

Age Friendly Nottingham Annual Report

September 2023-2024



**Age Friendly
Nottingham**

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Age Friendly Nottingham

Age Friendly Nottingham (AFN) was established in 2012. It is a partnership of citizens, organisations academics and service providers helping to build an age-friendly future for Nottingham residents and reduce the stigma and discrimination people face as they get older.

AFN believe all older residents should have fulfilled lives - feeling valued by all sections of society, living as independently as possible and playing an active role in their local communities. We have built a coalition of partners and built momentum, starting the process of developing the city into a great place to grow older.

The AFN steering group meets on a quarterly basis. The group has been chaired by Cllr Linda Woodings. In September 2024, Cllr Pavlos Kotsonis will assume the role of chair as the new Executive Member for Adult Social Care and Health. We'd like to thank Cllr Woodings who will continue as the City's Older Citizens' Champion.

Age Friendly Nottingham is part of a much larger movement and a part of World Health Organisation Age Friendly City and the UK Network of Age Friendly Communities.

The group connects individuals and organisation, shares key messages, engages with the Integrated Care System and shares funding opportunities.

AFN Steering Group discussions over the last 12 months have included:

- Understanding the Elections Act 2022.
- Local Hospital Discharge Arrangements.
- Nottingham City Council Budget and appointment of Commissioners.
- 6 monthly progress report from Talking Therapies service for older people.
- Introduction to Thriving Nottingham Integrated Wellbeing Service.

Setting the scene

Nottingham's population:

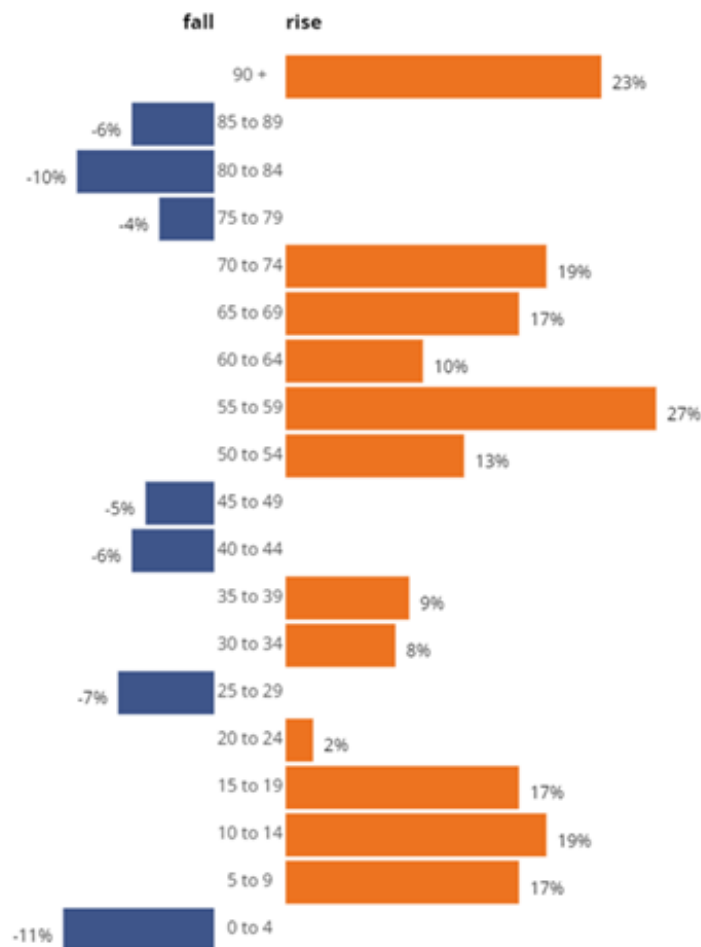
Between the last two censuses (held in 2011 and 2021), the population of Nottingham increased by 5.9%, from just under 305,700 in 2011 to around 323,600 in 2021. The population has continued to age. According to the 2021 Census there are 38,000 older people aged 65+ resident in the city, with 5,300 older people aged 85 plus.

AFN works to support those aged 50 plus who are vulnerable, living with a Long Term Condition or disability.

The number of people aged 50 to 64 years rose by just over 7,000 (an increase of 16.8%) and there has been an increase of 6.9% in people aged 65 years and over.

While Nottingham's population is ageing, it is doing so more slowly than overall in the East Midlands or England.

Figure 1 (Right): Population change (%) by age group in Nottingham, 2011 to 2021



Health of Nottingham residents

Overall, the health of people in Nottingham is generally worse than the England average. A man turning 65y in Nottingham has a life expectancy of 16.4 years compared to the English average of 18.1 years. A woman turning 65 years has a life expectancy of 19.2 years compared to 20.7 years.

In Nottingham, healthy life expectancy for males is just 57.4 years, one of the lowest of any local authority area in England, and for females it is slightly lower at 57.1 years which is the 8th lowest in England.

International Day of Older People Celebrations

International Day of Older People:

Each year International Day of Older People (IDOP) is observed on 1 October, to recognise the contributions of older people and to examine issues that affect their lives.

In 2023 the theme was based around fulfilling the promises of the Universal Declaration of Human Rights for Older Persons: Across Generations. Locally in 2023 IDOP was celebrated by AFN in a number of ways across the week of 1st October. The Council House on Old Market Square, Nottingham Castle and Wollaton Hall were lit up purple in celebration of IDOP on 2nd October (with the Council House again being lit up in purple on 2nd October 2024).

Whilst on the 3rd October several AFN members visited Nottingham's new Central Library, prior to the official opening, to 'walk through' the facilities and offer insight to ensure the library offered a safe, accessible and enjoyable space for those aged fifty and over. Suggestions included signage promoting the Changing Places toilets located close to the library and having adequate raised computer desks for wheelchair users. Following the AFN visit a group from My Sight Notts also participated in a 'walk through' to advise on signage and accessibility.

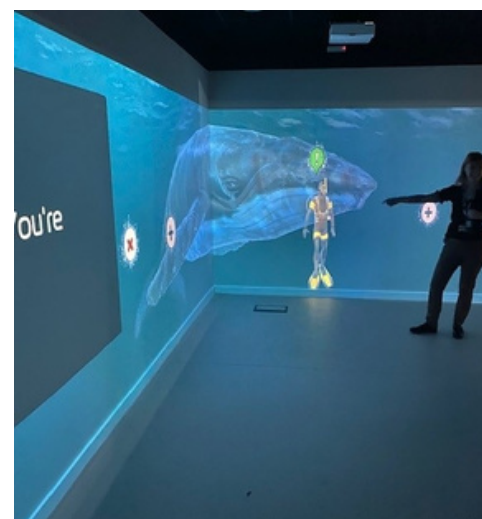
Everyone who took part in the visit had a wonderful time and enjoyed meeting the Local Studies team, exploring the three floors of books, experiencing the wonder of the Immersive Room and seeing first hand a very well-resourced Business Sector Hub.



Above - Nottingham's Council House was lit up purple in celebration of IDOP



Above - AFN members enjoying the extensive range of books at the new Central Library

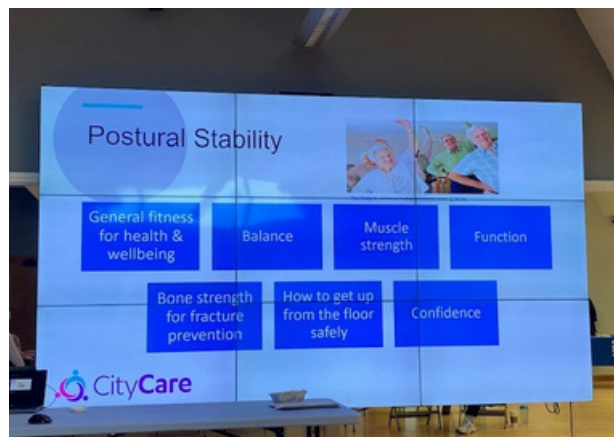


Above - AFN members experiencing the Central Library's Immersive Room

International Day of Older People Celebrations

Two Falls Prevention and Physical Activity Network Events were also held during the week, specifically for care settings and community staff and were hosted in two of the city's Leisure Centres. The events included presentations from CityCare's Community Rehabilitation & Falls Service and Nottingham City Council's Occupational Therapy Team and Leisure Services teams.

In total over 50 frontline colleagues including those from care settings, Community Connectors and Health & Wellbeing Coaches attended three Falls Prevention & Physical Activity Network events across the city.



Above - Promotion of the importance of Postural Stability



Above - Promotion of opportunities to be active in Nottingham City Leisure Centres

Nottingham's Older Citizens' Charter

The refreshed AFN Charter was also relaunched on 3rd October reinforcing the commitment of older residents having fulfilled lives, feeling valued by all sections of society, living as independently as possible and being encouraged to contribute to their local communities. Updated pledges included:

“To recognise that not all citizens of older age will have the help and support of families or friends in the provision of care”.

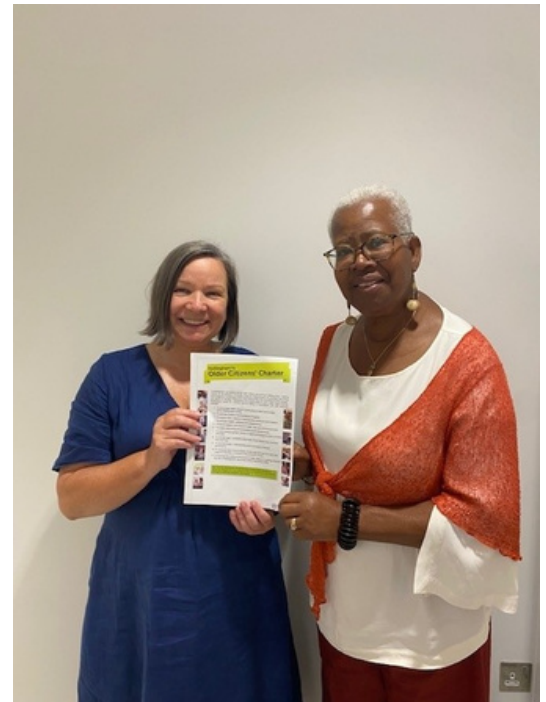
“To promote the active involvement of older citizens in working towards the aim of Nottingham becoming Carbon Neutral by 2028”.

Nottingham's Older Citizens' Charter

In Nottingham, we believe all our older citizens should have fulfilling lives – feeling valued by all sections of society, living as independently as possible and being encouraged to contribute to their local communities. By committing to this Charter, we aspire to develop Nottingham as a great place to grow older. Age Friendly Nottingham works to achieve this by acting in accordance with the following pledges:

1. To encourage older citizens' contributions to their communities and to Nottingham society.
2. To promote positive representations of ageing.
3. To support older citizens in reducing their loneliness and isolation.
4. To promote health, wellbeing and independence.
5. To ensure dignity and choice in health, care and housing services.
6. To create welcoming and accessible public environments.
7. To work towards greater access to digital technology for those currently excluded.
8. To provide clear, consistent information to all citizens from sources they can trust.
9. To promote better understanding and connections between generations.
10. To recognise that not all citizens of older age will have the help and support of families or friends in the provision of care.
11. To promote the active involvement of older citizens in working towards the aim of Nottingham becoming Carbon Neutral by 2028.

Age Friendly Nottingham will always listen to your views and tell you about the progress we are making. In return we ask that you get involved and help us fulfil the pledges in the Charter.



Left - Nottingham's Older Citizen's Charter

Above - Cllr Woodings and Alderwoman Eunice Campbell- Clark launch the new charter

Centre for Ageing Better - National Conference 2023

National Centre for Ageing Better Conference - November 2023:

Three members of Age Friendly Nottingham were able to attend the two-day in person national Centre for Ageing Better Conference, held at London's City Hall in late November. The keynote speaker was Professor Sir Michael Marmot who spoke prior to the launch of the 2023 State of Ageing Report.

Fourteen recommendations to government were made including:

- Establish a Commissioner for Older People and Ageing
- Deliver an ageing society strategy
- Tackle growing ethnic inequalities

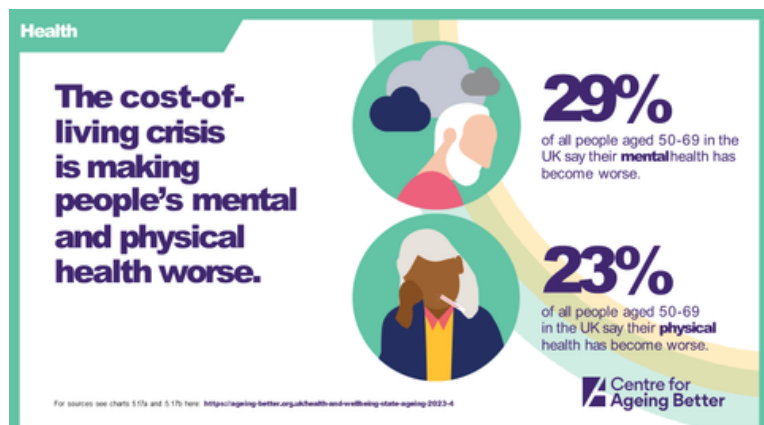
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There should be a national strategy for ageing better...but my hope is that enough cities and regions will take the action that's needed that in the end the politicians in Westminster will follow. They'll have to. They'll get left behind otherwise.

Professor Sir Michael Marmot



Above - Members of AFN meeting Professor Sir Michael Marmot



Centre for Ageing Better - National Conference 2023

The two-day conference also included workshops and networking opportunities and Alderwoman Eunice Campbell- Clark was part of a plenary discussion outlining Age Friendly Nottingham's journey from inception to date. More than 80 delegates from 53 localities attended the conference to be inspired, connected and supported in their work to make their communities better places to age.



Left - Alderwoman Campbell-Clark presenting on the AFN journey at the national CfAB Conference

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“I spoke on the journey of Age Friendly Nottingham and the city’s commitment to the Nottingham Older Citizen’s Charter at the local level. I concentrated on why Nottingham became an Age-friendly city in 2012, and the council sign up to the World Health Organisation in 2015, as well as outlining our commitment to climate change and relaunching Take a Seat. I also highlighted the expert insight provided by AFN members representing Age UK Nottingham and Nottinghamshire, Good Companions, Nottingham University and other voluntary sector organisations and council departments”

Alderwoman Campbell-Clark

Other Centre for Ageing Better initiatives & support



**Age Without Limits Action Day,
20th March 2023**

The first national day against ageism was launched on 20th March 2024 and was a chance for everyone to do something to change the narrative about ageing.

Some facts:

- Ageism is the most widespread form of discrimination in the UK.
- At least a third of people hold ageist beliefs.
- Half the people believe UK is an ageist society.
- Only one-in-20 TV adverts feature people aged over the age of 70.

Locally the national day of action was celebrated by relaunching Take A Seat and Nottingham's Royal Concert Hall offered 20 discounted tickets at £15 per person, for those 50-plus, to attend the theatre's Classics: Concert Club, Working to connect like minded people and reduce social isolation.

Centre for Ageing Better Peer Call

The national peer call is held on a weekly basis and is open to anyone across UK co-ordinating an age friendly community. Recent discussions have included becoming an age friendly employer and age friendly businesses – customer facing settings.

AFN presented its Take A Seat journey on a call in June 2023.

Resources

The Centre for Ageing Better also offer a wider range of research resources, infographics, and free positive images of ageing to download.

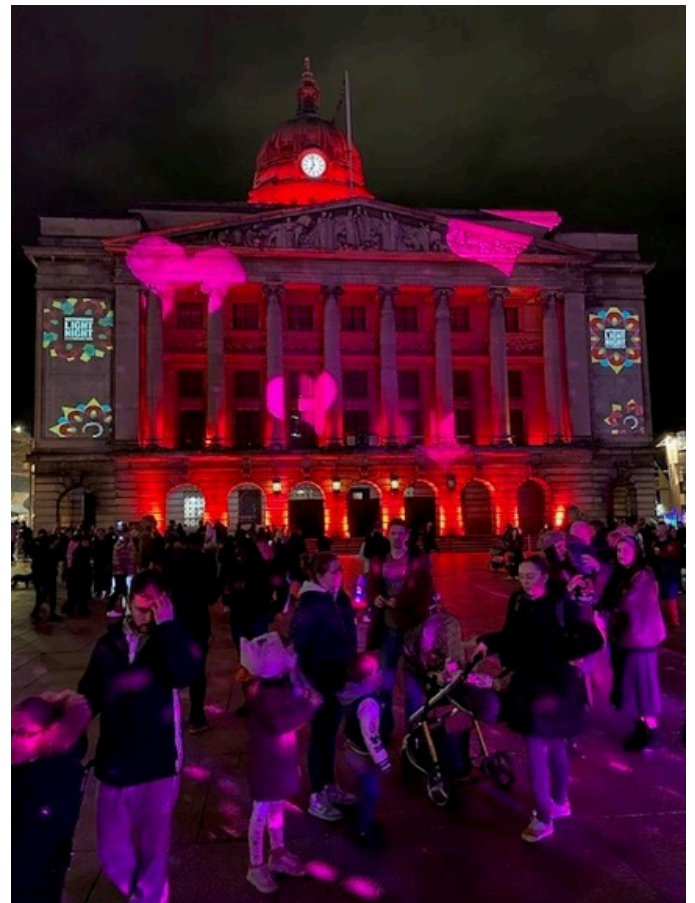
Light Night 2024

Age Friendly Nottingham was invited to be part of the Light Night installation panel. The panel comprised of a number partners representative of the diversity of the city.

Light Night 2024 took place in the city on Friday 2nd and Saturday 3rd February 2024. The event featured several installations and art works around the theme of light and aimed to bring a family audience into the city at a traditionally quiet and 'dark' time of year. Nottingham Business Improvement District (BID) was a key partner and funder of Light Night and wanted to widen the demographic of the people who selected the final work of the festival.



Above - The main Night Light installation on view in the Old Market Square



Above - The Council House illuminated on Night Light

Amplifying the voice of older people: Women's Health Needs Assessment

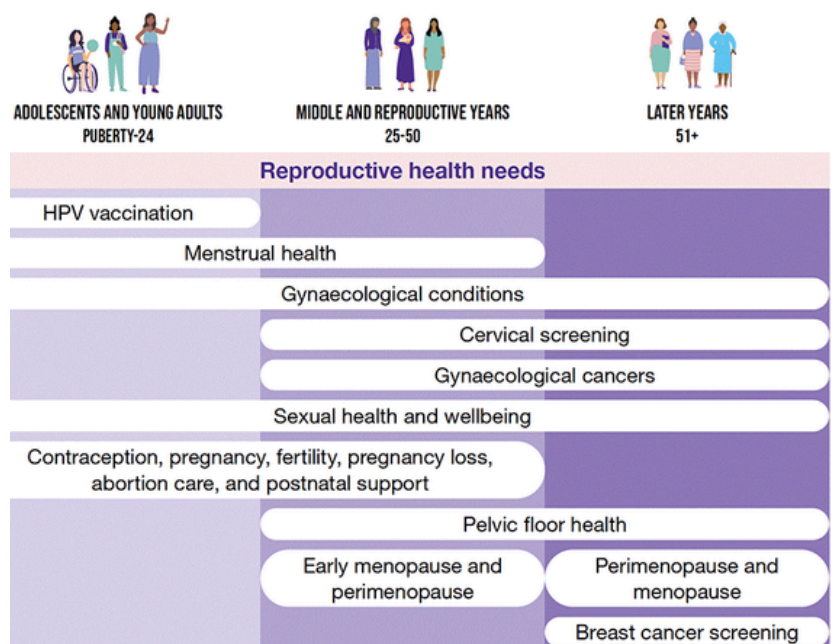
Following the publication of the Women's Health Strategy for England in 2022, Nottingham City's Director of Public Health commissioned a local **Women's Health Needs Assessment**.

Following a citywide survey consultation on what was important to women about their health and wellbeing across the life course, two members of Age Friendly Nottingham participated in a discussion about the health, wellbeing and needs of women aged sixty five plus.

The insight has assisted the Public Health Team to:

- Assess how women access health & care services.
- Understand which aspects of health are important to older women.
- Identify any gaps.

The Nottingham City Women's Health Needs Assessment is expected to be published by the end of this current financial year.



Right - Taken from the National Women's Health Strategy, this figure shows the range of issues that impact women's health throughout the lifecycle

Dementia Wellbeing Day - Nottingham Central Library

Celebrating Dementia Action Week (13 - 19 May 2024) Nottingham's Dementia Wellbeing Day - 14th May 2024

Age Friendly Nottingham and Nottingham City Libraries joined forces to create a programme of events for anyone interested in finding out more about dementia, the support available locally and current research into dementia on the 14th May 2024.

People can be directly affected by dementia as a patient, carer, family member or neighbour, work with people who are impacted by dementia or just want to know more about it and how to support those living with it.

Nationally over the past five years, dementia and Alzheimer's Disease were on average the leading cause of death.

The programme included a marketplace of support and advice and bite-size talks from researchers at both the University of Nottingham and Nottingham Trent University, exploring genetics, cultural diversity and dementia support and the use of technology to support people living with early-onset dementia.

People impacted by dementia were also able to feed into engagement programme on the current Dementia Wellbeing Pathway for NHS Nottingham and Nottinghamshire.

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The Dementia Wellbeing Day held at Nottingham Central Library, was an exceptionally great day with several workshops available. The day was targeted at individuals and their families living with Dementia. I attended the workshop hosted by a Nottingham Trent University Researcher, who is currently undertaking research into the impact of Alzheimer's Disease. The research was a fascinating piece of work and was the first time I attended a workshop that has given me a greater understanding of how the brain works. I would recommend that a further follow up is planned in the future. Well done to everyone who contributed to the day

Alderwoman Campbell-Clark

Take A Seat (TAS)



Prior to the pandemic over three hundred premises across Nottingham participated in Take A Seat (TAS). TAS is a low-cost, low-level intervention, originating in New York and offers a seat to an older/vulnerable person, without charge, to catch their breath, whilst out and about. Helping to promote independence and community participation. TAS aims to tackle issues of social isolation, by motivating older/vulnerable residents to feel confident about leaving their homes and playing an active part in their local communities.

AFN has recently relaunched TAS, via ward Councillors recruiting premises within their local area and it is hoped Nottingham will once again see participation from supermarkets to hairdressers and public buildings to cafes. Age Friendly Nottingham's Take A Seat was considered exemplar by the Centre for Ageing Better and AFN has also shared a TAS Toolkit across the UK Network of Age-Friendly Communities. [TAS Case Study](#)

If you would like your organisation or premises to get involved with Take a Seat please email: **healthandwellbeing@nottinghamcity.gov.uk**

Congratulations to Alderwoman Eunice Campbell-Clark

Congratulations to Alderwoman Eunice Campbell-Clark, former chair of Age Friendly Nottingham and the city's Older Persons Champion for over ten years, who was awarded an OBE in the 2024 New Year's Honours List. The award was in recognition of her 34 years of public service to local government across the city and county. All AFN members were delighted that Alderwoman Campbell-Clark had been recognised for her commitment to Nottingham and particularly those aged fifty and over.



Future priorities for Age Friendly Nottingham

Future 2024/2025 work of Age Friendly Nottingham:

- Deliver a rolling action plan in response to the 11 charter pledges.
- Continue to work with councillors, local businesses and community organisations to increase the uptake of Take a Seat.
- Develop reminiscence packs to support those from South Asian communities and the Windrush generation.
- Ensure the voices of local residents aged fifty plus are heard:
 - Host a Financial Resilience and Wellbeing Information Day for those aged 50 plus in November 2024.
 - Host a Mini Green Assembly for those aged 50 plus in early 2025, to feed into the work of Nottingham's Green Partnership.

More detail relating to Age Friendly Nottingham can be found at:
<https://www.nottinghamcity.gov.uk/afn> or
email: healthandwellbeing@nottinghamcity.gov.uk



**Age Friendly
Nottingham**