

we do

look at what



FutureProofCIC
Better Business, Stronger Communities

Age is more than just a number

Understanding the needs of the elderly – a snapshot of life



There is currently a renewed focus on understanding the needs of the elderly and how society can respond to these needs. In 2007 the World Health Organisation (WHO) published a set of criteria that define an 'age friendly city'. We wanted to find out how these resonated with older people in Brighton.

checklist of the criteria that make up an 'age friendly city', almost as a list of aspirations that society could respond. We want to know how these criteria sit with ordinary people, those ordinary people that make up 1/5 of the total population of the UK.

The need

By 2030 there will be more older people living in the UK than ever before. But can society cope with an ageing population - and what do we need to invest in to ensure that older people can live healthy, fulfilled lives? What do we need to invest in to ensure that our elderly people can live in dignity. This is what 'age friendly' cities is all about.

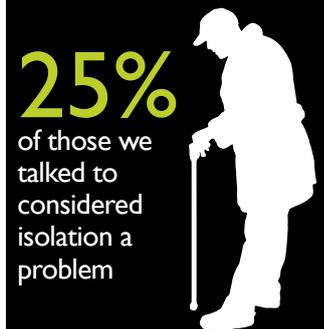
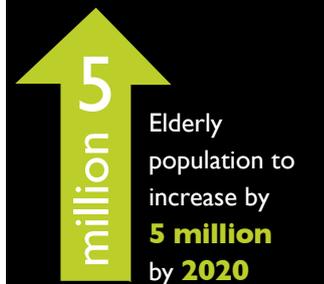
Our role

We visited an older people centre in Brighton to find out what people thought about the things that make a city age friendly. We spent a day interviewing the people there talking about issues like loneliness and isolation, transport, digital inclusion and access to support services. Some of the questions asked about loneliness and isolation whilst others were about practical issues such as getting to the shops.

The output

Overall the responses suggested that Brighton is a city that is responding well to the issues ...faced by older people. The best feedback was for local transport, in particular the local bus services, and the role it plays in increasing accessibility.

Interestingly the results showed that loneliness and isolation was not considered an issue by anyone - suggesting that once connected to support services feelings of loneliness are reduced.



e: talktous@futureproofcic.com
w: futureproofcic.com
t: 07538 231 203