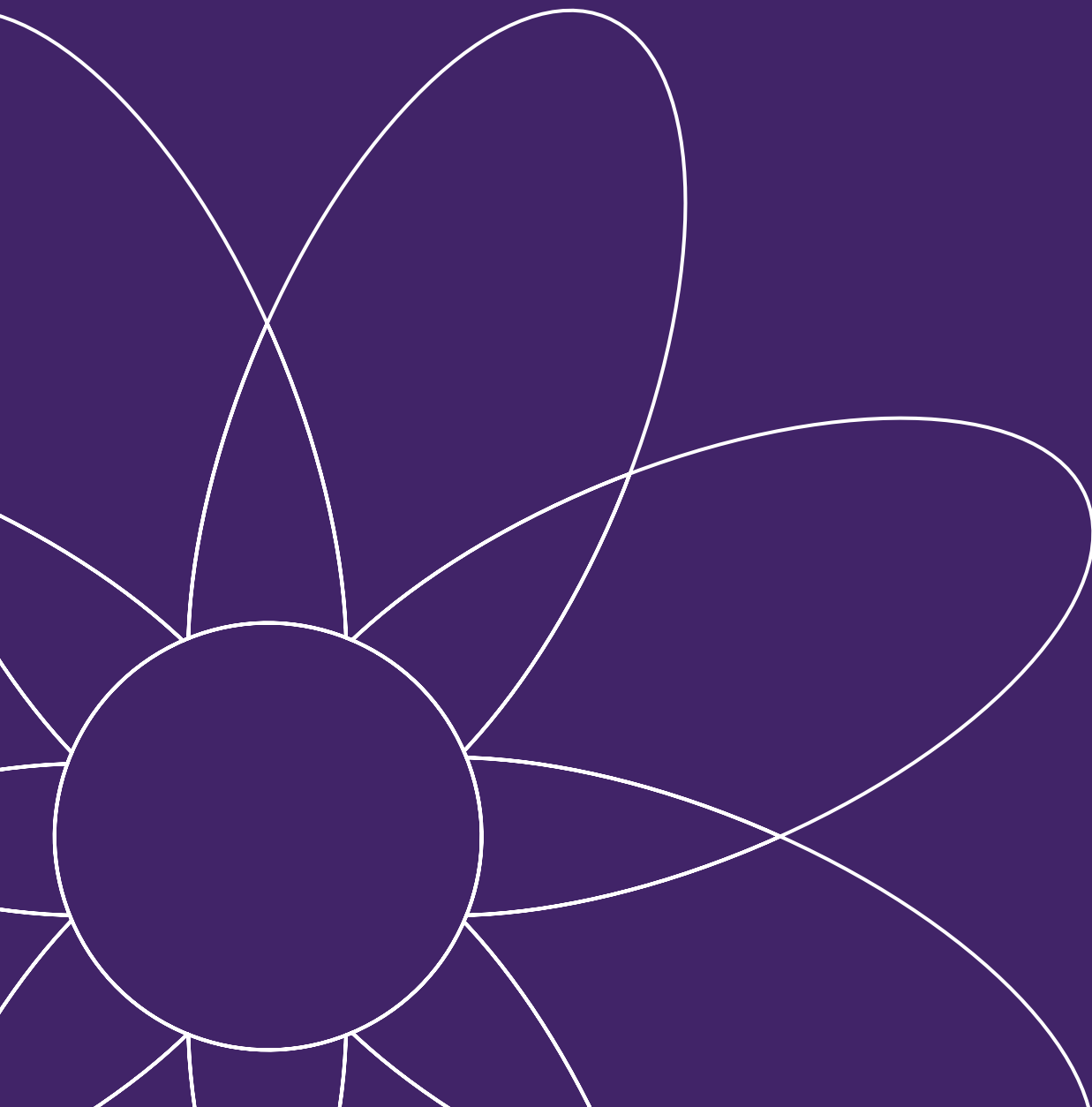

Age-friendly Communities: Mapping tool



What is this tool?

[Age-friendly Communities: a handbook of principles to guide local policy and action](#) introduces the key principles for age-friendly communities, but the best way to apply these principles in practice will be unique to your community. A good start involves **thinking through what your community is already doing, how you're doing it, and where there are gaps and opportunities to do more.** This mapping tool is here to help you do that.

How to use this tool?

This tool is ideally suited to the early stages of your age-friendly journey. It can help you consider how best to approach making your area more age-friendly including setting up your local structures and partnerships. You might also use this tool to help developing or refreshing your age-friendly action plan to ensure that your plan builds on what is already happening.

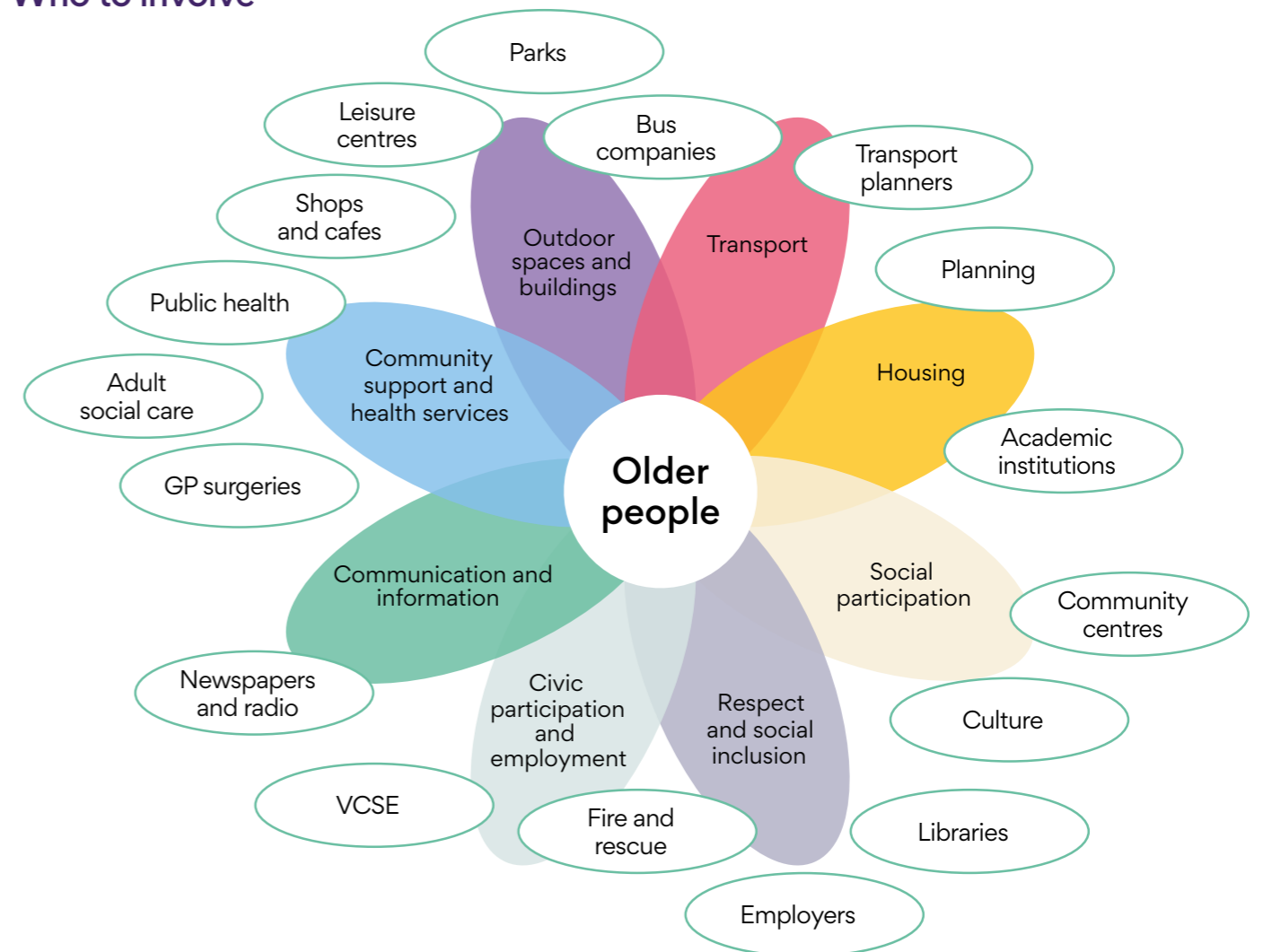
Regardless, this mapping will be one part of the process of understanding your local priorities and should be used alongside looking at local data and speaking to older residents.

A staff member may coordinate the completion of this mapping tool across the community, or send relevant domains to appropriate departments, organisations or groups. Alternatively, you could arrange a workshop with local stakeholders to complete the mapping exercise. We encourage you to adapt this tool so that it works best for your local authority or place.

How is this tool structured?

This tool asks you to consider the following questions under each of the World Health Organisation eight domains (see the image to the right).

Who to involve



1. Who are your relevant stakeholders?

Age-friendly communities include the involvement of partners across the public, private and voluntary sector, many of whom may not realise the role their work has to play. Involving them in completing this mapping can be a good first step to raising awareness of age-friendly principles and the need for coordinated action on ageing.

See the image above for ideas of potential stakeholders. You might include relevant departments in your local authority, VCSE organisations, or local health bodies among many others.

2. How are older people involved in shaping this domain in your community?

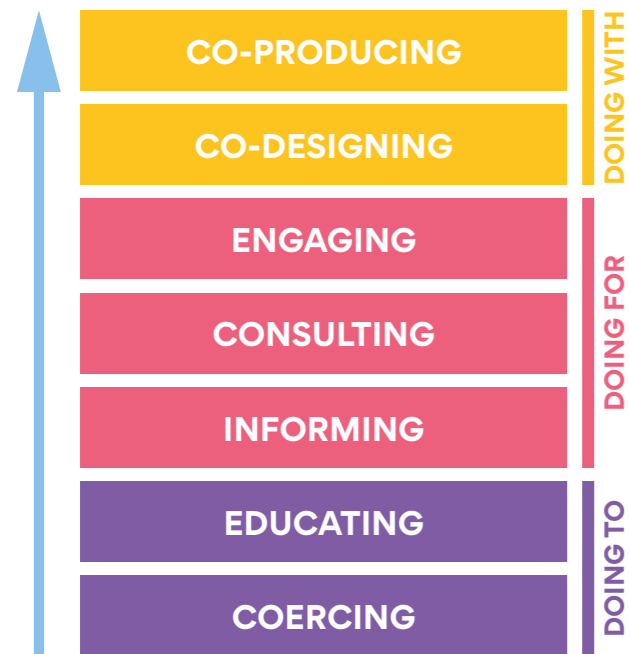


Figure 1: The New Economics Foundation Ladder of Participation

Age-friendly communities must listen to and involve a diverse range of older people. In your mapping you might include:

- Action groups of older residents working to solve particular local problems.
- Whether there is representation of a range of ages in cross community co-production work
- Support for a local older people's specific forum, equalities panel or board
- Development of an ageing well or older people's ambassador or champion scheme

- Older people being specifically consulted on proposed changes to services or community spaces
- Actions to ensure a range of ages and diverse voices are represented in broad public consultations

3. What's happening in your area?

Many communities start their age-friendly journey by identifying a range of activities and assets they already have in place which are 'age-friendly' but may not be badged like this yet – this is what you will include in this section. Think widely about what you are doing and the good practice you already have. For example; your community might be taking action through local strategies or policies, the provision of services, or activities run by voluntary, faith, and grassroots community groups. Or you may already have age-friendly assets and features in your community such as accessible transport fleet or outdoor spaces.

We've included examples of 'what it can look like' in each domain to guide your thinking - these are just examples, so don't worry if you do not have some of these, or if there are gaps. The examples we have given may or may not be 'age-friendly' in your area dependant on how they are delivered, but these are provided as a starting point.

4. What opportunities might there be?

Now that you've mapped what is happening, consider what opportunities there might be to develop your work. In your mapping you may include:

- Upcoming **strategies and plans** that aren't yet considering ageing which could take an age-friendly lens
- **Collaboration** opportunities
- Opportunities to **expand** existing good practice
- Opportunities to look at **data** on different age groups engagement with, or outcomes from, services
- New ideas for **projects or initiatives**

Name of your place

Notes



Domain 1: Outdoor Spaces & Buildings

Imagine a place where people feel safe, welcomed and accommodated for when they leave their homes and enter public spaces. A place where people are encouraged to live active lives because they have the amenities they need to be comfortable in parks, high streets, and public buildings like libraries and community centres. In this place, people are able to connect and access all their community has to offer.

What it can look like:

Accessible public toilets | age-friendly benches | wide pavements/dropped kerbs | gritting on pavements and driveways | outdoor gym equipment | segregated bike lanes | wayfinding signs with walking times and local maps | bulletin boards | ramps and wide doorways in public buildings | community gardens with low and high beds | multi-use spaces and co-location of services | town centre walking audits | park audits | easy ways to report access issues | community toilet scheme and toilet mapping | 'take a seat' campaigns | policies to keep pavements clear (e.g. removing a-boards) | longer pedestrian crossing times | regular maintenance of public spaces | green and blue spaces distributed equitably throughout community | 15-minute neighbourhoods.

Who are your relevant stakeholders?

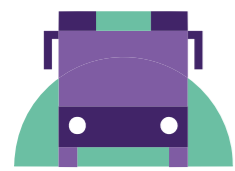
How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Public realm that supports people to get out and about</p> <ul style="list-style-type: none"> • Walkable neighbourhoods that encourage more active journeys • Sufficient, and suitable toilets, seating, and shelter • Pavements are well-maintained, well-lit, and free from obstructions • Access to nearby green and public space 		
<p>Public buildings and spaces are accessible and welcoming</p> <ul style="list-style-type: none"> • People have access to spaces which are attractive, welcoming, free, and sheltered from the elements (heat, cold, rain) • Information about public spaces is widely available and accessible, including offline • Public spaces and buildings are accessible and inclusive of disabled people including those with motor, visual, hearing, and cognitive impairments • Spaces are safe and improve people's perceptions of personal safety 		

Principle	What is happening in your area?	What opportunities are there?
<p>Public realm meets everyone's needs</p> <ul style="list-style-type: none"> • Access to flexible spaces that accommodate a variety of uses and promote cross-community and multi-generational interaction • The public realm feels inclusive and welcoming to all members of the community, including those from different backgrounds and cultures, and those with autism 		

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Domain 2: Transport

Imagine a place where transport systems allow people of all ages to easily get to the places they need and want to go with ease. Where you know that your journey, from start to finish, will be simple and reliable. Regardless of mode of transport- be it walking, wheeling, car travel, public transportation or community transport- everyone can move freely.

What it can look like:

Subsidised travel cards/taxis | retaining ticket machines and kiosks with cash payment options | off-peak bus and train services | public transit stops near key amenities | door-to-door shuttle services | dial-a-ride | accessible timetables (including paper timetables) | journey planners (apps and physical maps) | real-time signs at bus shelters | accessibility requirements for public transport vehicles | visual displays and audio announcements on public transport | wide walkways on public transport | step-free access | seating and shelter at bus stops | transport buddy schemes | journey assistance cards | age-friendly training for transport staff | bicycle share/subsidised bicycles | adaptable cycle schemes | driving safer for longer courses | volunteer driving schemes | community transport schemes | older people represented on transport planning boards.

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Transport options are affordable, reliable, and convenient</p> <ul style="list-style-type: none"> • Routes are available across a range of locations and times, not just for 'in and out' commuting • Journeys, including interchanges, are connected and simple to navigate • Public parking is affordable and located close to key amenities • Transport is accessible to low-income older people • Non-digital forms of payment, including cash, are available (including ticketing and parking) 		
<p>Journeys are welcoming, safe, and accessible</p> <ul style="list-style-type: none"> • Information about timetables and routes is accessible and up to date (including real-time data, in vehicles and at stops) • Accessible and supportive vehicles and infrastructure (including interchanges, stations, stops, parking, electric charging) • Transport staff understand and meet the needs of older customers • Door-to-door, community transport is available for those that need it 		

Principle	What is happening in your area?	What opportunities are there?
<p>Transport promotes health and independence</p> <ul style="list-style-type: none"> • Programmes and infrastructure promote and support active travel • Transport systems and vehicles reduce air pollution • Support is available for older drivers to continue or transition from driving • Older people are involved in transport planning and consultations 		

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Domain 3: Housing

Imagine a place where people of all ages have access to good quality housing. Where people who want to move have alternative options that are built to meet their needs and are affordable, and those who wish to stay in their current homes have support they need to maintain their space or adapt it to fit their changing needs. In this place, people of all ages are able to live in homes that support their health and wellbeing.

What it can look like:

Retrofitting for heating and electric | adding insulation to inefficient homes | physical modifications (e.g. installing shower bars and widening doors) | ramps and appropriate lighting outside of buildings | subsidised accommodation | intergenerational housing (eg. students and older people) | co-housing | housing for specific cohorts of older people (e.g. LGBT+) | a one-stop-shop for information on housing improvement and/or options (see Ageing Better's Good Homes Hub model) | services to help people stay in their homes | a trusted tradesperson directory | low-cost movers/trusted mover directory | making existing accessibility requirements more robust/doing more enforcement | age-friendly standards for new developments | older people represented on housing and planning boards.

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Housing is safe, accessible, and affordable</p> <ul style="list-style-type: none"> • Affordable housing options or financial support for those on low income • Accessibility adaptations are readily available • All new homes are built to be accessible and adaptable • Information and support are available for people of all tenures and incomes to maintain, repair or adapt their home • Residential building entrances and hallways and the immediate area are secure and accessible 		
<p>Housing choices reflect the diversity of needs and desires of older people</p> <ul style="list-style-type: none"> • People have access to a range of housing sizes and types in their community that support changing needs at different life stages • Local housing plans promote innovation to meet the varied needs of older people by including alternative housing models (co-housing, intergenerational housing, etc.) • Information and advice on local housing options is available and easily accessible, maximising personal choice • Older people are involved in housing planning and consultations 		

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Domain 4: Social Participation

Imagine a place where everyone, regardless of age, is able to foster social connections that make their life more meaningful. Where opportunities to gather are accessible and plentiful, and reflect the diverse interests and backgrounds of community members. In this place, people are encouraged to participate not just by the people around them, but by community infrastructure that offers chances for learning, connecting, and creativity.

What it can look like:

Men's sheds, shared meal opportunities | community cafés | befriending schemes | intergenerational social opportunities | ageing well festivals | over 50s club nights | memory cafes | exercise classes | peer groups | drama groups | targeted exercise classes | free/low-cost events | chatty benches | community gardens | community centres and libraries with social programming | services such as banks and supermarket checkouts manned by staff | staff trained to provide warm welcomes | participatory budgeting | microgrant programmes | accessibility standards for spaces that host activities | clear communications on social activities (e.g. signage and maps).

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Opportunities (for example, activities and events) appeal to a range of older people</p> <ul style="list-style-type: none"> • Opportunities cater to a variety of interests and avoid stereotyping based on age • Opportunities exist that are age specific, or 'for' older people • Opportunities foster multi-generational interactions • Opportunities are culturally sensitive, and cater to older adults from different backgrounds and communities • Opportunities are offered at a variety of price points 		
<p>Older people have full access to available opportunities</p> <ul style="list-style-type: none"> • Venues and opportunities are accessible and easy to find • There are opportunities at a variety of times and locations, including mobile and remote options for people unable to travel • Information about social participation is available in a variety of languages, and in digital and non-digital formats 		

Principle	What is happening in your area?	What opportunities are there?
<p>Infrastructure supports participation and reflects the diversity of the community</p> <ul style="list-style-type: none"> • Community spaces where people can easily interact and gather with others • Everyday services create opportunities for social interaction where possible • Communities are given the resources and support to self-organise 		

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Domain 5: Respect & Social Inclusion

Imagine a place where everyone, regardless of age, is treated with respect and able to have a say in decisions that affect their lives. In this place, the contributions of older community members are recognised. Older people interact with younger people, and all can share their unique perspectives. If ageism does occur, it can be easily reported and resolved.

What it can look like:

Using realistic and positive images of older people (see Ageing Better's Positive Image Library) | photo competitions | communications guidance | intergenerational skills sharing | awards ceremonies | celebrating International Day of Older People | recruiting a sounding board of 'experts by experience' | older people/ageing well ambassador schemes | dementia- and age-friendly business guidance | age-friendly business award schemes | 'take a seat' campaigns | age-friendly customer service | specific shopping times or slow tills for customers who need more time | ED&I policies and equality impact assessments explicitly dealing with age | ageism awareness campaigns | ageism training and educational events | complaints processes for discrimination.

Who are your relevant stakeholders?

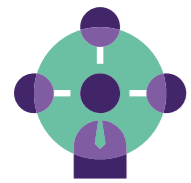
How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Ageing is portrayed in a way that is positive and realistic</p> <ul style="list-style-type: none"> • Efforts are made to raise awareness of ageism and the harms of ageism • Communications avoid negative stereotypes and portray ageing and older people in a more positive and realistic way • Age-friendly terminology is used in written and verbal communications to and about older people • Older adults from a range of backgrounds and cultures are visible and represented in visual and written communications 		
<p>Older people are valued</p> <ul style="list-style-type: none"> • Older adults can share their knowledge and skills with others, and vice versa • The diversity of older adults is recognised in the design and delivery of services • Businesses and community settings consider and cater to older customers 		

Principle	What is happening in your area?	What opportunities are there?
<p>Basic Rights are Ensured</p> <ul style="list-style-type: none"> • Age is fully considered in Disability, Equality and Inclusion policy and practices • There are effective routes to make complaints or to report discrimination based on age • Programmes are in place that prevent and respond to elder abuse and fraud and scams targeted at older adults 		

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Domain 6: Civic Participation & Employment

Imagine a place where people of all ages have access to jobs that meet their needs, fit into their lives, and support them to grow. People who are looking for work or to change careers can access the help they need at any age. Here there are myriad ways to contribute to the community, and these—through paid or unpaid work—are celebrated. In this place, everyone is empowered to participate in decisions that shape what their community looks like.

What it can look like:

Signing the Age-Friendly Employer Pledge | tailored employment support services for older workers | over 50s jobs fairs | mid-life career reviews | flexible working policies | professional and personal development courses | "lunch and learn" sessions where older staff can share with younger colleagues | accessible directories of local volunteering opportunities | flexible volunteering (including long-term and short-term) | covering volunteer expenses | awards ceremonies for older volunteers | volunteering strategy | outreach to identify and support informal volunteers (e.g. carers) | older voter outreach including transport to polling stations | older people's forums | public consultation with older adults.

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Older people can access quality jobs</p> <ul style="list-style-type: none"> • Employers follow age-friendly recruitment practices • People in mid-life are supported to plan for their future career and retirement • Health support, and good-quality flexible work is available • Ageism in the workplace is recognised and combatted 		
<p>Tailored employment and skills support available for those in and out of work</p> <ul style="list-style-type: none"> • Opportunities to train and develop new skills include older workers and volunteers • Tailored employment support and retraining opportunities for older jobseekers • Employers encourage cross-generational teams which encourage skill-building 		

Principle	What is happening in your area?	What opportunities are there?
<p>Volunteering in later life is promoted</p> <ul style="list-style-type: none"> • The individual benefits of volunteering in later life are promoted • Local volunteering opportunities reflect the capacity and variety of skills of older people • Volunteering opportunities are available that are flexible, including at different times and levels of commitment • The valuable role that older people play through formal and informal volunteering is recognised and supported 		
<p>Civic engagement is supported</p> <ul style="list-style-type: none"> • Older people's voices are incorporated in decision-making bodies. • Public decisions and consultations involve different groups of older adults and provide transparent feedback mechanisms • Groups and spaces led by older adults are funded and supported, particularly those led by older people from marginalised groups 		

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Domain 7: Communication & Information

Imagine a place where every member of the community can access information about the services and opportunities available to them. Where information is relevant, timely, and accessible to everyone regardless of whether they have an impairment or access to the internet. In this place everyone can access information and assess its trustworthiness, so they can access all the community has to offer.

What it can look like:

Accessible information standards | regular scheduling of communications | paper timetables for buses | translation of important information | portable hearing loops available at council services | digital inclusion programmes | informal digital skills drop ins | expanding wifi networks | subsidizing router/laptop purchases | laptop rental schemes | one-stop shops where people can access important information | trusted messengers like community and faith leaders sharing information | service fairs | information outreach programs | targeted campaigns (e.g. pension credit awareness campaigns) | Older people-run news and radio | age-friendly newsletters | Ageing Well Ambassador programmes | council websites reviewed by older people to implement improvements | mechanisms for older people to share feedback on local media and comms.

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Community information is reliable and accessible</p> <ul style="list-style-type: none"> • Typefaces, colours, and formatting meet universal accessibility standards • Language used in communications is clear and concise • Communications are consistent, regular and timely • Information can be easily accessed both on and offline, including in-person 		
<p>Digital exclusion is minimised</p> <ul style="list-style-type: none"> • Internet infrastructure reaches everyone, including rural and remote areas • Accessing the internet, including data, owning or borrowing a device, is simple and affordable • Digital skills development is available for those that need it • Support to be online focuses on the internet as a tool for people to do things that are important to them, as well as to support the use of key services 		

Principle	What is happening in your area?	What opportunities are there?
<p>Information meets the needs of ageing populations</p> <ul style="list-style-type: none"> • Information is available to promote healthy ageing including financial security, physical health, and social connection • Single points of access to information in community locations as well as online • Opportunities available to learn about and try services that target or support older adults locally 		

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Domain 8: Community Support & Health Services

Imagine a place where people are supported to stay well throughout the course of their lives. Where health and care services are available in the community, and are affordable and integrated with one another. Here, health information is understood by all and everyone is supported to stay healthy regardless of age or status.

What it can look like:

Community health centres and information hubs | mobile health vans | proactive healthcare outreach | health navigator services | peer networks around health and care | person-centred health assessment | ageism training for healthcare professionals | health literacy courses | translators for health information | supportive housing | grants for home carers | paid carer's leave | delivery options for prescriptions and care services | a directory of qualified care providers | dementia information kits | paperweight armbands for those at risk of malnutrition | falls prevention | mental health campaigns for older people | equal access to sexual health care for older adults (see Sheffield's Sexual Rights Charter) | community strength and balance programmes | social prescribing | vaccination clinics | smoking cessation | nutritious lunch clubs | transport to health appointments | physical activity taster sessions | leisure centres hosting older people's days | walking sports | end of life planning | death cafes | emergency plans including older community members.

Who are your relevant stakeholders?

How are older people involved in shaping your community under this domain?

Principle	What is happening in your area?	What opportunities are there?
<p>Health services are affordable, available, and accessible</p> <ul style="list-style-type: none"> Community health and social care services are provided at an accessible distance for all patients Options provided for both remote and in-person healthcare All health and social care services, including preventative care, mental healthcare and sexual healthcare consider older adults Health and care provision is delivered in a coordinated way that supports older people to easily navigate and advocate for what they need Awareness of ageism and its harms amongst healthcare professionals is increased 		
<p>Support and care promote dignity and independence</p> <ul style="list-style-type: none"> Support and assistance is available for carers and families, including respite care & support A range of care options and support available at home Integration of residential care with the surrounding community, including opportunities for intergenerational contact 		

Principle	What is happening in your area?	What opportunities are there?
<p>Information promotes and supports good health and wellbeing</p> <ul style="list-style-type: none"> • Information is provided in a way that supports older adults to make decisions about their health • Access to information and support for patients and carers is provided both online and in-person • End-of-life planning is accessible for people of all ages • Disease prevention and health improvement programmes and information is accessible for people of all ages • Emergency planning and disaster preparedness is accessible for people of all ages and is inclusive of older people's needs and capacities 		

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