



Cathair Bhaile Átha Cliath

Straitéis Aoisbhá 2014-2019

Dublin City

Age Friendly Strategy 2014-2019



Baile Átha Cliath
áit iontach le dul in aois

Dublin City
a great place to grow old



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A Message from the Lord Mayor

As Lord Mayor of Dublin it is my pleasure to chair the Dublin City Age Friendly Alliance and to play an active part in this collaborative initiative to make Dublin a great place in which to grow old.

Dublin is a city with a wonderful character, a vibrant culture and an innovative economy. It is a city steeped in history, with a rich architectural, literary and educational heritage. It is a city of villages and communities with varied social economic backgrounds and diverse groups of older people.

Many changes have taken place within the city during my twenty nine years as a councillor. Some have been positive, others less so. How we experience older age is influenced by changes and factors which are often outside of our control. However, many of these factors are within the control of this Alliance and so we now have an opportunity to make a real difference to the lives of older people in our city.

In recent times we have done a lot in Dublin to improve the lives of older people. Older people said as much during the consultation process which informed this Strategy. However, the city is not perfect and during the consultations we were told, in no uncertain terms, what

needs to be improved. This Strategy provides a five-year plan outlining what we will do to resolve the issues that were identified and to improve the lives of older people in our city.

I want to thank everyone who has been and who continues to be involved in this important initiative, especially older people themselves. I strongly believe that if we can make Dublin a place that is truly friendly for older people then it will be a great place for everyone who lives or visits the city. I ask everyone to play their part in helping us to bring the vision and goals of the Strategy to life, and to make a full-hearted commitment to the values we have signed up to.

And, may I remind you, with any luck a healthy old age is a future which awaits us all.

Go maire tú gach lá de do shaol.



Christy Burke

Lord Mayor of Dublin



Teachtairacht ón Ard-Mhéara

Agus mé mar Ard-Mhéara Bhaile Átha Cliath, is áthas liom a bheith mar chathaoirleach ar Chomhghuaillíocht Aoisbhá Chathair Bhaile Átha Cliath, agus a bheith páirteach go gníomhach sa tionscnamh comhoibríoch seo ar mhaithe le háit iontach a dhéanamh de Bhaile Átha Cliath do sheanóirí.

Is cathair é Baile Átha Cliath a bhfuil carachtar den scoth aige, chomh maith le cultúr beoga agus geilleagar nuálaíoch. Tá sí líon lán den stair, agus tá oidhreacht shuibhir ailtireachta, liteartha agus oideachais aici chomh maith. Cathair sráidbhailte agus pobal atá inti, agus iad ag baint le cúlraí sóisialta eacnamaíocha éagsúla agus tá grúpaí ilghnéitheacha seanóirí iontu chomh maith.

Tá an-chuid athruithe tarlaithe sa chathair sa fiche naoi bliain atá caite agam mar chomhairleoir. Athruithe dearfacha a bhí i gcuid acu, murabh ionann agus cinn eile. Bíonn tionchar ag athruithe agus fachtóirí nach mbíonn smacht againn orthu go minic ar an eispéireas a bhíonn againn ar sheanaois. Ach tá cuid mhaith de na fachtóirí seo faoi smacht na Comhghuaillíochta seo, agus tá sé de dheis againn anois mar sin fíordhífear a dhéanamh do shaol seanóirí inár gcathair.

Le blianta beaga anuas, tá neart déanta againn i mBaile Átha Cliath chun saol na seanóirí a fheabhsú. Bhí an méid sin ráite ag seanóirí le linn an chomhairliúcháin a chuir leis an Straitéis seo. Ach níl an chathair gan

locht agus dúradh linn go neamhbhalbh i rith an chomhairliúcháin céard is gá a fheabhsú. Cuireann an Straitéis seo plan cúig bliana ar fáil ina ndéantar cur síos ar an méid a dhéanfaimid chun na fadhbanna a aithníodh a réiteach, agus chun saol na seanóirí inár gcathair a fheabhsú.

Ba mhaith liom buíochas a ghabháil le gach duine a bhí páirteach agus a leanann de bheith páirteach sa tionscnamh tábhachtach seo, go háirithe na seanóirí féin. Creidim go láidir go mbeidh sí mar áit iontach do gach duine a bhfuil cónaí air/uirthi ann nó a thugann cuairt ar an gcathair má dhéanaimid áit atá fíormhaith do sheanóirí de Bhaile Átha Cliath. Iarraim ar gach duine a c(h)uid féin a dhéanamh le cabhrú linn fíis agus spriocanna na Straitéise a fhíorú agus a bhaint amach, agus gealltanas lántoilteanach a dhéanamh do na luachanna a bhfuilimid tar éis glacadh leo.

Agus ba mhaith liom a chur i gcuimhne daoibh go bhfuil seanaois fholláin romhainn go léir, má tá an t-ádh orainn.

Go maire tú gach lá de do shaol.



Christy Burke
Ard-mhéara Bhaile Átha Cliath



Glossary of Terms

Age Friendly Area Action Plan: A plan prepared by the Area Alliance to address the issues identified by older people in the local area.

Age Friendly Business Forum: An informal partnership of enterprises working together to develop awareness and understanding among the business community of the needs of older people and how best to respond to them. There is an Age Friendly Business Forum for each Area Alliance.

Age Friendly Cities and Counties Programme: Ireland's adaptation of the World Health Organisation's Age Friendly Cities and Communities model. The programme is being rolled out throughout the state by Age Friendly Ireland.

Alliance: The City Alliance, a high level cross-sector group of agencies that is the overarching strategic partnership which oversees the realisation of the Dublin Age Friendly Strategy.

Area Alliance: A cross-sector group of local stakeholders representing sectors reflected in the City Alliance. There is a local Area Alliance in each of Dublin City Council's administrative areas.

Businesses: Commercial organisations supplying goods and services.

Initiative: Dublin City Age Friendly Initiative.

No wrong door: In the context of this Strategy a "no wrong door" approach ensures older people receive accurate information about services, regardless of the agency they contact. Organisations which use a "no wrong door" approach provide older people with the information they need, either by doing so themselves or by directing them to an individual in the appropriate agency.

Older Persons Council: A representative group of older people formed to share concerns and experiences and to inform the decision-making process of the Dublin Age Friendly Initiative. There is an Older Persons Council for each Area Alliance.

Service providers: Non-commercial private, public, voluntary and community organisations providing services.

Service Providers Forum: A group of service providers formed to work in collaboration to find solutions to address issues affecting older people. There is a Service Providers Forum for each Area Alliance.

Stakeholders: In the context of this Strategy, stakeholders refer to private, public, voluntary and community organisations and individuals involved in the Dublin City Age Friendly process, including members of the City and Area Alliances, Age Friendly Business Forums, Service Providers Forums and Older Persons Councils.

Abbreviations

CARDI: Centre for Ageing Research and Development in Ireland

CSO: Central Statistics Office

DCU: Dublin City University

EU: European Union

HSE: Health Service Executive

GP: General Practitioner

IT: Information Technology

NCAOP: National Council on Ageing and Older People

OPRAH: Older People Remaining at Home

TILDA: The Irish Longitudinal Study on Ageing

WHO: World Health Organisation



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1. INTRODUCTION



The thought of living a long and healthy life is appealing but ironically the idea of ageing may not be. Advances in medicine and technology have had a positive impact on the life of older people. However, uncertainties about continued independence and availability of support and services can be a cause of concern. The Dublin City Age Friendly Strategy is a framework plan to make Dublin City a great place to grow old in, and a city in which everyone, regardless of age, is valued and respected. It provides the structure for cross-sector cooperation which is essential to improve the quality of life of older people in Dublin City.

The Dublin City Age Friendly Strategy drawn up by the City Alliance is allied to the national Age Friendly Cities and Counties Programme. It was informed by an extensive consultation process with older people and service providers which took place throughout the city in 2013 and 2014.

The Strategy will be achieved on a city-wide basis through the active participation of older people and their communities and the public, private, community and voluntary sectors working together to ensure that Dublin City meets the needs of older people. To ensure a real grounding in local communities, the Strategy will be realised through Age Friendly Area Action Plans in the five administration areas of Dublin City Council: North West, North Central, Central, South Central and South East.



The Dublin City Age Friendly Strategy builds on existing international and national strategies and frameworks, such as:

- The Madrid International Plan of Action on Ageing (2002)
- World Health Organisation's Global Age-friendly Cities: A Guide (2007)
- National Action Plan on Social Inclusion 2007-2016
- Programme for Government 2011-2016
- Dublin City Development Plan 2011-2017
- Putting People First: Action Programme for Effective Local Government (2012)
- National Positive Ageing Strategy (2013)
- Healthy Ireland (2013).

Nine Themes

The nine themes from which the strategic goals and actions were developed are:

- Outdoor space and buildings
- Transport
- Home and community
- Information
- Safety
- Learn, develop and work
- Social, economic and political life
- Healthy and active living
- Value and respect.

Document Outline

Section 1 introduces the document. Section 2 explains the background to the Strategy and the national and international policies and frameworks that it is based on. Section 3 describes the Dublin Age Friendly Initiative, and the Alliance and other city-wide and local structures which will make the Strategy a reality. The consultation process which informed the Strategy is the subject of Section 4.

Section 5 sets out the vision, mission, values and strategic goals of the Dublin Age Friendly Initiative. The goals represent the practical dimensions of the Initiative's vision and mission which relate to the nine themes. Each theme is described, summarising what older people said about it during the consultation process, and detailing what the Alliance will do to improve areas of concern. Section 6 explains how the actions will be implemented, monitored, reviewed and evaluated



2. CONTEXT

Dublin City Age Friendly Strategy takes its lead from the World Health Organisation's (WHO) Age Friendly Cities and Communities Programme. It is intended to respond to the opportunities and challenges of an increasing and diverse ageing population.

Older people and society

According to the most recent Census, in 2011 the population of Dublin City was over 527,600. More than one in five (21.5%, or nearly 113,700 people) were aged 55 or more. As people live longer, the number over the age of 65 in Ireland is expected to increase substantially, reaching 1.4 million by 2041, or about 22% of the total population (Centre for Ageing Research and Development in Ireland (CARDI), 2010a)

What is "old age"?

The application of the label "old" depends very much on the person defining old age (Taylor, 2009). While

the WHO's Age Friendly Cities and Communities Programme focuses on people over the age of 55, the Central Statistics Office (CSO) classifies older people as persons aged 65 and over (CSO, 2013). In Ireland "old age" is often seen as starting with retirement from work, or the date at which one qualifies for the old age pension. In recent years sub-categories have emerged: "young-old", "old-old" and "oldest-old" (Martin, Poon and Johnson, 1996; Degnen, 2007) with older people often categorising themselves in relation to other older people.

How we view old age has implications for policy. Traditionally, ageing was viewed from a biomedical perspective that constructs age as a process of decline and dependency, which reinforces a negative stereotype. However, older people are not a single uniform group, as individuals experience older age differently depending on their gender, sexuality, ethnicity, socio-economic background, health, education and their own perception of what constitutes older age. Indeed,

by acknowledging that a number of factors determine well-being in old age, the government recognises this diversity amongst older people (Department of Health, 2013a).

The role of older people in society

As people live longer, healthier lives, they continue to play important economic and social roles in society (WHO, 2002; Goode and Fitzgerald, 2005; Birren, 2009). Many older people provide support and care to their spouses, children, grandchildren and even their own parents. In 2011, more than 59,000 people over the age of 55 provided regular unpaid personal help



for a friend or family member with a long-term illness, health problem or disability (CSO, 2012a). The Irish Longitudinal Study on Ageing (TILDA) found that nearly half (46%) of people over the age of 50 provided care for their grandchildren (TILDA, 2011).

While 12.6% of all volunteers are over the age of 65 (CSO, 2007), informal help to neighbours and friends, such as providing transport or watering plants, was

provided by nearly one in four (23%) people over the age of 50 (TILDA, 2011). Society not only benefits from the unpaid work of older people but satisfaction with life among older people is strongly related to the perceived benefits of voluntary work, community involvement and purposeful activity (Gallagher, 2008).

Economically, older people are a growing consumer group which presents new opportunities for businesses. In 2010, there were twenty three Aged Economies in the world, and by 2040 this is expected to rise to eighty nine countries, including Ireland (UNFPA and HelpAge International, 2012). Aged Economies are those in which consumption by older people surpasses that of youth.

International policies and frameworks

In 2002, Ireland was represented at the Second Assembly on Ageing in Madrid, which adopted the Madrid International Plan of Action on Ageing. More recently, in February 2014, the Committee of Ministers of EU Member States adopted a recommendation on the promotion of human rights of older persons. The purpose of the recommendation is “to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all older persons and to promote respect for their inherent dignity” (European Union, 2014). The aim is to ensure that older people living in the EU have access to information, are consulted with, are respected, can participate fully in social, cultural, education and public life, can get support to adapt their homes to their current and future

needs and can access support in the community to allow them to stay living in their own homes.

National policies and frameworks

Irish Government policy aims to support older people to live in dignity and independence in their own homes and communities for as long as possible. The Partnership Programme, “Towards 2016”, supported this approach by committing both Government and social partners “to better recognise the position of older people in Irish society”. It also acknowledged that health and social care are not the only factors which impact on the wellbeing of older people (Department of the Taoiseach, 2006). The National Action Plan for Social Inclusion 2007-2016 identified as a priority, services and supports that enhance older people’s quality of life. These include good housing, transport, health and community services as well as access to employment opportunities and lifelong learning (Department of Social and Family Affairs, 2007). The Programme for Government 2011-2016 also supports “older people living in their own homes and communities for as long as they wish” and requires local authorities to “establish Older People’s Councils, where members of the community can raise local concerns and issues of importance” (Department of the Taoiseach, 2011).

The National Positive Ageing Strategy (2013) together with Healthy Ireland (2013) focus on health and wellbeing. The National Positive Ageing Strategy is the “blueprint for age-related policy and service delivery across Government and society” and promotes the

“wellbeing and social inclusion of older people” (Department of Health, 2013a).

Healthy Ireland, which aims to increase the health and wellbeing of people at all stages of life, including older age, envisages “a healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone’s responsibility”. It acknowledges that health and wellbeing are affected by a number of factors including education, housing, environment, participation in the community and, indeed, policy decisions. It also recognises that a partnership approach is necessary in order to achieve a healthy Ireland (Department of Health, 2013b).



Local government

Putting People First: Action Programme for Effective Local Government (2012) outlines the Government’s reform programme for local government. It envisages local government taking a wider leadership and coordination role in developing sustainable communities, while also supporting greater cooperation between local authorities and local service providers.

The reform programme commits to devolving more decision-making to local level and to giving communities control over a greater range of issues that affect them. It also refers to the importance of developing Age Friendly Cities (Department of the Environment, Community and Local Government, 2012).

In the context of Dublin City, the Dublin City Development Plan 2011-2017 sets out policies and objectives aimed at creating a sustainable and vibrant city. Two of its nine priorities relate to sustainable neighbourhoods and communities through the provision of quality homes in a compact city and the creation of good neighbourhoods.



The Age Friendly Cities and Counties Programme

The Age Friendly Cities and Counties Programme is Ireland's adaptation of the WHO's Age Friendly Cities and Communities model. The Programme is being rolled

out throughout the State by Age Friendly Ireland, a not-for-profit organisation which provides technical support to participating local authorities and other partners. Age Friendly Ireland is hosted by Dublin City Council.

According to WHO (2007), an Age Friendly City supports and enables people to age actively through policies, services and structures which recognise that older people have a wide range of capabilities and resources.

An Age Friendly City:

- anticipates and responds to the needs and preferences of older people
- respects their decisions
- protects the most vulnerable
- promotes inclusion.

The practical features of this model are detailed in the Checklist of Essential Features of Age-friendly Cities (WHO, 2007) (Appendix I).

From a national perspective the Age Friendly Cities and Counties Programme is in pursuit of a vision that every county in Ireland will be a great place in which to grow old. By mid 2015, it is anticipated that all thirty one Local Authorities will have launched or have committed to launch, an Age Friendly Strategy and Ireland will become the first Age Friendly Country in the world.

3. DUBLIN AGE FRIENDLY CITY INITIATIVE



The Dublin City Age Friendly Initiative commenced in 2013, with the signing of the Dublin Declaration on Age-Friendly Cities and Communities in Europe. To progress the Initiative in the capital city, a City Alliance and five

local Area Alliances, aligned with Dublin City Council's five administrative areas, have been established to oversee and implement the Strategy and ground it in local communities.



Dublin City Council's Administrative Areas (July 2014)



Chaired by the Lord Mayor of Dublin, the **City Alliance** is the high-level overarching strategic partnership that brings together representatives of older people in the city with the public, voluntary, community, academic and private sectors. The City Alliance oversees the realisation of the goals and actions of the Strategy and supports the work of the local Area Alliances.

The five local **Area Alliances** involve key local stakeholders reflecting sectors represented on the City Alliance. The development and implementation of the Age Friendly Area Action Plans are the responsibility

Each **Older Persons Council** provides the opportunity for older people to come together, share concerns and experiences and to inform the decision-making process of the Dublin City Age Friendly Initiative. Membership is open to anybody over the age of 55 years in each area.

Every **Service Providers Forum** is open to all not-for-profit service providers (public, voluntary and community-level) that provide mainstream or specialised services to older people in each area. Its role is to work in collaboration to find solutions to address issues affecting older people.



of the local Area Alliances. Each Area Alliance will be supported by an Older Persons Council, a Service Providers Forum and an Age Friendly Business Forum, all representing local interests.

Each **Age Friendly Business Forum** is an informal partnership of enterprises working together to develop awareness and understanding among the business community of the needs of older people and how best to respond to them.

4. HOW THE STRATEGY WAS DEVELOPED



Following the establishment of the City Alliance and the local Area Alliances, the next crucial step was to find out what older people wanted from their city. Empowering older people themselves as the main actors in the development of an age-friendly city is essential (Verte, 2012).

An extensive twelve month consultation process encouraged older people, including those considered hard to reach, to engage and participate. The views of older people in Dublin were collected through on-street conversations as well as round table consultations and a questionnaire. The views of service providers were gleaned through round table consultations.

The data was gathered in all the various consultations under nine themes and was correlated under sub-themes which emerged during data analysis. While city-wide issues are addressed in this Strategy, local issues are the subject of the Age Friendly Area Action Plans.

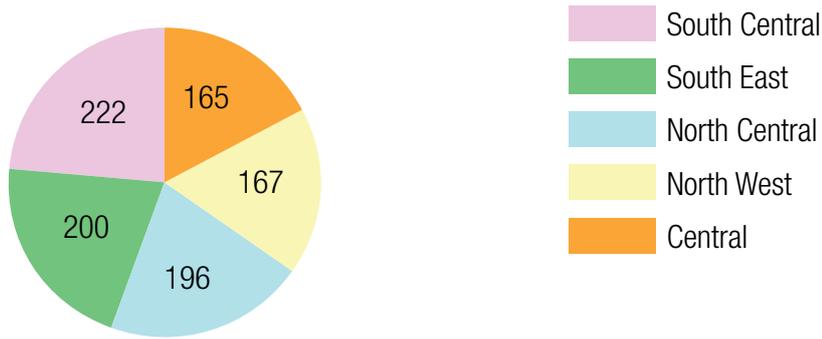
On-street conversations

Informal, non-directive conversations took place with 573 older people on the street in many locations throughout Dublin City (Appendix II). This practical approach meant that people were prompted and reminded by their surroundings and could suggest specific improvements in the vicinity of the area during the course of the conversations. Three questions were asked:

- What is good about this area?
- What would you improve in this area?
- How does this area make you feel?

Round table consultations

Round table consultations were designed to cover all areas of Dublin City and to engage with as many diverse groups of people, with different interests, as possible. In all 950 older people attended the consultations, invited

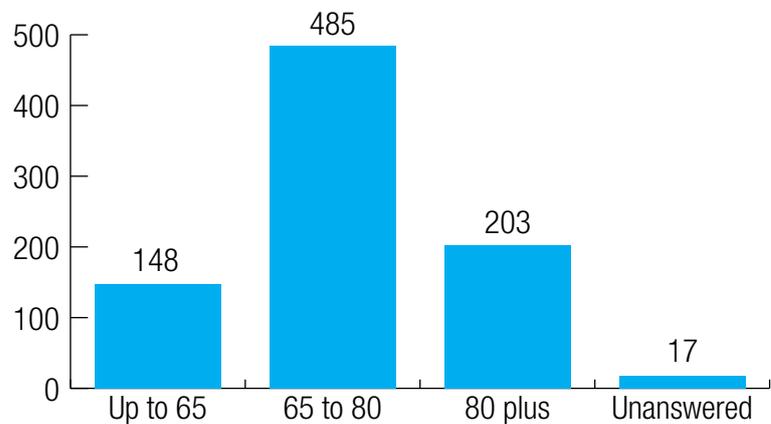


Number of participants at round table consultations in each area

through a wide range of organisations, such as active retirement groups, ladies' clubs and community and residents' associations. Consultations in venues such as daycare centres ensured that older people considered to be hard to reach were included (Appendix III). Small groups discussed the positive and negative aspects of two of the nine themes:

- Outdoor space and buildings
- Transport
- Home and community
- Information
- Safety
- Learn, develop and work
- Social, economic and political life
- Healthy and active living
- Value and respect.

Participants at round table consultations were aged from 55 to over 80, with the majority of participants aged between 65 and 80. However, a significant proportion (over 20%) was over the age of 80.



Age of participants at round table consultations



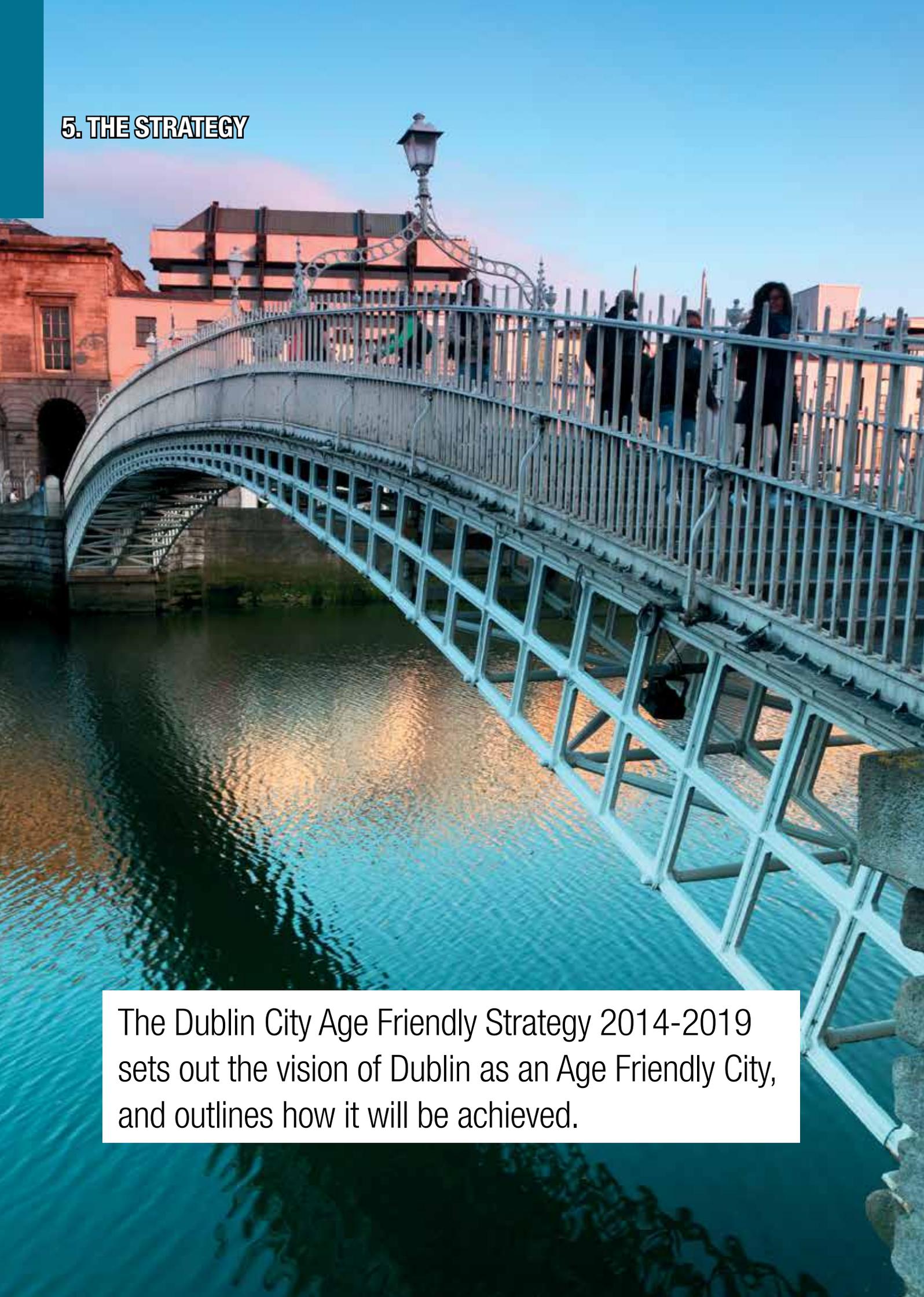
Questionnaire

Participants at round table consultations also had the opportunity to complete a questionnaire (Appendix IV). The 853 completed questionnaires provided additional information on respondents' opinions of all nine themes, as well as giving some personal data.

Consultations with service providers

Consultations with approximately 150 local service providers took place throughout the city. Service providers were presented with an overview of the nine themes and were invited to discuss two or three themes in small groups.

5. THE STRATEGY



The Dublin City Age Friendly Strategy 2014-2019 sets out the vision of Dublin as an Age Friendly City, and outlines how it will be achieved.

Dublin City Age Friendly Strategy 2014-2019

Vision

Dublin City is a great place to grow old, where everyone is valued and respected.

Mission

The Dublin City Age Friendly Initiative is dedicated to improving the quality of life of older people by:

- including older people in decisions on issues which affect their lives
- providing opportunities and supports that enable older people to live full and active lives
- providing a framework to coordinate services to meet the needs of older people.

Values

The following values underpin the work of the Alliance:

- **Person-centred:** We are committed to including older people in decision-making by providing opportunities for them to inform the public processes and services which affect their lives.
- **Inclusion:** We recognise the diversity of older people and are committed to advancing equality of participation for older people in the life of the city.
- **Partnership:** We are committed to working together to deliver coordinated services and supports to meet the needs of older people.
- **Innovation:** We will use innovative methods and approaches to ensure that Dublin becomes a great place to grow old.

Strategic goals

The Dublin City Age Friendly Strategy details nine strategic goals which will contribute to the achievement of the Initiative's vision and mission. These are in line with the WHO's Age Friendly Cities and Communities Programme.

Themes	Strategic goals
Outdoor space and buildings	Ensure that the design, maintenance and redevelopment of outdoor spaces and buildings are in line with current best practice in accessibility for older people.
Transport	Ensure that public transport in Dublin City is appropriate for older people.
Home and community	Ensure that facilities, services and supports are available to assist older people to remain living in their communities.
Information	Provide user-friendly, reliable and coordinated information in a way which suits the needs of older people with a focus on "no wrong door" interactions.
Safety	Ensure that older people feel and are safe in their homes and when out and about in Dublin City.
Learn, develop and work	Develop and support opportunities for older people to access formal and informal learning and to continue to work in a paid or voluntary capacity if they so wish.
Social, economic and political life	Create more and better opportunities for older people to participate in the social, economic and political life of the city.
Healthy and active living	Ensure older people have access to appropriate health services and to age-friendly arts, leisure, sports and recreational services, as well as to the information they need for healthy and active living.
Value and respect	Advance Dublin as a city in which older people are respected as valued members of the community, where their views and contributions are sought and they are actively involved in decision-making processes.

Strategic goals and actions

The nine strategic goals and corresponding city-wide actions are informed by older people. An overview of what older people told us together with the corresponding goals and actions are outlined below under the nine themes. During the consultations many of the same issues such as information and transport were discussed under several themes. While similarities were identified in every area, there were also contradictions, for example, the availability and convenience of public transport varies between different parts of the city.



QUOTES FROM OLDER PEOPLE

“Dealing with agencies can be patronising”

“I feel that once you hit 60 you are invisible”

“Isolation of older people needs to be addressed”

“I don't feel safe. I'm tired of telling people”

“Community does a lot for old folks living here”

“I'm afraid to be sick at the weekend because I can't contact my doctor”

An aerial photograph of a city street running parallel to a wide river. On the left side of the street, there are several large, multi-story buildings, including one with a prominent green dome. The street has a wide sidewalk and a road with lane markings. A bridge crosses the river in the middle ground. The sky is blue with some light clouds.

“The footpaths are not safe”

“Need more joined up thinking from agencies”

“I feel left on the edge”

“Nice old buildings”

“They think because we are old we wouldn't be interested”

“Acknowledge our fears”

“Young people are not so caring or friendly towards neighbours”

OUTDOOR SPACE AND BUILDINGS

Outdoor space and buildings need to be planned and designed so as to be safe and accessible for older people. Older people tend to stay closer to home, using local amenities and facilities.

WHAT OLDER PEOPLE TOLD US

Local amenities such as the many parks, open spaces, walking routes and the coast are much appreciated by older people. Older people also use facilities such as libraries, leisure centres and swimming pools regularly.

Trip hazards: Uneven paving, tree roots, dog fouling and wet leaves are the main causes of falls for older people when outdoors.

Pedestrian crossings: Timings of pedestrian crossings are insufficient to allow older people to cross with ease. Pedestrian crossings are not always in suitable locations.

Car parking: There are insufficient car parking spaces for older people close to the amenities and facilities

they frequent. Cars parked illegally on the footpath often force older people to walk on the road.

Cyclists: Cyclists on footpaths are dangerous, they often appear to be unaware of the impact they have on older pedestrians.

Public parks: Although many of the city's larger parks are widely used by older people, smaller local parks are not, due to anti-social behaviour, poor or no seating, restricted access and lack of organised activities.

Toilets and on-street seating: Insufficient public toilets and on-street seating often result in older people curtailing their activities.

Public lighting and litter: Public lighting is inadequate in places. Litter and dumping is unpleasant.

Access: Stairs, heavy doors and other barriers restrict older people's access to and use of buildings.

WHAT WE WILL DO

Strategic goal

Ensure that the design, maintenance and redevelopment of outdoor spaces and buildings are in line with current best practice in accessibility for older people.

City-wide actions

- Service providers and businesses will consult with the Older Persons Councils in relation to the development and redevelopment of their buildings and outdoor spaces.
- Dublin City Council's departments will liaise with the relevant local Area Alliance when developing work plans and scheduling works in the public domain, so as to ensure that the needs of older people are met.
- Dublin City Council's Planning Department will engage with Age Friendly Ireland to develop an "Older Persons Impact Assessment Tool".
- Dublin City Council and An Garda Síochána will develop an awareness campaign and education programme on "Safer Roads for Older People".



TRANSPORT

Access to appropriate transport is essential if older people are to participate fully in society. “The ability of people generally to meet many of their needs continues to be influenced by their access to transport facilities” (Citizen Information Board, 2009). For older people, an accessible transport service that they feel confident using is often the vital link to the wider community, and vital for maintaining independence.

WHAT OLDER PEOPLE TOLD US

Free travel passes are very much valued by older people. Access to frequent and varied modes of public transport depends on where you live. Where available, bus shelters, seating at bus stops and Real Time Information are appreciated. Specialised transport services, where available, are a necessity for older people with mobility difficulties.

Local services: Changes to Dublin Bus routes in some cases have resulted in public transport for short trips to access local services being curtailed, or no longer being available.

Stops and stations: Fixed ramps at DART stations are often too steep; the supply of portable ramps for boarding trains is insufficient. Lifts are often broken. The distance between bus stops is often too great and they are not always located near facilities which older people use. Shelters, seating and Real Time Information are not universally available.

Anti-social behaviour: Older people are sometimes intimidated by other passengers and can feel vulnerable while waiting for public transport.

Bus drivers: Buses don't always pull up to the pavement to facilitate boarding and alighting. Drivers are sometimes reluctant to use platforms to assist people who are less mobile. Buses often pull off before older users are seated.

Alternative transport: Lack of door-to-door transport makes it hard to access services and events. Taxis are too expensive to use regularly and unfamiliar taxi drivers can be an issue for those older people who feel vulnerable when engaging a service from someone they don't know.

WHAT WE WILL DO

Strategic goal

Ensure that public transport in Dublin City is appropriate for older people.

City-wide actions



The Alliance will pursue with transport providers in Dublin City issues identified in the consultations with older people.



The Alliance will establish a city-wide thematic transport group involving public, voluntary and private providers and representatives from the Older Persons Councils.



The Alliance will pursue opportunities to expand and develop flexible alternative transport initiatives for older people.



Shop Route is a joint initiative between Dublin City Council and Vantastic. This fully accessible service operates Monday to Friday, providing free door-to-door transport to local shopping centres for older people living in the North Central Area. It has been running since 2008.

Health Route, another joint initiative of Dublin City Council and Vantastic, was introduced in 2010. It provides door-to-door transport to health appointments for older people living in the North Central Area.

HOME AND COMMUNITY

Most people want to remain living in their own homes and communities as they grow older. Access to services and supports are key factors in determining whether they do so.

WHAT OLDER PEOPLE TOLD US

Older people identified many different services and initiatives which provide the supports that enable them to live in their own homes and communities as they age. These ranged from public health nurses to practical repair services run by voluntary groups. Although neighbours and friends were cited most often as the best supports, this varies from area to area.

Accommodation: Many older people's houses are old and damp and too expensive to heat properly. Information on grants for home adaptations can be hard to access, forms are difficult to complete and the annual allocation of funds is exhausted quickly. There is insufficient alternative accommodation, such as sheltered accommodation and nursing homes, in local communities. Private rented accommodation is not always appropriate for the needs of older people.

House maintenance: Older people often find it difficult to get help with basic chores and small jobs such as changing a light bulb. They often feel vulnerable engaging people to undertake work who they are not familiar with.

Security: The cost of house alarms can be prohibitive for some older people. Information on the availability and funding of personal alarms is confusing and not easy to find.

Home supports: The Meals on Wheels service is insufficient. The provision of practical support services should be coordinated. The lack of local transport and home delivery services is a problem, particularly during bad weather.

Community: There is an absence of community spirit in some areas, with little or no connection with neighbours and younger people in the community. There is a need for an interagency approach to identifying and engaging with socially isolated older people in the community.

WHAT WE WILL DO

Strategic goal

Ensure that facilities, services and supports are available to assist older people to remain living in their communities.

City-wide actions



The Alliance will work with service providers, businesses, community and voluntary organisations to streamline and coordinate community-level supports and services for older people living in Dublin City so as to enable them to remain living in their own homes and communities.



Dublin City Council's Housing Department will work with the public, private and voluntary sectors to facilitate, design and deliver a range of homes for older people that enable them to remain in their communities for longer.



The Alliance will use the findings and recommendations of the Older People Remaining at Home (OPRAH) project to support the development of a business case for the implementation of the initiative throughout Dublin.



The Alliance will disseminate the findings of the OPRAH project to senior managers within the HSE in Dublin for consideration when planning supports for older people.



Age Action's **Care & Repair** service has been running since 2007. Volunteers and handypersons carry out DIY work in older people's homes free of charge and also provide befriending visits, enabling older people to remain in their own homes in comfort, security and dignity.

The **Trades Referral Service** is Age Action's register of reliable and honest tradespersons. Age Action uses it to recommend reliable tradespeople to do jobs that are too big for volunteers to handle.

INFORMATION

Good access to information is necessary for making decisions and is essential if older people are to continue to participate in society. Older people sometimes have limited access to social contacts, and this in turn often reduces their information pathways and the volume of information available to them (Older and Bolder, 2012). E-information is the future, but older people often face barriers such as access to broadband, overcoming the digital divide, security fears and the availability of training courses (CARDI, 2013). Difficulty accessing information has a negative impact on the quality of life of older people (Department of Health, 2013a).

WHAT OLDER PEOPLE TOLD US

The most effective and desired method of communication is word of mouth, preferably from trusted sources such as home helps and GPs. Older people appreciate the opportunity to meet service providers to get information and ask questions. Good sources of information in the community include local shops, credit unions and post offices, parish newsletters, Citizens Information Centres, libraries, and

daycare and resource centres. Local newspapers and radio also provide valuable information.

Internet: There is an over-reliance on the internet in the provision of information.

Automated telephone call routing systems:

Automated telephone call routing systems are frustrating.

Access: There is no coordinated approach to the provision of information. There is a need for a central point of reliable information and an informal venue to meet and share information.

Format: Clear, concise information, devoid of jargon and suitable for those with literacy and sight issues, is required. Application forms are often complicated.

Advocate/companion: Service providers should recognise and accept that older people often prefer to have an advocate or companion with them when engaging with services.

WHAT WE WILL DO

Strategic goal

Provide user friendly, reliable and coordinated information in a way which suits the needs of older people with a focus on “no wrong door” interactions.

City-wide actions



The Alliance's Service Providers Forum will coordinate the provision of information for older people in Dublin.



Service providers and businesses will ensure that their automated telephone call routing systems are easy to navigate.



Service providers and businesses will ensure that information is available to older people in an appropriate range of formats.



Service providers will commit to the principle of “no wrong door”.



Dublin City Libraries Service will adopt and implement the Age Friendly Libraries Programme.



Getting Started is a free ten-week course specifically designed to teach older people basic computer skills, such as creating a Word document, sending and receiving emails and using the internet, in a relaxed friendly atmosphere. It is a joint initiative between Dublin City Council and Age Action. The course, delivered by volunteer trainers, takes place in nineteen Dublin City Council sheltered housing units.

SAFETY

Although older people are less likely to become victims of crime than younger people, their fear of crime is higher (An Garda Síochána, 2010). The perception of poor personal safety has as much effect on the well-being of older people as the experience of crime itself (National Council on Ageing and Older People (NCAOP), n/d), often resulting in older people restricting their activities or withdrawing from social life altogether (CARDI, 2010(b); Dept of Justice, Equality and Law Reform, 2009).

WHAT OLDER PEOPLE TOLD US

Neighbours and a sense of community, together with family and friends, play an important role in ensuring that older people feel, and are, safe in their homes and communities. In some communities a positive intergenerational mix has resulted in a sense of safety when out and about. Sheltered housing, with the provision of emergency cords and liaison staff, contributes to a sense of safety for residents. House alarms, security lights and cameras are sources of comfort for older people, as are initiatives such as Neighbourhood Watch, text alerts and the Friendly Call Service, where available.

Fear: Service providers, businesses and the general public should acknowledge that the fear of crime among older people is real.

Home: Information on grants, suppliers and recommended installers for security systems and services is not easily available. Cold callers and charity collectors can be intimidating and cause anxiety. The trustworthiness of people working in their homes is a cause of concern for some older people.

Garda: Gardaí are no longer so visible in communities and have little or no interaction with the community. The threat of the closure of further Garda stations is unsettling.

Service providers: Service providers calling without prior appointments can cause anxiety among older people. There should be an interagency approach to identify and engage with vulnerable older people.

Community: Young people hanging around can be intimidating. Initiatives such as Neighbourhood Watch and text alert schemes targeted at older people are appreciated and should be extended. In some areas lack of interaction with neighbours has an adverse affect on older people's sense of safety.

WHAT WE WILL DO

Strategic goal

Ensure that older people feel and are safe in their homes and when out and about in Dublin City.

City-wide actions



The Alliance will create awareness among service providers and businesses of their role in ensuring that older people feel and are safe when out and about.



Dublin City Council will promote the development of public spaces which are attractive and safe for older people.



An Garda Síochána will commit to maintaining appropriate levels of Community Gardaí.



An Garda Síochána will appoint a dedicated Garda with responsibility for older people in every station in Dublin City.



An Garda Síochána will introduce high-visibility, targeted area patrolling, both in vehicles and on foot, in neighbourhoods with high density and/or footfall of older people.



An Garda Síochána will make provision for training and information sessions for Gardaí on best practice when engaging with older people.



An Garda Síochána will work with the Older Persons Councils to develop appropriate crime reduction and prevention initiatives that address the needs and priorities of older people.



Community Policing is a collaborative partnership between An Garda Síochána and the community to find local solutions to local problems, and to increase safety and security in the community.

LEARN, DEVELOP AND WORK

An adequate level of literacy is essential for full participation in society (Equality Authority, n/d). Although the introduction of free second-level education in 1967 impacted positively on second-level participation rates among people from poorer backgrounds, the educational attainment of older people is low, with a third (34%) of those aged 55 years and over having only primary education, or no formal education (CSO, 2012b). While many older people of pensionable age are no longer engaged in paid employment, many continue to work in a voluntary capacity.

WHAT OLDER PEOPLE TOLD US

Most older people are aware of the many opportunities available in adult and continuing education, such as courses in literacy, IT and languages, and in activities such as line dancing, aqua aerobics, bowling and crafts courses. Pre-courses for those who wish to continue in education are available in some areas and are appreciated by those who have completed them. Courses available in local schools are regarded as good value for money, while those available through the libraries are free of charge.

Education: A formal learning environment can be stressful. Many older people lack the confidence

to engage in new learning experiences. There are insufficient computer classes to suit the varying needs of older people. The unavailability of door-to-door transport makes some venues inaccessible. There are insufficient learning opportunities for those who find it hard to leave their homes. Grandparents who want to participate in courses and activities sometimes need the services of a crèche.

Skill sharing: There are insufficient opportunities to share skills with peers and younger people. At the same time, older people often need encouragement to share their knowledge and skills with others.

Employment: Opportunities for paid employment are practically non-existent. When employed, there are few opportunities for older people to upskill, and they are often overlooked for promotion. There are not enough supports in the community for older people as they retire.

Volunteering: Information on, and opportunities for, voluntary work are difficult to obtain. There are undue delays in obtaining Garda vetting.

WHAT WE WILL DO

Strategic goal

Develop and support opportunities for older people to access formal and informal learning and to continue to work in a paid or voluntary capacity if they so wish.

City-wide actions



Dublin City University's Age Friendly University Programme Manager and Trinity College Dublin's Director of Public Programmes (Trinity EngAGE) will work with the Dublin City Age Friendly Initiative to promote and provide learning opportunities for older adults.



Dublin City University will engage with other third-level educational institutions in Dublin City to join the Age Friendly University Initiative.



Dublin City University will host an International Age Friendly Universities Conference in Dublin in 2015



Trinity College Dublin will host an International Conference to Combat Ageism in Dublin 2015.



The Alliance will engage with education providers on issues such as catering for the diverse learning and development needs of older people and supporting their participation in education.



The Alliance will engage with not-for-profit organisations through the Service Providers Forum to promote access for older people to volunteering opportunities.



The Alliance will work with Age Friendly Ireland to develop guidelines on Age Friendly Workplaces.



Dublin City University Intergenerational Learning

Programme (DCUILP) is a project that empowers older people to access teaching and learning activities on a third-level campus. Over 600 older people and more than 150 DCU student volunteers are involved in the programme. The modules introduce older participants to third-level research and approaches to a wide range of topics, including healthy living, culture and society, life writing, genealogy and everyday science.

SOCIAL, ECONOMIC AND POLITICAL LIFE

Older people want to continue to be involved in social, economic and political life as they age. They continue to have a strong voice and vote in greater numbers than their younger counterparts (CARDI, 2011). From an economic perspective, older people are an important consumer group, one that will grow as the population of older people increases. However, the world of retailing has changed enormously during older people's lifetimes, with self-service and internet shopping creating a more impersonal service (Kelly and Parker, 2005).

WHAT OLDER PEOPLE TOLD US

Neighbours, friends and community spirit contribute to ensuring that older people participate in social and economic life. Organised activities and classes, together with grants and concessions, ensure affordable opportunities for social engagement are available.

When available in an area, intergenerational activities and facilities such as libraries, shops, restaurants, educational institutions and resource centres are valued.

Social life: Obstacles to engaging in social life include inadequate public transport, lack of information, cost

and local availability of activities. There is a reluctance to join some established clubs which are seen as "cliques". Informal facilities, or venues to "pop into", are absent. In many areas there is a lack of community activities to encourage interaction between neighbours and very few targeted at men and people who find it hard to leave the house.

Economic life: The closure of local shops and financial institutions is a concern. Older people often feel rushed in shops, with insufficient time given to complete transactions in comfort. The use of technical jargon by sales representatives is often confusing. Businesses are considered to hold themselves aloof from community life.

Political life: Feedback from agencies following complaints is scarce, as is feedback from public representatives and agencies after public meetings and consultations. Some older people experience difficulty voting, as changes to local public transport services have made it harder to get to local polling stations.

WHAT WE WILL DO

Strategic goal

Create more and better opportunities for older people to participate in the social, economic and political life of the city.

City-wide actions



The Alliance will establish an Age Friendly Business Forum in each of the five Dublin City Council administrative areas.



The Alliance will promote age-friendly principles to the business community in Dublin through the communication structures of the Dublin Chamber of Commerce, and through other business networks.



The Alliance will seek to partner with the technology sector to look at how technology can best meet the needs of older people in Dublin.



The Alliance will encourage older people, through the Older Persons Councils to participate in the new framework for public engagement and participation through the Public Participation Networks.



The Alliance will act as a catalyst to service providers to expand and develop initiatives aimed at encouraging the social engagement of older people.



A **Men's Shed** is a community-based organisation open to all men. Men's Sheds provide a safe, friendly and inclusive environment where men are able to gather and/or work on meaningful projects at their own pace in the company of other men.

HEALTHY AND ACTIVE LIVING

People are living longer, and are healthier and more active in later life. This has resulted in an increasing need for age-friendly services and physical and social activities to meet their varying needs and abilities.

WHAT OLDER PEOPLE TOLD US

Popular places for walking include local parks, the coast and canal banks. Leisure centres, swimming pools, public gym equipment and activities such as chair aerobics and aqua aerobics are enjoyable forms of exercise. Older people throughout the city participate in Dublin City Council's "Walk and Talk" and "Passport for Leisure" Initiatives. Health services, daycare centres and organisations, such as Active Retirement Ireland, contribute to the achievement of healthy and active lives.

Primary health care: Increasing numbers of GPs no longer attend house calls. Health is medicated, rather than reviewed, as too many health professionals appear to regard poor health as an inevitable consequence of ageing. Community-based health services, such as walk-in and out-of-hours facilities, are lacking. Referral to health centres according to the HSE catchment areas often result in referrals to centres which may not be the nearest or most accessible. Changes of location

of health services with no corresponding change in transport can result in difficulties accessing services.

Hospitals: Waiting lists for hospital appointments are too long. Not enough public transport routes serve hospitals. Parking near hospitals can be difficult and very expensive. Waiting areas within hospitals are uncomfortable. Attending the Accident and Emergency Department is often a difficult experience, with little appreciation of the preference of many older people to be accompanied by a companion.

Home-based services: Funding cuts to services such as Meals on Wheels, home help and daycare services affect the most vulnerable older people. There is a need for specific support services for older carers.

Information: Information on services, entitlements, nutrition and cooking are difficult to access. A dementia awareness campaign should address the stigma associated with the condition.

Activities: Physical activities targeting older people are patchy, and too often concentrated in one area. There is no coordination between service providers when planning activities.

WHAT WE WILL DO

Strategic goal

Ensure older people have access to appropriate health services and to age-friendly arts, leisure, sports and recreational services, as well as to the information they need for healthy and active living.

City-wide actions



The Alliance will champion improved physical and mental health and wellbeing for older people by actively promoting the actions contained in Healthy Ireland (2013) and the priorities named in the National Positive Ageing Strategy (2013), and any subsequent initiatives.



Dublin City Council will develop and expand physical, social, cultural and artistic activities for older people in the city.



The Alliance with the HSE will engage with relevant representative organisations to develop and pilot an Age Friendly GP Toolkit for Dublin.



The Alliance with the HSE will promote Age Friendly Hospitals through the dissemination of evidence-based findings and recommendations from initiatives such as the Mercer's Institute for Successful Ageing at St. James's Hospital, the Age Friendly Hospital Project at Beaumont Hospital, the Genio project and other relevant initiatives.



The HSE will engage the Dublin City Age Friendly Older Persons Councils as key stakeholders in relation to the provision and expansion of health-related services.



Outdoor exercise equipment is available in parks throughout the city. The purpose-built outdoor gym equipment is less intense than that found in an ordinary gym. The equipment is suitable for use by middle-aged and older people who wish to loosen up and exercise.

VALUE AND RESPECT

Life experiences and lifestyle choices mean that people age differently. However, ageism and stereotyping lead to older people being labelled as “fragile”, “greying” and “wrinkly”, with declining mental health. This can result in older people conforming to these labels and enduring “unacceptable limitations in their lives” (NCAOP, 2005).

Regardless of age, everyone is unique, with a range of values, gifts and flaws. Many older people continue to work, often for free in voluntary roles, while others take on new challenges and make invaluable contributions to the life of the city.

WHAT OLDER PEOPLE TOLD US

While many older people spoke of being valued and respected by family, neighbours and peers, there was a strong sense that younger people, the media, services and businesses were not respectful.

Media: Negative portrayal of older people leads to coverage such as the “burden of the elderly”, “old age crisis” and “bed blockers”. Sensational headlines

on crime perpetrated on older people are seen as scaremongering.

Services and businesses: Older people often feel voiceless and brushed aside. Their opinions are dismissed by services and businesses and their complaints are not taken seriously. They are not consulted on issues which affect their lives. Transport providers regard them as “freeloaders”. Over-reliance on IT is disrespectful as many older people do not use computers or credit cards.

Community: There is a strong sense that as old neighbours die and new neighbours move into the community, respect is lost. Young people have a poor attitude towards older people, exacerbated by the lack of opportunities to interact across generations, either formally or informally.

Family: Some older people feel excluded by family and consider themselves to be a burden. Services and activities at weekends and during holiday periods would help to deal with loneliness experienced at these times.

WHAT WE WILL DO

Strategic goal

Advance Dublin as a city in which older people are respected as valued members of the community, where their views and contributions are sought and they are actively involved in decision-making processes.

City-wide actions



Organisations participating in the Alliance will incorporate the principles of the vision, mission and values of the Dublin City Age Friendly Strategy into their own strategies, plans and service provision.



Service providers and businesses will actively promote the positive portrayal of older people in their advertising.



The Alliance will promote opportunities for dialogue and interaction between younger and older people to facilitate greater mutual understanding.



6. IMPLEMENTATION OF THE STRATEGY AND ASSOCIATED PLANS



The success of the Dublin City Age Friendly Strategy is dependent on the continued support of all stakeholders for the vision, mission, values, goals and actions and their commitment to a partnership approach. Active participation of key personnel representing service providers and businesses is also essential. The role of the Older Persons Councils will ensure that older people play full and meaningful roles in the Initiative, and that their issues and concerns inform every step of the implementation process.

Next steps

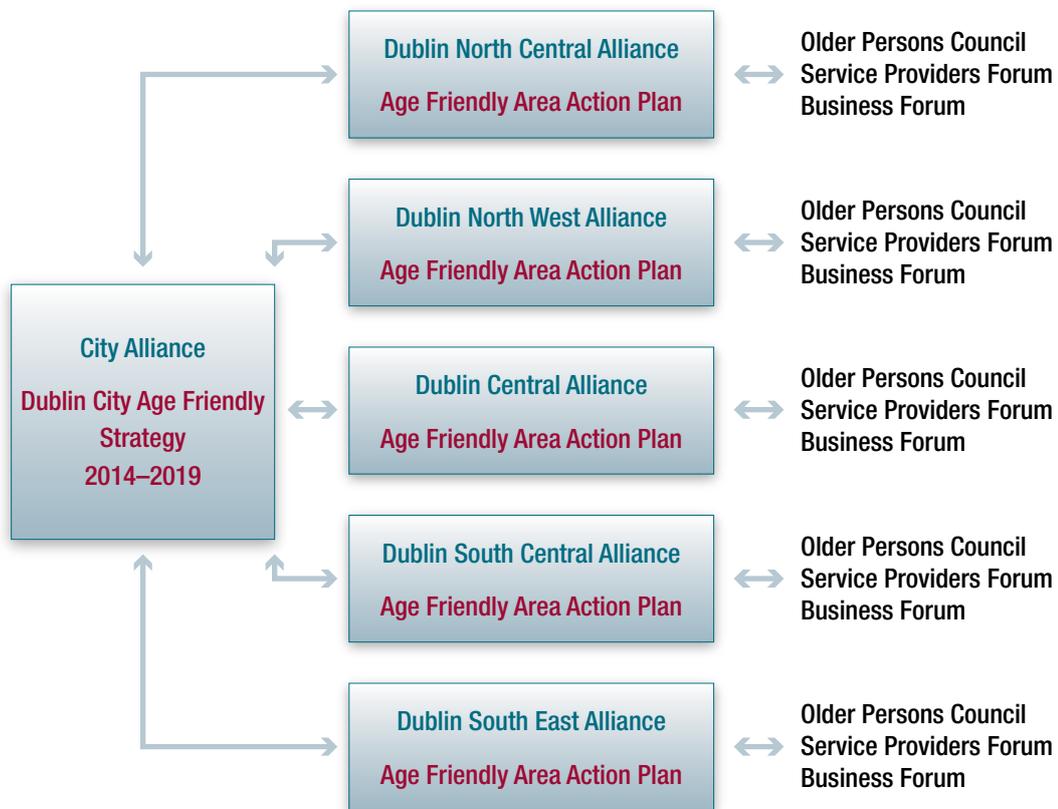
A city the size of Dublin needs a clear and robust structure in order to facilitate the collaborative partnership that is essential to realising this Strategy. As well as the Older Persons Council, each Area Alliance will establish a Service Providers Forum and an Age Friendly Business Forum. Thematic working groups may

be convened to look at cross-cutting or city-wide issues when needed.

Based firmly on this Strategy, each Area Alliance will agree an Age Friendly Area Action Plan that will tackle specific issues relevant to each part of the city. An implementation programme for the Age Friendly Area Action Plans will be determined when the Initiative's structures are all in place. It is expected that the Older Persons Councils and Service Providers Forums will be up and running by the end of 2014, and that the Age Friendly Business Forums will be active in 2015.

Monitoring, review and evaluation

The City Alliance will monitor and review the success and impact of this Strategy. At local level, the Area Alliances will monitor and review the Age Friendly Area Action Plans.



The process of reviewing the Strategy and Age Friendly Area Action Plans will include:

- An annual review of the Age Friendly Area Action Plans, with progress reports submitted to the City Alliance, and to the relevant Area Alliances.
- A mid-term review of the Strategy in 2017, to include a city-wide consultation process involving all the Area Alliances.

- A comprehensive review of the Dublin City Age Friendly Strategy will take place in the final year of the Strategy to inform what happens next. This will include a large-scale consultation with older people in Dublin City.

The Alliance will engage the expertise of third-level education institutions and research bodies to measure the progress of the Initiative and to identify how best to evaluate how older people feel about Dublin City and what has changed as a result of this Strategy.



CONCLUSION

This Strategy presents a challenge and an opportunity for everyone who lives and works in Dublin City. Its implementation will not always be easy. In an era of reducing resources, both personnel and monetary, there is a need for creativity and innovation. The Alliance also recognises that conflicting priorities and concerns can get in the way of progress.

The City Alliance sees these issues as challenges, rather than as obstacles. It is in the interests of everyone living or working in Dublin to do their best to implement this Strategy, and to make Dublin a great place for us all to grow old in. As the Lord Mayor reminded us, “with any luck old age is a future which awaits us all”.

An Age Friendly City is a city where older people can live their lives to the full. A city for everyone.

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APPENDIX I

CHECKLIST OF ESSENTIAL FEATURES OF AGE-FRIENDLY CITIES

This checklist of essential age-friendly city features is based on the results of the WHO Global Age-Friendly Cities project consultation in 33 cities in 22 countries. The checklist is a tool for a city's self-assessment and a map for charting progress. More detailed checklists of age-friendly city features are to be found in the WHO Global Age-Friendly Cities Guide. This checklist is intended to be used by individuals and groups interested in making their city more age-friendly.

Outdoor spaces and buildings

- Public areas are clean and pleasant.
- Green spaces and outdoor seating are sufficient in number, well-maintained and safe.
- Pavements are well-maintained, free of obstructions and reserved for pedestrians.
- Pavements are non-slip, are wide enough for wheelchairs and have dropped curbs to road level.
- Pedestrian crossings are sufficient in number and safe for people with different levels and types of disability, with nonslip markings, visual and audio cues and adequate crossing times.
- Drivers give way to pedestrians at intersections and pedestrian crossings.
- Cycle paths are separate from pavements and other pedestrian walkways.
- Outdoor safety is promoted by good street lighting, police patrols and community education.
- Services are situated together and are accessible.
- Special customer service arrangements are provided, such as separate queues or service counters for older people.
- Buildings are well-signed outside and inside, with sufficient seating and toilets, accessible elevators, ramps, railings and stairs, and non-slip floors.
- Public toilets outdoors and indoors are sufficient in number, clean, well-maintained and accessible.

Transportation

- Public transportation costs are consistent, clearly displayed and affordable.
- Public transportation is reliable and frequent, including at night and on weekends and holidays.
- All city areas and services are accessible by public transport, with good connections and well-marked routes and vehicles.

- Vehicles are clean, well-maintained, accessible, not overcrowded and have priority seating that is respected.
- Specialized transportation is available for disabled people.
- Drivers stop at designated stops and beside the curb to facilitate boarding and wait for passengers to be seated before driving off.
- Transport stops and stations are conveniently located, accessible, safe, clean, well lit and well-marked, with adequate seating and shelter.
- Complete and accessible information is provided to users about routes, schedules and special needs facilities.
- A voluntary transport service is available where public transportation is too limited.
- Taxis are accessible and affordable, and drivers are courteous and helpful.
- Roads are well-maintained, with covered drains and good lighting.
- Traffic flow is well-regulated.
- Roadways are free of obstructions that block drivers' vision.
- Traffic signs and intersections are visible and well-placed.
- Driver education and refresher courses are promoted for all drivers.

- Parking and drop-off areas are safe, sufficient in number and conveniently located.
- Priority parking and drop-off spots for people with special needs are available and respected.

Housing

- Sufficient, affordable housing is available in areas that are safe and close to services and the rest of the community.
- Sufficient and affordable home maintenance and support services are available.
- Housing is well-constructed and provides safe and comfortable shelter from the weather.
- Interior spaces and level surfaces allow freedom of movement in all rooms and passageways.
- Home modification options and supplies are available and affordable, and providers understand the needs of older people.
- Public and commercial rental housing is clean, well-maintained and safe.
- Sufficient and affordable housing for frail and disabled older people, with appropriate services, is provided locally.

Social participation

- Venues for events and activities are conveniently located, accessible, well-lit and easily reached by public transport.

- Events are held at times convenient for older people.
- Activities and events can be attended alone or with a companion.
- Activities and attractions are affordable, with no hidden or additional participation costs.
- Good information about activities and events is provided, including details about accessibility of facilities and transportation options for older people.
- A wide variety of activities is offered to appeal to a diverse population of older people.
- Gatherings including older people are held in various local community spots, such as recreation centres, schools, libraries, community centres and parks.
- There is consistent outreach to include people at risk of social isolation.

Respect and social inclusion

- Older people are regularly consulted by public, voluntary and commercial services on how to serve them better.
- Services and products to suit varying needs and preferences are provided by public and commercial services.
- Service staff are courteous and helpful.
- Older people are visible in the media, and are depicted positively and without stereotyping.

- Community-wide settings, activities and events attract all generations by accommodating age-specific needs and preferences.
- Older people are specifically included in community activities for “families”.
- Schools provide opportunities to learn about ageing and older people, and involve older people in school activities.
- Older people are recognized by the community for their past as well as their present contributions.
- Older people who are less well-off have good access to public, voluntary and private services.

Civic participation and employment

- A range of flexible options for older volunteers is available, with training, recognition, guidance and compensation for personal costs.
- The qualities of older employees are well promoted.
- A range of flexible and appropriately paid opportunities for older people to work is promoted.
- Discrimination on the basis of age alone is forbidden in the hiring, retention, promotion and training of employees.
- Workplaces are adapted to meet the needs of disabled people.
- Self-employment options for older people are promoted and supported.

- Training in post-retirement options is provided for older workers.
- Decision-making bodies in public, private and voluntary sectors encourage and facilitate membership of older people.

Communication and information

- A basic, effective communication system reaches community residents of all ages.
- Regular and widespread distribution of information is assured and a coordinated, centralized access is provided.
- Regular information and broadcasts of interest to older people are offered.
- Oral communication accessible to older people is promoted.
- People at risk of social isolation get one-to-one information from trusted individuals.
- Public and commercial services provide friendly, person-to-person service on request.
- Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold-face type.
- Print and spoken communication uses simple, familiar words in short, straightforward sentences.

- Telephone answering services give instructions slowly and clearly and tell callers how to repeat the message at any time.
- Electronic equipment, such as mobile telephones, radios, televisions, and bank and ticket machines, has large buttons and big lettering.
- There is wide public access to computers and the Internet, at no or minimal charge, in public places such as government offices, community centres and libraries.

Community and health services

- An adequate range of health and community support services is offered for promoting, maintaining and restoring health.
- Home care services include health and personal care and housekeeping.
- Health and social services are conveniently located and accessible by all means of transport.
- Residential care facilities and designated older people's housing are located close to services and the rest of the community.
- Health and community service facilities are safely constructed and fully accessible.
- Clear and accessible information is provided about health and social services for older people.
- Delivery of services is coordinated and administratively simple.

- All staff are respectful, helpful and trained to serve older people.
- Economic barriers impeding access to health and community support services are minimized.
- Voluntary services by people of all ages are encouraged and supported.
- There are sufficient and accessible burial sites.
- Community emergency planning takes into account the vulnerabilities and capacities of older people.

Source: World Health Organisation (2007) Global Age-friendly Cities: A Guide. Geneva: World Health Organisation

WHO/FCH/ALC/2007.

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APPENDIX II LOCATION OF ON-STREET CONVERSATIONS

North West *

Odins Wood Day Care Centre,
Finglas Shopping Centre,
Finglas Leisure Centre,
Mellowes Court
Ballymun Shopping Centre
Ballymun Civic Centre
Shops at St. Pappins
Shops at Collins Avenue
Fassaugh Avenue, Cabra

North Central

Northside Shopping Centre
Artane Castle
Donnycarney Church
Philipsburgh Avenue, Marino
St. Gabriel's, Clontarf
Raheny
Donaghmede Shopping Centre



Central

Prussia St.
Phibsborough
Berkeley Road
Drumcondra
Gardiner St.
Larkin Centre
Seville Place
East Wall

South Central

Ballyfermot
Chapelizod
Claddagh
Decies
Le Fanu
Sundrive
Crumlin Village
Errigal Road
Inchicore
Kilmainham
Meath Street
Rialto

South East

Carmelite Centre
Tesco Donnybrook
Donnybrook Fair
Kevin Street Post Office
Rathmines Leisure Centre
Ringsend
St. Andrews Resource Centre,
Pearse Street

* Dublin North West for the purpose of this Initiative includes the electoral districts covered by the Tolka Area Partnership and Ballymun / Whitehall Partnership in addition to the established North West Area.

APPENDIX III LOCATION OF ROUND TABLE CONSULTATIONS

North West *

Balance Matters, Marewood Court
 Ballymun Civic Centre
 Dublin City University
 Finglas Youth Resource Centre
 Linx, Ballymun
 Sancta Maria Day Care Centre, Cabra

North Central

Beaumont Parish Centre
 Carlton Hall, Marino
 Coolock/Artane Resource Centre
 Donnycarney/Beaumont Social Services Centre
 Kilmore West Recreation Centre
 Lorcan Community Centre, Santry
 Parnell's GAA, Coolock
 St. Annes Court, Raheny
 St. Bridget's Res. Centre, Killester



Central

Ballybough Community Centre
 Ballybough Court
 Clareville Court, Glasnevin
 Crosscare Centre, Wellington Street, Dublin 7
 Larkin Centre, Strand
 Lourdes Day Care, Dublin 1
 Maples Hotel, Glasnevin
 Sean O'Casey Centre, East Wall

South Central

Ballyfermot Civic Centre
 Crumlin Bowling Club
 Hilton Hotel, Kilmainham

South East

Cambridge Court, Ringsend
 Charlemount Court, Dublin 2
 City Hall
 CYMS Hall, Ringsend
 Greenore Court, Dublin 2
 Iris Charles Centre, Sandymount
 Milltown Parish Centre
 Rathmines Library
 St. Mary's Community Centre, Rathmines
 St. Teresa's, Clarendon Street

* Dublin North West for the purpose of this Initiative includes the electoral districts covered by the Tolka Area Partnership and Ballymun / Whitehall Partnership in addition to the established North West Area.



Appendix IV How Age Friendly is Dublin City?

An age friendly city encourages active ageing by providing the best possible opportunities for health, participation and security in order to improve the quality of life as people age.

How do you rate the age-friendliness of where you live?

Are you male or female?

Male

Female

Which category below includes your age?

Up to 65

65-80

80 Plus

Where do you live?

To what extent do you agree with the following statements?

Tick one box for each statement.

1. Older people are truly valued and respected.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Older people participate in social, economic and public life.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Older people continue to learn, develop and work.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

4. Older people lead healthy and active lives for longer.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

5. Older people can get to where they want to go, when they want.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

6. Older people are supported to be 'out and about' by the built and social environment.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

7. Older people feel and are safe at home and out and about.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

8. Older people have the information they need to live full lives.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

9. Older people can stay living in our own homes and communities.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Don't Know

General Comments

10. Please identify the top three things which are done well in your area to help older people lead full lives.

1	
2	
3	

11. Please identify the top 3 improvements you think are needed.

1	
2	
3	

12. Please give your assessment of the consultation session today.

Poor	Fair	Average	Good	Excellent

Thank you for taking the time to fill out this questionnaire.

APPENDIX V

DUBLIN CITY AGE FRIENDLY STRATEGY 2014-2019: Strategic Goals and Actions

Outdoor space and buildings

Strategic goal

Ensure that the design, maintenance and redevelopment of outdoor spaces and buildings are in line with current best practice in accessibility for older people.

City-wide actions



Service providers and businesses will consult with the Older Persons Councils in relation to the development and redevelopment of their buildings and outdoor spaces.



Dublin City Council's departments will liaise with the relevant local Area Alliance when developing work plans and scheduling works in the public domain, so as to ensure that the needs of older people are met.



Dublin City Council's Planning Department will engage with Age Friendly Ireland to develop an "Older Persons Impact Assessment Tool".



Dublin City Council and An Garda Síochána will develop an awareness campaign and education programme on "Safer Roads for Older People".

Transport

Strategic goal

Ensure that public transport in Dublin City is appropriate for older people.

City-wide actions



The Alliance will pursue with transport providers in Dublin City issues identified in the consultations with older people.



The Alliance will establish a city-wide thematic transport group involving public, voluntary and private providers and representatives from the Older Persons Councils.



The Alliance will pursue opportunities to expand and develop flexible alternative transport initiatives for older people.

Home and community

Strategic goal

Ensure that facilities, services and supports are available to assist older people to remain living in their communities.

City-wide actions



The Alliance will work with service providers, businesses, community and voluntary organisations to streamline and coordinate community-level supports and services for older people living in Dublin City so as to enable them to remain living in their own homes and communities.



Dublin City Council's Housing Department will work with the public, private and voluntary sectors to facilitate, design and deliver a range of homes for older people that enable them to remain in their communities for longer.



The Alliance will use the findings and recommendations of the Older People Remaining at Home (OPRAH) pilot project to support the development of a business case for the implementation of the initiative throughout Dublin.



The Alliance will disseminate the findings of the OPRAH project to senior managers within the HSE in Dublin for consideration when planning supports for older people.

Information**Strategic goal**

Provide user friendly, reliable and coordinated information in a way which suits the needs of older people with a focus on “no wrong door” interactions.

City-wide actions

The Alliance’s Service Providers Forum will coordinate the provision of information for older people in Dublin.



Service providers and businesses will ensure that their automated telephone call routing systems are easy to navigate.



Service providers and businesses will ensure that information is available to older people in an appropriate range of formats.



Service providers will commit to the principle of “no wrong door”.



Dublin City Libraries Service will adopt and implement the Age Friendly Libraries Programme.

Safety**Strategic goal**

Ensure that older people feel and are safe in their homes and when out and about in Dublin City.

City-wide actions

The Alliance will create awareness among service providers and businesses of their role in ensuring that older people feel and are safe when out and about.



Dublin City Council will promote the development of public spaces which are attractive and safe for older people.



An Garda Síochána will commit to maintaining appropriate levels of Community Gardaí.

- An Garda Síochána will appoint a dedicated Garda with responsibility for older people in every station in Dublin City.
- An Garda Síochána will introduce high-visibility, targeted area patrolling, both in vehicles and on foot, in neighbourhoods with high density and/or footfall of older people.
- An Garda Síochána will make provision for training and information sessions for Gardaí on best practice when engaging with older people.
- An Garda Síochána will work with the Older Persons Councils to develop appropriate crime reduction and prevention initiatives that address the needs and priorities of older people.

Learn, Develop and work

Strategic goal

Develop and support opportunities for older people to access formal and informal learning and to continue to work in a paid or voluntary capacity if they so wish.

City-wide actions

- Dublin City University's Age Friendly University Programme Manager and Trinity College Dublin's Director of Public Programmes (Trinity EngAGE) will work with the Dublin City Age Friendly Initiative to promote and provide learning opportunities for older adults.
- Dublin City University will engage with other third-level educational institutions in Dublin City to join the Age Friendly University Initiative.
- Dublin City University will host an International Age Friendly Universities Conference in Dublin in 2015
- Trinity College Dublin will host an International Conference to Combat Ageism in Dublin 2015.

- ▶ The Alliance will engage with education providers on issues such as catering for the diverse learning and development needs of older people and supporting their participation in education.
- ▶ The Alliance will engage with not-for-profit organisations through the Service Providers Forum to promote access for older people to volunteering opportunities.
- ▶ The Alliance will work with Age Friendly Ireland to develop guidelines on Age Friendly Workplaces.

Social, economic and political life

Strategic goal

Create more and better opportunities for older people to participate in the social, economic and political life of the city.

City-wide actions

- ▶ The Alliance will establish an Age Friendly Business Forum in each of the five Dublin City Council administrative areas.
- ▶ The Alliance will promote age-friendly principles to the business community in Dublin through the communication structures of the Dublin Chamber of Commerce, and through other business networks.
- ▶ The Alliance will seek to partner with the technology sector to look at how technology can best meet the needs of older people in Dublin.
- ▶ The Alliance will encourage older people, through the Older Persons Councils to participate in the new framework for public engagement and participation through the Public Participation Networks.
- ▶ The Alliance will act as a catalyst to service providers to expand and develop initiatives aimed at encouraging the social engagement of older people.

Healthy and active living

Strategic goal

Ensure older people have access to appropriate health services and to age-friendly arts, leisure, sports and recreational services, as well as to the information they need for healthy and active living.

City-wide actions

- The Alliance will champion improved physical and mental health and wellbeing for older people by actively promoting the actions contained in Healthy Ireland (2013) and the priorities named in the National Positive Ageing Strategy (2013), and any subsequent initiatives.
- Dublin City Council will develop and expand physical, social, cultural and artistic activities for older people in the city.
- The Alliance with the HSE will engage with relevant representative organisations to develop and pilot an Age Friendly GP Toolkit for Dublin.
- The Alliance with the HSE will promote Age Friendly Hospitals through the dissemination of evidence-based findings and recommendations from initiatives such as the Mercer's Institute for Successful Ageing at St. James's Hospital, the Age Friendly Hospital Project at Beaumont Hospital, the Genio project and other relevant initiatives.
- The HSE will engage the Dublin City Age Friendly Older Persons Councils as key stakeholders in relation to the provision and expansion of health-related services.

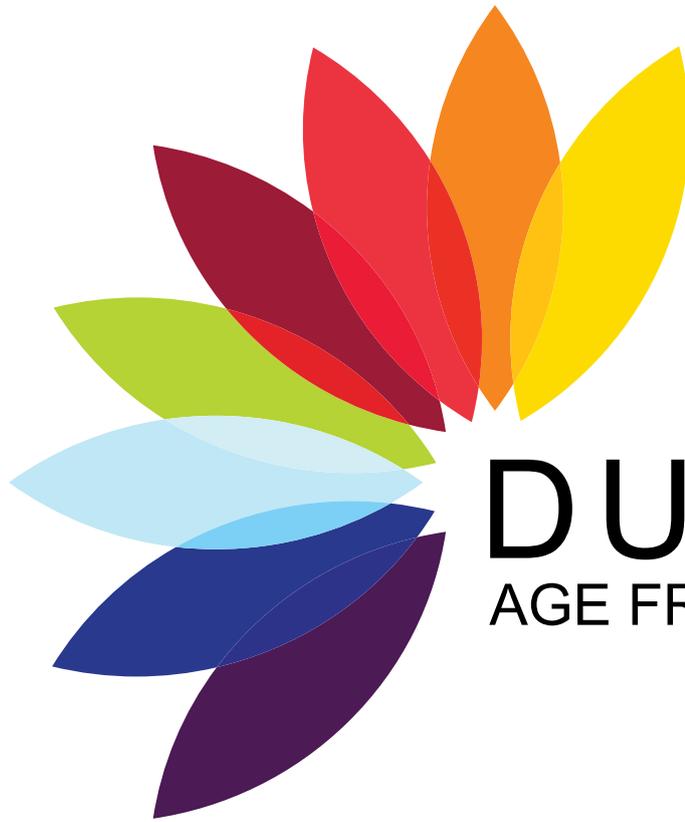
Value and respect

Strategic goal

Advance Dublin as a city in which older people are respected as valued members of the community, where their views and contributions are sought and they are actively involved in decision-making processes.

City-wide actions

- Organisations participating in the Alliance will incorporate the principles of the vision, mission and values of the Dublin City Age Friendly Strategy into their own strategies, plans and service provision.
- Service providers and businesses will actively promote the positive portrayal of older people in their advertising.
- The Alliance will promote opportunities for dialogue and interaction between younger and older people to facilitate greater mutual understanding.



DUBLIN

AGE FRIENDLY CITY

Aoisbhá Chathair Bhaile Átha Cliath

Forbairt Pobail agus Sóisialta

Comhairle Cathrach Bhaile Átha Cliath

Oifigí na Cathrach

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An Ché Adhmaid

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