

# Challenging Ageism: Intergenerational Respect & Inclusion.



## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 54% of respondents over the age of 55 agreed with the statement “people treat me with less respect as I age more.
- Agreement with this statement remains prevalent throughout age-groups.

### Age-friendly Focus Groups

- Intergenerational connections were a common topic in the focus groups, with a number expressing feelings of disconnect from younger generations, particularly around subjects of technology and climate change.
- Ageist attitudes were commonly spoken of both directed from younger generations and towards younger generations.
- Self-directed ageism was prevalent across all focus groups.
- Concern that there is a lack of dementia awareness across the borough, especially what living with dementia can look like.

## How can we work together to make it better?

### Existing Assets

Age UK Barnet’s digital inclusion programme with Schools - BarNET Zero - Ageing Better’s Ageism Campaign

### Partners & Stakeholders

Barnet Schools - Barnet & Southgate College - Middlesex University - Public Health: Dementia-friendly Barnet - Centre for Ageing Better - Local Press.

### Project “longlist” from focus groups.

- Create a campaign with Middlesex University which documents intergenerational discussions that challenge stereotypes.
  - Encourage Barnet’s schools to challenge ageism and have an allocated time in the school syllabus for this aim.
  - Create a campaign which addresses ageism and encourages people to take action against it.
- Do more to help residents to understand the early symptoms of dementia.

## Our Commitments

### Vision

- Barnet should be a borough where its Council, its businesses and its residents should be able to identify and challenge all forms of ageism.
- There should be an intergenerational range of voices in all areas of decision making across the borough.
- Intergenerational activities and projects should be commonplace in the borough.

### Projects

*Anti-ageism Campaign (see p.9) including:  
Age-friendly Champions*

### Wider Asks

- Barnet schools to address ageism in their curriculum to raise awareness amongst younger generations of the harms of ageist attitudes and beliefs.
- Ageism should be mentioned and targeted in the Council’s Equalities strategies and policies.
- Barnet Council as well as all public facing organisations and press should consider the language and imagery that they use concerning older adults.



## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 78% of all over 55s can access a greenspace or park at least once a day.
- 62% of all over 55s agreed that they felt safe when out and about alone (69% of men agreed compared to 55% of women).
- 55% of all over 55s agreed that there are enough places (warm venues and benches) to rest while out and about (66% of 56–65-year-olds agreeing compared to 10% of over 85s).
- 61% of men agree that there are enough public toilets in Barnet compared to 29% of women.

### Age-friendly Focus Groups

- Public spaces such as parks and shopping centres are really important to older residents as places to socialise, relax and run errands.
- Consensus that there is not enough public street furniture such as benches and public toilets in parks, high streets and shopping centres. Common issue of having to purchase an expensive drink to use a toilet or sit down.
- Want for more socialisation in public spaces such as on park benches or in cafes.
- CCTV and streetlighting are seen as very important for safety, but there remains a general consensus that it is not safe to go outside alone when it is dark.

## How can we work together to make it better?

### Existing Assets

Barnet Council's Healthy High Streets project - CCTV investment from Barnet Council - Community Safety Hub scheme - Newly refurbished space for older adults in Chipping Barnet Library.

### Partners & Stakeholders

Age UK London Toilet Campaign - Barnet Council: Healthy High Streets - Barnet Fire Service - Shopping Centres (Brent Cross, Broadwalk, The Spires).

Police

### Project "longlist" from focus groups.

- Support Age UK London's toilet campaign in Barnet.
- "Buddy Benches" - mark benches which encourage people to sit and chat.
- 'Age-friendly' ward walks with Councillors/ AF Champion.
- Look into if there are areas within Barnet which are perceived as less safe than others and work with stakeholders to address this.

## Our Commitments

### Vision

- Accessible public toilets, public seating and warm spaces should be available across the borough and clearly mapped and signed for all residents, including older and less mobile adults.
- Residents should feel safe to complete their day-to-day tasks in their communities and feel confident to report any concerns they may have.

### Projects

*Healthy High Streets (See p.9)*

*Barnet Loo Campaign (See p.9)*

*Age-friendly Ward Walks (See p.9)*

### Wider Asks

- Barnet Council should introduce seating into their Healthy High Street project.
- Further research into the inequalities the data showed such as age category, gender, ethnicity and postcode.
- Infrastructure Delivery Plan



## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 71% of all over 55s agree that it is easy for them to access and navigate public transport.
- 62% of respondents over 55s agreed that they are reliant on public transport for their day-to-day lives.

### Age-friendly Focus Groups

- Barnet has great public transport links, especially to central London – many residents enjoy the easy access to the cultural hub of Central London.
- Common feeling that bus drivers do not consider the needs of those who are less mobile and may need more time/ assistance to get onto the bus and sit down. Frequently, participants told stories of injuries that occurred as a result of these behaviours.
- This particularly applies to those with hidden disabilities such as sight loss and dementia.
- This applies not only to drivers, but to other passengers who often do not offer priority seats which they are occupying.
- Uneven pavements are common around the borough and prevent a lot of people from leaving their house and using more active forms of transportation such as walking and cycling.
- Lack of cycle paths and accessible footpaths across the borough.

## How can we work together to make it better?

### Existing Assets

TfL busses, Tubes, Dial-a-Ride - Funded dementia training provided to key service providers by Barnet Council - Walking routes such as Dollis Valley Greenwalk - Walking Groups across borough.

### Partners & Stakeholders

Barnet Council - TfL - Dementia-friendly Barnet.

### Project “longlist” from focus groups.

- Train TfL staff to become more age and dementia friendly.
- Deliver walking audits to identify the most hazardous pavements around the borough and encourage the Council to act in these areas.
- Create a social campaign which encourages other passengers to be more age-aware.

## Our Commitments

### Vision

- Age will not be a barrier for residents who choose to use public transport.
- Public transport should be accessible for those who have disabilities, including hidden disabilities such as dementia and sight loss.
- Active travel should be an option for all residents and promoted by the council.

### Projects

*Awareness Campaigns (p.9)*

*Age-friendly Ward Walks (p.9)*

### Wider Asks

- Transport for London and other providers of public transport should ensure that all drivers are sufficiently trained to provide a quality service to all passengers, particularly those with additional needs.
- We ask Barnet Council to address the issue of inaccessible pavements, footpaths and cycle paths to encourage residents to stay active in later life.

# Activities & Socialisation



## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 64% of all over 55s agreed with the statement that they are an active member within groups such as political parties, trade unions, environmental groups, residents' groups, religious groups, hobby and social interest groups.
- Only 26% of over 85-year-olds agreed with the statement above.
- 60% of all over 55s agreed with the statement that 'there are enough activities in the borough that are affordable and enjoyable'.
- 68% of all over 55s felt confident that they could get in touch with others when they needed to.

### Age-friendly Focus Groups

- Imbalance of activities across borough – particularly with affordable exercise classes.
- The value of taking part in activities is extremely valuable and has immeasurable impacts on mental health.
- Hard for grassroot clubs to spread information about their groups to the public.

## How can we work together to make it better?

### Existing Assets

Existing activity groups across the borough led by various organisations - Age UK Barnet's Pigeon Post and 'What's On' Guide - Better Barnet Senior Programme - Fit and Active Barnet passes for over 55s/ 60s - Creative Communities project led by Barnet Libraries - annual Silver Sunday event - Social Prescribers.

### Partners & Stakeholders

FAB - Better Barnet - Activity Providers such as AUKB, Colindale Communities Trust, Jewish Care, One Stonegrove - Barnet Libraries - Barnet FC - ArtsDepot North Finchley - Social Prescribers & GPs.

### Project "longlist" from focus groups.

- Create a resource which lists all activities delivered by various organisations across the borough.
- Encourage socially isolated people to take part in existing activities.
- Look into the distribution of activities across the borough and try to close any gaps.

## Our Commitments

### Vision

- Older adults across the borough will be aware of a variety of affordable activities accessible to them to participate in.
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### Projects

*Silver Sunday: Celebration of active ageing in the borough (p.9)*  
*Awareness Campaigns (p.9)*  
*Anti-ageism campaign (p.9)*

### Wider Asks

- Local organisations and groups to contribute to the guides.



## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 71% of all over 55s agree that they are happy with their current living arrangements.
- 53% of respondents over 55 agreed that it is easy for them to access support to improve their housing (only 16% of over 85s agree).
- 63% of respondents over 55 agreed that it is easy for them to access services (such as their GP, dentist, supermarkets and hairdressers) from their home.

### Age-friendly Focus Groups

- Difficult to access housing adaptation support – particularly for those who rent.
- Common concern about regeneration and redevelopment – particularly in relation to The Spires shopping centre and the Broadwalk. Feeling that these developments potentially threaten access to key services such as GPs, dentists, and pharmacies, as well as social hot spots such as accessible cafes.

## How can we work together to make it better?

### Existing Assets

Sheltered housing across the borough - Age-friendly Developments Framework Document - Age UK Barnet Handyperson Service - Household Support Fund -

### Partners & Stakeholders

Age UK Barnet - Barnet Homes - UK Network of Age-friendly Communities - Barnet Council Planning Department

### Project “longlist” from focus groups.

- Work with stakeholders such as Barnet Council and developers to make sure Age-friendly considerations are taken into account in new developments.
- Work with stakeholders to make sure all residents are aware of and can access the available housing adaptation support in the borough.
- Advertise and expand AUKB’s Handyperson service .

## Our Commitments

### Vision

- Residents should be aware of the housing adaptation support available to them if or when they need it.
- New developments should take into consideration the diverse needs of the population, including those who may become less mobile in later life.

### Projects

- *Awareness Campaigns (p.9)*

### Wider Asks

- Local plan
- Age-friendly Developments framework considered by construction companies.
- Landlords/ Barnet Homes??

## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 52% of all over 55s who completed the survey said they were currently in paid employment.
- 58% of all over 55s who completed the survey said they were currently in unpaid work (including voluntary work and childcare support).
- Of those not in paid employment, 34% agreed that they felt confident that they could get a job if they wanted.
- Of those not engaged in unpaid work, 54% agreed that they felt confident that they could find voluntary work if they wanted.

### Age-friendly Focus Groups

- Volunteering has a very positive impact on mental health and sense of belonging in the community.
- It is often hard to find purpose after retiring, volunteering is great for this.
- Most participants echoed the survey's finding that age is a barrier to finding work, this was also the case for volunteering, but to a far less extent.

## How can we work together to make it better?

### Existing Assets

Age-friendly employment pledge (Centre for Ageing Better) - Volunteer Barnet -

### Partners & Stakeholders

Age UK Barnet - Centre for Ageing Better - Barnet Council - Boost - Job Centre Plus

### Project "longlist" from focus groups.

- Encourage Barnet Council and other organisations to become age-friendly employers.
- Support charities to recruit more older volunteers by creating more age-friendly positions.
- Raise awareness of ageism in the workplace.

## Our Commitments

### Vision

- Barnet should be a place in which people feel that age is not a barrier from finding meaningful work (both voluntary and paid).
- The voices of older adults should be considered by organisations when creating and advertising paid and voluntary employment opportunities in Barnet.
- Residents and those who work in Barnet should feel confident to call out any ageist attitudes or actions in the workplace.

### Projects

- *Age-friendly Champions (see p.9).*
- *Anti-ageism Campaign (see p.9.)*

### Wider Asks

- Barnet Council should become an age-friendly employer and encourage other organisations to do the same.





## What is the current picture in Barnet?

### Age-friendly Barnet Survey 2023

- 62% of respondents over the age of 55 agreed that they feel confident with using digital technology such as phones, tablets, laptops and the internet.
- Of those who agreed that they would be confident to independently plan a journey to a new place, 74% also agreed that they were confident with using digital technology such as phones, tablets, laptops and the internet

### Age-friendly Focus Groups

- Community groups are relied on to distribute information about community events and signposting to organisations – especially to those who are less digitally confident.
- Common feeling that it is impossible to keep up with technology, as soon as you feel confident with it, it develops.
- Trouble with using apps that are often essential/unavoidable for day-to-day life – specifically NHS app, TfL app and parking apps.

## How can we work together to make it better?

### Existing Assets

Existing digital workshops across the borough (AUKB, Barnet Libraries, Jewish Care) - Community noticeboards - Pigeon Post for those who are digitally excluded.

### Partners & Stakeholders

Age UK Barnet - Barnet Council - Jewish Care - Groundwork London -

### Project “longlist” from focus groups.

- Make digital workshops ‘mobile’ - making effort to have them at Sheltered Housing rather than just at existing social groups.
- App-specific workshops for commonly used apps such as the NHS app, TfL app and other apps for parking or booking gym sessions.
- Campaign to make more organisations aware of the benefit of providing paper copies of information to community centres and noticeboards.

## Our Commitments

### Vision

- Older adults should be supported to develop digital skills across the borough.
- Organisations such as charities, local businesses and Barnet council should be encouraged to offer simplified digital resources or paper alternatives to apps/ online information to meet the needs of those who cannot use or do not wish to use the internet.

### Projects

- *An Age-friendly Digital Taskforce (see p.9).*

### Wider Asks

- Barnet Council should ensure that their websites are user-friendly and simple to use.
- In Controlled Parking Zones, Barnet Council should ensure that there is an alternative method of payment than e-payment via a smartphone.
- Similarly, organisations should ensure that access to information about events or services should not just be found online.

# Age-friendly Projects 2024-2026



*This part of the document will be reviewed annually (Next review March 2025).*

Project	Description	Timeline	Stakeholders
Age-friendly Digital Taskforce	<ul style="list-style-type: none"> <li><i>An Age-friendly Digital Taskforce should be instated to offer digital support to organisations across the borough and provide advice and expertise to organisations.</i></li> </ul>	2024–2026	
Age-friendly Champions			
Anti-ageism Campaign			