



Cork Age Friendly City Strategy 2016 - 2020





Kay O'Regan, Enniscorthy, competing in her 110th Marathon in Cork in 2013, aged 77.

Photo - Clare Keogh

CORK AGE FRIENDLY CITY STRATEGY 2016 - 2020

CONTENTS

Message from the Chair, Cork Age Friendly City Alliance	4
Foreword of Cork City Older Persons' Forum representatives on the Cork Age Friendly City Alliance	5
Cork Age Friendly City	6-10
International context	
Age Friendly Cities and Counties Programme	
Objectives of Age Friendly Programme	
Cork - The journey towards Age Friendly City status	
Cork City age profile	
What does Age Friendly mean?	
Cork City Healthy and Positive Ageing Initiative/AFCC survey	
Cork Age Friendly City Strategy	11 - 26
Introduction to the Cork Age Friendly City Strategy	
Developing the strategic vision	
The overarching actions to which the Alliance commits	
Thematic Actions	
1 Community Support & Health Services	
2 Communication and Information	
3 Transportation	
4 Outdoor Spaces & Buildings	
5 Civic Participation & Employment	
6 Respect and Social Inclusion	
7 Social Participation	
8 Housing	
Implementation of the Cork Age Friendly City Strategy	28
Actions	29 - 38
Membership of Cork Age Friendly City Alliance & Acknowledgements	39

Message from the Chair, Cork Age Friendly City Alliance



As chairperson of the Cork Age Friendly City Alliance it gives me great pleasure to present the Cork Age Friendly Strategy 2016 -2020.

This strategy is the result of a process which began when Cork City committed itself to becoming a city where older people can live full active and healthy lives by signing up to Ireland's national Age-Friendly Cities and Counties programme (AFCC).

Cork is a city of wonderful character, a vibrant culture and active economy. It is a city of rich architectural literary and educational heritage, a city of communities of varied social economic backgrounds and diverse groups of older people.

An Age Friendly city is a place where more and more older people can stay living in their own homes and communities, lead healthy and active lives, get to where they want to go, when they want to go, and are valued contributors to the lives of their communities.

Figures from the Central Statistics Office (CSO) indicate that 26% of the current population of Cork is over the age of 55 and that this is likely to increase into the future with better health outcomes and care.

We must be ready to face the challenges that such an eventuality will bring to society.

The strategy is the culmination of a detailed consultation process that has brought together the older residents of Cork and the key service providers from the statutory, voluntary, community and private sectors to identify how we can make Cork an excellent place in which to live, work, enjoy life and grow older.

I want to commend all members of the Age Friendly Alliance, the Older People's forum and the interagency working group for embracing the collaborative approach to establishing this strategy and their commitment to ensuring that no section of the local community is left behind when it comes to the delivery of services.

I ask everyone 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.

Ann Doherty
Chair
Cork Age Friendly
City Alliance



Foreword of Cork City Older Persons' Forum representatives on the Cork Age Friendly City Alliance



As representatives from Cork City's Older Persons' Forum, we have the privilege of having been chosen by members of that forum to be the voice of the greater community at the workings of Cork Older Persons Alliance.

It is our duty to ensure that member organisations of the Alliance are regularly kept abreast of the changing needs of the city's older citizens and communicating their ongoing commitment to the Alliance thereby ensuring Cork is, in all practical means, an Age Friendly city.

We are greatly encouraged by the commitment shown by the stakeholders of the Alliance to making meaningful and progressive changes to the manner in which older persons concerns and needs will be addressed by them in the short, medium and longer term.

The strategy will only be as effective as the commitment of the stakeholders to its implementation. We view this document as a statement of intent, one that will be regularly reviewed and updated and one that will evolve over its lifetime as our city does.

We are immensely proud of our city and look forward to the Cork of 2020 being a vibrant and welcoming city for all ages, being mindful of the specific needs of all its citizens and visitors.

Noel Dempsey
Phil Uí Mhurchú
Finbarr Coughlan
Nora O' Donovan



Cork City Older Person's Forum steering committee with (seated L to R) Noel Dempsey, Phil Uí Mhurchú, Finbarr Coughlan, Nora O' Donovan.



International Context:

The World Health Organisation (WHO) is the driving force behind the global movement for age friendliness. The WHO defines an “age-friendly” community as one in which all stakeholders:

- Recognise diversity among older people
- Promote the inclusion of older people
- Value their contribution to community life
- Respect their decisions
- Anticipate and respond flexibly to age related needs

The WHO Global Network of Age-Friendly Cities and Communities (GNAFCC) was established to foster the exchange of experience and mutual learning between cities and communities worldwide. Any city or community that is committed to creating inclusive and accessible urban environments to benefit their ageing populations is welcome to join.

Cities and communities in the Network are of different sizes and are located in different parts of the world. Their efforts to become more age-friendly take place within very diverse cultural and socio-economic contexts.

What all members of the Network do have in common is the desire and commitment to create physical and social urban environments that promote healthy and active ageing and a good quality of life for their older residents.

Ireland’s Age Friendly Cities and Counties are affiliated to this global movement which is enabling older people to remain active and valued members of their communities on every continent.

The result: positive ageing, better cities and counties, and more relevant and effective local government, service delivery and business opportunities.

Age Friendly Cities and Counties Programme

Age Friendly Ireland (then formerly the Ageing Well Network) established the Age Friendly Cities and Counties Programme (AFCC) in 2007, based on Louth’s participation in the World Health Organisation’s Age Friendly City initiative and research.

The programme adopts a common process and structure, but it is intended to be highly tailored to reflect the priorities of older people and service providers in each city and county.

Under the programme every local authority has its own Age Friendly programme involving an alliance of senior decision makers and influencers across the public, private and voluntary sector. The Older Persons Forum, which is open to all older people and their organisations, developed through a series of public consultations. It exists in order to represent the views of older people within the Alliance.



At a debate organised by Age Action focusing on older peoples issues ahead of the General Election at the Imperial Hotel, Cork, were; Marina Buckley , Claire Cahill and Pat Kelly. Picture: Des Barry

Image courtesy of the Evening Echo



Objectives of Age Friendly Programme

The objectives of the programme are to:

- Increase the participation of older people in the social, economic and cultural life of the community for everybody's benefit;
- Improve the health and well-being of older people in the city;
- Demonstrate how services and supports for older people can be made more responsive, caring, professional and accessible, through imaginative and cost-effective partnerships;
- Lead the way in demonstrating the processes and infrastructure that are required, the benefits to be gained and the lessons to be learnt from adopting an integrated approach to the planning and delivery of services for older people.

The Age Friendly programme operates within existing structures and resources in the local authority and takes cognisance of the economic realities and realignment of the public services. Older people had a strong role in designing and determining the programme's priorities and in developing a methodology that can work in any City or County.

The programme aims to give effect to better local government reform through integrated service planning and measuring impact and improvements. It is designed to maximise the impact of collective resources as well as to ensure that duplication is minimised.

Older people are generally in good health, have valuable skills and experience and are willing to make a significant contribution to society, a contribution from which young people can strongly benefit. Enabling people to stay active as they grow older and to continue contributing to society is central to tackling the challenge of demographic ageing.

The programme is a catalyst for change and support for better long-term planning and greater collaboration among agencies on the Alliance. An Age Friendly Strategy informed by older people identifies initiatives that require development or change.

There are four steps to implement as part of the Age Friendly Cities and Counties Programme which are; 1) Alliance set up; 2) Consult; 3) Plan Strategy 4) Implement



Taking part in the fifth annual Intergenerational Quiz organised by Douglas Young At Heart Club at City Hall, Cork, sponsored by Cork City & County Councils, Home Instead Senior Care and the Evening Echo were members of the Rochestown team (from left) Alan O'Keeffe and Shane Goodman of Rochestown College with Tony Kenneally and Mike Kelly.

Picture: Denis Minihane.

Image courtesy of the Evening Echo



Cork - the journey towards Age Friendly City Status

The Cork Healthy City Steering Group proved to be the catalyst for Cork setting out on the journey to become an Age Friendly City. In the Autumn of 2012 Sgt. Trevor Laffan, An Garda Síochána, used the interagency network to enquire whether or not the group would consider seeking Age Friendly status for the city, as Co. Louth had done. The Healthy City Steering group agreed at its meeting of 11th March 2013 to seek Age Friendly City Status for Cork.

A meeting of interagency contacts formed a steering group (now the working group) to look into achieving the Age Friendly City status. This meeting was attended by representatives of An Garda Síochána, Cork City Council, HSE Community Health Services, HSE Health Promotion, Cork City Partnership, Ballyphehane Togher Community Development Project (BTCDB), COLLAGE (UCC), Age Friendly Ireland and Cork's older people.

The first meeting received a presentation by Hugh O'Connor of the Ageing Well Network (now called Age Friendly Ireland) which was tasked to roll out Age Friendly Cities and Counties throughout Ireland.

In 2013 the Lord Mayor Cllr. Catherine Clancy highlighted the older age group as a key agenda for her term as Lord Mayor. That November she convened a special older people's conference and extended an open invitation to individuals and organisations to attend to have their say. Having anticipated an expected attendance of 200-250 people, more than 550 turned up on the day presenting a welcome logistical challenge to the organisers and the MC and facilitator for the day, the late Derek Davis.

The conference schedule included panels on:

- What Older People offer Cork City
- Positive Ageing
- Challenges in Ageing
- Citizens of Cork City

The older people assembled also participated in a series of workshops which examined what services were available and what gaps existed. Mr. Hugh O'Connor of Age Friendly Ireland subsequently met with the City Manager, Mr. Tim Lucey who expressed the City Council's commitment to being the lead partner for the development of Cork as an age friendly city. Steps were taken to identify likely Alliance participants.

In May 2014 Cork City Council announced its intention to apply for Age Friendly City status with an official launch and in the Autumn/Winter of 2014 commenced localised consultation with older people in each of Cork's six district electoral divisions (DEDs).

In the spring of 2015 interested parties were invited to form the Cork Older Peoples' Forum. They selected 4 representatives to articulate the views of older people on the Cork Age Friendly City Alliance.

The Alliance met for the first time in April 2015 and has developed the first Cork Age Friendly City Strategy. This is based on the outcomes of consultations carried out with older people.

The membership of the Cork Age Friendly City Alliance is set out in the Appendices to this strategy.



Cork City Age Profile

The Census in 2011 shows that in Cork City there are 17,950 people aged 65 or older (15.1% of population) which proportionately is greater than both County and State (11.1% and 11.7% respectively). Almost thirty per cent (29.8%) of those aged 65 or older in Cork City live alone.

The ageing nature of Cork City is a significant issue going forward. By 2050, the number of persons over 65 is expected to be close to one in four of the population. Cork City is the third fastest ageing administrative county in the state.

Nationally, 94% of those aged 65 or older live in private households whilst the rest - a figure of 31,054 - dwell in communal establishments such as nursing homes. Twice as many females as males live in these caring facilities.

There are 3.8 residential or nursing care beds per 1,000 population in the city, compared to 4.3 beds per 1,000 population in the county and 4.2 beds per 1,000 population in the state, despite the city having a sizeable aged population. Data suggests c. 5,425 (1.05%) people in County Cork have dementia representing those of all ages.

The population which are aged 65 or older appear in highest concentrations in the south of the city, spanning from Bishopstown to Blackrock. Concentrations are comparatively low in the City Centre, in the northwest around Knocknaheeny and Hollyhill, as well as in the south east. Those aged 85 or older are more likely to live in the south of the city, particularly in and around the areas of Wilton, Glasheen, Ballintemple and Ballinlough.

Old age dependency is dispersed throughout the city but features the highest around Turner's Cross, Tramore, Glasheen, Togher and Fair Hill. Three of which are relatively affluent, with Turner's Cross and Tramore, in particular, typified by high educational attainment, low unemployment, and high house owner occupancy.

Poorer health is a feature of the more disadvantaged areas, likely influenced by the large proportions of the aged in parts of Togher and Fair Hill, falling within RAPID areas. These areas are typified by poorer self-reported health, low educational attainment, high proportions of Local Authority housing, higher proportions of the manual/skilled social class grouping and lower employment.



David Hogan, Rehab Care, team captain, taking part in the Douglas Young at Heart, Cork, Social Inclusion Kurling competition at Douglas GAA hall with prizes sponsored by Liam Ryan's SuperValu, Grange. Picture: Denis Minihane.

Image courtesy of the Evening Echo





What Does Age Friendly mean?

The World Health Organisation has identified 8 themes which makes a City age friendly.

These are:

- 1. Outdoor Spaces & Buildings**
- 2. Transportation**
- 3. Housing**
- 4. Social Participation**
- 5. Respect & Social Inclusion**
- 6. Civic Participation & Employment**
- 7. Communication & Information**
- 8. Community Support & Health Services**

This strategy document addresses these themes by reference to findings under each of these headings both from direct consultation with citizens, their representative organisations, and from independent research through the Healthy and Positive Ageing Initiative (HaPal) baseline research programme.

Cork City Healthy and Positive Ageing Initiative/AFCC survey

Headline Findings

The Department of Health is leading a joint national programme with the HSE and Age Friendly Ireland (AFI) to develop indicators to measure progress towards the objective of making Ireland a great place in which to grow old. Supported by Atlantic Philanthropies, this project, the Healthy and Positive Ageing Initiative (HaPAI) operates on a national and local level.

At local level, many cities delivering the Age Friendly Cities Programmes, have committed to participate in the HaPAI initiative through the administration of a single survey in up to twenty local authority areas during 2015 and 2016.

A standardised questionnaire has been used, allowing comparisons with national benchmarks from surveys such as The Irish Longitudinal Study on Ageing (TILDA) or European benchmarks such as the European Quality of Life survey.

The HaPAI/AFCC survey has included questions from each of the themes in the Age Friendly City Strategy, namely: Outdoor Spaces and Buildings; Transportation; Housing; Social Inclusion, Participation; Communication and information; and Community Support and Health Services.

In Cork City, 502 people aged 55 and older were interviewed for the HaPAI/AFCC survey during 2015. Results have shown that, in general, the majority of those aged over 55 living in the Cork City area are happy with the local environment. For example 73% of people like living in their neighbourhood 'a lot', and 63% are happy with the general appearance and upkeep.

However, the survey also found some differences between satisfaction levels of the 'younger old' (55-69 years) and those aged over 70. The findings of the survey suggest that there are some issues that the Age Friendly Cities and Counties programme could address in order to ensure that Cork City can become an even better place in which to grow old.





Introduction to the Cork Age Friendly City Strategy

This is the first Age Friendly strategy for Cork City which commits to improving key areas of services, information, infrastructure, and our overall social response to older people's issues in Cork.

The strategy has been developed by the Cork Age Friendly City Alliance in consultation and cooperation with older people in Cork.

The Alliance is an interagency partnership which was formally established in April 2015 comprising of senior personnel in public sector agencies, and community organisations that promote a positive approach to ageing, and includes representatives of the Cork Older People's Forum.

List of Alliance Member Organisations

- Cork City Council
- Health Service Executive (HSE)
- Cork Age Friendly Forum
- Age Friendly Ireland
- Cork Education and Training Board (CETB)
- An Garda Síochána
- Bus Éireann
- Cork Chamber
- Cork Business Association (CBA)
- Cork City Partnership
- Cork Healthy City initiative
- COLLAGE (UCC)

Each of the Alliance members has given commitments in this strategy that will significantly help to improve the quality of life of older people in Cork City in the coming years.

The ambition for this Age Friendly Strategy is that Cork City will:

- **Become a great place to grow old.**
- **Have easily accessible public buildings, shops and services.**
- **Incorporate older people's views into significant decisions being made about Cork.**
- **Promote a positive attitude to ageing and address stereotypes about older people.**
- **Create opportunities for older people to be engaged with their city socially, as employees and as volunteers.**

This strategy identifies overarching actions that need interagency and cross sectoral collaboration to make progress. It also addresses the WHO themes where each agency commits to make progress under those themes.

Many of the actions will have a very tangible impact on Cork City, while others, such as those relating to awareness-raising, will be more subtly felt.



Developing the Strategic vision

The strategy is informed by the views of older people at consultations held at the Lord Mayor's conference in 2013 and subsequently in the six electoral divisions.

In response each of the agencies have outlined commitments that address the concerns raised by the older people. The Alliance members commit to deliver actions specific to each of the agencies, progress reports will be reviewed by the Alliance who will consider what action to take to progress issues.

The Alliance has identified two broad categories for action:

- Overarching Actions
- Thematic Actions

Overarching actions are those which traverse the different WHO themes. The Alliance expects that different agencies will need to collaborate to progress actions during the life of the strategy.

The Overarching Actions to which the Alliance commits are:

- Improve access to its services for older people. To do this agencies will ensure that all staff will deal with older people in an age appropriate manner.
- The Alliance will promote and encourage the development of the Cork City Age Friendly Business Programme to promote better customer facing interactions.
- The Alliance will seek to expand and increase levels of activity including volunteerism from middle age in keeping with the aims of Healthy Ireland.

The Alliance will develop a flexible directory of services for older people that will provide up to date information. A working group will be assigned to scope out the provision of a directory.

- The Alliance will look to the National Dementia Strategy (2014) to inform its policy in relation to the provision of dementia friendly services to older people with cognitive impairment. It is intended to develop links with the Alzheimer's Society and other Voluntary organisations.

Thematic Actions

These are informed by the findings of the HaPai research, the older people's consultations and the agency commitments. They directly address the themes identified by the WHO.

The Older Peoples' forum has agreed the priority for the Thematic actions as follows:

1. Community Support & Health Services
2. Communication & Information
3. Transportation
4. Outdoor Spaces & Buildings
5. Civic Participation & Employment
6. Social Participation
7. Respect & Social Inclusion
8. Housing



Photo - Clare Keogh



1. Community Support and Health Services

In this theme we consider, how together with our stakeholders and partners, we can support older people to stay healthy and independent. The HSE has been identified as the key driver in the process which offers an opportunity for joined up planning around improved health and wellbeing in a wider context. Other agencies also have a role to play in regards to this theme.

Strategic Goal

Ensure that older people have access to adequate health services and information and to age friendly health and community facilities needed for healthy and active living.

Summary of HaPai findings:

- 66% of people say that their health is good or very good. This differs by age; - 72% of those aged 55-69 report good or very good health and 57% of people aged 70+ say that their health is either good or very good.
- 26% of people aged 55 and older in Cork City are current (daily or occasional) smokers, the figure nationally is 14%. (TILDA 2014) More men than women are daily smokers – 31% of men and 14% of women smoke on a daily basis. Older people are less likely to smoke on a daily basis; 28% of people in the 55-69 age group and only 13% of those in the 70+ age group are daily smokers.
- **Personal care needs;**
Very few of those aged over 55 have any personal care needs but this rises to 11% of those aged 70 and over. Of those aged 70+ who need assistance with personal care 92% of them receive this assistance.

- **Housekeeping support needs;**
35% of people aged 70+ need help with housekeeping and 89% of them receive this assistance.
- **Mobility support needs;**
22% of people aged 70+ need assistance with their personal mobility and 94% of them receive this assistance.
- Among those aged 55-69 in Cork city, 7% need assistance with personal care, 9% need assistance with housekeeping and 9% need assistance with their mobility.
- 38% of people aged 55-69 and 64% of people aged 70+ in Cork city have a long standing illness or health problem. Among these people, 22% of the over 70s and 10% of the 55-69 age group are severely limited in their everyday activities because of this health problem.
- 78% of people are satisfied with the opportunities for sport/recreation in their area.
- 50% of adults aged 55 to 69 and 36% of adults aged 70+ reported doing at least 2½ hours of moderate physical activity per week.

Nationally the figures are 53% in the 55 to 69 age group and 34% of the over 70s. (TILDA 2014)



What older people told us during the consultations

A designated older person's contact in public and larger private organisations should be appointed.

Approach HSE to enquire if Home Help hours can be increased, more access to Public Health Nurses (PHNs) is necessary. Also provide older people with information on how to contact PHN, Home Help and Occupational Therapists.

Request that Community groups create a "Community Liaison Officer" for older people to advise them about services available e.g. Meals-on-Wheels.

Ask Gardaí about how they can increase visible Garda presence in communities, especially at night. It was felt that active community policing was essential to maintaining a secure environment.

Agency Commitments – Community Support and Health Services.

- The Alliance will champion improved physical and mental health for older people by actively promoting the actions contained in Healthy Ireland, the priorities in the National Positive Ageing Strategy and any subsequent initiatives, such as the Healthy and Positive Ageing Strategy (HaPAi).
- **National Dementia Strategy**

The Alliance will look to the National Dementia Strategy (2014) to inform its dementia policy. It will link in with the Alzheimer's Society and other voluntary organisations in relation to the provision of dementia friendly services to older people with cognitive impairment.

The HSE will continue to work in partnership with Genio and Atlantic Philanthropies in areas including the IDEAS project in the Mercy University Hospital making the hospital services dementia friendly and trialling specific dementia home support services.

- Cork and Kerry Community Health Organisation (CHO) is committed to supporting older people and other vulnerable care groups including people with disabilities to remain living independently in their own homes and communities, for as long as possible.
- The HSE will provide access to home support services in Cork and Kerry CHO by referral to the local public health nurse, who carries out an assessment of need and makes recommendations as to the services required based on clinical priority, based on priority criteria and the available budget.
- The Cork and Kerry CHO will engage with the Older Peoples Forum and will work with the HSE Quality Improvement Division to address issues that arise from the "HSE and Older Peoples Forum annual Listening Meetings".



• Home Support Services

Targets the HSE is committed to:

- Provide timely access to appropriate support services.
- Facilitate and manage timely discharges from acute settings.
- Improve linkages between acute / community hospitals and community services.
- Bus Éireann will continue to deliver approximately 600 services per day serving Cork University Hospital (CUH) directly or in close proximity to CUH.
- Other city hospitals, including Mercy University Hospital, St. Mary's Campus, St. Finbarr's Hospital, South Infirmery, Marymount Hospice and other health facilities.
- Cork City Partnership commits to the continuation of the roll out of the personal alarm systems to older people across the city.
- In relation to Day Care Centres, the HSE is seeking a mechanism to ensure public involvement in the review process and wishes to seek the views of the forum on how this can best be achieved. The review is scheduled to be completed by the end of October 2016.
- Roll out of clinical programmes such as protocol for Type 2 Diabetes management by GPs – improving access to services and avoiding the need to attend clinics in hospitals.
- Health promotion initiatives for the general population as outlined in the Healthy Ireland Strategy such as smoking cessation; supports for exercise programs to maintain optimum health and mobility; and the Cork beats Stress programme.
- An Garda Síochána is committed to ensure that its services meet the needs of all people regardless of Gender, Marital status, Family status, Age, Religion, Disability, Sexual orientation or membership of the Traveller community.
- The actions of An Garda Síochána will be delivered in compliance with the Garda Síochána Older Peoples' Strategy 2010 and the Garda Victim's charter.
- An Garda Síochána will deliver a timely and effective proactive responses for older people. Increase trust and confidence by lessening the fear of crime amongst older people. Determine and respond to the needs and expectations of older people on an ongoing basis.
- Cork City Council through Cork Smart Gateway will seek to identify and introduce, where appropriate, technological solutions supporting the health, independence and security needs of older people.
- Cork City Council is committed to supporting the development of community groups for older people in the city. It will lead to the development and implementation of this strategy in conjunction with the Age Friendly Alliance. In general the Council will support initiatives that will bring older people together outside of their homes. It will continue to support events such as the Intergenerational Quiz and the Lord Mayor's Tea Dance.



2. Communication and Information

Communications and Information in the context of this strategy is about considering how a reliable flow of accessible information about community news, activities and opportunities can keep older people active and involved in all aspects of community engagement and participation. This is critical for those who have few formal or informal networks to call on.

Strategic Goal

Ensure that information relevant to older person's services is easily accessible by everyone in a manner and format most appropriate to their needs and experience.

Summary of HaPai findings:

- National TV is the greatest source of information for older people in Cork City. 78% of people aged over 55 get their information from TV and this is higher among the over 70s (82%)
- Local radio is another big source of information - 70% get information from local radio – again this is higher among over 70s (76%). Word of mouth is another good source of information, particularly among those in the 55-69 age group – 74% get information by word of mouth while among those age over 70 this is 56%.
- Only 35% get their information from the internet and 31% of older people in Cork city have used the internet every day or almost every day in the last three months. This is close to the national average (TILDA 2014) of 35%.

- There is a clear age difference in daily internet use between the age groups – 43% of the 55-69 age group and 13% of those aged over 70 use the internet daily or almost daily. Again, daily internet use in Cork city is close to the national average; 17% of over 70s and 46% of those aged 55-69 use the internet daily or almost daily. (TILDA 2014)
- Nearly 40% of those aged 70 and over never use the internet but among those aged 55-69 that percentage is only 8%.
- 14% of people aged 55-69 and 9% of those aged over 70 report difficulties getting information about local events or activities,
- 12% have difficulty getting information on health or social care.

What older people told us during the consultations

Although many have computers few know how to use them to full advantage. Workshops for older people to improve IT skills, knowledge and application are necessary.

Older people have asked for less jargon in information coming from public sources – e.g. information on property tax, water charges etc. Relevant agencies need to investigate how information can be provided to older people in a more suitable manner.

Older people require printed information, not just online information. A guide needs to be provided for community groups on how best to provide information to older people. Key service providers including financial institutions, utility companies such as electricity, gas, water etc should have a slower more distinct delivery in their pre-recorded service, with the option of sound boost if such was possible on phone-based service provision.



Agency Commitments

– Communication and Information

- An Garda Síochána will develop and maintain effective communication links between Gardaí and older people. This will involve meeting community groups and delivering actions on issues raised by them. The Safer Communities campaign affords an opportunity to disseminate crime prevention literature to different communities of interest including older people.
- Service Providers and businesses will ensure that their automated telephone services calls are age-friendly and easy to use.
- Cork City Council through Cork Smart Gateway will continue to identify innovative solutions to enhance effective communications with older people. It will support initiatives aimed at improving the IT knowledge and skills of older people. Technology solutions such as corporate communications and information dissemination will be cognisant of the needs of older people.
- Cork City Libraries will adopt and implement the Age Friendly Libraries Programme.
- Cork City Council will continue to improve the availability of/and access to information relating to housing grants and other home related financial supports.
- The business community in Cork will promote the benefits of clear communications with older people and in conjunction with Age Friendly Ireland will roll out the Age Friendly Business Programme.
- Businesses will be encouraged to designate an older person's champion from among their staff to deal with older persons issues and to feed this back to decision makers at the highest level.
- Organisations represented on the Alliance will provide proactive support and engagement with their employees on all aspects of pre retirement planning and the provision, if necessary, of post retirement support and advice.
- UCC (COLLAGE) will support initiatives that train the public and business in dementia awareness, linking with business interests.
- Bus Éireann will maintain high standards in its communications with older people, which includes clear signage in Parnell Place Bus Station and the availability of inspectors to assist people with enquiries. Frontline staff will be trained to ensure older customers are assisted in the application and understanding of new technologies.
- The HSE has a goal to reduce barriers for people in accessing health services. Improved communications will be achieved by ensuring service leaflets and application forms and decision processes are clear and easy to understand and complete by the public.





3. Transportation

It is our policy to actively support sustainable modes of transport and ensure that land use and zoning are fully integrated with the provision and development of high public quality transportation systems.

Strategic Goal

To enable older people in Cork City and areas adjoining the city to get to where they need to go when they want to go there.

HaPai findings:

- The majority of the under 70s (69%) are current drivers (who drove themselves in the past week), however this is lower for those aged 70+ (43%). The majority of people do not have any problems with transport (86%). In both age groups only 14% reported a difficulty. However when we looked at people who were not drivers, the numbers who experienced a difficulty rose to 28% among those aged over 70.
- People are generally very happy with public transport in the area – only 21% rated it as poor or very poor. Nationally when the Irish Longitudinal Study on Ageing (TILDA) asked this question in 2011, 35% of people rated transport in their area as poor or very poor.
- 80% of the 55+ in Cork City report that a lack of transport rarely or never prevents them from doing essential tasks. This figure is similar for attending health and social care appointments (82%) and slightly lower for socialising (75%).

What older people told us during consultation

Older people had concerns generally about getting out and about. It was felt that a lack of means of travel hugely impacts on the quality of life of older people in urban centres in cases where people were no longer able to walk longer distances.

It was felt that transport providers were not taking full cognisance of the needs of older people when stopping and picking up older customers.

- i.e. not waiting until older customers were seated before moving off.
- Not lowering flexible flooring ramp in all instances.
- Parking too far from the kerb forcing less able customers to walk to middle of the road before entering.

Following consultation it was recognised many of the issues outlined above were related to Public Transport Infrastructure not within the remit of transport providers to change, which the Alliance hopes to address.

Agency Commitments – Transportation

- Cork City Alliance will pursue opportunities to expand and develop flexible alternative transport initiatives for older people.
- Bus Éireann has a corporate policy of responding to customer queries within 5 working days. It operates Certificate of Professional Competence (CPC) courses for all drivers annually and will continue to monitor service delivery and safety issues on an ongoing basis.
- Bus Éireann operates more than 600 services daily to Cork University Hospital (CUH). It will add 4 new double-deck and 16 single-deck fully accessible low floor buses (NTA Funded) to its existing Cork City & Suburban Fleet for 2016.



- Cork City Council and the Cork Smart Gateway will seek to identify and where appropriate support new technologies to enhance transportation and urban mobility for older people.
- Under the HSE Access policy introduced in 2015, the HSE has a goal to reduce barriers for people in accessing health services. Health Services are required to examine accessibility which includes issues such as:
 - Physical barriers in service locations including the proximity of set down areas and public transport to the service entrance are matters considered on an ongoing basis.

4. Outdoor Spaces and Buildings

For the purpose of this theme, Outdoor Spaces and Buildings, refers to any part of the built public realm, where people living, working or visiting our city may be expected to visit or enjoy.

Strategic Goal

Ensure that the location, design and maintenance of buildings and the surrounding environment are age proofed and in line with current best practice.

Summary of HaPai findings:

Access to services

(Note: these percentages exclude participants who said that the services were not available)

- A majority of people (56%) have no difficulty accessing essential services (such as shopping, the Gardai, postal, banking, transport, or health services).
- The services that older people found most difficult to access were:
Full banking services; 29% reported a difficulty. By comparison, the European Quality of Life survey asked this question in 2012 and only 14% reported a difficulty accessing banking services

- Gardai; 28% reported a difficulty.
- Cafes and restaurants; 25% reported a difficulty.
- The service that was easiest to access was the community centre or other venue where you can meet friends - 17% reported a difficulty.

Satisfaction with aspects of the built environment

- The good news is that 89% of people in Cork City like living in the area either a lot or a little. 73% of those aged 55-69 and this increases to 85% among those aged 70+.
- 50% of people aged 70 and over and 39% of people aged 55-69 are dissatisfied with the availability of public toilets in Cork City.
- Almost two thirds (61%) are satisfied with the number and the timing of pedestrian Crossings and traffic lights.
- However, only 39% of people are satisfied with the availability of seats or resting places.
- Almost half (49%) of those aged 55 and over are satisfied with the quality and continuity of paths or pavements. Satisfaction rates are higher for men (55%) compared with women (44%) aged 55 and older and dissatisfaction is higher among people aged 70+ (38%) compared with 26% of people aged 55-69.





What older people told us during consultation

Public facilities such as footpaths, street lighting, seating and toilets in areas identified by older people need to be more age-proofed and readily available.

There needs to be more pedestrian crossings and for those already in place, the timing sequence needs to be extended to allow for individuals with walking difficulties to safely cross

The introduction of seating/benches along St Patrick's Street and in the City Centre generally. City and suburban shopping centres should add seating areas to the furniture of such outlets.

Street crossings in areas identified by older people need to be upgraded.

Agency Commitments – Outdoor Spaces and Buildings.

- Cork City Council will ensure that accessibility in design and best practice should be followed at planning stage and carried through to implementation.
- Cork City Council will ensure provision of seating areas in new public spaces and actively promote provision of the same in new developments.
- HSE will use best design practice in the design of Primary Care Buildings.
- The business community will highlight and promote the provision of seating areas in city and suburban shopping centres.
- Cork City Council and Cork Smart Gateway will seek to identify and embed the delivery of technology solutions for public buildings, enabling enhanced civic participation by older people.

- In the design of civic or public buildings Cork City Council will consult with Cork City Age Friendly Alliance to demonstrate that best practice standards are being pursued.
- Bus Éireann will continue to ensure full accessibility and design best practice in relation to our fleet and our premises and that infrastructure provided at bus stops is in line with best practice and facilitates ease of access for older customers to Bus Éireann services.
- Bus Éireann is cognisant of the needs of older members of the community including awareness around the siting of bus stops/shelters within the area and will aim to ensure that communities with a largely older population will retain services linking the community to city centre, services and amenities.
- Bus Éireann will continue to liaise with Cork City/County Councils and An Garda Síochána in relation to :
 - Ensuring that infrastructure at our bus shelters/stops is suitable for our older customers' safety and allows for ease of access to our services.
 - Enforcing the no-parking policy at bus stops and in bus lanes.



5. Civic Participation and Employment

Civic participation and employment in the context of this strategy is about considering the benefits that may be garnered from general participation and engagement in one's own community. When considering the health and well-being of an older person the level of opportunity to engage and participate can be restricted due to health and accessibility barriers.

Strategic Goal

To enable older people to participate fully in lifelong learning opportunities and in the employment market where desired.

Summary of HaPai Findings:

- Social participation in Cork City is just below the national average - 45% of people participate in a community group at least once a month and 31% participate weekly. The national average (TILDA 2014) for participation in a community group at least once a month is 49%.
- Those in the younger age group (55-69) have a slightly higher level of weekly participation - 37% than those aged over 70 (26%).
- 64% people aged over 55 meet socially with friends, relatives or colleagues at least once a week and only 10% meet socially less frequently than once a month (or never). More than twice as many people aged 70+ (14%) compared with those aged 55-69 (7%) who report being lonely 'often'. Just under one quarter 21% of people aged 55+ report feeling lonely some of the time.
- While three quarters of people aged 55+ (75%) in Cork City reported that they were satisfied with the availability of social contacts within walking distance of where they live, almost one third of people aged 55+ (32%) reported that the social activities available in Cork City do not interest them. Local community groups are keen to recruit/include older people as volunteers for their services.

What older people told us during consultation

A guide to community groups in ones area should be established to enable volunteers to be aware of opportunities available for which their skills should be suitable. e.g. establish formal links between Cork Volunteering Centre and Cork Age Friendly Forum and Alliance.

Increase opportunity to work past age of 65 in a way which will not negatively influence one's social welfare payments- people find that they lose benefits if they avail of part time work / full time work.

Agency Commitments – Civic Participation and Employment

- The Alliance will engage with Volunteer Ireland on a project to encourage more volunteers in communities across the city.
- The members of the City Alliance will, through their corporate policies, provide, promote and highlight opportunities for continuing education and employment opportunities.
- 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.



Photo - Clare Keogh



- Cork Smart Gateway in collaboration with IERC has surveyed senior citizens in the city. The findings of this survey will inform the Smart Gateway actions in respect of older people.
- Cork ETB will continue to partner with organisations in the city to deliver community education programmes exclusively to older learners.
- Educational institutions will age-proof their educational offerings to adjust to population changes.
- The Alliance will, through the Learning City Initiative continue to champion education provision which is cross-generational.
- Cork City Partnership will continue to provide education, training and employment supports to individuals up to pension age and in addition will also provide volunteering and education opportunities to support civic participation.

6. Respect and Social Inclusion

The Respect and Social Inclusion Theme considers issues around how valued, active and engaged people feel in their community. The aim being to help combat stereotypes, myths and negative views on ageing and prevent prejudice against older people

Strategic Goal

To promote inclusiveness and respect for older people in all aspects of service provision.

Summary of HaPai Findings

- One third (33%) of adults aged 55-69 volunteer at least once a month and 18% of them volunteer at least once a week. Among those aged 70+ 22% volunteer at least once a month and 12% volunteer at least once a week.
- Most people are satisfied with the amount of volunteering they do. 65% of those in the 55-69 age group are satisfied but 15% would like to increase the amount of time they spend. Among those aged over 70 the level of satisfaction with time spent volunteering is higher (82%).
- A majority (58%) are satisfied with the range of volunteering opportunities. However, 40% say that they don't know if they are satisfied.
- Most people have never experienced negative attitudes or behaviour towards them as an older person. However, 24% said that they had had such an experience. Overall, the most common sources were from younger people (18%) in places like shops, pubs or restaurants (10%) and those providing services in the financial sector (9%).

What older people told us during consultation

- Feeling disrespected in businesses in the community. Lack of respect in pharmacies and supermarkets was a big issue. For example in pharmacies; changing of brands without consultation and changing of days on medication from 30 to 28 without consultation. Many also felt mistreated in many supermarkets.
- There needs to be more awareness in the public that older people deserve to be treated with dignity – Consider city wide campaign promoting positive attitudes towards older people. Target secondary schools / Public transport.



Agency Commitments – Respect and Social Inclusion

- Cork City Alliance will incorporate the principles of the vision, mission and values of the Cork Age Friendly City Strategy into their own strategies, plans and service provision.
- Alliance members will use existing services and facilities such as libraries, community centres and day centres to run intergenerational events.
- 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 the generations to facilitate a greater mutual understanding.
- Cork City Council will be guided by Smart Gateway Strategy in addressing the needs of older people in the design of public facing ICT solutions and systems.
- Cork City Partnership will support and expand its Friendly Call service and plans to develop an associated visitation service to include those not in a position to engage in community activities in their area.
- Cork City Partnership through Friendly Call will seek to develop a system of transportation for older and vulnerable people to enable them to attend appointments e.g. hospital appointments.

7. Social Participation

When considering the Social Participation in this section we are referring to the extent to which a person feels socially connected. Social connection - feeling part of a network of family, friends and community is one of the main determinants of health and wellbeing.

Strategic Goal

To enable older people to participate fully in the social, economic and political life of the city.

Summary of Hapai Findings

- Social participation in Cork City is just below the national average - 45% of people participate in a community group at least once a month and 31% participate weekly. The national average (TILDA 2014) for participation in a community group at least once a month is 49%.
- Those in the younger age group (55-69) have a slightly higher level of weekly participation - 37% than those aged over 70 (26%).
- 64% of people aged over 55 meet socially with friends, relatives or colleagues at least once a week and only 10% meet socially less frequently than once a month (or never). More than twice as many people aged 70+ (14%) compared with those aged 55-69 (7%) report being lonely 'often'. Just under one quarter 21% of people aged 55+ report feeling lonely some of the time.
- While three quarters of people aged 55+ (75%) in Cork City reporting that they were satisfied with the availability of social contacts within walking distance of where they live, almost one third of people aged 55+ (32%) reported that the social activities available in Cork City do not interest them.



What older people told us during the consultations

A need exists to promote services that provide visits to older people who suffer isolation. Community groups should be contacted to encourage them to set up services such as walking groups.
e.g. Friendly Call Cork, St. Vincent de Paul Visitation service.
Renewed Neighbourhood Watch Campaigns/more information about local Community Safety Forums.

Agency Commitments – Social Participation

- Cork City Alliance will endeavour to facilitate the sharing of information relating to community groups.
- Cork City Alliance will work with outside organisations to expand and increase levels of activity from middle age in keeping with the aims of Healthy Ireland.
- The Alliance will encourage people through the Older Peoples Forum to participate in the new framework for public engagement and participation through the Public Participation Networks (PPN).
- The Alliance will act as a catalyst to service providers to expand and develop initiatives aimed at encouraging the social engagement of older people.
- Cork City Library will ensure that the library service is age-friendly, and that its service plays a central role in making Cork an Age-Friendly City.

- Cork City Library will make appropriate provision for older citizens, in terms of collections and programmes and will provide regularly-refreshed collections of large print books and audio books, including downloadable e-audio books
- Cork City Library will organize a comprehensive range of events each year as part of the 'Bealtaine' festival and will foster and facilitate book clubs, creative writing groups and other forms of cultural expression, specifically for older citizens.

8. Housing

Housing for the purpose of this theme includes the built accommodation but also relates to the associated essential community supports that may assist a person to remain living in their own home for longer than they might otherwise.

Strategic Goal

Enable older people to live in their own homes and communities by providing the necessary supports and services as well as suitable housing in the right locations.

Summary of HaPai Findings:

- One third (34%) of those aged over 70 and 43% of those aged 55-69 have some difficulty with facilities in their homes – this is defined as shortage of space, home too big, indoor flushing toilet, bath/shower, downstairs toilet, outside space. 15% reported that their home does not have a downstairs toilet or bathroom facilities.
- 21% people aged 55+ had difficulty keeping their house adequately warm in the last 12 months. This is higher than the EQLS (2012) average of 5%.



- One fifth (21%) of people aged 55-69 and 12% of people aged 70+ have problems with housing conditions (such as rot in windows and floors or leaks in walls or roof).
- Approximately one third of those aged 55+ (32%) have difficulty with housing upkeep. 32% of the over 55s have difficulty with the cost of upkeep. A total of 22% of people aged 70+ compared with 7% aged 55-69 have difficulty carrying out housing maintenance or upkeep themselves.
- When asked about their willingness to move home if they were no longer able to remain in their homes, a majority were negative about the various options. Participants were most positive about adapting their current home to their needs (70% of over 70s and 62% aged 55-69).

The level of positivity toward other housing options was significantly lower; only 22% of over 55s were positive about moving to an adapted type of housing; 11% were positive about living together with a few older people and just 4% were positive about moving to a nursing home.

What older people told us during consultation

Contact Cork City Council regarding the availability of grants for home adaptations. This would improve the quality of life for those remaining at home.

Extra support to address the needs for those living at home is essential.

Agency Commitments – Housing

- Cork City Alliance will work with service providers, community and voluntary organisations to streamline and coordinate community-level supports and services for older people living in the city to enable them to remain in their communities for longer.
- Cork City Council provides and will continue to provide specific accommodation for older people of different ages. Horgan's buildings, Maddens Building's and Kelleher's Buildings for people over 60. Roche's Buildings and Sutton's Buildings for those over 50 and Barrett's Buildings for age 55 and up.
- The Cork City Council Housing Strategic Policy Committee will consider best practice in housing provision for older people.
- Cork City Council will continue to support the work of SHARE to provide accommodation specifically for older people.
- An Garda Síochána will provide one point of contact for information relating to security in the home, security when outside and text alert schemes.





The Cork Age Friendly City Alliance is committed to implementing this strategy over a five year period 2016 to 2020. It will consider the steps it needs to take to deliver the overarching goals and will decide a process for reviewing these.

Each agency will be required to report on the measures set out in the action plan and the Alliance will review the progress of the strategy periodically.

The Alliance will utilise the Older People's Forum for opinions and advice from time to time. It envisages that the working group of agency staff is best placed to address many of the actions directly and will empower the working group to continue its work.



CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

Overarching goals to be addressed by the Alliance

The Alliance is committed to address thematic actions which are specific, measurable and reviewable. During the lifetime of this strategy, the proposed measures under these thematic actions will be reported on by the member organisations and progress towards achieving the different goals reviewed and where necessary, amended. It is expected that new issues may arise during the lifetime of this strategy and that the Alliance will be flexible in addressing these new agendas.

Priority Action	Proposed Measures	Agency Responsible
The Alliance will improve access to its services for older people.	Agencies will ensure that all staff will deal with older people in an Age appropriate manner.	Alliance
Cork City Alliance will seek to expand and increase levels of activity including volunteerism from middle age in keeping with the aims of Healthy Ireland.	The Alliance will develop a directory of services for older people that will provide flexible, easily updateable information. A working group will scope out the provision of a directory.	Alliance
The Alliance will promote and encourage the development of the Cork City Age Friendly Business Programme.	The age friendly business programme will be developed to promote better customer facing interactions.	Alliance
The Alliance will look to the National Dementia Strategy (2014) to inform its policy in relation to the provision of dementia friendly services to older people with cognitive impairment.	Develop links with the Alzheimer's Society and other Voluntary organisations	Alliance

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

1. Community Support & Health Services

Strategic Goal

The Alliance will ensure that older people have access to adequate health services and information and to age friendly health and community facilities needed for healthy and active living.

Priority Action	Proposed Measures	Agency Responsible
1.1 HSE will provide appropriate access to Community Health Supports based on assessed need in the city.	HSE will communicate the scope and depth of its policy on home helps.	HSE
1.2 Facilitate the coordination of discharges from acute settings	HSE will communicate its policy around the home help service for older people at the time of discharge.	HSE
1.3 An Garda Síochána will deliver timely, effective proactive responses to safety issues.	Numbers getting advice recorded on the Garda PULSE system.	An Garda Síochána
1.4 An Garda Síochána will determine and respond to the needs and expectations of older people.	Feedback addressed at each meeting of the community safety fora in each Garda District on actions carried out.	An Garda Síochána
1.5 Cork City Council will support initiatives valuing the contribution of older people	C & V awards - Age Friendly will be included as a key theme in deciding the categories. Supports provided to citywide initiatives such as the Intergenerational Quiz contribution to Friendly Call Service and other similar services as required.	Cork City Council
1.6 Cork City Partnership will be the point of contact for the delivery of the personal alarm systems to older people	Number of alarm systems requested and installed.	Cork City Partnership
1.7 Bus Éireann will maintain its service to City Hospitals including CUH Cork Mercy Hospital, St.Mary's Campus, South Infirmary, St. Finbarrs hospital, and Marymount Hospice	The number of services to each hospital	Bus Éireann

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

2. Communication and Information

Strategic Goal

Ensure that information relevant to older person's services is easily accessible by everyone in a manner and format most appropriate to their needs and experience.

Priority Action	Proposed Measures	Agency Responsible
2.1 An Garda Síochána will develop and maintain effective communication with older people.	Annual reports on the numbers of groups contacted, population impacted and actions delivered. Annual Reports on safer Communities campaign annually – numbers and activities. Explore opportunities for the development of a community text alert system.	An Garda Síochána
2.2 Service Providers and businesses will ensure that their automated telephone services calls are age-friendly and easy to use.	Alliance to meet with service providers	All Alliance members
2.3 City Libraries will adopt and implement the Age Friendly Libraries Programme.	Registration Process Commenced	Cork City Council
2.4 The Alliance will promote the benefits of clear communications with older people with its members and will, in conjunction with Age Friendly Ireland, roll out the Age Friendly Business Programme.	The numbers of businesses registered to the Cork Age Friendly Business initiative. Subcommittee in place with representation from the forum.	Business Community Age Friendly Ireland
2.5 The Cork business community will support and encourage the development of an Age Friendly ethos among its membership to deal with older persons issues and will support the Cork Age Friendly initiative.	Cork Business Association and Cork Chamber will be key partners on the Age Friendly Alliance. The number of businesses registered as age friendly business initiative.	Business Community

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

2. Communication and Information *continued*

Strategic Goal

Ensure that information relevant to older person's services is easily accessible by everyone in a manner and format most appropriate to their needs and experience.

Priority Action	Proposed Measures	Agency Responsible
2.6 Agencies will provide proactive supports and engagement with employees on all aspects of pre-retirement planning including post retirement support and advice.	Numbers of staff receiving retirement training supports.	All Alliance members
2.7 Cork City Council will support initiatives aimed at improving the IT skills and knowledge of older people.	Equipment provided to initiatives such as Junior Chamber.	Cork City Council
2.8 Cork City Council will ensure that technology solutions such as Corporate Communications and Information Dissemination are aware of the needs of older people.	Incorporate specific requirements into tender documentation and specification. Cognisance of requirements of elder persons during deployment and implementation.	Cork City Council
2.9 Cork City Council and Cork Smart Gateway will continue to identify innovative solutions to enhance effective communications with older people.	Number of projects appropriate to older people included in operational plan for Cork Smart Gateway. Engage with industry to assess and as appropriate implement assisted living solutions for older persons. How many implemented?	Cork City Council
2.10 Bus Éireann in Cork will maintain high standards and offer supports to older people in relation to new technologies.	Frontline staff at Parnell Place Bus Station will assist older customers in operation of TVMs and Leap Card Devices. Poster displays & Regular notices addressing passenger issues around health and safety displayed prominently for staff attention. Signage for customers to give up seating for older people if required.	Bus Éireann
2.11 The HSE will enhance the accessibility of its services through the development of clear communications systems.	Number of service leaflets and application forms available to older people.	HSE

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

3. Transportation

Strategic Goal

To enable older people in Cork City and adjoining areas to the city to get to where they need to go when they want to go there.

Priority Action	Proposed Measures	Agency Responsible
3.1 Bus Éireann will continue to ensure that fleet used in the provision of Cork City and Suburban bus services is suitable for, and fully accessible to our older customers.	Cork City & Suburban services fleet are 100% low floor accessible. New fleet (funded by NTA) introduced will be 100% low floor, fully accessible.	Bus Éireann
3.2 Bus Éireann will continue to emphasise to staff the need to understand the requirements of its older customers.	Bus Éireann's booklet "Age Friendly Services to Our Customers" will be made available/issued to all members of staff. Bus Éireann will continue to provide Bus Drivers Annual CPC courses to all drivers and will ensure 100% driver compliance with CPC courses.	Bus Éireann
3.2 Provide a sufficient Bus Service to health facilities throughout the city.	No. of buses serving Health facilities. Total of 602 bus services daily. Currently BÉ Services 214 and 216 terminate within the CUH grounds. Bus Éireann will regularly review the services which terminate within CUH grounds.	Bus Éireann

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

4. Outdoor Spaces & Buildings

Strategic Goal

Ensure that the location, design and maintenance of buildings and the surrounding environment are age proofed and in line with current best practice.

Priority Action	Proposed Measures	Agency Responsible
4.1 All agencies will ensure that accessibility in design and best practice should be followed at planning stage and carried through to implementation, including the provision of street furniture.	Specific requirements will be developed to be incorporated in the tender and design stages of websites and applications. Accessibility audits undertaken on deployed applications & websites. How many audits undertaken?	Cork City Council Cork Education & Training Board An Garda Síochána HSE Cork City Partnership
4.2 Alliance Staff engaged in developing the public realm will participate in the Age Friendly Ireland programme "Age Friendly Training for Housing and the Public Realm"	The Numbers of staff attending from each agency.	Cork City Council
4.3 The City Architect's Department will discuss relevant proposals to design or adapt civic or public buildings with Cork City Age Friendly Alliance to demonstrate that best practice standards are being pursued.	The Alliance will be invited to consider the design of relevant new civic or public buildings and issues arising.	Cork City Council HSE
4.4 Bus Éireann will seek to ensure that infrastructure provided at bus stops is in line with best practice and facilitates ease of access for older customers to Bus Éireann services.	Bus Éireann will continue to liaise with Cork City /County Councils and An Garda Síochána in relation to:- Enforcing the no-parking policy at bus stops and in bus lanes. Ensuring that infrastructure at our bus shelters /stops is suitable for our older customer's safety and allows for ease of access to our services.	Bus Éireann

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

5. Civic Participation & Employment

Strategic Goal

To enable older people to participate fully in lifelong learning opportunities and in the employment market where desired.

Priority Action	Proposed Measures	Agency Responsible
5.1 The Alliance will support the development of the Older People's Forum into a strong representative voice for older people.	Ensure Older People's Forum meetings are taking place and submitting issues for discussion to the Alliance. The Alliance will be a key consultative body on public policy relating to older people.	Cork City Council
5.2 The Alliance will engage with education providers to ensure the participation of older people's accessibility to courses.	The number of courses targeted specifically at older people. Budgets provided for older people in education.	Cork Education and Training Board Cork City Partnership UCC
5.3 Seek to increase opportunities to work past age of 65 in a way which will not negatively influence one's social welfare payments – people find that they lose benefits if they avail of part time work / full time work.	A line of communication with the Department of Social Protection will be developed.	Alliance
5.4 Cork City Partnership will provide education, training and employment supports to individuals up to pension age.	The type and number of supports offered.	Cork City Partnership

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

6. Respect and Social Inclusion

Strategic Goal

Cork Age Friendly Alliance will ensure that older people in the city are valued and allowed to play a key role in the life of the city.

Priority Action	Proposed Measures	Agency Responsible
6.1 Service providers and businesses will actively promote the positive portrayal of older people in their advertising.	The number and types of measures taken.	Cork Age Friendly Business sub-committee.
6.2 Cork City Council and other Alliance members will use existing services and facilities like libraries, community centres and day centres to run intergenerational events.	Each agency will support engagement in various intergenerational events.	Alliance
6.3 Cork City Partnership will continue to operate and seek to expand the Friendly Call Service throughout the City.	Numbers of older people receiving a service.	Cork City Partnership
6.4 Cork City Partnership will seek to develop a system of transportation for older and vulnerable people to enable them to attend appointments, e.g. hospital appointments.	Reports on steps taken to develop a transport service.	Cork City Partnership

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

7. Social Participation

Strategic Goal

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

Priority Action	Proposed Measures	Agency Responsible
7.1 Cork City Age Friendly Alliance will endeavour to facilitate the sharing of information relating to community groups.	An overarching aim.	Alliance
7.2 The Cork City Alliance will support initiatives that seek to keep in touch with older people such as friendly call, care and repair and visitation services.	The types of supports provided.	Cork City Council HSE Cork City Partnership
7.3 Cork City Libraries will provide a library service that is age-friendly and will play a central role in making Cork an age-friendly city.	Libraries will make appropriate provision for older citizens. Libraries will organize a comprehensive range of events each year as part of the 'Bealtaine' Festival. Libraries will foster and facilitate books clubs, creative writing groups and other forms of cultural expression, specifically for older citizens.	Cork City Council

CORK AGE FRIENDLY CITY STRATEGY - ACTIONS

8. Housing

Strategic Goal

Enable older people to live in their own homes and communities by providing the necessary supports and services as well as suitable housing in the right locations.

Priority Action	Proposed Measures	Agency Responsible
8.1 Cork City Council will continue to improve the availability of/and access to information relating to housing grants and other home related financial supports.	Availability of forms. Ease with which they are understood.	Cork City Council
8.2 Cork City Age Friendly Alliance will support the work of community and voluntary organisations to enable older people to remain in their communities for longer.	Supports given.	Cork City Council Cork City Partnership
8.3 The Housing SPC of Cork City Council will consider best practice in the area of housing for older people.	The SPC will receive a presentation from Age Friendly Ireland on the SLIOTHAR programme entitled “Housing for Older People: Future Perspectives”	Cork City Council
8.4 An Garda Síochána will provide one point of contact for information relating to security in the home, security when outside and text alert schemes.	Crime prevention officer in place.	An Garda Síochána



Membership of Cork Age Friendly City Alliance

Ann Doherty	Cork City Council	Chair
Phil Uí Mhurchú	Cork Older People's Forum	
Noel Dempsey	Cork Older People's Forum	
Nora O'Donovan	Cork Older People's Forum	
Finbarr Coughlan	Cork Older People's Forum	
Gabrielle O'Keefe	Health Service Executive (HSE)	
Ger Canning	Cork Education and Training Board (CETB)	
Superintendent Tom Myers	An Garda Síochána	
Martin Walsh	Bus Éireann	
Michelle O'Sullivan	Cork Chamber	
Lawrence Owens	Cork Business Association (CBA)	
Brenda Cahill	Cork City Partnership	
Stephen Murphy	Cork Healthy City initiative	
Ronán O'Caoimh	COLLAGE (UCC)	

Acknowledgements

The Alliance wishes to acknowledge all those that contributed to the development of the strategy. This should include the Cork Older People's Forum, the Cork Age Friendly City working group. Also, the Alliance appreciates the contributions of the older people who contributed so enthusiastically in the different consultations that took place and is committed to ensure that their voice will be implemented in this strategy.

The Alliance acknowledges the support of Age Friendly Ireland who has supported us along the way. In particular the support of Hugh O'Connor, Debra O'Neill and Shane Winters is valued.

The Alliance acknowledges the work of the Community and Enterprise Section of Cork City Council particularly Con O'Donnell and Chris Dorgan. Also, it acknowledges the contribution of Deborah O'Connell.

The Alliance would also like to thank Cork Healthy Cities for commencing the process and the interagency working group that has supported the process thus far will in the future deliver the operational activities.

Members of the initial Alliance represented by others:

Conor Healy	Cork Chamber
Chief Superintendent Michael Finn	An Garda Síochána
Ted Owens	Cork Education Training Board



CORK
AGE FRIENDLY
CITY PROGRAMME



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