



**AGE FRIENDLY HERTFORDSHIRE
RESIDENT ENGAGEMENT**

Next steps in addressing
Age Friendly priorities identified by
Hertfordshire residents aged 55+

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**OVER 3K
HERTFORDSHIRE
RESIDENTS AGED 55+
FEDBACK THEIR
VIEWS ON 8 AREAS
OF EVERYDAY LIFE.....**

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Lack of access to toilets, limited seating, and safety concerns are barriers to getting out and about



Transport services are unreliable and difficult to use. Poor information and inadequate waiting areas are areas of concern



Digital access does not equal confidence. People need clear communication in different formats



People want to feel safe, be welcomed and join in, but health, transport, confidence and time are barriers for many



Many people feel overlooked due to a lack of visibility, respect, and representation



People are using services but are facing barriers like long waits, digital-only systems, unclear signposting and limited face-to-face support



There is a missed potential for people to work and volunteer, especially among younger older adults



People's independence is being impacted by concerns about heating the home and not being able to find housing information



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**ON THE 8TH OCTOBER A
WORKSHOP WAS HELD
WITH SERVICE
PROFESSIONALS TO
IDENTIFY AND PRIORITISE
ACTIONS BASED ON THE
FEEDBACK FROM
RESIDENTS**

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**FURTHER ENGAGEMENT
WAS ALSO SOUGHT AT
WORKSHOPS AT THE
VCFSE CONFERENCE ON
THE
20TH OCTOBER**

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**HERE ARE THE FINDINGS
AND NEXT STEPS FROM
ENGAGEMENT WITH
SERVICE
PROFESSIONALS...**

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WE ASKED SERVICE PROFESSIONALS TO PRIORITISE THE TOP 3 ACTIONS TO ADDRESS EACH AREA OF RESIDENTS' FEEDBACK

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TO FOLLOW IS A REMINDER OF RESIDENTS' FEEDBACK FOLLOWED BY THE TOP 3 PRIORITISED ACTIONS

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THESE PRIORITIES WILL INFORM LOCAL ACTION PLANS WHICH WILL BE COLLABORATIVELY DEVELOPED WITH BOTH SERVICE PROFESSIONALS AND LOCAL OLDER ADULTS

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Outdoor Spaces & Buildings

Lack of access to toilets, limited seating, and safety concerns are barriers to getting out and about

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Outdoor Spaces & Buildings

ACTION - Prioritise increased public toilet provision, run community toilet schemes ('Free to pee') and improve signage to existing facilities, addressing one of the most widespread issues across all age groups.

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Outdoor Spaces & Buildings

ACTION - Allocate funding to repair uneven pavements and eliminate trip hazards.

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Outdoor Spaces & Buildings

ACTION - Upgrade street lighting and footpath visibility to improve safety and confidence, particularly for evening travel or winter months.

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Transportation

Transport services are unreliable and difficult to use. Poor information and inadequate waiting areas are areas of concern

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Transportation

ACTION - Improve the frequency and reliability of local bus services, particularly routes linked to essential services and town centres, addressing the top concern across all datasets.

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Transportation

ACTION - Increase availability and awareness of accessible community transport schemes for those unable to use public buses.

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Transportation

ACTION - Install or upgrade appropriate and inclusive seating and/or shelter at all bus stops.

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Communication & Information

Digital access does not equal confidence. People need clear communication in different formats

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Communication
& Information

ACTION - Create and promote local advocates, whether through community connectors, chatty bus campaigns, age-friendly ambassadors or local advice lines such as Herts Help, to enable access to the right services in a way that feels safe, human and approachable.

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Communication
& Information

ACTION - Recognise that some residents do not or cannot access digital information at all. Involve non-digital users when shaping local information strategies.

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Communication
& Information

ACTION - Ensure service information is shared through printed, face-to-face, and digital formats to meet different preferences and access needs.

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Social
Participation

People want to feel safe, be welcomed and join in, but health, transport, confidence and time are barriers for many

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Social
Participation

ACTION - Embed opportunities for social connection into wider strategies for healthy ageing, recognising that loneliness is not inevitable and can be prevented through proactive, inclusive community-building.

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Social
Participation

ACTION - Develop earlier interventions for age groups and demographics most at risk of future isolation, including carers, working age older adults, and non-digital residents.

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Social
Participation

ACTION - Work with older residents, particularly those aged 55–65, to create activities that reflect their interests, life stages, and identities, ensuring provision goes beyond traditional models.

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Respect and
Social Inclusion

Many people feel overlooked due to a lack of visibility, respect, and representation

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Respect and
Social Inclusion

ACTION - Address practical access barriers, such as inadequate seating, signage, and toilet provision, as these can undermine a person's sense of dignity, inclusion, and belonging.

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Respect and
Social Inclusion

ACTION - Invest in projects that bring generations together through shared spaces, creative activities, or mutual learning, to foster understanding and break down stereotypes.

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Respect and
Social Inclusion

ACTION - Improve local communication channels and community outreach to ensure older people are informed, involved, and able to contribute to shaping the places they live.

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Community and
Health Services

People are using services but are facing barriers like long waits, digital-only systems, unclear signposting and limited face-to-face support

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Community and
Health Services

ACTION - Co-locate clinical, social prescribing and support services in central community venues to create trusted, easy-to-navigate local hubs.

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Community and
Health Services

ACTION - Offer routine health checks, mental health support, and early intervention programmes to reduce crisis need and promote independence.

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Community and
Health Services

ACTION - Expand options for non-digital booking of appointments and invest in face-to-face provision to ensure services are inclusive and responsive.

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Civic Participation
& Employment

There is a missed potential for people to work and volunteer, especially among younger older adults

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Civic Participation
& Employment

ACTION - Promote age-inclusive employment through promotion of the Age Friendly Employer pledge, offering guidance on flexible roles, retraining, and tackling age bias in recruitment practices.

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Civic Participation
& Employment

ACTION - Develop targeted outreach and support to involve underrepresented groups in volunteering and decision making, ensuring all voices are included in shaping their communities.

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Civic Participation & Employment

ACTION - Value the wide range of civic roles older people play, including caregiving, mentoring, and informal community leadership, and ensure these are acknowledged and celebrated in local media.

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Civic Participation & Employment

ACTION - Strengthen promotion of volunteer roles through offline and face-to-face channels, and ensure opportunities reflect diverse interests, backgrounds, and access needs.

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Housing

People's independence is being impacted by concerns about heating the home and not being able to find housing information

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Housing

ACTION - Promote and streamline access to home adaptations that support independence, ensuring older people can age in place safely.

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Housing

ACTION - Recognise that digital exclusion, low income, and health needs often overlap, and design housing support that addresses these challenges holistically.

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Housing

ACTION - Ensure new housing developments and supported accommodation are located near shops, health services, and community spaces to reduce reliance on transport and improve daily living.

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Housing

ACTION - In supported housing and retirement settings, introduce structured programmes and staff roles that actively promote interaction, helping combat isolation.

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WE ASKED SERVICE PROFESSIONALS WHAT ACTIVITIES WERE ALREADY HAPPENING ACROSS THESE 8 AREAS. A TOTAL OF 221 EXISTING ACTIVITIES WERE IDENTIFIED.

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Hertfordshire

THE TOP 5 AREAS OF EXISTING ACTIVITIES WERE:

- **HEALTH & WELLBEING SESSIONS/OPPORTUNITIES**
- **ADVICE AND SIGNPOSTING**
- **UTILISING EXISTING COMMUNITY TRANSPORT**
- **VOLUNTEERING OPPORTUNITIES**
- **INTERGENERATIONAL ACTIVITIES**

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WE ASKED SERVICE PROFESSIONALS TO SIGN UP TO LOCAL ACTION PLANNING

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- **40 PEOPLE HAVE SIGNED UP TO SUPPORT DEVELOP OF LOCAL PLANS**
- **OVER HALF HAVE OFFERED A WIDE RANGE OF EXPERTISE AND SUPPORT ACROSS ALL OF THE DOMAINS**
- **NEARLY TWO THIRDS HAVE OFFERED SUPPORT COUNTY WIDE**

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TOP AREAS OF SUPPORT ARE;

- **WIDE RANGING (MULTIPLE)**
- **COMMUNITY KNOWLEDGE & ENGAGEMENT**
- **TRANSPORT POLICY & KNOWLEDGE**
- **PHYSICAL ACTIVITY & WELLBEING**
- **NHS INSIGHT**
- **EQUALITY & DIVERSITY**

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**WE WILL ENSURE THAT WE
UPDATE YOU ON PLANS AS
AND WHEN THEY ARE
DEVELOPED.
THIS WILL INCLUDE
UPDATES ON
'LIVE' ACTIVITIES
AND THEIR IMPACT**

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THANK YOU

**PLEASE CONTACT
agefriendly@ageukherts.org.uk
IF YOU ARE A SERVICE PROFESSIONAL
THAT WOULD LIKE TO JOIN THE AFC
NETWORK OR IF YOU ARE A RESIDENT
AND ARE INTERESTED IN BECOMING A
LOCAL AGE FRIENDLY AMBASSADOR**

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