



Marlborough Age-friendly Strategy

2022 - 2027

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Overview

Marlborough is an age-friendly community that will support and enable people to age actively, live safely, enjoy good health and grow old with dignity, respect, and independence.

Globally the older age group is growing faster than any other with New Zealand expected to have 1.2 million people aged over 65 by 2034. This trend brings with it a series of challenges that requires local and national governments to adapt their approach to housing, transportation, recreation, outdoor spaces and the services and support systems they provide.

Following the international trend, Marlburians are living longer and healthier lives. Due to developing medical science and improvements in public health and social and economic development, we can reasonably expect many more years of life than previous generations.

Though the thought of living a long and healthy life is appealing, ageing can be daunting and brings with it uncertainties about continued independence and availability of support and services. Income inequality, physical and mental illnesses, rapidly evolving technology, and climate change are just a few of the many barriers that can prevent older residents from staying well and engaged in their communities.

Equally, an increasing number of older people are working longer, contributing to volunteer groups and remaining active in their communities.

The aging population calls for initiatives that address the specific needs of older residents of all levels of independence and backgrounds.

Local governments can play a role in bringing community partners together for a collaborative and coordinated approach to supporting older residents. Marlborough District Council recognises that achieving positive outcomes for older people necessitates the commitment of multiple agencies.

In 2021, Marlborough District Council confirmed its commitment to becoming an age-friendly community. An age-friendly steering group was formed and a strategy prepared in order to create a region that meets the needs of its older residents, while providing a physical and social environment where everyone is valued and respected, regardless of age.

What is an age-friendly community?

“An age-friendly community is a place where you can stay connected, healthy, active and respected, whatever your age”

Office for Seniors, Ministry of Social Development

The World Health Organization (WHO) launched the Global Age-friendly Cities Project in 2006, a project to help determine the key elements of the urban environment that support active and healthy ageing. The result was The Global Age-friendly Cities Guide which outlines a framework for assessing the “age-friendliness” of a community.

The Age-friendly Cities Programme is an international effort to help cities prepare for two global demographic trends: the rapid ageing of populations and increasing urbanization. The Programme targets the environmental, social and economic factors that influence the health and wellbeing of older adults.

WHO identified eight interconnected domains to help communities frame age-friendly initiatives.

- 1. Housing**
- 2. Social Participation**
- 3. Respect & Social Inclusion**

- 4. Civic Participation & Employment**
- 5. Communication & Information**
- 6. Community Support & Health Services**
- 7. Outdoor Spaces & Buildings**
- 8. Transportation**

Marlborough District Council has made a commitment to work towards the World Health Organisation’s Age-friendly status. The Marlborough Age-friendly Strategy aims to reflect the feedback received from our residents and incorporates the eight age-friendly practices identified above.

The strategy provides for cross-sector cooperation which is essential to improve the quality of life of older people in Marlborough.

In practical terms, age-friendly environments are free from physical and social barriers and supported by policies, systems, services, products and technologies that:

- promote health and build and maintain physical and mental capacity across the life course;
- enable people, even when experiencing capacity loss, to continue to do the things they value.

Age-friendly practices help build older people's abilities to:

- meet their basic needs;
- learn, grow and make decisions;
- be mobile;
- build and maintain relationships; and
- contribute.

In doing so, age-friendly practices:

- recognise the wide range of capacities and resources among older people
- anticipate and respond flexibly to ageing-related needs and preferences
- respect older people's decisions and lifestyle choices
- reduce inequities
- protect those who are most vulnerable
- promote older people's inclusion in and contribution to all areas of community life

” World Health Organisation (n.d.) “Age Friendly Principles”. Retrieved from www.who.int

Creating the Strategy

In 2021, Marlborough District Council formed an Age-friendly community steering group. The purpose of the group has been to provide advice and guidance throughout the process as well as collaborate to develop the Marlborough strategy.

The group works together to ensure that the actions align with Marlborough's Age Friendly strategy across organisations and the region. The steering group aims to utilise existing relationships and new opportunities to meet the aspirations of the strategy and provide positive outcomes for older people across Marlborough.

People Involved

Key stakeholders NMDHB, MSD, Primary Health, Kainga Ora, ACC, Age Concern, Alzheimer's Marlborough, Greypower, and Neighbourhood Support.

Marlborough District Council

Dean Heiford (Manager Economic, Community & Support Services)

Jodie Griffiths and Natalie Lawler (Community Partnerships).

Representatives of the Older Persons Forum

The Older Persons Forum has been

engaged throughout the process.

Methodology

A variety of methods were used to engage community members and stakeholders, to learn what makes Marlborough age-friendly and what can be improved.

Engagement activities included a survey, focus groups with community groups and staff, and individual interviews with key stakeholders.

The scope of this portion of the work was to:

- Work with the age-friendly governance group to identify the information required and how to source it;
- Understand what questions should be asked to inform the strategy;
- Survey the over 55 community in Marlborough;
- Hold focus groups of open conversations with representative groups; and
- Collate the insights received and identify common themes.

The survey was shaped using the WHO age-friendly domains, and in consultation with the council, the members of the

Marlborough Older Persons forum and insights gathered from the Seniors expo attendees and stallholders.

The data was collated through two main methods:

In-person focus - six focus groups were held, based around three open questions:

- What is working well in Marlborough for the over 55 age group?
- What is not working well?
- What could opportunities for improvements be made in Marlborough for this age group?

The forums focused on these questions to ensure the survey did not miss any key themes that are important to Marlborough's older residents.

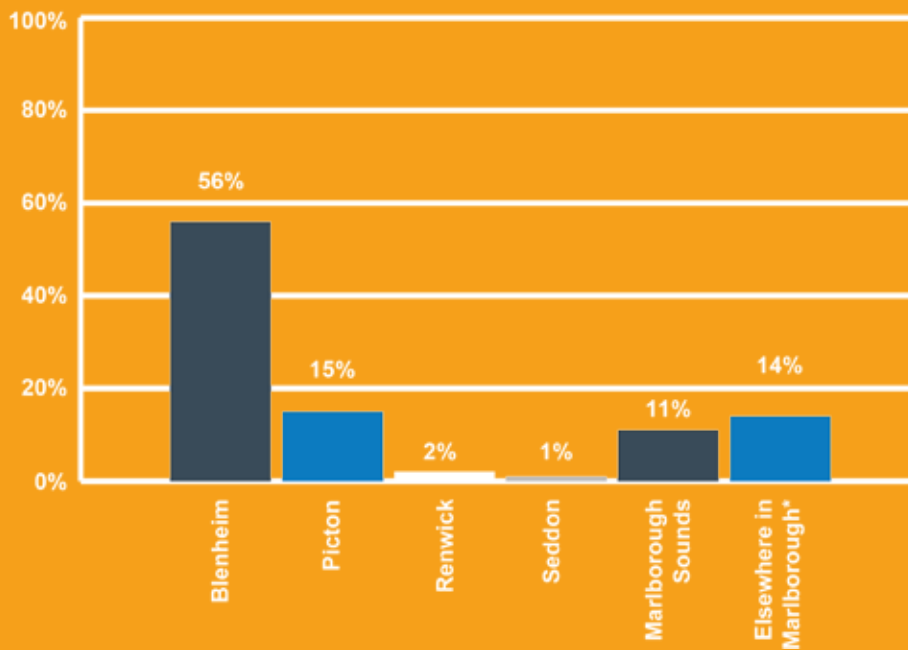
Care was taken to ensure representation across ages, employment, living situations, geography and ethnic groups were captured.

In total, 721 people took part in the survey and focus groups across various social, geographic, and age groups. The number of participants surveyed (3.8% of the population in these age groups) provides a 95% confidence level in the data received, with a 3.7% margin of error.

Participants

Of those that completed the survey, 97% completed it on their own behalf, with the remaining 3% of responses being from carers.

The location of the survey participants provided a balanced view of the population in Marlborough



*Elsewhere in Marlborough, includes:
 Havelock
 Rarangi
 Wairau Valley
 Rai Valley
 Spring Creek
 Fairhall
 Rural
 Rapaura



While we do not have the ages of those who took part in the focus groups, there was a very even spread of ages in the survey, as shown in the table below.

Age Group	Number of responses	% of Marlborough population in this age group*
55 - 64	222	3%
65 - 74	274	4.1%
75 +	180	3.8%
TOTAL	676	3.8%

* Based on 2020 Informetrics data.



Housing



Housing

The housing conditions of older people are often linked to their quality of life and whether they are able to age independently and actively in their community. Appropriate housing design and its proximity to community and social services allow older residents to live comfortably and safely, while housing affordability gives them peace of mind.

“WHO Age-friendly Cities Framework, www.who.int”.

The link between appropriate housing and access to community and social services strongly influences the ability for older people to have independence and quality of life. Many face challenges finding housing that is appropriate and affordable.

Most older people want to continue living independent lives in their own home and adding accessibility features to enable

adults to age in place involves costly and sometimes stressful renovations.

During the consultation process the general feedback to the questions asked around housing is that there is a lack of compact, modern, energy-efficient housing for older community members. The continued drive by property developers to place covenants on new development areas is seen as keeping our older population in homes that are too large for their requirements.

GOAL: Work towards increasing the range of affordable, safe, accessible and appropriate housing for older people.

Ongoing initiatives

- Council is currently building Senior Housing units at 85 George Street, Blenheim
- NZ Police facilitates workshops to support older people feeling safe in their own homes, “Be Safe, Feel Safer”
- Top of the South Neighbourhood Support Scheme works in partnerships with regional organisations to put people first and create safe, resilient and connected communities
- Ara Poutama yard work initiative
- Good Home tool kit (Dr Bev James, <https://repairsandmaintenance.goodhomes.co.nz>)
- Kainga Ora has made a commitment that all new builds will be easily modifiable

Suggestions for improvements

- Earmark land for future affordable senior housing development
- Identify home maintenance support initiatives
- Put in place measures to heighten older peoples awareness of housing options, rental legislation and potential housing solutions
- Implement measures to improve oversight of facilities that provide temporary accommodation to older people (e.g. campgrounds) and provide tools to identify those at risk
- Review schemes that offer independent advice about improving the health of homes (including the impact of climate change)
- Further develop the Good Home tool kit against healthy homes standards
- Raise awareness of safe home practices.



Actions

Action	Responsibility	Timeframe
1. Participation in Marlborough Housing Group	MDC Greypower	Ongoing
2. Safer Homes Project	MDC, ACC, FENZ	Begin by September 2022
3. Investigate and plan for impact of climate change on older people	Health, MDC, Kāinga Ora	Begin by December 2022



Social Participation



Social Participation

Participating in leisure, social, cultural and spiritual activities in the community fosters seniors' continued integration with society and helps them stay engaged and informed. Seniors' participation in such activities, however, is affected by access to transport and facilities, their awareness of such activities and their affordability.

“WHO Age-friendly Cities Framework, www.who.int”.

Older adults are at increased risk for loneliness and social isolation because they are more likely to face factors such as living alone, the loss of family or friends, chronic illness, and hearing loss.

Organised activities and classes, together with funding, that are developed with consideration of the needs of older people offer opportunities to develop and maintain social networks. Intergenerational activities and facilities such as libraries, shops, restaurants, educational institutions and resource centres are highly valued.

Across all the questions asked in the survey and the focus groups, approximately 50% of respondents were happy with the events and activities and the venues provided.

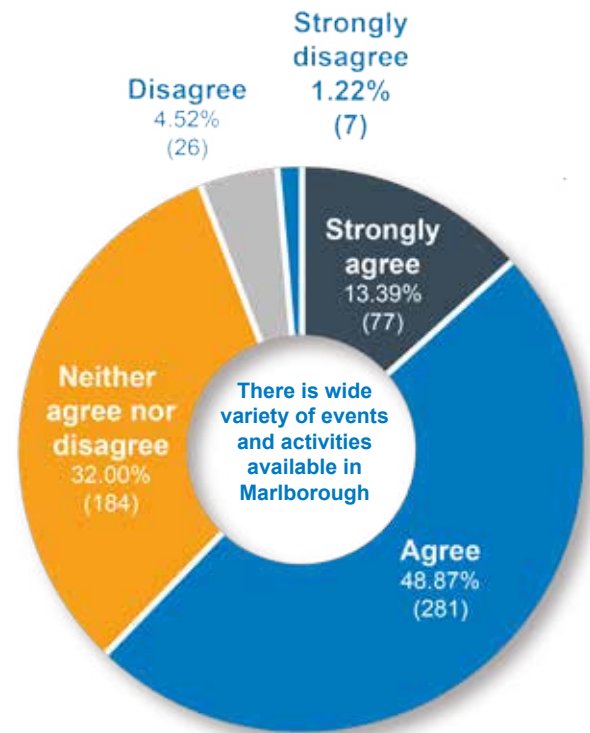
The impact of the Covid-19 pandemic has had a profound impact on the community and socialising as a whole. This has greatly affected social participation for older people with health emphasising the risks of exposure of Covid-19 on vulnerable people, primarily those aged 70 years and above. At the time of writing this strategy, over two years since the pandemic started, many older people still have reluctance to venturing out into the community. This has increased isolation and loneliness.

GOAL: Accessible activities, events and places, are well communicated to facilitate social connections for older people.

Variety

Over 60% of the 575 people who answered this question agreed or strongly agree that there are a wide variety of events and activities available in Marlborough.

However, a need for a variety of times of events to allow those who were not comfortable out after dark (and a lack of transport after dark) was the third most mentioned potential improvement. Mention was also made (from those still in employment) of a need for events outside of work hours.

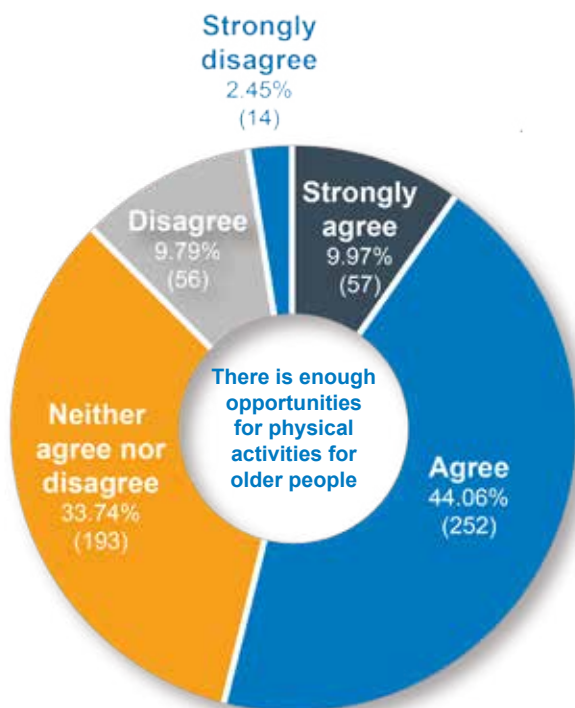


Physical Activities

Physical activities were important across the age spectrum, with 54% of people (572 answered) agreeing that there are enough opportunities for physical activities for older people.

When asked what could be done to improve access to activities, 11 people stated that physical activities which promote strong bodies and balance, such as tai chi and yoga, are (or will be) outside of their price range when retired. Respondents who live in Blenheim were much more likely to be happy with the opportunities available than those outside the main centre.

Survey respondents asked for more activities outside of aqua aerobics and more non traditional methods of movement ageing activities, i.e. dance.



Ongoing initiatives

- Newcomers Network (Picton)
- A range of community organisations offer morning teas and social activities
- Council grants are available for not-for-profit groups that organize age-friendly events
- Seniors Expo
- Seniors Concerts (2 per year) in addition to a programme of community events
- Get Connected booklet

Suggestions for improvements

- Collaboration between agencies to identify lonely residents in the older

age group

- Harakeke Connectedness Project aims to have a “one stop shop” online directory for people to access the social and community support and services they need, while providing face to face assistance for those unable to access the online directory. Volunteers will become “signposters” and host talking cafes to build a stronger community.
- Identify and promote affordable venues and facilities
- Develop community events and recreational programs that are age-friendly and intergenerational.
- Identify social isolation initiatives and adapt to the Marlborough environment



Actions

Action	Responsibility	Timeframe
1. Harakeke Connectedness Project	CAB, MDC, Neighbourhood Support, Volunteer Marlborough	September 2022
2. Increased promotion of activities and events	MDC, CAB	Ongoing
3. Increase transport options to access events and activities	MDC, stakeholders, Waka Kotahi	February 2023



Respect and Social Inclusion



Respect & Social Inclusion

An inclusive society encourages older people to participate more in their city's social, civic and economic life. This, in turn, promotes active ageing.

“WHO Age-friendly Cities Framework, www.who.int”.

Everyone ages differently depending on life experiences and lifestyle choices. Regardless of age, everyone is unique, with a range of values, gifts and flaws.

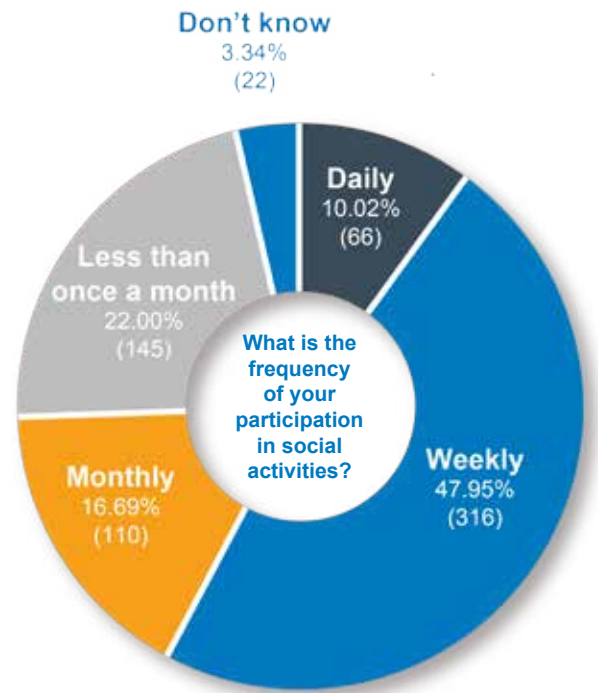
Loneliness can have a detrimental impact on the mental and physical well being of

the elderly while addressing ageism and stereotyping will help older people feel respected and included in their community.

GOAL: To ensure the contribution and participation of older people is sought after and valued through a wide range of opportunities

Social Activity - Frequency of Participation

57% of the 659 people who answered the survey question about their frequency of participation in social activities participate in one or more activities weekly or daily.



Ongoing initiatives

- Marlborough Libraries provide a place where people gather and feel safe to ask for help from staff and volunteers
- Community groups, faith-based organisations and volunteer groups reach out to older members of the community in a variety of ways

Suggestions for improvements

- Cross collaboration of information across stakeholders ensuring 'how to' support is available on the ground (e.g. how to download a vaccine pass)
- Advocate for intergenerational

initiatives with Marlborough Youth Trust, schools etc.

- Actively seek to include older residents on council advisory groups
- Improve opportunities for those isolated to source information
- Valuing and involving older people, their skills and experience and aligning with opportunities in the community



Actions

Action	Responsibility	Timeframe
1. Increase frequency of Seniors Expo	MDC	March 2023
2. Regular surveying to seek views of older people	MDC	Minimum twice per year
3. Welcoming Community	MDC, stakeholders	August 2022





Civic Participation and Employment



Civic Participation and Employment

Older people are an asset to the community, and they continue contributing to their communities after retirement. An age-friendly city and community provides ample opportunities for older people to do so, be it through voluntary or paid employment, and keeps them engaged in the political process.

“WHO Age-friendly Cities Framework, www.who.int”.

The traditional retirement age of 65 is becoming less relevant as a growing number of New Zealanders are staying on in paid employment or continue to work in a voluntary capacity.

The skill, knowledge and expertise of older people must be valued and acknowledged, as they are actively encouraged to be

involved in their community.

Everyone should have the opportunity to participate in community decision making, regardless of age.

Marlborough is facing a significant workforce shortage. Retired people ready to re-enter the employment market could be part of the solution.

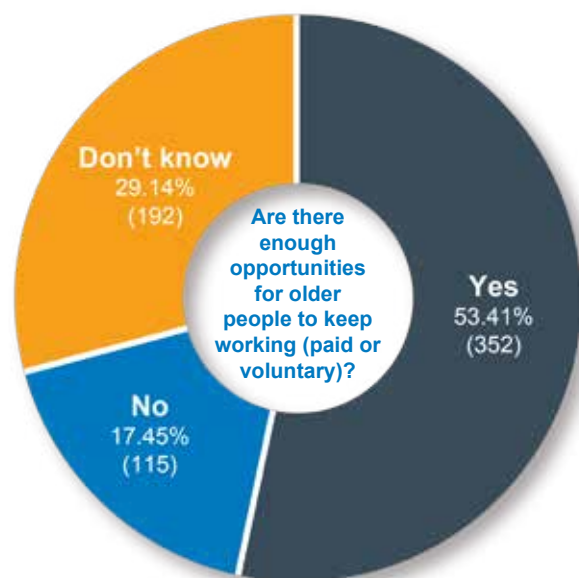
GOAL: Older people’s skill, knowledge and expertise are valued and encouraged to be involved in the community and workforce

Employment - Number of Opportunities

659 people answered whether there are enough opportunities for older people to keep working, either in paid employment or volunteering. 53% said yes.

However, in the opportunities for improvement to employment, the top suggestions included:

- Clarity on where to find volunteer and paid opportunities
- A concern that there was too much reliance on volunteer labour (for example, in transporting people to hospital appointments)
- A concern that ageism is reducing the opportunities available to older workers, and



- A need to encourage more shared, part-time or flexible work. The focus groups mention how older workers could support the wine industry if the shifts were shorter.

Ongoing initiatives

- Council's Smart + Connected Labour and Skills groups role is to convene relevant organisations drawn from the private sector, central government departments, industry training organisations and the education sector, to develop and implement potential strategies to address Marlborough's rising labour and skills shortage. A 55+ Working Group has been convened.
- Volunteer Marlborough

Suggestions for improvements

- Collaboration with Marlborough Chamber of Commerce and business groups to identify opportunities for seniors
- Engagement with employers and incentives to utilise this sector of our work force. Collaborate with Volunteer Marlborough on older people initiatives
- Continue to give older people a voice through Older People Forum, Greypower and others



Actions

Action	Responsibility	Timeframe
1. Better connect people with job opportunities	MSD, S+C Labour & Skills Group	Ongoing
2. Quarterly meeting between Greypower, Mayor and MDC	Greypower, MDC	Ongoing
3. Volunteering profiled and recognised	Volunteer Marlborough, MDC	Four to six times per year





Communication and Information



Communication and Information

Staying connected with events, news and activities with timely, accessible and practical information is a key part of active ageing, especially with the trend of information overload in urbanised cities. Technology can be tapped on to spread information quickly, but also plays a role in social exclusion. Cities must provide access to information to seniors in an accessible format, and bear in mind the wide range of needs and resources older people have.

“WHO Age-friendly Cities Framework, www.who.int”.

If older people are to continue to participate in society it is essential that their access to information necessary for making decisions is not limited.

Many seniors are poorly equipped to deal with the rapidly changing digital environment. Banks, Smart TV's, Smart phones, power supplies etc. are all requiring a level of digital literacy denied to

many of our older people.

Older people often face barriers such as access to broadband, overcoming the digital divide, security fears and the availability of training courses. Digital literacy is a vital tool for older people to lead independent active lives.

Communication and information must be available, appropriately designed, timely, and delivered through a range of age-friendly channels. In an age-friendly community, older adults are aware of programmes and services available.

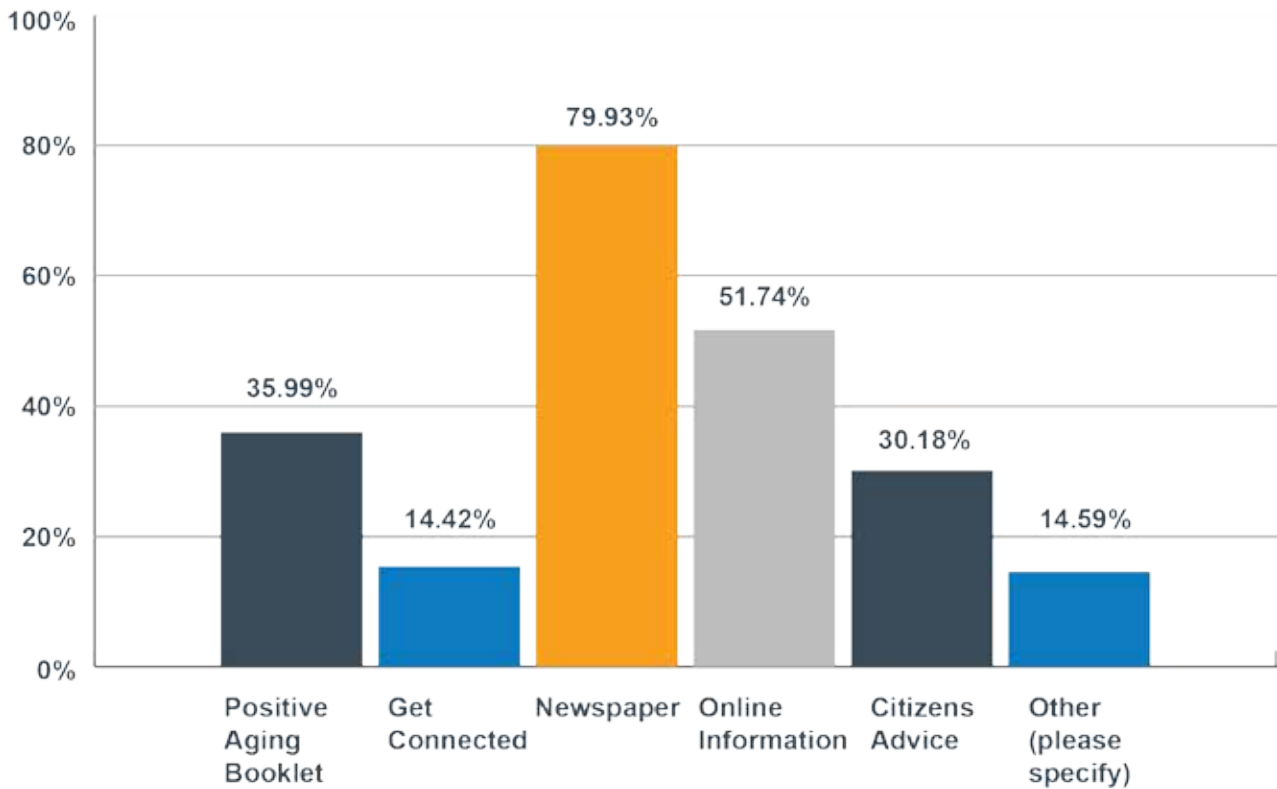
GOAL: Communication and information is easily accessible and delivered through a range of age-friendly channels, while reducing barrier with technology

Information sources used

The survey allowed respondents to check all sources of information that applied to them. 603 people answered this question. A large percentage (over 70% of respondent's use the local papers as source of information, with online information coming in at 51%.

Two common information themes in the "other" sources of information are shop notice boards and the library in Picton and Blenheim.

There is a clear gap between those that know what's available and take part or access and those that do not.



Ongoing initiatives

- SeniorNet Blenheim and SeniorNet Marlborough Sounds is a community training network that supports seniors to confidently use digital technology in their everyday lives
- Digital courses are available at Marlborough Libraries (e.g. Stepping Up Computer courses)
- Marlborough Libraries staff are available to assist older people with digital advice
- CAB provides face to face support to complete forms and access online information
- Dementia friendly training

Connectedness Project

- Seek opportunities to develop further digital education programmes including access to digital devices (e.g. tablet loan system)
- Advocate for testing all initiatives with older people.
- Make available to council staff and service providers age-friendly communication tools that help people learn to communicate effectively with people with hearing impairments and other disabilities
- Advocate for service providers to operate a “no wrong door” principle

Suggestions for improvements

- Consider a Marlborough Community



Actions

Action	Responsibility	Timeframe
1. Formation of collaborative programme to support tech skills and education	DIA, MDC, Greypower, Age Concern, CAB	Plan established September 2022
2. Develop tools and tips communication sheet	MDC, Age Concern, Greypower	April 2023
3. Harakeke Connectedness Project	Project team	September 2022



Community Support and Health Services



Community Support and Health Services

Accessible and affordable community and health services are crucial in keeping seniors healthy, independent and active. This involves an appropriate supply of aged care services conveniently located close to where older people live and trained health and social workers to provide these services.

“WHO Age-friendly Cities Framework, www.who.int”.

People are living longer, more healthier lives and in order to continue with this trend access to community support and health services must be easily accessible.

There are many aspects to staying physically well as we age. Research shows that movement is key to retaining function and autonomy in later years. Many of the

leading causes of death are linked to how active we are. Being physically active is protective against can help protect against illnesses, both mental and physical.

To meet the health needs of older people, a wide range of activities and supporting services must be available.

A wide range of well-publicised community support services is required to meet the needs of older people.

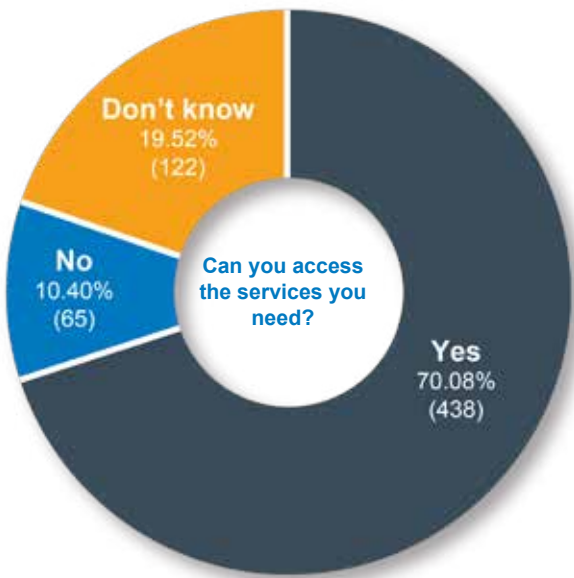
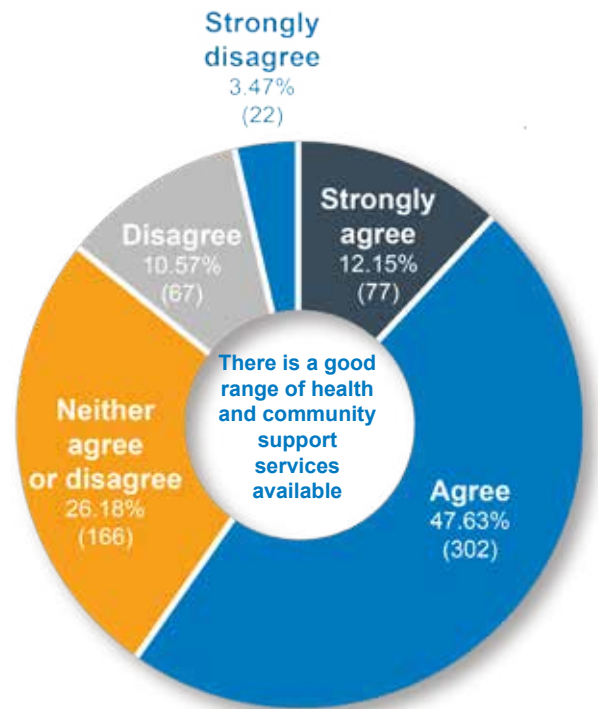
GOAL: Quality health and community services which are well promoted, resourced and can be accessed to meet the needs of Marlborough’s older people.

Range of support

Asked how they felt about the statement “There is a good range of health and community support services available”, 634 people responded, with just under 60% agreeing or strongly agreeing there are. However, 14% of people disagreed or strongly disagreed.

In the suggestions for improvements to the services offered, access to GP’s, specialists and surgeons, and a desire to have prompt access to services in Marlborough without having to travel to Nelson were mentioned.

The focus groups also mentioned a desire for police and council support focused on supporting older residents.



Accessibility

70% of the 625 people who answered the question around the accessibility of services felt that they could access the services they need, with only 10% answering no.

In the open questions in the survey and the focus groups, concerns were raised about the move to technology as a method of communication in the medical community and what this meant for older people who did not have, or were not able to use the internet or mobile phones.

Ongoing initiatives

- Accessibility to and timely support from NMDHB Services/ACC is available
- Marlborough has easy access to community strength and balance classes (falls prevention) e.g. Age Concern Steady As You Go (SAYGO)
- Classes are promoted through community facilities communications
- Brochures listing classes are available through Nelson Bays Primary health website: www.livestronger.org.nz
- Marlborough Access and Mobility Forum is made up of representatives of community organisations who represent and deal with accessibility issues

Suggestions for improvements

- Produce tip sheets on speaking clearly for staff working with the hard of hearing
- Identify opportunities to improve timeframes for referrals
- Advocate for initiatives to increase GP accessibility
- Improve availability of strength and balance classes in rural communities
- Increase promotion of activities available
- Improve communication across stakeholders on services available
- Support community partner efforts to draw more health care professionals to the region



Actions

Action	Responsibility	Timeframe
1. Attract specialists to offer services in Marlborough	NMDHB, MDC	Ongoing
2. Enhance promotion of health services	NMDHB, MDC, CAB	Ongoing
3. Increase fall prevention services across Marlborough rural communities	NMDHB, ACC, CAB	2023



Outdoor Spaces and Buildings



Outdoor Spaces and Buildings

The external environment has a major impact on the mobility, independence and quality of life of older people as they go about their daily lives beyond the comfort of their homes. A clean city with well-maintained recreational areas, ample rest areas, well-developed and safe pedestrian and building infrastructure, and a secure environment provides an ideal living environment for seniors to age-in-place in.

“WHO Age-friendly Cities Framework, www.who.int”.

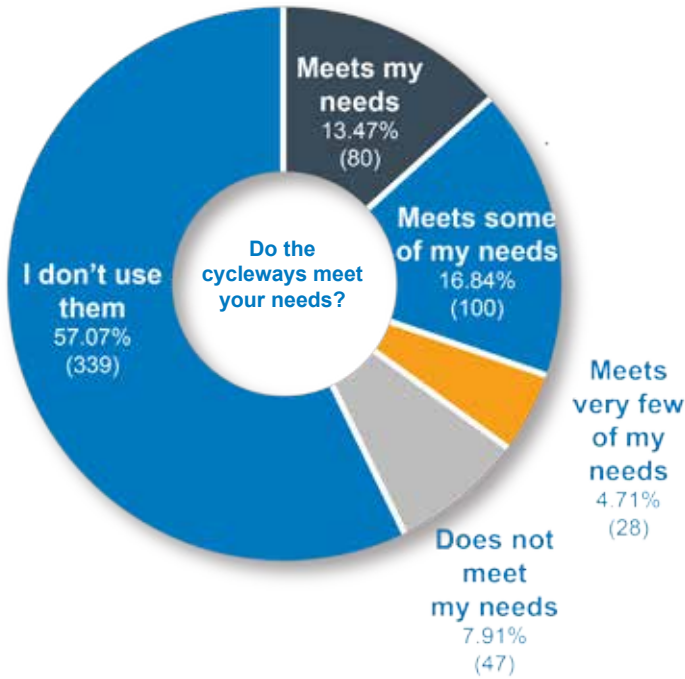
Older people tend to stay closer to home, where the environment is familiar and feels safe.

Outdoor spaces and buildings need to be planned and designed so as to be safe and accessible for older people.

Local amenities such as the many parks, open spaces, and walking routes are much appreciated by older people. Libraries, leisure centres and swimming pools are used regularly and access to these facilities has proven benefits both mentally and physically.

A natural and built environment designed to help older people get around easily and safely, encourages active healthy living.

GOAL: Community facilities and spaces are inviting, safe and accessible to all our community.

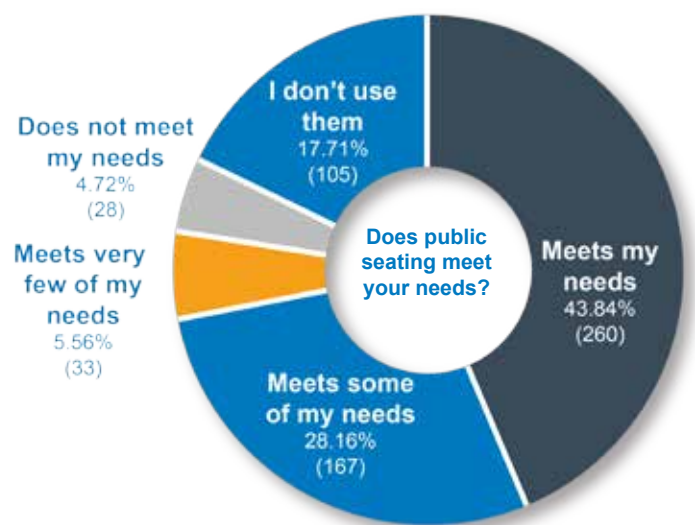


Cycleways

Over 57% of the 594 people who answered the question about cycleways said they do not use them. Of the 43% who use the cycleways, 180 people said they meet some or all of their needs, and 75 people said they meet very few or none of their needs.

Seating In public places

In the opportunities for improvement questions through the survey and the forums, the need for more strategically placed seating (for example between parking and venues) was mentioned. Of the 593 answered the survey question about seating 43% felt that it meets their needs.



Ongoing initiatives

- MDC Active Transport Strategy and implementation

Suggestions for improvements

- Advocate for the creation of intergenerational community spaces, e.g. community gardens
- Review public seating and it's appropriateness for older people
- Develop signage that allows for line of sight orientation, and uses words

and pictures to assist those with dementia.

- Review the Australian Dementia-Friendly Communities programme for local governments referral and assess for Marlborough



Actions

Action	Responsibility	Timeframe
1. Consideration given to MDC planning re: seating, cycleways and parking	MDC	Ongoing
2. Review accessibility of public spaces and places	Access + Mobility Group	Ongoing
3. Input into new library build	MDC	July 2022 - March 2023



Transportation



Transportation

Accessible and affordable public transport is key to ensuring a city's elderly population is able to age actively and remain engaged with their community, with access to health and social facilities. Driving conditions and parking facilities in a city should also keep older drivers in mind.

“WHO Age-friendly Cities Framework, www.who.int”.

Many people are able to continue driving into their old age but concerns about being able to manage when they no longer have a driver's licence has a considerable impact both physically and mentally.

Access to appropriate transport is essential if older people are to participate fully in society. An accessible transport service that can be used safely and conveniently is often the vital link to the wider community, and vital for maintaining independence.

Specialised transport services, where

available, are a necessity for older people with mobility difficulties.

Access to frequent, affordable and varied modes of public transport is often limited in some neighbourhoods.

For older people to feel safe walking the pedestrian environment must be free from barriers such as uneven footpaths, dogs off leashes, and paths shared with cycles and scooters.

Public transport can help to maintain independence and considering older adult needs in the design of routes and the provision of information on transport options will help maintain mobility.

GOAL: Accessible transport options which are affordable and fit for purpose

Ongoing initiatives

- There are two private companies in Marlborough who have wheelchair hoists
- Marlborough Sounds Community Vehicle Trust carries people from Blenheim, Picton and surrounding areas to Nelson for medical appointments: <https://marlboroughvehicletrust.org.nz>
- Council provides a bus service to/from Picton and Renwick and around Blenheim
- Total Mobility Scheme (discounted fare)

Suggestions for improvements

- Identify areas for improvements to community transport
- Research the Darwin response (small minibuses available as and when needed) and its suitability for Marlborough
- Support alternative transport options such as volunteer driver programs and community shuttles



Actions

Action	Responsibility	Timeframe
1. Increase transport options to events and activities	MDC, Waka Kotahi	February 2023
2. Investigate alternative and new transport options for Marlborough	MDC, Waka Kotahi	August 2023
3. Review parking suitability for older people	MDC	June 2023



Summary

When asked in general what they liked about living in Marlborough, 97% of the people who answered the survey had something positive to say, with the majority of positive responses focused on the climate and community (including the smaller size of the population).

The focus groups had similar themes and responses to questions that were asked in the survey, confirming that the right questions were being asked.

There were very clear delineations between the older and younger ends of the ages surveyed, with younger respondent's (65 and under) more likely to be still in work and looking for activity-based engagement in the community.

The older age group was more likely to have concerns regarding mobility and transportation, a need for physical communication methods and access to health services.

Three other patterns came out through the data:

1. The respondents who live outside of the main Blenheim area have a very different perspective on the quality of the services, activities, and facilities;
2. The ethnic and rural groups had a

different approach to ageing than the urban population; and

3. All focus groups had the next generations needs in mind in their responses.

Across the 40 questions asked in the survey and the 6 focus groups, some key themes came through across the board in no particular order:

- Housing- in particular, stock of smaller houses to downsize into;
- Cost and affordability affecting peoples ability to access services and take part in the community;
- Access to GP and specialist care, as well as concern regarding wait time;
- Transport and mobility;
- The impact of loneliness and anxiety, including living alone and access to mental health services;
- Discrimination and ageism in the workplace, or the ability to gain employment;
- The need for flexibility in employment; and
- While there is a strong sense of community among locals, newcomers find it challenging to integrate.

Conclusion

The Marlborough Age-friendly strategic plan is designed to support Marlborough in being an age-friendly community that will enable people to age in the right place with dignity, respect, and independence.

The strategy acknowledges work that has been completed to date and presents a set of actions that respond to the communities current and future needs. It reflects the vision

and recommendations shared through community engagement.

While some actions maybe achieved by approaching ongoing initiatives with an age-friendly lens, some will require direction from council and collaborating partners.

This strategy identifies a starting point for actions. Additional action points will be developed across the five years.

Appendices

Glossary

Abbreviation	Definition
ACC	Accident Compensation Corporation
CAB	Citizens Advice Bureau
DHB	District Health Board
EV	Electric Vehicle
GP	General Practitioner- Doctor
MDC	Marlborough District Council
MSD	Ministry of Social Development
NMDHB	Nelson Marlborough District Health Board
OECD	Organisation for Economic Cooperation and Development
PF&C	Planning Finance and Community committee
PHO	Primary Health Organisation
WHO	World Health Organisation

Action plan summary

Domain	Action	Responsibility	Timeframe
Housing	Participation in Marlborough Housing Group	MDC Greypower	Ongoing
	Safer Homes Project	MDC, ACC, FENZ	Begin by September 2022
	Investigate and plan for impact of climate change on older people	Health, MDC, Kāinga Ora	Begin by December 2022
Social Participation	Harakeke Connectedness Project	CAB, MDC, Neighbourhood Support, Volunteer Marlborough	September 2022
	Increased promotion of activities and events	MDC, CAB	Ongoing
	Increase transport options to access events and activities	MDC, stakeholders, Waka Kotahi	February 2023
Respect and Social inclusion	Increase frequency of Seniors Expo	MDC	March 2023
	Regular surveying to seek views of older people	MDC	Minimum twice per year
	Welcoming Community	MDC, stakeholders	August 2022
Civic participation and employment	Better connect people with job opportunities	MSD, S+C Labour & Skills Group	Ongoing
	Quarterly meeting between Greypower, Mayor and MDC	Greypower, MDC	Ongoing
	Volunteering profiled and recognised	Volunteer Marlborough, MDC	Four to six times per year
Communication and information	Formation of collaborative programme to support tech skills and education	DIA, MDC, Greypower, Age Concern, CAB	Plan established September 2022
	Develop tools and tips communication sheet	MDC, Age Concern, Greypower	April 2023
	Harakeke Connectedness Project	Project team	September 2022
Community support and health services	Attract specialists to offer services in Marlborough	NMDHB, MDC	Ongoing
	Enhance promotion of health services	NMDHB, MDC, CAB	Ongoing
	Increase fall prevention services across Marlborough rural communities	NMDHB, ACC, CAB	2023
Outdoor spaces and building	Consideration given to MDC planning re: seating, cycleways and parking	MDC	Ongoing
	Review accessibility of public spaces and places	Access + Mobility Group	Ongoing
	Input into new library build	MDC	July 2022 - March 2023

Age-friendly domains

<https://extranet.who.int/agefriendlyworld/age-friendly-cities-framework/>

Domain	Definition
Housing	Affordable, well-designed, and safe housing
Social Participation	A range of accessible and affordable activities Encouraging participation and intergenerational integration
Respect and Social inclusion	Respect for seniors Social and economic inclusion
Civic participation and employment	Volunteerism and employment opportunities Encouraging civic participation
Communication and information	Appropriate and age-friendly distribution of information
Community support and health services	A wide range of accessible and affordable health services
Outdoor spaces and buildings	A pleasant and clean environment with green spaces Age-friendly buildings, pavements and walkways, safe pedestrian crossings and adequate rest areas A secure environment
Transportation	Accessible, affordable, and safe public transport

Sources

The following sources were used to inform this report.

WHO age-friendly

<https://extranet.who.int.agefriendlyworld/>

Infometrics population data

<https://ecoprofile.infometrics.co.nz/Marlborough%2BRegion/Population/AgeComposition>

MSD Positive Aging

<https://officeforseniors.govt.nz/better-later-life-strategy/>

<https://www.workandincome.govt.nz/eligibility/seniors/index.html>

PFC update - Feb 2021

https://www.marlborough.govt.nz/repository/libraries/id:1w1mpsoir17q9sgxanf9/hierarchy/Documents/Your%20Council/Meetings/2021/Planning%20Finance%20%26%20Community%202021%20list/PFCC_11_February_2021_Agenda.pdf

Survey detailed outputs

A copy of the survey as well as other helpful resource is available:

<https://www.marlborough.govt.nz/our-community/positive-ageing>



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