



MADRID AGE-FRIENDLY CITY



*i*MADRID!

**MADRID
AN
AGE-FRIENDLY
CITY**

Madrid is a city with extensive experience and tradition in policies and services targeted to older citizens, an age group that nearly represents 20% of its population.

The city disposes of a wide array of services focused on taking care of vulnerable older citizens and supporting them to stay in their own homes. These services work hard in promoting active aging.

Being aware of our city's age-friendly attitude, the municipal plenary of Madrid unanimously requested to join the Global Network of Age-friendly Cities in March 2013 and we are active participants since last year.

Although there is always room for improvement, one of the basic requirements- which has already been met and we feel very proud of- is the broad development of individual, territorial or sectorial citizen participation bodies by means of creating a specific council, the Sectorial Council for Older Citizens of the City of Madrid, which is very involved in the process of joining the Global Network.

We know this is an ambitious project that requires the consensus of all municipal areas as the degree of empathy that the city has towards its citizens depends on many environmental, social and economic aspects that may influence their health and welfare: open spaces and buildings, transport, housing, social participation, respect and social integration, civic involvement, employment, retirement, communication, information and health or social care services.

The joining of Madrid to this Network therefore brings strong encouragement to keep on working with and for the citizens because an age-friendly city is not only "friendly with older citizens"; an age-friendly city is also friendly with all citizens, regardless of their age, gender, needs or capabilities.

The city diagnosis, with its strengths and weaknesses, means a great opportunity of improvement towards a city model which is open, comprehensive and friendly. We are not going to waste this opportunity and we will soon express our will in an action plan.

Manuela Carmena Castrillo

Mayorress of Madrid

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> Aim

To investigate the degree to which Madrid is an age-friendly city and understand which actions increase the physical, social and mental well-being of older people and their security and full participation in community activities.

This diagnosis, with the corresponding suggestions for improvement, forms a part of the initiatives outlined by the WHO to form a part of the Global Network of Age-friendly Cities, membership of which was requested by Madrid City Council in March 2013.

> Introduction

"To be sustainable, cities must provide the structures and services to support their residents' well-being and productivity. Older people in particular require supportive and enabling living environments to compensate for physical and social changes associated with ageing

*(...) Making **cities more age-friendly** is a necessary and logical response to promote the well-being and contributions of older urban residents and keep cities thriving".*

The Global Network of Age-friendly Cities is a project promoted by the World Health Organisation, which has arisen to anticipate a response to two realities that are foreseen as having a significant impact in Europe halfway through the 21st century: progressive ageing of the world population and the growing tendency to live in cities.

The recent publication by the National Statistics Institute on population estimates by 2064 bears testimony to the first reality: it is estimated that close to 40% of the residents of Spain will be over 65 years of age and their life expectancy will exceed 90 years of age.

The Age-friendly Cities Project is grounded on the premise that a friendly city is one that enables its citizens to age actively.

Active ageing is *"the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age"*.

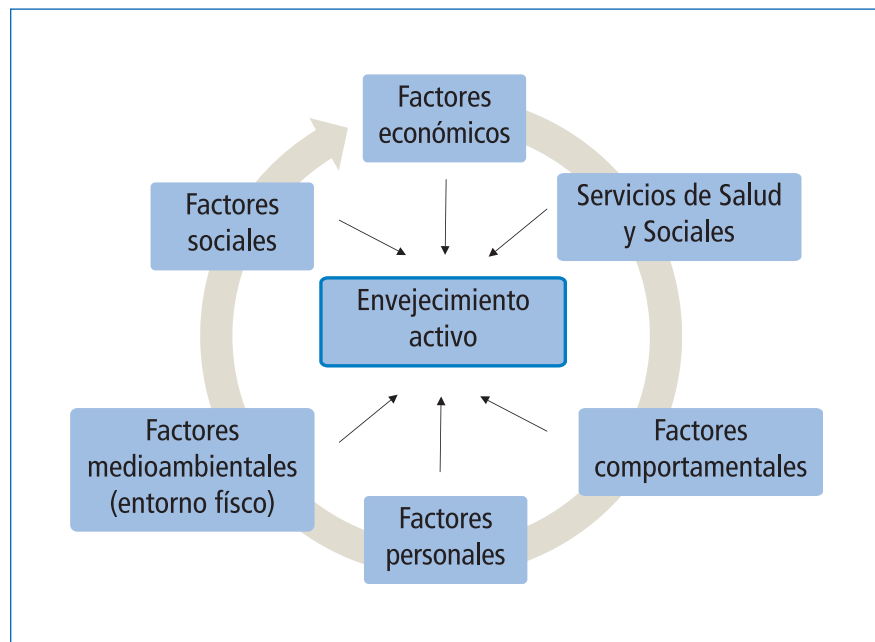
Thus, an age-friendly city is one that designs its structures and services to ensure that everyone, irrespective of their age, abilities or skills, enjoys good health and feels safe, actively participating in all aspects of social life.

A community is friendly towards older people when:

- ▶ It recognises their diversity.
- ▶ It protects those who are most vulnerable.
- ▶ It promotes their inclusion and contribution within all aspects of community life.
- ▶ It respects their decisions and life-style choices.
- ▶ It anticipates and illustrates flexibility when responding to needs and preferences linked to ageing.

The WHO outlines a series of factors, which considered individually or collectively, may have a favourable influence on the process of active ageing. These factors, as the graph illustrates, include both material and social conditions.

In addition to those reflected in the graph, **gender and culture must be taken into account in a cross-sectional manner.**



The aspects taken into account under each of these factors are determinant in terms of reducing or increasing the number of years that an individual can live independently, above the invalidity threshold. A healthy and safe environment, an accessible city, a good cultural offer, high-quality health and social services adapted to all needs... result in a positive impact on the retention of functional capacity.

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It is important to point out that the interconnection of all of the aforementioned factors means that a change in one condition is more likely to have a positive impact on other aspects of the lives of older people.

Moreover, a city that welcomes and serves as a facilitator for older people, is a city that is friendly to all of its residents. Buildings, transport and streets free of barriers improve mobility and enable the independence of people with disabilities of all ages and those pushing prams. An environment with safe areas and parks enables children, young people and older people to go outside with the confidence to take part in physical and social activities. The burden placed on families is lightened where family members of an advanced age are afforded community support and the health services that they require. Finally, the entire community benefits from the experience and capacity of its senior residents where their access to voluntary or paid work is facilitated.

Based on this approach, the aim of this research is to understand the facilities, difficulties and impediments presented by Madrid in terms of its older residents, with a view of creating a more age-friendly Madrid. That is, bringing about an integrating and accessible urban environment that promotes active ageing and enriches the quality of life of its citizens.

The researched areas, as proposed by the WHO, reflect the determining factors for active ageing outlined above and offer a comprehensive overview of the degree of age-friendliness of the structures, environment, services and policies of Madrid.

The dimensions studied, which are analysed separately, although in practice they intersect and interact with one another, are as follows:

- ▶ Outdoor spaces and buildings
- ▶ Transport
- ▶ Housing
- ▶ Respect and social inclusion
- ▶ Social participation
- ▶ Communication and information
- ▶ Civic participation and employment
- ▶ Health and social services

Outdoor spaces and buildings, Transport and Housing take in the key characteristics of the **physical environment** of the city. These dimensions have a decisive influence on personal mobility, security, promoting health and social participation.

Social participation, Respect and social inclusion and Civic participation and employment reflect different elements of the **social and cultural environment** that mainly affect the participation and subjective well being of individuals.

Comunicación e información y Servicios sociales y servicios sanitarios analyse existing **methods and media for communication and information**, along with awareness and use amongst older people of available **health and social support services**.

> Methodology

This paper was drawn up in accordance with the guidelines of the Vancouver Protocol, which gave rise to Global Age-friendly Cities: A Guide, published by the WHO in 2005.

Therefore, fully supporting the WHO recommendation of acknowledging older people as essential participants and collaborators within working groups, and in keeping with the public interest that the City Council has always afforded to this age group when making decisions in areas that affect them, the diagnosis of Madrid's friendliness was carried out over the course of 2014, grounded on the opinions of its citizens in general and its residents over sixty-five years of age in particular.

Three types of methodological techniques were employed in the research:

- 1) Focus groups, 47 in total, with citizen participation groups, including District Councils and Sector Councils; individuals over sixty-five years of age; long-lived people; informal carers of the older people; associations made up of older people and associations with social aims devoted to older people; technical personnel, within the various public administrations and the private sector, specialists in the areas of health, transport, security and emergencies, art and culture, infrastructures, architecture and urban design, local business and other services of interest to citizens in general and older people in particular.
- 2) In-depth interviews, 30 in total, all involving individuals with extensive experience and executive personnel with decision-making authority in the areas being studied.
- 3) Telephone opinion polls, 3900 in total, aimed at individuals over sixty-five years of age who are registered Madrid residents, with perception indicators to evaluate the various aspects of the city via scales ranked 0 to 10.

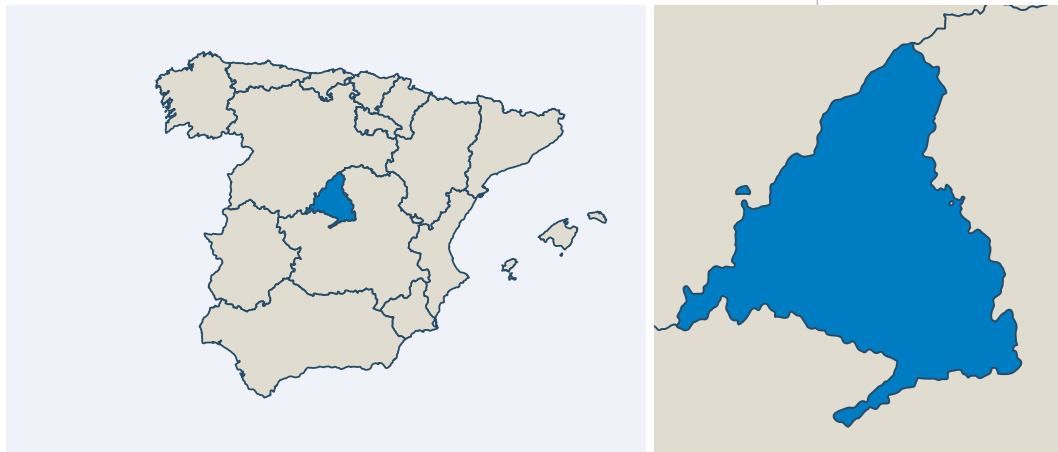
> Becoming Acquainted With Madrid

1. GEOGRAPHICAL AND PHYSICAL CHARACTERISTICS

Madrid is the capital of Spain, a Member State of the European Union that, culturally and sociologically, forms a part of Mediterranean Europe.

It boasts the largest concentration of population in Spain, with 3,095,948 inhabitants, and is the third most populous city in Europe.

The city of Madrid covers a total surface area of 60,430 hectares with an average population density of 52 Inhabitants/km², placing it amongst Europe's major cities.



The city of Madrid stands on the central plateau of the Iberian Peninsula, a few kilometres from its geographical centre and the region's northern mountain range.

Its continental Mediterranean climate, its altitude of 667 m and its distance from the sea result in cold winters, with average temperatures of between 6°C and 8°C and frequent frosts; warm summers, with average temperatures of around 25°C; and scant precipitation, largely confined to the spring and autumn months. It therefore boasts a pleasant climate that, excluding the most extreme months of winter and summer, it offers very pleasant temperatures.

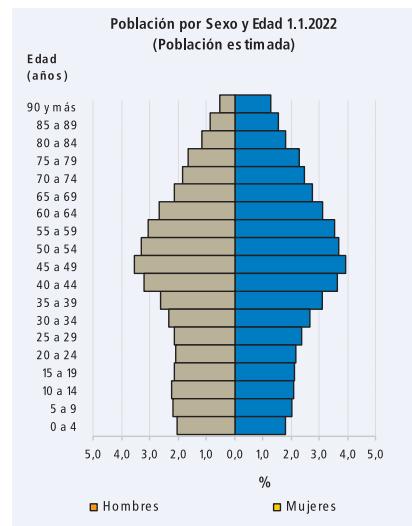
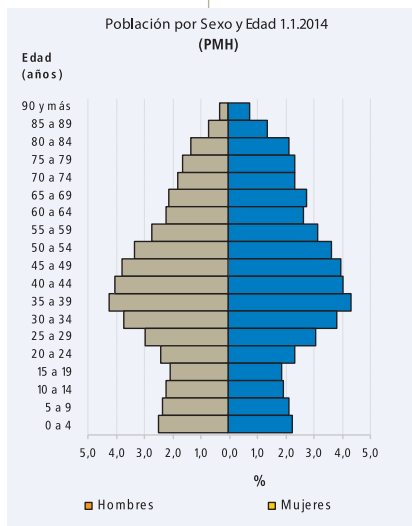
In terms of **topography**, the city lies on undulating terrain for the most part, with smooth slopes that do not exceed a height difference of 2.5%.

The climate, topography, the numerous green areas of the city and the “street” concept within Mediterranean culture, as a leisure area in which to engage in social relations, make Madrid a space that can be experienced and enjoyed by its inhabitants

2. DEMOGRAPHICS AND POPULATION

Madrid's population pyramid displays a regressive structure:

- ▶ The intervals with the highest population span between 35 and 49 years of age.
- ▶ The average age in Madrid is 43.27.
- ▶ 20.20% of the population is over 64 years of age.
- ▶ Of the 639,021 people aged 65 or over, 219,346 are over 79 years of age.
- ▶ Amongst those aged 65 or over, there are 1.6 women for each man.
- ▶ Amongst those aged 80 or over, there are 2 women for each man.
- ▶ The birth rate is 9.42%, slightly above the Spanish average.



Growth estimates for 2022 envisage an increasingly aged population, with a higher average age. Life expectancy in Madrid sits at 84.5 years of age, one of the highest in the world. By gender, women live to 86.96 years, on average, and men, to 81.38.

3. SOCIO-ECONOMIC CHARACTERISTICS

Madrid is one of the wealthiest cities in Spain.

In 2012, the **average annual income per person** amounted to €14,270, in contrast to €10,531 in Spain as a whole.

People over 65 years of age have an average annual income that is €1250 above the average in the city, whilst men within this age group have average incomes that are €1300 higher than those of women.

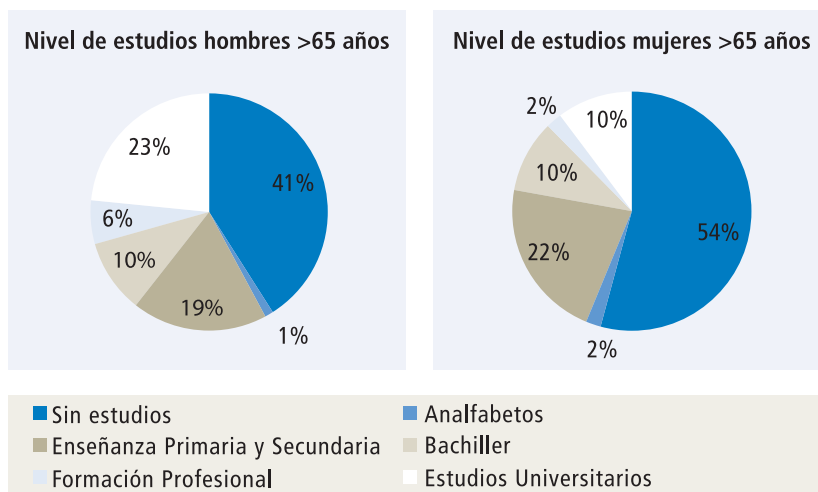
The **at-risk-of-poverty rate**, taking income in Spain as a reference, stands at 14.1%, and is much higher amongst immigrants, when compared to the Spanish population. People over 65 years of age register a considerably lower **at-risk-of-poverty rate: 9.9%**, with differences between men (8.4%) and women (10.8%).

With regards to **household expenditure**, the entry that accounts for most expenditure is housing, water, electricity and fuel, representing just over a third of total spending, followed by food, transport and hostelry (restaurants, cafés, bars, hotels, etc.), which display similar levels.

In terms of employment, Madrid registered an **unemployment rate** in the 4th quarter of 2014 of 16.4%, in contrast to the 23.7% Spanish average.

From an economic point of view, significant territorial imbalance is witnessed between the districts: those located in the central area generate the majority of the economic activity and employment within the city. The unemployment rate shows a great deal of imbalance, with certain districts registering a rate that is six times higher than others.

With regards to **educational level**, the majority of Madrid's residents have completed their primary and compulsory secondary education. However, as the graphs indicate, amongst the group of individuals **over 65 years of age**, **individuals without studies predominate**, and this percentage is considerably higher amongst women.

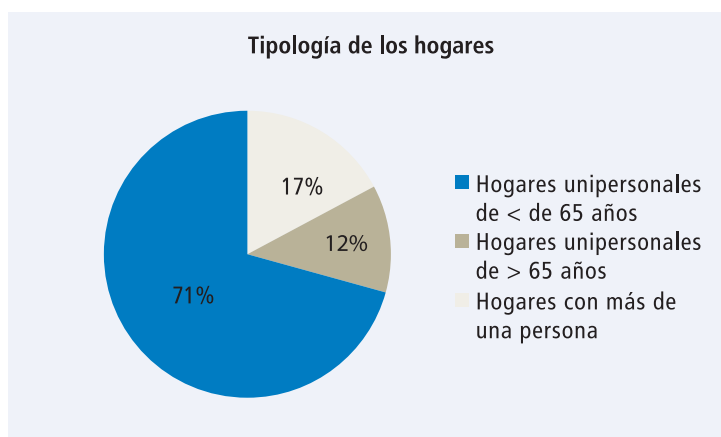


In terms of **household composition**, Madrid possesses a total of 1,239,089 households, with an average of 2.56 members per home.

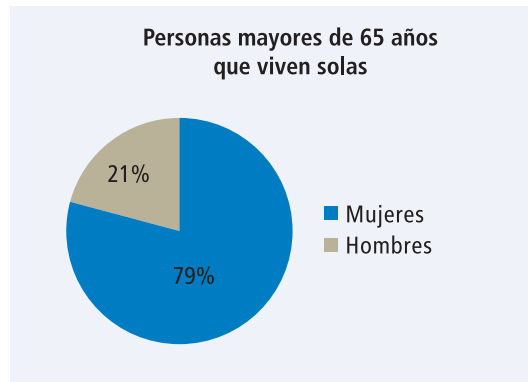
Households with a single member number total 371,638, of which 153,076 consist of people over 65 years of age who live alone.

Older people living alone therefore account for 12% of households and 41% of households with a single occupant.

Moreover, given that the number of senior residents stands at approximately 640,000 individuals, we can conclude that **one in every four people over the age of 65 residing in Madrid lives alone**.



Women account for 80% of households with a single occupant.

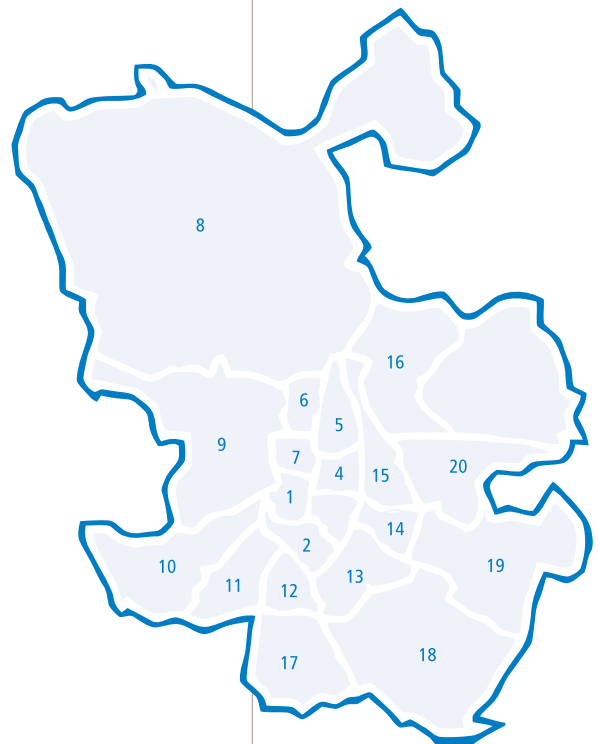


4- CITY STRUCTURE: DISTRICTS

Madrid, of Moorish origin, when it was known as Mayrit, was conquered by Alfonso VI of Castile in 1083 and it has served as capital of the Kingdom of Spain since 1561, when it was afforded this status by Philip II. The city lies within the Autonomous Region of Madrid and is divided into **21 municipal districts**, which are in turn subdivided into 128 neighbourhoods.

Each district boasts its own management bodies, governed by the principles of governmental unity, efficacy, coordination and solidarity, which strive towards the unification of standards in terms of equipment and services.

- | | |
|---------------------------|---------------------------|
| 01. Centro | 12. Usera |
| 02. Arganzuela | 13. Puente de Vallecas |
| 03. Retiro | 14. Moratalaz |
| 04. Salamanca | 15. Ciudad Lineal |
| 05. Chamartín | 16. Hortaleza |
| 06. Tetuán | 17. Villaverde |
| 07. Chamberí | 18. Villa de Vallecas |
| 08. Fuencarral - El Pardo | 19. Vicálvaro |
| 09. Moncloa - Aravaca | 20. San Blas - Canillejas |
| 10. Latina | 21. Barajas |
| 11. Carabanchel | |



Structurally, the districts highlight considerable differences as their neighbourhoods date back to widely divergent eras.

Those pertaining to the **old quarter** have an irregular layout, with narrow, winding streets and buildings arranged in a compact and enclosed manner.

The roads are narrow. There are high levels of traffic and the atmospheric contamination and noise pollution are higher than in the rest of Madrid.

Functionally, it has become subject to the considerable expansion of the services sector and, to a large extent, no longer provides a residential function.

The Centro district evidences significant development of the financial and administrative sectors, serving as the base for the offices and headquarters of the country's institutions. It concentrates cultural, tourism and leisure events as a result of its monuments, museums and recreational establishments.

Districts within the old quarter: Centro, Arganzuela and Tetuán.

Ensanche takes the form of a grid, with wide perpendicular streets and rectangular blocks, the product of urban planning. The buildings are arranged in an ordered and open manner. The main roads are wide and straight, and whilst there are high levels of traffic, environmental quality has not been adversely affected.

It is predominantly given over to a residential function and the services sector. Shopping ranks amongst the most expensive and exclusive of any European capital and it is the area of choice for professionals with businesses that require a high degree of representation. Attention should be drawn to the cultural, leisure, tourist and administrative services.

Districts within Ensanche: Salamanca, Retiro and Chamberí.

The **periphery** is not a homogenous area in morphological terms, as outlined below:

First, we identify independent municipalities that were annexed to Madrid City Council halfway through the 20th century and therefore conserve the elements and morphology typical of cities, but on a smaller scale.

Districts: Chamartín, Villa de Vallecas, Barajas, San Blas-Canillejas, Vicálvaro, Villaverde, Fuencarral-El Pardo, Moncloa-Aravaca, Carabanchel and Hortaleza.

Attention should be drawn to the urban planning programmes in a number of these districts, such as the Ensanche de Vallecas, Sanchinarro, Las Tablas, etc., that have given rise to neighbourhoods with a planned, open and ordered morphology.

Secondly, we observe districts that are the result of the reorganisation that took place halfway through the 20th century, featuring smaller central areas, which, for the most part, are the product of supervised urban planning.

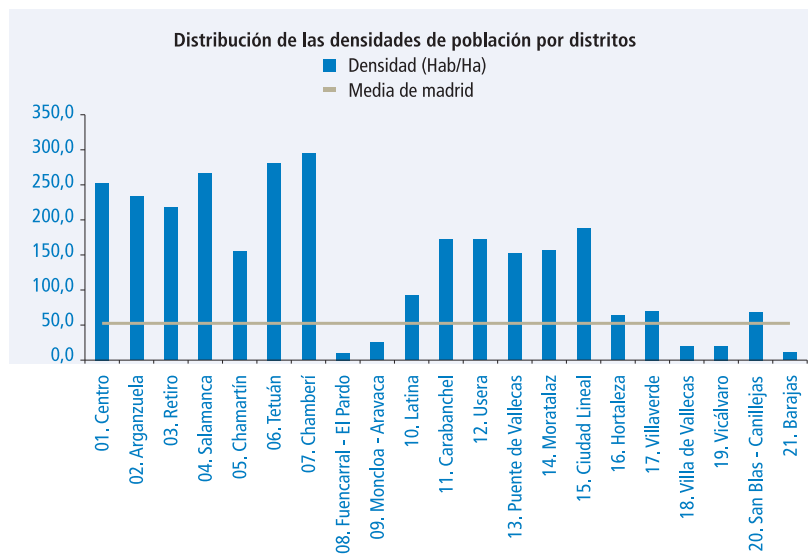
Districts: Latina, Usera, Puente de Vallecas and Moratalaz.

Finally, we find singular places, such as Ciudad Lineal, which chronologically pertains to the Ensanche extension, but that was planned following the concept of a city-garden.

Together, they cover almost all urban functions, although residential usage and the services sector predominate, affording them functional autonomy. Moreover, the secondary sector is present, evident in the activities of the industrial estates.

The distribution of **densities by districts** reflects a high degree of dispersion.

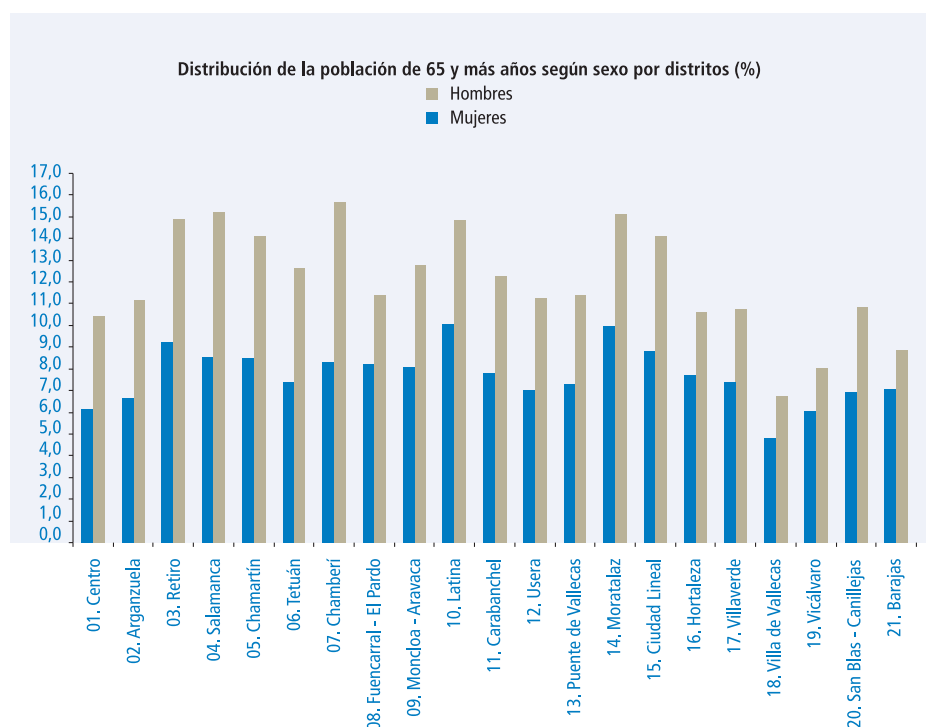
The remaining districts within the central area and the adjacent area are densely populated although other districts, a less numerous group formed by the large areas along the peripheries, possess population densities below the average in Madrid, a number featuring extensive protected wooded stretches, whilst others have greater growth expectations.



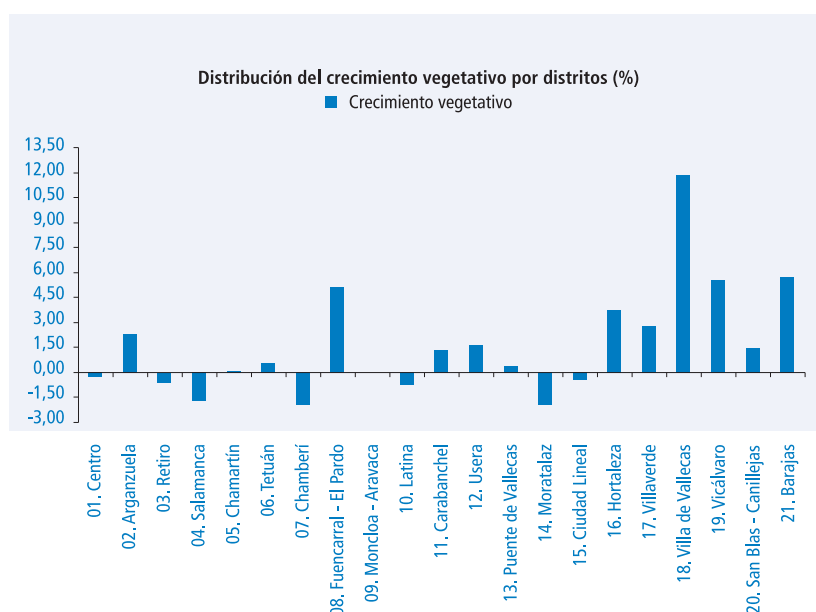
With regards to **the population over 65 years of age**, significant differences can also be observed: there are districts wherein 25% of the residents are over 65 years of age and districts where the people within this band account for less than 15% of the residents.

The districts on the periphery, where we find a larger concentration of young married couples with children, and those in the centre, with a young immigrant population, are below the average in Madrid.

Foreigners account for 13.1% of the total population and 2.60% of the population over 65 years of age.



The **natural increase** rate stands at 0.13%. A third of the districts highlight negative growth, namely, those that have higher ageing and death rates. The remaining two thirds evidence positive growth, and attention should be drawn to Villa de Vallecas, where the birth rate is almost double that of Madrid as a whole.



With regards to the distribution of **equipment and services** by district, it must be kept in mind that, for over a decade, Madrid City Council has been working towards two fundamental objectives: searching for territorial rebalance amongst the districts of Madrid and increasing citizen participation.

Within the aspects addressed under each of the areas of investigation, attention will be drawn to the equipment and services that the city of Madrid boasts, on the basis of the information obtained via www.madrid.es and www.madrid.org.

> Research Areas

The areas being researched as indicated at the beginning of this report, are those that the WHO considers to encompass the determining factors within the process of active ageing:

- ▶ Outdoor spaces and buildings
- ▶ Transport
- ▶ Housing
- ▶ Respect and social inclusion
- ▶ Social participation
- ▶ Communication and information
- ▶ Civic participation and employment
- ▶ Health and social services

The perceptions, experiences and opinions analysed are recorded, outlining in the results, where relevant, whether the evaluations were provided by older people or by social agents or executive personnel with decision-making authority in the areas under study, hereinafter referred to as experts.

AN AGE-FRIENDLY CITY

In order to present an introductory framework, we have provided an overview of Madrid's perceived degree of friendliness amongst the individuals consulted.

Of the older people consulted, 81.4% were satisfied living in Madrid and 66.6% felt that it was an age-friendly city.

It is important to differentiate between their experience and opinion of the city, in terms of its level of friendliness, and their reflections on the process of ageing and being an individual over 65 years of age within the community.

They believe that a friendly city is a city with good coexistence, where neighbours treat one another in a friendly manner and people feel that their rights are recognised and their needs addressed, and they feel happy living in the city.

A friendly city is a city that makes all of its citizens, irrespective of any physical, cultural, economic or social determinant, feel that they form an active part of the city.

Therefore, they are in favour of not separating the concept of age-friendliness from friendliness towards other groups: "In a friendly city, you can't create ghettos for the disabled, older people, immigrants,

Of the older people consulted, 81.4% were satisfied living in Madrid and 66.6% felt that it was an age-friendly city.



They draw attention to advances made in terms of social services, the accessibility of public spaces, urban transport, pollution reducing measures, the creation of centres for older people and cultural centres, the increase of green areas, home-help services, leisure activities, etc.; however, they all feel that more work has to be done and more advances made in all areas taken in by the study.

and so on". "Being friendly means providing solutions to the day-to-day problems faced by all groups"; "A friendly city or society promotes accessibility, autonomy and creates forums for intergenerational participation and interaction that generate social respect".

A number of the experts and older people consulted referred to Madrid as a **hard city**. It must be pointed out that this description can be interpreted in various manners.

On the one hand, there is an element of nostalgia as they may remember days gone by when people were more pleasant and helpful towards one another, in contrast with the current degree of indifference and frenetic pace of the city. They are accustomed to the neighbourhoods of yesteryear, when there was more camaraderie, to local shops that encouraged social relations within the neighbourhood, to children playing in the street, to sharing chores and to celebrations with neighbours. "Before, there was more contact between neighbours, more help, everyone knew one another better". The big city causes a number of people to feel out of place and alone.

Coinciding with the experts, they point out that "big cities are always harsher than smaller cities", that there is an objective component of the sprawling, populated, noisy and frenetic city with a great deal of traffic, that "the pace of life today entails a series of conditions that lead older people to be more alone", with heightened insecurity and a greater focus on the individual, and that people regard themselves more as residents than neighbours.

The city's perceived hospitable nature, or lack thereof, also depends on the neighbourhood in question. The ideal city has to evidence cohesion between districts: "There shouldn't be so many differences between areas in terms of accessibility, leisure, social participation, transport, communication, housing, security, etc.: no area should be worse off". They emphasise the higher levels of perceived friendliness in new neighbourhoods.

On the other hand, whilst they recognise that Madrid has undergone significant change in recent years, that "an awful lot has been done in recent times for older people and we should be grateful", they feel that more must be done to consolidate, improve and maintain the milestones achieved in terms of open-air spaces, health and social services, aid and subsidies to improve home interiors and exteriors and levels of accessibility, both in a physical sense and with regards to participation and integration in all areas of life: leisure, work, intergenerational respect, access to information, etc.

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Nevertheless, Madrid's perceived level of friendliness is positive and they feel that, whilst improvements must continue to be made, it is an open, tolerant, neighbourly and safe city that preserves a sustainable neighbourhood structure wherein, as indicated above, a great deal of work has been undertaken in recent years to improve the well-being of older people.

OLDER PEOPLE

It should be kept in mind that when defining degrees of friendliness, older people distinguish between structures and attitudes.

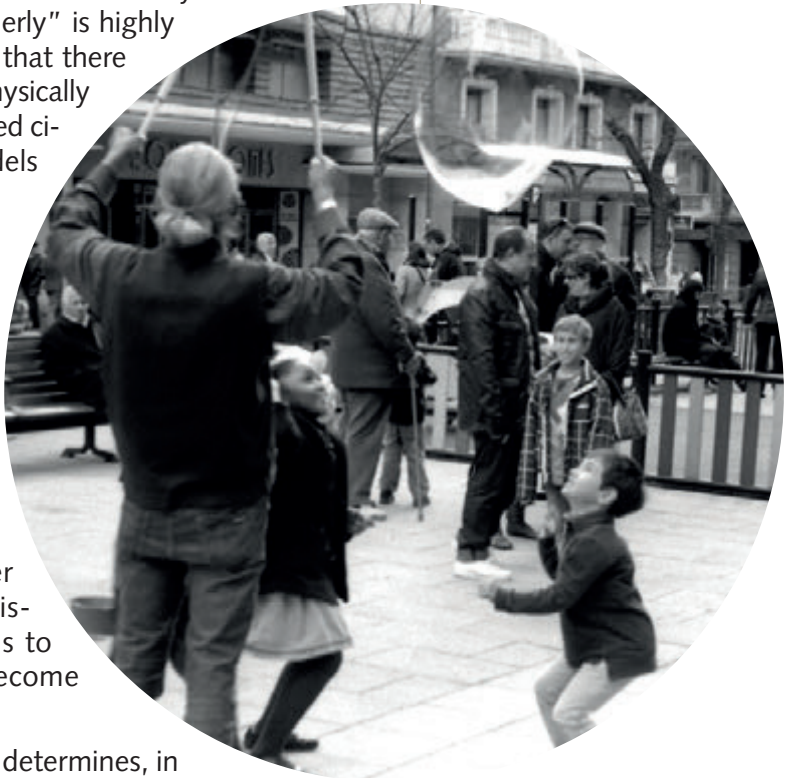
In the case of the former, this refers to the actions of the administration, whilst in the case of the latter, to the manners of citizens. They believe that society has a poor image of older people that must be changed: “replacing a pavement is easy, but changing an attitude or promoting respect is extremely difficult”. The keywords in each case are awareness and visibility with regards to all groups, to promote recognition, inclusion and participation.

Encompassing the various realities of those over 65 years of age within the concept of “the elderly” is highly reductionist and discriminatory given that there is a new model of later life for more physically autonomous, participative and educated citizens, in addition to the other models that persist.

Health experts believe that “stratifying the population on the basis of age is an error”, given that the current stratification is based on capacities, economic resources and interrelations.

For example, the fact that there are recreational establishments barred only to those over 65 years of age, special timetables for activities in sports centres, specific volunteer programmes and even uniform discounts for the entire collective leads to segmentation and causes them to become invisible.

Where age becomes the variable that determines, in a rigid manner, the provision of certain services, understood in a broad sense, or the ability to participate in work or activities, within the collective imagination ageing is no longer experienced as a stage within a process, but rather as a shift to another reality.



1

OUTDOOR SPACES AND BUILDINGS

With regards to factors that encourage citizens to age actively, the open-air spaces and the buildings frequented by older people are linked to dimensions relating to the external environmental factor. That is, with the key characteristics of the city's physical setting.

Madrid is ranked second amongst capitals of the world in terms of rows of trees and it boasts more green areas than the European average: 9.8% of its surface is given over to green areas, 55% of its streets are lined with trees and it contains almost 300,000 trees, which represents a provision of 20.22 m² of green area per inhabitant, exceeding the most stringent ratio recommended by the World Health Organisation of 5 m² per inhabitant.

The city's green assets are distributed in accordance with criteria of sustainability: in almost 70% of the districts of Madrid, the proportion of green areas exceeds 10% and in all of its parks and historical and singular gardens, traffic is restricted to the bare minimum to assist conservation. It should be kept in mind that, in addition to the green areas within the city centre, we must also consider the more than 15,800 ha of Monte del Pardo, which alone accounts for more than a quarter of the total surface area lying within the capital's municipal boundaries.

Moreover, Madrid is one of the safest cities in Europe and on a global scale: it boasts low crime levels and a homicide rate of 0.6 per thousand inhabitants.

The city operates in accordance with a “comprehensive security” model grounded on reinforcing cooperation between State Security Forces, combatting organised crime, strengthening community policing, promoting citizen participation and fighting against new technology-based crimes.

In addition to the National Police Force, Madrid boasts a Municipal Police Force, organised into units, which may be territorial or specialised. There are 21 territorial units within the Municipal Police Force, one per district, and 18 specialised units charged with carrying out specific tasks.

Below, we present the perceptions and opinions of older people and experts consulted in relation to dimensions such as ease of mobility, safety levels as they walk through the streets, the existing offer of parks and open-air spaces for leisure activities and social relations and their condition, and the suitability, in terms of the needs of autonomy and participation, of the public and private-sector buildings they frequently visit.

GENERAL ASPECTS

The friendliness of open-air spaces and buildings, along with Health and Social Services, is the subject that elicits the highest number of comments.

All citizens consulted emphasise that certain areas of Madrid are more inviting than others in terms of going out, enjoying a stroll, running errands, going shopping and socialising. There are neighbourhoods with less traffic and noise pollution, where the pavements are wider, allowing for more comfortable strolls and resting and chatting when seated on benches; whilst in others, "the pavements are so narrow that they prevent a wheelchair from passing or walking arm in arm with another person", the noise and traffic are deafening and hinder mobility and security and lighting evidence shortcomings. They agree that the residents of new districts have a better quality of life than those living in the older areas of the city.

They acknowledge the work carried out by the Administration in terms of accessibility to public buildings, particularly those recently constructed, but they hold that further efforts must be made to reduce the effect of any barriers, conscious that older buildings cannot easily be improved in many cases.

In this regard, mention must be made of Madrid City Council's desire to continue to work to strengthen Madrid's position as an inclusive and united city, encouraging the balanced development of the municipality and reducing inequalities between areas via the 2014-2015 Madrid Includes Plan, which takes in 138 actions aimed at comprehensive and universal accessibility and the participation of the most vulnerable in the political, economic, cultural and social life of the city.

It should be pointed out that those participating in this research differentiate between contribution towards friendliness on the part of citizens themselves and contribution on the part of administrations:

They discuss how citizens themselves often increase the dirtiness of streets, failing to pick up the excrement of their dogs, not employing bins properly or leaving rubbish out at incorrect times. They also complain that pavements are unduly occupied by motorbikes, the outdoor seating of bars or the advertisement boards of restaurants and other establishments, thereby hindering passage, and that certain behaviour, such as throwing soapy water into the street, sees the risk of accidents increase for pedestrians.

They believe that with more civic education, life would be more pleasant and comfortable for everyone. They suggest that awareness campaigns and initiatives to educate citizens should be set in motion.



They acknowledge the work carried out by the Administration in terms of accessibility to public buildings, particularly those recently constructed, but they hold that further efforts must be made to reduce the effect of any barriers, conscious that older buildings cannot easily be improved in many cases.

With regards to municipal actions, older people acknowledge the efforts that have been made, but they feel that, at present, proper maintenance is not being carried out.

It is important to point out that Madrid City Council, from the 2012-2013 period onwards, created a single contract to manage urban cleaning, the conservation of neighbourhood green areas, the conservation and substitution of elements of street furniture, playgrounds, areas for older people and sports circuits, along with the conservation of hydrants. The comments made in relation to maintenance and cleaning that appear in each of the specific dimensions studied are therefore attributable to temporary incidents provoked by a change of management model: the benefits of the new operation will begin to be perceived from 2015 onwards.

With regards to security, both older people and experts perceive an increase of insecurity, although the majority of crimes are misdemeanours and do not entail violence.

SPECIFIC ASPECTS

BENCHES AND OUTDOOR SEATING

Older people complain in relation to the shortage of benches. They feel that benches have gradually disappeared. They believe that in certain areas, they are not installed to avoid creating concentrations of



youths who might disturb nightly rest, or of drug addicts or indigents, although they are unaware of the criterion employed to determine their location.

They indicate that the condition of existing benches is not properly maintained: they are broken, graffitied or dirty and it is difficult to find benches in the shade during summer.

Echoing the experts, they believe that street furniture sometimes over-emphasises aesthetics to the detriment of function: "people's needs are not addressed".

As an improvement, experts suggest increasing the provision, subsequent to a study of their location, placing seating in such a way that it facilitates communication and creating small spaces, "nooks", where people can socialise under the shade of a tree.

On a scale of 0 to 10, the number of street benches scored 5.75 and 32.5% of those surveyed were satisfied with the number of street benches. The qualification obtained for the provision of benches in parks and green spaces is higher than in the case of street benches, scoring 6.03, with 44.6% of those surveyed reporting satisfaction.

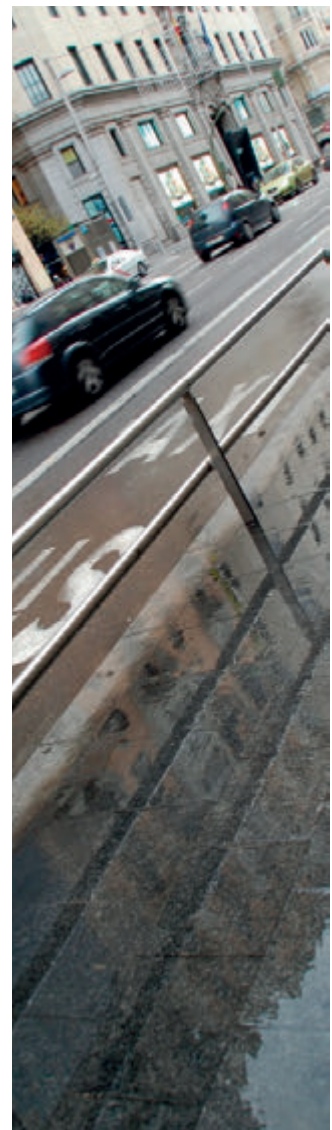
In relation to the mentioned dimensions, Madrid City Council is highly aware of the indicated areas for improvement, to which end it has implemented a five-year plan, over the 2013-2017 period, to replace, repair, maintain and install benches. As a part of this plan, in recent years close to 10,000 benches have been installed to replace broken or missing benches and increased the number of existing benches, and damaged benches are being repaired.

Furthermore, meetings have taken place with residents' associations to identify needs and priorities before initiating the renovation and re-development of public spaces.

TRAFFIC VOLUME, NOISE AND POLLUTION

In recent years, Madrid City Council, aware of the environmental problems that are an intrinsic part of any sprawling metropolis, has implemented a variety of actions aimed at improving the environmental quality of the city, wherein attention might be drawn to the streamlining of traffic and the introduction of areas with residential priority, the enforcement of the Bylaw on Protection against Noise and Heat Pollution, the Demarcation of Noise Areas within the city and the Demarcation of Special Noise Control Areas, controlling the noise levels of two and four-wheeled vehicles and machinery employed outdoors via the Municipal Noise Centre, the Noise Pollution Monitoring Network and the 2011-2015 City of Madrid Air Quality Plan, which takes in action within the sectors and activities that have a bearing on air quality, with particular emphasis on those responsible for the highest

Older people complain in relation to the shortage of benches.



As an improvement, they suggest extending pedestrian areas and constructing large parking areas at the entrances to the city.

pollution, including measures involving direct intervention in relation to traffic and other municipal policies, such as taxation, urban planning and education.

Moreover, the work undertaken in the stated areas of renovation are carried out in accordance with criteria for sustainability and the reduction of traffic and pollution on the basis of measurements of traffic calming and the promotion of sustainable modes of transport such as cycling, walking or electric vehicles.

In spite of the implemented actions, those currently underway and the improvements achieved, the individuals consulted coincide in their opinion of Madrid as a noisy city, with a lot of pollution, geared more towards vehicular traffic than pedestrians and, whilst they acknowledge the actions carried out in the newest areas and the restrictions on traffic in the older areas of the city, they believe that the problem will not be easily solved.

The evaluation of the degree of friendliness therefore differs greatly from one neighbourhood to another: those residing in the centre are afflicted by higher noise levels and intense traffic, whilst the residents of new neighbourhoods draw attention to their levels of comfort in this regard.

As an improvement, they suggest extending pedestrian areas and constructing large parking areas at the entrances to the city.

Less than 30% of older people interviewed feel that Madrid is a city without noise or pollution, scoring, on a scale of 0 to 10, 5.40 and 5.35, respectively. It should be kept in mind that this score differs from neighbourhood to neighbourhood.



PARKS, GREEN SPACES AND PLAZAS

Both older people and experts have a very high opinion of the increase in the provision of green areas within neighbourhoods and of trees lining streets.

Of those interviewed, 58.9% indicated that they were satisfied with the number of parks and green spaces, affording a score of 6.8 in this regard.

However, the level of use and enjoyment of green spaces is largely dependent on the park in question. They point out that there are differences between districts in terms of the attention afforded and they call for the same level of surveillance throughout to prevent vandalism and uncivil behaviour.

The degree of satisfaction with the attention afforded stands at 45.2%, and this aspect obtains an average score of 6.02. Security scores 6.02 and the percentage of older people satisfied in this regard stands at 40.2%.

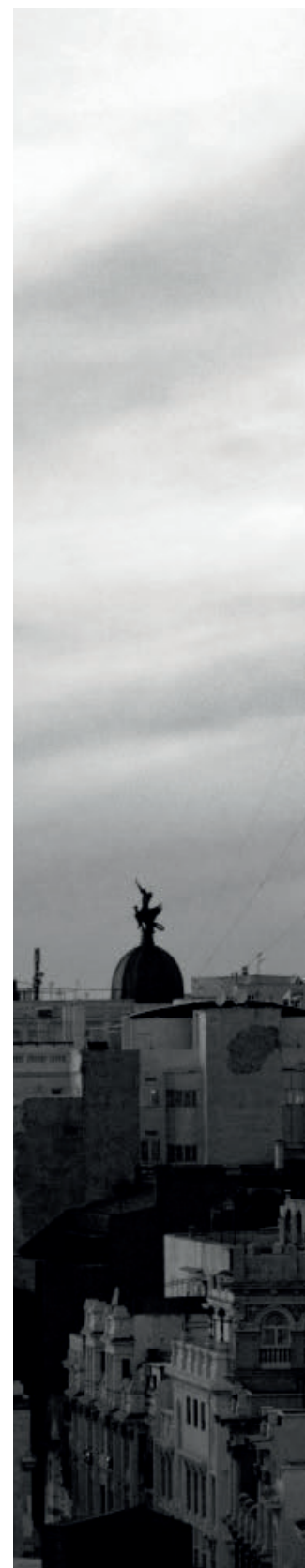
With regards to these dimensions, the City Council has implemented a comprehensive conservation model for the management of large parks and those that, irrespective of their size, are important in view of their historical or structural singularity, and the resources targeted at the latter are somewhat greater. In the remainder of the parks and green areas of the city, the resources assigned are uniform, based on surface area. In terms of security, at present, surveillance units are assigned on the basis of the concentration of people, but efforts are continually being made to improve protection and safety in all public spaces.

They propose that maintenance should be increased, particularly in view of the fact that citizens tend to neglect spaces where they perceive a degree of abandonment. They believe that, in the past, more pruning was carried out. They also regret the fact that investments are made that are not subsequently conserved: "There is gymnasium apparatus for older people that is ruined, possibly as a result of vandalism, but also because they don't fix it".

The provision in areas specifically for them scored 5.86, and the percentage of satisfied older people amongst those surveyed stands at 40.5%.

Cleaning is the aspect that obtains the lowest score, 5.82, and the percentage of people who are satisfied differs greatly from one area to another, ranging between 26.4% and 44.5%.

They point to the possibility of implementing social rehabilitation programmes involving community service, which might include the maintenance of public spaces.





With regards to maintenance and cleaning, attention has been drawn to the launch problems of the new Comprehensive Contract for the Management of the Public Service for Cleaning and the Conservation of Public Spaces and Green Areas, signed by the City Council in the 2012-2013 period, incidents that the City Council is currently resolving.

In terms of the equipment in such spaces, as was the case with benches and seating, more emphasis is placed on aesthetics than functionality, as evidenced in their views on drinking fountains: "They advise us to drink water, but either there are none or they are not working or they are difficult to operate for an older person".

Despite the fact that efforts are made to carry out the necessary maintenance work on drinking fountains, it is true that at times they are temporarily not in use, due to vandalism, particularly with regards to taps, or to avoid breakage due to freezing.

PAVEMENTS AND STREETS

Within this section, this is the dimension that, in all districts, provokes the greatest number of complaints.

They complain that the pavements and streets of the city are in a seriously degraded state, which represents a risk to the physical well-being of all residents, and of older people most especially. They hold that the frequency and quality of maintenance actions have deteriorated considerably in recent years, with stretches of pavements that are extremely dangerous due to raised, broken or loose paving stones. Even the maintenance of the asphalt on the roads appears to have suffered. They demand urgent improvements in terms of asphalt and paving.

The score afforded to the condition of pavements is 5.35, and 30.5% of those surveyed expressing satisfaction in this regard.

Furthermore, they state that mobility would prove much friendlier if dropped kerbs were applied to all pavements and those that are poorly constructed were fixed as they lead to large puddles and the risk of falls. They recommend substituting cobblestones with asphalt, covering tree pits if no trees are planted and modifying tactile paving, as it is slippery when it rains. With regards to bollards, they acknowledge their usefulness, but they feel that they are a danger for pedestrians with impaired vision or mobility.

The provision of dropped kerbs scored 5.66, with 34.2% affirming their satisfaction and 32% believe that the pavements are nonslip, giving them a score of 5.69.

As mentioned above, the Comprehensive Contract envisages the installation of new elements, substituting and eliminating those that are

in a poor state of repair or that are beyond repair, whilst placing new elements appropriately to avoid architectural barriers and facilitate pedestrian mobility.

They state that, in a number of neighbourhoods, in addition to the outlined problems, the pavements are very narrow, which greatly hinders mobility and prevents the use of wheelchairs. In areas with narrow pavements, they suggest that the trees planted in the middle of the pavements should be moved to the edge, and that the timetable established for the delivery of merchandise, using handcarts that inhibit free movement, should be strictly observed.

They also refer to “the invasion” of the outdoor seating of bars, tables for smokers and the advertisement boards of restaurants and other establishments that impair pedestrian mobility.

The City Council has organised meetings with residents' associations to identify needs and priorities before initiating the renovation and redevelopment of public spaces; durable and suitable materials are to be employed with strict observance of the regulations on accessibility, eliminating obstacles and elements of risk; and inspections are to be carried out, at least once a year, of all public recreational establishments that have been the subject of complaints, informing the competent authorities of any violations detected and monitoring those that represent a problem in terms of coexistence.

In regards to the width of pavements, 37.8% stated that they were satisfied and 33.8% affirmed that they were satisfied with the lack of obstacles on pavements, affording scores of 5.90 and 5.68, respectively.

They suggest that supervisors be appointed for each area, to verify and report any flaws. They have a positive view of the possibility of communicating incidents to the City Council with ease, employing the Avisos Madrid App, for example.

The experts reaffirm the matters outlined above and suggest improving signage in buildings to facilitate a sense of bearings, and eliminating all street furniture that does not serve a purpose. “Streets should be cleared as much as possible”. The 2014-2015 Madrid Includes Plan makes an impact in this regard, positing Universal Accessibility to resources, all environments and services as one of its guiding principles.

CLEANING

Differentiation is made between the conditions of cleanliness that are the responsibility of the Administration and those that are the result of the behaviour of citizens.

In the case of the former, actions that are the charge of the Administration, it should be pointed out that Madrid City Council, fully aware



According to 34.8% of those interviewed, in general feel that Madrid is a safe city, scoring 5.77 in this regard. In terms of its streets, the feeling of security rises to 39.9% amongst older people surveyed.

of the importance of all aspects relating to the cleaning of the city, carries out periodic monitoring of the state of public highways, adopts corrective measures to modify services, where necessary, and informs business establishments and communities of the correct manner to deposit rubbish.

However, older people participating in this research feel that this area has been subject to cutbacks and has deteriorated. They feel that the areas cleaned have been reduced ("they only clean large, visible areas") and that cleaning is less frequent ("they only clean twice a week"). They believe that cleaning services are best performed manually, rather than by machines. They comment that the leaves are no longer swept up in autumn, becoming sludge when it rains that leads to falls, as well as obstructing drains. They suggest that streets should be washed down at night.

The cleanliness of the city scored 5.25. The percentage of older people who are satisfied with cleanliness stands at approximately 25%, although there are significant differences between areas.

With regards to bins, whilst the city boasts a high number of bins (more than 45 litres of bin space per inhabitant) and frequent rubbish collection (cartons and containers, 3 days per week; other rubbish, 7 days per week; paper and glass, on demand), in the view of its citizens this is insufficient and they state that bins are often full and that having to navigate through the cartons and glass bottles and jars left lying in the surrounding area forces older people on to the road. They suggest placing more bins, collecting rubbish more frequently and widening the opening of bins for glass bottles and jars to facilitate recycling. They also suggest placing bins underground.

It is likely that citizens are unaware that the municipal inspection service monitors compliance, issues records of inspection and, in the event of infringements, instigates disciplinary proceedings and that any user needs (new bins or repairs) are dealt with via the 010 telephone service or online.

Satisfaction with the number of bins, their proximity to homes and the frequency of rubbish collection stands at over 63%, although there are differences of up to 12 points between areas. The aspect that is most poorly evaluated is the condition of bins (cleanliness and maintenance), with satisfaction levels of 49.5%.

With regards to citizens, they all complain about dog owners who do not pick up their dogs' excrement and about the incorrect use of bins. In certain neighbourhoods, they mention uncontrolled street partying as a source of uncleanliness and bad smells. They suggest implementing campaigns to raise citizen awareness.

PUBLIC LAVATORIES

Older people lament the lack of public lavatories, a facility that is essential for them, particularly where they have a disability, as many bars and cafeterias fail to adhere to regulations. Moreover, having to purchase a drink simply to use the lavatory represents further expense.

They propose introducing safe, clean lavatories attended by employees in strategic, busy places. They also suggest placing stickers on the doors of bars indicating that accessible lavatories are available, similar to the “No Smoking” stickers.

Experts point out the essential nature of public lavatories for older people and with regards to lavatories installed in business establishments, they state that newly opened premises comply with regulations, but that establishments with lavatories at basement level continue to exist.

Less than 20.5% of the older people surveyed are satisfied with the provision of public lavatories, their adaptation to disabilities, signage and cleanliness.

STAIRS, RAMPS AND LIFTS

They acknowledge the considerable improvements that have been made in this regard, particularly in public buildings, although there are still many establishments with stairs without ramps or even banisters, there is a “lack of awareness”, “there are ramps that a wheelchair cannot get up”.

They believe that bureaucratic red tape can hinder the modification of private establishments.

They recommend that the administration facilitate the construction of ramps in a more expeditious manner.

As outlined in other sections, Madrid City Council has set in motion the 2014-2015 Madrid Includes Plan, which posits, as one of its priorities, universal accessibility to resources, all environments and services.

SECURITY AND LIGHTING

They feel that the city is not as safe as it was a few years ago. “Older people are an easy target, because we can't run or defend ourselves, so we are attacked more often”.

According to 34.8% of those interviewed, in general feel that Madrid is a safe city, scoring 5.77 in this regard. In terms of its streets, the feeling of security rises to 39.9% amongst older people surveyed.



They differentiate between creating alarm and creating preventative mechanisms and, in this sense, they feel that, at the end of news reports, the media should provide preventative advice to reduce fear and increase the sensation of security.

They discuss cases of handbag snatches, daytime muggings and becoming the victims of pickpockets on public transport.

With regards to robberies, the security evaluation lowers to 5.26 and individuals satisfied with this aspect of security drops to 23.3%.

Experts describe older people as a vulnerable collective that are subjected to theft and confidence tricks in the street, and also in their homes. In the same vein, they refer to mistreatment within the family. However, they do point out that crime control has greatly improved and that Madrid is a fairly safe city, with few instances of violent crime.

With a view to addressing these problems, the Municipal Police Force of Madrid has set in motion the programme Participate in your Security: Ageing Safely, which draws attention to the importance of adopting a series of key measures for self-protection and provides training for the acquisition of behavioural habits and will help older people carry out their daily activities with a greater degree of security.

In general, they classify police presence as insufficient and state that they prefer not to go out at night. They advocate more patrols along streets and surveillance in neighbourhoods deemed to be more dangerous and in the areas surrounding those places that they visit most frequently: parks, bank branches, cemeteries, churches and centres for older people.

Of the older people interviewed, 38.5% deem Madrid to be properly patrolled. In this regard, mention must be made of the fact that the Municipal Police Force is increasing police presence on the streets, particularly at weekends.

It is important to distinguish between the perception of security within the city and their evaluation of the police: 74.8% of the older people surveyed feel that they have a good police force and 65.8% believe that the police show particular concern for older people.

Experts draw attention to the following proposals for improvement: extrapolating to Madrid the pilot scheme that is being implemented by the police force in Cordoba focusing on the security of older people. Carrying out more rigorous monitoring of complaints lodged in relation to confidence tricks. Taking advantage of leisure and cultural activities aimed at older people to carry out workshops or discussions on security and extending these to neighbourhood associations. Creating specific groups (police veterans) to attend to older people in police stations. In this regard, it should be noted that the pilot project "Our Experience, Your Security" being implemented in the neighbourhood of Moratalaz, wherein a group of specialised police officers, over 58 years of age, attend to older people over 65 years of age, encouraging understanding and avoids intergenerational barriers.

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ports, the media should provide preventative advice to reduce fear and increase the sensation of security.

With regards to lighting, all those interviewed felt that there is room for improvement: "the number of lights turned on has been reduced, or lamp posts are not maintained... this can lead to a risk of falling, amongst other things". Lighting scored 6.45. Of those surveyed, 54.7% stated that they were satisfied with the lighting in the streets of Madrid.

Experts propose that a study be carried out of the location, orientation, height and brightness of streetlamps. This would likely lead to gains in efficiency and illumination.

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TRAFFIC LIGHTS AND ZEBRA CROSSINGS

Older people believe that life in the city would prove easier if these methods of crossing were used correctly and if drivers were more respectful towards zebra crossings, amber lights and speed limits.

The number of traffic lights and zebra crossings is deemed to be sufficient. The problem is the duration of a number of traffic lights and the fact that the white paint on zebra crossings is slippery.

Of those surveyed, 64% feel that there are sufficient zebra crossings (although differences are appreciated between areas) whilst 47.8% believe that they employ a nonslip surface. With regards to traffic lights, 73.5% feel that a sufficient number exist, whilst 54.2% are satisfied with the amount of time provided to cross. The scores afforded to all of these aspects exceed 6 points.

They propose that traffic lights be equipped with a small screen indicating the time provided for crossing and a mechanism to extend this time for people with difficulties; and that pedestrian crossings be painted with a material that maintains grip and prevents dangers when it rains, rather than the manual scraping that is currently employed, as it makes the ground uneven.

With regards to the improvements proposed, it must be pointed out that traffic lights in Madrid are regulated with a view to guaranteeing the principle of universal accessibility and people's safety (0.5 m/sec and 50 new audible warning devices per year) along with traffic flow (there is no set plan, it varies depending on flow/time of day); however, this does not imply a failure to attend to suggestions and complaints relating to the time afforded for crossing at a given set of traffic lights, increasing this time where possible or making small adjustments to infrastructures (kerb extensions), widening pavements or central reservations or correcting existing alignments to suitably modify pedestrian crossing times and improve visibility.

Both collectives agree that, if the use of bicycles is to be encouraged, road safety campaigns should be set in motion.

Finally, it should be pointed out that the road markings on pedestrian crossings with traffic lights of the “bars and/or zebra” type are being substituted for road markings consisting of square blocks along each side to limit the amount of paint, thereby reducing the possibility of pedestrians and/or vehicles losing grip. At present, 83 % of crossings with traffic lights have been substituted and it is envisaged that actions will continue until all have been substituted.

BICYCLE LANES

Bicycle lanes are a good solution for Madrid, but they point out that they are not always well planned: “You leave your garage and it is right in front of you”; “bicycle lanes end suddenly, as if they were half finished”; adding that “cyclists and skaters do not always employ them, at times, using the pavement”. However, at times they acknowledge that they fail to respect them: “I walk along it because the surface is better paved”.

Signage for bicycle lanes is held to be correct by 40.25% of those surveyed. However, aspects such as their safety and the use made of them by cyclists and pedestrians report satisfaction levels of below 35%.

Both collectives agree that, if the use of bicycles is to be encouraged, road safety campaigns should be set in motion.

It bears mentioning that Madrid City Council is aware that further efforts must be made to carry out coordinated campaigns with the General Directorate for Traffic in terms of road safety education.

PUBLIC AND PRIVATE BUILDINGS

This is one of the most highly valued aspects on this topic. They believe that in public buildings, provisions to facilitate mobility have improved considerably, but that this is an essential area where efforts must continue to be made to ensure that all public buildings and premises are accessible, particularly health centres and centres for older people.

Satisfaction levels amongst the older people surveyed in terms of aspects such as accessibility, the provision of rest areas, air conditioning and specially equipped toilets ranges between 52.4% and 57.5%, exceeding 60% in certain areas. All aspects, although never reaching 7 points, are scored over 6.5.

Experts coincide that a great deal of effort has been made in this regard and they affirm that, with the exception of old buildings where intervention is not possible, nearly everything has been adapted to cater to the needs of all citizens. They point out that new buildings are cons-

tructed with accessibility in mind. It is worth indicating that these achievements have been possible as a result of the 2014-2015 Madrid Includes Plan.

With regards to buildings and establishments housing frequently used public services, they point out that many bank branches lack ramps to avoid the doorstep and feature narrow security doors, and that it is impossible to use ATMs from a wheelchair. They point out the need to pay particular attention to places frequented by older people, such as churches.

To avoid having to step over the doorsteps of public establishments, they suggest the use of portable ramps. In this regard they also draw attention to polling stations.

They propose centralising the gathering of suggestions and complaints in municipal districts in order to have them reach the corresponding bodies.



2

TRANSPORT

The transport model developed in Madrid evidences commitment to sustainable mobility, accessibility and territorial structuring.

The public transport system entails four cornerstones: the metro and the light rail system, the urban and inter-urban bus lines, the RENFE commuter rail system and the taxi service.

The metro system, ranked fifth in the world in terms of extension, in conjunction with the urban and inter-urban buses, forms a dense network of lines and stations that communicate the districts with one another and with the towns and cities in the surrounding area.

The RENFE commuter rail system connects the city of Madrid with the airport and the municipalities on its periphery.

Moreover, there are 5 large interchanges that enable interconnection between the various transport systems in a rapid manner.

People over 65 years of age are afforded a transport monthly pass with variable discounts, which in all cases greatly exceed 50%. Furthermore, there is a Blue Card, a transport ticket for registered residents of Madrid over 65 years of age and also for people with a certain degree of disability or economic needs, which is cheaper than the monthly pass.

The urban bus network facilitates universal accessibility for individuals with a physical, cognitive or sensory disability. Many internal modifications have been made to the buses (low floors, ramps, platforms for wheelchairs, written and audible information, lighting and speaker systems for notifications, braille on buttons...), but a great deal has also been modified on an external level (signage of bus stops on pavements, panels with written and audible information on available buses and waiting times...).

As part of the taxi service, Madrid boasts a special fleet of vehicles adapted for people with impaired mobility, Eurotaxi, which include a ramp for wheelchair access.

In terms of private transport, a series of dissuasive measures to reduce the use of such transport have been introduced, and attention might be drawn to the Regulated Parking System (SER) and the pedestrianisation of certain areas.

Moreover, via the “BiciMAD” programme, the City Council is promoting the use of the bicycle a mode of clean transport, providing 1560 electric bicycles for rental to residents and visitors, distributed amongst 123 strategic points within the city.

In terms of the determining factors for active ageing, public transport is one of the elements that configures a city's physical environment and, undoubtedly, has bearing on the quality of mobility.

A network of accessible transport, in both physical and economic terms, that is safe and comfortable has an enormous impact on the social and mental well-being of older people as it facilitates full participation in community life.

Under this topic, research focuses on citizens' evaluation of the different modes of public transport, in terms of frequency, safety, fares, waiting areas, accessibility, number of lines, driving... and the experience of those employing private transport, in terms of signage, loading and unloading zones, parking, etc.

GENERAL ASPECTS

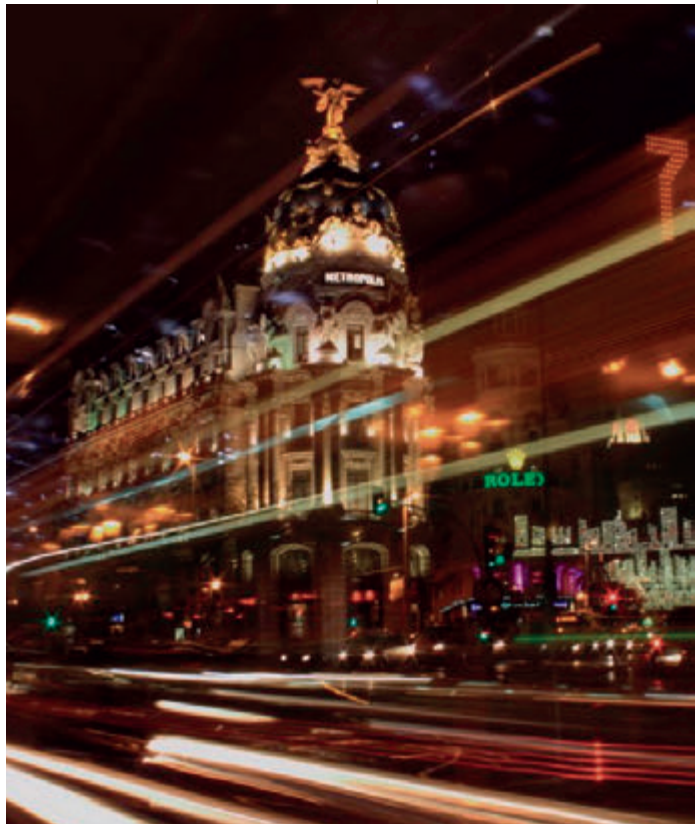
Public transport availability is deemed to be comprehensive and held to be one of the advantages of life in Madrid.

They are highly aware of the investment that has been made in recent years to connect neighbourhoods with the city centre and to one another, and they place particular emphasis on the discounts for older people and the installation of ramps on buses (in the city of Madrid, all urban buses are accessible: they have a low floor, kneeling systems and access ramps).

Public transport, after firefighters, is the most highly valued service in this study: 75.4% of the older people interviewed stated that they were satisfied with the public transport in the city of Madrid, affording it a score of 7.09 on a scale of 0 to 10.

Buses are the favoured mode of transport, as the metro presents problems of accessibility in stations without lifts. The problem that they most frequently comment on is the roughness of movements, which they attribute to the style of driving.

With regards to the use of private transport, they mainly draw attention to the expensive nature of parking fees and the lack of areas where they can feel at ease getting into or out of private vehicles.



SPECIFIC ASPECTS

BUSES

They feel that they have a good bus service for which they have developed a strong sense of attachment, as a part of their daily routine:

"my one", "my route", "my bus". In this regard, mention must be made of the fact that the Accessibility Policy that is being introduced by the Municipal Transport Company (EMT) focuses on several core points: accessibility on rolling stock; accessibility within communication and information systems; periodic Forums and Working Groups; entering into agreements, alliances and collaborations with organisations; training sessions and internal and external awareness; and participation in projects on accessibility.

They are satisfied with the location of stops, the number of routes and the frequency of buses on working days, with the exception of the routes travelling to certain reference hospitals from their homes and the lack of stops close to a number of centres for older people. At weekends they complain about the suspension of routes and less frequent services.

It should be pointed out that the Department for Collective Public Transport (DTPC), via meetings with the Regional Transport Consortium (CRTM), determines the location of stops, taking into consideration proximity to health centres and hospitals and adhering to the criteria of accessibility to them.



They draw attention to the advantage of the monthly pass for older people, which costs less than normal passes, affording them "the possibility of taking as many buses as they wish at a competitive price", and of the blue card, for people with low incomes, a provision that obtains an excellent classification. They emphasise that without these measures, the price of transport would prove excessive.

With regards to priority seating, whilst disparate opinions are voiced, the predominant impression is that the majority of people respect these seats, and that where they fail to do so, they vacate them when requested.

A number of seats, placed on platforms that are too high, cannot be easily accessed and are unsafe in the event of sudden braking. Experts clarify that this refers to the seating above the wheels, whereby their height is unavoidable, but that the seats reserved for people with impaired mobility are positioned close to the entrance door and are accessible.

They have a very high opinion of the moveable ramp, but they complain about several aspects linked to ramps: they are not always activated when necessary, they can hit the lower edge of shelters at stops and the mechanism breaks down from time to time, despite the fact that periodic preventative, corrective and exhaustive maintenance programmes are implemented.

They affirm that the screens that indicate waiting times are very useful and that they should be installed at all stops and provide real-time information on envisaged delays due to traffic congestion, accidents, demonstrations, etc.

They state that they are happy with the seated shelters, “although there are still too many post-type shelters”, and that maintenance must be carried out as a number have been damaged. They have a preference for those that provide cover against rain. As was the case with previous topics, they once again place importance on civic education.

Experts point out that all shelters within the city are in the process of being replaced and updated, in accordance with criteria of accessibility that previously were not applied, such as armrests and back supports on benches.

They all agree that, in reality, the only serious problem in terms of buses are abrupt manoeuvres: “Bursts of speed, sudden braking, excessive speed when negotiating roundabouts”... and, “as the grips are not accessible given that they are placed at a considerable height”, there is a very high risk of falling; moreover, “stops are very brief and little time is afforded to allow older people to get off the bus, or to get on and find a seat”. In terms of letting passengers on and off, they suggest that the vehicle should come closer to the pavement to facilitate this operation. They also refer to problems with air conditioning that is “poorly suited to the needs of passengers”.

To improve matters, they propose that drivers receive training to increase awareness of the vulnerability of older people. The EMT, conscious of the aspects outlined above, provides continuous training to employees in areas relating to accessibility and the needs of people with impaired mobility. Furthermore, in DTPC reports on works to be carried out on public highways, emphasis is placed on recommended turning circles, the width of lanes, the dimensions of bays, access to stops...

In a number of cases, those participating in this research raised the issue of access problems for people with non-folding walking frames. In this regard, it should be pointed out that access with apparatus of this nature has recently been approved.

They criticise the lack of accessibility on inter-urban buses and they are in favour of increasing the number of minibuses in areas with narrow streets.

They draw attention to the advantage of the monthly pass for older people, which costs less than normal passes, affording them “the possibility of taking as many buses as they wish at a competitive price”.

Satisfaction levels with regards to urban buses are very high: the older people surveyed express their satisfaction with the aspects raised (frequency, timetable, signage, treatment, comfort, air conditioning), with percentages ranging between 65% and 71.6%, and afford average scores of around 7.



Finally, a large number of older people have reported being robbed by pickpockets on the buses that they habitually use.

Satisfaction levels with regards to urban buses are very high: the older people surveyed express their satisfaction with the aspects raised (frequency, timetable, signage, treatment, comfort, air conditioning), with percentages ranging between 65% and 71.6%, and afford average scores of around 7.

The aspects that report lower satisfaction levels are price (50.1%) and respect for priority seating (48.7%).

The opinion of experts corroborates the comments made by older people with regards to driving: "Older people often fall as a result of sudden braking or setting off abruptly". "A lot of work has been carried out in this regard, but efforts must continue in this regard".

In terms of priority seating, they feel that "the number of older people is growing and yet reserved seating on buses remains the same: perhaps they should be increased".

It is important to draw attention to the improvements, in terms of accessibility, that are being introduced to inter-urban buses and mention the improvements already made to the new urban buses, in terms of seating, signalling of requested stops, lighting, spaces for shopping trolleys and wheelchairs, etc.; the central platform has been extended in excess of regulatory requirements on a large number of buses to cater for people in wheelchairs and prams and efforts will continue to be made in this regard.

It must be pointed out that they feel that signage in interchanges could be greatly improved: "Users' arrival and departure areas should be clearly marked".

THE METRO

They feel that the metro system is excellent in terms of connections to all points within the city. Moreover they consider it a clean and punctual mode of transport.

Approximately 70% of the older people surveyed stated that they were satisfied in relation to almost all of the aspects under consideration. Scores ranged between 7.10 and 7.29 in nearly all questions.

However, they make scant use of the metro because they do not believe that it is an ideal mode of transport for older people or people of any age with impaired mobility: access points have not been adapted, particularly in older stations without lifts and there are many sections of stairs without ramps inside stations.

With regards to step-free stations, they complain that the lifts and escalators frequently break down.

Approximately 50% hold that the metro is suitable for individuals with a disability and/or older people.

They propose improving accessibility within this mode of transport.

They express their disagreement with the decision to close underground entrances and advocate studying this on a case-by-case basis.

Furthermore, they state that public lavatories should be installed on the metro, "even a single lavatory for both sexes".

The last important aspect that should be highlighted is the disappearance of the figures of the ticket clerk and the station guard, which generates a sensation of abandonment and even of fear, as assistance cannot be sought where required.

TAXI

They would like to be afforded discounts for this mode of transport, as they sometimes have to make use of taxis. They place particular emphasis on the Eurotaxi, and there are plans to expand the fleet of adapted taxis from 100 to 300 in 2015 via the announcement of a selection process for the provision of Special Taxi Licences for adapted vehicles (Eurotaxis).

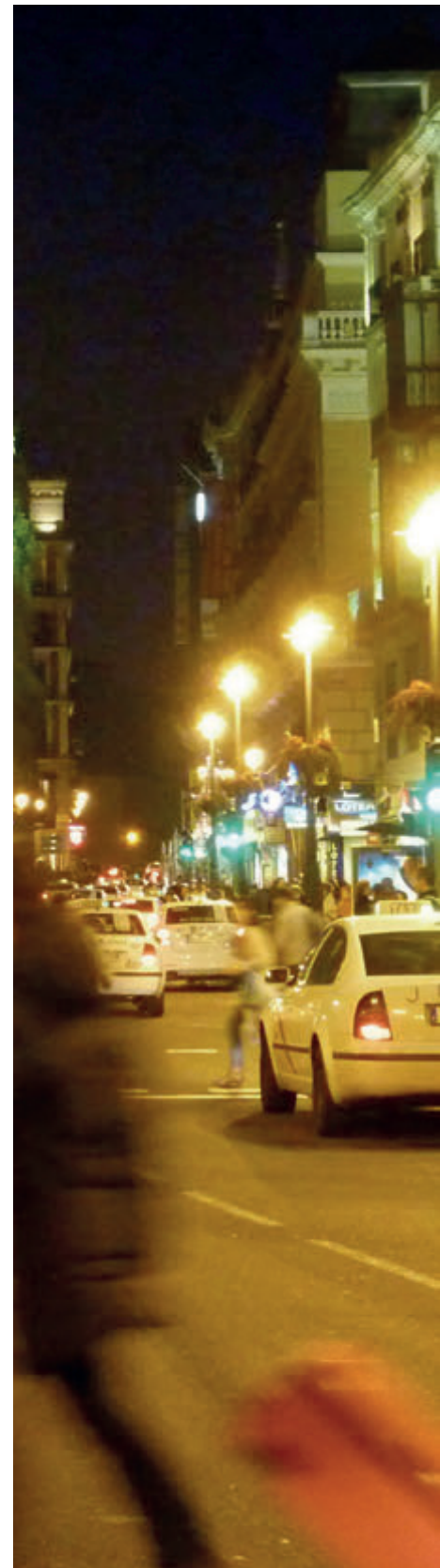
Whilst only 25.8% of those surveyed were satisfied with taxi prices, with regards to the remaining aspects (comfort, the number of taxis, air conditioning, signage, treatment and accessibility) satisfaction levels ranged between 62.1% (accessibility for people with disabilities) and 71.4% (comfort). Scores range between 6.90 and 7.38, with the exception of price, which was scored at 5.52.

EXPERIENCE WITH TRAFFIC AND DRIVING A PRIVATE VEHICLE

In general, older people do not drive their own vehicles in Madrid.

The area that gives rise to the greatest number of comments is parking:

- ▶ They feel that parking is expensive and that there should be special rates for older people. Only 24.1% deem prices to be fitting.
- ▶ Another aspect focuses on lifts: car parks "do not indicate whether or not they have a lift, which is a serious inconvenience for people who cannot go up stairs. Indeed, even where they are equipped with lifts, they are not always signposted". However, 52% deem signage to be clear.
- ▶ With regards to the proximity of car parks to the spaces that they frequently use, such as health centres, their opinion is as follows:





"Health centres do not have car parks. Every time that I have to take my mother to see the doctor, we are forced to drive around a lot and park a considerable distance away, and she has difficulty walking".

Only 38.2% feel that there are a sufficient number of car parks in the city.

- ▶ They suggest that a number of parking spaces should be reserved for older people.
- ▶ With regards to parking spaces for individuals with physical disabilities, they point out that the requirement of more space to make use of wheelchairs or crutches is not contemplated to a sufficient degree. Only 38.6% feel that car parks are accessible for individuals with disabilities.

One aspect that concerns them is that traffic fines can be deducted from pensions: "they are deducted directly from pensions, with the corresponding interests for late payment".

In terms of getting around the city, those who cycle complain about the lack of respect from car drivers, who double park or carry out manoeuvres without considering cyclists, and of cyclists who ride at excessive speed.

With regards to road safety education courses, they believe that they are important and advocate continuing with this activity.

Experts consider Madrid to be a complicated city for older people to drive in.

They comment that areas for picking up and dropping off passengers is something that requires improvement. "It is very difficult to stop in Madrid to drop somebody off or pick somebody up", "there are areas for loading or unloading goods on every corner, but for people, nothing". In this regard, mention must be made of the activities that have been implemented or that are underway as part of the 2014-2015 Madrid Includes Plan, which envisages an additional 600 reserved spaces, over and above the 800 existing spaces, for the vehicles of people with impaired mobility.

In terms of parking meters, they feel that not everyone finds them easy to use: "they should have been tested more, insofar as their degree of accessibility for all collectives, prior to installation".

Finally, they feel that, in general, street signage is an aspect where there is room for improvement, "not so much because of illegibility, but rather due to a lack of signs or signs that are not sufficiently visible".

HOUSING

All aspects relating to accessibility in terms of housing, comfort within the home, perceived security (both in the home and in the surrounding area), housing prices, aid for renovation work, the possibility of obtaining a place in a home, where required and sought by older people amongst others, form a part of the key characteristics of the physical environment of the city that are decisive in terms of active ageing.

GENERAL ASPECTS

The majority of older people live in old houses that are not sufficiently adapted to cater for circumstances of impaired mobility. Where this is exacerbated by a lack of economic resources, we can find older people living alone in Madrid, in apartments without lifts, isolated, barely covering their daily needs and rarely venturing outside.

With regards to subsidies and aid to renovate and afford housing fittings to aid accessibility, misleading information on existing aid, complaints due to delays in receipt of payment and a reduction within budgets are generalised comments.

SPECIFIC ASPECTS

ACCESSIBILITY

To a large extent, **the housing of older people is not accessible**, at both an interior and exterior level: stairs in entrance halls, no lifts, small landings, cramped passageways, narrow doorways, baths rather than shower trays, etc., although they affirm that newly designed neighbourhoods in Madrid comply with regulations in terms of the provision of ramps, lifts, wide doorways, etc.

Aware of this problem, the various Administrations (State, regional and local) provide subsidies and aid for various forms of architectural adaptation and renovation, both with regards to building interiors and the

As a proposal for improvement, they affirm “substantial aid and subsidies should be provided quickly to install lifts in housing where a large number of the residents are older people”.



plot itself, to promote the accessibility, mobility and autonomy of older people: the installation of lifts and ramps, the removal of barriers, soundproofing and insulation, etc.

With regards to building interiors, the aspects that were most frequently mentioned were the adaptation of bathrooms and doorways. There are widespread complaints about the refusal to provide subsidies to replace baths with shower trays with grab rails. Doorways represent another problem as their width does not allow a wheelchair to get through: "Those affected have to stand up and pass through with a walking frame".

Approximately 32% of the older people surveyed stated that they were satisfied with adaptations to their needs in terms of the design, services and fittings of the interior and exterior of their houses.

In apartment blocks where, for structural reasons, a lift cannot be installed, older people are forced to move, thereby losing their links with the neighbourhood, whilst others "become prisoners in their own homes". They value the existence of aid to install lifts on the outside of buildings.

The installation of ramps or platforms in entrance halls to assist individuals who have difficulty going up or down stairs should not depend upon the willingness of joint owners. They believe that there should be a manner to enforce payment from residents who are reticent and to provide economic resources to those who are unable to pay.

They comment that works of this nature are very expensive and that little or no aid exists and they complain about the commitment of the Administration in terms of the payment of agreed subsidies.

Only 18.1% of older people feel that the Administration provides sufficient aid to adapt their homes and make them more accessible. This figure falls to 14.4% in relation to aid for residents' associations. They score each of these aspects 5.21 and 5.12, respectively, on a scale of 0 to 10.

As a proposal for improvement, they affirm "substantial aid and subsidies should be provided quickly to install lifts in housing where a large number of the residents are older people".

They feel that they lack information on available aid and subsidies and there are widespread complaints in relation to the excessive number of documents that need to be presented to request any form of subsidy or service. **There are requests for an agency to provide advice and assistance to older people.** They feel that the majority of the processes are geared towards telematic resolution, which presents serious difficulties for older people: font size, concepts that are difficult to understand, etc. It is clear that there is a lack of awareness of the existence of Information and Advice Offices to request aid in Renovation Areas.

Another idea involves promoting programmes wherein an apartment is exchanged for a house in an adapted “village for older people”, which may or may not include professional carers, depending on requirements.

Mention should also be made of the Care Programme for People over 65 Years of Age Who Own Inadequate Housing. This programme facilitates adapted housing or housing without architectural impediments to older people with impaired mobility who are the owners and residents of homes with barriers that hinder their autonomy.

THE COST OF HOUSING

Housing, whether purchased or rented, is expensive and the associated costs (heating, hot water, taxes, etc.) have increased considerably and prove difficult to meet for older people with smaller pensions.

Madrid City Council, deeply concerned by the aforementioned aspects, has set up, via the Municipal Housing and Land Company (EMVS) and the Government Department for Family Matters, Social Services and Citizen Participation, a Network of Solidarity Housing, with 400 homes to anticipate and attend to situations of risk of homelessness and social exclusion, which affects many families who have lost their home, due to bank repossession or a failure to pay rent. Moreover, for the last two years, the EMVS has been renewing and revising the lease contracts of its housing stock. The rent to be paid by older people with lower pensions is always less than 20% of their income.

Furthermore, an aid scheme for sustainability and energy efficiency exists and it is envisaged that the Service for Energy Saving and Renovation, initiated in 2013, will continue to provide information and support to citizens, communities, bodies, etc.

However, satisfaction levels in relation to information on available public housing, the number of public-housing homes available and the option of adapted and accessible homes do not reach 20% amongst the older people surveyed.

Finally, they affirm that older people must be protected against evictions.

SECURITY WITHIN THE HOME

They feel safe in their homes, in spite of rare incidents such as confidence tricks involving false gas inspectors and muggings in entrance hallways that have occurred recently.

With regards to abuse and fraud that occasionally affect older people in their capacity as consumers, the Municipal Office for Consumer Re-

search, created in 2010, overseas research and promotes actions to protect and defend those who have suffered as a result of aggressive door-to-door sales practices, for example, practices that employ deception to persuade them to take on economic obligations and prevent them from cancelling the contracts they have undersigned.

However, experts also draw attention to other types of risk situations within the home. "Older people are not aware of the risk of accidents in the home: they employ heaters to dry clothes, they trip over mats... We should not forget that falls also occur in the home".

As good practice, they propose that professionals, such as firefighters, should visit older people to provide guidance and inform them in relation to deficiencies within their home, and that the programme of talks on security and self-protection provided by the Municipal Police Force should continue.

Social Services professionals might also be included in this proposal: firefighters could train operators within the Home Help Teleservice (TAD) and personnel within the Home Help Service (SAD) in relation to the risks of accidents in the home. "It would be a good idea to train those people who are in day-to-day contact with older people and will be able to pass on what they have learned to them".

"Prevention has to be practical and highly interactive. Therefore, training has to be very direct, such as the proposal to train professionals or, in accordance with current practices, older people themselves via the centres for older people. Preventative television campaigns are also very useful".



RESPECT AND SOCIAL INCLUSION

The respect that society demonstrates towards older people and their degree of recognition, which facilitate inclusion within community life, are linked to social factors that affect participation and mental well-being. That is, they are determining factors in terms of active ageing.

Aspects such as feeling recognised and accepted, experiencing a sense of being valued and, therefore, sensing that the community takes your opinions and experience into account, and engaging in social relations, are important factors throughout life, but in the later stages of life, they acquire even greater importance. It is during old age that a consolidated and long-lasting support network proves most necessary, helping to overcome situations of vulnerability and prevent feelings of loneliness and isolation that are all too frequent.

Under this topic, research focuses on the attitudes, behaviour and messages of other people and the community as a whole with regards to older people.

GENERAL ASPECTS

Older people participating in the research refer to the respect afforded to them by society from two perspectives that must be distinguished: recognition as a collective and recognition as an individual.

On the one hand, we have the “elderly label”, wherein society views the collective as a homogenous group, “invisible” and of “little use”; and on the other hand, we have the personal reality of each of the members of this group, which is heterogeneous and dependent upon gender and assigned roles, age, the neighbourhood in which they live, family relations, education and their degree of autonomy, amongst other factors.

Analysis of the information gathered shows that older people do not feel recognised or valued as a collective and they believe that they are not taken into account or included within community activities, although they are afforded the opportunity of expressing themselves and participating in matters of interest to them and relating to the city via the Sectoral Council for Older People, District Councils and referendums.

They feel that growing old is not welcomed and that old age is not a desirable condition. However, on a personal level, they are treated with respect and friendliness in terms of their day-to-day needs.

With regards to the degree of coexistence with other generations, they affirm their desire to see the promotion of activities that enable this,

With regards to the degree of coexistence with other generations, they affirm their desire to see the promotion of activities that enable this, rather than feeling that they are sectioned off as the old-age group.

rather than feeling that they are sectioned off as the old-age group. The opinion of experts ratifies this view: "There are highly specific services for them and these should be integrated within social interaction with other population segments", "we have to avoid creating ghettos".

In terms of family, due to the distances within a large city and the pace of life, relations with family members are not frequent, giving rise to feelings and situations of loneliness. They comment that in recent years, in many cases they have become the breadwinner within the family.

SPECIFIC ASPECTS

RESPECT

They identify respect as friendliness and the provision of assistance in the day-to-day resolution of difficulties and needs, and whilst, in principle, the degree of consideration afforded to them does not generate agreement, **in general they end up acknowledging that they receive assistance and that they are treated with respect**: "it is true that there are young people who fail to respect older people, but it is also true that many of them are respectful, just as there are many rude older people".

They distinguish between attitudes and behaviours within their neighbourhood and in other parts of the city, and between young people and those over the age of fifty. They believe that people "over the age of fifty" usually show greater consideration. With regards to neighbours, attitudes on friendliness, respect and the provision of assistance vary from one neighbourhood to another. It is largely dependent on the pace of life within the neighbourhood and whether or not relations are maintained with neighbours that have been forged over a lifetime, and on the presence of new neighbours, a number from other cultures.

They emphasise that, at times, they do not feel that they are treated with good manners in certain public spaces, although they acknowledge "sometimes, older people themselves are responsible, as they do not adequately demand their rights".

As causes that have bearing on the deterioration of respect, they draw attention to upbringing (which also applies to older people), a lack of communication and the fact that different generations do not listen to one another. "Good manners work in everybody's favour: we must always show good manners, whether we are older or otherwise". In this sense mention must be made of the programme for intergenerational coexistence between older people and university students, "Convive", which, as it promotes communication between older people and young people, facilitates respect for and the recognition and inclusion of older people.

They coincide in pointing out the importance of instilling respect towards older people from childhood and affirm that grandparents who bring their grandchildren to school or pick them up from school could have a considerable impact in this regard.

RECOGNITION

They complain that society tends to consider them to be of “little use” and “annoying” as opposed to the role of conveyors of knowledge that they previously were afforded. Their image is so stereotyped and devalued that people are unable to interact with them and they are “supervised like clumsy children”, without respecting their diversity or taking their opinions into consideration.

The evaluation of the image (without stereotypes) presented of them in the media was scored 5.99 and 39.7% affirmed that they were satisfied with this image.

They feel that society does not recognise their capacity in terms of professional knowledge or life experience and their attitude is assertive and proactive in this regard: “Older people must value themselves, and respect themselves, realise that, in spite of their age, they can function perfectly on a physical and mental level and, therefore, continue to participate in life, travel, etc.”. “They must make themselves heard and remain aware that they represent a source of knowledge”. “Older people have to be mindful of their personality, appeal, testimonial nature, and not simply vegetate”. “The problem is that retirees, who represent a large force within society, are not united (although they mention that there are associations of sick people, the disabled, etc.), if this were not the case, they would have a lot of power and you would see whether or not they acknowledge us...”.



Mention must be made of the campaign “Listen to, learn from and value older people”, aimed at raising awareness, which was set in motion in 2014 by Madrid City Council and the Caja Madrid Foundation.

They emphasise that people with disabilities, as a collective, have gained recognition in recent years within the imaginary of citizens.

Only 28.8% of older people feel that their experience and contribution to society is recognised, scoring this aspect 5.49.

The experts agree that it is necessary to improve and reappraise the image of older people. Their potential as a means of social support has to be recognised: they employ their pensions to maintain unemployed relatives, they serve as carers for their grandchildren if their children are working, they provide their time and professional experience within volunteer work, etc. “Awareness must be raised of the importance of older people to society”.

In this regard, attention should be drawn to the fact that the City Council recognises their experience and worth via the promotion of voluntary work: they serve as guides in museums and are involved in various workshops and activities in the Municipal Centres for Older People.

Finally, mention must be made of the campaign “Listen to, learn from and value older people”, aimed at raising awareness, which was set in motion in 2014 by Madrid City Council and the Caja Madrid Foundation, taking in various spaces for publicising within the city (metro, buses, street furniture...) in order to disseminate a more positive image of older people and draw attention to their value.

INCLUSION

As a result of the lack of recognition, they do not feel that they are included in society in an integrated and positive manner. They are considered, but as a segregated collective.

They feel that they are anonymous, “transparent” within the big city, in contrast to towns and villages, where their participation is valued and sought. “Older people are marginalised, acts and events are not programmed with them in mind”. “Older people spoil things, give a bad name to things...”

They go on to state that older people have been “cornered”. This affirmation is illustrated via an example: “When older people go alone, or accompanied by their spouses, to a supermarket, they are treated differently than when they go with their children, who shop assistants address, even where the question or request has been raised by the older person”. This circumstance recurs when carrying out a variety of tasks. This reaffirms their belief that they no longer have influence as people, whether they spend their time in a specialised centre or continue to perform an active role.



However, there are also objections to their own attitudes: "Older people don't like anybody else". "We have a tendency to group together, that is something that remains to be resolved".

Of the older people surveyed, 30% feel that they are included in decision-making processes in matters that affect them, scoring this aspect 5.39.

The experts distinguish between active and autonomous older people, who participate in the entire range of services offered by the city, and those who are dependent, requiring care, particularly in view of the fact that they feel loneliest and in most need of inclusion.

Efforts must be made to design integrative rather than segmented activities.

In the municipal Spaces for Equality, at times specific activities are designed for older people, but there are many workshops that, without being specifically for them, involve the participation of women over the age of 60, such as physical exercise activities that provide older women with an opportunity for empowerment.

INTERGENERATIONAL ACTIVITIES

They believe that generational integration has to improve. They hold that few opportunities are afforded to interact with collectives in different age bands and they affirm that where they occur, such moments provide a great deal of pleasure.

In regards to participating in all public events, 48.1% feel that they can as they do not suffer discrimination as a result of their age, although only 34.6% believe that intergenerational activities are offered wherein they might share their experiences and knowledge.

In the municipal Spaces for Equality, at times specific activities are designed for older people, but there are many workshops that, without being specifically for them, involve the participation of women over the age of 60, such as physical exercise activities that provide older women with an opportunity for empowerment.

They outline how intergenerational interaction is gradually disappearing, particularly at neighbourhood level, where with increasing frequency new residents are occupying empty apartments, whereby, as a result of new habits, contact is not maintained. Moreover, the gradual disappearance of local shops, which commonly served as meeting points for many of them, has reduced moments of interaction within their daily lives.

They affirm that Madrid, unlike many other cities, does not hold communal fiestas in which all citizens participate. In this regard, the neighbourhood is not an exception: cultural or festive activities are limited, “always more or less the usual events, divided up by age groups”. They feel that very few events are organised to enable everyone to have a good time together.

They have a very positive view of opportunities that promote coexistence with people of different ages and provide examples of activities such as swimming and gymnastics in a number of sports centres, cultural activities, such as theatre, the exchange of professional experiences, volunteer work, etc., in which people from different age brackets participate.



One of the most interesting initiatives, in terms of the exchange of knowledge and experiences, was set in motion via SECOT (Spanish Seniors for Technical Cooperation), a non-profit association wherein the volunteers are qualified professionals who have retired, sought early retirement or remain in active work, offering their experience and knowledge in business management where required in an altruistic manner.

They advocate, as a proposal for improvement, that municipal premises and activities be employed to promote intergenerational relations, offering as examples the activities that are set in motion involving the users of Day Centres and young people and school children within the districts (the “roots and wings” intergenerational programme and the Ecological Garden, amongst others).

Finally, they propose improving information channels to become aware of any activity set in motion by Administrations.

Experts agree with the statements of the older people and suggest converting centres for older people into meeting points: “They should be opened to society as a whole, I would convert them into sociocultural or cultural centres that admit everyone, notwithstanding the existence of a room for older people who want to play cards”. “The objective is to normalise the situation of older people: breaking down the barriers that prevent their inclusion and participation, because the truth is that older people can't be found anywhere, only where you would expect to find them, in their centres, for example”. “Sectioning is not a good thing. We spend our lives doing things for segments of the population and I'm not sure to what extent this is good... A num-

That Madrid, unlike many other cities, does not hold communal fiestas in which all citizens participate.



ber of activities should be different, but in general, we should promote shared activities”.

They conclude that the offer of activities for older people do not have to be limited to those programmed in their centres, even though they acknowledge that they work well, but rather should be extended to shared open spaces. For example, in parks, they propose installing the play-

They draw attention to the reversal of roles that the economic crisis has provoked in many cases: older people have moved from “being a burden”, to become the breadwinners who support their offspring and grandchildren.

ground areas next to gymnasium apparatus and chess tables. As an example of an activity that currently takes place outdoors, mention should be made of the Intergenerational Gatherings for Outdoor Physical Exercise (an initiative set in motion by the City Council's General Sub-directorate for Older People and the General Sub-directorate for Education and Youth).

Finally, attention must also be drawn to the mixed intergenerational activities that are carried out in spaces with a great deal of cultural variety, set in motion by the General Sub-directorate for Equal Opportunities and Immigration, with a view to strengthening coexistence.

FAMILY

Family is deemed by 87% of older people to be their main support and 79% feel that their families value them.

However, in the discussion groups of older people, affirmations indicate that they feel very lonely. Nevertheless, it must be kept in mind that this reality exists alongside the reality of family members who care for their older parents in a very generous and committed fashion.

Those who have families point to working hours and distances as impediments to their children visiting them more often, but they also refer to “selfishness”, which is usually hidden from others, as they “extol” the virtues of their offspring when talking to other people in the same situation.

They draw attention to the reversal of roles that the economic crisis has provoked in many cases: older people have moved from “being a burden”, to become the breadwinners who support their offspring and grandchildren. This provokes an ambivalent response within them: “Pride, to be able to help my children” and “fear and distress” as they are once again, at this late stage in life, responsible for maintaining the home.

Experts warn that as a result of their limited resources, older people who aid their families have not only stopped participating in recreational outings and sporting activities, but, in many instances, “have modified their eating habits and are unable to purchase essential goods, such as medicines, prostheses, nappies, hearing aids...”

Aware of this problem, Madrid City Council has set in motion the project for older people with unforeseen family responsibilities (a collaboration between the General Sub-directorate for Primary Social Care and the Spanish Red Cross), aimed at facilitating comprehensive and effective responses to their social needs and avoiding situations of social exclusion of older people and family members who are economically dependent upon them.

SOCIAL PARTICIPATION

With more than 45 museums, Madrid truly is a city of art and culture. The three main Museums in Madrid, the so-called “triangle”, consisting of the Prado (one of the most important art galleries in the world), the Reina Sofía and the Thyssen-Bornemisza can be found along the Paseo del Arte.

The city also boasts 50 theatres, both public and private in nature; more than 60 cinemas or projection rooms; 47 public libraries, 31 of which are dependencies of the City Council, along with numerous specialised libraries, amongst which attention should be drawn to the National Library; and 113 concert halls, including the Royal Theatre, an opera house, and the National Auditorium.

The city rounds off this offer with extensive and varied gastronomical selections, numerous nightclubs, an amusement park, the zoo, etc., whereby the citizens of Madrid and visitors to the city are afforded a comprehensive and diverse series of leisure, sports and cultural proposals, on both a public and private level.

Madrid City Council supplements this offer, overseeing almost one hundred cultural centres and libraries spread throughout all the districts, along with library outreach services on the metro (Bibliometro) or in public premises (Bibliored), 13 municipal schools of music and dance and 89 municipal centres for older people that provide activities specifically designed for this collective.

Those over the age of 65 are afforded discounts in all public activities.

In terms of promoting sport, Madrid is provisioned with extensive sports installations and units spread across all districts: its houses many installations where people can engage in various sports and boasts football pitches, heated swimming pools, outdoor swimming pools, tennis courts, weights rooms, squash courts, climbing walls and golf courses, amongst other elements. Nor should we forget that the city contains numerous parks and green spaces in which Madrid City Council and other public administrations promote physical exercise.

Madrid also boasts three sports complexes equipped to cater to large-scale competitions and international trials: the Madrid Caja Mágica Sports Complex, the Casa de Campo Multipurpose Pavilion and the Sports Centre (Palacio de Deportes).

Leisure activities have a positive effect on self-confidence and physical and mental health, whereby, they contribute towards preventing situations of dependency and improve the quality of life of older people.

Participating in organised activities and associations, mixing with friends, family members and neighbours, interacting with other people,

sharing free time, engaging in physical exercise and learning new things all have bearing on personal development and social integration.

This topic analysis focuses on the type of activities in which older people participate (educational, cultural, leisure, sports or spiritual activities), the places they frequent for these purposes, the people with whom they share and engage in these activities, their interest in the offer afforded to them, the accessibility and cost of these activities and the channels via which they are informed.

GENERAL ASPECTS

One of the participants stated the following: “Accessibility is not simply a matter of mobility, rather it refers to accessibility to culture, art, physical exercise... in short, to the means of being able to develop as a person”.

As was the case in other sections, we must differentiate between several collectives. There are people who interact and take advantage of the offers afforded to them by society, such as excursions, university courses, conference series, neighbourhood cultural centre programmes, museum visits, libraries, etc., whilst others focus their recreational pursuits on the activities organised by centres for older people and the associations linked to them.

All participants coincide in the view that Madrid is a city with a varied and extensive cultural offer, at both a public and private level: libraries, museums, theatres, sports centres, centres for older people, cultural centres, auditoriums, conference series, exhibitions, organised walks, etc.

“In Madrid, if you want to interact with others, you can”. “There are activities to suit all budgets and adapted for older people”. However, a number of them affirm that information is not always easy to obtain.

In regards to the cultural and continuous learning opportunities afforded by the city, 54.7% state that they are satisfied, scoring this aspect 6.56.

In terms of other spaces for interaction, the traditional local shop is, for many older people, a meeting place within the neighbourhood: going shopping is a means of participation and remaining active. As a result of the gradual disappearance of local shops, these spaces have moved to shopping centres and department stores.

Whilst large shopping centres are considered pioneering, in terms of setting aside a given area to allow the public to rest, they do not cover their requirements of interaction in the same manner as a “traditional local shop”.

SPECIFIC ASPECTS

PLACES WHERE THEY ENGAGE IN ACTIVITIES

The older people participating in the study state that they carry out activities, almost exclusively, in centres for older people and their associations. In the case of sports, they refer to the use of municipal sports centres.

The evaluation of the centres as spaces for personal development and meeting places, where they can participate in sociocultural, vocational, artistic and recreational activities, is varied:

On the one hand, we find participants who view centres for older people as spaces that provide a comprehensive recreational offer, holding them in high esteem. They draw attention to the fact that they operate well and to the friendliness of staff.

On the other hand, there are those who are more critical as they believe that the activities offered are limited, placing more focus on handicrafts than knowledge, and designed without the meaningful participation of older people. A number of individuals do not go to the centres because they feel that they provide little room for their participation: they are rigid, they do little or nothing to promote intergenerational interaction, and the atmosphere is not appealing.

Experts point out that the poor image of old age leads a number of older people to reject the activities, which they deem to be for “old people”.

Experts point out that the poor image of old age leads a number of older people to reject the activities, which they deem to be for “old people”.



A number of older people affirm that they engage in a wide range of activities and events: music and piano workshops, handicrafts, such as painting and pottery, English classes, computer classes, organised visits to museums, excursions, strolls to symbolic places within the area, film screenings, theatre, training in a wide range of subjects, etc.

The most dynamic members of the centres define themselves as disillusioned and restricted by the large amount of bureaucracy that they are forced to deal with in order to develop their activities, whilst blaming themselves for not being more assertive. They affirm that older people have scant participation in the organisation: "They like everything to be given to them with no loose ends". They believe that volunteer work should be strengthened.

Experts coincide in the view of Madrid as a city with an extensive leisure offer and point out the work that has been undertaken in recent years in all areas, rather than merely in centres for older people: "In libraries, archives and museums efforts are being made to work with older people via the volunteer programme". "In cultural centres within the districts, a lot of work is also being undertaken with older people". "Theatres have now been fitted with sound amplification systems and areas for people with impaired mobility".

THE SPECIFIC ACTIVITIES IN WHICH THEY ENGAGE

A number of older people affirm that they engage in a wide range of activities and events: music and piano workshops, handicrafts, such



as painting and pottery, English classes, computer classes, organised visits to museums, excursions, strolls to symbolic places within the area, film screenings, theatre, training in a wide range of subjects, etc.

With regards to centres for older people, a number raise complaints, as indicated above, that their needs are satisfied only in terms of games and sporting activities: "Educational activities should also be promoted". "More efforts should be made to spread out the recreational offer amongst other resources". In this regard, they complain that free press is no longer available in the centres. However, they do point out that card games remain the favourite pastime for a large number of those using the centres.

Computer classes are highly regarded by everyone and, whilst municipal libraries offer basic courses on the Internet and provide Wi-Fi and Internet access points, they complain that the centres for older people entail waiting lists and are not equipped with Wi-Fi. Visits to certain museums are also usually in high demand. City outings and excursions are well received, although they feel that the budget assigned to such activities should be increased.

In terms of general leisure offers within the neighbourhood, they mention the classes provided in sports centres, the possibility afforded by a number of day centres that offer their installations in the evenings for special physical activity groups and the extensive programme of cultural centres. In this regard attention should be drawn to the cultural offer in districts that form a part of "Madrid Activa", a programme of cultural and leisure activities aimed at all members of the general public that, working in close collaboration with the twenty-one districts, brings culture closer, neighbourhood by neighbourhood, employing cultural centres, plazas and streets, consolidating the cultural and creative fabric of Madrid and encouraging intergenerational activities.

In relation to classes in sports centres, the experts affirm that older people have acquired a sports culture and have called for different activities, such as Pilates or aqua aerobics, whereby the programmes offered are evolving.

Older people also point out that, in general, they are taken into consideration when fiestas and events are organised: "In neighbourhood fiestas, during San Isidro... older people are always taken into account and they participate in everything".

Reference has been made to the disappearance of local cinemas.

They propose that assistance be offered to facilitate the adaptation of older people from rural areas via the centres for older people.

The experts point out that intergenerational conflicts are beginning to occur in the centres for older people as a result of age differences: "The activities enjoyed by those over 85 are not the same as those requested by people of 65 or 70 years of age, so not everyone is happy".

Computer classes are highly regarded by everyone.



PARTICIPANTS WITHIN ACTIVITIES

With regards to the people with whom they share activities, they emphasise, as was the case in a previous topic, the importance of intergenerational activities. "It is important to promote activities that do not differentiate, but rather are integrative, such as theatre or chess", along with creative endeavours and handicrafts, "such as sewing and ceramics workshops and similar pastimes". The experts coincide, affirming, "particularly in terms of culture, segmentation is to be avoided, as there is a high risk of marginalising certain collectives".



With regards to the teachers and tutors, they draw attention to the essential role played by volunteers in the centres for older people and associations that organise activities.

In terms of centres for older people, they advocate assigning more teaching staff to the classes that have the highest demand, such as computer classes. They believe that a bigger budget should be assigned to afford centres the personnel they require and they point out that, without the collaboration of volunteers, a number of activities could not be provided.

THE PRICE OF LEISURE OFFERS AND ACCESSIBILITY TO THEM

The most active older people point out that Madrid still offers a wide range of free activities.

They draw attention to discounts for older people, although in recent years they have noted that private sector discounts have gradually disappeared. They make reference to the situation of those older people who are helping unemployed children and do not have any money for leisure pursuits.

In this regard, only 31.9% feel that older people with economic difficulties are taken into account within public activities and events.

The most active older people point out that Madrid still offers a wide range of free activities, such as exhibitions in various foundations and certain concerts in the Royal Conservatory or churches, without forgetting the cultural centres in different neighbourhoods that programme theatrical performances of famous works featuring highly skilled amateur actors entirely free of charge.

They view the cost of activities in municipal sports centres as appropriate.

One of the impediments to engaging in activities that they mention entails the cost of taxis, which a number of people with impaired mobility are forced to use as a means of transport.

Finally, it should be noted that new members have been observed in the centres for older people good services at reasonable prices, citing chiropody, hairdressing, physical exercise and exhibitions as examples. "Centre attendance has dropped, but the activities are packed out".

THE PROMOTION OF AND INFORMATION ON ACTIVITIES

As indicated above, Madrid's cultural offer, both in terms of the private sector and by the various Public Administrations, is wide-ranging, varied and substantial and attention must be drawn to the programme organised by Madrid City Council's Government Department for Arts, Sports and Tourism focused on the districts (¡Madrid Activa!) and the activities associated with the Major Fiestas within the city (Christmas and the Procession of the Wise Men, the Carnival, Holy Week, San Isidro, Music Day, Veranos de la Villa and the Jazz Festival) are publicised via the Municipal District Councils, Cultural Centres, Municipal Libraries, Municipal Museums, Municipal Cultural Institutions, Tourist Information Points and the website www.madridmayor.es.

In the case of municipal sports activities, information is provided in the sports centres in each district and on the City Council's website, www.madrid.es.

However, older people complain about the lack of information on leisure and free-time options. "You have to go to the associations or something similar to find out and be informed" ..

In the centres and associations, information is disseminated by word of mouth.

Experts agree with older people insofar as "many things take place that the ordinary citizen does not hear about, let alone a number of older people". "An important challenge for our cultural offer is to have it better publicised, make it more widely known, better promotion of the services is necessary". "For example: there is a tourist guide on Madrid that analyses the degree of accessibility of the city's entire offer, at both public and private levels, which is very useful, requiring a great deal of effort as it is even updated on an annual basis, but nobody knows about it. This guide has never been promoted". "Thousands of things are undertaken and there is a failure to inform the general population, not only older people".

As an improvement, they advocate, "when providing information to citizens, unifying it prior to dissemination".

Older people affirm that many citizens are unaware of the existence

"An important challenge for our cultural offer is to have it better publicised, make it more widely known, better promotion of the services is necessary".

“Thousands of things are undertaken and there is a failure to inform the general population, not only older people”.

of the centres for older people and the activities that take place in them, despite the fact that Madrid City Council stresses its commitment to maintaining people informed, via a personalised letter to registered residents of the city of Madrid upon reaching 65 years of age, outlining the requisites to request a madridmayor.es card. This card accredits them as members of a Municipal Centre for Older People, enabling them to take part in sociocultural, vocational and training activities or obtain access to new technologies, and acquire access to services and goods under more advantageous circumstances than the remaining members of society, in many cases, free of charge.



COMMUNICATION AND INFORMATION

Being aware of events and receiving clear, timely information adapted to their needs encourages the participation and social inclusion of older people.

Under this topic we analyse the experiences and impressions of older people in terms of obtaining timely and practical information on how to manage their lives and attend to their personal needs.

The channels affording access to this information are studied (centres and associations for older people, telephone services, the press, radio, TV, Internet, letters/printed documents, in situ, etc.) along with the impediments and barriers that they commonly face: Is this information easy to acquire? Is it easy to understand and comprehensible? Do they have problems with technology when searching for information? Do they have difficulties with automated systems, printed documents and font size?

GENERAL ASPECTS

It is essential to simplify processes and procedures and find efficient channels to communicate with and inform older people as, in general, they feel that they lack information in areas of interest to them.

Madrid City Council, via its website, www.madrid.es, offers information to citizens on all available services, enables processes and procedures to be resolved and publishes information on actions that are underway and planned within the city. Moreover, there is a portal specifically for older people, www.madridmayor.es, which provides content for older people and general information. This tool sets out the provisions made available to them via the City Council, under three premises: **informing** in relation to all programmes that are underway to promote active and healthy ageing, **enabling relations** with other people and the sharing of experiences, knowledge, ideas and initiatives with them, **and encouraging participation**, enabling the provision of suggestions to improve the policies of the City Council.

The older people and experts consulted feel that citizens are not aware of the variety and quantity of the offers and services afforded in Madrid.

Existing channels are beginning to prove unfriendly and they comment that they need to turn to younger people within their family circles or friends to obtain information on a range of matters and to deal with procedures relating to their needs.

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They obtain information primarily in the centres and associations for older people and the information is passed on “by word of mouth”.

It should be pointed out that the feeling of lacking information, in the case of people who are more dependent, relates to the need for “someone they trust” to ratify or verbally communicate this information.

Of the older people surveyed, 50% feel that information reaches all citizens, scoring this aspect 6.26 out of 10.

SPECIFIC ASPECTS

TELEVISION AND RADIO

News broadcasts are followed by nearly all older people, via television and radio.

They feel that the radio could be employed as a publicity channel of Madrid City Council to provide information on services and other aspects of interest. “However, care must be taken in this regard, as there is always a danger of indoctrination”. They coincide in affirming that channels specifically for older people are not to be valued positively in view of the bias they generate.

They complain about the lack of visibility of the collective on television; there are no presenters who are older people; competitions do not involve older people...

THE PRESS

Older people read the press and, as outlined in the previous topic, they are in favour of the provision of free copies in the centres that they frequent.

As one expert points out, “the press is maintained thanks to older people”.

NEW TECHNOLOGIES

The Internet is not an appropriate channel for the provision of information to older people.

“Things happen in Madrid that you can only discover via the Internet”.

Processes that must be dealt with via Internet present a great deal of difficulty for older people: “This new channel is a good thing and it is the trend, but they can't do away with traditional channels”. They

advocate that experts within the City Council provide advice in information points in the centres in the districts to assist with procedures at specific times, such as the period for the filing of tax returns.

A lack of skill in the use of computers is viewed as an impediment, as is the cost of Internet connection. In the case of the former, sincere interest in resolving this lack of knowledge can be observed, given that all groups affirm that the computer classes in centres for older people have waiting lists.

The suggestion is put forward that young people, acting as volunteers, could help older people to deal with procedures via Internet: requesting an appointment with the doctor, banking procedures, etc. They propose that specific days be established in centres that could be employed to enable older people to deal with these simple procedures. They raise the possibility of school programmes to enable children to teach their grandparents how to use a PC, which would also encourage intergenerational interaction.

Only 18% feel that using the Internet is easy for older people and 33.4% believe that training initiatives exist to facilitate access to new technologies for older people, scoring this service 5.66.

It should be emphasised that both libraries and municipal centres for older people currently offer free courses on how to use the Internet to facilitate access to new technologies for all interested older people.

The use of mobile telephones is fairly widespread.

The digital divide, the differences in access to information and communication technologies affect different sections of the population to a greater or lesser extent depending on age and gender: the greatest divide is found between men and women who are older people, amongst whom digital illiteracy is particularly prevalent. To attempt to correct this inequality, the municipal Spaces for Equality have organised workshops for women on the use of new technologies to enable them to employ these technologies in all spheres of their professional and personal lives and throughout their life cycle.

It should be emphasised that both libraries and municipal centres for older people currently offer free courses on how to use the Internet to facilitate access to new technologies for all interested older people.



The 010 telephone service receives a positive evaluation in terms of attention and the home help teleservice is also viewed as a good information channel, in general.

AUTOMATED TELEPHONE SERVICES AND CALL CENTRES

The automated information systems implemented by various public services are held to be inefficient, slow, difficult and stressful. Moreover, the complete lack of personalisation of the attention afforded via an answering machine provokes rejection.

Call centres, which provide information or record incidents, are poorly evaluated by users for failing to respond to their needs.

The automated system for requesting doctor's appointments is held to be complicated in terms of the instructions provided, in addition to being economically costly due to its duration, particularly where errors occur when verifying, which means that the detail must be repeated. The trouble caused by this system leads a number of older people to visit the health centre to request the appointment in person or, where they are unable, to delegate this task. In any event, they indicate that carrying out this procedure in person is not possible in a number of centres.

Of the older people surveyed, 30.5% feel that the telephone response services are adapted to their needs, scoring this aspect 5.77.

As an improvement, they suggest always providing the option of being attended by a telephone operator.

The 010 telephone service receives a positive evaluation in terms of attention and the home help teleservice is also viewed as a good information channel, in general.

The City Council affords citizens the Prior Appointment Service to carry out various procedures via Línea Madrid. The channels employed are as follows: in person (citizen services offices), the telephone (the 010 service, operating around the clock, in several languages and employing the TeleSor System for people with impaired hearing) and telematic (the municipal website).

IN PERSON

This is the preferred information channel amongst older people with regards to public services as they often need assistance when dealing with procedures.

In hospitals and specialised medical centres they also prefer people to call them by name rather than the current system wherein a machine issues a code and screens display the order in which they will be attended.

In banks they have to carry out transactions via ATMs and many older people are mistrustful: they feel insecure and face difficulties in terms of comprehension and the use of the screen. They prefer to continue to be attended by a person who they trust.

PICTOGRAMS

In a large number of public spaces, signage clearly leaves room for improvement: homes, centres for older people, train stations, interchanges, etc.

They feel that if signage facilitated a sense of bearing amongst older people, people with disabilities and, in general, anyone requiring assistance to interpret their surroundings, it would promote universal participation in recreational, and other types of activities.

ADAPTED INFORMATION

Information should be adapted, taking into consideration the determinants of such a heterogeneous collective as older people. Problems with sight, hearing difficulties and cognitive impairments cannot become insurmountable barriers when providing information.

In this sense, attention might be drawn to the reduced font size employed in printed material: banks and the contracts issued by telephone companies are defined as intentionally lacking transparency when outlining certain terms, which has caused serious problems for people who are unable to read the clauses in question.

In this regard, the Municipal Institute for Consumers, in order to promote good practices within consumption, carries out inspections of all nature of contracts and publicity, with attention to compliance with font size in accordance with the stipulations of the General Law for the Defence of Consumers and Users, which states that font size cannot be smaller than one and a half millimetres, or be printed on a background that hinders comprehension.

The language employed in official communications and printed material is deemed complex. The instructions for filling in a large number documents are viewed as erroneous, unclear and likely to lead to mistakes. They also refer to comprehension difficulties and problems when dealing with administrative procedures relating to disabled status or requests for social services.

A total of 40.2% affirm that printed information is adapted for older people.

With regards to deafness, attention is drawn to the presence of sign language interpreters in all Municipal Councils. Tourist Offices have also implemented a sign language interpretation service for visitors.

As an improvement, they suggest providing basic sign language training to professionals in certain public positions and the use of adapted products.



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CENTRES AND ASSOCIATIONS FOR OLDER PEOPLE

Centres and associations are the normal channel via which older people acquire information on the activities offered in these installations, in their neighbourhood and in the city as a whole. In general, they express satisfaction in this sense.

Information is usually received directly from professionals and management staff, "by word of mouth" or publicity. They state that they miss the Events Guide that was previously provided by the City Council. They indicate that a number of older people have expressed interest in periodically receiving the bulletins of the centres via mail, in order to study the offers at their leisure.

They suggest that centres should also provide information on other areas, rather than simply leisure activities, "for example, the 5% reduction to Property Tax when paid in advance is something that nobody knows"; "information should be provided on these types of matters in the centres for older people, associations, neighbourhood networks, etc. If they are informed it facilitates dissemination to everyone else".

They affirm that health centres would be a good means of providing information, as would posters in busy areas, shopping areas and parish churches.

A total of 43.2% feel that information of public interest is disseminated in the areas they frequent. They score this aspect 6.21 on a scale of 0 to 10.

EXPERTS' OPINION

Experts feel that the amount of information generated and its transmission to citizens is an area that requires work.

They are highly critical of the degree of friendliness of this area and they hold that the method of communicating with and informing older people is proving inappropriate.

They recognise the need to introduce improvements in all areas addressed:

- ▶ Requesting appointments via Internet is deemed complicated for older people.
- ▶ Automated telephone responses without the option of being attended to by a person generate anxiety.
- ▶ The language employed in printed material can prove difficult to understand, even for young people with an education.

- ▶ Font size is not always appropriate.
- ▶ Publishing certain information only on websites serves to exclude people who are not very familiar with the use of new technologies.
- ▶ Television, in general, does not include spaces aimed at this collective.
- ▶ The media presents a stereotypical image of older people
- ▶ Comprehension difficulties in terms of concepts when filling in documents to request social services are evident, as is the case with documents relating to dependency.
- ▶ It has been noted that on transport, much needs to be done in terms of signage and communication, and providing information via computer applications is not the best method for older people.
- ▶ Signs in hospitals, homes, centres for older people, recreational establishments, etc. leave a lot of room for improvement.
- ▶ Information on what is on offer, with regards to services at a general level and leisure and cultural activities in particular, does not reach citizens.

As a proposal for improvement, they suggest that it would be helpful to consider friendly cities also as intelligent cities, “because for a city to be accessible in the future, in view of the population of older people that will exist, it will have to take new technologies into account”.



CIVIC PARTICIPATION AND EMPLOYMENT

Promoting the involvement and participation of older people in all aspects of community life, listening to them in those matters that affect them and affording them channels via which they can express their opinion helps them to age in an active manner.

Madrid City Council is committed to citizen participation at all levels as it holds this to be one of the cornerstones of democracy and one of the criteria via which citizens judge the actions of their governments.

Citizen participation is not an organic unit with a given administrative range, but rather a cross-cutting policy to be applied throughout the municipal Administration.

The “**Madrid Participa**” programme envisages citizen contribution at various levels:

- ▶ **Individual participation.** Referendums and surveys to become aware of their needs and individual evaluations.

- ▶ **Budgetary participation.** Neighbourhood plans are territorial programmes for action that, via a process of consensus between the City Council and citizens (represented by neighbourhood associations), identify the neighbourhoods that require preferential treatment, developing measures, actions, programmes, etc., that enable the correction of sociocultural imbalance between the various territories within the city.

- ▶ **Sectoral participation.** The Sectoral Councils are permanent bodies for participation in the form of consultations, channelling the participation of residents and their associations via the large sectors or areas of municipal action. Amongst their number we find the Sectoral Council for Older People, created in 2008 for the purpose of channelling the participation of this collective.

- ▶ **Territorial participation.** The District Councils are permanent bodies for closer citizen participation.

- ▶ **Promoting the Creation of Associations.** This takes in the series of measures developed to strengthen the network of associations within the city, such as training programmes, association meetings or the comprehensive advice service for associations.

In addition to this crosscutting programme, numerous isolated actions require citizen participation. This is the case with the programme “**Quality control of the services for older people within Madrid City Council and the perception of Madrid held by older people**”, which aims to ensure maximum adaptation and the quality of services for older people and to encourage their participation in the design of these services.

Under this topic, attention will turn to aspects such as experience of volunteer and remunerated work, ease of participation in public matters, participation forums, methods of encouraging participation, etc.

GENERAL ASPECTS

With regards to participation in the design of the city, they complain that they are rarely taken into account and that the channels for participation afforded to them are unknown to them, or are unsuitable, or are not decisive.

Older people consulted demonstrate keen awareness of the unemployment situation afflicting the country and, whilst in many cases they would like to continue to work, even on a part-time basis, they believe that this would impede access to an employment post for a younger person.

They have a similar view of volunteer work: they enjoy such work and it makes them feel active and useful, but in many instances they feel that they are performing duties that should be duly remunerated by the Administration.

SPECIFIC ASPECTS

CIVIC PARTICIPATION

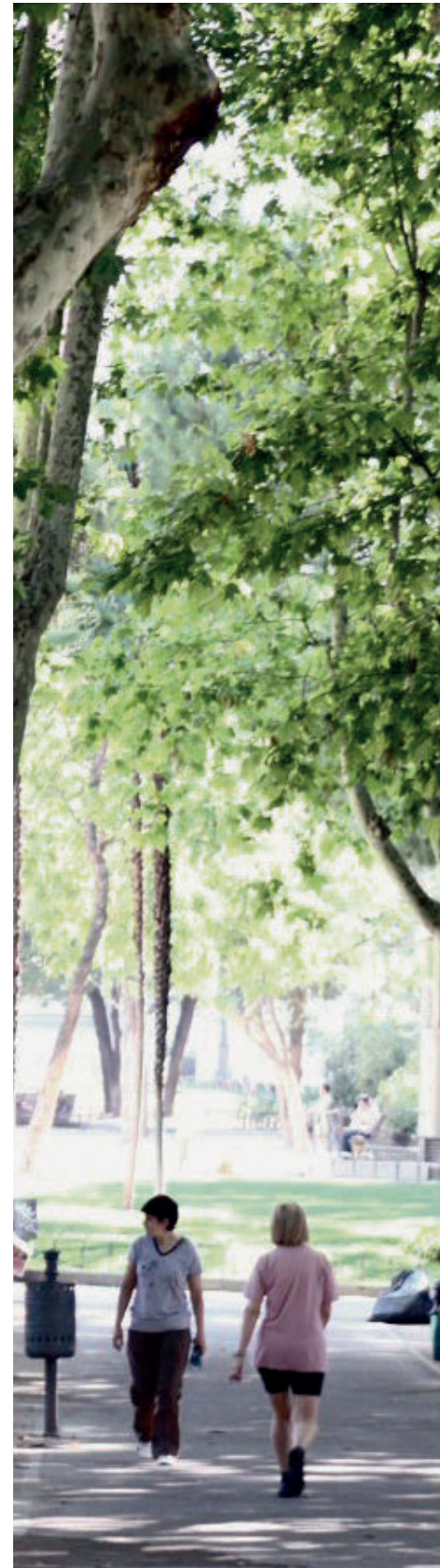
Study subjects do not feel that they are afforded effective channels to participate in the design of the city. **They affirm that the city requires more civic participation and that this should be properly promoted.**

As indicated above, the instruments that Madrid City Council affords to older people to generate active participation contemplate all levels: the neighbourhood, the district and the municipality. Older people can collaborate in the design of the city via contributions in neighbourhood associations, with which the City Council maintains permanent dialogue, by taking part in Referendums organised by the City Council and by participating in the District Councils and the Sectoral Council for Older People.

Of the older people who took part in the interviews, 30.9% feel that they are adequately represented in the bodies for public participation and 37.2% believe that programmes exist to encourage their participation. They score these aspects 5.59 and 6.05, respectively.

They distinguish between older people who have not entered into processes for collaboration, and are more conformist, and those who are more demanding and conscious of the role they can play in improving their circumstances. However, they feel that, at a general level, an assertive culture does exist, excepting isolated complaints that do not give rise to effective claims for rights.

They believe that power through association no longer exists and they feel that citizens are not taken into account to a sufficient degree: "The



They point out that, as is the case in other municipalities, “older people commissions” could be created to identify shortcomings and act as interlocutors with the City Council.

only way to achieve anything is via citizen protests”. “As citizens, we should complain more, but it is also true that the Administration shouldn't wait until citizens start complaining before it acts”.

A total of 55.2% indicate that there are associations exclusively for older people and 45.3% feel that they intervene in civic activities.

It should be pointed out that in 2013, a little over a third of Madrid's inhabitants (37.20%) were members of some form of association. Of the associations registered in 2013, only 2.11% were associations for older people, retirees or pensioners. Considering the member numbers, only 1.29% form a part of an association for older people. This percentage must be supplemented by the proportion of people of 65 years of age who form a part of cultural or neighbourhood associations, which is difficult to quantify.

In a number of cases they affirm that, in the districts, opinion polls are implemented and suggestions for improvement are gathered in relation to areas such as transport, mobility, road safety, etc., but they feel that the intention is “directed in a top-down manner”. They complain about the lack of platforms that enable citizens to take an opposing stance to the authorities.

They affirm that if referendums had been forthcoming, they would have opposed various urban planning decisions. They propose that surveys be carried out in neighbourhoods in relation to matters of interest to citizens. Mention is made of neighbourhood associations as a possible nexus between the general public and official bodies, allowing them to recover the public interest they possessed in the past.

They feel that the Administration has little interest in listening to and resolving the problems that reach it via its website or via the complaints raised in the District Councils.

Only 27.3% believe that they are consulted in relation to the most suitable manner of offering them the best public service, scoring this aspect 5.27.

A further 22.6% feel that they are included as informants, advisors and key beneficiaries. With regards to the last aspect referred to above, it should be pointed out that within the development of the actions of Neighbourhood Plans, Madrid City Council includes a section specifically for actions aimed at older people.

They point out that, as is the case in other municipalities, “older people commissions” could be created to identify shortcomings and act as interlocutors with the City Council: “in the towns and villages of Madrid, older people commissions have been appointed to study reports of shortcomings and draw up requests (a lack of traffic lights, raised paving stones, cornices that are about to fall), because older people are more aware of this than anyone else. The commission meets with a councillor once a month and they talk frankly about problems in order to reach a solution”.



In terms of participating in specific activities within the city, they hold that older people, as a collective, are extremely open to collaboration. Indeed, the activities of Associations for Older People could be included in the Citizen Participation Bulletin published by Madrid City Council to augment their dissemination.

They propose creating forums in which older people could share experiences with younger members of society, in employment matters, for example: "We could give conferences, support within training, advice on setting up a business...". They all agree in affirming that they would be delighted to exchange experiences with people in other age brackets. In this regard mention has already been made of the initiative set in motion in SECOT (Spanish Seniors for Technical Cooperation), a non-profit association wherein the volunteers are qualified professionals who have retired, sought early retirement or remain in active work, offering their experience and knowledge in business management where required.



The experts voice divergent opinions:

On the one hand, there are those who feel that older people do influence the decisions made by the Administration, particularly where they are organised or form a part of associations. They hold that complaints are heard and that a number of activities are the direct result of the suggestions put forward by citizens.

They indicate that there is scant participative culture amongst citizens in general and that they only participate to lodge complaints rather than to reflect on matters that affect everyone.

On the other hand, the vast majority of the experts consulted feel that this is an area for improvement as they hold that true participation does not exist and that the channels made available to older people (the Council for Older People, the Board of Centres for Older People, the Plenary Sessions of the District Councils, etc.) are not widely known and, moreover, are bureaucratised, controlled and rigidly governed by the Administration.

As suggestions for improvement, they propose the following:

- ▶ Promoting the meaningful participation of older people “via neighbourhood and district organisations, where they might put forward their proposals for improvement, which will be consulted where an initiative affects their sphere of influence”.
- ▶ Simplifying existing mechanisms that regulate participation in Sectoral Councils and the Plenary Sessions of District Councils.
- ▶ Encouraging independent association movements, without ideological tendencies.
- ▶ Adapting the channels for the effective participation of different collectives.
- ▶ Modifying the articles of association of the Centres for Older People to increase their autonomy.

In short, “conveying in a clear and effective manner that the Administration is willing to listen and respond to requests”.

EMPLOYMENT AND RETIREMENT

In general, they are opposed to continuing professional life beyond the stipulated age for retirement, as they believe that this would exacerbate the existing unemployment situation.

However, **they all indicate that this should be a personal and free option, and that employment opportunities should exist for those older people who are in good health and wish to extend their professional activity.**

Of the older people surveyed 44.4% state that retirement should be a choice and not an obligation, scoring the possibility of choosing the age of retirement 6.70.

Where they make reference to flexibility in terms of the age of retirement and the possibility of a worker who has sought early retirement transmitting knowledge to other personnel, even via part-time employment, the same problem of generational relief and affording younger people access to employment arises, in addition to the disadvantages this generates when calculating pensions.

The existence of flexible employment programmes is scored 5.24, and 21.2% feel that these types of programmes, adapted for older people, exist.

They believe that, within society, unfair treatment is evident in comparison with the majority of the population and certain professionals within politics or the world of art and culture, figures with a great deal of social standing, given that they are not prevented from working beyond the stipulated retirement age. They also express their indignation in view of the lifelong pension afforded to politicians once they cease to perform this role and obtain remunerated employment in another sector.

Mention is made of a number of associations that provide support to entrepreneurial older people who wish to set up their own companies, although they complain about the lack of awareness and dissemination of these possibilities.

The support received by entrepreneurial older people is scored 5.12, and 18.1% of the older people consulted are satisfied with this support. In terms of the services of the Public Administration relating to guidance and information at retirement age, 34.45% of the older people consulted affirm they are satisfied, scoring this aspect 5.86.

Experts voice divergent opinions: there are those who affirm that older people are not afforded the possibility of working where they desire to do so, and others who feel that retired older people should not work.

VOLUNTEERING

They believe that volunteer work is a good option for active participation within the community: “many people like to collaborate and dedicate their time to others”. The personal satisfaction derived from these types of activities is high amongst participants and the work of volunteers is held to be of a very high quality.



Via associations, older people participate in various activities as volunteers.

Volunteer work enabling the collaboration of older people is scored 6.39, and 47.6% of the older people surveyed affirm that they are satisfied in this regard.

Volunteer work, as with work beyond the age of retirement, arouses contradictory feelings in view of the existing unemployment situation.

On the one hand, they affirm that they are grateful for the opportunity to engage in volunteer work afforded by the centres for older people, taking on gardening, all nature of teaching activities and the organisation of trips, etc. On the other hand, they state their opposition to carrying out volunteer work whilst "a single person remains unemployed", as they feel that such activities take away possible employment positions. However, they point out that if work was not carried out by volunteers, the centres would end up closing.

Within associations they feel that volunteer work has to integrate rather than divide: "we have to stop pigeonholing work as pertaining to older or younger people according to the activity in question and/or the supervising association". They make reference to NGOs where, at a general level, older people are oriented in an almost automatic manner when they are enrolled.

The associations, coinciding with the older people, stress that certain work carried out by volunteers should be performed by professionals and remunerated.

Via associations, older people participate in various activities as volunteers: visits to places of interest, excursions, accompanying people with disabilities to deal with procedures or attend medical appointments, providing companionship to people living alone up to their death, caring for other older people with Alzheimer's or Parkinson's disease, activities with children with Down's syndrome, activities with schoolchildren, etc. They serve as volunteers in homes, centres for older people, day centres and meal centres, etc. Moreover, attention should be drawn to the efforts made by Madrid City Council to encourage the participation of older people within Madrid's Volunteer Force: for example, mention might be made of the volunteer work carried out by retirees who serve as guides in the city's museums.

Of the older people consulted, 39.4% feel that support is afforded to volunteer organisations, scoring this aspect 6.15, and 40.3% consider that there is sufficient promotion of volunteer programmes.

They suggest promoting exchanges to encourage solidarity and participation: "Somebody who knows how to sew can perform this task for somebody who knows how to paint a room and is able to do so", a formula similar to that employed in the "time-based currency systems".

Experts affirm that the city of Madrid has a significant number of volunteers and they consider the work carried out in centres and associations to be very useful and satisfactory.



HEALTH AND SOCIAL SERVICES

Health, in the broadest sense, is the most important aspect for older people.

The public social services system, managed by regional and local Administrations, consists of a series of integrated and coordinated programmes, provisions, activities and installations focused on affording social care to the general public. The installations in question are made up of 36 **Social Services Centres**, distributed throughout the 21 districts.

The primary objective of the care afforded to older people is framed within two courses of action. On the one hand, comprehensive care for the most vulnerable older people and their network of carers, grounded on the **principle of permanence within the family and social setting**, and on the other hand, **the promotion of active and healthy ageing**, encouraging a healthy lifestyle, physical exercise and participation.

Programmes for carers and coordination between health and social services play an essential role for this collective, as do strategies to address loneliness, social isolation and abuse. To this end, care and economic aid is not only afforded to vulnerable or dependent older people but rather, preventative, recreational and cultural services are provided to facilitate an active life.

The figures are quite illuminating: **140,000 users of the home help teleservice**, a resource that performs an excellent preventative role whilst affording security and better quality of life, **56,000 beneficiaries of the Home Help Service with home help assistants and more than 4000 recipients of the Delivered Meals**, services that complement and balance out the resources of older people themselves (family, neighbours...) via the provision of professional support. The objective is to facilitate personal autonomy, making a decisive contribution towards permanence within their home environment.

Madrid contains **145 Day Centres**, providing social and health services where required, and they play an essential role in terms of permanence in the home.

Residential Installations: whilst homes do not provide a service within a specific territory, attention should be drawn to the **170 Homes** in the municipality, where comprehensive and continuous care is afforded to those older people who can no longer remain in their homes; the **Apartments for Older People** and the **Supervised Flats** aimed at older people whose needs fall somewhere between those covered by homes and those covered by Day Centres.

With regards to **the strengthening of social participation and the promotion of active ageing**, there is a varied offer of activities and workshops aimed at facilitating social interaction, learning and the development of a wide range of skills and abilities, which are carried out in **the 110 Centres for Older People** along with programmes that promote outdoor physical exercise and intergenerational contact.

Access to healthcare and the range of health services that are not strictly medical in nature, represents an essential factor when determining the extent to which a city is age-friendly.

As a result, the provision of adequate and appropriate health and social services, of a good quality and accessible, is held to be essential.

Under this topic, we address the use and awareness of available health and social support services amongst older people. Analysis focuses on the experience of the social and community services for older people in Madrid, the types of services available, accessibility, cost and the adaptation of these services to individual needs, along with the evaluation of the services and the professionals.

GENERAL ASPECTS

The older people and experts consulted feel that current budgets are having an impact on the quality of all public services, including health and social services in Madrid.

They value the social services provided in Madrid, but they feel that they have deteriorated in terms of quantity, quality, information and dissemination.

Of the older people, 58.8% deem social services to be of good quality and 53% consider them to be sufficient, scoring these aspects 6.64 and 6.35, respectively.

The healthcare provided in Madrid is evaluated as being very good, particularly in terms of medical professionals. Complaints relate to waiting lists, a lack of personnel and the saturation that citizens perceive in Specialised Centres.



The home help teleservice is the service that is most highly regarded by experts who are in daily contact with older people in critical situations, affirming that as a result of this provision, the most extreme situations have been alleviated in recent years.

With regards to coverage, 47,8% believe that they reach all people in need, affording a score of 6.23 in this regard.

The healthcare provided in Madrid is evaluated as being very good, particularly in terms of medical professionals. Complaints relate to waiting lists, a lack of personnel and the saturation that citizens perceive in Specialised Centres.

A total of 69% feel that health services are of a good quality and 65.1% deem them to be sufficient, scoring these aspects 6.94 and 6.75, respectively.

They feel that geriatrics should be included in all Health Centres in order to spare older people the need to travel to the various specialised departments.

SPECIFIC ASPECTS OF SOCIAL SERVICES

INFORMATION ON SOCIAL SERVICES AND PROCEDURES

Information is considered deficient and largely unclear: “We are not informed of all services available to us”; “You find out about things through other people in the same situation, things work by word of mouth”.

Of the older people surveyed, 46.3% feel that sufficient information is provided and that it is accessible, scoring this aspect 6.19.

Attention should be drawn to the fact that Madrid City Council publishes a Guide to Social Resources, with the aim of disseminating and raising awareness of municipal social services and access to the benefits deriving thereof. It can be consulted in printed format or on the municipal website.

In general, they feel that the processes for requesting the provision of services are slow and difficult, entailing a great deal of bureaucracy: “Older people are unable to complete procedures because they are extremely complicated: young people have to do it”. “You have to be highly educated to be able to fill in all the documents they request, or hire the assistance of an advisor”.

The delay in granting aid is deemed excessive and the economic criteria applied by the Administration are not held to be in keeping with pension amounts.

Users do not understand the duplication of assessments and procedures on the part of the Autonomous Region of Madrid and the City Council. In the opinion of experts, this is evident in the processing of dependency, which entails the involvement of a large number of agents (social and healthcare agents) and precarious coordination, both between Administrations and within the same Administration.

HOME HELP TELESERVICE

The home help teleservice is evaluated as an excellent provision. It is a service that bolsters peace of mind and security and helps to alleviate loneliness.

They feel that it functions very well, both in terms of the speed of response and the manner of dealing with calls. They praise the quality of the assistance and the personalised treatment afforded. They define the service as rapid and proactive, insofar as concern is shown for the user's situation.

A number of critical voices point to the scant coverage.

The payment of a monetary amount for the provision of this service is also a source of complaints: "They have to bear in mind that whilst the cost is reduced, it remains an additional charge on a very limited budget".

They explain that the current social reality causes distortions when stipulating the pension/cost relationship with regards to this service: a large number of older people provide economic assistance to their children and, as "this does not appear as an expense at an official level", the result is "contradiction between the theory and the reality of available money" when drawing up economic criteria.

As a proposal for improvement, they refer to making a user's medical record available in case of an emergency, particularly where the individual is particularly frail.

The home help teleservice is the service that is most highly regarded by experts who are in daily contact with older people in critical situations, affirming that as a result of this provision, the most extreme situations have been alleviated in recent years.

They state that the home help teleservice has greatly improved the situations of vulnerability affecting older people. "We (SAMUR emergency services) no longer witness the situations that arose in the past". "Once a problematic situation has been detected, the mechanism is immediately set in motion".



HOME HELP SERVICE

They believe that this is an essential service to enable older people to be well looked after and remain at home for as long as possible.

The home help service provokes diverse opinions: there are those who are very satisfied and those who complain about different aspects, such

as staff rotation, unpunctuality, the lack of a home help service during the night or the qualification of personnel.

The service wherein older people are accompanied when they need to go out to deal with matters is very highly regarded, although in certain cases it is held to be insufficient.

They believe that differences exist between the districts, of which they take a negative view, and also that the time afforded to each user has been reduced, which they attribute to budgetary reductions.

Experts consulted believe that it is essential to safeguard the budget for actions aimed at dependent people in spite of holding a positive view of available social services. They affirm that “social care must be accessible and universal” and refer to the lack of investment in high dependence.

Older people voice complaints in relation to the costs they incur and experts hold that “the Administration needs to ask itself whether the savings gained as a result of co-payments are worth it”.



DAY CENTRES

Older people affirm their satisfaction in this regard, particularly with the most recently built installations and affirm that older centres should be renovated.

Experts propose increasing the number of available places as current places do not cover demand, along with affording them a more comprehensive focus: "Centres that integrate activities, healthcare, companionship... they have to incorporate a more significant facet as meeting points, spaces for recreational pursuits".

HOMES

Experts state that where people wish to remain at home, efforts should be taken to facilitate this for as long as possible. To this end, tailored assistance must be afforded to them to ensure that their permanence in their own homes entails sufficient quality of life.

Older people do not want to go into homes "to avoid being subject to the authority of the director of the centre, nor do they wish to share their lives with people they don't know, or change their habits, etc." Nevertheless, experts affirm that where they are no longer able to remain in their own houses, inventive accommodation solutions must be sought without dissociating them from their environment, because one of the main problems, in addition to overcrowding and anonymity, is that homes are not located within the urban area, which has bearing on the number of visits, provoking feelings of loneliness and isolation.

The second problem brought up refers to the limited places available in public homes and the restricted quotas in private homes. They affirm

Experts state that where people wish to remain at home, efforts should be taken to facilitate this for as long as possible. To this end, tailored assistance must be afforded to them to ensure that their permanence in their own homes entails sufficient quality of life.



that many older people are residing in private homes “because places are not available in public homes and their families are making great sacrifices”. In this regard, they all coincide that efforts must be made to reduce the costs of homes, in keeping with pensions, which would free up more money for their own expenses.

The criteria employed to assign places raise suspicions amongst older people.

ALTERNATIVES: SUPERVISED FLATS, SHARED LIVING SPACES...

The existence of other forms of cohabitation, other than homes, is highly valued. This includes supervised flats and apartments, where required, or without supervision for those who are more independent.

Mention is also made of the possibility of having the City Council serve as a mediator between older people and students: older people could provide students with accommodation in their homes, whilst students could be attentive towards their needs. In this regard, mention should be made of Madrid City Council's intergenerational programme *Convive*, which, in addition to the specific needs it addresses (the loneliness of older people and accommodation for students), represents an intergenerational experience that is mutually enriching, entailing shared learning and the creation of bonds based on solidarity.



SPECIFIC ASPECTS OF HEALTH SERVICES

The provision of installations, services and medical staff in Spain, and more specifically in Madrid, numbers amongst the most developed in the world.

Public healthcare plays a more important role than private healthcare: seven out of every ten people work within the health sector in Madrid and six out of every ten beds available pertain to the public health system.

Madrid boasts a network of 50 hospitals, 15 public hospitals and 35 private hospitals, along with a non-hospital infrastructure that takes in the following levels of care:

- ▶ The network of **Primary Care Centres**, dependencies of the Health Service of Madrid (SERMAS), which focus on diagnoses and treatment, with a total of 130 centres distributed throughout the 21 districts.
- ▶ The **Specialised Centres**, dependencies of SERMAS, wherein actions focus on care for those patients who cannot be treated in the primary care centres and require diagnoses and treatment involving various specialised areas of medicine. There are a total of 19.
- ▶ The **Mental Health Centres**, dependencies of SERMAS, with a total of 25 in the city.
- ▶ **Madrid Health Centres (CMS)** are **municipal centres** specialising in the **promotion of health and preventative** measures with regards to illnesses and other health problems. Thus, their objective does not entail treating illnesses, but rather preventing them and helping individuals, groups and communities to acquire healthy life styles and conditions. The City Council possesses a total of 16 Madrid Health Centres and eight specialised monographic centres with multidisciplinary personnel.
- ▶ **The Outpatient Centres of Madrid Health's Institute for Addictions are municipal centres** that afford comprehensive treatment for dependency on alcohol and other substances, boasting an extensive network of support resources amongst which attention should be drawn to the hospital places for detoxification. There are a total of 10 such centres in the city: seven municipal Centres for Care for Drug Dependency and three private centres, distributed throughout the city, which can be **accessed directly**.
- ▶ **Health Emergencies.** Health emergencies that arise in Madrid are addressed via the 112 Emergency Telephone Line and entail various services: SUMMA 112, a dependency of the Autonomous Region of Madrid, SAMUR Civil Protection, a dependency of Madrid City Council, and the Spanish Red Cross, which complement and strengthen the emergency healthcare resources within the public system.

Older people are satisfied with the health services they use, both in terms of primary and hospital care, although they point out that satisfaction is closely linked to the human touch, which is very well regarded.

Nevertheless, they point out that health services are suffering as a result of the economic crisis: "The length of the care afforded to people has been reduced". "Medicines covered by prescriptions have been reduced". They affirm that generic medicines are not tolerated by all patients to the same degree. There are complaints in relation to co-payment. "Older people have had dermatological products, nappies, etc., withdrawn from them, despite the fact that the Spanish health system is amongst the best in the world".

Of the older people surveyed, 47.9% feel that they are afforded appropriate levels of health and economic support.

They feel that preventative care is increasingly less frequent and they regret the absence of specialists. "There are no geriatrics where you find paediatrics".

In this sense, attention must be drawn to the role, in terms of preventative care, played by the Madrid Health Centres and, more specifically, the 2010-2015 Healthy People Strategy, which develops a programme to promote healthy and active ageing, in collaboration with centres for older people, taking in all Madrid Health Centres.



They state that insufficient numbers of support staff increases the difficulties and delays for people with impaired mobility.

They are particularly critical of waiting lists.

Older people feel that doctors are extremely accessible, provide good care and have improved a great deal in terms of personal interaction with patients in recent years.

As an improvement they advocate coordinating the necessary diagnostic tests to avoid obliging older people to make various trips or fast on separate occasions.

Experts have a positive view of healthcare, both in terms of installations and the care afforded by professionals.

The complaints expressed by healthcare experts relate to coordination between health and social services and the role currently played by social workers.

HEALTH CENTRES

Health Centres are more highly valued than Specialised centres in terms of patient saturation and waiting times for appointments.

The care afforded by professionals within these centres is held to be of a high quality, although they complain that health personnel are not substituted during the holiday period.

As an improvement, they suggest increasing the number of Primary Care Centres in certain areas, in order to avoid the need to travel on the part of older people and people with disabilities. In a number of cases they point out that outpatient emergency departments are too far away.

As an improvement they propose including geriatrics within these centres. Experts concur suggesting: "Including Geriatrics within Primary Care would optimise the time spent with each user and would afford older people more personalised care".

They propose promoting and disseminating channels that enable the collective of older people to clearly register complaints and grievances.

Experts propose improving coordination between general practitioners and social services to optimise intervention involving vulnerable older people. In this regard, one expert holds the opinion that an institutional problem exists: "Why is health received from one place, housing from another and home help from another? I think that if everything was coordinated, intervention would prove much more efficient".

SPECIALISED CENTRES

All participants point to the long waiting periods for appointments and tests in Specialised Centres, which they attribute shortages in terms of personnel, an insufficient number of centres and improper planning in general, which affects all neighbourhoods.

As an improvement they propose increasing funding, rethinking resources and reorganising specialities.

As an improvement, they suggest increasing the number of Primary Care Centres in certain areas, in order to avoid the need to travel on the part of older people and people with disabilities. In a number of cases they point out that outpatient emergency departments are too far away.



HOSPITALS

They draw attention to the considerable investment that has been made in hospitals, but they complain that the provision of equipment and personnel has been reduced. They state that they are concerned because they suspect that there is an attempt to privatise healthcare.

In their view, the Single Health Area is detrimental to older people as they are often referred to centres that are very far away, which produces great difficulties. The same views were put forward by one of the experts consulted.

The emergency medical service is deemed to provide rapid care. They take a positive view of the existence of heliports in a number of hospitals for emergency cases.

They are concerned about hospital security, as the theft of personal items in rooms is not an infrequent occurrence, particularly at night. As a proposal for improvement, older people advocate the provision of security guards.

Experts comment that hospital discharges are highly problematic: “The return home is not properly managed, no attention is paid to the conditions into which the person has been placed upon leaving the hospital. Hospitals should make efforts to activate the circuit, mobilising social services in particular”.



RELATIONS BETWEEN SERVICES

Finally, attention should be drawn to the opinion of a number of associations for older people as they are held to be of interest within this topic: **“Health and social services should be all-inclusive”**. They should be more coordinated and physically closer to one another, integrated within the same neighbourhood, although this would prove difficult because the design already exists and it would be difficult to remodel it. At times, quality of life depends more on culture than material structure: the treatment of a symptom linked to loneliness in primary care will improve if attending a centre for older people or a cultural centre is recommended”.

Health experts take the same view: “I need to become acquainted with the sports centres in my neighbourhood or where one can dance, because it is only when I know where these places are to be found that I can refer people who require their services”.

EMERGENCY DEPARTMENTS

Older people believe that the response to emergencies is very effective.

The management of municipal emergency services is held in high regard. “It is one of the best services in Madrid”. When faced with emergency situations, the actions of NGOs such as the Red Cross are highly valued.



The quality of the fire service reports the highest levels of satisfaction amongst all studied areas.

After the fire service and transport, the ambulance service, in terms of quality, coverage and manner of dealing with older people, reports the highest levels of satisfaction in the study, scoring between 6.91 and 7.23. The percentage of older people who state that they are satisfied ranges, according to the aspect considered, between 63.5% and 71.3%.

Experts coincide in defining SAMUR Civil Protection (Municipal Emergency Care and Rescue Service) as an excellent service, a term they also apply to SAMUR Social and firefighters.

The quality of the fire service, as indicated above, reports the highest levels of satisfaction amongst all studied areas: 78.3% of older people surveyed affirm that they are satisfied with the quality of this service, which they score 7.45.

"There is room for improvement. For example, in SAMUR Civil Protection we have stretchers that are not suitable for older people. And for a number of years we used a suitcase to help them climb into the van".

They emphasise that there is good coordination between the services operating in the street, such as SAMUR Civil Protection, SAMUR Social, the police and firefighters. "There is also good coordination with the courts in the event of abuse or involuntary admission".

Security and emergency experts add, as a proposal for improvement, "taking steps to become more proactive, as we are only dealing with the tip of the iceberg, we go when intervention is necessary as a result of a specific occurrence", in short, for the early detection of situations and preventative action.

They indicate that there are other unofficial channels, such as parish churches, which are an extremely important source of information that has not been exploited. "The networks have to be strengthened, formalising in some manner the communication channels between the NGOs and similar bodies and the Public Administrations. Community work needs to be carried out. Social workers could create working groups within their neighbourhoods".





PROPOSALS FOR IMPROVEMENT

Improving the recognition of older people, which includes aspects relating to visibility, normalisation, of the process of ageing within the collective imaginary, their inclusion and the promotion of their civic and social participation.

It must be remembered, given that all the factors that make active ageing possible are interrelated, actions affecting one of these factors will improve aspects in other areas. For example, the promotion of intergenerational activities increases the visibility of older people and, thereby, their inclusion within community activities and the recognition, on the part of younger generations, of their value as people with experiences and opinions that are useful to society. Improvements in the ease with which they carry out the necessary procedures within their day-to-day activities strengthens their autonomy, their independence and by resolving procedures they are afforded social, mental and physical well-being and the means of participation.

Therefore, with a view to designing the activities to be implemented in a future Plan for Action, three cornerstones for intervention can be considered:

Improving the recognition of older people, which includes aspects relating to visibility, normalisation, of the process of ageing within the collective imaginary, their inclusion and the promotion of their civic and social participation.

Improvements in terms of information and communication, which has bearing on the degree of friendliness of the information they receive, their access to this information and the difficulties they encounter when carrying out procedures. Friendly information, in terms of the formulation of content, and the channels affording access to it, facilitates participation and decision-making. Procedures that are not difficult to carry out provide access to the necessary services.

Improvements in terms of maintaining, consolidating and developing the milestones achieved in accessibility (open-air spaces, buildings, housing and culture), mobility and health and social services. For example, clean pavements, without obstacles, that are well lit and safe strengthen autonomy and participation in recreational activities. Accessible, varied and inclusive social services, that prove sufficient in terms of quality and quantity, encourage the process of active ageing.

The proposals for improvement outlined below are classified according to topics, to facilitate their study, analysis and planning.

OUTDOOR SPACES AND BUILDINGS

With regards to factors that encourage citizens to age in an active manner, the open-air spaces and buildings frequented by older people relate to key characteristics of the city's physical environment.

Proposals for improvement are linked to ease of mobility, safety levels as they walk through the streets, the existing offer of parks and open-air spaces for leisure activities and social relations and their condition, and the suitability, in terms of the needs of autonomy and participation, of the public and private-sector buildings that they frequently visit.

BENCHES, OUTDOOR SEATING AND FOUNTAINS

- ▶ **Increasing** the provision of benches.
- ▶ **Maintaining** the condition of existing benches.
- ▶ **Creating** areas to encourage communication.
- ▶ **Affording** priority to ergonomic considerations over and above aesthetic questions in all new seats.

TRAFFIC VOLUME, NOISE AND POLLUTION

- ▶ **Expanding** pedestrian areas.





- ▶ **Constructing** car parks in the outskirts of the city.

PARKS, GREEN SPACES AND PLAZAS

- ▶ **Increasing** the security/monitoring of parks.
- ▶ **Affording** the same resources to all green areas within the city.
- ▶ **Increasing** garden maintenance/gardening.
- ▶ **Maintaining/preserving** the condition of exercise apparatus.
- ▶ **Increasing** cleaning services.
- ▶ **Social rehabilitation programmes** involving community service, which might include the maintenance of public spaces.
- ▶ **Revising** the tap mechanism on fountains.

PAVEMENTS AND STREETS

- ▶ **Improving** the current condition of paving stones and the general maintenance of pavements.
- ▶ **Extending** dropped kerbs to take in all pavements.
- ▶ **Covering** tree pits where no trees are planted.
- ▶ **Controlling** outdoor seating of bars, business advertisement boards and other obstacles that impede mobility.
- ▶ **Improving** signage in buildings to facilitate a sense of bearings.
- ▶ **Eliminating** all street furniture that serves no purpose.
- ▶ **Supervisors** in each area to identify imperfections.

CLEANING

- ▶ **Increasing** the frequency of cleaning services, especially in autumn due to leaf litter.
- ▶ **Hosing** down streets at night.
- ▶ **Emptying** rubbish bins with greater frequency.
- ▶ **Increasing** the number of bins and placing them underground.
- ▶ **Increasing** cleaning personnel.

- ▶ **Setting** in motion awareness campaigns to avoid antisocial behaviour resulting from street-partying and dog excrement.

PUBLIC LAVATORIES

- ▶ **The provision** of adapted public lavatories in the city, particularly in busy and strategic places..
- ▶ **It is suggested** that lavatories be attended by personnel, thereby affording security and cleanliness.
- ▶ **With regards** to lavatories in private premises, improved accessibility is suggested.
- ▶ **Placing** stickers in bars and restaurants indicating that accessible lavatories are available.



STAIRS, RAMPS AND LIFTS

- ▶ **Facilitating** the procedure to enable ramps to be installed in a more fluid and rapid manner.
- ▶ **The universal** provision of ramps in all public and private buildings.



SECURITY AND LIGHTING

- ▶ **Increasing** surveillance in streets, particularly at night and in neighbourhoods where citizens feel less secure.
- ▶ **Designing** specific police units specialised in attending to older people.
- ▶ **Generating** preventative mechanisms, setting in motion workshops on security in spaces frequently used by this collective (centres for older people, residents' associations) and taking advantage of leisure and cultural activities aimed at older people.
- ▶ **Promoting** the sensation of security via the media.
- ▶ **Studying** the location, orientation, height and brightness of streetlamps.

TRAFFIC LIGHTS AND ZEBRA CROSSINGS

- ▶ **Increasing** the time afforded for crossing at traffic lights, or, failing this, installing mechanisms to extend the time for people with impaired mobility.
- ▶ **Incorporating** screens indicating the time provided for crossing at traffic lights.
- ▶ **Using** nonslip paint on zebra crossings.

BICYCLE LANES

- ▶ **A detailed** study of the places taken in and traversed by bicycle lanes.
- ▶ **Road** safety campaigns to encourage the correct use of lanes.

PUBLIC AND PRIVATE BUILDINGS

- ▶ **Continuing** work to ensure that all public and private buildings and premises are accessible, particularly health centres, centres for older people, bank branches, churches and other places frequented by older people.
- ▶ **Centralising** the gathering of suggestions in municipal districts, in terms of necessary measures for accessibility in buildings, in order to have them reach the corresponding bodies.



TRANSPORT

>2

In terms of the determining factors for active ageing, public transport is one of the elements that configures a city's physical environment and, undoubtedly, has bearing on the quality of mobility.

A network of accessible transport, in both physical and economic terms, that is safe and comfortable has an enormous impact on the social and mental well-being of older people as it facilitates full participation in community life.

Below, we present the suggestions for improvement in relation to the various modes of public transport, in terms of frequency, safety, fares, waiting areas, accessibility, number of lines, driving... and private transport, in terms of signage, loading and unloading zones and parking.

AUTOBUSES

- ▶ **Revision** of the connection between neighbourhoods and reference hospitals.
- ▶ **Installing** stops in areas surrounding centres for older people.
- ▶ **Promoting** civic education, with particular emphasis on respect for priority seating reserved for people with impaired mobility.
- ▶ **Increasing** the number of priority seats for older people.
- ▶ **Training** drivers to make them more aware of the vulnerability of older people.
- ▶ **Continuing** to work in the optimisation of spaces within buses to facilitate access for prams or walking frames of older people.
- ▶ **Improving** signage on shelters and in interchanges.
- ▶ **Improving** the fittings and maintenance of shelters.
- ▶ **Proposals** via the City Council for measures to promote accessibility in inter-urban buses.

A network of accessible transport, in both physical and economic terms, that is safe and comfortable has an enormous impact on the social and mental well-being of older people as it facilitates full participation in community life.





METRO

- ▶ **Improved** accessibility in the Metro via the incorporation and proper maintenance of lifts and ramps in all stations.
- ▶ **The provision** of public toilets in stations.
- ▶ **Ensuring** the presence of ticket clerks and station guards.
- ▶ **Rethinking** the closure of metro access points.

TAXI

- ▶ **Discounts** and/or reduced rates for older people, particularly in the Eurotaxi service.

TRAFFIC AND DRIVING A PRIVATE VEHICLE

- ▶ **Discounts** and/or reduced rates for older people in car parks.
- ▶ **Appropriate** signage indicating the location of lifts in car parks.
- ▶ **Installing** car parks in the places that are most frequently used by older people, such as close to health centres.
- ▶ **Improving** the design of spaces for people with physical disabilities, as they often do not cater for wheelchairs.
- ▶ **Increasing** the offer with regards to road safety education for older people.
- ▶ **Designing** areas specifically for dropping passengers off and picking them up.
- ▶ **Simplifying** the use of parking meters.
- ▶ **Improving** signage within streets at a general level.

HOUSING

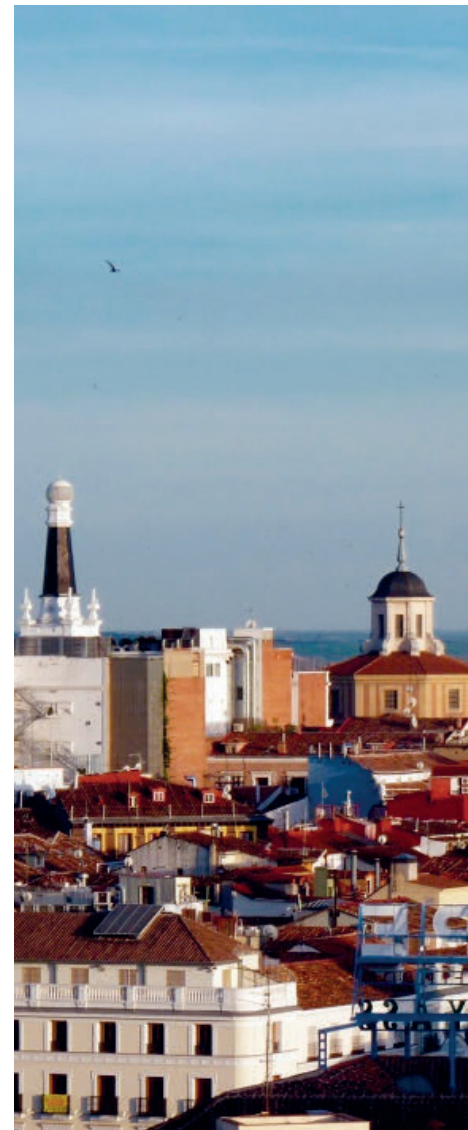
All aspects relating to accessibility in terms of housing, comfort within the home, perceived security (both in the home and in the surrounding area), housing prices, aid for renovation work, the possibility of obtaining a place in a home for older people, where required and sought by older people, amongst others, form a part of the key characteristics of the physical environment of the city that are decisive in terms of active ageing.

ACCESSIBILITY

- ▶ **Creating** regulations to govern the provision of lifts and ramps in residential buildings to avoid problems within residents' associations.
- ▶ **Proving** economic assistance to residents who are unable to meet the apportionment costs of residents' associations.
- ▶ **Providing** substantial aid and subsidies quickly to install lifts and for other measures that improve accessibility within communities.
- ▶ **Expediting** the procedures and payment of aid and subsidies.
- ▶ **Revising** the criteria for the provision of aid and subsidies within housing to adapt bathrooms, doorways, etc.
- ▶ **Creating** a body to advise older people with regard to housing aid in matters of accessibility.
- ▶ **Simplifying** administrative processes to request aid.
- ▶ **Promoting** programmes for the exchange of normal housing for adapted housing.

THE COST OF HOUSING

- ▶ **Greater** protection for older people when faced with eviction.
- ▶ **Review** of taxes relating to housing in the case of people with low pensions.
- ▶ **The protection** of pensioners in the face of the increased cost of expenses linked to housing.



Review of taxes relating to housing in the case of people with low pensions.

SEGURIDAD DENTRO DE LA VIVIENDA

- ▶ **Informing** and training older people in relation to security measures within the home, either directly or via professionals.
- ▶ **Campaigns** to prevent accidents and increase home security via the media.



RESPECT AND SOCIAL INCLUSION

The respect that society demonstrates towards older people and the degree of recognition, which facilitate inclusion within community life, are linked to social factors that affect participation and mental well-being. That is, they are determining factors in terms of active ageing.

Aspects such as feeling recognised and accepted, experiencing a sense of being valued and, therefore, sensing that the community takes your opinions and experience into account, and engaging in social relations, are important factors throughout life, but in the later stages of life, they acquire even greater significance. It is during old age that a consolidated and long-lasting support network proves most necessary, helping to overcome situations of vulnerability and prevent feelings of loneliness and isolation that are all too frequent.

Below, we outline the proposals for improvement in terms of the attitudes, behaviour and messages of other people and the community as a whole with regards to older people.

RESPECT

- **Educating** to ensure that older people are recognised and valued.



Opening up to other citizens and the avoidance of attitudes that serve to isolate.



RECOGNITION

- ▶ **Improving** and reappraising the image of older people via communication campaigns that, amongst other measures, breaks with existing stereotypes.
- ▶ **Assisting** them to take on assertive and proactive attitudes to ensure that they are heard and realise their worth.
- ▶ **Raising** awareness amongst citizens of the value and importance of older people to society.

INCLUSION

- ▶ **Promoting** inclusive rather than segmented spaces and activities, encouraging inclusion and social participation.
- ▶ **Opening** up to other citizens and the avoidance of attitudes that serve to isolate.

ACTIVIDADES INTERGENERACIONALES

- ▶ **Promoting** activities of a cultural and recreational nature shared by people of all ages.
- ▶ **Programming** events and fiestas wherein all citizens participate, avoiding existing segmentation.
- ▶ **Employing** municipal premises to promote intergenerational activities.
- ▶ **Improving** communication channels to raise awareness of municipal activities.
- ▶ **Converting** centres for older people into meeting points open to everyone.

FAMILY

- ▶ **Support** for particularly vulnerable families that are currently subsisting thanks to older people.

SOCIAL PARTICIPATION

Leisure activities have a positive effect on self-confidence and physical and mental health, whereby, they contribute towards preventing situations of dependency and improve the quality of life of older people.

Participating in organised activities and associations, mixing with friends, family members and neighbours, interacting with other people, sharing free time, engaging in physical exercise and learning new things all have bearing on personal development and social integration.

In this section we present proposals for improvement relating to the type of activities in which older people participate, the places they frequent for these purposes, the people with whom they share and engage in these activities, their interest in the offer afforded to them, the accessibility and cost of these activities and the channels via which they are informed.

PLACES WHERE THEY ENGAGE IN ACTIVITIES

- ▶ **Improving** information on existing spaces for the social participation of older people
- ▶ **Facilitating** the participation of older people in the organisational work of centres.

ACTIVITIES IN WHICH THEY PARTICIPATE

- ▶ **Promoting** educational and cultural activities, given that recreational and sports activities are already overworked.
- ▶ **Facilitating** adaptation to the city for older people from rural backgrounds.
- ▶ **Installing** Wi-Fi systems in centres for older people.
- ▶ **Increasing** the availability of computer workshops in centres for older people.
- ▶ **Promoting** the cultural offer in neighbourhoods.

PARTICIPANTS WITHIN ACTIVITIES

- ▶ **Promoting** activities of an intergenerational nature for integrative purposes.



- ▶ **Increasing** the provision of activities with qualified personnel.

COST

- ▶ **Promoting** access to public and private recreational activities via discounts for older people.
- ▶ **Reviewing** price policies (excursions, visits, outings...), in accordance with economic possibilities.
- ▶ **Improving** the accessibility of transport to recreational areas, including in this point the reduction of taxi costs.

PROMOTION AND AWARENESS OF ACTIVITIES

- ▶ **Increasing** the promotion, publicising and general dissemination of the services offered.
- ▶ **Employing** other channels as information sources, such as health centres, parish churches and the TAD.



COMMUNICATION AND INFORMATION

Being aware of events and receiving clear, timely information adapted to their needs (and diverse capacities and resources) encourages the participation and social inclusion of older people.

Under this heading we present the suggestions for improvement put forward in relation to the channels providing access to information (centres and associations for older people, telephone services, the press, radio, TV, Internet, letters/printed documents, in situ, etc.).

TELEVISION AND RADIO

- ▶ **Employing** the radio as a City Council communication channel to provide information on and publicise offers.
- ▶ **Employing** the media to improve the image of older people and make them more visible.

THE PRESS

- ▶ Preventing the disappearance of press and free bulletins within certain services, given that they represent an information channel for older people.

NEW TECHNOLOGIES

- ▶ **Creating** a service involving municipal technical officers and/or volunteers who, via the centres for older people or district centres, will assist older people with telematic procedures.
- ▶ **Taking** steps to reduce the cost of Internet connection.
- ▶ **Employing** new technologies to design intergenerational activities.
- ▶ **Increasing** ICT courses where required.





AUTOMATED TELEPHONE SERVICES AND CALL CENTRES

- ▶ **Increasing** the presence of operators within procedures and telephone services.

IN PERSON

- ▶ **Carrying** out procedures and being attended to by people, rather than machines. (ranging from attention in bank branches to calls to patients in hospitals).

PICTOGRAMS

- ▶ **Improvements** to and the increased use of pictograms to address other areas of sensory and cognitive disability.

ADAPTED INFORMATION

- ▶ **Adapting** the language and format of documents to the sensory and cognitive capacities of older people paying attention to font size in printed documents, employing colloquial language, clarifying instructions on forms and within procedures...
- ▶ **Increasing** the number of sign language interpreters in other procedural areas.
- ▶ **Providing** sign language courses to health professionals.
- ▶ **Encouraging** the use of adapted products.

CENTRES AND ASSOCIATIONS FOR OLDER PEOPLE

- ▶ **Including** subjects other than leisure activities in the Information Bulletins within Centres for Older People, such as information on tax benefits, etc.
- ▶ **Reinstating** the Events Guide for Older People that, years ago, was sent to their homes.
- ▶ **Extending** the informative role to other places, such as health centres, parish churches, shopping areas, etc.

CIVIC PARTICIPATION AND EMPLOYMENT

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Promoting the involvement and participation of older people in all aspects of community life, listening to them in those matters that affect them and affording them channels via which they can express their opinion helps them to age in an active manner.

Below, we put forward the suggestions for improvement in aspects such as experience of volunteer and remunerated work, participation in public matters, participation forums, methods of encouraging participation, etc.

CIVIC PARTICIPATION

- ▶ **Adapting** the channels for the effective participation of different collectives.
- ▶ **Promoting** grass-roots civic participation, with subject matter defined by older people.
- ▶ **Promoting** solidarity and the creation of associations, thereby auguring their return to power.
- ▶ **Creating** mechanisms for citizen consultation that are more accessible and universal than existing mechanisms.
- ▶ **Encouraging** independent association movements, without ideological tendencies.
- ▶ **Adapting** the channels for the effective participation of different collectives.
- ▶ **Setting** up platforms that enable citizens to take an opposing stance to the authorities.
- ▶ **Carrying** out surveys in neighbourhoods and districts where decisions have to be made that are of a general interest.
- ▶ **Employing** residents' associations as possible nexus for relations between citizens and the Administration.
- ▶ **Organising** older people commissions to identify shortcomings within districts and draw up requests that will be addressed directly by people with responsibility within the administration.
- ▶ **Creating** forums for the sharing of experiences between older people and young people, in matters of employment, entrepreneurship, etc.





- ▶ **Conveying** in a clear and effective manner that the Administration is willing to listen and respond to requests.

EMPLOYMENT AND RETIREMENT

- ▶ **Converting** the possibility of working beyond the age of retirement into a personal choice, and the enablement of this option.
- ▶ **Flexibility** in terms of the age of retirement within an age bracket and choosing this age on the basis of preferences, physical and mental state, economic situation and the characteristics of the job position, etc.
- ▶ **Avoiding** the differences that exist in certain posts in terms of retirement, not only in view of the pension amount received but also the possibility of remaining professionally active.
- ▶ **Information** and advice for enterprising older people.

VOLUNTEERING

- ▶ **Identification** of the roles that must be performed by remunerated professionals, rather than volunteers.
- ▶ **Taking** steps to integrate rather than segment volunteers, as, at present work is defined as pertaining to older or younger people according to the activity in question and/or the supervising association.
- ▶ **Extending** volunteer work to take in those groups of older people who do not frequent centres for older people.

HEALTH AND SOCIAL SERVICES

Health is the factor that is most highly valued by older people. They require the provision of appropriate care that is of a good quality and accessible.

Access to healthcare and the range of health services that are not strictly medical in nature, represents an essential factor when determining the extent to which a city is age-friendly. For their part, social services mainly serve to eliminate the causes of inequality and social marginalisation. They promote integration and encourage the full and free development of individuals.

In this section, we put forward the improvements proposed in terms of the use and awareness of available social support services and health services.

INFORMATION ON AND PROCEDURES WITHIN SOCIAL SERVICES

- ▶ **Closer** coordination between the various agents and the administrations implicated in Social Services to reduce and simplify procedures.
- ▶ **Facilitating** information on the entire portfolio of services and not only those that professionals deem appropriate.
- ▶ **Taking** steps to ensure that information relating to Social Services is more accessible.
- ▶ **Promoting** informative meetings in relation to services.
- ▶ **Reducing** the bureaucracy associated with the processing of a service.
- ▶ **Reducing** delay in the provision of a service.
- ▶ **Steps** to encourage health and social coordination.

HOME HELP TELESERVICE

- ▶ **Affording** access to the service to carers, under the age of 65, of individuals with cognitive deterioration.
- ▶ **Affording** digital access to the medical records of older people to health professionals, where authorised.





- ▶ **Working** towards the elimination of the psychological barriers of fear and mistrust that, in a number of cases, prevent them from benefiting from the service.

HOME HELP SERVICE

- ▶ **Steps** to improve the provision of the service, particularly via personnel with more experience and training in the tasks to be undertaken, in terms of assigned service time and the reduction of the rotation of assistants.
- ▶ **Promoting** the accompanying of older people during strolls and to carry out procedures via the Home Help service.
- ▶ **Regulating** differences in service coverage that currently exist between districts

DAY CENTRES

- ▶ **Increasing** available places.
- ▶ **Rethinking** their operational philosophy towards a more comprehensive vision: a centre for recreational activities, personal interaction, health services, etc.

HOMES AND OTHER ACCOMMODATION ALTERNATIVES

- ▶ **Enabling** older people to remain in their own homes via the provision of support from the Public Administration.
- ▶ **Increasing** the number of places in residential homes and revision of the contribution towards their payment.
- ▶ **Searching** for accommodation solutions to prevent uprooting them from their environment.
- ▶ **Increasing** the availability of apartments.
- ▶ **Encouraging** programmes for intergenerational cohabitation.
- ▶ **Promoting** other accommodation options, such as the exchange of apartments for adapted and supervised lodgings

GENERAL EVALUATION OF HEALTH SERVICES

- ▶ **Preventing** budgetary modifications from affecting healthcare.
- ▶ **Increasing** economic support for essential hygiene products and certain medicines.
- ▶ **Steps** towards reducing waiting lists.
- ▶ **Coordinating** appointments for diagnostic tests to have them take place on the same day in order to avoid multiple trips and increased annoyance for older people

HEALTH CENTRES

- ▶ **Increasing** the number of primary care centres in certain districts.
- ▶ **Incorporating** outpatient emergency service into districts.
- ▶ **Including** geriatrics in all primary care centres.
- ▶ **Implementing** communication channels for complaints to make them more accessible for older people.
- ▶ **Improving** coordination between general practitioners and social services to optimise intervention involving vulnerable older people.

SPECIALISED CENTRES

- ▶ **Increasing** the provision of personnel and equipment in specialised centres.
- ▶ **Reorganising** the structure of centres to make them more efficient.

HOSPITALS

- ▶ **Provisioning** recently constructed hospitals with the appropriate personnel, services and equipment.
- ▶ **Increasing** public funds to extend the provision of personnel in the public hospital network, particularly doctors and security guards.
- ▶ **Coordinating** analysis of the situation of older people subsequent to discharge with social services and, where required, taking the appropriate action.



- ▶ **Avoiding** situations wherein older people have to make an excessive number of trips for tests or to receive health services.

EMERGENCY SERVICES

- ▶ **Taking** steps towards being more proactive as, at times, they only act once an emergency arises.
- ▶ **Exploring** and formalising other means of preventing situations of vulnerability.
- ▶ **Adapting** ambulance equipment to the physical conditions of older people.



