

Information sheet for Focus Groups: Becoming an Age-Friendly South Gloucestershire

Background

South Gloucestershire Council wants to become a World Health Organisation recognised Age-friendly Area.

“The WHO Global Network for Age-friendly Cities and Communities was established in 2010 to connect cities, communities and organisations worldwide with the common vision of making their community a great place to grow old in. As a response to global population ageing and rapid urbanisation, it focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing.”

In South Gloucestershire this means:

- Making sure that older people have a voice and say in their community
- Working in all aspects of life to ensure that the Council is aware of the issues faced by older people
- Defining and understanding what the top priorities are in this opportunity for change
- Engaging with people to co-produce a useable Age-friendly Strategy and Action Plan

Who is involved in this work?

This is a South Gloucestershire Council piece of work; however, they have asked NDTi to support. NDTi is an independent not for profit organisation that works to make sure that all people live good lives.

As part of this piece of Age-friendly work, our NDTi team will be working across South Gloucestershire to visit groups, host focus groups, send out a survey and engage with as many people as possible to hear how you feel your area could be more Age-friendly.

Before you decide whether you are happy to take part, we would like you to understand why this work is being done and what it would involve for you. We will be happy to answer any questions you have. Please ask us if anything is not clear.

Scope

April 2025: We will be sharing a survey which we would love as many of you to complete as possible. Sharing it through your networks as well.

May 2025: We will provide various opportunities for people to share their ideas and preferences. – Through focus groups, both online and in person, as well as offering one to one time slot phone calls.

June 2025: Our team at the National Development Team for Inclusion (NDTi) will analyse all the responses and begin drafting top actions to be taken forward across South Gloucestershire – sharing the actions back with focus group attendees so that we can confirm that these actions reflect your voice.

July 2025: Co - production of an Age-friendly Strategy and Action Plan and understanding of who in the area will be taking responsibility for each of the different actions.

Please note, the deadline to sign up for the in-person Focus Groups will be Friday, 25 April 2025.

Purpose of the work

At the focus groups, we will be discussing “What Good Looks Like” and identify with you any challenges and any opportunities to work better together to achieve this.

Why have I been invited to take part?

You have been invited to take part as it is very important that we hear from a range of people, and we would like to hear your views and experiences. To become an Age-Friendly area, the council needs older people to share their opinions about the areas they live:

- To better understand the challenges and issues older people face.
- They want to know what is most important to change, in order to improve life for older people by understanding the main priorities.
- Your feedback will help us plan to better meet your needs as you age.

Do I have to take part?

It is up to you to decide whether to take part in this work. If you agree to take part, we will then ask you to sign a consent form. If you choose not to take part, it will not affect you in anyway.

What will happen to me if I take part?

We will talk to you about your experiences of living in South Gloucestershire. You can choose not to answer questions, and you can choose to stop at any time.

Focus groups

If you choose to take part in a focus group a member of the NDTi project team will meet with you and others interested in sharing their views and experiences either online or in person, depending on the focus group you have chosen to join. The meeting will last no more than two hours. We will take written notes of the discussion.

What will happen if I don't want to carry on with the work?

You can choose to withdraw your information shared at the focus groups by 18 May 2025. If you let us know you would like to withdraw then we will destroy our notes about what you have told

us. Please tell one of the NDTi team if you want to withdraw. You do not need to give us a reason.

How will you use the information I give you?

The contact information you provide will be used to:

- Respond to your registration.
- Arrange to invite you to the focus group.
- Provide you with the necessary details to attend focus group.
- Send any relevant resources before and after the focus group.
- Everything you tell us in the meeting discussion will be kept confidential within the NDTi project team. We may include things you say in our reports as quotes, but we will not use your name or any other information that will identify you. However, whilst the report will be anonymous, due to the localised area of this work, it is possible that you may be identifiable from some of your answers if you choose to submit information that may make you identifiable.

NDTi is the Data Controller and Processor of this information.

The exception to the confidentiality agreement is if you tell us something that indicates that you or someone else is at risk of harm. We would discuss this with you before telling anyone else, unless we feel doing so poses a risk to anyone.

The information we get from you and other people taking part in this work will be used in a report which will inform the Age-Friendly Strategy and Action Plan.

What will you do with my personal information, and what rights do I have?

Your name and contact information you give us will be stored electronically on NDTi's internal ICT systems. These are compliant with the official level of the Government Security Classifications Scheme, and meets the requirements as outlined within the Cyber Essentials Scheme and are compliant with the General Data Protection Regulations (2018).

- Access to the information will be restricted, and only key members of the team working on the project will be able to access it.
- Notes from the meeting will be anonymised at the first opportunity to do so and kept separately from your personal information.
- Your personal information will be stored for up to 12 months after the project ends, and then we will delete it.

Under General Data Protection Regulation (GDPR), we need to tell you what the legal basis for us processing your personal information is. This is 'consent' – through reading this information sheet, agreeing to participate and signing the consent form, you are consenting to us processing the personal information detailed above for the purposes of this piece of work.

Your rights regarding your personal information are detailed below. You can exercise your rights at any time, by making a request to NDTi's Data Protection Officer either verbally or in writing.

The right to be informed - This Participant Information Sheet provides you with information about how we will process your personal data and keep it safe, how long we will keep your personal data and, if applicable, who we will share it with.

The right of access - NDTi have processes in place to ensure that we respond to a subject access request without undue delay and within one month of receipt.

The right to rectification - You have a right to have inaccurate personal data we hold about you rectified, or completed if it is incomplete. We have one calendar month to respond to your request. In certain circumstances we can refuse a request for rectification.

The right to erasure - You can ask that we erase your personal data.

Expenses and payment

We are not paying anyone to take part in this piece of work.

Risks or benefits of taking part

We do not anticipate that there are any significant risks with taking part in this work. However, you may find some of the subjects sensitive or difficult. If you find any of the questions sensitive or difficult you do not have to answer them. You can take time out of the focus group if you would like a break, or you can stop taking part entirely at any time.

We hope that you will enjoy discussing your experiences. We also think that other organisations and individuals will benefit from hearing about your experiences.

For support, you can access resources through the [Mental Health Support Network provided by Chasing the Stigma | Hub of hope](#). If you require further support, you are also welcome to contact a qualified Mental Health First Aider involved in this piece of work at equallivesteam@ndti.org.uk

Further information and contact details

If you need any more information, or would like to talk about any part of this work, please contact Carly Urbanski carly.urbanski@ndti.org.uk or Rebecca Krzyzosiak, Programme Coordinator, 01225 965144 or Rebecca.Krzyzosiak@ndti.org.uk

What if there is a problem?

If you want to complain about anything to do with this work, please contact Madeline Cooper, Programme Director Equal Lives at NDTi: Madeline.Cooper@ndti.org.uk

What if I want to exercise my rights under GDPR around the personal information that is held about me?





You can do this at any time, by making a request to NDTi's Data Protection Officer either verbally or in writing. NDTi's Data Protection Officer is Sally Richens, Executive Director, NDTi, 4 Queen Street, Bath, BA1 1HE. Telephone: 01225 255 268. Email: office@ndti.org.uk

How can I complain to the Information Commissioner's Office?

Whilst we encourage that you discuss any concerns you may have about how NDTi hold or process your data with our Data Protection Officer, you have the right to complain directly to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 0303 123 1113. Website: <https://ico.org.uk/concerns/>

Introducing the Project Team

The team who will be conducting the fieldwork include:

	Carly Urbanski Development Lead Ageing and Older People Email: carly.urbanski@ndti.org.uk
	Lyn Griffiths Development Lead Equal Lives and Learning Disabilities Email: lyn.griffiths@ndti.org.uk
	Kate Linsky Programme Lead Mental Health Email: Kate.Linsky@ndti.org.uk
	Rebecca Krzyzosiak Programme Coordinator, Equal Lives Email: rebecca.krzyzosiak@ndti.org.uk