

Preparing for an ageing population – what can local councils do?

#AgeFriendlyUK

@Ageing_Better

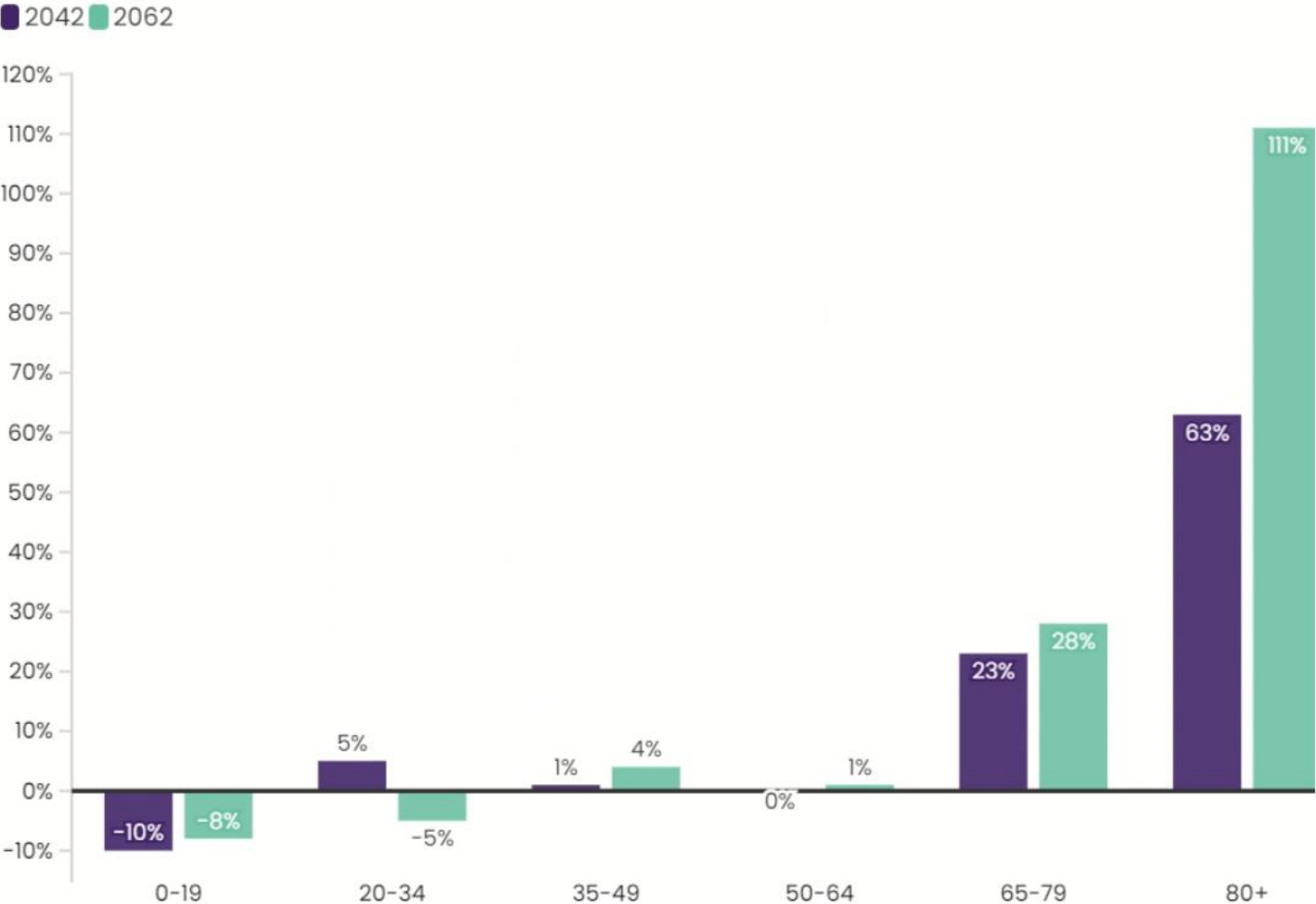
ageing-better.org.uk

Agenda

- Our changing population
- Age-friendly Communities approach
- What others are doing
- What this means to you
- Close

Our changing age structure

Percentage change in the population of England by age group

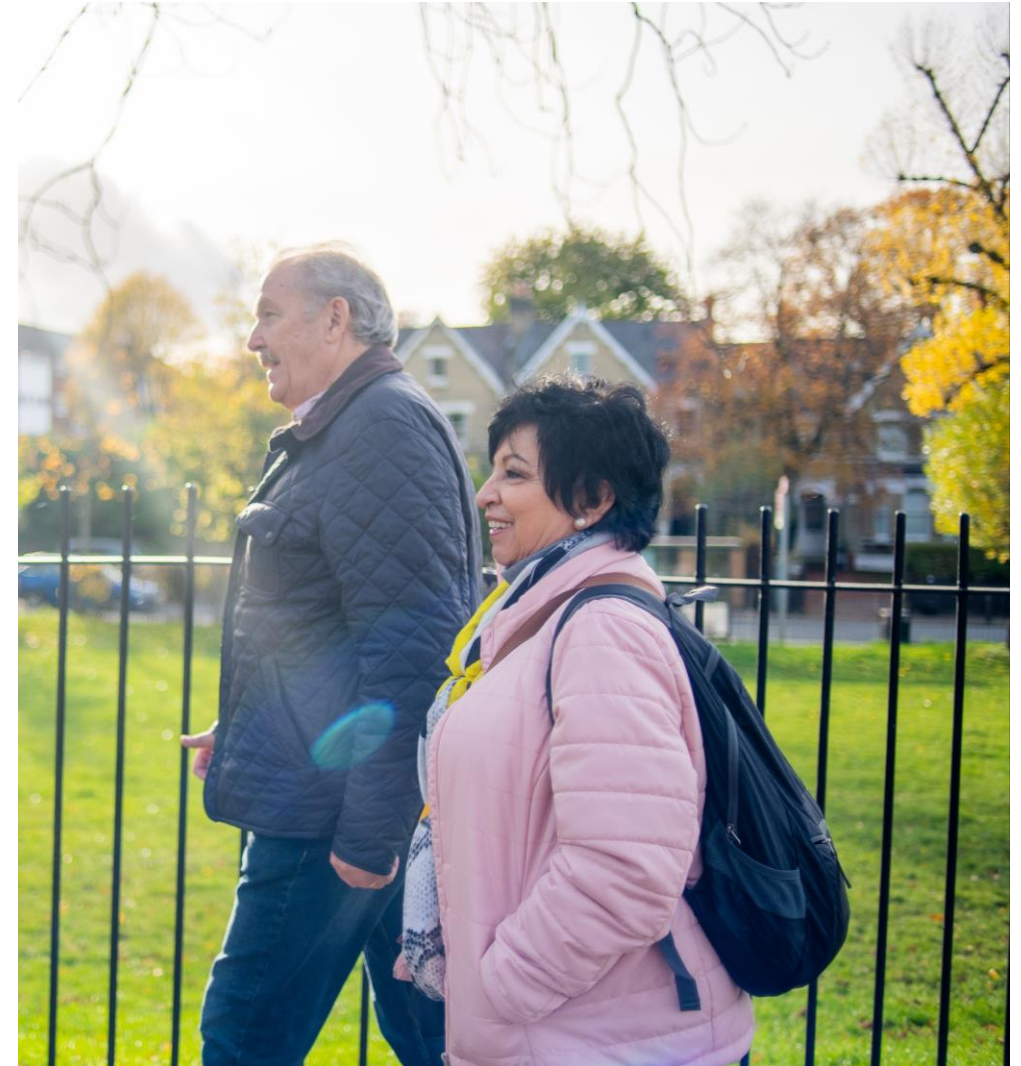


What is an Age-friendly Community?

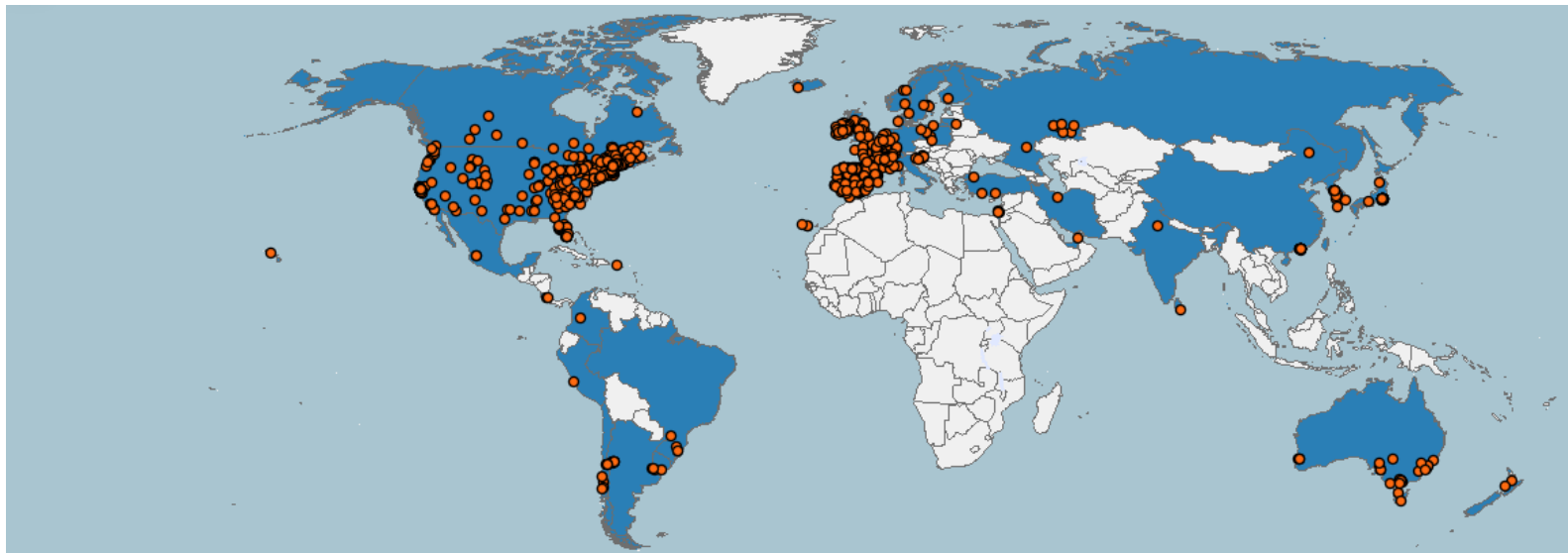
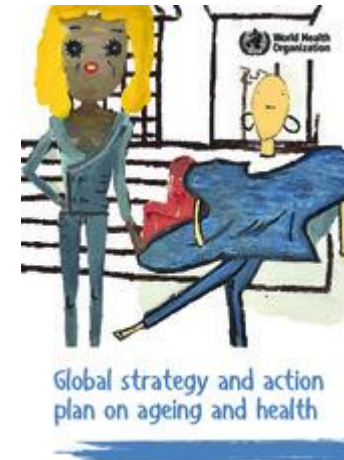
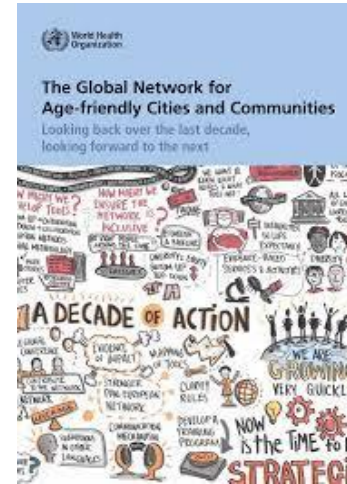
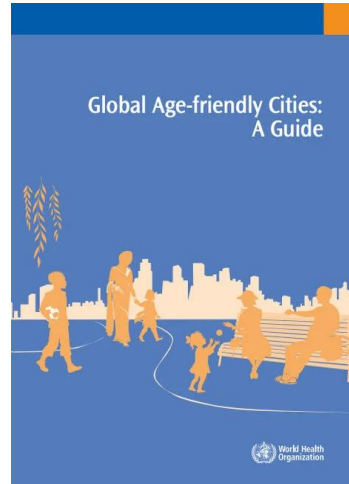
An Age-friendly Community is a place that enables people to age well and live a good later life.

Somewhere that people can **stay living in their homes**, participate in the **activities** that they value, and **contribute to their communities**, for as long as possible.

WHO's Age-friendly Communities framework acts as a guide for communities to achieve this goal.



WHO Age-friendly Communities Framework



2021-2030

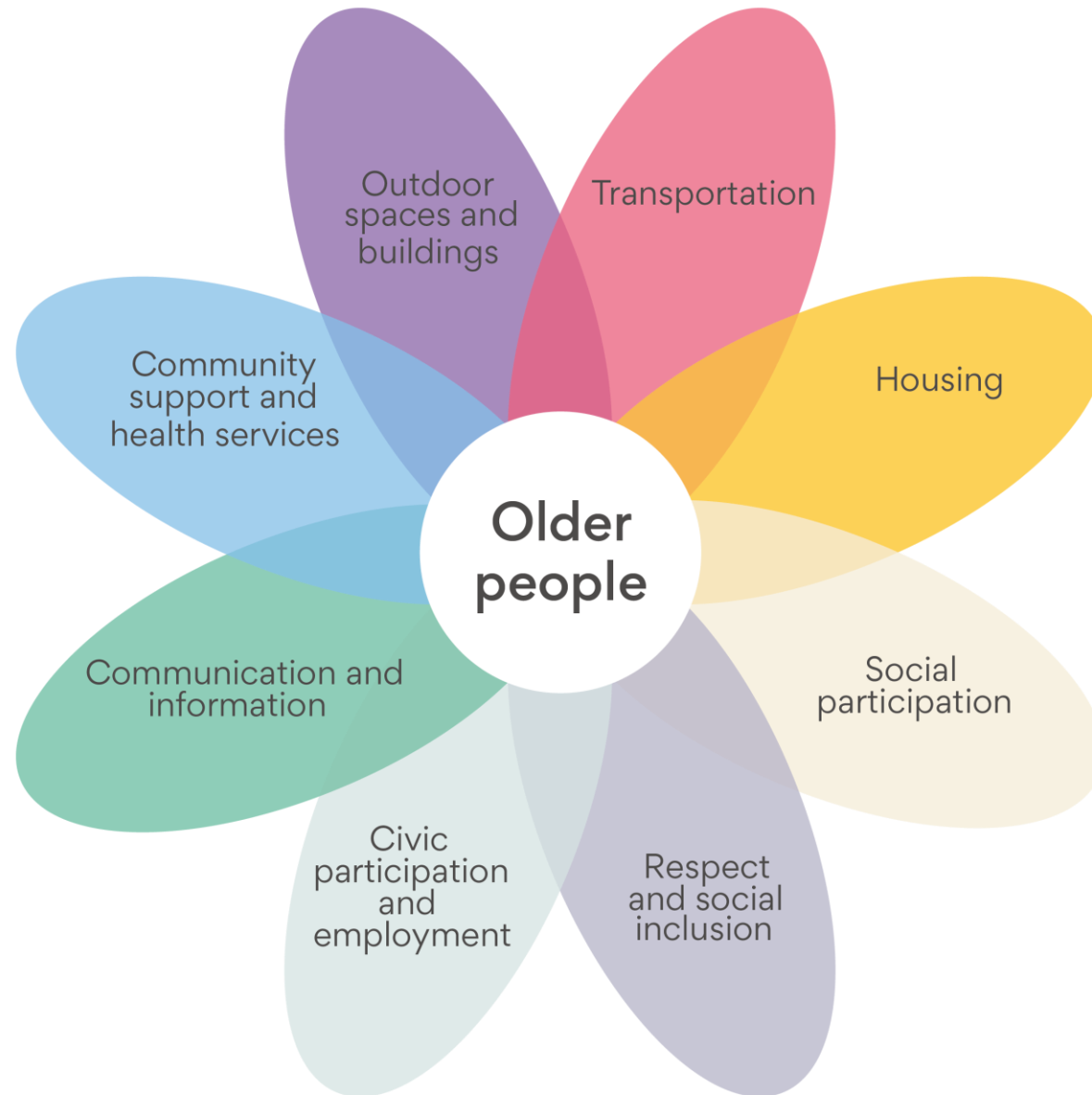
United Nations
Decade of Healthy Ageing

Benefits of the Age-friendly Communities approach

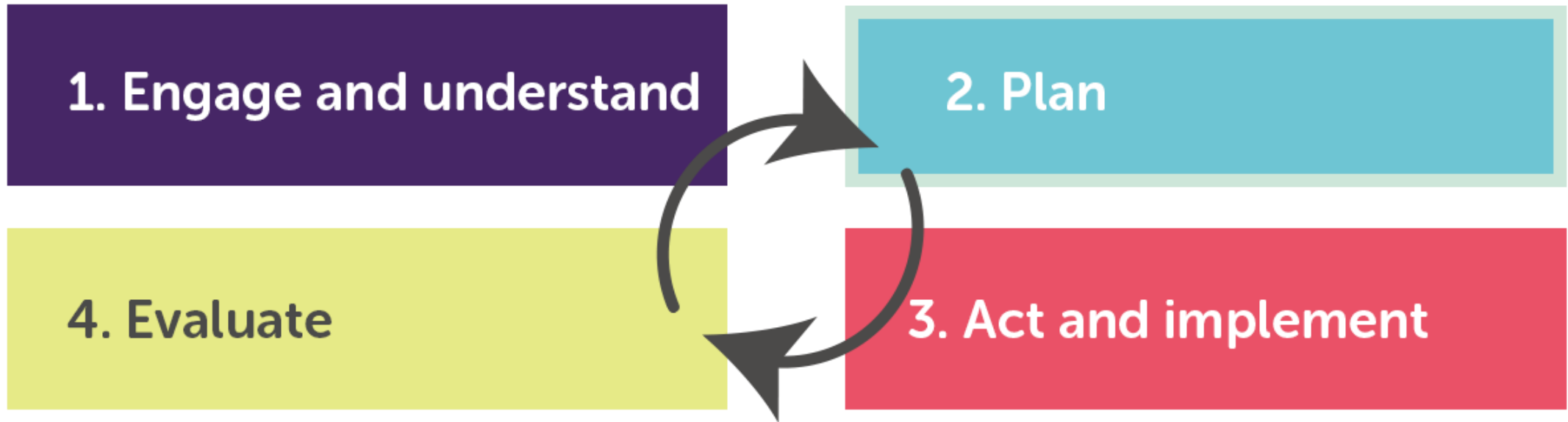
- Address **ageing population**
- Effective and targeted use of **resource**
- **Preventative** approach leading to better health outcomes
- Brings together public, private and voluntary sector
- Demonstrates compliance with the **equality duty**
- Working with **older residents**
- Make **visible** what is already happening locally



WHO Age-friendly Communities Framework: 8 domains



WHO Age-friendly Communities – Programme Cycle



Examples of age-friendly work happening across the network



Toilet map of Bedminster



Age-friendly doorbells in Banbury



Take a Seat in Barnsley



Centre for Ageing Better

International Day of Older People event in village hall



Salt sticks in South Lanarkshire

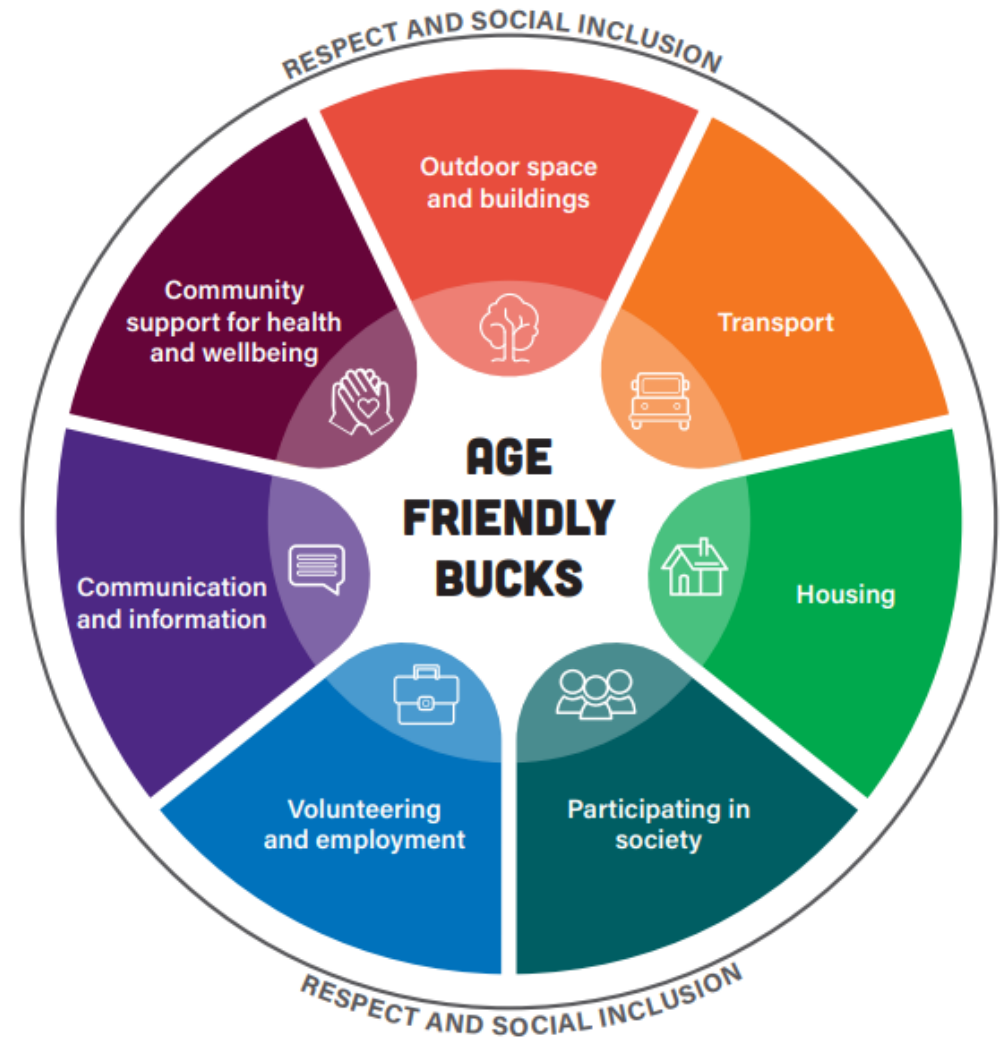
93 members of UK Network of Age-friendly Communities

- | | | |
|--|-------------------------------|-------------------------|
| - Antrim and Newtownabbey | - Gwynedd | - Newcastle upon Tyne |
| - Ards and North Down | - Hastings | - North Norfolk |
| - Armagh City, Banbridge and Craigavon | - Hebden Royd | - North Somerset |
| - Banbury | - Hertfordshire | - North Yorkshire |
| - Barnsley | - Isle of Anglesey | - Norwich |
| - Bath and North East Somerset | - Isle of Wight | - Nottingham |
| - Belfast | - Kirklees | - Perth and Kinross |
| - Birmingham | - Knowsley | - Plymouth |
| - Bolton | - Leeds | - Rhondda Cynon Taf |
| - Bournemouth, Christchurch & Poole | - Leighton- Linlade | - Rother |
| - Brighton and Hove | - Lisburn Castlereagh | - Salford |
| - Bristol | - Liverpool | - Sefton |
| - Buckinghamshire | - Liverpool City Region | - Sheffield |
| - Bury | - London | - South Ayrshire |
| - Calderdale | - London Borough of Barnet | - South Gloucestershire |
| - Cardiff | - London Borough of Hackney | - South Holland |
| - Carlisle | - London Borough of Islington | - South Lakeland |
| - Causeway Coast & Glens | - London Borough of Kingston | - South Lanarkshire |
| - Cheshire West | Upon Thames | - South Tyneside |
| - Cumberland | - London Borough of Lambeth | - St Ives |
| - Corsham | - London Borough of Lewisham | - Stevenage |
| - Derry City and Strabane | - London Borough of Newham | - Stockport |
| - Doncaster | - London Borough of Southwark | - Stoke-on-Trent |
| - Durham | - London Borough of Sutton | - Sunderland |
| - East Lindsey | - Manchester | - Torbay |
| - East Riding | - Melksham | - Trafford |
| - Fermanagh and Omagh | - Mid and East Antrim | - Vale of Glamorgan |
| - Flintshire | - Mid Ulster | - Wigan |
| - Framlingham | - Middlesbrough | - Yate |
| - Greater Manchester | - Newry, Mourne and Down | - York |



Bucks Age Friendly Programme

- Bucks are part of the Age Friendly Communities Network
- Our Healthy Ageing Strategy aims to make Buckinghamshire more 'age friendly'
- To hear more about our work, sign up to the Bucks Age Friendly Network by emailing: melanie.baker@buckinghamshire.gov.uk



Age-friendly Corsham

- Pop: 13,400 of which 5,300 are aged 50 or over (43%)
- Community wellbeing a key theme in 22-25 Town Plan
- *“Becoming an Age-friendly Community was an obvious choice for us especially as the work will not only benefit older residents but will impact positively on everyone in some way” – David Martin, CEO Corsham Town Council*
- First steps:
 - Set up working group (councillors, local VCS, GP, Wiltshire Council, social prescribers)
 - Find out what matters to residents- resident survey and in person at local venues/ clubs
 - Develop year 1 action plan and some quick wins



Our support and offers to members of the UK Network

- Weekly peer calls
- Training sessions
- Annual conference
- Inquiry visits
- Meetings, local visits and bespoke workshops
- Monthly e-newsletter
- Case studies
- Resources- Age-friendly Handbook, State of Ageing report, Age-positive image library



What are the key things you need in place?

- **Political and strategic** support
- Mechanism to hear **older people's voices**
- **Governance** structure and way to bring **partners** together
- Understanding of **where you are starting from**

BUT anyone can develop new age-friendly work... or make their existing work more age-friendly



Thank you

Get in touch:

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ageing-better.org.uk