



**Ageing Well Programme
September 2024 Cabinet update**



Ageing Well Programme – Progress



- PCC commitment towards Age Friendly Communities – recognises ageing population and opportunities and challenges that this presents
- In Plymouth in 2022 100,300 people aged 50+ (37.6% of population) by 2043 110,800 people aged 50+ (40.6% of population)
- One of Europe's most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone: ***and where age is no barrier***
- State of Ageing Report provides a picture of what it is like to age and be an older person in Plymouth
 - *Data and intelligence* re the population, health and wellbeing,
 - *Asset mapping* – what are we already doing, what's working well
 - *Lived experience and insights* – conversations with various groups and networks and Community Builders appreciative enquiries to understand what matters most to people
 - High level commitments for 1st phase of the Programme

Key Themes



- **Healthy Ageing** - People have told us it's important to stay active and strong. They are most concerned about poor access to health services and e-consults/digital exclusion
- **Initial focus and recommendations** – maximising potential for revamped Thrive Plymouth programme, broadening offer of falls prevention programmes and advising & influencing NHS e.g., digital first approaches and access to primary care
- **Age Friendly Spaces and Places** - People have said it is important to more places to sit in public places, more accessible toilets, 'chatty tables' and bus shelters with seats
- **Initial focus and recommendations** - support adoption of Age-Friendly Businesses framework, embed Healthy Streets framework into our planning/design, promote Climate Ambassador Programme to 50+
- **Transport** - People described struggling to use the bus as the bus stops are far away/on a hill, community transport options are expensive and unreliable
- **Initial focus and recommendations** - support the delivery of the Plymouth Bus Service Improvement Plan and ensure that the views of older people are central to developments, promote active travel for over 50s, support conversations towards improvements in community transport for older people.

Key Themes



- **Participation and Inclusion** - people talked about *'having company is the most important thing'* and they want more opportunities *'for people to talk to us face to face'*
- **Initial focus and recommendations** - support the Centre for Ageing Better *Age Without Limits* campaign that challenges ageism and supports a more age-inclusive society, working with the Community Empowerment Team we will continue to ensure that the experiences and strengths of older people are amplified and used to inform collective action
- **Skills, Employment and Volunteering** - people have said that employers need to move to recruitment based on skills/experience not age, want more flexible retirement options and more diverse volunteering opportunities
- **Initial focus and recommendations** - promote Age Friendly Employer Pledge, work with On Course South West and other training providers to promote and develop learning opportunities for people aged 50+, promote volunteering opportunities for people aged 50+

Key Themes



- **Housing** - people have told us that we need more accessible and innovative housing options such as house shares, co-ops and intergeneration living
- **Initial focus and recommendations** – work with existing housing partnerships to make the case for an adequate range of housing options and adaptations for people as they age, work with energy delivery partners to promote and improve the uptake of Home Upgrade Grants to insulate homes and improve energy self-sufficiency among those aged 50+
- **Communication** - people have stressed the importance of recognising and giving value to older people's histories and experiences. They have said that language is really important and needs to convey respect
- **Initial focus and recommendations** - ensure all our consultation and engagement processes are accessible to older people, challenge negative stereotypes of ageing and older people, actively recognise and celebrate the diversity of ageing and older people in our communications

Week of October 1st International Day of Older People



- Launch of PCC Ageing Well Hub – bringing together information and resources organised around specific themes
- Memory Matters Hub - Information and Advice Fair for over 50s (includes legal advice, benefits and pension credit advice, health improvement advice)
- Volunteering Fair focused on promoting/recruiting to over 50's at The Box
- Theatre Royal - Elder Tree and Theatre Royal drama and seated dance workshop
- Red Velvet Cinema showing at Devonport Guildhall
- Silver Swans Free Dance Workshops
- Plymouth Active Leisure – 19 free sessions – gentle swims, 'try bowls', netball, climbing
- Promoting wide range of existing groups/sessions opportunities across the week including activities in libraries, On Course South West, Home Upgrade Grants, Connect Plymouth – Electric Car Club and Beryl E-bikes, Plymotion – led walks and bikes rides and adult cycle training

Going Forward



- State of Ageing Report to October Cabinet
- Ongoing appreciative enquiry led by Community Builders
- Photo competition inviting images of Ageing Well in Plymouth – exhibition at HWB Hubs
- Pension Credit campaign
- Continued development and promotion of Programme