

AGEING WELL PROGRAMME PRIORITIES



Healthy Ageing

- We will maximise opportunities for ageing well within the relaunched Thrive Plymouth programme
- Falls and fractures in older people are preventable. We will work with partners to develop a broader offer of strength and balance and primary falls prevention programmes for people over 50.
- We will work with healthcare providers to improve the accessibility and uptake of screening and vaccination programmes for people over 50.
- We will work with NHS Devon and other healthcare partnerships and providers to ensure that the needs and views of older people are being considered. Initially we will initiate discussion around the impact of digital first services and access to primary care.

Age Friendly Places and Spaces

- We will support customer facing settings to adopt the Age-Friendly Businesses framework¹ that ensures that respect for and inclusion of older people is central to business practices.
- Plymouth City Council will lead work to embed the Healthy Streets human centred framework and principles into how we design and manage our streets². This framework is evidenced to improve social, economic and environmental sustainability and is a key to Age Friendly Communities and Ageing Well.
- We will support the development of the Plymouth Plan for Nature and People (2025-20) ensuring that the views of older people are heard and that the value of nature is maximised for people as they age.
- We will promote the Plymouth City Council Climate Ambassador Programme³ to people over 50 inviting them to act as advocates in their communities to raise awareness of issues and encourage people to act.

Transport

- We will work with partners to support the delivery of the Plymouth Bus Service Improvement Plan and ensure that the views of older people are central to developments.
- We will work with partners to promote active travel for over 50s.

¹ How to be an Age-friendly Business. 2024. Centre for Ageing Better [Age-Friendly-Business-Summary.pdf \(ageing-better.org.uk\)](https://ageing-better.org.uk)

² Healthy Streets. 2024. [Healthy Streets | Making streets healthy places for everyone](#)

³ Plymouth City Council Climate Ambassador Programme [Climate Ambassador Programme | PLYMOUTH.GOV.UK](https://plymouth.gov.uk)

- We will support conversations towards improvements in community transport for older people.

Participation and Inclusion

- We will support the Centre for Ageing Better *Age Without Limits*⁴ campaign that challenges ageism and support a more age-inclusive society.
- Working with the Community Empowerment Team and Community Builders we will continue to ensure that the experiences and strengths of older people are amplified and used to inform collective action.

Skills and Employment

- We will lead work to promote the uptake of the Age Friendly Employer Pledge⁵ that provides employers with a framework for improving work for people in their 50s and 60s and support a multigenerational workforce.
- We will work with On Course South West and other training providers to promote and develop learning opportunities for people aged 50 and over.
- We will promote volunteering opportunities for people aged 50 and over

Housing

- We will work with existing planning and housing partnerships and providers to make the case for an adequate range of housing options and adaptations for people as they age.
- We will 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 and over.

Communication

- We will ensure that all our consultation and engagement processes are accessible to older people
- We will challenge negative stereotypes of ageing and older people
- We will actively recognise and celebrate the diversity of ageing and older people in our communications

⁴ Age Without Limits. 2024. Centre for Ageing Better. [Age Without Limits | Centre for Ageing Better \(ageing-better.org.uk\)](https://ageing-better.org.uk)

⁵ Age Friendly Employer Pledge. 2024. Centre for Ageing Better [Age-friendly Employer Pledge | Centre for Ageing Better \(ageing-better.org.uk\)](https://ageing-better.org.uk)