# AGEING WELL

Bath & North East Somerset

# WHAT IS AGEING WELL | BATH & NORTH EAST SOMERSET?

Jointly funded 2-Year Programme, **Ageing Well | Bath & North East Somerset,** working towards Bath & North East Somerset becoming an Age Friendly Community, as defined by the **World Health Organisation**.

Facilitating the **Ageing Well Network** which brings together vountary sector organisations who support people to age well

# WHAT IS AN AGE FRIENDLY COMMUNITY?

Age-friendly Communities commit to following the World Health Organisation's Age-friendly Communities framework.

This approach has two elements that guide communities through the process of becoming a better place to age: the **Eight Domains** and the **Four-Step Programme Cycle**
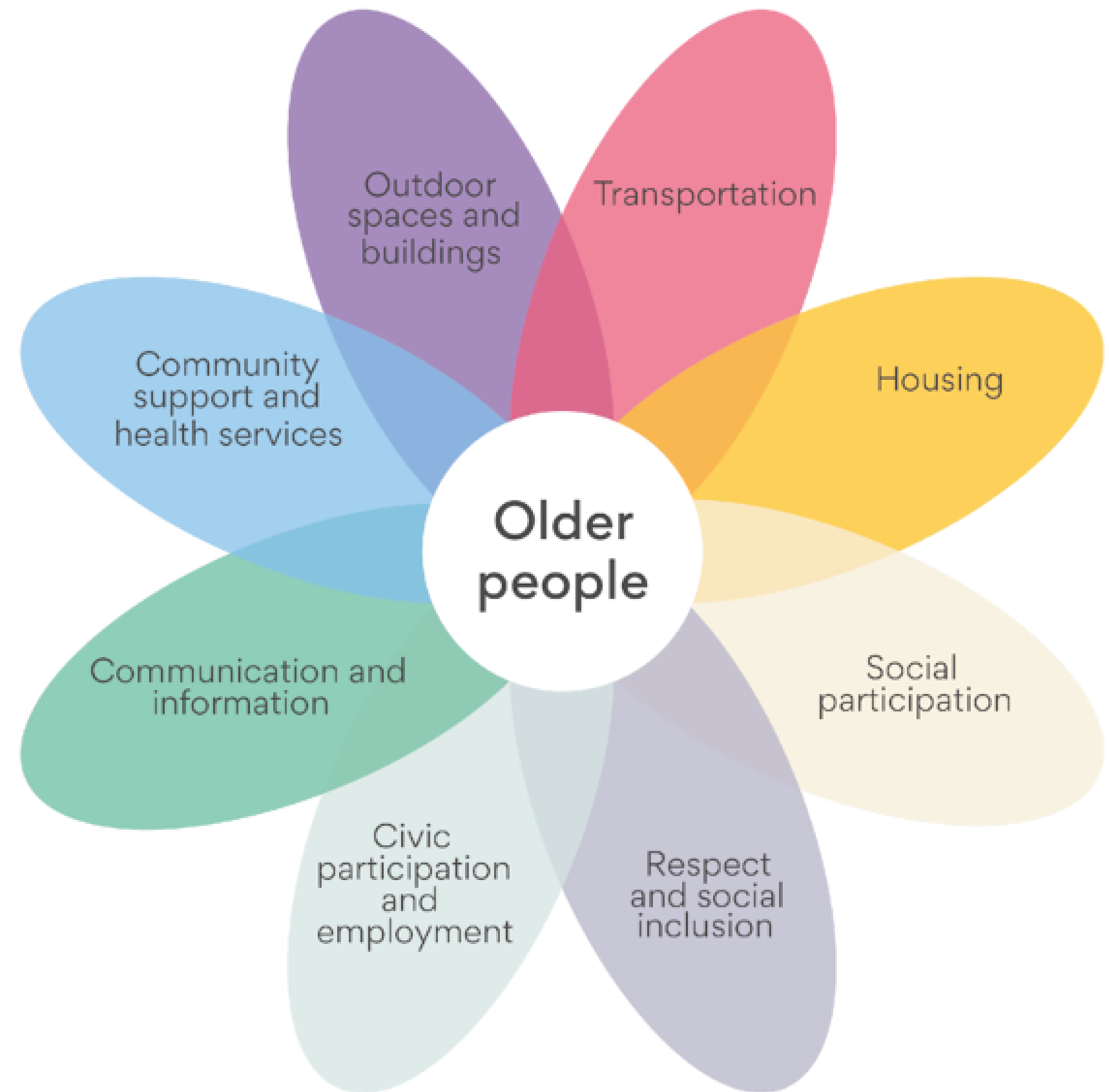
**World Health Organization**

# THE EIGHT DOMAINS

The **Eight Domains** are the areas of the built and social environment which, when acted upon, can help to address barriers to ageing well.
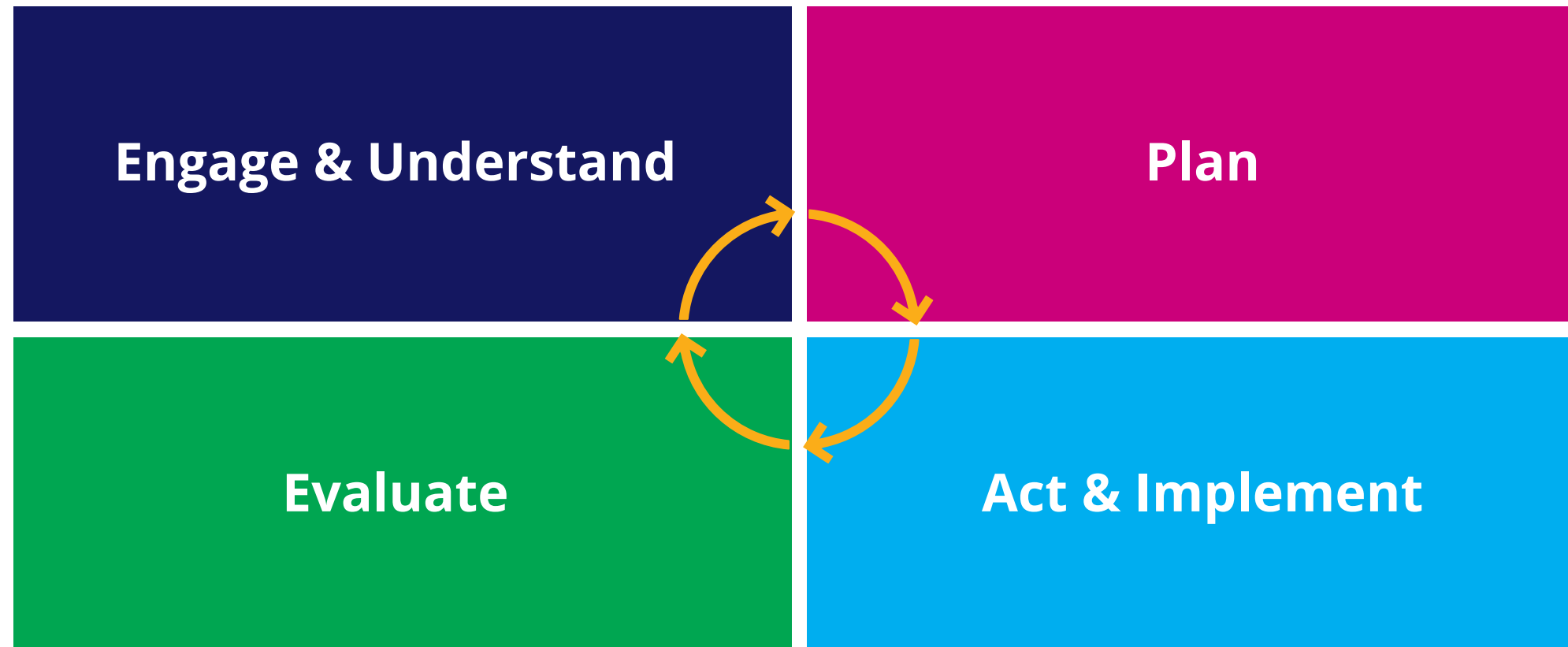
Age Friendly Communities will use this framework as a lens to view their place.

They will collect data, build partnerships and commit to actions under these domain areas.

# THE FOUR STEP PROGRAMME CYCLE

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|---|---|
| **Engage & Understand** | **Plan** |
| **Evaluate** | **Act & Implement** |

The **Four-Step Programme Cycle** is a development process that places go through to embed an age-friendly way of working.
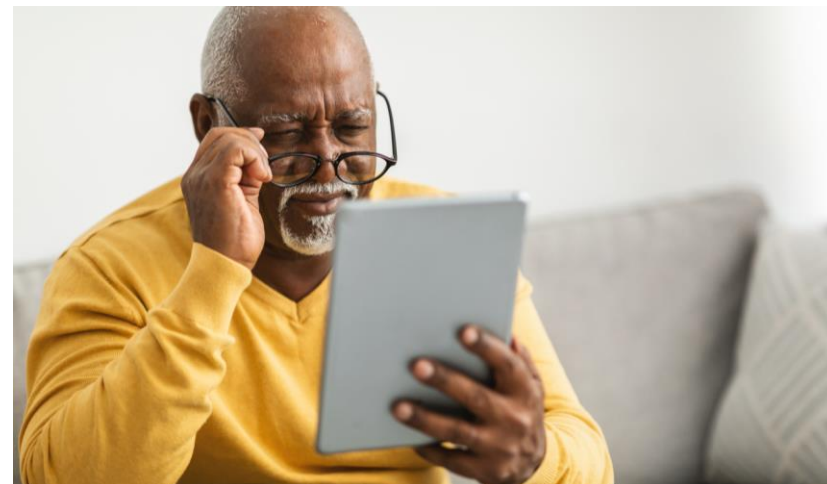
It involves gaining political commitment for the work, understanding where you are starting from, listening to older people, deciding strategic priorities, delivering actions, and evaluating impact.

# What might an Age Friendly Community do?*

Swap out pictures of wrinkly hands in their communications with positive and realistic images of a diverse range of older people

Develop a "Framework for Creating Age Friendly Homes" which sets out a vision for housing choices to be diverse, respond to different needs and aspirations, promote social connections and support equality, positive health, wellbeing and independence.

Collectively run targeted campaigns around Pension Credit uptake – ensuring everyone knows about what they might be entitled to and are able to access it.

*All real examples from Age Friendly Communities across the UK.

# WHAT WILL THE PROGRAMME DELIVER? OUR 8 GOALS

**1** **Ageing Well Forum**

Create a platform for older people's voices to be heard in decision-making

The forum will gather insights from older adults to inform project activities and ensure their needs are met. It will operate in conjunction with the Ageing Well Network.

**2** **Community Researchers**

Train volunteers to gather insights and data from the older population.

These researchers will conduct surveys, interviews, and other data collection methods to inform project activities. Their findings will be shared with the Ageing Well Network for further action.

**3** **State of Ageing Report**

Produce a comprehensive report on the ageing landscape in Bath & North East Somerset.

The report will provide baseline data for project evaluation and will be updated annually. It will be developed in collaboration with the Ageing Well Network.

**4** **Ageing Well Network**

Continue the existing Ageing Well Network meetings

The network will serve as a platform for knowledge exchange, engagement, & programme delivery. It will interact with the Steering Committee & Programme Lead for strategic alignment.

**5** **Steering Group**

Establish a diverse committee comprised of key stakeholders to guide the project.

Responsible for setting the strategic direction, approving budgets, and ensuring milestones are met. Oversee the alignment with the Age Friendly Community process & the Ageing Well Network.
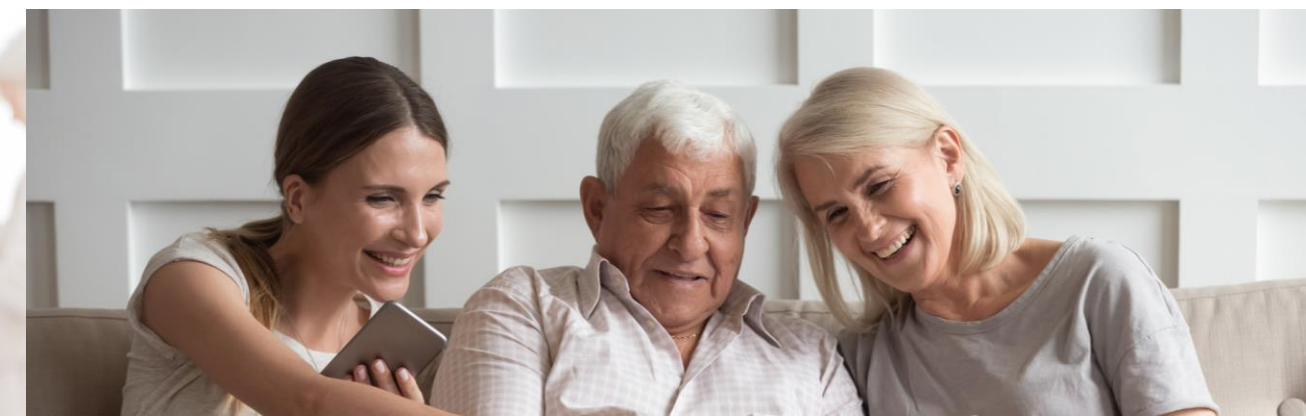
**6** **Strategic Plan**

Develop a comprehensive strategic plan outlining long-term goals and KPIs.

The plan will serve as the roadmap for project implementation and will be reviewed regularly for adjustments. It will be developed in consultation with the Ageing Well Network.

**7** **Long-term Programme Funding**

Secure long-term financial support for the programme.

Identify and apply for grants, sponsorships, and other funding sources to ensure project sustainability. The Ageing Well Network will assist in identifying potential funding sources.

**8** **Small Grants**

Establish and manage a fund for community-owned solutions.

This programme will allocate small grants to local initiatives that align with project objectives. The Ageing Well Network will be involved in the selection process.

# HOW CAN THE HEALTH & WELLBEING BOARD SUPPORT?

☑ Provide political support for our **application** to the WHO to become an **Age Friendly Community**

☑ **Nominate a representative** from the HWB to sit on the **Steering Group**

☑ **Receive Quarterly Reports** on the progress of the Ageing Well | Bath & North East Somerset programme

"I have reached an age where if someone tells me to wear socks, I dont have to."

Albert Einstein

# THANK YOU