

SOPA: Resourcing an Age-friendly Community

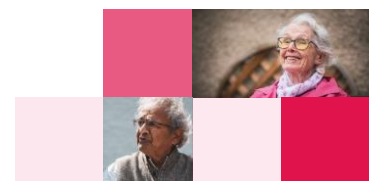
Tony Donohoe, Age-friendly Communities Project Co-ordinator
Scottish Older People's Assembly
26th March 2024

the
Tudortrust



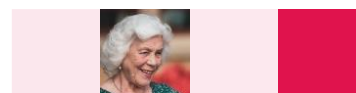
Today's Programme

1. Welcome & Introduction to SOPA AfC Project
2. Introduction to the UK Network of AfCs
3. Resourcing AfCs: Scotland and the UK Perspective
4. Resourcing an AfC in Scotland: The South Ayrshire Experience
5. Question & Answer Session
6. Lunch
7. Resourcing AfCs: A Perspective from Wales
8. Resourcing & Making the Case for AfCs: Discussion Tables
9. Summing Up & Next Steps



SOPA AfC Project Background

- To encourage and support more Age -friendly Communities in Scotland
- Provide environment for all people to age well and thrive (voice for older people!)
- National Advisory Group & Scottish Network Group
- Currently 3 AfCs in Scotland & several more interested (all members of network group)
- Local partnerships between Health & Social Care, Local Authority & Voluntary/Third Sector
- Mix of urban/rural areas



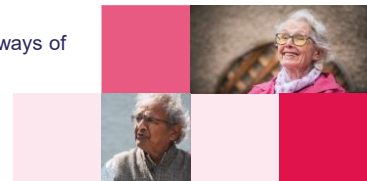
Some key discussion points for today?

- What local models of resourcing and developing an AfC are emerging in Scotland?
- What are specific challenges in resourcing an AfC in Scotland?
- How do we influence the national policy environment and embed the AfC approach across Scotland?
- How do we open up funding opportunities to support the AfC approach nationally and locally?



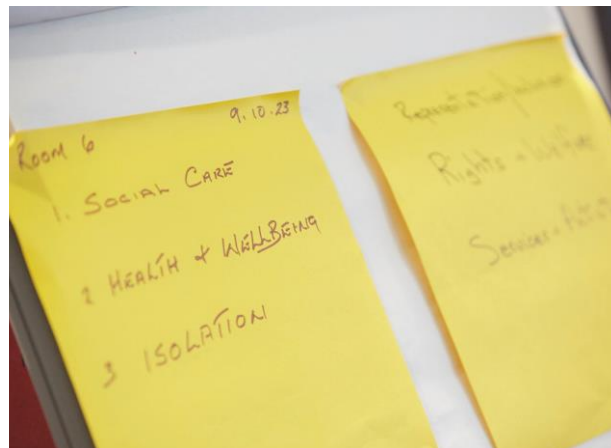
Discussion Tables

1. 'Making the case' for AfCs across partnerships (2x20min table discussions)
2. Themes
 - Health & Social Care
 - Culture (Sports, Arts etc)
 - Transport & Planning
 - Housing
 - Employment & Economic Development
3. Key Questions
 - Why would an AfC need support– why does it matter to older people and what resources potentially unlocked?
 - What are priorities and challenges for these partners currently and in future?
 - What benefits can an AfC bring to these partners– access to people/insights/ways of working?



Next Steps

- Produce short briefing on SOPA Rural and Resources Seminars
- Continue to grow Scottish AfC network
- Champion AfC approach in your area
- Champion AfC approach in national policy arena



Age-friendly Communities

#AgeFriendlyUK

@Ageing_Better

ageing-better.org.uk

What is an Age-friendly Community?

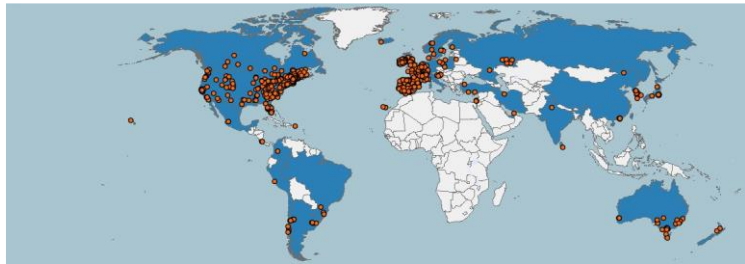
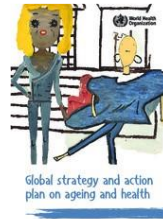
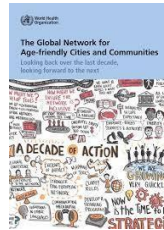
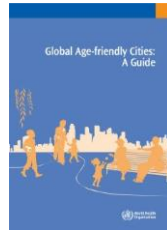
An Age-friendly Community is a place that enables people to age well and live a good later life.

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



4

Benefits of the Age-friendly Communities approach?

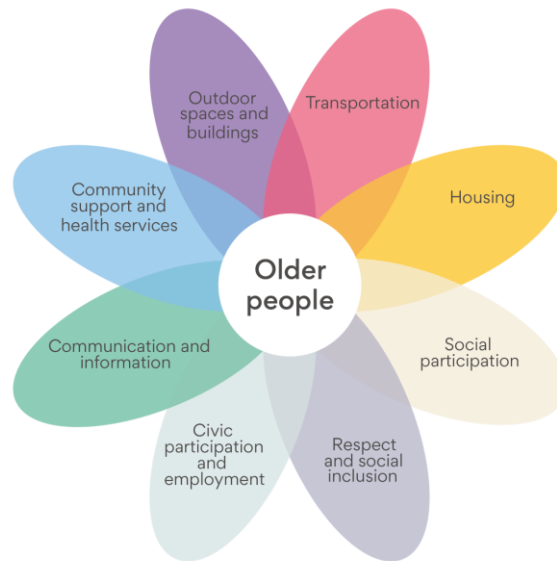
- Ageing population
- Effective and targeted use of **resource**
- **Preventative** approach leading to better health outcomes
- Brings partners together and **integrates services**
- Meet **equality** duty and **care** duty
- Co-produced with **older people**
- Make **visible** everything you are already doing



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5

WHO Age-friendly Communities Framework: 8 domains



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WHO Age-friendly Communities – Programme Cycle



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7

Examples of age-friendly work happening across the network



Walking audits in Bolton



Age-friendly awareness training in Isle of Wight

Ageing Well Ambassadors in Sunderland



Pension credit uptake campaign in Greater Manchester



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79 members of UK Network of Age-friendly Communities

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



What do we mean by resourcing an Age-friendly Community?

Types of resourcing

- Resourcing **coordination** – a person or people to drive progress through the programme cycle
- Resourcing **delivery** – costs associated with delivering your action plan
- Resourcing the voice of **older people** – e.g. an older people's forum, holding engagement events
- Resourcing **partnerships** – the time needed of stakeholders and older people to get involved

Different options for resourcing

- Low resource - coordination part of an existing persons role and no direct project costs (work focused on influencing and raising awareness)
- High resource - an Age-friendly team and multiple funded projects

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10

Some key points on resourcing...

- **Resourcing isn't a one-off thing** - different needs at different points. Early stages = bit of coordination time, and small pot to bring older people together
- Age-friendly Communities can help you consider where to use your **existing resources** better, and even bring in **new resources**
- Don't let resource be a barrier to the work!



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11

Resourcing Age-friendly Communities: A UK Perspective

SOPA Age -friendly Communities Resources Seminar
26 March 2024



Introduction



**Age-friendly Communities Funding
Mapping Research 2023**

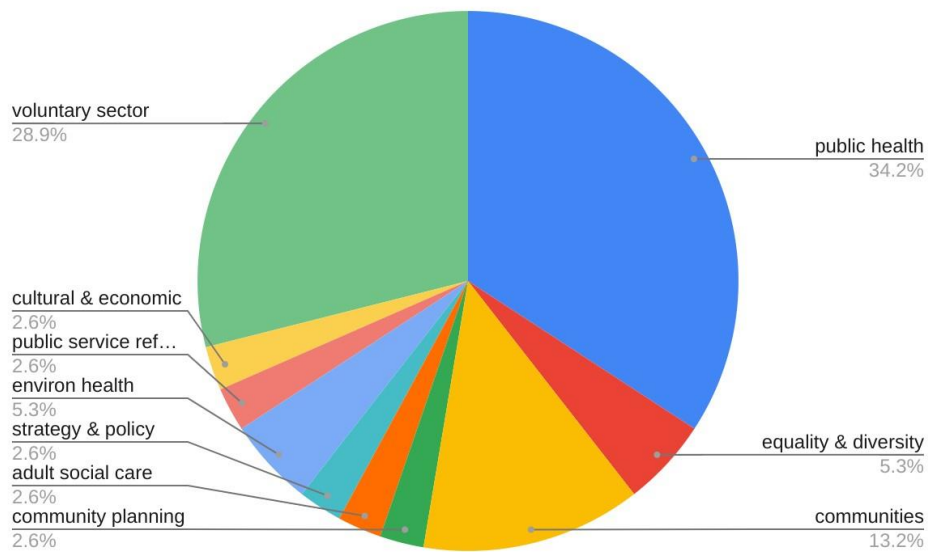
**Making the Case for funding to
different audiences**

**Current funding for Age -friendly
Communities in Scotland and
Next Steps**

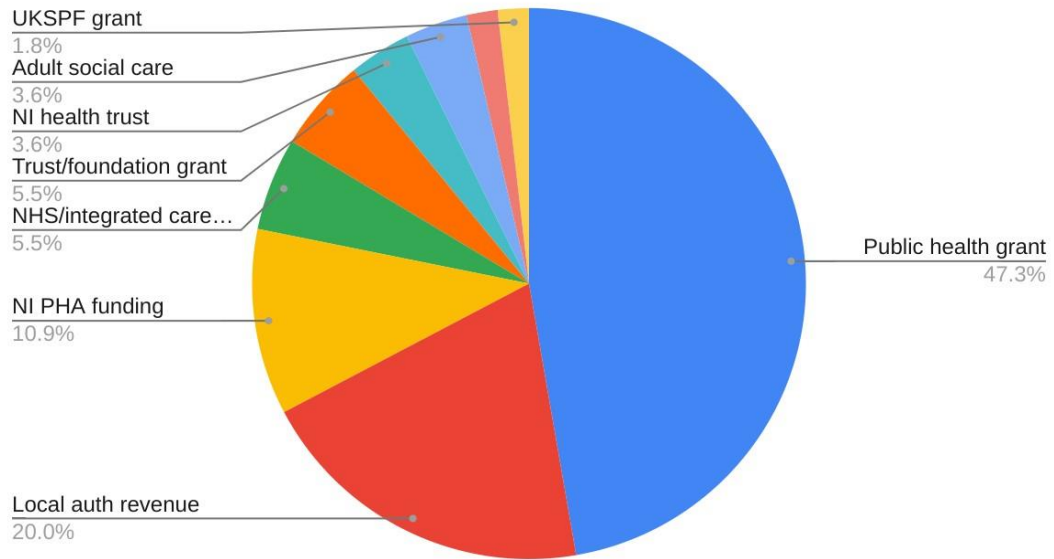
Age-friendly Communities UK Funding Mapping Research

- Amazing response from the network
- Variety and diversity
- Ingenuity and creativity
- Local authority internal budgets, grants and commissioned contracts significant source of funding
- National variations in funding arrangements, integrated health and care systems and partnerships
- Many different funders, audiences and potential partners
- No silver bullet

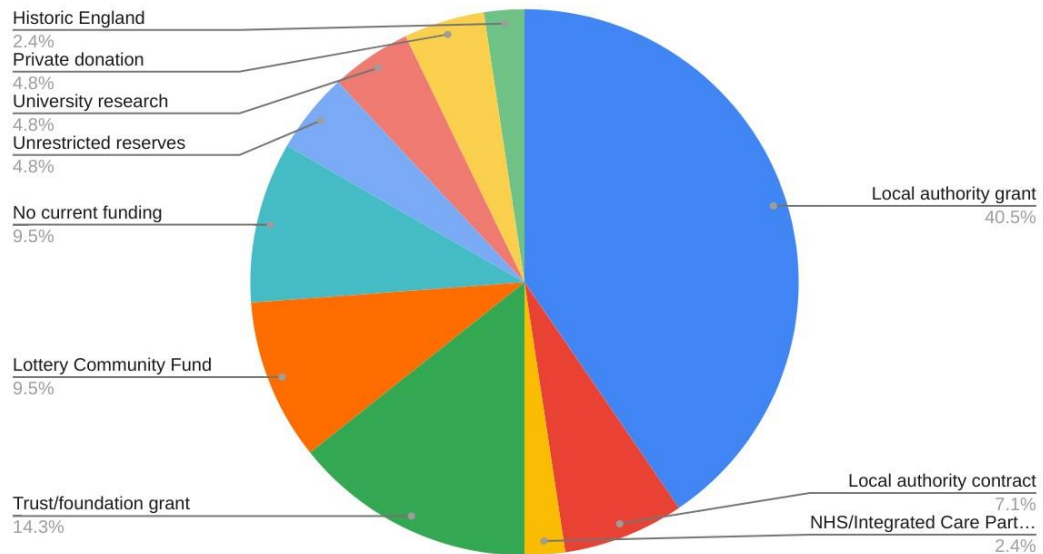
Type of organisation & local authority team leading their Age-friendly Community:



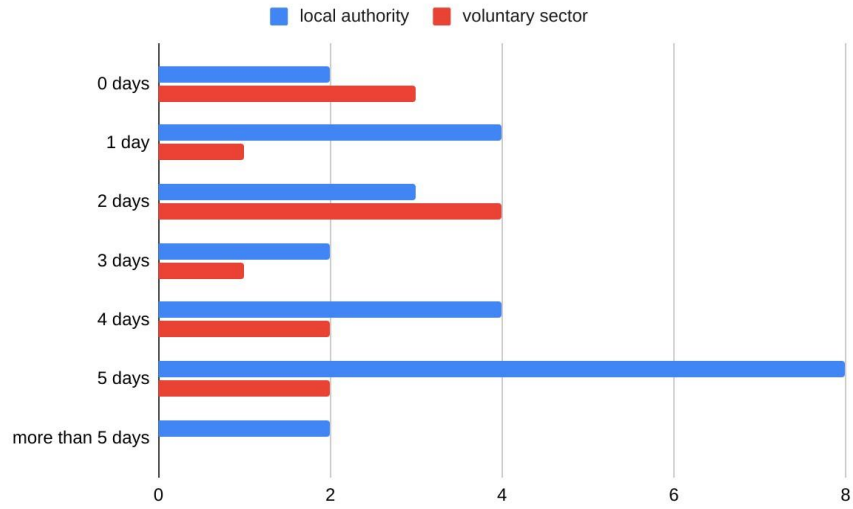
Funding types received by local authorities



Funding types received by voluntary sector organisations



Funding for Coordinator days by local authority / voluntary sectorled Communities:



Funding across the four nations

Integrated Health and Social Care Partnerships and Systems

National funding arrangements in Wales and Northern Ireland

Public Health grant funding in England



Different Sources of Funding for Age-friendly Communities

- Local Authority budgets including Public Health budget
- Health and Social Care budgets including Integrated Care Partnerships and Systems
- Local Authority grants and commissioned contracts
- Charitable Trusts and Foundations
- National Lottery Community Fund and other National Lottery funds
- Universities (Community Research Partners)
- Businesses (Innovation Funds)
- Cultural projects with culture and creative organisations
- UK Shared Prosperity Fund

What is needed to secure funding?

- Coordinator roles
- Partnerships and Relationship Building
- Local Authority support is vital, including for Voluntary Sector-led Age-friendly Communities
- Communities working in Partnership across Local Authority and Voluntary Sector can access more types of funding
- Making the Case to many different audiences
- Whole Systems Change approach, working across 8 Domains
- Evidence of Need and Evidence of Impact

Partnerships and Relationship Building: How have relationships unlocked funding for AFCs?

- Huge mix of funding sources and partners across the network
- South Lanarkshire local authority-based Coordinator has helped local men's sheds to win National Lottery Community Fund grant funding for network of men's sheds groups
- Greater Manchester Combined Authority Ageing Hub working with housing providers for Ageing in Place Pathfinder programme
- Leeds Older People's Forum working with Leeds University and Sheffield University
- Partnership working in Mid Ulster on pooled budget for Age-friendly with contributions from local health trusts, housing agency, local policing and community safety partnership, public health agency and local authority

The Funders' Perspective

- We spoke to a range of funders and stakeholders including several charitable trusts and foundations
- Increasing interest in
 - Systems Change approaches to social change
 - Tackling Health Inequalities
 - Potential for Wider Impact and Learning
- Funders still learning how to fund systems change approaches

Future of Age-friendly Funding

- Statutory sources including integrated health and care systems and partnership budgets
- UK Shared Prosperity Fund
- Funding for Tackling Loneliness
- Funding for Systems Change Approaches, Community Building and Tackling Health Inequalities and Early Prevention from Charitable Trusts and Foundations

Report recommendations

- Prioritise seeking local funding opportunities that work for your context
- Prioritise resourcing a Coordinator role
- Work to align Age-friendly with local strategies and plans
- Focus on building a variety of relationships, particularly structuring your Age-friendly Community across Local Authority and Voluntary Sector
- Bring funding into all your conversations and relationships
- See yourself as a funder in your local system (as well as a fund-seeker)
- Use smaller pots of funding to run pilots and build evidence and show support

Making the Case for Age-friendly Communities

- **Case for Support - Business Case** (background, context, planned activities, costs, impact)
- **Different audiences interested in different positive outcomes**
- **Housing:** Age-friendly activities, increasing residents' social connections and independence
- **Travel & Transport:** active travel, increase walking and cycling, opening up access
- **Culture:** memory, heritage, voice and participation
- **Economic development:** opening up high streets, accessibility, unlocking spending power
- **Health:** reducing health inequalities, increasing physical activity, social connections

Benefits of Age-friendly for different partners and audiences

- **Tackling Health Inequalities** (Health & Wellbeing, Equalities)
- **Systems Change** (Community Development) & **Early Prevention** (Health & Wellbeing)
- **Building community, volunteering** (Culture, Economic Development, Housing)
- **Older people's voice, participatory democracy** (Community Development)
- **Reducing social isolation** (Health & Wellbeing)
- **Increasing physical activities, reducing falls & frailty** (Transport, Built Environment, Health & Wellbeing)



Where to Find Evidence for Making the Case

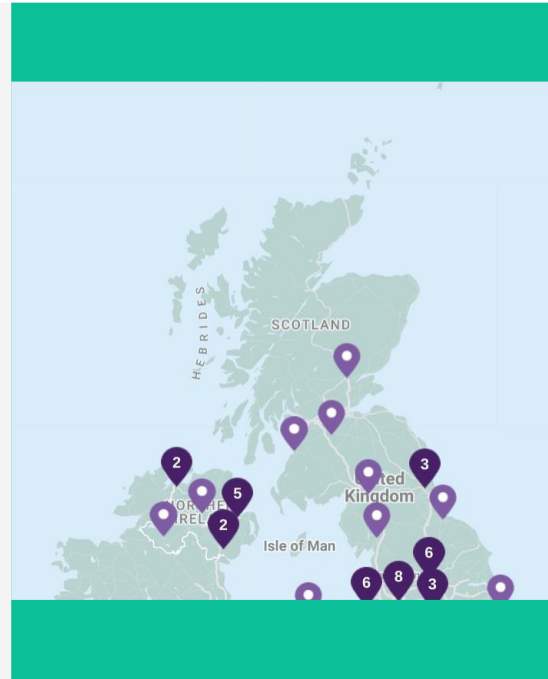
- Centre for Ageing Better Age -friendly resources <https://ageing-better.org.uk/age-friendly-resources>
- National Lottery Community Fund Ageing Better learning resources <https://www.tnlcommunityfund.org.uk/funding/strategic-investments/ageing-better>
- World Health Organisation Age -friendly Global Network <https://extranet.who.int/agefriendlyworld/age-friendly-cities-framework/>

Top Tips on Making the Case

- Partnerships, Relationship building & Cross -sector collaboration
- See yourself in a system
- Identify and build relationships with different departments, organisations and funding decision makers
- Think Win-Win! What are your shared interests and goals?
- Evidence of need eg local data, plans and strategies, Health and Wellbeing Strategies
- Evidence of impact eg pilot evaluations, evaluations from other programmes like The National Lottery Community Fund's Ageing Better programme
- Small funding pots can lead to new partnerships, new evidence and bigger pots of funding

Current funding for Age-friendly Communities in Scotland

- South Lanarkshire
- South Ayrshire
- Perth & Kinross



Next Steps

- Look at resources in the broadest sense
- Build your local community of support
- Get Age-friendly included in local strategies & plans
- Join up and connect what's already happening in your area
- Connect with wider network for learning, resources and peer support
- Find resources and evidence from Centre for Ageing Better, WHO Global Network, National Lottery Community Fund Ageing Better programme

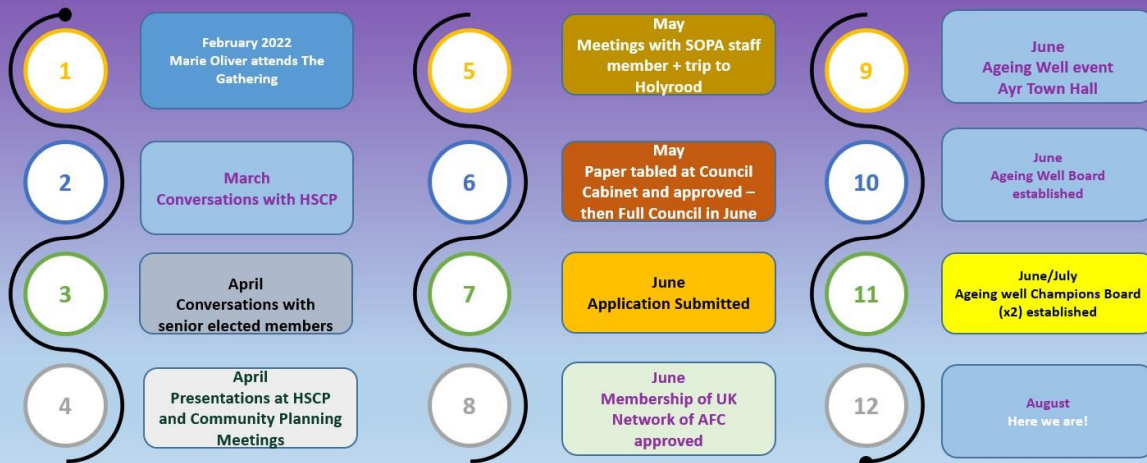


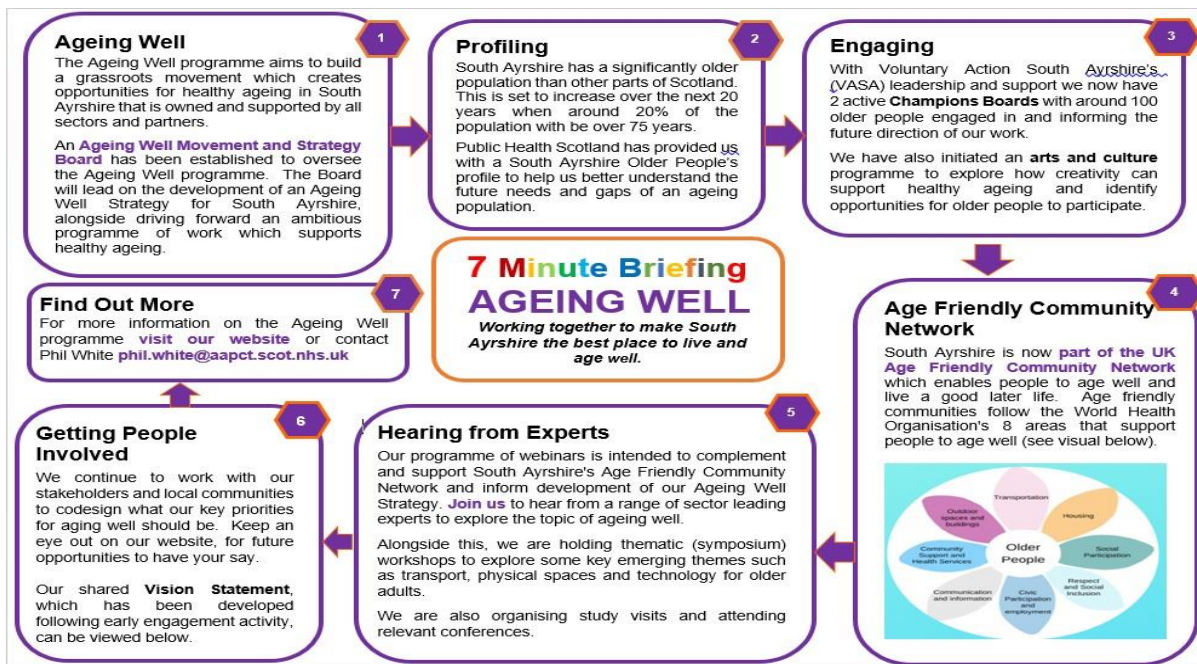
SOPA Edinburgh Event 26th March 2024

Ageing Well in South Ayrshire



AGE FRIENDLY SOUTH AYRSHIRE JOURNEY





Launch Event June 2023



Call back event planned for late May 2024



Ageing Well in South Ayrshire

South Ayrshire is part of the UK Age Friendly Community Network which enables people to age well and live a good later life. To make these improvements, Age-friendly Communities follow the World Health Organisation framework of the Eight Domains.

We are committed to building a grassroots movement to create opportunities for healthy ageing in South Ayrshire that is owned and supported by all sectors and partners – led by our local Community Planning Partnership. **We want communities where older people are:**



Enabled to live actively, purposefully and independently and have many opportunities to contribute.

Supported to use digital technology.

Proactively supported in their physical, mental, emotional, social, and spiritual wellbeing.

Able to access places and spaces which are inclusive, safe and accessible

Part of a culture of partnership rather than dependency.

Able to access information, advice and support in different ways, to allow them to feel informed and equipped to live lives as they wish.

Supported as early as possible in their health and care journeys to help prevent poor health as they age.

Respected, listened to and celebrated and where they can exert maximum choice and control about how they live their lives.

Integral to the whole lives of communities and have a good connection with all generations.

Experience positive attitudes to ageing and enabled to flourish.

Able to have access to supportive social friendship networks and groups as much as they wish to or require.

Supported if they are experiencing challenges or hardship.

Listened to, and their voice and experiences used to inform the development of health and care services.

Working together to make South Ayrshire the best place in Scotland to live and age well.





Ageing Well in South Ayrshire
Lunch and Learn Sessions



Our programme of webinars is intended to complement and support South Ayrshire's Age Friendly Community Network and inform development of our Ageing Well Strategy. Join us to hear from a range of sector leading experts to explore the topic of ageing well.

Friday 6th October - 1pm - 2pm
Professor Anne Hendry - Director of International Foundation for Integrated Care (IFIC) Scotland.

Friday 20th October - 12noon - 1pm
Doug Anthony - Health and Wellbeing Manager at Age Scotland.

Friday 3rd November - 12noon - 1pm
Professor Dawn Skelton - Professor of Ageing and Health at Glasgow Caledonian University.

Friday 17th November - 12noon - 1pm
Dr Vikki McCall - Professor of Social Policy in the Faculty of Social Sciences at the University of Stirling.

Friday 1st December - 12noon - 1pm
Dr Donald Macaskill - Chief Executive Officer of Scottish Care.

View our more information on these upcoming webinars visit our website: hscp.south-ayrshire.gov.uk/AgeingWellWebinars

To register for a webinar email: Kerry.green2@apact.scot.nhs.uk



Symposiums

- Transport
- Places, Spaces and Planning
- Communications, Marketing and Access to Information
- Civic Involvement, Engagement, Volunteering and Influencing
- Nurturing Whole Family and Whole Community Culture Change
- Technology Enabled Care and Support
- Food and Nutrition



What VASA (Third Sector Interface for South Ayrshire) have brought to the process

- SCVO The Gathering February 2022 - Workshop led by SOPA started the idea for South Ayrshire to become an Age Friendly Community
- June 2023 Start of Ageing Well Champions Board (currently 150 members)
- October 2023 a week of events to mark International Day of Older People offering taster sessions on alternative activities and also supporting future planning
- January 2024 launch of Access Panel



- January / February 2024 VASA and Ageing Well Champions Board having a input in to the Symposiums
- Ongoing – Champions Board having a seat / voice at Ageing Well Strategic Meetings

- March 2024 Seen and Be Seen – Intergenerational Event with local Secondary School starting to break down barriers to Ageing



FREE LUNCH PROVIDED

See and Be Seen

At Belmont Academy on Wednesday 20th March
10.30am – 2.30pm

Are you over 50? Living in South Ayrshire

Experience the magic of intergenerational connections at our 'See and Be Seen' Day

Embrace the diversity of ages and backgrounds as we come together to celebrate community and inclusivity.

Activities include:
Interactive Workshops
Games and Challenges
Group Tasks

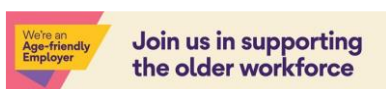
For more information or to confirm your place contact enquiries@vasa.scot or give us a phone on 0800 432 0510





VASA / Ageing Well Champions Board Plans for the rest of 2024

- Local Ambassadors linking local people to activities / services they need
- Introduction of Chatty benches / tables
- Publication and distribution of local information booklets
- Exploring Pre Retirement Courses – target group – those retiring on a low income
- Working with partners to promote the benefits of volunteering to those over 50
- Work with South Ayrshire Council to become an Age Friendly Employer
- Move forward Take A Seat Campaign
- Work with Volunteering Involving Organisations to become more Age Friendly



Resourcing Age Friendly Communities

Reflections:

- Currently financial strains on local authorities, NHB Boards and HSCPs means that there is unlikely to be significant resources to support AFCs with dedicated posts or teams
- A more flexible approach might be needed where there are shared responsibilities from wider partners including third sector and others
- In South Ayrshire – a lot of the ‘resourcing’ is shared and makes a little staff (and other) resource go a long way
- Probably ‘champions’ within different spheres are most important
- **Some passion, commitment, determination and energy are the most basic resources that the approach needs**
- Political buy in is really important – and keeping open channels to leaders
- The Community Planning Partnership (in our case) has an Ageing Well update at each Board meeting and there are similar arrangements for IJB
- There are wider supporters out there in wider areas who can help (eg Ayr United, The Gaiety, the UWS)
- The resources that come with older people themselves shouldn’t be underestimated!

Questions

Resourcing Age-Friendly Communities in Wales

David McKinney

Arweinydd Heneiddio'n Dda, Swyddfa Comisiynydd Pobl Hŷn Cymru //
Ageing Well Lead, Office of the Older People's Commissioner for Wales



 Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

National strategy & structures

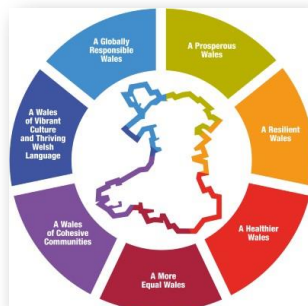
- Welsh Government's 2021 Strategy
- Commissioner's Age Friendly Partnership Group (members include older people, Public Health Wales, Welsh Local Government Association, Planning Aid Wales and Transport for Wales).
- Commissioner's Age Friendly Community of Practice
- WHO Global Network Affiliate



 Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

Age-Friendly Wales - Context

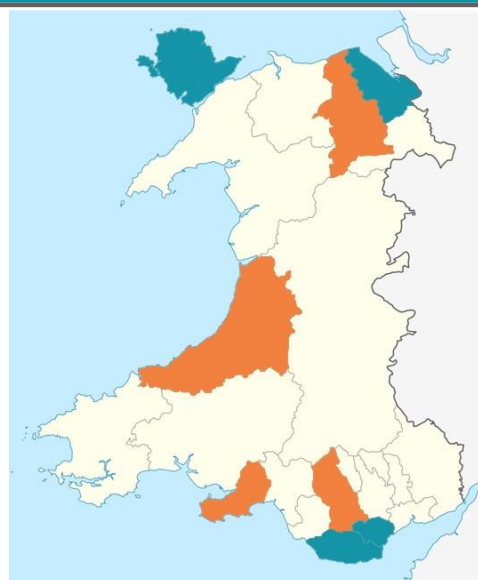
- 22 County Councils
- 7 Regional Partnership Boards
- 19 Public Service Boards
- 700+ Town & Community Councils
- County Voluntary Councils
- Partnership working embedded



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Older People's Commissioner for Wales

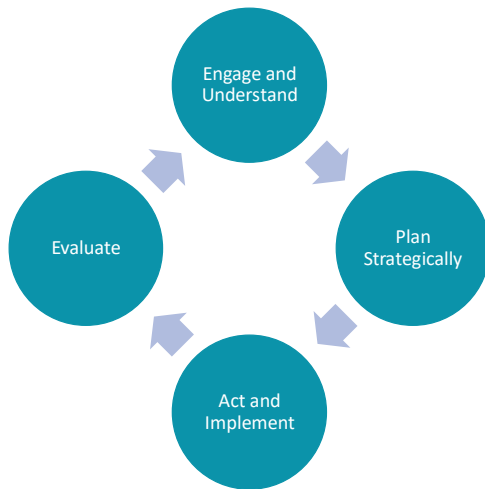
Age-Friendly Local Development

- Each Local Authority funded centrally for an Age-Friendly Coordinator post
- Supporting local authorities throughout Wales to join WHO Global Network of age-friendly cities and communities.
- Four members from Wales so far, covering 720,019 citizens // 23.2% of Welsh population.
- Applications in process or expected from at least four additional local authorities in 2024, raising coverage to 1,374,700 citizens // 44.3%.



 Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

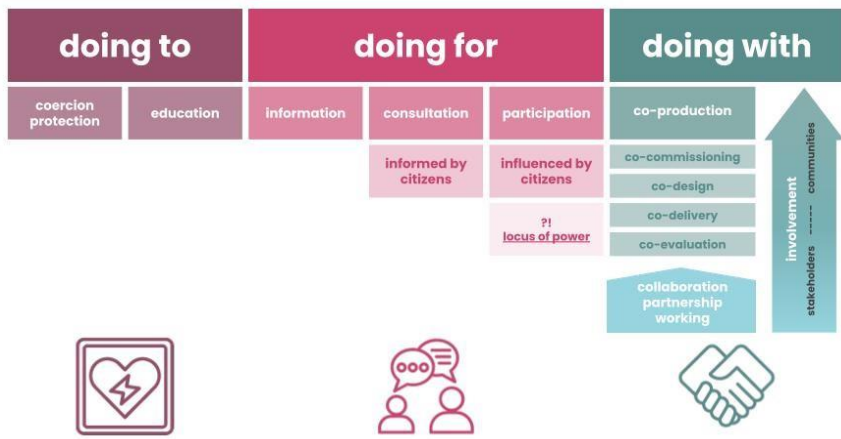
International Framework



- Principles for Action**
- Participation of older people
 - Focus on equity
 - Intersectoral collaboration
 - Life-course approach
 - Multilevel governance

Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

Involvement of Older People



@copronetwales



www.copronet.wales

Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

Resourcing – multisectoral

- Central funding ringfenced
- Local grant funding
- Regional funding (RIF)
- Voluntary sector – WCVA, CVCs
- Partnership bids and awareness (e.g. Swansea coordination)

Resourcing Case Study: Rhondda Cynon Taf

- Central Age-Friendly funding ringfenced
- UKG Shared Prosperity Fund - RCTCBC Community Grant and Microgrant programmes
- Neighbourhood Network Funding
- Community Dementia Prevention Programme Fund
- Interlink RCT – CVC
- Partnership approaches to Community Asset Transfers



Questions & Answers

Diolch
Thank you

david.mckinney@olderpeople.wales

