

## South Ayrshire Community Planning Partnership Board



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Report by Elaine Young to  
Community Planning Partnership Board Meeting of 18<sup>th</sup> April 2024

### **Subject: Draft Ageing Well Strategy and Movement**

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#### **1 Purpose of Report**

- 1.1 The purpose of this report is to provide the Community Planning Board with an update on progress to date with the Ageing Well Strategy and Movement.
- 1.2 A copy of the draft strategy has been provided to the CP Board - it is intended to be published on the 30<sup>th</sup> of May 2024 for the strategy to enter a period of consultation. Following this consultation period, a final strategy will be produced. This will be brought to the Community Planning Partnership Board in August 2024 for approval.

#### **2 The Board is recommended to:**

- 2.1 Note and approve to the content within the draft strategy. This is in order that once design work is finalised in the following weeks the draft can be formally launched for consultation at Voluntary Action South Ayrshire's (VASA) Ageing Well event on Thursday 30<sup>th</sup> May 2024.

#### **3 Background**

- 3.1 South Ayrshire is part of the UK Age Friendly Community Network which enables people to age well. To make these improvements, Age-Friendly communities follow the World Health Organisation's 8 areas (domains) that support people to age well.
- 3.2 As part of South Ayrshire's commitment to the Age-Friendly Network, over the last year there has been a range of work and engagement taking place to develop a strategy that will be formally launched on the 10<sup>th</sup> of September 2024. So far within the work there has been:
  - Engagement with older people through three Champions Boards in Ayr, Girvan and Troon (building from the Ageing Well event earlier on in the year);
  - Inputs from a variety of 'experts' in the field through a series of Webinars;
  - A series of thematic symposium events considering some of the main themes identified so far with a variety of stakeholders;

- Site visits to places of good practice across the UK;
- A cultural programme that seeks to highlight and explore issues using arts and cultural methods;
- Learning from the UK wide Network of Age Friendly Communities;
- A series of events to recognise the International Day of Older Persons (October 1<sup>st</sup>);
- Attendance at relevant local and UK wide older people's themed conferences (such as the Global Ageing Conference in Glasgow in September); and
- The beginnings of a Communications programme including an Ageing Well webpage.

3.3 There are several key linked programmes or thematic areas of work which align to the Ageing Well programme including:

- Accessible Ayr
- Caring for Ayrshire
- Community Planning Partnership - Integrated Impact Assessment
- Community Safety
- Council Plan
- Focus on Frailty
- Locality Planning and Team Around the Locality
- Participatory Budgeting
- Place Planning
- South Ayrshire Housing Strategy
- Shaping Places for Wellbeing

## **4 Progress**

4.1 Following the input detailed above, the writing group has produced a draft strategy which is included alongside this report. The draft strategy will be formally launched on the 30<sup>th</sup> of May at VASA's annual call back event and a period of consultation on the draft will take place over the summer. This event is a call back event from 2023 where the Ageing Well work first started. The draft has been formed from the

engagement undertaken over the last year and has had oversight from the Ageing Well Board for comments and recommendations throughout the writing stage.

- 4.2 The draft strategy will be professionally illustrated to highlight key themes and it will be presented in a booklet format. The writing group is working with artist Jon Ralphs, who is currently undertaking this project and will have artwork ready prior to the 30<sup>th</sup> May to allow for timescales to be achieved for printing. The document produced today is for content noting so that the Community Planning Partnership are sighted on the information that is planned to be produced in the draft strategy booklet prior to the VASA event on the 30<sup>th</sup> of May.

## **5 Next Steps**

- 5.1 The board is asked to approve the contents of the draft strategy ahead of the launch on 30<sup>th</sup> May.
- 5.2 Work will continue to take place prior to the launch date so that the strategy is formatted into the booklet document including artwork.
- 5.3 A consultation period will take place to inform the final strategy and action points, and this will be brought back to the board for final approval.

Report by:  
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