

South Ayrshire Community Planning Partnership Board



Report by Senior Programme Manager to
Community Planning Partnership Board Meeting of 22 August 2024

Subject: South Ayrshire Ageing Well Strategy

1 Purpose of Report

- 1.1 The purpose of this report is to provide the Community Planning Partnership Board (CPP) with an update on the development of the South Ayrshire Ageing Well Strategy (attached as appendix one).
- 1.2 The final strategy is intended to be launched on the 10th of September at an Ageing Well Event at Ayr Gaiety.

2 The Board is recommended to:

- 2.1 **Approve the South Ayrshire Ageing Well Strategy prior to a formal launch on 10th September 2024.**

3 Background

- 3.1 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'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 10th of September 2024. So far within the work there has been:
 - Engagement with older people through 2 Champions Boards (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;

- 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 1st);
- 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 The Ageing Well programme and development of a South Ayrshire Ageing Well Strategy is a key part of the new South Ayrshire Local Outcome Improvement Plan and links well to the core priorities of Place and Wellbeing. The Ageing Well programme also supports individual CPP member organisations strategic objectives, for example South Ayrshire Health and Social Care Partnership, South Ayrshire Council and NHS Ayrshire and Arran.

3.4 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; and
- Shaping Places for Wellbeing.

4 Progress

4.1 Formal Consultation began on the 30th of May ending on the 1st of August 2024. During that time:

- 103 people completed an online survey;
- 137 community groups were consulted with;
- 6 Locality Planning Partnerships were attended; and
- 5 Champions Board meetings were attended.

The strategy has been shared far and wide via social media and overall received positive feedback. As a result of the engagement, we have tailored our action plan to reflect what the local communities have told us. A full consultation and engagement report (attached as appendix two) accompanies the strategy alongside several other documents including:

- Action plan;
- Data profiles; and
- 'How to age well' resource booklet.

4.2 Whilst consultation was being carried out, the Iris Company was procured to produce a video showcasing Ageing Well within South Ayrshire. Filming is still ongoing, and the final video will be produced in time for the 10th of September launch date.

4.3 Artist Jon Ralphs produced artwork for the draft strategy and feedback from the consultation was mainly positive towards this. South Ayrshire Council Design Team has finalised the design of the strategy document.

5 Next Steps

5.1 CP Board members are asked to approve the contents of the final strategy ahead of the formal launch on 10th September.

5.2 A final video will be produced and showcased as the formal launch event.

5.3 An Oversight Group (with an agreed terms of reference) is being organised to oversee the agreed action plan following approval of the strategy.

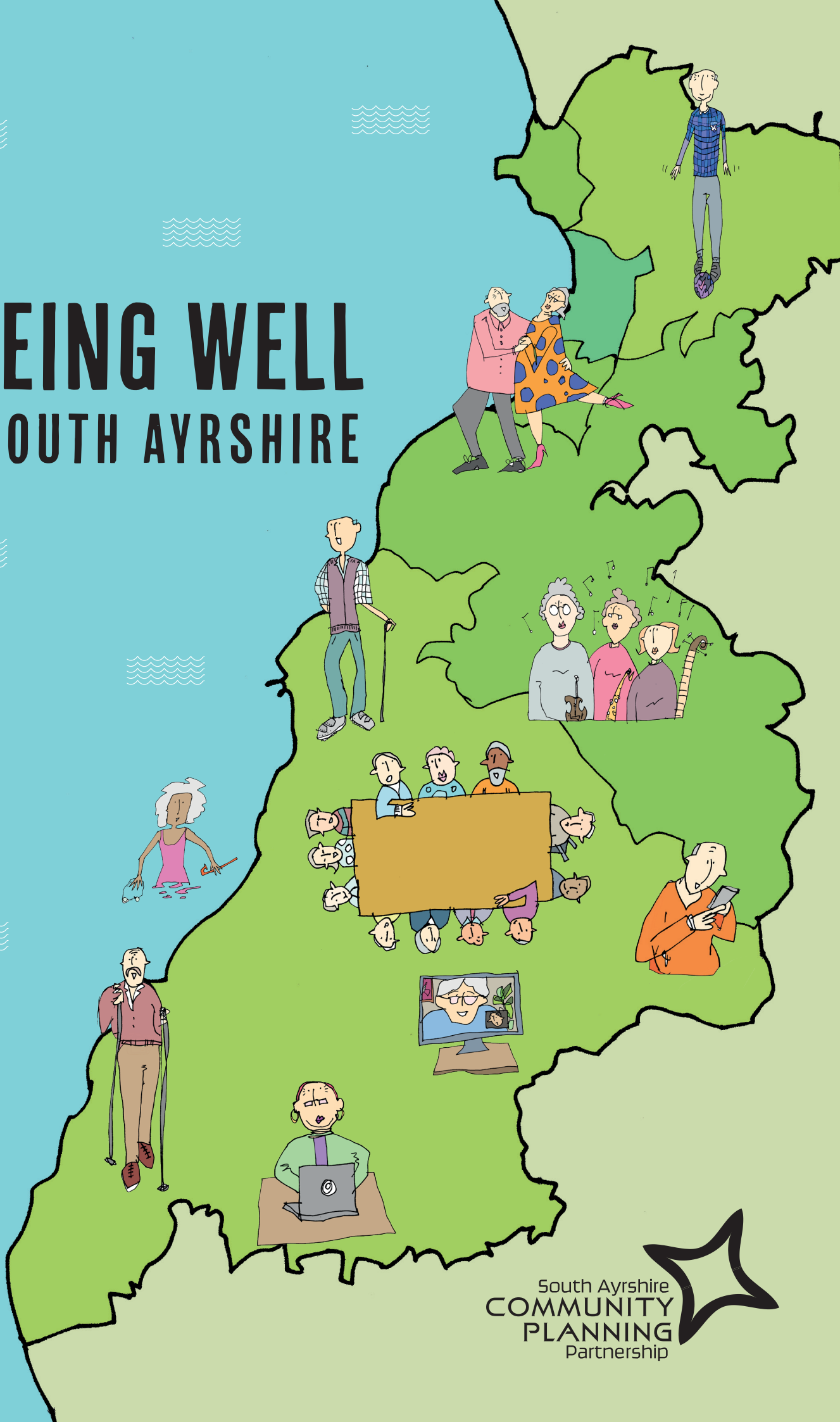
6 Equalities

6.1 South Ayrshire Council (SAC) is in the process of developing a new Integrated Impact Assessment (IIA) which incorporates a range of cross-cutting themes including: Equalities and the Fairer Scotland Duty, United Nations Convention on the Rights of the Child (UNCRC); Sustainability, Climate Change and Biodiversity; Our Ageing Population; Trauma Informed Services; Health and Wellbeing, Rurality and The Promise. As part of a testing phase of the new IIA, information contained within the Ageing Well Strategy EQIA was transferred into the new system allowing the CPP to consider further strategic challenges. With reference to protected

characteristics, where the impact rating is shown as 'no impact' (or white on the infographic) this is because new arrangements are fully inclusive to these characteristics therefore there is no additional positive or negative impact identified. Where the impact is shown as 'positive impact' (green on the infographic) it means that there is a particular focus on this protected characteristic, for example, 'age' whereby our ageing population has been identified as a priority. Where the impact is shown as 'uncertain' (grey on the infographic) further consideration is required and follow-up action is detailed within the summary report. Detailed information on the consultation process can be found in the Consultation and Engagement Report attached as appendix two. A copy of the IIA summary report is attached as appendix three.

Report by:
Senior Programme Manager
South Ayrshire Health and Social Care Partnership
August 2024

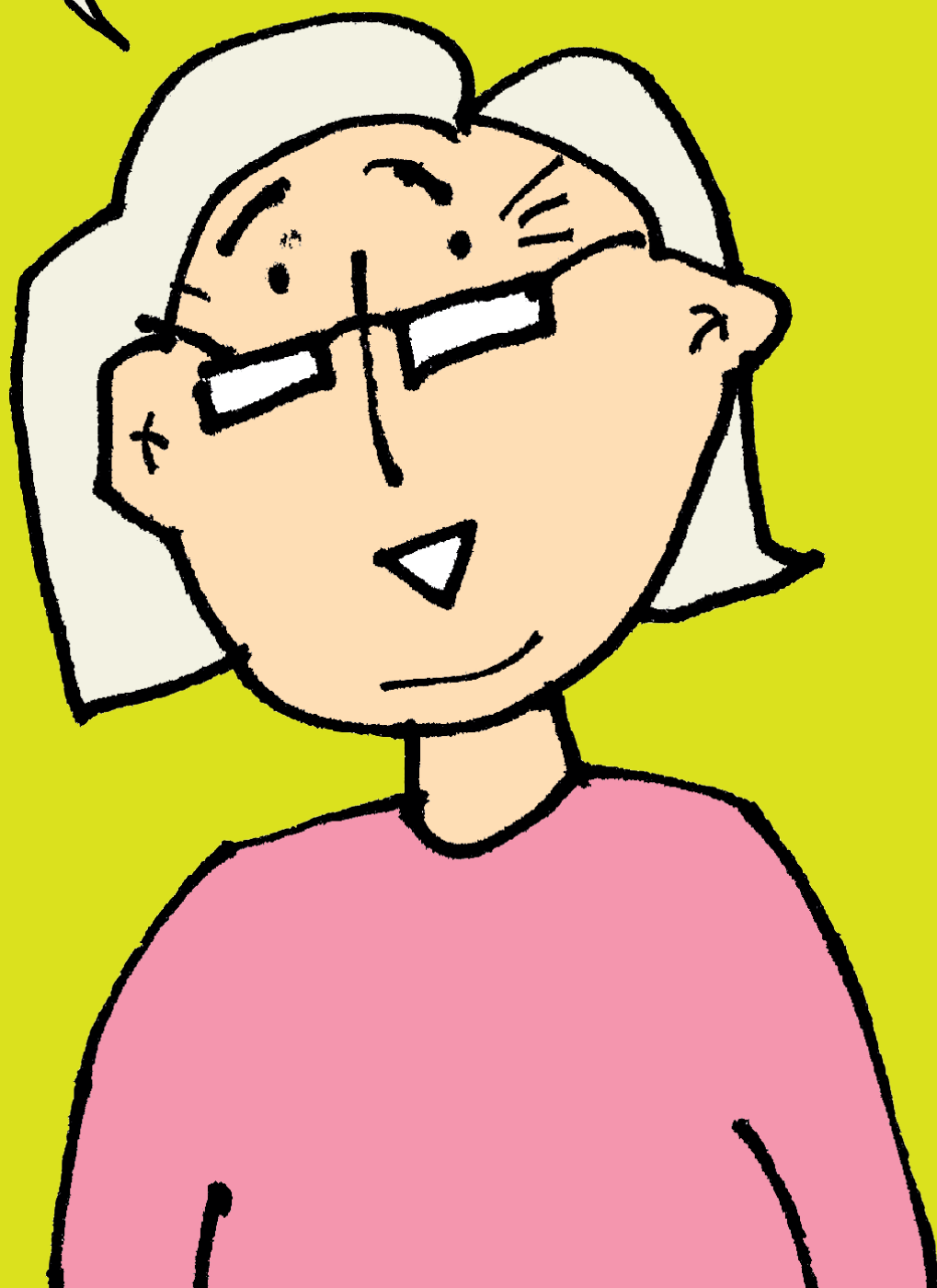
AGEING WELL IN SOUTH AYRSHIRE



South Ayrshire
**COMMUNITY
PLANNING**
Partnership



**SOUTH AYRSHIRE IS THE
FASTEST AGEING LOCAL
AUTHORITY AREA IN
SCOTLAND.**



FOREWORD

It is a wonderful achievement to reach this point in the process of developing an Ageing Well Strategy for South Ayrshire.

It was only in June 2023 that the prospect of developing such an important strategy was put forward at a packed event arranged by Voluntary Action South Ayrshire (VASA) in Ayr Town Hall. An invite was extended to all residents aged 55 and over in South Ayrshire to join the conversation.

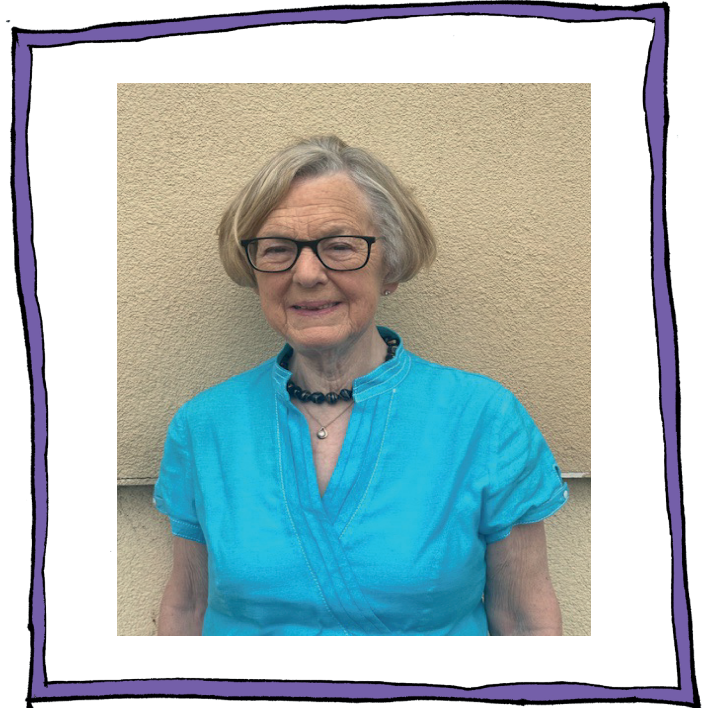
At that event we were made aware of South Ayrshire's important claim to fame as the fastest ageing local authority area in Scotland. We all accepted that everyone in our community must recognise this and that our plans for services now and in the future have to take account of our ageing demographic.

Over the last year, a South Ayrshire Ageing Well Champions Board has been formed. Not only does the Champions Board give voice to the views of older people, but it also entitles us to a seat at the table with the decision makers on the Ageing Well Strategy Board.

Currently there are well over 100 Champions who meet every month and have contributed to this work. Champions Board representatives have taken part in the series of webinars on good practice in other parts of the UK and in lengthier themed discussions on better local coordination. We have also played a key role in a range of other activities as part of the strategy development process.

Now that this strategy is a reality, the next stage is to encourage as many people as possible to support the movement and play their part in Ageing Well.

It is important that people of all ages realise that Ageing Well will affect them, after all, ageing starts from the minute you are born!



Rita Miller
Chair of South Ayrshire Ageing Well
Champions Board



INTRODUCTION

This year we launch our Ageing Well Strategy for South Ayrshire. This landmark strategy is something that all citizens can engage with as we support and celebrate our ageing population. We know that Ageing Well in South Ayrshire is more than just a strategy, it is a movement that will inspire a cultural shift within our communities to shape how we can all support each other to Age Well.

In South Ayrshire we know we have a rising older population, in response to this we must support the development of age friendly communities right across South Ayrshire from our towns to our villages, so that everyone has the same opportunity to live well for longer.

The work that has taken place over the last year to develop the strategic direction has been a collaborative approach, led by the Community Planning Partnership and endorsed by the Health and Social Care Partnership and Voluntary Action South Ayrshire (VASA). Most importantly it has been driven and shaped by the voices of local older people here in South Ayrshire.

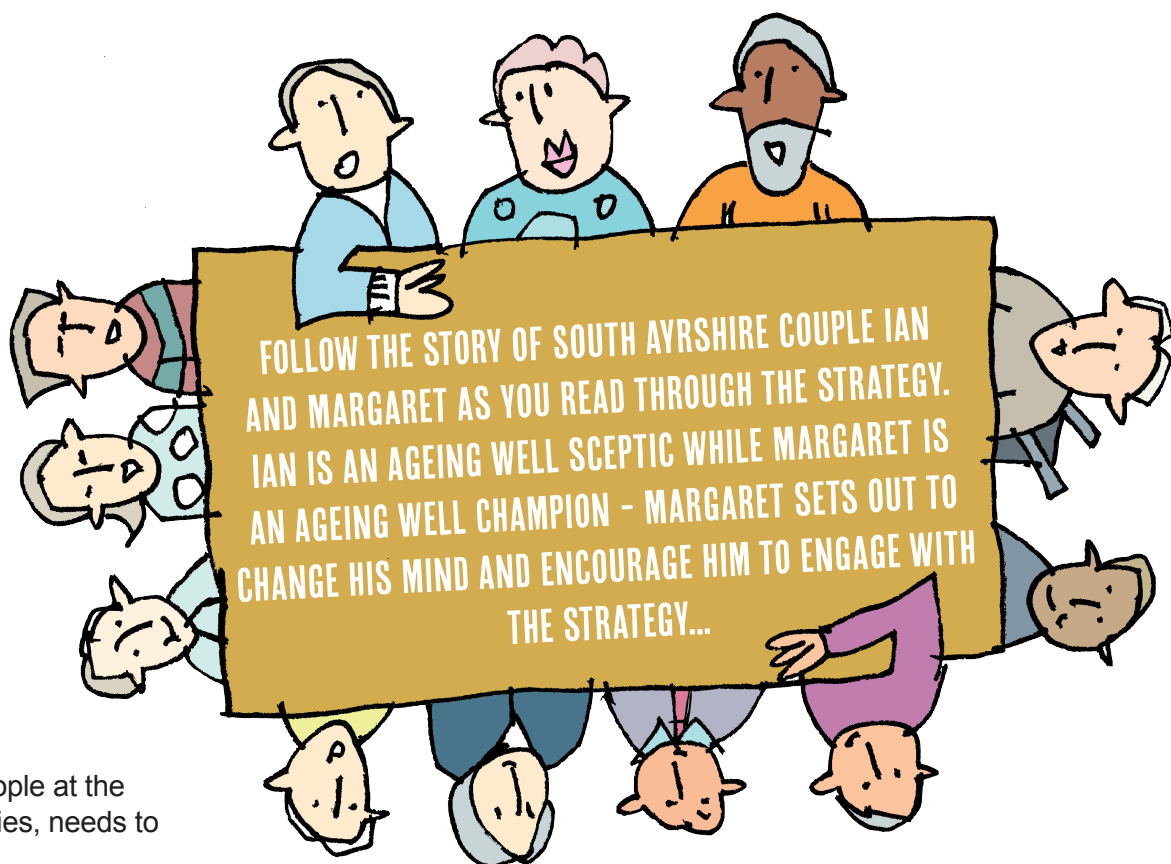
The formation of the Ageing Well Champions Boards in 2023 has been a significant achievement to support us to plan for age friendly communities and I would like to take the time to thank the board for all their efforts so far.

The Ageing Well Movement is relevant to everyone living and working within South Ayrshire.

In order for the movement to be successful, everyone involved, including people at the heart of our communities, needs to be a part of the story.



Cllr Julie Dettbarn
Chair of South Ayrshire Community Planning Partnership



WHAT IS AGEING WELL AND WHY DO WE NEED A STRATEGY?

We know that the older population within South Ayrshire is higher than the Scottish average and this is projected to increase over the next 20 years.

Whilst of course the age demographic in South Ayrshire is something to be celebrated, we must have the right supports and infrastructure in place to enable those living in our communities to age well.

We want to ensure people can remain as independent as possible, be active, fulfilled and have a good sense of mental health and wellbeing. To achieve this, we will set out priorities within this strategy that we will work towards over the coming years to address the challenges older people face. Over the course of developing this strategy we have engaged with our older citizens across South Ayrshire and will continue to do so as we work towards developing an accompanying action plan that will bring about real change.

The Ageing Well approach will help to support the planning of our community-based supports as well as our health and social care services in the future. We know that if we can support people to live well for longer in their communities, there will be less need for input from formal services.

Whilst it is important that we can access services when they are required, we can also make use of a range of established community supports such as voluntary organisations and community groups as well as our family and friends.

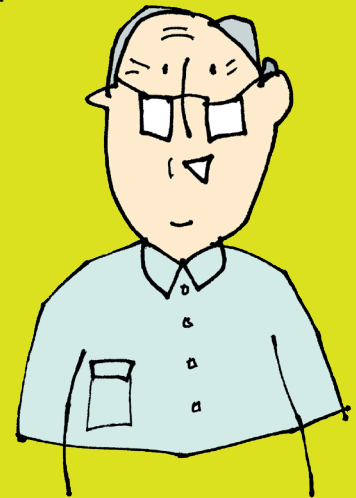
The Ageing Well approach is more than just having formal services in place, it is based on a community wide approach to embedding age friendly communities across South Ayrshire. This means that if we all play our part in supporting older people in our communities, it will enable everyone to live a more fulfilled life for longer.

This strategy document provides an overview of our strategic direction for Ageing Well in South Ayrshire. The accompanying shorter documents

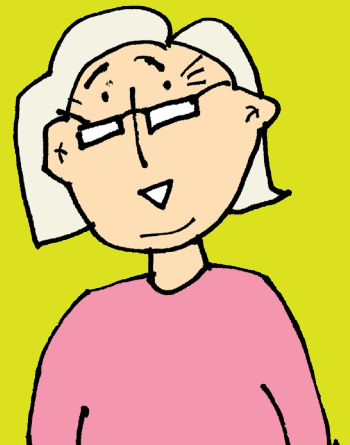
provide practical information on elements such as our engagement with communities, the data profile for South Ayrshire and guidance on how people can live well in later life.



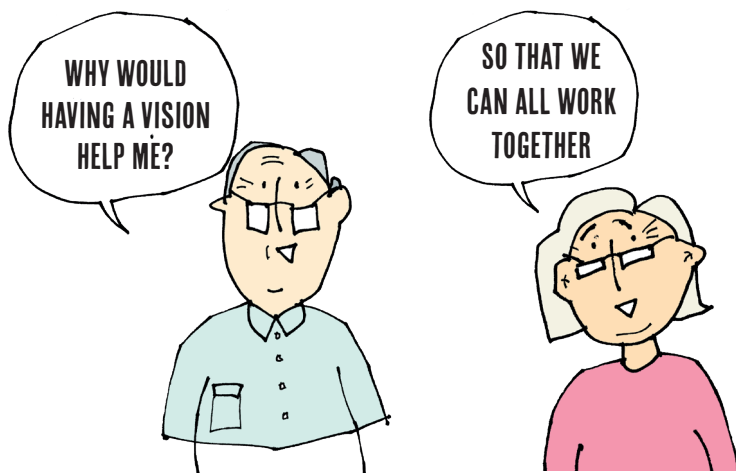
WHAT IS THIS ALL ABOUT? IS THIS ANOTHER IDEA MADE UP BY THE COUNCIL?



NO, LOTS OF LOCAL PEOPLE HAVE BEEN A PART OF DEVELOPING THIS.



WHAT IS THE AGEING WELL VISION?



We want to start by celebrating older people as an asset to our communities, we want this group to be recognised, valued and have their voices heard.

We know that people in South Ayrshire are living longer so it is important that we all play our part in supporting older people to enjoy healthier, longer lives.

We have reflected on the statistics, what matters to older people and the evidence that comes from research. We recognise that there are challenges and that these need to be tackled together. Everyone and every organisation can contribute to our vision.

This is why the Ageing Well approach is far more than just a strategy, but a movement that everyone must be involved in to make sure that people in South Ayrshire have the best possible outcomes in later life.

The Ageing Well vision was formed in 2023 by the Ageing Well Strategy and Movement Board and sets out how we will support the communities within South Ayrshire to adopt an age friendly approach.

We have set out our vision to highlight what it will take to make this possible.




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 players being led by our local Community Planning Partnership. We want communities where:

People are enabled to live actively, purposefully and independently and to contribute within their communities.

Older people are respected, listened to and celebrated with maximum choice and control about how they live their lives.

Barriers to healthy and active living are removed and older people are enabled to flourish.

Older people are integral to the whole lives of communities and where there is good connection with older people from all generations.

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

Information, advice and support is made available in different ways, to allow everyone to feel informed and equipped to live lives as they wish.

The voice of older people informs the way services are provided and where the health and care services that support our older people are formed around their needs and their perspectives.

We foster a culture of partnership rather than dependency.

Age is not seen as a barrier to living vital and productive lives.

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

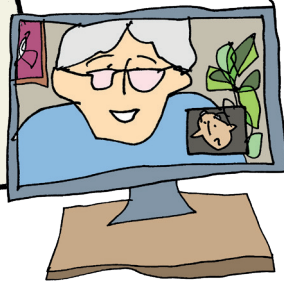
We utilise technology of all sorts to enable a ageing well community.

We proactively support older people's wellbeing, both physical, mental, emotional, social and spiritual.

Places and spaces are inclusive, safe and accessible.

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

HOW HAVE WE ENGAGED WITH OLDER PEOPLE?



This strategy and the accompanying documents depict an emerging story of how we can age well in South Ayrshire and work together to support the movement in the years to come. The development of this work is a catalyst to support healthy ageing and to develop a long-term movement of change that supports us all as we grow older.

At the heart of our approach has always been the voices of the older people within our communities across South Ayrshire and the direction of this strategy has been firmly set by the influence and input from our communities.

A number of engagement and consultation activities opportunities have taken place which have informed this work, starting with the Ageing Well launch event at Ayr Town Hall on Thursday 8th June 2023.

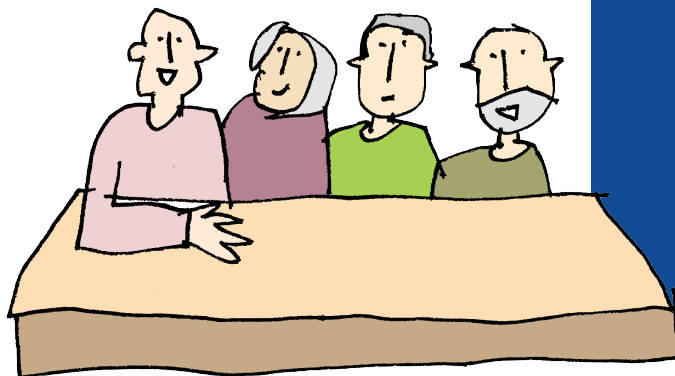
Following this, an Ageing Well Champions Board of older people was formed in 2023 facilitated by VASA to steer the direction of the approach to Ageing Well in South Ayrshire.

There has been great interest in the Board, and this has grown exponentially. There are now three Boards located in Ayr, Girvan and Troon and have a combined membership of over 150 older people. These individual Boards hold us to account and provide a feedback loop to ensure views are represented. Members of each Champions Board can contribute their views on how we develop our local strategy and also raise issues along the way that we need to address.

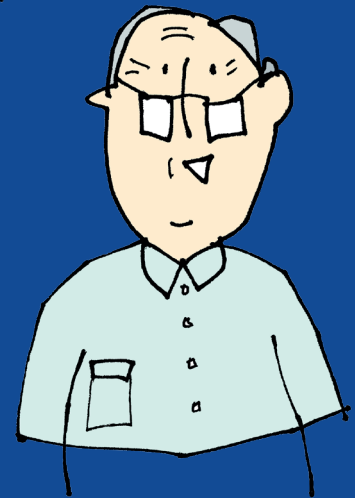
As part of our engagement, we have also asked experts in the field of healthy ageing to give us their perspectives. We held a series of Webinars towards the end of 2023 where leading figures in the field of ageing presented their insights. These webinars are available to view on the South Ayrshire Health and Social Care Partnership website.

We also brought together subject matter experts on a range of key themes related to Ageing Well to host facilitated discussions and encourage conversation and idea generation. This helped to inform the draft action plan for Ageing Well in South Ayrshire. Each discussion was attended by Champions Board representatives to ensure the voices of older people in our community were represented and could provide input to the sessions.

There is more detail on our engagement with our communities within the separate 'What have older people said?' document.



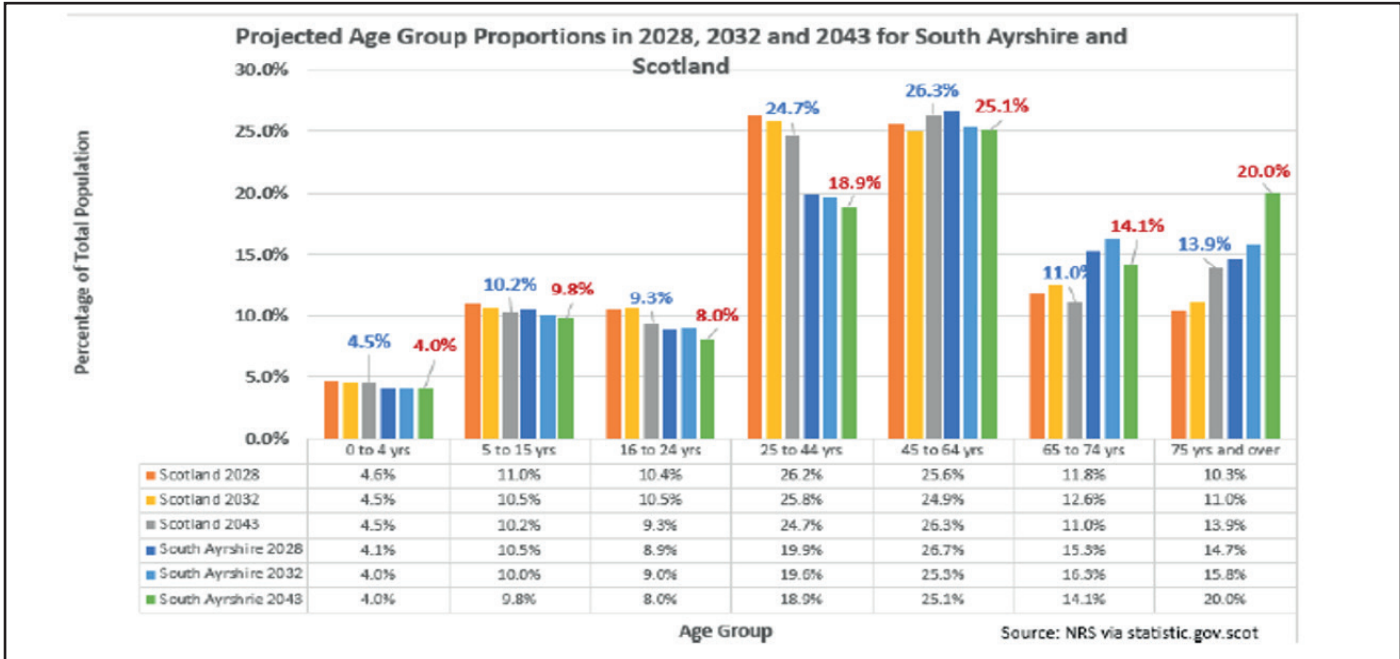
OK, BUT HAVE THEY ACTUALLY SPOKEN TO OLDER PEOPLE ABOUT THIS?



YES! AND WE ARE THE PEOPLE WHO DRIVE THIS MOVEMENT.



WHAT DOES THE DATA TELL US ABOUT AGEING IN SOUTH AYRSHIRE?

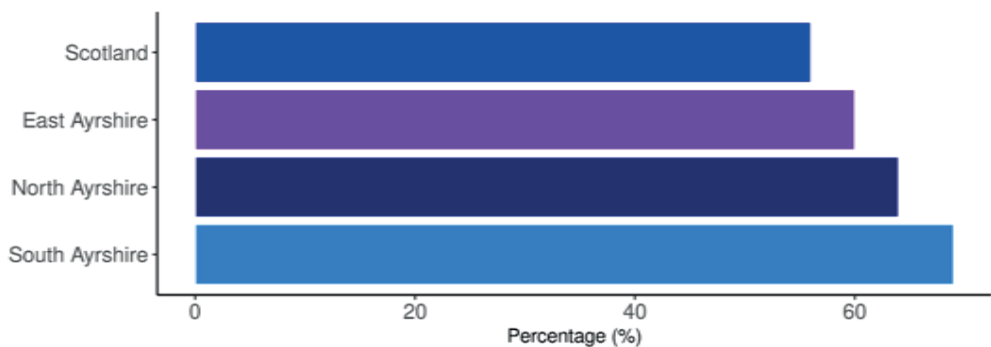


We know that the population in South Ayrshire is increasing and will continue to do so each year. By 2028 it is expected that there will be an increase of 6.7% of adults aged 65+ within South Ayrshire.

In 2043, 20% of the population in South Ayrshire will be over the age of 75.

Dependency Ratio

The chart below shows the number of people aged 0-15 and 65+ as a percentage of those aged 16-65. For South Ayrshire HSCP, the figure was 70% for the most recent year.



Each locality area within South Ayrshire has had a steady increase in older people over the last 20 years and our overall 65+ population remains higher than the national average.

As the population continues to increase, so too does the number of multiple health conditions older people are living with. For those with one or more long term health condition (LTC), it means they will be more likely to access health and care services to support them.

There is more detail on our data profile in South Ayrshire within the separate 'What does the data tell us?' document.

WHAT IS HAPPENING IN OTHER PLACES?

We know from the World Health Organisation (WHO) research that people are living longer, and all countries are experiencing a growth in their population size and proportion of older people. By 2030, it is expected 1 in 6 people will be aged 60 years or older and the older population will be 1.4 billion. The population of people aged 80 years and older will triple by 2050 and it is expected to reach 426 million people.

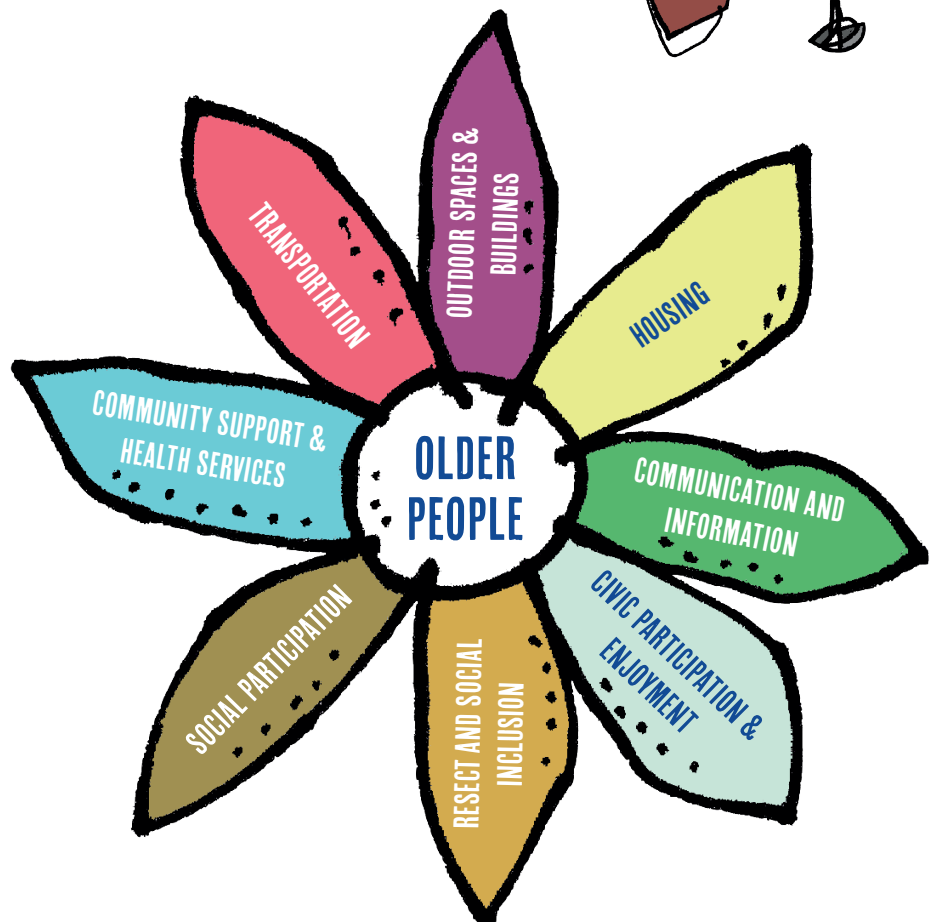
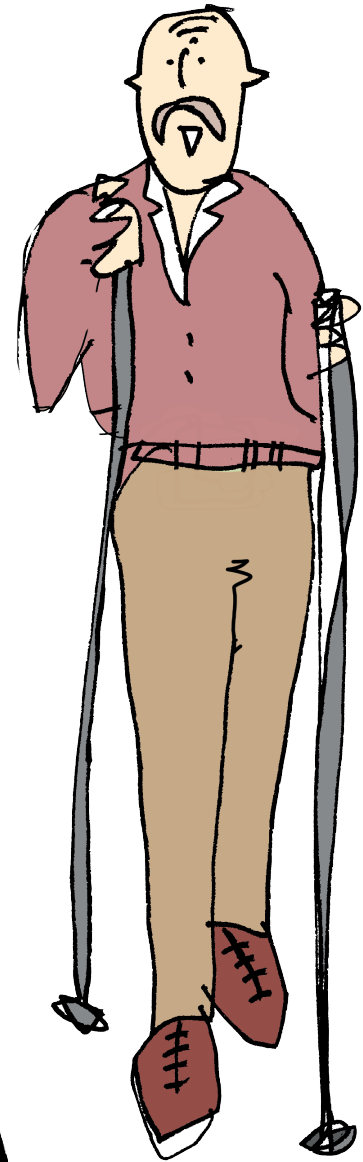
In countries like Japan, work has been developing in this area for many years as they have one of the oldest populations in the world. As of 2020, 28.4% of the Japanese population were aged 65 or older and it is expected to continue to increase.

In South Ayrshire our older adult population sits significantly higher than the national average (20.1%) as our older adult population sits at 26.6%, a similar figure to Japan as a whole.

The WHO has also been seeking to support healthy ageing across the globe and have developed the "[Age Friendly Community model](#)". South Ayrshire is part of a UK Network of Age Friendly Communities and joins cities such as Belfast, Manchester, London and Cardiff. There are now three Scottish Local Authorities signed up to this model and we have been working closely with these areas to share information so that we can all support the wider agenda of developing Age Friendly Communities across Scotland.

In developing the Age Friendly Communities model, the WHO have created the eight domains required to support communities to be age friendly.

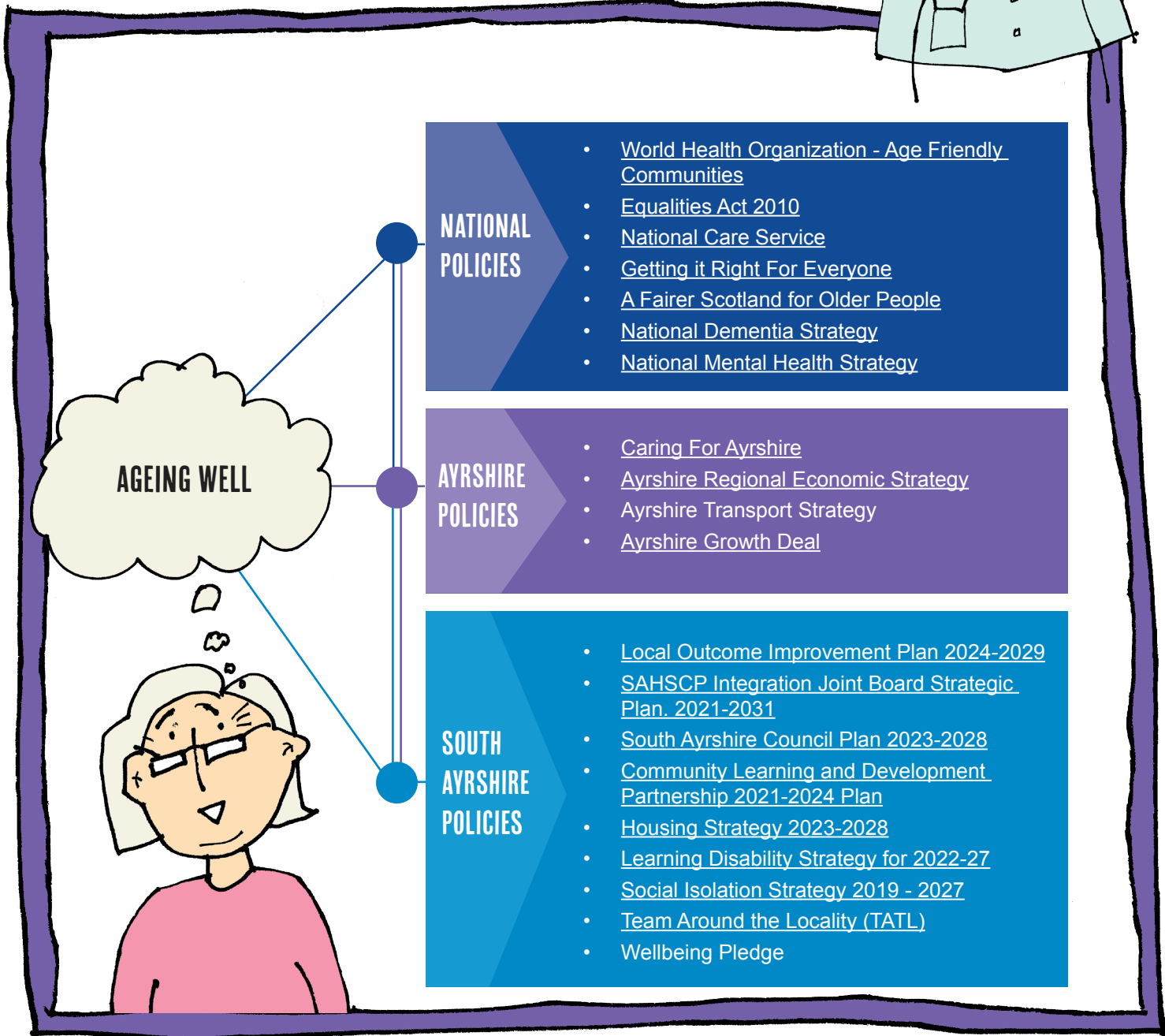
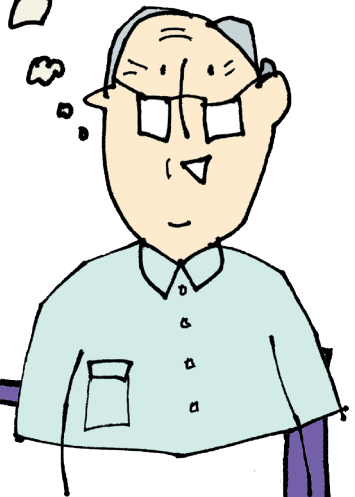
These domains, or petals on the diagram opposite, support both the physical and social aspects that contribute to wellbeing and are essential in supporting everyone to age well. These areas must be addressed with an age friendly lens and require input at every level to effectively support older people.



HOW DOES AGEING WELL FIT IN WITH OTHER STRATEGIES?

I WONDER WHAT ELSE THIS WOULD LINK IN WITH THAT WOULD SUPPORT ME.

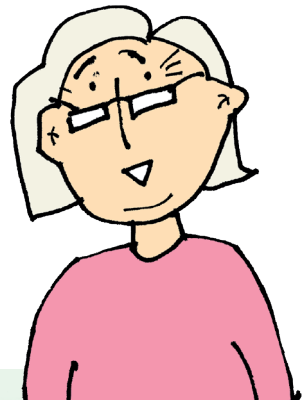
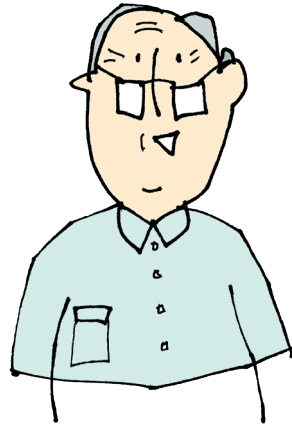
We know that Ageing Well does not exist in isolation and the development of this strategy is just one part of the story. The image below shows the policy documents at national and local level, each have a role to play in influencing the Ageing Well approach.



WHAT DOES THIS MEAN FOR YOU?

I THINK YOU HAVE CONVINCED ME TO BE POSITIVE ABOUT THIS! SO, WHAT CAN WE DO NOW?

WE NEED TO TAKE RESPONSIBILITY AND BECOME INVOLVED IN THE DISCUSSIONS.

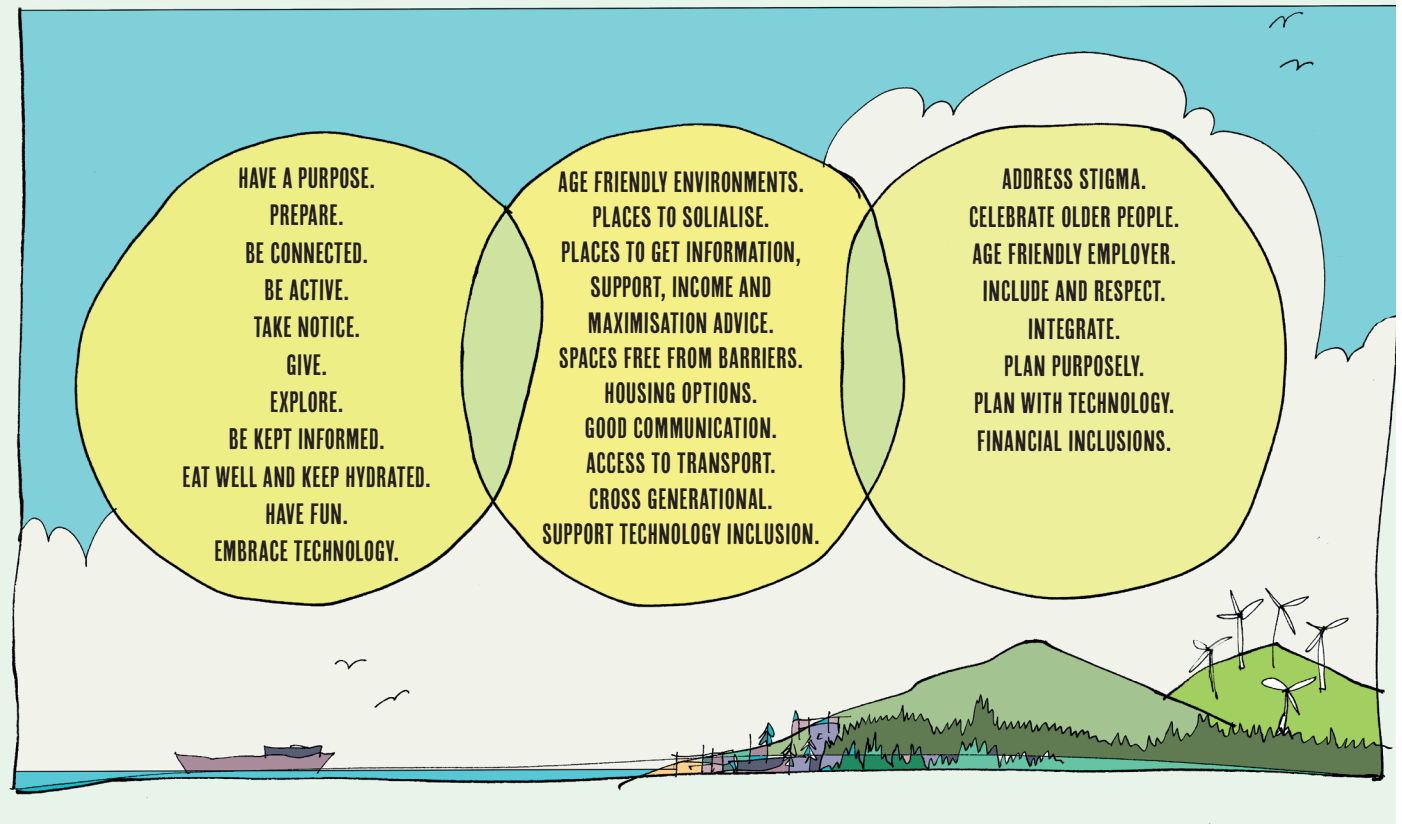


During the strategy development process we have spent a lot of time learning and listening to our communities, from this we have been able to shape our thinking into a comprehensive model which clearly depicts how all the elements of Ageing Well link together.

This model looks at the whole 'ecology' of where we exist – from our own homes with support from families and friends to the places where we live, to the things we need from our formal services.

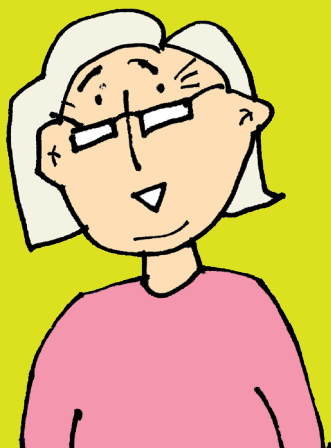
The model is shown below, and this will form the basis of our conversations with the communities in South Ayrshire during the consultation period.

AGEING WELL MODEL

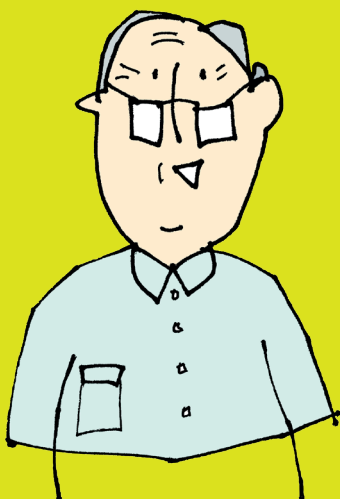


There is more detail on our model and the elements of this within the separate 'What can I do to Age Well in South Ayrshire?' document.

THE MORE WE DO MEANS WE HOPEFULLY NEED FEWER FORMAL SERVICES. BUT IF WE DO THEN THE SUPPORT IS THERE FOR US



I CAN SEE NOW THIS IS THE MOVEMENT WE NEED.



WHAT ABOUT HEALTH AND CARE SERVICES?

The Ageing Well approach is much wider than just service led support; however, this does not mean that health and care services are not included.

Our vision for these services in the future is that where possible they are much more localised and that communities can have an influence over their needs.

Across South Ayrshire each town and village will have different requirements for their older population and by localising these supports it means services can be accessed in the right place for the people who live there.

When it comes to more specialised services this is harder to achieve but where possible, we want health and care services to be accessible in local areas regardless of the location whether this is rural, or town based.

We have developed an approach to this called the "[Team Around the Locality](#)". The purpose of Team Around the Locality is to deliver information, advice, and support through a strength-based model to individuals and their carers.

Through the implementation of Team Around the Locality new teams have been created in each locality area within South Ayrshire to bring together our services and ensure they are visible and accessible to all who live in the area.

In our existing work with the Scottish Government, we've discussed with older people in South Ayrshire the way they want their health and care services to be organised in the community through our partnership with the Getting It Right for Me initiative.

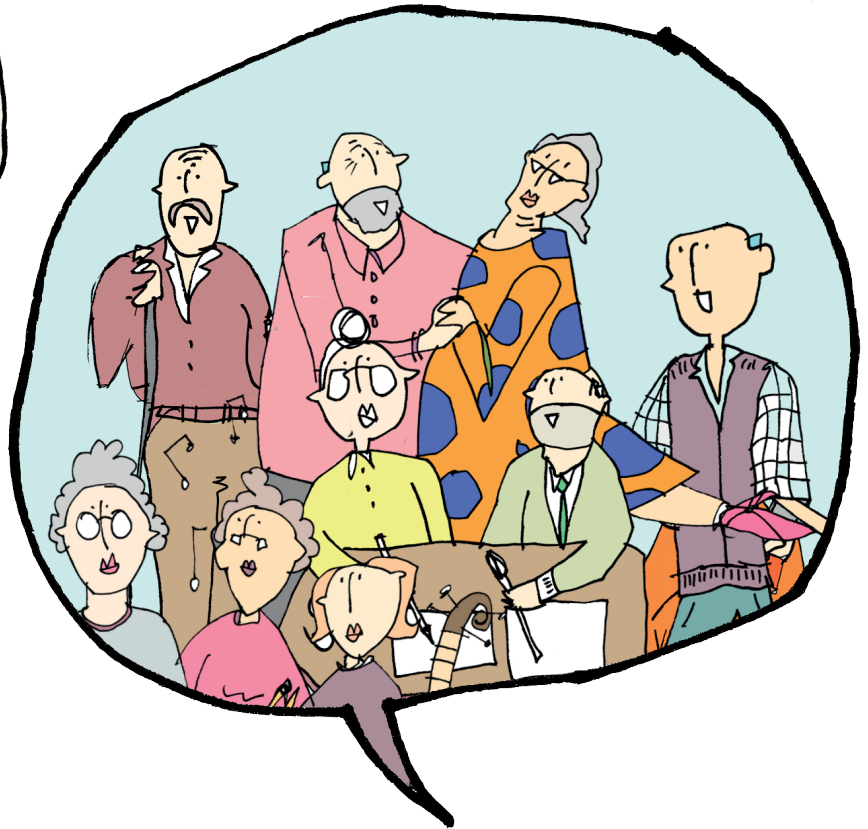
A description of this work can be found in the separate Getting It Right for Me infographic issued with this strategy.



SO, WHAT HAPPENS NOW?

Over the last year we have worked collaboratively with our partners and the community to develop the Ageing Well approach so far.

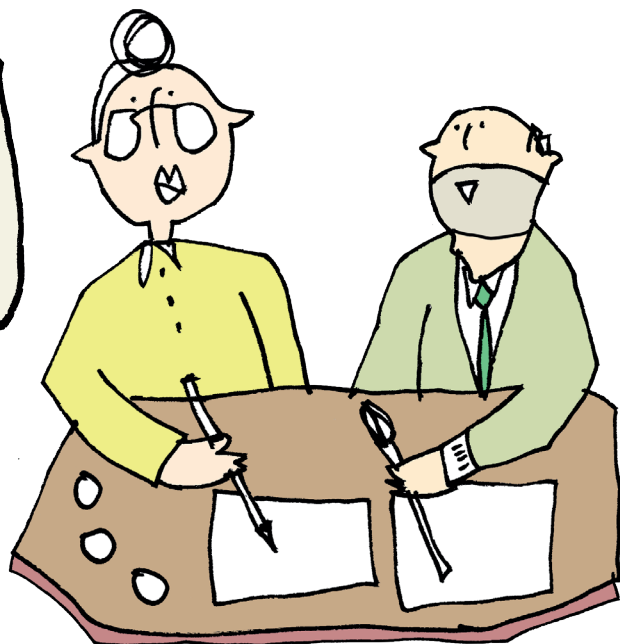
On 30th May 2024 we launched our draft strategy at a VASA event celebrating Ageing Well in South Ayrshire. This marked the start of the formal period of consultation on the strategy with the public and our services to inform an action plan to bring about real change. More detail on the outcome of the consultation can be read within our consultation and engagement report.



Listening to the views of people across South Ayrshire has led to the creation of an action plan that sets out how we will start to deliver and achieve on the vision of Ageing Well in South Ayrshire together. This is broken down into measurable short-, medium- and long-term actions, identifies who will have responsibility for taking each action forward as well as how we will measure our impact.



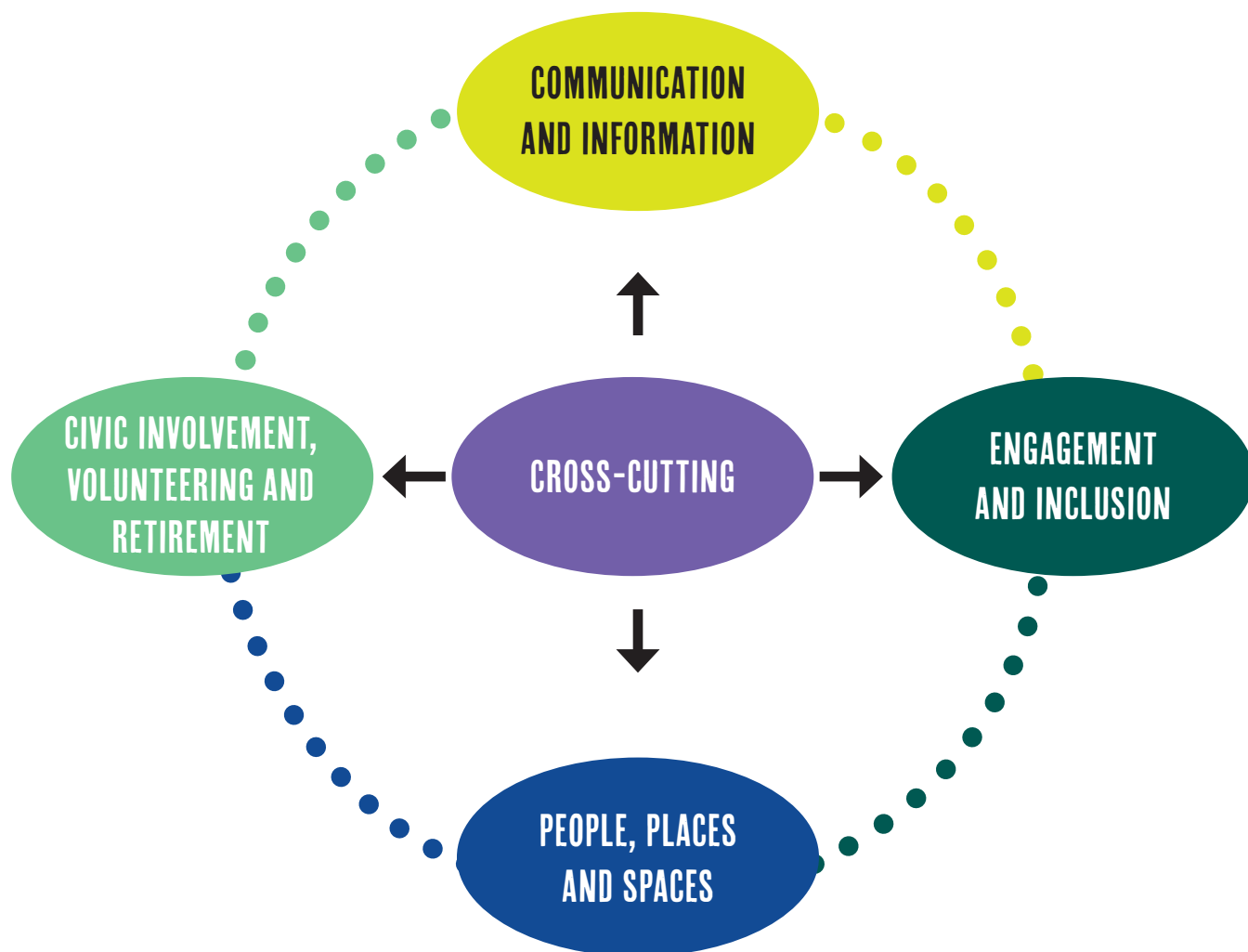
AGEING WELL ACTION PLAN 2024-25



Following the conclusion of our consultation period we have been able to draft an action plan which will see us deliver on our ambitious commitments for Ageing Well in South Ayrshire.

The table below sets out the actions we will look to address in year one. We know that some actions will take much longer to deliver but we will take initial steps and exploration where we can in order to ensure momentum and progress is maintained.

The progress on the actions will be reported to the Ageing Well Strategy and Movement Oversight Group every two months with a full update to stakeholders on all of the actions provided at the next Ageing Well Event planned for October 2025. At this stage a further action plan will then be developed for year two to build on the achievements made.



The actions set out below are collectively the responsibility of Community Planning Partners working in partnership with each other and our local citizens. Where appropriate we have identified particular lead agencies and departments.

Communication and Information		
What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will work to provide opportunities for people in South Ayrshire to get information, support and advice in the right place and at the right time.	<ul style="list-style-type: none"> We will develop and share 'All About Me' booklets across South Ayrshire which will allow people to better plan for their future. We will continue to produce and distribute Strictly Seniors magazine across South Ayrshire We will explore opportunity to promote information in key public places such as at bus stops. We will work to deliver on our ambitions to create a central point of information through the development of the 'Connect South Ayrshire' website, telephone number and physical spaces in each locality. We will look for ways we can promote Income Maximisation for older people in We will support provide support for people being discharged from hospital to be signposted to the services and supports they need. We will work to deliver an 'Over To You' box which supports healthy ageing and self-management 	<p>VASA</p> <p>Health and Social Care Partnership</p> <p>South Ayrshire Council - Thriving Communities</p>
We will work to influence primary care providers to ensure they are providing good quality and accessible information about their services?	<ul style="list-style-type: none"> We will work with primary care providers to ensure they can provide appropriate and up-to-date wellbeing information 	Health and Social Care Partnership

Engagement and Inclusion		
What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will listen to older people.	<ul style="list-style-type: none"> We will continue to support and facilitate the key role of the Champions Boards across South Ayrshire. We will work to ensure our communications meet accessibility standards. 	<p>VASA</p> <p>Communication leads</p>
We will continue to engage and offer opportunities to support older people to Age Well.	<ul style="list-style-type: none"> We will look to develop our 'What You Can Do To age well' resource into an Ageing Well Toolkit in collaboration with partners. We will develop a team of Ageing Well Peer Educators to support older people in our communities. We will explore how we can use innovative ideas such as interactive game development to raise awareness of issues for older people such as Frailty 	<p>Health and Social Care Partnership</p> <p>VASA</p> <p>Public Health</p>
We will look to consider inter-generational opportunities to bring older and younger people together.	<ul style="list-style-type: none"> We will look to bring together people from different age groups to encourage conversations and shared activities. We will consider ways we can plan activities that can be enjoyed by a range of ages to reduce social isolation and loneliness and promote knowledge sharing. 	<p>Children's Service Partners</p> <p>VASA</p>
We will look for opportunities for maximise the use of technology to support ageing well.	<ul style="list-style-type: none"> We will continue to promote training and resources support for digital skills, digital literacy and inclusion. We will ensure the Ageing Well movement is considered as part of our local Digital Strategies. 	<p>VASA</p> <p>Health and Social Care Partnership</p> <p>Council and NHS Digital leads</p>

People, Places and Spaces		
What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will ensure our planning and strategies consider perspectives of older people.	<ul style="list-style-type: none"> We will work to ensure the development of Place Plans considers the views of older people in our communities and promote Ageing Well principles and activity. We will ensure our strategies and plans are aligned to the Ageing Well Movement including those on dementia, mental health and carers. We will support the roll out and implementation of the Integrated Impact Assessment which considers how proposed changes will impact on our ageing communities. We will promote the importance and opportunities linked to green spaces in our communities. 	<p>South Ayrshire Council Thriving Communities</p> <p>All Community Planning</p> <p>Planning officers</p> <p>South Ayrshire Council Community Planning Team</p> <p>Public Health</p>
We will continue to build on existing work and develop a more comprehensive approach.	<ul style="list-style-type: none"> We will explore how we can facilitate the Take a Seat campaign in South Ayrshire to encourage older people to have confidence to venture into the community. We will consider how we can develop better access to public facilities including toilets. We will support the next iteration of the Shaping Places for Wellbeing work as it moves beyond the local pilot areas including Ayr 	<p>VASA</p> <p>South Ayrshire Council</p> <p>Community Planning Team</p>
We will start to explore how we could make our coastal areas age friendly.	<ul style="list-style-type: none"> We will join together existing relevant work linked to our coastal areas (eg promenades) to develop a more coherent age friendly coastal area proposition 	<p>South Ayrshire Council</p>

People, Places and Spaces		
What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will look to influence our partners and organisations to consider how their services could better support older people in the community.	<ul style="list-style-type: none"> We will seek to improve transport co-ordination to enable service users to experience more seamless provision. We will engage with transport providers to improve communication on transport options and how the services might be more effectively used by people in South Ayrshire. We will explore how we can connect people in their communities to support each other in relation to transport. We will seek to explore ways to improve the organisation of leisure opportunities for older people supported by local transport linkage to encourage greater use. 	<p>Strathclyde Partnership for Transport</p> <p>South Ayrshire Community Transport</p>
We will maintain access to at least one socialising space for older people within each neighbourhood in South Ayrshire.	<ul style="list-style-type: none"> We will continue to support the creation and continuation of socialising spaces for older people in our communities. We will look for ways to support organisations to create spaces to combat social isolation and loneliness. 	<p>VASA</p> <p>South Ayrshire Council - Thriving Communities</p>
We will start to consider housing options to meet the needs of the ageing population.	<ul style="list-style-type: none"> We will explore how we could make better use of the current Sheltered Housing infrastructure to support Ageing Well. We will support the development of the proposed Ageing Well Village in Ayr. 	<p>South Ayrshire Council Housing</p> <p>Health and Social Care Partnership</p>
We will consider how we can build on and sustain successful innovations for bringing older people together.	<ul style="list-style-type: none"> We will introduce 'Chatty Benches' across South Ayrshire with a view to reducing social isolation. We will continue to support Chatty Spaces developed over previous years to ensure these are sustainable. 	<p>VASA</p>
We will start to encourage conversations with commercial sector to build better informal spaces for older people.	<ul style="list-style-type: none"> We will engage with representative organisations and with individual commercial outlets to identify how they might support the Ageing Well vision 	<p>Engagement officers in all CPP organisations</p>

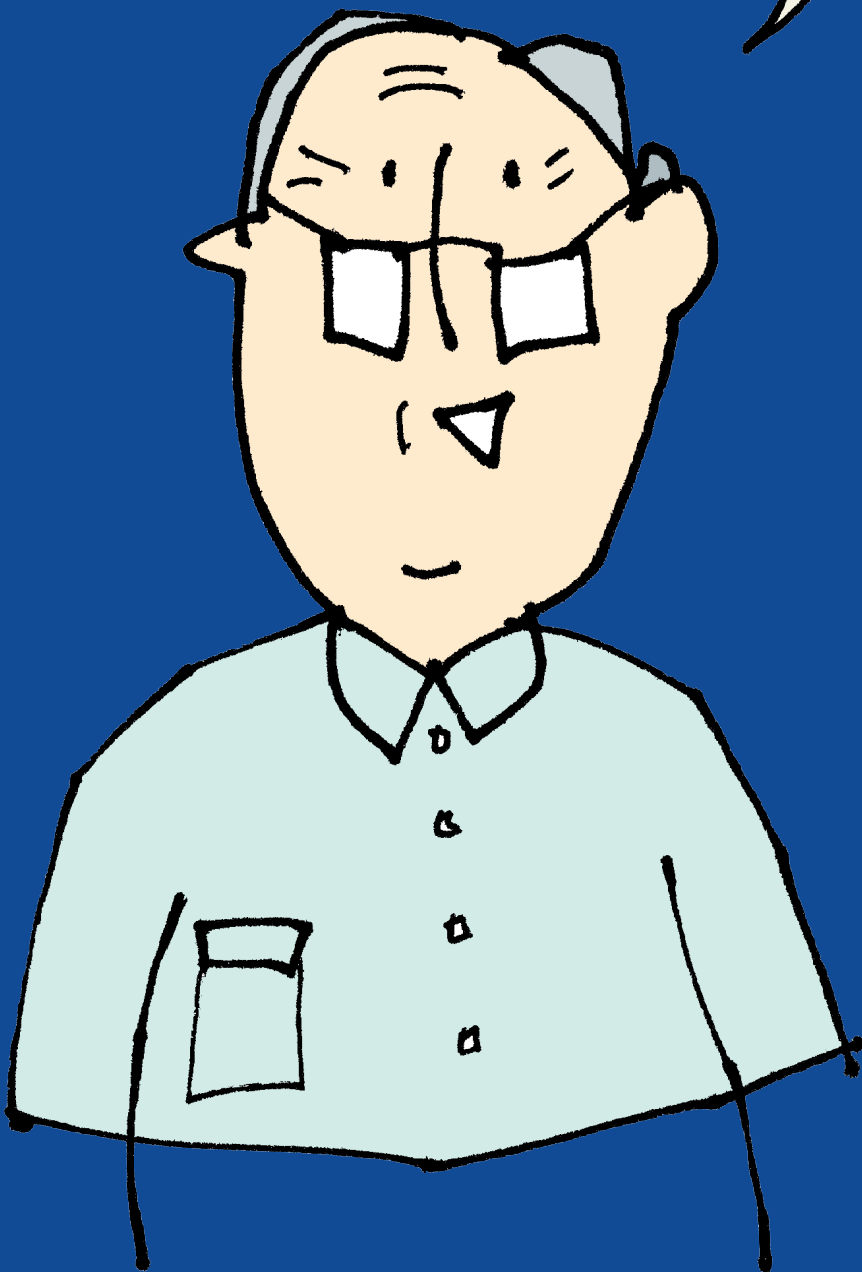
Civic Involvement, Volunteering and Retirement

What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will extend options for older people in relation to paid work and volunteering.	<ul style="list-style-type: none"> We will encourage organisations to become Age Friendly Employers and consider employment opportunities for older or retired people. We will promote the importance of volunteering and engaging in community activities. 	Ageing Well Programme Team South Ayrshire Council VASA
We will work to support those transitioning from working to retirement.	<ul style="list-style-type: none"> We will work to develop a pre-retirement Ageing Well course 	Ageing Well Programme Team
We will continue to engage with wider networks supporting Ageing Well and ensure this is shared locally.	<ul style="list-style-type: none"> We will continue to learn from developments in the area of Ageing Well in Scotland, the UK and internationally, and look for ways we can recreate locally. We will share our learning across the UK and beyond and champion our work sharing learning. 	Ageing Well Programme Team

Cross-cutting Support

What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will change the focus of the Ageing Well work to a model of delivery.	<ul style="list-style-type: none"> We will transition from an Ageing Well Board to an Ageing Well Implementation Oversight Board 	Ageing Well Board
We will put in place robust and co-ordinated programme management of the Ageing Well agenda.	<ul style="list-style-type: none"> We will ensure our Ageing Well implementation is well-articulated and supported with good programme management. 	Ageing Well Implementation Oversight Board
We will be able to demonstrate how we are making an impact.	<ul style="list-style-type: none"> We will develop an evaluation framework that sets out how we measure impact in short, medium and long-term using quantitative and qualitative measures. 	Ageing Well Implementation Oversight Board
We will report on impact and progress appropriately and timeously.	<ul style="list-style-type: none"> We will ensure our reporting on progress is appropriate for key stakeholder groups and that progress reporting is timeous and comprehensive. 	Ageing Well Implementation Oversight Board
We will ensure compliance with equalities legislation.	<ul style="list-style-type: none"> We will ensure our Ageing Well activity is fully compliant in relation to equalities legislation and the need to ensure key protected groups are supported. 	Ageing Well Implementation Oversight Board

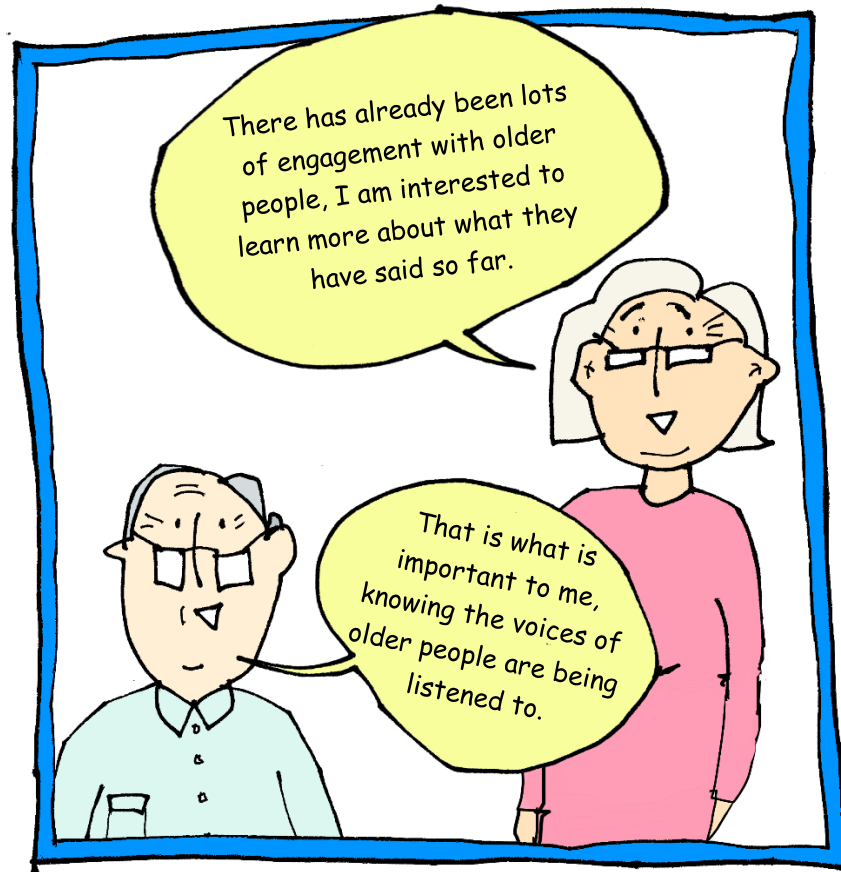
**THE AGEING WELL
MOVEMENT IS RELEVANT
TO EVERYONE LIVING AND
WORKING WITHIN SOUTH
AYRSHIRE.**



South Ayrshire
**COMMUNITY
PLANNING**
Partnership



**Ageing Well in South Ayrshire
Consultation and Engagement Report
August 2024**



The Ageing Well Strategy aims to build a grassroots movement creating opportunities for healthy ageing in South Ayrshire that is owned and supported by all.

In developing this strategy engaging and working with older people has been at the heart of our approach. Older people have been involved at every step and what follows sets out how this has been achieved.

How did this start?

On 8th June 2023, Voluntary Action South Ayrshire (VASA) brought together over 100 older people in Ayr Town Hall to mark the start of our Ageing Well journey. We set out our ambitious plans for the year ahead and pledged to return in the Spring of 2024 to share our learning and our journey this far.



At the event we asked those in attendance to write down mock newspaper headlines of articles they'd like to see reported about older people in South Ayrshire in years to come. Here is a snapshot of those headlines.

"Group of pensioners rescued from ocean after skinny dipping cruise goes wrong"

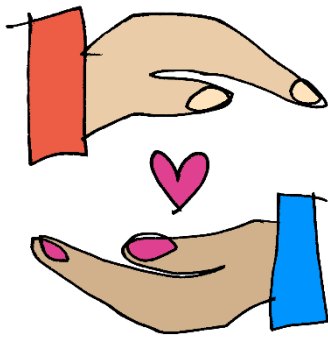
"Pensioners lifted for doing slosh in Girvan High Street"



We know that people across South Ayrshire are ambitious to improve opportunities for our ageing population and this date marked the start of our journey in developing this work.

One of the early pieces of feedback we had was that whilst this work was originally billed as a strategy from our conversations with older people we hear that this is more than a strategy. The phrase 'movement' was coined and adopted.

The journey so far...

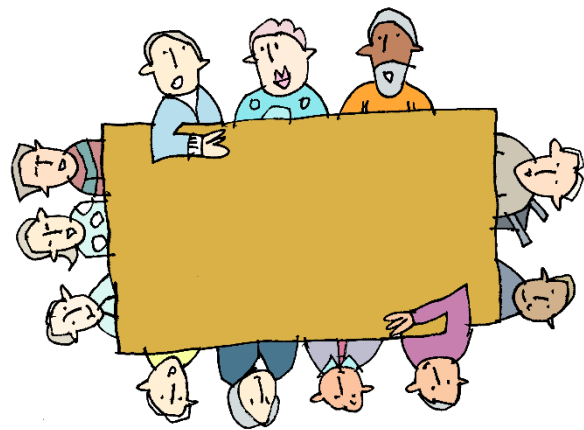


Over the past year and since the event there have been many conversations in a range of places across South Ayrshire, bringing together older people in our community to be a part of this movement.

The below sections detail how we have engaged and responded to what older people have told us.

The Ageing Well Strategy and Movement Board

A key part of this work has seen the development of an Ageing Well Movement and Strategy Board with membership from South Ayrshire Council, Health and Social Care Partnership, NHS Ayrshire and Arran, Third Sector and other Community Planning Partners. The purpose of the Ageing Well Movement and Strategy Board is to bring together key stakeholders and decision makers to develop long-term strategic planning in the arena of Ageing Well in South Ayrshire.



The Board's main aims are to understand the existing and future needs of our older population whilst addressing demographic challenges. The board takes into account the local, national and international evidence which identifies ways older people can live well and how we can look to influence work at local level in South Ayrshire.

There is always representation of older people on the Board in order to ensure the views and decisions are reflective of the views of the people in our communities.

From September 2024, the board will be reshaped into an oversight group to monitor the progress of the action plan. The group will continue to have representation from our Community Planning Partners and the Ageing Well Champions Board.

The group will meet every two months where updates will be provided on how the actions are progressing. Further iterative updates will then be taken to the Population Health Strategic Delivery Partnership and the Community Planning Board.

Ageing Well Champions Board



As part of South Ayrshire's commitment to becoming an age friendly community the Ageing Well Champions Board was created in 2023 supported by VASA.

This has grown and there are now three Boards located in Ayr, Girvan and Troon and have a combined membership of over 150 older people. These individual boards hold the Ageing Well Board to account and provide a feedback loop between the different boards to ensure views are represented. Members of each Champions Board can contribute their views on how we develop our

local strategy but also raise issues along the way that we need to address.

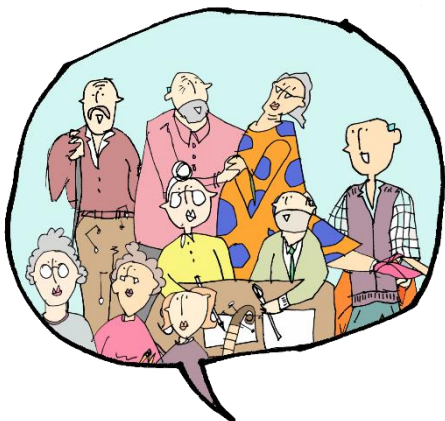
The Chairs of the Champions Board attend regular monthly strategic planning meetings where they provide feedback on behalf of the boards so that their views and voices can be heard throughout the process.

Organisations can seem like mazes, but it's great to be invited to have a say and begin to understand what's going on in our community.

I'm happy belonging to the ageing well champions board, being asked our opinions, hearing of new things and being able to be part of decisions for older people not only for the short term but for long term planning of things to make the lives of older people better for them and all the community too.

It is so important that the public can have a say about our future and others that we can support. We have the knowledge of our area, the problems that we see and feel around. We can talk for others.

Themed Discussions



A series of themed discussions were held in the early part of 2024. This was an opportunity to bring together individuals with expertise in the specific areas related to ageing well alongside members of the Champions Board. Each discussion considered key themes as set out in the Age Friendly Community model with the dual purpose of learning and to inform the content of the Strategy. The topics and key themes are detailed below:

Transport

The Transport session highlighted the importance of working with local communities and having open and honest discussion around both costs and existing resources that communities can access. It was agreed there is a need for improved sharing and provision of easy to access information on all forms of transport, ranging from lift share through to bus timetables. This would also include information on where to access funding for Transport.

Places and Spaces

This session focussed on the need to be ambitious and develop South Ayrshire into the 'Florida of Scotland', by turning our assets into opportunities. It was recognised that offering inter-generational activities can increase social connections and develop purpose and self-worth. This has the potential to improve the physical and mental health of older people. The key elements are: Using green space better and opening up community buildings for wider use and improving access.

Communications, Marketing and Access to Information

We know that there is a need to provide improved information and advice. There are a lot of great services that are available to access in South Ayrshire, but the information needs to be better communicated and more easily available in the right place at the right time. The Ageing Well process aims to have continued engagement with communities in order to improve how we work together to deliver consistent and accessible information across agencies including Health, Social Care

and the Voluntary Sector. We are confident that engagement with local employers to promote the role of older people who have skills and experience to bring to the workforce could be beneficial to all.

Civic Involvement, Engagement, Volunteering and Influencing

A number of key priority areas were identified to support the Ageing Well Strategy:

Promotion of South Ayrshire as an Age Friendly Community to all Elected Members, South Ayrshire Council and Health and Social Care Partnership staff.

The views of Older People to be included in discussions relating to key Age Friendly themes, including housing, transport, outdoor spaces and buildings, community support and health services, communication and information, respect and social inclusion, volunteering, employability and social participation.

Promote and encourage more civic participation and engagement, linking into Democracy Matters, and working with the Local Employability Partnership to create criteria for Age-Friendly Employers and promote this.

Offer pre-retirement programmes especially to those who will have minimum income after retirement including supporting opportunities for volunteering or targeted employability opportunities for those over 50 who are long term unemployed.

Nurturing Whole Family and Whole Community Culture Change

Ageing well should start long before retirement age and inter-generational relationships can transform and enrich all our lives. The key themes that emerged out of this session were that there needs to be a whole culture change and that all organisations should be working together from the start of life to support the whole family unit.

This would involve “cradle to the grave” services that support people from birth until death and reduce the number of new teams that people have to access throughout their lives.

To do this will require better communication between providers and better information for service users. Further points raised include changing the narrative and language around older people and that a “contract” similar to that of the Wellbeing Pledge could be created within Ageing Well. This would see each part of society taking ownership for their role in helping people to age well.

Technology Enabled Care and Support

We need to embrace the role of technology and provide training for individuals and families on available digital services. There also needs to be enhanced digital communication between organisations and individuals to ensure transparent access to information and services.

We also found that there are ways we can get better at utilising technology to ensure there is clear information and easy access to support services within communities.

Food and Nutrition

We know that more recognition is required at both a local and national level regarding the importance of nutrition and hydration to support the life cycle and our ageing population. A number of key points were raised from this discussion including the work required to support a community-based approach with early intervention so that people who can be supported early on do not reach a high-risk level of malnutrition.

We identified there needs to be an increased understanding around the cost of living and the impact this is having on older adults and their ability to afford nutritious food and consider options to support those who cannot afford to maintain a healthy diet.

There is opportunity for increased training for services across Ayrshire that were highlighted at this symposium and an agreement that the presentation from this session will be shared will more teams across the South Ayrshire working with older people.

As part of the action plan, key recommendations from the thematic discussions will be taken forward.

Webinars



A series of Ageing Well Webinars were held during the Autumn/Winter of 2023 that have sought to inform the content of our Ageing Well strategy. These webinars engaged with and considering the work of ‘experts’ in the field of ageing or related developments across the UK.

The format was a simple 30-minute presentation followed by question and answers. The audience was widespread including health and care staff, partners, third sector and members of the Champions Board. Whilst not everyone who signed up to the series were able to attend, the webinar content was been recorded. Access to the presentations can be found on the Health and Social Care Partnership website.

The Webinars allowed key stakeholders in South Ayrshire to hear from national and international experts linked to healthy ageing and to begin to identify common strands that need to be in place. All of this was linked to the Age Friendly Communities model which sets out the themes that need to be considered to support ‘ageing well’.

The themes that need to be addressed include actions that individuals and families need to undertake, those that need to take place within local communities and those better addressed at a more structural, local authority (or Community Planning) level. We have thought about this as a local ‘ecosystem’ that supports older people to age well.

A promotional poster for 'Ageing Well in South Ayrshire Lunch and Learn Sessions LIVE WEBINAR'. The poster is light blue and features a list of five webinar sessions. Each session is in a dark blue rounded rectangle with white text. At the bottom, there is a QR code labeled 'SCAN ME', a website link, an email address for registration, and logos for South Ayrshire Community Planning, South Ayrshire Health and Social Care Partnership, VAS3, and South Ayrshire Council.

Ageing Well in South Ayrshire
Lunch and Learn Sessions **LIVE WEBINAR**

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.

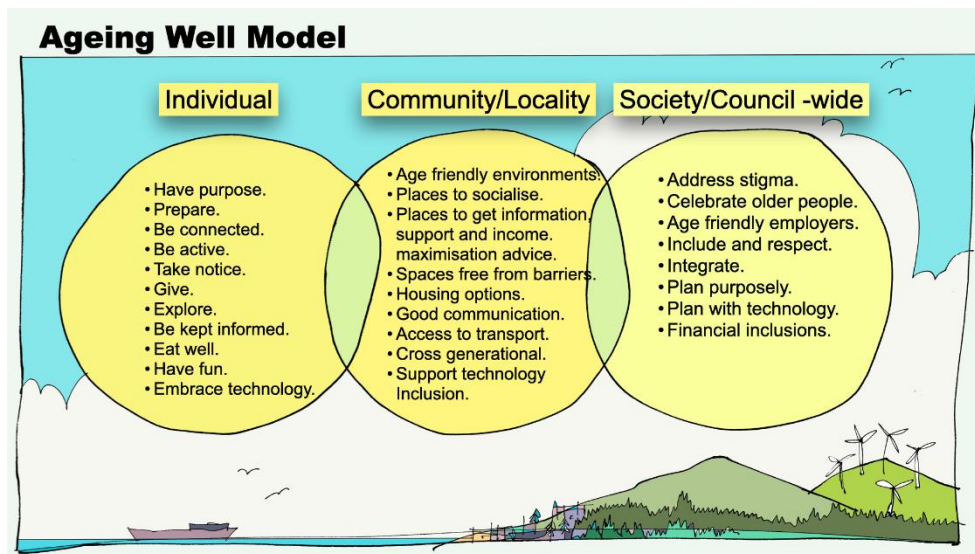
- Friday 6th October - 1pm - 2pm**
Professor Anne Hendry - Director of International Foundation for Integrated Care (IFIC) Scotland.
- Friday 20th October - 12noon - 1pm**
Doug Anthony - Health and Wellbeing Manager at Age Scotland.
- Friday 3rd November - 12noon - 1pm**
Professor Dawn Skelton - Professor of Ageing and Health at Glasgow Caledonian University.
- Friday 24th 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@aapect.scot.nhs.uk

Logos: South Ayrshire Community Planning, South Ayrshire Health and Social Care Partnership, VAS3, South Ayrshire Council

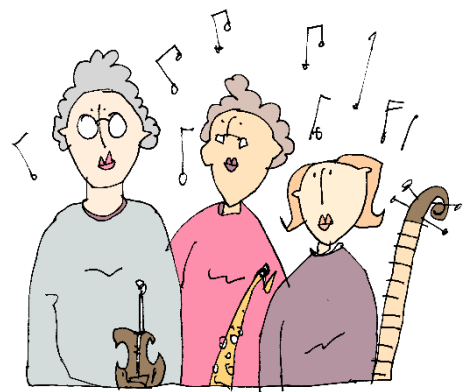
We have pieced together these themes into a simple 'Ageing Well' model:



Cultural Programme

As part of our engagement, we have developed an arts and culture programme. A small budget was allocated to support this work which had the following specific aims:

- o *Celebrating the contribution older people have within our communities.*
- o *Challenging outdated stereotypes of what older people should look and sound like.*
- o *Using arts to explore some key emerging themes linked to ageing.*



The programme has included:

- Working with the Gaiety Theatre in Ayr to engage with older people to explore the concept of frailty. We have been working collaboratively with older people and a play has been developed – Don't mention the 'F' word – that explores the challenges linked to frailty. This will be performed by professional actors with the intention to use the play in theatre or video form as a further engagement tool.
- Working with the Gaiety theatre on a series of theatre events that are aimed at people living with dementia that involved music themes such as Doris Day, Sixties Hits and Big Band.

- The development of four smaller funded programmes that focus on:
 - Working with older people on a mural in the Wallacetown community.
 - Developing an older people's podcast.
 - Developing dementia related arts work with the Dementia Arts Trust.
 - Working with a rural community arts group to develop an arts programme in South Carrick.



Along with these developments we also have ongoing competitions for poetry, art and photography to engage with older people in our communities.

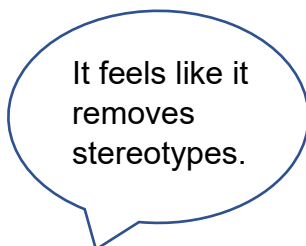
Further engagement



We know that for this movement to be successful we require the support of all generations living in South Ayrshire. In celebration of Ageism Action Day on 20th March 2024 there was a successful inter-generational event, Age Without Limits, organised by VASA at Belmont Academy, Ayr. This was a wonderful sharing of insights from one generation to another and further intergenerational events are planned in the coming months to support the consultation period.

Formal Consultation

On 30th May 2024 our formal consultation period launched, coinciding with the launch of our draft Ageing Well strategy. The strategy was launched at VASA's 'One Year On' Ageing Well call back event. This event was held for those over the age of 55 living in South Ayrshire to attend. There was a full day of presentations, table discussions and information stalls. During the event feedback was gathered from people on their initial thoughts of the draft strategy. Some really positive thoughts were captured on the day with people saying:





With the participants of the VASA call back event being the first to access the draft strategy it marked the beginning of our formal consultation period. The consultation was live for a period of 9 weeks from 30th May - 1st August 2024, and engaged with the wider public, services and key stakeholders in a range of different ways.

Methodology

- Survey
- Engagement with Champions Boards
- Locality Planning Groups
- Focus Groups

Online Survey

An online survey was designed and agreed by the Ageing Well Strategy and Movement Board in April 2024. The survey looked to gather the public's views on the strategy context, design, and the overall vision of the Ageing Well Movement. Several free text options were included within the survey to allow everyone to have an opportunity to voice their own views. The survey was published online however paper copies were taken to local groups and information was provided within the online survey and the draft strategy of the contact details should people have wished to have a paper copy. For those who were provided paper copies at local groups, free post envelopes were also provided.

Over 100 people participated in the survey. There were several groups who submitted a single response however had multiple members within the response. Joint responses primarily came from sheltered housing residents.

The survey results told us that 70% of people had not heard of the Ageing Well Movement. Of those who had been aware of the strategy before filling out the survey some of those people had been informed by:

- VASA
- South Ayrshire Council
- The Ageing Well Champions Board

The Vision

The majority of participants responded positively to the overall vision of the Ageing Well Strategy. 46% included the words “good” within their responses. Some of their comments were:

“I think the vision of this strategy provides a positive opportunity to improve the social integration of the older population in a meaningful way”.

“It’s wonderful and has been badly needed for a long time now, not everyone will have a knowledge of it but at least it will be out there”.

90% of the responses advised they felt the strategy was extremely important. None of the participants felt the strategy and its vision was no of importance.

Some of the comments made for those who felt neutral towards the strategy include:

It looks as if it may help older people although there do not appear to be enough specifics, just well-intentioned babble.

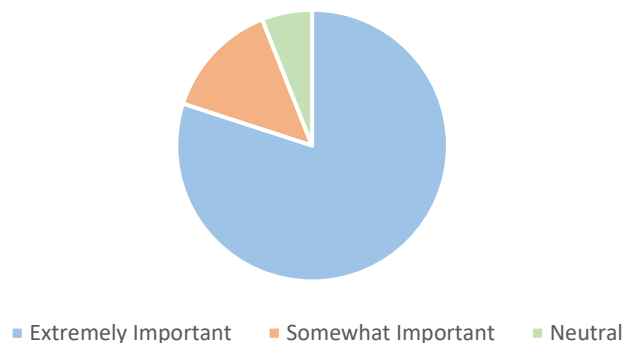
And for those who felt it was somewhat important they advised:

“Some good positivity within the vision but is it achievable?”

Even within those who felt it was extremely important there were comments such as:

“I think the vision is very good, and I now want to see a focus on delivery”

These responses indicate the majority of people agree with the strategy message however there is concern that it will to progress past the actual strategy itself.



When asked what people think will work well within the strategy a key theme that was pulled through was older people having a voice, i.e through the champion's board. People were very positive that through the voices of older people that it would promote prevention, ensures that everyone is heard, and that older people will be valued citizens with the skills and knowledge they have.

This then led on to participants being asked their views on what could improve the strategy. Not all participants offered comments within this section however, for those who did comment, 7 of those were relating to design improvements within the strategy and the remaining comments related to outcomes from the strategy and ensuring it is shared well. Some of the comments around how the strategy could improve are:

“Engaging younger generations to help drive the initiatives and emphasise the inter-generational elements”.

“A clearer picture of what will come from this e.g. what services and when”.

“Highlighting the priority areas document more. Having tangible, measurable objectives is vital to the transparency of the strategy”.

People were keen for more information about how the strategy and its vision will be implemented. Within the open text box for people to state anything else they thought should be included in the strategy there were comments such as:

“a bit more about how we are going to be able to support or aging population accounting for those with multiple conditions”

And...

“Costs - real information, concrete plans”

Many of the suggestions within this section were related to action tasks that will be used to shape the final action points. People were keen for priority to be given to:

- Transport
- Buildings and space
- Housing
- Volunteering

These are all mentioned within the main strategy document however people were keen for there to be more information around how these will be improved on going forward.

When asked if there is anything that participants would change about the strategy, only 18 provided additional comments. These suggestions included:

- Making the strategy shorter
- Focusing on fewer priority areas and for them to be more succinct.
- The design and artwork of the strategy

When asked if participants felt we were inclusive of older people, the majority answered with a yes response. 14 participants felt they were unsure, or that we weren't inclusive, and have made suggestions that LGBTQI and ethnic minorities groups should be included and that we considering those who do not have access to technology.

Throughout the strategy we have tried to be clear in the message that it is everyone's responsibility to support ageing well. Without every member that makes up a community network being involved this movement will not succeed the way we hope it will. No one disagreed with this statement and some participants noted the similarities between this vision and that of Getting It Right for Every Child (GIRFEC), whilst others have also suggested that the movement starts at a much younger age so that children and young people support the movement too.

Entirely correct, but start it in young people laying the foundations for health, education and Community cohesion

Some comments suggested that we need clearer in our statement what we mean by "everyone's responsibility"

The feedback from this section implies that people have understood and agree overall with the view that everyone needs to support this movement.

The feedback from the survey has overall been positive towards the draft strategy and allowed participants to provide us helpful feedback to make adjustments for the final strategy and its action plan.

Champions Boards

We engaged with the three Champions Boards that are currently set up in Ayr, Troon, and Girvan. Each board holds monthly meetings, and we attended the three board meetings in June. At these meetings we provided the board members with the strategy and its accompanying documents and talk through the vision and improvements that could be made for the final strategy. We recognised that there had only been a short period of time since the launch date and whilst we had these

initial discussions, we arranged to re visit the boards in July to take on their final views and discuss the action plan.

Due to the Troon group having to cancel their July meeting we revisited the Ayr and Girvan groups to discuss the final strategy and its action plan. The boards were clear that they want there to be clear actions aligned to set people/services, with timeframes of when the action will aim to be completed by.

As the Champions Board have been a key part of steering the strategy, they will continue to hold us to account with the action plan and ensure we are achieving what we have said we would within the strategy.

Locality Planning Partnerships:

There are 6 Locality Planning Partnership (LPP's) groups within South Ayrshire and the Ageing Well draft strategy was presenting to all LPP's. A short presentation and access to the survey was provided to the group members and feedback was positive at each meeting.

We were able to provide the members of the LPP's resources to enable them to share the engagement within their groups and networks throughout South Ayrshire.

Group Engagement

There were 137 community across South Ayrshire groups that were contacted and engaged with throughout the consultation period. These range from activity groups to Sheltered Housing complexes. Within each of these groups a short presentation was shown with information on the development of the draft strategy. Groups were provided with paper copies, QR codes and links to the strategy and its accompanying documents. Some groups went on to complete the survey as a group.

The feedback from these groups was very positive in relation to the strategy and the overall movement. Many people have feedback that the approach is very much needed and that it is a good thing that older people are getting the recognition they deserve.

We have received helpful suggestions from the groups on how we could improve the design of the strategy to make it more accessible to everyone which we have taken on board.

People have been clear that our action plan needs to be shorter and more concise whilst also being clear who is responsible for each action and when they will be achieved.

What happens now?

The engagement over the past year and the formal consultation period has informed our action plan.

The action plan sets out how we will start to implement and create change across South Ayrshire. We already have existing pieces of practice in place that have supported Ageing Well and for these actions it will be how to sustain and improve on them. Our action plan sets out a one-year plan whilst including how we will make steps towards our longer term goals.

The progress of the strategy and its action plan will be reviewed by an oversight group made up of key stakeholders including the Champions Board to ensure targets are being met and actions are being carried out.

In September 2025, we will review our one-year plan and implement further actions for the upcoming year.

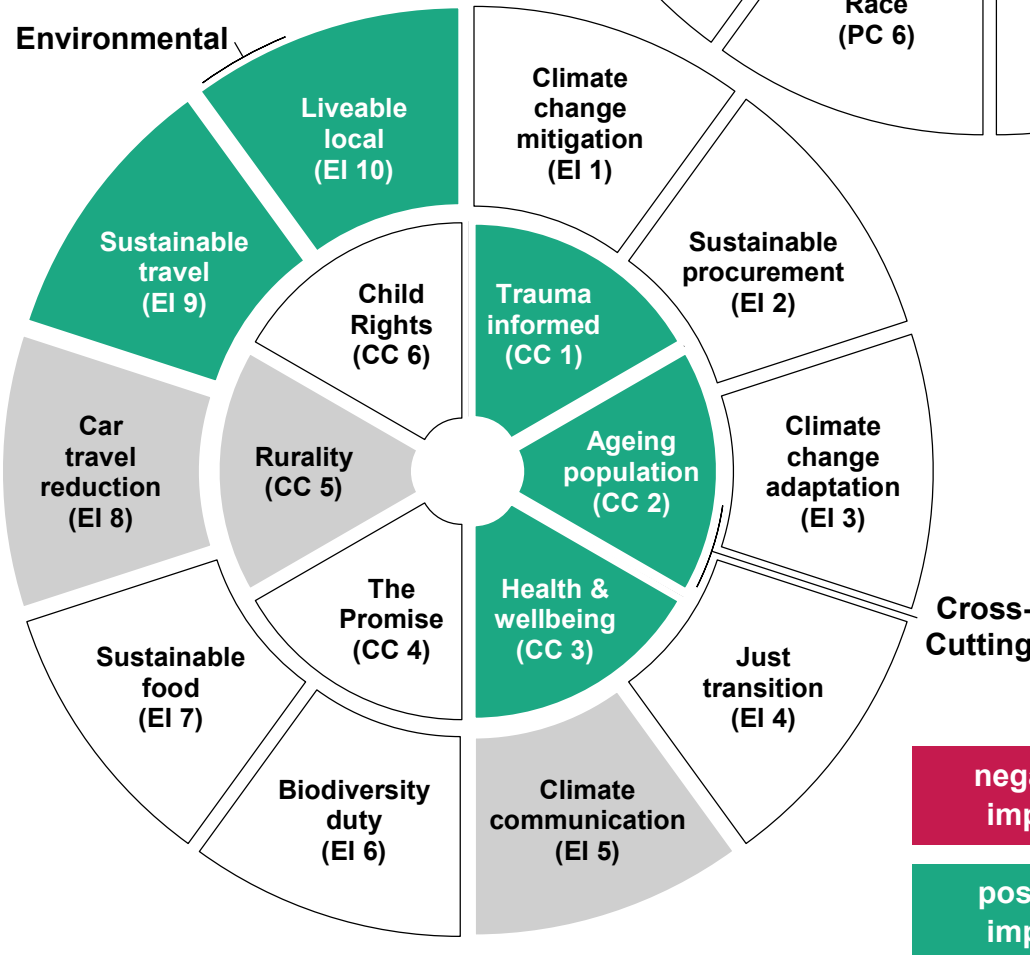
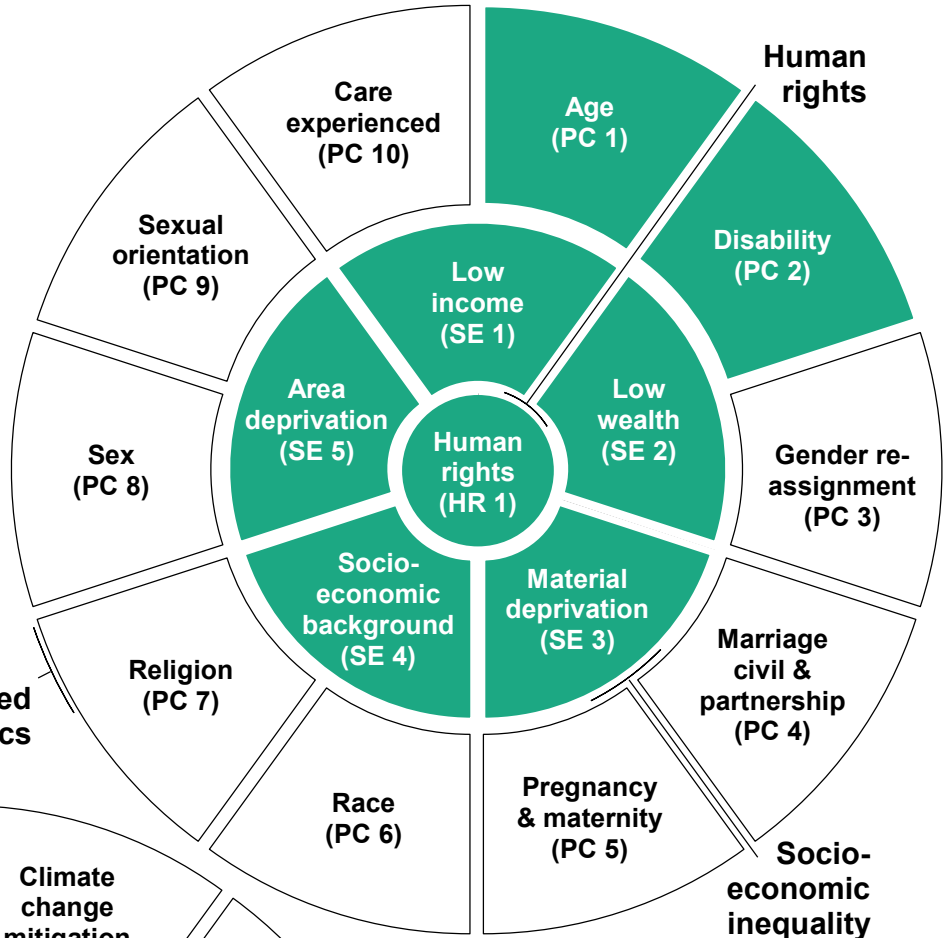
Integrated Impact Assessment Summary Report

Ageing Well in South Ayrshire Strategy



Completed by:
 Rachael Graham,
 Planning and Performance
 Coordinator,
 Planning and Performance

Date started: 25th June 2020



To be implemented on:

22/08/24

Review date:

22/08/25

Oversight Panel:

Community Planning Board

negative impact	uncertain / not clear
positive impact	no impact / not applicable

Public sector equality duty

Eliminating unlawful discrimination, harassment, and victimisation?

The new Ageing Well Strategy seeks to mainstream equalities in it's over arching outcomes and will ensure that any subsequent action points do not disproportionately disadvantage one community or group over another. South Ayrshire CPP is committed to eliminating discrimination and stigmatisation and the structure which has been put in place will play a positive role in the contribution towards this vision, supporting our communities and citizens to grow, care and live a better life in South Ayrshire.

Advancing equality of opportunity?

The new Ageing Well Strategy is inclusive of everyone and ensure equality of opportunity to improve outcomes. The CPPs seek to encourage and improve participation through our Champions Board and Community Planning Participation and Engagement Group which represents 'communities of interest' across South Ayrshire.

Fostering good relations?

The new Ageing Well Strategy is inclusive of everyone and ensure equality of opportunity to improve outcomes. In addition, the CPP has identified key areas of focus within the strategy taking into consideration our ageing population. The CPP seeks to encourage and improve participation through our Champions Board and Community Planning Participation and Engagement Group which represents 'communities of interest' across South Ayrshire.

Mitigating Actions Required (re **negative / unclear impacts)**

ENVIRONMENTAL IMPACTS

EI 5	Climate communication	Further discussion will take place as part of the Ageing Well Strategy Oversight Group in relation to transport options within South Ayrshire.
EI 8	Travel less by cars	Further discussion will take place as part of the Ageing Well Strategy Oversight Group in relation to transport options within South Ayrshire that would encourage less car use.

Mitigating Actions Required (re **negative** / unclear impacts)

CROSS-CUTTING IMPACTS

CC 5

Rurality

Engaging with the champions board to find out what sepcific issues are for living in rural areas.

Does this proposal require a Child Rights and Wellbeing Impact Assessment (CRWIA)? no
