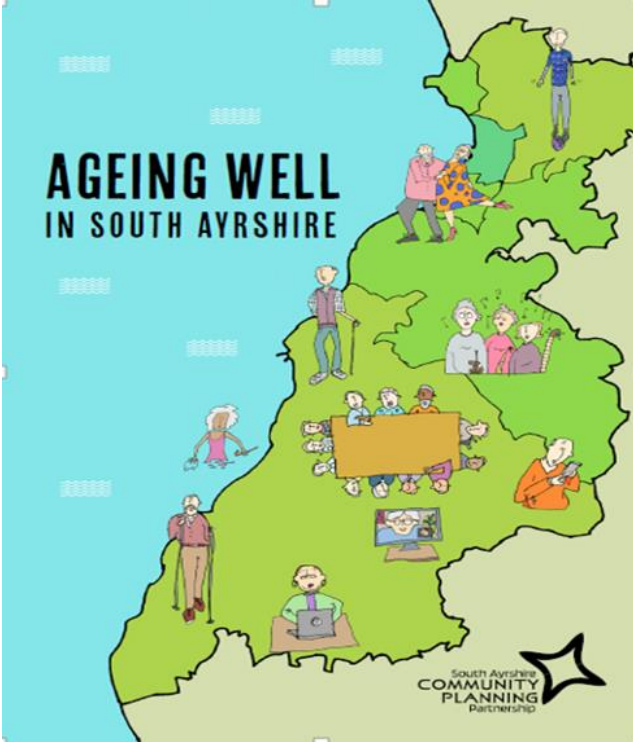


## Ageing Well Action Plan – Update: June 2025

PRIORITY AREA	Number of actions:	Completed:	On track:	Reassess due date:	Other:
Communication And Information	8	3	2	0	1 - not started 2 - no longer progressing
Engagement And Inclusion	8	5	2	1	0
People, Spaces and Places	15	2	12	0	1 – not started
Civic Involvement, Volunteering and Retirement	4	0	3	0	1 – not started
Cross-Cutting Support	5	4	0	1	0
<b>TOTALS</b>	<b>40</b>	<b>14 (35%)</b>	<b>19 (47.5%)</b>	<b>2 (5%)</b>	<b>5 (12.5%)</b>



## Communication and Information

**1 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.**

Action	Lead Officer	Due Date	Progress	Latest Update
Develop and share 'All About Me' booklets across South Ayrshire which will allow people to better plan for their future.	VASA	30-Sep-2025	100%	02-Jun-2025: Big Cheerio took place on the 28th May. New over to you pack produced and already lots of interest. Will continue to give presentations to groups etc from October onwards.
We will continue to produce and distribute Strictly Seniors magazine across South Ayrshire.	HSCP	30-Sep-2025	70%	02-Jun-2025 This is an annual magazine, development of the 2025 edition will commence in due course.
We will explore opportunity to promote information in key public places such as at bus stops.	HSCP	30-Sep-2025	0%	02-Jun-2025 There is currently no progress in this area.
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.	HSCP	30-Sep-2025	50%	02-Jun-2025 This work continues to progress. A detailed update will be provided at the Ageing Well Board Meeting on 12th June 2025.
We will look for ways we can promote Income Maximisation for older people.	VASA	30-Sep-2025	0%	04-Feb-2025: Funding for this post is no longer part of the HSCP contact.

Action	Lead Officer	Due Date	Progress	Latest Update
We will support provide support for people being discharged from hospital to be signposted to the services and supports they need.	HSCP	30-Sep-2025	0%	04-Feb-2025 The VASA post that was in place is no longer being funded.
We will work to deliver an 'Over To You' box which supports healthy ageing and self-management.	HSCP	31-Mar-2025	100%	02-Jun-2025 Over to You resource launched on 28th May at Big Cheerio Event.
We will work to influence primary care providers to ensure they can provide appropriate and up-to-date wellbeing information.	HSCP	30-Sep-2025	100%	04-Jun-2025 This work is ongoing, continued work to engage with GP's on the Ageing Well agenda is underway via the GP forum.

## Engagement and Inclusion

### 02 We will listen to older people and continue to engage and offer opportunities to support older people to Age Well

Action	Lead Officer	Due Date	Progress	Latest Update
We will continue to support and facilitate the key role of the Champions Boards across South Ayrshire	VASA	30-Sep-2025	100%	02-Jun-2025 Champions Board continues to grow and develop and taking forward actions.
We will work to ensure our communications meet accessibility standards	HSCP	30-Sep-2025	20%	02-Jun-2025 We are working continually to improve accessibility standards in our documents.
We will look to develop our 'What You Can Do To Age Well' resource into an Ageing Well Toolkit in collaboration with partners.	HSCP	30-Jun-2025	100%	03-Apr-2025 The Ageing Well Toolkit has now been developed through Dumfries and Galloway is available for use as an online resource.
We will develop a team of Ageing Well Peer Educators to support older people in our communities.	HSCP	30-Jun-2025	30%	02-Jun-2025 We are awaiting a funding decision by the end of June from Alliance Scotland to allow this to progress.
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.	HSCP	30-Apr-2025	10%	02-Jun-2025 No further progress currently in this area, awaiting information from the lead organisation. <b>Reassess due date</b>

**03 We will look to consider inter-generational opportunities to bring older and younger people together**

Action	Lead Officer	Due Date	Progress	Latest Update
<p>We will look to bring together people from different age groups to encourage conversations and shared activities</p>	<p>VASA</p>	<p>30-Sep-2025</p>	<p>100%</p>	<p>02-Jun-2025 Update provided by Chair of the Intergenerational Joint Action Group:</p> <p>Our next Intergenerational Event will take place at Girvan Academy on the 4th of October in partnership with Girvan Youth Trust and Thriving Communities.</p> <p>Work is also taking place with communities in Annbank, Tarbolton and Mossblown to deliver an intergenerational project between school pupils and older residents. This will involve a roadshow taking place where people of all generations will discuss and look at photos from throughout their local history, as well as a filmmaking project wherein young people will interview older members of their community.</p> <p>VASA also took action throughout Intergenerational Week in April to share existing case studies previously sent to us and to promote intergenerational collaboration to those not already considering it. Several groups and schools have been in touch to pursue intergenerational work as a result of this awareness campaign.</p>

#### 04 We will look for opportunities for maximise the use of technology to support Ageing Well

Action	Lead Officer	Due Date	Progress	Latest Update
We will continue to promote training and resources support for digital skills, digital literacy, and inclusion.	VASA	30-Sep-2025	100%	02-Jun-2025 Digital Support Officer continues to be in high demand for drop in and 1-2-1 sessions. There has been excellent feedback.
We will ensure the Ageing Well movement is considered as part of our local Digital Strategies.	HSCP	30-Sep-2025	100%	02-Jun-2025 Work is ongoing to support the Ageing Well agenda from a digital perspective and this is business as usual. The new Technology Enabled Care Plan for South Ayrshire, a key work strand in the digital strategy, is being presented to Ageing Well Board on 12th June 2025 for comment and will be circulated to the Champions Board for information and further discussion.

## People, Places and Spaces

### 05 We will ensure our planning and strategies consider perspectives of older people

Action	Lead Officer	Due Date	Progress	Latest Update
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.	SAC Thriving Communities	30-Sep-2025	60%	<p>02-Jun-2025</p> <p>The majority of localities in South Ayrshire either have a community-led action plan or are at different stages in developing one. The place planning consultation process is positive and has seen considerable improvement over previous response rates.</p> <p>Percentage rates that are relevant for the Ageing Well Strategy: the average participation of respondents from all current consultation, aged 51 to 69 is 42% and 70+ is of 20%. The opinions and recommendations of the age group above 51 years of age is therefore well represented. Thriving Communities have launched a new online platform Your Area Your Voice Your Choice will assist with engagement and consultation moving forward.</p>

Action	Lead Officer	Due Date	Progress	Latest Update
We will ensure our strategies and plans are aligned to the Ageing Well Movement including those on dementia, mental health and carers.	HSCP	30-Sep-2025	100%	02-Jun-2025 This is now business as usual and Ageing Well is considered across all strategic work areas in the HSCP.
We will support the roll out and implementation of the Integrated Impact Assessment which considers how proposed changes will impact on our ageing communities.	SA Community Planning Partnership	30-Sep-2025	100%	18-Feb-2025 The IIA has now been implemented following Cabinet approval in September 2024. Monitoring updates will be provided to Service and Partnerships Performance Panel and this will include assessing impacts across all areas identified which will include our Ageing Population cross-cutting issue. These update reports will be shared with the Ageing Well Board going forward once they have been submitted to Service and Partnership Performance Panel for scrutiny.
We will promote the importance and opportunities linked to green spaces in our communities.	NHS Ayrshire & Arran	30-Sep-2025	50%	04-Jun-2025 Blue health prescribing project will link with Community Links practitioners and GP practices for delivery. Green and blue health calendars available in hard copy and online <a href="https://www.greenhealthsa.org.uk/">https://www.greenhealthsa.org.uk/</a> and The Blue Health Calendar. Blue Health calendar launch and Earth Hour events took place March 2025. NHS/TCV operating green gym at Ailsa Hospital. Green health webpage Green Health - NHS Ayrshire & Arran.

**06 We will continue to build on existing work and develop a more comprehensive approach**

Action	Lead Officer	Due Date	Progress	Latest Update
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.	VASA	30-Sep-2025	50%	02-Jun-2025 Flyers and window stickers now in place. Three businesses already signed up. By push on this activity over the summer months.
We will consider how we can develop better access to public facilities including toilets.	VASA	30-Sep-2025	15%	02-Jun-2025 A mapping exercise is still underway will a directory completed by the end of August.
We will join together existing relevant work linked to our coastal areas (eg promenades) to develop a more coherent age friendly coastal area proposition.	HSCP	30-Sep-2025	25%	02-Jun-2025 Ageing Well are now represented on the Community Action Group - this is a stakeholder group informing the development of the Ayrshire Link.

**07 We will look to influence our partners and organisations to consider how their services could better support older people in the community**

Action	Lead Officer	Due Date	Progress	Latest Update
We will seek to improve transport co-ordination to enable service users to experience more seamless provision and explore how we can connect people in their communities to support each other in relation to transport	HSCP	30-Sep-2025	10%	21-Jan-2025 Next Transport Workshop to take place in early 2025 to develop clear actions and timetable

Action	Lead Officer	Due Date	Progress	Latest Update
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.	HSCP	30-Sep-2025	10%	21-Jan-2025 Next Transport Workshop to take place in early 2025 to develop clear actions and timetable

#### 08 We will maintain access to at least one socialising space for older people within each neighbourhood in South Ayrshire

Action	Lead Officer	Due Date	Progress	Latest Update
We will continue to support the creation and continuation of socialising spaces for older people in our communities.	HSCP	30-Sep-2025	20%	02-Jun-2025 There is new funding allocated via VASA from Scottish Government Community Mental Health and Well Being Funding with a proportion allocated to support Chatty Spaces.

#### 09 We will start to consider housing options to meet the needs of the ageing population

Action	Lead Officer	Due Date	Progress	Latest Update
We will explore how we could make better use of the current Sheltered Housing infrastructure to support Ageing Well.	HSCP	30-Sep-2025	15%	02-Jun-2025 A session planned for mid-May had to be re-organised as key people were unable to attend. SAC Housing Strategy has carried out some background analysis of the present Sheltered Housing establishment.
We will support the development of the proposed Ageing Well Village in Ayr.	HSCP	30-Sep-2028	0%	02-Jun-2025 There has been no further progress in this area at the moment.

Action	Lead Officer	Due Date	Progress	Latest Update
We will look to take forward recommendations from Planning for Prevention work with Vicky McCall which considers housing and ageing.	HSCP	30-Sep-2025	10%	02-Jun-2025 Recommendations made and require further discussion to be taken forward.

#### 10 We will consider how we can build on and sustain successful innovations for bringing older people together

Action	Lead Officer	Due Date	Progress	Latest Update
We will introduce 'Chatty Benches' across South Ayrshire with a view to reducing social isolation.	VASA	30-Sep-2025	15%	02-Jun-2025 This is currently outstanding due to lack of funds for volunteer expenses etc.

#### 11 We will start to encourage conversations with commercial sector to build better informal spaces for older people

Action	Lead Officer	Due Date	Progress	Latest Update
We will engage with representative organisations and with individual commercial outlets to identify how they might support the Ageing Well vision.	HSCP	30-Sep-2025	15%	02-Jun-2025 Ahead of the curve team now have outreach presence in Ayr Wetherspools to support people in the community.

## Civic Involvement, Volunteering and Retirement

### 12. We will extend options for older people in relation to paid work and volunteering.

Action	Lead Officer	Due Date	Progress	Latest Update
We will encourage organisations to become Age Friendly Employers and consider employment opportunities for older or retired people.	HSCP	30-Jun-2025	10%	02-Jun-2025 There has been no further progress in this area.
We will promote the importance of volunteering and engaging in community activities.	HSCP	30-Sep-2025	0%	
We will work to develop a pre-retirement Ageing Well course.	HSCP	30-Jun-2025	25%	02-Jun-2025 A meeting has been convened of key HR staff at both NHS and Council to start discussions. This will be chaired by Billy McClean.
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 utilise locally. As well as this we will share our learning across the UK and beyond	HSCP	30-Sep-2025	45%	02-Jun-2025 South Ayrshire continues to convene this loose network – recent meeting in May included input from Centre for Ageing Better on their recent impact study. There was also discussion regarding using the pre-election period to raise the issue of ageing with candidates, etc.

## Cross-cutting Support

### 13. We will ensure we have the right infrastructure and support in place to take forward our actions effectively.

Action	Lead Officer	Due Date	Progress	Latest Update
We will transition from an Ageing Well Board to an Ageing Well Implementation Oversight Board	HSCP	30-Sep-2024	100%	04-Feb-2025 This action is now complete. The Oversight Group is now up and running with meetings taking place every two months.
We will put in place robust and co-ordinated programme management of the Ageing Well agenda and ensure our Ageing Well implementation is well-articulated with HSCP/SAC and NHS	HSCP	30-Sep-2025	100%	02-Jun-2025 This is now ongoing.
We will be able to demonstrate how we are making an impact and develop an evaluation framework that sets out how we measure impact in short, medium and long-term using quantitative and qualitative measures.	NHS Ayrshire & Arran	30-Apr-2025	10%	04-Feb-2025 Discussions are ongoing with Public Health in relation to their contribution in respect of evaluation. Progress has been made with plans to run table top sessions with research allies before the end of March 2025. Aims and scope to be scoped and invite list to be agreed/invites issued. <b>Reassess due date</b>
We will ensure our reporting on progress is appropriate for key stakeholder groups and that progress reporting is timeous and comprehensive.	HSCP	30-Sep-2025	100%	02-Jun-2025 This is now ongoing.

Action	Lead Officer	Due Date	Progress	Latest Update
We will look to develop an Ageing Well Development Fund which is accessible to promote age related projects in South Ayrshire.	HSCP	30-Apr-2025	100%	03-Apr-2025 The Ageing Well Development Fund is now in place and live. A sub-group has been assembled to oversee the submissions, evaluate and make recommendations to the Oversight Group. Around 8 applications have already been received.