

Meeting of South Ayrshire Health and Social Care Partnership	Strategic Planning Advisory Group	
Held on:	26th September 2023	
Agenda Item:	7	
Title:	Ageing Well Update	
Summary:		
<p>This purpose of this report is to provide SPAG members with an update on the Ageing Well programme of work.</p> <p>The Ageing Well programme aims to build a grassroots movement which creates opportunities for healthy ageing in South Ayrshire that is owned and supported by all sectors and partners. This will include the development of an Ageing Well Strategy linked to the Community Planning Partnership.</p>		
Author:	Phil White, Partnership Facilitator	
Recommendations:		
<p>It is recommended that the Strategic Planning Advisory Group:</p> <p>i. note progress to date regarding the Ageing Well programme</p>		
Route to meeting:		
Directions:		
1. No Directions Required	<input checked="" type="checkbox"/>	
2. Directions to NHS Ayrshire & Arran	<input type="checkbox"/>	
3. Directions to South Ayrshire Council	<input type="checkbox"/>	
4. Directions to both SAC & NHS	<input type="checkbox"/>	
Implications:		
		<input type="checkbox"/>
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AGEING WELL UPDATE

1. PURPOSE OF REPORT

- 1.1 This purpose of this report is to provide SPAG members with an update on the Ageing Well programme of work.
- 1.2 The Ageing Well programme aims to build a grassroots movement that creates opportunities for healthy ageing in South Ayrshire that is owned and supported by all sectors and partners.

2. RECOMMENDATION

- 2.1 It is recommended that the Strategic Planning Advisory Group note progress to date regarding the Ageing Well programme.

3. BACKGROUND INFORMATION

- 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 that support people to age well. More information on Age Friendly communities can be found at Appendix 1.
- 3.2 This report sets out the scope of activity which sits within the Ageing Well programme, including key milestones to develop an Ageing Well Strategy.

4. REPORT

- 4.1 South Ayrshire is committed to building a grassroots movement to create opportunities for healthy ageing in South Ayrshire that is owned and supported by all sectors and partners - led by the Community Planning Partnership. A vision statement which has been developed for Ageing Well can be found at Appendix 2.
- 4.2 As part of this commitment, South Ayrshire is developing an Ageing Well Strategy. A programme of engagement has already commenced to better understand how we can support people across South Ayrshire to age well. We will continue to work alongside local communities and wider stakeholders to codesign what our key priorities should be. This activity will sit alongside a programme of 'expert' webinars and symposiums to explore the topic of Ageing Well. Key milestones and timeline for the Ageing Well programme is set out in Appendix 3.

4.3 Key elements of the process that is informing the strategy development include:

- A local profile of older people from Public Health Scotland. This sets out the existing demographic situation and profile of disease and service usage, but also projects the potential demands in the next 20 years.
- 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)
- The beginnings of a Communications programme including an Ageing Well webpage

4.4 The key themes identified so far (and the themes to be explored through the symposiums) include:

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

4.5 Where existing strategies that are relevant already exist – for example in relation to local housing strategy – these will be considered in relation to their robustness in relation to the needs of older people.

4.6 This programme is led by our Ageing Well Movement and Strategy Board, which is Chaired by Elaine Young, Head of Health Improvement/Assistant Director of Public Health, NHS Ayrshire & Arran (Vice Chair, Billy McClean, Head of Community Health and Care Services, South Ayrshire HSCP). This structure is supported by our Ageing Well Champions Board which is

coordinated by Voluntary Action South Ayrshire. A Terms of Reference for the Ageing Well Movement and Strategy Board can be found at Appendix 4.

- 4.7 The Board has developed a Terms of Reference, a vision statement and a timeline that sets out the development process for the delivery of the strategy to the Community Planning Partnership Board. These are appended as is the Equality Impact Statement.

5. STRATEGIC CONTEXT

- 5.1 The Ageing Well programme and development of a South Ayrshire Ageing Well Strategy will support the following Strategic Objectives:

- We focus on prevention & tackling inequality.
- We nurture & are part of communities that care for each other.
- We work together to give you the right care in the right place.
- We help build communities where people are safe.
- We are an ambitious & effective Partnership.
- We make a positive impact beyond the services we deliver.
- We are transparent & listen to you.

- 5.2 There are a number of 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

6. IMPLICATIONS

6.1 Financial Implications

- 6.1.1 There are no Implications arising from the consideration of this report.

6.2 Human Resource Implications

- 6.2.1 There are no Implications arising from the consideration of this report.

6.3 Legal Implications

- 6.3.1 There are no Implications arising from the consideration of this report.

6.4 Equalities implications

6.4.1 An early equality impact assessment has been produced and this will be updated as the Strategy is developed. See Appendix 5.

6.5 Sustainability implications

6.5.1 There are no Implications arising from the consideration of this report.

6.6 Clinical/professional assessment

6.6.1 There are no Implications arising from the consideration of this report.

7. CONSULTATION AND PARTNERSHIP WORKING

7.1 Partnership working is a key feature within the Ageing Well programme and further opportunities to build on this will be explored as the Strategy is developed.

7.2 A robust programme of engagement and consultation is in place to support development of the Strategy. This activity is being coordinated by the HSCP Planning and Performance team.

7.3 The 2 Champions Boards of older people are facilitated through VASA and allow the voice of older people to inform all the development work.

8. RISK ASSESSMENT

8.1 Low risk

REPORT AUTHOR AND PERSON TO CONTACT

Name: Phil White, Partnership Facilitator
Phone number: 07816 532279
Email address: phil.white@aapct.scot.nhs.uk

BACKGROUND PAPERS

[Appendix 1: More Information on Age Friendly Communities](#)

<https://hscp.south-ayrshire.gov.uk/article/59961/Age-Friendly-Community-bid-success>

[Appendix 2: Vision Statement](#)

See appendix 2 document

[Appendix 3: Key Milestones and Timeline for the Ageing Well Programme](#)

See appendix 3 document

Appendix 4: Terms of Reference for the Ageing Well Movement and Strategy Board

See appendix 4 document

Appendix 5: Equality Impact Assessment

See appendix 5 document