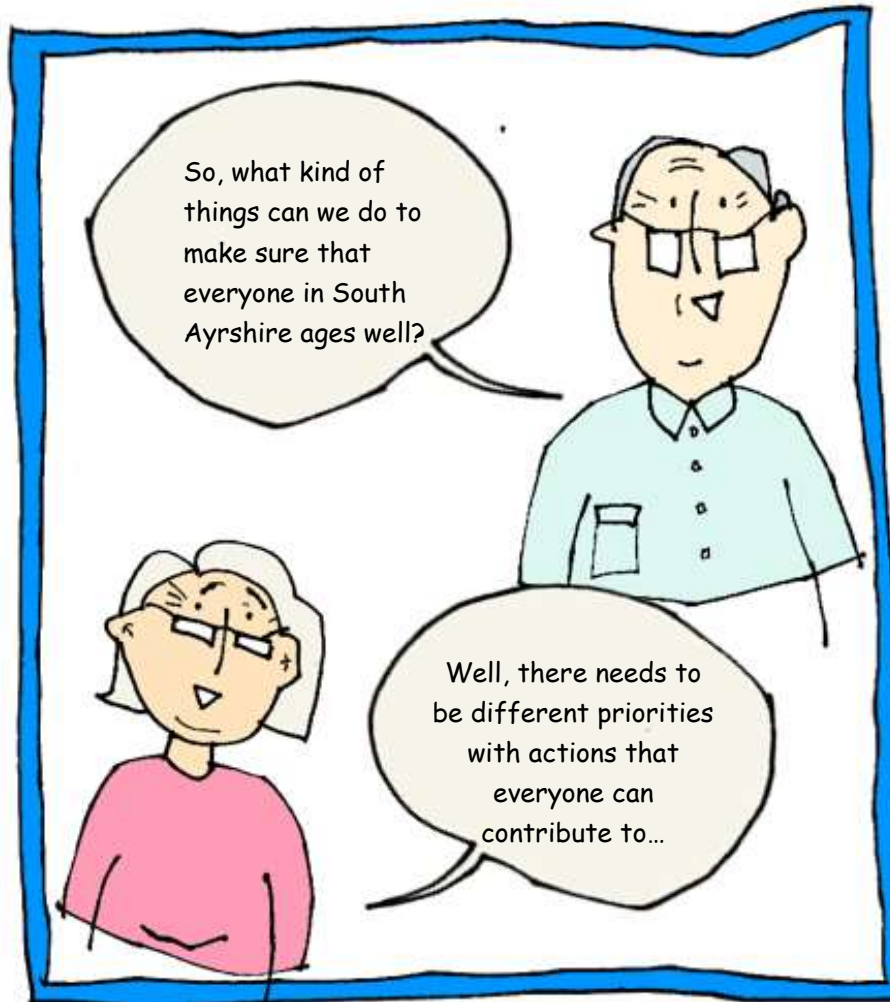


## Ageing Well: Priority Areas



The conversations over the past year have helped us to start to think about some ideas of things we can do to support Ageing Well in South Ayrshire. This is just the start. We need more input from the older people of South Ayrshire to help us finalise and take forward an action plan in September 2024. We are keen to listen to your views on the ideas within this document and continue to grow and expand on this in the coming months.

## **PRIORITY AREA 1**

### **WE WILL WORK WITH PARTNERS TO CREATE ENVIRONMENTS WHICH SUPPORT AGEING WELL**

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|-----|--|
| 1.1 | We will continue to build on dementia friendly environments across South Ayrshire.     |
| 1.2 | Ensure Place Planning and Place Plans take onboard the perspectives of older people.   |
| 1.3 | Have older people's views taken into consideration within new space development plans. |
| 1.4 | Ensure Age Friendly/Dementia Friendly principles underpin future developments          |
| 1.5 | We will develop better access to public toilets  |
| 1.6 | Utilise learning from Shaping Places for Wellbeing work to inform future planning      |
| 1.7 | Work collaboratively with UK-wide age friendly environment to shape our learning       |
| 1.8 | Ensure greenspace is accessible and advertised, even in urban environments             |

## **PRIORITY AREA 2**

### **DEVELOP ACCESS TO TRANSPORT THAT IS AGE FRIENDLY**

- |     |  |
|-----|--|
| 2.1 | Market and co-ordinate our existing transport provisions to support older people better. |
| 2.2 | Develop local, proportionate volunteer-led transport support                             |
| 2.3 | Support and advertise local community transport options                                  |
| 2.4 | Build on our existing transport provisions   |
| 2.5 | Promote better car sharing opportunities   |
| 2.6 | Ensure active travel plans take in to account older people and their needs               |
| 2.7 | Continue to support and market initiatives that support older people                     |
| 2.8 | Ensure transport access is reachable through a range of communication channels           |

### **PRIORITY AREA 3**

#### **DEVELOP PLACES TO SOCIALISE WHICH ENCOURAGE AGEING WELL**

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|-----|--|
| 3.1 | Within each locality we will support the co-ordination and marketing of informal opportunities for older people to socialise |
| 3.2 | We will engage with commercial outlets to build better informal space for older people.                                      |
| 3.3 | Continue to build on successful innovations such as cosy/chatty spaces   |
| 3.4 | Ensure there is at least one socialising space and/or activity within each neighbourhood.                                    |
| 3.5 | We will build better socialising activities.   |
| 3.6 | Activities and spaces will be advertised through Connect South Ayrshire.   |

### **PRIORITY AREA 4**

#### **DEVELOP PLACES TO SEEK INFORMATION, SUPPORT, AND INCOME MAXIMISATION ADVICE**

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|-----|--|
| 4.1 | Connect South Ayrshire to be fully rolled out as well as physical information and support hubs to provide information and advice.                |
| 4.2 | Ensure Primary Care sites have good quality, accessible information about their services   |
| 4.3 | Publicise relevant national helplines and websites   |
| 4.4 | Continue third sector benefit maximisation work including at hospital sites and through carer services   |
| 4.5 | Ensure that discharges from hospital include adequate provision of information regarding local services  |
| 4.6 | Establish post-retirement Ageing Well course that provides education and information that supports healthy ageing and preparation for retirement |
| 4.7 | Support Connect South Ayrshire mobile facility for rural communities and villages  |

**PRIORITY AREA 5**

**SUPPORT DEVELOPMENT OF BARRIER FREE PLACES AND SPACES**

- |     |   |
|-----|---|
| 5.1 | We will work with the access panel to ensure accessible spaces within planning        |
| 5.2 | We will ensure planning processes embrace age friendly principles                     |
| 5.3 | We will work with Stirling University to develop better local town and village spaces |
| 5.4 | We will work to ensure there are dementia friendly signages in across the localities  |

**PRIORITY AREA 6**

**DEVELOP HOUSING OPTIONS WHICH MEET THE NEEDS OF OUR AGEING POPULATION**

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|-----|--|
| 6.1 | Support better awareness raising and training with support from Stirling University              |
| 6.2 | Engage with the wider housing sector – public, social, and commercial                            |
| 6.3 | Link with new Housing developers to include future-proof housing options within new developments |
| 6.4 | Ensure Council buildings and refurbishments embrace age friendly principles                      |

**PRIORITY AREA 7**

**ENCOURAGE AGE FRIENDLY  
COMMUNICATION ACROSS ALL OUR  
PARTNERS**

7.1	Continue with existing promotional materials such as Strictly Seniors
7.2	Liaise better with local media organisations to better publicise opportunities for older people
7.3	Influence Council, NHS and HSCP Communications to ensure it is understandable and clear
7.4	Provide ongoing training for staff in all sectors regarding good communications
7.5	Ensure communications take into account those with sensory and learning impairments

**PRIORITY AREA 8**

**PROVIDE OPPORTUNITIES FOR AGE FRIENDLY  
CROSS-GENERATIONAL WORK**

8.1	Build from pilot inter-generational work at Belmont and explore future school cluster options and joint activities
8.2	Explore work with local older people's places to develop links with local primary and secondary school pupils
8.3	Develop opportunities for awareness raising and training regarding older people
8.4	Develop shared enterprises at a whole community level
8.5	Support Community Safety Partnership inter-generational programme



**PRIORITY AREA 9**

**DEVELOP AGE FRIENDLY TECHNOLOGY  
ENABLED CARE**

<b>9.1</b>	Ensure Connect Hubs have locally based technology demonstration provision
<b>9.2</b>	Build demonstration rooms to showcase potential for technology
<b>9.3</b>	Continue the VASA-led technology support services
<b>9.4</b>	Hold annual 'living independently' large scale event to promote technology that enables independent living

**PRIORITY AREA 10**

**SUPPORT COMMUNITIES IN PREPARING  
FOR THE FUTURE**

<b>10.1</b>	Update and re-print All About Me Booklet
<b>10.2</b>	Develop a set of materials that support people's transition to maturity
<b>10.3</b>	Further extend marketing about Power of Attorney and seek to minimise costs locally
<b>10.4</b>	Pilot equivalent to the Baby Box for older people with information re healthy ageing