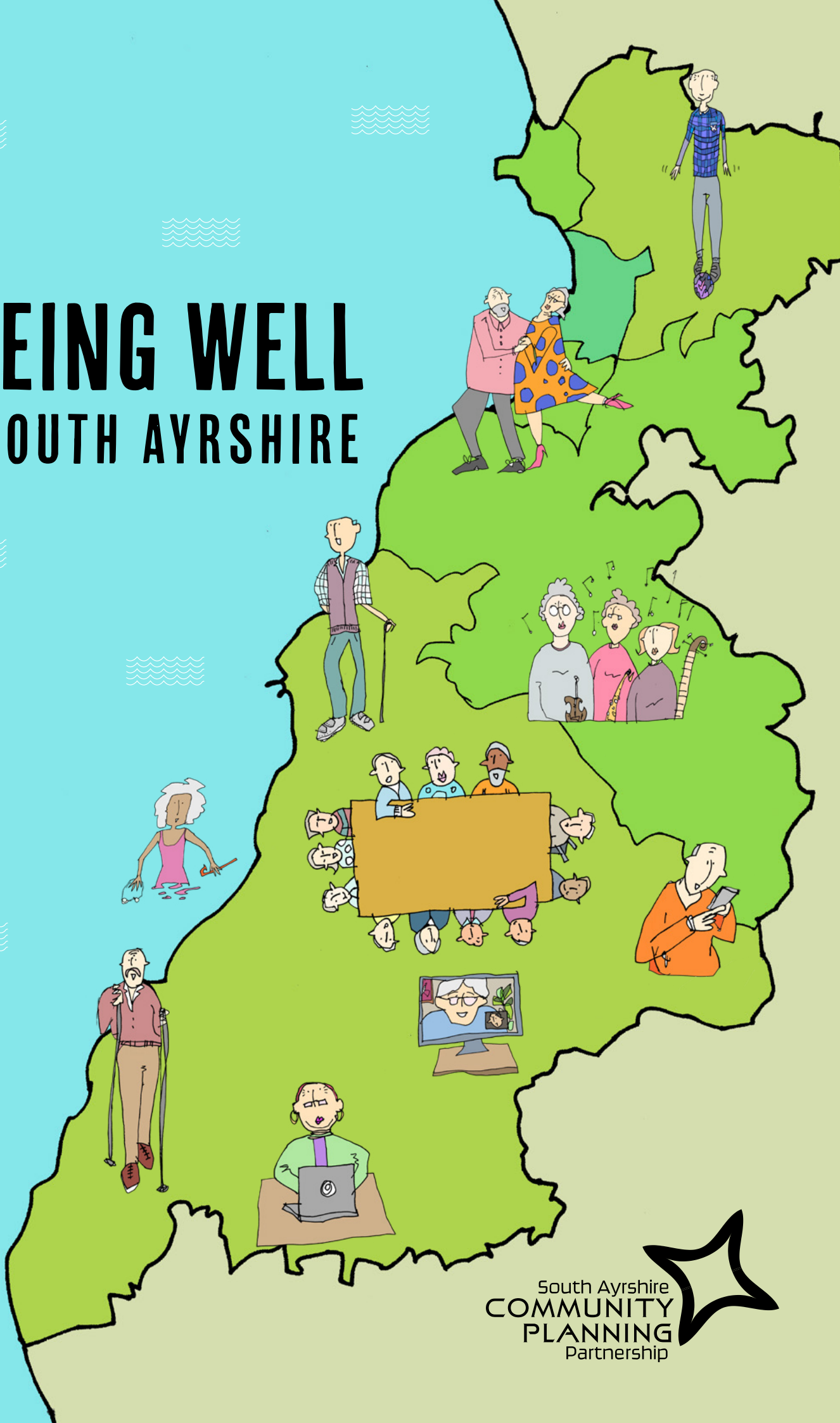


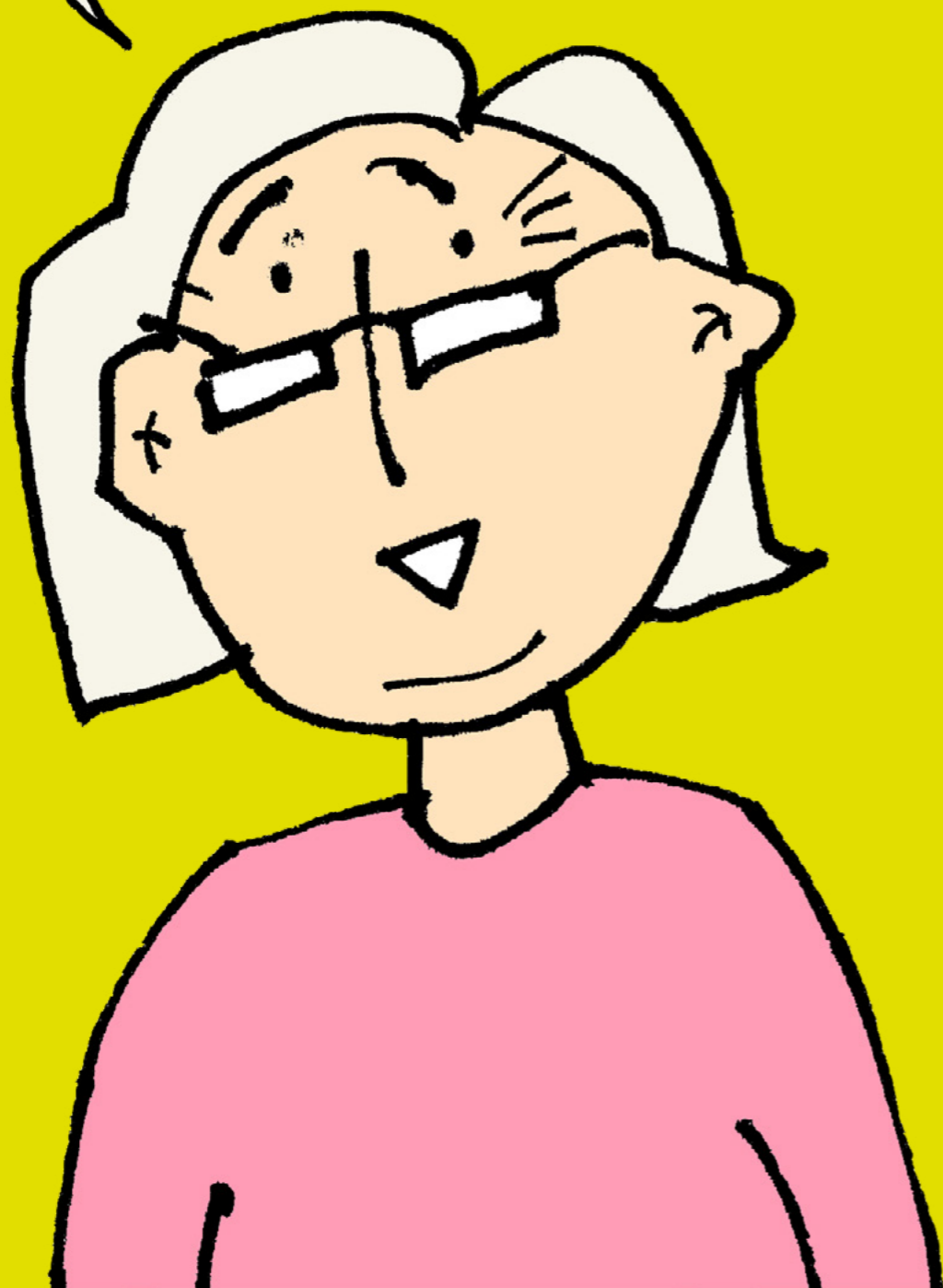
# AGEING WELL IN SOUTH AYRSHIRE



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.

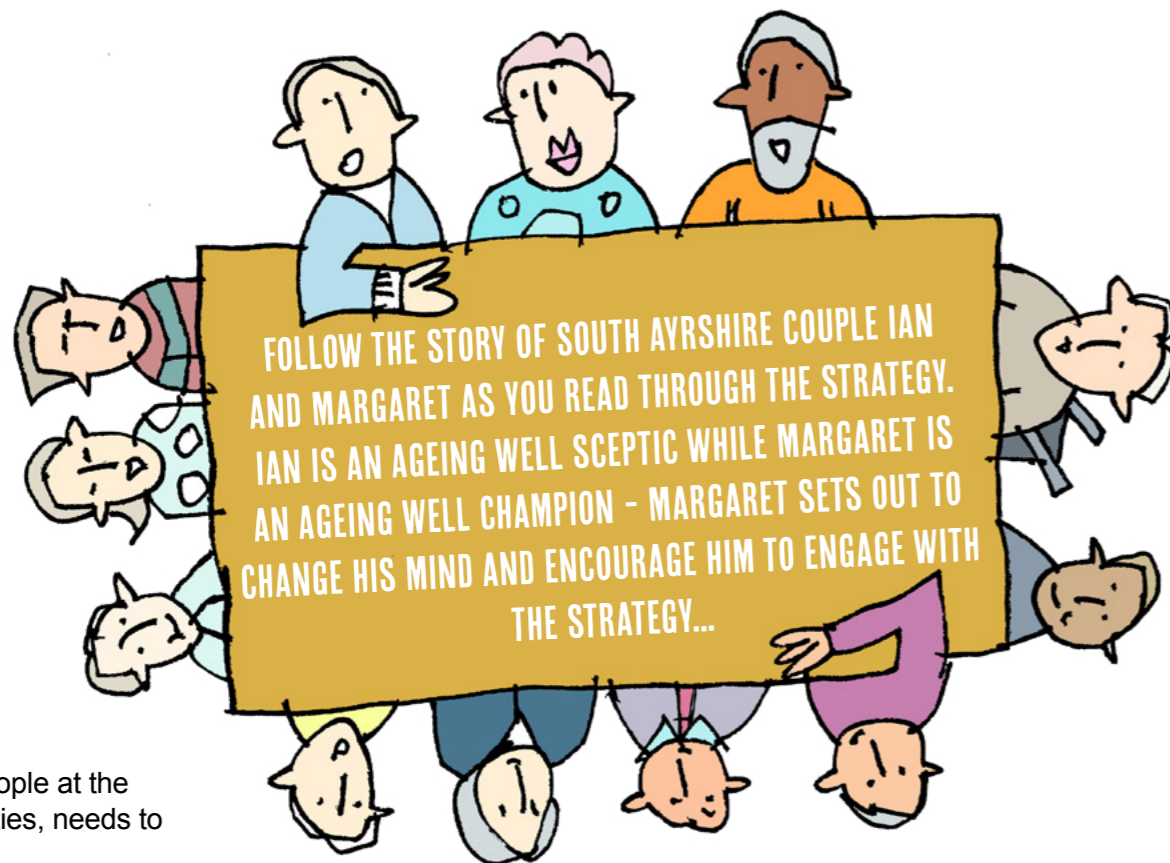
The formation of the Ageing Well Champions Boards in 2023 has been a significant achievement to support us to plan for age friendly communities and I would like to take the time to thank the board for all their efforts so far.

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.

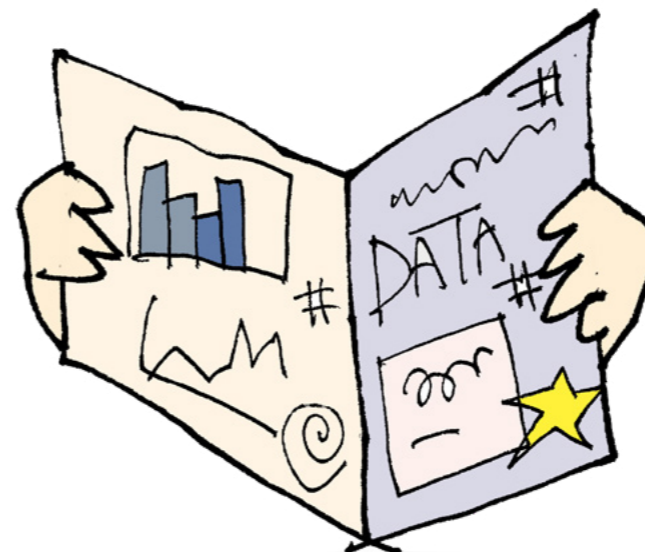
The Ageing Well approach will help to support the planning of our community-based supports as well as our health and social care services in the future. We know that if we can support people to live well for longer in their communities, there will be less need for input from formal services.

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.

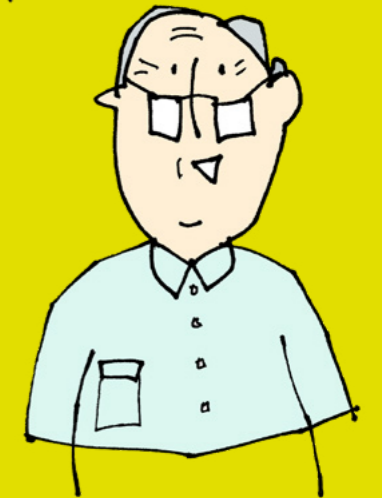
The Ageing Well approach is more than just having formal services in place, it is based on a community wide approach to embedding age friendly communities across South Ayrshire. This means that if we all play our part in supporting older people in our communities, it will enable everyone to live a more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

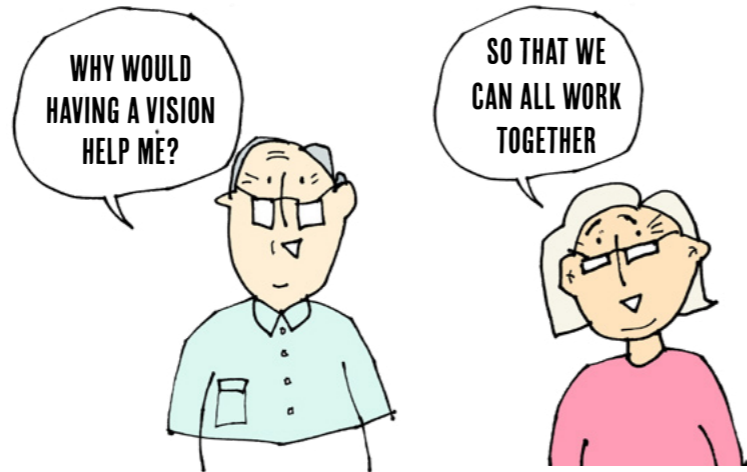


NO, LOTS OF LOCAL PEOPLE HAVE BEEN A PART OF DEVELOPING THIS.





# 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.

# 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.

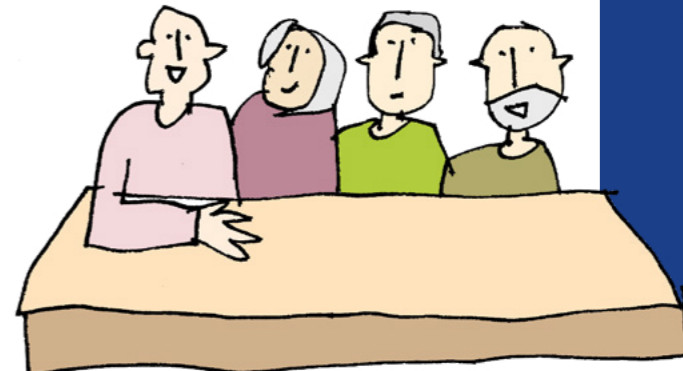
We also brought together subject matter experts on a range of key themes related to Ageing Well to host facilitated discussions and encourage conversation and idea generation. This helped to inform the draft action plan for Ageing Well in South Ayrshire. Each discussion was attended by Champions Board 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.



## Ageing Well in South Ayrshire

South Ayrshire COMMUNITY PLANNING Partnership

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.

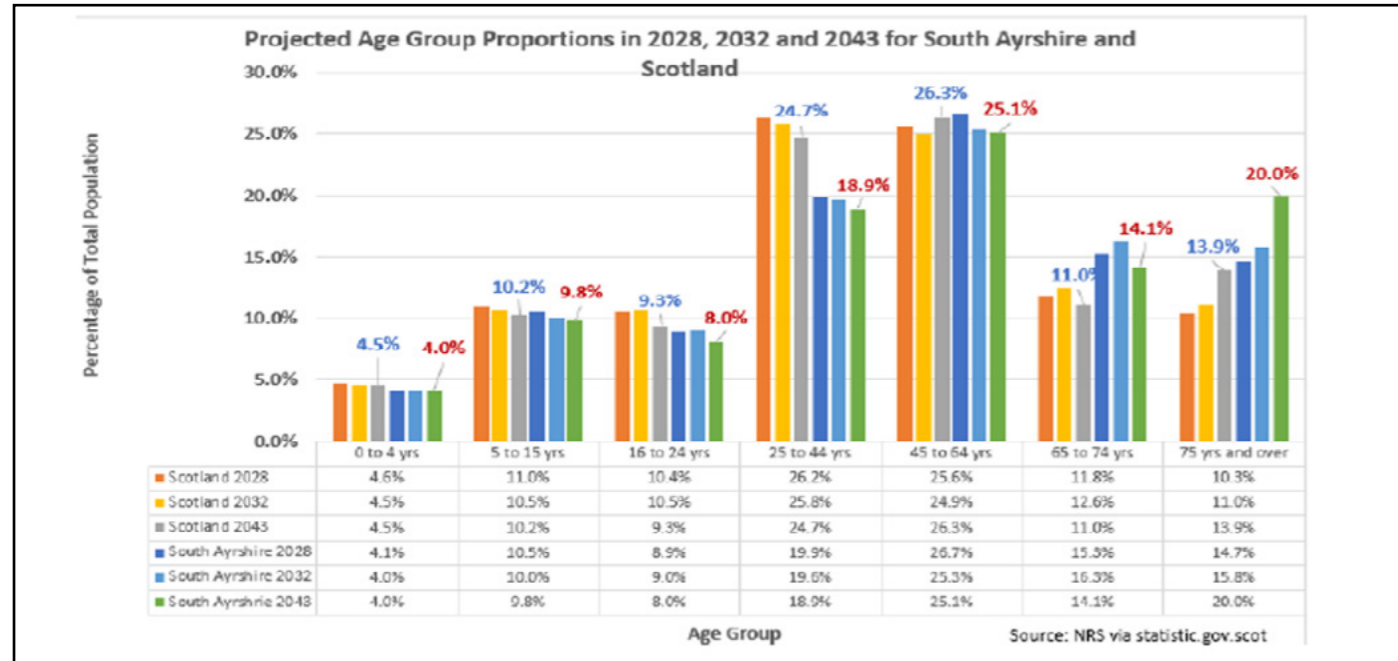
We proactively support older people's wellbeing, both physical, mental, emotional, social and spiritual.

Places and spaces are inclusive, safe and accessible.

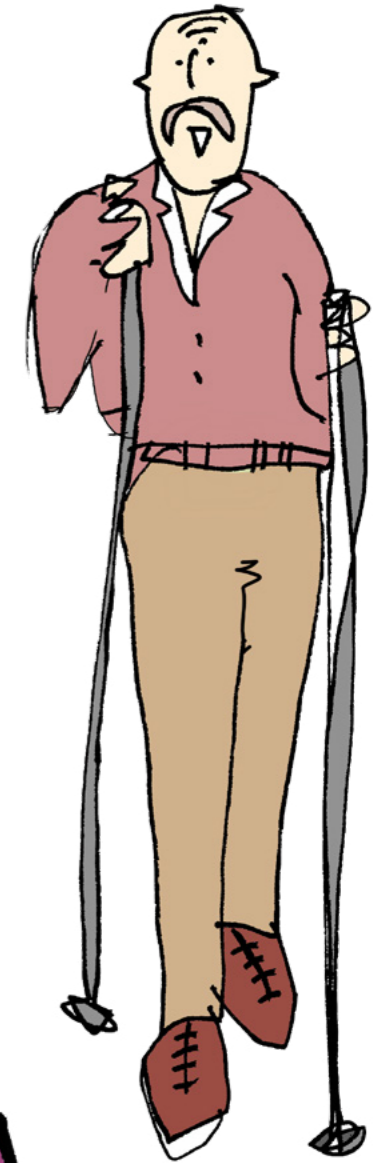
Working together to make South Ayrshire the best place in Scotland to live and age well.



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



# 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.

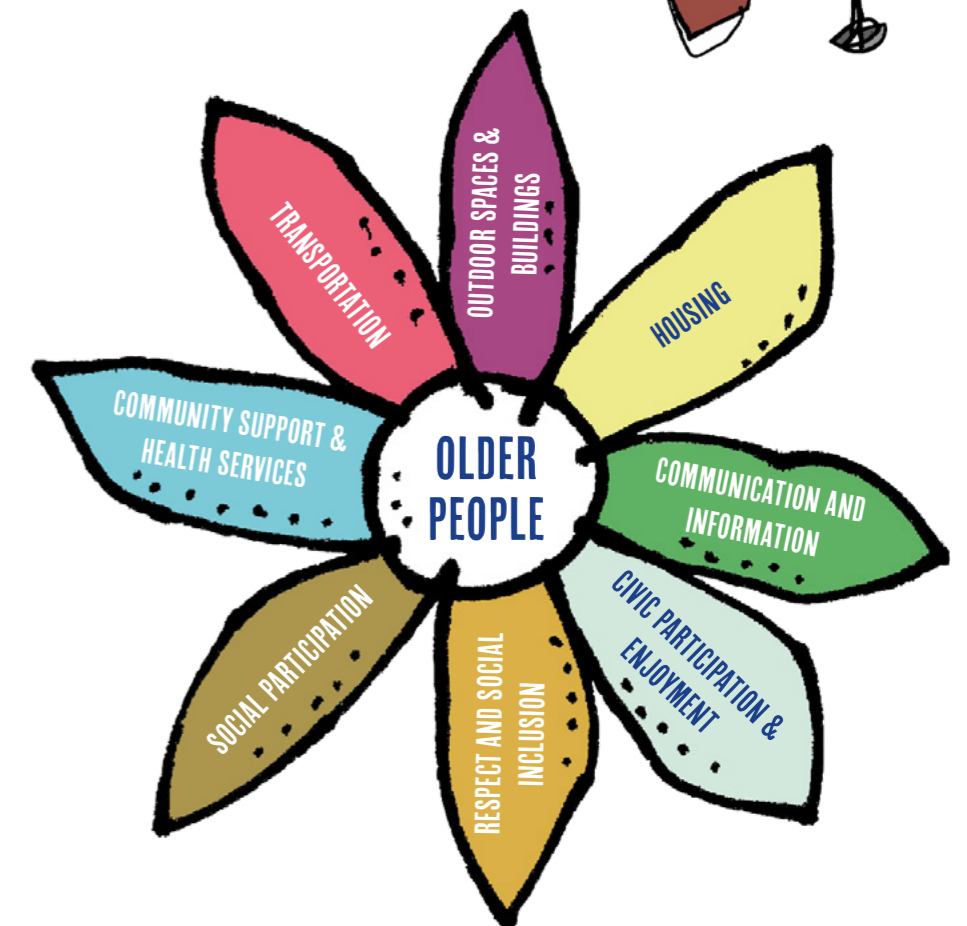
In countries like Japan, work has been developing in this area for many years as they have one of the oldest populations in the world. As of 2020, 28.4% of the Japanese population were aged 65 or older and it is expected to continue to increase.

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.



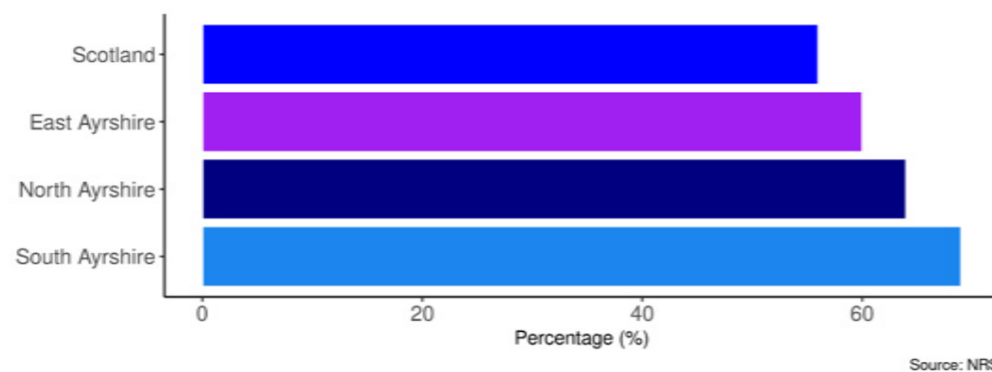
We know that the population in South Ayrshire is increasing and will continue to do so each year. By 2028 it is expected that there will be an increase of 6.7% of adults aged 65+ within South Ayrshire.

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

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.

## 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.



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.

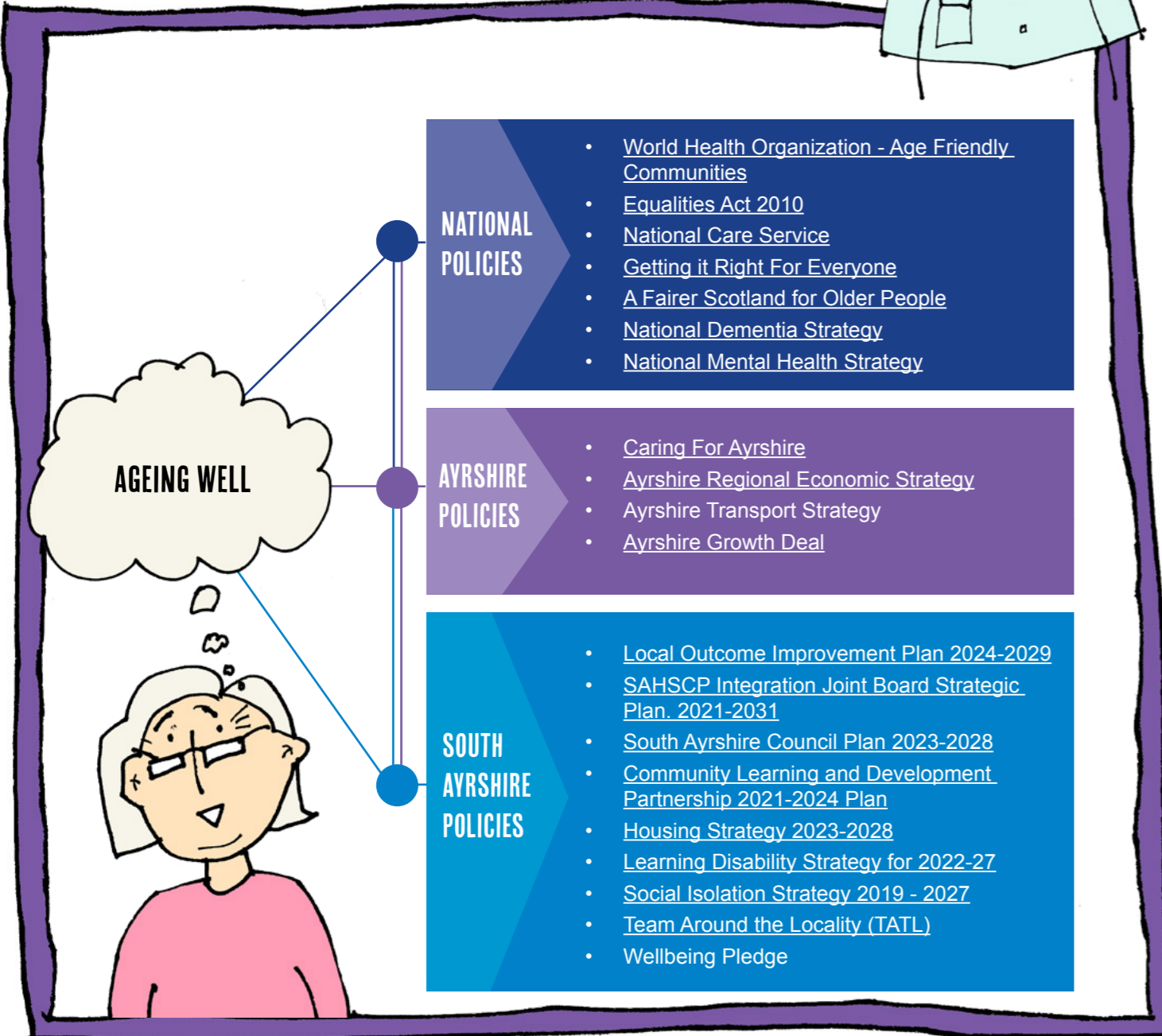


**HOW DOES AGEING WELL FIT IN WITH OTHER STRATEGIES?**

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



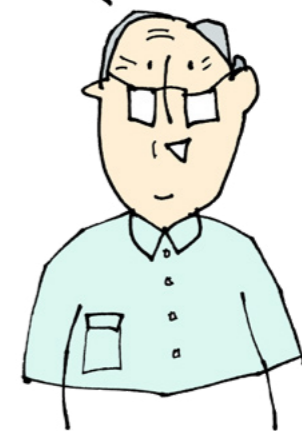
We know that Ageing Well does not exist in isolation and the development of this strategy is just one part of the story. The image below shows the policy documents at national and local level, each have a role to play in influencing the Ageing Well approach.



**WHAT DOES THIS MEAN FOR YOU?**

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

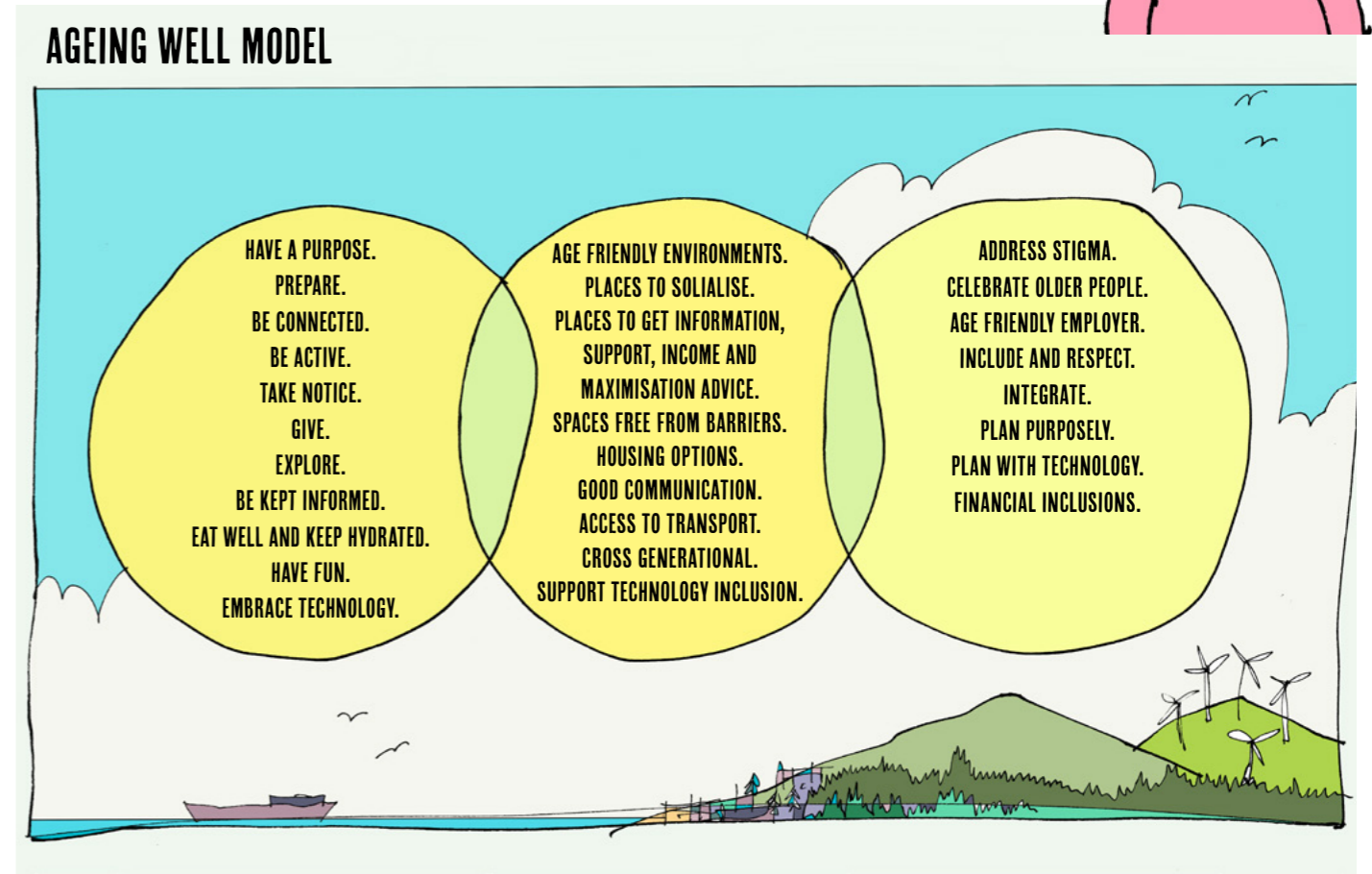
WE NEED TO TAKE RESPONSIBILITY AND BECOME INVOLVED IN THE DISCUSSIONS.



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.

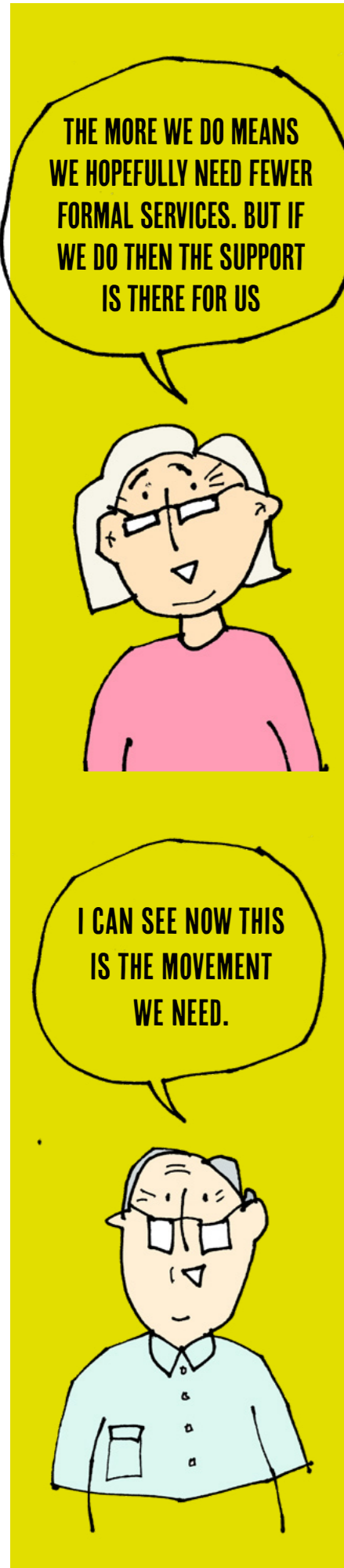
This model looks at the whole 'ecology' of where we exist – from our own homes with support from families and friends to the places where we live, to the things we need from our formal services.

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



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.





## 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.

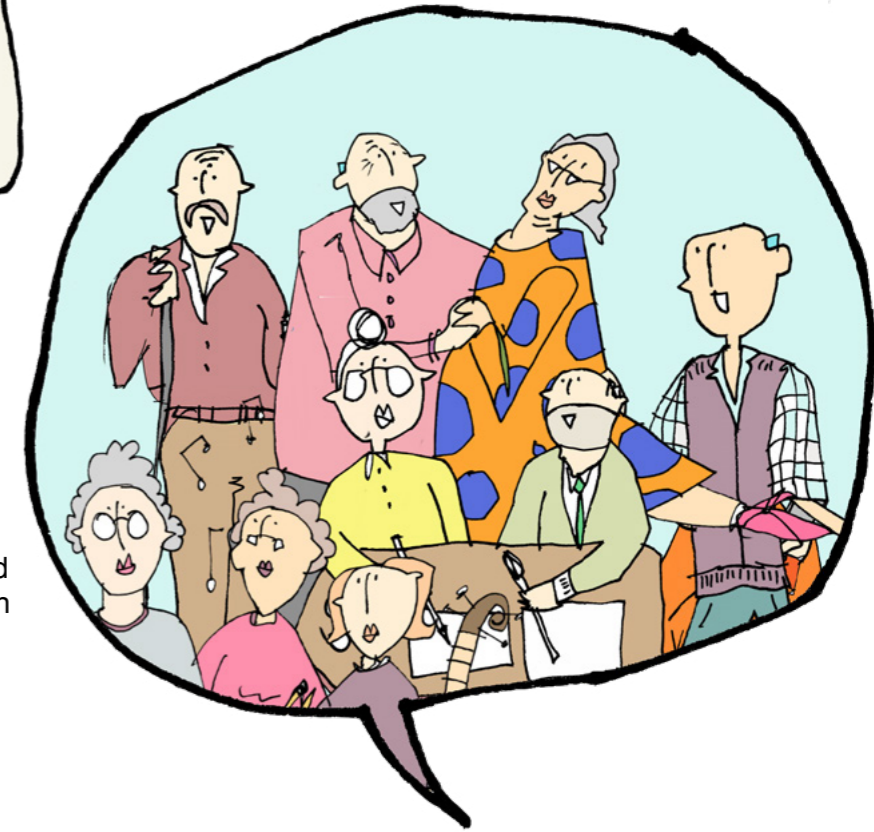


## SO, WHAT HAPPENS NOW?

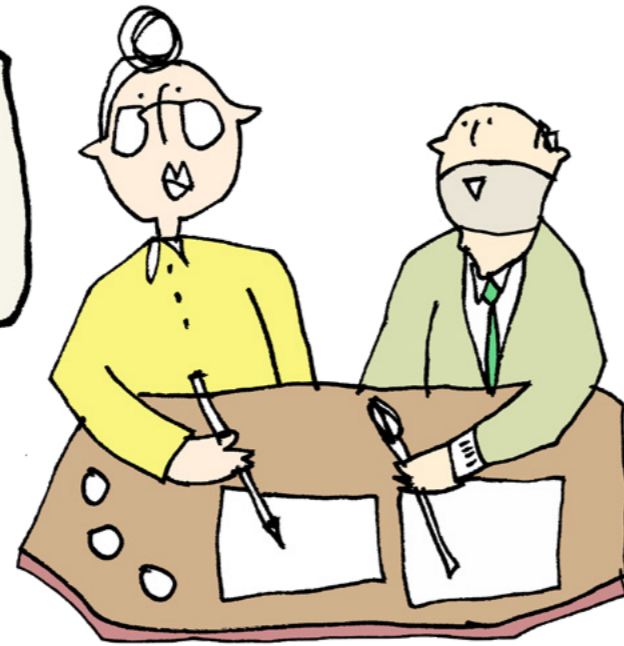
Over the last year we have worked collaboratively with our partners and the community to develop the Ageing Well approach so far.

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.



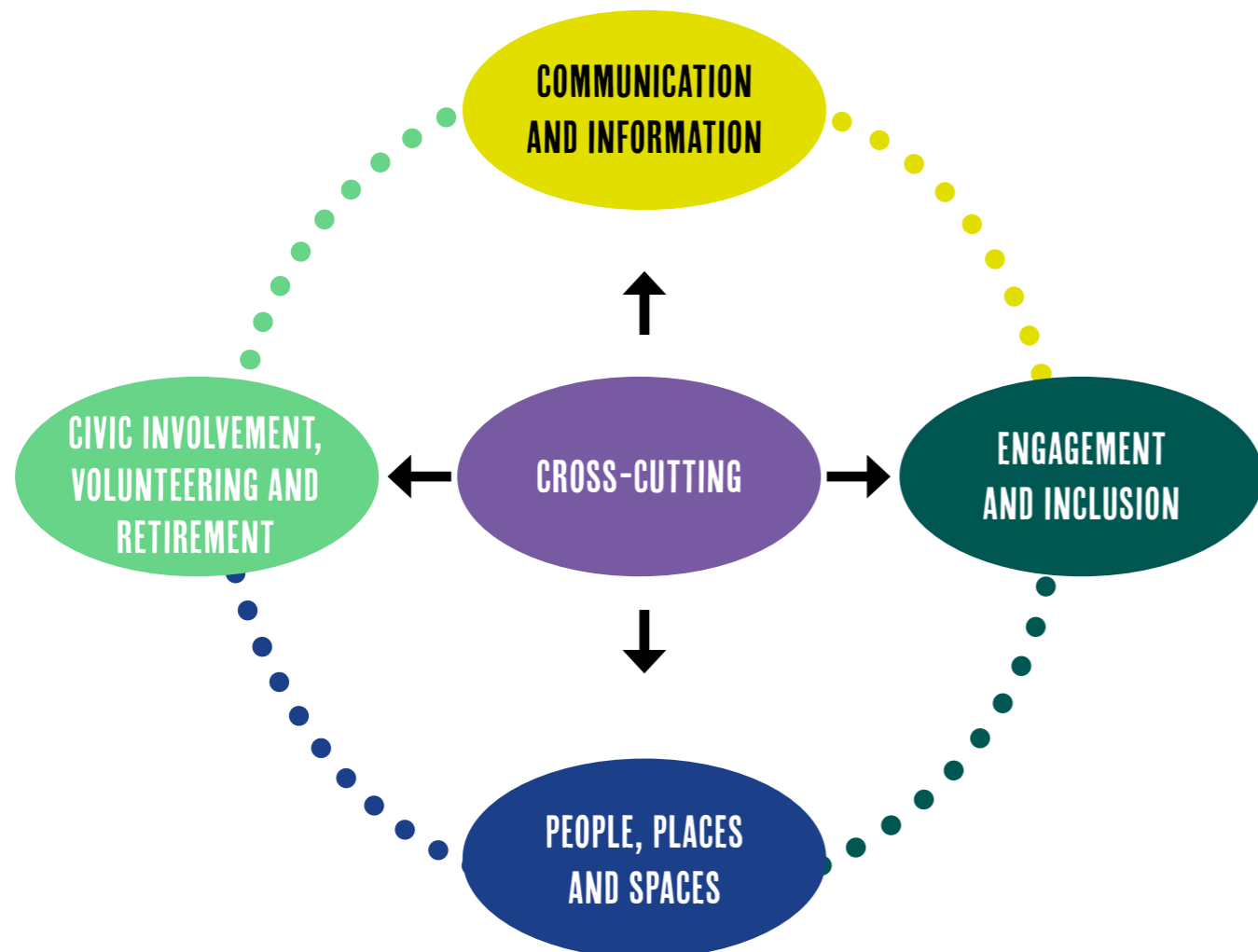
# AGEING WELL ACTION PLAN 2024-25



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"> <li>We will develop and share 'All About Me' booklets across South Ayrshire which will allow people to better plan for their future.</li> <li>We will continue to produce and distribute Strictly Seniors magazine across South Ayrshire</li> <li>We will explore opportunity to promote information in key public places such as at bus stops.</li> <li>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.</li> <li>We will look for ways we can promote Income Maximisation for older people in</li> <li>We will support provide support for people being discharged from hospital to be signposted to the services and supports they need.</li> <li>We will work to deliver an 'Over To You' box which supports healthy ageing and self-management</li> </ul>	VASA  Health and Social Care Partnership  South Ayrshire Council - Thriving Communities
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"> <li>We will work with primary care providers to ensure they can provide appropriate and up-to-date wellbeing information</li> </ul>	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"> <li>We will continue to support and facilitate the key role of the Champions Boards across South Ayrshire.</li> <li>We will work to ensure our communications meet accessibility standards.</li> </ul>	<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"> <li>We will look to develop our 'What You Can Do To age well' resource into an Ageing Well Toolkit in collaboration with partners.</li> <li>We will develop a team of Ageing Well Peer Educators to support older people in our communities.</li> <li>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</li> </ul>	<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"> <li>We will look to bring together people from different age groups to encourage conversations and shared activities.</li> <li>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.</li> </ul>	<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"> <li>We will continue to promote training and resources support for digital skills, digital literacy and inclusion.</li> <li>We will ensure the Ageing Well movement is considered as part of our local Digital Strategies.</li> </ul>	<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"> <li>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.</li> <li>We will ensure our strategies and plans are aligned to the Ageing Well Movement including those on dementia, mental health and carers.</li> <li>We will support the roll out and implementation of the Integrated Impact Assessment which considers how proposed changes will impact on our ageing communities.</li> <li>We will promote the importance and opportunities linked to green spaces in our communities.</li> </ul>	<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"> <li>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.</li> <li>We will consider how we can develop better access to public facilities including toilets.</li> <li>We will support the next iteration of the Shaping Places for Wellbeing work as it moves beyond the local pilot areas including Ayr</li> </ul>	<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"> <li>We will join together existing relevant work linked to our coastal areas (eg promenades) to develop a more coherent age friendly coastal area proposition</li> </ul>	<p>South Ayrshire Council</p>



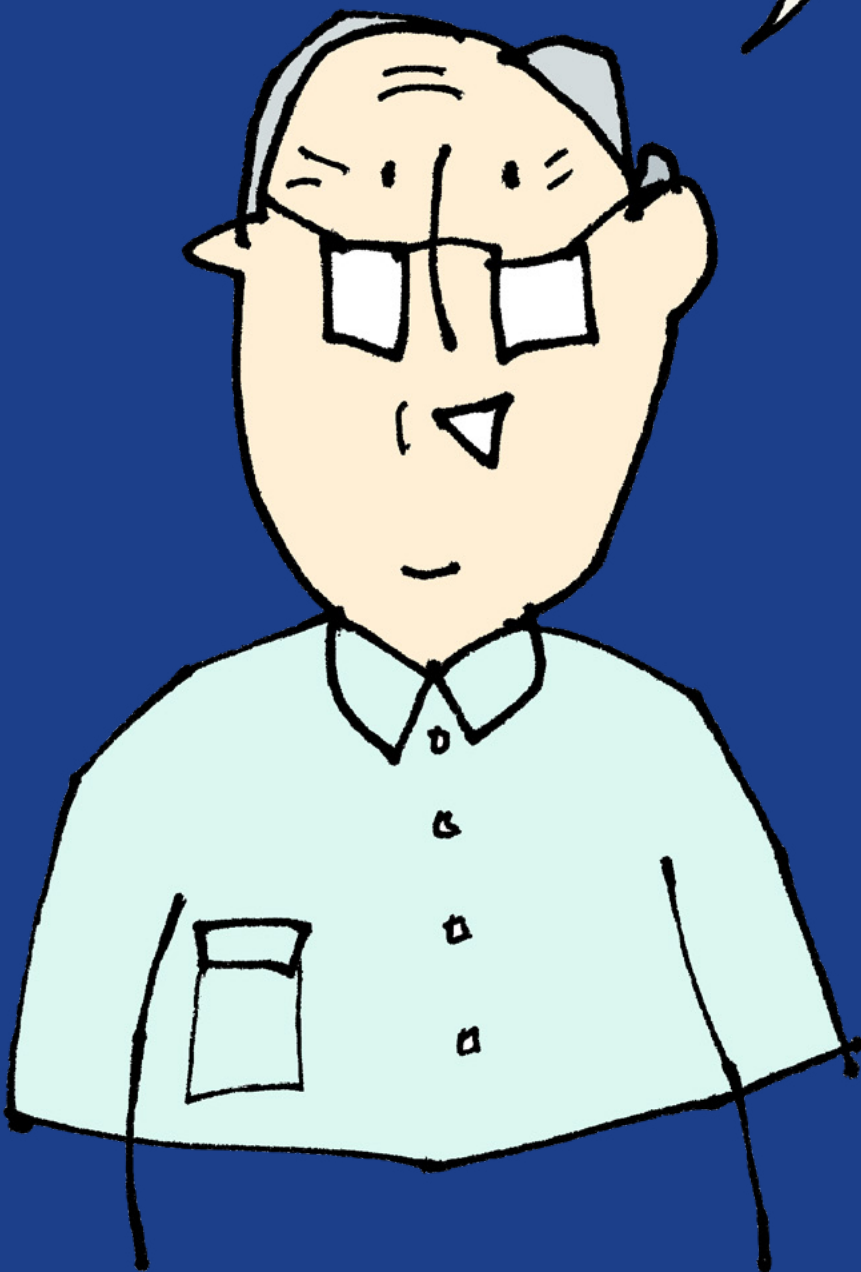
People, Places and Spaces		
What action will we take?	What kind of things will we do?	Who is key to making this happen?
We will look to influence our partners and organisations to consider how their services could better support older people in the community.	<ul style="list-style-type: none"> <li>We will seek to improve transport co-ordination to enable service users to experience more seamless provision.</li> <li>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.</li> <li>We will explore how we can connect people in their communities to support each other in relation to transport.</li> <li>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.</li> </ul>	<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"> <li>We will continue to support the creation and continuation of socialising spaces for older people in our communities.</li> <li>We will look for ways to support organisations to create spaces to combat social isolation and loneliness.</li> </ul>	<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"> <li>We will explore how we could make better use of the current Sheltered Housing infrastructure to support Ageing Well.</li> <li>We will support the development of the proposed Ageing Well Village in Ayr.</li> </ul>	<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"> <li>We will introduce 'Chatty Benches' across South Ayrshire with a view to reducing social isolation.</li> <li>We will continue to support Chatty Spaces developed over previous years to ensure these are sustainable.</li> </ul>	VASA
We will start to encourage conversations with commercial sector to build better informal spaces for older people.	<ul style="list-style-type: none"> <li>We will engage with representative organisations and with individual commercial outlets to identify how they might support the Ageing Well vision</li> </ul>	Engagement officers in all CPP organisations

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"> <li>We will encourage organisations to become Age Friendly Employers and consider employment opportunities for older or retired people.</li> <li>We will promote the importance of volunteering and engaging in community activities.</li> </ul>	<p>Ageing Well Programme Team</p> <p>South Ayrshire Council</p> <p>VASA</p>
We will work to support those transitioning from working to retirement.	<ul style="list-style-type: none"> <li>We will work to develop a pre-retirement Ageing Well course</li> </ul>	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"> <li>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.</li> <li>We will share our learning across the UK and beyond and champion our work sharing learning.</li> </ul>	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"> <li>We will transition from an Ageing Well Board to an Ageing Well Implementation Oversight Board</li> </ul>	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"> <li>We will ensure our Ageing Well implementation is well-articulated and supported with good programme management.</li> </ul>	Ageing Well Implementation Oversight Board
We will be able to demonstrate how we are making an impact.	<ul style="list-style-type: none"> <li>We will develop an evaluation framework that sets out how we measure impact in short, medium and long-term using quantitative and qualitative measures.</li> </ul>	Ageing Well Implementation Oversight Board
We will report on impact and progress appropriately and timeously.	<ul style="list-style-type: none"> <li>We will ensure our reporting on progress is appropriate for key stakeholder groups and that progress reporting is timeous and comprehensive.</li> </ul>	Ageing Well Implementation Oversight Board
We will ensure compliance with equalities legislation.	<ul style="list-style-type: none"> <li>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.</li> </ul>	Ageing Well Implementation Oversight Board



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



South Ayrshire  
**COMMUNITY  
PLANNING**  
Partnership

