

Rother District Council

Report to	-	Council
Date	-	5 July 2021
Report of the	-	Chief Executive
Subject	-	Motion – Age-Friendly Communities

Background

1. Age-Friendly Communities is a concept developed by the World Health Organisation (WHO) in 2006 and its global network now has over 800 members worldwide. In an age-friendly community, services, local groups, businesses and residents all work together to identify and make the necessary changes in both the physical and social environment to support and enable older people to lead healthy and active lives. Working together with Rother Voluntary Action (RVA), East Sussex County Council and the Centre for Ageing Better, the spokesperson for Older Persons, along with interested councillors involved in the Healthy Ageing and Innovation in Rural Europe (HAIRE) Project, have identified the first steps we need to take in developing baseline assessments and an action plan to become age-friendly.
2. Becoming an Age Friendly Community costs nothing in itself, nor is it a commitment to spend funds that are not available. It is a statement of intent to:
 - promote and use positive images and language around ageing;
 - better support people to be physically active;
 - support people through ‘transitions’ in later life that affect their ability to age well (such as becoming a carer, acquiring a long-term health condition, losing mobility, moving home, or being bereaved);
 - promoting and developing opportunities to age well by continuing to be an ‘active citizen’ in Rother in meaningful ways to people; and
 - share the learning of how we have improved the lives of our residents in later life with the global Age Friendly Communities Network.
3. To become officially recognised as age-friendly, the leadership in a town, city or county must make a written commitment to actively work towards becoming a great place to grow old in for all its residents. This must be done with the support and engagement of older people and relevant stakeholders. The HAIRE project has already held hundreds of hours of in-depth conversations with local older people about their lives, needs, and aspirations and we will build and act on this understanding in our journey towards becoming more age-friendly.