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PRESS RELEASE

Age UK Gloucestershire raises the Voice of Older People

Local independent charity Age UK Gloucestershire in partnership with Gloucestershire Older Persons Association has launched a new initiative designed to ensure the voice of Gloucestershire's older residents is heard, respected and acted upon.

Individuals aged 50 years+ are invited to join a dedicated panel and to contribute to shaping decisions that affect their lives and communities. Whether through surveys, focus groups, or consultations, participants will have the opportunity to share their experiences, concerns, and ideas to influence organisations' policies and plans.

"Our aim is to ensure everyone ages well their way in Gloucestershire," commented Jane Shute, Age UK Gloucestershire's Head of Fundraising & Communications "by listening to older people and amplifying their voices, we can help influence policymakers as well as services that truly reflect the needs and aspirations of our local older residents."

Participation on the Voice of Older People panel is free, and flexibility allows individuals to engage as much or as little as they wish. The initiative is open to anyone over 50 who wants to make a difference and help influence positive change for older people in Gloucestershire.

organisations and businesses across the county are invited to contact Age UK Gloucestershire to use the panel to help inform their decisions.

To learn more or to join the panel, visit: ageuk.org.uk/gloucestershire/voop

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Notes to editors:

About Age UK Gloucestershire:



Age UK Gloucestershire's vision is to make Gloucestershire the best place in which to grow older. As a local, independent charity our mission is to help support people navigate later life, to remain independent at home and to connect socially by accessing activities in the local community. For more information, visit ageuk.org.uk/gloucestershire

About Gloucestershire Older Persons Association

Gloucestershire Older Persons Association aims to provide a voice for all aged 50 years+ promoting dignity, care, health and independent living. For more information visit gopa.org.uk

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