

From Insight to Action

State of Ageing Report

Key Recommendations for B&NES

1. Improve age-specific data

All local and regional bodies that collect or report data on public experiences, opinions or needs should analyse that information by age. At a minimum, older people should be segmented into “younger” later life (55–70) and “later” later life (70+), with more detailed age breakdowns used wherever possible.

2. Use older people’s priorities to guide action

Until new quantitative data emerges, the priorities identified by older residents in the Community Survey should guide policy and service delivery across B&NES over the next two years.

3. Focus on those most at risk of being marginalised

Partners should prioritise:

- Older people living in socio-economically deprived communities
- Older people living in small towns and rural villages
- Older residents in Bath city, where development increasingly caters to a younger population

4. Housing that supports ageing well

Future housing policy should:

- Incorporate design standards that reflect ageing and changing mobility needs
- Increase the supply of bungalows and other small-scale accommodation
- Support mixed-age communities rather than concentrating older people into age-segregated developments

5. A joined-up approach to transport

Support the development of a multi-agency transport partnership to improve transport for older residents, particularly in rural and outlying areas.

6. Recognise age-related crime and safety issues

Partners should ensure that age-related issues such as elder abuse, fraud and scams are recognised in local crime and safety planning, and that age-segmented data is available.

From Insight to Action

State of Ageing Report

Key Recommendations for B&NES



7. Ensure healthcare is accessible to all

Health partners should ensure that digital systems do not become a barrier to accessing healthcare. This should include strengthening non-digital options and improving communication and support for those who struggle with online systems.

8. Recognise and support carers

Support services should recognise that carers and the people they care for have interconnected needs and should respond to these needs together.

9. Strengthen volunteering and community capacity

Develop a shared volunteering framework across the Council, 3SG and the voluntary sector to make better use of older residents' skills, time and experience.

10. Target action on loneliness and wellbeing

Initiatives to reduce loneliness and improve wellbeing should prioritise rural areas and socio-economically deprived communities, where the risk of isolation is greatest.

11. Maintain pavements as essential infrastructure

Investment in pavement maintenance should be viewed as essential to independence, safety and participation in community life.

12. Improve access to public toilets

Deliver the commitment to expand and improve accessible public toilets across town centres and encourage local businesses to make facilities available.

13. Improve communication and digital inclusion

Partners should review reliance on digital-only systems and invest in building digital awareness and confidence among older residents, ensuring that digital access expands opportunity rather than excluding people.

What happens next? We are inviting you to:

- Make a pledge or commitment
- Work with others to take action
- Help shape the next phase of this work

Talk to us

ageingwell@ageukbanes.co.uk
01225 466135