

Our Strategic Priorities

| The Current Issue... | What AUKG needs to do... | With the ambition that by 2040... |
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| <p>Negative views are held and communicated about ageing and older people that both inhibit people planning and preparing for their later life, and also contribute to negative attitudes to individual ageing known to directly lead to poorer wellbeing.</p> | <p>Drive a new narrative about ageing to encourage people to see it as an important part of the life course.</p> | <p>The people of Gloucestershire hold positive views about ageing and older people, and reject ageism.</p> |
| <p>Ability to access facilities, services and community spaces is restricted due to design that does not take account of people who are older. This results in isolation, feeling disconnected and a smaller world for many older people.</p> | <p>Champion and lobby for age-friendly communities across Gloucestershire to influence the way places are physically set up.</p> | <p>The local infrastructure across Gloucestershire is age-friendly, enabling all older people to participate fully and safely in community life.</p> |
| <p>Social isolation and loneliness have a direct negative impact on physical and emotional health. Retirement, bereavement, poor health or lack of confidence can reduce older people's ability to maintain social networks.</p> | <p>Stimulate a range of opportunities at neighbourhood level for people to access to gain purpose and social networks</p> | <p>Older people have access to a wide range of meaningful activities in their community that offer fun, connections and a sense of purpose.</p> |
| <p>As people age, they may rely more on health and social care, and their housing needs may change. Provision of these key services does not always respond positively or in a person-centred way to older people, and service provision can disempower them at what can be times of increased vulnerability.</p> | <p>Partner with local systems so they work in a more individual and strengths-based way with older people. Where necessary, we should provide casework to support people reconnect with their community through times of transition or vulnerability.</p> | <p>Local housing, health & care provision responds creatively and positively to the needs of older people.</p> |
| <p>Navigating later life can be hard with new and complicated issues to resolve. Accessing relevant information in a busy, congested and increasingly online world can be hard. Not knowing where to turn can increase anxiety and feelings of isolation. Addressing issues in crisis is worse than having prepared for later life.</p> | <p>Be the safe place that people can contact if they don't know where else to turn and where they can receive informed, patient and accessible help to move forward. Also encouraging forward-planning about later life for all.</p> | <p>All older people have a place to turn to talk to about later life issues and where they can access advice and signposting to helpful</p> |

Taking Action to Achieve our Ambitions

Key Projects and Services

- **The HelpTeam:** provides phone (and outside of Covid19, face to face outreach from community locations) support to people with any issue related to later life. We deal with lots of benefits issues and can support people with benefits checks and support Attendance Allowance claims. Our advisors signpost, provide practical support such as doing searches and filling in forms, and we offer a listening ear and reassurance to resolve issues.
- **Out of Hospital Service:** commissioned by CCG to support older people on discharge from in-patient stay in hospital (incl Community Hospital). Community Support Co-ordinators work with people on building resilience, reconnecting with community and putting things in place that will reduce risk of a re-admission.
- **Homeshare Gloucestershire:** We run a Homeshare scheme, linking older people with a spare room to someone able to provide 10 hours of companionship in exchange for reduced rent. The process from explaining Homeshare, to identifying and checking matches, making introductions, and regular support through the match is overseen by us.
- **Social Connections:** In a pre-Covid world we ran a series of peer support social groups in community locations (esp libraries) offering a place for older people to meet others and work together on activity they chose. We will look to reopen those, but during Covid 19 we have moved some of that activity to on-line social group and will continue to support people to access the creative and interactive content.
- **Community development:** We work with community organisations, clubs and active citizens to create and sustain a range of activities that older people can access. Walking football, choirs, bowls clubs, intergenerational playgroups – we work with those looking to run activities and support them to keep going, to grow, to attract more people to join.
- **Welfare Calls:** During Covid19 we made proactive calls to a number of older people we had previously supported to ensure they were okay during lockdown. We also set up a Freephone friendship line for anyone wanting to call us if they were feeling lonely. We have a 6 month project now to proactively contact older Forces veterans to ensure they are coping through the pandemic and to steer them to support if not.
- **Influencing:** We promote an age-friendly community model and run events, campaigns and provide advice to those looking to make our County more accessible and inclusive to people as they age. We recently ran a Listening Event to capture experiences of lockdown and the implications for older people. You can watch/listen to the event recording here: <https://www.ageuk.org.uk/gloucestershire/our-services/coronavirus-covid-19-and-older-people/local-perspectives-online-listening-event/>

We are also currently conducting a Raise Your Voice survey to capture the experiences of older people during lockdown and their views on the easing of restrictions. A link to the survey is here:

<https://www.ageuk.org.uk/gloucestershire/about-us/raise-your-voice-survey/>

Creating a Positive Cycle of Change

Our strategic Ambitions each feed into one another, multiplying the potential impact that we can create for older people in Gloucestershire.



Changing the narrative is our keystone – if we can get individuals and society to think and talk differently about ageing, to see it as an essential and important part of our life cycle, then all other ambitions become easier.

When ageing is not seen as a ‘tsunami’, but something we can plan for; when older people are not seen as a burden, but as contributors to our communities, then the arguments for infrastructure that is age-friendly make more logical sense.

As our communities address issues like transport, built environment and respect for older people, then it will be easier and expected that people stay connected and involved. This will reduce the negative experience of isolation.

Being better connected in their communities plays a preventative role in health and wellbeing. People who are actively involved in their local neighbourhood should therefore also be less reliant on statutory services other than for specific health, social care and housing needs. Those statutory services can therefore focus on improving how they appropriately meet specific needs.

With age friendly communities and systems working more efficiently, then there should in turn be fewer older people experiencing uncertainty, confusion and isolation. That will lead to fewer people requiring help to navigate later life. And so the perception of ageing in Gloucestershire is reinforced as being more positive.