



Age Friendly Brent

Presenters:

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Agenda



1. What is the Age-friendly campaign?
2. What we've done so far
3. Next steps
4. Future ambitions
5. What we need from board, members etc.



What is our Age-Friendly campaign?



“We are a group of people living and working in Brent who want to create an age-friendly borough, a place where people can live healthy and active later lives; where the environment, activities and services in the borough will enable older people to enjoy life, participate in society and be valued for their contribution, all led by older people. Please help us start this journey”

- WHO framework of Age-Friendly Communities [UK Network of Age-friendly Communities | Centre for Ageing Better](#)
- Eight domains: Outdoor spaces & buildings; Transport; Housing; Social participation; Respect & social inclusion; Civic participation & employment; Communication & information; Community support & health services



What we've done so far



- Formed a steering group with representatives from Brent Pensioners Forum, LBB, Councillors, AgeUK, Elders Voice, Ashford Place
- Met with our neighbouring borough Barnet who have already achieved Age friendly status
- Started conversations and focus groups with WISE, Elders Voice, BPF
- Applied for lottery funding to resource a coordinator



Next steps



- Resource a coordinator dedicated to working towards Brent's Age Friendly status
- Submit an application to UK Network of Age-friendly Communities
- Organise a Large Event to bring the various strands, and people, together
- Priorities, Strategy, Evaluation

Future ambitions

Every discussion and decision in and about the community should be **age-inclusive** – not just around health and frailty but all other issues in the 8 domains



What we need from you



- **Project sustainability** – Funding for a dedicated coordinator, and/or Support in Kind. Can we explore ways to imbed this as ‘a movement’ rather than just a project?
- **Getting buy-in** – It’s vital we get support across council departments. It’s a positive campaign that aims for inclusivity for all. The term “**Age-friendly movement**” is a great title because people know we have an ageing population and people recognise it as a current issue.
- **An Ageing Well Champion** within the Council; to work with cabinet, CEO, Leader and Councillors.
- **Focus groups** are needed for deep-dive conversations. The focus group data is garnering good quotes and stories to ‘sell’ the project, as well as getting ideas on priorities.



Support from Brent's Pensioners Forum



- Brent pensioners Forum wholeheartedly embraced the WHO's Age-Friendly-Community Framework and are appealing for the Board's support to make Brent an Age Friendly Borough.
- We want to see Brent where Older residents active collaborate with local groups, councils and businesses to identify and implement changes in their living environments in both physical and social aspects.

Focus group feedback – Wise



- We are consulting with different focus groups, WISE Care Centre is one of such group.
- The key points from the consultation highlighted difficulties in accessing GP practices and the lack of timely appointments. Which raises the need for more user focused GP practices.
- Hospital appointments made before 9am when they can not use their Freedom Pass and struggle to get alternative transport.
- Difficulty in accessing NHS dental practices.
- Public transport system not sensitive to the need of older passengers. Bus drives too quick to drive off resulting in falls and injures. Bus drivers to be trained to allow older people to settle in their seats before driving off and to stop closer to the Kerb at the bus stops.
- Improve Dial-a-Ride services to ensure that couples from the same household do not travel in two different vehicles but in the same vehicle when going to the same place freeing up the transport for others users.
- Inadequate and out of action public toilets on Brent high street and parks restricting older persons from enjoying outdoor life.

