



# Age-Friendly Brent Strategy & Action Plan (2026-2028)

**Shaped by Older People – Delivered in Partnership**

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## 1. Introduction

Age-Friendly Brent is shaped and driven by older people themselves, who are not only consulted but are central to decision-making. Older residents are active partners and leaders, ensuring that priorities are delivered through the community rather than relying on others, and guiding decision makers to act on what older people want.

Our strategy recognises the need for plentiful opportunities for older people to take part in cultural activities, physical activity, learning and wider community participation—supporting both brain and body health. We work towards a borough where ageing is positive, active and valued, and where older people’s experience and leadership guide the work. Central to this is a commitment to recognising older residents as assets and contributors to society, alongside the environmental and social changes required to support this.

We, as the Age Friendly Brent partnership, are led by older people and work collectively through a consortium including Brent Pensioners' Forum, Brent Council, Elders Voice, Ashford Place and Age UK Harrow, Hillingdon, Brent. We have joined forces to make life better for older people as we grow older.

The campaign was initiated by Brent Pensioners Forum. Brent's application to become a member of the UK Network of Age-Friendly Communities was endorsed by the Centre for Ageing Better, in June 2024.

Our work is guided by the World Health Organisation's principles of equity, accessibility and inclusiveness. We are creating age-friendly environments that support healthy, active and connected living.

Our engagement over the past 18 months, including the Age-Friendly Brent Launch on 11 November 2025, highlighted that while Brent is a good place to live, older people continue to face challenges accessing transport, safe public spaces, GP appointments and clear non digital information.

Our older population is significant and growing. Between 2014-2024 Brent population aged 65+ increased by 23.2%. Currently 29% of Brent residents are aged 50+ within an estimated population of 353,000. The 65+ population is predicted to increase by 57%, between 2024 and 2041. (Source: ONS National Life tables)

Our older residents are mentors, volunteers, carers, and community leaders. They bring wisdom, and experience that strengthen Brent and build community cohesion. We will continue to evolve this Plan as we keep the conversation going.

## **Vision**

**Our vision for Brent is a borough where people can enjoy a healthy, active and fulfilling later life, supported by accessible transport, safe public spaces, affordable housing and clear information** — a vision that *older people themselves define and shape*.

Older residents will determine what an age-friendly borough means in practice and will guide, challenge and direct decision-makers and commissioners to ensure the vision is delivered in ways that reflect their priorities, lived experience and leadership.

Our strategy reflects the call from residents at the Age Friendly Brent Launch for an:

***Integrated, holistic, inclusive and respectful approach – delivering change that benefits today's older residents and future generations.***

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## 2. Strategic Principles

- Older people lead & co design
- Equity & Inclusion
- Accessibility by default
- Prevention & Independence
- Partnership Delivery

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## 3. Strategic Priorities

1. Accessible Transport
2. Outdoor Spaces & Buildings (including Toilets & places to rest)
3. Community Support & Health Services
4. Social Participation
5. Housing

With **Communication & Digital Inclusion** is a cross-cutting priority affecting all areas.

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## 4. Outcomes & Delivery

### **By March 2027**

- Printed Age-Friendly Directory produced and distributed.
- Digital Skills delivered across the borough for older people.

- Pavement walkabout audits completed and reported.
- Rest & Toilet Community Network launched.
- Campaign for removal of restrictions affecting travel concessions.
- Audit of bus stopping/boarding practice piloted.
- Age-Friendly features in local publications and events.
- Age-Friendly Councillor nominee in place.

### **By March 2028**

- Age-Friendly GP access standards agreed and piloted.
- Friendly Bus Driver Award launched.
- Age-Friendly Hub piloted.
- Increased participation in neighbourhood activities.

### **Long term Impact**

This strategy will:

- Improve independence
- Reduce isolation
- Improve access to services
- Support healthy ageing
- Reduce inequalities
- Strengthen communities

## 5. Governance & Accountability

The Delivery will be overseen by the Age-Friendly Steering Group supported by Brent Pensioners Forum and Age-Friendly Ambassadors.

Progress will be reviewed annually through a public Age-Friendly Summit and published progress report.

### Age-Friendly Brent Leadership Model

Group	Role
Pensioners Forum/Older People Ambassadors	Co-design, lived experience, community champions, delivery
Age-Friendly Steering Group	Strategy, accountability, delivery oversight
Wider Consortium Partners	Programme delivery
Residents Association/Forums/Groups	Neighbourhood Leadership
KOVE	Toilets and public space campaigns
Residents	Programme delivery, oversight annual summit

## 6. Conclusion

This strategy responds to older residents' call for practical, visible change and places us alongside older residents at the centre of decision-making.

## 7. Action Plan

The Action Plan sets out our overall goal and actions for each of the priority area over the next two years 2026-28. Over the next 12 months (2026/27) our focus will be on delivering the actions associated with priorities: 1. Accessible Transport, 2. Outdoor Spaces & Buildings (Toilets & places to rest) and the cross-cutting area of Communication & Digital Inclusion.

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### Priority 1 Accessible Transport

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**Goal:** Older people travel safely, confidently and without restrictions

Challenge identified	Action	Lead Partners	Timeline
Freedom Pass Restrictions	Campaign for removal of restricted Affecting concessionary travel	Pensioners Forum, TfL London Councils/Age UK London	ongoing
Bus Driver practice & attitudes (Stop at all stops Provide time to be seated etc.)	Friendly Bus Driver Award established Campaign for older people to be involved in Bus Driver EDI Training	TfL, Bus Operators AFB Ambassadors/Pensioners Forum/ Age UK London	26-28
Unsafe boarding- risk of falls	Pilot Bus Driver audit of stopping & Boarding practice	TfL, Bus Operators/AFB Ambassadors Pensioners Forum/Age UK London	26-27
Poor accessibility	Improve Bus shelters, lifts, seating info Screens on buses; step free access at stations	TfL, Brent Council,	26-27
Accessing Public Buildings	Improve drop-off access at public buildings for people with mobility or disability issues	Council	26-27
Dial-A-Ride unreliable infrequent	Improve frequency reliability of door-to-door Transport/Campaign for a Brent Community Door transport service	TfL Pensioner Forum/AF Ambassadors	27-28 ongoing

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## Priority 2 Outdoor Spaces & Buildings (Toilets & places to rest)

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**Goal:** Public spaces are safe, welcoming and accessible for older people

Challenges identified	Action	Lead Partners	Timeline
Unsafe pavements	Pavement Walk-about Audits	Resident Associations/Pensioners Forum/ Ward Councillors	2026-27
Lack of benches & toilets/ places to rest	launch an Age-Friendly Rest & Toilet Community Scheme	KOVE, Council, and High Street Businesses	2026-27
Anti-social behavior/ Unsafe high streets	Community Safety partnerships - Older Person representation	Brent Council, Police, Residents Forums	2026-27
Dementia Friendly Spaces & building	Promote sign up and commitment to London Mayor's Dementia Friendly Venues Charter	Brent Council (EDI Dept),	ongoing

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## Priority 3 Communication & Digital Inclusion (cross cutting)

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**Goal:** Older people can access information in ways that work for them

Challenges identified	Actions	Lead Partners	Timeline
Over reliance on digital information	Produce Printed Age-Friendly Directory / AFB features in Your Brent magazine	Brent Council	2026-27
Confusing information	Plain English standard/community languages	NHS Brent Council AFB Partner agencies	2026-27
Digital exclusion	Community digital skills support programme tailored to the needs older people in partnership with voluntary/community/schools	Council Digital Inclusion Team /Multi faith Forum/Vol Sector/ Schools	2026-27

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Lack of awareness activities	Regular Age-Friendly features & events in local publications	Council (Comms Team)	2026-27
Positive images of older people	Older Person representation on Your Brent Magazine Editorial Board		

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### Priority 4 Community Support & Health Services

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**Goal:** Older people can access care and support easily, locally and with dignity.

Challenges identified	Action	Lead Partners	Timeline
Difficulty accessing GP/Medical	Introduce Age-Friendly operational standards and procedures (SOP) (Phone booking, letter, in person appointment priority)	Brent ICB, GP Networks, PPG Council	2027-28
Medical appointments booked before 9.30 (Not able to use over-65s Freedom Pass)	Raise awareness with NHS Community & Acute Trusts booking appointments	NHS, Integrated Care Board (ICB)	2026-28
Fragmented health & social care	Establish integrated Neighbourhood Health & wellbeing hubs for older people	NHS, Brent Council, Vol Sector Brent Council, ICB/BHM/Voluntary Sector	2027-28 2027-28
	Lack of district nursing & winter support	Lobby to expand community nursing and Winter Resilience services - improve information	Pensioners Forum, NHS, ICB, Public Health 2028
Older people feel excluded from service	Promote Adult Social Care Coproduction Grp	ICB, Council	2027
Design	Nominate a Councilor as the Age Friendly Champion	Council	2027

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### Priority 5 Social Participation

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**Goal:** Older People have opportunities to connect, contribute and thrive.

<b>Challenges identified</b>	<b>Action</b>	<b>Lead Partners</b>	<b>Timeline</b>
Lack of free spaces for activities	Create Age-Friendly Community Space Network	Council, Libraries, and Hubs	2028
Isolation, limited activities/difficulty getting to activities	Expand Neighbourhood activity programmes exploring grant funding opportunities	Voluntary Sector – AFB Coordinator	2028
	Social prescribing and buddy schemes established	Voluntary Sector, Multi faith Forum	2028
Volunteering opportunities not easy to find	Directory of social & community activities & volunteering opportunities	Council, Joy App, Grandmentors Brent (Volunteering Matters)	2028

## Priority 6 Housing

**Goal:** Older people live in safe affordable adaptable homes

<b>Challenges identified</b>	<b>Actions</b>	<b>Lead Partners</b>	<b>Timeline</b>
Lack of affordable rentable homes	Age-Friendly Housing Strategy	Brent Housing, Developers	2028
Lack of information on accessing Home adaptations	Improve information and expand home grants	Brent Council DFG	2028
Maintaining safe environment	Handyperson services in the borough expanded/	Brent Council/Vol Sector	2028
Multi-generational housing	Introduce age friendly planning standards	GLA, Council	2028

