



## Age-Friendly Brent Strategy & Action Plan 20206-2028 Summary

Shaped by older People – Delivered in Partnership

### 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 populations aged 65+ increased by 23.2%. Currently 29% of Brent residents are aged 50+ within an estimated population of 353,000. And 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.

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## 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.

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## Strategic Principles

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

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## 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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## 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

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## **Governance & Accountability**

Delivery will be overseen by the Age-Friendly Brent Steering Group. Progress will be reviewed annually through a public Age-Friendly Summit.

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## **Conclusion**

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