



South Ayrshire
**COMMUNITY
PLANNING**
Partnership



POPULATION HEALTH AGEING WELL

The South Ayrshire Ageing Well Strategy and Movement is informed by the WHO Age Friendly Communities model that directs activity into 8 'domains' including physical domains (eg housing and transport) and more social domains.

The Ageing Well work is co-ordinated by an Ageing Well Oversight Group with representation from many Community Planning partners and with vital representation from the Champion's Board to hold these organisations to account.

Whilst this is a long-term approach, in the initial period from the Strategy launch in September 2024, there are areas that have progressed quickly and these include:

- the Ageing Well Champion's Boards drive forward the movement and hold statutory and other bodies accountable for actions.
- Working with VASA to develop a new resource (Over to You) to enables better planning for end of life and dying well.
- Accessible spaces (the Access Panel) initiated by the Champion's Board is now in place to ensure all future developments are accessible.
- Housing – working with Stirling University on better joined up planning for housing and locality based services – Planning for Prevention
- the new Connect service run jointly with VASA and Health and Social Care Partnership provides in situ drop-in support and advice on a huge range of Ageing Well topics. There is also on-line and phone based support.
- Take a Seat – campaign led by VASA who seeks partners from commercial, council and third sector to enable seat and toilet access.
- The Ageing Well Development Fund provides small grants to support ageing well initiatives- including work with Ayr United, Ayr/Prestwick Men's Shed, Barr Bowling Club, Girvan Community Garden and Ayr Table Tennis Club.
- Chatty Spaces – funding from Scottish Government to support a range of community groups to tackle social isolation in older people.
- Arts and Culture - working with the Gaiety Theatre and local older people to develop a play exploring frailty (Don't Mention the F Word).
- The Ahead of the Curve HSCP Team provide a range of outreach sessions to support older people and to assess their functional state. They have provided advice and support in many settings including Ayr United, Wetherspoons, Libraries, Bowling Clubs and Garden Centres.

