

Age-Friendly Futures Roundtable 2: Sustainability

The Ambition for Ageing Programme, through our Local Delivery Leads and Scaled Programmes has already had a huge impact on the neighborhoods we are working in.

In December 2018, over 50 Ambition for Ageing contractors, old and new to network and share learning as the programme's focus shifts from delivery to sustainability and legacy. This second roundtable looked at those areas of impact that were at risk of being lost or reduced, and potential solutions to mitigating the risk.

Theme	Individual Responses	Number of responses
<p>1. A range of collaborative working can increase the chances of sustainability.</p> <p>Sharing resources, knowledge and skills and linking smaller and larger groups together can support ongoing age-friendly activity beyond the funded period.</p>	<ul style="list-style-type: none"> 1.1 Groups merging together 1.2 New partnerships and collaborative ways of working 1.3 Shared commitment from partners for continuation of network meetings 1.4 Shared commitment from partners for continuation of 'get involved' directory 1.5 Merging structures/groups together e.g. possible for Equalities Board members to join another equalities reference group 1.6 Multi-agency partnerships if they take on wider / other responsibilities / leadership will have a reason to continue 1.7 Build on relationships with partner organisations and volunteers 1.8 Pool or align budgets, reduce working in sols 1.9 Join the Equalities Board with other infrastructure body of the GM Ageing Hub 1.10 Partnership facilitation and support 1.11 Connect and incorporate groups 1.12 Building links with Local Authorities 1.13 Link into organisations that are already doing this 1.14 Groups planning to give support 1.15 Find forward thinking organisations e.g. Southway Housing Trust 	15

<p>2. Groups need additional skills to secure further funding</p> <p>There is a demand for capacity building support for community groups to secure funding outside of Ambition for Ageing. This capacity building would also increase the level of skills and knowledge within the VCSE sector.</p>	<ul style="list-style-type: none"> 2.1 Skilling up for community groups (funding, bid writing etc) 2.2 Community groups becoming constituted and applying for funding/grants 2.3 Work with groups now to be upskilled, set up to exist beyond AfA funding 2.4 Capacity Building 2.5 Bid writing skills – project development 2.6 Knowledge 2.7 Skills 2.8 Support new and established groups to apply for funding. 2.9 Alternative funding sources 2.10 Need infrastructure support for organisations 2.11 Development. 	11
<p>3. Broadening the number of people who have a stake/commitment in the activity</p> <p>Ambition for Ageing funding has created age-friendly networks and projects which are valued by many. By encouraging a range of stakeholders to take on practical elements of delivery using their existing resources, this activity is more sustainable.</p>	<ul style="list-style-type: none"> 3.1 Split the Equalities Board into more localised forums or programmes of work 3.2 Creating a wider resident led-board 3.3 Encourage people attending to take small roles/tasks to keep groups running 3.4 Commitment (Institutions, Community Groups, Residents) 3.5 Linking with other things in place to help people stay involved eg train taxi drivers 3.6 Employer buy in / understanding 3.7 Ask partners to make a pledge/promise to continue providing older people's voice 3.8 Hand over (eg offer training) to other organisations (eg health services) 3.9 Linking OPN members to other providers - training DPS 3.10 Wigan Council have promised to maintain park after 6 years, but that's a long way off! 	10
<p>4. Older people volunteering is crucial to sustainability.</p> <p>There are a variety of creative approaches to volunteering which could sustain age-friendly activity and generate other benefits for older people.</p>	<ul style="list-style-type: none"> 4.1 Volunteers 4.2 NCS, Duke of Edinburgh, volunteers festival of ageing - could link to other volunteering needs 4.3 Other volunteer opportunities 4.4 Time banking 4.5 It's not always about funding/money. Time exchange of citizens volunteering in their communities/neighbourhoods for set hours per month - possible council tax reduction. 4.6 Membership to the Older People's Network (Time banking) 	6

<p>5. Place-based/community level working is a high priority and creates an environment that could support the continuation of age-friendly activities</p>	<p>5.1 Place based integration 5.2 Emerging shift in health/social care to community asset-based approaches 5.3 Locality economic development notes for older people 5.4 Genuine place based community working from Health and Social Care 5.5 Change and adapt it to what people want in the local area</p>	<p>5</p>
<p>6. Revenue Raising</p> <p>Revenue-raising activities could play a part in sustainability. This could involve participants making contributions to existing activities, or the generation of new enterprise with sustainability built in as part of design.</p>	<p>6.1 Small contributions for services users 6.2 Activities develop other revenue models (charging/funding 6.3 Money 6.4 Develop low-cost, manageable projects 6.5 Model of sustainability at start</p>	<p>5</p>
<p>7. It is important to demonstrate impact and share learning.</p> <p>This should include practical resources for others who want to create age-friendly communities.</p>	<p>7.1 Show impact - to inspire, exercise and make people take notice, storytelling, campaigning etc 7.2 Toolkits - Show impact - to inspire, exercise and make people take notice: 7.3 Create resources available for others to use after project. Guides etc to on how older people can lead projects 7.4 Promote the benefits of the Festival and Ageing to other organisations with an interest in older people who have funding.</p>	<p>4</p>
<p>8. GM strategic/coordinated approach'/policy</p>	<p>8.1 Test and learn models adopted at a GM level – mainstream funding 8.2 A GM coordinated approach linking with 10 localities and economic environmental outcomes 8.3 Policy change 8.4 How to link 'bottom up' to 'top down'</p>	<p>4</p>

<p>9. Awareness Raising</p> <p>The programme has done a great job in increasing the awareness of age-friendliness and what this means. It's important to broaden the reach of this message and see new stakeholders buying in to it.</p>	<p>9.1 Awareness of Age-friendly communities 9.2 Current providers to be more aware of gaps in services identified by research projects such as Working Potential 9.3 Keep channels of engagement going - people not awakened</p>	<p>3</p>
<p>10. Supporting Older People</p> <p>Continued support for older people is crucial to ensuring people from a wide range of backgrounds with diverse needs are involved, as are different routes into taking part.</p>	<p>10.1 Ensure supportive structures are in place - especially for those with additional support requests 10.2 Better system for residents to communicate with social landlord 10.3 Keeping on bringing in more enablers: (Paid/unpaid, From within, ownership) Civic duty)</p>	<p>3</p>
<p>11. Social Prescribing</p>	<p>11.1 Close working with surgeries on social prescriptions 11.2 Money savings for health communities would reduce reliance on clinical services and result in healthier citizens</p>	<p>2</p>
<p>12. Universities</p>	<p>12.1 Improved relationships with university students - co-research 12.2 Investment with large GM organisations include universities</p>	<p>2</p>
<p>13. Retaining communications channels is important to ensuring there is sustained activity</p>	<p>13.1 Plan to share all Networks contact details and recommend meeting place</p>	<p>1</p>
<p>14. Data</p>	<p>14.1 Knowledge of data capture methodologies and analytical skills – demand from funders</p>	<p>1</p>

