



# AGEING BETTER IN BIRMINGHAM. VISION AND KEY MESSAGES



AGEING  
BETTER IN  
BIRMINGHAM



# THE VISION FOR AGEING BETTER IN BIRMINGHAM

Birmingham has won Big Lottery funding of £6million to help make the city a place where older people are valued, supported and have a continuing contribution to make.



AGEING  
BETTER IN  
BIRMINGHAM



We are starting a new movement of volunteers in communities who want to make Birmingham the best place to grow old.

We want people to have more social and community connections and to be able to access more community led support and activity.

We believe that building upon the strengths and skills of individuals and groups will help to create sustainable change within communities.

The skills and experiences of older people are at the heart of Ageing Better in Birmingham. Our 'Age of Experience' group guides the project and help us to make decisions.

We want to empower and enable older people to participate in the project in ways that they want. Older people will receive support and training to enable a full and meaningful contribution.

We are committed to sharing learning and best practice from the project.

# HOW WILL WE MAKE THESE CHANGES?

## AGEING BETTER NETWORKS

These are groups of people who will help stay in touch with and look out for older people in their area. They offer simple, practical local support and involvement opportunities for older people. This might be as simple as just stopping by to make a cup of tea and have a chat, helping with the shopping or changing the occasional light bulb. Ageing Better Networks can work with older people in their area to help start entirely new activities or services that older people want but currently have no access to. The project can help with modest financial support for these new activities.



Simple, practical local support and involvement for older people

## LOCAL ACTION PLANS IN OUR FOUR PRIORITY AREA COMMUNITIES

A local action plan will be produced in our four priority area communities these are: Tyburn, Sparkbrook, Carers and the LGBT community. The purpose of these plans will be to effect longer-term change and improvement in support and services for local people at a neighbourhood level. Older people will be supported, trained and empowered so they can meaningfully engage with the coproduction of these plans. These will be strategic, involving all key agencies and stakeholders. These plans will aim to: address the causes of isolation, be locally determined and part of a continuing plan for making neighbourhoods 'age friendly'.

## AGEING BETTER HUBS

Ageing Better Hubs will be responsible for promoting, developing and supporting Ageing Better Networks and related activities. The Hubs fall into three categories: City Wide Hub, 4x Priority community Hubs and 25 Mini Ageing Better Hubs.

The City Wide Hub is responsible for supporting and enabling the formation of Ageing Better Networks across the city of Birmingham. The 4x Priority community Hubs (Sparkbrook, Tyburn, Carers and LGBT community) will target communities where the greatest risks of isolation have been identified and support these to set up Ageing Better Networks and inform their local action plan.

## SERVICE DIRECTORY

We will develop a new service directory for older people, creating an online portal that will allow older people to find and access local provision and support. This will aim to increase older people's awareness of existing services and provision.

# HOW WILL WE MAKE THESE CHANGES?

## SUPPORTER'S SCHEME

A high profile Ageing Better Supporter's scheme to which local businesses, institutions and organisations can belong and identify themselves as 'age-friendly'.

## INVOLVEMENT AND EMPOWERMENT SUPPORT – EVERY STEP OF THE WAY

Older people will be supported and enabled to engage at all levels of the project through a programme called "Every Step of the Way". The programme will include specialist components for the 'Age of Experience' group, for Ageing Better Network participants and for those already experiencing significant isolation.

## "AGE OF EXPERIENCE" IN AGEING BETTER IN BIRMINGHAM

The Age of Experience group is a group of 20 – 25 individuals that meet every other month to discuss a topic and undertake activities that help shape important elements of the Ageing Better in Birmingham project.

These meetings allow individuals to share their experiences, contribute to overall decision making and development within the project and ensure that the voices and experiences of Older People are at the heart of our project. The group enables us to 'test and learn' our approaches to see if they work and if any areas need development prior to or during delivery.

## TARGET AUDIENCE

- Community groups and organisations
- Citizens



A forum for individuals to share their experiences, to contribute to overall decision making and development

# KEY MESSAGES

## EMPOWER AND ENABLE

The project aims to empower and enable individuals and communities to participate in the project at all levels, helping to create sustainable change in communities based upon skills and strengths of individuals and groups.

## CONNECTING

We want to increase the amount of social and community connections that people have to prevent and reduce isolation.

## POSITIVE

We are focusing on the positive aspects of ageing and helping to build resilience to prevent future isolation in the future.

## STRENGTHS

We celebrate the skills, capabilities, strengths and experience of older people within communities. We will build on existing 'community assets' to increase community connections and access to local community led support.

## CHANGE

We are creating an exciting movement for change across the city and within our four priority communities.

## LEARN AND SHARE

The project aims to evaluate progress and share learning and best practice with other stakeholders to influence service design.

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