

Embracing Ageing

A whole community response to a whole community issue

We all age

Sadly, despite this positive and inevitable reality, across the UK the current attitude and response to our ageing society is mainly focused on concerns about care for older people and preparation for later life, not on the implications for everyone whatever their age.



New partnership project

To address this issue Community Catalysts and the Centre for Policy on Ageing have designed a major project funded by the Esmée Fairbairn Foundation and in partnership with New Philanthropy Capital (NPC). The project aims to try to demonstrate how people in a neighbourhood can work together with local organisations and businesses to:

- Plan together to respond to the opportunities and challenges of living longer
- Align local resource to meet local priorities
- Design and test specific local services and products attuned to an ageing society

The project is in two phases. The first has a focus on finding and learning from people who already have expertise in this area and know what is possible. If the first phase is successful the second will work in one or more localities, taking the learning from phase one and working with local people to put it into practice.



Key questions

- How can we help people in a locality or community to shape how they understand, embrace and respond to the implications of an ageing society?
 - How can we change attitudes to ageing?
 - How can we encourage the involvement of people of all ages – so planning for real lives in the future – children, young people, mid-life and older people?
- How can we reframe the role of public services with regard to ageing?

Are you interested in changing the status quo? Changing attitudes to ageing?

If you are, contact Dave Martin at the Centre for Policy on Ageing DaveMartin@cpa.org.uk or Angela Catley at Community Catalysts angela.catley@communitycatalysts.co.uk to express an interest.