



Protect, care and invest
to create a better borough



Celebrating Later Life in Telford and Wrekin

Summary 2022 – 2032

A proactive, preventative approach to active ageing

“Old age is like everything else. To make a success of it, you’ve got to start young” – Theodore Roosevelt

Why we need an Ageing Well Strategy Executive summary

- The aim of this strategy is to help older people in Telford and Wrekin live a positive and healthy life, and for as long as possible.
- Living longer brings opportunities, not only for older people and their families, but also for society as a whole.
- More mature years provide the chance to pursue new activities such as further education, a new career, or pursuing a long neglected passion.
- By planning, we can celebrate the advances that enable more of us to live longer lives while maximising independence for as long as possible so that people in Telford can live well for longer.

We Are An Ageing Society

- People are living longer and statistics are showing that the number of older people is growing locally, nationally, and across the world.
- Increases in our population would suggest that demand for services in the future will increase.
- We need to start planning now to ensure that we use our limited resources to achieve the best possible outcomes for people. We want people in the borough to live well for longer.
- In Telford and Wrekin we want to celebrate the advances that enable more of us to live longer lives and ensure we maximise independence for as long as possible.

Key Messages

The key messages from the early research told us people want Telford and Wrekin to be:

- The best place to grow old!
- An age friendly place, where people can age well
- People want the local community to be fit for purpose with easy access into services

People want to stay as independent as long as they can and to be able to remain living in their own home. People would like a choice with health services they can access. People want to feel supported through social connections. People want to have a choice on how they choose to live, eat well, exercise, medicate, hydrate, stay warm, remain healthy and stay safe. People would like to see more joined up working across Telford and Wrekin.

In winter 2021 an Ageing Well Partnership Board was formed who took on the themes from the early engagement and co-produced a questionnaire which took place between July and September 2022. We received over 2,800 responses providing feedback on the following themes;

Aspirations

Where we live

People feel safe, feel part of the community, and supported through social connections.

Health and Wellbeing

People stay healthy; people do not feel socially isolated; people will live longer in better quality health.

Digital Inclusion

Support people to embrace technology; digital workshops for people to learn about technology.

Financial Security

Information on planning for the future; benefits or additional income; the whole workforce are advocates for older people.

Transport

Public transport to be available and affordable; transport links to GP surgeries, hospitals and leisure activities.

Carers

Carers are supported; carers have information needed to support financially, and access to support options (i.e. respite, supporting those living with dementia).

Next Steps

The Ageing Well Partnership Board are vital in overseeing this strategy and acting as the steering group for an Age Friendly Telford and Wrekin.

During the next 12 months detailed Action Plans will be developed for each theme. The final section of the strategy document will be revised and reviewed as the Actions Plans are developed, setting out our priorities:

- What we will do
- When we will do it by
- Who will be responsible for doing it
- How we will know what we have done has worked

Updates will be reported to the Health and Wellbeing Board, Telford and Wrekin Integrated Place Partnership and the Shropshire, Telford and Wrekin Integrated Care Board.