



UK Network of Age-friendly Communities

Full Membership Registration Form

Thank you for your interest in joining the UK Network of Age-friendly Communities. Full membership requires a local authority representing a city, region, town, borough, or similar place within the United Kingdom. Please see the UK Network Membership Criteria for more information.

Return this form to the Age-friendly Communities Network Manager: Charlotte.lewis@ageing-better.org.uk

About your Age-friendly Community:

Age-friendly Community name	Bury		
Type of Place (Tick all that apply)	Rural <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Coastal <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> County <input type="checkbox"/> District <input type="checkbox"/> Borough <input checked="" type="checkbox"/> Combined Authority <input type="checkbox"/>		
Total area population	193,855	Population aged 50 and over (%)	38%
		Population aged 50 and over (number)	73,643
Website (URL)	www.bury.gov.uk		
Twitter (If applicable)	Twitter.com/burycouncil		

To be eligible to join the UK Network of Age-friendly Communities you need to be a member or working towards membership of the WHO's Global Network of Age-friendly Cities and Communities.

Please select 'yes' to the statement which best describes you:

We are a member of the Global Network of Age-friendly Cities and Communities	Yes <input type="checkbox"/>
We are working towards becoming members of the Global Network (see box below)	Yes <input checked="" type="checkbox"/>
<p><i>Please complete the following questions outlining your progress towards becoming an Age-friendly Community using the WHO framework. Attach any relevant supporting documents with your application, for example: action plans, steering group minutes, other strategic documents.</i></p> <p>If you are unsure about how to answer any of the questions please don't hesitate to contact the team at Ageing Better using the email above.</p>	

Please briefly describe the level of political and strategic commitment there is to this work locally (150 words or less). (Prompts: Has the work been integrated into workplans and strategies? What



Councillors/departments have been involved? (You may choose to attach minutes of council meetings indicating commitment))

The Bury Integrated Care Partnership has a strong strategic commitment to becoming an Age-friendly Community; the bullet points below demonstrate five pillars within the Older People and Ageing Well plan and brief examples of some of the work happening at present:

- Ageing Well Steering Group - with Councillor representative (gathering data to develop an Older People and Ageing Well Strategy).
- Bury Older People's Network (developing an action plan covering work and money, places, ageing well, and working together. This will sit along-side the Older People and Ageing Well Strategy).
- Frailty Steering Group (a community workforce delivering strength and balance programmes across the borough).
- Dementia Steering Group (gathering data to develop a Dementia Strategy).
- Commissioning and Transformation (developed an Older People and Ageing Well Market Position Statement and Commissioning Intentions).

The Ageing Well Steering Group will lead on the Age-friendly Communities work with support from the other four pillars.

The Deputy Leader/ Cabinet Member for Health and Wellbeing chairs the Health and Wellbeing Board and is being requested to endorse this application for Bury to join the UK Network of Age-friendly Communities.

Please briefly describe what resource (if any) is available or planned for this work locally (150 words or less). (Prompts: Include time, people/ funding/ organisations/ contributions in kind)

The following pillars all have a Senior Responsible Officer and Lead from Bury Council, Public Health, and/or the NHS, with the majority of staff being dedicated to older people and ageing well work full-time:

- Ageing Well Steering Group (Public Health Specialist and a Public Health Practitioner leading the steering group with input from a range of partners including Bury VCFA, Healthwatch, Six Town Housing, Age UK Bury and other local service providers. The group also has a Bury Older People's Network representative and a Councillor representative).
- Bury Older People's Network (Bury Voluntary Community and Faith Alliance commissioned by Bury Council to facilitate and develop the network).
- Frailty Steering Group (NHS leading the steering group with input from a range of partners).



- Dementia Steering Group (Bury Council leading the steering group with input from a range of partners).
- Commissioning and Transformation (The Older People, Ageing Well and Dementia Pillar within the Community Commissioning Team includes 1 Strategic Lead, 2 Integrated Commissioning Officers, 1 Integrated Commissioning Support Officer and 1 Assistant Contract Officer).

Please *briefly* describe the governance structures in place to oversee the work (150 words or less). (Prompts: Is there a steering/ working group in place? Who sits on this group? To what group, board or other structure will your work be accountable)

Each pillar will have its own terms of reference and report to the Ageing Well Board (currently being developed):

- Ageing Well Steering Group
- Bury Older People's Network
- Frailty Steering Group
- Dementia Steering Group
- Commissioning and Transformation

In order to achieve and maintain becoming an age-friendly borough, the work will sit within the Ageing Well Steering Group, as each of the eight WHO themes will be represented within this pillar. Age-friendly Communities will be a standing item on the Ageing Well Steering Group agenda each quarter.

The wider purpose of the Ageing Well Steering Group is to contribute to the development of the Older People and Ageing Well Strategy and Action Plan and to provide ongoing monitoring for these. The group will also ensure the work is aligned to the Let's Do It! Strategy giving particular focus to neighbourhood working and reducing inequalities:

<https://www.bury.gov.uk/my-neighbourhood/lets-do-it-strategy>

Please *briefly* describe how your work will be informed by and involve older people? (150 words or less). (Prompts: How have older voices been included and helped to shape the work so far? What is the ongoing mechanism for doing this – e.g. on steering group, through forums? How have you accessed disadvantaged groups?)

Bury Council commissions Bury VCFA to facilitate and develop the Bury Older People's Network which was established in September 2021.

The Bury Older People's Network is an engagement mechanism for older people to have their voices heard on things that matter to them and to influence the way that services are designed, commissioned, and delivered. The aim is to create better outcomes for the ageing population.



To monitor progress and change, the Network is working on an action plan; this will be a working document and have input from relevant lead persons. Most network meetings have a guest speaker and theme that ties into the action plan.

The Network currently has approximately 12 core members. Diversity has been discussed at length and there are plans to develop a sub-group dedicated to inclusivity as we want to ensure people of all ages and backgrounds feel included and welcome to attend (age 50 and over). Accessibility will also be considered as we want to ensure the group is accessible for everyone, including those with disabilities and care needs.

Lastly, the Network has already started to link in with different community groups, for example the GM Ageing in Place Project and the LGBTQ+ Forum, who were both invited to an event hosted by the Network recently.

One member of the Network is part of the Ageing Well Steering Group and going forward we aim to increase this number.

Please briefly describe what (if any) work you have done to understand where your community is starting from in its age-friendly journey, and what is needed or wanted (150 words or less).

(Prompts: Have you pulled together any baseline data, conducted surveys or focus groups with different stakeholders and older people?)

Greater Manchester has a strategic priority around Age-friendly Communities and the key themes include:

- Work and Money
- Places
- Ageing Well
- Working Together

Bury has decided to mirror these themes and at a recent Bury Older People's Network Event, roundtable discussions took place on GP Access, Transport and Community Life.

Commissioners have close links with the Bury Older People's Network and supported the event above in order to increase membership. An increase in membership is important as it will help us to better understand the needs, priorities, and aspirations of older people from across the borough (commissioners are also providing extra resources and support to the Network in order for them to develop a sub-group dedicated to inclusivity so that membership is more accessible and appealing to a wider range of people).

In addition, Public Health has updated the Joint Strategic Needs Assessment and Neighbourhood Profiles.

Lastly, Bury has the One Community website which is about sharing knowledge and opinions, exchanging ideas, and offering feedback, on various consultations that can lead to improvements in the community.



Please briefly describe any planning or action planning that has happened to date (150 words or less). (Prompts: Have you developed a strategy around healthy or active ageing, separately or as part of other local plans? Do you have an action plan in place?)

We have commenced gathering data to develop a Bury Older People and Ageing Well Strategy that will mirror the new Greater Manchester Older People's Strategy (due to be launched in the near future and includes the themes of work and money, places, ageing well, and working together). We have started gathering data from the JSNA and Neighbourhood Profiles and also from the Bury Older People's Network which aims to represent the voice of older people in Bury.

The Bury Older People's Network is developing an action plan, highlighting their priorities, under the same themes, and this will sit along-side the Bury Older People and Ageing Well Strategy.

We will ensure that the Bury Older People and Ageing Well Strategy is co-produced and localised with a focus on neighbourhood working, reducing inequalities, and prevention. Our goal is to enable people to live well for longer, remain independent, and stay connected within their communities.

We are planning to review the membership of the Ageing Well Steering Group to ensure that the eight WHO themes will be represented within this pillar. This will ensure a joined-up approach and accountability for all partners. One member of the Network is part of the Ageing Well Steering Group at present, and we aim to increase this number going forwards.

Please briefly outline any other information about your community that would support this application: For example, are there any other local initiatives/programmes that complement this work? Funding or partnerships that support your place to become more Age-friendly?

A vast amount of work is happening relating to older people and ageing well across the borough. Some of the key services for older people include: an Information/Advice/Guidance Service, Befriending Service, Handy Person Service and Home from Hospital Service all delivered by Age UK Bury. We also have the Older People's Staying Well Team, the Live Well Service, and the Social Prescribing Service to name a few.

Other specific pieces of work include (but are not limited to):

- Ageing in Place which is a GM Project that Bury has been successful with a bid for funding. The proposal is to utilise a community café in Bury East as a hub for older people in the local community. The idea is to improve connectivity, improve health and wellbeing and reduce loneliness/social isolation.
- Ongoing digital inclusion work linking to Greater Manchester.



- Ongoing financial inclusion work also linking to Greater Manchester (cost of living/financial hardship).
- Yearly Winter Well Campaigns.
- Domestic abuse and older people project.
- Mental health and older people project.

Contact Details

Please submit at least two contact details for your Age-friendly Community. **One of which must be from the representative local authority.**

The primary organisation and contact person will be listed on the map of the UK Network of Age-friendly Communities, Centre for Ageing Better website (<https://www.ageing-better.org.uk/afc>) and will facilitate participation in the UK Network on behalf of the Age-friendly Community.

They will receive the bulk of communications from the Centre for Ageing Better about network opportunities, resources and information (see the UK Network Membership Criteria for more details of this role) and must be willing to respond and be contactable in relation to this work.

Primary local lead for UK Network contact details (if not the above):

Name	Joanne Smith
Role	Public Health Specialist – Ageing Well and Self Care
Organisation	Bury Council
Type of organisation	Local Authority
Postal address	1 st Floor, Knowsley Place, Duke Street, Bury, BL9 0EJ
Phone	0161 253 6878
Email	J.Smith@bury.gov.uk



Secondary local lead contact details:

Secondary contact name	Deb Yates
Role	Strategic Lead for Integrated Commissioning – Older People and Ageing Well
Organisation	Bury Council
Type of organisation	Local Authority
Phone	
Email	D.Yates@bury.gov.uk

Third contact (optional):

Secondary contact name	Stephanie Boyd
Role	Integrated Commissioning Officer – Older People and Ageing Well
Organisation	Bury Council
Type of organisation	Local Authority
Phone	
Email	S.Boyd@bury.gov.uk

Network e-newsletter:

The nominated lead contact will be automatically signed up to receive the monthly UK Network e-newsletter. Please check this box if you would like to opt out

Centre for Ageing Better records

Date application received:

Date of UK Network Steering Group confirmation: