

Age-Friendly Rother Network

Tuesday June 16th 2026

10am	Welcome and introduction Apologies (housekeeping, photos, updates and actions)
10.10am	Quick partner introductions (Name, organisation, quick summary)
10.30am	About Age Friendly Rother
10.45am	About the Age Friendly Rother Network
11.00am	Intergenerational grants and discussion
11.15am	BREAK
11.20am	Seniors Fair Introduction from Frances McKenna
11.30am	Draft Terms of Reference for Age Friendly Rother Network: Review and comment
11.40am	What would we like the network to achieve/focus on?
11.50am	Suggested format for future meetings (AFR updates, presentation, activity, partner updates)
12.00	END

Name_____

Organisation_____



My hopes for the Age Friendly Rother Network are...

Suggestions of people / organisations who we should invite to join the network:

Do you have ideas / suggestions for the intergenerational grant?

I would like to see future sessions on (please tick 3)

- Keeping Connected (inc loneliness and isolation)
- Keeping Active
- Keeping Informed
- Being Ready for life changes
- Housing
- Transport
- Access to health & community support
- Frailty
- Communication and information (inc digital inclusion)
- Respect and inclusion
- Dementia
- Carers

Please add other suggestions below



What is an Age-Friendly Community?

An Age-friendly Community is a place that enables people to age well and live a good later life.

Where it is possible for people to continue to **stay living in their homes**, participate in the **activities** that they value, and **contribute to their communities**, for as long as possible.

WHO's Age-friendly Communities framework acts as a guide for communities to achieve this goal.

**Focus on adults
aged 55+**

**Over 100 LA's signed up,
incl. Hastings & Rother**



RDC/ESCC Partnership Agreement 2025 to 2028

- The aim of this programme of work is to develop a plan of work to enable Rother to be an Age-Friendly Community, so that residents in Rother can continue to thrive and live well as they age in their local community.
- The programme of work will focus on developing and delivering work with partners over the 3-year period to end of March 2028.

Key Features of the Age-Friendly Communities Approach

- **Older people** at the heart of decision-making
- **Partnership** approach with different stakeholders
- Take a **life-course approach**, supporting intergeneration relations
- Improvements at **whatever pace you can** with the resources you have available



The Framework For Age-Friendly Communities

The Eight Domains of Age-friendly Communities are the areas which, when acted upon, can help to address barriers to ageing well.

The Four Stage Framework is a model are we are using to implement our programme.



[What's an Age-friendly Community? | Centre for Ageing Better](#)



More on the domains



Domain	Age Friendly Community Aims
1. Outdoor spaces & buildings	Outdoor spaces & buildings should aim to be safe, accessible & comfortable for people of all ages, thus promoting mobility, independence & a good quality of life.
2. Transport	Affordable, reliable & convenient transport options which enable older people to get out & about & continue to do things that matter to them - whether it's going shopping, meeting friends or attending an appointment.
3. Housing	The right housing & support can help people to age safely & comfortably, maintaining or improving physical and mental wellbeing, as well as social connections.
4. Social participation	Participating in & access to leisure, cultural & spiritual activities can bring a sense of belonging & good relationships, reducing the risk of loneliness & isolation.



More on the domains (continued)

Domain	Age Friendly Community Aims
5. Respect & social inclusion	Enable people of all backgrounds to actively participate in their community, treating everyone with respect, regardless of age.
6. Civic participation & employment	Provision of good-quality options for people in later life so they can continue to contribute to their communities. Can be paid employment or voluntary work, as well as being engaged in democracy.
7. Communication & information	Ensure information is accessible for all to promote getting/staying connected. Focus should include people who don't have English as a first language, are digitally excluded or have a sensory impairment.
8. Community support & health services	Ensure accessible & affordable health care services, community support & physical activity opportunities are in place. Should also include financial inclusion work.

Baseline Needs Assessment – Methodology



- Focused on the data for the eight domains, plus general demographic data for Rother.
- In addition, insight gathered from discussions with partners and the community, plus findings and recommendations from past age friendly related work in Rother, including the HAIRE project and RVA/RDC led work has been included.
- Finally, the assessment considered how District, County and Regional strategies that consider the needs of older people, relate to the Age Friendly domains.
- In many cases the information available can contribute towards the assessment of one or more domains e.g. built environment metrics align with domains of housing, transport, and outdoor spaces & buildings.



Needs Assessment – Findings and recommendations

- 33% of residents are aged 65+ (well above national average), rising to 40% by 2038.
- The 85+ population will double, driving increased care demand.
- **Housing** is a major determinant of health and independence, and challenges exist which require action e.g. non-decent homes, fuel poverty rates and increasing older homelessness and housing insecurity.
- **Transport** is a key driver of isolation and inequality, especially in rural areas.
- **Loneliness** and social isolation are keys risks.
- **Respect and inclusion** can be aided by strong community assets which can support community led solutions
- **Digital exclusion and connectivity gaps** exist, so need for more inclusive communication approaches.
- **Prevention work** around falls, frailty and other long term health conditions is critical, with the importance of early intervention and the development of integrated care approaches and patient pathways essential.

With one of the UK's largest 60+ populations, Rother has an opportunity to be at the forefront of the age-friendly movement.

This will involve everyone's perspective and input:

residents / groups and orgs / communities / local government
/ health and public services / business sector etc

Where does the Rother Age Friendly Network fit?



The network is coordinated by Rother Voluntary Action on behalf of Rother District Council who are leading the wider Age Friendly Rother programme.

This is supported by funding from East Sussex County Council Public Health department.

The network began in April 2026 and is scheduled to run until March 2028.



What challenges do age friendly communities face?

Quality of life

Many of us are living longer, but the experience of ageing in England is getting tougher and more unequal.

- family structures
- children moving away
- post pandemic anxiety
- cost-of-living crisis
- stretched health services
- limited public transport
- inadequate housing
- poor support networks
- digital exclusion
- lack of access to information

These factors are often worse in rural communities.

Ageism

Society still fosters **inaccurate assumptions about older people** which contribute to ageism.

This feeds **negative perceptions** about the societal role and contribution of older people.



**AGE-
FRIENDLY**
ROTHER



Put older people at the centre of any effort to create a more age-friendly community, explore what we need to enable us to:



- ✓ live longer and healthier lives
- ✓ build and maintain intrinsic physical and mental capacity
- ✓ stay in our own homes where possible
- ✓ use our skills, time and energy to contribute to society
- ✓ continue to do the things we value
- ✓ be ready for changes age can bring
- ✓ avoid loneliness, isolation, exclusion (inc. digital)
- ✓ overcome inequities (exacerbated by ageing)
- ✓ challenge and eliminate ageism



Between 2018–23, Rother District Council, Rother Voluntary Action and East Sussex County Council jointly participated in the Interreg funded HAIRE (Healthy Ageing through Innovation in Rural Europe).

Needs

Connected

Active

Informed

Ready

Priority areas

Housing

Transport

Access to health & community support (inc frailty)

Communication and information (inc digital inclusion)

Respect and inclusion

Age Friendly Rother Network



Connect

- Quarterly in-person forums
- Monthly online check-ins

Listen

- Conversations in communities

Feedback

- Hastings and Rother Age Friendly Joint Steering Group
- East Sussex Healthy Ageing Partnership
- Monitoring reports

Communicate

- Database
- Newsletter
- Webpage
- Social media

And...

- Support public events
- Collaborate with Hastings Age Friendly
- Contribute to funding bids





Intergenerational Grants Programme



- RDC has launched a new grants programme designed to support local organisations bring people of different ages together through shared activities.
- £500 max grants will be awarded to groups, with the aim of helping to build relationships between different generations, strengthen communities and improve wellbeing.
- We know that social isolation is a real issue and one of the aims of awarding the grants to community groups is for them to enable an increased sense of purpose and belonging to this section of society.
- We are also anticipating the funding will go towards groups supporting younger people in the area by helping them to build confidence, communication and social skills.
- Grants can be used by organisations to help fund a variety of intergenerational activities, including: the creative arts; storytelling; physical activities like gardening; music and other groups which involve sharing skills and experience across generations.
- See [Intergenerational Activities Toolkit | East Sussex County Council](#) for ideas on developing potential projects
- The form and the guidance document are available at [Intergenerational Grants Programme – Rother District Council](#).
- The closing date for applications is 5pm on Friday, July 31.



Break



Introduction to the Seniors Fair
Wednesday 30 September 2026

Frances McKenna

Office Manager to Kieran Mullan MP



Terms of reference

- Please spend 5 minutes reading and provide comments / feedback

Intergenerational Grants

- Experiences of intergenerational work?
- Opportunities for intergenerational work in your community or organisation?

Future meetings format

- Age Friendly Rother updates
- Presentation
- Related activity
- Partner updates

Thank you for coming