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# Voice & Representation of People aged 50+ Network

Viv Fleming – Project Co-ordinator

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# Funders:

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3 year project:

- ☐ North Yorkshire County Council
- ☐ Craven Communities Together
- ☐ North Yorkshire CCG
- ☐ Vale of York CCG



# Task:

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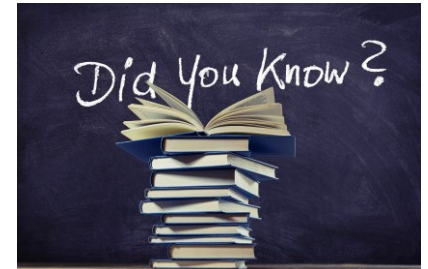
- ☐ To develop an overarching network bringing together residents and organisations
- ☐ To deliver thorough representation to the voice of those aged 50+ across North Yorkshire
- ☐ To engage effectively with local services and feedback on the issues that matter most
- ☐ To ensure sustainability beyond the 3 year project



# Background

WHO Global Network  
For Age-Friendly Cities  
and Communities

- ❑ Residents aged 50+ = growing demographic in North Yorkshire
- ❑ NYCC working towards becoming a recognised 'Age-friendly community' – part of the national network
- ❑ Aim = improve health & wellbeing of people aged 50+
- ❑ To succeed they need to:
  - ❖ gather the county's voice covering all geographical locations and all residents, including those who are seldom heard
  - ❖ communicate to services
  - ❖ implement satisfactory outcomes



# Approach

## ❑ Mapping existing over 50s and gathering information:

- ❖ Forums
- ❖ Groups / voluntary organisations
- ❖ Individuals



## ❑ Liaising with 'good examples' across the UK

## ❑ Collating the opinions of existing residents, groups and voluntary organisations

## ❑ Here to work alongside and complement historical success already achieved

# Age-Friendly Framework

8 domains



# Current thoughts

- ❑ Findings = engagement is a challenge = needs creative thinking
- ❑ Create 'hook'
- ❑ Survey eligible residents covering all 8 domains
- ❑ Develop an 'age-friendly' vision
- ❑ Eligible residents register to:
  - ❖ Feedback and further consultation on the charter development
  - ❖ Regular newsletter
  - ❖ Opportunities to get their voice heard (eg Q&A session – Director of Health & Adult Services)





## Next step



- ❑ Work together with a diverse range of North Yorkshire residents aged 50+ to design and develop the network





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# Launch

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- ❖ 1 October 2022 : International Day of Older People
- ❖ Events around North Yorkshire
- ❖ Animated video
- ❖ Poster
- ❖ Membership registrations



# Co-design

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- ❖ Ask for members to help co-design the structure/management of the network
- ❖ These 'volunteers' will not necessarily form any agreed steering group / committee / partnership board



# Potential volunteer opportunities



Existing group representative

Locality lead

District lead

Focus group member



Domain lead

Steering group member

Partnership board member



# Collaboration

Every North Yorkshire resident aged 50+ is entitled to membership

Can you help . . .



. . . spread the word?

Volunteer eligibility criteria:

- Aged 50+
- Resident in North Yorkshire

Interested in a launch pack? . . .

Drop me an email:

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**Yorkshire**

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**THANK YOU**  
**for your time**

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