

# Newham Ageing Well Strategy 2024/25 Actions

## Priority 1: Information and communication



I have accessible, joined-up information and advice about services and opportunities that may benefit or interest me in a language I understand. I can communicate my needs and preferences to the council and its partners easily.

Action 1a	Action 1b	Action 1c
Align and refresh the purpose of the Ageing Well Resident Advisory Group and Older People's Reference Group (OPRG) (inc: a review of the WhatsApp Group and OPRG Newsletters).	Increase the number of residents engaged with Ageing Well - ensuring, via collection of their protected characteristics, their views and experiences reflect the wider 50+ population.	Deliver an Ageing Well Festival to: <ul style="list-style-type: none"> <li>• Celebrate residents aged 50+</li> <li>• Provide information about activities and services available in the borough</li> <li>• Connect residents, local voluntary organisations, and statutory services Inform residents about how they can get involved with shaping the Ageing Well Strategy and annual priorities</li> </ul>

## Priority 2: Home



I live in a comfortable, safe home that supports and promotes my independence.

Action 2a	Action 2b	Action 2c
Address fuel poverty through the Stay Warm in Newham scheme, community energy champions and Green Doctors energy support.	Reduce the Adult Social Care Occupational Therapy waitlist.	Open Leacroft Lodge Extra Care Scheme.

## Priority 3: Finance, employment, volunteering and retirement



I have my participation and contribution acknowledged and valued; and have a sense of purpose.  
I have enough income and receive all the financial benefits to which I am entitled.

Action 3a	Action 3b	Action 3c
<ul style="list-style-type: none"> <li>• Agree and deliver the Council's Age Friendly Employer pledges.</li> <li>• Increase the number of Newham based employers to sign-up to the Pledge.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and support eligible residents to claim Pension Credit and other benefits.</li> <li>• Use the Low Income Families Tracker (LIFT) platform identify and support residents who may be struggling to maximise their income (inc: reaching out to those who are Care Act eligible).</li> </ul>	Develop relationships with Newham based schools and their PTAs to create intergenerational volunteering opportunities.

## Priority 4: Community, connection and neighbourhood



I have my participation and contribution acknowledged and valued; and have a sense of purpose. I have enough income and receive all the financial benefits to which I am entitled.

Action 4a	Action 4b	Action 4c
Establish and promote a University of Third Age (U3A) in Newham.	Develop the East Ham nature reserve and Green Gym.	Develop and promote the Men in Sheds offer.

## Priority 5: Planning and preparing for later life



I am able to plan for my future care and after my death - ensuring my wishes are known and respected. I receive safe, high-quality health and social care as needed.

Action 5a	Action 5b	Action 5c
Implement an evidenced-based falls prevention programme.	Review and re-procure the Dementia Support Service.	Conduct a quality-focused review of services for people approaching the end of life with recommendations on how to maximise resident choice.

## Enablers and partnerships

### Resident involvement

- Ageing Well Resident Advisory Group
- Older People's Reference Group



### Working in partnership with local organisations

- Age-friendly employers
- Voluntary sector partnerships



### Research and evidence

Newham Centre for Health and Care Equity: calling academic partners to work with us on healthy ageing



### Information

[newham.gov.uk/ageingwell](http://newham.gov.uk/ageingwell)  
[wellnewham.org.uk](http://wellnewham.org.uk)

