



Sunderland Report

2021–22



Introduction



In 2021 a conference took place for Sunderland residents aged 50+, Sunderland City Council and city partners are committed to supporting the wellbeing of people who are ageing well and taking steps to ensure they can continue to live happy, independent, and fulfilling lives.

One way we have done this is through Sunderland's Ageing Well Ambassadors Programme. We recruited 20 Ageing Well Ambassador's last year, these volunteers are adults of any age who take action to help raise awareness and spread the Age Friendly message to others. They are people from organisations, businesses or communities who want to help make Sunderland an Age Friendly city.

Ambassadors are acting as the voice of Sunderland's older residents, informing services and investment in the city to ensure residents of all ages lead fulfilling lives. They also promote Age Friendly Sunderland within their workplace, sports team, place of worship, with family and friends or anywhere in their community.

Sunderland is recognised as being Age-friendly and forms part of the UK network of Age-friendly Communities, which is made up of over 40 cities, towns, districts, and counties working together to share learning and promote Age-friendly practices.

Our Age-friendly plan for Sunderland is based on three themes



1. Developing

Age-friendly neighbourhoods supporting Sunderland residents to live healthier lives for longer



2. Creating

Age-friendly services and enabling residents to live in their homes for as long as they want to



3. Promoting

Age Equality and empowering older residents to have their say on the things that matter to them

As part of this, we want to ensure people who are ageing well feel confident in having their say on issues affecting them, in their community.

Our Vision

“Everyone in Sunderland will have healthy, happy lives, with no one left behind”

Our people make our city what it is, they are our best assets. It's very important to us that they feel valued and rewarded for their contribution. It's important, that you feel connected to the organisations and the services they provide.

We know that being connected and having a sense of belonging is an influencing factor to improving health and wellbeing. We want to be sure we're doing everything we can to enable our Ageing well Ambassadors to know their knowledge, skills and strengths are valued.

Principles of Ageing Well Ambassadors programme



- Ambassadors will be co-designers with partners across the city on developments and ideas to make our city age friendly
- The focus of interventions is on the strengths and aspirations of the people we work with
- Communities and social environments are seen as being full of resources and assets
- Service providers collaborate with the people they work with recognising that their work is driven by local people
- Interventions are based on self-determination
- There is a commitment to empowerment
- Problems are seen as the result of interaction between individuals, organisations or structures rather than deficits within individuals, organisations or structures

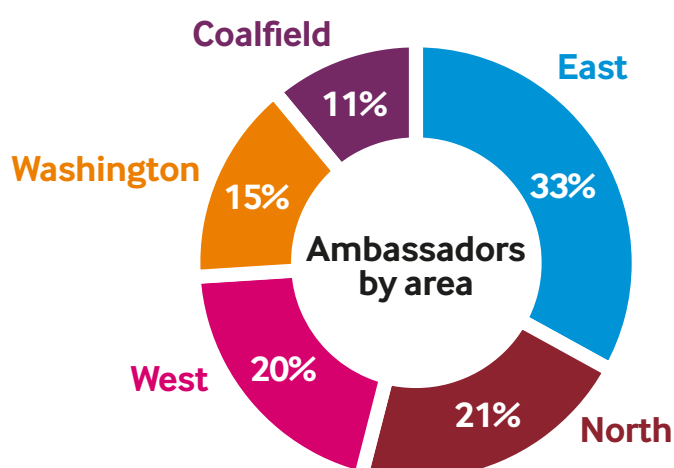
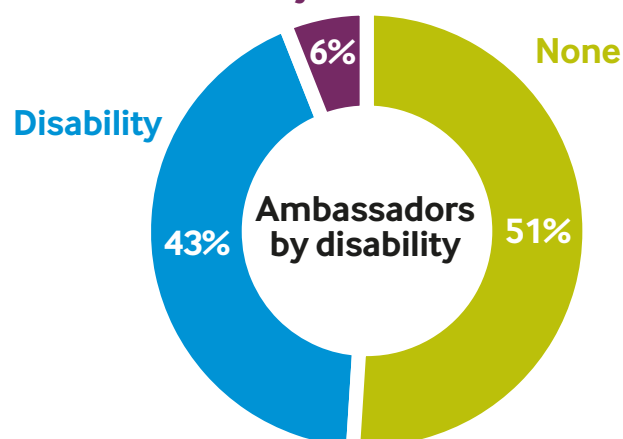


Key outcomes of the programme 2021–22

Male (22)



Didn't say



Designed role description and branding



Held five area-based events March 2022 to recruit more ambassadors and find out from local people what's important to them



Held an Ageing well event October 2021, to launch the Ambassadors programme



Held 10 face to face and online meetings with Ambassadors



Consulted on 23 activities surveys, research, and other key developments in the city

Achieving our vision will take time but our plan



We'll identify priorities on a yearly basis



We'll assess and evaluate the effects of our activities and how we are making a difference



We'll listen and respond to the ambitions and ideas generated by our ambassadors and our ageing well community

Ambitions for Ambassadors Programme 2023–24



To develop my generation comms; Sunderland newsroom of people ageing well to tackle ageism stereotypes



Ensure services informed by the views of ambassadors and any new developments in the city



Develop partnerships with the University, NHS and other key partners



Continue to recruit more ambassadors targeting more priority communities to get involved



Set up a WhatsApp group for faster communication and for those not using digital platforms



Look at designing Age friendly training with ambassadors for key services across the city NHS, TWFS, etc raise awareness of ageism and ensuring age friendly services and neighbourhoods



Plan ageing well event for New year to award ambassadors with a certificate for their commitment to our city



Work closely with SMART city comms lead, to promote digital inclusion



Want to get involved?

Find out more about how our ageing well programme or how to become an Ageing Well Ambassador visit:
www.sunderland.gov.uk/ageing-well

