



## Mayor of Bristol

**Reply to** Marvin Rees  
**Telephone** 0117 922 2420  
**E-mail** [mayor@bristol.gov.uk](mailto:mayor@bristol.gov.uk)  
**Date** 01.11.2018

To whom it may concern,

I am delighted to be writing to support Bristol's application to join the WHO's Global Network of Age-friendly Communities. There are over 125,000 people over the age of 50 in the city of Bristol, representing 28% of the population. These citizens have been instrumental in creating the vibrant and diverse city that we are all proud to call home. Not only did they build our history – they continue to shape our present and future.

Bristol was part of the original network before the inception of the Centre for Ageing Better's UK Network of Age-friendly Communities. The Bristol Ageing Better programme director continues to sit on the national steering group. We welcome any opportunity to support our fellow cities in achieving their ambitions to improve the lives of people over 50.

Bristol City Council's recent Corporate Strategy (2018 – 23) states that we will work *"with the Bristol Ageing Better Partnership to produce an Age Friendly City strategy that will enable older people to feel safe, enjoy good health and continue to participate fully in society"*. I am proud that Council officers and elected members, led by my Cabinet Member for Adult Social Care, Helen Holland, have been instrumental in supporting Bristol Ageing Better in preparing this application.

We have been working with Age UK Bristol and Bristol Ageing Better to deliver an Age Friendly Bristol since 2014. Since then, the Bristol Ageing Better team and Council officers have been working tirelessly on the initiative - engaging with a variety of stakeholders and over 1,000 older people through formal and informal opportunities. They have involved organisations and individuals from the not for profit, public, and private sectors to identify what is working, what needs to be improved, and how we can make these changes. The original baseline assessment of age-friendliness was created by Bristol City Council staff and this directly fed into the action plan and the indicators that monitor progress.

The mechanisms to involve and consult with older people are well established and we have used a cycle of continual improvement to develop the attached application. As one example, we are in the process of



forming an Age Friendly board. This will link council officers and those mechanisms together, in order to ensure development and delivery of the action plan.

As a city, we are committed to improving the lives of all people through our One City Approach, bringing together all sectors and stakeholders to collaborate on priority issues. Our vision is that Bristol will be a fair, healthy and sustainable city - where everyone can share in its success. I am looking forward to seeing both strategies working side by side as we seek to improve the city's offer to its older residents.

Almost 10,000 people in Bristol are aged 85 and older; this is estimated to rise by 60% to 16,000 people in the next 25 years. Responding to this demographic shift will require us to make radical changes across many aspects of our governance strategy. Becoming an Age Friendly City offers a framework through which we can prepare for this. I am proud to support both this application and the work being delivered to improve Bristol for all of its residents. I would also like to take this opportunity to wish you well in achieving the overarching aims of the WHO Global Network of Age-friendly Communities. I hope that Bristol can be a valuable contributor to your crucial work.

Yours sincerely,



**Marvin Rees**  
**Mayor of Bristol**