

Ms Alana Officer
Department of Ageing and Life-Course
(ALC)
World Health Organization
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Philip Glanville, Mayor of Hackney
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16 December 2020

Dear Ms Officer,

WHO's Global Network of Age-friendly communities

On behalf of the London Borough of Hackney, I am pleased to offer this letter of commitment to build and create an age friendly community and to support Hackney's application to join WHO's Global Network of Age-friendly communities.

We have just under 43,000 people aged 55 and over living in Hackney and one of our key manifesto commitments has been to develop a co-produced strategy that would support older people in Hackney to age well. Our new Ageing Well strategy aims to look at people from age 55, recognising that although ageing is a unique and individual experience, getting services to think about the needs of a changing demographic should start early. Our strategic priorities were influenced by the WHO's eight domains as well as through engagement work and co-production with our older residents. At the beginning of 2020, I appointed a Mayoral Advisor for Older People as a newly established position to apply leverage along with the strategy but also to advocate the needs and interests of older people living in Hackney. I am proud that this strategy will be adopted formally through our Cabinet governance this week and that Cllr Maxwell joins me in signing this letter.

There are five prominent enablers for action that run through the course of this strategy and are essential to this ambition. They are:

- shared approaches and how front line professionals work with residents to support and empower them around behaviour change about their health and wellbeing;



- joined up working within the council and with partners in considering needs in the round and adapting services so that they are more accessible and effective for residents;
- joining up and pooling different programmes of work and commitments. For example we currently have commitments to become dementia friendly, learning disability friendly, autism friendly and eventually age friendly through this strategy. It makes sense that all of these commitments are part of one approach so that Hackney truly is a place for everyone;
- reviewing and improving communication and information flows and addressing the digital divide;
- And most importantly, ensuring the continued involvement of older people,

The strategy aims to provide, build on and facilitate opportunities for greater intergenerational activity, social participation, civic inclusion and localised support through partnership working. A few examples noted in the strategy are:

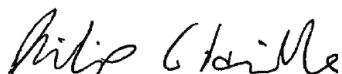
- utilising and promoting community assets,
- building digital skills through digital buddy schemes,
- reviewing our suite of public realm furniture,
- supporting and promoting volunteering,
- working with businesses to create more age friendly high streets,
- involving older people to co-produce solutions and
- creating intergenerational programmes through work with Young Hackney, Hackney Youth Parliament, Hackney Young Futures Commission, schools and children's centres.

Through the strategy, an implementation plan will be developed and residents will be involved, not only in the governance and monitoring of this work but also in opportunities to contribute to changed services as well.

Becoming an Age Friendly City offers a framework and provides a platform for external audit but also learning and sharing of best practice from other committed areas. Ultimately we recognise that an age friendly place can only be created and maintained if everyone considers this their business, and joining the network aims to create that culture shift within the council and also across the borough.

I am proud to support both this application and the work being delivered to improve Hackney for all of its residents and hope that Hackney can make a valuable contribution in your overall vision of a world that is truly age-friendly.

Yours sincerely



Philip Glanville
Mayor of Hackney

Cllr Yvonne Maxwell
Mayoral Advisor for Older People

cc Cllr Chris Kennedy, Cabinet Member for Health, Adult Social Care and Leisure