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| Our ref:  Please ask for:  email:  Date: | NM/AFC  Nicola Mitchell  [nicola.mitchell@rother.gov.uk](mailto:nicola.mitchell@rother.gov.uk)  13 August 2021 | http://www.rother.gov.uk/utilities/action/act_download.cfm?mediaid=6033 |
| Age Friendly World  World Health Organisation  Avenue Appia 20  1211 Geneva  Switzerland | | **Councillor Doug Oliver**  **Leader of Rother District Council**  Town Hall  Bexhill-on-Sea  East Sussex TN39 3JX |

Dear Sir/Madam,

Rother District Council is delighted to be writing to seek membership of the Age Friendly Cities and Communities network.

A district of approximately 100,000 people, Rother is located on the south coast of Great Britain. The estimated population of those aged 60 and over is over 38,000 people, with almost 2,000 of those over the age of 90. In 2019, Rother’s population aged 65+, ranked second highest of all districts/unitary authorities. This is expected to increase to 40% by 2034.

Working together with Rother Voluntary Action (RVA), East Sussex County Council and the Centre for Ageing Better, the spokesperson for Older Persons, along with interested councillors involved in the Healthy Ageing and Innovation in Rural Europe (HAIRE) Project, have identified the first steps we need to take in developing baseline assessments and an action plan to become age-friendly.

By joining the WHO Global network, we are making a statement of intent to: promote and use positive images and language around ageing; better support people to be physically active; support people through ‘transitions’ in later life that affect their ability to age well (such as becoming a Carer, acquiring a long-term health condition, losing mobility, moving home, or being bereaved); promoting and developing opportunities to age well by continuing to be an ‘active citizen’ in Rother in meaningful ways to people; and share the learning of how we have improved the lives of our residents in later life with the global Age Friendly Communities Network.

We look forward to becoming part of the WHO Global Network.

Yours sincerely,



Councillor Doug Oliver  
Leader of the Council