

Our Reference: LDR/CCL/RJ/JUL08
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Date: 8th October 2021

FAO:
World Health Organisation

Dear Sir / Madam,

On behalf of East Lindsey District Council, we are pleased to confirm our express commitment to supporting and enabling people to live and age well across East Lindsey, and our wish to become a member of the World Health Organisation Global Network of Age Friendly Communities.

Being an Age Friendly Community is something we have committed to as an organisation and as a partnership in East Lindsey. It is embedded as a priority within our corporate plan and feeds through into our political portfolio responsibilities, our service delivery arrangements, our projects, and our partnerships. We are confident that East Lindsey can play a key role in supporting your ambitions and playing an active role as an area that can test and learn what it means to enable people to live and age well. We have valued our engagement and opportunity to both learn and share our own best practice as part of the UK Network of Age Friendly Communities to date and are proud to have been the first District Council in the country to become a member of the network. Indeed, we have played an active role in this.

Our application includes the first Age Friendly Baseline Assessment which has been endorsed by the Council's Executive Board and will now form the basis of our delivery plan. I have appended to this letter details of some of the other activities at a strategic and day to day level, which I hope provides you with confidence of the extent of not only our commitment, but how we are leading the way and putting our commitments into practice.

Further to this, our Age Friendly work in East Lindsey, much of which has been led by our voluntary sector partner TED (Talk, Eat, Drink) has been the catalyst for Lincolnshire's achievement in becoming the Rural Strategic Partner of the National Centre for Ageing Better – something that sits firmly within the Lincolnshire system, governed by the Lincolnshire Health & Wellbeing Board. East Lindsey District Council is a proud signatory to this partnership and is actively supporting work across the whole of Lincolnshire to ensure that we have a system wide response to supporting people to live and age well and that in doing so, we can be a rural and coastal exemplar. As we emerge from a pandemic that has had such a significant

impact on people across the Country, this is a particularly important opportunity and one that we take seriously.

We very much hope our request to become a member of the WHO Global Network of Age Friendly Communities is accepted. We would be happy to share more detail on any aspect of our work to support our application.

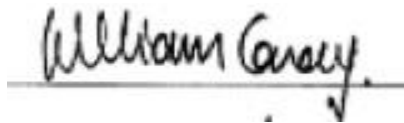
The links below will take you directly to some of our key documents and decisions, to confirm our commitment at every level:

- [Executive Board Decisions](#)
- [ELDC Corporate Strategy](#)
- [Connected Coast \(Town Deal\) Board Vision](#)
- [Our partnership with TED in East Lindsey](#)
- [Our Lincolnshire Rural Strategic Partnership with Ageing Better](#)
- [Our contribution to the Ageing Better publication - Ageing in a Rural Place](#)

Your Faithfully,



CLLr Craig Leyland
Leader of East Lindsey District Council



CLLr William Gray
Portfolio Holder for
Housing, Communities & Better Ageing

Attachment – overview of Age Friendly Activity in East Lindsey

Attachment

Age Friendly Activity in East Lindsey

Like much of the country and indeed globally, East Lindsey has an ageing population. East Lindsey District Council has been explicit in its commitment to support people to live and age well. In 2019, East Lindsey District Council became the first District Council in the country to join the [UK Network of Age Friendly Communities](#). Having supported the ongoing development and delivery of the TED programme in East Lindsey and with the establishment of a Better Ageing Portfolio within the Executive Board and visible commitment to Better Ageing, the council already had enough evidence to take this a step further to join the Global Network of Age Friendly Communities (via the World Health Organisation), however, it was considered more important to focus on taking action and understanding what was needed, what our starting position was, what was needed in order to be able to show what works and opportunities to be an exemplar in this area of work before submitting this application. East Lindsey District Council has continued to play a significant and active role as leader of place and system leader in relation to the Better Ageing agenda and the following activities and actions since this time lead to a recommendation that it is now appropriate to submit this application. Our partnership with Lincolnshire YMCA (formerly Community Lincs) remains critical to this.

Activity has been extensive and collaborative and includes:

- [Baseline assessment](#) completed
- System leadership leading to Lincolnshire becoming the National Centre for Ageing Better's Rural Strategic Partner, with the Lincolnshire Health & Wellbeing Board becoming the governance mechanism. ELDC a signatory the MOU alongside Lincolnshire County Council (LCC) and Greater Lincolnshire Local Enterprise Partnership.
- Co-funded lead officer between ELDC, YMCA Lincolnshire and LCC as a step towards Lincolnshire becoming an Age Friendly County
- Endorsement of [Lincolnshire Homes for Independence Blueprint](#)
- Direct contribution to national research on [Ageing in a Rural \(and coastal\) place](#)
- Active contributor to UK Ageing Better Steering Group
- [ELDC Corporate Strategy 2020-2030](#) commitment to Better Ageing
- Shaping an emerging health and wellbeing strategy for District Councils in Lincolnshire to embed Better Ageing as a cross cutting theme
- Delivery of the [Wellbeing Lincs Service](#): community response delivery model for vulnerable and clinically extremely vulnerable adults during the pandemic
- [TED](#) support to older residents to reduce loneliness & isolation through a test & learn approach
- TED has developed a number of [learning reports and events](#)

- TED development of a LEP funded [Age Friendly Futures](#) Programme to support over 50's back into work
- TED development of a regional support network for people ageing without children ([AWOC](#))
- ELDC system leadership to increase visibility of TED within health and wellbeing system
- A number of examples of co-production with residents
- Economic analysis of TED programme shows social return on investment of £5.52 per £1 invested
- Partnership collaboration to support older residents to complete the 2021 'Digital First' Census.
- Academic research & evaluation of TED programme strands
- Better ageing focus in the [Connected Coast](#) Town Deal vision, particularly within [Mablethorpe Town Investment Plan](#). Links between health and economic prosperity actively shaped the plan – particularly its Anchor Project, [The Campus for Future Living](#)

Our Vision

Our vision for Mablethorpe and Skegness is that they will make their distinctive contributions to a Connected Coast, renewed and refreshed as settlements through a programme which: diversifies their economies, builds their skills base and establishes them as national test beds for future living and natural resource management. They will become places where positive ageing, a cutting edge approach to tourism and innovation around energy and water management turn current weaknesses into nationally significant strengths.