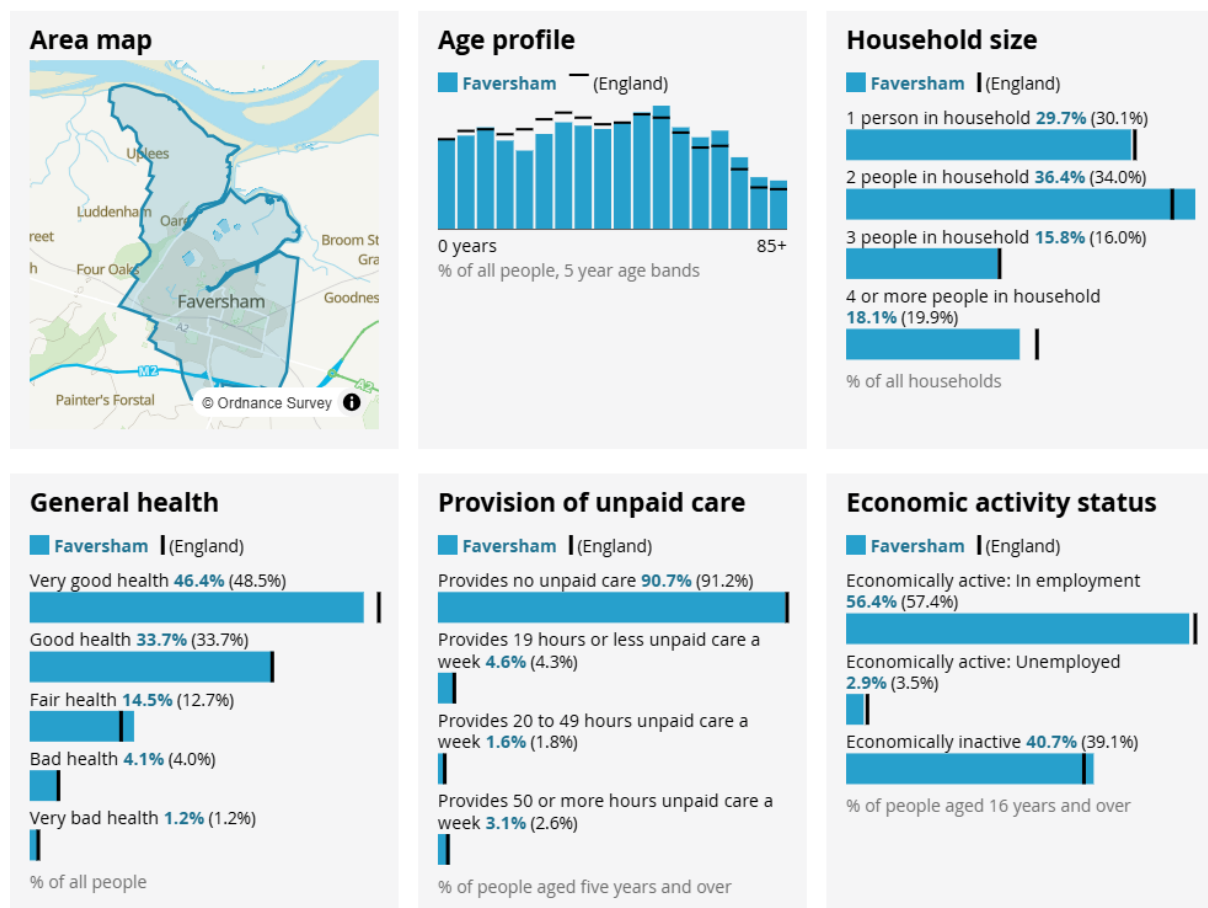# FAVERSHAM TOWN COUNCIL

Faversham Age-Friendly Town Action Plan

In October 2024, Faversham Town Council's Community Committee resolved to become an age friendly town.

Faversham has an above average number of residents aged 50 and over, the majority of whom are probably in good or very good health. Most households are made up of just one or two people, with over 40% of residents economically inactive – meaning they are choosing not to work and over 90% not providing unpaid care. There could be a benefit and opportunities to making Faversham more age-friendly. This could support wellbeing, tackle isolation, and encourage greater community involvement.

Faversham

Area map

Uplees
Luddenham   Oare
reet
h   Four Oaks
Faversham
Broom St Gra
Goodnes
A2
M2
A2
Painter's Forstal
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Age profile

■ Faversham ─ (England)

0 years   85+
% of all people, 5 year age bands

Household size

■ Faversham | (England)

1 person in household **29.7%** (30.1%)

2 people in household **36.4%** (34.0%)

3 people in household **15.8%** (16.0%)

4 or more people in household **18.1%** (19.9%)

% of all households

General health

■ Faversham | (England)

Very good health **46.4%** (48.5%)

Good health **33.7%** (33.7%)

Fair health **14.5%** (12.7%)

Bad health **4.1%** (4.0%)

Very bad health **1.2%** (1.2%)

% of all people

Provision of unpaid care

■ Faversham | (England)

Provides no unpaid care **90.7%** (91.2%)

Provides 19 hours or less unpaid care a week **4.6%** (4.3%)

Provides 20 to 49 hours unpaid care a week **1.6%** (1.8%)

Provides 50 or more hours unpaid care a week **3.1%** (2.6%)

% of people aged five years and over

Economic activity status

■ Faversham | (England)

Economically active: In employment **56.4%** (57.4%)

Economically active: Unemployed **2.9%** (3.5%)

Economically inactive **40.7%** (39.1%)

% of people aged 16 years and over

Source: Office for National Statistics - Census 2021

Vision: To make Faversham a place where people of all ages, particularly older residents, feel valued, supported, included, and able to participate fully in community life.

Following the World Health Organisation's 8 age friendly domains, the following actions are planned.

1. Outdoor Spaces and Buildings

Goal: Ensure that public spaces and buildings are accessible, safe, and welcoming for older people.

Actions:

- Conduct an age-friendly audit of public spaces, including seating, lighting, signage, kerbs and pathways to identify local needs.
- Increase accessible seating in identified key locations.
- Ensure public toilets are accessible and well-signposted.

2. Transportation

Goal: Provide affordable, accessible, and reliable transport options.

Actions:

- Lobby KCC and local providers to improve the accessibility and frequency of local buses.
- Promote the Faversham Hopper Bus and ensure the service meets requirements.
- Continue to promote safe walking, wheeling and cycling routes, considering mobility scooter and pedestrian needs.

3. Housing

Goal: Enable older people to live safely, comfortably, and independently in suitable housing.

Actions:

- Promote initiatives that help older residents with home adaptations enabling them to stay in their homes longer, such as FACE.
- Promote awareness of housing advice and grants available to older people through the Faversham Community Networking Group.

4. Social Participation

Goal: Increase opportunities for older people to participate in leisure, social and cultural activities.

Actions:

- Map and promote social activities that are inclusive for older adults.

- Encourage free or low-cost events at accessible venues and times.

- Encourage or support "age-friendly hours" at local venues, markets, and cafes.

5. Respect and Social Inclusion

Goal: Develop a culture of respect and inclusion for older people across the community.

Actions:

- Promote age-positive imagery and language in all council communications.

- Celebrate older people's contributions through storytelling, events, and awards.

- Offer training on ageism awareness for local businesses and organisations.

- Include older people in decision-making processes, forums, and advisory groups.

- Members and officers to become Dementia Friends.

6. Civic Participation and Employment

Goal: Support older people to stay involved in local decision-making, volunteering, and employment.

Actions:

- Encourage volunteering opportunities that are flexible and welcoming to older adults.

- Host civic engagement sessions at accessible times and locations.

- Work with local employers to promote age-friendly workplace practices.

- Involve older people in co-producing services, events, and policies.

7. Communication and Information

Goal: Ensure older people can easily access information in formats they can use.

Actions:

- Provide key information in print, online, large print, and audio formats.

- Identify key areas, in accessible locations, for additional noticeboards with up-to-date information.

- Support digital literacy training and drop-in IT help sessions (Faversham Umbrella / West Faversham Community Centre).

- Use local networks to share info such as the Faversham Community Networking Group.

- Provide a regular newsletter of activities and news specifically for older adults living in retirement accommodation, in partnership with other organisations.

8. Community Support and Health Services

Goal: Ensure older people have access to the care and support they need to stay healthy and well.

Actions:

- Work with local NHS and community health providers to identify gaps in services.

- Promote access to preventative services like falls prevention, mental health support, and social prescribing.

- Support carers through information, respite options, and community support.

- Facilitate links between GPs, pharmacies, and community organisations for integrated care.

Implementation and Monitoring

- **Form an Age-Friendly Faversham Working Group** involving older residents, service providers, and community groups.

- **Apply to become a member of the UK Network of Age-Friendly Communities**.

- **Report annually** on progress to the Town Council and community.