

Age Friendly Faversham Action Plan

Action	Who would lead? Who else needs to be involved?	Next Steps	Outputs How will we know this action has happened?	Outcomes What change should an older person notice if the action is successful?
Recruit and support Faversham Age Friendly Ambassadors to help shape and deliver the action plan. Domain: All	-Involve Kent -FCNG -Age Friendly Steering Group	1-Recruit up to 10 ambassadors over two years, aiming for representation from different communities and areas of Faversham. 2-Agree practical ways for ambassadors to contribute, such as walkability audits, testing information, engaging with businesses and supporting local events. 3-Invite ambassadors to steering group meetings or establish another clear route for them to share residents' views. 4-Review the ambassadors' experience and contribution regularly. 5-Identify host business or organisation for Age Friendly Ambassadors when Involve Kent funding ends to provide statutory training and guidance, etc.	-Number of ambassadors recruited and retained. -Number and type of activities supported. -Feedback and recommendations provided by ambassadors. -Evidence of ambassador input.	-Older people have a stronger voice in local decisions. -Actions better reflect residents' needs and experiences. -Greater community involvement in making Faversham age friendly.
Encourage Faversham to sign up to the Age Friendly Employer pledge. Domain: Civic Participation and Employment Domain: Respect and Social Inclusion	-FTC Community Committee -Local Business Networks -Age Friendly Ambassadors	1-Faversham Town Council signs the Age Friendly Employer pledge committing to one action per year. https://ageing-better.org.uk/employer-pledge 2-Identify an existing local business network rather than creating a new group unless needed. 3-Promote the pledge through business networks, direct engagement and local communications with support from age friendly ambassadors. 4-Gather feedback and examples of changes made by participating employers. 5-Recognise and share good practice through the Town Council website, magazine and local events.	-Faversham Town Council signs the pledge. -Number of employers approached and signed up (Target 5 employers in year one). -Number and type of age-inclusive changes introduced. -Case studies of Age Friendly employers to share on social media, noticeboards and FTC magazine.	-More inclusive workplaces for people of all ages. -Older workers feel valued and supported. -Employers are better able to recruit and retain experienced staff.
Encourage Faversham businesses to become age and	-FTC Community Committee -Local Business Networks	1-Invite businesses to review accessibility, seating, toilets, signage, lighting and customer service. 2-Offer practical staff awareness sessions, including dementia-friendly training.	-Number of businesses engaged and completing a review. -Number of staff attending awareness training.	-More welcoming and accessible local businesses.

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dementia friendly Domain: Outdoor Spaces and Buildings Domain: Respect and Social Inclusion	-Age Friendly Ambassadors -Age Concern -Dementia Action Alliance Swale	3-Encourage businesses to introduce achievable improvements, such as "Take a Seat". 4-Ask Age Friendly Ambassadors and people living with dementia to provide constructive feedback. 5-Recognise and promote participating businesses and share examples of good practice.	-Number and type of improvements introduced. -Examples of good practice shared.	-Older people and people living with dementia feel more confident using local services. -Staff have greater awareness of customers' different needs.
Create and maintain a clear map of publicly accessible toilets in Faversham. Domain: Outdoor Spaces and Buildings	-FTC Community Committee -Local Business Networks -FCNG -Age Friendly Ambassadors	1-Invite businesses and community organisations to make their toilets available to the public (link to previous action). 2-Map existing public toilets and participating premises, including opening times, accessibility, changing facilities and RADAR key requirements. 3-Produce and promote accessible printed and digital versions of the map. 4-Check and update the information regularly.	-Number of publicly accessible toilets identified. -Printed and digital maps published and promoted. -Participating businesses and organisations clearly identified. -Information checked and updated at agreed intervals by ambassadors. -Gaps in provision identified and reported.	-Greater confidence when spending time in Faversham. -Easier access to accurate toilet information.
Increase the capacity, sustainability and use of the Faversham Hopper service. Domain: Transport	-FTC Active Travel Committee -Faversham Healthy Futures -Faversham PCN/GPs -Kent County Council -Community Wardens	1-Develop a costed plan for securing and operating a second vehicle, including available Section 101 funding and any remaining funding gap. 2-Review options for longer-term sustainability, including private hire, business sponsorship (link to Age friendly business action) and the potential benefits and implications of a CIC model. 3-Survey current and potential users to review routes, stops, operating times, accessibility and unmet demand. 4-Use the findings to agree any feasible changes to routes, stops and operating times, including access to GP surgeries and other key community destinations.	-Costed business and funding plan completed. -Funding secured for a second vehicle. -Second vehicle introduced by April 2027. -User survey completed and findings reported. -Agreed service changes implemented where feasible. -Number of passengers and journeys, including demographics	-A more reliable and sustainable Hopper service. -Improved access to key services and activities. -Greater independence and social connection.

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		5-Develop a communications plan to promote the service through GP practices, health and community services, supermarkets, noticeboards, print and digital channels. 6-Explore with GP practices how patients can be informed about suitable Hopper services when appointments are arranged. 7-Collect passenger feedback and case studies to demonstrate the difference the service makes. 8-Advertise the Hopper as a 'Chatty Bus' to help combat loneliness. 9-Investigate out of hours private hire use to boost income.	and changes in usage from the baseline. -Number and value of private hires and sponsorship agreements. -Case studies of those who use the service to share on social media, noticeboards and FTC magazine.	
Improve dropped kerbs to make walking and wheeling around Faversham easier and more accessible. Domain: Outdoor Spaces and Buildings	-FTC Active Travel Committee -FTC Planning Committee -KCC Highways -Age Friendly Ambassadors -Disability Assist/ Local Disability Organisations	1-Confirm the locations and timetable for the dropped kerb work already planned by KCC. 2-Age Friendly Ambassadors and people with mobility or access needs to identify and report remaining problem locations. 3-Prioritise locations near key routes and destinations, including health services, shops, bus stops and community facilities. 4-Share the prioritised list with KCC Highways and seek funding for improvements not covered by the current programme. 5-Check completed work with local users and report any outstanding accessibility issues.	-KCC programme and timetable confirmed. -Accessibility audit completed and priority locations agreed. -Number and location of dropped kerbs installed or improved. -Completed works checked and outstanding issues reported.	-Easier and safer walking and wheeling. -Better access to key services and destinations. -Greater confidence getting around Faversham.
Provide information and support for older residents considering moving to a more suitable home.	-FTC Community Committee -Local Business Networks -Age Friendly Ambassadors	1-Map existing independent advice and practical support available to people considering a move. 2-Develop a clear information pack covering housing options, costs, financial and legal advice, removals, house clearance and emotional support. 3-Work with estate agents to include useful accessibility information in property listings, such as step-free access,	-Existing advice and support mapped. -Information pack produced and promoted. -Number of organisations sharing or using the information. -Number of estate agents providing accessibility details.	-Residents better understand their housing options. -Greater confidence in making an informed choice.

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Domain: Housing	-Swale Borough Council Housing Team -Citizens Advice -Estate Agents -Community Wardens	existing adaptations, proximity to transport and local amenities and services. 4-Make information available in printed and digital formats through local organisations and venues. 5-Gather feedback from residents to identify gaps in suitable local housing and support.	-Resident feedback and gaps in support recorded.	-Easier access to suitable advice and practical support.
Help older residents access the advice, adaptations and technology they need to live safely and independently at home. Domain: Housing Domain: Community Support & Health Services	-FTC Community Committee -Age Friendly Ambassadors -Swale Borough Council Housing Team -Community Wardens	1-Map existing services, including the Staying Put service, Technology Enabled Lives, and Disabled Facilities Grants. 2-SBC team to produce clear information on housing adaptations, grants, assistive technology, repairs and other practical support – in digital and print format. 3-Promote this information through existing community events, forums, trusted local organisations and health services. 4- Gather feedback from residents and partners to identify gaps or difficulties accessing support.	-Existing services and support mapped. -Information produced and shared through agreed channels. -Number of residents referred or signposted to support. -Uptake of relevant grants, adaptations and schemes monitored. -Gaps and access issues identified.	-Greater awareness of available housing support. -Improved access to adaptations and practical help. -More older residents able to live safely and independently at home.
Support older residents to maintain their health and independence by improving access to physical activity, prevention and	-FTC Community Committee -Faversham Citizens Health Assembly -Faversham Healthy Futures -PCN -Neighbourhood Health Team	Promote existing opportunities 1-Map local physical activity, falls prevention, chronic pain, health check and wellbeing support. 2-Identify gaps and barriers, including cost, transport, accessibility and confidence. 3-Promote opportunities through community organisations, health services and accessible printed and digital information. 4-Train or brief trusted community contacts to recognise concerns and signpost residents appropriately.	-Existing prevention and wellbeing support mapped. -Accessible information produced and promoted. -Number of residents reached or signposted. -Gaps and barriers identified. -Options for a co-ordinated ageing-well offer developed and tested.	-Greater awareness and use of prevention support. -Earlier access to appropriate help. -More older residents able to maintain their health and independence.

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ageing-well support. Domain: Community Support & Health Services	-Active Kent and Medway -Age Friendly Ambassadors -Age Concern -Swale CVS -FCNG -Community Wardens	Explore an ageing-well offer 1-Work with health and community partners to understand what checks and support are already available. 2-Explore a co-ordinated ageing-well offer covering areas such as mobility, hearing, nutrition, memory, social connection and housing needs. 3-Test the proposed approach with older residents before agreeing any new service.		
Create a good neighbour scheme. “Nominate a Neighbour” Domain: Respect and Social Inclusion	-FTC Community Committee -Community Wardens -Neighbourhood Watch -FCNG -Loneliness sub-group -Age Friendly Ambassadors	1-Check whether an existing local recognition scheme could be used or expanded. 2-Agree simple and inclusive criteria for recognising a good neighbour. 3-Create an easy nomination process in both printed and digital formats. 4-Promote the scheme through community organisations, local media and neighbourhood networks. 5-Recognise nominees through thank-you certificates, local communications or an annual celebration. 6-Share examples of good neighbourliness, with permission, to encourage others.	-Recognition approach and criteria agreed. -Number of nominations received. -Number of neighbours recognised. -Examples of good neighbourliness shared.	-Good neighbours feel recognised and valued. -Stronger connections between neighbours. -More residents feel supported in their community.
Develop a network of welcoming Chatty Café sessions to help residents meet others, build social connections and access useful	-FTC Community Committee -Age Friendly Ambassadors -Local Cafés and Venues -FCNG -Loneliness sub-group	1-Map existing cafés, social groups and other opportunities to meet people, to avoid duplication (e.g. memory cafes). 2-Identify accessible venues willing to host regular Chatty Café sessions. 3-Agree a simple model, including frequency, hosting arrangements and support for people attending for the first time. 4-Recruit and brief Age Friendly Ambassadors or volunteers to welcome people and facilitate conversation.	-Existing social opportunities mapped. -Number of venues and sessions established. -Number of residents attending, including repeat attendance. -Number of volunteers or ambassadors supporting sessions. -Number of information topics or partner sessions delivered.	-Residents feel more welcome in specific locations. -More opportunities to meet and connect with others. -Better access to useful local information and support. -Reduced social isolation among participants.

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local information. Domain: Social Participation		5-Pilot sessions in a small number of locations and gather feedback from attendees and venues. 6-Use sessions to share relevant information from other Age Friendly actions, such as housing support, physical activity, health and wellbeing services, transport and local events. Where appropriate, invite partner organisations to attend or provide brief information. 7-Promote the sessions through community organisations, health services and printed and digital channels. 8-Use learning from the pilot to consider expansion into other neighbourhoods or rural areas with pop up cafés. 9-Explore the feasibility of a discount drinks scheme for older residents with participating cafés. <i>(Maybe a Bus Pass as proof of age) – Investigate Ageless Thanet as they had a similar scheme or investigate the ME Card covering businesses in the ME postcode area.</i>	-Number of residents signposted to local services and activities. -Attendee and venue feedback collected. -Feasibility of a discount scheme explored and findings reported.	
Increase participation in volunteering by promoting flexible and accessible opportunities to a wider range of residents. Domain: Civic Participation and Employment	-FTC Community Committee -FCNG Organisations -Age Friendly Ambassadors -Swale CVS	1-Map current volunteering opportunities and identify gaps in the types of roles available. 2-Speak with residents who are less represented in volunteering to understand their interests and barriers to taking part. 3-Encourage organisations to offer a wider range of roles, including one-off, short-term, evening, weekend, home-based and flexible opportunities. 4-Produce clear role descriptions explaining the activity, time commitment, accessibility and support available. 5-Promote opportunities through face-to-face conversations and trusted local settings as well as digital and printed channels. 6-Provide an initial contact or informal discussion for people who are unsure which role would suit them.	-Volunteering opportunities and gaps mapped. -Number and range of flexible opportunities promoted. -Number of residents expressing an interest and starting a role. -Range of recruitment channels and community settings used. -Volunteer and organisation feedback collected.	-More residents can find volunteering that suits them. -A wider range of people participate in local volunteering. -Volunteers feel welcomed, supported and valued.

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		7-Gather feedback from volunteers and organisations and use it to improve recruitment and support.		
Share clear and practical information about Age Friendly activities and support with Faversham residents. Domain: Communication and Information	-FTC Community Committee -Age Friendly Ambassadors -FCNG -All Partners	1-Include a regular Age Friendly section in the FTC newsletter. 2-Share printed information through places such as the library, community venues, health services, supermarkets and Chatty Cafés. 3-Promote Age Friendly activities through the FTC website and social media. 4-Ask Age Friendly Ambassadors and partner organisations to share information through their networks. 5-Keep information brief, accessible and up to date. 6-More Age Friendly branding around the town to advertise locations in a positive way. 7-Create a central hub for information and raise awareness of this place.	-Regular Age Friendly newsletter content published. -Information shared through local venues and partner networks. -Number of activities and services promoted.	-More residents know about Age Friendly activities and support. -Residents can access information in a way that suits them.
Increase digital skills Domain: Communication and Information	-FTC Community Committee -Digital Kent -Imago -Faversham Umbrella -Library	1-Map existing digital support in Faversham. 2-Explore setting up additional digital hubs at Faversham Town Council and Faversham Umbrella. 3-Recruit and support Digital Champions to provide friendly, practical help. 4-Offer workshops and one-to-one support, including help with devices, online services and staying safe online. 5-Promote support through the FTC newsletter, community venues, Chatty Cafés and partner networks. 6-Continue to provide non-digital options for residents who cannot or do not want to use online services. 7-Investigate easier apps and websites and share these at digital workshops.	-Existing digital support mapped. -Feasibility of additional digital hubs explored. -Number of digital hubs established. -Number of Digital Champions recruited and trained. Number of workshops and one-to-one sessions delivered. -Number of residents supported.	-Improved digital skills and confidence. -Easier access to online information and services. -Residents can still access support through non-digital routes.
Celebrate and recognise the	-FTC Community Committee	1-Agree a small programme of activities for: Jun- Age Without Limits Day	-Annual programme of activities agreed.	-Older residents' and volunteers' contributions

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contribution of older residents in Faversham. Domain: Respect and Social Inclusion	-Age Friendly Ambassadors -FCNG -All Partners	Oct- International Day of Older People 2-Showcase local Age Friendly work, community groups and opportunities for older residents. 3-Recognise the contribution of Age Friendly Ambassadors, volunteers and older residents. 4-Share positive stories about ageing through the FTC newsletter, website and social media. 5-Invite local groups, businesses and venues to hold or promote their own activities. 6-Use existing events and venues where possible rather than creating a separate large event. 7-Gather feedback to improve the programme each year.	-Number of events or activities held. -Number of organisations involved. -Communication pieces and resident stories shared. -Attendance and feedback recorded.	are recognised and valued. -More residents know about Age Friendly work in Faversham. -More positive messages about ageing are shared locally.