

# Age Friendly Communities

## WHAT DOES “AGE FRIENDLY” MEAN FOR WELSH COMMUNITY & TOWN COUNCILS?

### BUILDING COMMUNITIES FOR EVERY AGE



### THE 8 KEY AREAS OF AGE FRIENDLY COMMUNITIES

Creating an age friendly place means looking at everyday life. The WHO framework highlights eight key areas:

- Outdoor spaces and buildings
- Transport
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

### WALES: LEADING THE WAY

Wales is leading the way in the UK with a national ambition to become an Age Friendly Nation.

Strong partnerships between local authorities, health services, and the voluntary sector are helping to drive this work forward. Crucially, older people are at the heart of shaping decisions and priorities.

This creates real opportunities for Town and Community Councils to play an active role.

### WHAT IS AN AGE FRIENDLY COMMUNITY?

An Age Friendly Community is a place where people can:

- Stay active and independent
- Feel safe and included
- Access services and information
- Continue contributing to local life

This approach is guided by the World Health Organization (WHO) and is being adopted by communities across the world.

### WORKING TOGETHER LOCALLY

Creating an Age Friendly Community is a shared effort.

Councils can:

- Work with local authorities and Age Friendly leads
- Partner with community and voluntary organisations
- Engage residents in shaping local priorities
- Share what works and learn from others

**By working together, communities can create lasting, positive change.**

### GETTING STARTED

Councils looking to begin their Age Friendly journey might:

- Start conversations within the council
- Identify what is already happening locally
- Look for simple, practical improvements
- Connect with local partners and networks

**Small steps can lead to long-term impact.**

**Together, we can create communities where people of all ages feel valued, included, and able to thrive.**

## CHALLENGING AGEISM. CHANGING COMMUNITIES

### AGE WITHOUT LIMITS DAY WILL TAKE PLACE ON WEDNESDAY 10TH JUNE 2026.

#### How Councils Can Get Involved

Community and Town Councils are well placed to bring people together and lead by example.

Simple ways to take part:

- Host a community coffee morning or conversation event
- Celebrate the contributions of older residents
- Share positive stories and local voices
- Promote inclusive activities across generations
- Use council communications to raise awareness

#### Ideas for Local Activities

Councils may wish to consider:

Intergenerational events (e.g. schools and older residents)

“Share Your Story” campaigns

Community walks or social gatherings

Showcasing local volunteers and community champions

Partnering with local groups and organisations

Even small, low-cost activities can have a big impact.

### WHY IT MATTERS

Ageism can affect people’s health, confidence, opportunities, and how they are treated in everyday life. It can also shape how services are designed and delivered.

Creating Age Friendly Communities means:

- Valuing people at every age
- Challenging stereotypes
- Promoting inclusion and respect
- Ensuring voices are heard in local decision-making

Small local actions can help shift attitudes and build stronger, more connected communities.



This Age Without Limits Day, focuses on **Let’s question ageism**. Asking questions helps us notice and challenge assumptions.

Councils can take action by reviewing their communications and services to ensure they are age-inclusive by removing stereotypical language, actively involving older residents in decision-making, and providing regular training for staff to recognise and challenge ageism in policies, practice, and everyday interactions.

#### Looking Beyond the Day

Age Without Limits Day is just the start. It provides a platform to:

- Build long-term Age Friendly action
- Strengthen partnerships
- Embed inclusion into local planning
- Keep the conversation going throughout the year

Find Out More

Visit the campaign website:

<https://www.agewithoutlimits.org/day>