



HELPING TO MAKE BANBURY THE FIRST AGE FRIENDLY TOWN IN OXFORDSHIRE

A dynamic partnership of people and organisations with an interest in making Banbury an age friendly community and great place to grow older. It brings together older people, community leaders, local charities, businesses, and local councils.

For more details contact: Bee Myson
E: bee@oxfordshire.org
M: 07500 285909
W: oxfordshire.org/afb



Why an age friendly community matters?

According to the WHO an Age Friendly community:

- Is a place in which people want to grow older
- Fosters healthy and active ageing
- Enables older people to:
 - Age safely in a place that is right for them
 - Be free from poverty
 - Continue to develop personally
 - Contribute to their communities while retaining autonomy and dignity.

Because older people know best what they need, they are at the centre of any effort by the local public sector and others to create a more Age Friendly community.

According to the World Health Organisation (WHO), by 2050 there will be more people over 60 than under 14 for the first time in human history, with an expectation that the majority of these will live in urban areas. The WHO is therefore supporting Age Friendly initiatives in towns and cities across the world.



Loneliness and isolation

Isolation and loneliness have been found to be a significant health risk and a cause of increased use of health services.

The older population of Oxfordshire has been increasing at above the South East and England rate and Oxfordshire County Council forecasts predict a continuation of this ageing trend.

- By 2031, there are expected to be 174,400 people aged 65+ living in Oxfordshire, up from 121,000 in mid-2016 (+53,500).
- The number of people in the oldest age group (85+) in Oxfordshire is expected to increase from 17,000 in 2016 to 26,500 in 2031 (+9,400).
- Rural areas of Oxfordshire have higher rates of older people.

Source: 2019 Joint Strategic Needs Assessment

Our interest and focus on Banbury as a place came as a direct result of the inequalities highlighted in our Oxfordshire Uncovered report, in particular parts of Banbury ranked as "very high risk" for loneliness among older people aged 65+, combined with an apparent correlation between income deprivation and health inequalities.



Making it happen

An age friendly town encompasses both the built environment, such as housing, transport and outdoor spaces, and the social environment, such as health and information services, civic participation and social activities.

Building on comments and feedback Age Friendly Banbury will focus on the following priorities:

Getting About

- Age Friendly maps showing toilets, benches and chatty tables in cafes
- Training given to drivers and key staff in public transport, taxis and car schemes to ensure they offer an age friendly service

Wellbeing and Community Services

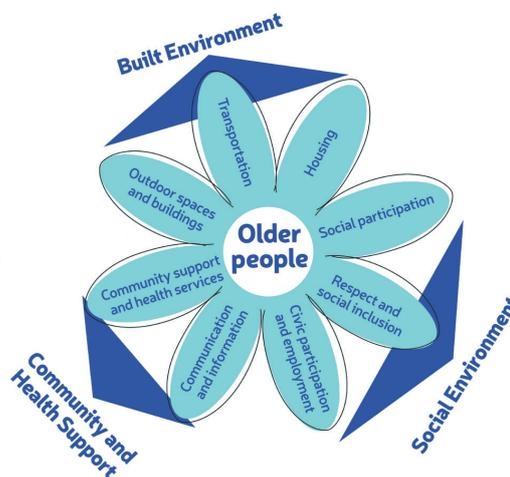
- Involving older people in planning and design of services and walking audits to understand the issues being faced by older people

Town Centre

- Shops and businesses participating in a positive Age Friendly experience will display the Age Friendly Banbury logo
- A Friendly Bench and Welcome Garden in Banbury Town Centre will provide an attractive meeting place, where the community can relax, enjoy conversations and discover shared interests.

Getting Connected

- Information will be available on partner websites and displayed on Age Friendly community notice boards giving up to date details of activities and services
- Promoting and helping resource Age Friendly hubs in the town centre where activities, information and services are delivered.



Our partners

Sir Tony Baldry High Steward of Banbury, Action for Carers Oxfordshire, Age UK Oxfordshire, The Royal Voluntary Service, Visit Banbury, Banbury College: Activate Learning, Centre for Ageing Better, Citizen's Advice, Dementia Oxfordshire, OCC Adult Social Care, North Oxfordshire Locality Patients and Carers Forum, St. Mary's Church Banbury, Sunrise Multicultural Project, The Mill Arts Centre, University of Northampton, Victoria Prentis MP, Visit Banbury, Volunteer Link Up, Women's Institute, Mothers Union, UK Network of Age-friendly Communities, Cherwell District Council, Oxfordshire County Council, Banbury Town Council, Katharine House Hospice, Chaplaincy for Banbury, The Banbury Guardian, Community First Oxon, Bretherton's, Spratt Endicott



Measuring success

We will continue to work with older people so that residents are engaged in shaping the place where they live. Older people will report that their community supports healthy and active ageing, they are able to live independent lives, contribute to their communities and participate in the activities they value for longer.



How can you help?

If you love Banbury as well, we would love to hear from you if you are interested in becoming an Age Friendly champion as an individual, business or organisation or have access to any relevant resource and would like to support Age Friendly Banbury. Please do get in touch and we would love to tell you more.



www.oxfordshire.org

ocf@oxfordshire.org

01865 798666

3 Woodin's Way, Oxford, OX1 1HD



Charitable Incorporated Organisation No. 1151621