

PEOPLE SCRUTINY REVIEW OF HEALTHY AGEING – Action Plan 12 Month Review					
SCRUTINY RECOMMENDATION	DIRECTOR'S RESPONSE AND ACTION PLAN	Update Notes	TIMESCALE	RAG (red, amber, green rating)	
R1.	<p>The Department should use insights from this Review to strengthen content and promotion of the campaign, 'Getting East Sussex Moving'; sharing messaging and imagery that particularly encourage and promote opportunities for older people to be active and addresses known barriers to participation.</p>	<p>The Department introduced the Getting East Sussex Moving Campaign Toolkit in 2023. The campaign aims to celebrate the places we can be active across the county #GettingEastSussexMoving. It is linked to Active Sussex's strategy 'Getting Sussex Moving' To strengthen the campaign using insights from this review, we will:</p> <ol style="list-style-type: none"> 1) Invite healthy ageing partners into the campaign steering group to ensure messaging is optimised and linked to other projects or activities (e.g. Stronger for Life funded activities). 2) Tailor the campaign themes for 2024/25 to address issues within 	<p>The Getting East Sussex Moving campaign toolkit was shared monthly from August 2023 until August 2025. It was shared with physical activity partners across the county, and our local active partnerships disseminate the toolkit to their members which include the funded activity providers.</p> <p>Between October 2024 and August 2025, the campaign has featured themes that link to the healthy ageing agenda, such as being active through walking, being active with disabilities, cancer, long term conditions and being active for mental health. A project plan for the next phase of Getting East Sussex Moving is being developed, along with an updated steering group structure to include a healthy ageing subgroup. The next phase of the campaign will run for 12 months, start date TBC but likely to be between April-June 2026.</p> <p>Each month's toolkit included messaging and imagery which directly targets and communicates to the ageing population in the county, and signposts them towards local sessions and knowledge information for support, on our Getting East Sussex Moving webpage – which has also undergone a redesign to</p>	<p>October 2024 to August 2025</p>	Green

		<p>ageing, for example messaging for people with a long-term condition, people that have had a fall etc.</p> <p>3) Tailor the campaign messaging to address known physical activity barriers for this population and to rebut social norms (e.g. tendency for older people to feel a need to 'slow down' or undertake less activity) as well as to impart knowledge (e.g. reasons for doing strength and balance exercise).</p> <p>4) Seek to build capacity to evaluate the campaign through exploring student placement opportunities.</p>	<p>improve its usability. A key theme in the updated campaign will continue to be older adults.</p> <p>The campaign has been evaluated in-house, and the final report circulated in January 2026, with recommendations to be implemented in the next iteration of the campaign.</p> <p>The campaign will continue to be evaluated in-house.</p> <p>Stay Strong, Stay Steady, Stay Independent falls prevention campaign – Public Health in partnership with 'Healthy Ageing Partnership Group' members developed and launched a new falls prevention campaign in the autumn for Falls Prevention Awareness week and the Full of Life festival. It aimed to raise awareness of the importance of strength and balance activity to maintain independence as people age and reduce the risk of falls. It targeted areas in Hastings and Bexhill who have the highest rates of emergency admissions for falls age 65+. There were over 300 interventions across 5 community events, providing a pair of non-slip slippers and brief advice to encourage strength and balance activities and other tips to prevent falls. The campaign had good social media engagement and there were over 10,000 unique visits to the dedicated "Stay Strong, Stay Steady, Stay Independent" webpage, that provided information on local classes and home exercises for those unable to attend classes.</p>	<p>September 2024 to August 2025</p> <p>September 2024 to August 2025</p> <p>By August 2025</p>	
R2.	The Department should continue to work with Active Sussex to maximise	There is a commitment from the Council and Active Sussex to continue to work collaboratively and co-design interventions that support the healthy ageing	Active Sussex officer is seconded into ASCH Strategic Development team one day a week to Dec 2025. Progress includes supporting the development of the Adult Social Care Prevention Strategy , that highlights the importance of physical	By December 2025	Green

	<p>opportunities to embed physical activity into Adult Social Care processes and pathways, to include but not limited to:</p> <p>a) Upskilling social care staff to confidently raise the issue of physical activity and signpost to physical activity opportunities; and</p> <p>b) Establishing sustainable Stronger for Life strength and balance sessions across clinical, community and care settings in East Sussex, particularly focusing on areas where falls are more prevalent.</p>	<p>agenda up to and beyond the end of the current agreement.</p> <p>To support this recommendation, the ongoing work will include:</p> <ol style="list-style-type: none"> 1) Setting out explicitly in the East Sussex Adult Social Care Prevention Strategy, the need for all Departmental services to ensure that its is a basic right for those engaging with services to have the opportunity to move or exercise in a way that works for them, making this the norm. 2) Working with colleagues across the Council to embed movement and activity as an essential offer within agreements with providers. 3) Explore implementation of mandatory training for key job roles to support the workforce to speak more confidently about the importance of movement and activity and how residents can 	<p>wellbeing and has enabled Active Sussex working with partners to achieve the following -</p> <p>Stronger for Life Project and Strength and Balance activity - We have invested £60,000 into 24 local Stronger for Life projects to support improved strength and balance activity, across targeted areas of East Sussex where there are identified gaps in strength and balance exercise programs. The Stronger for Life programme has demonstrated clear positive outcomes. Participants showed measurable improvements in strength, balance, mobility, and overall physical function, alongside increased confidence, mental wellbeing, and independence. These interventions contributed to a reduced risk of falls, hospital admissions, and longer-term care needs, while also strengthening community connections and reducing social isolation (full report due in 2026).</p> <p>Active Sussex are a member of the new Healthy Ageing Partnership Group (led by ESCC public health) and actively contribute, such as through the new East Sussex Community Falls Awareness Campaign that ran in the autumn and included signposting to existing Stronger for Life sessions.</p> <p>Workforce Capacity Building: To build long-term capacity, staff across Adult Social Care and Health services have been offered the "Helping People Become More Active" workshop as part of the Active Medicine Programme. A 'train-the-trainer' model is being used so the learning can be delivered widely and sustainably. 60–80 care staff across Sussex have taken part in these workshops to date.</p> <p>Care Home Activity Review and next steps: In response to concerns that some care homes may not be offering their residents opportunities to be active since the pandemic, we engaged care homes to understand physical activity provision</p>		
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		<p>access local support. to achieve this.</p> <p>4) Utilise an opportunity through the Active Medicine Programme for staff to be trained and then deliver the training for colleagues and services within the Department.</p> <p>5) Use local insight to target Stronger for Life activities to those most at risk of falling (due to inactivity and lack of strength training, and deconditioning).</p> <p>6) Work collaboratively with delivery partners to provide and evaluate the Stronger for Life activities.</p>	<p>and attitudes in care homes. Actions from this have been included in the E Sussex Care Home Actions plan, to help encourage care homes to offer physical activity. This piece of work has led to investment from ASCH and Sport England to deliver the 'Care Home Activator' movement and activity programme in pilot care homes in Bexhill, Eastbourne and Hastings where falls data show greatest need. This will take place in 2026.</p> <p>Align and Enhancing Systemwide Resources: Supporting ongoing initiatives including the Stroke Reconditioning Project Phase one: This was an innovative approach of bringing health instructors into the hospital setting at the Bexhill Irvine Unit for 2 sessions per week over 26 weeks. Partnerships have been established with providers in Wealden, Rother, Hastings, Eastbourne, and Lewes, ensuring a smooth transition into community-based sessions as part of the ongoing recovery. A second phase provided a further 6 months programme in the Bexhill Irvine Unit and increased access by live screening into additional units and acute wards across East Sussex Healthcare NHS Trust and Universities Hospitals Sussex NHS Foundation Trust. The next phase is moving towards more face-to-face delivery at the acute wards. Stronger for Life in Hospital (as the project is now known) recently won the President's Award at the Community Hospitals Association Innovation & Best Practice Awards. It received outstanding feedback for improving recovery, independence, and wellbeing, while setting a strong example of innovation and partnership in tackling hospital deconditioning.</p>		
R3.	Continue to support the establishment and the embedding of Active	The Active Partnership model aims to increase access and participation in physical activity, and to improve the health of			Green

	<p>Partnerships across all districts and boroughs in East Sussex, including through:</p> <p>a) Ensuring that the physical activity workforce is able to offer activities that support a range of abilities and health conditions; and</p> <p>b) Consulting older people on the types of activity that they wish to take part in.</p>	<p>people living and working in the county. They have been commissioned for all districts and boroughs in the county. These are:</p> <ul style="list-style-type: none"> - Active Rother - Active Hastings - Active Wealden - Active Eastbourne and Lewes (partnership due to launch in October 2024) <p>To support this recommendation we will:</p> <ol style="list-style-type: none"> 1) Establish an Active Partnership for Eastbourne and Lewes. 2) Consult with older people in East Sussex and collect their views (including barriers and enablers) on physical activity through the East Sussex Healthy Weight Plan Community Engagement project. 3) Ensure that insights from the East Sussex Healthy Weight Plan Community Engagement are available at district and borough level and 	<p>1) An active partnership has been established for the Eastbourne and Lewes area and has conducted regular quarterly meetings with over 50 physical activity partners attending regularly. The partnership has launched small grants funding, and to date has funded at least two projects specifically for older adults – pickleball in the community and seniors’ strength and balance classes. Partnership agreement has been extended until March 2027.</p> <p>2&3) The East Sussex Healthy Weight Partnership has concluded insights on the plan, which collected residents views on healthy weight. Older age was recognised by residents as a barrier for physical activity. The report has generated a number of recommendations to support residents to be more active, which was published in July and the Healthy Weight partnership will work to implement these recommendations. The recommendations are being considered in the update of the healthy weight plan for 2027.</p>	<p>Initiated and ongoing</p> <p>Initiated, by March 2025</p> <p>By May 2025</p>	
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		<p>shared with the active partnerships to inform future planning.</p> <p>4) Share learning about engaging and working with older people at the bi-monthly Active Partnerships networking meeting, and to host a meeting focussed on the topic of healthy ageing.</p> <p>5) Ensure the Active Partnerships continue to support the physical activity workforce to access development opportunities allowing them to build knowledge and confidence in working with older people.</p>	<p>4) The active partnerships continue to meet regularly, and met most recently in January 2026, to consider what further work could be done to support older adults across the county. Work continues with the Active Partnerships to support falls prevention through provision of physical activity and strength and balance opportunities, e.g. in Stronger for Life and through considering opportunities to provide intergenerational activities. The group is supporting the next iteration of the Getting East Sussex Moving toolkit, of which older adults will be a focus and a new sub-group created.</p> <p>5) A physical activity workforce survey and engagement exercise was conducted between October and December 2025, the results are being used to inform the development and delivery of a county-wide workforce development programme, to support the workforce to access CPD to improve and increase physical activity delivery. A meeting took place between all East Sussex active partnerships, Active Sussex and public health in February 2026, where a tailored initial pilot workforce offer has been devised for May to September 2026. 140 free training places will be on offer for the physical activity workforce during this period across three different courses (Raising Money For Your Club, Engaging Your Community, Helping People to Become More Active). A further offer beyond September will be devised based on evaluation of this initial pilot.</p>	<p>By June 2025</p> <p>Initiated and ongoing.</p>	
R4.	The Department should explore opportunities, including with partners, for intergenerational activities to create	ASC&H has begun a review to understand the evidence on intergenerational activities, and initial mapping has identified a small number of intergenerational projects in East Sussex. These are mainly	Review of intergenerational (IG) activity in East Sussex - has been completed, highlighting the many positive wellbeing benefits for older and younger generations. A snapshot of good activities and good practice were identified in E Sussex, including an amazing IG charity Young@Heart in Heathfield.	Ongoing	Green

	social connections, and tackle ageism.	<p>led by early years organisations and schools.</p> <p>The learning from this will be shared with the East Sussex Healthy Ageing Partnership Group (HAPG), to discuss and explore opportunities to encourage intergenerational activities across the health and care system</p>	<p>The learning informed future recommendations and priorities to help encourage further IG activity provision in East Sussex, including;</p> <p>1- Develop and launch an IG toolkit – In partnership with local organisations, such as Young@Heart, with experience of providing IG activities to help people set up new intergenerational activities. The toolkit packed full of local case studies and tips, launched in Jan 2026 with 3 webinars to promote use of the toolkit and local case studies. And will continue to be promoted through community, education and ASC networks and the ESCC website</p> <p>2- Worked in partnership to encourage new IG activities - with members of the HAPG, e.g. food and cookery activities with our Food Partnerships, and activity opportunities with our Active Partnerships. See successful new IG activities launched with Active Hastings and Veterans Growth in Staplecross.</p> <p>3 – Identified a small resource to develop a micro-grants programme with Age Friendly Hastings and Age Friendly Rother, to seed fund and encourage trialling new IG activities.</p> <p>We will continue to explore opportunities to encourage further intergenerational activity using the toolkit and seek further funding sources and opportunities to encourage IG activities across East Sussex.</p> <p>Learning from the scrutiny review has been shared with the HAPG, and some members are actively supporting the development of the new priorities above.</p>	By April 2025	
R5.	The Department should work to support people in the workplace as they age, including by:	a) Work is ongoing to explore the feasibility of the Council signing up to the Age Friendly Employer Pledge (AFE), to demonstrate commitment, as a large anchor institution, to	a) ESCC interest to sign up to the AFE pledge - A proposal, for the council to join the AFE pledge, was taken to the Human Resources Management Board (HRMB) in 2024. HRMB agreed to review their approach to addressing all protected characteristics, to inform their decision. HRMB are in principle, in support of ESCC developing their own approach, rather than	2024 and ongoing	Amber

	<p>a) Progressing work with HR to explore the principles within the Age Friendly Employment Pledge to understand how these apply to existing ESCC policies; and</p> <p>b) Promoting the benefits of and supporting local employers to become Age Friendly Employers through its Wellbeing at Work Programme.</p>	<p>supporting adults to age well in work. This will include a review of current work on all protected characteristics, not just age, before considering whether to join the AFE pledge.</p> <p>A review of progress in embedding age friendly principles across existing policies that affect recruitment, retention and personal development of employees as they age.</p> <p>b) Information about Age Friendly Employers (AFE) has been promoted in the monthly newsletter and at a champions network meeting.</p> <p>The Council will consider other opportunities to encourage AFE. This will include:</p> <ol style="list-style-type: none"> 1) Updating the wellbeing at work resource pack, to promote the AFE pledge as a good way to adopt age positive approaches in their workplace. This will support organisations working towards the 	<p>signing up to the many different ones available. They have commissioned a piece of work to look at all protected characteristics and the various charters, standards, pledges etc that are available or have been proposed to consider similarities and differences in order to inform the next step/s. The findings from this will then be presented to CMT for decision.</p> <p>If this approach is agreed, further work will take place to embed Age Friendly principles across polices to support the recruitment and retention and personal development of workers aged 50+, to reduce risk of age discrimination.</p> <p>b) Encouraging employers in E Sussex to sign up to AFE - Work continues to encourage employers to sign up to the AFE pledge, this includes:</p> <ul style="list-style-type: none"> - Wellbeing@work resource pack - details of the AFE pledge have been added to the Wellbeing@Work resource pack, to encourage employers to adopt best practice. - Case studies – Case studies from employers who have signed up to the AFE pledge have been captured and will continue to be used to promote the pledge to other employers. - Face to face promotions with employers - at the annual Wellbeing@Work awards event took place in March 2025. Employers shared low awareness of the pledge and discussions on ageism in the workplace. Many showed interest in the pledge and taking more action on improving recruitment and retention of workers aged 50+. - AFE webinar – was offered to employers in the Wellbeing@work network and HAPG on 17th June, as part of plans to celebrate ageing and tackle ageism for the ‘Age Without Limits Campaign Action Day’. A number of employers who attended the event shared they intended to sign up to the pledge following the webinar. 	<p>By Jan 2026</p> <p>Nov 2024</p>	
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		<p>optional criteria of implementing approaches to support healthy ageing at work.</p> <p>2) Identifying East Sussex employer(s) who have signed up to the AFE pledge, to explore their interest to share a case study of their experience of being an age friendly employer. This will help other employers understanding of the pledge, which may encourage them to consider pledging to AFE.</p>	<ul style="list-style-type: none"> - Rother District Council have recently committed to sign up to the AFE pledge, as part of their developing plans for Age Friendly Rother, with timelines and next steps tba. Hastings Borough Council are also considering their commitment to sign up to AFE. Wealden DC are already signed up. 	<p>Nov 24 to April 25</p>	
R6.	<p>The Department should seek to work with Departments across the Council to influence a more positive narrative of ageing in East Sussex including:</p> <p>a) By promoting age friendly imagery and language that</p>	<p>a & b) The Council will aim to identify and share examples of good practice on the use of age positive images and language and explore opportunities to embed good practice across the Council. This will include exploring the feasibility of implementing a policy or guide for the recommended use of age positive language and images.</p>	<p>Comms within the council –Age Friendly Communications within ESCC was first raised with the councils ‘East Sussex Communications and Involvement Steering Group’ on 17 July 2025. Then a further meeting was held with ESCC Comms and ESCC Equalities team on 5th Feb 2026, where we have agreed to work together to consider and implement the most effective approach to embed the principles of age friendly language and communication in our work and through our networks, and promote a positive narrative on ageing, e.g. we are considering developing a new campaign to celebrate ageing to run alongside the annual celebration of Older Peoples day in Sept, with the Full of Life festival. Further work on this will be developed over the coming months.</p>	<p>November 24 to April 25</p>	<p>Amber</p>

	<p>engage people at different life stages and ensures people of all ages are represented when promoting a range of services;</p> <p>b) That the benefits of an ageing population, including contributions to caring and volunteering, are included in communications about East Sussex; and</p> <p>c) Supporting the development of further training on positive ageing to staff and Members.</p>	<p>The learning will be shared with the Healthy Ageing Partnership Group, to consider how these principles could be used across wider partnership organisations.</p> <p>c) The Department will seek to identify:</p> <ol style="list-style-type: none"> 1) examples of good practice training to help raise awareness of ageism, and encourage more age positive practice 2) opportunities both within the Council, and with partners through the Healthy Ageing Partnership Group, to implement future training opportunities. 	<p>Age Without Limits Campaign - Learning from the scrutiny review has been shared with partners of the HAPG, and the initial priority agreed to help tackle ageism and celebrate ageing, was to promote the Age Without Limits Action Day on 11 June 2025.</p> <p>A small sub-group of partners from the HAPG representing the Age Friendly Community areas of Hastings & Rother have worked to develop and implement events and comms for the Action Day. Events planned and delivered included:</p> <ul style="list-style-type: none"> - Celebrate ageing & tackle ageism conversation with community members across Hastings & Rother 10 June 2025 - Celebrate ageing and tackle ageism event with older adults at the Broomgrove Oasis Summer retreat, Hastings on 11 June 2025 - Active Hastings hosted an intergenerational fitness session for over 50's together with children from the local nursery. And have subsequently hosted a further xmas IG activity following the success of the initial June event. - Age Friendly Employer pledge webinar for employers in the wellbeing@work and HAPG networks on 17 June 2025 - Comms including Your East Sussex article, media release supported by DPH & local IG charity Young@Heart and social media have been developed and shared through HAPG and networks to raise awareness of ageism and events to celebrate the Age Without Limits Action day. <p>-</p> <p>Ageism Awareness training – Work is ongoing to raise awareness of ageism, to encourage action to tackle age discrimination and encourage a more positive narrative on ageing. Ageism awareness training is offered to ASC staff quarterly, with 39 staff trained to date.</p>	<p>May – Sept 2025</p> <p>Ongoing</p>	
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			<p>HVA, a HAPG member, provide an Ageism awareness training session for community members in Hastings in Sept 2025. Age Friendly Communities programmes in Hastings & Rother plan to offer Ageism awareness training within HBC and RDC and their communities. Public Health will continue to explore additional resource opportunities to commission further ageism awareness training across the county.</p> <p>Seahaven FM radio show - Steve Broome in ASC took part in a Health Talk show on Seahaven FM in early Feb to discuss healthy ageing, promote ASC's free 'Life Transitions Service' and provide advice on how listeners can meet life's challenges and opportunities and shape their own future. This included awareness of how individuals might sometimes limit their own beliefs and actions through internalised ageism.</p>		
R 7	<p>The Department should promote flexible volunteer opportunities that address barriers to volunteering and link people to opportunities based on their interests, ability and skills.</p>	<p>Work is underway with public and strategic VCSE sector partners to develop support for volunteer involving organisations that will enable them to:</p> <ul style="list-style-type: none"> - Understand the barriers to volunteering - Learn how to mitigate against these barriers through designing and developing flexible volunteering opportunities. - Have access to communication channels that promote flexible volunteering 	<p>Communications and Campaign supporting and promoting Volunteering</p> <p>During the last 12 months the ESCC Partnerships Team worked with ESCC Corporate Communications, Tribe and partners to design and deliver several campaigns promoting and celebrating volunteering to the general population, and specific cohorts.</p> <p>Campaigns were also developed to coincide with specific themes (awareness weeks):</p> <ul style="list-style-type: none"> - Volunteer's Week 2025 - Refugee Week - Carers Week <p>Each campaign was designed to include opportunities that appeal to the wider population young people, people living with disabilities, working age adults, and older people.</p> <p>The most recent campaign targeting Young People from the age of 11-25, featured stories from young volunteers at ESCC Youth</p>	<p>This activity is ongoing through VCSE Infrastructure Support, and Tribe contracts, and will be included in new programmes that will come on line in 2025/26.</p>	Green

		<p>opportunities to the residents of East Sussex</p> <ul style="list-style-type: none"> - Have access to platforms to list volunteering opportunities, recruit volunteers, and manage volunteers. <p>This will include ensuring that this activity is applied to volunteering opportunities for young people, people living with disabilities, working age adults, and older people.</p> <p>The Council and partners will work to ensure the information and learning is shared widely with external partners, both strategic and hyper-local partners.</p> <p>Work will be undertaken across the Council to ensure we collectively understand the barriers, mitigations and tools that can be used to address the barriers to volunteering.</p>	<p>Hubs and links to live appropriate volunteer opportunities on Tribe. This campaign helped to further trial the use of Snapchat and Tiktok alongside Instagram, Viva Engage and a Your East Sussex article.</p> <p>Initial results for this campaign show that it reached 200,000 people and 1,500 people 11-17 year olds clicked through to Tribe.</p> <p>Initial feedback indicates that 3 volunteer applications were received by Youth Hubs during this weeklong campaign, we are still collecting feedback from this campaign.</p> <p>The assets for these campaigns were based on live volunteering roles, real stories and thank you images from our local partners, Becky Shaw, ESCC staff and councillors.</p> <p>Following each campaign we have undertaken follow up conversations with the organisations listing opportunities on Tribe that were promoted, the feedback to date has showed that 37% of the organisations listed on Tribe, following a campaign successfully recruited ne volunteers, this includes ESCC Libraries, The Association of Carers, Wealden Volunteering, Family Hubs and Umbrella Sussex.</p> <p>Campaigns have contributed to very strong growth in the monthly views of volunteering opportunities and activities listed on the Tribe platform.</p> <p>December 2024 Tribe recorded ~2,500 views, in December 2025 there were 20,000 monthly views. Over the last twelve months we have seen views reach 35,000 in a campaign.</p> <p>The Partnership Team, Tribe and Corporate Communications are in the process of designing a new programme of campaigns</p>		
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			<p>that will involve partners working on specific themes/service areas.</p> <p>We are in the early stages of working with the East Sussex Mental Health Action Group to develop assets and resources to promote volunteering via their wide network of public and VCSE sector partners.</p>		
R 8	<p>The Department should continue to strengthen partnership work to enable further development of healthy ageing workstreams across East Sussex by:</p> <p>a) Establishing a new multi-agency Healthy Ageing Partnership Group and sharing learning from this Review to inform future system priorities;</p> <p>b) Working with district and borough Councils to pilot Age Friendly</p>	<p>a) It has been agreed with the Integrated Care Board (ICB) Health Outcomes Improvement Oversight Board (HOIOB), to establish a new 'Healthy Ageing Partnership Group' subgroup. This will bring together stakeholders across the health and care system to develop a strategic vision for healthy ageing and improve joint working and outcomes for healthy ageing related workstreams.</p> <p>The learning from this review will be shared with the new group, to help inform priorities for the group. In particular we will encourage a focus on action to support adults to remain active into older age, tackling ageism and encouraging a more positive narrative on ageing.</p>	<p>Healthy Ageing Partnership Group (HAPG) – this new group was established and met for the first time in Nov 2024 and continue to meet bi-monthly. The partnership includes a broad membership across the health and care system. Learning from the scrutiny review has been shared with the HAPG and has informed the Terms of Reference, function and priorities for the group. Key initial priorities include preventing falls, due to the high emergency admissions from falls in E Sussex (Recs 1-3), being a lead voice for tackling ageism (Recs 4-6), supporting the implementation of Age Friendly Communities (R8) and improving collaboration and best use of resources for a range of important workstreams relating to ageing, e.g. winter planning (R8).</p> <p>HAPG members have been active in supporting some of the key projects implemented above such as Stay Strong, Steady & Independent Falls campaign, Age Without Limits ageism awareness campaign and intergenerational work.</p> <p>Age Friendly Communities – Partnerships with Hastings Borough Council (HBC) and Rother District Council (RDC) have successfully been agreed to develop and implement plans for being Age Friendly Communities. 3 year partnership agreements are in place to provide £50k per annum with each LA, to enable them to build part-time officer capacity to lead plans for Age Friendly Communities. This will lead up to the period the new unitary for East Sussex should be commencing. Both RDC and HBC have successfully recruited a new lead officer to develop</p>	October 2024 - ongoing	Green

