

Ageing Well Strategy

YOU SAID, TOGETHER WE DID

PROGRESS TOWARD THE 2024/25 ACTION PLAN

Introduction

The purpose of the [Ageing Well Strategy](#) aims to improve the health and wellbeing of Newham residents aged 50+ and reduce health inequalities. To achieve this, annual actions across five priority areas are co-produced:

1. information and communication;
2. home;
3. finance, employment, volunteering and retirement;
4. community, connection and neighbourhood;
5. planning and preparing for later life.

This document provides an overview of the progress made toward the [2024/25 Actions](#). The status of each is recorded at the top of the page:

- **COMPLETE** - indicates the action has been completed and assumed, where appropriate, into 'business as usual' activity;

IN PROGRESS - indicates the action has been started, but will be completed in 2025/26;

- **NOT STARTED** - indicates the action has not started due to capacity or resource.

Information and Communication

COMPLETE

Align and refresh the purpose of the Ageing Well Resident Advisory Group and Older People's Reference Group (OPRG) (inc: a review of the WhatsApp Group and OPRG Newsletters).

The Council, in partnership with the Ageing Well Resident Advisory Group and OPRG Elected Representatives, has reviewed the way residents can engage with Ageing Well; and the purpose of both Groups. Three methods of engagement have been agreed, residents can:

- join the WhatsApp Group, which provides healthy ageing relevant information;
- attend one or more of the four OPRG face-to-face sessions. The purpose of these sessions is to:
 - create a network of peer support / connection;
 - enable residents to share ideas and give their views on the issues affecting residents aged 50+;
 - share information about activities, events and services that may be beneficial / of interest.
- join the Resident Advisory Group, who are independently leading / delivering Strategy actions as well as others they think would be useful for others - within the parameters of healthy ageing.

To join or find out more email: AgeingWell@newham.gov.uk or call: [020 3373 0731](tel:02033730731).



Are you a Newham resident aged 50+?



Would you like to find out more about what Newham Council and our partners are doing to support residents to age well?

Would you like to share ideas and give views on the issues affecting residents aged 50+ - and also help shape local services?

If yes, please:

- join the Ageing Well WhatsApp Group (broadcast only messages) - or register to receive a quarterly newsletter.
- come along to one of our quarterly face-to-face sessions
- join the Ageing Well Residents Advisory Group - who are independently leading / delivering actions in the Ageing Well Strategy Action Plans

To join and find out more email: AgeingWell@newham.gov.uk or call: [02033730731](tel:02033730731)

newham.gov.uk **WE ARE NEWHAM.**

COMPLETE

Increase the number of residents engaged with Ageing Well - ensuring, via collection of their protected characteristics, their views and experiences reflect the wider 50+ population.

In 2024/25, the number of residents engaged with Ageing Well was:

- Mailing List - 1, 115 residents;
- Ageing Well WhatsApp Group - 86 residents;
- OPRG - 350 residents;
- Resident Advisory Group - 67 residents;
- Resident Advisory Group WhatsApp Group set up and ran by the current resident Co-Chair) - 20 residents;
- Newham's Got Talent WhatsApp Group - 16 residents (this is a new group is working on activities in partnership with Subco Trust for Age Without Limits launching 11th June 2025).

Deliver an Ageing Well Festival.

The Festival was held on the 5th October 2024 at Forest Gate Community School; and 900 residents attended (a 89% increase compared to 2023).

The Festival comprised:

- information stalls (including Our Newham Money, Newham Volunteers, Metropolitan Police, Transport for London);
 - 1-1 clinics (on bowel cancer, concessionary travel, parking and Pension Credit);
 - Health MOTs and vaccinations;
 - activities (such as, archery, bikeworks, embroidery, fencing, glass painting, silent disco and virtual reality headsets);
 - dance and exercise tasters, including Bollywood dance, chair-based exercise and Zumba;
 - music;
-
- international food court (including, Afro-Caribbean, Chinese, Eastern European, South Asian and Pie & Mash).

Home

COMPLETE

Address fuel poverty through the Stay Warm in Newham scheme, community energy champions and Green Doctors energy support.

The Renewal Programme and Green Doctors provide the Community Charged Energy Champions scheme to support households experiencing fuel poverty. Local residents trained to become energy champions and helped others reduce their energy bills and stay warm at home. The Green Doctors provided specialist, in-depth support to households to implement energy efficiency measures in their home.

In 2024/25, the champions supported 450 Newham households. In 146 cases (32%), the lead household member was aged 50+. The Green Doctors supported 25 households to make changes to their home to increase energy efficiency.

Reduce the Adult Social Care Occupational Therapy waitlist.

In 2023/24, the waitlist was 950 residents. As of the 12.03.2025, this has been reduced to 150, with the average wait between three and four weeks.

If you want to learn more about equipment that can support you to maintain your independence at home, try Ask SARA, an online Occupational Therapy Assessment tool. For more information or to access Ask SARA, visit: [Making Daily Living Easier](#).

If you do not have access to the internet, device or would like some help to use Ask SARA, call the Access to Adult Social Care Team on [020 8430 2000](tel:02084302000) (please select option 2).

COMPLETE

Open the Leacroft Lodge Extra Care Scheme.

Extra Care is a type of 'housing with support', where an individual lives in a self-contained flat, with their own front door - with staff available up to 24 hours per day to provide personal care and support services.

In 2024/25, the Council open Leacroft Lodge, an Extra Care Scheme in Canning Town, comprising 50 flats. As of the 13.03.2025, 43 residents have moved into the Scheme, with the remaining seven residents identified.

Finance, Employment, Volunteering and Retirement

COMPLETE

Agree and deliver the Council's Age Friendly Employer pledges.

Increase the number of Newham based employers to sign-up to the Pledge.

As part of its Pledge actions, the Council has launched a Working Carers Policy, Menopause Policy and Menopause Cafes.

As of the 13.03.2025, eight organisations based or working in Newham have signed the Pledge:

- [Age UK East London](#)
- [East London Care and Support](#)
- [Enabled Living Healthcare](#)
- [GLL](#)
- [John Lewis](#)
- [Newham New Deal Partnership](#)
- [Newham LGBTQ+ Seniors](#)
- [SubCo Trust](#)
- [The Hill Group](#)

COMPLETE

Identify and support eligible residents to claim Pension Credit and other benefits.

Use the Low Income Families Tracker (LIFT) platform identify and support residents who may be struggling to maximise their income (inc: reaching out to those who are Care Act eligible).

In 2024/25, Our Newham Money supported 220 residents to claim Pension Credit, achieving £748,590 in additional income (total estimated lifetime value of £6.9m). These residents were also supported to successfully apply for Additional Winter Fuel payments totalling £44,000.

Using the LIFT platform, Our Newham Money supported over 720 residents aged 50+ to maximise their income, achieving £1,864,446 in additional income.

To find out more about, or get support from Our Newham Money visit: www.newham.gov.uk/ournewhammoney or ring [020 8430 2041](tel:02084302041)

In addition, Our Newham Work supported 126 unemployed residents aged 50+ to access employability skills training and supported 21 into employment.

To find out more about, or get support from Our Newham Work visit: www.newham.gov.uk/ournewhamwork or ring [020 3373 1101](tel:02033731101)

COMPLETE

Develop relationships with Newham based schools and their PTAs to create intergenerational volunteering opportunities.

The Newham Volunteers Service has partnered with Coram Beanstalk and is supporting the recruitment of older volunteers to participate in the [Coram Beanstalk Trained Reading Helper](#) scheme.

If you are interested in volunteering for this scheme or other opportunities, please visit: [Volunteering in Newham](#) or ring: [020 3373 3216](#).

Community, Connection and Neighbourhood

Establish and promote a University of Third Age (u3a) in Newham.

The Resident Advisory Group has set up a u3a in Newham, which was launched at the Ageing Well Festival in October. Since then 40 residents have joined, with the ambition to grow this to 100+. Read the resident co-chairs blog [here](#).

u3a is an international programme, with the primary aim of lifelong learning and social connections. Members contribute an annual membership fee (in Newham this is currently £15) to set up and / or attend sessions run by other older residents.

Membership is open to all residents in their “third age”. Members can not only attend existing activities / talks, but are also encouraged to form other groups covering what they are interested and / or skilled in. Learning is for its own sake, with enjoyment being the prime motive, no qualifications, awards or payments are made for services rendered.

To the date Newham u3a has ten regular groups running (e.g. an art club, a book club, hatha and chair yoga, walking, gardening, theatre, bridge etc).

To join or find out more visit: [Newham u3a](#)

COMPLETE

Develop the East Ham nature reserve and Green Gym.

The following sessions are now running from the site in partnership with Bonnydowns Community Association:

- monthly intergenerational afterschool nature sessions;
- monthly Parent and Toddler Group - several grandparents attend who care from their grandchildren whilst their parents' work;
- Active and Connected 65+ Nature Group.

For more information visit: [Community Garden - Bonny Downs Community Association](#) or ring: [020 8586 7070](#)

In addition, the Green Gym offers regular and one-off volunteering opportunities at the site. For more information or to join in, visit: [East Ham Nature Reserve Heritage and Conservation Volunteers \(Newham Green Gym\)](#) or ring: [07845 973 156](#)

Develop and promote the Men in Sheds offer.

Since its launch in September 2023, Men in Sheds has created welcoming spaces for over 100 men to connect, collaborate and engage in practical activities.

There are two Sheds:

- [Breaking Grounds](#) - based in Chargeable Lane Resource Centre, where over 50 men have taken part in meaningful projects like wheelchair repairs and upcycling benches for the [Chatty Bench](#) initiative. Ten dedicated members actively engage, resulting in the Shed opening almost daily. Key achievements include joining the national Men in Sheds network, achieving charitable status, securing a £1,000 Small Grant Award and earning the prestigious [Newham Civic Award](#) for outstanding contributions to community wellbeing;
- Manor Park Men's Group - based in Jack Cornwell Community Centre. This group welcomes 19 regular members and has engaged over 70 individuals in activities like yoga, mindfulness and social outings. Supported by £5,000 from [People Powered Places](#) funding in 2024, the group focuses on promoting mental and physical wellbeing, fostering camaraderie and encouraging open discussions about health and personal growth.

Looking ahead, Men in Sheds hopes to broaden its reach by establishing more sheds, engaging a wider audience and tailoring activities to participants' needs. Its membership in the national Men in Sheds network has opened doors for exciting collaborations and greater visibility, ensuring continued growth and impact.

Planning and Preparing for Later Life

IN PROGRESS

Implement an evidenced-based Falls Prevention programme.

During 2024/25, the Council, NHS and local community and voluntary organisations developed plans for a new Falls Prevention Service.

The Service will launch in summer 2025, for residents aged 50+ who have had a fall in the past or who are at risk of falling.

Residents in the programme will do 24 weeks of group-based strength and balance exercise classes led by a specialist instructor as well as home exercises each week. Classes will be in leisure centres and other community venues. The classes aim to increase residents' strength and balance, which in turn will improve their confidence and reduce the risk of falling. Evidence suggests the programme can reduce the rate of falls by 24%.

The programme will also help people find other local groups and activities that they can continue to take part in after the 24-week programme.

IN PROGRESS

Review and re-procure the Dementia Support Service.

The Council has a Contract for the provision of a Dementia Support Service, which was due to expire on the 31.12.2024. The Service comprises a Dementia Advisor and Memory Café and Music for the Mind sessions.

This offer has been reviewed in partnership with residents who have Dementia and their families, and colleagues working in the ELFT Memory Clinic. From these discussions, it has been agreed to extend the Contract to the 30.06.2024. Prior to this a new contract will be procured that comprises a suite of Dementia-specific recreational and leisure activities that support residents to maintain their connection with their local community and independence. The Dementia Advisor role will cease, as this is provided by the Memory Clinic.

For more information and to access the current Service, visit: [Dementia Support Service](#) or call [020 8472 0658](tel:02084720658).

IN PROGRESS

Conduct a quality-focused review of services for residents approaching the end of their life with recommendations on how to maximise resident choice.

A specification for the review has been agreed to take commence in spring 2025/26.