

 **LIVE LONGER BETTER.**
Gloucestershire

Active Ageing Network

March 2026

 **Active**
Gloucestershire

Housekeeping

Who is Active Gloucestershire?



Active Gloucestershire Updates



we can move Event 2026

 Kingsholm Stadium

 3rd June 2026

 10:00 - 15:00



Healthy life expectancy blog

Health-Span – Office for
National Statistics



Health pathways

- **Exercise Referral - System Review**
- **Physical Activity Navigation**
 - **Forest of Dean**
 - **Cam & Dursley**
 - **Gloucester**



**Resources &
training**

**Sharing &
networking**





Fall-Proof

Working with Age UK Gloucestershire Voice of Older People Panel:

- What are the motivations and barriers to older adults doing strength and balance
- Who, where and how should a campaign be delivered

Plan to bring partners together to use this insight to develop the plans & framework for a campaign:

- Engaging with the organisations older adults have told us are trusted sources of information

Create and deliver a campaign collectively:

- Shared, consistent messages
- Promotional assets
- Conversation starters

Dementia & Physical Activity training

Championing PA for people affected by dementia

This online course will develop your knowledge and confidence in facilitating physical activity for people affected by dementia. You will have the opportunity to learn from experts in the dementia and physical activity fields, as well as hear directly from the those with lived experience of dementia.

Learning Outcomes:

- Deliver physical activities and exercise which best suit individual wishes, as well as those of everyone in the group.
- Understand the benefits for people affected by dementia taking part in physical activity and exercise.
- Encourage and support people to participate, and know how and why to involve family carers in physical activities.

Love to Move

Love to Move is the UK's biggest age and dementia-friendly seated exercise programme, designed specifically for older adults, including those living with dementia, Parkinson's disease, or cognitive impairments.

The exercises were carefully designed and tested over a two-year period and co-created with people living with dementia in both Care Home and Community settings.

The online courses are broken up into 4 modules of 3.5 hours each and are tutor led. For the practical elements of the course, you will need to be able to sit far enough away from the camera for the tutor and other learners to see your head and your feet in a seated position.

Age Friendly Cotswolds

What if ageing in rural areas wasn't a challenge – but a community superpower?

Let's create a movement where *everyone* can thrive as they age



Our Vision for an Age-Friendly Cotswolds

Dignity, purpose, and connection for all

Older voices shaping their community

Villages alive with activity and opportunity

Generations learning, sharing, and contributing



From Ageing to Thriving: A Movement for Change



Growing old is not decline — it's contribution, purpose, belonging.

Age-Friendly Cotswolds will redefine ageing in rural England.

A national exemplar: showing ageing as a strength, not a problem.

A movement to make ageing in rural areas visible, positive and celebrated.



The Difference We Can Make

From...

What we hear now:

- “I don’t know where to turn for help”
- “I feel invisible and unheard”
- Services which are hard to navigate / digital exclusion
- People struggling alone

To

What we will build:

- Clear, joined-up pathways
- Older people’s voices shaping communities
- Ambassadors ensuring no one is left behind.
- Welcoming and accessible local hubs.

The Rural Challenge

- Transport gaps
- Digital exclusion
- Access barriers
- Fragmented support
- Information confusion

The Human Cost

"In the countryside, you can feel invisible if you're not already connected to the right people"

Why it matters

27% of people are aged 65+

6,408 live alone

1,936 low-income households

85+ population set to grow by 84% by 2043

Our Collaboration

Four Trusted Organisations, One Shared Vision

- Deep **community** roots
- **Proven** co-production
- **Connected** across the county
- Ready to **scale**



Our Four Priority Themes

1. Health and Wellbeing
2. Social and Civic Participation
3. Empowerment and Resilience
4. Impact and Influence

WHO Age-Friendly Communities framework, adapted for rural context and developed through our shared learning.



How We'll Deliver

Building infrastructure,
not short-term fixes

Community-Led &
Asset-Based

Hubs, Funding
&
Collaboration

Sustainable
Partnerships &
Impact

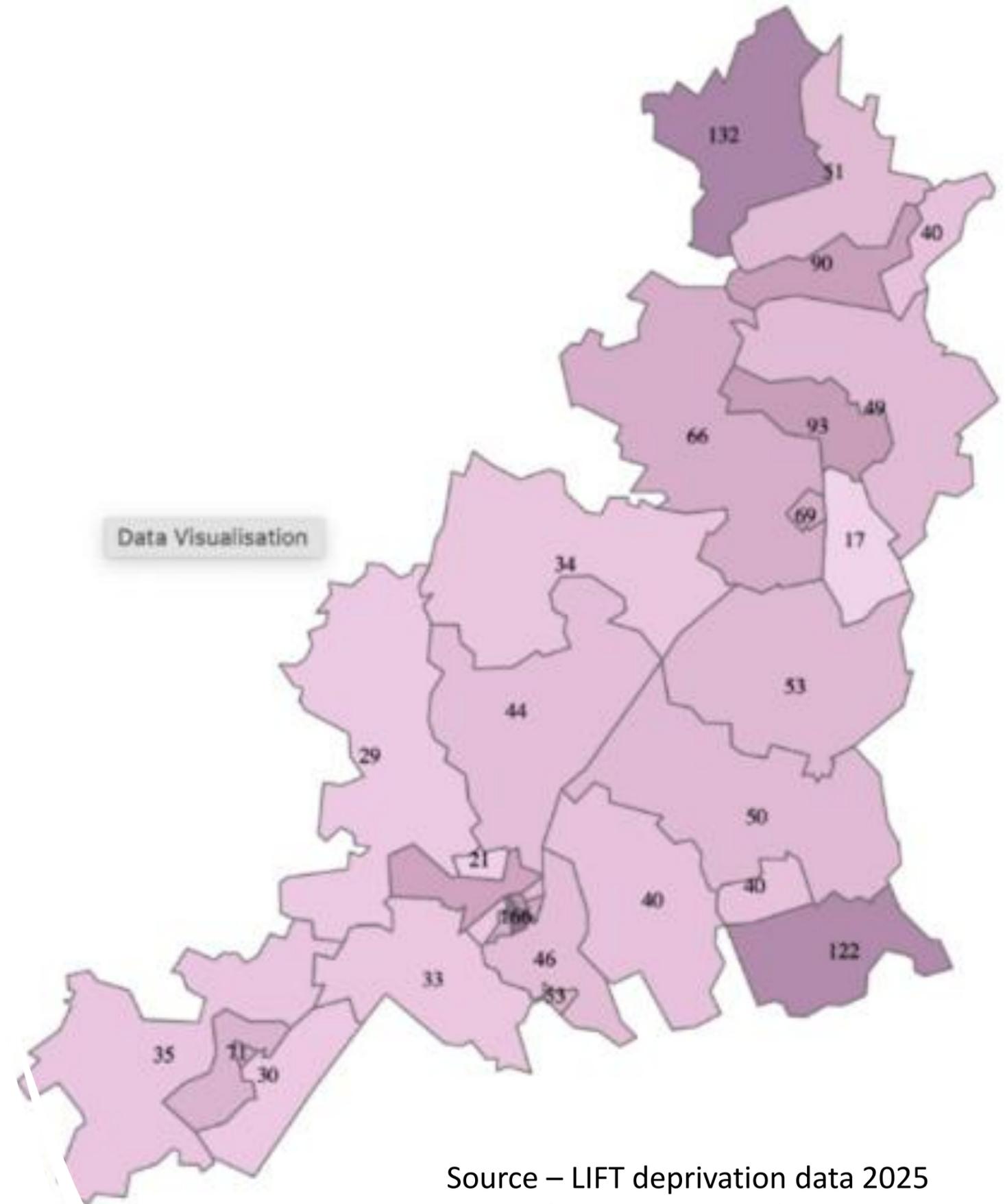
Learning and
Growth

Where We'll Work

Starting in areas of highest need:

- Cirencester (166 low-income older households in Watermoor alone)
- Tetbury (159 across three wards)
- Moreton-in-Marsh (90 households)
- Stow-on-the-Wold (93 households)

Plus surrounding rural communities



Source – LIFT deprivation data 2025
Cotswold District Council

Who Benefits

Direct Impact

- Older people feel heard and not overlooked
- Fewer people experience isolation or loneliness
- Rural residents face reduced service barriers
- Improved access to support for Carers and those with complex needs
- Increased opportunities for those wanting to contribute to community life

Strategic Impact

- Stronger VCSE collaboration
- Reduced statutory service pressure
- Model for developing Age-Friendly Communities across the county

Built to Last

Partnerships: Adult Social Care & ICB fully involved

Infrastructure: shared systems, joint training, embedded evaluation

Skills: Champions trained, volunteer pathways established

Policy & Practice: age-friendly mindset by default

Transformation Test: *By 2030: "It's how we do things here"*

Ageing the Cotswolds Way



An age
Friendly
Cotswolds



Sharing session

What you have?
What you need?
What or who can help?



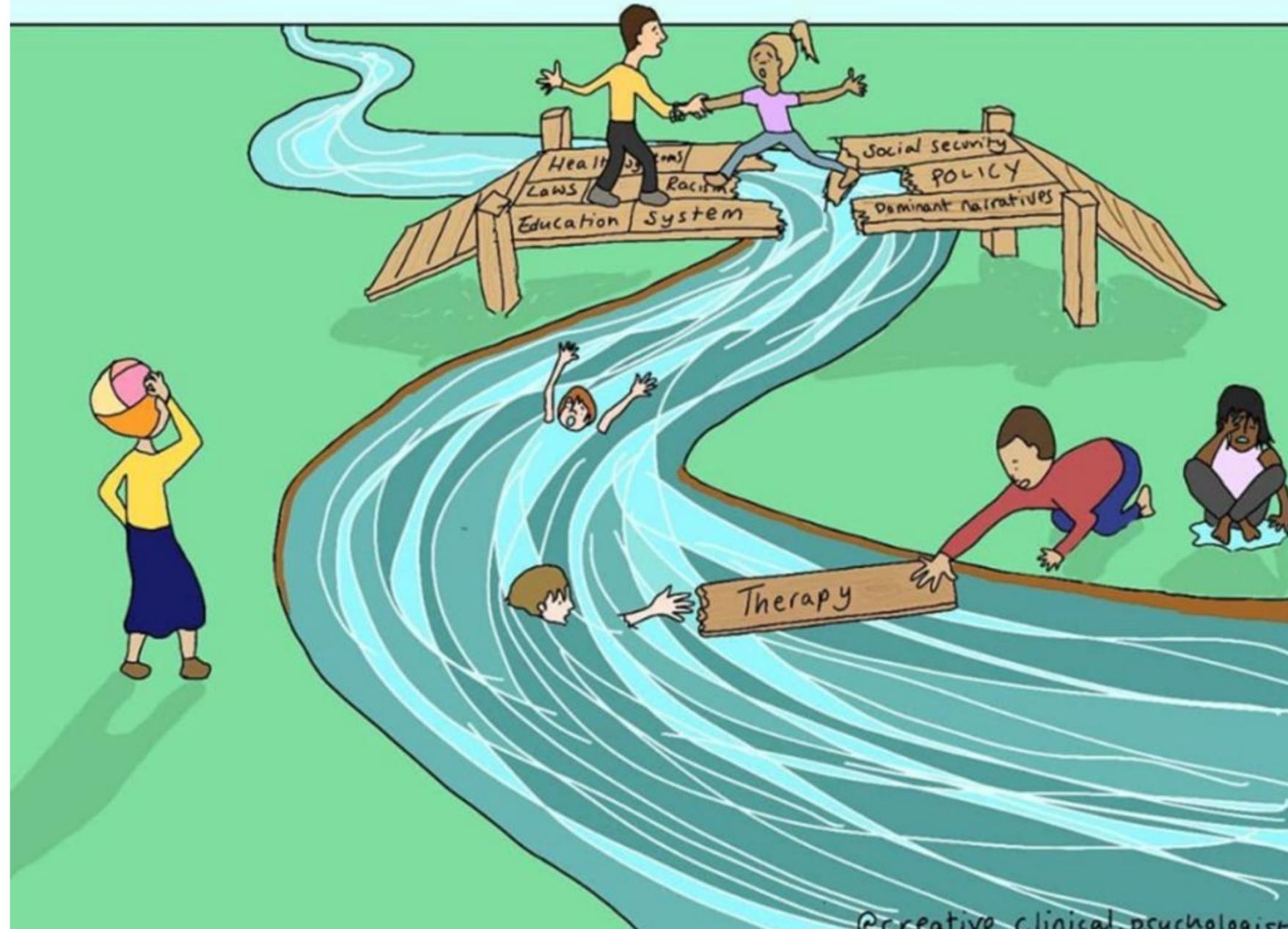
**Gloucestershire
Adult Social Care**

+

**Voluntary, Community, Social Enterprise
Sector**

ASC + VCSE

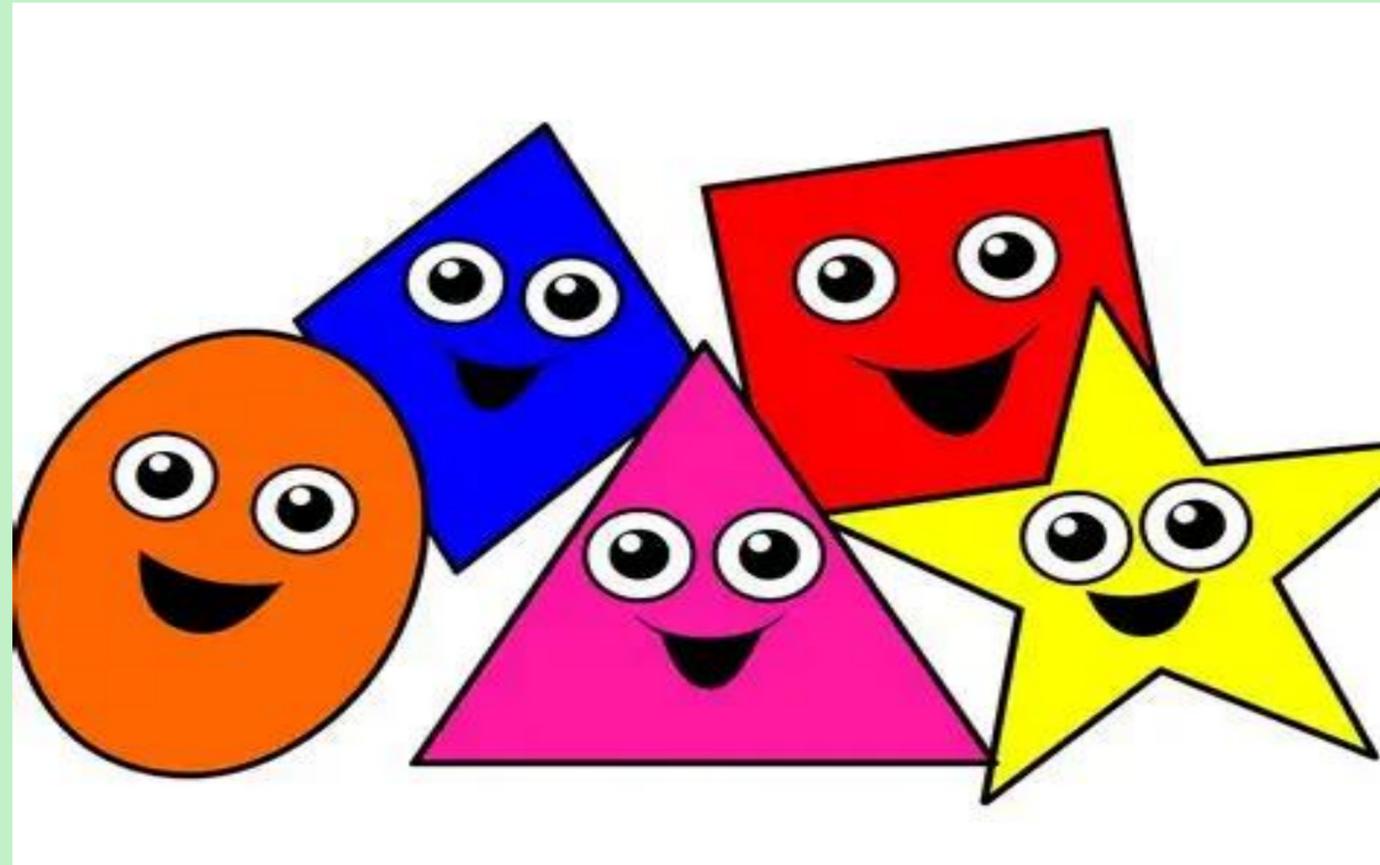
There comes a point where we need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in. (Desmond Tutu)





We are individuals.

We have our own interests, experiences and skills.



Community groups are often established in response to local needs by people with lived experience, their carers and friends.



A diverse range of provision is available in communities across the county, including social activities, information and advice services, support and opportunities.

Some of us may struggle to access facilities.



Trying new approaches.

Supporting groups, projects and services
to develop and continue.

Identifying resources, working together.

miranda.thomason@gloucestershire.gov.uk

07827 083927

we can move LIVE LONGER BETTER.
Gloucestershire

Break



Active
Gloucestershire

Community of Practice

Launch with Sir Muir Gray

39 bookings

- Overview on the objectives of Live Longer Better nationally
- How networks and systems can help support the delivery of Live Longer Better
- Discussion on how to move the work forward locally

We Are Undefeatable

66 bookings

- Joined by Peter Dutton
- Heard from local examples of community activity for those with Long Term Health Conditions
- Looked at some data that highlighted barriers to activity for those living with a LTHC

Living Well with Dementia

30 bookings

- Joined by Steve Shelley-King
- Heard from British Gymnastics Foundation and Cotswold District Council
- Started to explore how we can support dementia inclusive activity to take place in Gloucestershire

Community of Practice

What other topics would you like us to cover?

- Are there any emerging areas of work?
- Any challenges you are facing?
- Anything you would like to learn more about?



Thank You



wecanmove.net



@activegloucestershire.org

SCAN ME



Active
Gloucestershire