

# **PROJECT IDEA: AGE-FRIENDLY TAKEOVERS**

## **DESCRIPTION OF THE PROJECT:**

This project would make use of the quiet periods that leisure facilities, arts centres and businesses experience by opening up to groups of older people with specific additional accessibility requirements (e.g. mobility issues, dementia, hearing impairments or mental health issues). This would open up spaces to groups of over 50s that have been unable to comfortably experience certain activities due to their accessibility needs. As part of the project, staff at the venues could be trained to be 'age-friendly'.



## **WHY IS THE PROJECT NEEDED?**

Many people find that their circumstances change as they get older. They might experience isolating changes to their health and well-being or develop a life-changing condition. This affects their ability to experience arts and leisure activities and businesses are not equipped with an understanding of how to offer services to people with changing accessibility requirements.

## **WHO IS IT TARGETED AT?**

People over 50 with additional support needs or accessibility requirements  
Carers supporting people over 50 with additional support needs  
Organisations and venues that are interested in new ways to open up to customers during quiet periods

## **HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?**

Numbers of people attending a takeover  
People continuing to attend further takeovers  
Range of organisations hosting a takeover  
Improved health for those who attend a takeover and for their carers (if they have one)

## **WHAT MAKES THIS PROJECT AGE-FRIENDLY?**

Opening up places to people who might otherwise struggle to access them  
Encourages people with specific support and accessibility requirements to get out of the home and to visit new places  
Inclusive  
Encourages people to make new friends and experience new activities

## **CAN AMBITION FOR AGEING INVEST IN THIS PROJECT?**

Yes. It meets many of the AfA project idea selection criteria. In particular: the project has the potential to take place across GM; could potentially be repeated again with alternative funding; could contribute towards making GM more age-friendly; and could help to reduce social isolation for those who attend.