



Ageing Well in Brighton & Hove

This research report by Age UK West Sussex, Brighton & Hove, provides a snapshot of the challenges faced by older people and what they are worried about as they age. Three key themes emerged, future planning and resilience, an age friendly community and identity.

The findings highlight issues such as healthcare, housing, social isolation, and access to services. By giving voice to older residents, this research aims to inform policymakers and service providers, ultimately improving the ageing experience in the local community.

You can read the full research report here

[Click here](#)

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Future Planning and Resilience: Healthcare and Financial Concerns

Participants were anxious about declining health, mobility, and limited support as they age, with concerns about financial planning and the uncertain future of social services and the NHS.

"...my concern is...that funding for things which are necessary in terms of safety and community, is going to become less and less, at a time when I will be becoming more dependent on those things. So, I do have just a general sense of fear or anxiety...about the future..." - Andrea, 61

Specific Concerns included:

Housing

The general belief among participants was that housing for older people often isn't suitable and there was a strong desire for homes that are safe, inclusive, well maintained and age friendly. A lack of community was also a cause for concern.

*"If you're not living in a healthy environment, you can't have a healthy retirement." **Toby, 68***

Person-Centred Service Design

Many participants discussed frustrations with service inclusivity, for a wide variety of reasons. Almost all participants mentioned that they just wanted a 'personal touch' which was lacking in their world.

*"The carer said that...she doesn't have time to talk to me, because she can't get enough done." **Vera, 88***

Access to Services

Difficulties accessing services was a common theme, with poor accommodation of mobility needs and digital exclusion issues. Services (health, social care, the council etc.) not being linked up meant people had to tell their story time and time again.

*"The problem is that none of the divisions have joined up." **Toby, 68***

Age-Friendly Communities

Everyone spoke about community in their interviews and several themes around creating an age-friendly community were raised:

Social Isolation

Many spoke about the impact of social isolation due to declining health, loss of friends, and reduced mobility.

"So (due to illness) I've been a long time - well, three years more or less - indoors, unless somebody comes to take me out." - **Jane, 88**

Intergenerational Communities

Many participants spoke of positive experiences where they had engaged with younger people and expressed their desire for more opportunities to be available to them.

"I think it would be wonderful if there could be sort of like a 'rent a grandparent' scheme or something...the odd weekend or whatever. I think that would just be amazing, cos' that, for me, would really complete life." - **Tom, 70**

An Age Friendly City

Several participants had examples of being unable to access the city they once loved and lived in now that they have aged.

"I end up on the road a lot of the time because the pavements are far too bad for the scooter ride...The pavements are sometimes dreadful." - **Kelvin, 84**

Transport

Transport was viewed as a problem in terms of accessibility, inclusivity, and cost. Although some people felt the local bus service was good, others felt more routes and stops were needed.

"There's a long way for us from here to the nearest bus stop and when you get over the other end how far can I walk? So, it's useful if a bus stops right outside of where I want to go, which he does on very rare occasions." - **Meryl, 72**

Trusted Services, Trades & Support

Participants tended to rely on peer support and personal recommendations as the need for reliable, trustworthy support was a significant concern. People worried about scams and being overcharged.

"I didn't know anybody else to do it and had the thought, go and ask somebody else who had it done. How easily I could have been conned into paying all that money."

- **June, 92**



Identity and Visibility in Ageing

Almost all participants discussed their identity and how it affected their ability to age well, whether that was their cultural background, their sexuality or simply how visible they felt as they aged.

"I feel more, much more, like invisible now than I used to...But the other thing is that I suppose it's much more difficult to get myself heard or taken seriously." - Andrea, 61

The research gives a picture of some of the issues affecting those ageing locally. It's the start of a conversation and a prompt for us to take action, using older people's voices to improve ageing in Brighton & Hove.

So what are we doing at AUKWSBH as a result?

- **We're creating a personalised service for older people to get the information they need by launching our Hub on Queens Road. The Hub will launch on the 1st October 2024 and will include digital access and support. We also won National Lottery money which will support us to invest in our First Point of Contact service ensuring people can reach us when they need us.**
- **To launch the Hub, we'll be working on a campaign which highlights what we can help people with to raise awareness amongst the community.**
- **We're in the process of developing a 50+ engagement group which will shape services using the older person's voice.**
- **We've committed to completing an inclusion award with Brighton & Hove Switchboard to we can ensure our services are inclusive to all.**
- **We're working on developing a means-tested transport fund that will support older people with the financial burden of getting places they need to be.**
- **We'll continue to work with partners to shape and develop services which support people in Brighton & Hove to Age Well.**

Age UK West Sussex, Brighton & Hove is a local, independent charity that has been supporting older people across the county for over 65 years.

We'd love your support

Our goal is to inspire and enable people in our communities to love later life. You can help in so many ways. Visit our website for more details: [Age UK West Sussex, Brighton & Hove | Get involved - how you can help?](#)

Or find us on [Facebook](#), [Instagram](#) and [Twitter](#)