



# Ageing Well project update

Sarah Haydon, Chief Officer

April 2026





# Background



- As part of the UK Shared Prosperity Fund scheme, Biddulph Town Council sought a grant to undertake a feasibility study, in 2023/4, in relation to the needs of people as they age within our community. This piece of work aimed to make sure that over 50-year olds have access to the right services and support, and that they can plan effectively for the years to come.
- We acknowledged that someone aged 50 is not 'old', and that those aged 75 might be fitter and healthier than their younger neighbours. The aim of this project was not to stick rigidly to the idea that people of certain ages require particular services, but more to establish whether there were trends in the feedback received that could help to plan effectively for the future.



# More background

- The UK Shared Prosperity funding enabled the Town Council team to go ‘on tour’. The team provided lunch at community venues throughout the town (within all five wards) with a range of partners. We attended established groups and advertised the survey widely through printed material, the press and social media. This work took place during Winter 2023 (whilst the weather was still mild).
- In the autumn of 2024, we launched ‘Ageing well in Biddulph: A Feasibility Study’. This document had a range of recommendations for future action.
- The purpose of this presentation is to provide an update in relation to this work and to consider the ‘next steps’.



# Achievements- Transport

## Recommendations

- Highlight bus routes and times as potential options for those without other forms of transport.

**Re-development of bus waiting area, signage and shelters on Wharf Road due summer 2026. Timetable and advice available in Town Hall reception.**

- Continue to lobby for additional provision to South Cheshire and Moorlands towns. Since the initial questionnaire was completed, additional grant funding has been received by the County Council to extend services 93 and 94, and introduce a 95 service. Monitoring and support of these services will be important for their longevity.

**Regular meetings take place with bus provider. Monitoring of 93 service is ongoing.**

- Promote the use of bus passes for those who may be unsure how to access them, and explore whether the Town Council can support applications for bus passes.

**Promotion of Library facilities takes place on website and at Town Hall.**

- Manage expectations and also emphasise that residents should 'use it or lose it' as services now need to be commercially viable.

**Promotion of services within town is ongoing.**



# Achievements- Housing

## Recommendations

- Ensure that Housing partners are aware of the lack of accessible accommodation in the Biddulph area.

**Housing Needs Assessment completed as part of Neighbourhood Plan. Working Group ensures this is kept under review; Planning Committee monitors use of Neighbourhood Plan policies.**

- Provide reassurance about low levels of crime; publicise Police communication tools.

**Promote Police surgeries at the Town Hall.**

- Publicise existing groups and clubs to ensure communities are aware of activities available.

**Published revised Clubs and Societies booklet in April 2026.**

- Continue to pursue improvements to the town centre, including public realm and enhancements to the night time economy.

**Town Hall frontage project complete September 2025.**



# Achievements- How You Fit into Your Community

## Recommendations

- A number of attendees at the roadshow lunches said how much they would appreciate regular 'surgeries' within their communities. The Town Council should look to hold two per year in each ward. This would have the effect of helping people to know their Councillors, and also find out about activities that are happening locally. Potentially, this may also bring them closer to neighbours.

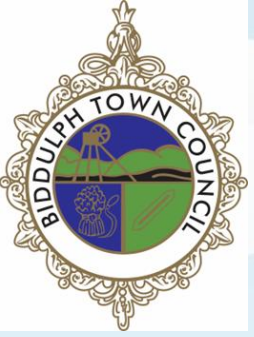
### Planned for 2026.

- The Town Council should continue to seek ways to expand the opportunities to publicise events and activities in the town, attempting to engage with individuals who do not use more conventional methods for finding out about local issues.

### The Town Council consistently use social media, posters, the printed press and website to promote items/ events.

- The Town Council should investigate and support a befriending scheme, which helps to make introductions to new services and groups.

### Ongoing.



# Achievements- Health

## Recommendations

- There is a need for low-level support for residents who have concerns about their mental health.

### Ongoing.

- With such a high number of people identified as being concerned about their mental health, support within the community will be essential. There is a need for increased funding for the provision of training for mental health awareness and mental health first aid. The Town Council is seeking to address this.

### Town Council funded mental health training in 2025- L1, 2 and 3.

- The Town Council should consider more localised support networks for those who cannot travel far and are concerned about leaving their homes.

### Ongoing.

- Ensure that households understand the pathways in relation to the provision of care and support in their home.

### Work with social prescribers to provide information sharing opportunities.



# Achievements- About Your Money

## Recommendations

- Identify suitable volunteering opportunities and promote them for over 50s. Ensure the expectation and 'job role' is clear.

**New volunteer booklet published April 2026.**

- Develop a scheme to promote suitable traders to help with home maintenance projects.

**Information sharing session delivered to Councillors about *Local Help My Way* (Support Staffordshire project).**

- Ensure people understand how to check their eligibility for benefits to manage cost of living issues effectively.

**'Preparedness' sessions planned for 2026- part of the Biddulph Works Together project. Citizens Advice funded by Town Council and based within Town Hall. Department of Work and Pensions visit Town Hall twice a week. Signposting to other support agencies occurs as part of events and work of the Town Hall reception.**



# Achievements- Other discussions

## Recommendations

- A service such as 'Meals on Wheels' would be beneficial, and could be paid for by the recipients.
- Other services could be invited to Town Council ward-based drop-ins.
- A seated Exercise Class in the Town Hall would be appreciated.
- We need to dispel health myths. E.g. there is no breast cancer screening past 70 years old.
- There would be a benefit in completing additional intergenerational activities so that participants can share their experiences.
- It was identified that the Neighbourhood Plan Working Group had facilitated a Housing Needs Assessment for the town. This would need updating in order to provide a robust evidence base for future development.



# Next Steps- Key priorities for 2026

- Adoption of Wellbeing Strategy in 2026-27.
- Health and Wellbeing day- October 2026, support for 'International Day of the Older Person'.
- Consider roadshows in October/ November 2026 to update our understanding.
- Ongoing funding to be provided for Biddulph Works Together.
- Consider membership of the Network of Age-friendly Communities
- Consider a 'Walkability Audit' of the town centre, to impact future pedestrianisation plans.



**Thank you**

**Any questions?**

