



Match Funding Proposal

The Offer

- In **FEBRUARY 2018** Oxfordshire Community Foundation (OCF) was one of 20 successful bids - selected out of a total 176 applications - to win support for its Age Friendly Banbury partnership from The Place Based Social Action (PBSA) Programme
- The Place Based Social Action (PBSA) Programme is a jointly funded programme with the Department for Digital, Culture, Media & Sport (DCMS) and the Big Lottery Fund (the Fund)
- The second stage of the programme begins on **31st OCTOBER 2018**, when each partnership can apply for further funding of up to £500k to support delivery of their programme
- To be eligible for this second stage, OCF needs to evidence additional match / in kind funding. Whilst a minimum of 33% is required OCF believes its bid will be significantly strengthened by offering **A LIMITED 2:1 MATCH FUND** to raise an equivalent £250k
- As the Place Based Social Action Programme will run for five years until December 2024 – securing total annual pledges of £50k for five years would achieve the £250k match required
- Ten successful partnerships will secure funding for the second stage of the programme, with the first tranche of monies expected before the end of **FEBRUARY 2019**.

Why Age Friendly Banbury?

- According to the World Health Organisation (WHO), by 2050 there will be more people over 60 than under 14 for the first time in human history with an expectation that the majority of these will live in urban areas, so the WHO is supporting age friendly initiatives in towns and cities across the world
- The Age Friendly Banbury partnership is using the WHO model to join 500 places from Derry to Dallas, in 37 countries, forming the Global Network of Age Friendly Cities and Communities (GNAFCC). In the UK, there are [25 age-friendly cities](#), but Banbury hopes to become the first town to join their ranks as well as the only Age Friendly place in Oxfordshire
- Office of National Statistics (ONS) mid 2016 estimates a total population for Banbury of 47,700 of whom 7,500 are aged 65+ and just under 1,000 aged 85+. However, the population of older people in Banbury aged 65+ has increased at a faster rate (28%) than the Banbury population as a whole (11%) and Oxfordshire County Council forecast this trend continuing to 2026
- Furthermore, 16% of older people in Banbury are income-deprived, compared with 9% across Oxfordshire, and in the Ruscote area of the town this increases to 36% - more than double the England average
- In our research report, [Oxfordshire Uncovered](#), OCF highlighted that among the over-65s living alone in Oxfordshire more than half have a long-term health problem or disability. People in poor health or with conditions described as “limiting” are also often at high risk of feeling lonely. A previous study by Age UK (2014) found that two-fifths of all older people have the television as their main company
- Of wider concern is that these figures are much higher for people with disabilities. According to Scope two-thirds (67%) of disabled people have felt lonely in the past year, rising to three-quarters (76%) for working age disabled people (December 2017). Further research for the Campaign to End Loneliness also shows that every £1 invested in tackling loneliness can save £3 in public health costs
- Age Friendly Banbury is a strong cross-sector partnership that shares a commitment to early and ongoing engagement with local people to develop a vision for Banbury and a town-wide strategy that puts local communities at the heart of all decision making; enabling them to implement their own ‘social action’ solutions

- In practice, age friendly social action can include anything from befriending and activity clubs, to 'men in sheds' or community-owned pubs. By offering a joined-up approach to social action specific to Banbury, older people will have more opportunities to flourish and to enjoy more connections with others in the wider community
- An age friendly town encompasses both the built environment, such as housing, transport and outdoor spaces, and the social environment, such as health and information services, civic participation and social activities
- There are already some great organisations providing activities and support for older people, however, for far too many older people in Banbury poor transport, unsuitable housing, fear of crime, lack of community cohesion, limited care and difficulty getting out and about all provide an opportunity and huge potential for improvement
- In particular, whilst the initial focus will be on older people and achieving social outcomes related to loneliness and isolation, we believe reducing barriers that affect older people will also improve well-being and social connections amongst all ages e.g. children and young people, people with dementia, people with disabilities or people from ethnic minorities
- Despite starting out to make Banbury a great place to grow older it is hoped an ultimate measure of success for Age Friendly Banbury will be the creation of a 'Banbury for all ages' – a friendly and more accessible town for everyone.

Additional Notes

About Age Friendly Banbury

- Age Friendly Banbury is a cross-sector partnership that brings together: older people; community leaders, including former local MP Sir Tony Baldry; local charities, including Oxfordshire Community Foundation, Age UK Oxfordshire, Katharine House Hospice, Community First Oxfordshire, Citizen's Advice Banbury and the Royal Voluntary Service; businesses, including Sanctuary Housing, DCS and the Banbury Chamber of Commerce; the local media, including the Banbury Guardian and Banbury Sound; and local councils (Banbury Town, Cherwell District and Oxfordshire County)

PBSA Second Stage Bid will involve a detailed plan that sets out:

- Organisation and partnership summary
- Background
- Equalities and Community Involvement
- The aims of your plan and the difference it will make
- Activity and Engagement
- Project Management
- Financial Breakdown and funding commitments
- Sustainability - long term legacy of the partnership programme

For further information, please contact:

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