

Background: The County of Brant’s population of those aged 75 or over is forecast to more than double by 2051. The Age-Friendly Community Plan was initiated to enhance the physical and social environments for County’s senior residents. An “Age-Friendly Community” promotes inclusion and values the contribution of older adults in all areas of community life. The Plan also anticipates and responds to aging as it relates to needs and preferences. The County of Brant Age-Friendly Community Plan is a ten-year plan and provides direction to the various departments within the County of Brant focusing on opportunities to enhance the age-friendliness of the community.

Strategy: Age-Friendly Communities are organized around eight domains, as established by the World Health Association. Within these domains, the County of Brant has identified 66 objectives to improve the quality of life for older adults.

The domains include Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and information and Community Support and Health Services.

The plan also builds on existing plans in the County of Brant including the Recreation Master Plan and Trails Master Plan and those under development including the New Official Plan. It also considers work on age-friendliness currently undertaken by the City of Brantford and the Grand River Council on Aging.

In February 2021, a community survey was conducted both online and through a hard copy mailout to all residents in the County of Brant. Over 700 individuals provided input. Also, local information was gathered from government and organizational sources and the results were compiled into a Stakeholder Consultation workbook. This workbook was circulated to all relevant County of Brant Departments and community organizations for feedback regarding priorities and level of engagement.

It is projected that the impact of the Plan will considerably improve the quality of life in the community, specifically for those aged 55 and over.

Timeline and Implementation: The County of Brant Age-Friendly Community Plan was submitted to the Ministry for Seniors and Accessibility in July 2021. In September 2021, County of Brant Council approved the plan.

An Age-Friendly project team will be formed with representatives from the key County departments named in the plan to provide accountability and act as liaisons to other key organizations.

For more information regarding the Age-Friendly Community Plan and to review the full report, please visit www.Brant.ca/Plans.