



Haringey

# Age Well Festival

A multicultural, diverse and inclusive festival to celebrate older people's lives



**Haringey**  
LONDON

# Acknowledgements

- Delivered by Haringey Council, Public Voice and North Central London Integrated Care System.
- In partnership with Alexandra Palace, Bruce Castle Museum and Archives, Code1, Disability Action Haringey, Haringey Reach and Connect, Oldalone UK and Pavilion, Sports and Café.
- With sponsorship from Bluebird Care, Baily Garner, Haringey GP Federation and One You Haringey.



# Introduction

Haringey's 1st Age Well Festival took place on Saturday 21st September 2024, 12 – 5pm, at Bruce Castle Park and Museum in Tottenham.

Our aim was to create an annual event, run collectively, that brought groups together to raise older people's profile. Led by and for older people, we aspired to showcase skills, promote intergenerational community building and deliver a joyful celebration of our older residents. Through the event, our intention was to increase social connection and enable a better-informed older community.

As the collaborative process evolved, we were guided by our shared values of integrity, inclusivity and inspiration.



# Our motivation

- Lack of outdoor events dedicated to older people
- Creating more inclusive/accessible green spaces for residents
- Raising awareness on how to age well
- Reducing inequalities – social and economic as well as health
- Contributing towards the preventative agenda
- Collaboration and supporting a joined-up approach across the borough.



# Timeline

**Dec 2023:** Four organisations came together to establish a weekly Working Group .

**Jan 2024:** Identified venue based on mapping of sheltered housing and care home locations for older people in the borough.



**Feb 2024:** Agreed event structure based on The Open University's Take Five to Age Well



**May 2024:** Rolled out programme of lead-up events



**April 2024:** Zone leads collaborated with our networks to create a wide and diverse programme. Many community-based organisations came forward.

Branding competition was launched for young creatives.

**Mar 2024:** Further organisations were approached to oversee each of the zones.

**June 2024:** Volunteers began to generously come forward from across the wider community.

**July & August 2024:** Programme launched with communication across multiple channels.



**September 2024:** The event!



# Age Well Festival

## MAP 2024



# Main stage

Focus:

To give people the opportunity to experience the positive effects of creative activity on wellbeing, mood and social connection, as well as on reducing anxiety, depression and stress.

Produced by:

**Alexandra Palace**

Sponsored by:

**Baily Garner**



# Main Stage

## Featuring:

- Fashion show by local residents hosted by Joy for Stuff
- The British DJ & MC Academy DJs
- Recuerdos Latinos dance group
- Alotta Nerve drag artist
- The Bakelites jazz band
- Kausaury Peruvian folk group
- Angels of Kaos singing collective.



# Create Zone

Focus:

**Giving people the opportunity to experience the positive effects of creative activity on wellbeing, mood and social connection, as well as on reducing anxiety, depression and stress.**

Produced by:

**Alexandra Palace**

Sponsored by:

**Baily Garner**



# Create Zone

## Featuring:

- Costume Making with Sewn Together
- Life and Soul Singing Club
- Singing for the Brain singing session
- Ally Pally Ukele Band taster session
- Live acrobatic performances with Juan Carlos Monduy
- Facepainting with Lorena Tamayo
- Games made by local residents with Joy for Stuff.



# Connect Zone

Focus:  
Fostering social connections and highlighting the importance this has on health.

Produced by:  
Haringey Reach and Connect

Sponsored by:  
Bluebird Care

Furniture loaned by:  
British Heart Foundation



# Connect Zone

## Featuring:

- Poet [Abe Gibson](#)
- Local Voices Open Mic for aspiring storytellers with [Indie Novella](#)
- Shared Reading hosted by [The Reader & Haringey Reach](#) and [Connect](#)
- Talks with [British Red Cross](#), [Haringey Circle](#), [Black Thrive](#) and [North London Hospice](#)
- CommuniTEA with [Breadline London](#)
- People Library with [Haringey Community Collaborative](#), [Good Gym](#) and [North London Hospice](#)
- Games with [Polish and Eastern European Christian Family Centre](#) and [Bigbury Close Men's Explorers](#).



# Eat Well Zone

Focus:

Learning ways to boost your longevity through healthy foods, keeping hydrated and learning how to grow your own.

Produced by:

**Haringey Reach and Connect**



# Eat Well Zone

## Featuring:

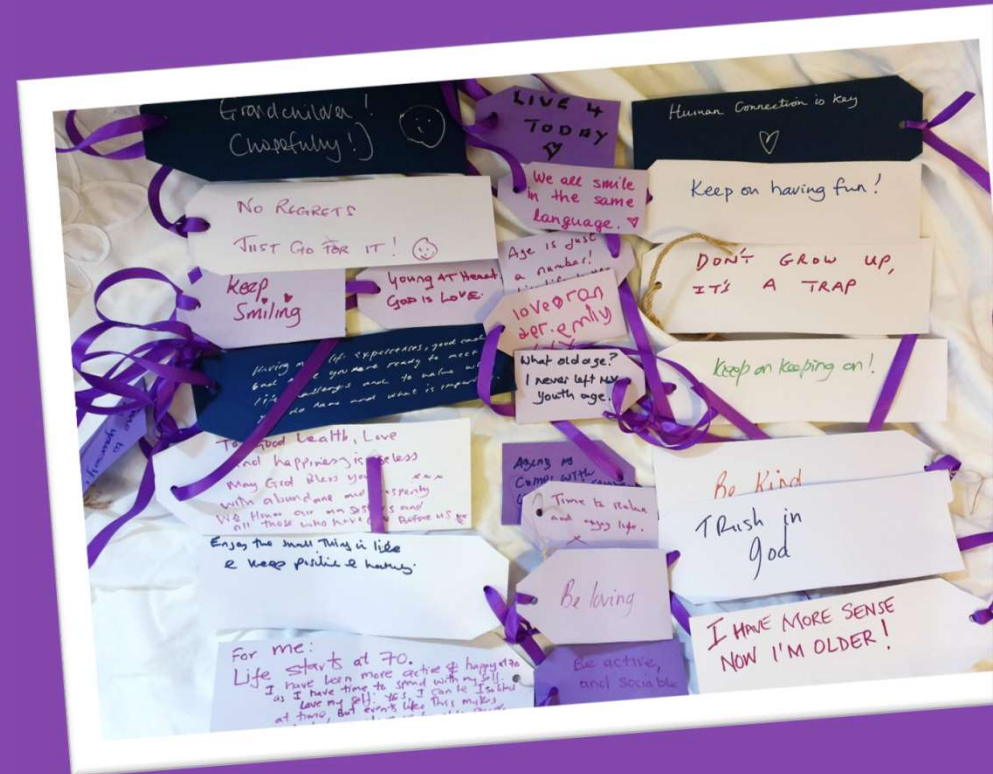
- Kitchen fermentation and one pot meal with OmVed Gardens
- Herbal tea making and plant identification with Bioblitz App
- Painting and drawing with natural dyes
- Fun with food choices with Long-term Conditions & Diabetes Team, Haringey GP Federation
- Growing your own microgreens with Black Rootz
- The Peruvian Corner and UpTown Cuisine food stalls.



# Think Well Zone

Focus:  
Recognising the importance of  
mental wellbeing and using your  
brain to stay sharp.

Produced by:  
Haringey Reach and Connect



# Think Well Zone

## Featuring:

- #Ownyourage – photo capture
- What should ageing well in our borough look like?
- Create your own inspirational ribbon messages
- Display and create your own mandala
- Fun ways to exercise your brain
- Life long learning with [Haringey Learns](#) and [Crouch End & District u3A](#)
- Find out about [Read Easy Haringey](#).



# Physical Activity Zone

Focus:

**Sampling a range of activities and enjoying their positive impact on body and mind.**

**Produced by:**

Haringey Active Communities Team

&

Bruce Castle Pavilion, Sports & Café



# Physical Activity Zone

## Featuring:

- Tennis
- Pickleball
- Hula Hoops
- Walking basketball
- Nordic walking
- Line-dancing
- Walking cricket
- Reggaetivity.



# Wellness Zone

Focus:

**Promoting and supporting self-care,  
relaxation and a sense of wellbeing.**

**Produced by:**

[Code1](#)



# Wellness Zone

## Featuring:

- Reflex and aroma taster sessions
- Seated exercise and stretch
- Purple cloth making workshop
- Wellbeing talk
- African dancing and drumming with Wi Deh Yah drummers
- Yoga
- Tai Chi
- Find out about health checks, weight loss, diabetes checks and smoking cessation with [One You Haringey](#).



# Guest Zone

Providing a warm welcome and inclusive space for guests to relax in good company, with refreshments, and volunteer support available to help access the rest of the festival.

Produced by:  
[Oldalone UK](#)



# Guest Zone

Featuring:

- Volunteers in traditional dress from Oldalone UK
- Outreach to Lowry House
- Haringey's Dementia Friendly Co-ordinator providing support
- Catering & refreshments from The Pavilion Café
- Music & chat
- Volunteers accompanying guests around the site.



# Our impact - meeting our aims and objectives

- 74% of attendees rated their experience of the Age Well Festival as fantastic, 23% as good and 3% as okay.
- 77% of attendees felt the event has helped raise the profile and celebrate older people in the borough and 23% to some extent.
- 100% of participants – attendees, partners and volunteers, would like to see this become an annual event.

Not just for oldies. All ages, ethnicities etc...Loads to do and see and eat.

Socialising; meeting old friends, making new friends. The atmosphere was wonderful.

Beautiful festival

Perhaps best of all was the calm & peaceful, warm vibe that prevailed all day. There was a real sense of relaxed community... I, for one, went home with a strong sense of wellbeing.

# Our impact

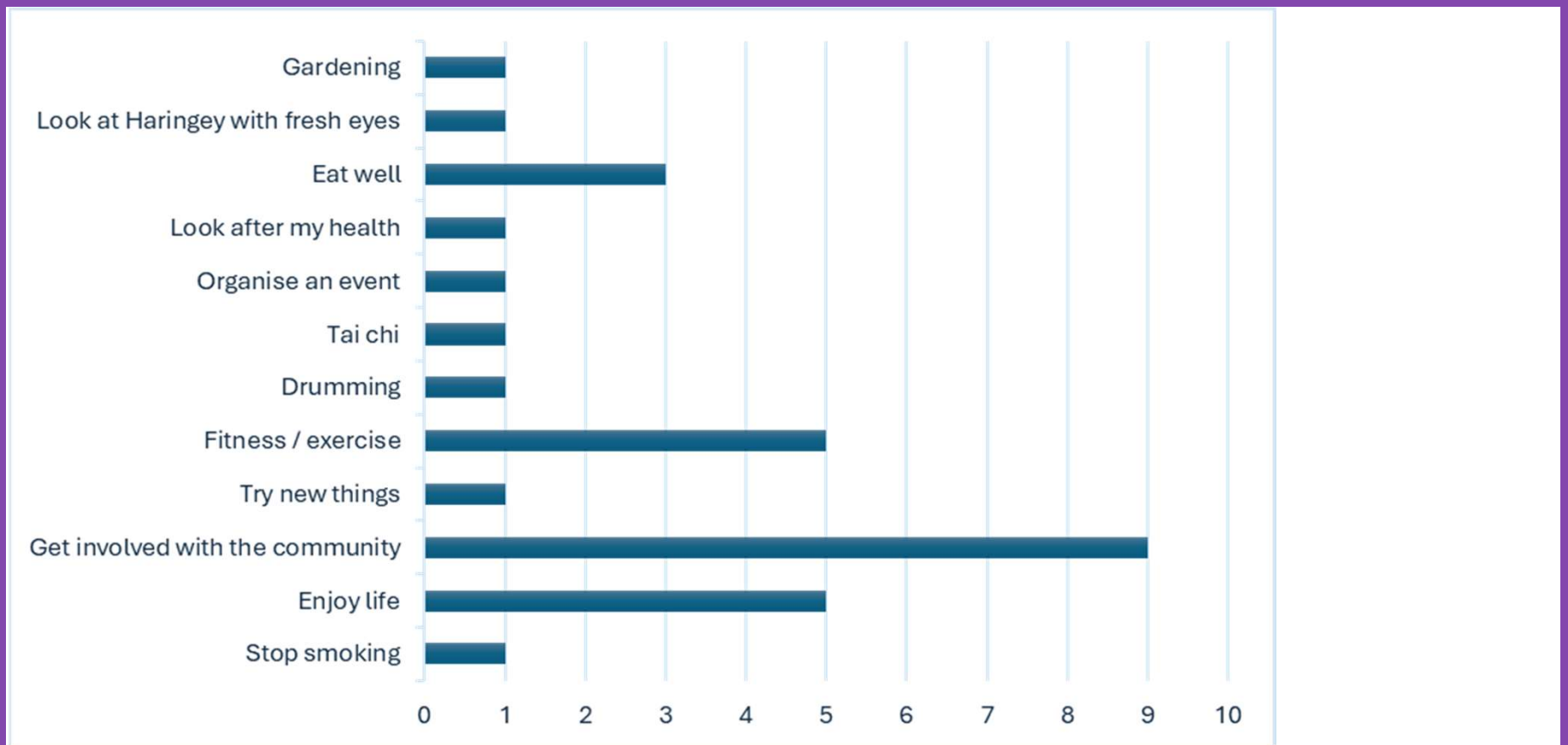
- Over 600 attendees
- 10 delivery partners
- Over 40 partner organisations and groups
- 6 funders
- 60 volunteers.

What people enjoyed most about the festival.



A word cloud visualization of festival feedback. The word "Music" is the largest and most central. Other prominent words include "Dance", "Good music", "Peruvian dances", "happiness of the people", "community", "Dance/line", "enthusiasm of people", "Poetry session", "new activities", "people", "activities", "social interactions", "dances and the dance", "music and dance", "variety", "stalls", "food", "music & dancing", "dance/informative", and "Dance".

# Our impact – what attendees have been inspired to do or change



# Our attendees

- Based on our survey data, our target audience was very well represented with 84% being in the over-50 age-bracket, including 19% who were 75+.
- Of those who completed the survey, 41% identified themselves as White and 34% as Black, Black British, Caribbean or African.
- Nearly a 5th of attendees (19%) define themselves as disabled.
- Although we had a great turn-out of women, we have noted that men were under-represented and will seek to make the event more accessible and relevant going forward.



# What's next? Our ambition

- To establish the festival as an annual event within the borough.
- To launch the event with pre-festival engagement activities during Loneliness Awareness Week in June, including across more of our parks.
- Secure funding for a project manager to coordinate the delivery of the event.
- Build more intergenerational opportunities into the programme.
- Work with the newly formed Haringey Older People's Alliance to promote and market the festival as widely as possible.



# Many thanks to all our festival contributors and volunteers

Abe Gibson  
Alotta Nerve  
Alzheimer's Society  
Singing for the Brain  
Bigbury Close Men's Explorers  
Black Rootz  
Breadline London  
British Heart Foundation  
British Red Cross  
Black Thrive  
Candy Allstars  
David Tims Music  
Dementia Friendly Haringey  
Fresh FM Radio London  
Joy for Stuff  
Haringey Basketball for All  
Haringey Circle  
Haringey Learns  
Haringey Music Service  
Haringey Over 50s Forum

Haringey Sixth Form College  
Haringey Walks  
Indie Novella  
Juan Carlos Monduy  
Kausaury  
Life & Soul Singing Club  
Lorena Tamayo  
Louis Cadier  
MCW Connectivity Ltd  
Middlesex Cricket Club  
Morrisons Wood Green  
North London Hospice  
OmVed Gardens  
Paul McKay  
Haringey Over 50's Forum  
Haringey Sixth Form College  
Haringey Walks  
Pavement2Catwalk  
People Need Parks  
Peruvian Corner

Polish & Eastern European Christian Family Centre  
Recuerdos Latinos  
Renacer UK  
Sekhem Arts  
Sewn Together  
The Ally Pally Ukulele Band  
The Angels of Kaos  
The Bakelites  
The British DJ & MC Academy  
The College of Haringey, Enfield and North East London  
The Divettes  
Tottenham Hotspur Foundation  
Tottenham Pensioners Action Group  
TRAID  
U3A  
Uptown Cuisine  
Wi Deh Yah Drummers  
Wolves Lane Centre

Interested in getting involved or finding out more?

**To get in touch:**

**Haringey Council:**

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**Public Voice:**

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