

Impact Case Study: Age-Friendly Map of Milton Keynes

How did Age UK get involved?

Age UK Milton Keynes do a lot of work in the community and found out about Our MK and the Citizens Idea competition through local publicity. At the time, Age UK Milton Keynes were in discussion with **MK Gallery** as they had discovered that they had a mutual interest in working together to engage the older people of Milton Keynes. They were exploring a possible project around older people, **social isolation** and engaging with the arts. Originally part of a larger bid, the two groups decided to apply for funding from Our MK to create an Age-friendly map of the area that would help older people engage with an area of central Milton Keynes that will soon be regenerated and to be expanded, the MK gallery expansion area.

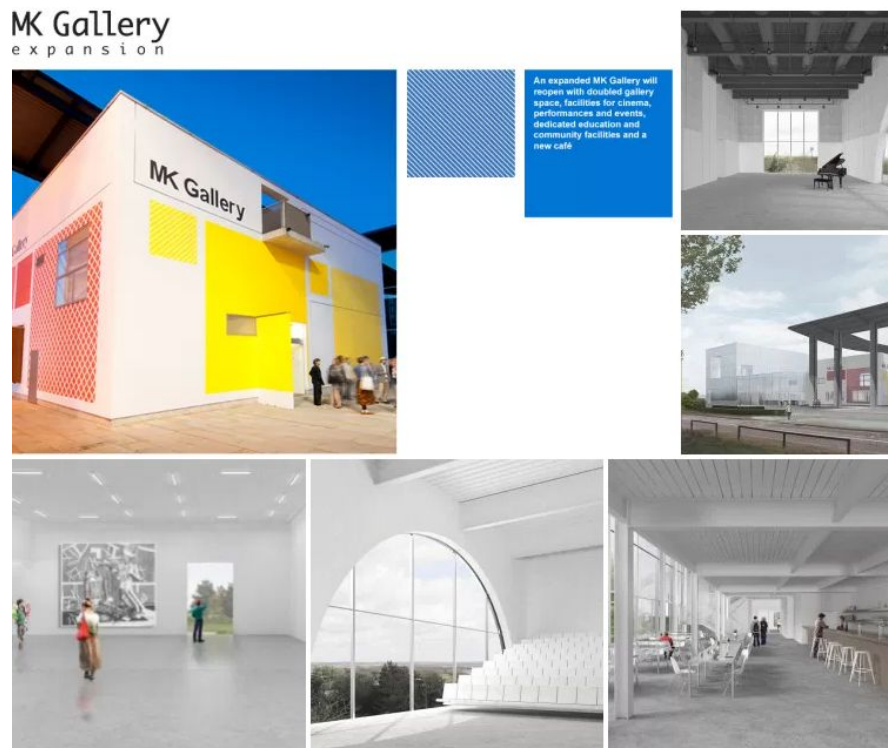


Discover a great project

Age Friendly mapping in Milton Keynes - an accessible digital map of CMK



Age UK Milton Keynes and MK Gallery recognised that there are many barriers for older people when trying to engage with the local community: health, mobility and income to name a few. Both groups felt that by looking at a central area of Milton Keynes and by mapping the area to see how older people could comfortably access that area and feel comfortable in coming to that area, they would be able to engage the older population of Milton Keynes in the **community activities** planned of the MK Gallery expansion.



What did the project do?

The project was awarded **£5000** to work with Virtual Viewing, an app development company based in Milton Keynes, to develop a prototype of the digital mapping app. The funding would also go towards holding a series of workshops at MK Gallery to find out from older residents of Milton Keynes what they would like to see in an age-friendly map.



Three **workshops** were held at the MK Gallery Learning Space. These took place on 14 March, 21 March and 9 May 2017. In these workshops, Age UK Milton Keynes and MK Gallery were able to gather valuable information about what should be included in the digital map. Having **Virtual Viewing** at the workshops meant that this information could feed directly into creating the age-friendly mapping app. Some of this information included bus times, accessible parking, the presence of steps, community spaces and current events happening in the area.



At the end of the series of workshops, Virtual Viewing was able to develop four different **design prototypes** for the app that can now be developed with further funding.

What added value did Our MK bring to the project?

- **Reaching a Wider Audience**

The workshops were widely publicised through our channels and helped to get participants to the series of workshops

- **Connection with Other Organisations**

Through Our MK, the project was able to connect with MK Council to discuss integrating the age-friendly map into a wider digital map of Milton Keynes

How will Age UK's project continue?

Age UK Milton Keynes and MK Gallery are keen to find further funding to develop the app fully. They are also exploring options of how to integrate the information they have gathered into other **mapping projects** in Milton Keynes. Age UK Milton Keynes will continue to work with MK Gallery to engage older people in activities in CMK and to **tackle social isolation** in the city. Age UK Milton Keynes believe that the older residents of Milton Keynes are more **digitally engaged** than popularly believed and continue to work with older residents to help them make the most of technology.

Support timeline

Date	Objectives	Met with
27/10/16	Idea uploaded onto Our MK website	N/A
09/02/17	First project meeting to sign contract	JM
14/03/17	First workshop at MK Gallery: Working with artist Priya Mistry	JM
21/03/17	Second workshop at MK Gallery: Working with Virtual Viewing	JM
12/04/17	Meeting with MK Council to discuss their 3D map	JM
09/05/17	Third workshop at MK Gallery: Working with Virtual Viewing	ALL
31/05/17	Final interview at the Open University	ALL
01/06/17	Promotion of app at the Our MK Finale Event	ALL