

Promoting healthy ageing in Cumberland

Colin Cox – Director of Public Health and Communities



Health and wellbeing is
at the heart of everything we do

Our values



Ambitious



Collaborative



Compassionate



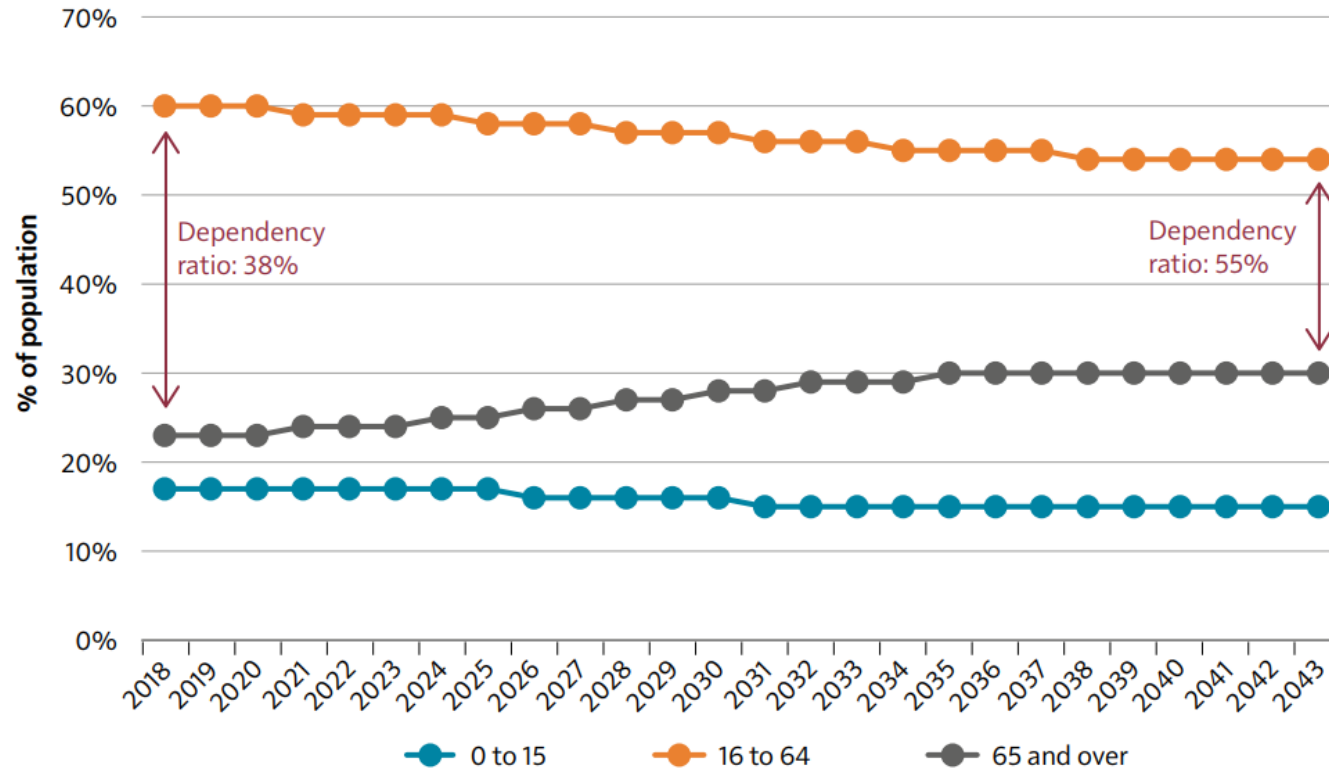
Empowering



Innovative

Our ageing population

Graph showing the population projections, by age group, for Cumberland



Source data: Office for National Statistics (ONS), 2018 Sub-national population projections²

Investing in healthy and active ageing



cumberland.gov.uk

Creating a new culture and attitude to ageing



LIVE LONGER BETTER.
in Cumbria



A blue rectangular banner. On the left is a white icon of two stylized human figures with upward-pointing arrows. To the right, the text "Fall-proof" is written in large white font, with "Strength and balance plan" in a smaller white font below it.



A dark blue rectangular banner. The text "50+ PLUS" is in large, bold, purple font, with "CHOICES" in white below it. At the bottom, a purple bar contains the text "WORK & COMMUNITY OPPORTUNITIES" in white.





*“Do not go gentle into that good night.
Rage, rage against the dying of the light.”*