



Age of Creativity websites 2.0

Kate Castleden, February 2023

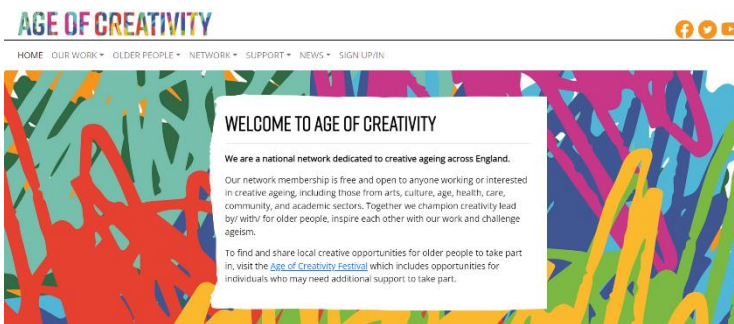
The eagle-eyed amongst you will have noticed a change in our websites over the last 18 months. When I came to post in September 2021, we had a years-old Age of Creativity website, which had evolved as the work and team had grown, to become something that was crammed full of creative ageing resources and contacts but was tricky to navigate and search. Running parallel to it was our Age of Creativity Festival website, which had traditionally been the repository for all the events which took place each May.

At a time when the Creative Team here at AUKO was transitioning, and the workload was growing, it was the logical point to review our web presence and involve our amazing Age Friendly Creative Ambassadors in the process. And so began the mammoth review of existing content and planning for what would be most appropriate to include now, and what format would be most accessible and functional for all users.

We launched the updated Age of Creativity website in October (<https://www.ageofcreativity.co.uk/>). This is the site for our national network of Creative Ageing professionals, a place to find out what's happening around the country, to find relevant resources and inspiration for your work, and a place to connect with others in the field. We want our network members to feel involved, so have simplified the process of uploading content, making it quicker and easier. This in turn makes it easier for us to share your new content through our social media channels and monthly e-Newsletter.

<https://www.ageofcreativity.co.uk/>

<https://festival.ageofcreativity.co.uk/>



This year we've launched the re-vamped Age of Creativity participation website: (<https://festival.ageofcreativity.co.uk/>). Rather than focussing on events in May, we'd now like to encourage listings for events and opportunities with / by / for older people that take place all year-round. We want this website to be the go-to place for older people around the country to find opportunities for participation (online, offline and in person). So, if you have any activities which you'd like to share, do upload them so we can shout about them on social media and share them through our networks.

I have been delighted to see the range of projects, resources and events that have been added to both websites so far and look forward to this continuing. Please do keep adding your listings so that we can share news of the wonderful projects you're all working so hard to make happen. If when you're using either of the websites you come across any issues, please do get in touch. Our IT support here is brilliant, and we're so grateful for the continuing input to make our websites work harder for both creative ageing professionals and older people.

Kate is the Age Friendly Creative Facilitator at Age of Creativity, where she manages the TeaBooks project and leads on communication.

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