



AgeWell: A Digital Platform for Healthy Ageing

Developed over 3 years, aligned to the Open University's Five Pillars of Healthy Ageing, and offered free to every local Age UK branch.



AgeWell helps older people stay active, connected, and in control of their health and wellbeing. Built over three years with input from older residents, Age UK staff, and community partners, the platform provides 24/7 digital support, toolkits, and personalised plans. While not a formal partnership, AgeWell is shared free of charge with every Age UK branch to complement their local services.

Our Aims

- Support **healthy, independent ageing** across the UK.
- Reduce **reliance on helplines** by answering questions digitally.
- Provide **consistent, evidence-based guidance** mapped to the Open University's five pillars.
- Connect users to **local services, groups, and opportunities**.

How AgeWell Works

Personalised plans – tailored to health, lifestyle, and goals.

Interactive toolkits – covering mobility, home safety, finances and wellbeing.

AI coaching – guiding users step by step, in plain language.

Local signposting – links to Age UK branches, NHS services, councils, and community groups.

“AgeWell gives older people the knowledge and tools to live independently, while helping Age UK staff focus on those who need personal support most.”

AgeWell is shaping the future of healthy ageing support – simple, accessible, and preventative. Learn more at agewell.bridgit.care

Impact So Far

Thousands of older people supported with self-help advice and tools.

Reduced demand on Age UK staff for routine queries.

Improved confidence and independence, with users reporting greater control over their daily lives.

Feedback highlights accessibility:
“Simple, clear, and helpful
– I can use it on my phone
whenever I need.”



LOOKING AHEAD

AI conversation pathways for more natural coaching; **Multilingual support** to reach diverse communities; **Integration with local authority** systems for referrals and assessments; plus **National expansion** to make AgeWell a cornerstone of ageing support.

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