

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

6th SEPTEMBER 2016

REPORT OF THE CORPORATE DIRECTOR SOCIAL SERVICES AND WELLBEING

AGEING WELL IN BRIDGEND

1. Purpose of Report

- 1.1 To raise awareness of the key themes of the 'Ageing Well in Wales' plan, the outcomes for older people that are targeted and how this will be planned and delivered within Bridgend County Borough.
- 1.2 To approve the plan for Bridgend that has been developed in partnership with the Local Health Board. The plan is attached at **Appendix 1**.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 The Council's support for older people as a response to Ageing well in Wales contributes to all corporate priorities including:
 - Helping people to be more self-reliant;
 - Supporting a successful economy;
 - Smarter use of resources.

and in particular to support the recognition of the value that older people can make whilst enabling our communities to be age friendly.

3. Background

- 3.1 The Ageing Well in Wales programme aims to ensure that there is an improvement in the Wellbeing of people aged 50 plus in Wales and to ensure that Wales is a good place to live for people of all ages.
- 3.2 The programme is an integral part of the third phase of the National Older Persons Strategy with Wales being the first country in the world to establish a Commissioner for Older People.
- 3.3 The Ageing Well in Wales programme is a partnership approach across local and national government, the NHS, the Third Sector and importantly, older people themselves.
- 3.4 There are links with the Prevention and Wellbeing requirements of the Social Services and Wellbeing (Wales) Act 2014 but it is also about ensuring that older people have lives that have value, meaning and purpose through which older people can contribute to their families, communities and the economy with frailty and dependence not seen as an inevitable part of ageing.

- 3.5 Developing sustainable approaches to supporting older people and creating age friendly communities will also support the objectives of the Wellbeing of Future Generations (Wales) Act 2015.
- 3.6 The Ageing Well in Wales programme recognises that older people will need appropriate education, leisure, housing, transport, community facilities and employment to maintain their wellbeing.
- 3.7 The 22 Local Authorities of Wales have committed to the Dublin Declaration and the development of age friendly cities and communities and this fits well with the Ageing Well plan for Wales and Bridgend.

4. Current Situation/proposal

Themes of Ageing Well in Wales

- 4.1 There are five distinct themes identified within the Ageing Well in Wales plan and these include:
- Age Friendly Communities;
 - Falls Prevention;
 - Dementia Supportive Communities;
 - Opportunities for learning and employment;
 - Loneliness and isolation.
- 4.2 There is a National Strategic Action Group bringing high level strategic direction to the programme supported by expert advisory groups relating to the key themes. Older people are represented via the National Partnership Forum for older people.
- 4.3 The local engagement and promotion of Ageing Well in Wales is to be achieved via thematic networks with the involvement of the older peoples/50 plus forums.

Ageing Well in Bridgend

- 4.4 The local response to the national programme is being coordinated by the Social Services and Wellbeing Directorate of Bridgend County Borough Council but the challenge is cross cutting and the broadest range of partners are recognised as contributing to improving the lives of older people on a day to day basis.
- 4.5 Following the engagement of a range of local and regional partners and organisations, a plan has been produced with indicative actions and measures of success that can be used to support the development of local thematic networks or approaches. Some examples are as follows:
- The Llynfi 20 programme has helped the Llynfi Valley to become Bridgend's first Dementia friendly community;
 - Representatives of the Older Persons Commissioner Officer attended the launch of the Ageing Well consultation and have met the local older persons forum;
 - The Love to Walk programme is supporting volunteer led walking networks and has supported memory walk programmes also;
 - New instructors have been trained to encourage older people in care settings to "Move More Often".

- 4.6 The organisations contributing to the content of the Ageing Well in Bridgend plan include Bridgend County Borough Council, ABMU health board, Age Cymru, Shout, BAVO, South Wales Police, Business in Focus and Public Health Wales. A public consultation also secured almost 300 responses on issues relating to the quality of life of older people and partners have supported the gathering of responses. The evaluation report can be seen at **Appendix 2**.
- 4.7 There have been links to existing structures and planned developments in relation to relevant Ageing Well themes including Bridgend Falls Steering Group and the Dementia Strategy Group.
- 4.8 The potential for other collaborations around learning and employment, loneliness and isolation and age friendly communities is being evaluated to form the thematic approaches that will contribute to the Ageing Well in Bridgend programme and in particular, to ensure that the voices of older people are heard.
- 4.9 It is proposed that the progress and performance of the Ageing Well in Bridgend plan is reported periodically to Cabinet as part of the prevention and wellbeing response to the Council.
- 4.10 The Ageing Well in Bridgend plan is intended to be for the period 2016 - 2019 and was submitted in draft form to the Older Persons Commissioner in November 2015. There is ongoing discussion on the plan with the partners and recognition of the ongoing need to refresh proposed actions as the plan progresses.

Aims and Outcomes

- 4.11 The overarching aims and outcomes of the National Programme have been integrated into the content of the Ageing Well in Bridgend plan:
- To make Bridgend a County of Age Friendly Communities;
 - To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Bridgend;
 - To make Bridgend a dementia supportive County by building and promoting dementia supportive communities;
 - To reduce levels of loneliness and isolation and their negative impact on health and wellbeing as experienced by older people in Bridgend;
 - To ensure the experience of older people in Bridgend is optimised through continued learning and employment.
- 4.12 It was recognised that Bridgend would benefit from qualitative consultation data to evaluate the achievement of population based outcomes in relation to older people. To support the Ageing Well in Bridgend plan, local consultation based on the thematic priorities of Ageing Well in Wales has been conducted. In 2016, the Older Persons Commissioner has launched Guidance for Local Authorities on Equality and Human Rights Impact Assessments and this data will be of value in such exercises.

Conclusions

- 4.13 There has been progress made in the development of a local response to the Ageing Well in Wales plan in relation to Bridgend but the real challenge will be to engage partners and communities in jointly tackling the identified themes and issues.
- 4.14 The engagement of partners and older people in the Ageing Well in Bridgend plan has been required to make the plan meaningful at a local level and ensure that all themes are adequately covered. The joint approach being taken with the local health board can be seen as a positive step.
- 4.15 Ongoing engagement will be required to achieve further qualitative data from older people in regard to making Bridgend a great place to grow old.
- 4.16 The performance of the Ageing Well in Bridgend programme and the contributions of partners would benefit from visibility and scrutiny.

5. Effect Upon Policy Framework and Procedure Rules

- 5.1 There is no impact on policy framework and procedure rules.

6. Equality Impact Assessment

- 6.1 An equalities impact assessment has been conducted identifying the positive impacts targeted as part of a national policy to improve the lives of older people.

7. Financial Implications

- 7.1 There is a core budget of £30k to support the promotion and development of the Ageing Well plan in addition to other resources linked to the key themes (e.g. Dementia Strategy, falls prevention, local community coordination).
- 7.2 There is also a focus on supporting external partners to develop opportunities for older people beyond the resources of the Council.

8 Recommendations

- 8.1 That Cabinet approve the Ageing Well plan attached as Appendix 1.

Susan Cooper,
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10 Background documents

None.