AGEING WELL in Bridgend



Action Plan to improve the lives of older people

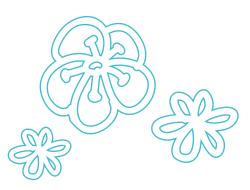
...making Bridgend a great place for older people



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Foreword and Vision

As Cabinet member for the Social Care and Wellbeing Directorate and also as a champion for the needs of older people within Bridgend County Borough Council, I welcome the Ageing Well in Bridgend plan. The approach that we will take to deliver the outcomes of 'Living Longer - Ageing Well' will create an improved quality of life for the older people who reside in our county borough. We recognise the valuable contributions that older people have made, and will continue to make to our society and that they need a sense of purpose and value in their lives. It is essential to strive to maintain daily independence and autonomy and important for older people to feel connected to local communities.

The 'Ageing Well in Bridgend' plan recognises that while care and support are required by some older people, frailty and dependence should not be accepted as inevitable. By working together with partners we can develop a range of preventative services, opportunities and resources that prolong health, quality of life and place older people at the heart of our communities. From the outset our plan will be organic and will work towards joint ownership with key partners, in particular

our local health board. The plan will meet and influence the priorities of Bridgend county Borough Council and will be relevant to the workstreams of our Local Service Board. While projections continue to show a growth in the older population, we believe that by working together we can create an 'ageing but ageless' society. Older people will have more voice and choice over what is important for their wellbeing and their aspirations will not be limited by historical stereotypes. Our plan will target a reduction in the number of older people experiencing functional decline and frailty and with the support of our partners we aim to enable more older people to manage their health, increase their levels of activity and keep themselves more physically and emotionally well.. We will do more to listen to older people and understand how life can be improved and put in place ways in which our performance and progress can be more easily seen. Where care is required, older people will have access to high quality support that meets identified needs. The visibility of older people in our society, their inclusion in community life and maintaining their wellbeing and independence are all outcomes that we will strive to achieve.

Councillor Phillip White

Cabinet member – Social Care and Wellbeing

Introduction

The 'Ageing Well in Bridgend' plan will deliver against the three overarching outcomes within the Strategy for Older People (Phase 3) – "Living Longer, Ageing Well (2013)". This establishes a series of clear objectives that will ensure that all older people within Bridgend County Borough will have the financial, environmental and social resources to age well.

- The single integrated plan 'Bridgend County Together '(2013-18), developed by the Local Service Board, aspires to create: "A healthy, prosperous and safe county where people can reach their full potential."
- The Bridgend CBC Corporate Plan "Working Together to Improve Lives 2013-17" recognises the importance of:
 - Working together to help vulnerable people to stay independent.
 - Working together to tackle health issues and encourage healthier lifestyles.
 - Working together to make the best use of resources.
 - Ageing Well in Bridgend will ensure that the needs of older people are identified in relation to responses to key legislation focused on improving wellbeing, in particular the Social Services and Wellbeing Act (2015) and the Wellbeing of Future Generations Act.
 - The needs of older people will be recognised within Bridgend County Borough Council's Strategic Equality Plan, a plan which is required by the public sector equality duty.
- Bridgend CBC is refining its corporate priorities but continuing to ensure the wellbeing of vulnerable groups will remain important.

The 'Ageing Well in Bridgend' plan is aligned to the objectives of the Local Authority and Local Service Board and supports the targeted outcomes for older people in relation to the five priority areas of the National Strategy. Our integrated approach to working with health will support collaborative working within and across the prioritised themes and progress towards joint ownership of the plan, its outcomes and investment needs.

The five 'Ageing Well in Wales' priority themes are:

- ① Age Friendly Communities
- 2 Dementia Supportive Communities
- 3 Falls Prevention
- (4) Opportunities for employment and learning
- 5 Loneliness and Isolation

LSB priorities / Corporate priorities The Voice of older people

Bridgend County borough Council recognises the importance of older people having the opportunity to participate in consultation and engagement on issues that affect them as individuals and/or groups.

By working with our older people's forums supported by Age Cymru we will increase the volume of older people's voices when issues are being considered, policies reviewed or decisions made.

We will also put effort into gathering feedback from people on how well they are ageing that will help us to create a series of wellbeing indicators.

Themes

The themes and actions of the 'Ageing Well in Bridgend' plan are provided recognising the critical role of partners and partnership to making progress and achieving success.

It is intended that there will be a networking group that will take ownership of each of the themes and embed 'Ageing Well' priorities into their work.

The network groups will identify responsibilities and also report on progress made and achievement within the themed priority.

Strategic Links and Outcomes

The Ageing Well in Bridgend Plan will link with the outcomes of the 'Ageing Well in Wales' plan (2014-19) and the longer term population outcomes of the Strategy for Older People in Wales (2013-2023), as illustrated below.



Theme A Age Friendly Communities





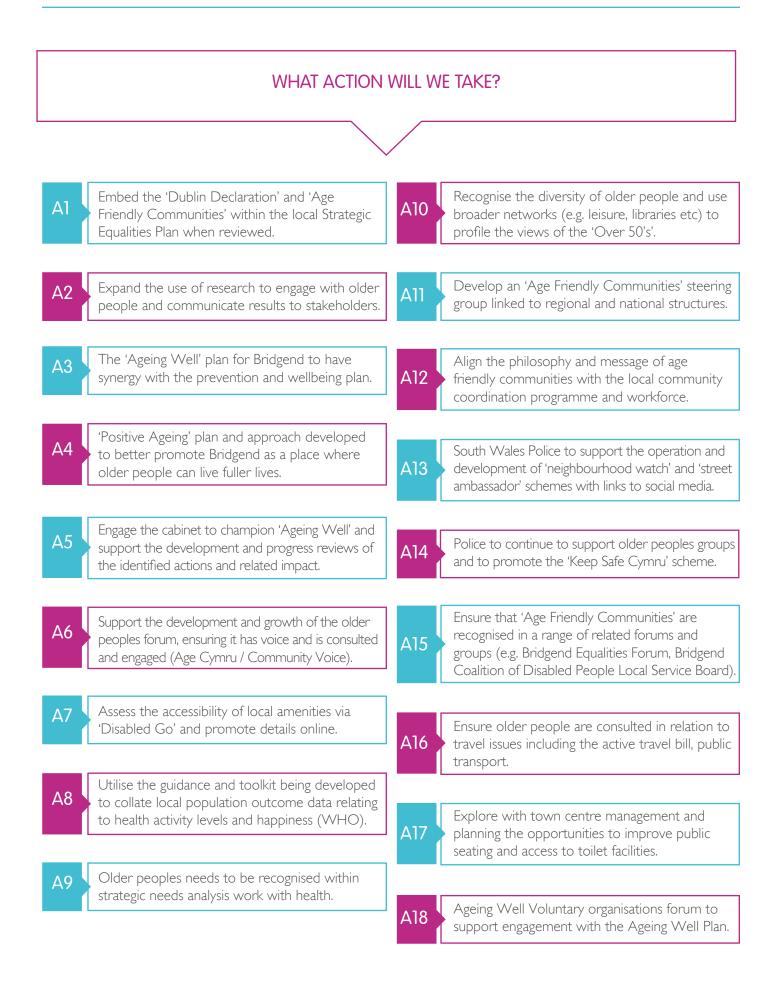
Overarching Aim: To make Bridgend a County of age friendly communities.

Outcomes

- ① The importance of 'Age-friendly Communities' is recognised at all levels throughout Bridgend.
- 2 The voices of all generations are heard and actively included in the creation and ongoing development of their Age-Friendly Communities.
- ³ Local and national government support the development of 'Age-Friendly Communities' and inter-generational practice.

Evidence

- Wales has committed to becoming an age friendly nation and Bridgend has signed up to the challenge of the Dublin declaration on age friendly cities and communities. The World Health Organisation (WHO) identifies eight domains of life that can enhance the health and wellbeing of older people. These can be found throughout the 'Ageing Well in Bridgend' plan.
- Bridgend has worked with Age Cymru to consult with older people using the community calculator tool. The priorities for older people have remained consistent since 2010. They include the need to rest and access to toilets in public places as areas for improvement.
- An 'Age Friendly Community' will see people in Bridgend encourage and enable older people to engage with their surroundings and continue to engage socially within their communities thereby maintaining their health, independence and wellbeing.



Theme B Loneliness and Isolation





Overarching Aim: To reduce levels of loneliness and isolation, and their negative impact on health and wellbeing as experienced by older people in Bridgend County Borough.

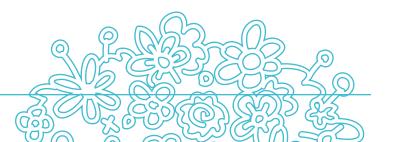
Outcomes

- Loneliness and isolation are recognised as public health and safety issues in Bridgend County Borough.
- 2 The main causes and factors of loneliness and isolation amongst older people living in Bridgend are identified and understood.
- 3 The provision of innovative and accessible support is developed, addressing the impact of changes to life circumstances older people face.

Evidence

• The issues of loneliness and isolation have been found to damage health and create social exclusion and do not differentiate by boundaries of social class, race, gender identity, sexual orientation, financial status or geography.

- Loneliness adversely impacts on mental health, cardio vascular disease, hypertension and dementia.
- Age UK via their national survey indicate that 39% of people over 65 feel lonely and one in five feel forgotten as a result. The ability to talk with people and feel part of their lives is of significant importance. Loneliness and isolation have been described as the 'silent killers' and over 75% of women and a third of men aged 65 plus live alone.
- The 'Campaign to End Loneliness' identifies older men in Wales as the loneliest group of people in the UK and the WLGA have identified an increasing number of people reporting high levels of social isolation.



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WHAT ACTION WILL WE TAKE?

B1	Use local area co-ordination and community connector roles to connect older people to their communities.
B2	Develop accessible information resources on community activities and opportunities for older people.
B3	Promote digital inclusion training for older people to improve accessibility of information.
B4	Utilise the emerging Welsh Government survey on loneliness to establish local baseline data.
B5	Work with partners to promote the 'Campaign to End Loneliness' toolkit as a community resource.
B6	Develop 'Want a Piece of the Action' web resource to promote age friendly activities and events.
B7	Maintain internal welfare and financial inclusion advice and support for older people. Review of ability to meet needs.
B8	Library and Community Centres to recognise their ability to support social participation opportunities (e.g. knit and natter, reading groups, walking activities). Third sector support networks promoted to older people and opportunities to engage in volunteer activities.
B9	Work with BAVO to develop 'Info Engine' resource to centralise information on community opportunities.
B10	Encourage older people and carers to engage in activities in the outdoors and natural environment at low or no cost e.g. 'Love to Walk', 'Park Lives' (with related volunteer opportunities).
B11	Operate a loneliness and isolation steering group with 'older peoples voice' recognised and links to regional and national structures.
B12	Promote active travel to older people including active travel mapping to navigate local communities and walking/cycling groups and tuition.
B13	Deliver mental wellbeing programmes such as mindfulness/depression busters in community settings and alongside broader community activities.

B14	Review issues of sustainability for a range of befriending schemes across the third sector (e.g. community cafes, men's sheds, community companions etc).
B15	Utilise 'Supporting People' resources to provide welfare and financial inclusion advice to older people in need of housing assistance (links continued with social landlords).
B16	Develop better understanding of the interests of older people and create programmes with partners to respond, supporting social participation (e.g. arts and culture, sport etc).
B17	Continue support for maintaining older people's independence and links to communities through housing solutions including extra care, telecare.
B18	Provide socialisation based learning opportunities for older people with partners such as Care, Cartrefi, Mirus, Carers Centre etc. and contact via mobile library services.
B19	Recognise seasonal impact on mobility, health and wellbeing, impact on social opportunities and risks of loneliness and isolation (e.g. Flu Busters, and Shingles vaccinations, fuel poverty information, links to falls prevention).
B20	Improve the engagement of older people in day care and residential care settings in social participation and physical activity (e.g. 'my home life', 'move more often').
B21	Develop cross sector working in hospital settings using volunteers to support facilitated discharged arrangements allowing older people to return home.
B22	Promote free bus pass travel to older people and identify barriers to some older people benefiting from this arrangement.
B23	Continued support for the 'Blue Badge' scheme.
B24	Third sector development of programmes such as Bridgend Community Transport (section 22 licence) and Volunteer Driver Schemes.
B25	Address the issues of bereavement and impact on loneliness and isolation.

Theme C Opportunities for learning and employment



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Overarching Aim: To ensure the experience of older people in Bridgend County Borough is optimised through continued learning and employment.

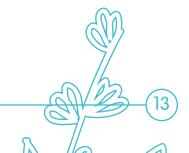
Outcomes

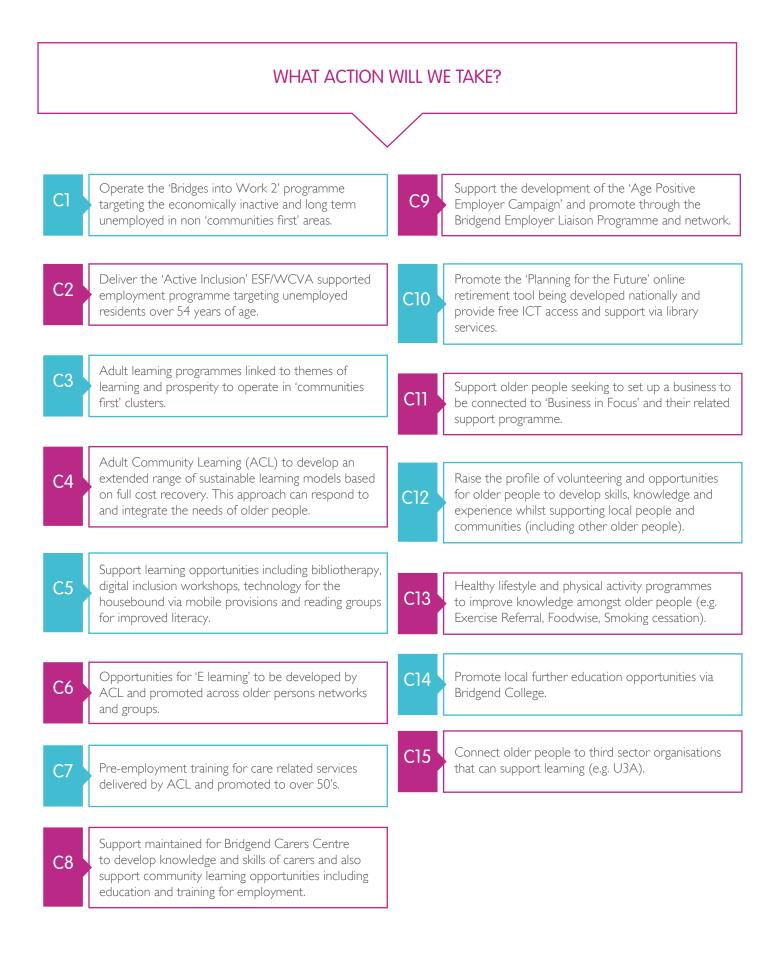
- Older people in Bridgend benefit from maximised opportunities for participation.
- 2 Older people in Bridgend benefit from maximised opportunities to increase their income.
- Older people in Bridgend feel empowered to plan effectively for their future.

Evidence

• The 'Ageing Well in Bridgend' plan recognises that opportunities for employment and to develop new skills are a material issue for older people. The 'All Wales Strategy for Older People' (2013-23) identifies that older people who are unemployed are more likely to stay unemployed in the longer term. Around 45% of unemployed people aged 50-64 have been unemployed in excess of a year. Labour market statistics show over 9000 people aged 50-64 years in Wales claiming job seekers allowance.

- Conversely, the need for older people to work longer is evidenced with over 52,000 people in Wales aged over 65 currently employed.
- It has been estimated that there are 3 times as many people aged 50 plus not in employment, education or training (NEET's) in Wales as those under 25.
- The National Institute of Adult Continuing Education (NIACE) has also estimated that 42% of people aged 50 plus in Wales are digitally excluded, creating barriers for re-training and entering the labour market.





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Theme D Dementia Supportive Communities





Overarching Aim: To make Bridgend a dementia supportive county borough by building and supporting dementia supportive communities.

Outcomes

- Bridgend County Borough is an environment where people affected by dementia can feel confident, valued and understood.
- People affected by dementia in Bridgend County Borough note an improvement in the timely identification of dementia and support provided before, during and after identification.
- 3 Enhanced and extended education, training, information and advice around dementia is established.

Evidence

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• Dementia prevalence is increasing locally, regionally and nationally. The Western Bay Collaboration is projecting a potential increase in people with dementia of up to 31% by 2021. Within Bridgend, the number supported with dementia increased from 1461 to 1704 between 2001 and 2011. This figure is anticipated to grow to over 3000 by 2030.

- The Alzheimer's Society (2011) predicts that 1 in 3 people aged over 65 will die from a form of dementia and UK dementia reports indicate that there are 5.1% of men and 7.4% of women who will experience dementia.
- There are some identified multifactorial links such as some learning disability conditions and some lifestyle factors also. The Welsh Health Survey identified 43% of adults in Bridgend consuming alcohol beyond recommended guidelines and there have been links with alcohol intake and specific forms of dementia identified.
- The volume of carers and support mechanisms required to support people to live well with dementia is apparent as our population changes.

WHAT ACTION WILL WE TAKE?			
D1 Support the development and implementation of the Western Bay Dementia Strategy as part of the regional mental health project.	D8 Review service design and improve access to earlier diagnosis and support (e.g. medication, assistive technology).		
D2 Consult with the Stakeholders on the joint BCBC/ ABMU Dementia Strategy and Delivery Plan (2015- 2018) to create an adopted strategy and action plan.	D9 Review and improve training for staff and carers in terms of knowledge and awareness of support available.		
D3 Actively participate in the national dementia supportive communities network and any regional contributory models.	D10 Develop improved accommodation offers for people with dementia in residential and respite settings.		
D4 Support the "Live Well with Dementia" public relations campaign and promote achievement and good practice.	D11 Work with BAVO and the third sector to promote and develop community-based opportunities for people with dementia, including volunteer recruitment and training.		
D5 Promote increased understanding of 'Dementia Supportive Communities' and increase the number of organisations, locations or business involved in national recognition programmes.	D12 Promote the 'Dementia Awareness Training' programme to internal and external partner organisations.		
D6 Work with key partners (e.g. Police) on community safety initiatives that support people with dementia and carers to avoid becoming victims of crime.	D13 Promote the aspiration for Bridgend to be a 'Dementia Friendly County' and pilot the development of Maesteg and Llynfi Valley as a 'Dementia Friendly Community' as part of the Llynfi 20 programme.		
D7 Establish a Dementia Service Delivery Plan with focus on integration, early onset dementia and support needs of carers	D14 Review the research findings of Age Cymru, providing a voice for people living with dementia and carers, and apply to local plans.		

Theme E Falls Prevention

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Overarching Aim: To support older people in Bridgend County Borough to reduce their risk of falling, subsequently decreasing the number of falls amongst older people in Bridgend.

Outcomes

- Older people and their carers are aware of the preventable causes of falling and know how to reduce their risk.
- 2 Current levels of early identification and preventative interventions are mapped and assessed to inform future development.
- Falls prevention is integrated into the older people's health and social care programmes as part of a wider 'ageing well' approach.

Evidence

• Falls among older people, and the injuries to which they often lead, are the underlying causes of a large share of the burden of disease and disability amongst older people in Bridgend County Borough and a major risk factor for developing frailty.

- The NHS' 1000 lives campaign estimates that for every pound spent on preventative approaches in fallers' homes, a saving of £7.50 is generated via an improved and safe environment.
- Older people, including those who are frail, have been evaluated as being able to improve static and dynamic balance, core strength and leg strength in 8-12 weeks.
- The fear of falling has a Quality Added Life Years burden of 6.4 times that of actual falls or fractures in the elderly and highlights the impact on independence.
- The Sport Wales Active Adults Survey indicates that only 30% of Ogmore constituency adults are sufficiently active compared with 42% in Bridgend (Wales average 39%). The multifactorial issues of age, gender and disability show greater decline over time also. Lower levels of physical activity may result in higher levels of physical frailty.
- The risks of falls increases with age. Falls injuries often require hospitalisation and costly rehabilitation. They are the underlying cause of many functional limitations leading to long term care

Falls Prevention Theme E

WHAT ACTION WILL WE TAKE? Utilise physical activity based interventions to reduce Falls prevention training to be delivered to Healthcare F1 professionals via a multidisciplinary teaching team and the onset of functional decline, frailty and sarcopenia **F8** collaborative working to reduce falls including chronic conditions management and the Move More Often programme in care settings (NERS/OTAGO/armchair). Operate a Bridgend Falls Steering group to co-E2 ordinate awareness of the falls programme and the current and potential roles of the partners. Develop the paid and volunteer workforce to **E9** support older people and carers to live more active and healthier lives. Continue the development of Walking Aid Clinics in E3 Bridgend County residential and nursing homes and Participate in the Falls Prevention Network of Ageing E10 identify walking Aid champions in-situ. Well in Wales to address early intervention. Respond to findings and identified actions of the E4 Develop data capture on participants in falls Primary Care Falls Prevention Mapping exercise that interventions programme and services to monitor E11 has reviewed provision and identified gaps. customer experience, self-identified gains and barriers. Develop and promote a Falls Prevention Training E5 Resource pack designed for support workers and the Communication on risks and issues identified via key third sector including carers. E12 partners (e.g. Police, Fire Service) during other visits to domestic premises. Develop a low priority early response physio' role E6 providing physio' falls assessments via Multifactorial Work closely with ABMU using the 1000 lives falls assessment telephone triage tool. information to reduce falls in the community and E13 in-patient setting, including Instant Response approach using tele-health, information packs for fallers and development of a falls register. Deliver community based falls intervention **E7** programmes as part of the National Exercise Referral Scheme Engage with the 'Steady on' campaign to raise falls E14 awareness and subsequent campaigns developed at a Promote and support the Healthy Home Check national level. E6 Service offered by Care and Repair to reduce risk of falls in a domestic setting. E15

Promote through partners the 'timed up and go' assessment test as part of local falls prevention work.



How we developed this plan

- The strategic themes of phase 3 of the national strategy were shared with the Local Service Board partners who have provided details of contributions to the five strategic themes.
- Where existing or developing work is in place the identified objectives and evidence have been integrated within the Ageing Well in Bridgend plan.
- Where gaps in data have been identified they have been integrated into the action plan and linked to the related themes.
- The draft plan has been distributed to stakeholders and partners with comments received integrated within the final plan.

- The draft plan has been subject to consultation and managed in accordance with required standards. To find more qualitative information on life in Bridgend County Borough for older people, a wellbeing survey has been conducted that will shape the plan further.
- Where local data and evidence has been available that has been used along with national data where appropriate.
- The Service User and Engagement Group of Social Services and Wellbeing has provided primary data for community integrated services, commissioning services, residential respite and day care services, learning disability, mental health services and carers.

How this plan will be implemented

- The Ageing Well plan will link to reporting on prevention and wellbeing within Bridgend County Borough Council.
- The progress of this plan will be reported to the Local Service Board and will be communicated to the themed workstreams and boards where appropriate.
- The co-ordination of the plan will be by the Active Wellbeing Service within the Social Care and Wellbeing Directorate of Bridgend County Borough.
- Bridgend County Borough Council will support the coordination of the Older Persons Strategy and participate in national and regional network groups as required.
- At a local level, groups representing the five themes will operate and link with both existing strategic approaches

and regional approaches with a line of sight to the national expert group forums.

- The Active Wellbeing Service will ensure the engagement of older people and citizen voice throughout the process including the development of the older person's forum in partnership with Age Cymru and BAVO in line with the standard set by the Older Persons Commissioner.
- The Corporate Director for Social Services and Wellbeing will report on progress and impact to Cabinet and the Overview and Scrutiny Committee.
- There is an emphasis on cross portfolio working and also working closely with partners from health and the third sector.



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Performance and Impact

- The Ageing Well in Bridgend plan recognises the need to do more than nullify disabling conditions and to create environments in which older people can flourish, involving all sectors and the broadest range of support. Such an approach will complement the legal requirements of the Social Services and Wellbeing Act 2014.
- Bridgend County Borough will develop a definition of Wellbeing that is meaningful to older people and recognises the diversity of the population aged 50 and beyond.
- The indicators identified within the Strategy for Older People in Wales 2013-23 will be developed as a local scorecard, recognising existing and future data capture consideration.

- Qualitative data capture relating to older people's perspectives on their sense of value, meaning and purpose as identified in the dimensions of the 'quality of life' model will be progressed throughout the plan.
- Accountability for collecting and sharing performance data across the five themes will be clearly identifiable via the established groups.
- Quantitative data that is appropriate will be built into periodic performance reporting.
- The plan will be reviewed annually and an annual review of on impact and progress made will be conducted.
- Local performance and impact data will be shared with regional and national partners via network groups.