Ageing Well in Wales

Achievements & Forward Look

Ensuring Wales is a good place to grow older for everyone
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Since its official launch in October 2014, the five-year Ageing Well in Wales Programme has already achieved considerable success. Phase Two of Ageing Well will build upon this success, and the commitment of local and national partners across Wales, to deliver even more on behalf of older people. New partners will join a restructured Programme, with an even greater focus outcomes that deliver the maximum impact for individuals and communities across Wales.

At a time when there are fewer resources available for crucial front-line public services it is essential to take an asset-based and outcomes-focussed approach, investing in our older people and delivering creative and innovative public services that help unlock the wealth of skills, knowledge and experience of older people across Wales.

It is also crucial that the Programme builds on the Welsh Government Strategy for Older People 2013-23 and key legislative drivers such as the Social Services and Wellbeing Act (2015) and the Wellbeing of Future Generations Act (2015). Such an approach will help to establish age-friendly communities and improve the wellbeing of people aged 50+ in Wales.

I am very grateful to all partners on the Strategic Action Group and the Expert Advisory Groups, the EAG Chairs and other colleagues who have worked with me during Phase One. I would also like to thank all of Ageing Well in Wales’ local partners and community network members who have done so much to ensure the success of Ageing Well to date.

The publication of 22 Local Authority Plans is a significant achievement and I look forward to working further with the Local Authorities to build upon commitments made in signing the Dublin Declaration and establish age-friendly communities across Wales. Ageing Well in Wales is a national movement and I am delighted that the number of individuals and community groups involved continues to grow, and that work to deliver Ageing Well priorities has received extensive coverage in local and national press and has ensured significant engagement with politicians at all levels across Wales.

Looking ahead, I look forward to making further progress throughout Phase Two and building upon the collaborative approach taken to date to ensure that Wales is a good place to grow older for everyone.

Sarah Rochira
Older People’s Commissioner for Wales // Chair, Ageing Well in Wales
Phase One Achievements

Since the official launch in October 2014, Ageing Well in Wales has achieved the following:

- At community level, over 900 groups and individuals from across Wales are making progress on the five priority areas in our villages, towns and cities.
- At local government level, 21 Local Plans have been published.
- At a strategic level, partners have put forward national commitments to make Wales a good place to grow older.
- The five Expert Advisory Groups have worked on specific goals and outcomes.
- At the European level, the Programme remains an integral part of the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA), and the Reference Sites Collaborative Network. A number of proposals are being worked on across a range of EU funding streams in order to exchange good practice with other regions.
- A Resource Hub has been established on the Ageing Well in Wales website. The Hub collates useful tools and resources, good practice case studies and examples, and key contacts to help people take action in their communities and workplaces.
- An Age-Friendly Community Guide has been produced to explain what elements are needed to make a community age-friendly. The guide offers a step by step approach to working with others and provides the tools needed in establishing an age-friendly community.
- A number of successful public engagement events have been held across Wales on the five Programme priorities. Around 500 people have attended these events, which has helped to engage with new members, introduce Ageing Well in Wales to local communities and develop the priorities at a local level.
- Ageing Well in Wales has built a close partnership with the Campaign to End Loneliness. Its UK-wide second Annual Learning Network Conference was held in Cardiff in January 2016, and has helped to drive forward Loneliness and Isolation programme priorities.

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1 Rhondda Cynon Taf CBC and Merthyr Tydfil CBC have produced a joint Ageing Well plan
Ageing Well in Wales Local Plans

Ahead of the launch of Phase Two of Ageing Well in Wales, each Local Authority in Wales submitted a Local Plan, outlining the action they will take over the next three years to deliver Ageing Well priorities.

Anglesey

The Ageing Well Programme structure in Anglesey has purposely been organised to reflect the national Ageing Well in Wales structure. Action Plans are therefore being developed for all five Ageing Well themes. The Age well programme of activities will be extended to other areas on the island and access to information will be improved through the development of Information Kiosks and community hubs that will provide a single point of access.

The Council is also actively engaging with communities to get them more involved in shaping the design and delivery of services locally. The Community Voice programme (a portfolio of nine third sector organisations who aim to enhance and strengthen links between communities and services) is influential in this process, establishing a robust framework of decision influencing forums, events and community based activities achieved through a co-produced way of working. An Age-Friendly Communities Champion will also be appointed within the Planning Department and more intergenerational links developed to support the delivery of Ageing Well objectives.

Blaenau Gwent

Work being undertaken as part of Blaenau Gwent’s Ageing Well Plan will support local people to improve their skills and confidence so that they can reach their full earning potential under the ‘Working Skills for Adults’ scheme and support routes towards employment under ‘Routes 2 Life’. The work will be supported by delivery of a variety of jobs clubs to provide advice and support.

The 50+ Stakeholder Group will be involved in mapping social participation activities and programmes across Blaenau Gwent and the 50+ Network will deliver a Health Champion initiative. Tredegar has been chosen as a pilot area to become a Dementia Friendly Community where the Council will work in partnership with the 50+ Network and the Alzheimer’s Society. The Council will also look at dependency trigger points to identify appropriate support and introduce no cold calling zones across Gwent.
Bridgend

The Bridgend Ageing Well Plan is supported by an innovative and impactful survey that captures the concerns and priorities of older people. The survey complements the Older People’s Commissioner’s ‘Quality of Life’ model, covering areas such as ‘Being listened to and respected’, ‘Doing things that matter to you’, and ‘Where you live’. The survey is an effective way of understanding what matters to older people and how the Ageing Well priority areas can address these.

There has also been a joint development of the local Dementia Strategy with partners and a strong collaborative approach in developing a response to falls.

Caerphilly

A clear feature in the Caerphilly Delivery Plan is the ‘What do older people tell us?’ section. For example, older people in Caerphilly have said ‘I want to choose where and how I live’, ‘I do not want anyone telling me what to do’, and ‘We want easier access to information’. These comments, received from a broad range of engagement events and meetings, have helped to ensure that the Plan responds to the needs, concerns and priorities of older people.

In Caerphilly, around a 100 members of Council staff, care home staff and volunteers from Communities First and the Winding House Museum have already completed training and have signed up to be Dementia Friends. A range of social service staff are also completing Dementia Matters training modules. The Council’s reminiscence pods are also put to good use by partners such as the Winding House.

Future work includes campaigns to raise awareness of loneliness and isolation and to help people to maximise their incomes.

Cardiff

In delivering its Ageing Well Plan, Cardiff will work closely with all statutory and non-statutory partners, local communities and individuals to ensure services are provided and promoted to support people to age well. Older people are seen as valuable partners and continuing to enable people aged 50+ to have a voice and to engage with the council and its partners continues to be a key priority going forward.

Building upon success in Cardiff West, which has recently been awarded Dementia Friendly status, Cardiff City Council is looking to extend this status to other areas of the city. Work will also continue to raise awareness and promote key Ageing Well messages, with a strong focus on dementia, such as continuing to train council staff as Dementia Friends and Champions, support for a newly opened dementia café and the delivery of a recently launched intergenerational dementia supportive technology project.
The six city area Neighbourhood Partnership Plans will also contain actions relevant to progressing age-friendly principles, while the Single Gateway to independent living will continue to bring together a wide range of services for people aged over 60 into one single gateway, supported by trained Independent Living Officers and Domiciliary and Residential Financial Assessment Visiting Officers to provide a holistic service and minimise separate visits.

Carmarthenshire

The 50+ Forum, with 2,400 members, plays an active role in delivering the Carmarthenshire Ageing Well Plan, which builds upon successful work such as sponsorship of ‘get on-line’ initiatives, information events and joint work with the Council’s Road Safety section to promote driver awareness amongst older people. The Forum also hosts the successful Walking Well Carmarthenshire project.

Future Council activities include sharing information with Forum members and other networks of older people about how falls can be prevented. Delivering Dementia Friends training to councillors and ensuring that the learning from Dementia Friendly Pontyberem is shared across the county is also a priority, as is the delivery of a Time Banking scheme in partnership with Spice to encourage people to get involved as volunteers, which aims to reduce loneliness and isolation.

Ceredigion

The Ceredigion Ageing Well Plan details how local good practice in the five Ageing Well priority areas will be built upon to deliver change for older people, such as the development of ‘Cymdogion Cynnes’, a partnership initiative that provides a regularly updated directory to enable residents, and those working or volunteering in their communities, to readily access up to date information. ‘Cymdogion Cynnes’ also supports signposting to available services, both on a local and national basis, ensuring that people are able to live in warm and safe homes.

Building upon successful work in Aberaeron, which is working towards achieving dementia friendly status, other regions in the county are also interested in developing their communities as dementia friendly and will be supported to achieve this. There are also plans to develop community information points in partnership with Housing Associations as well as establish more intergenerational clubs and activities within the county.

In addition, the Ageing Well Plan outlines Ceredigion’s aim to identify Champions for older people within organisations and communities and its aim to work with communities across the county to become recognised as Age-Friendly.
Conwy

The Ageing Well in Wales themes have been aligned to the ‘Five Ways to Wellbeing’ that is being used across the world and has become a thread through the Council’s work. The concept is being used to develop organisational strategy, for staff development, and to help people incorporate more wellbeing activities into their lives. It also guides the work of the community wellbeing team in delivering inclusive Health and Wellbeing activities in the New Community Hubs.

A Dementia Partnership Group has been established to promote the wellbeing of people living with dementia, with the objective of evaluating and developing the existing services and identifying innovative new services to meet current and future needs. The group has mapped a patient journey to identify gaps in provision. This map was used as a consultation tool that was well received by people living with dementia as they could visualise the journey, talk about the future, barriers and ways they overcame them as well as positive experiences. When completed a tool will be developed to visually record and explain the dementia journey.

Denbighshire

Denbighshire’s ‘My Life, My Way’ initiative has been working successfully with older people for eight years and is a key part of the Ageing Well Plan. Based on a Swedish model, ‘My Life, My Way’ is a prevention model for older people who don’t meet any eligibility criteria that identifies the steps that need to be taken by an older person to live a fulfilled life. The work being undertaken in Denbighshire is based around safety in the home, social networks, movement and food and drink, as well as a locally added theme looking at creativity and growth.

In addition to using the voices of older people, who shared their experiences of how they had avoided becoming lonely, Denbighshire has also used the findings of cutting edge research from Swansea University’s Centre for Innovative Ageing to inform its work to tackle loneliness and isolation, which will focus on coping strategies and breaking down the barriers that can cause people to become lonely.

Underpinning this work are pledges from a wide range of partners to improve services, alongside a commitment to undertake further learning exchanges throughout 2016 to support the development of an action plan for reducing loneliness.

Flintshire

The Flintshire Ageing Well Plan outlines a vision for the future that sees Flintshire as a ‘great place to grow older’ and a ‘great place to grow up’. This vision has been illustrated by postcards from future generations of older people to demonstrate how interventions in the Ageing Well priority areas could make a difference to their wellbeing. Partnership working is a key theme throughout the plan, with community
activity, intergenerational relationships and shared learning featuring strongly in the vision of developing Age-Friendly and Dementia Supportive Communities. Future work will also involve identifying community assets and the registration of activities and resources in the North Wales Directory of Services (DEWIS).

Elsewhere, good practice will influence the development of Age-Friendly Communities and inform the development of interventions designed to reduce loneliness and isolation, as well as supporting professionals to deliver on the plan.

Activities that build on the existing North Wales Falls Service aim to increase opportunities for identifying people at risk and raise awareness of the activities that are available to improve strength and balance.

The Plan also recognises that continued learning and employment are important and activities include working with partners to ensure the needs of older people are considered and opportunities for volunteering are increased.

**Gwynedd**

Gwynedd’s Ageing Well Plan will be underpinned by Ffordd Gwynedd, which features an integrated team consisting of health, social care and third sector staff to ensure co-ordinated services and a timely response so that people in Gwynedd can live the lives that they want to. Services have been reviewed to shape them around the individual and to resolve and understand the cause of problems, rather than looking at individual problems.

Age Well Centres, run in conjunction with Age Cymru Gwynedd a Môn, have provided 1,000 older people with social and learning opportunities. Joint working with Housing Associations has identified gaps in housing provision and made improvements to some schemes, as well as establishing a register of adapted properties. Two new extra care schemes have also been built, with another planned.

**Monmouthshire**

The focus of the Ageing Well Plan is on supporting the independence of older people and on ensuring that they have a strong voice.

The Raglan Project, which positively impacts upon the lives of people living with dementia, their carers and their community, will continue. The project aims to deliver a natural approach that responds flexibly to a person in terms of what they want to do. Home carers work in new ways, such as supporting service users to visit family, have a bath because they want to or do a spot of gardening. By maximising abilities people are potentially helped to live independently for longer.

The Older People’s forum is the main consultation group for the Ageing Well Executive Group and will provide feedback and inform the Ageing Well Executive Group action plan and priorities. It enables older people to be consulted and
engaged in matters that directly affect them, whilst also affording them the opportunity to be a ‘voice’ for older people.

In addition, the Monmouthshire Community Based Specialist Falls Service for Older People offers rapid access to Falls Consultants or GP if required, and a specialist Multifactorial Falls Risk Assessment is carried out in the person’s own home or Falls Clinic. Individuals at risk are identified and a bespoke falls risk reduction programme offered which includes specialist gait and balance training, practice of any activity contributing to fear of falling, access to wider social activities and general confidence building.

**Neath Port Talbot**

Underpinning Neath Port Talbot’s Ageing Well Plan is the Western Bay Health & Social Care Programme, a partnership between Abertawe Bro Morgannwg University Health Board, Neath Port Talbot, Bridgend and Swansea Councils, and voluntary and private sectors, to support older people. The programme’s most recent publication, ‘What matters to Me – Supporting the health and wellbeing of our older population’, provides examples of good practice and sets out a joint commitment to deliver high quality integrated health and social care. As part of the plan, the Community Links Project will continues, which has so far helped 270 older people to combat loneliness and isolation.

**Newport**

To support the delivery of Ageing Well priorities, Community Connectors provide information, advice and support to vulnerable people and signpost to activities and support groups, as well as working with community groups. Connectors have linked with over 500 local partner organisations and assisted over 400 individuals to participate in their communities. A Minority Ethnic Community Champion is making links with the diverse ethnic minority population.

Projects such as the Newport Good Neighbours scheme, run by the Royal Voluntary Service, offer befriending and low level support to isolated, lonely older people and over 3,000 volunteering hours are delivered to housebound service users annually.

Supported by the City Council, Newport is working towards becoming a Dementia Friendly City and has formed a multi-agency Dementia Action Alliance with a joint delivery plan. A total of 1,047 people from key organisations, businesses and schools have also received Dementia Friends sessions, with further training planned going forward.
Pembrokeshire

Pembrokeshire’s Ageing Well Plan builds upon a range of successful work that has been at the forefront of combating loneliness and isolation and in supporting and enabling community activity. Sustainable Good Neighbour Schemes have been developed in villages across the county, while work is underway to establish Age-Friendly Communities and Dementia Supportive Communities across the county. Fishguard and Goodwick, for example, have been involved in piloting World Health Organisation indicators in terms of what makes a community Age-Friendly, work that has resulted in increased intergenerational activity and St David’s becoming the first city in Wales to become Dementia Supportive.

The Pembrokeshire Ageing Well Plan will focus on priorities identified by older people, which include transport and socialisation. Community transport initiatives such as the Green Dragon Bus will be promoted and supported, for example, alongside projects to encourage social participation.

Powys

Powys has made a number of commitments to partnership working in order to deliver its Ageing Well plan over the next three years. The plan is fully aligned to the outcome of recent consultation with Powys residents, as part of developing the Integrated Older People’s Commissioning Plan 2016-2021, which identified a desire from older people to continue to live independently at home for as long as possible. Planned initiatives include expanding the virtual wards in the north and mid areas of Powys to minimise the need for people to go into hospital and the establishment of fast access to secondary care assessments and targeted information and advice services. The plan also includes interventions to reduce the number of older people having falls that previously may have resulted in the need for hospital treatment. All of these initiatives are designed to support people to continue to live at home and to enable them to understand the full range of support options available to them within their locality.

The plan’s implementation and delivery will be reviewed regularly to ensure that activities within it continue to reflect good practice and remain fully aligned with all local and national integrated strategies within Powys.

Rhondda Cynon Taf / Merthyr Tydfil

Rhondda Cynon Taf and Merthyr Tydfil have worked in partnership to produce a joint Ageing Well plan to complement the Joint Commissioning Statement for Older People Services. There is a Joint Public Engagement Strategy, a Public Engagement Group that meets across the Cwm Taf Health Board area and six 50+ Forums.

Priorities going forward include developing Age-Friendly Champions across the
public sector, promoting age-friendly businesses and to develop intergenerational work.

In terms of falls prevention, there are plans to work in partnership with a wide range of organisations to educate, provide information and promote strength and balance exercise opportunities, as well as organise general health and wellbeing events. Care and Repair is seen as a valuable partner in delivering home checks.

Pontypridd and Maerdy are working towards becoming Dementia Friendly Communities, with multi-agency support, and Rhondda Cynon Taf has appointed an officer Dementia Champion and Cabinet Member Champion. Within Merthyr Tydfil, 119 staff members and members of the public have trained as Dementia Friends and more training is planned in partnership with the Alzheimer’s Society who also run Dementia Cafes across the region.

Befriending services will also continue to be provided, including those provided by Red Cross and Communities First, as well as Community Cafes and Welcome Friends run by the Retired and Senior Volunteer Programme (RSVP). A social prescription programme is also planned.

Swansea

The City & County of Swansea Ageing Well Plan is a partnership involving the Local Service Board and Healthy City Board Action Plan and led by the Council, which also supports delivery of the provisions of the Social Services and Wellbeing (Wales) Act.

A great deal has already been achieved in making Swansea a Dementia Friendly City, but Local Service Board partners will be signing up to, and promoting, the national Dementia Friendly Communities Recognition process organised by the Alzheimer’s Society. The partners have made a commitment to provide Dementia Training for staff, both within their organisations and within city centre businesses. Swansea citizens and front line staff will also be provided with information on available support services.

An Age-Friendly Community audit will support the implementation of a number of areas within the Plan, including falls prevention and the built environment, the provision of information to recognise loneliness and isolation, and promoting volunteering and learning opportunities.

Torfaen

The Torfaen Delivery Plan 2015-2023, which underpins Ageing Well work in the county, has a strong focus on outcomes and on partnership working. The plan makes it clear that the outcome is for people in Torfaen to live independently as they get older, with a good quality of life for as long as possible. It also highlights that the detailed outcomes and activities will be a key part of partner service plans,
contributing to ‘Torfaen Together’, the Single Integrated Plan published by the Local Service Board and subsequent Wellbeing Plan for the Public Services Board that comes into being in April 2016.

Future plans include improving pre-retirement planning and providing a single point of contact for all matters relating to people aged 50+. This will include the ‘Be Independent’ telephone information hub, which will signpost people to relevant services provided by private, public and third sectors. Enabling community connections also forms a key part of the plan, alongside a partnership approach to supporting the vulnerable with services ranging from community transport to assisted waste collections.

**Vale of Glamorgan**

The Vale of Glamorgan Local Service Board (LSB) has approved an Ageing Well action plan that includes a range of activities for 2016-2018 that support the five priorities of the Ageing Well Programme. Progress against all of the actions will be reported to the LSB twice a year and will form part of the LSB Annual Report.

Actions include an aim to implement a ‘Steps to Progress’ project that will offer training opportunities for people aged over fifty to up-skill and gain employment related training. In addition, the Vale will be developing a marketing brand across the Barry and Cardiff Communities First clusters to improve employer engagement with a focus on securing job opportunities for the over fifties.

Building upon success in Barry, which has now achieved dementia supportive community status, partners are now working together to implement a range of falls prevention initiatives.

The Vale is also tackling social isolation in rural and urban communities by marketing accessible community transport and offering digital inclusion opportunities. There will also be a focus on promoting volunteering opportunities and ensuring activities across the public and third sectors are integrated and customer focused.

**Wrexham**

Wrexham’s Ageing Well Plan focuses on work that will be delivered under the ‘Together in Wrexham’ banner, through which the Council aims to bring individuals, communities and groups together in order to empower people to influence services and to participate in improving the quality of life in the places where they live.

The Council also provides free IT literacy sessions for older people who have limited or no access to computers, tablets and smartphones to build up personal skills and confidence. Community Inclusion Grants are available across Wrexham as part of the development of the Council’s Day Services Development Strategy. The Grants process is overseen by a steering group made up of citizens and professionals.
Community Agents work with older people in Wrexham to provide easy access to a wide range of information, using Dewis Cymru, to help them to make informed choices and have a better quality of life, as well as supporting more vulnerable people to have access to support. Plans are also being developed to work in partnership with GPs, who will refer socially isolated patients to the Community Agent service.
Community Pledges

The Ageing Well in Wales Team have held events across Wales as part of ongoing work to inspire local action. This is done by sharing examples of good practice and providing guidance on how developing an age-friendly or dementia supportive community could be achieved. Hundreds of people have attended Ageing Well events and the Team have spoken to hundreds more at partner events.

Local people, who are members of Ageing Well Community Networks across Wales, have made a wide range of pledges to take personal and community action to support the delivery of Ageing Well Priorities. A selection of these pledges is set out below:

**Age-Friendly Communities**

- “To continue to work with others to help bring about Age-Friendly Communities. To pursue the ideals of the Ageing Well in Wales Programme.”

- “To talk to more people about Age-Friendly Communities and to post more about it on Facebook to raise awareness.”

- “To be more involved and supportive to older members of the community.”

- “To work with partners to influence service provision for older people in Ely and Caerau.”

- “Build relationships with local schools, other sheltered schemes and care homes.”

**Dementia Supportive Communities**

- “To make Kidwelly a Dementia Friendly Community and spread the word.”

- “Continue with setting up a community to deliver dementia training and set up a local meeting place for those living with dementia, their friends and families to meet, share, support, to gain information, engage in social activities, or just have a hug or opportunity to offload.”

- “I will do my best to spread dementia awareness amongst the BME communities.”

- “To train as a Dementia Champion and offer sessions to my church, local shops and community centre.”

- “To encourage fellow community councillors to take the Dementia Friends training.”
• “To continue my work with KINDA – Knighton Initiative for Dementia Action. We will continue to develop our knowledge and hopefully start our own Dementia Café.”

• “To take up the Dementia training mentioned during the conference – this could help me to become a more effective volunteer.”

• “Become a Dementia Friendly Organisation – coffee ‘Awareness’ meetings and support groups.”

• “Raise awareness of the issues that a person with dementia deals with on a daily basis.”

Community Action

Over 900 organisations and individuals are now part of the Ageing Well Programme Network, with more and more people and organisations getting involved.

Dementia Supportive Communities

Communities across Wales are being inspired to become more caring and there is now a real momentum behind the creation of Dementia Supportive Communities.

The Brecon and Hay Dementia Supportive Community initiative was started by individual volunteers within the locality. Rhiannon Davies, one of the founders had been inspired by examples elsewhere and thought ‘we could do that’. She was joined by other volunteers who managed to attract active partners such as the town council, schools, police and fire services, as well as local businesses. The Dementia Friends initiative established by the Alzheimer’s Society underpinned the work of changing hearts and minds.

The ‘ripples’ (to quote Rhiannon) created by Brecon have influenced and inspired others. Neighbouring communities have followed suit, such as the Knighton Initiative for Dementia Action where national businesses are making real changes in order to become dementia friendly. The ripple effect from the involvement of national companies will see other communities benefit from improvements. Examples of good practice are being shared widely with communities across Wales through the Ageing Well Programme events and Network in order to inspire even further action.

Other Dementia Supportive Communities, such as St David’s in Pembrokeshire, and Swansea, are also achieving success in meeting the needs of those living with dementia. Similarly, a number of communities across South Wales are becoming dementia supportive and innovative projects are being developed. In Caerphilly, for example, nursery school mothers produced a beautiful illustrated children’s book called ‘The Elephant who Forgot’, which captures a young boy’s experience of a grandfather with dementia. Thanks to support from Ageing Well in Wales, more
and more businesses and organisations are ensuring that they provide the best customer care and are ensuring that staff members are offered Dementia Friends training.

**Combating Loneliness and Isolation**

Loneliness and isolation can be caused by life events such as retirement or bereavement and the challenges presented can often be more difficult for men. Men’s Sheds have gained a strong foothold in Wales with a number of thriving ‘sheds’ across the country providing social opportunities. Old Colwyn Men’s Shed has welcomed both the shy and the confident, but with a common aim of preventing isolation by encouraging fun and learning. One member was supported in regaining his speech following a stroke and others have been brought out of their shell by being welcomed and involved in activities which include making ukuleles and performing in Cardiff.

Informal learning is playing an increasingly important role in helping to tackle loneliness and isolation. U3A groups are thriving across Wales, with 56 individual groups and four networks. Members run classes for members that cover a wide range of topics such as digital photography, reading, environmental studies, languages, art and wine tasting, alongside activities such as walking for different abilities. The emphasis is very much on learning for enjoyment and the social value of the groups are immense.

**Age-Friendly Communities in Action**

All over Wales, communities are coming together to ensure that older people’s voices are heard and that all ages are able to participate fully in society. In 2015, Ageing Well worked with community groups and volunteers in Fishguard and Goodwick to establish how to best measure the extent to which communities are age-friendly. The project was part of a global collaboration organised by the World Health Organisation, which saw Fishguard and Goodwick share the stage with cities including Hong Kong, Shanghai and Washington DC. Thinking about how Fishguard and Goodwick could become friendly for all ages captured the imagination of the entire community, leading to a number of new schemes and groups working on intergenerational projects.

Ageing Well has also been privileged to work with many other fantastic grassroots community groups and schemes from all over Wales. In a series of public events, for example, the experiences of groups such as Dinas Powys Voluntary Concern, Pennant Community and Solva Care have been shared and audiences have heard how they have inspired and motivated local residents to help transform their communities into good places to live for all ages.
Ageing Well in the Workplace

Ageing Well has been working closely with businesses, Local Authorities and the Welsh Government to ensure that Welsh workplaces are equipped to benefit from the wealth of skills and experience of older people, skills vital to the future prosperity of Wales.

Workshops have been run in conjunction with the TUC, working with unions to look at how workplaces can be more supportive of older workers. Similarly, good and innovative practices of businesses have been shared widely, such as the example of Finance Wales, which, recognising that a growing number of its staff have responsibilities caring for elderly relatives, has established a Caring for the Elderly forum, allowing its staff to share their experiences, and is reviewing its flexible working policy based on feedback from the group. The firm also works with Age Connects to provide information and support to carers in the workplace.

In November 2015, Ageing Well teamed up with Business in the Community for Wales Action Week, in which over 150 business volunteers gave their time to raise the profile of the value of older workers.

Preventing Falls

Ageing Well has been working closely with Public Health Wales and other partners to develop a public awareness campaign to reduce the number of older people suffering from avoidable falls. The ‘Steady On - Stay Safe’ campaign will help those most at risk from falling and the message will be taken out to communities and organisations around Wales throughout 2016.

Ageing Well also works with partners around Europe as part of the ProFouND (Prevention of Falls Network for Dissemination) group. On International Older People’s Day (1st October 2015), Welsh groups took part in an international flash mob to highlight the benefits of exercise to reduce the risk of falling.

Museums making Wales a good place to grow older for everyone

As well as being showcases for Welsh culture and heritage, our national museums are at the forefront of efforts to make Wales a good place to grow older for everyone.

In Powys, the Brecknock Museum and Art Gallery has been closely involved with the amazing achievements in making Brecon a dementia supportive community. The Winding House museum in Caerphilly is equally involved in local efforts to support the development of dementia friendly communities, and is the first museum in Wales to receive recognition from the Alzheimer’s Society for its efforts to become dementia friendly.
National Museum Wales and the Cardiff Story Museum have been closely involved with Ageing Well in Wales, both in developing intergenerational activities and representing Wales on the Age-Friendly Museums network. The Big Pit National Coal Museum has worked with people living with dementia to review its facilities and has also established an intergenerational forum to ensure it is welcoming to all ages. Ageing Well will continue to work closely with museums in Wales throughout 2016, with planned events to support communities to become more age-friendly to be hosted at the Big Pit and the Cardiff Story.
Phase Two: Forward Look

The second phase of the Ageing Well in Wales Programme will formally begin in April (although in reality it’s a continuous development process reflecting both the opportunities and diversity of action across Wales). This will be supported by an action plan and a number of task and finish, multi-agency, delivery support groups. There will be six aspects to this second stage:

- Securing 4 star European Innovation Partnership for Active and Healthy Ageing (EIP-AHA) Reference Site status and using the brand and profile of the programme to support European bids for funding.
- Securing agreement from a range of national or larger organisations across the public and private sectors to take action to promote inclusion and support individual and community resilience.
- Taking the good practice from the current AWW local plans and supporting the roll out of these as standard practice. This will include working with Local Authorities and Public Service Boards to begin to make the commitment they have already made to be age friendly communities (via the Dublin Declaration) real.
- Further support to local groups and individuals to help them take action for themselves to promote inclusion, defer or prevent frailty and maintain their own resilience, through both direct support and the further development of specialist advice and resources that can be easily accessed and used by individuals. This will include the development of a network of local Ageing Well in Wales champions, older people themselves, who can further cascade out local action.
- Developing a strategic approach to research, focussing particularly upon research gaps, translating research into practice, and encouraging knowledge transfer. This has both benefits domestically and within a European context in relation to bids for research monies.
- Linking the work of this programme into the developing action taking place as part of the implementation of the Well-being of Future Generations (Wales) Act, in particular the new Wellbeing Plans produced by the Public Services Boards, the needs assessment that underpins them, the new performance measures and performance frameworks, and the work of the new Future Generations Commissioner in evaluating the impact of work being undertaken.

This second stage will continue to have running through it a partnership approach, not just from the public sector but increasingly with the private sector and, in relation to the Welsh Government will seek to draw in departments other than health and social care.
The original overall aim of the programme remains, ie, to improve the wellbeing of people aged 50+ in Wales but this will be supplemented with a focus on inclusion, the maintenance of resilience and deferment or prevention of frailty. The programme will continue to be badged to both the Strategy for Older People Phase 3 and key national policy drivers.

The programme in phase 2 will be underpinned by 5 key principles, these are:

- Ensuring action taken is evidence based
- Creating space for innovation
- Enabling older people through an asset based approach to take action for themselves and support others, and to identify what would be most impactful for them
- An intergenerational approach
- Strengthening the rights that older people have in challenging ageism.

The AWW programme is in essence a preventative programme, and has close alignment to the aims of the Social Services and Wellbeing (Wales) Act. Partners are working together to defer or reduce the negative impact that age can have upon individuals health and wellbeing. Its benefit is relevant to individuals and, through deferring or preventing frailty or vulnerability, it brings benefit to public services.
Ageing Well in Wales

Ageing Well in Wales is a national Programme hosted by the Older People’s Commissioner for Wales. It brings together individuals and communities with public, private and voluntary sectors to develop and promote innovative and practical ways to make Wales a good place to grow older for everyone.

What does Ageing Well in Wales want to achieve?

• To make Wales a good place to grow older for everyone
• To make Wales a nation of Dementia Supportive Communities
• To reduce the number of falls
• To reduce loneliness and unwanted isolation
• To increase learning and employment opportunities

What is the Ageing Well in Wales Programme doing?

• Networks: a rapidly-growing network of hundreds of individuals and organisations has been established to share ideas and work together.

• Access to good practice: the Ageing Well website will feature a resource hub that features good practice throughout Wales, the UK, Europe and further afield.

• Bringing people together: conferences, workshops and training sessions are held across Wales.

• Making change happen: the Programme is actively supported by the Welsh Government, key national organisations and all Local Authorities.

• European links: the Programme is developing links with European partners to improve access to EU funding and encourage knowledge transfer and exchanging good practice.

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Further information and contacts

- Solva Care: [http://solva.gov.wales/solva-care](http://solva.gov.wales/solva-care) / (07890 987 259)
- Dinas Powys Voluntary Concern: [www.dpvc.org.uk](http://www.dpvc.org.uk) (02920 513 800)
- Business in the Community: [www.bitc.org.uk/wales](http://www.bitc.org.uk/wales)
- Finance Wales: [www.financewales.co.uk](http://www.financewales.co.uk)
- TUC Wales: [www.tuc.org.uk/wales](http://www.tuc.org.uk/wales)
- ProFouND - [http://profound.eu.com/](http://profound.eu.com/)
- Stay Strong Stay Steady EU Flash Mob - [https://youtu.be/iekHwmOh084](https://youtu.be/iekHwmOh084)
- Cardiff Story: [http://cardiffstory.com](http://cardiffstory.com)
- National Museum Wales: [www.museumwales.ac.uk](http://www.museumwales.ac.uk)
- The Winding House: [https://your.caerphilly.gov.uk/windinghouse/content/welcome](https://your.caerphilly.gov.uk/windinghouse/content/welcome)