

**Heneiddio'n Dda
yng Nghymru**

**Ageing Well
in Wales**

Rhaglen bartneriaeth ar gyfer gweithredu ar y cyd
ar draws Cymru ac yn Ewrop
.....
A partnership programme for collaborative action
across Wales and in Europe



Ageing Well in Wales:

Age-Friendly City Indicator Pilot Final Report

Fishguard and Goodwick, Pembrokeshire, Wales

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About 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.

The Ageing Well Programme is actively supported by Welsh Government and key national organisations. It has a rapidly growing network of members encompassing diverse organisations and interests across Wales. Strong links are also maintained with partners across Europe, reflecting Wales being awarded the highest three star Reference Site status as part of the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA).

For more information, email ageingwell@olderpeoplewales.com or refer to our website, www.ageingwellinwales.com.

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1. Background information and local context

Fishguard and Goodwick is an urban area made up of two connected towns with a population at the 2011 census of 4869 people. It has a high percentage of older people 25.2% of the population being aged 45-64 and 27.9% of the population being 65 and over. Based around a working harbour it is an old town built into a hilly valley. There is a good level of community activity and some interesting intergenerational projects already taking place such as a project where young people are teaching computer skills to older people. The local community had already made a commitment to become age-friendly. At the start of the pilot they were just beginning to develop their ideas and activities in support of this.

The community was already actively involved with the national age-friendly community initiative and this was part of a wider commitment made by Pembrokeshire County Council, the Local Authority where Fishguard and Goodwick is located. This enabled us to develop a uniquely multi-disciplinary approach to the piloting of the indicators, which was multi-faceted with engagement from local community members to National Government.

Wales has made a commitment to become an Age-Friendly Nation and on the 22nd October 2014 launched its national Ageing Well in Wales programme, which has the development of Age-Friendly Communities as a core theme. In support of this every Local Authority in Wales has signed the Dublin Declaration and a Multi-Disciplinary Expert Advisory Group on Age-Friendly Communities has been established. Pembrokeshire have made a strong commitment to the development of age-friendly approaches at all levels of the authority and forged a strong partnership with the pilot to support both the testing stage and also a sustainability plan.

2. Process used for pilot study

Key partners

The project was supported by the Older People's Strategy Team for Welsh Government, the National Ageing Well Programme, the Older Peoples Commissioner for Wales, OPAN, the Older People's Research Network for Wales and Pembrokeshire County Council. This ensured we were able to access all relevant existing data sets and resources to inform the pilot and to connect the pilot to the existing national programme on age-friendly communities. In addition, COPA, the Cymru Older People's Alliance, which is the representative group for Older People in Wales was engaged both locally and nationally to ensure that the voice of older people shaped our response .

Locally a community steering group of all relevant organisations in Fishguard and Goodwick was established. The group reviewed the guidance materials and a sub-group designed a questionnaire and consultation process to test their local priorities. Consultation was undertaken across the area and the group has used the findings from the surveys and focus groups to inform our response to the pilot and to develop the local age-friendly implementation plan.

A community worker was commissioned to facilitate the local process, and it was essential that this was somebody already working locally who was knowledgeable about the area and also trusted by local people. We are grateful to Alcohol Concern Cymru for seconding this person who has had a pivotal role in the local engagement. This community approach meant we were able to not only engage with local older people and their organisations but also the wider community, particularly youth organisations. Pembrokeshire County Council through its Older People's Strategy Coordinator actively supported this local approach.

In summary the key partners included:

- All local community organisations in Fishguard and Goodwick
- Fishguard and Goodwick Age Friendly Steering Group
- Interested local Voluntary Organisations
- Cymru Older People's Alliance (COPA)
- Older Person's Strategy Coordinator for Pembrokeshire County Council
- Ageing Well in Wales Programme
- Welsh Government Older People's Strategy Team
- University of Swansea
- Age Friendly Communities Wales Expert Advisory Group
- National Partnership Forum - Ministerial Advisory Group on Ageing
- Generations Together Cymru

Local older people and their organisations have been involved at all stages of the process and took the leadership on the local testing and surveys.

Methods used to analyse and collect data

At the beginning of the process we were concerned to recognize that in the current climate of austerity it was important to develop an approach that as much as possible integrated into existing data and evidence based approaches. Our concern was to ensure that we developed an efficient ongoing mechanism to demonstrate change and impact that fitted alongside other local and national drivers. This meant we took a pragmatic approach to building our evidence base that reflected existing mechanisms or identified where new policies and processes were under development which we could influence to make our collection of future data more robust. This is expanded on later in this report.

The one area where we deviated from this was in using a community driven consultation and survey methodology. We saw this as essential as we see the involvement of local people in developing and reviewing actions to improve the age-friendliness of an area as being the core value of such an approach. The summary of this is attached as appendix one. This links with the developing work of the Cymru Older People's Alliance to draw together the views of local older people and their groups across Wales to give an informed national collective voice to shape national priorities, programmes and evidence collection.

In developing our response to the guide and indicators we undertook the following activities:

- A full review of the guidance materials by our Expert Advisory Group to report back on their findings and also to clarify the indicators that they are already collecting, areas that they saw potential to strengthen or wished to endorse from their particular expert perspectives and to gain feedback as to how helpful the guide would be for them in their own developmental work.
- The following existing data sets were identified as key to underpinning our statistical approach to the guide:

Welsh index on Multiple Deprivation (WIMD)

<http://gov.wales/statistics-and-research/welsh-index-multiple-deprivation/?lang=en>

This enables us to look at data in local areas against a number of key headings that are particularly useful in considering issues around equity:

- Income
- Employment
- Health
- Education
- Access to Services
- Community safety
- Physical Environment
- Housing

The Well-being Monitor

<http://gov.wales/statistics-and-research/older-peoples-wellbeing-monitor-wales/?lang=en>

Data Unit Wales

<http://www.dataunitwales.gov.uk/data>

Data Unit Wales has a number of tools enabling the collection of data on a Super Local Output Area basis that typically have a population of approximately 1,500 people. This enables cross community comparison and is particularly relevant when used with the WIMD to explore equity issues.

Public Health Wales Observatory: Older People's Indicator Set

<http://www.wales.nhs.uk/sitesplus/922/page/61604>

Searchable by Health Authority area and local area.

Age Cymru Community Calculator

http://www.ageuk.org.uk/Global/Age-Cymru/Policy_and_Campaigns/Key%20findings%20of%20the%20Community%20Calculator%20ENGLISH.pdf?dtrk=tr

This existing work by Age Cymru enables local people to audit ten aspects of how friendly their local area is.

- Pembrokeshire Local Authority, which is the administrative area for Fishguard and Goodwick, is currently developing its Ageing Well Implementation Plan. The Strategy Coordinator reviewed the guide to identify the evidence they were collecting to underpin this plan against the proposed indicators. This is reported on in section 3.
- Collaboration with the Department of Business and Enterprise who are conducting an enquiry into Economic Activity and volunteering by people aged 50 plus to inform data on equity issues which we see as a priority.
- COPA have reviewed the guidance specifically from an older person's perspective. Wales is also part of the European Age-Friendly Environment Innovet programme. As part of our contribution, and building on our experiences from the pilot, COPA will be developing a practical guide for the co-production of Age-Friendly Environments for Older People as a model for other European partners.
- Consultation and Surveys across Fishguard and Goodwick. The development by local people of a questionnaire to support this and a review against the guide of key local priorities. Using survey methods to look in details at the two indicators that local people identified as most important to them.

3. Reporting on indicators

Comparison of proposed WHO indicators to Pembrokeshire baseline information:

- Proportion of streets that met locally acceptable standards. This was addressed in survey where 66% of respondents reported concerns over walkability in Fishguard and Goodwick. This was an expected result given the hilly nature of the area and a number of narrow and difficult pavements as a consequence of the age of town.
- Proportion of new and existing buildings and public spaces accessible by wheelchair. Pembrokeshire has statistics on this and 112 public buildings in the County are fully accessible, and data can be provided by local area.
- Proportion of public transport vehicles with designated spaces for older people or people who have disabilities. Only two buses in whole of Pembrokeshire are not fully accessible and these are being phased out.

- Proportion of housing within walking distance (500m) of public transport stops. This data is available, however, the hilly geography of the pilot area meant that the 500m distance was too high for people with any mobility restrictions and this is reflected in the survey results with over 40% of respondents stating public transport did not meet their needs. There is a dial-a-ride service for people unable to use timetabled public transport.
- Proportion of older people who live in a household that spends less than 30% of their equalized disposable income on housing. Data not available locally
- Number of reported cases of maltreatment of older people. Not available locally but do have aggregated figures.
- Proportion of older people in local volunteer registries. This data is not recorded locally as local Volunteer Bureau does not record ages for people over 25 reflecting our age-discrimination legislation. The survey showed 40% of respondents involved in volunteering and this is compatible with available national data such as the citizenship survey.
- Local data was available for proportion of older people unemployed as of December 2014 on job seekers allowance. This doesn't provide information on number of people over 65 who would be in work if opportunities were available 93% of survey respondents were unemployed.
- Data is available on proportion of older voters in most recent elections and these figures will be updated following next month's elections.

Every Local Authority in Wales has to produce an Ageing Well Implementation Plan by October of this year. (see appendix 2 for an example of the framework). Following the pilots, and the need for us to take an evidence based approach to the age-friendly section of these plans we are currently working with national government to revise the datasets we collect to align these indicators. Wales has a strong national approach to data collection; the challenge is to make this readily available to local people and organisations to inform local planning.

With reference to Equity issues the Welsh Index of Multiple Deprivation as described above enables us to drill down to population groups of approximately 1500 people to provide detailed information and this enables resources to be focused in areas of greatest need. The well-being monitor also provided detailed information and this is currently being aligned to better provide data to measure the impact of our national ageing strategy and ageing well programme.

4. General discussion of indicators

In general there was endorsement of the indicators with the proviso that we would include the supplementary indicators proposed to strengthen the focus on community relationships and engagement.

The one specific recommendation we would like to make is in regard to the housing indicator. The current core indicator “Affordability of Housing” talks about “the proportion of older people who live in a household that spends less than 30% of their equalised disposable income on housing” It suggests a definition for “self-report data”:

“Proportion of older people who report that housing in their neighbourhood is affordable”

In the UK, the term “affordable housing” can have many different meanings. It is most commonly a term for social housing (housing owned and let by local authorities and RSLs), and there is a high risk that using the term affordable for our indicators may lead to confusion, if the indicator is meant to measure how affordable housing costs are e.g. rents or mortgages, maintenance etc.

Perhaps a better indicator for us in Wales would be “Suitability of Housing “ i.e. something that measures whether older people are living in housing that is suitable and appropriate for their needs.

Suggested indicator wording therefore:

“Proportion of older people who live in housing that is safe, warm, accessible and enables them to live independently”

In line with the current core indicator, a survey of residents and self-reporting could be utilised to measure this, with a question something like :

“Is the housing you live in suitable for your needs, and are you able to live there independently. In particular, do you feel that it is a safe environment, warm, and are you able to safely move around the property and access all parts of your home, including your garden, and safely use all bathroom and kitchen facilities?”

In summary, the proposal is to use this ***“Suitability of Housing”*** indicator in place of the current indicator ***“Affordability of Housing”*** indicator.

The other key learning for us is that we do collect relevant data to substantiate the indicators but if we want our age-friendly work to be locally led we need to make that data more widely promoted and accessible to ensure it underpins developments.

5. Overall feedback on guide

The general feedback has been very positive but with a slight tension between not having too many indicators and making sure we have the right selection for local initiatives. People welcomed the recognition of the need to select those indicators that were most relevant to local circumstances and priorities.

We have had the guide reviewed by a significant number of older people who have generally endorsed the structure, presentation and scope of the guidance and but are going to do further work on the presentation and structure so we can feed this back in our final report.

Generally the guide has been positively received across all the groups we are working with and the need for such an indicator set widely and warmly supported. We have clear evidence that the guide is a useful tool in thinking about how a local area can address becoming more age-friendly and be able to demonstrate impact.

What did emerge was the importance of giving greater emphasis to the nature of social relationships as issues such as loneliness and isolation, ageism and access to opportunities that promote contribution, participation and social inclusion were seen as essential to people's well-being. In terms of infrastructure access to services and social contacts through good quality, reliable and affordable public transport were seen as essential. There was a recognition that for people over 60 this also needs to be viewed alongside people's access and use of their own car. A major concern for people living in smaller towns was the impact of no longer being able to drive as they became older. Alongside this was also the issue for couples where only the man drove and so the consequence of them becoming unable to drive or of bereavement was the female partner immediately became much more isolated. Transport has been identified as a priority for Wales and more work is to be undertaken on this.

We were initially concerned that people might find the guide too 'professionally' written and that this might exclude some people. This has not been the case and there has been strong feedback on its usefulness and appropriateness.

6. Reflections on the pilot study and its impact

Being involved in the pilot has been very influential in promoting Age-Friendly work both nationally and locally. All of our local authorities have committed to becoming age-friendly and the community lead model we are using has great scope for national replication. Age-Friendly is now a documented part of our national Approach to Ageing Well and has support at senior level across Government and Statutory Organisations. Age-Friendly Communities is already one of the five core themes of the national Ageing Well Programme and during the remainder of the year we will be rolling out a national training programme with the creation of local Age-Friendly Advocates as one of the core objectives.

We intend to build on the experience of the pilot and will develop our own bilingual version of the guide for local communities to use and our experience so far is that the core indicators really help people to focus when they are starting to plan their approaches and the actions they need to take.

Emerging from the pilot there is now a local age-friendly steering group who will take this work forward and on July 13th we will be holding a large celebration event in Fishguard and Goodwick to launch the next stage of their age-friendly programme. There has been a lot of media interest in the project and ITV Wales are going to film the programme to show on national TV. As part of this next stage we will be firming up with the community the indicators they wish to focus on.

The publicity of being involved in the pilot has aroused interest across Wales and we will be using the guide in two other areas to help to develop their plans. One of these is the most deprived area in Wales and we are keen to see how the indicators will help us in an area where there will be a strong focus on inequality.

Being involved in the piloting has been of significant value to our community and this will now be grown to support the age-friendly programme in Wales.

Appendix One: Fishguard and Goodwick survey results

Not everyone answered every question. We received a total of 54 questionnaires. Responses have been expressed as percentages. Rather than giving definitive responses, it is a relatively small sample and it is not possible to state it is definitively representative of the community as a whole. However, it highlights a number of potential areas of interest to focus attention on in developing the plan for Age-Friendly Fishguard and Goodwick. This is expanded on at the end of this document in the discussion section.

Breakdown of participants

Female	78%
Male	22%
Over 60	81%
Under 60	19%
Volunteering	40%
Not in paid employment	93%

Questionnaire responses

1) It is easy to walk around Fishguard and Goodwick	Strongly Disagree	35%
	Disagree	31%
	Agree	18%
	Strongly Agree	16%
2) It is easy to get into shops and other public spaces	Strongly Disagree	7%
	Disagree	42%
	Agree	33%
	Strongly Agree	18%
3) Public Transport meets my needs	Strongly Disagree	24%
	Disagree	19%
	Agree	42%
	Strongly Agree	15%
4) I know how to get care and support from health, social care or other organisations for myself or a loved one	Strongly Disagree	12%
	Disagree	16%
	Agree	40%
	Strongly Agree	32%
5) Younger people listen to older people's stories	Strongly Disagree	6%
	Disagree	21%
	Agree	61%
	Strongly Agree	12%

6) There are enough chances for older and younger people to meet together socially in Fishguard and Goodwick	Strongly Disagree	24%
	Disagree	41%
	Agree	27%
	Strongly Agree	8%
7) Younger people listen to and value the opinions and ideas of older people living in the area	Strongly Disagree	17%
	Disagree	35%
	Agree	38%
	Strongly Agree	10%
8) It is easy to meet young people outside of my family	Strongly Disagree	38%
	Disagree	24%
	Agree	27%
	Strongly Agree	11%
9) It is easy to meet with friends	Strongly Disagree	8%
	Disagree	22%
	Agree	37%
	Strongly Agree	33%
10) Fishguard and Goodwick are friendly, safe places to live in, for people of all ages	Strongly Disagree	13%
	Disagree	12%
	Agree	23%
	Strongly Agree	52%

The questionnaire and issues to focus on were developed by the local community steering group and reflect a prioritisation of concerns about physical access and relationships across the generations.

Almost two thirds of respondents raise concerns about the walkability of Fishguard and Goodwick, and there is an almost even split between people who are satisfied with access to shops and public spaces and those who experience difficulties. In following this up it will be interesting to do further analysis based on car ownership for example. A similar picture emerges around public transport.

Interestingly 72% of respondents state they know how to access information. This figure may be inflated as respondents may represent a higher proportion of engaged people than the general population. Further work needs to be undertaken to explore this in more detail.

On intergenerational relationships the key emerging result is a demand for more opportunities to develop intergenerational relationships. The importance of this has emerged in group discussions and there is a real desire to make Fishguard and Goodwick an **all age**-friendly place.

Overall the respondents were very positive about Fishguard and Goodwick as a friendly and safe place for people of all ages (75% either agreeing or strongly agreeing). Interestingly 40% of the sample reported themselves as being involved in volunteering reflecting this is an engaged group, involved in their community.

Appendix Two: The Ceredigion Strategy for Older People

Ageing Well in Ceredigion ... making Ceredigion a great place to grow old

Contents

- Vision
- Foreward
- Areas of action:
 1. Age-Friendly Communities
 2. Dementia Supportive Communities
 3. Falls prevention
 4. Opportunities for employment and new skills
 5. Loneliness and isolation

Foreward and vision

Cllr. Ellen ap Gwynne, Leader of Ceredigion County Council and WLGA spokesperson for the Ageing Well agenda

Introduction

This strategy will deliver against the three overarching outcomes within the Strategy for Older People Phase 3, Living Longer, Ageing Well. This sets out to ensure that all older people in Wales have the Financial, Environmental and Social Resources to Age Well. The Ceredigion Strategy for Older People, Ageing Well in Ceredigion, sets out how the five priority areas of the Ageing Well programme will be used to deliver against the Strategy for Older People outcomes at local level. These focus areas tie in with Ceredigion Single Integrated Plan priorities: Supporting Families, Economy and Place and Independent Living.

The five Ageing Well in Wales priority areas are:

- Age-Friendly Communities
- Dementia Supportive Communities
- Falls prevention
- Opportunities for employment and new skills
- Loneliness and isolation

1. Age-Friendly Communities

What older people in Ceredigion tell us:

Evidence

Aims

- **Diversity:** older people are not discriminated against because of their age, and do not experience multiple discrimination on account of gender, ethnicity, disability, religion and belief, or sexual orientation in addition to their age.
- **Access to information:** older people have access to information and advice about services and opportunities, and are not disadvantaged when accessing them.
- **Shared spaces:** older people find public places welcoming, safe and accessible.
- **Living in the community:** older people are able to participate and contribute in their communities and access services and amenities.
- **Housing:** Older people have access to housing and services that supports their needs and promote independence.
- **Energy:** older people live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.

	What action will we take?	Who will be responsible?	How will we measure success?
Diversity			
Access to information			
Shared spaces			
Living in the community			
Housing			
Energy			

2. Dementia Supportive Communities

What Older People in Ceredigion tell us:

Evidence

Aims

- **Healthy Ageing:** Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities.

	What action will we take?	Who will be responsible?	How will we measure success?
Healthy Ageing			

3. Falls prevention

What Older People in Ceredigion tell us:

Evidence

Aims

- **Healthy Ageing:** Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities.

	What action will we take?	Who will be responsible?	How will we measure success?
Healthy Ageing			

4. Opportunities for employment and new skills

What Older People in Ceredigion tell us:

Evidence

Aims

- **Learning and activities:** older people have opportunities to be engaged in lifelong learning and other appropriate social activities.
- **Employment:** older people who want to work are able to do so and can access help with re-skilling and retraining.

	What action will we take?	Who will be responsible?	How will we measure success?
Learning and activities			
Employment			

5. Loneliness and isolation

What Older People in Ceredigion tell us:

Evidence

Aims

- **Social participation:** older people enjoy a better quality of life, have active social lives (if desired), and loneliness and unwanted social isolation is minimised. Older people are not subjected to abuse.
- **Transport:** older people can access affordable and appropriate transport that assists them to play a full part in family, social and community life.
- **Pensions and other income:** older people have an adequate standard of income and are receiving all the financial benefits to which they are entitled.
- **Financial inclusion:** older people can access appropriate financial advice and services, and are not over-indebted .

	What action will we take?	Who will be responsible?	How will we measure suc-
Social participation			
Transport			
Pensions and other income			
Financial inclusion			

How we developed this Strategy

How this Strategy will be implemented

How the impact of this Strategy will be measured