

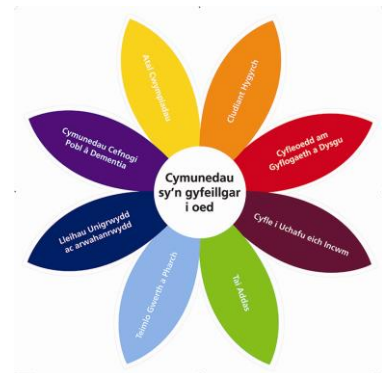
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Strategy for Older People in Wales

Phase 3: LIVING LONGER AGEING WELL

Caerphilly County Borough Delivery Plan



www.CaerphillyOver50.co.uk

 [Caerphilly Over 50](#)

 @50plus_Agewell

#sharesomethingsimple

#saynotoageism

#everydayheros



*“There is much that individuals can do to maintain their own health and overall wellbeing, but much more is required if we want Wales to be a good place to grow older. Public services, the third sector, the commercial sector, national and local government and many others must work together, for example, to create age-friendly environments, opportunities for learning and employment and ensure that practical support is available to prevent loneliness and isolation. A joined-up approach is required that focuses on very clear outcomes, outcomes that reflect the biggest challenges faced by people to age well.”- **Sarah Rochira, Older Peoples Commissioner.***

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SUMMARY

This 50+ Positive Action delivery plan is aimed at public services and partners across Caerphilly County Borough. It sets out where local public services and our partners have a role to play in providing information and support as well as services and how we can also help residents of the borough to help themselves.

The plan provides an initial framework for action that will develop over time to reflect progress and the changing social, political and funding landscape of the next 5 years. It reflects the Rights for Older People in Wales, includes the Caerphilly 50+ Positive Action 2014 objectives and those of the Ageing Well programme 2012. This delivery plan will be a living document that will be monitored quarterly and reviewed and updated as required.

Reductions in public spending balanced with public expectations and aspirations inevitably make these challenging times; however, public services in Caerphilly County Borough will work towards meeting local requirements within available resources.

This Delivery Plan has been developed in partnership with local public services, partners and older people.

In the climate of financial restraint and reduced resource in which the delivery plan has been developed, the following approaches will be taken in the first 2 years:

- To identify and share current good practice that promotes and facilitates the wellbeing of older people in the borough
- The use of a range of Media formats and campaigns to encourage and support the changes needed to improve the wellbeing of older people in our communities:
 - Increase the uptake of Benefits and Grants by those entitled to them
 - Raising awareness of the value of developing Age friendly Communities
 - Tackling Age discrimination
 - Raise awareness on Falls prevention
 - Reduce the loneliness and isolation of the 50+
- To enable residents where possible to help themselves, their relative, friends and neighbours to age well
 - Through access to appropriate information
 - By supporting residents to identify their own issues and solutions

INTRODUCTION

National Context:

Equality Act 2010: There are nine protected characteristics covered by the Equality Act 2010, along with Welsh language issues, Human Rights and others - there are a total of 14 strands covered by various legislation and Caerphilly County Boroughs Council's Strategic Equality Plan.

Age is a protected characteristic under the Act 2010. The Act therefore places a legal duty on public bodies to consider the needs of people of all ages when designing and delivering services and in the provision of goods and facilities. The Act also protects the rights of people with a disability to ensure that they have the same rights as a person without a disability. As over 37% of our residents are 50+ and of those who said their day-to-day activities were limited a lot because of a health problem or disability, the figure was 29.6%. Helping those residents to age well supports our duty to fulfil our duty under this Act.

Social Services & Wellbeing (Wales) Act 2014¹ & Wellbeing of Future

Generations (Wales) Act 2014²: It is important to remember that these impact on all our partners and in particular all 4 directorates in Caerphilly County Borough Council if we take a life course approach to services. The wellbeing and information sections of the Social Services & Wellbeing Act places a duty on the CCBC as a whole to ensure residents are enabled to help themselves age well. The Wellbeing of Future Generations Act will require us to develop a Wellbeing plan, in which we will need to, amongst other issues, consider the projected increase of 67% in our 75+ population.

Strategy for Older People In Wales (SfOPW): Welsh Government published phase 3 of the [National Strategy for Older People in Wales³](#) in May 2013. This builds on the work that has taken place across Wales in the previous 10 years and strives to make sure that older people in Wales have a positive sense of Wellbeing and feel valued and supported, whatever their age.

The views of older people are the driving force behind the third phase. This has resulted in three Wellbeing themes to be tackled between 2013 and 2023 so that all older people in Wales have the social, environmental and financial resources they need to deal with the opportunities and challenges they face.

¹ http://www.legislation.gov.uk/anaw/2014/4/pdfs/anaw_20140004_en.pdf

² <http://www.senedd.assembly.wales/mgIssueHistoryHome.aspx?Ild=010103>

³ <http://wales.gov.uk/topics/health/publications/socialcare/strategies/older/?lang=en>

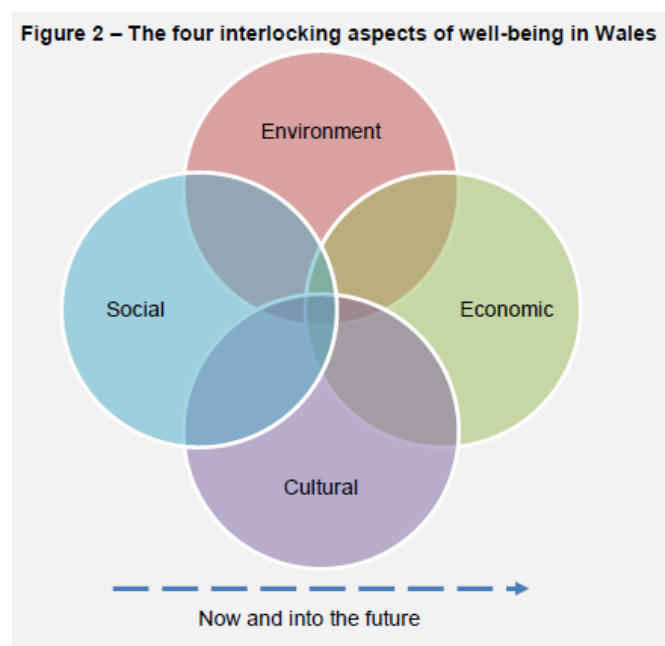
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The Strategy is about people aged 50 and over, as this is often the age when people are more vulnerable to changes that will impact on their older age. Such as: redundancy, health issues start to arise, or maybe caring for older family members trigger some thoughts about how someone will manage when they need help, as well as when to retire. It is never too early to consider such matters and during your 50s is a good time to start taking some action as there could be another 30, 40 or 50 years of life ahead and these should be of the best quality possible within personal circumstances.

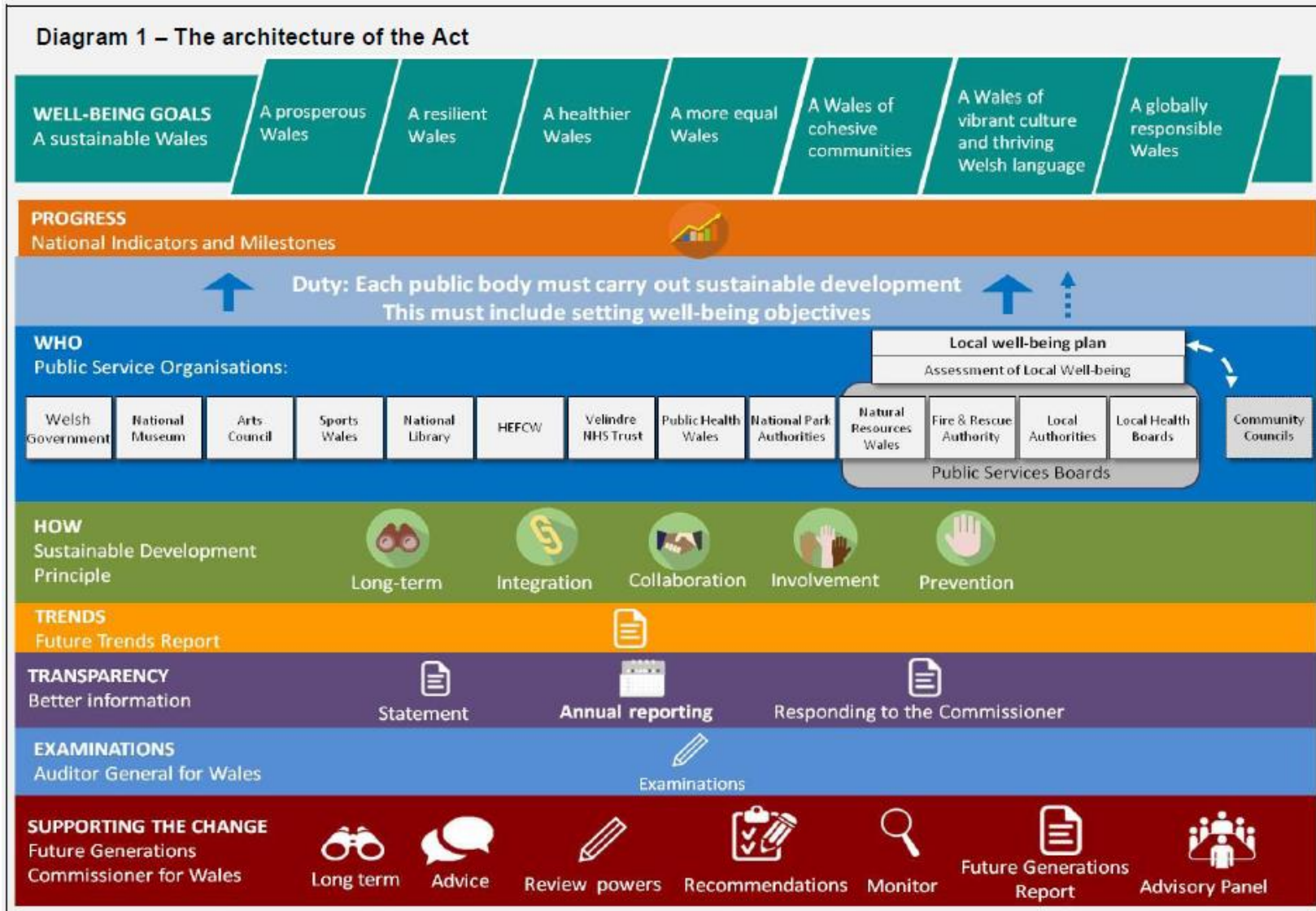
Overarching Aims of the Strategy for Older People In Wales:

- 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.

It is important to note that the idea of Wellbeing is a developing concept and since phase 3 of the Strategy was launched The Social Services & Wellbeing Act and Future Generations Bill of (Wales) Act have also adopted this term.



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The Rights of Older People in Wales: In addition to strategy for Older People in Wales the Welsh government published a set of [Rights for Older People](#)⁴ in July 2014. Their rights are as follows

I have the right to be who I am

Not all older people are the same. I have the right to be who I am. I am a unique person and have the right to be understood, considered and recognised as an individual. I have the right to be treated equally and without discrimination. I have the right to use the language of my choice to communicate.

I have the right to be valued

Because I am a human being I have the right to be valued. My life is significant to me and those who care about me and I have a right to live a life that has value, meaning and purpose. I matter. I am of worth – and what I contribute to society throughout my life has value

I have free will and the right to make decisions about my life

I have the right to make decisions and be supported to do so if necessary. I have the right to exercise my free will and make choices. My opinion is the most important when decisions are being made about me and my life. I have a right to be supported to live independently.

I have the right to decide where I live, how I live and with whom I live

I have the right to decide where I live and to choose the person or people to spend my life with. I have a right to live somewhere I can call home and with the community I love.

I have the right to work, develop, participate and contribute

My life does not come to an end because I have reached a certain age. I have a right to work. I have a right to full involvement in my own community. I have a right to thrive and to continue learning, developing and growing. I have a right to support so I can continue contributing. I have a right to explore new things.

I have a right to safety, security and justice

I have a right to be taken seriously when I am afraid. I have a right to information and advice that addresses my worries and uncertainties. If I need the law to protect me I should not be treated differently because I am older. I also have the right to take risks if I want to.

⁴ <http://wales.gov.uk/docs/dhss/publications/140716olderen.pdf>

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These Rights largely reflect European Human Rights and the Equality Act 2010. Even though the Caerphilly County Borough Council Equality statement sets out local action and annual monitoring reports provide a public audit of compliance and achievement. It is helpful if we keep this charter of Rights in mind when implementing this delivery plan as it will help us ensure we treat all our residents who are 50+ with the dignity and respect they both deserve and have the right to expect.

Ageing Well in Wales programme: Was formally established in November 2012 as a five-year partnership of National and Local Government and major public and third sector agencies in Wales. The programme is hosted and chaired by the Older People's Commissioner for Wales. The [Ageing Well in Wales Programme](#) and is seen by the Welsh Government as an important programme that supports the Strategy for Older People in Wales and acts as a key tool in its delivery. The programme's overall aim is to ensure that within Wales there is an improvement in the well-being of people aged 50+. The programme and its partners will also support and champion a positive attitude towards ageing, and the benefits an ageing society brings and ensure that older people have a strong voice that is listened and responded to.

The programme has 5 themed areas of focus:

- **Age Friendly Communities** aim to meet the needs of older people, and people of all ages, in each individual community by responding directly to their needs. Such communities will encourage and enable older people to engage with their surroundings and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.
- **Dementia Supportive Communities** which is any community that shows a high level of public awareness and understanding of dementia (for example, a local or national organisation such as a shop, bank or corporation, or a village, town or city)
- **Falls Prevention** will help older people to maintain their health and wellbeing, live longer in their own homes and remain active in their communities.
- **Opportunities for employment, learning and new skills** as older people have a wealth of knowledge and experience which is currently underappreciated and undervalued in the workplace. Tackling age discrimination and recognising the value and worth of older people in Wales is important as older people are currently worth over £1 billion to the Welsh economy every year. The aim is to increase the recognised value of older people through further learning, employment and volunteering opportunities.
- **Loneliness and Isolation** are not fringe issues; they have been shown to damage health, are the basis for social exclusion and are a significant and pressing problem in Wales that cross all boundaries of social class, race, gender identification, sexual orientation, financial status and geography. Eradicating loneliness and isolation may be unrealistic, but working at all levels, individual, organisational and strategic, identifying and tackling the root causes is not.

Local Context

Over 37% of the population of Caerphilly County borough are 50+ and of those 30 % see themselves as having life limiting disabilities, helping them to age well supports our duty under the Equalities Act, the Strategy for Older People, Social Services & Wellbeing (Wales) Act 2014 & the Wellbeing of Future Generations Act 2014.

Local demographics

Caerphilly County Borough has an overall population of 179,247 (2013 Mid Year Estimates) with 66,006 people aged 50 and above; more people across the whole of England and Wales are living past 100 – 7,090 in 2002 to 12,320 in 2012 (ONS mid term data) and many people will spend as long or longer in retirement than in employment.

Caerphilly County Borough's older population at 2013

50 plus	66,006
60 plus	42,774
65 plus	31,831
75 plus	13,447
85 plus	3,448

(Source: ONS 2013 Mid Year Estimates)

Using the 2011 Census data, population estimates for mid 2013 show the age profile for the over 50s in total and by gender.

Age	Total Pop	Male	Female
50-54	12,206	6,102	6,104
55-59	11,026	5,426	5,600
60-64	10,943	5,330	5,613
65-69	10,576	5,189	5,387
70-74	7,808	3,737	4,071
75-79	6,017	2,701	3,316
80-84	3,982	1,741	2,241
85-89	2,270	821	1,449
90+	1,178	278	900
Total 50+	66,006	31,325	34,681

(Source: ONS 2013 Mid Year Estimates)

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Caerphilly County Borough Council has produced its own population projections to underpin the review of the Local Development Plan that is currently taking place. A recommended scenario (Scenario E) has been accepted by the authority and the projected figures for those over retirement age are shown below:

People retired and above projections
(retired refers to 60+ for females and 65+ for males)

2016	39,510
2021	42,740
2026	46,600
2031	50,620

(Source: Caerphilly County Borough Council)

Population projections indicate there will be a 60% increase in the number of over 75s by 2031; this is the age when (historically) more people need critical health and social care services to support them through the last years of their lives, and provides a huge resource as well as a challenge to local communities and public services.

Local Service Board: Caerphilly County Borough Local Service Board⁵ set out their shared vision and approach to improve the lives of people living in Caerphilly County Borough through the Single Integrated Plan (SIP) “Caerphilly Delivers”. With a growing number of our residents being 50+, the SIP, in practice, needs to reflect that these residents are not a homogenous group of people who only need Health & Social Care services but are in fact using the majority of public services from bins to transport and as a result have the right to be considered in the majority of our strategy, policy and service development plans. Resulting in the need to support and integrate with the SIP thematic lead groups and their work streams.

Dublin Declaration 2013: Age Friendly Cities & Communities is a European programme linked to the World Health Organisation’s “Age Friendly Cities” network. Across Wales, each of the 22 local authorities including Caerphilly County Borough Council took up the challenge in 2013 signed up to the Dublin Declaration to work towards age-friendly communities by 2020. The details of the Dublin Declaration can be found at appendix 1

⁵ <http://your.caerphilly.gov.uk/communityplanning/content/caerphilly-local-service-board>

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Overarching aim of the Dublin Declaration:

To make Wales a Nation of Age-Friendly Communities

The Outcomes the Dublin Declaration wishes to achieve are:

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

50+ Positive Action plan 2003-13: We have been delivering phase on 1 and 2 of the strategy for Older People in Wales locally through our 50+ Positive Action plan. The core aim of this work has been to work in partnership to maximise the health, independence, and involvement of those who are 50+ and living or working in Caerphilly County Borough.

The 2010 -15 key outcomes we have been working to achieve are:

- Older People feel valued and involved in their local communities and their needs, skills and contribution to communities and services are respected and utilised;
- All 50+ residents, communities and stakeholders are well informed and engaged; and
- The 50+ have opportunities to maximise their disposable income.

The last 10 years have seen a range of successful initiatives and pilots that have resulted in changes of practice and improvements to the quality of life for those who are 50+ and living or working in the borough.

WHAT DO OLDER PEOPLE TELL US?

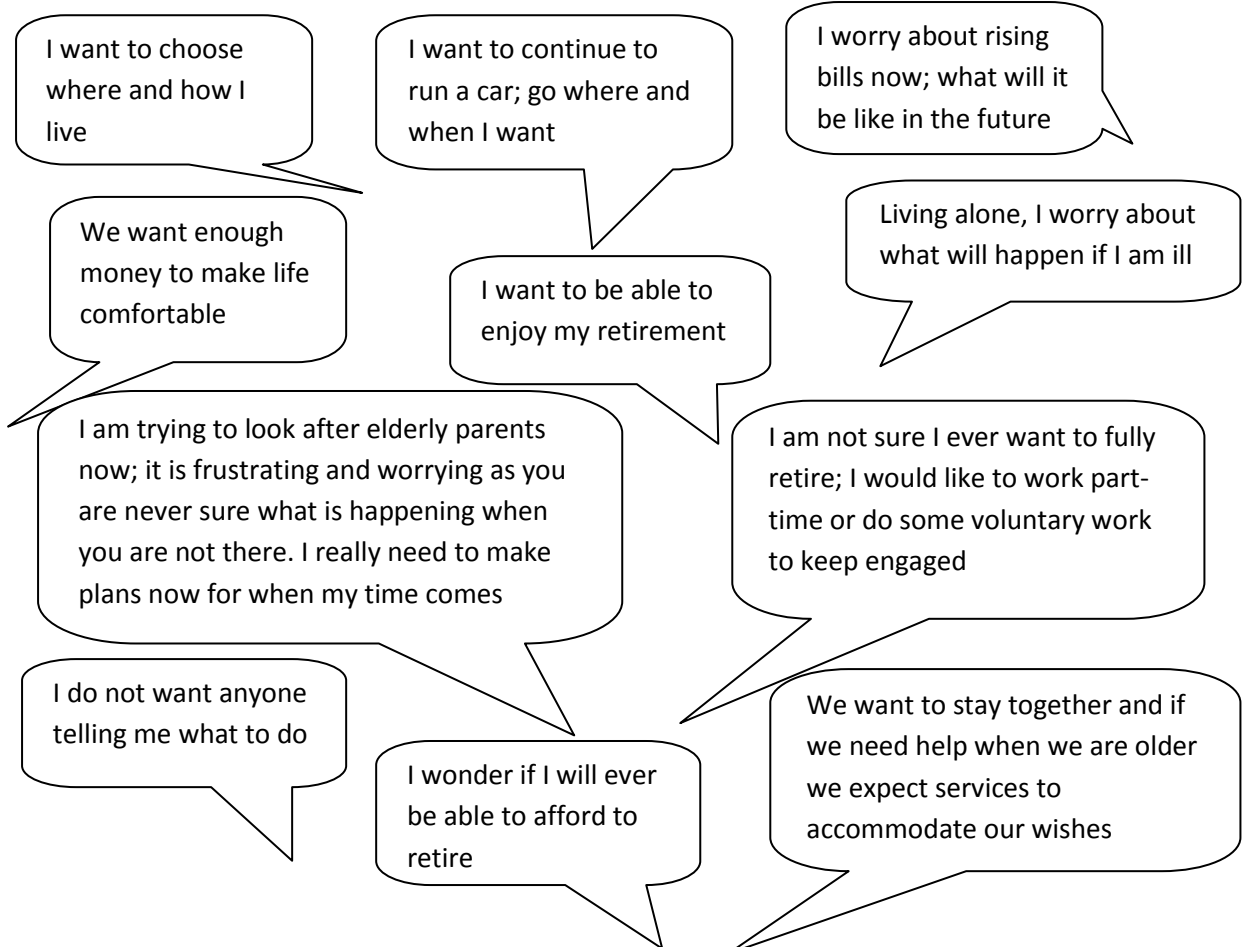
Since the national Strategy for Older People in Wales started to develop in 2001 we have been speaking to older people across Caerphilly County Borough in relation to the local strategic direction. We have a network of those we consult with, which is growing all the time. This includes the Caerphilly County Borough 50+ forum; our 50+ smarter working network (which includes over 300 organisations and people who are older people or are working with older people across the borough and Wales as a whole), the CCBC Viewpoint panel, people attending pensioner groups,

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social clubs and activities for retired people, people who are still working; those who engage with the council over the planning and delivery of all its services; those who engage with other public services such as health, housing and voluntary organisations; those engaged with community and town councils; people living in retirement schemes and residential care.

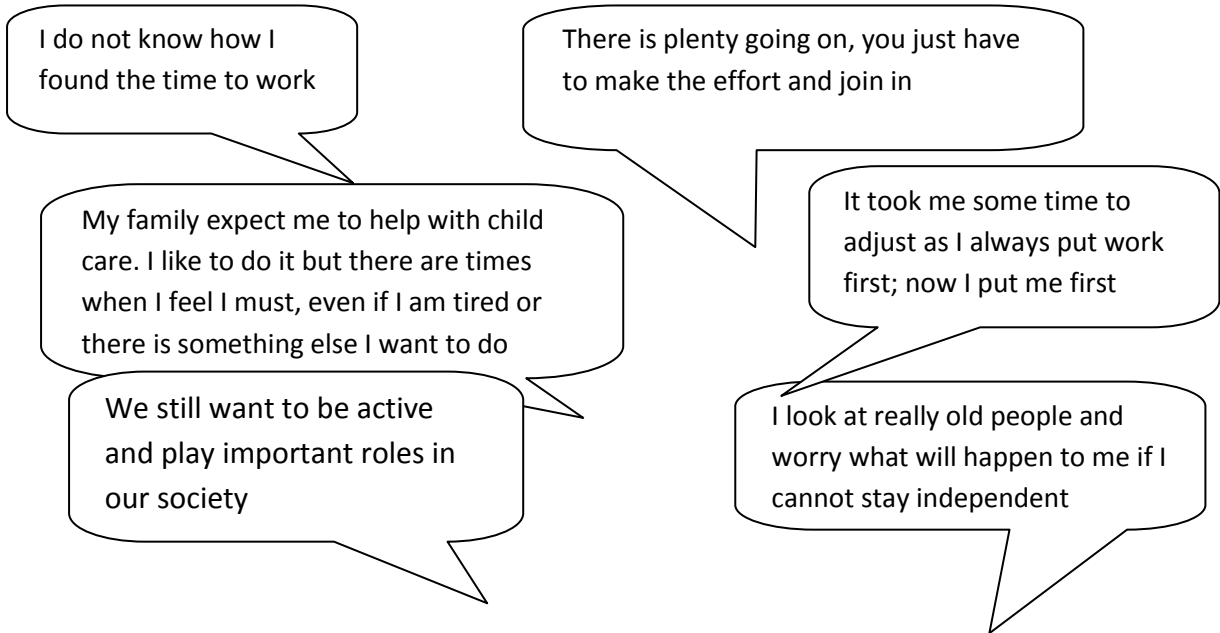
We have and will continue to run annual seminars/workshops to discuss our approach to the National strategy for Older People in Wales, 'Ageing Well in Wales' programme and what are the local issues facing older people and public services in Caerphilly County Borough.

As one would expect the views of people vary depending on age and outlook, current health and financial capacity. People in their 50s are often outraged at being included in a strategy for *older people* but, once they understand we want to support healthy ageing and good quality retirement, this is what they say:

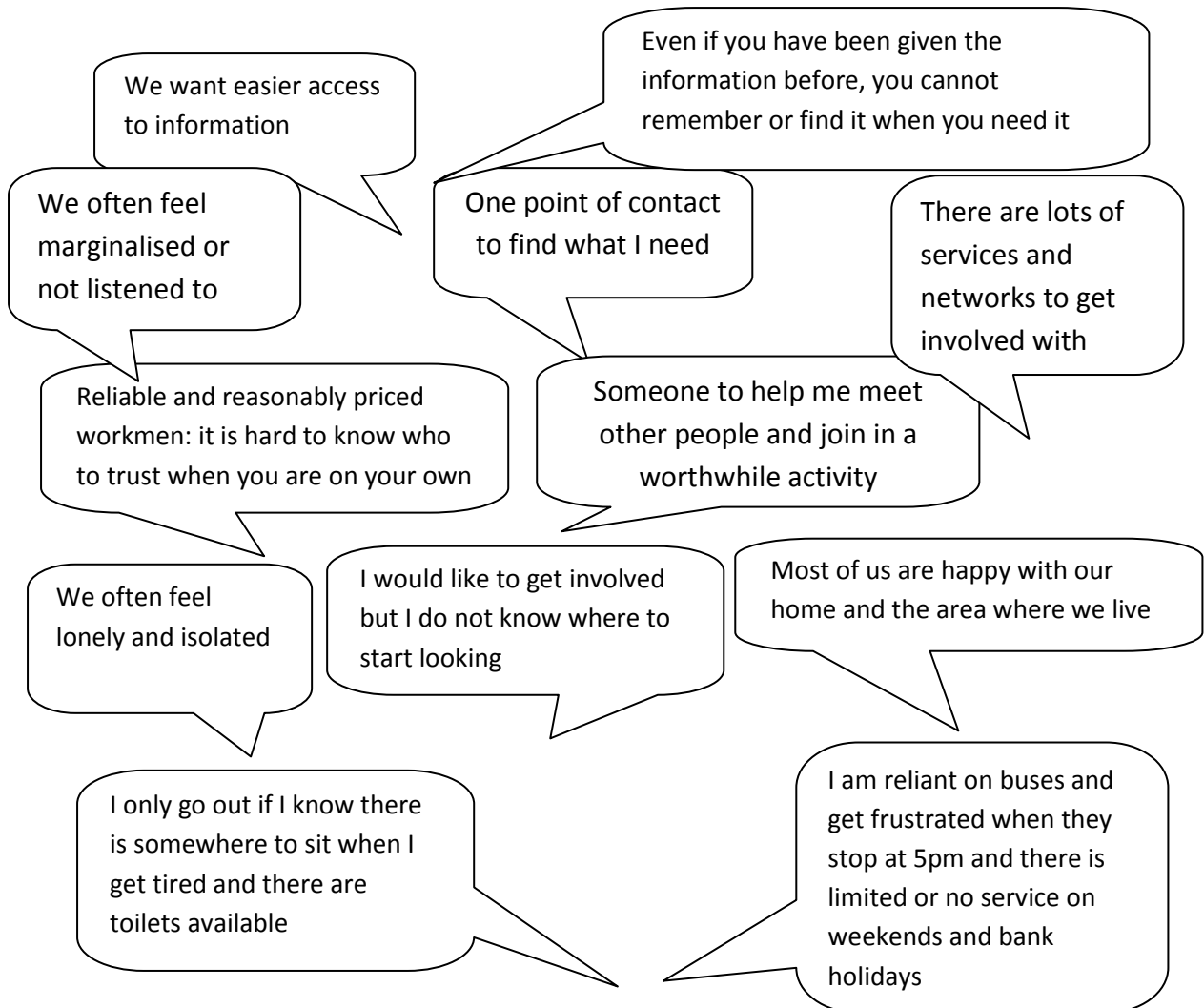


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People newly retired or retired for a while and are fairly fit and active tell us:



People who have been retired for some years and those who are less active tell us:



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As we all know older people are not a homogenous group and a variety of responses are needed to support people at different stages of life. We need to listen to what people tell us and our focus should be to act on the feedback they give us regarding their needs. In particular we need to improve access to information and advice so people can find out what help they can get, where from, and how and in doing so, remain as independent as possible in their own homes and communities.

THE NEED FOR CULTURAL CHANGE

Where income is an issue for older people there is often little room for manoeuvre as gaining employment and increasing household income is unlikely which sets them aside from other demographic groups. It is estimated that 84,000 older people in Wales (14% of those aged 65 or over) are living in poverty¹. In Wales, unclaimed Pension Credit is worth £168m each year and: around one-third of older people, approx 94,800 people, who are entitled to claim do not claim or receive. This will almost inevitably result in an increase in health and well being issues for those people, leading to increased costs to Health and Public sector services.

There are a number of causes of as to why people don't claim the support they are entitled to, however it is fair to assume that much is down to lack of knowledge and the cultural attitude of older people towards "handouts" and a shared history that has taught older people to "make do"

Depression and social isolation can affect as much as one in seven people over the age of 65 and there is a growing body of evidence⁶ detailing the importance of the social and emotional aspects of well-being for older people. Scientific studies in America (long term study of 2,000 people aged 50 and over) and the UK based Joseph Rowntree Foundation (Neighbourhood project), show feeling extreme loneliness on a long-term basis can be worse than obesity in terms of increasing the potentially lethal health risks that lead to premature death.

Leading a healthy lifestyle from as early an age as possible will help to extend life expectancy. We need to help older people understand it is never too late to start as at any age you can quite quickly feel the benefits of an improved lifestyle.

Taking into account these issues we need to find ways to support cultural change that encourages Caerphilly County Borough residents, public services and their

¹ <http://www.ageuk.org.uk/PageFiles/41168/Life%20on%20a%20low%20income%20-%20FINAL%20-%20E.pdf?dtrk=true>

⁶ SCIE's review of research evidence, published in Research briefing 39: preventing loneliness and social isolation: interventions and outcomes

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partners to help people to help themselves when preparing for later life. A change of this nature will support people to keep as well as they are able to, enabling them to have the best quality of life within their personal circumstances, no matter how long people live.

We also need to develop a culture across the county borough that encourages everyone to see ageing not as a problem or burden but to realise that those who are 50+ are the largest consumer market of our time, an important part of local and national economies and an enormous resource who give significant amounts of time to volunteering, caring and child care. To achieve this we also need to support and train public service staff and our partners to fully understand the impact of direct, indirect and subconscious Ageism.

HOW CAN WE TAKE THIS FORWARD IN CAERPHILLY COUNTY BOROUGH?

With the launch of the Ageing Welling Wales programme we have an opportunity to review our direction and capitalise on a national programme to help drive through local initiatives as well as using the national Ageing Well networks to seek out good ideas and access funding streams through partnerships across Wales and Europe. It is also important to note that if we take a life course approach to ageing well we will be creating positive and supportive communities, not only for older people, but also for children and young people, young families, Carers etc.

We need to ensure we link to and support the priorities identified in the wider strategies and plans as written by the Local Authority, Local Service Board (soon to become Public Service Board) and our wider partners.

Specifically we need to consider and respond to the following key themes that significantly impact on the wellbeing of older people.

Social:

Everyone wants to feel valued and respected, no matter what his or her age. However Ageism is sadly a real and present issue for those who are 50+. Loneliness and isolation is also a big factor for many of older people and some will need additional support, after life changing events, to reconnect with their communities and develop a sense of their individual self-worth. Therefore we need to find ways to enable older people to no longer feel 'invisible' and ensure that they feel they have a contribution to make to their community and wider society.

The majority of older people are able to run their own lives and have minimal contact with public services. However, where older people and those who care for them do need additional support, providing the right information at the right time is critical, as

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people “don’t know what they don’t know”. We need to consider how we can improve the way we provide information and opportunities to engage in learning and creative activities to facilitate, healthy ageing and tackle discrimination ageing.

Environmental:

Older people need suitable housing with access to their communities and transport links. Everyone wants to feel that they can get out and about as and when they wish to, whether this is with the support of a carer or escort or under their own steam. Safe surroundings and transport are important to older people. For them facilities such as good lighting, seating, toilets and places to go to including shops, community halls, libraries, leisure, learning and health services all play a role in their wellbeing. The same can be said for people of all ages especially children and people with certain medical conditions, disabilities or poor mobility.

Lack of information, difficulties in using or accessing facilities and locations can often prevent someone from going out. This in turn can lead to feelings of isolation, which can have a negative impact on their health. We need to consider how we can help people to find out and plan things such as, how to get from A to B, transport routes and timings, parking, access issues, seating, access to toilets and refreshments.

We also need to consider how we protect the most vulnerable. There is an ongoing issue of vulnerable people suffering abuse and ‘scams’ in their own homes and communities. We need to consider how we can empower residents to protect themselves and look out for those around them and if required feel able to access help and support if needed.

Financial:

Having sufficient income is important to us all and so much hinges on feeling in control of our finances. Most people in retirement have a fixed income through a pension, though some people still work by choice or find they may need to supplement state and/ or occupational pension incomes or savings.

Whilst personal finances of the 50+ are out of our direct control, public services can support & encourage people to plan for their retirement and manage their retirement income. We can provide information and signpost them to appropriate to support such as: affordable housing within the county borough, energy efficiency, support with digital inclusion, debt management, financial and literacy skills and very importantly encourage them to claim what they are entitled to.

For those people who are too young or not ready to retire, partners can offer or signpost to re-training, access to employment, maintaining employment and flexible working information and support.

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Actions & Outcomes

In the climate of financial restraint and reduced resource in which the delivery plan has been developed, the following approaches will be taken in the first 2 years:

- To identify and share current good practice that promotes and facilitates the wellbeing of older people in the borough
- The use of a range of Media formats and campaigns to encourage and support the changes needed to improve the wellbeing of older people in our communities:
 - Increase the uptake of Benefits and Grants by those entitled to them
 - Raising awareness of the value of developing Age friendly Communities
 - Tackling Age discrimination
 - Raise awareness on Falls prevention
 - Reduce the loneliness and isolation of the 50+
- To enable residents where possible to help themselves, their relative, friends and neighbours to age well
 - Through access to appropriate information
 - By supporting residents to identified their own issues and solutions

Creating Age friendly Communities enables clear and tangible outcomes that will evidence our local implementation of the Strategy for Older People in Wales.

This 50+ Positive Action delivery plan is aimed at public services and partners across Caerphilly County Borough. The actions set out where local public services and our partners have a role to play in providing information and support as well as services and how we can also help residents to help themselves.

The plan provides an initial framework for action that will develop over time to reflect progress and the changing social, political and funding landscape of the next 5 years. It reflects the Rights for Older People and includes our current 50+ Positive Action objectives and those of the Ageing Well programme. This delivery plan will be a living document that will be monitored quarterly and reviewed and updated as required.

Reductions in public spending balanced with increasing public expectations and aspirations inevitably make these challenging times, however, public services in Caerphilly County Borough will work towards meeting local requirements within available resources.

We will continue to build on our long established and effective partnerships.

This Delivery Plan has been developed in partnership with local public services, partners and older people, with contributions from the private sector.

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Initial partners key to delivery:

50+ Positive Action key stakeholders

Age Concern Gwent

Age Cymru

Ageing Well in Wales

Aneurin Bevan University Health Board

Caerphilly County Borough County Borough Council (CCBC)

- Communications (Corporate & Directorate)
- Communities First
- Community Safety partnership
- Connecting schools & community & Youth forum
- Council Tax & benefits team
- Education & Lifelong Learning
- Environment
- Public Protection
- Health Challenge Caerphilly
- Housing including Housing partners & Older People's Housing
- Planning & Development
- Regeneration Services for CCBC
- Social Services
- Supporting People
- Town Centre Management

Communications various partners

Faith Communities

Neighbourhood Care Networks

Care and Repair Caerphilly

GAVO

Gwent Police Community policing team

DWP & Jobcentre Plus

Single Integrated Plan: Leads & Delivery groups

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This Action plan is designed to identify strands of work and inform stakeholders enabling them to link up with/ support projects

Action: Identify & share current good practice that promotes and facilitates the wellbeing of older people		
<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
Identify current activity across CCBC and in the community & engage with CCBC & partners on delivery plan by <ul style="list-style-type: none"> • Run a Workshop with 'professionals' to engage & consult on the delivery plan • Develop Ageing Well programme theme network membership Lead: Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk	April/May 15	Workshop completed on 14 th May. Mapping of current services started and a range of Ideas for ageing well initiatives developed and Initial network established
<ul style="list-style-type: none"> • Review WAO independence of Older people report & mapping tool Lead: Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk	August 15	WAO report as yet not released however best practice event attended and participating in 'Coffee trial'

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Action: Identify & share current good practice that promotes and facilitates the wellbeing of older people		
<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>Identify & Share effective initiatives to support developing Dementia Friendly communities in Caerphilly</p> <ul style="list-style-type: none"> • Workshop on developing dementia friendly communities <p>CF Rhymney project / RVS & CHAT/ Dementia matters team / Rempods/ Libraries / Colin Capel Communities First Mandy Sprague - 50+ Positive Action</p>	<p>Oct 14</p>	<p>This workshop was run with our 6 Rempods on display and our pictures to share books. Various linkages were made resulting in a range of initiatives joining forces including the Winding House working with Alzheimer's society to develop a dementia friendly medium. At least one independent sector home bought and now uses a number of Rempods as a result of this event.</p>
<p>Improve access to information to enable residents where possible to help themselves, their relative and friends & neighbours to Age Well</p> <ul style="list-style-type: none"> ➤ Develop residential homes enhanced profiles on "think about me" Good care guide" <p>Gareth Jones – SS customer Services Viv Daye SS Commissioning</p>	<p>March 15</p>	<p>Reviews of Caerphilly homes are being posted and initial feedback on this resource is positive</p>

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Action: Identify & share current good practice that promotes and facilitates the wellbeing of older people		
<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
Development of Dementia Matters programme: Develop / role out a range of Dementia training to support the range of community needs EG: <ul style="list-style-type: none"> • Dementia Friends • Dementia Champions • Dealing with difficult situations Phil Diamond for Dementia matters group Social Services Workforce development Alzheimer's society Caerphilly County Borough 50+ forum Upper Rhymney Valley Communities First team	Throughout 2015	Around 100 CCBC staff / care home staff /forum members / and volunteers from Communities First & the Winding house museum have completed training and signed up to be Dementia Friends Dementia Matters training modules are currently being completed by a range of CCBC social services staff resulting on improvements of care home settings and care for those living with dementia
Consult local communities to identify how they can develop Age Friendly Communities Mandy Sprague – 50+ Positive Action Communities First Parent Network	2015 / 2016	

Last updated 6.11.15:

Action: Use of a range of Media formats and campaigns to encourage and support the changes needed to improve the wellbeing of older people in our communities		
<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>Develop or support current multi media campaigns to raise awareness of Loneliness & isolation Working with Partners/ residents / local businesses</p> <p>Mandy Sprague - 50+ Positive Action Hayley Lancaster – CCBC Corporate Communications Andrew Highway Town centre management Campaign to end loneliness/ Ageing Well Networks</p>		
<p>Tackle Age discrimination with the 50+ Positive Action Age Is Just a Number! & the Say no to Ageism Campaigns</p> <p>Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk Richard Jones – for Wales Commissioner for Older People</p>	Ongoing	

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Action: Use of a range of Media formats and campaigns to encourage and support the changes needed to improve the wellbeing of older people in our communities

<p>Develop a multi media campaign to help people maximise their incomes Don't miss out find out: Bus banner • Twitter: Simon says "make the call"</p> <p>50+ PA Maximising income group Corp Communications</p>	<p>Jan 15</p> <p>May/ June 15</p>	<p>Reusable banner placed on CCBC customer service bus for 4 months. This travelled throughout the borough. With press coverage</p>
<p>Develop a multi media campaign to increase the uptake of Pension Credit by those entitled to it • Simon says "make the call" on CCBC Bus banner/ Facebook/ Twitter:</p> <p>50+ PA Maximising income group Corp Communications 50+ forum</p>	<p>January 16</p>	

Last updated 6.11.15:

Action: Enable residents to help themselves, their relatives, friends and neighbours to age well		
<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>Ongoing development of the CCBC Website</p> <ul style="list-style-type: none"> ➤ Develop & increase the content on the Community Directory ➤ Ensure the directory is searchable from CCBC Home page <p>Louise Saddler - IT E governance team Mandy Sprague - 50+ Positive Action Alison Palmer - GAVO Steve Howells – Social Services</p>	Jan – Oct 15	<p>Content is improved</p> <p>Categories reviewed & improved to more user friendly language</p>
<p>Develop the use of our reminiscence tools Rempods with residential homes & Partners</p> <p>Social Services Commissioning team Winding House Museum & Caerphilly Library</p>	Ongoing	<p>6 Rempods are rotated around homes including the independent sector and the Winding House museum. Using the museum allows members of the public to be able to access this excellent resource.</p>
<p>Develop the use of our Pictures to share reminiscence books in libraries & residential homes</p> <p>CCBC Library Service</p>	Ongoing	<p>Most of the CCBC community libraries now have copies for residents to borrow. A further 4 sets are rotating around the borough residential homes on a quarterly basis</p>

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<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>The development and effective use of Community Connectors across the borough to support residents to identified their own issues and solutions</p> <p>Ceri Martin - Social Services Information & Advice team 0808 100 2500</p>	<p>June 14 – Dec 15</p>	<p>3 connectors now in place and more marketing is needed to ensure that residents and professional are aware of this early intervention support service</p>
<p>Enable the Caerphilly 50+ Forum to become a source of information for 50+ residents across the borough</p> <ul style="list-style-type: none"> Develop Website & social Media engagement tools <p>Chair of 50+ forum 50plus@gmail.com Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk</p>	<p>April 15 –</p>	<p>The forum have redesigned their website and rebranded www.caerphillyover50.co.uk they have also developed a Caerphilly over 50 facebook page. They now regularly post information and advice which is reaching a growing audience. Security & safety postings have been know to reach 40,000 people within 4 days of posting proving the value of social media as a tool for the forum.</p>
<p>Enable the Caerphilly 50+ Forum to run social, information and skill sharing events</p> <p>Chair of 50+ forum 50plus@gmail.com Matt Lloyd Get Caerphilly online John Poyner CCBC Connecting Schools & Communities Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk</p>	<p>April 15 July 15 Oct 15</p>	<p>The forum has run 2 digital skills events with Communities First/ Get Caerphilly online team. These have been well received and increased forum membership and use of Digital Fridays sessions Their 1st social event in planned for older peoples days at Lewis school Pengham</p>

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<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>Enable the Caerphilly 50+ Forum to get their voices heard</p> <ul style="list-style-type: none"> • Enable forum members & residents to use digital methods to get their voices heard <p>Chair of 50+ forum 50plus@gmail.com Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk</p>	Oct 15	<p>In July the forum restarted their digital story telling initiative by supporting a member to make a Top tips video on renewing Disability badge. This has been shared via their website and across Wales through the National Partnership forum for Older People and a range of other networks.</p> <p>They are now working on another film with CBC Customer Service team to help ensure those who are entitled to Blue badges feel comfortable to apply and bring the appropriate evidence with them</p>
<p>Enable the Caerphilly 50+ Forum to increase their membership to more appropriately reflect older people across the borough</p> <p>Chair of 50+ forum 50plus@gmail.com Mandy Sprague - 50+ Positive Action 01443 864277 spragm@caerphilly.gov.uk</p>	Ongoing	<p>Their membership has increased significantly in the year 14 – 15</p>
<p>Job clubs and training to support 50+ back into work</p> <p>Mark Davies - Communities First DWP</p>	Ongoing	

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<u>What and by whom:</u> including Lead contact details	When	Progress/ Outcomes/ Sustainability: Achievements, problems & Impact to date
<p>WHQS empowering tenants liaison officers (TLOs) to more effectively sign post residents to services & support they need</p> <p>Kelsey Watkins – Communications CCBC WHQS</p>	2014/15	<p>Training sessions were run to allow a wide range of partners to inform the TLOs of the services they provide including giving simple essential contacts and referral details. This has been very effective and created a change in attitudes towards signposting.</p>
<p>Enable residents to make informed choices on residential care by providing access to independent reviews of residential care homes across the borough via the “think about me” Good care guide”</p> <p>Viv Daye Social Services (SS) Commissioning Tanya Strange Aneurin Bevan University Health Board Gareth Jones – SS customer Services</p>	March 15/March 16	<p>CCBC are participating in the Gwent pilot. The numbers of reviews are increasing and public feedback to this facility has been positive.</p> <p>More promotion of the service is needed</p>
<p>Review Feedback comments from the Urdd and share to help others understand how residents feel about Age friendly communities</p> <p>Mandy Sprague 50+ Positive Action Gweneria Raw Rees Ageing Well programme</p>	Nov 2015	<p>Over 500 comments were received and how been logged on a spreadsheet. The next stage is to understand themes and common threads and to share with partners</p>

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Pilot programme: The Living Well Living Longer Health Check; Cardiovascular Disease risk assessment for 40-64 year olds, in the most deprived areas of the Caerphilly North Neighbourhood Care Network. – NCN.	Nov 15 -	The programme will invite Patients aged between 40-64, not currently on a chronic disease register, or related medication, to attend a 45 minute assessment, with a Healthcare Support Worker, in a community venue. Support will be offered to make personal lifestyle changes if needed.
Trading Standards work closely with the National Trading Standards Scams team project to highlight and raise awareness around scams affecting Caerphilly residents.	Ongoing	The National team provide lists of scams victims in the Borough. All victims are visited and advice, support, practical information and where appropriate referrals are made to relevant agencies. We have been able to return small amounts of money to residents and in one particular case have empowered a victim to realise they were being scammed thus saving them over £1000.

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No cold calling zones are seen by Trading Standards as an effective means of combating the rise in incidents of crime and doorstep rogue trader incidents in the borough.	Ongoing	Trading Standards work closely with various partners such as Gwent Police. Neighbourhood watch, residents associations and community groups to raise awareness and empower consumers to deal effectively with doorstep callers. Currently we have over 30 zones
White Rose resource centre run tailor made fitness sessions for the Over 50's, tackling Cardiac rehabilitation, Knee and breathing problems Communities First: Sean Rees 01443 878095 reessc@caerffili.gov.uk	Ongoing	Over 150 people attend aged between 50 – 90. Communities First do provide transportation in certain circumstances

**THE DUBLIN DECLARATION
ON AGE-FRIENDLY CITIES AND COMMUNITIES IN EUROPE 2013**

On the occasion of the 'EU Summit on Active and Healthy Ageing', held in Dublin, Ireland on the 13-14 June 2013, under the Irish Presidency of the European Union, we, the mayors and senior political representatives of European cities, municipalities, communities and regions unanimously declare the following:

We will:

Promote the 'Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013' (Dublin Declaration 2013) in appropriate national and international forums, fostering the maximum adherence possible to its values, principles and premises, in terms of plans, programmes and resources, in order to implement the commitments in this Declaration within a reasonable period of time.

Collaborate with all relevant regional and local stakeholders to support the full application of the pledges in the Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013, including cooperation with the WHO European Regional Office and its Network of Cities committed to developing age-friendly environments as part of the WHO Global Network of Age-Friendly Cities and Communities. This will involve commencing a multi-year cycle of continual assessment and improvement to make their environments more age-friendly.

Communicate through local and regional channels and networks between the various cities and communities to stimulate and support advances in the promotion of equal rights and opportunities for older citizens and to share learning about advances in policies and practices which improve their lives.

Supporting Pledge

The undersigning cities and communities also pledge, where it is within their area of responsibility and economically feasible, to further the following specific actions, and to incorporate them into key planning instruments to strengthen long term sustainability: Promote among the general public **awareness of older people**, their rights, needs, and potentials, and highlight the positive social, economic and cultural contribution they make.

Ensure that the views and opinions of older people are valued and listened to and that structures and **processes of citizen-centred engagement** are developed to ensure that older people have an adequate involvement in decision making and are actively involved in the design and creation of innovation and change.

Adopt measures to develop **urban spaces and public places** that are inclusive, sharable and desirable to all, including older people, and ensure that publicly used buildings promote the dignity, health and well-being of users of all ages, and are fit for purpose to meet the changing needs of an ageing society.

Promote and support the development of neighbourhoods and communities for all ages that are diverse, safe, inclusive and sustainable, and that include **housing** for older people that is of the

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highest quality. Particular attention should be given to the needs of older people in assisted living, residential care and nursing homes where their dignity and autonomy is at greater risk.

Work to establish **public transport systems** that are available and affordable to all, including older people, and are 'seamless' within and across the various modes of transport that exist. The transport systems should also promote and facilitate personal transport use, such as cycling and driving by older people.

As these become more difficult, personal alternatives such as affordable taxis and car-pooling, which interconnect with the public system, should be made available.

Promote the **participation of all, including older people, in the social and cultural life** of their community by making available a diverse range of events and activities that are accessible, affordable and tailored to be inclusive of them and promote their integration into the community. This should include the promotion of intergenerational activities.

Promote and support the development of **employment and volunteering opportunities** for all, including older people, and recognise their positive contribution, and include the provision of **lifelong learning** opportunities in order to empower older people and promote their autonomy.

Ensure that a comprehensive and integrated range of affordable, easily accessible, age-friendly and high quality **community support and health services** is available to all, including older people, to include health promotion and prevention programmes, community-based support services, primary care, secondary acute hospital, rehabilitation services, specialist tertiary, long-term residential and compassionate end of life care.

Dublin, 13 June 2013