



Vale of Glamorgan Local Service Board

Ageing Well Plan

April 2016 – March 2018

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Introduction

The Vale of Glamorgan Local Service Board (LSB) is committed to working in partnership to provide services which meet the diverse needs of local residents in the Vale of Glamorgan. This plan sets out some of the activities that will be undertaken over the coming years to meet the needs and aspirations of older people across the authority.

Older people are defined as those who are over fifty years old. In the Vale of Glamorgan 49,416¹ people fall into this category; over a third of the total population. It is recognised that as with any age group there will be varied needs, abilities, aspirations and views which partners will need to take into account. Whilst ensuring older people are supported it is also essential that their contribution to society as a whole is valued, appreciated and maximised.

The action plan will build on the Vale of Glamorgan Council's role as one of the early signatories to the Dublin Declaration for age friendly communities. In doing so a commitment was made to take action to support the lives of older people.

Welsh Government's Ageing Well Programme

The Ageing Well in Wales Programme was formally launched by the Older People's Commissioner in October 2014. The programme identified priority themes of particular importance to improving the lives of older people in Wales. The Vale of Glamorgan LSB supports these priorities and seeks to maximise its contribution to the programme through this action plan. The five priorities are:

- Age Friendly Communities;
- Dementia Supportive Communities;
- Prevention of Falls and Fractures;
- Access to Employment, Education and Training;
- Reducing Social Isolation and Loneliness.

The Ageing Well in Wales Programme also contributes to and complements the Welsh Government's Strategy for Older People (Phase 3) 2013-2023. The Programme forms part of the European Innovation Partnership on Active and Healthy Ageing (EIP- AHA) and has received recognition from the European Commission.

The Vale of Glamorgan Community Strategy 2011-21

Further to providing a framework for supporting the Ageing Well Programme this action plan will also contribute to the continued delivery of the Vale of Glamorgan Community Strategy 2011-21. The strategy includes ten priority outcomes, many of which are relevant to older people. Priority Outcome 4 deals specifically with the LSB's objective to support older people in the Vale of Glamorgan.

'Older people are valued and empowered to remain independent, healthy and active. They have equality of opportunity and receive high quality services to meet their diverse needs''

¹ Mid-Year Estimate Figures, Welsh Government

Priority Outcome 4 also details a number of outcomes that the partnership wants to achieve over the lifetime of the strategy. These include:

- older people in the Vale experience happy, healthy and active lifestyles;
- older people in the Vale have a strong voice and are listened to;
- the diverse needs of older people are addressed through effective service delivery; and
- the contributions that waged and unwaged older people make to their community are widely recognised.

This plan will also contribute to progress against many of the priority outcomes including Outcome 10.

'Health Inequalities are reduced and residents are able to access the necessary services, information and advice to improve their well-being and quality of life.'

The LSB is committed to continue to work together to deliver the Community Strategy outcomes and progress is monitored by the LSB and documented in its Annual Report. The actions included in this plan support these priorities and highlight how partners in the Vale of Glamorgan are working together alongside Welsh Government to support the Ageing Well agenda.

Older people across the Vale of Glamorgan will also continue to benefit from the LSB's Community Strategy Delivery Plan 2014-18 which focuses on Tackling Poverty. A number of the plan's objectives and actions will contribute to increasing the well-being of older people including increased job opportunities, financial guidance and wider digital access and support.

Ageing Well in the Vale of Glamorgan

The Vale of Glamorgan LSB is committed to supporting the Ageing Well Programme building on local commitments to prioritise the reduction of poverty and inequality experienced by its citizens. As highlighted the varied needs of older people are embedded in our strategic and service delivery plans and due regard is paid to relevant legislation and the latest research and innovation in practice.

A number of significant projects have been undertaken in the Vale of Glamorgan over recent times and well established support mechanisms for this plan are already in place. Through these groups work is ongoing in the Vale of Glamorgan to recognise and seek improvements to the lives of older people.

- Older people in the Vale of Glamorgan benefit from the hard work and dedication of members of the Vale 50+ Strategy Forum. The forum is a proactive group with over 300 members and an active core executive team. The forum produces a twice yearly newsletter, run their own website and has a number of task-group meetings and events throughout the year. The forum is also active on a number of national groups and valued consultees for the LSB. The LSB will continue to work with the Forum to empower older people to have a voice, participate fully in the planning processes that affect the lives of older people and the future development of the wide range of services provided to them.

- The specific needs of our more vulnerable citizens have required us to integrate health and social care services to better meet the needs of our residents. In 2014 a Framework for Older People’s Services 2014 - 2019 was developed, setting out continued aspirations for the development of services for older people, and in particular those with chronic illness and / or who require various health and social care services. These outcomes have been used to inform the development plans within each relevant Clinical Board Intermediate Medium Term Plan (IMTP) for the Cardiff and Vale UHB and also the wider partnership plans being driven through the Cardiff and Vale Integrated Health and Social Care Programme.
- All partners are faced with ever decreasing resources in times of austerity but will continue to seek innovative solutions to sustain service delivery. Partners are committed to engaging the public throughout the process of change and undertaking robust equality impact assessments in compliance with the Equalities Act 2010, the public sector equality duty, and the specific duties in Wales. The LSB believes that we can improve service provision by following good practice guidelines and we will actively engage with and share the good practice of our partners throughout Wales.

Ageing Well Actions

The actions outlined below aim to provide outcomes for the over fifties in line with the Ageing Well Programme in the period April 2016 to March 2018 and the Vale of Glamorgan Community Strategy 2011-21. These actions will also work to achieve the objectives of various legislative frameworks, for example, the Social Services and Well-being (Wales) Act 2014, and will contribute towards achieving the Well-being Goals as set out within the Well-being of Future Generations (Wales) Act 2015.

Age Friendly Communities			
Outcome: Older people in the Vale live safely in an environment that is suitable to their diverse needs, with accessible services and opportunities for social activities			
	Action	Responsible Officer(s)	Dates
1	Implement the Cardiff and Vale Integrated Health and Social Care Partnership 2014-2019 Framework for Older People.	Director of Social Services Vale of Glamorgan Council	March 2018
2	Review accommodation and accommodation with care options for older people and develop a commissioning strategy for future years.	Head of Business Management and Innovation and Head of Housing and Building Services, Vale of Glamorgan Council	March 2017
3	Undertake effective public engagement in our strategic and operational planning by communicating with a range of networks including the Vale 50+ Strategy Forum.	Head of Performance and Development, Vale of Glamorgan Council	March 2018

4	Consider the needs of older people in the planning of community safety initiatives.	Head of Housing and Building Services, Vale of Glamorgan Council	March 2018
5	Work across the Third Sector and with the Vale 50+ Strategy Forum to organise a range of events to provide information and opportunities for social interaction.	Older Peoples Strategy Co-ordinator, Vale of Glamorgan Council and Health, Social Care and Well-being Co-ordinator, Glamorgan Voluntary Services	March 2018
6	Promote volunteering opportunities for older people and volunteering opportunities which support older people	Health, Social Care and Well-being Co-ordinator, Glamorgan Voluntary Services	March 2018

Dementia Supportive Communities

Outcome: Those who experience dementia and their carers live independently in a community that understands and is empathic to their needs

	Action	Responsible Officer(s)	Dates
7	Reduce the waiting time from GP referral to the initial Memory Clinic appointments.	Consultant in Public Health Medicine Cardiff and Vale Public Health Team	March 2018
8	Increase the numbers of dementia friends and champions in the Vale, in particular within the workforce across all sectors.	Consultant in Public Health Medicine Cardiff and Vale Public Health Team	March 2018
9	Deliver the actions outlined in the Barry Dementia Supportive Communities action plan and achieve dementia supportive status for Barry.	Senior Health Promotion Specialist, Cardiff and Vale Public Health Team	March 2018

Preventing Falls and Fractures			
Outcome: Older people have an increased awareness of falls risk factors. Those who have fallen or are at risk of falls benefit from improved primary and secondary referral pathways			
	Action	Responsible Officer(s)	Dates
10	Implement a range of primary falls prevention initiatives.	Principal Health Promotion Specialist, Cardiff and Vale Public Health Team	March 2018
11	Establish GP primary falls prevention referral pathways, supported by third sector champions and community well-being coordinators.	Principal Health Promotion Specialist, Cardiff and Vale Public Health Team	March 2018
12	Integrate third sector falls prevention initiatives with statutory health and social care services multi-disciplinary teams. This will include the sighting of a third sector broker in the Vale of Glamorgan Contact Centre, and the use of third sector champions in GP surgeries.	Health, Social Care and Well-being Co-ordinator, Glamorgan Voluntary Services	March 2018
Access to Employment, Education and Training			
Outcome: Older people are able to access lifelong learning courses appropriate for their needs. Over fifties NEETS (people not in employment, education, or training) have opportunities to up-skill and improve their employability			
	Action	Responsible Officer(s)	Dates
13	Develop and grow a sustainable adult community learning (ACL) leisure and well-being programme.	Adult and Community Learning Manager, Vale of Glamorgan Council	March 2018
14	Secure funding to continue the ACL skills and employability courses.	Adult and Community Learning Manager, Vale of Glamorgan Council	March 2018
15	Secure funding via Job Centre Plus flexible job funding to implement a Steps to Progress project offering training opportunities for people aged over 50 to up-skill and gain employment related training.	Manager of the Barry Communities First Team, Vale of Glamorgan Council	March 2018
16	Develop 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.	Manager of the Barry Communities First Team, Vale of Glamorgan Council	March 2018

Reducing Social Isolation and Loneliness			
Outcome: Socially isolated residents have better access to local services and increased social interaction			
	Action	Responsible Officer(s)	Dates
17	Improve the efficiency and the marketing of the current public and community transport networks.	Senior Transportation Officer, Vale of Glamorgan Council	March 2018
18	Increase the supply and use of community transport provision in rural and urban areas including Greenlinks the community transport service.	Community Transport Officer, Vale of Glamorgan Council	March 2018
19	Access funding for a volunteer coordinator to support digital champions.	Digital Inclusion Wales Co-ordinator, Wales Co-operative Society	March 2018
20	Disseminate evaluation findings of the Friendly Advantage Befriending Project to inform future service planning and share good practice.	Health, Social Care and Well-being Co-ordinator, Glamorgan Voluntary Services	March 2018
21	Maximise current and potential Third Sector resources to support effective signposting to the Third Sector.	Health, Social Care and Well-being Co-ordinator, Glamorgan Voluntary Services	March 2018

Monitoring Progress

Progress against the actions detailed above will be compiled and reported to the LSB twice a year by the Vale of Glamorgan Council's Older Peoples Strategy Coordinator. This will ensure all organisations are aware of the ongoing work across the partnership. Aspects of those reports will also be included in the LSB's Annual Report as the actions will contribute significantly to the wider priority outcomes detailed earlier in this document.