

Meeting of:	<b>Healthy Living and Social Care Scrutiny Committee</b>
Date of Meeting:	<b>Tuesday, 09 July 2024</b>
Relevant Scrutiny Committee:	Healthy Living and Social Care
Report Title:	Age Friendly Vale Update
Purpose of Report:	To present an overview of the work to become a more Age Friendly Vale across the Vale of Glamorgan as part of the rolling programme of providing Committees with insights into the work of the Public Services Board.
Report Owner:	Tom Bowring, Director of Corporate Resources
Responsible Officer:	Helen Moses, Operational Manager – Corporate Strategy and Insight
Elected Member and Officer Consultation:	No specific Ward Member consultation has been undertaken
Policy Framework:	The Public Services Board Well-being Plan 2023-28 was approved by Council in April 2023
<p>Executive Summary:</p> <ul style="list-style-type: none"> <li>• The Public Services Board (PSB) launched its first Well-being Plan on 22<sup>nd</sup> May 2018. Its <a href="#">second Well-being Plan</a> was launched at an event on the 15<sup>th</sup> June 2023. Since its launch partners have been working to progress the Well-being Objectives set out in the Plan and the actions aligned to these Objectives. Many of the Objectives and actions are aligned to the work undertaken to help make the Vale of Glamorgan more age friendly. In addition, becoming an Age Friendly Vale is one of the three key priority workstreams for the Plan.</li> <li>• Becoming more age friendly is not only linked to the work of the PSB at a local level, but also forms part of the response to the national intentions supported by Welsh Government and the Older People’s Commissioner for Wales to have every local authority area in Wales achieve Age Friendly Community and City Status, which is provided by the World Health Organisation.</li> <li>• In October 2023 the PSB’s application on behalf of the Vale of Glamorgan was approved and the Vale of Glamorgan became the fourth local authority area in Wales to achieve Age Friendly Status.</li> <li>• Following successfully achieving the status, the Vale of Glamorgan is now required to develop an Age Friendly Action Plan, outlining how partners will work together, side by side with the community to make the Vale an even better place to grow older. The draft Plan being developed will cover the period 2025 – 2028 to align with the PSB’s Well-being Plan and will encompass a</li> </ul>	

range of actions to guide action on a wide range of domains (linked to the World Health Organisation's 8 Age Friendly Domains) to build a better place for people to age well.

- The work of the PSB is reported to the Corporate Performance and Resources Scrutiny Committee. The Committee have requested the work of the PSB is also reported to other Committees whose remits align to elements of its work to broaden the understanding of the PSB's work amongst a wider range of elected Members.

## Recommendations

1. That Members note the work to develop an Age Friendly Vale and the progress partners are making in developing the new Age Friendly Vale Action Plan and provide comments via the Director of Corporate Resources to the PSB.
2. That Members consider if they would like to receive further updates on the work of Age Friendly Vale during the year in addition to the progress reported as part of the PSB Annual Report, reported to Corporate Performance and Resources Scrutiny Committee and which is shared with all elected Members.

## Reasons for Recommendations

1. To enable Members to consider the work to develop an Age Friendly Vale and opportunities to engage with the development of the new Age Friendly Vale Action Plan and feedback any comments to the PSB.
2. To enable Members to be updated on the work of Age Friendly Vale in a manner that best satisfies the needs of the Committee.

## 1. Background

### The Public Services Board (PSB)

- 1.1 The Well-being of Future Generations (Wales) Act 2015 formally established Public Services Boards (PSBs) in each local authority area in Wales. 'Our Vale' is the Vale PSB and in accordance with the Act must contribute to the achievement of the national well-being goals as set out in the legislation. The PSB must do this by:
  - Assessing the state of economic, social, environmental and cultural well-being in the local area.
  - Setting local objectives that are designed to maximise the PSB's contribution within the area to achieving the national well-being goals.
  - Taking all reasonable steps to meet these objectives i.e. through a Well-being Plan which must be informed by the Well-being Assessment.
- 1.2 Corporate Performance and Resources Scrutiny Committee is the designated committee for scrutinising the work of the PSB.
- 1.3 The PSB set four Well-being Objectives which provided the framework for its first Well-being Plan covering 2018-23. It's second Well-being Plan set out three Well-being Objectives for 2023 – 2028. There are several short and long-term actions which have been taken forward in an integrated way to achieve the three Objectives and to deliver the PSB's 2050 vision.
- 1.4 The PSB's three Well-being Objectives in the 2023-28 Well-being Plan are:
  - **A more resilient and greener Vale** - by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.

- **A more active and healthier Vale** - by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.
  - **A more equitable and connected Vale** - by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.
- 1.5** There is a wide range of work detailed in the 2023-28 Well-being Plan that will contribute to the delivery of the three Objectives and the PSB has identified three priority workstreams where specific and additional shared focus is needed:
1. Responding to the climate and nature emergencies
  2. Working with people who live in our communities that experience higher levels of deprivation
  3. Becoming an Age Friendly Vale
- 1.6** The Welsh Government's statutory guidance Shared Purpose: Shared Future, sets out that PSBs must prepare and publish a progress report on the work undertaken towards meeting the Well-being Objectives on an annual basis. The PSB's Annual [Reports](#) set out the progress made over the year and are scrutinised by the Corporate Performance and Resources Scrutiny Committee.

### **Age Friendly Vale**

- 1.7** In 2021 the Older People's Commissioner for Wales and her team presented information to partners on the importance of and benefits of becoming age friendly and achieving World Health Organisation Age Friendly Status. Recognising the importance of this work as we recover from the pandemic, particularly as the Vale has a growing older population, the PSB agreed to jointly take forward the work locally to make the Vale a better place for people to age well in, particularly as we grow older, and to apply for Age Friendly status on behalf of the Vale of Glamorgan.
- 1.8** Work in this area supports findings from the PSB's [Well-being Assessment](#) (which informed the Well-being Plan objectives, actions and key priority workstreams) where the PSB outlined what life was like for Vale residents. Findings in relation to our older population highlighted the 65 and over population has been growing at a faster rate than the rest of the Vale of Glamorgan's population and that this is projected to continue. Between 2019 and 2039 it is estimated that the population aged 65-84 in the Vale of Glamorgan will grow by 5,266 people and the population aged 85 and over will grow by 2,904 people. In comparison, contractions can be observed in the projected population aged 0-15 and 16-64. Findings from the 2021 Census support the findings of a growing older population in the Vale showing between 2011 and 2021 there has been an increase of 24.9% in people aged 65 and over in the Vale of Glamorgan, this compares to an increase of 17.7% for the whole of Wales.
- 1.9** This local response supports national goals for Wales to become a nation of Age Friendly local authorities and help achieve Welsh Government's [Age friendly](#)

[Wales: our strategy for an ageing society'](#). To support this agenda Welsh Government have provided funding for 2021/22 – 2024/25 to recruit a dedicated Age Friendly Officer within each local authority area to drive forward this work. In November 2022 the Age Friendly Vale Officer took up post.

- 1.10 In 2023 the PSB established a small Age Friendly Vale Network of partners and the PSB developed the [Age Friendly Vale Charter](#) which shows partners' commitment to achieving a collective vision to support people to age well in the Vale of Glamorgan. Published in June 2023 the Charter sets out 8 commitments to steer future work on this agenda and the next steps. The Charter also formed a critical element of the World Health Organisation's Age Friendly Status application process.
- 1.11 In October 2023 the PSB's application on behalf of the Vale of Glamorgan was approved and the Vale of Glamorgan became the [fourth local authority area in Wales to achieve Age Friendly Status](#). The Status recognises the commitment within the Vale of Glamorgan to work to become *more* age friendly and recognising the work already underway to support residents as they grow older.

## 2. Key Issues for Consideration

- 2.1 The Corporate Performance and Resources Committee on the 19<sup>th</sup> July 2023 recommended that PSB partners be invited to Scrutiny Committee meetings to provide insights into the work of the PSB.
- 2.2 Lead officers from across the PSB oversee the progress of the Well-being Plan and updates on the work ensuring that commitments in the Well-being Plan are delivered.
- 2.3 Officers from a number of partner organisations including a range of Council departments are active members of the Age Friendly Vale Network, to ensure alignment across various plans and strategies to maximise impact and avoid duplication as the reach of this work is very cross cutting.
- 2.4 Key areas of focus for the work under Age Friendly Vale recently have been:
  - **Growing the Age Friendly Vale Network** – Established with PSB partners representatives in 2023, the Network has continued to grow to include PSB partners, wider public and third sector organisations and members of the public. Friends of the network cover areas including communications, digital inclusion, volunteering, employment, health and well-being, physical activity, climate and environment, transport, community safety, housing, social isolation, social services, older people's rights, and community services.
  - **Developing and consulting upon a new Age Friendly Action Plan**– Since receiving Age Friendly Status in October 2023 and joining the World Health Organisation's global network, work has focused on developing an Age Friendly Action Plan. Having an Action Plan is a necessary next step after receiving the status and will outline future focus to help make the Vale a better place to grow older and show how partners are working

together to help reach the commitments within the PSB's Age Friendly Vale Charter. This work has been supported by the Council's Older People's Champion, Councillor Belinda Loveluck-Edwards who has helped facilitate the workshops, worked closely with the Age Friendly Vale Network and highlighted the views of local residents.

- A draft Action Plan is currently being developed based upon feedback gathered through workshops held with the Age Friendly Vale Network. The draft actions reflect feedback from all stakeholders, national and local data, emerging policies and reports, and advice from the Older People Commissioner for Wales Team. Consultation on the draft Actions is taking place over the summer (17<sup>th</sup> June – 9<sup>th</sup> August 2024) via a short [survey](#) and 11 face to face community feedback sessions held in community venues across the Vale.
- **Supporting the Vale 50+ Strategy Forum** – The Vale 50+ Strategy Forum are an independent group of people who are aged 50 and over and live, work or volunteer in the Vale. The Forum act as the voice of people aged 50 and over in the Vale of Glamorgan ensuring their needs and views are considered in local decision making. The Forum receive support from the Council and have grown to almost 300 members and have held 3 popular 'have your say' public events to hear directly from members of the public on important topics. Over 25 organisations have been brought into local community venues through the events to date this year to provide free advice and support to local residents.
- **Positive ageing campaign** – Work is progressing to launch a brand-new positive ageing campaign, designed to tackle ageism and negative stereotypes of ageing by sharing stories from residents on the benefits of growing older. Residents have been asked to [submit their own videos](#) on how they challenge these stereotypes and these are now being used to create the bespoke campaign material.
- **Supporting new local initiatives** – Working together with partners and across the Council, various activities have been delivered to encourage residents to socialise, get active and be outdoors in nature, recognising the positive effects this can have on people's lives and well-being. Examples include the establishment of a new Valeways stroller walk in St Athan developed by the Age Friendly Officer and Healthy Living Officer, co-produced talks on the natural and built history of Flat Holm and the Big Bird Watch in collaboration with Value in the Vale, Big Fresh and Cardiff City Council and the Big River Watch and survey with Restore the Thaw and Value in the Vale. The Age Friendly Officer has also provided support to a new pilot scheme at Barry Island which will be delivered by Cycling without Age – Barry Island allowing those who may be less able, to enjoy a free bike ride by the sea with a trained befriending volunteer.

**2.5** As the work under Age Friendly Vale is so cross cutting, within the Council there are a number of workstreams and initiatives that support this work, these include but are not limited to; the Golden Pass scheme supporting those 60 and

over who are less active, DEWIS Cymru providing a directory of local support and activities, Telecare assisting people to live independently, Greenlinks providing volunteering opportunities and to enable access to transport particularly in more rural areas, and work to support the growth of Dementia Friendly Communities across the Vale.

- 2.6 The work to become a more Age Friendly Vale and its links to the wider work of the PSB are reflected within the PSB's Annual Report, produced every summer and scrutinised by the Corporate Performance and Resources Scrutiny Committee. Progress under Age Friendly Vale has previously been provided directly to the PSB through Board meetings and to Town and Community Councils through the PSB's Town and Community Council Exchange meetings.
- 2.7 Members are requested to note the update provided in this report and its presentation to Committee and provide any feedback via the Director of Corporate Resources to the PSB on the work to become a more Age Friendly Vale.

### **3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?**

- 3.1 The Well-being of Future Generations (Wales) Act 2015 is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty, each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.
- 3.2 Through the PSB, partners are working together to contribute to the national well-being goals, adopt the five ways of working and improve social, economic, cultural and environmental well-being.

### **4. Climate Change and Nature Implications**

- 4.1 The work on Age Friendly will support work where possible undertaken by PSB partners to deliver against commitments in the Climate Emergency Charter which all PSB partners signed in 2021. Partners continue to work together through the PSB Climate Emergency and Asset Management Group to lead by example, take positive action and reduce our impact on the environment. The PSB's Annual Report this summer will include details on the range of work undertaken by partners aligned to the climate and nature emergency, highlighting work under the PSB's priority workstream in its Well-being Plan which focuses on 'Responding to the climate and nature emergencies.'
- 4.2 The World Health Organisation recognises outdoor spaces and environments as a domain supporting the development of age friendly communities. Work to ensure 'People have access to safe outdoor spaces and buildings with suitable

facilities.’ recognising the importance of protecting our climate and nature is contained within the PSB’s Age Friendly Vale Charter.

## **5. Resources and Legal Considerations**

### **Financial**

- 5.1** Welsh Government have made funding available for the PSB in the form of a regional grant to both Vale of Glamorgan and Cardiff PSBs. The regional funding shared equally between the PSBs is being utilised to further develop the PSB evidence base and progress actions linked to the 2023 -28 Well-being Plan.
- 5.2** Welsh Government have made funding available to support the development of age friendly communities to all local authorities in Wales between 2021/22 – 2024/25. This funding has been used to recruit dedicated Age Friendly Officers in all local authorities and to support the development of this agenda.

### **Employment**

- 5.3** There are no specific employment implications arising as a direct result of this report.

### **Legal (Including Equalities)**

- 5.4** There are no specific legal considerations arising as a direct result of this report. Actions set out in the Well-being Plan will help to tackle the inequalities linked to deprivation and to increase community participation and engagement. The work of the PSB will contribute to the delivery of a more equal Wales, one of the seven national well-being goals for Wales.

## **6. Background Papers**

The Vale PSB Well-being Plan 2024 – 2028 - [valepsb.wales/Documents/Well-being-Plan-2023/Full-Vale-PSB-Well-being-Plan-2023-2028-Eng.pdf](https://valepsb.wales/Documents/Well-being-Plan-2023/Full-Vale-PSB-Well-being-Plan-2023-2028-Eng.pdf)

The Vale PSB Age Friendly Vale Charter - <https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Charter-English.pdf>