

BECOMING AN AGE FRIENDLY VALE

HEALTHY LIVING & SOCIAL CARE
SCRUTINY COMMITTEE



VALE OF GLAMORGAN'S OLDER POPULATION



28,800 people aged 65+ living in the Vale. This is **21.9%** of the local population.

46.2% are aged 50+.



Number of people aged 65+ **increased by 24.9%** between 2011 and 2021.

+22%

Projected increase of people aged 65+ in the Vale between 2019 - 2039, this is the **biggest increase in any Local Authority area in Wales** (Welsh Government).

(ONS, CENSUS 2021)

WHAT IS THE NATIONAL CONTEXT?

Age Friendly Wales – Welsh Government's Strategy for an Ageing Society.



Llywodraeth Cymru
Welsh Government

The age friendly initiative is a **preventative intervention** that aims to support and empower people to take control of how well they live and age.

Ageing needs to be seen as a positive concept.

WHAT ARE AGE FRIENDLY COMMUNITIES?

The Older People's Commissioner for Wales defines an Age Friendly Community as a place where 'older people feel valued, included and respected and can:

- get out and about
- do things that they want to do
- lead healthy and active lives
- stay informed
- have their voices heard'

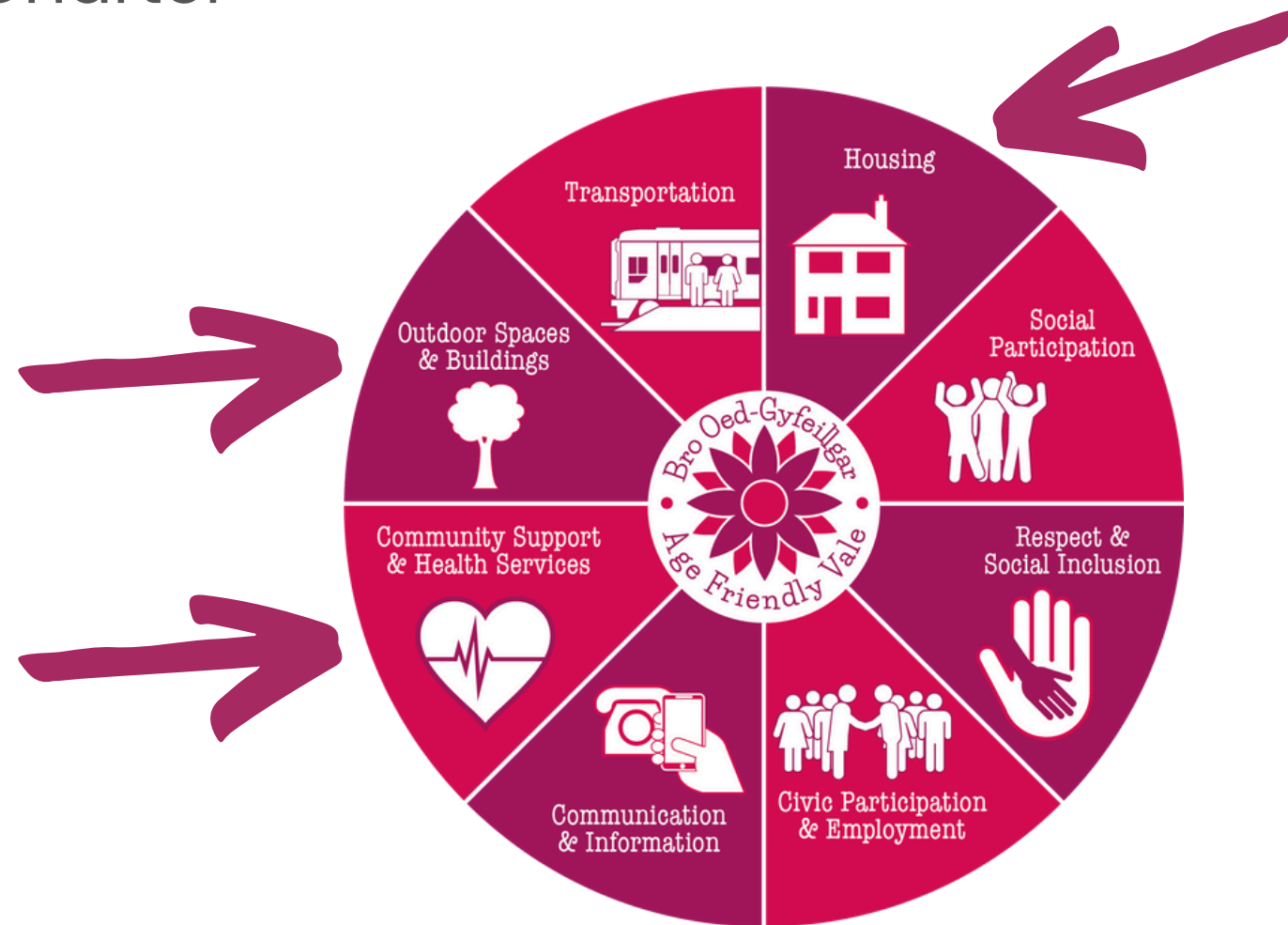










Becoming an Age-Friendly Community is a **priority workstream within the PSB's Well-being Plan 2023-2028** and aligns to the Regional Partnership Board's work on ageing well.

Becoming more age friendly makes the Vale a **better place for everyone to live in.**

THE AGE FRIENDLY DOMAINS

The World Health Organisation (WHO) identifies 8 essential features of age friendly communities: and these form the basis of the Vale of Glamorgan's Age Friendly Charter



OUR COMMITMENTS	
In an Age Friendly Vale of Glamorgan:	
	People have opportunities to influence decisions that affect all aspects of their life.
	People have a sense of purpose, feel respected and are actively engaged in their communities.
	People are supported to access and maintain work and volunteering opportunities.
	People are supported to stay healthy and independent through access to appropriate services.
	People are well informed about the support and opportunities available to them through a range of different types of communication.
	People have access to suitable forms of transport across the Vale.
	People have access to safe outdoor spaces and buildings with suitable facilities.
	People feel safe and comfortable inside their homes.

WHAT ARE THE BENEFITS OF AGE FRIENDLY STATUS?

- Older residents are engaged in shaping the place that they live
- Strengthen collaboration
- Access to the WHO Global Network of Age-friendly Cities and Communities (1500 members across 51 Countries)
- Access to contacts, ideas and expertise from the network and across the globe
- Opportunity to share learning with Welsh, UK and international audiences and raise the profile of the aspirations and contribution of older people in a **positive way**.

AGE FRIENDLY VALE COMMUNITY STATUS

In October 2023 the Vale of Glamorgan was awarded Age Friendly Status by the World Health Organisation.

This status was awarded based upon local commitment, progress made to date and intentions moving forward to continue to supporting people of all ages to live and age well in the Vale of Glamorgan.

4th local authority in Wales to receive the status and join the WHO's Global Network for Age Friendly Cities and Communities



KEY AREAS OF WORK

360+

Friends in the AFV Network

Established with PSB partners representatives in 2023, the Network has continued to grow to include PSB partners, third sector organisations and members of the public (incl. Vale 50+ Strategy Forum).

Developing and consulting upon a new Age Friendly Action Plan



KEY AREAS OF WORK

DRAFT AGE FRIENDLY VALE ACTION PLAN

17th June - 9th August 2024



Age Friendly Community Feedback Sessions

Working together as partners, side by side with our community to ensure people are ageing well in the Vale of Glamorgan.

 Our draft Age Friendly Vale Action Plan for 2025-2028 sets out the activities all Public Services Board (PSB) partners are committed to deliver over the next few years to ensure the Vale is a great place to age well.

 Come along to one of our Community Feedback Sessions to talk with the team about the draft Action Plan or complete the survey online at www.valepsb.wales

 Paper copy surveys can be picked up from all main Vale of Glamorgan Libraries. You can also call 01446 700111 to request a paper copy or complete a survey over the phone.

Consultation currently taking place
17th June – 9th August 2024.

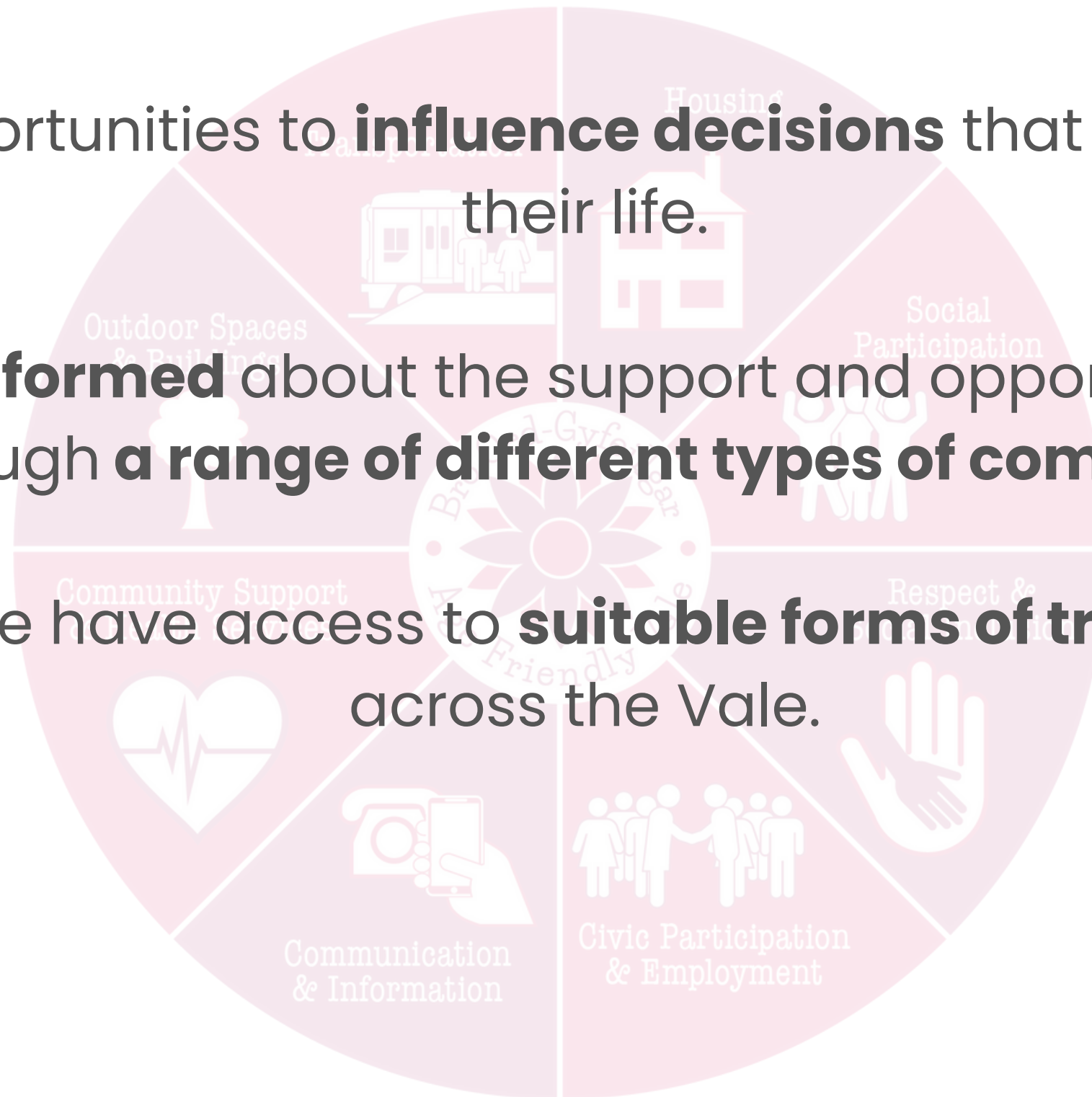
11 Community Feedback Sessions
across the Vale in libraries,
community centres.

Paper copies of surveys taken to day
services and domiciliary care centres
with the help of Dewis partners

KEY AREAS OF WORK

DRAFT AGE FRIENDLY VALE ACTION PLAN

- People have opportunities to **influence decisions** that affect all aspects of their life.
- People are **well informed** about the support and opportunities available to them through **a range of different types of communication**.
- People have access to **suitable forms of transport** across the Vale.



KEY AREAS OF WORK

Supporting the Vale 50+ Strategy Forum by organising a calendar of events including 3 'Have Your Say' community events offering advice and support alongside opportunities to socialise.

Launching a **Positive Ageing campaign** designed to tackle ageism and negative stereotypes of ageing. The video and winner of the campaign will be announced this month.



KEY AREAS OF WORK

Launched a new Valeways stroller walk in St Athan.

Co-produced talks on the natural and built history of Flat Holm and ran the Big Bird Watch in sheltered housing schemes.

New pilot initiative at Barry Island being delivered by Cycling without Age allowing those who may be less able, to enjoy a free bike ride by the sea with a trained befriending volunteer.



WORKING WITH COUNCIL DIRECTORATES

Adult Education **Dewis** Value in the Vale
Neighbourhood Services **Carers**
Project Zero **Schools**
Placemaking



Dementia Friendly Vale



Healthy Living Team



Youth Forum & Councillors

Countryside

CELT+ **Active Travel** **Housing** **Transport**
Communication & Engagement Team
Older Person Day Services **Finance / Pension Credits**

WORKING WITH PARTNERS



Regional Partnership Board

GVS
VALE 50+ FORUM
Natural Resources Wales
CARDIFF AND VALE COLLEGE



Bro Radio



Age Connects



South Wales Police, & Vale Plus

Age Cymru
Public Health Wales
Digital Communities Wales

Town & Community Councils
CARDIFF AND VALE UNPAID CARERS
Welsh Ambulance Service
UNIVERSITY HEALTH BOARD
South Wales Fire & Rescue Service

QUESTIONS

THANK YOU

