SOCIAL & HEALTH CARE OVERVIEW & SCRUTINY COMMITTEE	

Date of Meeting	Thursday, 16 November 2017
Report Subject	Older People and Ageing Well Plan
Cabinet Member	Cabinet Member for Social Services
Report Author	Chief Officer (Social Services)
Type of Report	Operational

EXECUTIVE SUMMARY

Each Local Authority in Wales is required to produce and implement an Ageing Well plan for submission to the Older People's Commissioner, representing a key contribution to meeting the National Strategy for Older People (2013 – 2023).

The Ageing Well in Flintshire plan provides a framework for developing activity that will support older people to take control of their lives so they can maintain their independence and wellbeing and continue to play an active part in their communities. The plan has 5 priority areas:
- Age-Friendly Communities
- Falls Prevention
- Dementia Supportive Communities
- Opportunities for Learning & Employment
- Loneliness and Isolation

This report provides an overview of the progress made in each of the priority areas and demonstrates the strong links with partners for example community groups, older people's groups and third sector organisations who play a key part in taking this work forward.

RECOMMENDATIONS	
1	Members welcome the progress made and consider how they can support the development of Age-Friendly Communities within their community.
2	Members consider how they can ensure that older people's needs are

	adequately and appropriately considered at all levels within the local authority, particularly in those areas where the focus is traditionally on young people e.g. employment and training.

REPORT DETAILS

1.00	**EXPLAINING THE UPDATE ON THE STRATEGY FOR OLDER PEOPLE AND AGEING WELL IN FLINTSHIRE PLAN**
1.01	This report provides an update to Members on the Welsh Government (WG) Strategy for Older People through a focus on the Ageing Well in Flintshire Plan (the plan) implementation.
1.02	**BACKGROUND**
1.03	The Strategy for Older People in Wales (the Strategy) was launched in 2003 with the third phase being in place since May 2013. The overall aim is to make Wales a great place to grow old, identifying what is needed for the individual to improve/maintain wellbeing in terms of financial, environmental and social resources.
1.04	With the introduction of the Social Services and Well-being (Wales) Act 2014 and the Well-being of Future Generations (Wales) Act 2015, WG recognised the need to refresh the Strategy to reflect the new requirements, and engagement has been taking place with older people over the last few months to start this process.
1.05	In 2014, the Older People's Commissioner for Wales launched the Ageing Well in Wales Programme. The programme develops and focusses local activity on meeting the Strategy through priorities that focus on improving the wellbeing of people aged 50+ in Wales by preventing ill-health, social isolation and improving independent living: 1. Age Friendly Communities 2. Falls Prevention 3. Dementia Supportive Communities 4. Opportunities for Learning & Employment 5. Loneliness & Isolation
1.06	As required by WG and the Commissioner, a local Ageing Well in Flintshire plan (the plan) has been developed, providing a framework for action that the Council needs to do with partners in order to empower individuals of all ages to improve their wellbeing as they age. Progress against the plan is overseen by the Older People's Strategy Group and reviewed and updated as required.
1.07	**CONSIDERATIONS**

1.08	<u>Ageing Well in Flintshire progress</u> The actions within the plan aim to improve the wellbeing for people as they age, each of the priorities being strongly interlinked under the overarching theme of Age-Friendly Communities.
1.09	<u>Priority 1 : Age-Friendly Communities</u> Developing communities that are age-friendly not only benefits older people, but by engaging with and involving people of all ages, aims to develop inclusive communities ensuring that everyone, regardless of their age is able to stay healthy and active, participate in the community and is treated with respect.

1.10	The process of becoming Age-Friendly is cyclical consisting of a series of steps to:
	    i. engage with the local community to identify representatives to form a steering group and develop a community vision
	    ii. gather information to establish how Age-Friendly the community already is, consider what would make things better
	    iii. identify the priorities that will enable everyone to age well, and focus on one or two things that would make a positive difference for people in the community
	    iv. agree a plan of action, identifying the steps that need to be taken, how progress will be monitored and how to evaluate success
	    v. submit the plan to the Ageing Well in Wales team for recognition the community is working to become Age-Friendly
	    vi. implement the plan
	    vii. evaluate success
	    viii. celebrate achievements and consider what can be achieved next (back to step ii)

1.11	Following a series of awareness raising workshops and engagement activity across the county in October 2016, Leeswood & Pontblyddyn Community Council made a commitment to becoming Age-Friendly, with the Older People's Strategy Co-ordinator and Older People's Engagement Worker providing support through the process. The Community Council invited local residents to attend an Open Meeting in November 2016 following which representatives formed an Age-Friendly Steering group.
1.12	Information has been gathered through a workshop for stakeholders, questionnaires / consultation with local groups and survey at the annual carnival. A further Steering Group meeting is planned for October/November to review the information and identify the priorities for action.
1.13	Work in Leeswood and Pontblyddyn is being further supported through the Big Lottery funded Rural Wisdom Project which is a community development and shared learning project led by Volunteering Matters' to explore the impact of community-based activities that are led by older people living in rural areas. The project is being delivered in locations in Scotland and Wales, with Leeswood & Pontblyddyn and only one of them in wales being identified as the first two development areas. The funding brings additional support to Leeswood & Pontblyddyn with the employment of a part-time Community Development co-ordinator for a period of 2 years until April 2019.

1.14	The World Health Organisation has developed a range of resources to support the development of Age-Friendly Cities but these are by their very nature, overly complex for use by small rural communities with much fewer resources. The work with Leeswood & Pontblyddyn is enabling us to develop local skills, expertise and resources that will ultimately support other communities through the Age-Friendly process, not only in Flintshire, but through shared learning, to other parts of Wales and the UK.
1.15	Update on : Falls Prevention Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. Falls are a major cause of death in older people and can have a significant impact on wellbeing through loss of confidence/independence.
1.16	North Wales Service Models to prevent falls at home, in hospital and in care homes focus on identifying those at highest risk of falling, carrying out a comprehensive assessment of individual risk factors (multifactorial risk assessment) and signposting/referral to a range of interventions to reduce identified risk factors.
1.17	A Flintshire Falls Co-ordinator employed by Betsi Cadwaladr Health Board leads on the implementation of the service model in Flintshire and has developed training in the use of the Falls Risk Assessment Tool (FRAT) for professionals who work with older people in the community and in care homes including domiciliary care staff, district nurses, and third sector partners.
1.18	North Wales Fire & Rescue Service (NWF&RS) fire crew have been trained to carry out Falls Risk Assessments using the FRAT during home fire safety checks. All NWF&RS FRAT referrals come through the Single Point of Access (SPOA) and processes are being developed towards ensuring that all FRAT referrals come through SPOA to remove duplication, streamline the service and enable effective reporting. Where an individual is identified as being at higher risk of falls, they are referred for the more detailed risk assessment in line with the service model. During 2016/17, 328 Flintshire residents were assessed by this service with a broad range of interventions identified to reduce individual risk factors identified.
1.19	The National Exercise Referral Scheme (NERS) Falls Programme is a 48 week, exercise programme specifically designed to help improve strength and balance to reduce the risk of falls. It is delivered by qualified exercise professionals at local Leisure Centres. Referrals are made to the programme through their GP, Practice Nurse or Physiotherapist. In Flintshire the Falls Programme runs in Holywell and Flint Leisure Centres and has been in operation since 2013, seeing 163 patients in that time. The scheme runs a 'Skilling Up' session (12–16 weeks) followed by a 'Maintaining Gains' session at each centre, with continuation sessions being available at each site. These sessions are well attended following steady growth from customers completing the 48 week programme. Referral rates have begun to increase with waiting lists in place at both sites (Flint 20 weeks, Holywell 10 weeks), and a bid for funding to extend the programme offering sessions at Deeside and Mold has been submitted to Betsi

	Cadwaladr University Health Boards.
1.20	A falls campaign launched in February 2017 by Public Health Wales and Ageing Well in Wales aims to raise awareness of the risks of falls and dispel the myth that falls are an inevitable part of ageing. A series of articles supporting the campaign were included in the 50+ Action Group's newsletter, providing advice on preventing falls, how to maintain strength and balance. With 2500 paper copies of this publication now being distributed across the county, it is becoming an increasingly well-known source of information for older people.
1.21	Update on : Dementia Supportive Communities Flintshire's Dementia Plan sets out what we will do to enable people living with dementia to live fulfilled lives in safe and supportive communities with appropriate, flexible support services to meet their changing needs. A Planning & Development Officer within Social Services continues to lead the implementation of the Dementia Plan.
1.22	Three communities in Flintshire (Flint, Buckley, Mold) have achieved Alzheimer's Society Dementia Friends Status and there are memory café's in 8 communities across Flintshire (Flint, Buckley, Mold, Holywell, Saltney, Connah's Quay, Sealand, Mostyn). Staff across the council in Social Services, Housing, Trading Standards and Human Resources have attended a Dementia Friends session and many Members have become Dementia Friends.
1.23	'A Friendly Face' peer support project launched in June 2017 seeks to identify volunteers with early onset dementia to provide support to those with a new diagnosis. The project is supported by North Wales Dementia Network (Bangor University), North Wales Memory Service and Carers Trust. A Bangor University research project 'Creative Conversations' project is taking place in 12 Care Homes in Flintshire. Working with renowned poet John Killick, the project will develop creative sessions with Care Home staff using media such as art, music, film to explore different ways to engage with people in care homes. The approach will encourage staff to become champions of change, enabling them to acquire new skills to have creative conversations in day to day life and creating a new culture within Care Homes.
1.24	Update on : Opportunities for Learning & Employment Continued learning and employment (including volunteering) is important for older people to maintain personal and financial wellbeing and reduce the risk of loneliness and isolation in later life. There has been a reduction in community learning opportunities for older people, with much of the focus of employment/skills programmes being largely aimed at 16-25 year olds. Any opportunity to positively influence decision making relating to opportunities to learning and employment to ensure older people's needs are met is therefore sought.
1.25	Adult learning programmes delivered in the community by Coleg Cambria offer opportunities for improving literacy, numeracy and digital skills. In the last two years more than 300 people aged 50+ have attended courses

	including: improving literacy, numeracy, digital literacy, using a tablet computer, employability & personal development. The courses are run in a variety of community venues including libraries, community centres and schools. A range of volunteering opportunities are available with third sector organisations such as OWL Cymru, Age Connects and North East Wales Carers Information Service (NEWCIS).
1.26	Organisations are encouraged to promote volunteering opportunities through the Volunteering Wales website, Flintshire Local Voluntary Council (FLVC) provides support to organisations to develop volunteering policies and offers training for organisations/individuals. Since January 2017 more than 50 people aged 50+ have made enquiries around volunteering opportunities in Flintshire through the Volunteering Wales website. Learning and volunteering opportunities are widely promoted through events for older people, through the existing network of older people's groups and through the newsletter.
1.27	Legacy funding for the continuation of Communities First programmes provide opportunities to expand successful programmes beyond Communities First areas. Vocational training traditionally aimed at younger adults in areas such as construction, hospitality, retail etc. could provide opportunities for older adults to receive appropriate training, support to re-enter the workplace.
1.28	<u>Update on : Loneliness and Isolation</u> Loneliness and isolation is risk to health and wellbeing having been linked with poor mental health, high blood pressure and dementia. People who are lonely are more likely to visit their GP, have a higher incidence of falls and are more likely to have early admission to residential or nursing care.
1.29	In December 2015, an event was held in partnership with the Campaign to End Loneliness for key Stakeholders of older people's services in Flintshire. The event raised awareness of the risks of loneliness and isolation amongst older people, looked at what is being done elsewhere and considered initiatives that could be implemented locally.
1.30	Using tools developed by the Campaign to End Loneliness and with the support of Public Health Wales and FCC mapping, a 'heatmap' has been produced of rural areas of Flintshire that have higher numbers of people aged 65+ at potential risk of loneliness.
1.31	Working with Age Connects, FLVC, Public Health Wales, OWLCymru and North Wales Energy Advice Centre, this heatmap along with other background information was gathered and considered, leading to the selection of rural north Flintshire (Gronant, Mostyn, Penyffordd) as a first area to develop and test some targeted work.
1.32	Invites were sent to over 2000 households in Rural North Flintshire, offering the opportunity for people aged 50+ to attend a 'Creating Connections' event in Mostyn or Gronant in July 2017. The aim of the events being: • To find out whether people are lonely and why • To find out what help/support is needed to stay connected • To share what we know is going on in the community and find out

	about other groups/activities • To gather people's willingness to volunteer (to support others, help run a group/activity etc.) • Social occasion to encourage people to create connections
1.33	35 people attended the sessions /completed the questionnaire. Information was gathered about activities in the community and it was established that people find out about activities mostly via friends, neighbours, family, and in general people felt being part of the community is important to them. Additional opportunities are being considered to further engage with the community. In the meantime learning will be shared with the local community councils who have been supportive of this early work and a leaflet will be produced of local activity, contacts and useful information for the Mostyn & Gronant areas. Support is available through FLVC to assist the Community Councils to add information about local activity to their websites.
1.34	Age Connects submitted a funding application to employ a part time development worker to support this work and extend Age Connects services in Rural North Flintshire. The application was approved on 19th October 2017 bringing additional resource to work with the community in relation to points raised to date.
1.35	50+ Engagement Worker role and the 50+ Action Group Flintshire County Council currently holds a three year contract until March 2020 with an option to extend for a further 2 years, with Flintshire Online Watch Link Association (formerly Neighbourhood Watch) to employ an Engagement Worker. The post holder actively engages with more than 50 Older People's groups across Flintshire in order to identify and facilitate opportunities for their contribution to the planning, development and evaluation of services. The Engagement Worker (EW) also supports the network of 50+ Forums and Groups by providing information on development, sustainability, funding sources, consultations, activities, and training opportunities. The EW provides advice, support to the 50+ Action Group to raise the profile of the group amongst older people through the production and distribution of the newsletter, and planning meetings and events such as The International Day for Older People Celebration. This annual event, organised in recent years by the 50+ Action Group with the EW support continues to be a popular day with more than 150 older people attending this year. Of note was the increased number of care home residents who attended this year and continued supported of council Member attendance and participation in the activities.
1.36	Key areas of work for the Engagement Worker include: • Engaging with older people in communities across Flintshire to inform the development of Age-Friendly communities. • Ensuring older people's voices are heard for example to inform the WG refresh of the Strategy, Parliamentary Review into Health and Social Care, and the care and support needs section within the Population Needs Assessment developed in line with requirements within the Social Care and Wellbeing (Wales) Act. • Raising awareness of dementia across the county through the delivery of Dementia Friends sessions to a variety of groups (more

	than 200 Dementia Friends trained to date) • Support for the 50+ Action Group in their role of raising issues relating to matters affecting older people, including the production/distribution of their increasingly popular quarterly newsletter.

2.00	RESOURCE IMPLICATIONS
2.01	None as a result of this report. Actions that are developed within the Ageing Well in Flintshire plan will be considered within the context of financial and wider resource implications.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	The development of Age-Friendly Communities is a process of consultation, bringing local people together to decide the priorities that will support people as they age.
3.02	A range of consultation opportunities have been used in the early development of Age-Friendly Communities in Leeswood and Pontblyddyn to gather the views of people of all ages within the community e.g. community open meetings, questionnaires/meetings with local groups, survey of local residents through the Annual Carnival.

4.00	RISK MANAGEMENT
4.01	The Ageing Well in Flintshire plan aims to improve people's wellbeing as they age. It follows therefore, that its implementation will have a positive impact on individuals and communities across their life course including for people with protected characteristics. Any developments arising from implementation of the plan will consider the possible impact on people with protected characteristics, with attention given to disadvantaged groups to ensure equality of access, and services are sensitive and appropriate to particular needs. A number of emerging areas for action within the Ageing Well plan will address some of the causes and consequences of poverty in older age. Any environmental impact that could result from developments proposed within the plan will be considered.

5.00	APPENDICES
5.01	**None**

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	**Ageing Well in Flintshire Plan Summary** **Ageing Well in Flintshire Plan – One Year On** **Contact Officer:** Helen Jones, Older People's Strategy Co-ordinator **Telephone:** 01352 701429 **E-mail:** helen.jones@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	**(1) Older People's Commissioner:** The Older People's Commissioner for Wales is an independent voice and champion for older people across Wales, standing up and speaking out on their behalf. The Commissioner works to ensure that those who are vulnerable and at risk are kept safe and ensures that all older people have a voice that is heard, that they have choice and control, that they don't feel isolated or discriminated against and that they receive the support and services they need. **(2) Single Point of Access (SPOA):** A new single point of contact for adults who wish to access advice, assessment and co-ordinated community health and social care services. **(3) Social Services and Well-being (Wales) Act 2014:** The Act will set out the core legal framework for social services and social care, reinforcing people's rights to information and services and supporting the delivery of our services in an integrated way to ensure that social services and social care are sustainable. **(4) Wellbeing of Future Generations (Wales) Act 2015:** The Well-being of Future Generations Act requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change.