

CABINET

Date of Meeting	23 rd February 2023
Report Subject	Age Friendly Community Development
Cabinet Member	Deputy Leader of the Council and Cabinet Member for Social Services and Wellbeing
Report Author	Chief Officer (Social Services)
Type of Report	Operational

EXECUTIVE SUMMARY

This report provides an update on the development of age friendly communities in Flintshire, and seeks support for the submission of an application for membership of the World Health Organisation (WHO) Global Network of Age Friendly Cities and Communities. An update report was presented to the Chief Officer Team in September 2022, and received support.

The Welsh Government launched a 'Strategy for an Ageing Society' in October 2021. This strategy provides a vision for Wales to be an age friendly nation. Supporting people of all ages to live and age well and to participate in their community. To support the implementation of this vision, Welsh Government has invited all local authorities to apply for membership of the WHO global network.

Membership will provide a number of positive impacts. It will demonstrate Flintshire's to supporting, valuing and celebrating its ageing population. It will also provide an opportunity to share best practice ideas and resources with other members. Flintshire is one of a small of Welsh counties that are currently developing plans to make an application. Cardiff recently attained membership, the first in Wales.

In Flintshire, there is a long standing commitment to developing age friendly communities, demonstrated when the Council signed the Dublin Declaration in 2014, underlining its commitment for Flintshire to become age friendly. The Flintshire Public Services Board prioritised in the Wellbeing Plan for Flintshire, the continued development of age friendly public services and communities.

Significant progress has been made over a number of years to build age and dementia friendly communities in Flintshire. This includes the establishment of community cafes, action groups, information sharing, intergenerational projects and digital inclusion initiatives. This work has set a firm foundation for further

development and collaboration, aligned to the structured WHO network membership process.

RECOMMENDATIONS

1	Cabinet notes the progress being made to develop age friendly communities in Flintshire.
2	Cabinet approves the proposal for Flintshire to submit an application for membership of the WHO Global Network of Age Friendly Cities and Communities.
3	Cabinet provides a commitment for the continued support of all Council services to collaborate with the Social Services team to make Flintshire a great place to live for the ageing population.

REPORT DETAILS

1.00	AGE FRIENDLY COMMUNITY DEVELOPMENT
1.01	<p><u>World Health Organisation Global Network of Age-Friendly Cities & Communities</u></p> <p>In response to the world's ageing population, the World Health Organisation (WHO) has set a priority for the development of age friendly cities and communities. This means cities and communities that are inclusive and equitable places which leave no one behind – especially the most vulnerable older people.</p> <p>The WHO has developed a Global Network to support cities and communities to adapt their systems and structures to become age friendly. As members of this network, cities and counties can benefit from a positive reputational impact as places that value older people and work continuously to develop age friendly services and environments.</p> <p>Members of the network can access advice and share best practice across the world, building a better informed understanding of how to meet the needs of an ageing population whilst also harnessing the significant contribution that older members of the community can make.</p>
1.02	<p><u>Welsh Government Strategy</u></p> <p>The Welsh Government launched a 'Strategy for an Ageing Society' in October 2021. This strategy provides a vision for Wales to be an Age-Friendly nation, supporting people of all ages to live and age well and to ultimately celebrate age.</p> <p>To support the implementation of this vision, Welsh Government committed additional funds to all local authorities to further develop partnership working to make communities age friendly and to achieve and</p>

	retain membership of the WHO Global Network of Age Friendly Cities and Communities.
1.03	<p><u>Ageing Well Engagement</u></p> <p>The development of age friendly communities and services in Flintshire was prioritised in the 'Ageing Well in Flintshire Plan 2016–2020'. Engagement has been essential to the positive outcomes delivered, with strong links formed with residents and community groups, including the 50+Action Group and Age Friendly Community Groups. This has helped Social Services and other Council and public service teams to increase understanding and respond to the needs of older people.</p> <p>The success of age friendly developments and initiatives has been achieved with support from all Council service teams, collaboration with third sector partners and close engagement with community groups and residents. Engagement has helped to provide a voice for older people to ensure equality and has informed the development of age friendly public services and policies.</p> <p>The WHO Global Network project, provides an opportunity to reenergise age friendly development and policy making. Welsh Government funding has enabled the recruitment of an Ageing Well Engagement Officer in Flintshire, and has facilitated a collaboration with third sector partner, Volunteering Matters in the current year. Led by the Older Peoples Strategy Coordinator, this project team are engaging with older people across the county to understand the current needs and priorities.</p>
1.04	<p><u>Membership Application</u></p> <p>To apply for membership of the Global Network of Age Friendly Cities and Communities, the local authority is required to develop an Age-Friendly Action Plan. This plan is in an advanced stage and has been reviewed periodically with Welsh Government colleagues. The plan demonstrates the excellent age-friendly community engagement, activities, services and amenities already in place in Flintshire. It also provides a clear plan for continued engagement and development.</p> <p>The Flintshire Age-Friendly Action Plan defines the priorities for improving the age-friendliness of our communities in alignment with the WHO's eight 'Age-Friendly Domains' as follows:</p> <ul style="list-style-type: none"> - Outdoor space and public buildings – creating accessible communities to enable people to stay connected, participate in social activities and access local services and facilities. - Transport - affordable, reliable and convenient transport options enable people to get out and about and continue to do things that matter to them. - Housing – access to affordable, independent, or supported accommodation in safe and engaging communities.

	<ul style="list-style-type: none"> - Social participation – enabling older people to stay connected with friends and family, and to participate in community activities. - Respect and social inclusion – empowering age-friendly communities to challenge ageism by bring people of different ages together to foster positive images of ageing. - Civic participation and employment – facilitating involvement in a broad range of activities such as working, volunteering, being politically active or taking part in local groups or clubs. - Communication and information – making information about community events, activities and services widely available and accessible to all. - Community support and health services – providing accessible, affordable health and care services to support older people to stay healthy, independent and active. <p>Applicants must also develop web-based content to provide information and support to community residents in relation to age-friendly activities and services. This content has been developed for review and approval before final translation and publishing.</p>
1.06	<p><u>Application Support</u></p> <p>The membership application for Flintshire, and continued development of age friendly communities, will require the support of the Cabinet.</p> <p>A condition of the application submission, is for a written letter of support from the Leader of the Council to accompany the application documents.</p> <p>The target for submitting the application is February 2023.</p>

2.00	RESOURCE IMPLICATIONS
2.01	<p>Revenue: Welsh Government funding of £50,000 was provided for 2022/23, and enabled the appointment of the Ageing Well Engagement Officer. The funding has also enabled collaborative community engagement and development with third sector partner Volunteering Matters. Funding has also contributed to community activities and events, supporting community groups to restart meetings and activities that were impacted during Covid-19 social restrictions.</p> <p>Welsh Government has confirmed that funding of £50,000 will be made available in 2023/24 and 2024/25 to support local authorities to undertake ongoing projects and activities that help to develop and maintain age friendly communities. A detailed proposal for the use of this funding will be developed by the project team by the end of 2022/23.</p>
2.02	<p>Capital: There are no implications for the approved capital programme for either the current financial year or for future financial years</p>

2.03	<p>Human Resources: An Ageing Well Engagement Officer post has been introduced for a fixed term period, to be reviewed throughout the project. There are no other implications for additional capacity or changes to current workforce structures or roles.</p> <p>Support from all Council portfolio teams will be essential to develop age friendly communities and deliver successful membership of the network. This will not require additional resources as the scope and objectives align closely to the Council’s current policies and commitments to older residents. Social Services will lead the project and seek information and support from other teams as required.</p>
------	--

3.00 IMPACT ASSESSMENT AND RISK MANAGEMENT	
3.01	The development of age friendly communities and the application to become a member of the WHO Network produce a number of positive impacts on the lives of older people and other residents and community groups. The key aims are to develop age friendly, safe and accessible communities, encouraging engagement and participation for people regardless of age.
3.02	The timescales for achieving membership are flexible and present a low risk if the process takes longer than anticipated. However, the project team have set a target of achieving this within 2022/23. It is important to note that Network members do not have to demonstrate that all communities, services and processes are fully age-friendly, but rather to present a commitment and a clear plan for action.

4.00 CONSULTATIONS REQUIRED/CARRIED OUT	
4.01	Older people, aged fifty and over in Flintshire will be engaged throughout this process to ensure that the ‘Age-Friendly Flintshire Plan’, to be submitted with the application, reflects the key priorities and needs of older people in the community.
4.02	The project team is working closely with third sector colleagues in Flintshire on related activities that will provide a positive benefit to the development of age friendly communities. For example, work is in progress with Flintshire Local Voluntary Council (FLVC) to support Welsh Government initiatives to develop more Connected Communities and to reduce loneliness and isolation. Social Services is also working in partnership with North East Wales Carers Information Service (NEWCIS) to develop Dementia Friendly services and community amenities.

5.00 APPENDICES	
5.01	None

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	<p>Link to the a preview of the Flintshire web pages to promote and provide further information on Age-friendly Communities:</p> <p>https://preview-flintshire.cloud.contensis.com/en/Resident/Social-Services/Age-Friendly-Flintshire/Age-Friendly-Flintshire.aspx</p>
6.02	<p>Link to the Welsh Government Strategy for an Ageing Society:</p> <p>https://gov.wales/age-friendly-wales-our-strategy-ageing-society</p>
6.03	<p>Link to a summary of the World Health Organisation Global Network of Age-Friendly Cities and Communities:</p> <p>https://www.who.int/publications/i/item/WHO-FWC-ALC-18.4</p>
6.04	<p>Link to the Members Website for those that have successfully joined the World Health Organisation Global Network of Age-Friendly Cities & Communities</p> <p>https://extranet.who.int/agefriendlyworld/who-network/</p>

7.00	CONTACT OFFICER DETAILS
7.01	<p>Contact Officer: Michael Jones, Wellbeing and Partnership Lead Telephone: 01352 702546 E-mail: michael.jones@flintshire.gov.uk</p>

8.00	GLOSSARY OF TERMS
8.01	<p><u>Age Friendly Community / Ageing Well</u></p> <p>An Age-Friendly Community is one where everyone, regardless of age is able to stay healthy and active and participate in the community, and where everyone is treated with respect.</p> <p><u>Age-Friendly Domains</u></p> <p>The World Health Organisation Age-friendly Cities & Communities framework proposes eight interconnected domains that can help to identify and address barriers to the well-being and participation of older people and others as they age (outdoor spaces and public buildings, 2) transportation, 3) housing, 4) social participation, 5) respect and social inclusion, 6) civic participation and employment, 7) communication and information, 8) community support & health services).</p> <p><u>Ageing Well</u></p> <p>A priority in the Older People’s Commissioner for Wales’ 2019-2022 Strategy. The aim is for everyone in Wales to have the opportunity to age well “adding life to years, not just years to life” through making Wales a nation of age-friendly communities.</p>

Dublin Declaration

A public statement of intent to work with other organisations, share experiences, and promote equal rights and opportunities for older people.

Flintshire 50+ Action Group

A diverse group of “older” people from across Flintshire who come together to work towards ensuring that the concerns and hopes of those aged 50 and over are not overlooked when decisions affecting them are considered.

Flintshire Local Voluntary Council (FLVC)

FLVC is the umbrella and support organisation for over 1200 voluntary and community groups in Flintshire.

Global Network of Age Friendly Communities

The WHO Global Network for Age-friendly Cities and Communities was established in 2010 to connect cities, communities and organisations worldwide with the common vision of making their community a great place to grow old in. The mission of the Network is to stimulate and enable cities and communities around the world to become increasingly age-friendly.

NEWCIS

NEWCIS is one of the largest providers of carer services in Wales – delivering information, one to one support, training and counselling to carers who provide unpaid support to family or friends living in North East Wales.

Older People’s Commissioner for Wales

The Older People’s Commissioner for Wales protects and promotes the rights of older people throughout Wales, scrutinising and influencing a wide range of policy and practice to improve their lives. The Commissioner’s role is underpinned by a set of unique legal powers to support her in reviewing the work of public bodies and holding them to account when necessary.

Volunteering Matters

A national charity that aims to bring people together to overcome some of society’s most complex issues through the power of volunteering

World Health Organisation (WHO)

WHO is the United Nations agency that connects nations, partners and people to promote health, keep the world safe and serve vulnerable people, so that everyone, everywhere can attain the highest level of health and wellbeing.