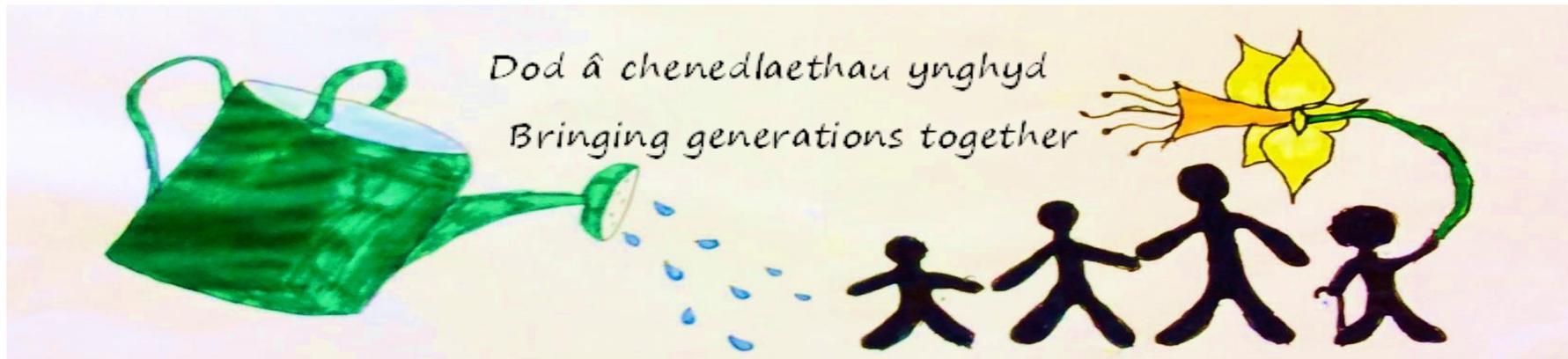




Cyngor Sir  
**CEREDIGION**  
County Council

# Ageing Well in Ceredigion

A delivery plan for making Ceredigion a  
great place to grow older



*Dod â chenedlaethau ynghyd*  
*Bringing generations together*

If you require this document in an alternative format, such as large print or a coloured background, please contact:

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## *Ageing Well in Ceredigion*

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## Foreword

Ceredigion's Champion for Older People and I, as Leader of Ceredigion County Council and Welsh Local Government Association spokesperson for the Ageing Well agenda, are delighted to introduce Ageing Well in Ceredigion 2016-2019.

In Ceredigion, we recognise ageing as a positive progression and value the contribution that older people make, both to our communities and to the wider economy. Ageing Well is about being able to continue to do the things that matter to us as individuals. We want to ensure older people are supported well in their communities, so that everyone over 50 can lead their lives fully; and where help and support is required, there are appropriate services available to assist.

Not only does this plan set out our commitment to working with older people, carers, their families and a wide range of stakeholders in Ceredigion but importantly addresses the issues and aspirations of people aged 50 and over living in Ceredigion.

The plan sets out the vision for the county and identifies five key priority areas of work, all of which link in with the Ageing Well in Wales programme and the Strategy for Older People in Wales. It includes references to loneliness and isolation, financial resources, learning and employment, falls prevention, dementia supportive and age friendly communities amongst others. These themes also reaffirms Ceredigion County Council's commitment to core values which underpin our work and services as identified in the Council's Corporate Strategy 2013-2017. These include the delivery and improvement of services to meet the needs of our citizens and the provision of services that contribute to a healthy environment, healthier lives and protect those who are vulnerable in the County. Similarly there are key relevant priorities identified in Ceredigion's Single Integrated Plan, Ceredigion for All including: People in Ceredigion live in safe and affordable homes and communities and People in Ceredigion are able to live fulfilled lives.

Individuals can do much to maintain their own health and wellbeing however we appreciate that working with other public bodies, third sector and communities can help ensure that we are able to locally deliver key aims as identified in this strategy.

We recognise that we are currently in financially challenging times and we acknowledge that there are important opportunities and benefits for collaborative working to enable the joint delivery of key actions as identified in this plan. Ultimately, we want to ensure that Ceredigion is a great place to grow older.

**Councillor Ellen ap Gwynn**  
**Leader**  
**Ceredigion County Council**

**Councillor Catherine Hughes**  
**Champion for Older People in Ceredigion**  
**Ceredigion County Council**

# 1. Introduction

*Welcome to Ageing Well in Ceredigion*

Ageing Well in Ceredigion follows the Older Peoples Strategy for Ceredigion (2004). The purpose of this document is to demonstrate how Ceredigion County Council will work with residents in our communities, partner agencies and organisations to take forward the Ageing Well in Wales programme and phase 3 of the Strategy for Older People in Wales 2013-2023: Living Longer, Ageing Well.

The challenge in Wales, as set out by Welsh Government to be undertaken and met by all 22 Local Authorities in Wales by 2023 is to:

- Create a Wales where full participation is within the reach of all older people and their contribution is recognised and valued.
- Develop communities that are age-friendly while ensuring older people have the resources they need to live
- Ensure that future generations of older people are well equipped for later life by encouraging recognition of the changes and demands that may be faced and taking action in preparation.

In order to demonstrate how these and other national priorities are being delivered in Ceredigion and how they interact with other local influencing documents, an ambitious Delivery Plan has been prepared based on the 5 headings as identified within the Ageing Well in Wales programme.

Theme 1: Age Friendly Communities

Theme 2: Dementia supportive communities

Theme 3: Falls Prevention

Theme 4: Opportunities for employment and new skills

Theme 5: Loneliness and isolation

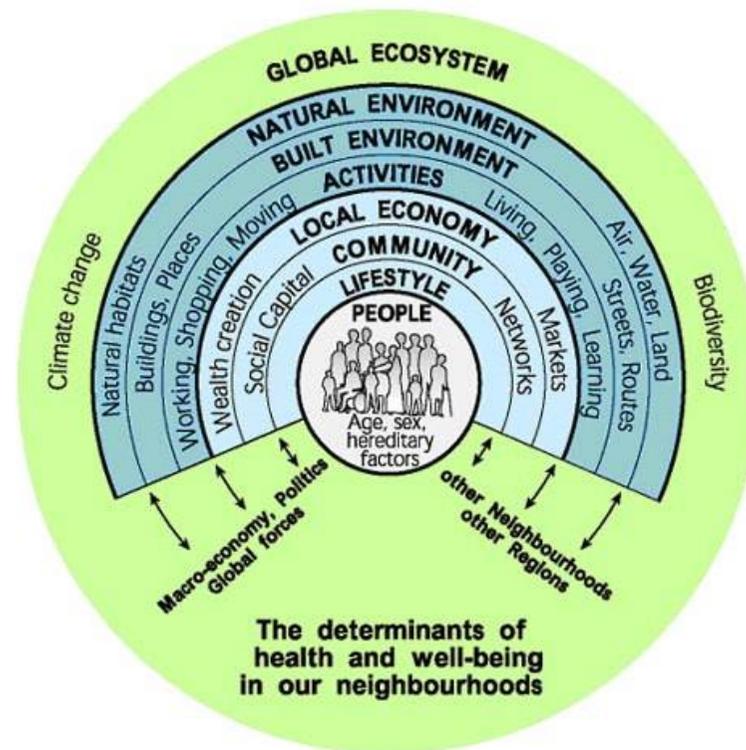
We recognise the important role which local public services and partner organisations have not only in the delivery of a service for the over 50's but also the benefits of providing timely and appropriate information and support. In so doing, providing valuable opportunities to enable residents to identify their own issues and solutions and to make informed decisions to help themselves, their relatives, friends and neighbours to age well.

Thankfully a greater number of people are enjoying good health for longer, but people are also living longer with more complex conditions, such as dementia. We therefore appreciate that many more people will require support in the future.

This plan reflects the rights for older people in Wales, includes key points of the Ageing Well in Wales programme 2014-19 and the Older People in Wales Strategy 2013-2023. This local delivery plan will be an organic and changing document that will be contributed to by the local public sector and third sector services provided in county. It will be monitored quarterly by Ceredigion's Older People's Partnership and reviewed and updated as required.

Reductions in public spending balanced with public expectations and aspirations inevitably make these challenging times. Nevertheless, public services in Ceredigion County Council will work towards meeting local requirements within available resources.

This Delivery Plan reflects both priorities identified within the Ageing Well in Wales programme (AWW) and the Strategy for Older People in Wales (SOPW) and will address areas which influence the health and wellbeing of Ceredigion's residents aged over 50, as presented in this Dahlgren and Whitehead chart.



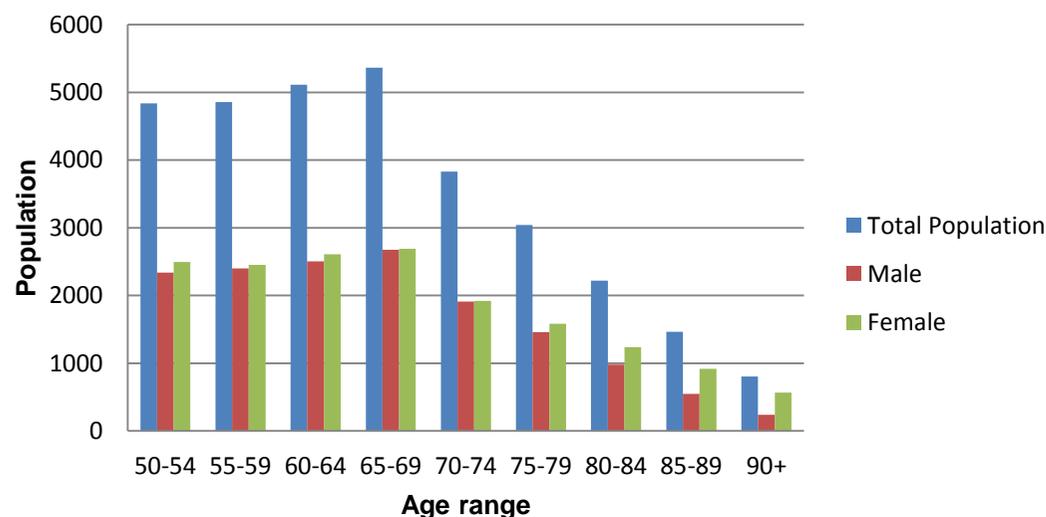
## 2. The Local Context

### Local demographics

Ceredigion has an overall population of 75,900 (2011 census) with 31,000 people aged 50 and above; more people across the whole of England and Wales are living past 100 – 7,090 in 2002 to 12,320 in 2012 (ONS mid term data) and many people will spend as long or longer in retirement than in employment.

Using the 2011 Census data, population estimates for mid 2013 show the age profile for the over 50s in Ceredigion.

**Mid 2013 population estimates  
for Ceredigion (50+)**



Age	Total Population	Male	Female
50-54	4835	2340	2495
55-59	4855	2402	2453
60-64	5114	2505	2609
65-69	5365	2674	2691
70-74	3830	1911	1919
75-79	3041	1460	1581
80-84	2219	981	1238
85-89	1466	548	918
90+	805	238	567
<b>Total 50+</b>	<b>31530</b>	<b>15059</b>	<b>16471</b>

*(Source: ONS 2013 Mid Year Estimates)*

Using the latest data (StatsWales projections 2011 baseline) the population of Ceredigion is to increase from 75,601 in 2013 to 77,543 in 2023, an increase of 2.5% which is slightly lower than the projection for Wales as a whole. However, 18.6% of the population are aged 65–84, and this group is forecast to increase by 14%, which is consistent with the rate of increase for Wales.

What is noticeable is that the rate of increase amongst those in their seventies and eighties is far greater than those in their sixties and in Ceredigion. We are forecasting that between 2013 and 2025 there will be an increase from 2,240 to 3,280 individuals aged 85 and over; and we project that those aged 65 and over will increase from 16,830 to 20,250.

Population projections indicate there will be a 60% increase in the number of over 75's by 2031; an age when (historically) more people need critical health and social care services to support them through these years of their lives. Current estimates suggest that about half of all men and a third of all women will need support from social care services as they get older. We need therefore to recognise the effect which this has on resources and the challenge which it poses to both local communities, third sector and public bodies.

With an ageing population there are predictions about the likely health challenges that people will face:

- The number of people aged over 65 with dementia is set to rise by 79% by 2030
- An increase of 27% in the number of people with diabetes
- 32% increase in number of people with mobility problems
- 35% increase in hospital admissions because of falls by 2030

The ageing population increase is due to a number of factors but largely because people are living longer due to better public health and social dynamics, along with improvements in conquering or managing health conditions.

### 3. The views of local people in Ceredigion

Since the national Strategy for Older People in Wales started to develop in 2001 we continue to engage older people across Ceredigion in relation to the local strategic direction. We have a network of those we consult with, which is growing all the time. This includes Ceredigion's 50+ Forum, local 50+ fora and other local groups. Importantly, work will continue with these groups to ensure that the workstreams implemented, reflect the needs of the county in relation to the Ageing Well in Wales programme and Strategy for Older People in Wales.

As one would expect the views of people vary depending on age and outlook, current health and financial capacity. People in their 50s are often surprised at being included in a strategy for *older people* but, once they understand we want to support healthy ageing and good quality retirement, the concept is more readily accepted.

We recognise the need to listen to what people tell us and our focus should be to act on the feedback they give us regarding their needs. Reductions in public spending balanced with increasing public expectations and aspirations inevitably make these challenging times; however Ceredigion County Council will continue to work towards meeting local requirements within available resources.

The views which we are aware of to date have been included within the delivery plan under each of the theme headings and we acknowledge that there are a number of cross cutting issues including the Welsh Language. Ceredigion remains one of the strongholds of the Welsh language. According to the 2011 Census, 47.3% (34,964) of those aged 3 and over in Ceredigion spoke Welsh and 49.5% can read, speak or write in Welsh. The proportion of Welsh speakers varied from area to area. However, from the 40 wards in Ceredigion, the highest percentages of Welsh speakers were Tregaron (67%), Llandysul (65%) and Aberaeron (60%). Analysis, also indicated that 46.4% of over 65's were Welsh speakers.

The use of the Welsh language by service providers is covered by the *Welsh Language Act* and the language policies of the individual agencies. These will provide the framework for designing services to ensure the full use of the language for service users.

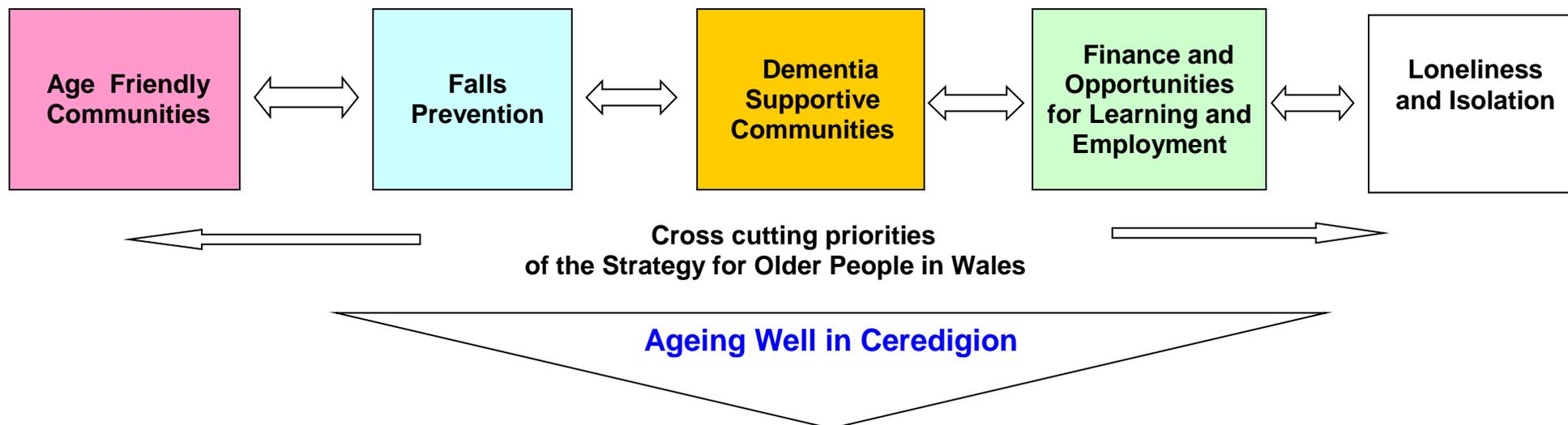
## Local delivery – Ageing Well in Ceredigion Delivery Plan

This Ageing Well in Ceredigion Delivery Plan has been prepared to reflect the key requirements identified within the two key National drivers, namely the Strategy for Older People in Wales (SOPW) and the Ageing Well in Wales (AWW) programme and thus demonstrates how the National priorities are being acted upon locally.

It has been designed, in a 'results based accountability' format (raguide.org) and mirrors the reporting framework of the Single Integrated Plan. It is designed to identify key strands of work which are currently and can potentially be delivered, in so doing, helping inform key stakeholders to link up with existing and support future workstreams where appropriate, whilst also help identify gaps in provision.

The delivery plan has been split into five themes, as below, to correspond with the Ageing Well in Wales priorities whilst integrating these with the requirements of the Strategy for Older People in Wales.

### THE 5 THEMES OF THE DELIVERY PLAN FOR AGEING WELL IN CEREDIGION 2016-2019



## **Theme 1 Age Friendly Communities**

### **Overall Aim**

To meet the needs of older people, and people of all ages, in each individual community by responding directly to their needs. Such communities will encourage and enable older people to engage with their surroundings and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.

### **What older people in Ceredigion tell us:**

Lack of information, difficulties in using or accessing facilities and locations can often prevent someone from going out. This in turn can lead to feelings of isolation which can have a negative impact on their health. We need to consider how we engage with and help people be aware of transport routes and timetables, available parking, distance to their venue from the bus stop or car park, access issues, seating, access to toilets and refreshments. We need to ensure there is an integrated approach to thinking about the places where people live and how best to promote older people's wellbeing and engagement with their physical and social environments. This can include physical design, promoting better access and mobility, promoting people's social engagement and developing support and relationships between the generations.

There is also need to support and train public service staff and our partners to fully understand the impact of direct, indirect and subconscious ageism. We need to develop a culture across the county that encourages everyone to see ageing not as a burden but to realise that those who are 50+ are the largest consumer market of our time, an important part of local and national economies and an enormous resource who give significant amounts of time to volunteering, caring and child care.

The majority of older people are able to run their own lives and have minimal contact with public services. However where older people and those who care for them do need additional support, providing the right information at the right time is critical and some need additional support after life changing events to reconnect with their communities and develop as sense of their individual self-worth.

### **Existing good practice in Ceredigion:**

- Allocated champion for older people within Ceredigion County Council
- Delivery of Carer Aware programmes of work
- Support services of third sector

<b>What will be done over the next 3 years</b>			
<b>Priority Area</b>	<b>What we will focus on</b>	<b>Overseeing Partnerships / Groups</b>	<b>Key Target Outcome</b>
<b>Links to the Ageing Well in Wales Priorities</b>			
Development of Age-friendly locations in the county	<p>Undertake age friendly community assessments with communities to look at areas of concerns and work with the community to develop their own solutions</p> <p>Work with partner organisations to obtain views on need in Ceredigion through the 50+ forums, community groups and other organisations including Town and Community Councils</p> <p>Work with partner organisations, where capacity allows, to help facilitate projects where a need is identified in communities</p> <p>Work with local community, town councils and organisations to become recognised as age-friendly places</p> <p>Work with local businesses to become age – friendly places to work and visit</p>	<p>Intergenerational Community Resilience group</p> <p>Ceredigion Older People’s Partnership</p> <p>Ceredigion Older People’s Partnership</p> <p>Intergenerational Community Resilience</p> <p>Intergenerational Community Resilience</p>	Increased number of locations in the county which are recognised as being Age-Friendly or are working towards achieving Age-Friendly status

<p>Strengthen inter-generational work within the county</p>	<p>Carry out a survey to establish the level of intergenerational activities carried out in Ceredigion schools</p> <p>Raise awareness on the value of having intergenerational champions in Ceredigion schools</p> <p>Continue to support intergenerational clubs within the county</p> <p>Raise awareness of intergenerational clubs and the value they can bring in an attempt to increase the numbers of clubs within the county</p> <p>Support the development of activities between older people and children and young people with the aim of breaking down barriers and improving relationships between these groups and carry out perception interviews with participants to demonstrate the difference it can make</p>	<p>Intergenerational Community Resilience</p> <p>Intergenerational Community Resilience</p> <p>Ceredigion Older People's Partnership</p> <p>Ceredigion's Older People's Partnership</p> <p>Intergenerational Community Resilience</p>	<p>Increase the number of intergenerational activities in schools</p> <p>Increase the number of schools with intergenerational champions</p> <p>Increased intergenerational opportunities in the county</p> <p>Have a greater understanding on the potential value of intergenerational work on a local basis and opportunities to influence other areas of work</p>
<p>Champions for older people within organisations</p>	<p>Develop guidance material to clarify what it means to be a Champion for Older people / age-friendly advocate</p> <p>Raise awareness with community councils on the value of having champions for older people / age-friendly advocates</p> <p>Identify Champions for Older People / Age-friendly advocates in Ceredigion County Council</p> <p>Encourage uptake of Champions for Older people / age friendly advocates in other organisations including Dyfed</p>	<p>Intergenerational Community Resilience</p> <p>Ceredigion's Older Peoples Partnership</p> <p>Ceredigion's Older People's Partnership</p> <p>Ceredigion Older People's Partnership</p>	<p>Key areas of work have identified champions for older people / age-friendly advocates</p>

	Powys Police, Hywel Dda University Health Board, Mid and West Wales Fire and Rescue Services and relevant third sector organisations		
<b>Links to the Strategy for Older People in Wales National priorities</b>			
Equalities	Work with Ceredigion County Council's Equalities Officer and other relevant individuals to provide appropriate training and support for Champions for Older People which includes key issues such as sensory impairment  Actively promote the use of RNIB guidance	Ceredigion Older People's Partnership	Training is provided and numbers attending recorded
Provision of accessible, safe and welcoming public spaces	Ensure public toilets continue to be provided in Ceredigion which are suitable, accessible and clean  Develop an audit checklist based on need which organisations can use in order to establish if their locations are accessible, safe and welcoming	Ceredigion Older People's Partnership  Ceredigion Older People's Partnership	Survey results of public toilets  Audit checklist developed and number of organisations that have used this
Living in the community	Promote grant opportunities such as Awards for All for community Groups and provide support for schemes where necessary	Ceredigion Older People's Partnership	Number of known grant allocations which assist older people living in their communities
Diversity	Produce positive stories in traditional media formats and using social media in order to highlight the value of older people to our communities, in an attempt to address age-discrimination  Work with service areas of Ceredigion County Council and partner organisations to ensure that equality impact assessments are undertaken for areas of proposed changes to service delivery within the county addressing how this impacts on older people in Ceredigion  Continue to deliver equality training within the county	Intergenerational Community Resilience  Ceredigion Older People's Partnership  Ceredigion Older People's Partnership  Ceredigion Older	Articles are prepared and circulated. Number of social media 'hits' recorded  The number of equality impact assessments undertaken in relation to proposed changes to service delivery within Ceredigion County Council and other organisations

	Ensure that services recognise the language needs of users and where appropriate implement Ceredigion's Equality Agenda	People's Partnership	
Social participation - Supporting Carers	<p>Continue to highlight awareness of unpaid carers within the county through delivery of the Carer Aware E-learning programme</p> <p>Continue to work with partners on the Investors in Carers programme and work on extending the provision from GP surgeries to community pharmacies, hospital settings and secondary schools</p> <p>Promote and support cross cutting activities to raise awareness with local employers of carers rights to request flexible working and promote the economic and business case for supporting carers in the workforce within work life balance policies</p> <p>Continue to circulate Jigsaw newsletter to relevant groups</p>	<p>Ceredigion Carers Alliance</p> <p>Ceredigion Carers Alliance</p> <p>Ceredigion Carers Alliance</p> <p>Ceredigion Carers Alliance</p>	<p>Increased numbers of carer aware training delivered within Ceredigion</p> <p>Increased locations in the county receiving Investors in Carers Award.</p> <p>Reduced staff stress and absence due to juggling work and caring responsibilities</p> <p>Carers reporting improved awareness of support and opportunities available</p>
Social Participation – Raise awareness of issues associated with substance misuse in older age	<p>Continue to deliver the Alcohol Brief Intervention programme ensuring links are made to the Foundation for Change Programme</p> <p>Raise awareness of alcohol harm through attendance at community events and community groups</p>	<p>Foundations 4 Change – Alcohol Brief Intervention</p> <p>Ceredigion Older People's Partnership</p>	<p>Increased numbers of individuals trained in Alcohol Brief Intervention</p> <p>Numbers of recorded brief interventions undertaken</p> <p>Awareness raised and number of contacts</p>

			recorded
Access to information	<p>Develop a single point of contact for all services available within Ceredigion</p> <p>Promote use of InfoEngine and Family Information Service as a means to access up to date information on community activity and services available within Ceredigion.</p> <p>Develop community information points in partnership with Housing Associations and other key partners</p> <p>Deliver digital inclusion training</p>	<p>Ceredigion Older People's Partnership</p> <p>Ceredigion Older People's Partnership</p> <p>Ceredigion Older People's Partnership</p> <p>Ceredigion Adult Learning Partnership</p>	<p>Single point of access</p> <p>Number of hits recorded on InfoEngine and feedback as to whether the reader found the information of value</p> <p>Number of community information points developed</p> <p>Number of digital inclusion courses delivered</p> <p>Numbers attending digital inclusion training</p>
Healthy ageing	<p>Deliver physical activities which are tailored to older people's needs both within County Council provision and with partners, such as the exercise referral scheme, falls prevention, Tai Chi etc.</p> <p>Ensure members of the GP Lifestyle advocacy programme are aware of the opportunities available to help their patients maintain or be introduced/re-introduced to appropriate physical activity opportunities available in their communities</p> <p>Deliver community nutrition interventions such as Foodwise</p>	<p>Ceredigion Older People's Partnership</p> <p>Health, Social Care and Wellbeing Executive Group</p> <p>Ceredigion's Older People's Partnership</p>	<p>Number of activity units provided by the Exercise Referral Team</p> <p>Awareness raised and advice given</p> <p>Community nutrition interventions / training carried out</p>

## Theme 2

### Falls Prevention

**Overall Aim:**

To help older people to maintain their health and wellbeing, live longer in their own homes and remain active in their communities

**What older people in Ceredigion tell us:**

Access to information and advice needs to be improved so people can find out what help they can get, where from, and how. In doing so, allowing individuals should they wish, to remain as independent as possible in their own homes and communities.

Leading a healthy lifestyle from as early an age as possible will help to extend life expectancy and it is never too late to start. We therefore need to find ways to support cultural change that encourages residents, public services and their partners to help residents to help themselves when preparing for later life. A change of this nature will support people to keep as well as they are able to, enabling them to have the best quality of life within their personal circumstances, no matter how long people live. It is also important to note if we take a life course approach to ageing well we will be creating positive and supportive communities, not only for older people, but also for children and young people, young families, Carers etc.

There is a need for appropriate as well as suitable, warm and safe housing for all people living in Ceredigion.

**Existing good practice in Ceredigion:**

- Delivery of the Postural Stability Instruction as part of the National Exercise Referral service
- Toe nail cutting services delivered by Age Cymru Ceredigion
- Provision of housing adaptations to prevent falls
- There is a Strategic Falls Prevention Group to work as a partnership on this priority

<b>What will be done over the next 3 years</b>			
<b>Priority Area</b>	<b>What we will focus on</b>	<b>Overseeing Partnerships / Groups</b>	<b>Key Target Outcome</b>
<b>Links to the Ageing Well in Wales Programme priorities</b>			
Increase awareness of preventable causes of falling and know how to reduce the risk of falls	Produce a short film and supporting leaflet explaining how people can prevent a fall in their home and raise awareness of falls prevention classes in Ceredigion. Distribute these to all GP surgeries and hospital outpatients department for display in their waiting areas	Foundation 4 Change - Falls Prevention	Increase number of individuals being referred into the Postural Stability Instruction programme and numbers completing phases I, II and III of the programme
	Develop a multidisciplinary questionnaire identifying potential areas of concern to help signpost to the appropriate service	Foundation 4 Change – Falls Prevention	Questionnaire developed, used and appropriate signposting offered
	Promote existing literature produced by the third sector which refers to the multidisciplinary approach – raising awareness of the issues associated with falls and promote evidence based interventions which reduce the risk of falling	Foundation 4 Change – Falls Prevention	Literature available and provided
	Work with a third sector organisation to trial and evaluate the use of a multidisciplinary brief intervention	Foundation 4 Change – Falls Prevention	

<p>Map and assess current levels of early identification and preventative interventions in Ceredigion</p>	<p>Develop a database of completed multi-disciplinary brief interventions in order to understand trends and demand for services</p> <p>Using the reports from the database and cross referencing the services available, undertake a specific audit to understand individual's barriers to accessing services</p> <p>Develop a standardised approach to the preventative intervention mapping tool</p> <p>Undertake a patient story associated with an older person six months after they were identified as being at risk of falling by the brief intervention</p>	<p>Foundation 4 Change – Falls Prevention</p>	<p>Development of a database to which all partners are able to contribute</p> <p>Report from the database will enable a geographic and demographic profile of people at higher risk of falls and identify who is managing to make contact and undertaking the brief intervention</p> <p>Increased awareness of the value which interventions can have on an individual's life and their carers/families</p>
<p>Falls prevention is integrated into health and social care programmes as part of a wider ageing well approach</p>	<p>Continue to ensure that falls remains a priority within Ceredigion's County Steering Group and incorporates best practice associated with other pathways</p> <p>Ensure falls prevention is identified as a priority within the Single Integrated plan and is reported into the Health, Social Care and Wellbeing Executive Group and Local Service Board</p>	<p>Ceredigion's County Steering Group</p> <p>Health, Social Care and Wellbeing Executive Group</p>	<p>Numbers of individuals using community service provision following discharge from formal services</p> <p>Partner organisations are aware of the value of the falls prevention</p>

	Develop clear pathways from statutory services provision to community service provision utilising transparent checks and balances. Obtaining a baseline and increasing the number of referrals / recommendations from statutory service provision to community groups	Foundation 4 Change – Falls Prevention	programme and recognise opportunities for their own service areas  A seamless approach is provided for individuals who are being referred on from a statutory service to a community group
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**Links to the Strategy for Older People in Wales priorities**

Healthy Ageing – older people enjoy good physical, mental and emotional health and wellbeing with the aim of being able to live independently for longer with a better quality of life and continue to participate in their communities	Continue to implement the National Exercise Referral programme for Postural Stability Instruction. Referring individuals from primary care services into Leisure services of Ceredigion County Council	Foundation 4 Change – Falls Prevention	Numbers of referrals and activity units provided
	Work with partner organisations to look at how details of all low level physical activity can be promoted.	Ceredigion’s Older People’s Partnership	A range of activities are provided on a county basis
	Continue to provide free swimming and concessionary rates	Ceredigion’s Older People’s Partnership	Numbers of individuals participating in sport Numbers accessing the webpages
	Work with partners to ensure that opportunities to assist with delivery of physical activities, mental and emotional health interventions are identified within Info-engine and services refer to the information provided in the online database	Ceredigion’s Older People’s Partnership	



### Theme 3

#### Dementia Supportive Communities

**Overall Aim:**

To have a high level of public awareness and understanding of dementia (for example, a local or national organisation such as a shop, bank or corporation, or a village or town)

**What older people in Ceredigion tell us:**

The majority of older people are able to run their own lives and have minimal contact with public services. However where older people and those who care for them do need additional support, providing the right information at the right time is critical and some need additional support after life changing events to reconnect with their communities and develop a sense of their individual self-worth.

**Existing good practice in Ceredigion:**

- Aberaeron town is working towards Dementia Friendly status
- Dementia friends training in place

<b>What will be done over the next 3 years:</b>			
<b>Priority Area</b>	<b>What we will focus on</b>	<b>Overseeing Partnerships / Groups</b>	<b>Key Target Outcomes</b>
<b>Links to the Ageing Well in Wales Programme priorities</b>			
People in Ceredigion affected by dementia feel confident, valued and understood	Work with partners and engage with people affected by dementia and their carers to help identify what a dementia supportive community means to them	Intergenerational Community Resilience	Engagement work carried out
	Develop standardised toolkit and information for distribution to help communities and businesses become dementia friendly places	Intergenerational Community Resilience	Toolkit developed and promoted
	Develop a database of dementia friendly places in Ceredigion. To be promoted on line and in other accessible formats such as information leaflets / newsletters / posters	Intergenerational Community Resilience	Database produced and publicised
Improve timely identification of dementia and improve support provided before, during and after identification	Develop a database of completed multi-disciplinary interventions in order to understand the trends and demand	Ceredigion Older People's Partnership	Database developed
	Identify schemes available to help improve awareness of the needs of dementia patients in settings such as the Butterfly Scheme and implement such schemes where possible	Ceredigion Older People's Partnership	Increased awareness of dementia needs with employees and a better experience for dementia patients and their carers at settings
Enhance and extend training provision for all public services and the third sector	Deliver and promote the PANDA's training for staff in Ceredigion County Council and partners to increase the understanding of public health implications of dementia and raise awareness of the lifestyle choices and behaviours that can be changed to reduce risk	Ceredigion Older People's Partnership	Increased numbers of individuals receiving training within the county
	Deliver the Dementia Friends training to employees / volunteers of statutory and third sector organisations	Intergenerational Community Resilience	Increased numbers of individuals receiving training

	including GP surgery carer leads and those working in religious establishments and schools ensuring people have a greater understanding of the needs of those suffering from dementia and their carers  Dementia Friends training provided and linked to the PANDA's training where appropriate		within the county
		Intergenerational Community Resilience	
<b>Links to the Strategy for Older People in Wales priorities</b>			
Healthy Ageing – older people enjoy good physical, mental and emotional health and wellbeing with the aim of being able to live independently for longer with a better quality of life and continue to participate in their communities	Continue to provide walk leader training  Continue to provide free swimming sessions (subject to continued support from Welsh Government)  Provide free swimming for veterans and ex-servicemen in Ceredigion (subject to continued support from Welsh Government)  Increase awareness of community activities through promotion of the InfoEngine (web based directory of local support groups and community activity).  Increased awareness of community activities through notifications through Ceredigion 50+forums, community groups, libraries, social media and webpages	Ceredigion Actif  Ceredigion Actif  Ceredigion Actif  Ceredigion Older People's Partnership  Ceredigion Older People's Partnership	Participation rates in physical activity as measured by the Sports Council Participation Survey.  Increased awareness of opportunities available  Increased awareness of opportunities available  Increased awareness of opportunities available

## Theme 4

### Finance and Opportunities for Learning and Employment

#### Overall Aim

Ensure the experience of older people is optimised through continued learning and employment

#### What older people in Ceredigion tell us:

Income is often an issue for older people as there is little room for manoeuvre since gaining employment and increasing household income is unlikely. This sets them aside from other demographic groups. It is estimated that 84,000 older people in Wales (14% of those aged 65 or over) are living in poverty. Unclaimed Pension Credit is worth £168m each year and around one-third of eligible older people (some 94,800 people) do not claim or receive it which will almost inevitably result in an increase in health and well-being issues that ultimately lead to increased costs to Health and Public sector services.

Having sufficient income is important to us all and so much hinges on feeling in control of our finances. Most people in retirement have a fixed income through a pension, though some people still work by choice or find they may need to supplement state and/ or occupational pension incomes or savings.

Public services can support people to plan for their retirement and manage their retirement income through providing information on affordable housing, information on energy efficiency, support with digital inclusion, support and information on debt management, financial and literacy skills and benefit entitlement and take-up. For some people who are too young or not ready to retire, re-training, access to employment, maintaining employment and flexible working are areas where they look to the public sector for information and support.

#### Existing good practice in Ceredigion:

- Development and distribution of Ceredigion's Cymdogion Cynnes document which promotes and signposts into service areas to ensure people can live in a warm and safe homes
  - There is a Maximising Income and Fuel Poverty group to work as a partnership on priorities identified
- Volunteering opportunities within British Red Cross to develop new skills and confidence

<b>What will be done over the next 3 years:</b>			
<b>Priority Area</b>	<b>What we will focus on</b>	<b>Overseeing Partnerships / Groups</b>	<b>Key target Outcome</b>
<b>Links to the Ageing Well in Wales Programme priorities</b>			
Older people in Ceredigion benefit from opportunities for participation	Work with partner organisations to raise the awareness of the benefits of volunteering in Ceredigion	Ceredigion Association of Voluntary Organisations	Volunteering rates in Ceredigion increase
	Work with partners to increase the number of older people continuing their learning and skill development before and after retirement	Ceredigion's Adult Learning Partnership	Provision of targeted learning and skill development
	Work in partnership with providers of community learning and further education to promote current provision and identify gaps of those aged 50+	Ceredigion Adult Learning Partnership	Uptake of provision is increased and gaps are identified
Older people in Ceredigion benefit from opportunities to increase their income	Work with the Maximising Income and Fuel Poverty Prevention Group to develop a database, detailing the various services available in order to help individuals be referred into the most appropriate service	Maximising Income and Fuel Poverty Prevention Group	Database provided, giving organisations and members of the public as to where to access information
Older people in Ceredigion feel empowered to plan effectively for their future	Raise awareness of the Pensionwise service	Maximising Income and Fuel Poverty prevention Group	Individuals access the support available to them
	Raise awareness of support networks available to assist individuals to plan for their future	Maximising Income and Fuel Poverty Prevention Group	Individuals access the support available to them
<b>Links to the Strategy for Older People in Wales priorities</b>			
Learning and activities – Older people in Ceredigion have opportunities to	Undertake an audit of current provision of digital inclusion training	Ceredigion Adult Learning Partnership	Provision of training is more readily understood from all sectors
	Continue to provide digital inclusion training and establish linked opportunities for intergenerational work	Ceredigion Adult Learning Partnership	

<p>be engaged in lifelong learning and other appropriate social activities</p>	<p>Work with U3A to expand membership and delivery locations e.g. sheltered schemes</p>	<p>Ceredigion Older People's Partnership</p>	
<p>Financial Inclusion – Older People can access appropriate financial advice and services and are not over-indebted</p>	<p>Through the Maximising Income and Fuel Poverty Prevention group develop a database to establish financial products, services and advice available</p> <p>Highlight the awareness of Info-engine, as a source of information of support networks</p> <p>Ensure that the range of organisations that offer benefits advice offer are widely known to front line staff and voluntary groups</p> <p>Ensure that sub-county information on poverty related statistics, population profiling and other measures (e.g. housing data) are collated and analysed so as to ensure that services are targeted toward vulnerable groups at the most risk of poverty</p> <p>Work in partnership and promote West Wales Credit Union</p>	<p>Maximising Income and Fuel Poverty Prevention Group</p> <p>Ceredigion Older People's Partnership</p> <p>Ceredigion's Older People's Partnership</p> <p>Maximising Income and Fuel Poverty Prevention Group</p> <p>Maximising income and Fuel Poverty Prevention Group</p>	<p>Database provided</p> <p>Number of hits recorded on InfoEngine and feedback as to whether the reader found the information of value</p> <p>Increased uptake of benefits for those who are eligible</p> <p>Data profile of poverty, population and housing available.</p> <p>Increased awareness of West Wales Credit Union and numbers of accounts increase</p>
<p>Pensions and other income – Older people in Ceredigion have an adequate standard of income and are receiving all the</p>	<p>Work with partners to ensure those entitled to benefits are supported where necessary to help them access their benefits</p>	<p>Maximising income and Fuel Poverty Prevention Group</p>	<p>Greater understanding of support available and uptake of benefits</p>

financial benefits to which they are entitled			
Energy efficiency – Older people in Ceredigion live in energy efficient homes and can afford to heat their homes	<p>Deliver a coordinated programme for ECO, Green Deal and promotion of NEST to address fuel poverty and Work in partnership to deliver other affordable warmth initiatives</p> <p>Work in partnership to increase the awareness of how to access affordable and appropriate energy tariffs; including households not on mains gas network through delivery of the Cymdogion Cynnes pack – highlighting help and assistance available to ensure homes are both safe and warm</p> <p>Increase awareness of fuel syndicates in the county and the benefits which they can bring</p>	<p>Maximising income and Fuel Poverty Prevention Group</p> <p>Maximising income and Fuel Poverty Prevention Group</p> <p>Maximising income and Fuel Poverty Prevention Group</p>	<p>Number of houses per annum where an excess cold hazard was reduced to an acceptable level (private housing stock).</p> <p>Number of properties where interventions have been carried out to improve the energy efficiency of their homes</p> <p>Number of individuals on Cymdogion Cynnes distribution list</p> <p>Membership of the known 19 fuel syndicates within Ceredigion</p>
Housing – Older people in Ceredigion are supported to live in homes and communities that are suitable for their needs	<p>Deliver Ceredigion's Housing strategy &amp; Designated Older Person's Housing Allocation Policy</p> <p>Continue to undertake housing adaptations that support the continued independence of older and vulnerable people</p>		<p>Average number of calendar days taken to deliver a Disabled Facilities Grant.</p> <p>Satisfaction survey for housing adaptations</p>

## Theme 5

### Loneliness and Isolation

#### Overall Aim

To reduce levels of loneliness and isolation and their negative impact on health and wellbeing as experienced by older people

#### What older people in Ceredigion tell us:

Loneliness and social isolation can affect as much as one in seven people over the age of 65 and there is a growing body of evidence detailing the importance of the social and emotional aspects of well-being for older people. We need to find ways to enable older people to no longer feel 'invisible' and that they have some contribution to make to their community and or wider society.

Access to services and transport are important to older people and facilities such as good lighting, seating, toilets and places to go to including shops, community halls, libraries, leisure, learning and health services all play an important role. Without access to these facilities there is potential for an increase in the sense of rural isolation which may have an impact on the need or demand for formal support from local agencies.

We need to consider how we can empower residents to protect themselves from abuse and prevent them from being subjected to scams in their own homes and if required, are able to access help and support if needed.

Lack of information, difficulties in using or accessing facilities and locations can often prevent someone from going out. This in turn can lead to feelings of isolation which can have a negative impact on their health. We need to consider how we engage with residents and help them access information such as transport routes and timings, available parking, distance to their venue from the bus stop or car park, access issues, seating, access to toilets and refreshments. We need therefore to ensure there is an integrated approach to thinking about the places where people live and how best to promote older people's wellbeing and engagement with their physical and social environments. This can include physical design, promoting better access and mobility, promoting people's social engagement and developing support and relationships between the generations.

#### Existing good practice in Ceredigion:

Park and ride facility linking the town and the hospital

British Red Cross Gofal y Ddolen service enabling people to reengage with their communities

<b>What will be done over the next 3 years:</b>			
<b>Priority Area</b>	<b>What we will focus on</b>	<b>Overseeing Partnerships / Groups</b>	<b>Key target Outcome</b>
<b>Links to the Ageing Well in Wales Programme priorities</b>			
Loneliness and isolation are recognised as public health and safety issues in Ceredigion.	Highlight the availability of Info-engine to help identify areas which are available which can help address and overcome loneliness and isolation	Ceredigion Older People's Partnership	Increased number of individuals using community resources
	Highlight the impact which loneliness and isolation can have on an individual and raise this as an issue with staff	Ceredigion Older People's Partnership	Number of hits recorded on InfoEngine and feedback as to whether the reader found the information of value
	Work with partners to develop approach to resilient communities	Foundation 4 Change – Intergenerational Community Resilience	Reduce loneliness and isolation  Communities become more resilient
The main causes of loneliness amongst older people are identified and understood	Work with partners to identify reasons for loneliness and if it is exacerbated by certain factors such as sensory impairment, mobility, location and fear of falling, the need to carry out caring responsibilities etc.	Ceredigion Older People's Partnership	Better understanding on triggers for isolation and actions which can be taken to mitigate this
Provide innovative and accessible support which addresses the impact that affect older people, particularly when faced with changes of life circumstances	Housing schemes promote interaction and inclusion	Ceredigion Older People's Partnership	Increased access to Info-engine and services available.
	Work with places of worship to help address loneliness and bereavement  Work with places of worship to raise awareness of the support services available which they can refer individuals onto  Continue to work with partners to address loneliness and isolation such as through the British Red Cross Gofal y Ddolen service and other similar third sector provision	Ceredigion Older People's Partnership	Continued access to services

<b>Links to the Strategy for Older People in Wales priorities</b>			
Transportation is affordable, safe, accessible and appropriate	<p>Engage with older people to ensure suitability of transport needs throughout the county and report back to relevant service areas</p> <p>Continuation of concessionary travel schemes in county</p> <p>Continue to provide park and ride services</p> <p>Continue to provide community transport schemes</p> <p>Support services provided to assist in applying for blue badge scheme</p>	Ceredigion Older People's Partnership	Transportation is provided, suitable for need
Social Participation	<p>Work with partner organisations to increase the awareness of abuse of older people</p> <p>Increase awareness of social and leisure activities available within individuals communities through working with partners and community/town councils</p>	<p>Ceredigion Older People's Partnership</p> <p>Ceredigion Older People's Partnership</p>	Increased uptake of luncheon clubs within the county

## Reporting framework

The Delivery Plan provides an initial framework for action that will evolve over time to reflect progress and the changing social, political and funding landscape of the next 3 years. It will be an organic and changing document that will be monitored quarterly by Ceredigion's Older People's Partnership and reported to Ceredigion's Health Social Care and Wellbeing Executive group of the Local Service Board. This will then be reviewed and updated as required.

A number of existing groups such as the Maximising Income and Fuel Poverty Group, Ceredigion's Strategic Falls Group, amongst others, will be critical in ensuring that these priorities are delivered. Similarly new multi-agency groups will be established to specifically address other themes including age friendly and dementia supportive communities.

Work will also continue with other groups, including Ceredigion's Carer's Alliance and Ceredigion's Third Sector Alliance to ensure that there is rounded approach to delivery.

The Ageing Well in Ceredigion plan is aimed at public services and partner organisations, identifying where local public services and our partners have a role to play in providing services and how we can also help residents to help themselves.

This plan was subject to public consultation in August and September 2015 and thus provided an opportunity for all public services and partner organisations to contribute to each of the five themes within the delivery plan for the county, ensuring it is reflective of the needs of the county. Responses included reference to the value of community councils, places of worship, recognising the importance and needs of unpaid carers in the County. Responses also included examples of current third sector schemes in place supporting the 5 themes of the plan, in addition, the feedback confirmed the need to address transportation yet recognising the strengths of the current provision, such as park and ride and the importance of retaining these services. It was evident that there needed to be reference to sensory impairment and this as well as the key points above has been reflected within the plan above.

This consultation process also informed and involved the public, communities and other key stakeholders.

Keeping people informed of progress and implementation of the Strategy is an ongoing process and we will do this by:

- Linking into existing networks including 50+ forums in Ceredigion
- Link in to existing partnership arrangements
- Use of [www.ceredigion.gov.uk](http://www.ceredigion.gov.uk)
- Contributing relevant elements to the Single Integrated Plan Annual report

## Key partners for delivery

INTERNAL to Ceredigion County Council:

This is a cross cutting piece of work and has potential to impact on all areas of work delivered by Ceredigion County Council, including; social care, education and lifelong learning, wellbeing, housing, environment, service, transportation and roads, access to services and in order to maximise the effectiveness of this plan, that all recognise the potential positive impact that they can have for Ageing Well in Ceredigion

EXTERNAL to Ceredigion County Council:

Hywel Dda University Health Board

Dyfed Powys Police

Third sector organisations

Ceredigion Association of Voluntary Organisations

Aberystwyth University

University of Wales Trinity St David

Hywel Dda Public Health Team

Coleg Ceredigion

Housing Associations – Tai Ceredigion, Cantref and Mid Wales Housing

Mid and West Wales Fire and Rescue service

Naomi McDonagh / Diane Davies

Community Wellbeing Services

Cyngor Sir Ceredigion County Council

Neuadd Cyngor Ceredigion

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