

Swansea's Ageing Well Action Plan

2016 - 2017



Ageing Well Action Plan September 2016 – March 2017

1.0 Introduction

In Swansea today nearly 20% (46,800) of our total population is over the age of 65. This number is set to increase by approximately 28% over the next 25 years, compared to an overall estimated population increase of just 8% over the same time period. This is the greatest increase across all the age bands. This is mostly due to improved mortality rates and the ageing forward of some population cohorts, including those born in the post-war 'baby boom' (*Local Authority Population Projections (2014-based) – October 2016. Information Research and GIS, City and County of Swansea.*). The steadily growing ageing population is putting ever increasing pressure on already stretched public sector services.

This Ageing Well action plan sets out a partnership approach to how we can support older people to improve their wellbeing and live safe, well and independent lives and contribute as a citizens. Furthermore it also sets a plan on how we will increase awareness and understanding of age friendly and dementia friendly practices across our workforces and partner agencies.

Most importantly, all the work we do will be underpinned by citizen involvement and participation, we need to ensure older people, people living with dementia and carers can voice their opinions, ideas and contributions and guide how we actually deliver these priorities so they truly contribute to the wellbeing of older people.

This action plan sets out short term priorities that can be achieved or significantly progressed by March 2017 to fit with PSB commitment to this work stream until that point. The plan and work to date will be reviewed in March and adjusted accordingly.

Through consultation with citizens and professionals the following priorities have been identified for the Public Services Board for 2016/2017

- Working towards becoming a Dementia-Friendly Community
- Developing and Age Friendly City Centre
- Developing and implementing a 'Making Every Contact Count' initiative across key partners
- Increasing support for vulnerable people through the expansion of Local Area Coordination
- Increasing awareness of existing Falls Prevention work.

2.0 Context of the Ageing Well Programme in Swansea

2.1 *Wellbeing of Future Generations Act (Wales)* – to think about the long-term, work better with people, communities and each other. Look to prevent problems and take a more joined up approach. The Ageing Well work contributes to 4 of the wellbeing goals:

- A healthier Wales
- A more equal Wales
- Wales of cohesive communities
- A Wales of vibrant Culture and thriving Welsh language.

2.2 *Social Services and Wellbeing Act (Wales)* – The Ageing Well work supports 3 of the 4 principles of this act:

- Wellbeing
- Partnership and Integration
- Prevention

2.3 The Older People's Commissioner for Wales' office, supported by the Welsh Government, WLGA, NHS Wales, etc. has led the development of the Ageing Well in Wales Programme.

- <http://www.ageingwellinwales.com/en/about-us>
- Ageing Well in Wales is a national Programme hosted by the Older People's Commissioner for Wales. It brings together individuals and communities with public, private and voluntary sectors to develop and promote innovative and practical ways to make Wales a good place to grow older for everyone. The overall aim of the programme is to ensure that there is an improvement in the wellbeing of people aged 50+ in Wales and it has the following priority areas:
 - Age Friendly Communities
 - Dementia Supportive Communities
 - Falls prevention
 - Opportunities for Learning and Employment
 - Loneliness and Isolation

2.4 *Swansea's Ageing Well Plan and Independence of Older People Strategy 2015 – 2020* - Supporting older people to live more safe, well and independent lives. The Ageing Well Steering group was established to ensure a successful partnership approach to delivery of the strategy.

2.5 'Ageing Well' was agreed as a priority work stream by the Public Service Board in May 2016

2.6 The content of the *Dublin Declaration on Age Friendly Cities and Communities in Europe* signed by The City & County of Swansea in February 2014 pledging commitment to creating an Age-Friendly City.

2.7 A motion agreed by Council in September and 2014 to become a '*Dementia Supportive City*' in partnership with the Dementia Supportive Community Forum

2.8 *Dementia Friends and Dementia Awareness training sessions*

- A significant number of front line staff in South Wales Police and Mid and West Wales Fire & Rescue Service have attended Dementia Friends sessions
- Over 14,600 ABMU staff have undertaken Dementia Awareness training.
- Front facing staff from the Ambulance Service and First Cymru have also received training
- The Dementia Friendly Communities Forum are working with the Federation of Small Businesses too increase dementia awareness.

2.9 *Swansea's Network 50+ Group*, a key mechanism for engaging with older people. 0.

2.10 Local Area Coordination is a community based approach which works in a holistic way with individuals, families, and carers of any age to enable them to stay strong, safe and connected as contributing citizens.

The Local Area Coordinators act as a single point of contact in communities of 10-15,000 people. They provide 'light touch' information and advice to anyone (Level 1 support), and more in depth, one-to-one input (Level 2 support) to older and disabled people, people with mental health issues, and people who may be vulnerable or excluded in some way to enable them to achieve their vision of a good life.

2.11 Swansea City Centre Development plans – an opportunity to create an 'Age Friendly City'

3.0 Implications for Swansea Council

3.1 Dementia Friendly City

We are working towards being a Dementia Friendly Local Authority. <https://www.alzheimers.org.uk/dementiafriendlycommunities> . There is no local authority in Wales with 'Dementia Friendly' status at this moment in time however many are working towards achieving it.

We will engage with people living with dementia and those who care for and support them, we will find out what we can do to improve their quality of life. Citizen engagement is essential. The results of our engagement work will inform the detail of the pledges we make to becoming 'Dementia Friendly'

As part of this process we will increase dementia awareness across all service areas. A 'Dementia Champion's' group has been established made up of representatives from across most services. They will help raise awareness in their service areas by delivering Dementia Friends sessions and promoting dementia friendly ways of working. We have committed to training 100% of front facing staff in dementia awareness in the next 12 months. Representatives have been nominated by Heads of Service.

Adult Social Service will undertake a full dementia training strategy beginning in January 2017; this will determine the level of training required for each role as in most cases staff will need a higher level of training.

3.2 An Age-Friendly City-Centre

We will ensure that older people have a voice in the proposed city centre developments. We will link older people to existing consultations and also carry out more generic engagement activities to find out what matters most to older people and reduce barriers to involvement and participation.

We require a commitment from our Economic Regeneration Department to consider and address the needs of older people to ensure that we are futureproofing our city for a steadily increasing older population.

3.3 Making Every Contact Count (MECC)

The intention of a MECC initiative is to make best use of contact our staff have with Swansea's older, vulnerable residents. We intend to develop a model that will equip appropriate staff with the knowledge and skills to identify risks e.g. fall hazards in the home, raise awareness of key services and initiatives and share vital information to ensure the best outcome for the individual. The model is yet to be developed but there will

be a requirement for front facing staff, particularly those entering residents' homes to consider identifying risks or opportunities that are broader than normally expected within their role.

3.4 The Expansion of Local Area Coordination

For every resident in Swansea to have access to the Local Area Coordination programme we would need approximately 18 Local Area Coordinators, we currently have 6 in post. We aim to increase this number and work towards a full complement with the support of our local partners.

An 18 month evaluation of the Local Area Coordination programme in Swansea is due to be published shortly which clearly highlights the health social and economic benefits.

3.5 Promotion of falls prevention work.

We must ensure we are promoting falls prevention awareness and activities through our front-line contact points (e.g. the contact centre and libraries), social services and through our sports and leisure services. We will develop our services to meet the need of older people and people living with dementia to ensure we are promoting the prevention of falls and reducing falls related admissions.

This has clear links with the proposed 'Making Every Contact Count' initiative.

3.0 Action Plan

3.1 Working towards becoming a Dementia Friendly City

Lead Organisation – City & County of Swansea (CCS) Polly Gordon, Community and Voluntary Sector Partnership Officer

Outline Actions and milestones	PSB Requirements and Resources	Additional Partners	Timescale
<p>1. <i>Identify and agree local criteria for becoming a Dementia Friendly Community</i></p> <ul style="list-style-type: none"> Engagement activities based on 	<ul style="list-style-type: none"> CCS Lead Officer Appropriate PSB representatives identified to support this work stream through Ageing Well sub groups. PSB approval 	<ul style="list-style-type: none"> Swansea Dementia Supportive Community Forum Alzheimer's Society Carers Centre 	<p>Criteria agreed by PSB November 2016</p>

<p>national indicators</p> <ul style="list-style-type: none"> • Criteria developed based on results of engagement activities and agreed by key partners. • Criteria agreed by PSB 			
<p><i>2. Develop and implement a 12 month action plan to meet criteria for achieving Dementia Supportive Community status.</i></p> <ul style="list-style-type: none"> • Agree priority areas to include in the action plan • PSB approval of the action plan 	<ul style="list-style-type: none"> • PSB to approve and commit to the implementation of the action plan. 	<ul style="list-style-type: none"> • As above 	<p>Action Plan approved by PSB January 2017</p>
<p><i>3. Promote understanding and awareness of dementia across third, statutory and private sector.</i></p> <ul style="list-style-type: none"> • Undertake audit of dementia awareness training within PSB core and invited organisations • 100% of PSB front line staff to be trained in dementia awareness within 12 months. • Work with BID/City Centre Partnership and SCVS to undertake audit of dementia awareness in city centre organisations and promote Dementia Friends. • Support the Dementia Friendly Communities Forum to increase awareness across the 	<ul style="list-style-type: none"> • PSB to contribute to the training audit • PSB commitment for 100% of front line staff to be trained in dementia awareness or attend a Dementia Friends session between January 2017 and January 2018. 	<ul style="list-style-type: none"> • Swansea Dementia Supportive Community Forum • Alzheimer's Society • Social Care Institute for Excellence 	<p>Nov 2016 – March 2017</p> <p>Training ongoing over 12 months</p>

Federation of Small Businesses.			
4. <i>Develop a publicity plan to promote the partnership work in this area.</i>	<ul style="list-style-type: none"> • Lead Officer to coordinate • PR officers across all PSB partners to contribute 		Plan agreed November 2016

3.2 Creating an Age – Friendly City Centre

Lead – City & County of Swansea (CCS) Polly Gordon, Community and Voluntary Sector Partnership Officer

Outline Actions	PSB Requirements and Resources	Additional Partners	Timescale
<p>1. <i>Identify and agree criteria for an 'Age Friendly City Centre'</i></p> <ul style="list-style-type: none"> • Engagement and research activities <ul style="list-style-type: none"> - Age Friendly consultation events - Intergenerational engagement event and activities - Review national evidence and indicators • Agree criteria and vision for an Age Friendly City Centre 	<ul style="list-style-type: none"> • CCS Lead Officer • Appropriate PSB representatives identified to contribute to this work through Ageing Well sub groups • Engagement event costs £500. Cost to be pooled by partners. • Make links across other city centre work streams 	<ul style="list-style-type: none"> • 50+ Network • Swansea Dementia Supportive Community Forum • Age Cymru 	Criteria Approved at January PSB meeting
<p>2. <i>Produce an 'Age Friendly' checklist and 12 month action plan to support the development of an Age Friendly City Centre based on the agreed criteria.</i></p>	<ul style="list-style-type: none"> • Checklist and action plan agreed by PSB. • Commitment to delivery of the action plan 		Draft plan and checklist agreed at PSB meeting – January 2017

<ul style="list-style-type: none"> • Produce and agree checklist at Age Friendly Steering Group • Agree priority areas and a set of actions that can be achieved over 12 month period. • Checklist and action plan agreed with PSB 			
<p><i>3. Implement the checklist and action plan to influence agreed priority developments in the City Centre.</i></p> <ul style="list-style-type: none"> • Work with economic regeneration, developers and other key partners to implement the checklist and influence city centre design. 	<ul style="list-style-type: none"> • PSB to promote use of the checklist across other priority work streams and in other city centre developments. 		January 2017 onwards
<p><i>4. Develop a publicity plan to promote the partnership work and developments in this area.</i></p>	<ul style="list-style-type: none"> • Lead Officer to coordinate • PR officers across all PSB partners to contribute 		Publicity plan drafted December 2016

3.3 Launch a 'Making Every Contact Count' Initiative across PSB Partners (MECC)

Lead – Mid Wales Fire and Rescue Service, Mydrian Harries, Corporate Head of Prevention & Protection.

Outline Actions	PSB Requirements and Resources	Additional Partners	Timescale
<p><i>1. Develop a working group that can link into Safe, Well and Independent Living (SWIL) sub- group</i></p> <ul style="list-style-type: none"> • Identify lead officer and agree key partners for a MECC pilot 	<ul style="list-style-type: none"> • Appropriate PSB representatives identified to support this work through Ageing Well sub groups and scoping workshop. 		<p>Group established October 2016</p> <p>Scoping workshop –</p>

<ul style="list-style-type: none"> Scoping workshop – content, priorities, delivery method etc. 			December 2016
<p><i>2. Establish mechanisms and priority areas to focus on for the MECC</i></p> <ul style="list-style-type: none"> Review existing models, best practise Agree key partners and priority areas for example – falls prevention, loneliness and isolation, DV etc. 	<ul style="list-style-type: none"> As above PSB Commitment to take part in the initiative PSB Agreement to share key data. 		January 2016
<p><i>3. Develop a MECC model</i></p> <ul style="list-style-type: none"> Draft model and mechanisms agreed by SWIL sub-group Necessary structure for delivery established. Draft model and mechanisms agreed by PSB Training for staff developed. 	<ul style="list-style-type: none"> As detailed in action point 1 above Training support PSB agreement Structure agreed by PSB 		March/April 2017
<p><i>4. Launch a pilot MECC in limited area for a two month period.</i></p> <ul style="list-style-type: none"> Identify either specific geographic or service area for pilot. Undertake staff training Launch pilot Press release 	<ul style="list-style-type: none"> Lead Officer to coordinate Representatives nominated from each PSB partner. Buy in from relevant service staff and practitioners 		May 2017
<p><i>5. Review and evaluate MECC pilot.</i></p>	<ul style="list-style-type: none"> Lead Officer to coordinate 		Evaluation

<ul style="list-style-type: none"> Assess the effectiveness of the model. Evaluation drafted and presented to PSB Review model and plan wider rollout. 	<ul style="list-style-type: none"> Working group members to support PSB approval 		<p>drafted August 2017</p> <p>Wider roll out – September 2017</p>
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3.4 Increase support for vulnerable older people through the expansion of Local Area Coordination (LAC)

Lead - City & County of Swansea (CCS) Polly Gordon, Community and Voluntary Sector Partnership Officer

Outline Actions	PSB Requirements and Resources	Additional Partners	Timescale
<p><i>Promote the benefits of Local Area Coordination amongst key partners and make links with key service areas.</i></p> <ul style="list-style-type: none"> Develop a business case for the expansion of LAC Presentations at key meetings, groups and events. Presentation to PSB Target key beneficiaries highlighted in evaluation. Event to promote the findings of LAC evaluation. 	<ul style="list-style-type: none"> CCS Lead Officer To facilitate opportunities to promote the benefits of LAC across relevant service areas. To explore growth and recruitment models. 	<ul style="list-style-type: none"> Housing Associations – 2 have already committed funding towards LAC Citizens Advice Bureau Communities First 	September 2016 onwards
<p><i>Explore funding opportunities for an additional 2 Local Area Coordinator posts.</i></p> <ul style="list-style-type: none"> Review potential 'invest to save' funding streams 	<ul style="list-style-type: none"> Approximate cost for 2 additional LAC's £72,000 per annum To consider funding options and opportunities to enable the expansion of LAC. 		September 2016 onwards

	<ul style="list-style-type: none"> To inform and influence senior management and financial decision makers. 		
<i>Funding committed for 17/18 financial year</i>	<ul style="list-style-type: none"> PSB commitment 		March 2017

3.5 Continue Falls Prevention Work

Lead – ABMU Health Board, Sharon Miller.

Outline Actions	PSB Requirements and Resources	Additional Partners	Timescale
<p><i>Further promote and distribute the Falls Prevention Guide</i></p> <ul style="list-style-type: none"> Link in with Older People's day October 4th and other key events. Produce articles for local and national magazines 	<ul style="list-style-type: none"> Promote the Falls Prevention Guide across key services Highlight opportunities to promote the Guide to general public. 	<p>All members of the Falls prevention group</p> <p>50+ Network</p>	March 2017
<p>Align falls prevention work with the 'Making Every Contact Count' campaign.</p> <ul style="list-style-type: none"> Community Staff to identify the risks of falls. 	<ul style="list-style-type: none"> Align with Making Every Contact Count work stream 		March 2017
<p>Expand Falls Prevention Training</p> <ul style="list-style-type: none"> Arrange Falls training for Care Home staff 			March 2017
<p>Hold a falls prevention day/week</p>	<ul style="list-style-type: none"> Partnership involvement £2000 to operate the campaign. 	All members of the Falls prevention group	
<p>Evaluate the Community based exercise classes</p>	<ul style="list-style-type: none"> PSB partners to contribute to the evaluation 		March 2017
<p>Research good practice examples in relation to falls prevention work</p>	<ul style="list-style-type: none"> PSB partners to contribute good practise examples 		March 2017

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Appendix 1 – Proposed governance arrangements

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