



CITY AND COUNTY OF SWANSEA

NOTICE OF MEETING

You are invited to attend a Meeting of the

SWANSEA PUBLIC SERVICES BOARD - PARTNERSHIP GROUP

At: Committee Room 3A, Guildhall, Swansea

On: Tuesday, 19 September 2017

Time: 12.30 pm

Chair: Councillor Rob Stewart

AGENDA

Page No.

Membership

1 Welcome and Apologies.

2 Disclosures of Personal & Prejudicial Interest.

www.swansea.gov.uk/disclosuresofinterests

3 Public Question Time.

To approve and sign the Minutes of the previous meeting(s) as a correct record.

4 Minutes of the PSB Core Group Meeting 17 August 2017.

1 - 5

To approve and sign the Minutes of the previous meeting(s) as a correct record.

5 Update on the Well Being Plan.

6 - 7

Chris Sivers

6 Presentation and Discussion: Well-Being: What Have Natural Resources Ever Done for Us?

Peter Jordan (On behalf of Martyn Evans)

7 Update on PSB Priorities. (Verbal)

- Ageing Well.
- Domestic Abuse.
- Good Start in Life.
- City Centre / Economic Development.
- City Centre Wellness Centre.

8 For Information Reports:

8 - 23

- Minutes of PSB Partnership Group Meeting July 2017.
- Letter to PSB Chairs - Assessments of Local Well-being: Older People's Commissioner for Wales overview.

9 Any Other Business.

Next Meeting: Tuesday, 21 November 2017 at 12.30 pm



Huw Evans
Head of Democratic Services
Tuesday, 12 September 2017
Contact: 01792 636923

Swansea Public Services Board – Membership 2017/18

Statutory Members (Core Group and Partnership Group)

Councillor Rob Stewart (Chair) - <i>Leader of the City & County of Swansea (CCS)</i>
Andrew Davies (Vice Chair) – <i>ABMU LHB</i>
Councillor Jan Curtice - <i>Mid and West Fire and Rescue Service</i>
Phil Roberts - <i>Chief Executive, City & County of Swansea</i>
Chris Sivers – <i>Director of Place, City & County of Swansea</i>

Designated Representatives:

Sian Harrop-Griffiths, Chief Officer – <i>ABMU LHB</i>
Roger Thomas, Acting Chief Fire Officer - <i>Mid & West Wales Fire & Rescue Service</i>
Martyn Evans, Chief Executive – <i>Natural Resources Wales</i>

Invited Participants (Core Group and Partnership Group)

Dyfed Alsop – <i>Welsh Government</i>
Martin Jones - <i>Chief Superintendent, South Wales Police</i>
Amanda Carr - <i>Swansea Council for Voluntary Service</i>
Alun Michael – <i>Police and Crime Commissioner</i>
Chris Sivers - <i>Safer Swansea Partnership</i>

Invited Participants (Partnership Group)

Clive Lloyd - <i>Deputy Leader of the City & County of Swansea, CCS</i>
Mark Child - <i>Cabinet Member for Health and Wellbeing, CCS</i>
Andrea Lewis - <i>Cabinet Member for Housing, Energy & Building Services, CCS</i>
Jen Raynor - <i>Cabinet Member for Children, Education and Life-Long Learning, CCS</i>
June Burtonshaw / Mary Sherwood - <i>Cabinet Member for Future Generations, CCS</i>
Erika Kirchner – <i>Chair of Transformation and Future Council Policy Development and Delivery Committee, CCS</i>
Bonnie Navarra - <i>Police and Crime Commissioner South Wales Police (designated representative)</i>
Eirian Evans - <i>National Probation Service</i>
David Bebb - <i>Wales Community Rehabilitation Company</i>
Sandra Husbands, <i>Director of Public Health, Public Health Wales</i>
Hilary Dover - <i>Planning Group</i>
Raymond Ciborowski - <i>Swansea University</i>
Jane Davidson - <i>University of Wales Trinity Saint David</i>
Mark Jones - <i>Gower College Swansea</i>
Helen Matthews - <i>Job Centre Plus</i>
Hywel Evans - <i>Regional Business Forum</i>
Keith Baker - <i>Swansea Economic Regeneration Partnership</i>
Philip McDonnell - <i>Swansea Environmental Forum</i>
Mike Phillips - <i>Research Group</i>
To be confirmed - <i>DVLA</i>
To be confirmed - <i>Swansea Learning Partnership</i>

CITY AND COUNTY OF SWANSEA

MINUTES OF THE SWANSEA PUBLIC SERVICES BOARD - CORE GROUP

HELD AT CABINET CONFERENCE ROOM, GUILDHALL, SWANSEA ON THURSDAY, 17 AUGUST 2017 AT 3.00 PM

PRESENT:

Amanda Carr, Swansea Council for Voluntary Service
Jan Curtice, Mid & West Wales Fire & Rescue Service
Martyn Evans, Natural Resources Wales
Sian Harrop-Griffiths, ABMU LHB
Chris Sivers, Swansea Council
Gail Smith, Mid & West Wales Fire & Rescue Service
Rob Stewart, Leader of the Council
Roger Thomas, Mid & West Wales Fire & Rescue Service

Apologies for Absence

Dyfed Alsop, Welsh Government
Mick Crennell, Mid & West Wales Fire & Rescue Service
Andrew Davies, ABMU LHB
Phil Roberts, Chief Executive, Swansea Council

1 **UPDATE ON THE WELL BEING PLAN.**

Chris Sivers, Director of People provided an overview of progress to date and conclude Phase One of the Local Well-being Plan development.

The report from Netherwood Sustainable Futures had been received which outlined the details from the 3 workshops undertaken.

The report identified 10 key themes and sets out recommendations for the development of objectives.

She outlined the average scores assessing to what extent collective action adds value to each theme, paying particular attention to the top 4 highest scoring items.

Each theme had then been reassessed to ensure it represented collective rather than individual organisational efforts whereby consensus emerged around variations on the objectives listed below:

Ageing Well – To make Swansea a great place to age well;

Early Years – To ensure a good start in life for all children;

Working with Nature – To enhance biodiversity and reduce our carbon footprint;

Strong Communities – To empower communities promoting pride and belonging.

It was also noted that **City Deal** represented significant opportunities for change, however the theme was not felt to meet the criteria to be adopted as an objective, it

was widely agreed that the programme's projects represented a cross cutting theme impacting several Local Well-being Objectives. The Joint Committee would consider this item once it had been established.

The Future Generations Commissioner's representatives were required to meet with the leadership following agreement of the Well-being Objectives. As the Swansea Public Services Board was set up differently from other PSB's, clarification would need to be sought as to the term "Leadership". Chris Sivers would clarify this point, however it was suggested that if required they be invited to the next Partnership Group meeting scheduled for 19 September 2017.

The group then discussed the differences between:

- Organisational Lead – Role Description
- Project Lead – Role Description
- Objective Lead – Role Description

As all members of the Core Group were not present, this would be followed up with an email by Chris Sivers.

Due to timescales, CS suggested that final sign off of the objectives be undertaken via email circulation – all agreed to this.

Previously, the group had discussed the setting up of a Communications Group to manage the consultation process. All agreed that the CCS Communications Team would manage the process on a "Hub and Spoke" basis. Sian Harrog-Griffiths would also liaise with her Communications Team for clarification on their requirements.

AGREED that:

- 1) The report be agreed;
- 2) CS to finalise the final objectives and descriptive titles;
- 3) The nature of interaction and date for leadership to engage with the Commissioner's Office be agreed;
- 4) Each organisation designate an Organisational Lead as outlined in 3.6 of the report and if appropriate Project Leads and Objective Leads as outlined in 3.8 & 3.9 of the report to ensure that partners are able to fully engage in the development of the Well-being Plan;
- 5) The rescheduling of 2018 meetings to effectively facilitate clearance of the Well-being Plan be agreed.

2 SWANSEA PSBS WELL-BEING OBJECTIVES: PROGRESS SO FAR REPORT.

A brief report had been drafted by Dr Alan Netherwood of Netherwood Sustainable Futures to support Swansea Public Services Board in their selection of objectives for their Well-being Plan in response to the Well-being of Future Generations Act (Wales) 2015 (WFG Act). It provided an overview of work undertaken by partners in three workshops during June and July 2017 and a synthesis and brief analysis of the material emerging from these workshops. NSF provided support to City & County of Swansea to plan, deliver and report on these workshops.

This item was discussed in conjunction with agenda item 2.

3 UPDATE ON PSB PRIORITIES 2016/17:

The Sponsor for each of the four Priority Working Groups updated the Group on progress on their PSB priority projects:

Chris Sivers provided updates on:

- **Ageing Well**

Dementia Friendly Communities

All local PSB core members had achieved the BSI standard and officially recognised by the Alzheimers Society as working towards being Dementia Friendly.

Around 7500 public sector staff in Swansea are Dementia Friends, including over 1100 Council staff.

Making Every Contact Count

Mid & West Wales Fire & Rescue Service are the lead – this is progressing well.

Age Friendly City Centre

Highlighted the work with Young Firefighters, CADR and local community members in Cwmrhydyceirw to test the Age Friendly Community resources out.

Expansion of Local Area Co-ordination

4 posts had now been agreed and the recruitment process had commenced. Funding had been secured from Housing Associations in Swansea.

Increased Awareness of Falls Prevention

Falls prevention was included as a key theme in the Making Every Contact Count initiative and makes explicit links to the Steady on, Stay Safe campaign.

The issue of 'pooled funds' was discussed and Martyn Evans mentioned grant money that may be available next April – further details to be expected around Christmas time.

- **Domestic Abuse**

Key 3 Project

Relatively new project, however the TOR and membership had been established. An Information Sharing Protocol was in the process of being finalised. Consultation

had taken place together with Key 3 and Pathway training. 'Ask & Act' training would be delivered in the near future.

The Key 3 worker had attended a number of Key 3 agencies at Drop-in Sessions to offer support to service users in the other areas of need. The worker was looking at expanding these sessions to make them regular events to enable her to be more visible and known to service users.

- **Good Start in Life**

CS mentioned an exemplar project commissioned by the GP Penderi Network to support families and their young children outside Flying Start areas with a focus on improving parenting skills and collaboration between the Health Board and the Local Authority across the ABMU footprint to develop Speech and Language services in the Early years.

- **Economic Development / City Centre**

Councillor Rob Stewart stated that the demolition of Oceana was now complete, however there were additional buildings behind the site that were also to be demolished. Cabinet had agreed in principle to commence the Kingsway works in September and public realms work would commence prior to and following Christmas in relation to re-routing traffic through the City Centre.

Work on the business case for the **City Deal** would commence once the joint committee was in place.

- **City Centre Wellness Centre**

Sian Harrop Griffiths updated the group that IBI consulting group had presented its recommendations to the multi-agency steering group on 15 August.

Potential sites had been reduced from 6 to 3 - further details could be provided to the Planning Group.

RESOLVED that all updates be noted.

4 **FOR INFORMATION REPORTS:**

1. Minutes of PSB Core Group meeting 15 June 2017
2. Minutes of PSB Partnership Group meeting 18 July 2017

RESOLVED that the Minutes of the above meetings be signed and approved as a true record.

5 **ANY OTHER BUSINESS.**

Martyn Evans commented on the Natural Resources Wales presentation that would be provided to the next meeting and asked for all members to ensure they responded meaningfully to the item in order to achieve the best outcomes.

The meeting ended at 3.43 pm

CHAIR

Agenda Item 5

Public Services Board Partnership Group

19 September 2017

UPDATE ON LOCAL WELL-BEING PLAN

1. Progress to date: Developing the draft Well-being objectives (May –August)

- 1.1 During June and July Netherwood Sustainable Futures was commissioned by the PSB to design and run an involvement process to identify priorities for collective action from which the draft Local Well-being Objectives could be refined.
- 1.2 A series of workshops with leadership, representatives from Swansea’s public services, the community and voluntary sector and citizens used foresighting as a means to identify long term future trends of significance to Swansea. Informed by the Local Well-being Assessment, lived experience and expertise participants identified strategic priorities and the collective action required to achieve them.
- 1.3 The Report identified ten key themes (Table 1) which were further scrutinized to understand how collective work in the PSB can best add value under each theme, and identify a specific objective which can be developed to describe this activity. Using this process the four draft well-being objectives

Pride	Developing a sense of pride with Swansea’s communities and citizens.
City Deal & Infrastructure	Making the most of city deal for Swansea’s citizens and co-ordinated approach to planning Swansea’s infrastructure.
Early Years	Co-ordinating approaches to preventative work across Swansea.
Community Cohesion	Developing cohesive (and resilient) communities across Swansea.
Social Capital/ Behaviour Change	Understanding and building on Swansea’s social capital and developing self-reliance for Swansea’s citizens and communities.
Ageing Well	Co-ordinating approaches to work for elderly citizens and planning for an ageing population.
Climate Change/Carbon Reduction	Working on climate resilience for vulnerable communities and developing low carbon infrastructure.
Joint Working	Understanding what partners offer and where collective action can make the most difference.

Table 1: Themes identified during the workshops in June and July

1.4 Using this process the following four draft well-being objectives were identified:

- 1 Aging Well – To make Swansea a great place to age well
- 2 Early Years - To ensure a good start in life for all children
- 3 Working with Nature – To enhance biodiversity and reduce our carbon footprint
- 4 Strong Communities – To empower communities promoting pride and belonging

1.5 While the City Deal represents significant opportunities for change, the programme already benefits from strong governance arrangements it was agreed that that the programme’s projects represent a cross cutting theme impacting several Local Well-being Objectives.

1.6 The PSB has also entered the 14 week engagement with the Future Generations Commissioner (25th July 31st October), a 14 week period of 2 way conversation between

the PSB and the Commissioner's Office during which time the Office provides the OSB with support and guidance with the shaping of the Plan.

2. Next Phase: shaping and writing the Plan (September and October)

- 2.1 Over the next two months the focus of the Planning Group is to shape and produce the draft Plan, using the contributions of participants from the May and July workshops, evidence within the Local Assessment of Well-being and using a Driver Diagrams approach to identify short, medium and long term actions. In refining the objectives and developing the steps the process will require the building of an understanding of the impact of trends on future communities and citizens, and the identification of data gaps. Each objectives contribution both the seven goals and the five ways of working will be tested and the potential overall contribution to improving wellbeing identified.
- 2.2 On-going discussion and engagement with stakeholders will be achieved through existing networks, forums and user groups. Alongside the development of the Plan the Planning Group will be shaping the consultation processes which is due to run between 21st November and 15th February 2018. The Planning Group will be looking to develop the Formal Consultation process with their organisation Communications/Consultation expert(s), issues to be considered include using a wide range of methods to consult to ensure wide engagement across the Counties communities, and the need to this to be the start of a conversation about improving the well-being the city and county.
- 2.4 In order to ensure partner organisations are able to engage fully with the Well-being Plan and able to support the Plan's development a 'Team Swansea' approach to the Plan's development has been developed, made up of:
- Project Leads - responsible for interim decision making, the over sight of the shaping of the plan and providing that two way communications between PSB members (specifically Organisational Leads) and the Planning Group.
 - Organisational Leads – responsible for being the key organisational contact and disseminating information and provide regular sign off for stages of the Plan.
 - Objective Leads – responsible for build on the Objectives and identify steps to achieve them. The Objective Leads are as follows:
 - 1 Aging Well – To make Swansea a great place to age well Polly Gordon, City and County of Swansea , Polly.Gordon@swansea.gov.uk
 - 2 Early Years - To ensure a good start in life for all children Public Health Wales, Nina.Williams@wales.nhs.uk
 - 3 Working with Nature – To enhance biodiversity and reduce our carbon footprint Max Stokes, Natural Resources Wales Max.Stokes@cyfoethnaturiolcymru.gov.uk
 - 4 Strong Communities – To empower communities promoting pride and belonging martin.jones@south-wales.pnn.police.uk

Actions:

- **Partners are asked to contact Objective Leads if they would like to be involved in the development of specific objective**
- **Partners are asked to provide information of networks / platforms which they host and through whom the PSB can engage during the Consultation process.**

Agenda Item 8

CITY AND COUNTY OF SWANSEA

MINUTES OF THE SWANSEA PUBLIC SERVICES BOARD - PARTNERSHIP GROUP

HELD AT COMMITTEE ROOM 1, CIVIC CENTRE, SWANSEA ON
TUESDAY, 18 JULY 2017 AT 12.30 PM

PRESENT:

June Burtonshaw, Cabinet Member for Future Generations (J/S)
Amanda Carr, Swansea Council for Voluntary Service
Mark Child, Cabinet Member for Health & Wellbeing
Mick Crennell, Mid & West Wales Fire & Rescue Service
Jan Curtice, Mid & West Wales Fire & Rescue Service
Dr Jane Davidson, University of Wales Trinity Saint David
Andrew Davies, Abertawe Bro Morgannwg University Health Board
Eirian Evans, National Probation Service
Hywel Evans, Regional Business Forum
Martyn Evans, Natural Resources Wales
Sian Harrop-Griffiths, Abertawe Bro Morgannwg University Health Board
Martin Jones, South Wales Police
Clive Lloyd, Deputy Leader, City & County of Swansea
Helen Matthews, Job Centre Plus
Philip McDonnell, Swansea Environmental Forum
Mike Phillips, PSB Research Group
Jennifer Raynor, Cabinet Member for Children, Education & Lifelong Learning
Phil Roberts, Chief Executive, City & County of Swansea
Mary Sherwood, Cabinet Member for Future Generations (J/S)
Chris Sivers, Safer Swansea Partnership
Nina Williams, Public Health Wales

Apologies for Absence

Dyfed Alsop, Welsh Government
Raymond Ciborowski, Swansea University
Hilary Dover, PSB Planning Group
Mark Jones, Gower College Swansea
Andrea Lewis, Cabinet Member for Housing, Energy & Building Services

Also Present:

Kate Jones, Democratic Services Officer, CCS
Allison Lowe, Democratic Services Officer, CCS
Jo Portwood, Policy and Strategy Officer, CCS

1 WELCOME AND APOLOGIES. (CHAIR)

Noted.

2 DISCLOSURE OF PERSONAL AND PREJUDICIAL INTERESTS. (CHAIR)

No personal interests were declared.

3 **PUBLIC QUESTION TIME. (CHAIR)**

No questions were asked.

4 **MINUTES OF THE PSB CORE GROUP AND MATTERS ARISING. (CHAIR)**

AGREED that the Minutes of the Swansea Public Services Board Core Group meeting held on 15 June 2017 be approved as a correct record.

5 **UPDATE ON PSB PRIORITIES. (SPONSORS)**

The sponsors provided a verbal update on the PSB Priority Projects.

Chris Sivers provided the following updates:

Domestic Abuse – The Project Worker had been appointed in April and was in the process of developing the Key 3 Project letter pro-forma, housing letter, 'Useful Contacts' document and Service User Questionnaire, which has been distributed to partner agencies to give to service users to gain feedback.

Mick Crennel volunteered to be the 2nd sponsor for this workstream.

Independence of Older People – 5 workstreams with ambitious priorities (Dementia Friendly Swansea, Making every Contact Count, Age Friendly City Centre, Local Area Coordination and Falls Prevention). Partnership planning groups and steering groups had been established and were meeting on a regular basis. The Authority had achieved the Dementia Friendly accreditation standard in May.

Andrew Davies added that ABMU were working on a project with the National Dance Company funded by Big Lottery in relation to the Falls Prevention workstream. In addition 20,000 members of staff had received Dementia training and they were hoping to be the first Dementia Friendly Hospital.

Mick Crennel offered any Mid & West Wales Fire & Rescue Service venue for relevant events.

Good Start in Life – The campaign had begun to disseminate the messages across Swansea via the website, Twitter and Facebook. A storybook, written and illustrated by parents had been launched by the Lord Mayor and posters were being displayed in various locations across Swansea. The plans for the next 6 months or so were also outlined.

Rob Stewart (Chair) & Phil Roberts provided an update on:

Economic Development / City Centre – Extensive work would need to be undertaken in relation to the Kingsway Infrastructure scheme. Consideration would need to be given to air quality and pollution control in order to make the area a vibrant and viable place to live and work. Works would be disruptive and traders had requested that major disruption during high trading time such as Christmas be

avoided. A major communication plan would be devised to inform the public, businesses and residents.

6 DEVELOPING THE WELLBEING OBJECTIVES. (CHRIS SIVERS)

Chris Sivers provided an update in relation to the process for agreeing the wellbeing objectives.

Stage one – Developing the draft objectives

All 3 workshops had been undertaken. Dr Alan Netherwood had been commissioned to facilitate the sessions. In addition, a public workshop had also been delivered. She outlined the initial findings; however, formal feedback was expected next week. The Planning Group would discuss the content at its meeting on 7 August 2017 and propose draft themes for approval in mid August.

A lengthy and detailed discussion ensued in relation to the key themes which centered around:

- Using the Act itself by utilising the 7 goals as the framework;
- Consistency and ease of terminology / wording so that everyone understands;
- Level of ambition – there needs to be a balanced approach;
- A collaborative culture shift in each organisation in relation to the 5 ways of working was required;
- Utilising the “Driver Diagram” approach to map out who was responsible for each stage / goal;
- Organisations need to focus on prevention rather than reaction ie future fore sighting – 25 years + rather than short term timescales.

AGREED:

1. Use the Wellbeing goals to determine the priorities in terms of the programme;
2. Utilise the “Driver Diagram” approach to assist each organisation in relation to their responsibility/contribution to the goals;
3. Include the description of the act on all future PSB agendas.

7 PSB SCRUTINY PANEL LETTER AND RESPONSE. (CHAIR)

The Chair highlighted the inconsistency in relation to Scrutiny across the various regions and that clarity was required for standardisation across Wales.

In addition, he clarified that when members of the PSB were required to provide evidence to Scrutiny, that they were representing the PSB and not their individual organisations.

AGREED that:

1. The letters are noted;

2. Martyn Evans, NRW to lead an item on Environmental Issues at a future Partnership Group meeting;
3. PSB Planning Group to consider the transition arrangements for the discontinuation of Communities First.

8 **WORK PLAN DISCUSSION. (CHAIR)**

The partners focused on the issue of communication / involvement / engagement in relation to devising meaningful involvement with the public in order to draft the Wellbeing Plan/Objectives.

AGREED that

1. Chris Sivers draft a report for the next meeting
2. Martyn Evans, NRW to research good practice within other PSB's.

9 **FOR INFORMATION REPORTS. (CHAIR)**

AGREED:

1. Minutes of the PSB Partnership Group held on 21 March 2017 – agreed as a true and accurate record;
2. PSB Membership 2017/18.

10 **ANY OTHER BUSINESS. (CHAIR)**

The Chair reported on an announcement that the Cabinet Secretary would be making later that day in terms of how PSB's work in the future. There may be a need to align ourselves more closely with the operation of other PSB's or indeed work on a regional basis. To be discussed further once more details are known.

The Chair stated that the Future Generation's Commissioner had suggested that Swansea PSB was structured quite differently from other PSBs in Wales and that he would work with Chris Sivers to review arrangements in Swansea.

The Chair requested that the report from the Cabinet Secretary on the next steps with the re-organisation of Local Government in Wales is placed on the agenda for the next meeting.

Next Meetings:

17 August 2017	Core Group
19 September 2017	Partnership Group

The meeting ended at 2.20 pm

CHAIR



Cambrian Buildings
Mount Stuart Square
Cardiff CF10 5FL

Adeiladau Cambrian
Sgwar Mount Stuart
Caerdydd CF10 5FL

To: Public Services Board Chairs
CC: Public Services Board Officers
CC: Local Authority Strategy for Older People Coordinators

21st August 2017

Re: Assessments of Local Well-being: Older People's Commissioner for Wales overview

Dear Chairs,

As you know, I have supported the Well-being of Future Generations (Wales) Act from the outset, and have closely monitored developments with the Public Services Boards in recent months.

Following the publication of the 'Well-being in Wales: Planning today for a better tomorrow' report by the Future Generations Commissioner¹, I attach my overview on the Assessments of Local Well-being. Whilst my perspective is clearly older people, my overview is intended to complement the Future Generations Commissioner's report in approach, building upon my Guidance on preparing Local Well-being Plans (published in October 2016²), and also my visits to Local/Public Services Boards undertaken by myself and my team between December 2014 and July 2016.

It is important for the Public Services Boards that there is consistency in the advice and guidance provided by the Commissioners, and for these reasons I have liaised with the Future Generations Commissioner in order to ensure that there are consistent messages.

There is much to welcome in the Assessments however in the context of drafting the Local Well-being Plans over the coming months, more work is needed to take forward the asset-based approach for older people, to

¹ https://futuregenerations.wales/wp-content/uploads/2017/07/FGCW_Well-being_in_Wales-Planning_today_for_a_better_tomorrow_2017_edit.pdf
http://www.olderpeoplewales.com/Libraries/Uploads/PSB_Guidance.sflb.ashx

consider the needs and circumstances of older people beyond health and social care, to maximise the opportunities that come with an ageing population, and to establish closer links with the Ageing Well in Wales programme³.

Please do not hesitate to contact me or my Communities, Local Government and Well-being Lead, Iwan Williams (iwan.williams@olderpeoplewales.com, 02920 445 045), should you wish to discuss these issues further, and I welcome an ongoing conversation with you to ensure that the needs and circumstances of older people are at the heart of the forthcoming Local Well-being Plans.

Best wishes,

A handwritten signature in black ink that reads "Sarah Rochira". The signature is written in a cursive, flowing style.

Sarah Rochira
Older People's Commissioner for Wales

³ <http://www.ageingwellinwales.com/en/home>



PSB Assessments of Local Wellbeing overview (August 2017)

Following my engagement visits with all Local/Public Services Boards (PSBs) in 2014-16 and the publication of my [Guidance](#) to PSBs in October 2016, the following overview provides my views on the Assessments of Local Wellbeing published by the PSBs in May 2017. My response is based on my “Top Tips’ in preparing Local Wellbeing Plans” and my key issues to consider in the Local Wellbeing Plans as outlined in my Guidance. It complements the Future Generations Commissioner’s [report](#) ‘Well-being in Wales: Planning today for a better tomorrow’, published in July 2017.

Whilst I fully understand that the Local Wellbeing Plans should demonstrate local ownership by PSBs and reflect local priorities, there are certain key issues for older people that resonate in all parts of Wales. These key issues to consider are included in Annex A and I would expect that the PSBs consider the linkages between these issues and locally determined priorities and how the five ways of working can help address these and take them forward¹.

General observations

It has been interesting analysing the assessments and the broad variety in terms of style, length (from 22 to 600+ pages), focus and structure, with some framed in the context of the local wellbeing ‘pillars’ (Social, Economic, Environment, Cultural), some driven by the seven national wellbeing goals, and others guided by the five ‘ways of working’ (Long-term, Prevention, Integration, Collaboration, Involvement).

How older people’s needs and circumstances are addressed within these assessments is particularly interesting, with over half including a dedicated section on older people’s issues and/or ageing well. This is strongly welcomed however it is not the only way to address the needs of older people: if older people are addressed ‘across the board’ e.g. across the four local wellbeing ‘pillars’ or seven national wellbeing goals and included in several headings/sections then this represents a good, impactful and inclusive publication.

¹ <https://futuregenerations.wales/about-us/future-generations-act/>

Every assessment addresses the implications of an ageing population, and particularly for health and social care services. Dementia is also addressed in every assessment, which I welcome. Whilst I do not underestimate the challenges brought about by demographic change in terms of financing robust and sustainable health and social care services, I am also clear that an ageing population presents a wealth of opportunities as well. Wales is nation of older people, something that we should celebrate. This is something that I would expect to see addressed in the Local Wellbeing Plans.

I expect stronger linkages between the assessments and the [Ageing Well in Wales](#) programme (referenced in Blaenau Gwent, Torfaen, Flintshire and Wrexham) and the local Ageing Well plans (referenced in Carmarthenshire, Pembrokeshire, Swansea and Torfaen). Ageing Well and the local plans provide a strong platform on which to address the needs and circumstances of older people, and the Local Wellbeing Plans could benefit from stronger synergies.

‘Top tips’ in preparing Local Wellbeing Plans

Respond to older people’s critiques of public services

As regular users of public services, the ‘experts by experience’, older people are a good benchmark to gauge the effectiveness of these services. The need for better and more reliable public transport for older people and others features strongly in some assessments, and this complements one of my longstanding priorities: ensuring that older people are able to get out and about is essential in maintaining their health, independence and wellbeing.

A key message is to consider older people’s needs and circumstances beyond health and social care. Whilst the assessments include several positive examples, in general older people’s needs gravitate towards health and social care. Preventative approaches are key, and whilst over half of the assessments place significant focus on such approaches, further work is needed to consider how transport (including public and community transport), leisure, the built and natural environment, learning, sport, culture, housing etc. take the prevention agenda forward and contribute towards the health and wellbeing of older people.

Consider the importance of language: there’s no ‘us’ and ‘them’, only ‘us’

Language is important and older people should never be thought about as a group apart. What is good for older people is usually good for other people, and thinking about public services and interventions that promote health and wellbeing across the life-course is crucial. The Local Wellbeing Plans provide an opportunity to bring about behavioural change and influence people’s lives in a number of ways, and thinking about how ‘we’ age and the services, facilities and infrastructure ‘we’ require to age well is important.

Consistency regarding how older people are addressed is also important, and I would encourage the PSBs to use the term “older people” rather than the “elderly” (features in most assessments), “pensioners” and, in one example, “old people”.

I am also concerned about the use of the term “dementia sufferers” (features in two assessments). People living with dementia have been very clear about the impact that negative language has upon their experiences of living with dementia. The terms ‘person living with dementia’ or ‘person with dementia’ acknowledge that the dementia is not the defining and final description of an individual’s life, and encourages us all to see the person first, and not the disease. It is therefore important that services supporting people living with dementia do not reinforce these beliefs through using language that is unacceptable to people living with dementia.

Take forward the asset-based approach: invest in older people

This approach is crucial if our public services are to develop preventative outcomes for older people and help maintain their health, independence and wellbeing as they grow older. It means investing in older people and recognising older people for what they are: invaluable community assets that can support our public services through working, volunteering, and caring, if provided with appropriate facilities and infrastructure. The asset-based approach is addressed in a few assessments (Cardiff, Cwm Taf, Monmouthshire and Blaenau Gwent), and I would expect that the Local Wellbeing Plans take this forward. I was also interested in how Flintshire view young people as assets, and challenge the PSBs to address older people in the same way. Older people already make a £1bn contribution to the Welsh economy annually (acknowledged in Pembrokeshire and Monmouthshire): how can the PSBs support them to contribute £2bn and more?

I do not underestimate the huge financial pressures placed on public services in Wales, and the expectation to do more with fewer resources. That is why the asset-based approach, promoting social capital (recognised in Conwy-Denbighshire, Cwm Taf, Monmouthshire, Swansea, Torfaen, Vale of Glamorgan and Wrexham), using creative and innovative solutions and enabling and empowering older people to contribute to our communities and economies becomes ever more important. I strongly welcome those assessments that recognise the contribution of older people and dispel the myths and misconceptions around older people. For example:

- “Many felt that older people could give a lot to society” (Caerphilly)
- “give older people opportunities to pass on knowledge, wisdom and traditions” (Carmarthenshire)
- “Older people tend to play a key role in supporting and maintain informal social networks, which in turn bind communities and families together” (Flintshire)
- “Older people make an increasing contribution to the wellbeing of our community as workers, volunteers, taxpayers and carers” (Ceredigion)
- “Older people are also a significant asset to the County” (Monmouthshire)
- “There are obvious benefits from an ageing population” (Torfaen)

Focus on outcomes: older people's lives with value, meaning, and purpose

The outcomes for older people and others should drive forward the work of the PSBs. Several of the assessments place a strong emphasis on outcomes, which I welcome. For example, 'Older people age well and are supported to remain independent' is a clear outcome that brings together all PSB partners (Swansea). There was also a strong focus on resilience in several assessments, not only in terms of environmental and ecological resilience but also in terms of community, personal, social and emotional resilience, which all resonate with older people.

Moving forward, I recommend that the Local Wellbeing Plans consider how services and interventions contribute towards positive outcomes for older people. The [National Outcomes Framework](#) that supports the Social Services and Wellbeing (Wales) Act is a good starting point and includes a number of useful examples e.g. I am healthy/happy/safe and protected from abuse, I can learn and develop, I feel valued in society.

Measure the right things: qualitative and quantitative indicators for older people

Quantitative indicators are important, and provide the PSBs with useful benchmarks to report on progress and identify any specific barriers or shortfalls. However, qualitative indicators are equally as important, and as the 'experts by experience', I am clear that the voices of older people must be heard clearly within these documents (acknowledged in Monmouthshire).

Over half of the assessments place a strong focus on engaging and consulting with older people, which I strongly welcome. I also welcome those assessments that include direct quotations by older people, which demonstrates the range of engagement and how the views and experiences of older people are helping to drive forward the assessments and subsequent work. Examples of positive and impactful quotations by or for older people include the following:

- "The biggest strength of our community is and always has been 'the people'. It is the trials and tribulations that have cemented that sense of community and hopefully that sense of 'us' will always endure" (Blaenau Gwent)
- "People are so friendly and helpful, I only came here for two years and have stayed 46...It is vital for retired people/older people to be able to socialise and learn so as not to be a burden on the health services" (Monmouthshire)
- "More support for older generation including suitable housing for people with physical or psychological disability" (Newport)
- "Having access to gym/exercise classes for the older population is important for wellbeing" (Vale of Glamorgan)
- "Provide a better cultural environment for all ages for the purposes of social engagement" (Wrexham)

The Local Wellbeing Plans should consider both qualitative and quantitative indicators for older people, and a clear commitment to engaging with older people takes forward the five 'ways of working'. 'Working with, not to' should be a clear PSB principle.

Be bold: be ambitious for older people

The extent to which older people are addressed in the assessments is varied, and so too are the key issues for older people. Those assessments that address the Ageing Well in Wales themes have a clear framework in terms of taking forward specific actions, with some providing details on how key issues e.g. dementia and loneliness and isolation will be addressed.

I am impressed with the wide and diverse range of issues addressed in the context of older people. Examples include: public transport and getting out and about (Anglesey-Gwynedd); person-centred support and simpler coordination of services (Caerphilly); scams prevention (Carmarthenshire); housing stock and suitable accommodation (Bridgend & Powys); mental wellbeing (Blaenau Gwent); digital technologies and exclusion (Conwy-Denbighshire & Monmouthshire); fire incident casualties (Flintshire); employment opportunities (Newport); temperature extremes (Torfaen); alcohol use (Vale of Glamorgan); fuel poverty (Wrexham), social activities (Swansea); accessing the countryside and greater physical activity (Neath Port Talbot); and the impact of the economic downturn on older people's spending power (Pembrokeshire).

I also welcome the strong focus on volunteering, addressed in nearly all assessments. Older people make a significant contribution to volunteering, and can contribute more via the asset-based approach. Older people are also beneficiaries of volunteering, and encouraging older people to take up volunteering and benefit from voluntary organisations should be taken forward. Most assessments also address intergenerational opportunities and I welcome this focus, including good practice examples e.g. an intergenerational community project involving Age Cymru and RAY Ceredigion. Encouraging older people to engage with younger people in different settings is a crucial component in establishing age-friendly communities across Wales.

Ageism and age-related inequalities is something that affects older people in a number of ways e.g. employment, and this is addressed in a few assessments (Ceredigion, Pembrokeshire, Newport).

The importance of providing support to older carers is only addressed in a few assessments, and I expect that the Local Wellbeing Plans provide further details on the services and interventions needed to support carers of all ages. Older carers make a significant contribution and often do not realise they are carers for partners, relatives and friends. The care provided by unpaid carers in Wales is estimated to be nearly £6bn and public, health and social care services would simply grind to a halt without them. In line with the Social Services and Wellbeing (Wales) Act and its emphasis on promoting wellbeing, further work is needed to provide better help, care and support for carers, particularly as they grow older.

The diverse range of issues addressed reflects the diversity of older people's needs, wishes, aspirations and circumstances, and the Local Wellbeing Plans should provide further details on how some of these key issues will be achieved.

Conclusion

In terms of older people, every assessment addresses their needs and circumstances in different ways and to various degrees, and I am pleased to see some of the Ageing Well in Wales themes feature strongly. The impact of an ageing population is a common theme, and I expect that the Local Wellbeing Plans consider the range of opportunities that come with an ageing population, and move towards preventative and resilient outcomes that takes forward the asset-based approach i.e. invest in older people. The need to enable and empower older people is relevant across the four local wellbeing 'pillars' and the seven national wellbeing goals.

Addressing this challenge, and acknowledging that every PSB partner has a role to play in improving older people's quality of life, will help maintain the health, independence and wellbeing of older people, provide their lives with value, meaning and purpose, and contribute towards the development of age-friendly communities across Wales.

Finally, five assessments refer to my Guidance and seven in total refer to my role and work. I am pleased to see these linkages made and am keen to continue working with the Future Generations Commissioner and all PSBs when drafting the Local Wellbeing Plans over the coming months.

Annex A: Six key issues to consider in the Local Wellbeing Plans

- **Falls Prevention:** Over half of the assessments address falls and/or hip fractures and this is welcomed. Falls prevention is a huge issue and reducing the number of older people who fall benefits everyone: the individual, their families/carers, health and social care services, and other public services. It is an Ageing Well in Wales priority and I recommend that the Local Wellbeing Plans address falls and provide solutions on how to reduce local falls numbers via a collaborative approach i.e. it involves the Local Authority and Health Board, the third sector, emergency services, housing, transport and leisure partners etc.
- **Domestic Abuse:** Whilst several assessments address abuse in one form or another, only a few address the abuse of older people (Monmouthshire, Pembrokeshire, Bridgend, Wrexham). Domestic abuse involving older people remains a 'taboo' subject and further work is needed to raise awareness, to signpost those affected to relevant help and support services, and to improve the recording of older people affected by domestic abuse. I expect the Local Wellbeing Plans to place greater emphasis on domestic abuse and how it affects people of all ages, and how a multi-agency collaborative approach is required to reduce the number of older people affected by domestic abuse and also in other settings e.g. hospitals and care homes.
- **Loneliness and Isolation:** Every assessment except one addressed the crucial issue of loneliness and isolation, which I strongly welcome. Loneliness and isolation needs to be recognised as a public health priority and something that affects an increasing number of older people. An estimated 75% of people aged 75+ who live alone feel lonely, and an estimated 9,000 older people in Wales spend Christmas Day alone. I am clear that Wales is facing a public health crisis if key partners do not recognise the devastating and far-reaching effects of loneliness and isolation. Loneliness and isolation can affect people of any age, however it affects more older people particularly with the loss of 'lifeline' community services such as public buses, toilets, libraries and day centres.

Loneliness and isolation can result in a number of detrimental physical and mental health impacts, and as my recent [evidence](#) to the National Assembly for Wales Inquiry demonstrates, Wales cannot afford to have current and future generations of older people at risk of loneliness and isolation. Loneliness and isolation remains an Ageing Well in Wales priority and I recommend that the Local Wellbeing Plans build on the assessments and provide collaborative solutions to tackle this public health priority across Wales.

- **Dementia Supportive Communities:** As previously mentioned, dementia is addressed in every assessment and this is something that I strongly welcome. The number of older people living with dementia in Wales will increase significantly in the coming years, and now is the time to address this crucial issue and propose actions and solutions that bring together all key partners. As with many issues that affect

older people, every PSB partner has a role to play in addressing dementia, and contribute to establishing Wales as a dementia friendly nation. My 2016 [report](#) on dementia emphasises that people living with dementia need to be recognised, not only by professionals and services, but also by wider society.

Some assessments specifically refer to the importance of establishing dementia friendly/supportive communities (Blaenau Gwent, Ceredigion, Flintshire, Pembrokeshire, Swansea, Torfaen, Vale of Glamorgan and Wrexham), and I strongly support this approach. It complements Ageing Well in Wales and such communities are required across Wales, not only to ensure that people living with dementia have the best possible quality of life, but also that individuals and their friends, family and carers live in communities that have a greater understanding of dementia and demonstrate support, empathy and cooperation. These developments offer a real opportunity for meaningful consultation to be conducted with people living with dementia and their carers, and my expectation is that this is something that all PSB partners would actively encourage and engage with to enable people living with dementia to directly influence service development.

- **Older people living in poverty:** Poverty amongst older people is not an issue that features prominently in the assessments and I recommend that the Local Wellbeing Plans consider ways of reducing the numbers of older people living in poverty in Wales. Over half of the assessments do address the issue of an ageing workforce and employment opportunities for people aged 50+, and this is something I strongly welcome. Wales is currently undervaluing and underappreciating its older workers, and the wealth of skills, knowledge and experience that older 'NEETs' (not in education, employment or training) possess is underutilised.

It benefits everyone to see an increasing number of older people remain in or return to the workplace: the individual, the employer and local and national economies. Improving learning and employment opportunities for older people is an Ageing Well in Wales priority and I welcome those assessments that address the current situation and provide solutions on how to maximise the potential of older workers and move towards age-friendly workplaces.

Learning opportunities is crucial for some older people in terms of gaining new skills and qualifications or refreshing existing skillsets. I am clear that learning across the life-course is important and leads to a range of positive wellbeing outcomes, and I support all efforts to develop lifelong/adult community-based learning opportunities that improves the employment prospects of older people. Lifelong learning is only addressed in a few assessments (Bridgend, Blaenau Gwent, Carmarthenshire, Swansea) and I expect greater emphasis placed on such learning opportunities in the Local Wellbeing Plans, not only for older workers/jobseekers but also for those who access learning for mental stimulation, social networking, the opportunities for new challenges and self-fulfilment.

Every assessment except one addresses fuel poverty, and I expect the Local Wellbeing Plans to propose solutions on how to reduce the numbers of older people

living in fuel poverty. Only two assessments address the uptake of financial entitlements (Newport, Swansea), and I also expect that the Local Wellbeing Plans consider ways of encouraging older people and others to claim their financial entitlements, a crucial way of improving older people's financial resilience.

- **Older people living in safe and inclusive communities:** Community safety is addressed in every assessment, and the importance of older people being and feeling safe is a key component in establishing age-friendly communities across Wales. Community safety involves a broad range of partners, including Local Authorities, Police and Crime Commissioners, and the third sector, and moving forward I expect the Local Wellbeing Plans to address this key issue for older people in further detail.

Only a few assessments address the need to establish age-friendly communities (Bridgend, Blaenau Gwent, Ceredigion, Cwm Taf, Swansea) and this is a missed opportunity. Working towards age-friendly communities, the overarching theme of Ageing Well in Wales, benefits people of all ages, and I recommend that the Local Wellbeing Plans place greater emphasis on such communities. The Plans should consider the services, facilities and infrastructure that people need as they grow older, work towards suitable homes and neighbourhoods, and encourage people of all ages to work together to develop community-based solutions that make a real difference in people's lives. Every Local Authority in Wales is a Dublin Declaration signatory i.e. a commitment to establish age-friendly communities locally, and yet only one assessment acknowledges this (Swansea).



Older People's Commissioner for Wales Comisiynydd Pobl Hŷn Cymru

The Older People's Commissioner for Wales

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 and her team work to ensure that 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 that they need.

The Commissioner and her team work to ensure that Wales is a good place to grow older – not just for some but for everyone.

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