

Report of Director of People

PSB Scrutiny Performance Panel 25th October 2017

Briefing on PSB Ageing Well Priority

Purpose	This report provides the Panel with an update of the PSB Priority on Ageing Well.
Content	This report outlines the background and context of Ageing Work and gives an overview of what has been achieved so far against the actions in the original Ageing well Plan/Strategy for Older People and looks at how Ageing Well will be taken forward and aligned with the requirements of the Future Generations Act.
Panel Members are being asked to	Discuss the report and identify if there are any comments and/or recommendations to be reported back to the PSB.
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1. Introduction

- 1.1 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 a further 28% over the next 25 years, compared to an overall estimated population increase of just 8% over the same time period, perhaps more shockingly, the population of people who are over 85 is set to increase by 104% over the next 20 years (Daffodil Cymru, 2015) 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' (Swansea Council, 2014).
- 1.2 It is recognised that this is one of the big challenges of our times and that whilst there is the need to review and adapt the way we deliver Adult Social Services we also need to look beyond core services to our communities and wider workforce. If we are able to build and strengthen our community resources we can in turn build individual resilience and the chance of enjoying a good quality of life in their community rather than in care services.

2. Context

- 2.1 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

- 2.2 In response to the Commissioners programme and the Welsh Government Strategy for Older People Swansea developed an *Ageing Well Plan and Independence of Older People Strategy 2015 – 2020*, (referred to in this document as the Ageing Well Plan)The strategy outlines our intentions on how we can support older people to live safe, well and independent lives for as long as possible. The Ageing Well Steering group was established to ensure a successful partnership approach to delivery of the strategy.
- 2.3 'Ageing Well' was agreed as an interim priority work stream by the Public Service Board (PSB) for 2016/17 transition from LSB to PSB
- 2.4 'Live Well, Age Well' was later agreed as one of four key objectives in Swansea's Local Wellbeing Plan (2017) to be addressed collaboratively by local public services.
- 2.5 Swansea Council signed the *Dublin Declaration on Age Friendly Cities and Communities in Europe* in February 2014 pledging commitment to creating an Age-Friendly City.
- 2.6 A motion was agreed by Council in September and 2014 to become a '*Dementia Supportive City*' in partnership with the Dementia Supportive Community Forum (Now known as Dementia Friendly Swansea)
- 2.7 *Swansea's Network 50+ Group*, was set up several years ago as a key mechanism for engaging with older people, the membership has over time reduced and we are working collectively to review participation arrangements for older people to enable more people to be involved and the groups to be more representative of Swansea's demographic make-up.

3. Overview of work programme for 17/18

- 3.1 In July 2016 a number of key objectives from the Ageing Well Plan were prioritised to be the focus of the PSB between 2016 and 2017. These objectives were:
 - 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.

4. Highlights of achievement to date

4.1 Dementia Friendly Communities

- All Local PSB core members have now achieved the BSI standard and are officially recognised by the Alzheimer's Society as working towards being Dementia Friendly.
- As all organisations have different footprints it's difficult to be precise, but we estimate that around 7500 public sector staff in Swansea are Dementia Friends including over 1500 Council staff.
- Survey undertaken on what a Dementia Friendly Swansea would look like completed by 165 people living with dementia or caring for someone with dementia. Report produced of finding with key themes identified.
- Partnership working with PSB organisations and Dementia Friendly Swansea (DFS) to address issues raised – e.g DFS are going to promote directory of social and support groups.

4.2 Making Every Contact Count

- Format and scope of the initiative has been agreed through meetings and workshops involving members of the public and practitioners.
- Task and finish groups have been established to develop the following areas: 1. Training 2. Evaluation and impact 3. Publicity and promotion.
- The Centre for Ageing and Dementia Research at Swansea University have expressed an interest in helping to develop the evaluation process and measure impact.

4.3 Age Friendly City Centre

- The Ageing Well team supported consultation on the proposed St David's development, ensuring older people had a voice.
- More general research on what makes an Age Friendly City Centre was carried out at the Ageing Well Event in April 2017, with more than 60 responses which will be presented to the Development Team at an upcoming meeting.
- Ageing Well Team promoting the Age Friendly Communities, Guidebook from Ageing Well in Wales and working closely with Centre for Ageing and Dementia Research to incorporate the OPERAT (physical environment assessment tool).
- Working with Young Firefighters, CADR and local community members in Cwmrhydycyrrw to promote Ageing Well with the intention of testing the Age Friendly Community resources out.

4.4 Expansion of Local Area Coordination

- This action is not exclusively a PSB action as the LAC manager with support from the Life Stages Manager has been looking at a variety of funding opportunities, which has resulted in four new posts becoming available. Four new posts have been agreed funded from a variety of sources:

- The evaluation report, released by Western Bay in April 2017 has contributed to the decision by the Council to expand Local Area Coordination by funding a further **two** posts.
- As a result of PSB discussions a further post has been agreed; this will be a secondment opportunity fully funded by Mid and West Wales Fire Service for 1-2 years.
- (There is the possibility of a second post funded by PSB members, but this is yet to be confirmed)
- The **fourth** confirmed post will be funded through Supporting People grant.
- Funding has also been secured from Swansea Housing Associations which is already committed to existing posts.

4.5 Increased Awareness of Falls Prevention

- The Community Falls Prevention Pathway for ABMU is in the process of being reviewed to include a wider range of partner responsibilities, for example Local Area Coordinators
- Promotion of the Falls prevention guide and other falls prevention initiatives at the Ageing Well Event in Swansea and across partner organisations
- Falls prevention is included as a key theme in the Making Every Contact Count initiative and makes explicit links to the Steady on, Stay Safe campaign.

4.6 Engagement and Participation

- The Ageing Well team has taken over responsibility for supporting the Network 50+ from Access to Services. We are in the process of drafting and Engagement and Involvement Plan. Members of the Network have been involved in all planning events and Steering Group and Sub-Group meetings.
- The Ageing Well team organised a partnership Ageing Well Engagement Event in April 2017 and are celebrating UK of Older People on October 19th in Swansea Grand.

5. Forward Look/Future developments

- 5.1 Ageing Well was identified as one of four objectives in Swansea's Local Wellbeing Plan which is due to be published in May 2018. Initial focus group meetings have reviewed the content of the Local Wellbeing Assessment along with responses from Ageing Well engagement activities and feedback from PSB workshops and have proposed that this objective takes a 'life course' approach rather than just focusing on Older People. This approach has a prevention focus so intends to build resilience both at individual and community level to enable people to 'Live Well and Age Well'. The detail of the objectives will go out to public consultation in November 2017
- 5.2 The Ageing Well Plan priorities will be reviewed again following the sign-off of Swansea's Wellbeing Plan and more detailed actions and timeframes will be established
- 5.3 The Ageing Well Team are in the process of developing a proposal on how we can embed human rights for older people council-wide.
- 5.4 The Ageing Well Team along with key partners and members of the Network 50+ has drafted an engagement and participation plan for older people which sets out how we plan to inform, engage and involve people in all of our work.

- 5.5 The Ageing Well Team will continue to play a key role in expanding Local Area Coordination to cover all areas of Swansea and take steps to influence others to embed an asset based community development approach in other key service areas.

6. Recommendations

- 6.1 The Panel is asked to discuss the report and identify if there are any comments and/or recommendations to be reported back to the Public Services Board