

Strategy for Older People in Wales (2013-2023): Living Longer, Ageing Well

Strategy Delivery Plan

Why have we developed a Delivery Plan?

The purpose of the Strategy Delivery Plan is to bring together in more detail the actions the Welsh Government is taking (or planning to take) to ensure the well-being of all older people in Wales. The vision in the Strategy, which was launched in May 2013, was:

“People in Wales feel valued and supported, whatever their age”.

“All older people in Wales have the social, environmental and financial resources they need to deal with the opportunities and challenges they face.”

The Delivery Plan is a dynamic, living document that will continue to evolve throughout the life of the strategy as the policy agenda in Wales develops.

How we will measure the impact of the Strategy.

Each of the delivery plans outlines how we will measure the impact of the strategy. Some of these measures already exist, while others will need to be developed.

The **Welsh Government** is developing a national outcomes framework for social services that will set out the most important well-being outcomes for people in Wales. These will be developed in a phased approach, with publication in **April 2014**.

We will use these along with the broader well being indicators that are being developed as part of the Programme for Government to measure how older people's well being is improving over the life of the Strategy.

The Older People's Commissioner will be monitoring our progress and will provide an independent report biennially on the achievements against the outcomes laid out in the delivery plans.

The Welsh Government's challenge for the next ten years of the Strategy for Older People is:

- To create a Wales where full participation in their community and family life is within the reach of all older people and their contribution is recognised and valued;
- To develop communities that are age-friendly while ensuring older people have the resources they need to live;
- To ensure that future generations of older people are well equipped for later life by taking action.
- That people in Wales feel valued and supported, whatever their age.

The role of the Welsh Government is to set the direction for policy; make the case for change and create structures that are capable of delivering transformed services. Real differences to older people's lives can only be made through a shared commitment across the statutory, private and third sectors to shape services that are sensitive to the needs of older people in Wales.

The Strategy for Older People in Wales: Living Longer, Ageing Well sends a clear message that the delivery of improvements in older people's well-being can only be achieved by concerted effort and commitment by all Welsh Government departments, our partners and stakeholders.

The Strategy is rooted in what older people told us was important to them:

- I have a sense of purpose and good relationships. (Social Resource)
- I live in a community that is sensitive to my needs. (Environmental Resource)
- I can afford a good quality of life. (Financial Resource)

The 3 key themes of the Strategy Phase 3 Living Longer, Living Well focus on these statements and set out how Welsh Government will work for and with older people in Wales to ensure all older people in Wales can access the **Social, Environmental** and **Financial** Resources that they need.

Social outcomes

Good physical and mental health is important to an individual's well-being. The importance of healthy living is well rehearsed, however the importance of having regular access to social activities and networks is less frequently acknowledged.

Throughout the development of this Strategy older people told us that they often felt marginalised and excluded in their community and/or family and that the contribution that they made was sometimes

undervalued. Finding ways of supporting older people feel connected to and important to their family and community, for them to work or volunteer, share their knowledge and experience, and to feel valued and needed by others are all things that older people said contributed to their feelings of well being. Feeling valued, respected and able to contribute is important for an older person's quality of life and can prevent or delay significant health or social care needs.

Older people are a large and diverse group, and make up one-third of the population of Wales. Their needs and aspirations are influenced and determined by, for example, their physical health, their care and support needs, where they live, and how they identify themselves (such as ethnicity, language requirements, gender, sexual orientation). However there is common ground that all older people can identify with.

The evidence shows us and older people told us that:

- If they are able to participate in social and leisure activities older people are more likely to say they feel well. Evidence shows that good social relationships are associated with positive health effects for the individual.
- Being lonely or isolated can lead to health problems and early death. Evidence shows that the health risks of loneliness are significant, the same as smoking and twice that of obesity.
- Isolation causes depression and makes older people more vulnerable to abuse.
- The social aspect of eating is important and there is evidence that living alone is associated with poor diet. In Wales 43% of people aged 75 and older live alone – two-thirds of women and one-third of men.

- Staying physically active protects mental and physical health, and feeling in good physical health makes an important contribution to overall well-being.
- Caring can have a detrimental impact on the physical, emotional and mental health of carers, especially on older carers. The 2011 Census shows there are 370,230 people providing unpaid care in Wales. Many of those cared for will be older people, and many carers are themselves aged over 50. Wales has a higher proportion of carers than England

So what is Welsh Government going to do?

The delivery plan sets out our planned actions to create a Wales where older people:

- 1.1 Enjoy a better quality of life, have active social lives (if desired), and loneliness and unwanted social isolation is minimised. Older people are not subjected to abuse.
- 1.2 Are not discriminated against because of their age, and do not experience multiple discrimination due to gender, race, disability, religion and belief, or sexual orientation, gender reassignment, in addition to their age.
- 1.3 Have access to information and advice about services and opportunities and are not disadvantaged when accessing them.
- 1.4 Have opportunities to engage in learning or other activities.
- 1.5 Enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities.

Environmental outcomes

Older people are clear that they want to be able to enjoy and participate in their community and that they rely on accessible public spaces and access to transport to achieve this. Towns and communities can also “age” over time in composition, character and appearance. The closure of local shops, post offices and other community facilities in many areas; changing lifestyles with dispersed families, greater commuting distances, higher levels of car ownership and the growth of retail parks have transformed many towns and villages. Some older people in communities can feel isolated due to these changes in a once familiar environment and many find it more difficult to access the services and facilities they need.

We know that good public seating, toilets, well maintained pavements, well lit streets, and signage that are clear and visible, particularly for bus stops, and streets that feel safe for pedestrians and other road users, help older people maintain their confidence and independence.

Older people play a crucial role in their communities – they work, volunteer, share their experiences and knowledge, and are carers within their families and community. This contribution needs to be acknowledged and valued.

Opportunities to be spontaneous, to have a day out, visit a friend or take part in leisure activities is also important for well-being. Environments and transport systems that enable, rather than disable people, make an important contribution to how the individual feels and how they rate their own well-being.

As the number of older people in our communities is growing, and recognising the health and well-being benefits of remaining active in

their community, it is vital that these communities become more 'age-friendly' so people of all ages can feel they belong and are included.

The evidence shows us and older people told us:

- Generally they feel less safe in their homes, local area, town/city centres and on public transport at any time than do younger adults, particularly after dark. Evidence shows they are less likely than younger people to be the victims of crime.
- They find it more difficult than younger age groups to access local amenities. The greatest differences are in regard to public transport and access to cultural or recreational facilities.
- That one in ten people of them over the age of 65 will trip or fall because of uneven or broken pavements. Evidence shows us the impact that such a fall has on the individual's life expectancy and quality of life.
- A lack of transport contributes to their feelings of social isolation. Evidence shows us that the Community transport return on investment is estimated at £3 for every £1 spent.
- Worsening housing conditions are independently associated with the deterioration in their health. Evidence shows that the timely adaptation of homes reduces disability and risk of accident.
- Ageing in place is not always the best option but 'moving on' can be terrifying.

So what is Welsh Government going to do?

The delivery plan sets out our planned actions to create a Wales where older people:

- 1.1 Find public places welcoming, safe and accessible.
- 1.2 Are able to participate and contribute in their communities and access services and amenities. Older people are not victims of scams or anti-social behaviour.
- 1.3 Can access affordable and appropriate transport which assists them to play a full part in family, social and community life.
- 1.4 Have access to housing and services that support their needs and promote independence.

Financial outcomes

We know that poverty often results in poorer health for individuals. It can limit people's ability to access services and affect their ability to participate fully in their family or community. There is a clear link between living on a low income and reduced healthy life expectancy.

It is vital that people are supported and encouraged to prepare for their later life, and that they are given the right information and advice about how they could make financial and practical preparation for this.

Financial security is important at all stages of life but poverty in later life is specifically associated with high levels of social isolation, poor health, insufficient social care, poor housing and lack of access to good financial advice and support. In addition, older age is associated with reduced opportunities to escape poverty or financial hardship, for example through employment or retraining.

Many older people in households under the poverty threshold will have been in this situation during significant parts or all of their lives, while for others the ageing process itself may reduce their income, for example through ill health, retirement, the costs of caring responsibilities, or bereavement.

Only some of the factors that influence financial security are devolved to the Welsh Government. Nevertheless there are actions we can take in Wales to support people to maintain decent incomes in later life.

Fuel poverty is a particularly important issue for older people due to physiological changes that can come with age which can result in increased susceptibility to the cold and viruses.

There is a very real risk of a drain of skilled workers as the baby boomers (those aged 50-70) reach state pension age and leave the labour market. Older workers may be faced with a number of barriers to employment. Some have health issues; others may simply need to update their skills to reflect the current work environment. Workers with caring responsibilities need to balance the demands placed on them. In any case, a focus on retaining older workers is important for economic prosperity in Wales.

The evidence shows that:

- Older people are among those at highest risk of financial exclusion and least likely to claim their financial entitlements. Three quarters of older people report having no savings, just one in five have savings of up to £20,000, and only 2% have savings of £20,000 or more.
- Two-thirds of households headed by a person of pensionable age have an annual income of less than £15,600.

- It is estimated that one third of people entitled to Pension Credit do not claim.
- Levels of poverty and social exclusion are highest amongst older (85+) women living alone. Pensioners living in a household headed by someone from an ethnic minority are also more likely to be in a low-income household¹⁰.
- Approximately 140,000 older households in Wales are estimated to be living in fuel poverty.
- Cold homes contribute to about ten per cent of the excess winter deaths among older people each year. The majority of deaths are among those aged 75 and over.
- Workers aged 50-65 make up over a quarter of the workforce.
- Older people who are unemployed are more likely to be in long-term unemployment (a year or more). Around 45% of unemployed people aged 50- 64 have been unemployed for a year or more compared to 30% for 18-24 year-olds and 38% for 25-49 year-olds.

So what is Welsh Government going to do?

The delivery plan sets out our planned actions to create a Wales where older people:

3.1 Have an adequate standard of income and are receiving all the financial benefits to which they are entitled.

3.2 Live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.

3.3 Can access appropriate financial advice and services, and are not over-indebted.

3.4 Who want to work are able to do so and can access help with re-skilling and retraining.

What are we going to do to ensure that we meet our ambitions in Wales over the next 10 years?

- Welsh Government policy officials will work with the National Partnership Forum, (the Ministerial Advisory Group on Ageing), pensioner groups and local Strategy Co-ordinators to listen and respond to issues raised and/or to report on progress on actions, and to facilitate the sharing of knowledge and practice.
- Welsh Government departments will continue to consider how new policies and programmes can support independent living and contribute to the outcomes in the Strategy.
- The Strategy for Older People and Carer's team will work in partnership with stakeholders as relevant.
- We will provide support to policy divisions in engaging with older people's organisations and/or older people when developing or reviewing policies and programmes.

- We will work with stakeholders and officials to identify relevant performance measures to monitor progress in specific policy areas (where possible).
- We will work with Equality Leads at WLGA and NHSCEHR to promote the Strategy within their organisations, and to consider how it can be used to influence development of Strategic Equality Plans.
- We will promote the Strategy to Local Service Boards.
- We will work with members of the National Partnership Forum to raise awareness of the Strategy amongst their members, and wider networks.
- We will continue to engage with stakeholders and older people's organisations to identify on-going issues and to consider how the Strategy can be developed as a 'living' document.

Emerging policy developments and initiatives that will support our ambitions.

- The Consultation on the development of a **Declaration of Rights for Older People in Wales** finished in March 2014. The Declaration was published in July 2014,
- The **Ageing Well in Wales** programme, led by the Older People's Commissioner for Wales. This is a 5 year partnership of national and local government, major public and third sector agencies in

Wales. It is hosted by and chaired by the Older People's Commissioner for Wales.

- The sign up from local authorities across Wales to the **Dublin Declaration on Age Friendly Cities and Communities**. (Annex 2)
- A programme of transformational change in social care through **Sustainable Social Services** and the **Social Services and Well-being (Wales) Act**. The Act also contains proposals to give carers equivalent rights to the people they care for.
- The **Healthy Ageing Programme** which aims to address the health needs of older people and is delivered by Age Cymru on behalf of the Welsh Government. Funding has been approved until March 2016.
- The development of a **Health Checks** programme for people aged over 50, led by Public Health Wales, to support and empower people to have greater control of their health and well-being.
- Proposals for the **Sustainable Development Bill** – enhancing the economic, social and environmental well-being of people and communities, encouraging the long term view in the decisions we take now in order to maximise the well-being or quality of life in Wales.
- The **Carers Strategy for Wales and Delivery Plan** which have been refreshed and published.
- The **Carers Information and Consultation Strategies** that Local Health Boards, NHS Trusts and their local authority partners have developed under the **Carers Strategies (Wales) Measure 2010**.
- The **Council Tax Support Initiative**– 330,000 households will be helped as the Welsh Government funds benefit shortfall.
- The **Tackling Poverty Action Plan** will look at pensioner poverty.

- **The Strategic Equality Plan (SEP)** supports the Strategy as a whole and outlines 8 key areas where the Welsh Government intends to do to further help eliminate discrimination, advance equality of opportunity and foster good relations.
- **The Hate Crime and Incidents Framework** is intended to be a strategic driver for partnership work across Wales to tackle hostility and prejudice and to influence real change.

**THE DUBLIN DECLARATION
ON AGE-FRIENDLY CITIES AND COMMUNITIES IN EUROPE 2013**

On the occasion of the ‘EU Summit on Active and Healthy Ageing’, held in Dublin, Ireland on the 13-14 June 2013, under the Irish Presidency of the European Union, we, the mayors and senior political representatives of European cities, municipalities, communities and regions unanimously declare the following:

We will:

Promote the ‘Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013’ (Dublin Declaration 2013) in appropriate national and international forums, fostering the maximum adherence possible to its values, principles and premises, in terms of plans, programmes and resources, in order to implement the commitments in this Declaration within a reasonable period of time.

Collaborate with all relevant regional and local stakeholders to support the full application of the pledges in the Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013, including cooperation with the WHO European Regional Office and its Network of Cities committed to developing age-friendly environments as part of the WHO Global Network of Age-Friendly Cities and Communities. This will involve commencing a multi-year cycle of continual assessment and improvement to make their environments more age-friendly.

Communicate through local and regional channels and networks between the various cities and communities to stimulate and support advances in the promotion of equal rights and opportunities for older citizens and to share learning about advances in policies and practices which improve their lives.

Supporting Pledge

The undersigning cities and communities also pledge, where it is within their area of responsibility and economically feasible, to further the following specific actions, and to incorporate them into key planning instruments to strengthen long term sustainability:

Promote among the general public **awareness of older people**, their rights, needs, and potentials, and highlight the positive social, economic and cultural contribution they make.

Ensure that the views and opinions of older people are valued and listened to and that structures and **processes of citizen-centred engagement** are developed to ensure that older people have an adequate involvement in decision making and are actively involved in the design and creation of innovation and change.

Adopt measures to develop **urban spaces and public places** that are inclusive, sharable and desirable to all, including older people, and ensure that publicly used buildings promote the dignity, health and well-being of users of all ages, and are fit for purpose to meet the changing needs of an ageing society.

Promote and support the development of neighbourhoods and communities for all ages that are diverse, safe, inclusive and sustainable, and that include

housing for older people that is of the highest quality. Particular attention should be given to the needs of older people in assisted living, residential care and nursing homes where their dignity and autonomy is at greater risk.

Work to establish **public transport systems** that are available and affordable to all, including older people, and are 'seamless' within and across the various modes of transport that exist. The transport systems should also promote and facilitate personal transport use, such as cycling and driving by older people.

As these become more difficult, personal alternatives such as affordable taxis and car-pooling, which interconnect with the public system, should be made available.

Promote the **participation of all, including older people, in the social and cultural life** of their community by making available a diverse range of events and activities that are accessible, affordable and tailored to be inclusive of them and promote their integration into the community. This should include the promotion of intergenerational activities.

Promote and support the development of **employment and volunteering opportunities** for all, including older people, and recognise their positive contribution, and include the provision of **lifelong learning** opportunities in order to empower older people and promote their autonomy.

Ensure that a comprehensive and integrated range of affordable, easily accessible, age- friendly and high quality **community support and health services** is available to all, including older people, to include health promotion and prevention programmes, community-based support services,

primary care, secondary acute hospital, rehabilitation services, specialist tertiary, long-term residential and compassionate end of life care.

Dublin, 13 June 2013

SIGNATURES OF CITY MAYORS, COMMUNITIES AND REGIONAL AND LOCAL AUTHORITIES: