

Meeting of:	Healthy Living and Social Care Scrutiny Committee
Date of Meeting:	Tuesday, 04 February 2025
Relevant Scrutiny Committee:	Healthy Living and Social Care
Report Title:	Age Friendly Vale Update
Purpose of Report:	To present the Vale of Glamorgan Public Services Board’s Age Friendly Vale Strategy and Action Plan 2025-2028 and an overview of the consultation undertaken as part of the rolling programme of providing Committees with insights into the work of the Public Services Board.
Report Owner:	Report of the Chief Executive
Responsible Officer:	Tom Bowring, Director of Corporate Resources
Elected Member and Officer Consultation:	No specific Ward Member consultation has been undertaken
Policy Framework:	The Public Services Board Well-being Plan 2023-28 was approved by Council in April 2023
<p>Executive Summary:</p> <ul style="list-style-type: none"> • The Public Services Board (PSB) launched its first Well-being Plan on 22nd May 2018. Its second Well-being Plan was launched at an event on the 15th June 2023. Since its launch partners have been working to progress the Well-being Objectives set out in the Plan and the actions aligned to these Objectives. Many of the Objectives and actions are aligned to the work undertaken to help make the Vale of Glamorgan more age friendly. In addition, becoming an Age Friendly Vale is one of the three key priority workstreams for the Plan. • Becoming more age friendly is not only linked to the work of the PSB at a local level, but also forms part of the response to the national intentions supported by Welsh Government and the Older People’s Commissioner for Wales to have every local authority area in Wales achieve Age Friendly Community and City Status, which is awarded by the World Health Organisation. • In October 2023 the PSB’s application on behalf of the Vale of Glamorgan was approved and the Vale of Glamorgan became the fourth local authority area in Wales to achieve Age Friendly Status. • Following award of the status, the Vale of Glamorgan was required to develop an action plan, outlining how partners will work together, side by side with the community to make the Vale an even better place to grow older. The Age Friendly Vale Strategy and Action Plan was developed by the PSB with partners and the public and covers the period 2025 – 2028, aligning with the 	

PSB's Well-being Plan. The document sets out 20 high level actions and associated outcomes which will guide work on a wide range of domains (linked to the World Health Organisation's 8 Age Friendly Domains) to build a better place for people to age well.

- Following a period of consultation and engagement, the [Age Friendly Strategy and Action Plan](#) were formally agreed and signed off by the PSB on 11th December 2024 and launched during January and February 2025.
- During the consultation period an Age Friendly Vale update was provided to the Committee on the 9th July 2024 outlining the work to date. At this meeting the Committee requested a further report on this agenda and the outcome of the consultation.
- The work of the PSB is reported to the Corporate Performance and Resources Scrutiny Committee. The Committee have requested the work of the PSB is also reported to other Committees whose remits align to elements of its work to broaden the understanding of the PSB's work amongst a wider range of elected Members.

Recommendations

1. That Members note the work to develop an Age Friendly Vale and the associated Age Friendly Strategy and Action Plan 2025-2028.
2. That Members consider if they would like to receive further updates on the work of Age Friendly Vale during the year in addition to the progress reported as part of the PSB Annual Report, reported to Corporate Performance and Resources Scrutiny Committee and which is shared with all elected Members.

Reasons for Recommendations

1. To enable Members to consider the work to develop an Age Friendly Vale and present the Age Friendly Strategy and Action Plan 2025-2028.
2. To enable Members to be updated on the work of Age Friendly Vale in a manner that best satisfies the needs of the Committee.

1. Background

The Public Services Board (PSB)

- 1.0 The Well-being of Future Generations (Wales) Act 2015 formally established Public Services Boards (PSBs) in each local authority area in Wales. 'Our Vale' is the Vale PSB and in accordance with the Act must contribute to the achievement of the national well-being goals as set out in the legislation. The PSB must do this by:
 - Assessing the state of economic, social, environmental and cultural well-being in the local area.
 - Setting local objectives that are designed to maximise the PSB's contribution within the area to achieving the national well-being goals.
 - Taking all reasonable steps to meet these objectives i.e. through a Well-being Plan which must be informed by the Well-being Assessment.
- 1.1 Corporate Performance and Resources Scrutiny Committee is the designated committee for scrutinising the work of the PSB.
- 1.2 The PSB's second Well-being Plan sets out three Well-being Objectives for 2023 – 2028. There are several short and long-term actions which are being taken forward in an integrated way to achieve the three Objectives and to deliver the PSB's 2050 vision.
- 1.3 The PSB's three Well-being Objectives in the 2023-28 Well-being Plan are:
 - **A more resilient and greener Vale** - by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.
 - **A more active and healthier Vale** - by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.

- **A more equitable and connected Vale** - by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.
- 1.4** There is a wide range of work detailed in the 2023-28 Well-being Plan that will contribute to the delivery of the three Objectives and the PSB has identified three priority workstreams where specific and additional shared focus is needed:
1. Responding to the climate and nature emergencies
 2. Working with people who live in our communities that experience higher levels of deprivation
 3. Becoming an Age Friendly Vale
- 1.5** The Welsh Government's statutory guidance Shared Purpose: Shared Future, sets out that PSBs must prepare and publish a progress report on the work undertaken towards meeting the Well-being Objectives on an annual basis. The PSB's Annual [Reports](#) set out the progress made over the year and are scrutinised by the Corporate Performance and Resources Scrutiny Committee. In December 2024 the PSB also considered a six month progress [report](#) which is published on the PSB website.

Age Friendly Vale

- 1.6** In 2021 the Older People's Commissioner for Wales team presented information to partners on the importance of and benefits of becoming age friendly and achieving World Health Organisation Age Friendly Status. The PSB agreed to jointly take forward the work locally to make the Vale a better place for people to age well in, and to apply for Age Friendly status on behalf of the Vale of Glamorgan.
- 1.7** Work in this area supports findings from the PSB's [Well-being Assessment](#) (used to inform the Well-being Plan objectives, actions and key priority workstreams) which outlined what life was like for Vale residents. Findings in relation to our older population highlighted that the 65 and over population has been growing at a faster rate than the rest of the Vale of Glamorgan's population and that this is projected to continue. Between 2019 and 2039 it is estimated that the population aged 65-84 in the Vale of Glamorgan will grow by 5,266 people and the population aged 85 and over will grow by 2,904 people. In comparison, contractions can be observed in the projected population aged 0-15 and 16-64. Findings from the 2021 Census support the findings of a growing older population in the Vale showing that between 2011 and 2021 there has been an increase of 24.9% in people aged 65 and over in the Vale of Glamorgan, this compares to an increase of 17.7% for the whole of Wales.
- 1.8** This local response supports national goals for Wales to become a nation of Age Friendly local authorities and help achieve Welsh Government's '[Age friendly Wales: our strategy for an ageing society](#)'. To support this agenda Welsh Government have provided funding for 2021/22 – 2024/25, with indicative funding for 2025/26, for a dedicated Age Friendly Officer within each local

authority area to drive forward this work. In November 2022 the Age Friendly Vale Officer took up post.

- 1.9** In 2023 the PSB established an Age Friendly Vale Network of partners and the PSB developed the [Age Friendly Vale Charter](#) which shows partners' commitment to achieving a collective vision to support people to age well in the Vale of Glamorgan. The Charter sets out 8 commitments and formed a critical element of the World Health Organisation's Age Friendly Status application process.
- 1.10** In October 2023 the PSB's application on behalf of the Vale of Glamorgan was approved and the Vale of Glamorgan became the [fourth local authority area in Wales to achieve Age Friendly Status](#). The Status recognises the commitment within the Vale of Glamorgan to work to become *more* age friendly and recognising the work already underway to support residents as they grow older. Part of receiving this Status and working to achieve our commitment requires the development of an Age Friendly Strategy/Plan.

2. Key Issues for Consideration

- 2.1** The Corporate Performance and Resources Committee on the 19th July 2023 recommended that PSB partners be invited to Scrutiny Committee meetings to provide insights into the work of the PSB.
- 2.2** On the 9th July 2024 the Healthy Living and Social Care Scrutiny Committee received an update on the age friendly movement in the Vale, including consultation on the Age Friendly Vale Action Plan developed by the Age Friendly Vale Network consisting of PSB representatives, partners, third sector and members of the public.
- 2.3** Following the update, Members asked for a further report on the work of Age Friendly Vale following the consultation exercise and in particular information about the number of enquiries received via the Council's Contact Centre, following the leaflet distribution exercise, in comparison to contact made using the included QR Code and the methods of outreach taking place across all ward areas of the Vale of Glamorgan.
- 2.4** The public consultation on the draft Age Friendly Action Plan ran from 17th June to the 11th August 2024. During this time a variety of online and offline engagement options were offered including 11 community feedback sessions held across the Vale in towns and rural areas including Rhoose, Llantwit Major and St. Athan. Officers also distributed 600+ leaflets which promoted the community face to face feedback sessions and included a QR code to the short consultation survey and phone number for residents to use to complete the survey offline. Leaflets and where possible paper copies of the survey were distributed in day centres, sheltered housing accommodation, supermarkets, libraries and GP surgeries. The survey was used to measure to what extent people agreed or disagreed with the proposed actions which had been developed by partners across the Age Friendly Vale Network based on service user insight and findings from previous engagement. The survey also provided an

open question to allow respondents the opportunity to provide feedback as part of their response on the draft actions.

- 2.5** A total of 135 surveys were completed, of these 27% (36) were paper surveys and (73%) 99 were completed online. The Contact Centre did not receive any phone calls for assistance to complete the survey over the telephone. There is no data regarding the specific use of the QR code but scanning this code would have provided a link to complete the online survey.
- 2.6** Overall, 85% of people that responded to the survey either 'strongly agreed' or 'agreed' that the proposed actions were the right ones to focus on for 2025-2028 but wider feedback showed people wanted more detail about how this work would be delivered in the Vale. Taking these comments into consideration, the Action Plan was expanded to include more detail and intended outcomes becoming the current Age Friendly Vale Strategy and Action Plan 2025-2028.
- 2.7** The consultation activity highlighted three priority areas for the Vale which are deemed critical to unlocking the success of many actions outlined in the Action Plan. These areas will require greater focus across organisations during 2025-2028:
- People have a sense of purpose, feel respected and are actively engaged in their communities.
 - People are well informed about the support and opportunities available to them through a range of different types of communication.
 - People have access to suitable forms of transport across the Vale.
- 2.8** When the Vale of Glamorgan is divided by the three Community Areas as used in the Vale PSB's Well-being Assessment (Barry, Eastern Vale and Western Vale), the Western Vale has the highest proportion of population aged 50+, with 27% of the population of the Western Vale aged 50+ We recognise that many of the challenges faced by older residents are intensified for those living in rural areas. Considering these challenges and in addition to the three priority areas above, our attention will be given to better understanding and overcoming challenges in our more rural communities aligned to the actions within the Plan.
- 2.9** The [Age Friendly Vale Strategy and Action Plan 2025-2028](#) was agreed at the PSB's meeting on the 11th December 2024 and will be launched and promoted during January and February 2025.
- 2.10** The work to become a more Age Friendly Vale and its links to the wider work of the PSB are reflected within the [PSB's Annual Report](#), produced each year and scrutinised by the Corporate Performance and Resources Scrutiny Committee. Progress under Age Friendly Vale has previously been provided directly to the PSB through Board meetings and to Town and Community Councils through the PSB's Town and Community Council Exchange meetings.
- 2.11** In addition to the development of the Strategy and Action Plan other key areas of work have included:
- 2.12** Supporting the Vale 50+ Strategy Forum to grow in membership and reach by hosting a series of meetings and events to provide an opportunity for older

people to share their views, lived experiences and connect with likeminded individuals. In 2024/25 the Forum held 30 activities on a range of topics, including their Annual General Meeting which saw Rhian Bowen-Davies, the newly appointment Older Peoples Commissioner for Wales as guest speaker.

- 2.13** Working together with partners including the Council, Age Connects, Citizens Advice and the Department of Work and Pensions to promote Pension Credits, encouraging people of pensionable age to apply to maximise their income and potentially unlock the Winter Fuel Allowance and other benefits. This work has included the Vale of Glamorgan Council sending out 1,200 targeted letters to residents in receipt of benefits and potentially entitled to claim Pension Credits. A further 4500+ leaflets were sent to Council Housing Tenants encouraging them to contact the Council's Money Advice Team to check their entitlement and the leaflets have been placed in the Council's sheltered housing schemes. Information has also been shared via partners social media accounts, posters and through attendance at local events.
- 2.14** Launching the Age Friendly Vale's Positive Ageing Campaign on International Older Day of Older People (1st October 2024) which featured videos from local residents sharing their advice on how to age well and the 'best things about growing older'. The [video](#) featured in the Welsh Government Age Friendly Newsletter and has been played over 1,000 times through the initial post alone helping to promote positive ageing and tackle negative stereotypes.
- 2.15** As the work under Age Friendly Vale is so cross cutting, within the Council there are a number of workstreams and initiatives that support this work, these include but are not limited to; the Golden Pass scheme supporting those 60 and over who are less active which saw a successful Golden Take Over at Barry Leisure Centre attended by 42 older adults, each benefiting from an evening of free activities encouraging people to be more active in a safe and encouraging environment. DEWIS Cymru providing a directory of local support and activities which has been promoted at local events including those hosted by the 50+ Forum, Telecare assisting people to live independently, Greenlinks providing volunteering opportunities and to enable access to transport particularly in more rural areas, and work to support the growth of Dementia Friendly Communities across the Vale.
- 2.16** Members are requested to note the update provided in this report and its presentation to Committee.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The Well-being of Future Generations (Wales) Act 2015 is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty,

each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.

- 3.2** Through the PSB, partners are working together to contribute to the national well-being goals, adopt the five ways of working and improve social, economic, cultural and environmental well-being.

4. Climate Change and Nature Implications

- 4.0** The work on Age Friendly will support work where possible undertaken by PSB partners to deliver against commitments in the Climate Emergency Charter which all PSB partners signed in 2021 and which was revised in 2024. Partners continue to work together through the PSB Climate Emergency and Asset Management Group to lead by example, take positive action and reduce our impact on the environment. The PSB's Annual Report this summer included details on the range of work undertaken by partners aligned to the climate and nature emergency, highlighting work under the PSB's priority workstream in its Well-being Plan which focuses on 'Responding to the climate and nature emergencies.'
- 4.1** The World Health Organisation recognises outdoor spaces and environments as a domain supporting the development of age friendly communities. Work to ensure 'People have access to safe outdoor spaces and buildings with suitable facilities.' recognising the importance of protecting our climate and nature is contained within the PSB's Age Friendly Vale Charter.

5. Resources and Legal Considerations

Financial

- 5.1** Welsh Government have made funding available for the PSB in the form of a regional grant to both Vale of Glamorgan and Cardiff PSBs. The regional funding shared equally between the PSBs is being utilised to further develop the PSB evidence base and progress actions linked to the 2023 -28 Well-being Plan.
- 5.2** Welsh Government have made funding available to support the development of age friendly communities to all local authorities in Wales between 2021/22 – 2024/25, with indicative funding for 2025/26. This funding has been used to recruit dedicated Age Friendly Officers in all local authorities and to support the development of this agenda.

Employment

- 5.3** There are no specific employment implications arising as a direct result of this report.

Legal (Including Equalities)

- 5.4** There are no specific legal considerations arising as a direct result of this report. Actions set out in the Well-being Plan will help to tackle the inequalities linked to deprivation and to increase community participation and engagement. The work of the PSB will contribute to the delivery of a more equal Wales, one of the seven national well-being goals for Wales.

6. Background Papers

The Vale PSB Well-being Plan 2024 – 2028 - [valepsb.wales/Documents/Well-being-Plan-2023/Full-Vale-PSB-Well-being-Plan-2023-2028-Eng.pdf](https://www.valepsb.wales/Documents/Well-being-Plan-2023/Full-Vale-PSB-Well-being-Plan-2023-2028-Eng.pdf)

The Vale PSB Annual Report 2023-2024 - <https://www.valepsb.wales/en/Our-Progress/Our-Progress.aspx>

The Vale PSB Age Friendly Vale Charter - <https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Charter-English.pdf>

The Vale PSB Age Friendly Vale Strategy and Action Plan - <https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Strategy-and-Action-Plan-English.pdf>

Age Friendly Vale Update to Healthy Living and Social Care Committee - [https://www.valeofglamorgan.gov.uk/Documents/ Committee%20Reports/Scrutiny-HLSC/2024/24-07-09/Age-Friendly-Vale-Update.pdf](https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Scrutiny-HLSC/2024/24-07-09/Age-Friendly-Vale-Update.pdf)