



AGEING WELL IN PEMBROKESHIRE

The Older Person's Strategy and
Age Friendly Communities programme in
Pembrokeshire through joint working
with all departments of the local authority
and partner organisations.



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Pembrokeshire County Council on (01437) 776613.**

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Welcome to our Older Person's Strategy - Ageing Well in Pembrokeshire.

This Strategy sets out our vision for the wellbeing of older people in Pembrokeshire and supports Pembrokeshire County Council's commitment through the signing of the Dublin Declaration on Age Friendly Cities and Communities. It has been developed with the support of a wide range of local groups, partner organisations and takes into account the responses we received during our formal consultation process.

The main feature of our consultation was a series of listening sessions with older people. In this way we have tried to ensure that our priorities reflect those of older people themselves.

Underpinning our priorities is the Age Friendly Communities ethos that later life for people should be lived in the best health possible, should be active, safe, enjoyable and fulfilling, and that people should have opportunities to make a positive contribution to the local community.

There is a considerable amount of support and work already taking place in our county. However with more and more people enjoying later life here in Pembrokeshire, there is much that can still be done to stimulate activity and offer support when needed.

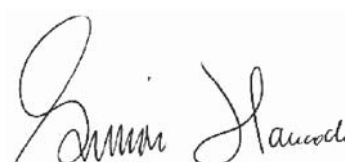
People over the age of 50 can continue to contribute to having a say in how our services are developed through our consultation processes or through the Pembrokeshire 50+ Central Forum.

In Pembrokeshire we have already seen developments in Age Friendly Communities, Dementia Supportive Communities and activities to help prevent loneliness and isolation. This is in addition to work in falls prevention and opportunities for employment and new skills development.

We have been increasing our investment in our communities through the Intermediate Care Fund, seeing projects such as PIVOT (supporting people coming home from hospital); Pembrokeshire Leisure Exercise Referral Scheme; concessionary rates for Leisure Services and Community Learning; and supporting St Davids in working towards becoming a Dementia Friendly City, to name just a few.

Over the next five to seven years we face new and tough challenges. Some of these stem from the particular make up of our population, others from external factors such as our current economic climate.

I would like to thank all of those who have supported the development of this Strategy and welcome the continued partnership working and views from older people themselves.



Councillor Simon Hancock
Older Person's Champion
Pembrokeshire County Council



Background on the creation of this Strategy

Ageing Well in Pembrokeshire

This document sets out Pembrokeshire County Council's Strategy for Older People in Pembrokeshire to show clearly, how we will work with residents in our communities, partner agencies and organisations to take forward Welsh Government's Phase 3 (Phase 3) of The Strategy for Older People in Wales: Living longer, Ageing Well set up as a 10 year plan spanning from 2013 – 2023.

The challenge in Wales as set out by Welsh Government, to be undertaken and met by all 22 Local Authorities in Wales by 2023:

- To create a Wales where full participation 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 encouraging recognition of the changes and demands that may be faced and taking action in preparation.

This Strategy, with its Implementation Plan will be both challenging and ambitious as it will set out our long term vision for older people living in Pembrokeshire and will encompass

Pembrokeshire's Single Integrated Plan's (S.I.P.) 6 Outcome Areas, Welsh Government's 13 Key Aims, and the 5 Priorities of the Ageing Well in Wales Programme. The Well-being Future Generations Bill 6 integrated wellbeing goals. Social Services and Well-being (Wales) Act with 6 strategic priorities. Hywel Dda University Health Board's Foundations for Change and Integrated Medium Term Plan

(see appendix 1 for greater detail on these strategies).



Engagement and Consultation Structure

Ageing Well in Pembrokeshire

Engagement with Older People

To gain the viewpoints of older people in Pembrokeshire on the draft strategy we held a 6 weeks consultation period. This was promoted through several means:

- Social Media(Facebook, Twitter)
- Writing to Lunch Clubs, Good Neighbour Schemes, 50+ groups in Pembrokeshire.
- Through partner organisations.

There were several methods used to collect people's views:

- Visiting 8 lunch clubs, 7 Day centres, Sheltered Housing, 50+ Groups and discussing concerns and priorities for older people and what currently works well for them.
- Holding public drop in sessions in Crymych, Haverfordwest, Milford Haven, Narberth, Pembroke Dock, and St Davids
- We were at the Housing department's (Big Day Out), Hywel Dda University Health Board's Engagement event and Fishguard and Goodwick's Information Day.
- A meeting was held with the Older Person's Voluntary Sector Network.

We met with approximately 365 people, received 58 posted responses and 665 conversational responses to the priorities for older people in Pembrokeshire.

Interestingly no responses came in via the website consultation page.

When asked what the top 5 priorities would be for older people from the 3 methods of communication the combined answers were:

Ranking	
First	Transport
Second	Living in the Community
Third	Healthy Ageing
Fourth	Social Participation
Fifth	Dementia
Age of those responding to this question.	
50 - 65	15
66 - 75	78
76 - 80	59
80+	35
unknown	26

There were many comments regarding direct services which will be forwarded to the relevant departments.

- What did come out of the conversations were that people wanted more engagement regarding services and the work of the local authority and not just when we are thinking of making changes, but also when we do implement changes.
- There were strong concerns over the changes in services both with the local authority and Hywel Dda University Health Board.
- People wishing to remain living in their own communities, however isolation and loneliness was highlighted in all areas of Pembrokeshire that we visited and that people would like to see more opportunities to socialise in their own communities.
- Dementia support and awareness was raised in many places that people are unaware of how to support people with Dementia to live a good quality of life and how to support the families and carers.
- Providing Information and advice was raised in all visits and although everyone stated that they didn't feel there was enough information provided, solutions were very different and difficult to reach. Being able to age in a healthy way was important to most people and finding ways to do this was important.

Ageing Well in Pembrokeshire

This Strategy is set with the following context:

The 2001 Census estimated the population of Pembrokeshire to be at 114,138.

The 2011 Census estimated the population of Pembrokeshire to be at 122,439.

These figures lead us to believe that the population growth over the next 10 years to be 8,301 or 7.3%.

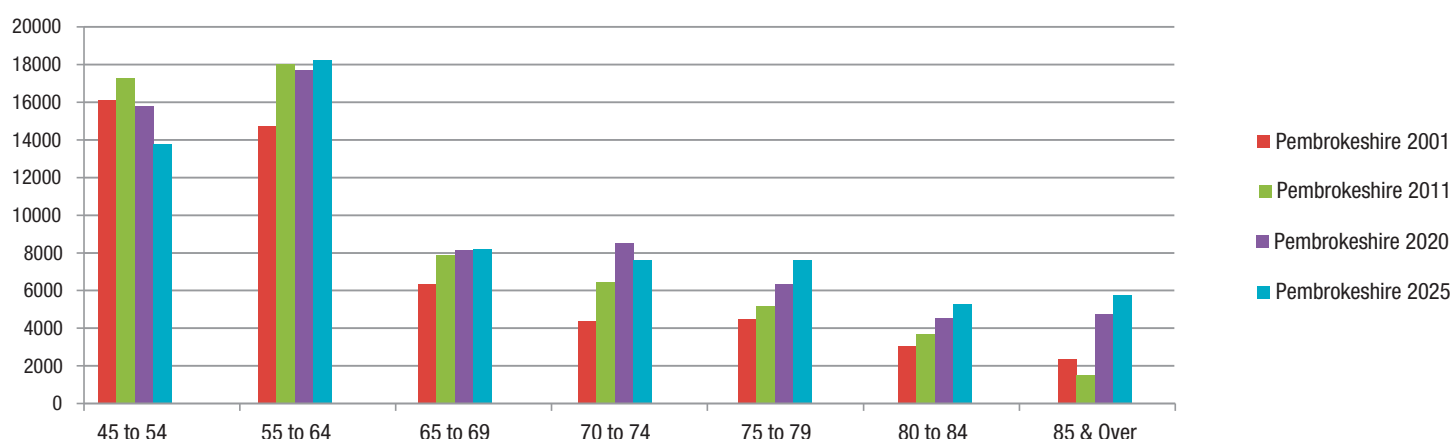
We understand that the bulk of this increase will be due to 2 factors:

- 1) The amount of people moving into Pembrokeshire. (Particularly of the older working-aged adults).
- 2) An increase in life expectancy.

In 2001 about 19% of the population were aged 65 and over. By 2011 this had increased to 22% and by 2021 it is projected to have increased to nearly 27%. The proportion of the oldest people within the 65 and over age group is also increasing, which has particular relevance to the provision of services as social services to older people are more likely to be needed by this age group. In 2001 just under 9% of the population were aged 75 and over. In 2011 this was 10% and in 2021 it is projected to be 13%. This equates to an over 50% increase in the number of people aged 75 and over between 2001 and 2021.

The largest increase by far is for the age group 85 and over. Projections for Pembrokeshire suggest a dramatic 93% increase by 2030. Compare this with the overall Wales increase of 80%, shows that Pembrokeshire needs to ensure people live healthy, prosperous and independent lives.ⁱ

At the 2011 Census the Pembrokeshire population break down was:	By 2021 this is projected to change to:
20.5% under 18,	19.4% under 18,
21.8% 65 and over,	26.6% 65 and over,
10.1% 75 and over	13.1% 75 and over
2.8% 85 and over.	4.0% 85 and over



Older Residents

- 0 - 150
- 150 - 500
- 500 - 1000
- 1000 - 2000
- 2000 - 4000

Ageing Well in Pembrokeshire

Pembrokeshire Communities	No. Of People 60+ (2001)	No. Of People 60+ (2011)	increase in people over 60
Ambleston	110	147	37
Amroth	357	458	101
Angle	69	124	55
Boncath	215	259	44
Brawdy	107	178	71
Burton	261	403	142
Camrose	462	623	161
Carew	319	376	57
Cilgerran	358	482	124
Clydau	140	225	85
Clynderwen	162	246	84
Cosheston	162	256	94
Crymych	317	481	164
Cwm Gwaun	54	87	33
Dale	63	80	17
Dinas Cross	260	356	96
East Williamston	575	634	59
Eglwysrw	180	254	74
Fishguard and Goodwick	1,567	1,765	198
Freystrop	120	176	56
Haverfordwest	2,455	2,730	275
Haycastle	111	133	22
Herbrandston	80	110	30
Hook	170	223	53
Hundleton	189	244	55
Jeffreyston	120	173	53
Johnston	439	537	98
Kilgetty/Begelly	618	788	170
Lampeter Velfrey	265	383	118
Lamphey	281	361	80
Letterston	279	356	77
Llanddewi Velfrey	77	111	34
Llandissilio West	120	148	28
Llangwm	203	271	68
Llanrhian	242	301	59
Llanstadwell	194	286	92
Maenclochog	175	224	49
Manorbier	325	435	110

Pembrokeshire Communities	No. Of People 60+ (2001)	No. Of People 60+ (2011)	increase in people over 60
Manordeifi	120	157	37
Marloes and St. Brides	75	102	27
Martletwy	125	164	39
Mathry	135	165	30
Merlin's Bridge	373	510	137
Milford Haven	3,128	3,593	465
Mynachlog-Ddu	118	155	37
Narberth	658	811	153
Nevern	219	315	96
New Moat	100	142	42
Newport	438	481	43
Neyland	707	968	261
Nolton and Roch	199	290	91
Pembroke	1,738	2,267	529
Pembroke Dock	1,779	2,269	490
Penally	285	326	41
Pencaer	98	135	37
Puncheston	129	148	19
Rosemarket	88	136	48
Rudbaxton	207	294	87
Saundersfoot	890	1,103	213
Scleddau	209	280	71
Solva	259	316	57
St. David's	547	634	87
St. Dogmaels	383	475	92
St. Florence	153	215	62
St. Ishmael's	134	176	42
St. Mary Out Liberty	282	362	80
Stackpole and Castlemartin	144	198	54
Templeton	210	277	67
Tenby	1442	1,541	99
The Havens	276	364	88
Tiers Cross	145	195	50
Uzmaston, Boulston, Slebech	217	260	43
Walwyn's Castle	68	110	42
Wiston	193	289	96
Wolfscastle	143	202	59
Total for Pembrokeshire	28,888	36,218	7,330

Ageing Well in Pembrokeshire

Pembrokeshire County Council signed the Dublin Declaration of Age Friendly Cities and Communities (Sept 2014) confirming its commitment to ongoing work and policy development around Age Friendly communities and participation in a co-ordinated network across Wales. It will also give recognition on an international stage to the council's leadership and commitment to addressing the needs of older people.



The Dublin Declaration on Age Friendly Cities and Communities also includes a pledge that where it is within their area of responsibility and economically feasible, signatories will take forward action in the following domains:

- a. Awareness of older people
- b. Processes of citizen-centred engagement
- c. Urban spaces and public places
- d. Housing
- e. Public transport systems
- f. Participation in social and cultural life
- g. Employment and volunteering opportunities and lifelong learning
- h. Community support and health services

A number of these priority areas are already embedded within existing service activity and resources in Pembrokeshire, and reflect Pembrokeshire County Council's commitment to improving the quality of life for older people in the county by providing quality services. This is evidenced through the priorities outlined in the Single Integrated Plan.

To enable us to develop Age Friendly Communities we must:

1. Enhance mechanisms to involve older people throughout the age friendly process.
2. Develop a baseline assessment of age friendliness in our communities.
3. Create a baseline of services and support already available.
4. Develop a realistic and achievable action plan.
5. Develop additional partnerships in project based delivery.
6. Identify measurements to monitor against this plan.

The Aging Well Strategy for Pembrokeshire embraces the principles of Personalisationⁱⁱ. The Older Person's Strategy Partnership Board and Pembrokeshire County Council are committed to promoting independence, choice and control for all members of the community, enabling them to stay healthy and actively involved in their community and county. The embedding of these Principles for older people is also supporting other characteristic groups in Pembrokeshire.

"An Age-friendly City encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities".

Global Age-friendly Cities: a Guide

In order to achieve this we consider the key results we wish to achieve through the work of this Strategy are:

- Older people feel more connected to the work and performance of the Authority and can have a say on the planning and delivery of services by and on behalf of the Authority;
- Strong public awareness and participation in matters relating to the Older Person's Strategy;
- Older people feel they have a stake in their community and society at large and can make a conscious contribution;
- Older people have a sense of purpose, engage in meaningful and fulfilling activity and have aspirations for the future;
- Older people are motivated and able to live as independently as possible, and have the on-going support where required to maintain that independence;
- Greater partnership working / involvement/ communication;
- Development of community capacity in relation to Age Friendly Communities.
- Older people have opportunities to lead safe, healthy, active lifestyles should they chose to.

How we will deliver the priorities in the Strategy will be shown in the Delivery Plan, incorporating the feedback received during the consultation process.

This Strategy looks at 4 overarching areas of development which incorporate all the elements of the Older Person's Strategy for Wales and the Aging Well in Wales's programme, especially as services and support for people as they grow older is everyone's responsibility.

- **Universal Services** – these are community facilities and services that we all use such as transport, leisure and health. We will ensure that everyone is able to use the same services in the community, and feel welcomed and safe when they do so. Effective up-to-date information and advice will be available to everyone, regardless of how their care is funded. (Diversity, Learning & Activities, Transport, Housing, Energy Efficiency & Employment)
- **Early Intervention and Prevention** – this enables people to access the support needed to stay independent for as long as possible, which may delay or reduce any further support requirements. We will work together to develop services that enable people to maximise their Independence. (Healthy Ageing, Social Participation)

Ageing Well in Pembrokeshire

- **Choice and Control** – this empowers people to decide who provides their support and what form that support takes. We will ensure that help and support they receive to manage an illness or condition is individually tailored to their preference and they are aware of how much support is available from the council and other providers in the community. (Information, Advice and Assistance, Pensions, Financial Inclusion)
- **Social Capital** – this is the focus on building strong communities, ensuring that everyone feels a sense of belonging contributes to the wellbeing of those around them and feels able to have their say about how things work. (Social Participation, Shared Spaces, Living in the Community)

Underpinning all of our work in these areas is our safeguarding framework; we believe that people should be able to live free from fear and harm and have their rights and choices respected.

The work of the Older Person's Strategy is wide reaching across numerous directorates and agencies but also at different times in people's lives they may require different levels of support which will need to be taken into consideration throughout this Strategy. (as shown in the diagram on page 12).



CASE STUDY

Mrs B is an 80 year old widow who lives alone and in a rural village. Mrs B suffers from several health conditions: epilepsy; mini strokes, vascular dementia; arthritis; bi lateral knee replacements, to name just a few.

A year after her husband died Mrs B went into depression after finding it difficult to adjust to life without her husband, even with the support of her immediate family. A health assessment was undertaken and medication prescribed to combat the depression with limited success. However due to episodes of seizures and mini strokes over this time there were numerous hospital admissions averaging 3 or 4 days and at times longer. On returning home from hospital the effect of these episodes would result in Mrs B remaining in bed extremely tired, confused and forgetful, difficulty recalling conversations, unable to take her medication without supervision, unable to prepare meals for her or personal care.

There were several occasions when Mrs B's carer received phone calls at work from neighbours explaining that Mrs B had been found in a state of collapse on the floor which necessitated admissions to hospital.

Arthritis has limited her ability to walk far and stand unaided for periods of time and she is prone to falling. Eventually Mrs B stated that she felt she that she was a prisoner in her own home and felt she had no reason to live. After much encouragement from her family Mrs B finally agreed to attend a day centre to see if this was an activity she would enjoy and benefit from.

This has turned her life around as she enjoyed the whole culture of the day centre it was not too long before she was asking to visit the Centre twice weekly.

The positive benefits to Mrs B have been invaluable as this has resulted in an improvement in some of her health conditions also her emotional and mental health has improved. Mrs B is now able to attend and enjoys a weekly local community 'Gentle Keep Fit' session, community lunches and even attending her great grandchild's activities, as well as having an interest in new ventures the community is developing.

This has given her something to look forward to in her own right every week, also a sense of purpose. She now feels she has something to offer others and has made new friends.

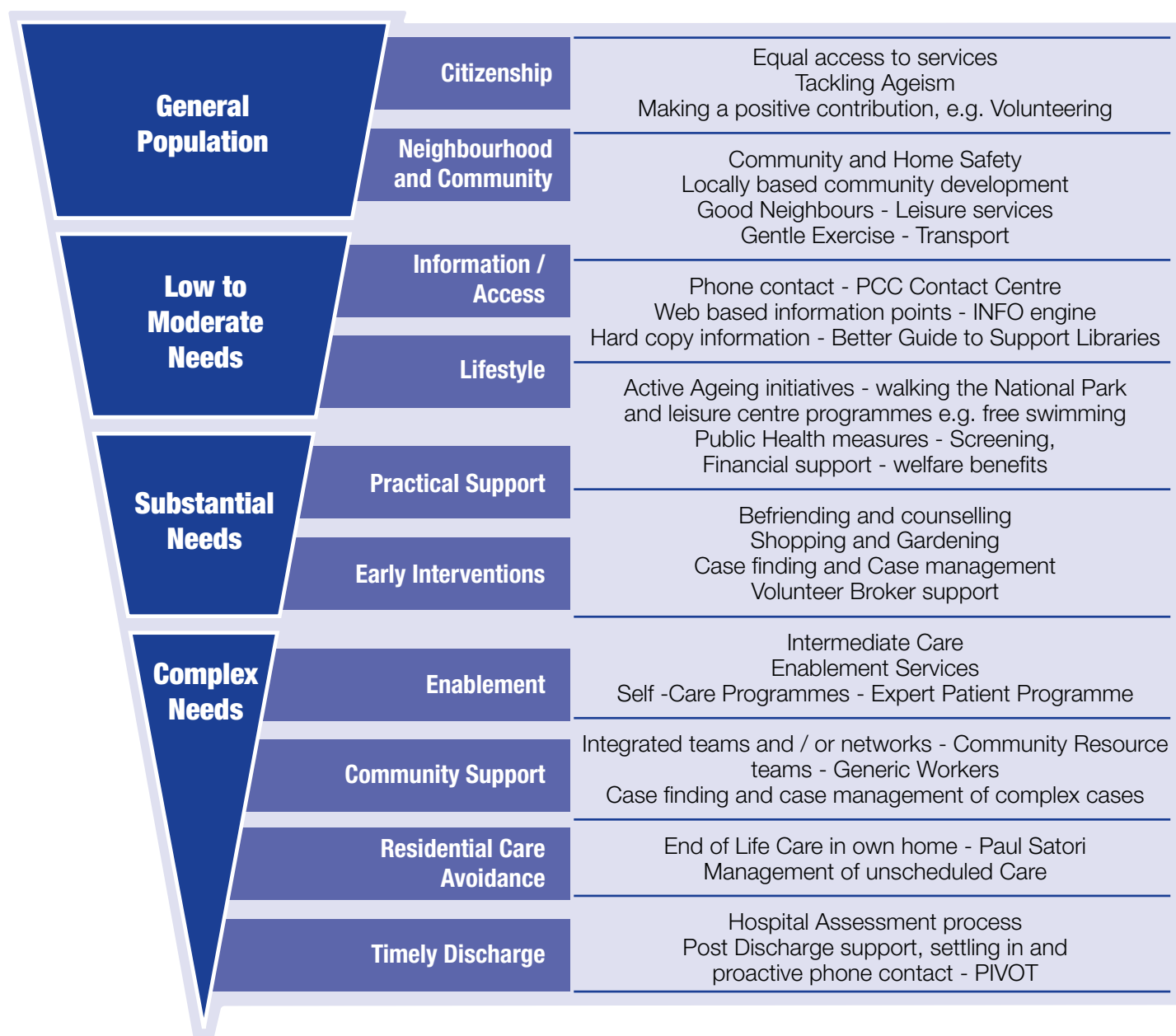
Benefits have been seen both to Hywel Dda University Health Board and Social Care Services through admissions to the hospital were reduced and the last being 4 years ago. The care package put in place to support her has been reduced over time in response to her improvements in health and wellbeing.

Benefit to the family include: Enabled main carer to continue in their career and reduction on stress for the extended family knowing that she is in safe and supported environments.

This case study shows that with a mixture of support from professionals, family and the community, a person's life can be enhanced enabling them to live a happy and more independent life. It also demonstrates how Mrs B. went through the various stages (as shown in the model over the page) and that a person's progress in relation to a health condition can move both up and down the spectrum at various times during their life.

Population of Needsⁱⁱⁱ

Examples of Interventions



Outcomes: Improved quality of life, increased choice and control, economic wellbeing, improved health and emotional wellbeing, making a positive contribution, freedom from discrimination or harassment, maintaining personal dignity and respect.

Universal Services - these are community facilities and services that we all use such as transport, leisure and health. We will ensure that everyone is able to use the same services in the community, and feel welcomed and safe when they do so. Effective up-to-date information and advice will be available to everyone, regardless of how their care is funded.

Diversity

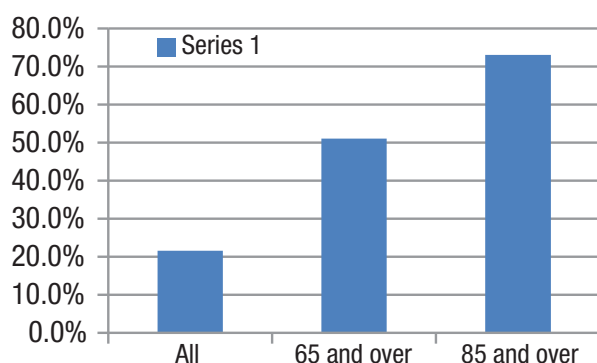
Older people are not discriminated against because of their age, and do not experience multiple discrimination.

Links to Ageing Well in Wales Priorities:
1, 2, 4, 5.

Links to Single Integrated Plan Outcome Areas: 1, 5, 6.

There is a strong link between age and disability. Data from the Census shows that the proportion of people with a long term limiting illness in Pembrokeshire rises with age:

People with long term limiting illness



Other protected characteristics also differ by age. Life expectancy for women is higher than for men, and as a result, the percentage of people who are women increases steadily for all ages over 65 years. For the over 85 age group, the difference is marked.

The proportion of people who are from a non-white ethnic background for any age group in Pembrokeshire is low. However the proportion of younger people who are from an ethnic minority is higher than for older residents.

For religion, there are also differences depending on age. Sixty-eight percent of people under the aged of 18 states their religion as Christian compared with 88% of people aged over 65. By contrast 21% of people under 18 states they have no religion, compared with 6% for those aged over 65. Adult social care services, another substantial range of services, accounts for a significant, and growing, proportion of the Council's budget. However many of these services are provided because customers are disabled, rather than because they are old.

In response to the engagement work the local authority carried out in developing the Pembrokeshire Equalities Plan, some of the older people we spoke to highlighted, a small number of instances where people consider they have been disadvantaged because of their age. Employment was the most commonly cited instance along with older people feeling that they were less valued by society because they are older. Older people also commented on more general issues such as the impact the economic downturn is having on their spending power and their future and the need to have better public transportation in rural areas particularly for those whose health is in decline (these comments were also confirmed whilst consulting on the Older Person's Strategy).

(Pembrokeshire's Strategic Equality Plan 2012-2016)

Existing Services:

- Libraries offer a range of material in different formats including large print and audio books. Each library also has a selection of books in Welsh.
- Mental Health Awareness Training is provided for tutors by POBL with Pembrokeshire Community Learning

POBL (meaning PEOPLE in our Welsh language) is a new and fresh mental health charity that has been formed to make a difference to the people of Wales and their families, who are either now, or will at some future point, find themselves suffering from a mental health condition. We are called POBL because that's exactly what we are all about. People helping people! We aim to be as bi-lingual as possible in all of our dealings, as we feel that this is of vital importance to be able to discuss issues in your native tongue if that assists you better.

- A multi- agency Equalities Forum for Pembrokeshire (Pembrokeshire Voices for Equalities) has been created at which representatives from the Pembrokeshire 50+ Central Forum are members.
- The Council is committed to considering the needs and requirements of all individuals affected by our policies and practices. We have an Integrated Impact Assessment (IIA) tool which is applied to all our strategic policy and practice decisions and ensures we fulfil our obligations concerning:
 - Equality and Diversity,
 - Sustainable Development,
 - The Welsh language, and
 - Health and Wellbeing issues.

Priorities to be delivered 2015 – 2018:

- Continue to support 50+ Central Forum members to be representatives on the Pembrokeshire Voices for Equalities forum.
- Support the Pembrokeshire Voices for Equalities forum in engagement events and surveys to ensure the capturing of older people's views.
- Promote Dementia Friendly Awareness and community development. Linking into the Dementia Strategy for Pembrokeshire.
- Promote and continue links with the Carers Strategy ensuring older carers are considered.
- Ensure that the delivery of our services is based on a shared commitment to respect value and engage with older people.
- Continue to raise awareness of domestic abuse and promote services.



Learning and Activities

Older people have opportunities to engage in learning or other activities.

Links to Ageing Well in Wales Priorities: 4, 5.

Links to Single Integrated Plan Outcome Areas: 1.

Many people saw learning opportunities as important to them for different reasons, skill building for employment, confidence building, social participation and supporting healthy ageing. Whilst Pembrokeshire County Council's Learning Pembrokeshire programme is going through a redevelopment and consultative phase, older people expressed the importance of the service.

Learning Pembrokeshire is the Adult and Community Learning service provided by the Local Authority. When learners enrol for a course they are supported by a centre officer qualified in guidance to identify the most appropriate option or provider.

Service data for 2014 / 2015:

- 50-64 yrs: 1088 enrolments (28% of total enrolments)
- Over 64yrs: 1089 enrolments (28% of total enrolments)

Therefore 50+ age groups represent 56% of the enrolments on courses with Learning Pembrokeshire.

Course feedback from older learners showed that:

- 98% felt they had achieved their personal learning goals.
- Over half felt that they had benefitted additionally with technology, 54% felt more confident,
- 63% had gained social benefits, 28% improved job prospects, 51% increased motivation,
- 11% improved health,
- 44% improved study skills,
- 21% benefit to their community
- 31% benefit to their home and family life

Existing Services:

- Pembrokeshire College offer training and learning opportunities through their STEP FORWARD programme. Training is available in a variety of venues such as; village halls, community centres and the college.
- Learning Pembrokeshire supports many people with learning opportunities, including supporting and working with the University of the 3rd Age in delivering training opportunities and sharing skills and knowledge, through this growing organisation.

- Concessionary and reduced concessionary rates are offered. A service bursary is available to support engagement and progression to other courses for those in financial hardship through Learning Pembrokeshire.
- Libraries provide free access to computers and through partnership with other organisations assist people to develop their ICT skills.
- Libraries offer access to a wide variety of resources and activities and provide a range of informal learning opportunities.
- Scolton Manor's Outdoors and Heritage work provides a comprehensive range of opportunities for older people to engage in learning. This is backed up by a programme of varied events, activities, displays and exhibitions that feature at the site.
- Loans Resources: Scolton Manor's museum service provides a range of historical objects for loan to engage older people and for wider

community activities. This is embodied by the 'Decades' box scheme; a free reminiscence scheme for use by local individuals, community groups, health organisations and schools.

Priorities to be delivered 2015 – 2018:

- Work with our partner organisations to promote learning opportunities to members of the public, and consider the viewpoints of older people.
- Engage with people aged 50+ to obtain views on need in Pembrokeshire through the 50+ Central Forum's work and report to the Pembrokeshire Learning Network.
- Learning Pembrokeshire is currently undergoing a consultation and review process, to look at how services can be delivered differently in the current financial savings period.
- Support key sector skills development.



Transport

Older people can access affordable and appropriate transport which assists them to play a full part in family, social and community life.

Links to Ageing Well in Wales Priorities: 1, 2, 5.
Links to Single Integrated Plan Outcome Areas: 1, 2, 3

Due to the rural nature of Pembrokeshire, transportation remains a continuous challenge and a priority for many older people. The local authority is working with numerous community transport providers and service providers to look at new developments to enable people to move around the county.

The majority of older people consulted, expressed the importance of transport for Pembrokeshire.

Some people expressed their disappointment of the removal of the Sunday bus services in their areas.

Many older people expressed the importance to them of the free bus pass in Wales, stating this was a vital support against loneliness and isolation and accessing vital services such as GP surgeries and hospital appointments.

The new application of parking charges to car parks with access to places such as GP surgeries and pharmacies in some places raised concerns during the consultation. A suggestion of a 15 minutes allowance to go to a pharmacy to pick up a prescription is created, similar to the multistory car park in Haverfordwest.

Pembrokeshire County Council's transport department works closely with the Community Transport providers and service users to provide the vital services people in Pembrokeshire need.

Existing Services:

- Following Welsh Government guidance, Pembrokeshire County Council is further developing the application assessment process of the Blue Badge Scheme.
- There is a network of local bus services throughout the County together with a range of train services. Passenger transport also includes taxis, community transport, education transport and a number of other transport options available in Pembrokeshire.
- **Concessionary Travel Pass Scheme**
The Scheme entitles people aged 60 and over, and people with disabilities who are resident in Wales to free travel on local bus services throughout the principality.
- **Coastal Bus Services**
There are five coastal bus services that run seven days a week throughout the summer. The buses now cover the majority of the Pembrokeshire Coast. The Poppit Rocket, Strumble Shuttle and Coastal Cruiser buses also run two days a week during the winter.
- **Community Transport**
To help combat the problems of social exclusion the Authority has developed and supports a number of community transport initiatives for people who have difficulty in accessing conventional public transport. This support has included the provision of funding for a dedicated community transport website, www.pembrokeshiretransport.co.uk

- There is a selection of community transport available in Pembrokeshire:
 - Dial-a-Ride buses connecting people to the towns
 - Country Cars
 - Cars for Carers

Priorities to be delivered 2015 – 2018:

- Majority of public buses in Pembrokeshire are low floor accessible buses. With this becoming all by January 2016.
- Engage with older people to ensure suitability of transport needs throughout the county and report back to relevant departments.
- Promote and support affordable and accessible public transport to older people.
- Providing information to older people on the changing of the process to apply for Blue Badges.
- Monitoring the usage of public and community transportation.
- Integrate bus, rail, cycling and walking services and infrastructure
- Promote and support community transport initiatives.



Housing

Older people are supported to live in homes and communities that are suitable for their needs.

Links to Ageing Well in Wales Priorities:

1, 2, 3, 5.

Links to Single Integrated Plan Outcome Areas:

1, 2, 3

The Older Person's Strategy for Wales focuses on Well-being of older people and recognises housing as one of the key determinants of well-being.

It is clear from our consultation in Pembrokeshire that housing was an important issue, along with being able to remain independent and to continue to live in their community.

Older people are asking for:

- More social housing and for a variety of options for older people throughout the county, but for consideration to be taken on where bus routes are located.
- They wish to see more Lifetime homes built and for private builders to also consider the needs of older people.
- Older people would like to see an extra care facility built in the south of the county and in an accessible location.
- Many older people living in supported accommodation were complimentary of the support available to them to help live independently, but an increase in this type of accommodation would be welcomed.

Existing Service:

- Long term residential and /or nursing home care will only be considered as an option after all other options to remain home have been tired for all customers including self-funded.
- Community Alarm systems are offered as a service by Pembrokeshire County Council, to give extra support to people living in their homes, to support independent living and peace of mind.
- Disability adaptation grants for people to adapt their homes and remain living in their communities are provided through assessment through Pembrokeshire County Council.
- Royal Voluntary Services (RVS) offers Meals on Wheels Service to people in their own homes.
- Community Visitors offer support to people relating to housing issues.
- Llys Cantref run a supportive project for people over 50 with housing support needs in the north of Pembrokeshire.

Priorities to be delivered 2015 – 2018:

- Shelter Cymru is launching a supportive project for people over 50 in Pembrokeshire with housing support needs.
- Ensure information is provided to residents in supported accommodation.
- Work with the Housing Department to ensure views and needs of older people are considered.

Energy Efficiency

Older people live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.

Links to Ageing Well in Wales Priorities: 1.
Links to Single Integrated Plan Outcome Areas: 1, 2, 3

This was not a topic which came up a great deal with the older people we met with during the consultation; however there is a need to support older people to access energy advice and support. As many older people are not regular computer users, if at all, this often disadvantages them from accessing the comparison websites to ensure they are getting the best energy advice and costs.

It is known that some older people live in one room in a house in order to keep heating costs low.

Existing Services:

- In Pembrokeshire the Royal Voluntary Service are commissioned to provide and energy advice support to older people.

- Nationally the NEST programme offers advice to people regarding energy saving options.
- This service does attend the annual Full of Life event, to be accessed by local residents.
- Pembrokeshire County Council has hosted a Community Energy Event.
- Pembrokeshire County Council works with the West Wales Financial Capabilities Forum, which includes Energy Saving advice and support.

Priorities to be delivered 2015 – 2018:

- Continue to promote energy advice through the Full of Life event.
- Support the information flow to older people from the West Wales Financial Capabilities Forum.
- Promote to older people any community energy events.



Employment

Older people who want to work are able to do so and can access help with re-skilling and retraining.

Links to Ageing Well in Wales Priorities: 4, 5.
Links to Single Integrated Plan Outcome Areas: 1, 2, 3

During summer 2015 the Enterprise and Business Committee of the National Assembly for Wales looked specifically at difficulties faced by people over the age of 50 when seeking employment.

What was discovered on a Wales wide basis was:

- That people over the age of 50 may not have the I.T. skills to work in a new type of job;
- Employers can often think that they will have health problems when this isn't actually the case.
- Many people over the age of 50 have caring responsibilities either with grandchildren or elderly parents which can lead to less flexibility.

Pembrokeshire was part of this research and the evidence gathered by various organisations working in this field in Pembrokeshire were able to provide was:

Number of people aged 50+ claiming Jobseekers Allowance in Pembrokeshire

- 400 (1.5% of JSA claimants, 0.5% of working age population) (NOMIS December 2014)

No. of people and length of unemployment:

- 0-6 months: 230
- 6-12 months: 50
- 12 months +: 120

Barriers to employment

- Lack of self-confidence and low self-esteem – wanting to give up
- Modern recruitment practices are different to those from the past
- Unrealistic job expectations in a recession/changed labour market
- Fixed view on the job they can do and the skills they can offer
- Lack of formal qualifications and less likely to access training
- Lack of IT skills
- Caring responsibilities (25% of women/18% of men aged 50-59)
- Health issues
- Prejudice of employers
- Lack of transport / Bad transport links
- Lack of money
- Suitable clothing
- Finance – travel costs
- Lack of basic life skills
- Age discrimination and negative stereotypes (self-imposed)

We have seen:

- From a learner perspective regarding Learning Pembrokeshire's classes and groups there has been an increase in confidence as well as gaining accreditation to enhance future employment prospects.
- The improved self-confidence helps learners continue or progress to courses/employment.

Pembrokeshire County Council's Experience Counts project helped people over 50 to develop their life skills by increasing their confidence, skills and qualifications and supporting them to move into employment, volunteering, education and learning.

Wavehill Comparison Between Participants At Their Start And The End Of The Programme

Measure (% of participants awarding 7/10 and above)	Start	End
How satisfied do you feel with your life as a whole?	41%	70%
Measure (% of participants that agree / strongly agree)	Start	End
Nobody will want to employ me	18%	14%
I'm taking steps to help me find a job	97%	96%
I want to be better educated / trained	71%	61%
I am learning skills / gaining experience to help me find a job	52%	61%
I know how to develop myself to gain new skills	61%	75%
I am confident I can do well without support	28%	52%
Would you recommend the project to someone in the same situation as you	87%	97%

Under the Department of Works and Pensions:

Wales-wide Flexible Support fund project

- Confidence building
- Motivation
- Improve digital capability
- Signposting to specialist support e.g. health condition
- Support and advice with applications
- Interview technique advice
- Self-presentation

Older Workers Scheme from April 2015

- Older Workers champion
- Intensive work support
- **Work Coach** – personal support to tailor a claimant commitment, and plan activities to get back to work
- **Referral Provision** – provision available through a number of contracted and non-contracted partners who provide a range of support. E.g. FSF It Tutor; FSF Employability Centre, ESF projects
- **Direct Earnings Attachment (DEA)**- support for Jobseekers with a health condition- refer to specialist provision through partners such as Shaw Trust
- **Sector specific group sessions** - e.g. Care/ Hospitality- different types of jobs in the sector, what is expected, what the employers are looking for, how to apply etc.
- **Digital Support** - in Jobcentres- PC access with or without support to assist with online claims, job search etc, Group sessions in conjunction with LA Library services; FSF It tutor; working with partners to provide support, e.g. RSL's

Redundancy awareness sessions

- Confidence building
- Local labour market
- Where are vacancies advertised?
- Where to get help and support
- Careers Wales & ReAct

During the consultation period a few people made comments to support this; however when discussing employment with older people, some of the comments were more about creating work for younger people and keeping families in Pembrokeshire.

Priorities to be delivered 2015 – 2018:

- Continue to work with partner organisations and other directorates in the Local Authority to support employment opportunities.
- Promote to older people the opportunities for skills development through Community Learning in Pembrokeshire.
- Reduce barriers to work.
- Support Key sector skills development.
- Promote and support start up, small and medium sized enterprises.



Early Intervention and Prevention

Ageing Well in Pembrokeshire

Early Intervention and Prevention - this enables people to access the support needed to stay independent for as long as possible, which may delay or reduce any further support requirements. We will work together to develop services that enable people to maximise their Independence.

Healthy Ageing

Older people 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.

Links to Ageing Well in Wales Priorities: 1,2,3,4,5
Links to Single Integrated Plan Outcome Areas: 1,2,3,4.

Pembrokeshire will experience a significant increase in its older population during the next 10 years. The gap in life expectancy between the least and most deprived areas in Pembrokeshire is significant and needs to be addressed to avoid greater inequity. We already experience far greater movement of elderly people into the area compared to most counties, as Pembrokeshire is seen as an attractive place to live, especially in later life. We are already seeing a significant demand for our health and social care services and this will continue. It is clear we cannot sustain our current services in their existing format and we will need to work with communities and individuals to promote healthy lifestyles and encourage individuals to remain as healthy and independent as possible with minimal support.

It has long been acknowledged that improving health and well-being is not something any one organisation can do alone. Organisations working in partnership can deliver better outcomes than when they work separately. That is why Pembrokeshire County Council and Hywel Dda Health Board have worked together with partners in the voluntary sector, Public Health Wales and the wider community to focus on this outcome. We have a responsibility to work together to address the range of components of good health and ensure that everybody is as healthy as they can be.

(Pembrokeshire's Strategic Equality Plan 2012-2016)

Dementia

Dementia is a condition that in the majority of cases starts after the age of 65 years, although it can affect younger people^{iv}. It is important to support people to maintain their independence and well-being and it is possible for people to have a good quality of life for many years after the onset of dementia. Support for Carer's wellbeing is also important and therefore this strategy will also link into and support Pembrokeshire's Carers Strategy. Many unpaid carers of people with dementia are older people themselves and around 2/3rds has a health condition or disability. Carers may experience deterioration in their own mental health, wellbeing and depression, emotional and physical exhaustion and general poor health are common. In the Hywel Dda region north Pembrokeshire has the highest number of people over 65 with dementia at 931^v. The prevalence rates of people with dementia increases significantly with age; with 1 in 5 men and 1 in 4 women aged 85+ likely to develop dementia compared to approximately 1 in 100 people aged 65.

*(Mid and West Wales Health and Social Care Regional Collaborative
Market Position Statement (March 2015))*

Falls

Falls affect 30% of people over the age of 65 and 50% over the age of 80^{vi}.

Falls in older people are a common cause of injury, harm and use of health and social care services. Older people are more at risk of falling and sustaining injuries and many of the causes are preventable.

Pembrokeshire - Falls incidents of severity 1 to 3

	2011	2012	2013	Total
Minimal Harm	249	314	332	895
Short term harm requiring further treatment	83	69	89	241
No Harm	255	341	307	903

(Falls Incidents in Hywel Dda University Health Board Between 1 January 2011 and 16 December 2013 Report)

There is a great deal of activity taking place across Hywel Dda to prevent falls and reduce the harm from falls. Each county has a multidisciplinary Falls Prevention and Bone Health Group which report to an overarching Strategic Falls Prevention and Bone Health Group. This list is not exhaustive but some of the areas of work are listed below:

- Wales Ambulance Service Trust (WAST) falls pathway which ensures that all fallers who are left at home as clinically / medically fit are followed up by the District Nursing Service with a falls risk screen.
- Careline / Telecare - Fallers who activate their Lifeline pendant and for whom WAST are not contacted are sent falls health promotion literature and offered a falls risk screen at home by the District Nursing Service.
- Community Resource Teams / Virtual Wards / Care Closer to Home - The 3Ts locality has prioritised fallers to pilot the Virtual Ward concept. Fallers are identified through GP house calls and cross referenced with PRISM database, the District Nursing Service caseload and Myrddin.

- Fragility fracture clinics and fracture liaison service - case finding service for identifying, assessing and treating (where appropriate) men and women who have had a low trauma fracture and are therefore at high risk of osteoporosis and future fracture.

Falls prevention is a particularly important area of work within Hywel Dda due to the high proportion of older people relative to Wales and the ageing population.

(Public Health Wales (2012). Director of Public Health Annual Report, Hywel Dda Health Board.)

Existing Services:

- The 'Green Gym' development to follow at Scolton, is a project concept to develop the green space of the country park at Scolton Manor as a healthy environment for a programme of measures to promote health and wellbeing for everyone.
- Scolton Manor's staff training in Health, Care and Well-being: Cross domain training for as many staff as possible. Also to be able to assist in a medical emergency and to be "first contact" for people who require medical support or assistance?
- Local leisure centres deliver Exercise Referral and Cardiac Rehabilitation; Free swimming for people over 60, Easy Line exercise programme.
- Our leisure centres offer an over 60's membership which has 749 people currently signed up to an annual membership.
- There are 12,202 over 60s registered users with Pembrokeshire Leisure.
- Pembrokeshire's leisure centres' fitness class and swimming instructors are trained to deliver activity to the over 60's with many of our sessions and activities being suitable to the over 60's.
- We have 11 leisure sites strategically located across the county offering activities catering for all ages in the community.

Early Intervention and Prevention

Ageing Well in Pembrokeshire

- Health and wellbeing classes are offered through Learning Pembrokeshire, for example Tai Chi, Yoga etc.
- Learning Pembrokeshire is working in partnership with Alzheimer Society to provide Dementia Friendly training, classes and activities.
- Libraries provide information to enable individuals to develop self-management techniques for dealing with long term conditions (including mental health issues). A wide range of books on health and wellbeing are available, free of charge, including the Books Prescription Wales scheme.
- Pembroke Dock Library has developed the Life Hub which provides high quality health and wellbeing information.
- The 60 acres of Scolton Manor's park and woodland provide an excellent recreational space for people to access and contributes towards good physical health and well-being. In addition, the site's two themed exercise trails.
- West Wales Care and Repair provide Dementia Support, a fast track service access to a range of services for dementia clients and their families. "We work closely with the Alzheimer's society and our strategic partners Hywel Dda University Health Board and the Local Authorities".

Priorities to be delivered 2015 – 2018:

- Support people to achieve good mental health and challenge stigma and discrimination, through the promotion of the Dementia Friendly Communities programme, taking into consideration the outcomes of the National Dementia Vision for Wales Strategy.
- Through new methods of promotion, to increase levels of physical activity and reduce the amount of sedentary behaviour by continuing to work with partner organisations to look at how to develop low level physical activities.
- Leisure services are introducing, new concessionary rates which include people on pension credit.
- People will be helped and supported to take responsibility to improve their health and well-being throughout their lives, by working with communities to engage new ways of incorporating healthy choices, and developing Age Friendly Community well-being plans.



Sarah Rochira (Older People's Commissioner for Wales) presenting to Cllr Simon Hancock (on behalf of Pembrokeshire County Council) the Dublin Declaration on Age Friendly Cities and Communities certificate

Choice and Control - this empowers people to decide who provides their support and what form that support takes. We will ensure that help and support they receive to manage an illness or condition is individually tailored to their preference and they are aware of how much support is available from the council and other providers in the community.

Information and Advice

Older people have access to information and advice about services and opportunities.

Links to Ageing Well in Wales Priorities: 1, 2, 3, 4, 5.

Links to Single Integrated Plan Outcome Areas: 1, 2, 3

This is a cross cutting theme across all the other 12 strands in this Strategy.

People in Pembrokeshire have been informing us that some information is still not readily accessible to the older population. How do we meet the 3R's? The Right information in the Right place and at the Right time!

Public response to the provision of information in Pembrokeshire has been mixed. Information is not necessarily getting to people who are in need of it. People do not go seeking information because they are not aware that the services or help is available.

Word of mouth or talking with professionals was the indications of how most people discovered services and support. When the question was raised of suitable places for information most

people had difficulty in answering, those that did suggested post offices, notice boards, day centres and mail drops.

This Strategy is taking into consideration the Social Services and Well-being (Wales) Act. Recognising that getting the right information and advice is the first step for people seeking some level of care and support to help them maximise their well-being.

Existing Services:

- A Directory of Service and Support Guide has been produced and is updated every 2 years. A hardcopy of this Directory is distributed to numerous community and health sites throughout Pembrokeshire and is available on Pembrokeshire County Council's website and through its Contact Centre.
- Pembrokeshire Association of Voluntary Services has created in partnership with our neighbouring counties an online directory known as 'Info Engine'; this is promoted throughout Pembrokeshire.
- Pembrokeshire County Council's Contact Centre is a one stop shop of information provision, about local authority services, as well as voluntary sector services.
- The Older Person's Strategy links in with Pembrokeshire Trading Standards - Vulnerable Adults Strategy. Offering individual support to people to become aware of scams and support those who have concerns. Talks are given by the Trading Standards team to groups in Pembrokeshire.

- Pembrokeshire Care and Repair's community based staff all have ipads, "we encourage our clients to go on line, and with our assistance, we look at a variety of things, e.g., energy and utility tariffs, local clubs and activities e.g. lunch clubs and various groups U3A".
- Age Cymru Pembrokeshire currently provides an information service on behalf of the local authority to people over the age of 50.
- A 'Full of Life' event provides information to residents (mainly over 50) about services and support available to people over 50 in Pembrokeshire.

Priorities to be delivered 2015 – 2018:

- Work with partner organisations to seek innovative ways of communicating information to people, to enable residents where possible to help themselves, their relatives, friends and neighbours to age well.
- Work with departments and services of Pembrokeshire County Council to provide information, such as contact centres and day centres, to ensure people are aware of services and support available to all members of the public.
- Research suitable methods of information provision, as part of the Age Friendly Communities Assessment.
- Continue to hold an annual information event with the Pembrokeshire 50+ Central Forum, promoting services and support available and engaging with older people.
- Promote the Pembrokeshire 50+ Central Forum and network as a place to obtain information and discuss issues with peers.

- To continue developments of our Information, Advice and Assistance services meeting the requirements of the Social Care and Well-being Act 2014.
- Bi-yearly engagement with the public and service users.

Pensions and other income

Older people have an adequate standard of income and are receiving all the financial benefits to which they are entitled.

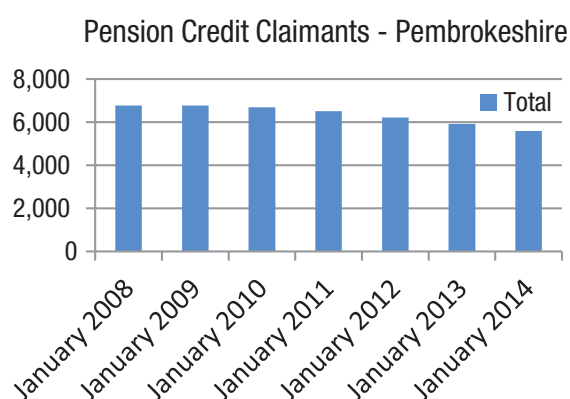
Links to Ageing Well in Wales Priorities: 4, 5.
Links to Single Integrated Plan Outcome Areas:

Financial inclusion

Older people can access appropriate financial advice and services, and are not over-indebted.

Links to Ageing Well in Wales Priorities: 1, 4.
Links to Single Integrated Plan Outcome Areas: 1, 2,4.

In the UK, £5.5 billion of benefits for older people go unclaimed each year, and up to 1.6 million older people who are eligible for Pension Credit are not claiming this benefit^{vii}.



To ensure older people are receiving the maximum pension and benefits that they are entitled to it is important that independent services are available.

In Pembrokeshire the Citizen Advice Bureau is one of the centres delivering the UK support under Pension Wise scheme which offers face to face guidance, for understanding your pension options and helping the individuals make informed choices.

Pembrokeshire's Citizen Advice Bureau is the supporting and coordinating organisation for the West Wales Financial Capabilities Forum, bringing together a variety of providers of financial advice and support in the West Wales Area.

Pembrokeshire County Council has a welfare support officer who offers advice and assistance to all service user groups in Pembrokeshire with up to date information on welfare and social security benefit entitlements.

Existing Services:

- Pembrokeshire County Council supports the provision of welfare benefits in the county through Citizen Advice Bureau and an in-house Welfare benefits section.
- Pembrokeshire County Council commissions an energy advice service through the Royal Voluntary Service in Pembrokeshire.
- "Cyd Cymru" has been developed by a number of partners across Wales including Pembrokeshire County Council to help you get a better deal on your energy prices.
- West Wales Care and Repair provide information, advice and practical assistance to older people on repairs improvements or adaptations to homes so that they can live independently in comfort and security.

Also provided a range of minor adaptations to facilitate hospital discharge, admission and falls prevention, along with benefit checks, assisting people to complete benefit forms and access information regarding energy and utility tariffs.

- There are a few voluntary sector organisations that will support individuals with benefit advice; such as Age Cymru Pembrokeshire.

Priorities to develop 2015 - 2018:

- Promote and signpost community members for energy advice to national and local support organisations and any other appropriate organisation.
- Promote and Signpost welfare benefits advice services within Pembrokeshire and Nationally.
- Promote low impact economic activity in local communities.



Social Capital - this is the focus on building strong communities, ensuring that everyone feels a sense of belonging contributes to the wellbeing of those around them and feels able to have their say about how things work.

Social Participation

Older people 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.

Links to Ageing Well in Wales Priorities: 1,2,4, 5.
Links to Single Integrated Plan Outcome Areas: 1,2,4,5,6.

Loneliness and isolation are not fringe issues; they have been shown to damage health, are the basis for social exclusion and are a significant and pressing problem in Wales that cross all boundaries of social class, race, gender identification, sexual orientation, financial status and geography. Eradicating loneliness and isolation may be unrealistic, but working at all levels, individual, organisational and strategic, identifying and tackling the root causes is not.

Research demonstrates that loneliness has an effect on mortality that is similar in size to smoking 15 cigarettes a day. It is associated with poor mental health and conditions such as cardiovascular disease, hypertension and dementia. Loneliness also has a much wider public health impact too, as it is associated with a number of negative health outcomes including mortality, morbidity, depression and suicide as well as health service use.

Given the budgetary reductions to community and public services, often seen as “lifelines”, older people are at an increased risk of loneliness and isolation, sometimes referred to as “silent killers”.

More than 75% of women and a third of men over the age of 65 live alone. Without the means to leave their homes, or with fewer visits from community workers and service providers, an increasing number of older people will feel lonely and isolated resulting in damaging effects to their mental health.

(Ageing Well in Wales)

Research through the Good Neighbour Scheme development, Age Friendly communities work and the consultation is showing that older people in Pembrokeshire are concerned about becoming lonely and isolated in their own communities and wish to participate in more social activities, which enable them to interact with other people. We have already seen an increase in luncheon clubs in the recent years. Loneliness and Isolation / Social Participation was high on older people's priority list during the consultation. We also need to consider the younger category of older people as they can feel excluded with some activities having a minimum age of 60.

Existing Services:

- Libraries provide a free social community spaces that are used by different groups. Examples include the Knit and Natter group in Milford, the reading group in Haverfordwest.
- The library offers a Library at Home service for people unable to leave their home. In addition to remote access to Library services. Library members can access a number of e-resources from home including, e-magazines, e-books, e-audiobooks and online resources such as Gale Cengage Learning Newspapers and Encyclopaedia Britannica Online.
- Good neighbour schemes are being developed throughout Pembrokeshire.
- Pembrokeshire County Council supports the development of Lunch clubs in communities.

- There are many halls throughout Pembrokeshire offering classes and social events and can be accessed through the Pembrokeshire's Halls website.
- Pembrokeshire County Council has 7 day centres in Pembrokeshire, supporting older people.
- Community halls hold regular activities.
- There are a few self-created older people's social groups in Pembrokeshire.
- There are several voluntary sector befriending services such as Volunteering Matters, Age Cymru Pembrokeshire, Royal Voluntary Service, British Red Cross, Communities First, etc.

Priorities to be delivered 2015 - 2018:

- Under take Age Friendly Community assessments with communities, to look at areas of concerns and work with the community to develop their own solutions, creating Age Friendly Community Action plans. Working with partner organisations to develop projects where need is identified, with communities.
- Pilot a telephone book club, especially for those experiencing loneliness and unable to leave their homes.
- Pilot a befriending one to one project in residential care homes in Pembrokeshire.
- Continue to support lunch clubs in communities.
- Caring Communities Innovation Grant - To improve the resilience of local communities and their ability to support frail older people to access and enjoy their normal network of community and family relationships.

Shared spaces

Older people find public places welcoming, safe and accessible.

Links to Ageing Well in Wales Priorities: 1,2,3,5.
Links to Single Integrated Plan Outcome Areas: 5,6.

Living in the community

Older people are able to participate and contribute in their communities and access services and amenities.

Links to Ageing Well in Wales Priorities: 1,2,3,4,5.
Links to Single Integrated Plan Outcome Areas: 1,2,3.

Towns and Communities can also be said to 'age' - often changing 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 the new character of a once familiar environment and many find it more difficult to access the services and facilities they need.

(The Strategy for Older People in Wales 2013 - 2023)

Majority of older people want to continue to remain living in the communities, where they have built up reliable support networks and that moving away often brings the risk of becoming more isolated from these networks. We also see that the deterioration of health can lead to further isolation and loneliness. Older people want to be able to interact with other people, whether accessing shops or social activities, such as lunch clubs.

Living in the Community theme relates to much of the work under the Age Friendly Communities programme (as mentioned in Ageing Well in Wales).

Comments during the consultation stated that people wanted:

- Communities that are walkable, reducing the number of steps to enter businesses and repairs to and widening of pavements.
- Social interaction: “if it wasn’t for the day centre I wouldn’t leave my home.” This was a similar statement made by a few people in relation to lunch clubs. However people are in need of more organised social interaction / activities. (Further information on page 25).
- Parking charges being introduced in some areas were felt to be a nuisance in relation to accessing doctor surgeries and pharmacies.
- Increase disabled parking bays, specifically in Charles Street, Milford Haven and Picton Place, Haverfordwest.
- Increased amount of suitable benches in between shops to enable an older person to rest.

Existing Services:

- During 2014/2015 11,336 people over 60 were registered with Pembrokeshire Library Service.
- 112 public properties under Pembrokeshire County Council are accessible buildings to the public.
- Safer Pembrokeshire is a community safety partnership for Pembrokeshire – the aim is to work together to reduce crime and disorder, fear of crime, anti-social behaviour and substance misuse in the local area.

- Safeguarding and protection of vulnerable adults is everyone's business. If anyone has concerns about the safety or welfare of a vulnerable adult it is their responsibility to act on those concerns. Never assume that someone else will recognise the risk and report this.
- There is a multi-agency approach to the Safeguarding of Adults in Pembrokeshire, which is supported by the Adult Protection Committee (APC) that meets quarterly and the Adult Safeguarding and Quality Assurance (ASQA) group that meets monthly.
- Pembrokeshire County Council is working with Pembrokeshire Coast National Park and The National Trust to enhance the experience we have in the outdoor spaces available in Pembrokeshire.
- Pembrokeshire County Council is a member of the Community Safety Partnership and work with our partners to promote safe communities. Current priorities are: drugs and alcohol; violent crime, in particular alcohol-related; domestic abuse; anti-social behaviour and criminal damage; road safety; burglary.



Ageing Well in Pembrokeshire

- Trading Standards teams are working with communities and groups to promote awareness of scams and bogus doorstep callers, along with all other trading standards issues.
- In Pembrokeshire we have an active 50+ Central Forum, which engages with other people throughout Pembrokeshire who are over 50 years old.
- **Pembrokeshire Intermediate Voluntary Organisations Team (Pivot)** project provides a service to assist help in hospital to return people to their homes as early as possible.
- All Pembrokeshire Libraries are DDA (Disability Discrimination Act) compliant. Fishguard and Milford both have Lift access. The Mobile/Library at Home Service has wheelchair lift access.
- The Scolton Manor site engages older people through volunteering opportunities provided both indoors, associated with the heritage aspects of the site and the museum service's collection, and outdoors in the park, woodland and via the Walled Garden project.



- Scolton Manor has achieved and continues to maintain the national standards identified for the site and Museum Service. These standards – Green Flag Award, Accreditation and VAQAS Cymru – help the site to maintain a quality standard and seek to continuously improve its offer; which in turn contributes to Key Aim 6 – ensuring it is a welcoming, safe and accessible for Older people.
- Solva Community Council has established Solva Care, initially modelled on the Good Neighbour Scheme, of volunteers in the community supporting others. This is due to expand into providing care for residents in Solva.

Priorities to be delivered 2015 – 2018:

- Promote walking and cycling and walking services and infrastructure, working with partner organisations to develop use of outdoor spaces. Such as Pembrokeshire Coast National Parks.
- As stated in Key aim 1 Age Friendly Communities assessments – develop projects for social participation within communities, build community capacity.
- Continue development of the Good Neighbour Schemes.
- Follow up on recommendations from the Older People's Commission for Wales' report 'A Place to Call Home' and research the need and develop opportunities within residential care settings befriending services.
- Create resilient communities able to cope with climate change.
- Lobby for and promote the use of improved ICT systems.

Implementation and Monitoring Structures

Ageing Well in Pembrokeshire

To enable the Strategy to be a live working document new structures are being created to ensure continued joined up working with all directorates, statutory, voluntary partners and individuals.

This strategy underpins a commitment by Pembrokeshire County Council to work collaboratively with stakeholders to develop and take forward the Implementation plan. However, it is important to acknowledge the budget pressures that will be faced during the lifetime of the strategy. This will require innovative thinking and potentially challenging decisions to be taken as we seek to maximise use of available resources and realign some of the services.

Within Pembrokeshire County Council an Older Person's Strategy Partnership Board has been formed, and supported by a representative of each directorate within the Local Authority, a representative from the Hywel Dda University Health Board, Public Health, and the voluntary sector, ensuring contribution to the Strategy and continuous joint project development and monitoring of services. This Partnership's reporting mechanism is shown in the diagram below.

Working with Pembrokeshire Association of Voluntary Services (PAVS), an older person's voluntary sector network has been formed to ensure organisations that support older people in Pembrokeshire are engaged in the Strategy and have an opportunity to contribute and report up to the Older Person's Strategy Partnership.

The third layer of engagement is through the Older Person's Forum for Pembrokeshire, working directly with people over the age of 50. This work will be through monthly Central Forum meetings, an annual conference, an AGM, 50+ Network memberships and a promotional event, back to through Older Person's Strategy Partnership and the Voluntary Sector Network. This engagement and work to support the Strategy will help formulate the commissioning of services for older people in Pembrokeshire.

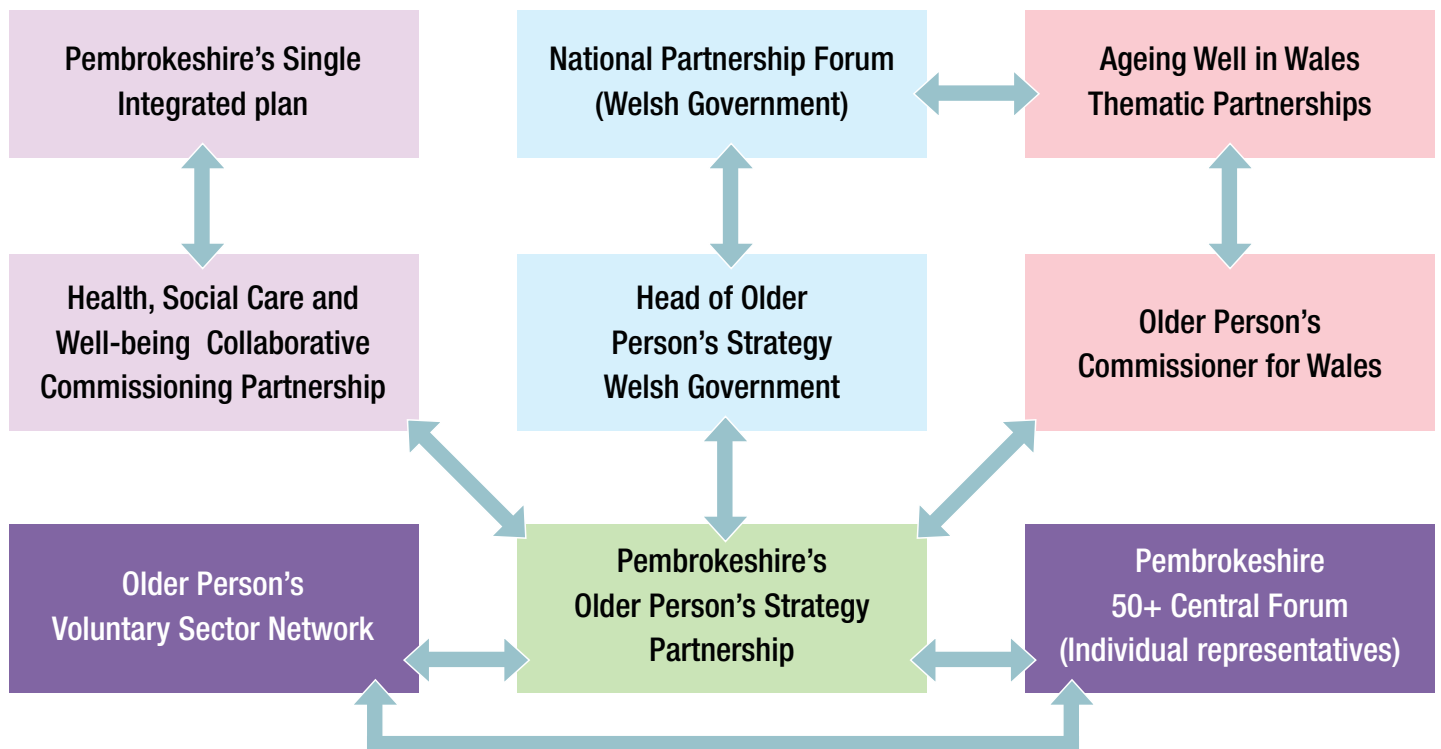
The Older Person's Strategy will also work with the Pembrokeshire Local Service Board's Engagement Strategy and adhere to the following objectives:

- Raise awareness of the Local Service Board and the Single Integrated Plan 2013 – 2018 along with the Older Person's Strategy.
- Make best use of existing joint engagement mechanisms.
- Develop new joint engagement mechanisms where appropriate, to help overcome barriers to participation.
- Maintain records of engagement activities undertaken, in relation to the development and delivery of the Single Integrated Plan, and the Older Person's Strategy and ensures that information from engagement activities is fed back into the planning cycle.
- Feedback the outcomes of engagement activities to those who have taken part and, where appropriate, to a wider audience.
- Recognise and share best practice.

Implementation and Monitoring Structures

Ageing Well in Pembrokeshire

Flow of Engagement and Reporting Mechanisms



Implementation and Monitoring Structures

Ageing Well in Pembrokeshire

Pembrokeshire Older Person's Strategy Partnership



Implementation and Monitoring Structures

Ageing Well in Pembrokeshire

Pembrokeshire Older Person's Voluntary Sector Network



Appendices

Appendix 1

Context on the Development of Age Friendly Communities and Ageing Well in Pembrokeshire based on local, national and international policies and structures relevant to development of the Pembrokeshire Older Person's Strategy.

World Health Organisation's: Age Friendly Communities

- Age Friendly Communities was developed in June 2005.
- It was developed as a policy and practical tool to raise awareness of the various barriers facing older people and to stimulate concentrated local actions.
- An Age Friendly City / Community encourage active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age.
- Older people are a resource for their families, communities and economics in supportive and enabling living environments. World Health Organisation (WHO) regards active ageing as a life-long process shaped by several factors that alone and acting together, favour health, participation and security in older adult life. Informed by WHO's approach to active ageing, the purpose of the WHO's Global Age Friendly Cities Guide is to engage cities and communities to become more age friendly so as to be able to tap the potential that older people represent for humanity.
- In practical terms, an Age Friendly City / Community adapt its structures and services to be accessible to and inclusive of older people with varying needs and capacities.
- It is recognised by WHO that where Age Friendly Cities / Communities adapts structures and services to be accessible to Older People then they will also be accessible to people of all ages, including people with a disability and people with pushchairs /prams /wheelchairs.

The Dublin Declaration on Age Friendly Cities and Communities

- This is signed by senior political representatives of European cities, municipalities, communities and regions during the EU Summit on Active and Healthy Ageing.
- This framework establishes a commitment from the signatories to uphold a set of principles to measure, benchmark and drive future development of Age Friendly Cities / Communities, using the WHO's Global Age Friendly Cities Guide as a model.
- The Dublin Declaration on Age Friendly Cities and Communities reaffirms a commitment to adopt best practice and to stimulate and promote equal rights and opportunities for older people living in our communities.
- The Declaration also includes a pledge that where it is within their area of responsibility and economically feasible, signatories will take forward action in the following domains:
 - Awareness of older people
 - Processes of citizen-centred engagement
 - Urban spaces and public places
 - Housing
 - Public transport systems
 - Participation in social and cultural life

The Well-being Future Generations Bill

This Act is about improving the social, economic, environmental and cultural well-being of Wales

It will make the public bodies listed in the Act think more about the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach.

7 Priority Areas

A prosperous Wales - An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

A resilient Wales - A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

A healthier Wales - A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

A more equal Wales - A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

A Wales of cohesive communities - Attractive, viable, safe and well-connected communities.

A Wales of vibrant culture and thriving Welsh language - A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

A globally responsible Wales - A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Social Services and Well-being (Wales) Act

The Act will change the way local authority social services and other care services work together in partnership to help and support people.

Well-being - The Act will help make sure people enjoy well-being in every area of their lives.

Outcomes and goals for Wales - Welsh Ministers will write a statement of the goals and outcomes we want to reach and have a Code of Practice so everyone knows what they have to do to reach these goals.

Supporting people quickly - Stepping in early to help people is really important.

Information and advice - The Act also means that local authorities must give all the up-to-date information and advice people need. This will help people understand how care and support may work.

Assessments - The Act means that everyone has the right to have their needs looked at. Local Authorities have to involve the person being assessed, their families and carers, and listen to their opinions about decisions that affect their lives.

Local authorities also have to look at and assess the needs of people who are 'carers'. This includes young carers.

A person also has a right to say no to an assessment, but local authorities can still carry out one if they think a person is at risk.

Meeting needs - The Act means that after a local authority does an assessment, they must look at what support and care people have a right to have free from social services, and what they may have to pay for.

Money - The Act means that local authorities have the power to charge for support and care if they need to, but only when someone is able to pay. They will have to look at people's finances to check what they can afford, as we don't want anyone to miss out on the care and support they need.

Looked after children - The new Act helps to make sure those children and young people get all the help and support they need to:

- have a place to live;
- have an education;
- be healthy;
- have contact with family if it's safe; and
- have support when they're leaving care and becoming an adult.

Keeping people safe - The new Act has steps to make sure that people are kept safe because it is really important this happens.

Social Services - The Act sets out all the different roles people have in social services to make sure everyone gets the help and support they need.

Working together - This Act makes it easier for local authorities to work with:

- other government departments that give services;
- partner organisations; and
- health services

Complaints - Sometimes people may not be happy with their support from social services and want to complain. The Act sets out steps that are easy to use so everyone understands how complaints should be handled.

Ageing Well in Wales Programme

- The Ageing Well in Wales five year strategic programme has been designed to improve the lives of older people and specifically to target high impact areas for preventing ill health, social isolation and improving independent living. The programme gives a strong strategic impetus to local and national initiatives through coherent, joined up action. By creating an integrated single approach it will increase the speed of change in Wales and we will be able to promote our innovation to external partners.
- Ageing Well in Wales is a unique partnership programme that will harness local innovation across Wales, engaging with communities, agencies and existing schemes. It will turn local priorities and projects into national strategic action that makes a real difference to older people now and for those who are growing older. One of its unique features is the close links the programme is building with partners in Europe who are working on similar action to transform services and respond to global ageing through implementation of better joined up policy and practice.

Five Priority Areas:

- Age Friendly Communities
- Dementia Supportive Communities
- Loneliness and Isolation
- Employment and Learning
- Falls Awareness and Prevention

The Older Person's Strategy for Wales 2013 - 2023

- The Strategy aims to address the barriers faced by older people in Wales today and to ensure that well-being is within the reach of all.
- Like everyone else, older people expect to be able to participate as fully in society as they desire - including contributing to community and family life, influencing decisions and having their needs recognised and addressed. The varied contributions older people make, both economically and socially, are valuable and can only be maximised if barriers to participation are eliminated. (The Strategy for Older Person's in Wales 2013 – 2023).

12 Priority Areas

- Social Participation
- Diversity
- Information & Advice
- Learning & Activities
- Healthy Ageing
- Shared Spaces
- Living in the Community
- Transport
- Housing
- Pensions & Other Income
- Financial Inclusion
- Energy Efficiency

Hywel Dda Integrated Medium Term Plan

Hywel Dda University Health Board 3 Year Integrated Medium Term Plan for the period 2015 – 2018.

The message contained in the NHS Wales Planning Framework from the Minister for Health & Social Services, Professor Mark Drakeford, signalled that as part of our passion in delivering the best services we can in NHS Wales, our guiding aims need to be: to improve the health of the population we serve, continue to improve the quality and safety of care we provide; and to ensure we get the maximum from the resources we have.

These messages are perfectly aligned to the Mission Statement for Hywel Dda University Health Board (the Health Board). Through this plan, we will demonstrate how we are committed to the principles of prudent healthcare using a clinical value-based framework, how an investment in prevention activities which will; enable gains in population health, how we are actively pursuing the systematic improvement in patient outcomes, and very importantly, how we intend to transform strong and resilient primary and community care services where health, social care and the third sector services are demonstrably and seamlessly wrapped around patients and their carers. We call this care 'Care Closer to Home' and our plan will show how we are looking for a stepped-change, actually the start of significant and sustainable transformational change, in this area.

Priority Areas

- Promoting health and wellbeing and investing in prevention
- Providing Care Closer to Home
- Focusing on Quality, Safety and Improving Outcomes
- Ensuring a Flexible, Skilled and motivated workforce
- Eliminating waste, duplication and ensure value for money

Hywel Dda University Health Board's Foundation for Change

The aims of the Foundations 4 Change Programme are to deliver better health and well-being for the population of Hywel Dda Health Board, improve outcomes and reduce health inequalities which support the delivery of the Health Board's overarching strategic objectives.

Pembrokeshire's Single Integrated Plan 2013 – 2018

- The Single Integrated Plan is the document that will frame public, private and voluntary sector activity in Pembrokeshire over the period 2013-2018. It describes the issues that are important to Pembrokeshire and identifies the approach that a range of organisations will adopt in attempting to tackle them. The Welsh Government requires all local authorities to lead the development of a Single Integrated Plan.
- The Single Integrated Plan is for everyone who lives in, visits or has an interest in Pembrokeshire. It has been prepared for a range of audiences; for the people of Pembrokeshire, for the organisations that serve Pembrokeshire and as a means of communicating our priorities to external agencies and the Welsh Government.

Six Priority Areas

- Children and Families
- Health, Care & Well-being
- Economy
- Safeguarding
- Environment
- Safety

Pembrokeshire's Older Person's Strategy 2013 – 2018

- The Pembrokeshire Older Person's Strategy is designed to look at how we can enable older people to be independent, remain in the community, prevention of dependency, access to the right care, services provided in localities within easy reach, and working in partnership and collaborating to ensure joined up services.
- To ensure the voice of older people is listened to and that where financial possible actions adapted.

-
- i) Pembrokeshire Single Needs Assessment-Detailed information & statistics
 - ii) Personalisation means recognising people as individuals who have strengths and preferences and putting them at the centre of their own care and support.
 - iii) Adapted from Making a strategic shift to prevention and early intervention Oct 2008. Department of Health
 - iv) Public Health Wales (2012). Director of Public Health Annual Report, Hywel Dda Health Board.
 - v) Data produced by Public Health Wales Observatory, using data from Alzheimer's Society (2007) Dementia UK & GP practice populations (WDS)
 - vi) http://www.bgs.org.uk/Publications/commissioning/toolkit_falls_fractures.html
 - vii) <http://www.independentage.org/about-us/work-with-us/engaging-with-older-people/>



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