

# Ageing Well In Cardiff



The City of Cardiff Council's  
Local Delivery Plan



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# Foreword

Welcome to the City of Cardiff Council's first *Ageing Well in Wales – Local Delivery Plan*. As the Council's Cabinet Members with responsible for the Equalities Agenda and Wellbeing we are delighted to be able to pledge the Council's commitment to advancing Ageing Well in Cardiff, the Welsh Government's Strategy for Older People and the principles set out within the Dublin Declaration.

As the title suggests, this document sets out our intention of building a City where people are able to Age Well. Having a city where people age well is to the benefit of everybody and will contribute towards the City of Cardiff Council's vision of Cardiff as Europe's Most Liveable Capital City.

Cardiff is Wales's largest city, home to over a third of a million people (354,300) from a wide range of backgrounds, with 105,100 people being aged 50 or above. People in Cardiff, like the rest of the UK, are living longer and the balance of life is changing. There are now more people in Cardiff aged over 50 than young people (up to the age of 20). Thankfully older people can now look forward to many more years of healthy life after retirement than ever before.

Whilst this is good news it means that we need to plan so everyone has the opportunity to age well, have a good quality of life and to be able to live as long and as independently as possible. A good quality of older life has been described as one of "well-being" where people are satisfied by having control over their lives and a sense of purpose. Well-being is not just about health and social care services, it also includes housing, transport, income, energy, education, support to stay in employment, having a social life and interaction with the community. It's about how people live the life they choose.

Building well-being is good for individuals and society as a whole as it can help reduce dependence and improve overall health. We recognise the contribution older people have already made to the development of the city and we will continue to utilise their mentorship, experiences, skills and knowledge to help us improve ageing well for the future.

Whilst this is a local delivery plan for the City of Cardiff Council we would like to emphasise the close working partnership arrangements we have developed with members of the Cardiff Partnership Board. These partnership arrangements have resulted in a number of the key strategic action plans which are identified within the plan and which will be delivered in partnership to achieve shared outcomes.

The City of Cardiff Council will work closely with all our partners (both statutory and non-statutory), local communities and individuals to ensure that we provide and promote services which will aid people from all of Cardiff to age well. This Ageing Well Plan will contribute to Cardiff's Integrated Partnership Strategy "What Matters", to our own Corporate Plan and to our Strategic Equality Plan.



**Councillor Daniel De'Ath  
Cabinet Member (Safety, Skills, Democracy and Engagement)**



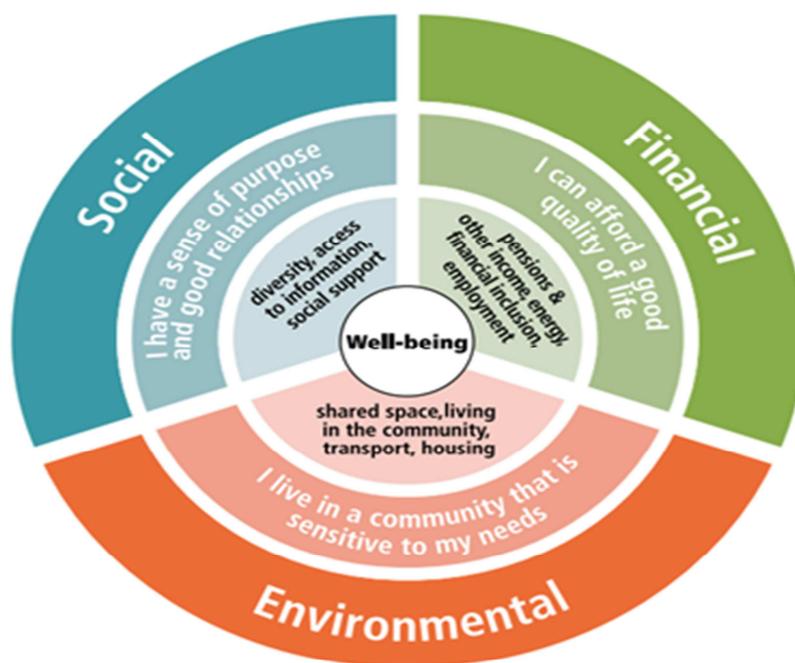
**Councillor Susan Elsmore  
Cabinet Member (Health, Housing and Wellbeing)**

# Background to Ageing Well In Wales

The Ageing Well in Wales Programme was formally launched in October 2014 as a five year partnership of national and local government and major public and third sector agencies in Wales. The Programme is hosted and chaired by the Older People's Commissioner for Wales. The Ageing Well in Wales Programme contributes to and complements the Welsh Government's Strategy for Older People (Phase 3) 2013-2023 which aims to deliver against the following three overarching outcomes for older people:

1. Living Longer
2. Ageing Well
3. Having the Financial, Environmental and Social Resources to Age Well.

## The key elements for building a good quality of life



The Ageing Well Programme also forms part of the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA), and was awarded the highest 3\* Reference Site status by the European Commission. The Programme is also therefore part of the Reference Sites Collaborative Network, a network of over 20 regions and Member States across the European Union to collaborate and exchange best practice and innovation in the field of active and healthy ageing.

As part of the process for Wales to be recognised as an Age-Friendly Nation, the City of Cardiff Council along with all of Wales' other 21 Local Authorities has signed up to the Dublin Declaration on Age Friendly Cities and Communities. The Dublin Declaration was launched in 2013 and shows a city or community's pledge to become 'Age-Friendly' using the eight WHO domains as a framework for development:

- outdoor spaces and buildings;
- transportation;
- housing;
- social participation;
- respect and social inclusion;
- civic participation and employment;
- communication and information; and
- community support and health services.

The Ageing Well in Wales Programme's overall aim is to ensure that within Wales there is an improvement in the wellbeing of people aged 50+. The Programme also has a clear link to a number of other national policy priorities and initiatives. These include:

- Reducing inequalities and promoting inclusion
- Preventing frailty and dependence
- Reducing the number of older people who are accessing services and support in crisis

- Promoting self-responsibility for taking action to maintain one's own health
- Supporting employers across all sectors to retain expertise and knowledge
- Reducing discrimination faced by older people, and particular groups of older people.

The Programme supports and champions a positive attitude towards ageing and the benefits an ageing society brings. It seeks to ensure that older people have a strong voice that is listened and responded to.

The Programme has 5 areas of focus:

1. Developing Age Friendly Communities
2. Reducing the risk of falls
3. Building and promoting dementia supportive communities
4. Ensuring continued access to learning and employment
5. Reducing levels of loneliness and isolation

### **Cardiff's 50+ Population**

Cardiff has an overall population of 354,300 (ONS latest mid-2014 population estimates) with 105,100 people aged 50 and above. Below is the latest ONS data for Cardiff:

Age	Males	Females	Total
<b>0 to 4</b>	11,900	11,100	23,000
<b>5 to 9</b>	10,400	10,400	20,800
<b>10 to 14</b>	9,100	8,600	17,700
<b>15 to 19</b>	11,600	12,000	23,500
<b>20 to 24</b>	20,100	21,200	41,300
<b>25 to 29</b>	15,500	14,500	30,000
<b>30 to 34</b>	13,800	13,300	27,100
<b>35 to 39</b>	11,300	11,100	22,400
<b>40 to 44</b>	11,000	10,600	21,500
<b>45 to 49</b>	10,700	11,200	21,800
<b>50 to 54</b>	10,400	11,000	21,400
<b>55 to 59</b>	9,200	9,300	18,500
<b>60 to 64</b>	8,100	8,300	16,300
<b>65 to 69</b>	7,100	7,500	14,600
<b>70 to 74</b>	4,900	5,800	10,700
<b>75 to 79</b>	3,900	5,300	9,200
<b>80 to 84</b>	2,800	4,300	7,200
<b>85 to 89</b>	1,600	2,900	4,500
<b>90 plus</b>	800	1,900	2,700
<b>Total</b>	<b>174,300</b>	<b>180,000</b>	<b>354,300</b>

As can be seen there are now more people aged over 50 than young people up to the age of 20 in Cardiff. The percentage of Cardiff's residents aged 65 and over is just 13.8%; the lowest in Wales and well below the average for the rest of South East Wales of 19.0%.

Previous data (2013) identified Cardiff's 50+ populations as being 103,200 in number and showed them living in the following neighbourhood areas of the city:

North 35,000

East 11,700

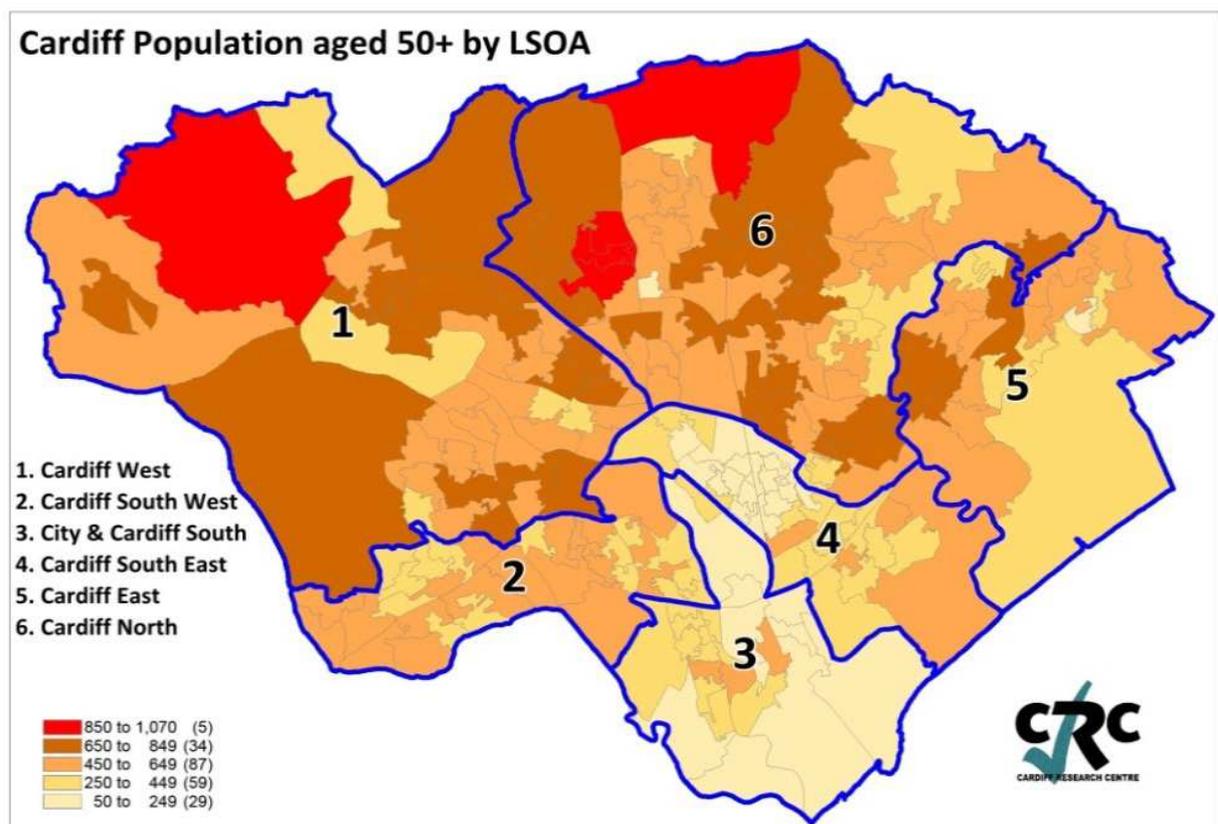
South East 10,300

City & South 6,600

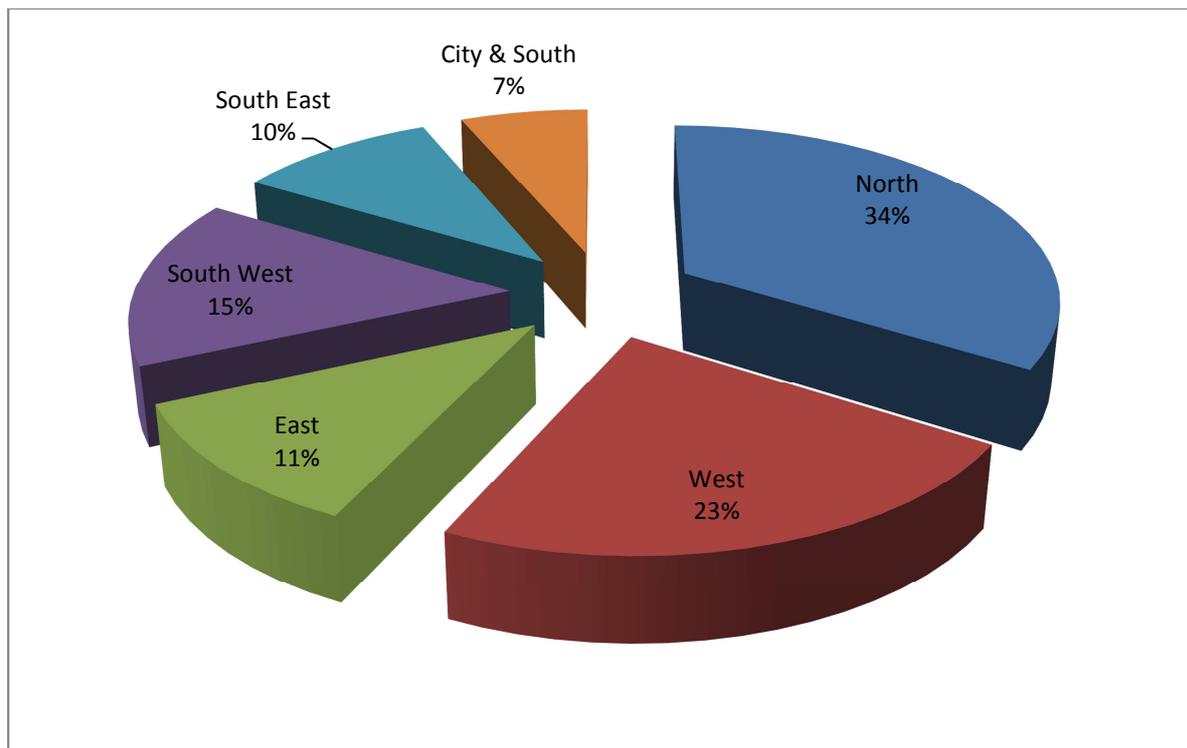
South West 15,800

West 23,800

**The diagram below identifies the neighbourhood areas of Cardiff where people who are 50+ live.**



The diagram below identifies the percentage of population 50+ by Neighbourhood Partnership Area.



## The Ageing Well Areas of Focus

As has been indicated previously the Ageing Well programme has 5 areas of focus, below is a description of these 5 areas and examples of how the City of Cardiff Council is already working to improve these areas.

### 1. Age Friendly Communities

Age-Friendly Communities meet the needs of older people, and people of all ages, in individual communities by responding directly to their needs. Such communities will encourage and enable older people to engage with their surroundings and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.

The concept of Age-Friendly Cities was launched in 2007 with the publication of the Global Age-Friendly Cities Guide by the World Health Organisation (WHO). The Guide identified eight domains of city life that might influence the health and wellbeing of older people (listed above).

In practice, an Age-Friendly community is one where local people have decided their priorities to better support people as they age. This can include physical design, promoting better access and mobility, promoting people's social engagement and developing support and relationships between the generations. The most important aspect is that it is an integrated approach to thinking about the places where people live and how best to promote older people's wellbeing and engagement with their physical and social environments.

The Age-Friendly cities concept was refreshed in 2013, under the Irish Presidency of the European Union, when the Dublin Declaration on Age-Friendly Cities and Communities was launched. The Dublin Declaration shows a city or community's pledge to become 'Age-Friendly' using the eight WHO domains as a framework for development. Each city or community will have to demonstrate a process of consultation with older people (and other age groups), planning, implementation and evaluation to become part of the WHO Global Network of Age-Friendly Cities and Communities.

As part of the process for Wales to be recognised as an Age-Friendly Nation, the City of Cardiff Council along with all of Wales' other Local Authorities have signed up to the Dublin Declaration.

An example of work carried out to make progress in this area is:

*A single Gateway to independent living services for citizens over the age of 60 has been established since September 2014. A wide range of services that were previously separate have now become accessible through a single Gateway. The recruitment of 5 staff into the role of Independent Living Officer has been completed. Training has been delivered throughout the last 3 Quarters in the IT systems used, advice provision and services integrated into the Gateway. During Quarter 4 Training was extended to Domiciliary and Residential Financial Assessment Visiting Officers to provide a more holistic service. This also included periods of shadowing and mentored visits to ensure accuracy. This has provided Independent Living Services with a now multi-skilled visiting element that would have previously required several separate visits and demonstrating more joined up services.*

## 2. Falls Prevention

Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. Falls are a major cause of disability and death in older people in Wales, and result in significant human costs in terms of pain, loss of confidence and independence. It is estimated that between 230,000 and 460,000 people over the age of 60 fall in Wales each year. Between 11,500 and 45,900 of these suffer serious injury: fracture, head injury, or serious laceration. Falls Prevention will help older people to maintain their health and wellbeing, live longer in their own homes and remain active in their communities.

There is a significant financial cost to health and social care services associated with dealing with the results of falls. Falls are estimated to cost the NHS in the UK more than £2.3billion per year. Evidence suggests that falls prevention can reduce the number of falls by between 15% and 30%, and that well organised services, based on national standards and evidence-based guidelines, can prevent falls and reduce death and disability from fractures.

An example of work carried out to make progress in this area is:

*Falls prevention (Strength and balance) exercise sessions have been provided (OTAGO) within Council run leisure facilities and community venues. These have been communicated to members of Cardiff 50+ Forums and via the City of Cardiff Council's website and through Age Connects' activities database. Other specialist classes have been provided in leisure centres including GP referral scheme activities, 50+ gym sessions, 60+ free swimming sessions and lessons, cardiac and COPD referral sessions, Healthy, Wealthy and Wise Group promote exercise*

### 3. Dementia Supportive Communities

In 2013 there was an estimated 45,529 people living with dementia in Wales, of those people, only 17,661 had received a formal diagnosis. By 2021 it is estimated that over 55,000 people in Wales will have dementia. Developing dementia supportive communities is crucial to the wellbeing of older people, especially the thousands of people living with dementia, regardless of official diagnosis, and the people around them that are also affected.

People affected by dementia face many everyday challenges in living well with dementia. These can include difficulty using technology, getting appropriate service in shops, banks and post offices, using transport, going on holiday and maintaining social contact and hobbies. Help from health and care services is vitally important, in making it possible for people affected by dementia to live well however help from people and organisations across society is also required.

A dementia supportive community is any community that shows a high level of public awareness and understanding of dementia (for example, a local or national organisation such as a shop, bank or corporation, or a village, town or city). Such communities are more inclusive of people with dementia, and improve their ability to remain independent and have voice, choice and control over their lives.

As emphasised by the Welsh Government's National Dementia Vision for Wales, people who receive an early diagnosis of dementia and are given access to appropriate information, support and care, are able to live well with dementia. It should be recognised that it is not only the individual who is affected by dementia; it also impacts on their family, friends, colleagues and carers. An example of work carried out to make progress in this area is:

*The Cardiff West Neighbourhood Partnership group have carried out a pilot project within the area to make West Cardiff a dementia supportive community. A dementia supportive communities event has been held with local community members, partners and organisations, dementia awareness briefings have taken place to promote key dementia messages with 350 people becoming dementia friends, an intergenerational dementia supportive technology project has been launched and a dementia café has been established.*

#### **4. Opportunities for Learning and Employment**

Older people have a wealth of knowledge and experience which is currently underappreciated and undervalued in the workplace. Tackling age discrimination, recognising the value and worth of older people and providing opportunities for continued learning and employment in Wales is important as older people are currently worth over £1 billion to the Welsh economy every year.

It is good for the individual, the community and the economy for older people to be engaged in some form of employment, education or training. Learning for older people has a range of benefits, such as:

- Promoting full economic and societal participation
- Contributing towards personal wellbeing and fulfilment
- Supporting creativity and innovation, and
- Increasing efficiency as workers or volunteers.

The need to prioritise opportunities for employment and new skills for older people has been added to the Ageing Well in Wales Programme in recognition of its prevalence as an issue for older people in Wales. The Strategy for Older People (Phase 3) 2013-23 states that older people who are unemployed are more likely to be long-term unemployed; around 45% of unemployed people aged 50-64 have been unemployed for a year or more compared to 30% of 18-24 year olds and 38% for 25-49 year olds.

With the economic downturn affecting the traditional models of retirement, older people must be able to access new learning and employment opportunities to remain in or re-enter the labour market. Older people require access to learning for a number of reasons. For example, with an increasing number of older people unable to afford retirement at State Pension age, the provision of learning and skill development opportunities to improve their employment prospects becomes ever more important.

For other older people who are able to retire when they choose, access to learning is a key factor in maintaining their wellbeing. Learning and skills development in this

context includes financial and digital inclusion, helping older people to become more resilient in later life.

By improving the employment prospects of older people and empowering them to remain engaged longer with society, Opportunities for Learning and Employment will also complement the work of the Loneliness and Isolation network.

An example of work carried out to make progress in this area is:

*The City of Cardiff Council provides Adult Community Learning opportunities that are available for people 50+ throughout the various neighbourhood partnership areas of Cardiff. There are 'Learning for Work' opportunities for people to participate in courses that offer opportunities designed to support individuals to take their first steps back into learning and to assist them to progress to further learning, training, volunteering or employment. Some of these courses are free and funded by the Welsh Government and are offered free to learners (including those aged 50 plus who are not in full-time employment) and include a range of IT courses as well as courses that assist with the development of skills for those looking for work in childcare, retail, call centre or the care sector. There are also opportunities for 'Learning for Life' with courses that inspire people to continue learning for enjoyment.*

## **5. Loneliness and Isolation**

Loneliness and isolation are cross-cutting issues that seriously impact on the health and wellbeing of older people in Wales. Achievements made by each of the previous areas will improve incidences of loneliness and isolation felt by older people.

Loneliness and isolation 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. 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.

An example of work carried out to make progress in this area is:

*A Third Sector Partnership was established with Age Connects Cardiff and the Vale as part of the Healthy and Active Partnership initiative. Age Connects has been developing and testing a range of solutions across the City of Cardiff that directly respond and align with the purpose of the Intermediate Care Fund by reducing social isolation through the use of volunteers and community based services. Work has been underway to help over 60's with limited contact to get involved in community activities and develop friendships. Two distinct aims of the project are to gain intelligence of what is in the community for older people and facilitate easy access to that information and secondly to help develop a volunteer support programme to help alleviate isolation. Services began rolling out in December 2014 and to date Age connects have referred 138 older people and moved 104 out of social isolation. To achieve this Age Connects have recruited volunteers who aid older people all over Cardiff and developed partnerships with community groups. . In the 6 months this project has been running there are already more volunteers recruited than during the whole of the Good Neighbour Scheme.*

# Cardiff's Local Delivery Action Plan

This Local Delivery Plan seeks to enable everyone the opportunity to age well with a good quality of life, to live as long and as independently as possible and able to make plans and take actions wherever possible to help themselves.

This Plan sets out a number of existing services the Council provides and identifies areas for action that will enable a wider take up and knowledge of the services that are provided. Website links for existing strategies and actions plans are given where available.

We hope that you will be satisfied with the way we are working to deliver Ageing Well in Cardiff. But if you are not, you can:

- Directly contact the Council's Equalities Team via Connect 2 Cardiff
- Join one of Cardiff's 50+ Forums
- Make a complaint, using the Council's Complaints procedure for further information visit: [www.cardiff.gov.uk/complaints](http://www.cardiff.gov.uk/complaints) or call Connect 2 Cardiff on 029 2087 2087, or
- Raise the matter with your Neighbourhood Management Team.

## **Further information and feedback**

We will welcome any comments, suggestions or feedback you wish to make on our Scheme. We will also be pleased to send a copy of this document in different formats.

Please contact us!

Cardiff Council Equalities Team

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Cardiff County Hall

Cardiff

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E-mail [equalityteam@cardiff.gov.uk](mailto:equalityteam@cardiff.gov.uk)

**The City of Cardiff Councils**

**Ageing Well in Wales**

**Local Delivery Plan**

## Age Friendly Communities Actions

Action	What we will do	Lead officer	What will the intended outcome be?
<p>To implement the Cardiff and Vale Integrated Health and Social Care Partnership 2014-2019 Framework for Older People</p>	<p>Carry out the Cardiff Council assigned actions contained within the action plan  <a href="http://www.cardiffandvaleuhb.wales.nhs.uk/opendoc/241341">http://www.cardiffandvaleuhb.wales.nhs.uk/opendoc/241341</a></p> <p>Continue to provide carers aged 18 years and above an assessment of need in their own right.</p> <p>Independent Living Service First Point of Contact to ensure that carers, who are eligible for a Carers Assessment, are informed and appropriately allocated at an initial point of enquiry.</p> <p>Co-ordinated health &amp; social care services – Continue to work with health and third sector organisations to progress the proposal to remodel dementia services, and to remodel day opportunities for older people,</p>	<p>Director of Social Services</p>	<p>Older People are supported to live safely within their families and communities with the lowest appropriate level of intervention.</p> <p>Adults experience the best care and support to help them recognise their abilities, have aspirations and achieve what matters to them.</p> <p>To contribute to the improved physical and mental health and emotional wellbeing of individual older people.</p> <p>To help people to access</p>

	<p>helping people to access a range of existing community facilities as preventative and early intervention opportunities.</p>		<p>universal services to support improved wellbeing.</p>
<p>To deliver the key strands of work identified within the Strategy for Health and Social Care Directorate Older People's Services 2014-2017</p>	<p>Cardiff Council will implement and report on work to deliver the key strands identified within the Strategy</p> <p><a href="#">Draft Strategy for Health and Social Care ... - Cardiff</a></p> <p>Community Resource Teams to deliver a 7 day a week service to facilitate an increase in safe and timely hospital discharges from hospital and to prevent unnecessary hospital admissions</p> <p>·</p> <p>Continue to work with third sector organisations to help tackle social isolation</p>	<p>Director of Social Services</p>	<p>Older People are supported to live safely within their families and communities with the lowest appropriate level of intervention.</p> <p>Adults experience the best care and support to help them recognise their abilities, have aspirations and achieve what matters to them.</p> <p>To contribute to the improved physical and mental health and emotional wellbeing of individual older people.</p> <p>To help people to access universal services to support improved wellbeing.</p>

To work in partnership to implement Cardiff 's 'What Matters' Single Integrated Plan	Carry out the Cardiff Council assigned actions contained within the <a href="#">'What Matters' - The 10 Year Strategy for Cardiff</a>	Director Communities, Housing & Customer Services	People 50+ will benefit from Actions that are designed to improve living within Cardiff
People 50+ to be represented at the Cardiff Council's Access Focus Group	Access focus group meetings will be held during the year to act as a consultative group giving opinions and to advise the council and its partners on access issues within Cardiff	Section Leader H&S, BSI, EqIA	People 50+ will be able to identify access issues in the built environment and will be able to contribute to future development plans.
To deliver a multi strand discrimination casework service as part of the newly commissioned 3 <sup>rd</sup> sector delivery package	A case work service will be provided that will support a target figure of 150 people per year experiencing various types of unfair treatment or discrimination	Operational Manager Scrutiny & Equalities	People 50+ will be able to access help where unfair treatment or age discrimination is experienced
To work in partnership with Age Cymru to provide advice and guidance for people 50+ at our central library hub	A space will be provided to Age Cymru at Central hub free of charge to enable advice and guidance to be provided to those in need.	Assistant Director Customer Services & Communities	People 50+ are able to access advice and guidance on age related issues within a community setting
To continue to provide access to Council information via community hubs (with partnership involvement) and	Community hubs and libraries in Cardiff will provide a host of Council information	Assistant Director Housing & Communities	People 50+ are able to access information and advice about housing, council services and other opportunities within a

libraries across the city		Assistant Director Customer Services & Communities	localised community setting
To continue to support the various Cardiff 50+ Forums	A minimum of 4 50+ Forum meetings will take place with each of the existing Forum's and will respond to at least 6 consultation requests from Cardiff Council & partner organisations	Equality Officer	People 50+ are able to engage with Cardiff Council and its partners and help identify / influence our policies and improve the development of services
To include the development of Age Friendly Communities within Neighbourhood Partnership Plans	Each of the 6 neighbourhood action plans will contain actions relevant to progressing age friendly principles	Partnership Delivery Team Leader	Age friendly principles will be developed within all neighbourhood areas of Cardiff
Promote to people 50+, their support workers, carers, organisations and those who support people 50+ the availability of Cardiff Councils fully adapted 'Smart House' facility containing mobility /	Smart house facility will be promoted within capital times and via the council website  It will be promoted at each of the 50+ Forums  Opportunities will be provided for service users to be invited to visit the smart house facility	Head of Communications & External Relations  Equality Officer  Independent Living Project Manager	To enable people to see how homes can be adapted and technology used to aid independent living

<p>independent living aids to assist in daily living for people 50+</p>	<p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p>	<p>Partnership Delivery Team Leader</p>	
<p>Work with partners to promote and increase the take up of the collective energy buying scheme</p>	<p>Collective energy messages will be published within capital times and on the councils website</p> <p>Information will be promoted at each of the councils libraries</p> <p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p> <p>Messages will be promoted to members of the 50+ Forums</p>	<p>Sustainable Development Group Leader</p> <p>Assistant Director Customer Services &amp; Communities</p> <p>Partnership Delivery Team Leader</p> <p>Equality Officer</p>	<p>To enable people 50+ an opportunity to reduce energy costs.</p>
<p>Improve housing provision for older people within the city</p>	<p>A review of current sheltered housing provision and future needs (both Council and RSL) will be carried out</p> <p>A review of allocation policies to ensure that appropriate and safe housing is available for older people in the city will be carried out</p>	<p>Housing Development Manager</p> <p>Senior Housing Strategy Officer</p>	<p>To ensure people 50+ have access to appropriate housing provision</p>

<p>Implementation of the Social Services and Well-being (Wales) Act 2014</p>	<p>Ensure strategic and operational alignment with the requirements of the Act, paying particular attention to the improved outcomes for service users.</p> <p>Ensure that established work-streams for assessment and eligibility, information, advice and assistance are implemented and that task and finish groups are delivering on this work</p>	<p>Director Social Services</p>	<p>To promote the well being of people who need care and support, and their carers.</p> <p>To enable older people to live as actively and independently as possible in a safe and suitable environment of their choice.</p> <p>To contribute towards preventing or delaying the development of people's needs for care and support.</p>
<p>Increase the take up of bus passes and assisted passes amongst those eligible to receive them</p>	<p>Continue to increase and support uptake of Promote the availability of Bus passes and assisted passes.</p>	<p>City Operations - Network Management Public Transport, Engineer</p>	<p>The number of people accessing bus / assisted passes is increased</p>
<p>Develop a new car parking strategy to include new approaches to Accessible Car Parking provision.</p>	<p>Engage service users (including people 50+) in the development of the Strategy</p>	<p>City Operations, Transport Policy &amp; Development, Principal Transport Planner</p>	<p>A new Parking strategy is developed</p>

Increase take up of blue badge provision amongst eligible service users.	Promote the availability of blue badge provision and look towards improved policing and prosecution of blue badge abuse	City Operations, Transport Policy & Development, Principal Transport Planner	The availability of blue badges is communicated to eligible service users.  The number of people abusing blue badges decreases
Improve opportunities for people to cycle and walk within the City	Increase the number of Active Travel routes ensuring that accessibility and inclusion is incorporated in all schemes	City Operations, Highways, Traffic & Transportation Section Leader	Active Travel routes will increase enabling more people 50+ to access  Walking / cycling opportunities within Cardiff
Improve the availability and accessibility of transport information	Provide a source for accessible information that will benefit service users via Cardiff Council and partners websites	City Operations, Section Leader H&S, BSI, EqIA	People 50+ are better able to access travel information
Increase opportunities for independent travel and inclusion, through improved facilities and services	Continue to improve the provision of raised kerbs at bus stops to enable level boarding of buses	Economic Development, Investment, Contract Supervisor	People 50+ have greater access to independent travel and are able to access public transport
Ensure the needs of people 50+ are considered in the development of the new	Consult and engage people 50+ in the design and development of the new development	City Operations, Section Leader H&S, BSI, EqIA	The new transport development will be accessible and usable to people 50+

transport hub / interchange			
Continue to promote the assisted lift service is available. Consider more appropriate communication methods	Improve contacts with elderly service providers, including internal visiting officers and Telecare services, to ensure the benefits of the scheme can be communicated to those eligible	Waste Education and Projects Officer	Elderly residents with an eligible need for the service will be able to fully participate in recycling and waste collections.
Consider an alternative way of identifying those on the service to our collection crews	Work with ICT/Enterprise Architecture to consider in-vehicle technology. This will be considered in line with the Alternative Delivery Model.	Operational Manager Waste Strategy & Enforcement	Reduce any potential missed recycling and waste collections, enabling elderly residents with an eligible need have a regular service.
Continue to promote additional support services available e.g. hygiene collection, additional general waste capacity, waste literature in alternative formats e.g. large print/audio	Ensure that these services are promoted through all communication channels, including leaflets, website, local newspapers, via contact centre agents	Waste Education and Projects Officer	Elderly residents, with an eligible need for the service, will have access to information through a wide range of formats, to ensure that they understand support services available.
Review the existing Residential Design Guide Supplementary Planning	Include guidance in the SPG outlining the inclusive design qualities expected in new residential developments, which will also meet the needs of older	Operational Manager, Strategic Placemaking	The guidance contained in the SPG will supplement policies in the adopted Local Development

<p>Guidance (SPG) within 6 months of adoption of the Local Development Plan (LDP)</p>	<p>persons.</p>		<p>Plan and will be a material consideration in the determination of applications for residential development and will need to be taken into account by developers when designing new residential developments in the city.</p> <p>Inclusion of guidance within the SPG outlining the inclusive design qualities expected in new residential development, which will also meet the needs of older persons will ensure the needs of older persons are fully considered by developers when designing new residential developments in the city.</p>
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## Falls Prevention Actions

Action	What we will do	Lead officer	What will the intended outcome be?
Cardiff Council to actively participate in Cardiff & Vale Ageing Well group and contribute to the implementation of its action plan	Cardiff council will attend each of the quarterly Ageing Well meetings and carry out actions assigned to Cardiff Council within the action plan	Equality Officer	Cardiff Council will contribute to the implementation of the ageing well plan to the benefit of people 50+ in Cardiff
Falls prevention messages created by the Ageing Well in Wales expert advisory group to be promoted.	<p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p> <p>Messages will be promoted to all users of the community alarm service</p> <p>Messages will be promoted to members of the 50+ Forums and to partner organisations</p>	<p>Neighbourhood Partnership Coordinator</p> <p>Assistive Response Manager</p> <p>Equality Officer</p>	Falls prevention messages will be communicated across various contact groups and to people 50+
Continue to promote and respond to the users of	The service will be promoted within capital times and with partner organisations	Assisted Living Service development	People 50+ will be supported to

<p>Cardiff Council's Independent Living Gateway Service</p>	<p>Increase the number of people accessing the service by 20% in year one, and improve year on year.</p> <p>The implementation of one point of contact will improve access to services, and other low level support, this will be achieved through facilitating self-management or one to one contact, for advice support and information, and sign posting.</p> <p>Visiting officers will support people with social isolation loneliness, housing, environment and financial issues they will provided guidance on slips trips and falls prevention, they will inform individuals about locally available services and signpost/refer onto those services.</p> <p>The aim of the visiting officer and the one point of contact is to empower individuals to remain independent for as long as possible.</p>	<p>&amp; strategy Manager</p>	<p>maintain independence</p>
<p>Continue to work in partnership with Care and Repair to support independent living</p>	<p>An estimated 700 rapid response adaptations will be carried out, in addition to this each client will be offered a healthy homes check</p>	<p>Assistant Director Housing &amp; Communities</p>	<p>People 50+ will be supported to maintain independence through Healthy @ Home Checks or the Rapid Response adaptation</p>

			Programme.
Promote the provision of Cardiff Council 50+ leisure centre based exercise / fitness classes	<p>Information promoting the availability of classes within council leisure centres produced</p> <p>Web based information on classes to be kept updated</p> <p>Information produced about classes will be made available in libraries / community hubs</p> <p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p> <p>Messages will be promoted to members of the 50+ Forums and to partner organisations</p>	<p>Leisure and Play Section Head - Operations</p> <p>Assistant Director Housing &amp; Communities</p> <p>Assistant Director Customer Services &amp; Communities</p> <p>Partnership Delivery Team Leader</p> <p>Equality Officer</p>	People 50+ will have access to fitness classes aiding health and wellbeing

<p>Continue to promote community based exercise classes such as Otago strength and balance classes</p>	<p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p> <p>Messages will be promoted to members of the 50+ Forums</p>	<p>Equality Officer</p>	<p>People 50+ will have access to fitness classes aiding health and wellbeing</p>
<p>Continued promotion and delivery of assisted technology and increased use of Cardiff Council's Telecare response and warden service</p>	<p>Attend community events across the city to promote Telecare Services and to improve take up of the service</p>	<p>Assistive Response Manager</p>	<p>People 50+ will be supported to maintain independence at home</p>

## Dementia Supportive Communities Actions

Action	What we will do	Lead officer	What will the intended outcome be?
To implement the Cardiff and Vale Dementia 3 year plan	Carry out the Cardiff Council assigned actions contained within the 3 year dementia action plan  <a href="http://www.wales.nhs.uk/sitesplus/documents/864/Dementia_brochure_ENG_AW.PDF">http://www.wales.nhs.uk/sitesplus/documents/864/Dementia_brochure_ENG_AW.PDF</a>	Director of Social Services	To enable those living with or supporting someone with dementia to live well
To promote dementia supporting services provided by organisations such as the Alzheimer's Society	Promote services at each of the councils libraries and hubs  Distribute support information to members of 50+ Forums at least 6 times a year	Assistant Director Housing & Communities  Assistant Director Customer Services & Communities Equality Officer	To provide those living with or supporting someone with dementia to receive information of help available

<p>To promote the dementia friends and champions scheme amongst Cardiff Council employees</p>	<p>Promote dementia friends and champions scheme via the Council's internal communication mechanisms</p>	<p>Head of Communications &amp; External Relations</p>	<p>Promote awareness and understanding of dementia and the issues people affected by dementia face in their daily lives.</p>
<p>Development of Day Opportunities Strategy (older people)</p>	<p>Implement an agreed Day Opportunities Strategy with a greater focus on prevention, promoting wellbeing and delivering services in settings which are more convenient to the people who use them.</p> <p><u>Work towards the</u> development of remodelled day centres including:</p> <p>A specialist dementia centre which we will developed in partnership with Cardiff &amp; Vale UHB</p> <p>The ongoing provision of 2 centres to support people with high care and support needs;</p>	<p>Director Social Services</p> <p>Director Communities, Housing &amp; Customer Services</p>	<p>Older people have choice and control.</p> <p>Older People are supported to live safely within their families and communities with the lowest appropriate level of intervention.</p> <p>Adults experience the best care and support to help them recognise their abilities, have aspirations and achieve what matters to them.</p> <p>To contribute to the improved physical and mental health and emotional wellbeing of individual older people.</p> <p>To help people to access universal</p>

	<p>The expansion of the meals on wheels service,</p> <p>The development of a Day Opportunities Team to support individuals in accessing community facilities</p> <p>The creation of a volunteering portal</p>		<p>services to support improved wellbeing.</p> <p>To enable older people to live as actively and independently as possible in a safe and suitable environment of their choice.</p>
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## Opportunities for Learning and Employment Actions

Action	What we will do	Lead officer	What will the intended outcome be?
Continue to promote council adult community education classes	<p>Produce an annual learning prospectus brochure</p> <p>Advertise learning opportunities through Cardiff and Vale Learning Partnership organisations.</p> <p>Promote learning opportunities on Cardiff Council's Website, and through Facebook and Twitter</p> <p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p> <p>Messages will be promoted to members of the 50+ Forums and to partner organisations</p>	<p>Corporate Customer Services Manager</p> <p>Partnership Delivery Team Leader</p> <p>Equality Officer</p>	Enable people 50+ the opportunity to access opportunities to be engaged in lifelong learning
Continue to promote informal learning opportunities (community based)	<p>Messages will be promoted to members of the 50+ Forums</p> <p>Messages will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates</p>	<p>Equality Officer</p> <p>Partnership Delivery Team Leader</p>	Enable people 50+ the opportunity to access opportunities to be engaged in lifelong learning & appropriate social activities

	and via Facebook pages		
Continue to promote & provide The Into Work Service in various locations throughout the city	<p>Provide the Into Work Service in 2 main hub settings and provide an outreach service in community locations</p> <p>Produce and distribute information about the service via council libraries</p> <p>Messages will be promoted to members of the 50+ Forums</p> <p>The service will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p>	<p>Assistant Director Housing &amp; Communities</p> <p>Assistant Director Customer Services &amp; Communities Equality Officer</p> <p>Partnership Delivery Team Leader</p>	Enable people 50+ who want to work access help with re-skilling and retraining

## Loneliness and Isolation Actions

Action	What we will do	Lead officer	What will the intended outcome be?
Promote community group activities to people 50+	Messages will be promoted to members of the 50+ Forums	Equality Officer	People 50+ have the opportunity to access opportunities to appropriate social activities in order to promote mental health and wellbeing and prevent isolation / loneliness
Work with and promote Age Connects support service across the city	Age Connects (on our behalf) to organise home visits and arrange attendance at community based activities and groups	Assistant Director Housing & Communities	People 50+ have the opportunity to access opportunities to appropriate social activities in order to promote mental health and wellbeing and prevent isolation / loneliness

<p>To continue and promote the Get Cardiff Online programme amongst people 50+</p>	<p>Cardiff Council Provide a Get Online Service in 2 main hub settings and provide an outreach service in community locations</p> <p>Information produced about classes will be made available in libraries / community hubs</p> <p>Mail / email information of the service to members of the 50+ Forums</p> <p>The service will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p>	<p>Assistant Director Housing &amp; Communities</p> <p>Assistant Director Customer Services &amp; Communities</p> <p>Equality Officer</p> <p>Partnership Delivery Team Leader</p>	<p>People 50+ will have access to training, advice and guidance on using social media (skype etc.) as a way of preventing isolation / loneliness</p>
<p>Continue to provide services to enable people to take up benefits</p>	<p>Cardiff Council Provide a benefit advice Service in 2 main hub settings and provide an outreach service in community locations</p> <p>Information produced about the service to be distributed at all council libraries</p>	<p>Assistant Director Housing &amp; Communities</p> <p>Assistant Director Customer Services &amp; Communities</p>	<p>Enable people 50+ to access advice or information which could help them to access lifelong learning &amp; appropriate social activities</p>

	<p>Messages will be promoted to members of the 50+ Forums</p> <p>The service will be promoted by the 6 neighbourhood partnership officers to cascade via electronic updates and via Facebook pages</p>	<p>Equality Officer</p> <p>Neighbourhood Partnership Coordinator</p>	
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