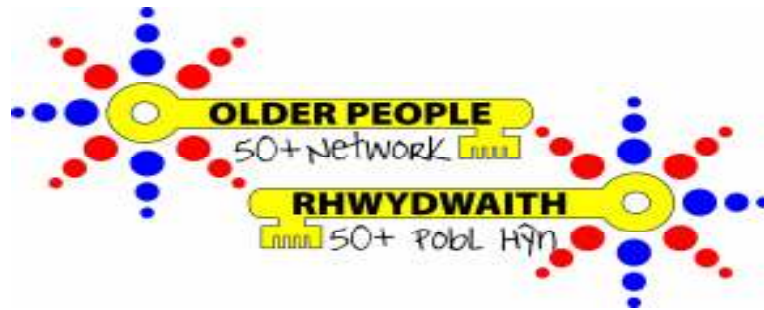


# *Older People 50+ Network*



## ***Making Aspirations a Reality – the Older People 50+ Agenda in Blaenau Gwent***

**(2008 – 2013)**

**A local Strategy that emphasises ‘the importance of taking into account the concerns of older people in all service areas’.**

**Published February 2009**

# **Making Aspirations a Reality – The Older People 50+ Agenda in Blaenau Gwent**

2008 – 2013

‘A strategy that takes into account the concerns of older people in all service areas’.

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## Foreword

‘Making Aspirations a Reality – the Older People 50+ Agenda in Blaenau Gwent’, emphasises the importance of taking into account the concerns of local people in developing local policies and plans that aim to effectively address the needs of an ageing population. Our overriding aspiration is to breakdown those thoughts about ageing that lead to negative attitudes and discrimination, and to work with you on issues that affect our local communities.

Within Blaenau Gwent, the Council and its partners – through the Older People 50+ Network – are working hard in trying to ensure that the contributions that older people are well able to make, are recognised and additionally that they can have a real influence towards improving services.

We hope that you will see within this document that we have listed your comments and/or concerns (received at various involvement events during 2007/2008) and that we have clearly stated ‘what we plan to do’ over the next few years in taking forward those issues identified.

In coordinating this response the Older People 50+ Network have considered what we have done over recent years – in our local implementation of the Governments Strategy for Older People in Wales – and have noted some of the practical examples of action already taken. Also, we outline what we are planning to do over the next few years and have decided our priorities based upon what you have been saying to us, as well as those involved in the provision of services. These are all important priorities, which jointly, we will aim to address within the availability of our resources and with the help of your further involvement.

The ideas that we have been working on have been summarised in this document and we hope that you will let us know what you think of them, as we will be revisiting and reviewing our progress towards the end of each calendar year and your ongoing input, therefore, will be much appreciated.

Councillor Keith Barnes  
Older People’s Champion

Councillor Des Hillman  
Leader – Blaenau Gwent  
County Borough Council

## Introduction / Background

### National Arrangements

In 2003 the Welsh Assembly Government (WAG) launched the Strategy for Older People (SfOP) in Wales.<sup>1</sup> This overarching strategy was launched to support the public and independent sectors to develop policies and plans that address the needs of an ageing population.

A Statistical Focus on Older People in Wales (WAG)<sup>2</sup> notes that the overall proportion of older people is increasing across the United Kingdom. It comments that over the past fifty years in Wales there has been a steady rise in the number and proportion of older people over the age of 60, with an overall increase of 30%. A higher proportion of people are over the age of 60 than in England, Scotland and Northern Ireland and it is expected that 2011 census will show that 19% of the population are over 65 and by the time of the 2031 census this is projected to rise to 26%. The proportion of people who are over the age of 80 is slightly higher than the UK or EU average and this number is likely to increase as people live longer and healthier lives.

Local Needs Assessment (2008)<sup>3</sup> notes that within Blaenau Gwent the population has fallen (at a relatively insignificant level) from the 2001 census figure of 70,100 to 69,341 in 2006. There are 53,848 adults aged 18 plus; 18,226 people who are aged 60 plus; 12,035 who are aged 65 plus. **Of particular note there are 25,190 adults within the 50+ age population of which 13,396 are female and 11,794 are male.**

It is especially important, therefore, that local older people have an overarching strategy to meet their needs and those aged 50 plus are involved, wherever possible, with the aim of improving their quality of life and the services provided for future generations of older people.

The SfOP in Wales acknowledges the vital role that older people play in society and offers clear direction to help everyone confront ageism and other discrimination against older people; tackle stereotypes of old age and improve the engagement with and participation of older people in our communities.

The SfOP then provides the necessary stimulus to bring about appropriate changes to address the needs of an ageing population.

The overarching strategic aims outlined within the first five years (2003 – 08) of the Strategy for Older People in Wales; identified the following key themes.

- Valuing Older People – promoting positive images of ageing and giving older people a stronger voice in society.

- Changing Society – promoting and developing older people’s capacity to continue to work and learn for as long as they want and to make an active contribution once they retire.
- Living Longer and Healthier Lives – promoting the health and well being of older people.
- Coping with increasing dependency: Housing, Social Care and Health – promoting the provision of high quality services, living independently in suitable and safe environments and improvements in service responsiveness and
- Implementation – seeing the SfOP as a catalyst to bring about change, innovation and improvement in services for older people and allowing for effective planning for an ageing population.

### **Local Arrangements**

Within Blaenau Gwent, as elsewhere, the strategy to date has served as ‘a catalyst for change’ realising a number of initiatives. These have included:

- The production of a local strategy ‘Blaenau Gwent Development Plan for the Strategy for Older People in Wales’.<sup>4</sup>
- Establishment of multi agency structures and processes and in particular a Multi Agency Planning Group ‘Blaenau Gwent Older People 50+ Network’ (Appendix 1) to act as a reference point to assist a ‘joined up approach’ towards the local implementation of the SfOP.
- Consolidation and development of joint working arrangements with partners.
- Influenced the appointment of Older People’s Champion.
- Permanent appointment of Strategy Co-ordinator and more recently the appointment of fixed term part time Public Participation / Involvement Officer and University of 3<sup>rd</sup> Age / Adult Learner Co-ordinator posts.
- Allocation of ‘annual development grants’ to pump prime / enable the progression of new initiatives agreed through a partnership approach by the range of statutory, voluntary and independent sector agencies involved.

## The establishment of Blaenau Gwent Older People 50+ Network:

- Has provided a key strategic lead towards the local implementation of the strategy.
- Is supported by the work of sub groups/task and finish groups as required.
- Ensures that the structures put in place, continually raise the Age profile.
- Acts as a central reference point for all key stakeholders; allows the dissemination of relevant information assisting and advising on local policy developments and preparation of agreed consultation responses to national developments proposed.
- Has allocated development funding to facilitate new projects / initiatives.
- Has enabled the development of public engagement / involvement / adult learner (50+) initiatives.
- Is realising the involvement of older people which is bringing to the fore a range of issues influencing service responses and changes, where appropriate, within a wide number of areas, viz:
  - Lifelong Learning
  - Training and Employment
  - Health and Social Care
  - Housing
  - Social Inclusion
  - Leisure, Health and Well Being
  - Crime and Community Safety
  - Income Generation / Pensions / Benefits
  - Transport.

The thematic approach adopted within Blaenau Gwent's SfOP Development Plans, to date, has been to concentrate upon:

- Engagement / Involvement of older people
- Development of life long learning initiatives
- Supporting initiatives assisting people remain / return to employment
- Maximising Income Initiatives
- Independent Living (Health, Social Care, Housing initiatives).
- Addressing Ageism / Discrimination.

The outcomes then for the first 5 years of Strategy Implementation within Blaenau Gwent, briefly, can be summarised as follows:

- Appointment of Older People's Champion
- Co-ordination, establishment of structures and systems, reporting arrangements etc (overseen by Strategy Co-ordinator)
- Engagement and Participation of Older People (50+)
- Adult Learners (50+) Creative / Culture Club initiatives
- Addressing ageism and discrimination against older people (age included in equality strands and being progressed corporately via equality impact assessments)
- Working closely with the Access for All Forum to advertise and occasionally hold joint events.
- Working with the Authority's Equalities Officer to ensure that the equality strands are considered in all of Strategy for Older People activities.
- Income Maximising Initiatives (Linkage and Benefit Take up Campaign) – Pensions Service and locality partners
- Successful Implementation of agreed SfOP Annual Development Plans (detailed within annual reports) – see Blaenau Gwent CBC website
- Implementation of a wide number of local strategies and plans (as referred to within subsequent sections of this document) that specifically takes account of the needs/concerns of an ageing population.

## National Arrangements

The second phase of the SfOP in Wales was launched in March 2008 with the publication of Living Longer Living Better 2008 – 2013<sup>5</sup> by Welsh Assembly Government.

Within this phase of the strategy the aims are refined to build on the accomplishments of the first phase. It calls on renewed efforts from local authorities and their partners and emphasises the need for '**the mainstreaming**' of older people concerns across all policy areas – with a continuation of the themes of:

- Valuing Older People: Maintaining and Developing Engagement.
- Changing Society: The Economic Status and Contribution of Older People.
- Well Being and Independence.
- Making it Happen – The Implementation of the Strategy.

Local authorities continue to have lead responsibility in taking forward strategy implementation assisted by WAG development funding.

Development funding tapers off during 2010 - 2011, although an element of funding towards co-ordination costs will continue in the future via the Revenue Support Grant.

As at present, local authorities will continue to be required to produce an annual development plan and an end of year annual report that advises on progress made under the above theme headings.

**The emphasis of the second phase of the strategy is on mainstreaming which means the consideration of older people's issues across all areas of authorities work broadening the focus beyond health and social care. There is continual emphasis, also on the participation and engagement of older people and ensuring that the diverse communities of older people have opportunities to make their voices heard.**

The SfOP in Wales places significant emphasis on collaboration calling on local authorities to ensure that older people's concerns are mainstreamed within other local plans and strategies and that National Service Frameworks are implemented through partnership arrangements at the local level. Within Blaenau Gwent these include:

- Living Independently in Blaenau Gwent in the 21<sup>st</sup> Century
- A Better Future for Health and Social Care in Blaenau Gwent – Healthier Future 2 2008 – 2011
- Community Plan

- Local Development Plan 2006 – 2021
- Turning Heads. A Strategy for the Heads of the Valleys 2020
- Making it Happen for Carers. A Strategy for Meeting the Needs of Carers 2007 – 2010
- Strategy for promoting Mental Health and Well Being in Blaenau Gwent
- Community Safety Strategy
- Regeneration Strategy
- National Service framework (NSF) for Older People and its implementation within Blaenau Gwent
- Blaenau Gwent County Borough Council Disability Equality Scheme 2006
- Supporting People Operational Plan 2009 – 2010
- Local Housing Strategy 2007 – 2012
- The Homelessness Strategy for Blaenau Gwent 2003.

A very brief overview of relevant national and local strategies is provided within Appendix 2. Strategic Context.

More broadly the SfOP calls for ‘meaningful partnerships’ between local government and the voluntary and independent sectors, and older people themselves.

### **Local Arrangements**

This particular strategy aims to update Blaenau Gwent’s Development Plan for the Strategy for Older People in Wales and its implementation within Blaenau Gwent.

Importantly it starts from what people aged 50+ have been saying to us at 50+ Older People’s events over the last couple of years (and provides additional evidence to Needs Assessment activity). This is seen as being central to the process to ensure better understanding of issues from perspectives of older people aged 50 plus and place aspirations and concerns at the centre of the strategy importantly assisting the ‘mainstreaming process’. The issues raised have been listed under the four strategic headings advised by Welsh Assembly Government. This enables us to more easily review and track our progress as we move into the ‘Responses Section’ of the document. This section of the document advises on ‘what we plan to do’ over the next few years and what ‘outcomes’ we are aiming to achieve. In developing quality of life strategies the focus on ‘outcomes’ is all important because it means the strategy will reflect perspectives of older people rather than purely service led perspectives. Each year Blaenau Gwent Older People 50+ Network has produced and will continue to produce an Annual Development Plan to support implementation of the agreed strategic objectives. Annual Development plans (see Blaenau Gwent CBC website) will continue to give details of specific actions and responsibilities.

The Annual Development Plans (Spending Plan) for 2008 - 09 and 2009 - 10 are provided within Appendices' 3 and 4 of this document.

Also given, under each heading within the 'Responses – what we plan to do' section of the document are examples of action already taken by way of response to those concerns drawn to the fore. Some of the actions have been completed, whereas others are in various stages of development and those yet to be addressed are listed under 'strategic objectives' within each heading. These will assist the future production of annual development plans.

Additionally this local strategy aims to emphasise the importance not only of what people aged 50+ have been saying but **'the importance of the engagement of all partners in reviewing and revising this strategy, endorsing the benefits of 'whole system working'**.

## **Issues – What you have been saying to us.**

In developing this Strategy we have been taking account of what you have been saying to us concerning a range of issues. We have been engaging with older people through a number of initiatives during 2007 and 2008, (Appendix 5) listening and learning from older people across various communities in the authority to help us make decisions about the ways in which we respond to concerns raised and the ways in which we deliver services.

Through Strategy for Older People (SfOP) funding we have appointed a Public Participation Officer (part time) to engage with people 50+ living in Blaenau Gwent. The nature of activities/events held have been organised as a direct response to requests received for further information/advice and to receive comments/suggestions for improvement from local people.

Additionally during mid September – early October 2008 Blaenau Gwent Council joined forces with Post Offices in its area, to undertake a Community Canvass. This offered people the opportunity to use touch screens to take part in a survey that enables all members of the public to express their views about life in Blaenau Gwent. The results from this piece of work will be used to help shape the up and coming Community Planning process for 2009, with linkages to this particular strategy being determined as a consequence.

The issues that older people have raised at 50+ engagement activities during 2007/2008 have included the following:

## **Issues – What you have been saying to us**

Listening and Acting upon those issues that you tell us about – Valuing Older People; Maintaining and Developing Engagement.

- Appreciate being involved....'we feel that we should have a say'.
- Issues associated with setting up 50+ forums.
- Enjoyment and value of UN International Day for Older People celebrations (Intergenerational Practice).
- Youth behaviour – fear of intimidating behaviour in public places.
- Vandalism / anti social behaviour.
- Litter/dog fouling on our streets and in public places.

- Recycling issues – Management of household waste to comply with new recycling practices.
- Transport Issues.
  - Vandalised bus shelters
  - Lack of timetables in bus shelters
  - Bus stop locations
  - Bus Service Routes (local and access to other large towns)
  - Condition of local buses
  - Lack of bus service on weekends in Ebbw Vale
  - Traffic calming measures
  - Car parking on double yellow lines (removing / extending double yellow lines)
  - Pedestrian zones
  - Reporting systems for public transport problems
  - Poor state of roads
  - Difficulties in using public transport after 6.00pm
  - Public transport services to new hospital
  - Lack of bus service to Ysbyty'r Tri Chwm Hospital
  - Parking / parking permit zones.
- Access to information on services; development of directory of services and wider approaches; keeping information up to date.

## **Issues – What you have been saying to us**

### Well Being and Independence

- Independent Living – what help is available to help people remain at home.
- Practical help available on small jobs within the home – where statutory agencies are unable to assist.
- Information/advice on daily living aids.
- Information/advice on Extra Care Housing.
- Major adaptations to the home and financial assistance available. (Those on low incomes who do not qualify for financial assistance).
- Mobile Warden Service / Rapid Response Service.
- Changes to hospital services in Blaenau Gwent and Nevil Hall hospital.

- Queries about services to be provided at the new Ebbw Vale Hospital – Sufficiency of funding, hospital beds.
- Future of Aberbeeg Hospital – Lack of out of hours services within Blaenau Gwent. Nevil Hall – transport problems.
- Difficulties in obtaining GP appointments in Ebbw Vale surgeries – waiting periods experienced.
- Decisions over the use of local authority home care and private home care provision.
- Availability of male home carers.
- Outline of Complaints processes (Home Care).
- Allocation and time to home care tasks.
- Assessment and Support Plan arrangements.
- Hospital Discharge arrangements.
- Loneliness, social isolation – availability of befriending schemes.
- Access issues to certain public buildings.
- Cleanliness of certain public toilets.
- Concerns about repeat NHS prescriptions.
- How to make complaints when concerned with standards of health care.
- Future of residential care, EMI residential care provision, respite care, care provision when informal carer incapacitated, reviewing arrangements.
- Support for Carers.
- Access to Local Authority Occupational Therapy Services.
- Voluntary Sector Services e.g. Age Concern, Crossroads, Care and Repair – accessing services and what these voluntary organisations are able to provide.

## **Issues – What you have been saying to us**

We all have something to offer whether we work, learn, volunteer or care.

Changing Society – The Economic Status and Contribution of Older People.

- Information on key pensions and benefits.  
(Retirement Pension, Pension Credit, Attendance Allowance, Disability Living Allowance, Housing Benefit and Council Tax).
- Claiming Council Tax and Housing Benefits.
- Luncheon clubs are valued; some difficulties in sustaining if new volunteers unable to be recruited.
- Role and developments with Culture Clubs – involvement of Adult Learner Co-ordinator in identifying and promoting new initiatives bringing about change.

## Responses – what we plan to do

Listening and acting upon those issues that you tell us about Valuing Older People: Maintaining and Developing Engagement

- Overarching Strategic Aim

Promote positive images of ageing and ensure that the over 50's are able to participate as fully as they wish in their communities, giving them a stronger sense of engagement and influence.

- Outcomes

- Older people have opportunities to contribute to their local communities.
- Images of older people are balanced and reflect the wide range of ages in the population group.
- Older People can access the information they need about local services and information is available in suitable formats.
- Older people are able to get out and about and there are resources to enable this.

- Strategic Objectives – we plan to:

Develop further our approaches to more effectively engage with the over 50's; to help increase level of involvement and promote social inclusion. Aim to secure additional funding to make permanent Public Participation and Involvement / Adult Learner positions.

Optimise joint working arrangements mainstreaming approach with other key agencies e.g. Communities First to engage older people in accessing information and developing solutions to their priority issues.

Promote a more positive image of older people to counteract age discrimination – develop a 50+ logo / branding exercise.

Develop an Information Strategy to respond more effectively to 50+ information needs/requirements.

Develop a Signposting Directory/leaflets.

Develop and encourage intergenerational practice initiatives (develop an action plan) to improve greater understanding and respect between the generations.

Transport provision - Aim to ensure transport provision that improves accessibility for people who wish to have an active social life and reach the services and facilities they require, thereby promoting social inclusion and community life.

Development of the built environment, neighbourhood regeneration initiatives - actively integrate Communities First Programme as an integral part of community led regeneration; create an effective community infrastructure in Blaenau Gwent to develop a co-ordinated approach to prevent social exclusion.

Information Technology – Improving access to Public Services e.g. easier access to computer broadband internet connections via public libraries).

#### Examples of action already taken

- Appointment of Older People's Champion to ensure the interests of older people are represented / promoted.
- Permanent appointment of Strategy Co-ordinator – Older People Services.
- Temporary Appointments of part time Public Participation and Involvement Officer and Adult Learner Co-ordinator and longer term funding being sought.
- Public Participation/Involvement Officer membership of 'Access for All' Forum.
- Local Authority Equality Impact Assessment work – Age clearly included as an equality strand. All local authority senior officers / managers have undergone training.
- Intergenerational practice initiatives (promoting social inclusion – Retired Senior and Volunteer Programme / SfOP Public Involvement) SfOP funding.
- Improving Access to public services – Provision of Broadband access at all Libraries and informal support by staff. Enabling the provision of information in a variety of formats e.g. large print stock, books on tape, CD and on MP3 format – Play a ways. Provision of 'Silver Surfers Sessions' at Brynmawr Library (Partnership arrangements between Community Education, Libraries and Action Learning Centre) Taster sessions at Tredegar Library; promoting online library catalogue. Development of services for older people with sight loss.

Concessionary rates for over 60's and nil charge for housebound customers. Libraries offer C2BG outreach services where a range of council services can be accessed and application form for council services can be picked up or returned via a library.

- Regeneration initiatives where the local authority in partnership with other agencies has secured funding to help breathe new life into some run down areas. Projects to improve town centres and surrounding communities as part of a wide ranging regeneration strategy. Partnership with the Welsh Assembly Government, Local Authority and the Heads of the Valleys Programme.

## Responses – What we plan to do.

### Well Being and Independence

- Overarching Strategic Aim

Improve the health and well being of older people through initiatives to promote health, as well as high quality responsive and appropriately regulated health, social care and housing services. These will enable older people to live as actively and independently as possible in a suitable and safe environment of their choice.

- Outcomes

  - Older People

  - receive the health care services they need
  - receive social care services that promote their independence and that support them to make the most of their own capacity and potential
  - accommodation meets their needs
  - receive the practical help they need at home.

- Strategic Objectives – we plan to:

- Link to the Health, Social Care and Well Being Strategy, Healthier Future 2 and work in partnership with health colleagues in its implementation.
- Increase awareness, knowledge and understanding of causes and effects of sight loss to ensure better access to appropriate eye care provisions.
- Living Independently. Promote the development of a range of housing, domiciliary care, support and advisory services to offer older people different types of support as their needs change while preserving their independence, through the continued implementation of Living Independently within Blaenau Gwent in the 21<sup>st</sup> Century.
- Development of Extra Care Housing Initiatives in line with implementation of Living Independently Strategy – promoting new approaches to accommodation with care.
- Improve access where appropriate, to help people remain in their own homes through the provision of adaptations, repairs, heating, Telecare Assistive Technologies, Community Equipment Services.

- Supported Housing Programme – Work in partnership with Housing Services, Registered Social Landlords and Supporting People in providing support services and the development of supported housing schemes.
- Supporting People Programme – work in partnership with Supporting People and Housing Services to effectively plan and identify appropriate housing and support services for older people. To also ensure awareness of the Older People Needs Mapping Form (devised by Supporting People) is promoted, as data collated from the form assists in identifying the specific housing and support needs of Older People in Blaenau Gwent.
- Develop and implement an Older People Accommodation Strategy.
- Extra care Housing – Completion of Extra Care Sheltered Housing Schemes at Ebbw Vale and Nantyglo. Further bids (in partnership with Housing, registered Social Landlords, Social Care and the Local Health Board) for Social Housing Grant to develop more Extra Care Schemes in Tredegar and other towns in the borough.
- Develop and implement a Floating Support service – there is currently no floating support provision in Blaenau Gwent for Older People. This is highlighted as a developmental priority in the Supporting People Operational Plan 2009 – 2010. Such a service would assist a person to maintain their tenancy/home thus remaining living independently in the community.
- Support to carers – Implement and monitor already agreed strategy – Making it Happen for Carers (2007 – 2010) and respond to any new national objectives proposed.
- Maintain Local Health Board, Health Trust and Local Authority partnership approach implementing National Service Framework for older people, responding to Welsh Assembly Government Initiatives / other initiatives that aim to ensure better consistency in standards of care.
- Facilitate development of a viable confident and responsive care home sector, linking to relevant commissioning strategies associated with the implementation of Living Independently in Blaenau Gwent in the 21<sup>st</sup> Century.

#### Examples of action already undertaken

- Annual Keep Well This Winter (KWTW) campaigns

- Launch of Promoting Mental Health and Well Being Strategy in Blaenau Gwent.
- Launch and implementation of Living Independently in Blaenau Gwent in the 21<sup>st</sup> Century. (See BGCBC Website)
- Commissioning Strategy – Living Independently within Blaenau Gwent in the 21<sup>st</sup> Century. (See BGCBC Website)
- Launch and implementation of Telecare/Assistive Technology initiatives – 2007
- Use of Telecare Grant in partnership with Sign Wales to pilot the use of videophones improving communication and providing Deaf people direct access to services.
- Development of Extra Care Housing schemes and commencement of first project – 2007
- Launch of Health Social Care and Well Being Strategy – Healthier Futures 2 – April 2008.
- Affordable Warmth Strategy – Tackling Fuel Poverty.
- Work of Care and Repair
- Pan Gwent Community Equipment Services – completion of Pan Gwent agreement.
- Implementation of NSF for Older People. Achievements in relation to the implementation of advised standards by Welsh Assembly Government.
- Adult Protection – elder abuse – Local Authority and Local Health Board (LHB). Partnership arrangements allowing location of Protection of Vulnerable Adults Co-ordinator with LHB Safeguarding Team and agreed joint monitoring arrangements.
- Commissioning Strategy for Adult Mental Health Services.
- Waiting times for Local Authority Occupational Therapy assessments reduced.
- Continued work on Outcomes focused working.
- Review of Day Services.

## Responses – What we plan to do

We all have something to offer whether we work, learn, volunteer or care.

Changing Society – The Economic status and Contribution of Older People.

- Overarching Strategic Aim

Develop Policies to increase the capacity of the over 50's to continue to work, learn, volunteer and care, making an active contribution for as long as they wish and ensure that older people do not live in poverty.

- Outcomes

- Older People: are able to find jobs and older people in employment are treated fairly
- can access education and life long learning opportunities
- can access recreational and social activities that match their interests and needs
- are able to sustain key elements of their previous lifestyle when they retire and
- charges for services are fair and consistent.

- Strategic Objectives – we plan to:

- Employment. Broaden information available on employment opportunities for people 50+. Improving access to jobs for the over 50's.
- Employment – Ensure that knowledge of current best practice in relation to Flexible working practices (to retain older people in work/ensure gradual transition to retirement) – is disseminated and understood.
- Lifelong Learning overcoming barriers – Provide access to learning opportunities for people 50+, in a variety of settings.
- Carers – Support flexible working practices to accommodate carers
- Volunteering programmes involving the over 50's in order to extend the active contribution of older people in society – Increase opportunities for volunteering and intergenerational working and provide information on skills available for community groups to access.
- Further develop an integrated approach tackling poverty among the over 50's, realising the importance of correct pension entitlement; increase take up of Council Tax Benefits. Maximising Income Sub Group to

consolidate and develop initiatives implemented to date / determine new initiatives to expand work of subgroup.

Examples of actions already undertaken:

- Prime Cymru (SfOP funding) – providing support to the over 50's in their efforts to secure employment; business start ups etc
- Prime Cymru Launch of Volunteer Mentor Scheme August 2008
- Lifelong learning (SfOP funding) Appointment of U3A/Adult Learning Co-ordinator. Promotion and development of new learning opportunities / culture clubs for the over 50's
- Development and implementation of 'Making It Happen for Carers a strategy meeting the needs of carers in Blaenau Gwent' 2007
- Housing Initiatives (increase take up of Council Tax Benefit) (CTB) Joint appointment of specialist officer by Merthyr and Blaenau Gwent County Borough Councils.
- Work of Maximising Income Sub Group
- Establishment of the Maximising Income Group, as a sub group of the strategic Older People 50+ Network Group. This has been in place since March 2005 and is a proactive network of local organisations working in partnership whose aim is, "to work together to eradicate poverty for older people in Blaenau Gwent". The group consists of members who represent organisations who come into contact with the 'over 50' age group, such as: The Pension Service, Housing Benefits, Social Services, Care and Repair, Gwent Association of Voluntary Organisations, Hospice of the Valleys, Disability Project, Jobcentre Plus, C2BG, Local Authority Welfare Rights Team, Citizens Advice Bureaux, Age Concern, Crossroads, Supporting People Officer, Housing Benefit/Council Tax Benefit Campaign Officer and Strategy Co-ordinator – Older People Services.

This group works together to eradicate poverty for older people in Blaenau Gwent. The group is a network of local partners working together, sharing good practices and signposting customers to each other to ensure maximum income and services are claimed and provided. Working closely with co-ordinators for the HB/CTB Campaign, also the Keep Well This Winter Campaign. The group has developed information leaflets which have been distributed to all older people in the borough through insertion in the 'Valleys Voice' newsletter. The Chair of the Group – Huw Jones (Pension Service), also sits on the 'National Older People Forum for Wales' which is an advisory group for the Welsh Assembly on older peoples issues and can feedback

issues/concerns directly from Blaenau Gwent. Ruth Marks, 'The Older Peoples Commissioner for Wales' also is a member of this Forum.

The Maximising Income Group have been instrumental in implementing the main aims of the 'Link-Age for Wales' document, published by the Assembly in 2005, and has established a joint Working Partnership Team with the Local Authority Welfare Rights/Financial Assessment Team and has authorised local Alternative Office status to C.A.B. Age Concern and Hospice of the Valleys to enable them to take DWP benefit claims and directly input them to the processing centre in Swansea.

Members of the group support each other and attend all local events, talks etc, which would involve issues for older people.

## **Making it happen – the implementation of the Strategy for Older People in Wales within Blaenau Gwent**

- Overarching Strategic Aim

Implement the Strategy for Older People in Wales with support funding to ensure that it continues to be a catalyst for change and innovation across all sectors, improving services for older people, providing a basis for effective planning for an ageing population and reflecting the concerns of older people.

- Strategic Objectives – we plan to
  - Implement the underpinning themes of the Strategy for Older People in Wales as they link to those issues identified by older people 50+ living within Blaenau Gwent.
  - **‘Mainstream’** the concerns of older people so that they are integrated into all policy areas.
  - Maintain Blaenau Older People 50+ Network as the key multi agency reference group for implementation of this strategy ‘Making Aspirations a Reality – The Older People 50+ Agenda in Blaenau Gwent.
  - Review the implementation of this agreed strategy every December and update through the production of annual development plans to ensure an appropriate response to changing needs and requirements of people aged 50+.
  - Work with Welsh Assembly Government and the Welsh Local Government Association and with other national partner organisations able to contribute to implementation of the second phase of the strategy.
  - Utilise available support funding for local implementation of the strategy with the expectation that the strategy’s aims and objectives are mainstreamed locally, wherever possible and within the constraints of available financial resources.
  - Link to the work of the Older People’s Commissioner, whose main role includes raising awareness of the policy implications of an ageing society and safeguarding the interests of older people throughout Wales.

## Examples of actions already undertaken

- Formulation and agreement to overarching local strategy and production of annual development plans / annual reports to Welsh Assembly Government.
- Financial support to development projects listed within annual development plans.  
(information listed on BGCBC web site – older people services)
- Multi agency implementation of the National Service Framework (NSF) for older people within Blaenau Gwent and processes reporting to Welsh Assembly Government using Self Assessment Audit Tool regarding progress / achievement.

The overarching strategic aims, then within the four main themes outlined embody 'the mainstreaming' of older people's concerns across all policy areas.

## **Delivery and Results**

- Working in Partnership

Hopefully this strategy demonstrates that we have listened to the views and aspirations of those people aged 50+ with whom we have been in touch. Our key objective of 'engaging' with and involving as many of the 50+ population within Blaenau Gwent remains a major challenge for all partner agencies involved in this work. Our progress and 'achievements' will be monitored through Blaenau Gwent SfOP Older People 50+ Network and reported back to our 50+ people contacts. Additionally through the production and submission of Annual Progress Reports to Welsh Assembly Government.

Additionally there are a range of other bodies which assist and challenge the different tiers of Government in Wales. The National Partnership Forum for Older People in Wales provides advice on the priority issues affecting older people in Wales. Age Alliance Wales is an alliance of voluntary organisations in Wales who disseminate information to the voluntary sector. Help the Aged and Age Concern, also work closely with local authorities raising awareness across a variety of issues and jointly work with the aim of delivering better services for older people. The Wales Centre for Intergenerational Practice promotes greater understanding and respect across the generations.

The Commissioner for Older People in Wales position was created early in 2008 and has a mandate to scrutinise the performance of national and local government and act as an advocate for older people representing their interests.

More recently direct support to local government by the Welsh Local Government Association (WLGA) has been provided, through a Policy Officer for Older People and Ageing. This officer is based within the Education and Social Justice Team of WLGA. This officer is working closely with local authority Strategy Co-ordinators on the implementation of the strategy.

### ***Equality and Diversity***

In formulating and implementing this strategy our aim is to break down barriers to participation and we will not knowingly discriminate against any individual or group in accordance with any of the 7 Equality strands:

- ◆ Disability
- ◆ Race
- ◆ Welsh Language
- ◆ Age
- ◆ Gender
- ◆ Sexual Orientation
- ◆ Religion or Belief

It must be recognised that some people may fall into more than one of the 7 strands listed above.

We will consider the particular needs of older people aged 50+ through their regular involvement in activities and will ensure that the needs, concerns and circumstances of vulnerable, marginalised and/or under represented and disadvantaged groups are covered within this strategy. (We aim to take account of the concerns of older people in all service areas).

### **Summary – some key messages**

Through the strategy we acknowledge the summary of key messages contained within the Older People Action Learning sets – to improve the quality of life for older people; the older people’s priority 2007.<sup>6</sup>

In particular we acknowledge the following major challenges:

- we need to think differently about old age
- to deliver those changes, outlined within the SfOP in Wales, we must engage better with older people – but to do this we need to re-think what ‘engagement’ means
- ‘whole systems working’ is key
- Successful partnerships rest on a clear vision and strong sense of purpose that are driven by a shared understanding of what matters – and what counts – for older people.

If you would like to discuss this Strategy for Older People then please do not hesitate to contact Blaenau Gwent’s Strategy Co-ordinator

Clive Phillips  
Strategy Co-ordinator – Older People Services  
Bridge Centre  
Foundry Bridge  
Abertillery  
Gwent  
NP13 1BQ

Tel No: 01495 322779

Email: [clive.phillips@blaenau-gwent.gov.uk](mailto:clive.phillips@blaenau-gwent.gov.uk)

## Appendix 1

### Membership of Blaenau Gwent Older People 50+ Network at the time of Strategy formulation (January 2009)

|                   |  |
|-------------------|--|
| Alan Burkitt      | Blaenau Gwent County Borough Council   |
| Alun Evans        | Blaenau Gwent County Borough Council   |
| Alyson Hoskins    | Blaenau Gwent County Borough Council   |
| Andrew O'Keefe    | Gwent Police                           |
| Avril South       | Blaenau Gwent County Borough Council   |
| Bernadette Elias  | Blaenau Gwent County Borough Council   |
| Byron Jones       | Blaenau Gwent County Borough Council   |
| Chris Denmead     | Blaenau Gwent County Borough Council   |
| Clive Phillips    | Blaenau Gwent County Borough Council   |
| Clive Rogers      | Blaenau Gwent County Borough Council   |
| Dave Murray       | Age Concern Gwent                      |
| Delwyn Davies     | Blaenau Gwent County Borough Council   |
| Des Hillman       | Blaenau Gwent County Borough Council   |
| Gary Howells      | The Pension Service                    |
| Gemma Burrows     | National Public Health Service         |
| Haydn Trollope    | Prime Cymru                            |
| Hayley Selway     | Blaenau Gwent County Borough Council   |
| Heather Tyrrell   | Blaenau Gwent County Borough Council   |
| Huw Jones         | The Pension Service                    |
| Janette Maddrell  | Age Concern Gwent                      |
| John Mason        | Blaenau Gwent County Borough Council   |
| John Pearce       | Blaenau Gwent County Borough Council   |
| John Rogers       | Blaenau Gwent County Borough Council   |
| Judith Sweeting   | Gwent NHS Trust                        |
| Karen Langworthy  | Blaenau Gwent County Borough Council   |
| Kate Thomas       | Gwent Association of Volunteer Orgs    |
| Keith Barnes      | Blaenau Gwent County Borough Council   |
| Liz Majer         | Blaenau Gwent County Borough Council   |
| Lynn Phillips     | Blaenau Gwent County Borough Council   |
| Max Bergmanski    | Gwent NHS Trust                        |
| Meryl Cadwallader | Blaenau Gwent County Borough Council   |
| Natasha John      | Retired Senior and Volunteer Programme |
| Paul Price        | Blaenau Gwent County Borough Council   |
| Phil Hodgson      | Blaenau Gwent County Borough Council   |
| Phillip Hackling  | Blaenau Gwent County Borough Council   |
| Plasgeller        | Plasgeller                             |
| R J Hall          | Blaenau Gwent Local Health Board       |
| Robin Morrison    | Blaenau Gwent County Borough Council   |
| Ruth Iles         | Blaenau Gwent County Borough Council   |
| Sally Rivers      | Blaenau Gwent Care and Repair          |
| Sharon Beckett    | Gwent Association for the Blind        |
| Sherry McGeehan   | South East Wales Crossroads            |
| Shirley Ford      | Blaenau Gwent County Borough Council   |
| Steve Dobson      | Blaenau Gwent County Borough Council   |
| Vivien Coughlin   | Blaenau Gwent Local Health Board       |
| Wayne Emery       | United Welsh Housing Association       |
| William Beer      | National Public Health Service         |

### Strategic Context

#### National Strategies and Frameworks

- The Strategy for Older People in Wales is the main policy driver for work on Older People in Wales. The Welsh Assembly Government established this ten-year action plan in 2003 to deal with the things that matter most to the lives of the older people in Wales. Local authorities, other statutory agencies, the voluntary sector and older people themselves are all involved in the strategy to improve quality of life. The Strategy offers a broad framework for the development of policies relevant to older people. This is developed through Community Strategies, Health, Social Care and Wellbeing Strategies, Local Development Plans and tailored local strategies and plans that meet local needs.
- During the first phase of the Strategy from 2003 to 2008, there have been several important policy developments which affect older people. The introduction of **age discrimination legislation** by means of the Employment Equality (Age) Regulations (2006) addresses much age discrimination in employment and vocational training. Designed for Life (2005) describes the kind of **health and social care services** the people of Wales can expect by 2015 and how these can be developed. Fulfilled Lives, Supportive Communities (2007) is a ten year Strategy for **social services** in Wales.
- In 2006, the **National Service Framework for Older People** (NSF) established national standards and services in health and social care. It is based on ten standards:
  - Rooting out age discrimination;
  - Providing person centred care;
  - Promoting health and well being;
  - Challenging dependency;
  - Intermediate care;
  - Hospital care;
  - Stroke;

- Falls and fractures;
  - Mental health in older age;
  - Medicines and older people.
- The NSF for Older People is complemented by the **Healthy Ageing Action Plan** (2005) which provides guidance at a local level on interventions to promote the health and wellbeing of older people. 'Climbing Higher' and 'Climbing Higher – Next Steps' is the Assembly Government's sport and physical activity strategy which supports a wide number of community initiatives designed to get adults more physically active. One of the strategy's key programmes is **60+ free swimming**, which provides health and social benefits for the over 60's. **Free bus travel** has made it easier for older people to pursue their day to day activities and take part in social events and it has helped to halt a long term decline in bus passenger journeys. **Link-Age Wales** has made important steps in ensuring that older people claim all their pension and benefit entitlements, and these efforts will continue in the second phase of the strategy.
  - Other key strands of national policy include the Welsh Assembly Government's response to the review of local service delivery, led by Sir Jeremy Beecham – Making the Connections: Delivering beyond Boundaries. A commitment to 'engage with all parts of the public service to establish Local Service Boards (on a local authority basis)' and to work with Local Service Boards (LSB's) to develop... Local Service Agreements. It is envisaged that LSB's will develop from Local Strategic Partnerships. They should have a much stronger remit to agree and deliver joint action and change and further develop local services. The purpose of LSB's is to strengthen local public service leadership so that local public service organisations, working together, can tackle issues which will improve services for local people.

#### Local Strategies and Frameworks

- ♦ The overarching Community Strategy sets out the vision for "making Blaenau Gwent a better place to live, work and visit". The current Community Plan covers the period 2005 – 2009 and is to be reviewed by the local authority and its partners to ensure that it provides the strategic focus required for the future.
- ♦ Health, Social Care and Well Being Strategy: Healthier Future 2.

This strategy aims to improve the health and well being of the population of Blaenau Gwent through a partnership approach. It links to the Community Strategy, Children and Young People's Plan as well as the Local Development Plan.

- ◆ Children and Young People's Plan – 2008 - 2011

This plan provides the overall strategic priorities for all children and young people's services in Blaenau Gwent, with the overall aim of achieving improved opportunities and outcomes for children and young people.

The priorities of the plan place renewed emphasis on prevention and early intervention; improved outcomes through integrated service delivery and whole systems changes to the way services are planned, commissioned and delivered.

- ◆ Local Development Plan

This plan sets out the strategy and policies to guide development and use of land up to 2021. Decisions made at a planning level have the potential to impact greatly on overall health and wellbeing by influencing environmental conditions as well as facilitating social, cultural and economic developments.

The Local Development Plan is vital for the delivery of many health and social care developments. The plan, also, will be crucial for ensuring the right facilities and environments are available / developed to support a range of activities that improve health and wellbeing for the local population e.g. regeneration programmes and leisure facilities.

- ◆ The Strategy for Older People (SfOP) in Wales and
- ◆ Living Independently in Blaenau Gwent in the 21<sup>st</sup> Century.

These strategies provide the overarching strategic direction and priorities for older people in Blaenau Gwent.

### Community Safety Strategy

This strategy aims to reduce crime and disorder and the fear of crime in Blaenau Gwent and contributes to mental health promotion through contributing to safe and attractive neighbourhoods where residents are not affected by crime or the fear of crime.

## Regeneration Strategy

This strategy aims to co-ordinate work on the socio-economic, environmental well being and regeneration of the area through European convergence and Heads of the Valley funding streams. The strategy targets socio-economic determinants of health through work with the commercial sector, as well as environmental determinants through regeneration of town centres and community areas.

## BLAENAU GWENT COUNTY BOROUGH COUNCIL

## STRATEGY FOR OLDER PEOPLE – DEVELOPMENT PLAN (SPENDING PLAN 2008-09)

|    | <b>Aim</b>  | <b>Key Objectives</b>   | <b>Milestones/Timescales</b>  | <b>Financial Allocation</b>                                    |
|----|---|---|---|--|
| 1. | Employ full time co-ordinator   | To ensure implementation of second phase of the strategy.   | <ul style="list-style-type: none"> <li>▪ Make post permanent</li> </ul>   | £35,000<br>(additional costs met from Social Services Budget). |
| 2. | To ensure further engagement of older people to assist design, planning, delivery and evaluation of services.<br>(SFOP Key Aim 1) | Implement user/carer participation and involvement strategy, adopting principles and standards outlined towards involvement / consultation activities.  | <ul style="list-style-type: none"> <li>▪ Continued employment of Participation and Involvement Officer (part time) on fixed term contract basis (until end March 2009).</li> <li>▪ Establishment of locality forums – if appropriate on four community approach:</li> </ul>                       | £17,082  |
| 3. | To improve access to Lifelong Learning opportunities – expanding work and learning opportunities.<br>(SFOP Key Aim 2)             | University of Third Age Co-ordinator to keep under review current provision; engage, encourage and enable older people, reporting on progress and barriers through adult learners sub-group.          | <ul style="list-style-type: none"> <li>▪ Continued employment of University of Third Age co-ordinator (part time) on fixed term contract basis (until end March 2009).</li> <li>▪ Consolidation and development of new learning opportunities to address needs identified (continuous)</li> </ul> | £13,958  |
| 4. | To improve access to Lifelong Learning Activities<br>(SfOP Key Aim 2)   | Culture Club – continuation of schemes focused on sheltered housing units across the county borough giving older people the opportunity to partake of a range of educational and cultural activities. | <ul style="list-style-type: none"> <li>▪ Project managed by the University of the Third Age Co-ordinator building on work started by means of an Arts Council grant. Aim is to make groups self supporting.</li> </ul>  | £2,000   |

|    | <b>Aim</b>   | <b>Key Objectives</b>  | <b>Milestones/Timescales</b>  | <b>Financial Allocation</b> |
|----|--|--|---|-----------------------------|
| 5. | To support initiatives that assist older people remain/return to active employment for as long as they wish to/are able.<br>(SFOP Key 2) | Partnership initiatives between statutory and voluntary sector.  | <ul style="list-style-type: none"> <li>▪ Further development of Prime Cymru 'Experience Counts' project. This will provide advice, support and mentoring to older people seeking to return to economic activity; to develop volunteer mentors to support older people in returning to workplace.</li> </ul> | £5,000                      |
| 6. | Engagement and Participation of Older People – <i>Project Management by RSVP.</i>  | To provide older people with the opportunity to use their skills in volunteering opportunities.                        | <ul style="list-style-type: none"> <li>▪ Core funding to provide to further develop such schemes as intergenerational projects in local schools.</li> </ul>   | £2,000                      |
| 7. | Service Support Costs  | Meet requests for limited support costs that enable above events and small projects to take place throughout the year. | <ul style="list-style-type: none"> <li>▪ Continuous</li> </ul>  | £2,500                      |

**WAG 2008/09 Allocation:**

**£77,540**

**Note:** All aspects of this Development (Spending Plan) will be monitored through Blaenau Gwent SFOP Development Group. The Plan is structured to allow consolidation of ongoing activities and takes account of WAG guidance (in particular circular WAGC 2004/2008).

## Action Plan

## Appendix 4

### The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 - 2010

Promote positive images of ageing and ensure that the over 50's are able to participate as fully as they wish in their communities giving them a stronger sense of engagement and influence.

| Objective  | Action   | Outcome   | Timescale                   | Resources   | Monitoring                | Responsibilities   |
|--|--|---|-----------------------------|---|---------------------------|--|
| Develop further approaches to more effectively engage with over 50's to help increase level of involvement and promote social inclusion. | <ul style="list-style-type: none"> <li>◆ Retain Public Participation and Involvement position post March 2009 and seek out longer term funding post March 2010.</li> <li>◆ Review/rethink approaches to engagement.</li> </ul>   | <p>Increased opportunities for older people to contribute to their local communities.</p> <p>Increased opportunities for older people to contribute to their local communities.</p> | April 2009                  | SfOP Development fund 2009/10.<br><u>£18,500</u><br>Other funding source 2010/1011. | Older People 50+ Network. | SfOP Co-ordinator / Partner Agencies.  |
| Develop an Information Strategy to respond more effectively to 50+ information needs requirements.                                       | <ul style="list-style-type: none"> <li>◆ Determine and agree approach.</li> <li>◆ Consider the need for the development of signposting directory / leaflets.</li> <li>◆ Link with any existing information channels e.g. Voluntary Sector Network newsletter / other publication.</li> </ul> | Older people are able to access the information they need about local services and information available in suitable formats.   | June 2009<br><br>Sept 2009  | To be determined.   | Older People 50+ Network. | All Partner Agencies.<br>(Lead – Leisure)<br>Blaenau Gwent County Borough Council. |
| Promote a more positive image of older people to counteract Age Discrimination.  | <ul style="list-style-type: none"> <li>◆ Develop a 50+ logo / branding exercise</li> <li>◆ Link the logo / branding to other groups / publications.</li> </ul>   | Images of older people are balanced and reflect the wide range of ages in the population group.   | March 2009<br><br>Sept 2009 | SfOP Development Fund(2008/09)<br><br>Within existing resources.                    | Older People 50+ Network. | All Partner Agencies.  |

Promote positive images of ageing and ensure that the over 50's are able to participate as fully as they wish in their communities giving them a stronger sense of engagement and influence.

| Objective   | Action   | Outcome   | Timescale | Resources  | Monitoring               | Responsibilities  |
|---|--|---|-----------|--|--------------------------|---|
| Develop and encourage Intergenerational Practice Initiatives. | Form a Task and Finish Sub Group to develop an Action Plan / initially stimulate interest through intergenerational workshop activity.<br>Partnership work RSVP. | A coordinated approach involving public and independent sector to include LEA; Communities First etc. | Dec 2009  | SfOP Development Fund 2009/10<br><br><u>£2,000</u> | Older People 50+ Network | All participating agencies.<br>(Lead – SfOP Co-ordinator) |

## Action Plan

## Appendix 4 Cont...

### The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 – 2010

Develop policies to increase the capacity of the over 50's to continue to work, learn, volunteer and care, making an active contribution for as long as they wish and ensure that older people do not live in poverty.

| Objective   | Action   | Outcome  | Timescale                       | Resources   | Monitoring   | Responsibilities  |
|---|--|--|---------------------------------|---|--|---|
| <p><u>Employment</u></p> <p>Broaden information available on employment opportunities for people 50+ increasing opportunities to maximise income potential.</p>                 | <ul style="list-style-type: none"> <li>Review current membership of Maximisation Income Group</li> <li>Develop linkages Extend MIG membership to relevant training and employment agencies.</li> </ul> | <p>Wider range of information / support to signpost 50+ to training and employment opportunities.</p>  | <p>End Sept '09</p>             | <p>SfOP 50+ Development Fund 2009/10<br/><u>£1,251</u></p>  | <p>Older People 50+ Network.</p>   | <p>All partner agencies.<br/>(Lead Maximisation Income Group)</p> |
| <p>Benefit 'Take up'</p> <p>Consolidate and develop 'take up' of benefits – through national campaign to maximise income (e.g. housing benefit, attendance allowances etc).</p> | <p>Respond to initiatives spearheaded by National campaign advice and guidance / marketing division.</p>   | <p>Increased uptake in benefit entitlement enabling people to sustain key elements of their previous lifestyle.</p>  | <p>End Dec '09</p>              | <p>Within existing and supported by any identified national resources</p>                           | <ul style="list-style-type: none"> <li>Maximising Income Sub Group</li> <li>Reports to Older People 50+ Network</li> </ul> | <p>All partner agencies.<br/>(Lead Maximisation Income Group)</p> |
| <p>Lifelong Learning</p> <p>Provide and develop learning opportunities and improving access to those opportunities for people aged 50+ - in a variety of settings.</p>          | <ul style="list-style-type: none"> <li>Sustain role of education development officer (lifelong learning co-ordinator)</li> <li>Continue to support informal learning.</li> </ul>                       | <ul style="list-style-type: none"> <li>Mainstreaming post established under SfOP funding.</li> <li>Range of educational opportunities extended.</li> </ul> | <p>April '09</p> <p>Ongoing</p> | <p>External Funding source secured.</p> <p>SfOP 50+ Development Fund. 2009/10<br/><u>£1,500</u></p> | <p>Day to day line management via Life Long Learning Division.<br/>Reports to 50+ Network.</p>                             | <p>Life Long Learning in partnership with locality agencies.</p>  |

**Action Plan****Appendix 4 (continued)**

The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 – 2010

Develop policies to increase the capacity of the over 50's to continue to work, learn, volunteer and care, making an active contribution for as long as they wish and ensure that older people do not live in poverty.

| Objective   | Action   | Outcome   | Timescale      | Resources        | Monitoring                | Responsibilities   |
|---|--|---|----------------|------------------|---------------------------|--|
| Volunteering<br><br>Increase opportunities for volunteering linking with any intergenerational activity developments. | <ul style="list-style-type: none"> <li>▪ Work with education department on developing links e.g. D of E Awards.</li> <li>▪ Include department of education working group.</li> <li>▪ Target information on volunteering opportunities for 50+</li> <li>▪ Develop a register of skills and availability.</li> </ul> | Twenty volunteers recruited to support the Department of Education Awards officer/ other SfOP activities. | End March 2010 | To be determined | Older People 50+ Network. | <ul style="list-style-type: none"> <li>▪ Lead H&amp;SC Facilitator</li> <li>▪ Education Department</li> <li>▪ Lifelong Learning</li> <li>▪ GAVO</li> </ul> |

## Action Plan

## Appendix 4 Cont...

### The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 – 2010

Improving the health and well being of older people through initiatives to promote health, as well as high quality responsive and appropriately regulated health, social care and housing services. These will enable older people to live as actively and independently as possible in a suitable and safe environment of their choice.

| Objective  | Action   | Outcome   | Timescale   | Resources  | Monitoring            | Responsibilities      |
|--|--|---|---|--|-----------------------|-----------------------|
| Health Promotion<br><br><ul style="list-style-type: none"> <li>▪ Improve the Health and Wellbeing of older people through initiatives that promote health and well being.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Implementation of Living Independently and Healthier Future Living Independently Strategic objectives.</li> <li>▪ National Directives e.g. Annual Keep Well Keep Warm Initiatives                             <ul style="list-style-type: none"> <li>– review and revise annual campaign arrangements</li> <li>– as required</li> </ul> </li> <li>▪ 50+ Network to raise profile of relevant issues and assist mainstreaming of older people concerns.</li> </ul> | Older people receive services that they need – that support them to make the most of their own capacity and potential.            | Ongoing   | Through a range of already agreed national and local strategic objectives and funding arrangements, including WAG Funding. | Existing Multi Agency | All partner agencies. |
|  |  | Older people receiving practical help they need at home.  | Ongoing   |  | Health Promotion NPHS | All partner agencies. |
|  |  | Appropriately focused services that respond to identified needs.  | Ongoing   |  | Existing Multi Agency | All partner agencies. |
|  | <ul style="list-style-type: none"> <li>▪ Increase awareness knowledge and understanding of causes and effects of sight loss.</li> </ul>  | Raise awareness and provide information and support to visually impaired people through a visual impairment awareness exhibition. | Improved eye care – earlier identification and follow up to eye conditions. | April '09  | Partnership Event     | Existing Multi Agency |

Improving the health and well being of older people through initiatives to promote health, as well as high quality responsive and appropriately regulated health, social care and housing services. These will enable older people to live as actively and independently as possible in a suitable and safe environment of their choice.

| Objective  | Action  | Outcome   | Timescale | Resources        | Monitoring               | Responsibilities   |
|--|---|---|-----------|------------------|--------------------------|--|
| Potential Development of 'Befriending Scheme' and confirmation of lead agency. | <ul style="list-style-type: none"> <li>▪ Agree approach</li> <li>▪ Explore funding opportunities</li> </ul> | Older people receive support that helps them make the most of their own capacity and potential. | Dec '09   | To be determined | Older People 50+ Network | Relevant Partner Agencies (Initial lead H&SC Facilitator Health Promotion Specialist). |

## Action Plan

## Appendix 4 Cont...

### The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 - 2010

Making it Happen – Implement the Strategy for Older People in Wales as they link to those issues identified by older people 50+ living within Blaenau Gwent.

| Objective   | Action  | Outcome  | Timescale  | Resources  | Monitoring  | Responsibilities  |
|---|---|--|--|--|---|---|
| Implement the underpinning themes of the Strategy for Older People as they link to identified needs / concerns of people 50+. | <ul style="list-style-type: none"> <li>Ensure that the 'Age' agenda issues, initiatives etc are regularly communicated – throughout the local authority and its partner agencies.</li> <li>Mainstreaming issues and concerns of people 50+ into all policy and service delivery areas.</li> </ul> | <p>Better knowledge and understanding of the needs and concerns of an 'ageing' population.</p> <ul style="list-style-type: none"> <li>Improved services that take account of needs / aspirations of people 50+.</li> </ul> | <p>Ongoing</p> <p>Ongoing</p>  | <p>SfOP Co—ordination. - Core Services <u>£35,000</u> plus social services funding.</p> <p>As identified</p> | <p>Older People 50+ Network.</p> <p>Older People 50+ Network</p>      | <p>Strategy Co-ordinator. All partner agencies</p> <p>All partner agencies.</p>   |
|   | Maintain and develop Older People 50+ Network.  | <ul style="list-style-type: none"> <li>Organise regular meetings of forum to oversee local implementation of strategy within Blaenau Gwent.</li> <li>Review and report on strategy implementation – annually.</li> </ul>   | <p>Better integration of local services.</p> <p>Achievements/ (annual objectives stated within this action plan - Considered end of calendar year)</p> | <p>Quarterly</p> <p>December '09</p>   | <p>Co-ordination costs supported by WAG funding.</p> <p>As above.</p> | <p>Locally: Older People 50+ network</p> <p>Nationally - reporting arrangements to WAG.</p> <p>Older People 50+ Network. Dec 09</p> <p>WAG – April 2010</p> |

**Action Plan**

Appendix 4 Cont...

The Strategy for Older People in Blaenau Gwent (SfOP) – Annual Development Plan – 2009 - 2010

Making it Happen – Implement the Strategy for Older People in Wales as they link to those issues identified by older people 50+ living within Blaenau Gwent.

| Objective  | Action   | Outcome  | Timescale    | Resources  | Monitoring                | Responsibilities   |
|--|--|--|--------------|--|---------------------------|--|
| Work in partnership with WAG; WLGA and other national organisations. | <ul style="list-style-type: none"> <li>▪ Respond to appropriate initiatives identified via WAG that assist service development.</li> <li>▪ Provide half yearly and annual reports to WAG as required.</li> <li>▪ Respond to consultation initiatives received.</li> <li>▪ Participate in National Strategy Co-ordination meetings organised via WLGA.</li> <li>▪ Participate in any appropriate national development forum.</li> </ul> | Implementation of the Strategy for Older People in Wales as it links to issues and concerns of older people within Blaenau Gwent | Ongoing      | Within existing and as allocated through WAG/other | Older People 50+ Network. | All Partner agencies.  |
|  |  |  | Ongoing      | “  | “                         | Strategy Co-ordinator  |
|  |  |  | Ongoing      | “  | “                         | All partner agencies – responses co-ordinated via Strategy Co-ordinator. |
|  |  |  | Ongoing      | “  | “                         | Strategy Co-ordinator  |
|  |  |  | Upon demand. | “  | Older People 50+ Network. | All partner agencies   |
| Utilise available support funding for local strategy implementation. | Determine annual development plan.   | Achievements on objectives contained within annual plan.   | Annually     | SfOP Development Fund 2009/10<br><u>£1.000</u>     | Older People 50+ Network. | All partner agencies / Strategy Co-ordinator                             |
| Link to work and funding of Older People's Commissioner              | Advise older people 50+ network on arising themes / concerns and link with OP Commissioner, as appropriate.  | Improved Policy and Service delivery arrangements.   | Ongoing      | As identified.                                     | Older People 50+ Network. | All partner agencies / Strategy Co-ordinator                             |

## Appendix 5

| <u>Date</u>                     | <u>Location</u>       | <u>Issues/Presentations Arranged</u>   |
|---------------------------------|-----------------------|--|
| 8 <sup>th</sup> December 2006   | Abertillery           | <ul style="list-style-type: none"> <li>▪ Establishing main issues of concern / interest to people 50+</li> </ul>                   |
| 1 <sup>st</sup> February 2007   | Abertillery           | <ul style="list-style-type: none"> <li>▪ Transport</li> </ul>  |
| 20 <sup>th</sup> March 2007     | Abertillery           | <ul style="list-style-type: none"> <li>▪ Benefits/Pensions</li> <li>▪ Social Services</li> <li>▪ Age Concern</li> </ul>            |
| 29 <sup>th</sup> March 2007     | Ebbw Vale             | <ul style="list-style-type: none"> <li>▪ Health Care</li> <li>▪ Transport</li> </ul>   |
| 7 <sup>th</sup> June 2007       | Abertillery           | <ul style="list-style-type: none"> <li>▪ Strategy for Older People in Wales</li> <li>▪ Help the Aged – 50+ Forums</li> </ul>       |
| 18 <sup>th</sup> July 2007      | Abertillery           | <ul style="list-style-type: none"> <li>▪ Health and Well Being and Older People in Blaenau Gwent</li> </ul>                        |
| 19 <sup>th</sup> July 2007      | Ebbw Vale             | <ul style="list-style-type: none"> <li>▪ Health Care in Blaenau Gwent</li> </ul>   |
| 1 <sup>st</sup> October 2007    | Ebbw Vale             | <ul style="list-style-type: none"> <li>▪ Celebration of United Nations International Day for Older People.</li> </ul>              |
| 13 <sup>th</sup> November 2007  | Ebbw Vale             | <ul style="list-style-type: none"> <li>▪ Social Services for adults and plans for the future.</li> </ul>                           |
| 13 <sup>th</sup> December 2007  | Abertillery           | <ul style="list-style-type: none"> <li>▪ Health Care</li> <li>▪ Leisure Services</li> </ul>  |
| St David's Day 2008             | Ebbw Vale             | <ul style="list-style-type: none"> <li>▪ Intergenerational Event Retired and Senior Volunteer Programme</li> </ul>                 |
| 1 <sup>st</sup> April 2008      | Blaina                | <ul style="list-style-type: none"> <li>▪ Home Care</li> </ul>  |
| 30 <sup>th</sup> September 2008 | Abertillery           | <ul style="list-style-type: none"> <li>▪ Have Your Say – Meeting with older people's Champion and Local Elected Members</li> </ul> |
| 1 <sup>st</sup> October 2008    | Beaufort<br>Ebbw Vale | <ul style="list-style-type: none"> <li>• Celebration of United Nations International Day for Older People.</li> </ul>              |

## References

1. The Strategy for Older People in Wales – WAG (2003)
2. A Statistical Focus on Older People in Wales – WAG 2008
3. Needs Assessment Living Independently in Blaenau Gwent in the 21<sup>st</sup> Century 2008
4. Blaenau Gwent Development Plan for the Strategy for Older People in Wales 2003
5. The Strategy for Older People in Wales – Living Longer – Living Better WAG 2008
6. Developing Quality of Life Strategies Improving the quality of life for older people. The older people's priority 2007.

**Response to  
Blaenau Gwent's 'Making Aspirations a Reality – Older People  
50+ Agenda in Blaenau Gwent' (2008 – 2013)**

Your comments and suggestions can be provided as follows:

1. By email to [Clive.phillips@blaenau-gwent.gov.uk](mailto:Clive.phillips@blaenau-gwent.gov.uk)
2. By telephoning 01495 322779
3. By writing/returning this form to:

Clive Phillips  
Strategy Co-ordinator – Older People Services  
Bridge Centre  
Foundry Bridge  
Abertillery  
Blaenau Gwent  
NP13 1BQ



Name: \_\_\_\_\_

Organisation (if appropriate): \_\_\_\_\_

Contact Details: \_\_\_\_\_

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