

Report To: County Council

Date of Meeting: 8th September 2015

Lead Member / Officer: Cllr Bobby Feeley/Phil Gilroy

Report Author: Sandra Jones, Older People Strategy Development Officer

Title: Ageing Well in Denbighshire

1. What is the report about?

This report describes the requirement to produce an Ageing Well Plan for Denbighshire, in accordance with Guidance received from the office of the Commissioner for Older People 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 first Programme of its kind in the UK, the Ageing Well in Wales Programme contributes to and complements the Welsh Government's Strategy for Older People (Phase 3) 2013-2023. The Programme's overall aim is to ensure that, within Wales, "there is an improvement in the wellbeing of people aged 50 and over".

Denbighshire's Ageing Well Plan sets out how the five priority themes of the Ageing Well in Wales programme will be delivered in Denbighshire. The five themes are: Age Friendly Communities, Dementia Supportive Communities, Falls Prevention, Opportunities for Employment, Learning & New Skills, Loneliness and Isolation.

2. What is the reason for making this report?

To provide information regarding Denbighshire's Ageing Well Plan and to seek the County Council's endorsement of it. This Plan is attached as Appendix 1.

3. What are the Recommendations?

That Denbighshire County Council considers this Ageing Well Plan and supports its implementation.

4. Report details.

In common with other local authority areas, the population of Denbighshire is ageing and this has major implications for all services, particularly Health and Social Care services. There needs to be full corporate ownership of the key issues around the needs of the older population and how they should be addressed in future. We have produced a Strategy for Supporting Independence in Denbighshire (SID) which

recognises the importance of this agenda and our Ageing Well Plan is a key part of the Strategy.

Both SID and the Ageing Well Plan require a major focus on early intervention and prevention and these are also key themes of the Social Services and Wellbeing Act, which is coming into force in April 2016. There is general recognition that we need to move away from the traditional way of providing services, which created an over reliance on statutory services and work with our partners in developing a range of initiatives which do far more to support people within their own communities. There is an important requirement to encourage preventative measures at earlier stages and working with communities to enable them to become more supportive of older people.

Each Local Authority in Wales is required to develop an Ageing Well Plan which has to be submitted to the Welsh Government and the Commissioner for Older People in Wales by October 2015. The Commissioner intends to monitor the implementation of all local plans and she will provide an independent report on the local (and national) achievements against outcomes. This is therefore a high profile requirement which we have to deliver as effectively as possible with the support of our key partners.

5. The Five Themes

a. Age Friendly Communities: The aim is to meet the needs of older people, and people of all ages, in each individual community by responding directly to their needs. Such communities are expected to encourage and enable older people to engage with their surroundings and environment, and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.

b. Falls Prevention: Falls have a major impact on needs for Health and Social Care services and are often a key factor in both hospital admissions and residential care admissions. It is therefore imperative to have a range of measures in place which prevent falls and help older people to live longer in their own homes and remain active in their communities.

c. Dementia Supportive Communities: The ideal is for all communities to demonstrate a high level of public awareness and understanding of dementia. One third of people who are aged over 65 are likely to suffer from dementia which means that all families are likely to be affected by it. According to the Older People Commissioner, *"the focus ... needs to be on making our communities truly dementia supportive, so that people can live well with dementia"*.

d. Opportunities for employment, learning and new skills: Older people have a wealth of knowledge and experience which is often underappreciated and undervalued. Tackling age discrimination and recognising the value and worth of older people to the local economy in Denbighshire is of critical importance and more needs to be done to enable older people to access employment and learning opportunities.

e. Loneliness and Isolation: These have been shown to have a significant impact on health and wellbeing. Eradicating loneliness and isolation may be unrealistic, but we need to work at all levels in identifying and tackling the root causes.

6. How does the decision contribute to the Corporate Priorities?

The Ageing Well Plan will contribute to the implementation of Denbighshire's Wellbeing Plan 2014-2018 and also to the Council's Priorities within the Corporate Plan 2012 – 2017. Both of these refer to the importance of supporting people to live independently

7. What will it cost and how will it affect other services?

We envisage that early intervention and prevention initiatives for older people will be strengthened through the implementation of this Plan and this should lead to a reduction in demand for statutory services and consequently, in costs of services.

8. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.

An Equality Impact Assessment has been carried out. See Appendix 2

The main conclusions are that there will be no negative implications for people sharing protected characteristics.

9. What consultations have been carried out with Scrutiny and others?

Consultation has been carried out with Denbighshire's Older People's Reference Group (OPRG), Age Connect North Wales Central's Over 50s Forums and the My Life, My Way group.

10. Chief Finance Officer Statement

It is envisaged that the Ageing Well Plan for Denbighshire will lead to early intervention and prevention measures which should lead to a reduction in projected demand in statutory services going forward. Any direct costs arising from the Plan will need to be contained within existing budgets.

11. What risks are there and is there anything we can do to reduce them?

If unsupported Denbighshire would not meet our directive from the Commissioner for Older people in Wales Office regarding local Ageing Well plans and the Welsh Government's Strategy for Older People in Wales.

12. Power to make the Decision

It is a requirement by the Commissioner for Older People in Wales that each Local Authority produces an Ageing Well Plan by October 2015.