



- Since 2019, the Older People's Commissioner (OPC) has been working with and supporting local authorities to develop as age friendly communities and to apply for membership of the WHO Global Network of Age Friendly Cities and Communities.
- For Ceredigion this work began in the Autumn of 2022.

What is an Age-Friendly Community?

In an age-friendly community we feel **valued, included, respected** and can:

- Get out and about
- Do things that we want to do
- Lead healthy and active lives
- Access information
- Make our voices heard

The World Health Organisation (WHO) describes age-friendly communities as being places in which older people, communities, policies, services, settings and structures work together in partnership to support and enable us all to age well.

They identify eight essential features of age-friendly communities, known as the **'eight domains'**.

- **Outdoor Spaces & Buildings**
- **Transport**
- **Housing**
- **Social Participation**
- **Respect & Social Isolation**
- **Civic Participation & Employment**
- **Communication & Information**
- **Community Support & Health Services**



The story so far

- Autumn 2022 an Ageing Well Officer was appointed.
- October 2022 in conjunction with Centre for Ageing and Dementia Research we began engagement sessions at local supermarkets and with local groups to ask 3 questions -
 - ***What's good about growing older in Ceredigion?***
 - ***What's not so good about growing older in Ceredigion?***
 - ***What could be better about growing older in Ceredigion?***

The feedback from those engagements was then categorized against the 8 domains and formed the baseline of our self-assessment.

"More information should be sent out to older people similar to the cost-of-living leaflet which was very informative."

"I had to visit the Minor Injuries Department here. A fantastic experience. Everybody, from reception to the medical staff were excellent. Nothing was too much trouble."

"Streets around Cardigan are good for mobility scooters."

"I love where I live. We moved here because it was a family home and by the sea. I'm a cold sea swimmer and I'm looking forward to getting back out there, people are friendly."

"Parking is difficult in towns."

"Increase public toilets – women, men, neutral."

In October 2023,
we celebrated
International
Older Persons Day.

(and selected the logo!)



INTERNATIONAL DAY OF OLDER PERSONS



Alun Williams

Every year, people from across the world come together to mark International Day of Older Persons to raise awareness of opportunities and challenges faced by ageing populations, and to mobilise the wider community to address difficulties faced by older people.

To celebrate this year, the Carers and Community Support Team and the Ceredigion Actif Team put on a large event at Lampeter's newly refurbished Wellbeing Centre. There were over 40 organisations in attendance, with information stands and activities held throughout the day.

County Councillor and Older People's Champion, Alun Williams, delivered a rousing speech about what an Age Friendly Ceredigion means and how the council has been gathering feedback from residents to help plan for the future of a county that has an increasingly ageing population.

Here is an excerpt of Alun's speech:

Ceredigion has a higher proportion of older people than average across Wales. 26% of our population are over 65.

By 2040 the figure for Ceredigion is projected to be 33% - so that will then be one in three of the population.

That could present a challenge, because all societies need a balanced population of young and old in order to function well.

But it also means that, according to Age Cymru, "It's never been more important to reposition older people as important players within our society. We need to celebrate ageing as a positive transition while keeping our older citizens involved in civic and community life."

We mustn't let people use the usual stereotypes about older people because there are of course big differences between the different generations.

Modern 80-year-olds were teenagers at start of the 60s, the decade that's regarded as the start of the modern era.

They were very different from the previous generation of young people and now they're very different from the previous generation of older people.

We're finding that this generation are living longer, and in general more healthy, and



Chair exercises with the NERS class

now want to remain in their own homes and live as independently as possible for as long as possible.

So, it's important that governments, councils and organisations now tailor their services and their plans to fit that aspiration.

This includes everything from the services that we provide, to the design of our houses, our streets and our transport systems.



It's really interesting to see the research that shows why people in certain parts of the world tend to live longer and more healthy - countries like Japan, Sardinia and the Greek Islands. That research shows the importance of staying physically active, being socially engaged and eating healthily. And of course, there's no better place to do all of those things than Ceredigion!

Now the World Health Organisation have a campaign to create what are called 'Age-Friendly Communities'. It's been taken up by the Welsh Government and now increasingly by local councils. And Ceredigion is one of those.

As part of that, work began in September 2022 engaging with older people across the county to find out their views and aspirations. Our team went to events, and even stood outside supermarkets, asking older people three questions:


- What's good about being in Ceredigion?
- What's not so good?
- What could be done to improve things?

We are using the answers we received to put together the first draft of our plan for an 'Age Friendly Ceredigion'.

Be heard

Why not take part in the council's engagements and consultations. We want to hear what you think and about what matters to you. Having a voice on the issues and projects in Ceredigion is the best way for the council to effect meaningful change and secure the future of an Age Friendly Ceredigion.

You will find a list of all open consultations on the council's website:


 www.ceredigion.gov.uk/your-council/consultations

What is an Age Friendly Community?

According to the World Health Organisation, an Age-Friendly Community is a place that's welcoming and supportive for people of all ages, with a special focus on older people. These communities make sure that everything, from pavements to services, is easy for everyone to use. They encourage older adults to stay active, socialise, and get around town with ease. In short, Age-Friendly Communities aim to help older people enjoy a good quality of life and stay connected to their communities by making everything more accessible and convenient.

If you would like to get involved and provide feedback on how you feel about ageing in Ceredigion, you can contact Ageing Well Development Officer, Paul Lewis:

 01545 574200

 connecting@ceredigion.gov.uk

In December 2023,
we joined the Age
Friendly Community
of Practice, set up by
the OPC for all Local
Authorities in Wales
to share best
practice, innovate
and collaborate.



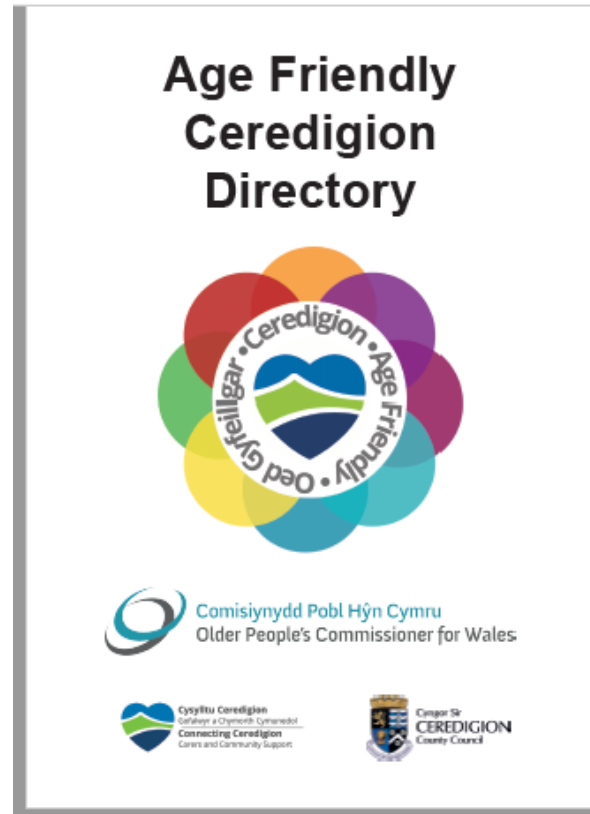
**SICRHAU CYMUNEDAU
SY'N YSTYRIOL O OEDRAN**

Gwneud Cymru yn Genedl o Gymunedau sy'n Gyfeillgar i Oed

**AGE-FRIENDLY
COMMUNITIES IN PRACTICE**

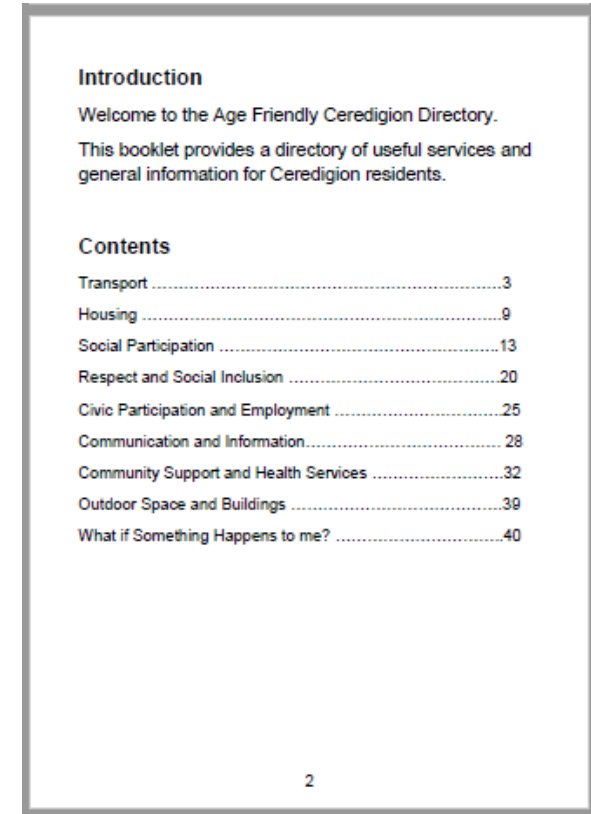
Making Wales a nation of age-friendly communities

Using the details of organisations that supported us with IOPD 2023 we set about pulling together an Age Friendly Ceredigion Directory for distribution around the county in April / May of 2024.



“ Thought the booklet was a brilliant idea lots of useful information. ”

“ Excellent booklet, does its job. ”



“ You very kindly dropped off 25 copies of the ‘Age friendly Ceredigion directory’ a couple of weeks ago, as anticipated with a mainly elderly population they have gone down exceedingly well and we do not have any left. ”

While waiting for the Age Friendly Directory to be published, January- April 2024 we carried out a Walkability Audit of Ceredigion

(29 Towns and villages around Ceredigion)

and recently we completed an audit of Accessibility to Public Buildings from June - August 2024, which we developed ourselves and will share with the Community of Practice once evaluated.

Using the Irish Walkability Tool (recommended by the OPC), we assessed the following:

- **Footpaths**
- **Facilities**
- **Crossing the road**
- **Road user behaviour**
- **Safety**
- **Look and feel**
- **Outside the school gates**

In December
2023 we
recruited a
Community
Group Facilitator

- To support AW Officer and AW lead with the AFC initiative
- Co-produce support and information with CAVO for Community Groups
- Develop a training and support suite for Community Groups
- Advise and collaborate with Community Connectors in supporting Community Groups

But how could
it work?

What would it
be like?

A community-led network of Citizen Representatives and Community Groups, supported by ;

- **The Carers and Community Support Team**
- **Age Cymru Dyfed**
- **The Older People's Commissioner**
- **Ceredigion Association of Voluntary Organisations**

With key stakeholders at hand to support on specific issues.

Intergenerational

Inclusive

Cross border

Through age

Timeline

24 / 25

May - September 2024

- Arrange launch event, engage with citizen representatives & group leaders, develop workbook, meet with stakeholders, develop AFC Flyer.

June - September 2024

- Develop version 2 of the Directory.

June 2024

- Initial meeting 25.6.24, Penmorfa, Aberaeron. Set up website tile on CCC website page.

August 2024

- Follow up meeting - 29.8.24, Penmorfa, Aberaeron and via Teams. Submit application to WHO

September 2024

- Launch event - 30.09.24, Council Chambers, Penmorfa, Aberaeron.

November 2024

- newsletter, methods of communication, work with community leaders to develop Age Friendly Communities. Develop Age Friendly Plan. Weekly feedback meeting with Team Manager & Corporate Manager. Ceredigion wide AFC Forum.