



Gwynedd Ageing Well Plan

Helping Gwynedd's older people to live
full and independent lives

Introduction

The Gwynedd Ageing Well Plan reflects the essential principles of the Social Services and Well-being (Wales) Act 2014, in the first year since it came into force, namely:

- **A voice and control to those receiving a service**
- **Emphasis on preventative work and early intervention**
- **Multi-agency working**
- **Co-production between older people and care agencies**
- **Focusing on the concept of well-being.**

The Act's vision is to maximise people's independence, connect people with their communities and reduce or postpone people's dependency on intervention by social care and health services. This Plan will start with the voice of older people as discussed with them through Age Cymru's Forums.

Following from these findings, we will highlight how Gwynedd Council is responding to the Welsh Government's challenge of creating appropriate social, environmental and financial resources for older people, through the work of different departments. Also, how to develop this work to the future with different partners, including older people themselves.



Older People's Commissioner for Wales Comisiynydd Pobl Hŷn Cymru

The Commissioner for Older People in Wales has also issued a challenge for each local authority to make progress in the following areas:

- Creating communities that are age-friendly
- Communities that support people with dementia
- Prevention of falls
- Prevention of loneliness
- Opportunities for learning and employment.

We will be looking at the good work that is already taking place and holding discussions with you, and different partners, on how to develop more services in our communities, in order to ensure the best opportunities for the people of Gwynedd as they grow older. An essential element throughout all these developments is the requirement for us to offer services according to our residents' language need, in line with the principle of the Strategic Framework 'More than Words'. With 60% of the people over 50 in Gwynedd being Welsh speakers, it is vitally important to be proactive to achieve this.

Contents

1. **The Voice of Older People, which provides an analysis of what has been shown to be important for older people**
2. **Resources for older people, looking at the different kinds of resources that are essential for living a full life:**
 - i. Social Resources, including loneliness prevention plans, libraries, and age well centres.
 - ii. Environmental resources, which include issues involved with housing, communities and transport.
 - iii. Financial Resources, which involve issues such as council tax, benefits, pensions and scam prevention.
3. **Healthy Ageing. As well as preventing falls and creating communities that support people with dementia, there is also a focus on the importance of leisure activities as a means of keeping people healthy.**
4. **Planning towards the future**



The context in Gwynedd

The good news is that Gwynedd's population is living longer and enjoying better health than their ancestors as they look forward to retirement.

Forty one per cent of the County's population is over 50 years old, compared to the Welsh average of 39%. The numbers in Gwynedd are expected to rise to 52,632 by 2030 - an increase of over 2,000 compared to the present. Likewise, there is a high percentage of households where there is only one person, and where that person is over 50 years old. The percentage is already higher than what it is in the rest of Wales - 28% compared to 24% - and is expected to rise to 32% by 2030.

At the same time, the aspirations of older people - and the aspirations of society in general - are changing. Every survey shows that older people wish to live in their own homes, to be as independent as possible and to have as much choice as possible. In this respect, Gwynedd is fortunate that higher percentages of its older people are enjoying good health and not suffering from constraints on their lives, compared to the rest of Wales.

It is clear that all this will have implications in terms of the requirement to meet the care needs of an increasing proportion of the population at a time when local authority budgets are under constant pressure.

Preparing for ageing well will be a challenge for all of us - and all of us have a part to play in seeking the best solutions for our older people.



1 The Voice of Older People

As already noted, older people wish to remain in their own homes, to be as independent as possible, and to have as much choice as possible.

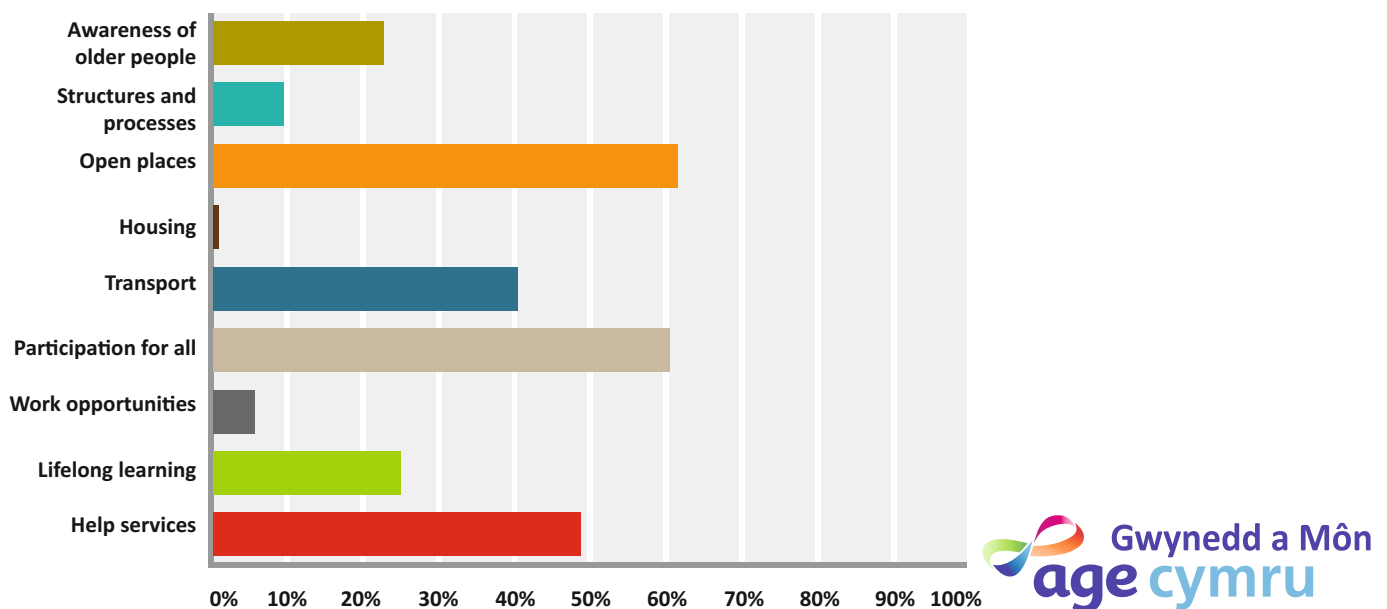
This has become clear in several surveys over the years, and was affirmed when Age Cymru went to question groups of people over 50 years old in luncheon clubs, older people's forums, and Age Well centres.

Among the specific questions asked, one involved what is required in communities to make them suitable for people of all ages to live a full life within them. The most important attributes for those interviewed were:

- Opportunities to participate in the community
- Open and accessible places
- A choice of support and transport services.

Q3 What aspects are important to you in relation to an Age Friendly Community?

Answered: 196 Skipped: 22



We hope that the following chapters will offer solutions to some of these priorities.

What is already happening?

Gwynedd Older People Council has been established for more than a decade to provide a voice for older people from all parts of Gwynedd. The Older People's Council is underpinned by district forums organised by Age Cymru. The Older People's Council welcomes a wide range of agencies to hold discussions with it, and Gwynedd Council, the Welsh Government and the Commissioner for Older People are using this forum to engage on important developments in ageing well.

Action Points

1. **Planning the Older People Council's work programme that will include the Ageing Well Programme's action points set out in this Plan. Ensure that their voice is heard when the Gwynedd Ageing Well Plan is revised and developed.**

i. Social Resources

Ensuring the necessary social resources is essential in order to tackle the risk of loneliness among older residents. The Council's services play an important role in trying to improve the population's social resources. The County's libraries and leisure centre are already doing important work. Likewise, the Age Cymru Age Well Centres are proving to be a great success.

(a) Libraries

The County's libraries make an important contribution in offering a comprehensive information service on all kinds of issues. This includes helping with government information campaigns targeted at older people, such as heating allowances or changes to pensions. They also respond to a great many enquiries about medical conditions, with staff referring the people to appropriate sources.

The Library to Home (a service for those who are housebound) is an essential service for some individuals who have books sent to them. Most have older-age related problems and are often unable to leave their homes because of medical conditions.

The libraries also offer unrivalled opportunities for older people who wish to return to learning after retiring, and training in Information and Communication Technology (ICT) is among the things in greatest demand. The Library Service supports the work of the Citizens Online charity that is committed to improve digital skills in the community and increase the numbers who can benefit from digital public services. The charity's Digital Instructor works across the County, holding basic training sessions in libraries among several other community settings.

Among the successes of the schemes, we have the story of a widow who had had a new laptop but did not know what to do with it. Within four weeks she had developed from being unsure how to switch it on to sending e-mail messages, buying online and setting up a Skype account to connect with a relative who lived on a boat.

As well as the opportunity to learn, many older people also appreciate libraries as places to socialise. An older person from Bethesda says she looks forward to the weekly visit, as it is a social event to someone who lives alone, and that she really enjoys using the library's facilities to research into her ancestry as well as to borrow books.

She says:

"Doing things like this keeps my mind active, an activity which has been proved to help prevent dementia, which is beneficial as I can hopefully live independently for longer."



Action Points

2. The libraries service to collaborate with the Fire Service, North Wales Police and the Local Health Board on information campaigns that are relevant for older people.
3. Promote Dewis Cymru as a reference service for well-being services for Gwynedd residents and frontline staff. Have a Dewis Cymru point of contact in all Departments to promote the input of information about activities that the Council sponsors.



(b) Tackling Loneliness

What is already happening includes the work of the Age Well Centres of Age Cymru, that hold activities across the generations to help create communities that are more friendly to older people, and a ground-breaking scheme to tackle loneliness through the arts.

Age Cymru Age Well Centres

These centres are aimed at helping people to live independently in their own homes, and to work with older people to give them opportunities to contribute to their communities by offering volunteering opportunities. Over a thousand older people are already supported by five centres in Blaenau Ffestiniog, Porthmadog, Criccieth, Penrhyndeudraeth and Tremadog. These centres offer physical exercise and education sessions, dinner clubs, service steering groups and 15 volunteers have been recruited from among older people who are being helped.



Among those who started to attend an Age Well Centre was Mrs A, who lived in a rural area until her husband died. As she was not able to drive, and no public transport service available, she became to feel lonely which in turn resulted in the loss of confidence. She sold her house and went to live with one of her children in an urban area, where there would be an opportunity for her to meet new people and to make new friends. She heard about the local Age Well Centre, and she now goes there every week. As well as making new friends, she has learnt several new skills, including playing bowls, and she also contributes towards maintaining the centre by washing the dishes there after the meeting. Everything helps to keep her busy and has been a boost for her self-confidence.

Communities that are more age-friendly

A good example of intergenerational activities can be seen in Tudweiliog, where the children of the primary school help to prepare a meal for local older residents. It is an engaging social event for the older people, as it gives them an opportunity to get to know the children and to follow their development. Likewise, the children get an opportunity to learn a lot about the history of their area.

“Hen Blant Bach” television programme

The Maesincla Day Centre had an opportunity to be part of the “Care Share” pilot project. The idea emanates from the United States where older people’s homes are co-located with a creche for young children so that they get an opportunity to have care and do activities together. Children from Meithrinfa Plant Parciau came to the Day Centre, and Idwen Roberts, the Manager, said that the week-long experiment had been a great success, and that this is reflected in the television programme broadcast on 28th December 2016. They were able to do cakes and crafts, sing together and played, and as one of the Day Centre regulars is a former member, the Llanrug Brass Band joined in to share in the fun. In the midst of the joyfulness, Idwen made the important point that this scheme has a huge potential to tackle loneliness, which is one of the Day Centres’ prime objectives.



She said:

“One woman did not have any children, and she had no confidence with anything to do with children. She was standing back - she did not know how to cope or what to say to the children.

“But by the end of the week, she was making hats with them, they were sitting on her knee. It was great. She opened up and became herself. It was great - I don’t want this to stop.”

Action Points

- 4 Find out how many schools hold joint activities with older residents in their communities and look at opportunities to do more of this.
- 5 Evaluate the William Mathias Centre Scheme to Tackle Loneliness in order to learn lessons / share good practice.
- 6 Build on the “Care Share” pilot at Maesincla Day Centre.

Tackling loneliness through the arts

The Community Arts Unit offers a range of arts activities across Gwynedd, with some of them specifically targeted at older people. Among the projects currently in place are 'The Secrets of the Sea', where elderly people in the Caernarfon area have an opportunity to do creative work inspired by their memories and experiences of the sea, and 'New Directions', by the Dwyfor Community Art Therapy Group, which uses art therapy as a form of psychotherapy and which is provided in partnership with the Betsi Cadwaladr University Health Board.

The Unit has also commissioned the William Mathias Music Centre for a new arts scheme to work with older people in rural areas who are feeling lonely and isolated. The project 'Memories through Music - Connecting Generations' will work from two communities in Meirionnydd, namely Gellilydan and Bala.

Although the two communities are very different, with Bala being a busy rural town, rural residents who move to towns in their old age can feel very lonely.

There is an emphasis on bridging the generations as many older people miss the company of children and young people. Under the scheme in both areas, weekly music sessions are held for older people to come together to sing songs that are familiar to them. At the same time, the children of Ysgol Gynradd Gellilydan and Ysgol Bro Tryweryn learn the same songs and after Christmas the children and older people will come together to sing.



ii. Environmental Resources

For older people to be able to live as independently as possible and in their own homes, the environment and the communities where they live - as well as their accommodation - must be appropriate for them. That is why the needs of older people must be taken into account when planning for housing and other buildings, suitable paths and transport.

(a) Suitable accommodation

What is already happening?

The needs of older people is being addressed in the Gwynedd Older People Accommodation Strategy which notes that older people want:

- A home that is easy to look after
- To feel safe
- Easy access to facilities and transport
- A good neighbourhood
- Homes that are attractive and fit for purpose
- To stay in their homes without having to go to residential care.



A great many Gwynedd residents benefit from the Care and Repair service that makes adaptations to houses to enable older people to stay in the homes safely. The Telecare service also helps individuals to stay in their homes with technology constantly developing to surmount the obstacles to living independently. To help achieve the aim of reducing the need to go to residential care, Extra Care Housing has been developed in Bala and Bangor with another one to open in Porthmadog in 2017.

There is a range of Sheltered Housing within the County with their use developing as the needs of the residents change. There is an example of this in the Hafan Elan Sheltered Housing in Llanrug where the former warden established a Dinner Club that is held in their Community Room. It is run by volunteers and people from the wider community are welcomed to join in regularly with the tenants to socialise. Age Cymru is using the Community Room to hold age well activities such as an art club and keeping fit. At the Morfa Cadfan Sheltered House in Tywyn, the tenants were awarded a grant of £10,000 from Cartrefi Cymunedol Gwynedd (CCG) to establish a Gardening Club to provide wheelchair access to their garden. These are examples of how the well-being of older people can be promoted through good collaboration between partners.

In an engagement exercise with older people it became clear that they were not aware of their accommodation options to be able to plan for their future.

Action Points

- 7 Ensure that information about accommodation options eg Sheltered Housing and Extra Care Housing, is available for Gwynedd older people by revising and updating the information leaflet.
- 8 Complete a registered of adapted property, in order to achieve better use to meet the needs of older people.

(b) Suitable Environment

It is noted in several policy and research documents that the correlation between homes and the environment where the individual lives is critical to the individual's standard of living. Appropriate Planning policy is core to this, and the needs of older people in terms of access to facilities such as shops, bus network, footpaths and leisure opportunities, must be addressed when assessing the suitability of planning applications. It is important that the mix of houses that are approved include a variety of provision for people of all ages.

As part of seeking a suitable environment one could add elements such as how the Council deals with waste. It is recognised that older people are among the sections of the population who are first to realise the importance of recycling and they are the ones who are using the Council's recycling centres most often.



What is already happening?

The Gwynedd Planning Authority is preparing a Supplementary Planning Guidance on Housing Type and Mixture to provide guidance on the kind of variety of houses that will be needed to meet the needs of Gwynedd older people.

Looking at the wider environment, the Council's Highways Department has a vital link with our Community and Town Councils that play such a key role in maintaining local paths and amenities including footways. Very often, our older residents are the ones who are most enthusiastic in taking a lead on keeping our communities to look their best eg the Tidy Towns Officer reports that a high percentage of volunteers who help to keep places tidy are older residents.

As far as waste collection is concerned, it is difficult for many vulnerable or older people to carry bins or recycling boxes to the usual collection points at the bottom of gardens or the end of streets. In such cases, there are back door collections, where Council worker can come to the house if needed.

(c) Transport

Many of the Council's activities in transport are of direct benefit to older residents. The Regulatory Department organised transport for health-related services to areas that are remote from hospitals, such as the Llŷn Peninsula and South Meirionnydd. They tender taxi transportation for day care and day centres on behalf of the Adults, Health and Well-being Department, and the promotion of opportunities for older and vulnerable people to work and to socialise are one of the criteria they use when deciding what bus services to support. Their Older Drivers Plan, supported by the Welsh Government, promotes the training that is available for free to drivers over 65 years old, which is of benefit to the older drivers and is also a means of improving general safety on our roads.



Action Points

- 9 Planning - when drawing out Housing Type and Mixture Guidance, the Planning Service needs to collaborate with the Housing Service, the Social Care Service and others to have robust evidence for the accommodation needs of older people, so it can be used to demonstrate the demand to housebuilders.
- 10 Improving footpaths - In order to improve the provision for every user, there needs to be an increased number of gates instead of styles.
- 11 Waste collection - Streamline the way of organising that the Council's waste collection staff are directly informed about residents who would appreciate a back door collection.
- 12 Transport - discuss the development of a joint transport plan between the Ysbyty Gwynedd Transport Unit and Gwynedd Council for non-urgent patients, using the Council's resources (idle mini buses) and the resources of community transport groups.

iii. Financial Resources



Financial worries are common among many older people. Most have to live on a much lower income after having stopped working, and the help that is available in benefits is often complicated to understand. The Council has an important role to play in helping older people to know what financial help is available to them. Even among those pensioners who are fairly well off financially, the responsibility of ensuring that everything is paid in time puts them under stress, and there is a need to ensure that everyone is one their guard from the fraudsters who take advantage of older people with their scams.

(a) The Council's Taxation Unit

In addition to the responsibility of collecting the council tax due from the county's residents, the Council's Taxation Unit undertakes several functions that are relevant to older and vulnerable people.

- It has been progressive in trying to give the correct help and support to those who are having difficulties in paying their bills, and it is responsible for administering the Council Tax Support to all those who qualify.
- It is also responsible for the administration of housing benefits, and although this benefit will transfer to be part of the Universal Credit, there are no plans currently to take the administration work from councils.

As the welfare benefit reform programme continues to develop, the Benefits Service will continue to offer advice to older people on the benefits and advice that are available to them.

As part of the Council's Anti-Poverty Strategy, the Economy Department has developed a joint Financial Capacity Plan with the Citizens Advice Bureau. It supports individuals with enquiries such as debt reduction, debt control and access to benefits.

(b) Scam Prevention

Although there is significant legislation against fraudsters, people such as cold callers selling from door to door, and illegal money lenders cause many problems and anxiety to older and vulnerable people.

What is already happening?

The Council is already working in partnership with the Police and Community Safety and other agencies such as Age Cymru, Carers' Outreach and Dementia Friendly to provide information on how to identify illegal traders who target vulnerable consumers. They have provided a pack for residents, including 'no cold callers' stickers to display on doors or windows. The Trading Standards Unit responds to any complaints and investigates them.

As well as the door-to-door fraudsters, older people also need to be on their guard from telephone, mail and online scams. The Trading Standards Unit is a member of a National Trading Standards Scams Team and they receive support and information about scams and forward them to residents. They contact victims in order to try to ensure that the same thing will not happen again. They also help people prevent 'nuisance calls' from disturbing them.



Action Points

- 13 The Trading Standards Unit to disseminate the warnings about scams and offer information on preventing them to the Council's care staff.

(c) Opportunities for learning and employment

It is important to ensure that older people get opportunities to learn and to work, be that work either paid or voluntary. The learning opportunities are valuable in their own right as they keep the mind alert and help avoid loneliness. The learning of new skills can open doors to older people to take part in activities and feel that they are contributing to their community and are being valued. There are also gains from wider society as it benefits from the experience of older people.

What is already happening?

The Council is trying to promote the provision that is available in the county, and tries to identify volunteering opportunities that are available with community and town councils, businesses and the third sector. Places such as Neuadd Dwyfor in Pwllheli and Storiol in Bangor benefit greatly from this.

As well as voluntary work, there is also a need to ensure that older people get opportunities to increase their income through paid work.

The OPUS scheme starts in Gwynedd in January 2017. It will support older people to have access to volunteering opportunities and will offer a number of training activities to develop work skills. Access to a qualification can also be available, that would enable the individual to apply for paid work. One of the OPUS scheme's core principles is their aim of tailoring activities to the individual's needs.

The promotion of flexible working can be of help to older workers, as is already happening with the Council's care workforce. The Council's older employee is 84 years old and makes an important contribution in his work at the Lloyd George Museum in Llanystumdwy.



Action Points

- 14 Market the Opus scheme widely across the Council, and further afield, so that older people benefit as much as every other age group from the scheme.

3 Healthy Ageing

Sustaining and improving the health of Gwynedd's older residents will be crucial to the success of any plans to keep them as independent as possible in their own homes. There can be no doubt that one's health condition is the one factor that has the most influence on older people's quality of life and on their freedom to live their lives as they want. Any public investment that will result in better health outcomes will also pay huge dividends as it will lead to significant savings in social care and other associated costs.

(a) Keeping the body and mind healthy

Many pioneering developments are already in place in this respect, at our leisure centres, with the DementiaGO scheme and in the creation of dementia-friendly communities.

Leisure Centres

The leisure centres provide sessions across the county for Gwynedd's older residents, including free swimming for those over 60 and specific classes for those over 50. Several members of the leisure centres' staff have qualified to work with older individuals, and to adapt activities in order to meet the needs of our older customers.

A number of Gwynedd's older residents are referred by doctors/health professionals, to the Exercise Referral Scheme, funded by the Welsh Government, but run locally by Healthy Communities staff. The staff are qualified to a high level, in order to be able to provide specific classes for older people, such as preventing falls.



DementiaGO Scheme

The Leisure Service is also responsible for running the pioneering DementiaGo scheme, which is a scheme that aims to make a physical and mental difference to those who live with Dementia (during early stages of the disease), and those who care for them. Currently, the scheme is running in five centres with the hope of expanding in future. It has been developed so that participants take part in an energetic activity for an hour, in a leisure centre, and then socialise over a cup of tea or coffee.

Individuals are encouraged to come together to share their experiences and to take part in physical exercise sessions in a social environment. A total of 380 individuals who live with dementia have attended the sessions over a period of six months, with 90% reporting that they had been of benefit to their health and physical strength. Ninety staff members of Healthy Living centres also say that they have a better understanding of the condition after having received training.

Barbara started to go to the Tywyn DementiaGO class with her late husband Doug, who suffered from dementia, in 2014. Although Doug sadly died in March this year, Barbara still goes regularly to the class, using her experience as a carer to help support and encourage others in the class.

Barbara is very fit and walks regularly as well as care for her large garden. Since starting the exercise sessions three years ago, she feels much stronger, is able to walk faster and finds gardening work getting easier for her.

Colin and Gwen Hilton from Trefor have been attending the DementiaGo class at the Dwyfor Leisure Centre in Pwllheli since March this year. Colin suffers from dementia and Parkinson's Disease, and Gwen is his carer. Both say that the exercise sessions are of benefit to them and raise their spirits. The assessments of Colin show an improvement in his movements, which will be of help in his daily life and reduce the risk of falls.



Dementia-Friendly Communities

The Council is working with the Alzheimer's Society to provide training to as many people, businesses and groups as possible to help people with dementia. Under this scheme, people can receive a 'Dementia Friend' awareness information session and a town or village can gain a 'Dementia-Friendly' status by achieving specific targets.



Porthmadog is the first are in Gwynedd to gain a working towards a 'Dementia-Friendly Community' status, and other communities, such as Bontnewydd, are working hard to follow the example of the town in Eifonydd.

Emma Quaeck, who work for the Council's Health Gwynedd scheme, has played a key role in driving the campaign in Porthmadog, by visiting many businesses, banks and service providers to instruct staff how they can help people with dementia.

"By speaking with businesses and other organisations we are tackling the stigma that is associated with the condition and helping them to provide their right kind of service, so that people can keep their independence and dignity," said Emma.

One of the people who has joined the Dementia-Friendly scheme is local postman Bleddyn Williams. The cause is very close to his heart because of his mother suffering from the condition.

He says:

"I think it is a good idea for us postment to join in the scheme as we are seeing people every day, so that we can keep an eye on those who might need extra help.

"I am now a Dementia Advocate as part of the scheme, and have been training some of my friends to become Dementia Friends, so they know the implications of the condition and how they can help."

Dozens of local people came together recently at the Glaslyn Leisure Centre to take part in a Boccia competition. The session was aimed at raising awareness of dementia and also of the importance of taking part in social activities and keeping fit and healthy.

We are fortunate that we have a Dementia Services Development Centre on our doorstep at the Bangor University. The Centre is renowned internationally for its high quality research to develop and to evaluate creative psychosocial interventions for people with dementia and their carers and for studies in well-being and resilience later in life. They are leading the way by bringing people who are living with dementia, their carers, professionals and researchers together locally with the aim of sharing information and inspiration to create better informed and more inclusive communities and to improve dementia support and care in north Wales.



Action Points

- 15 Consider opportunities to fund more DementiaGo classes in the county.
- 16 Offering Dementia Friends training to staff across Gwynedd Council Departments.

(b) Preventing falls

The Council, the Betsi Cadwaladr Health Board and partners from the third sector including housing associations are working together to help older people reduce their risk of suffering a fall. The aim is to integrate fall prevention into health and other social care programmes for older people as part of wider ageing well work.

A standard approach to assessing the risk of falling is used, and an information pack on how to prevent falls in the home is widely distributed. It is vital that the risk be identified at an early enough stage in order to organise preventative interventions.

A key part of the work is light physical exercise classes that help people to become physically stronger and therefore their movements become more flexible and more likely to be able to avoid falling. Professionals are also encouraged to refer individuals to exercise.

The Arfon Falls Prevention Service has been active since April 2015 and is still evolving. People over 65 years old who have fallen or who are at risk of falling are being referred to the service by the Wales Ambulance Service, doctors, hospitals and the social services or people can self-refer to it. Depending on their condition, patients receive an exercise programme for 12 weeks at home, for 12 weeks at Ysbyty Eryri, or a 32-week programme at the Porthmadog, Caernarfon and Bangor leisure centres. The service will be offered in Barmouth early in 2017.

Among the patients who have been helped by the service is an 88-year-old man who has completed the 12-week exercise programme at Ysbyty Eryri. Before starting on the programme he was falling about once a month, was continually afraid of falling and moving on a zimmer frame inside the house only. He now has the confidence to walk with a stick outside and without any aid in the house, and has not fallen at all in the past three months.

**Action Points**

- 17** Extend the Falls Prevention classes to Meirionnydd, starting in Barmouth in February 2017 and then Dolgellau.
- 18** Advanced training to Leisure Centre staff in adapting exercises to maximise older people's physical independence so that they have the confidence to exercise regularly.

4 Looking to the future

In setting out the Council's approach to meeting the needs of older people, we have highlighted examples of good practice already in place, as well as plans for the future.

It must be emphasised, however, that the work of responding to the huge challenge ahead of us is only just beginning. It becomes increasingly obvious that no department of the Council can undertake the work on its own. It is a whole Council task, as sustaining and developing the necessary support for older people will depend on sustaining the fabric of society, and on safeguarding that culture of caring for each other that has been such a crucial part of our communities throughout the years. The work involves all aspects of the Council's work, including Planning, Economic Development and Education as well as the Social and Care Services.

Likewise, neither can the Council develop the necessary care systems on its own. It is clear that there will be a key role, and could be an increasing role, for a range of organisations in the third sector, and also equally importantly, for the public at large.

There is currently an increasing focus on co-production, where service users play a fuller role in the work of organising and developing them. The development of different methods of co-production will certainly be a key priority in future. It will mean an increasing role for the Council to play as a catalyst and co-ordinator that will be able to encourage effective collaboration between different organisations and sectors in order to fulfil the objective.

As we continue to develop the Gwynedd Ageing Well Plan, it should also be remembered that it will have to be constantly modified and revised. Just as the needs of older people are different today from what they were years ago, it will be necessary to be equally flexible and willing to adapt when preparing for the needs of the future.

The increase in life expectancy goes hand in hand with a corresponding increase in people's expectations in their later years. The challenge for all of us will be to work together to seek the best for the people of Gwynedd, today and in the future.



Action Plan



	Aim	Action	Responsible officer/group	Timetable
1	Plan the Older People's Council Work Programme in order to engage on this Action Plan	Facilitate a task group between members of Older People Group and Age Cymru	Well-being Manager	By 31 March 2017
2	Promote specific campaigns aim at giving support to older people	Joint working between the Fire Service, North Wales Police, the Health Board and Gwynedd Libraries	Gwynedd Chief Librarian	On-going
3	Improve the awareness of Gwynedd residents of well-being services that are available locally through Dewis Cymru	Identify a Dewis Champion in each Council Department	Well-being Manager and members of Dewis implementation group	By 31 March 2017
4	Increase the number of schools that connect with their community's older people	Conduct research work into what is already happening and what would be possible to develop	Well-being Manager and school headteachers	By March 2018
5	Promote loneliness prevention plans	Evaluate the William Mathias Music Centre Scheme in Meirionnydd	Museums and Arts Manager and Well-being Manager	April 2017
6	Build on the "Hen blant bach" pilot at Maesincla Day Centre	Hold an open meeting for parties who are interested in extending the Scheme	Well-being Manager	By March 2017
7	Ensure that information about accommodation options is available for older people	Update the information leaflet	Housing Partnership	September 2017
8	Better use of houses that have been adapted for older people	Update register of adapted property to enable a better match.	Housing Options Team	On-going
9	Increase the number of new houses that are suitable for older people	Draw a Supplementary Guidance that has a robust evidence base of the demand for accommodation for older people	Planning Department jointly with the Adults and Housing Department	September 2017
10	Make public footpaths more accessible for older people	Increase the number of gates to replace styles	Planning and Environment Service	On-going
11	Helping older vulnerable people to dispose of their waste	Enable carers to organise back door collections more easily	Senior Waste Manager and Well-being Manager	By March 2017
12	Increase options for non-urgent transport to Ysbyty Gwynedd	Develop a Transport Plan using available resources	Gwynedd Council Transport Unit and Ysbyty Gwynedd	September 2017
13	Disseminate the message about the dangers of scams	Share information between Trading Standards staff and Social Care staff	Public Protection Manager and Well-being Manager	By September 2017
14	Improve opportunities for older people to volunteer, receive training and have employment	Ensure that older people are taking full advantage of the Opus Scheme by marketing it widely	Opus Strategic Manager	January 2017 onwards
15	Increase the number of DementiaGO Schemes throughout the County	Investigate possibilities of financing this	Healthy Communities Senior Manager	September 2017
16	Raise awareness of Dementia amongst Gwynedd Council staff	Develop the corporate training programme on this issue	Active Development Officer (GC) and the Well-being Manager	April 2017 - March 2018
17	Equip more older people to avoid having falls	Extend the number of classes to Meirionnydd	Exercise Referral Scheme Co-ordinator	During 2017
18	Leisure centre staff to be proactive in helping older people to stay fit	Organise training for leisure centre staff in adapting exercises to maximise the physical independence of older people	Exercise Referral Scheme Co-ordinator	2017-18