

Carmarthenshire's Annual Report for the Ageing Well Plan 2015/2016



What older people want:

"To be respected as an older person and not be seen as a burden on the local Health and Social Care system"

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Foreword

“Ageing is not lost youth but a new stage of opportunity and strength” Betty Friedan

In September 2015 we published Carmarthenshire County Council’s first Ageing Well Plan (incorporating the Strategy for Older People), in which we made a commitment to publish Annual Progress Reports to the 50+ Forum and relevant Council Scrutiny committees. This is our first Annual Progress Report which focusses on the specific commitments that were made.

In this Plan we published our aim of joining up the Council’s diverse divisions and departments to support independent living and to help older people live in their communities. It is so important that we change the way we think about how services are planned and provided, as well as the design of our environment, to ensure that, as the number of older people in Carmarthenshire continues to increase, people can live in good health and be involved with their families and communities as much as possible.

Overall very good progress has been made with the majority of commitments having been delivered.

The Council has at its heart the commitment to support older people to maintain their independence and their quality life – after all life is for living whatever your age.

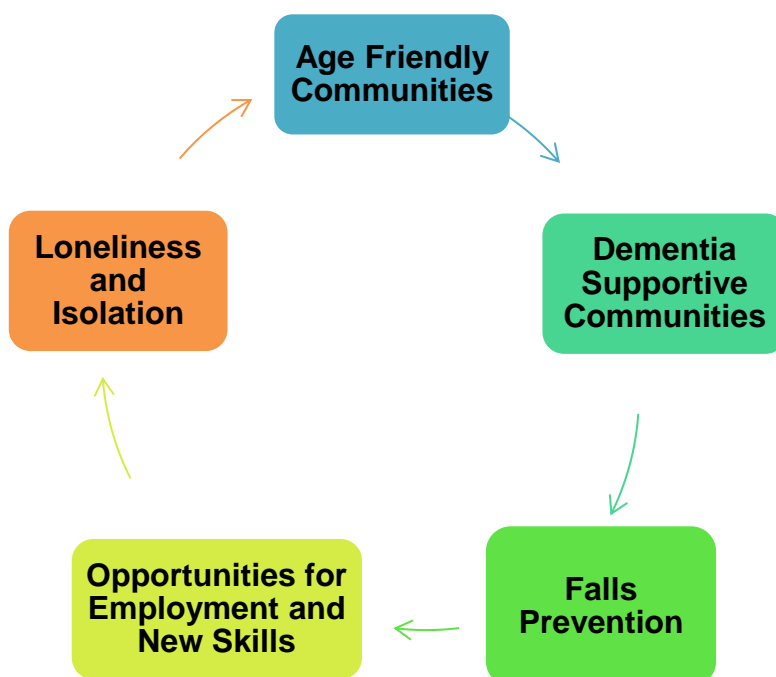
Councillor Linda Evans - Executive Board Member for Housing, 50+ Champion.

Councillor Jane Tremlett - Executive Board Member for Social Care and Health, 50+ Champion and Dementia Champion

Introduction

This Report examines the progress made for Carmarthenshire’s Ageing Well in Wales Plan:-

There are 5 priority aims:-



Priority A - Age Friendly Communities: Taking action to make sure communities meet the needs of all sections of the community. Making sure facilities – such as transport, and opportunities for interaction, recreation and leisure - are open to older people, generally makes them more accessible to all.

What we promised:	What we did:
1. Develop and implement a publicity campaign to promote public awareness of the Ageing Well programme	✓ We take every opportunity to raise public awareness of the Ageing Well programme and at the recent Annual 50+ Forum Event which was attended by 550 members, speeches were given promoting the campaign and we also added an article the 50+ Magazine which is distributed to 2,500 Members.
2. Continue to deliver the Bwcabus service in the rural area around Newcastle Emlyn)	✓ Bwcabus continues to provide vital public transport to all communities in and around the rural areas of Newcastle Emlyn. This enables the whole community to access services such as health appointments, social events and shopping.
3. Continue to support and fund the Country Cars project for providing essential journeys	✓ We have continued to support and fund the Country Cars scheme, offering essential journeys for those without access to other public transport. In 2015/16 the Authority supported 6,067 Country Cars journeys
4. Continue to support and promote the County's public transport network	✓ We have continued to support and fund the County's public transport network, with particular emphasis on retaining links in rural areas. In 2015/16 1,071,022 passenger journeys were made on our supported bus and Dial-a-Ride network.
5. Deliver and promote concessionary travel in line with Welsh Government requirements	✓ We have continued to deliver and support Concessionary Travel for elderly and disabled residents. In 2015/16, 1,417,924 concessionary bus journeys were made.
6. Implement the Carmarthenshire Home Standard across the Council's housing stock	✓ We have completed the Carmarthenshire Homes Standard for homes where the tenants wanted work carried out. Our focus will now be on maintaining the Standard based on need.
7. Provide inclusive leisure and learning opportunities, including the National Exercise Referral Scheme (NERS)	! A reduced budget meant the Adult Community Learning Service was restructured in 2015-2016. Council service delivery will focus on literacy, numeracy, and digital literacy and ESOL provision in the future. For NERS see Priority C - 1.
8. Take steps to help alleviate poverty and promote inclusion through raising awareness of available benefits and voluntary services	✓ We continue to raise awareness of welfare reforms and particularly the roll out of Universal Credit. . We have continued to help residents in Carmarthenshire fight fuel poverty in their communities by co-ordinating 'Fuel Clubs' to bulk purchase oil at a reduced price. The scheme is run by volunteers and fourteen fuel clubs now exist across Carmarthenshire. Our libraries promote inclusion with book clubs, jewellery making and family history sessions. Libraries also have a vast amount of online and physical information sources.
9. Deliver age-friendly awareness training to staff directly serving customers	✓ Age-friendly awareness training has been conducted for Customer Services staff who have direct contact with customers
10. Deliver pre-retirement sessions, outlining options for participation in learning, activities and volunteering	✓ The Council delivers pre- Retirement Planning sessions several times a year through an external provider 'Affinity Connect'... The company provides guidance and support in the workplace for those who are approaching times of change such as retirement.
11. Engage a wide range of people,	! The 50+ Forum is regularly encouraged to take part in

including older people, in customer feedback on the Council's website

surveys and customer feedback on the Council's website. The Council undertook a Survey in Spring 2015, which covered our members' experience of the internet. Responses showed that while numbers of people are aware of increasing importance of the internet, there is still some unwillingness to use it and this is particularly marked among the older sections of the forum. This is partly due to a lack of confidence, even among those who do have access. It remains a source of concern that the people who need it most, use it least. The availability of support is an important factor, but there does remain a preference for the telephone and face-to-face communication. Carmarthenshire Libraries have 154 computers for public access, free wi-fi and internet facilities in all static libraries

12. Help older people contribute to recycling through: 'assisted lift' for people unable to take waste to the kerbside; a glass collection service (with Age Cymru Sir Gar); special arrangements to help people in sheltered housing; and provide advice and guidance to older people and their groups

✓ The provision of assistance to older people for putting out their recyclables and general waste at the kerbside, as well as a specific scheme for assisting with recycling in the home, which is delivered through Age Cymru Sir Gar, has been successfully delivered.

13. Continue to integrate community-based health and social services so that customers can move smoothly between the systems.

✓ The County has an integrated Community Health & Social Care Service 'infrastructure' and the case for integrated care is reinforced by the need to develop a whole-system working across health and social care, which addresses the complex needs associated with age related problems.

A community project which has helped over 2000 people in Carmarthenshire, who are struggling to pay their energy bills, has been recognised at the Feel the Heat Awards 2016.



The [Carmarthenshire Fuel Clubs](#) project run by the Housing Services Department of Carmarthenshire County Council, has helped tenants to purchase their oil collectively in bulk purchases, thereby enabling them to obtain the cheapest possible price. The scheme has achieved savings of over £10,000 a year across all the clubs.

Priority B - Dementia Supportive Communities: considering the ways in which people with dementia can continue to be independent within communities. Dementia comes with a stigma of ‘decline’, ‘burden’ and ‘deficit’; but communities can do much to help independence and self-esteem. Communities can value the contribution of people with dementia.

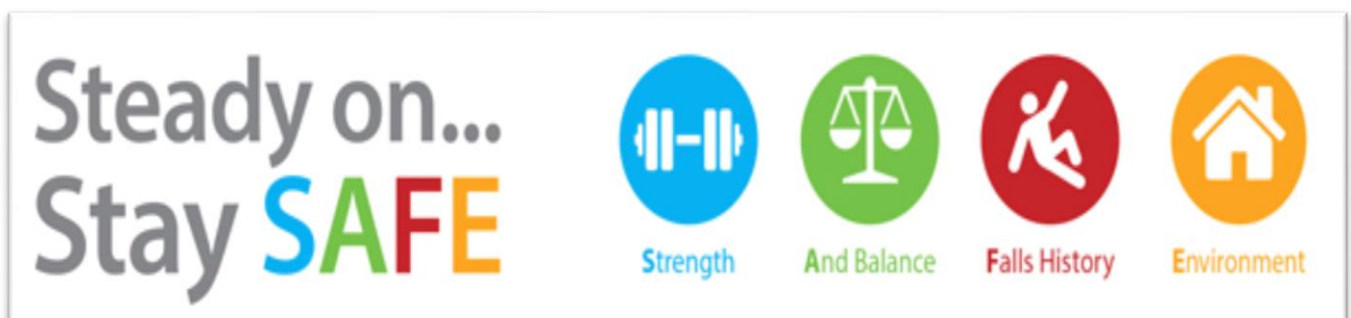
What we promised:	What we did:
1. Develop and implement a publicity campaign to promote public awareness of dementia friendly communities, as a component of the Ageing Well programme	✓ A different approach to promote public awareness was suggested this year and a number of amusing cartoon strips were produced by a local artist. These were positively received by carers of people with dementia and the decision was taken to publish in the local press. The initiative also received coverage in the national press.
2. Roll out ‘dementia friends’ awareness training to county councillors, in partnership with the Alzheimer’s Society	✓ This work has now been completed by the Alzheimer’s Society.
3. Deliver dementia awareness training to ‘front line’ staff, giving priority to staff with customer service responsibilities	✓ We have held basic awareness training courses on dementia, for staff working within social care. We have also held 2 sessions of training for staff in Customer Service Centres. The training is continuing where it is appropriate for staff. Our library staff have also undertaken dementia awareness training and introduced Reminiscence sessions at libraries.
4. Provide dementia friendly information, including information packs for people diagnosed with dementia	✓ A primary care Information Advice and Assistance (IAA) scheme has been funded by Hywel Dda UHB by the Alzheimer’s Society to provide this information for all newly diagnosed people. We have also been able to develop a strategic action plan for services for people who have dementia and support for their carers with Carmarthenshire Dementia Action Board.
5. Encourage the implementation of the lessons learnt from the Pontyberem Dementia Supportive Community initiative	✓ Ammanford and Llanelli have action groups that are dementia friendly communities.
6. Ensuring Welsh language care provision is available to first language Welsh speakers with dementia	✓ The Council has been working on promoting the Active Offer following the Welsh Government’s guidance document “More Than Just Words”
7. Support the work of the Alzheimer’s Society’s Dementia Friendly Communities Co-ordinator.	✓ The Alzheimer Society is a member of Carmarthenshire Dementia Action Board and is instrumental in supporting a collaborative approach to Dementia Friendly Communities.

Llanelli Market is now officially recognised as the first Dementia Friendly market in Wales raising the bar to ‘gold bar’ standard. Its stallholders and staff have signed up to pledge to respect the needs of those presenting with dementia, wear badges, display signs and make improvements to help the growing numbers with dementia in the community.



Priority C - Falls prevention: recognising the negative, and in some cases, irreversible effect fall events can have on older people, and doing what is possible to prevent fall events.

What we promised:	What we did:
1. Continue to offer between 65 and 75 National Exercise Referral Scheme (NERS) sessions per week (depending on the time of year)	✓ The Welsh Government funded NERS continues to go from strength to strength, with over 1,000 referrals over the past 12 months.
2. Inspect Highways, footways and lighting infrastructure on a regular basis to identify any defects posing a danger or hazard to the public	✓ Any defects that are found are rectified as soon as practicable and any less serious defects are programmed for maintenance work within the scope of available budgets. These measures benefit the whole community including older people.
3. Support the all-Wales 'Steady on' falls prevention campaign by distributing leaflets and posters to the 50+ Forum and other networks.	✓ The Council provides leaflets and posters which support the all Wales 'Steady on falls' prevention campaign and these are available in all Customer Service Centres.
4. Continue to implement our protocol for dealing with falls in care homes	✓ As part of the Managing Falls protocol and guidance for Local Authority Provider Services 2013, we continue to investigate each fall, the cause, where and how it happened and to identify safe methods to avoid recurrence.
5. Give information about how falls can be prevented to members of the 50+ Forum and other networks of older people	✓ The Council sends out health and wellbeing information to our 2,400 50+ Forum members via leaflets, info emails etc. Members are asked to take part in health surveys conducted by the NHS. Mind and Age Cymru send out information on special subjects.
6. Take action on alcohol misuse by working with Public Health Wales to deliver Make Every Contact Count (MECC) and Alcohol Brief Intervention (ABI) training to domiciliary staff across the sector	✓ This is a Carmarthenshire Public Services Board (PSB) Initiative. The project is concerned with <i>Maximising existing contact with potentially at risk people</i> . The focus is on supporting personal resilience through: <ul style="list-style-type: none"> • 'brief intervention' conversations to convey key messages and encourage behaviour change • 'signposting' to relevant activity and services
7. Provide specialist training to the identified Community Resource Team (CRT) staff, with other CRT staff receiving general awareness training and briefings.	✓ The Community Resource Teams consist of Community Nursing Services, Occupational Therapy, Physiotherapy and Social Work practitioners who work as a multidisciplinary team to support the assessment and care planning for individuals requiring support.



Priority D - Opportunities for employment and new skills:

maximising the benefits of work, volunteering and learning for older people, and the wider economy. Older people should be able to develop their employability, skills and interests; and be free to continue contributing to communities.

What we promised:	What we did:
1. Pre-retirement planning sessions – highlight the benefits of continued employment, volunteering and learning	✓ The Council delivers pre- retirement planning sessions several times a year through an external provider 'Affinity Connect'. The company provides guidance and support in the workplace for those who are approaching times of change such as retirement.
2. Recognising that the majority of learners are 50 or over, continue to deliver the Adult Continuing Learning (ACL) programme for 2015-16	! The courses for learners wishing to study literacy, numeracy, ESOL and Welsh for Adults will continue to be offered in 2016-2017. However, the local authority has ceased to provide other ACL courses following significant funding cuts. Courses previously offered by the Council are now being provided by individuals, Universities, the WEA and U3A. Also libraries have access to a number of online resources including Transparent Language which includes online tutorials for all languages and Atomic training, an online resource to develop Office Software and basic computer skills.
3. Deliver computer classes at libraries throughout the County	✓ Llanelli Library has been recognised for its work helping adults in the community gain digital skills. The library has achieved the National Coding Week Awards Certificate. Its digital team delivers IT services throughout Carmarthenshire Libraries where they will support and help users to access the libraries' online services.
4. Develop comprehensive information about providers in order to 'signpost' older people to suitable digital inclusion training sessions	✓ The Adult Community Learning Service will host a website to promote adult learning opportunities from September 2016. The Communities 2.0 project has helped more than 4,000 Carmarthenshire people get to grips with computer technology.
5. Support volunteer-led digital inclusion sessions in sheltered housing schemes	✓ We have supported some volunteer led digital inclusion sessions and information has been shared with our housing department regarding the sessions in social housing and sheltered housing schemes. The Council has also considered the possibility of using Digital Communities Wales as a route to support volunteers. During 2015 the Council completed the installation of wireless internet into the communal lounges in our sheltered housing schemes
6. Consider the feasibility of using mobile libraries to run digital inclusion sessions	✓ We have high numbers of older participants accessing our Digital Inclusion workshops and classes including getting online, using iPads and Tablets and using the internet to reduce household costs. These are run in community venues, including libraries across the Communities First areas of Carmarthenshire. The free four-week course, which is delivered by Communities First Digital Volunteers, has proved popular and since it started in July 2015 more than 100 people have taken advantage of it. One of our Learning programmes is an intergenerational project - 'Sound Memories', linking Strade Secondary school pupils with a sheltered scheme in Dafen. The project involves the pupils

<p>7. Consider the feasibility of installing superfast broadband in community venues throughout the County</p>	<p>interviewing the residents and filming the conversations. ✓ Superfast Broadband connectivity is well under way and once finalised the opportunity will be there for community venues, should they decide to take it up. There are also plans to help connectivity uptake throughout the county and for communities to up skill themselves in order to maximise the benefits. The LEADER bid for Digital Inclusion and Digital Exploitation (2016-18) which we successfully won, has encouragement of Superfast Broadband take-up as one of its targets.</p>
<p>8. Encourage commissioned services to recruit and value volunteers</p>	<p>✓ Regular contract review meetings take place with third sector organisations most of whom recruit, train and support volunteers. Our libraries encourage volunteers for a variety of services including Heritage 6 and there is also a successful volunteer led library.</p>
<p>9. Develop a county-wide time banking scheme to support voluntary participation in beneficial activities</p>	<p>✓ The time banking scheme was funded in April 2016 and a comprehensive plan is now in place with wide scale awareness and training. See Feature below</p>

This is an initiative that colleagues in the Housing Department and the Time Credits programme have arranged.

Oct 1st 2016 - Older Person's Day

A day of events planned to celebrate older people and what they bring to our communities in Carmarthenshire. The plan for the day is a road trip around Carmarthenshire with pit stops throughout the day.

October 2nd 2016 - Silver Sunday

Silver Sunday is an annual day of fun and activities for older people across the UK. Led by The Sir Simon Milton Foundation, it celebrates the value and knowledge they contribute to our communities while combating loneliness and isolation.

Llanelli people benefitting from learning new digital skills at their local library through C1st



Priority E - Loneliness and isolation: doing what can be done to help people who are lonely develop beneficial relationships that support their self-worth, and addressing isolation. Some older people, especially those living in rural areas, are isolated from access to services. Isolation can contribute to loneliness, or can deprive people of access to essential basic services.

What we promised:	What we did:
1. Continue to offer theatre concessions to people 60 or over and further develop our loyalty and concessionary offers	✓ In some cases 70% of audiences are made up of people over 60 and we are continuing to offer special discounts and loyalty incentives to maintain these levels
2. Further develop activity of interest to older people at Council theatres, including: matinee performances; tea dance sessions; and a programme of classic and vintage films	✓ In May Theatrau Sir Gar (ThSG) launched a joint stage production based on living with Dementia and Alzheimer's, which was accompanied by our first relaxed performance. ThSG also hosted an open activity and awareness day jointly with the Alzheimer Society Wales. Following the success of the Ffwrnes Afternoon Tea Dance it has now been extended to the Miners, Ammanford. Spoken Word Saturday at Ffwrnes is proving successful with over 80% of attendees over 60. Our classic and vintage film remains popular with steady attendances
3. Based at leisure centres, develop the Actif Sir Gar programme to support healthy lifestyles and provide opportunities to make friends and socialise.	✓ This was a Hywel Dda (dietetics) led project linking in with Tata Steel. Tata Steel had a Corporate Partnership with DW Fitness, resulting in all leads going to DW Fitness.
4. Support community transport, Bwcabus and Country Cars	✓ The Council has continued to support community transport schemes in the County. (See above – A.2,3 &4)
5. Support inclusion by ensuring all sheltered housing residents continue to benefit from wifi internet provision and IT training	See above - Opportunities for Employment & New Skills (5)
6. Continue to provide extra care accommodation, including 61 self-contained flats in Carmarthen and 50 in Ammanford	✓ We have successfully completed the development of our extra care housing facilities at Cartref Cynnes and Ty Dyffryn in partnership with the Family Housing Association. The schemes opened in November 2015 and April 2016 with on-site personal care and support provided by the Councils in-house Domiciliary Service. Tenancy support is provided by FHA. This development will help older people maintain their independence by providing self-contained 1 & 2 bedroom apartments catering for people with different needs. The facilities available and initiative taken by tenants, staff and the local community are already creating vibrant inclusive communities at both sites. See below.
7. Further develop the Third Sector Broker project to support the social and activity needs of people who do not require formal social or health services	✓ A prevention strategy has been written and framework for action implemented.
8. Continue to raise awareness of adult safeguarding and take action when rights are violated	✓ Following a management restructure, a new Senior Safeguarding post has been created which will have an increased strategic focus to raise awareness within and outside the Council and amongst the general public as part of the implementation of the Social Services and Well Being Act. Through the Choice Project, Carmarthenshire was chosen as one of two pilot areas in Wales, to design and test a new approach to justice for older people who experience abuse.

Cartref Cynnes, Family Housing's new £13million extra care scheme has been officially opened by Rebecca Evans AM, Minister for Social Services and Public Health. The scheme provides social care and housing that meets the needs of the community of Carmarthen and the surrounding area.

The development also acts as a community hub with businesses and activities available not only for the people who live there, but also for the wider community. These include a shop, hair and beauty salon, hobby and craft room, a being room, a library and IT facilities and a licensed restaurant, all of which are open to the public as well as to residents.

Welsh Government Minister for Social Services and Health Rebecca Evans, AM, said at the opening: "Cartref Cynnes is a model of how we can tackle loneliness and isolation together as it is clear this home is not simply of benefit to all of its tenants, but for the community as a whole.



Also this year we have supported 250 residents by giving them digital inclusion skills through key events across Communities First areas, allowing them to return to, or enter employment or training. We won a two year £90,000 rural grant for the exploitation of digital technology in rural Carmarthenshire – where we will run digital exploitation events and set up digital hubs in key Strategic market towns to improve access to Digital and Financial services, Digital Employability Opportunities and co-ordination of coaching, up-skill and volunteering opportunities.

This year over 550 members of Carmarthenshire's 50+ Forum were in attendance at the National Botanic Gardens of Wales to learn about efforts to improve the wellbeing of older people. Featuring Dame Esther Rantzen and Mark Drakeford AM as guest speakers, attendees were updated on Silver Line, the Social Services and Wellbeing Wales Act and Regulation and Inspection of Social Care in Wales.

Moreover, at the event:

- Over 40 organisations were in attendance to advise older people about services that could enrich their lives
- Key age-relevant information was disseminated to help support the wellbeing of older people
- A range of taster sessions, from cookery, ballroom dancing



reflexology to iPads were offered, in order to stimulate longer term commitment to personal wellbeing

- We also continue to support local communities to develop projects/activities to address issues of rural poverty which have been highlighted through the rural poverty study 2015.

New actions for 2016/17 include:-

- We will take forward the delivery plan for Ageing Well in Wales and ensure we link to other Council plans and with other relevant partners.
- We will provide literacy, numeracy, Welsh for Adults, ESOL and digital literacy courses together with engagement programmes for hard-to-reach learners. Launch a website promoting learning offered by other providers and private individuals.
- We will deliver a campaign to raise awareness of financial advice and support available to residents. We will link the Mobile Library service with Un Sir Gar (the Hub), SPICE and other Council services to provide employability and Digital support services across the county - linking in with the Carmarthenshire 'Do It Online' campaign

Monitoring and review

We will continue to report annually to the 50+ Forum and relevant Council Scrutiny Committees.

The Ageing Well Plan will be reviewed in 2018, in line with the revision of the overarching Ageing Well in Wales programme.