



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

The Strategy for Older People in Wales

2008-2013

Living Longer

Living Better

Foreword



In Wales we are in the fortunate position to be able to celebrate our ageing society. An ageing society is an enriched society. It, of course, brings with it many challenges but also many opportunities as well. This is why we launched our Strategy for Older People in Wales in 2003, to support the public and independent sectors to develop policies and plans that address the needs of an ageing population.

As set out in this document the next phase of the Strategy for Older People will focus on the 'mainstreaming' of ageing as well as the economic status and the well-being and independence of older people, but with their engagement continuing at its heart. These are all important priorities to be addressed robustly.

I am proud to be able to commend Phase 2 of the Strategy for Older People to you. It builds on the achievements of the first 5 years which successfully raised the profile of older people's issues and introduced a range of new policies and programmes at national and local level. I am delighted to say that this success has been widely recognised and not least with the appointment of a Commissioner for Older People in Wales in January 2008.

In finishing I would like to ask you to spare a few moments to read 'Gwanwyn', which has been written by our National Poet for Wales, Gwyn Thomas. It is thought provoking and inspiring!

A handwritten signature in cursive script that reads "Gwenda Thomas".

Gwenda Thomas AM

Deputy Minister for Social Services, Welsh Assembly Government

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GWANWYN

(Springtime)

There are some of us, at sixty,
Who are tempted to set our bums down
And feet up
And to sit in comfort staring
At the endless barren wastes of a screen
And those black holes in it
That are cosmic in dimensions
And forever ready to suck out
Of any viewer - into a vast unhide-bound maw
Any flickering of life,
Any inclination towards
A mite of original thought or action.
And if we are not careful
We may find ourselves freewheeling
Smoothly, unperturbably
In a shroud of a total and black
Lack of imagination
Into a grave to turn to dust,
Or a furnace to be burnt to ashes.

That is, if we do not possess
The will to not let go
Of the eternal springtime of imagining.
So, come out, friends, and dance,
Compose and sing;
Insist on feeling still and tasting still
The great wonder of the world.

Let's show all men that we are still alive.

Gwyn Thomas
National Poet for Wales

Written for the 2007 Gwanwyn Festival of Arts and Creativity
for Older People.

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Executive Summary

... there is no “quick fix” to the challenges and opportunities presented by an ageing population. There must be sustained and serious effort over at least a 10-year period if we are to tackle the broad ranging and often inter-dependent issues where change is needed to benefit older people now and in the future.

(The Strategy for Older People in Wales, 2003)

The introduction of the Strategy for Older People in 2003 was a landmark in Wales and it has received international recognition for its vision and scope. The Strategy challenges discrimination and negative stereotypes of ageing and celebrates longer life as an opportunity. A core feature of the Strategy is its emphasis on the engagement, participation and empowerment of older people. One key aim is to ensure equality and dignity and identify ways of remedying the unfairness that is often experienced in later life. It supports the continuing economic, social and cultural contributions of older people to society in general and their families and communities in particular. **In the breadth of its concerns, it recognises the social and economic determinants of health and well being and promotes active, healthy ageing.** In all these ways it rejects images of deficit and decline that are so often associated with ageing.

The Welsh Assembly Government has committed itself to a ten year Strategy and this document outlines the key strategic objectives for the second five years from 2008 to 2013. We build on the accomplishments of the first phase while recognising that this has to be a long term agenda of change. Renewed efforts from local authorities and our other partners will be necessary if we are to achieve progress across all policy areas.

Four themes are the focus of the Strategy, each associated with a broad strategic aim. These are:

- **Valuing Older People - Maintaining and Developing Engagement.**

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

- **Changing Society - The Economic Status and Contribution of Older People.**

Develop policies to increase the capacity of the over 50s 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.

- **Well Being and Independence.**

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.

- **Making it Happen - The Implementation of the Strategy.**

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

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

The following chapter provides an introduction to the Strategy for Older People in Wales, summarising key achievements of the first phase and describing the processes involved in developing the second phase of the Strategy. Each of the subsequent chapters focuses on one of the themes, showing how the strategic aims will shape our work and that of our partners.

Chapter 1

Introduction and Context

Growing Older

- 1.1 Preparation for a fulfilling and independent old age needs to start as early as possible and this is the reason that we have established 50 as the lower age limit for the Strategy for Older People. In many respects this might be considered too early to label people as old. Yet 'older' is relative and chronological age is not necessarily a good guide to people's needs and concerns. Indeed, **older people are not a homogeneous group** and it is often transitions in family and work roles that shape people's lives. There are considerable variations among the over 50s based on their stage in the life cycle.
- 1.2 **Work and caring roles shape the lives of many in their 50s.** Men and women are often employed, starting a second career or, for some women, entering the workforce for the first time. Those who are unemployed can face a lack of employment opportunities, limited access to job related education and training and lower incomes. This is the latter part of the so-called 'sandwich generation' who are caring for parents while continuing to provide support to their children and/or grandchildren. The pressures of juggling work and care responsibilities can be demanding.
- 1.3 **Retirement is often the main point of change for those in their 60s,** though there will be women and men who will want to continue to work past retirement age. In some cases, retirement will bring a sense of loss while others may see it as an opportunity to do things they put off while bringing up a family and working. In this way it can represent a new start, a feeling of renewal. Yet **this is also a time when caring for a partner becomes more common.** It is a decade when withdrawal from the workforce and the demands of the caring role can lead to greater social isolation. Retirement is also associated with a fall in income and there is a greater risk of poverty.

- 1.4 Many older people remain relatively fit, active and independent into their 70s and beyond, yet increasing age and growing frailty are linked.** There is a strong consensus about the nature of the problems faced by older people, particularly after retirement. Among these are:
- **Social exclusion and a lack of social support** can be a problem for those who live alone with few family members or friends and for some older people, elder abuse blights their life. Social isolation is exacerbated when older people are reluctant to go out for fear of crime, when there are inadequate local facilities such as shops and post offices, and poor transport provision.
 - **Lack of material well being** is reflected in the lower income of many older people and their greater risk of poverty. This alone has a major effect on their quality of life. Inadequate or inappropriate housing is another problem. These, together with social isolation, can render their lives depressing.
 - **Access to appropriate health and social care** is another problem mentioned by many older people and this can be a particular problem for people as they become frail.
- 1.5** It is in the light of such issues that we recognise the considerable challenge posed by demographic changes. This is especially so in Wales where we have a high proportion of older people. Birth rates have been falling while increases in life expectancy for men are predicted to rise from 76.4 years in 2004 to 80.3 years in 2024 and for women the rise will be from 80.7 years to 84.0 years in the same period. An increasing proportion of the population will be of pensionable age.
- 1.6** One indication of the ageing population is **the changing volume of royal birthday greetings**. In 1917, King George V sent 24 telegrams to congratulate everyone who was celebrating their 100th birthday that year. The tradition has carried on and in 1952, in the first year of her reign, Queen Elizabeth II sent 200 telegrams. In 2007, she sent out 4,623 messages of congratulations, now in the form of birthday cards. On the basis of population projections, it is anticipated that by 2031 nearly 40,000 people living in Britain will be over 100 years of age.

- 1.7 *When I'm 64... and More*, the report that laid the basis for the Strategy for Older People in Wales, notes that 'older people are usually considered against the context of their past, rather than their future'. This is especially so as people move through their 70s. In introducing the Strategy, the Welsh Assembly Government sought to both recognise and safeguard the future of older people. This chapter reviews the main features and accomplishments of the first phase of the Strategy for Older People from 2003 to 2008. It then outlines the processes involved in the development of the second phase of the Strategy which will span 2008 - 2013.

The Strategy for Older People in Wales, 2003-2008

- 1.8 Through the Strategy for Older People, the Welsh Assembly Government established a **broad framework** for the development of policies relevant to older people. **Local Government in Wales has been at the heart of the implementation of the Strategy. It plays the leading role in taking it forward** through tailored strategies and plans that meet local needs identified by the over 50s.
- 1.9 This is accomplished through **Community Strategies, Health, Social Care and Well Being Strategies and Local Development Plans**. These are formulated in partnership with the NHS, voluntary and independent sectors and local residents including, of course, older people themselves. Eighty percent of the funding for the Strategy committed by the Welsh Assembly Government has been allocated to local authorities to frame and implement policies within the broad national framework, while reflecting local priorities. Funding has also been provided to the voluntary sector.
- 1.10 In the first 5 years, **the primary aims of the Strategy have been to increase awareness of older people's concerns and to establish processes and structures that will help to sustain long term action**. This is directed towards changing images of older people and engaging them in the development of initiatives with respect to social inclusion, strong communities, and material well being, so that they influence local and national policy and service development. In all these ways, the Strategy contributes to the health, well being and independence of older people.

Engagement of Older People at the Local Level

- 1.11 One key focus of the first phase of the Strategy from 2003 to 2008 has been on promoting the engagement of older people** and local authority Coordinators have been central in this regard. They have been the core of the Strategy in establishing links between older people and Councils, as well as working with a wide range of partners in the local community. The past five years have seen the establishment of local 50+ forums throughout Wales. Many of them have been facilitated by local Co-ordinators who are funded by the Assembly grant to local authorities.
- 1.12** In addition, there are pre-existing older people's groups and others which have been facilitated more recently by voluntary organisations. The 'Speaking Up For Our Age' programme of Help the Aged and 'EngAge' spearheaded by Age Concern Cymru are noteworthy in this respect and both have received funding from the Assembly Government. These various groups stand alongside a range of special interest organisations which are often linked with 50+ forums. Some older people consider that the next challenge is to establish links between locally based groups in order to form a picture of the common concerns of older people in Wales.
- 1.13 Because it is local authorities who develop policy within the broad strategic framework set by the Welsh Assembly, strong participation of older people at the local level is critical.** Each local authority has appointed a 'Champion' for Older People, often a Cabinet Member who can speak for older people's concerns across a range of issues. Local Coordinators who have been appointed under the terms of the Strategy to facilitate the engagement of older people are based in the Office of the Chief Executive or else in Social Services.
- 1.14** Some local authorities have won Excellence Wales awards for their work in implementing the Strategy and establishing both 50+ forums and two way processes of communication between the Council and older people. In many instances, representatives of 50+ forums sit on key decision making and scrutiny committees. Of course, this is not the only way in which older people can make their voice heard, but it does establish formal structures. Other avenues of influence can also be used creatively.

1.15 Older people have been working in partnership with local authorities, voluntary bodies, health and other services on a wide range of issues. Among these are initiatives regarding:

- valuing older people and promoting social inclusion - transport, life long learning opportunities, intergenerational activities, and safety in the home and community;
- the economic status and contributions of older people - economic activity, income maximisation, job training, support for carers, and improving volunteering activities;
- prevention - health promotion, falls prevention, and schemes that support independent living such as home maintenance and assistive technology.

These will be further developed and they will continue in the second phase of the Strategy.

1.16 Given that there is local discretion about how Strategy funds are used, it is important that older people ensure that their issues and concerns are effectively presented to the local authority. This will be vital from 2010 when monies from the Welsh Assembly Government will no longer be earmarked specifically for the Strategy, but will be transferred into the local authority Revenue Support Grant (RSG). Thus, the creation of sustainable structures to give a continuing voice to older people is particularly important.

1.17 On non-devolved issues which reside with the UK Government - primary examples are employment policy, taxation, pensions and benefits - the Welsh Assembly Government works closely with the UK Government. Older people can make strong representation to their MPs and Ministers in Westminster as well as urging their AMs and the Welsh Assembly Government to continue to exert influence at the UK level.

1.18 At the national level, older people can make their views known to the Assembly and work through Ministers and AMs. Examples of issues where decisions are made by the Welsh Assembly Government are national frameworks for community learning and for charging for care. The Commissioner for Older People will also take up issues of national significance regarding older people.

National Structures

- 1.19** As an indication of its commitment to older people, the Welsh Assembly Government has appointed a **Minister with specific responsibilities for older people**. It has also established an independent **National Partnership Forum** to advise the Assembly Government on the development of policies relating to older people. With members appointed through a public appointments process, the Forum includes a broad range of expertise and is comprised of lay members, representatives from older people's organisations, voluntary organisations, local government, the health service and other stakeholder groups.
- 1.20** The first phase of the Strategy has also seen the successful passage of legislation through Parliament and the National Assembly for Wales to appoint a **Commissioner for Older People in Wales**; the first such post in Europe and, possibly, even further afield.
- 1.21 Other national support bodies have played a key role in the first five years of the Strategy:**
- **Age Alliance Wales (AAW)** is an alliance of voluntary organisations working in Wales. It has disseminated information to the voluntary sector, funded exemplar projects, sponsored publications and organised regional events around issues related to the Strategy for Older People.
 - **The Wales Institute for Health and Social Care (WIHSC)** supported partnership development within the Strategy and offered services tailored to needs identified within each authority. It also developed an Engagement Project with Coordinators to develop and implement innovative ways of encouraging engagement among the 50 plus.
 - **Better Government for Older People Cymru (BGOP)** developed national networks of Coordinators, Champions and 50+ Forums, disseminated good practice and acted as a channel of communication between the networks, the Welsh Local Government Association (WLGA) and the Welsh Assembly Government.

- The mandate of the **Beth Johnson Foundation** was to lead on the development of an intergenerational strategy. In addition, it has established the **Wales Centre for Intergenerational Practice** (CCIP) in partnership with the University of Glamorgan and this has played an important role in training and in disseminating information.

New Policies

- 1.22** 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.
- 1.23** 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 & well being;
 - challenging dependency;
 - intermediate care;
 - hospital care;
 - stroke;
 - falls & fractures;
 - mental health in older age;
 - medicines & older people.
- 1.24** 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 60s. **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.

1.25 The Strategy for Older People has been firmly founded on research and it provided the evidence for the initial development of the Strategy. This was continued in Phase 1 which included further research on black and minority ethnic group elders, gay, lesbian, bi-sexual and transgender older people, as well as the income of older people.

1.26 The achievements of the first five years of the Strategy for Older People in Wales are considerable and provide a firm base on which to build the second phase. The Assembly Government has conducted an independent evaluation of the early years of Strategy and the results of this are available through the contact details at the end of this chapter or at <http://new.wales.gov.uk/topics/olderpeople/strategy/?lang=en>.

Phase Two of the Strategy: 2008-2013

1.27 The Strategy for Older People in Wales has been an important agent for change, yet many of the issues it addresses - often associated with **ageism and discrimination - are deeply embedded in the social framework and are resistant to change.** It is for this reason that the Assembly Government committed itself to a ten year strategy, in order to encourage processes and policies which will underpin longer term actions to change the lives of older people. A primary focus of the first phase of the Strategy was on establishing processes to facilitate the engagement of the over 50s; an expression of citizenship through participation. As we have seen, the Assembly Government also introduced policy frameworks to address the health and well being of older people. These have spurred a wide range of activity at the local level to implement the aims and objectives of the Strategy.

1.28 The second phase of the Strategy will focus on **the importance of taking into account older people in ALL policy areas**. This is often referred to as ‘mainstreaming’. In addition to addressing continuing challenges in health and social care, the Strategy will encourage local authorities and other stakeholders to build on work already underway and further address the concerns of the over 50s in areas such as, planning and building regulations, economic development, education and skill development, transport, housing and income maximisation.

1.29 The priorities established by the Cabinet of the Welsh Assembly Government are shown in Appendix 1. They acknowledge the broad range of issues important to older people and build on research on the social and economic determinants of health and well being. The Assembly Government expects that local authorities, NHS trusts and local health boards will ‘mainstream’ older peoples’ concerns within Community Strategies, Health, Social Care and Well Being Strategies, and Local Development Plans. ‘Plan Rationalisation’, the new framework for local government programmes with these high level strategies will come into place in 2008-09. April 2008 marks the second round of Health Social Care and Well Being Strategies jointly prepared and implemented by local authorities and local health boards.

1.30 Phase Two of the Strategy is the product of extensive consultation and it continues to be founded on research. In October 2006, the Welsh Assembly Government established a ‘Task and Finish’ Advisory Group on the Strategy for Older People in Wales to make recommendations about the future directions of the Strategy. The Advisory Group included older people and older people’s organisations as well as representatives of other partner organisations. In its deliberations it considered:

- an independent evaluation report on the first phase of the Strategy;
- results of a consultation on priorities for the next five years of the Strategy;
- findings from focus groups which included over 150 older people including specific minority groups such as the older lesbian, gay, bi-sexual and transgender group and the minority ethnic elders group;

- policy papers provided by the Welsh Assembly Government; and
- background research papers.

1.31 The Advisory Group completed its work with a report, *Living Longer Living Better*, issued in March 2007. The report was circulated for consultation to a wide range of organisations, including older people's organisations. In all, 88 responses were received from individuals and groups across Wales who commented on the recommendations, themes and main strategic objectives which were proposed. *The Strategy for Older People in Wales: 2008-2013* is founded on the work and evidence considered by the Advisory Group and the comprehensive process of consultation on its report. The priorities for the second phase of the Strategy have therefore been based on areas for action identified by older people and their representatives who were engaged in the consultation.

1.32 The following Chapters focus on the four main strategic themes endorsed by the process of consultation.

In broad terms, they reflect key determinants of health and well being: social inclusion, material well being, healthy and active ageing and access to appropriate health and social care.

1.33 If you have any comments about this Strategy or would like to contribute to its implementation, then please write to Andrea Nicholas-Jones, Older People and Long Term Care Policy Directorate, Welsh Assembly Government, Cathays Park, Cardiff, CF10 3NQ.
Telephone 029 2082 5191 or
email Andrea.Nicholas-Jones@Wales.gsi.gov.uk.

Chapter 2

Valuing Older People: Maintaining and Developing Engagement

2.1 Among the key determinants of health and well being are a positive self image and a sense of social inclusion, being part of a network of family, friends and community. These are difficult to sustain when ageing is portrayed in negative terms and older people face discrimination and obstacles in establishing or maintaining relationships with other people. These issues underpin the strategic objectives discussed in this chapter.

Strategic Aim

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

Strategic Objectives

- Develop approaches in Wales that will promote a more positive image of older people.
- Enhance the participation of older people in society and at all levels of government, particularly in the planning and development of local services.
- Ensure greater understanding and respect between the generations.
- Counteract age discrimination.
- Increase the level of involvement of the over 50s in their communities, thereby promoting social inclusion.

Policies and Programmes

Responsibility

2.2 Several Welsh Assembly Government departments will lead on the policies and programmes discussed in this chapter: Department of Health and Social Services; Equality and Human Rights Division; Planning; the Housing Directorate; Department for the Economy and Transport; and Culture, Welsh Language and Sport. In many instances the Assembly Government sets the strategic framework and it is the responsibility of local authorities and their partners to develop and implement policies through their Community Strategy, Health Social Care and Well Being Strategy and Local Development Plan.

Commissioner for Older People

2.3 Wales has once again led the way and set an example for others to follow. Wales was the first country in the UK to appoint a Children's Commissioner and now it is the first to have a Commissioner to champion the interests of older people. Through a Public Appointments process that directly involved older people, Ruth Marks has been appointed by the Welsh Assembly Government as the first **Commissioner for Older People in Wales. The Commissioner is independent and her role will be to ensure that the interests of people in Wales who are aged 60 or more are safeguarded and promoted.**

2.4 The post of Commissioner is a symbol of the high regard we hold for older people in Wales; it will help to protect their interests and raise their profile. The Commissioner will be a source of information, advocacy and support to older people. As well as representing their interests as a whole, she will be able to look into the cases of individual older people if these raise issues of wider significance. She can consider the effects that public bodies, such as the Assembly Government and the NHS, have on older people and may publish reports with recommendations for change. She will be able to look at providers of Assembly Government regulated care services across Wales and could, for example, hold local authorities or health bodies to account.

Promote social inclusion

- 2.5 Social inclusion is a key element in the quality of life, health and well being of older people.** It is achieved in many different ways. In this chapter we focus on promoting positive images of older people, encouraging cultural events, supporting intergenerational collaboration, and combating age discrimination. All these counteract isolation and the marginality of some older people. Moreover, transport enables people to get out, a safe and well planned environment ensures that older people are not deterred from going out, while the switchover to digital TV, and the development of IT skills among the over 50s help them to feel in touch. Employment, lifelong learning and volunteering are discussed in Chapter 3, and housing and healthy and active ageing in Chapter 4.
- 2.6** *One Wales* (2007) sets out the agenda for change of the Assembly Government and resolves to regenerate communities across Wales. 'We will empower people to rebuild the social, economic and cultural fabric of their communities and we will engage positively and purposefully with community representatives.' Several of the elements of regeneration will help older people to feel more at home in their neighbourhoods. This will be reinforced by initiatives such as Community Support Officers and Neighbourhood Watch schemes which help to reduce crime and intimidating behaviour as well as older people's fear of crime. We endorse the work of Community Safety Partnerships and encourage them to take into account the concerns of older people about neighbourhood safety.
- 2.7** Another commitment in *One Wales* is to build on the success of free entry to our National museums and galleries and give Welsh pensioners **free entry to Assembly Government funded heritage sites**. This, too, extends the social world of older people.
- 2.8** **Improving access to public services** is also important in ensuring participation and engagement become a reality for all older people. We will develop a business case for the best approach and related costs in order to decide whether to introduce a single 'smartcard' for older people when they use public services such as libraries, leisure centres and local buses.

Promote a more positive image of older people

- 2.9** In addition to the creation of the post of Commissioner for Older People, **the Welsh Assembly Government will pursue other avenues to create more positive images of the over 50s.** We will ensure that all internal and public documents use language that does not stereotype older people. We would expect the media to provide varied coverage of the over 50s, moving away from stereotypical images and showing the range of their economic and social contributions. It is misleading to portray older people solely as frail and consumers of health and social care services.
- 2.10 Cultural events** are also important in showing the achievements of the over 50s and the Welsh Assembly Government will continue to encourage them as well as the activities which feature in them. One such event is Gwanwyn, a festival which publicises arts activities and projects with older people. In its first year in May 2007, over 120 events took place across Wales, covering many artistic mediums. It showcased the creative talents of older people with dance, drama, and music performances, and painting, photography, tapestry and wood carving exhibitions. Wales' national poet, Gwyn Thomas wrote a poem for the festival and this is reproduced at the front of this Strategy document. **The Gwanwyn Festival is based on evidence of the positive impact on emotional health and well being of involvement in arts activities, and the opportunities provided by the festival to challenge negative stereotypes of ageing.**

Engagement

- 2.11 A wide range of forums have been developed in different areas in Wales to represent the concerns of the over 50s.** Strategy Coordinators have facilitated forums or networks within local authorities and some authorities have won Excellence Wales awards for this work. Other forums have been supported by voluntary organisations. Indeed, voluntary organisations have played an important role in providing varied types of support to older people at the local level. This diversity is important and channels of communication and collaboration should be strengthened in the second phase of the Strategy, with stronger links established between the different types of forum.

2.12 In extending the engagement of the over 50s, it will be useful to reflect on achievements, how best practice might be shared and what gaps remain. In addition, new research on promoting engagement which has emerged from the first phase of the Strategy, can help in the consideration of how best to strengthen the participation of older people. **Working with the WLGA, local authorities, the voluntary and private sectors and older people, we will further develop policies to:**

- Tackle barriers to effective involvement of the over 50s.
- Widen involvement and increase engagement, using varied ways of reaching the over 50s.
- Reach groups which are seldom heard.
- Review the training needs of older people to ensure fuller engagement.

2.13 Working alongside our partners, the Assembly Government will produce guidance on meaningful and effective participation of older people. This will reinforce recommendations made in *Making the Connections* on citizen involvement, tailored to reflect the Strategy for Older People and the concerns of older people themselves. Guidance will be issued by spring 2009 and it will be passed on to all within the Assembly Government who consult with older people. **In both the engagement of and service provision for older people, it is essential that their Welsh language needs are addressed.**

Encourage intergenerational practice

2.14 It is important to ensure that there is understanding and respect between generations. **The Assembly Government will continue to promote positive images of the over 50s through intergenerational activities involving younger and older people.** We commend the work of the Beth Johnson Foundation and the Wales Centre for Intergenerational Practice in raising awareness of these issues, training and providing advice with respect to specific activities. Working with both young and old and their representative bodies the Assembly Government will develop an **Intergenerational Strategy**. A draft Strategy will be issued for consultation in autumn 2008.

Counteract age discrimination

- 2.15 Age discrimination and human rights are central themes in this phase of the Strategy for Older People.** Equality will be at the heart of all our work from the outset. We will mainstream equality across the work of the Welsh Assembly Government and test all of our strategic policies against age discrimination legislation. We are committed to developing a Single Equality Scheme and age will be a core element within this.
- 2.16** The Assembly Government's Strategic Equality and Human Rights Division will provide tools and strategic support to departments in taking the scheme forward. We have developed a model of policy which takes into account equalities and human rights. This will form part of the 'policy gateway' and 'policy integration' tools which are processes we have established to screen policies in their early stages of development. In those cases where it is deemed that a full assessment is needed, the Equality and Human Rights Division will help Assembly Government departments to coordinate a discussion, bringing in external experts to challenge and advise as necessary.

Transport

- 2.17** The Welsh Assembly Government acknowledges that **transport plays a vital role in ensuring that people can have an active social life and reach the services and facilities they require, thereby promoting social inclusion and community life.** As noted in *One Wales*, most journeys are local - going shopping, taking children to school, getting to work or keeping hospital appointments. Good accessibility to transport is important for everyone, especially more disadvantaged groups. Older people do not always have access to a car and are particularly reliant on public transport to make use of everyday services.
- 2.18** The emerging Transport Strategy 'Connecting Wales' notes that **accessibility is about more than making sure that transport is available and that it is free for older people.** It is also about the timing, reliability and convenience of public transport, the location of key facilities, whether people live close to them, whether they need to travel, and whether a facility can be accessed by those with mobility restrictions.

- 2.19** The Local Transport Bill will improve partnership working between local authorities and bus operators to **provide services that will meet local needs**. At the same time, it will include measures to remove the regulations that have restricted the growth of the community transport sector. Community transport operators have an important role to play in providing services such as demand responsive transport that cannot be offered by conventional bus operators. This will be of particular benefit to more rural areas. The Local Transport Bill is expected to receive Royal Assent later in 2008.
- 2.20** We will also establish a **Public Transport Users' Committee which will give passengers a stronger voice in the provision of local transport services**; the Committee will include people over 50 who can speak from their own experience on transport matters.

Rail travel

- 2.21 Reducing financial barriers to travel can help to enhance social inclusion.** In addition to the free bus passes provided by the Assembly Government, we have committed ourselves to improving rail discount arrangements for pensioners (*One Wales*). In May 2007 we introduced 12 month pilot schemes of free concessionary rail travel on the Conwy Valley and Heart of Wales railways. Cerdyn Cymru pass holders living in Conwy, and Gwynedd, and Carmarthenshire, Powys, and Swansea are eligible for travel under the pilot schemes. An evaluation of the costs and benefits of the pilot concessionary fare schemes will be completed by 31st March 2008. This will inform the decision making process for the provision of future schemes.

Development of the built environment

- 2.22** The needs of older people have to be taken into account as the planning process shapes land use and the built environment. **It is important that planning facilitates a sense of community and that older people can find their way round their local environments.** Neighbourhood regeneration, including social relationships and housing conditions, can have a profound influence on

health and well being. This is recognised in Welsh Health Circular (07) 067 which sets out the expectation of the Assembly Government that its initiatives in housing will be taken into account by each local authority and local health board in formulating Health, Social Care and Well Being Strategies. One of the indicators of change we will use to measure the changing circumstances of older people is the quality of their housing (see Appendix 3).

- 2.23** National Planning Policy (Planning Policy Wales, 2002) states that at an early stage in the design process, local planning authorities and developers should consider the issue of **accessibility** for all, including older people. It is now a statutory requirement that access statements accompany applications for planning permission and listed building consent. Guidance on inclusive design includes the needs of all, including those with mobility impairments, those with sensory impairments and those with learning disabilities.

Digital switchover

- 2.24** **Television is a link to the wider world for many older people.** Responsibility for UK wide policy on digital switchover lies with the UK Government's Department for Culture, Media and Sport (DCMS) and Department for Business, Enterprise and Regulatory Reform (BERR). Wales already has the highest take-up of digital TV in the UK. However we recognise the need to manage carefully the impact of digital switchover in Wales and are therefore working closely with the DCMS and BERR digital switchover team to ensure that the process will run smoothly when it begins in Wales in 2009.
- 2.25** A Targeted Help Scheme, funded by the UK Government and run by the BBC will operate in Wales during digital switchover. It will ensure that **the most vulnerable will receive practical help to go digital.** In addition, Digital UK will work with the voluntary sector in Wales to ensure that those people who may be considered vulnerable, but do not qualify for the Targeted Help Scheme, also receive assistance to obtain and install digital receiving equipment at the time of switchover.

Information technology

- 2.26 Information technology (IT) courses represent one of the most popular areas of provision for learners aged 50+.** Community learning is the main area of provision that attracts older learners, who account for more than half of those taking part. The Department of Children, Education, Lifelong Learning and Skills is developing a more strategic approach to adult community learning (ACL). As well as strengthening the planning and funding of ACL, the strategy will also seek to bring this area of learning in line with communities' own identified learning needs and other Assembly Government objectives. Together with local authorities, we will continue to promote the availability of IT and related skills training for older people.
- 2.27** The Assembly Government will continue to encourage innovative practice to enable older people to become more skilled with new technology for personal and work related purposes. For example, **all public libraries in Wales provide free local access to computers and broadband Internet connections.** Many public library services also provide free 'taster' sessions or training in IT skills aimed at older people.
- 2.28** Future Skills Wales identified IT as the skill that is most likely to grow in importance in the future but there are widely differing needs for such skills across organisations. The e-Skills Sector Skills Council has developed an **e-skills Passport which people can use to assess what skills they have and need.** This can help organisations better understand their employees' abilities and target training. Individuals can use the passport to record and update their IT skills throughout their lives.
- 2.29** We recognise that **widespread access to affordable, secure broadband** is important to individuals and businesses across Wales. It is critical that the telecommunications infrastructure in Wales is able to meet this challenge and thus able to help build a thriving and prosperous Welsh economy. The Assembly Government aims, where economically viable, to provide basic broadband services to areas in Wales that cannot get broadband for a variety of technical reasons.

- 2.30** The Welsh Assembly Government will seek support in the current round of EU Structural Funding to encourage and promote the use of Information Communications Technology (ICT) by individuals and businesses. Where the availability and affordability of ICT infrastructure represents a significant barrier it may be possible to consider targeted infrastructure solutions.
- 2.31** The following chapter takes up the theme of skill development and discusses job related training in the context of the economic status and contribution of older people.

Chapter 3

Changing Society: The Economic Status and Contribution of Older People

- 3.1** Extending working life can have a positive effect for many people. **Working is generally linked with better income, better quality of life, more active lifestyles, improved well being and a greater sense of social inclusion.** Yet in Wales over 30% of 50-65 year olds are economically inactive and, for many, this is not by choice. It can lead to financial problems and an inability to plan for retirement, resulting in a greater risk of poverty in later life. Without appropriate job training (older people have less access to training) workers' skills can become obsolete. Moreover, in the absence of flexible working arrangements it may be difficult for some older people to combine work with their caring responsibilities.
- 3.2** **Through work, older people make a significant economic contribution** (about 25% of our national output) **and this is no less true of those who are involved in caring and volunteering.** Estimates for Wales show that if carers were paid, it would cost at least £1 billion a year. The value of child care provided by grandparents is estimated at £259 million and the value of volunteering at £469 million a year.
- 3.3** In this chapter we focus on barriers to employment and other ways of making a social and economic contribution to Welsh society. We also consider the difficult economic circumstances experienced by a substantial proportion of older people; pensioner poverty is still a fundamental issue.

Strategic Aim

Develop policies to increase the capacity of the over 50s 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.

Strategic Objectives

- Support the recruitment and retention of older workers and increase economic activity by improving access to jobs for the over 50s, including the disabled and those who have experienced ill health.
- Enable older employees to re-train and upgrade their skills and, in addition, pass on their skills and experience, in part through intergenerational learning in the workplace.
- Support flexible working practices to accommodate carers and develop programmes to ensure gradual transitions to retirement.
- Identify barriers to life long learning and introduce policies to overcome them.
- Encourage volunteering programmes involving the over 50s in order to extend the active contribution of older people in society.
- Develop an integrated approach to tackling poverty, thereby maximising the impact of devolved policies on older people.

Policies and Programmes

Responsibility

3.4 The responsibility for leading on these strategic objectives lies with a number of Assembly Government departments: Department for Children, Education, Lifelong Learning and Skills; Department of Health and Social Services; Department of Public Health and Health Professions; and Social Justice and Local Government (Communities Directorate). With respect to non devolved responsibilities, UK Government departments will lead, though we seek to influence and work in close partnership with UK departments.

3.5 **The achievement of the goals outlined here will also depend on strong partnerships with local authorities, employers, trade unions, representatives of older people and other stakeholders.** In particular, these goals should be reflected in Community Strategies and Local Development Plans.

Retain older workers

- 3.6** In light of the benefits for the over 50s, employers, and the broader economy, the Assembly Government will continue to work with the UK Government and Local Government to **support the recruitment and retention of older people in employment**. It will also support the implementation of legislation to tackle age discrimination.
- 3.7** Access to training is unequal. In 2005, older workers were less likely to be trained than younger workers even though the number of young entrants to the labour market is set to fall. The Assembly Government wants to ensure that employees at all levels, of all ages, and in every sector, can benefit from learning opportunities. Without re-training, older workers' skills may become obsolete, undermining innovation and productivity.
- 3.8** Lifelong learning will become increasingly important in maintaining and updating the skills of an ageing workforce. The Welsh Assembly Government has already made progress: the abolition of the upper age limit for Modern Apprenticeships has enabled many older workers to benefit, in line with our commitment to social justice. **We will also work with employers, trade unions and sector skills councils to ensure that older workers are able to take advantage of all our existing skills programmes and new, more flexible learning opportunities** created through the Vocational Qualification Reform Programme.

Improve access to employment opportunities

- 3.9** While employment policy is reserved to the UK Department for Work and Pensions (DWP), the Assembly Government works closely with DWP and Jobcentre Plus to ensure that provision meets the particular needs and circumstances of people throughout Wales. **The key employment initiative to help older people is New Deal 50plus**, a voluntary programme designed to assist those aged 50 and over who have been unemployed and in receipt of benefits for six months or more. New Deal 50plus provides individuals with tailored, practical help and support in developing

their potential, gaining skills and experience, and finding and retaining work. From its inception in 2000 until the end of 2007, New Deal 50plus helped over 12,000 people in Wales aged 50 or over into employment.

- 3.10** The progress of New Deal 50plus in Wales will be reviewed in 2008-09. The review will focus, in particular, on recent enhancements including additional job seeking support for those aged 50-59 and improved back-to-work support for Jobseeker's Allowance claimants and their dependent partners aged 50+. This is being assessed in the context of DWP's plans to introduce a new, flexible, personalised approach for helping the most disadvantaged customers. Improved support for older people has been identified as a key priority in DWP's Welfare Reform agenda.
- 3.11** In addition, the Assembly Government's Department for Children, Education, Lifelong Learning and Skills is working closely with Chwarae Teg to promote the advancement of women in the labour market, including the promotion of flexible working practices which **facilitate women returning to work after raising children.**
- 3.12** Within the context of the new Skills and Employment Strategy for Wales, *Skills that work for Wales*, the Assembly Government is developing a model to improve the delivery of 'Welfare to Work' and skills measures to raise economic activity levels throughout Wales. Among the key actions identified are measures to **improve access to employment vacancies and opportunities for groups who are disadvantaged in the labour market, including older people.**
- 3.13** Where activity is eligible, it will also be possible to support the objectives of the Strategy for Older People, through access to project funding support from the 2007-2013 Convergence or Regional Competitiveness and Employment EU Structural Funds, particularly the European Social Fund programmes. **Older unemployed, economically inactive or disadvantaged individuals, or older workers, are recognised within these programmes as a target group.**

Work and health

- 3.14** Participation in the workforce can be limited by ill health and disability. The Department of Public Health and Health Professions is taking forward commitments in *One Wales* to improve access to occupational health services as part of its broader workplace health programme. The aim is to **improve health and prevent ill health at work and following illness or injury to help people return to work, and be retained in work.**
- 3.15** The Welsh Assembly Government is also engaged in the UK *Health, Work and Well Being Strategy* which is being taken forward in partnership with the Department for Work and Pensions, the Health and Safety Executive, the Department of Health and the Scottish Government. The Strategy aims to **improve the health and well being of the working age population.**
- 3.16** In addition to this, we will be represented on the proposed new UK Rehabilitation Council which aims to bring all strands of **rehabilitation** together, with return to work being a key element of this.
- 3.17** The key initiatives offering **support for older people with work-limiting health conditions who would like to make the transition into employment** are DWP's 'Pathways to Work' programme and the joint Welsh Assembly Government/Jobcentre Plus Wales 'Want2Work' project.
- 'Pathways to Work' operates on an all-Wales basis and is essentially aimed at helping people who are making a new claim for Incapacity Benefit.
 - 'Want2Work' is designed to provide support for longer-term economically inactive people (principally, though not exclusively, those claiming Incapacity Benefit or Income Support). Benefiting from European Social Fund Support, 'Want2Work' operates in selected wards in several local authority areas. Together with Jobcentre Plus Wales, we are exploring proposals for the further expansion of this initiative.

Lifelong learning

3.18 The Assembly Government recognises the wider benefits of learning for all, including older people. Ongoing policy development for learners of all ages is informed by a range of evidence. This includes identifying the particular obstacles faced by older learners and devising strategies to overcome these. The **barriers to learning at an older age** include:

- poor health and disability;
- conflicting care responsibilities;
- lack of information;
- possessing few or no qualifications;
- inaccessible facilities and transport difficulties;
- lack of confidence;
- age discrimination; and
- the cost of provision.

3.19 The Department of Children, Education, Life Long Learning and Skills (DCELLS) has been developing its strategic approach to older learners. It will continue to work with NIACE Dysgu Cymru in support of its **adult learning campaigns**, specifically 'Taking Control', 'Sign Up Now' and Adult Learners Week. These **raise awareness of learning opportunities** available to adult learners, with an increasing focus on older people.

3.20 One of the barriers faced by older people is the **cost of learning**. While the Assembly Government does not have a charging policy at present, the forthcoming Skills and Employment Strategy is likely to recommend adoption of a fee policy in future years. DCELLS has developed **an adult learners funding guide which provides clearer guidance for adults, including older learners, on the range of financial support which may be available to them**.

3.21 Older learners are also an integral strand in DCELLS' work on an **adult community learning strategy (ACL)**. Recognising barriers faced by some learners including older people in many instances, this work will take account of formal, informal and non-accredited learning offered through the community learning route.

Recognise and encourage the social contributions of the over 50s

- 3.22** Since devolution, the voluntary sector has become a partner in delivering Assembly Government priorities by mobilising voluntary effort, informing policy, and delivering services. It is to be known as the 'third sector' and will become more closely aligned with national and local priorities. It will emphasise the value of voluntary action, help to strengthen communities, provide a voice for citizens and engage in social enterprise.
- 3.23** The Assembly Government has developed a Strategic Action Plan for the Voluntary Sector in Wales. Part of this will be to design, launch, and sustain support for a **campaign aimed at dramatically increasing the numbers of volunteers in Wales, and enhancing the quality and impact of volunteering experiences.**
- 3.24** **Older people also make significant social and economic contributions in their roles as grandparents and also as carers for their partners, family members or friends.** The Assembly Government *Report on Grandparenting* (2006) identified the issues. The caring role can be demanding and, while valuable and satisfying in many ways, carers can be cut off from other activities. Those who are employed have the right to request flexible working from their employers, though there is no obligation on employers to approve this. For those who are full time carers, it can be difficult to find employment or even to engage in volunteer work, yet these are essential in order to maintain social networks, provide an external focus and source of satisfaction, as well as improving their financial circumstances and their self esteem. The Carers' Strategy for Wales recognises such issues and they are likely to inform the development of the UK Carers' Strategy.

Tackle poverty

- 3.25** Pensions and benefits policies are the responsibility of the UK Government. The Welsh Assembly Government acknowledges the problem of poverty among the over 50s and recognises the importance of **pensions** to older people. We will continue discussions on these issues with the UK government.

- 3.26** Within its devolved powers the Assembly Government has continued to develop and implement a range of policies and programmes to **combat the poverty and exclusion faced by disadvantaged groups and those living in the most deprived communities**. These aim to increase income, encourage better financial management and stimulate wealth creation. **Our commitment in One Wales is to provide extra help for pensioners with council tax.**
- 3.27** In 2006-07 we allocated £1.5m to local authorities to help them in their efforts to **increase take-up of Council Tax Benefit (CTB)**. The focus was mainly on pensioners as DWP estimates indicated that was where take-up was lowest. The scheme was successful, yet there are still many pensioners who do not claim CTB. Ministers have decided to invest further funds in a benefit take-up scheme and have allocated £1m a year for the next 3 years (2008-2011). This time round, the scheme will include Housing Benefit as well as CTB.
- 3.28** **Income maximisation will be one of the 5 core themes of the Welsh Financial Inclusion Strategy** to be published in autumn 2008. The Strategy will create stronger relationships and clearer referral systems between stakeholders and it will build on existing initiatives such as Link-AGE Wales and 'Better Health, Better Advice'. More needs to be done to ensure older people fully take up benefit entitlements and have effective advice services. Older people will be regarded as a priority group with particular needs that merit specific attention.
- 3.29** *One Wales* also commits the Assembly Government to 'embed and implement in full the strategy relating to the support and co-ordination of advice services in Wales, so that **comprehensive benefit advice is available in all local authority areas**'. As a first step, work to identify the gaps in advice provision has begun and this will also take into account the future delivery of advice services, as outlined in the Legal Services Commission and Assembly Government policy document *Making Legal Rights a Reality in Wales* (September, 2007). The Assembly Government will continue to work with the Legal Services Commission, and other partners, to ensure that the commissioning and delivery of advice services in Wales reflect people's needs and priorities and that they support the most vulnerable people in particular.

Chapter 4

Well Being and Independence

- 4.1** Chapters 2 and 3 have addressed many of the social and economic determinants of health and well being among the over 50s and these are incorporated into our Strategic Objectives. For example, we have outlined initiatives with respect to changing images of ageing; promoting social inclusion; increasing economic activity among the over 50s; maximising claims for benefit entitlements; encouraging volunteering; and, in general, recognising the social and economic contribution of older people.
- 4.2** In this Chapter, our focus is largely on policies with respect to housing, health and social care, given the indissoluble links between them. Such policies can prevent problems developing to such a point that the independence of older people is threatened.

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.

Strategic Objectives

- Further develop an evidence based programme of health promotion for older people.
- 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.
- Ensure that older people - especially those with disabilities - have access to the help they need to remain in their own homes including timely access to heating, adaptations, repairs, telecare as well as other assistive technologies and supported housing programmes.

- Introduce new measures to support carers by specifying and protecting their rights.
- Address variations in standards of care and achieve consistency in the availability and quality of health and social care services.
- Implement the programme of reform set out in the Social Services Strategy for Wales, *Fulfilled Lives, Supportive Communities*, delivering high quality and responsive social services to vulnerable older people and promoting their social inclusion and independence.
- Ensure that health and social care services in Wales preserve the dignity of older people through a care system in which there is zero tolerance of abuse and disrespect.
- Develop policies to secure better mental health and well being for older people and improve the planning and delivery of services, including those that prevent mental health problems in later life.
- Facilitate the development of a viable, confident and responsive care home sector which delivers quality services in Wales and includes more flexible models of care.

Policies and Programmes

Responsibility

- 4.3** The responsibility for leading on these strategic objectives lies with the Department of Health and Social Services, the Care and Social Services Inspectorate in Wales, Health Inspectorate Wales, the Department for Public Health and Health Professions, and the Housing Directorate. With respect to non-devolved areas, such as benefits, UK Government departments have statutory responsibility.
- 4.4** The achievement of **many of the goals outlined here** will depend on strong partnerships between local authorities, the NHS, voluntary organisations, care providers in the independent sector, representatives of older people and other stakeholders. They **should be reflected in Community Strategies and Health, Social Care and Well Being Strategies at the local level.**

Promote Healthy Ageing

4.5 Prevention is at the heart of the Healthy Ageing Action Plan (2005) which focuses on key determinants of health and well being. The Plan recognises the importance of social, economic and environmental determinants of health and well being, and identifies health promotion activities that are of specific benefit to older people. These address issues such as:

- physical activity;
- healthy eating;
- emotional health & well being;
- stopping smoking;
- sensible drinking;
- sexual health;
- home safety & warmth;
- influenza immunisation;
- raising awareness of general health screening.

The main elements of the Plan which are led by the Welsh Assembly Government are the 'Ageing Well' Programme in Wales; 'Moving More Often' and the 'Keep Well This Winter' Campaign. The Plan also forms the main part of the 'Promoting Health and Well Being' element of the National Service Framework for Older People which is the responsibility of the NHS and local government. All these aspects of the Plan will have been evaluated by autumn 2009.

4.6 Access to affordable and high quality food is one of the core themes in the Quality of Food Strategy being developed by the Assembly Government. This is important for everyone though priority must be given to low income and vulnerable groups who have been shown to have a poorer diet. These include vulnerable older people on low incomes with limiting long standing illnesses. One response to this is food access projects for disadvantaged groups and in areas of greatest need. A more fundamental option is to work with the public and commercial sectors to develop programmes to help reduce inequalities with regard to

access, availability and pricing policies. Community planning which includes local shopping facilities can also contribute to the accessibility of food; the challenge is to ensure quality and affordability.

4.7 The Welsh Assembly Government recognises the fundamental importance of good nutrition, and of ensuring that vulnerable older people are helped to eat, especially in the hospital setting and care homes. Malnutrition affects 10% of people over the age of 65 and is recognised in 40% of all admissions to hospitals.

4.8 A Food in Hospital Task and Finish Group, chaired by the Chief Nursing Officer, has explored all aspects of food in hospitals, including issues around feeding. Among the main recommendations of the Food in Hospital Group were that lessons learned from initiatives to improve food quality and practice in hospitals must be shared across Wales and that the work in hospitals be supported by **improving the quality of food served in community settings such as nursing homes and through meals on wheels services.** The recommendations from the group will be incorporated into the Action Plan resulting from the Welsh Food Debate by the end of 2008. Further action will also be needed to address malnutrition in the community as it frequently goes unrecognised.

Living at Home - Preserving Independence

4.9 As we noted in Chapter 2, housing conditions can influence people's health and well being and the Welsh Assembly Government expects that Health, Social Care and Well Being Strategies, as well as other local plans, will reflect its policies regarding housing. This chapter discusses several of these initiatives.

4.10 Fuel poverty is a major problem for many older people. The Assembly Government will maintain its commitment to tackling fuel poverty among pensioner households, relying on a multi-agency approach to identify and help households which could benefit from heating and insulation measures as well as advice on benefit entitlement. The same approach forms the basis of our 'Home Energy Efficiency

Scheme' and our 'Keep Well This Winter' campaign, being important ways of engaging with local and national agencies to eradicate fuel poverty. A total of £19.6m was committed in 2007-08 and this will rise to £20.6m by 2010-11.

- 4.11 Older people report problems in looking after their homes, arranging for the required maintenance and making adaptations when changes in mobility require this.** The Welsh Assembly Government will continue to commit core funding for the provision of a Care and Repair Agency in each of the 22 local authority areas across Wales. This is one of the main ways in which older and disabled people can arrange physical adaptations to their homes.
- 4.12** Additional funding is provided via Care and Repair Cymru for the Rapid Response Adaptations Programme which helps keep older people in their own homes, preventing hospitalisation and the need for residential care. It also allows earlier discharge of patients who are hospitalised. For older people living in homes owned and managed by registered social landlords in Wales, the Assembly Government supports the cost of adaptations through the Physical Adaptations Grant Scheme. In 2008-09, £4.5m is earmarked for core funding for Care and Repair and £2.1m for the Rapid Response Adaptations Programme.
- 4.13 Community equipment services are vital in supporting the independence of disabled people and facilitating other service provision for older people.** Up to now, they have been divided between the NHS and local government, a division which does not necessarily make the best use of resources. For this reason, the Welsh Assembly Government is making available a £12.5 million capital grant to support the integration of community equipment services. All 22 local authorities in Wales now have a coordinator to manage the integration process which will involve the development of agreements concerning pooled funds. A single service will be beneficial to service users, carers and professionals who prescribe such equipment.
- 4.14** As outlined in *Fulfilled Lives, Supportive Communities* - the strategy for social services in Wales over the next decade - the Welsh Assembly Government will work with its partners in local government, health and the housing sector to **use emerging care technologies which allow**

remote monitoring of people's well being, linked to rapid response services. This will reduce the need for admission to hospitals or care homes. Our target is to equip 10,000 homes across Wales and almost £10m in capital grant funding is being made available to local authorities over three years for the purchase of telecare sensors and other equipment. When linked by telephone to a monitoring and response centre, these can be used to maintain people with high care needs in their own homes. They can also offer re-assurance and security to those with support needs and to their carers.

- 4.15** All 22 authorities in Wales now have a named lead officer for telecare, are members of an all-Wales Telecare Learning & Improvement Network, and have produced strategies for the development of local services in partnership with local health boards and other agencies. A website for all matters relating to the development of telecare in Wales has been established at www.ssiacymru.org.uk/telecare.
- 4.16** The Welsh Assembly Government will also promote a new vision of future housing options for older people. **Extra Care Housing can provide more support than traditional sheltered housing while offering greater independence.** Care and support are close at hand and people live in a community of mixed tenures (they might own or rent) and mixed abilities. They have their own front door, yet can benefit from communal facilities, and their homes are built to lifetime standards in order to accommodate their changing care needs. This means that if people become frail they do not have to leave their homes but can have care packages easily brought to them, while remaining as independent as possible in a supportive community setting. The homes are available to people who are mobile as well as those who have become frail. Local authorities bid for Extra Care schemes and the Assembly Government has set aside £21m a year to subsidise the scheme.

Support Carers

- 4.17** **'We will review the Carers' Strategy and prepare legislation on the rights of carers'** (*One Wales*, 2007). The care provided by unpaid carers is as significant as the care provided by the NHS. In recognition of this,

and acknowledging the considerable demands and stress they face, the Welsh Assembly Government intends to seek powers from the UK Government to act on matters regarding carers. A Legislative Competence Order (which requests such powers) will be brought forward in 2008 and it is anticipated that approval will be in place by autumn 2009. The measures to be specified in the Order, along with a 'rights based' policy agenda, will be developed in consultation with stakeholders, including carers themselves, and the draft measures will be issued for full public consultation.

4.18 The Carers Strategy for Wales Action Plan was launched in 2007. Among its provisions are:

- better information for carers on the performance of local authority services;
- improved monitoring of carers' health;
- better primary care support arrangements for carers;
- checks on whether carers are effectively engaged in hospital discharge arrangements;
- a new small grants scheme to support local carers' groups to provide better information.

The action plan will be reviewed in 2008 and revised to take into account the proposed new UK Strategy for Carers which we are helping to develop.

Improve Health and Social Services

4.19 Two main strategies establish the framework within which health and social services for older people are developed, implemented and monitored. The *National Service Framework for Older People* (2006) has established ten **national standards in health and social care**. These cover general issues such as person centred care, as well as specific health problems such as stroke. Within these standards provision is made for practices such as regular medication reviews. The NSF will be evaluated in 2009 and further specific targets and actions will be introduced for the second stage in order to ensure **continuing quality improvements and consistency across different areas in Wales**.

- 4.20** The other key strategic framework is *Fulfilled Lives, Supportive Communities* (2007), which will be implemented from April 2008, establishing **the policy direction for social services over the next ten years**. Older people make up the largest client group for social services and so the Strategy is particularly relevant for them. It will give people who need social services a greater say about what they need and how it is provided; earlier interventions will promote independence and the realisation of a person's full potential; older people affected by illness and impairment will be supported at home with the need for admission to hospitals or residential care greatly reduced; and carers' needs will be recognised. **The principles underlying the Strategy are of social services which are strong, accessible and accountable, in tune with individuals' and communities' needs and which promote social inclusion and citizens' rights.**
- 4.21** In addition to this strategic framework for social services, the Welsh Assembly Government is developing **a longer term vision of the changing nature of care in Wales**. While the role of unpaid carers will continue to be crucial, an ageing population will lead to even greater demands on services and it is anticipated that the next cohort of older people will have higher and different expectations of the quality and choice of services. The Assembly Government has committed itself to a comprehensive review of the funding required for social care in Wales. This will start in 2008-09 and will be completed by the summer of 2010. The UK Government is planning to produce a Green Paper on the support given by social care and how responsibility between the individual and the state for paying for care is determined. The Assembly Government will collaborate with the UK Government on this work.
- 4.22** As well as funding levels and resource use, workforce planning will be a key issue. **We need an adequate supply of well qualified care workers who see caring as a career and who receive appropriate levels of pay.** The Assembly Government has committed itself to 'build on existing workforce plans to include all care staff, with a strong emphasis on work-based training to enable individuals to gain qualifications on the basis of their practical skills and to develop these skills further' (*One Wales*).

4.23 Paying for care is an important issue for many older people. As promised in the *One Wales* document, the Welsh Assembly Government has applied for a Legislative Competence Order, which specifies the measures the Assembly Government wishes to introduce to achieve greater consistency in charging for non-residential services. 'We will seek the powers, and then bring forward legislation, to create a more level playing field in relation to charges for domiciliary care services' (*One Wales*).

Preserve Dignity and Respect

4.24 The Welsh Assembly Government has announced a new Dignity in Care Programme for Wales which aims to achieve **a care system with zero tolerance of abuse of and disrespect for older people.** Dignity is multi-faceted, involving respect, privacy, autonomy and reinforcement of self worth. Threats to the dignity of older people can be seen in situations where a person is emotionally or physically abused, stigmatised, humiliated, neglected, or treated more as an object than as a person. It is also evident when professionals and service providers do not meet or respond to a person's needs, ranging from what they wish to be called to the types of treatment or care they are given.

4.25 The initial focus of the Programme will be on raising awareness of these issues; most of them are already part of the occupational standards of many health and social care staff. At the same time, local and national partnerships of all stakeholders, including older people, will develop further training and monitoring programmes and action plans to ensure that the day to day delivery of services protects the dignity of older people. At the local level responsibility lies with the NHS - local health boards and Trusts - to ensure that hospital and primary care services respect patients' dignity. Local government has a similar duty to its clients. The broad national strategic frameworks that guide health and social care services, *Designed for Life* and *Fulfilled Lives, Supportive Communities*, will encompass this new emphasis on dignity.

- 4.26** With respect to **elder abuse**, our Adult Protection Advisory Group will identify the causes of abuse of older people, the extent of the problem, the most effective mechanisms for tackling it and how best to support those affected. The first step, in 2008, will be to consider the scope and depth of the existing policy framework and already published research on these issues in order to determine the need for further action.

Mental Health

- 4.27** August 2007 marked the launch of a second report from the UK Inquiry into Mental Health and Well Being in Later Life. It reveals that **mental health problems affect many more people in later life than previously thought and the numbers will increase in the future**. Many such problems among older people can be traced to their isolation, loneliness and poverty. The Assembly Government is currently developing a Mental Health Promotion Action Plan, which includes a section on mental health in later life. The National Service Framework for Older People in Wales already includes standards with respect to mental health and it requires local health boards and local authorities to work together to actively promote good mental health; tackle stigma relating to mental health; and promote the social inclusion of people with mental health problems. These issues will be given an even higher priority in the next stage of the NSF.
- 4.28** As in the rest of the UK, it is predicted that increasing numbers of people will suffer from **dementia** in Wales: over 11,000 more, a rise of 30% between 2007 and 2021. The Assembly Government has also undertaken a review of existing strategies and any gaps in policy and service provision with respect to dementia. This suggests that current policy and proposed service models for dementia as laid down in existing guidelines are comprehensive. The challenge is to establish and share best practice, ensuring that there is consistency in the implementation of the guidelines.

Raise Standards in Care Homes

- 4.29** The Welsh Assembly Government, through the Care and Social Services Inspectorate in Wales (CSSIW), **reformed the way in which care homes are regulated in Wales.** These regulations, which have been in place for several years, cover issues such as the fitness of managers and staff, the duty of care to service users and the fitness for purpose of the buildings. In addition, after extensive consultation, **national minimum standards have been established to set out the level of care expected in services and to introduce greater consistency in standards across Wales.** In evaluating care homes, the views of service users, carers, relatives and staff will be taken into account in order to capture the ways in which care is experienced by both recipients and care workers. The CSSIW monitors performance against the regulatory framework and works with providers to continually improve services. **In 2008 we will review the framework of regulations and national minimum standards for adult care services** which include both domiciliary care and care homes.
- 4.30** The Chief Inspector's Overview of Care and Social Services for 2006-2007 notes that while there have been encouraging improvements in social service provision in Wales over the last year, there continue to be problems and a growing gap between good and poor performers. Among the reasons for this are problems with some services which have inconsistent processes for assessment, care planning and review, and problems with workforce management. The Chief Inspector comments that the levers are now in place to drive improvements and the implementation of *Fulfilled Lives, Supportive Communities* will be important in this regard. Moreover, the Welsh Assembly Government is developing strategies to improve the ways in which local health boards and local authorities contract with providers to both purchase care for older people and assure the quality of the care that is provided.

Chapter 5

Making it Happen: The Implementation of the Strategy

- 5.1** Previous chapters have outlined the initiatives we are taking during the second phase of the Strategy for Older People in Wales. These have focussed on the engagement of older people; the importance of addressing two key determinants of health and well being - social inclusion and material well being; and the provision of appropriate high quality health and social care services which maintain older people's sense of control over their lives.
- 5.2** In this chapter we show the ways in which the second phase of the Strategy will be implemented. The value of strategic frameworks is only evident when it is reflected in the development and implementation of policies and action plans.

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 the basis for effective planning for an ageing population and reflecting the concerns of older people.

Strategic Objectives

- Strengthen the core structures which have supported the Strategy and ensure an emphasis on mainstreaming the Strategy.
- Work with national partner organisations that will make significant contributions to the second phase of the Strategy.
- Continue to provide support funding for the Strategy with an expectation that the Strategy's aims and objectives are mainstreamed locally and nationally.

- Monitor the progress of the Strategy with respect to implementation of policies, programmes and services, and establish key indicators which will chart changes in the circumstances of older people.
- Foster research with and on older people.
- Improve access to information and channels of communication.

5.3 The implementation of the Strategy for Older People cannot be carried out in isolation and must involve meaningful partnership with local government, the voluntary sector, private sector, older people's groups and older people themselves. In recent years, we have placed even greater emphasis on partnership working and on regional collaborations, reflecting the recommendations of *Making the Connections*. Moreover, the Beecham Report, *Delivering Beyond Boundaries*, made it clear that public service organisations must do more to involve individuals, ensuring that they are engaged in the design, delivery and improvement of public services.

5.4 **The actual delivery of the Strategy is driven from a local basis**, taking account of the differing issues across Wales and ensuring that services are tailored to customer need. Considerable progress has been made in the first stage of the Strategy and this will be built on in the second phase. From 2008-09 local authorities will have a duty to produce one overarching Community Strategy with three other strategies feeding into this - the Health, Social Care and Well Being Strategy, the Children and Young People's Plan and a Local Development Plan. In the second phase of the Strategy for Older People, the emphasis is on 'mainstreaming' the concerns of older people, so that they are integrated into all policy areas. This means that they should be taken into account by all departments and in each of the core Strategies developed at the local level.

Core Structures

5.5 Leading the Strategy in the Welsh Assembly Government is a **Minister with specific responsibility for older people** who ensures that Cabinet decisions are implemented. **The Cabinet has approved an agenda for change which encompasses the mainstreaming of the Strategy for**

Older People - its aims and objectives and underlying values must be taken into account by all Assembly Government and local authority departments. Assembly Government departments have identified the areas that they will implement throughout this second stage. The themes approved by Cabinet are listed in Appendix 1 and the implementation plan is presented in Appendix 2.

- 5.6** At the local government level, authorities have made real progress since the launch of the Strategy and Coordinators have played a crucial role in developing and implementing the Strategy. Further priority and emphasis will again need to be given to this over the next five years. There is some evidence to suggest that Coordinators are best placed in the office of the Chief Executive rather than in Social Services. The former is more likely to facilitate a broad strategic approach with meaningful collaboration across many local authority departments. **Co-ordinators need a wide corporate remit in order to implement the Strategy**, therefore, no matter where they are based, they must have the ability to ensure broad departmental collaboration so as not to focus solely on health and social care. This is crucial for the mainstreaming of the Strategy and Coordinators **will need to receive strong management support and leadership from the Chief Executive.**
- 5.7** While the role of ‘**Champion for Older People**’ within local councils is important, it can vary across local authorities. To **encourage full representation of the concerns of older people and action across all relevant local authority departments**, the Welsh Assembly Government will draw together existing guidance that supports the Champions, outlining their role and key expectations.
- 5.8** **Local authorities have taken significant steps towards engaging with older people, though they still face the challenge of reaching as many of them as possible**, in particular, engagement with those who are unable to leave their homes, people in their 50s and early 60s, members of ethnic minority groups, lesbian, gay, bisexual and transgender groups and other groups who are seldom heard. It is important that the diverse population of over 50s are meaningfully engaged in the formulation and implementation

of policy. We will issue guidance to local authorities on the engagement and participation of 50+ forums and encourage the introduction of plans to reach as many older people as possible.

5.9 One crucial issue to address is that of communication. The Strategy for Older People is founded on engagement, partnerships and joint working and if these aspirations are to be realised, they must involve **strong channels of communication**. It will be important to consider:

- how best the voice of older people is to be expressed at regional and national levels;
- how they are to be provided with feedback;
- how effective practice can be shared;
- how research findings are disseminated and made accessible to different audiences; and
- how advice is communicated to the Assembly Government.

These issues must be addressed by all partners during the second phase of the Strategy.

National Partner Organisations

5.10 The **National Partnership Forum** will draw on research and the expertise of its members to provide advice on priority issues affecting older people. It will play a stronger role in advising the Assembly Government as well as engaging with senior officials across all departments involved with the Strategy.

5.11 The **Welsh Local Government Association (WLGA)** will employ an all-Wales policy officer for ageing and older people who will be based in their social justice and equality department. The policy officer will support local government with the mainstreaming of the agenda set out in the Strategy for Older People. S/he will also make links with the Equality and Human Rights Commission and prepare local authorities for the time when Strategy funding is directed to the Revenue Support Grant in 2010. The Assembly Government will also work closely with **Better Government for Older People UK** who have committed themselves to work with older people's groups and share best practice.

- 5.12 Age Alliance Wales**, an alliance of voluntary organisations working in Wales, will continue its work representing the concerns of its members as well as disseminating information to the voluntary sector. It will be funded by the Assembly Government through a grant to Age Concern Cymru to support the coordination of the Alliance.
- 5.13** Financial support will continue for the important intergenerational work of the **Beth Johnson Foundation** and the **Wales Centre for Intergenerational Practice** based at the University of Glamorgan. An Intergenerational Strategy will be issued for consultation in 2008.

Funding

- 5.14** Funding for the Strategy for Older People is allocated in the context of increasing pressures on public funds at the national and local level. Nevertheless, the Welsh Assembly Government will make available some £12.1 million over the next three years for the Strategy. The allocation for each year is £4.6m in 2008-09; £4.0m in 2009-10; and £3.5m in 2010-11. This includes a total of £5m which is allocated to the new post of the Commissioner between 2008 and the end of March 2011.
- 5.15** In addition to this, many older people benefit from the funding the Welsh Assembly Government provides across its programmes including local government, the NHS and voluntary organisations. Some of the specific funding strands are for:
- employment at 50+;
 - Communities First;
 - the Volunteering Initiative;
 - the Carers' Strategy;
 - free bus travel;
 - free swimming;
 - health promotion strategies;
 - six weeks free home care;
 - home care charging;
 - telecare;
 - community equipment;

- reform of the NHS;
- Primary Care action plans.

5.16 In 2008-09 local authorities will receive £2.4m, and in 2009-10, £1.7m, representing a reduction in funding for small scale pilot projects. Thereafter, the Assembly Government funds will transfer into the Revenue Support Grant of local authorities and they will receive £1m in 2010-11. This amount assumes that when the Strategy is mainstreamed across all local authority departments, the costs will be absorbed by these areas which may benefit from efficiency savings. The level of funding will enable councils to continue to support the key roles played by Coordinators, Champions and over 50s forums. This means that there will be more emphasis on local responsibility for the achievement of the strategic goals, including the commitment of appropriate resources to achieve them.

5.17 Almost £800,000 a year from 2008-09 to 2010-11 has been assigned to the voluntary sector; a combination of Strategy and Section 64 monies. This will fund Age Alliance Wales to continue voluntary sector support for the Strategy, Age Concern Cymru, Help the Aged, the Alzheimer's Society, the Retired and Senior Volunteer Programme and also the Beth Johnson Foundation in respect of the Intergenerational Strategy.

Monitoring

5.18 There are several ways in which the progress of the Strategy for Older People is monitored. Local authorities and other bodies funded by the Strategy submit annual reports and towards the end of the first phase independent reviews were conducted of the Strategy in general and of its national partner organisations. This practice will continue in the second phase of the Strategy.

5.19 Following consultation, we have developed **Indicators of Change** which refer to some of the devolved responsibilities outlined in the Strategy. These are listed in Appendix 3. They focus on aspects of the key strategic aims:

- **social inclusion** - fear of crime, and if appropriate measures can be identified, transport and contact with friends and family;
- **material well being** - employment rate, involvement in work related education/training;
- **active ageing** - participation in sport or leisure activities;
- **social care** - receipt of community based services helping people to live at home, quality of housing;
- **health care** - access to selected surgical procedures;
- **health and wellbeing** - healthy and disability free life expectancy.

These will rely on data that is already collected, so that in most instances changes can be charted over the period of the Strategy and beyond. While they cannot replace a much fuller understanding of the situation of older people in Wales, they will paint a picture of how key features of older people's lives change over time. This information will be supplemented by data covering UK responsibilities and will be reported regularly.

- 5.20** The other new aspect of monitoring is the appointment of the independent **Commissioner for Older People in Wales** whose mandate will be to scrutinise the performance of national and local government and act as an advocate for older people, representing their interests.

Research and Communication

- 5.21** From the beginning, **an important aspect of the Strategy for Older People is that it has been evidence based**, drawing on diverse sources of research to enable an informed approach towards policy development. Wales has a good record in ageing research, though there is not yet a significant body of research specifically on older people in Wales. In recognition of this gap, the **Older People's Ageing Research Network** (OPAN Cymru) was established in January 2006. It is a multi-disciplinary research network that aims to enhance the quality and volume of research on ageing in Wales, improve the integration of policy, practice and research, strengthen research collaborations across sectors, and increase the participation of older people

in the research process. It plans to organise forums to bring together senior policy makers and researchers as a step towards establishing close links between academic and policy based research.

5.22 OPAN offers the potential to identify priority areas for future research and disseminate information to a wide range of researchers, policy makers and practitioners. Moreover, **the Welsh Assembly Government will contribute to the dissemination of research findings** by making available the information our Social Policy Research Department holds on research and policy on ageing.

5.23 Among the research priorities identified in consultation is the importance of monitoring the effects of policies and services which target prevention in the broadest sense - for example, income maximisation programmes, efforts to promote social inclusion, and falls prevention programmes. This would include medium and long term cost benefit analysis as a basis for the introduction of new services and programmes. It would help to provide evidence to further support the emphasis on prevention and tackling the social and economic determinants of health and well being that characterises the Strategy.

5.24 In conclusion, **the Strategic aims and objectives of the Strategy for Older People in Wales are ambitious and not easily achieved.** We have set our sights high and invite you - older people, carers, volunteers and voluntary organisations, employers, trade unions, educators and others - to join with us, local authorities and the NHS in making these goals a reality.

**Welsh Assembly Government
March 2008**

Themes Approved by the Cabinet of the Welsh Assembly Government

The Welsh Assembly Government Cabinet approved the four themes represented in Chapters 2 to 5 of this Strategy and within these themes it established 24 priority issues for the second phase of the Strategy:

Valuing Older People - Maintaining and Developing Engagement

- Establish Office of a Commissioner for Older People.
- Further encourage the engagement and participation of older people.
- Counteract age discrimination, promote equality and mainstream age policies.
- Promote and develop policies to effect the social inclusion of older people.
- Encourage intergenerational practice.
- Influence and develop age friendly planning of the built environment.

Changing Society - The Economic Status and Contribution of Older People

- Increase economic activity at 50+.
- Extend working life.
- Reduce poverty and increase benefit take-up.
- Encourage life long learning and skills development, including IT.
- Encourage volunteering.

Well Being and Independence

- Increase housing options and support for older people.
- Encourage healthy and active ageing, including free swimming, bus travel, discounted rail travel and entry to Assembly Government funded heritage sites.
- Continue improvements in social services and focus on independence.
- Encourage the use of assistive technology.
- Address mental health including dementia.
- Develop not for profit nursing homes.
- Raise standards in care homes and in domiciliary care.
- Review paying for care.
- Support carers.

Making it Happen - Implementation

- Making the Connections: joint working to improve services for older people.
- Government action and support for the voluntary sector.
- Local authority implementation.
- Research and policy development.

Note

As the reader will have noted some issues appear in a different order in this document. For example, transport and access to Assembly Government funded heritage sites are discussed in Chapter 2 as aspects of the social inclusion of older people.

Implementation Plan

1. Guidance on effective engagement and participation of the over 50s
 - Work will commence April 2008.
 - Consultation will take place in autumn 2008.
 - Issued April 2009.
 - To be included in 2009-10 action plan.
2. Commissioner for Older People
 - Appointed 7th January 2008.
 - Takes up post 21st April 2008.
3. Gwanwyn Arts Festival
 - May 2008.
4. Equality and diversity
 - Impact assessment process launched in autumn 2007.
 - On going roll out across areas as new policies are assessed.
5. Intergenerational Strategy
 - Draft issued for consultation and completed by autumn 2008.
6. Regional transport plan
 - First draft to be submitted in autumn 2008.
7. Local Transport Bill
 - Royal Assent anticipated October 2008.
8. Pilot rail concessionary schemes
 - Evaluation completed March 2008.
 - Follow-up from evaluation, April 2008.
9. New Deal 50plus in Wales
 - Review of progress 2008-09.

10. Work and health
 - Free occupational health advice to Small and Medium sized Enterprises, March 2008.
 - Online support to GPs for fitness to work consultations, April 2008.
 - Improve access to occupational health training, September 2008.
11. Welsh Financial Inclusion Strategy
 - Consultation summer 2008.
 - Published autumn 2008.
12. Healthy Ageing Action Plan
 - Complete reviews of first stage, spring 2008.
 - Planning for next phase, from summer 2008.
13. Welsh Food Debate
 - Action Plan completed by end of 2008.
14. National Service Framework for Older People
 - Initial review of progress, spring 2008.
 - Comprehensive review, 2009.
15. Fulfilled Lives Supportive Communities
 - Strategy implemented from April 2008.
16. Review of regulations and national minimum standards of adult care services
 - Announcement of plans by June 2008.
17. Comprehensive review of funding for social care in Wales
 - Review commences 2008-09.
 - Completed summer 2010.
18. Carers' Strategy
 - Legislative Competence Order submitted 2008.
 - UK Review published summer 2008.
19. Guidance for Champions for Older People
 - Completed by autumn 2008.
20. Local Authority Plan Rationalisation
 - Move to 4 high level strategies, 2008-09.
 - Introduction of second Health Social Care and Well Being Strategies, April 2008.

Indicators of Change

The following Indicators of Change refer to devolved matters and make use of data that is already collected.

Social Inclusion

1. **Fear of crime:** percentage of people aged 50+ who report that their lives are greatly affected by fear of crime.

In addition, the following two measures will be included if existing data can be used:

- contact with friends and family;
- access to transport.

Material Well Being

2. **Employment rate:** those in employment as a percentage of the population, in three age groups:
 - a. 16-59/64 (available for all-Wales and by local authority).
 - b. 50-59/64 (available at all-Wales level).
 - c. 60/65+ (available at all-Wales level).
3. **Older People in work related education/training:** percentage of people aged 50+ who had taken part in any education or training connected with their job, or any job that they might do in the future, during a three-month period.

Active Ageing

4. **Participation in sport or leisure activities:** participation by people aged 50+ in any sport or activity during a four-week period.

Social Care

5. **Receipt of community based services helping people to live at home:** rate of people aged 65+ helped to live at home per 1,000 population aged 65+.

6. **Housing that is unfit or in a defective state:** proportion of women aged 60+ and men aged 65+ who live in households classed as (a) unfit and (b) defective.

Health Care

7. **Access to selected surgical procedures:** rates per 1,000 population aged 65 or over of:
 - a. hip replacements; and
 - b. knee replacements.

Health and Well Being

8. **Healthy life expectancy at 65+:** average number of years that a person aged 65 can expect to live in good or fairly good health, based on people's own assessment of their general health.
9. **Disability free life expectancy at 65+:** average number of years that a person aged 65 can expect to live free from limiting long-standing illness.