

SUBJECT: AGE FRIENDLY COMMUNITIES

MEETING: COUNCIL

DATE: 18 JANUARY 2024

DIVISION/WARDS AFFECTED: ALL

1. PURPOSE:

- 1.1 To take steps to ensure that Monmouthshire is a great place to grow old in and promote action at a local level to support full participation of older people in community life and promote healthy and active ageing.

2. RECOMMENDATIONS:

- 2.1 That the Council commits to work with partner organisations and the wider community to make Monmouthshire an Age-Friendly County and join the World Health Organisation's global network of age-friendly communities.
- 2.2 That Council agrees to create the role of member champion for older people, and encourages town and community councils to do the same.
- 2.3 To engage with older members of our county to inform and shape the actions to be taken by the council, partners and other stakeholders.

3. KEY ISSUES:

- 3.1 The global response to the world's ageing population has been a move towards age friendly communities and cities. The World Health Organisation (WHO) states that 'an age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age.'
- 3.2 Alongside this, Welsh Government's Strategy for an Ageing Society commits to supporting people of all ages to live and age well, creating an Age-Friendly Wales where everyone looks forward to growing older. A Wales where individuals can take responsibility for their own health and well-being whilst feeling confident that support will be available and easily accessible if needed, where ageism does not limit potential or affect the quality of services older people receive, for Wales to be a nation that celebrates age and, in line with the UN Principles for Older Persons, a nation that upholds the independence, participation, care, self-fulfilment and dignity of older people at all times.
- 3.3 Monmouthshire has an ageing population. A quarter of Monmouthshire residents are aged 65 and over, with that proportion predicted to rise significantly in the years ahead. We want all its residents to live long and healthy lives, being as independent and active as possible for as long as possible. It is also important to recognise and celebrate the valuable contribution that older residents and visitors make to our communities and economy.
- 3.4 Achieving WHO Age Friendly Status is about recognising what is already happening within communities across Monmouthshire, bringing it more sharply into focus with an eye on how to

address the specific gaps. It is not necessarily about new investment, more about knowing what and where the gaps are, how things can be done even better with the emphasis on the needs of older people.

- 3.5 Age-Friendly Communities are defined by the World Health Organisation as: “environments which foster healthy and active ageing. They enable older people to: age safely in a place that is right for them; be free from poverty; continue to develop personally; and to contribute to their communities while retaining autonomy, health and dignity. Because older people know best what they need, they are at the centre of any effort to create a more age-friendly world.”
- 3.6 We aim to work with partner organisations and the community to undertake meaningful engagement with the 50+ population across the County, recognising the importance of their voices. An extensive engagement exercise is a priority to assess:
- Services that meet their needs
 - Gaps in service provision
 - Geographical reach
 - Diversity and equality impacts
 - What matters to their wellbeing.

This engagement will aim to be as inclusive as possible of all voices where other citizens would like to contribute their views to creating Age-Friendly communities across Monmouthshire.

4. EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):

- 4.1 The proposal would have a positive impact for older people in the county. It also demonstrates a commitment to the ways of working established by the Well-being of Future Generations Act, in particular collaboration and involvement. The proposal would have positive impact on a number of the national well-being goals, in particular *a healthier Wales* and *a Wales of cohesive communities*.

5. REASONS:

To raise awareness of, and align work to, promote active and healthy ageing in line with our commitments to tackle health inequalities.

6. RESOURCE IMPLICATIONS:

This is a Welsh Government grant-funded programme of activity until March 31st 2025. There are no additional resource implications in line with this report.

7. CONSULTEES:

Cabinet
Strategic Leadership Team

8. BACKGROUND PAPERS:

None

9. AUTHOR:

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10. CONTACT DETAILS:

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