

SUBJECT: APPOINTMENT OF OLDER PEOPLES CHAMPION

MEETING: Council

DATE: 18 July 2024

DIVISION/WARDS AFFECTED: All

1. PURPOSE:

- 1.1 To approve the nomination to the role of Older People's Champion which is a new role agreed by council earlier this year.

2. RECOMMENDATIONS:

- 2.1 That Council approve nomination of Cllr Jackie Strong to the role of Older People's Champion.

3. KEY ISSUES:

- 3.1 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.
- 3.2 On 18th January 2024, Council committed to make Monmouthshire an Age Friendly Council. This included creating the role of member champion for older people and a commitment to engage with older members of the county to inform and shape the actions to be taken by the Council, partners and other stakeholders.
- 3.3 A quarter of Monmouthshire residents are aged 65 and over, with that proportion predicted to rise significantly in the years ahead. We want all residents to live long and healthy lives, being as independent and active as possible for as long as possible. Responsibility for thinking about the needs of older people is a responsibility for all departments of the council, not just social care and health. Consequently, it is important that the role of Older People's Champion is separate to the role of Cabinet member for the Social Care and Health Directorate.
- 3.4 The Older People's Champion will play a vital role in recognising and celebrating the valuable contribution that older residents and visitors make to our communities and economy. They will also encourage their fellow councillors to consider the needs of older people when making decisions and scrutinising the development of policy across the whole range of council responsibilities. The Older People's Champion will also play an important role

in the Council's bid to achieve World Health Organisation Age Friendly Community Status.

- 3.5 In line with our desire to be an Age-Friendly council and to achieve Age Friendly Community Status, we have recently undertaken a survey through which we have engaged with over a thousand people in the County aged 50 plus. An analysis of the survey results will be taken into People Scrutiny Committee and will inform how we continue to develop as an age friendly County.
- 3.6 Following the decision taken by Council in January, one nomination for Older People's Champion has come forward – Cllr Jackie Strong. Council is offered the opportunity to endorse that nomination, or should additional nominations be forthcoming, to seek seconders and vote for the preferred candidate for the role.

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:

- 5.1 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:

There are no additional resource implications in line with this report. The role does not attract a special responsibility allowance nor any additional remuneration.

7. CONSULTEES:

Cabinet
Strategic Leadership Team

Our work to become an age friendly county has led to engagement with in excess of a thousand residents. The analysis is currently underway.

8. BACKGROUND PAPERS:

None

9. AUTHORS:

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10. CONTACT DETAILS:

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