

## Strategy & Action Plan 2025-28 Summary



**Age-friendly communities is a movement created by the World Health Organization (WHO), aimed at supporting people to live and age well.** These communities focus on making sure older adults are included, and treated fairly. The WHO identifies eight key areas to work on which will help improve the lives of older adults these are: transport, housing, outdoor spaces and buildings, social participation, respect and social inclusion, civic participation and employment, community support and health services, and communication and information.



**Wales was the first country to create the role of an Older People's Commissioner and commit to becoming an age-friendly country.** In October 2023, the Vale of Glamorgan, with support from the Welsh Government and the Older People's Commissioner, joined the WHO's Global Network as the fourth area in Wales to achieve Age-friendly Status.

The Vale has an ageing population - the 2021 census estimated that 56,336 (43%) of the Vale's population were aged 50+.

**Between 2029-2039 the number of people aged 65+ living in the Vale is expected to increase by 22%, the largest increase of all Welsh local authorities**



**The Vale of Glamorgan Public Services Board (PSB) is committed to taking this work forward** and has created an Age-friendly Vale Network bringing together over 400 members. Working with and listening to different groups and older adults, the Network developed an Age-friendly Vale Charter which reflects the needs and hopes of older people in the Vale. To build upon the commitment, the Network created a detailed Strategy and Action Plan for the next 3 years and asked the public **"are these the right actions to focus on?"**



A variety of online and offline consultation methods were used to gain feedback on the contents of the Strategy and Action Plan. As part of this activity, 136 survey responses were completed, and **85% of respondents either 'strongly agreed' or 'agreed'** that the actions were the right ones to focus on.

It takes a great deal of planning and improvement to become an age-friendly community and we know this isn't something that will happen over night. The Vale's Age-friendly Strategy and Action Plan is based on the guide provided by the World Health Organization and helps set out how we will work together now and in the future.



Following on from the consultation and engagement, **20 key actions were agreed** as the foundation for the Age-friendly Vale Action Plan 2025-2028. These actions will help the PSB and all partners move closer to the 8 commitments in the Age Friendly Vale Charter. The actions are shown overleaf. For more details and to find out how we will monitor and report progress, please read the full Age Friendly Vale Strategy & Action Plan 2025-2028 or visit our webpage [www.valepsb.wales](http://www.valepsb.wales)

## Commitments

People have a sense of purpose, feel respected and are actively engaged in their communities



People are well informed about the support and opportunities available to them through a range of different types of communication

People have access to suitable forms of transport across the Vale



People have opportunities to influence decisions that affect all aspects of their life

People are supported to access and maintain work and volunteering opportunities

People are supported to stay healthy and independent through access to appropriate services



People have access to safe outdoor spaces and buildings with suitable facilities

People feel safe and comfortable inside their homes



## Working together, we will deliver the following actions:

- Expand and develop the Age-friendly Vale Network involving representatives from different age groups, local businesses, and community organisations.
- Encourage intergenerational opportunities to foster understanding and appreciation among different age groups.
- Facilitate a wider variety of social opportunities for older people to connect and alleviate loneliness and isolation.

- Improve ease of access to local information, advice, and services through various routes, both on and offline.
- Empower more people to increase their confidence and ability finding information online where desired.

- Promote quality public transport services including community transport.
- Ensure the voice and needs of older people are considered in decisions that affect local transport services.
- Identify and promote the use of schemes to increase accessibility and confidence when using public transport.

- Provide a variety of opportunities both on and offline for older people to have their say and shape their future.
- Promote positive ageing and address ageism.

- Support older people to access and remain in work where desired and increase opportunities for older workers.
- Support older people to access flexible volunteering options if desired, that benefit their well-being and their local community.

- Improve access to local health and care services.
- Develop free, affordable and accessible opportunities that support people to adopt more active and healthy lifestyles.
- Support people with dementia to live well, do the things they need and enjoy in their communities.
- Raise awareness of scams and elder abuse and promote ways of accessing help and support.

- Improve access to public outdoor spaces and buildings (including public conveniences and pavements) ensuring they are safe, accessible and comfortable.
- Encourage more people to spend time in nature, recognising the importance of outdoor spaces and their positive impact on well-being.

- Ensure older people have access to a range of housing options to meet their needs and aspirations, supporting them to live independently.
- Provide support to ensure older people are able to effectively repair, adapt and maintain their homes.