

Age - Friendly Vale

Strategy & Action Plan



UK Network of Age-friendly
Communities



WHO Global Network
for Age-friendly Cities
and Communities



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Age-friendly Vale Strategy and Action Plan 2025 – 2028

Foreword

As we present the first Age-friendly Strategy and Action Plan for the Vale of Glamorgan, we do so with recognition of the progress made and the many positive initiatives already underway a commitment to overcoming the challenges that still lie ahead and our deep gratitude to our partners, organisations and individuals who have played a part in our achievements to date. The Vale of Glamorgan, with its vibrant communities, rich heritage, and beautiful natural surroundings, has long been a place where older people can thrive. But as our population ages, it is more important than ever to ensure that we continue to foster a society where all individuals, regardless of age, feel valued, supported, and connected.

Older people make invaluable contributions to society, bringing a wealth of experience, wisdom, and knowledge that enriches our communities. They play vital roles as volunteers, caregivers, mentors, and active participants in civic and cultural life. Many older adults support younger generations through their involvement in intergenerational projects, sharing skills and life lessons promoting greater understanding and connection. Their continued engagement in community activities and local economies adds value, helping to create stronger, more inclusive societies.

In recent years, the Vale of Glamorgan has made significant progress toward becoming an age-friendly community. Collaboration has been at the heart of this success, encouraging strong networks of support that have had a meaningful impact on the lives of our older residents. From intergenerational projects and health and well-being programmes to long standing and successful groups such as the Vale 50+ Strategy Forum who advocate for older people's rights, as well as Dementia Friendly initiatives and community transport services, the Vale is already making significant strides in several key areas.

We must however, acknowledge the challenges that lie ahead, both nationally and locally. Our population is changing, we are ageing and as we age, some of us will require more support. As we continue to face financial pressures and the long-term impact of the COVID-19 pandemic, ensuring that our services remain accessible and sustainable will require innovative approaches and ongoing collaboration across sectors. Reducing social isolation, tackling ageism, and supporting people to age well, both physically and mentally, are critical priorities that will demand our collective energy and attention.

This Strategy outlines our vision for a future where the Vale of Glamorgan is not only age-friendly in name, but in every aspect of life. It sets clear objectives, focusing on working together to improve access to transport, enhance communication and ensure older people feel valued. Crucially, it highlights the voices and experiences of older people in shaping the next steps of our journey.

Together, we can build on our strong foundations and ensure that the Vale of Glamorgan continues to be a place where people of all ages can live fulfilling, healthy, and connected lives. We invite you to reflect on the progress we've made and join us in the exciting work that still lies ahead.



Lis Burnett
Vale of Glamorgan PSB Chair and Leader of
the Vale of Glamorgan Council, **Cllr Burnett**



Belinda Loveluck-Edwards
Vale of Glamorgan Council's Older People
Champion, **Cllr Loveluck-Edwards**

“

Age-Friendly Communities play a crucial role in supporting us to live and age well, and help ensure that older people feel valued, stay connected and can do the things that matter to them. So I'm pleased to see the Vale of Glamorgan taking action to make its communities more Age-friendly, reflecting a commitment to empowering and enabling older people, and supporting their independence and well-being.

— Older People's Commissioner for Wales, Rhian Bowen-Davies

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Introduction

What is an age-friendly community?

The idea of age-friendly communities was developed by the [World Health Organization \(WHO\)](#) in 2007 to identify the changes needed for communities to adapt to and benefit from ageing populations.

An age-friendly community enables people of all ages to participate in community activities and treats everyone with respect, regardless of their age. The process of communities becoming age-friendly involves individuals, local groups and services working together to make positive change to enable everyone to age well, and in particular, to ensure older people feel valued and respected and able to:

- Get out and about
- Do the things they want to do
- Lead healthy and active lives
- Stay informed
- Have their voices heard

[The WHO Age-friendly Cities Framework](#) identified eight domains which cities and communities can work on to enhance the well-being of older people. These are interconnected and are an important aspect of achieving an Age-Friendly City or Community. (Figure. 1).



Fig. 1. Age-friendly city domains of action. Source: The WHO Age-Friendly Cities Framework

The [Welsh Government Strategy for an Ageing Society](#) identifies the development of age-friendly communities as a cross-cutting theme with the aim of **“making Wales the best place in the World to grow older”**. All Local Authorities across Wales are being supported to work with communities and partners to increase the age-friendliness of their communities and to join the WHO Global Network of Age-friendly Cities and Communities.

The [Older People's Commissioner for Wales](#) is recognised as an affiliate of the World Health Organization's Global Network of Age-friendly Cities and Communities and works to promote age-friendly progress at local, regional, national and international levels. The Commissioner's Office advocates for the work of the Global Network in Wales, seeking to advance knowledge and action on age-friendly environments, and serve as a catalyst at the national and regional level by promoting the age-friendly approach.

Wales was the **first country in the world** to create the position of an Older People's Commissioner in 2008 and is currently the only country working towards a nationwide mission to become age-friendly.

With the support of the Older People's Commissioner and Welsh Government [the Vale of Glamorgan joined the Global Network in October 2023](#) becoming the fourth community in Wales to achieve Age-friendly Status. Acceptance into the global network is recognition of the Vale's ambitions and commitment to keep working towards an age-friendly Vale where all people, especially older people have the opportunities they need to age well. It also allowed the Vale to join the WHO's affiliated group, the [UK Network of Age-friendly Communities](#), a national growing movement, with over 75 places across the country committed to making their community a better place to age well. This work builds upon the commitment made by the Public Services Board (PSB) in April 2021 to take forward this work on behalf of the Vale of Glamorgan and the aims outlined within the PSB's [Age Friendly Vale Charter](#) published in June 2023.

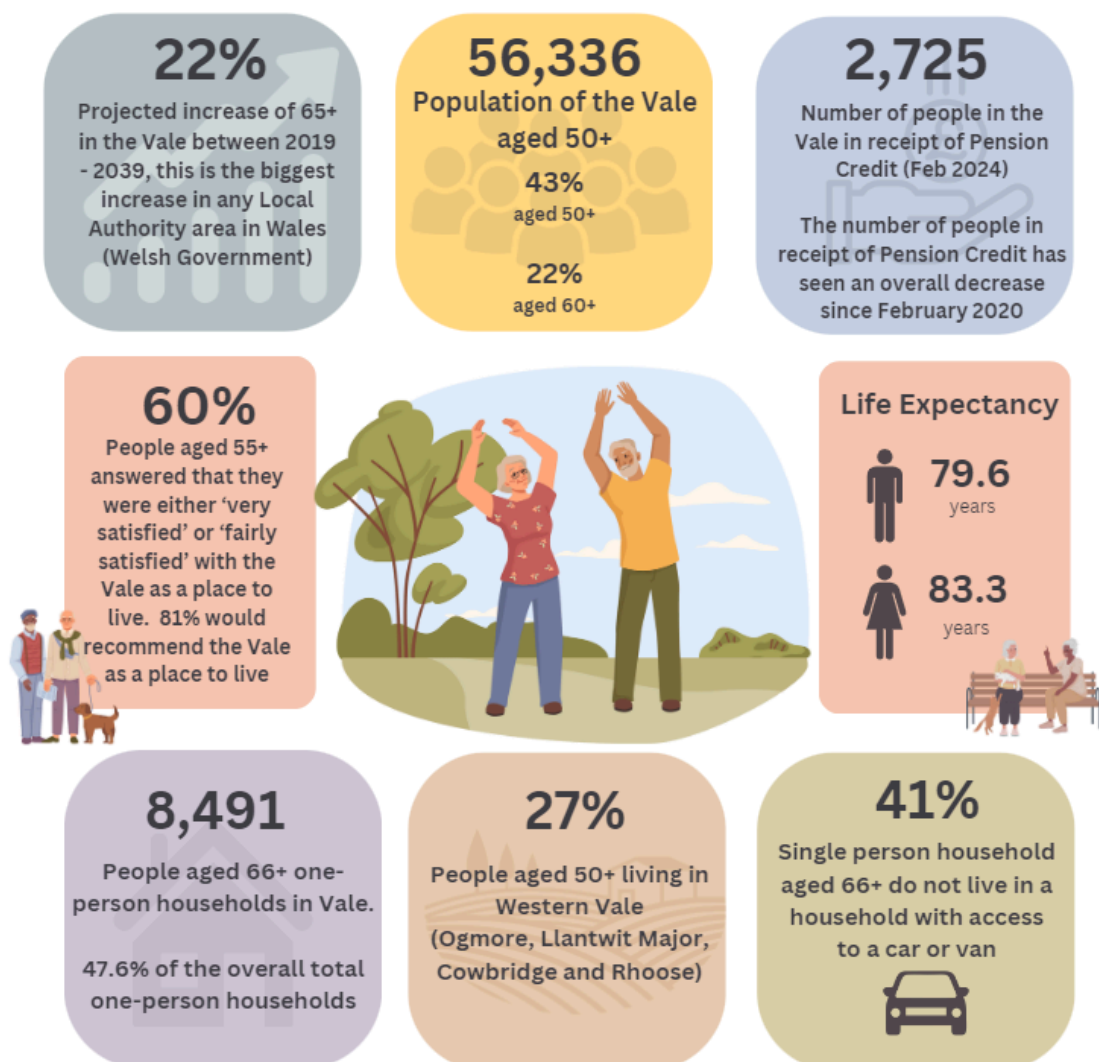


Age-friendly profile for the Vale of Glamorgan

Wales, like many other parts of the UK, has an ageing population, due to lower birth rates and increased life expectancy. These trends are especially pronounced in more rural or coastal areas, like the Vale of Glamorgan, where older populations tend to be more concentrated. In the 2021 Census, it was estimated that 56,336 (43%) of the Vale's population were aged 50 and over. Whilst it is projected that there will be an increase in the overall population, including older populations, in all local authority areas in Wales, the greatest increases in people aged 65 and over between 2018 and 2028 are projected to be seen in the Vale of Glamorgan.

Between 2029-2039 the number of people aged 65+ living in the Vale is expected to increase by [22%](#), the largest increase in any local authority area in Wales ([Local authority population projections for Wales: 2018-based \(revised\)](#)).

The following data has been sourced from the Census 2021, Public Health Outcomes Framework for Wales (October 2024) and the Let's Talk About Life in the Vale Survey, 2023.



Who is delivering this work in the Vale?

The application for membership of the WHO's Global Network of Age-friendly Cities and Communities was made by the [Vale of Glamorgan Public Services Board \(PSB\)](#) on behalf of the Vale of Glamorgan. The PSB is a statutory body that was established in April 2016 by the [Well-being of Future Generations \(Wales\) Act](#). There are four statutory members of the PSB, these are the [Vale of Glamorgan Council](#), [Cardiff and Vale University Health Board](#), [South Wales Fire and Rescue Service](#) and [Natural Resources Wales](#). A range of other partners have also accepted the invitation to be members and participate in its activities for example Cardiff and Vale College, Glamorgan Voluntary Service (GVS), Transport for Wales, Welsh Government and Welsh Ambulance Service and NHS Trust. Town and Community Councils also have a representative on the board.

Every five years the PSB must develop, consult on and publish a Well-being Plan for the Vale of Glamorgan based on local and national data and insight. The Plan has to show how partners will work together to improve well-being across the Vale of Glamorgan. The PSB's second Well-being Plan 2023 - 2028 was launched in June 2023, reflecting the findings from the PSB's 2022 Well-being Assessment. Within the Well-being Plan the PSB sets out three priority workstreams where efforts will be focused to ensure maximum impact, one of these workstreams is establishing an Age-Friendly Vale, highlighting the importance and commitment of this work. Since its launch, partners have been actively working to advance the Well-being Objectives outlined in the Plan, along with the associated actions that support these goals, in addition to the priority workstreams. Many of these initiatives are specifically designed to enhance the age-friendliness of the Vale of Glamorgan.

As part of the application process to join the Global Network, the PSB appointed Age-friendly Representatives from their respective organisations to advance the age-friendly movement in the Vale. The representatives formed the early Age-friendly Vale Network which has since expanded to over 400 collective members reflecting a strong commitment to fostering an inclusive environment for older adults within the Vale. The Network now includes representatives from organisations wider than the PSB, including Age Connects, the Older Peoples Commissioner for Wales Team and the Vale Regional Partnership Board. In addition to organisations, the Network is also growing in community members including older people who are able to share a wealth of insight through their lived experiences and pass on information to their community connections.



Working in partnership, the Network engaged older individuals and involved various stakeholders to develop an [Age-friendly Vale Charter](#) which reflects the needs and aspirations of the Vale's older population. This included participation from the [Vale 50+ Strategy Forum](#), speaking with volunteers, the third sector, community groups, charities and other relevant individuals and organisation at workshops, community engagement sessions and events both on and offline. The Charter was also informed by the PSB's [Well-being Assessment 2022](#), [Cardiff and Vale Population Needs Assessment 2022-27](#), [2021 Census](#) as well as the joint Vale 50+ Strategy Forum and [PSB Survey 2022](#). This has ensured the Charter's commitments are aligned with the most important priorities in the Vale whilst addressing the needs of both current and future older generations.

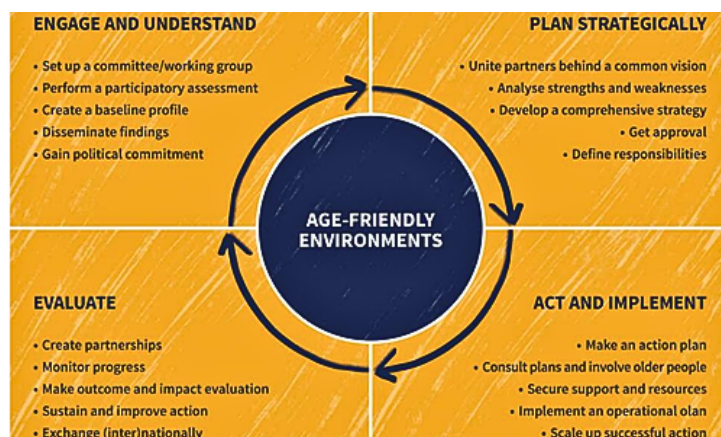
To raise awareness of the Vale's age-friendly movement among younger generations, we are collaborating with schools and the Vale Youth Council. Youth Council members have played an active role in shaping the Strategy and Plan through participation in workshops which have provided opportunities for intergenerational discussions about the importance of building inclusive, age-friendly communities. By further integrating these efforts within schools, we aim to engage more young people, helping them understand the value of inclusivity and encouraging a shared responsibility to ensure the community supports the needs of all ages.

Developing the Age-friendly Vale Strategy and Action Plan

Becoming age-friendly is not something that happens overnight and there are several steps set out by the World Health Organization that need to be taken. The planning, implementation and improvement aspects of an age-friendly community is a continuous process as shown in figure 2 taken from the [National programmes for age-friendly cities and communities guide](#).

This Age-friendly Strategy and Action Plan is structured around the guide model provided by the World Health Organization and outlines how we will work together to align our initiatives with this framework. The approach allows us to address every step of the process, from planning and implementation to ongoing improvement. By following this model, we can effectively develop and enhance our efforts to create an age-friendly environment in the Vale of Glamorgan, ensuring that all aspects of community life are included in our approach.

Fig. 2. Model of principles and steps for creating age-friendly environment. Source: The WHO Age-Friendly Cities Framework

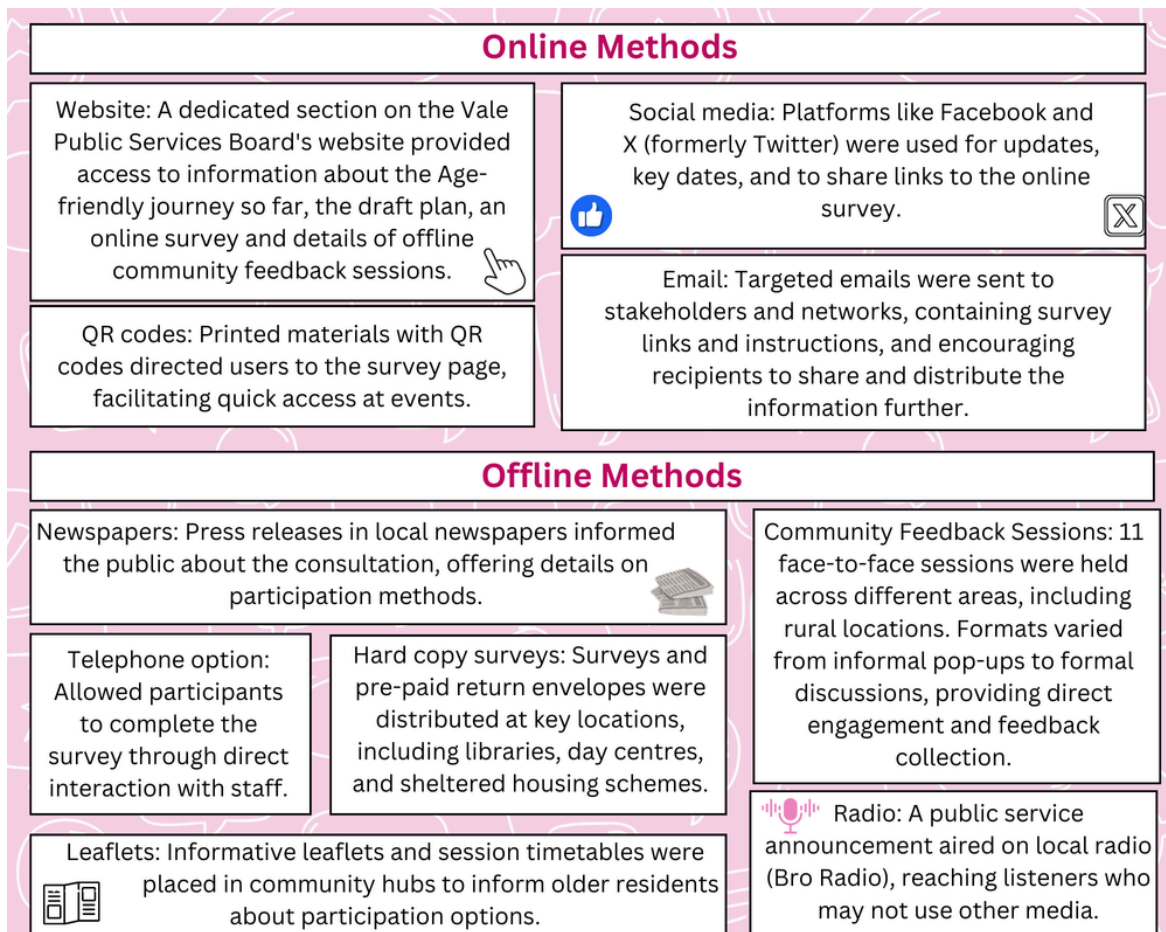




Engage and Understand

To build on the eight commitments outlined in the Age-friendly Vale Charter and to establish actionable goals for all partners, the Age-friendly Vale Network employed a diverse range of online and offline consultation methods to help develop this local Strategy and Action Plan. These efforts were focused on identifying key challenges facing older adults and opportunities for improvement. Through this process, twenty high-level actions were identified, developed, and agreed by the Network and then presented for consultation between 17th June – 11th August 2024. The consultation encouraged direct feedback and responses through a structured survey to gather insights from wider partners and the public.

The consultation process for the Age-friendly Vale Draft Action Plan utilised both online and offline methods to reach a broad audience, particularly focusing on older adults.



Our engagement over the last few years has told us that older adults in the Vale want to receive their information and communication via a diverse range of methods both online and offline. The focus of this consultation was to apply what we have learned and maximise participation but also ensure that a range of voices within the community were heard during this important consultation process.

We sincerely thank our PSB partners, the members of the Age-friendly Vale Network, and the Vale 50+ Strategy Forum for their invaluable support during the consultation process. Their efforts were instrumental in connecting with older individuals, facilitating the distribution of leaflets, and directly engaging with individuals to encourage participation in surveys. This collaboration significantly helped foster community involvement in shaping the Age-friendly Vale Strategy and Action Plan.



What did you tell us?

Analysis has been undertaken to look at the responses to the 136 completed surveys and discuss what we were told during conversations and discussions with people during the community feedback sessions. Overall, 85% of people who completed the consultation survey either 'strongly agreed' or 'agreed' that the actions were the right ones to focus on, but people said they wanted more detail about how the Plan was going to be implemented.





Plan Strategically

While this Strategy addresses a broad range of topics related to the eight domains identified by the World Health Organization as essential for age-friendly communities, our recent engagement and consultation has highlighted three priority areas for the Vale. These areas are critical to unlocking the success of many actions outlined in the Action Plan. They are:

- 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.

Data tells us that 27% of the Vale's population aged 50+ reside in the Western Vale which is a more rural area of the county. This is a higher proportion of older residents than when compared to more urban regions of the Vale. We recognise that many of the challenges faced by older residents in the Vale of Glamorgan are intensified for those living in **rural areas**. Public feedback has also highlighted perceived inequalities between rural and urban experiences, particularly regarding access to services such as GP appointments and public transport. Older adults in rural areas also expressed that they had limited opportunities to participate meaningfully in consultations and decision-making processes.

It is widely acknowledged that there are specific challenges associated with living in more rural areas including those expressed by residents through the consultation feedback and more widely. [Age Cymru](#) highlight how older people living in rural communities have been impacted by the cost-of-living crisis and how this compares to more urban areas, showing challenges with fuel poverty in older, energy inefficient properties which are more common in rural areas. Age UK also note evidence suggesting older people are less likely to look for better energy deals and that there is a greatest impact for rural residents as a result of having less access to bigger supermarkets, relying on smaller, and often more expensive local shops.

Considering these challenges and in addition to the three priority areas above, our attention will be given to better understanding and overcoming challenges in our more rural communities aligned to the actions within the Plan.

The actions we will take and why they are important

Following extensive engagement and consultation as outlined above, we have identified twenty key actions that form the foundation of the Age-friendly Vale Action Plan 2025-2028. The actions are designed to help the PSB, and its key partners achieve the commitments set out in the Age-friendly Vale Charter and the aspirations outlined in this Strategy.

The PSB formally agreed these actions at their meeting on 11th December 2024. To ensure the continued relevance and effectiveness, the actions will be evaluated and adapted as needed throughout the implementation of the Strategy.

The following section outlines the key actions and their significance. It is important to emphasise that these are strategic, high-level actions to which all partners have committed to and does not encompass the full scope of age-friendly initiatives currently underway in the Vale.

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

Why is this important?

A sense of purpose is essential for good mental health, as it can reduce feelings of depression and anxiety while promoting overall happiness. Purpose can motivate older individuals by providing people with goals or activities to keep active and engaged, which contributes to better cognitive function and delays cognitive decline. Feeling respected is equally important, as it affirms the dignity of older adults, recognising their valuable experiences and contributions.

Active engagement in community activities can help to strengthen social connections and alleviate loneliness. It also allows older adults to share their knowledge and experiences, enriching their communities and benefiting younger generations.

Here are the actions we're going to take:

- 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.



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

Why is this important?

It's important that older people are well informed about the support and opportunities available to them through diverse communication channels. Accessible information empowers people to make informed decisions about their health, well-being, and social participation, while ensuring individuals can easily access services and resources tailored to their needs. Since older adults have varying preferences and abilities when it comes to technology and communication, ranging from digital platforms to traditional methods like print or face-to-face interaction, it's essential that information is accessible and offered in multiple formats. Whilst the recent shift to more digital services since the pandemic has improved access and timeliness for many, it has also left many older people feeling excluded, making it even more important to bridge the digital divide and ensure that no one is left behind.

Here are the actions we're going to take:

- 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.

Charter Commitment: People have access to suitable forms of transport across the Vale.

Why is this important?

Access to suitable forms of transport enables all people especially older people to maintain their independence and stay actively engaged in their communities. Reliable and accessible transport allows older adults to attend healthcare appointments regularly, ensuring they can manage ongoing medical needs and prevent potential health issues from worsening. Beyond healthcare, transportation is key to allowing older adults to participate in social and community groups, which helps reduce isolation, foster meaningful connections, and improve mental well-being.

It also allows people to run errands, visit family and friends, attend work, and continue contributing to local life, preserving autonomy, and enhancing an individual's sense of purpose. Without suitable transport options, older people can become cut off from these essential services and social networks, leading to reduced quality of life and greater reliance on others. By improving and promoting age-friendly transport solutions, we can help older adults live with dignity, remain independent, and stay active members of the community.

Here are the actions we're going to take:

- 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.

Charter Commitment: People have opportunities to influence decisions that affect all aspects of their life.

Why is this important?

Providing opportunities for people to share their opinions is empowering and gives people a sense of control over their lives, which can boost mental well-being and self-esteem. The experiences of older adults provide valuable insights and helps create better policies and local services that meet the needs of older people. Involving a variety of older adults ensures that different perspectives are included, leading to more inclusive decision-making that reflects the community's diverse experiences.

Promoting positive ageing helps challenge negative stereotypes associated with growing older and can help bridge gaps between generations fostering a culture that celebrates the contributions of older adults, creating mutual respect and understanding and enriching the community.

Here are the actions we're going to take:

- 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.



Charter Commitment: People are supported to access and maintain work and volunteering opportunities.

Why is this important?

Supporting older people in accessing and maintaining work and volunteering opportunities, if desired, is a priority for several reasons. Meaningful engagement in the workforce or through volunteering enhances sense of purpose and fulfilment, allowing individuals to contribute significantly to their overall mental and emotional well-being. Participation in work or volunteer roles allows older adults to use their skills and experience, promoting a sense of belonging and community involvement. Continued engagement in these activities can promote social connections, reducing feelings of isolation and loneliness that many older individuals face. Access to work opportunities can help improve economic security, enabling older adults to maintain their independence. Older workers bring valuable perspectives and a wealth of knowledge to organisations, enriching workplace diversity and innovation. Supporting older people in these pursuits not only benefits them personally but also strengthens the workplace and the community.

Here are the actions we're going to take:

- 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.

Charter Commitment: People are supported to stay healthy and independent through access to appropriate services.

Why is this important?

Supporting older people in staying healthy and independent through access to appropriate services is essential for enhancing quality of life and promoting overall well-being. By improving access to suitable healthcare, preventive care, and wellness programmes, partners can more effectively manage chronic

conditions and lower the risk of illness. Services, such as fall clinics, exercise and strength programmes and well-being resources, empower older adults to have more control and increased confidence in making informed decisions about their health. When older individuals can maintain their health, they are better able to live independently, contributing to their dignity while remaining active members of their communities. This support not only improves the lives of older people but also eases responsibilities on caregivers and healthcare systems, creating a more sustainable and inclusive environment for all.

Here are the actions we're going to take:

- 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.

Charter Commitment: People have access to safe outdoor spaces and buildings with suitable facilities.

Why is this important?

Access to safe outdoor spaces and buildings with suitable facilities is important for older people for many reasons. Good quality outdoor areas encourage physical activity, which helps maintain mobility and overall health while also improving mental well-being by reducing isolation, promoting social interaction and giving access to nature. Safe environments also allow older adults to engage with their communities and connect with neighbours, fostering a sense of belonging. Buildings with accessible and clean public conveniences, seating areas, and proper lighting ensure older individuals can navigate public spaces comfortably and independently, reducing the risk of falls and accidents. Overall, safe outdoor spaces and well-designed facilities support physical health and enhance the quality of life for older people, empowering them to remain active and engaged members of their communities.

Here are the actions we're going to take:

- 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.



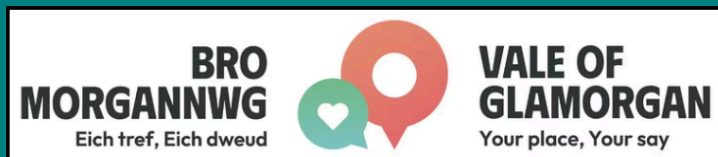
Charter Commitment: People feel safe and comfortable inside their homes.

Why is this important?

A secure and welcoming living environment allows older adults to maintain their independence and dignity, providing a sense of independence and peace of mind. Access to home repairs and maintenance services is key to ensuring that living spaces remain safe, and minimising the risk of falls or other accidents. When older individuals can easily request home safety checks and reliable maintenance repairs from trustworthy organisations, they are more likely to live safely and comfortably in their homes for longer, reducing the need for costly and disruptive moves to assisted living facilities. Ultimately, a safe and well-maintained home environment can enhance physical and emotional health, promoting a greater sense of belonging and comfort.

Here are the actions we're going to take:

- Ensure that 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.



The Vale of Glamorgan Council is working on a [Placemaking Programme](#) to give locals a real say in shaping the future of Penarth, Barry, Cowbridge, and Llantwit Major. Listening to older people in this process is essential, as their perspectives will help make sure public spaces are welcoming and accessible for everyone. The 'Placemaking Wales Charter' and the Age-Friendly movement both aim to create vibrant, inclusive spaces that support well-being and sustainability. By focusing on accessibility, social connections, health, and a strong local identity, these frameworks help create communities where people of all ages, especially older adults, feel connected, supported, and fulfilled. The Placemaking Charter will strengthen the Vale's commitment to becoming more age-friendly, making towns that are not only accessible but truly welcoming for all.



Act and Implement

How will we implement these actions?

During the public consultation of the draft Age-friendly Vale Action Plan, we heard that people wanted more detail about how we were going to work together and deliver the actions that partners have committed to. Implementation will require adopting a comprehensive approach involving:

- **Working together and making connections** particularly within the framework of the Public Services Board. Collaboration will also extend beyond the PSB to include various stakeholders such as third sector organisations, local community groups, businesses, individuals, and other relevant stakeholders. In doing so there may be opportunities to pool resources, gain a broader perspective during engagement and increase the impact of age-friendly initiatives creating a more cohesive approach to addressing the needs of older people.
- **Regular consultation and engagement** with older residents and stakeholders including the Age-friendly Vale Network to gather feedback on older people's needs and preferences. This will include focus groups, workshops, surveys, targeted events, pop up stalls, coffee mornings and speaking directly to community leaders and groups. Feedback will be shared among partners to ensure we are working together to address the evolving needs of older people in the Vale of Glamorgan.
- **Actively listening to and amplifying the voices of older people** through forums such as the Vale 50+ Strategy Forum and facilitating meaningful conversations with decision-makers and policy leaders. This includes engaging with organisations connected to the Public Services Board as well as the Older People's Commissioner for Wales, and the Older People's Champion for the Vale of Glamorgan.
- **Facilitate task and finish groups** bringing together partners, representatives from organisations and local communities to **develop targeted strategies and campaigns** for specific issues that affect older people such as digital inclusion, transport, ageism, and financial entitlements.
- **Offer support to individuals and community groups wanting to access funding** for implementing age-friendly initiatives. Where possible, we will also facilitate connections among key contacts and provide general support for promoting events and activities within the Vale's communities.
- **Organise and attend events designed to support and educate older adults** about available resources and assistance for older people in the Vale. For example, supporting the three annual 'Have Your Say' events hosted by the Vale 50+ Strategy Forum and hosting an annual Age-friendly Get Together to allow partners to network and engage with older people directly in an informal and social setting.

To effectively implement this Strategy and Action Plan, collaboration between partners of the Public Services Board, wider partners, community groups and older people is essential. We understand that no one partner can, or should, do this alone.



Evaluate

The commitment to partnership and ongoing engagement will also play a crucial role in the evaluation of this Strategy and Action Plan. Age-friendly Vale Representatives from each of the key organisation's affiliated with the Public Services Board have committed to providing updates and insight on related actions to allow the evaluation of age-friendly progress in the Vale. We will also utilise key statistics, local and national data including statistics gathered through the Vale of Glamorgan's Let's Talk Survey, Vale PSB Well-being Assessment, Cardiff and Vale Population Needs Assessment, Census, Age Cymru Annual Survey and reports issued by The Older People's Commissioner for Wales.

To support this work, we have established a 'progress tracker' that outlines our age-friendly commitments, agreed actions, and intended outcomes (see below).

Partners will continue to work together to identify and collect data and key performance measures which will enable us to assess the effectiveness of the actions and related initiatives and identify any challenges or areas that require additional focus. We will also continue to capture peoples experiences of initiatives designed to make the Vale more age-friendly through case studies.

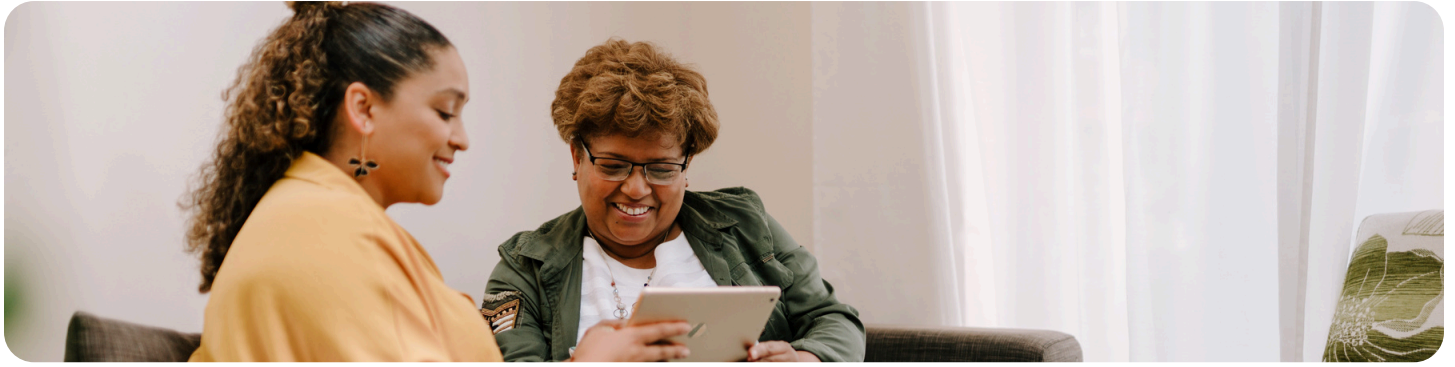
Updates on progress will be included in the PSB's Annual Report, alongside advancements in other priority workstreams and objectives.

Progress Tracker

As mentioned earlier, our consultation on the draft Age-friendly Vale Action Plan identified three key areas of focus, these are highlighted pink on the tracker.

| Charter Commitment | Key Actions | Key Outcomes |
|--|--|---|
| <p>People have a sense of purpose, feel respected and are actively engaged in their communities.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older people feel valued and engaged in their lives, resulting in enhanced well-being and stronger social connections.</p> |
| <p>People are well informed about the support and opportunities available to them through a range of different types of communication.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older people can make informed decisions and are aware of how to easily access the resources and support they need.</p> |
| <p>People have access to suitable forms of transport across the Vale.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older adults can travel easily and safely throughout the Vale, enabling them to access essential services, participate in community activities, and maintain their independence.</p> |
| <p>People have opportunities to influence decisions that affect all aspects of their life.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older individuals feel empowered, valued and listened too, leading to decisions that better reflect and serve the needs of older people.</p> |

| Charter Commitment | Key Actions | Key Outcomes |
|---|---|---|
| <p>People are supported to access and maintain work and volunteering opportunities.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older people remain actively involved in the workforce and community, leading to increased fulfilment, enhanced social connections, and improved economic stability.</p> |
| <p>People are supported to stay healthy and independent through access to appropriate services.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older adults maintain their health and independence and are protected from abuse, resulting in improved quality of life and well-being.</p> |
| <p>People have access to safe outdoor spaces and buildings with suitable facilities.</p> | <ul style="list-style-type: none"> ● 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. | <p>Older individuals can engage in activities safely and comfortably, leading to increased physical activity, improved social interaction, and enhanced well-being.</p> |
| <p>People feel safe and comfortable inside their homes.</p> | <ul style="list-style-type: none"> ● Ensure that 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. | <p>Older people experience greater peace of mind and security at home and are able to live independently in their homes for longer.</p> |



International Exchange - Sharing progress with The World Health Organization’s Global Network

One key aspect of membership in the WHO’s Global Network of Age-friendly Cities and Communities is the encouragement for communities to assess initiatives and submit case studies that exemplify effective age-friendly practices. This collaborative approach enables communities to learn from each other’s experiences and adopt similar strategies for enhancing the well-being of older adults.

The following [case study](#) and evaluation that has been shared with the Global Network highlights the St. Athan Coffee Strollers, a project implemented in a rural area of the Vale of Glamorgan with a high demographic of older people, to improve the lives of older adults. This initiative contributes to creating age-friendly environments that prioritise inclusivity and well-being at every stage of life.

The St. Athan Coffee Strollers was a 10-week pilot programme launched in July 2023 in response to a request from Councillors of St. Athan Community Council and the growing need for more age-friendly activities for residents aged 50+ in Western Vale. In collaboration with key partners including St. Athan Community Council, Vale of Glamorgan Council, local walking group [Valeways](#), and the Three Horseshoes public house, the initiative provides a short, accessible walk that begins and ends at the Three Horseshoes. During the pilot, strollers were treated to complimentary hot drinks at ‘The Shoes’, funded by the local Community Council.

The initiative aimed to promote regular exercise, foster social interaction, and reduce loneliness and isolation, but its impact went much further. For example, the Three Horseshoes pub, which had been closed during the pandemic, was one of the few remaining social hubs for the community. Since its reopening, the Strollers have continued to meet every two weeks, and the walk has become a permanent part of the Valeways Strollers programme. The regular purchase of hot drinks has provided ongoing support to the pub, while strollers, along with their family and friends, now also attend events like open mic nights, Sunday lunch, and host their annual Christmas dinner at the pub. Additionally, many new participants have joined other Valeways walking groups across the Vale, with several building the confidence to take on longer, more challenging walks as their fitness improves.



Walks offered by Valeways have been particularly beneficial for a married couple that recently relocated to the Vale from England and were looking to join a community of likeminded people. As enthusiastic volunteers, both individuals have taken on various roles within Valeways serving as walk leader, guiding participants through scenic routes across the Vale. Additionally, one contributes as a photographer, capturing memorable moments during the walks and acts as a backstop, ensuring the safety and well-being of all participants. Through their involvement with Valeways, the couple have been able to integrate well into their community. They have also positively influenced the community by connecting people who share a love for nature and outdoor activities whilst strengthening community bonds.

How to get involved

If you would like to get involved in the Vale's age-friendly movement, we would love to hear from you. We also need your help to:

- Listen, understand and share the views of older adults living, working and/or volunteering in the Vale whether that be as an organisation, community group, local business or individual. We are always keen to hear from you and learn from your experiences.
- Identify activities, useful information, data and feedback to help us develop our Age-friendly Vale 'Progress Tracker' and ensure the information we are collecting is robust and meaningful.
- Join the Age-friendly Vale Network to make sure we are truly working together to achieve our shared commitments and actions.

Please get in touch by contacting us at:



valepsb@valeofglamorgan.gov.uk



01446 700111

Or follow our progress here:



www.valepsb.wales



@VOGPSB