

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

CABINET

22ND JANUARY 2013

REPORT OF GROUP DIRECTOR, COMMUNITY & CHILDREN'S SERVICES

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PUBLIC DECLARATION - AGE FRIENDLY COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to inform Members about the invitation received from the WLGA to sign up to the Dublin Declaration with other Local Authorities in Wales, the UK and regions within Europe to collaborate on developing policy and practice to create age friendly communities by 2020.

2. RECOMMENDATIONS

It is recommended that Members:

- 2.1 Note the merits of engaging in a Wales and European wide network of excellence and innovation to create Age Friendly Communities by 2020.
- 2.2 Agree to make a public declaration of intent as set out by the proposed Dublin Declaration (with the WLGA to co-ordinate representation through remote arrangements).
- 2.3 Agree to participate within the thematic network on creating Age Friendly Communities co-ordinated by the Ageing Well in Wales programme.
- 2.4 Support further dialogue through WLGA with the WHO for Wales to contribute to adapting their guidelines for communities using Welsh communities as pilot sites.
- 2.5 Agree that following the WLGA one day's free support or development training, the 50+ Planning Group to compile an action plan to take the Dublin Declaration on Age Friendly Communities forward in Rhondda Cynon Taf.

3. BACKGROUND

- 3.1 The Leader and Chief Executive of the Council have received a request to sign a pledge to take forward over the next five years work based on the World Health Organisation – WHO principles and the United Nations principles to make their communities more age friendly. The public signing will be known as the Dublin Declaration and forms part of the Irish Republic presidency of the EC.

- 3.2 The principles and the commitment proposed within the Dublin Declaration (Appendix 1) align fully with existing Welsh policy and local plans to implement the Older People Strategy in Wales.
- 3.3 To support the Local Authorities in developing Age Friendly Communities the WLGA are offering in partnership with the new National Wales Ageing Well Programme a free tailored one day workshop that will help us develop and inform our thinking on demographic change and or creating age friendly communities.
- 3.4 Phase Three of the Strategy for Older People (2013 – 2023), identifies ‘creating age friendly places’ as a key priority within the overall concept of improving the wellbeing of older people (defined as 50+). The contribution of reshaping social, environmental and financial resources to this overall goal is a vital element to achieving success. Councils therefore are best placed to lead this action at local and national level.
- 3.5 The WHO have produced a strategy and action plan for Healthy Ageing in Europe 2012 – 2020 which gives invaluable insight into how small and subtle changes can significantly improve the daily lives of older people and how integrated action is the most appropriate way forward.
- 3.6 There is interest within Rhondda Cynon Taf in age friendly communities for instance in how they may better support people with dementia and this is an area that can be further explored following sign up to the Dublin Declaration.
- 3.7 This work is cross cutting and will need both a multi agency and cross Council response and links to the Single Integrated Plan through design of the community (Safety), appropriate housing (Prosperity) and well being (Health).
- 3.8 Within the Council we have a 50 plus planning group consisting of officers from across the Council and LHB and chaired by the Cabinet Member for partnerships and Adult Social Care. The group includes representatives of the older persons’ forum and would appear to be the appropriate forum to take this initiative forward.

4. CONCLUSIONS

- 4.1 The declaration and the WHO do not ask for specific resources to be declared. A statement of intent support by local action plans approved by individual agencies is sufficient.
- 4.2 There are no financial implications arising directly from this report.
- 4.3 Equality of opportunity for residents will be increased by their living in Age Friendly Communities. It will enable greater empowerment, autonomy, choice and control.

**THE DUBLIN DECLARATION
ON AGE-FRIENDLY CITIES AND COMMUNITIES IN EUROPE 2013**

On the occasion of the 'EU Summit on Active and Healthy Ageing', held in Dublin, Ireland on the 13-14 June 2013, under the Irish Presidency of the European Union, we, the mayors and senior political representatives of European cities, municipalities, communities and regions unanimously declare the following.

We will:

Promote the 'Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013' (Dublin Declaration 2013) in appropriate national and international forums, fostering the maximum adherence possible to its values, principles and premises, in terms of plans, programmes and resources, in order to implement the commitments in this Declaration within a reasonable period of time.

Collaborate with all relevant regional and local stakeholders to support the full application of the pledges in the Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013, including cooperation with the WHO European Regional Office and its Network of Cities committed to developing age-friendly environments as part of the WHO Global Network of Age-Friendly Cities and Communities. This will involve commencing a multi-year cycle of continual assessment and improvement to make their environments more age-friendly.

Communicate through local and regional channels and networks between the various cities and communities to stimulate and support advances in the promotion of equal rights and opportunities for older citizens and to share learning about advances in policies and practices which improve their lives.

Supporting Pledge

The undersigning cities and communities also pledge, where it is within their area of responsibility and economically feasible, to further the following specific actions, and to incorporate them into key planning instruments to strengthen long term sustainability:

Promote among the general public awareness of older people, their rights, needs, and potentials, and highlight the positive social, economic and cultural contribution they make.

Ensure that the views and opinions of older people are valued and listened to and that structures and processes of citizen-centred engagement are developed to ensure that older people have an adequate involvement in decision making and are actively involved in the design and creation of innovation and change.

Adopt measures to develop urban spaces and public places that are inclusive, sharable and desirable to all, including older people, and ensure that publicly used buildings promote the dignity, health and well-being of users of all ages, and are fit for purpose to meet the changing needs of an ageing society.

Promote and support the development of neighbourhoods and communities for all ages that are diverse, safe, inclusive and sustainable, and that include housing for older people that is of the highest quality. Particular attention should be given to the needs of older people in assisted living, residential care and nursing homes where their dignity and autonomy is at greater risk.

Work to establish public transport systems that are available and affordable to all, including older people, and are 'seamless' within and across the various modes of transport that exist. The transport systems should also promote and facilitate personal transport use, such as cycling and driving by older people.

As these become more difficult, personal alternatives such as affordable taxis and car-pooling, which interconnect with the public system, should be made available.

Promote the participation of all, including older people, in the social and cultural life of their community by making available a diverse range of events and activities that are accessible, affordable and tailored to be inclusive of them and promote their integration into the community. This should include the promotion of intergenerational activities.

Promote and support the development of employment and volunteering opportunities for all, including older people, and recognise their positive contribution, and include the provision of lifelong learning opportunities in order to empower older people and promote their autonomy.

Ensure that a comprehensive and integrated range of affordable, easily accessible, age-friendly and high quality community support and health services is available to all, including older people, to include health promotion and prevention programmes, community-based support services, primary care, secondary acute hospital, rehabilitation services, specialist tertiary, long-term residential and compassionate end of life care.

Dublin, 13 June 2013

SIGNATURES OF CITY MAYORS, COMMUNITIES AND REGIONAL AND LOCAL
AUTHORITIES: