



Well-being Objective 11

Age Well - A Council-wide approach to support Ageing Well in Carmarthenshire

A slight reduction in loneliness

The National Survey for Wales annual survey showed a slight reduction in loneliness in Carmarthenshire, although it is still above the Welsh Average.

Why it is important

- Ageing well – ‘adding life to years, not just years to life’ – is important for each of us, and for our country as a whole. Older people should be seen as a vital part of society and should be able to have more opportunities to participate in and contribute to our economy and our communities. Older people are a significant asset to our community and economy.
- Wider services can make an important contribution in supporting and sustaining the independence of older people and reducing the demand on Social Services and Health Care.
- The Older Peoples Commissioner, Helena Herklots sets the ambition of ‘Making Wales the best place in the world to grow older’.

Success Measure



% of people feeling lonely in Carmarthenshire has reduced to

16.2% (Was 18.3%)

Source: National Survey for Wales



Explaining the Results

According to the 2019/20 [National Survey for Wales](#), **16.2%** of participating adults in Carmarthenshire **classed themselves as lonely**, this is above the Welsh average of 14.43% but has reduced from the previous result of 18.3%.



In July 2019 a Social Care and Health Scrutiny Committee’s Scrutiny members Task & Finish Review looking at [Loneliness in Carmarthenshire](#) report found that:

‘There are a myriad of activities and initiatives across Carmarthenshire that are bringing about positive change and are tackling loneliness at a local level. It is recognised that a much more targeted and strategic approach is needed to maximise impact’

The significant impact that loneliness can have on physical, mental and social health is well evidenced. Addressing loneliness has been endorsed as a key form of prevention of social care needs in the Social Services and Wellbeing Act (Wales) and has been recognised as a way of shifting the focus of health and social care.

The Review has also recommended 4 key actions:

1. Take a strategic approach to loneliness
2. Address loneliness as a share priority
3. Focus on building and supporting community assets
4. Directly address barriers to connection

Progress Made

Age Friendly Communities

- ⦿ The Police's *Digital Communications and Cyber Crime Unit* gave a talk at the 50+ Forum annual event in September 2019 to give advice and links to relevant websites.
- ⦿ The 50+ Forum Steering Group promotes the interests of older people in the county
- ⦿ Service users and carers say that they are satisfied that they were able to access services in the language of their choice.

Dementia Supportive Communities

- ⦿ The Bevan Exemplar project, '*Fulfilled Lives*', which is a project that supports people living with dementia and cognitive impairment, has had a successful pilot rolled out in Llanelli. The person-centred approach to people with dementia and their families has gained exemplary status from the international renowned Bevan Commission. Its evaluation demonstrated excellent outcomes for people with dementia in terms of remaining at home with less likelihood of escalating needs

Falls Prevention

- ⦿ The *National Exercise Referral Scheme (NERS)*, which has an innovative and effective approach to the provision of physical activity interventions, continues to have Falls Prevention as a key priority. Falls referrals have increased resulting in a significant uptake of the scheme.
- ⦿ '*Drink Wise Age Well*' training has been provided to staff who work with adults. This training focusses on the impact of alcohol use on the over 50's and includes a focus on early identification of problematic use.

Annual 50+ Forum

Another successful Annual 50+ Forum Event with around 500 members attending the National Botanical Gardens on the 12th September 2019.

The popular event brings together a wide variety of people and over 30 organisations and provides opportunity to reflect positively on aging as well as focusing minds on the needs of the county's older people. The annual event is supported by Carmarthenshire County Council and Welsh Government. The Event featured themes based on the priority issues raised in the 2018 Survey and subsequent mini surveys over the year and included:

- Mobility and access to transport
- Banking accessibility and staying safe on the internet
- Digital help for health and well-being, preventing loneliness and social isolation



Saron 50+ Cuppa club were one of the T2T award winners



The *Tenant to Tenant* (T2T) association presented Saron 50+ group with a second-place trophy in the community project category.

The group were so happy to have been given this award that each member keeps the trophy for 2 weeks and it's then passed on to the next member!



They set up about 4 years ago with 17 members and now have nearly 60 members who attend the cuppa club every other Wednesday from 10-12pm at Saron hall.

They have a variety of guest speakers who come along, and the atmosphere is very friendly and welcoming. A tea dance is also organised every month, but it's not compulsory to dance! They also regularly go ten-pin bowling.

[Link to the Spring 2019 edition of the 'Tenant to Tenant' magazine](#)



Executive Board Members For Housing:

**Cllr Linda Evans &
Social Care & Health:
Cllr Jane Tremlett**