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World Health Organisation

Global Network of Age Friendly Cities and Communities,

Avenue Appia 20,

1211 Geneva 27,

Switzerland.

Dear Committee,

We are writing to you as Leader of the Vale of Glamorgan Council and Chair of the Vale of Glamorgan Public Services Board (PSB), and the Council’s Older People’s Champion. On behalf of the Council and PSB partners we want to advise you of our commitment to become an Age Friendly Vale. This has been discussed by the Council’s Senior Leadership Team and at the PSB meeting which was attended by the Older Peoples Commissioner for Wales. There is a recognition of the need to ensure we are meeting the needs and aspirations of older members of the community and that they feel involved and valued. We wish to celebrate the fact that our older population here in the Vale of Glamorgan is increasing, recognising it as a great achievement that people are living longer and are choosing to live in the Vale of Glamorgan.

In 2021, it was estimated that 56,200 people were aged 50 and over living in the Vale of Glamorgan, this accounts for 43% of the population and reflects the national (Wales) trends. Since 2011, the 50 and over population has grown by 13.5% from 48,636 people, 39% of the total population of the Vale of Glamorgan, to 56,200, 43% of the total population; it is projected that this growth will continue. Through the 2018 based national population projections, between 2019 and 2039 the population aged 50 and over in the Vale of Glamorgan will grow by 16% or 10,399 people. The projected increase in people aged 50 and over is the third largest in Wales and as providers of local services and community leaders we need to work with our residents to ensure that people of all ages continue to be part of the community.

We are committed to ensuring that we are all able to enjoy living in the Vale of Glamorgan and being part of a growing and diverse population. This commitment is shown through the Public Services Board recent publication of an **Age Friendly Charter** for the Vale of Glamorgan. We want people of all ages to be able to access good quality services and opportunities, to have their say and to be part of strong communities working together to improve well-being across the Vale of Glamorgan.

This means we are dedicated to working collaboratively to ensure we are equipped to meet the challenges we may face as we grow older and ensuring that older people, particularly those who are most vulnerable, can access the support and services they need to thrive and remain healthy. It also means welcoming and promoting innovation and good practice to inspire action, empowering older people by ensuring they understand their legal rights and how they can exercise them to make their voices heard and challenge poor practice. Through this we aim to make the Vale of Glamorgan an even better place to age well in. We also recognise that being Age Friendly brings benefits to people of all ages and we want to ensure that the Vale is friendly, welcoming and accessible to everyone.

The Vale of Glamorgan Council and Vale of Glamorgan Public Services Board commits to becoming a member of the World Health Organisation’s Global Network of Age Friendly Cities and Communities.

We will put into action the following steps:

* Build upon and enhance our existing mechanisms to involve older people in all stages of the Age-Friendly process, such as the Vale of Glamorgan 50+ Strategy Forum and co-ordinated networks.
* Draw together the evidence from our previous and upcoming population-level needs assessments and local well-being assessments to establish a baseline picture of the age friendliness of the Vale of Glamorgan.
* Harness and develop the objectives detailed within our local Well-being Plan to create an Age Friendly Action Plan in collaboration with a range of partners and stakeholders.
* Use the learning, insights and data developed within our Public Services Board and our Cardiff and Vale Regional Partnerships Board (RPB), particularly the RPB’s newly established Ageing Well Partnership Board that ensures those who are able to make decisions and effect change in how services are delivered to older people are a key part of future discussions, to identify indicators that reflect progress against the action plan.
* Implement and embed a culture of continual improvement within all teams developing and delivering our Age-Friendly Plan, capturing examples of good practice for sharing with the wider network.

The Vale of Glamorgan Council and Public Services Board want to encourage our older population to live full and healthy lives and be able to participate and contribute to their communities. We believe that Age-Friendly communities create the conditions within which people can age well, adding life to years – not just years to life.

Yours faithfully,

L. Burnett B. Loveluck-Edwards

Cllr Lis Burnett Cllr Belinda Loveluck-Edwards