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Date/Dyddiad: 17<sup>th</sup> July 2025

Dear Committee,

We are writing to you as Leader of Monmouthshire County Council and the Council's Older People's Champion. On behalf of the Council, we are delighted to inform you of our commitment to become an age friendly county. In January 2024, the Council unanimously agreed to make Monmouthshire an Age-Friendly County and join the WHO global network, promoting active ageing and full participation in community life. At the same time Council appointed an older person's champion to advocate for older people and raise awareness about the concerns of older people in Monmouthshire.

We take aging well seriously in Monmouthshire. A quarter of Monmouthshire's population is aged 65 and above, with this proportion expected to grow significantly by 2033. As a County we aspire to support residents to live long, healthy, and independent lives, while recognising the valuable contributions of older people to community life and the local economy.

It matters to us that as we progress to reaching WHO Age-Friendly status, we do it together with our older residents and valued partners. We conducted a survey with 1,200 older residents across WHO's eight domains, using targeted outreach and relationship-building, listening and hearing what matters to our residents. We also mapped out existing services, volunteering opportunities, and community activities across the county, many supported by a wealth of active older citizens. We recognise the strength of having such an active citizenship supporting themselves and others to remain healthy and thrive. Their contributions enrich us all. We have been able to build a network of partner organisations to support the Ageing Well agenda and strengthen community engagement across organisations. These actions were the foundation for building our approach to ageing well. Using insights from the survey data we developed Monmouthshire's eight Age-Friendly principles, with a commitment to embed them in our decision/scrutiny frameworks. Our staff are using the survey analysis to ensure the principles are threaded through in policy and practice. This work is on-going.

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We believe it will be enhanced by the much-valued role and actions of the Older persons Champion who has forged links with the Commissioner for Older people in Wales and connected in with existing communities and activities. We have signalled our firm commitment to inclusivity and fair employment for all by signing the Centre for Ageing Better's Age-Friendly Employer Pledge to improve age-inclusive recruitment practices across the authority.

We see our progress towards becoming an age-friendly county as a part of a much longer process. A process where we collaborate with all our communities to create the conditions where people can age well, with dignity and care. Where living well longer is an expectation not a hope and where the contribution of our older citizens is valued and common place.

Yours sincerely,



Cllr Mary Ann Brocklesby  
Leader



Cllr Jackie Strong  
Older Persons' Champion