



# Age-Friendly Wrexham Base Line 2025

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## 1. Introduction

This document includes Wrexham’s application for membership of the Age-Friendly Cities and Communities network. This document will be used to shape Wrexham’s future development on our age-friendly journey. This membership will help us in Wrexham to learn from other age-friendly communities. It will enable us to share our work and build on opportunities that enable individuals to live longer and healthier lives. We will work together in partnership to achieve this. The baseline highlights the situation at the beginning of our age-friendly journey in Wrexham. It includes information and data from the 2021 Census, the North Wales Population Assessment, and local consultations including the voices of older people throughout the county.

## 2. Policy in Wales

The Well-being of Future Generations (Wales) Act (2015) seeks to create to build a country where we all want to live, both now and in the future. There is no room for prejudice of any kind in a community. The act focuses on working today to develop a better future for tomorrow. Building an age-friendly Wales holds a similar concept where we create strong working partnerships, we narrow the age gap, and build a Wales, and a Wrexham, where people can live well whatever their age. The act includes seven well-being goals and within Wrexham Social Care we strive to ensure we are working towards all seven.



In October 2021 the Welsh Government launched their strategy called “Age Friendly Wales: our strategy towards an ageing society”. The vision of the Welsh Government is to make Wales an age-friendly country but also a place where it’s a great place to grow older. This strategy came with some funding to support officers across Wales to build an age-friendly community and to understand what an age-friendly community looks like.



Information: Estimated number of people aged over 65 in 2020 and projected number in 2040:

|  | 2020<br>number | 2020<br>percent | 2040<br>number | 2040<br>percent | Change<br>number | Change<br>percent |
|--|----------------|-----------------|----------------|-----------------|------------------|-------------------|
|  | 27,750         | 20.4%           | 34,500         | 26%             | 6750             | 19.6%             |

*Source: Mid-year 2020 population estimates, Office for National Statistics; and 2018-based population projections, Welsh Government*

In 2021, Wrexham’s total population was just over 135,100, with 40.9% aged 50 and over. Between the 2011 and 2021 Censuses, the number of people aged 65 to 74 increased by approximately 2,500 (a 20.3% rise), while the number of residents aged 35 to 49 decreased by around 2,900 (a 10.2% drop).

It is anticipated that the proportion of residents aged 65 and over will increase by around 6.7% over the coming years. Additionally, the number of older people who struggle with activities of daily living is expected to continue rising over the next two decades.

## 5. Creating a Wrexham Where Everyone Can Age Well

In Wrexham, we recognise the importance of supporting our older population to live fulfilling and healthy lives while actively participating in their communities. Currently, we are exploring the concept of age-friendly communities that would empower individuals to age well and improve their quality of life.

While the concept of age-friendly domains – promoted by the World Health Organisation (WHO) in their guidance ([The WHO Age-friendly Cities Framework - Age-Friendly World](#)) – was introduced to Wrexham residents relatively recently, we have been able to draw on years of community initiatives and feedback to categorise and frame these views with the relevant domains. The domains will help us focus our efforts and align our actions in collaboration with stakeholders.

To address the unique needs of older residents, we are forming a new group that will include representatives from various organisations across the region as well as individuals passionate about enhancing the lives of older people. This multi-agency and collaborative approach aims to develop strategies that promote the health, well-being and rights of older people, as well as individuals of all ages.

As we face the challenges presented by an ageing population coupled with tightening budgets, it is crucial that we formulate plans to sustainably support our older residents in the future. To effectively improve their well-being, we will need to assess the current state of our communities and identify areas where enhancements can be made to foster better living experiences for all ages. This preliminary assessment will inform the development of a future Ageing-Friendly Wrexham Action Plan.

The initial step in Wrexham’s commitment to becoming recognised as WHO Age Friendly Communities was the signing of a Letter of Commitment by the Interim Chief Officer for Social Care, the Chief Executive, and the Lead Councillor.

## 6. Our Letter of Commitment

World Health Organisation  
Global Network of Age-Friendly Cities and Communities  
Avenue Appia 20  
1211 Geneva 27  
Switzerland

Dear Committee

I am writing on behalf of Wrexham County Borough Council to apply for membership of the World Health Organisation's Global Network of Age Friendly Cities and Communities.

As a Local Authority and provider of public services we recognise the importance of developing age-friendly communities, as the population is ageing. The 2021 Census in Wrexham reported that there has been an increase of 20.3% in the number of people aged 65 to 74 years. This growth is projected to continue and it is predicted by 2040 there will be an increase of 15.7%.

The aims and values of WHO Age Friendly Communities status focus on enhancing the quality of life for older adults through inclusivity, accessibility and empowerment. Wrexham County Borough Council supports these aims and values the contributions that older people make in their communities.

We are committed to supporting and enabling people to age well. In June 2013, we signed the Dublin declaration signifying the commitment to developing age-friendly communities that encourage active ageing and enhance quality of life as people age. The *Ageing Well in Wrexham Plan (2016-2019)* set a priority to make Wrexham a good place to grow older. Our Ageing Well Lead Officer and Chief Officer for Social Services provide a lead role in the creation of an Age-friendly Wrexham.

The Older People's Commissioner for Wales' commitment to make Wales a nation of age-friendly communities, and Welsh Government's vision: *to create an age friendly Wales that supports people of all ages to live and age well* (Age friendly Wales: strategy for an ageing society) supports our continued focus on developing age-friendly communities in Wrexham.

Please find the attached *Plan for Age-friendly Development in Wrexham (2016-2019)*. This plan demonstrates the commitment from Wrexham County Borough Council and its public sector and third sector partners. The document provides an overview of current age-friendly projects and initiatives and key actions that will help to make Wrexham a great place in which to live and age well. I trust you will find the plan both interesting and informative.

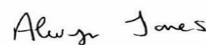
The plan will be further developed and prioritised in co-production with community groups, residents and service partners to continue the excellent work that has been taking place across the county. New opportunities for age-friendly development and learning will be explored, and best practices adopted from other communities in Wales and across the World.

On behalf of Wrexham County Borough Council and its partners, we look forward to your consideration of our application and hope that we can contribute positively to this inspiring global network of age-friendly communities.

Yours sincerely,



Alison Reeve  
Interim Chief Officer



Alwyn Jones  
Chief Executive



Councillor Mark Pritchard  
The Leader of Wrexham Council

## 7. Our Priorities

As part of Wrexham's journey toward becoming an Age Friendly Community, we are guided by the following priorities that reflect our commitment to older people and inclusive community development

- To ensure that there are opportunities for the voices of older adults in Wrexham to be heard.
- To work closely with older people as partners to co-produce and deliver.
- To create an inclusive Wrexham for all.
- To understand that we will constantly strive to become more age-friendly

## 8. Age-Friendly Roles

In Wrexham, an Age Friendly Lead has been appointed within the local authority to work with partners and older people across Wrexham to build an age-friendly Wrexham to ensure that decisions and changes made in Wrexham meet the age-friendly agenda and principles and that older people are kept informed and involved. The Older People Champion was appointed by the Leader of the Council at the start of the council term. The latest champion was appointed in May 2022. The champion is committed to:

- Act as a voice for older people in the Council Chambers and relevant meetings
- Work with the Age Friendly Lead to create age-friendly changes across Wrexham
- Promote the importance of providing information and advice for older people
- Ensure that the needs of older people across Gwynedd are heard and met Champion and encourage intergenerational practice

Councillor John Pritchard, Lead Member for Adult Social Care Health and Well-Being & Older People Champion for Wrexham Council (09/05/2022 - 10/05/2027)



[| Wrexham County Borough Council](#)

## 9. Our Vision

Our vision in Wrexham is to build vibrant communities where age is no obstacle. Collaboratively working in strong partnerships we will continue to build resilient communities where being age-friendly is a priority. As an area with an ageing population, we must continue to build on our age-friendly vision and prioritise the eight domains across our communities.

| Domain Number | Domain Title                  | Our Vision  |
|---------------|-------------------------------|---|
| 1             | Outdoors Spaces and Buildings | An Age-Friendly Wrexham will be dedicated to the development of accessible and inclusive outdoor spaces and buildings. We will be committed to creating Age-Friendly Communities, reflected in the design of pathways and public facilities that cater to all residents. Ageing Well Wrexham will focus on creating safe, well maintained environments where people of all ages can interact with their surroundings, engage in community activities and enjoy outdoor outdoors - supporting both wellbeing and strengthening social connections to reduce social isolation.  |
| 2             | Transportation                | Ageing Well Wrexham will envision that Wrexham is dedicated to enhancing transportation options for all residents, ensuring that mobility is accessible and efficient. Ageing Well Wrexham will aim to improve public transport services and connectivity throughout the community, allowing people of all ages and abilities to navigate the city with ease. By prioritising safer travel routes, reliable transport schedules and increased accessibility features, Wrexham will strive to create a transportation network that supports independence and encourage participation in community life.                                    |
| 3             | Housing                       | Ageing Well Wrexham will envision a vibrant community where diverse and accessible housing options are available to all residents, particularly older adults. Our goal will be to create homes that are safe, affordable but also adaptable to changing needs over time. Ageing Well Wrexham will actively prioritise housing initiatives that incorporate universal design principals, ensuring seamless movement and improved accessibility within our homes. By nurturing a supportive housing environment Ageing Well Wrexham will aim to enhance quality of life and encourage residents to remain connected within their community. |

|   |                                       |  |
|---|---------------------------------------|--|
| 4 | Social Participation                  | Ageing Well Wrexham will envision a community that places a strong emphasis on the importance of social participation for all residents, aiming to create an inclusive environment where individuals can engage in community activities and connect with one another. Ageing Well Wrexham will strive to promote various programs and events that encourage older adults to share their skills, interests and experiences. By providing these opportunities for collaboration, volunteering and community engagement, social bonds will be strengthened and the overall quality of life for residents will be enhanced, thus ensuring that everyone feels valued and involved.   |
| 5 | Respect and Social Inclusion          | Ageing Well Wrexham will envision a vibrant community where respect and social inclusion are fundamental for all individuals, regardless of age or background. There will be commitment to advocating for policies and initiatives that promote diversity and understanding, encouraging dialogue and collaboration among stakeholders, partners and the public. By creating welcoming spaces and opportunities for all voices to be heard, Ageing Well Wrexham will aim to empower individuals and strengthen community ties. There will be commitment to inclusivity to ensure that everyone plays a vital role in shaping the community, fully participation in social, cultural and civic life.  |
| 6 | Community Support and Health Services | Ageing Well Wrexham will envision a thriving community where the health and wellbeing of all its residents are prioritised through a collaborative approach to community and health care. There will be commitment to strive to integrate accessible health services with community programmes that will encourage active living and preventative care. By working closely with local health authorities, organisations and volunteers, Ageing Well Wrexham will be committed to ensuring that all citizens, especially older people, receive the support and resources they need to maintain their health and quality of life. There will be focus on holistic health care provides a sense of community, where residents feel empowered to take an active role in their health journeys. |
| 7 | Civic Participation and Employment    | Ageing Well Wrexham will envision a community where civic participation and employment opportunities are enriched for all citizens. Recognition will be given to active engagement in the community which will be essential for personal fulfilment and social responsibility. Ageing Well Wrexham initiatives will aim to encouraging individuals to participate in local governance, community service, and decision making processes that affect their lives. Additionally, Ageing Well Wrexham will be committed   |

|   |                               |  |
|---|-------------------------------|--|
|   |                               | to creating accessible pathways to employment by collaborating with local businesses and training programs, ensuring that residents of all ages, particularly older adults, can find meaningful work and contribute to the economy. By encouraging a culture of civic involvement and providing diverse job opportunities, Ageing Well Wrexham aims to empower its residents and strengthen community ties.  |
| 8 | Communication and Information | Ageing Well Wrexham will envision a community where clear communication and the dissemination of information are at the forefront to ensure that all residents are well informed and engaged. Ageing Well Wrexham will understand that accessible and transparent communication is essential for encouraging connected communities. Through using various channels, including newsletters, community forums and digital platforms, we will be dedicated to keeping residents updated on local events, services and resources available to them. There will be commitment to enhancing communication, which will not only empower citizens but also encourage dialogue and collaboration throughout the community. Through promotion of open lines of communication, Ageing Well Wrexham will aspire to build trust, ensuring that everyone feels included in the conversation. |

## 10. Ageing Well Strategy

The new interim Ageing Well Strategy 2025 focuses on four key priorities that are essential for promoting a fulfilling and healthy life as we age. Firstly, **connectedness** emphasises the importance of social relationships and community engagement, fostering a sense of belonging that is vital for emotional support. Secondly, **mental well-being** prioritise maintaining cognitive health through activities that promote mental stimulation, resilience, and emotional balance. Thirdly, **physical wellbeing** underscores the significance of regular exercise, balanced nutrition, and proactive healthcare to enhance physical fitness and prevent illness. Finally, **making an active contribution to society** recognises the value of involvement in meaningful activities, such as volunteering or mentorship, which not only benefit the community but also provide a sense of purpose and satisfaction to individuals. Together, these priorities create a holistic approach to ageing that champions the quality of life in later years.



Ageing well strategy  
on template V 2 June

## Priority areas for ageing well in Wrexham



### 11. Collaboration

There are a number of partners in Wrexham and the information within this document provides examples from various partners, whilst the action plan identifies some of their priorities in moving forward towards an age-friendly Wrexham. It is impossible to showcase and include all the great examples and case studies within this report, but the baseline recognises some areas where Wrexham is innovating and leading the way. The baseline report also explores the areas that need improvement and developments that need to be followed to create a more age-friendly Wrexham.

### 12. Stakeholders

To build an Age-Friendly Wrexham we need commitment and co-production from various organisations, stakeholders and older people across Wrexham. By bringing everyone together to work towards our aim, which is Age-Friendly Wrexham, we can build a clear vision of how we can continuously improve Wrexham in an age-friendly manner. Our most important partners are the older citizens of Wrexham, they are not included in the list below, but are an integral part of the journey. Wrexham’s list of age-friendly partners is continually growing. Here is our current list of partners:

| Current Stakeholders Engaged with Ageing Well Wrexham | Identified Stakeholders for Relationship Development for Ageing Well Wrexham |
|---|--|
| Adult Learning  | Accessible Natural Environment   |
| Ageing Well Community Outreach                        | Advance Brighter Future  |
| Ara Recovery 4 All – Gambling Support                 | Age Cymru  |
| AVOW  | Alyn Waters  |
| Blue Badges (Contact Centre)                          | ASNEW  |
| Caia Park Partnership                                 | Care Homes   |
| Carer’s Trust   | Clwyd Alyn Housing   |
| Charriots   | Coleg Cambria  |
| Citizen’s Advice Bureau                               | Cycle Routes (Highways)  |
| Coleg Cambria   | Day Centres  |
| Communities for Work                                  | Disabled Parking   |
| Community Agents                                      | District Nurses  |
| Community Resource Centre                             | Electric Vehicle charger Points  |

|   |  |
|---|--|
| Community Transport Scheme (AVOW)           | FOCUS Wales                                |
| Continence Services                         | Groundwork                                 |
| Deaf Support                                | GPs  |
| Dementia Groups                             | Home Care                                  |
| Dewis                                       | King Street Bus Station                    |
| Erlas Victorian Walled Gardens              | Little Learning Company                    |
| Falls Prevention – BCUHB                    | Luncheon Clubs                             |
| Freedom Leisure                             | Maelor Hospital – Red Robins               |
| Groundwork                                  | Maximus                                    |
| Libraries                                   | Memory Clinic                              |
| National Exercise Referral Scheme           | Miners Rescue                              |
| National Trust                              | Multi-Cultural & Cohesion                  |
| NEWCIS                                      | Occupational Health                        |
| North Wales Fire & Rescue                   | Salvation Army                             |
| Rainbow Foundation                          | Social Groups                              |
| RITAs                                       | Taxis                                      |
| Social Prescribing                          | Train Station                              |
| Shop Mobility (AVOW)                        | University for 3 <sup>rd</sup> Age         |
| Telecare                                    | Victorian Parks, Walled Gardens & Cemetery |
| Ty Pawb                                     | Vision Support                             |
| WCBC Housing                                | Wales & West Housing                       |
| WCBC Human Resources                        | Wallich                                    |
| WCBC Web Team                               | Warm Wales                                 |
| Welfare Rights                              | Welsh Heritage                             |
| Well-being Hub                              | World Heritage Site                        |
| Welsh Ambulance Service                     | Wrexham Football Club                      |
| Wrexham Football Club Fit Fans / Dragon Fit | Wrexham University                         |

### 13. Strengthening Older People's Voices in Wrexham's Communities

Wrexham's involvement of older people in community initiatives is in its infancy stages, but it is already showing promising signs of development. An Older People's Forum has been established in the Caia region, serving as a platform for seniors to voice their needs and contribute to local decision-making. This forum is set to connect with community agents who are actively engaged in every community council ward across Wrexham, creating a network that integrates the voices of older residents with broader community efforts. Plans are underway to form a steering group that will include stakeholders from various sectors alongside public members, ensuring collaborative engagement for future initiatives.

A consultation conducted from November 2023- March 2024 has laid the groundwork for community feedback, with another planned for the end of the year to gauge progress and gather additional insights. By linking up with key stakeholders, the initiative is poised to develop further, ensuring that older people's perspectives are not only heard but actively shape the future of Wrexham's community life.

## 14. Consultation

The ageing well public consultation was live from 29 November 2023 to 31 March 2024 and was conducted to support our application for World Health Organisation (WHO) Age Friendly Community status. As our population continues to age, it is crucial to ensure that our community is inclusive, accessible, and responsive to the needs of older people. There were 466 responses. The high response rate reflects the significant interest in ageing-related community planning.

This consultation sought to gather first-hand insights and feedback from citizens aged 50 years + to identify areas that matter to ageing well and areas that improvements can be made.

By directly involving the citizens in the planning process, we aim to develop and implement strategies that promote healthy ageing, enhance quality of life, and ensure that our communities remain a supportive environment for people of all ages.

The insights gained through this consultation will form a critical foundation for our application, demonstrating our commitment to the development of an age friendly community in alignment with WHO standards and guidelines.

### 14.1 Methodology

The consultation was designed to be comprehensive and inclusive, ensuring broad participation from diverse segments of Wrexham. We employed a mixed-methods approach, combining both quantitative and qualitative data collection techniques.

Efforts were made to reach underrepresented groups. This robust methodology ensured that the voices of citizens were heard and that the findings were representative, reliable and actionable.

### 14.2. Publicity

Links to the survey were sent to all Community Agents and key stakeholders.

The survey link was accessible via 'Your Voice' on Wrexham Council's website and in paper form to capture a wide range of responses.

### 14.3 Sections

The survey included a total of 41 questions covering various topics such as:

- Personal information
- Unpaid Carers
- Quality of life
- What is important to live and age well
- Loneliness
- Vulnerability
- Crime
- Digital literacy
- Worries
- Planning for later life
- Community Agents
- Support
- Amenities

- Activities
- Suggested Improvements to make life better
- Additional Comments
- Equal Opportunities
- Feedback on the survey

The comprehensive set of questions was designed to gather a wide range of information and insights from citizens.



Ageing Well  
Consulation Report (E