

Gwynedd

# Oed Gyfeillgar

Baseline assessment

2024

Presented by:  
Cyngor Gwynedd



# About Us

This document includes Gwynedd's application for membership of the Age-Friendly Cities and Communities network. This document will be used to shape Gwynedd's future development on our age-friendly journey. This membership will help us in Gwynedd 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 Gwynedd. 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.



## GWYNEDD

**Gwynedd is the second largest county in Wales but sparsely populated, with an area of 979 square miles (2,540 km<sup>2</sup>) and a population of 117,400. The geography of Gwynedd is mountainous, with a long coastline to the west. Gwynedd is a unique county. Here we have naturally Welsh-speaking and vibrant communities, and our commitment to be at the forefront of promoting the use of the Welsh language everywhere and on every occasion continues to be a main priority.**

# Our letter of committment

**It is a pleasure to present Gwynedd's application to be a member of the Age-Friendly Cities and Communities network.**

Older people are valuable residents of the county with Census 2021 data showing that approximately 44% of Gwynedd's population are aged 50 years and over (ONS, 2021). The 2018 based population projections data from the Welsh Government (2021) projects that the population aged 75 years and older in Gwynedd is to increase by 42.1% between 2019 and 2043. With people living longer and healthier lives, it is vital that we ensure that our communities are pleasant, safe, and accessible for people as they age.

Cyngor Gwynedd has already demonstrated its dedication to fostering age-friendly practices through various initiatives, listening to the voices of older people, and appointing an Age-Friendly Champion. These efforts have undoubtedly had a positive impact on the well-being and vitality of the older people, ensuring that dignity and respect are central to services.

If we want older people to continue to contribute and be full members of society, the age-friendly mentality must be developed across Gwynedd. We will identify and tackle the barriers that affect the well-being of older people, whilst also celebrating the successes and identifying what works well. We firmly believe that age-friendly communities will benefit everyone, and especially those with disabilities or a long-term medical condition, those who are pregnant or parents of small children.

Of course, it's not just a matter for the local authority to work towards creating an age-friendly Gwynedd and we will work closely with our local partners during the years to come. All partners of age-friendly Gwynedd have contributed in workshops and meetings to ensure we work positively together for the future. We very much hope that this application will be successful and that we can benefit from the knowledge and experience of the current members and contribute to inspiring change across the world. We understand that this is only a starting point of an interesting journey ahead as we commit to work in an age-friendly manner for the benefit of the people of Gwynedd.

## Signed by:



Dafydd Gibbard,  
Chief Executive Cyngor Gwynedd



Cllr. Dyfrig Siencyn,  
Cyngor Gwynedd Leader



Cllr. Dilwyn Morgan,  
Cabinet Member for Adults, Health and Well-being  
Age-Friendly Champion for Gwynedd

# Who are we?

To build an age-friendly Gwynedd we need commitment and co-production from various organisations and older people across Gwynedd. By bringing everyone together to work towards our aim, which is age-friendly Gwynedd, we can build a clear vision of how we can continuously improve Gwynedd in an age-friendly manner.

Our most important partners are the older people of Gwynedd, they are not included in the list below, but are an integral part of the journey.

Gwynedd's list of age-friendly partners is continually growing. Here is our current list of partners:

Adra

Age Cymru Gwynedd a Môn

Antur Aelhaearn

Antur Waunfawr

Awdurdod Parc Cenedlaethol Eryri

Betsi Cadwaladr University Health Board

Byw'n Iach

Canolfan Henblas

Carer's Trust

Congl Meinciau

Cymunedoli Cyf.

Cyngor Gwynedd

Dementia Actif Gwynedd

Eryri Cydweithredol

Gisda

Gofal a Thrwsio Gwynedd a Môn (Care and Repair Gwynedd and Môn)

Grŵp Cynefin

Heddlu Gogledd Cymru

Iechyd Cyhoeddus Cymru (Betsi Cadwaladr)

Mantell Gwynedd

O Ddrws i Ddrws

Partneriaeth Ogwen

Porthi Dre

Prifysgol Bangor

South Meirionnydd Older People's Forum

Tai Gogledd Cymru (NWA)

Y Dref Werdd

Yr Orsaf

# Our Vision

Our vision in Gwynedd is to build vibrant communities where age is no obstacle. 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.

- Outdoor spaces and buildings
- Transport
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

## Our Priorities

**1**

To ensure that there are opportunities for the voices of older adults in Gwynedd to be heard.

**2**

To work closely with older people as partners to co-produce and deliver.

**3**

To create an inclusive Gwynedd for all.

**4**

To understand that we will constantly strive to become more age-friendly





# Background

Gwynedd is a county located in North-West Wales and is the second largest county in Wales covering an area of 979 square miles. The rurality of the area raises several challenges, especially in the south of the county, in terms of transport, loneliness, and access to health services.

In the 2021 Census, results showed that Wales has an ageing population. This is reflected in Gwynedd where we also saw an increase in older individuals within the population. In October 2021, the Welsh Government published their Strategy for an Ageing Society. Nearly half of Gwynedd's population is over the age of 50 years - a total 44.3% (Census 2021) as compared to 40.1% in 2011. Across Wales, it is projected that by 2038 one in four people in Wales will be over the age of 65. This is the fastest growing age group currently in Wales, and is due to people living longer, but is also due in part to falling fertility rates (Harper, 2016).

Many people are afraid of growing old, and some of these negative attitudes are generated by a set of myths about an individual and ageing population that are not backed, and often squarely contradicted, by evidence (Börsch-Supan, 2013). This is the case amongst some older adults in Gwynedd, and by working in an age-friendly manner across the county we can move away from these preconceptions.



# 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 Gwynedd, where people can live well whatever their age. The act includes seven well-being goals and within the Adults, Health and Well-Being department in Gwynedd 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.

Across Gwynedd various organisations, community groups, and the local authority work together to provide support for individuals as they grow older. From social participation to access to health services and social care, Gwynedd has a variety of support offers. The baseline report will look at examples within Gwynedd that have been embedded as well as exploring future developments.

# Age-Friendly Roles

As part of our work to support communities across Gwynedd to work in an age-friendly manner, Cyngor Gwynedd has created specific roles to support communities, organisations, and individuals to work for the benefit of older adults and people of all ages within our communities.



Councillor Dilwyn Morgan,  
Age-Friendly Champion for  
Cyngor Gwynedd 2022 - 26

In Gwynedd, an Age Friendly Lead and an Age Friendly Champion have been appointed within the local authority to work with partners and older people across Gwynedd to build an age-friendly Gwynedd. They both to work together to ensure that decisions and changes made in Gwynedd meet the age-friendly agenda and principles and that older people are kept informed and involved.

The Age-Friendly Champion was appointed by the Leader of the Council at the start of the council term. The latest champion was appointed in July 2022 following the Local Elections 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 Gwynedd
- 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

Other organisations within Gwynedd have either ensured that a specific officer is responsible for the age-friendly agenda, or have committed to an environment that allows teams to keep their organisation to task in terms of working in an age-friendly manner.

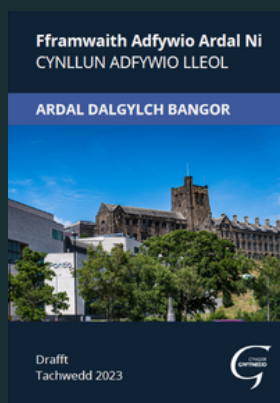
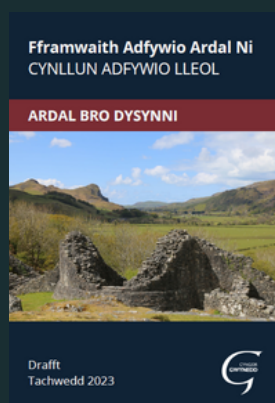
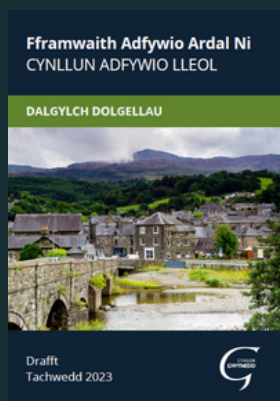


# Baseline and Consultation

There are a number of partners in Gwynedd 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 Gwynedd. It is impossible to showcase and include all the great examples and case studies within this report, but the baseline recognises some areas where Gwynedd 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 Gwynedd.

## Ardal Ni 2035

Our Area 2035



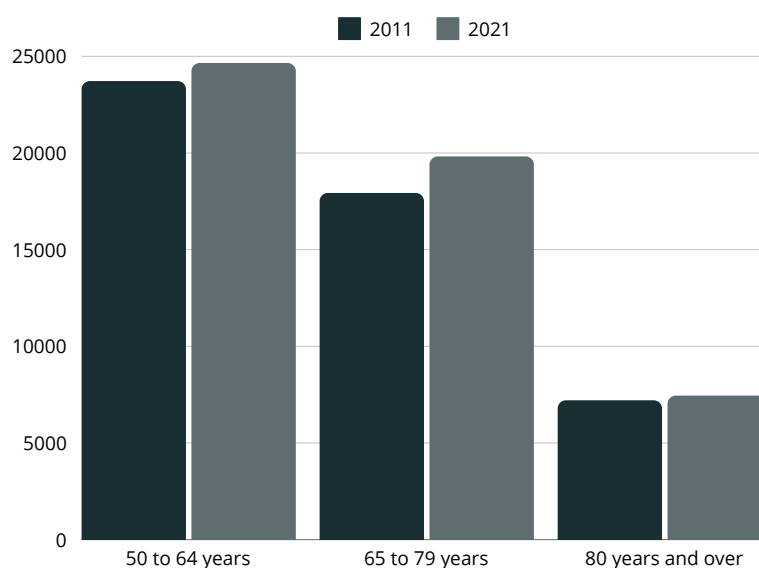
Cyngor Gwynedd conducted a consultation with 13 local communities as part of an engagement process that focused on specific communities. This was an opportunity for local people to shape the future of Gwynedd. We were able to tap into this work and learn about our communities, their aspirations, and their current situations, and apply its findings to our age-friendly plan.

Ardal Ni consulted with 3,685 individuals across Gwynedd during the initial consultation in 2022 which consisted of sharing questionnaires to scope and understand how to develop our communities for the better.

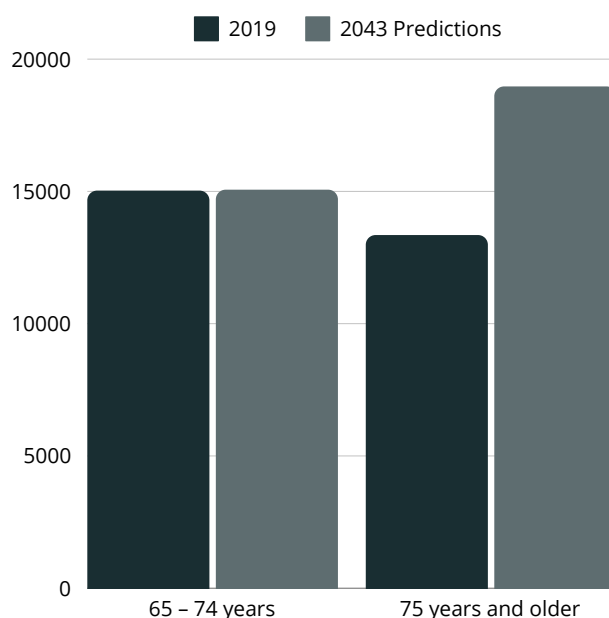
Various partners attended the Ardal Ni workshops which enabled them to scope further projects and build on opportunities to work together with others. The aim of this process was to develop a Regeneration Framework for Gwynedd, and ensure that partners worked together in their local communities to improve their neighbourhoods economically, environmentally, culturally, and socially. Ardal Ni will be implemented using the five key ways of working described within the Future Generations Act (Wales), 2015.

Outcomes from the Ardal Ni consultation have fed into our action plan

# Current situation and predictions



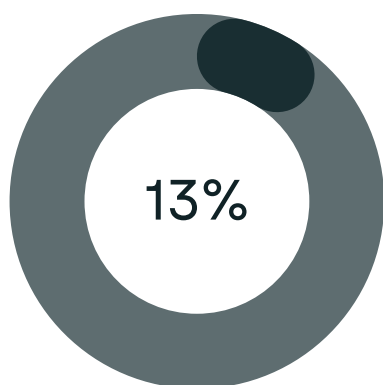
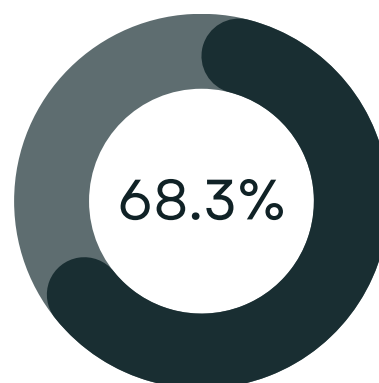
Census 2021 data notes that approximately **44%** of Gwynedd's population are **aged 50 years and over**. There was an increase in the number of people above 50 years old **between the 2011 and 2021 Census**, as shown in the graph above.



The **2018-based population projections for 2043** from the Welsh Government projects that the population **aged 75 years and older** in Gwynedd **will increase by 42.1% between 2019 and 2043**. These projections are due to be updated using the Census 2021 data to reflect the updated population data.

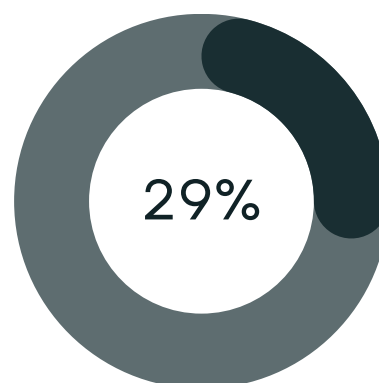
# Statistics (ONS, 2021)

**68.3%** of Gwynedd's population **aged 50 years and older** self reported that they were in **very good or good health** in the Census 2021, with 22.5% noting fair health and 9.2% in bad or very bad health.



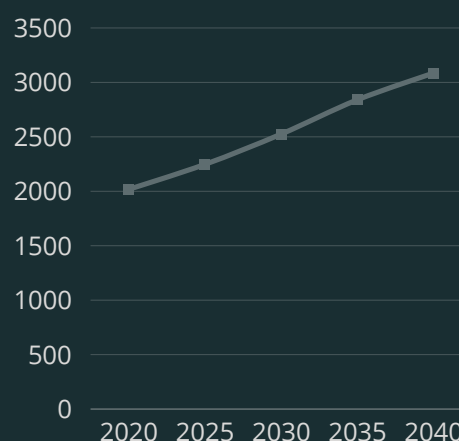
Census 2021 data notes that **13%** of Gwynedd's population **aged 50 years and over** provide **weekly unpaid care**.

According to Census 2021 data **29%** of Gwynedd's population **aged 50 years and over** are **disabled under the Equality Act**.



## Dementia

Data from [Social Care Wales](#) (undated) notes that the number of people **aged 65 and over with dementia in Gwynedd** is **predicted to increase by 53% between 2020 and 2040** (data based on 2014 population projections data).



# Listening to the voices of older adults

## Older People's Council

Before Covid-19, Cyngor Gwynedd had an Older People's Council which met regularly four to six times a year to share information and hold the council to account. During the last few years before the lockdown the membership of the council dropped significantly, and in 2019 Cyngor Gwynedd considered different ways of engaging with older people to learn what was needed across Gwynedd.

It became clear that the council needed to re-think its engagement processes in order to reach older adults across the local authority. Due to the rurality of the county it was apparent that meeting in one central location wasn't viable, and that there was a need to go into local communities, and tap into local networks.

## Forums and adapting after Covid-19

In 2021, as we were coming out to a different world following the pandemic, many areas in Gwynedd lacked social opportunities for older adults. This was due to various reasons which ranged from the loss of the volunteer base; organisations having lost contact with attendees or having lost members during the pandemic; and some older adults being afraid to re-start socialising after two years apart.

Following the release of 'Age Friendly Wales: Our strategy for an Ageing Society' and a grant from the Welsh Government, Cyngor Gwynedd started a small grant scheme as an opportunity to re-start social activities across Gwynedd and boost new opportunities. The grant offered support for communities and social groups to come together once again. The opportunities ranged from social opportunities to fitness classes to day trips. From these sessions we were also able to hear the voices of older adults and learn how we could best support individuals whilst moving forward towards an age-friendly Gwynedd.

Information about the grant itself can be seen on the next page, or accessed here: [Cyngor Gwynedd Age-Friendly Grant 2021-22.](#)

# 2021-22

## Age-friendly grant

# 71

We received a total of 71 applications across the whole of Gwynedd.

# 59

A total of 59 were awarded a grant for their local project.

# 1,948

Across Gwynedd we reached a total of 1,948 older individuals and this shows the benefit of this grant. Many of the individuals noted that this was their first social event following lockdown.

In conjunction with the grant, we attended some events and shared a questionnaire with all participants to learn more about what older people in Gwynedd were interested in and what they were looking for. Some of the themes raised included digital exclusion and the lack of access to information about what's going on locally. Many stressed the fear of socialising following two years of lockdowns, and some shared ideas about what it means to age well for them as individuals in Gwynedd. The feedback was relayed to organisations, Community Connectors, and groups within the communities to understand what people in certain local areas wanted.





# Forums

Cyngor Gwynedd have run a series of forums to discuss topics, hear voices, and share information with older adults across the local authority. We also held a conference which attracted over 100 individuals. Whilst the forums are great for discussions, we are aware that we only reach a small percentage of older people and that we tend to hear the same kind of voices.

Due to this, we have worked closely with elected members and partners across Gwynedd to hold events, drop-ins and walks around their local areas speaking directly to people, and listening to their issues and challenges. We were able to reach those individuals that we usually struggle to reach and the responses have informed our priorities and developments. Alongside this, we've also launched an online campaign encouraging people to contact us and have shared information and contact details through Newyddion Gwynedd, a Gwynedd Council newspaper distributed to every household in the area.



**Pwllheli Forum  
January 2023**



**Dolgellau Forum  
March 2023**

# Age-friendly Conversations

In 2023 age-friendly conversations led by elected members in their local communities have resulted in hearing from more older people across Gwynedd. We have been visiting cafes, and knocking on doors trying to reach those who don't usually attend forums or other consultation events.

These conversations led by our elected members will continue to be held across Gwynedd as a way to:

- Hear from those people that are hard to reach
- Learn about the issues facing people in different parts of Gwynedd
- Allow elected members to be more aware of these day to day challenges so they're able to raise what they've hear at relevant meetings
- Have conversations that recognise individual and community strengths and assets
- Share information and make sure that people get the right kind of support



Pictures at some of the locations visited with the local councillors.