



Strategic Business Plan
2020 - 2023



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Executive Summary

Age Cymru Ceredigion and Age Cymru Sir Gâr merged to form Age Cymru Dyfed in April 2020, supporting older residents across Pembrokeshire, Carmarthenshire and Ceredigion; the Dyfed region. The organisation is dedicated to helping individuals aged 50+ maintain independence for as long as possible and make the most of later life through a range of support and services.

The Dyfed region is popular with tourists and boasts beautiful coastlines and scenery, with almost 50% of its residents aged 50+. The rural nature of the region can make it difficult for older people to access services and stay connected to communities.

Age Cymru Dyfed are aiming to achieve four operational and two organisational strategic objectives over the next three years:



Reducing isolation and loneliness



Improving health & mobility and reducing the impacts of frailty



Improving service users financial positions



Promoting access, choice and independence

Operational



Transforming ways of working



Sustainable funding

Organisational

Age Cymru Dyfed are proud to have achieved numerous accreditations of quality standards and are committed to providing the highest quality support and services to individuals aged 50+, their family and carers.

The team at Age Cymru Dyfed would like to thank all of those that have shown support to the organisation and its cause. The kindness and generosity of the public, our volunteers, and our funders enables us to be there for the older people of Dyfed, helping them thrive, not simply survive.



Our Vision

A world in which older people flourish.

Our Mission

To improve life with & for older people across Carmarthenshire, Ceredigion and Pembrokeshire; to maintain independence, improve quality of life and well-being and to offer preventative solutions.

Introduction

Age Cymru Dyfed is a Charitable Incorporated Organisation that provides projects and services for people aged 50+, their families and carers across the three counties of Dyfed – Pembrokeshire, Carmarthenshire and Ceredigion. We are committed to working with and for older people to help them maintain independence for as long as possible. We do this through:

- Providing services and support in direct response to older peoples expressed needs
- Involvement in public education and advocate on behalf of older people and their carers where funding allows
- Working to develop services that are innovative and flexible enough to respond to changing conditions
- Working in partnership with other organizations, both statutory and voluntary, to promote services and allow older people to live full and satisfying lives
- Encouraging a positive view of older people and their valuable contribution to communities and society

Everyone should be able to love later life and at Age Cymru Dyfed, we are privileged to be able to support the older people within our counties to do just that.



“The newly merged Age Cymru Dyfed is now better equipped and resourced to react positively and flexibly to challenges ahead. The quality and enthusiasm I detect amongst staff newly recruited and those continuing augers well for our future. This first business plan for the new charity is different in style and structure from past plans. It reflects our commitment to long term planning and positive thinking in managing change to best support older people throughout Dyfed.”

- Harvey Jones, Trustee



History

- From the early 1990's, we operated under 'Age Concern', with a partner in each county.
- In 2004, the organisations joined the Age Cymru brand to form Age Cymru Ceredigion, Age Cymru Sir Gâr and Age Cymru Pembrokeshire.
- Age Cymru Pembrokeshire demised in 2016, with residents continuing to be supported by Carmarthenshire and Ceredigion colleagues and volunteers.
- On the 1st April 2020 Age Cymru Sir Gâr and Age Cymru Ceredigion merged to form **Age Cymru Dyfed**, covering Pembrokeshire, Carmarthenshire, and Ceredigion.

This has brought together the teams of the two well-respected organisations, pooling expertise and resources to provide high quality, specialist support to the older residents of Dyfed. Since the merger, the organisation has expanded significantly, growing the team, broadening the reach of existing services and introducing new projects.

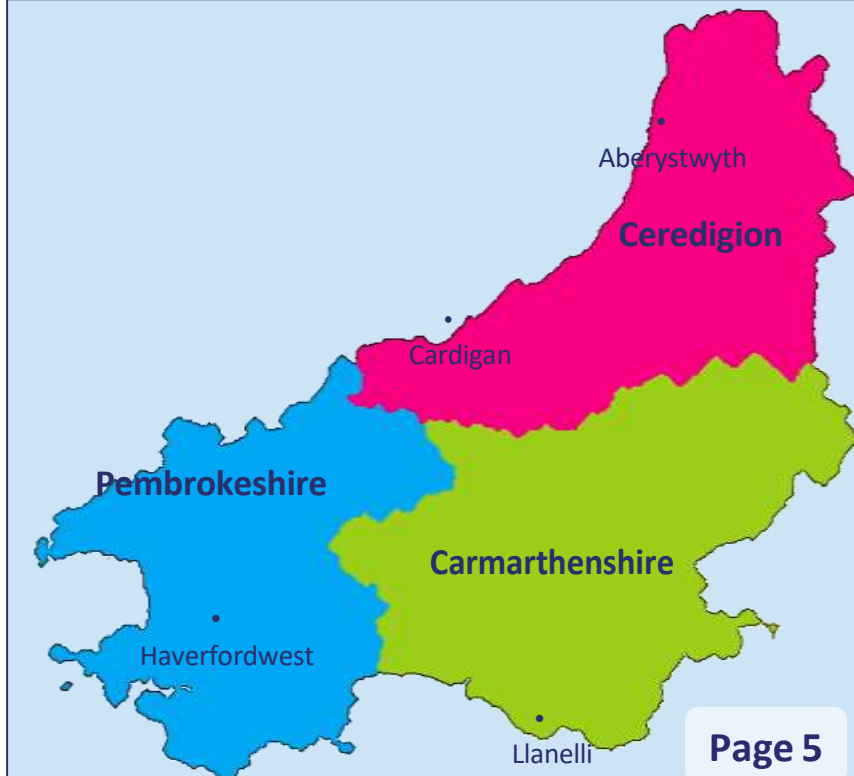
The purpose of the brand partners was, and continues to be, to work with and for older people to promote independence and provide support and services, enabling them to make the most of later life.

Dyfed Area

Dyfed is the second most sparsely populated region in Wales covering Pembrokeshire, Carmarthenshire and Ceredigion, with many rural areas. The population of Dyfed is estimated at 387,000, with almost 50% of the population aged 50+, which is higher than the Welsh average. The proportion of residents aged 50+ is expected to increase by approximately 60% by 2035. 55% of those over the age of 65 within Dyfed have a long term disability or illness, which is also expected to increase. There are a number of areas of

high deprivation in the region with many older residents in fuel poverty. Approximately a quarter of Dyfed's population speak Welsh.

Dyfed is very popular among tourists because of the rolling coastlines and idyllic scenery. Although beautiful, the rurality of the counties and increasingly older population can make access to services difficult and increases loneliness and isolation among the older population.



What We Do Makes a Difference

Information and Advice



We offer a one stop information & advice service supporting older people, their relatives and carers to get the information they need. Our skilled advisors provide information & advice on a wide range of issues, including specialist welfare benefits support and checks, housing, adult social care and locally available services. In Ceredigion, we also offer advice to people affected by dementia. Support is provided over the phone, by email, by appointment at our office or in the comfort of the individual's own home.

Home Services



Our Byw Adref home support is an award winning service within Ceredigion, which is expanding into Carmarthenshire. We offer help with household chores, laundry, ironing, shopping and dog walking, as well as someone to chat to. This is a paid for, tailored service which strives to enhance the quality of life for older people. We also offer practical services such as a free home energy check and, in Carmarthenshire, a handyman to help with small jobs around the house, and a gardening service in through the probation service.

Befriending



Our Befriending Life Links project aims to reduce loneliness and isolation for individuals over 50 through friendship, social connections and support in getting out and about. This can include, but not limited to, one-to-one befriending to build confidence, home visits, accompanying individuals to attend groups and activities or go shopping. The project aims to support individuals to do the things they enjoy, build confidence, promote independence and reconnect them with their communities.

*"I am very grateful for the **personal concern** you have shown for me as an elderly and ill client"*

- I&A client



*"Absolutely **invaluable**"*

- Byw Adref client

What We Do Makes a Difference

Digital Support



We offer digital support to help people get set up and use digital devices such as phones, tablets and laptops. Our volunteers, or Digital Champions, are trained to help clients learn how to make the most of out of their devices, such as online shopping, connecting with family and friends or watching TV online. In addition to our Digital Champions, we are providing training to volunteers from our other services so that they are also able to provide digital help to the individuals they are supporting.

Veterans Support



We provide a range of services that help older veterans stay independent for as long as possible in their own homes. 'Veterans Never To Be Forgotten' offers Information and Advice to veterans and their families or carers as well as practical services and digital support. We also enable older veterans to share their experiences of servicing in the Armed Forces through our pioneering 'West Wales Veterans Archive'. Accounts are publicly accessible and will be a valuable and sustainable learning resource.

Advocacy



Our advocates across the three counties work with individuals help them express their views, be heard and ensure their rights are upheld. It can be frustrating when you don't feel listened to; our advocates understand this and offer non-judgemental, person-centred support. We listen to individuals views and concerns, explore options and rights and can support them in contacting relevant people, or do so on their behalf. We are also now commissioned by Carmarthenshire County Council to provide advocacy for adults.



*"Very thankful to the Digital Champion for all the **marvellous tuition** that he's provided"*

- Digital client



Strategic Objectives 2020 - 2023



Reducing Isolation and Loneliness

Current barrier:

Isolation and loneliness, worsened by large areas of rurality and poor transport links within Dyfed

Outcome:

Increased levels of social inclusion and reduction in loneliness for older people



Improving Health & Mobility and Reducing the Impacts of Frailty

Current Barrier:

Poor or worsening health and mobility/frailty, compounded by difficulties accessing services

Outcome:

Improved health and increased ability to physically access services



Improving Service Users Financial Positions

Current Barrier:

Financial difficulties, leading to increased poverty exacerbated within pockets of deprivation

Outcome:

Income maximisation for older people as well as awareness of, and easier access to, advocacy services



Promoting Access, Choice and Independence

Current Barrier:

Awareness of and access to services

Outcome:

Increased awareness of available services, with more and better targeted outreach



Transforming Ways of Working



Sustainable Funding

Isolation, Loneliness and Rurality

The population of Dyfed has a higher proportion of older people than the Welsh average, which is predicted to increase significantly in the coming years, as average life expectancy in the region follows an upwards trend.

A number of 'accelerating factors' add to the challenge of providing effective services to older people in Dyfed, from pockets of significant deprivation to large areas of rurality and high levels of migration of older people to certain areas

The Dyfed region is the second most sparsely populated in Wales. Research into ageing in rural communities has described a set of compounding factors which result in 'multiple disadvantage' (Hartwell et al, 2007) as rurality impacts on many factors including housing, deprivation, access to services and, vitally, levels of physical and social isolation. The Covid-19 pandemic has led to additional complexities in addressing isolation and loneliness, with the requirement to employ more innovative ways of working to achieve this objective.

What we will do

- Expand and develop our three-year Welsh Government funded project, Befriending Life Links
- Develop further prevention and early intervention delivery models in collaboration with statutory and Third Sector partners
- Increased levels of community-based outreach and service delivery

What success looks like

- Increased social engagement from isolated older people within their communities
- Sustainability of the Befriending Life Links project through a person centric and service user led model
- Increased awareness of and access to services that promote health and wellbeing and reduce social isolation, thereby overcoming both rurality and poor transport links



Improving Health & Mobility and Reducing the Impacts of Frailty

Older adults in the Dyfed area have increasingly complex needs. People are living longer but with increased levels of illness and disability. The number of people over 65 with limiting long term illness has been steadily increasing and predictions suggest that this will continue.

It is estimated that one in four people aged 85 and over is living with frailty. This typically means they are at higher risk of a sudden deterioration in their physical and mental health, may have longer stays in hospital and experience increased rates of re-admission (British Geriatrics Society, 2014).

As people age, they are more likely to need help with self-care, domestic tasks and have reduced mobility. Evidence in the three counties supports this, with data trends predicting an increasing need to support older people with the activities of daily living. Recent projections show a rapid increase in dementia across Dyfed with some of the more rural areas seeing the highest rises of up to 44% by 2035 (Roberts and Charlesworth, 2014; Public Health Wales Observatory, 2013).

What we will do

- Promote access to social welfare benefits aimed at dedicated help towards maintaining health and independence
- Increase access to paid for services such as toenail clinics and falls prevention/exercise classes
- Expand our award winning Byw Adref Home Support service
- Further develop support for those with dementia and health related conditions

What success looks like

- Significantly increased value of health-related social welfare benefits obtained
- Raised uptake of service users attending clinics and classes
- Establish our Byw Adref service in both Carmarthenshire and Pembrokeshire
- Greater awareness and uptake of our dementia-oriented advice and advocacy service



Improving Service Users Financial Positions

Older people are among those at highest risk of financial exclusion and least likely to claim their financial entitlements. Three quarters of older people in Wales report having no savings, just one in five have savings of up to £20,000, and only 2% have savings of £20,000 or more.

Two-thirds of households headed by a person of pensionable age have an annual income of less than £15,600. It is estimated that one third of people entitled to Pension Credit do not claim. These statistics are a huge concern given that nearly 50% of the population in Dyfed are aged 50+.

The Welsh Index of Multiple Deprivation 2019 shows that almost 14,000 pensioner households in Dyfed are assessed as being affected by income deprivation.

Due to rurality, sparsity of service provision and poor transport links within our three counties, access to services for older people is more difficult and costly. This further exacerbates the already low levels of pensioner income. Fuel poverty affects 44% of people over 50 in Wales and evidence suggests this is higher in rural areas, such as many of the regions of Dyfed.

What we will do

- Increase awareness of and access to key social welfare benefits
- Raise awareness of fuel poverty, domestic energy efficiency and other utilities related advantages
- Look to deliver more community based facilities whereby service users can understand how better to access services

What success looks like

- Increased uptake in key benefits, particularly relevant to older people e.g. Pension Credit
- Significant uptake of Warm Home Discount and utility social tariffs and priority registers
- Increased number of service user enquiries around consumer, travel and housing related issues
- Reduced pensioner household expenditure, giving greater ability to access paid for services



Promoting Access, Choice and Independence

Our most recent survey of older people clearly identified as a key theme a lack of knowledge or understanding of where to go for help. This highlights the need for better communication and active promotion of services available to those aged 50+.

Current service provision across Dyfed is somewhat fragmented and unclear, making it difficult and time consuming for older people to understand and access services, particularly those with complex needs that require multiple services. A more streamlined and holistic approach is needed to improve access routes to services as well as increase choice for service users, aligning with the Hywel Dda University Health Board strategy on Integrated Community Services, including digital platforms.

It is recognised that older people must be empowered and contribute to improving the approach to health and social care. By supporting older people to better understand and manage their future health and wellbeing needs, we can empower them to make decisions about the things that matter to them.

What we will do

- More effective promotion of our suite of products and services
- Collaboration with other Third Sector and Statutory partners to deliver integrated services
- Upskill and encourage more service users to relevant online platforms to access complementary services
- Promoting opportunities for service user led development of activities

What success looks like

- Increased awareness of our services and subsequent uplift in number of service users
- Service users finding holistic solutions to help them maintain their health, wellbeing and independence e.g. Dewis and Infoengine
- Development and deployment of seamless service provision through a 'hub-and-spoke' model
- Service users actively participating in the development of current and future services, thereby making them more relevant, appropriate and person centric



Transforming Ways of Working

We recognise that many of the traditional ways of supporting older people to maintain their wellbeing and support their independence will be challenged. This is partly due to the Covid-19 pandemic as well as a rapidly increasing older population meaning resources will continue to be stretched beyond anything previously experienced.

As an organisation we need to be flexible, adaptable and responsive to the changing landscape and circumstances and reflect this through the way we work within the organisation, provide services to users, and collaborate with partners. Moreover we are aware of the need to continually review the products and services that we provide, thereby ensuring we continue to meet the needs of our services users.

We acknowledge the transformation of service delivery around health and social care is underway and we are committed to working with other organisations and third parties to advance the implementation of Technology Enabled Care aimed at better meeting the health and wellbeing needs of older people.

What we will do

- Invest in innovation to make better long-term use of our resources and upskill our staff and volunteers
- Commit to working towards better defined career progression within the organisation and more widely across the sector
- Ensure that services remain user centric through choice, albeit they may look very different in the future

What success looks like

- Further use of enhanced cloud-based systems, recognising the need for multiple channels of engagement, both for service users and partners
- Attracting and retaining talent within the organisation, both staff and volunteers, through widening opportunities to gain skills and experience
- Suitably trained and skilled staff and volunteers, able to embrace and use emerging technologies



Sustainable funding strategy

Funding is always at risk and the charity aims to secure income streams from a diverse range of funders which can be spent over more than one year wherever possible. In 2020/21, income of nearly £700K has been secured from around twenty different grants, which is supplemented through income from chargeable services, fundraising, and donations. Grant funding is from a number of sources including:

- Carmarthenshire, Pembrokeshire and Ceredigion County councils, and Welsh Government
- Funders via Age UK and Age Cymru and a range of other grant making bodies and trusts

A sustainable funding strategy will enable the maintenance of current activities, facilitates expansion and improvement to meet growing needs, and enables the development and implementation of future services and projects. An effective mix of income sources will set the organisation up for long term sustainability and resilience in an ever competitive fundraising environment.

What we will do

- Further develop our fundraising strategy to more accurately reflect funding opportunities available to us
- Commit dedicated resource to business development opportunities
- Work collaboratively with Age Cymru brand partners across Wales and others to maximise future income streams
- Look to innovate and develop new models of service delivery to increase efficiencies and reduce costs
- Expanding our paid for services, thereby providing more core funding for services that are free at point of access, for example I&A

What success looks like

- A mixed portfolio of income streams balanced between public sector service delivery, grant income from trusts and foundations and paid for commercial services
- Look to derive a greater percentage of our income from longer term Service Level Agreements or contracts
- An increased percentage of income derived from collaborative service delivery
- Increased use of technology and alternative ways of working to make better use of staff and volunteer resources through increased access to training and peer mentoring



We are committed to providing the highest quality support and services to the older people of Dyfed, their families and carers. We are proud to have achieved numerous accreditations for our quality standards, enabling our service users to have confidence in the information, advice and services we provide.

Age UK's Information and Advice Quality Programme (IAQP)



We have clear and relevant systems and procedures in place to manage the delivery of consistent, good quality information and seek feedback from clients and stakeholders. This accreditation shows we provides consistent, relevant and effective advice to clients, demonstrated by providing sufficient information in client records.

Investing In Volunteers



Our volunteers are invaluable to the support and services we are able to offer our service users, and we are committed to investing in them. Achieving the standard shows your volunteers – and potential volunteers – how much they are valued and gives them confidence in your ability to provide an outstanding volunteer experience

Age UK's Charity Quality Standard (CQS)



Age UK Charity Quality Standard recognises the high standard of our performance as an organisation. Our achievement of this award certifies that our organisation is well governed and managed; has a clear direction and strategy; and is committed to ensuring the well-being and safety of older people, our staff and volunteers.

Advice Quality Standard (AQS)



This accreditation is a sector-owned, independently audited quality standard awarded to services delivering social welfare legal advice to the public. To achieve this, we have demonstrated that we are easily accessible, effectively managed, and employ staff with the skills and knowledge to meet the needs of our clients.

Advocacy Quality Performance Mark (QPM)



We have been awarded this quality mark as we have evidenced that we provide excellent services in line with QPM standards and the advocacy charter. This recognises and promotes our policies and practices which aim to enable all older people in Dyfed to have their voices heard and live fulfilling, independent lives.

Age Cymru Dyfed Trustees and CEO

Age Cymru Dyfed are privileged to have a diverse and multi-skilled Board of Trustees and CEO, who share the passion and ambition to work towards a world in which older people can thrive. The Board of Trustees have legal responsibility for the governance of the charity. Trustees work closely with the CEO and senior management team who are responsible for the day to day management of the charity, with any major decisions being agreed by the Board.



Peter
Hamilton
- Chair



Vanessa
Walker - Vice
Chair



Kate Curran -
Treasurer



Harvey Jones



Jack Lambert



Anthony Mattick



Mark
Williams



Peter Loughran



Caroline Streek



Allan Williams



Simon Wright
CEO

How You Can Help

Age Cymru Dyfed is a local independent charity and we are dependent on local support for the vast majority of our income and activities

There are many ways that people, businesses or organisations can support our work

Financial Support:

- Make a donation
- Sponsor us
- Leave a legacy to Age Cymru Dyfed in your will
- Nominate us as your charity of the year
- Hold fund raising events

Volunteer Support

- Volunteer your skills, time or resource – we have lots of opportunities!

Raise Awareness:

- Raise awareness of what we do and who we support

Give Us Feedback

- Let us know what we're doing well and where we can improve

To find out more about how you can work with us to make a real difference locally, please get in touch (see contact details below) or visit our website www.ageuk.org.uk/cymru/dyfed/

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Registered Charity No.
1155813



"We thank all of those who contribute to and fund the delivery of our services, including our dedicated volunteers, members of the public for their donations and legacy gifts, and our generous funders."

- Simon Wright, CEO
of Age Cymru Dyfed



Artist, Helen Elliott, has kindly permitted Age Cymru Dyfed to reproduce her artwork in a range of organisation publications.
The images chosen represent some of the communities within the three counties that Age Cymru Dyfed supports.

www.helenelliott.net



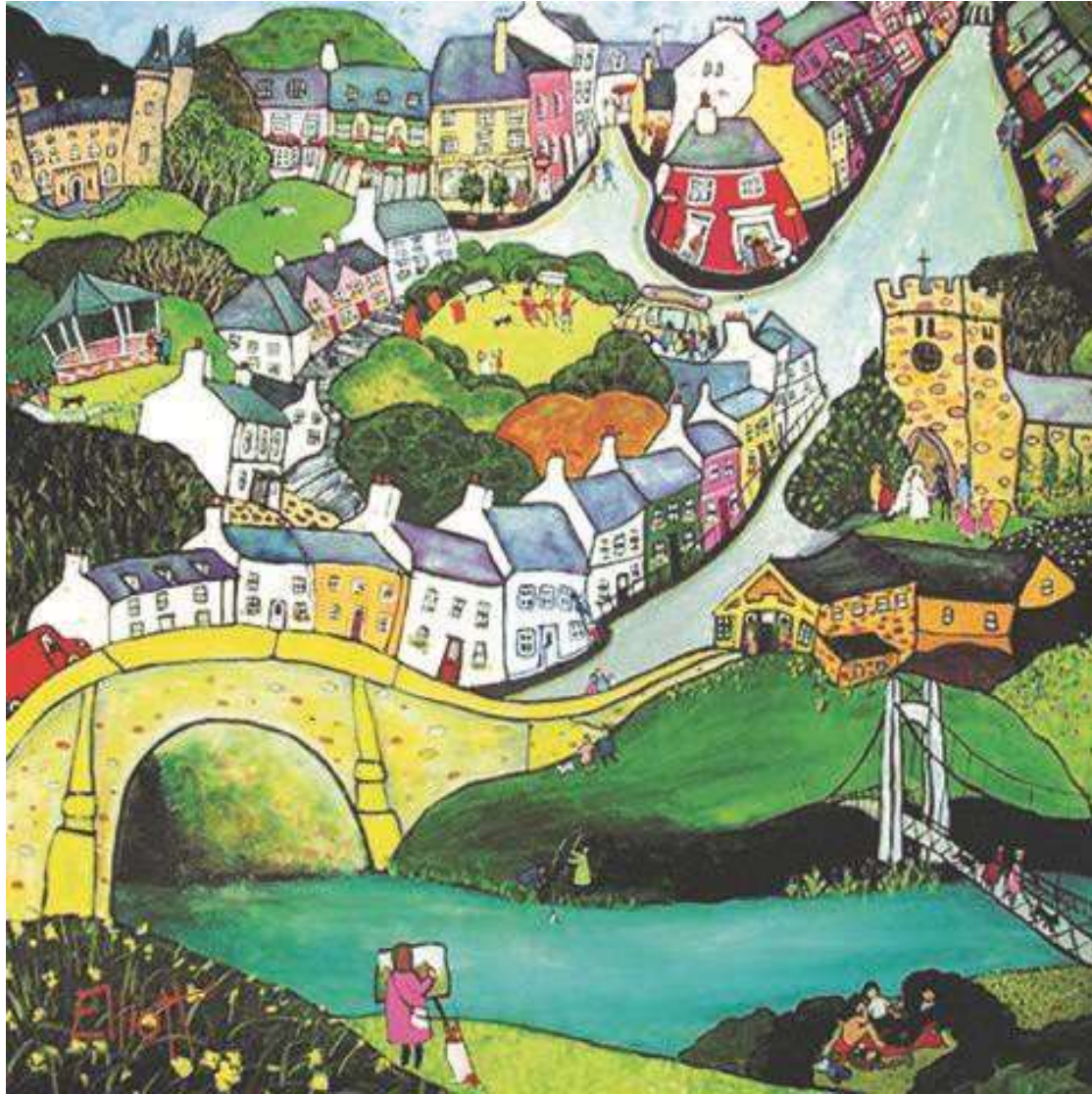
Tresaith, Ceredigion

Elliott



Tenby, Pembrokeshire

Elliott



Llandeilo, Carmarthenshire

Elliott

Tresaith, Tenby and Llandeilo images kindly supplied by Helen Elliott.

Helen's work is exhibited and collected internationally.

Her studio and gallery is open to the public Wednesdays – Saturdays throughout the year.

Helen's work primarily features people and places of West Wales.

For details contact **01239 711735** or visit www.helenelliott.net