



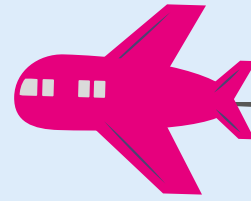
***Moments that are helping
create an age friendly Wales***

10,000+

physical activity
experiences delivered



New number launched for
Wales information service



08000 223 444



benefit gains
for older people



100+%
increase in social
media engagement



22,000+
calls to our advice lines



'000s
of volunteering
opportunities



100,000+
resources distributed

 **BUDDSODDWYR** | **INVESTORS**
MEWN POBL | **IN PEOPLE**

Make an impact

Cover story: Combatting loneliness at the Age Cymru Afan Nedd day centre
Inside cover: Images from our infographic www.agecymru.org.uk/film

We're so proud of what we achieve as the Age Cymru network every year.

Local partners delivering services directly within the community

Age Cymru Afan Nedd

Age Cymru Ceredigion

Age Cymru Gwent

Age Cymru
Gwynedd a Môn

Age Cymru Powys

Age Cymru Sir Gâr

Age Cymru Swansea Bay

In this impact report every picture tells a story of a moment when we made a positive impact. No matter how big or small it may appear – it shows we're making a difference on our journey to create an age friendly Wales.

The Age Cymru network comprises independent local partners across Wales including offices, shops, Age Well and day centres. We work together with Age NI, Age Scotland and Age UK to improve the lives of older people.

We provide vital services directly to older people in the community and we all meet the highest standards so you can be assured of consistency and quality wherever you see the Age Cymru name and logo.

We couldn't do it without you. Volunteering is such a rewarding way to get involved with us – and we need you to support our work in all aspects of our work. You'll be part of the team using your existing skills and learning new ones too. And we'll make sure you're valued and know the worth of your contribution.

The Age Cymru network has offices, shops and centres across Wales

Abergavenny

Aberystwyth

Bala

Bangor

Blackwood

Blaenau Ffestiniog

Brynsiencyn

Caernarfon

Caerphilly

Cardiff

Cardigan

Cricieth

Crumlin

Dolgellau

Ebbw Vale

Griffithstown

Llandrindod Wells

Llanelli

Llangefni

Mold

Monmouth

Nefyn

Newport

Newtown

Pontypridd

Porthcawl

Porthmadog

Port Talbot

Rhyl

Six Bells

Swansea

We know that the smallest moments sometimes have the biggest impact.

For 70 years, Age Cymru has been making a positive difference for older people in Wales.

In this impact report every picture tells a story of a moment when Age Cymru made a positive impact. No matter how big or small it may appear – it shows we're making a positive difference on our journey to create an age friendly Wales.

During 2015/2016 we started the journey to create an age friendly Wales – some may say that's what we've been doing over the decades. But there's still a long way to go and here's why...

- we're living longer and the number of older people in Wales is growing
- poverty, isolation, cultural stereotyping, physical barriers and a lack of opportunity are just some of the issues facing older people in Wales every day, right now
- we want to ensure older people live the most fulfilled lives possible
- older people should be valued as important and influential people within our society
- we should be able to celebrate our life experience in older age

- our older citizens can and should be intrinsic to civic and community life
- irrespective of our age, we should expect the same dignity and respect.

We have a vision of an age friendly Wales and so we're calling on individuals, organisations and governments to join with us on our journey to make this vision a reality. Together, the network has the ear of the highest authorities in Wales. We're recognised as key stakeholders and delivery partners by Welsh Government; Older People's Commissioner for Wales; health boards and local authorities.

Our contribution to the lives of older people goes above and beyond the services we're commissioned to provide. Take a few moments to look at the impact of our work – you may be surprised. One thing's for sure, we know you'll want to join us as it's your future we're working for; help us to always be there and create an age friendly Wales.

Big moments



1

When **Age Cymru Gwent** helped Mr & Mrs W from Newport claim backdated entitlements of more than £48,000 with one of our free benefit checks.

2

When **Age Cymru Gwynedd a Môn** expanded with a new shop and a new head office where it can provide more facilities within the community.

3

When Delyth Jones received her Age Cymru Award for her volunteering efforts with **Age Cymru Ceredigion**.

4

When **Age Cymru Swansea Bay** employed a full time advocate thanks to the successful expansion of its Homecare Plus service.

5

When **Age Cymru Afan Nedd** said a huge thank you and goodbye to Meg Edwards after many years devoted service.

6

When feedback about the **Age Cymru Powys** information and advice service was returned with 95% of people rating it as excellent and 100% saying they would recommend it.

7

When Boy George; Kim Wilde and other 80s superstars supported **Age Cymru** at the memorial concert for Steve Strange.

8

When Mrs J realised her childhood dream of learning to play the saxophone thanks to our **Gwanwyn** programme.

9

When Mr Evans left his house for the first time in 18 months for the **Age Cymru HandyVan** Christmas party.

10

When **Age Cymru Sir Gâr** celebrated 20 years of providing services to older people in Carmarthenshire.



Age
positive
Positif



ageCymru

Creu Cymru oed gyfeillgar
Creating an age friendly Wales

Age
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ageCymru

Creu Cymru oed gyfeillgar
Creating an age friendly Wales

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1

Equality

We know the lives of older people across Wales are made better through our campaigning and influencing work. We're acknowledged as experts by those in power – we know they listen. Our aim is to move beyond policy to influence society's attitudes as a whole so we will continue our dialogue and advise those in the highest authority.

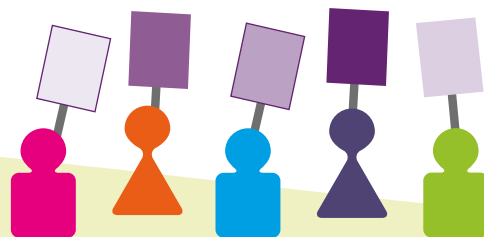
Working with older people we developed our manifestoes for the 2015 UK General Election and for the 2016 Assembly elections. These were submitted to all parliamentary and assembly candidates across Wales highlighting issues older people brought to us and making a number of calls for action.

We know our opinion counts as our work was frequently referenced in plenary debate at the National Assembly for Wales. Effective communication is essential so we ensured Age Cymru remained prominent in the minds of decision makers by issuing many formal consultations and policy briefings as well as giving evidence at many committees through the issuing of detailed public affairs updates.

We want to inspire positive change for older people so it was fantastic to see our Age Positive Week grow in popularity. This annual festival of events and activities is all about celebrating ageing and challenging negative stereotypes of older people. More than 60 different activities were held across Wales in the run up to the UN International Day of Older Persons on 1 October.

Our network, third sector organisations, care homes, schools, libraries, theatres, galleries, businesses, groups, clubs and individuals organised Age Positive events.

Age Positive Week is proving really popular with extensive coverage and publicity and engagement through our social media channels including Facebook and Twitter with celebrities offering their support too.



2

Information

Many older people, families, carers and friends know us for the advice and information services we provide. Whether it's on the phone, face to face, through programmes and campaigns we run or through our publicity.

Age Cymru is here to ensure you have all the information and advice you need to enable you and your loved ones maintain independence wherever you live.

Every local Age Cymru partner offers an expert service in the community and Age Cymru Advice, the national telephone service, went live in 2015. We're here for older people, families, carers and professionals delivering this on the telephone, face to face and online. We're committed to providing the foremost information and advice service to older people in Wales - always confidential, impartial and expert.

Through our network older people across Wales were helped to receive more than £8m of unclaimed entitlements. We also distributed many thousands of detailed fact sheets and information guides and dealt with more than 46,000 enquiries.

Demand for our information services is always high; and we're always delighted to receive the many compliments about our service and staff. What is so pleasing is that Age Cymru Advice received no complaints.

We are expert in delivering information and advice in our communities. We operate to the highest standards and receive such positive feedback - we know older people, families and carers truly value our help. Feedback from Age Cymru Powys about its information and advice service was returned with 95% of people rating it as excellent and 100% saying they would recommend it.

We're grateful to receive funding through Welsh Government but of course the more support we have the more we can deliver so we continue to seek additional funds to ensure we can deliver as much as possible.

"If I had to give your service a rating, I'd say it was platinum."

"The advice service was almost life changing for myself and my husband. I cannot praise the service enough."

"You cannot improve on perfection."

"You are simply amazing. Thank you."

"The service was excellent and friendly putting me at ease during a stressful period."

"You cannot improve on this service; so caring and helpful."



facebook.com/agecymru



twitter.com/agecymru

Independent advocacy services are fundamental to ensure we all have a voice, make informed choices; be at the centre of making personal decisions and are supported to keep control over crucial life decisions. We're leading campaigners to ensure there is independent advocacy provision across Wales. We offer services such as 'Help to be heard' delivered by Age Cymru Sir Gâr where fully trained and reference checked advocates help you make decisions and tell others so they understand your views. All advocacy services across the Age Cymru network are completely confidential and impartial.

Mrs J lives in the Swansea area and is in receipt of Pension Credit. Following a telephone assessment Mrs J was shocked when the DWP (Department Work and Pensions) determined there was a change of circumstance in her living arrangements and concluded she was no longer entitled to receive Pension Credit. They even backdated this decision and told Mrs J she owed £13,000 in overpayments. Age Cymru Swansea Bay stepped in and investigated. After discussions with the DWP, the decision was reversed with all monies owing cancelled and Mrs J being fully reinstated with all her entitlements.

Our websites are often the gateway for those seeking information about who we are and what we do. We developed the sites to be more user-friendly and we attracted hundreds of 1000s of individual visitors. Our audiences are varied - families, carers, professionals and of course older people themselves.

Our presence and engagement on social media grew by more than 100% on Facebook and by nearly 20% on Twitter meaning each of our posts has the potential to reach a minimum of more than 12,000 followers. Age Cymru was recognised as the second most influential charity in Wales on the social media network, Twitter and in the top quarter of overall Welsh Twitter accounts. We maintained our leading presence in the press, TV and radio with our news and we remain a 'go to' for comment and opinion.

All of these channels are so important in helping us ensure people know what we do; how to access our services; and to deliver our messages about creating an age friendly Wales.

agecymru.org.uk/advice



3

Opportunities

Being given the opportunity to be socially included and respected should be a given; being and feeling safe in our own community is crucial. We must ensure the most vulnerable in society have a voice and are supported to obtain services many of us take for granted.

The number of older people affected by scams is simply not acceptable. We tackled this through our 'Scams and swindles' campaign; our innovative training programme for those with dementia and their carers to help recognise and say no to scams; and the development of a monthly scams information newsletter.

We led the way for our colleagues in other parts of the UK to join with us and secured support from Advertising Standards Authority, politicians and high profile individuals.

Wales Against Scams Partnership (WASP) was founded jointly by Age Cymru and the Older People's Commissioner for Wales with the aim of making Wales more hostile to those who would scam older and vulnerable people. WASP is a coalition of police forces, police and crime commissioners, trading standards departments, banks, utility companies, local government, the Information Commissioner's Office, the Older People's Commissioner for Wales and Age Cymru. The WASP Charter was produced and promoted to increase the profile of the partnership and its calls for action.

We supported local groups of older people across Wales through our hugely popular Winter Celebration Grants programme. We also organised our own events to ensure older people could take part in events such as our concerts and a 'Winter Warmer Lunch'. We know the funding we secure brings warmth and cheer to those who may not have the opportunity to join with others.

The issue of loneliness and isolation amongst older people is real throughout the year across the whole of Wales. Our hugely successful and innovative West Wales Befriending Links project, funded by Big Lottery, was delivered by three local partners – Age Cymru Ceredigion, Age Cymru Pembrokeshire and Age Cymru Sir Gâr (who hosted and managed the project). We know new friendships have been made and existing friendships maintained through the groups we helped to set up. From lunch clubs to exercise classes; craft groups to scrabble clubs – older people are coming together and reducing the feeling of being lonely.

During the year we shared our skills and expertise with older people. Through a series of training days we delivered sessions on the use of the internet and social media, how to run local campaigns, dealing with the media, writing effective newsletters and fundraising too.

Many aspects of our work have been brought together through our shops and hubs including those in the centre of Pontypridd and the Hafan Cafe and Drop in Centre in Bangor that are always busy with shoppers, visitors and volunteers too.



4

Social care

When we need support to live well in our homes we should be able to rely on excellent social care that puts our needs first.

We were delighted to be appointed by the Older People's Commissioner to undertake a research project for Wales called 'Living with dementia'. We interviewed and recorded the experiences of people living with dementia, their families and carers providing a detailed insight into the issues faced every day.

We produced a report called 'Improving domiciliary care for older people in Wales' which identified four key areas where action is needed to ensure quality home care is provided in an age friendly Wales. We also contributed to the CSSIW's national review of domiciliary care in Wales and we provided evidence to the Welsh Government's Health and Social Care Committee.

Working within the care home sector we continued with our My Home Life Cymru programme and also introduced 'Cartrefu' – a new participatory arts project working with care home residents. We were invited to share our experience of delivering Cartrefu at the international conference on Creative Ageing in Sydney, Australia.

Our training sessions were well attended covering various topics including dementia for care home staff; dementia awareness sessions for older people's forums; and the My Home Life Cymru themes.



Most of us want to remain independent, in our own homes, for as long as possible. Age Cymru and its local partners provide services to enable just that. Shopping, cleaning, changing the bed, social calls, nail cutting and many other day to day tasks – we're here to help you and your loved ones.

At the Riverside Day Centre in Port Talbot, Age Cymru Afan Nedd offers so much more than much welcomed company and a hot lunch. A chiropody service and a hair cutting service are available and both are always incredibly popular. Being able to offer this in an environment which is familiar and comfortable really does enable older people to live well and independently in their local communities.



5

Health care

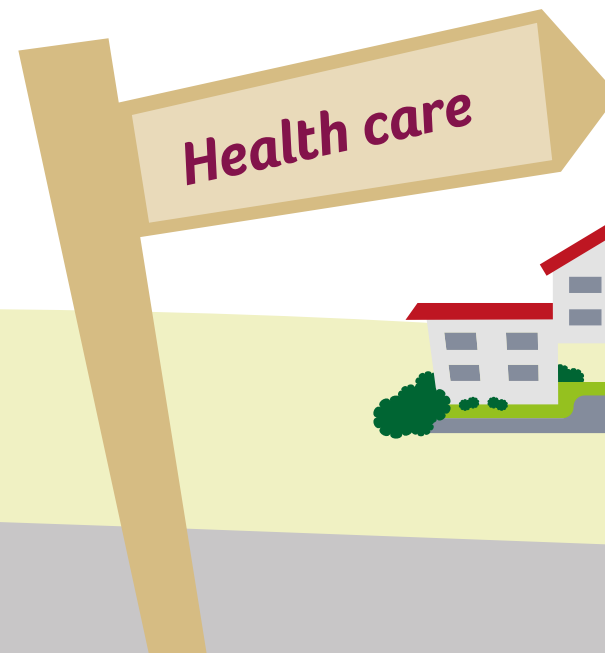
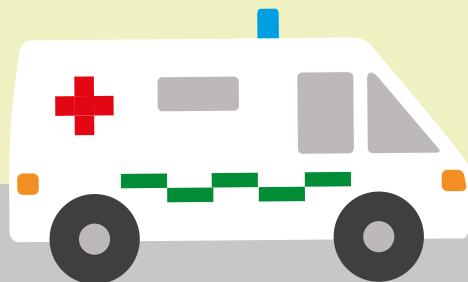
Age Cymru's healthy ageing work is designed to support health, wellbeing, fulfilment and independence of older people across Wales. From arts and creativity to more challenging physical exertions there's something for everyone to engage with and ultimately feel better.

Our Gwanwyn festival celebrates creativity in older age with a total of 580 events taking place reaching more than 11,000 people either participating or watching. Key events included 'Pimp my Uke' via Men in Sheds Cymru; workshops led by Le Ballets Trokadero on the Donald Gordon stage of the Wales Millennium Centre; and a festival of Parkour for the over 50s. The 'No Regrets' photo exhibition, an interactive installation of tattoos on older skin and the inspiring stories behind them, continued its tour around Wales.

Physical activity programmes saw a great increase with our LIFT courses (low impact functional training) expanding through an additional 70 people being trained to deliver these engaging social classes. And with our ever popular Nordic Walking programme we ensured all our targets were exceeded and we are delighted 100% of participants said they experienced a health benefit by taking part.

Health messaging is a vital part of our work and we deliver this in local communities, online and through our information guides and resources such as our 'Spread the warmth' room thermometers. We reached more than 4,000 older people through community events where we discussed healthy ageing, falls prevention and how to keep well in winter. Our local partners held talks in the local community offering advice, information and resources including our 'Winter wrapped up' guide.

Local partners offer invaluable help to older people and their families throughout the year with 'home from hospital' services. Through Age Cymru Gwent there's the Robins Hospital Service where volunteers undertake activities such as nail cutting, assisting patients at meal times, reading and socialising too.



6

Money

No older person in Wales has to live in poverty.

Following on from our impactful 'Life on a low income' report, our goal to ensure no older person lives in poverty and has enough money to have a good quality of life seems very real in today's Wales. Pensioner poverty could be reduced by 40% if all means-tested benefits were taken up.

Pensioner poverty could be reduced by 40% if all means-tested benefits were taken up.

We run an annual 'Let's talk money' campaign where we distribute our 'More money in your pocket' booklet detailing financial entitlements to those above state pension age. We want to ensure older people claim all entitlements. For example we know one third of eligible older people in Wales do not receive Pension Credit – the value of this could be up to £168 million per year.

So we offer free benefits health checks via the telephone and face to face. It's an incredibly popular service and we know it works – we helped older people claim more than £8.1 million during 2015/16.

Mr and Mrs W from Newport visited Age Cymru Gwent for a benefit check. We identified the couple were missing out on additional benefits due to them. After much to-ing and fro-ing with the Department of Work and Pensions they were awarded a backdated amount of £48,000. Mrs W said "We don't know how to thank you enough. It feels like we've won the lottery!"

Our influencing work on financial inclusion incorporated our membership on the Fuel Poverty Coalition Steering Group; we contributed to the Oversight Group of the National Energy Action Cymru 'Warm and Healthy Homes Fund'; and we provide input to the Tackling Poverty External Advisory Group. We're also a key stakeholder member with several utility companies in an advisory capacity on the issues facing older people.



7

Community

Volunteering is a great way to engage within your local community and reduce the social barriers many older people face.

Our communities and homes must be age friendly. Most older people want to remain independent in their own homes for as long as possible so it's essential we can access adaptations and home improvements with ease.

To live without social barriers at home and in the community is crucial. The Age Cymru network extends across Wales and, where we have a presence, we're often the heart of the local community. We provide essential services and see firsthand the issues older people face everyday across Wales. This informs our work, providing a vital insight in our villages, towns and cities and we bring these to the fore at a local and national level.

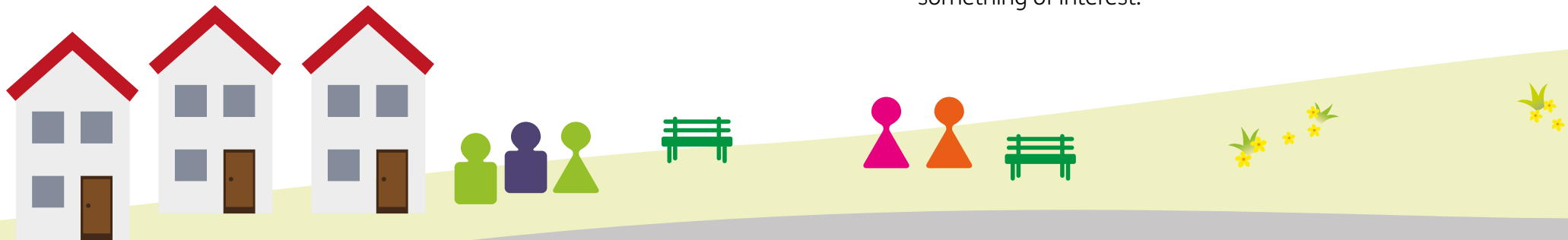
Our network offers vital home care services to ensure older people feel safe, secure and warm at home. Ranging from garden maintenance, help with recycling and of course the ever popular handyvan services, we help with small jobs, household repairs as well as energy efficiency checks. The Age Cymru service provided in Cardiff and Penarth won an award and across the network we continue to receive praise and recognition from highly satisfied customers and corporate partners alike.

The relationships we all foster, build and maintain in our lives are central to our wellbeing. Our Age Cymru networks include Older Lesbian Gay Bisexual Transgender Network; our Older Minority Ethnic Network; information and advice, advocacy and safeguarding – all addressing key concerns. These networks and activities, along with Age Cymru's Consultative Forum, provided us with extensive feedback on consultations and policy issues throughout the year.

Age Cymru Gwynedd a Môn has Age Well Centres across north west Wales to promote wellbeing and create social gathering opportunities. Each centre is accessible and offers many different activities for older people living in Gwynedd and Anglesey.

Befriending services or friendship calls are a true lifeline for many older people, providing companionship and the opportunity to participate within the local community.

Volunteering is a great way to engage within your local community and reduce the social barriers many older people face. Many of our volunteers are older people themselves but of course there's no age limit. We have lots of different roles available to suit so there's sure to be something of interest.





8

Transport

Many of us take for granted that we can get out and about. The public and community transport network across Wales needs to be integrated to ensure older people remain connected to communities and services.

Through our influencing work we provided responses and statements along with written and oral evidence to Welsh Government. We also participate with the Community Transport Association Wales.

We know bus services are vitally important to older people, yet many commercial services don't respond to the needs of older people while public spending cuts mean non-commercial services are under significant threat. We followed up on our report 'Buses – a lifeline for older people' by issuing statements calling on public and private providers to ensure the needs of older people are met.

To ensure older people can access the activities we organise we often provide minibus services.



We couldn't do it without you

We believe Wales could be the first truly age friendly country in Europe.

We give our heartfelt thanks to those that supported us throughout the year. We rely on contributions made by various organisations (public, private and third sector) and individuals alike to ensure our vital work can continue. We're so very grateful to those who remembered us with a gift in their will – we know they understood the importance of our work and the need for it to continue.

We attracted new corporate and celebrity support as well as maintaining existing relationships.

Our shops, fundraising, and our core work rely heavily on volunteers so we're particularly grateful to our dedicated supporters who provide thousands of hours every year – we couldn't do it without you.

Age Cymru's social enterprises provide age friendly products and services to older people and deliver invaluable income to support the work of the Charity; we also continued our high street presence with our network of retail shops.

Our annual events and campaigns continue to gain momentum. Our 'Spread the warmth' winter concert is now an established annual event as is the Age Cymru Awards and Gala Dinner where we have the opportunity to honour some of the unsung heroes across Wales making life better for older people.

We were delighted to be an official charity partner at the World Half Marathon in Cardiff.

Our staff, trustees and many volunteers continue to demonstrate their huge commitment to the Age Cymru network.

Over the coming years, our work to realise our vision of an age friendly Wales will need even more support, so thank you in advance for joining us on our journey.





Make an impact

Get involved

Volunteer

Volunteer for one of our charitable services. It could be in our shops, our offices, in your community or at one of our fundraising events.

www.agecymru.org.uk/makeanimpact

Corporate support

Want to raise the profile of your business? Talk to us about a corporate partnership and we'll tell you how we can help. **www.agecymru.org.uk/makeanimpact**

Donate

Every donation, small or large, is truly valued as it really does make a difference to us continuing our work. Our charity shops across Wales need donations of clothes, books, ornaments, jewellery and household furniture.

www.agecymru.org.uk/makeanimpact

Remember us in your will

Leaving a legacy to Age Cymru will ensure we are here for future generations. Many older people have a huge influence on the lives of their grandchildren. Grandfather, Malcolm Halfpenny knows this only too well as he supported his grandson Leigh to success as a Wales and British Lion rugby superstar.

www.agecymru.org.uk/makeanimpact

Fundraise

There are so many different and unique ways that you can raise money for our local and national work... from cake bakes to bungee jumps, our dedicated fundraising team will help you make the most of your event and ensure you get the fulfilment and recognition you deserve. **www.agecymru.org.uk/makeanimpact**

* Home, travel and motor insurances provided by Ageas Insurance Limited.

Buy

Many of us want to remain independent, which is why we offer fantastic products and services. Many older people choose to arrange their insurance* through Age Cymru or one of our local Age Cymru partners. We also offer a great range of competitive deals on products including stair lifts, bathing aids and other mobility products. **www.agecymru.org.uk/makeanimpact**

Keep in touch

Every year we provide the opportunity for you to get involved with our events. Why not join one of our campaigns? Make a nomination in the Age Cymru Awards? Take up a personal challenge? Simply sign up for our e-newsletter called 'The loop' and we'll send you an update on what's happening.

www.agecymru.org.uk/makeanimpact



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Translated by Trosol.