



Age-Friendly Cardiff Action Plan 2024-28

Highlights Report
2024 to date



WHO Global Network
for Age-friendly Cities
and Communities



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Message from Cardiff's Older People's Champion, Councillor Leonora Thomson

As Cardiff's Older People's Champion, I am proud to present this highlights report, which showcases the incredible work taking place across our city to make Cardiff a truly age-friendly community. This report reflects the dedication of countless individuals, organisations, and volunteers who are working together to ensure that older people are supported, valued, and included in every aspect of city life.

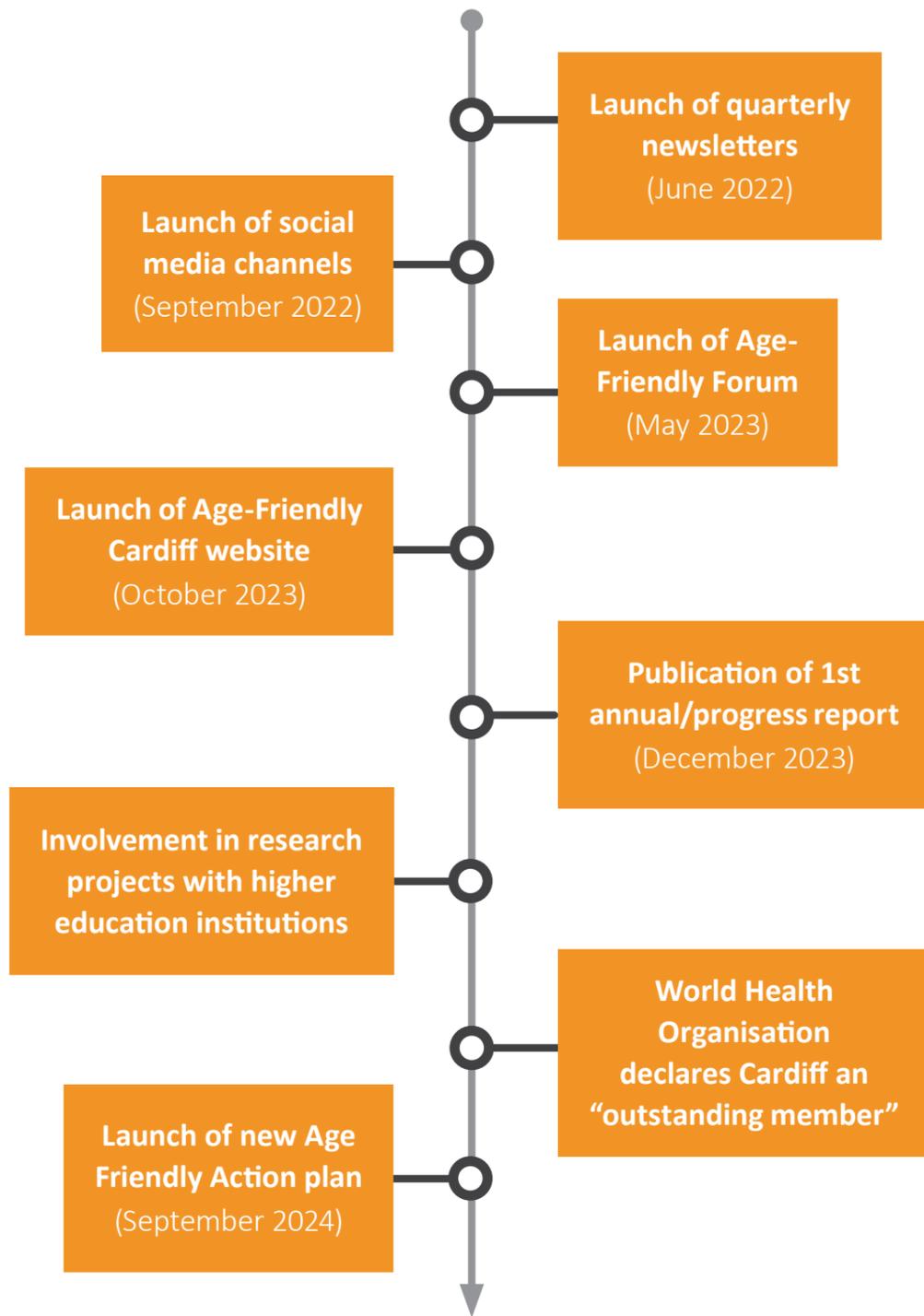
It's gratifying to see the progress of the Age Friendly Action Plan 2024–2028 – which includes health and wellbeing initiatives, digital inclusion, dementia-friendly developments, community-led activities – the breadth of work captured here is very positive. It's clear that our city is not only listening to older people but actively co-producing solutions that respond to their needs.

Whether it's the launch of innovative services like the blood pressure monitor loan scheme, the expansion of volunteering opportunities, or the celebration of ageing through creative events like Age Without Limits, each project contributes to a stronger, more connected Cardiff.

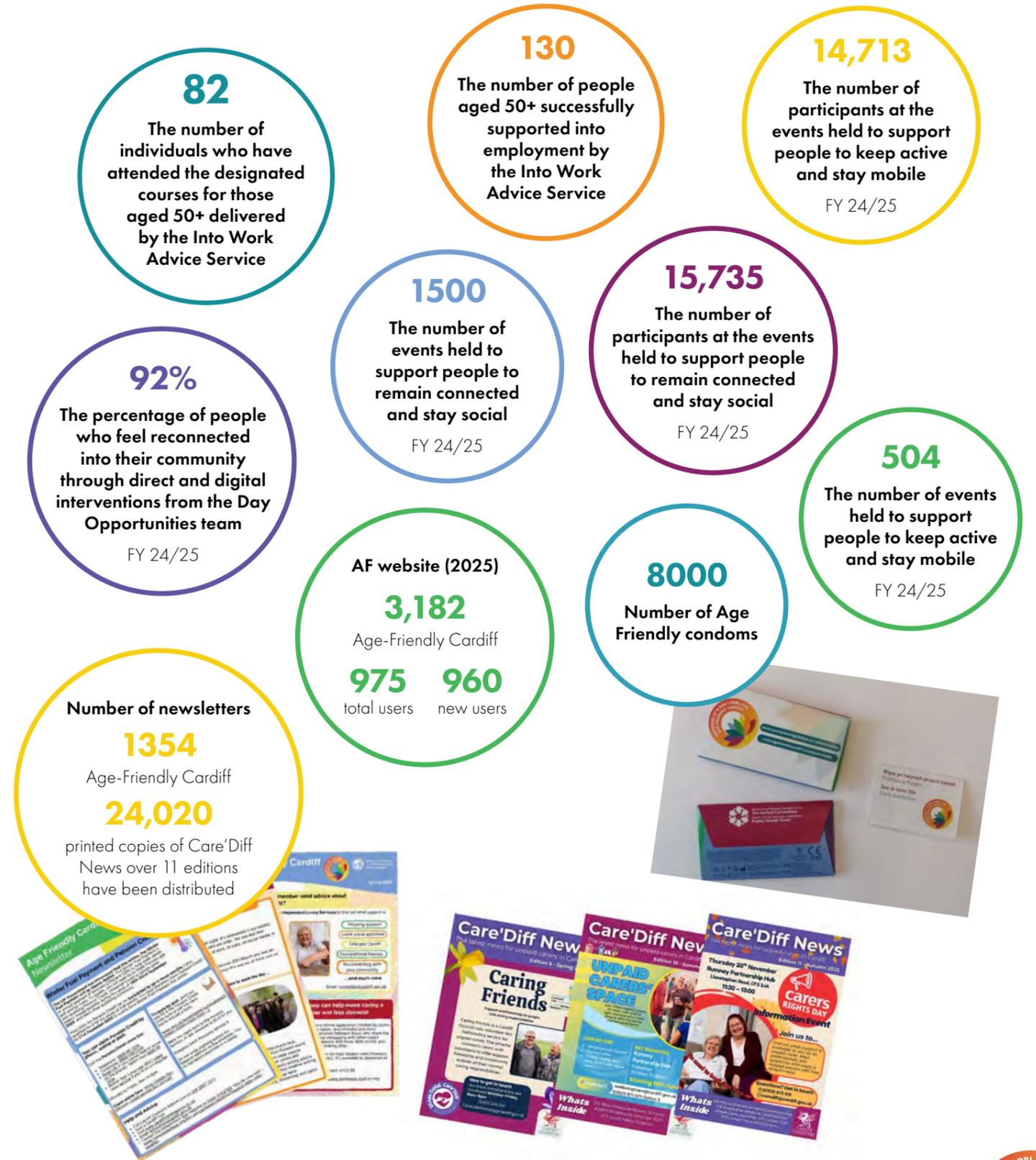
Thank you to everyone who has played a part in this journey so far. Together, we are building a city where growing older is something to be celebrated—and where every person, regardless of age, can thrive.



Age-Friendly Cardiff progress



Achievements in Numbers



Our Age Friendly Cardiff commitments

We will:

1. Ensure that our citizens can live independently, and are connected to their communities, taking into account what matters to them
2. Create resilient communities and develop strong community networks that can support older people to live well
3. Deliver services in a locality setting, close to citizens homes as a foundation for the provision of seamless, person-centred services
4. Work towards a dementia-friendly city which helps people living with dementia and their families to thrive
5. Ensure that older people are able to enjoy all aspects of city life and are provided with opportunities to participate in activities and events to improve wellbeing and enrich their lives
6. Deliver a city that is open and accessible to all, and work towards a transport system that everyone has the confidence to use
7. Deliver the best housing outcomes for all older people in Cardiff
8. Collaborate with older people, their carers, support workers and families to improve assessment, diagnosis and care planning practices so that their plan reflects what is important to them and achieves the outcomes they seek



Following the launch of the action plan in January 2025 considerable progress has already been made towards the achievement of Age Friendly Cardiff's Vision:

‘Cardiff is a great place to grow older and a place where older people are more empowered, healthy and happy’

Some key areas of progress since the launch of the action plan are highlighted below:

Age-Friendly Cardiff Newsletter

The newsletter has now been approved by the World Health Organisation as an example of best practice and has been uploaded on to the Age Friendly World for the other Age Friendly communities across the world to learn from. The newsletter has also attracted praise from the Older People's Commissioner who has shared it with the other Local Authorities in Wales.

The Age-Friendly Cardiff newsletter was introduced in June 2022, as a way of sharing useful information, advice and support to older people in the city. Recent articles have included topics such as; South Wales Fire and Rescue Service's Free Home Fire Safety Checks, the 'Take Five to Age Well' challenge, advice for how to manage in hot weather, challenging ageism, the upcoming analogue to digital switchover, information about how to avoid scams, cost-of-living support, sexual health and AI tips.

The newsletter is published every three months and circulated digitally to interested parties and key stakeholders. In addition, hard copies are printed and

distributed to various locations across the city, including doctor's surgeries, Hubs and libraries, Care Hubs (day centres), leisure centres, community centres and 50+ groups.

- 25,500 printed copies circulated since June 2022
- In 2025, 50+ 'Volunteer reporter' has been recruited to assist with research and writing for the newsletter

Contributes to our **'We will'** commitments: **1 & 2**



Promoting healthy relationships

Age Friendly Cardiff in collaboration with Public Health Wales and Cardiff and Vale University Health Board's Local Public Health Team, launched a new initiative promoting sexual health among older adults in June 2025 in response to the increase in sexually transmitted infections within the older population.

Specially designed Age Friendly Cardiff branded condom packets featuring myth-busting messages have been made available across the city. These packets, along with information flyers, are available for free at Hubs, libraries, GP surgeries, older adult community living schemes, and through partners such as Sexual Health Wales and Fast Track Cymru. The condoms will shortly be made available in all of the community pharmacies in Cardiff.

This campaign aims to:

- Raise awareness of safe sex practices at every age
- Encourage open conversations about sexual health in later life
- Reduce stigma and stereotypes surrounding older adult sexuality

Each packet also includes guidance on accessing sexually transmitted infections (STI) testing, reinforcing the message that sexual health matters—at every age.

Find out more: www.agefriendlycardiff.co.uk/your-health/sex-in-later-life

- 8000 packets Distributed to Hubs & Libraries, GP Surgeries, Fast Track Cardiff and the Vale Partners to date

Contributes to our **'We will'** commitments: **2**

Sex in later life – facts and fiction

Sexuality is important to many people as they get older, but evidence tells us that the sexual rights of older adults are rarely met. One of the main reasons is because society tends not to view older adults as sexual. Read on to find out the truth about some of the most common myths...

Fiction	Fact
Condoms are just for preventing pregnancy.	Condoms protect against all sexually transmitted infections.
Sex is just for young people.	Sex and intimacy are normal parts of life for many people as they get older.
Older people shouldn't be allowed to have sex.	Older people are entitled to enjoy healthy, consensual sexual relationships.
It's dangerous for older people to have sex, as they are at risk of things like heart attacks.	Engaging in sexual activity can help keep your heart strong, lower your stress levels, and help you maintain a more positive outlook on life.
Older people shouldn't ask questions about their sexual health to healthcare professionals.	Older people can discuss any concerns about their sexual health with healthcare professionals.

With thanks to the University of Sheffield's Sexual Rights Charter for Older Adults



Cardiff's Age-Friendly Forum

Launched in May 2023, Cardiff's Age-Friendly Forum is hosted by Cardiff Council and chaired by the Older Person's Champion, Councillor Leonora Thomson. It brings together individuals and organisations to discuss key topics.

The Forum programme has seen significant development over the last year, with meetings bringing an array of different themes to the attention of older people and partner organisations. This has included health prevention priorities, digital inclusion and neurodivergence awareness. Meetings have also been utilised for focus groups, engagement sessions and research projects. Most recently, topics have included Cardiff Council budget proposals, a Windows 11 information session and an interactive session to consider the development of a new website for Adult Services.

January's Cardiff Council budget proposal session was highlighted in the spring edition of the Age-Friendly Cardiff newsletter and cited as an example of good practice in encouraging the participation of older people by the Older People's Commission.

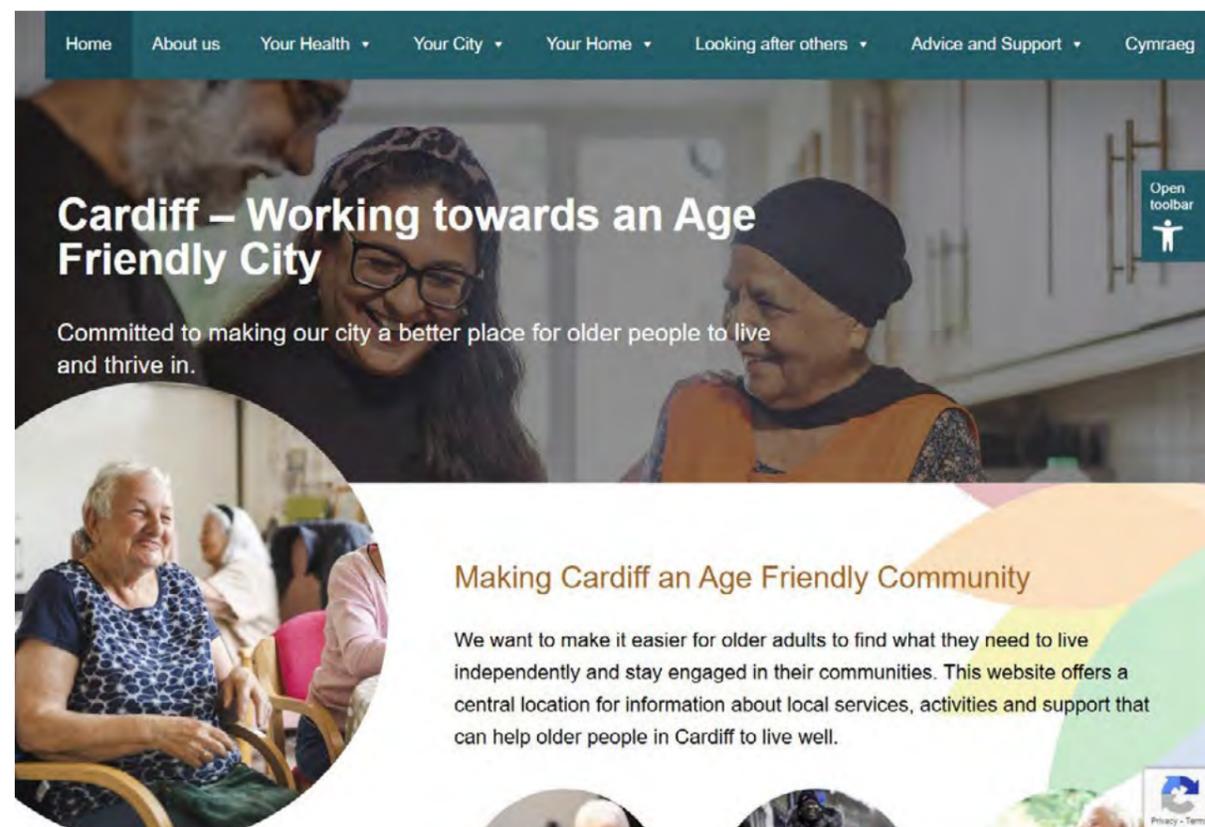
Contributes to our **'We will'** commitments: **5**

We are always looking for new members to the Forum. Please contact agefriendly@cardiff.gov.uk if you'd like to participate.



Age Friendly Cardiff website

The Age Friendly Cardiff website offers a central location for information about local services, activities and support that can help older people in Cardiff to live well. Since its launch in Autumn 2023, the website underwent 'user testing' at an Age Friendly Forum in November 2023, where older people and partners provided feedback about the content, design and user experience. Since then, the web team have been working to implement the changes, which include; dividing the website up into smaller sections with clearer headings, adding an accessibility tool, and adding the word 'menu' to the hamburger menu.



This year, further information about the following has been added with links to information on partner websites:

- Grow Cardiff
- Stopping smoking
- CwmpasOT
- Older People's Commissioner for Wales
- DeafBlind UK, audiology services (CAVUHB)
- Dementia prevention
- Blood pressure monitor loan scheme
- Sexual health
- Live Well Age Well (CAVUHB)
- Cardiff and Vale Drug and Alcohol Service (CAVDAS)

The website will continue to evolve to provide older people with the information that they need.

Contributes to our **'We will'** commitments: **1**

Blood pressure monitor loan scheme

Members of the public are now able to borrow a blood pressure monitor, validated by the British and Irish Hypertension Society, for free using their library card from any of the 21 Hubs and Libraries across Cardiff.

One in three adults in the UK has high blood pressure but many don't realise it. If untreated, high blood pressure over a period of time can lead to a number of health problems including stroke, heart disease, kidney disease, vascular dementia and diabetes.

The scheme aims to make people aware of their blood pressure and encourage them, where required, to make positive lifestyle changes such as getting active, keeping to a healthy weight, eating healthily, stopping smoking or taking medication to avoid negative health outcomes.

Each loan of a blood pressure monitor is accompanied with an information booklet that provides details on the following:

- What blood pressure is and why it is so important
- The causes of high blood pressure
- What the blood pressure reading means
- How to measure your own blood pressure
- Dos and don'ts when taking a reading
- What to do with the blood pressure readings
- Information and signposting about lifestyle changes
- A recordings chart – to monitor their blood pressure readings
- A link to British Heart Foundation 'RevivR', 15-minute online CPR training

Referral leaflets have been produced for health professionals, or anyone who would like to promote the scheme, and are available to download in Arabic, Bengali, Cantonese, English, Farsi, Kurdish Sorani, Mandarin, Somali, Urdu and Welsh at www.cardiffhubs.co.uk/blood-pressure-monitor-community-languages

The scheme is a partnership project between Cardiff Council, Cardiff and Vale Local Public Health Team and Cardiff and Vale University Health Board and the booklet and processes of the scheme have been subject to input from the Primary, Community and Intermediate Care (PCIC) Clinical Board and the Bro Taf Local Medical Committee.

- 543 loans to date (04/09/25)

Contributes to our **'We will'** commitments: **3**



Research project: Adjust Tech 3.0

Age Friendly Cardiff have continued facilitating research that aims to improve the lives of older people; most recently, Swansea University's Adjust Tech 3.0 project. With many services now becoming digitised, it is more important than ever that people have the opportunity to gain and maintain their digital skills. The Adjust Tech 3.0 project aims to co-produce a series of booklets with older individuals who are new to or less confident users of technology.

Age Friendly Cardiff have been supporting the project by linking the research team to a small group of older adults at Heathmead community living scheme. Throughout a series of workshops that have taken place at Heathmead, the research team have identified several key issues that individuals have with their smartphones, tablets and other digital devices.

Topics for the booklets will include:

- Keeping safe online
- General usage and function
- Online purchasing and banking
- Social media

Quote from a participant: "Working through the booklets has helped me change some practices that were unsafe – like looking for the 'https' and 'padlock' when buying online, and being more cautious using free WiFi in public spaces."

Contributes to our **'We will'** commitments: **5**



Supporting and Valuing Unpaid carers



Gwasanaethau Byw'n Annibynnol
Independent Living Services

Care'diff Newsletter

- 24,020 printed copies of Care'Diff News over 11 editions have been distributed

The Care'Diff Newsletter which aims to provide improve information and advice to Unpaid Carers has been increasing in popularity. The newsletter features articles including events, groups, sources of support and also features Cardiff's Unpaid carers who do such an amazing job.



To support the development of the newsletter in recent months it has been good to have the support of volunteers who are working on new content ideas. The reach of the Care'diff Newsletter has extended over the last year with new distribution points including Community Mental Health Team Centres. Care'diff is now available in 150 community sites across the city including GPs, Care Hubs, Hubs and Libraries, Supported Living Accommodation and more!

Carers Corners

Carers Corners that are available in all Cardiff's Hubs and Libraries have become an effective and popular non-digital means for the distribution of information to Unpaid Carers. There is an ongoing process to review and update the content of the 'Carers Corners' to be relevant to the needs of unpaid carers in different parts of the city. The corners have been in place for a year and are closely monitored to gain an insight into the types of information unpaid carers are picking up.



Carer Friendly Accreditation roll out

As part of the Unpaid Carers programme of the Regional Partnership Board the retendering and remodelling of the Carer Friendly scheme has taken place. This has been successfully rolled out to our Independent Living Services Information



and advice teams and is now being rolled out to Communities Teams. The Hubs and Libraries service made carer friendly commitments during Carers Week in 2025.

Work has been taking place to train teams to be Carer Aware. The Adult Services Training and Development team has also been supporting the Carer Friendly Training internally for Cardiff Council Teams on behalf of the regional delivery partner TuVida.



Internally developed co-produced training on Unpaid Carer Advice and Awareness

As part of a whole system approach to supporting unpaid carers the Advice training team has produced additional targeted training for Hubs, Libraries and Advice staff with the aim of optimising opportunities to support and signpost unpaid carers who access Council services. The training which is available in two different levels has already been delivered to the Money Advice Team, Disability Benefits Team and Independent Living Services visiting officers who deliver financial support in people homes. The Level one training is now mandatory for all new Hubs and Libraries staff.

Carers Advice Drop-ins

Over the last year Unpaid Carers Advice Drop-ins are now being delivered at community venues, medical settings and during existing older person groups. The drop-ins continue to provide new opportunities to identify unpaid carers and signpost them to sources of support.



New Care'diff Carers Group

The Cardiff Wellbeing Support Service ran a community survey to understand what kind of groups neurodivergent people would like to take place. As part of this a significant cohort of unpaid carers supporting someone with a neurodivergence indicated that they would like to access a targeted support group.

Work took place with the Unpaid carers to develop the group which launched in May 2025. The group now meets on a monthly basis monthly since May 2025. The next step will be to arrange talks from relevant people they have requested as part of the ongoing co-production of the group.



Translation trials and Community Language Articles



The Care'diff Newsletter in partnership with the Welsh Interpretation and Translation Service (WITS) have begun trials of community language versions of the Care'diff Newsletter. These trials involve the use of AI translations which are being checked by professional translators to identify inaccuracies. Work has been taking place with citizens with the aim of producing culturally competent editions of the newsletter.

Enhancing Support for Unpaid Carers in Cardiff

The 2021 Census revealed that 60% of people identifying as unpaid carers are aged 50 or over. In recognition of their vital role, any adult aged 18+ who provides regular unpaid care is entitled to a Carer's Assessment. This assessment focuses on the carer's own wellbeing and can lead to practical support, training opportunities, or referrals to further advice and services.

As part of Cardiff's ongoing commitment to unpaid carers, outlined in the Adult Services Ageing Well Strategy 2022, the Carer's Assessment has been redesigned in collaboration with carers themselves. The updated assessment has been

widely promoted across communities, and efforts to raise awareness of carers' rights and the improved support offer are continuing.

To strengthen the service further:

- Three new Carers Assessment Officers have been recruited to expand the Carer Team.
- A dedicated phonenumber was launched in October 2024 to improve access to information and advice for Unpaid Carers
- A Home Visit service is now available, allowing assessments to be carried out in carers' own homes.



These developments reflect Cardiff's commitment to valuing unpaid carers and ensuring they receive the support they need.

Numbers of unpaid carers awaiting a carers assessment has been reduced from **330** to **83** (August 25)

Contributes to our **'We will'** commitments: **1** and **2**

Dementia Friendly Cardiff website

The Dementia Friendly Cardiff website offers a ‘one-stop shop’ of valuable information about services and support in the city.

In the last year, the website has expanded the number of dementia friendly events advertised and additional signposting to useful support services for both carers and people affected by dementia.

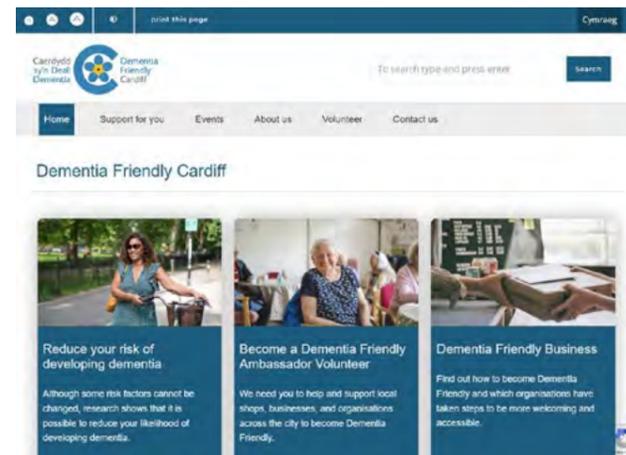
Organisations that pledge to become dementia friendly are categorised by sector and listed on the website. This enables people affected by dementia and their carers to search what organisations are dementia friendly in the city. Dementia Friendly organisations are displaying website leaflets in their premises as one of their dementia friendly actions which has increased awareness of the website.

From 1st January 2024 until 31st August 2025 the Dementia Friendly Cardiff Website has received:

- **Views** - 7,562
- **Total users** - 3,457
- **New users** - 3,404



Contributes to our **‘We will’** commitments: **4**



Dementia Friendly Cardiff and the Vale

Real progress is being made in the expansion of Dementia Friendly Compassionate Communities in Cardiff and the Vale. Dementia Friendly Cardiff & Vale is encouraging and supporting organisations, businesses and community groups to pledge to become more dementia friendly and provide better support for people living with dementia and their families. This is part of the Regional Partnership Board’s Ageing Well programme.

To date **782** organisations have pledged to become dementia friendly in Cardiff and Vale. Organisations are asked to repledge yearly to continue being a dementia friendly organisation. **387** organisations have also signed up to the scheme for the second year running.



To expand the reach of the pledging scheme, work has taken place to map out community buildings, GP’s, pharmacies, dentists and opticians in Cardiff & Vale. Targeted communications have been sent to all the unpledged healthcare



organisations and community buildings. Work is underway to follow up any unpledged organisations by visiting in person to encourage them to sign up and take dementia friendly action.

To increase awareness of Dementia Friendly Organisations, partners and professionals within Age Friendly and Ageing Well networks have been contacted to update them on the initiative.

Contributes to our **'We will'** commitments: **4**

Dementia prevention handbook

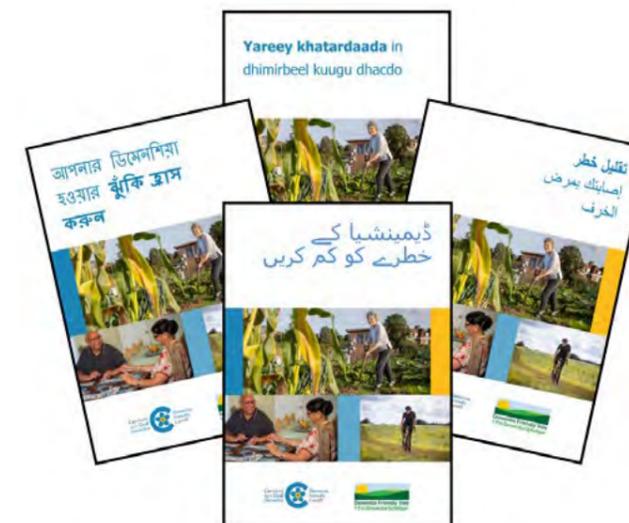
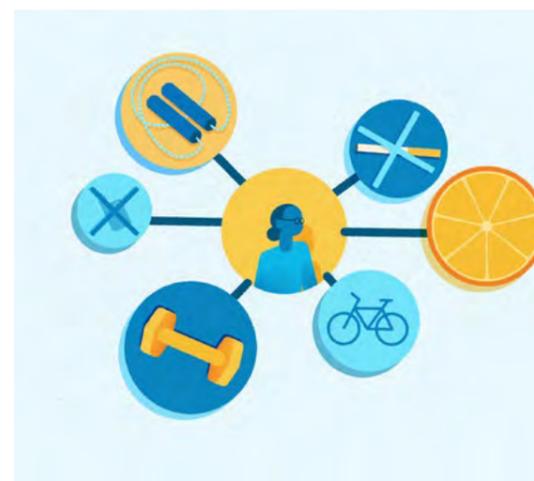
A [booklet](#) in both English and Welsh was launched in May 2024 which aims to raise awareness that, contrary to many beliefs, developing dementia is not an inevitable part of ageing. The handbook highlights the key modifiable risk factors identified in the Lancet report along with corresponding localised signposting to support people to make positive lifestyle changes.

Since then, through working in partnership with Cardiff and Vale University Health Board's Local Public Health team and Cardiff & Vale Regional Partnership Board the booklet is now available in community languages and an animation film produced.

The booklet is available in the following community languages [Arabic](#), [Bengali](#), [Urdu](#) and [Somali](#) which will help improve its accessibility across communities.

The 30-second animation has key messaging related to dementia prevention in all six languages. The animations are available to view on the Cardiff and Vale

University Health Board [website](#). The animations are available to be used on digital screens or shared via messaging platforms. The new Community Language versions of the handbook are in the process of being distributed to Hubs and Libraries, GPs and other community locations. Communications have been made to religious venues with details of the available resources which will be provided on request.



In total, 20,000 booklets have been printed, and many locations across the region have been (and continue to be) supplied with hard copies, including GP surgeries, Hubs and libraries, leisure centres and community centres. Stocking the handbooks has also been embedded into the Cardiff and Vale dementia-friendly communities pledge scheme, with organisations that choose 'signposting' as an action. This has helped to widen the reach of the messaging, as the resource has been made available to customers of cafes, book shops, hairdressers and more.

An [easy read version](#) is also available online.

Contributes to our **'We will'** commitments: **2 & 4**

Wellbeing Support Service (Cardiff Council)

Since the introduction of Cardiff's Age Friendly Action Plan, the Wellbeing Support Service has played a central role in delivering on its commitments to improve wellbeing, expand volunteering, and support unpaid carers.

From the start of the year, the service has supported 18,000 attendances across 63 **community activity groups**, delivered by the Inclusion team and community volunteers. The range of activities has been expanded from the regular programme featuring Tai Chi, walking clubs, reminiscence cafés and creative writing groups, to include unpaid carers support spaces, and a range of neurodivergent friendly community groups. These sessions have supported citizens to reduce isolation, improve mobility, and build confidence.

As one participant commented:

“The art group at Penylan has been so helpful in regard to my mental health.”

Volunteering is another key strand of the Action Plan, and the service has made strong progress. 116 volunteers, including 31 aged 50+, have contributed over 3,600 hours since January 2025. Older volunteers are not only delivering activities but also mentoring peers, demonstrating how giving back to your



Walking group outside Whitchurch

community supports personal wellbeing, as well as positively impacting those attending the free sessions.



Boccia and games at Powerhouse, delivered by volunteer Colin

The service continues to strengthen its support for **unpaid carers**, launching the Carers Space at Rumney Hub and expanding the ‘Caring Friends’ befriending project. Volunteer numbers for the project have more than doubled compared to the same time last year. One of unpaid carers told us *“I feel uplifted after conversations; it helps to have someone to talk to when you would otherwise be alone”*.

A strong partnership with the Department for Work and Pensions has extended our wellbeing support into job centres, reaching people aged 50+ who are seeking work, managing anxiety, or exploring volunteering opportunities. Wellbeing Mentors now deliver monthly sessions and attend 50+ events across two job centre sites, offering on-the-spot advice, signposting and referrals. To date, these sessions have generated 25 direct referrals into our Mentoring Service.

“Your team have made such a difference to the above people’s lives. Your work in the community, moving people forwards is invaluable.” Ann Hirani Disability Employment Advisor Department for Work and Pensions

The **Ageing Well Health and Wellbeing outreach** programme has delivered a wide range of targeted interventions across Cardiff, running regular drop-in events in community hubs, living schemes, cafés and leisure centres. Monthly awareness sessions have focused on key issues and brought in expert partners to provide practical support. Recent highlights include engaging 127 older residents in adult immunisation awareness sessions, with several participants taking up vaccines on the day; delivering free hearing checks at Radyr and Ely Hubs, which led to one attendee receiving a life-changing hearing aid; offering therapeutic pottery and dementia awareness workshops that encouraged participants into Adult Learning; and hosting the ‘Staying Well and Connected’ event in Grangetown, which linked more than 30 attendees with partners such as Women Connect First, NHS Help Me Quit, and Cardiff Foodbank.



Contributes to our We Will commitments **1, 2 and 5**

Digital Support Service

Cardiff Council’s Digital support team has continued to make significant progress in helping older people to receive the digital support that they need.

Key updates (January – June):

- 738 people aged 50+ have accessed digital support, in drop-in sessions, workshops and digital social clubs.
- Sheltered Schemes residents were supported in Digital Social Clubs to increase their confidence using the Cardiff Council app and website, staying safe online, using their devices, and understand more about smart devices to simplify daily tasks.
- The Digital Team have piloted Windows 11 and Understanding AI workshops, which have been presented at the Age Friendly Forum, Llandaff 50+ at The Pound, and grandparents in Trelai Pavilion. 32 people over 50 have attended the sessions, many of who have requested more in-depth sessions, which will launch later this year.
- Since January, The Digital Team have trained 39 Hubs and libraries volunteers, certifying them Digital Champions. This means they are able to further support residents city wide with digital enquiries, breaking down barriers and helping them to understand digital jargon and complete online tasks safely and confidently.
- The new Digital Learning Lounge opened in Central Library Hub – the launch took place in April, where more than 80 people attended, took part in workshop tasters, played games, and spoke to local support agencies

Contributes to our **‘We will’** commitments: **1, 2 & 3**

Independent Living Services and Community Social Care (Cardiff Council)

Gwasanaethau Byw'n Annibynnol

Independent Living Services

Strengthening Prevention to Build an Age-Friendly Cardiff

As part of Cardiff's commitment to being an **Age Friendly City**, Independent Living Services and Community Social Care have launched a new **Prevention Toolkit** to support early intervention and proactive care.

This toolkit provides staff with practical guidance and resources to help identify risks early, promote independence, and reduce escalation of need. Over **200 staff members** have already completed training on the toolkit, alongside a refresher on prevention principles—ensuring frontline teams are equipped to deliver timely, person-centred support.

This initiative directly supports the **Age Friendly Cardiff Strategy**, which aims to create a city where older people feel safe, connected, and empowered to live well. By embedding prevention into everyday practice, we're working collaboratively to reduce inequalities, improve outcomes, and build a more inclusive city for all generations.

The Right Support - At the Right Time

Cardiff's Information, Advice and Assistance (IAA) Service has completed over **1,000 wellbeing assessments** this year, offering tailored advice and support to citizens with care and support needs. By truly listening to what matters most to individuals, the service helps people stay independent, connected, and in control of their lives.

With over **5,000 calls received**, the IAA team acts as a single point of access—for citizens, their families, and professionals—ensuring people receive the right support, at the right time, from the right professional.

This year, the team introduced an additional level of support at first contact, which has already led to a reduction in the need for formal care packages. This proactive approach is helping to embed prevention into everyday practice—delivering timely, proportionate responses that reduce dependency and promote wellbeing.

These efforts are a key contribution to Cardiff's Age Friendly City Strategy, helping to build a city where older people feel safe, valued, and supported to live well in their communities.

“Thank you, you have been brilliant with me, I have been dreading making this call, we all think we are invincible, you have put my mind at ease and are brilliant.”

“I was very isolated and thought there was nothing out there to improve my quality of life but since ILS has been involved there has been changes which contributed to my quality of life. When the ILS officer contacted or visited, I felt very reassured with their responses and effort to make a difference to my life. The service I received is excellent and I am very grateful and thankful to all involved.”

Empowering Independence Through Technology

Independent Living Services (ILS) and Cardiff Support & Care (CSC) have made major strides in **embedding Technology Enabled Care (TEC)** into frontline assessment practice. This innovation empowers trained officers to **prescribe TEC solutions** that help citizens live more independently, enhance wellbeing, and tailor care packages to actual need.

Impact at a Glance:

- **782 TEC items prescribed to date** – supporting safety, memory, independence, and reducing carer strain.
- **Top 5 most prescribed items:**
 - GPS Falls Watch – real-time location and fall alerts
 - Memrabel Memory Aid – visual and audio prompts for daily routines
 - LED Motion Sensor Lights – safer navigation at night
 - Door Security Alarm with Pager – peace of mind for carers
 - Bed Occupancy Sensor – alerts when someone leaves bed unexpectedly

Telecare Cardiff – A Lifeline for Independent Living

In April, Telecare Cardiff became part of Independent Living Services, enhancing its role as a 24/7 safety net for vulnerable residents. The service combines a round-the-clock Alarm Receiving Centre with a Mobile Response Unit, offering rapid, compassionate support that helps people remain safe and independent at home.



Service Performance:

- 10,884 Mobile Responder Call-Outs
- 4,312 confirmed falls attended
- 92% of incidents resolved without ambulance escalation
- Average response time: 16.52 minutes

Digital Innovation:

Telecare Cardiff transitioned to a fully digital alarm receiving platform, improving:

- Reporting and data insights
- Integration with emerging TEC solutions
- Support for independent living in a digital-first landscape

Award-Winning Excellence:

Telecare Cardiff was recognised at the **TSA ITEC Awards**, winning the “Up and Coming TEC Innovation” award and earning a second nomination for service excellence.

“Absolutely fantastic service. If my mum’s alarm goes off, they’re straight on the communicator checking she’s okay. I’m so grateful.” – Service User’s Family



Contributes to our **‘We will’** commitments: **1**



Integrated Discharge Hub

A multi-disciplinary team across health and social care that supports safe and speedy discharge of patients from hospital to the correct setting in the community. Through a comprehensive triage process patients are able to be placed on an appropriate discharge pathway that supports their level of need, allowing the right support to be put in place for discharge.

- 3,564 patients triaged for the appropriate discharge pathway.
- Triage appropriate discharge pathways within 1 working day. Prior to ID the triage process took 3 working days.
- 55% of patients triaged within 1 working day.

Implemented a dedicated presence in the emergency unit of UHW, screening and assessing presenting patients to identify those that can be supported in the community. This has helped in avoiding unnecessary hospital admissions and the associated risks of deconditioning.

First Point of Contact Hospital

Providing a single access point across the 3 hospital sites in Cardiff to support the transition from hospital to home, meeting the patients' needs through "what matters" conversations and the provision of information advice and assistance.

- **2,742** patients have been supported through discharge.

"We are forever grateful for your teams' support in getting my husband home."

Gwasanaethau Byw'n Annibynnol
Independent Living Services

Live Well Age Well (Cardiff and Vale University Health Board)

The Live Well, Age Well Course, co-produced by community members and professionals, was officially launched across Cardiff and the Vale in June 2025.

This free six-week course is delivered by the NHS in community venues and supports people to:

- Learn about different ways to look after their health and well-being as they age
- Try different activities designed to help them be more physically and mentally active
- Reduce their risk of having a fall
- Connect with their local community



The course has been a great success to date with participants reporting improvements to their health and wellbeing and experiencing positive changes in their day to day lives.

"It really affected the social side of my life, meeting people, feeling much less isolated, having contacts in the community and feeling more confident to know where to go next. I'm also more aware of how important it is to do these exercises and age well and working within your limits and recognising this."

(Participant)

Contributes to our **'We will'** commitments: **2**



Gelatine-free vaccination animations

Gelatine is currently used in the nasal spray flu vaccine and the measles, mumps and rubella (MMR) vaccine. However, there are now gelatine-free versions of these vaccines which are suitable for all cultures and beliefs. To help raise awareness of the alternatives, Cardiff and Vale Public Health Team worked alongside Cardiff Council to produce posters and animations in six different languages, including:

- Urdu
- Arabic
- English
- Somali
- Bengali
- Welsh

The posters and animations have been displayed across Cardiff and Vale University Health Board hospital sites, as well as local bus stops and on Facebook.

Contributes to our **'We will'** commitments: **1**



Patient Experience Team, Cardiff and the Vale University Health Board

The Patient Experience Team, Cardiff and Vale University Health Board has been continuing to support older people who use their services. Working alongside partners within the local authority and third sector organisations to ensure Cardiff can achieve its aim of creating an age-friendly city.

The team have been working with Hospital wards to embed the principles of John's campaign. These include; early identification of unpaid carers, ensuring unpaid carers have a voice, making sure they are communicated with, and making them feel welcome on the wards.

An Unpaid Carer Support Worker has been appointed in University Hospital Llandough, to work with nursing teams to ensure that all wards in the main hospital building are aware of the support needs of unpaid carers. The worker has also been working with the discharge liaison team to support unpaid carers through the Hospital discharge process.

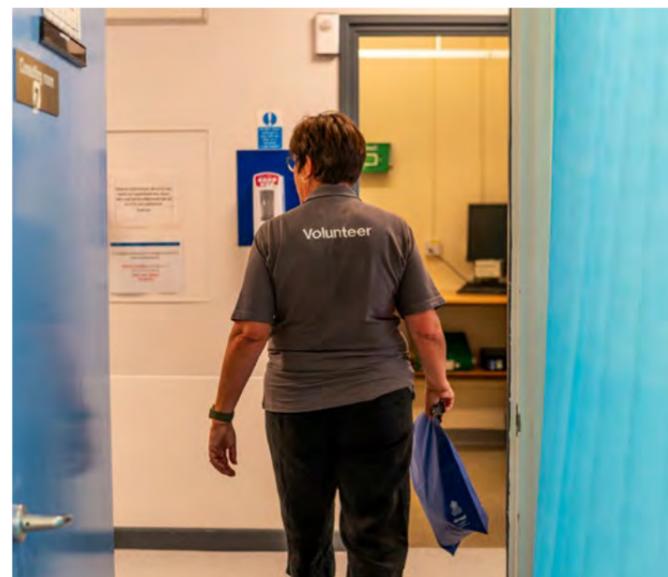
Hospital Companion Volunteers have been recruited to engage with older patients with diverse needs including different levels of communication which require resourceful volunteers who are confident communicators.

Following most operations, the aim for patients is to Drink, Eat and Mobilise within 24 hours of surgery – this is known as DrEaMing. DrEaM Volunteers have been supporting and encouraging patients to Drink, Eat and Mobilise on the ward post-surgery, while being a friendly face and providing them with company.



“I made a patient understand how important it is to drink and walk frequently to get rid of drains and keep his kidney clean. Went for a nice walk. Made a patient drink a full bottle of squash keeping a target for a hour. Comforted a patient before his surgery and made him feel prepared and relaxed.”

Contributes to our **‘We will’** commitments: **2, 4 & 8**



Sight Life

Sight Life (formerly known as Cardiff Institute for the Blind) has continued to offer practical support and advice to anyone with limited sight in South Wales.

- **2134** Cardiff residents supported
- **398** home visit assessments
- **350+** people attended community confidence building activities
- **227** unpaid carers supported
- **99** active volunteers (36 Visually Impaired)
- Sight Life service user and volunteer Susan Evans won the 'Outstanding Community Volunteer Award' at Cardiff Third Sector Council's Volunteer Awards.
- **183** people received one to one technology support
- Sight Loss awareness training sessions delivered to 8 local businesses, helping them to offer an improved service and outreach to their customers with sight loss.

"I can't tell you how much better your understanding and kindness has made me feel..."

"What you and your team are doing is brilliant".

"A weight had been lifted off my shoulders having support today from Sight Life assisting with my telecommunications after moving home and pointing me in the right direction with Care and repair. Thank you so much to Sight Life".

"I had no confidence and felt I had no future until I met your staff and volunteers".

Contributes to our **'We will'** commitments: **1, 2 & 3**



Sight Life

Local sight loss support
Cymorth colled golwg lleol



Museums Inspiring Memories (Amgueddfa Cymru)

- The team continues to deliver in-person and online training sessions to staff in Amgueddfa Cymru
- The project's steering group, the Dementia Voice in Heritage Group, continues to meet every two months
- Monthly activities have continued, alternating between National Museum Cardiff and St Fagans National Museum of History.
- As part of the work around House of Memories - a free app that museums across the UK have contributed to, and which was designed by and for people affected by dementia - the team worked with colleagues to contribute to the LGBTQ+ package. This was launched in February during LGBTQ+ History Month
- The team participated in BBC's Dementia Week during March, joining the Dros Ginio show on Radio Cymru and Drivetime on Radio Wales
- The team participated in Dementia Friendly: Llantwit Major, Dementia Friendly: Barry and Llanover Hall events
- In April, the team co-hosted the latest Dementia Friendly Heritage Network conference with partners at Historic Royal Palaces.



Contributes to our **'We will'** commitments: **4 & 8**



Housing developments

Cardiff continues to expand its provision of age-friendly housing through a range of Community Living schemes, many of which are included in the previous Age-Friendly Cardiff Action Plan. The Leckwith Road scheme in Canton is progressing well, with 41 accessible homes and communal facilities due for completion in late Autumn 2025. Similarly, the Bute Street scheme, offering 45 flats and ground floor community space, is on track for Autumn 2025 completion.

In the development pipeline, the Maelfa scheme will deliver 41 apartments with social spaces, starting on site in September 2025 and completing Summer 2027. The Wellbeing Village at the former Michaelston College site will provide 120 homes for older persons within a wider 235-home development, with construction starting in Winter 2025 and completing in Spring 2029.

Other schemes which support Age Friendly Cardiff aspirations include a scheme in St Mellons which is well underway, delivering 60 homes with extensive communal amenities and a Health and Social Care Hub, due for completion in Autumn 2025. The Channel View regeneration scheme is also in progress, with Block A set to deliver 102 older persons apartments and shared facilities, with an expected handover date of Summer 2027. Additional pipeline schemes include the Moorland Road redevelopment, which will provide 13 flats above a new community centre by 2028, and the James Street multi-generational development, combining older persons housing with adaptable family homes, expected to start in 2026 and complete in 2028.

Contributes to our **'We will'** commitments: **7**



Leckwith Road Community Living Scheme (CGI)



Butetown Community Living Scheme (CGI)

Refurbishment of Rumney Hub and Toilets

In March, Rumney Partnership Hub underwent a major refurbishment, which has resulted in significantly improved facilities for the local community. Extensive improvements have been made to the public toilet provision, including the introduction of a wet room. The men's, women's and accessible toilet provision has also been refurbished. The Hub has also benefited from new library shelving, attractive furniture, reading nooks and sensory equipment.



The refurbishment reflects Cardiff Council's ongoing commitment to creating welcoming, accessible environments for residents and visitors in the community.

Contributes to our **'We will'** commitments: **2 & 3**

Good Neighbours in North Cardiff

Good Neighbours in North Cardiff (GNiNC) continues to make a meaningful difference in the lives of older and vulnerable residents, helping them stay independent at home through volunteer support.

Over the past year, the organisation underwent significant modernisation supported by a Welsh Government grant, including the adoption of new systems and staff changes. A new Volunteer Management System was introduced, and the team expanded efforts to provide the volunteer service to people in Rhiwbina.

The launch of a new website and volunteer portal has improved communication and access to resources. Volunteer recruitment has exceeded targets, and there is now a shift towards engaging more clients, as some have moved on or no longer require support.

Further details on the modernisation and business plan progress can be found in the [Annual Report](#).

To find out more or to apply to become a volunteer or client, please call: **029 2075 0751**, email: support@gninc.org.uk or visit their website: www.gninc.org.uk



gninc
cdync

Contributes to our **'We will'** commitments: **2**

Llandaff 50+ at The Pound: A Model for Healthy Ageing and Community Belonging

Founded in 2007, Llandaff 50+ has become a trusted voice for older people and a vibrant hub at the heart of the community. A registered charity with a mission of social inclusion and volunteering, it offers members purpose, connection, and the chance to both give and receive support.

Llandaff 50+ goes beyond social activities. It champions healthy ageing, helping people build friendships, boost wellbeing, and strengthen belonging. It also ensures older voices are heard through Cardiff's Age Friendly Forum, Welsh Government, and national organisations.

Between 2017–2024, a landmark study asked whether older volunteers, given a suitable base, could manage activities, resources, and advocacy. The resounding answer is yes. Llandaff 50+ proves older people are not just service-users but leaders and innovators in community wellbeing.

“The challenge now is to replicate this model. Cardiff has the opportunity to lead Wales by encouraging new 50+ groups, harnessing the energy and wisdom of older people to build supportive, age-friendly networks.”

Yvonne Apsitis, External Networking & Research Lead – Developments in 2025:
Strengthening Age-Friendly Communities



Recent months have seen new energy and innovation, ensuring older voices remain central. Highlights include:

- Warm Spaces & Drop-in Sessions – Launching a weekly “Drop-in and Chat” to welcome and support new members.
- Expanding Opportunities – Activity sessions rising from 3,380 in 2024 to 3,640 in 2025.
- Growing Recognition – Increasing interest from groups, professionals, and government recognising Llandaff 50+ as a hub of good practice.
- Influence & Advocacy – Active role in the Cardiff Age Friendly Forum, shaping local policy.



- Digital Support – Partnering with Cardiff Council to co-develop tailored skills support.
- Amplifying Voices – Sharing experiences with Cymru Older People’s Alliance (COPA) to champion older people’s voices across Wales.
- Civic Engagement – Encouraging members to join consultations, ensuring policies reflect lived experience.

These achievements show The Pound is more than a centre - it is a catalyst for change. Together, we prove ageing is about staying active, connected, and influential.

For more information contact: Yvonne Apsitis, External Networking & Research Lead – info@llandaff50plus.com

Contributes to our **‘We will’** commitments: **1, 2 & 3**



Older People’s Commissioner for Wales

Rhian Bowen-Davies started her term as the Older People’s Commissioner for Wales (OPCW) on 30th September 2024. Since then, she has been focusing on hearing directly from older people across Wales about the issues affecting their lives and the change and improvements that would make a positive difference.

During 2025, the Commissioner has also visited several Cardiff locations:

- Good Vibrations Choir at the Old Library
- Ann Craft Trust Safeguarding Event
- Whitchurch Awen Hub
- Llandaff 50+ @ the Pound
- Conway 50+ group
- Windrush Elders
- Severn Primary School
- Birchgrove Welcome Hub
- Addison House Extra Care Scheme
- Pride Cymru (shared stall with Age-Friendly Cardiff)
- Plas Bryn extra care scheme



Community of Practice

Age-Friendly Cardiff continues to play an active part in the OPCW's Community of Practice (COP), which aims to help encourage and support age-friendly communities throughout Wales to share learning, good practice and what works well, supporting cooperation within and between Age-Friendly initiatives. Examples of good practice that have been shared through the Community of Practice include the Age-Friendly Cardiff newsletter and the Age-Friendly Cardiff branded condoms.

Resources

The Commissioner has produced various publications and information guides for older adults, which the Age-Friendly Cardiff team continue to help to circulate at events and via Hubs/libraries etc. These include; 'GP Practices in Wales: A Guide for Older People', 'Living in a care home in Wales: A guide to your rights' and 'Living in a care home in Wales: A guide to your rights'.

Contributes to our **'We will'** commitments: **1 & 2**



Age Without Limits 2025

Age Without Limits Day is an annual day with an aim of bringing people together to take action against ageism. This year, it took place on 11th June 2025, and the theme was ‘Celebrate Ageing. Challenge Ageism.’

Age-Friendly Cardiff officers, along with the volunteer reporter, visited the Tai Chi group at STAR Hub ahead of the day to speak to attendees about how they celebrate ageing and challenge ageism. Some very interesting discussions took place, and a write up was included in the autumn edition of the Age-Friendly Cardiff newsletter.



On 11th June, AWEN@thelibrary hosted an Age Without Limits celebration in Whitchurch. The event followed creative writing workshops involving older adults and Year 10 students from Whitchurch High School, exploring themes of ageing and ageism. The celebration, attended by 40 people, showcased poetry written during the workshops.

Caroline said, “The young people’s poems showed great depth of thought... All great fun and great credit is due to Uschi (creative writing tutor) and the staff and pupils.”

Clare, an English teacher, reflected: “The workshop was a powerful reminder of how stories can bridge generations.”

Contributes to our **‘We will’** commitments: **1**

Into Work

Into Work Advice Services – 50+ Provision Highlights (2025)

In the last year, the Into Work Advice Services significantly impacted Cardiff’s ageing workforce, focusing on inclusion and support for individuals aged 50 and over.

A total of 227 individuals aged 50+ enrolled in employment support programmes, overcoming barriers such as long-term unemployment and limited English skills. Bespoke training included digital skills, sector-specific courses, and accredited qualifications. Additionally, 652 individuals received training in areas like IT literacy and job searching. Responding to feedback, courses for

50+ learners were introduced, including Career Prep 50+ and Confidence to Succeed. As a result, 103 individuals aged 50+ successfully secured employment so far in 2025.



Digital Inclusion for 50+

In 2025, the Digital Support Service engaged with 738 people aged 50+ through various sessions, including drop-ins, workshops, and digital social clubs. Residents in Sheltered Schemes gained confidence using the Cardiff Council app and website, staying safe online, and exploring smart devices. Innovative workshops like Windows 11 and Understanding AI were piloted, reaching 32 attendees aged 50+. Since January, 39 Hubs and Libraries Volunteers were trained as Digital Champions to support residents city-wide. A major milestone was the opening of the Digital Learning Lounge at Central Library Hub in April, attracting over 80 attendees.

Over 50 support with DWP (Adult Learning & Multiply)

A collaborative meeting with the 50+ Champion Mentors at DWP Job Centres led to the creation of a pilot workshop titled “Understanding Universal Credit,” aimed at improving awareness of the benefit system among older customers. Following positive feedback, the workshop is now a monthly session at Charles Street and Alexandra House Job Centres, supported by the Money Advice Service. Additionally, Exploring Jobs, Confidence to Succeed, and Interview Skills workshops have been introduced for 50+ customers as part of the Long-Term Unemployed programme. These workshops have received strong attendance and positive feedback, leading to their continued delivery.

Contributes to our ‘We will’ commitments: **2 & 5**



Care & Repair

On 1st July 2025, Care & Repair Cardiff and the Vale celebrated 10 years of being a registered charity and supporting older people across the region.

Care & Repair Cardiff and The Vale has continued with its mission to support older people in Cardiff and the Vale of Glamorgan to live in safe, secure, warm and comfortable homes which suits them and their lives, and maximises their independence.

They provide a number of services that help older people complete repairs, improvements and adaptations to their homes, through the provision of expert advice, support and practical assistance.

Care and Repair's core services have also developed over the last few years to include help with sensory impairment and help to use energy efficiently and keep warm at home as the needs of their clients have developed.

From April to June 2025, 2,000 older people were helped in the Cardiff and Vale areas. Of these, about 300 clients were helped to get home from hospital with the provision of small safety works.

Contributes to our **'We will'** commitments: **1**



Care & Repair Cardiff and the Vale
Gofal a Thrwsio Caerdydd a'r Fro



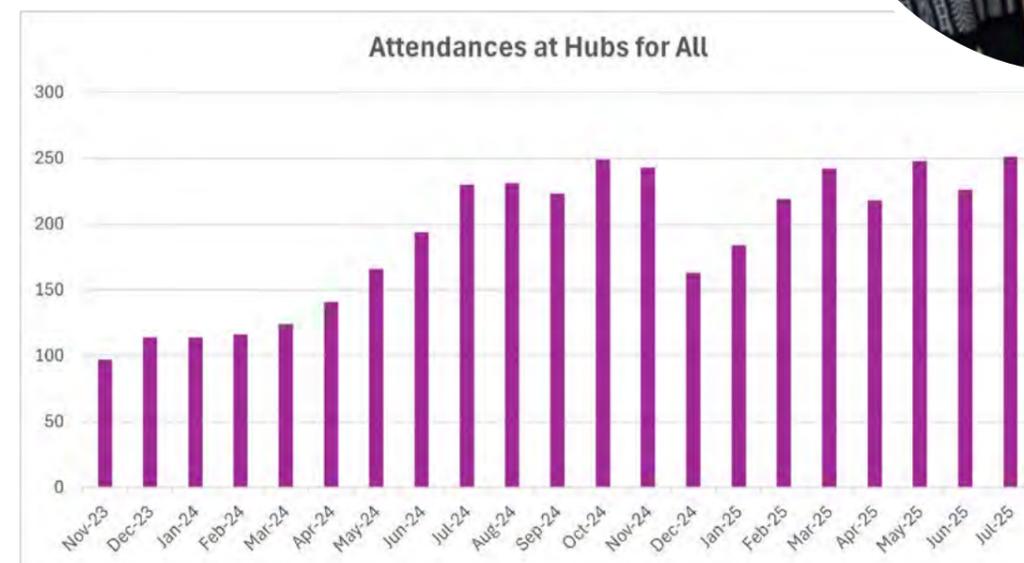
Hubs for All

The Hubs for All project was launched at the end of August 2023 to provide care and wellbeing support from dedicated staff in a community setting to both older people and their carers. Hubs for All is available 5 days a week in four locations across the city (Rhiwbina Hub, St Mellons Hub, Grangetown Hub and Llandaff North Hub). Hubs for All has been attracting a lot of interest with Unpaid Carers giving positive feedback on having a localised service which gives them more “me time” while having confidence that the person they care for is well looked after.

The older people who attend Hubs for All take part in person centred activity programmes which include music, physical activity, arts and the use of digital resources. In recent months workshops have been delivered by the BBC Orchestra with music being played from different parts of the World. Hubs for All Rhiwbina is mainly attended by older gentlemen who are cared for by their Wives. The ladies have formed their own informal peer support group – The Moaning Club and often go to local coffee shops, each other houses, or other social activities.

The Saturday Hubs for All group in Llandaff North Hub have even been going on trips including to St Fagans to take part in the Museum’s Dementia Friendly programme.

Contributes to our **‘We will’** commitments: **1, 4, 5 & 8**



Community Resource Team (CRT)

Cardiff Council's Community Resource Team (CRT) Home Care service has recently undergone a programme of change to improve the experience and outcomes for the people we support.

This restructure is designed to ensure that every citizen receives care that is:

- Personalised: Focused on what matters most to each individual, with care plans built around their goals, strengths, and aspirations
- Empowering: Supporting people to regain independence through short-term, goal-oriented reablement, helping them live safely and confidently at home
- Consistent: Enhancing continuity of care by ensuring familiar staff support individuals throughout their reablement journey
- Responsive: Introducing a RAG rating system to manage care capacity transparently, so that support is delivered safely and without delay

The restructure also includes:

- Upskilling care staff with reablement focussed training.
- Clear career pathways to retain skilled carers and ensure stability for service users
- Streamlined processes that reduce administrative delays and allow more time for direct care

The introduction of Reablement Care Plans and Goal setting has been implemented. Each service user works collaboratively with CRT Assessors to develop a personalised care plan that

Since the programme of change began in 2021, Reablement success rates rose from **55%** in 2022/23 to **66.5%** in early 2024, and further to **69%** in August 2025.

Positive feedback with **97%** of respondents satisfied with the service they received from CRT Reablement care.

Contributes to our **'We will'** commitments: **1, 3 & 8**



Next Steps

Age Friendly Cardiff will continue to work in partnership to achieve the commitments set out in the Age Friendly Cardiff Action Plan 2024-2028. A further highlights report to detail progress will be published in the 2026 – 27 financial year.

Thank you to everyone who has contributed to this report.

For further information contact:-



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Facebook: Caerdydd Sy'n Dda i Bobl Hyn / Age Friendly Cardiff

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg

