



**Ireland's National Age Friendly  
Recognition & Achievement  
Awards 2023**

30th November 2023  
Clayton Whites Hotel, Wexford





Funding support for Ireland's National  
Age Friendly Recognition and  
Achievement Awards kindly provided by  
Wexford County Council



# Age Friendly Ireland

## Meath County Council

### A Shared Service Function of Local Government

The overarching goal of Ireland's Age Friendly Programme is that every local authority area in Ireland will be a great place in which to grow old. Underpinning the Age Friendly Programme is the core principle that older people are a most valuable resource to their communities and to our society in general. For this reason, the voice of the older person is at the very heart of the Programme.

Ireland's Age Friendly Programme is part of a worldwide, World Health Organisation (WHO) inspired movement which embraces the challenges and opportunities that our ageing population presents by facilitating local authorities to take the lead on changing thinking about ageing, and how services are planned and delivered. In 2006, the WHO developed a framework involving eight domains of liveability which influence our quality of life as we age. The availability and quality of these eight community features impacts on the health and wellbeing of older adults. Age Friendly programmes across Ireland devise and implement actions which support communities in becoming more inclusive of older people by addressing their concerns under the eight domain areas.

Ireland's Age Friendly Programme is coordinated by Age Friendly Ireland, an appointed shared service of local government hosted by Meath County Council. The national Age Friendly Ireland Shared Service brings together, supports and provides technical guidance to the 31 local authority led, multi-agency Age Friendly Programmes. At City and County level it is developed through cooperation and partnership of older people with government agencies and service providers working side by side. Under the leadership

of the local authority Chief Executive's and senior managers, governance is anchored in the multi-agency age-friendly alliances, supported by broadly representative older peoples' councils engaged as co-design partners. The Age Friendly City and County Alliances provide the collaborative framework to involve senior leaders from key stakeholders such as the Local Authority, HSE, An Garda Síochána, Chambers of Commerce, community sector, third-level institutions, and others, who have sufficient influence and resources to develop and deliver ambitious and collaborative Age Friendly Programmes.

Ireland's Age Friendly Programme aims to make sure that as we age, we can all:

- ▶ have a real say in what happens in our own lives and what happens in the areas in which we live;
- ▶ enjoy good health, excellent services, and live in a safe environment;
- ▶ participate fully in everything that is going on in our communities, cities and counties.

There is no doubt that the aims of Ireland's Age Friendly Programme are ambitious and require a change in how we think about ageing. The Programme asks us to imagine new ways in which service providers and other organisations can work together to deliver improvements in supports and services that not only benefit older people but the community as a whole. The Programme is underpinned by an approach where plans are developed and agreed locally and where the agencies involved agree to be accountable to each other and to older people at local level.



**Fiona Lawless**  
Chief Executive Meath County  
Council

## Foreword

This Government's Programme for Government, Our Shared Future, definitively sets out a vision of an Age Friendly Ireland. As more of us enjoy our older years, we must plan to meet the growing needs of our diverse, ageing population and, in that context, a range of commitments to Ireland's ageing population have been embedded in national policy.

Across local government, a nationwide network of 31 Age Friendly multi-agency, multi-sectoral local programmes are thriving. The National Age Friendly Ireland Shared Service, hosted by Meath County Council, provides the national co-ordination and in doing so brings together, supports and provides technical guidance to the 31 local Age Friendly Programmes.

The prestigious National Age Friendly Recognition Award is an annual ceremony that celebrates innovation, collaboration and implementation of objectives, programmes, projects and initiatives that are responsive to the needs of our ageing population. I am particularly pleased that year on year, the national workplan translates national policy objectives into local outputs that produce demonstrable outcomes and have meaningful impact on the lives of older people, and wider

society, in Ireland.

In 2022, the Judging Panel introduced a Special Recognition Award to acknowledge a particular organization(s) or project that has demonstrated significant achievement and I am delighted that this is now an embedded additional category, very kindly sponsored by IPB Insurance, as part of the annual Awards Ceremony.

I would like to take this opportunity to sincerely thank my colleague Chief Executive Tom Enright, and his team in Wexford County Council, for hosting this year's Awards Ceremony. I would also like to convey my gratitude to our Sponsors and Judging Panel for their continued commitment and support in celebrating all the wonderful achievements that we will see showcased this year from across the country. I hope that everyone involved enjoys a wonderful evening of celebration in the stunning Clayton White's Hotel in beautiful County Wexford.



**Tom Enright,**  
Chief Executive of Wexford  
County Council and Chair of  
Wexford Age Friendly Alliance

## Welcome Fáilte

It is my honour as Chief Executive of Wexford County Council and Chair of Wexford Age Friendly Alliance to welcome you all here to Wexford. We are delighted to be hosting these National Awards which recognise the contribution that is made across the country to enhance the lives of older people.

Wexford's aim is to make it a great County to grow old. To achieve this, we listened to people to find out what it is like to be an older person living in this County, the good things as well as the challenges and the issues they face.

Our resulting strategy sets out a range of ambitious actions to enhance the quality of life for people as they grow older in Wexford. This has resulted in the delivery of a range of exciting and important initiatives including the expansion of the Meals on Wheels Services countywide, a new Befriending Service, Age Friendly Libraries, Telehealth and Social Dancing to name but a few.

Wexford is a great country to visit, I hope you all enjoy the night and your stay in the Model County and continued success with all your great work in the Age Friendly programme

# Speakers



**Mary Butler TD**  
Minister of State at the  
Department of Health

Mary Butler is Minister of State at the Department of Health with special responsibility for Mental Health and Older People. She is a TD representing the Waterford Constituency. In the 32nd Dáil, Mary served as Chairperson of the Joint Oireachtas Committee for Business, Enterprise & Innovation and the All Party Oireachtas Group on Dementia.

Mary served as a Councillor having won a seat in the 2014 Local elections in the Comeragh area before contesting the 2016 General Election after securing the Fianna Fáil nomination for Waterford. She also had the honour of being the first female Fianna Fáil TD to be elected for the party since 2007. In the 2020 General Election, Mary was delighted to be re-elected to continue her work representing the people of Waterford City and County. She was appointed to sit on the Special Oireachtas Committee for Covid-19 response before being appointed a Minister by the Taoiseach in early July.

Mary has a strong grounding in the retail sector having worked as both an employee and an employer. She successfully ran the family business a grocery shop in Portlawn for 17 years while also continuing her career working in John Martin Jewellers in Waterford City for 10 years.

She is married to Mick, has three children and credits her great family network as a crucial support throughout her life.



**Kieran O'Donnell, TD**  
Minister of State at  
the Department of  
Housing, Heritage and  
Local Government

Kieran O'Donnell, TD is Minister of State at the Department of Housing, Heritage and Local Government. He is currently Chairperson of the Oireachtas Transport and Communications committee and a member of the Budgetary Oversight Oireachtas Committee.

Kieran has served as Vice-Chairperson of the Public Accounts Committee (PAC), member of the Banking Inquiry and as a member of the Oireachtas Finance Committee.

Kieran is married to Phil and has four children. He is a qualified Chartered Accountant, with many years of experience with his own practice and has an honours Business Studies degree from UL. He has a special interest in Disabilities.

Job creation as well as promoting Limerick City, Shannon Airport and the region are amongst his main priorities.



**Marty Morrissey**  
Master of Ceremonies

Marty is an Irish sports commentator and television presenter. He regularly presents high-profile sports events for RTÉ Sport, such as the All-Ireland Senior Football Championship and Olympic Games.

Morrissey entered the world of broadcasting in 1988 on joining the (since defunct) local TV channel "Cork Multi-Channel". Shortly after that, he moved to London to work for WH Smith's Lifestyle Channel. In 1989 he joined the new Clare FM local radio station as News Editor. In 1990, he returned to Cork to work on RTÉ's local radio service in Cork. He left Cork in 1994, to join RTÉ's TV Sports Department.

Morrissey has commentated on many sporting events but his bailiwick is Gaelic games. He also features as sports reporter and reader on RTÉ News and presents Saturday Sport on RTÉ Radio 1. Formerly a ring announcer and interviewer on Pro Box Live, he has also traded the sports pitch for the ballroom dancefloor, as he took part in RTE's Dancing With The Stars in 2018.





# Message from

Councillor John Fleming

An Cathaoirleach, Wexford County Council

## Welcome

To all nominees, distinguished guests' colleagues, it's wonderful to welcome you all to the Sunny Southeast.

County Wexford is the largest county in Leinster by area and has a population of over 160,000 and has the benefit of being on the coastline with many beautiful beaches including Curracloe Duncannon Rosslare strand and many more.

County Wexford is thriving now with Rosslare Euro port a big driver, increasing sailings and destinations to Europe regularly.





The Model County has many superb tourist attractions including hook head light house (the oldest working light house in the world) Duncannon fort Johnstown castle and grounds the heritage park at Ferrycarraig to name a few, with the world-famous Opera house in Wexford town.

New Ross is the hometown of the Ancestors of John F Kennedy from Dunganstown New Ross, the Dunbrody famine ship, JFK visitors centre and the New Ross tapestry. There is a huge Norman influence in County Wexford where they landed in Bannow bay, and the Norman Knight William Marshall founded New Ross in 1207.

Enniscorthy town boasts a museum and the famous Vinegar hill where the famous battle took place during the uprising in 1798. County Wexford is a wonderful place to visit with activities for all, so sample all our county has to offer and don't forget to spread the word.

I hope you enjoy your stay here in County Wexford and enjoy tonight's entertainment.





## Ireland's National Age Friendly Recognition and Achievement Awards Selection Panel

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**Peter Hynes**

Peter studied Architecture at UCD and the University of Virginia and joined Mayo County Council Architects Department in 1984. As head of the Department from 1989 he worked on a wide range of public buildings, housing, town renewal, and arts and community projects.

In 2001 he became Director of Services and Westport Town Manager. In May 2010 he was appointed Mayo County Manager/ Chief Executive, and worked over ten years to help build a county which would be... "Sustainable, Inclusive, Prosperous and Proud"

He currently works as a consultant in Design and Place Making, Enterprise and Energy, and Community Engagement. He is a board member of the WDC and serves on a number of voluntary boards and organisations.

Married to Catherine with three children and two grandchildren.



**Jackie Maguire**

Jackie Maguire is former Chief Executive of Meath County Council having

been appointed Meath County Manager in June 2013 until her retirement in May 2023. Jackie commenced her Local Government career in 1981 with Meath County Council, being promoted to Head of Finance in 2000 and Director of Services in 2003. She served as County Manager for Leitrim County Council from 2006 to 2013.

She served as Chair of City and County Management Association (CCMA) 2018 - 2019 and was a member of The Executive Committee. Jackie represented CCMA at national level on various committees progressing the implementation of the change management process in local government. Jackie was a serving Director on The Board of Music Generation and chaired the Local Government Management Agency (LGMA).

Jackie also Chaired the Age Friendly National Advisory Group from September 2017 until May 2023.



**Madeleine Quirke**

Madeleine Quirke, former CEO of Wexford Chamber

of Commerce, and is now very involved in community development and regeneration projects in and around Rosslare Harbour in the south east corner of Wexford. The Wexford Age Friendly Strategy has always been something that I have immersed myself in and recent public consultations have resulted in many interesting and informative views being articulated by people across a wide age range and depth of interests and circumstances. This project, has been a journey of discovery for me and one that has given me immense pride and reassurance on growing old in Ireland. Married to Pdraig, 4 children, 7 grandchildren and lots to look forward to, the passion and care demonstrated by all applicants in these Awards can only bide well for my future.



**John Roche**

John is a proud native of Wexford town. He joined An

Garda Siochana in 1977 and served in Kilkenny City Graiguenamanagh, various stations in Dublin, the Garda College and served for 11 years as Chief Superintendent here in Wexford until 2018.

Since his retirement John has remained active in his local community. He is chairman of both the Hope Cancer Support Centre based in Enniscorthy and the Board of Management, St Aidan's Primary School, Enniscorthy. His pastimes include hill walking, hiking and coaching adult GAA teams with his local club. Married to Joan, 2 daughters and one grandchild.

# Ireland's National Age Friendly Recognition & Achievement Awards 2023

Clayton Whites Hotel, Wexford  
Thursday 30<sup>th</sup> November 2023

- 6pm Registration & Drinks Reception
- 7pm Marty Morrissey, *Master of Ceremonies*
- 7.05pm Entertainment
- 7.20pm Welcome from  
Councillor John Fleming, *Cathaoirleach, Wexford County Council*  
Tom Enright, *Chief Executive, Wexford County Council*  
Catherine McGuigan, *Chief Officer, Age Friendly Ireland Shared Service*
- 7.30pm Dinner and Awards Ceremony commences
- 7.55pm Peter Hynes,  
*Chair of the Age Friendly Awards Selection Panel*
- 8.00pm Mary Butler, TD  
*Minister of State at the Department of Health*  
(Guest Speaker)
- 8.10pm Presentation of Awards  
**Age Friendly Active & Healthy Ageing Award**  
*Presented by*  
Dr Stephanie O'Keeffe, *National Director, Strategic Planning and Transformation, HSE*
- Age Friendly Community Innovation Award**  
*Presented by*  
Bairbre Nic Aongusa, *Assistant Secretary, Department of Rural & Community Development*

### **Age Friendly Communication Award**

*Presented by*

*Anna McHugh, Head of Corporate Communications, An Post*

### **Age Friendly Transport Award**

*Presented by*

*Garret Doocey, Assistant Secretary General, Department of Transport*

9.40pm

**Kieran O'Donnell, TD**

*Minister of State at the Department of Housing, Heritage  
and Local Government*

**Presentation of Awards**

### **Age Friendly Housing Award**

*Presented by*

*David Kelly, Assistant Secretary, Department of Housing, Local Government and Heritage*

### **Age Friendly Business Innovation Award**

*Presented by*

*Ian Talbot, CEO, Chambers Ireland*

### **Age Friendly Environment Award**

*Presented by*

*Ger Craddock, Chief Officer, Centre for Excellence in Universal Design at NDA*

### **Age Friendly Safety and Security Award**

*Presented by*

*Paula Hilman, Assistant Commissioner An Garda Siochana*

### **Judges Special Recognition Award**

*Sponsored by IPB Insurance and presented by:*

*Ivor Heavey, Senior Engineer*

*Jeannine Tanner, Senior Risk Advisor*

10.30pm

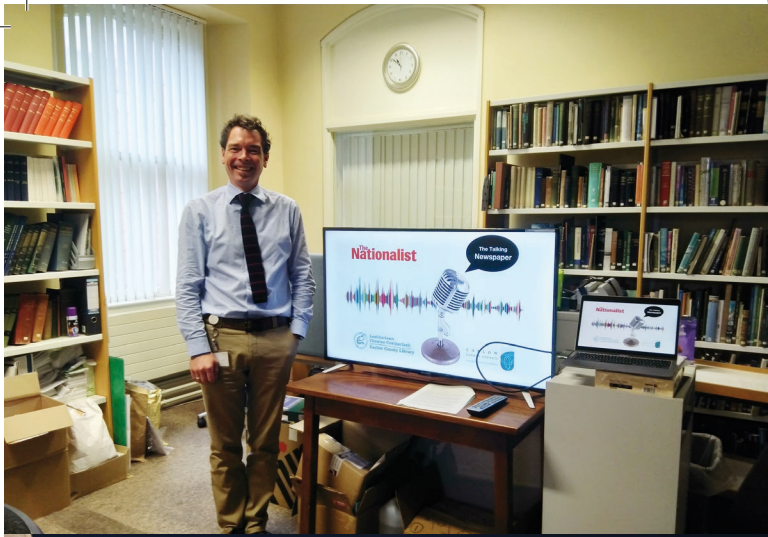
**Marty Morrissey, MC introduces closing remarks**

**Fiona Lawless, Chief Executive, Meath County Council & host of Age Friendly Ireland  
Shared Service**

**Tom Enright, Chief Executive, Wexford County Council and host of Awards Ceremony, 2023**

10.45pm

**Musical Entertainment and Dancing**









# The National Age Friendly Recognition and Achievement Awards Categories

The Age Friendly Recognition and Achievement Awards showcase age friendly initiatives from around the country that are contributing to making Ireland a great place in which to grow old. This year, eight categories of awards, aligning to the WHO themes, have been chosen as they have a meaningful impact on the lives of older people in Ireland.

## Age Friendly Transport Award

Sponsored by the Department of Transport

Getting to where you want to go when you want to go is so important to so many older people. This category recognises the vital difference that access to good quality and reliable transport options can make to an older person.

### Projects Shortlisted in this Category

- ▶ **Rath Mhuire and Dolmen Centre Community Car**  
TFI Local Link Longford Westmeath Roscommon
- ▶ **Sofa to Saddle**  
Dun Laoghaire Rathdown Sports Partnership
- ▶ **Ireland's First Age Friendly Train Station**  
Kilkenny County Council

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## Rath Mhuire and Dolmen Centre Community Car

Rath Mhuire, Granard manage a wonderful Day Care service in the village of Aughnacliff, a stone's throw from the Dolmen that gives their centre its name. On Wednesdays, older people from throughout the North Longford region gather at the Dolmen Centre to enjoy each other's company, conversation, a hot lunch and also take part in activities. This community of older people live in remote, sparsely populated areas, with few opportunities to gather and connect. This Rath Mhuire Community car scheme was first put in place to support the existing

demand-responsive service provided by TFI Local Link LWR. This was two bus services, collecting older people from their homes to bring them to the centre and take them home. During an inspection carried out by TFI Local Link, it became apparent that there was a cohort of people that could not use the demand responsive service. TFI Local Link mapped the older person unmet need and made the case to the National Transport Authority for funding to support the operational expenses of a car because the existing service was not sufficient or appropriate and adding a car to the service could be used to address the collection of people the bus could not. Through Clar and fundraising, Rath Mhuire purchased a car, including paying for wheelchair access features.

## Sofa to Saddle

Dun Laoghaire Rathdown Sports Partnership with Age & Opportunity have successfully delivered a cycling programme for over 55's, "Sofa to Saddle". This was a beginners/novice cycling programme for people who have never tried cycling or those who hadn't cycled in a long time. Dun Laoghaire Rathdown have access to a beautiful coastal cycle route running from Blackrock Park to Sandycove. The programme was delivered over a five-week period and was delivered by a qualified instructor who adapted each session to the needs of the group. It also included basic information on safety on the road and parks, bike etiquette and bike maintenance. Bike health checks were carried out before the programme started, through The Bike Hub based in Dun Laoghaire, to ensure safety. 10 participants were involved in the programme from start to finish. We purposely kept the numbers low as it was deemed a pilot project. We felt it would be more beneficial due to the range of abilities and so each participant would get more individual attention. We partnered with Active Travel and Active Cities Dublin as part of Bike Week and celebrated the last session of the programme during this week. This allowed for additional promotion and collaboration around cycling as a safe, effective, and sustainable mode of transport across Dun Laoghaire Rathdown.

## Ireland's First Age Friendly Train Station

This initiative is an aspect of transport to accommodate an increasing percentage of older customers and as such includes Age Friendly considerations to ensure transport is accessible and suitable for use across the life course. The aim of the initiative was to deliver MacDonagh Station as the first Age Friendly Train Station in Ireland. To deliver the initiative a Walkability Study of the station including road and bridge access areas took place. A working group was established and agreed an action plan based on the findings of the Walkability Study. It was agreed that three aspects to wayfinding/ signage needed to be audited and improved. At the shopping centre, in the general area for wayfinding /e.g. directions the city centre and the Train Station itself and also in the car park, station house and platform. A key feature of this development was the opening of a new walkway which links the station with the adjacent MacDonagh Junction Shopping Centre, significantly reducing the walking distance from the train to shops, Local Government Services and medical facilities. MacDonagh Train Station in Kilkenny City underwent the World Health Organisations four stage process to be recognised as Age Friendly. Older people's confidence in public transport is greatly enhanced by safety features implemented in this project such as good lighting, pedestrian crossings, set down areas, and availability of trained staff to help as required. The Strategic Oversight Committee for this Age Friendly project consisted of Kilkenny County Council, Age Friendly Ireland, Kilkenny Chamber, Iarnród Éireann, the National Transport Authority, the Department of Transport, Kilkenny's Older Persons Council and MacDonagh Shopping Centre. On 21st November, 2022 Minister Malcolm Noonan, Minister of State for Heritage and Electoral Reform and Age Friendly Ireland acknowledged and awarded a Charter to MacDonagh Train Station as the first Age Friendly Station in the country. It is now recognised by the World Health Organisation (WHO) internationally as model of good practice for Age Friendly stations.

# Age Friendly Active & Healthy Ageing Award

Sponsored by Department of Health and the Health Service Executive (HSE)

We are living for longer but remaining healthy and active in later years can be a real challenge. This award recognises those initiatives that optimise opportunities for good health in later years, so that older people can continue to play an active role in community life.

## Projects Shortlisted in this Category

- ▶ **Healthy Islands**  
Galway County Council
- ▶ **Strong and Steady - Structured exercise**  
Sports Active Wexford (SAW)
- ▶ **Fáilte Isteach**  
Meath Age Friendly Alliance and Meath County Council

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## Healthy Islands

Under the Healthy Islands initiative a series of health and wellbeing events was held in April 2023 on the four offshore islands in County Galway i.e. the three Aran Islands (Inis Meain, Inis Mór and Inis Oírr) and Inisbofin. Healthy Islands was a coming together of statutory, community and voluntary organisations all with a unified aim to promote health and well-being, to improve communication and enhance people's knowledge of services available to them. In total more than 200 people attended these events. This initiative was co-coordinated by Healthy Galway and Gaway Rural Development's Social Inclusion Community Activation Programme (SICAP). Other participating organisations included Galway County Council, Croí, the Heart & Stroke Charity, Healthy Ireland at Galway

Library, Galway Sports Partnership, the Galway Public Participation Network (PPN), Age Friendly Homes, Sexual Health West, the Alzheimer's Society of Ireland, Mental Health Ireland, Chime, Alone, the Irish Wheelchair Association, the HSE Health Promotion and Improvement unit, Jigsaw, Parkrun Ireland, West Be Well, Domestic Violence Response Galway and the local Public Health Nurse and Gardaí. While much of the emphasis was on providing supports for older people, islanders across the life span were encouraged to attend. This was in keeping with the principle of encouraging intergenerational integration and wider collective awareness of health and wellbeing issues. All services were provided free of charge at the event



## Strong and Steady - Structured exercise

The Strong and Steady Programme is aimed at vulnerable older adults who have a fear of falling, and as a result let this fear affect them in their day-to-day activities. This programme has been specifically designed to improve postural stability and reduce the risk of falls. The Postural Stability Instructor Training has been developed by Later Life Training UK who has extensive expertise in the fields of research, exercise, medicine and general practice, falls and injury prevention, rehabilitation, education, social services and public health. The Postural Stability Instructors (PSIs) are trained to interpret the referral form from a hospital setting which has the necessary information for each of the participants. The Strong and Steady Programme in Wexford is a collaboration between the Physiotherapist Team in Wexford Integrated Care Team for Older People (WEXICOP) and Sports Active Wexford (SAW). It is a 20-week programme which initially consists of 6-weeks led by the physiotherapist and 14 weeks led by an exercise professional in Sports Active Wexford. The programme has now completed two full 20-week blocks in two sites across Wexford; Wexford Town and Enniscorthy. Another third block is in the process of being established and is expected to begin in September 2023

## Fáilte Isteach

Fáilte Isteach is a national programme of Third Age, and a community project that supports integration by welcoming migrants through free conversational English classes provided in a student centred welcoming and inclusive manner. They recruit, train and support older volunteers right around the county as Fáilte Isteach tutors. Fáilte Isteach have a presence in all 26 counties of the republic with over 250 classes running weekly. They create an opportunity for 2,500 older people to provide a positive response to a growing need in Ireland and get involved in active citizenship as volunteer tutors

supporting the integration of 7,680 newcomers from 88 nationalities weekly into our society – migrants, and international protection applicants who may be at risk of marginalisation due to their poor language skills. Fáilte Isteach provides migrants and refugees with the skills to live, thrive and contribute to their communities.

The project quickly went from a local initiative to a regional and then a national programme. Fáilte Isteach has been around since 2006, the project has evolved and adapted over the years to grow from a local initiative to the national programme that it is today. They are in constant contact with their volunteers, they carry out regular programme evaluations and reviews. In 2022 they mobilised their national network to respond quickly to the influx of refugees from Ukraine. They opened a record breaking 75 new classes during the year and are still responding to ongoing demand. In 2023 they are responding to the needs of older migrants within their classes and have adapted their learner supports accordingly.



# Age Friendly Business Innovation Award

Sponsored by Chambers Ireland

We know that creating an enjoyable and accessible environment for older consumers pays dividends for businesses. Here we recognise initiatives that strive to improve the environment for older people as consumers.

## Projects Shortlisted in this Category

- ▶ **Beyond the Trees Avondale**  
Wicklow County Council Age Friendly Programme, Beyond The Trees Avondale and Coillte
- ▶ **HiDigital drop in Friday's**  
Vodafone
- ▶ **Age Friendly Store**  
Specsavers

## Beyond the Trees Avondale

Wicklow County Council Age Friendly Programme, Beyond The Trees Avondale and Coillte

Beyond the Trees Avondale is a unique, immersive and accessible visitor & tourist experience. It received its official Age Friendly Charter, in November 2022, and is now recognised by the World Health Organisation (WHO) as an international model of good practice for age friendly development acknowledged as the first age friendly tourist destination in Ireland. A case study publication was also launched by Age Friendly Ireland, outlining the work undertaken at Beyond the Trees Avondale. This €16 million project, a partnership between Coillte, Fáilte Ireland and

EAK (erlebnis akademie AG) has transformed Avondale into a unique age -friendly family attraction and a key new destination in Ireland's Ancient East. The newly redeveloped Coillte Visitor Centre and Forest Park, has been developed using Universal Design Principles to ensure accessibility to all, and is open to the public since June 2022. Through its Age Friendly Programme, Wicklow County Council has worked with the Coillte project team and EAK Ireland to ensure that the 'Beyond the Trees' Avondale visitor destination is mindful of the needs of older people and designed in a way that maximises accessibility to all age groups.

## HiDigital drop in Friday's

### Vodafone

Vodafone Ireland Foundation have developed a community initiative in partnership with ALONE to empower older people to enter the online world through online and in-person courses. Ireland has one of the lowest digital literacy levels among older people in the EU. The pandemic exacerbated this divide, as more communities and services suddenly moved online. That's why Vodafone Ireland Foundation, in partnership with ALONE, created Hi Digital, a first-of-its-kind programme, to digitally upskill older people, giving them the essential skills to become digitally independent. This programme is a 5-year initiative and includes dedicated drop-in service in Vodafone Retail provided to educate and upskill elderly customers on digital capabilities, a simple, user-friendly online platform [hidigital.ie](https://hidigital.ie) where anyone can start learning basic and essential online skills and training individuals from organisations that support older people to become Digital Champions including our most recent partnership with Irish Girl Guides). Customers do not have to be on the Vodafone network. As well as informing and providing practical support to our elderly community, this programme is an innovative approach to delivering a sustainable and transformational service to older people in our communities.

## Age Friendly Store

### Specsavers

Specsavers Newbridge nominated an age friendly champion, Ally Rock to improve the store environment to make it as comfortable as possible for all of our older patients coming in for eye tests or hearing tests. The management team and diary management team then came together to figure out how to make this store truly age friendly and not just do the basics to get the accreditation but to try to make it an enjoyable and well functioning environment for everyone to be in. Their first point of change was creating a specific age friendly clinic on a Wednesday morning and then made sure to offer this clinic to anyone over 65 years of age. By extending the length of the appointment they could offer their patients a more comfortable, unrushed experience where they had time to chat and ask questions if they had any. The store environment itself was improved by ensuring clear walkways throughout the store, more space in the waiting area, chairs with arms on them, a water dispenser was brought in, music was selected that would be more appropriate to the age of the patients and the volume was reduced. The phone calls for confirming these appointments was also changed to include questions about mobility issues, other health implications and more time set aside to answer more questions that the patient might have.



# Age Friendly Safety & Security Award

Sponsored by An Garda Síochána

Feeling safe and secure at home and when out and about greatly enhances the lives of older people. This category acknowledges the impact of community-based responses that enable older people to feel secure in their homes and in the wider community, and to know what to do when they don't.

## Projects Shortlisted in this Category

- ▶ **Fire Safety Campaign specifically targeted at older people**  
Clare County Fire & Rescue Service
- ▶ **Older Persons Wellbeing Event – An Garda Síochána**  
An Garda Síochána and other agencies

## Fire Safety Campaign specifically targeted at older people

### Clare County Fire & Rescue Service

This initiative centred on providing some feeling of safety and a sense of people looking out for isolated older persons in rural North Clare. An Garda Síochána's mission is keeping people safe in the community and unfortunately we have had instances where isolated and vulnerable older persons were the victim of crime in their homes in recent years. This creates a sense of vulnerability and fear for them, especially during the dark nights of winter and early spring. The pandemic heightened the sense of fear and isolation. This had escalated with the extension of the Level 5 lockdown which added to the situation in early 2021. In order to alleviate some of the fears that year it was intended to engage with a number of identified persons on Valentine's Day to provide a sense of inclusion, belonging and of being cared about. Garda Scanlan prepared gift bags which included a rose, some chocolates, a valentine's card and some PPE items. These were then safely delivered to their homes within

the Covid guidelines. This was to offer inclusivity and a community méitheal element at a time when hope was badly needed. This was accompanied by a brief message of encouragement and goodwill to remind each person they were valued and missed during their enforced absences from community circulation.

## Older Persons Wellbeing Event

### An Garda Síochána

This initiative involved a plan to reach out to older persons and develop an 'Older Persons Wellbeing Event'. The ultimate aim was to reach out to people who may feel isolated and provide them with information on various resources available to them within the community. While An Garda Síochána were the lead agency they worked closely with other agencies. Other agencies included Monaghan County Council and Cavan County Council, Pieta House, Muintir Na Tíre, the Irish Farmers Association, Cavan/Monaghan Fire Service, Cavan/Monaghan Civil Defence, the Road Safety Authority and the Resource Officer for Suicide Prevention. This initiative was the

first of its type where two major events were held in Monaghan and Cavan. The event in Monaghan was held in the Hillgrove Hotel and the event in Cavan Event was held in the Lavey Inn. The Monaghan Event was opened by the CEO of Age Friendly Ireland, Ms Catherine McGuigan and the Cavan Event was closed by Minister English. There were talks on mental health by a clinical psychologist, Crime Prevention, Financial advice from the Banking Sector, Diet and Exercise advice, Staying warm and winter ready, Arm chair Yoga, Muintir Na Tire and many more speakers. Over 200 attended the events which is now being considered across other Counties

## Age Friendly Communication Award

Sponsored by An Post

A lack of access to information is often cited as a barrier to 'ageing well' in Ireland. The ability to access clear and concise information can impact on a range of aspects of an older person's life, from health and wellbeing to social connectedness to financial security. This award recognises efforts being made around the country to bridge the information gap.

### Projects Shortlisted in this Category

- ▶ **Intergenerational Connection: Youth Action Addressing IT Poverty among older people in South Kerry**  
KDYS, Colaiste Na Sceilge – Cahersiveen (TY Group) , University of Limerick, Cahersiveen Social Services
- ▶ **The Talking Newspaper**  
Carlow County Council | Library
- ▶ **Information Screens DCC Central Area Office**  
Dublin City Council

## Intergenerational Connection: Youth Action Addressing IT Poverty among older people in South Kerry

The overall aim of the initiative was the help narrow the gap in IT isolation amount our community all the while trying to form Intergenerational relationships amongst students and elderly members of our

community. There is considerable research showing disadvantages experienced by older people, including loneliness and isolation, which negatively impacts on their well-being. The proposal is based on a detailed problem analysis undertaken as part of the KDYS sponsored University of Limerick's Executive Leadership Programme with community based stakeholders. To this end, we outlined a programme whereby younger people support and train older people to use IT with age friendly devices, creating a new opportunity for greater connectivity in the community. Enhanced digital connectivity for older





people will contribute to counteracting the negative effects of rural isolation and result in better access to information & services. The crucial ongoing IT support element will be a sustainable cornerstone of this project.

## The Talking Newspaper

The aim of the initiative was to bring weekly news/stories/reports to the visually impaired, particularly members of the community in the older age brackets. Carlow County Council Library Service developed an initiative to bring the local news to their homes through a new podcast in collaboration with The Carlow Nationalist and Carlow Volunteer Centre during the pandemic period. This project is a revival of a volunteer-lead service which ran for many years whereby recordings of stories and articles from The Nationalist were sent on CD or USB to those who had a visual impairment around the county. The Talking Newspaper was made available on iTunes, Spotify and all major podcasting platforms for the people of County Carlow, their friends and relatives living elsewhere in the country and the Irish diaspora worldwide. Crucially, this made the weekly edition of the Nationalist accessible for people with a visual impairment, particularly older members of our community.

## Information Screens DCC Central Area Office

The aim of this project was to communicate and reach out to the local aging population (with limited internet access) and the constant flux in new communities in the area. The existing local community and new arrivals were very reluctant to just pop into the area office and only came in with specific problems, such as Housing. While Dublin City Council is very active on social media, the majority of local people did not use social media, did not have smart phones or English was not their first language. While our local community centres and libraries were an excellent source of information, again it depended on people

dropping in. Our proposal was extremely simple, to put up a large information screen at the front railings of the office so people passing by could just stop and read the various notices to see what the local authority was up to in the area. We pull various notices and posters from the Councils and its partner's social media accounts along with posters from local community groups and send them to the screen as a rolling slide show. The content is added to daily and also contains all the contact details for our various units, such as Public Domain, Housing and Community.

## Dementia Ireland Empowering Communities

Dementia Ireland Empowering Communities has developed from the personal experience of caring for a loved one who received a late diagnosis for mixed dementia. The initiative is aimed at increasing awareness across all sectors. Dementia has no boundaries and does not discriminate. All sectors of our society are vulnerable. Initially the focus was on families and local supports but has developed to a national level of awareness campaign with support from international individuals and organisations. An annual conference was run from 2016 - 2019 inclusive 'Living with Dementia in Rural Ireland', showcasing policy and practice at home and abroad. We hope to resume our conference next year 2024 as Rural Ireland is often forgotten and people do not get the same opportunities for information and access to the experts



## Age Friendly Environment Award

Sponsored by the Centre for Excellence in Universal Design

The built environment has a unique impact on the lives of all older people. Simple things like adequate public seating, level footpaths and appropriate crossing times at pedestrian crossings all have a huge impact on the ability of older people to be active in their towns and villages. This category recognises projects that bring about change in the built physical environment with older people in mind.

### Projects Shortlisted in

- ▶ **O'Sullivan Park, Mervue**  
Galway City Council
- ▶ **Access for All - recycling initiative for Age Friendly**  
Carlow County Council
- ▶ **Playful Spaces for All**  
Wexford County Council

## O'Sullivan Park, Mervue

### Ennis Municipal District

The aim of the initiative was to make O'Sullivan Park more accessible for everyone, but particularly for older people. By improving access for older people, the park also becomes more accessible for everyone. This was done by improving the footpaths, installing new age friendly benches around the park and wheelchair

accessible picnic benches in the new bbq area. And by improving the landscaping to make it more attractive and feel safer. The new bollard lighting and accessible car parking planned for the near future will improve the facilities further

## Access for All - recycling initiative for Age Friendly

Carlow County Council launched an innovative project to provide increased recycling opportunities for everyone in our community by introducing their universal access facility at Powerstown Civic Amenity Site.

Staff at Powerstown Civic Amenity site recognised many of the existing facilities were not designed to offer everybody in the community an opportunity to recycle and to provide a facility that was accessible to Age Friendly. They established that facilities such as bottle banks and paper banks were too high for wheelchair users, children and some of the older members of our community. Following consultation and informative contributions from relevant organisations such as the Age Friendly, IWA, Irish council for the blind and County Carlow Universal Access Movement, this team designed a facility that is safe, suitable and centrally placed for everyone to use. These aims and objectives were exceeded in delivering an innovative project that was operationally effective as it attracted a significant increase in people recycling and visiting the civic amenity site

## Playful Spaces for All

Playful Spaces for All is a collaboration with local community to enhance the playfulness of the area across the generations and to ensure age friendly and intergenerational opportunities at Our Lady's Island through development of playful spaces and triobike supports. Wexford County Council Access section engaged with the Our Lady's Island Community group following an identified need for more playful spaces for people with intellectual disabilities in the area beyond the existing playground. Collaborating with Healthy Wexford the shared need of more playful spaces and intergeneration play opportunities were discussed and the project partnerships were formed with the community group and the relevant Wexford County Council sections. Extension to the playground facilities was planned with two accessible playtables – suitable for chess or other such games and a suite of musical play facilities accessible for both children and adults. These facilities made the location more age friendly, accessible. and intergenerational and encouraged playful spaces for all increasing social connection and engagement. To further enhance the project and increase the age friendly and accessible nature of the pilgrimage space a triobike was re-located to the area and with both the Access Section and the Walking and Cycling Officer involved in this part of the initiative.



# Age Friendly Community Innovation Award

Sponsored by the Department of  
Rural & Community Development

The voice of the older person is at the heart of the Age Friendly Cities and Counties Programme, the Programme is designed and implemented with them and not for them. This award recognises those innovative projects that are driven by older people for older people. These projects not only enhance the lives of older people but benefit the community at large.

## Projects Shortlisted in this Category

- ▶ **The Art of Living**  
Cork County Council
- ▶ **Beech Hill College Intergenerational Project**  
Monaghan County Council
- ▶ **Age-Friendly University Initiative**  
Dublin City University
- ▶ **Sweeter the Tune**  
Leitrim County Council

## The Art of Living

Filmmaker Cormac O'Connor was commissioned to make a documentary with 8 older people across Cork about their creativity, community involvement and how it has impacted their lives. From Sherkin Island to Mitchelstown, they met several inspiring and charismatic people in the hour long documentary. They are all very different to one another, but there are commonalities: quiet, dignified and joyous lives, the importance of family and a lifelong curiosity for learning are revealed. Whilst the film has been completed, the process of screening the work and sharing it with other Age Friendly groups across Ireland is ongoing. The aim of the film is to inspire others: the body may grow old but imagination and expressing yourself through the arts gets better with age. The first benefit is that it provided a space for older people to share their stories of

their lives through the lens of creativity. This is an inspirational film for viewers, to make the most of life, to acknowledge what they are grateful for and to give a safe space for people to consider the negative things that have happened in their lives.

## Beech Hill College Intergenerational Project

One of most innovative projects which Monaghan Older People's Council have initiated in recent times is the Beech Hill College Intergenerational Project which is progressing at Beech Hill College, Secondary School, located in Monaghan Town. The project involves two groups of Transition Year Students at Beech Hill recording news stories from the local newspaper, the Northern Standard, and broadcasting a regular news programme to the residents of the

local Nursing Homes in Monaghan. Following an initial pilot broadcast, the first “live broadcast” took place in June 2023. Access for the Nursing Homes to the broadcast is via a password on YouTube. Access to the broadcast has been extended to other Older People’s groups in the county, who requested access via their representative on the Older People’s Council.

## Age-Friendly University (AFU) Initiative

The aim of the initiative is to advance age-friendly practices in higher education through the Ten Principles of an Age-Friendly University. Dublin City University (DCU) launched the Ten Principles of an Age-Friendly University in 2012 to inform age-friendly practices in higher education. In addition to a broad range of activities in DCU to provide opportunities for older people to engage in educational, research, wellness, social and cultural opportunities, the AFU initiative has been adopted by over 120 universities globally representing Europe, North and South America, South East Asia and Australia. At a national level, the AFU initiative is informed by the WHO Age-Friendly Cities thematic approach to ageing, the White Paper in Education, the EU Green Paper on Ageing and the Decade of Healthy Ageing. Over 2000 older people engage in activities at DCU - our Active for Life Programme hosts over 800 participants weekly for an

exercise programme, over 400 participants engage in modules from the undergraduate and masters programmes, and another 600 have engaged this year in our Love of Lifelong Learning Programme which offers a range of customised learning opportunities from literature to history and genealogy to science.

## Sweeter the Tune

The ‘Sweeter the Tune Project’ was a unique opportunity to demonstrate that the quality and depth of an artist’s work can be enhanced with age whilst offering groups of older people the opportunity to explore their own creativity in a process led by older Artists. The partners in the project – Leitrim Development Company and Leitrim County Council – commissioned three older professional artists from the region – Cathy Carmen, Charlie McGettigan and John McDwyer to work with three older peoples’ groups affiliated to the Leitrim Older Person’s Council. As part of the process, each artist would make new work of their own whilst also developing a collaborative project with their group. As well as supporting older professional artists to make new work, giving members of each group an insight into their artist’s practice and how they make work, gave the group members and insight and confidence to pursue their own collaborative project by the group.



# Age Friendly Housing Award

Sponsored by the Department of Housing, Local Government and Heritage

As people age, they spend more time in their own homes. This means that older people's quality of life, and thus their health, can depend on the appropriateness of their home environment and the conditions in which they live. This award recognises innovative housing initiatives that enable older people to remain independent for as long as possible

- ▶ **St. Josephs Age Friendly Housing Development**  
Waterford City and County Council
- ▶ **Cornamona Court**  
Dublin City Council
- ▶ **Universal & Age Friendly designed houses at Rowlestown, Co. Dublin**  
Fingal County Council

## St. Josephs Age Friendly Housing Development

St Joseph's is a former religious convent with various outbuildings located on a 2.29 ha site in Waterford City Centre. The initiative is aimed at older people coming from the Housing list, existing Local Authority Tenants and private homeowners rightsizing. It comprises of 71 units, 64 of the units are apartments, with the remaining 7 dwelling houses. The breakdown of the units are 42 x 1Beds, 28 x 2beds and 1 x 3bed. The site is excellently located in a city center location with ease of access to a full range of local services and facilities. There are bus stops serving 7 different bus routes within 250m of the site which serves the city center, Waterford University Hospital, primary health care centers, libraries, shops etc.

## Cornamona Court

Cornamona Court, Ballyfermot, Dublin, is an Intergenerational and Age Friendly scheme with 61 social homes, including 28 houses and duplexes for families, and 33 older person apartments. The homes are arranged around a generous landscaped courtyard garden, with family homes at ground level having direct access to play areas, and older person apartments above. It is a well located site in an established neighbourhood, close to the church, local schools as well as Ballyfermot's busy main street with shops, library, sports and community buildings. The aim of the scheme goes beyond the delivery of new homes; it offers older people living in the area the chance to right size into a new universally designed and Age Friendly apartment, which in turn frees up more family homes in the area. There are also social benefits to having a mix of tenants in a development.

## Universal & Age Friendly designed houses at Rowlestown

This new social housing scheme within the rural village of Rowlestown, Co. Dublin was completed by Fingal County Council Architects Department in 2020 and the project included 26 no. new social houses (16no. of which are adaptable for universal and age friendly design with ground floor bedrooms & accessible showers). It also included a new public open space facing and connecting onto existing community infrastructure, defining a new civic realm for Rowlestown village. Many of these homes have been allocated to older/downsizing tenants or have been specifically adapted for tenants with special needs on the social housing waiting list. This scheme was featured in RTÉ Supergarden 2020 with several gardens designed and developed over the series.

Judges Special Recognition Award |

## IPB Insurance

IPB Insurance takes great pride in sponsoring the Special Recognition Award, recognising excellence in Age-Friendly initiatives by Age Friendly Ireland. IPB Insurance is proud to be Irish-owned and is the only indigenous mutual general insurance company in the Irish market. We specialise in bespoke insurance solutions within our core public service, education and health market segments and are now one of the largest liability insurers in the market. An experienced underwriter of major liability, property and motor risks, we insure some of the largest risks in the State in the public sector and complementary markets in the semi-state and private sectors. IPB Insurance is dedicated to safeguarding its Local Authority and ETB members, as well as communities across Ireland. As a Local Authority shared service, IPB Insurance applauds Age Friendly Ireland for its impactful work, emphasising inclusivity and universal design to enhance communities.

Community support lies at the core of IPB's values, and as the pioneering company to issue a social dividend to Irish society through Corporate Social Engagement (CSE), we are thrilled to extend our support to this prestigious award. Together, we strive to make a positive impact on the well-being of our communities.



# Sponsors of the Age Friendly Recognition & Achievement Awards 2022



*Outdoor Spaces and Buildings*

**Age Friendly Environment Award**

**Centre for Excellence in Universal Design at the NDA**



**An Roinn Iompair,  
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Department of Transport,  
Tourism and Sport

*Transportation*

**Age Friendly Transport Award**

**Department of Transport**



**An Roinn Tithíochta,  
Rialtais Áitiúil agus Oidhreachta**  
Department of Housing,  
Local Government and Heritage

*Housing*

**Age Friendly Housing**

**Department of Housing, Local Government and  
Heritage**



**Age Friendly Safety and Security**

**An Garda Síochána**



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*Social Participation Respect & Social Inclusion*

**Age Friendly Community Innovation Award**

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Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive

*Community Supports & Health Services*

**Age Friendly Active and Healthy Ageing Award**

**HSE - Strategic Planning & Transformation**





## Age Friendly Wexford

County Wexford is the perfect destination to get away and enjoy all that the southeast has to offer. From adventure, leisure, relaxation and rejuvenation to trails, beaches, mountains and so much more to explore, an idyllic spot to make memories in any season.

Home to iconic landmarks and locations, top-class attractions, exceptional hotels, Guesthouses, self-catering as well as Glamping, Pods and Camping. The model county boasts so many local award-winning food producers with mouth-watering dining options and nightlife like no other, County Wexford has it all.

If that's not enough, see what's happening during your time here by exploring our events guide. From seasonal events and renowned festivals, tributes and comedies performed by talented acts, and arts & crafts for those who enjoy quieter events, Wexford is the place to make postcard memories in Ireland's Ancient East with experiences you won't want to miss.

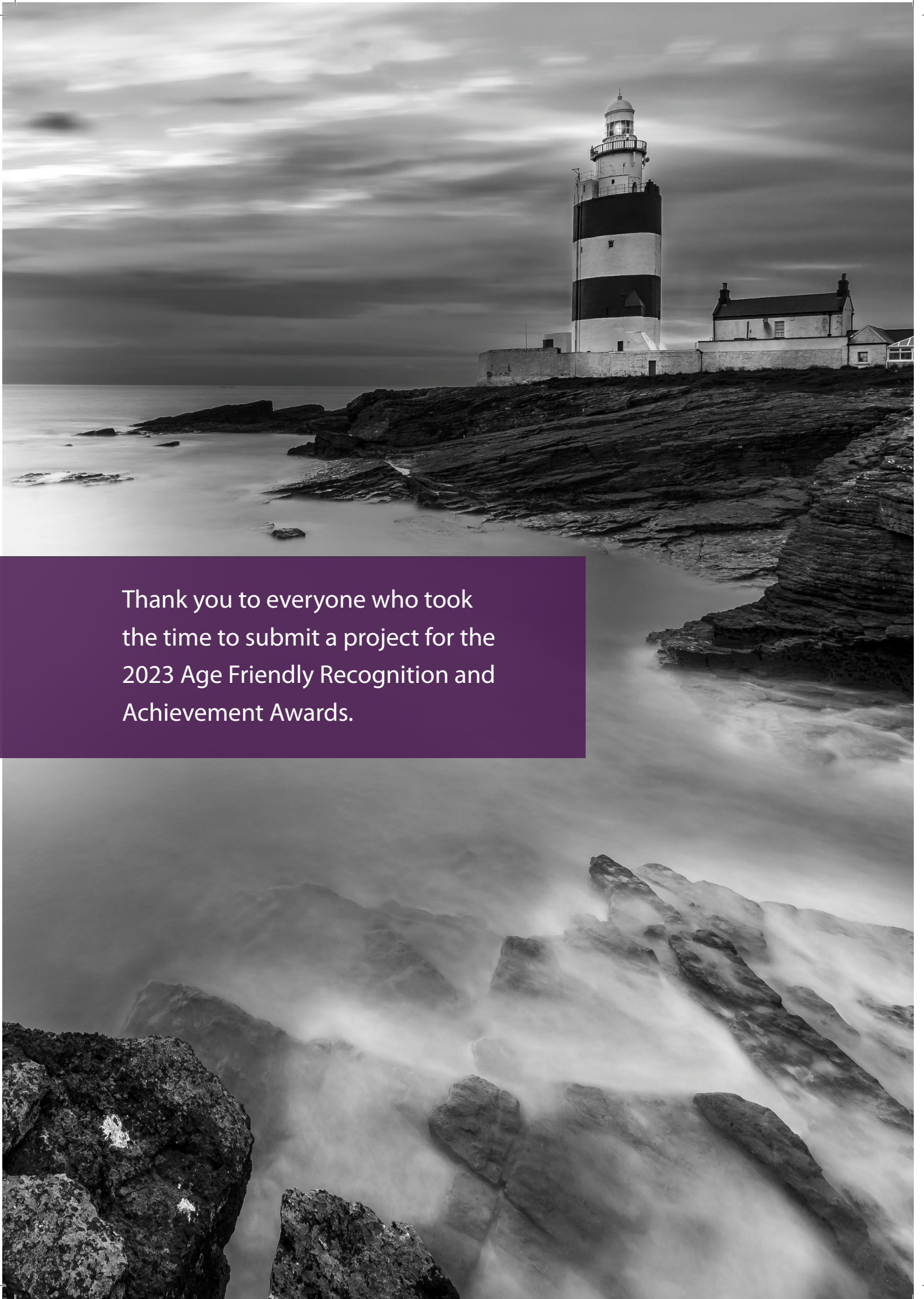
Wexford has something for all ages, where extended families can reconnect and get adventurous with outdoor water sports and adventure activities, or take a relaxing walk, and explore the many cycling trails available including the newly opened New Ross

Greenway. Relax at one of the spas or why not cosy up by the fire in a quaint country pub? Make a day of it with afternoon tea in the countryside followed by exploring Wexford's finest gardens and landscapes.

Wexford is home to a wide range of hotels from cosy budget-friendly options to luxurious retreats. Whether you're planning a family vacation, a romantic escape, or organising corporate conference meetings, Wexford's tourism and hospitality sector ensures a wide selection of venues to cater to your specific needs, promising a memorable and well-suited stay.

Discover Wexford's unique history, heritage and culture, and fall in love with its story as you explore historic sites and inspire creativity. Gather friends for a sea swim along Wexford's 250km of beaches and coastline. With the famous Curracloe beach to Rosslare Strand, Johnstown Castle or Tintern Abbey, Dunbrody Famine Ship to the iconic Hook Lighthouse Ireland's oldest lighthouse, to Ireland's only Seal Rescue Centre. Wexford has hidden gems, historic attractions, stunning landscapes and more on almost every corner.

For more information on what County Wexford has to offer you [VisitWexford.ie](https://www.visitwexford.ie)



Thank you to everyone who took the time to submit a project for the 2023 Age Friendly Recognition and Achievement Awards.



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**w** [www.agefriendlyireland.ie](http://www.agefriendlyireland.ie)  
[www.agefriendlyhomes.ie](http://www.agefriendlyhomes.ie)

