



**Ireland's National Age Friendly  
Recognition & Achievement  
Awards 2022**

27<sup>th</sup> October 2022  
Dromoland Castle, Clare



COMHAIRLE | CLARE  
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meath county council



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



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# 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.



**Jackie Maguire**  
Chief Executive Meath County  
Council and host to Age Friendly  
Ireland

## Foreword

This Government's Programme for Government, Our Shared Future, clearly outlines 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 older people have been embedded in policy.

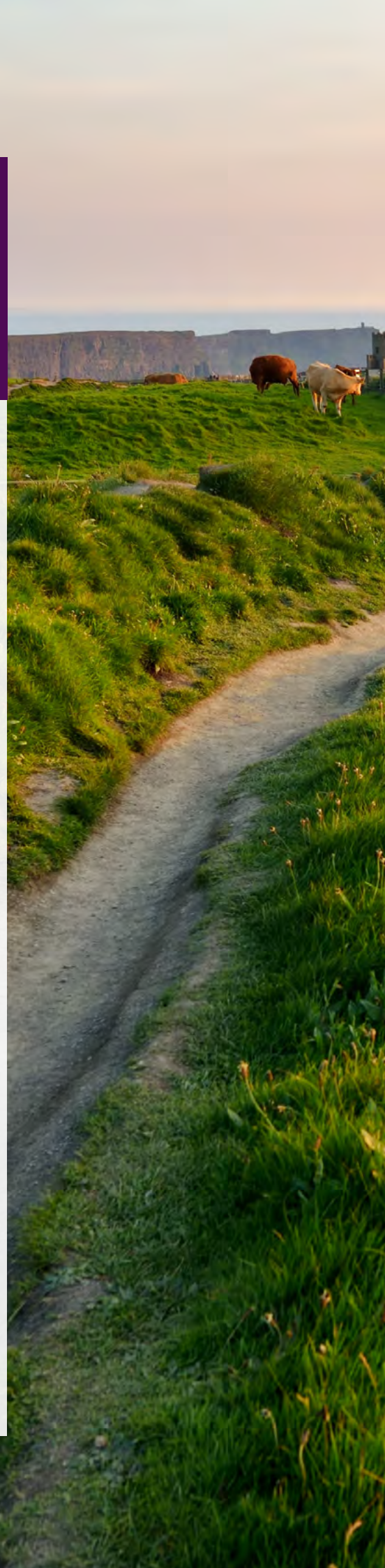
The Age Friendly Ireland shared service in Meath County Council has grown exponentially over the last five years due to the leadership of my colleagues in local government, the collaboration of our partners and in response to population ageing.

Across local government, a nationwide network of 31 Age friendly multi-agency, multi-sectoral Programmes are now in place. The national Age Friendly Ireland programme, hosted by Meath County Council, coordinates this Shared Service and in doing so brings together, supports and

provides technical guidance to the 31 Age Friendly Programmes.

The prestigious National Age Friendly Recognition Awards is an annual ceremony that celebrates innovation, collaboration and implementation of programmes and initiatives that are responsive to the needs of our ageing population.

I would like to take this opportunity to sincerely thank my colleague Pat Dowling and his team in Clare County Council for hosting this year's Awards Ceremony. I would also like to convey my gratitude to our sponsors and fantastic judging panel for their commitment and support in celebrating all the wonderful achievements that we see showcased at this year's ceremony from across the country. I hope that everyone involved enjoys a wonderful celebration in the stunning Dromoland Castle and the beautiful County Clare.



**Pat Dowling,**  
Chief Executive,

Clare County Council



# Welcome Fáilte

It is my pleasure as Chief Executive of Clare County Council, Chair of the National Age Friendly Alliances and Chairperson of Clare Age Friendly Alliance to welcome you all here to County Clare. We are delighted to be hosting this great event in the wonderful Dromoland Castle. These Awards recognise the contribution that the Age Friendly Cities and Counties programmes have made to Ireland over the past number of years.

It has been 3 years since this event was last held and during this difficult time, all of the Age Friendly programmes have continued to enhance their communities with excellent Age Friendly initiatives that will be showcased here tonight.

County Clare has been an Age Friendly County since 2013. During this time, we have made significant progress in embedding an age friendly approach to all of our work and service delivery by the local authority. In recent years, the Clare Age Friendly programme has made significant progress in the deliver of our first Age Friendly Town in Ennis, one of the world's first Age Friendly Airports with Shannon Airport, over 20 Age Friendly businesses who have improved their services to older people in Clare, Age Friendly libraries and many Age Friendly rural initiatives.

Clare is a wonderful county to visit, therefore I wish you all an enjoyable stay and continued good luck with all your work in the Age Friendly programme.

# Speakers



## **Minister Peter Burke**

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

Peter Burke was appointed Minister of State with responsibility for Local Government and Planning on July 2nd, 2020. Peter is a TD representing Longford-Westmeath.

He first joined Fine Gael and was elected to Westmeath County Council and Mullingar Town Council in June 2009. He was elected to the 32nd Dáil in February 2016.

Peter represents a new generation of public representatives eager to work for their community and country and to ensure honesty and integrity in politics.



## **Frank Feighan, TD**

Minister of State with responsibility for Public Health, Well Being and National Drugs Strategy

Frank Feighan was appointed Minister of State with responsibility for Public Health, Well Being and National Drugs Strategy on July 2nd, 2020.

He was elected as a TD for Sligo Leitrim in the 2020 General Election. Prior to that, Frank served as a Senator in the 25th Seanad, having been nominated by An Taoiseach Enda Kenny T.D. in May 2016, where he served as a member of the Oireachtas Committee on Transport, Tourism and Sport.



**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 commented 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 Tony O'Brien

An Cathaoirleach, Clare County Council

## Welcome

To all our nominees, distinguished guests, colleagues and friends may I extend a warm welcome to you all to our wonderful county. I especially welcome those of you who have never visited Clare before.

County Clare is Ireland's best-kept secret. The county benefits from excellent connectivity by air, road, rail and sea, as well as its geographical position on the Wild Atlantic Way and in Ireland's Hidden Heartlands. It boasts globally recognised landscapes and ecosystems including; The Burren – an UNESCO Global Geopark, the iconic Cliffs of Moher; Clare's varied coastline and inland waterways; its 'ancient stones' and historic relics of by-gone eras; its strong resource base for outdoor adventure; and its vibrant contemporary culture that remains firmly connected to its traditions of the past.

We are delighted to have some of our finest talents here with us tonight. I hope you all enjoy your stay here with us in Clare and I invite you to return and discover all that Clare has to offer.

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



**Tom McNamara**

Tom is a retired Assistant Director of Nursing and worked in Clare mental health

services for 36 years.

He was elected to Clare Co. Council in 2009 plus 2014 and served as an elected member for 10 years. He was elected Mayor of Clare from June 2017 to June 2018. He chaired the HSE West Forum for 3 years in 2014 and the Sports Partnership for 4 years in 2013.

He has been a community activist for the past 30 years in his own local community of Kilmaley and his philosophy is to empower people to take control of their own destiny. He formed a Development Association in the early 1990s and through that association they built 24 houses and a Day Centre for the ageing population in Kilmaley. They currently provide an Outreach service to the people living in the houses which enables them to continue living in their own community. This model has been recognised by the Department of Health as an alternative to long term nursing home care.





**John Kerin**

Born in Bellharbour, Co Clare in the heart of the Burren.

Joined An Garda Siochana at 19. Served in Cork, Tipperary, Limerick, Kerry and spent 17 of his last 20 years service in his native Co Clare – the last 10 as Chief Superintendent. Retired after 41yrs service in 2019. Married to Joan, 3 children, 8 adorable grandchildren.

Pass times include walking, cycling, attending Gaa and rugby matches. Among the cycles completed are: A) Malin/Mizen, b) 26 counties and c) Cork to Geneva in 5 days. Played gaelic football in his native Clare, Cork and Tipperary. Played rugby with clubs in Cork and Tipperary.

Since retiring have chaired Clare Covid voluntary response, also chaired "Club Clare" – group established to support county hurling development squads from under 14 to Senior level.



**Meave O'Connor**

Meave is currently an administrator with the National

Disability Services Operations Team, Community Services, HSE. Her range of experience also includes Mental Health Services, Acute Services and Older Persons Services. Prior to her current role, Meave was the Director of Nursing at St. Joseph's Hospital Ennis, Co. Clare.



**Peter Hynes  
BArch MRIAI**

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.

# Ireland's National Age Friendly Recognition & Achievement Awards 2022

Brian Boru Hall, Dromoland Castle  
Thursday 27<sup>th</sup> October 2022

- 6pm Registration
- 6.30pm Drinks Reception
- 7pm Marty Morrissey, *Master of Ceremonies*
- 7.20pm Welcome from  
Councillor Tony O'Brien, *Cathaoirleach, Clare County Council*  
Pat Dowling, *Chief Executive, Clare County Council*
- 7.30pm Dinner and Awards Ceremony begins
- 7.55pm Peter Hynes,  
*Chair of the Age Friendly Awards Selection Panel*
- 8pm Presentation of Awards;
- 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*
- 9.10pm Peter Burke, TD  
*Minister of State at the Department of Housing, Planning and Local Government*  
(Guest Speaker)

9.15pm

Presentation of Awards;

**Age Friendly Housing Award**

*Presented by;*

**Peter Burke, TD**, Minister of State at the Department of Housing, Planning and Local Government

**Age Friendly Environment Award**

*Presented by;*

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

9.55pm

**Frank Feighan, TD**, Minister of State with responsibility for Public Health, Well Being and National Drugs Strategy  
(Guest Speaker)

10.00pm

Presentation of Awards;

**Age Friendly Active & Healthy Ageing Award**

*Presented by;*

**Dr Stephanie O’Keeffe**, National Director, Strategic Planning and Transformation, HSE

**Age Friendly Safety & Security Award**

*Presented by;*

**Paula Hilman**, Assistant Commissioner, An Garda Síochána

**Age Friendly Business Innovation Award**

*Presented by;*

**Margaret O’Brien**, CEO Ennis Chamber on behalf of Chambers Ireland

10.25pm

**Marty Morrissey, MC** introduces closing remarks

**Jackie Maguire**, Chief Executive, Meath County Council and host to Age Friendly Ireland Shared Service

**Pat Dowling**, Chief Executive, Clare County Council

11pm

Special Guest and Musical Entertainment



# 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

- ▶ **Age Friendly Airport**  
Clare, Limerick and Mayo County Council
- ▶ **Local Link Kerry**  
Community Transport Services
- ▶ **Mayo Local Link**  
Community Covid-19 Response



## Age Friendly Airport

### Shannon Airport and Ireland West Airport Knock

A unique opportunity presented itself for Ireland West Airport Knock and Shannon Airport to become recognised as Age Friendly Airports and use the process as case studies in the development of Age Friendly guidelines. Consultation with our older citizens identified the importance of our transport links internationally, nationally and locally. Older people in all 3 counties wanted to see an Age Friendly initiative carried out in the Airports, which serves the West and Mid-West regions. This would allow for improved accessibility and ease of travel for its older passengers. Various recommendations for improvements at the 2 airports were highlighted by older people as part of the strategy consultation based on their own experiences of using the airports. Better signage with larger writing, more toilets needed along with more toilet signage, a covered walkway in the car parks, improved flooring required in parts, flight times on screens were too small to read, improved seating in departure lounge e.g. firmer seats with arm rests, improved lighting in certain areas of the terminal buildings and improvements to the airport websites to make them more user friendly.

## Local Link Kerry

### Community Transport Services

Transport for Ireland (TFI) Local Link Kerry has 19 years' experience and expertise in the coordination and delivery of public and community transport services in County Kerry. TFI Local Link Kerry are proud to provide a high-quality professional bus service by working in partnership with Bus Operators, communities and organisations to develop and promote transport services which respond to unmet needs. Many services operate semi flexible routes and can deviate up to 2 miles to pick passengers up at their own doors. TFI Local Link Kerry operate a call centre where we book passengers on our bus services as well as handling queries around bus services in passengers

areas, timetables, and accessibility. During this call passengers may also outline any specific assistance they may require. During COVID Local Link Kerry operated a collect and drop of groceries prescriptions services on our bus routes for passengers who would normally travel but were now cocooning at home. At this time, bus services around the County were also involved in delivering up to 500 meals a week on their return journey.

## Mayo Local Link

### Community Covid-19 Response

In response to the global pandemic helping people to stay at home became the new role of Transport for Ireland (TFI) Local Link Mayo rural transport services from the first Covid-19 lockdown in March 2020. Since then, we have provided over 36,000 collect and deliver service, from pharmacies and local shops for passengers, delivering critical medical supplies to the elderly, the vulnerable and sick throughout county Mayo. As the COVID-19 situation continued to evolve, TFI Local Link Mayo reinvented its operations numerous times to respond to community needs. The changes included the provision of library service home deliveries, meals on wheels and food distributions in conjunction with local community groups, delivery of supplies, medical and vaccine transport as well as regular phone call to check in to see what supports were required. The results were possible through partnership and co-operation with Mayo County Council Community Response Team, An Garda Síochána, Civil Defence, Order of Malta and a range of community and voluntary groups was vital to ensure the elderly and vulnerable members of the community had a trusted and coordinated support service thought out this critical time. TFI Local Link Mayo were supported by the NTA, HSE and the Local Authority through an uncertain period. The significance of rural transport came to the fore and TFI Local Link drivers were proven to be exemplary in following public health guidelines and they continued to go the extra mile to ensure those most isolated and experiencing the most acute level of disadvantage during the pandemic stayed connected.

# 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

- ▶ **Age and Opportunity - Walking Football Initiative**  
Age and Opportunity
- ▶ **Tralee Dementia Friendly Interagency Group**  
HSE/Tralee Chamber, Kerry Co Council, Garda Siochána, Kerry GAA, ALzheimers Association, Local businesses, Educational sector, Voluntary agencies, Dept of Social protection, Local Development Company, Older persons services, Carers, Banking, Retail Sector
- ▶ **The People We Grow Up To Be**  
Bealtaine Choir/Music Generation Waterford/ Waterford Libraries
- ▶ **Wexford Telehealth Pilot Project**  
Wexford County Council

## Age and Opportunity Walking Football Initiative

Age & Opportunity's Introduction to Walking Football initiative is a 5-week programme aimed at getting older men back to physical activity and sport through walking football. It includes two sessions on resilience and self-development as well as teaching participants the skills of the game itself. At the end of the 5 weeks they attend a "Blitz Day" where they will get the opportunity to play football against neighbouring sheds and groups.

## Tralee Dementia Friendly Interagency Group

Tralee Dementia Friendly Interagency group formed in 2019 and is a collaboration of – HSE / Tralee Chamber, Kerry County Council, An Garda Siochána, Kerry GAA, ASI, Local businesses, Educational sector, Voluntary agencies, Dept of Social protection, Local Development Company, Older persons services, Carers and Family Members. It aims to promote and support the development of Tralee as a dementia-friendly community. To deliver a more effective and coherent response to the needs of people with dementia, their families and carers living in Tralee through enhanced collaboration between all relevant personnel and



agencies and through the active engagement and participation of the community. Promote dementia awareness raising initiatives including community initiatives and promote integration for people with dementia in community participation. Also, to mobilise the local community and build a dementia-friendly community modeled on best international practice, that can itself become a modelled of best practice.

## The People We Grow Up to Be

For this project, choir members shared their memories and stories and the children responded. Anne Woodworth, Choir Director, Aileen Lambert, Story teller/ Singer, Fiona Flavin, Musician/ Educator worked with Music Generation Waterford Team Shauna McCullough and Aine McGinley, to bring songs, stories and fund to the project, making it a joy to be part of. The friendships created were genuine, the stories heartfelt and the music fantastic. The children in Kilmacthomas school met the Bealtaine Choir as beloved members of the same tribe, playing, singing and dancing, all different, all unique, just like children. All in all, this was a fantastic collaborative initiative which keeps on giving with additional performances and ongoing friendships between the elders and children.

## Wexford Telehealth Pilot Project

Wexford Telehealth Pilot Project is a telehealth pilot project was undertaken in County Wexford in 2021, overseen by a multi-agency Stakeholder Group including Wexford County Council, Age Friendly Programme and Wexford Older Peoples Council, Wexford General Hospital, including Consultant Geriatrician and Clinical Nurse Specialists, Tunstall Emergency Response, Age Friendly Ireland, and the HSE's Integrated Care Programme and Digital transformation. The pilot project set out to provide a 12-week telehealth intervention to 50 patients with a chronic illness. The project was independently evaluated by Waterford Institute of Technology and a copy of this report is attached. Telehealth refers to the use of electronic and telecommunication technologies to support healthcare at a distance from the patient. Telehealth can be used to support older adults to self-manage their health conditions within their own homes, and international research has demonstrated the many benefits of such remote monitoring, including cost savings. The objective of this pilot project was to establish a proof of concept for the provision of a telehealth service for three identified chronic conditions, Chronic Health Failure, Diabetes and Chronic Obstructive Pulmonary Disease, in County Wexford, with a potential to scale up nationally.



# 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

- ▶ **Parlour Songs**  
Stimulate memory and conversation based on recollection of songs
- ▶ **Boots Ireland**  
Boots Ireland partnering on the Dementia Understand Together campaign - 'Making our stores dementia inclusive.'

## Parlour Songs

### Stimulate memory and conversation based on recollection of songs

Very often when our parents get older, conversation is challenging because of memory difficulties or simply because there is little happening in their lives. What do you talk about when you visit? How do you avoid long silences? We set out to help people stimulate memory and conversation based on their recollection of songs. Parlour Songs is a unique collection of TV programmes specially created to celebrate the songs we used to sing at parties in Ireland and everyone over seventy will recognise and love them. They are the keys to unlocking a buried treasure chest of memories. Hosted by Helen Curran from RTE there are over 85 songs in the collection. We built a website called [parloursongs.com](http://parloursongs.com) to enable streaming the shows. You simply log in from your phone, iPad, laptop or Smart TV and watch them. We promoted it through Local Authorities to encourage people to watch the programmes with older relatives or friends, sing along with them, talk

about them and relive those cherished memories, together. Our slogan was: "If someone you love has memory problems and you're struggling to start conversations, this is for you and for them."

## Making our stores dementia inclusive

### Boots Ireland partnering on the Dementia Understand Together campaign.

Currently over 64,000 people live with Dementia in Ireland, with 11 people diagnosed each day and there are over 500,000 people who have or are caring for a family member with Dementia. The Alzheimer Society of Ireland have found that one of the main activities people with Dementia continue to engage with is shopping in their local community, something we take for granted but we know there are simple barriers that impact people with dementia in a retail environment. As a healthcare provider our aim is to make our 91 stores in local

communities across the country, dementia inclusive so that people living with dementia can remain part of their own community, maintaining a better quality of life for longer. Boots Ireland joined the campaign as a partner on its launch back in 2016 and continue our work on this to support our aim of making our stores

dementia inclusive. A key element to the success of this meant engaging & up-skilling our colleagues to become aware of the signs and symptoms of someone with dementia and the difficulties they may face when in a retail environment and offering support.

## 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

- ▶ **Outreach to Elderly on Valentine's Day 2021**  
An Garda Síochána
- ▶ **Digital Mapping Older Person's Register**  
An Garda Síochána
- ▶ **Visits to Older People with Crime Prevention Pack**  
An Garda Síochána

## Outreach to Elderly on Valentine's Day 2021

An Garda Síochána

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.



## Digital Mapping Older Person's Register

### An Garda Siochana

In March 2020 the COVID-19 pandemic took hold in Ireland and with it came uncertain times for a lot of people in our communities, and none more so than the older and most vulnerable among us. As an organisation it was imperative for An Garda Siochana to not only identify these individuals but to devise workable strategies to actively engage with them and ensure they were not forgotten or left behind as we battled with this ever evolving issue that is COVID-19. Sergeant Paul Maher of Ballina Garda Station developed a digital survey-based mapping application, which allowed Gardai to capture details of elderly and vulnerable persons, next of kin details, medical and other such information, using a digital survey which would then be plotted onto a map for visual reference and was accessible to members while on patrol. In addition to a person's personal details and next of kin details being inputted into the survey a question is asked if a person wishes to take part in the "Message in a Bottle" scheme. This is a scheme which has been developed and implemented by the local Lions Club in Ballina and is a simple idea that encourages people to keep their basic personal and medical information in a common place, usually a person's fridge, where, in cases of emergency, the emergency teams can easily find them.

## Visits to Older People with Crime Prevention Pack

### An Garda Siochana

This initiative, developed by Chief Superintendent Mc Govern and his team was launched by the CEO Age Friendly Ireland, Ms. Catherine McGuigan, the Minister for Social Protection, Rural and Community Development and Assistant Commissioner Roads Policing and Community Engagement who supported the initiative and it is now being rolled out nationally across the country. This initiative was designed not just to keep older people safe but to make them feel safe. With this in mind bespoke information magnets, LED candles with batteries and crime prevention packs were developed and hand delivered by dedicated Community engagement teams to older persons. The magnets recorded critical information to act as an aid for older people going forward including the persons Eircode, Next of Kin and the local community Garda details. The magnets were distributed with a Crime Prevention Pack and LED candle with batteries signifying light and hope as we come through the pandemic. The launch of the initiative came at a time when older persons were targeted in separate high-profile aggravated burglaries in the South and West of the Country.



# 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

- ▶ **Friendly Call Cork**  
Cork City Partnership
- ▶ **'Here am I'**  
Galway City Partnership
- ▶ **Digital Skills Support Service for Older People**  
Leitrim County Council
- ▶ **Super Connectors**  
Louth County Council

## Friendly Call Cork

Reaching and supporting the most isolated older person. A free service offering a daily phone call 5 days a week which is available to older people or individuals who may feel lonely, isolated, or vulnerable in Cork City and surrounding areas. The service specifically targets people with chronic illness or anyone who cannot engage in an active way in the community.

## 'Here am I'

In March 2020, our worlds changed as Covid 19 struck. Older people were severely impacted by the restriction's technology played a central role in enabling people to stay in touch with their families and friends and indeed the outside world. 'Here am I' was a collaborative arts and online communication initiative, which supported and facilitated older people impacted by isolation in Galway to create

self-expressive artwork and/or film/ sound recordings and to communicate with friends and family during a period of Covid-19. Our main objective was to mitigate the negative impact of social distancing and cocooning on older people, especially those living alone, during the COVID-19 pandemic and to reduce loneliness and isolation.

## Digital Skills Support Service for Older People

The initiative, which is funded by the Department of Rural and Community Development under the Innovation Measure of the CLÁR 2021 programme commenced in February this year and will run throughout the summer months until September 2022. The aim is to make information regarding digital technology accessible and available to older people through a number of dedicated sessions in five branch libraries across county Leitrim on a weekly basis.

## Super Connectors

When the pandemic struck in 2020, Louth County Council (LCC) had to react quickly and effectively by getting older people online. The Super Connectors programme was devised to facilitate the digital inclusion of older people, make the older community more resilient, and foster intergenerational connection. The concept involved providing and gifting/regifting smart devices to older family members, friends, or neighbours as Christmas gifts and

showing them how to use the devices. This developed into a transferable model of assistance, facilitating older people to use online tools for personal, health and social reasons. The initiative grew to assist residents of nursing homes, day care service users, informal carers, Men's Sheds, active retirement groups, older farmers, older new migrant residents to connect to loved ones and services during the pandemic

## 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

- ▶ **Ennis Age Friendly Town Strategy**  
Ennis Municipal District
- ▶ **Cork Age Friendly City Centre Seating Project**  
Cork City Council
- ▶ **The Monkstown Village Project**  
Dún Laoghaire Rathdown County Council

## Ennis Age Friendly Town Strategy

### Ennis Municipal District

The Ennis Age Friendly town strategy (2021) was developed in consultation with stakeholders both statutory and voluntary, including the Older Persons Council, Clare County Council, An Garda Síochána, Health Service Executive and Disability advocate groups. The vision for Ennis as an Age Friendly Town

was to improve the lives of our older citizens and make Ennis a great place in which to grow old. The drafting of the document was informed through age friendly surveys and walkability studies. The strategy contained actions across several areas including enhancements in the physical environment, urban policing, social

and recreation infrastructure, health & wellbeing, and age friendly orientated customer service. Each action was assigned to a lead agency with timelines for implementation. Progress against actions were reviewed through regular stakeholder meetings. The plan is subject to regular review to determine the impact of actions implemented to date, and to identify new actions which could be delivered over the life of the plan.

## Cork Age Friendly City Centre Seating Project

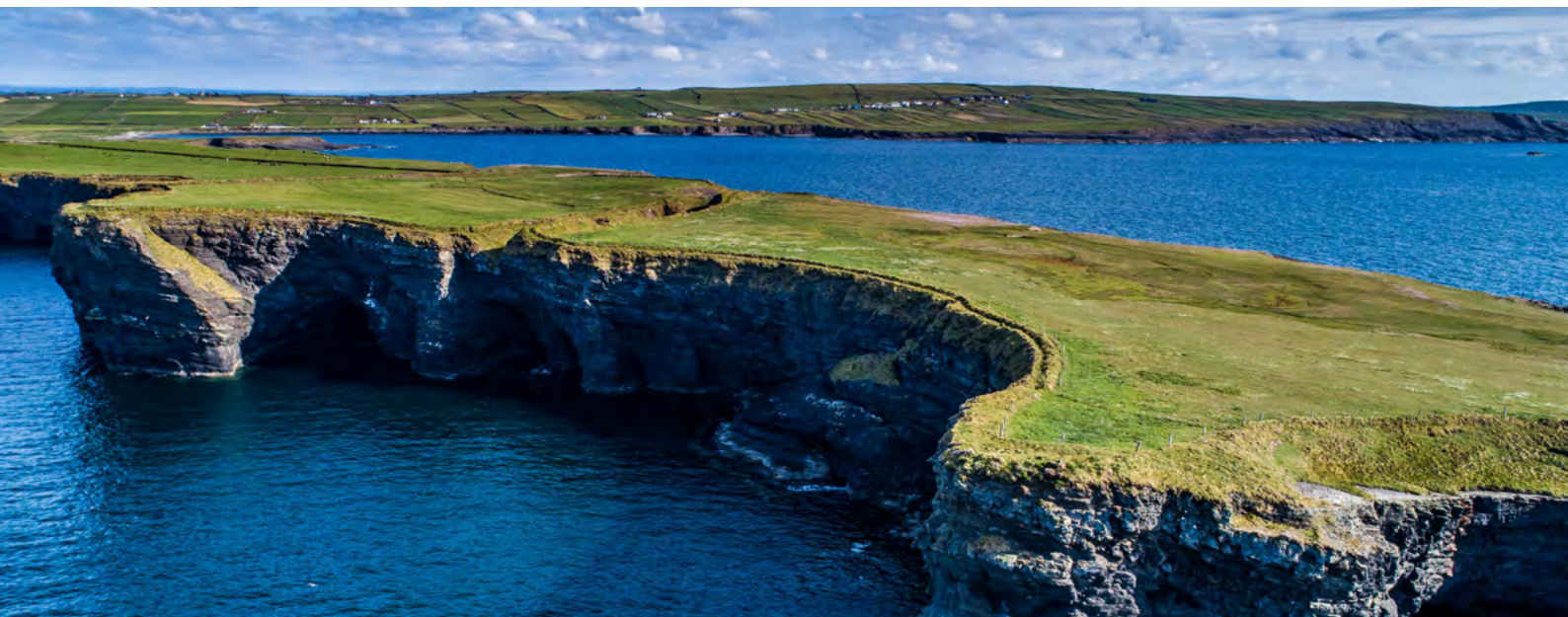
Cork City Council

The project was initiated following consultation with the Cork Age Friendly City Older Persons Representatives and a cross-directorate team was drawn together to deliver the Age Friendly seating. The first step was to identify optimal locations and the 4 age friendly forum representatives to the alliance went on a walking tour with the joint programme managers to identify these. The retro fitting includes wooden slats and backs, and arm rests, in order to meet the criteria identified to qualify as age friendly seating. The 2-sided timber design includes wooden seat slats with comfortable seat backs and supportive arm rests specifically designed for Cork City's older persons, to meet the criteria identified to qualify as age friendly seating. It is an example of sustainable flexible design, working with existing seat structures to facilitate the needs of the City's older persons.

## The Monkstown Village Project

Dún Laoghaire Rathdown County Council

The project sought to create a series of small and carefully scaled spaces that would offer a variety of experiences. These areas are detailed with a rich palette of materials with varying textures and colours which together with an animated lighting design create areas of distinct character. Extensive public seating at strategic and regular locations provides areas for shelter and interaction throughout the scheme inviting people to meet and spend time together, thereby increasing the sense of community. Benches are carefully sited to enjoy the sun, and for providing opportunities to talk and relax. The chosen seating is fitted with handles and the longer benches have additional handles to allow older or less abled bodied people to sit together and still have the assistance of the seat arms when maneuvering in and out of the benches. Planting is used both for its sensory value across changing seasons and to create pleasant and sheltered areas. The design of the scheme articulates a view that human interaction and activity is the essence of successful public places. The scheme is conceived of as a linear project, linking the disparate centres that make up Monkstown Village. The project sets out to create spaces that will attract and encourage people of all ages to come and enjoy. It does this by focusing on what the space can be used for, and what activities will animate it.



# 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

- ▶ **Fingal Community Car Project**  
Local Link Louth Meath Fingal and Fingal County Council
- ▶ **'Knitted Together'**  
Kilkenny County Council
- ▶ **'Purls of Wisdom'**  
Meath County Council
- ▶ **Tipperary Age Friendly EXPO Event June 2022**  
Tipperary County Council

## Fingal Community Car Project

### Local Link Louth Meath Fingal and Fingal County Council

Fingal Community Car Project is an initiative involving volunteers in their local communities helping older members in the community, through the provision of supported transport connecting with services. The initiative works in partnership with Fingal Co. Co. using an electric car under GoCar, with local volunteers and organised through Local Link Louth Meath Fingal. Based in Skerries, local volunteers bring local people to a variety of services hospital & Health appointments, shopping and banking and social activities. The initiative is low cost, supportive of local communities, good for the environment and can be replicated in every county in Ireland.

## 'Knitted Together'

### Kilkenny County Council

Kilkenny County Council Arts Office is delivering the Knitted Together project enabling us to work with a diverse range of groups and individuals across the county and beyond, focusing on the older generations. Groups and individuals are knitting and crocheting 'granny squares' resulting in the creation of a number of beautifully crafted and colourful blankets and other textile pieces.

## 'Purls of Wisdom'

### Meath County Council

Purls of Wisdom project combined climate information and creativity. Visualising the earth's changing climate through yarn crafting using sustainable yarns, creating works that are creative, scientific and beautiful, that may inspire people to start their own climate conversation. The Project was a collaboration between Climate Action and Meath Age Friendly and involved older persons in this awareness and they knitted blankets, scarves in the "warming stripes" colours where they were showcased as part of the climate art exhibition in the Solstice Arts Centre, Navan, Co. Meath.

## Tipperary Age Friendly EXPO Event June 2022

### Tipperary County Council

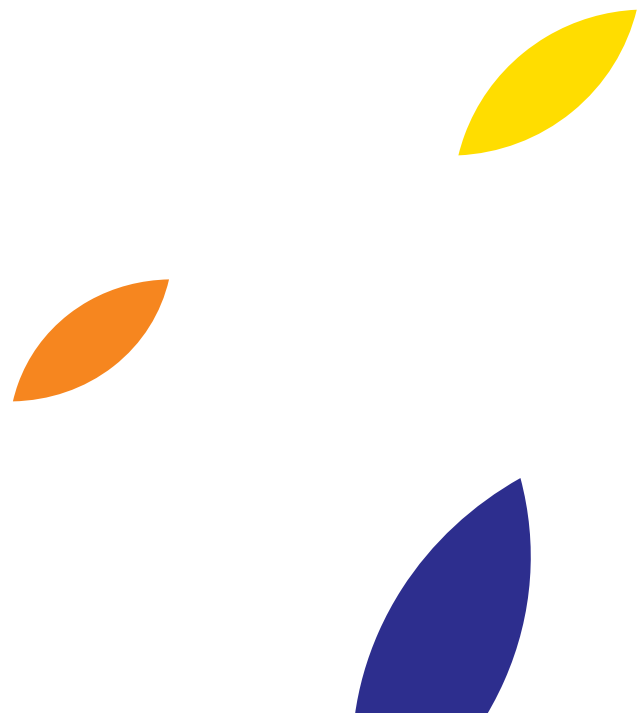
Tipperary Age Friendly hosted an Age Friendly EXPO in the TUS College Campus in Thurles. They had a very successful and enjoyable afternoon, with 60 stands featuring agencies showcasing how we can contribute to positive ageing within County Tipperary. In addition to the stands they had a range of guest speakers providing information on technologies to supporting you to live in your own home, health and wellbeing, planning ahead, fair Deal scheme, fire safety and Age Friendly Ireland. This EXPO will help build awareness of and participation with Tipperary Age Friendly and increase diversity of membership

## 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.

- ▶ 'Cúinne an Bhroic'  
Clare County Council
- ▶ 'Rochestown House'  
Dún Laoghaire Rathdown County Council
- ▶ 'Gort na Creige'  
Claregalway & District Day Care Centre
- ▶ Rightsizing Scheme  
Limerick City & County Council





## ‘Cúinne an Bhroic’

### Clare County Council

Cúinne an Bhroic is a Clare County Council age-friendly social housing scheme, comprising 25 units in Tulla town. Two, three and four-bed units were constructed in response to the local housing need. Clare County Council is fully dedicated and committed to ensuring that the needs of all residents within the county are met through the provision of lifelong homes and appropriate community services for all age groups. As such, a town-centre site, 170m to the north-west of Tulla’s main street, was specifically chosen for the Cúinne an Bhroic housing development. The area is a pleasant place to live and has a strong and established sense of community. Furthermore, the development contributes to the creation and continuance of sustainable mixed communities in accordance with national and local statutory planning policy.

## ‘Rochestown House’

### Dún Laoghaire Rathdown County Council

Rochestown House is an Older Persons Development of new and refurbished apartments in Sallynoggin. The development is located within a 15-minute walk from Sallynoggin village and it has local shops, post office and community centre. Due to its excellent location close to transport and amenities and its well-established older community, DLR chose this site for a program of refurbishing and adapting the existing buildings, which began on site in 2013. The approach taken was threefold: redesign the existing bedsits to increase their size to one-bedroom apartments, upgrade the building’s fabric and energy performance and to enhance the sense of community through careful design of the building circulation and community facilities. The Refurbishment took place in 3 Phases.

## ‘Gort na Creige’

### Claregalway & District Day Care Centre

Gort na Creige, Claregalway is 14 x 2-bedroom homes for older people in the community. The Claregalway & District Day Care Centre, Registered Charity Number 20079598, (established 2012) had a mandate to provide day services and independent living housing for older people that would enable them to remain independent, in the community, for longer and avoiding the need for long term care. A 2-acre site was donated by a local farmer, grant funding applied for and construction works were underway. The project started in 2018 and was completed in 2020 when the first tenant moved in. All 14 houses are now occupied, and a wonderful community of older people has evolved. Some of the residents have volunteered with the charity and recently a bingo/cards evening has begun operating on a Monday evening in the day centre to which many of the residents are attending. It is the charities plan to develop further initiatives to support the residents into the future.

## Rightsizing Scheme

### Limerick City & County Council

The private ‘rightsizing’ scheme allows private households older than 55 who find their dwellings too large, to request the council purchase their private home in return for a life-long tenancy in a managed Older Persons’ Scheme. The scheme is entirely voluntary, helps people transfer to a smaller home whilst releasing larger 3- or 4-bedroom properties that are in high demand for families on the Housing Waiting List. Delivering more age-friendly housing, planning to ensure the right housing options and supports are in place as our population ages, reduces the likelihood of people entering into nursing homes/ care facilities.

# 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,  
Turasóireachta agus Spóirt**  
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**



**An Roinn Forbartha  
Tuaithe agus Pobail**  
Department of Rural and  
Community Development

*Social Participation Respect & Social Inclusion*

**Age Friendly Community Innovation Award**

**Department of Rural and Community Development**



*Civic Participation & Employment*

**Age Friendly Business Innovation Award**

**Chambers Ireland**



*Communication & Information*

**Age Friendly Communication Award**

**An Post**



**Feidhmeannacht na Seirbhíse Sláinte**  
Health Service Executive

*Community Supports & Health Services*

**Age Friendly Active and Healthy Ageing Award**

**HSE - Strategic Planning & Transformation**



  
**DROMOLAND  
CASTLE**  
★★★★★

Ireland's most magical address Dromoland Castle has been welcoming guests since the 16th century. The ancestral home of the O'Briens of Dromoland, whose lineage dates back 1,000 years to Brian Boru, one of the last High Kings of Ireland. Stroll the 450-acre estate. Tee off on the world class golf course. Take afternoon tea by a roaring fire or relax in the intimate spa.

Schedule in some archery, clay shooting or falconry. The majestic Dromoland Lough is excellent for trout fishing or boating, with the added bonus of distractingly good views of the Castle. Take a woodland walk or a stroll in the Walled Garden.

No matter what your preference, at Dromoland Castle there's no escaping the sense that you are walking in the shadows of kings.

# Age Friendly Clare

Age-Friendly Clare is a Special place for Relaxing Breaks and Reunions.

## Old world elegance with modern day comforts

County Clare is a special place to refresh your spirits. It's where seascapes, landscapes and lakescapes all combine with a rich historical tapestry to set the backdrop for a memorable holiday. It's an age-friendly county that is wonderful for couples, solo travellers, and friends who want to meet up for a relaxing break (reunions in Clare are very popular!). Clare offers so much in its contrasts and diversity that the biggest decision you need to make is where to begin!

## If you start in Ennis, you can take it all in.

Ennis is Clare's first Age Friendly Town, it is accessible by train, is one of Ireland's most picturesque towns. Its history, combined with its famous narrow streets and character buildings, tells you that this is somewhere special. Visitors particularly enjoy exploring its history, great music and entertainment, unique and diverse boutiques and shops, cosy cafés and top-class restaurants. There are over 20 of these businesses recognised as Age Friendly, where they give particularly good service to their older customers.

There are plenty of accommodation options in and close to Ennis town centre. From Ennis, head in any direction and you will be rewarded with wonderful experiences.

Nearby, in **Mid Clare**, you can enjoy historical attractions, including ancient Quin Abbey and world-famous Bunratty Castle and Folk Park – a real favourite.

Head to **North Clare**, and its amazing attractions come in many forms. Take in the Burren and Cliffs of Moher UNESCO Global Geopark. Formed millions of years ago, its geology, flora, cliffs, caves, archaeology, and history set it apart as a place of great mystery and beauty. You can explore the Burren's underworld at either of its two wonderful showcaves – the Aillwee Cave or the Doolin Cave. Don't miss the 214 meter high Cliff of Moher, standing firm against the power of the Atlantic Ocean. The cliffs' sheer scale and dramatic impact never cease to amaze and delight in equal measure.

**West Clare** is an area of unspoilt, natural beauty. It is wedged between the Shannon Estuary and



County Museum



Vandeleur Walled Garden.



Clockwise: The Burren, Eamon De Valera's Dodge car, Inis Cealtra, Holy Island

the Atlantic, which has carved out giant natural sculpture formations from the stone-faced coastline and trimmed them with safe beaches and old-world fishing villages. Check out Loop Head Peninsula and its panoramic cliff views and wonderful lighthouse, or the Victorian charm of Kilkee, or take in Kilrush and visit the excellent Vandeleur Walled Garden.

If you love the coast, head to Clare's **Wild Atlantic Way**, taking in the coastline of both North and West Clare. Chill out and enjoy a swim at any of Clare's seven coastal blue-flag beaches at Cappagh Kilrush, Fanore, Kilkee, Lahinch, Spanish Point, White Strand (near Doonbeg), or White Strand (near Miltown Malbay).

**East Clare**, part of Ireland's Hidden Heartlands, preserves the best of everything in a fresh visitor-friendly environment with towns and villages like Scarriff, Tulla, Killaloe, Mountshannon, and Feakle. East Clare is dotted with almost 40 lakes and boasts the unrivalled asset of Lough Derg Blueway and the Shannon Waterway. The area is loved by walking and water enthusiasts. It also has two of Ireland's blue-flag inland beaches at Ballycuggeran (Killaloe) and Mountshannon.

### Loved by Walkers and Golfers

Clare is a haven for anyone interested in activities and, in addition to all its water activities, land-based

activities are well catered for. You can enjoy some wonderful loop and trail walks – to suit different fitness levels - by sea, rivers, and lakes, including excellent forest walks. Thanks to nature, Clare also has eleven top-class golf courses. You can play a relaxing eighteen holes on a parkland course of tree-lined fairways or take on the challenge of a links course.


Fab for Foodies and Great Accommodations Options.

### Clare presents great choice.

There are lots of restaurants and cafés to choose from, catering for all tastes, dietary requirements, and budgets. As you would expect, Clare also provides excellent serviced and self-catering accommodation – with many offering mid-week deals and special off-season and group rates.

Age-Friendly County Clare: The World Health Organisation (WHO) has included County Clare in its global network for age-friendly cities and communities. As a member, County Clare is part of a growing global movement that has pledged to meet the needs of older people.

For more information on the wonders of Clare, check out **VisitClare.ie**

An aerial photograph of a large, multi-story stone ruin, possibly a castle or manor house, in a rural landscape. The structure is made of rough-hewn stone and is partially overgrown with vegetation. The surrounding area consists of fields, trees, and a road. In the distance, a line of wind turbines is visible on a hill under a cloudy sky. A green semi-transparent box is overlaid on the lower-left portion of the image, containing white text.

Thank you to everyone who took  
the time to submit a project for the  
2022 Age Friendly Recognition and  
Achievement Awards.

Thank you to our Sponsors



Age Friendly Ireland  
Meath County Council, Buvinda House  
Dublin Road, Navan, Co. Meath

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