



Ireland's National Age Friendly Recognition & Achievement Awards 2024

7th November 2024
Crowne Plaza Hotel, Dublin

**Comhairle Contae
Fhine Gall**
Fingal County
Council



comhairle chontae na mí
meath county council



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



**Comhairle Contae
Fhine Gall**
Fingal 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 Executives 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.



Councillor Brian McDonagh
Mayor
Fingal County Council



Welcome

Is mór an onóir agus pribhléid dom a bheith anseo libh ar fad anocht ag an ócáid speisialta seo. Ba mhaith liom fáilte ó chroí a chur romhaibh go léir go Fine Gall.

Good evening and a warm welcome to Fingal.

We are incredibly proud to host this year's Age Friendly National Awards. While we may be Ireland's youngest Council, we deeply value the contributions of our older residents and their essential role in making our county inclusive and supportive for people of all ages. Along with being a place where every stage of life is celebrated, Fingal is dedicated to creating a more age-friendly environment. That is demonstrated through several innovative projects, and particularly those that are underway through a huge number of Age Friendly initiatives.

Our commitment to the provision of age-appropriate housing ensures that new homes are designed for ease of access and comfort that helps promote independent living for older people. Alongside that, we have a strong adaptations programme in place that allows residents to stay in their own homes for longer.

Here too, we have a number of active travel and transport Initiatives in place that offer enhanced public transport services, making it easier for residents to move around the county with confidence. The Cycling Without Age project provides older people with the chance to experience the joy of cycling again, promoting health, freedom, and connection through specially designed trishaws.

Community projects like our Men's and Women's Sheds provide a space for the people to connect, share

skills, and support one another, fostering a sense of belonging and community. Additionally, our excellent library network provides tailored programmes for older people, creating spaces for learning, socialising, and participation in community life. We'll soon have an additional destination to add to that, as progress continues on our Swords Cultural Quarter which will include a new county library, theatre, gallery, arts spaces, a maker space, and a café.

It's not just tickets to see Coldplay or Oasis that sell out quickly either, so too do tickets to events like our annual Vintage Picnic which is held in our heritage listed Swords Castle. This brings arts, creativity and music to an exclusive environment for over-55s and gives festival goers an opportunity to celebrate all that's great about life.

We are also proud of our Age Friendly Sports initiatives which encourage physical activity and well-being. Programmes such as Walking Football and Yoga for Seniors are specifically designed to promote fitness, flexibility, and fun in an inclusive environment, ensuring that staying active is enjoyable and accessible at locations right across the county.

So, whether you are visiting Fingal for the first time or have been here before, I hope that you will find a county that continually works towards making life easier, more enjoyable, and more fulfilling for everyone.

I wish you all the very best of luck at tonight's festivities and I look forward to seeing you out on the dancefloor afterwards.



Kieran Kehoe,
Chief Executive
Meath County Council



Foreword

The National Age Friendly Recognition Awards Ceremony is an opportunity to showcase and reflect on the excellent support provided for older people across the country.

The Awards Night gives us a chance to celebrate the amazing initiatives, services, and capital projects that show innovation in addressing the needs of our ageing population. The changing demographic structure of Irish society means that population ageing is a top priority not only for government policy but also for organisations and service providers across all sectors of society. This includes local community groups, businesses, NGOs, and state agencies. While we enjoy the competition of our prestigious awards, we are united in our ambition to ensure that older people enjoy the best possible quality of life.

Our efforts to create an Age Friendly Society have been acknowledged by the World Health Organisation. Ireland has been recognised as the first Age Friendly Country in the world due to our commitment to recognising the rights of older people and ensuring that Ireland is a great place to grow older.

I am pleased to see an increase in awareness of these National Awards and the growing number of submissions

each year. The number of applications reflects the level of Age Friendly activity in communities and the increasing awareness of the Age Friendly movement.

As always, the Judges' Special Recognition Award, kindly sponsored by IPB Insurance, will acknowledge a specific organisation or project that has demonstrated real vision and gone above and beyond to meet the needs of older people.

I want to express my gratitude to Chief Executive AnnMarie Farrelly and her team at Fingal County Council for ensuring that we have a wonderful celebration at the Crown Plaza. The Awards night is the result of many months of careful planning.

I would like to thank and acknowledge our Judging Panel, who have dedicated long days to travelling the roads to assess the shortlisted projects and for generously giving their time. I also want to thank our sponsors for their ongoing commitment to each category.

To all award winners, shortlisted projects, and those who submitted applications, I want to acknowledge your efforts in being inclusive of older people. Whether your initiatives or services are small or large, they contribute to a better future for everyone.



Fáilte

AnnMarie Farrelly

Chief Executive

Fingal County Council

It is my honour as Chief Executive of Fingal County Council to welcome you all here to Fingal. We are delighted to be hosting these National Awards which recognise the excellent work being done across Ireland to enhance the lives of older people.

Although Fingal has the youngest population in Ireland, we are committed to making our county a great place for older people to live in through the Fingal Age Friendly programme. This is delivered through a structure that includes The Older Peoples Council, Age Friendly Alliance, the Fingal Inter-Departmental Team, the Age Friendly Programme Manager, and various staff in the Community Development Office.

Our inter-departmental team is made up of staff members from different departments within the Council including Housing, Operations, Libraries, Communications, Active Travel, Planning, Architects, Community and Economic Development. They champion the needs of older people within their respective departments.

The Fingal Age Friendly Strategy sets out a range of ambitious actions to enhance the quality of life for people as they grow older in Fingal. Our objective is to create sustainable communities which focus on meeting the needs of our citizens across their entire life cycle and providing a supportive environment where they can continue to grow and contribute to society.

Fingal is a great county to visit with a wide range of offerings to suit everybody. I hope you will use your attendance at tonight's awards as an opportunity to spend some time with us and enjoy what we have on offer.



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 Portlaoise 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.



Marty Whelan
Master Of Ceremonies

Arguably one of Ireland's favourite broadcasters, Marty Whelan is a much-loved Award-winning radio and TV personality who frequently Hosts and MCs conferences and events all over Ireland.

Marty's professional and relaxed manner keeps audiences entertained while also taking on the serious business of presenting Awards and keeping your event on track.

As well as charity work, and being seen and heard on RTÉ radio and television, Marty has presented a variety of shows.

Every morning Marty takes the chill out of early morning starts with music, news, weather and travel updates on the popular show, 'Marty in the Morning' on RTE Radio. Marty is also a previous winner of the VIP Style Award for Most Stylish Man and recently launched his memoir, 'That's Life' in Dublin.

Best known as a broadcaster on Lyric FM, co-host of Winning Streak and a seasoned Eurovision commentator he has also presented Open House, Celebrity Bainisteoir and many more!

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



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.

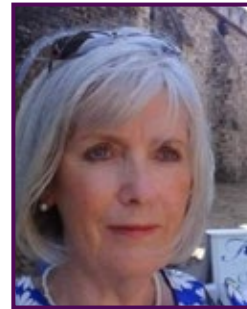


Jackie Maguire

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 Padraig, 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.



Barry O'Brien

Barry O'Brien is a former Assistant Commissioner for An Garda Síochána, a position he held up until his retirement in 2022. Prior to that Barry served as Chief Superintendent for Dublin's Northern Division and the Mayo Division. Barry is current chairman of the Ringsend Community Services Forum and a Board Member of the Rinn Voyager Drug Rehabilitation Project.

Barry's interests include rugby having recently served as President of Suttonians Rugby Club for the 2023/2024 season. His other interests include travel, walking, history and culture which he has actively pursued since retirement having set up his own business providing guided walking tours of Dublin City.



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Crowne Plaza Hotel Dublin
Thursday 7th November 2024

6.00pm Registration



6.30pm Drinks Reception

7.00pm Marty Whelan, *Master of Ceremonies*

7.10pm Welcome from
Cllr Brian McDonagh, *Mayor of Fingal*
AnnMarie Farrelly, *Chief Executive, Fingal County Council*
Kieran Kehoe, *Chief Executive, Meath County Council/ Age Friendly Ireland*

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 with responsibility for Mental Health and Older People
(Key Note Speaker)

8.10pm Presentation of Awards
Age Friendly Active & Healthy Ageing Award
Presented by
Siobhan McArdle, Assistant Secretary, *Department of Health*

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

8.40pm **Main Meal**

9.20pm **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 Síochána



Judges Special Recognition Award

Sponsored by IPB Insurance and presented by:

Ivor Heavey, Senior Engineer

Jeannine Tanner, Senior Risk Advisor

9.50pm **Dessert**

10.10pm *Marty Whelan, MC introduces closing remarks*

Catherine McGuigan, Chief Officer, Age Friendly Ireland Shared Service

AnnMarie Farrelly, Chief Executive, Fingal County Council

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

- ▶ **Community Transport**
Ennis Branch – Irish Red Cross Clare Area
- ▶ **Think Before you Park**
Limerick County Council in partnership with, Step Forward Disability Group, IWA Limerick, MS Limerick, Disability Advocacy and An Garda Síochána.
- ▶ **Cnoc (Inverin) and Casla Bus Shelters, Conamara**
Roads & Infrastructure Unit, Galway County Council

Community Transport

We provide free transport to the vulnerable people of Clare to and from medical appointments across Ireland. In a knock on effect, we provide social inclusion opportunities by way of volunteering for older and some younger members of the community.

Our team are dedicated to ensure the safety and well-being of the community and have been trained to provide first aid response and psychological first aid on top of the driving and community support roles. For our service users, we are a safety net, a friend, someone to listen, to share their news with. We are the family members who hold their hand after difficult

appointments, the friends who care and encourage them to keep going.

We are the community support for people living on their own, or with their dog, or cats or chickens who don't see another soul from one end of the year to another. We are the assurance to these people that somebody out there cares about and for them, that they are not forgotten.

We are proud of what we do, we enjoy it, and our service is becoming more needed each and every year.

Our volunteers are mostly comprised of retirees, people who have had to stop working due to illness and injury. These people have found their new calling by giving back.

Think Before you Park Campaign

The Think Before you Park campaign was launched in February 2024 by Limerick County Council in partnership with, Step Forward Disability Group, IWA, MS Limerick and An Garda Síochána.

The Initiative sheds light on the obstructions and hazards caused by improper parking in Limerick City and County, emphasising the impact on fellow vulnerable road and footpath users.

The aim of the project is to inspire motorists to reflect the repercussions and obstructive parking and its impacts on others.

The innovative aspect of the project is that a sticker is put on illegally parked cars with a QR code that when scanned shows a short video of people who are impacted by their poor parking practices, who they may never meet but cannot use the footpath safely due to their poor parking practices.

The campaign is aimed at raising awareness among motorists about the consequences of their parking choices, which frequently cause obstructions and safety hazards for others who are using wheelchairs, walking aids, those with limited sight and parents walking with their children in buggies.

Cnoc (Inverin) and Casla Bus Shelters, Conamara

With the support of local Councillors in the Conamara Municipal District, Galway County Council constructed two bus shelters at An Cnoc and Casla, in Conamara.

The shelters and associated hardstanding area, improved pull-in kerbing, will facilitate the local community in waiting comfortably for the bus to arrive, during all weather conditions. Due to the prevailing rain and wind in Conamara coming from a western direction, the Council re-oriented the shelters to protect waiting persons.

Galway County Council worked with the local landowners to obtain land dedications and was pleased to have the required land dedicated to it.

Representations had been made to the Conamara Area Office (of Galway County Council) by the Rehab Group and Brothers of Charity for a bus shelter at the existing bus stop at Casla. There is a supported facility for adults at this location. Additionally, the bus stop is immediately adjacent to the post office – a critical form of service delivery for older persons, and the local Centra convenience store.

Local councillors also proposed a shelter at Cnoc Church, Inverin, again a location providing an important service for the local church-going community. Naughton Funeral Home is also adjacent to the church, so public transport to these services has now been significantly enhanced. The shelter also facilitates persons requiring the services of the Inverin Day Care Centre.



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

- ▶ **Valentines Vitality**
Age Friendly Mayo & Sláintecare Healthy Communities
- ▶ **Rosemount GAA Social Initiative**
Rosemount GAA
- ▶ **Creative Generations**
Intergenerational Learning at Atlantic Technological University Sligo
- ▶ **Fall Prevention Classes**
Longford Sports Partnership, Longford Libraries, Age Friendly Longford and Sláintecare HSE
- ▶ **Fit Farmers**
Roscommon Sports Partnership, Age Friendly Roscommon, Healthy Roscommon

Valentines Vitality

Age Friendly Mayo and Sláintecare Healthy Communities collaborated on a 'Valentines Vitality' Information Morning. This free event was hosted in the Great National Hotel in Ballina on Valentines Day. The theme of the event was Health and Wellbeing. Ballina was chosen as the location; approximately 10% of its population are deemed extremely disadvantaged as per the Pobal Deprivation Index 2022. Ballina borders the Sláintecare Healthy Communities pilot area in Mayo. A key aim of the event was to bring together local authority and other health and wellbeing providers (within the Age Friendly Alliance and Sláintecare Task Group) to showcase the diversity of services in Mayo. The programme was designed to be interactive offering participants opportunities to engage in chair exercises, functional fitness assessments, healthy food sampling and recipe discussions. Another success of the event was the introduction of the Healthy Age Friendly Homes programme providing opportunity to introduce the new local coordinators to both local service providers and the cohort that may be eligible to avail of the service.

Rosemount GAA Social Initiative

In 2010 The GAA Social Initiative arose as a result of President Mary McAleese and her husband Martin noticing an absence of older men in attendance at official functions during their many visits to local communities over the years. They established a Forum consisting of Health and Social Care Professionals, leading Academics, Service Providers and local and national Representatives to explore reasons why some of these men are no longer participating in local community life. This Forum identified a number of factors and reasons why and offered some ideas and suggestions which might facilitate their re-engagement in the Community. Subsequently she invited the GAA to implement some of these ideas and suggestions. This led to the "GAA Social Initiative". There were approximately 50 Clubs selected "to lead the way in organising social activities and events in their areas". Rosemount GAA Club were one of them. We have been inspired by Sean Kilbride, Project Manager of the Initiative and

former Mayo and Roscommon Footballer and Eamon O'Shea, Personal Professor in the School of Business & Economics in NUI Galway who did a lot of research in this area.

Creative Generations

For the past 8 years, older people from Sligo, Mayo and Roscommon have joined ATU students as learning partners in the classroom. Students are studying degree programmes in Social Care, Creative Design, and Early Education and Care. As part of their studies, students work alongside older volunteers in reciprocal learning experiences, with older person as both teacher and learner. Throughout the years, the generations have gotten to know one another through participation in different projects such as designing age-friendly spaces, traditional craft-making, forming a choir, discovering origami, nature-art and meditation.

As a result of the older people's contribution to student learning at ATU Sligo, the university, across its 8 campuses, is in the process of applying for Age-Friendly University Status. This will formally acknowledge the university's commitment to promote active and positive ageing and enhance educational opportunities across the lifespan.

Fall Prevention Classes

This initiative was a collaboration between the Physical Activity for Health Officer, Longford Libraries, Age Friendly Longford and SláinteCare, HSE Longford. There were massive waiting lists for Fall Prevention Classes for people at high risk of falls. There was also a 25% increase in hospital admissions from the older person due to falls. Falls are a leading cause of injury and fatal injury among older adults. A high risk of falling or falls is one of the main reasons that people are placed in nursing homes. Having a good fall prevention programme in place saves lives, saves money and helps older adults stay independent.

These step-down falls prevention classes target the low to medium risk people so they can improve their balance, increase their exercise and ensure that they can live independently in their own homes for longer.

Fit Farmers

Fit Farmers is a socially inclusive, evidence-based programme of health-promoting workshops and physical activity workouts specifically designed for farmers aged 35 and older living in rural Ireland. This initiative is specifically designed to cater to the unique needs of farmers, with a strong emphasis on being age-friendly. Understanding that farmers of all ages in Ireland have a poor personal health profile and face demanding physical tasks as well as long hours, the programme was developed to support farmers in maintaining their health and well-being throughout their lifespan. The six-week programme is delivered weekly over two hours via a series of health-promoting educational workshops and physical activity workouts. By focusing on age-friendly aspects, the Fit Farmers Programme ensures that farmers can maintain their health and vitality, allowing them to continue their valuable work in agriculture regardless of age.



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

- ▶ **Life Credit Union Age Friendly Recognition Programme**
Financial inclusion for older members
- ▶ **The Alzheimer Society of Ireland and Mahon Point Shopping Centre**
Ireland's first dementia inclusive shopping centre
- ▶ **Age Friendly Care from Eir**
In partnership with Age Friendly Ireland and Age Action

Life Credit Union Age Friendly Recognition Programme

We achieved Age Friendly recognition for training staff in all 4 branches to overcome obstacles older members experience when engaging with standard financial services.

Staff in branches are empowered to help older members register for online services, to provide guidance to uploading documents and to accommodate alternative appointment arrangements e.g. in-person / phone loan applications in preferred locations.

The aim of the initiative was to ensure our older members don't suffer financial exclusion, to publicise the availability of mature experienced staff in person and on phones which fill a need within our older community when dealing with financial institutions, to make every reasonable effort to make financial transactions as easy as possible for our older members.

The Alzheimer Society of Ireland and Mahon Point Shopping Centre

The Alzheimer Society of Ireland partnered with Mahon Point Shopping Centre in Cork to launch the first Dementia Inclusive Shopping Centre in Ireland. In our efforts to raise awareness and provide education about Dementia, the ASI reached out to Mahon Point Shopping Centre in Cork City. The response we received was truly remarkable. This collaboration resulted in an incredible launch event on November 14th, 2023. Cllr. Kieran McCarthy, Lord Mayor of Cork City, ASI clients and their families, and Mahon Point Shopping Centre retailers were all present. The feedback from carers of people living with Dementia has been amazing - they really feel like their loved one feels welcome to come and shop like anyone else.

Age Friendly Care from Eir

In 2021 throughout the pandemic we identified that our older customers had different care needs than our other customers. With that in mind we collaborated with Age Action and Age Friendly Ireland to co-design a new service exclusively for our customers aged 65 and over.

Our Age Friendly agents volunteered to be part of the Age Friendly Care team because of the strong relationships they have with their own grandparents or friends who are older and wanted to be part of such a positive, meaningful and extremely rewarding journey.

The aim of our Age Friendly Programme is to ensure customers above the age of 65 are supported at every stage of their eir journey and to do so in a way that is comprehensive, sustainable and impactful for those customers.

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

- ▶ **Halloween Safety Door Hanger Initiative**
Tralee Community Policing Unit
- ▶ **Wolfe Tone Square Community Integration**
North Inner City Local Community Safety Partnership Dublin
- ▶ **The Herbert Protocol**
An Garda Síochána

Halloween Safety Door Hanger Initiative

The Halloween Safety Door Hanger Initiative is a two sided door hanger and is based on the Traffic Light System. Red is for Stop (No Trick or Treaters) and Green is for Go (Welcome Trick or Treaters). This initiative was originally designed for all members of the public, but it is also a very age friendly initiative. The initiative was promoted via Schools, Community Groups, Clubs, etc. Such was the overwhelming response to the initiative, that what started as a local Tralee Community Policing roll out for Tralee Town and its environs, suddenly developed into a Kerry Divisional/Countywide roll out. It is a very simple, straightforward, and practical solution for reducing or eliminating unwanted stress, and ensuring that Halloween is an enjoyable experience for all.

Wolfe Tone Square Community Integration

Wolfe Tone Square Community Integration by Community Safety Wardens. The new Community Safety wardens have been directly engaging with the older persons' community in Wolfe Tone Square in a collaborated effort (North Inner City Local Community Safety Partnership and Dublin Town) to re-energise the community members and revitalise the neighbourhood working to ensure that both are in harmony and can reach their full potential, while striving for overall wellbeing and positive ageing. In the aim of empowering the older persons in the community, the project lead and the Community Safety Wardens linked in with relevant resources targeted towards the older members of the community- the Older People's Council and the Programme Manager for the North Inner City Central Area. The ultimate aim of the wardens is to empower the community to embrace their best selves and live their best lives within their community

The Herbert Protocol

The Herbert Protocol is a pre-detailed missing person report questionnaire that can be used should there be a concern that a person you know or care for may go missing. The Herbert Protocol is designed to assist with High Risk Vulnerable persons who suffer from Alzheimer's, Dementia or memory issues. There is always a risk that at some point they may go for a walk and fail to return home. Planning for moments like these are important. The Herbert Protocol is a form that carers, family or friends of a vulnerable Person, or the person themselves can fill in. This form contains a list of important information to help Gardaí if a person goes missing. The Herbert Protocol can also be aimed at Day Centres, nursing homes, or places caring for people living with Alzheimer's and Dementia.

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 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

- ▶ **Directory of health and social care services for older people**
HSE in collaboration with other state agencies
- ▶ **Live Well – A Health and Wellbeing Information Event**
Healthy Laois and Age Friendly Laois
- ▶ **End of Life Planning – Getting People Talking**
Irish Hospice Foundation

- ▶ **Emerging into the Sunlight – Upskilling volunteers in mentoring callers to resume life after Covid**
Senior Line



Directory of health and social care services for older people

Under the HSE Integrated Care Programme for Older People (ICPOP) a group was established called the Living Well at Home Group. Following consultation with older people living in the midlands it was decided that a directory of health and social care services was required. The directory necessitated consultation HSE health services, as well as voluntary and community groups. Further consultations with older people informed the content and design of the directory. The Laois/Offaly directory was completed in January 2024.

Live Well - A Health and Wellbeing Information Event

Live Well is a reimagining of the way organisations, providers and Laois Communities can work together to improve the delivery of supports and services that benefit older people and the Community they live in. The entire event was born with the aim of making Laois a great place to live and grow old in and ensure the older people in Laois have a voice, enjoy good health and can participate fully. The main goal of the event is to provide information and signposting to the wide range of supports and services available across Laois. It is done in a medium that our older people can relate to and have asked for.



End of Life Planning - Getting People Talking

In Ireland, as in all Western countries, most people die in older age. Yet there is little explicit engagement, discussion, planning and support around dying, death and grief in our health and support settings. Irish Hospice Foundation (IHF) is getting people talking and engaged with end-of-life planning and care by providing a suite of programmes that provide support to older people to enhance communication. We achieve this through a number of aligned national initiatives aimed at improving the experiences of all people and their families facing death and bereavement across all settings. The overarching aim is to empower conversations with older people, across all settings, to ensure they have the best end-of-life care possible and that their loved ones are supported in their grief.

Emerging into the Sunlight Upskilling volunteers in mentoring callers to resume life after Covid

SeniorLine had observed at first hand the negative effects suffered by many older people during and post-Covid. Our three-year project provided an intervention to minimise these adverse effects, and help callers find a way forward. Volunteers also benefited from upskilling, and retaining purpose during lockdown. As life continues to expand, we've had increased enquiries about activities, leisure, peer groups, hobbies, training/education courses and volunteering opportunities. Callers want to know where to meet and socialise, and we are happy to supply suggestions.



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. The category recognises projects that bring about change in the built physical environment with older people in mind.

Projects Shortlisted in this category

- ▶ **Ballymore Eustace Age Friendly Climate Friendly Village**
Kildare County Council, Ballymore Eustace Community Development Association
- ▶ **Making Wexford's Beaches Accessible**
Wexford County Council
- ▶ **Ardee Garden Care & Repair Project**
Age Friendly Louth, Ardee Tidy Towns, Dee Hub, An Garda Síochána
- ▶ **Creating Age Friendly & Inclusive Beaches in Donegal**
Donegal County Council & Community Groups

Ballymore Eustace Age Friendly Climate Friendly Village

Ballymore Eustace was chosen as a village to become Age Friendly and Climate Friendly by the fact that in the last census of 2016, Ballymore-Eustace had the largest number of older residents per head of population in the county. From a Climate Action perspective, Ballymore-Eustace was chosen as an example of a rural commuter village and how it can integrate solutions at a community level to adapt to climate change.

The challenge in Ballymore-Eustace is to preserve and enhance the integrity of the village, its community, and its environment, while seeking sustainable solutions to building resilience as it adapts to climate change through community activation.

The aim was to create an age friendly climate friendly village where all are welcome. The aim was to create conditions for full participation and social inclusion.

Ardee Garden Care & Repair Project

This is an innovative community project which sees Ardee Tidy Towns, Dee Hub, An Garda Síochána, Louth County Council & Age Friendly Louth collaborate to provide free gardening services to older people living in Ardee a rural town in in Co Louth.

The main aim of the service is to assist older people with small gardening projects including grass cutting, garden tidying, weeding and hedge cutting. This community-driven initiative aims to assist those in need by offering essential garden care at no cost. The need for a garden care and repair service in Mid Louth was identified by Louth OPC in 2023 as an urgent requirement in this rural part of Co Louth.

This project is funded by the discretionary fund of the Mid Louth Municipal District Elected Members and Age Friendly Louth.

Making Wexford's Beaches Accessible

In 2015, Wexford County Council became the first in Ireland to offer beach wheelchairs, initially in Curracloe and Rosslare Strand. Since then, the demand for the service has only grown, not just in terms of use on our beaches but also the service is now offered in many other Local Authorities.

The beaches of Wexford are a big part of what brings so many tourists to our County each and every summer, and the Access section of Wexford County Council have always taken the responsibility of ensuring the beaches are open and accessible to all very seriously.

Now, nearly ten years since our beach accessibility programme began, the service has been extended to eight beaches, including our newest service in Ballymoney in 2024.

This programme has also seen the County Council build stronger ties with residents in our seaside communities, with many local volunteers coming on board to assist with the logistics of making the beach wheelchairs available for collection.

Creating Age Friendly & Inclusive Beaches in Donegal

The primary aim of the Creating Age Friendly Inclusive Beach Access in Donegal initiative is to enhance accessibility to Donegal's beaches for all individuals, regardless of physical ability. The project strives to promote health, well-being, and inclusivity by removing barriers and setting a gold standard for beach access and aligns with the shared goals of various county strategies, namely, the Age Friendly Strategy, Disability and Inclusion Strategy, Outdoor Recreation Strategy, County Development Plan, Donegal Tourism Strategy, Local Economic & Community Plan, and the imminent National Swimming Strategy.

Donegal now has 16 beach wheelchairs and a number of Age-Friendly mobility walkers enabling individuals with mobility challenges to stroll, rest, or paddle in the water. The initiative also includes provision of 'Changing Place' facilities at select beach locations, catering for individuals with higher levels of need.



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

- ▶ **Promoting Intergenerational Practice as a Tool to Empower Older People**
Fingal County Council
- ▶ **Creative Cafes**
Monaghan County Council
- ▶ **Sporting Memories**
Slainte Care, Wexford County Council, The Alzheimer Society of Ireland, Wexford GAA
- ▶ **Bealtaine Felting Project**
Offaly Older Person's Network
- ▶ **Ages & Stages**
Cavan Older People's Council, Cavan Age Friendly

Promoting Intergenerational Practice as a Tool to Empower Older People

This initiative represents a change in strategy for Fingal County Council, emphasizing an intergenerational approach that encourages collaboration between younger and older individuals in both the design and execution of projects. It marks a transition from merely implementing intergenerational projects to embedding intergenerational practices into their work and ensuring that future projects benefit from the advantages of intergenerational practice.

To prepare staff and stakeholders for this shift, a masterclass on intergenerational practice was held for staff in community facilities. Fingal County Council was the first Council to offer accredited training in intergenerational practice for its community staff and

partner organisations. Since then, successful, and sustainable initiatives such as 'Cricket4All', 'Across Borders and Generations', and the 'Balbriggan Intergenerational Project (BIP)' have been launched.

While these projects were created to tackle specific community challenges, such as limited sports opportunities for young people with disabilities, and a disconnection across the island, they incorporated principles of intergenerational practice. For older participants, empowerment was gained through taking initiative, experiencing a sense of generativity and purpose, and identifying challenges in their community and contributing to their solutions.

Creative Cafes: Combining Creativity, Social Inclusion and Positive Mental Health

Monaghan County Libraries, through the Healthy Monaghan Fund and Creative Monaghan funding, delivered an innovative Creative & Cultural Arts Community Programme in library branches across the county. The programme was targeted at those most at risk of social isolation such as older adults and adults with mental health difficulties.

Creating art, music, or engaging in any form of creative expression within a group can act as a powerful stress reliever. It allows individuals to channel their emotions in a constructive way, easing tension and promoting relaxation. Participating in a group activity also promotes social interaction and bonding, reducing feelings of loneliness and isolation. Finally, accomplishing creative tasks within a group setting provides a sense of achievement and fulfillment, boosting confidence and motivation.

A variety of activities are offered through our Creative Café model.

Sporting Memories

Sporting Memories is an awareness and support programme involving remembering and talking about sports to help improve health and wellbeing, especially of people living with Dementia.

This programme aims to tackle Dementia, depression, and loneliness through safe, friendly sessions, led by people with a passion for sport and a desire to help people with Dementia (PLWD) and their family carers to stay engaged in their communities and find support therein.

Sporting Memories brings people together to reminisce about their lives through the medium of sport, using images, video, and other tools to spark memories and encourage social engagement.

This programme is very powerful in not only reconnecting people, but families realise that they are not alone in their dementia journey and have found amazing supports in terms of people wanting to help with the care of their loved ones.

Bealtaine Felting Project

This initiative was aimed at older people in Offaly experiencing social isolation with an interest in learning a new skill. Also, this was a new activity for the network to use craft workshops to reach out and address social isolation and loneliness.

Bealtaine provides an annual opportunity to consider a project for older people in the county to co-operate in the creation of an artwork. This has taken many forms in the past but discussions with the LOETB co-ordinator brought up a method of dry felting that could fit the bill. The collaboration of Laois Offaly Education & Training Board, Offaly Age Friendly Programme, Offaly Public Participation Network, Offaly Local Development Company, Tullamore Library, Kilcormac Library collaborated with Offaly Older Person's Network to make this unique Bealtaine Felting Project possible. This was a most successful project and hopefully will lead to future similar projects.

Ages & Stages

Ages & Stages is a Cavan Age Friendly drama production with Cavan Older People's Council funded by Creative Ireland. The aim of the initiative is to allow older people to come together to use creativity to document their life experiences, to give older people an opportunity to perform on stage with support and guidance from professionals and to bring together a new audience particularly in rural areas of the county and to people who may be socially isolated and to bring live theatre into nursing home settings.

One of the key aspects of the project was that the new theatre piece would be performed in a community setting, to be attended by older members of the community, their families and friends, thereby offering an enjoyable social experience. This provided everyone with the opportunity to attend a theatre production and introduced some to live performances for the first time. Social isolation is a very real issue particularly in a predominantly rural county like Cavan. Admission was free and free transport was provided to Cavan Town to facilitate ease of access and to enable full participation at the performances.



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.

► An Cliathán Sheltered Housing Scheme

Galway City Council

► Clonminch Age Friendly Housing

Oaklee, Pat Loftus Construction Group, Brian Dunlop Architects, Nolan Construction Consultants, MPA Consulting Engineers, Delap & Waller, Doyle + O'Troithigh Landscape Architecture

► Infill Age Friendly Housing, Brady's Court, Tallaght

South Dublin County Council



An Cliathán Sheltered Housing Scheme

The aim of this housing scheme is to broaden the range of housing stock available to Galway City Council. An Cliathán recognises the need to provide a more adaptable housing stock which reflects the demographic makeup of GCC's tenant base. It allows for elderly occupants of existing units to downsize within their communities, with the added benefit of freeing up larger homes for younger families on the housing waiting list.

An Cliathán consists of two residential buildings on a narrow suburban site. Block 1 contains 12 no. units which are primarily intended for the elderly. Block 2 contains 3 no. units which are intended for families with a member with special needs. Galway City Council engaged an Architect-led Design Team, led by O'Briain Beary Architects to provide full design services for the project and OCC Construction were awarded the contract for the works. Construction commenced in March 2022 and was completed in early December 2023.

Clonminch

Oaklee is delighted to present Ashfield, Clonminch, a scheme of nineteen one- and two-bedroom homes in Tullamore, Co Offaly. All homes are 'A' rated, single storey semi-detached and detached dwellings. These age-friendly homes have their own private gardens to the rear, are all universally designed, and four out of nineteen, are fully wheelchair liveable. All our residents have been allocated from Offaly County Council's housing list. The land was formerly owned by Offaly County Council, which was acquired by Oaklee in 2018. We worked closely with the local authority throughout the design and build of these exceptional new homes. The layout of the houses around a shared central garden provides passive surveillance, as well as a communal garden for residents and visitors to enjoy, and to meet and talk with neighbours. Bench seating is provided and raised plant boxes for residents to use to grow their own plants or vegetables should they desire.

This development significantly contributed to addressing the shortfall of purpose-built elderly housing accommodation available in the locality, with a density which is appropriate to the context of surrounding areas, whilst considering protection of residential amenities in neighbouring dwellings.

Infill Age Friendly Housing, Brady's Court, Tallaght

A key project objective was to create defined, secure community housing within an established neighbourhood. The site is prominently located adjoining the local football green & pitches and mature housing estates. In addition a priority of South Dublin County Council was to add much needed single bed housing to the area. The housing is aimed at 'Third-Age' public housing applicants on South Dublin's Housing list. Older family units - single persons and couples; that may have additional support needs associated with and older age profile.

Brady's Court is a 12-unit elderly housing project. Availing of an infill suburban site with pre-existing supports in the community, the development delivers eight bungalow units and four apartment units, arranged around a secured courtyard with communal gardens and landscaping. This project employed universal design principals to create an environment that can be enjoyed by all regardless of their age.

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.





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 Oidhreacht**
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



**Chambers
Ireland**
Advancing business together

Civic Participation & Employment

Age Friendly Business Innovation Award

Chambers Ireland



Communication & Information

Age Friendly Communication Award

An Post



An Roinn Sláinte
Department of Health

Community Supports & Health Services

Age Friendly Active and Healthy Ageing Award

**Department of Health
Health Service Executive**



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

HSE - Strategic Planning & Transformation



Explore Age Friendly Fingal

With long sandy beaches, rugged coastline, stunning heritage properties, ancient castles, majestic gardens, a wide range of arts and cultural venues offering a yearlong programme of events, there is truly something for everyone in Fingal.

Whether you're arriving by train, bus, bike, on foot or driving, Fingal is accessible to everyone. And if you are coming, be sure to look out for our age friendly purple parking spots. They offer free of charge, convenient parking for the over 55's and can be found throughout the County.

In Skerries you can enjoy a guided tour of three very special windmills and see the inner workings of the mill operation and bakery set among wetlands and

pond. Skerries Mills offer free guided tours for over 65s on the first Wednesday of every month. End your visit with a picnic in the park or a treat at the cosy café where locals and visitors alike gather.

A short wander to the beach and you'll join the St. Patrick's Way Art Trail for a bracing seaside walk featuring a series of specially commissioned sculptures. Have fun spotting these art pieces and interacting with them as you take in the sea views along the beautiful coast of North Dublin.

Just minutes away, an afternoon pit-stop at Ardgillan Castle will delight any Irish history enthusiast, with 300 years of the Taylor family story to explore. Thomas Taylor was tasked by Oliver Cromwell with the creation





of the Down Survey, which began at Ardgillan in 1656 and was the first detailed national land survey of Ireland.

Continue on to Balbriggan, home to the Irish Institute of Music and Song. Pop into The Lark, Ireland's newest 400-seat concert hall for local and international performing ensembles for a packed schedule of music, dance, comedy and theatre performances.

Traditional music and cinema lovers should make a beeline for The Seamus Ennis Arts Centre in nearby Naul, the award-winning performance arts venue housed in an historic thatch cottage which gives visitors a unique taste of Ireland's historic culture and the chance to experience the wonderful delivery of traditional folklore and storytelling.

Further down the Fingal coastline, take the time to explore your adventurous side with a visit to Howth. Seasoned hikers will love the Howth Cliff Walk with unrivalled views across Dublin's east coast. If you've got your sea legs, a boat trip with Dublin Bay Cruises offers a breathtaking way to view the cliffs up close from the water, or for foodies why not take a Howth Foraging Tour where you'll learn how to identify, harvest and safely prepare the fruits of the land.

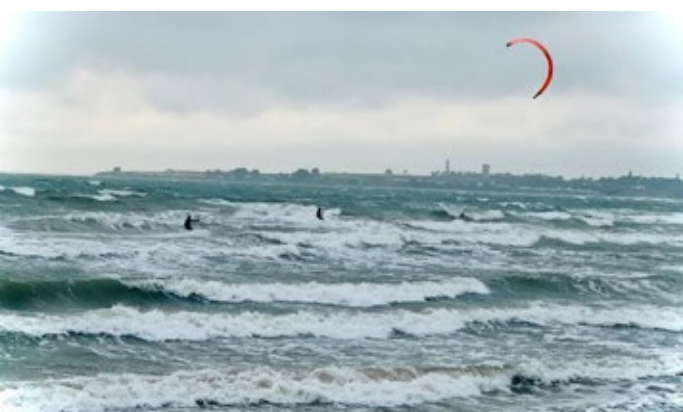
If you're radio-ga-ga, Ye Olde Hurdy Gurdy Muesum of Vintage Radio at Howth Martello Tower is calling your name! It's a treasure trove of gadgets with Morse equipment, gramophones, valve radios, crystal sets, music memorabilia and more to explore.

Move on to Malahide for the afternoon where train lovers and those with a taste for nostalgia will delight in the Casino Model Railway. The Casino cottage is one of the finest thatched cottages in the country and has been a landmark in Malahide for over 200 years. This very special museum is home to a unique collection of exquisite hand-crafted model trains created and collected by Cyril Fry.

Just across the road you'll find the peaceful surrounds of Malahide Castle and Demesne where 800 years of medieval heritage meets with the modern comforts of luxury shopping and dining at the Avoca café. Hear the stories of the Talbot family who made their home at Malahide Castle and explore their private rooms and collections or enjoy the outdoor delights of the extensive gardens, fairy trail and Butterfly House - a truly special place to while away an afternoon.

That's all on the East Coast of Fingal but if you find yourself on the other side of the county be sure to check out the Liffey Valley Trail where you can explore waterways, walks, parks, historic properties, fun activities and great shopping

Whatever it is you fancy, Fingal has a rich variety of natural amenities, heritage, arts, culture, recreation and leisure within its borders. We hope you enjoy your stay and hope you came back again. For more information on what Fingal has to offer: fingal.ie/visitor.





Thank you to everyone who took the time to submit a project for the 2024 Age Friendly Recognition and Achievement Awards.

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www.agefriendlyireland.ie
www.agefriendlyhomes.ie

