



At a Glance

- Established: 1977
- Part of Age Connects Wales
- Area covered: Bridgend, Merthyr Tydfil & Rhondda Cynon Taf
- 100,000+ annual visits to Cynon Linc community hub
- £1.5 million+ secured in welfare benefits (last financial year)
- 4,100 people supported with information and advice
- Registered Charity Number: 1129973

1. About Age Connects Morgannwg

Age Connects Morgannwg is a charity dedicated to supporting older people to live independently, confidently and with dignity. Based in Aberdare, we have been serving communities across Bridgend, Merthyr Tydfil and Rhondda Cynon Taf since 1977.

As part of the Age Connects Wales network, we provide practical support, trusted advice and meaningful social connections to thousands of older people every year.

Our work ranges from welfare benefit advice and hospital discharge support to dementia guidance, digital inclusion and community activities that reduce loneliness and strengthen communities.



2. Key Facts & Figures (Latest Financial Year)

- 100,000+ visits to our Cynon Linc community hub
 - £1.5 million+ secured in welfare benefits
 - 4,100 people supported with information and advice
 - 3,700 clients received nail cutting services
 - 1,600 people welcomed to a coffee morning
 - 1,400 people supported with digital skills
 - 734 patients supported through hospital discharge
 - Services delivered across three local authority areas
 - More than 100 volunteers supporting our work
 - Established in 1977
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3. Our Key Services

- Information and Advice (independent and confidential)
- Welfare benefit advice and claims
- Dementia support
- Hospital discharge support
- Digital education and inclusion
- Befriending services
- Carer support
- Community coffee mornings and social groups
- Nail cutting and practical wellbeing services
- Volunteering programme



4. Available for Media Comment

Our experienced team can provide informed and evidence-based comment on:

- Cost of living and pensioner poverty
- Access to welfare benefits
- Hospital discharge pressures
- Dementia support and community care
- Digital exclusion among older people
- Loneliness and social isolation
- Ageing well in Wales

We are available for interviews across print, radio and television, including live broadcast. We aim to respond to all media enquiries within 24 hours, and sooner for urgent requests.

5. Spokespeople

Daisy Cole | Chief Executive Officer

Daisy Cole is the CEO of Age Connects Morgannwg. She has spent over 20 years working alongside older people, carers and diverse communities across Wales, ensuring their voices

shape the changes that matter most. Daisy has held senior roles in older people's charities and at the Older People's Commissioner for Wales, where she led the UK's largest independent review of older people's care homes and championed national improvements in dignity, rights and access to support.

Lynda Williams | Chair

Before her retirement, Lynda was a registered nurse and spent the last 20 years of her career in senior nursing and managerial roles within the Cwm Taf Morgannwg area. She is passionate about delivering excellent services for older people that promote independence while offering meaningful choice and dignity.

Stuart Morgan | Charity Development Lead

Stuart Morgan brings a wealth of experience from a 12-year military career before moving into leadership roles across education, health and social care, and the third sector. He is passionate about driving growth and innovation, developing services and programmes that make a measurable difference to people's lives.

Jon Curtis | Marketing & Communications Lead

Jon Curtis is an experienced marketing professional with over 30 years' experience spanning B2B, B2C and not-for-profit sectors. He has worked with organisations of all sizes - from startups to corporates - combining strategic insight with hands-on expertise across the full marketing mix. His core specialisms include digital strategy, website development, content marketing, brand building and social media.

We can also provide experienced operational staff who work directly with older people across our services. These team members can speak in detail about their specialist areas - including dementia care, hospital discharge support, digital inclusion, welfare benefit guidance, befriending, and community activities.

They bring first-hand insight into the challenges and successes experienced on the frontline, offering authentic, real-life perspectives on how our work impacts individuals and communities.



6. Case Studies (Available on Request)

We can provide anonymised or consented case studies that demonstrate:

- The impact of welfare benefit advice
 - Safe and supported hospital discharge
 - The difference dementia guidance makes to families
 - Overcoming digital exclusion
 - Reducing loneliness through community connection
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7. Filming & Photography Location

Our busy Cynon Linc community hub in Aberdare offers:

- A vibrant and active community setting
- Advice sessions in action
- Social groups and activities
- Real-life impact storytelling opportunities

The venue is suitable for interviews, filming and community-focused reporting. With prior arrangement we can also provide filming opportunities during operational delivery at community venues.

8. Media Contact

Jon Curtis

Marketing & Communications Lead

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Email: jon@acmorgannwg.org.uk

Website: www.ageconnectsmorgannwg.org.uk/media-information

Out-of-hours contact: As above

9. Notes to Editors

Age Connects Morgannwg is an independent charity established in 1977, supporting older people across Bridgend, Merthyr Tydfil and Rhondda Cynon Taf. The charity provides information and advice, welfare benefit support, dementia guidance, hospital discharge services and community activities that promote independence and wellbeing.

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