Appendix 'C'

Champion for Older People

Report on Expenditure from
1 April 2011 to March 2012

**Definition:** "To assist the Leader and appropriate Portfolio Holders by advising on serious issues which support and encourage activity, independent and healthy lives for older people and to raise the profile of older people and their needs in the development of policy across Directorates"

The Lancashire County Council Champion for Older People is an increasingly challenging and effective role locally within Lancashire and in the North West Region working hard to improve the lives of Older People.

Older Peoples Champions are in general not portfolio or Cabinet level members. They are the appointment of the Council Leader and work across all functions of the Local Authority from social care to economic development.

The Champion for Older People needs to be in a position to respond to, and raise the awareness of the demographic changes in the population of Lancashire.

I have attempted to use the demographic changes to promote a positive image of ageing and age while at the same time working hard to protect some of the most vulnerable older people in our communities.

To this end I have spent the last 12 months promoting and helping groups and individuals to raise their profiles and get more involved in the communities they live in.

As the Older Peoples Champion I have a real commitment in raising the profile of Older People and have put a lot of time and effort into Older People having a voice in their communities and speaking up for the things that really matter to them.

It's a fact that 50+ Older People account for 33% of the population, control an estimated 80% of its wealth and put on average of 276 billion pounds into the UK economy every year.

**Lancashire Older Peoples Forums**

The 12 local authority forums across the county are working very hard to ensure as many people as possible are briefed and kept up to date with the latest information regarding Older People.
The forums are now much more self sufficient and they are getting involved in things that really do matter to Older People, gaining confidence to move to a more self-sustaining way of working.

Meetings are held on a regular basis in a welcoming environment that provide attendees with valuable information that would not normally have been so easily obtained.

Some of the forums have joined forces working together as a cluster, pooling their resources whilst other forums still prefer to stay on their own.

All the forums are working well and developing at their own pace and I thoroughly enjoy working with them.

I visit the forums on a regular basis and really enjoy talking to the members and taking part in their talks and debates on a wide range of subjects.

I really do appreciate and value the work that the forums do and their views and ideas are much appreciated.

Members of the forums work extremely hard all the year round and I would like to give a special mention to all the work they do to celebrate National Older Peoples Day on 1st October each year.

The events they put on are brilliant and I would like to express my personal thanks for all the hard work everyone puts in to celebrate the event.

**Local Authority Elected Member Older Peoples Champions Network North West of England**

The network consists of 27 members from across the North West Region and all members are Elected Member Older Peoples Champions for their Local Authorities.

**Current Profile**

The membership is restricted to Local Authority Elected Member Champions based in the North West of England.

Membership is drawn from first and second tier Local Authorities.

The network has been in operation for the past six years and the focus of the network is member development and support which in essence is making champions better champions to influence their local authorities to perform better in the context of age and ageing.

In the last 12 months the network has chosen in addition to member development to engage in lobbying of Central Government.
It has had success in raising the profile of Mass Marketing Fraud by working with the Fraud Authority and has supported the Think Jessica Campaign to reduce financial abuse of Older People.

The Network is lobbying for a Minister for Older People or a Commissioner for Older People and is also lobbying regarding the cost of care anomaly that can lead to having to sell your home to cover the cost of care.

The network also has Task and Finish Groups currently working to improve:

(1) The lives of Grandparents who have an increasing role in supporting their children.

(2) Image of Older People, encouraging local authorities, central government organisations and the private sector to use and promote positive imagery of Older People.

(3) Older People and Communities to make recommendations to raise the profile of older people as valued citizens in their communities and not just users of health and social care.

Network members also have an interest in fire safety in the context of Older People and have submitted supportive comments as part of the consultation process for the Chief Fire Officers Association National Strategy to Improve Fire Protection in the home.

The Elected Member Older Peoples Champions Network promotes and highlights good practice.

To this end the network meets six times each year. The meetings offer the opportunity for the selected Local Authority to highlight an illustrative example of good practice which is disseminated through the network. The six meetings also include a business element which is designed to drive network development and business forward.

Membership presently consists of:

<table>
<thead>
<tr>
<th>County Cllr Peter Mullineaux (Network Chairman)</th>
<th>Older Peoples Champion Lancashire County Council</th>
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<tbody>
<tr>
<td>Cllr Margaret Sidebottom (Network Deputy Chair)</td>
<td>Olders Peoples Champion Tameside MBC</td>
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<tr>
<td>Cllr Jayne Aston</td>
<td>Older Peoples Champion Knowsley MBC</td>
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<tr>
<td>Cllr May Blake</td>
<td>Older Peoples Champion West Lancs BC</td>
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<tr>
<td>Cllr Michael McNulty</td>
<td>Older Peoples Champion South Ribble BC</td>
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<tr>
<td>Cllr Ellen Cargill</td>
<td>Older Peoples Champion Halton BC</td>
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<tr>
<td>Cllr Barbara Ashworth</td>
<td>Older Peoples Champion Rossendale BC</td>
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<tr>
<td>Cllr Patsy Ormerod</td>
<td>Older Peoples Champion Wyre BC</td>
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<tr>
<td>Cllr Sue Cooley</td>
<td>Older Peoples Champion Blackburn with Darwen BC</td>
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<tr>
<td>Cllr Dorothy Walsh</td>
<td>Older Peoples Champion Manchester CC</td>
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</table>
Cllr Brendan Ryan Older Peoples Champion Salford CC
Cllr Bridget Hilton Older Peoples Champion Ribble Valley
Cllr John Lamb Older Peoples Champion Trafford MBC
Cllr Keith Board Older Peoples Champion Cheshire West & Chester
Cllr David Borrow Older Peoples Champion Preston CC
Cllr Rosemary Russell Older Peoples Champion Chorley BC
Cllr Sufrana Bashir-Ismail Older Peoples Champion Bolton MBC
Cllr Roger Bingham Older Peoples Champion Cumbria CC
Cllr Jan Davidson Older Peoples Champion Warrington BC
Cllr Colette McCormack Older Peoples Champion Hyndburn BC
Cllr Pauline McCormick Older Peoples Champion Pendle BC
Cllr Andrea Simpson Older Peoples Champion Bury MBC
Cllr Anne Mc Ardle Older Peoples Champion Wirral MBC
Cllr Dave Brookes Older Peoples Champion Lancaster CC
Cllr Jim Talbot Older Peoples Champion Wigan Council
Cllr Christine Wright Older Peoples Champion Blackpool BC
Cllr Phil Harrison Older Peoples Champion Oldham Council

The meetings are very constructive and give all members the opportunity to highlight areas of best practice and work towards improving the lives of Older People throughout the North West of England and put Lancashire County Council firmly on the map as one of the Lead Authorities in the North West Region.

Care for the Elderly and the Cost of Care

Concerns over the Standard of Care

The standard of care being given to elderly people all over the country seems to be getting worse and it is important that we do not get complacent regarding this matter.

My own experience of care in our county Care Homes and Day Centres has been very good.

After inspecting our facilities and spending time talking with both staff and residents my overall impression of the standard of hygiene and care is very good.

We have hard working dedicated staff who do a great job, at times under very difficult circumstances and in the main we have happy residents who are kept engaged, stimulated and involved.

Standards must however not be allowed to decline and cause any bad practice to take place.

Be assured I will be visiting the Care Homes and Day Centres again in the near future to ensure that our standards stay high.
Concerns over Cost of Care

The cost of care for the elderly really does need to be addressed sooner rather than later.

People who work and save up for their old age really do seem to be being penalised rather than helped.

When someone who has not worked or saved up for whatever the reason gets everything paid for it is wrong and needs to be changed. The idea of having to sell your home to pay for your care after paying into the system all of your life really does seem ludicrous.

This is an anomaly that needs to be looked into and made affordable for everyone.

Description of Activity and Budget Allocated

Funding spent on Lease of Life Fund, North West Champions Group, Alzheimers Society and Age Concern

Lancashire Lease of Life Fund

The Lancashire Lease of Life Fund is still proving to be a significant and popular way of delivering small amounts of funding to a wide range of groups of older people who need simple but important support.

The fund provides grants of no more than £350 to groups of Older People for equipment, speakers fees, rental for rooms and special activities etc. which contribute to the well-being and health of Older People.

The fund is so important to groups of Older People across the County that need just a little bit of money to make such a major difference to their lives.

Cost - £5,827

North West Older Peoples Champions Network

During the last 12 months the importance and membership of the network has grown and as Chairman I have ensured the network has become more focused on outcome in addition to its development activities.

Under my Chairmanship the network is now nationally recognised as a key regional organisation of Elected Member Champions who work together to support and protect Older People.

I have raised the profile of Lancashire County Council as a leader in good practice working with Older People and provided the opportunity for Champions from across the region to develop their skills and work together for change.
The Network holds Business Meetings at County Hall and also holds meetings across the north west region hosted by other Local Authorities.

The networks first formal AGM was hosted this year by Lancashire County Council and proved to be a great success.

Guest speakers and champions from all over the North West attended the event which was officially opened by the then Chairman of the County Council, CC Geoff Roper along with CC Mike Calvert, Cabinet Member for Adult and Community Services.

Cost - £2,931

**Alzheimers Society**

Information and Support Programme for Carers

Cost - £1,840

**Age Concern**

30th Anniversary and Older Peoples Day Celebrations

Cost - £965

**Conclusions**

The role of Lancashire County Council Champion for Older People provides me with a range of opportunities to offer a change in emphasis in the way Older People are viewed and recognised and more work is needed to promote a more positive Image of Older People.

Communities had lost the art of being good neighbours and it is refreshing to see they are now beginning to pull together much more than they did.

People are starting to tap into the skills and vibrancy of Older People and appreciate their experience and knowledge.

There is still much to do within the BME Community and I am confident we are moving in the right direction and that inroads are being made to work closer together and have a greater understanding of the problems we face as we get older.

Older Peoples Forums are starting to move forward and become more independent and self sufficient and becoming a valuable source of information.

The North West Older Peoples Champions Group is becoming more and more important as we share best practice with other councils and raise the county profile across the north west to improve the lives of Older People.
It is vital that Lancashire County Council has a Champion for Older People who goes out and meets and supports the people around the county and I can safely say that I have done that and the appreciation and feedback has been great.

The position of Older Peoples Champion for Lancashire County Council is as I have said every year since becoming the champion a very demanding and high profile role.

I am proud to be the Lancashire County Councils Older Peoples Champion.

There is still much to do and I look forward to the next twelve months ahead.

*County Councillor Peter Mullineaux*

*Champion for Older People*
<table>
<thead>
<tr>
<th>Applicant</th>
<th>Amount of Grant</th>
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<tbody>
<tr>
<td>Support to North West Older Peoples Network</td>
<td>£800</td>
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<tr>
<td>Guest Speakers at Huncoat Ladies Club</td>
<td>£300</td>
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<tr>
<td>Exercise Sessions at Little Hands Charity Club</td>
<td>£300</td>
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<tr>
<td>Massage Sessions at Friendship Centre Lancaster</td>
<td>£300</td>
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<tr>
<td>Work Surface, Cupboard and Storage at Dall Street Luncheon Club</td>
<td>£300</td>
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<tr>
<td>Pearl Pins for Volunteers of Age Concern to Celebrate their 30th Anniversary</td>
<td>£765</td>
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<tr>
<td>Re-supply electricity at St Chads Bowling Club</td>
<td>£300</td>
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<tr>
<td>Support the Freedom Programme (Survivors of Domestic Abuse)</td>
<td>£300</td>
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<tr>
<td>Support the Continuing Learning Group Lancaster</td>
<td>£300</td>
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<tr>
<td>Support the Social Groups at Slaidburn Village Hall Clitheroe</td>
<td>£252</td>
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<tr>
<td>Maintenance work to the Longton VM Sports and Social Club</td>
<td>£300</td>
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<tr>
<td>Support 100th Birthday celebrations at the Adlington Luncheon Club</td>
<td>£210</td>
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<tr>
<td>Banners, Polo Shirts and Riding Equipment for Galloping Grannies Riding Club</td>
<td>£300</td>
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<td>Launch Elderly Well Being Clubs at Preston Muslim Forum</td>
<td>£300</td>
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<tr>
<td>Guest Speakers, Indoor Games, Exercise Classes for the Elderly at Elderberries</td>
<td>£300</td>
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<tr>
<td>Indoor Games and Tables at the Milnshaw Gardens Social Group for the Elderly</td>
<td>£300</td>
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<tr>
<td>Monthly Social Afternoons for the elderly at the Young at Heart Club</td>
<td>£150</td>
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<tr>
<td>Carer Information and Support Programme Alzheimer's Society</td>
<td>£1,840</td>
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<td>New laptop for Wymott Art Group for the Over 50s</td>
<td>£300</td>
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<tr>
<td>Provide Two Work Craft Shops for the elderly at Oswaldtwistle Women's Institute</td>
<td>£140</td>
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<tr>
<td>Guest Speakers for Social Events at the Brindle Over Fifty Fives</td>
<td>£200</td>
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<tr>
<td>Hire of Hall to hold future meetings of the Great Eccleston Over 60's</td>
<td>£350</td>
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<tr>
<td>Management Support to the North West Older People's Champions Network</td>
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<td>Sequence Dancing Lessons for the elderly at Brinscall Dancing Circle</td>
<td>£300</td>
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<tr>
<td>Computer Training Sessions at Grimsargh Parish Council</td>
<td>£150</td>
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<tr>
<td>Refreshments and Buffet Lunches for Various Champions Network Meetings</td>
<td>£651</td>
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<tr>
<td>Age Concern Central Lancashire – Older People's Day 30 March 2012</td>
<td>£200</td>
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<tr>
<td>Arcon House Bingo Group – new bingo machine</td>
<td>£175</td>
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<td><strong>TOTAL SPENT</strong></td>
<td><strong>£11,563</strong></td>
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