

Appendix 'D' - Champion for Older People

Report on Expenditure from 1 April 2013 to March 2014

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 awareness of the issues which older people face within our communities. Just like much of the rest of the country, Lancashire has an ageing population and it is important that we not only respond to their needs but also to plan for the needs of older people in years to come.

To this end I have spent time over the last 12 months meeting with each of the older people's forums and groups across the county to get a real understanding of the issues. I have attempted to promote a positive image of ageing and also worked with groups and individuals to raise their profiles and I have supported the delivery of a range of activities and events in the communities in which they live.

I have seen first hand the hard work and effort that older people put into improving our communities and I am proud to act as the county councils Older Peoples Champion. I am committed to my role in assisting to raise the profile of Older People and creating solutions to the issues which they face and many of us will face in the future.

Lancashire Older Peoples Forums

Each of 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. Over the past 12 months, with the assistance of the 50+ Assembly the forums have focused on raising their profiles both to new members and service providers to ensure that they play an active role in responding to the issues that affect them. Meetings are held on a regular basis in a welcoming environment that provides attendees with both social interaction and with opportunities to raise and highlight the issues which affect them. I have put in place a programme of visiting each of the forums on a regular basis and plan to meet as many older peoples groups as possible. All the forums are working well and developing at their own pace and I have thoroughly enjoyed meeting and working with them. I really do appreciate and value the work that the forums and other organisations 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 which is held in early October each year. A whole range of older peoples groups hosted a number of events throughout early October which not only increased awareness of their role but also, improved membership and provided an opportunity for older people to meet and take up new activities.

I would like to express my personal thanks for all the hard work everyone puts in to celebrate National Older Peoples Day and the work that goes on through the forums throughout the year.

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 seven 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.

The Network is lobbying for a Minister for Older People or a Commissioner for Older People and to this end the Commissioner for Older People for Northern Ireland is expected to attend a future meeting of the Network in the autumn.

Funding spent on Lease of Life Fund and North West Champions Group.

Lancashire Lease of Life Fund

The Older Peoples Champions budget is structured and administered through a small grants regime which is known as the 'Lancashire Lease of Life Fund'. The fund provides small grants of up to £300 each year to community groups working for the benefit of older people. The fund provides grants to groups for equipment, speaker's fees, rental for rooms and special activities etc. which contribute to the well-being and health of Older People.

Applications can only be made by a range of older peoples groups and organisations and the most important criterion is that at least 75% of the people who will benefit from an award must be aged over 50.

The Lancashire Lease of Life Fund is proving to be a significant and extremely popular way of delivering small amounts of funding to a wide range of groups of older people who need simple but important support. As a result of press publicity combined with my efforts to promote the fund, awareness and applications have risen dramatically this year. The full amount of the fund was allocated to local older peoples groups in 2013-14 and as it was actually oversubscribed applications have been carried over into 2014-15.

The fund supported over 30 separate organisations over 2013-14 with many of those organisations making their first application to the fund.

The number of applications for 2013-14 has more than doubled the average number of applications in previous years.

In 2013-14 the fund has supported:

- Activities around Older Peoples Day.
- Computer equipment for an older peoples group.
- Taster riding lessons for older people.
- Craft, bingo and audio equipment for older peoples groups
- A World War 1 exhibition constructed by an older peoples group.
- And a range of other activities.

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 the work that they do and to the lives of the people they work with.

The role of Lancashire County Council Champion for Older People provides me with a range of opportunities to work with and understand the needs of what is a significant section of our community. Older people currently make up 33% of the population of the county and this percentage is growing.

The role has given me the opportunity to offer a change in emphasis in the way Older People are viewed and more work is needed to promote a more positive Image of Older People. Older people do have a role within our communities, often performing great work without recognition. They are a valuable part of Lancashire's economy either through their on-going employment, their work as volunteers or as carers within family units.

It is for this reason that older people should not just be seen as the passive recipients of public services and we should do more to tap into the skills, experience, knowledge and vibrancy of Older People.

There is still much to do within the BME Community and I am confident that through the work of forums, other groups and the efforts of individuals that we can work closer together and have a greater understanding of the problems we all face as we get older.

The Older Peoples Forums act as a local focus for older peoples issues and play a valuable role in everything from awareness raising and policy development to tackling isolation and loneliness.

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 which not only recognises the contribution that older people make to our communities but also actively supports older people around the county.

I am proud of the work that older people do across the county and proud to be the Lancashire County Councils Older Peoples Champion.

***County Councillor Terry Aldridge
Champion for Older People***

Schedule of Expenditure for 2013/14

County Councillor Terry Aldridge - Champion for Older People

Applicant	Amount of Grant
Accrington and District Blind Society – Newsletters	£253
Stalmine with Staynall Parish Council – Bus Shelter	£200
Rosendale Older Peoples Forum – Older Peoples Day	£450
Ribble Valley Senior Forum – Older Peoples Day	£305
West Lancashire Ageing Well Forum	£327
Preston Peoples Choir – Promotional Activities	£300
Mercer Park Bowling Club – Portakabin/Shelter	£300
Longton Victory Memorial Sports and Social Club – Solar Panels	£300
Older Peoples Champions Network – Annual Subscription	£200
Longton Over 50's Group – Monthly Social Events	£300
Friends in Unison – Music Centre	£300
South Ribble Pensioners Association – Newsletter	£300
Whalley Methodist Church – Folding tables	£211
Darby and Joan OAP Club – Kitchen and Bingo Equipment	£200
Galloping Grannies Community Riding Sessions	£300
Burnley and District Society for the Blind and Visually Impaired	£300
Farington Senior Citizens Social and Welfare Group	£300
Friends in Bereavement Burnley/Pendle – Room rental, guest speakers and refreshments	£300
Hyndburn Arthritis Care – Special Transport	£300
South Ribble Bowling Group – Room Hire, Bowling Mats and Green Bowls	£300
Staining Craft Group – New Computer/Internet Access	£222
Lambourne Social Club – New Bingo Equipment	£150
Upholland Pensioners Group – Bingo Equipment and Coffee Vending Machine	£300
Fleetwood Community Craft Group	£300
Brite Futures – Coffee Mornings	£300
Skelmersdale Action for Youth – Camera Equipment	£300
Great Eccleston Over 60's – Room rental	£300
Skelmersdale Senior Citizens Association – Bingo Equipment / DVD Player	£300
Ormskirk Historical Society – World War I Exhibition	£300
Houghton Autumn Club – Guest Speakers	£300
Dream Team Singers – Audio equipment and amplifier	£300
TOTAL SPENT	£8,818