



Bristol Ageing Better Programme Board
Tuesday 28th July 2015
Clark Wilmott, Bath St

Present: Judith Brown (Chair), Bob Maggs (BM), Claire Miller (CM), Mirella Brittan (MBR), Mina Malpass (MM), Robin Means (RM), Kay Russell (KR), Dominic Murphy (DM), Brian Richards (BR), Mark Baker (MB), Ruth Richardson (RR), Bianca Rossetti (BRo), Keith Sinclair (KS), Steve Davies (SD), Mandie Lewis (ML), Aaron Hamilton (AH), Ricardo Sharry (RS), Gloria Morris (GM), Cherry Hartley (CH), David Cottam (DC)

Apologies: Alan Carpenter (AC), Zehra Haq (ZH), Guy Robertson (GR)

1. Welcomes, introductions, apologies and previous minutes

JB welcomed all to the meeting, apologising on behalf of the BAB team for the last-minute change of venue and thanking everyone for making it there so promptly.

With regards to the previous minutes, two corrections were noted:

- MM clarified that she had provided apologies in advance
- ML wished it to be noted that at the last meeting during the FCC item she mentioned that Carers previously carried out an FCC and this should be kept in mind to ensure work isn't repeated.

Otherwise the minutes were approved as a true and accurate record.

2. Chair's introductory remarks

JB informed the group that Rosa Hui (Bristol & Avon Chinese Women's Group) has resigned from the Board, due to time commitments to other voluntary projects at a national level. JB asked for a formal note of thanks for Rosa's support and hard work to be minuted.

3. Programme Team Update

Recruitment

RR shared that Silvia Jimenez Cruz (SJC) joined the BAB Programme Team as Communications Officer on 20.07.15, and is on a permanent contract at 3 days a week. SJC brings with her a wealth of communications and third sector experience, having previously worked as Communications Officer at DEVELOP (Wiltshire's equivalent of Voscur) with ongoing communication experience working with refugees and asylum seekers in Bristol.

MB shared that following the re-advertisement of the Programme Director position, there was a much stronger candidate base than in March. Five candidates were interviewed on 17.07.15. The interview process included a presentation to and interview with a panel (consisting of MB, JB, KR and Sue Perry), the facilitation of a discussion with members of the BAB Older People's Steering Group on the subjects of outdoor spaces and transport, a financial exercise, a response to a case study scenario and an emotional intelligence questionnaire. RR shared that the discussion with the OPSG was a good way of assessing both the candidates' knowledge of Bristol and their ability to interact with older people. The appointed candidate (subject to satisfactory references at the time of writing) is Adam Rees (AR). AR will be beginning his post at the end of September, and is keen to be involved in the CAF festival in September as well as the AFC conference in October.

4. BAB Evaluation - UWE Progress Report and Update on National Evaluation

Community Researchers

RM shared the progress report and confirmed that BAB has established a 5-year partnership agreement, a 3-year service level agreement and 1-year work plan with UWE. Central to the core work programme is the Community Researchers project – the volunteer researchers are currently beginning work on an asset map of Greater Fishponds (GF), which has been chosen as the area does not have as much asset intelligence as other communities. The CRs will also be completing 50% of a Social Return on Investment (SROI) study to assess whether the benefits of the BAB programme are likely to outweigh the costs.

BR expressed concern that the report was written in a very academic way and may be hard to read by some. RM confirmed that he will aim to not over-compress future reports to the Board.

GM asked which areas of Bristol will be asset mapped and why. RM explained that the decision to map Greater Fishponds and the choice of priority Neighbourhood Partnerships was not driven by the Evaluation Team, but by the bid document approved by the BLF. There is a concern that the understanding of assets in GF is less than in other areas of the city. GF is also a very big area, consisting of the Hillfields, Eastville and Frome Vale wards. GM asked why Easton & Lawrence Hill are not currently being mapped. RR explained that eventually every area of Bristol will receive BAB services, and the roll-out order has been determined by research done by the Council that identified top at-risk areas for isolation and loneliness. Ashley, Easton & Lawrence Hill is in the top four priority areas and so will be focused on soon, with the CDOP contract for this area being commissioned this year. RM also explained that the asset mapping exercise is focused on mapping assets that people aren't currently aware of and identifying deficits – it won't overlap with the work done by other organisations such as LinkAge.

KR shared that Dave Clarke at BCC has pulled together last year's census data and split it by ward.
Action: BRo to put this information on the BAB website.

SD asked a question regarding the SROI study: how large will this project need to be in order to ensure solid intelligence is garnered? RM explained that although it will be hard to provide details before the focus of the study is known, the UWE evaluators will be closely monitoring the credibility of the study. RM shared that the national evaluation framework is not equipped to deal with activities involving NHS patients and users of adult social care services, and therefore the SROI study

may need to prioritise areas of BAB activity that is non-applicable to the framework. The Evaluation & Evidence Group are currently waiting to hear from Ecorys on the two activities that cannot be evaluated using the framework (Social Prescribing and CPCE).

KR backed RM's assurance of credibility; BCC are currently looking at the Social Value Act's effect on evaluation, and are working closely with the voluntary sector on this.

Community Researchers - Recruitment

The Evaluation & Evidence Team have devised a recruitment strategy to add to the capacity of the CRs. This drive has three objectives:

- Increase the number of CRs
- Increase the group's diversity
- Aim to include 2 CRs from each priority group

BRO shared a recruitment poster, which will be used to promote the opportunity alongside weekly mentions on The Babbers Show.

The two main challenges the group expect to face with this recruitment are the introduction of new people to an already-established group and the conflicting time commitments possible when recruiting people who are already active volunteers. BM asked what the time commitment is for CRs. RM advised that it should be a minimum of 1 day per month, but varies; once a project is up and running there may be short periods of intensive commitment.

CM pointed out that it's important that the role fits in with other voluntary opportunities offered by BAB partners, as well as clear that BAB is a partnership rather than a separate entity. In light of this, it was suggested that 'Bristol Ageing Better (BAB) is an initiative to find new ways of supporting...' be changed to 'Bristol Ageing Better (BAB) is a partnership seeking to find new ways of supporting...'. This revised wording was agreed by all present. The revised poster will be sent to the Board along with these minutes.

Aardman Animation

The UWE evaluators and CRs have all seen the rough cut of the animation – the characters are yet to be fully animated and the text for the beginning and end screens is yet to be added, but the audio and storyboard have been approved. The initial thoughts on the evaluation questionnaire are now down on paper – the questionnaire will be agreed and piloted prior to the launch event at Celebrating Age Festival. It will consist of 4-5 questions based on the audience's immediate reactions.

The film will be shared with Board members once the text has been added. RR explained that the film consists of audio from interviews with older people about their experiences of isolation and loneliness and/or how they've combated it, combined with bright and humorous animation. The text on the first screen will include statistics about isolation and loneliness, with the end screen featuring a 'call to action' and BAB's contact details and website. The Programme Team will be looking to

obtain some short-term additional admin support after the launch, to deal with the increased number of enquiries.

MB explained that Aardman have responded very well to feedback from the Communications Team, having made a dramatic change following the first cut of the animation to make it more positive and prevention-focused.

5. Developing Volunteer Partnership in Bristol – Cities of Service

DM introduced Cities of Service (CofS). CofS has been running for almost a year, and was originally the brainchild of former New York Mayor Michael Bloomberg. The premise of CofS is that local government are enabled to support their city's voluntary effort. CofS help potential volunteers 'give back' to their city in a way that suits them. Many cities have both large quantities of volunteers needed and lots of people keen to volunteer, and CofS aims to match volunteers to suitable placements.

CofS are currently working with NESTA to evaluate how their volunteers impact their work, as well as with RSVP on their reading in schools project to help them determine how to recruit and train volunteers and where to allocate them. They are also looking to help organisations retain their volunteers in the long term, in order to avoid major drop-outs. DM cited a recent case where Southmead Hospital lost 280 out of 400 volunteers after a project (moving services to a new site) was completed.

CofS are also working with Green Capital, and have 1/3 of that project still to go. Their next big project will be BAB, and DM and MB have suggested drafting a 'memorandum of understanding' to clarify to the Board and other projects how CofS will be working with BAB. The focus of the memorandum is 'enhanced collaboration'.

Action: MB and DM to draft Memorandum of Understanding and share with the Board.

CofS are looking to develop a shared base for volunteers, so that they can find the best fit for them and the many voluntary organisations in their area. One idea would be a standardised sign-up form that volunteers can use to apply to multiple organisations. CM pointed out that some national charities such as The Red Cross, Macmillan etc. may have protocols that need to be followed and would therefore be unable to share administration or insurance. Another proposition is an online database, whereby potential volunteers can search for opportunities and find options from lots of agencies in his/her area. MB shared that it's important to remember that not everyone wants to be 'a volunteer', and we need to find ways of reaching people who, despite being assets in their communities, don't have the self-esteem required to call themselves volunteers. CofS aims to help the voluntary sector tap into places where people aren't looking for opportunities but may benefit from them.

SD suggested that a similar model to the FCC is used, whereby if a person expresses interest in volunteering to organisation, they (with permission) can share their details with other organisations if they have no suitable opportunities.

RS shared that many members of the Youth Council are keen to volunteer with BAB. RS will send their details to AC, in the hope that they may be able to be involved in the Learning City initiative.

6. BAB Sponsorship Package

RR shared that the BAB Communications Group are keen to create a sponsorship package in order to bring more money into the partnership. The Babbers Show currently offers sponsorship at £100 per show, and as the programme expands there will be more sponsorship opportunities. One upcoming opportunity is the national distribution of the Aardman animation.

MB shared the reasoning behind the national distribution, one aspect of which is garnering national recognition for the BAB brand and providing partners with a promotion opportunity. At present, both Age UK National and The Campaign to End Loneliness are interested. The Programme Team will speak to BLF about the possibility of distributing nationally. The other aim of this is to increase the funding for local distribution. CM queried how these funds would benefit the wider partnership. MB explained that any profits would be earmarked for local distribution (such as screenings in larger cinemas), which would benefit partnership by raising its profile. KR explained that the animation falls under the 'creating the conditions' header in the initiatives framework, and is aimed at bringing about cultural change.

RM suggested offering the animation to cinemas for free and not mentioning paying for screenings. Might some cinemas want to show it at 'silver screenings' gratis? It was pointed out that while a good idea, some cinemas may be restricted by advertisement contract.

JB proposed that all profits from national distribution be ringfenced for local distribution. Seconded by DC and agreed by all board members.

7. Performance Report

Due to an incompatibility with the venue's technology, the presentation was not shown and will instead be sent to the Board with these minutes.

a) Community Development

RR shared that the first round of commissioning for the Community Development for Older People projects is now complete, with Greater Bedminster having been awarded to St. Monica Trust in partnership with LinkAge and Henbury & Southmead having been awarded to LinkAge in partnership with Bristol Charities and Southmead Development Trust. The commissioning panel were very impressed with the quality of the bids, and are very pleased that both delivery partners are offering significant matched funding and are keen to sustain the projects beyond the 3-year contracts. The work will likely begin in September or October.

b) Age Friendly City

This activity is currently mainly focused on the October conference (07.10.15, 9:30-15:00 at MShed). The Programme team hope all Board members will attend and invite older people from their organisations if possible. Confirmed speakers and workshop facilitators include George Ferguson, Paul McGarry (Age Friendly Manchester), Liz Zeidler (Green Capital and Happy City Index), Guy Robertson (Positive Ageing Associates), and new BAB Director Adam Rees.

The conference's purpose is to establish baseline knowledge for working towards Age Friendly City status. The afternoon will feature workshops on each of the 'eight domains' that are assessed for the WHO accreditation.

ML raised a concern about MShed's accessibility – there were historic problems with the disabled toilets being used for storage. The board agreed that if it is established that the access provision is still not up to spec, a letter will be sent by the board regarding this and the CAF launch event.

UPDATE 31.07.15: BRo has spoken to her contact at MShed who was not aware of any problems with the disabled toilets. BRo has been in touch with ML to obtain more details, and is now awaiting a call from Judy Preston, who is Access Advisor at the Council and provides support to Bristol Physical Access Chain. She's been liaising with M shed senior staff regarding the toilet facilities and will update BRo on the issues and discuss a plan of action to ensure the facilities are suitable for the upcoming events. BRo will keep Board members updated.

c) CPCE

RR shared that since the last Board meeting, the CPCE Project Group (final title TBC) met for the first time. The group is chaired by Phoebe Whishaw, Social Work Service Manager at the Council. The service will be holistic, aiming to enable older people accessing social services to develop life plans. The Project Management capacity is currently being discussed by the group, with the hope that somebody will be employed soon.

Year 1 will be a developmental year for this activity – the group anticipate that older people will begin to access the service in year 2.

d) Aardman Animation

As per minutes for items 4 and 6 above.

The project is on track for the final deadline on 14.08.15. The current focus is on the local distribution.

e) First Contact Checklist

At the last board meeting, it was agreed that this activity be moved to year 1. There is now a group in place to begin looking at this in early September. This activity is not starting from scratch; KR, JB, ML and others created a proposal for an FCC in 2010 that will be worked from.

After checking that there were no further comments or questions from Board members, the Chair closed the meeting at 3:50pm.

Date of next meeting: 29th September, 2 p.m. – 4 p.m. at Age UK Bristol