

Bristol Ageing Better Programme Board

Tuesday 3rd December 2013

Age UK Bristol, Canningford House

Present: Alan Carpenter (Chair), Judith Brown (Deputy Chair), Roy Hackett, Mirella Brittan, Brian Richards, Bob Maggs, Richard Lyle, Guy Robertson, Heather Wright, Keith Sinclair, Rosa Hui, Richard Jarratt, Kay Russell, Rachel Allbless (Bristol City Council), Mark Baker, Ruth Richardson

Apologies: Robin Means (UWE)

1. Welcome and Introductions

Alan welcomed all to the meeting. Barbara Janke, Assistant Mayor, will be joining for some of the meeting.

The minutes of meeting held 22nd October 2013 were agreed as a true and accurate record of the meeting.

Time will be given to discussion on the proposed work programme. Item 5 (Gathering Evidence and Evaluation) will be moved to Item 3.

2. First Partnership Meeting

Judith reported a good and positive start to the BAB partnership. A voicemail (0117 9281529) and email address (bristolageingbetter.yourviews@ageukbristol.org.uk) exist for older people to share their views on loneliness and suggestions of how to combat it.

The meeting provided an opportunity for the partnership to contribute ideas and for BAB to report on the formation of the programme board. Voscur's absence from the board was questioned at the meeting. Mark and Kay have met with Voscur since. Voscur will assist with BAB communications.

Rosa reported that not many BME organisations were invited to meeting. BAB needs to ensure they are included in consultation. Kay reported that Claire Miller has contacted and offered the LinkAge BME groups as a means of consultation.

(Barbara Janke [Assistant Mayor & H&SC Cabinet Lead] entered the meeting.)

Guy presented an overview of his paper including a menu of items likely to be attractive to BLF:

- Older people centrally involved in the programme
- Bristol committed to becoming an age friendly city
- Identify those who are lonely (case finding including GPs, social prescribing)
- Make contact with the very elderly (85+)
- Identify key figures in communities to help identify lonely older people

Delivery aspects could include:

- Community navigators (volunteers trained and supported to signpost older people)
- LinkAge rolled out across the city
- Involving the wider community – intergenerational work, focus on schools, older people playing an important role in the life of local schools
- Alongside providing activities, services could deliver peer support for emotional/personal wellbeing

Barbara Janke commented there is lots of good practice available including LinkAge and RSVP. BAB will build on what exists in Bristol but will need to be innovative and attractive also. Bristol is a leading digital city and there may be scope to engage private sector companies bringing money into the city.

Kay reported that BT is a BAB partner and keen to make equipment and support available to older people. The board discussed the potential tensions in the programme regarding IT, the power it brings and some older people not wanting to become digital. Richard Lyle reported a government focus on facilitated access to IT. BAB will need to be creative and innovative to enable people.

Rosa commented on the launch of Silverline this week and it not being applicable to all older people. BAB will need to find alternative methods and try many different things that are practical and sustainable.

Richard Jarratt noted the importance of listening to customers and avoiding stereotyping what people want. Keith reported BAB needs to offer a menu of opportunities, not adopt a one size fits all approach.

Kay reported that the original BLF expression of interest looked at different levels of approach including city-wide conversations to effect culture change and tackle negative stereotypes about isolation. Age UK Bristol already has a monthly radio slot.

Heather reported Aardman hope to be involved in conversations with older people, getting them engaged.

3. Work plan – two key components

a) Developing conversations with older people

Alan presented a powerpoint presentation on conversations with older people and invited discussion and comment. The Vision & Strategy document will be submitted to BLF on 30th April 2014. The BLF requires structured evidence of having meaningful consultation with older people.

Meetings with older people will be at the heart of the approach and will include:

- What might work locally
- What is working elsewhere
- Focussed questions and open comment

During December the preparatory stage will include identification of partners and the recruitment of older people.

A conference will be held in March 2014 to pull together the themes identified. The vision & strategy will be produced from this conference and submitted to BLF. The consultation is an opportunity to start enduring conversations and relationships.

Alan reported there are already some offers from BAB partners to assist with this. The timescale is very short. BLF will confirm in January if the £20k application was successful.

Richard Jarratt suggested mapping what already exists during the preparatory stage including LinkAge and many other organisations.

Mirella commented that a neighbourhood approach stands more chance of achieving a wider consultation. Alan commented that the approach will be opportunistic in the sense that what we do will be dependent on what support and involvement is offered by BAB partners.

Roy suggested utilising schools, and linking children to their grandparents also.

Kay reported that although BLF guidance is older people aged 50+ BAB can focus on whichever age group we decide.

Rosa reported that BAB needs to demonstrate evidence of consultation with older people, using the partnership network for consultation and to collate all of the evidence already available. The majority of the development funding should go on consultation and BLF want to see resource in kind from partners.

Richard confirmed LinkAge would like to be involved in the conversations work and will brief Claire Miller.

The broad approach described by Alan was endorsed by the Board.

b) Communications plan

Ruth presented a Communications work plan. Establishing the BAB brand is a priority and the domain name bristolageingbetter.org.uk has been purchased. The Communications group will promote the consultation activities and engage with media partners. Judith (BOPF) and Heather (Aardman) will join the Communications group. Voscur will be asked and Richard Jarratt recommended Russell Cowan (LinkAge).

4. Gathering evidence and evaluation

Rachel Allbless reported the formation of the evidence and evaluation group. The group is working with Robin Means to establish baselines and measure the success of the BAB programme. Bristol City Council is ensuring the data they are collecting is useful to the BAB programme e.g. the Quality of Life survey, an annual perception survey providing valuable trend data.

Judith reported that BOPF have a recent survey relating to loneliness & isolation. Once the information is collated it will be shared. Barbara Janke advised that faith groups are doing lots of work on loneliness and will be useful contacts.

Richard Jarratt suggested that any partners considering surveying their groups should speak to the evaluation team first.

Keith said each partner should think broadly about the role they can play e.g. consulting with older people in GPs surgeries where organisations are already working.

Kay reported that Dave Clarke will be available from next year to pull together and collate the evidence from the consultations. Dave has been working on social isolation across the city. Kay and her team meet weekly to discuss what they can contribute to the BAB programme. Ruth is working with Geraldine Summers (BCC) on the communications plan.

Guy offered to develop materials for conversations with older people.

The Board supported the approach identified in Alan's papers and powerpoint presentation including engaging partners as widely as possible.

Roy suggested targeting local churches in BME communities. Mirella reminded the group to engage those with disabilities or mental health issues.

Mark and Robin Means met last week to discuss the Productive Margins project that UWE and Bristol University are involved with.

(Barbara Janke left the meeting).

5. Development funding proposal update

The application was submitted 8th November. If successful the majority of the £20k will be used to have local conversations with older people and support small organisations to do this. Some money will go to the Council to draw out the information required for the bid e.g. citizens panel. The outcome will be known in January.

Judith reported she is helping to plan the South West Seniors Network meeting on 4th March 2014. BAB will attend to update on the programme so far.

6. Actions and key next steps

Some of Ruth's time has been backfilled to allow her to concentrate on the BAB work. Mark and Ruth will continue to develop the work plan and bring to the next meeting. The preparatory conversations work will begin.

Mark reported he has the support of the rest of Age UK Bristol with this work. The BAB programme ties in completely with Age UK Bristol's vision and values.

Alan showed a slide detailing the BAB work undertaken in the last month including meetings with partners and media mentions. The board were asked to inform Alan of the BAB work they are undertaking also. Kay is looking into ways of showing this information in different media formats.

7. Evaluation of meeting

The meeting started slightly late.

The meeting was well chaired. A summary of each agenda point would be useful in advance of the meeting.

The quantity of work undertaken so far exceeded expectations.

More communication with the board and partners was suggested.

Ruth to send out powerpoint presentations with the minutes.

A list of actions is needed for the Programme Board.

Date of next meeting:

Wednesday 22nd January 2014, 1:30 – 3:30pm

Canningford House, 30 Victoria Street, Bristol