

Bristol Ageing Better Programme Board

Wednesday 22nd January 2014

Age UK Bristol, Canningford House

Present: Alan Carpenter (Chair), Judith Brown (Deputy Chair), Roy Hackett, Robin Means, Mirella Brittan, Richard Jarratt, Kay Russell, Rosa Hui, Brian Richards, Heather Wright, Guy Robertson, Bob Maggs, Stacey Butterworth, Ruth Richardson, Mark Baker

Apologies: Keith Sinclair, Richard Lyle

1. Welcome and Introduction

Alan welcomed all to the meeting and made attendees aware that the timings of the agenda had been slightly adjusted. Alan highlighted points 3-6 of the agenda as being a key focus of the meeting.

The minutes of meeting held 3rd December 2014 were agreed as a true and accurate record of the meeting.

Alan gave a presentation on 'Balance and Focus' - to give a clearer understanding of the plan, how it all fits together and the current phase the project is in. The focus should be on keeping the final bid in mind, considering the need to blend what older people tell us, best practice and the need for partnership working. Board members were encouraged to look at and read the BLF vision and strategy guide in full.

Brian felt this was getting technical and questioned how this relates to the group and the work being done. Alan referenced a diagram he has created to outline work that needs to be done and at what time.

Heather agreed it would be very important to focus on the key submission questions and keep them in mind when carrying out work, reiterating that it would be useful to know what the key areas are.

2. Second Partnership Meeting

Judith described the last event, highlighting the posters that were made of each of the identified areas with groups from the previous meeting. Judith praised Ruth for the effort that went into the planning of the event and production of materials.

Ruth reported it was a well attended meeting that generated a lot of enthusiasm about the project.

Judith reported getting feedback that board members could be communicating more effectively and proposed including photographs with names and contact details on the website when it is created.

BAB partners were provided with an opportunity to comment on the logo and character designed by Aardman and to vote for their favourites.

Partners were also asked to map the resources available in the 12 Bristol wards most at risk of social isolation.

- 3. Conversations** Ruth gave the Board an update on the conversations strand of the programme. Partners were asked in December to indicate how many older people they are hoping to consult with and what resource would be required from BAB. Alongside a citywide conversation there will also be three local areas where partners will lead the Conversations work. The board agreed Bedminster/Southville, Lawrence Hill and Filwood as these areas. There will be also be a specific focus on Conversations with groups at risk of social isolation (e.g. BME, living in care homes, bereaved) led by self-nominated partners.

Rosa reported that BACWG had not been included on the list that was distributed and Ruth assured her that this has now been rectified.

The briefing for partners will be developed soon and conversations will be held throughout February. This will be followed by a large conversations conference to share the learning gathered. The board approved holding the conference the week beginning 17th March. The board recommended inviting all older people involved in the Conversations to attend.

Kay suggested talking to area managers to get a bigger reach of people involved. Brian suggested that WOW would be a good, active partnership to be in contact with. Mirella asked if it would be possible to contact people through health centres. Alan suggested help from CCG. Roy suggested accessing black elders through churches in specific areas, as this is a big part of their lives. Guy suggested that many wider faiths could be reached in this way. Heather and Bob suggested groups for older people through GP's.

4. Communications Strategy

Ruth presented the short term and long term objectives of the communications strategy for the BAB project overall. So far – Aardman logos have been drafted and have been discussed, with feedback given. The website should be ready by the weekend – intended to be the go to source of information for all members, with everything being accessed in one place.

Ongoing media coverage will be pulled together and they will be very proactive to get coverage. Feedback on the Aardman designs was passed on to the board – the purple design for the character and the balloon design for the logo was favoured. Information is to be sent to Aardman to get final designs sent through.

Kay suggested linking with the BBC as they have been doing work with older people. Discussion took place around communicating with the Lord Mayor and Youth Mayor, to meet with the board and discuss the project to give official sign off on the work being done.

It was suggested that the Lord Mayors vision of Bristol is published on the website when it is ready, to show how this has been considered in the work being done.

5. Evaluation Work Plan

Robin presented an overview of his paper 'Evaluation and Bristol Ageing Better'. The main points were:

- to understand what already exists and build on this
- sustainability will only be possible with good evidence and commissioners' involvement
- draw upon research and funding that already exists, but not dominate our work
- evaluation links to the communications plan – how the information and outcomes are going to be shared

Alan asked whether quality needs to be a focus as well as statistics. Robin responded that national research will be focussed on numbers but there will also be a need for qualitative research and evidence. This was met with approval from the board.

Robin described the long term aim of this project to create a self-sustaining social enterprise and there is a need for clarity regarding costings over the 6 year period. Guy supported that the idea of this was fantastic and discussions took place about the intention of Bristol becoming an Age Friendly City. Kay spoke around reasons why this may not advance, but spoke of other initiatives that are being discussed. There was a feeling that the city having this status could have a large impact when the bid is assessed against other cities.

Robin spoke about recent contact he made with the Soil Association about their 'food for life' programme and discussed the ways in which this could be incorporated into the BAB project.

6. Actions and Next Steps

Guy presented the paper 'developing the bid' and spoke about plans to prepare for the bid. It was pointed out that evidence based bids will be attractive to the lottery and time should be taken to review the evidence beforehand. Three proposals were made:

- 1- For a group of older people to undertake a visit to Dorset Wayfinders to find out what it is about and how it works
- 2- To look at the work needed for Bristol to become an age friendly city. The only city to have this in the UK is Manchester, so a video link could be set up to discuss.
- 3- To meet with national experts related to the initiatives to hear their thoughts on the plans

Discussion took place around recruiting the right people to take part in this exercise and including a large group, representative of all of the groups being focussed on. Guy stated that the board needs to have a series of business plans for each item we wish to be funded with the costs involved.

7. Evaluation of Meeting

It has been emphasised that there needs to be transparency between the board and all members of the partnership. This will be aided by the communications strategy that has been outlined. Work needs to be done to continue to involve older people and hard to reach groups, which will be covered in the conversations. Aims are to have a meeting with the Mayor and to continue to create unusual links (such as the example of The Soil Association, as previously discussed). More time and longer meeting.

Date of next meeting:

Tuesday 25th February 2014, 1:00-3.30pm