

## **Letter from Jim Baker, Director Age Concern, Brighton Hove & Portslade**

### **BACKGROUND**

1.1 Age Concern Brighton Hove & Portslade has a central and essential role of ensuring that the perspective of older people in this City is considered by decision makers within the City. Our Mission and Core Values are below, and we hope that these show our desire to act in partnership to ensure that our client group are able to receive a quality, unified, service from all providers across the City.

1.2 Our intention in making a submission to the Scrutiny Panel is to assist the Panel's deliberations discussing and making recommendations in relation to:

- (i) **Impact & Communication.** Communicating with 30%+ of the population when there is no free newspaper and many of them do not purchase the local paper or welcome unsolicited correspondence is a significant problem in this City
- (ii) **Trust & Rumour** Within a context of lack of information, or lack of choosing to access information it is very easy for people with a negative perspective to cause distress amongst others
- (iii) **Collaboration & Value For Money.** There is a considerable amount of quality information and organisations currently available in the City in relation to community safety but how effective can numerous leaflets and consultations be, if older people are expected to read them all and know what is relevant at a given time
- (iv) **Targeted Support.** City wide information may not deal with the problems experienced (or believed to be occurring) in specific localities
- (v) **Network of older peoples organisations.** How do we ensure that they have a chance to be involved, even if they are small and do not have a constitution. This is critical if we are to make this work in neighbourhoods

- (vi) **Role of the Older Peoples Council.** Although it is true that there are a number of organisations involved in working with older people the only formally elected body across the City is the OPC. Its role within this process requires clarification
  
- (vii) **Relationship to the Local Area Agreement targets.** In particular
  - N14: People who feel they can influence decisions in their locality;
  - N16: Participation in regular volunteering;
  - N17 Creating an environment for a thriving third sector.

## **AGE CONCERN**

### **Our mission**

Our mission is to promote the well-being of all older people and to help make later life a fulfilling and enjoyable experience.

### **Principles**

Values and principles underpin what we do, why we do it, and guide how we work to achieve our mission. Our underlying principles are:

- Ageism is unacceptable: we are against all forms of unfair discrimination, and challenge unfair treatment on grounds of age
- All people have the right to make decisions about their lives: we help older people to discover and exercise these rights
- People less able to help themselves should be offered support: we seek to support older people to live their lives with dignity
- Diversity is valued in all that we do: we recognise the diversity of older people and their different needs, choices, cultures and values
- It is only through working together that we can use our local, regional and national presence to the greatest effect.

### **Values**

Our work is also guided by a set of values:

- Enabling: we enable older people to live independently and exercise choice
- Influential: we draw strength from the voices of older people, and ensure that those voices are heard
- Dynamic: we are innovative and driven by results and constantly deliver for older people.

- Caring: we are passionate about what we do and care about each individual.
- Expert: we are authoritative, trusted and quality-orientated

### **Corporate priorities 2007 – 2010**

- Prevent poverty and maximize income in retirement
- Promote age equality and enable older people to make full contributions to our economy, society and neighbourhoods.
- Maximize healthy life expectancy and promote health, independence and wellbeing for all older people
- Achieve greater social inclusion of the most disadvantaged older people and challenge the causes of exclusion
- Achieve a step change in effectiveness and efficiency, in which a crucial element will be a greater focus on older people as customers and contributors to all that we do

