

East Midlands Regional Later Life Forum

Terms of Reference

PSA 17

Public Service Agreement 17: Tackling Poverty and Promote Greater Independence and Wellbeing in Later Life was published in 2007. The PSA focuses on the quality of life in the UK, seeking to make the most of the opportunities offered by longer life, and driving forward the necessary cultural and behavioural changes.

The PSA covers the broad range of the later life agenda and specifically, achievement will be measured by the Government's five indicators:

- 1. The employment rate of those aged 50-69 and difference between this and the overall employment rate.** In 2009, a third of the UK population will be over 50 and may well want to work.
- 2. The percentage of pensioners in low income.** Reducing pensioner poverty is a key Government objective.
- 3. Healthy life expectancy at age 65.** This is not just about living longer but about making the extra life work living.
- 4. The proportion of people over 65 who are satisfied with their home and their neighbourhood.** Satisfaction varies depending on the areas in which people live and the suitability of their housing, and is a particularly important contributor to overall independence and well-being. As they get older, people become increasingly more likely to spend more time in their homes and in their immediate neighbourhoods.
- 5. The extent to which people over 65 receive the support they need to live independently at home.** Living independently and having access to services is vital.

Mission

To enhance the quality of life, improve engagement and increase economic wellbeing and the opportunities for current and future older people within the East Midlands Region.

Aim

To be a regional strategic forum, highlighting and disseminating information on the key issues facing the ageing population of the East Midlands and responding jointly to address the agenda.

Objectives

- **Develop a comprehensive evidence base** by conducting research into good practice and engagement with older people across the region so to identify gaps in provision.
- **Promote awareness** of the impact and implications of the demographic change across the region to increase understanding among partners and key decision makers especially in strategic policy and planning and in joining up delivery of services to ensure achievement of outcomes.
- **Communicate effectively**, bringing together key partners to be a strong, uniting influence to tackle later life issues within the region, preventing duplication and maximising impact on the five PSA 17 indicators. To represent the region's voice with DWP to inform policy development
- **Influence** a wide range of public, private and independent agencies on issues of ageing, valuing older people as a resource, and of the importance of the social and economic well-being of older people. This includes, influencing the inclusion of the later life indicators in LAAs, where appropriate.
- **Engaging and Involving** older people across the region to ensure their views are represented within the Government's Later Life agenda.

Frequency of meetings

Initially, 6 weekly for first 3 meetings to establish the Forum, then moving to bi-monthly with Task and Finish groups operating to progress initiatives as and when required.

Chair

Heather Pick, Assistant Director Older & Disabled People's Service, Leicestershire County Council.

Communication to a wider audience

The Forum will establish a communication strategy for its activity around the later life agenda. This will include devising feed in and feedback mechanisms from the various sectors represented on the forum as well as communicating to the region on progress against priorities.

Initial focus for the Forum

Due to the broad nature of the later life agenda, covering a range of issues affecting people in later life, it is proposed that the Forum adopt a single issue approach so as to ensure that key issues are prioritised and addressed and achievements can be clearly identified.

Hosting the East Midlands Later Life Conference to both raise awareness of the later life agenda across regional stakeholders and to identify key regional issues for the Forum to address ensures that regional stakeholders are consulted on the way forward for the region.