



SEEFA Member Briefing December 2016

We thought SEEFA members might appreciate another short written briefing. Further information is available from any member of the SEEFA Executive Group or you could have a look on the SEEFA website at www.SEEFA.org.uk. *Please talk to us if you have later life issues you want raising or if you have examples of good and bad practice.*

1. **SEEFA's call for 'a new narrative on ageing'**. EngAgeNet, The English Age Network, has now adopted SEEFA's call for a new narrative on ageing and will be promoting the call across via Forums across England and at national level. We have produced a leaflet and hope this will be useful to you in your work with groups and forums. If you'd like hard copies of the leaflet please let us know: juliapride@gmail.com.
2. **Our ageing society – challenges and opportunities for business'**. This joint project with South East Age UKs is aiming to improve the experience of older consumers. We held a Policy Panel on 31st October where we identified key issues on the subject. We were particularly interested in how customer service can be delivered more appropriately and how customer choice can be extended. We felt that negative and inaccurate perceptions of ageing were at the heart of the problem. The growing later life market potentially presents huge business opportunities and as older consumers we'd like to have input into how things can be improved.

A Symposium on the subject will be held on 20th March 2017 at the House of Lords. SEEFA members are invited to attend.

3. **Response to the Government consultation on the Carers Strategy**. In September SEEFA and representatives of Carers UK met with the Department of Health to discuss the Carers Strategy. We were able to give some firsthand accounts of the carer experience and to offer suggestions. A written paper has been produced and shared with Department of Health colleagues. We are hoping for further discussions once the Carers Strategy is nearer completion.
4. **Policy Panel on Later Life and Ageing**. We'd like to extend Policy Panel membership and to ensure we have as wide and diverse a range of views as we can. In particular we'd like to invite members who do not normally have the opportunity to speak out e.g. those in residential care, people with dementia and people from under-represented groups. If you have any suggestions please let us know.
5. **Later Life Digital Inclusion**. Our emphasis continues to be on including a later life perspective when planning digital inclusion initiatives. Mike Bojczuk is taking work forward in Brighton which aims to show how to improve IT access to previously excluded groups and to showcase good practice which can be repeated elsewhere. If you'd like to know more please contact Mike: mike_bojczuk@yahoo.co.uk.
6. **SEEFA's strategy on influencing policy makers**. You may be interested to see the list of some of the influential platforms SEEFA links with nationally. This is of course in

addition to the regional and local bodies and forums we regularly speak at. In the last quarter alone (July, August, September 2016) the SEEFA Executive contributed to the following:

- The All Party Parliamentary Group on Housing and Care for Older People
- The Housing and Ageing Alliance
- The Housing Champions
- The Living Well for Longer Partnership Board
- The Diversity Leadership Panel at Guys Hospital, Kings College London.
- Several Age Action Alliance meetings e.g. the Partnership Development Group; Digital Inclusion Group; Loneliness and Isolation; Transport Working Group.
- Meeting with the Cabinet Office on volunteering policy
- The English Age Network, EngAgeNet
- Age UK's Policy Sounding Board
- Department of Health on the Carers Strategy Consultation
- The National NHS Leadership event - focussing on patient and carer activation and peer leadership
- Joint conversation with Civil Servants on employment for older people and housing options for older people
- The CQC Policy development group
- The International Longevity Centre
- One to one meetings with the Centre For Ageing Better

In addition to the above we contributed to many regional and local meetings in various parts of the South East of England.

We are totally indebted to SEEFA members who via the Policy Panel and other events express views and identify key issues which can be put forward with confidence to policy makers and others who make decisions which affect our lives. In order to be influential we need your views. *Please do let us have them and we can feed them in directly.*

7. **Social media.** We are on Twitter. You can follow us: <https://twitter.com/seefauk>
8. **National links.** The new national independent England wide body EngAgeNet, The English Age Network, has now been established and we see it as an important national champion for ageing issues. There will be a launch in 2017. We've had a very positive response so far from a range of policy makers who are welcoming our ideas. If you'd like further information on this please let the independent Chair, Marjory Broughton know (marjorybroughton@gmail.com).
9. SEEFA is of course continuing to operate as an independent registered charity

SEEFA appreciates all your help and support!

Julia Pride, on behalf of SEEFA: juliapride@gmail.com, 07771941290

The SEEFA Agenda – A summary of SEEFA's key messages

Ageing itself is not a social and economic problem. It is an inter-generational issue, presenting both opportunities and challenges.

Ageist attitudes based on misunderstanding about the value and contribution of older people and perpetuated in the media must be challenged. Negative attitudes and behaviour cause real harm.

People are unique individuals, each with a different story. We need to recognise the diversity of ageing, not 'lump' everyone in together.

All older people including those from minority ethnic groups, LGTB, people with specific health needs and disabilities etc should be treated as individuals. Measures should be taken to engage properly when planning services, to listen to older people at the point of delivery of services and to seek and act on feedback.

Older people are not an economic burden but are net contributors to the economy

Taking all their various contributions together, people aged 65 or over are calculated to be making an annual net positive contribution of £40 billion to the UK economy (i.e., net of the costs of pension, welfare and health support). By 2030 this positive net contribution is forecast to rise to £77 billion.

Older people are active citizens and assets within their families and communities.

Older people make a massive contribution to society as carers and volunteers - an annual average of 75 hours in charitable work and 73 hours in voluntary community work, valued at over £11 billion. They also provided on average 326 hours in free care for grandchildren, parents and other family members, an annual contribution valued at over £15 billion [Source: MGM Advantage's *Retirement Nation* report (2012)].

Equal access to employment opportunities for older people will benefit business and society as a whole.

Employing older workers brings tangible economic benefits to the country, to employers and to the workforce as a whole. Negative attitudes to older workers continue to represent a major barrier.

Find out more [here](#).

SEEFA is the South East England Forum on Ageing. Our aim is to bring people together to influence later life strategies, policies and services to make life better for current and future generations of older people. Our objectives are as follows:

- **To raise awareness of issues around ageing and later life**
- **To share good practice and innovation, news and information**
- **To review and inform strategies and policies that will impact on later life**
- **To promote the engagement of older people, partners and policy makers**
- **To challenge ageism and promote social inclusion and independence for older people as citizens**