



SEEFA Member Briefing April 2017

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 us to raise or if you have examples of good and bad practice.*

1. **Symposium: *Our ageing society – challenges and opportunities for business***. Following the Policy Panel on 31st October 2016 where we identified key issues on the subject of business responses to an ageing society, we held a major event, a Symposium, at the House of Lords on 20th March 2017. This was part of the joint project with South East Age UKs, aiming to improve the experience of older consumers. At the Symposium we examined the subject from different perspectives in a debate hosted by Lord Filkin and chaired by David Brindle. A summary of the event is available. Further work on this will take place and we hope people will take the issues forward in their neighbourhoods and organisations.
2. **Launch of EngAgeNet.** The new independent England-wide body EngAgeNet, the English Age Network, was launched on 20th March in the House of Lords. The website is: www.EngAgeNet.org.uk. If you'd like further information please let the independent Chair, Marjory Broughton know: (marjorybroughton@gmail.com).
3. **SEEFA's work to improve Housing. Response to the Housing White paper.** We have responded to the call for views, drawing attention to the unmet housing need in the light of an ageing population. We have met with the Department of Health, Cabinet Office and DCLG on this and we are working with Care and Repair and the Housing Champions to push forward the case for better, more suitable housing and greater engagement with older people. A body of evidence is now emerging which links health benefits to good housing. For further information on this please contact me.
4. **Policy Panel on Later Life and Ageing.** On 19th January 2017 the Policy Panel on later Life and Ageing met to consider how people of all generations can work together to make later life better for everyone. We developed our key issues and these can be used in discussions with policy makers. We'll be exploring this theme further and plan to hold a Convention on the subject.

As previously mentioned, 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.** Mike's work in Brighton is continuing. If you'd like to know more please contact Mike: mike_bojczuk@yahoo.co.uk. We are still of the view that

digital exclusion is a major problem and one which has not been recognised by government and businesses. We'll continue to take this strand of work forward through our work on the challenges and opportunities for business of an ageing society.

6. **SEEFA's strategy on influencing policy makers.** As before I'm listing 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 connect with and the policy consultations to which we have responded. The SEEFA Executive has contributed to the following:

- The Housing and Ageing Alliance
- The Housing Champions
- An ESRC seminar on re-imagining loneliness
- The 'Celebrate Ageing Together' event at the Centre for Ageing Better
- Several Age Action Alliance meetings e.g. the Partnership Development Group; Digital Inclusion Group; Loneliness and Isolation; Transport Working Group.
- EngAgeNet, The English Age Network
- Age UK's Policy Sounding Board
- An event on supported housing organised by the Parliamentary Outreach Team
- The International Longevity Centre
- One to one meetings with the Centre For Ageing Better
- Age UK in the South East

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>. We are setting up a blog and we'll let you know when that goes live. Meanwhile visit our website on: www.SEEFA.org.uk.
8. 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

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**