

Review of UK Advisory Forum on Ageing – Update

Recommendations – Progress so far ...

- Regional groups & devolved nations should have standing items within UKAFA
 - Facilitating the achievement of tangible outcomes by reporting back to UKAFA on how discussion has influenced policy/strategy/outcomes
- November 2012 – SW Forum
 - March 2013 – NE Forum
 - June 2013 – Wales
- Process to deliver this will be introduced starting with this meeting

Recommendations – Progress so far ...

- Some members have a less than 30% attendance record over the last 3 years
 - To better present joined-up government UKAFA should include representation from more government departments
- Members who have not attended, or sent apologies, for the last 2 meetings will be contacted about their ongoing engagement with UKAFA during April/May 2013
 - Minister for Pensions has written to Ministers at DEFRA, DECC, and DfT, all of whom have agreed to engage with UKAFA

Recommendations – we will be asking you to

- Member profiles – sharing the interests, skills & experiences of individual members to encourage more cross organisational work
- There is less resource available for the Secretariat - members to feedback on the services they most value

- During April we will be sending out a template for you to complete
- Please let Gwen/Helen have your feedback on this by **26 April 2013**

Recommendations – we will be asking you to

- Supporting representatives – produce a guide for members advising on how to engage with UKAFA and report back, etc.

- Please let Gwen/Helen know by **12 April 2013** if you would be interested in helping to develop this

Recommendations – short-term parking

- To best represent an ageing society UKAFA should be more diverse & intergenerational
- Develop a communications strategy for UKAFA as it is not easy to find information
- Terms of reference are fit for purpose

- Need to know & understand “fit” with wider environment, e.g. Minister for Older People debate, Lords Committee on Public Service & Demographic Change report

Recommendations – to discuss today

- Members to work together between meetings and to drive outcomes for UKAFA
- Members of UKAFA should take the lead on subject areas, e.g. housing, digital inclusion, loneliness and isolation, etc.

- What should you be doing to make this happen?
- What can we do to help support this?
- How might this work?
- What changes might this approach deliver?
- Might this approach have links to the work of the Age Action Alliance?

Recommendations – to discuss today

- Develop a communications strategy for UKAFA as it is not easy to find information

- Who would be the target audience? Government departments? Older people? General population? And why?
- What would be the main purpose? To raise general awareness? To market UKAFA to a wider audience? To extend the level of engagement? Or?