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

<table>
<thead>
<tr>
<th>Develop a communications strategy for UKAFA as it is not easy to find information</th>
<th>Who would be the target audience? Government departments? Older people? General population? And why?</th>
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<tbody>
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<td>What would be the main purpose? To raise general awareness? To market UKAFA to a wider audience? To extend the level of engagement? Or?</td>
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