

**CONCISE REPORTING FORMAT FOR SUB GROUPS TO OLDER PEOPLE**  
**PARTNERSHIP BOARD**

- Sub Group:
- Date of OPPB Meeting: 7<sup>th</sup> November 2007
- Reporting Lead: Sheila Davies
- Specific Questions Raised by OPPB for SubGroup?

Update on work to be incorporated into Strategy objective 5 :

*- To address the failure of the market to deliver the types of products and services that older people want*

- Specific Questions for OPPB Raised by SubGroup

**Do OPPB support the development of a subgroup to explore and focus work on Objective 5**

- Report Update to Strategic Group on Progress of Constituent Group. To include – progress against milestones – constraints - resource implications:

A meeting was held with Pat Ward of the Bucks Economic Development Team. Pat outlined the departmental structure within which the Economic Development Team worked at County and the outside networks that they access also that they were lead for Block 4 of the LAA on economic development.

Sheila Davies and Chris Stanners represented Bucks Older People Forum at the meeting and outlined the fact that objective 5 was included in the Bucks Older People's Strategy in recognition of the fact that the activity of commercial organisation was equally as important to the wellbeing of local older people as that of Health & Social Care and should therefore be explored and expanded further. We discussed opportunities for progressing this area :

- 1) The refresh of LAA Targets in the Blocks for older people and economic development for 2008
- 2) To capitalise on the increased awareness of businesses on the marketability of issues such as: Social Responsibility, changing demographics, and the power of the grey pound.
- 3) Pat to raise the issue at the County meeting of Economic Development teams the following week.
- 4) Pat to discuss opportunities within BCC with Kerry Stevens
- 5) Research to be undertaken for examples of commercial good practice eg B7Q employing staff aged 50 plus