



A Sure Start to Later Life

Enhancing Social Inclusion for Older People

A one day Conference in the Brighton Centre
Thursday 27th July 2006

Two recent Government reports, 'Opportunity Age' and 'A Sure Start to Later Life' have set an ambitious and challenging agenda to reform public services and public attitudes towards older people and ageing.

As part of the Brighton & Hove "Celebrating Age" festival, a national conference is being held for participants to **hear about the policy from those who made it, **debate** the rhetoric and the reality, **challenge** stereotypes and **discuss** how to make it happen at regional and local levels.**

The day will be highly participative and focused on achieving tangible outcomes for older people.

Aims of the Day:

- **Provide an opportunity to hear about this crucial national development agenda from policy makers, government department heads and public service leaders – and those responsible for making it happen on the ground**
- Create an environment of open and honest debate about the rhetoric and the reality of the Sure Start model, and approaches for working with excluded older people
- **Challenge and explore the stereotypes of "excluded older people" and identify the barriers and the levers for positive change for individual older people and local populations**
- Use the South East Region as a focus of discussion for exploring implementation opportunities and challenges

Who should come:

We are looking for an audience of all stakeholder and partner organisations who together will make Sure Start a reality for all older people everywhere.

- **Older people – both individuals and representatives of forums, advisory groups, networks and community groups**
- Lead officers for older people's services across all public services
- **Lead civil servants and officers from Regional Government Offices and central Government Departments**
- Chief Executives and Directors of all public services – NHS organisations, Adult Social Care services, Libraries, Learning and Leisure, Pensions, Fire and Rescue, Ambulance services, Sports and Recreation (etc)
- **Chief Executives and senior offices of voluntary and community sector organisations and other independent providers of services**
- Learning and Skills Councils
- **Research and other Academic Institutes**
- Professional Associations and Trade Unions
- **Lead practitioners**

Brief Programme

Hosted by



GOVERNMENT OFFICE
FOR THE SOUTH EAST



From 10.00am – Arrival, Registration and Refreshments

11.00am Welcome and introduction from our Conference Chair
David Brindle, Public Services Editor, the Guardian

11.10am Keynote Address: A Policy Update
Government Spokesman

11.30am Nothing About Us Without Us!
Joan Moorhouse, Chair, Brighton & Hove Older People's Council

11.50am Round Table Discussions

12.05pm Housing for an Ageing Population
Heléna Herklots, Assistant Director/Head of Policy, Age Concern England

12.30pm Q&A

1.00pm Lunch and networking

Afternoon programme: turning rhetoric into reality, focus on the South East

2.00pm Welcome back from the Chair

2.10pm Afternoon keynote: Martin Tugwell, Planning Implementation Director
South East England Regional Assembly

2.30pm Q&A

2.35pm Workshops - choice of one of five parallel workshops *

3.35pm Refreshments

3.55pm Feedback

4.00pm Closing Session: Workshop Feedback and Panel Discussion
with speakers and experts in the field

4.45pm Final Summing up

5.00pm Close

*** Workshop themes include:**

- **Making a Difference Through Volunteering – lessons on reducing isolation from new national research**
- **Brighton & Hove Council – A Sure Start/ LAA Pilot for Older People**
- **Learning from the East Sussex POPP pilot**
- **Ensuring joined up services for older people: Portsmouth Prevention Network for Older People**
- **Health Activists in Slough and West Sussex**

Cost: (inclusive of VAT)

£99 for statutory agencies/staff and private/independent organisations

£80 for VCS organisations

Free to older people

This includes attendance, all materials and refreshments at the conference.

Cancellation fee: £25 admin charge up to 2 weeks prior to the event. Places cancelled after the 13th July will not be refunded, but we are happy to receive substitute delegates.

A Sure Start to Later Life: Enhancing Social Inclusion for Older People

Thursday 27th July 2006

Booking Form

Please complete and return this form to:

✉ Post: Liz Preter, Centrevents, PO Box 42334 London N12 0WF

☎ Fax: 020 8922 1135

✉ Email: liz@centrevents.co.uk

Enquiries ☎ 020 8922 1135 or 01273 441676

I would like to book _____ place(s) at the Sure Start to Later Life conference

Delegate 1

Name: _____

Job Title: _____ Organisation: _____

Address: _____

Postcode: _____

Telephone: _____ Email: _____

Please tick the relevant boxes

Dietary Requirements:

Vegetarian Vegan Other (please specify) _____

Access Requirements:

Wheelchair access Induction Loop Other (please specify) _____

Delegate 2

Name: _____

Job Title: _____ Organisation: _____

Address: _____

Postcode: _____

Telephone: _____ Email: _____

Please tick the relevant boxes

Dietary Requirements:

Vegetarian Vegan Other (please specify) _____

Access Requirements:

Wheelchair access Induction Loop Other (please specify) _____

Payment Details

£99 for statutory agencies/staff and private/independent organisations

£80 for VCS organisations

Free to older people

I enclose a cheque for _____ made payable to Centrevents

I would like to pay by BACS

(please contact us for account details and send a BACS remittance as confirmation of payment)

I would like an invoice sent to:

Contact telephone number for invoice queries:

Purchase Order Number:

Authorised signature: