

# Report

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Report to:	<b>Equal Opportunities Forum</b>
Date of Meeting:	<b>13 December 2011</b>
Report by:	<b>Executive Director (Finance and Corporate Resources)</b>

Subject:	<b>Forward@fifty - The Big Event 2011</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ inform members of the second annual Seniors Together in South Lanarkshire "Big Event" held on 16 September 2011

## 2. Recommendation(s)

2.1. The Forum is asked to approve the following recommendation(s):-

- (1) that the report be noted.

## 3. Background

- 3.1. Forward@fifty develops opportunities and activities for people over the age of 50 in South Lanarkshire. The group's aim is to help people keep physically and mentally active and to encourage them to participate as active citizens.
- 3.2. This group emerged from Seniors Together, a South Lanarkshire Council project that works in partnership with older people to change attitudes and improve services for older people. With on-going support from Seniors Together, Forward@Fifty has now established itself as an older people's group in its own right.
- 3.3. Group members strongly believe that getting people active and involved in the early retirement years will help to keep them active into their 70s and 80s. This will not only increase their quality of life and maintain their health, but will in the longer term reduce the cost to the public purse.

## 4. The Big Event

- 4.1. With this in mind, the group held a festival for older people in 2010 called The Big Event. The purpose was to give older people the opportunity to take part in taster sessions for activities and opportunities that are available to them across the South Lanarkshire area. The event was also an opportunity to provide relevant information on topics such as health, home and personal safety.
- 4.2. The day proved so successful that the group decided to hold a second annual event on 16 September 2011 in Hamilton Palace Sports grounds and Low Parks Museum.
- 4.3. The group developed an even bigger programme for the day and, as part of their strategy for involving more older people each year, they held an information event on Monday 7 March 2011 in Carluke Leisure Centre. This was a mini version of the Big

Event Programme where older people were encouraged to take part in taster sessions such as zumba, new age kurling and bowls and health checks.

- 4.4. The group again managed to attract many partners for the event including:-
- ◆ Her Majesty's Revenue & Customs
  - ◆ South Lanarkshire Leisure and Culture
  - ◆ Department for Work and Pensions
  - ◆ Care & Repair
  - ◆ South Lanarkshire Council
  - ◆ Strathclyde Fire and Rescue
  - ◆ Strathclyde Police
  - ◆ Tunnocks
- 4.5. It also attracted many new participants with over 50% of those attending coming to a Forward@fifty event for the first time.
- 4.6. There were individuals from all parts of South Lanarkshire present and all ages from 50 to 80 were represented.
- 4.7. The majority of those attending found the information and physical activities zones of most interest though many did also enjoy the wellbeing and outdoor activity zones.
- 4.8. Over 50% of those attending heard about the event through word of mouth and all said they would recommend it to friends and family for future years.

## **5. Employee Implications**

- 5.1. None

## **6. Financial Implications**

- 6.1. None

## **7. Other Implications**

- 7.1. None

## **8. Equality Impact Assessment and Consultation Arrangements**

- 8.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.
- 8.2. There was no requirement to undertake any consultation in terms of the contents of this report.

**Paul Manning**  
**Executive Director (Finance and Corporate Resources)**

24 November 2011

**Link(s) to Council Objectives/Improvement Themes/Values**

- ◆ People focused
- ◆ Tackling disadvantage and deprivation

**Previous References**

- ◆ Equal Opportunities Forum – 8 December 2009

**List of Background Papers**

None

**Contact for Further Information**

If you would like to inspect the background papers or want further information, please contact:-

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