

Select Committee on Community Safety and Community Services – 11th June 2009

Report of the Chief Executive

Intergenerational work within Dudley MBC

Purpose of Report

1. To appraise the Community Safety Select Committee of Intergenerational activity taking place within Dudley Borough

Background

2. In 2005, the 'Older Peoples Strategy' formulated by Directorate of Adult and Community Housing (DACHs) identified that: "Intergenerational activities should be promoted with an emphasis for younger people and older people to develop mutual respect and access to universal services"
3. The Intergenerational Themed Action Group (ITAG) is a multi-agency group formed as a result of the older peoples strategy and is chaired by Mike Marshall from DACHs. Members from the Older Peoples Forum and Dudley Youth Council attend ITAG meetings which ensures that both young and older people from Dudley Borough play an active role in intergenerational work developments
4. The ITAG is in the process of establishing what intergenerational work is taking place across the borough. It also promotes the positive work and impact of this work.
5. The aims of the ITAG are to: -
 - Engender two-way respect
 - Reduce perceived barriers between older and younger people
 - Increase awareness of mutual support
 - Recognise commonalities rather than differences
 - Strengthen communities and community cohesion
6. The objective of the ITAG is to ensure: -
Opportunities are in place to enable younger and older people to gain a greater degree of understanding about each other

Examples of Intergenerational activities

7. At the older people's conference held in October 2008, the members of Youth Council conducted a workshop entitled 'bridging the gap'. It had a positive impact and encouraged lively debate between the two generations which discussed aspects such as; 'are all young people bad?' 'Do young people have it easy these

days?' And 'what was the worst thing you did as a teenager?' (apple theft / scrumping was mentioned several times by the older generation in this section!)

8. Keep Well Keep Safe (KWKS) is a project for over 60's run by the 'Falls Service' (a council department within in DACH's). Last year two members of The Princes Trust Team volunteered throughout the KWKS week as part of their work placement, helping with refreshments and taking an active part in the workshops with the older people. This event will be repeated in 2009.
9. The Saltwells Youth Pact has brought together a number of young people, who either live or socialise in the local area, to discuss Community Safety issues and how they can be resolved, in an effort to promote a positive image of young people. The group are involved in a number of intergenerational projects e.g. day trips with local pensioners to Blackpool and to the pantomime, tending war graves and mentoring younger children. The group are supported in these projects by DMBC Youth Service and community volunteers
10. The above are examples of Intergenerational work taking place in the borough. There are a number of other successful intergenerational projects in progress which are having a positive impact on our local communities

Finance

11. Approximately £2000 was allocated to the ITAG in 2008 / 2009 by DACH's and used to promote intergenerational activity in the borough through a social marketing campaign. It is unknown at present whether the group will be allocated funds for 2009/2010

Law

12. Section 2 Local Government Act 2000 enables the council to do anything which it considers likely to achieve the promotion, or improvement of the economic, social or environmental well-being of the borough.

Equality Impact

13. The impact on equality between generations is as follows:
 - Engender two-way respect
 - Reduce perceived barriers between older and younger people
 - Increase awareness of mutual support
 - Recognise commonalities rather than differences
 - Strengthen communities and community cohesion
 - Reduce negative perceptions of young people

Recommendation

14. It is recommended that the committee note the information contained in this report.

John Poyellis

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Chief Executive

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