STRATEGY

AGE Concern *Bracknell Forest*

Thanks to the support of members, staff, volunteers, trustees, and donors …

The fabric of Age Concern has been restored.

- Day Centre: floors, bathroom and toilets, heating, furniture, equipment, staffing, IT, and quality (continuing)
- Reserves for minibus, and continuing operations + 2011 Mayor's charity

We want to increase our impact in 2013

Strategic approach

AGE Concern *Bracknell Forest*

- Initiatives informed by Age UK and other national reports
- Co-ordinated within Older People's Partnership
- ➢ Engage older people to identify what will improve their lives
- ➢ Work with service delivery partners
- ➢ Joint development to make a difference

BORN members

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- Bracknell Older Residents Network 'members' to inform our work through events and contacts
  - Periodically confirm their contact details and welfare
  - Inform them of relevant news and activities
  - Consult them to direct our work
- Our aim is to improve the lives of older people within Bracknell Forest
- Invite existing 2000+ service contacts to join
  - New purpose for holding their details
  - Comply with latest regulations
- Invite cross section through other groups

Service delivery partners

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- Informal agreement with "partners" … Working to benefit older people in Bracknell
- Keep each other informed of services
- Inform clients on each other's behalf
- Presence on our website
  - e.g. B.A.R.A. activities published on our website
- Refer/signpost clients when appropriate
- Joint ventures as and when appropriate

Strategic work for 2013

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- National research = "Getting on 2012"
- Strategy paper discussed by Older People's Partnership (Oct 17th)
- We can improve life for older people by jointly improving use of internet

Use of the Internet

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Go-ON UK says:
- 16 million adults in UK lack basic online skills
- Over 65s make the least use of internet and have most to gain
  - Shopping & banking versus mobility, income
  - information   versus isolation
  - Social contacts   versus loneliness

Office of National Stats Aug 2012 says:
- 90.5% in Berks are online; but only 50% of over 65s
- Increasing by about 5% p.a.
- Over 65s population will rise by 26.5% in 10 years

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Use of the Internet

SOCITM Aug 2012
- 2/3 of local authority contacts are online
- 53% are for information
- face-face costs £9, phone £3, digital 15p

Government Digital Strategy Nov 2012
- 82% of population is online but rarely uses government services
- "Digital by default" would save £1.7 billion per year
- i.e. services so straightforward, those who can use them will, whilst those who can't are not excluded

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Perhaps …

- 8000 over 65s in Bracknell are offline
- … reducing by 200 per year
- 2000 are tempted to get online, but
  - Not clear on benefits
  - Difficult to choose and buy PC or tablet and broadband connection
  - Difficult to set-up and start using applications
- We could help and encourage 200 more
- That is worth £10k plus to local services

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What would it need?

- Confirm statistics (market research)
- Publicity and training
- Trial and error (pilot real outcomes)
- Champions and case studies
- Demonstration of uses and benefits
- A public launch event?
- Small work packages with real outcomes
- Co-ordinated by Age Concern committee?

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Work Packages ?

- Develop and run a "getting ON" course
- Make available internet starters pack
- Home shopping pilot (Shopmobility?)
- More public broadband access sites
- A regular dedicated newspaper column
- Charity shows newsletter cost saving (OFF?)
- Skype pilot (U3A + BARA?)
- Getting IT companies to contribute
- Assisted access (In Lookin, libraries)
- Mediated access (family, neighbour, Age Concern?)
- Carers pilot (using tablet)

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Afordability example

- getonline@home offers PCs from £99
- Talktalk broadband&phone at £3.25 + £9.50 line charges - may be cheaper than existing phone package!
- AND shopping and paying bills online saves £270 to £560 per year
- ❖ I found this in minutes on the internet, fortunately I am not in the excluded group

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Thank you

What do you think?