THE EXECUTIVE

18 MAY 2004

JOINT REPORT OF THE DIRECTOR OF CORPORATE STRATEGY AND THE DIRECTOR OF LEISURE AND ENVIRONMENTAL SERVICES

The Chair will be asked to determine whether this report can be considered at the meeting under the provisions of Section 100(4)(b) of the Local Government Act 1972 as a matter of urgency in order to support the Age Concern Active Age Service to become self sufficient.

AGE CONCERN - BARKING AND DAGENHAM

FOR DECISION

This report is submitted to Executive for their views and support for the Daisy Chain Appeal.

Summary

This report outlines the current position of the Age Concern Active Age Service, and seeks Members' views on the Age Concern Daisy Chain Appeal, it also indicates the way forward for the active age service.

Recommendations

The Executive is asked to support the Age Concern Daisy Chain Appeal.

Reason

This will enable Age Concern to move forward in fundraising and developing the active age service

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1. Background

1.1 Age Concern Barking and Dagenham is currently managing an active age service in a number of venues throughout the Borough. This service is funded partly by the Council and partly by fees paid by participants. The Council funding was agreed for rents until the end of March 2005, after which time the Active Age Service was to become sustainable. Age Concern therefore needs to find alternative sources of funding. The service provided is valuable in terms of active healthy ageing and fits within the National Service Framework for Older People (Standard 8).

2. Age Concern Barking and Dagenham

2.1 Each Age Concern is a separate charity responsible for raising its own funds. Age Concern Barking and Dagenham therefore has to raise its own funds for the Active Age Service if it is to continue. Age Concern Barking and Dagenham are trying to achieve some of the funding gap by launching and managing the Daisy Chain Appeal within the Borough.

3. Active Age Service

3.1 The Active Age Service is run from a number of venues throughout the Borough, some of which are community halls, others are either churches or in other ownership. The Council agreed to fund the rents for the buildings and the service used for 2003/4 and 2004 / 2005 as follows:

Thames View	£ 8,200
Seabrook (part funded)	£10,100
Wantz (part funded)	£ 9,000
Ted Ball	£10,600
Alice Martin	£ 6,200
Park Centre	£ 8,400
Westbury (part funded)	£ 8,100
Chadwell Heath	£11,800
Rush Green	£ 8,600

Total budget for rent £81,000 per annum

- 3.2 The remaining funds needed for the service had to be found by Age Concern. This led to a membership fee of between £1.75 and £2.50 being charged for individuals using the service on a weekly basis. The membership fee along with other local fundraising was hoped to fill the gap in funding. This has not been possible and at present an £80,000 deficit is projected for 2004/05.
- 3.3 The Disability Discrimination Act requires all buildings to be up to the required standard by October 2004. There are two buildings which do not currently meet this, Chadwell Heath and Rush Green, and which could therefore cease to be used. We have been advised that Rush Green are working hard to make this building compliant by the October 2004 deadline.

4. Age Concern Daisy Chain Appeal

4.1 Age Concern Barking and Dagenham is seeking to raise £2m via the Daisy Chain Appeal.

The main aims of the Appeal are:

- To give older people new opportunities
- A place to meet in a welcoming environment
- To be sustainable

There would be three main centres and each will focus on one of the main areas of Health; Education; Arts and Leisure.

The vision for the Daisy Chain Appeal is:-

- The service will operate longer hours
- The service will offer good catering facilities
- The environment will be well kept and inviting.

A steering committee of voluntary sector officers and local authority members/officers has been set up to take this forward.

5. The Way Forward

The way forward for Age Concern Barking and Dagenham is dependent on what type of support is given by the Council and other organisations and whether it can achieve fund raising to cover the financial implications of managing that service within the Community.

6. <u>Financial Implications</u>

The options put forward in this Report do not have any financial implications on the Council's Medium Term Financial Strategy.

7. Consultation

Mick Beackon Community Development Manager Alan Aubrey Head of Leisure services Sam Mauger Director of Age Concern Barking and Dagenham

Background reports used in the production of this report
Daisy Chain Appeal Report – Age Concern Barking and Dagenham