

## **Older People's Champion**

Council recognises and values the contributions that older people play in our society. We are therefore seeking Council support for Age Scotland and the Scottish Older People's Assembly's (SOPA) campaign for every local authority in Scotland to establish the role of an Older People's Champion and to appoint a councillor to the position in Perth and Kinross. An Older People's Champion is a councillor who acts as a link between the council and older people in the local area. Age Scotland and SOPA also want to see a network of Older People's Champions from across Scotland who will be a voice for older people at local and national level, work together on shared challenges and collectively influence for change. It would be beneficial if our area were represented. With a growing older population, it is vital that local decision-making meets the needs of older people and that councillors have a better understanding of these. Local authorities, health and social care partnerships and the Third Sector are responsible for providing and supporting so many services upon which older people rely – such as public transport, social care provision, housing, planning and communities. As many local authority budgets are under pressure, older people need someone specifically tasked with standing up for their interests and finding out what they need from local decision makers. There is no budgetary implication attached to this role. We believe the impact of COVID-19 on Scotland's older people has only strengthened the need for an Older People's Champion here. We hope that Perth and Kinross Council can support this campaign and will establish the role of an Older People's Champion for our Council. If Council agrees this motion, then Councillor Ian Massie to be appointed as our Older People's Champion.

Mover: Councillor John Rebbeck

Seconder: Councillor Sheila McCole