



Minutes from Older People's Council Meeting 4.11.2025

Present: Mary Davies, Bernadette Kent, Charles Foley, M, Davina De Laszlo, Cllr. Ty Galvin, Malcolm Campbell, Catherine R, Sue Bowes, David Holland, Nigel McCutcheon, Doug Thompson, Sara Fulford, Cllr. Theresa Mackey, Marion Adler, Peter Huntbach, Brenda Pollack

On Line, Julia Ingle, Cllr. Kerry Pickett, Angela Stretton

Apologies: Bridget Fishleigh, Ali Mohammed, Khalid Ali, Michael Creedy, Jo Clarke, Maxine Thomas, Nick Wells, Lina Talbot, Francesca Vickers, Mo Marsh, Cllr. Maureen Winder, Steven Lindley, George Coombes.

The meeting began with introductions and a statement by Mary , as Chair, emphasizing expectations of respect and inclusivity. Attendees were informed that the meeting would be recorded and photographs would be taken for the website with the option given to opt out.

Actions/Next steps from meeting

- Brenda: Find out if Age Without Limits campaign has a phone number and share with Catherine
- Bernadette/Sara: Send out call to all OPC members who offered help with Getting businesses to subscribe to Age and Dementia Friendly business sign-up campaign to attend further training on 18th November.
- Sara: Send photos of offensive birthday cards from Lewes shop to Age Without Limits campaign
- All- sign up to Age without Limits Campaign and notice, challenge and change ageism
- Sara: Share themes document for others to take forward in relevant meetings and with their local/national politicians and decision makers.
- Catherine: Leave a message for OPC if unable to get paper visitor parking permits at the library
- Davina: Organize training session on 18th of November 11 am and at 3pm for Age and Dementia-friendly business volunteers
- Davina: Find a room for the 18th November training session
- Davina: Prepare volunteer packs including flyers, slides, and checklists for business sign-up campaign
- Davina: Explore getting chair donations for businesses
- Davina: Consider contacting again Federation of Small Businesses, NEC and Brighton Chamber of Commerce about the pledge scheme
- Angela and Doug: Continue attending fund raising training sessions
- Angela and Michael: Complete formal handover of treasurer role
- OPC Executive: Find out details about Jack Hazelgrove's funeral and send card
- OPC Executive: Continue recruiting for auditor vacancy and two co-opted member vacancies- all offers welcome (particularly Campaigns, Comms and admin).

Catherine expressed frustration that it sometimes feels we make one step forward and 2 steps back, and stressed the importance of being able to contact people and services by phone, but phone numbers are often not given out. Sara agreed with some frustrations but also gave a reminder of where our persistence with campaigning had been successful.

1. Age without Limits Campaign Brenda Pollack.

Brenda discussed her own personal experiences of discrimination in the workplace, and consequent illness and stress, but then her successful change of career in her mid 50s. She explained the Centre for Ageing Better's Age Without Limits Campaign, highlighting ageism and its impact, and the **importance of us all noticing, challenging, and changing ageism**. The campaign is run by the Centre for Ageing Better. All are encouraged to sign up. Links are here:

[We need to change the way we think about ageing | Age without limits](https://ageing-better.org.uk)

<https://ageing-better.org.uk>

There is a quiz to undertake on their website, and in sampling the questions it was clear that it stimulated much thinking and discussion.

–The meeting discussed the challenges of ageism in the workplace and society and the need for proactive measures to address it. Others present spoke about their own experiences, the need for Trade Unions to address the issues and for us all to remain active in challenging ageism. Others shared examples of discrimination at workplaces, in shops/ services.

The meeting discussed age discrimination in the workplace and society, highlighting both overt and covert forms of ageism. Marion shared her friend's experience of age discrimination in a small company, and the group discussed potential solutions, including signing up for age-friendly employer pledges.

Some discrimination is subtle, others more blatant. Eg given of some greetings cards

The conversation also touched on the declining membership of workforces generally with growing reliance on answer phones and people working from home, rather than offering face to face contact. Over 50s particularly being affected by redundancies, often replaced by cheaper workers, particularly in the public sector, with consequent loss of valuable experience and skills in services with loss of older, long serving workforces. Trade Unions also need to be aware of ageism and take up issues, recognising the importance of challenging stereotypes, despite declining membership. The conversation ended with positive discussion about older people retraining, eg to become teachers .and the ability to increase inclusivity for housebound individuals through digital services.

Thanks to Brenda for stimulating discussion encouraging all to work together to highlight and take issues forwards.

2. Age & Dementia Friendly Businesses Initiative- Davina De Laszlo- Brighton and Hove Council Public Health team.

Davina explained again the aim to implement the WHO recommendations in Brighton and Hove and the council's stated commitment to be Age and Dementia Friendly. They have decided to simplify the accreditation process to make it easier for businesses to sign up.

She explained the age and dementia-friendly business initiative. **Her presentation is attached.** The council has developed a new, easier, simplified pledge for businesses to follow, which includes actions such as being welcoming, offering seats and toilets. Free training is offered to staff. The council is working to increase the number of businesses participating in this scheme, particularly in sectors that are currently under-represented.

Incentives for businesses to sign up are emphasized with the knowledge that being Age and Dementia Friendly, being friendly and making older people feel welcome can benefit all their customers and hence their business, at the same time. In 2040 over 50s in B&H will account for 63p in every £1 spent. 1 in 5 customers have some form of disability. If businesses are age and dementia friendly they will be incidentally welcoming to all, and improve their business promotion and profile.

Brighton and Hove City Council's efforts to implement this initiative have mainly relied on one or two people and it is very encouraging the OPC members have offered to help to expand the range of businesses signing up.

At the meeting, Mary, Doug, Brenda, Sue, Marion, Theresa, Bernadette, Sara, Angela all offered to volunteer to help on an occasional basis with the hope that we could average at least one business per month.

Encouraging businesses to join would be a key role, with maybe some following up supporting/ spot checking/reviewing/ keeping them refreshed. Sara said she had 2 friends who do not come to the meetings but are interested in helping to encourage businesses and maybe also support/ check progress. Others are welcome to offer to join the group of volunteers. Please contact us if interested on brightonhoveopc@gmail.com or 07514481368

It was suggested that some shops may be very busy and less receptive over the xmas period and maybe more inclined to join the scheme in the new year. Some shops/ services were suggested as in bad need of more awareness, but others were cited which maybe just able to join quite easily as already welcoming and achieving many of the requirements.

Davina to arrange an 11am and 3pm session on Tuesday 18th November for current volunteers to attend for more training and more detailed planning how to proceed and help take the initiative forwards.

3. Other Meeting & Consultation Updates from OPC Members

Feedback from recent meetings attended included:

Angela- Social housing and antisocial behaviour council working group, as part of scrutiny work. Looks at more successful models for dealing with this from other areas

Julia reported on her work with the Disabled Car Users Group. There is an upcoming consultation meeting run by Possibility People on the proposed introduction of an e scooter scheme through Beryl Bikes.

Sara -Homelessness and Rough Sleeping Strategy was discussed at People Scrutiny Committee. Older people were not specifically mentioned in the strategy. Sara has sent in a response to the consultation from OPC.

Sara, Bernadette, Theresa, & Val- attended Unknown Fallen remembrance service focussed on Muslim and other countries' men who fought for UK in 1st and 2nd wars- often forgotten.

Theresa- Attends People, Places, and Health (HOSC) scrutiny committees. As a councillor she is not there on behalf of OPC but uses opportunities to take issues forwards and raise awareness

Doug and Angela – attended Fundraising Advice Meeting- not eligible for application in that instance, but will attend more and look out for opportunities.

Kerry – damp and mould in housing- can report on 01273 294409

Libraries proposed closures- consultations and scrutiny meetings currently ongoing.

4. Campaigning

The **themes and issues document listing the issues** brought up at OPC meetings over time has been recently updated (to also include issues raised by members attending the AGM – which were read out.) **The document is available on the OPC website.**

All are encouraged to take up issues with councillors, at surgeries, in writing and individual campaigning to help make a difference and get our issues heard.

5. Treasurers Report. Finances same as at AGM. Handover is taking place from Michael to Angela. Will report back next meeting.

6. AOB. The meeting paid tribute to **Jack Hazelgrove**, a very valued, founder member of the original OPC, who has recently died. We would like to find contact details for sending a card and representation to pay respects.

Library accessibility- defer to next meeting – Chris

New Warm Space – voluntary service set up in Blatchington Road.

7. Next Meetings Brighton Town Hall

16.12.25 2pm,

27.1.26 2pm,

10.3.26 2pm