

SILVER SUNDAY 2020

People & Places Advisory Committee - 1 December 2020

Report of: Deputy Chief Executive, Chief Officer People & Places

Status: Information only

Also considered by: N/A

Key Decision: No

Executive Summary: This report gives an overview of Silver Sunday 2020.

This report supports the Key Aim of: Council's Corporate Plan

Portfolio Holder: Cllr. Lesley Dyball

Contact Officer: Kelly Webb, Ext. 7112

Recommendation to People & Places Advisory Committee:

To note how the District Council took part in Silver Sunday 2020.

Reason for recommendation: To keep Members updated on what activities took place on Silver Sunday.

Introduction and Background

- 1 The Sir Simon Milton Foundation has been thriving to end loneliness among older people and set up the Silver Sunday initiative in 2012, in Westminster, London, which saw 2,000 people take part in 19 events held within the area. Each year has seen more events hosted and more elderly people getting involved.
- 2 This is the second year that Sevenoaks District Council has supported this initiative. The aim was to raise awareness of the challenges older people face around social isolation and loneliness, also to promote services available to older people and to create a unique and memorable Silver Sunday for our older residents following the challenging times in the lockdown and shielding. We have once more worked with partner organisations in the district to create fun, free, and memorable Silver Sunday events for our older residents

Project Overview and Update

Silver Sunday event

- 3 Sevenoaks District Seniors Action Forum has organised a viewing of “the Greatest Showman” at the Stag Cinema, on Sunday 4 October to celebrate Silver Sunday 2020 and their 10th anniversary. SDC has provided financial assistance for the event as well as helped to promote the event through our social media channels.
- 4 Despite the inclement weather on the day, the event was a success and enjoyed by those who attended including the Chairman and the consort.

Silver Sunday packs

- 5 This has been a challenging year for most of us but for our older residents who had to shield for months, it has been considerably more stressful. SDC has produced over 400 Silver Sunday celebratory packs for our residents. These contain an activity book, information from Public Health England regarding physical activity and keeping active at home and community safety relevant promotional material and advice. We worked with local primary schools in the district and children made a special Silver Sunday cards for the packs. We were overwhelmed by the lovely messages that children had written and our senior recipients were tremendously grateful.
- 6 The packs were posted to many residents all across the District. We had also delivered packs to 10 x Care & nursing homes across the District who expressed their gratitude.
- 7 Some packs were kindly distributed by our councillors within their constituencies and through other voluntary organisation, working with vulnerable residents, Age UK, the Cottage Community, Reachout Adults and SDSAF. We have a few packs left and feedback we have received was wonderful from both recipients and schools.

Mobility exercise video programme for older people You Tube video

- 8 Sevenoaks District Council in partnership with Age UK Sevenoaks & Tonbridge and local film production Snelsky Studios produced a series of gentle exercise workout videos targeted for older people and those with limited mobility to stay active and well at home. We were successful and received funding from Kent Sport’s Everyone Active Fund towards the cost of the production.
- 9 Sue Larken presents the programme; Age UK’s Health & Wellbeing Coordinator and was produced to imitate Sue’s ever popular community Pop up Pop In session. The collection includes three exercise routines: the first is a chair workout - an aerobic workout designed to improve mobility; the second is a standing exercise, and the third is a seated exercise to music. Relaxation and breathing exercise were included with each routine to lighten the stress and anxiety associated with current uncertain times.

- 10 The programme was launched on the YouTube channel in time for celebration of the Silver Sunday Celebration, however it is envisaged that the resource will be used all year around by various organisations and individuals. Particularly it would be beneficial during the coming winter months when the exercise outdoors can be particularly challenging.
- 11 The videos already have 600 hits on the YouTube channel and being promoted by Kent Sport. A DVD of the programme has also been produced and we have receive requests for a copy from assisted living schemes and care homes already.
- 12 In addition, we were very pleased to see that other organisations in the district hosted their initiatives to celebrate Silver Sunday.
- 13 Every step counts walking group have kindly dedicated their regular weekly walks into 'Silver walks' with bring your own picnics, during Silver Week (5-9 October) and attracted many walkers who thoroughly enjoyed themselves.

Additional Outcomes:

- 14 Established new partnership links with care and nursing homes in the district and will continue to work on initiatives, including intergenerational with local schools when it is safe to do so.
- 15 Working with Compaid, produces a series of easy to follow videos and a pdf Zoom guides, to support most vulnerable people to access Zoom platform.
- 16 Project that encouraged a Joint-up approach have forged our partnership links with Age UK and SDSAF supporting older residents in the district.

Key Implications

Financial

Budget: (cost associated with expenses)

Venue cost Film production -	£114.80
Snelsky studio expenses and fees	£890.10;
Celebratory packs 400 design plus print	£650
Activity books	£940
Contribution towards SDSAF Silver Sunday event	£83.33
Funding from Kent Sport	£609.25

Total Spend £2068. 98

Legal Implications and Risk Assessment Statement.

There are no legal implications and risk assessments are carried out on by the community and voluntary groups receiving grants on a project/works/event basis.

Equality Assessment

Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to (i) eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010, (ii) advance equality of opportunity between people from different groups, and (iii) foster good relations between people from different groups. The decisions recommended through this report directly impact on end users. The impact has been analysed and does not vary between groups of people. The results of this analysis are set out immediately below.

Consideration of impacts under the Public Sector Equality Duty:

Question	Answer	Explanation / Evidence
a. Does the decision being made or recommended through this paper have potential to disadvantage or discriminate against different groups in the community?	No	
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	Yes	
c. What steps can be taken to mitigate, reduce, avoid or minimise the impacts identified above?	N/A	No negative impacts identified

Appendices

None

Background Papers

None

Sarah Robson

Deputy Chief Executive and Chief Officer - People & Places