

WEST LANCASHIRE BOROUGH COUNCIL OLDER PEOPLE'S CHAMPION

Role Definition

To assist the Leader and the Portfolio Holder for Housing and Property Maintenance Services by advising on service issues which support and encourage active, independent and healthy lives for older people and to raise the profile of older people and their needs in the development of policy across all areas of the Council.

Acting as a Spokesperson to promote the positive aspects of the Council's work with Older People.

Encouraging Older People to play a fuller role in shaping the policies of the Council and in designing its services.

Working to promote positive images of Older People as citizens, and to combat stereotyping and age discrimination.

Forging and maintaining links locally with Older People's Networks

Preparing an annual programme of work and reporting on progress annually to Cabinet.

This Role Definition has been recommended and supported by the Local Authority Elected Member Older People's Champion North West Network.