

Denbighshire County Council

Role Description – Older People’s Champion

Accountability

To the Full Council

Role, purpose and activities

1. To act as a strong strategic leader on raising and promoting older people’s issues.
2. To argue, support and defend the concerns, issues and needs of older people in the Councils’ area.
3. To establish good working relationships with officers and others driving forward the strategies, policies and plans.
4. To gain an understanding of older people’s issues and the Council’s statutory obligations to them and where required to explain the duties.
5. To commit to attending nationally facilitated events (such as provided by the WLGA) and to consider making your own regional, cross border and national links as are necessary such as health and equalities champions in local health structures.
6. In addition to health and social care, to contribute to the shift in focus towards the economic contribution of older people, the opportunities to encourage an active life and the benefits of maintaining independence; promoting a positive image for older people.
7. To ensure that older people are and remain a priority in the Councils’ work. As a spokesperson to keep issues at the forefront of debate; raising awareness amongst fellow elected members on older people’s issues and the implications of these for the Council.
8. To promote the wider local democracy in the involvement, participation and engagement of older people in the planning and reviewing of all aspects of a local authority’s work, including service delivery and policy development.
9. To consider and highlight the role of public, private and third sectors in bringing forward solutions.
10. To attend training and regular briefings.
11. To visit projects run by the voluntary and third sector and to learn from the experience and knowledge of older people’s organizations.
12. To keep abreast of the evolving impact of national and legislative changes.
13. Where required, in conjunction with the Lead Member (if relevant) and the Councils’ Communications team, to engage with the media.
14. To consider the role of Carer’s Champion and its impact on this role and whether to work together where appropriate.

Person Specification

Within the Council

Understanding of the area of interest being championed in terms of council strategies and policy, good practice, improvement and national agendas and the needs of the client group

Ability to engage with a range of members and officers around the area of interest and listening to requirements

Ability to advocate on behalf of the area of interest within the council

In the Community

Understanding of the needs of the community in relation to the interest

Ability to engage with citizens and community groups in matters related to the interest.

Ability to lead and support local initiatives related to the interest.

Ability to represent the position of the council to the community in relation to the interest.

September 2012