

Date of Meeting: Tuesday 28th September 2010

Title: Generations Together Project

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Background

In 2009 Ealing Council successfully bid to deliver an intergenerational project with Acton Community Forum as the delivery partner.

2008 marked a turning point in social history when for the first time young people under the age of 16 were outnumbered by those over the age of 65. This demographic shift is expected to continue and is likely to have profound consequences for the way in which generations interact.

Our Key messages in this project are:

- Young people get an undeservedly bad press. They are disproportionately more likely than other age groups to volunteer. They are creative, technologically savvy, environmentally aware. While only a small minority engage in youth crime or anti-social behaviour, perceptions of youth anti-social behaviour remain high, and a key public concern. More opportunities for younger and older people to interact will help break down barriers and dispel negative stereotypes.
- Intergenerational activity can promote health and well-being, improve self-esteem and reduce isolation, helping people of different ages and backgrounds feel like they are part of the same community, appreciate their similarities, and respect their differences.

This project concentrates on Acton given the strong community infrastructure that has been developed by ACF in the area. Essential to delivery are 33 voluntary and community groups working under its umbrella. The activities that young and older people are participating in together centre around the following main themes,

1. IT and Media
2. Culture and Leisure
3. Safety
4. Health

Purpose of report

To update the Board as to the progress being made in this project and the effective delivery model that is ensuring successful implementation.

Contribution to LSP objectives

Ensure that Ealing is a safe place for children and young people to grow up
Increase young people's participation in positive activities

Action required from the Children's Trust

- Action 1 – To note the contents of this report
- Action 2 – to consider ways in which the Board can contribute to its rollout over Ealing as a whole and overall sustainability