

Councillor Champion Role Profile

Older Persons' Champion.

The Postholder:-

- A serving MKC Councillor (or former Councillor / Alderman as appropriate) nominated by the Leaders of Political Groups with an interest in championing older persons' issues and their community contribution.
- Some experience of and up to date knowledge of the issues facing older persons would be an advantage.
- Appointed by Council to emphasise the importance the Council places on the role.

The Role:-

1. To be a link / contact between Milton Keynes Council and older people in the city.
 2. To chair the Older Persons' Board which meets quarterly.
 3. To challenge age discrimination in all forms and to champion, support and promote the contribution, issues and needs of older people within the Council and the wider city.
 4. To maintain an understanding of older persons' issues and contribution to society, engaging with the voluntary and third sector, to encourage civic engagement opportunities alongside the Mayor and Leader.
 5. To establish close liaison with the Cabinet / Portfolio holder and Corporate Leadership Team, to ensure Councillors and Officers are aware of and factor older people into policy work (for example – dementia friendly cities).
 6. To work alongside health and social care colleagues to understand and promote:
 - the economic contribution of older persons;
 - the benefits of an active life and maintaining independence; and
 - a positive image for older persons.
 7. To promote local democratic participation and specifically the involvement, participation and engagement of older persons in the electoral and decision-making process.
- To keep abreast of the evolving impact of national and legislative changes on the sector and to attend training or other developments appropriate.