



Three-year Plan 2020-23

SOPA is a Scottish Charitable
Incorporated Organisation:
Number - SC046520



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Welcome

We are very pleased to set out the SOPA plan for the next three years. We do so knowing we may need to re-balance our approach in the light of the COVID pandemic, but always with the aim of making the voice of Older People heard at all levels of government and promoting the great contribution of Older People to their communities, work-places and through volunteering.

SOPA's diverse membership is a strength, something of which we are rightly proud. It gives us a wide appreciation of the challenges met by different communities.

The coronavirus pandemic has had a huge impact on Older People in Scotland and on SOPA. By using 'Zoom' we are countering the difficulties of holding in-person meetings. We are adapting our outreach activities by holding virtual sessions until this is no longer needed.

Welcome continued

Our new Work Streams will increase membership participation opportunities and address the main topics of concern to Older People. Developing media projects and consolidating and sharing SOPA's experience are areas we are looking forward to developing further.

SOPA celebrated its 10th birthday in 2019 with an increased membership. We will continue to move forward, working together with partner organisations, academia and all levels of government to make Scotland an even better country in which to grow older and enjoy life in our later years.

Diana Findley, Chair of Board of Trustees



twitter.com/Scotopa



About SOPA

SOPA is a membership organisation, Scottish Charitable Incorporated Organisation:
Number - SC046520.

There are two categories of membership:

- Full membership – open to organisations involved in any aspect of promoting the voice and experience of older people
- Associate membership – open to other bodies (whether public sector or private sector) and to individuals.

Members are invited to meetings of the Planning Group which take place around four times a year, and our Parliamentary Reception and Assembly. SOPA holds local outreach events and we are involved in many consultations and other engagement activities.

SOPA is managed by a Board of Trustees elected by members.

SOPA is funded through the Scottish Government's Promoting Equality and Cohesion Fund (PECF) and other grants and donations.



[Facebook.com/scotopa](https://www.facebook.com/scotopa)

Vision

A Scotland where Older People are recognised as a vital part of our society with opinions, thoughts, ideas and solutions to help create an equal and socially just society.

Mission

The Scottish Older People's Assembly exists to give a strong voice to Older People about their experience of life in Scotland, the challenges they face and concerns they have, and to celebrate the positive contribution that Older People make to society.

Guiding Principles

United Nations Principles for Older Persons*

- Independence
- Participation
- Care
- Self-fulfilment
- Dignity

Equalities Act (2010)

- Protection from discrimination on the basis of 'protected characteristics' which include age.

Framework

A Fairer Scotland for Older People*

provides a framework for SOPA's work.

World Health Organization (WHO)

Decade of Healthy Ageing - a decade of "concerted, catalytic and collaborative action to improve the lives of older people, their families, and the communities in which they live".

* Adopted by the General Assembly of the UN, 16th December 1991, <https://www.ohchr.org>

* 2019, <https://www.gov.scot/publications/fairer-scotland-older-people-framework-action/>

Profile of Older People in Scotland

Total population of Scotland: 5.454 million

Age profile

- 50 -59 707,000
- 60 – 69 599,000
- 70 – 79 399,000
- 80 – 89 194,000
- 90+ 37,000

Those aged 65+ are 19% of population - projected to be 25% by 2038.

Predicted 25% increase in the over 75 age group by 2038.

There are 906,000 single person households, Older People are more likely to live alone or in smaller households. This is rising annually.

Source: National Records of Scotland.

The population is ageing at a faster rate in Scotland than the rest of the UK. There is considerable geographical variation in the ageing of the population within Scotland. In general, it is lowest in the cities and higher in more rural areas.

Source: <https://www.gov.scot/publications/fairer-scotland-older-people-framework-action/pages/3/>

Four ways SOPA works to achieve its aims

Bringing older people together

SOPA delivers an annual Assembly, parliamentary receptions, events, outreach and consultations

Campaigning

SOPA campaigns against stereotyping of older people, takes up issues of concern to members and supports the campaigns of partner organisations

Supporting research

SOPA partners with universities, academics and research bodies

Being at the table

SOPA is a member of the Older People's Strategic Action Forum (OPSAF), Cross Party groups, the Age-friendly Communities UK Network and Unforgotten Forces Consortium

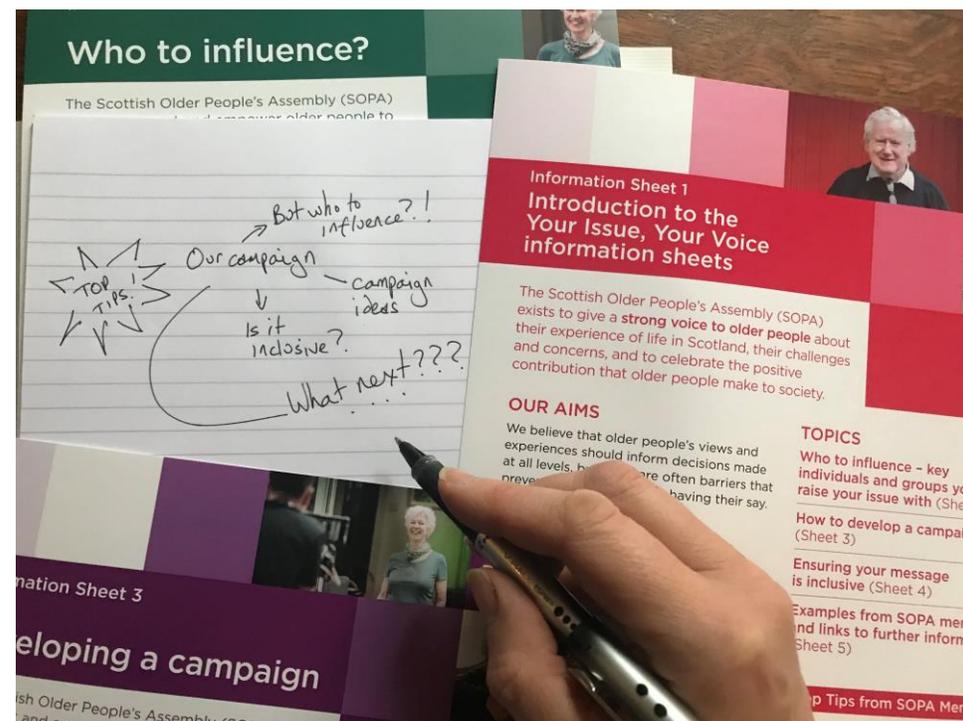
SOPA objectives 1 – 3



1. To give a strong voice to Older People so that policy-makers at every level of government in Scotland hear the voices of Older People and act on what they hear.

2. To celebrate the positive contribution Older People make to communities and society.

3. To tackle ageism in all its forms.



Right: *Your Issue, Your Voice* series, launched December 2020

SOPA objectives 4 – 6

4. To contribute to and support research which increases knowledge about the lives of Older People in Scotland.



5. To promote the appointment of an Older People's Champion in every local authority in Scotland.



6. To increase SOPA's capacity and ensure a sustainable organisational structure.



Left:
behind the
scenes
filming
Catalyst
Top Tips

Objective 1.

To give a strong voice to Older People so policy makers at every level of government in Scotland hear the voices of Older People and act on what they hear.

How will we do it?

- We will deliver the SOPA Assembly annually.
- We will track progress against the Assembly Priority Actions.
- We will deliver outreach sessions to gather the voices of Older People.
- We will develop and support working groups led by Older People for Older People.
- We will continue to play an active role in Older People's Strategic Action Forum, Older People's Development Group & the Cross Party Group for Older People, Age and Ageing.
- We will engage with all political parties to secure commitment to Older People's priorities.
- We will extend our *Your Issue, Your Voice* project.

Objective 2.

To celebrate the positive contribution that Older People make to society.

How will we do it?

- We will support the development of Age-friendly Communities in Scotland.
- We will build on our campaign *Older People – a Bonus not a Burden*.
- We will develop our newsletter to increase its impact.
- We will expand our social media presence.

Objective 3.

To tackle ageism in all its forms.

How will we do it?

- We will promote the WHO Decade of Healthy Ageing.
- We will promote the International Day of Older Persons (1st October each year).
- We will build on our campaign *Older People – a Bonus not a Burden*.
- We will help to bring about a positive change in the language, images and signage used to describe Older People.
- We will collaborate with other organisations working towards similar aims.

Objective 4.

To contribute to and support research which increases knowledge about the lives of Older People in Scotland.

How will we do it?

- We will develop our research partnership with Strathclyde University on *Ageing and Communication*.
- We will help to share key findings from University of Strathclyde, School of Psychology's as a partner to their *Catalyst* project (positive changes during and beyond COVID).
- We will actively promote SOPA as an essential research partner. (These partnerships will be updated in the Plan as funding applications and partnerships are confirmed.)

Objective 5.

To promote the appointment of an Older People's Champion in every local authority in Scotland.

How will we do it?

- We will engage with local authorities to explain the benefits of appointing an Older People's Champion.
- We will work in partnership with Age Scotland towards this.
- We will continue to highlight the role of Older People's Champions at our events.
- We will provide support to SOPA members who wish to contact their local authority about appointment of an Older People's Champion.
- We will work towards building an Older People's Champion network.

Objective 6.

We will manage our charity effectively and efficiently. To deliver our plan.

How will we do it?

- We will maintain a clear focus on good governance, realistic and achievable goals, partnerships and investing in our team.
- We will support the active and inclusive participation of our members.
- We will seek funding to increase our scope and develop our project-based work to diversify our reach and increase our presence.
- We will continue to develop our membership.
- We will continue to build our close ties with partner organisations.
- We will make sure what we do makes a difference through monitoring and evaluation.

Implementing the three-year plan

- We will involve members in considering the plan at Planning Group meetings, focusing on current actions.
- We will incorporate 'calls for actions' from the SOPA Assembly into the plan
- We will use the plan to track progress and we will report progress to the AGM
- At the end of year two we will start working towards identifying priorities for the next three-year plan.

Right: thumbnail from SOPA's doorstep interviews filmed during lockdown 2020



How to contact SOPA



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