

# SOUTH EAST REGIONAL FORUM ON AGEING

## SERFA

**Making the South East Work for Older People  
Now and in the Future**

Chair, South East England Partnership  
Board  
Chair, South East England Leaders  
Board (SEELB)  
Chair, South East England Council  
(SEEC)

South East Regional Forum on Ageing  
c/o Anne Taylor  
Government Office for the South East  
Bridge House  
1 Walnut Tree Close  
Guildford  
GU1 4GA

Phone: 01483 882336  
Emails: [SERFA@gose.gsi.gov.uk](mailto:SERFA@gose.gsi.gov.uk)  
Website: <http://tinyurl.com/SERFA>

09 September 2009

Dear Colleague

South East Regional Forum on Ageing (SERFA)

I am writing to you as Chair of the South East Regional Forum on Ageing (SERFA). I hope that you would already have heard about SERFA and the work that it's been doing to address the issues of ageing across the South East. In case you haven't, I attach a one-page flyer describing who we are and what we do.

As you may know, in March 2009 we sponsored a conference on ageing issues which was supported by Ministers and a range of national and local colleagues. I attach a copy of our Conference report for your information.

However, I am really writing to you for two reasons:

- Firstly, we are very keen in SERFA to make sure that we are embedded with, and engaged with the emerging regional governance structures. SEEDA and GOSE, and the previous Regional Assembly, are all heavily engaged with the range of regional statutory and voluntary groups which comprise SERFA. In turn we are liaising with a number of other groups of older people such as the

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South East Forum of Seniors, South East OPAG and the South East forums of the National Pensioners Convention.

To date we have had limited contact with SEEC, although we feel that the time is right to correct this. As the body which brings together elected representative government in the South East we are keen to strengthen these links and indeed, would be keen if SEEC would be prepared to join as a partner with SERFA. Indeed, if there was an Older Persons' Champion on SEEC who might be able to join our steering group that would be marvellous.

- Secondly, we are also very keen to see how we can help shape and influence the emerging Integrated Regional Strategy. Along with Climate Change and the current economic situation, the ageing of our population in the South East probably presents the most significant challenge facing the region over the next few years. We feel that it is crucial that the Integrated Regional Strategy takes a lead on addressing ageing issues in the region. We are very keen to play our part in SERFA in helping to support the thinking and the discussions which need to go to shape this emerging strategy and working with you on doing this. This has been given even greater emphasis recently with the publication of 'Empowering Engagement' and the new national Ageing Strategy, 'Building a Society for All Ages'.

We would welcome hearing from you to see how we can work with the Partnership Board and SEELB to making sure that the region is future-proofed to address the issues emerging from an ageing society are address forthrightly in the planning landscape.

I would welcome meeting or speaking with you to see how we can address together these issues. I look forward to hearing from you.

Yours sincerely

A handwritten signature in black ink that reads "Julia Pride". The signature is written in a cursive style with a long vertical line extending downwards from the end of the name.

Julia Pride  
Chair