

EXCERPT OF MINUTE OF MEETING OF THE CUMBERNAULD AREA COMMITTEE HELD ON
20 MARCH 1998

SENIOR CITIZENS' INFORMATION FAYRE

4. Under reference to paragraph 4 of the Minute of meeting of this Committee held on 3 February 1998, there was submitted a report dated 30 January 1998 by the Chief Executive giving details of the Cumbernauld Senior Citizens' Information Fayre held from 8-11 December 1997, and containing his observations thereon.

Decided:

- (1) that the report be remitted to the Policy and Resources (Community Development) Sub-Committee for its information, and
- (2) that the report be otherwise noted.

To: Cumbernauld Area Committee	Subject: Senior Citizen Information Fayre	
From: Chief Executive		
Date: 30 January 1998	Ref: CE012/023/007	

1.0 Introduction

The purpose of this report is to inform the Committee of the details of the Cumbernauld Senior Citizens Information Fayre held on 8 December to 11 December 1997.

2.0 Background

- 2.1 In previous years the disbursement of Christmas cash gifts provided by the previous authority was carried out by the Cumbernauld and Kilsyth Central Council for the Welfare of Senior Citizens. In October 1997, the Policy & Resources Committee in deciding to make £10 Gift to Senior Citizens agreed that disbursement of the money would be standardised across the Council's area, with the Council offices on Bron Way being the payout point for Cumbernauld.
- 2.2 In recognition of the importance of the social welfare and community development aspect of the work previously undertaken by the Central Council, it was felt the opportunity presented by many of the towns Senior Citizens visiting the Council's office be maximised. The provision of information about the range of services provided by the Council and other agencies to senior citizens was viewed as a positive step forward and officers of the council departments were brought together to plan the event.
- 2.3 Information and activities provided at the Information Fayre came from the Council, other agencies and voluntary organisations. All Council departments contributed to the event with Social Work, Education, Leisure Services, Construction Services, Finance, Housing and Environmental Services providing information stalls. A range of Leisure activities specifically designed for senior citizens were provided by Leisure Services. Strathclyde Police, Strathclyde Fire Brigade and Lanarkshire Health Board provided stalls and information leaflets. A wide range of Voluntary Organisations also contributed to the event including

Age Concern, Scotland,	Alzheimers, Scotland
Arthritis Care,	C.A.C.E
Citizens Advice Bureau	Crossroads Care Attendant Scheme
WRVS	Parkinson Disease Association
Disabled Advisory Group	Scottish Old Age Pensioners Association

The event was further supported by a significant number of volunteers who greatly assisted with the organisation of the event and in the provision of leisure activities.

3.0 Evaluation of the Event

- 3.1 Whilst it is difficult to accurately specify the number of Senior Citizens visiting the Information Fayre it would be reasonable to suggest that approximately 600 people attended during the four day period with the majority of those attending during the first two days.

The high levels of attendance was undoubtedly due to disbursement the Christmas gifts.

The wide range of information proved to be welcomed by participants and most of the information stalls recorded enquires which required further investigation and explanation.

- 3.2 The financial details have yet to be finalised, however at this stage the level of expenditure is estimated at £1300 which is broken down as follows:

Advertising	710.45 (actual)
Catering	241.84 (actual)
Volunteer Expenses	300.00 (estimates)

This level of expenditure would suggest a low cost activity however, the level of staff resources required over the four day period was considerable and would require further consideration for future events.

4.0 Conclusion

- 4.1 The high number of Senior Citizens attending the event and the interest shown in the activities and information would suggest that the Information Fayre was a success.
- 4.2 If similar events are planned for future years consideration requires to be given to effectiveness of running the event over a four day period when the busiest times were within the first two days.
- 4.3 The contribution from other agencies and the voluntary sector was significant and added greatly to the breadth of information available to the community.

5.0 Recommendations

It is recommended that the Committee:-

- a) note the anticipated level of expenditure; and
- b) otherwise note the report.


Chief Executive