



THE MONTHLY
NEWSLETTER FROM
EUROPE DIRECT
LEEDS

Europe Talk

www.europedirectleeds.org.uk

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Welcome to the latest issue which reports on some of October's Europe Direct Leeds supported events, & the new series of The Enterprise Club starting in November

WebLinks



THE BIG DRAW – CAMPAIGN FOR DRAWING

<http://www.campaignfordrawing.org/bigdraw/>

Chupa Chups

<http://www.chupachups.co.uk>

Cousteau – Aqualung

<http://www.cousteau.org/technology/aqua-lung>

Intellectual Property Office

<http://www.ipo.gov.uk/>

European Patent Office

<http://www.epo.org/>



Report from: The Big Draw 2012... “what’s your big idea?”

The Big Draw is the world's biggest celebration of drawing. It has grown into a month-long festival throughout October all over the UK. Every year more people across the world join Big Draw events and engage in creative activities.

In Leeds, an activity to celebrate creativity and innovation was held in the Art Gallery on October 12th to encourage drawing, under the banner “what’s your big idea?”

In order to inspire our visitors we created a gallery of European designs, patents and registered trademarks which ranged from Jaques Cousteau's patent for an "aqualung", Salvador Dali's 1969 “Chupa Chups” trademark (which you can see in the photograph below) through to Rubik's puzzle and the patent for Lego building modules.

We asked visitors to the gallery to let loose their creativity by drawing their ideas for new products or designs using only a pad of paper and a pen or pencil.

At the end of the weekend we had a wall full of bright ideas from the gallery's visitors which joined the iconic designs we'd put up on the wall of the gallery to encourage them, and we had been able to introduce the idea of using patents, trademarks and registered designs to protect their big ideas, many of which start as a simple drawing on a piece of paper.



Contact Us

Central Library

Information Centre

Calverley Street

Leeds LS1 3AB

Tel. 0113 247 8282

Fax. 0113 395 1833

europedirect@leeds.gov.uk

<http://www.europedirectleeds.org.uk>

<http://www.twitter.com/europedirect>

<http://www.facebook.com/europedirectleeds>

Report from *The Work Club at Leeds Central Library*

Leeds Libraries and Europe Direct Leeds were delighted to have **Tracey Morewood**, author of '**How to get on the employment ladder**', speaking at The Work Club at the Central Library on Monday October 1st.

Tracey provided a passionate and inspirational talk, which highlighted the importance of '*standing out from the crowd*' at all stages of the job hunting process. 22 people attended and joined in the lively discussion. Three of them were lucky enough to win a copy of Tracey's book!

Tracey started her talk with a look at **CVs**, pointing out that it's the most important document that a jobseeker needs. It should be a flexible document, adapting to each job applied for. It is important to research the job and the company prior to sending them your CV, so that you can match what you have to offer against what the employer is looking for. Nowadays you can find a lot of information on the internet - company websites often provide annual reports, mission statements and details of the company's values. You should also search for reports in newspapers. (If you're a member of Leeds Library Service, you can use a database called **UKNewsstand** to search through national and local newspapers, including *The Yorkshire Post*.)

Tracey highlighted the need to own your CV and be able to elaborate on everything that it contains. Avoid using long complicated words and phrases that you may not fully understand, especially if you might not be able to illustrate what you mean in an interview situation.

Tracey's top tip was to fold your CV in half then, looking at the top half, question whether you have really sold yourself in that half. This is because employers only have time to glance through a CV, so if you haven't sold yourself in the first half there's a good chance that the rest of it won't get read and it will go 'into the bin.'

One of the outstanding points Tracey emphasized is the need to continuously believe in yourself and to ensure that this and your passion shows through **at the interview**. Have a look through the company's mission statement and ensure that your passion and commitment matches the company's.

Tracey pointed out that one of the hardest questions at an interview can be '**Tell me about yourself.**' Ensure that you are always prepared for this question as it is incredibly important that you start selling yourself within 3 seconds. A great starting point is to be fully versed in the content of your Personal Profile and Key Skills, and that you are able to enthuse about these. If, for example, you put on your CV that you are an 'excellent communicator' make sure you can support this with examples of how you've done this successfully at a variety of levels.

Another tricky question can often be '**What are your weaknesses?**' Think carefully about this one and be able to talk about something that you have turned into a positive. Tracey used a personal example relating to her difficulties with maths. She mentioned how it isn't something that she particularly excels at, but she has worked hard to overcome problems in this area through extra study.

Throughout the talk Tracey reinforced the need to always think clearly and communicate with confidence and passion. This is something that needs to be practiced regularly whether it's something you do in front of the mirror at home or with a friend rehearsing a mock interview.

Tracey oozes passion and enthusiasm for getting people back to work and certainly believes it is something anyone can achieve.



WebLinks



Tracey Morewood online

<http://uk.linkedin.com/pub/tracey-morewood/48/789/944>
<http://twitter.com/Traceymorewood/>

The Work Club at Leeds Central Library

<http://www.businessandpatents.org>

Leeds Library and Information Service's Jobseekers pages

<http://www.businessandpatents.org>
 > Jobseekers

UK Newsstand

<http://www.leeds.gov.uk/onlineresources>

Leeds Jobcentre Plus' Twitter

<http://twitter.com/LeedsJCP>

EURES-The European Job Mobility Portal

<http://ec.europa.eu/eures/home.jsp?lang=en>

Employment and Social Affairs

http://europa.eu/pol/socio/index_en.htm

Work and Pensions in the European Union

http://europa.eu/eu-life/work-pensions/index_en.htm



European Year for **Active Ageing**
and **Solidarity between Generations 2012**



Report from the *Ageing Well in Leeds Conference*

How do we all ensure that Leeds is a place to age well?

Leeds Library and Information Service's Europe Direct Leeds service recently supported and organised with partners an all day event to celebrate the **European Year of Active Ageing and Solidarity between Generations**. The conference was the central event of the **International Day of Older People** celebrations in Leeds and held on 9th October in the Leeds City Museum Arena. Over 150 people attended the event.

We worked with a wide range of partners, including **Leeds Older People's Forum**, **Age UK Leeds**, **Leeds City Council's Adult Social Care**, **Leeds Museums and Galleries**, and the **John Charles Centre for Sport** as well as older people's representatives. The morning session was a conference and panel discussion event aimed at professionals and practitioners but open to older people as well with speakers to address issues around Ageing Well in Leeds. We were really pleased at the mix of attendees.



Linda McAvan MEP gave an extremely interesting and stimulating European perspective on ageing. She delivered a really engaging presentation, one of the highlights of the morning. Europe is getting older, life expectancy has extended by nearly 10 years since the 1960s and the number of over 80s will double.

Policy responses are needed to address the impact of an ageing society and EU countries must learn from each other. How long should a working life be? In the Southern Mediterranean retirement age is 60, in Germany its 67, in France people work for a set number of years rather than to a specified age. There are currently 4 working age people for every person 65+ in England. In around 16 years time that figure will be 2. What about strenuous jobs and part time working? How does that affect pensions and retirement age? We need an all-party debate and an all-party consensus on pensions.

Preventative care and laws on smoking, alcohol and food will be important for the next generation of older people. Lifestyle changes could mean that younger generations don't live as long as their parents and have more years of ill health. In Yorkshire people drink more than the national average. Stopping smoking campaigns need to be targeted on the young (when most smokers start), who are attracted rather than addicted to smoking. Should we go down the same road as Australia and introduce plain packaging for cigarettes?

Other big trends, such as dementia, aren't preventable. These are a big challenge. Dignity should be prevalent in policy and provision. We have relied on low paid (mainly) women to provide care and increasingly rely on older people as carers. Good quality care needs funding. We pay the least to those who care for the people that mean the most to us.



Solo, Chief Executive of Age UK Leeds presented on **Care in Crisis**. The '**Caring for our future: reforming care and support**' White Paper has recently been published. The proposals are very welcome and include improvements to assessment, access to information and advice, the integration of health and social care, enabling people to live in their own homes, prevention and early intervention and personal budgets. Care reform is needed but it isn't possible without funding reform, they must go hand in hand.

WebLinks



European Year for Active Ageing and Solidarity between Generations 2012

<http://europa.eu/ey2012/>

Linda McAvan MEP

<http://www.lindamcavanmep.org.uk/>

Age UK Leeds

<http://www.ageuk.org.uk/leeds/>

Leeds Older People's Forum

<http://www.opforum.org.uk/>

Leeds City Council – Adult Social Care

<http://www.leeds.gov.uk/residents/Pages/Adult-Social-Care.aspx>

Leeds Museums and Galleries

<http://www.leeds.gov.uk/museumsandgalleries/>

John Charles Centre for Sport

<http://www.leeds.gov.uk/sports/Pages/John-Charles-Centre-for-Sport.aspx>



WebLinks



Manchester Valuing Older People partnership

<http://www.manchester.gov.uk/>
> Communities and Neighbourhoods >
Valuing Older People

Yorkshire Film Archive – Memory Bank

<http://www.yorkshirefilmarchive.com/content/memory-bank>

Skippko

<http://www.skippko.org.uk/>

Leeds Ageing Well Framework

<http://www.leedsinitiative.org/page.aspx?id=21777>

Work and Pensions in the European Union

http://europa.eu/eu-life/work-pensions/index_en.htm



The theme of **Age Friendly Cities** was explored in a presentation delivered on behalf of Manchester's **Valuing Older People** partnership. The population growth in cities is one of the biggest social trends of our times. Highly populated cities haven't led to less social isolation and loneliness and there are often tensions between old and young as cities have a predominantly youth culture. In Leeds, the Ageing Well board has highlighted loneliness as an issue, and there will be work done to address this.

What do we mean by Ageing Well? We have moved from viewing older people as a burden to treating them as a customer, now there is another shift towards older people as citizens. Citizens have a wealth of knowledge and skills. We have recognised the role that social networks play and the social capital older people contribute to their city, through volunteering for example. Place is of great importance; where do people engage? Political buy in is very important and we are very fortunate to have that in Leeds.

'**Age Friendly Cities**' is about a range of issues that affect the lives of older people, including communities, culture and public places. It includes the design and accessibility of buildings. Ageing Well is not just the business of services for older people, supermarkets, for example, need to address the needs of an ageing population. Both public and private organisations have a responsibility to older people. Research shows that income correlates to walking speed. Those older people on a lower income walk slower. This has many implications for an older person's experience of the city. It is one example of the impact of inequality.



Glynis Charlton from the **Yorkshire Film Archive** presented **Memory Bank**, an innovative DVD resource for use in reminiscence and life story work. It uses archive film spanning six decades, which has been carefully selected and edited along familiar themes - such as Holidays and Domestic Life - to unlock memories and connect the past to the present. Memory Bank has been developed in close collaboration with healthcare professionals, older people, carers and families. <http://www.yorkshirefilmarchive.com/content/memory-bank>



Sue Barnes from **Skippko** presented on their work, specifically the recent '**Hats Off**' project, which is based on the social history of hats, which some communities still wear while others don't. Skippko's work takes place out in communities in partnership with organisations such as Neighbourhood Network Schemes and with libraries, museums, and galleries. Sessions are delivered over a 12 week period and involve visits to cultural attractions; group work is an important part of the sessions so that people don't work as individuals in isolation. Participants develop skills and make new friends. A short film about the 'Hats Off' project was shown. A man in the film comments; "I'm doing things I never thought I'd do in my life. I've lived in Leeds all my life, 77years, I'm going to places I've never visited before."



Mick Ward, Joint Chair of the **Ageing Well Board** ended the session with a presentation on **Ageing Well in Leeds**. There is a woman in Leeds today who is 62 who will live to 120 years old. Leeds aims to support people to live longer but live well. We must be the best city to grow old for all older people in Leeds. We are facing very difficult times, deep cuts and with that inequality will increase. The root causes of inequality must be tackled and understanding developed of the impact of inequality on all aspects of people's lives.

Leeds has won awards for its work on dignity in care, on hydration and nutrition and has led the way on intergenerational work. Building on the successes of **Older Better** (the strategy to promote a healthy and active life for older people in Leeds 2006–2011), a charter for older people's rights has been produced. It is not only providers of services to older people that should be signing up to the charter but any institution that older people come into contact with. We want to see supermarkets, transport providers and large employers sign up to the charter. The charter can also be used by older people to demand their rights and for front line staff to advocate on behalf of older people.



During the **afternoon event**, a wide range of positive ideas for '**Ageing Well**' were showcased, spanning a whole host of activities including: dance, arts, sport and physical activity, cooking, reading groups and social opportunities for people living with dementia to name a few. Library staff were busy answering enquiries. Thanks to **Europe Direct Leeds'** iPads we could showcase relevant websites and encourage people to join the library. **Europe Direct Leeds** was able to field enquiries on retiring abroad and more. A great way to round off the day!

The Enterprise Club

Business and Patent Information Services at Leeds Central Library and Europe Direct Leeds are getting ready for start of their 5th series of **The Enterprise Club**.

Over the past year, **The Enterprise Club** has proved very popular with more than 200 business start-ups attending a range of talks.

The clubs are a perfect way for any budding entrepreneurs and new businesses to network, access free talks and professional advice.

Each session focuses on a different topic and includes a speaker from a local organisation.

The winter 2012 / 2013 series starts on Monday 12th November and runs fortnightly from 6.00pm – 7.45pm

- **Is starting a business right for you?** – Leeds Chamber
Monday 12th November
- **Tax and National Insurance** – HM Revenue and Customs
Monday 26th November
- **Financing your business** – Business Enterprise Fund
Monday 10th December
- **Marketing your business** – The Chartered Institute of Marketing
Monday 7th January
- **Find out about trade marks, copyright and patents**, including a look at the library's business resources – Ged Doonan and Tracy Hopkinson: Business and Patent Information Services
Monday 21st January
- **Getting your business online** – Dr Paul Firmin: Futurex Business Ventures
Monday 4th February

Start-ups are welcome to attend the full run of sessions but can also dip in and out, attending the most relevant for their specific needs.

To find out more about the sessions contact
Business and Patent Information Services

Tel: 0113 2478266

Email: piu@leeds.gov.uk

Web: www.businessandpatents.org

Twitter: www.twitter.com/baplig

WebLinks



Business and Patent Information Services

<http://www.businessandpatents.org/>

Leeds Chamber

<http://www.yourchamber.org.uk/>

HM Revenue and Customs

<http://www.hmrc.gov.uk/>

Business Enterprise Fund

<http://www.befund.org>

Chartered Institute of Marketing

<http://www.cim.co.uk/>

Futurex Business Ventures

<http://www.facebook.com/FuturexBusinessVentures>