

Governance, Group Structures and People

28 August 2021



APPG Structure and Group Relationships

APPG for Longevity

Aims/Objectives

The APPG for Longevity was set up to address the socioeconomic, cultural, scientific and technological issues relating to our ageing demographic and to promote living healthier and longer lives. Its mission is to meet the government goal of five more years of healthy life expectancy by 2035 while minimising health inequalities ('HLE + 5').

The APPG is chaired by Rt Hon Damian Green MP. Lord Filkin CBE is the Strategic Advisory Board Chair. The APPG has an eminent, diverse, and committed set of Officers who actively support its work (see [here](#)).

The APPG Plans

One of the key issues it has focused on is how to enable more people to retain good health and so benefit from a longer life and contribute socially and economically. The Government has set a Manifesto goal to bring this about which makes our work relevant and potentially influential¹.

Key achievements to date

In only two years the APPG has produced two major projects completed and two more underway:

- [The Health of the Nation – a Strategy](#), launched February 2020 by Matt Hancock
- [Business for Health](#) founded by the APPG to engage business in health.
- [Levelling Up Health](#) – published April 2021 with Matt Hancock and Chris Whitty, CMO.
- *Open Life Data Framework*², led by Lord James O'Shaughnessy and Tina Woods and due to publish in September 2021 on how to harness datasets across the life course in personal and population health management, including pandemic resilience.

In 2021/22 the APPG aims to:

- To help build momentum for action in government and society
- To entrench this as a cross-party and pan-society goal
- To support the new Office for Health Promotion and the CMO's role.

¹ <https://www.gov.uk/government/speeches/adding-years-to-life-and-life-to-years-our-plan-to-increase-healthy-longevity>

² [https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568\(21\)00081-7/fulltext](https://www.thelancet.com/journals/lanhl/article/PIIS2666-7568(21)00081-7/fulltext)

Our society has one of the best opportunities for decades to improve the health of our country, after the Covid-19 pandemic. The Prime Minister and the Secretary of State for Health support this, with a Manifesto commitment to do so and the new Office for Health Promotion to be led by the CMO, Chris Whitty will drive this agenda across government.

Yet to improve the health of the country will require key players outside government, in the NHS, local government, charities, and business to own the goal too, and to work with government to maximise progress. This is where the APPG for Longevity may have most to offer

Secretariat

Collider Health provides the Secretariat for the APPG for Longevity. Collider Health is a system change consultancy focussed on bringing diverse stakeholders together to address the system changes needed to improve health for all.

The role of the Secretariat is to act as a designated secondary enquiry point alongside the Chair, who is the main registered contact. The Secretariat supports the Chair to ensure records are maintained according to APPG rules. This means the Secretariat helps maintain a list of active members - both parliamentary and external; dates of meetings - both past and future; minutes of formal meetings (which record both attendance and decisions); any reports or other publications issued; and income and expenditure statements as required.

The Secretariat also acts as the gatekeeper for contact with sponsors, supporters, any external advisory functions and individual experts who may interact with the APPG. The interaction between the Secretariat and outside bodies is determined and subject to approval by the elected APPG officers.

Strategic Advisory Board

External organisations and individuals are permitted to offer advice and contribute to the strategy of the APPG if the relationship is properly defined and declared and a register of interests is maintained by the group Secretariat. The Strategic Advisory Board cannot have a formal relationship with the APPG - it is merely an informal function that can offer support on matters undertaken to further the mission of the APPG.

The officers of the APPG have the final say over all workstreams and strategic decisions taken by the group.

Partners

The APPG works with academic and third-sector organisations such as think tanks, charities and professional groups to help gather evidence and disseminate knowledge. These

partners can be invited to the APPG Advisory Boards and are appointed by Collider Health in consultation with the Chair and officers of the APPG.

Sponsors/Supporters

In compliance with APPG rules ([here](#)) external organisations and individuals are able to sponsor the APPG to help pay for secretariat services, trips or reports produced by the APPG. Managing the relationship between sponsors is the responsibility of the APPG registered contact who can delegate the administration of such arrangements to the Secretariat. For example, if a report or other publication has been compiled or funded by any external organisation or individual, this will be made clear on the front cover of the report using the wording provided by the APPG Registrar's office.

The APPG is also required to identify sources of external funding on its headed paper. If the APPG receives over £12,500 from outside Parliament, in money or in kind, in its reporting year, it must undertake the reporting and declarations set out in the official rule book. A list of supporters is maintained by the Secretariat and published externally along with the names of sponsors. Supporters can be invited to attend all public meetings and may be invited to give evidence as or when appropriate.

Guidelines for Communication

Sponsors and partners can communicate their association with the APPG. Once the reporting rules for declaring a financial or professional contribution are complied with, sponsors and partners are free to communicate their association with the group and the APPG can do the same. That includes sponsors and partners being able to take pictures and promote their involvement with the APPG on social media. The following provides high-level principles for sponsors and partners to follow when communicating their involvement externally:

- Press releases or statements announcing sponsorship/partnership need to be signed off by the APPG Secretariat
- Sponsors can acknowledge their affiliation with the APPG as a sponsor, but cannot use the APPG logo for their own PR and marketing purposes. The APPG logo is only for use on the APPG group's letterhead, reports, website, and social media accounts such as Twitter.
- Tweets confirming an organisation is a sponsor or partner and proud to support the aims of the group are appropriate but committing the APPG to policy positions outside the scope of the group's aims and objectives is not appropriate unless the Secretariat has approved it

- Announcing support or funding for publications or events should be approved by the APPG Secretariat
- APPG policy positions are agreed by the officers and Parliamentarians of the group. Sponsors and partners should consider posting social media comments that complement the work and views of the APPG
- APPG Advisory Board meetings are internal meetings so discretion is needed on what constitutes appropriate promotion by sponsors and partners and should be approved by the APPG Secretariat

