

## **Increasing Opportunities in Oldham**

This DVD is produced by Government Office North West and features case studies of successful initiatives which help deliver against the Local Area Agreement (or LAA). The LAA provides a framework within which successful initiatives can improve the quality of life for local people, and is something which Oldham has used to catalyse the improvement of services.

### **Home Shopping Scheme**

The Home Shopping Scheme is based out of the Co-op in Lees, and is run by Age Concern Oldham. The service takes orders from their 220 clients over the phone, does the shopping for them, and delivers it to their door. This is available to every resident in Oldham who can not shop for themselves or is not able to get to the local shops, thereby helping more elderly or disabled people to stay in their homes.

### **Bronchial Boogie**

The Bronchial Boogie scheme helps local children to manage their asthma and breathing difficulties, by getting the children to play wind-operated musical instruments and to play games which test their breathing control, such as blow football. The after school club is run on a weekly basis by the school nurse (who is also an asthma specialist) and a music teacher. As well as improving the children's self-management of asthma, it improves their confidence levels and is something which they find tremendously enjoyable.

