



INTERGENERATIONAL SOCIAL VALUE

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WHO WE ARE

Intergenerational England is a not-for-profit organisation working to join the dots, bringing together existing initiatives, developing research and inspiring new ideas and projects, fusing top-down strategies with bottom-up activities to make a tangible difference to our society.

CORE FOCUSES

- Strategic Consultancy
- Innovative Research
- Advocacy and Public Engagement
- Training and Programmes

WHO IT IS FOR

A "Intergenerational Approach" is a deliberate and thoughtful strategy that harnesses the connections between and among people across the life course whilst also putting emphasis on the systems and structures that surround them. It's about recognising the value of diverse experiences and fostering meaningful interactions that transcend age boundaries, ultimately leading to a more inclusive and cohesive communities.



CORE PRINCIPLES



Intergenerational Social Support Systems -

We create networks of support that connect generations at a place-base, enhancing both individual wellbeing and community resilience



Understanding Intersectionality -

We recognise that individuals experience the world through multiple, intersecting identities such as age, race, gender, and socioeconomic status. This approach highlights how these factors shape people's experiences, ensuring that intergenerational solutions are inclusive and equitable for all.



Life Course Approach -

We promote a dynamic view of aging, focusing on the continuum of care from childhood to old age and all its nuances. This approach promotes holistic health and well-being, recognising that intergenerational connections enrich every stage of life.



Intergenerational Integrated Partnerships -

We foster collaborations that integrate diverse sectors, from health to education, business to housing, to achieve lasting intergenerational change

3 MAIN PILLARS OF FOCUS SUPPORTED BY DEDICATED TASKFORCES

HOUSING



HEALTH

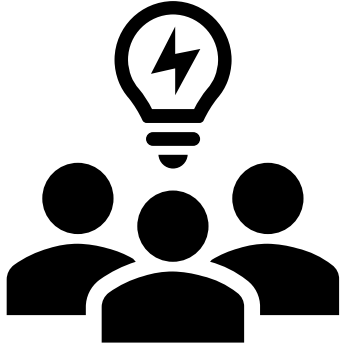


WORKFORCE



RESEARCH AND POLICY

Our vision and collaboration hopes



Work together to create a new, collaborative approach to social value and impact measurement of intergenerational housing approaches

Measure and demonstrate social value

Learn and continue refining practice

Scale intergenerational approaches in housing



Public space & intergenerational use

Brief and friendly encounters, multigenerational use

Public space & facilitating connection

Intentional facilitation, deeper connections via community spaces

Adaptations to homes

Enabling generations to live side by side in communities

Multi-generational households

Generations living under one roof in communities

Strategic housing allocations

Intentional curation of multigenerational communities

Cross-sector community design

Organisations in local places setting whole life course and intergenerational plans

Purpose built intergenerational communities

Housing and public spaces designed and built to enable generations to live and connect in a community

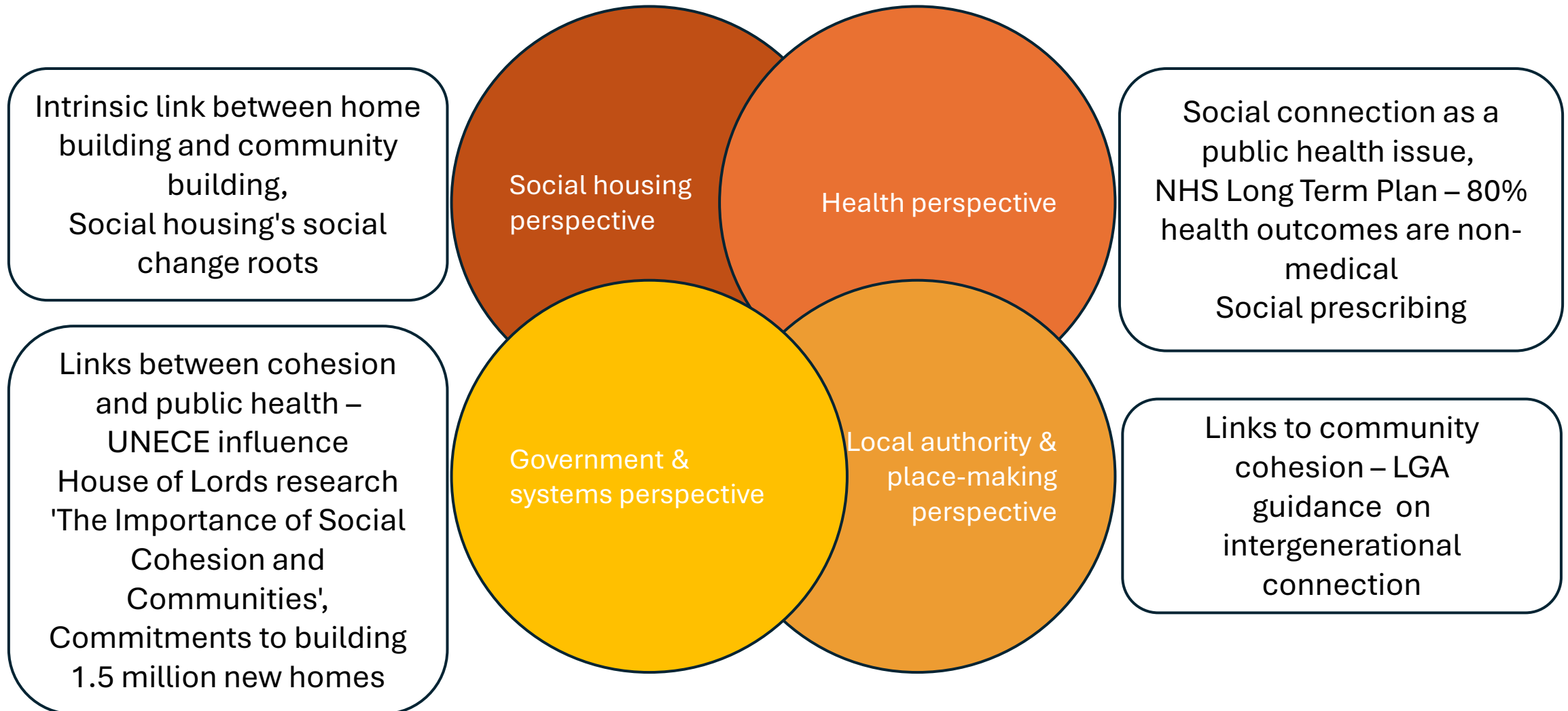
Strategic allocations & community connection

Multi-generational communities and T&Cs asking for community engagement by residents


**INTERGENERATIONAL SOCIAL VALUE:
IMPACT AND EVALUATION ECOSYSTEM**



Contextual considerations



Benefits and impacts



Impacts for
individuals

The diagram consists of a central blue circle labeled 'Impacts for individuals'. To its right is a large white rounded rectangle with a dark blue border. Inside this rectangle are five lines of bold black text, each representing a benefit or impact.

Reducing isolation and loneliness: social connection


Increased sense of belonging

Increased access to mutual support and assistance – reduced use of formal statutory services

Skills sharing and learning

Over-arching positive impacts on mental and physical health

Benefits and impacts



Impacts for
neighbourhoods and
local communities

**Fostering belonging – cooperation and
shared responsibilities**

Reduction on formal social services

Reducing ageism

Benefits and impacts

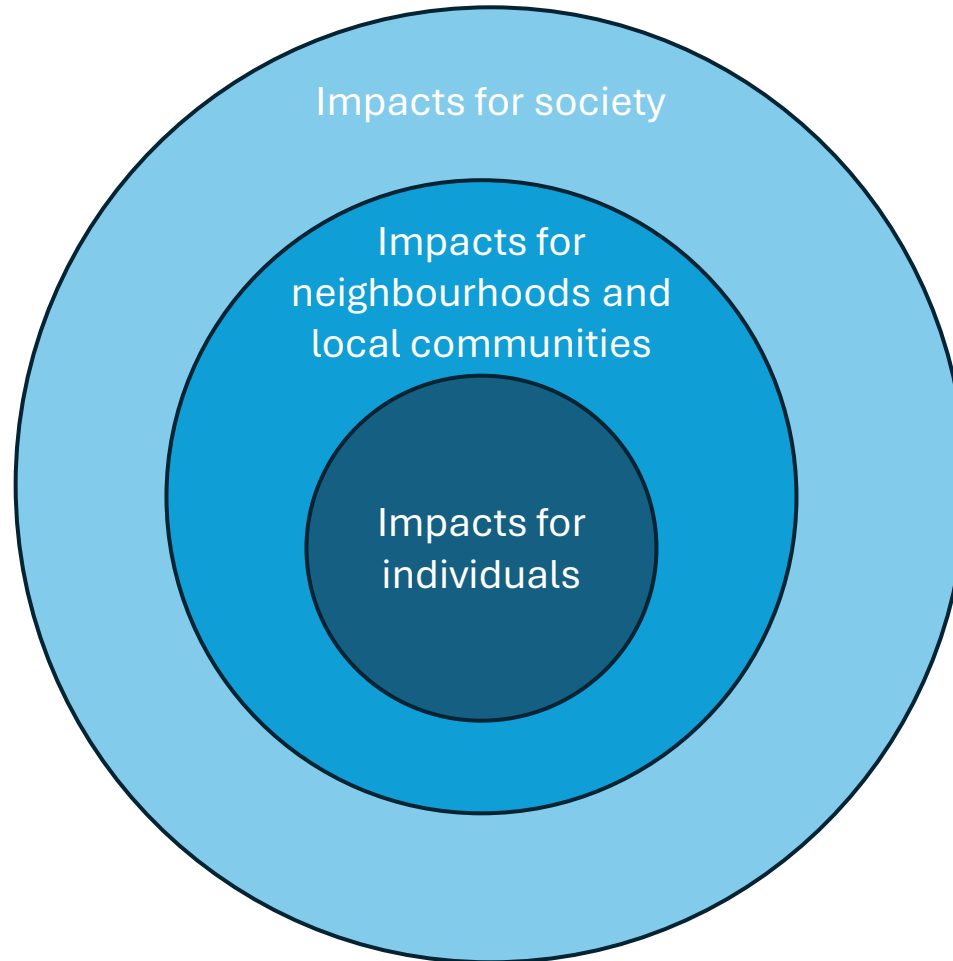


Impacts for society

Healthier societal transformations

Greater cohesion and civic participation

Benefits and impacts



Enablers and challenges

- Careful planning and design (physical spaces)
- Flexibility and adaptability: diverse portfolio of homes
- Positive stories – shifting the narrative
- Co-design
- Careful design and delivery of services and activities

Enablers and challenges

- Financial support
- National and local policy support – inc planning
- Dedicated task force to oversee implementation of age-friendly policies and initiatives
- Fear and not bringing people together, fuelled by misconceptions

Next steps

We believe this research is just the beginning. In response, we are:

- Working with partners to pilot the impact framework in live housing and community settings;
- Sharing findings with policy makers and housing developers to inform the design of new schemes;
- Supporting ICSs, local authorities, and the VCFSE sector to embed intergenerational practice in their place-based strategies;
- And scaling our award-winning 'Talking Generations' campaign to expand public awareness and civic engagement.