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Mixing matters

how shared sites can bring older and younger people together
and unite Brexit Britain



About United for All Ages

United for All Ages is a ‘think-and-do’ tank and social enterprise that aims to build a stronger Britain and stronger communities by bringing younger and older people together.

United for All Ages’ consultancy service works with policymakers, councils, charities, universities and companies to make ‘a Britain for all ages’ a reality. United for All Ages focuses on how action for and by all ages can tackle some of Britain’s major social and economic issues, from housing and care, loneliness and learning, to work and technology. United for All Ages is working with older people’s housing and care providers and childcare providers to create shared sites where older and young people can mix and share in meaningful activities together. We are also working with schools, universities and colleges, housing associations and many others on developing shared sites. Our consultancy offers a spectrum of services – advice, research and development through to implementation, making shared sites happen.

United for All Ages was set up in 2010 by Stephen Burke and Denise Burke who both have substantial experience in childcare and eldercare. Stephen was chief executive of two national care charities, Daycare Trust and Counsel and Care, and was leader of a London borough and vice-chair of the primary care trust. Stephen is chair and trustee of several national and local organisations working on housing, care, health, families and ageing. Denise led on childcare for Peterborough city council and headed up youth and childcare for the Mayor of London as well as being chair of BBC Children in Need for London and the South East. She has been a childcare and early years consultant with local authorities, was interim CEO of smallsteps, the largest childcare provider in the Netherlands, and chair of the Poppy & Jacks nursery group in north-west England.

In 2012 United for All Ages and My Family Care launched www.goodcareguide.co.uk, the only site where families can find, rate and review childcare and eldercare. United for All Ages also set up www.downsizingdirect.com to encourage and support older people to downsize their home. Policy papers and commentary from United for All Ages can be found at www.unitedforallages.com

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Introduction

Mixing matters for all ages

Brexit Britain is dogged by divisions – we are divided by class, income, race, geography and age. Older people have been pitted against younger people over issues like housing, wealth, debt and pensions. This was seemingly reflected in voting patterns in the 2017 general election as well as the EU referendum in 2016.

The mistrust that arises from such divisions is fuelled by the lack of connection between different generations. Britain is one of the most age segregated societies in the world, particularly for the youngest and oldest generations. This can breed myths and stereotypes, misunderstanding, ageism and exclusion. That's why we believe mixing matters.

In its work since 2010, United for All Ages has been highlighting issues arising from age segregation or 'age apartheid' and how it can be tackled. One way to promote more integration and mixing between the generations is the sharing of sites where activities involving older and younger people take place alongside each other and together.

Shared sites range from traditional community centres to the co-location of older people's housing with care schemes and childcare facilities. As this paper highlights, there are many different models of shared sites.

Despite the divisions outlined above, 2017 saw significant progress in bringing older and young people together for the benefit of all generations and our wider society. There is increasing interest in co-location and increasing recognition of the social and economic benefits.

While many more examples can be found in other countries, there has been a growth in the UK of 'shared sites' from nurseries co-locating with care homes and older people's housing to schools, sheltered housing and community hubs.

Media coverage has helped stimulate this grassroots action. The Channel 4 programme, *Old People's Home for Four Year Olds*, and the coverage of the Apples and Honey Nightingale care-home nursery have created huge interest and prompted many nurseries and parent and toddler groups to link up with their local care homes and older people's housing schemes.

Meanwhile other examples are emerging. Downshall primary school in east London is hosting a day centre for older people with depression and dementia. A sheltered housing scheme in Cambridge is letting some flats to students in return for volunteering with the older residents. There are many different ways to support mixing between generations.

This new paper aims to promote these developments, share ideas and practical solutions, and inspire further action to bring older and young people together. United for All Ages sees mixing between generations as key to tackling age apartheid. The benefits are many – not just for those directly involved but for their families and wider community. We also believe shared sites will improve not just the experiences of those using care services, for example, but ultimately it will improve the quality of care and other services used by different generations.

Our thanks to the twenty organisations that have shared ideas and projects in this paper – they are truly inspirational.

While the government is absorbed with delivering Brexit, Britain is crying out for positive change. Economically, more needs to be done to address intergenerational fairness through affordable housing, wealth and taxation. Socially, mixing through shared sites could provide thousands of opportunities across the country to bring people together for the benefit of all generations.

Local people and their communities are taking the lead. By 2022 United for All Ages expects to see at least 500 shared sites across the UK. Many are building on existing activities and facilities. Some will be based in new developments.

The joy of mixing can unite Brexit Britain in these divided times. As surveys repeatedly show, older and younger generations have much more in common than some would have us believe. Now's the time to make shared sites happen because mixing matters for everybody.

United for All Ages looks forward to working with you to deliver many more shared sites – do get in touch.

Stephen Burke, Director, United for All Ages

Mixing matters - summary and calls to action

Mixing matters sets out why increasing connections between generations is key to the health, well-being and future of individuals, communities and ultimately our country. While Britain has become more age segregated in recent decades, this paper demonstrates there is a growing movement to tackle ‘age apartheid’.

This paper focuses on how older and younger people can come together through ‘shared sites’ with many inspiring and practical examples that could be replicated across the UK. Four specific themes are explored:

- Shared care and play
- Shared housing and living
- Shared learning and work
- Shared community spaces and activities

Our ambition is for 500 shared sites to be developed by 2022. With some 75,000 care homes, nurseries and schools in the UK, there is massive scope for the shared sites challenge to achieve much more.

To make this happen, we need action and support from:

Policymakers – support and promote mixing between different ages, explaining why it’s key to creating a stronger Britain at all levels as part of national strategies for our ageing society and intergenerational fairness

Providers – build links with other local providers to facilitate intergenerational interaction; share lessons about what works (and doesn’t); learn from each other and get on with it

Regulators – recognise the importance of intergenerational interactions to older people and young people in the inspection and regulation of care, education and housing services; offer guidance to providers

Local authorities – bring providers of services for older people and young people together; transfer assets to support community-based businesses and organisations; develop strategies to create communities for all ages

Planners, developers, architects – ‘think mixing’ when planning and developing new and existing care, housing, education and other community schemes

Evaluators – provide evidence of what works and why, recognizing there are many models of shared sites

Funders – support capital and revenue funding bids to make mixing happen

Service users, families and staff – ensure they are involved from the early stages of all intergenerational projects; don’t underestimate the enthusiasm of the public of all ages for bringing older and younger people together

Why mixing matters?

Britain is one of the most age segregated societies in the world.

Outside of family life, most of us don't have much contact with people of different ages to ourselves and that is particularly so for the oldest and youngest generations. This was confirmed by the British Integration Survey published by The Challenge, who are updating the survey in 2018.

Britain has become increasingly segregated by age over the last fifty years. At the same time the UK has significantly lower levels of trust compared to fifty years ago, with the proportion of people who generally trust others halved from around 60 per cent to 30 per cent.

Many of the places where people traditionally mixed have changed or disappeared in recent decades. From pubs, clubs and local shops to places of worship and the workplace, the opportunities to meet with people of all ages have been significantly reduced.

It's not just families that have become more fragmented. Work for example used to be a place where you could mix with several other generations but that is less frequent now as more people work for themselves or from home and some industries and sectors are dominated by either older or younger workforces.

Similarly many of our shared experiences used to revolve around common consumption of the media, be it newspapers, TV or radio. The water cooler moments no longer rotate around what was on telly last night, as our media consumption online becomes individualized.

And where we live increasingly is segregated by age – with some communities in inner cities dominated by young people while many towns and rural areas have an ageing population. The broken housing market has reinforced this segregation, as demonstrated by the Intergenerational Foundation in this paper.

Our communities have also changed shape, with more retailing based in out of town centres, while those reliant on local transport services have limited choices.

The consequences of lack of connection

The consequences of age segregation are manifold. Lack of connection fosters mistrust, suspicion and misunderstanding between generations. It also wastes the talents, skills and experiences of different generations. And we all lose out through the ageism and exclusion that result.

The Social Integration Commission warned that a lack of social integration makes it harder to address key social and economic challenges. In particular, the Commission said there are three areas where a lack of integration between people from different backgrounds has made national challenges harder to solve: long-term unemployment; recruitment and career progression; community health and wellbeing. A lack of integration in communities increases anxiety and ill-health. A lack of friendships across age groups can expose individuals to a higher risk of social isolation. More effective social integration leads to increased life expectancy, better recovery times from health issues and fewer mental health issues.

Research shows that low levels of trust correlate with low levels of wellbeing and lower life-satisfaction. A greater risk of isolation in older age can lead to a greater reliance on social care. Social isolation – as a result of shrinking social networks – has a comparable impact on early death to smoking or alcohol consumption, and a greater impact than obesity.

Higher residential and social segregation correlates with lower levels of trust in others, as segregation fuels the perception of difference when diversity increases - and trust levels are lower where people perceive difference. Fragmented communities negatively impact health and wellbeing. Low levels of trust negatively impact our health, our immune systems, stress levels and blood pressure. Low levels of trust also correlate with higher rates of suicide.

However, building stronger ties lowers the incidence of mental ill health and improves

health outcomes. The creation of stronger community ties is linked to the prevention of depression, especially amongst children. More varied networks can lead to better health outcomes, such as enhanced immune-system functioning and recovery from a stroke.

The cost of loneliness to individuals and our society has now been widely recognised and demands action by us all.

Shared sites promote shared lives

Of course our society and communities don't have to be like this. Shared sites can promote mixing. While much of the media focus has been on older people's housing with care schemes sharing sites with childcare providers, there are many other ways in which younger and older people can share spaces and places.

This paper provides lots of examples of shared sites where mixing happens between different generations: shared care and play, shared housing and living, shared learning and work, shared community spaces and activities.

In addition, there are many shared interests that bring older and younger people together – from sport to gardening, IT to cooking, music and arts to campaigning. These activities naturally bring people of different ages together but rarely get labelled as 'intergenerational'. Nevertheless, they are the bedrock of community life.

The many benefits of shared sites

Mixing matters in creating meaningful connections between people of different ages; it can create real understanding of the social and economic issues that other generations face.

There are a wide range of benefits and beneficiaries from shared sites. A shared site such as an older people's housing scheme co-located with a children's nursery can have the following benefits:

- older residents experience more activities, less isolation and loneliness, and better physical and mental health
- children experience enhanced early learning and social development, giving them confidence
- parents can mix with people of all ages and work knowing their children have good childcare
- relatives and families of older people benefit from their increased interaction and better health
- providers of eldercare and childcare have a USP, reduced costs and happier clients
- staff of both providers have more interesting opportunities as well as childcare support if they need it
- all involved can share experiences, activities, learning and mutual understanding
- the wider community has a centre for all ages they can use and share locally

For housing and care providers, the economic benefits of co-location also include:

- sharing back office costs: from maintenance and catering to IT and HR to training and management
- marketing across generations: reaching different parts of the same family whose care needs will change over time from childcare to eldercare
- creating a USP: pioneers of co-located care have a special offer to families needing care
- sharing skills and learning of staff: opportunities to grow and develop staff
- recruitment and retention of staff: one of the biggest issues for many providers, co-location provides opportunities for staff to undertake new challenges in different settings
- providing community facilities: a co-located or shared site will become a magnet at the centre of communities and be in demand from others looking for space, activities etc

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- growing demand – our ageing population means a growing demand for care which will help businesses become more sustainable, while demand for childcare grows as more parents work
- These benefits have been realised by shared sites in other countries – from the USA, Canada and Australia to Japan, Singapore and elsewhere in Europe. As demonstrated in this paper, the UK

is catching up. More evaluation of the benefits needs to be undertaken with the emerging schemes in the UK.

United for All Ages believes there is a growing social movement in support of practical intergenerational action. Starting young is the way to change our society and attitudes to unite Brexit Britain.

From political will to practical action

“ Research by the Intergenerational Foundation shows that children now have a mere 5% chance of having someone aged over 65 living in their area, compared to a 15% chance in 1991, while the level of separation between retirees and young adults has roughly doubled during the same period. This divide is being compounded further by **fewer instances of connection across generations**. Not only does this have an impact upon our communities and society, but **it also affects our politics**.

For these reasons, the All Party Parliamentary Group, which I chair, is investigating **ways in which we might tackle this polarisation**. Already I have heard many reasons to be positive. At our first Parliamentary session on 4th December 2017, we heard from experts on intergenerational connection. Alex Smith, founder of North London Cares, South London Cares and Manchester Cares, told us about ways in which his organisation brings

older and younger neighbours together through shared social activity. We also heard from St Monica Trust, a care provider, about their plans to co-locate nurseries alongside their residential care homes. Both are fantastic initiatives, and **we need more**.

There is growing political will to build bridges across a number of social divides, including age, which were brought into sharp focus by recent political events such as the EU referendum and the 2017 General Election. I believe our APPG's inquiry – through championing schemes like those I have highlighted and the exploration of new policy approaches – has the power to **convert this growing political will into practical action**.

*Chuka Umunna MP,
Chair of the All Party Parliamentary Group
on Social Integration*

Mixing through shared care and play

2017 saw an explosion of interest in the co-location of care, with the media focusing on the Channel 4 programme, 'Old People's Home for Four Year Olds' at St Monica Trust, and the UK's first integrated care-home nursery, Apples & Honey Nightingale. It also transpired that Buckreddan Care Centre has been co-located with Little Deers nursery in Ayrshire since 2004 but joint activities had been limited.

Since summer 2017, every day of the week news has emerged of joint activities between nurseries and older people's housing and care schemes across the country.

These developments reflect a sliding scale of interaction and intergenerational care:

- nurseries undertaking occasional visits to care homes, for example at Christmas
- nurseries and parent and toddler groups visiting care homes on a weekly basis and undertaking structured and spontaneous activities
- nurseries and care homes that are located next door or as close neighbours enabling more frequent joint planned activities
- nurseries and care homes located on the same site that undertake some joint activities during the week

- nurseries and care homes that are co-located and fully integrated where older people and children and staff and families interact on a daily basis in both planned and informal ways

Examples of these different levels of interaction are reflected in this paper below. Much more is already being planned by care providers in 2018 and beyond.

The scope for new activities is massive given the number of older people's housing and care providers and the number of childcare providers in the UK. Most will be on existing sites of housing with care providers - some developments will convert unused space and facilities for nurseries, some will be new builds in the grounds. There will also be new developments enabling the opportunity for purpose built, integrated facilities for older people and children in the heart of communities where their families live and need care.

International experience shows there are many models of intergenerational care. The key is to get going right across the sliding scale of intergenerational interaction as schemes are rolled out and evaluated in the UK.

The first integrated care-home nursery in the UK

“ Our nursery, **Apples and Honey Nightingale** community interest company (CIC), opened in September 2017, in the grounds of the care home, Nightingale Hammerson, in London. The nursery team began a free weekly baby and toddler group for the local community to spend time and build relationships with residents in January 2017. Residents opt in to weekly sessions, which run for 90 minutes.

The nursery itself is housed in a refurbished bungalow in the grounds of the care home. It is a social enterprise, and 20% of nursery places are given to care home staff at a

reduced rate. The nursery is open 50 weeks of the year from 7.30am to 6.30pm, with part-time sessions also available.

Nursery children engage in **meaningful play** with the residents each day. Some of the activities are fixed as part of the weekly schedule. Other sessions are planned based on the wider activities programme that takes place across the home's campus. To learn more, go to www.applesandhoneynightingale.com

*Ali Somers,
Apples and Honey Nightingale*

A movement for intergenerational care

“ St Monica Trust has over its 95 year history encouraged intergenerational contact between its residents and the local community. So when we were approached by Channel 4 to take part in a programme that aimed to provide clear evidence of the **psychological and physical benefits** of such an initiative, we jumped at the chance.

The ‘care home for four year olds’ measured the impact of older people running a children's nursery for a ten week period. The programme demonstrated that the development of **co-dependent relationships between old and young led to significant improvements for both groups**. Older people dramatically increased physical activity, became physically fitter, increased mobility

levels, physical hand strength and showed significant improvements in mood and well-being. For the children, they showed marked increases in confidence levels, increased socialisation skills, they even started to see older people as potential playmates.

The reaction to the programme has led to an intergenerational movement being formed within the UK to change the way we provide older people's service provision for ever. For St Monica Trust, we have committed to providing **intergenerational environments** in all our villages, working with both nursery providers and local schools.

*David Williams,
St Monica Trust*

Songs and smiles - together

“ The Together Project is an innovative new community interest company (CIC) with a mission to deliver **joyful, life-affirming intergenerational activities** across the UK. Our events tackle loneliness, positively affect perceptions of age and unite local communities.

Our first activity is Songs & Smiles, a singing and social group for toddlers, parents and care home residents. We sing songs, play instruments, make friends and have a lot of fun. There is **compelling evidence** of the benefits of both intergenerational activities and music/singing for people living in care homes, particularly those with dementia.

By combining the two, we have the recipe for a **highly-engaging, meaningful experience for everyone involved**.

Care homes benefit from a fully-managed service; we provide trained volunteers, equipment and handle the marketing to parents. Our affordable service can be further subsidised by grant funding to allow every care home the opportunity to get involved, regardless of circumstance. Find out more at www.thetogetherproject.co.uk/songs-and-smiles.

*Louise Goulden,
The Together Project*

Going to Charlie's House

“ Have you thought about contacting your local council to find out how to engage and **work with childminders**? Within Torbay our intergenerational focus started through a lottery-funded song writing / music project involving musicians, care homes residents and childminders. The project ran one day a week for six weeks with childminders and children arriving for the morning and everyone staying for lunch. All sessions were filmed and then shared in the community as a film and drama production called 'Going to Charlie's House'.

The link takes you to footage from the project performance. The resident that starts singing a song he made up has dementia - he went from refusing to have any contact with the children at the start of the project to as

you see him, happy and engaged, **singing songs all the time**. You can see his wife's response when he starts singing as she had never heard him sing - ever!

The project created a lot of interest from local media as well as from other care homes and members of the community. Although this project has finished, the childminders and children continue to visit, whilst we move on to new care homes and new projects. We are now developing permanent **childminder spaces within some care homes** for childminders to meet in and hopefully work from as part of their 50% rule.

*Lorraine George,
Torbay council*

A friendship like no other

“ Little Deers nursery is co-located within the grounds of Buckreddan Care Centre and was opened in 2004. For many years the children have gone over to the nursing home for Easter parade, Halloween, Christmas songs and have even been witnesses to the renewal of vows within the care home environment.

When I thought of the **Crocs and Tots programme**, my main focus was the environment, and how bright, cheerful and happy sounds would lift the mood of our friends from the care home. I wanted a consistent programme that would enable friendships to blossom and grow.

I knew the union would be successful, I knew the union would be amazing but oh my goodness I could not have predicted the

palpable, visionary and wonderful sight watching the children and residents play, sing, read and even join in on our Spanish classes! The programme has raised an amazing and unique understanding of the importance of this **very special relationship between residents, children and staff**.

The mood within the nursery has a totally different and lovely feel and the children look forward to the residents coming to visit them to play. Our programme has filtered to the local community, encouraging young and old to come together and is raising awareness regarding the emotional and physical benefits to young and old. Amazing!

*Doreen Hearshaw,
Little Deers*

Mixing through shared housing and living

Where we live shapes how we live. But our contact with other generations is often limited by where we live. As the Intergenerational Foundation reports, the housing market increasingly segregates people by age – younger people in city and urban centres and older people in towns and rural areas. Loneliness and isolation affect people of all ages as a result.

Homes and communities can be different. An increasing number of us are living in multigenerational households – whether it's three or more generations of a family living under the same roof; or younger people living with an older person who has spare rooms through Homeshare; or adults with additional needs living with a family through Shared Lives schemes. These arrangements are driven by a variety of social and economic reasons which are growing stronger.

Much more intergenerational housing could be purpose built like projects in the USA and elsewhere in Europe. Some schemes could be integrated with older people's housing schemes accommodating students in return for volunteering. Some schemes could be new builds. But they must have a clear purpose.

Mehrgenerationenhäuser are a key part of the German government's ageing population strategy – over 450 of these 'multigenerational

meeting houses' have opened across the country in recent years. These community centres are designed to be places where people of all backgrounds and ages can meet and mix – hosting day care services for older people, services for children and young people as well as citizens' advice centres, and featuring bistros and cafes fashioned as 'public living rooms'. Joint activities bring together older people and young families, and foster a sense of community, and promote the value of co-operation and mutuality in local residents.

The UK government has accepted the need to build substantially more new homes – at least 300,000 homes a year - with much more affordable housing. This should include not just starter homes but also more housing options for older people looking to downsize.

We could also make much better use of existing homes – with accessibility and adaptations, Homeshare schemes or downsizing in situ as argued below – and encourage mixing between generations at the same time. Affordable housing providers could review their sheltered housing stock to develop examples like the CHS pilot below.

Living together means shared activities and experiences and thereby real connections between the generations.

Two generations under one roof

“ For as long as people have lived together, different generations have lived **under one roof**. As families scattered, this became less common, coinciding with well-publicised loneliness amongst older people, but also **increasing loneliness** for younger people who travel for work or study. Meanwhile the economics of living alone become harder for both generations as older people's care costs rise and younger people struggle to rent, let alone buy.

careful vetting and matching, to tackle these entrenched problems at little or no cost to the state. The younger person moves in with the older and helps out a little and provides companionship. The Big Lottery Fund and the Lloyds Bank Foundation have supported Shared Lives Plus and partners to bring Homeshare to a growing number of people and places. Intergenerational living was part of our past: **it may also be the future.**

Over 20 Homeshare organisations **bring the two generations** together through a process of

*Alex Fox,
Shared Lives Plus*

From living apart to crossing paths

FF The generations have never lived so far apart. Intergenerational Foundation research reveals that children now have a mere 5% chance of having someone aged over 65 years living in their area compared to a 15% chance in 1991, while segregation between older people and young adults has roughly doubled over the same period. This worrying pattern is due in large part to **rising housing costs** as young people increasingly cannot afford to live in the same areas as older generations.

But intergenerational mixing is imperative if different generations are to understand the issues and pressures people of other ages face. We cannot expect older generations to understand the financial and economic pressures faced by younger people on zero hours contracts and stagnant wages in the “gig” economy, if they never cross paths.

IF argues that **encouraging older generations to downsize in their own homes** - by subdividing their properties - could help to bring the generations together. Our report estimated that as many as 4.4 million households across England have enough spare living space to create at least one new dwelling that would meet national space standards. And that new dwelling could be rented out to, or sold to, a younger person, thereby invigorating and slowing the rapid ageing of our local communities, helping different generations to live more closely together, and delivering a retirement income for older generations. It's a win-win arrangement for all generations.

*Liz Emerson,
Intergenerational Foundation*



Homes for all ages

FF Living in a suitable home is crucially important to a good later life. The right home environment can maintain or improve people's physical and mental health, wellbeing and social connections, enable carrying out day-to-day activities, and help them to do the things that are important to them. We want to ensure current and new housing is designed and adapted for our ageing population.

We commissioned research from the University of West of England which shows **small changes to the home greatly improve quality of life** for people in later life, especially when done in combination with repairs, delivered quickly, and in line with personal goals. Studies show that people's difficulties with 'Activities of Daily Living' can be reduced by 75% – these include washing, bathing, and going to the toilet. Home aids and adaptations can also reduce depressive symptoms by 53%. By identifying earlier those who could benefit from home improvements and installation of low-cost equipment - like ramps and handrails - we can help more people to stay in their own homes, remaining connected to local communities and retaining intergenerational relationships.

Improving housing in the UK is important for all generations. Properly adapted housing could

help people to live happier, safer and more independent lives. It can also play a significant role in relieving pressure on the NHS and social care, reducing the health and social care bill for the working population of all ages. While focus needs to be on improving current housing, we need a long-term strategy that ensures homes built today are accessible/adaptable to changing needs across generations to futureproof the housing market.

All generations need to understand that lack of affordable housing means that there is also a rise in older renters – private renting is increasing for people aged 65 and over with estimates suggesting a third of over-60s could be living in private rental property by 2040, which has the highest proportion of poor-quality housing. Long-term contracts, more flexibility, and increased security and regulations would benefit **tenants of all ages.**

Ageing Better commissions and promotes the evidence of what works in housing for people as they age – with policy and practise changes that will benefit all generations.

*Dr Rachael Docking,
The Centre for Ageing Better*

Sheltered housing shared with students

FF Over the summer of 2017, CHS Group (in Cambridgeshire) set up a small-scale pilot **intergenerational housing project** to provide accommodation for postgraduate students in one of our sheltered schemes at reduced rents in return for volunteering and spending time with elderly residents.

Existing residents were consulted on a collective and individual basis on the project proposal in June, with an overall positive response after some initial reticence. In August and September, three postgraduates were selected and trained in partnership with the Cambridge Hub, which engages Cambridge University students in practical local volunteering projects.

Starting formally on 1 October 2017, all three postgraduates have been recording time spent on **activities with residents** via the “Time and Talents” Timebanking App, used extensively elsewhere within CHS by Timebanking groups. Output from the App reveals that each student

has delivered around 30 hours of volunteering support per month, including befriending, running errands, preparing meals, film nights, trips and administrative activities such as meetings and student training in data protection, dementia awareness etc.

A methodology to measure the project’s impact was developed by the project team, combining the Warwick-Edinburgh NHS well-being approach with the Campaign to End Loneliness surveys. A baseline survey was undertaken in early October and will be repeated on a quarterly basis throughout the project.

In response to wide interest in the project from across housing and other sectors, CHS and the Cambridge Hub will hold a briefing / workshop in March, to share our experience and learning from our first six months.

*Jane Kershaw,
CHS Group*

Inspiring intergenerational housing developments

FF The UK has no purpose built intergenerational housing developments – this is a shame given the multitude of benefits to all ages from this kind of living. All is not lost however... **there is much we can learn from the USA!** This is the key message from my recent research trip to eight different intergenerational housing developments across the USA.

Three headline findings are that intergenerational housing is successful where:

1. The community has a purpose – whether it is for seniors to help support families with multiple children or for college students to befriend seniors – this is the glue that binds the community together.

2. There are compassionate and well trained staff in place to support the community.
3. There are residents who embrace active contact between generations

Hoping to inspire developments here, I will be sharing my report this spring via the Winston Churchill Trust website: www.wcmt.org.uk In the meantime, you can check out my blog for case studies and more about my trip: intergenerationalhousingblog.wordpress.com/

*Emma Garland,
Ongo Homes and Winston Churchill Fellow 2017*

Mixing through shared learning and working

Most of the recent focus on intergenerational interaction has been on nurseries and care homes. This is key to changing attitudes in the long run, building connections and tackling ageism by starting with the youngest and oldest whose contact with other generations is most limited.

Intergenerational interaction needs to be extended through schools, colleges and universities. Some schools visit care homes, some have older volunteers helping with a range of activities with pupils but there are many more opportunities across some 25,000 schools in the UK.

Increasing the understanding of young people about the life experiences of older people, ageing and dementia are key in our ageing society. Often this takes place through visits to older people's care homes and housing schemes. As in the USA, these schemes could take it a step further by hosting permanent school classes in care homes to really cement relationships.

Pioneering a similar approach is Downshall Primary School in east London which is host to a day centre for older people with dementia and depression. They interact with pupils as part of curriculum

activities including arts, music, language and communication, as well as sharing lunch and experiences. Primary and secondary schools could consider hosting similar services for the benefit of all involved if they have the space to do so.

A growing number of university hubs are supporting students to get involved tackling social issues in their local community, many through intergenerational schemes with mutual benefits. Student hubs could be developed at every university and further education college.

A specific example involves students training to be the next generation of carers working with children and older people. By gaining an understanding of intergenerational work while studying and through their work placements, they will change culture and attitudes as they enter the care workforce with a new approach to their work.

Finally, we need to make all our workplaces truly multigenerational, where caring for all ages is supported and learning is shared between the four / five generations working together. That means flexible working for all, new styles of working, and training being available throughout working lives.

First primary school to host an eldercare day centre

Older people with dementia and depression are taking part in joint activities with children at a primary school in east London at the first day centre of its kind in the UK. The day centre brings older people and children together to benefit both generations.

Up to 15 older people use the new centre at Downshall Primary School in Redbridge three mornings a week. They share in a range of activities with the school's reception classes and have lunch with pupils at the school. Joint activities are **part of the school curriculum** ranging from music and art to reading and communication.

This new 'shared site' was originally the idea of Dr David Hinchcliffe, Consultant Psychiatrist at North East London NHS Foundation Trust. The

project has support from London Borough of Redbridge social services adult care teams, Age UK Redbridge Barking & Havering and Redbridge Music Lounge with support from the Lions. The older participants are referred by adult health and social care and staff are all trained to ensure safeguarding for both children and adults.

Everyone at the school is really excited about sharing our site and activities with local older people. Together **we will all benefit from sharing experiences**, meals and day to day activities. I hope this will encourage other schools to look at how they can mix across the generations and learn and grow together.

*Ian Bennett,
Downshall Primary School*

Understanding ageing and dementia

Anchor actively encourages intergenerational activities in its care homes and retirement housing properties across England because they **benefit everyone involved**. Young people can find out more about the life experiences of older people who in turn often love being in the company of children. Such opportunities enable each generation to learn about and understand each other.

Care homes Clayburn Court in Peterborough and Augusta Court in Chichester organise meaningful activities with children from their respective local nursery while primary school pupils visit retirement property St Christopher's House in Morpeth for history projects and musical productions.

In tandem, Anchor has embraced **The Archie Project** which is an intergenerational dementia awareness project that links **primary schools and care homes** together and is delivered as part of the school's individual curriculum. The

schoolchildren go into care homes once a week to do activities with older people, make friends with them and learn about their life stories. This helps de-stigmatise dementia and enable children to understand more about old age and this condition while building bridges between the generations.

Three Anchor care homes are already part of this project: Woodland Grove in Bath has been doing this for two years; staff at St Anne's in Saltash and Manor Court in Plymouth were commended on their work with this project as part of their CQC rating. Both have **outstanding CQC ratings**.

And Anchor is looking to expand its involvement with three other homes set to join the project: Augusta Court, Kimberley Court in Newquay and Dawson Lodge in Southampton.

*Jane Ashcroft,
Anchor*



Growing the next generation

“ Activate Learning is embracing the United for All Ages ethos of bringing older and young people together, by offering not only fully equipped meeting places within our Thames Valley College campuses for intergenerational activities to take place, but also **developing the next generation of adult and child carers**.

Both health and child care students are working hand-in-hand to provide inspiring and engaging activities for the older and younger participants. As the conduit for delivering stimulating activities, students will ultimately gain a **deeper understanding** of the

needs of both generations, as well as they themselves becoming part of the social integration with different members of their own community.

The **bringing together of three generations** can only serve to enrich the intergenerational focus of the project, beyond that of the pre-school child age group and the older generation to incorporate both teens and young adults as well.

*Laura Asbridge,
Activate Learning*

Working together

“ Working Families supports the idea of intergenerational solidarity, for the benefit of society. In our work we see this taking place in the **networks of care** that families create – most commonly with grandparents helping out with looking after children.

Within workplaces we also see some examples where older and younger people work together, to positively share knowledge, skills and experience. What we'd like to see is more

examples, accompanied by an awareness campaign that highlights the benefits of **multi-generational working** and caring to individuals, organisations and society. Such a campaign would not focus just on a 'business case', but on the wider well-being that results from different generations coming together.

*Sarah Jackson,
Working Families*

Mixing through shared community places

There are many other ways in which people of different ages can mix in their local communities. We are seeing the return of the community pub, one example of a new generation of community businesses that are transforming their area.

These community businesses provide a range of vehicles for intergenerational mixing: from modern community centres to libraries and leisure centres to pubs and clubs.

Power to Change estimates there are some 1,300 community hubs across the country, alongside 10,000 village halls. Many of these offer activities and services that bring older and younger people together.

This is an opportunity for every community to take control of their social and economic

future. Local authorities could facilitate these developments by transferring assets to local communities.

To support these initiatives we also need investment in community transport to enable young and older people to get out and about and participate.

Finally, there is much mixing through shared interests: whether it's football, theatre, history, music, gender-based activities, walking, IT, gardening, arts, food and cooking. Community centres can be the base of these and much more, as well as providing two way supportive relationships through mentoring and befriending.

Every community has facilities that could be better used to support these activities and promote more interaction between people of all ages.

Much more than a pub

“ Through the More than a Pub programme (led by the Plunkett Foundation and funded by government and Power to Change), community co-operative pubs are thinking about their social impact and how the pub offering could help meet the needs of the local community. The pub in the community is so much more than just a drinking establishment and communities are using this hub as a space to bring together different groups and activities in their community. Here are just some examples:

Cafés: **Craufurd Arms**, Maidenhead; **Abingdon Arms**, Oxfordshire; **Kings Head**, Pembrokeshire; **Lamarsh Lion**, Essex www.lamarshlion.co.uk/; **The New Inn**, Warwickshire [thenewinn.pub/Anglers Rest](http://thenewinn.pub/Anglers%20Rest) anglers.rest/

Cross Inn, Great Bromley: “We have an outreach post office and coffee shop which is only open for two hours every Wednesday but it is used by mainly retired or elderly people so it helps with social isolation. We also have activities for young ones when they are on school holidays in the coffee shop. We've only had the coffee shop since end of August so it's

growing and starting to attract different people. It's what community is all about - set up a few activities and then let them take it forward.”

Community Meals: **Kings Arms**, Shouldham trialling a school meals service; **Bevy** in Brighton www.theguardian.com/voluntary-sector-network/2017/apr/07/community-pubs-month-camra-brighton-the-bevy

Games and Meeting Spaces: **Gardeners Rest**, Sheffield conservatory space for games and meetings thegardenersrest.com/Default_Home.aspx; **Abingdon Arms**, Oxfordshire scrabble club theabingdonarms.co.uk; **The New Inn**, Warwickshire has a willow tunnel and play area by a growing/gardening space. [thenewinn.pub/](http://thenewinn.pub)

Other offerings such as tech clubs and homework clubs have been proposed by co-operative pubs just starting out on their journey. A map of community co-operative pubs is on the Plunkett website: www.plunkett.co.uk/co-operative-pubs

*Aimee Evans,
Plunkett Foundation*

Social infrastructure key to community well-being

“ Whether community-run hubs, cafes, pubs or leisure centres, community businesses are often the focal point for different generations within a local community and see intergenerational mixing as central to **long-term community well-being**. A number also do focused work on building intergenerational links, for example Ubele in Tottenham that is bringing together young and older community leaders to ensure a positive future for the African diaspora in the local area.

Central to the positive intergenerational role of community businesses is the fact that they provide a **vital social space within communities** for different groups to come

together. Just as communities need physical infrastructure to thrive, their long-term well-being also depends on good social infrastructure which is in decline.

At Power to Change, we estimate that local authorities own as much as **£7 billion of surplus assets** that could be transferred to communities to bolster this social infrastructure and provide a focal point for the important intergenerational work that community businesses do.

*Vidhya Alakeson,
Power to Change*

Taking control today for tomorrow

“ Everyone's lifetime is a journey through the economy. But too often it is a journey in which we are not in charge of the destination, and where we neither own nor are in control of the vehicle.

At its core, the economy is a system which should **give all generations an equal chance** of enjoying the best lives possible, now and in the future. We must not allow economics to be used and misused as a way of resolving trade-offs between one group of people and another. Instead, we need a democratic debate about what matters to us and what we want to prioritise, so the economy works for the people and the planet, rather than the other way around.

The New Economics Foundation exists to drive this change. We give people the tools they need to act together to **shape our economic future** and challenge the concentrations of power that hold back change. This demands a new relationship between groups of all kinds, a broad and powerful intergenerational alliance which moves beyond critique, offers hope that things can be better, and works together to take control today, so that we can change systems tomorrow.

*Sarah Bedford,
New Economics Foundation*

Making mixing through shared sites happen

This paper sets out why mixing matters and provides many examples of inspirational projects and initiatives already happening to bring older and younger people together.

We have seen considerable interest in the co-location of care. Many providers are working with United for All Ages to take it forward.

Eldercare providers for example do not have the knowledge and expertise in setting up childcare provision (and vice versa); using existing sites with spare capacity seems to be the best option in the short/medium term, which means that older people's housing with care sites are most likely to be able to accommodate childcare facilities. Providers of childcare and eldercare rarely meet and therefore a network bringing them together could generate a lot of synergy in creating shared sites projects.

United for All Ages is planning to create the Shared Sites Network to:

- share good practice between shared sites
- promote different models of shared sites, including examples from other countries
- undertake and publish research and evaluation
- make the case for and promote shared sites
- bring together eldercare and childcare providers
- use our unrivalled expertise and knowledge to support both sectors
- broker potential partnerships to create new shared sites
- signpost to potential funders
- support new shared sites in maximising their social and economic impact

Creating and developing the network is central to delivering our ambition of 500 shared sites by 2022 with many more beyond then, thereby reducing age segregation in every community.

Key to making progress is evaluation of the emerging schemes and sharing what works and doesn't work. One of the key lessons from other countries is that there is not just one model of shared sites and this paper has reflected that.

Scaling up therefore will require leadership, vision and determination, because many will see shared sites as a nice to have add-on but not part of their core business. What we hope this paper has demonstrated are the social benefits to older and younger people and the economic benefits to service providers.

It will also require leadership from government. In Singapore the development of shared sites with co-located care for older people and for children has been funded by central government as part of the country's response to its ageing society.

We also need action and support from:

Policymakers – support and promote mixing between different ages, explaining why it's key to creating a stronger Britain at all levels as part of national strategies for our ageing society and intergenerational fairness

Providers – build links with other local providers to facilitate intergenerational interaction; share lessons about what works (and doesn't); learn from each other and get on with it

Regulators – recognise the importance of intergenerational interactions to older people and young people in the inspection and regulation of care, education and housing services; offer guidance to providers

Local authorities – bring providers of services for older people and young people together; transfer assets to support community-based businesses and organisations; develop strategies to create communities for all ages

Planners, developers, architects – 'think mixing' when planning and developing new and existing care, housing, education and other community schemes

Evaluators – provide evidence of what works and why, recognizing there are many models of shared sites

Funders – support capital and revenue funding bids to make mixing happen

Service users, families and staff – ensure they are involved from the early stages of all intergenerational projects; don't underestimate the enthusiasm of the public of all ages for bringing older and younger people together

Making shared sites happen requires concerted action by all these partners

In 2018 there is a series of opportunities to raise awareness of why mixing matters and how shared sites can be taken forward. The All Party Parliamentary Group on Social Integration is conducting an inquiry into the importance of social connections, as highlighted above by its

chair Chuka Umunna. The Resolution Foundation's commission will report on ways to improve intergenerational fairness. Several conferences are planned during the year to promote innovation, good practice, research and frameworks for developing shared sites. New publications will highlight learning from other countries and evaluation of projects taking place here.

As Lorraine George reflects below, we need to think outside of the box and get on with making it happen. Come on Brexit Britain, you know mixing matters and makes sense. Let's do it for all ages, today and tomorrow!

Lessons from the USA

FF Having recently travelled to the US under a Winston Churchill Fellowship to visit co-located settings, my three wishes for intergenerational learning in the UK are:

Think big and think outside the box! Don't limit co-location to day-care, let's start talking with schools and relocate reception and year one classes in care homes. The benefits are huge, not just for the children but for us as a society in having a generation who would truly understand and value diversity.

Can we stop thinking about it and just do it? Don't get overwhelmed with risk assessments and policies. Yes, they have their place, but

ultimately we're just bringing children and seniors together, it can be that simple if you want it to be.

You only have to watch the young and old together to see the joy that comes from their interactions; **invite people to watch your programmes and raise awareness.**

*Lorraine George,
Winston Churchill Fellow 2017*

Lorraine's blog about her trip to the USA can be read here: intergenerationallearningthebenefitsofcolocatedcare.wordpress.com/

Next steps for shared sites in the USA

FF Amid deep divides in our country, **intergenerational connections can help unite us.**

Decades ago, a national AARP survey demonstrated how intergenerational shared sites -- where two or more generations receive services or engage in activities together -- connected all ages and strengthened communities.

Generations United and The Eisner Foundation, with an expert team from The Ohio State University, are now **creating a new baseline of intergenerational shared sites.**

Are there more today? Have the models changed? How can we encourage communities to adapt these innovative, cost saving models?

These findings will be released in spring 2018 in a new report, and will include fresh public opinion data about how these sites are perceived, in-depth studies of various models, and recommendations for local, state and federal leaders.

We know that intergenerational programs are beneficial to children and seniors alike. We look forward to **communities taking these tools and creating shared sites of their own.**

*Donna Butts,
Generations United, and Trent Stamp,
The Eisner Foundation, USA*



A Country for All Ages: ending age apartheid in Brexit Britain

Published by United for All Ages in 2017

Urgent action is needed to end the growing 'age apartheid' in Brexit Britain, according to United for All Ages' 2017 report, A Country for All Ages. It calls for the divisions of 2016 to be healed by bringing older and younger people together through building multigenerational communities, innovative two-way relationships and better communication between generations.

Age apartheid is growing as older and younger generations are more segregated than ever in Brexit Britain. The widening gap between generations is highlighted in the report, which includes analysis of recent research.

This shows that different generations are less likely to mix with other generations, with the oldest and youngest least likely to mix. Once family interactions are excluded, the average Briton has 56% less interaction with other age groups than would be expected if there was no social segregation.

The housing market has exacerbated this separation, with a growing difference between rural areas, where more older people live, and urban areas with younger populations. Urban areas are also increasingly segregated between younger people living in rented accommodation in city centres and older people in owner occupation in the suburbs.

The generational divide in political attitudes seen in recent votes reflects a wider lack of trust and understanding between older and younger people. The report highlights the impact of 'age apartheid' from rising isolation and loneliness to ageism and alienation, and calls for social innovation to build mutual support and belonging and to reduce stereotyping and myths.

Tackling intergenerational inequity is the challenge of our times, according to United for All Ages. It says two economic measures are required urgently to address the housing crisis and implement fairer taxation. Investment in building many more affordable homes for both

younger and older generations has to be accompanied by shifting the balance of taxation from income to wealth to reduce the burden on those of working age.

The report's key recommendations for bringing older and younger people together include:

- **Building multigenerational communities:** support for community businesses; making public spaces and shops more accessible; opening up community facilities from universities to older people's housing schemes for all ages; and co-locating childcare and eldercare schemes
- **Mutual support through two-way relationships:** online mentoring of younger people; advocacy for older people needing health and social care; Homeshare schemes where younger people live with older people; and increased interaction between grandfathers and grandchildren
- **Better communication between generations:** establishing a national council for all ages supported by an intergenerational convention bringing older and younger people together from across the country; building bridges between generations with shared identities and interests; and using theatre and other arts activities and street parties.

A Country for All Ages features contributions from some twenty national organisations concerned about improving relations between generations - ranging from the International Longevity Centre and Grandparents Plus to the Intergenerational Foundation and the Challenge - together with younger and older people. They have all shared ideas and projects to bring younger and older people together locally and nationally.

Fairness for All Ages – twenty radical ways to promote intergenerational equity

Published by United for All Ages in 2016

Reducing intergenerational inequity is the challenge of our times, according to United for All Ages' 2016 report, Fairness for all ages. It highlights twenty ways in which the widening gap between older and young people could be closed.

Key recommendations include a commission on fair tax, a national task force on the supply of older people's housing, new schemes to boost asset accumulation by young people, flexible working for all ages, a national retirement service, and an intergenerational convention bringing older and young people together to share views and discuss priorities.

The widening gap between generations is highlighted by analysis of the latest household wealth data (2012-14), published at the end of 2015 by the Office for National Statistics.

This shows that the wealthiest 10% of households own 45% of total household wealth (their aggregate wealth was up 21% on the previous two year period) while the least wealthy half of households own 9%.

It reveals that:

- median private pension wealth was £749,000 for the wealthiest 10% of households compared to £2,800 for the least wealthy 50% households; while median net property wealth was £420,000 compared to £0.
- over a quarter of individuals (26%) live in households with negative net financial wealth, with over a third of children under 16 and young people aged 16-34 living in such households; the households with the highest net financial wealth are aged 55 plus.
- those aged 25-34 tend to live in households with a higher level of debt than other age groups, while those aged 65 and over tend to live in households with the lowest value of financial debt and are least likely to have a debt burden.

The report features contributions from some twenty national organisations concerned about intergenerational inequity - ranging from Barnardo's and the Family and Childcare Trust to the International Longevity Centre and

Grandparents Plus, together with Demos, the RSA, Friends of the Earth and the Strategic Society Centre.

These organisations shared ideas and plans to promote intergenerational equity and better relations between young and older people. Young and older people are least likely to mix with other age groups and young people are often excluded from political decision-making that shapes their future.

Key proposals in the paper include:

- a commission into fair taxation for all ages, with transparency about income, wealth and debt for different generations, a review of inheritance tax and ending anomalies like age-related National Insurance exemptions
- building 300,000 homes a year with a mix of affordable homes for young and older people, and a national taskforce on the supply of retirement housing, downsizing and other options for older people
- encouraging all families with children to save and accumulate assets for their future with a range of government assisted saving schemes
- work-life balance for all ages at work, including flexible working options for older people who are grandparents and/or carers of adults, plus two way mentoring to exchange skills and knowledge between workers of all ages
- opening up community facilities such as children's centres and care homes as community hubs or shared spaces for people and families of all ages
- a national retirement service to encourage older people to volunteer and share skills and experience with younger people
- stopping the burning of fossil fuels completely within a generation and ending the investment of pension and other funds in the fossil fuel industry
- creating a national intergenerational convention bringing older and younger people together to debate key national issues affecting all generations and priorities, supported by local conventions

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