
January
2020

United for All Ages

Together in the 2020s:

twenty ideas for creating a Britain for all ages by 2030



About

United for All Ages

United for All Ages is a ‘think and do’ tank and social enterprise that brings younger and older people together to build stronger communities and a stronger Britain. We focus on issues which affect different generations in different ways and which require solutions involving all generations – such as care, housing, work, technology and ‘fairness for all ages’. Our approach is about creating solutions to big social and economic issues that bring generations together, rather than pitting them against each other. We have published a series of policy papers addressing these issues including *The Next Generation*, *Mixing Matters* and others featured in the appendix to this report and on our website. Our policy work is supported by practical initiatives that promote cross-generational action on these issues. We also coordinate the Intergenerational Housing Network.

United for All Ages’ consultancy service works with policymakers, councils, charities, universities and companies to make ‘a Britain for all ages’ a reality. We work with a range of partners at national and local levels to promote, support and develop shared sites that bring older and younger people together such as the co-location of children’s nurseries with older people’s care and housing schemes. Our aim is for 500 shared sites with intergenerational care, housing and learning to be created across the country by 2023, enabling older and younger people to mix and share activities and experiences.

United for All Ages was set up in 2010 by Stephen Burke and Denise Burke who 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 a primary care trust. He co-founded the Campaign to End Loneliness and Good Care Guide. 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 is an early years and childcare sector expert working with childcare providers and investors, and previously was CEO of smallsteps, the largest childcare provider in the Netherlands. Denise is also a non-executive director of a nursery group.

United for All Ages is marking its tenth anniversary and the rapid growth of intergenerational interaction with a series of special activities in 2020.

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Introduction

A new decade for all ages in Britain

Our vision is a Britain where in 2030 people of all ages are respected and valued, where they can mix and share activities and experiences, living alongside each other in homes and communities that are fit for life, work, learning and play.

We are on a journey towards that vision. Launched almost ten years ago in 2010, United for All Ages has seen big strides forward towards creating a society for all ages. Of course there have been some backward steps. It's been a decade where intergenerational fairness has come to the fore against a backdrop of division and austerity, with age increasingly seen as an indicator of how people vote.

What has been particularly encouraging in recent years is the development of a new intergenerational movement bringing younger and older people together and building mutual relationships. A growing number of grassroots projects are driving change while more national organisations recognise the need to support and encourage mixing between people of all ages. Individuals, families and communities are finding new ways to live and mix together, sharing activities and experiences. People of all ages are taking control of their lives and sharing their ambitions with others.

The drivers have been economic and social. Increasing loneliness and isolation faced by people of all ages. Inadequate housing, care, health and learning services. Growing age segregation and

division, inequality and ageism. Responding to our ageing society and its opportunities. And the desire for integration and building stronger communities and a united country.

Throughout the last decade United for All Ages has been promoting ways in which Britain could become fairer for and more inclusive of people of all ages. Our policy papers have highlighted some seventy ideas and innovations. Over half of these proposals have already become or are becoming reality.

Substantial, tangible progress has been made in the thousands of links that exist between nurseries and schools and older people's care and housing schemes for example. There are now almost 100 centres for all ages in our drive for 500 such centres across the UK by 2023. And there are also pioneering intergenerational initiatives in housing and health, football and fashion, learning and leisure.

All of this provides a great platform to bring Britain together in the 2020s. This paper seeks to build on this progress and develop a radical agenda to create a Britain for all ages in the coming decade.

We have invited a host of influencers and practitioners to contribute their ideas for the 2020s. Some of the ideas are innovative intergenerational projects; some are social and economic policies promoting integration and fairness; and some are cultural, sports and media initiatives shaping our society. All the ideas are of course interlinked with others.

Together, these contributions and our programme of action provide an agenda for making the 2020s a decade for all ages in Britain when we will become stronger together.

Making it happen will require not just vision and ambition, but also political will and above all leadership. This is one of the big challenges for the new government as it brings Britain together in the new decade. United, not divided.

Stephen Burke
Director, United for All Ages

Twenty ideas for creating a Britain for all ages by 2030

- 1 Ending ageism** extending the Older People's Commissioner for Wales' campaign to end #EverydayAgeism across the UK
- 2 Policies for all ages** making economic and social policies work at all stages of life and assessing their intergenerational impact
- 3 National positive ageing strategy** ensuring that we make the most of the opportunities of our ageing society for all generations
- 4 Designing a new 'twin economy'** using the longevity dividend more effectively as individuals and for our communities and society
- 5 Legislating for the long term** rising to the challenge of the big issues facing all our futures by planning for generations to come
- 6 A Department for Connection** creating a government department to join up and support intergenerational action nationally and locally
- 7 An intergenerational curriculum** starting young and shaping children's and young people's learning, development and citizenship
- 8 A bond for all ages** helping families pay for care or learning by extending salary sacrifice tax breaks for all generations
- 9 Care homes as community hubs** opening up care homes to become centres for community activities, services and facilities
- 10 Centres for all ages** supporting the development of 1000 centres for all ages by 2030 as places to mix and share activities and experiences
- 11 Schools as community spaces** opening schools longer - at evenings, weekends and holidays - as shared community spaces for all ages
- 12 Streets for play** using residential streets as spaces for play, fun and togetherness, while making high streets work for all ages
- 13 Intergenerational living** designing housing and shared spaces to bring older and younger people together through meaningful mixing
- 14 Homesharing** scaling up homeshare schemes and providing tax breaks for older people to use empty rooms to house younger people
- 15 Training and learning together** planning for a future of mixing by enabling students to train together on intergenerational projects
- 16 Community planning by and for all ages** encouraging local authorities to involve people of all generations in shaping communities together
- 17 Online mentoring** supporting young people through life-shaping decisions by using cost-effective technology they are comfortable with
- 18 Sport for life** using the power of sport and football to promote intergenerational interaction, fitness and health for all ages
- 19 Co-producing social innovation** working with residents of all ages to improve their communities through intergenerational innovations
- 20 National day of unity** designating a bank holiday to help promote understanding, trust and interaction between generations all year round

Britain is one of the most age segregated countries in the world. People of different ages are unlikely to mix with each other outside their own families. In its policy papers, United for All Ages has catalogued how this ‘age apartheid’ has led to divisions within our communities and across our country – evidenced not least by recent elections and the continuing Brexit debate and the focus on intergenerational fairness.

Why we need a Britain for all ages in the 2020s

Economic divisions centre on taxation, wealth, pay and housing. Social divisions range from loneliness and ageism to care, learning, health and public spaces. Just a few statistics highlight some of the issues:

Wealth Inequality in wealth has increased in the last decade, with the top 30% owning 76% of wealth and the bottom 30% just 2%, according to the latest Office for National Statistics analysis. The wealthiest households are aged 55-64, then 65 plus.

Housing A growing number of older people live alone in the UK – over 2.2 million people. Young people are more likely to live in city centres while older people are much more concentrated in suburbs and rural areas.

Loneliness The Campaign to End Loneliness says there are nine million lonely people in the UK, of whom four million are older people with 1.2 million older people saying they always or often feel lonely. Almost a third of 16-24 year olds report feeling lonely often or always. This has a huge impact on health, social integration and wasted potential. The annual cost of loneliness to employers is estimated to be £2.5 billion.

Ageism Despite being the most commonly experienced form of prejudice, ageism does not receive the same attention as others forms of discrimination – and ‘reverse ageism’ towards younger generations even less so. Ageism has major impacts on health, work, finance and business.

Location While the average age in the UK is just over 40, some local authorities have a much older average age eg North Norfolk at 54 while Oxford is much younger at 29 years. This has intensified age divides in these areas and has also made it harder for those with older populations to fund services like social care.

Looking ahead at some of the big issues and trends in the 2020s – demographics as our population continues to age, technology and the future of work, public services across the life course, sustainability and the climate crisis – and it’s clear that positive intergenerational solutions will become even more pertinent in the new decade.

The 2020s provide an opportunity to bring Britain together and tackle the social and economic issues that underpin divisions and unfairness in our society.

This paper explores how to do this through innovative and inclusive ideas in three areas of our public life: practical intergenerational projects, social and economic policies, and culture, media and sport.

The benefits of mixing are wide-ranging for individuals, communities and our country as a whole. These range from improving the quality of life, health, care, housing and learning for individuals to tackling some of the bigger social and economic issues facing Britain – from loneliness and ageism to social division and inequality to planning for future generations.

Since United for All Ages was set up in 2010, we have seen real progress in the last decade – particularly in intergenerational care and housing. Now we need to work together to make the 2020s the decade when Britain really becomes a country for all ages.

The 2020s provide an opportunity to bring Britain together and tackle the social and economic issues that underpin divisions and unfairness in our society

Action for all ages in every community

Imagine what could be if hearts, minds and doors were opened in every care home, school, nursery, children's centre, sheltered housing scheme, library, gym, pub, college, community centre, health practice, extra care housing scheme, faith organisation, sports club, community organisation, estate, local authority, high street, public space, new development...

Meaningful mixing between the generations could happen almost everywhere in a Britain for all ages by 2030.

Currently thousands of nurseries are linking with thousands of care homes. There is no reason why this couldn't be extended to other community facilities with mutual benefits for younger and older people. Care homes could be opened up to be intergenerational community hubs. But that's only the start. We are already seeing innovations that take the care-home nursery model and extend it in different ways. Not every care home can host a nursery but it can link with a local nursery. Some care homes have dedicated rooms for childminders to work from, as in Torbay. And on the Isle of Wight several care homes have school rooms used every week for lessons with local pupils.

As contributors to this paper suggest, opening up care homes provides real opportunities to create community hubs, offering a range of services, facilities and activities - thereby de-institutionalising care homes and challenging stereotypes and ageism.

Intergenerational hubs or centres for all ages - located in a variety of settings - are increasingly seen as a key part of community infrastructure, either through developing new sites or extending existing centres.

There are so many opportunities in our communities to further meaningful mixing and sharing between older and younger people

There are so many opportunities in our communities to further meaningful mixing and sharing between older and younger people. Starting at home, intergenerational living is being championed by Homeshare with new models to scale up schemes, involving many more older people with spare rooms, thereby giving younger people a better start in life through affordable housing and tackling loneliness for all ages. Housing providers also increasingly recognise their roles to support innovation and work with their residents to promote new ways of meaningful mixing.

The Intergenerational Housing Network, coordinated by United for All Ages and Winston Churchill Memorial Trust fellow Emma Garland, is planning to extend its activities in 2020 to share lessons and ideas between pioneering intergenerational housing schemes. Several new intergenerational housing schemes are in development across the UK. All existing sheltered housing and extra care housing providers should review their schemes to see if they could also house younger adults.

Schools are an obvious base for intergenerational activities, building on decades of good practice such as volunteer reading schemes. Youth Sport Trust's Active Across Ages project has shown how sport and exercise has great benefits for all ages, linking schools with older people in their local communities. This is social prescribing in practice and could be rolled out across the country.

In this paper, the Children's Commissioner for England challenges schools to stay open longer and make their facilities available to the wider community for a range of activities. Every school could look at how it relates to its local community and builds positive links with all generations.

We could also learn more together – whether it’s in schools or colleges, training for careers or developing new skills. Learning and sharing together is a great way to build new, long-lasting relationships across the generations.

Out of school, residential streets are increasingly being used as places for play and intergenerational interaction – taking back control of local communities. Public spaces can be designed to be much more age friendly, promoting interaction and creating spaces where people want to be and mix with friendly benches, chatty cafes, good design and public art. Our high streets also need to reinvent themselves to survive and attract business.

Responsibility for helping make all this and much more happen lies not just with ourselves as residents and community leaders but also with our councils. They are the natural leaders and shapers of the places where we live and work, learn and play. Together with every generation, we could make the 2020s a decade of community planning by and for people of all ages. Councils are also well placed to be ‘connectors for all ages’ in our communities, linking people and projects.

Building relationships in our busy lives and busy communities is also central to making this work. Nurturing organisations like The Cares Family in our cities is key to creating connected communities through face to face relationships and shared activities and joy.

By 2030 every community could see these and other ideas become part and parcel of daily life. In a country where people of all ages and backgrounds can live and thrive, enjoying life to the full.

Care homes as community hubs 1

Louise Goulden, The Together Project

To truly make Britain a country for all ages, we must ensure that older adults living in residential care do not feel shut off from the rest of society. Instead, care homes, nursing homes and other such facilities should become community hubs, where people of all ages can socialise together for mutual benefit.

With austerity seeing a drop in the number of community venues, residential homes with activity spaces should become places to hold talks, classes, social events and so forth that help to break down barriers, reduce isolation and enable everyone to benefit from multi-age mixing.

Care homes as community hubs 2

Kate Howson, Swansea University

Making Britain a country for all ages could be achieved by incorporating a variety of public services into care homes across the UK. Whilst this is already being done in relation to the incorporation of nurseries, this could be extended to include other public facilities such as libraries, post offices and community centres within the grounds of care homes. This could help people view care homes as community hubs rather than isolated aspects of the community, providing a great platform to enhance awareness and understanding of ageing and make Britain a country for all ages.

Something to give - and to gain

*Laura Henry, Writer
(creator of Jo-Jo and Gran-Gran) and consultant*

I would like to see intergenerational hubs within every community that embrace the young and elderly within all communities. I’d like to see the use of bricks and mortar centres as well as digital technology to bring young and old together for recreation and learning, in the belief that all generations have something to give and something to gain. This mustn’t just be a token gesture, there must be government backing and proper financing to achieve this. I’d like to see an initiative that includes existing private, voluntary and government players.

Together with every generation, we could make the 2020s a decade of community planning by and for people of all ages

Connecting starts at home

Alex Fox, Shared Lives Plus and Homeshare UK

Intergenerational living is not new, but with families more scattered, we need new ways to connect across generational divides. Homeshare brings together an older person with a spare room and a younger person who can help out, matching them into compatible relationships. There are now over 500 UK Homeshare households. We've learned that Homeshare is attractive to new participants when both feel they have something to offer each other: Homeshare tackles loneliness in older age, but increasingly we market it as a way for older people to give young people a start in life.

To truly make Britain a country of all ages, the notion of Intergenerational Living should become commonplace

Homesharing unlocks doors

Sam Brandman, Two Generations

To truly make Britain a country of all ages, the notion of Intergenerational Living should become commonplace. Through Homeshare arrangements such as Two Generations, younger and older people learn from, respect, value, and enjoy the company of each other. Homesharing also combats loneliness and isolation in young and old; reduces older people's dependence on councils and the NHS, where government policy is demanding cost-effective innovation; gives unpaid carers of older people a physical and emotional break; and as more private renters opt to homeshare, it will impact the rental market, affecting government policy and reducing the housing crisis.

Co-producing social innovation

Sarah Mitton, Clarion Futures

In November Clarion Futures hosted our inaugural pop-up social innovation lab in Merton, sharing

ideas, insights and innovations about the challenges of an ageing population by consulting the community and co-producing solutions. Facilitated by Liminal Labs, this first lab resulted in two exciting project ideas. The first is called 'Chance Encounters', bringing pop-up activities to places where people naturally interact (eg shops, car parks, doctors' surgeries). The second is 'Merton Dining Club', an intergenerational cooking and dining experience. We are now funding both projects to see the ideas come to life. We have also trained Clarion staff to become Innovation Champions, spotting potential innovations and supporting residents to think innovatively too. Watch out for more labs in 2020.

The streets are ours - for play

Paul Hocker, London Play

London Play has been plugging away at putting play on the doorsteps of the capital since 2009. By chance we uncovered legislation dating back to the 1930s that allowed residential streets to be transformed into play spaces for a few hours every week. The modern growth of Play Streets boomed from a mere four London boroughs in 2013 supporting the concept to 29 boroughs in 2019.

This is great play windfall for London's kids but play streets also create opportunities for grown-ups to meet in a relaxed situation, breaking down barriers, melting assumptions and for older residents, a great opportunity to venture out, take in the sun and often, show the children games from the last century. Slowly but surely Londoners, young and old, are taking to the streets in pursuit of fun and togetherness.

The modern growth of Play Streets boomed from a mere four London boroughs in 2013 supporting the concept to 29 boroughs in 2019

Schools as community spaces

*Anne Longfield,
Children's Commissioner for England*

I want to see school facilities staying open during evenings and weekends and throughout school holidays to provide a range of activities from sport to arts, drama to digital citizenship, community cohesion projects and high quality youth support. This could be a great opportunity to bring younger and older generations together in a common community space to take part in shared activities.

For example, children could help older people to broaden and improve their digital skills while benefiting from practical or creative skills of older people around activities like cooking, crafts and art.

Training together

Leah Bryan and Fiona Taylor, Activate Learning

The GIFT @Activate Learning intergenerational project allows Health and Social Care and Early Years students to be involved in a unique project where relationships between all ages develop. The 16-19 year old students build on their empathy skills and personal learning based around barriers faced by the older generation.

Belinda Wilkins, a student who has been involved in the project for two years, says: "I didn't realise that I would learn so much myself from being involved in the project. It has really helped me with both my communication and confidence skills." The project really lends itself to building relationships for all ages!

Creating places and opportunities for all ages

Sarah Pickup, Local Government Association

Councils are leaders of place that make a big difference to people's lives - every single day. By building desperately needed homes, creating jobs and school places, providing dignified care for older and disabled people, and boosting economic growth, councils support local communities to thrive. But councils would like to do more, so that families can be healthier and happier, and communities more cohesive and safer.

With the right powers and funding councils can work with their residents of all ages, drawing on their strengths and supporting their aspiration and ambition to create places that people want to live and opportunities to bring communities together.

Community planning by and for all ages

*Kate Samuels and Alison Clyde,
Generations Working Together*

Britain can only become a country for all ages if all generations socialise, collaborate and work together. Where this could really have a big impact is in our communities through planning and budgeting. At the moment communities are asked for their views in planning and often this is done through groups or individually. In the 2020s we would like to see this done intergenerationally, so that all ages could benefit and be represented. This would result in resources and buildings that are suitable for all ages, as well as bringing generations together to help them understand each other's point of view.

Britain can only become a country for all ages if all generations socialise, collaborate and work together

Action for all ages in social and economic policy

Imagine what could be if social and economic policies were genuinely designed by and for people of all ages and assessed for their intergenerational impact by government, nationally and locally in every part of the UK...

From micro to macro, social and economic policies can provide the framework for intergenerational action by and for all ages in every community across Britain by 2030.

Government must start by thinking big and long-term about meeting the challenges facing our society - from our ageing society to climate change, inequality to housing.

Addressing intergenerational fairness requires action by national governments on fair taxation of both income and wealth; the biggest housebuilding programme, particularly affordable homes, our country has ever seen; and sustained action on tackling the climate emergency.

Policies must work for people at all stages of life. All social and economic policies should be assessed for their intergenerational impact and fiscal sustainability - for current and future generations. An obvious example is the future of social care which affects all generations, today and tomorrow.

To date, government departments have done little to support the growing grassroots intergenerational movement. There has been the occasional grant and Ministerial statement or tweet, plus the appointment of a Minister for Loneliness and statements on community cohesion. But much more could be done.

Encouragingly some MPs and Peers have been proactive. The All Party Parliamentary Group on social integration has already published two policy

reports on healing the divides in age segregated Britain. Further reports on intergenerational housing and co-location are expected this year.

The new government needs to recognise the cross-cutting nature and benefits of intergenerational action and its importance in helping tackle many of our social and economic problems. A national intergenerational strategy needs to be led by a new government department promoting joined up policies and action across health and care, learning, housing, transport, culture, sport and communities and beyond. This must start with the big issues that concern all generations as well as supporting dialogue between people from all generations. It must recognise that loneliness is a massive social issue for millions of people that requires joined up action, going beyond the rhetoric of appointing a Minister and leading real change.

A national intergenerational strategy would provide a framework for others to act, whatever their role - from community leaders and local authorities to funders and regulators. Just one example: Ofsted and the Care Quality Commission have both supported intergenerational interaction between care homes and nurseries, recognising the benefits for older people and children and giving providers outstanding ratings. Other regulators and agencies could be much more proactive.

Loneliness is a massive social issue for millions of people that requires joined up action, going beyond the rhetoric of appointing a Minister and leading real change

The strategy will need to address the opportunities of our ageing society and maximise the longevity dividend. As suggested below, a new 'twin economy' needs to be designed now to make the most of the opportunities we all have in the coming decades from the extra time of living longer and working less. Families also need help with the costs here and now of care and learning that a bond for all ages could bring.

Government can do much more to recognise and promote the benefits of intergenerational living and the different types of housing schemes that facilitate this. There is great potential in supporting people to mix and share activities where they live in reimagined communities, using existing housing stock as well as new developments. Tax breaks for older people with young lodgers would make more a lot more sense than giving them to those offering Airbnb.

Hard-wiring intergenerational relationships into the curriculum for those aged 3-18 would future proof positive action and change attitudes towards ageing and older people. As above, Ofsted has already recognised the benefits for child development of nurseries mixing with care homes. This impact could be extended throughout schools and colleges.

To complement the national strategy, every local authority could adopt its own strategy for building communities for all ages. These will vary in scale and reflect local circumstances but they must involve people of all generations and backgrounds in community planning. Government needs to invest in the community infrastructure required to support intergenerational action.

Finally, social and economic policies should not use age as a simple proxy of need. We believe services should be focused on meeting needs and should be universal. And we must do more to support practical action by individuals such as caring for relatives or friends that promotes reciprocal action between generations.

There is great potential in supporting people to mix and share activities where they live in reimagined communities, using existing housing stock as well as new developments

Policies that work at all stages of life

Anna Dixon, Centre for Ageing Better

The way we talk about ageing today is too often marred by a rhetoric of 'intergenerational conflict' which artificially pits old against young. This damaging narrative does nothing but fuel mistrust between generations. Negative stereotypes, however, can be broken down by fostering understanding

between individuals, so it's crucial that we support intergenerational relationships to thrive.

We can do this by creating new opportunities for mixed-age housing, already becoming popular in some countries; breaking down the age-segregation which limits our communities; and providing activities based on interests, not age. Making the 2020s a decade for all ages must mean challenging false divisions in our communities and identifying policies that work for people at all stages of life.

A national positive ageing strategy

Jane Ashcroft, Anchor Hanover

We want more people in later life to have a home where they love living. Increasing the supply of specialist retirement housing for older people can free up family homes and get the entire property market moving – benefitting both younger and older generations.

Anchor Hanover's Programme for Change, 'Love Living in Later Life', sets out clear recommendations for government, business, public services and individuals and calls for the creation of a national taskforce to support the development of more suitable and affordable retirement housing and care. The taskforce could also feed into the development of a national Positive Ageing Strategy to make the UK a society for all ages and encourage more intergenerational interaction.

Designing a new 'twin economy'

Geoff Mulgan, Nesta

The combination of rising life expectancy and falling working hours will mean a huge windfall of potentially useful hours over the next half century, mainly in later life. But we will need a new kind of 'twin economy' to handle that - in between the monetary economy, pure volunteering and the time we devote to families, and offering rewards, recognition and tools for exchange covering purposeful activities in the arts, society, care and education. The design work for this new twin economy needs to start now.

Britain urgently needs new types of housing that offer a different way of living

Legislating for the long term

Lord John Bird, founder, The Big Issue and #TodayforTomorrow

We can make a long-lasting, positive change for current and future generations by revolutionising how we think and plan for the long-term. How? By ensuring that Parliament passes my Well-being of Future Generations Bill, which requires public bodies - including the Government - to work to prevent problems, including global warming and poverty, from happening. It will give future generations a voice in decision-making and protect them from global threats, and - if passed - will deliver a new, sustainable vision for the country; one that prioritises our collective environmental, social, economic and cultural well-being.

A Department for Connection

Alex Smith, The Cares Family

After a decade of disconnection since the crash, in which older and younger people have been pitted against each other around housing, the economy and especially politics, it's time for a concerted national effort to help older and younger neighbours to feel part of our changing world, rather than left behind by it. To do that, we need to find spaces for the generations to share time and new experiences. And to do that, we need a concerted national effort.

I would replace the Department for Leaving the European Union with a Department for Connection - with powers to work across health, welfare, education, transport and culture; to lead a "Re:generation" campaign challenging stereotypes about older and younger people alike; and to invest in new community groups to help the ages to build relationships face-to-face.

A different way of living

Roland Karthaus, Matter Architecture

Britain urgently needs new types of housing that offer a different way of living; that facilitate friendship and support amongst people regardless of age for mutual benefit. Currently our housing and social service delivery relies on categorising people; reinforcing those same categories and making our lives increasingly segregated. In the short term it might cost less but in the medium term it damages our health and wellbeing and costs much more.

Britain could be the first country in the world to offer intergenerational housing as a genuine, mainstream option if there is the ambition to change.

One simple solution, which could be a win-win for all generations, would be if older generations shared their homes more with young people through intergenerational living

Bring back the lodgers

Liz Emerson, Intergenerational Foundation

We have an under-occupation problem, a pension time bomb, and a housing crisis. One simple solution, which could be a win-win for all generations, would be if older generations shared their homes more with young people through intergenerational living.

Doing so could improve intergenerational relations, give older people a tax-free annual rent-a-room cash boost of up to £7,500, while giving younger people, many of whom are now more likely to be lonely than older people, companionship as well as a roof over their heads. But to achieve this we need to break ageist attitudes that older people and their relatives sadly have towards the young.

A bond for all ages

Professor Martin Green, Care England

The challenges of how to pay for care or education are at the top of every family's agenda. Sadly, the current system and the endless uncertainty around Government policy do not incentivise people to make provisions for their care in later life

I would like to see the development of a salary sacrifice bond, which could be used by the individual to pay for their care, or by families who want to pay for their older relatives, or indeed, the bond could be flexible enough to be used to pay off a student loan. All the Exchequer has to do is give the tax-breaks upfront, and make the bond flexible, so that it meets the needs of all generations.

An integrated intergenerational curriculum

Judith Ish-Horowicz, Apples and Honey Nightingale

Creating a cohesive society does not happen overnight and even the simplest of initiatives take time to become embedded but that should not stop us starting at the foundations of society, our very young.

Imagine if every school from nursery to sixth form college were supported by the state to link in some way with a third generation project, be it a day centre, sheltered housing, lunch club, care home or faith centre. If the Ofsted statutory guidance for all educational settings included extra funding ringfenced for an intergenerational track through which modules of Personal, Social, Emotional, Health and Sex education were taught along with British history, culture, traditions and values, imagine the mutual benefits of shared purpose, relationship and citizenship and the social and economic savings of healthier and happier ageing.

Meeting the needs of all ages

Julie Hyde, CACHE

Britain as 'a country for all ages' really ought not to sound ideological and the stuff of propaganda! Regardless of political persuasion, social policy should capture the needs of individuals across the lifespan.

Yet, despite this, there are children living in families made vulnerable by crippling poverty, children and young people with raised mental health concerns and services stretched beyond their means with no real promise of change. At the same time one million people aged 65 and over feel lonely and say this is negatively impacting their health and wellbeing. They are at the mercy of social care provision that has been forced on its knees, overwhelmed and unable to care.

At NCFE CACHE we are committed to new developments that support the needs of individuals of all ages across society and are keen to consider qualifications, training and articles in this area, so watch this space!

Creating a cohesive society does not happen overnight and even the simplest of initiatives take time to become embedded but that should not stop us starting at the foundations of society, our very young

Action for all ages in culture, media and sport

Imagine if ageism and age segregation across our society were ended, with some of the major influencers of our lives from culture and sport to the media using their power to drive change for all ages...

Britain would feel like a very different country for people of all ages if we made concerted efforts to tackle ageism and increase interaction and understanding between generations by 2030.

Age segregation and ageism are rife in our society, affecting all our lives every day and running through our cultural and sporting lives and throughout the media, on and offline. Britain is one of the most age segregated countries in the world and the consequences are manifold, not least in underpinning division and ageism. But it doesn't have to be this way if we use the positive power and influence of the media, culture and sport.

The Older People's Commissioner for Wales' pioneering campaign to end #EverydayAgeism should be rolled out across the UK. Ending ageism is a fundamental building block for a country for all ages where stereotyping and myths about age and ageing are eradicated. That needs to start as early as possible in life, with regular interactions between children and older people promoted in nurseries and primary schools.

The media also has a huge role to play in ending ageism and the use of stereotypes about young and older people throughout its coverage. A national awards scheme could recognise best practice - and shame offending media organisations.

Building connections and relationships in our communities will strengthen our society as well as fostering mutual understanding. This culture shift needs to be reflected in the way our public

services and community facilities are designed and provided. As suggested below, we need a new age of collaboration that runs through all we seek to do.

Collaboration is at the heart of some exciting initiatives in the world of football that are bringing generations together. Liverpool FC's community foundation is working with the city council and local NHS to create intergenerational cafes where several generations can share skills in joint activities. There will be 17 such cafes across the city. Cardiff City's foundation has brought together older fans with school pupils to raise awareness about dementia. And Brentford's community sports trust is working with young people undertaking national citizens service to develop their cooking skills with older people at a sheltered housing scheme.

Building connections and relationships in our communities will strengthen our society as well as fostering mutual understanding

Football has the power to bring together several generations. Middlesbrough FC is working with Sport England and national charity Grandparents Plus to help families where grandparents or other relatives are kinship carers looking after children full-time to stay fit and healthy together. Such intergenerational physical activities could be shared across all ages within any family or community setting such as schools linking with local older people as demonstrated by Youth Sport Trust's Active Across Ages project.

Looking to the future, young people are increasingly turning to online mentoring with older people when seeking advice about big life-changing decisions about issues such as careers or education. And Nesta is supporting a scheme to support older entrepreneurs to get advice from their younger counterparts. Again, mentoring has so many possibilities for sharing and giving across generations.

More broadly we need to build on the Digital Heroes scheme in Wales which trains up young people to share their technology skills to support older people online. It also develops the communication skills and confidence of the young people involved and builds relationships in their local community.

Three ideas for national media campaigns aim to celebrate bringing people of all ages together. As suggested below, one of our bank holidays could be designated as a national day of unity and action, promoting community activities. 2020 will also see the first national Intergenerational Week, organised by St Monica Trust, on 23-29 March. And later in the year, United for All Ages will again be promoting #AllAgesAugust, when summer holidays, festivals, play and other activities provide spaces and places for younger and older people to mix.

Ultimately Britain will be a country for all ages when the ideas in this paper and much more have become the norm in our daily lives. That means talking together, sharing our concerns and passions, our choices and challenges, thereby building mutual understanding and trust across generations.

Ending ageism

*Heléna Herklots,
Older People's Commissioner for Wales*

Ending ageism is the best way to secure a country for all ages. We need to stop stereotyping people according to their age, and ensure that when this leads to age discrimination in the provision of goods and services, or in employment and other areas of life we use the Equality Act to challenge it. We should bring younger and older people together to share experiences and perspectives and to forge new ways of working together to tackle ageism.

Challenging age prejudice early

*Charlotte Whittaker and Laura Macartney,
InCommon*

Negative ideas about age begin to form among children as young as six years old (RSPH report 2018). We believe a country that works for all ages starts with challenging age prejudice in society. At

InCommon we do that by bringing together children aged 7-9 years old with their older neighbours to learn together, build friendships and have fun.

We want every primary school child to have the experience of positive time spent with older people to enrich their lives now, and so that the next generation can grow up more connected and aware of what they have in common with people of all ages.

A new age of collaboration

Jeremy Porteus, Housing LIN

We need a new age of collaboration which should extend beyond the design of our homes. If we're going to create truly intergenerational communities, we need to move beyond a physical architecture determined by bricks and mortar to one where a landscape of relationships and social networks can flourish.

Building these connections - whether in specialist housing or in the wider community - is a key element of what I call CollaborAGE. The outcome, more collaborative, community-led models of housing and care to achieve stronger personal and community resilience for people of all ages

If we're going to create truly intergenerational communities, we need to move beyond a physical architecture... to one where a landscape of relationships and social networks can flourish

Families fit for life

Lucy Peake, Grandparents Plus

Kinship carers step in to raise a family member or friend's child, often keeping them out of local authority care. Often grandparents, they're older, poorer and in worse health than any other group raising children.

Kinship Active is our Sport England funded project that promotes intergenerational physical activity, health and well-being. Building on our successful

peer support group model, and supported by a project worker, kinship families come together to design and try a programme of activities from swimming to table tennis, to walking to healthy cooking. Currently piloted in Teesside, it is a model for intergenerational activity with potential learning for all families.

Get 'active across ages'

Amanda Vernalls, Youth Sport Trust

To help make Britain a country for all ages, children's charity the Youth Sport Trust (YST) believes that uniting the two loneliest generations to play sport and get active could hold the key. 'Active Across Ages' launched after the YST and founder, Sir John Beckwith, wanted to create an initiative to tackle loneliness and declining wellbeing in the two most at risk age groups.

It is currently delivered in five areas across the country and builds on the charity's 25 years of experience in engaging the hardest to reach young people through sporting interventions in schools and communities. In each of the care homes and schools, different approaches to getting active are used with activities like beach ball tennis, skittles and dancing bringing people together.

Life-shaping online

Anand Shukla, Brightside

If you have a life-shaping decision about which career to aim for or which subject to study, then what do you do if you do not know how to get there? Or if you do not know anyone that can advise you?

Mentors offer crucial and timely advice, guidance and experience. We can bring generations together and promote fairness by providing mentors for every young person that wants one. And this can be done cost-effectively through technology. Today's young people are used to communicating online, and often prefer asking questions like this rather than in person. Providing universal access to mentors online is a simple policy - with transformational potential.

A national day of unity and care

Professor Andy Jones, UEA

We should turn one of our Bank Holidays into a "National Day of Unity and Care" where everyone is encouraged to do something good for others in their community and beyond. Intergenerational activities could be a key component of the day. Commercial organisations would be encouraged to sponsor activities, but community mobilisation would be a key component.

The day would bring together those living closely together but rarely interacting, encourage understanding and interaction between and within generations, and leave a year-round legacy in the positive and sustained outcomes from the activities engaged in.

Becoming the norm at all levels

*Vicki Titterington,
Linking Generations Northern Ireland*

At LGNI we have a vision that all generations are respected, understood, connected and engaged together in their communities. To enable this to happen opportunities for intergenerational connections must become the norm and be woven in the fabric of our daily lives at community, organisational and policy level. By matching the resources that generations have to offer one another and building intergenerational into community development approaches, education, volunteering, care settings and beyond we can offer sustainable opportunities to connect generations which benefit everyone.

Providing universal access to mentors online is a simple policy - with transformational potential

Appendix

This appendix reviews the policy papers published by United for All Ages over the last decade and progress made on implementing their recommendations and proposals. The papers can all be found at <https://www.unitedforallages.com/news>

2010-2019: a decade of progress on intergenerational action

Since 2010, United for All Ages has published the following policy papers:

United or Divided? Towards a ‘cradle to grave’ contract between generations (2011)

Investing in the Future: wealth, work and welfare in a multi-generational society (2011)

A Future for All Ages: growth starts with homes, care and jobs (2013)

Building a Britain for all Ages: time for a new contract between the generations (2014)

Fairness for All Ages: twenty radical ways to promote intergenerational equity (2016)

A Country for All Ages: ending age apartheid in Brexit Britain (2017)

Mixing Matters: how shared sites can bring older and younger people together and unite Brexit Britain (2018)

The Next Generation: how intergenerational interaction improves life chances of children and young people (2019)

These papers made the following recommendations. Progress has been made on over half of these recommendations while others remain just as relevant in the new decade.

The Next Generation

Recommendations published in 2019

1. Every nursery, childminder, parent/toddler group and children’s centre should link with a local older people’s care home or housing scheme – and vice versa
2. Every primary and secondary school should involve and engage with older people in their community – from hosting older volunteers and services to linking with care providers
3. Every community should explore opportunities to develop places where younger and older people can mix and share activities and experiences – creating 500 centres for all ages by 2023

4. Every local authority should develop a strategy for building communities for all ages where meaningful mixing is part of everyday life – involving local people and providers

5. Every children’s and young people’s charity and community organisation should look at how to solve tough issues facing the next generation through intergenerational projects

6. Funders should support projects that promote positive relationships building trust and understanding between younger and older people – working with the media to rid Britain of ageism

7. Investors should look outside the box of age-related silos to invest in imaginative co-located care, learning and housing schemes that bring younger and older people together

8. Government should support and promote mixing between different generations through intergenerational care, learning and housing, explaining why it’s key to creating better services, stronger communities, a stronger Britain and an end to ageism

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

Recommendations published in 2018

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

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

Recommendations published in 2017

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.

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

Recommendations published in 2016

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

Building a Britain for All Ages – time for a new contract between the generations

Recommendations published in 2014

Recommendations included ten building blocks for a Britain for all ages:

- Centres for all ages
- Family policy for all ages
- Homes for all ages
- Care for all ages
- Work for all ages
- Volunteering for all ages
- Charities for all ages
- Neighbourhood Watch for all ages
- Shared interests for all ages
- Innovation centres for all ages

A Future for All Ages: growth starts with homes, care and jobs

Recommendations published in 2013

Fifteen recommendations on developing housing, care and jobs for all ages with three big ideas:

- Making downsizing an attractive option for older people
- Living together – new homes for three generations
- Working at the right times across the life course

Investing in the Future: wealth, work and welfare in a multi-generational society

Recommendations published in 2011

Everyone has the opportunity to train and work - from age 16 to 106

Investing in schools, housing, care and transport - much needed infrastructure

Establishing a 'next generation' jobs fund which would focus on getting under 25s into work with a particular focus on younger men

Advising employers on the benefits of a multi-generational workforce and how to ensure all ages are productive together, avoiding intergenerational conflict

Ensuring that the minimum wage truly meets the cost of living as advocated through the Living Wage and other campaigns

A lifelong approach to care, where caring responsibilities are recognised and supported whatever the age

Older people are encouraged to contribute more in later life

Young people are given the chance to develop their skills and potential

Families are supported at the right time

Helping older people to stay independent in their own homes and within the extended family

Contact with and meaningful activity with other people of different ages can promote mutual respect, engender responsibility, reduce fears, develop new skills and create communities for all ages. There are numerous one-off examples across the country but a coordinated national programme for all ages could mainstream these projects.

Exploring six areas for taxing wealth to help fund this programme.

United or Divided? Towards a 'cradle to grave' contract between generations

Recommendations published in 2011

Shared sites - making the most of community resources/facilities for all ages, rationalising services: centres for all ages

Sharing society - tackling loneliness and isolation through neighbourhood action by young people and support for families: big society

Shared caring - supporting caring across generations within families and communities: care credits

Sharing the cost of caring - making the most of individuals' own assets to pay for better care: care duty

Shared interests - maximising the opportunities of Olympics 2012 to promote sport and volunteering: sport for all ages

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United for All Ages is a social enterprise.
Limited Company No. 07211935
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