HEALING THE GENERATIONAL DIVIDE

INTERIM REPORT
ON INTERGENERATIONAL
CONNECTION

THE CHALLENGE

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FOREWORD BY THE CHAIR

The All Party Parliamentary Group (APPG) on Social Integration launched its inquiry into intergenerational connection in December 2017 to explore the growing age divide and what could be done to bridge it. I am pleased to commend this interim report, which marks the mid-point in our inquiry.

Since publishing our *Ages Apart?* essay collection at the beginning of the inquiry, we have visited organisations in Manchester, the West Midlands and London which are working to build stronger connections between generations, received 30 excellent written submissions, and held four parliamentary evidence sessions to learn more about how we can overcome generational division. I am extremely grateful to all those who have contributed to our inquiry so far, and helped to inform the policy framework that we have begun to set out in this report.

When we first launched the inquiry, the 2016 EU referendum and 2017 General Election, both of which highlighted stark political divides between young and old, were still very fresh in our minds. Polling published on behalf of the APPG by The Challenge and YouGov in December 2017 demonstrated the extent of these divisions, suggesting that more than one in four Leave voters of retirement age believed lower wages for the next generation was a price worth paying for exiting the EU, while one in four Remain voters aged 18-34 would have accepted pension reductions for older people if it meant Brexit was halted.

Such disagreements over EU membership have served to shine a light on the issue of generational division in this country, but Brexit is not the cause of this division. Rather, what we have seen in the course of this inquiry suggests that generational division extends far beyond the realm of politics, into most aspects of our daily lives.

Take these striking statistics, for example: between 1981 and 2011, three-quarters of the increase in over 45s occurred in villages and small or medium towns, while 80% of the growth in 24-44 year-olds took place in large towns and cities. It is not just that different generations appear to have increasingly polarised outlooks; there is an increasing tendency for them to live completely separate lives, with little regular interaction with one another.

Given this, we clearly have a decision to make as to whether we simply accept these divisions as a regrettable fact of modern life, or whether we attempt to do something about them. It is the guiding principle of this APPG that we must act to tackle these disconnections, and indeed that we cannot afford not to. However, in attempting to address this, there will be some difficult decisions to make, and these decisions will pose challenges to those of all political backgrounds.

This report for instance notes that the closure of shared spaces, such as community centres and libraries, and the reduction in local transport services, which have undoubtedly been an effect of the austerity measures of the last decade, have likely served to reduce opportunities for different generations to connect.

But the ending of austerity is not a silver bullet which will fix all this. Quality transport links and investment in shared spaces are probably necessary components for improved intergenerational connection, but they will not in themselves bring it about. Rebuilding our intergenerational bonds will require new ways of working and thinking, not just lumps of money.

At the same time, in crafting a policy framework to bring generations closer together, we will need to strike the right balance between carrots and sticks, between incentivising action at a local level and driving it from central government. Sticks will be controversial, but if we have decided that we need to change course, a laissez-faire approach will hardly achieve this.

Yet, it is also true that intergenerational connections are not formed by governments. They are formed in local communities, whether through clubs and activities, at a school or care home, or in neighbourhoods designed for all ages. As such, communities are normally best placed to know what might work for them and to develop their own initiatives, and so there is much that we should enable local authorities and devolved regions to lead on.

However, local government will struggle to achieve this without resources and leadership from central government. Fostering greater intergenerational connections through hospitals and care homes, for example, needs to be driven by the Department for Health and Social Care, and it has been encouraging to hear Health Secretary Matt Hancock speak warmly about the benefits of intergenerational care already.

This interim report sets out the beginnings of a framework through which national, regional and local government might work together to foster stronger connections between generations. We take a whole-society approach in outlining four main policy areas - community projects and initiatives, public services, housing and planning, and technology – through which we could set out to heal the wounds of generational division. Now more than ever we need to act to bring our country back together and move forward as one.

Chuka Umunna MP
Chair of the APPG on Social Integration

AUTHORSHIP

The views expressed in this report are those of the members of the APPG on Social Integration who have attended parliamentary evidence sessions, community visits, or contributed to internal group discussions in person or via email during the inquiry so far.

These members are as follows: Chuka Umunna MP; The Rt. Rev the Lord Bishop of Oxford, Wera Hobhouse MP; Caroline Spelman MP; Holly Walker-Lynch MP; Dr Paul Williams MP.

This report was written by Sam Dalton, Public Affairs and Policy Officer at The Challenge, with support from Andrew Dixon, Head of Public Affairs and Policy at The Challenge, and Richard Bell, formerly Head of Public Affairs and Policy at The Challenge. Research support was provided by Amos Kimani, formerly of The Challenge.

The Challenge is the UK's leading charity for building a more integrated society and provides the secretariat to the APPG on Social Integration. Details of The Challenge's role as secretariat and the registrable benefits received by the APPG can be found on the official Register of All-Party Parliamentary Groups:

https://publications.parliament.uk/pa/cm/cmallparty/190102/ social-integration.htm

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The APPG would like to thank The Challenge for their ongoing support as secretariat to this group.

We are very grateful to the 30 individuals and organisations who submitted written evidence to the inquiry, and to the range of expert witnesses who provided oral evidence at one of the four parliamentary hearings held as part of this inquiry so far.

We are particularly grateful to the front-line service workers, care home and nursery staff members, councillors, architects, and groups of younger and older people who we met with during evidence-gathering visits to Manchester, the West Midlands and south London.

We would also like to extend our thanks to Andy Burnham, Mayor of Greater Manchester, Councillor Rishi Shori from Bury Council, Joanne Roney from Manchester City Council, Pam Smith from Stockport Council, Councillor Karen Grinsell from Solihull Council, Alex Smith, CEO and Founder of The Cares Family, and Denise and Stephen Burke from United for All Ages.

About The Challenge

The Challenge is the leading charity for building a more integrated society and provides the secretariat to the APPG on Social Integration. We inspire others to champion and support social mixing, and use our research expertise to shine a light on the challenges caused by social division. We have brought together over 200,000 young people from different backgrounds on our programmes, to develop their confidence and skills in understanding and connecting with others. Our 2017-18 Impact Report highlights the difference we have made to these young people and their communities.

Find out more and join the conversation at:

www.the-challenge.org

EXECUTIVE SUMMARY

This report examines the nature of the UK's generational divide, before proceeding to set out four main policy areas through which stronger intergenerational connections could be fostered. The main points and policy recommendations made throughout the report, and the policy areas to which they relate, are outlined below:

The generational divide

➜ The 2016 EU referendum and 2017 General Election demonstrated **stark political divisions** between generations – the biggest the Ipsos Social Research Institute has ever measured. What is more, research shows younger and older people would be willing to get their way on Brexit even if it meant the other generation would end up worse off.

➜ Differences in generational voting patterns have been linked to different views held by young and old on **key cultural issues**, such as multiculturalism, feminism and sexual equality.

➜ Generational division is also **geographic**, with increasing **'micro-level' age segregation** within our biggest cities, and **'macro-level' segregation** between urban centres, where younger people tend to live, and rural areas, where older people tend to reside.

➜ Political division between generations appears linked to geographical division between generations: major cities are much more likely to view immigration positively than towns or areas on the outskirts of cities.

➜ A **decline in shared spaces**, such as community centres and libraries, has made it more difficult for different generations to come together to form meaningful connections.

➜ Generational division is **damaging for individuals**, who may experience higher levels of loneliness, and **damaging for the country**, given our increasingly polarised politics.

Building intergenerational communities

➜ A range of community events and activities can unite generations around common passions and interests, such as music, drama, exercise and conversation.

➜ Community initiatives should strive to create the optimal conditions for intergenerational connection by drawing on evidence of what works from effective schemes and utilising the **Design Principles for Meaningful Mixing** set out by The Challenge, or something similar.

➜ The **benefits of intergenerational projects are personal, societal and economic**. They enhance wellbeing, foster a society valuing quality human relationships, and enable money to be spent on projects which benefit different generations simultaneously.

➜ To strengthen intergenerational connections through community projects and other policy areas, **local government should**:

• Draw on existing funding to set aside money for intergenerational projects, rather than having separate pots of money for younger and older people.

• Focus some of this money on helping projects to evaluate the impact of their work.

• Include intergenerational connection within a cabinet member's portfolio.

→ **Central government should promote a cross-sector approach** to intergenerational connection, acting as a central hub which shares knowledge and experience across different organisations. Specific actions could include:

- Encouraging the private sector to collaborate with not-for-profit organisations.

- Assisting organisations with a set of guidelines for how best to strengthen intergenerational connections.

→ To provide new resources for community projects which foster intergenerational connection, the APPG would like to further explore the idea of **introducing a small charge on self-service checkout machines, of 1p per transaction.**

Intergenerational public services

→ All **nurseries, schools and care homes** should be encouraged to link up, and foster connections between, the different generations who use their services.

→ The **Department for Health and Social Care (DHSC)** should include intergenerational connection as a key element of its preventative healthcare strategy.

→ The **Department for Education (DfE)** should explore ways to embed intergenerational connection within learning in the UK, such as by providing guidelines to schools on how to involve all age groups, and exploring co-located schools and care facilities.

→ The government should explore a **small tax break** for people who commit to a set number of hours of **volunteering within a public service** per month, such as a nursery, school or care home.

→ Local authorities should work alongside architects and developers to plan and commission new co-located sites.

→ All **devolved nation administrations** and **combined authorities** in England should be encouraged by civil society to take the lead in developing a strategy for intergenerational connection.

→ The **Department for Transport (DfT)** should follow the direction of the government's loneliness strategy by evaluating the impact of recent policy developments, including the impact of bus closures, on loneliness and social connections.

→ Transport bodies like Transport for London (TfL) and Transport for Greater Manchester (TfGM) should encourage intergenerational connection through initiatives like community seating, which promote conversation between different generations, and a **'Take Your Headphones Off Day'**.

→ The APPG would like to explore a **new flagship national volunteering scheme** which encourages older people to volunteer in their communities upon retirement.

Intergenerational housing and planning

➔ Local authorities should work closely with the private sector to encourage the expansion of initiatives which **use existing housing to foster intergenerational connection**, such as:

- Young people living in residential homes for discounted or no rent, in return for offering a set number of hours of volunteering in the home per month.

- Homesharing, which enables younger people to live in an older person's house for discounted rent, in exchange for providing support and companionship.

- Retrofitting for cohousing, which involves transforming an existing neighbourhood into a cohousing community.

➔ All schools of architecture and architectural practices throughout the UK should be encouraged and supported to explore how **living spaces can be designed to promote intergenerational connection**. These designs should involve regular dialogue with people of different generations, and could include:

- Integrating general needs housing with housing for those needing extra care.

- Multi-generational homes through which different generations within a family can live together.

➔ **Local authorities** should look to have policies in their local plans which encourage and enable intergenerational design.

➔ **Cities and towns need to be designed for all ages**, to reduce the urban-rural divide between younger and older people.

Technology and intergenerational connection

➔ Technology has potentially **negative consequences for intergenerational connection** both in reducing the number of interactions people have with others, and reducing the quality of those interactions by fostering a 'Fear of Missing Out'.

➔ The APPG will be exploring the link between technology and intergenerational disconnection in further detail in the second phase of its inquiry, and recommends that the government makes this a priority in the implementation of its **loneliness strategy**.

➔ Technology also has the **capacity to connect people of all generations** by enabling face time across large distances, and providing new ways to form friendships and access local activities and events.

➔ The APPG recommends that more **apps and platforms are developed to promote intergenerational connection**, and that the **government's GovTech Fund** should support technology companies to connect generations in both rural and urban communities.

INTRODUCTION

In the *Ages Apart?* essay collection[1] published by the APPG in December 2017, we heard from a range of experts on the nature of the generational divide, and some initial ideas as to how this could be bridged. This interim report is the second official publication to arise from the APPG's inquiry into intergenerational connection, exploring the generational divide in further detail, and setting out the beginnings of a policy framework within which community projects, public services, housing and technology can help close the age gap.

Our inspiration for an inquiry focused on intergenerational connection was in the first instance a concern over political divides. The 2016 EU referendum and 2017 General Election exposed, and may even have exacerbated, a stark political age divide and we wanted to explore why younger and older people had become so polarised. A number of the essays within *Ages Apart*? reflected this, examining the historical voting trends of different age groups, and generational differences in social attitudes. Polling conducted on behalf of the APPG by The Challenge and YouGov[2] at the inquiry's launch demonstrated that younger and older people would accept economic costs for the other generation if it meant their own view on Brexit was victorious.

While this political divide has continued to remain a key focus for this inquiry, the evidence collected by the APPG so far has highlighted much broader and deeper divisions. Different generations are not only divided on election-day, but in their everyday lives, in their neighbourhoods and local communities. Research by the Intergenerational Foundation cited in this report has shown the increasing degree of generational division both within towns and cities and between them.

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1   APPG on Social Integration, 2017. *Ages Apart*? Available at: ***https://the-challenge.org/policy-and-campaigns/appg-on-social-integration/***

2   YouGov and The Challenge, 2017. *New Poll Finds that Generations are Prepared to Sell Each Other Out Over Brexit.* Available at: ***https://the-challenge.org/news/new-poll-finds-that-generations-are-prepared-to-sell-each-other-out-over-brexit/***

With generational division stretching across our social and political lives, the APPG has in this report set out the beginnings of a policy framework for embedding stronger intergenerational connections throughout society. From local community projects which unite generations around common interests to intergenerational housing schemes, and from joint initiatives between schools and care homes to technology which helps foster face-to-face interactions between different age groups, there are many areas of our lives within which we can begin to heal the wounds of generational division.

As well as drawing on many different policy areas, greater intergenerational connection will require different tiers of government to work together. While there is much that national government can do, such as including intergenerational care in its preventative healthcare strategy and promoting co-located sites for schools and care homes, this is a policy area in which local and regional government have a vital role to play. Many successful intergenerational projects operate at the community level and so require local rather than national coordination, and the APPG has seen great examples of regional combined authorities and devolved nation administrations taking the lead in uniting generations.

It is imperative that we act now to foster stronger ties between different age groups, given the political and social challenges that the UK faces. Brexit has demonstrated the need to strengthen ties between different generations so that we can face big national challenges together rather than apart. And with an increasing amount of evidence pointing to the high levels of loneliness experienced by people of all ages in the UK, building meaningful connections across generations should be seen as vital for the wellbeing of all of us.

This interim report is intended to point the way ahead in tackling these political and personal challenges by increasing intergenerational connection. While a number of specific policy recommendations are included in this report, our primary intention is to set out the parameters of a future policy framework. As such, we have also highlighted some policy areas and certain interesting ideas which we would like to explore in more detail. The APPG's final and more detailed set of recommendations will be outlined in the concluding report of this inquiry, after further evidence has been gathered and each policy area explored in more detail.

1. THE GENERATIONAL DIVIDE

Why the generational divide matters

The idea of an increasing disconnection between generations has attracted much attention recently as a result of the sharp generational divides that appear to have opened up in prominent political debates. However, far-reaching social and economic forces and their impact on family, work and communications have for decades been re-shaping the way in which, and the degree to which, different generations interact with one another. This is not a passing concern.

This inquiry has seen sufficient evidence of a generational divide, not just in political outlook, but in terms of increasing geographic and spatial segregation, to give all of us pause for thought. The APPG believes the UK should strive to create a more integrated society across all dividing lines, be they related to ethnicity, religion, class or age. In this sense, the increasing lack of connection between different age groups is self-evidently a cause for concern. Yet, we have found plenty of reasons to believe that increasing intergenerational division may be harmful for individuals and communities in a range of specific and concrete ways.

Evidence from intergenerational projects has convincingly demonstrated the enhanced wellbeing that results from these experiences. Greater intergenerational mixing has been shown to reduce ageist stereotyping and enhance trust[3]. By contrast, disconnection between different age groups harms the trust and understanding that they share with one another, weakening family ties and increasing the risk of social isolation across the age spectrum. It can erode intergenerational solidarity, and make our political life less cooperative.

There is also a strong intergenerational element in what has rightly been identified as one of the greatest social ills of the modern day: loneliness. With the government having appointed a Minister for Loneliness in 2018, resulting in the country's first ever loneliness strategy, this is a problem that we are finally beginning to understand better. What has become clear is that loneliness is in significant part an intergenerational challenge requiring intergenerational solutions.

In April, the Office for National Statistics (ONS) published research[4] showing that younger people aged 16-24 were the most likely to describe themselves as lonely, with nearly one in 10 saying they are 'always or often' lonely. In addition, almost 20% of over-75s report feeling lonely at least some of the time. As the late Jo Cox said, "Young or old – loneliness doesn't discriminate." Widening intergenerational division means different age groups have fewer opportunities to form strong, meaningful connections with one another, weakening the social networks of friendship and trust that should guard against loneliness.

The APPG's concern about generational division ranges across all of these dimensions - from polarisation at the ballot box, to the growing spatial segregation between generations, with younger people more likely to live in urban centres and older people in rural areas, and a decline in shared community spaces which is making it harder to connect generations across these divides. The remainder of this section will explore the nature of the generational divide we face in more detail.

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3   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Big Lottery Fund*.
4   Office for National Statistics, 2018. *Loneliness: What Circumstances and Characteristics are Associated with Feeling Lonely?* Available at: ***https://www.gov.uk/government/statistics/loneliness-what-characteristics-and-circumstances-are-associated-with-feeling-lonely***

Political division

It is the state of our politics that first inspired the APPG to investigate the generational divide and what could be done to bridge it. When the APPG launched its inquiry into intergenerational connection, in December 2017, the political divides between different age groups exposed and enhanced by the 2016 EU referendum were still fresh in our minds. In the referendum, around three-quarters of young people voted Remain, and two-thirds of older people voted Leave, demonstrating a stark generational divide in one of the biggest political votes our country has ever seen. The political differences between age groups were shown once again during the 2017 General Election. While 27% of the youngest age group voted for the Conservative Party, 61% of the oldest age group did. And while only 25% of the oldest age group voted Labour, 62% of the youngest age group did. The Ipsos Social Research Institute has said that this is the biggest political division between age groups they have ever measured.[5]

Generational voting patterns at the 2016 referendum and 2017 General Election have been linked to the different views held by young and old on key cultural issues. According to research done by The Challenge, British politics appears to have become increasingly contested on the libertarian-authoritarian axis, with older people on average being more authoritarian.[6] Younger people are more likely to hold socially liberal, 'progressive' values, and to regard multiculturalism, feminism, sexual equality, the gay rights movement and the green movement as positive forces.[7] The contrast in attitudes towards sexual equality and LGBT rights is demonstrated by the fact that nine times as many of those aged 65 and over believe that same-sex relationships are 'always wrong' than 18-24 year olds.[8] Underpinning different voting patterns at particular referendums and elections there appears to be a broader schism between generations along the libertarian-authoritarian axis of attitudes and values. The prominence of cultural over economic issues as the driver of generational division at the ballot box was supported by a recent Populus survey, which found that younger adults were less in favour of raising taxes to fund public services than older people,[9] despite a vast majority of younger people voting for the left-leaning Labour Party in the 2017 General Election.

Different generations not only harbour contrasting political views on key issues, but are actively aware that they do so, and seek to advance their own views and interests at the expense of other generations. More than one in four Leave voters of retirement age believe that lower wages for the next generation is a price worth paying for exiting the EU. On the other hand, one in four Remain voters aged 18-34 would accept pension reductions for older people if it meant Brexit was halted. It may be that the willingness of different generations to sell one another out over Brexit is linked to the negative views and stereotypes that they have been shown to hold about one another. While almost three-quarters of young people who voted to Remain believe older people to be prejudiced, a similar percentage of older Leave voters think young people are entitled and unwilling to work hard.[10]

The generational divide appears to be a conscious source of struggle throughout the age spectrum. Many younger and older people may have come to view their needs and interests as opposed to one another, as part of a zero-sum game. And many feel this division is related to the words and policies that politicians target towards particular age groups. The 'ballot box advantage' of older people, driven by their greater numbers and

5   Duffy, B. 2017. 'Generational Strains' in *Ages Apart*? essay collection, APPG on Social Integration.
6   Scott, R. 2017. 'The Kids Aren't All Left: Understanding Generational Differences in Social Attitudes' in *Ages Apart*? essay collection, APPG on Social Integration.
7   APPG on Social Integration. 2018. *Submissions to the Call for Evidence: Common Vision (CoVi)*.
8   Scott, R. 2017. 'The Kids Aren't All Left: Understanding Generational Differences in Social Attitudes' in *Ages Apart*? essay collection, APPG on Social Integration.
9   The Guardian, 2018. *'Generational Divide': UK Split by Age Over Tax Rises for Public Services*. Available at: **https://www.theguardian.com/politics/2018/dec/08/generational-divide-uk-split-by-age-over-tax-rises-for-public-services?**
10 YouGov and The Challenge, 2017. *New Poll Finds that Generations are Prepared to Sell Each Other Out Over Brexit*. Available at: **https://the-challenge.org/news/new-poll-finds-that-generations-are-prepared-to-sell-each-other-out-over-brexit/**

higher propensity to vote, has long been documented.[11] Younger people are aware of the impact of this, with 60% believing that politicians are more concerned with older people than younger people.[12]

Therefore, as well as providing great personal benefits to people of all ages, greater intergenerational connection could help turn a corner in our politics. If people of different ages have regular opportunities to share stories and experiences, and learn more about one another's needs and priorities, they will be more likely to compromise on the biggest social and political challenges facing our country today, whether housing or social care, and avoid the kind of animosity and tension that characterised the EU referendum. Intergenerational connection provides a foundation for a better politics.

Geographical division

Though the political divide between generations revealed by Brexit provided the initial spark for the APPG's inquiry, we have come to discover that the generational divide extends far beyond the world of politics. In addition to holding different political views on many issues, younger and older people increasingly live completely separate lives, not in regular contact with one another and without the opportunities to form meaningful connections across the age spectrum.

In their 2016 report 'Generations Apart?',[13] the Intergenerational Foundation highlighted the worrying geographical and spatial divide between generations that the UK currently experiences. In the UK's 25 biggest cities, only 5% of people who live in the same neighbourhood as someone under the age of 18 are over 65, down from 15% in 1991. In these areas, it would need over half of over-65s to relocate for different age groups to be evenly spread.

Age segregation has not only grown within the UK's cities, but between towns and cities throughout the country. There has been a growing trend for younger people to reside in urban centres and older people in more rural areas. During the 24 years between 1991 and 2014, the median age of rural areas rose nearly twice as quickly as the median age in urban areas.[14] A pattern has developed in almost every built-up area in England and Wales: a cluster of very youthful neighbourhoods exists in the city centre, from which older neighbourhoods radiate gradually outwards. The growing rural-urban divide between old and young was confirmed in analysis by the Centre for Towns in 2018.[15] Their research found that, between 1981 and 2011, three-quarters of the increase in 45-64 year olds and over-65s across the country took place in villages, communities, and small and medium sized towns. By contrast, 80% of the growth in 25-44 year olds occurred in large towns and core cities.

The UK is therefore experiencing 'micro-level' age segregation within our biggest cities, as well as 'macro-level' age segregation between urban and rural areas.[16] Different generations are living further and further apart, not in close enough proximity to develop meaningful connections with one another or understand one another's perspectives and experiences.

11   Resolution Foundation, 2016. *Votey McVoteFace: Understanding the Growing Turnout Gap Between Generations*. Available at: ***https://www.resolutionfoundation.org/publications/votey-mcvoteface-understanding-the-growing-turnout-gap-between-the-generations/***
12   Foundation for European Progressive Studies, *Millennial Dialogue UK report*. Available at: ***https://millennialdialogue.com/***media/1065/millennial-dialogue-uk-report-v22.pdf
13   Intergenerational Foundation, 2016. *Generations Apart? The Growth of Age Segregation in England and Wales*. Available at: ***http://www.if.org.uk/wp-content/uploads/2016/09/Generations-Apart_Report_Final_Web-Version-1.pdf***
14   Ibid.
15   Centre for Towns, 2018. *The Ageing of Our Towns*. Available at:
      https://www.centrefortowns.org/reports/the-ageing-of-our-towns/viewdocument
16   Intergenerational Foundation, 2016. *Generations Apart? The Growth of Age Segregation in England and Wales*.

Where people live has a profound effect on their views and beliefs: the geographical divide between generations is intimately linked to the political divide between old and young. The 100 areas of the UK most associated with a 'confident multicultural' population, defined by Hope Not Hate as seeing immigration and diversity as very positive, are all in major cities or close to universities. By contrast, the 100 areas most opposed to immigration are all in towns or on the outskirts of cities. Often, the people living in these areas oppose immigration as part of a 'broader dissatisfaction with their lives', feeling the political establishment has let them down.[17] The political divide between generations along the libertarian-authoritarian axis, which appears to have been a large driver of different voting choices in the 2016 EU referendum and 2017 General Election, may have roots in the urban-rural separation of old and young, and the differing attitudes to issues such as immigration that this may produce.

Throughout the APPG's inquiry until now, we have attempted to understand why younger people are increasingly concentrated in urban areas and older people in rural areas. Many of the people we have met on visits in different parts of the country have spoken of the increasing necessity for younger people to move away from home in search of jobs and opportunities. Rather than families all sharing in the same line of work within a single location, young people are increasingly separated from parents and grandparents through their quest for meaningful employment, and, as family units have become more transient and multi-layered, distance from extended family has increased.[18] While in Japan 65% of older people live in the same home as their children, only 16% of older people in the UK do.[19] Half of Britons now see their extended family twice a year or less.[20]

Also playing a role in the urban-rural divide is the rise in the cost of buying a home, which has forced many young people to choose rented accommodation within urban centres over buying a place further out into the suburbs.[21] A further important factor has been the growth in university population within cities and large towns, sparking a rise in student populations in urban areas.[22]

While political differences between generations have undoubtedly been prominent in recent years, the divide between age groups in the UK stretches far beyond politics. Older and younger people increasingly live parallel lives, in different types of housing and within different environments, which may be further entrenching their different views and perspectives.

17   Hope Not Hate, 2018. *Fear, Hope and Loss: Understanding the Drivers of Hope and Hate*. Available at: ***https://www.hopenothate.org.uk/wp-content/uploads/2018/10/FINAL-VERSION.pdf***
18   APPG on Social Integration, 2018. *Submissions to Call for Evidence: Lorraine George*.
19   APPG on Social Integration, 2018. *Submissions to Call for Evidence: Housing Learning and Improvement Network*.
20   APPG on Social Integration, 2018. *Submissions to Call for Evidence: Methodist Homes for the Aged*.
21   Ibid.
22   Intergenerational Foundation, 2016. *Generations Apart? The Growth of Age Segregation in England and Wales*.

The decline of shared spaces

Different generations are not only living further apart, but there are fewer and fewer shared spaces in which they can come together and form meaningful connections. A significant decline in spaces such as libraries, youth clubs and leisure centres over recent years may have furthered the trend towards communities becoming increasingly segregated into social niches. For example, more than 600 youth centres and clubs have closed over the last six years in Britain, leading to the loss of 139,000 places on youth programmes, and 3,650 staff.[23] In addition, 127 libraries closed in the UK during 2018 alone, taking the total down to 3,618.[24]

Maintaining a wide variety of shared spaces in which different generations can mix is important because too many of the community spaces that continue to exist are ones which were designed for one age group in particular. Older people's care homes have, up until now, not been designed with younger people in mind. Nurseries and children's playgrounds have not been designed to be shared with older people.[25] With these key pillars of daily life targeted at either younger or older people, the decline of shared spaces for all ages is even more problematic.

Generational division in the UK therefore spans politics, geography and a lack of shared spaces, and is damaging both for individuals, who may experience higher levels of loneliness, and the country as a whole, given our increasingly polarised politics. In the following four sections, the report will outline four policy areas through which intergenerational connections can be strengthened to heal these divides: community initiatives, public services, housing and technology.

23   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Scout Association*.
24   The Chartered Institute of Public Finance & Accountancy, 2018. *Libraries Lose Branches and Staff as Spending Continues to Drop*. Available at: ***https://www.cipfa.org/about-cipfa/press-office/latest-press-releases/libraries-lose-branches-and-staff-as-spending-continues-to-drop***
25   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Methodist Homes for the Aged*.

2. BUILDING INTERGENERATIONAL COMMUNITIES

During the APPG's inquiry to date, we have visited and learnt about a range of grassroots, community-led projects bringing generations together through clubs, activities and events. These span across projects focused on arts, music, exercise, storytelling, conversation and politics, but all provide opportunities for different age groups to unite around common interests and passions at a local level. This section explores what makes these projects successful and how they can ensure maximum impact when bringing generations together, before outlining some general principles for local and national government to help intergenerational projects thrive.

Intergenerational community projects: Examples of success

The Cares Family: Connecting young professionals with older neighbours

One such project, The Cares Family, was visited by the APPG during its trip to Manchester in June 2018. The Cares Family connects young professionals with their older neighbours in some of the UK's biggest cities—London, Manchester and Liverpool—as a way to combat loneliness and "bridge social, generational, digital, cultural and attitudinal divides". Its work to foster stronger connections between generations spans four main areas: outreach programmes, which engage older people in communities through door knocking, community events and information sessions; social clubs, which give different generations the chance to share laugher and new experiences; a 'love your neighbour' scheme, which matches younger and older people to enjoy one-on-one conversations; and community fundraising, including challenges and events, corporate partnerships, and digital campaigns. 97% of the younger people who have participated say they are more able to appreciate older people as a result of their interactions, while 77% of older people say their relations with younger people have improved, rising to 84% among older people whose relations with young people were previously negative.[26] The Cares Family is a pioneering example of the way that bottom-up, grassroots projects can have a positive impact on intergenerational relations.

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26   APPG on Social Integration, 2018. *Submissions to Call for Evidence: The Cares Family.*

GoodGym

GoodGym

GoodGym: Combining getting fit with doing good

Later in the summer, the APPG visited the home of an older person in south London who has benefited from the GoodGym initiative, which encourages younger people to combine getting fit with doing good in their communities. Those who sign up complete runs to the home of an older person, where they then either help with practical tasks around the house or have a chat with the older person. The older person acts as a 'coach' for the younger person, incentivising them to complete their run, while both the younger and older person enjoy the company and conversation that the visit brings, helping to tackle social isolation and loneliness.[27]

As with The Cares Family, GoodGym shows how intergenerational connection can be strengthened at the community level through activities which align with the interests of a wide range of age groups. Participants are attracted to the projects because they want to enjoy a musical social club or get fit by completing runs, but enjoy the intergenerational relations that result. 41% of older people who have been to an activity run by The Cares Family say they return explicitly for their interactions with young people.[28]

In addition to social clubs and exercise, the APPG has heard from community initiatives fostering intergenerational connections through a range of other interests, including:

Art and drama

➔ *Magic Me*: An organisation in east London which has been uniting young and old through creative arts projects since 1989. Their 'Arts and Ages' programme brings together primary school children with older people in care settings, such as care homes and sheltered housing. The two generations collaborate over a number of weeks, led by a professional artist, to create a performance or exhibition for a wider audience.[29]

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27 APPG on Social Integration, 2018. *Notes from the Visit to South London in July 2018*. Available at: ***https:// socialintegrationappg.org.uk/wp-content/uploads/sites/2/2018/10/Notes-from-APPG-visit-to-south-London-20.07.18.pdf***
28 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Cares Family*.
29 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Magic Me*.

Meet Me at the Albany

→ **Age Exchange**: Founded in 1983, Age Exchange provides a community hub and library for older people to enhance wellbeing, reduce isolation and loneliness and promote intergenerational understanding. Arts projects to connect the generations have included productions in which younger and older people perform one another's experiences and perspectives. One recent production, called 'Children of the Great War', involved young people working with immediate descendants of First World War soldiers and VAD nurses to create a play based on family histories of the war.[30]

→ **Meet Me at the Albany**: An all-day arts club for over-60s, providing weekly opportunities for people in south east London to meet new friends and try out a range of creative activities, including writing poetry, knitting and enjoying live jazz. The group have increasingly collaborated with the nearby Rachel McMillan Nursery School, with children from the nursery visiting the older people on a weekly basis for storytelling sessions and games.[31]

Conversation

→ **Birmingham LGBT**: As part of the Ageing Better in Birmingham programme, Birmingham LGBT run an informal Rainbow Bridge coffee morning every week to connect people across age and sexuality. The aim is for people of different backgrounds to better understand one another, and learn about the activities, groups and services that they might be interested in. As part of attempts to make life as fulfilling as possible for older people in Birmingham, the project wants to ensure the older LGBT community is able to form meaningful connections with those in their local area.[32]

Politics

→ **Greater Manchester Combined Authority**: During the APPG's visit to Manchester in June, we met members of the Youth Combined Authority (YCA) and Older People's Network (OPN), both of which give a voice to different age groups and help to tackle local issues such as youth misbehaviour and LGBT rights. The two groups are planning to collaborate more going forward to feed into GMCA's work.[33]

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30   APPG on Social Integration, 2018. *Notes from the Visit to South London in July 2018*.
31   Ibid.
32   APPG on Social Integration, 2018. *Notes from the Visit to the West Midlands in September 2018*. Available at: ***https:// socialintegrationappg.org.uk/wp-content/uploads/sites/2/2018/10/Notes-from-APPG-visit-to-west-Midlands-06.09.18.pdf***
33   APPG on Social Integration, 2018. *Notes from the Visit to Manchester in June 2018*. Available at: ***https:// socialintegrationappg.org.uk/wp-content/uploads/sites/2/2018/10/Notes-from-APPG-visit-to-Manchester-21.06.18.pdf***

Three Trees Community Centre

Building bridges across multiple divides

Intergenerational projects are particularly effective at achieving social integration when they form bridges between people across a number of different divides, including ethnic background, religion and sexuality. A number of the projects run by Leicester Ageing Together (LAT), including the Pakistani Youth and Community Association (PYCA) and West Indian Senior Citizen's Project (WISCP), provide opportunities for people from a range of ethnic groups and ages to come together and learn from one another.[34] Likewise, The British Academy highlight a project called Naya Yuva (New Youth) in Rushmoor in Hampshire, which has supported the integration of the newly-arrived ex-Gurkha Nepali community, including by helping older people to share their experiences and learn English through intergenerational initiatives.[35]

It is also important to include a diversity of socio-economic backgrounds within intergenerational projects, if intergenerational connection is to boost intergenerational fairness. Young, affluent people may be worse off than their parents, but they will be better able to cope with this situation than poorer young people. By giving young people from more disadvantaged backgrounds the chance to form networks with those who are more advantaged, those people who suffer most from intergenerational inequality will have improved life chances. While intergenerational community projects are vital in their own right, they are also part of a broader movement for greater social integration across all groups in society. As The British Academy put it, we must take a "multi-dimensional view of social integration".[36] The need for projects which connect people across age, class, ethnic and faith divides makes social integration an 'everybody issue', according to British Future.[37]

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34   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Leicester Ageing Together.*
35   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The British Academy.*
36   Ibid.
37   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: British Future.*

Community centres such as the Three Trees Community Centre in Meriden, just east of Birmingham, have an important role to play in bridging divides across multiple social fault lines, be they related to age, ethnic background, class or religion. The centre puts on a range of activities and events every week, from parent and toddler groups to martial arts, a choir and music clubs.[38] Intergenerational mixing through shared interests such as these can therefore take place at a broader community hub that connects people across an entire community.

Three Trees also demonstrates how faith-based institutions can provide these community hubs. The centre draws on its history as a Baptist church to reach out to people of all backgrounds in the community. The Church Urban Fund show how the power of faith-based hubs to foster social integration can be coordinated nationally. Through their Together Network, local churches and other community groups are able to collaborate to solve social issues in their areas, including through intergenerational projects.[39]

What makes these projects successful?

Projects such as The Cares Family and Magic Me do not simply amount to people of different age groups coming together in the same room. With careful design, community initiatives can ensure they have the greatest possible impact in creating strong, meaningful connections between generations. Though there is no single set formula for fostering intergenerational connection, there are certain principles that organisations can follow when creating and developing their projects.

In their evidence to this inquiry, Dr. Libby Drury, Lecturer in Organisational Psychology at Birkbeck, University of London, and Professor Dominic Abrams and Dr Hannah Swift, from the Centre for the Study of Group Processes at the University of Kent, set out a number of factors which make intergenerational interactions more effective. Having reviewed a variety of intergenerational programmes in 31 different countries, they concluded that close contact, co-operation and self-disclosure (the mutual exchange of personal information) all featured strongly in successful initiatives. Positive connections between different age groups are more likely to result when there are shared goals and aims involved, with both parties contributing to a successful outcome through equal status relationships. This outcome could be anything from a musical performance to a joint story.[40]

These optimal conditions for intergenerational connection have much in common with the Design Principles for Meaningful Mixing set out by leading social integration charity, The Challenge, as shown in the box on page 26.[41] The principles outline nine key steps that organisations can follow to ensure their projects establish a socially mixed space, create active and intense mixing experiences and foster sustainable bonds. The principles are designed to promote social integration across all groups in society, but can be tailored for intergenerational projects.

38   APPG on Social Integration, 2018. *Notes from the Visit to the West Midlands in September 2018*.
39   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Church Urban Fund.*
40   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Dr Libby Drury, Professor Dominic Abrams and Dr Hannah Swift*.
41   The Challenge, 2018. *All Together Now*. Available at: *https://the-challenge.org/cms/uploads/page/policy-and-campaigns/tc-all-together-now.pdf*

The Challenge's Design Principles for Meaningful Mixing

1. **Give people a positive reason to join in**: Mixing with other generations isn't in itself always enough to attract a diverse group of age groups to an activity. Giving people another reason to join in, whether their love of music or a shared interest in exercise, is vital.

2. **Project an inclusive brand and proposition**: Ensure the brand is equally appealing to different age groups, and does not favour or target one age group over another.

3. **Capitalise on transitions to drive behavior change**: At moments of disruption in our lives, such as starting school, entering adulthood or reaching retirement, we can become more open to forming new habits, identities and relationships.

4. **Proactively counter the 'people like us' preference**: Organisations should be capable of intervening to counteract the tendency of people to cluster with others of a similar age to themselves.

5. **Facilitate equal status interactions**: People are more likely to form meaningful relationships with others of a different age if they view them as peers, and engage with them in a reciprocal, mutually beneficial manner.

6. **Promote common challenging goals**: Ensuring a collaborative rather than competitive project will encourage different age groups to see the commonality in one another, and support and trust those of other generations in achieving a unified end goal.

7. **Cultivate a culture of unity**: Create the feeling that different age groups are 'on the same side', for example through signifiers of shared bonds like emblems and logos.

8. **Encourage regular and sustained contact**: This can either be through short, intense bursts of mixing between generations, or repeated interactions over a longer period.

9. **Enable reflection**: Give participants the chance to reflect on what they do and don't have in common.

What these principles suggest is that, while there are undoubtedly some very valuable intergenerational community projects which involve one generation helping or doing something for another – for example, younger people teaching older people how to use technology or assisting with practical tasks around the home – projects will be most effective when they incorporate shared goals, and enable different age groups to interact with one another from positions of equality. Furthermore, age discrimination will be best tackled by intergenerational projects which don't resort to age stereotypes, such as younger people being more technologically savvy.

The benefits of successful intergenerational projects

Creating meaningful, sustainable connections between generations is of great benefit both to participants of intergenerational community projects and to society at large. The rewards are personal, social and economic.

i) Personal benefits

To begin with, participants in intergenerational projects will derive mutual benefit from a reduction in unhealthy stereotypical thinking about those of other ages. For example, quality intergenerational interactions improve young people's attitudes towards older adults and public policies which support them, as well as attitudes towards their own ageing.[42]

By mixing in a meaningful way with people from other generations, both younger and older people will also come to feel more connected to their communities. 98% of younger people who have taken part in activities run by The Cares Family say they have a greater connection to the community as a result of taking part, while 81% of older participants say they feel better connected to other people.[43] This enhanced connectedness plays a key role in reducing feelings of loneliness across the age spectrum. Research by Age UK[44] and the Royal College of Psychiatrists[45] has found that intergenerational contact is a key feature of successful efforts to tackle loneliness. The studies done in the US by Winston Churchill Fellow, Lorraine George, have found a significant boost to wellbeing more broadly as a result of intergenerational mixing,[46] while evidence from Downshall Primary School in east London, which runs a day care centre for older people, shows a benefit for physical and mental wellbeing.[47]

Finally, there is evidence that intergenerational connection can improve the academic performance of children, through the greater literacy and vocabulary skills that result from interacting with older people, and the enhanced emotional wellbeing that leads to a better mind-set for academic attainment.[48] As well as increasing understanding and reducing conflict across the generational divide, intergenerational mixing can therefore help to achieve other policy aims such as higher educational attainment among young children, and greater physical and mental wellbeing for both young and old.

ii) Social benefits

The positives of intergenerational communities are also society-wide. Giving evidence to the APPG at a meeting in Parliament, CEO and Founder of The Cares Family, Alex Smith, said that through our political economy we have come to prioritise what is efficient over what is important. We spend increasing amounts of time interacting with faceless technology, such as self-service checkouts, oyster card readers and coffee machines, at the expense of daily human interactions with people of a variety of ages.[49] Intergenerational community initiatives across the country have a vital role to play in diverting our culture away from excessive individualism, which might lean towards isolation, and towards one which places equal importance on the quality of human relationships across the age spectrum.

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42 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Dr Libby Drury, Professor Dominic Abrams and Dr Hannah Swift.*
43 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Cares Family.*
44 Age UK, 2015. *Promising Approaches to Loneliness and Isolation.* Available at: ***https://www.ageuk.org.uk/documents/EN-GB/For-professionals/Policy/Promising_approaches-loneliness_and_isolation.pdf?dtrk=true***
45 The Guardian, 2017. *The Battle Against Loneliness Among Older People.* ***https://www.theguardian.com/healthcare-network/2017/may/10/loneliness-older-people***
46 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Lorraine George.*
47 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Downshall Primary School.*
48 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Lorraine George.*
49 APPG on Social Integration, 2018. *Oral Evidence from Alex Smith of The Cares Family at Parliamentary Hearing on 15.10.2018.*

iii) Economic benefits

Finally, we should also note the serious economic case for initiatives which connect generations. Intergenerational community projects benefit people across the age spectrum simultaneously, as opposed to separate pots of money having to be spent on the welfare of different generations, potentially creating significant savings. For instance, co-locating services for younger and older people, such as through the joining of nurseries with care homes, allows for the sharing of staff and resources, thereby saving money.[50] Intergenerational housing schemes such as those providing opportunities for younger people to use a spare room in an older person's house (as discussed in more detail in the fourth section) will typically ensure a more efficient use of existing housing at the same time as providing the older people involved with company and support that might otherwise fall on local service providers.[51] While in some ways promoting intergenerational connection is about recognising the limits of efficiencies that fail to take in to account the value of human connections, and strengthening the social aspects of our lives, there are also important ways in which intergenerational connection can make society's use of it scarce resources more cost-effective, not less.

Principles for promoting intergenerational initiatives for local and central government

Reflecting on the success of existing intergenerational community projects, and their benefits for participating individuals as well as society at large, **the APPG proposes a set of general principles that should guide the actions of local and central government in strengthening intergenerational connections**. These will not only help intergenerational community initiatives to flourish, but also provide an overarching guide to benefit public services, housing and planning, and technological innovations related to intergenerational connection – specific policy areas that this report explores in further detail later.

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50   Ludlow, D., 2017. *The Urgent Need for Intergenerational Care*. Available at: ***https://www.careandnursing-magazine.co.uk/content/urgent-need-intergenerational-care***

51   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Kohab*.

Local government

Many intergenerational community projects naturally tend to take place at the local level, so local government has a very important role to play in enabling effective projects to flourish. In saying this, we recognise the financial constraints that local authorities currently operate within. However, councils throughout the country could make a significant difference simply by viewing all of their activities through an intergenerational lens, rather than focusing some policies on younger people and others on older people. This approach and others should require little extra funding but could have significant impact. Initial steps should include:

➔ **Drawing on existing funding to set aside money specifically for intergenerational projects, rather than having separate pots of money for younger and older people**. Numerous organisations during the APPG's inquiry have said they experience great difficulty accessing existing funding because they do not fall into either the young person's or older person's category.

➔ **Focusing this money not only on supporting intergenerational projects to operate and expand, but on helping them evaluate the impact of their work**. A number of organisations have expressed frustration to the APPG that the infrequency of their projects means they are not properly able to assess impact over a long period, putting them at a disadvantage when it comes to attracting future funding.

➔ **Including intergenerational connection within a cabinet member's portfolio**, for example the councillor currently in charge of policy focused on communities.

Central government

With intergenerational connection spanning all areas of public policy, it is important that the issue receives overarching direction from central government. **Whitehall should promote a cross-sector approach to intergenerational connection, acting as a central hub which shares knowledge and experience across different organisations as to what works and doesn't when it comes to intergenerational projects**. Specific actions that central government could take include:

➔ **Encouraging the private sector to collaborate with not-for-profit organisations**. The APPG has already learnt about a number of successful examples of private sector investment in intergenerational projects, for example in Northern Ireland where Barclays bank and Belfast City Council worked together to deliver the Digital Eagles programme which promotes digital inclusion across age groups.[52] **Businesses should be incentivised to connect generations through a government-backed award or badge of honour.**

➔ **Assisting organisations with a set of guidelines for how best to strengthen connections across the age spectrum**, for instance drawing on the Design Principles for Meaningful Mixing set out above.

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52   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Linking Generations Northern Ireland.*

Raising funds for intergenerational connection

While there are therefore some important guidelines that local, regional and central government can follow to enhance intergenerational connection without spending significant amounts of extra money, this APPG would welcome a modest pool of funding to promote and help scale projects which bridge the UK's current age divide.

In this light, the APPG would like to explore Alex Smith's idea of a small charge on self-service supermarket checkout machines, of 1p per transaction, to provide new resources for projects which connect people across generations.[53]

The thinking behind this idea is that some of the technological changes we are seeing sweep through our society may bring major efficiencies and cost savings, but that these can come at the expense of valuable everyday human contact. If this is the case, then it might make sense to see if a fraction of those cost savings can be captured to put back into initiatives that support greater social interaction, in this case greater intergenerational connection. The APPG's calculations suggest this policy might yield upwards of £30 million per year to strengthen intergenerational projects across the country (see box on page 31).

As well as being a significant part of the rise in technology which is reducing contact for everyone, self-service checkouts pose a particular problem for older people. According to Anchor, a housing charity for older people, roughly a quarter of older people are put off from going shopping by self-service machines, due to finding them "intimidating" and "unfriendly" and giving them a "miserable experience".[54] The Campaign to End Loneliness has warned that self-service checkouts have closed off what might be for some people the only chance to talk to someone during the day.[55]

The APPG is proposing that this small charge would be hypothecated, so that all funds go straight into local intergenerational projects, rather than a centralised government pot. We would be open to the idea of local authorities having control over which projects receive money from this fund, or customers themselves deciding which project to give their 1p to at the end of their transaction. The latter could be trialed on a voluntary basis to begin with.

While at this stage the proposal is a charge on self-service machines only, we recognise that other forms of technologically-driven transactions are on the rise, too, including online shopping and new smartphone apps, such as the one launched by Tesco in the summer of 2018.[56] Though on average people currently buy groceries online less than once a month compared to nearly 21 times a month in-store,[57] there could be some logic in exploring the extension of the charge to these other forms of interaction-reducing transactions.
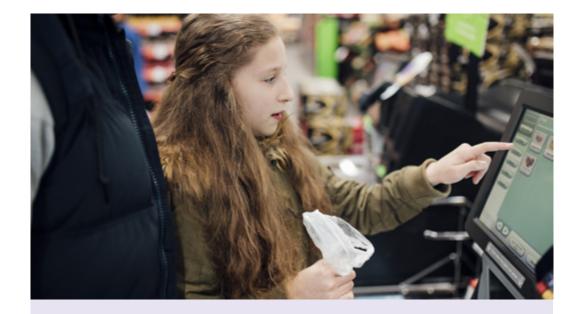
53 Smith, A., 2017. 'A Plan to Connect the Generations' in *Ages Apart*?, APPG on Social Integration. Available at: ***https://the-challenge.org/policy-and-campaigns/appg-on-social-integration/***

54 BBC News, 2017. *Automated Checkouts 'Miserable' for Elderly Shoppers*. Available at: ***https://www.bbc.co.uk/news/education-42052234***

55 BBC News, 2017. *Loneliness: The Cost of the 'Last Taboo'*. Available at: ***https://www.bbc.co.uk/news/education-41349219***

56 BBC News, 2018. *Tesco Trials Shopping Without Tills*. ***https://www.bbc.co.uk/news/business-44654797***

57 Retail Gazette, 2018. *Online Grocery Shopping's Market Share Grew Just 1% in 2017*. Available at: ***https://www.retailgazette.co.uk/blog/2018/04/online-grocery-shoppings-market-share-grows-just-1-2017/***

Costing the 1p charge on self-service checkouts

There appears to be limited publicly available data on the total number of checkouts which take place in British supermarkets. However, we did find data on the number of stores and the average number of customers per store per week for Morrisons supermarket. With 491 stores[58] and an average of around 24,000 customers per store per week,[59] Morrisons will have roughly 617 million checkouts per year. If we scale this up according to Morrisons' 10.5% share of the market,[60] this would suggest a total of just under six billion supermarket checkouts per year. However, market share and share of the total number of checkouts are unlikely to be exactly the same, because of variation in the sizes of stores and values of average sales per customer. On the basis that some of Morrisons' competitors have many more small convenience stores, we would suggest the total number of checkouts would likely be significantly more than six billion.

There is no publicly available data that we are aware of which shows what percentage of supermarket checkouts are self-service. However, industry sources have informally suggested to us that up to around half of checkouts may now be self-service, although that percentage will vary significantly by shop and location.

On the basis of the above calculations and estimates, a 1p charge on self-service checkouts would therefore yield upwards of £30 million per year.

58   Statista, 2018. *Number of Morrisons Stores in the United Kingdom From Financial Year 2009/2010 to 2017/18*. Available at: *https://www.statista.com/statistics/382340/morrisons-number-of-stores-united-kingdom-uk/*

59   Statista, 2018. *Average Number of Morrisons Customers Per Store Per Week in the United Kingdom From Financial Year 2009/2010 to 2017/2018*. Available at: *https://www.statista.com/statistics/382353/morrisons-weekly-customer-numbers-united-kingdom-uk/*

60   Statista, 2018. *Market Share of Grocery Stores in Great Britain from August 2012 to August 2018*. Available at: *https://www.statista.com/statistics/300656/grocery-market-share-in-great-britain-year-on-year-comparison/*

3. INTERGENERATIONAL PUBLIC SERVICES

While there is an important role to play for newly-established community projects which have intergenerational connection as their explicit aim, the vast array of public services and institutions throughout our country provide a ready-made environment for intergenerational connection to take place. From schools to care homes to public transport, intergenerational connection can and should be much better embedded within our shared public environments. As Vicki Titterington of Linking Generations Northern Ireland (LGNI) said at the APPG's parliamentary evidence session in October 2018, in addition to designing new intergenerational activities, we should take an intergenerational approach to existing services.[61] By taking such an approach, we can achieve system-wide change, and increase for everybody the extent of intergenerational connection which takes place in our everyday lives. Furthermore, if public services have greater intergenerational connection designed in to them, different generations may come to have a greater understanding of how different services benefit people of different ages.

Embedding intergenerational connection across care and education

Perhaps the most successful means of fostering intergenerational connection through public services to date has been via nurseries, schools and care facilities. This has been particularly well-established in a number of other countries, from Japan where intergenerational care started in the 1970s, to Australia and the US where it has been promoted more recently.[62]

The growth of intergenerational care and education in the US has been well-documented by Winston Churchill Foundation Fellow and member of the Early Years Team at Torbay Council, Lorraine George, who was funded to conduct in-depth research on the topic in Seattle, Oklahoma and Kansas. She visited a range of co-located settings in which young children from nurseries or primary schools spend regular time with older residents from care facilities. Lorraine found that most residential homes in these areas had satellite facilities for younger children, for education as well as childcare. In some instances, this involved children from reception and year one spending a full two years receiving education within a residential care home.[63]

There are also pioneering examples in the US of schools who take an intergenerational approach by providing education for older as well as younger learners. The Intergenerational Schools Network, which runs three schools in Cleveland, Ohio, has "created a new intergenerational model of education that challenges traditional age segregation and embraces learners of all ages within a lifespan learning community".[64] Intergenerational education therefore has the capacity to act as a lifelong learning solution, enabling people of all ages to develop their skills and earn qualifications while mixing with different generations.

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61 APPG on Social Integration, 2018. *Oral Evidence from Vicki Titterington of Linking Generations Northern Ireland at Parliamentary Hearing on 15.10.2018*.

62 The Guardian, 2018. *Children in Care Homes: 'It Makes Residents Feel More Human.'* Available at: ***https://www.theguardian.com/society/2018/nov/12/children-care-homes-residents-feel-more-human***

63 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Lorraine George.*

64 Intergenerational Schools Network, 2018. More information about the network's three intergenerational schools is available at: ***https://www.intergenerationalschools.org/***

Apples and Honey Nightingale

The UK should draw on these examples from the US to promote intergenerational connection within nurseries, schools and care facilities. This has already been done by Apples and Honey Nightingale in south London, which in 2017 opened the first nursery to be based at a care home in the UK. Daily activities take place involving the nursery children and care home residents, from music to arts to religious celebrations, enabling the regular interactions which form meaningful connections between different generations.[65/66] While co-located settings such as Apples and Honey Nightingale provide the best foundation for daily interaction, it will in many cases not be realistic for schools or care homes to build new facilities for other age groups. In these cases, regular visits between nursery children and older care home residents should be encouraged.

This has been the strategy pursued by Torbay Council, in trying to replicate successful intergenerational projects from the US in the UK. In Torbay, there are now 20 care homes that receive regular visits from nurseries, childminders or pre-schools, predominantly through the 'Making Bridges with Music' project which encourages children and older people to explore music and song writing with one another.[67] There are already examples of schools hosting older people in the UK, as well. Downshall Primary School in Illford runs a day care centre for older adults, with intergenerational activities held three days per week, lasting for three hours each.[68/69] At Sunderland College, too, older adults have played an increasingly important role in the life of the school, in this case with 16-18 year olds. Through the college's intergenerational advocates programme, health and social care students partner with local care home residents, visiting them on a regular basis.[70]

As well as enhancing the physical and mental wellbeing of younger and older people, boosting academic performance among participating children and connecting people across the age spectrum, intergenerational care may prove financially beneficial as well. With an ageing population and a rising demand for health and social care for older people, the UK must explore new, cost-effective models for meeting these challenges. In Australia, Griffith University's Intergenerational Care Project anticipates cost savings as a result of co-locating an aged care centre with a childcare centre, due to the sharing of staff, resources and the building itself.[71] Davina Ludlow, director of *carehome.co.uk*, has also called for intergenerational care on economic grounds, arguing it offers a unique selling point for care providers, and allows maintenance and staff costs to be reduced.[72] This will also be the case because staff members enjoy interacting with both younger and older people, according to those working at Apples and Honey Nightingale, meaning a reduction in staff turnover and a more positive and uplifting work environment.[73]

65 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Apples and Honey Nightingale*.
66 APPG on Social Integration, 2018. *Notes from the Visit to Apples and Honey Nightingale in September 2018*. Available at: **https://socialintegrationappg.org.uk/wp-content/uploads/sites/2/2018/10/Notes-from-APPG-visit-Apples-and-Honey-Nightingale-28.09.18.pdf**
67 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Lorraine George*.
68 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Downshall Primary School*.
69 The Guardian, 2017. *Primary School Invites in Elderly People to Work With Young Pupils*. Available at: **https://www.theguardian.com/education/2017/dec/11/primary-school-elderly-people-work-with-young-pupils-essex**
70 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Sunderland College*.
71 Griffith News, 2018. *A New Project Shows Combining Childcare with Aged Care Has Social and Economic Benefits*. Available at: **https://app.secure.griffith.edu.au/news/2018/09/04/a-new-project-shows-combining-childcare-and-aged-care-has-social-and-economic-benefits/**
72 Ludlow, D., 2017. *The Urgent Need for Intergenerational Care*. Available at: **https://www.careandnursing-magazine.co.uk/content/urgent-need-intergenerational-care**
73 APPG on Social Integration, 2018. *Notes from the Visit to Apples and Honey Nightingale in September 2018*.

To have a system-wide effect across all nurseries, schools and care homes, leadership is required both from civil society organisations and government. Linking Generations Northern Ireland (LGNI) provides a model of how to connect care homes and schools on a large scale within a region, in addition to a range of other intergenerational initiatives.[74] In the UK as a whole, the 'think-do' tank United for All Ages are pushing for 500 intergenerational centres to be established by 2023, providing advice and support to new and existing projects, and coordinating a growing network of intergenerational projects to share best practice and drive forward a unified approach.[75]

At the government level, the APPG has been encouraged to hear Secretary of State for Health and Social Care, the Rt Hon Matt Hancock MP, speaking of the benefits of intergenerational care, and suggesting that nurseries could be located within NHS hospitals to bring physical and mental benefits across the age spectrum.[76] It has also been encouraging to see the Department for Health and Social Care (DHSC) recognising the health benefits of intergenerational connection across society, not only in healthcare settings.[77]

➔ **Drawing on the pioneering examples outlined above, all nurseries, schools and care institutions should be encouraged to link up, and foster connections between, the different generations who use their services.**

➔ **Organisations like LGNI and United for All Ages are leaders in seeking to create systematic change within the UK's public institutions, creating a hub of ideas that all nurseries, schools and care homes should be encouraged to engage with.**

Building on this momentum, there are a number of initial steps the APPG recommends that government takes, at the national and local level, to embed intergenerational connection throughout care and education:

➔ **DHSC should include intergenerational connection as a key element of its preventative strategy for healthcare**, and in its forthcoming Social Care Green Paper, to enhance physical and mental wellbeing and help tackle loneliness across all age groups.

➔ **The Department for Education (DfE) should explore ways to embed intergenerational connection within learning throughout the UK**, following successful examples such as Downshall Primary School and Sunderland College. This should include providing guidelines and best practice to schools on how to promote the involvement of all age groups within children's education, and the exploration of co-located schools and care facilities.

➔ **The government should explore a small tax break for people who commit to a set number of hours of volunteering per month within a public service, such as a nursery, school or care home**. This would help alleviate the pressures on staff in these public services, as well as connecting people across generations.

➔ In implementing this national approach at the local level, **local authorities should work alongside architects and developers to plan and commission new co-located sites**, where young children and older people can enjoy care within a shared space.

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74   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Linking Generations Northern Ireland (LGNI).*
75   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: United for All Ages.*
76   The Times, 2018. *Care for the Elderly and Toddlers Side by Side, says Matt Hancock, Health Secretary*. Available at: ***https:// www.thetimes.co.uk/article/care-for-toddlers-and-elderly-side-by-side-says-matt-hancock-health-secretary-dzltg92cg***
77   Department of Health and Social Care, 2018. *Community Networks Linking Older and Younger People*. Available at: ***https:// www.gov.uk/government/case-studies/community-networks-linking-older-and-younger-people***

The role of devolved powers

There is an important role in promoting intergenerational connection within public services for the devolved combined authorities that have been newly-established in nine areas of the UK. Devolution allows for a single authority to draw together different policy areas within a region and promote a joined-up, coordinated plan of action that takes account of local needs. Encouraging improved intergenerational connection should be a thread which runs throughout all policy areas for which a devolved authority has responsibility, whether health and social care, transport, planning or economic policy. Combined authorities and the devolved nation administrations should be encouraged to take the lead in developing strategies to coordinate these different areas as part of a 'whole-society approach'.

When the APPG visited Greater Manchester Combined Authority (GMCA) in June 2018, to meet with Mayor, Andy Burnham, and councillors from throughout the region, they highlighted the ability devolution had given them to draw on rich local expertise and address issues related to ageing as part of its Age-Friendly Strategy.[78] The strategy has included the launch of the Greater Manchester Ageing Hub in 2016, which aims to improve the lives of those aged 50 and over through initiatives on economy and work, age-friendly places, healthy ageing, housing, transport, culture and learning.[79] Andy Burnham has tasked the Hub to create an intergenerational strand of work, which has already included working closely with the Manchester School of Architecture to develop intergenerational housing and spaces throughout the city. Public services are core to GMCA's Age-Friendly Strategy, with health included as a devolved area of responsibility.

Pursuing intergenerational connection through devolved authorities enables the leads for different policy areas, from community projects, to health and social care, to education, to get together around one table on a regular basis to coordinate a unified, whole-society strategy for connecting different age groups, in a way that is tailored to local needs.

➔ **All devolved nation administrations and combined authorities in England should be encouraged by civil society to take the lead in developing a strategy for intergenerational connection in coordination with local authorities, and organisations in the private sector, third sector and academia.** This could be part of an existing strategy, such as the Age-Friendly Strategy in Greater Manchester, or as a stand-alone measure.

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78   APPG on Social Integration, 2018. *Notes from the Visit to Manchester in June 2018*.
79   Greater Manchester Combined Authority, 2018. *Greater Manchester Age-friendly Strategy*. Available at: ***https://www.greatermanchester-ca.gov.uk/agefriendlygm***
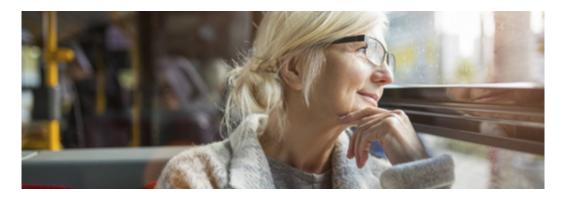
Enhancing intergenerational connections through transport

For many people, good public transport infrastructure is a necessary precondition for them having the ability to access community initiatives and public services which enable intergenerational connection. Public transport sites also offer an environment which can foster intergenerational mixing. In this sense, pressure on public transport provision which is often in evidence can itself be a barrier to intergenerational connection.

In July 2018, the Campaign for Better Transport published a report showing that funding for public buses had been halved in the last eight years, leaving many parts of England and Wales without any public transport. 301 routes were altered or completely withdrawn last year, while 3,347 were altered, reduced or completely withdrawn in the last eight years.[80] Government research shows that people throughout the age spectrum rely on public transport: in the year ending March 2017, 0-16 year olds completed the highest proportion of bus journeys of all age groups, while those over 60 carried out 25% of journeys.[81] According to the Campaign for Better Transport, "*Cuts in bus services add to poverty and social exclusion, and to isolation and loneliness.*" This effect was clearly demonstrated by research conducted in 2012 in two communities in South Hampshire and Teesside.[82]

To enhance the role of public transport in creating intergenerational connections, the APPG recommends that:

➔ **The Department for Transport (DfT) follows the direction of the government's loneliness strategy by evaluating the impact of recent policy developments, including the impact of bus closures, on loneliness and social connections.**

➔ As CEO of The Cares Family, Alex Smith, argued in his essay for the APPG's *Ages Apart*? collection, **transport bodies like Transport for London (TfL) and Transport for Greater Manchester (TfGM) should encourage intergenerational connection through initiatives such as community seats**, which invite younger and older people to sit together and chat.[83]

➔ In raising public awareness about the benefits of strengthening social connections, **public transport organisations should also consider putting together a campaign to promote conversation on their services between passengers of all ages**. This could include a social media campaign through which positive stories of passengers connecting on public transport are shared, and citizens are encouraged to take the lead in building the campaign. **What may help a campaign to reach a larger audience is promoting a designated 'Take Your Headphones Off Day'**, an idea the APPG is keen to explore further.

80   Campaign for Better Transport, 2018. *Buses in Crisis*. Available at: ***https://bettertransport.org.uk/sites/default/files/research-files/Buses-in-Crisis-2018_0.pdf***

81   Gov.UK, 2018. *Annual Bus Statistics*, 2016-17. Available at: ***https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/666759/annual-bus-statistics-year-ending-march-2017.pdf***

82   Campaign for Better Transport, 2018. *Buses in Crisis*.

83   Smith, A., 2017. 'A Plan to Connect the Generations' in *Ages Apart*?, APPG on Social Integration.

A national volunteering service for older people

Throughout the APPG's inquiry so far, one of the most common ageist stereotypes spoken about has been that of older people being inactive and frail. Many older people have a diverse range of talents and interests that they want to express through active involvement in their local communities. **The APPG therefore recommends that the government develops a new flagship national volunteering scheme which encourages older people to volunteer in their communities upon retirement**. This would provide an avenue for older people to maintain strong links with their neighbours, enhancing their physical and mental wellbeing, reducing loneliness, and tackling ageist stereotypes which cast them as inactive.

In developing the programme, the government should work alongside charities, community groups, schools and others who would be able to help deliver the programme.[84] In this way, the initiative would help connect older people to existing opportunities, and strengthen those projects in the process.

Employers should have a central role in preparing older employees for this service, granting at least two paid days per year on which they could undertake volunteering in their local communities. That way, the national volunteering scheme would not feel like such a jump for older people upon retirement, but would instead be a more seamless transition from the volunteering they have already undertaken while employed.

With research published at the start of 2018 by University College London and King's College London showing the frequency of rapid cognitive decline following retirement,[85] a national volunteering initiative for older people would help foster the social interactions which keep people mentally and physically active. That would support retirees to keep fit and well, and provide a way for the NHS to make cost savings.

84   Social Integration Commission, 2016. *Thirteen Steps to Tackle Social Segregation*. Available at: ***http:// socialintegrationcommission.org.uk/images/sic_kingdomunited.pdf***

85   Daily Telegraph, 2018. *Retirement Causes Brain Function to Rapidly Decline, Warn Scientists*. Available at: ***https://www. telegraph.co.uk/science/2018/01/22/retirement-causes-brain-function-rapidly-decline-warn-scientists/***

Linking intergenerational connection to intergenerational fairness

Public services provide a key site through which to see the link between enhanced intergenerational connections and intergenerational fairness. With research by Dr Libby Drury of Birkbeck, University of London[86] showing a link between intergenerational contact and greater support for public policies benefiting other age groups, the APPG would expect that by enabling meaningful intergenerational connections through public spaces and public services, people across the age spectrum will gain a better understanding of how these services benefit different generations, and be less likely to see services for younger and older people as in competition. While we believe stronger intergenerational connections can play a key role in improving intergenerational fairness, it is also important that public spending balances the needs of all generations to ensure these connections have the best chance to flourish. If youth services bear the brunt of cuts to public services while pensions receive extra money, younger people may be less likely to want to interact with older people, who they may feel have had unfair access to resources and opportunities. Social integration between generations increases support for intergenerational fairness, but intergenerational fairness may be important in helping to foster greater social integration, too.[87]

86   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Dr Libby Drury, Professor Dominic Abrams and Dr Hannah Swift.*
87   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Equality Trust.*

4. INTERGENERATIONAL HOUSING AND PLANNING

Even if a wide range of intergenerational community initiatives are developed, and public services are designed to foster intergenerational connections, the likelihood of different age groups meeting and mixing within these spaces may be reduced if geographic segregation, both within urban centres and through a growing generational urban-rural divide, continues. Our neighbourhoods, and the towns and cities in which they lie, should be deliberately planned and cultivated as spaces for all ages, rather than segregated housing and spaces existing for specific age groups.

The case for intergenerational housing is based on the enhanced wellbeing that results from stronger connections between age groups, in addition to economic efficiency. Having conducted extensive research on intergenerational housing in the USA as a Winston Churchill Memorial Trust Fellow, Emma Garland argued that intergenerational living helps older people to feel less lonely and improves their physical and mental health through independence and autonomy, as well as enhancing younger people's confidence in communicating with older people, and boosting academic performance.[88]

The economic case is also clear: intergenerational housing can help ensure a more efficient use of housing stock, by widening the pool of housing options available to people, and allowing them to choose a home in line with their needs.[89]

Improving intergenerational connection within existing housing

Given that the number of new homes we build each year is less than 1% of the existing stock, we need to look carefully at what more can be done to enhance intergenerational connection by using existing homes in a way which brings different age groups together. The 2011 census showed there are 1.01 bedrooms per head of the population in London,[90] despite many people, often of younger generations, struggling to get on the housing ladder. Existing housing stock could be better utilised to simultaneously provide cheaper accommodation for younger people, increase the range of retirement living arrangements for older people, and connect different age groups through intergenerational living. **There are three main ways that intergenerational living can, and has already been, enabled through innovative approaches to the existing housing stock, and local authorities should work closely with the private sector to encourage the expansion of these types of initiative:**

88   Gardland, E., 2017. *Learning from Intergenerational Housing Projects in the USA*. Available at: ***https://www.wcmt.org.uk/ sites/default/files/report-documents/Garland%20E%20Report%202017%20Final.pdf***
89   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Kohab*.
90   Office for National Statistics, 2011. *2011 Census*. Available at: ***https://www.ons.gov.uk/census/2011census***

i) Young people living in residential homes

A number of schemes, both in other countries and in the UK, provide opportunities for younger people to live within a residential home for older people, paying low or no rent in return for offering a set number of hours of volunteering within the home per month. A pioneering example of this model has been developed by the Humanitas care home in Deventer, the Netherlands. Young people get a free room within the home in exchange for 30 hours of volunteering per month, which can involve anything from cooking meals to having conversations with the older residents. Other countries have developed similar models. In Spain 27 cities house students in older people's homes, while the Housing Opportunities and Maintenance for the Elderly (H.O.M.E.) project in Chicago, USA has created three safe, affordable buildings for older people which include space for young adults and families. The UK's first project of this kind was developed in a collaboration between Cambridge Housing Society (CHS) and the Cambridge Hub, through which postgraduate students have been given flats in CHS sheltered housing in return for 30 hours of volunteering with older people per month.[91]

ii) Homesharing

As well as creating opportunities for younger people to live and volunteer within care environments, there are a growing number of initiatives which enable younger people to live in an older person's house for discounted rent. These typically match an older householder with a younger 'homesharer' who provides support and companionship, and can play a preventative role in making sure those they are sharing with are eating well and taking drugs correctly, for example. Homesharing schemes are well-established in Canada, Germany, France, New Zealand and the USA, and have now begun to emerge in the UK, for instance through the Shared Lives Plus network and intergenerational co-living company The Kohab.[92]

There are currently 20 homeshare programmes coordinated by Shared Lives Plus, creating roughly 400 matches between 800 participants. The schemes provide support for those who have lower-level needs who may not qualify for social care support, provide an affordable alternative to social housing, and foster resilience through self-care.[93] Shared Lives Plus provide a pioneering example of how a single organisation can coordinate schemes throughout the country, creating a hub of knowledge on best practice.

The APPG would encourage a range of funders, from national and local government through to private foundations and trusts, to invest in homesharing projects such as Shared Lives Plus and The Kohab. **Local and central government should also investigate the barriers that some people currently face to accessing homesharing schemes, which relate to the potential withdrawal of welfare benefits they would otherwise be eligible for.**[94]

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91 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Housing Learning and Improvement Network.*
92 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: The Kohab.*
93 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Shared Lives Plus.*
94 Ibid.

iii) Retrofitting for cohousing

The third main way to use existing housing stock in a more intergenerational way is to transform an existing neighbourhood, or part of, into a cohousing community. Individuals already living in the same neighbourhood can come together to create a community, or people seeking cohousing can purchase units in close proximity to one another. Some leading examples of this approach exist in the UK and USA. At Fairwater Connections in Cardiff, a group of people moved into existing housing and set up a gardening club, a joint lunch at one person's home every Thursday, and look after community spaces together. In California, N Street Cohousing show how an existing neighbourhood can come together to form a community. Having started with four homes in the 1980s, backyard fences were removed and two residents took the lead in purchasing surrounding properties. Each household is responsible for the space immediately outside it, but there are agreed-upon shared areas of garden and house. Alongside different age groups, there is a rich diversity of income, gender and ethnicity.[95]

Designing spaces for intergenerational living

As well adapting existing housing to foster stronger intergenerational bonds, more needs to be done to design new living spaces which enable and encourage different age groups to mix. This has been a key focus for the Manchester School of Architecture, which the APPG visited in June 2018. As part of the school's Place-Health Architecture Space Environment (PHASE) research group, researchers and students are collaborating to promote 'intergenerational spatial inclusion', alongside the Greater Manchester Ageing Hub.[96]

So far, the group have explored different approaches to co-housing, retirement communities which act as a hub for all age groups, and more specific ideas such as:

➔ Interconnected gardens to encourage intergenerational mixing.

➔ Creating shared spaces jointly-owned by two or more properties, giving agency to the owners over how they are used. Efforts would be made to ensure the occupiers of these properties are from different age groups and backgrounds.

➔ Building windows within properties that look out onto a communal courtyard, fostering a community-oriented rather than competitive feel between properties.

➔ Enabling an extension for an entire plot to be added to a property, or additional good quality homes to be built in the back of large gardens.

All schools of architecture and architectural practices throughout the UK should be encouraged and supported to explore how living spaces can be designed to promote intergenerational connection. This could either be as part of an existing strand of work, for example the focus on age-friendly cities at the Manchester School of Architecture, or as a focus in its own right. The Manchester School of Architecture have actively engaged members of the public across the age spectrum about their design plans, asking for their input and feedback through consultation and interviews. **New designs for intergenerational living should involve regular dialogue with people of different generations, not in a way that asks 'younger people' and 'older people' what they think as separate groups, but as a single cross-generational discussion.**

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95 APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Housing Learning and Improvement Network (HLIN)*.
96 APPG on Social Integration, 2018. *Notes from the Visit to Manchester in June 2018*.

Relationships must then be put in place between schools of architecture, architectural practices, local government and planning professionals to bring intergenerational designs to fruition. There are already a number of examples in the UK of housing being designed to foster mixed communities from the outset, including:

i) Integrating general needs housing with extra care housing

This involves building housing for older people with care support on site, alongside general needs housing, and communal areas to encourage intergenerational mixing. Through the redevelopment of the Aylesbury Estate in Walworth, south London, 50 units for older people with caring needs were built together with a community facility, general needs housing and a communal courtyard. Regular interaction between residents of all generations is encouraged through a generous array of public spaces throughout the estate, and the pairing of front doors with shared areas and seating immediately outside for conversation.[97]

ii) Multi-generational living

As well as providing a way for younger people to live at home for longer if they choose, and older people to receive extra support without needing to move into a care facility, this living arrangement allows all generations within a family to enjoy more time together. The architecture practice PRP has developed an initiative at the Queen Elizabeth Olympic Park in Stratford for what it calls 'lifecycle housing', consisting of three-storey, three-bed homes, each with a self-contained studio annex. The annex can be used for a returning child or a grandparent, as an office or to be rented out, enabling a balance between personal space and independent living on the one hand, and intergenerational mixing on the other.[98]

These early examples demonstrate the innovation in design that is possible if we are serious about fostering stronger connections between generations. As well as working together to make better use of the existing housing stock, **local authorities should look to have policies in their local plans which encourage and enable intergenerational design**. This could be part of a 'Common Ground Test' requiring planners to design effective social connection into every development, as has been suggested by David Robinson, co-founder of the community-building charity Community Links.[99]

While people may of course choose to live in housing which is not designed for intergenerational living (the APPG has no intention of restricting these choices), the case studies outlined above show how collectively we can offer much greater opportunities for intergenerational connection through housing than there are at present – both through the use of existing stock and new, innovative designs.

97   APPG on Social Integration, 2018. *Submissions to the Call for Evidence: Housing Learning and Improvement Network*.
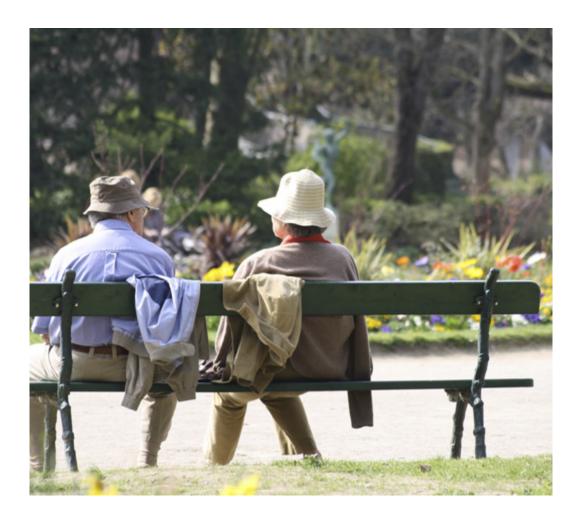98   Age of No Retirement, 2018. *Could This Multigen House be the Answer All Ages Have Been Looking For?* Available at: ***https://www.ageofnoretirement.org/stories/themultigenhouse***
99   Robinson, D. 2017. 'Reversing the Tide: Building Intergenerational Relationships' in *Ages Apart?*, APPG on Social Integration.

Creating cities and towns for all ages

It is important that the cities, towns and villages which form the settings for our everyday lives are attractive for all age groups, too. To reduce the rural-urban divide between older and younger people, cities and large towns need to be friendly places to live for older people, and smaller towns and communities need to provide the opportunities that will attract younger people. All policy areas have an important role to play in creating towns and cities for all ages, from ensuring accessible and comfortable public transport, to providing enough benches for people to sit down on, to creating opportunities for participating in public life.[100]

To prevent younger people from being forced to move to larger towns and cities in search of jobs and opportunities, the government needs to ensure its industrial strategy has an equal focus on enabling more economic opportunities for young people in smaller towns and rural areas. Devolution, too, has a key role in reviving the UK's towns, and devolved authorities need to consider how they can provide more opportunities for smaller towns and rural areas to create exciting and diverse local economies, as currently enjoyed by many larger cities.[101]

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100 The Guardian, 2018. *What Would an Age-friendly City Look Like?* Available at: ***https://www.theguardian.com/cities/2018/oct/10/what-would-an-age-friendly-city-look-like***
101 Brett, W., 2018. *Britain's Generational Apartheid.* Available at: ***https://unherd.com/2018/06/britains-generational-apartheid/***

5. TECHNOLOGY AND INTERGENERATIONAL CONNECTION

Emerging as a key area of concern for all generations is our increasing interaction with technology. From mobile phones and social media through to self-service checkouts and coffee machines, technology is growing in its domination of everyday life. The evidence that the APPG has collected so far strongly suggests that technology is a double-edged sword when it comes to fostering intergenerational bonds: it is both a disconnector, decreasing face-to-face interactions and increasing loneliness in many circumstances, and a connector, providing new means and opportunities for connection.

Disconnection and loneliness

As the government's loneliness strategy highlighted, "*Technology has allowed us to work more flexibly, but it can also limit opportunities for interaction.*" It can also *"exacerbate some people's experience of loneliness.*"[102] The rise of digital communications technology has been linked in particular to the high rates of loneliness among young people, with Cal Strode from the Mental Health Foundation saying in April 2018 that "*Teens can have thousands of friends online and yet feel unsupported and isolated. Technology, including social media, could be exacerbating social isolation*".[103]

While further research is required to discern the causes of technology's negative impact on connectedness, the former Minister for Loneliness, Tracey Crouch MP, argued that in too many cases social media replaced 'real' relationships with 'virtual' relationships, leading to fewer people taking part in community groups and speaking to neighbours.[104] The growth in these virtual social networks may be exacerbating generational division by creating echo chambers in which different age groups interact only with people holding similar views. In day to day life, the rise in technological interaction runs alongside what CEO of The Cares Family Alex Smith has described as the erosion of what is important in favour of what is efficient, with mobile phone apps, online shopping and self-service checkouts making everyday tasks quicker and easier but disconnecting us from human relationships.[105]

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102 HM Government, 2018. *A Connected Society: A Strategy for Tackling Loneliness*. Available at: **https://assets.publishing. service.gov.uk/government/uploads/system/uploads/attachment_data/file/750909/6.4882_DCMS_Loneliness_ Strategy_web_Update.pdf**

103 BBC News, 2018. *Loneliness More Likely to Affect Young People*. Available at: **https://www.bbc.co.uk/news/ education-43711606**

104 The Times, 2018. *Technology Makes Us Lonely, Says Minister Tracey Crouch*. Available at: **https://www.thetimes.co.uk/ article/technology-makes-us-lonely-says-minister-tracey-crouch-60lr578d2**

105 APPG on Social Integration, 2018. *Oral Evidence from by Alex Smith of The Cares Family at Parliamentary Hearing on 15.10.2018.*

It is not only that technology can reduce the frequency of face-to-face interactions, but it can change the way people think about those interactions. Young people in particular, who can see that they have been left out of a social activity within seconds via social media[106], express a feeling that has been described as the 'Fear of Missing Out'[107] by some. The experience of social exclusion through technology has been an increasing area of concern for organisations like Childline. In 2018, one teenage boy told Childline: "*Recently I've been feeling really isolated and alone. I see all my friends having a good time on social media and it gets me down, I feel like no one cares enough to invite me*"[108]. Even when frequent users of technology have been included in a social occasion, they may be more preoccupied with comparing their experiences with those they have seen others enjoying on social media, perhaps more focused on the perception of social inclusion, than the reality of it.

Technology has potentially negative implications for intergenerational connection both in reducing the number of interactions people have with others, and reducing the quality of those interactions by fostering a 'Fear of Missing Out' that leads people to compare their relationships and experiences with those enjoyed by others. **The APPG will be exploring the link between technology and intergenerational disconnection in further detail in the second phase of its inquiry, and recommends that the government makes this a priority in the implementation of its loneliness strategy. Specifically, the relationship between technology and loneliness across the age spectrum should be explored, and the impact this is having on meaningful intergenerational relationships.**

Using technology to connect

There is an increasing number of innovations which use technology to connect people of all generations. The APPG was encouraged to see the government recognise this more positive use of technology in its loneliness strategy, committing to "*exploring what more can be done to harness technology to tackle loneliness and build community integration*".[109] A positive first step has been awarding contracts to five technology companies to tackle rural isolation and loneliness, including by matching supply and demand for transport in these areas, and reducing digital exclusion among older people.[110]

In this vein, a number of innovative apps and devices have already been created by technology companies to enhance social connections. Skype and FaceTime provide a free way for people of all generations to communicate regularly, though 83% of people over-75 currently do not use them.[111] More recently, an array of friendship apps have emerged to help bring people together for face-to-face interactions, including:

➔ *Meetup*, which provides information on a wide range of local activities for people to join in with, such as book clubs, dance groups and language and culture groups.[112]

➔ *Excuses to Meet*, which invites users to select their interests in order to connect them with others who share their passions for one-on-one meet-ups.[113]

➔ *Skout,* which enables users to connect with new people wherever they are in the world.[114]

106 The Times, 2018. *Technology Makes Us Lonely, Says Minister Tracey Crouch*.
107 BBC News, 2017. *FOMO: How the Fear of Missing Out Drives Social Media Addiction*. Available at: ***https://www.bbc.co.uk/news/technology-39129228***
108 The Independent, 2018. *Social Media Could be Responsible for Rise in Lonely Children, Childline Warns*. Available at: ***https://www.independent.co.uk/life-style/lonely-children-uk-rise-childline-counselling-girls-teenagers-social-media-a8428166.html***
109 HM Government, 2018. *A Connected Society: A Strategy for Tackling Loneliness*.
110 Gov.UK, 2018. *Government Uses Innovative Tech Companies to Tackle Rural Isolation and Loneliness*. Available at: ***https://www.gov.uk/government/news/government-uses-innovative-tech-companies-to-tackle-rural-isolation-and-loneliness***
111 TechRadar, 2018. *Never Lonely Again: Can Tech Stop Us Feeling Lonely Inside?* Available at: ***https://www.techradar.com/news/never-lonely-again-can-tech-stop-us-feeling-empty-inside***
112 MeetUp, 2018. More information is available at: ***https://www.meetup.com/find/language/***
113 Excuses to Meet, 2018. More information is available at: ***https://www.excusestomeet.com/***
114 Skout, 2018. More information is available at: ***https://www.skout.com/***

While apps which aim to strengthen connections on a general level are undoubtedly a positive force, technology companies should also develop apps which have a specific aim to connect different generations. With older people currently using technology to a lesser extent than younger people, there is a danger that apps strengthen connections only between people within younger generations, and thus exacerbate another dividing line between young and old.

An encouraging example of an app which makes its explicit aim to connect generations is KOMP.[115] The app is adapted to the user's level of technological understanding, enabling children and grandchildren to share photos, messages and video calls with their grandparents, operated through an easy-to-use one button interface. Whatever an individual's level of technological knowledge, they are not excluded from the app's avenues for connecting digitally.

An app developed by researchers at Lancaster University also prioritised generational inclusion, providing a way for older people at risk of loneliness to access social events and activities in their local area and look up the best transport routes to reach them. The app provides real-time information on factors which sometimes discourage older people from participating in community activities, such as the weather and levels of daylight.[116]

To ensure a greater variety of apps and devices are developed to connect different generations, the APPG recommends that:

➔ **Intergenerational apps such as KOMP find ways to enable different generations to safely connect across society, not only within the same family.**

➔ **More apps and platforms are developed with the specific aim of promoting intergenerational activities and events.**

➔ **The government should build on its focus on technology in the loneliness strategy, and through its GovTech Fund, to support technology companies to connect different generations, not only in rural areas but all communities.**

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115   KOMP, 2018. More information is available at: *https://www.noisolation.com/uk/komp/*
116   Lancaster University, 2017. *Could a New App Help Cure Loneliness?* Available at: *https://www.lancaster.ac.uk/news/articles/2017/could-a-new-app-help-cure-loneliness/*

CONCLUSION

Intergenerational connection is at once a deeply personal and political issue. Building a society in which different generations enjoy stronger, more meaningful connections with one another will reduce loneliness and enhance wellbeing across the age spectrum, while building the social foundations for a better, more understanding politics. The EU referendum demonstrated stark political divides between young and old, but through the APPG's inquiry so far we have discovered much wider separations between generations, with different age groups living far apart and not spending meaningful time together. It is only by bridging these divides through improved intergenerational connection that different generations will come to appreciate and understand one another's interests and priorities, recognise areas of commonality, and enjoy greater trust and empathy.

This interim report has set out four main ways that stronger connections between generations can be built, highlighting the role that community initiatives, public services, housing and technology have to play. Creating a country in which different generations are more integrated requires a whole-society approach, cutting across all policy areas and involving national and local government, not-for-profit organisations, the private sector and academia. In this sense, the APPG feels uniquely well-placed to examine intergenerational relationships through the second phase of its inquiry, not tied down to departmental boundaries, and able to take a bird's eye view of all aspects of intergenerational connection.

Many of the biggest challenges our society currently faces - whether the conflicts over Brexit, the hidden epidemic of loneliness or the housing crisis – have a strong intergenerational element. By bringing generations closer together in our schools, care homes and workplaces, in our community centres and social clubs, in our neighbourhoods, towns and cities, and on our apps and mobile phones, we will all be able to face up to these challenges in a much more confident and united manner.

APPENDIX A: MEMBERS OF THE ALL-PARTY PARLIAMENTARY GROUP ON SOCIAL INTEGRATION

- Chuka Umunna MP (Chair)
- Holly Walker-Lynch MP (Vice-Chair)
- Matt Warman MP (Vice-Chair)
- Naz Shah MP (Vice- Chair)
- Dame Caroline Spelman MP (Vice-Chair)
- Rushanara Ali MP
- Wera Hobhouse MP

- Debbie Abrahams MP
- Dr Paul Williams MP
- The Right Revd. Dr Steven Croft
- Jon Cruddas MP
- Stephen Kinnock MP
- Stuart McDonald MP
- Jim McMahon MP
- Jess Philips MP

- Faisal Rashid MP
- Gavin Robinson MP
- Ruth Smeeth MP
- Tulip Siddiq MP
- Rt Hon the Baroness Warsi
- Lord Lennie
- Lord Adebowale

APPENDIX B: ORGANISATIONS AND INDIVIDUALS WHO HAVE SUBMITTED WRITTEN EVIDENCE TO THIS INQUIRY

- Age UK Isle of Wight
- Apples and Honey Nightingale
- Big Lottery Fund
- British Academy
- British Future
- Church Urban Fund
- Common Vision
- Downshall Primary School
- Housing Learning and Improvement Network
- Leicester Ageing Together
- Dr Libby Drury, Birkbeck, University of London, and Professor Dominic Abrams and Dr Hannah Swift, University of Kent

- Linking Generations Northern Ireland
- Lorraine George
- Magic Me
- Methodist Homes for the Aged
- Dr Sarah Mills, University of Loughborough, and Dr Catherine Waite, University of Northampton
- Professor Steve Schifferes, City, University of London
- Shared Lives Plus
- Dr Sharon Green
- Sunderland College
- The Age of No Retirement
- The Cares Family

- The Equality Trust
- The Kohab
- The Linking Network
- The Scout Association
- The Ubele Initiative
- United for All Ages
- Women of Wandsworth
- Young Fabians

APPENDIX C: PARLIAMENTARY HEARINGS HELD THROUGHOUT THIS INQUIRY TO DATE

Parliamentary hearing 1

Date and time: 4 December 2017, 2:45 – 4:00pm

Witnesses:

- Bobby Duffy, Managing Director, Ipsos MORI Social Research Institute
- Richard Bell, Head of Public Affairs and Policy, The Challenge
- Caroline McFarland, Director, Common Vision
- Paul McGarry, Head, Greater Manchester Ageing Hub
- David Robinson OBE, Founder, Community Links
- Alex Smith, CEO and Founder, The Cares Family
- David Williams, CEO, St Monica Trust

Parliamentary hearing 2

Date and time: 19 December 2017, 11:00am – 12:30pm

Witnesses:

- Rosa Friend and Charlie Jamieson, South London Cares
- Rachel Reeves MP, Co-Chair of the Jo Cox Commission on Loneliness
- A variety of individuals and organisations took part in an open 'intergenerational conversation'

Parliamentary hearing 3

Date and time: 24 April 2018, 3:00 – 5:00pm

Witnesses:

- Denise Burke, Director, United for All Ages
- Dr Libby Drury, Lecturer in Psychology, University of Kent and Birkbeck
- Alex Fox OBE, CEO, Shared Lives Plus
- David Kingman, Senior Researcher, Intergenerational Foundation
- Lindsay Judge, Senior Research and Policy Analyst, Resolution Foundation

Parliamentary hearing 4

Date and time: 15 October 2018, 4:20 – 5:20pm

Witnesses:

- Vicki Titterington, Manager, Linking Generations Northern Ireland
- Alex Smith, CEO and Founder, The Cares Family
- Lorraine George, Childminding Development Worker, Torbay Council
- Justin Shee, CEO and Founder, The Kohab

APPENDIX D: COMMUNITY VISITS HELD THROUGHOUT THIS INQUIRY TO DATE

Visits in Manchester

Date: 21 June 2018

Manchester School of Architecture

• Professor Stefan White, Research Professor, Manchester School of Architecture

• Students from the Manchester School of Architecture

Greater Manchester Combined Authority

• Andy Burnham, Mayor, Greater Manchester

• Cllr Rishi Shori, Leader, Bury Council

• Joanne Roney, CEO, Manchester City Council

• Pam Smith, CEO, Stockport Council

• Paul McGarry, Head, Greater Manchester Ageing Hub

• Jo Garsden, Programme Manager, Greater Manchester Ageing Hub

• Representatives from Greater Manchester's Older People's Network and Youth Combined Authority

Manchester Cares

• Alex Smith, CEO and Founder, The Cares Family

• Participants of different age groups in a 'making music' session

Visits in south London

Date: 20 July 2018

Meet Me at the Albany

• Gavin Barlow, Artistic Director and Chief Executive, Meet Me at the Albany

• Cara McAleese, Programme Manager, Meet Me at the Albany

• Amari Harris, Artist and Storyteller, Meet Met at the Albany

• David Slater, Artistic Director, Entelechy Arts and the Albany

• Cllr David Gardner, Cabinet Member for Children's Services, Greenwich Council

• Children and staff from Rachel McMillan Nursery School and members of the Meet Me at the Albany elders group

GoodGym

• Alex Kenmure, Head of Business Development, GoodGym

• One participant in the GoodGym initiative, and one older person who benefits from GoodGym

Age Exchange

• Rebecca Packwood, Chief Executive, Age Exchange

• David Savill, Artistic Director, Age Exchange

Date: 28 September 2018

Apples and Honey Nightingale

• Judith Ish-Horowicz, Principal, Apples and Honey Nightingale

• Andrew Leigh, Director of Operations, Nightingale Hammerson

• Jeremy Kelly, Director of Fundraising and Communications, Nightingale Hammerson

• Nursery children from Apples and Honey Nightingale nursery, and older residents from Nightingale House care home

Visits in the West Midlands

Date: 6 September 2018

Birmingham LGBT

• Steph Keeble, Director, Birmingham LGBT

• James Wharton, Wellbeing Service Manager, Birmingham LGBT

• Adrienne Frances, Senior Arts Officer, Birmingham LGBT

• Maria Hughes, Ageing Better Co-ordinator, Birmingham LGBT

• Rico Johnson-Sinclair, Ageing With Pride Campaign Manager, Birmingham LGBT

• Sajida Bandali, Senior Independent Domestic Violence Advocate, Birmingham LGBT

• Jo Bagby, Ageing Better in Birmingham Core Strategic Partnership

• Sophy Proctor, Head of Fundraising (Ageing Better), Birmingham LGBT

Three Trees Community Centre

• Emily Price, Co-ordinator, Three Trees Community Centre

• Kris Chase-Byrne, Chair, Northern Star Community Arts

• Helen Roberts, Community Project Worker, Northern Star Community Arts

• Cllr Karen Grinsell, Conservator councillor for Shirley East Ward, Cabinet Portfolio Holder for Adult Social Care and Health, Solihull Council