



Intergenerational England

Business case for Intergenerational England including executive summary, challenge statement, strategic approach to operations and 12-month set up plan.



Executive Summary

Intergenerational England will focus on advocating and facilitating intergenerational collaboration across sectors and generations.

By providing a central hub for knowledge-sharing, the organisation will gather and disseminate best practices, fostering innovative approaches and effective strategies. It will evaluate the impact of intergenerational initiatives, generating evidence-based insights that can inform decision-making and continuous improvement.

Intergenerational England is focussed on transforming the social fabric of our society by bridging the intergenerational divide across people, sectors, and government. Intergenerational practice should be recognised as a central pillar of society, essential for creating stronger and more connected communities for the long term. Intergenerational interactions provide opportunities for individuals from different backgrounds, generations and walks of life to come together, share experiences and knowledge, and contribute to their communities ultimately, addressing the societal challenges stemming from ageism, social isolation, and limited intergenerational cooperation.

By achieving milestones and outcomes within the 12-month setup period outlined in this document, Intergenerational England will establish a solid foundation for its future operations and make significant progress towards its overarching mission of fostering a more cohesive and inclusive society through intergenerational collaboration.



The Challenge

Britain is one of the most age-segregated countries in the world. The demographic landscape is changing rapidly, leading to increased societal challenges and the need for cohesive solutions.

We have recognised that disparities in income, education, and access to resources persist, creating barriers to social mobility and limiting opportunities for disadvantaged individuals. Mental health concerns are widespread, with increasing rates of anxiety, depression, and other mental illnesses, requiring concerted efforts to promote well-being and provide appropriate support.

Loneliness affects people of all ages, with detrimental effects on mental and physical health. Interactions and understanding between different generations and sectors have become crucial for addressing issues such as social isolation, limited opportunities for personal and professional growth, holistic wellbeing and the lack of shared knowledge and resources.

Currently, there is a lack of a unified approach to bridge these gaps and maximise the potential benefits of intergenerational collaboration.

Intergenerational England strives to collaborate with diverse communities, recognising the unique ways in which connections can be formed across generations. By actively engaging and learning from these experiences, Intergenerational England seeks to foster empathy, understanding, equity, and mutual learning across wider communities

1 in 3

People report having
been a target of age
prejudice or
discrimination



Research and Data

Intergenerational England is driven by a holistic approach that transcends sector boundaries and focuses on addressing the pressing priorities of society. Through collaboration across sectors, Intergenerational England seeks to create a united front in tackling these challenges. By bringing together stakeholders, including government, public, voluntary, and private sectors, we can recognise and respond to the wider determinants of health and wellbeing that affect individuals' lives.

- Half of the UK's adult population have experienced loneliness
- Loneliness may be as dangerous to our health as smoking 15 cigarettes per day.
- People who had a physical or mental health diagnosis are over three times more likely to be lonely. 11.17% in this sample are chronically lonely compared to 3.25% of people without a diagnosis.
- 38% of GP consultations have a mental health element
- Ageing population amongst the top three contributions to the pressures on the NHS
- 1.9 million job vacancies and 36% of 50–69-year-olds experiencing age discrimination
- Housing Britain's rapidly expanding ageing population presents one of our biggest social and economic challenges.
- GP patient workloads risen by fifth since 2019 Research Director Ipsos Anna Quigley
- Research from The Centre for Ageing Better shows that more than a third (36%) of 50-69 year-olds feel at a disadvantage applying for jobs due to their age. This can range from being passed over for promotions or training opportunities to facing negative comments from colleagues or managers.
- 25% level of turnover in the care sector workforce

39%

of Young People between
7 - 24 suffer with mental
health problems

30%

of UK households are
single-person occupancy

36%

of 50-69 year-olds feel at
a disadvantage applying
for jobs due to their age

50%

of the UK's adult
population have
experienced loneliness



Emerging Themes

Intergenerational Music Making have led the way by hosting conferences, steering groups, and forums, while collaborating closely with Flourishing Lives to engage practitioners and gather insights on intergenerational practice.

- **Collective Voice:** There is a need for a collective voice to expand engagement and raise the awareness and profile of the benefits of intergenerational work.
- **Unified Approach:** Collaboration between strategic players and grassroots organisations is essential for sector development.
- **Defining Intergenerational Practice:** Debate surrounds the nature of intergenerational practice, challenging the language and different perspectives on community involvement and intentional intergenerational connections.
- **Landscape Definition:** Definitions shape the sector, posing challenges, how do you promote opportunities for connection across different generations, make the practice accessible and respect the specific skills necessary for effective intergenerational facilitation and programme design.
- **Community-Specific Provision:** Diverse communities will benefit from tailored intergenerational engagement, challenging assumptions about connectivity within these groups. For example, there can be assumptions that there are strong connections and links within the trans community when there are reports of considerable divides between the generations.
- **Political Representation:** There is no single role representing intergenerational practice, but models like London's Night Czar and interdepartmental ministers have been discussed to highlight its importance.
- **Erosion of Shared Space:** Intergenerational practice becomes increasingly important as daily opportunities for connection decline due to changes in seasons, isolation during winter months, and reduced visibility and interaction between generations.



What can Intergenerational England do?

Intergenerational England takes up the challenge set by the All Party Parliamentary Group on Social Integration in 2019:

“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. 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.”



Intergenerational England will bring together expertise and resources from key organisations working to support the health, education, wellbeing and housing needs of people of all ages across England. Its vision is to provide the foundation that enables everyone, whatever their circumstances, to benefit from intergenerational experiences.

Intergenerational England will be the first national body to share best practices, research, and innovation in intergenerational practice.

- Help create stronger more connected societies
- Reduce isolation, improve self-esteem and bring people of all ages together to improve their personal wellbeing and the wellbeing of communities across England.
- Strive to transform the expertise of those working across all sectors into policies that address the challenges and opportunities faced by our society.



Case Studies

Intergenerational Music Making

IIMM is rooted in levelling up communities through innovative partnership working, innovation, individual empowerment and holistic approaches to health, care and wellbeing. IMM take a place-based approach to delivery, working with communities to shape and tailor services to ensure they are meeting local need. Their independent research highlights five key aspects to what works:

- Bringing people together to share meaningful
- Enabling equal-status interactions (and mutually experienced value) between people from different walks of life.
- Nurturing people's agency to improve their own lives
- Cultivating a shared sense of belonging within and to a specific place.
- Empowering individuals through training and transference of knowledge, skills, and capability

IIMM focus on creating spaces whereby voices from across generations can be heard and acknowledged. Working with Schools, care homes, local musicians and creatives, GPs, social prescribers, NHS, families and community members to ensure health inequalities across the UK are addressed. Their models of delivery include focussed projects, intergenerational community hubs, training, social action, research and campaigns with the aim to embed intergenerational provisions across communities.

Generations Working Together

Generations Working Together (GWT) is a respected organisation in Scotland that helps bring different generations together. GWT provides valuable training opportunities for individuals who want to learn about intergenerational practice, and guidelines on how to design bespoke community projects. In 2020, they called for Scotland to become the first country where generations work together, coinciding with the Scottish Government Election in 2021. GWT focuses on three important things to make this happen: including intergenerational ideas in policies, creating more places where generations can come together and spreading knowledge about how to connect generations. GWT's efforts aim to strengthen the bonds between generations and build a society where people of all ages can come together, learn from one another, and thrive collectively.



Case Studies

Magic Me

Magic Me is an organisation dedicated to bridging generational gaps and fostering integrated communities through the arts. By engaging with both the oldest and youngest members of society, their creative projects reflect the diverse demographic landscape of London and surrounding areas. These projects facilitate connections between individuals of different ages, ethnicities, cultures, and faiths. Magic Me works closely with local partners to co-design activities that address the specific concerns, interests and issues within a particular community. Through this collaborative process, artists and participants create events, workshops, artworks and performances that foster agency, understanding and unlikely collaborations. In doing so, they reshape societal perspectives on ageing and challenge prevailing notions of growing older.

"Community is never finished. It is always evolving. Community is all about communication, negotiation. These representations show what 'Searching for Community' means." – Younger participant

InCommon

InCommon is a charity bringing generations together to build more connected, inclusive and age friendly communities. Their main activity is running the Connect Programme, which brings together primary school children with their older neighbours in retirement homes through their facilitated annual programme of workshops. Activities range from gardening to magazine writing, skill sharing, games and learning about local history.

"When the children come, it breaks up my day. They're such a pleasure to be around; they bring a ray of sunshine here. Thank you for allowing me to be part of this enjoyable project." – Older participant

United for all Ages

United for All Ages aims to create stronger communities and a stronger Britain by bringing older and younger people together. They make the case for more intergenerational interaction in care, housing, learning and communities and support the development and implementation of intergenerational projects.

,"Bringing Britain together is one of the biggest challenges for the new decade. The last decade saw huge disconnection and division. The 2020s can be different. Ending "age apartheid" and ageism and promoting more intergenerational mixing could help create a Britain for all ages by 2030 – united not divided."

Stephen Burke, director of United for All Ages

Our 6 Stage Strategic Approach



Approach Breakdown

1 ADVOCACY

Intergenerational England will advocate for policies and initiatives that promote social cohesion and inclusion, and work to raise public awareness of the importance of intergenerational collaboration.

2 RESEARCH AND ANALYSIS:

Intergenerational England will work with partners to undertake research to identify the most pressing issues facing different age groups and sectors of society. This research should inform the development of evidence-based policies and initiatives. We will work with academic institutions to develop consistent evaluation frameworks that build the evidence base for the benefits of intergenerational activity.

3 RESOURCES AND TRAINING:

Intergenerational England will provide training and resources to support organisations and individuals who wish to develop intergenerational initiatives. This may include collaborative training on intergenerational practice, resources to support the development of intergenerational projects, working to promote existing resources and training opportunities readily available.

4 PUBLIC ENGAGEMENT:

Intergenerational England will engage with the public, VCSE's and grassroot organisations through a range of activities, including workshops, seminars, and online forums. These activities will encourage dialogue and collaboration between people of different ages and backgrounds.

5 SHARING BEST PRACTICE:

Intergenerational England will promote and share best practice examples of intergenerational work, showcasing successful projects and initiatives from around the country. This will include highlighting innovative approaches and identifying the key factors that contribute to their success. Intergenerational England will also work to build networks between different organisations and sectors, enabling them to learn from each other and collaborate on projects.

6 FUNDING

Intergenerational England will work closely with funding bodies to advise them on the importance of intergenerational practice and benefits, sharing evidence-based research and best practice examples of successful intergenerational initiatives.

We will support funders in allocating resources to projects that support intergenerational activity.



**APPROXIMATELY 1 IN 4
PEOPLE IN THE UK
EXPERIENCE A MENTAL
HEALTH PROBLEM EACH
YEAR**

**1.9 MILLION JOB
VACANCIES AND
36% OF 50–69-YEAR-
OLDS EXPERIENCING
AGE DISCRIMINATION**

Strengths

- Strong vision and mission to foster intergenerational collaboration.
- Extensive network and partnerships with various organisations and sectors.
- Access to a wide range of resources and best practices in intergenerational work.
- Partnerships with expertise in policy development, research, and innovation in the field.
- Dedicated team of professionals with diverse skills and knowledge.
- Support from stakeholders and potential for broad societal impact.

Weaknesses

- As a new organisation, we requiring time to establish a solid reputation.
- Limited financial resources for implementing large-scale projects.
- Potential challenges in coordinating and aligning the efforts of diverse stakeholders.
- Need for continuous adaptation to changing societal dynamics and needs.

SWOT ANALYSIS

Opportunities

- Growing recognition of the benefits of intergenerational collaboration.
- Increasing interest and support from government bodies and policymakers.
- Potential for securing additional funding and partnerships.
- Expansion of networks and collaboration with international organizations.
- Opportunity to influence national and regional policies on intergenerational issues.

Threats

- Competition from other organisations working in the intergenerational space.
- Potential resistance or scepticism from certain sectors or communities.
- Possible changes in government priorities or funding allocations.
- Challenges in measuring and demonstrating the long-term impact of intergenerational initiatives.



Set-Up Period

● **Organisational Establishment**

Register Intergenerational England as a charity with appropriate legal and regulatory bodies.

Develop and implement governance structures, policies, and procedures to ensure effective operation and compliance.

Establish a dedicated team, board and trustees to drive the organisation's activities.

● **Strategic Planning and Partnerships:**

Conduct a comprehensive strategic planning process to define the organisation's long-term vision, goals, and strategies.

● **Development:**

Design and develop intergenerational approach and memorandum that address specific issues such as inequalities, mental health, age segregation, loneliness, housing, and employment.

Conduct research and analysis to inform development, ensuring evidence-based approaches and best practices are incorporated.

● **Advocacy and Policy Influence:**

Engage with policymakers, government agencies, and relevant stakeholders to advocate for the integration of intergenerational approaches into policies and programs.

Participate in consultations, conferences, and forums to raise awareness about the importance of intergenerational collaboration and its positive impact on society.

Influence policy decisions by providing expert advice, research evidence, and recommendations based on the organisation's expertise and experience.

● **Fundraising and Sustainability:**

Develop a fundraising strategy to secure financial resources for the organisation's activities and programs.

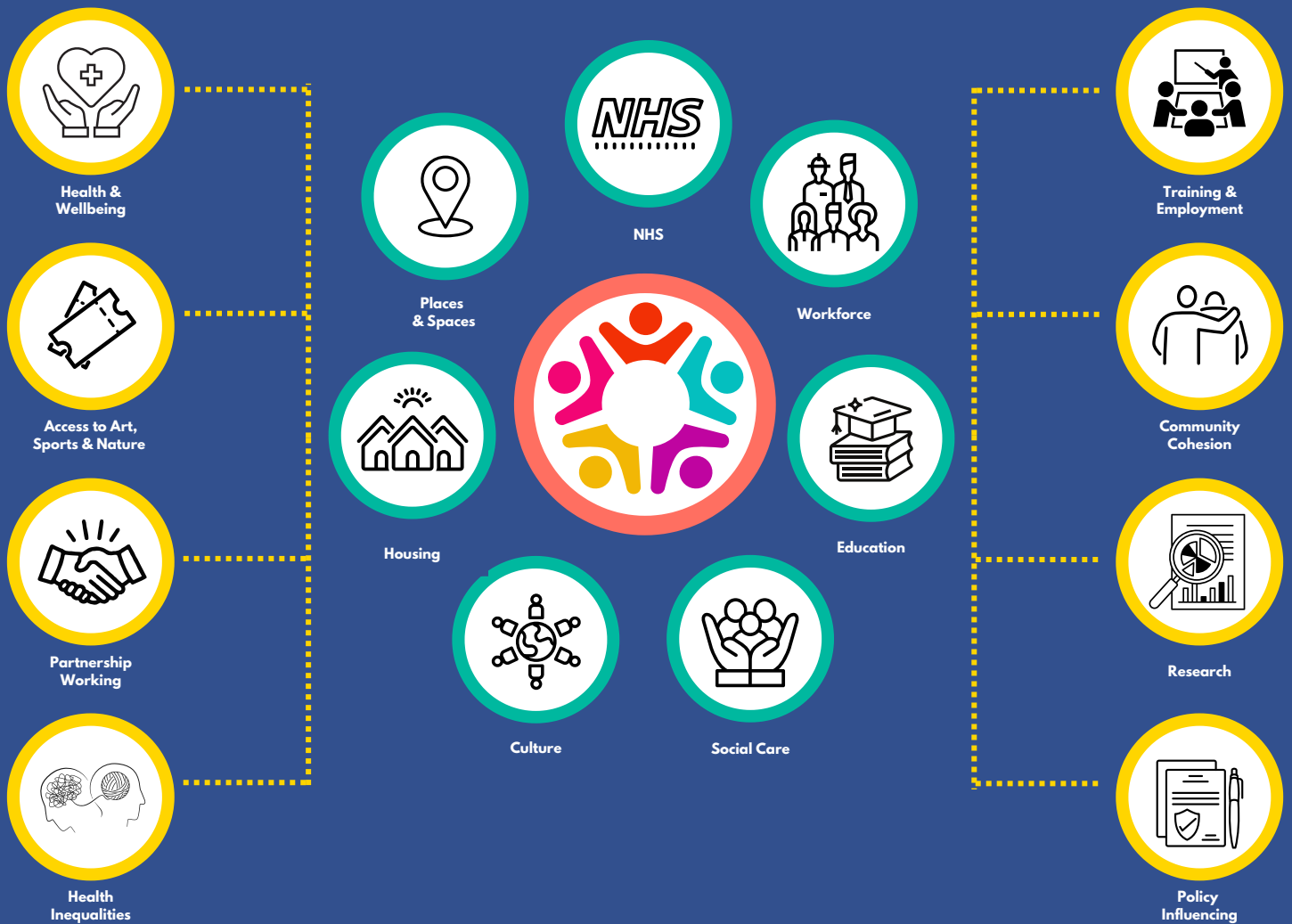
Seek grants, sponsorships, and donations from various sources, including government bodies, philanthropic organizations, corporate sponsors, and individual supporters.

Establish a sustainable funding model by exploring diverse revenue streams, such as membership fees, training fees, and income-generating initiatives.





Intergenerational England



Through a collaborative approach and cross-sector partnerships, Intergenerational England has the potential to drive systemic change, influence policies, and advocate for the well-being of all generations. By addressing these pressing issues holistically, they can make a positive impact on the lives of individuals and contribute to building a more inclusive, connected, and resilient society.



Intergenerational England

Get In Touch:

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"Intergenerational England is a true champion of the benefits of connecting individuals and communities across different generations and backgrounds. Whether connecting through music, or bridging the age gap through other activities, we can improve our wellbeing and the health of our communities with more intergenerational initiatives."

Lord Syed Kamall, Member of the UK House of Lords and Member of the European Parliament from 2005 – 2019