

International Longevity Centre – UK Report to ILC GA: April 2012-March 2013

ILC successes and achievements 2012/3

There is a tremendous energy and effort right across the team to be operating to full capacity to produce as many significant outcomes as possible in relation to research, policy and events. This all greatly strengthens our overall external profile and is evident through the important research and policy outcomes detailed in this report.

There is a definite new trend of more external parties e.g. universities, government departments, NGO's and corporate institutions wanting to partner with the ILC-UK. It is pleasing that organisations are now approaching us to work together rather than it being always down to the team to seek out these potential partnerships. All this hard work and positive results place us in a strong position to now take on many more varied projects and recruit specialists such a social care funding expert and hopefully an economist.

We are very pleased to be an active member ILC Global Alliance with contributions to the ILC GA website and regular updates with particular collaborative work undertaken with ILC Japan. I am delighted to have been asked to remain as Co-President of the ILC Global Alliance for at least one more year.

UCL/ILC-UK affiliation

ILC-UK and UCL are organising a House of Lords dinner debate on 4th June entitled 'Artful solutions to life – Creating Age Friendly Communities' to result in a book to highlight the problems and solutions. Additionally the ESRC have agreed to fund a project proposed by UCL and ILC-UK on Social Isolation and Loneliness. ILC-UK involvement will include steering the work, producing a policy brief and running two dissemination events. Also we are leading on an Impact/Phd studentship at UCL and we have agreed to host a work placement student for UCL. The IC-UK and UCL are also through to the second round on a bid which will look at museums and mental health and a bid was submitted with UCL on the National Institute for Research and the Economic and Social Research Council (NIHR/ESRC) call on dementia. There are also discussions with UCL the on the possibility of a series of biology of ageing events.

Parliamentary and Advocacy activities (Baroness Sally Greengross)

In the autumn of 2012 I was appointed to sit on the pre-legislative scrutiny committee of the Draft Care and Support Bill. The Care Bill is now going through the House of Lords and I will be heavily involved in its passing. I will also be involved in the Assisted Dying Bill as it is debated in the Lords. Other parliamentary activities in 2012/13 have included tabling oral questions on supporting people with small pension pots and also supporting the goals of the World Sepsis Declaration as well as several debates including the contribution of older people in society and on social care funding.

Outside of Parliament I sat on the Ageing Working Group for the Institute of Global Health Innovation Summit and the ILC-UK prepared the report for the group. I also participated in the World Economic Forum Steering Group in Geneva and gave keynote speeches at pan-European conferences in Barcelona and Lisbon on active ageing. In June I will be giving the keynote speech at the European Summit on Active and Healthy Ageing in association with the Irish Presidency of the Council of the EU. I also gave a keynote in Geneva for Swiss Re on defending the rights of older people. In February I was honoured to have been invited by ILC Japan to address their roundtable on productive ageing which was a fantastic opportunity to meet with Japanese Ministers and discuss shared health and social care challenges, such as dementia, that Japan and the UK both face. In May I attended the high level Whitton Park meeting in Berlin on demographic ageing; as with all speaking engagements, I speak as Chief Executive of the ILC-UK and as Co-President of the ILC Global Alliance, representing us at all opportunities.

An area of work the ILC-UK and I are currently involved in is looking at the possibility of introducing a 'patient hotel' concept to the UK. I have convened several working groups, with experts, to look at the issues and implications of introducing the Scandinavian model of care to the NHS and it has now attracted the interest of Health Ministers and health corporations. I look forward to following up this work in the coming months.

Research and Strategy (Sally-Marie Bamford and Dylan Kneale):

In March 2013 the research team were managing fifteen projects and were contributing to a number of on-going projects and proposals across the organisation. These helped to strategically place the ILC-UK as a leading source of evidence on the policy consequences of population ageing through covering a breadth of issues including:

- **Financial implications of ageing** (including debt and older people (Age UK) and financial circumstances and wellbeing among older people (ESRC with Bristol University)),
- **Health and older people** (including dementia (Pfizer US) and ensuring that people of all ages can access information on health (Pfizer UK))
- **Social isolation and loneliness** (including a think piece on housing and loneliness (Housing LIN) and a project using data from the English Longitudinal Study of Ageing (ESRC with UCL))

The team continue to employ a range of state-of-the-art methodologies to generate evidence to influence policy including a range of quantitative methods (for example sequence analysis and multilevel modelling (Age UK and ESRC with Bristol University) and qualitative methods (for example developing case studies examining rural service provision (Defra)). The team have also sparked and developed new debates on issues of population ageing through engaging directly with parliamentarians (for example our work on older women which included contributions from MPs) and are producing think pieces to communicate directly with policy-makers (for example a think piece on older people and housing and on the usage of life expectancy in policy).

The research team have developed and created new funding streams from developing closer links with academia. Future projects all align to our key research and policy areas of interest and include dementia, extending working lives and the built environment. In addition, the research team has secured new funding from public and voluntary sector bodies such as the Big Lottery and Defra, produced over 20 proposals on research/combined with research and are assisting with writing future briefs and proposals. The ILC-UK are also preparing bids for submission to trusts in an attempt to further diversify our funding streams (including a project evaluating health interventions among older people).

The research team have also been leading on creating and developing key flagship projects aimed to either enhance our research, policy or overall reputation and forming new strategic alliances with new stakeholders. Activities include: a policy dinner with UCL on 'Artful solutions to life-creating age friendly communities' through drawings and illustrations to highlight the problems and 'solutions' we all need to work towards; joint development and fundraising with New Philanthropy Capital for a Commission on Ageing; engaging 38 high profile contributors to produce a Compendium on 'Has the sisterhood forgotten older women?', challenges and opportunities of ageing for women launched in celebration of International Women's Day 2013 and producing a longevity report to consolidate our position as the leading source on ageing information. The ILC-UK have also been working with and forging new relationships with high profile organisations or individuals where appropriate, for example receiving advice and steering on a current dementia project from the former Minister of State for Care Services, who led on the Dementia Research Strategy.

ILC-UK's reputation for producing robust research has strengthened through publishing work in peer-reviewed journals including pieces on women and dementia in *Maturitas* (Bamford and Walker), dementia and sexuality (in *Practice Nursing* (Bamford)), intergenerational relations in

Panorama Social (Kneale), and with work on extra care housing (accepted for publication in Journal of Housing for the Elderly (Kneale).

Policy and Communications (David Sinclair): Over the past few months, ILC-UK has continued to develop its relationship with Government, Parliament and the Media. Notably, the ILC-UK has continued to work closely with the House of Lords' Committee on Public Service and Demographic Change, providing informal advice to the Committee as it has progressed its work. We have continued to have regular meetings with other Government policy makers, including the head of the ageing strategy team at the DWP, and are also continuing to work with other stakeholders including the age sector, academics, and other policy influencing organisations.

We have also been developing stronger contacts with journalists. In February 2013, the Sunday Telegraph asked us to pen an article for the print version of the newspaper. All of our recently launched reports have attracted national and specialist media interest. We are also undertaking regular radio and television interviews. The launch of the Cost of Ageing report alone, for example, led to us presenting our findings to over 20 radio stations. Our longevity report on ageing information is to be launched as a 'Fact Pack on Longevity' especially for journalists. ILC-UK publicity outcomes March 2012-April 2013 see **appendix 1**

Our Cost of Ageing event in Scotland was notable for the strengthening of relations with the Scottish Parliament, with the Chair of their Finance Committee speaking at the event and offering to host a future event in the Scottish Parliament. The event in Scotland attracted around 140 attendees. Our events in London continue to "sell out", often weeks before they take place.

We are continuing to strengthen our European links with industry and the Age sector (Age Platform) and after running a couple of pan European projects a year over recent years, we have secured funding for two 2013 projects, working at a European level.

ILC-UK publicity outcomes March 2012-April 2013 (see **appendix 1**)

Other topics/areas of work covered by the ILC-UK team:

Health: Support active ageing through Immunisation (SAATI); review of policies to prevent constipation versus other gastroenterological conditions in care homes; end of life care policy priorities; dementia and stigma; widening choices for older people with high support needs; and an atrial fibrillation route map for change project which will outline the policy approach of EU/EEA countries.

Social Care: The Care Funding Advice Network, (CFAN): the aims of the network are to ensure that the draft legislation results in care self-funders getting regulated financial advice on how best to meet the cost of their care and the internet and older people;

Finance: Retirement income; European pension policy; older consumers; the cost of ageing; and extending working lives across Europe.

Housing and the environment: Housing and the life course and **tackling inertia in the older consumer of housing.**

ILC-UK Event programme March 2013-April 2013 (See **appendix 2**)

ILC-UK Publications March 2012 - April 2013

ILC-UK PUBLICATIONS		
Month/Year	Publication Name	Link
01-Mar-12	How will the Retail Distribution Review impact on people with small pension pots?	http://bit.ly/yT2qes
15-Mar-12	Global Perspectives on Multigenerational Households and Intergenerational Relation	http://bit.ly/15rOjb1
24-Apr-12	Financial Citizenship - Rethinking the state's role in enabling individuals to save	http://bit.ly/lbuicq
25-Apr-12	Population Ageing: Pomp or Circumstance	http://bit.ly/lbHLBX
14-May-12	Retirement in flux: Changing perceptions of retirement and later life	http://bit.ly/JW5mTk
09-Jul-12	Undetected sight loss in care homes: an evidence review	http://bit.ly/NYuRmR
17-Jul-12	Care home sweet home: care home of the future	http://bit.ly/NKfx3H
19-Sep-12	Is Social Exclusion still important for Older People?	http://bit.ly/S6xFG7
10-Oct-12	The Impact of Demographic Change on Public Services	http://bit.ly/Oom9V6
31-Oct-12	Boosting Retirement Saving Across Europe	http://bit.ly/Se6MfN
07-Nov-12	"Advice for all"	http://bit.ly/QnEkft
29-Nov-12	Nudge or Compel? Can behavioural economics tackle the digital exclusion of older people?	http://bit.ly/VfEzer
10-Dec-12	The cost of our ageing society	http://bit.ly/Z4nYeB
08-Feb-13	Ageing and Women: Has the sisterhood forgotten older women	http://bit.ly/WyavvU

ILC-UK PUBLICATIONS AS CONSULTANTS		
Month/Year	Publication Name	Link
01-Aug-12	Creating Sustainable Health and Care Systems in Ageing Societies	http://bit.ly/OCA35D
01-Oct-12	Older People and Social Exclusion Scoping Study	
01-Oct-12	End of life care in extra care housing	http://bit.ly/S1tf2B