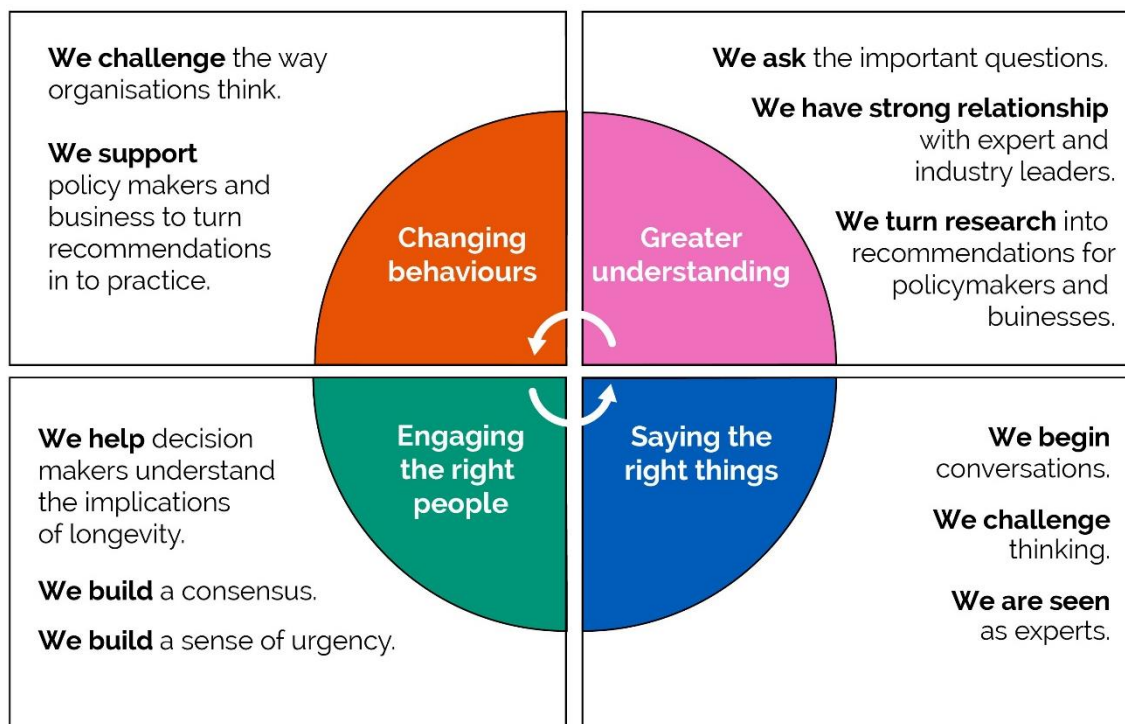


ILC-UK update to the ILC Global Alliance December 2024

Achievements and Performance



1. Building greater understanding

We have positioned ourselves as experts on longevity, healthy ageing and planning for the future

Our expertise is sought after. In this last quarter we were:

- Invited to speak at an event by the British Embassy in Turkey on the case for preventative health in an ageing world, as well as solutions that could be applied in Turkey:

The event was attended by over 100 policymakers and businesses interested in healthy ageing in Turkey, including the British Ambassador, the Turkish Deputy Minister for Health and DHSC delegates from the UK. The Ambassador mentioned ILC in her opening speech and later specifically mentioned Lily Parsey's presentation as insightful and forward-thinking.

"I hope she told you what a cracking presentation she gave and how well it went down with everyone"

Phoebe Topping, Head of Europe, Department for Health and Social Care, wrote after the event

Following the event, the Embassy arranged a meeting with the Director for Health at Istanbul's Metropolitan Municipality, interested in follow-on work on what Istanbul, a currently very young but fast-ageing city can do to respond to healthy ageing.

- Invited to speak at an event hosted by the World Economic Forum during the UN General Assembly. During the event, attended by 100 businesses, David Sinclair highlighted the economic contributions of older people and the business case for companies adapting to the 100-year life.

- Invited to speak in the UK to members of the Actuarial profession on likely future pension and care priorities for Government.
- Invited to speak at an influential policy audience at an IFPMA event at the World Health Summit in Berlin on the need to focus healthcare systems on prevention.
- Invited to participate in a private discussion at the American Embassy in Berlin about innovation in ageing.
- Invited to speak at a UCL event on generational health, alongside Adam Memon (Director of Demand Insights at NHS England), Professors Aaron Reeves and Alan Hughes, and Jess Jenkins (Behavioural Insights Team).
- Invited to speak at and run a discussion alongside the EU Geriatric Medicine Society's annual congress.

David moreover spoke alongside Andy Burnham at an event during the Global Coalition on Ageing Silver Economy Summit.

2. Saying the right things

We are seen as experts. We are challenging and solutions-focused, which has led to a strong response to our recent research and policy recommendations.

Press and broadcast media

We're starting to pick up a little more broadcast media. David Sinclair was on Radio 4's The Moral Maze in July before Joe Biden stepped down to discuss "[the morality of stepping down](#)". At the end of August, Lily Parsey was on BBC 1's [The One Show](#) speaking to Angela Rippon about working longer and EasyJet's recognition of older workers. Our stats featured on [Channel 4 news](#) in a piece about health inequalities and the Darzi report. We've also been lined up for other slots such as Sunday Morning Live and LBC but were bumped off by other more pressing events.

Being on producer lists, good interviews and prompt provision of information means we're asked back. Paul Goulden has been invited back by Trisha Goddard's [TalkTV show](#) for her "Soapbox" segment following his appearance a few months ago.

"She was singing your praises last time and would love to have you back on the show - and thought you'd be brilliant for this", Trisha's producer said.

And our media coverage has not been confined to the UK. News media across Europe and the United States remain interested in longer working lives and pension age. But of note this quarter was David Sinclair's visit in July to South Korea with GSK and the British Embassy to talk about the Healthy Ageing and Prevention Index. His comments were picked up by over 40 media outlets.

We've also had various conversations with a wide range of journalists from Nicola Davis, Science Correspondent at the Guardian to Harriet Meyer at MoneyWeek, and several face-to-face meetings with journalists such as James Ball at the New European, Harry Ezzidio-Clarke at the New Statesman and Lucy Johnstone, Health Editor at the Daily/Sunday Express. As well as informal conversations at the Party Conferences with Andrew Marr, New Statesman and Rachel Sylvester, The Times.

You can find a list of our full coverage here: [ILC press coverage.xlsx](#)

Our online presence

We focus our social media engagement mainly on LinkedIn, where we continue to engage significantly better than our "competitors" (e.g. Centre for Ageing Better, Independent Age, IPPR, Resolution Foundation) with a 65% higher engagement rate.

We are focusing our work on the right areas

Our main target for future work is a UK Long Lives Index, which will help us engage much more directly with policymakers at the national and local level in the UK, and identify what policy levers, in which parts of the country could bring the "biggest bung for buck" to improve our health, wealth and communities across long lives. This direction seems to have struck a chord, with lots of organisations expressing an interest. We have so far spoken about the Index with teams at DHSC, DWP, as well as a number of potential funders and universities.

We are responding to ongoing policy developments – through our comms and engagement work, but also through events. A dinner debate this Summer on the Mental Health Bill brought together key representatives from MIND, the Mental Health Innovation Network and Rethink Mental Illness among others, and has allowed us to be on the front foot, connecting with like-minded organisations about how we will feed into the bill.

3. Engaging the right people

We are engaging key international players around the need to act on supporting healthy ageing.

UN General Assembly

This last quarter has been a busy one for ILC in terms of international engagement. We held three events alongside the UN General Assembly on our Healthy Ageing and Prevention Index, and looking specifically at solutions for low- and middle-income countries, the impact of severe mental health across long lives and HIV in an ageing world. It was an opportunity to build and strengthen relationships with stakeholders from the World Bank, AARP, Milken Institute and WHO Foundation among others.



Alongside our own events, we participated in a high-level meeting in New York on global ageing and philanthropy hosted by the Open Society foundation, which has allowed us to connect with like-

minded organisations and join a global movement to develop a fund to support global research and policy activities on ageing.

Building our networks with national stakeholders in key countries

For our work on mental health across long lives, we brought together key stakeholders in Japan to highlight the challenges and examples of good practice in Japan – one of our key four countries we're looking at for this project. Organised in partnership with the National Institute of Mental Health, we brought together attendees from the WHO Centre for Health Development; Health and Global Policy Institute; Japan Centre for Economic Research; and National Center of Neurology and Psychiatry among others. This is a great starting point for our continuous engagement as part of the project.

As part of our work on LMICs, we have engaged national government stakeholders from across Africa, Asia, as well as regional WHO offices.

ILC met with MEP Vytenis Andriukaitis (also former European Commissioner for Health and Food Safety) about our work on immunisation and preventative health. We shared our work across various topics and used the opportunity to showcase the ILC Europe Network and the [2024-29 policy priorities](#). MEP Andriukaitis is keen to engage with the ILC Europe Network on driving healthy ageing and prevention as a key policy priority.

We have strengthened our relationships with key policymakers and civil servants in the UK post-election

We continue to engage Parliamentarians across all parties. Members of the team attended the Liberal Democrat, Labour and Conservative Party conferences meeting with senior front bench MPs such as Andrew Gwynne MP, Minister for Public Health, Sir Stephen Timms MP, Minister for Social Security and Disability as well as new MPs such as Anna Dixon MP, Sonia Kumar MP (Labour) and Caroline Voaden MP (Lib Dem).

We also continue to engage with Metro Mayors. We met Richard Parker, the new Mayor of the West Midlands at Labour Party Conference and our future focused breakfast meeting was attended by representatives from the West Midlands and Greater Manchester Combined Authorities.

Away from the party conferences and during the brief time that Parliament was sitting we've had meetings with Tom Hayes MP on mental health and Anna Dixon MP who attended the Brightwell Parliamentary dinner hosted by Lord Best.

"I'd like to thank you and Lord Best for hosting such an interesting evening last night. I very much enjoyed the discussions, which I found insightful and valuable. I look forward to reading the full report once published and shall register for the launch."

Nausicaa Delfas, CEO, The Pensions Regulator

David was invited to present at the opening meeting of the reformed All Party Group on housing and care – with a view to helping them decide their inquiries for this Parliament.

We have also had numerous meetings with key civil servants in the Treasury and DWP particularly around the pension review and continue to meet with DHSC representatives. We have regular calls in the diary with two teams in DWP and one with DHSC.

4. Changing behaviours

We are influencing the debate

The new Government have had a patchy start and policy announcements to date have not really provided many clues on the direction of travel – like many we await the Budget at the end of October.

- The Government, particularly Andrew Gwynne, the Minister for Public Health is very strong on the necessity of state intervention and support in preventing ill health. It looks likely that Rishi Sunak's Tobacco and Vapes Bill – which ILC's work on smoking helped inform - will become legislation and that there will be measures to prevent the promotion of junk food.
- While the focus by the new Government on younger people is welcome the lack of reference by the front bench to the part played by older workers in economic growth is concerning. In our meetings with the DWP we continue to emphasise the importance of skills training and occupational health in helping to keep people in work for longer and perhaps the message is trickling through with the Prime Minister referring to the ageing population in his conference speech.
- We were asked by Andy Burnham's office to provide background information for a speech on ageing he is giving on 16 October in Berlin. His office has said they will include notes on three of our key recommendations from our White Paper in the speech:
 - Embrace the 'nanny state': take forward initiatives that include minimum alcohol pricing, sugar taxes, and compulsory reformulation of foods high in fat, sugar or salt
 - Establishing a 'right to movement', which puts the onus on governments and employers to provide sufficient resourcing, space, and time for physical activity
 - Explore the case for legislation to ban harmful foods, such as ultra processed foods

Senior policymakers from across the world want to hear our solutions

We have been approached by three separate delegations from South Korea and Singapore that want to hear from us about solutions that could be applied in their respective countries. Both governments see demographic change as the major challenge of the next decades and have said they want to hear our recommendations. The delegations consist of:

- Senior members of the Ministry of Health and Welfare, Ministry of Infrastructure and Transport from South Korea, with a specific interest in care and the interrelations with housing, place and money
- A senior delegation from Singapore, including the Permanent Secretary of the Ministry of Manpower, the Chief Executive Officer of the Central Provident Fund Board and the Director of Social Programmes at the Ministry of Finance, with a specific interest in pension system strengthening and lessons from our White Paper
- The Vice-Chair of the Presidential Commission on Demographic Change (equivalent seniority to Deputy Prime Minister), South Korea, with a specific interest in the impact of demographic change on the economy and solutions to strengthen productivity and make the pensions system more sustainable