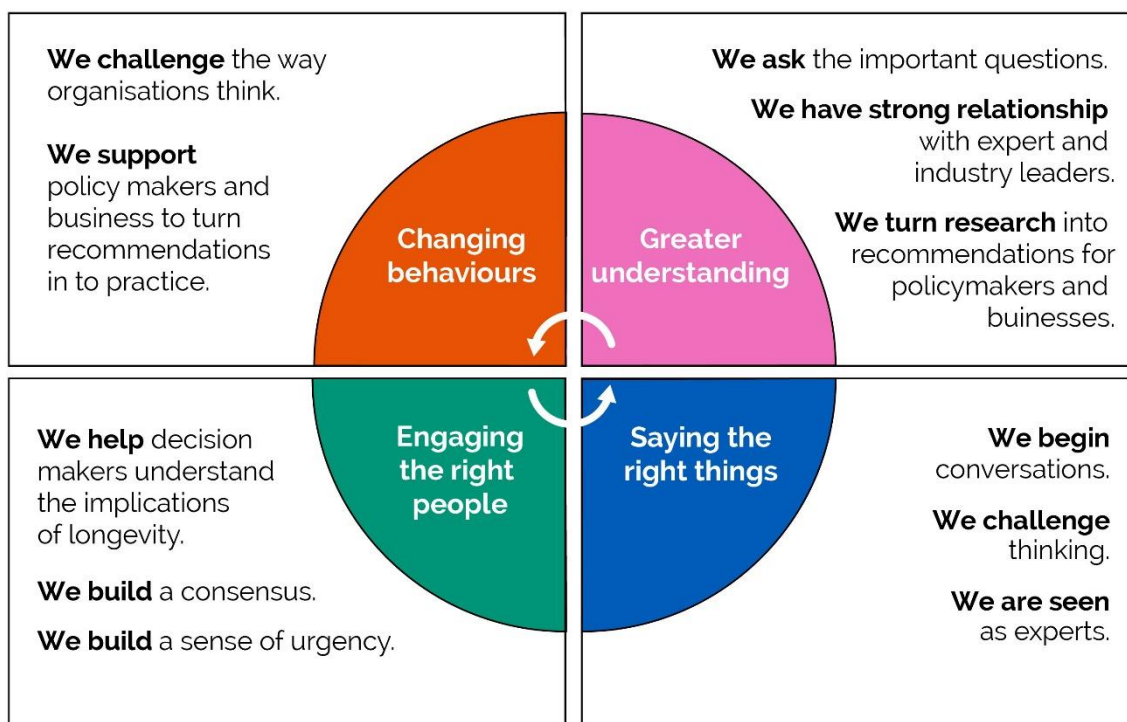


## ILC-UK update to the ILC Global Alliance July 2023

### Achievements and Performance



#### 1. *Building a greater understanding of issues and opportunities presented by longevity*

#### ***We continue to build our expertise on key solutions to respond to increased longevity***

##### **Healthy Ageing and Prevention Index:**

We have developed the first-of-its-kind Healthy Ageing and Prevention Index, which ranks 121 countries on how sustainable they are in terms of adapting to increased longevity. Bringing together life expectancy, health, work, economy, environment and wellbeing indicators, it offers a bird's eye view and highlights the impact that increased longevity has on all aspects of society.

We have conducted in-depth analysis to understand what drives better performance on the Index, such as spending more on preventative health, investing in immunisation programmes across all ages, and access to doctors. We have already used and presented the Index at an international series of events, with deep-dives into the situation in India, Japan, Israel and the UK, and will publish it as an online interactive tool alongside the World Health Assembly in Geneva in May 2023 with Singaporean and Canadian health ministers confirmed to speak.

## **Levelling up health in the UK:**

Over the year, we have been engaged in the levelling up health agenda to hone our expertise in what drives health inequalities and how they can be overcome. In October we launched a policy paper and policy brief with UCL on how place and health within a community impact on health of others and the economy. We undertook analysis to understand how smoking might help reach Levelling Up targets, which has received significant press coverage and has fed into the current debate on smoking cessation.

## **Economic inactivity:**

As a key issue to UK and international policymakers, we undertook new analysis to understand what was driving economic inactivity. It received significant pick-up and led to us speaking to both Government and Shadow Ministers on Work and Pensions. Jonathan Ashworth has welcomed our proposal to hold a roundtable to include ILC Partners and we are currently working on a date. He has also asked for input to the Labour manifesto in the run-up to the General Election.

## **Understanding the international landscape:**

We continue to engage at the international level, including at the G7 and G20 level, with side events at both planned for 2023/24. Over the last year, we have worked with British Embassies in Japan and Portugal to highlight the impact of longevity on national economies and to understand what policy levers are necessary to respond to increased longevity. We will be launching our final report and recommendations for Portugal at an event at the Ambassador's residence in the Summer.

## **The Mayhew Review: Mapping future retirement housing need:**

Professor Les Mayhew, Associate Head of Global Research at ILC, led the Mayhew Review mapping the future need and demand for retirement housing in an ageing world, published at a Parliamentary event on 1 November. We are since in conversations with funders about follow-on projects to use the now-termed Mayhew Method to look at the picture across local authorities to provide a valuable tool for planners to understand the need of retirement housing in each area.

**"Your review is being eagerly anticipated – there are quite a lot of people out there that keep asking us when this might be published, as the focus of our national conversation on social care needs to shift."**

**Michael Voges, CEO of ARCO**

## **2. Saying the right things**

### ***We are solutions-oriented and feed into key current policy debates***

We are invited to submit evidence to various Select Committees on a relatively frequent basis. This year, we gave oral evidence to:

- The Work and Pensions Committee in their one-off enquiry on raising the State Pension Age. Mel Stride MP, the Secretary of State for Work and Pensions watched the session and his office held a follow-on discussion with Prof Les Mayhew to go into more detail
- The All-Party Parliamentary Group on Dementia on the risk of scams
- The London Assembly Committee on housing in an ageing society

***We get our key messages out across different channels to build urgency***

## Press coverage

We have had good press coverage across national and trade press, broadcast, print and TV, both in the UK and internationally.

- Our work on dementia and spending was quoted in the Daily Mail, The Guardian, The Herald Scotland, LBC, BBC's Bite Back Britain, Fintech Times and Today's Wills and Probate.
- David Sinclair spoke on Rip Off Britain about the potential of scams and financial abuse of people with dementia
- The Mayhew Review, mapping future retirement housing need, received a wide range of coverage across trade outlets from Property Week, Care Management Matters to Pinsetmasons.
- Our work on smoking and how smoking reduction could help address health inequalities has been revisited throughout the year, including during the Smoking Review.
- We have responded to ongoing current affairs and policy debates, resulting in press coverage across a wide range of publications and broadcast media - from The New Statesman on smoking, Radio 5 Live Breakfast and the Telegraph on the State Pension Age, to Talking Retail on our work on how retailers can support healthy ageing amid a cost-of-living crisis.
- As well as across the UK, the ILC was referenced in articles from France's La Tribune and Germany's Pharma Fakten to the Nigerian Daily Post and the Brazilian blog site globo.com.

## Online presence

During the year, we had 91,000 unique visitors to our website. Our global reach has grown as well, with people from 190 countries accessing our reports and other materials.

## Notable engagement on social media

- **Guy Opperman MP** [tweeted and tagged the ILC-UK](#) about the debate he joined on the vision for the next 25 years. This tweet received dozens of likes and replies from other people, such as Mims Davies MP and [Helen Undy](#), Chief Executive at Money and Mental Health.
- **Julia Longbottom**, British Ambassador to Japan, [tweeted](#) about our co-hosted event on the longevity economy in Japan and the UK
- **Census 2021 - England & Wales** (@Census2021) [mentioned](#) the ILC in a tweet.
- **Lord Bethell** (@JimBethell) [retweeted](#) a post about our report on health inequalities in the UK.
- **Sharon Dowey MSP** (@SharonDowey\_) [retweeted](#) the ILC about our Dementia drop-in at the Scottish Parliament.
- **The King's Fund** (@TheKingsFund) [mentioned Arunima Himawan](#) in a tweet about an online event about the public health response to the Covid-19 pandemic.
- **Marsha de Cordova MP** (@MarshadeCordova) [mentioned](#) the ILC in a tweet about the Mayhew review.
- APPG on Dementia (@APPGDementia) [mentioned](#) the ILC one-off evidence session on dementia & fraud hosted by **Debbie Abrahams MP** (@Debbie\_abrahams), who also [tweeted](#) to thank Lily Parsey for joining it.
- **BBC Radio 5 Live** (@bbc5live) [mentioned](#) the ILC on our work on the State Pension Age.
- **Les Pensières Center for Global Health**, in Annecy, France, [tagged ILC-UK on Instagram](#) on a post about our Global prevention summit.

### 3. Engaging the right people

***We continually work to engage the right (and new) people to deliver the impact we want our work to have.***

#### **Politicians and Government departments**

We have strong connections to Government and Government departments. Over the year, the team met with:

- the No 10 policy unit to discuss health funding priorities in the last planning round
- the Cabinet Office on central Government priorities around demographic change
- DHSC on healthy ageing and the need for more retirement housing
- DBT on how we can continue to collaborate internationally on the economic and health impacts of an ageing society
- DHLUC on the implications of our work on future retirement housing need
- DWP on drivers of economic inactivity and what could be done about it, as well as the State Pension Age Review

#### **Jonathan Ashworth MP, Shadow Secretary of State for Work and Pensions**

David Sinclair, Lily Parsey and Emily Evans met with Jonathan Ashworth on economic inactivity. Following this meeting Jonathan has agreed to host a breakfast roundtable for the ILC Partners, and invited us to feed into discussions on the Labour Manifesto.

#### **Debbie Abrahams MP, (Labour) Chair of APPG on Dementia**

We have continued our strong links with Debbie Abrahams MP who co-chaired the APPG with Sally. Debbie was incredibly impressed by Lily Parsey's evidence to the APPG on protecting people living with dementia from fraud and scams.

#### **Chloe Smith MP, Secretary of State for Work and Pensions**

Lily Parsey joined a discussion with then-Secretary of State for Work and Pensions on how to support longer and healthier working lives and fill the skills gap. Following an intervention from Lily, the Minister arranged a meeting to discuss our work and recommendations on economic inactivity in more detail.

#### **Guy Opperman MP, Minister for Pensions**

Guy Opperman MP joined us for an exclusive breakfast event at our office in June to consider the future of pensions. The feedback from all participants was excellent and Guy Opperman requested that ILC-UK apply to work with the DWP on the Mid-Life MOT.

#### **Lord David Willetts, UK House of Lords**

David Willetts attended our breakfast event at the Conservative Party Conference in Birmingham and is a strong partner of ILC's on issues of intergenerational fairness, housing and the economy.

#### **Julia Longbottom, UK Ambassador to Japan**

The UK Ambassador to Japan hosted us for our report launch and discussion on the economic opportunities of ageing across the Asia Pacific region and what the UK and Japan could learn from each other in their policy responses to ageing. It was a very insightful session and the Ambassador also introduced us to the Consul-General in Osaka for a follow-up lunch.

#### **Lord James Bethell, Conservative peer, UK House of Lords**

James Bethell spoke at the launch of the Health of Older People in Places report and is a strong supporter of ILC's work on prevention and health inequalities.

### **Members of the Senedd (MSs) and the Scottish Parliament (MSPs)**

Over the year, we have built relationships across the Welsh Senedd and Scottish Parliament as a key audience for our work on health and communities, including Jane Hutt MS (Labour, Minister for Social Justice) Rhun ap Iorwerth MS (Plaid Cymru Health and Care spokesperson), Russell George MS (Conservative, Shadow Minister for Health, and Chairs the Senedd Health and Social Care committee), Jeremy Balfour MSP, Colin Symth MSP (Labour, Co-convenor, Cross-party group on dementia), Brian Whittle MSP (Conservative, Shadow Minister on the Environment), Jenni Minto MSP (SNP) and Paul MacLennan MSP (SNP).

### **Party conferences 2022**

We attended and held fringe events at the Conservative and Labour party conferences this Autumn. This year we were included as a key organisation in the Health and Social Care Forum, a collaboration of influential health and care organisations, organised by Dods and supported by Roche. David Sinclair chaired and spoke at several fringes under this umbrella, with people standing at the back to listen in. We also organised a successful breakfast meeting with Anchor at the Conservative Party Conference.

### ***We work with stakeholders across policy, business and the third sector in all areas of work***

#### **Healthy ageing and prevention**

Following three years of our flagship programme to promote preventative health interventions in an ageing world, we held a global summit at the prestigious Les Pensieres Centre for Global Health in Annecy, France, which brought together key leaders in global health for our residential 3-day Global Prevention Summit.

Following the summit, attendees joined us in a consensus statement to demand actions by governments to invest more in preventative health in the aftermath of COVID-19. We have now launched the third phase of our work as part of our Delivering prevention in an ageing world programme, which has seen the development of our Healthy Ageing and Prevention Index and the formation of the Healthy Ageing and Prevention Coalition, which will work together to engage at the international (G7, G20, UN, WHO) and national level to drive action.

We held an exclusive dinner debate at the House of Lords on the future of healthy ageing ahead of the G20 in India, where we built strong relationships with key stakeholders, including Sarveer Soodan, Head of India UK Bilateral Political, Press and Information at the Indian High Commission, Alison Marshall, CEO of Age International, and Baroness Manzila Uddin.

#### **Dementia and spending**

Through this innovative project, identifying barriers and solutions to support people with dementia to continue to spend safely and in the way they want, we engaged with MPs, MSPs and MSs across the UK. We assembled a strong advisory group, including:

- **Nigel Hullah** – Co-Chair of Three Nations Dementia Working Group
- **Johnny Timpson OBE** – Financial Inclusion Commissioner and member of the Financial Services Consumer Panel, member of the FCA Vulnerable People Committee, the Cabinet Office Disability and Access Ambassador for both the Insurance banking sectors and a member of the Prime Minister Group for Dementia Communities
- **Jeremy Hughes** – Previous Chief Executive of Alzheimer's Society and consultant on the project

There was a strong interest in our recommendations from across the political landscape and including the APPG on Dementia. Our recommendations got significant press pick-up, particularly around the risk

of scams and financial abuse. There has since been an interest from Government to clamp down on cold calling.

### **Engaging retailers in healthy ageing**

In our work to engage retailers across the UK with the healthy ageing agenda, we have engaged with a range of retailers and membership organisation, including the British Independent Retailers Association and the Association of Convenience Stores, who have agreed to share our recommendations with their members, covering more than 9,000 retailers across the UK. We are also planning the first-ever Business Summit on Ageing, which will engage businesses on how they can better engage with healthy ageing.

### **Future of Ageing 2022**

We had strong attendance at our annual flagship conference "Future of Ageing", which celebrated our 25<sup>th</sup> anniversary and looked to the next 25 years of planning for longevity with speakers including:

- Sir Ian Diamond, UK National Statistician
- Professor Dame Louise Robinson
- Lord Woolley of Woodford

### **International**

We continue to work internationally, to both learn from best practice and to inform policy- and decisionmakers across the world on how to respond to increased longevity.

- We held side events alongside both the G7 in Japan in 2023, will be holding side events alongside the G20 in India, and continue to build our credibility on these international platforms.
- Our work on the role social media can play in increasing uptake of vaccinations was selected out of 24 other projects to be featured at the 2022 World Health Assembly, the decision-making body of the WHO.

*"We applaud this research, it is outstanding. We are encouraged by the remarkable impact to increase vaccination bookings."*

### **Funder of our Gen Vax programme**

- We launched our interactive Healthy Ageing and Prevention Index at the World Health Assembly 2023 and continue to have conversations with the WHO Healthy Ageing team to see how we can work together on the engagement around the Index.
- David Sinclair spoke at the World Health Summit about our work on preventative health. During the Summit the UN Secretary-General António Guterres called for healthcare systems across the globe to prioritise health promotion and prevention.

## **4. Changing behaviours**

### ***We influence Government to future-proof for an ageing society***

#### **Mayhew Review**

The Mayhew Review has made a big splash and continues to draw attention. The Review was launched in the House of Commons and mentioned in both the Commons and Lords on the floor of the House. Following meetings with both DHSC and DLUHC to discuss our recommendations in detail, Government has now confirmed that it will launch an Older People's Housing Taskforce as called for in the report, which will review how the extra need for retirement housing will be matched.

## Healthy Ageing and Prevention

The ILC has established itself at the forefront of the global prevention debate:

- Recent changes to the NICE guidelines recommending that an adult's waist should be less than half their height to reduce health risks came as a result of ILC's policy recommendation.
- We fed into the then-Department of International Trade's (DIT) White Paper on Healthy Ageing, which will see a strong focus of the Government's trade and business activity centred around healthy ageing.

***"The UK has provided international leadership in the ageing agenda, with the International Longevity Centre UK provoking discussions and pioneering solutions around the globe."***

**Department for International Trade, Partner**

***We have a strong convening power and help make connections to help partners deliver real-life change.***

### Challenging ageism

ILC introduced Worwin, a private charitable trust to GMCA who have contributed £2 million to the work they are doing on ageing and ageism to deliver change at the local level.

### Adapting to an ageing workforce

Our international Work for tomorrow competition, which awarded the most promising innovations responding to longer working lives across the world, continues to have real impact on participants. It has brought innovators, policymakers and business leaders together to help solutions in this space grow.

***"Great write-up and genuinely so useful for you to have brought together so many businesses in the sector. We work hand in glove with BraveStarts [Work for tomorrow finalist] now and Maturious's founder [Work for tomorrow finalist] is an investor in 55/Redefined plus lots of other connections that wouldn't have happened without the competition."***

**Lyndsey Simpson, Founder, 55/Redefined, Work for tomorrow shortlist**

## Our publications and events

Our full portfolio of publications and events this year can be found below:

Health & Care	Events	Publications
	Global launch: Delivering prevention in an ageing world	A window of opportunity: Delivering prevention in an ageing world
	Delivering prevention in an ageing world – Global summit	Doctor's orders: Why adherence is critical to improving health outcomes across the life course
	The Health and Care Reception – Labour party Conference	
	Leaving no one behind: Ending inequalities in healthcare – Labour party Conference	
	The Health and Care Reception – Conservative Party Conference	
	Levelling Up: Ending inequalities in healthcare – Conservative Party Conference	



	Vaccines and vacation: The role played by immunisation in getting tourism moving again	
	Trial and Error: Supporting age diversity in clinical trials	
	Healthy ageing in Israel and the UK: What can we learn from each other?	
	Getting to grips with ageing: Can Japan and the UK learn from each other?	
	Pandemics and longevity: Will we die, survive, or thrive next time?	
	Report launch – Moving the needle: Improving uptake of adult vaccination in Japan	
	Report launch – Trial and error: Supporting age diversity in clinical trials	
	Moving the margins: Improving pneumococcal vaccine uptake in marginalised groups	Moving the margins: Improving adult pneumococcal vaccine uptake in marginalised groups
		European Pneumococcal Vaccination: A Progress Report
		Moving the needle: Improving uptake of adult vaccination in Japan

Infrastructure	<b>Events</b>	<b>Publications</b>
	The future of towns and cities – Conservative party Conference	The Mayhew Review – Future-proofing retirement living: Easing the care and housing crises

Finance & Wealth	<b>Events</b>	<b>Publications</b>
	Breakfast with Guy Opperman MP, Minister for Pensions	
	Health equals wealth – The economic impact of healthy ageing across Asia Pacific	
	Longevity – the missing link in the climate change debate?	
	Expert roundtable: Maximising the economic opportunities of ageing in Portugal	
	Growing the longevity economy: Advancing equity and health for sustained success	Health equals wealth: Maximising the longevity dividend in Argentina
		Health equals wealth: Maximising the longevity dividend in Brazil
		Health equals wealth: Maximising the longevity dividend in the US
		Health equals wealth: Maximising the longevity dividend in Canada
		Health equals wealth: Maximising the longevity dividend in Mexico



		Health equals wealth: Maximising the longevity dividend in South Korea
		Health equals wealth: Maximising the longevity dividend in Australia
		Health equals wealth: Maximising the longevity dividend in Indonesia
		Health equals wealth: Maximising the longevity dividend in China
		Health equals wealth: Maximising the longevity dividend in Japan
		Health equals wealth: Maximising the longevity dividend in South Africa
		Health equals wealth: Maximising the longevity dividend in India
		Health equals wealth: Maximising the longevity dividend across the G20 – Arabic version
		Health equals wealth: Maximising the longevity dividend in Turkey

Productivity	Events	Publications
	Report launch: Spending with dementia – Making the high street dementia-friendly	Retail therapy – Dementia and spending
	Roundtable: Enabling and protecting consumers with dementia	
	Demographic dividends – grasping the retail opportunities of healthy ageing	
	Report launch & reception: Health of Older People in Places – Taking a place-based approach to supporting longer working lives	Health and place: How levelling up health can keep older workers working
		HOPE project report – Health and place: How levelling up health can keep older workers working
		HOPE policy brief – Health and place: How levelling up health can keep older workers working
		Work for tomorrow: Can innovation support work in an ageing world?

What happens next	Events	Publications
	Are we still unprepared for ageing? Fireside chat	
	ILC-UK's Autumn Reception	
	Future of Ageing 2022: A vision for the next 25 years	

## Plans for future periods

Over the coming year we intend to continue to prioritise our work on helping society adapt so everyone can all enjoy the benefits of longevity. In the latter part of the 2022-23 financial year, we undertook a strategy review and development exercise and as a result we will be focusing in 4 key areas -

- Highlighting the impact of longevity on society
- Protecting health throughout the life-course
- Supporting a decent income throughout the life-course
- Ensuring our communities support our social and economic contributions

Within these key areas over the next year we will:

- Draft a White Paper on Longevity, to set the agenda for both debate and change around longevity
- Focus our Future of Ageing conference on the solutions necessary to deliver the longevity dividend
- Promote the importance of preventing ill health across the life-course through the third phase of our global prevention programme
- Highlight the economic contribution of healthy ageing on the retail industry by driving change and delivering impact in the sectors engaged in town centre placemaking.
- Identify innovations to address the challenges and maximise the opportunities of our ageing world