

'THE AGE OF NO RETIREMENT?'


RETHINK, REWORK & ACT

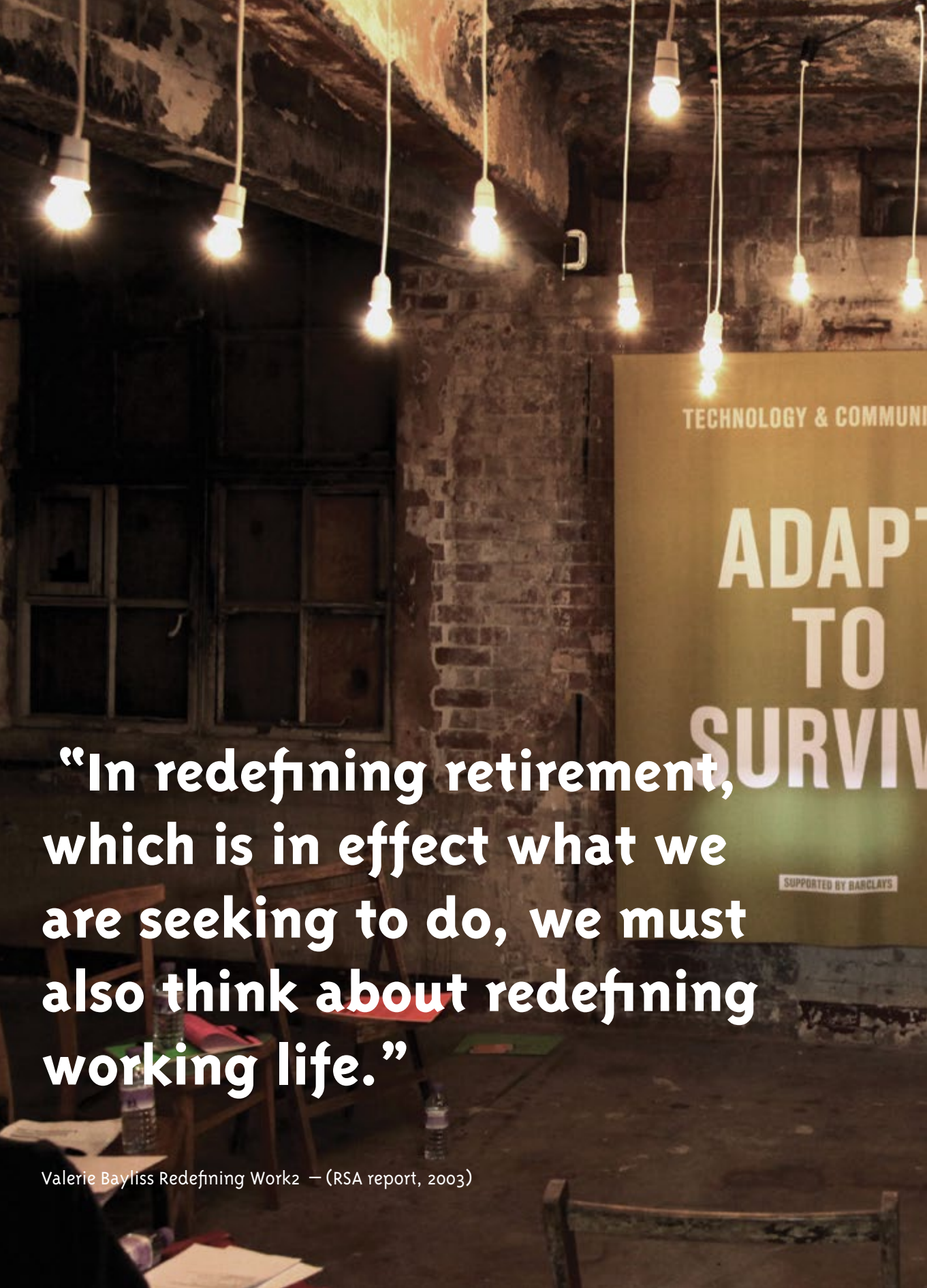


A series of project proposals for 'The Age of No Retirement?'

On the 1st and 2nd of October 2014, at the OXO Bargehouse on Southbank London, more than 130 debaters and 350 participants from 200 organisations across every sector of the economy and society rolled up their sleeves and thrashed out 27 provocations in the biggest exploration ever of life, ageing and work in the UK.

This newspaper provides a summary of the key findings of 'The Age of No Retirement?' debates. The design-led approach of the

event has continued through to the analysis of the outputs. Harmony of insights, intent and design have connected ideas into six clear action areas, which together represent the clearest indication yet of a movement of change – towards a society without age boundaries, prejudices, stereotypes and exclusion. A society in which we all want to live. 



“In redefining retirement, which is in effect what we are seeking to do, we must also think about redefining working life.”

TECHNOLOGY & COMMUNITY

**ADAPT
TO
SURVIVE**

SUPPORTED BY BARCLAYS

35% of the UK population is now over 50, and we are healthier, more skilled, better educated and more dynamic than ever before. So why is UK society so youth obsessed? And why are the over-50s in the UK not playing a more central role in the economy and in society?

Instead, we hear constantly about the demographic time bomb, the baby boomers who stole the nation's prosperity, and the unsustainable cost of paying for retirement in the future. The media is awash with patronising stereotypes about the 'grey' and 'silver' people who, almost incredulously, are able to work, start businesses, surf the Web and achieve feats of physical and intellectual heroism.

It is time to take back ground and rebalance our society along more age-neutral and age-positive lines. There is an incredibly positive side to ageing, one that needs to be explored and shared. We need to come up with new ways of thinking about work, age and our future, and this is what 'The Age of No Retirement?' event set out to achieve.

Over the course of the two days more than 2000 ideas and insights were recorded on 8.5 kg of paper, 42.5 hours of audio, and more than 8 hours of video. The openness and freeness of ideas and insights in rethinking a different and more positive future was exciting to behold. The electric energy that so many participants commented on was down to all being so willing to think deeply and creatively when asked the question 'what if' to the provocations set.

This newspaper provides a summary of the key findings of 'The Age of No Retirement?' debates. The design-led approach of the event has continued through to the analysis of the outputs. Commonality of intent and design have linked ideas into six clear action areas, each of which is described in greater detail in the 24-page newspaper insert.


- » RETHINK: THE GENERATIONAL DIVIDE
- » RETHINK: DESIGN FOR POSITIVE CHANGE
- » RETHINK: THE LANGUAGE
- » RETHINK: CREATING AND SHARING NEW STORIES
- » RETHINK: FOCUSING ON 'ONE LIFE'
- » RETHINK: WORK & EMPLOYABILITY

These six ideas are clear evidence of the success of 'The Age of No Retirement?'. However, much still needs to be done. 'The Age of No Retirement?' event, the six action areas and the 27 proposals are but incremental early steps in a much larger process, a process that must become a movement for change. A movement that needs to involve hundreds and

thousands of organisations and individuals across the UK. A movement that needs to embrace new ideas and shape them into actions.

This newspaper and its contents are just the beginning. We need to identify, share, connect and build on all the amazing work taking place across the UK by forward thinking organisations. We need to inspire and involve people from across the spectrum of society – younger and older; men and women; from all cultures and religions – all moving in the right direction. This is a time for big thinking and thousands of small fixes.

'The Age of No Retirement?' calls on people to join in the movement. Participate in developing and implementing action plans across the 6 action areas. Join in the ongoing discussions, amplify the stories and encourage support from others.

Together we will continue to break new ground, discover new ideas and insights, and meaningfully change thinking and behaviour across the UK - towards a society that values experience and capability, regardless of chronological age. 

THE PROVOCATIONS

KEYNOTE SPEAKERS:

- » Dr Ros Altmann CBE, The Government's Business Champion for Older Workers
- » Lord Geoffrey Filkin CBE, Chair, Centre for Ageing Better
- » Baroness Sally Greengross OBE, President & Chief Executive, ILC-UK
- » Anne Karpf, Writer & broadcaster. Author, 'How to Age'

WORK & EMPLOYMENT SUPPORTED BY TRADING TIMES

- » "Sorry, you're too experienced."
- » Do you need a wage or a salary to be considered employed?
- » How do we prepare the over-50s, the out-of-work, and early retirees for 'The Age of No Retirement'?
- » "Planning retirement is easy - all you have to do is plan your finances." Can this be right?
- » Why do managers only ever employ people younger than themselves?
- » We are told that the 'F' word (flexibility) is the key to life after 50 - but what does flexibility really mean?

TECHNOLOGY & COMMUNICATIONS SUPPORTED BY BARCLAYS

- » Should the over-50s adapt to technology, or should technology adapt to the over-50s?
- » Can technology revolutionise life and work for the over-50s in 'The Age of No Retirement'?
- » "The technology industry is ageist!"

HEALTH & WELL BEING SUPPORTED BY CALOUSTE GULBENKIAN FOUNDATION

- » "Living longer and living healthier means more opportunities not fewer."
- » "Life will be great when I retire." But will it? Why does society do nothing to prepare people for retirement?
- » "It's great being 60." Why do so many people view ageing as a punishment and not as a privilege?

THE OVER-50 CONSUMER SUPPORTED BY AVIVA

- » Why do so many products and services that appeal to the over-50s never get targeted at the over-50s?
- » Walking Sticks by Prada; hearing aids by Nike. Well why not?
- » Why are the images and icons of ageing so uninspiring?

THE REVOLUTION IN LONG TERM CARE SUPPORTED BY INNOVATE UK

- » Why is long term care, especially in institutional settings, an innovation and technological wasteland?
- » Why do some people insist that some form of institutional care MUST exist?
- » Do we really know or understand what it will be like to live out our years and die in an institutional care setting?

AGEISM & PREJUDICE SUPPORTED BY TRADING TIMES

- » Why are sexism and racism never acceptable - but ageism is ok?
- » Employers say they care about inclusion and diversity in the workplace - but do they?
- » Women become invisible after 50 but men become distinguished.

SELF, FAMILY & SOCIETY SUPPORTED BY JOSEPH ROWNTREE FOUNDATION

- » Caring & 'The Sandwich Generation'
- » If the social contract between generations has broken down, what should a new one look like?
- » How will future generations adapt to the age of no retirement?

KNOWLEDGE, EDUCATION & LEARNING SUPPORTED BY COMMONLAND

- » Wisdom comes with age, innovation comes from youth. True or false?
- » 'The mid-life career review': should we all book in at 50?
- » "People tell me skills are transferable, but are they?"

ORGANISATIONS THAT TOOK PART

4Children
Addidi
Advanced Digital Institute
Age Action Alliance
Age Friendly Manchester
Ageing 2.0
AgeingWorks
Agency Footprint Ltd
Age Inclusive
Age Research Centre, Coventry University
Age UK
Alzheimer's Society
Artomatic
Asda
Ashling Partnership
Aviva
Barclays PLC
Barnet Council
Being Design
Bell Media
Beth Johnson Foundation
BleepBleeps
Birmingham City Council
Brighton and Hove City Council
British Journal of Cardiology
Brunel University
Business in The Community (BITC)
Business to Education
BT
Business in the Community
Calouste Gulbenkian Foundation
Capita
Career Coaching Ltd.
Carers Trust
Carers UK
Caring Sharing & Company Ltd.
Carole Spiers Group
Catholic Bishops Conference England & Wales
Centre for Ageing Better
Centre for Policy on Ageing
Centrica
CIPD
City University
Clearly So
Collaborative Capital
Coinstreet
Community Catalysts
Commission on the Voluntary Sector & Ageing
Communities for All Ages
Coutts
Creative Review
Cripplegate
Creative skills for Life
CSV
Department for Business Innovation & Skills
Department for Work & Pensions
Department of Health
Design Council
Digital Laundry Ltd
Digital Life Sciences
Digital Youth Academy
Disruptive Social Care
Encore Futures
Employers Network for Equality & Inclusion
Fitch
Forster Communications
Fuller Working Lives, DWP
Future Perfect Company
Genesis Housing Association
Getty Images
Google
Government Digital Services
Gransnet
GSK
Haymarket
Healthy Ageing in Europe
Helen Hamlyn Centre, Royal College of Arts
Help the Hospices
High50
HM Revenue & Customs
HMS Treasury
Home Instead, Senior Care
Home Office
Hub Kings Cross
Ignite Ireland
ILC-UK
Illumina Digital Impact Hub, Kings Cross
Innovate UK (Long Term Care Revolution)
Institute of Directors
Intergen UK
Integration Care
Jewish Care
Joseph Rowntree Foundation
Keynes College

Khemistry
Kings College London
Knowledge Transfer Network
Lewisham Council
Local Government Association
London Borough Of Camden
London Borough of Hillingdon
Macmillan
Manchester City Council
Made by Many
Magic Me
Make Happy
Makerversity
MCV
Media For God
Mercer
Michael Wolff & Company
Microsoft
NBFA
NEF
NHS
Nesta
New Economics Foundation
Newcastle University, Age Diversity
New Philanthropy Capital
NIACE
Nominet Trust
Oomph Wellness
Opportunity 50
Peabody
Plus Plan
Plus50 for Policy on Ageing
Policy Studies Institute
Positive Ageing Association
Positive Ageing in London (PAIL)
PRIME
Privacy International
RCA
RetireMove
RSA
Runnymede Trust
SAGA
Scottish Collaborative Innovation Partnership
Process (SCIPP)
Sensory Systems Ltd.
Seniors Helping Seniors
Silver Explorers
Social Care Institute for Excellence
Social Enterprises Kent
South London Cares
South East England Forum on Ageing
Southwest Forum on Ageing
Spring Chicken
Spirit of Creation
Stables & Lucraft
Suffolk County Council
Surrey Chamber of Commerce
Syml Connect
Teamspirit
Telecare LIN
The Age & Employment Network (TAEN)
The City of Cardiff Council
The Future Perfect Company
The Guardian
The House of St Barnabas
The Mind Gym
The Ostrich Group
The Times
TheWomansRoomBlog
The Young Foundation
Think NPC
Timewise Foundation
Townland Sanctuary
Trusted Care UnLtd
TUC
UCL
University Of Edinburgh
University of Kent
University Of Leeds
University of The Arts
University of the West of England
Virgin EMI
Vivo Miles
VisBuzz Working with Older People
Yess Law
Your Employment Settlement Service



Images from the event 1–2 October

The thousands of insights, discussions and ideas that emerged from the OXO Bargehouse have identified 27 proposals that can move thinking beyond just talking and begin to enact change, challenge perceptions and innovate solutions.

We are now looking for partners to help realise these proposals. If any of the proposals interest you, or you are already working in similar areas, please get in touch and together we can begin turning them into action.

The proposals are focused around the following 6 action areas:

01: RETHINK: THE GENERATIONAL DIVIDE

We must break down the generational divide. Moving from an 'us and them' situation towards one of mutual respect and appreciation of everyone's value and contributions. We must reclaim the mutual respect and inclusion that our communities are losing.

02: RETHINK: DESIGN FOR POSITIVE CHANGE

We must put design at the forefront of positive change. Much of the issues and challenges we face are as a result of the omission of design from the planning and development processes. Healthcare, Care, Community, (Sub)Urban Planning – all need to be design-led and co-developed with real people, not bureaucrats and politicians telling us what we need and how we must live.

05: RETHINK: THE LANGUAGE

We must change the language we use. We must stop inventing new euphemisms to hide the fact that society is ageing. We need to reclaim regular language and use it much, much more to tell positive stories. By sheer weight of words we will overcome the stereotypes and misperceptions of ageing in our society.

04: RETHINK: CREATING & SHARING NEW STORIES

We need to tell more stories. Not stories of older celebrities nor the exceptional stories at the extremes of longevity. We need to capture, retell and share the thousands of captivating stories of real people, living real lives, doing real things. We need to show that retirement is not cliff-edge, that older workers are not oddities, that value and contributions grow with age and experience.

05: RETHINK: FOCUSING ON ONE LIFE

We need to reaffirm the concept of 'one life' and not a series of separate disconnected life stages. From birth to 100, life is a continuous state of flux – constantly changing, adapting, flexing, learning, sharing, exploring, achieving. We need to create supporting, coaching and counselling mechanisms that enable citizens to live their life to the fullest, throughout their potential 10 decades of life.

06: RETHINK: WORK & EMPLOYABILITY

We need to better harness the collective experience, knowledge, wisdom, vitality and productivity of older workers. We must change the recruitment bias. We must overcome tech-illiterate, 'crumbly-health', outdated-skills stereotypes. We need to embrace technological advances that make flexible working, self-employment and small business-startups more accessible to everyone. And we need to tell stories of the many incredibly skilled people who are doing great work every day!

We hope to develop new partnerships, collaborations and joint-initiatives with a diverse range of individuals, organisations and businesses to be able to realise the first 27 proposed actions, and help this movement gain momentum across the UK.

Throughout all the ideas and actions that came from the Bargehouse there have emerged some common core concepts that now underpin the ambitions of 'The Age of No Retirement?'. As we now endeavour to work with forward-thinking pioneer-spirited people and organisations, we need to reinforce the following principles:

- » Every citizen has one precious life that has value at every age
- » Applaud the good stuff, shame the bad stuff
- » Tell powerful resonant stories
- » Lead with champions – individuals and organisations
- » Use clear consistent language
- » Keep design at the centre always



THE REVOLUTION IN



OPEN UP
CARE

WHO
BOYS
WHO
BENEFITS

WHY ARE WE AND
BLAME FINANCE. WE
HAVE TO TRANSFORM
THE CARE SECTOR &
THE VALUE OF

ALWAYS
ATTEN

THE

CONTROL

BETTER
MUNICATION

COST

HOW PEOPLE
TAKE RISKS
THEY CHOOSE

IS ALL
THAT IS
NEEDED

TECH-
SAME
FUNCTIONS
BUT
CHEAPER?

INTEGRATION

ANTICIPATION
IS KEY

CARE HOME PART
OF CENTRE OF
COMMUNITY

FEAR
OF BEING
SHIT

ASPIRE TO
INSPIRE BEFORE
LEAVE

QUALITY
OF LIFE
SUPPORTIVE

NOSTALGIA

WHO IS
RESPONSIBLE FOR
CARE?

COUPLES
INCREASING
AND NEED
TO BE
CARED FOR
TOGETHER

INSTITUTIONAL

LOVELINESS
IS CAUSING
DISEASE - HOW
TO INCREASE
PARTICIPATION

MOVEMENT

'The Age of No Retirement?' is a movement for social change.


The 134 debaters, 380 audience participators and 214 organisations that made the inaugural event so successful are the first champions of the movement.

The movement will develop, gain organisational and citizen support, grow, achieve impacts and affect change.

The event at OXO Bargehouse in October 2014 will be followed by even bigger events in Manchester, Edinburgh, Cardiff, Birmingham and other centres across the UK. The next event in Manchester in March 2015 will enable people and organisations in the north of England to explore age-related provocations and the local context of 'The Age of No Retirement?'.

The regional events will provide the opportunity for 'The Age of No Retirement?' champions to collaborate with local individuals and organisations and share progress on the projects and campaigns described in this newspaper.

As the projects and campaign take effect, as the efforts of the champions and the weight of the positive stories begin to change thinking and behaviour, so will we begin to witness change. Slow to begin with, but steadily picking up speed, the changes will bring tangible value – to individuals planning for and living fulfilling longer lives; to communities thriving from supportive integrated design and intergenerational collaboration; and to employers benefiting from retaining and rehiring experienced, productive people.

We call on everyone – individuals and organisations – to join us. Become champions. Help us drive the changes. This is important for all our futures. 

With your support, we hope to be able to take 'The Age of No Retirement?' debate around the UK. We are working to make this happen, and with you on board we can give this movement the momentum it needs in every community and city in the UK. We hope to help shape local needs and aspirations just as much as national and international ones.

'The Age of No Retirement?'



Manchester March 2015

Edinburgh June 2015

Cardiff December 2015

- » **Local themes**
- » **Local provocations**
- » **Local ideas**

- » **UK-wide campaigns**
- » **UK-wide change**
- » **UK-wide movement**

**WE NEED A CITIZEN-LED
GROUNDSWELL.**

**WE NEED ORGANISATIONS &
CORPORATIONS WILLING TO
LEAD THE WAY.**

**WE NEED PURPOSEFUL,
OPTIMISTIC, INNOVATIVE
PEOPLE.**

WE NEED ALL AGES.

**WE NEED DESIGNERS,
PLANNERS, BLOGGERS,
FILMMAKERS.**

WE NEED YOU!

OUR COUNTRY NEEDS YOU!



WE
GET
THEIR
WAYS

YOU'RE
JUST
GRUMPY

WE WILL
CHALLENGE
YOU

3RD
LIFE

THEY
THINK
THEY'RE
ALWAYS
RIGHT

WE BROUGHT
UP YOUR
GENERATION

THE
RUINED
ECONOMY
FOR FUTURE
GENERATIONS

HOW TO GET INVOLVED

For our newsletter, regular updates and opportunities to be involved, sign up at **www.ageofnoretirement.org**

If you're an individual, community organisation or SME and want to get involved, tell us about your skills, capabilities and capacity to help.

Email: **act@ageofnoretirement.org**

If you're from the media and want to get involved in shaping the language and telling the stories of this movement, we want to hear from you.

Email: **stories@ageofnoretirement.org**

If you're a big company, large 3rd sector organisation or Government department, please contact **Jonathan Collie** or **Georgina Lee** directly.

'THE AGE OF NO RETIREMENT?'

CONTACT US

Jonathan Collie

Founder, Trading Times

jonathan@tradingtimes.co.uk

+44 (0)7887 624 385

Georgina Lee

Founder, Commonland

george@thecommonland.co.uk

+44 (0)7802 536 793

www.ageofnoretirement.org

@agenoretirement

#ageofnoretirement



COMMONLAND

