

Impact Report

2017-2018



2017/18 in numbers



15,269
downloads of
our reports and
infographics

10

Central and Local
government policies
influenced



Our staff team volunteered
115 times,
listening to and helping
people in later life



1 Commissioner
(our Chairman Geoff Filkin) on the
Resolution Foundation's
Intergenerational Commission

23

Age Friendly
Communities
supported

26
events held



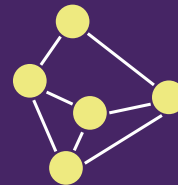
Met with 4 ministers
and many officials to make the
case for policies to
respond positively to our
ageing society

51

speaker
engagements



Over 700
print articles and
more than 100
broadcast interviews



Engaged with over
200 partner
and stakeholder
organisations

As a society we need to wake up to the profound change in our longevity. The prospect of a 100-year life is an incredible opportunity, but we are woefully under prepared for it.

There is no point living for longer if those extra years are spent suffering a poor quality of life in ill health, without access to decent care, in unsuitable homes, in places that leave us disconnected, isolated and lonely. Currently too many people are missing out on a good later life. This inequality looks set to become further entrenched for future generations unless we make radical changes now.

Our vision at the Centre for Ageing Better is a society where everybody enjoys a good later life.

We believe that more people living longer represents a huge opportunity for society. Since our start in 2015, we have been working with government, business and civil society to help pioneer positive change to respond to ageing.

The Centre for Ageing Better has a new strategy, for 2018/19 onwards, where it outlines an even more ambitious set of goals for change in society and our role in helping make that change happen. The strategy is published on our website at ageing-better.org.uk

In 2017/18 we made significant progress in achieving our mission.

Our work to make the national case for healthy ageing, including the importance of the wider determinants of health such as financial security and good housing, reached an important milestone with the Government's commitment to address the 'Grand Challenge' of ageing within its Industrial Strategy. We will continue to work closely with politicians and civil servants to help achieve ambitious whole society goals.



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“Our vision is a society where everybody enjoys a good later life.”



“I think it’s important for any age-friendly community to have older people at the heart of those decisions”

With work being a key driver of financial security, our 2017 and 2018 reports on [health at work](#) and the [economic case for older workers](#) made a strong contribution to the growing movement to help people in later life work for longer if they wish to.

Our influential [review of aids and adaptations in housing](#) – a key factor in enabling people to stay in their own homes for longer – gave clear advice on ‘what works’ for housing providers, landlords and homeowners. Small changes and handyman services can transform the lives of people in their own homes and reduce potential need for health and social care.

Commissioning the Chief Medical Officer’s expert group to review the [evidence on strength and balance](#) was a significant step in how to keep people physically able and active from mid-life into older age. The review’s findings will help health and exercise professionals to tackle and address barriers to taking up strength and balance activities.

We convened over 60 practitioners and policy makers to find better ways of promoting volunteering in round tables jointly run with the Department of Culture, Media and Sport as part of our [community contribution programme](#).

The creation of local and regional strategies for responding to age at work, in housing, in urban design and service provision with partners in Greater Manchester, Leeds and across the network of [age-friendly communities](#) have been great partnership achievements over the last year.

These are some highlights of our work, but much more was done over the year that made a difference, encouraged debate and brought people together to find solutions. The full Annual Report will be available at ageing-better.org.uk/strategy in Autumn 2018.

Our new strategy is available at ageing-better.org.uk/transforming-later-lives

We need to act now to transform later lives. Join us in making that change.

 www.ageing-better.org.uk

 [@Ageing_Better](https://twitter.com/Ageing_Better)

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