

'THE AGE OF NO RETIREMENT?'

# RETHINK, REWORK & ACT

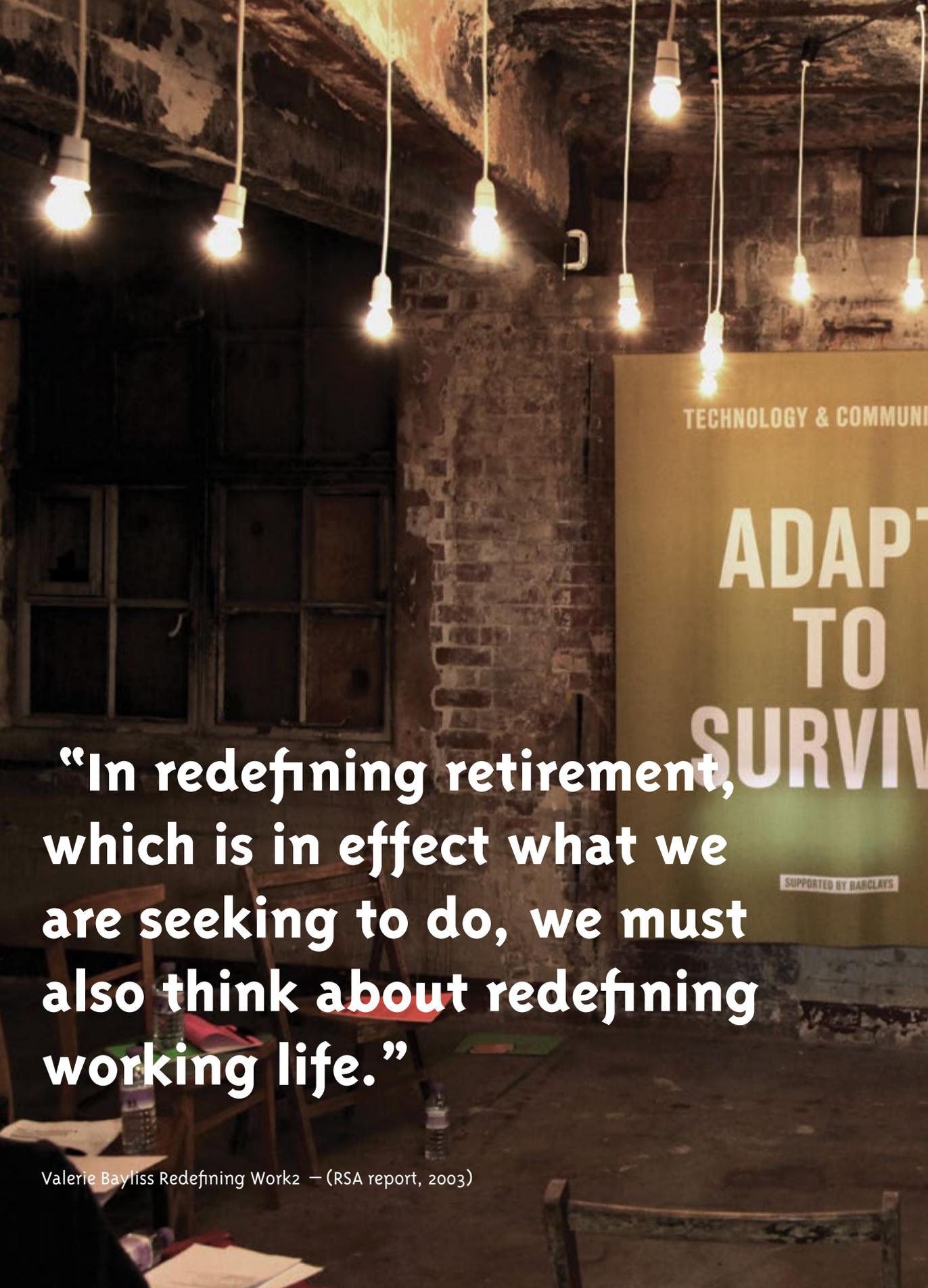


## A series of project proposals for 'The Age of No Retirement?'

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!

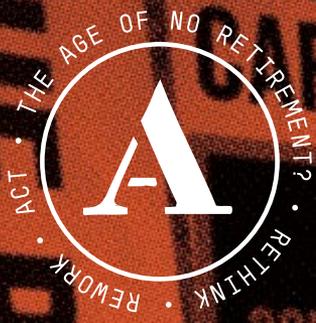
We hope to develop new partnerships, collaborations and joint-initiatives with a diverse range of individuals, organisations and businesses to be able to realise the first 27 proposed actions, and help this movement gain momentum across the UK.

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

ADULTS  
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

LOVELINESS  
IS CAUSING  
DISEASE - HOW  
TO INCREASE  
PARTICIPATION

STITUTIONAL

# 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?'

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**Manchester March 2015**

**Edinburgh June 2015**

**Cardiff December 2015**

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- » **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](http://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](mailto: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](mailto: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

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#ageofnoretirement



**COMMONLAND**

