



**INTER-
GENERATIONAL
ENGLAND**

SHAPING A SOCIETY FOR ALL AGES

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INTER- GENERATIONAL ENGLAND

IMM OVERVIEW

INTERGENERATIONAL ENGLAND

FRAMEWORK AND ECOSYSTEM

WHY IS IMPORTANT

SOCIAL VALUE



IMM is the leading intergenerational music organisation and has been delivering intergenerational projects, research, campaigns and training since 2018, supporting each sector of the community through innovative and responsive practices around music, creativity, health and wellbeing.

Our independent research tells us there are five key aspects to what works:

- Bringing people together to share meaningful experiences
- Enabling equal-status interactions (and mutually experienced value) between people from different walks of life.
 - Nurturing people’s agency to improve their own lives
- Cultivating a shared sense of belonging within and to a specific place.
- Empowering individuals through training and transference of knowledge, skills, and capability



WHO WE ARE

Intergenerational England is a not-for-profit organisation working to join the dots, bringing together existing initiatives, developing research and inspiring new ideas and projects, fusing top-down strategies with bottom-up activities to make a tangible difference to our society.

CORE FOCUSES

- Strategic Consultancy
- Innovative Research
- Advocacy and Public Engagement
- Training and Programmes

WHO IT IS FOR

A "Intergenerational Approach" is a deliberate and thoughtful strategy that harnesses the connections between and among people across the life course whilst also putting emphasis on the systems and structures that surround them. It's about recognising the value of diverse experiences and fostering meaningful interactions that transcend age boundaries, ultimately leading to a more inclusive and cohesive communities.



CORE PRINCIPLES



Intergenerational Social Support Systems -

We create networks of support that connect generations at a place-base, enhancing both individual wellbeing and community resilience



Understanding Intersectionality -

We recognise that individuals experience the world through multiple, intersecting identities such as age, race, gender, and socioeconomic status. This approach highlights how these factors shape people's experiences, ensuring that intergenerational solutions are inclusive and equitable for all.



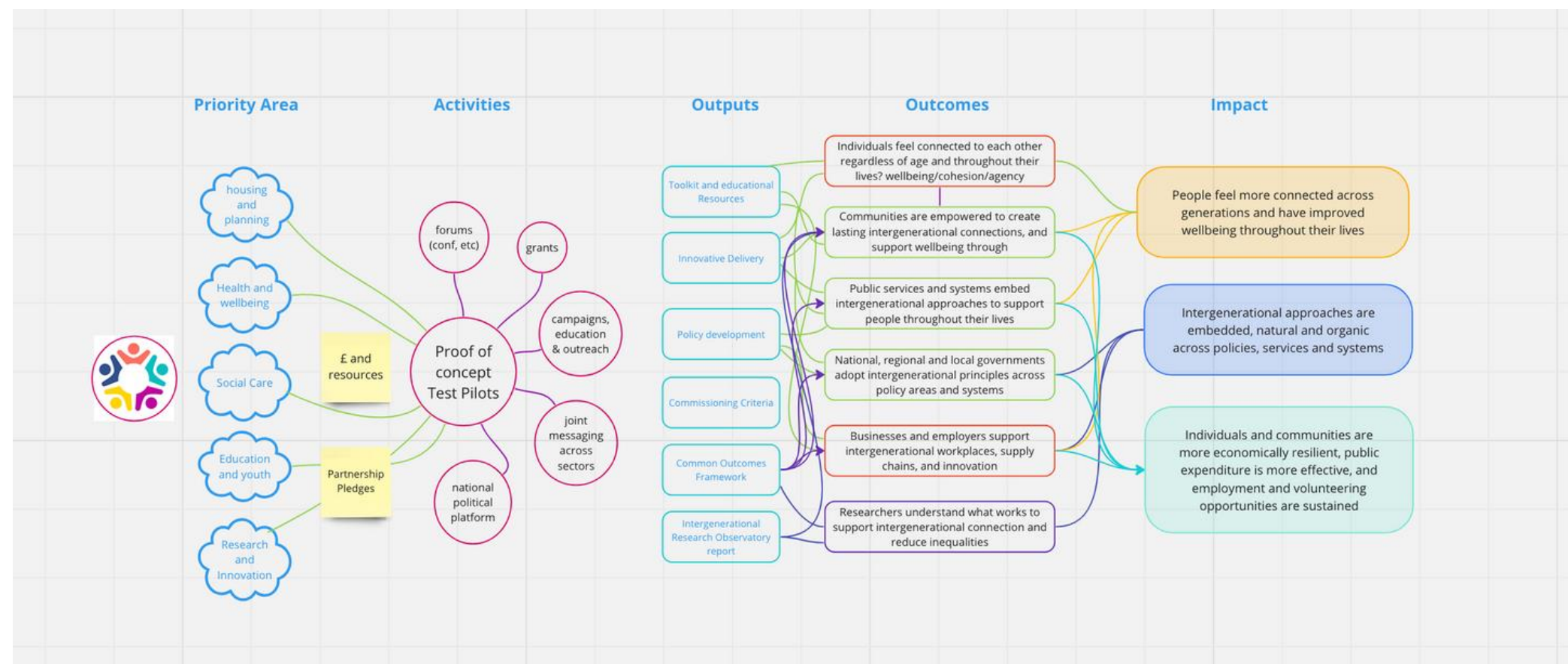
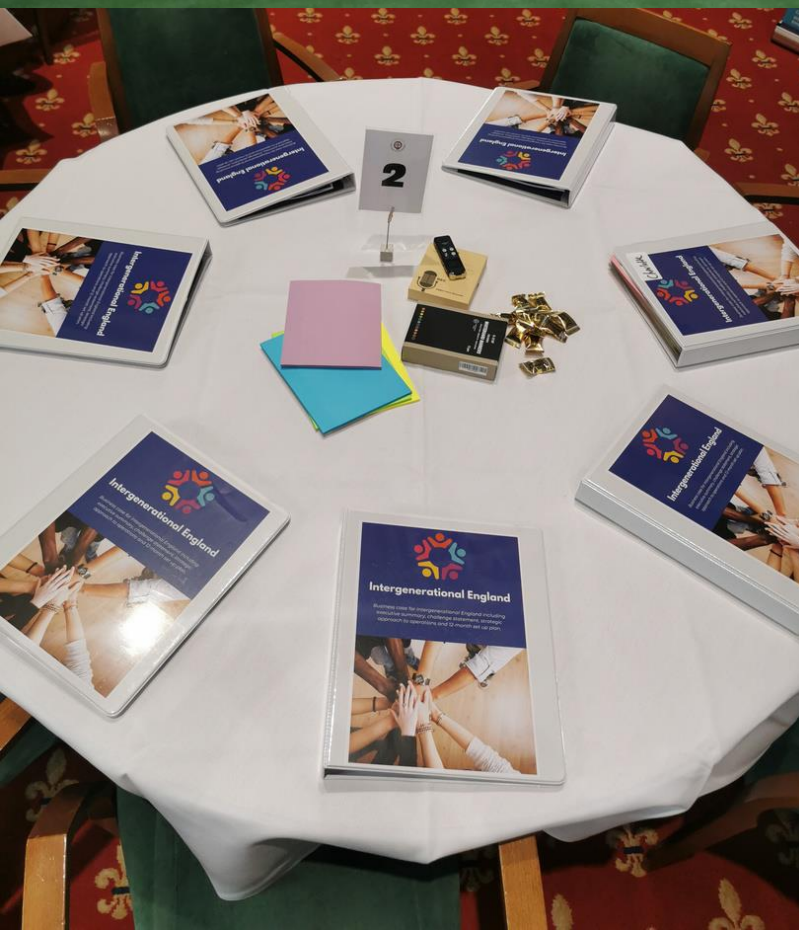
Life Course Approach -

We promote a dynamic view of aging, focusing on the continuum of care from childhood to old age and all its nuances. This approach promotes holistic health and well-being, recognising that intergenerational connections enrich every stage of life.



Intergenerational Integrated Partnerships -

We foster collaborations that integrate diverse sectors, from health to education, business to housing, to achieve lasting intergenerational change



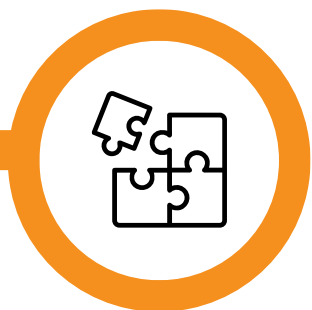
THEORY OF CHANGE



People feel more connected across generations and have improved wellbeing throughout their lives



Individuals and communities are more economically resilient, public expenditure is more effective, and employment and volunteering opportunities are sustained



Intergenerational approaches are embedded, natural and organic across policies, services and systems

RESEARCH



STRATEGIC SUPPORT



ADVOCACY



INTERGENERATIONAL ENGLAND PUBLIC SURVEY RESULTS



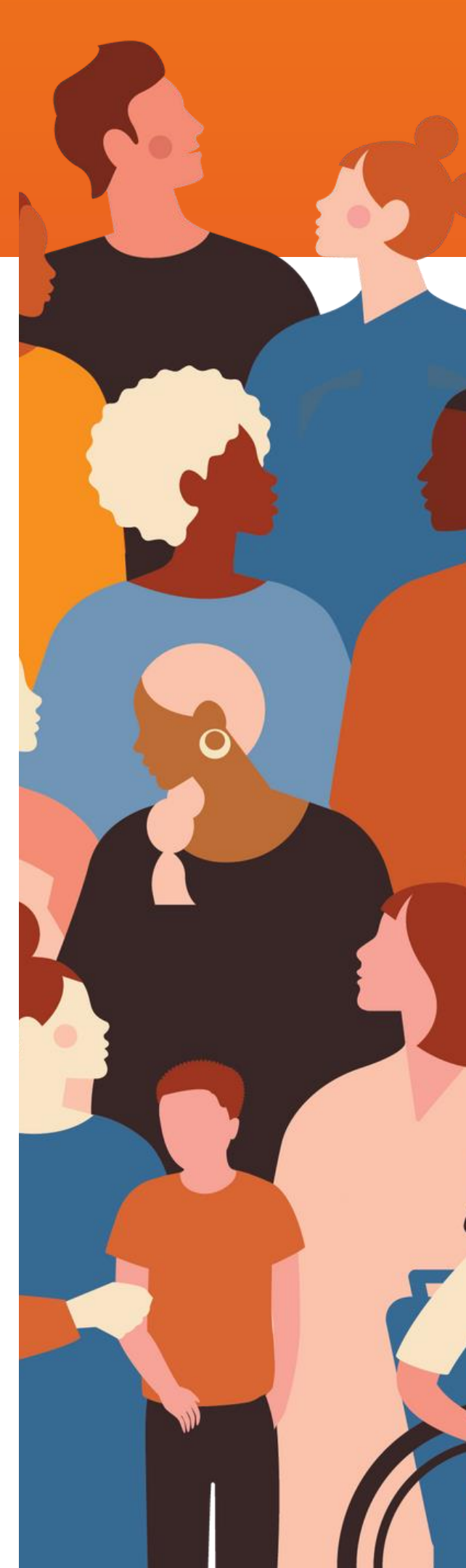
"Mixing with people of different age groups / generations can generate mutual respect between generations"

"Mixing with people of different age groups / generations can reduce age-based stereotypes"

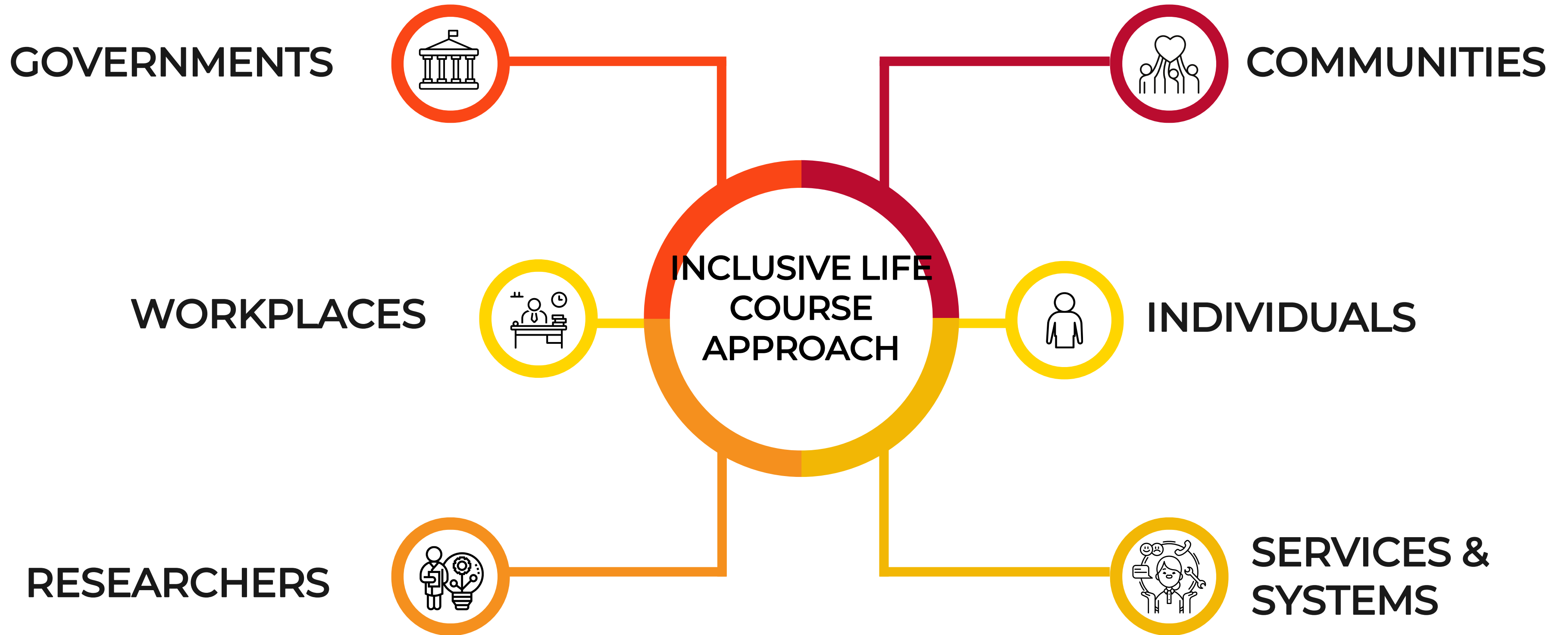


WHY IS THIS IMPORTANT?

- ▶ The UK population aged 65+ is projected to rise from 18% in 2018 to 24% by 2043 (ONS).
- ▶ Children across the UK currently have only a 5% chance of living near someone aged 65 or over.
- ▶ Younger age groups (16-24 and 25-34) are significantly less likely to feel a sense of belonging to their neighborhoods (56%) compared to older groups (72-75%).
- ▶ People in lower socioeconomic groups are more likely to suffer from chronic illnesses and less likely to receive effective healthcare.
- ▶ The residential separation of age groups is a widespread phenomenon and is happening in both urban and rural areas, in London and elsewhere.
- ▶ Residential age segregation in England and Wales is most pronounced in areas where housing is least affordable.



INTERGEN ECOSYSTEM



GOVERNMENTS

- Westminster and devolved, local authorities
- City mayors
- Policy advisors

WORKPLACES

- HR, people management, corporate and professional bodies
- Think tanks
- Volunteer managers
- Trade associations
- (Royal) Colleges
- Membership bodies
- Trades Unions

COMMUNITIES

- Charities & SE
- Community groups
- Volunteering networks
- Libraries
- Community Centre
- Campaigning
- Nature, creative, heritage, sport

RESEARCHERS

- Academics
- Evaluators
- Research councils
- Universities
- Innovators
- Practice leaders
- Think Tanks

SERVICES & SYSTEMS

- Health,
- Education,
- Social care,
- Transport,
- Housing
- Architecture
- Enterprise networks
- Digital and tech

INDIVIDUALS

- Members of the public
- Young People
- Older People
- Middle Age
- Families
- Early years
- Children

BARRIERS AND OPPORTUNITIES

Pledge to build 1.5 million homes – recognising there is a vital balance between demand and innovation.

BARRIERS

- Funding Gaps
- Community Resistance
- Design Limitations
- Planning Regulations and Policy Restrictions
- Siloed Working Across Sectors
- Cultural and Social Norms
- Skill and Knowledge Gaps

OPPORTUNITIES

- Long-Term Partnerships
- Community Engagement
- Sustainability
- Research and Data Collection
- Policy Advocacy and Change
- Innovative Funding Models
- Capacity Building
- Workforce Engagement
- Monitoring and Evaluation



Phase 1 – Discovery

Goal:

- Understand intergenerational activities in the social housing sector and how to measure their impact.

Activities:

- Establish project and advisory groups.
- Conduct research to map current activities, data, and social value metrics.
- Develop a Social Value Theory of Change.
- Proposal for a Social Value Framework and supporting content.

Phase 2 – Social Value Framework & Toolkit

Goal:

- Create tools and resources to measure and enhance the impact of intergenerational initiatives.

Activities:

- Develop a bespoke impact framework using Wellbeing Valuation methodology.
- Provide training, guides, and free resources to support implementation.
- Evolve the Intergenerational Housing Network for sector-wide engagement.
- Explore potential for new social value metrics based on discovery findings.

Join us in shaping the future of intergenerational housing and community development.

We invite:

- Policymakers to support innovative frameworks that prioritise intergenerational approaches.
- Partners and Funders to collaborate in scaling this initiative across sectors.
- Community Leaders to champion co-designed spaces that unite generations.



THE TEAM



**Charlotte
Miller**
Co-founder
Our Trustees



**Emily
Abbott**
Co-founder



Jez Hughes
Consultant



Ingrid Abreu Scherer
Consultant



Lord Syed Kamall
*Member of
UK House of Lords*



Dr Claire Fuller
*National Primary Care
Medical Director*



Sami Gichki
*Co-chair,
#IWill Movement*



Frederike Harms
*Business Development
Consultant*

