INTER-
GENERATIONAL
ENGLAND

SHAPING A SOCIETY FOR ALL AGES

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INTER-GENERATIONAL ENGLAND

DIVIDED GENERATIONS: AGEING AND CONNECTION



AGENDA AND OBJECTIVES

AGENDA

1. Welcome
2. People Lens and Empathy
3. System Mapping
4. Harvest & Reflection
5. Closing & Call to Action

OBJECTIVES

- Understand why intergenerational connection matters for housing and community investment.
- Identify barriers, gaps, and opportunities across design, policy, and culture.
- Co-create practical ideas to embed intergenerational practice into strategies and partnerships.




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STAND UP IF....

TWO SIDES OF THE SAME COIN



CREATIVE HEALTH & PLACE BASED DELIVERY

IMM uses music and storytelling to create meaningful intergenerational connections, improve mental and physical well-being, and bridge generational divides.

Grassroots Impact: Projects empower individuals, nurture equal-status interactions, and cultivate a sense of belonging, enhancing participants' confidence, resilience, and creativity.

Holistic Approach: IMM embeds intergenerational practices into care settings, leveraging creativity to tackle loneliness, isolation, and other social challenges.

ADVOCACY & POLICY INFLUENCING

IE works with policy makers, businesses, and communities to embed intergenerational principles into national strategies, addressing disparities in housing, education, and health.

Strategic Support: IE engages with NHS England, universities, and organisations like Clarion Housing to drive integrated, intergenerational models of care and community development.

Research and Innovation: Through pilot testing, outcome frameworks, and white papers, IE provides the evidence base needed to inform best practices and scalable solutions.

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 it's 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



"The world is facing a stark level of age segregation, in where we live and how we connect online. This deepening divide fuels mistrust between generations and means we risk losing the well-evidenced benefits of intergenerational connection. Now is the time to act for our health, communities, and shared future."

Bobby Duffy, Professor of Public Policy and Director of the Policy Institute, King's College London

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HEALTH

Loneliness increases the risk of early death by 26%, with social isolation shown to have the same health impact as smoking 15 cigarettes a day.

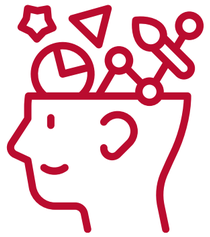
Source: Holt-Lunstad et al., 2015, PLOS Medicine.



HOUSING

Only 5.5% of children in the UK live near someone aged 65 or older, reflecting widespread residential age segregation in both urban and rural areas.

Source: UK Collaborative Centre for Housing Evidence (CaCHE), 2023



EDUCATION

1 in 5 children and young people aged 8 to 25 in England have a probable mental health disorder, with rising levels of anxiety, depression, and disengagement from school and community life.

Source: NHS Digital (2023),



CARE

Just 7% of care home residents report regular interaction with anyone under the age of 30, despite clear evidence that intergenerational activities improve wellbeing and reduce depression in older adults.

Source: Care England, 2023.



CULTURE AND COMMUNITY

Only 17% of UK adults regularly engage with people from a different generation in community spaces, falling to 14% for those aged over 55.

Source: YouGov / Intergenerational England Poll, 2023



WORKPLACES

1 in 3 believe they've been turned down for a job because of their age and only 6% of UK employers have strategies in place to support multigenerational teams.

Source: Centre for Ageing Better, 2022

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Millennials are killing the napkin industry

The Boomers Ruined Everything

Power-hungry hedonists? Survey reveals what drives generation Z

...nerations generations-book.org

INTERGENERATIONAL ENGLAND POLLING

"Mixing with people of different age groups/ generations can reduce feelings of loneliness"



81%

of UK adults agree with the statement

"Mixing with people of different age groups/ generations can improve our mental health"



76%

of UK adults agree with the statement

"Mixing with people of different age groups/ generations can improve our general health and wellbeing"



76%

of UK adults agree with the statement

In the UK, 79% of people believe that stronger connections between generations could significantly reduce loneliness and improve mental health outcomes, with support particularly high in Wales, Northern Ireland, and among more deprived communities.

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PEOPLE
SECTORS
SYSTEM



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THE WIDER DETERMINATS OF HEALTH INEQUALITIES

SOCIO-ECONOMIC STATUS

EDUCATION AND EMPLOYMENT

NEIGHBOURHOOD ENVIRONMENT



JOE, 21 YEARS OLD



SHARON, 59 YEARS OLD

COMMUNICATION AND BELIEF SYSTEM

HEALTH & SOCIAL CARE NEEDS

HOUSING

SOCIAL RELATIONSHIPS

FOOD SECURITY AND NUTRTION

LIST 3–5 IDENTITY TRAITS, VALUES, OR EXPERIENCES THAT HAVE SHAPED WHO YOU ARE TODAY



INTERGENERATIONAL MAPPING CAROUSEL

- **Policy, Systems & Funding**
- **People & Workforce**
- **Place, Build and Design**
- **Culture, Community & Perception**

HOW IT WORKS

Round 1 – 5 minutes:

Discuss your theme and respond to your table prompt - **Diagnostic or Visionary**

Write your thoughts on the post-its

Stick them directly on the sheet.

Rotate! (on buzzer)

Move clockwise to the next table.

Quickly read what the previous group wrote.

Add or build on their ideas - agree, challenge, expand

Repeat for 4 rotations

You'll visit multiple tables and see how different parts of the system connect.

THE TRUTH IS - EVERYONE HAS A PART TO PLAY

EVERY CONVERSATION

EVERY CUP OF TEA

EVERY SHARED STORY IS AN ACT OF RESISTANCE

AGAINST THE IDEA THAT AGE SHOULD DIVIDE US

THIS IS WHAT REAL CHANGE LOOKS LIKE

IT STARTS SMALL. IT STARTS LOCAL.

IT STARTS WITH US

WE ARE MANY VOICES

WE ARE SHARED WISDOM

WE ARE FUTURE AND PAST

MEETING IN THE PRESENT

WE ARE INTERGENERATIONAL ENGLAND

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ENGLAND

INTERGENERATIONAL
MUSIC MAKING

THANK YOU FOR YOUR TIME

INTER-GENERATIONAL ENGLAND

UnLtd

NAO National Audit Office

THE GIVING DEPARTMENT

cohesion Reach. Engage. Retain

Tunstall

YOUTH SPORT TRUST

Phoenix

WE ARE FUTURES

NHS Frimley

NCF THE NATIONAL CARE FORUM

Royal Albert Hall

SNG Sovereign Network Group

Homes England

Cumberland Lodge

CIPD Trust

Centre for Ageing Better
Action today for all our tomorrows

BIG ISSUE INVEST

Inspired Villages
The best years of your life?

Virgin unite

Bank of England

Pfizer

THE BROKERAGE

UK Parliament

The Bridgewater Hall

HACT

CARE ENGLAND
Representing independent care providers

CLARION HOUSING GROUP

age UK

Department for Digital, Culture Media & Sport

YouGov

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