ILC Friday three - 16 June 2023

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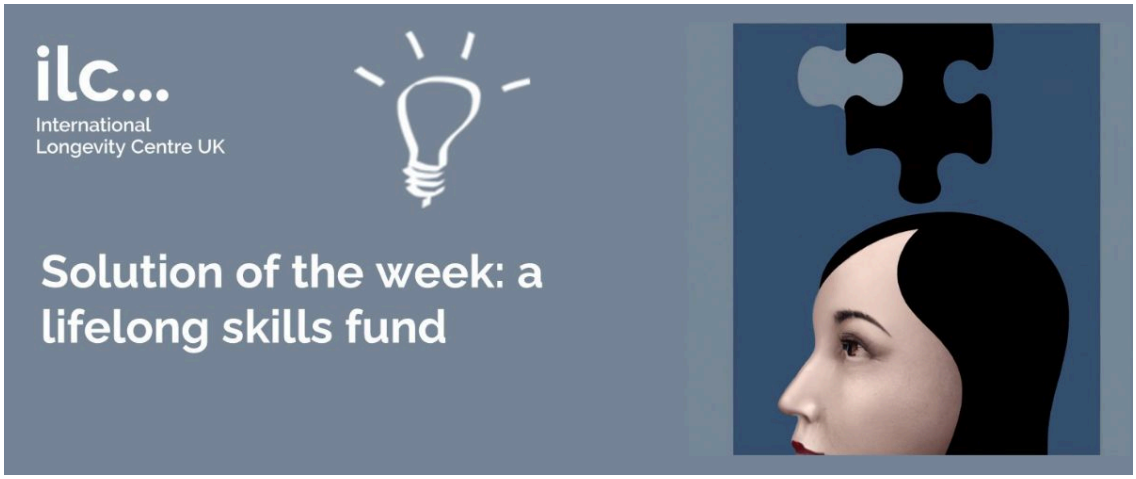
International Longevity Centre UK

# Latest news

## ILC Friday three

- Solution of the week - a universal fund for lifelong learning?
- Remembering Sally Greengross - a world without ageism
- Healthy retail - how can good design help?

## Solution of the week - a universal fund for lifelong learning?




The exam season is coming to a welcome end, but the future for 16 and 18-year-old school and college leavers is laced with uncertainty. As technology advances and the AI revolution disrupts job landscapes, are they equipped with the skills they need to succeed? And what might they need to learn to upskill in ten or twenty years' time?

What if the government were to gift each 18-year-old a modest "starter grant" towards lifelong skills development? Like Gordon Brown's Child Trust Fund scheme, the "Lifelong Skills Fund" would be universal, tax-free, and accrue interest over time. Employees and employers would be incentivised to contribute to the fund, bolstering its value progressively.

Critically, such a fund would not impose rigid guidelines on what it could be used for but would be both flexible and transferable. This way the fund would remain a useful

today's - and tomorrow's - multifaceted and fluid job markets.

Analysis by the Oxford Learning College suggests that around 40% of current workers in the UK don't have the right qualifications for their job, either being underqualified or overqualified. It is also estimated 20% of the workforce will be significantly underskilled for their jobs by 2030. This could amount to around 6.5 million people. A "Lifelong Skills Fund" would symbolise a long-overdue shift in how we perceive and invest in skills development. By allowing universal resources and flexibility for lifelong learning, such a fund would benefit both individuals and the wider economy.

The ILC has just started a project with Phoenix Insights exploring the barriers to lifelong learning and skills development. We would really like to hear from you about any solutions or examples of good practice.

**What do you think?** Since the start of the year, we've been highlighting examples of policy and practice which could help us adapt to increased longevity. And we've had a great response, with many of you sending us their solutions - thank you. We will collate ideas into a plan for the next Government and launch it at our Future of Ageing Conference on 7 December 2023. So, what do you think? Do you have different or better ideas? Let us know via events@ilcuk.org.uk

**LET US KNOW**

## The Greengross lecture - a world without ageism

"Ageing is not something that old people do, we are all ageing. Age denial blinds us to our own bias" Ashton Applewhite at the inaugural Greengross lecture on 15 June 2023




As many of you know, Baroness Sally Greengross OBE founded the ILC-UK in 1997. Sally's death, almost a year ago, has left an enormous hole, but an important and lasting legacy.

This week at the British Museum, Sally's colleagues, friends and family gathered to celebrate her life and considerable achievements. The evening began with the

Ashton and Sally were good friends and travelled around Australia together in 2019. Sally felt that the US and individuals like Robert Butler and Ashton had led the way in looking at the impact of ageing on society, in provoking meaningful conversations and pioneering solutions. And Ashton did not disappoint. You can watch her wonderfully provoking and pioneering lecture here or via the button below.

The whole event would not have been possible without the generous support of the Greengross family and the British Museum. And the Greengross lecture on the future of ageing was generously supported by AARP, Audley Group, LV=, Phoenix Group, and Hallmark Foundation.

**WATCH HERE**

## Healthy retail - how can good design help?




Ever purchased a pre-packaged sandwich? The kind encased in a cardboard shell that easily tears open to present your meal as a pair of immaculate, crumb-free triangles? Ring any bells? It's an excellent example of unassuming yet effective design making our everyday life easier, even if it often goes unnoticed.

ILC's Retail Impact Fellow, Ailsa Forbes, was lucky to meet with the innovative minds responsible for this concept, and over 150 research projects, at Lab4Living and Design Futures. This interdisciplinary group, based at Sheffield Hallam University, tackles real-world problems affecting health and wellbeing. Professors Claire Craig, Paul Chamberlain, and Peter Lloyd-Jones, alongside their extraordinary team of product researchers, strive to design services and interventions that uphold dignity and augment the quality of life.

While talking with Claire Craig, a recurring theme surfaced: the necessity for thorough, pragmatic observation, evidence-backed research, and the courage to question existing problems in the pursuit of potential product development. Nonetheless, the prevalent issue of ageism, which often hampers progress and curbs

knowledge, expertise, and an understanding of our needs as we age to the next generation of designers.

The benefit of their onsite workshops, where prototypes are designed, constructed, and tested, is the expedited process of bringing products to market. Moreover, they've cleverly positioned a shop and exhibition space near the bus station—an advantageous move that led to further opportunities when an industry member's inquiry turned into additional work. From creating a resource aimed at assisting people in the early stages of dementia or simplifying cracker packaging for hospital use, this collective of research scholars is shattering barriers with co-design.

Ailsa is planning a Healthy Retail Expo week from **11 - 15 September 2023** - so please save the date and look out for further details soon. In the meantime, you can read more about the Healthy Retail Project, supported by UKRI and Stirling University, via the button below.

READ MORE

To keep up-to-date with ILC events throughout the year, please continue to check our website on a regular basis.

Future of Ageing 2023 takes place on Thursday 7 December. If you haven't got your ticket yet, please register here.

Please follow us on social media via the links below for our latest news and event updates.

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