
Agenda for Later Life 2012



Thursday 8 March 2012
Victoria Park Plaza Hotel, London



Chaired by Paul Lewis
Presenter, Money Box

Book before Friday 3 February to
benefit from our early booking rates.

www.ageuk.org.uk/AFLL

Speakers include:

Professor Alan Walker

Professor of Social Policy & Social Gerontology,
Director of the New Dynamics of Ageing Programme,
The University of Sheffield

Otto Thoresen

Director General, Association of British Insurers

Rt Hon Andrew Lansley CBE MP

Secretary of State for Health (invited)

Age UK is proud to present the essential conference for everyone with an interest in public policy for older people.

This conference takes a fresh approach to our ageing population. While the Government is starting to address some of the big challenges associated with ageing, all parts of society need to develop a long-term ageing strategy. This event aims to bring together an insight into the impact of public policy on the way we age and set the context for the wider challenge to individuals, communities and the private sector, to play their part in responding to our ageing society.

You will receive your own free copy of *Agenda for Later Life 2012*, launched at the conference. This new-look report is the definitive annual publication on public policy for later life.

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A unique opportunity to:

- hear from high-profile speakers and leading thinkers from across the ageing policy world
- gain a unique insight into the future challenges of our ageing society, and about how to respond to them
- take part in our 'House of the future' exhibition
- tailor your own conference to focus on the policy areas of interest to you, by choosing from a range of plenary sessions and discussion seminars available
- work with us to improve the lives of older people.



**EARLY-BIRD
BOOKING RATES**
Book before
3 February 2012

Programme

09.00 Registration

09.45 **Plenary session**

Chair's welcome

Paul Lewis, Presenter, Money Box

09.55 **Tomorrow's vision for later life**

Tom Wright CBE, Group Chief Executive, Age UK

Preparing for an ageing society

Professor Alan Walker

Professor of Social Policy & Social Gerontology

Director of the New Dynamics of Ageing Programme

The University of Sheffield

Panel discussion: The economics of ageing

Robert Chote, Chairman, Office for Budget Responsibility (invited)

Discussion panel:

AARP speaker (tbc)

PWC speaker (tbc)

Rt Hon David Willetts MP, author of *The Pinch* (invited)

11.25 Exhibition, refreshments and networking

11.45 **Parallel plenary sessions**

State Pension reform: meeting the needs of current and future pensions

This session will set out the latest proposals for State Pension reform for future pensioners and options for current pensioners – and the impact they will have. Will reforms that impact on future pensioners succeed in delivering a fairer, simpler system? Is it right to exclude current pensioners from these reforms? If not, how could changes be made in a way that is affordable? What are the best ways to tackle pensioner poverty and improve the financial position of those with the lowest pensions?

Chair: Paul Cann, Chief Executive, Age UK Oxfordshire

Chris Curry, Research Director, Pensions Policy Institute

Professor Jay Ginn, Visiting Professor, Institute of Gerontology, King's College London

Kate Oldfield, Director, IFF Research

Integrating health and social care

Integrated care is often seen as the holy grail of health and social care reform. Achieving it is complex and substantially impeded by a fundamental division between these two sets of services and the difficulties in knowing exactly what people have a right to access. Starting with the objective of making care seamless for patients and the outcomes better, how can integration be achieved and is it in fact the only solution?

Rt Hon Stephen Dorrell MP, Chair, Health Select Committee (invited)
Chris Ham, Chief Executive, The King's Fund (invited)

Can the financial services industry deliver for older people?

The Dilnot report proposed capping the amount an individual might have to pay for care, in order to make it clear how much people would have to provide from their own resources. What is the role of the financial services industry in helping people to prepare for later life?

Chair, Tom Wright CBE, Group Chief Executive, Age UK
Julia Unwin CBE, Chief Executive, Joseph Rowntree Foundation
Otto Thoresen, Director General, Association of British Insurers
Martin Wheatley, Managing Director, Consumer and Marketing Business Unit, Financial Services Authority (invited)

12.55 Lunch, exhibition and networking

13.55 **Discussion seminars**

15.10 Exhibition, refreshments and networking

15.30 **Afternoon plenary session**

Dignity in care

Dianne Jeffrey CBE DL, Chairman, Age UK and Co-chair, Dignity Commission

Government address

Rt Hon Andrew Lansley CBE MP, Secretary of State for Health (invited)

16.45 Chair's closing remarks

For speaker information
and conference updates visit
www.ageuk.org.uk/AFL



Discussion seminars

The DIY society

Economic hard times are accelerating social change, and particularly the expectation that consumers and citizens should 'self-serve', by going online, managing their own budgets, and (even) enforcing consumer protection. This is often categorised as 'empowerment'. How can older people navigate this increasingly DIY society and what conditions are required for true empowerment?

Francis McGee, External Affairs Manager,
Money Advice Service (invited)

Inclusive design

For an ageing population, designing goods and services to meet the needs of a wide range of customers makes sense. What are the challenges facing business in thinking this way, and what needs to be done to ensure that products are inclusively designed?

Phillipa Aldrich, Founder, The Future Perfect Company
Professor Jeremy Myerson Director, Helen Hamlyn Centre
for Design, Royal College of Art

Can work, will work: ensuring fairer recruitment

Ageism in recruitment is one of the most common barriers to work experienced by older jobseekers. It can take many forms, ranging from the overt to the subtle, and even the subconscious. Many employers are only prepared to see the negative stereotypes associated with older workers, and this seminar will look at what forms this can take and what can be done about it.

Ed McRandal, Policy Advisor, Recruitment
and Employment Confederation
Samina Shad, Group Resourcing Diversity Manager, British Gas
AARP speaker (tbc)

Do energy markets work for older consumers?

An estimated 3 million people aged 60+ are living in fuel poverty. With energy prices continuing to rise, what can be done to ensure that people can afford to keep warm, and how can the UK balance the need to invest with the need to keep prices down?

Christine Farnish, Chair, Consumer Focus (invited)
Scottish and Southern Energy
Speaker to be confirmed

Not in my backyard – planning and older people's housing

Will reform of the planning system increase the supply of affordable housing for older people? The Government has now consulted on a major reform of planning as part of its National Planning Policy Framework. Developers argue that despite reform, it will still be difficult to obtain planning permission for retirement housing. Why is this and how can we address the problem?

Chair: Barrie Thompson
Kate Henderson, CEO, Town and Country Planning Association
Paul Teverson, Head of Public Affairs, McCarthy and Stone

Organising for change: the Age Action Alliance

The Age Action Alliance is a partnership of organisations drawn from civil society and the public and private sectors. This seminar will draw on the example of the Age Action Alliance to explore how working together can result in demonstrable progress and change.

Chair: Michelle Mitchell, Charity Director, Age UK
Andrew Bonser, Director of Public Policy, Boots
Alan Hatton-Yeo, Chief Executive, Beth Johnson Foundation

Opportunities for social action for later life

Many older people already enjoy playing an active role in their community, whether they are involved in an older people's forum challenging council strategies or participating in a telephone befriending service. This seminar will discuss the opportunities for older people to shape the places they live in and the services they rely on.

Sue Warr, Project Manager, Dorset Partnership for Older
People Programme, Dorset County Council
Kathleen Carter, Winner of 2011 'Take Action Award'

Tackling malnutrition: How big is the task?

The ability to eat and sustain yourself is a basic human need, yet the reasons over one million older people in the UK cannot always achieve it are numerous and sometimes complex.

This session will explore some of these reasons as well as outlining the extent of the problem. We also aim to examine the solutions to what is a hidden and devastating public health issue.



Who should attend?

This conference will benefit all those interested in public policy on ageing and older people, in particular:

- policy makers
 - local authorities and government departments
 - providers of services to older people – voluntary, statutory and private
 - older people's organisations
 - commercial organisations
 - health professionals
 - care professionals
 - social services
 - housing organisations
 - trade unions
 - academics
 - older people themselves.
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Further information

Venue

Victoria Park Plaza Hotel
239 Vauxhall Bridge Road,
London SW1V 1EQ
Tel: 020 7769 9999
www.victoriaparkplaza.com

Location

The hotel is located within five minutes walking distance of Victoria Station.

Exhibition opportunities

If you are interested in sponsorship and exhibition opportunities at this conference, please contact us.

Full conference fees

Private £349 + VAT (£418.80)
Public £279 + VAT (£334.80)
Voluntary £149 + VAT (£178.80)
Local Age UK £129 + VAT (£154.80)

Book before Friday 3 February to benefit from our early booking rates.

Contact details

Public Affairs Events Department
Tavis House
1–6 Tavistock Square
London WC1H 9NA
Tel: 020 3033 1501

Terms and conditions

Age UK reserves the right to make changes to the programme, speakers or venue should this become necessary and without notification. In the unlikely event of us having to cancel the conference, our liability to delegates arising out of such cancellation will be restricted to the refund of any fees paid in advance by the delegate. Age UK will not be held responsible for travel, accommodation, or other contingent expenses for delegates who fail to attend the conference for any reason. Age UK will not be held liable or responsible for the loss or damage to any property that any delegate brings on to the conference venue premises. One delegate may be substituted with another delegate provided that you give Age UK written notice at least three working days before the conference takes place. To the extent permitted by law, neither Age UK nor its facilitators or trainers will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the conference material or presentation of the conference or except to the extent that any such loss does not exceed the price of the conference arising from or connected with any error or omission in the conference material or presentation of the conference. Consequential loss shall be deemed to include, but is not limited to, any loss of profits, damage to reputation or goodwill, loss of business or anticipated business, damages, costs, or expenses incurred or payable to any third party or other in direct or consequential loss.

Data Protection Act 1998

We will use the information you have supplied to communicate with you in line with Data Protection guidelines. Age UK (registered charity no 1128267) comprises the Charity, its group of companies and national partners (Age Cymru, Age Scotland and Age NI). By providing your email address and/or mobile number you are agreeing to us contacting you in these ways. You may contact us at any time to unsubscribe from our communications by phoning 0800 107 8977.

Payment and cancellation

The booking form is a binding contract between the delegate and Age UK and is governed by English law. You or your organisation must pay Age UK the full price for the booking on receipt of the invoice or at least three working days before the conference takes place, whichever is the earlier. A receipt for payment will be issued on request. The booking fee is inclusive of refreshments and written materials provided in connection with the conference.

If you wish to cancel your booking you must give written notice to us of such cancellation. If you cancel your booking, a charge will be made and calculated as a percentage of the total booking value according to the scale below:

Before 28 days prior to the event – 20 per cent
28–14 days prior to the event – 50 per cent
14–7 days prior to the event – 80 per cent
7 days or less prior to the event – 100 per cent

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and registered company number 6825798). The registered address is Tavis House, 1–6 Tavistock Square, London WC1H 9NA. Age Concern England (registered charity number 261794) and Help the Aged (registered charity number 272786), and their trading and other associated companies merged on 1 April 2009. Together they have formed the Age UK Group, dedicated to improving the lives of people in later life. The three national Age Concerns in Scotland, Northern Ireland and Wales have also merged with Help the Aged in these nations to form three registered charities: Age Scotland, Age NI and Age Cymru. ID200027 12/11

Booking form

Online

www.ageuk.org.uk/AFL

By fax

020 3033 1490

By post

Public Affairs Events Department
Tavis House
1-6 Tavistock Square
London WC1H 9NA

Enquiries

Tel: 020 3033 1501

Email: agendaforlaterlife@ageuk.org.uk

How did you hear about this conference?

- Age UK website
- Mailing from Age UK
- Email from Age UK
- From a colleague
- Via Twitter/LinkedIn
- Other (please specify)

Have you attended an Age UK conference before?

- Yes No

Individual requirements

Please let us know if you have any individual requirements. You may be contacted to discuss how best we can meet these requirements.

The venue has full disabled access.

- I am a wheelchair user
- I have restricted mobility
- I require an induction loop
- Other (please specify)

I require a special diet (please specify)

Delegate details

(*This is as it will appear on your delegate badge)

Title

Name*

Organisation* (if applicable)

Position

Address

..... Postcode

Tel

Mobile

Please tick this box if you wish to receive a reminder via text

Email

Parallel sessions

Please indicate which parallel session you will be attending:

- State pension reform: meeting the needs of current and future pensions
- Integrating health and social care
- Can the financial services industry deliver for older people?

Discussion seminars

Please indicate your **first and second choice**.

Places will be allocated on a first-come, first-served basis.

- The DIY society
- Inclusive design
- Can work, will work: ensuring fairer recruitment
- Not in my backyard – planning and older people's housing
- Do energy markets work for older consumers?
- Organising for change: the Age Action Alliance
- Opportunities for social action for later life
- Tackling malnutrition: How big is the task?

Payment details

Please tick the applicable rate in your sector:

Private: Commercial sector

Private £349 + VAT (£418.80)

Private reduced* £299 + VAT (£358.80)

Public: Central Government departments and agencies, non-departmental public bodies, local authorities, public sector organisations and academics

Public £279 + VAT (£334.80)

Public reduced* £229 + VAT (£274.80)

Voluntary: Voluntary organisations

Voluntary £149 + VAT (£178.80)

Voluntary reduced* £129 + VAT (£154.80)

Local Age UK

Local Age UK £129 + VAT (£154.80)

Local Age UK reduced* £99 + VAT (£118.80)

Discount code (if applicable)

Tweet about Agenda for Later Life 2012 #AFLI and receive 10% off your delegate place.

Tell your followers about the event, why you will be attending, or the great line-up of speakers we have. Don't forget, you will need to follow us @age_uk and use the conference hashtag #AFLI when you tweet or we won't be able to direct message you with the discount code.**

Please tick the applicable method of payment:

Cheque for £ payable to Age UK enclosed

Please invoice for £ quoting PO number

If you wish to pay by credit/debit card, please book online at **www.ageuk.org.uk/AFLI**

Authorisation

I wish to book the above delegate place for Agenda for Later Life 2012 on Thursday 8 March 2012 at the Victoria Park Plaza Hotel, London. I understand that this is made, subject to the booking terms and conditions.

Signature Date

Confirmation

Once we have received your booking form with payment, we will send confirmation by email.

**Early-bird booking rates! Book before Friday 3 February 2012.
Tweet about the conference for a discount.**

*Early-bird rate valid until 3 February 2012.

**Only one discount code can be used per person. This cannot be used in conjunction with any other offer.