

“THE COMPETITIVE ADVANTAGE OF AGEING”

A MASTER CLASS RELATED TO AGE-FRIENDLY CITIES IN TWO PARTS.

The IFA is very proud to announce a two part Master Class based on 25 years research and practice into economic step change. The Class draws from case studies and the first-hand, front-line experience of practitioners involved in ageing-in-place change and age-friendly like programmes. Presenters will provide an expert insight into the collaborative models and strategies that have helped to deliver city-wide change, in response to the challenges and opportunities presented by an ageing society.

The master class will be facilitated by an experienced team from the UK-based research group, BusinessLab¹, who will use relevant findings from their 6-year, multipartner collaborative research programme, *ActiveAge: Solutions for an Ageing Society*², to provide a context for discussion and debate.

Attendees will be encouraged to probe and challenge the model and processes and will be helped to map their own situations against the key factors for success. The goal of the master class is help delegates *define actions and priorities for themselves as they leave the conference and return to their own communities.*



PART I: THE STEP CHANGE MODEL

Through facilitated discussion and case study insights, the BusinessLab team and experts and practitioners will help delegates explore and understand how effective change is being delivered through innovative collaboration and partnership.

Through the step change model - a four-element development framework - delegates will be encouraged to consider their own contexts and situations within their own communities and will be helped to map how and where they fit within the step change model.

Part I will help delegates to consider:

1. Initial Conditions
Exploring the key conditions – economic, social, political and technological -that are driving the need for change and innovation
2. Partnership networks:
Considering the existing formal and informal networks – public, business, academic and third sector - that can help to embed the need for change
3. Agents of change
Setting out an intergenerational mix of individuals and organisations from across the community, who can be mobilised as exemplars to promote the need for change.
4. Collaborative vehicles
Designing new structures and forging new relationships in order to stimulate creativity and innovation and to conceive and deliver new and sustainable solutions.

¹ www.businesslab.co.uk

² *ActiveAge has been funded by Alliance Boots, Broadband Capital, BT Group, Codeworks, Essentia Group, Johnson & Johnson, Microsoft Corporation, Newcastle City Council, Newcastle Science City, Scottish Enterprise, The Centre of Excellence for Life Sciences, The Health Innovation and Education Cluster NE, The Institute for Ageing and Health, The North East of Scotland Transport Partnership, The Scottish Adult Learning Partnership and Scottish Enterprise (www.activeage.org)*



PART II: DELIVERING THE CHANGE

Part II of the Master Class focuses on *Advantage Newcastle*³ a multi-partner campaign to transform a region-wide interest in, and expert knowledge of, the ageing demographic, into a competitive advantage.

Delegates will be invited to compare and contrast their own situations with the Newcastle model and to map how and where the model can assist and inform their own strategies and processes.

1. Personal strategies
Building capacity of citizens to improve the quality of their lives in older age
2. Assisted living
Increasing the opportunity for older people to live longer in their own homes
3. All-age city
Improving the accessibility, convenience and attractiveness of towns and cities to older people
4. Smart-age business
Helping businesses capitalise on the opportunities of the ageing demographic.

Sources of Master Class Content

The content of *The Competitive Advantage of Ageing* master class has been drawn from:

- Research and process development activity focusing on city-regions that has been done by BusinessLab's principals over the last 25 years
- The *ActiveAge* research programme that has been running since 2005
- The *Advantage Newcastle* strategic development process that is being overseen by a stakeholder group⁴ of major public and private sector organisations from the North East of England.

WHO SHOULD ATTEND?

Stakeholders in the drive to improve the age-friendliness of our communities including but not restricted to:

- City and regional government leaders - both political and executive leaders who recognise the need to establish clear and consistent messages about the strategic importance of age-friendly policies and strategies to local, regional and national communities.
- Health and social care service providers - who recognise the need for innovation and new collaborative relationships in the drive to respond, cost effectively, to the health and social

³ *Advantage Newcastle* is an economic step change program for Newcastle and the North East, which is focusing on the ageing demographic. Stakeholders from the public, private and third sectors are working together to identify visionary step change projects for the region that focus on ageing. The goal is to create a new generation of opportunities for North East businesses and attract a new wave of international investment (www.advantagenewcastle.co.uk)

⁴ The *Advantage Newcastle* Stakeholder Group comprises AgeUK, BusinessLab, the Chartered Institute of Marketing, the Confederation of British Industry, the Federation of Small Businesses, Gateshead Council, HIEC North East, the Institute of Directors, Microsoft Corporation, Newcastle City Council, Newcastle College, Newcastle International Airport, Newcastle Science City, Newcastle University, Newcastle Upon Tyne Hospitals NHS Foundation Trust, Nexus, North East Chamber of Commerce and the Quality of Life Partnership.

care needs of the older consumer who wants to live longer, independently in his or her home.

- Business leaders – who see a role for themselves as responsible employers of an older workforce and as socially conscientious partners in the drive to make society, in general, more age-friendly.
- Third sector leaders – who recognise a new and growing role for the third sector as a trusted and innovative partner for their public sector clients, business investors and the communities they support.
- Business organisations - who see ageing as a topic of heightened interest for their members and are seeking ways to provide relevant and timely information and to facilitate effective channels for their members to identify new markets and engage in new product and service opportunities and new procurement solutions with public sector partners.
- Academic leaders – who recognise the importance of establishing a clear understanding of research and knowledge needs within business and government and of their research to be ever more relevant and accessible to local, regional and national communities.

SPEAKERS (AND MORE COMING)



Mr Gregor RAE
Chairman and CEO, BusinessLab

Gregor Rae is a strategist with over 25 years experience in ICT and corporate strategy, marketing and communications. He has worked extensively in the UK, Scandinavia and North America on advising companies in sectors such as energy, food, finance, engineering, transport, retail and engineering.

Gregor has also advised governments in the UK and overseas on competitive strategy and public-private sector partnership. Since creating BusinessLab in 1998 Gregor's focus has been on

technology-enabled competitiveness and the development of collaborative business models to address corporate, community and regional challenges.

His current work focuses on the impact of technology on regional, city and corporate competitive strategy and on the changing world of work. Gregor has led the development of the ActiveAge programme since its launch in 2005.



Mr Colin WILLIAMS
Director of Transformation, Newcastle City Council

A qualified social worker, Colin had nearly 20 years experience as a frontline practitioner before moving on to become an operational manager of adult social care services at both frontline and executive level.

In 2001 he left local government to work in the NHS and then for the Department of Health in a variety of policy development and implementation roles. In 2008 he joined Newcastle City Council to lead the reform of adult social care services in the city, focusing particularly on the introduction of personalization.

Colin is now Director of Transformation with the Council's Adult and Culture Services Directorate. He is the lead Director for an ongoing and substantial change programme within Adult Services, manages a number of operational services, and leads for the Council as a whole on partnership arrangements concerned with health and wellbeing. Colin has also held a number of voluntary roles during his career ranging from senior elected positions within the trade union movement to membership of the management board of a local voluntary organization and of a school governing body.