

Strategy Document

2024-2026



Introduction

With great enthusiasm we are embarking on the next phase of Ready Generations' journey. The achievements of 2021-2023 lay a solid foundation for our continued success. This strategy document outlines a comprehensive plan to build on our intergenerational work, professional development initiatives, partnerships, creative identity and belonging projects in line with our charitable objectives.

Our vision - what we want to achieve

We have revisited and refreshed our vision.

We want children , families and older people to enjoy places and experiences that feels uniquely special with the people and the things that they love, in a community where everyone looks out for one another, doing the things that matter most.

Adapted from Social Care Futures 2022



Our values

Our values have stayed the same.



Why our work matters

Changes in global demographics and progress in medicine mean that, for the first time, it is possible for four generations to share a longer life span together. We think this is exciting and provides rich opportunities for communities to come together to provide significant support to each other.

Interactions between generations were severely impacted by the covid-19 pandemic and it is now time to realise the benefits brought by intergenerational connection in a post pandemic world.

It is time for intergenerational solidarity!

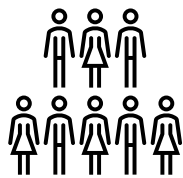
The value of older people

The World Health Organisation (WHO) predicts that the ageing population will rise to 155million by 2040. Currently, they estimate that over 55million are living with dementia, with numbers doubling every twenty years, reaching 82 million by 2030 (*Eurostat 2017 data*). In contrast to existing perceptions that the older generation are a potential burden to society, we see them as the richest resource as educators and nurturers and wise providers of social and emotional support.

Unifying generations

Our research and the stories we have collected suggest there is a strong desire for more intergenerational interactions. Research in 2022 from *Edwards Lifesciences*, a global leader of patient focussed innovations, supports this, reporting that both younger and older generations were 11 times more likely to think closer relations between generations were a good thing (77% of sample survey) versus a bad thing (7%).

We have three simple principles for bringing generations together:



- ✓ Everyone in – no-one left out!
- ✓ Listening and acting
- ✓ Everyone a changemaker

Learning and innovation

Our supporters, volunteers and professional workforce matter to us. We want them to be the best they can be. We want to excite professionals so that they want to come and learn alongside us. As researchers, we want to share our learning to support others to improve. For people who need extra care and support, we work together to understand what a good life looks like for them. We make sure they have the resources and support to live the life they chose and do the things that matter most to them as independently as possible.

Influencing creative change

Over the next two years we are looking to have impact across the following areas:

- ✓ more safe and intentional spaces to bring people together
- ✓ co-creation of programmes with children, young and older people
- ✓ older people as effective educators
- ✓ developing the United Nations *Sustainability and Inner Development Goals*
- ✓ intergenerational housing and co-housing schemes
- ✓ mentoring and educational programmes between children, young and older people
- ✓ professional leadership of intergenerational pedagogy
- ✓ multi-sector partnerships for change

Sample testimonials from the Nursery in Belong 2023

Giving the baby her bottle made me feel young and needed again. Resident

These children are my life now! I adore every one of them! Resident

We get goosebumps every time we see the children and older people together! Grandparents

Thank you – the children have given me my mum back! Daughter of resident

My dad is like the Pied Piper – all the children follow him. I love seeing the change in him when the little ones are around. Daughter of resident

I haven't pushed a pram for over sixty years and it felt absolutely brilliant. I had the best Friday of my life. Resident

I have missed you so much over the weekend. Your smiling face is all I need and when you call my name I feel my heart go faster. Resident overheard talking to child

This is just such a special place. My child talks about their grand-friends all the time and recites their names every night before going to sleep. Parent

This work is unique and truly inspirational. I have never seen such shared joy and love in a community project before. Senior Researcher University of Central Lancashire

I am so thrilled to be working with Ready Generations. I can't stop telling colleagues about the Nursery. Cheshire Dance Representative

We are really excited to be sharing our Human Library work with Ready Generations and local Cheshire schools. We love coming over to Chester. The intergenerational approaches are ground-breaking. We are sure more schools would just jump at the opportunity to be involved. Barrowford Primary School, Lancashire

I am in awe of what you are achieving here! Truly pioneering! CEO The Spiral Partnership

I think we should request a Minister comes to view what you are achieving here. It sits so closely with the emerging model of Family Hubs. Amazing work! DfE Early Years Lead

Our development priorities to 2026

Priority One The Nursery in Belong

Objective: Enhance and expand interactions between people of all ages through effective partnership with Belong Villages.

Actions:

- Introduce new invitations, experiences and opportunities that encourage meaningful interaction between children and older people.
- Extend reach to include local primary schools.
- Ensure consistent quality improvement across all teaching and learning.
- Embed the *Attuned Relationships Model* and *Mirrored Curriculum Framework*.
- Conduct regular assessments to tailor activities to individual needs and preferences.
- Invest in the physical space to create a more welcoming and inclusive environment.
- Explore opportunities for outdoor spaces and gardens to facilitate more shared experiences linked with the natural environment.

Priority Two Community Integration

Objective: Create opportunities across our work for more co-creation and collaboration with communities of all ages

Actions:

- Organise community/professional events that showcase the positive impact of intergenerational invitations, opportunities and experiences.
- Collaborate with both local and national organisations and partners to create a supportive and evidence based network of support and learning.

Priority Three

Leadership and professional development

Objective: Expand reach and scale through high quality professional development.

Actions:

- Provide ongoing professional development pathways for our staff to enhance their ability to lead and facilitate intergenerational programmes.
- Implement mentorship programs between staff members and residents for knowledge exchange.
- Publish *Leadership Competency Framework* for intergenerational practice.
- Work with children young and older people to develop a set of *What Matters Most* principles that develop the concept of *reciprocity*. These move away from a reactive, transactional model to identifying personal and collaborative strengths and solutions as a way of promoting resilience and community cohesion.

Priority Four

Effective partnerships

Objective: Build effective partnerships and collaborations with organisations, universities and education/care settings to integrate intergenerational approaches and expand reach and impact.

Actions:

- **Curriculum development**
 - Refine and expand our curriculum based on lessons learned from our intergenerational nursery model.
 - Incorporate innovative and creative teaching and learning approaches that emphasize the benefits of intergenerational learning.
- **Online professional development modules**
 - Support CIPRD to develop an accessible online platform for educators and community builders to access professional development easily
 - Work with CIPRD to offer certification programmes that moderate the quality and consistency of practice.
- **National partnerships with educational and academic settings**
 - Conduct workshops and seminars to share expertise with educators.
 - Develop further research partnerships to collect and collate evaluation evidence, information and data around what works and why.
- **Diverse partnerships**

- Identify and collaborate with a diverse range of organisations, including nonprofits, businesses, and community groups, that align with our values.
- Foster relationships with businesses for mutual support and community engagement.
- Seek partnerships with philanthropic organisations to secure funding for community projects and initiatives.
- Establish a network to drive intergenerational programmes in underserved communities.
- Encourage and support active volunteering.

Priority Five

Brand development Nationally and Internationally

Objective: Elevate Ready Generations position as a leading practitioner of intergenerational research and pedagogy.

Actions:

- **Marketing and communication**
 - Develop a comprehensive marketing and communications strategy to highlight the success stories of our intergenerational model.
 - Engage in authentic media partnerships to increase visibility and promote our vision.
- **International Collaborations**
 - Explore opportunities for greater collaboration with intergenerational research and programmes globally.
 - Position *Ready Generations* as a thought leader in the field through participation in national and international conferences and events.
- **Digital Presence**
 - Enhance our online presence through social media, blogs, academic articles and a user-friendly website.
 - Utilise digital platforms to share insights, resources, and success stories.
 - Utilise digital platforms to transform perceptions around ageing and the contribution made by older people.
 - Develop programmes that allow children and young people to learn from older people and vice versa e.g. the young supporting older people to become better connected digitally to reduce isolation and promote connection.

Potential barriers

We are realistic that this is groundbreaking work has with low levels of political interest. The outcome of the General Election in 2024 may present a pivotal moment. The range of unmet needs across all ages and the ageing demographic suggest that national action is needed urgently. We intend to be ready to contribute meaningfully to any emerging discussion. In the meantime we highlight a number of challenges that we are focussing attention towards:



- availability of funding and resources.
- knowledge, skills and understanding of professionals to drive agenda forwards.
- inability to redirect resources from reactive service delivery to more reciprocal, self-serving community models.
- limitations in joined up working and co-creation.
- lack of strategic vision for preventative community asset development.
- deepening challenges of poverty, 'othering', exclusion, transportation, mental health and social isolation.

Moving forwards confidently

By focusing on the interlocking components of our physical nursery site, training initiatives, partnerships, and brand development, Ready Generations aims to not only continue our current success but also to amplify our impact on a national and international scale. This strategy document serves as a roadmap to 2026, guiding us towards a future where intergenerational connections thrive and Ready Generations stands as a beacon for innovation and positive change within communities of all ages.

With an uncertain future and growing complexity in service delivery, we must change how we work and use resources differently to empower communities and individuals to build resilience and become more self-reliant.

Adapted from *Together We Can* Report from the Auditor General for Wales, 2023



Let us live with our children – Friedrich Froebel 1845

