

Research into Policy A third sector user's perspective

Sujata Ray, Research Adviser
9 June 2010

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



Age UK – some facts

- 6 Divisions
 - Influencing (includes Research Department)
 - Services
 - Retail/Training
 - Commercial Enterprises
 - Fundraising & Marketing
 - Group Services
- 2,500 employees
- More than 330 local organisations (Age UK / Age Concern)
- 70,000 volunteers
- Income £160M (2009/10)
- There are 190,000 registered charities in the UK and some much bigger than us!

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



Influencing work

Celebrating an ageing society and what it can offer

Group wide themes:

- Equal respect
- Support to stay independent
- Enough money
- Feeling well
- Taking part

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



Research for later life

Knowledge transfer

- Global centre of expertise

Funding and commissioning programmes

- Bio-medical research
- Social and policy research

Partnerships

- Higher Education Institutions
- Local research committees
- Older people's forums

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



.... Solutions for later life

- Developing Age UK policy proposals
- Informing and educating
- Campaigning and influencing
- Developing good practice and training
- Product and service development expertise

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



Social policy research programmes

- Commissioning a mix of research providers
- Grant funding for HEIs
- Partnership working

The new force combining
AGE and HELP THE AGED WE WILL
Canterbury



CASE STUDIES

The new force combining
AGE and HELP THE AGED WE WILL



Example 1 – Budget standards (2000)

- 'Low Cost but Acceptable' budget standard
- Family Budget Unit, University of York
- Weekly LCA budgets:

	Tenant	Home owner
Single woman	£121.42	£98.59
Single man	£125.30	£102.48
Couple	£ 184.14	£148.58

The new force combining
AGE and HELP THE AGED WE WILL



LCA budget influencing work

- Evidence to House of Commons Social Security Committee Inquiry
- Media campaign - at least £90 per week
- *'the evidence provided by the FBU and Age Concern made a strong impression ... members felt this approach could a more transparent and rational way of assessing and tackling pensioner poverty.'*
- Outcome: increase MIG from £78.45 to £92.15 for single pensioner.

The new force combining
AGE and HELP THE AGED WE WILL



LCA Budget - key points

- 'Instrumental' effect on policy
- Timely research
- 'Simple' message
- Public / media interest
- Available resources
- ... 'waking up' the govt ...

The new force combining
AGE and HELP THE AGED WE WILL



Example 2 – Measuring ageism (2004 - 2006)



The new force combining
AGE and HELP THE AGED WE WILL



Measuring ageism - development

- Social psychology of prejudice, University of Kent
- Close collaboration / partnership
- 2 waves of omnibus – 2004 and 2006; items grounded in theory
- Ageism can be reliably 'benchmarked'
- Categorisation can be demonstrated
- 'Benevolent' stereotype
- Role of 'positive contact'

The new force combining
AGE and HELP THE AGED WE WILL



Measuring ageism - influencing

- Short report produced by journalist; many other briefings
- Equalities Review Panel, Discrimination Law Review
- Media interest
- European Social Survey 2008
- DWP time series analysis
- CASE studentship
- ONS (Omnibus) survey

The new force combining
AGE and HELPAGED WE WILL



Measuring ageism – key points

- Research question by third sector organisation
- 'Difficult' message
- Authorship of findings
- Conceptual use – framing debates
- Influencing govt research
- Equality Act 2010

The new force combining
AGE and HELPAGED WE WILL



Example 3 – Living in deprived areas

- University of Keele; Growing Older programme
- Exploring experiences
- Disadvantaged urban areas
- Findings
 - Poverty, social isolation, loneliness, crime
 - Quality of life / social exclusion
- Early intervention, trigger events, joint working, information and advice, prevention and cost-effectiveness, 'voice' for older people.

The new force combining
AGE and HELPAGED WE WILL



Living in deprived areas - influencing

- Help the Aged report
- 'Personal stories' of older people – illustrating statistical data on 'multiple deprivation'.
- Used extensively in media and lobbying work
- Shaping debates – *Sure Start to Later Life (SEU)*; *Opportunity Age (DWP)*; LinkAge and LinkAge Plus; Lifetime Homes and Neighbourhoods (DCLG).
- Local level innovation – Manchester City Council Ageing Strategy 'a great place to grow older'

The new force combining
AGE and HELPAGED WE WILL



Deprived areas – key points

- Conceptual use
- Human experience vs quant data
- Adding colour and weight to policy debates
- Local level influence

The new force combining
AGE and HELPAGED WE WILL



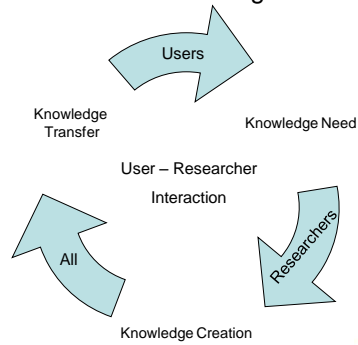
Summary of key points

- Instrumental vs conceptual use of research-based knowledge
- Demonstrating impact?
- Timeliness
- Complexity of messages
- Authorship / communication
- Joint development of research knowledge
- Role of third sector

The new force combining
AGE and HELPAGED WE WILL



Interactive Model of Knowledge Transfer



The new force combining
AGE and **MULTIAGE** **HEALTH**



Charities have impact because

- Are independent and cost-effective
- Are known and trusted by their constituents
- Are not constrained by public (Government) policy
- ...Or fundamentally by the public purse
- Are accountable to our donors (and to the Charity Commission)
- Deliver products, services and research
- Are extremely influential with local, regional and central government
- Have direct communication with their users

The new force combining
AGE and **MULTIAGE** **HEALTH**



Acknowledgements

- Hermione Parker, Jonathan Bradshaw, University of York
- Dominic Abrams and team, University of Kent
- Tom Sharf and team, Keele University

.... Thank you

The new force combining
AGE and **MULTIAGE** **HEALTH**

