

Retirement Transition Initiative: Where we fit within the broader ageing agenda

Patrick Shine - May 2015



Retirement Transition Initiative: Where we fit within the broader ageing agenda

This paper is predominately addressed to stakeholders and potential stakeholders of the Retirement Transition Initiative (RTI) programme. It responds to the increased salience and complexity of the ageing agenda, which has prompted many requests for our participation in events, conferences, submissions to government and so on. The analysis should help us identify which partnerships are critical to its success, and where we may be expected to have something definitive to contribute: and by inference which activities might not be best use of limited resources.

• • • •

What we do

Shaftesbury Partnership is best known for its work in tackling inequality and exclusion through the design, launch and scaling of social ventures. It draws on the extensive experience and networks of its partners and staff, a strategic approach to building cross-silo partnerships (especially with the commercial sector), and insight into the preoccupations of the policy and government space. Wherever possible we link with the latent resources of civil society and the faith sector, and expect that some of the ventures' outcomes in turn strengthen civil society.

The Retirement Transition Initiative (RTI) programme recognises that the ageing process can throw up different patterns of inequality and exclusion. Relocation and loss of workplace identity and relationships can seriously reduce the connectedness that many have built up in their adult lives, and this is a precursor to the sometimes severe loneliness experienced towards the end of life. Inadequate financial planning, involuntary retirement, and lack of access to employment or skills acquisition can push people into economic fragility. And it recognises that acquisition of carer responsibilities and long term health conditions reduce or

change the capacity and agency of individuals to do anything about it.

The main focus of the programme is to increase the resilience and agency of people in the pre- and early retirement phases of life through helping them build social capital, skills and knowledge that better equips them to face the challenges listed above. (See below for a fuller description of how we do that). But it has a much more positive purpose – to enable people to enter retirement with confidence and purpose, willing and able to make the most of the opportunities that become available, and to put it simply, be happier. And we know happier people live longer, contribute more to communities, and are less likely to be heavy users of public services.

Pilot

RTI is supported by the Calouste Gulbenkian Foundation and Jaguar Land Rover PLC, who are co-funding a pilot of the programme. Shaftesbury Partnership is delivering the pilot in three locations, with local delivery partners in Coventry, Wigan and Southampton.

Participants for RTI are recruited from one geographical area (town, suburb, neighbourhood – whatever is identified as being 'local' by the participants). The core programme is delivered over a one-day period or two-day period by professional, retirement specialist facilitators, to approximately 30 participants, at a location within approximately an hour's distance of the participants' community. It is followed up with facilitated review sessions.

It is envisaged that RTI will develop as a network of locally run programmes supported by a small central hub. This allows for effective replication, bringing together the strengths of a national platform and local knowledge, which are both important for the long term resilience of the programme.

These pilots will help us to better understand the impact

Retirement Transition Initiative: Where we fit within the broader ageing agenda



of life transitions on people’s lives and will provide potential policy implications. They will also assist in the design of a fuller roll-out of the RTI programme with a broader range of partners in order to improve the economic outcomes, health, and wellbeing of many more individuals across the UK who require support in facing the challenges of later life.

Recruitment, brand and marketing

During the feasibility study and prototyping phase, we identified that recruitment would be the most difficult

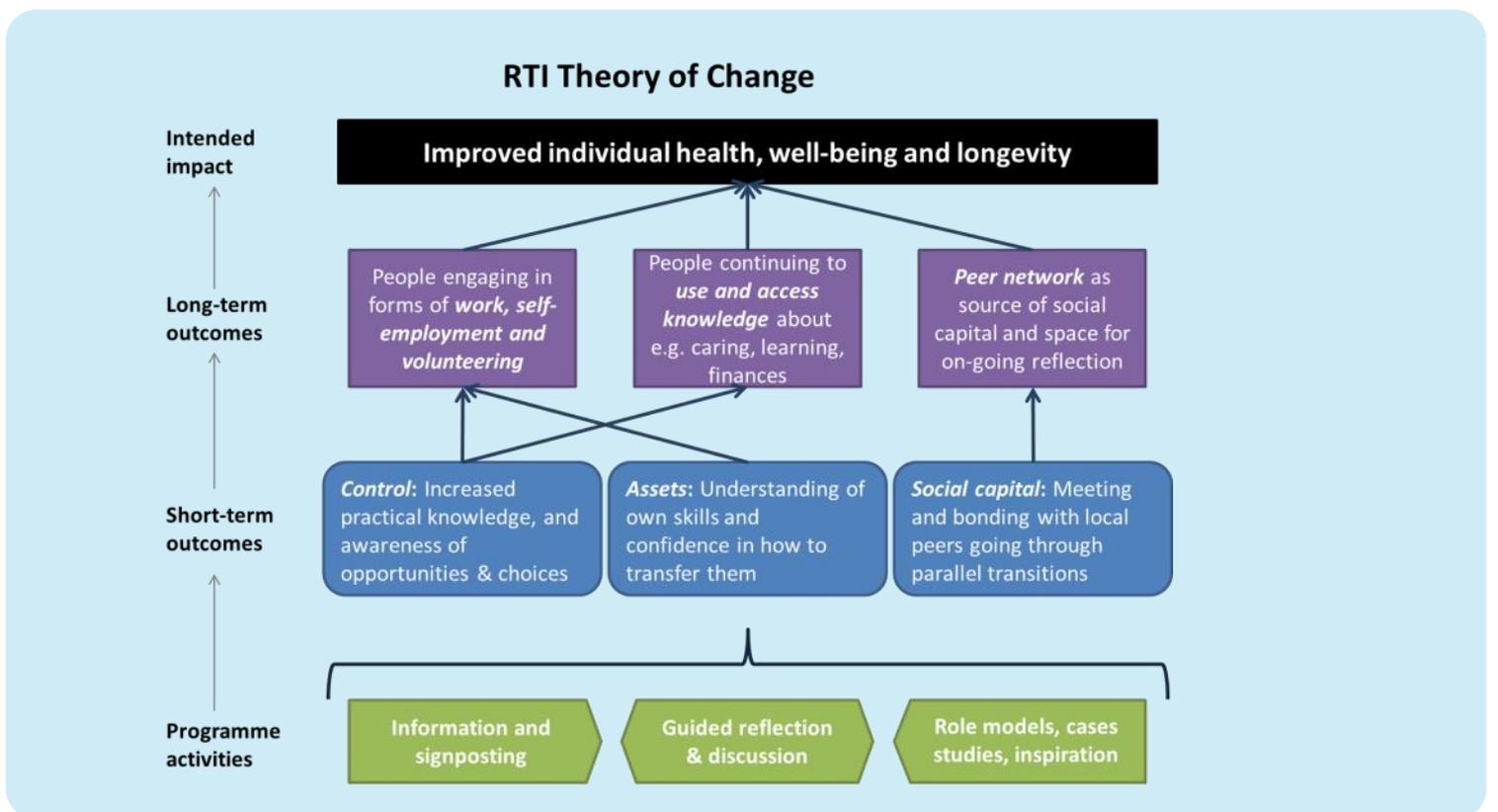
and time consuming aspect of the programme for Local Delivery Partners (LDPs). We recognised that the proposition was new and perhaps difficult to convey; so we emphasised the need for LDPs who knew their local communities well and who had prior experience of recruiting and delivering social programmes with demographics similar to RTI.

In practice, recruitment has been less of a challenge than expected. The combination of strong LDPs plus engagement from large employers, notably Jaguar Land Rover, meant that most cohorts have been fully or oversubscribed. We also have evidence that positive word of mouth is assisting recruitment.

Looking ahead we will need to ensure we have a strong national level marketing strategy to support the local sales activity. This may concentrate on supporting the branding of the local organisations who deliver the programme, but we anticipate the need for a ‘unified’ RTI branding as it gains momentum and its own reputation.

Outcomes and evaluation

The programme seeks to achieve a number of short and long term outcomes, outlined in its Theory of Change:



Retirement Transition Initiative: Where we fit within the broader ageing agenda

Short term:

- ASSETS – Understanding of own skills and confidence in how to transfer them
- CONTROL – Increased practical knowledge, and awareness of opportunities and choices
- SOCIAL CAPITAL – Meeting and bonding with local peers going through parallel transitions

Long term:

- People engaging in forms of work, self-employment and volunteering
- People continuing to use and access knowledge about e.g. caring, learning, finances
- Peer network as source of social capital and space for ongoing reflection

An independent evaluation of the programme will be carried out by Intentionality Community Interest Company, to assess and report on outcomes achieved, likely future impact and how best to shape and secure the programme's legacy. The final impact report will be produced by end of 2015.



Partnerships and policy

With such a range of facets to this universal programme, we find ourselves working in four main agendas:

1. Economic resilience and longer working lives:

Over the next generation many more people will need to work more years. Currently only 35% of men are still working at Standard Pension Age (SPA). This places great burdens on pension systems (public and private). From an RTI perspective we wish to make a difference in three ways:

1. Increased labour market mobility post SPA.
2. More flexibility with existing employers to retain skills and experience of older people
3. More knowledge in financial management to inform better decision making on expenditure and saving/dissaving in later life

2. Family and Carer responsibilities:

The place of an older person in a family is of profound importance for the individual, their relatives and on their relationship with wider community and public services. At RTI we see this as a cross cutting theme: we help people navigate life as they find it, rather than directly addressing the factors that get them there.

3. Community, social and civil society outcomes:

Although this is of interest to Office for Civil Society (in Cabinet Office) and Department of Communities and Local Government (DCLG), in practice this side of retirement is more the preserve of charities, community organisations and their networks. Structure is more diffuse and outcomes harder to measure and evaluate. However it is integral to the concept of RTI, because of the positive feedback loops between economic resilience and social capital; and between (e.g.) volunteering and well-being both physical and mental.

4. Improved health and wellbeing outcomes;

This programme is part funded by the Transitions in Later Life programme run by the Calouste Gulbenkian Foundation. The programme emphasises mental wellbeing and aims for “people in mid-life becoming happier, more resilient and better supported to respond positively to change”. As part of that programme, RTI expects to see improved outcomes in the following way:

- More awareness of health issues, and the opportunities to change habits positively as part of the transition experience
- Increased confidence to deal with future or emergent health issues proactively
- Increase likelihood of staying in work and / or volunteering, both of which are associated with better health outcomes.

Retirement Transition Initiative: Where we fit within the broader ageing agenda

Our current partnerships:

Even at this early stage of developing this Initiative we have engaged with a broad range of partners falling broadly into three groups: Employers, voluntary sector, and local delivery.

- Jaguar Land Rover
- McCarthy and Stone
- NIACE (National Institute of Adult Continuing Education)
- Campaign for Learning
- Salt Box—*Stoke-on-Trent*
- Beth Johnson Foundation
- Mozaic Innovate— *Coventry*
- NESTA
- Calouste Gulbenkian Foundation
- Southampton University
- Enactus-Southampton
- Social Finance UK

Next steps

Looking ahead we anticipate broadening our partnership base significantly. We have identified five challenges that RTI must address if it is to achieve its objectives. We are particularly keen that our partnerships address these challenges.

1. Marketability - Developing the brand and associated narratives especially regarding the life course and what “good” retirement looks like in the 21st Century
2. Building the evidence case— Demonstrating the impact of our programme and understanding how that feeds into the strategic objectives of our partners in terms of economic independence, improved connectivity and engagement and better health and wellbeing.
3. Employer Engagement— Building on a good start, to increase the number of employers who know and support the programme, which will assist new LDPs in recruiting to their programmes
4. Understanding and nurturing the emergent labour market for older people and in particular understanding barriers to entry
5. Building infrastructure - Recruiting more Local Delivery Partners.

For more information about how you can engage with us on RTI, contact us at The Shaftesbury Partnership by emailing us at info@shaftesburypartnership.org or calling us at 020 7922 7747.

www.shaftesburypartnership.org

The Shaftesbury Partnership is a social business with expertise in bringing together leading organisations from across the private, public and social sectors, and an extensive track record of scaling social enterprises. Their mission is to create and inspire trailblazing social reforms that empower communities by tackling disadvantage and generating opportunity.

To discuss the opportunities for your organisation to get involved contact us on 020 7922 7747, visit our website at www.shaftesburypartnership.org or email us at info@shaftesburypartnership.org