

# CROW/TAEN/LSE Seminar Series on Older Workers: Age and Work in the Regions



Centre for Research  
into the Older Workforce



Welcome to Hull!







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THE RAISED  
BRIDGE!



# Help needed!

- European Commission funded
- How social partners (unions and employers) engage on workforce active ageing
- Employer and union workshops to discuss:
  - Perspectives on ageing workplaces
  - Managing intergenerational teams
  - Barriers to constructive dialogue
  - Opportunities and good practice
  - How social dialogue can lead to innovative and informed approaches to age

# Agenda

**CROW**

**Centre for Research  
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## *Schedule of event*

1:00-1:30: Registration and networking

1:30-1:45: Welcome to University of Hull and CROW/TAEN/LSE Seminar, Speaker John Macnicol, Series Convenor

1:45-2:30: Anna Round, IPPR North, Older workers in the Northern Powerhouse

2:30-2:45: Coffee Break

2:45-3:30: Halima Minhat, University of Putra, Older care workers in Malaysia: solutions and challenges

3:30-4:00: Gill Dillon, Humber LEP: Older workers in the Humber Region: Business response

4:00-4:15: Coffee Break

4:15-5:00: Age and Work Laboratory: Matt Flynn, University of Hull; Chris Ball, Newcastle University; Martin Hyde, Swansea University

# Where to find Banksy

University of Hull, Cottir x + v

https://www.google.co.uk/maps/dir/University+of+Hull,+Cottingham+Rd,+Hull/Scott+St+Bridge,+Jenning+St,+Hull+HU8+7AL/@53.7622676,-0.368343,14z/data=!3m1!4b1!4m14!4m13!1m

University of Hull, Cottingham Rd, Hull

Scott St Bridge, Jenning St, Hull HU8 7A

Add destination

OPTIONS

Send directions to your phone

via Beverley Rd/A1079	55 min
DETAILS	2.8 miles
via Newland Ave	1 h
	3.0 miles
via Newland Ave and Bridlington Ave	1 h
	3.0 miles

All routes are mostly flat

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# Age and Work Lab



**Centre for Research  
into the Older Workforce**

- Sectoral and regional tailored approach to active ageing
- Impact focused: developing, piloting and embedding new approaches to age at work
- A genuine collaboration between a multidisciplinary research team, employers and other stakeholders
- Learning and applying lessons learned internationally
- ‘Hub and Spoke’ model: multi-discipline and multi-institutional
- Working with employers, government, unions and other stakeholders

# ESRC Large Grant Competition

- £1 million to £2.5 million
- Up to four large grants funded
- Outline bid call opens in April
- Deadline for outlines June 2018
- To start 1 October 2019





# Strengths



- Timely and relevant within context of ageing populations and Brexit led economic reorientation
- Innovative potential of the Lab approach: developing, piloting, embedding
- Good potential for international collaboration
- Good network of collaborators in academia, business and think tanks
- Clear potential for impact
- Strong process design and structural design
- Good continuity from other large ESRC projects: NDA and EWL

# Weaknesses

- Need to develop the ‘centre’ idea rather than a cluster of activities
- Greater link with gerontology
- Need for a wider interdisciplinary conceptualisation
- The generative and innovative potential of Laboratory approach was much underplayed and should be brought more to the forefront. The ability to study an “ecosystem” of diverse stakeholders and resources is key here
- Need to bring in ICT capabilities and constraints
- Greater consideration of broader cultural notions of ageing
- Greater emphasis needed on co-design and co-production
- Need to explain sustainability of lab
- More on capacity building and career development of contributors
- Added value of the research agenda of ESRC and existing investments/datasets
- Why Hull?

# Questions to the group

- What is our unique selling point?
- How do we add value?
- How do we maximise impact?
- What are the disciplines we need?
- Who do we need (academics, employers, stakeholders)?
- How do we create an 'ecosystem'?



# Keep in touch

[www.agediversity.org](http://www.agediversity.org)

Twitter: @agediversity

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# CROW

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Next stop?