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I~Work Document 21-1

Date: Friday, 20 July 2007

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Key Decisions & Action Points: I~Work

Core Network Meeting, Thursday, July 19 2007, Design Council, London

Attended by:

Jo-Anne Bichard & Jeremy Myerson, RCA

Peter Buckle, University of Surrey

Robert Lindley, Beate Baldauf & Kerry Platman (Chair), University of Warwick

John Clarkson, Terry Dickerson & Pat Langdon, University of Cambridge

James Lloyd, ILC-UK

Julian Williamson, HSL

Apologies:

Amanda Griffiths, Nottingham

1. i~work Consultations

The results of each consultation exercise will be validated by sending reports back to individuals or groups for comments and amendments. There should be a covering note which contextualises these reports. This means:

- a) Cambridge to send their summary to HR & Business group [Terry Dickerson]
- b) Warwick to send to Phil Taylor [Kerry Platman]
- c) Warwick to send to Labour Market Experts [Beate Baldauf]
- d) ILC-UK to send to DWP [James Lloyd]
- e) ILC-UK to send to Andy Harrop, Age Concern [James Lloyd]
- f) RCA to send to Design & Architecture [Jo-Anne Bichard]

The same process will apply to those involved in the health-related consultations.

Covering notes to be the responsibility of the relevant core partners.

Julian Williamson will dispatch a draft summary of his HSL consultations to Kerry Platman & Terry Dickerson. Please then validate.

Peter Buckle & Amanda Griffiths will be undertaking one-to-one consultations. Written results need to reach Kerry Platman & Terry Dickerson by September 3. Please use the pro-forma.

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We will not provide an overall summary of all the consultations for our stakeholders. Instead, Terry Dickerson will draft an Executive Summary which will be included in the End of Award report in November 2007.

The deadline for validated reports is September 15, 2007.

Our consultation exercises are providing us with the names of trusted stakeholders to whom we feel we can show early drafts of our Collaborative Research Proposal. We must aim to circulate this CRP draft in September.

Peter Buckle will be attending the TAEN seminar with Dame Carol Black on September 4. Peter to email core partners asking for briefing points in advance.

2. Research proposal: introduction & rationale

The 2nd draft will adopt a different structure. We will write two separate narratives which distinguish between the case to be made for 'realising potential' at an economic, business & organisational level, and the case to be made at an individual, well-being level. These two narratives will then come together, allowing us to focus on the tensions, complexities and collisions, and to take a top-down and bottom-up approach.

The core research question is: How can we realise the economic potential of an ageing workforce?

Action: Kerry Platman to write a second draft of the Introduction and circulate for comments. There will be gaps in the arguments for others to complete.

Action: Jeremy Myerson to create a visual model of the intersection between the organisation & the individual in order to create a unifying approach.

Action: James Lloyd to write a page on what we mean by the term 'ageing workforce'. This will focus on how we conceive of the ageing process, including references to physical capability, financial accumulation, social networks and neuroeconomics.

3. Work Package research questions

Our brainstorming session produced the following:

WP1: Understanding the Future

Will healthy work be different in the future? Why?

Is the future of work healthy, given the changing demographics of the work force?

Is the future going to make it more difficult for win-wins, in terms of social and economic objectives, and the quality of working lives?

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How will patterns of work change in the future and how will this affect the experience of ageing?

To what extent do policy-makers understand the calculus facing SMEs? (i.e. survival) How do SMEs handle equality issues?

How do organisational forms of work have to change in order to capitalise on the growing numbers of highly qualified individuals entering the labour market?

WP2: Understanding Healthy Work

What is healthy work? Is healthy work also happy work?

What kind of planning is involved in encouraging healthy work?

What are the key age-related occupational health issues?

What stops people working, or compromises people's ability to work?

How much stress is healthy: physical & mental?

When and how is work good for older people?

What promotes job satisfaction and what are the effects of work spillage (the home-work interface & care) in the context of ageing?

WP3: Understanding Practice

What is current practice in relation to ageing in the workplace, i.e. what is the variety of practice?

What do we mean by, or what is meant by, 'practice'?

What has worked and what has failed in terms of workplace design practices in relation to ageing?

In what ways can we reconcile organisational needs with the needs of individuals as they age?

Why doesn't best practice migrate to other settings?

What IS best practice?

Why isn't best practice evaluated or sustainable?

In the context of an ageing workforce, what is good employment from an individual's perspective and what is a good employee from a management perspective?

What forms of practice are most relevant to an ageing workforce?

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How can we map the variety of practices in relation to work and ageing? [Ergonomic practice, employment practice, design practice, architecture practice etc]

Action: Jeremy Myerson to examine ‘practice’ further.

WP 5: Interventions

Where is it hardest to intervene?

What are the component strategies for interventions used by architects, for instance, or other stakeholders?

Are interventions for an ageing workforce different from those for other groups in the labour market?

How can we institute change?

Can we test interventions, and how? What are the processes that we need?

6. Minutes

Detailed minutes will be dispatched shortly.

Action: Beate Baldauf

Date of next meeting: Tuesday, 2 October, 2007, 10-5pm, Friends House, 173 Euston Road, London NW1 (Opposite Euston Rail Station)