

Ageing Better's latest research on ageism shows how crucial it is that we find new ways of talking about ageing and later life. The report offers solutions so that society can shift towards a more positive and realistic narrative of older age.

[Read more](#)

Putting age in the frame

As part of our work to better understand ageism, we're hosting a webinar this morning (10.30-11.30am) to explore how photos and images shape and reinforce negative attitudes to ageing. The event is free and will be available to watch on-demand.

[Find out more](#)

News and blogs

Retailers not catering for growing over-50s market

Our consumer research suggests that many high street retailers are overlooking the

growing over-50s market for easy-to-use homewares, appliances and fittings.

[Read more](#)

"It's time we created luxurious, inclusive interiors that bring joy and comfort."

Gabrielle Blackman from BBC One's DIY SOS reveals the simple things to think about when redecorating so that your home meets your needs, now and in the future.

[Read more](#)

Accredited learning programme launched for employability workers supporting over 50s

We've worked with the Institute for Employability Professionals (IEP) to launch an accredited learning programme for employability practitioners on supporting jobseekers aged 50 and over.

[Read more](#)

English Housing Survey: One million households don't have adaptations they need

New government figures show that the number of households that don't have the adaptations they need to be independent has hit one million. Action from government is needed now more than ever.

[Read more](#)

COVID-19 and the digital divide

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Supporting digital
inclusion and skills



Our latest research into digital inclusion offers examples of good practice for organisations that help digitally excluded people with skills training.

Hear about their experiences of working with communities throughout the pandemic.

[Find out more](#)

Aggie's voice

Aggie MacKenzie, the 'Queen of Clean', decided to become a yoga instructor in her 50s. She's managed to continue working through the pandemic to help her clients remain fit and healthy.

[Read her story](#)

Work with us

Evidence Officer, Manager, and Senior Manager

We're recruiting for four positions in our Evidence team. If you're passionate about improving later life and the role of evidence in promoting change, we'd like to hear from you.

The closing date for all roles is 9am on Wednesday, 4 August.

[Find out more](#)

Age-friendly Communities Learning Officer

We have a unique opportunity for an experienced and hands-on individual to join our team and support our work with the UK Network of Age-friendly Communities.

The closing date for this role is 9am on Monday 26 July, with interviews to take place on Monday 9 August.

[Find out more](#)

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