

## **What is the Age Action Alliance - and why should organisations get involved?**

December 2022 marked a new beginning for the Age Action Alliance, which was originally set up a decade ago under the aegis of the DWP and Age UK to facilitate collaborative working between anyone with a shared interest in later life issues.

Over the next few years, the AAA grew into a vibrant hub with some 900+ members, giving organisations direct access to older people in order to inform their work and develop joined-up solutions. The reins have now been passed over to EngAgeNet (The English Age Network) and the National Development Team for Inclusion (NDTi), and we are in the process of rebuilding membership and reshaping the Alliance for new challenges and opportunities. Already we have the support and involvement of all of the main third sector players.

We believe there is a huge opportunity to improve the lives of older people by enabling organisations (private, public and third sector) to collaborate on key issues and (uniquely) tap into lived experiences.

This will generate “bottom up” solutions, build a more connected future, break down generational barriers and give older people themselves a real voice in the decisions that affect them. Working together, we believe we can make a difference. Our first project, looking into the barriers to benefit take up, is being planned for Manchester.

Critically, we act as a comms hub too – enabling members to share their news and views and learn from others. The website – <http://theageactionalliance.org/> – has rapidly evolved into a unique resource, with news, opinions, research and publications from all sides of the later life arena being read and shared.

There are also regular news updates now going out to hundreds of subscribers – many of whom then cascade to their groups and forums – and a daily news digest, Later Life AGEnda.

In just the first few months, more than 120 organisations have joined the fold along with over 30 individuals, but we want to work with and learn from everyone with an interest in the later life arena. Membership is free and allows members to share their news and opinions, get involved with one of our Action Groups and receive newsletters.

You can see our current membership here: <http://theageactionalliance.org/who-we-are/>

There are also corporate support opportunities available, enabling organisations to put their name in front of our members and other website visitors, including project sponsorship and

branding within the key action areas (including Money Matters, Later Life Employment, Later Life Housing and Health & Care) and the newsletters.

Writer and campaigner Tony Watts OBE manages the AAA and is the person to speak to about membership, collaboration and support opportunities. You can reach him at [info@theageactionalliance.org](mailto:info@theageactionalliance.org)