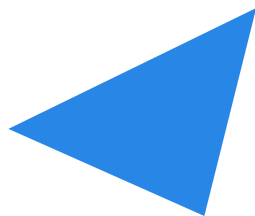


u3a
40th Anniversary

Neighbourhoods of Opportunity and Talent





**u3a Future Lives
Vision –A world
where the views of
older adults are
listened to and
valued along with
everyone else.**



- Where ageism is simply unacceptable
- Where the design of products, policies, services and housing is inclusive, automatically considering the needs and desires of older adults
- Where older adults are not seen as 'a problem'
- Where the views of older adults are not dismissed purely because of their age




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Marketeers see consumers in different demographic groups like 'millennials', but astonishingly they view all over 60's as one consumer group

With this segmentation once you reach 60 you automatically are viewed as wanting exactly the same as your parents



u3a members want to be involved in the conversation on housing

- People want to be involved – they want to shape their futures
 - They want to buy and use products and services because they want them not because they need them
 - There is a part of the conversation and delivery missing – people need to be treated and viewed as consumers not as service users
 - The products and services need to be desirable as well as useful
 - People don't stop caring about design once they reach 60.
- 



u3a members are interested and want to be involved in all aspects of housing

- **Lifetime homes that allow people to stay in their home as their circumstances change**
- **Smart home and enabling technology leading to better quality of life and wellbeing**
- **Looking at innovative solutions for example Cohousing**
- **Neighbourhood Development Plans so that they can have a say in how local areas are changed**
- **Homes in multigenerational neighbourhoods so that they can live and contribute to their communities with people of all ages**



An ISO standards framework we hope could:

- **Enable multigenerational living to thrive**
- **Ensure homes and neighbourhoods are enabling and adapt to different stages of life**
- **Put people at the centre of housing and creating thriving neighbourhoods**
- **Live by the u3a model of sharing time, skills and abilities**

“u3a shows the value of communities of interest and learning which are not defined by age, or by past experience, but instead are defined by the experiences still to be explored”

