

# CHANGING THE NARRATIVE

## Future-proof, smart-home planning decisions

### IMPACT & ACTIVITY

Host a key event for key stakeholders who influence and who have a vested interest in housing and planning. Supported by Age Irrelevance Ambassadors and Changemakers.

### OUTPUTS

Every planning officer in the UK is aware of the importance of making evidence-led planning decisions, informed by demographic data and the opportunities offered by digitally connected, future-proof smart homes.

### CHANGE MECHANISMS

Changing hearts and minds by setting out the compelling narrative of the 100 year life to influence policy so the UK has a housing system that works for everyone.

### OUTCOMES

We see a shift in the UK built housing stock, with future-proofed, appropriate housing being a key metric in governments' narratives enabling people to live in communities that matter to them.

### SUCCESS

**All planning officers know about Age Irrelevance**

**All UK Governments' narratives include future-proofed, appropriate housing**

**UK housing stock changes**



**Join us ... in sparking change**

### OUR GOALS

1 million influencers believe in the Age Irrelevance mission to redefine life horizons in the era of longevity.

All local planning authorities and planning officers know about the longevity imperative and are inspired to make demographically appropriate, future-proof housing decisions for the changing demographics.

**Shaping a new narrative in the era of longevity**

[Kay@ageirrelevance.com](mailto:Kay@ageirrelevance.com)  
[www.ageirrelevance.com](http://www.ageirrelevance.com)



An enduring vision  
**Sally Greengross**