

Rt. Hon. David Cameron MP  
Prime Minister  
10 Downing Street  
London SW1A 2AA

3 May 2013

Dear Prime Minister

### **Ready for Ageing Alliance**

We are writing to you today as the leaders of six of the UK's leading charities united by a focus on our ageing society.

We have come together to form the *Ready for Ageing Alliance* to urge Government to face up to the major changes and challenges from our rapidly ageing society.

Last month's *Ready for Ageing* report by the House of Lords Public Service and Demographic Change Committee argued that there has been a lack of vision and coherence in the ageing strategies of successive governments, to the extent that there is now "woeful unpreparedness" for our ageing society.

Living longer is potentially a great gift but the Committee was clear, and we agree, that Government and the political parties must do more to make the most of this huge societal change. A failure to respond adequately now could result in major economic and social costs whilst also fostering unhelpful intergenerational tensions and division in the long term.

We are writing today to urge you to:

- Support a positive response from Government to the House of Lords *Ready for Ageing* Report and set out a plan for addressing the policy challenges of demographic change.
- Contribute to and support a broader societal debate, actively engaging all relevant stakeholders about the need to reform public policy in the light of demographic change.

We look forward to hearing from you and seeing the Government's response to this important report.

We would welcome a meeting to discuss how we can work with you to ensure that policy can more effectively respond to the immediate and long term challenges of our ageing society.

Yours faithfully

*m. mitchell Jane Ashcroft Gillian Crosby Janet Morrison Baroness Greengross Julia Unwin*



Michelle Mitchell | Jane Ashcroft | Gillian Crosby | Janet Morrison | Baroness Greengross | Julia Unwin

Chief Executives: Age UK, Anchor, the Centre for Policy on Ageing, Independent Age, the International Longevity Centre-UK and the Joseph Rowntree Foundation