

**British Society of Gerontology – The Future of Ageing Research:
11th November 2015**

Anna Dixon, CEO of Centre for Ageing Better –
*Ageing Better, what works, developing the
contribution of the Centre for Ageing Better?*

Who are we?

- The Centre for Ageing Better is an independent charitable foundation working to help everybody enjoy a good later life
- We are a What Works Centre, part of the What Works network, an initiative which aims to improve the way government and other organisations create, share and use high quality evidence for decision making
- We aim to help everyone prepare better and ensure fewer people miss out on a good later life

Vision	A society where everybody enjoys a good later life
Mission	<p>We will develop, share and apply evidence to help people age better</p> <p>We will bring fresh thinking to the challenges and opportunities that everyone faces as more people live longer</p> <p>We will bring about change to improve later lives</p>
Principles	<p>Start with the person</p> <p>Driven by evidence</p> <p>Focused on change</p> <p>Independent and confident</p> <p>Open and collaborative</p>

Synthesize what we already know about what works to enable more people to enjoy a good later life

Strengthen the evidence by generating new analysis, research and evaluations to fill gaps in what we know

Seed new initiatives by developing and testing innovative new approaches with the potential to improve people's lives

Scale up, spread and sustain proven approaches in order to impact as many people as possible

Share by communicating effectively what we learn about what works with people and organisations who can act on it

Secure change by convening and influencing others who can implement changes