

## **From local projects to international impact**

We have grown from a small, local charity into a national organisation whose ideas have been adopted across Europe and beyond. We now advise all four governments of the United Kingdom (we are members of the UK Forum on Ageing and the Older People's Strategy Steering Group) and our thinking influences ageing policy on an international level. Yet we still deliver projects on the ground in local communities.

## **From thinking to doing to passing it on**

This combination of grassroots delivery and high-level strategic work is a defining characteristic of BJF. We are a thinking organisation rather than a service provider, but we believe that you have to put ideas into practice to find out what really works.

In our early years, we developed and delivered specialist housing for older people at a time when services like this were rare. Once established, we passed on these housing projects to a separate organisation (originally known as Beth Johnson Housing) and refocused on finding new ways to make a difference.

It is a process we have followed throughout our existence, and it can be summarised as follows:

1. We develop pioneering ideas by engaging with older people, local authorities, and age sector organisations to find out what they need.
2. We test, evaluate and perfect these ideas by delivering projects in local communities.
3. We pass on our expertise to service providers, policy makers in local and national government, and older people themselves, using a partnership approach.

In this way life-enhancing, one-off projects become sustainable, high impact services. Innovative ideas become evidence-based practice. And organisations, including groups led by older people, are empowered to improve lives.

## **From decades of experience to focused expertise**

### **Making a difference through decades of experience**

We have taken this approach for nearly four decades, digging deeper into older people's experiences to identify issues that impact on the ageing process, particularly for those who are disadvantaged.

We now have three main programmes where we have developed the knowledge and resources to make the most difference: **Intergenerational Practice, Advocacy, and Positive Ageing**. The next section of this booklet outlines our work in these specialist areas.

We are always looking for innovative ways to improve the experience of ageing. Our flexibility as an organisation allows us to respond to new opportunities that correspond with our goals, capacity and expertise. Keep an eye on our website, [www.bjf.org.uk](http://www.bjf.org.uk), to stay up-to-date with developing areas of work.