

engage

business network

1. ENGAGE UPDATE

We are delighted to welcome eight new members to **engage** since our last newsletter. Nampak, Ricability, McDonalds, BRE, ATOC, YouGov, Freelift and Burton & Dyson have all now signed up. We are also currently in the process of developing the accreditation process and are already in discussion with several members about applications. For further information contact [Nicolas Lalaguna](#).

[Full story>>](#)

2. TELEPHONE AND INTERNET CONTACT WITH OLDER CUSTOMERS SEMINAR – 27th MAY 2008

The presentations will be given by Brunel University, Barclays, Help the Aged and Sky followed by a roundtable discussion focussing on issues and possible solutions for telephone and web access and how an overall strategy for non-traditional contact with the older customer can ensure delivery of the best possible service, maximising the potential of this ever increasing market sector. Because of the format of this event the spaces are limited so book soon. To book please contact [Nicolas Lalaguna](#).

3. BLANK SCREENS WARNING OVER TV SWITCHOVER

Millions of viewers face being left with blank TV screens when the nation goes digital because the switchover has become a "recipe for confusion", it is claimed today.

Nearly half of all television sets sold in the first half of last year will be useless in the coming years unless residents pay for a set-top box or the set is converted.

[Full story>>](#)

4. BUILDERS TOLD TO MAKE NEW HOMES AGE-FRIENDLY

Hazel Blears, the communities secretary, and Caroline Flint, the housing minister, published a list of 16 features that will be required for new houses to meet the "lifetime homes" standard, meaning they could be easily adapted for a wheelchair user.

The standards include having a ground-floor toilet, wide stairways that could be adapted to take a stair-lift, and a level or gently-sloping approach to the front door.

[Full story>>](#)

5. £2.9M EARMARKED TO AID DIGITAL TV SWITCH

Television switchover body Digital UK is funding a £2.9m initiative to support viewers not covered by the existing targeted help scheme.

Digital UK is setting up a new organisation, Digital Outreach, bringing together the charities Age Concern England, Help the Aged and Community Services Volunteers, as well as drawing on help from Collective Enterprises, a company specialising in working with the charity sector.

[Full story>>](#)

6. KEEPING UP WITH THE JONESES

At 65 Harrison Ford is back as a Hollywood action hero; while 71-year-old John McCain could be the next President. In America, age is no barrier to achievement. Yet in a Britain gripped by the cult of youth, the opposite is often the case.

[Full story>>](#)

7. NO SILVER LINING FOR OVER-50S

Banks and building societies keen to get their hands on the grey pound often promote accounts for the over-50s. But some of these accounts have been allowed to wither on the vine and are no longer as competitive as they were when they were launched.

[Full story>>](#)

8. EMPLOYEES STILL PRESSURED TO RETIRE BY EMPLOYERS

A new study by insurer AXA has revealed that despite the introduction of age discrimination legislation in 2006, ageism is still rife in today's workplace, with thousands of retirees experiencing pressure to quit their job by their employers. In addition, UK plc could face a collective compensation bill of over £45 million if employers are taken to tribunal for age-related cases.

[Full story>>](#)

9. HELP THE AGED – EVENTS & FUNDRAISING

From time to time Help the Aged contacts our corporate supporters to make them aware of upcoming fundraising events. As members of **engage** you will be occasionally contacted for more traditional charitable fundraising purposes. If however you do not wish to be contacted in this manner please reply to this email letting us know.

DISCLAIMER: The information in this newsletter and on any websites clicked-through too via this newsletter represents neither the opinion nor the policy of Help the Aged or the **engage** business network. This newsletter is intended as a vehicle for disseminating information already in the public domain relevant to the membership of the **engage** business network and the issues raised therein.

Do you have a story for the engage newsletter? Email [engage](#)

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