

Not fade away – preparing for an ageing population

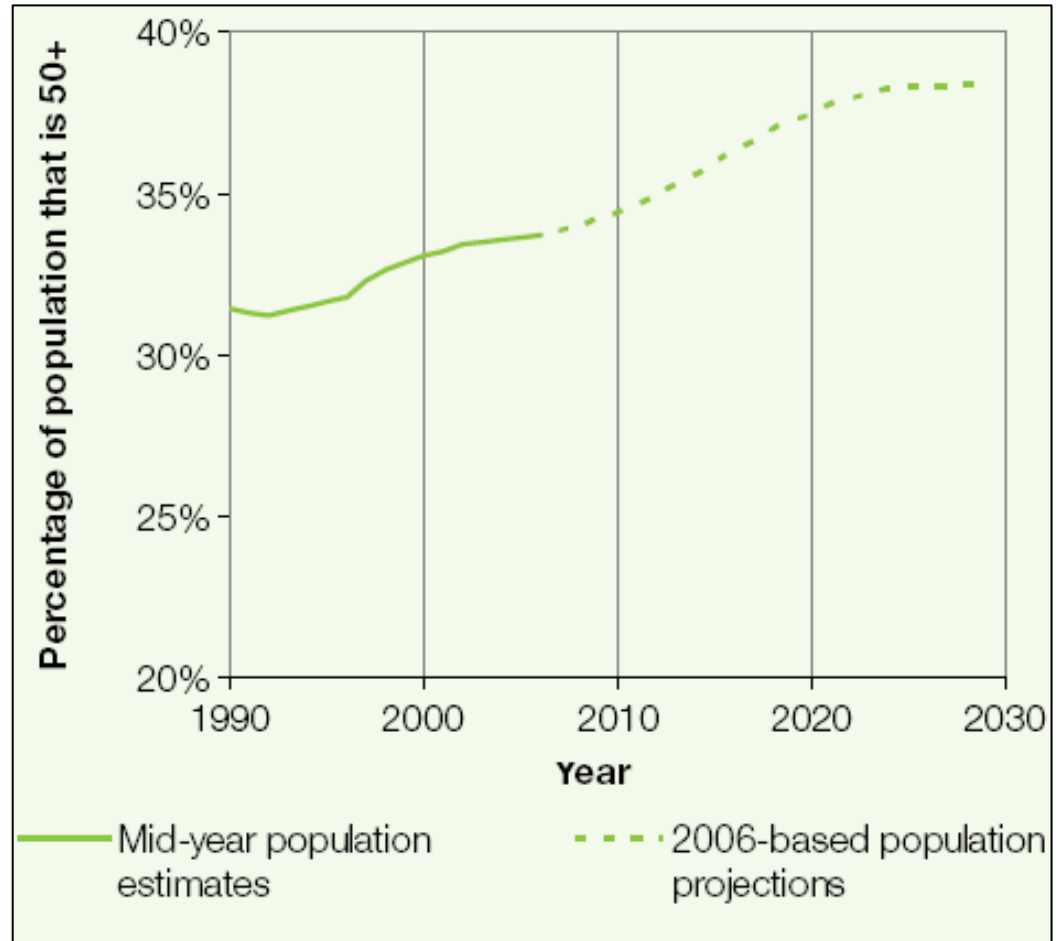
Guardian care for older people conference

8 December 2008



England's population is ageing

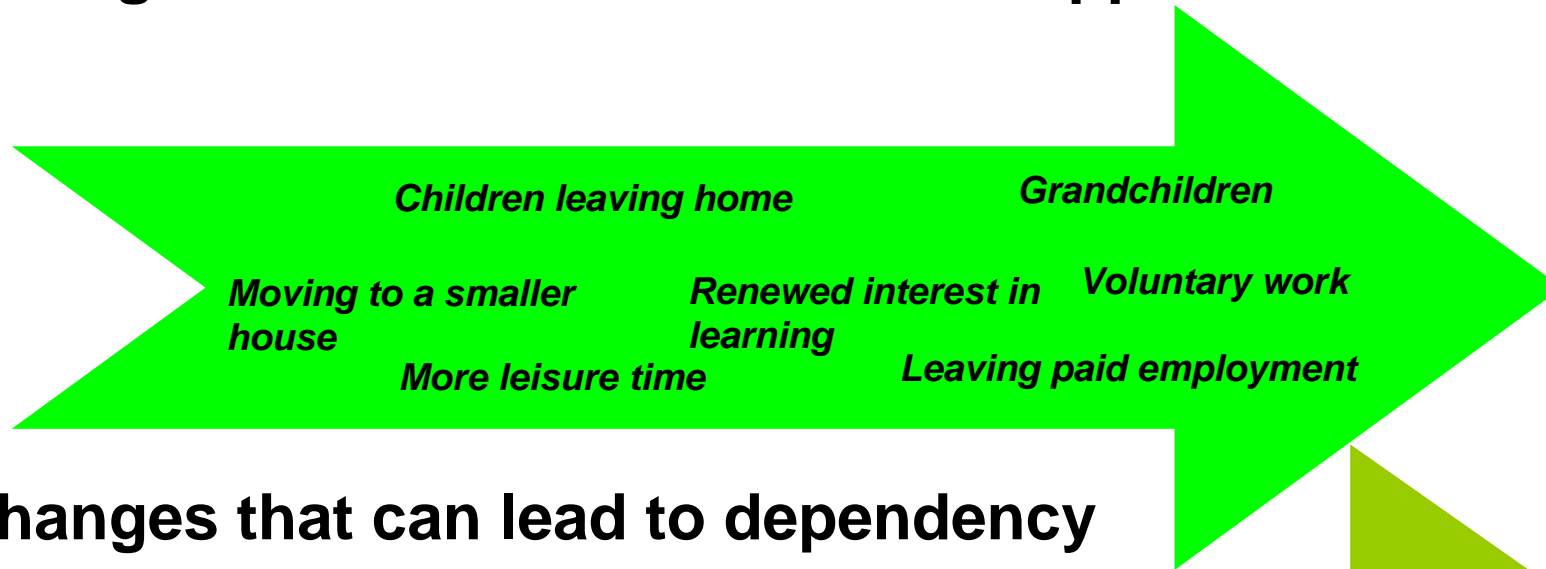
- In 2009 17.7 million will be 50 or over
- By 2029 this will increase by more than a quarter to 22.9 million



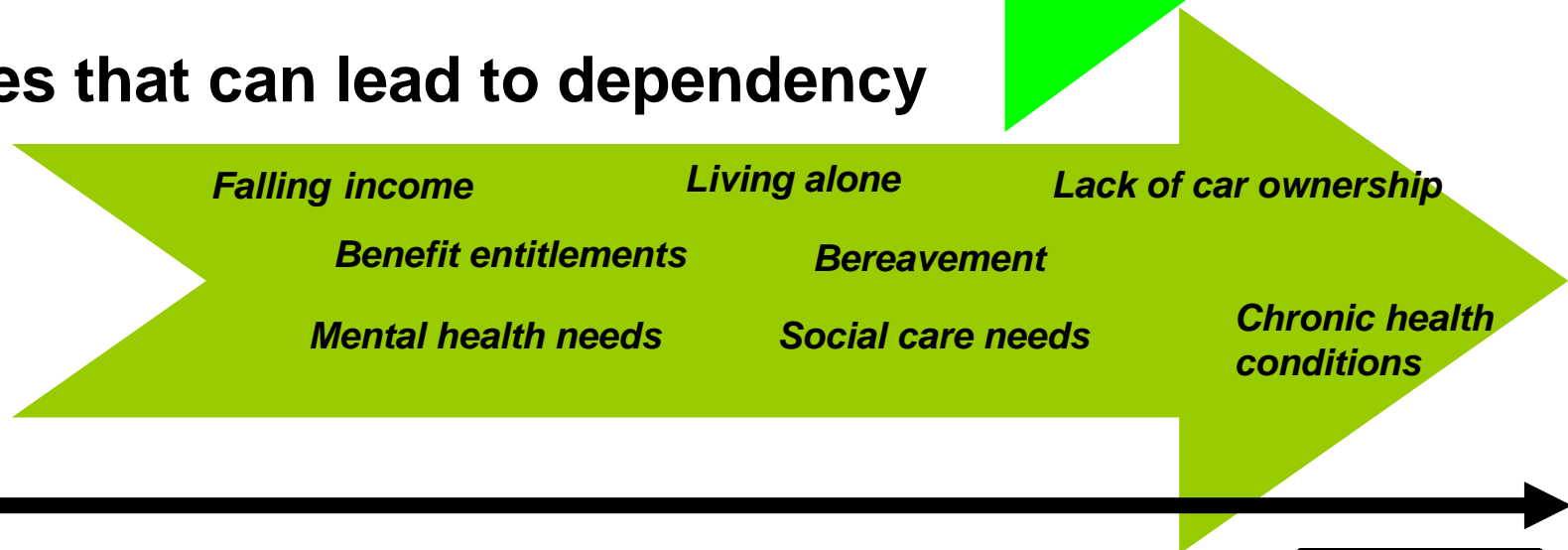
Source: Audit Commission/ONS/Government Actuary's Department, 2008

Ageing affects people in very different ways, presenting opportunities or creating dependency

Changes in later life: often seen as opportunities



Changes that can lead to dependency



The 50+ age spectrum: different experiences for different people at different times

Older people are often stereotyped

50-65 year olds have good incomes, good social lives and are in good health ...

Over 65s are dependent, frail and unengaged ...

Fact... After age 50 annual average pay falls for the first time in working life

Fact... 96% of the 65+ population do not receive social care

Fact... A quarter of all women aged 50-54 are currently providing unpaid care for a family member, friend or neighbour

Fact... 50% of those aged over 65 voted in the 2005 General Election

Some older people are challenging the stereotypes



The credit crunch will have an effect on...

- Capital assets such as property
- Pensions
- Fuel poverty
- Share dividends
- Pensioner poverty

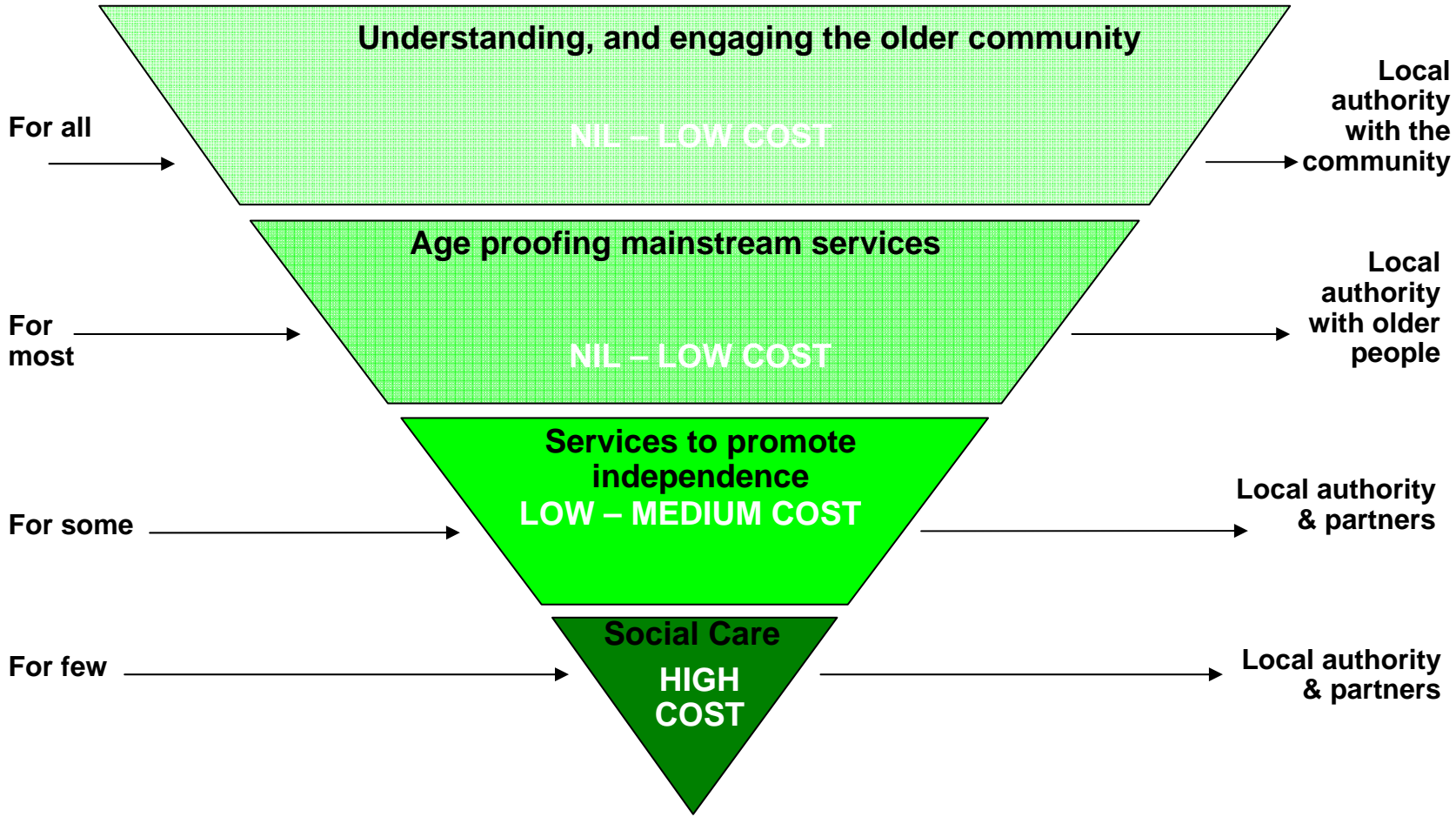
Some common reactions to our mystery shoppers

If you haven't access to a computer you will spend hours on the phone! I asked the switchboard if they had leaflets they could send me and had no reply

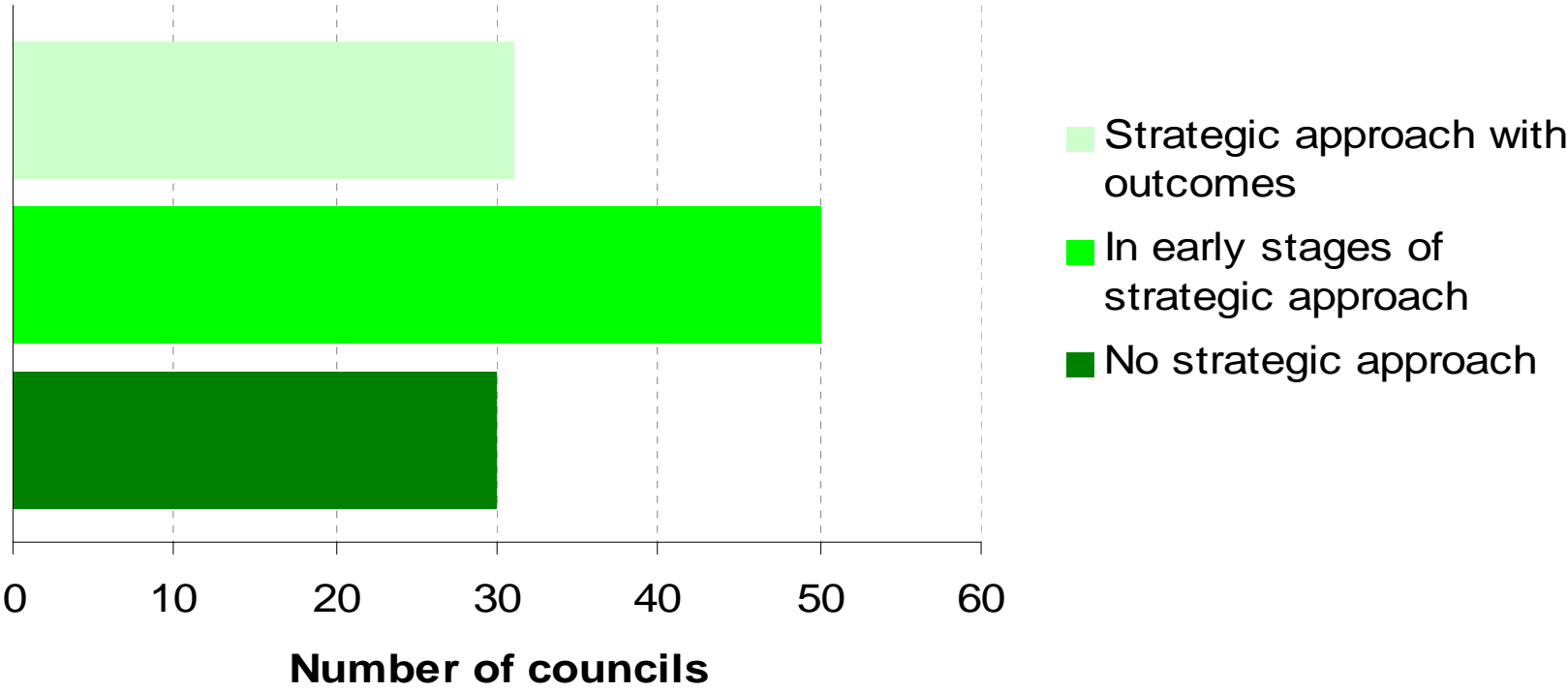
The lady had to ask a colleague. I felt sure I had been put through to the wrong department. I was kept on hold for several minutes....

Services for older people? She said "I've never heard of this. I have been here for 2 years but never heard of that. We have social care and social welfare - go onto our website."

Councils have a role beyond social care



Most councils are not prepared

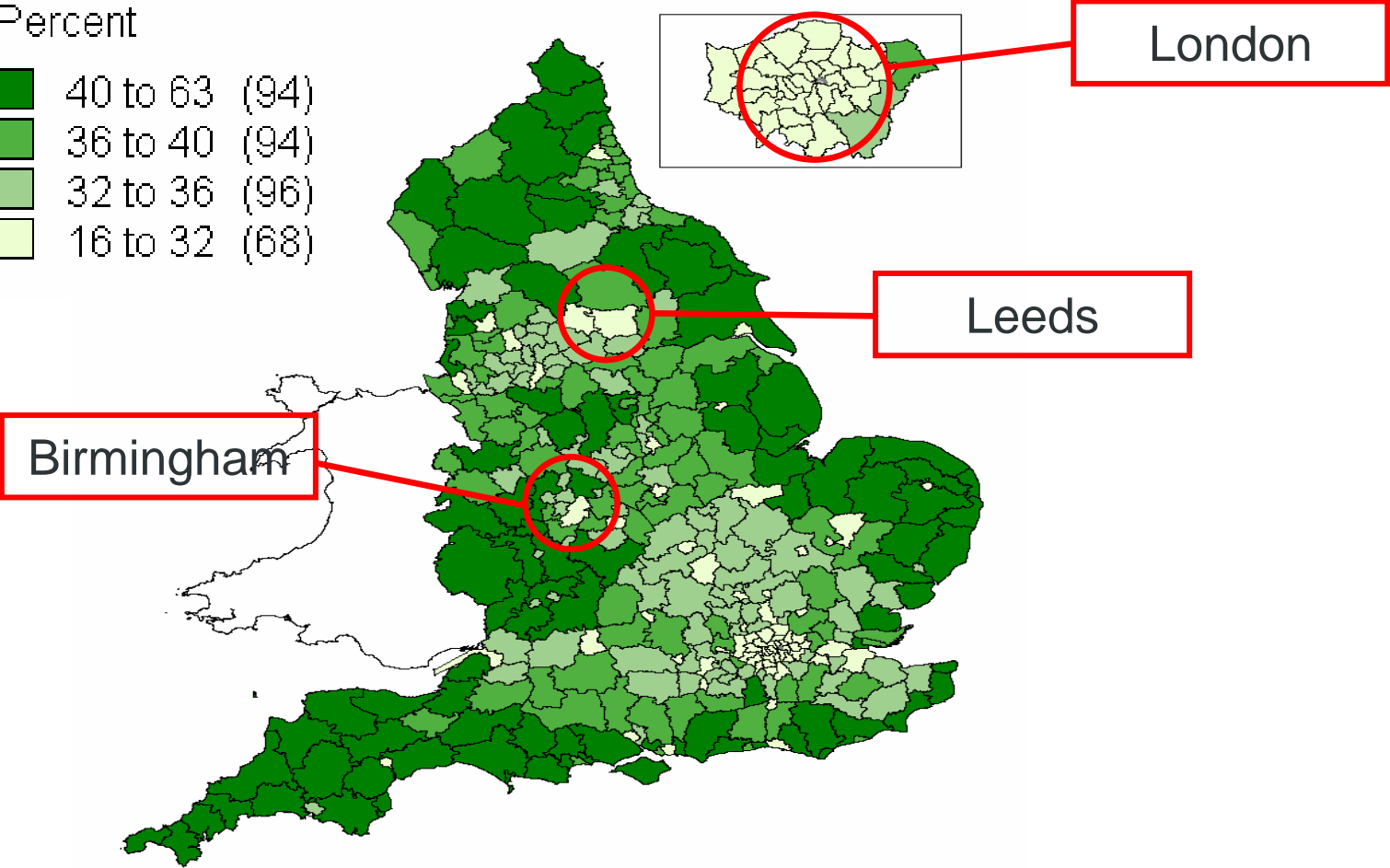


2009 – 34% of the population 50 or more

People aged 50+ as a proportion of the population

Percent

- 40 to 63 (94)
- 36 to 40 (94)
- 32 to 36 (96)
- 16 to 32 (68)

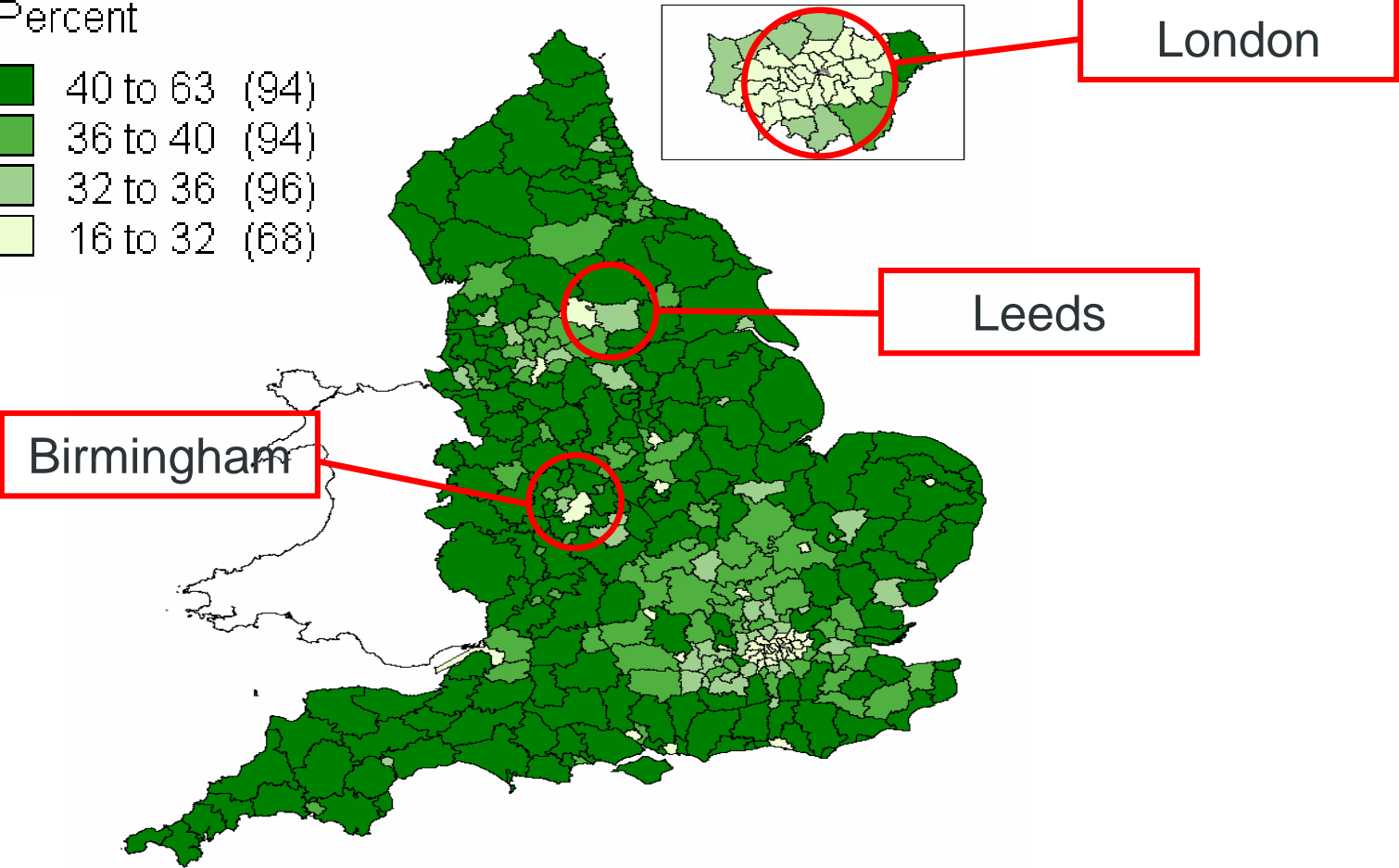


2019 – 38% of the population 50 or more

People aged 50+ as a proportion of the population

Percent

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- 36 to 40 (94)
- 32 to 36 (96)
- 16 to 32 (68)



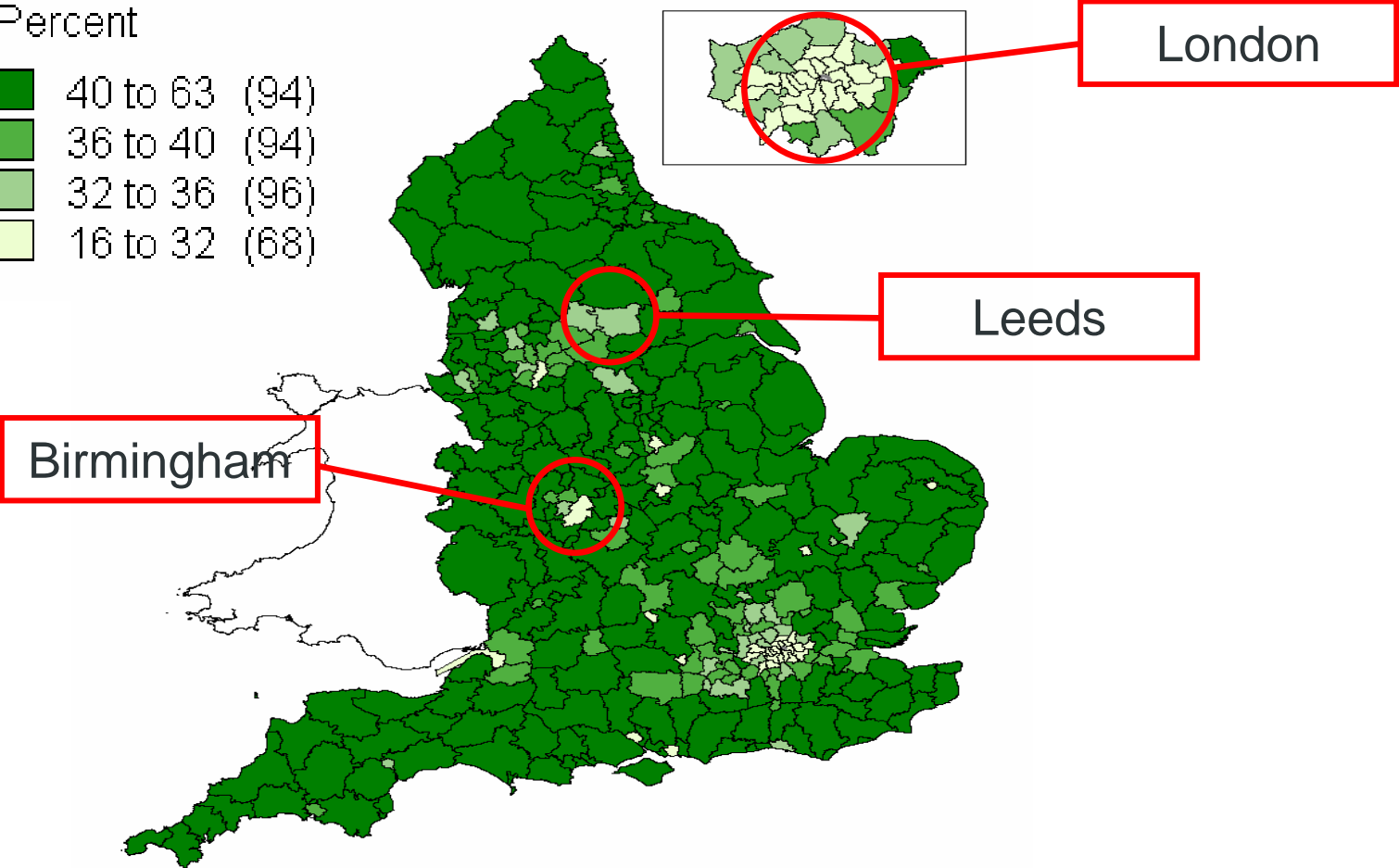
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2029 – 40% of the population 50 or more

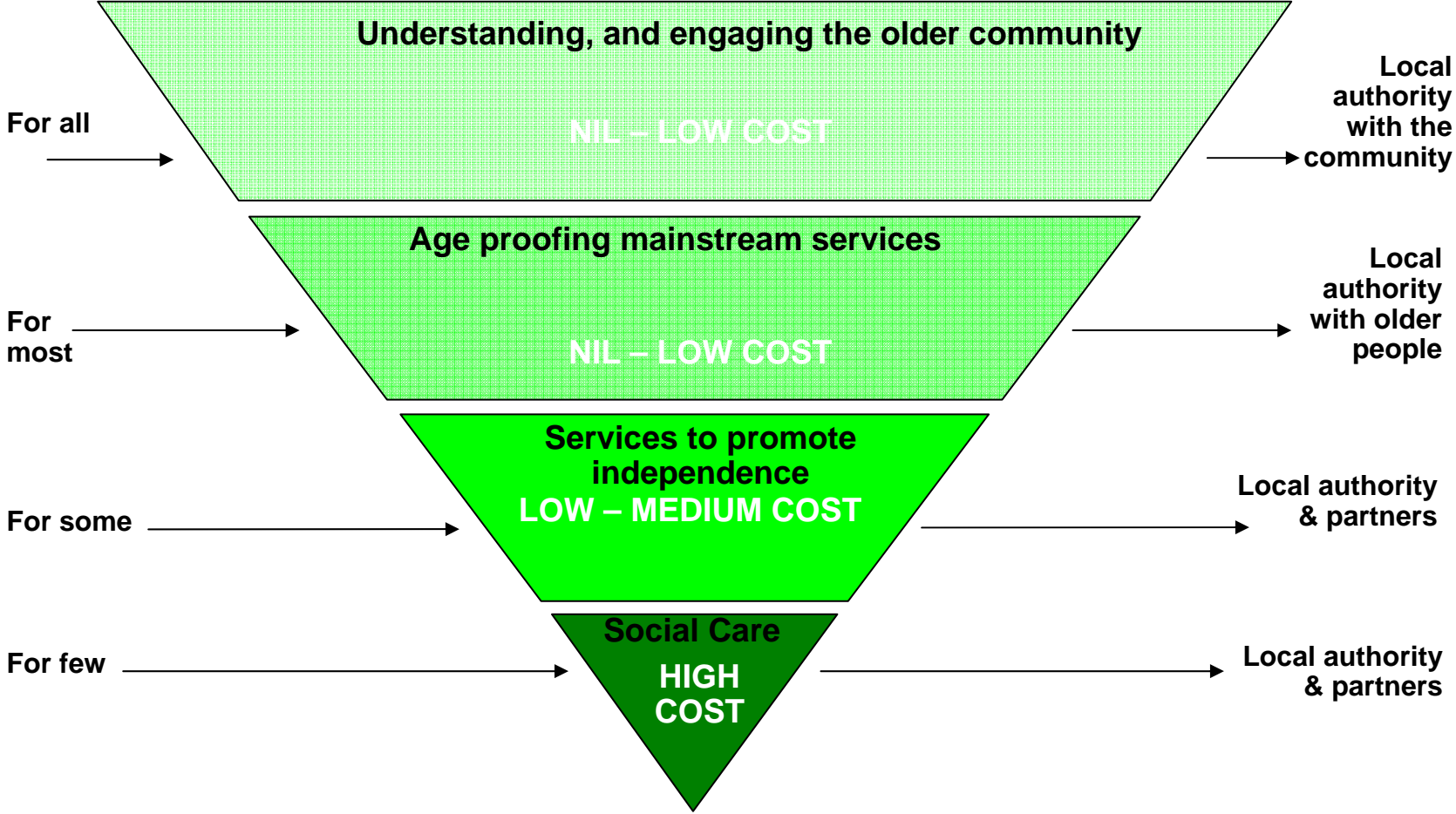
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Councils have a role beyond social care



Thank you!

