

Ageing Society Grand Challenge

The Industrial Strategy White Paper was published November 2017, the culmination of extensive consultation across the country. It set out a clear ambition: to increase productivity and earning power across the UK. It is built on 5 foundations and 4 Grand Challenges:



Growing the AI & Data-driven Economy

We will put the UK at the forefront of the artificial intelligence (AI) and data revolution



Clean growth

We will maximise the advantages for UK industry from the global shift to clean growth



Ageing society

We will harness the power of innovation to help meet the needs of an ageing society



The Future of Mobility

We will become a world leader in the way people, goods and services move

Taking a mission based approach opens up new opportunities

The Grand Challenges will build on existing strengths to boost economic activity by:

- driving innovation and diffusing it across the economy
- building markets to make peoples' lives better
- inspiring ambition through Missions
- establishing the UK as *the* place to invest and innovate

By doing things differently:

- **Working in partnership**
- Encouraging a **national debate** about long term societal issues
- Looking across **all of government's levers**
- Establishing an **international brand**

Examples of Grand Challenges in practice:

New products and services:
UK using its excellence in design to create goods for older people



Building markets:
Making London the capital of the world for green finance



Ambitious missions:
Fully self-driving cars on UK roads by 2021



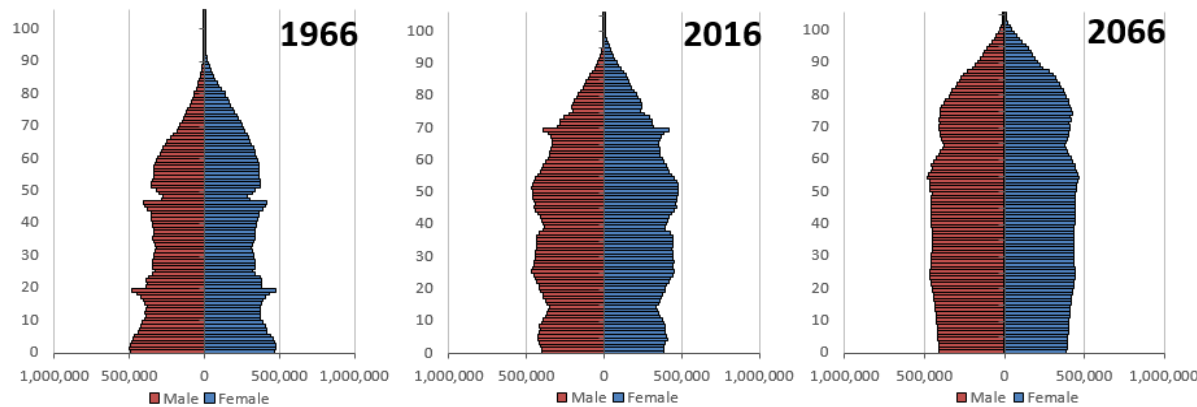
Harnessing innovation:
AI and data speeding up diagnostics



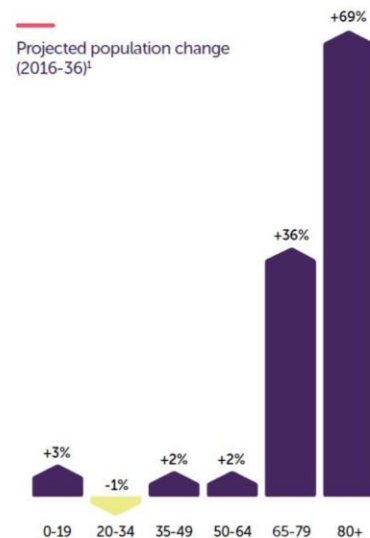
With lower birth rates and higher life expectancy, the UK's population is growing and getting older



While UK's population is growing, improvements in healthcare and lifestyles means it is also getting older - in **50 years' time there will be an additional 8.6 million people aged 65 and over – a population roughly the size of London**



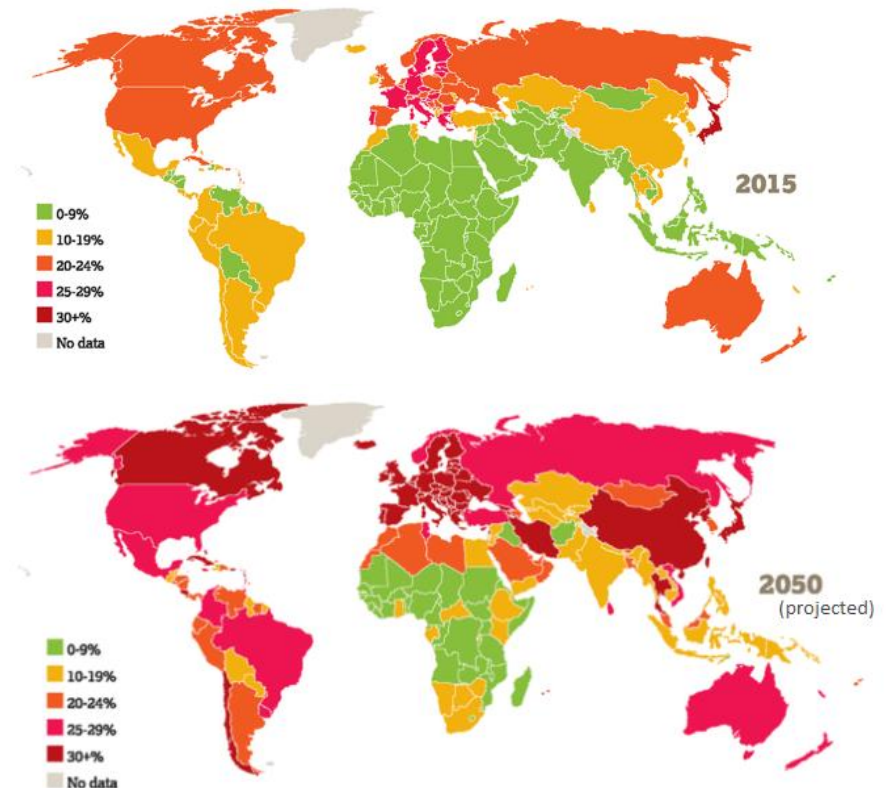
The older population is growing faster than younger age groups – **the fastest increase will be in the 85 years and over age group**



Centre for Ageing Better, The State of Ageing 2019

Population ageing is a global phenomenon. In 2015, there were around 901 million people aged 60 years and over worldwide, representing 12.3% of the global population. By 2050, it will have increased to 2.1 billion or 21.3% of the global population.

Global Population over 60 years of age



Ageing is effecting different places and communities differently

There will be a much more **rapid rise in older people in rural areas than urban ones**. Older adults live in more rural areas where **access to services can be more difficult**.

Older people are on the whole becoming wealthier and have greater resources than younger generations - **over 50's in the UK hold ~ 68% of all UK household wealth (\$10.7 trillion)**

Yet inequalities also have a significant impact, with the least deprived having much longer periods of their lives in poor health, and can expect lower life expectancy overall.

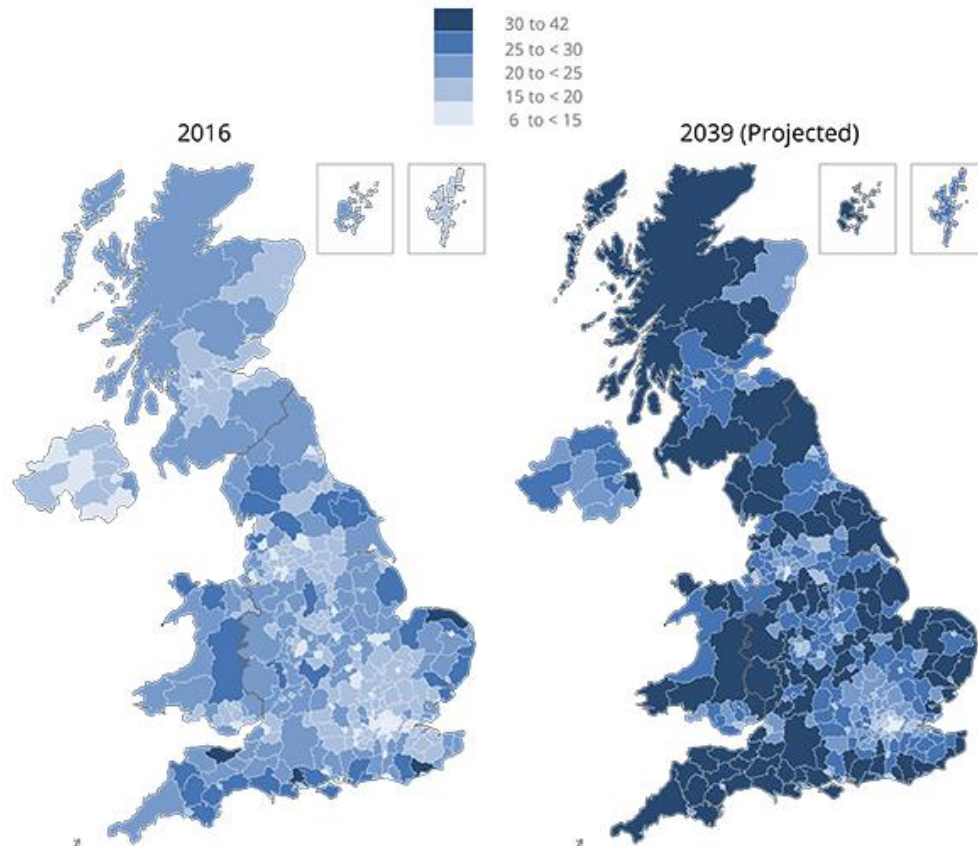
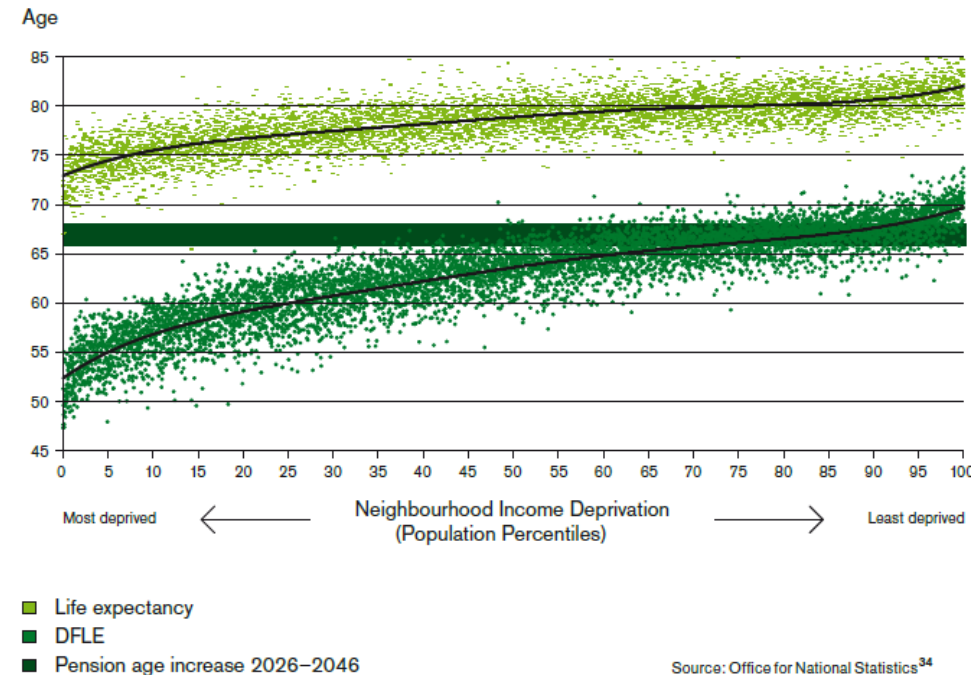


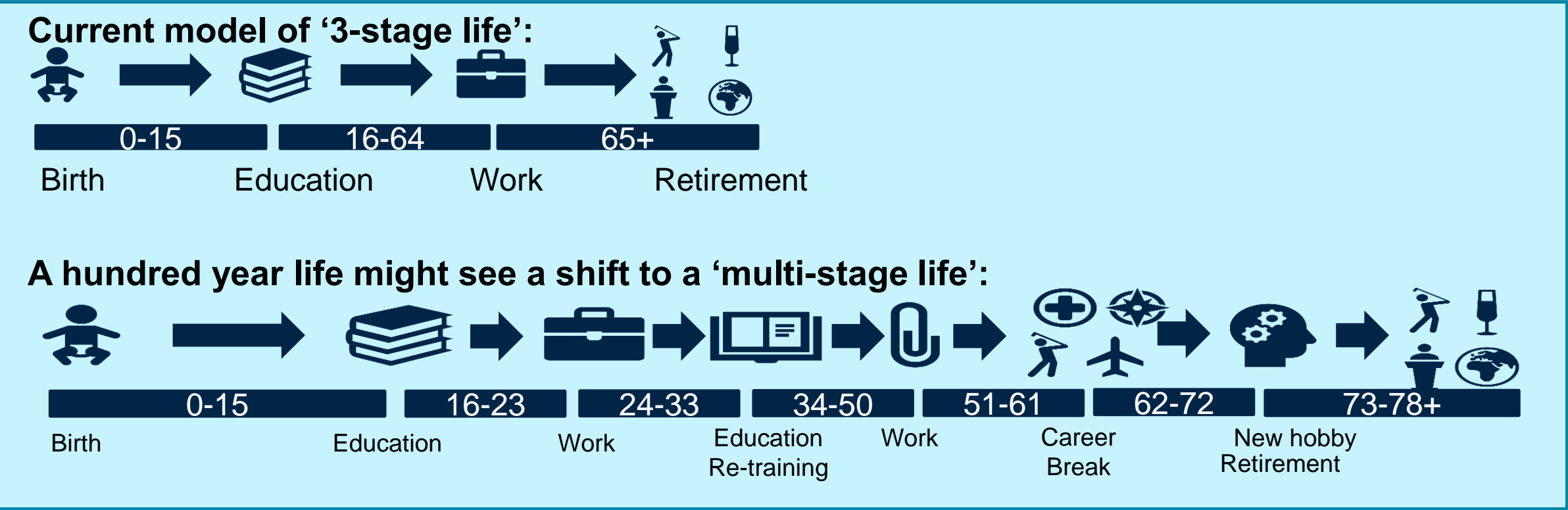
Figure 1.1 Life expectancy and disability-free life expectancy (DFLE) at birth, persons by neighbourhood income level, England, 1999–2003



Source: Office for National Statistics³⁴

But we are living longer which could profoundly change the way we approach life, regardless of age, opening up new opportunities

- **Ageing** can centre on all of the negatives associated with the “demographic time bomb” narrative and focus attention on the products and services required for older people with a health and care need.
- **Longevity** – and messages around everyone living longer in the future - can be seen as a more positive trend focused on people are leading longer, more productive lives. It leads to a focus on how we can improve the quality of life to match longer length of life.



- **As policy makers we need to address the issues associated with both.** We need quality and responsive services for increasing numbers of older people, but we also need to take a life-course approach to support healthy, productive and happy ageing

And there are sizeable economic opportunities if we can catalyse activity and new emerging longevity markets



A recent EU report by Technopolis on the EU 'silver economy' found that:

- Across the EU, there were **199 million individuals aged 50 and over in 2015** (39% of the total population) and in total, these individuals consumed **€3.7 trillion of goods and services in 2015**.
- In 2015, the Silver Economy sustained over **€4.2 trillion in GDP and over 78 million jobs**.
- If ranked among sovereign nations, the **Silver Economy would be the third largest economy in the world**, behind only the USA and China.



Connected health

By 2020 the size of the global connected health market will be close to €59bn



Silver tourism

European tourists aged 65+ spend on average €66bn per year. Globally, the 50+ population spend €109bn per year



Integrated care services and improved connectivity

The global market for ICT solutions for healthcare monitoring in private homes is expected to grow from nearly €10.7bn in 2016 to roughly €31.5bn by 2021



Development of an age-friendly built environment, including smart home solutions

The global smart homes market is predicted to be worth €55.8bn by 2020

- Sectors that have shown some level of interest include.
 - Retail
 - Consumer goods
 - Medical technology
 - Utilities
 - Insurance
 - Banking
 - ICT/ehealth
 - Telehealth / telecare (a specific products and services sub-sector of ICT/eHealth)
 - Fitness / Exercise
 - Care Providers including Community Health, Home & Residential Care
 - Homebuilding and adaptation

So why are we not grabbing these opportunities?

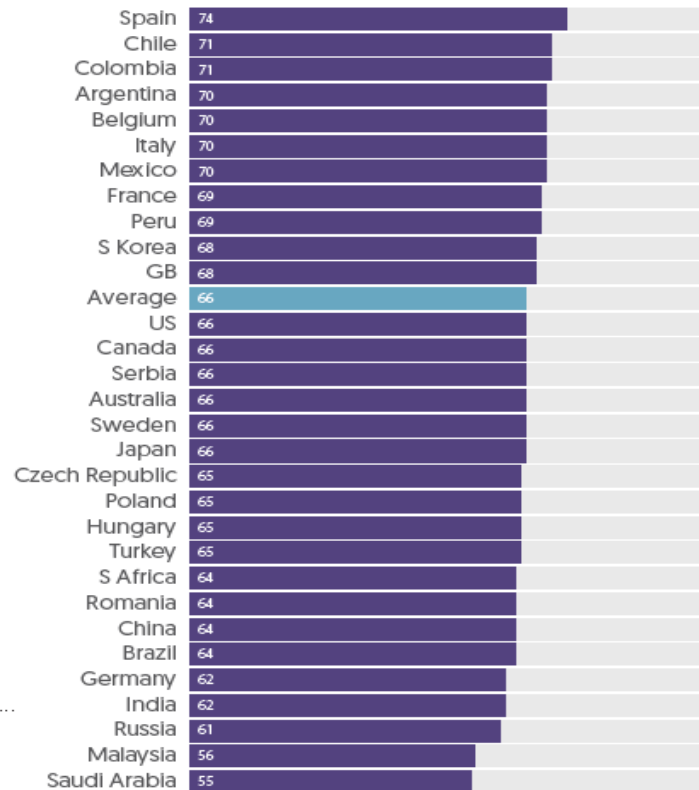


Most of us feel younger than our actual age and we tend to think old age happens to someone else

GLOBALLY, PEOPLE THINK THAT OLD AGE BEGINS AT 66

Thinking about the phrase 'old age', at what age do you think people can be considered to be 'old'?

Average guess

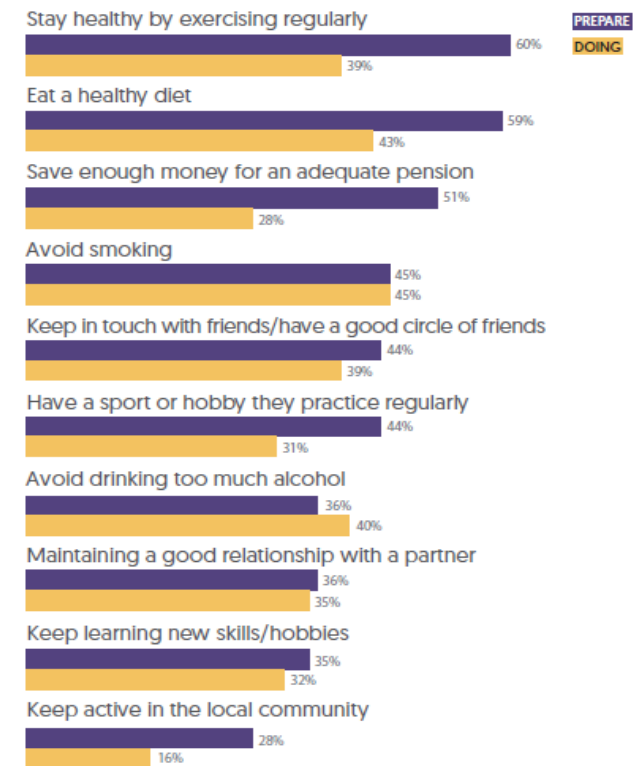


Source
Ipsos Global
Advisor

Base
18,262 adults
aged 16-64 in
30 countries,
online, 24
August - 7
September 2018

WHAT SHOULD WE DO TO PREPARE FOR OLD AGE - AND WHAT WE ARE DOING...

Which, if any, of the following do you think it is most important for people to do to prepare for old age? And which, if any, of these are you currently doing? *Top 10



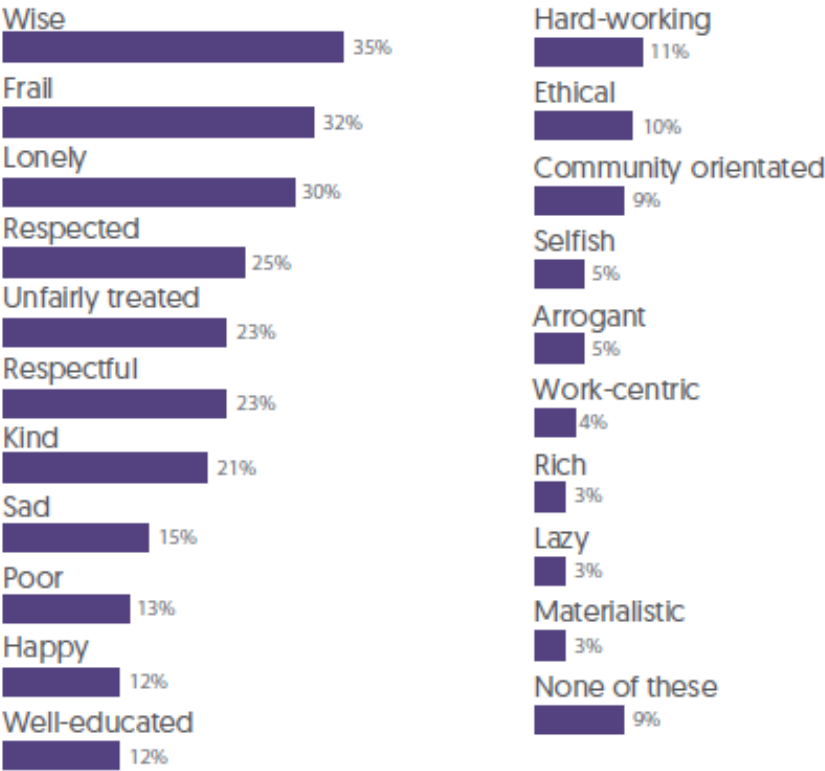
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And societies attitudes to ageing can often be negative

PEOPLE IN OLD AGE ARE SEEN AS WISE BUT FRAIL, LONELY BUT RESPECTED – WHICH CREATES A ‘DODDERING BUT DEAR’ ARCHETYPE

Which of these words would you use to best describe people in old age?

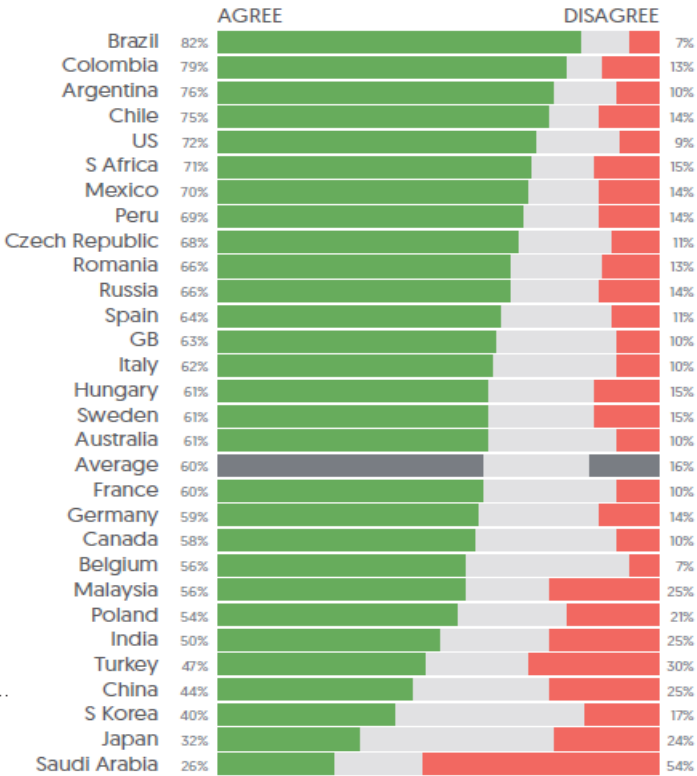


Source
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Base
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GLOBALLY, A MAJORITY THINK THAT THERE IS A LACK OF RESPECT FOR OLDER PEOPLE

% agree or disagree that people don't respect old people as much as they should



Source
Ipsos Global
Advisor

Base
18,262 adults
aged 16-64
across 29
countries,
online, 24 Aug –
7 Sep 2018

The UK Prime Minister announced the Ageing Society Grand Challenge Mission in May 2018



To ensure that people can enjoy at least five extra healthy, independent years of life by 2035, whilst narrowing the gap between the experience of the richest and poorest

	Health and Care	Homes, Families and Communities	Work learning and purpose	Finance and economy
Outcomes for the individual	I feel healthy and not limited by a health condition	I am happy at home & well connected to my family and wider networks	I can work for as long as I want to work and continue to have purpose after retirement	I feel financial secure
Outcomes for society	UK has a healthier society with lower service use	UK has cohesive, inclusive and connected communities	UK has a productive workforce	UK has a strong and dynamic economy which takes advantage of new opportunities from demographic change
Enabled by: technology & data; design; local and international action, engagement Supported by the other Grand Challenges covering: clean growth, AI & data, future of mobility				

We believe to achieve this mission will need:

- Action across multiple different policy areas
- Collaborations between national and local players
- New ways of working with industry and civil society
- Focus on innovation, creativity and disruptive thinking

Driving improvements in quality of life to match longevity gains

As a society we have been good at improving the **quantity of life** but we have been less good at improving the **quality of life** - especially later life. The Grand Challenge can address this, complimenting the work on life sciences and public health which aims to improve life/ healthy life expectancy....

WHO Framework on Healthy Ageing

Work on public health is focused on reducing health inequalities, which will be critical to achieving goal.

High and stable capacity

Declining capacity

Significant loss of capacity

Functional ability

Intrinsic capacity

Health services:

Prevent chronic conditions or ensure early detection and control

Reverse or slow declines in capacity

Manage advanced chronic conditions

Long-term care:

Support capacity-enhancing behaviours

Ensure a dignified late life

Environments:

Promote capacity-enhancing behaviours

Remove barriers to participation, compensate for loss of capacity

We currently do very little on this line. The AGC is an opportunity to address this in order to reduce public spending on health & care, whilst opening up new commercial opportunities.

Existing life science, health research & public health programmes address improving this line.

Definitions



Functional Ability – Health-related attributes that enable people to be and to do what they have reason to value.



Intrinsic capacity – the composite of a person's physical and mental capacities.

- We have announced **Andy Briggs as the Business Champion** for the ASGC (Ageing Society Grand Challenge) and a **new UK Longevity Council** to advise Government on the implications of our ageing society.
- We are investing **£98m through the Healthy Ageing Industrial Strategy Challenge Fund** to stimulate well-designed innovations that support people to enjoy active and independent lives for longer.
- We will launch a **new design and innovation competition** later this year that will prototype the homes of the future - built to a standard suitability for changing needs across a lifetime whilst also being environmentally sustainable.
- We are supporting local places through **Local Industrial Strategies** to address the opportunities and challenges of an ageing society and building **research and innovation collaborations with international partners**.
- Announced a joint **UK – Japan competition to support British and Japanese businesses** to harness Artificial Intelligence and Robotics to develop and showcase a new generation of assisted living products.