

Looking at loneliness

STORY

Hold the base of this cup against the coloured spot on the back wall to amplify the voice.

RUNNING TIME

1.36 MINUTES

A story about evolving families

STORY

Hold the base of this cup against the coloured spot on the back wall to amplify the voice.

RUNNING TIME

3.35 MINUTES

The age of love

STORY

Hold the base of this cup against the coloured spot on the back wall to amplify the voice.

RUNNING TIME

3.07 MINUTES

Home alone

RESEARCH

1 in 3

people over 65
live alone.

70% of whom
are women.

Staying connected

RESEARCH

Older people with weaker connections to friends and community have a

50%

higher risk of mortality than those who are more socially connected.

Speak soon?

RESEARCH

12%

of over 65s surveyed
said they never spent
time with their family.

**Loneliness
is as harmful
as...**

RESEARCH

15

cigarettes
a day.

Alright pet?

RESEARCH

Nearly

50%

of older people say
that television or pets
are their main form
of company.

**You might
be surprised
to know...**

RESEARCH

Studies have found
that young adults
report higher levels
of **loneliness** than
65-74 year olds.

A problem in isolation

RESEARCH

Rates of loneliness reach much **higher levels** over the age of **80**, where 22% report that they are **often lonely**.

Time to help?

RESEARCH

31%

of UK 65-74 year olds
have taken part in
voluntary work at least
once in the past month.

When can we hang out together?

RESEARCH

Peak shopping time
for people aged 65+
is **late morning**, while
for younger people it
is **early afternoon**.

How will we live in the future?

RESEARCH

Research is showing a trend towards **supported independence** at home, rather than care homes or sheltered accommodation.



**Will we
care for our
parent's
generation
the way they
cared for us
as children?**

RESEARCH

75%

of people with adult children expect them to provide informal care if needed.

Cost of care

RESEARCH

There are

6.4

million

'informal carers'
in the UK who
save the country
£119bn a year.

Who cares for who?

RESEARCH

Nearly

50%

of informal carers
are over 50.

**How much
do you care?**

RESEARCH

2 in 10 carers
are over 80 and
spend more than

35

hours a week
providing care.

Do you care?

ENQUIRY

**Is it okay that
informal and unpaid
care currently props
up our increasing
need for care as
we live for longer?**



What is the potential of inter- generational action?

ENQUIRY

**Can increased
intergenerational
exchange become
part of the solution
to social, health and
housing issues?**



Should we be building more bridges?

ENQUIRY

“While our society does not provide many opportunities for candid intergenerational conversations about age, this is precisely what is needed.

So that all of us, regardless of our positioning along the life course, can build bridges between not only ourselves and others, but our own older and younger selves.”

PROFESSOR MOLLY ANDREWS

**How multi-
generational
is your space?**

ENQUIRY

“Ageing is an intergenerational enterprise which takes place in an intergenerational space. This space is negotiated, and the experiences of each age-group need to inform that negotiation.”

**Close but not
too close?**

ENQUIRY

“Wherever the elderly have had the financial means, they have chosen what social scientists have called ‘intimacy at a distance.’”

Off the hook

RESEARCH

Not having **friends** is a big predictor of **loneliness** in **old age**.

However, you don't need see friends **face-to-face** to combat loneliness. **Telephone** contact also works to **keep** people **connected**.

**Can you
repeat that?**

RESEARCH

More than

70%

of over 70s have some
form of hearing loss.

Getting smarter

RESEARCH

36%

of UK adults aged 65-74
now own a smartphone,
along with 20% of those
aged 75+.

Fastest and smartest

RESEARCH

Smartphone
ownership is now
growing most
rapidly among
the **over 75s.**

**You have a
new friend
request**

RESEARCH

50%

of internet users aged
over 55 have a social
media account.

Staying connected

RESEARCH

32%

of internet users over
65 say that email and/or
social media is their main
means of keeping in touch
with extended family.

Swipe right

RESEARCH

8%

of UK over-60s have used
an online dating service.

Passions that burn as bright as ever

STORY

Remove the shoe from
the shelf to play the story.

Replace the shoe heel to
wall to reset the audio.

RUNNING TIME

4.03 MINUTES

Making it over the line

STORY

Remove the shoe from
the shelf to play the story.

Replace the shoe heel to
wall to reset the audio.

RUNNING TIME

3.53 MINUTES

A story about freedom

STORY

Remove the shoe from
the shelf to play the story.

Replace the shoe heel to
wall to reset the audio.

RUNNING TIME

1.12 MINUTES

Step by step

STORY

Remove the shoe from the shelf to play the story.

Replace the shoe heel to wall to reset the audio.

RUNNING TIME

0.50 MINUTES

**How far
will you go?**

RESEARCH

The average 35-44
year old travels 167
miles per week.
This declines to

87

miles

for those aged 70+.

**Are you
in the
passenger
seat?**

RESEARCH

We need more help getting around as we age. Over

50%

of the journeys made by those aged 80+ are as a passenger in a car or on public transport.

Going the distance

RESEARCH

Over 70s with a mobility
problem make only

50%

the number of trips
out than those without
a mobility problem.

How local is your life?

RESEARCH

In our 30s, shopping and local services account for 18% of the places we go.

However by our late 70s, shopping and local services account for more than

50%

of the places we go.

Getting on with it

RESEARCH

Happiness is closely related to the performance of a **wide range of activities**. This confirms the view that **wellbeing** in later life significantly **depends** on the types of daily **activity** undertaken by older adults.

**Variety is the
spice of life**

RESEARCH

Living in an area with a good mix of local amenities like parks, shops, cafés and libraries is associated with a reduced chance of dementia of around

60%

Critical communities

RESEARCH

105

UK libraries closed in 2017. Local community spaces are critical to keeping older people connected.

Cheers!

RESEARCH

Local community spaces
are critical to keeping
older people connected.

29

pubs a week are closing
in the UK. Since 2001
Britain has lost more than
a quarter of its pubs.

**What if
you can't
get there?**

RESEARCH

In the UK,

11%

of those aged 65+ say
they find it difficult to
access a corner shop.

**Need a
break?**

RESEARCH

People in **middle age** (**45-54**) take the **least** number of **holidays** per year – an average of 2.6. **Holiday** making **rises** to 2.9 for those aged **65+**.

Driving force

RESEARCH

Driving remains the most common form of transport for older people in the UK – a rate of

68%

in households where someone is aged 70+.

This is particularly important for those living rural areas with poor public transport.

Home sweet home

RESEARCH

Over 65s are estimated
to spend an average of

80%

of their time in the home.

**Are you
home?**

RESEARCH

Over 85s are estimated
to spend an average of

90%

of their time in the home.

**Are you
sitting
down?**

RESEARCH

56%

of people aged 75-84
spend six or more hours
of their waking day sitting
down, compared to 15%
of people aged 35-44.

Getting the measure of your life

ENQUIRY

“Shall we measure
life
in meters or kilometers
or months?
How far since you were born?
How long
must you wander
until
like all men
instead of walking on its surface
we rest below the earth?”

Catch of the day

ENQUIRY

**“Now,
time, I roll you up,
I deposit you in my
bait box
and I am off to fish
with your long line
the fishes of the dawn!”**

**Walk in my
shoes?**

ENQUIRY

“Efforts to visualise our own old age – across the life span – will also help up as a society to reimagine how to meet the needs of the older population.”

PROFESSOR MOLLY ANDREWS

**Where are
you going?**

ENQUIRY

“While people often worry about ‘growing older’, they do not spend time actually imagining their own old age... and if we do not know where we are going, we cannot know where we are or where we have been.

A sense of our future selves not only provides us with a ‘blueprint for living’ but also an anchoring in the present.”

PROFESSOR MOLLY ANDREWS

**What new
places will you
create and
journey to?**

ENQUIRY

While our physical worlds may shrink as we get older, we have an opportunity to create rich and expansive worlds within our imagination. What can you be doing now to nurture this interior landscape so it's abundant in later life?



**What seeds
are you
sowing?**

ENQUIRY

The role and presence of a local community becomes crucial as someone's "life space" starts to shrink – is your local area suited to supporting this and if not, how does it need to change? What seeds can you sow around you now to reap later in life?



**What do
you want to
explore and
discover?**

ENQUIRY

**Curiosity has no age limit.
Older age gives many people
the chance to journey to
new and undiscovered place.
How will you stay curious?
And where will you go?**



What is purpose?

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

2.33 MINUTES

It all adds up

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

1.40 MINUTES

Who's responsible?

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

2.00 MINUTES

We are all libraries

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

0.59 MINUTES

Savouring the small things

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

0.45 MINUTES

A late blossoming

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

3.50 MINUTES

The art of reminiscing

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

3.25 MINUTES

Always a student

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

1.11 MINUTES

Being a bad archivist

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

0. 43 MINUTES

A self- determining state

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

1.11 MINUTES

The habits of a strong man

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

1.34 MINUTES

Creating a vivid interior life

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

0.47 MINUTES

A story about discovery

STORY

Take the book out of the shelf and place it on the lectern to play the story.

Please replace the book back on the shelf when you are finished.

RUNNING TIME

2.57 MINUTES

Living longer but are we living better?

RESEARCH

Although we will be **living longer** overall, we will also be living longer with **multiple health conditions** that will need to be managed.

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Looking at the life course

RESEARCH

Material **poverty** in **childhood** is associated with **worse health** in older age, reflected in **lower walking speed, poorer memory** and a higher incidence of **depression**.

When did you learn to read?

RESEARCH

How you perform in a **reading test** at age **7** can help predict what your **ageing experience** will be like at age **70**.

This is because it influences your **education** and your **work-life**, both of which are big **predictors** of how you will age.

The whole story

RESEARCH

The disability-free
life expectancy
gap between the most
and least deprived
parts of the UK is

19

years

**How does
your
childhood
impact on
your ageing?**

RESEARCH

People from **lower socioeconomic groups** have **poorer health** outcomes than those from higher socioeconomic groups, and this **early life** experience continues to **impact health** outcomes in later life.

However, this is **malleable** and there is evidence that **disadvantage** in early life can be **lessened** if one's socioeconomic status **improves** through the life course.

**How you
age is an
accumulation
of your entire
life course**

RESEARCH

Inequalities observed in **later life** are a result of **disadvantages** experienced across an individual's life. In other words they **accumulate** over the whole life course...

How do we compare?

RESEARCH

Britain is the only country in Europe with a **declining** life **expectancy**.

Overlapping inequalities

RESEARCH

Inequalities overlap and combine. For instance, **women** may face financial disadvantages due to lower retirement age and part-time work. And people from **BME** groups may also experience **systemic income disadvantages.**

Well treated?

RESEARCH

The **least wealthy** people aged 50+ are **less likely** to receive a **diagnosis** of, or **treatment** for, their condition than the most-wealthy.

**How does
where you
live affect
your life
expectancy?**

RESEARCH

While **average** life expectancies for men and women have **increased** over time, **area-based inequalities** in life expectancy have not reduced significantly. People from **less advantaged** groups live **shorter lives** in **worse health**.

The cost of inequality?

RESEARCH

Inpatient hospital admissions reflect the steep social gradient between the most and least deprived areas in the UK. In 2012 researchers estimated the total cost of inequality to be

**£4.8
billion**

**Too little,
too late?**

RESEARCH

Lifetime **costs** of health care are also **higher** in more **deprived communities**, even though life expectancy of men and women in such communities is lower. Research suggests a focus on **early interventions** to **reduce inequalities** in socially disadvantaged neighbourhoods.

Money matters

RESEARCH

Current cohorts of **older women** are identified as being particularly **vulnerable to poverty**, due to a reduced likelihood of accessing a private pension throughout their working life.

Two sides of the same coin

RESEARCH

For the **wealthiest** groups, there is relatively **little change** in trajectories of **frailty** over time. By contrast, substantial differences exist in the least wealthy group. Suggesting that **poorer older people** are spending longer periods of later life in a **frail state** than had previously been the case.

**Imagine
it's 2040...**

RESEARCH

By 2040, nearly

1 in 4

people in the UK
(24.2%) will be
aged 65 or over.

**Will you
live to 100?**

RESEARCH

Currently, nearly

1 in 3

people in the UK
will live to see their
100th birthday.

When is middle age?

RESEARCH

In mid-2014,
the average age
of people in the
UK exceeded

40

for the first time.

Working it out

RESEARCH

Doing more intellectually
challenging work over your
lifetime will improve brain
function at age 70 by

5%

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**When did
you learn
to read?**

RESEARCH

Children who perform well in reading tests in school would be expected to experience

20%

less cognitive ageing by age 70.

How does the social impact on the physical?

RESEARCH

The combination of your **parents' education** and your **own education** are two of the biggest factors that determine age-related **brain function at 70.**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Older and wiser?

RESEARCH

Psychological studies on **wisdom** generally show little relationship to age. But it has also suggested that the 20% of people with the highest '**moral reasoning**' ability DO become significantly **wiser** with **increasing age**.

Say what?

RESEARCH

Most research on **vocabulary** finds that it peaks in later life – while basic vocabulary may peak in our 30s, advanced vocabulary **peaks** later (c.50-60) and does not significantly decline until after age 70.

Huh?

RESEARCH

Performance in tests
that measure how well
you understand language
peaks at around age

50

**Did you
know?**

RESEARCH

General knowledge
performance peaks
in our mid

50s

Book worms

RESEARCH

88%

of over 75s read for pleasure at least once a week, compared to only 74% of 25-44 year olds.

**Do you
read me?**

RESEARCH

16%

of 55-65 year olds have a low literacy level, at which it may be difficult to read food packaging or household bills.

**What can
you do?**

RESEARCH

People from **lower socioeconomic** groups are more likely than those in higher socioeconomic groups to feel that **age prevents** them from doing the things they would like to; that **old age** is a time of **ill health** and a time of **loneliness**; and that old people do not get respect in society. They are also more likely to **worry** that their own **health** will **get worse** as they get older.

Me time

ENQUIRY

**“I am more myself
than ever.”**

MARY SARTON ON HER 80TH BIRTHDAY

**“I don't
believe in
ageing...”**

ENQUIRY

**“I believe in forever
altering one's aspect
to the sun.”**

VIRGINIA WOOLF

Measuring time

ENQUIRY

“let us not apply
the measure
of a time
that may be
something else, a mineral
mantle, a solar
bird, a flower,
something, maybe,
but not a measure.”

**“When
more time
stretches
behind than
stretches
before one...”**

ENQUIRY

**“some assessments...
begin to be made. Between
what one wished to become
and what one has become
there is a momentous gap....
Some of us are compelled,
around the middle of our
lives, to make a study of
this baffling geography.”**

JAMES BALDWIN, 1967

PROFESSOR MOLLY ANDREWS

**What is the
life you hope
to be able to
look back on?**

ENQUIRY

“If we were to routinely ask ourselves what is the life we hope to be able to look back on, we would increase the likelihood that our ultimate life review would bring us deeper satisfaction.”

PROFESSOR MOLLY ANDREWS

**Where
are you?**

ENQUIRY

“People don’t just wake up at 70 and become old and frail. Where you are at 70 is as much as a factor from where you were at 50, at 15, or 5 years old and all of these things carry forward across your life.”

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Living longer, Living better?

ENQUIRY

“We know we are living longer, but are we doing so with a more independent and healthy experience? How would you feel about living to 100 but spending the last decade in a care home?”

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**We all
need to ask
ourselves...**

ENQUIRY

**“What do you want
your older age to
look like?”**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**How much
care are you
willing to
provide?**

ENQUIRY

**“How much care
are you expecting
to receive and who
do you expect to
pay for that?”**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**I don't want
to think
about it!**

ENQUIRY

“If people generally fear and devalue old age, it is perhaps not surprising if they don’t want to put themselves in the category ‘old person’ even in their imagination.”

PROFESSOR MOLLY ANDREWS

A living library

ENQUIRY

**“Surviving into old age
was uncommon, and those
who did survive served a
special purpose as guardians
of tradition, knowledge
and history.”**

Coming to terms

ENQUIRY

“With age comes a growing thoughtfulness: what was it all for? What have we made of our lives, what have we known of love, what have we enjoyed of beauty and how do we come to terms with our going?”

JOAN BAKEWELL

**Do you live in
the present?**

ENQUIRY

**“Because the old
know they are closer
to death they grow
better at living for
the present.”**

JOHN BARRYMORE

**What is
your story?**

ENQUIRY

**“Stories create
imagination of how
the past might have
gone differently and
the future is open
to any possibility...”**

PROFESSOR MOLLY ANDREWS

**Are you
prepared?**

ENQUIRY

“Many people enter later life unprepared – what happens when you need to make decisions about your health and life when conditions like dementia affect your ability to do that?”

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Race of life

RESEARCH

A person aged **71** with the **most wealth** has an average walking speed of **0.91** metres per second compared to **0.75** metres per second for someone with the **least wealth**.

Walk with me

RESEARCH

Higher education alone offers an **advantage** in **walking speed**, and its associated benefits for mobility and potential for living independently in later life of up to **15 years** for **men** and **10 years** for **women**.

Staying strong

RESEARCH

**A fit 80 year old
is as strong
as a sedentary
30 year old.**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

A change of pace

RESEARCH

From the age of
40, adults lose

8%

of their muscle
mass per decade.

Generation gym?

RESEARCH

The proportion of over 45s meeting government guidelines for **physical activity** has more than **doubled** since 2003.

Feel the burn

RESEARCH

The group with the biggest recent rise in exercise participation is women aged 75+ – from 3% in 2003 to

17%

by 2016.

Bad landing

RESEARCH

Falls are the most
common cause of injury
related deaths in people
over the age of

75

Work outs work out

RESEARCH

Maintaining **regular exercise** is one of the only proven ways to **reduce** the chance of developing **dementia**.

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Take care

RESEARCH

Many people have an uneventful ageing, for others a **simple fall** at the wrong time can completely **change** the course of their **lives**.

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Where are the oldest parts of the UK?

RESEARCH

The local areas in the UK with the **highest** average **ages** are West Somerset, North Norfolk and Rother.

Where are the youngest parts of the UK?

RESEARCH

The UK's **youngest**
average **ages** are found in
Manchester (30.1 years),
Oxford (30.2), Nottingham
and Tower Hamlets (30.4)

How healthy is your street?

RESEARCH

Where you live affects **how you age**: In general, older people who live in **socially disadvantaged** communities have **poorer physical and mental health** than those who live in more advantaged communities

Home comforts

RESEARCH

Most older people
don't live in retirement
communities or
care homes – over

90%

are in regular homes
and wish to stay there.

Who's at home?

RESEARCH

59%

of the care home
population is aged
over 85.

Are more people living in care?

RESEARCH

Despite big increases
in the older population,
the number of people
living in **care homes** has
remained **almost the same**.
More people are being
supported at home.

Where do you live?

RESEARCH

Where you live has a big impact on your **life expectancy**. In 2016 life expectancy **fell** in Torridge, Hartlepool and Amber Valley for example.

**It's hard
to believe
but...**

RESEARCH

Life expectancy for
men in Glasgow is

53.9

years vs. Iraq (67.49),
the Gaza Strip (70.5),
North Korea (71.3).

Where do women live longest?

RESEARCH

There is a big **gap** in healthy **life expectancies** around the UK. A woman of 65 in Kingston-upon-Thames can expect to spend **62%** of her remaining life in **good health**, compared to just **35%** of remaining life for a woman in Manchester.

Where do men live longest?

RESEARCH

For men aged **65**, the **highest life expectancy** is in Kensington and Chelsea, London, where the average man lives for another **21.4 years**. The lowest is in Manchester, where the average man lives for another **15.8 years**.

North or South?

RESEARCH

The north experiences

20%

more premature deaths
before the age of 75
years than the south.

**We're better
together**

RESEARCH

Older people who live in neighbourhoods with a greater **mix of house prices** have a **lower risk of depression** than those who live in neighbourhoods with more equal house prices.

**Who do
you hang
out with?**

ENQUIRY

“In our age segregated society, some people simply don't know any old people.”

PROFESSOR MOLLY ANDREWS

Seeing things differently

STORY

Lift the lid of the
binocular case to
hear the story.

RUNNING TIME

2.11 MINUTES

In awe

STORY

Lift the lid of the
binocular case to
hear the story.

RUNNING TIME

2.32 MINUTES

Discrimination nation?

RESEARCH

In England

37%

of over-65s feel they have
personally experienced
age discrimination.

I'm not old!

RESEARCH

The older people are, the less likely they are to say that they consider themselves old. Nearly 80% of people in their 50s consider themselves old, compared to just over

60%

of those in their 60s.

**Doing what
you want
to do?**

RESEARCH

Only

10%

of respondents felt that age often prevents them from doing the things they would like to do and 56% of people felt that age never or not often prevents them from doing the things they would like to do.

When are you old?

RESEARCH

In the UK, we think
old age starts at

59

years old. This is the
second youngest in
the whole of Europe –
in Greece, old age is
perceived to start at 68.

Will I develop dementia?

RESEARCH

Less than

20%

of over-85s suffer
from dementia.

Is dementia inevitable?

RESEARCH

40% of millennials believe that dementia is an inevitable outcome of ageing. In fact, only

7%

of all over 65s suffer from dementia.

**Too old
to try
something
new?**

RESEARCH

There are **health benefits**
in doing **new things**.
However, although
research shows that
children in the UK take
up a new hobby or activity
every 6 months, for the
over-50s, the average is
once every **9 years**.

My time now

RESEARCH

Retired people in the
UK have 7.3 hours per
day of 'leisure time'

92%

more than those in
full-time employment.

Calmer sutra

RESEARCH

1% of married people
aged 70+ in the US report
having sex four times
per week or more,

21%

report sex more often
than once a month.

**Are you
game?**

RESEARCH

In the UK
'Taking Part' Survey

17%

of over 75s took part in
sport during the month
before interview.

Losing sight

RESEARCH

35%

of people aged 75+
have sight loss which
affects their daily life.
This increases to 50%
for 90+.

Poor vision?

RESEARCH

Your **income** has an
impact on your **vision**.
The less wealthy are more
likely to have problems
with their eyesight than
those who earn more.

Keep on singing

RESEARCH

Over 65s participate more than any other age group in **singing, crafts** and **reading** for pleasure.

They are also more likely than any other age group to attend **museums** and **galleries, opera** and **ballet**, and **classical** and **jazz music**.

**Are you
radical?**

ENQUIRY

**“In an ageist world,
to acknowledge and
even embrace our
ageing – to challenge
its representation
as decline alone –
is a radical act.”**

**Will you still
want to get
to the top?**

ENQUIRY

**The oldest person to
climb Everest is Yuichiro
Miura who summited in
2013 at the age of 80.**



**Will living
longer change
when we
decide to have
children?**

ENQUIRY

**Daljinder Kaur gave
birth in 2016, after nearly
five decades of marriage
and two unsuccessful IVF
tries – at age 72.**



**What will
you be doing
at 100?**

ENQUIRY

**In 2013, Fauja Singh
completed the Hong
Kong Marathon at
the age of 102.**



**What do you
want to look
back on?**

ENQUIRY

“If we were to routinely ask ourselves what is the life we hope to be able to look back on, we would increase the likelihood that our ultimate life review would bring us deeper satisfaction.”

PROFESSOR MOLLY ANDREWS

Imagining ageing

ENQUIRY

“Imagination is the mechanism which allows us to engage in a study of our own becoming, across the life cycle, to review the lives we have lived... and to construct in our minds’ eye a sense of what the future might hold...”

PROFESSOR MOLLY ANDREWS

**What's on
your horizon?**

ENQUIRY

Lifelong learning and discovery mean our horizons can always be expanding... What do you want to learn, do and discover?



**What kind of
80 year old
do you want
to be?**

ENQUIRY

**“And what's
within your power
to change?”**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**What can
you do?**

RESEARCH

Research has shown
that **older employees**
were the **least likely**
to receive **training**
in employment.

Are you ageist?

RESEARCH

Research has found that **employers discriminated** both **positively** (“older workers are more reliable”) and **negatively** (“older workers can’t learn new skills”) based on age.

Work to live

RESEARCH

A recent study showed

52%

of all workers aged 50+
were working primarily
for financial reasons,
while 40% were more
motivated by satisfaction
and fulfilment.

Live to work

RESEARCH

A recent study showed
for those working at
age 70+ just 28% were
financially motivated and

66%

motivated by fulfilment.

When are we happiest at work?

RESEARCH

The odds of **low** mental **wellbeing** were greatest in the **35-54** age group. By contrast, the odds of **high** mental **wellbeing** were greatest in the **over 55s**.

**Don't stop
till you drop?**

RESEARCH

11%

of workers aged 50+
expect to retire after age
70, and a further 13%
expect that they will
never stop working.

Who's the boss?

RESEARCH

There are now

1.4
million

people in the UK
who have 'become
their own boss' after
the age of 50.

Opportunity knocks

RESEARCH

People from **poorer backgrounds** typically have access to fewer opportunities throughout the life course, leaving them **unable** to access the type of employment that would otherwise allow them to **save** for **retirement**.

**Show me
the money**

RESEARCH

In 2014, only

36%

of women were able to claim the full state pension, because most did not have enough years of National Insurance contributions.

When will your earnings peak?

RESEARCH

In both the UK and the US, **women's earnings peak** around **ten years earlier** than those of **men** – at around age **40**, vs. around age **50** for men.

Getting by

RESEARCH

29% of older people in Great Britain say they are living comfortably, whereas

26%

are 'just about getting by'.

The impact of a gendered pension system

RESEARCH

Due to the gendered pension system, **women**, who are more likely to be in part-time work or take career breaks, are **restricted** in their ability to **accumulate personal** and **pension wealth** to sustain them in later life.

I'm worth it

RESEARCH

Recent research shows
42% of men feel confident
about asking for a pay
rise, compared to

22%

of women.

Ask Siri

ENQUIRY

“At one time, we might have turned to an old-timer to explain the world. Now we consult Google, and if we have any trouble with the computer we ask a teenager.”

**How old are
you...really?**

ENQUIRY

“People have always lied about how old they are. Demographers call the phenomenon ‘age heaping’ and have devised complex quantitative contortions to correct for all the lying in censuses.”

**Have you ever
lied about
your age?**

ENQUIRY

“In the past, so much respect accrued to the elderly that people used to pretend to be older than they were, not younger, when giving their age.”

**How might we
reimagine the
workplace?**

ENQUIRY

“The emerging ‘aged society’ demands the (re)imagining not only of individuals, but of the whole of society – ‘a new sociological imagination is needed for a new world order.’”

PROFESSOR MOLLY ANDREWS

**What will
you do?**

ENQUIRY

**If you knew you
were going to live
to 100, how would
that change your
perspective on
work and purpose?**



Changing relationships

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

RUNNING TIME

1.38 MINUTES

**What will
you call me?**

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

RUNNING TIME

2.29 MINUTES

Being who you are supposed to be

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

RUNNING TIME

3.15 MINUTES

Arrival

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

Replace the drawer to
play the next instalment.

RUNNING TIME

2.16 MINUTES

Rough days

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

Replace the drawer to
play the next instalment.

RUNNING TIME

2.36 MINUTES

See change

STORY

Pull out the drawers
and rummage through
the clothes to hear the
voices buried within.

Replace the drawer to
play the next instalment.

RUNNING TIME

2.07 MINUTES

The future is diverse

RESEARCH

Britain's older population is more diverse than ever before. The number of black and minority ethnic people aged 70+ is projected to rise from 170,000 in 2006 to 1.9 million in 2051 – an



fold increase.

**Good times
ahead!**

RESEARCH

According to recent RSPH research, those from a black ethnic background had an attitude to ageing nearly

3

times more positive than the average.

**Are we
changing
more than
ever before?**

RESEARCH

Data on jobs, house moves and relationship changes, suggests that while the generation born before 1930 saw very few major life changes after age 40, each **successive generation** has seen **more major life changes** post-40.

Will we live longer together?

RESEARCH

While overall UK **divorce rates** have been stable in recent years, divorce rates among the **over 65s** have **increased** significantly.

A world of difference

RESEARCH

0.7%

of over 65s in the UK
self-identify as being
LGBTQ+. This compares to
4.1% of 16-24 year olds.

Who's in charge?

RESEARCH

Research shows that perceived **control** – a measure that reflects individuals' sense of control over their lives is closely **associated** with a **life satisfaction** in older age.

**Are you
prejudiced?**

ENQUIRY

**“Ageism is prejudice
against our own
future selves.”**

ASHTON APPLEWHITE

LET'S END AGEISM

**How would
you like to
be treated?**

ENQUIRY

“We should consider carefully how we think about and treat older people. Because ‘Old’ is the one minority group that we will all one day be a part of.”

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**How do you
think about
time?**

ENQUIRY

“Ask an Australian aboriginal when she won the lottery or lost her mother and she might say very recently – even if these events occurred years ago. This would not be untrue because, to her, time is not purely linear; it also moves in circles, radiating outwards from her at the circle’s centre. As a result, the more important an event is, the closer in time it feels.”

CATHERINE BLYTHE

**Are you
blossoming?**

ENQUIRY

“To the man, to the woman
who utilized their
energies, goodness, strength,
anger, love, tenderness,
to those who truly
alive
flowered,
and in their sensuality
matured,
let us not apply
the measure
of a time”

**What is your
desire for
later life?**

ENQUIRY

Different generations will have different outlooks and expectations from their experience of ageing. Millennials and Digital Natives will want different things to Baby Boomers and those currently in their 80s.



**What will
your old age
look like?**

ENQUIRY

“Efforts to visualise our own old age – across the life span – will also help up as a society to reimagine how to meet the needs of the older population.”

PROFESSOR MOLLY ANDREWS

A very rich tapestry

ENQUIRY

“If you do not really believe that you will ever be old yourself, it is harder to treat the older people you meet as if they are real and complex individuals like yourself.”

PROFESSOR MOLLY ANDREWS

**Why is it so
hard to think
about getting
older?**

ENQUIRY

“...Our constructions of the aged are built upon a fundamental ‘othering’ and thus people experience contemplating their own old age as a loss of their ‘true self’.”

PROFESSOR MOLLY ANDREWS

Capturing imagination

STORY

Put the headphone to your
ear to hear the story.

RUNNING TIME

3.24 MINUTES

A story about becoming

STORY

Hear the toy speak by
turning on the button
underneath its left arm.

RUNNING TIME

2.10 MINUTES

New solutions for age old problems

STORY

Lift the receiver to play.

Replace it to hear the
next message.

RUNNING TIME

1.03 MINUTES

English for the over 80s

STORY

Lift the receiver to play.

Replace it to hear the
next message.

RUNNING TIME

2.54 MINUTES

**When are
you happiest?**

RESEARCH

Recent research suggests that happiness peaks at age 23, then declines during middle age, rising again to a second peak at aged around

71

Who's more grown up?

RESEARCH

According to public perception, the average age at which men are believed to '**reach maturity**' was found to be **42**, whereas for women the average age was **33**.

**Do you
read me?**

RESEARCH

NART is the national adult reading test. It is used to determine a person's '**cognitive ageing**' – or age-related change in brain function

When are we most empathic?

RESEARCH

Performance on the
'mind in eyes' test, which
measures empathy, has
been found to peak at
around age

47

Our first experience of elders

RESEARCH

In the UK

78%

of children now have a
'close' relationship with at
least one grandparent,
up from only 60% of
children in the 1960s.

Grandparents to the rescue!

RESEARCH

Time spent on
childcare recorded
by **grandparents** has
more than **doubled**
since 1974.

Cycle of care

RESEARCH

Many **women** take career breaks to **raise children** or **care for ageing parents**. This cycle of care impacts on women's **financial security** later in life.

Holding the baby

RESEARCH

As our **reliance** on
grandparents increases,
women over 50 do
two-thirds more **unpaid**
childcare than men.

What does childhood have to do with old age?

RESEARCH

Our **childhood** experiences
lay the **foundations** for
our **whole life** course and
therefore have a huge
impact on our ageing
experiences.

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

Childhood experiences that last a lifetime

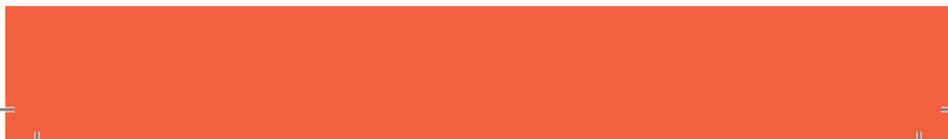
RESEARCH

Suffering from **adverse childhood experiences** (ACEs) like abuse, neglect or challenges in the home can lay the foundations for a **reduced life expectancy**.

Breaking cycles

ENQUIRY

**How could positive
interventions made in
youth impact on the
whole life course?**



**Do you
believe
in age?**

ENQUIRY

**“I don't believe in age.
All old people
carry
in their eyes,
a child,
and children,
at times
observe us with the
eyes of wise ancients.”**

**What do you
imagine?**

ENQUIRY

“Imagination requires both a taking apart and a putting together – synthesis and deconstruction.

Imagining old age involves a projection of an earlier self into an altered existence, intermingled with a recognition of the new challenges and possibilities that may await.”

PROFESSOR MOLLY ANDREWS

Looking forwards and backwards

ENQUIRY

“By regarding our older future selves as ‘an other already with us’, late life becomes an opportunity for new imaginings, looking forward and backward, to the lives we have lived and still might live.”

PROFESSOR MOLLY ANDREWS

**Where have
you been?
Where are
you going?**

ENQUIRY

**“Older age
becomes the
final result of all
the things that
have gone before
you in life.”**

DR DANIEL DAVIS, CONSULTANT GERIATRICIAN, UCLH

**The future
calls to us,
and we must
respond**

ENQUIRY

**“Who are you
still becoming?”**

PROFESSOR MOLLY ANDREWS

**How old
are you
feeling
today?**

ENQUIRY

**“We grow older
in relation to our
younger selves. We
embody different
ages as we travel
through life.”**

PROFESSOR MOLLY ANDREWS

**What do you
imagine?**

ENQUIRY

“Imagination is the mechanism which allows us to engage in a study of our own becoming, across the life cycle, to review the lives we have lived... and to construct in our minds’ eye a sense of what the future might hold...”

PROFESSOR MOLLY ANDREWS

Open me

STORY

Open the umbrella
to see how cancer
survival rates have
changed from 1971
to 2018.



Cancer survival rates

RESEARCH

Open the umbrella
to see how cancer
survival rates have
changed from 1971
to 2018.

Part of life

RESEARCH

Among people aged
65+, **12%** have two
and **16%** have three
or more **long-term**
health conditions.

I'm a survivor

RESEARCH

In the past 40 years, the percentage of people who survive (10+ years) after being diagnosed with any form of cancer has more than doubled, from 24% to

50%

New lease of life

RESEARCH

In the early 1970's
the median survival
time after a cancer
diagnosis was only
1 year, by 2011 it was

10

years.

Living with it

RESEARCH

By 2030, Cancer
Research UK predict
that **4 million people**
in the UK will be
living with cancer.

Looking ahead

RESEARCH

“**Curing** the disease appears **unlikely**. Much more possible is that, along with drugs, vaccines will prolong survival and help to turn **cancer** into a **chronic disease**. People may live for years or even decades with cancer... in a few more decades it will be a disease that we **live with** rather than **die from**.”

Taking cover

RESEARCH

The number of UK adults who have life **insurance** has **fallen** since **2011**, from **20.4 million** to **18.9 million**.

**Always look
on the bright
side of life**

RESEARCH

Despite a high level
of physical and mental
health impairment over

60%

of people age 90+ in their
final year of life self-rate
their health positively.

Out of sight out of mind

ENQUIRY

“Our reluctance to honestly examine the experience of ageing and dying has increased the harm we inflict on people and denied them the basic comforts they most need. Lacking a coherent view of how people might live successfully all the way to their very end, we have allowed our fates to be controlled by imperatives of medicine, technology and strangers.”

How common is dementia?

RESEARCH

Only about 2% of people aged between 65 – 69 have dementia. This rises to

20%

for those aged between 85 to 89.

Will we develop dementia?

RESEARCH

The number of people living with **dementia** in the UK is expected to **double** by around the year **2050**, from just under **1 million** in 2018 to just over **2 million** by 2050.

On the up side

RESEARCH

Studies in the
United States
suggest that **fear**
of **death declines**
with **age**.

I'm here!

RESEARCH

A study of representation
in the media showed
that over 60s make up
25% of the population
but occupy only a

5%

share of total 'media buzz'.

Who holds the family stories?

RESEARCH

66%

of UK over-65s agree that they 'have a responsibility to be guardians of the family history' (as do 44% of 16-24s).

Life on the line

RESEARCH

Travelling eastbound
on the Jubilee line from
Westminster to Canning
Town sees **life expectancy
drop by 8 years** – a year for
every tube stop, and new,
poorer neighbourhood.

What's the time?

ENQUIRY

“This sense of limited future time motivates older people to prioritize goals that aim at deriving emotional meaning from life.”

JORDAN LEWIS

Becoming an elder

STORY

Hold the shell up
to your ear.

RUNNING TIME

1.40 MINUTES

Our many selves

STORY

Remove the top
of the largest doll
to hear its story.

RUNNING TIME

1.25 MINUTES

Am I optimistic?

STORY

Place the record on
the turnstyle.

Raise the volume to turn
on the record player.

Lift the needle and
place carefully on the
edge of the record to
hear the story.

RUNNING TIME

1.49 MINUTES

A love story

STORY

Place the record on
the turnstyle.

Raise the volume to turn
on the record player.

Lift the needle and
place carefully on the
edge of the record to
hear the story.

RUNNING TIME

1.27 MINUTES

I'd change the lot

STORY

Place the record on
the turnstyle.

Raise the volume to turn
on the record player.

Lift the needle and
place carefully on the
edge of the record to
hear the story.

RUNNING TIME

2.23 MINUTES

A story about empowerment

STORY

Place the record on
the turnstyle.

Raise the volume to turn
on the record player.

Lift the needle and
place carefully on the
edge of the record to
hear the story.

RUNNING TIME

1.58 MINUTES

**What would
you change
about society
to make the
experience of
ageing better
for everyone?**

Unclaimed

Take a blank tag and add
your insights to the board.



**If you knew
you were going
to live to 100,
what would you
do or think about
differently?**

Unclaimed

Take a blank tag and add
your insights to the board.



**Imagine you are
much older...**

**What do you
want your old
age to look and
feel like?**

Unclaimed

Take a blank tag and add
your insights to the board.



**We are all ageing
all the time.**

**Tell us a story or
insight you have
learned over your
life course.**

Unclaimed

Take a blank tag and add
your insights to the board.



**How might
we reimagine
how we think
about ageing?**

Unclaimed

Take a blank tag and add
your insights to the board.



**Take a blank
tag and add
your insights
to the board**

Unclaimed



**Take a blank
tag and add
your insights
to the board**

Unclaimed

**Take a blank
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**Take a blank
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Unclaimed

