The Age Friendly Initiative
Louth & North East
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Senior Enterprise

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Ageing Well Network
World Health Organization
The World in which we live

People are living much longer
  - Life expectancy increasing at 2 years per decade or 5 hours per day
  - Majority of children born in the developed world will live to be 100
  - First person already born who will live to be 150
  - First female in the UK is drawing pension, who expects to live to be 120

Older people represent a rapidly increasing % of the population
  - The 65+ population will double in size from 11% today to 22% by 2050
  - 1st time in world history there will be more 65+ than under 5

Older people’s needs and behaviors changing fast
  - Those aged 50+ own 70% of the worlds wealth and account for 55% of spending
  - Baby boomer generation will buy services but demandingly
Culture Change? Our Perceptions of Ageing....

OTHERS  V’s  OURSELVES

[Image of road sign with elderly figures] [Images of various people]
Where we live impacts on How we live

- WHO global initiative in 33 cities and towns – Louth first in Ireland
- Identified 8 themes that have major impact
- Recognise need to respond to changing needs over life cycle
- Developed Guidelines for Effective Approaches

**What the public, private and voluntary sector can do**
- Engage with citizens for future planning and current needs
- Enable citizens to determine priorities
- Promote healthy, active well-being
- Provide appropriate products & services in response to needs

**New Approaches Required**
- Citizen has key role in determining priorities
- Partnership approach to develop and implement plan
- Statutory agencies working collaboratively
- Partnerships between statutory agencies, businesses, NGOs, social entrepreneurs
- Measuring improved outcomes for older people
What does Age Friendly Mean?

The World Health Organisation Themes

- **Outdoor Spaces & Buildings** – lighting, seating, pavements, walk areas, signage, planning
- **Transportation** – access, public transport, convenience, parking, taxis, rural transport schemes, multi sector collaboration
- **Housing** – affordable housing, universal design, lifetime adaptability
- **Social Participation** – information, social capital, variety & range of events, easily accessible
- **Respect & Social Inclusion** – Consultation, visibility, changing attitudes, intergenerational programmes through education & sport
- **Civic Participation & Employment** – Volunteering, Use of resources, Mentoring programmes, post retirement employment & training
- **Communication & Information** – Access to Information, age friendly design, communication methods, promoting daily interaction
- **Community Support & Health Services** – Community & Home Based Health & Social Care, Co-ordination of service delivery, quality of care for all, access to adequate health care
PROPOSED ROLL-OUT OF PROGRAMME ACROSS IRELAND

Region A - WEST
Region B – DUBLIN NORTH EAST
Region C – SOUTH
Region D – DUBLIN MID LEINSTER
Louth Age Friendly Business Forum

PURPOSE & OBJECTIVES

1. To create awareness in the business community in Louth of the significant business opportunities in the fastest growing global market – the older consumer

2. To present opportunities for older people to engage in entrepreneurship, enterprise and employment

3. To explore new business opportunities for Louth and promote job creation by developing age friendly products and services

By Listening to Older People
4 CORE MESSAGES ABOUT THIS MARKET

- Its sheer scale and rapid growth
- Key areas for new product and service opportunities
- Its complexities – needs to be deeply understood and targeted
- The Business of Ageing Forum exists to help respond to this market
The over 50s in Ireland number over 1.2 million which is nearly 28% of the entire population and their numbers are set to grow substantially over the coming decade.

The 50+ group are happy and relatively affluent – a large proportion are optimistic and upbeat about their personal future.
What did this tell us?

- 71% said their income had decreased significantly in the last 12 months.
- However, a staggering 67% said that the recession hasn’t had a strong impact on their lives.
- 6 in 10 over 50+ currently have a pension.
- 65% have not made any drastic changes to their spending pattern, however they do intend to be more cautious as their expectation is that the economy won’t recover soon.
- The over 50’s group are more likely to spend money on holidays, new cars, eating out and home improvements than any other section of the population.
- The ideal retirement age is 64 and 1 in 7 would like to retire gradually over a period of time instead of having to stop work immediately.
- 77% believe that the media portray their age group as vulnerable.
People aged 50+.... Enthusiastic Media & Technology Consumers

- 4 in 10 use the internet
- The majority of the 50+ internet users tend to be in the 50-64 age bracket
- Google is the most popular website at 38%; Facebook is the second most popular at 19%; Ryanair comes third with 13% visiting the site (compared with only 8% visiting Aer Lingus – maybe pointing towards cost savvy older consumers), in joint fourth are RTÉ.ie and MSN
- 80% who use the internet have an e-mail account
- 37% have a Skype account
- 29% are on Facebook
- 52% use online banking
- There are twice as many Facebook users in Dublin (43%) than in Munster (20%) or Connaught/Ulster (20%)
- 2 in 3 of those who use the internet make online purchases; flights, holidays and insurance are the most popular online purchases
- 80% have a mobile phone
- 6 in 10 of those send text messages
Good Health is Important to the Older Population

- 82% agree that saving for future health and care costs in the event of becoming frail is an important concern as they don’t know the actual cost of healthcare in the future.

- 48% of the 50+ group are regularly physically active; 78% walk regularly and 14% play golf regularly.

- Good health is important – 76% are willing to spend more on fresh healthy foods in order to look after their health.

- 54% watch what they eat in order to improve their health.

- 1 in 3 over 50s are spending less on ready meals in comparison to last year.

- 2 in 5 are spending more on fresh fruit and vegetables and 1 in 3 are spending more on fresh fish in comparison to last year.

- Females aged 50-64 are spending more on food with added vitamins.

- 54% have private health insurance & 1 in 7 of those who have private health insurance are with VHI.
Key Facts
Economic Point of View

1. Older consumers are poorly targeted – only 10% of marketing spend is aimed at the over 50 consumer.

2. Older People aren’t Entrepreneurial – FALSE

3. In the UK people between the age of 50-65 were behind 27% of the most successful UK start-up (PRIME UK 50+ Self Employment and Enterprise)

4. Older Entrepreneurs are not being put off by the recession. A higher proportion are going ahead and giving self-employment a go. And the gender gap is narrowing – a higher proportion of women are going ahead moreso than five years ago, (PRIME UK 50+ Self Employment and Enterprise)

5. They do however need support and advice.
Where are the opportunities?
LIVING AT HOME
New Jersey Woman Celebrates 100th Birthday — at Work

Astrid Thoening celebrates her 100th birthday while working as the receptionist for the Thornton Agency …
Thank you
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