ILC Friday three - 1 December 2023

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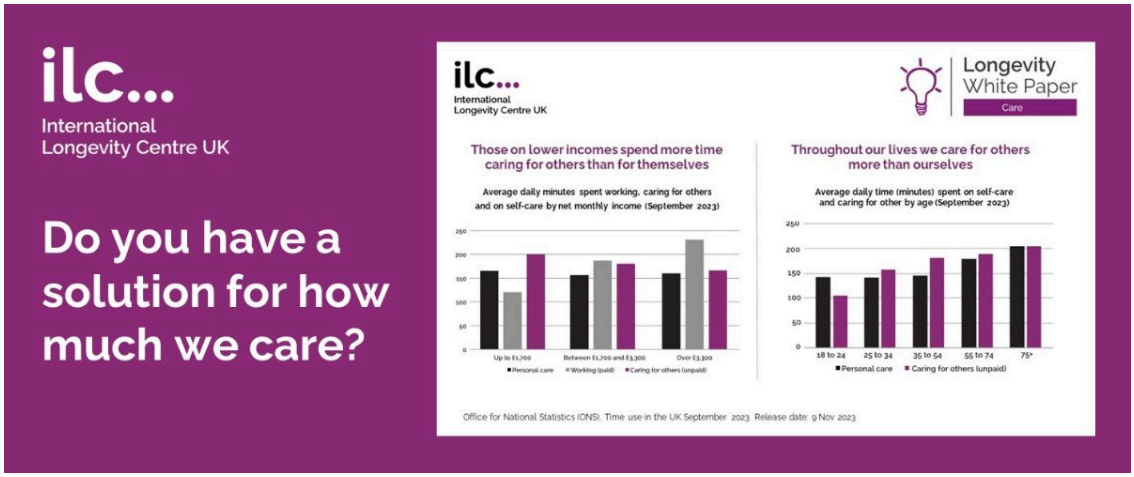
International Longevity Centre UK

Latest news

ILC Friday three

- Solution of the week - do they care?
- Healthy Retail Summit - putting best practice in the shopping trolley
- COP28 - environmental sustainability means health and happiness

Solution of the week - do they care?



The ILC's latest briefing, "Do they care?", highlights new analysis that shows that the average person in the UK spends more hours caring for others – by parenting, caring, and working unpaid in the home – than looking after themselves, and those on lower incomes are even more likely to neglect themselves.

As we live longer lives, more of us will spend periods of life both caring and being cared for – not just as children and parents but also as adults. The briefing document highlights how current systems of adult social care offer limited financial and practical support to carers, while those who access paid-for services, find themselves reliant on a creaking system, beset by decades of underfunding.

The ILC analysis of the latest time-use data brings together all the things we do to care for others and shows that all adults over 24 spend more time caring for others

- People on the lowest incomes (under £1,700 net per month) spend an average of 3 hours and 21 minutes a day caring for others, 2 hours and 1 minute on paid work and 2 hours 46 minutes on personal care
- Those on higher incomes (over £3,300 net per month) spend an average of 2 hours 46 minutes a day caring for others, 4 hours 51 minutes on paid work and 2 hours 40 minutes on personal care

When it comes to care, especially caring for adults, we constantly avoid the issue. We put off conversations about our future needs and don't make plans, and we ignore the inadequacies of our system until it's too late. While politicians recognise the need for proper policy to support childcare, successive governments have failed to sufficiently support the other types of care we provide.

Thank you for all the excellent solutions for better longer lives. We have gathered your many ideas so far. There have been so many that we've only been able to include some of them in the Longevity White Paper which will be launched soon at our Future of Ageing Conference on Thursday 7 December 2023. But those we haven't been able to fit in we aim to share in the months ahead so do keep sharing via the button below.

LET US KNOW

Healthy Retail Summit - putting best practice in the shopping trolley



"I'm delighted to have joined the ILC for this important discussion about how we can support retailers to realise the opportunities associated with an ageing society. It's important that business leaders take seriously the need to adapt how they work in light of the UK's changing demographic profile. We know that businesses that adapt to welcome a wider range of customers and support their staff over their lives will reap the benefits."
Kevin Hollinrake MP, Minister for Enterprise, Markets & Small Business at ILC Healthy Retail Summit, 29 November 2023

The ILC was delighted that Kevin Hollinrake MP, the Minister for Enterprise, Markets and Small Business was able to speak at our Healthy Retail Summit this week. The event was chaired by award-winning consumer journalist Harry Wallop and brought together retail leaders and policy experts to consider how to support retailers across the UK to engage with the opportunities of an ageing society.

The world of retail is changing but there is a way to go in terms of understanding the diversity of older consumers and meeting their needs. Retailers have been adept at

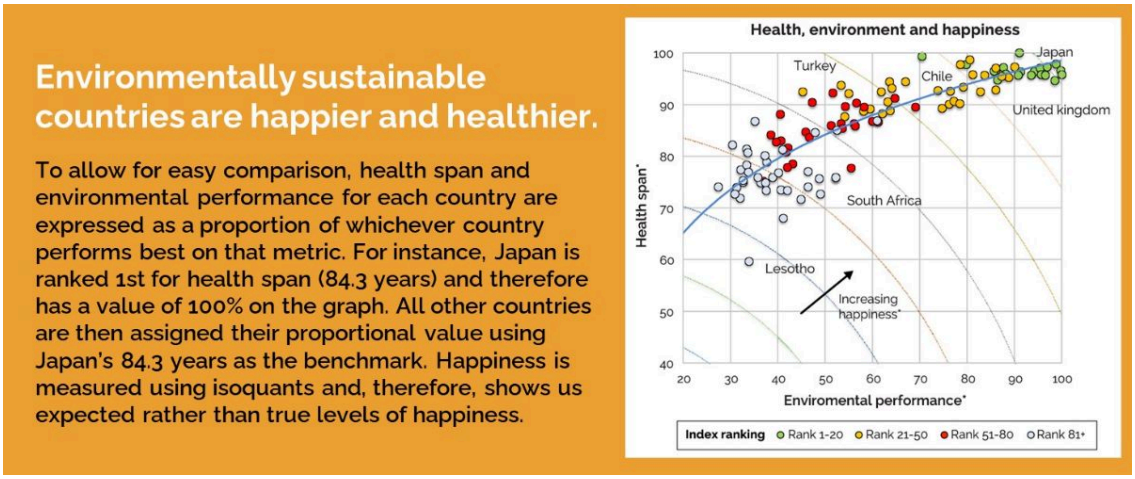
accessible. Conversely, there is a huge opportunity for the retail sector to benefit from encouraging and facilitating greater expenditure amongst older households.

Retailers should think about ageing as being a process rather than 'a state'. This has workforce implications, as well as significance for customer service. In our rapidly changing society, with increasing numbers of people living longer lives, do people want to retire at or in their 60s? The retail sector could deploy more experienced workers in different ways and benefit from mixed generation workforces. Retail spaces which strive to be 'more than a shop' and act as community hubs, providing valuable social contact and purpose for staff and customers alike, will profit from their more inclusive and welcoming approach.

The ILC's set of 'healthy retail' guides and accompanying films share inspiring examples of best practice. The five guides Accessibility, Healthy Workforce, Healthy Customer Service, Healthy Retail Environment and Healthier Choices provide advice and guidance for retailers to support them in implementing changes to make their environments and business plans more inclusive and more commercially successful.

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COP28 - environmental sustainability means health and happiness



To mark this Sunday's Health Day at COP 28 UN Climate Conference the ILC has published new analysis which finds that countries that have higher environmental performance are happier and live well for longer.

The ILC's Healthy Ageing and Prevention Index ranks 121 countries on six healthy ageing metrics: life span, health span, work span, income, environmental performance, and happiness. The data points along the graph above are colour-coded to represent their overall ranking on the Index. For instance, the UK is ranked 16 on the Index and therefore is colour-coded green.

Isoquants are used to help us understand all the different combinations of inputs (health span and environmental performance) that produce the same output (happiness).

The graph above demonstrates that health span and environmental performance are strongly correlated and also produce happier societies. The top 10 countries which have the best combination of **health**, **happiness** and **environmental performance** are:

Country	Top 10 countries
Switzerland	1
Luxembourg	2
Denmark	3
UK	4
Sweden	5
Austria	6
Finland	7
Norway	8
Germany	9
Netherlands	10

There are trade-offs, however. Countries could have similar isoquants of happiness but have a higher health span and lower environmental performance or they could have a lower health span and higher environmental performance. In an ageing society, it is imperative that we take a multi-sectoral approach to improving health outcomes and this analysis demonstrates why such an approach is needed.

READ MORE

To keep up-to-date with ILC events throughout the year, please continue to check our website on a regular basis.

Future of Ageing 2023 takes place on Thursday 7 December. If you haven't got your ticket yet, please register here.

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