ILC Friday three - 17 November 2023

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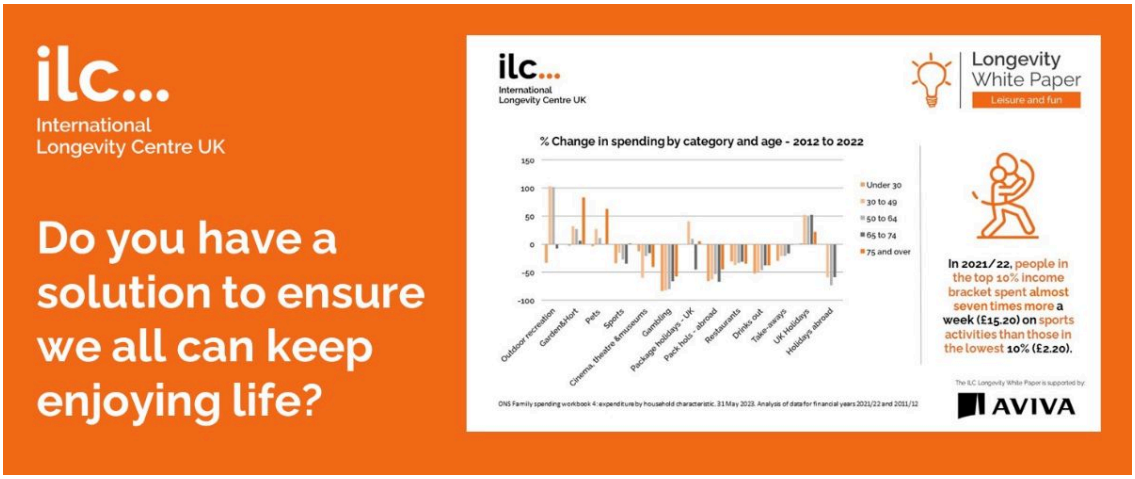
International Longevity Centre UK

Latest news

ILC Friday three

- Solution of the week - are you having fun?
- Healthy customer services - time to return to staffed checkouts?
- CMO's Annual Report 2023 - health in an ageing society

Solution of the week - are you having fun?



In 1970, we did roughly 30 hours of paid work a week but by 2014 this had fallen to just 23 hours of paid work a week. But according to the Office for National Statistics (ONS) last week, the amount of time that adults in the UK spend on entertainment, socialising, and other free time activities has been steadily declining since 2020. And increasingly only those on the highest incomes are able to spend their time on enjoyable pursuits.

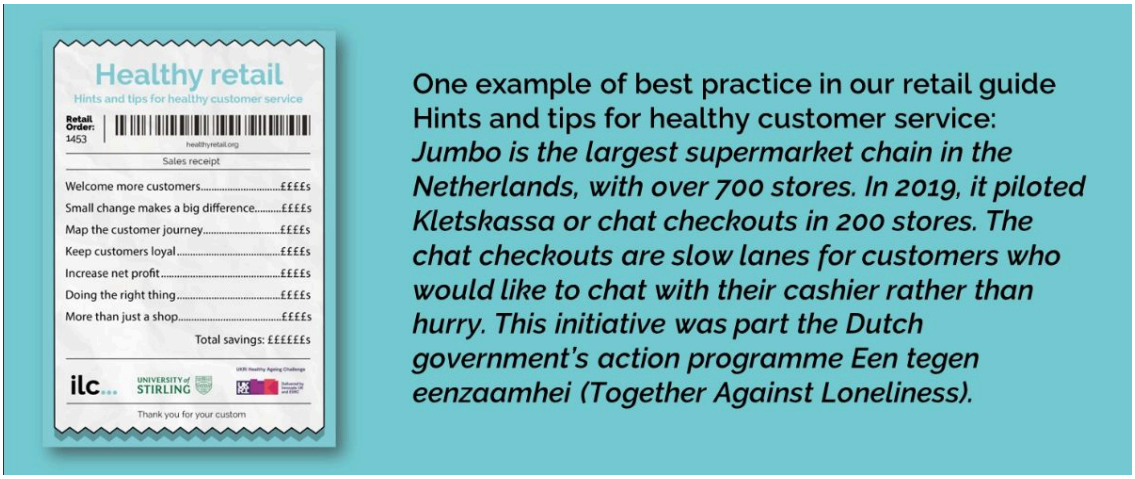
ILC analysis for its 'Living it up?' briefing published today shows that in 2022/22, people in the top 10% income bracket spent almost seven times more a week (£15.20) on sports activities than those in the lowest 10% (£2.20). The evidence points to a reduction in leisure spending as a whole across all generations, and particularly to younger people turning their backs on traditional nightlife in favour of spending time at home.

as well as a significant decrease in the amounts people spend on going out to have fun. While increased choice and availability of home entertainment are among reported reasons why people may prefer to stay home, many people can't afford to do some of the things they might otherwise enjoy, and others find themselves locked out by access barriers such as lack of seating, and access to toilets, and few public transport options in the evening.

We know we can do better than this. Do you have a solution which helps us all enjoy life for longer? We need a rethink to make leisure fit for an ageing society, and welcoming to us throughout longer lives. We need your ideas for our Longevity White Paper, sponsored by Aviva, which will be launched at our Future of Ageing Conference on Thursday 7 December 2023. Let us know via the button below.

LET US KNOW

Healthy customer services - time to return to staffed checkouts?



The recent announcement that Booths Supermarkets are replacing self-service checkouts with staff-serviced conveyor belt tills is a bold one. This strategy impacts selling space and increases staffing costs. Booths' sales dropped by 3.2% last year as inflation continues to squeeze and yet, this 28-strong supermarket chain is pushing against Just Walk Out technology and unstaffed self-checkouts to deliver bespoke customer service.

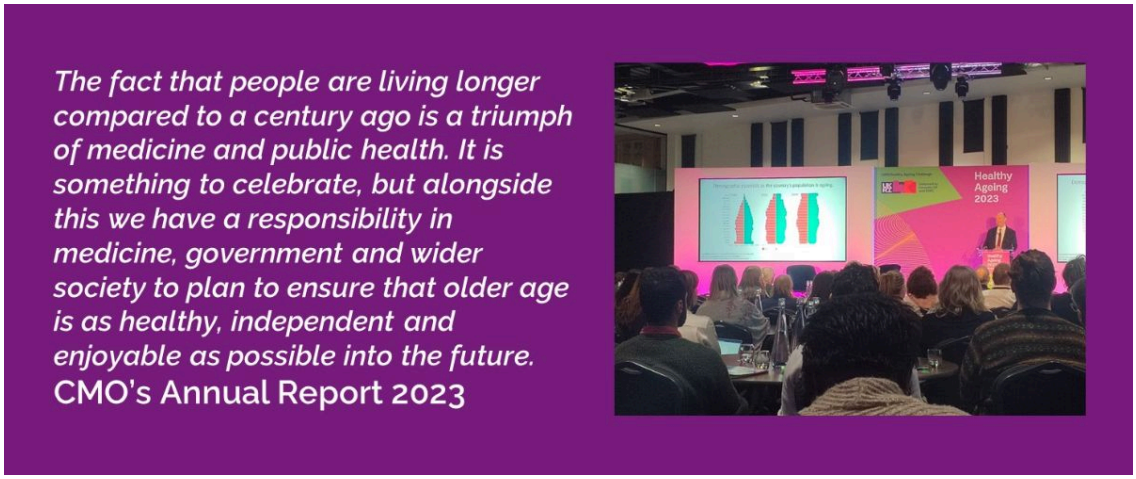
Perhaps Booths were inspired by our retail guide Healthy customer service - after all as Dame Fiona Kendrick, former Chair and CEO of Nestlé, said "Your staff are your superpower". Great customer service can win over new customers and keep long-standing ones loyal. At the UK Research and Innovation (UKRI) Healthy Ageing conference this week, Dr Patricia Moore said in her plenary 'Without empathy, there's no point'. A human welcome and a smile to a customer, maybe alone all week, could be nothing short of a lifesaver.

ageing population, and why being inclusive makes commercial sense. Even Professor Chris Whitty, Chief Medical Officer for England, in his speech at the conference called for retailers to produce well-designed products and services for an ageing population. We look forward to furthering the valuable conversations we had with policy makers, retail specialists and decision takers.

Building on this work, we're also inviting retail professionals to join Kevin Hollinrake MP, Minister for Enterprise, Markets and Small Business and leading consumer journalist and broadcaster, Harry Wallop, in exploring the opportunities of ageing and considering how we can work together in future to accelerate a healthy retail environment to realise them. The event will take place on **Wednesday 29 November** at One Great George Street, Westminster London from **12.45pm – 2.30pm**. Join via the button below for stimulating discussion on a topic that's central to every community and neighbourhood.

REGISTER

CMO's Annual Report - health in an ageing society



Hot on the heels of the publication of his well-received annual report 2023: health in an ageing society, the Chief Medical Officer was understandably the star of the UKRI conference. In presenting his report, Professor Chris Whitty said that while most of us are ageing well better data, better environmental adaptation and better research (including the involvement of older adults in clinical trials) would ensure a better quality of life for all.

His report recognises the significant roles older people play in society, from caring responsibilities to sharing accumulated knowledge. As we age, our reliance on family and societal support tends to increase, meaning that maintaining the health of older people is vital, not just for the benefit of the individuals themselves, but also for their families, the health service, and our economy.

the role of public health and medicine in maintaining health and the importance of urban planning, building design, and social care in creating age-friendly environments.

While the CMO's report obviously focuses on the UK we are not the only ones with an ageing population and can always learn from other countries. The Global Market Insights session at the conference was chaired by David Sinclair, ILC's Chief Executive, and included a presentation of our Healthy Ageing and Prevention Index by ILC's Senior Health Lead, Arunima Himawan.

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.

Please follow us on social media via the links below for our latest news and event updates.



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