ILC Friday three - 23 June 2023

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International Longevity Centre UK

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ILC Friday three

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Solution of the week - prioritised festival tickets for certain groups



Those lucky enough to secure tickets and are heading to a not-so-muddy field in Somerset this week will make up a festival population of over 210,000 including volunteers, artists and hangers-on. In 2018 Oracle Analytics published an analysis of Glastonbury Festival goers in 2016 and found the average age was 39, however, this wouldn't have included under 12s who don't need a ticket. The age group most highly represented was 21- to 25-year-olds (18 percent), but a very close second were those between 41 and 50 (17.5 percent). For many, it's the festival's appeal to everyone regardless of age is its greatest strength.

In 2010, ILC's David Sinclair wrote that in 1997, Festival organiser, Michael Eavis had expressed concern about the lack of younger people coming to the festival. *"The demographic is changing and it's slightly worrying. We might lose the fascination the show has for the public"*. In 2010 the festival was criticised for the increasing age of

The line-up is designed to satisfy the thirtysomething, fortysomething, and even geriatric attendees." argued the Spectator in June 2010.

In 2010, the average age of performers on the Pyramid Stage was 45.4 years, a figure that has risen in recent years, reaching 54.9 in 2022. However, this trend seems inconsequential to audiences and the public seems more 'fascinated by the show' than ever. Last year the average age of the Pyramid Stage performers was 54.9 years yet the BBC revealed record-breaking figures for Glastonbury 2022 with content streamed a record 34.1m times on BBC iPlayer. We are now able to curate our own playlists and not depend on radio DJs to decide what or who we should be listening to. So younger people are just as likely to have Blondie (12.1 million monthly listens) on their playlists as WizKid (12.6 million monthly listens).

However, while Glastonbury might be age diverse it falls down elsewhere, this year the Pyramid Stage headliners are all white men. And the audience too often appears to be predominantly white, and middle-class. Tickets sell out in minutes and you need fast broadband and a military operation to get one. In the same way that there are banded admissions to help schools ensure a more comprehensive intake, perhaps it's time for festival organisers to instruct ticket algorithms to give priority to certain postcodes or age groups. Or for cheaper tickets to be set aside for certain groups such as young care leavers, for example? And why stop at the Glastonbury Festival for Performing Arts? We now have the technology which could help make access to major cultural and sporting events fairer for all.

What do you think? Since the start of the year, we've been highlighting examples of policy and practice which could help us adapt to increased longevity. And we've had a great response, with many of you sending us their solutions - thank you. We will collate ideas into a plan for the next Government and launch it at our Future of Ageing Conference on 7 December 2023. So, what do you think? Do you have different or better ideas? Let us know via events@ilcuk.org.uk

LET US KNOW

We're on the move, again - the ILC's new office and Thai travel

International Longevity Centre UK

We're on the move

ILC's new office

After three and a half years of our office space at Vintage House, this week we're on the move and saying a sad farewell to our beautiful river view. But we're not going far and are very excited about our new office space at The Foundry.

The Foundry is a remarkable RIBA award-winning centre in Vauxhall, which was developed and is managed to a high environmental standard. The Foundry was designed to encourage like-minded organisations to work with and support one another, through the sharing of resources and skills, as well as space. And so we'll be able to share expertise and ideas with the many social justice and human rights-focused organisations that also have offices there.

Do come and visit us soon at The Foundry, 17 Oval Way, London SE11 5RR +44 (0) 203 752 5794

Thai travel

Also this week members of the ILC team will travel afar to present at the International Federation on Ageing's 16th Global Conference on Ageing in Bangkok at the end of June. If you are planning on attending the conference, we would be delighted if you would join us for any one or all of the seven in-person presentations and workshop sessions. You can find more information via the button below or contact us at events@ilcuk.org.uk to let us know you're attending.

MORE INFO

Kindness to animals - can we still afford to care?



This week, on the eve of its 200th anniversary, the RSPCA published findings from the Animal Kindness Index, an annual UK-wide investigation into people's attitudes towards animals. The insights are fascinating and worth looking at in more detail but a few areas jumped out at us.

While the Animal Kindness Index showed continued strong public support for animal welfare, there is a gap between what we say and what we do. For example, the cost-of-living crisis has put pressure on household finances, resulting in fewer people taking their pets to the vet and an increase in pet abandonment. For instance, last year a can of dog food cost on average £0.79; it now costs £1.05 - a 32% increase.

The RSPCA's analysis found that Gen Z (born between mid-1990s and 2010) pet owners seem to be under the greatest pressure.

- 73% of 18–24 year olds say their pet is registered with a vet, compared to 90% of those aged over 55.
- A majority (53%) of young pet owners (aged 18–24) have had to change their behaviour due to financial pressure compared to just over one-quarter (28%) of pet owners aged over 55.

Interestingly, younger people between the ages of 25 and 34 were more likely to prioritise the importance of animal welfare impacts in their investment choices (33%, compared to an overall average of 25%).

The ILC team are also animal lovers with many of us pet owners and so, on a more personal level, we'd be curious to explore the links between pet ownership and healthy ageing.

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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