





Imagining where's best to grow old?

HAPPI Hour Oct 21 Paula Broadbent



A MORGAN SINDALL GROUP COMPANY

Customer Need v Customer Voice





11.8 million
people aged 65
or over, rising to
17.3m by 2037,
representing a
47% increase in
the next 15 years

65+



47% increase



For those aged 85 or over, the increase will be larger, from 1.6m to 3.0m, representing an 87.5% increase.

85+



87.5% increase









Life Long Homes



Own Product / Partnerships







Partnerships LA's & Private sector

1 in 4

1 in 4 over-60s are interested in retirement living,

4 in 10 44%



More than 4 in 10 (44%) adults aged 65 and over believe the Government should be doing more to encourage downsizing/rightsizing - equal to almost 5.3 million people.

Challenge the Status Quo



Spiritual



of appropriate solutions fit for later

life in response to high demand, strong Silver £

Collaboration / Partnership





Thank You & Questions

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