Demography is changing....

By 2020 there will be 2m more people aged 65+
Some working assumptions

- Most care users will have to fund some, or all, of their own care.

- Our increasingly ageless society will be reluctant to think about the personal impact of ageing and disability.

- Public misconceptions about responsibilities of state and citizen will inhibit advance planning for care needs.
Care 2020+

Some working assumptions

- More families will need to balance work with informal caring, with knock on effects for employers and Government.

- The cost of care will fuel the need for more community-based voluntary support and low cost care.

- The formal care workforce will need to expand to meet rising demand.
Drivers of change beyond 2020
Changing demand

Demand for **bespoke**, more consumer focused, care will grow

**Luxury care** options will emerge

The high cost of care will drive low cost, **frugal innovation**
The connected care user

Social media usage growing rapidly amongst over 65s

- 2008
- 2010
- Spring 2012
- Spring 2013
- 2014 (f)
- 2016 (f)
- 2020 (f)

16-24  25-34  35-44  45-54  55-64  65+  All 16+

Spring 2012  Spring 2013  2014 (f)  2016 (f)  2020 (f)
Quantified self-health

Older people are interested in devices that monitor blood pressure, cholesterol and heart rate.
Frugal care

‘Do It Yourself’ approaches to care will take care users outside the regulated care sphere
Independent mobility

“You can count on one hand the number of years before ‘ordinary people’ will be driving autonomous vehicles.”

Google co-founder, Sergey Brin, 2012
A glimpse of the future?
Super smart homes
Robot Care
Drivers of change

Digital (micro?) care workers

Outsource any task, any time

UK Tablet PC ownership

- Observed
- Forecast

[Graph showing UK Tablet PC ownership from 2010 to 2018, with a forecast line.]
Caring communities

“...”
-Linda, relative of Good Gym Coach

Runners
Good Gym runners are anyone who wants to get fit. We help them get fit by giving them a good reason to run and keeping them motivated.

Good Gym runners run at least once per week.

“I feel I’m really making a difference to her life. I see her face light up when I walk in, which is lovely” - Ben, Runner

Coaches
Though we target the most lonely, anyone over 65 can be a Good Gym coach.

Coaches motivate people to run by providing a destination and share their wisdom with runners.
Care tourism
To futureproof care beyond 2020 how can we…?

Harness the potential of new digital technologies and community contributions to care.

Provide clarity on the personal costs of care, and support citizens to plan ahead for future care needs.

Support future families to balance work with caring for older and younger family members simultaneously.