

# Neighbourhoods of The Future



By 2030 #Europe will be the oldest region in the world





In UK, people on average suggest 'old age' starts at 60 - in every other EU country it's later

For older people with long term conditions, every day spent in hospital tends to reduce life expectancy by a year

## Housing provision



-  Over 70% of Europe's housing stock is not fit for purpose.
-  Whatever is provided, we need a wide range of options for older adults with different needs. In other words, the offer must be differentiated.
-  There is great excess demand for proper housing developments for older adults.
-  Research shows 3-4m current older people expect to move into supported housing eventually - only 0.14m available now.
-  The overwhelming requirement is for ageing in place, but in a way that avoids social isolation; ideas such as that of Homeshare, matching older and younger people, with the latter caring in exchange for accommodation, should be encouraged.
-  In addition to promoting universal design for new build, we must focus on remodelling existing housing





stock, as the flow of new building is far too small to cope. It is not just a question of volume, but of innovation, quality assurance and new funding models.

-  A diverse offer is needed - it must be segmented.
-  Developments in urban settings are required, with facilities around/working closely with local hospitals and medical/health centres with extra care facilities provided.
-  Integrated developments are rare, but they do exist, in some cases involving shared facilities such as swimming pools, libraries, community centres (new models) and shops, using digital technology where appropriate e.g. monitoring systems, smart cards, sensors, electric windows, supported by a location manager. We should be building communities. 'If you live with us you have to eat with us.'
-  Need test-bed/pilot communities where everything connects.



## Digital transformation

-  Access to healthcare can be provided digitally, perhaps eventually via a virtual GP, but the idea of needing "human hands" pervades thinking about social care. Older adults need people, companionship, safety and security.
-  In one survey, 24% of respondents suggested that they would prefer to be cared for by robots than by humans.
-  People should be at the heart of Care, not Tech. Innovative model for people to trade in time not money & bank future care.

-  Technology developed to benefit people can also hurt them - so its legal implications must be taken seriously.
-  Change is an enemy to older people, we must start sooner.
-  All is ready, as is digital healthcare, but many innovations are solutions in search of problems, with no business plan.
-  Need for new business models, involving private, public and 3rd sector stakeholders.



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## Finances

- ? Who pays for ageing?
- 📄 Insurance can be a source of funding, but not with current policies – we need to reinvent insurance. Better access and analysis is key. This means new forms of relationship with consumers.
- 🏠 An incentive to downsize is required, in order to help individuals who would prefer smaller more suitable homes. This would also release funding for care in later life and release housing for younger generations.
- 🔄 Need to think about new ways of funding remodelling and retrofitting.



## Design

- 👍 Design led innovation can lessen the load of ageing.
- ❤️ Years full of life, rather than life full of years.
- ✗ Abandon the “one size fits all”, utility mentality so common in public health and care services.
- 👥 Involve cross-functional teams that bring together the core stakeholders. Team members agree on collective aims and objectives and hammer out their differences within the group, reaching alignment by focusing on customer needs.
- 🏠 Think about age friendly urban environments as well as homes.



## Finally

- In UK, people on average suggest 'old age' starts at 60 - in every other EU country it's at an older age
- Change is an enemy to older people, we must start sooner
- Top question at Neighbourhoods of the Future - what is the bottleneck to innovation? Answer: building evidence funders can buy into
- For older people with serious conditions, every day spent in hospital tends to reduce life expectancy by a year
- Technology developed to benefit people can also hurt them - so its legal implications must be taken seriously
- 5.5m 'bed days' lost annually to delayed transfers of care in acute hospitals
- 70% of Europe's housing stock is not fit for purpose

NatWest and RBS are founder members of the [Agile Ageing Alliance](https://www.agileageing.org), which has been connecting digital and social innovators through Neighbourhoods of the Future since 2015. During this time we have seen significant challenges identified – as can be seen above – and we are now planning to support development of innovative solutions to help address them. [This short video](#) includes an introduction to an Open Innovation Challenge. Agile Ageing represents a significant opportunity to enrich lives whilst generating economic wealth, jobs and growth. Find out how to get Involved. [www.agileageing.org](https://www.agileageing.org) or contact [Nick.howe@natwest.com](mailto:Nick.howe@natwest.com).

