Older People and Culture Resource Pack

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This resource was developed as a supporting document for Audiences London's symposium
Bolder and Wiser - Older people and culture which explored what an ageing population means
to cultural organisations and how engaging with older audiences can be inspirational. This
resource includes key facts and figures, policy contexts, useful organisations and further
reading to help you in your thinking about how older people can engage with the arts.

The Audience Agency is a not-for-profit organisation created out of the merger between All
An ageing society will – and should – challenge everything

- One in three of us is now over 50
- There are more people over 65 than under 16
- The fastest growing age group is people over 80

What does this mean for the arts and heritage sector?

Resource Pack
# Bolder and Wiser – Older people and culture

Resource Pack

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This is a developing resource that will be updated after this event. We’ll email all delegates to let you know when more content is added, or visit [www.audienceslondon.org/bolderandwiser](http://www.audienceslondon.org/bolderandwiser) for the latest updates.

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Audiences London supports the arts and heritage sector across London to focus on audiences and visitors. Audiences London is publicly funded not-for-profit organisation which receives financial support from Arts Council England and London Councils.
1. Defining Age

Who is older?
- The Friendly Societies Act of 1875 defined old age in Britain as any age after 50.
- The United Nations agreed cutoff is 60+ to refer to the older population.
- A recent survey of attitudes to older people, by the charity WRVS, found that the perception was that you're not really old until you reach 75. (sample size, 1000)

2. Facts and figures

An ageing population
- There are now more pensioners than people under 16
- One in four babies born today will live to be a hundred
- One in three of us is now over 50
- The fastest growing age group is people over 80
- In just over 15 years, people over 50 will represent the majority of the population.
- As the older population grows, it becomes more diverse.

Age, work and pensions
- The State Pension age is currently 65 for men and 60 for women.
- The State Pension age for both men and women is then set to increase from 65 to 68 between 2024 and 2046, with each change phased in over two consecutive years in each decade.
- The unemployment rate of those aged 50 to state pension age is higher than the rest of the working population.

Care and caring
- 15% of people over 65 receive social care.
- 3% of people over 65 live in residential care.
- 18% of people over 80 live in residential care.
- 28% of people over 90 live in residential care.
- 20% of people over 80 suffer from dementia.
- Just over 25% of 50-64 year olds reported a long term illness or disability.
- 25% of all women aged 50-54 are currently providing unpaid care for a family member, friend or neighbour.
- The role grandparents play in informal childcare has been valued at £3.9 billion each year.

Voting and consumer behaviour
- 75% of those aged 65 and over voted at the last general election, compared to 37% of people aged 18 to 24.
- 69% of 65-74 year olds and 66 per cent of over-75 year olds own their own homes outright.
- Older people own 80% of the private wealth of the UK, with over-65 year olds controlling £460 billion in unmortgaged equity alone.

cont'd…
• Consumption by Europe’s over 50 year olds has risen three times as fast as that of the rest of the population in the last 20 years.
• People over 50 buy 80% of all high-end cars.

Participation and social inclusion
• Participation in many activities - including culture, sports, leisure and learning - declines with age, with those aged 75 or over having significantly lower rates of participation than all other age groups.
• Adults from upper socio-economic groups have higher rates of participation than those from lower socio-economic groups.
• 2.1 million pensioners live in poverty.
• The number of women experiencing loneliness rises from around 35% in the 50-59 age groups to over 50% among the 80+ age group.

Cultural engagement
• People aged 55-64 are highly engaged with the arts. Alongside 45-54 year olds, this age group could be classified as the real ‘culture vultures’ of today’s society, engaging in a different range of arts events and activities and buying art, crafts and books, at very high rates.
• On average the rates of attending arts events and actively taking part in arts activities tend to decline after age 65. However, the 65–74 age group, and the 55–64 groups, currently form a notable proportion of the audience for classical music and opera.
• Adults aged over 65 demonstrate continuing interest in the arts, with high rates of participation in a range of arts or arts-related activities such as crafts, reading and watching arts programmes on TV.
• Many of the broad socio-demographic trends in the levels of arts attendance and participation become more pronounced as age increases; this includes lower rates of engagement among men, those with a limiting disability or illness, those from minority ethnic backgrounds, males from lower socio-economic groups and lower rates of attendance among adults who live alone.
• Barriers for certain groups of older people include fewer social networks, poor health or limited funds.

Sources
• Age Concern, Older People in the United Kingdom: Key Facts and Statistics, 2008.
• DCMS, Taking Part Survey, 2008-09.
• Guardian, 29/05/09 from website 28/09/09.
• HM Treasury, Building a society for all ages, 2009.
• NESTA, Preparing for Ageing, 2009.
• The Pension Service from website 28/09/09
To follow live links between figures and their sources, access our online version of this resource at www.audienceslondon.org/bolderandwiser
3. Contexts

3.1. National Government Context

Department of Work and Pensions (DWP)
The DWP supports Ministers to develop and implement policies and strategies aimed at older people and people who get the State Pension, as well as disabled people, people who receive benefit and people who need help to get work. Strategies aimed at older people are led by the Ageing Strategy Stakeholder’s Team. You can find a summary of work to date by following this link: http://www.dwp.gov.uk/policy/ageing-society/

Building a society for all ages
This government strategy was published this year; and highlights the challenges and opportunities presented by the UK’s ageing population. It builds on the Government’s 2005 Strategy Opportunity Age and has four key themes:
1. Creating an age friendly society
2. Helping to prepare and plan for later life
3. Importance of support to carry on living well in later life
4. Keeping support and information flowing to respond to changing circumstances

It sets out the work being done in the following areas:
- Having the later life you want
- Older people at the heart of families
- Engaging with work and the economy
- Improving financial support
- Better public services for later life
- Building communities for all ages

The strategy is currently out for consultation (deadline for responses is Monday October 12th 2009) http://www.hmg.gov.uk/buildingasocietyforallages.

UK Older People’s Day 2009
UK Older People’s Day is endorsed by DWP and is now in its third year. It takes place on 1st October to coincide with UN International Day for Older People, part of the UN Programme on Ageing.

The main aims of the day are to:
- celebrate the huge contribution older people make to our society and economy
- create a positive view of later life and tackle outdated stereotypes
- raise awareness of the opportunities and entitlements for older people across society
- ensure older people don’t feel excluded or isolated from the rest of society

cont’d…
Last year, over 50,000 people in the UK took part in 900 events for UK Older People’s Day. The events celebrated the role that older people play in our society, promoted a more positive view of later life, and were also a great opportunity for generations to get together and interact. The Full of Life website celebrates opportunities, achievements, and aspirations of older people and their contribution to our society and economy.


http://fulloflife.direct.gov.uk/index.html

UN Programme on Ageing


3.2 London Context

The Mayor of London supports and listens to the London Older People’s Strategies Group (LOPSG). This is an umbrella forum for older people’s organisations and individuals, set up in 2000 to engage with the Mayor on issues affecting the lives of older people. It has members representing over 250 older people’s organisations across the capital.

LOPSG holds quarterly member meetings, an annual Older People’s Assembly, produces a quarterly newsletter, and founded the Capital Age Festival - the largest annual older people’s cultural celebration in London. LOPSG is entirely run by active volunteers and dependent on charitable funding.

http://www.lopsg.org.uk/
4. Organisations working with and for older people

Age Concern
The UK’s largest charity working with and for older people. Their mission is to promote the well-being of all older people and to help make later life a fulfilling and enjoyable experience. In England they are a federation of over 350 charities working together to promote the well-being of older people. They merged with Help the Aged on 1st April 2009; the name of the new organisation is to be announced.
http://www.ageconcern.org.uk

The Age and Employment Network (TAEN)
An independent not-for-profit organisation, working in strategic partnership with Age Concern and Help the Aged. Their goal is to help remove age barriers to employment
http://taen.org.uk/

WRVS
An age positive charity that offers a range of practical services to help and support older people to live well, maintain their independence and play a part in their local community. WRVS operate in England, Scotland and Wales.
http://www.wrvs.org.uk

University of the Third Age
Universities of the Third Age (U3As) are self-help, self-managed lifelong learning co-operatives for older people no longer in full time work, providing opportunities for their members to share learning experiences in a wide range of interest groups and to pursue learning not for qualifications, but for fun. There are 741 individual U3As in the UK with a total of 23,000 members sharing learning experiences
http://www.u3a.org.uk/
5. Resources supporting cultural access for older people

Access to Art
Access to Art (A2A) is a charity making it possible for disabled and frail older people to visit and enjoy London's galleries and museums. Their volunteers provide both 'meet you there' and 'door to door' services for individual visitors as well as a service for community groups.
http://www.access2art.org.uk/

Age Exchange
A leading charity in the field of reminiscence, with extensive experience of working collaboratively and running projects across education, health and the arts, in London and across the UK.
http://www.age-exchange.org.uk/

Audiences London
Audiences London supports the arts and heritage sector across London to focus on developing relationships with audiences. We have a growing number of free resources about older people and culture.
http://www.audienceslondon.org/bolderandwiser

Baring Foundation
A funder, the Baring Foundation has introduced a new theme for its arts programme: organisational development funding for arts organisations in the UK already producing and presenting arts made by older people. Visit their website for their funding guidelines and to read their publication Ageing Artfully: Older People and Professional Participatory Arts in the UK.
http://www.baringfoundation.org.uk/

Capital Age Festival (CAF)
London's largest and liveliest arts festival organised by, for and with older people. CAF evolved from aims within the London Older People’s Strategies’ Group (LOPSG) to establish a free pan-London older people’s festival.
http://www.capitalagefestival.org.uk/
CAF also host a directory of organisations involved in organising participatory arts activities with older people in London.
http://www.capitalagefestival.org.uk/organisations

London Arts In Health Forum
London Arts in Health Forum is a membership organisation which aims to develop the role of culture in wellbeing and to promote and support arts in health activity across London and nationally. The organisation is free to join and offers monthly events, a monthly newsletter, training sessions and advice and support for anyone with an interest in arts in health.
www.lahf.org.uk
Magic Me
Magic Me specialise in running creative projects which bring together young people (aged 9+) and older people (55+) for mutual benefit, learning and enjoyment. Search publications, then Free downloads for free resources including their recent Our Generations report.
http://www.magicme.co.uk

National Center for Creative Aging, Washington, USA
The National Center for Creative Aging (NCCA) is dedicated to fostering an understanding of the vital relationship between creative expression and the quality of life of older people. There are many free resources on this site including an arts and aging toolkit.
http://www.creativeaging.org/

Our Place
Our Place is a free to join online network managed by English Heritage, designed to support people who work in broadening access to heritage. You can network with peers, share and be inspired by project case studies, and discuss the challenges facing you today. It also contains news, resources and links. There is a themed area about Community Outreach with Older People which includes details of projects at National Trust, Sutton House and the Women’s Library.
http://www.ourplacenetwork.org.uk/resources#

STAGETEXT
A registered charity providing access to the theatre for hard of hearing, deaf and deafened people through captioning. STAGETEXT captions around 200 performances a year in over 75 venues.
www.stagetext.org
6. Mapping older populations

The Office of National Statistics’ free online resource offers a broad range of data that is postcode specific. The analysis below was collected by visiting the ONS website at [http://neighbourhood.statistics.gov.uk](http://neighbourhood.statistics.gov.uk) and entering a postcode or area.

We’ve included an example below to show you the kind of information it’s possible to collect simply from one postcode. This example is based on the postcode of the National Council for Voluntary Organisations building in Kings Cross (N1 9RL), the host venue for Audiences London’s Bolder and Wiser symposium for which this resource pack has been developed.

### Age Structure

**Age Structure (KS02)**

Last Updated: 09 November 04

<table>
<thead>
<tr>
<th></th>
<th>Islington London Borough</th>
<th>London Region</th>
<th>England Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>All People</td>
<td>Count Persons Apr01</td>
<td>175,797</td>
<td>7,172,091</td>
</tr>
<tr>
<td>People aged 45-59</td>
<td>Count Persons Apr01</td>
<td>25,193</td>
<td>1,151,369</td>
</tr>
<tr>
<td>People aged 60-64</td>
<td>Count Persons Apr01</td>
<td>6,144</td>
<td>282,856</td>
</tr>
<tr>
<td>People aged 65-74</td>
<td>Count Persons Apr01</td>
<td>10,093</td>
<td>468,067</td>
</tr>
<tr>
<td>People aged 75-84</td>
<td>Count Persons Apr01</td>
<td>6,061</td>
<td>310,553</td>
</tr>
<tr>
<td>People aged 85-89</td>
<td>Count Persons Apr01</td>
<td>1,241</td>
<td>75,703</td>
</tr>
<tr>
<td>People aged 90 and over</td>
<td>Count Persons Apr01</td>
<td>593</td>
<td>37,267</td>
</tr>
<tr>
<td>People aged 45-59</td>
<td>Percentage Persons Apr01</td>
<td>14.33</td>
<td>16.05</td>
</tr>
<tr>
<td>People aged 60-64</td>
<td>Percentage Persons Apr01</td>
<td>3.49</td>
<td>3.94</td>
</tr>
<tr>
<td>People aged 65-74</td>
<td>Percentage Persons Apr01</td>
<td>5.74</td>
<td>6.53</td>
</tr>
<tr>
<td>People aged 75-84</td>
<td>Percentage Persons Apr01</td>
<td>3.45</td>
<td>4.33</td>
</tr>
<tr>
<td>People aged 85-89</td>
<td>Percentage Persons Apr01</td>
<td>0.71</td>
<td>1.06</td>
</tr>
<tr>
<td>People aged 90 and over</td>
<td>Percentage Persons Apr01</td>
<td>0.34</td>
<td>0.52</td>
</tr>
</tbody>
</table>

Mean age of population in the area: Years Persons Apr01 34.73 35.95 38.6
Median age of population in the area: Years Persons Apr01 32 34 37

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## Workplace Population

### Age - Workplace Population (UV75)

<table>
<thead>
<tr>
<th></th>
<th>Islington</th>
<th>London Region</th>
<th>England Country</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All People</strong></td>
<td>Count Persons Apr01</td>
<td>138,340</td>
<td>3,805,655</td>
</tr>
<tr>
<td>50 to 59 years old</td>
<td>Count Persons Apr01</td>
<td>17,655</td>
<td>589,413</td>
</tr>
<tr>
<td>More than 59 years old</td>
<td>Count Persons Apr01</td>
<td>5,169</td>
<td>178,618</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th></th>
<th>Islington</th>
<th>London Region</th>
<th>England Country</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Claimants Aged 50+</strong></td>
<td>Count Persons Jan07-Dec07</td>
<td>835</td>
<td>22,375</td>
</tr>
<tr>
<td><strong>Claimants Aged 50+ Rate</strong></td>
<td>Percentage Persons Jan07-Dec07</td>
<td>4.5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

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## Life Expectancy

### Life Expectancy at Birth, 2005-2007

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<th></th>
<th>Islington</th>
<th>London Region</th>
<th>England Country</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Life Expectancy at Birth; Males</strong></td>
<td>Years Jan05-Dec07</td>
<td>75.1</td>
<td>77.9</td>
</tr>
<tr>
<td><strong>Life Expectancy at Birth; Females</strong></td>
<td>Years Jan05-Dec07</td>
<td>80.8</td>
<td>82.4</td>
</tr>
</tbody>
</table>

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Life expectancy for the population living in N1 9RL

If you’d like more information about using data sources to map populations, contact Audiences London’s research team via Alfie Hanoun, Research Assistant, alfred@audienceslondon.org, or on 020 7367 0819.