



Working in partnership with Age UKs in the South East



Our Ageing Society: Challenges or Opportunities for Business?

An ageing society presents both opportunities and challenges to businesses. The past stereotypes of older people's purchasing patterns are becoming outdated as our marketplaces become increasingly sophisticated and diverse. Social change, globalisation, de-regulation and technological advances have changed the commercial landscape. Many older consumers feel left out or at least, left behind. Old values such as loyalty and personal relationships appear no longer to have currency. Our high streets are changing and the fast moving on-line market place, whilst comfortable for the younger consumer, may not be as welcoming to older consumers.

South East Age UKs and SEEFA – the South East England Forum on Ageing - have joined forces to examine:

How older consumers are disadvantaged and what barriers they face.

Why, given the scale of demographic change, older consumers don't appear to be a high priority for business.

What does an 'age friendly' future look like? What may need to change?

Culminating in a Symposium at the Palace of Westminster this high profile debate is intended to make a real difference to the way older people are viewed as consumers. The project will bring together experts with experience of later life, policy makers, stakeholders in the business world and research. We will make suggestions to policy makers and influencers for encouraging 'all age friendly' multi generational business approaches.

For further information please contact: Julia Pride: juliapride@gmail.com 07771941290

SEEFA is the South East England Forum on Ageing. Our aim is to bring people together to influence later life strategies, policies and services to make life better for current and future generations of older people. SEEFA's Policy Panel aims to work with policy makers, service providers and planners to actively engage with them to make later life better now and in the future.

Age UK in the South East comprises a network of independent charities working locally in the community to provide services and activities to inspire, enable and support older people. Age UK's vision is for a world where everyone can love later life.