

GENERATION EVICTED?

Examining the housing needs
of an ageing population



B&Q

Catering for our ageing society is one of the most pressing issues of our time.

As the number of people aged 65 years and over is expected to rise by more than 60% in the next 25 years, the UK's demographic time-bomb ticks on.

How will the UK cope with an ever ageing population? Where will we all live?

This report by B&Q examines some of the latest research on age-related concerns and solutions because at B&Q we believe people should be able to live active lives in their own homes for as long as possible.

Over the years, B&Q has taken a particularly innovative approach to age diversity. A founding member of the Employers Forum on Age, the company has removed all age restrictions surrounding recruitment and promotion and no longer sets a compulsory retirement age (its oldest member of staff is 93). 25% of the workforce is over 50 and many older staff act as mentors to younger colleagues, sharing life skills and knowledge.

A person's age should not marginalise them from society and shouldn't prevent them from enjoying living in their home. As we grow older, we may suffer from age-related impairments such as problems with strength, dexterity, mobility, sight, hearing and cognitive function, impairments that can affect our everyday lives.



At B&Q, therefore, we passionately believe that the products required to tackle the problems associated with old age should be part of a mainstream product range and not hidden in the back pages of magazines.

The new B&Q "Can Do" range will expand the lifespan of a home for an elderly person, through clever solutions and subtle adaptations to the home.

In the following pages, you will find a wealth of information, from consumer attitudes towards the housing crisis affecting the elderly to our heritage in the field of diversity. I hope it helps to raise awareness of an issue that will, one day, affect us all.

Jo Kenrick

Jo Kenrick, Marketing and Customer Proposition Director at B&Q and Board member of the Employers Forum on Disability