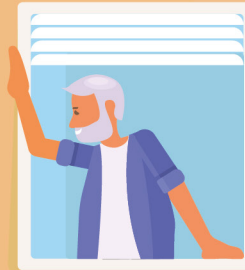
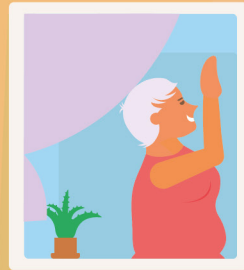


GREENWOOD  
CAMPBELL  
PRESENTS



# UK SENIOR LIVING MARKET

SURVEY RESULTS

2022



## Who is Greenwood Campbell?

Our Purpose is to make people's lives better.

We work with brands and organisations that do this every day.

We use empathy, data and tech to create engaged audiences. We design and build award winning websites, transformational apps, inspirational voice skills and game-changing chatbots.

The digital experiences we build save lives at sea, keep Britain's rail networks safe, help people find the right doctor, inspire people to get fit and healthy, bring fans closer to the game they love, make technology simple and transform access to education.

**WE ARE GREENWOOD CAMPBELL,  
THE HUMAN TECH AGENCY.**

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# Introduction

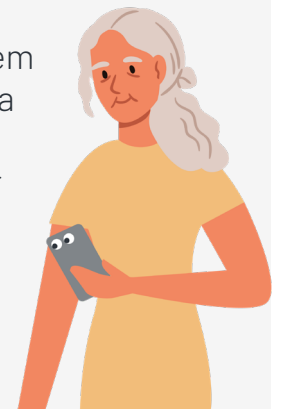
Fewer than 1% of UK retirees live in retirement communities, compared with around 17% of Americans and 13% of Australians. But why?

As part of our approach to better understand the UK Senior Living Market, we have carried out a research survey to over 150 adults aged 50 and over on their thoughts, feelings and opinions when it comes to Retirement Communities.

This guide uncovers what older adults are looking for when it comes to retirement living, what their barriers to entry are and what we can do to overcome obstacles and create empathy & build communities for people where they can thrive.

Look out for QR codes like this throughout the guide.

Simply scan them with the Camera App on your smartphone for extra content.



# About the author



Gemma is an experienced Marketing and New Business Director who understands the formula for creating business relationships, developing a successful marketing strategy and producing compelling stories.

Working as part of the leadership team, she played an integral role in the agency pivot in 2017, refocusing Greenwood Campbell as a market leader in tech that improves lives through empathy, data and emerging technology.

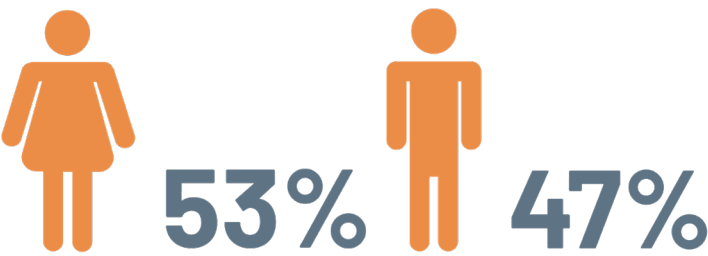
Specialising in the nonprofit, retirement living & healthcare industries, Gemma is a regular speaker who often writes articles, whitepapers and guides just like these to help thought leaders, company directors and marketing professionals enhance their service offering, acquire new clients and evolve their services.

## Get in touch!

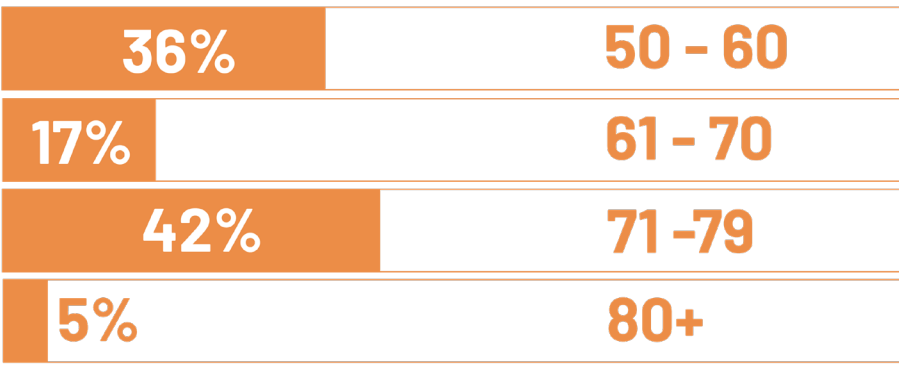


# Older age Survey results

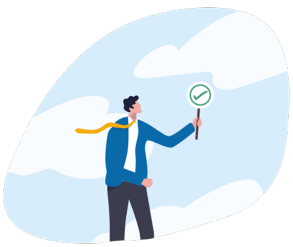
## Gender



## Age groups



Would you consider living in a retirement community at your current age?



**17%** of people said they would consider living in a retirement community.



**50%** of people said they wouldn't think about living in a retirement community at their current age.



**32%** of people said they would consider moving into a retirement community in the future.



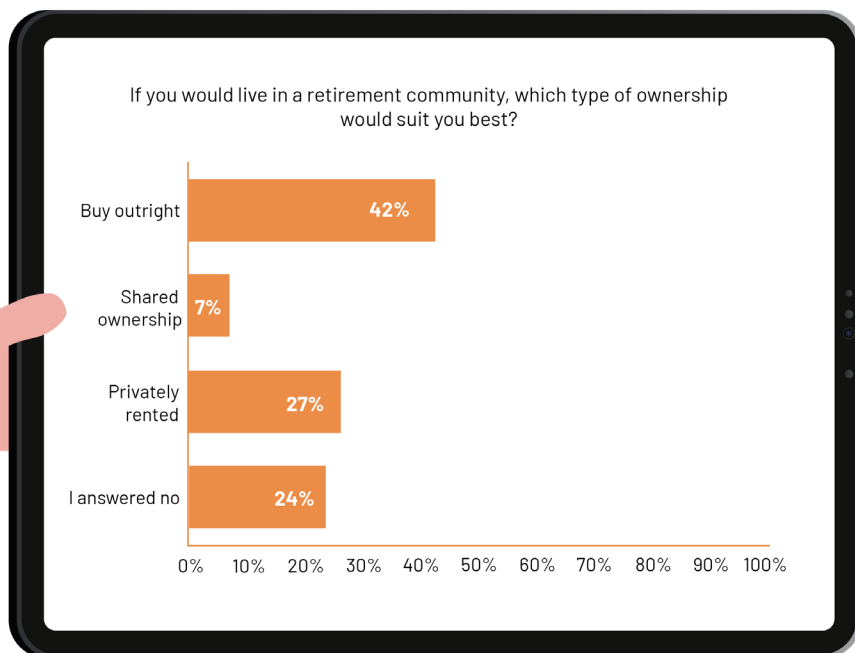
**52%** of people said the costs involved would be their biggest objection.



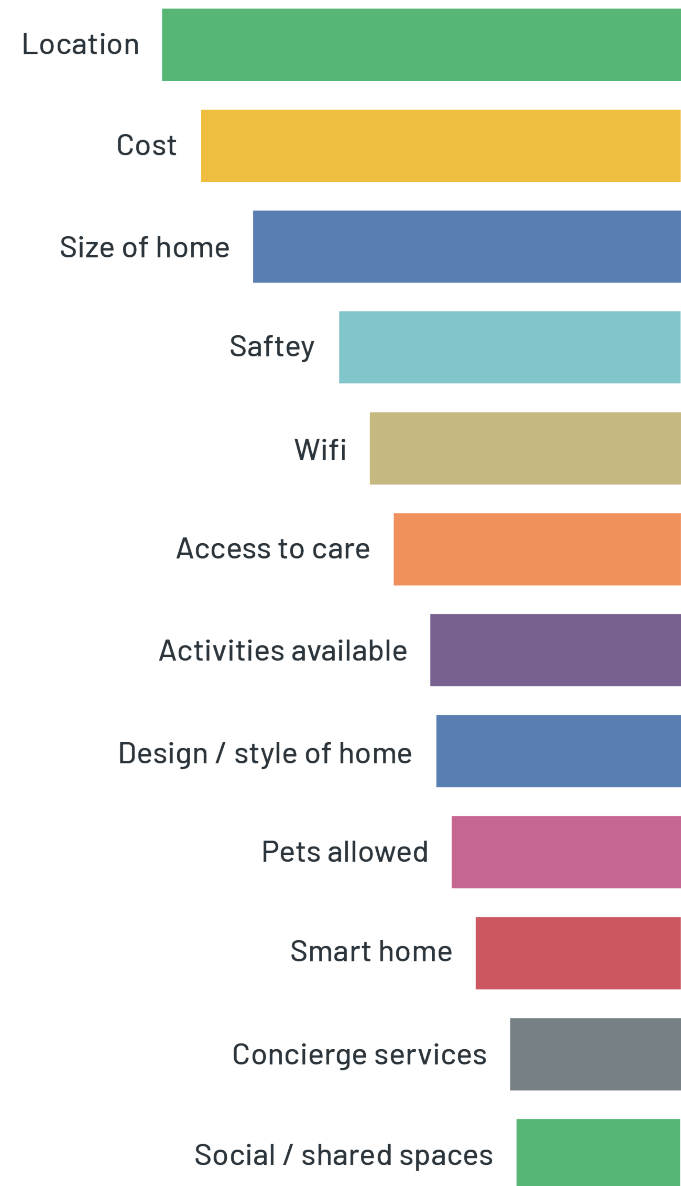
**68%** of people said they would look for suitable retirement developments via online Google searches.



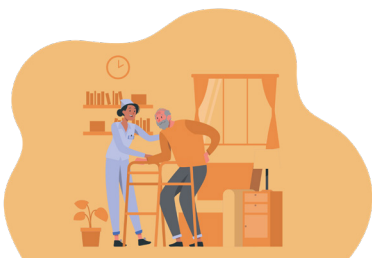
**21%** of people said they would ask family and friends.



Ranking the importance of attributes based on how important they would be when selecting a retirement living community.



What would you consider to be your main reason for wanting to move to a retirement development?



**23%** said they would like to have access to the care provided by retirement developments.



**37%** Would consider moving into a retirement home as a way to downsize and free up money.



**16%** of people said they would consider moving into a retirement to be apart of a like-minded community.



**21%** said the main reason to move would be for easy access to services, activities and facilities.

How do you prefer to communicate with companies and brands?



**43%** of people said they prefer to communicate with companies & brands face to face.



**49%** of people said they prefer to communicate with companies & brands via email.

# Changing the perception of retirement living communities

As we can see from our research, there are many older adults who have negative perceptions about living in a retirement community. Some believe that it is like living in a nursing home where you have little freedom or privacy. Others think that it is boring and there is nothing to do. And then there are those who are worried about the cost of living in a retirement community. Or those that think the environment is dated and only for those that no longer care about their surroundings or style.

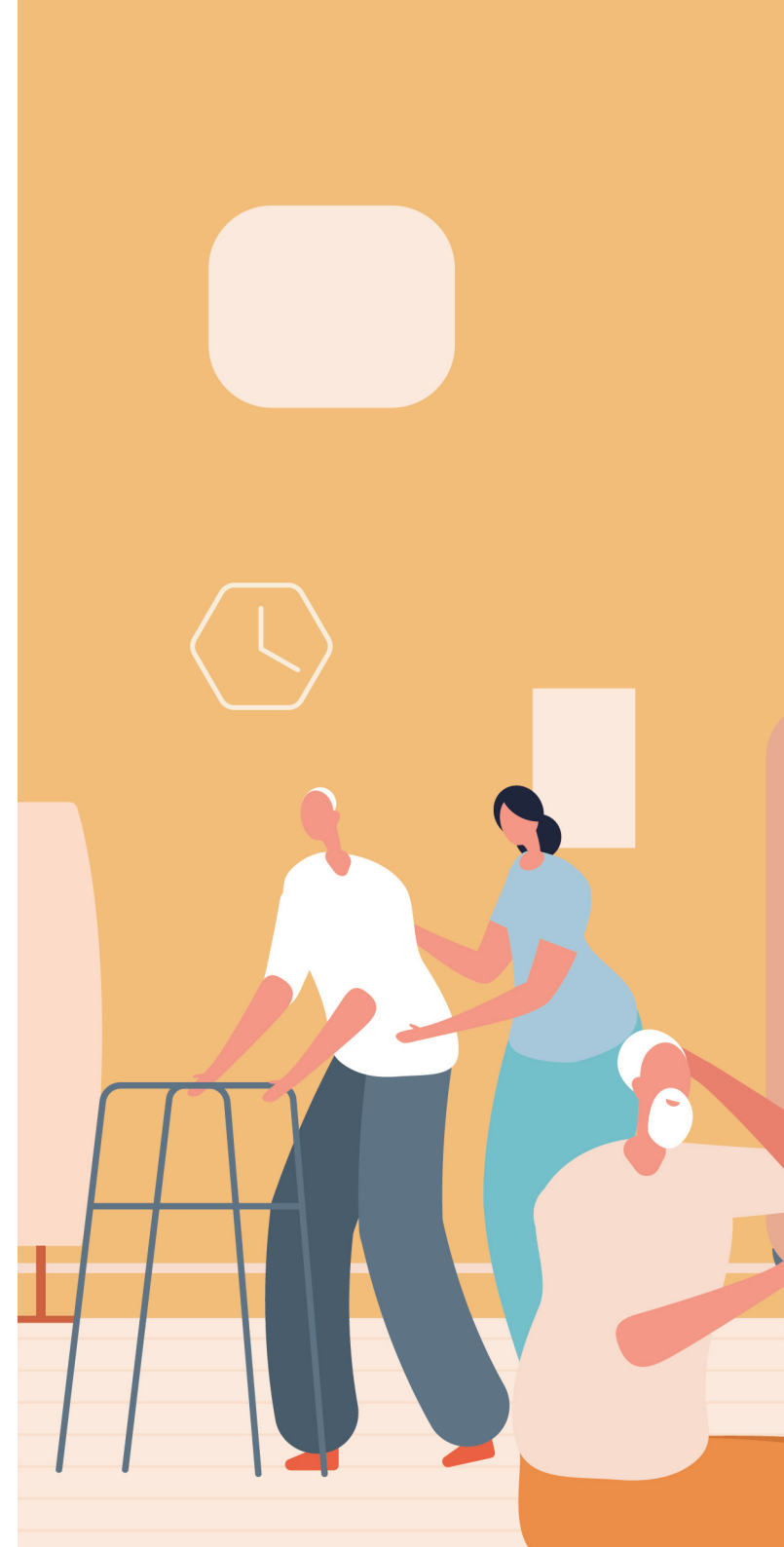
All of these concerns are valid, but living in a retirement community does not have to be a negative experience. There are many benefits that can make it a positive one.

For one, you have the security of knowing that there are other people around you who are in the same stage of life. This can be a great source of support and companionship. Additionally, retirement communities often have great amenities like pools, golf courses, and clubhouses. And, most importantly, retirement communities can provide a sense of community that many seniors crave.

## Changing the perception

There are many ways to improve the perception of living in a retirement community. One way is to create a more positive image of what living in a retirement community can be like. This can be done by developing marketing materials that highlight the benefits of living in a retirement community, such as the amenities, the activities, and the social opportunities that are available. Also using social proofing techniques such as resident testimonials to reassure potential residents and their families that a retirement community can be an incredible and enriching place to live.

Another way to improve the perception of living in a retirement community is to encourage positive word-of-mouth. This can be done by creating a Referral Program, which gives residents a financial incentive to refer their friends and family to the community.







## But it's not all bad

The good news is, as the baby boomer population ages, the perception of retirement living communities is changing. These communities are gradually no longer seen as places where people go to die. Instead, they are becoming places where people can live active and fulfilled lives.

There are a number of reasons for this change in perception. First, baby boomers are generally healthier and more active than their parents and grandparents were at the same age. They are also more likely to have the financial resources to support themselves in retirement.

Second, retirement living communities are becoming more diverse. They now offer a variety of amenities and activities that appeal to a wide range of interests. This makes them more attractive to people who are looking for an active and fulfilling retirement.

Finally, the stigma attached to retirement living communities is fading. This is due in part to the success of many of these communities in providing a high quality of life for their residents. As more people see retirement living communities as desirable places to live, the perception of these communities will continue to improve.

# Enhancing technology in retirement living communities

The ageing population is resulting in people in the UK living longer; by 2037, it is predicted that around a quarter of the population will be 65 or over. Studies have also shown that many in later life feel younger than they are.

Within retirement communities, new technologies are simplifying and enhancing the lives of residents while also providing a secure and comfortable environment. Residences are now able to take advantage of features such as automatic door locks, security cameras, and medical alert systems.

These tools provide residents with a sense of safety and security, while also freeing up staff to attend to other tasks. In addition, new technologies are also making it possible for residents to interact with one another and their families through social media and video conferencing.

As changes in technology, lifestyle, medication and the digital sphere transform our conventional expectations of later life, how can we evolve services and amenities to serve the retirement community?

## Smart homes

Smart homes will play a significant role in what this looks like.

With central control, the smart home, also referred to as 'the connected home' or Internet of Things (IoT), allows individuals to control their entire home from one place. Either by a physical control panel or using voice commands and dictation.

## How can a smart home benefit the older generation?

Smart home devices offer a peace of mind for family and caregivers that is of a much higher scale than that of just providing an emergency necklace or pull cord. Smart homes can provide independence, reassurance and security.



## Convenience

- With gentle reminders for everyday tasks such as taking medication, appointments or to put the bin out on collection day
- Mobility is one of the main reasons the elderly require additional support in their homes. Getting in and out of a static, manual bed is challenging. A fully mobile bed that is controlled entirely by voice, lowering enough for an elderly person's feet to touch the ground and raising back up into a standing position will invoke independence
- Lights, lamps and blinds can be entirely automated for particular times of the day, or controlled as and when by the individual
- Replenishing a fridge is as simple as asking it. Artificial Intelligence means it can know favourites and allergies, the address and preference for delivery days and suitable times
- Robotic Vacuums like the Roomba. Set it on a regular schedule and monitor and schedule it from your smartphone. They go right back to their charging station when they are done and the only thing that has to be done is empty the dustpan

- Cookers to heat food at the optimum temperature, for the perfect length of time
- Opening and closing windows when the air condition inside is poor
- When there's been no rain and sunny days, turning on the garden lawn sprinkler
- Controlling the heating and the temperature of the house
- All electronics - turning the TV on and off, playing music

## Health

**Telehealth** or virtual doctor appointments is the use of digital information and communication technologies, such as computers and mobile devices, to access health care services remotely. Telehealth allows patients to consult with health care providers from different locations and enables providers to share patient information and coordinate care more effectively.

Telehealth services can be used to provide a wide range of health care services, including primary care, mental health care, and specialist consultations. They can also be used to support patients with chronic conditions, such as diabetes, by providing

education and reminders about self-care, as well as monitoring patients' progress and adjusting treatment plans as needed.

There are many benefits of telehealth, including improved access to care, increased convenience, and improved quality of care. Telehealth can also help to reduce the cost of healthcare by reducing the need for travel and office visits.

Despite the many advantages of telehealth, there are also some challenges that need to be addressed. These include ensuring that patients have access to the technology needed to use telehealth services, ensuring privacy and security of patient information, and addressing provider resistance to the use of new technology.

There are also a variety of **smart pill dispensers** on the market that alert an individual when they haven't taken their medication, but also will not allow you to accidentally take two days by sealing the dispenser for future days.

## Safety

Right now, we have technologies available to us such as 'ring', that allow users to see who is at the front door via a smartphone. What if we could use AI and facial recognition to pre-program 'safe' visitors or allow an elderly person to unlock the door from wherever they are in the house?

Motion detection can track movement within the home. If the resident has been sedentary for a prolonged period of time, a caregiver or family member can be alerted.

Other benefits are automatically turning off an accidentally forgotten cooker, turning on an alarm at night or locking the doors when it knows the house is empty.

A connected home can also track changes in air quality, temperature, humidity, or carbon monoxide.

## What are the barriers to entry?

- Cost - with the technology for smart homes still being in the early stages, the cost can be high. The positive is that you don't have to go for everything all in one go. IoT and smaller devices can be bought into the home incrementally. Some new build houses are now being sold with all IoT included.

- Experience with digital - Lack of instructions and guidance with new products can make them inaccessible to an individual that isn't used to using digital. Lack of confidence may deter some people from embracing new technology.
- It takes time - setup for a lot of the items on the list such as smart cookers and security systems require professional installation which means planning and waiting.



## 5g connectivity

As the world progresses and becomes increasingly connected, it's important for retirement living communities to keep up with the latest technology. 5G connectivity is the next generation of wireless technology, and it offers a number of advantages over previous generations.

5G connectivity is much faster than previous generations, which is important for seniors who want to stay connected with loved ones or access information and entertainment online. It's also more reliable, so seniors can depend on it for things like medical monitoring and emergency services.

5G connectivity is also important for the future of retirement living communities. With the rise of the Internet of Things, more and more devices and appliances will be connected to the internet. This will provide seniors with greater convenience and control over their living environment, and it will allow communities to offer more personalised services.

The adoption of 5G connectivity is also important for the economic future of retirement living communities. As more and more industries adopt 5G, seniors will have access to new opportunities for employment and entrepreneurship.

## Amenities

### Smart gyms

Having a gym is an important part of a retirement community for many reasons. It helps keep residents active and healthy, which is crucial for maintaining their independence and quality of life. It also provides a social outlet for residents to interact with one another and stay connected. Additionally, the gym can help reduce the cost of healthcare for residents by keeping them healthy and preventing injuries.

A product called eGym offers safe, tailored fitness equipment for residents that is linked to a personalised health profile.

## Voice technology

In-home voice assistants like the one from Constant Companion can provide companionship, reassurance and emergency assistance using only the person's voice if and when required. The device works with all of the same functionality as any other Alexa device with the added benefit of its own built-in Wifi and with simple voice connection to an urgent Response Centre for emergency assistance. For example, if a resident takes a fall they can simply call out from their location "Alexa, call for help" and the speaker will connect them to a human that has access to their location, medical history and emergency contact details. No Pendant or Panic Button needed.



# Overcoming cost objections

When conducting our survey, one of the major factors in respondents choosing NOT to live in a retirement community is costs. While it is true that some retirement communities have high monthly fees, there are many affordable options available.



## The reality

Despite the perception, Retirement Living Communities are often more cost effective than other housing options. When all the costs of living are considered – from mortgage or rent payments to groceries, utilities, and transportation – it's usually cheaper to live in a retirement community. This is especially true when compared to the costs of living alone or in a nursing home.

Retirement communities also offer a wide range of amenities that can save money. For example, many have on-site laundry facilities so there's no need to pay for a separate laundry service. Some have restaurant-style dining options, which can be cheaper (and more convenient) than cooking at home. And, many communities offer transportation services, which can help reduce the need for a car (and the associated costs).

We need to develop marketing strategies that get this point across.

There are a few key ways to handle objections when it comes to costs:

- highlight the value of the product or service
- offer a payment plan
- offer a discount

- highlight the features and benefits that are most important to the customer

Remember, the goal is to understand the objection and then address it in a way that meets the needs of the customer.

The marketing team should be able to provide a detailed breakdown of the associated costs with living in the community. This will help to provide clarity for why the community's prices are set at a certain level. Finally, and this is likely to be a wider organisational strategy, the marketing team should be able to offer potential residents a variety of financing options that can make the overall cost more manageable.

By breaking down the barriers to entry, we can increase the likelihood of potential residents considering the community as a viable option.

# Cut through the competition

With a whopping 67% of our survey saying they would find a suitable retirement community through an online google search, it's imperative we understand how to get discovered and cut through the competition



## Search Engine Optimisation (SEO)

Search Engine Optimisation (SEO) is the practice of improving the ranking of a website on search engines. The higher the ranking, the more likely people are to find the website.

There are a number of ways to improve the ranking of a website. These include optimising the website content, making sure the website is easy to navigate, and building links to the website from other websites.

The technical aspect of SEO focuses on behind the scenes practices that send signals to Google, rather than the content on-page.

The main aim of technical SEO is to improve a website's visibility and traffic by optimising the structure and code of the website. This includes optimising the website's title tags, meta tags, header tags, images, and anything else that can be optimised on the site. Technical SEO also improves site speed, which is a ranking factor for Google.

There are a lot of factors that go into SEO, and it can be overwhelming to try to figure out where to start. But luckily, there are some simple steps you can take to improve your website's SEO:

### 1. Use keyword-rich titles and descriptions

When it comes to SEO, the title and description of your website are just as important as the actual content on your site. Make sure you include relevant keywords in your title and description so that search engines can easily find and index your site.

### 2. Use keyword-rich H1 and H2 tags

In addition to your title and description, you should also use H1 and H2 tags to help organise your content and make it more relevant to search engines.

H1 tags are typically used for your main headlines, while H2 tags are used for subheadings. Include relevant keywords in your H1 and H2 tags to help improve your website's SEO.

### 3. Use internal linking

Internal linking is a great way to help search engines find and index all the pages on your website.

Make sure you include relevant keywords in your internal links so that search engines can easily follow them and index your site accordingly.



## 1. Use external linking

In addition to internal linking, you should also use external linking to help improve your website's SEO.

External linking is when you link to other websites from your own. However, make sure you only link to high-quality websites that are relevant to your own website.

## 2. Use social media

Social media is a great way to promote your website and attract more visitors. Make sure you include links to your website on your social media profiles and encourage your followers to share your content.

## 3. Submit your website to search engines

One of the easiest ways to improve your website's SEO is to simply submit your website to search engines such as Google, Yahoo, and Bing.

This will help ensure that your website is properly indexed and shows up in search results.

## 4. Use Google Analytics

Google Analytics is a free tool that allows you to track your website's traffic and see how users are finding your site.

Make sure you set up Google Analytics on your website so that you can track your SEO progress and make necessary adjustments.

## 5. Use Google Webmaster Tools

Google Webmaster Tools is another free tool from Google that offers valuable insights into your website.

Make sure you set up Google Webmaster Tools and submit your website so that you can track your website's progress and make necessary changes.

## 6. Conduct keyword research

Keyword research for SEO is the process of finding and selecting keywords that are relevant to your business or website and that have a high potential for ranking well in search engine results pages (SERPs).

## 7. Use long-tail keywords

Long-tail keywords are longer and more specific keywords that are less competitive and easier to rank for.

## 8. Use short and descriptive URLs

Short and descriptive URLs are easier for users to remember and are more likely to be clicked on.

## 9. Optimise your images

In addition to text, search engines also index images. Make sure you include relevant keywords in your image file names and alt tags so that your images can be easily found and indexed by search engines.

SEO can seem like a lot of work, but it's worth it. By taking the time to improve your website's SEO, you'll be able to attract more visitors and get more leads.

SEO is a complex and ever-changing field, and it is important to keep up with the latest trends and techniques. However, the basics of SEO are relatively simple.

There are a number of potential reasons why your existing SEO might be failing. Here are some of the most common ones:

### 1. You're targeting the wrong keywords.

Make sure you're targeting keywords that are relevant to your business and that people are actually searching for. If you're targeting keywords that are too broad, too specific, or that nobody is searching for, you're not going to get the results you want.



### 1. You're not creating enough content.

A common mistake businesses make is thinking that they can get by with just a few blog posts or articles. In order to really rank well in search engines, you need to be consistently creating new, high-quality content.

### 2. You're not promoting your content enough.

Just because you've published an article or blog post doesn't mean people will automatically find it. You need to actively promote your content through social media, email marketing, and other channels.

### 3. You're not making your site mobile-friendly.

More and more people are using their mobile devices to search the internet. If your site is not optimised for mobile, you're missing out on a huge opportunity.

### 4. You're not paying attention to your analytics.

You need to be constantly monitoring your SEO progress and looking at your analytics to see what's working and what's not. If you're not paying attention to your data, you're not going to be able to improve your results.

If you're not seeing the results you want from your SEO efforts, it's important to take a step back and see if there are any areas you can improve. By addressing these common mistakes, you can get your SEO back on track and start seeing the success you want.

## Pay-Per-Click (PPC)

In online marketing, PPC is an effective way to drive traffic to your website. PPC is a form of advertising in which you pay a fee every time someone clicks on your ad.

PPC is a great way to get your website in front of potential customers who are already interested in what you have to offer. It is also an effective way to increase your website's visibility in search engines.

When done correctly, PPC can be an excellent way to generate leads and sales for your business. However, it is important to remember that PPC is a pay-to-play platform. This means that you will need to invest money in order to see results.

If you are new to PPC, it is important to partner with an experienced agency or consultant who can help you create an effective campaign. Once your campaign is up and running, it is important to track your results and make adjustments as needed.

PPC is a powerful marketing tool that can help you reach your target audience and grow your business. When used correctly, it can be an effective way to generate leads, sales, and brand awareness.

PPC and SEO are both important components of a successful digital marketing strategy. They can be used together to drive traffic and leads, or they can be used independently.

Here are a few things to keep in mind when deciding whether PPC or SEO is right for you:

PPC is best for short-term visibility. If you need to quickly generate awareness for your brand or product, PPC can be a great option.

SEO is best for long-term visibility. If you're looking to build sustainable, long-term growth, SEO is the way to go.

PPC can be more expensive than SEO. Depending on your industry and the keywords you're targeting, PPC can be significantly more expensive than SEO.

PPC is more immediate, but SEO is more sustainable. When considering PPC vs SEO, it's important to think about your goals and objectives. If you need quick results, PPC can be a great option. If you're looking to build something that will last, SEO is the better choice.



The human tech agency.

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