The Age of No Retirement
A world where products, services and places to work and live, work for us throughout our whole life course.
Human connections help us live longer and better. But how do we do it?
People want to be part of a real community
83% want to mix with people of different age groups and generations
And community is good for our health + wellbeing.
Older + younger = benefits to all ages

The Intergenerational Foundation.
Our overall ‘survival rate’ increases by 50% if we have strong social relationships.

The Blue Zones
Being more involved in our community helps us live longer and happier.

Harvard
Learning with younger people helps us as we age.

Friends reduce our likelihood of dying early by 22%.
The more connected we are, the more we are protected from dementia.

Indian Journal of Psychiatry, 2009
Social connections are good for our hormones and keeps us younger.

University of Hong Kong, 2011
The more connected we are the less likely we are to enter a care home.

Age, Ageing. 2018
The Health + Longevity Community Model™
COMMUNITY 68%
HAPPY 62%
FRIENDS 58%
NEIGHBOUR 55%
FAMILY 55%
HEALTHY 54%
SOCIAL 52%
BELONGING 46%
OPTIMISTIC 43%
FOOD 40%
GREEN 40%
ACTIVE 40%
CONNECTED 35%
WALKING 35%
OUR EBBSFLEET EMERGING VALUES FROM THE COMMUNITY

Through identifying the needs of the existing and new communities in and around the Ebbsfleet area, we have started to identify a set of emerging values which could be used to underpin every decision made moving forward. These values are:

01 BELONGING
Belonging and connectedness, alongside independence and diversity

02 HAPPY & HEALTHY
Wellbeing, happiness and supported healthy living at heart

03 CONNECTED HISTORY
Creating a sense of place by connecting the past and making history visible

04 INTEGRATED NATURE
Building in and connecting to nature throughout the community

05 FOOD & TOGETHERNESS
Building on the areas food connections and create points of encounter

06 RELEVANT PHYSICALITY
Create spaces for a diversity of physical activity, relevant to individuals

07 COMMUNITY FORUM
A rich programme of events, forums at the heart of the community

08 NEIGHBOURLINESS
Install neighbourliness in the language and design of the community

09 NAVIGABLE ROUTES
Create clear, accessible, multi-dimensional routes in, out & through all areas of Ebbsfleet
“IN THE COMMUNITY THERE ARE SO MANY ASSETS, THEY ARE JUST NOT NECESSARILY CONNECTED. THERE IS SO MUCH GOING ON THAT PEOPLE DON’T KNOW ABOUT. THE NUMBER OF LONELY PEOPLE I MEET IN MY SURGERY? THERE IS SO MUCH GOING ON BUT THEY ARE NOT CONNECTED.”
Having a purpose keeps us alive longer.

Dan Butler, 2010
A US city-wide commitment to healthy living reduced health care claims by 49% & increased life expectancy by 3 years.

Blue Zones
We must build strong locally rooted places based on shared value systems, purpose & connection across all ages.
only 16% of brands are delivery
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