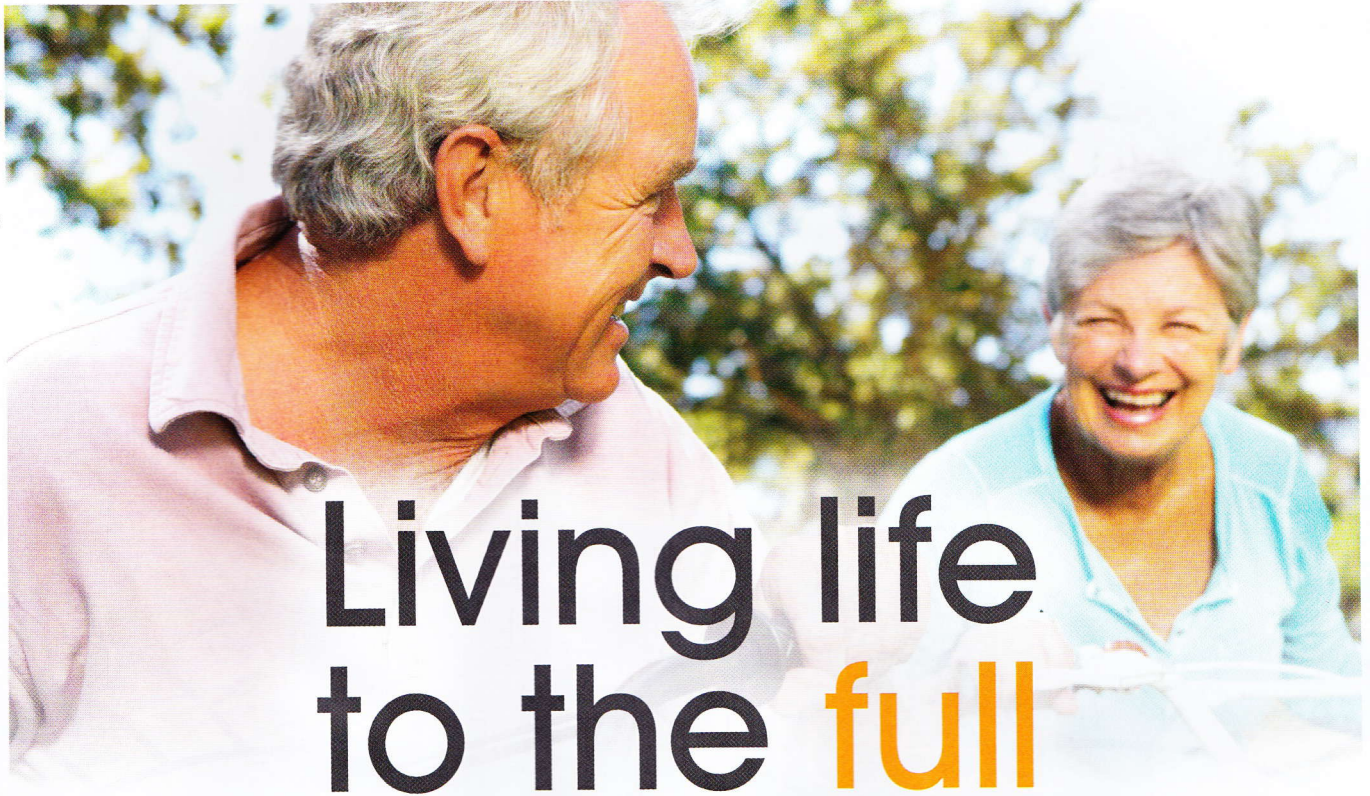


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Living life to the full

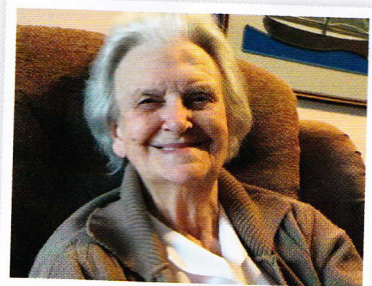
The number of over-85s will increase 50% by 2030. They prefer to be called “real seniors” not “elderly” or “pensioners”. Also don’t use “old” for any senior – and do understand that aspirations are different for every person

Seniors Helping Seniors is an award-winning social enterprise tackling the stigma of old age head on. Their “Biker Granny” advertisement aimed to show an understanding that care stereotypes need changing.

“People want reliability and they want flexibility,” says Seniors Helping Seniors Manager and Owner Christian Wilse, “and that’s what we provide for Canterbury and Thanet.” The skill, explains Christian, “is matching life experiences and interests of the care provider to the customer and making sure everyone is passionate about doing what’s needed.”

Seniors who need help find it utterly exhausting to deal with different carers. Seniors Helping Seniors provides the same care provider and makes arrangements easily. Service includes trips out, housework, preparing delicious food, specialists like dementia care, and overnights. Just ask for what you want – and Seniors Helping Seniors can help.

Eileen from Canterbury, one of the original providers, says: “Often the support is outside the remit of the ‘caring profession’. Sharing memories of times we both remember and laughing at the jokes we both understand makes all the difference and of course there is also a



financial benefit which is important to those in my situation – single, female, small pension – the opportunity to work in a field I enjoy and with the flexibility and freedom that Seniors Helping Seniors offers is just fantastic for me.”

Seniors Helping Seniors is two years old in the UK – a year in planning and a year of trading – and they are delighted with their work everyday, feeling that they are making a difference to families who need help and to people thinking about opportunities for fulfilling work towards the end of their working lives.

Seniors Helping Seniors need the skills that people have later in life, skills that other companies tend to struggle to utilise.

• For more information, call 01227 454900, visit www.seniorshelpingseniors.co.uk or email Christian@seniorshelpingseniors.co.uk

It’s a fact!

Up to two-thirds of the over-50s in Britain are preparing to re-launch themselves in a new career so they can prolong their working life, recent research by MetLife has found.

Millions of employees forced to retire early are retraining in skills from book-keeping to building in order to fill gaps in the nation’s workforce.

And with the Government’s recent announcement that there would be no age limits on anyone wanting to take up an apprenticeship, the way is now open for many middle aged workers to retrain.