

AURIENS

C H E L S E A

Auriens Chelsea reveals new research highlighting the challenges faced by the UK's ageing population



September 2025: [Auriens](#), the pioneering later living community for those aged over 65, has unveiled the findings of its new nationwide research report, conducted in partnership with TMG Research from a sample size of 1,000 people. The report fundamentally exposes the scale of loneliness, disconnection and wellbeing challenges experienced by the older generation. With the UK's over-65 population projected to rise by more than 30% by 2030, the results highlight the urgent need for innovation in how later life is approached and supported - a challenge that Auriens is addressing through its community in the heart of London's Chelsea.

Loneliness, social life and community disconnection

Auriens' research revealed that 90% of over-65s feel disconnected from their communities, and more than one-third say their social life is deteriorating. Meanwhile, 5% of over-65s report having no daily interactions at all. A further 75% of respondents across all age groups see fewer than five people in a week, underlining that loneliness is a multigenerational issue - one that intensifies with age. Strikingly, the research shows that 'the wealthiest are the loneliest', with 100% of over-65s in homes worth over £3 million reporting they feel socially disconnected.

Fitness, diet and mental health

The study also highlighted trends in health and wellbeing. 15% of over-65s said they never exercise, while 10% admitted to never considering the nutritional value of their food. Mental wellbeing is also in decline, with 37% of over-65s reporting that their mental health is worsening - highlighting the strong link between physical activity, diet and emotional resilience in later life.

At the root of these challenges is a chronic shortage of appropriate housing for older people. Across the UK, many elderly people remain in homes no longer suited to their

needs, leading to isolation, reduced mobility and declining wellbeing. In contrast, countries such as the US and Australia have around five per cent of their populations living in later living communities, with Britain two decades behind in its development of later living communities.

Henry Lumby, Chief Commercial Officer at Auriens, on the systemic challenges: *"The absence of suitable alternatives forces many older people to remain in under-occupied properties, while high stamp duty costs actively discourage downsizing. The impact extends well beyond individuals: delayed hospital discharges, where homes are no longer fit for purpose, cost the NHS hundreds of millions of pounds each year. International models, such as New Zealand's Retirement Villages Act, show how supportive legislation can stimulate development, boost consumer confidence and create communities that promote connection, wellbeing and independence in later life. At Auriens, we are drawing inspiration from these successes to help shape a better model for later living here in the UK."*

The research also highlighted lifestyle priorities for those over 65 when considering future homes. 70% said having access to outdoor space is very important, while 45% placed high value on living near cultural or leisure attractions - underlining the appeal of urban settings with strong community ties, amenities and cultural opportunities, as opposed to rural locations.

Auriens Chelsea demonstrates the potential of a different approach - combining independent living with discreet, on-demand support and, at its core, an innate sense of community. The residence prioritises active ageing over reactive medical care. In collaboration with the Kyros Project, led by health experts including Gideon Remfry and Aidan Goggins, creator of the Sirtfood Diet, Auriens offers a pioneering, science-led approach to ageing well. Residents benefit from personalised health programmes focused on brain function, sleep, gut health and mobility, employing techniques akin to those used by elite athletes. State-of-the-art wellness facilities support this including a spa with a 15-metre pool, salt sauna, gym and dedicated exercise studios. Bespoke physiotherapy and nutrition support is also available, while sister company Draycott Nursing & Care offers flexible care as required.

Alongside this, Auriens curates a rich cultural calendar of talks, concerts, gallery visits and resident-led initiatives, fostering creativity, purpose and connection. The result is a model of later living that not only supports independence but actively celebrates it.

Lumby comments: *"This research demonstrates that loneliness and declining wellbeing are significant issues for the UK's older population. At Auriens Chelsea, our focus is on creating a community that directly addresses these challenges through encouragement of social connection, cultural engagement and a holistic approach to wellness. Our aim is to foster an environment that prioritises maintaining independence, a greater sense of wellbeing and enhanced quality of life for our residents."*

About Auriens

Redefining and setting the gold standard in independent later living, Auriens develops and operates thoughtfully designed homes and world-class facilities for the over-65s. As an integrated retirement community, Auriens offers residents a lifestyle that seamlessly combines independent living with access to discreet support as required. Founded over seven years ago, Auriens is deeply committed to changing perceptions of the later living sector and championing active ageing through its holistic focus on the physical and mental wellbeing of its residents.

A thriving community of like-minded residents has been established at the group's first address, Auriens Chelsea, located moments from London's King's Road and offering 56 one and two-bedroom apartments for purchase or rent.

Auriens is set for expansion in 2025, with new sites soon to be announced.

www.auriens.com

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