



the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million, and the number of people aged 75 and over has increased by 1.1 million (Office for National Statistics 1999). The number of people aged 65 and over is projected to increase to 6.5 million by 2011, and the number of people aged 75 and over to 4.5 million (Office for National Statistics 1999).

There is a growing awareness of the need to address the needs of older people, and a number of initiatives have been launched to improve the lives of older people. The Department of Health has launched the 'Age Matters' campaign, which aims to improve the lives of older people by encouraging them to stay active and healthy. The campaign includes a range of initiatives, such as the 'Age Matters' website, which provides information and advice on a range of issues affecting older people, and the 'Age Matters' helpline, which provides a free telephone service for older people.

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