Hounslow's Vision 2050: Technical Annex

Contents

Purpose of the document

This document is a companion to the Vision 2050 document. It contains the technical data, analysis, and research that helped shape Vision 2050. Like Vision 2050, it uses the idea of a "life course" to look at Hounslow's current situation and future trends.

> A person's life course is all the events and roles they experience throughout their life, and the order in which these happen. We are seeing new roles and transitions appear, and people's expectations about life are changing. As we look ahead to 2050, we want to explore these changes and what they mean for Hounslow residents. We also want to share what residents have told us about their hopes for the future, for themselves and their children.

This way of thinking about the future is based on work by the Canadian Futures Institute: Policy Horizons. They highlight six main parts of the life course that take up much of our time, money, and effort:

1. **Care**: We start life needing care from others, and many of us will need care again later in life.

2. **Education**: Education helps us learn about the world and find our place in it.

3. **Work:** Most people work to support themselves.

4. **Living Arrangements**: Everyone needs somewhere to live.

5. **Reproduction:** Having children is a key part of life for many people, connecting us to others.

6. **Older Adulthood**: This stage often means working less and both giving and receiving more care.

These parts of life are shaped by society, culture, government, and policy. They often involve important decisions. While we can look at each part separately, they often overlap—for example, someone might be working and caring for a parent at the same time. Decisions in one area, like education, can affect others, like work.
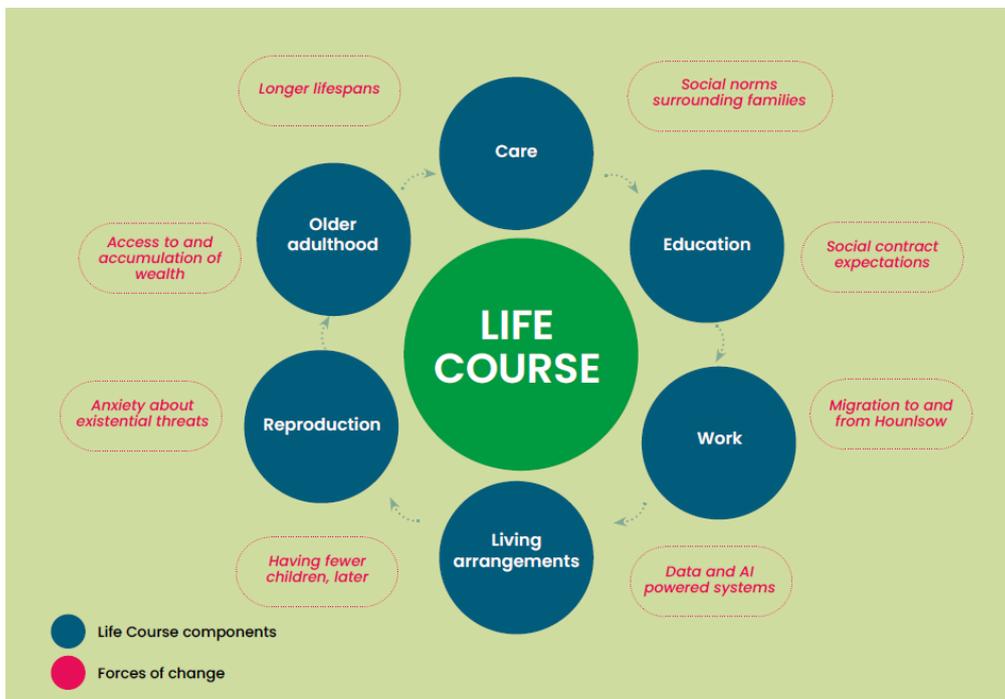
*Picture of the Life Course from Vision 2050*

Forces of change

In our conversations and research and based on the work of the Policy Horizons Institute[1], we have identified forces of change that shape people's life choices, influence what they know, believe about the future or value in life.

These forces of change are social, technological, economic, environmental, or political shifts that transform assumptions about the life course and may affect the sequence and nature of the life course components.

1. Longer lifespans are shifting when and how people reach certain life milestones

Life expectancy has increased across the country and within Hounslow. Over the period 2021-23, life expectancy at birth in Hounslow was 84.0 years for women and 79.7 years for men - meaning women, on average, live 4.3 years longer than men in the borough.[2] The life expectancy for men and women in Hounslow is significantly higher than the national average between 2021-23.

Since 2001-03, female and male life expectancy in the borough has risen by 4.1 and 4.3 years, respectively - a greater increase than the national figures of 2.4 and 2.9 years.
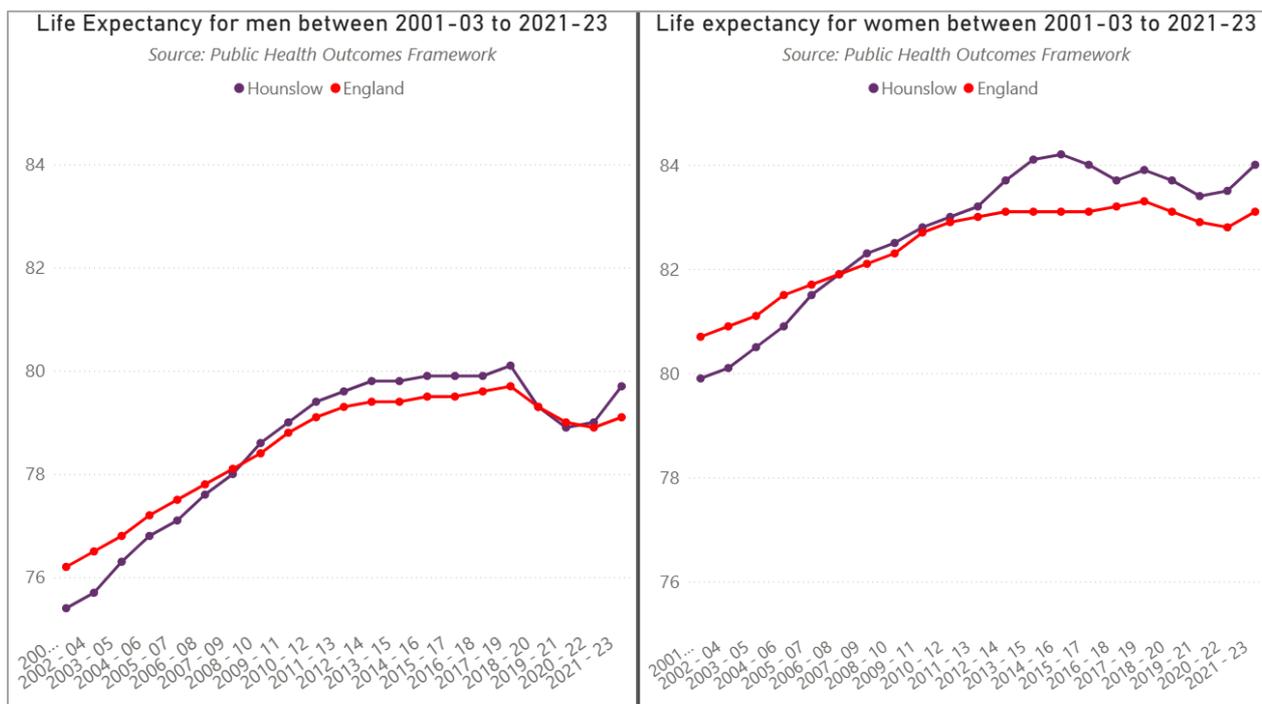
Source: Public Health Outcomes Framework

Healthy life expectancy (HLE) in Hounslow has remained relatively stable over the years, although there has been a slight decline since 2011–2013, with HLE falling by 2.0 years for men and 2.2 years for women. [3]

Between 2021 and 2023, HLE at birth in Hounslow was 62.3 years for men and 62.1 years for women, indicating that men and women, on average, experience a similar number of years in good health in the borough. HLE for both sexes in Hounslow is comparable to the national average.

[1] Policy Horizons Institute (2022) Future Lives
[2] Public Health Outcomes Framework 2024
[3] Public Health Outcomes Framework 2024

Life expectancy and healthy life expectancy is lower in more deprived areas. The below scatter graph illustrates the gap in life expectancy between residents in the most and least deprived areas within each local authority in England. Hounslow sits close to the national trend line, indicating that the level of inequality in life expectancy across the borough is in line with national trends - neither significantly better nor worse.

Source: Public Health Outcomes Framework

2. People are having fewer children, and at a later age

As reported by ONS (Births in England and Wales: 2024), Hounslow's fertility declined between 2015 and 2024 before showing early signs of stabilisation. The General Fertility Rate (GFR) dropped from 68.7 births per 1,000 women aged 15–44 in 2015 to 54.5 in 2023, before rising modestly to 56.1 in 2024. Similarly, the Total Fertility Rate (TFR) fell from 1.84 children per woman in 2015 to 1.55 in 2022 and increased slightly to 1.61 in 2024.

Rates of when people are having children
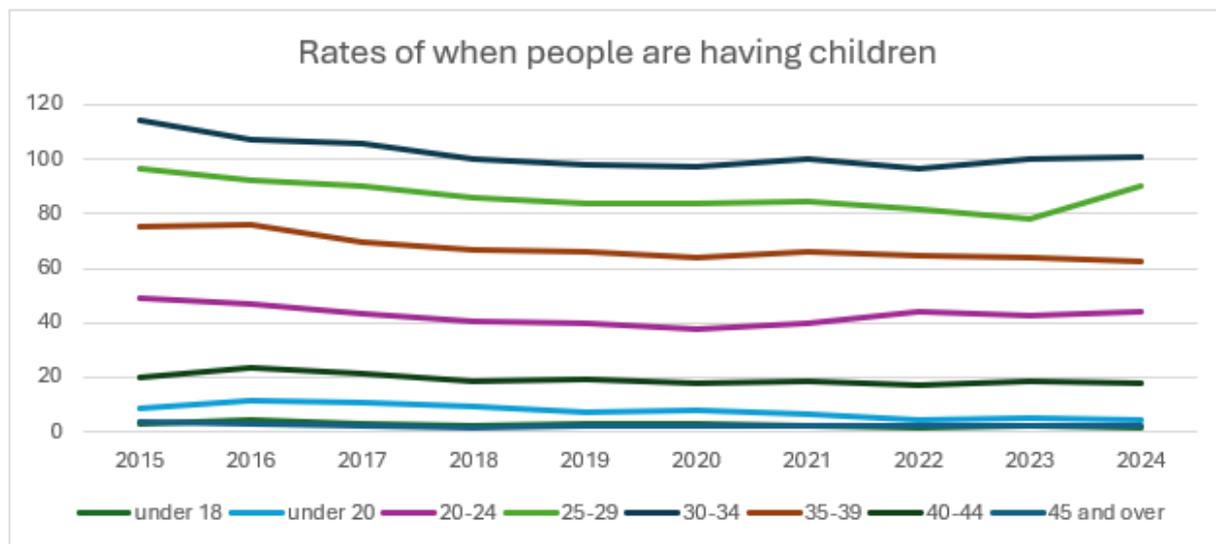
Source: Births for England and Wales 2024 (Office for National Statistics)

Age specific fertility shows that women aged 30–34 consistently had the highest birth rates, though declining over time. The 25–29 group decreased until 2023 and rose in 2024; the 20–24 group dropped, then showed modest recovery; under 20s continued to decline; fertility among ages 35–39 and 40–44 remained relatively stable, indicating a trend toward later childbearing.

Several social and economic factors help to explain these shifts: more individuals are choosing to have fewer children—or none—driven by changing life priorities, financial pressures and balancing career and family. Many delays childbearing to pursue higher education, establish careers or achieve financial security. At the same time, advances in assisted reproductive technologies allow people who postpone childbearing to retain more options later in life.

According to the Human Fertilisation and Embryology Authority, in 2023 around 52,400 UK patients underwent over 77,500 IVF cycles and about 20,700 babies were born via IVF, roughly 1 in 32 UK births, which equals to approximately 1 in every classroom.

3. Changing social norms surrounding families are affecting people's life experiences

Family structures in Hounslow are changing, reshaping how and when people reach key life milestones. More adults are remaining in the parental home for longer, while single-parent and multi-generational households are becoming more common. These changes influence experiences across the life course from forming relationships and raising children to caring for older relatives and achieving financial independence.

In 2021, 13% of households in Hounslow were single-parent households, up from 12.5% in 2011[4]. This continues a national trend of rising lone-parent families, reflecting shifts in relationship stability, work patterns, and housing affordability.

At the same time, more adult children are remaining in the family home. Census data shows that Hounslow had around 30,400 non-dependent children living with parents in 2021, compared with 23,900 in 2011 which is a 27% increase over the decade[5]. The rise is consistent with national trends driven by high housing costs, longer education, and changes in cultural expectations around independence.

---

[4] How life has changed in Hounslow: Census 2021
[5] Significant rise in non-dependent children living at home in Hounslow

Households with multiple generations living together are becoming more common. In 2021, 2.1% of households in England included three or more generations[6]. This is particularly evident in diverse boroughs like Hounslow, where inter-generational living reflects both cultural norms and housing pressures. In 2020, OCSI produced the Hounslow Equality Impact report which found over 1,000 people living in multi-generational households in areas such as Hounslow Central and Hounslow West, the majority of whom are from Indian ethnic backgrounds[7] . Highlighting the borough's growing trend towards extended family living.

A growing share of multi-generational or single-parent homes has implications for housing need, service provision, and wellbeing. Multi-generational households may require larger, more flexible homes, while single parents may face greater financial pressures and need access to affordable childcare and support services.
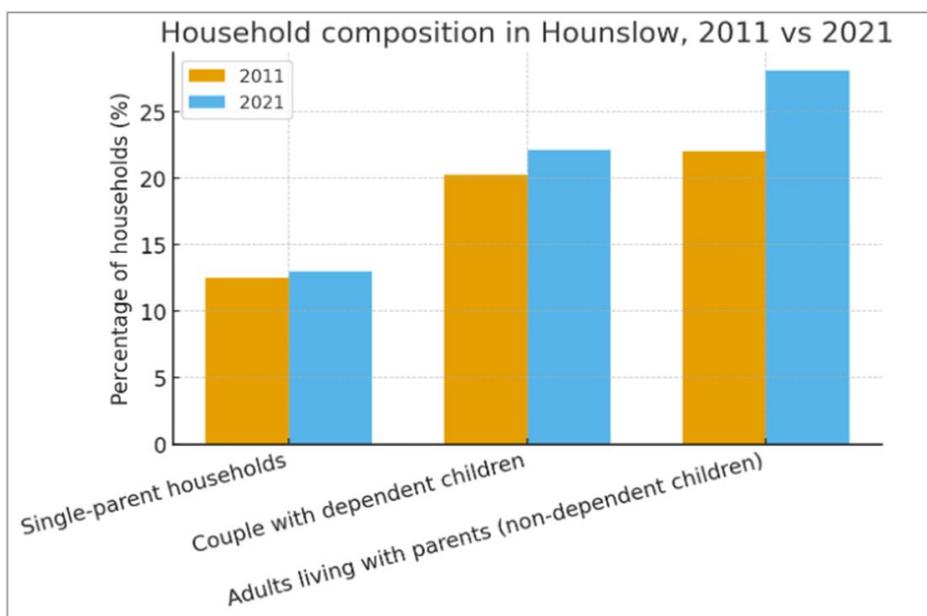
Source: Office for National Statistics (Census 2011 and 2021)

4. Data and AI-powered systems are increasingly used to make decisions about us, as well as influence the decisions we make ourselves

AI is transforming sectors from transport to healthcare and its uptake across the UK is accelerating. In 2024, the UK AI market was valued at over £72 billion[8], with London leading the way, home to 1,387 AI-focused companies as of mid-2023.[9]

Around one in six UK organisations, totalling 432,000, have embraced at least one AI technology, according to government research[10.] The IT and telecommunications sector has the highest AI adoption rate at 29.5%, closely followed by the legal sector at 29.2%. The hospitality, health, and retail sectors have the lowest adoption rates, at around 11.5%. ---

---

[6] Household characteristics by tenure, England and Wales - Office for National Statistics

[7] OCSI (2020)Hounslow Equality Impact: Study of Covid 19 and the Lockdown for BAME and other equality communities

[8] Bussiness.gov.uk Artificial Intelligence

[9] Andy Crowder (2023) The UK's Top Artificial Intelligence (AI) Hotspots

[10] ONS 2023 'Understanding AI uptake and sentiment among people and businesses in the UK: June 2023'

Share of businesses adopting by sector, 2020 (per cent)
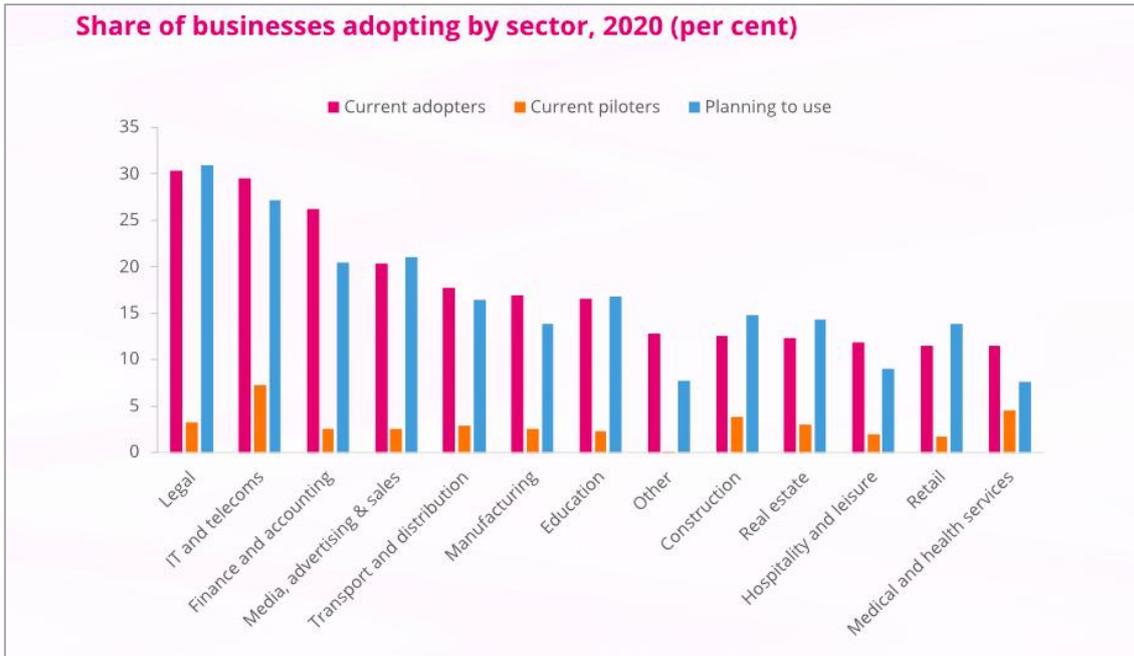
Source: Capital Economics and DCMS[11]

The largest estimated net job gains from AI over the next 20 years are predicted to be in the UK's health and social care sector.

Healthcare is one of the sectors expected to see the largest net job gains from AI over the next two decades. [12] AI is increasingly used to support both clinical and administrative decisions in NHS settings. A 2024 Health Foundation survey found that 76% of NHS staff and 54% of the public supported AI use in patient care, while 81% of NHS staff backed its use for administrative tasks. However, concerns remain: 53% of the public feared AI might reduce personal contact with healthcare professionals, and 30% worried that clinicians could over-rely on AI-generated outputs.[13]

Public awareness of AI is high. A Forbes Advisor poll found that 85% of UK adults were familiar with AI language models such as ChatGPT, Google Gemini, and Microsoft Copilot. [14] Despite this, 59% expressed concerns about AI's growing role in society. Key worries included loss of human skills, autonomous decision-making, job displacement, and privacy risks.

5. Rising anxiety about existential threats like climate change is challenging people's beliefs about the future

While public concern about climate change remains consistently high, with most people recognising both its human causes and the need for action, views on climate change, and the extent to which the impacts of it will be felt, can vary.

Nationally, 80% of adults report they are "very or fairly concerned", while the proportion of people reporting they were "very concerned" has stagnated at only 37% over the last several years. [15]

Public belief in the *reality of climate change* remains near universal at 84%, however around 17% of those report that they don't believe such changes are a result of human activity, and almost a quarter of

---

[11] Drawn from Forbes Advisor UK (2025) UK Artificial Intelligence (AI) Statistics And Trends In 2025 – Forbes Advisor UK

[12] A report by PwC for the Department for Business, Energy and Industrial Strategy(2021) The Potential Impact of Artificial Intelligence on UK Employment and the Demand for Skills

[13] The Health Foundation (2024) AI in health care: what do the public and NHS staff think?

[14] Kevin Pratt (2025) UK Artificial Intelligence (AI) Statistics and Trends in 2025

[15] DESNZ, 2025

Britons feel that *concerns around climate change* have been exaggerated – these figures vary depending on factors such as age and political party affiliation. [16]

Concern about climate change (% based on all people), Autumn 2021 to Winter 2024
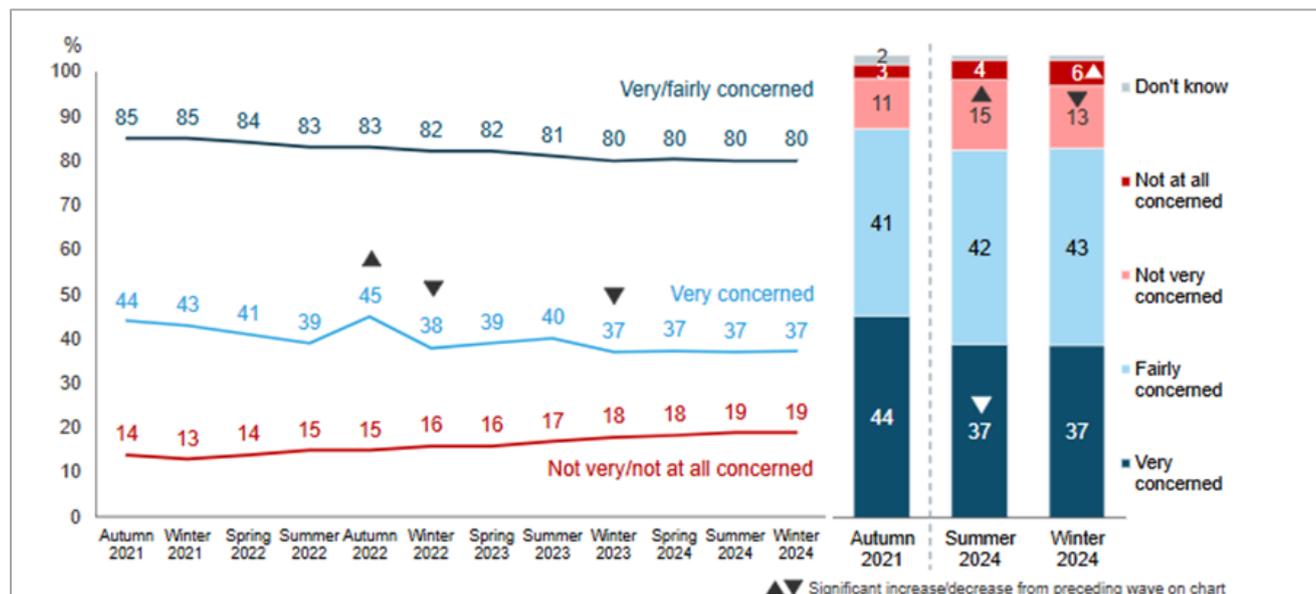
Source: DESNZ, 2025

The proportion of people who view climate change as an important issue fell by nearly 10% between 2023 and 2024, illustrating that concerns such as the cost of living may be overshadowing the salience of the climate issue for some.[17]

The above notwithstanding, 85% of Britons do agree that "collective action can help reduce climate change", which creates an opportunity for local projects that support initiatives such as green spaces, tree planting, retrofitting and sustainable transport initiatives.[18]

The ONS reported in 2024 that many adults have recently experienced climate impacts first hand: 40% strong winds, 35% flooding, and 30% heatwaves.[19] The impact of extreme weather events will be felt unevenly across the borough. The following identifies areas of the borough that are most at risk.

The Hounslow Climate Risk Index (HCRI)[20] shows that climate vulnerability across the borough varies significantly, reflecting an interaction between social factors (such as age, health, income, and housing conditions) and environmental exposure (including heat, flood risk, air quality, and access to green space).

---

[16] YouGov, 2025

[17] ONS, 2024

[18] DESNZ, 2024

[19] ONS, 2024

[20] To create the HCRI, each LSOA was ranked for all the individual variables included using a method similar to quintile scoring (KMeans Scoring). The scores for all variables were then summed across each LSOA and normalised on a scale of 1 to 10, where higher scores represent greater overall climate risk. This approach aligns with the City of Westminster's Climate Just Measure, which recognises that climate risk results from the interaction between social vulnerability and environmental exposure.

Hounslow Climate Risk Index
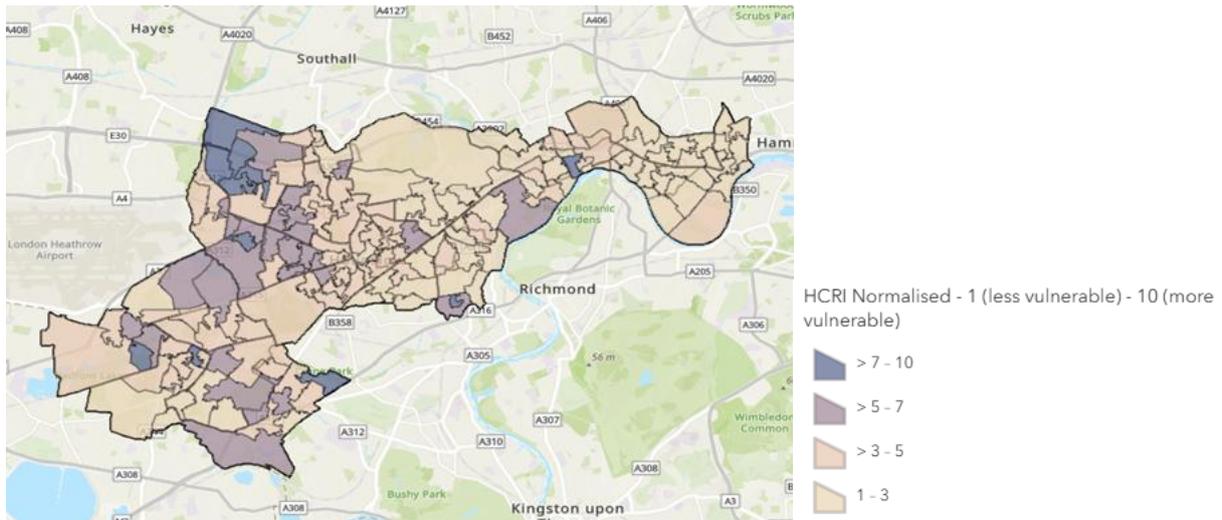
Sources: Census, 2021; CACI, 2025; LBH, 2025; GLA, 2020; Defra, 2024.

Older adults, very young children, and people with pre-existing health conditions are among those most sensitive to climate-related impacts, including heat stress, poor air quality, and flooding. These groups are less able to take adaptive measures or recover quickly after extreme events.

The areas of Hounslow most exposed and vulnerable according to the HCRI Index are concentrated in the western and northern parts of the borough. Neighbourhoods such as Feltham, Bedfont, and Hanworth show the highest levels of vulnerability, reflecting a combination of factors including greater environmental and socio-economic sensitivity. Cranford and parts of Heston also display elevated vulnerability.

The map below builds on the HCRI by integrating flood exposure data - it includes areas with a 3.3% annual probability of flooding (equivalent to Flood Incidents with a 1-in-30-year return period) and overlays both fluvial and tidal flood risk from rivers and the sea.

Hounslow Climate Risk Index
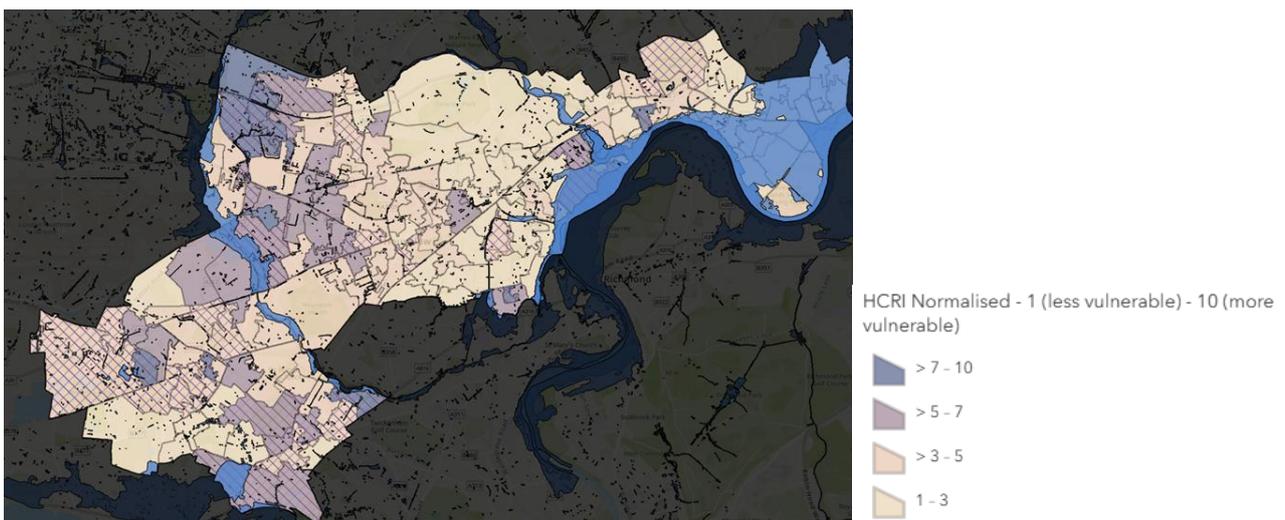
Sources: Census, 2021; CACI, 2025; LBH, 2025; GLA, 2020; Defra, 2024.

By combining these flood layers with the HCRI, the map highlights neighbourhoods where social vulnerability and physical exposure overlap, identifying communities that face both high flood risk and limited adaptive capacity. These areas (particularly along the River Crane, as well as parts of Bedfont,

Hounslow Heath, and Isleworth, Brentford and Chiswick riverside) represent a high priority for adaptation planning and flood resilience investment.

Neighbourhoods in central and eastern Hounslow, including parts of Heston, Cranford, and Hounslow Central, display higher risk scores. These areas have relatively less green infrastructure and greater social and economic vulnerability. Fewer green space may also contribute to higher surface temperatures and greater surface water flood risk, particularly during heatwaves or heavy rainfall events. Reducing risk in Hounslow therefore requires a dual focus on environmental improvement and social equity.

6. Migration to and from Hounslow is increasing, but future patterns are uncertain

Migration continues to reshape Hounslow's population, with high levels of international diversity and significant movement both into and out of the borough each year.

In 2021, 49.5% of Hounslow residents were born outside the UK, up from 43.3% in 2011[21]. Some wards, such as Hounslow Central, have much higher shares – with over 70% of residents born abroad[22]. This reflects the borough's strong international links and long history of migration.

The population of people moving in and out of the borough also remains high. In 2023, an estimated 19,000 people moved into Hounslow while 25,000 left for elsewhere in the UK.[23] This mobility affects community stability, housing demand, and the continuity of services.

The number of asylum seekers living in Hounslow has increased sharply in recent years. Between March 2020 and March 2023, numbers rose from 454 to 2,302 – a fivefold increase. The graph below demonstrates this. Around 70% were housed in local hotels.[24]
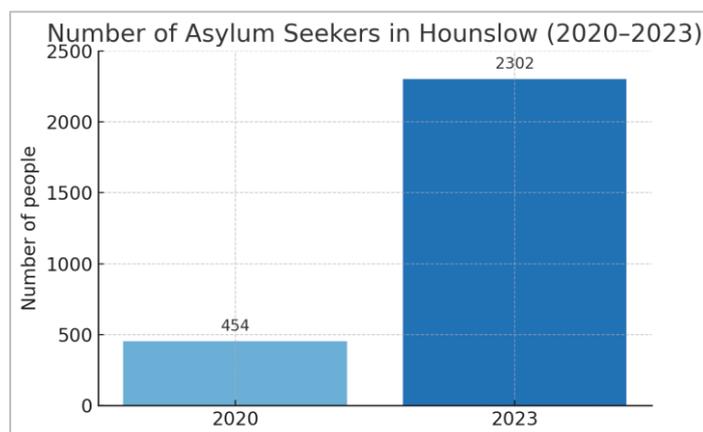
Source: Office of National Statistics (2023)

The future of migration in Hounslow is unclear. National policies curbing immigration, the need for skilled labour in a country with an ageing population, housing costs, and the impact of remote working amongst others means it's difficult to predict future migration patterns. For instance, about a third of young people surveyed in 2024 in Hounslow suggested that they planned to move out of Hounslow, and a third were keen to stay. [25]

---

[21] Hounslow Data Hub – Census 2021 – ONS Overview for Hounslow
[22] Hounslow Central (Ward, United Kingdom) - Population Statistics, Charts, Map and Location
[23] State of the Borough 2024 pg 1-19.pdf
[24] Number of migrants, asylum seekers, refugees that moved to the UK from 2012 to 2022 - Office for National Statistics
[25] The Future Livelihoods of Children and Young People Survey Conducted by LBH 27 July 2024 - 29 November 2024

Q:Looking ahead 20 years into the future, do you envision yourself living in or becoming a long-term resident of the Borough of Hounslow?
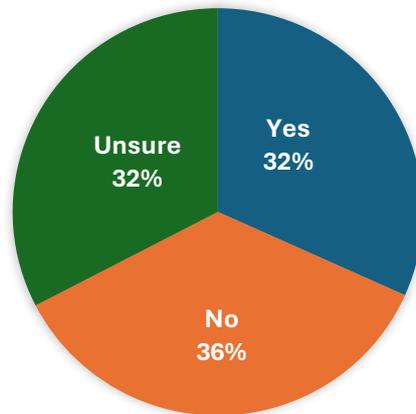
Source: The Future Livelihoods of Children and Young People Survey Conducted by LBH 2024

7. The structural forces that define how, where, and why we work over the life course are changing

The structural forces that define how, where, and why people work over their life course are evolving rapidly. Hounslow's labour market reflects broader national and global shifts driven by technological change, demographic ageing, a changing climate, and the rise of new work models such as hybrid, remote, and platform-based employment. These transformations affect not only the number of jobs available but also their quality, security, and accessibility across generations.

Table 1. Summary of Structural Drivers

Structural Force	Local Impact
Technological change & automation	Displacement risk in transport, logistics, and admin sectors.
Digitalisation & remote work	Expansion of hybrid work in ICT and professional services.
Gig and platform work models	Rising insecurity in transport, retail, and hospitality.
Public funding cycles	Volatility in education and health employment.
Demographic ageing	Growth in self-employment; need for flexible, later-life work.
Life-course accumulation of advantage/disadvantage	Early low wage work limits mobility: midlife displacement impacts re-entry.

Source: ONS/NOMIS, 2025; Amnesty International (2024) The King's Fund (2025) McDaniel & Bernard (2011) GLA, London Long Term Labour Market Projections, 2025[26]

These structural forces will reshape Hounslow's economy. By 2050, employment growth is expected to be concentrated in service and knowledge-based sectors. While at the same time, traditional industries such as manufacturing, transport and storage, as well as retail are projected to decline - see table 2 for a full breakdown.

This represents a major transition from mid-skilled and operational employment in the borough toward higher-skilled, knowledge-intensive, and service-oriented roles. While this transition has the potential

---

[26] ONS (2019) Which occupations are at highest risk of being automated? - Office for National Statistics

to support productivity and wage growth, it also risks deepening inequalities unless upskilling and access pathways are expanded.

Contributing to this inequality is a labour market that is increasingly shaped by flexible and technology enabled forms of employment. Although detailed local data on gig and freelance work is not yet available, the sectoral risk profile (see chart) shows that arts, entertainment and recreation, transport and storage, and administrative and support services carry the highest combined risk, driven largely by automation potential and gig work vulnerability[27]. Similarly, accommodation, food services, and retail face notable exposure to automation and insecure forms of employment, meaning that while overall job numbers may increase, many roles may be low-paid or unstable.

In contrast, information and communication and professional services (both projected to expand strongly) exhibit lower exposure to gig and automation risk.[28] These sectors provide higher quality, more secure jobs and are also host to a greater number of employees working remotely. This flexibility offers new opportunities for older residents, carers, and those managing health conditions to remain economically active; however, it also highlights the need to address digital access and skills inequalities to ensure that all residents can participate fully in emerging work models.

This is particularly important for those who leave the labour market to provide care, and who often face major challenges returning - including loss of recent experience, reduced confidence, employer preference for continuous employment, and structural barriers such as high supplementary care costs.

The chart below shows that a higher proportions of 50–64-year-olds are increasingly in self-employment (note: self-employment data for Hounslow is unavailable or not reliable). Ensuring they have the digital tools and skills to thrive in flexible work is crucial

Source: ONS, 2025

Hounslow's working-age population is relatively well-qualified, with more than half educated to degree level or above. Yet persistent skills mismatches remain, particularly in relation to digital, technical, and green skills, limiting residents' ability to access higher-value employment.[29] For residents to secure the

---

[27] Riz Hussain (2024) The Insecure World of the Gig Economy and Improving Workers' Rights ,
Amnesty International, 2024
[28] Sarah Arnold and Danielle Jefferies (2025) The NHS budget and how it has changed
[29] Census 2021

highly skilled roles which will dominate the borough's employment landscape in the future, there must be educational and employment pathways which position residents to access these higher paying roles.

Table 2: Hounslow Employment: Current and 2050 Outlook [30]

| Sector	Current Role in Hounslow	2050 Outlook (Projections)	Implications
Transport & Storage	Largest employer, tied to Heathrow and logistics	Projected decline (–4,600 jobs) but remains a core sector	Need diversification; support displaced mid-skilled workers
Manufacturing	Smaller but specialised workforce	Projected sharp contraction (–1,700 jobs)	Risk of displacement; reskilling pathways essential
Wholesale & Retail	Major employer of service workers	Projected decline (–1,600 jobs)	E-commerce pressures; risk to entry-level jobs
Accommodation & Food	Service-sector anchor	Projected growth (+2,800 jobs)	Risk of low-wage concentration without career progression
Information & Communication	Strong and expanding	Projected strong growth (+9,600 jobs)	Digital skills and lifelong learning needed
Professional, Scientific & Technical	Resilient high-skill base	Projected strong growth (+2,700 jobs)	Key to future resilience; pathways into higher-value roles needed
Administrative & Support	Important services employer	Projected growth (+3,000 jobs)	Risk of low pay and precarity unless job quality improves
Education	Population-driven	Projected growth (+1,200 jobs)	Demand rises with demographics; need teacher supply
Health & Social Care	Stable and essential	Projected growth (+1,000 jobs)	Ageing population drives demand; recruitment challenges
Construction	Vital for regeneration	Projected modest growth (+400 jobs)	Apprenticeships and technical training important
Arts & Entertainment	Smaller but present	Projected modest growth (+400 jobs)	Cultural value; adds diversity to economy
Public Admin & Defence	Smaller local employer	Projected decline (–750 jobs)	Fiscal pressures constrain growth
Financial & Insurance	Small role locally	Projected stable (+30 jobs)	Not expected to drive future growth

8. The relationship between work and wealth is changing

The cost-of-living crisis is threatening to worsen living standards and further entrench economic inequalities, as the poorest of our society are hit the hardest. People who struggle to afford food, heating, or housing face an increased likelihood to suffer from additional issues such as poorer health, worsened academic outcomes, and rising household debt which can lead to a recursive effect leading to further worse outcomes.

---

[30] Drawn from - ONS/NOMIS (2025): Labour Market Profile: Hounslow; GLA (2025): London Long Term Labour Market Projections; Amnesty International (2024): Precarious Work and Gig Economy Report; The King's Fund (2025): Public Sector Resilience and Workforce Funding Analysis; McDaniel, S. & Bernard, P. (2011): Life Course as a Policy Lens

People in poverty also pay a premium in many ways, examples would be for energy payments, those who do not pay by direct debit face a higher charge or people on low income are more likely to have lower credit scores and so face higher interest rates.

With increased difficulty in entering the housing market, many more people have been turning to rented accommodation. This trend inevitably leads increases of wealth inequality as renters will be more likely to have less accumulated wealth in the long term as their housing costs do not contribute to their own assets.
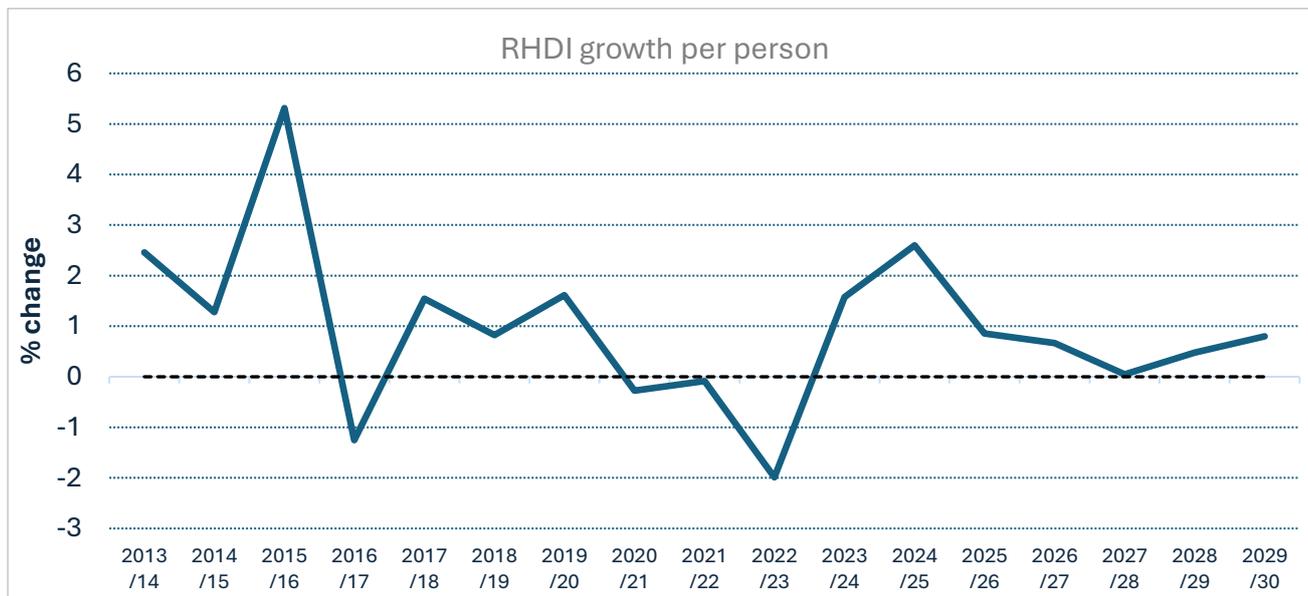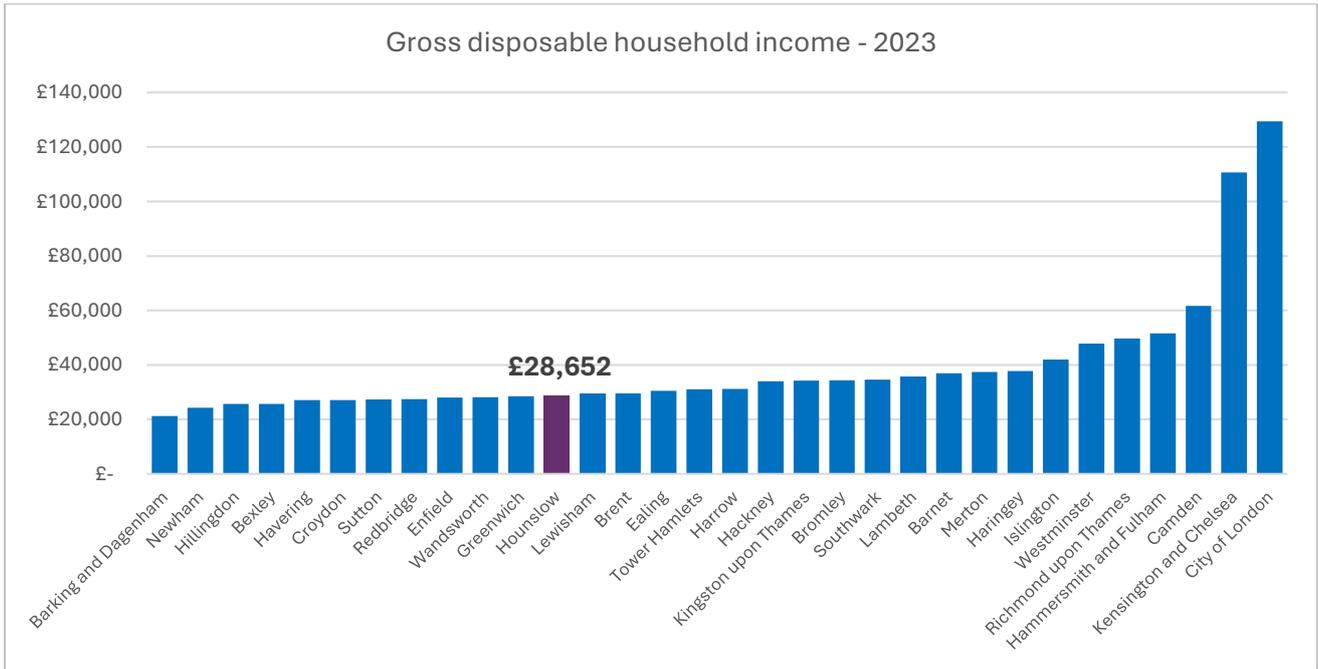

Source: OBR UK, 2025

Real household disposable income (RDHI)[31], a measure that calculates the average disposable income of a household while taking inflation into consideration, has shown RHDI growth averaged less than half a percent a year overall between 2020 and 2023 compared with an average of over 3 percent a year between 2000 and 2007. In the March 2025 forecast, RHDI is estimated to grow at an average of just under 1 per cent a year between 2025 and 2029 indicating a longer period of stagnation.
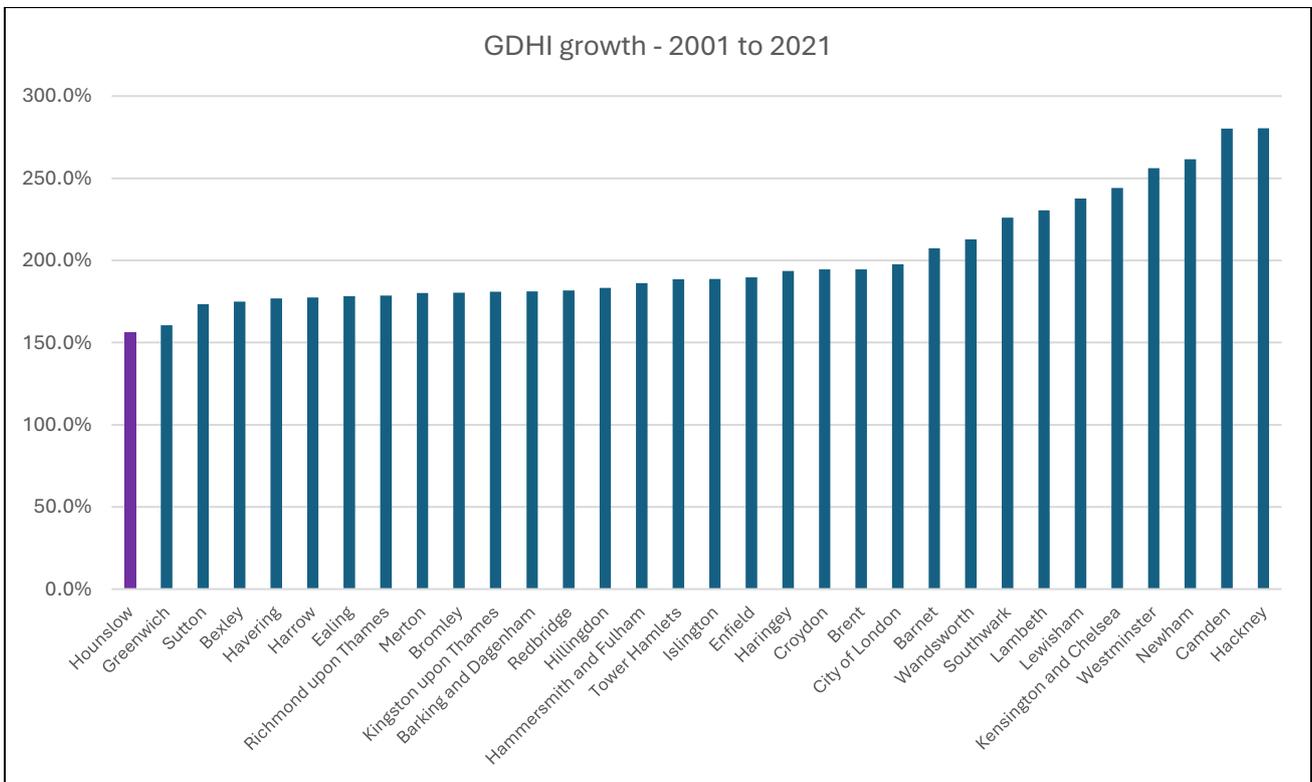
These issues if not treated will have long term implications on Hounslow's population in 2050 especially as Hounslow is already at the lower end of disposable income as seen below.

---

[31]Office for Budget Responsibility (2025) Income - Office for Budget Responsibility

Gross disposable household income - 2023

£28,652 (Hounslow)

Boroughs (left to right): Barking and Dagenham, Newham, Hillingdon, Bexley, Havering, Croydon, Sutton, Redbridge, Enfield, Wandsworth, Greenwich, Hounslow, Lewisham, Brent, Ealing, Tower Hamlets, Harrow, Hackney, Kingston upon Thames, Bromley, Southwark, Lambeth, Barnet, Merton, Haringey, Islington, Westminster, Richmond upon Thames, Hammersmith and Fulham, Camden, Kensington and Chelsea, City of London

Source: ONS - GDHI: local authorities 2023

Hounslow has also seen the lowest growth out of all the London boroughs which if this continues by 2050 would lead to greater inequality and worse financial outcomes for Hounslow's residents. Lower financial certainty with rising household debt makes long-term financial planning harder.

GDHI growth - 2001 to 2021

Boroughs (left to right): Hounslow, Greenwich, Sutton, Bexley, Havering, Harrow, Ealing, Richmond upon Thames, Merton, Bromley, Kingston upon Thames, Barking and Dagenham, Redbridge, Hillingdon, Hammersmith and Fulham, Tower Hamlets, Islington, Enfield, Haringey, Croydon, Brent, City of London, Barnet, Wandsworth, Southwark, Lambeth, Lewisham, Kensington and Chelsea, Westminster, Newham, Camden, Hackney

Source: ONS - GDHI: local authorities 2023

Household debt service ratio (HDSR) shows how much a household needs to pay to service its debt compared with its income. This is a good indicator on the general vulnerability of the population to financial difficulty. HDSR has trended downwards since 2009 back to levels seen in the late 90's.

UK household debt service ratio (%)
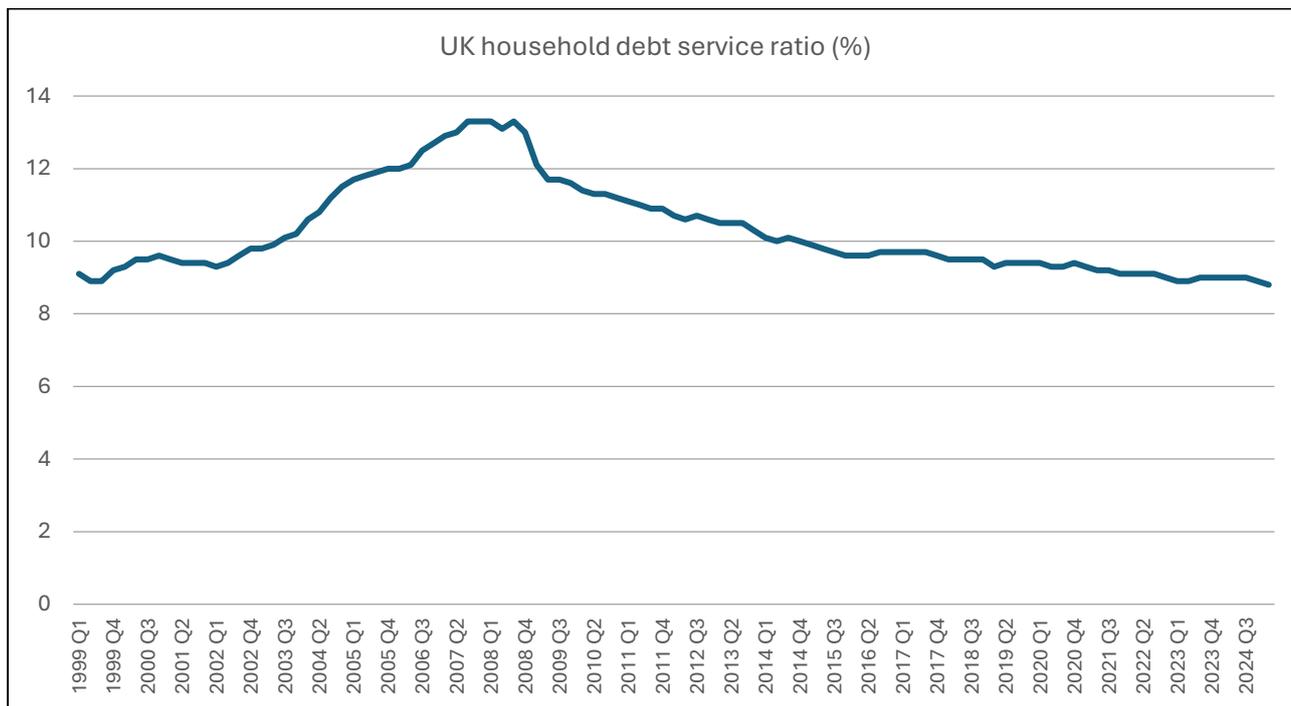
9. People's expectations about available life course options are increasingly challenging social contracts that rely on social cohesion

It is well-documented that technology and human psychology interact in a way that produces altered social norms. Norms that are generated online tend to be more extreme than those that exist in the physical day-to-day world. This presents two key risks – firstly around pluralistic ignorance (the false belief that most others hold a different opinion to oneself), and secondly around false polarisation.

Research around social media usage has found that while only 3% of active accounts are deemed to be "toxic", they produce around one third of all content consumed on social media[32]. This gives us an idea of how a seemingly small group of accounts can influence the norms that we see online – this is a core contributor to how a minority can cause divisions, spread 'fake news', and encourage online rage.

On different social media platforms, norms tend to be represented in different ways. This results in users of these platforms being exposed to skewed information about norms and average behaviour. For instance, on platforms such as Instagram, users tend to portray attractiveness, positivity and success to seek approval from peers – which can paint a disproportionate picture of how an average life should look or feel. Similarly, on platforms like LinkedIn, people tend to primarily report successes and accomplishments, leading to possible misperceptions that high levels of success without failure are the norm. As a result, this can create unintended pressure to fit a norm.

On the other hand, social media has made unconventional life courses more acceptable and open for debate and discussion. Currently, accepted norms around responsibilities and values determine much of the path that people take – otherwise known as their life course. However, exposure to alternative ways of living (which is maximised through social media usage) can help to shift norms away from social contracts that encourage social cohesion. For instance, life stages such as marriage, having

---

[32] Inside the funhouse mirror factory: How social media distorts perceptions of norms - ScienceDirect

children, starting and ending one's career, and buying a home are aspects of life that have shifted in recent years, and are likely to continue to do so.

In line with the points outlined above, around 7 in 10 internet users nationally agree that the benefits of being online (including use of social media) outweighed the risks[33]. Additionally, 37% of adult users of social media platforms stated that these make them feel better about themselves (an increase from 32% in 2022). This trend suggests that the popularity of social media platforms is likely to increase over time, which will mean that negative impacts around norm setting will be important to mitigate by regulatory bodies such as Ofcom. Careful monitoring of social media usage will be even more important considering that one third of users link unkind or cruel behaviour to online communications platforms – which is most reported among male users, and those aged 16-34. Interestingly, these groups are also those who are most likely to agree with the fact that internet users should be able to express their thoughts regardless of whether it is hurtful or controversial.

Currently 81% of Britons use social media at least monthly and correlating this data with the share of people who agree or strongly agree that elections in the UK are fair and democratic is telling[34]- those who use social media more frequently (daily, weekly, or monthly) are less likely to be in agreement that UK elections are fair, which indicates a sense of caution and distrust that may be associated with social media usage.
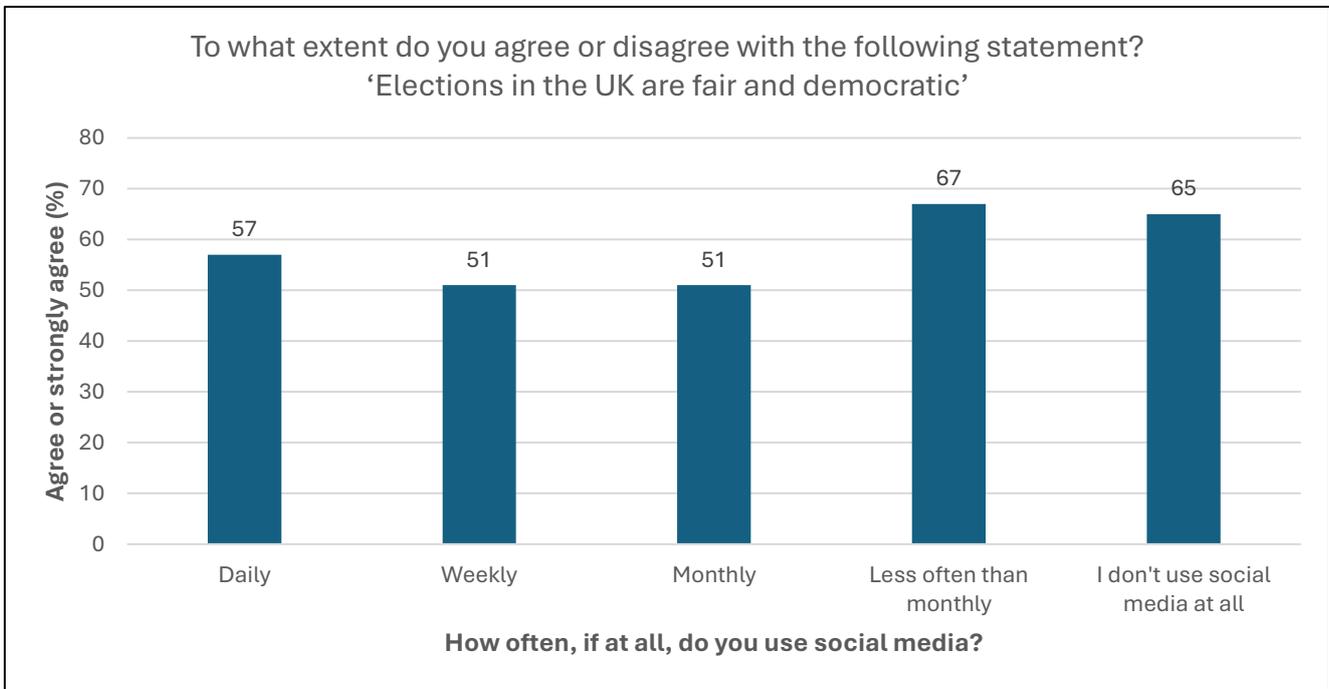
Source: ONS

In addition, when asking the public what issues concern them most about future elections, online-related factors featured as high concerns. The spread of misinformation and 'fake news' was a concern to 78% of the British public surveyed, while media bias was a concern to 61%. This makes it clear that online behaviour and perceptions of democracy are closely tied for many in the UK.

Finally, the erosion of trust in traditional forms of authority is an important shift the bears noting. While ONS data suggests that the majority (70%) of people in the UK report generally trusting most people[35],

---

[33] Adults' Media use and attitudes report 2024

[34] Public opinions and social trends, Great Britain: social media and trust in elections, 5 to 30 March 2025 - Office for National Statistics

[35] Trust in government, UK - Office for National Statistics

only one third (34%) report trusting local government (as shown below[36]), and just over a quarter (27%) report trusting the wider UK government. This is a significant barrier for governance institutions to overcome and highlights the fact that perceptions of who should and shouldn't be listened to is changing. Government (both local and central) will have to work hard to rebuild trust, if they are to positively influence the world around them. This is especially true given that over half of those surveyed said that policies balancing the interests of current and future generations influence their trust in the government.
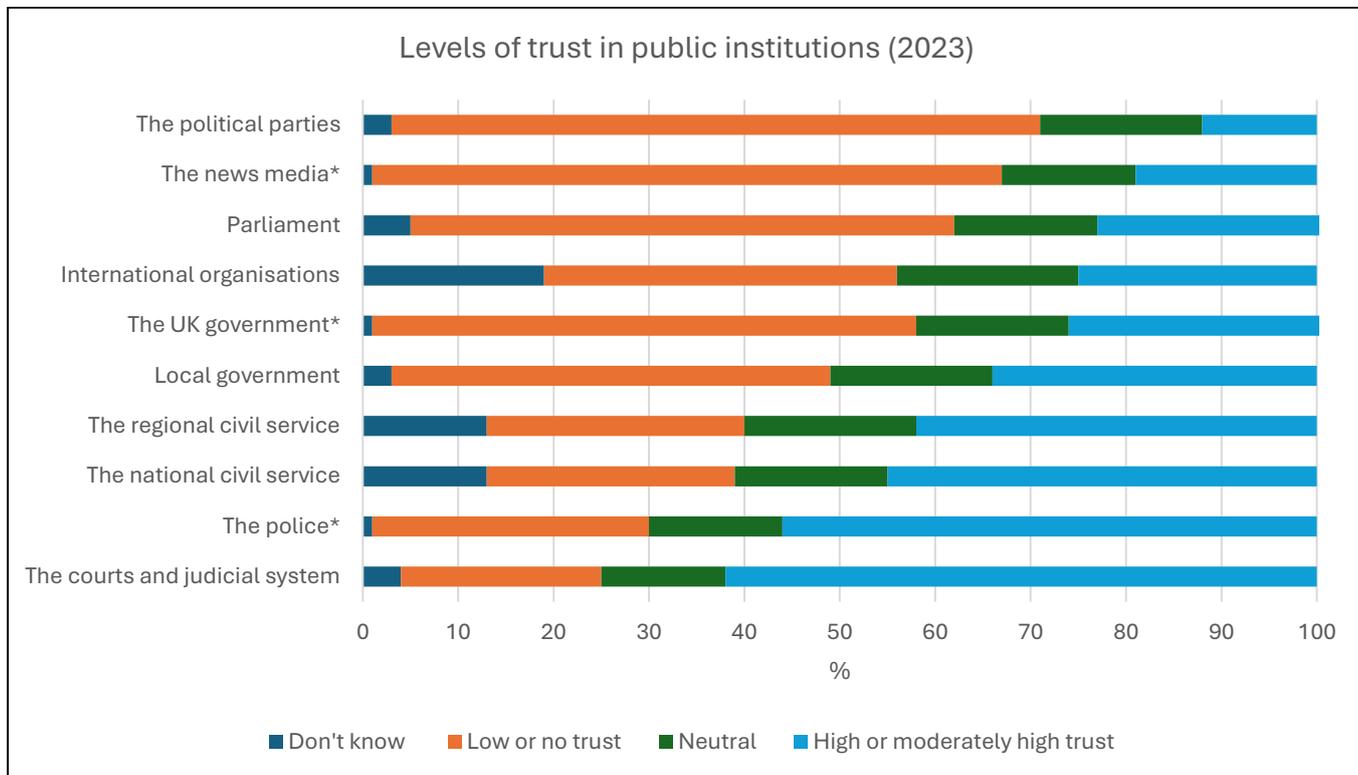

Levels of trust in public institutions (2023)

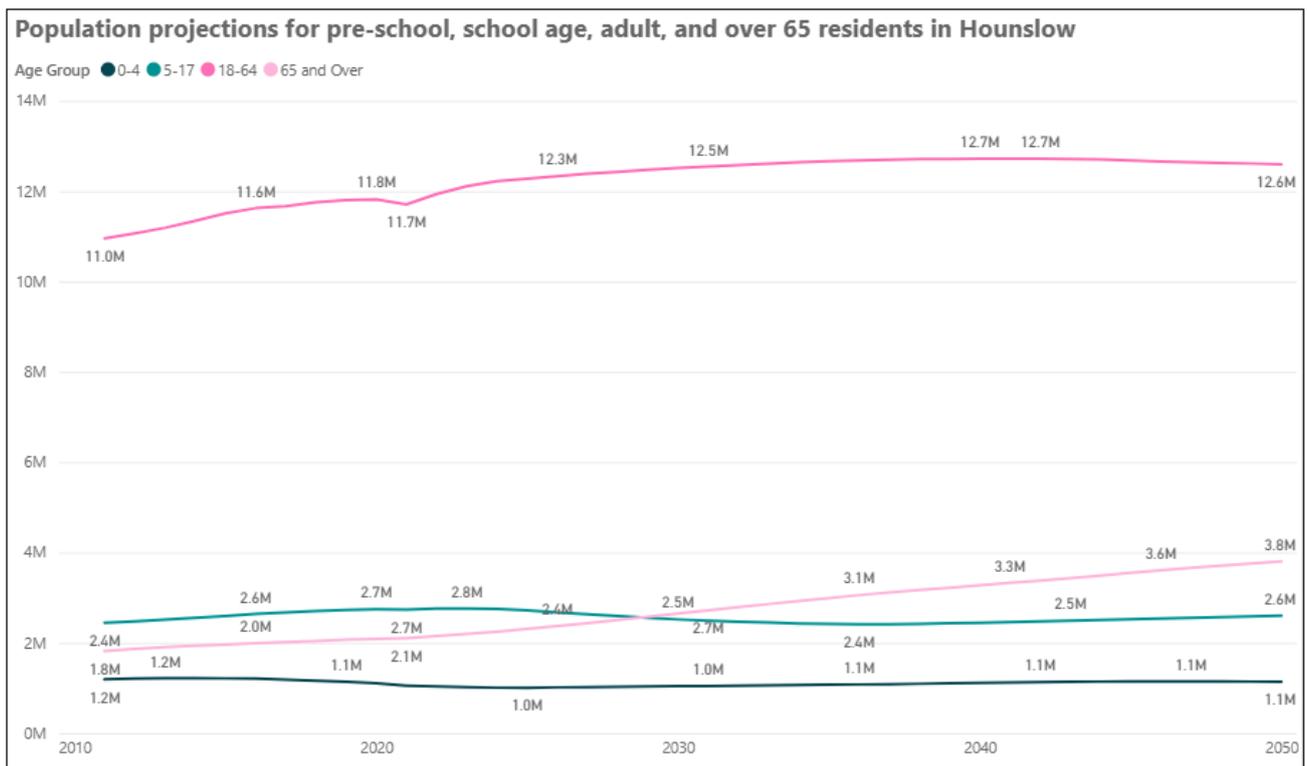*Source: ONS*

Care in Hounslow in 2050

Early childhood is a critical period within the entire life course, in terms of physical, social, cognitive, language and communication, and emotional development. Early childhood challenges can lead to long-lasting impacts on mental health, educational and employment outcomes, physical health, and criminality.[37]
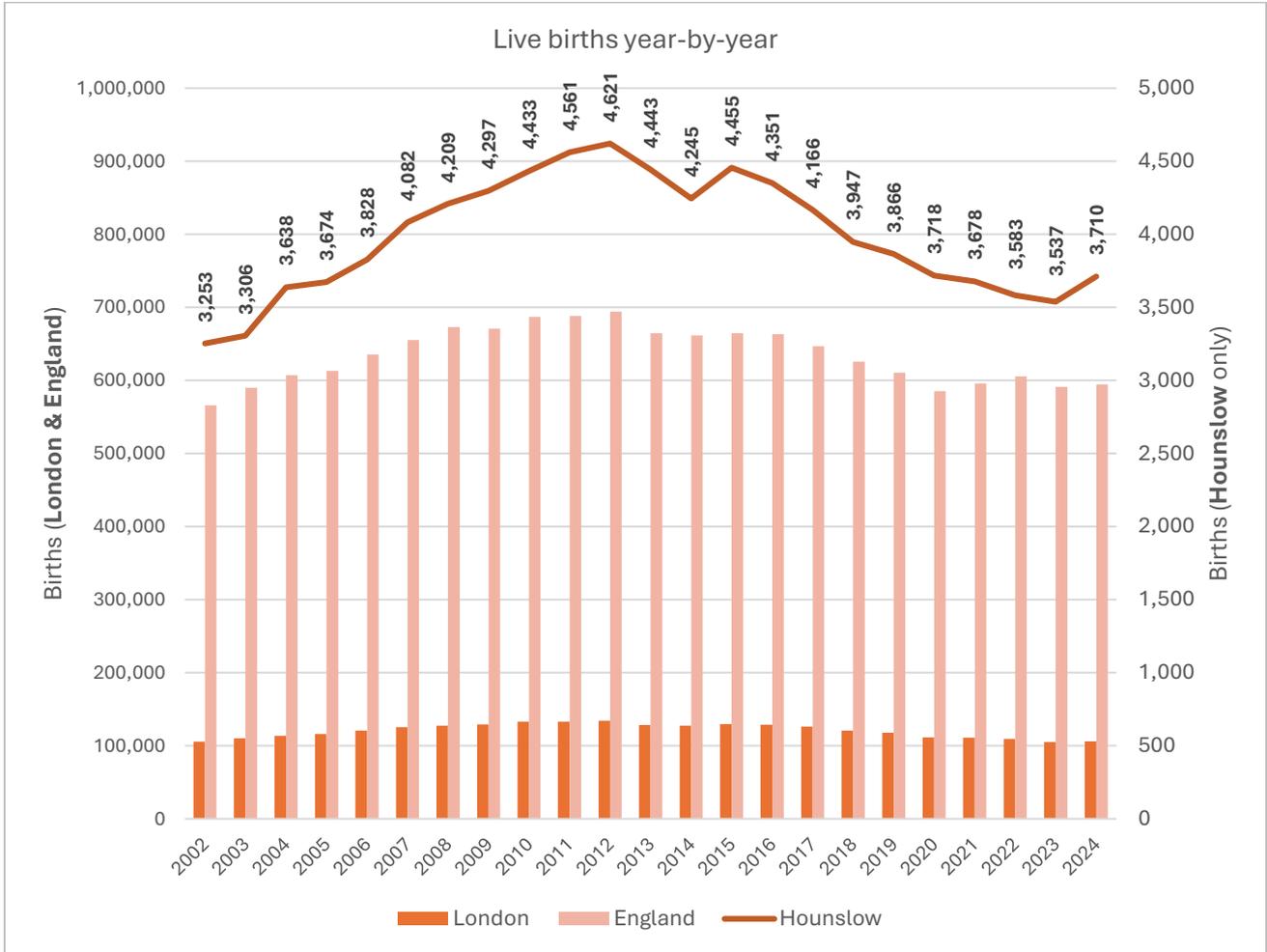
Source: Office for National Statistics

In 2024, 3,710 births took place in Hounslow, representing 3.5% of all births in London. Interestingly, this represents a slightly raised percentage when comparing with the recent past. In 2003, for instance, Hounslow represented less than 3% of London's births. By 2050, it is expected that there will be 3,930 births in the Borough, representing a steady increase from the current number. Early childhood outcomes will remain just as important in 2050 as they are now.

---

[37] What is early intervention? | Early Intervention Foundation

Population projections for pre-school, school age, adult, and over 65 residents in Hounslow

Age Group ● 0-4 ● 5-17 ● 18-64 ● 65 and Over

Source: GLA Population projections

As shown above, the number of infants and young children aged 0-4 in 2050 is expected to be higher in 2050 than it is now. This indicates that nursery and pre-school facilities, as well as early childhood care services are likely to be in higher demand. High quality nurseries and pre-school programmes, along with support for parents and carers, will be vital to ensure children's wellbeing and readiness for school. This is significant not only in and of itself, but also to ensure that inequities between infants and children are actively reduced before they enter the formal education system.

Early years support, including early years education, has been a central topic of discussion in the political realm recently. The Best Start programme, which was launched in Summer 2025, champions a community-led co-productive approach to supporting children on a local level. Between 2010 and 2022, approximately one third of children's centres in the UK were permanently closed or had their services reduced – which provides important context around current provision, as well as political appetite to reverse this trend and better prepare children for early education.

While fertility is set to decline over the next 25 years, the proportion of the older population is also set to rise in this time, which will mean that 'sandwich carers' are expected to become more prevalent in society. Sandwich carers are those in their middle age who are responsible for the care of both dependent children/young people, and elderly parents. This expected shift is driven by several factors, including decisions to have children later in life, and life expectancy increasing.

At present, 1.4million across the UK are sandwich carers (3% of the population). The greatest share of sandwich carers is found in London and the South East, which collectively make up for 25% of sandwich carers nationally. This information is especially poignant because 57% of sandwich carers report 'below average' mental health[38], and that only 24% of sandwich carers report 'living comfortably' when asked about their finances. This trend indicates that as well as a high probability that sandwich carers will be on the rise between now and 2050, there may be associated risks to consider in terms of wider welfare.

---

[38] Sandwich carers, UK - Office for National Statistics

How children and young people are looked after is also changing, and this is predicted to continue over the course of the next quarter-century[39]. Non-nuclear families are becoming increasingly common – with 1.1 million dependent children in England and Wales living in blended stepfamilies as of the 2021 Census. In addition, multi-generational households with dependent children have seen a small increase over the last decade. Additionally, while London has a significantly higher proportion of multigenerational households than the UK (3.0% compared with 2.1% across the UK), Hounslow further exceeds both averages – at 4.2%.[40] This indicates that biological parents are not as likely as they have been historically to be the primary caregivers for a child or young person. Currently, 5-8% of Hounslow's population per ward are registered carers, with 58% of these being female[41] (Census 2021). This is broadly in line with national figures – there are currently 5.8 million unpaid carers in the UK, representing 8.4% of the population[42]. London sits slightly below the national average, with 7.8% of the population self-reporting as unpaid carers. In Hounslow, 7.4% of households are lone-parent families with dependent children (Census 2021).

There is expected to be growth in one-person households and older households without dependent children, as well as a modest increase in households with dependent children going forward. We can expect that single-parent households will remain a significant part of the UK's family landscape, though there is not an expectation that this will rise sharply. Rather, it seems more likely that future generations of children and young people will be cared for by a wider range of adult guardians (both formal and informal) – creating a more complex system of care.
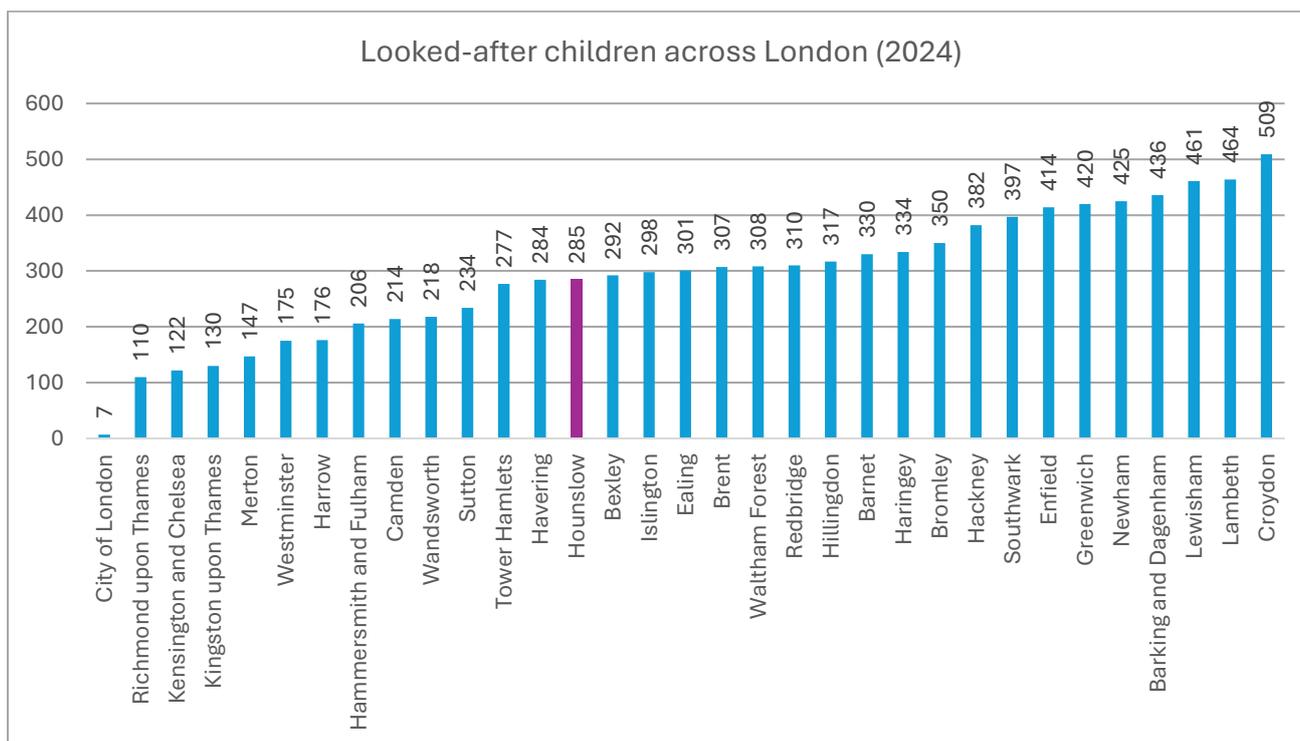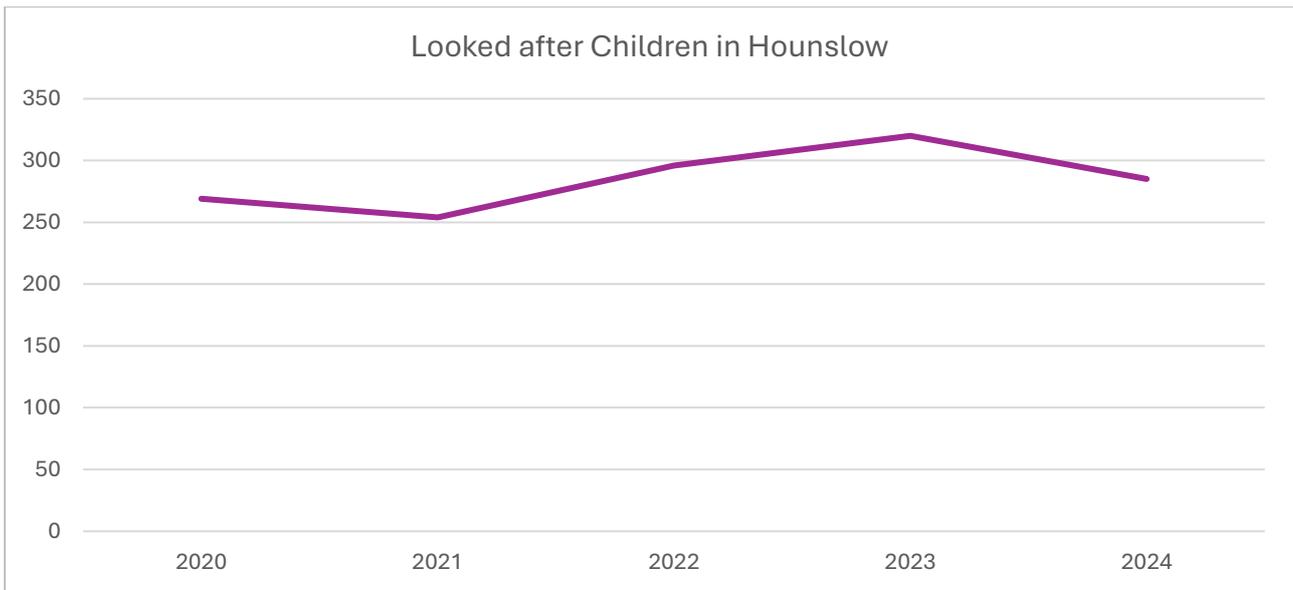

Source: Looked After Children, ONS

---

[39] Families are changing and need support - Understanding Society
[40] Multi-generational households (Census 2021) - Office for National Statistics
[41] Hounslow Data Hub – Carers in Hounslow
[42] Key facts and figures | Carers UK

Looked after Children in Hounslow

Source: ONS 2024

Currently, 42 in every 10,000 children in Hounslow aged under 18 are looked after (2024).[43] In the years leading up to 2022/23, the number of children in care in Hounslow grew by 8%[44], before falling slightly in 2024. On the one hand, organisations such as the NSPCC expect figures to rise over coming years – in part, as the number of unaccompanied asylum-seeking children rise due to political and civil unrest overseas. However, on the other hand, government policies could significantly shift this; funding into early safeguarding intervention, for instance, could mean that there are fewer looked-after children overall in future. As can be seen above, Hounslow sits in the bottom 40% of London boroughs in terms of its looked after children figures, despite having the 16th highest population.

Moreover, the rise in popularity of hybrid working, and the ramifications that this has for care is expected to become more significant over the next 25 years, as digitalisation of work rises. This creates risks of the divergence between cost considerations made by parents or carers with jobs that require physical presence, and those with hybrid or remote arrangements. Therefore, it will be vital that support is visible and accessible for parents and carers who are at greatest risk of financial pressure due to care requirements.

---

[43] ONS (2024) Children looked after in England including adoptions 2024
[44] Children in care (looked after children): statistics briefing | NSPCC Learning

Education in Hounslow in 2050

By 2050, the UK education system will have been reshaped by technological evolution, population changes and labour market shifts. It is estimated that the number of school-aged children (5-19 years old), will be slightly lower, despite a general increase in Hounslow's population.

As shown in the figure below, a decrease in the population of 10-14-year-olds is expected over the next 10 years but estimated to increase (albeit slowly) after this. There is a decline in numbers for 5–9-year-olds in the next 5 years to 2030, followed by a steady rise. The 15 -19-year-old category stands out as having the most distinct trend, with a rise until 2027, followed by a decline over a longer period. These findings suggest a temporary lull in education demand, particularly in secondary school places, as well as post-16 services.
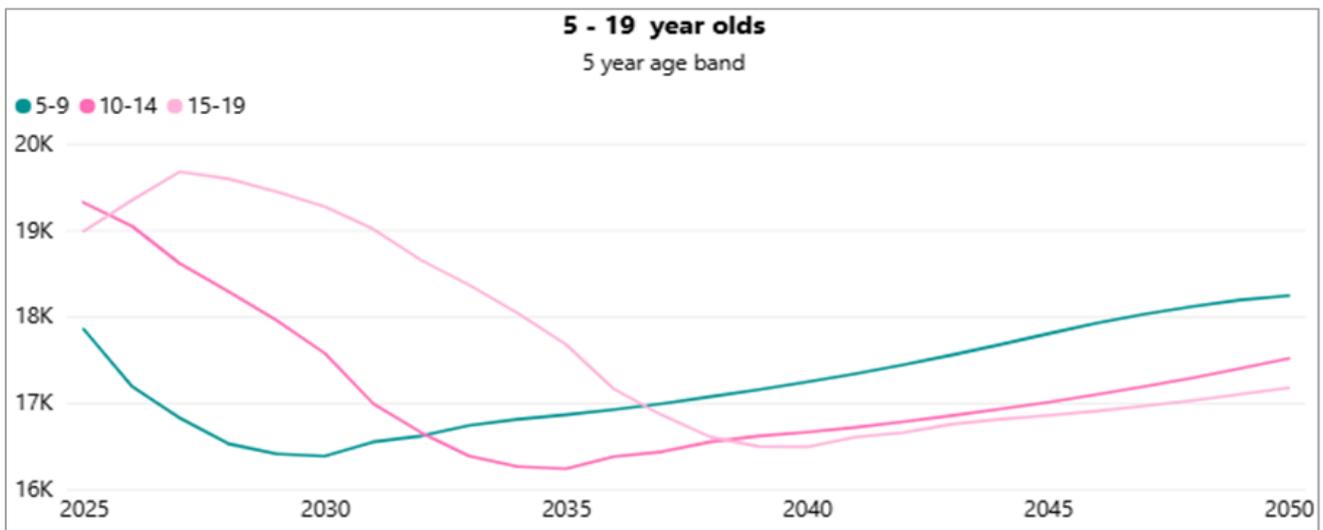
Source: GLA Population Projections

In the last 10 years, the number of pupils attending Special Schools in Hounslow has almost doubled, and the number of children and young people (up to 25-years-old) on Education and Health Care Plans (EHCPs) has gone up by 84%[45]. It is likely that by 2050, the number of pupils with special education needs and disabilities will continue to increase in line with the current 5-19 trajectories. A Schools Week (2024) forecasting analysis modelled a ~60% increase in Education, Health and Care Plans (EHCPs), projecting numbers to reach approximately 920,000 nationally by 2040, based on the assumption that request rates remain stable. [46]

The percentage of pupils opting for elective home education has increased by 36% - rising from 388 children in 2020, to 530 children in 2024/25 in Hounslow[47]. Many factors contribute to a decision to home education, including unmet needs (educational, social, emotional, or developmental), isolation in school, or being an overlooked learner. The trend appears to be increasing rapidly across the country and may increase in the future. According to the Department for Education (DfE), an estimated 153,300 children were in EHE at any point during the academic year 2023/24, up from 126,100 in 2022/23 and 116,300 in 2021/22[48].

There has also been a large increase of children missing from education. In 2022/23, 20 pupils were missing education in Hounslow, rising 260pupils⬚[49]. The Education Policy Institute (EPI), in its *Children Missing from Education* report (Dec 2024), estimated that up to 300,000 children aged 5–15 in England

---

[45] Source: Department for Education

[46] Steve Preston (2025) Will EHCP numbers continue to rise, and what then? Schools Week

[47] Source: Department for Education - Elective Home Education (Autumn Term 2024/25)

[48] Source: Department for Education - Elective Home Education (Autumn Term 2024/25)

[49] Source: Department for Education - Children Missing Education (Autumn Term 2024/25)

were entirely missing from education in 2023, representing an increase of approximately 41% since 2017. As the reasons for children missing from education are numerous, it is unclear what this might look like in 2050.

According to the 2021 Census, 33.0% of Hounslow's population (95,076 people) hold a Level 4 qualification or higher. A Level 4 qualification is a higher-education qualification equivalent to the first year of a bachelor's degree. The number of Hounslow residents enrolled in degree or postgraduate courses increased from 60,470 in 2019/20 to 73,430 in 2023/24, representing a 21.4% rise over the period, as reported by Higher Education Statistics Agency.[50] As more residents achieve Level 4 qualifications and above, and pursue degree or postgraduate study, the borough is likely to benefit from a more skilled and competitive labour force.
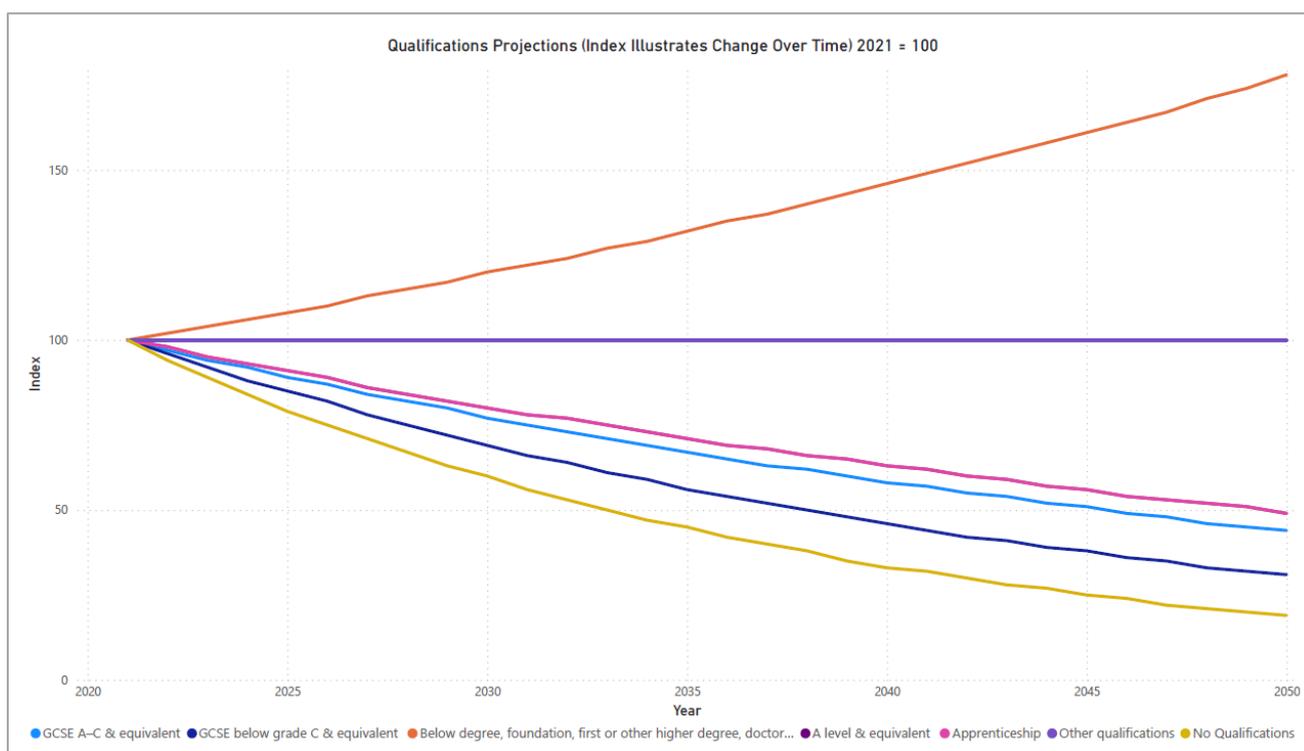
Source: Projection using GLA Population Projections and Census 2021

The index represents how the number of people holding each qualification level changes over time relative to 2021 (set as 100). An index above 100 indicates growth since 2021, while an index below 100 shows a decline, allowing trends across qualification types to be compared on a consistent scale.

It should also be noted that education enrolments have continued to grow and diversify over time. While higher education remains the main pathway from school to employment, apprenticeship enrolments have increased significantly since 2015-16. The number of apprenticeships in Hounslow rose from 675 in 2019-20 to 1,100 in 2023–24, a 63% increase.[51]

Demographic changes are expected to have an impact on education. As people live longer, their careers are likely to extend, driving greater demand for lifelong learning and skills development[52]. Opportunities to learn online for low or no cost is making education more accessible, affordable, and flexible, shifting the focus from formal degrees to skills-based, self-paced learning and enabling lifelong upskilling. This

---

[50] Education and training statistics for the UK, Reporting year 2025 - Explore education statistics - GOV.UK
[51] Internal Hounslow data
[52] CIPD (2025) New 'reskilling era' needed to boost lifelong learning for older workers as career options stall and pension savings fall, says CIPD
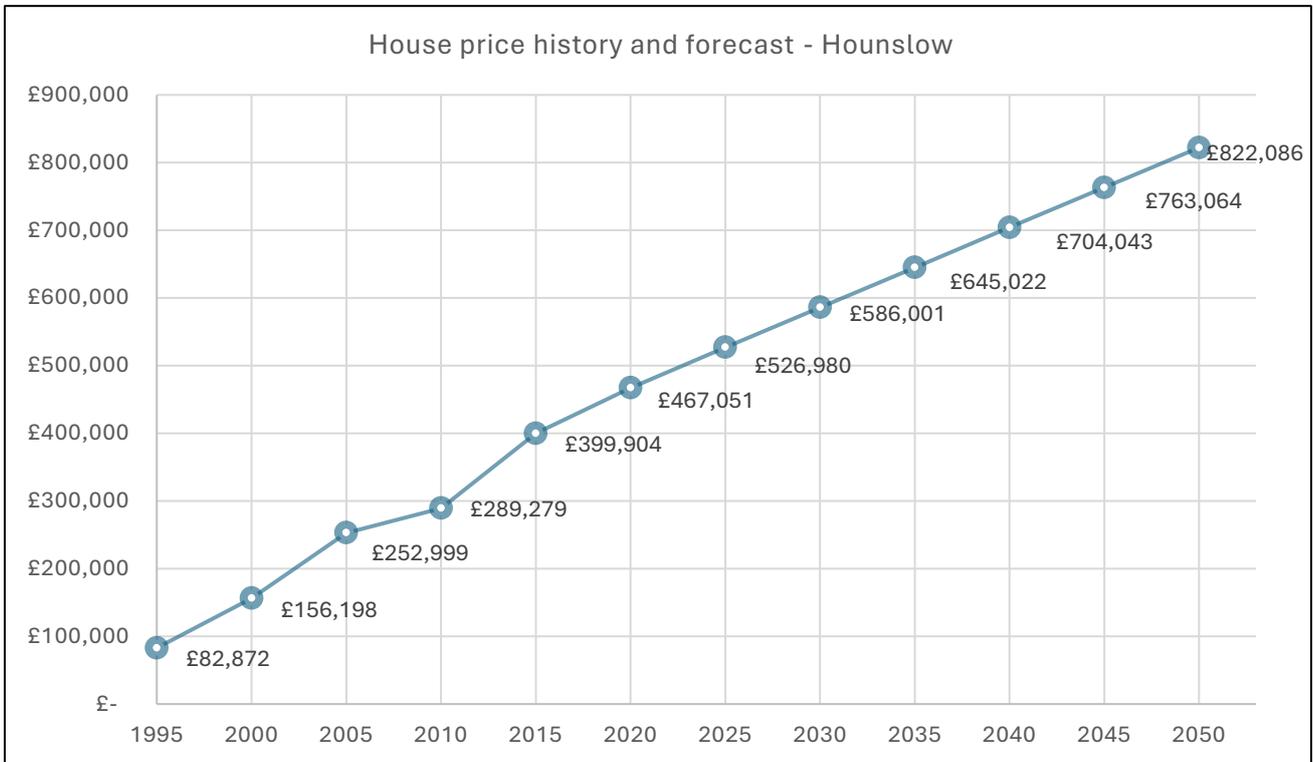
may also help workers stay relevant in a rapidly changing job market, overcome geographic barriers, and maintain employability well into later stages of their careers.

Finally, developments in AI are expected to change the educational landscape. It may support personalised learning and enable students to learn at a pace that reflects their needs as well as providing instantaneous feedback. AI tools can also ensure extra support for students with disabilities, through speech-to-text and other adaptive learning technologies. It also has the potential to ease the burden of teachers by handling administrative tasks, helping with lesson planning and marking, freeing up their time to focus on teaching and student interactions. However, concerns remain around data privacy, ethical use of student information, and the digital divide, which could worsen inequalities for those lacking technology access. Additionally, while AI enhances teaching, it cannot replace the empathy and creativity of human educators.

Living Arrangements in Hounslow in 2050

In 2050, Good Move predicts the average UK house price to have risen from £251,476 to £400,000. If Hounslow's house price were to increase at a similar rate, as show in the graph below, it would rise from a 2025 price of £527,000 to £822,000.

Source: Analysis using Good Move's house price predictions

House price history and forecast - Hounslow

| Year	Price
1995	£82,872
2000	£156,198
2005	£252,999
2010	£289,279
2015	£399,904
2020	£467,051
2025	£526,980
2030	£586,001
2035	£645,022
2040	£704,043
2045	£763,064
2050	£822,086

If these trends continue, the gap between house prices and salaries will widen further, making it even harder for first-time buyers to enter the market.[53] An increase in the percentage of renters in England has already been seen since 2001 as can be seen in the below chart. This rise is expected to continue.

In 2024, the median home in Hounslow costs around 12 times the median salary. While we cannot know exactly how wages will evolve by 2050, the pattern of the past century suggests affordability will deteriorate rather than improve. This means that in all likelihood, fewer people will be buying homes due to preclusive house prices and stagnating wages.

---

[53] ONS – House price to residence-based earnings ratio
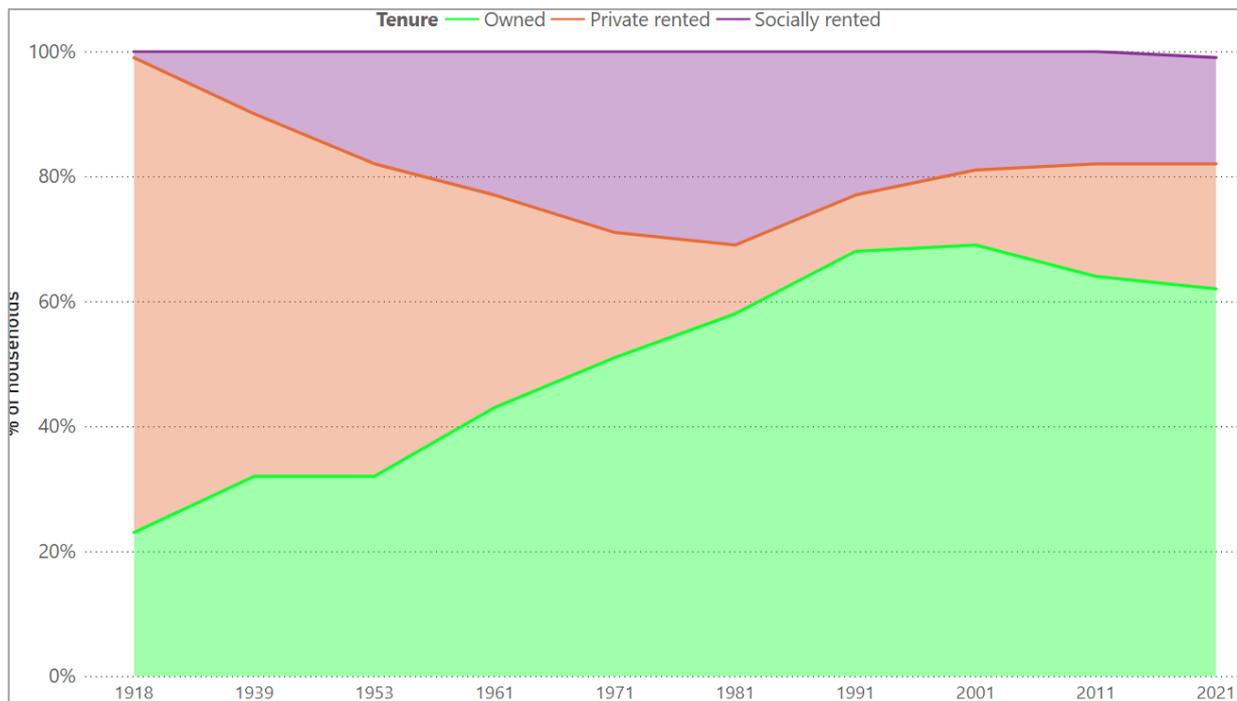
Source: ONS

Homeownership, for many, is a rite of passage. The unaffordability could therefore cause discontent and increased inequality between those who have bought their own homes and those who need to rent. Additionally, because houses are a major way to pass on wealth on to future generations, inequality problems can become cyclical when affordability is low, due to families passing on less wealth onto the following generation.

In 2050, neighbourhoods may be more pedestrian-friendly through aims to reduce carbon-using transport. A decrease in the use of high streets as shopping districts, but a general increase in footfall in Hounslow's town centres[54] can be seen below. This would allow for more central community spaces, increasing the chance of greater social cohesion.

[54]Since 2018, according to Visitor Insights footfall data

Monthly footfall % change across Hounslow town centres
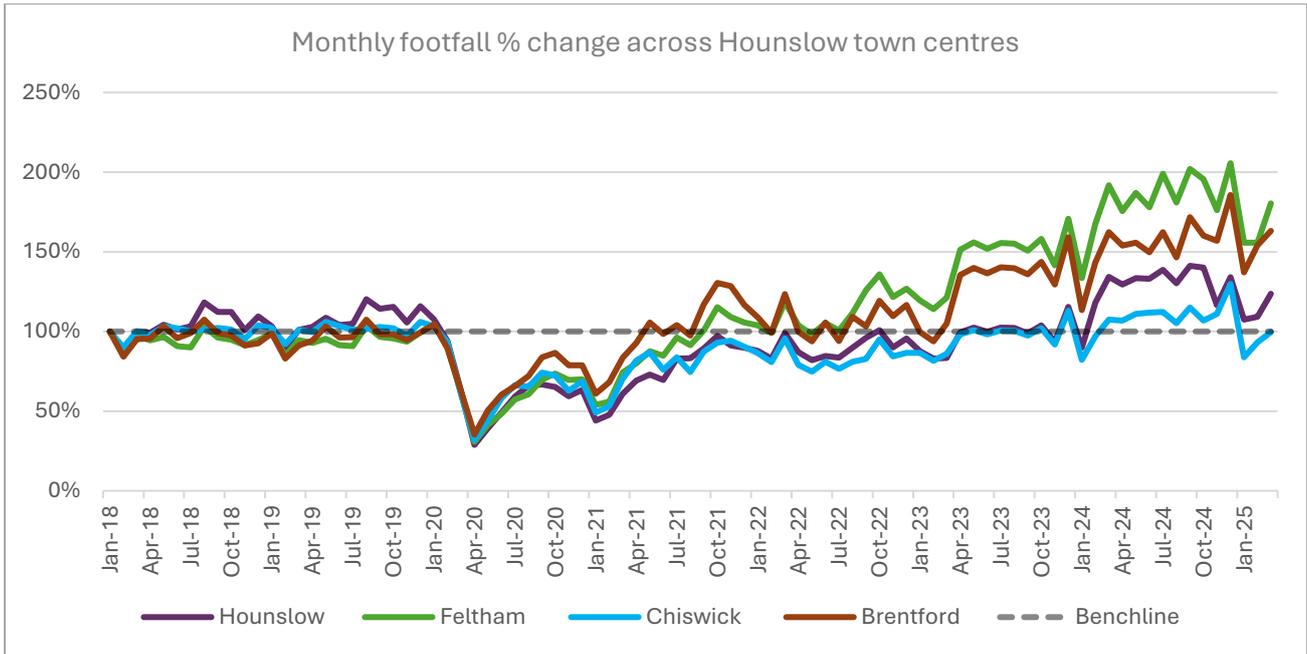
Source: Visitor Insights footfall data

Crime rate per 1,000 population
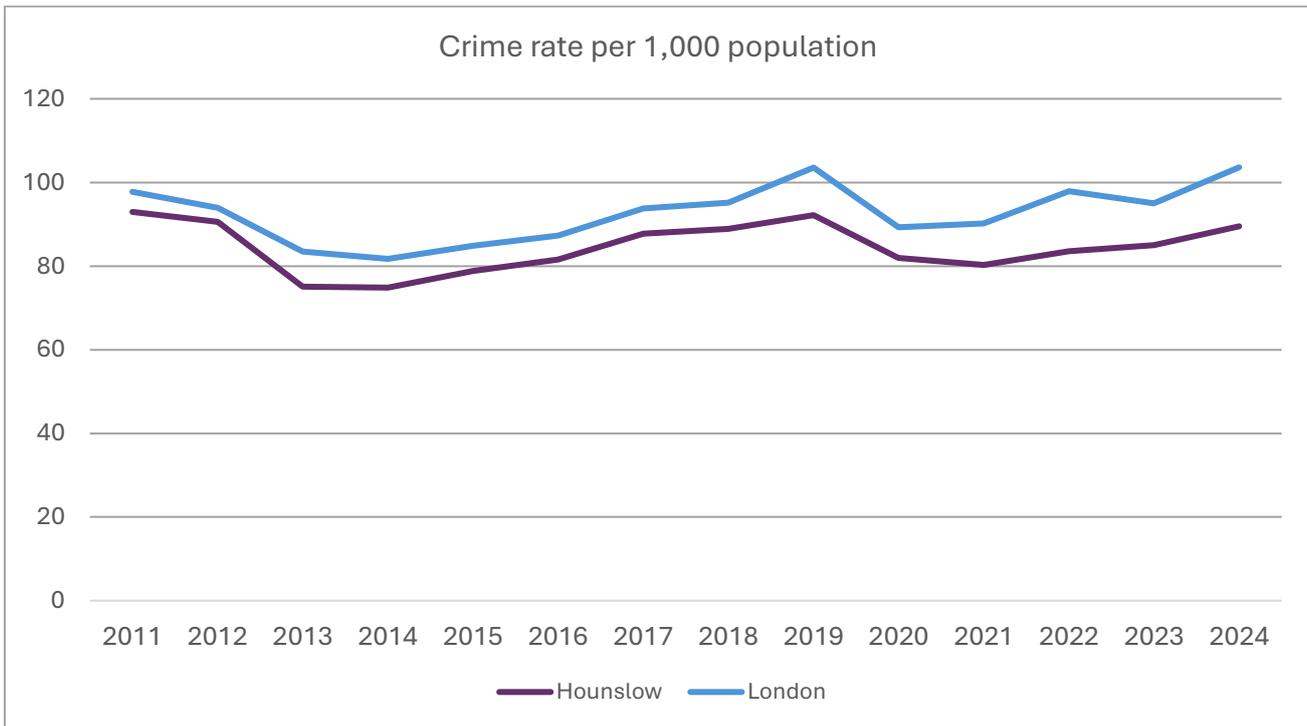
Source: MPS recorded crime

Safety in the Borough is an important determinant of how people feel about living in an area. Crime rates have not changed drastically in the past 13 years, which may suggest that crime rates will stay at similar levels in the medium-term future. However, what has come across through engaging residents is the population's concern with crime and fear that it is rising (and has been rising for a while now). While this is not supported in the data, it does point to a need for perceptions of safety to be a priority for institutions such as the Council going forward.

Fear of crime is well-documented as having an impact on the population's happiness and wellbeing negatively. [55]Hounslow's fear of crime is currently higher than the London average, which is at odds with the reality, further reinforcing the need for improved public perceptions mentioned above.
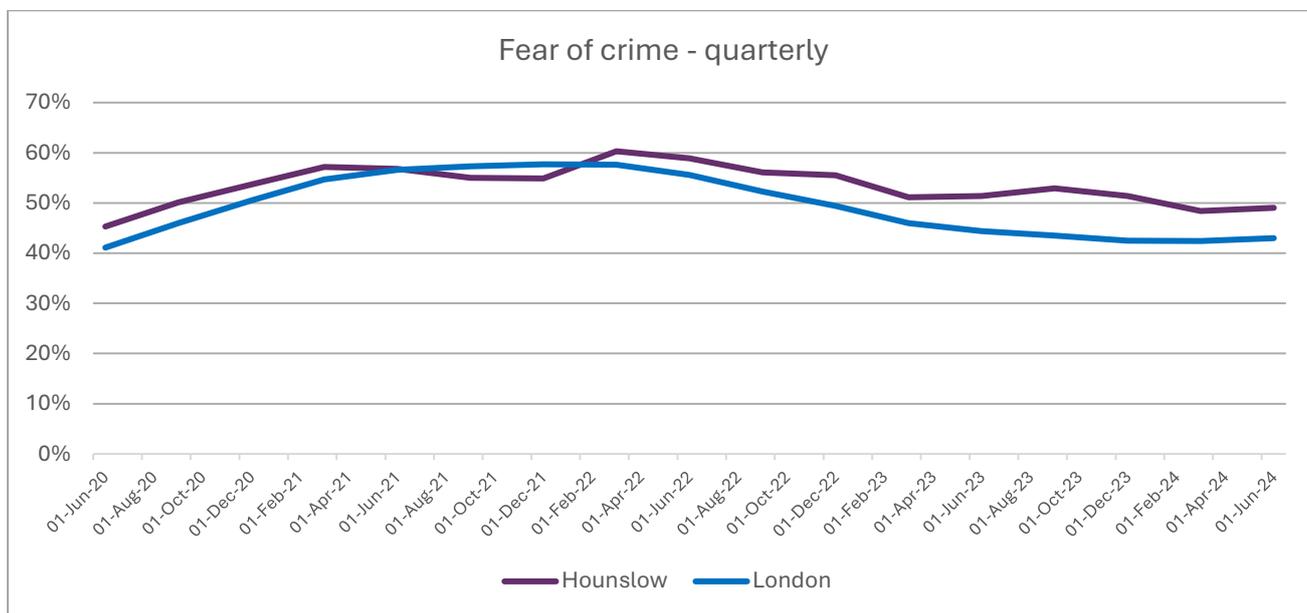
Source: MPS Public Attitude Survey (PAS)

On average, green spaces in Hounslow are larger than what one would expect to see across London. The average distance to the nearest park is only 297 metres, and there are over 5 green spaces in each one-kilometre radius. Housing demands, however, are putting pressure on these spaces, meaning that this could be a key metric indicating potential loss of green spaces.

---
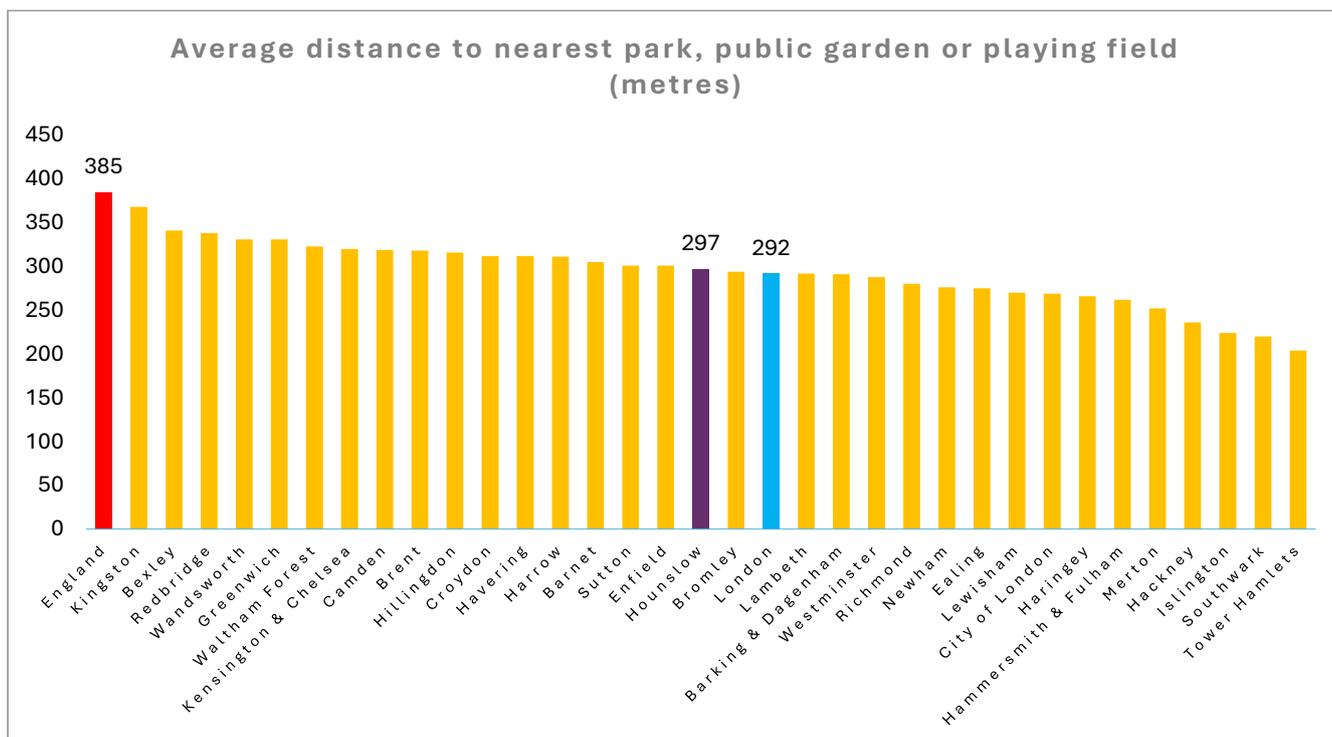
[55] Stafford, Chandola and Marmot (2007) - Association Between Fear of Crime and Mental Health and Physical Functioning – National Library of Medicine

When new houses are built, thought and understanding should be put into predicting the people who will be living in those properties. By 2043, 20% of Hounslow's population is predicted to be made up of over 65-year-olds, up from 14% in 2024[56]. With this change, different property types will be required that are more suitable for more elderly people.

Such changes could include household size (over 65-year-olds usually require smaller homes as they are more likely to have a smaller household size), greater accessibility for those with additional mobility needs, and specialised senior housing to meet future demand.

The makeup of households may change, with a possible increase in intergenerational households due to the combination of struggles among younger people in entering the housing market alongside an increased percentage of older generations.

---

[56] ONS subnational population projections

Reproduction in Hounslow in 2050

The ways that people meet, connect, and form relationships has changed. Hybrid working, dating apps, and social media sites have transformed what it looks like to form and maintain friendships and relationships.[57] As this continues to evolve, algorithms will have an increasing influence on bringing people together.[58]

People are marrying later -or not at all- and having fewer children. As shown below, the annual births in Hounslow peaked in 2012 at 4700 and fell by 20% over the next decade. The Total Fertility Rate dropped from 1.9 to under 1.5. This decline is mainly due to lower fertility at younger ages.[59]
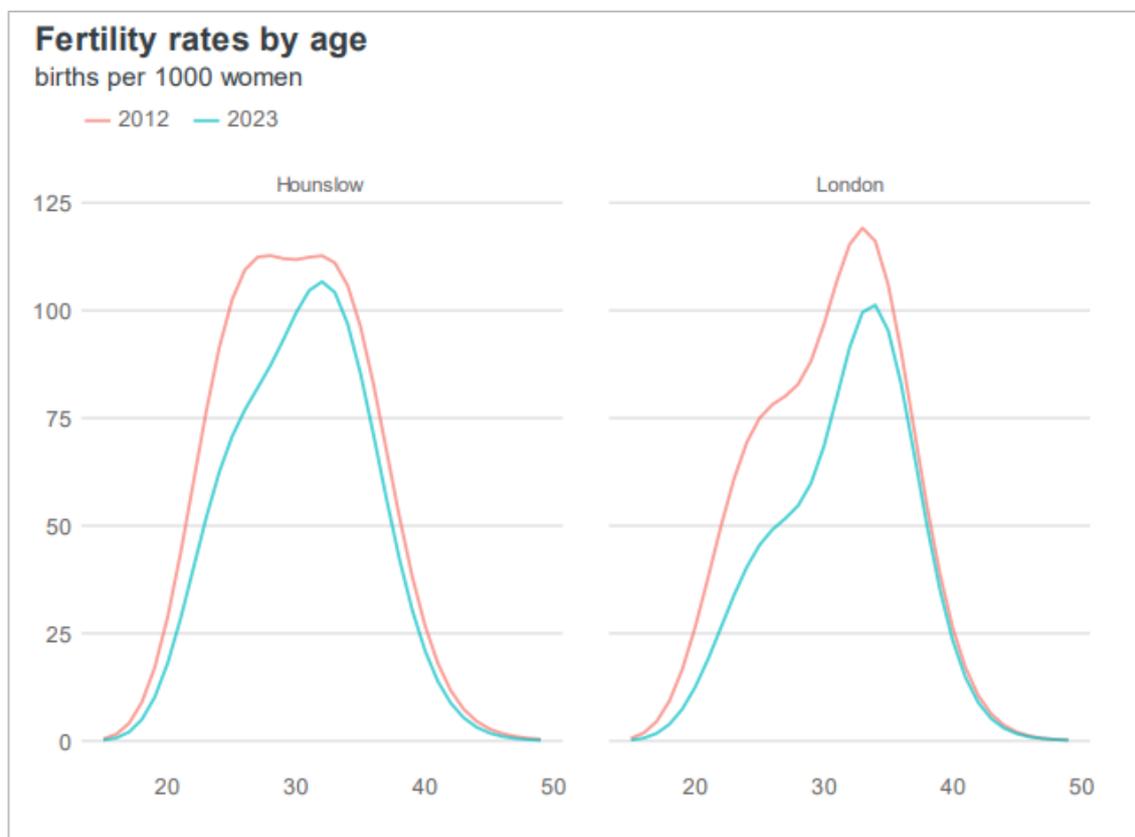
Source: ONS (2024) Population estimates for England and Wales

The reason for families having fewer children is driven by economic pressures, climate anxiety, career priorities, shifts towards (financially and emotionally) intensive parenting, increasing investments in children and changing social norms.[60] The nuclear family model is giving way to diverse arrangements—cohabiting couples, single-parent households, multi-generational homes, and chosen families. While these trends continue, the assumptions around who will provide care in old age will need to change. Childless adults might look to informal social living arrangements or more formalised cooperative living arrangements. [61]

[57] Eileen I Grady (2025) Tech has Changed Dating. The Harvard Gazette

[58] For example Samuel Hardman Taylor, Y Anthony Chen (2024)The lonely algorithm problem: the relationship between algorithmic personalization and social connectedness on TikTok, *Journal of Computer-Mediated Communication*, V 29, Issue 5,

[59] ONS (2024) Population estimates for England and Wales

[60] Daniël van Wijk (20-24) Economic conditions and fertility The Future of Families Policies Conference 31 October 2024 and Matthias Doepke (2024) Economic Inequality and the Changing Nature of Parenting The Future of Families Policies Conference 31 October 2024

[61] Helen Wales (2023) Hidden Figures: Are We Keeping Pace with Changes to Family Life, Nesta

Creating new life is an important part of many people's life courses. It is one of the primary ways that we link our lives with others. Globally fertility rates have dropped below the replacement level (2.1 children per woman) in over two-thirds of countries. Hounslow's fertility rate of 1.6 remains significantly below the level required to sustain population numbers. It is declining over time, and it is likely to decline further. The graph below shows the general fertility rate projection over time in three different scenarios[62].

General fertilty rate projection overtime using 3 different scenarios

Legend: Principal GFR — Low GFR — High GFR — Historic GFR
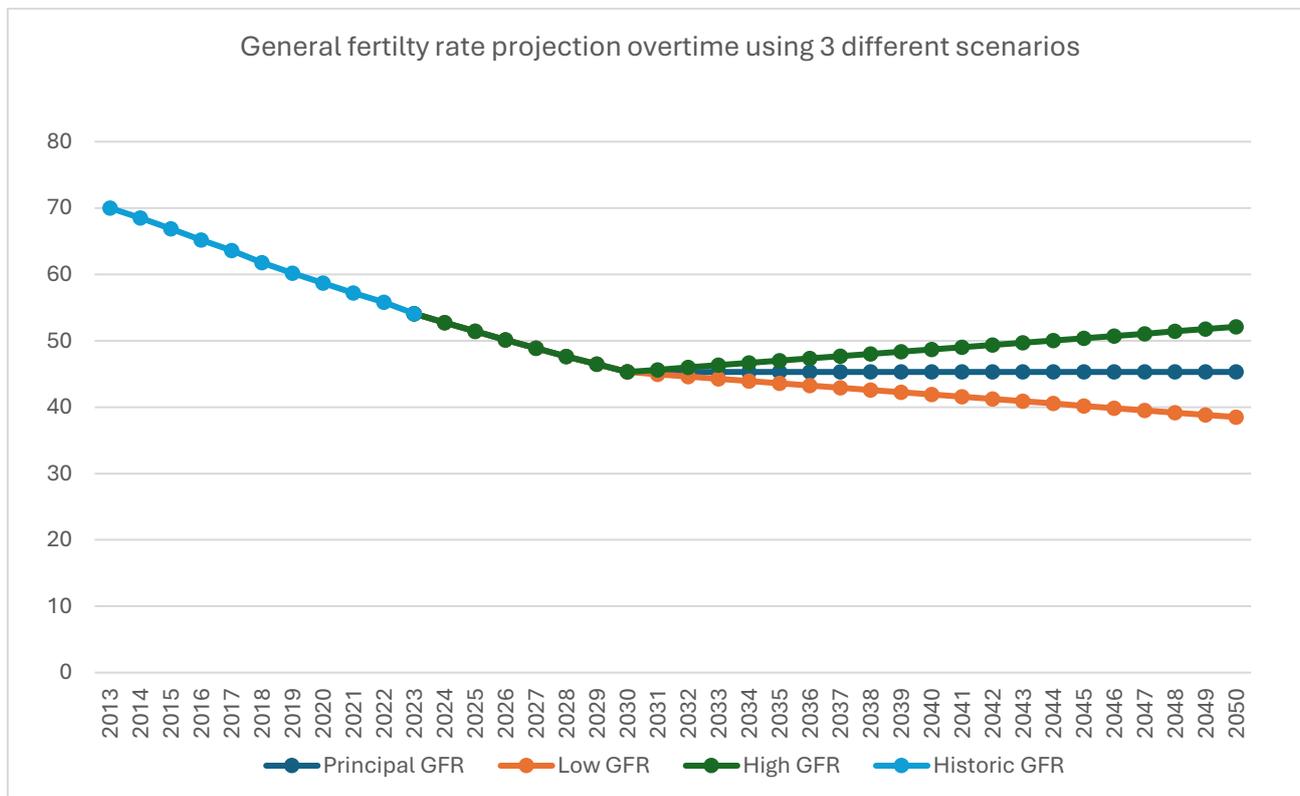
Technological advances in reproduction such as IVF, artificial wombs, and gene editing will change fertility, particularly for people with medical conditions and enable people to have children later in life. As this evolves, it will pose challenges in terms of access, affordability, reproductive rights and ethics. [63]

In any family structure, it's the quality of relationships that matters for children's development, particularly with key carers. Childcare and children's services are also likely to change. They may become more communal or tech-assisted, with AI and local networks playing a role.

However, we know that secure attachment with a caregiver and responsive adult-child relationships are crucial for children's social, emotional, and cognitive development and future outcomes. With the change in family structures, we may see "parenting" ass a process and a relationship, rather than a fixed role. There is a whole ecosystem of adults who have the potential to positively influence children's lives.[64]

Relationships outside the home matter too. Social networks matter for everyone in a family and are important for caregivers' mental health, which in turn affects children.
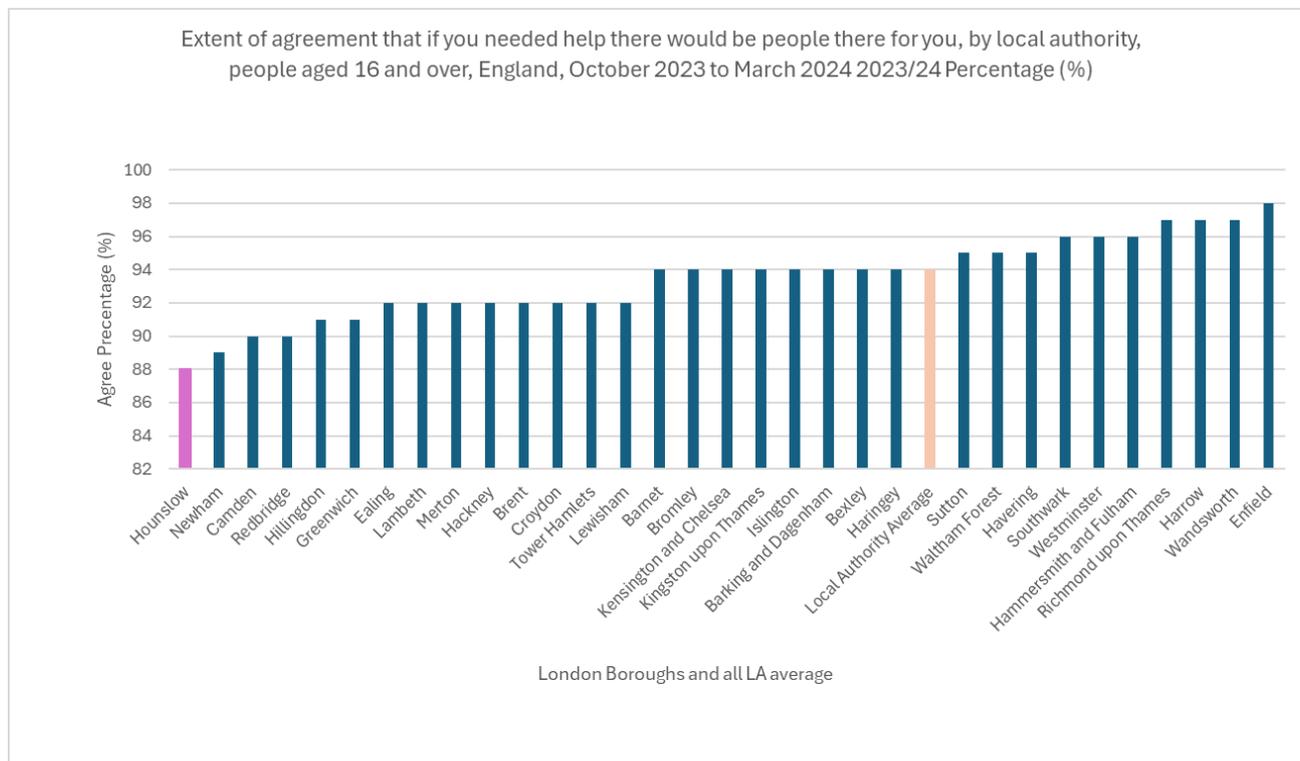
---

[62] Based on the ONS National Population projections and fertility assumptions
[63] Family in 2050 | The Future Laboratory Blog
[64] Robine Vanner and Rajk Patel (2024) Families are changing and need support, Understanding Society: the UK Household Longitudinal Study

Many relationships now start online. Communities are often online communities, and the practical networks of support have changed. Many neighbourhoods in Hounslow have found ways of collaborating and supporting each other but there are some neighbourhoods where this does not exist.[65]

The government's Community Life Survey indicated that in Hounslow feelings of local, neighbourly support —at 88% while relatively high —are lower than in other parts of the capital.

Extent of agreement that if you needed help there would be people there for you, by local authority, people aged 16 and over, England, October 2023 to March 2024 2023/24 Percentage (%)

London Boroughs and all LA average

---

[65] Neighbourly lab (20240 Building Community Resilience Through Engaging Neighbourhood Networks Research Report ,GLA

Work In Hounslow in 2050

Hounslow's labour market is facing transformation, driven by economic restructuring, technological advances, and its evolving role in West London. While traditional sectors like transport, storage, construction, and health continue to anchor employment, particularly with Heathrow nearby, these areas face disruption from automation and global shifts. Simultaneously, high-skill, knowledge-based industries are rapidly expanding, with professional, scientific, and ICT jobs growing significantly faster than national averages. This reflects Hounslow's deeper integration into London's digital economy. Over the next 25 years, employment will be shaped by both continuity in core sectors and growth in SMEs, retail, and hybrid professional roles, requiring strategic workforce planning and upskilling to ensure resilience.

Despite Hounslow's relatively high qualification levels—with over half of working-age residents educated to degree level or above[66],—a persistent skills mismatch exists between residents and employer needs. This issue is intensified by the borough's reliance on a narrow set of sector-occupation combinations, which limits adaptability if key industries face disruption. For instance, transport and communication roles are heavily concentrated in professional and operative positions, manufacturing is dominated by technical roles, and distribution, hospitality, and retail largely depend on sales and customer service jobs. Without intervention, this challenge is likely to worsen in the future.

Projections based on the GLA's long-term labour market forecasts indicate that the borough's economy will undergo a significant restructuring by 2050. Employment growth is expected to be concentrated in service and knowledge-based sectors —namely, information and communication and professional, scientific and technical services —as shown below.
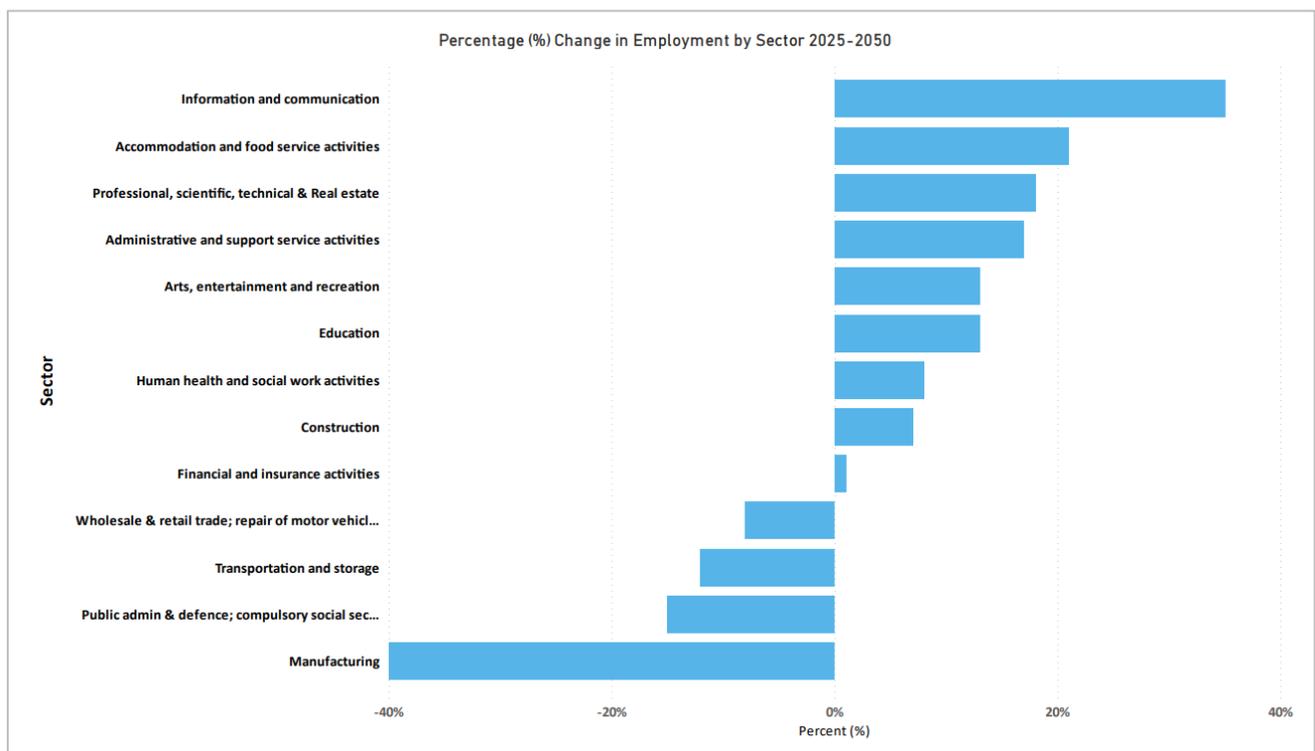
Source: BES NOMIS/ONS (2025); GLA 'London Long Term Labour Market Projections', 2025 (adapted to Hounslow)

---

[66] Office for National Statistics (2023). *Census 2021: Highest level of qualification, Hounslow*. Dataset TS067.

Demographic pressures are also expected to support continued growth in education and health and social care, ensuring that these population-serving sectors remain important employers for residents (see the table below for a summary of projections and possible actions).

Hounslow Employment: Current and 2050 Outlook

Sector	Current Role in Hounslow	2050 Outlook (Projections)	Implications
Transport & Storage	Largest employer, tied to Heathrow and logistics	Projected decline (–4,600 jobs) but remains a core sector	Need diversification; support displaced mid-skilled workers
Manufacturing	Smaller but specialised workforce	Projected sharp contraction (–1,700 jobs)	Risk of displacement; reskilling pathways essential
Wholesale & Retail	Major employer of service workers	Projected decline (–1,600 jobs)	E-commerce pressures; risk to entry-level jobs
Accommodation & Food	Service-sector anchor	Projected growth (+2,800 jobs)	Risk of low-wage concentration without career progression
Information & Communication	Strong and expanding	Projected strong growth (+9,600 jobs)	Digital skills and lifelong learning needed
Professional, Scientific & Technical	Resilient high-skill base	Projected strong growth (+2,700 jobs)	Key to future resilience; pathways into higher-value roles needed
Administrative & Support	Important services employer	Projected growth (+3,000 jobs)	Risk of low pay and precarity unless job quality improves
Education	Population-driven	Projected growth (+1,200 jobs)	Demand rises with demographics; need teacher supply
Health & Social Care	Stable and essential	Projected growth (+1,000 jobs)	Ageing population drives demand; recruitment challenges
Construction	Vital for regeneration	Projected modest growth (+400 jobs)	Apprenticeships and technical training important
Arts & Entertainment	Smaller but present	Projected modest growth (+400 jobs)	Cultural value; adds diversity to economy
Public Admin & Defense	Smaller local employer	Projected decline (–750 jobs)	Fiscal pressures constrain growth
Financial & Insurance	Small role locally	Projected stable (+30 jobs)	Not expected to drive future growth

Hounslow's economy is projected to undergo a gradual reshaping by 2050. Transport and storage, long a cornerstone of local employment, are expected to contract, while manufacturing is also likely to decline —reducing opportunities in sectors that have traditionally provided work for mid-skilled and operative roles. Retail and public administration are likewise anticipated to shrink somewhat.

Another factor set to reshape local labour market priorities is the growing emphasis on developing green skills, particularly in areas, such as retrofitting, sustainable construction, and low-carbon transport.[67]

---

[67] London Borough of Hounslow, *Building the Green Economy* (2025).

The projections outlined above should also be considered alongside the sectoral risk profile (see graph), which presents a composite risk score for each sector based on three factors: automation potential, reliance on public funding, and exposure to gig work models.
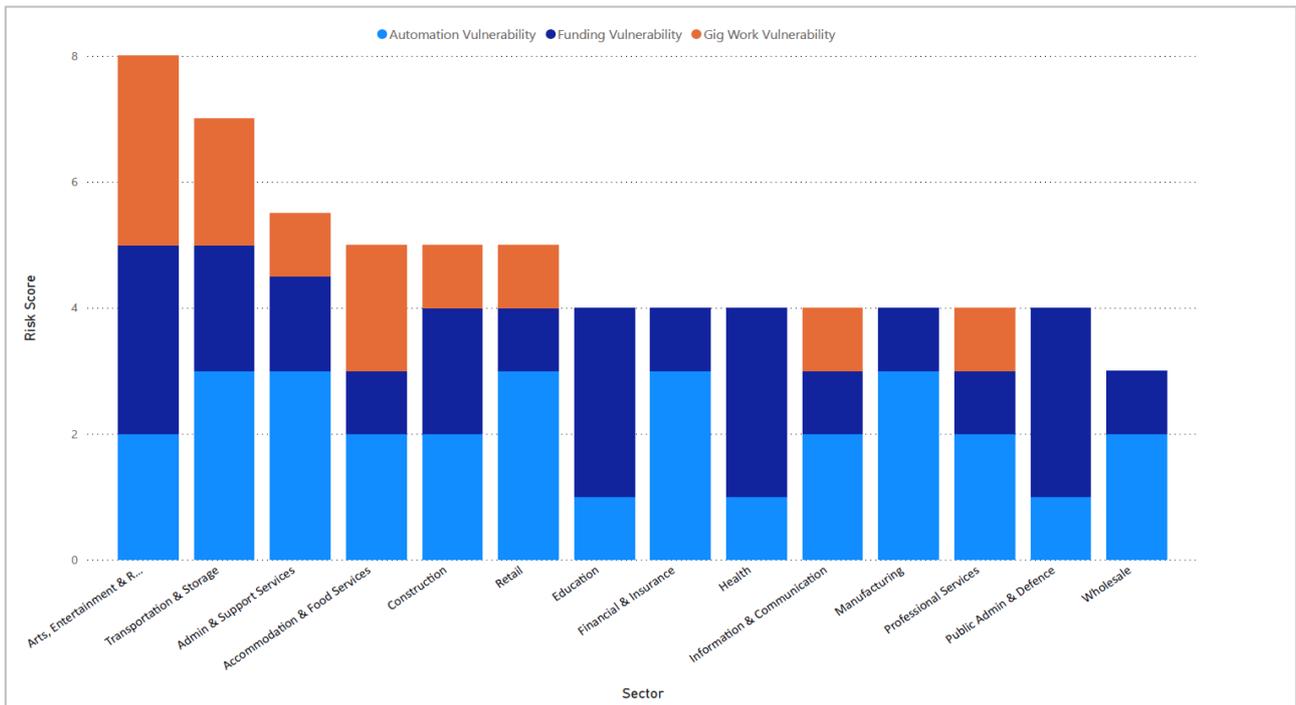
Sources: ONS, 2025; Amnesty International, 2024; The King's Fund, 2025;

For example, public administration and education are relatively insulated from automation but remain highly dependent on government funding cycles, leaving them vulnerable to political and budgetary shocks. By contrast, transport, admin/support services, retail, and accommodation/food services face high exposure to automation and gig work, meaning that even if jobs grow, they may be low-wage or insecure.

These patterns point to a borough that is becoming more knowledge-intensive and service-oriented, but also at risk of greater polarisation between high-value roles in ICT and professional services on the one hand, and low-wage work in hospitality and support services on the other. Without intervention, Hounslow risks reinforcing a high-value economy with a relatively lower-wage workforce paradox - home to world-class industries, yet with many residents not accessing the best opportunities.

Meanwhile, sectors like ICT and professional services, both projected to expand strongly, face lower risks and provide more stable, higher-quality employment. For the Council, this underlines the importance of not only tracking job numbers but also ensuring residents can access resilient growth sectors rather than being concentrated in more precarious ones.

Older adulthood in Hounslow in 2050

People are expected to live longer lives. Average life expectancy is projected to rise from around 87.2 years in 2020 to 91.1 years by 2050 for males and is projected to increase from 90.1 years in 2020 to 94.0 years by 2050 for females.[68]

Hounslow's population is ageing, and older people are likely to form a larger proportion of the population in 2050. In 2025, Hounslow had an estimated 37,640 residents aged 65+ representing 12% of the total population. By 2050, this number is projected to increase to 63,745, representing 19% of the total population and a 69.4% increase.
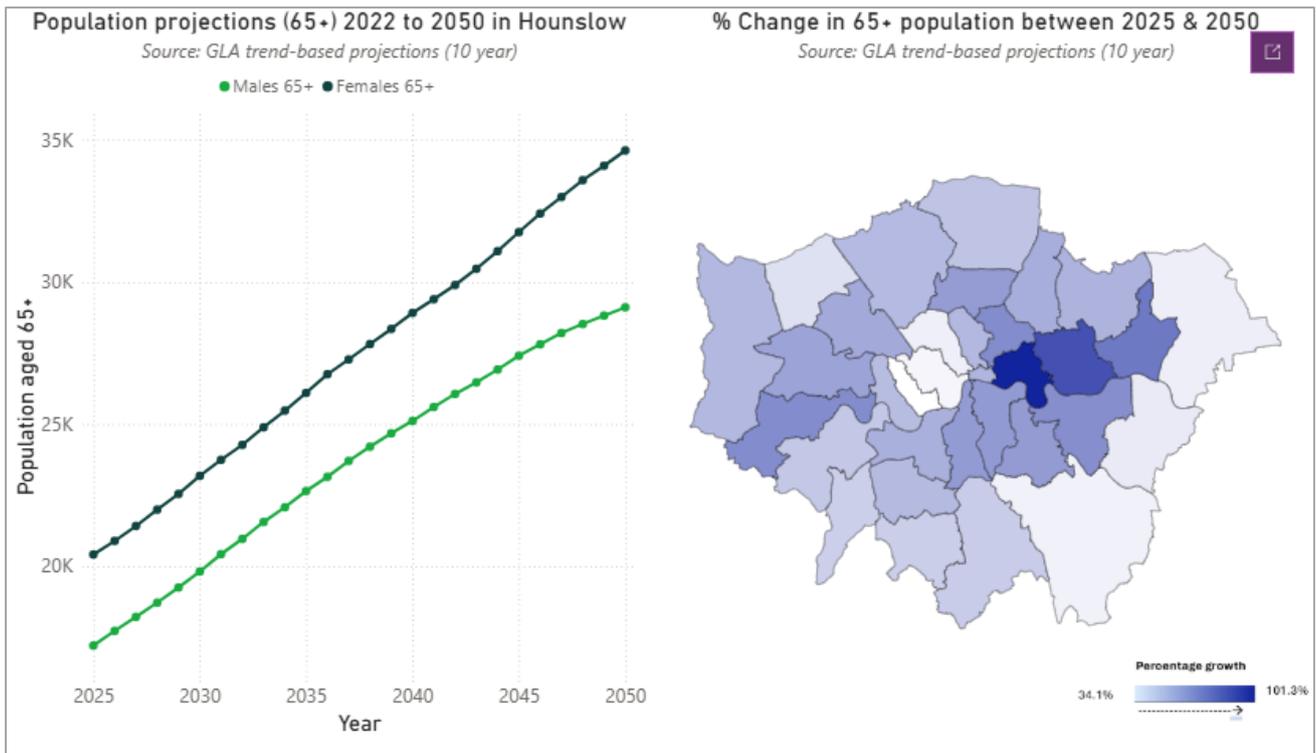

Source: GLA Aged 65+ Population projections by sex from 2022 to 2050 in Hounslow

Hounslow ranks fourth highest in London in terms of percentage growth in the over 65 population during this period. This is significantly higher than the projected growth rates for both London and England overall.

The following map highlights areas where there is a greater proportion of Hounslow residents aged 65 and over are expected to live. The highest concentration of over 65s are in Chiswick Homefields (17% of total population in ward) followed by Chiswick Gunnersbury (15.7%).

---

[68] Life Expectancy by Country 2025

Over 65 Population by Ward
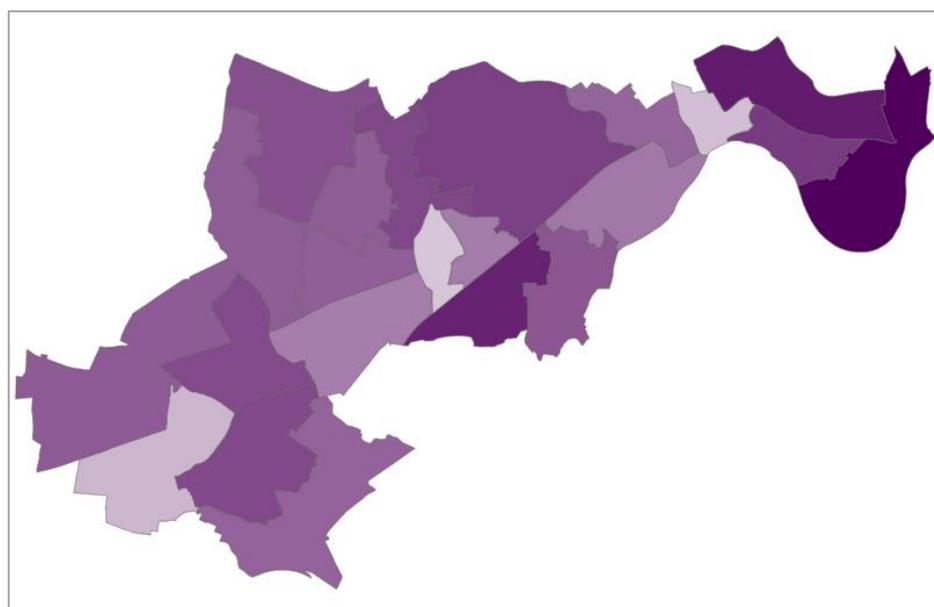
Source: GLA Trend based projections

It is estimated that 14.2% of all one-person households (those living alone) will be headed by someone 65 and over in 2043. Living alone can be a risk factor for loneliness, isolation, and poor health among older adults.[69]

Over the last 10 years, there has been an increase in the number of private renters headed by a person 65 and over. It has gone from 5% to 9%[70]. Older adults in privately rented accommodation can face unique financial and housing security challenges.   This proportion is likely to continue increasing as more people rely on renting.

Older adults are a diverse group of individuals, with varying physical, cognitive, and sensory abilities. Chronological age and health status are related in differing ways. [71] There are also variations in educational levels and technological experience among older adults.

 However, an ageing population is likely to place increasing pressure on social care and health care but with fewer workers to provide it. In some cases, the health challenges faced by older adults undermine the potential opportunities of increased longevity. For instance, dementia is expected to triple by 2050.[72] Current data suggest that those residents aged 50 plus are less likely to have a long-term health problem or disability than the national average[73] . However, they are more likely to be registered as partially sighted or blind[74]. Over time the emergency hospital admissions due to falls for those 65 and over have increased from 2015/16 to 2023/24.[75]

---

[69] Office for National Statistics, Household projections in England, Proportion of one person households, aged 65+ (2018 Based) , Data updated: 06 Jun 2023

[70] Office for National Statistics, Census, Private renters - Proportion of households headed by person aged 65 & over , Data updated: 25 Sep 2023

[71] WHO Factsheet (2024) Ageing and health

[72] Alzheimer's Society (2021)New research shows global dementia cases are forecasted to triple by 2050

[73] office for National Statistics, Census, Proportion aged 65 & over with a long-term health problem or disability , Data updated: 02 Apr 2024

Office for National Statistics, Census, Proportion of usual residents in bad or very bad health: Aged 50 to 64 years , Data updated: 01 Aug 2025

[74] Calculated by LG Inform, N/A, % of people aged 65+ who are registered as partially sighted , Data updated: 06 Aug 2025

[75] Office for Health Improvement and Disparities (OHID), Public Health Outcomes Framework, Emergency hospital admissions due to falls in people aged 65 and over per 100,000 aged 65 and over , Data updated: 05 Mar 2025

There will likely be higher burdens on families to provide care which may lead to stress and economic concerns. [76]

As people are living longer lives, retirement as we know it may become less common. People have fewer savings and may need to delay retirement. Even those individuals who have the means to retire, may want to stay in the workforce longer but could face age discrimination. Lifelong learning, reskilling, and multiple careers transitions are likely to become more common.

Current data on workforce participation by age shows a decrease of those aged 50-64 and, lower rates of employment for those over 65 than national and London averages.[77] The reasons for economic inactivity may be retirement, sickness or individuals seeking work.

As people live longer, the risk of social isolation may grow, particularly for those without close family or strong community ties. Loneliness can have serious health consequences — comparable to chronic illness —and will place additional pressure on health and care services. The table below indicates that in 2024, 8.2% of residents in Hounslow may often feel lonely. This is higher than the national average of 7%.

Community Life Loneliness Score by LA
Source: Department for Culture, Media and Sport (2024)
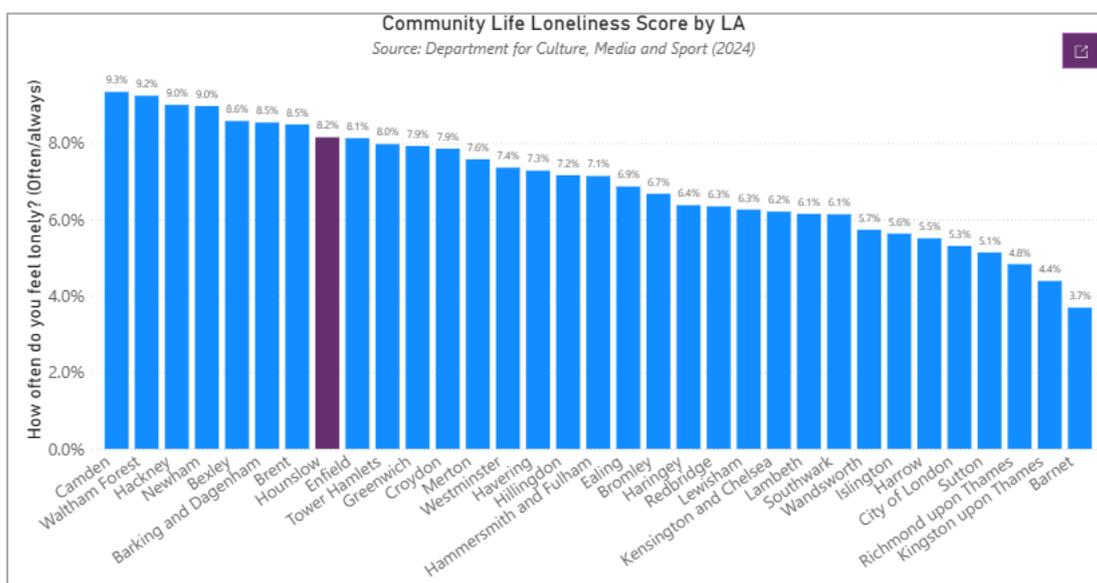
Emerging technologies, from smart homes to AI-enabled health monitoring, can support independence and wellbeing in later life. However, unequal access to digital tools and varying levels of digital literacy among older adults may widen inequalities unless addressed.

---

[76] World Economic Forum (2021) Ageing: Looming crisis or booming opportunity?

[77] Nomis, Annual Population Survey, Data updated: 14 Oct 2025