They’ll buy something that they know I will use, rather than buying me something just for the sake of buying Dad a present, if you know what I mean. They’ll buy me something that I need.
Daniel, 70–80

They say to me, ‘If you’re ever struggling, Mum, let us know and we’ll give you something’. So, I’ve always got that.
Pat, 80

They’ll buy something that they know I will use, rather than buying me something just for the sake of buying Dad a present, if you know what I mean. They’ll buy me something that I need.

My daughter is my greatest ally, bless her... And if ever I’m short, I can borrow from her, and pay her back. Not large amounts, but sometimes, you know, on the weeks that are difficult, when I have a lot going out.

Suzan, 76

They say to me, ‘If you’re ever struggling, Mum, let us know and we’ll give you something’. So, I’ve always got that.

Linda’s story

Linda is 77 and lives in London with her husband. Until recently, they rented a home privately, but struggled with the high cost of rent. Their daughter owned a small flat in London and was about to move abroad for work. She suggested her parents move into the flat she owns and pay her a small amount of rent.

Some months, if her parents are struggling, she doesn’t charge them any rent at all. Moving into their daughter’s flat has dramatically improved Linda and her husband’s financial situation and allowed them to worry less about unexpected costs or expenses.

We live in a flat which is owned by our daughter. She helps out. Our daughter lets us off some months if we can’t pay. We just pay her, not very much, but if there’s anything that goes wrong, we pay for that.

Linda, 77

1.2 million people aged 65 and over in the UK have no adult children.¹

The number of people ageing without children is increasing – by 2030 there will be around 2 million.¹