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## PRESS RELEASE

# Age UK Gloucestershire highlight a crisis hiding in plain sight

By 2030 one in five of us will be aged 65 years+, and in Gloucestershire the ageing population is forecast to increase significantly faster than nationally. Overstretched health and social care systems mean that 2 million older people are not receiving the care they need to live with dignity. Too often older people feel forgotten, invisible and a burden with **almost one million left feeling lonely**. (Age UK, 2025)

Local independent charity, Age UK Gloucestershire is here to support older people navigate later life. Specialist Help Team Advisors offer information, advice and guidance based on the individual needs of an older person, to help connect them with the services and support they are entitled to receive.

To highlight this crisis, Age UK Gloucestershire has partnered with singer-songwriter Ellie Scrivens on the release of her new heartfelt single, *Photographs in the Biscuit Tin*, a storytelling ballad that shines a light on loneliness in older generations. This collaboration aims to raise awareness of the challenges many older people face and encourages listeners to take action in their own communities.

Jane Shute Head of Fundraising & Communications stated, "Loneliness and social isolation is rife in Gloucestershire largely due to the rurality of our county. Older people are particularly vulnerable through unexpected life transition such as becoming widowed or changes in health. Through our collaboration with Ellie, we aim to raise awareness of this loneliness crisis hiding in plain sight".

Ellie's debut single *Photographs in the Biscuit Tin* was co-written by Ellie and local businessman Mike Bayliss. Ellie commented "The idea for the track, and the partnership, came from my time working with Age UK Gloucestershire, where I saw first-hand the impact loneliness can have, especially on older people in our community. Alongside the song, we're releasing a narrative music video. It tells the story of a lonely older man and explores how easily loneliness can go unnoticed."

Co-writer Mike Bayliss added, "The title came from a lasting memory of my grandparents, who kept their photographs and holiday memories in an empty biscuit tin. The song is reflective, and we hope it not only sparks conversations about loneliness but also invokes memories of family and friends."

Through this collaboration, Age UK Gloucestershire is urging older people experiencing loneliness to contact their Help Team, and for the county's wider population to support the charity's work with donations and community fundraising activities.

The single *Photographs in the Biscuit Tin* was released on November 10th across all major streaming platforms and forms part of Ellie's debut album *Legacy* due for release on December 5<sup>th</sup>. Watch Ellie's evocative video at [ageuk.org.uk/gloucestershire](https://ageuk.org.uk/gloucestershire)

## **ENDS**

### **Notes to editors:**

#### **About Age UK Gloucestershire:**

Age UK Gloucestershire's vision is that people age well, their way. As a local, independent charity our mission is to help support people navigate later life, to remain independent at home and to connect socially by accessing activities in the local community.

For more information, visit [ageuk.org.uk/gloucestershire](https://ageuk.org.uk/gloucestershire)

#### **About Ellie Scrivens**

Ellie is a local singer-songwriter based in Gloucester and co-wrote the song *Photographs in the biscuit tin* with local businessman Mike Baylis.

#### **Contact for Age UK Gloucestershire:**

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