

A Guide to Age Friendly Communities in the North: People and Places 2020





"We hope that Lifetime Homes will lead the way for an inclusive design revolution for every aspect of our homes and interiors.....Inclusive design must become the mainstream...A lifetime neighbourhood is not just good for older people. It is a neighbourhood that works better for everyone because it is underpinned by the principles of inclusive design...Good design works well for people of all ages, but for those with mobility problems or with sensory or cognitive impairments it can make the difference between social exclusion and independent living.....Once business realises the massive and expanding market for inclusive design, then it will become the standard that everyone demands".

Lifetime Homes, Lifetime Neighbourhoods (CLG 2008)

"The population of Tees Valley is currently forecast to grow for the first time in 30 years. The greatest single increase is in the over 75 age group, followed by the 60-74s. The economically active age groups are however still in decline. The changing demographics will undoubtedly affect both the need and demand for homes. It is important that our strategies and action plans recognise this and plan accordingly."

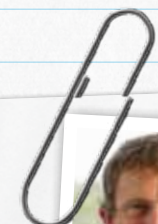
Jim Johnson, Director, Tees Valley Living

"This research makes a powerful case for any organisation that truly believes that it should be working today to provide a legacy for the future to follow the principles of inclusive design in how it works and what it delivers. Through providing evidence and insights into how we can get there it serves as a valuable resource in helping us all to think differently about how we really create age friendly communities into the future."

Bob Taylor, Chief Executive Officer, Knowsley Housing Trust

"Putting principles into practice is not easy but we gave it a go. And it worked! We changed our thinking. We designed for us not them, for a home not hospital look and gave attention to every detail. Without any extra cost. It's only a start and we all need to get started"

Sue Lewis, Head of Supported Housing Services, Pennine Housing 2000



Mark Davis,
Special Projects Director,
Keepmoat

"We are delighted to sponsor The Age Friendly Communities in the North: People and Places 2020 initiative, which looks at how neighbourhoods and services can better reflect the needs of older people."

Along with other supporters of the project, we believe communities should be inclusive and meet the needs of the ageing population.

The reason for this is clear. As a country, we are getting older. Last year, for the first time, there were more pensioners in Britain than people aged under 16. By 2040, the pensioner number is set to increase to around 15 million.

This is reflected in our current work, which includes some of the most ground-breaking Extra Care and older people's housing developments in the sector.

This work cannot exist as a 'bolt on' to building stronger communities. The way we build and think about housing for older people simply has to change if the long-term needs of our local communities are to be met.

We are passionate about making a difference and see this kind of quality research as essential to informing and creating an inclusive place shaping agenda for all."

Mark Davis, Special Projects Director, Keepmoat



Grant Shapps,
Shadow Minister for
Housing and Planning

"The ageing agenda is enormously important. We're all living longer. It's going up incredibly quickly - every decade people are living a year or so more, so not to think of a plan would be foolish. I think this is one of the most important things we should be doing as a society. Initiatives like the Age Friendly Communities (project) are enormously important because what we have to do at this point, now, is not wait until we find we've run out of time but actually start preparing for a much older population and start working out how we're going to live, how we're going to keep our health and our housing in order, and I think that's why this is one of the most important projects going on at the moment."

Grant Shapps MP,
Shadow Minister for Housing and Planning,
September 2009



	Page
Introduction	1
The reason why!	3
Key Message Definitions	4
Key Messages: Approach	5-6
Health	7-8
Navigation	9-10
Access	11-12
Safety	13-14
Seating and Street Furniture	15-16
Ideas and aspirations	17-18
Moving Forward	19-20
Useful Publications	21-22



Easy to get around?

'An age friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capabilities.'

Age Friendly Cities, World Health Organisation

What does age friendly mean?

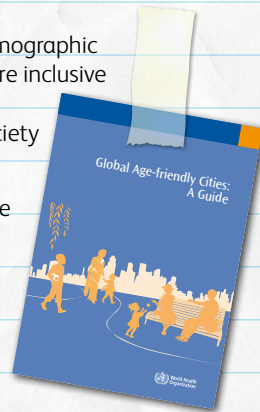
Age friendly is not just about creating places and neighbourhoods which are appropriate for elderly people but ones that are inclusive of all members of the community.

A number of national and international policy documents, alongside the demographic challenge of an ageing society, have focussed our minds on the need for more inclusive communities, including Global Age-friendly Cities: A Guide; Lifetime Homes, Lifetime Neighbourhoods - A National Strategy for Housing in an Ageing Society and Building a Society for All Ages.

Engaging with the policy debates is one aspect - but the far greater challenge is **translating this policy into practice**, enabling us to shape and deliver services and products that are truly inclusive, effective and sustainable.

For these reasons, Northern Housing Consortium embarked upon a two year project involving comprehensive consultation with members of the public, housing providers and strategic authorities to help refine our thinking around what an "age friendly community" would look like in the North – and how would we make this vision a reality.

This publication is the compilation of our project findings. Building on our earlier reports, it sets out to stimulate debate, create opportunities for innovative thinking and hopefully acts as a useful guidebook to challenge ourselves and the way we work.



International Learning Note

In Japan, children would traditionally live with their parents when the parents became old and required some type of care. However, this culture is changing with 45% of older people living with their son and his wife in 1983, compared to 2003 when the percentage of older people living with their son and his wife reduced to 15%. In view of these life style changes, the Japanese Ministry of Housing, Infrastructure and Transport has shifted its housing policies to focus more on helping older people remain independent in their own homes.

Japan is leading the way on technological developments that transform the ageing experience, fuelling a senior technology market worth more than \$1 billion. Japan is gearing up to meet the challenges of the age friendly society by developing new technology to enable people to live independently and improve the quality of life of older and disabled people. Businesses are rolling out everything from easy access cars and automatic washing/drying toilets to robots that dispense drugs and provide interaction to reduce dementia-related cognitive decline.

In Japan, 'Robot' suits or powered suits that support disabled or elderly individuals in their physical activities are now under development. One type of powered suit is designed to be worn by people who have difficulty walking or performing actions such as standing up or sitting down. These suits work by

supplementing the wearer's own physical strength and can be used for everyday activities such as walking or for rehabilitation. Another type of powered suit is designed to be worn by caregivers, boosting their strength to help them perform physical tasks, such as lifting the people they care for.



A consortium of Japanese researchers and companies including Tokyo University, Toyota, Olympus, Sega, Toppan Printing, Fujitsu, Matsushita (Panasonic) and Mitsubishi have launched a long term joint research project to develop next generation robot and information technology aimed at supporting Japan's ageing population. Over the next 10 to 15 years, the group (known as CIRT) aims to help develop 11 robots that will, among other things, assist the elderly with housework and serve as personal transportation capable of replacing the automobile. The project goals include developing robots capable of tidying up rooms, robots capable of making beds, robots capable of lifting/carrying older people and developing robots that can arrange products on supermarket shelves, fold laundry and perform heavy duty cleaning.

The reason why!

Some may ask - what is wrong with how we do things now and won't we be spending an awful lot of money making changes?

Inclusive design definition:

Inclusive Design is neither a new genre of design, nor a separate specialism. It is a process driven by designers and industry to ensure that products and services address the needs of the widest possible audience, regardless of age or ability.

Inclusive Design Education Resource

We passionately believe that neighbourhoods, homes and services should follow the principles of 'inclusive design' because:

- ➔ Inclusive design places people at the heart of designing services and places
- ➔ Inclusive design acknowledges diversity and difference
- ➔ Inclusive design offers choice
- ➔ Inclusive design provides flexibility in use
- ➔ Inclusive design provides places and services which are easy to access and enjoyable to use

Delivering sustainable communities, promoting involvement, and providing enabling environments that promote opportunity and independence are at the heart of our aspirations as a housing sector, which mesh perfectly with the principles of inclusive design.

Localism and place making are key policy drivers for the coming years and the proposals we put forward in this publication will help you embed localism and turn place making from theory to reality.

And will this cost more?

Not necessarily so! More effective design can mean more people are able to access your services for longer. Especially important as we know that in the next 20 years, the number of people reaching pensionable age will have risen by almost 150%.

Northern Housing Consortium engaged in consultation with over 400 people of all ages to ascertain their thoughts on some of the principles of an age friendly community. Northern Architecture then carried out three intensive, creative workshops with members of the Elders Council of Newcastle and residents of Old Fold, Felling to further explore ideas relating to age friendly communities. The workshops involved discussion and debate, photography, site visits, prioritising and problem solving exercises. The following pages outline a range of findings, ideas and recommendations taken directly from what older people told us during the workshops. Strong themes and lines of enquiry emerged throughout the workshops and to reinforce this, we have presented the findings under the following headings:

Key

-  **Approach** How can we achieve our goal of making neighbourhoods and communities more age-friendly and involve local people of all ages more effectively? Do we need to try different approaches?
-  **Health** Can the way we design and manage our neighbourhoods and work with residents support better physical health and mental wellbeing?
-  **Navigation** Can we make places where residents and visitors can easily find their way round and don't cause confusion?
-  **Access** What really makes a difference to older people's ability and confidence to leave the house and access their neighbourhood services and social opportunities?
-  **Safety** How can design, management and community participation help to create a safer neighbourhood environment?
-  **Seating and Street furniture** Can the inclusion of well-designed seating and street furniture in the right places, make a neighbourhood more age-friendly?
-  **Ideas and aspirations** How might the more imaginative use of technology and practices create age-friendly environments by 2020?



Approach

Approach



How can we achieve our goal of making neighbourhoods more age-friendly and involve people more effectively?

Do we need to try different approaches?

Aim

To develop new and innovative local approaches to decision-making and neighbourhood management by involving people more effectively. By 2020, residents of all ages will be helping to address local needs at a neighbourhood level by making decisions about how the needs of their community can be met and taking action. Common sense will come before bureaucracy.

Try

- Identifying a small site and asking residents to lead on the creation of a community garden or vegetable plot
- Working with voluntary sector, charitable and arts organisations that can help coordinate projects and activities and help residents to take an active role and access resources and funding.
- Asking residents to lead neighbourhood walks and street picnics to help build up a clearer picture of how the neighbourhood works from a range of perspectives. Take photos, discuss ideas, ask what people value and audit and identify problems.
- Setting up a time-bank scheme where residents of all ages can offer and exchange their skills and support.



How can we get there?

Action. Small, neighbourhood interventions can demonstrate that change is happening and draw more people into the process. Vast, sweeping change can be inappropriate, threatening and confusing. Where possible make changes incrementally.

Opportunities for intergenerational work and volunteering need to be supported so that neighbourhoods have the chance to work together. The experience, enthusiasm and volunteering capacity of older people is a key asset and skills exchange and social contact between the generations give older people a valuable role to play.

Visibility of older people in the community and their relationships with the rest of the community is important. Stimulate more opportunities for older people and this will strengthen confidence and break down perceived fear and barriers to getting out and about.



Engage with intergenerational working groups

"An age-friendly community in 2020 will have a neighbourhood centre where residents of all ages can meet, and which will provide a hub for access to activities and supportive services"
Consultation participants



Health

Health



Can the way we design and manage our neighbourhoods and work with residents support better physical health and mental wellbeing?

Aim

To maximise opportunities for friendship, pleasure, relaxation, enjoyment, social and support networks and physical activity by creating an interesting, well designed and functioning public realm. Mental wellbeing is as great a priority for older people as physical health. Older people often accept that they will have to face some degree of physical ill health but if we can provide neighbourhoods that nurture a positive outlook, then residents will be better able to cope and overcome health issues.

How can we get there?

Outdoor spaces should be safe, pleasant, interesting, green and well managed. Physical and mental health are improved by activity and contact with the natural environment. Encourage natural surveillance by ensuring that housing overlooks public spaces. Lighting should be well considered and maintained. Seating should be visible, comfortable and arranged sociably. Planting should not create hidden spaces or block important sightlines and should be well managed.

Neighbourhood routes should be easy to follow and find. Prioritise the pedestrian, wheelchair user and buggy pusher and be free of obstacles and confusing surfacing. Provide clear cycle paths that do not compete or conflict with pedestrian routes and provide plenty of opportunities for rest. Consider pedestrian sightlines and design active frontages at street level to avoid blank walls and 'tunnel' effects.

Imaginative uses. Consider whether any public space could be more useful, productive or fun with the inclusion of outdoor gyms, opportunities for play, the introduction of a variety of elements and textures such as water, sand, stone, grass. Vegetable plots are great for people who want to garden, teach others to garden and grow food, but may no longer want to maintain a garden of their own.

Try

- Temporary interventions in public spaces, such as a cinema screen, a beach or lawn or bowling green. Try out residents' ideas, see how people respond and see how perceptions of a space can change.
- Installing bird boxes and feeders to encourage wildlife. Birdsong is a particularly welcome and uplifting sound in urban neighbourhoods. You could also ask a primary school to observe and record any resulting patterns and changes.
- To find out what experience and skills are held by older residents and develop opportunities for them to be used and passed on.
- Supporting residents to set up an outdoor café where tea, coffee and a comfy seat can be exchanged for some conversation about how the neighbourhood's shared spaces could be better used or improved.
- Establishing a partnership with the health authority to maximise opportunities to link with health promotion initiatives.



"Elderly people may have physical problems, but they have brains that function and many years of valuable experience!"
Consultation participants



Navigation

Navigation



Can we make places where residents and visitors can easily find their way round and don't cause confusion?

Aim

To create neighbourhoods with character, where the street layout is easy to understand. Large-scale redevelopment can cause confusion and be disorientating especially for older people moving to a new area or if landmarks and views are lost and the same housing type is used in quantity. Good design makes it possible to identify a building's use and it should be clear and simple how to get in and out. Routes and pathways and crossings should respond to people's natural patterns of movement.

How can we get there?

Make use of existing features such as natural environments, landscape, historic buildings, views and sightlines and think about how the use of colour, textures and materials can create clearly defined and recognisable zones. Create focal points, make use of existing landmarks, activate street level with windows and doorways and give consideration to the quality and design of lighting and street furniture. This should ease the need for lots of signage.

Be consistent with the use of symbols, signage and access surfacing to avoid confusion. Think about the positioning of signs, they should be visible, not obscured. Maintain signage so that it can be read easily and change or remove signs that are out of date or obsolete.

Make buildings that can be recognised for their use and are inviting and accessible. Where buildings have a change of use, consider a variety of ways to make this clear. Create visible and logical and welcoming entrances and kiosks for buildings, housing and services.

Try

- Involving a team of residents in a neighbourhood audit to identify confusing, unclear or obsolete signage and places where signage or the opening up of views might aid navigation.
- Swapping audit teams from different neighbourhoods to gain an insight into how a visitor experiences the neighbourhood.
- Asking young people to coordinate a project that uses simple GPS technology (sat nav) to map and analyse residents' patterns of movement. This will help identify ways that navigation could be supported such as new pathways, crossings or lighting. A Geography or Design Technology teacher might want to support this.
- Using the same methods to identify housing blocks and public buildings that could benefit from their entrances being reorientated, opened up or made more visible and welcoming.
- Ensuring that new schemes have a well-structured layout and respond to their context.



The Sage Gateshead - a public building that is fully inclusive and accessible for all. Winner of the 2005 RIBA Inclusive Design Award for Inclusive Building of the Year. The award celebrates inclusivity in building design, and demonstrates that good design results in environments that are safe, convenient and enjoyable to use by people, regardless of disability, age or gender.

Access was key to the design approach, and from the outset, Gateshead Council demonstrated a genuine commitment to inclusion. The council appointed as access consultant David Burdus, who worked on the project from inception to completion, and The Sage Gateshead Access Panel was established in 2000 to ensure disabled people's input into the design process.

Access

Access



What really makes a difference to older people's ability and confidence to leave the house and access their neighbourhood services and social opportunities?

Aim

To create neighbourhood environments where getting out and about is made easy and enjoyable. A good quality, well-designed neighbourhood can give older people the confidence and support to continue to live independently for longer by aiding access to services and opportunities to engage in community life.

How can we get there?

Neighbourhoods need to be well connected to and serviced by public transport networks. These should also be supported by community transport schemes. Think in practical and logical terms about the position of bus stops and road crossings and access to stations. For example, think about whether people can SEE the bus coming round a corner or bend in the road with enough time to read the number and hail it. Do road crossings correspond with people's lines of movement?

Provide enough time for pedestrians to cross the road. The 'Green Man' should stay on for longer to minimise apprehension and improve safety when crossing roads. Provide opportunities for rest, accessible toilets, bus shelters with seating and up to date, well-lit and visible information. Wider pathways to accommodate a wider variety of needs, think about wheelchair, guide-dog, walking frame and walking stick use as well as buggy pushing.

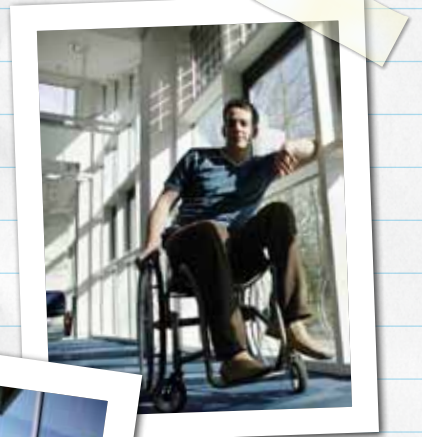
Maintain surfacing, paving, pathways and planting. Avoid street-clutter and obstacles by designing for refuse and recycling and providing good parking solutions. Consider the variety of ways of making curbs, steps and level changes easier to negotiate and where one solution cannot fit all needs, provide a choice.

"By 2020... A calm assurance that I'll be able to catch a reliable, friendly bus which will stop when I ask it to and will wait for me to get up from my seat before the exit doors are shut again - what a dream."

Consultation participants

Try

- Developing partnerships with the local authority's highways and street cleaning and neighbourhood management teams and transport providers to work towards small changes that could make a big difference to residents, for example, awareness training for bus drivers.
- Supporting residents to set up and run a community transport schemes.
- Working with residents, particularly those with access requirements and their carers and families to identify and better understand the barriers that they face that are specific to their neighbourhood.
- Ensuring that developers follow inclusive design principles for new schemes.

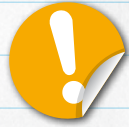


Clearly sign post access points



Safety

Safety



How can design, management and community participation help to create a safer neighbourhood environment?

Aim

To demand that the design of new neighbourhoods and shared spaces and regeneration processes help to create secure and safe environments. Anxiety about safety can sometimes be a product of perception emphasised by the media. Work towards creating more social contact across generations and greater population of the public realm to help break down fears and feelings of being unsafe.

How can we get there?

Positive neighbourhood stories should counteract some of the negativity in the media and help challenge perceptions, help people feel proud of their community and more confident to go out thereby generating more activity, encouraging natural surveillance and population of neighbourhood spaces.

Follow guidelines on how to make environments safer by design. Housing should overlook public places and pedestrian routes. Make sure that housing and road and pathway layouts don't create blank walls, tunnel effects and blind corners. Planting or walling along pedestrian routes should not extend above a child's sightline. Try to provide alternative solutions to pedestrian underpasses and ensure that shrubs and planting don't create hidden spaces along pathways or behind seating.

Apply common sense approaches to safety that are most appropriate for the neighbourhood and look at what works well in similar places. Think about Home Zones, planting, greening and lighting back alleys, traffic calming techniques and parking solutions. Don't make people cross dangerous roads to get to a bus stop. Place buttons for crossings set back from the road edge and on a flat surface.

Try

- Inviting local people to train up intergenerational teams to participate in a range of social activities, for example a Nintendo Wii® tournament.
- Inviting residents to show you the places where they feel safe and unsafe in the neighbourhood and why. Identify hazards and accident black spots - there may be simple and immediate solutions for some of these as well as providing valuable insight to inform longer-term plans.
- Supporting other resident-led initiatives that help generate positive news and participation.
- Piloting a resident-produced newsletter, radio station or podcast to celebrate good news stories. This could be supported in partnership with entry to employment training and adult and family learning schemes.



Seating and Street furniture

Seating and Street furniture



Can the inclusion of well-designed seating and street furniture, in the right place, make a neighbourhood more age-friendly?

Aim

To provide seating and street furniture that provides delight and purpose. Good seating and street furniture enables people to spend more time out of the house, rest, relax, eat and recoup energy; watch the world go by; be seen by others, have conversations, soak up some sunshine ... If the position, quantity, placing, height and design is well considered it greatly contributes to functionality and provides an invaluable asset of the public realm.

How can we get there?

Provide seating at key locations including parks and public spaces, bus stops and at intervals along pedestrian routes between homes and amenities. Think creatively; where space is minimal, are there opportunities to provide flip-down or pull-out seats? Encourage local businesses and services to provide seating on their premises.

Consider position, design and materials. Consider a variety of configurations and positions for seats to make the most of views, opportunities for social contact, sunshine and shelter. Seating should have back support and arm rests to make it easier to manoeuvre out of them. Likewise, look at the height and angle, it can be difficult to get out of low, sloping seats. Metal can be cold and uncomfortable. Can the design encourage rainwater to run off?

Function over style. Practical, well-designed and functional street furniture such as lighting, bins, railings and seats can also be beautiful and contribute to a sense of place but don't add these things for decoration. Art work can be a valuable asset but has the potential to be contentious and added arbitrarily. Work closely with residents and public art specialists to achieve meaningful and appropriate outcomes.

Try

- Taking indoor chairs out onto the street, key routes and public spaces on a busy week day and see how and where they are used to build up a picture of the places where the addition of seating would be beneficial.
- Involving artists, designers and craftspeople in the design of the public realm and production of functional street furniture.
- Inviting residents to work with public art specialists to commission temporary artworks, which allow residents to explore what works for their neighbourhood.
- Involving residents in mapping sun-traps, views and good places to watch the world go by to identify focal points for additions and improvements.
- Developing partnerships with transport providers to advocate for bus shelter and seating provision.

Suitable, well placed outdoor seating



"By 2020.... walking round a congenial neighbourhood centre with plenty of seats and a lot to see"
Consultation participants

Ideas and aspirations

Ideas and aspirations



How can the imaginative use of technology and practices create age-friendly environments by 2020?

Aim

To be ambitious and not lose sight of a vision for the future. Maximise opportunities and push the boundaries in the use of advances in technology to provide imaginative solutions and support a better quality of life.

What might we imagine for 2020?

Responsive environments. As we pass through the neighbourhood, Kerbs drop, pathways, seats and signs are illuminated and seating and handrails unfold in response to our movements and requests. Outdoor travellers, escalators and stair-lifts propel us up steep lopes and over long distances. Seats are heated in cold weather and under-floor heating in pavements prevents falls on icy surfaces.

Sustainable places. Assistive technologies, IT, lighting and heating is only used when and where it is needed and the energy needed to power these is generated by renewables (including through the use of the local outdoor and indoor gym).

Connected people. GPS technology tells us where the bus is in relation to our house and we can hail the bus electronically so it knows we are waiting. A pendant round our neck gives us access to information about where we are and where our friends are and this allows others to check that we are safe. Local information and communication between neighbours is facilitated through our TV screens.



Wakamaru, Japanese Domestic Robot, in February 2003 Mitsubishi Heavy Industries unveiled the prototype of a humanoid robot called Wakamaru, which it is developing for elderly people and others living alone.

The 1.2 meter tall robot relies on wheels to move about. It has a fish eye lens on its head, with which it determines its location, and it uses a sensor to calculate the distance between itself and people and objects while moving about the house. It runs on a battery, and when its power runs low, it returns to the recharging unit on its own.

Wakamaru is capable of recognizing the faces of up to 10 different people. It also has the ability to recognize about 10,000 words and can make simple everyday conversation. It can also contact family members living elsewhere when the owner's activity is out of the ordinary, such as the person spending a very long time in the bath or not responding when spoken to.

Try

- ➔ Looking for opportunities to introduce or trial responsive and assistive technologies to support access and safety, for example for lighting, heating and audio information.
- ➔ Developing partnerships with academic research centres and keep abreast of the latest advances and thinking and take up opportunities to trial new products and approaches.
- ➔ Maintaining the dialogue with and involvement of residents as a better understanding of their needs and experiences increases the likelihood of finding the most useful and helpful solutions.
- ➔ Inviting residents to visit other neighbourhoods where new and assistive technologies or systems have been put in place to assess their value and effectiveness.
- ➔ Supporting skills exchanges and training between generations to give older people more confidence and support to effectively use helpful new technologies as and when they are introduced.



Telehealth Intelligent Toilet, Japan integrates telehealth devices into everyday objects. This has been jointly developed by Daiwa House Industry Co Ltd. and Toto Ltd.

The toilet can measure the user's blood pressure, weight, body fat, and urine sugar level. While the user sits on the toilet, one of the devices gauges the urine sugar level, and another device built into a counter beside the toilet bowl measures blood pressure.

After the user gets off the toilet, a scale built into the floor measures their weight, while body fat is measured by a device built into the sink basin after the user washes their hands.



Moving forward

What do we need to do – a check list for action

Throughout the project we've identified key challenges that we face in making the age friendly vision a reality.

- Understanding our communities
- Shaping delivery more effectively
- Measuring the impact of our decisions

Understanding our communities

Shaping excellent services and neighbourhoods is dependent on having a robust understanding of your customers, their needs and their aspirations.

Have you

- Looked at the demographic changes facing your locality in the next 20 years - how many over 65s will you have, what percentage of your population will be over 80 or under 18?
- Reviewed your customer profile information?
- Undertaken a neighbourhood audit - do you regularly measure the vitality of your neighbourhoods?
- Challenged your engagement with hard to reach and vulnerable members of the community?
- Engaged with other partners-
 - with Health and Social Care through the Joint Strategic Needs Assessment process?
 - with education through children, youth and family support services, and promoting intergenerational practices.
 - with economic development through raising awareness of the age friendly vision and generate ideas for community action.
- Invite planners, designers and other professionals to community consultations, so they can hear the views from a resident's perspective.

More effective delivery

Effective delivery is shaped by shared understanding and vision.

- Do you have a strong leader who is able to champion this agenda and articulate your shared vision?
- Develop your culture to encourage staff and stakeholders to operate in person centred approach - allowing people to take control and better manage risk.
- Challenge how effective your partnerships are - internally and externally. Do you have a shared vision?
- How can you build capacity and empower your communities to lead this debate?
- Have you identified and aligned resource streams - both capital and revenue? Current economic climate will require us to do more with less
- Undertake cost benefit analysis of delivering on the lifetime homes standard - do we know the true economic value of inclusive design?
- Build an evidence base of best practice exemplars
- Review your strategies to future proof your business and services
- Create markets for inclusive design products - for example aids, adaptations and assistive technology. Change the marketplace - don't fit round it.
- Focus on outcomes not outputs - shift culture and steer away from targets and outputs. The first question should be - what does this mean for customers and what difference will it make to people's lives?
- Integrate new and existing specialist housing with the wider community - deliver services which support independent living, social inclusion and intergenerational activity.

Impact

- Take a holistic approach and focus on 'place' and 'people' - neighbourhoods and wellbeing. Invest in place and the public realm.
- Understand the value of investment in good design and embed this into the planning system
- Measure the impact of our interventions - in terms of outcomes and demonstrate the savings produced for other sectors - healthcare, social care.

Moving forward



USEFUL PUBLICATIONS:

	Audit Commission Don't Stop Me Now: Preparing for An Ageing Population	July 2008
	CABE Future Health; sustainable places for health and well-being Homes for our old age: Independent living by design This way to better residential streets Delivering great places to live: building for life Inclusion by design: equality, diversity and the built environment	November 2009 September 2009 April 2009 November 2008 November 2008
	Communities and Local Government Transforming Places; changing lives Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society	July 2008 February 2008
	Department of Health New Horizons Towards a Shared Vision for Mental Health Living well with dementia: A National Dementia Strategy Safeguarding Adults: A Consultation on the Review of the 'No Secrets' Guidance Our health, our care, our say: a new direction for community services Independence, Well-being and Choice : Our vision for the future of social care for adults in England	August 2009 February 2009 October 2008 January 2006 March 2005
	Department for Work & Pensions Empowering Engagement: a stronger voice for older people Commission for Social Care Inspection The State of Social Care in England 2007-08 All Party Parliamentary Local Government Group Never Too Late for Living Inquiry into services for older people	February 2009 January 2008 July 2008
	Government Equalities Office The Equality Bill	April 2009
	HM Government Shaping the Future of Care Together Building a Society for All Ages World Class Places- the Governments strategy for improving quality of place Putting People First: A shared vision and commitment to the transformation of Adult Social Care	July 2009 July 2009 May 2009 December 2007



Ippr
Getting on: well-being in later life
December 2009



Office for Disability Issues
Independent Living:
A cross-government strategy about independent living for disabled people
March 2008



World Health Organisation
Global age-friendly cities: a guide
October 2007

NHC PUBLICATIONS

Joint Strategic Needs Assessment & Housing: A review of Northern approaches
Putting People First: A shared vision and commitment to the transformation of adult social care National Dementia Strategy Briefing
Inclusive Design: how a simple potato peeler can revolutionise your housing service
Mental Health & Housing – Initial Findings from the North East
Making Your Sheltered Housing Fit for Purpose – the challenge for sheltered housing providers
Age Friendly Communities in the North – Our Early Findings
Age Friendly Communities – International Learning Approaches
Living well with dementia: A National Dementia Strategy – Considerations for Housing Providers
Enabling Environments – feedback on the draft standards
Social Care Green Paper – Shaping the Future of Care Together
New Horizons Towards a Shared Vision for Mental Health

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