

events
2012



The Ageing Population - Turning the housing and care market on its head

Wednesday, 27th June 2012, York Racecourse

Supported by:



Older people are the fastest growing population group in the housing market:

- Older people are living longer and healthier lives, have growing aspirations and wish to remain in housing settings and out of long term care
- People over 65 control 80% of the country's wealth
- For some social landlords over 50% of the people they house are older people

Despite these statistics, planners, providers, developers and strategic housing are just beginning to get to grips with the implications. This conference will look to the future for housing, care and support services and examine what needs to happen to support delivery and feature good practice examples.

The conference will explore the key issues:

- How the ageing population will drive the housing market over the next decade and beyond
- The potential of housing based provision to shift the balance away from long term care
- How to develop buildings and services at a time when public funding is being cut back
- Creating the planning environment for new development across all tenure

Who should attend?

The conference is aimed at:

- Local authority planners & housing strategy teams
- Adult social care and health commissioners
- Specialist and general needs providers
- Social and private sector developers

Continuing Professional Development (CPD)

Delegates will be able to record four Continuing Professional Development hours for attending this conference.

- 09.30 Registration and refreshments**
- 10.15 Chair's welcome and introduction**
Jeremy Porteus, Director, Housing LIN
- 10.25 The ageing of the population and implications for the housing and care market: policy and consumer context**
Peter Fletcher, Managing Director, Peter Fletcher Associates
Vera Bolter, Elders Council Newcastle and Member Housing our Ageing Population Panel (HAPPI)
- This session will cover:
- implications of an ageing population for the housing and care market
 - the national policy agenda
 - the changing aspirations of older people
 - how the housing and care market needs to respond – from a welfare to a citizen approach
 - learning from the HAPPI report
- 11.00 Older people as a driver for reshaping the housing and care markets**
Neil Revely, Executive Director of Health, Housing and Adult Services, Sunderland City Council
- This session will cover:
- the growing older population as a driver for the mainstream housing market
 - re-balancing the social care market from crisis to prevention
 - shifting the balance away from long-term care – the housing dimension
 - meeting specialist needs
 - promoting health and well-being – developing services and networks to support older people at home
- 11.30 Refreshments**
- 11.50 Professional practice sessions**
- A. Eden Independent Living – a partnership preventative initiative for older people in Eden**
Caroline Greenhalgh, Assistant Director, Eden Housing Association
Heather Tarney, Care Manager, Eden County Care
- This session will cover:
- the local policy and funding context in Cumbria
 - re-thinking the housing association role and strategy in relation to older people
 - Eden Independent Living - developing a local whole system preventative and partnership approach for the older population

B. Housing information advice for older people – learning from First Stop

John Galvin, Director, First Stop

Moyra Riseborough, Riseborough Research and Consulting

Claire Matthews, Mears Navigator Service

This session will cover:

- the importance of housing information and advice in supporting independence for older people
- the role of First Stop as a national information and advice service
- the interface with information and advice services at a local level
- local case study initiative on developing information and advice at a local level
- lessons for other areas

C. Delivering Assisted Living Lifestyles at Scale

Alyson Bell, Care Services Manager, Your Homes Newcastle

This session will cover:

- details of the North East bid for a share of an £18M investment from the Telecare Strategy Board & National Institute for Health Research
- plans for more than 10,000 users across the region and the development and delivery of assisted living technologies and services at a scale and cost to enable independent living
- the aim of unlocking new markets in social innovation, promote wellbeing and provide top quality health and care
- growing the assisted living sector and position UK companies to take advantage of increasing global demand

D. Toolkit for delivering older people's housing

Paul Teverson, Head of Public Affairs, McCarthy & Stone

Amy Swann, Policy Officer, National Housing Federation

This session will:

- outline the Older Person's Housing Toolkit due for publication in June
- highlight the key points from this industry-led guidance developed by National Housing Federation, McCarthy and Stone and other partners
- explore how local authorities can develop the evidence and plans needed to deliver a wide range of high quality housing for older people

13.10

Lunch

14.00 Getting planning strategy and systems right for developing housing for older people across all tenures

Robin Tetlow, Managing Director, Tetlow King Planning

This session will cover:

- the importance of planning policy in delivering housing for older people
- the current planning policy framework – how well is it working
- the challenges of achieving planning permission with particular reference to use class and affordable housing issues
- what needs to change for the future?

14.20 Using private investment to develop housing for older people

David Dent, Managing Director, Elliott Dent

This session will cover:

- why there is an appetite for private sector investment into older people housing
- how private sector investment can be used to fund the development of housing for older people
- examples of potential models with local authority, registered providers and care provider partners
- the platform for investment – public and private

14.40 Questions

15.15 Professional practice sessions

E. A commissioner perspective of older people's services

Mary McBride, Head of Strategy and Enabling Preston City Council

Sarah McCarthy, Commissioning Manager Lancashire County Council

This session will cover:

- adopting an Independent Living Strategy
- a review of older person's accommodation requirements to include aspirations of older people, identifying gaps in the market and resource requirements

F. Developing a major programme of extra care housing without public sector capital, across a large rural county

Juliette Daniel, North Yorkshire County Council

This session will cover:

- the provision of extra care services in North Yorkshire that are seen as a key element in delivering services over the next 15 years

- 'our future lives' policy that set out the Council's plans to replace its elderly persons homes with extra care housing; and a housing needs analysis that quantified extra care requirements to 2020
- adoption of an alternative delivery mechanism utilising land assets to achieve investment
- evidence base, procurement process, governance arrangements and the self financing model

G. Housing based models for people with dementia

Clare Hemming, Development Programme Manager, Housing 21

This session will cover:

- the National Dementia Strategy and the housing dimension
- the potential of housing based models as alternatives to long-term care
- learning from Housing 21's research and practice on the ground
- specialist dementia versus generic models of extra care for people with dementia
- supporting people with dementia at home

H. Housing, health and wellbeing and older people

Guy Cresswell, Director of Housing, Great Places Housing

Stephanie Harrison, Executive Director, Customer Services, Regenda Group

This session will cover:

- examples of housing association initiatives and collaborations to meet the needs and aspirations of older people
- developing a well-being offer for older people
- developing strategic partnerships with health and adult social care
- specialist services
- potential for the future

16.30

Close of conference

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Delegate fees

**Early booking discount:
book before 9th May 2012**

Northern Housing Consortium Member £219

£199

Non Member £269

£249

All delegate fees are shown excluding VAT.

How to book



Online

To book your delegate place at this event and to view our full terms & conditions and cancellation policy, please click below.

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0191 566 1000

Please note any telephone reservations are made on a provisional basis and must be confirmed in writing within 2 working days.

Contact us

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