

# Living Well


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#LivingWell

### Why we need an approach: the national context



**By 2048 One in Four people in the UK will be 65 or over**

Private Renters 65+ will double by 2046, becoming 12% of households in the age group




Local green space are ,and will continue to be, important to peoples wellbeing and housing choices.



Multi generational households will become more commonplace.

We need schemes & developments that mix older and younger people together



**"In the future there will be more older people and a higher proportion of those will be childless"**



## Why we need an approach: the regional context

Predicted falls for 65+ across Teesside will increase by 36% by 2045

2020 - 2045

There will be an estimated 51,532 65+ falls

Resulting in 8264 hospitalisations

"Dementia cases will increase across the next 25 years, eventually affecting 2% of 65+ in the North East"

### Key Challenges across Teesside now and in the future

Obesity



Hearing Loss



Cardiovascular Disease



## Why we need an approach: as a housing association

- We already house a lot of older people, not just in specialist schemes.
- We work in some challenging areas – needs are different.
- We have internal expertise and have developed strong partnerships.
- We can save money and resources for other core services like the NHS and social care.
- It makes sense and it a core part of our social purpose.



## And the timing has never been as good!

'Every decision about care should be a decision about housing'

- £300m to connect housing, health and care
- £210m for development of specialist housing
- £570m for DFG's
- Funding for innovation and digitisation
- Further White Paper due on integration



**People at the Heart of Care**

Adult Social Care Reform White Paper

## Living Well – our strategic vision

- We will grow our offer for customers who might need extra support to live independently by looking at innovative ways to use design and technology.
- We will enhance a sense of community that impacts on customers long term health and wellbeing and their ability to live fulfilling lives, thriving physically and mentally.
- Thirteen will be a leader in helping people to age better by enabling people to stay in their homes for as long as they want to and creating homes and communities that people aspire to age in.
- We will work with partners, local authorities, Homes England and other sectors to ensure we maximise funding and opportunities.



# Our approach

## Imagine if...

Imagine if Thirteen designs houses gardens and community spaces that promote good health and wellbeing

Imagine if there were thriving community groups that self support and opportunities for social interaction

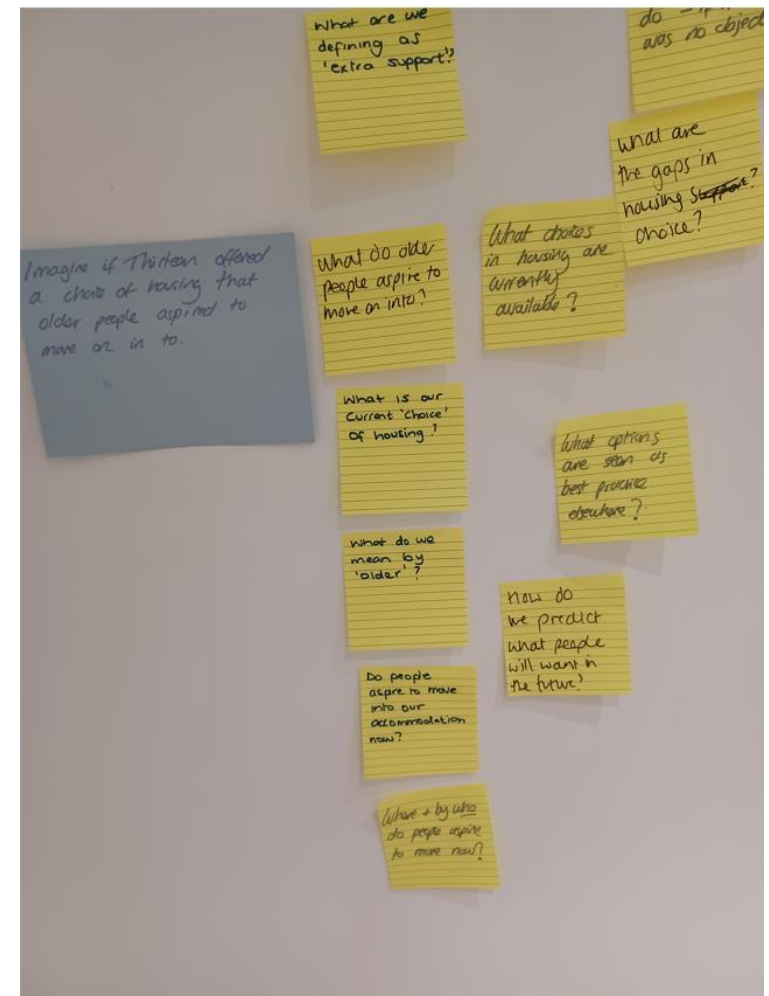
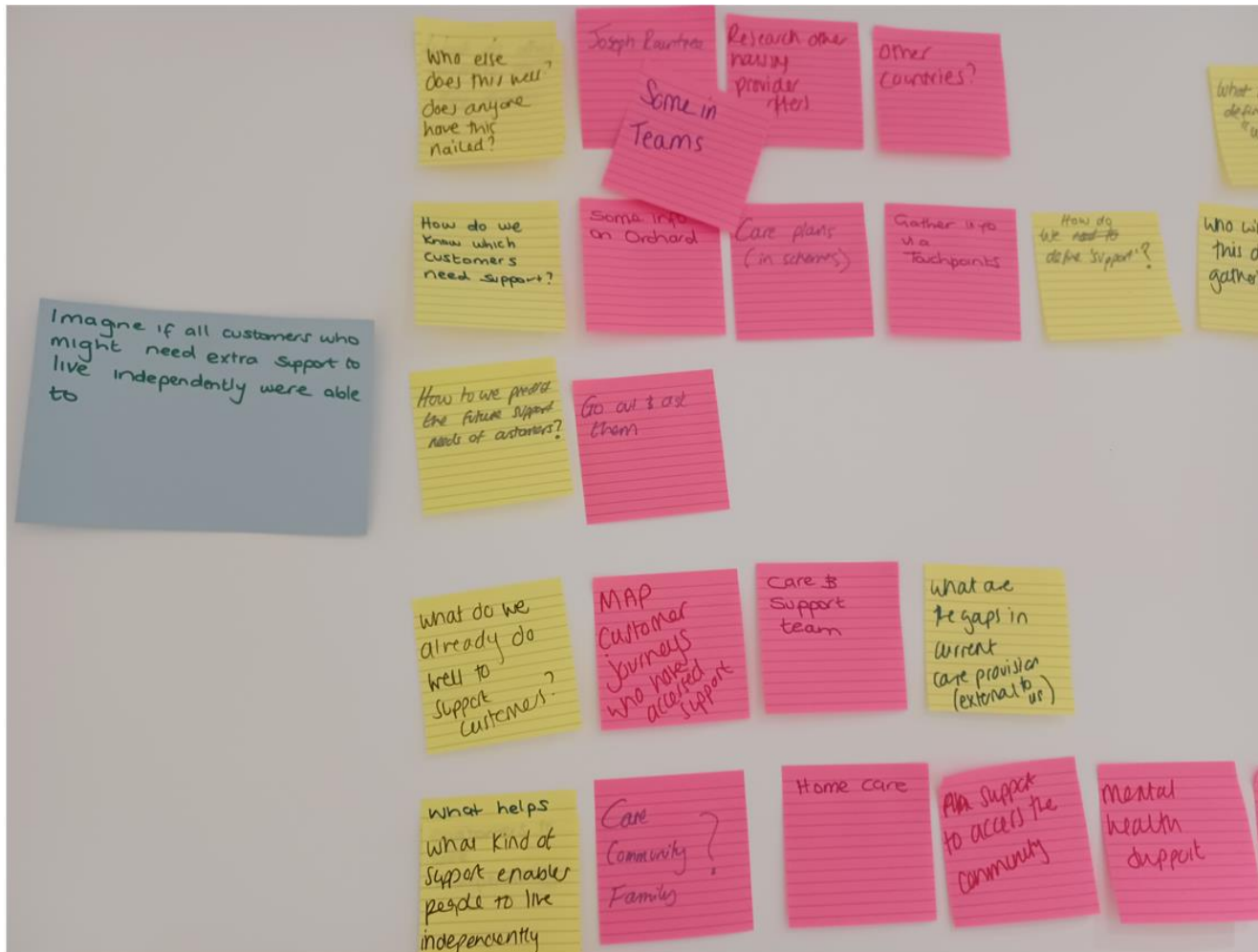
Imagine if all customers who might need extra support were able to access it

Imagine if Thirteen offered a choice of housing that older people aspired to move into

Imagine If we had the technology to support these things to happen



### So many questions:



- Lots of research to help us properly understand the context, nationally and locally.
- We didn't make any assumptions.
- We know we can't solve all of this.
- Research included in-depth conversations with our support staff, colleagues in NHS and social care, national and local experts and customers living in our supported schemes.
- Discovery phase concluded with over 100 colleagues and customers attending an 'exhibition' of the work and helping us to prioritise the next steps.





## What the discovery phase told us:

- It's not about age.
- The evidence suggests we should be exploring more intergenerational and multi-generational housing, close to or in town centres.
- The research indicated that 'what' people wanted to move into (for instance, a two bedroomed bungalow) was less important than 'where' the property was located.
- We need to do more to support tenants to engage in **activity which is meaningful to them**
- We need to do more to **prevent people falling over** and we need to better understand how we could support people living with **dementia**.
- Underpinning all of this was learning related to the need for **better data** about our tenants that would enable us to provide advice and support when their lives change, as well as exploring **how tech plays a part** in solving some of the problems we identified.



## The programme:

- Living Well is an over-arching programme of work.
- The action plan cuts across the organisation with different areas of the business leading the work.
- There was lots around our current service offer and how we improve this.
- Small fixes and bigger elements of service design.
- And lots of opportunities for growth, which the innovation team will lead us through.



# Next steps and co-design

## Next steps – key work strands

- Explore the opportunities to design intergenerational and multi-generational homes (inc. town centres)
- What can we do to prevent people falling over?
- How can we better support our customers living with dementia?
- How big is the digital divide and how does it impact on our customers?
- Explore the ‘missing voices’ – the older people whose voices aren’t heard or are under-represented in our customer groups.
- Explore the growth of our ATT & digital support services to improve customer access to tech and expand our offer.



## Next Steps – key work strands continued...

- How can we work more closely with health and social care, what are the opportunities for innovation? (new models of extra care)
- Explore the possibility and feasibility of providing a handyman service for customers (not necessarily us)
- Data, data, data!
- Growing the opportunities for engagement in meaningful activity for our customers as they age.





## Service design – a way to structure the co-design process

- A way of looking at the problem from the perspective of the customer.
- Creative ways for everyone's voice to be heard that enables shared decision making.
- Provides a road map so that activity has intent and moves forwards.
- Uses real life experiences and insights that facilitate drive the creative problem solving – not just choosing from a list of existing solutions.
- Requires engagement from people with lived experience.



## Problem



Get to the root of the problem

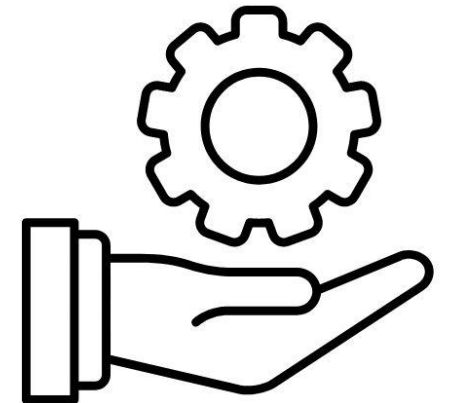
Collaborate with stakeholders (especially customers and front-line staff)

Design, prototype and test solutions (with customers and front-line staff)



Research how other people solved the problem

## Solution







Mavis - 76

How will I empty my kitchen? I can hardly breathe

I don't know what I'm going to do. I'm scared of going back to hospital

- Lives in a Thirteen one bedroom flat in Stockton
- Has COPD which is easily triggered
- Is currently being supported by a telephone befriender due to mental health. Recent stress triggered
- Physically unable to empty her own cupboards and has nowhere to store anything. Rex d falls
- Has a leaky toilet, but won't phone. Instead as last summer the call cost her £6 and she was out of pocket.

Judy 60

I don't want to be surrounded by old people

Tom 50

I don't want to be surrounded by old people

a room into a complex to prepare for older age

I want to live in a house



5/19

**61**

Explore how we can improve our offer to cater to customers with dementia

4/17

**62**

How do we improve our data to better understand customer need?

11/19

**33**

Explore new & innovative housing options including Inter / Multi Generational and town centre

Joint 2/1

**69**

Explore the demand and feasibility for a low cost handy person & repairs service for our customers

12/19

**31**

How do we better prevent falls and support our customers when they do fall over?

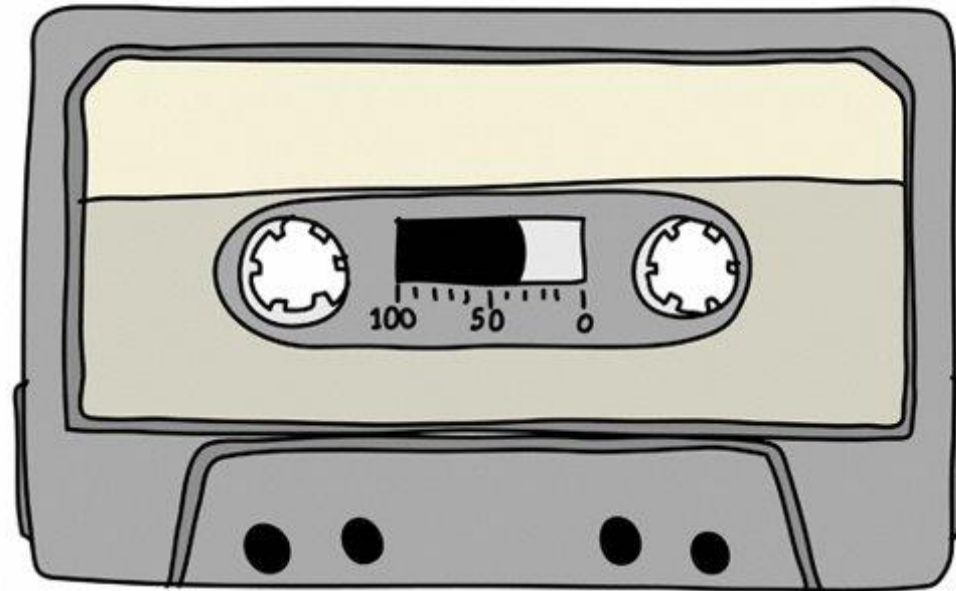
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**42**

How do we do more to connect with unheard customers and attract different client groups?



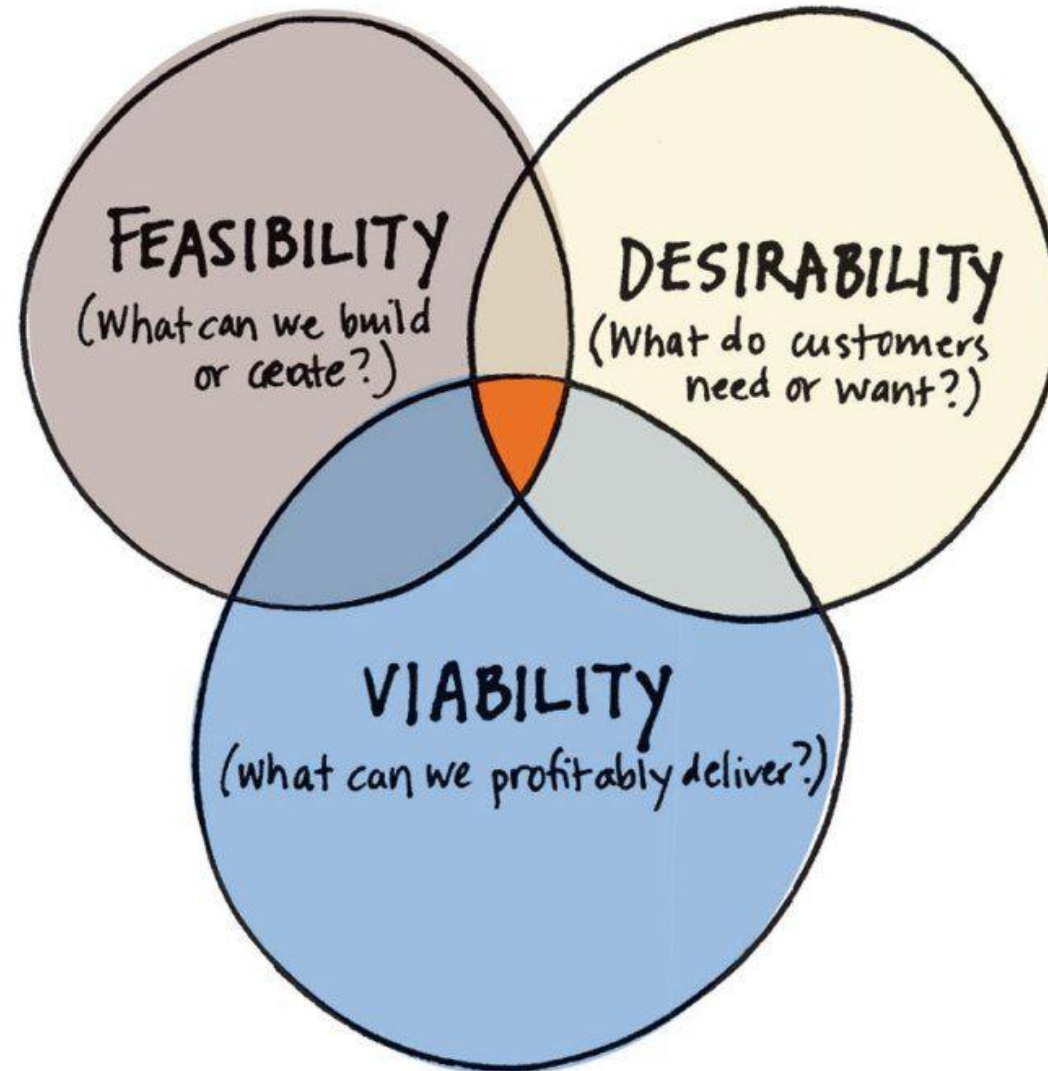
technology isn't an answer,



it's a tool.

@gapingvoid

## A reminder of the methodology



- Collaborative
- Evidence based
- Customer focused
- Bottom up
- Iterative



### In summary...

- The White Paper rightly puts a lot of emphasis on housing.
- Helping our customers to 'Live well' is a long-term task.
- This isn't just about how we deliver services now.
- Speaking and learning from those delivering and receiving services is key.
- Technology has a huge role to play, but isn't always part of the solution.
- Collaboration is key.
- Geographical area you're designing for is important.
- There isn't a quick win.



**Any questions?**

**You can follow Thirteen at:**

@Thirteen\_Group on Twitter

@Thirteen Group on LinkedIn

**You can also follow our innovation journey by following our Hi-lab pages:**

@hilab\_thirteen on twitter

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