

Findings and recommendations from Rightplace

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Rightplace – HAPPi Hour
Tuesday 12th July 2022, 4pm.

Finding the right place to grow older

Improving housing
choices for older
people where they live

Prof. Stefan White / Dr . Mark Hammond
Manchester School of Architecture

 Centre for
Ageing Better

 Manchester
Metropolitan
University

MANCHESTER SCHOOL
OF ARCHITECTURE

GMCA GREATER
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AUTHORITY

The Design for Life Agency

Collaborative design research
creating age inclusive homes,
neighbourhoods, and cities.

Our Mission

Transforming the lives of older
people by strengthening and
connecting community action,
strategic policy and local
planning.

Leading contributors

MANCHESTER SCHOOL
OF ARCHITECTURE



Working alongside



Bolton
at **Home**

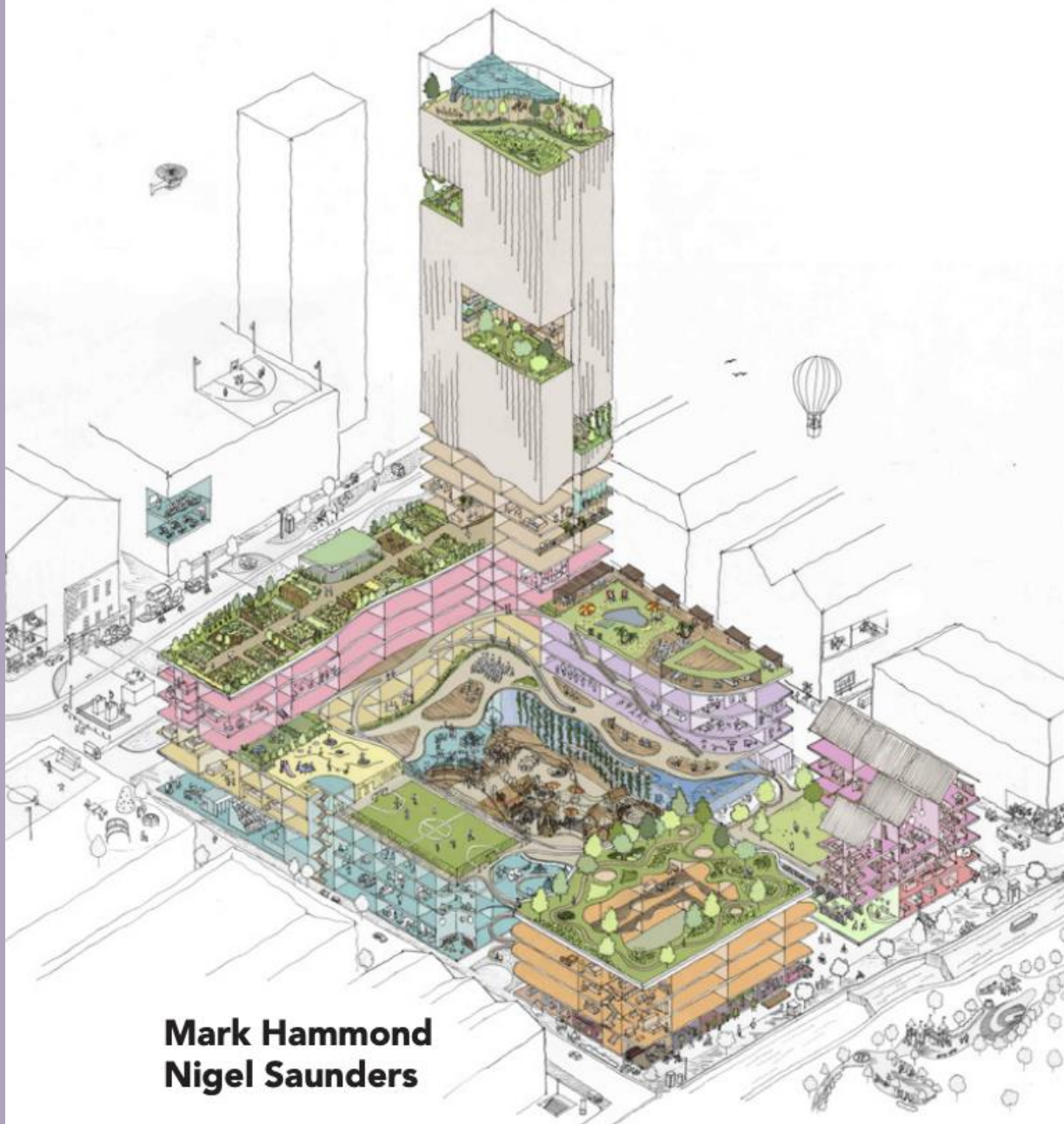


bruntwood



A Design for Life

/// Urban practices for an age-friendly city



Mark Hammond
Nigel Saunders

Our response: A Design for Life

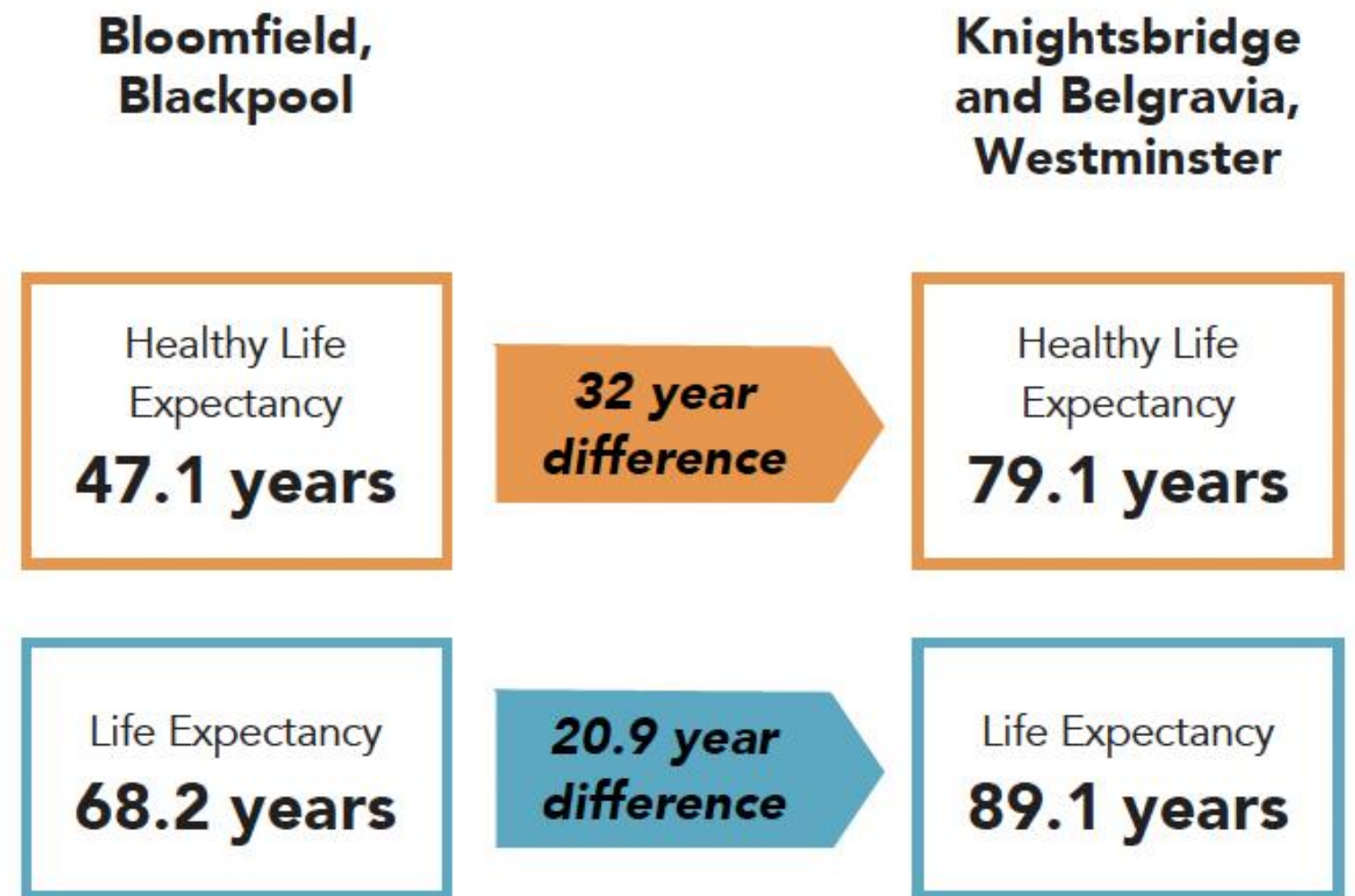
A Design For Life means valuing what makes life good. It's not about a place to live from birth until death, **it's about social life, cultural life, community life, family life, night life and all lives in between.**

Download our free ebook!

www.msa.ac.uk/ageing

Context: Ageing and Housing

- Older population is undergoing significant shift (mid and later life)
- Not just growing, but more diversity and more unequal, with changing expectations and circumstances.
- Ageism –a ‘blind spot’ for many professional (and society as a whole)



Source: Office of National Statistics

Downsizing?

(Wrongly) assumes that the majority of older people who move locate to smaller properties.

Perpetuates ageist narratives of greedy older people 'under-occupying family homes'

'Encourage to downsize' rhetoric positions older people as the problem, and rarely acknowledge older people as having taste, aspiration or desire.

Rightsizing!

Understands that older people's choice to move (or not) are complex and individual

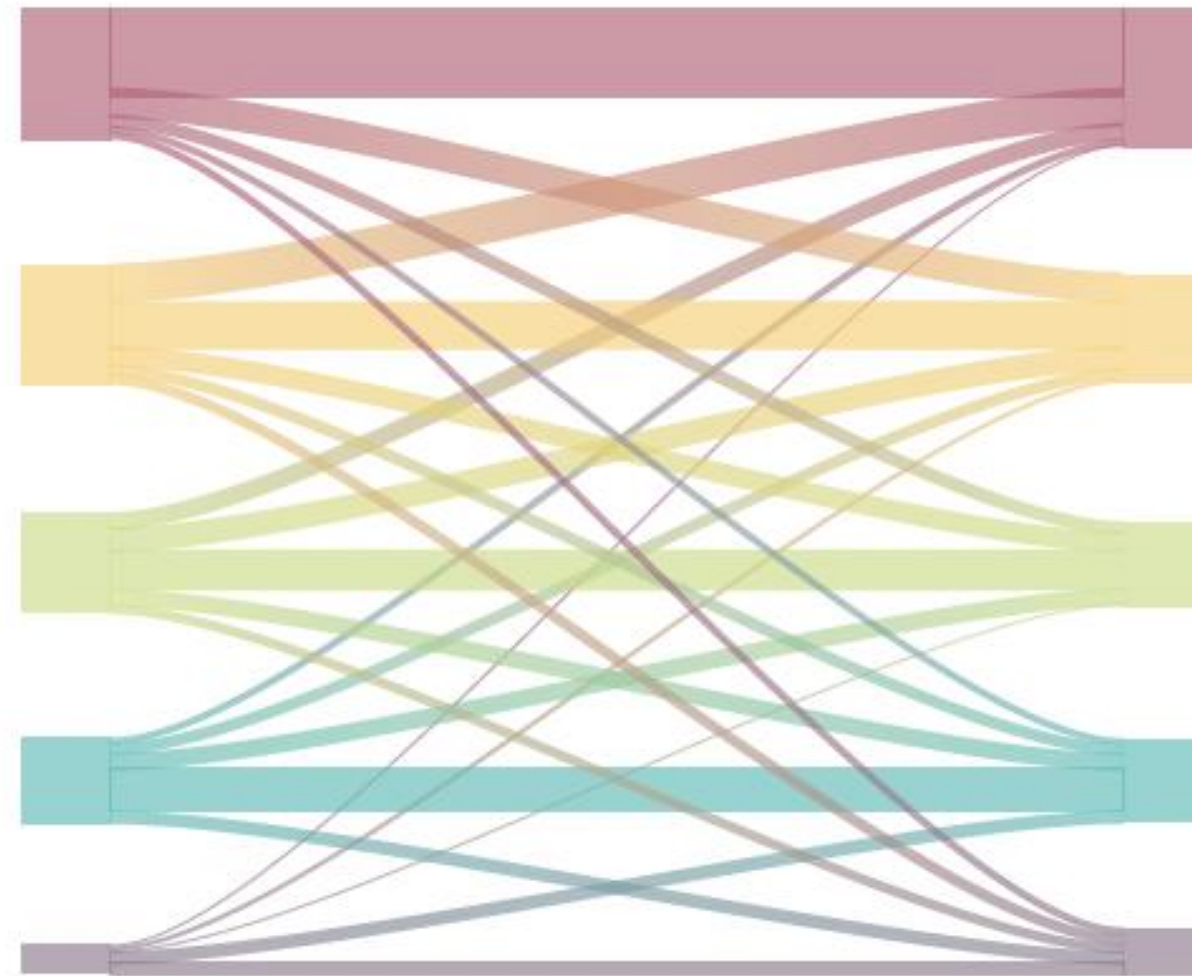
Recognises diversity of reasons; some planned, some unplanned.

Onus on developers, designers and policy-makers to create options that are appealing.

<https://ageing-better.org.uk/news/rightsizing-lack-suitable-homes-sees-older-people-staying-put-until-crisis>

Before move:

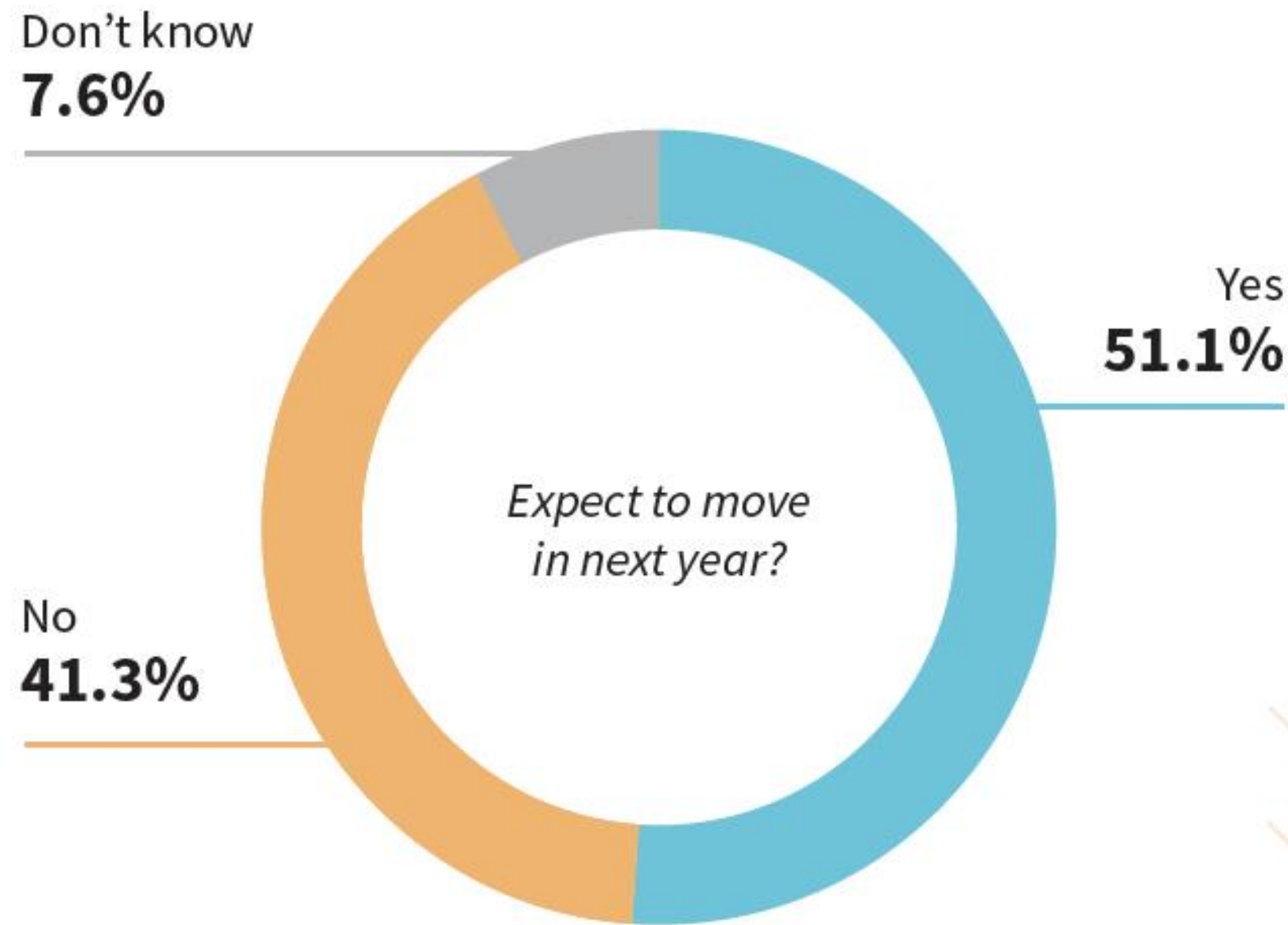
Detached	29.2%
Semi-Detached	26.7%
Terraced	21.6%
Apartment	18.0%
Other	4.5%



After move:

Detached	29.8%
Semi-Detached	23.0%
Terraced	18.0%
Apartment	19.3%
Other	9.9%

Downsizing/'freeing up family homes'? Not really...



- For older people (50+) who do move, a **significant number didn't want and didn't expect to move**
- Health changes, but increasingly **divorce, employment and financial reasons for moving in later life.**

Rightsizing gap

- Significant unmet demand. Only 3.4% do move each year, **but over 4 million older people (55+) want to move home.**
- 90% of homes that older people will live in by 2050 already exist today, and the vast majority are not accessible

The rightsizing gap: Better options are neither available nor accessible: not the right tenure, cost, type, standard or size - **in the right place.**

Addressed by improving existing homes/neighbourhoods and building the right homes in the right places.

Rightplace

Aim: Develop tools and evidence for Age Inclusive housing and planning

- Find ways of identifying the rightsizing gap for different groups of older people
- Set out how to reduce the rightsizing gap in specific places

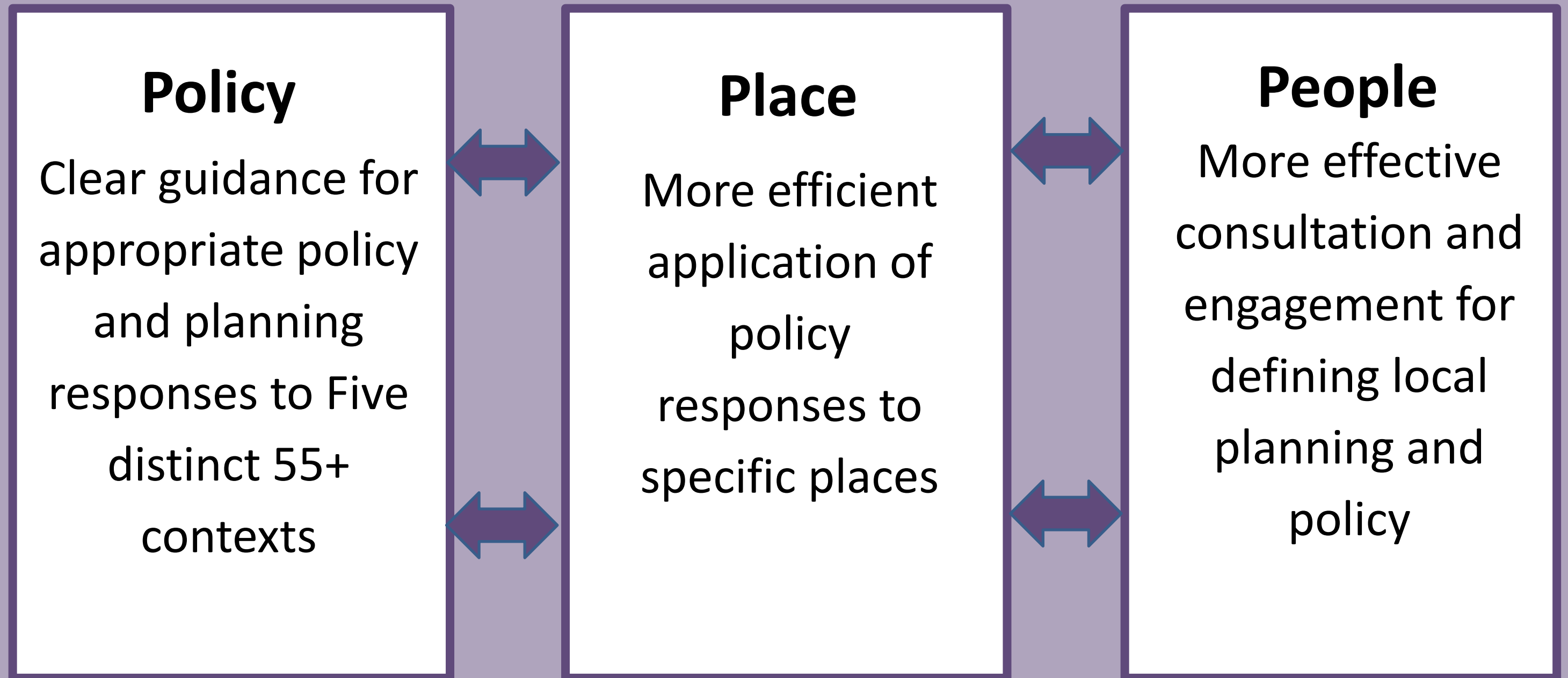
We found:

- Neighbourhood is the clearest indicator of the desire to move or stay
- Five distinct groups of over 55's with particular personal circumstances and neighbourhood contexts

We created:

- A tool to predict the likely group membership of residents
- A method of understanding over 55's place-specific rightsizing preferences

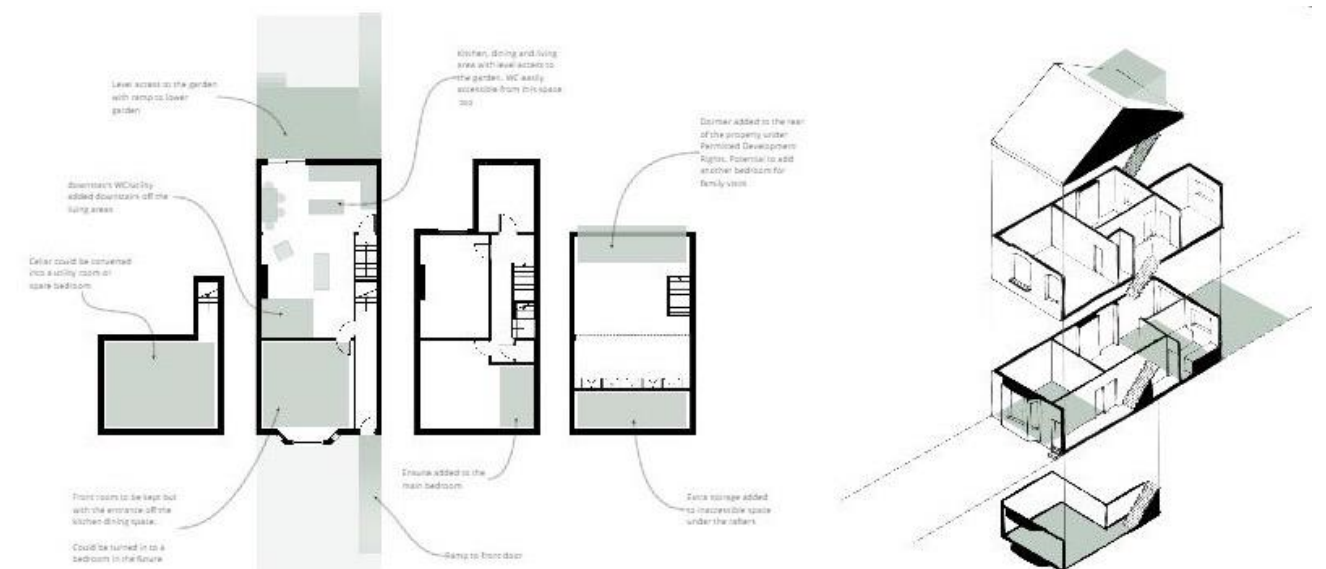
Goal: Identify and respond to the rightsizing gap in specific places



Connecting: Policy with Place and People

Mixed Methods Approach

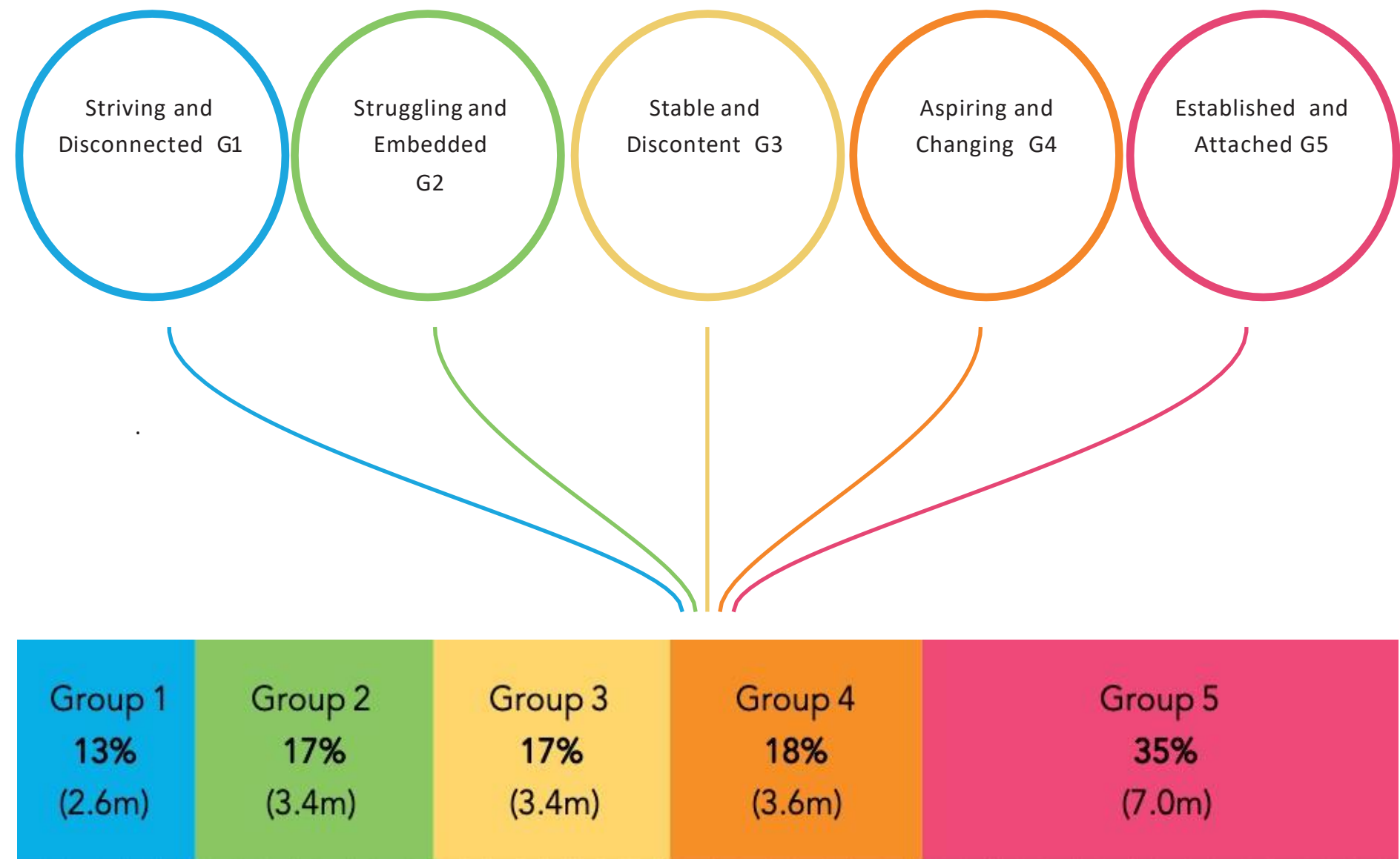
- Big data/latent class analysis
- Survey
- Housing analysis
- Urban design analysis
- Spatial data
- Stakeholder engagement
- Workshops with older people



POLICY

Big data analysis
- Shows primary importance of location in preference to stay or move

Five different groups of older people with shared experiences and preferences for housing choices



Size of each group as a percentage of older 20m older people (Aged 55+)

G1

Striving
and
DisconnectedLimited links to the community and lower level of
satisfaction with neighbourhood. Fewer personal
resources to enable improvement in their housing
situation.

People

2.6m

Retired

33%

Live Alone

38%

Owner

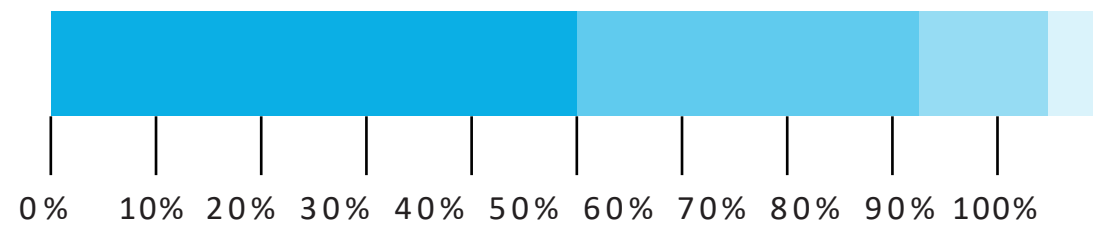
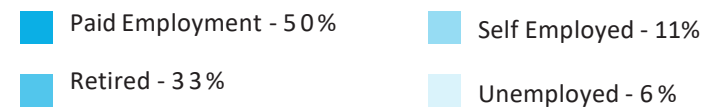
57%

Health Issue

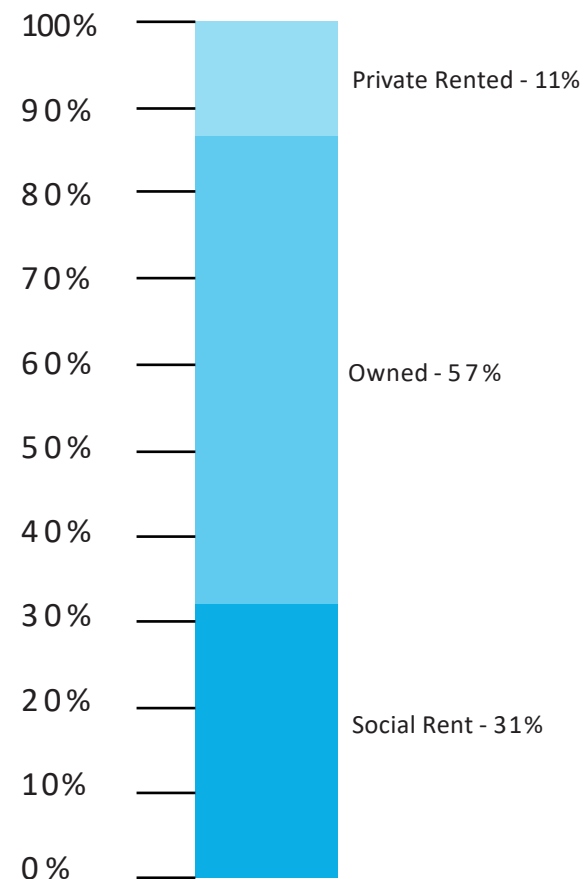
54%

Prefer to Stay
57%
Mean Age
63yrPrefer to Move
43%
Mean Age
62yr

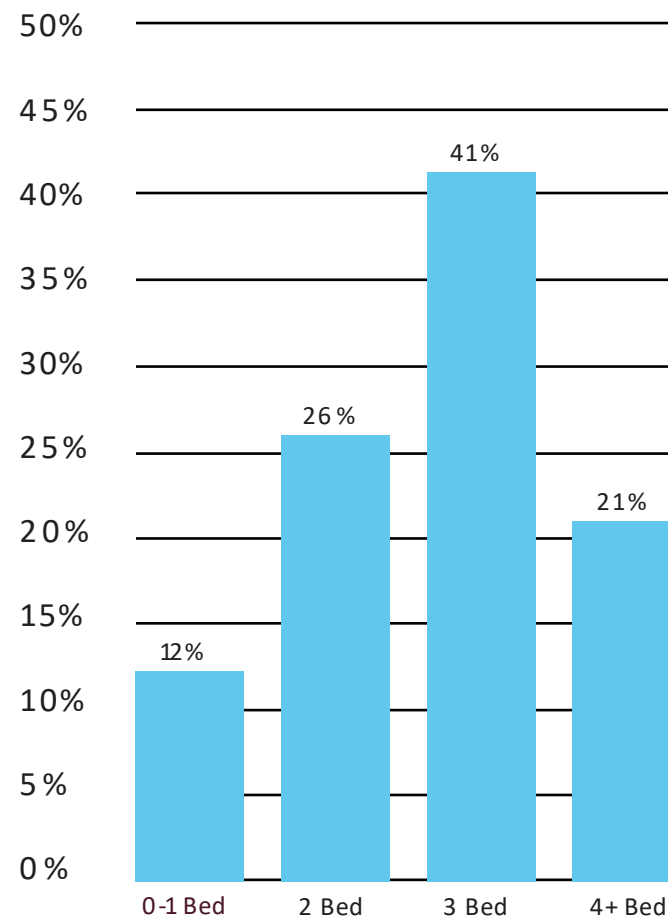
Employment Status



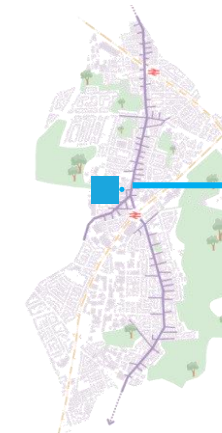
Tenure Percentage



Number of Bedrooms



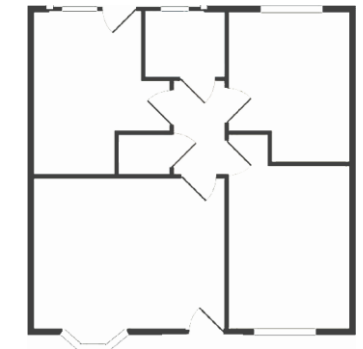
G1

Striving
and
DisconnectedGender: Male
Age: 83
Employment: Retired
Tenure: Socially renting
Stay: 17+yrsProperty
type1960's
Ground
Floor Flat

Area Characteristics

- Mixed tenure and age in the area much younger than the Reddish average
- Good access to local amenities
- Well connected to transport links
- Recent housing developments aimed at young professionals
- Very few of participant's house type in the area

Typical Plan

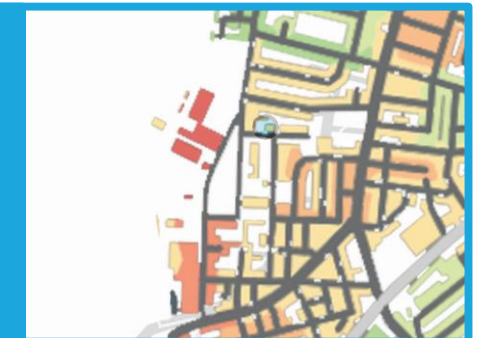


Flat type well adapted

Participant No. 22

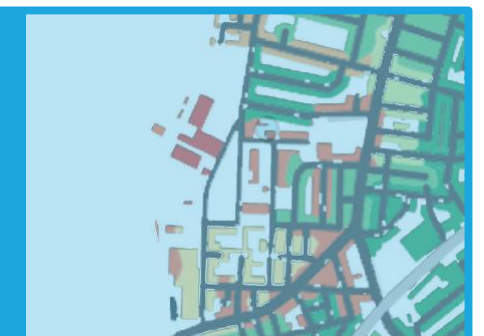
- Much older than average in area
- Social rented accommodation
- Surrounded by owner occupiers
- Poor health
- Dependant partner
- Very low place attachment to neighbourhood
- Already moved to the best available option for circumstances
- Will need additional support in future

20%

of
households
are
over 65
in this area

Less than 14% of households over 65

20%

of
households
over 65 are
owner
occupiers in
this area

- Disconnected from local community despite good location
- Already moved to the best available option
- Improved community offer required

POLICY

Each group has different total numbers and characteristics and contains movers and stayers

The groups are predominantly defined by their relationship to place

group summaries

G1

**Striving
and
Disconnected**

Limited links to the community and lower level of satisfaction with neighbourhood. Fewer personal resources to enable improvement in their housing situation.

G2

**Struggling
and
Embedded**

Experiencing significant health and income inequalities, but high satisfaction with their neighbourhood and the social connections they have created there.

G3

**Stable
but
Discontent**

Neither wealthy nor poor, with moderate levels of satisfaction with their life. This group despite being older on average, has a relatively high preference for moving.

G4

**Aspiring
and
Changing**

Generally wealthier older people in families with the social and economic resources to make positive choices that improve already high satisfaction

G5

**Established
and
Attached**

Comfortable and established in their neighbourhood, with a supportive community maintaining their high quality of life as they transition.

POLICY

Each group has different barriers and facilitators to staying or moving

Policy and planning responses are distinct from one group to another

G1 Policy Response	<ul style="list-style-type: none">■ Increase supply of affordable social housing in more desirable areas■ Provide financial support to enable moves	<ul style="list-style-type: none">■ Improve the social and environmental conditions of the local area through community initiatives such as age friendly neighbourhoods
G2 Policy Response	<ul style="list-style-type: none">■ Provide access to affordable social housing in local area which enables rightsizing not downsizing■ Support community involvement in the local area	<ul style="list-style-type: none">■ Provide financial support to enable moving for home owners■ Increase resources supporting independent ageing in place
G3 Policy Response	<ul style="list-style-type: none">■ Further targeted options recognition work for younger segment of this group	<ul style="list-style-type: none">■ Improved signposting to ageing in place resources including finance options
G4 Policy Response	<ul style="list-style-type: none">■ Increase supply of private age friendly housing in local area■ Further explore preferences of younger segment	<ul style="list-style-type: none">■ Improved signposting to ageing in place resources including finance options
G5 Policy Response	<ul style="list-style-type: none">■ Increase supply of private age friendly housing in local area	<ul style="list-style-type: none">■ Improved signposting to ageing in place resources including finance options

Policy - People

Group membership survey

To connect the analysis of place with the different identified groups a survey tool was created to predict the likely group membership of participants in the engaged research

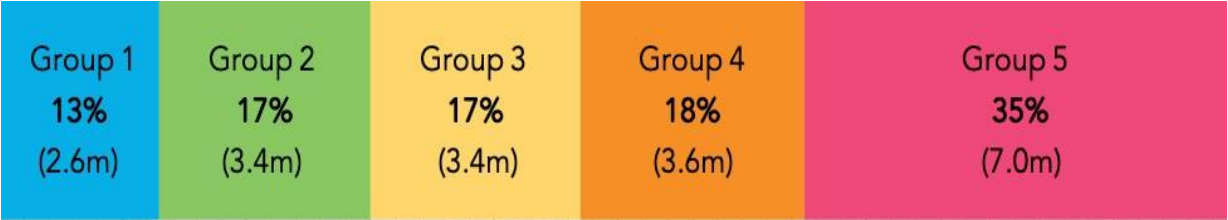
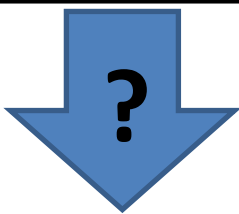
- Only 13 questions – quick and easy to add to existing surveys
- Tested to be 75% Accurate over a sample of 16,000+
- Tested with 32 participants in Reddish
- Enables association with big data

Rightplace

GM workshop participant survey v1

4b When you think about your current neighbourhood how strongly do you agree with the following statements? (by neighbourhood we mean the immediate local area within a short walking distance)

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I feel like I belong to my current neighbourhood	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in my current neighbourhood are willing to help their neighbours	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a close-knit neighbourhood	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The friendships and associations I have with other people in my current neighbourhood mean a lot to me	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



LOVE IT OR LIST IT?

**2 bedroom end of terrace
Glaswen Grove**

- lots of open plan space downstairs
- end of terrace
- side access to well kept garden
- Off road parking
- Needs modernising
- £150,000


2



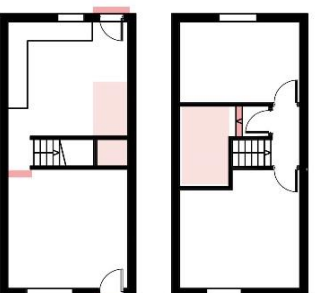

TERRACE



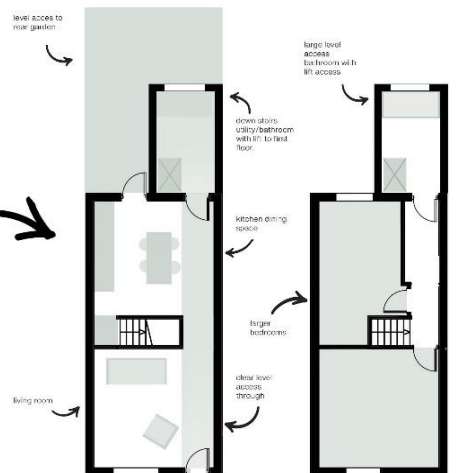

1900's Terrace



Existing



Proposed



People - place

Interviews and workshops with older people to explore their experiences in relation to their neighbourhood

Connecting with group membership enables great insight from small numbers of participants

Place based engagement

G5

Established
and
attached

Gender: Female Age:
75 Employment:
Retired
Tenure: Owner Occupier
Stay: 40+yrs

Property
type

1930's
3 bed
semi



26 %

of
households
are
over 65
in this area



94 %

of
households
over 65 are
owner
occupiers in
this area

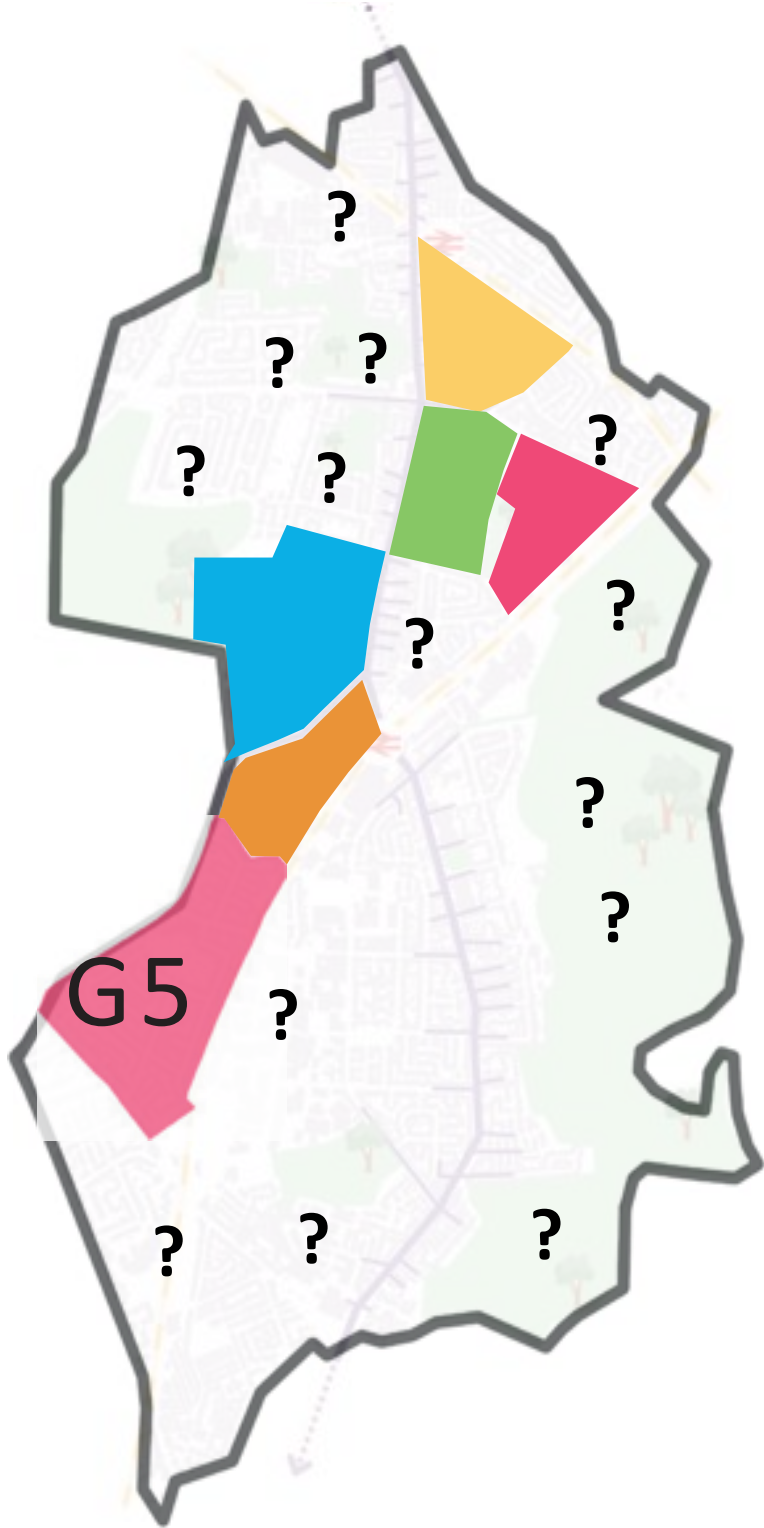


Policy -Place

Neighbourhood response

Data analysis
related to urban
context and
group
membership to
enable a place
and person
specific policy
and planning
response

Group 1 13% (2.6m)	Group 2 17% (3.4m)	Group 3 17% (3.4m)	Group 4 18% (3.6m)	Group 5 35% (7.0m)
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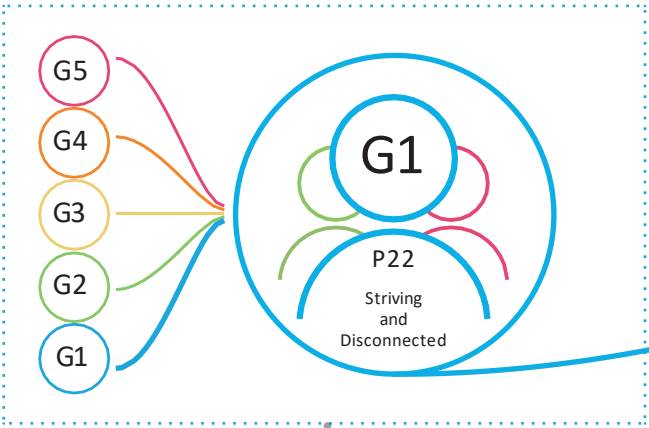


G5
Policy
Response

■ Increase supply of private
age friendly housing in local
area

■ Improved signposting to
ageing in place resources
including finance options

Connecting People...



Explore lived experience of home and neighbourhood.

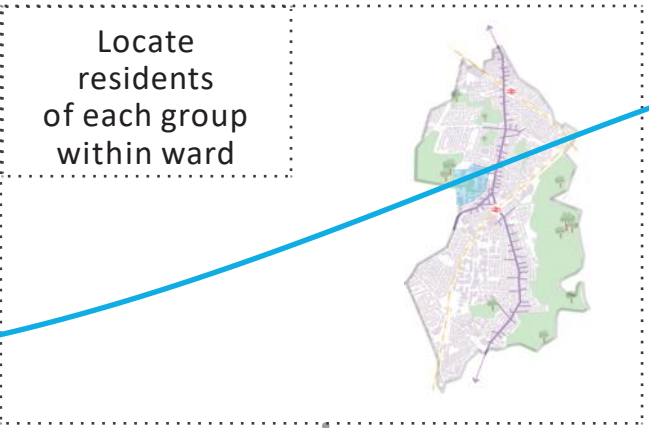


Positive attachment to ground floor accessible flat but not to area.

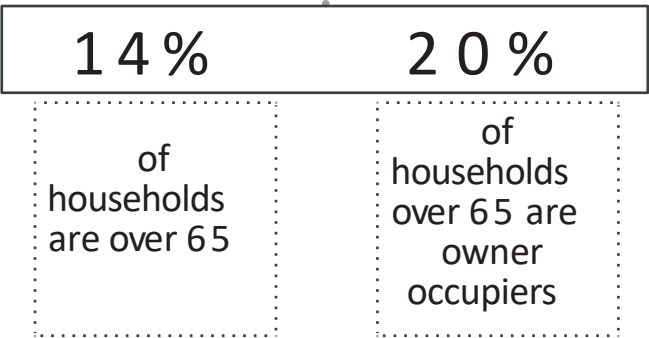
- Participant feels disconnected despite good local assets.
- Strongly connected to accessible home.
- Due to mobility is unable to access the near by amenities.

Personal experience correlated with objective neighbourhood

and Place...



Explore neighbourhood characteristics.

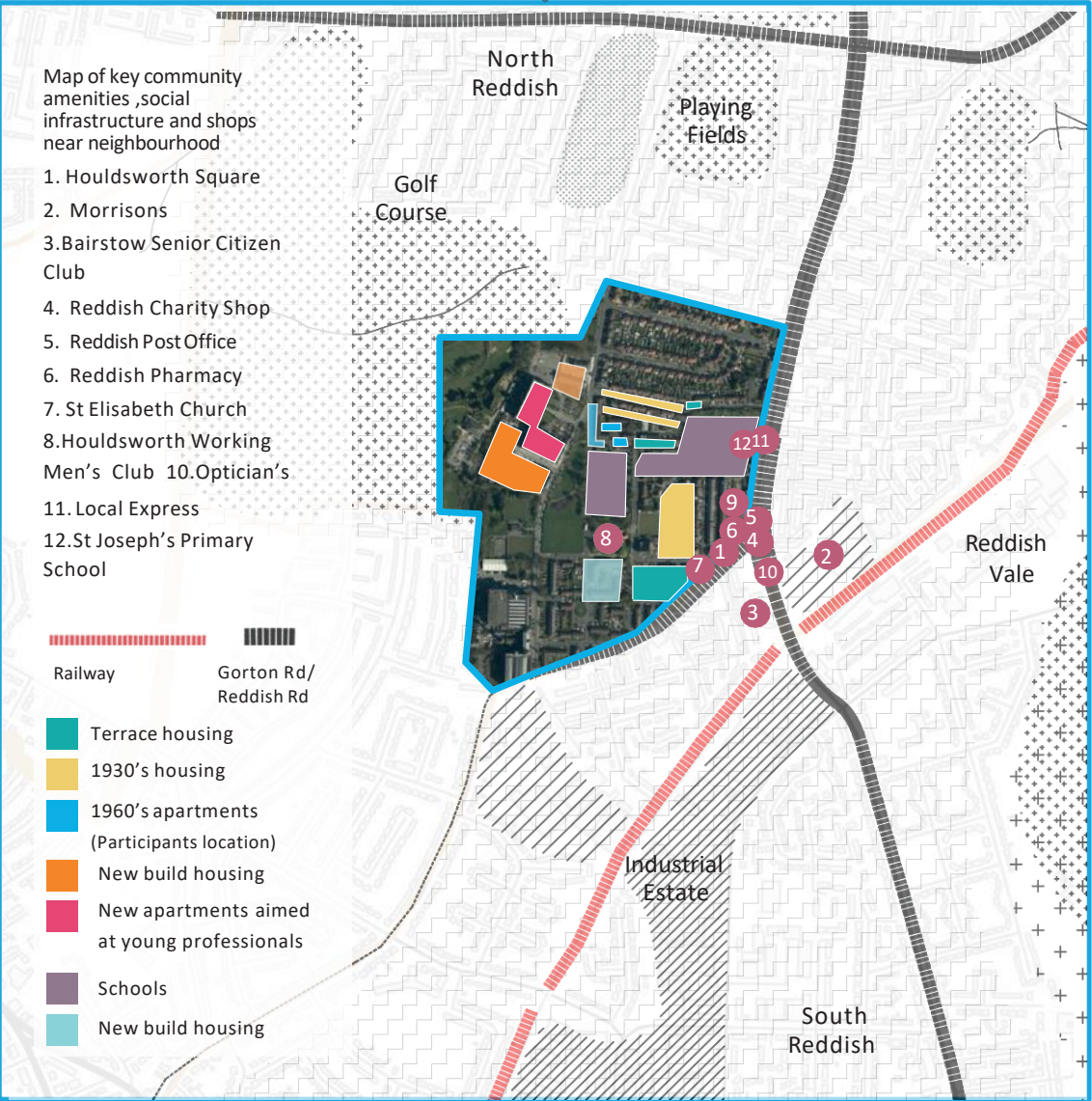


- Mixed tenure and age in the area much younger than the Reddish average.
- Good access to local amenities.
- Well connected to transport links.
- Recent housing developments aimed at young professionals.
- Very few of this house type in the area.

with Policy.

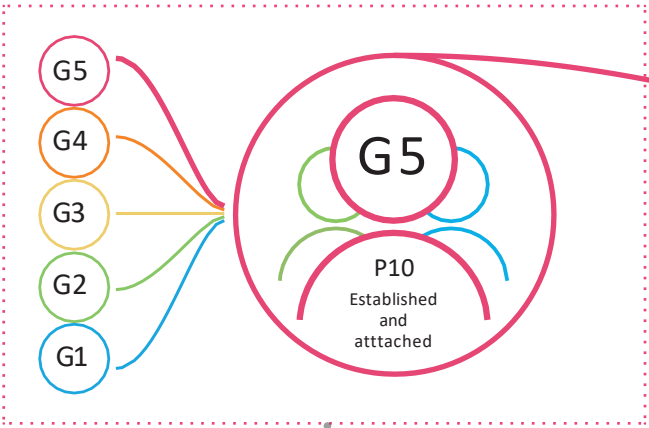
G1 Reddish - Rightsizing responses

- Increase supply of affordable social housing in more desirable areas.
- Provide financial support to enable moves.
- Improve the social and environmental conditions of the local area through community initiatives such as age friendly neighbourhoods.



Neighbourhood determined by a 5 minute travel time isochrone

Connecting People...



Explore lived experience of home and neighbourhood.

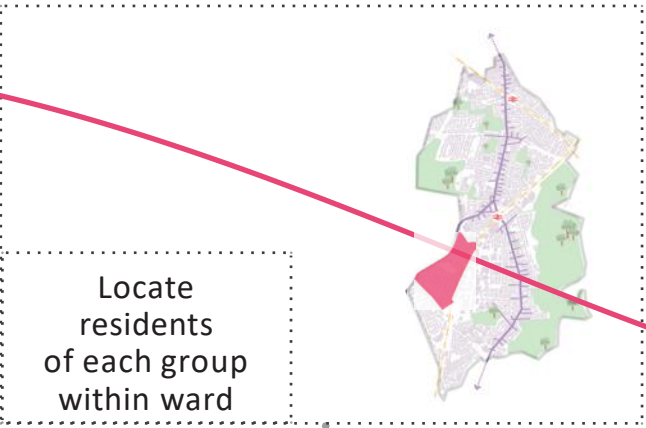


Positive attachment to 1930's Semi detached house and area

- Comfortable financially
- Has local pride and loves the community
- Widow
- Already done some adaptations and an extension
- Able to further adapt their home as required

Personal experience correlated with objective neighbourhood

and Place...



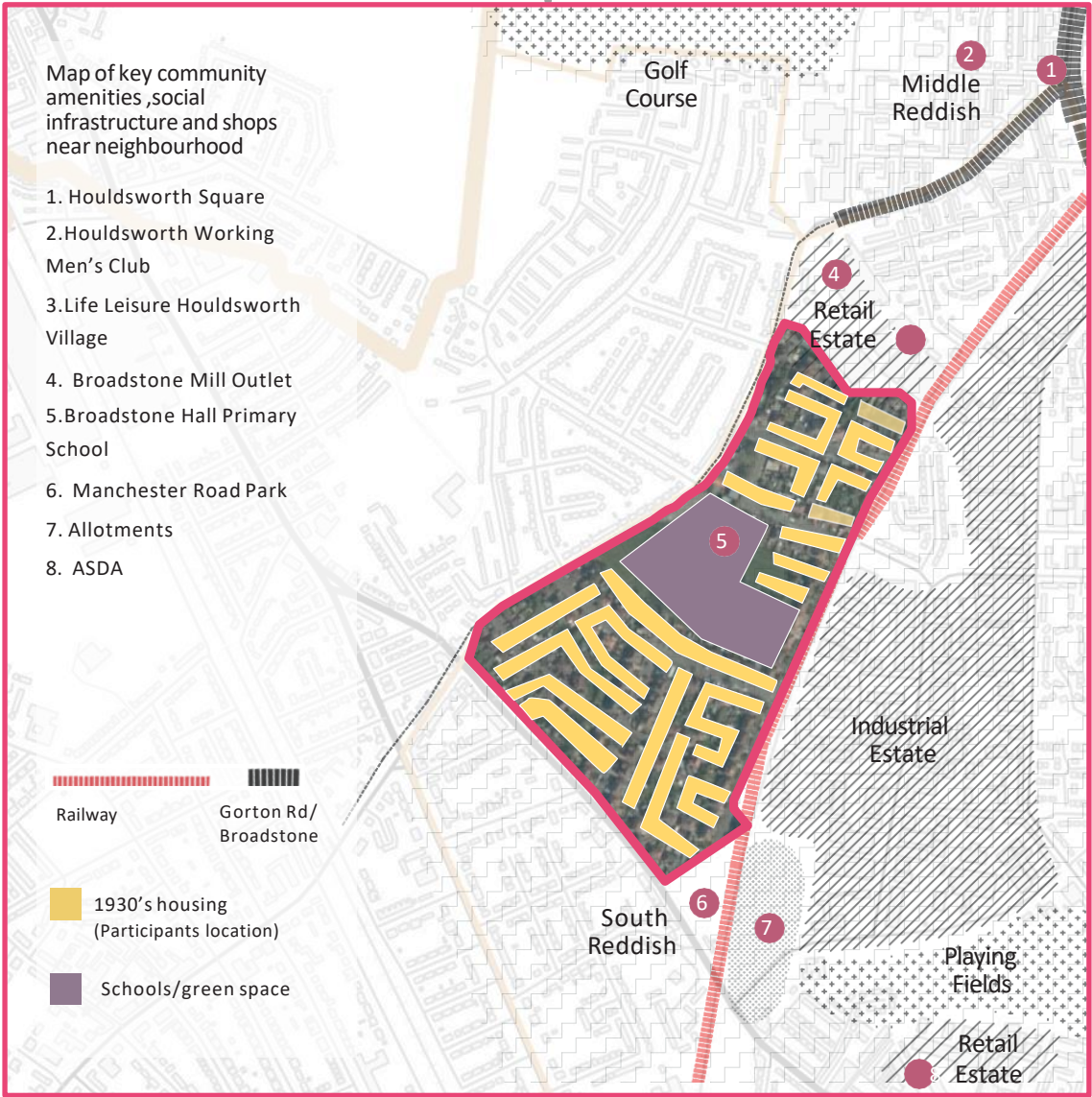
Explore neighbourhood characteristics.

26%	94%
of households are over 65	of households over 65 are owner occupiers

- Close to local amenities
- Well connected to transport links
- Number of same house type in the area
- High percentage of owner
- Occupiers of 65
- Area is bordered by an A road, B road and a railway line

with Policy.

- G5 Reddish - Rightsizing responses
- Increase supply of private age friendly housing in local area.
 - Improved signposting to ageing in place resources including finance options.

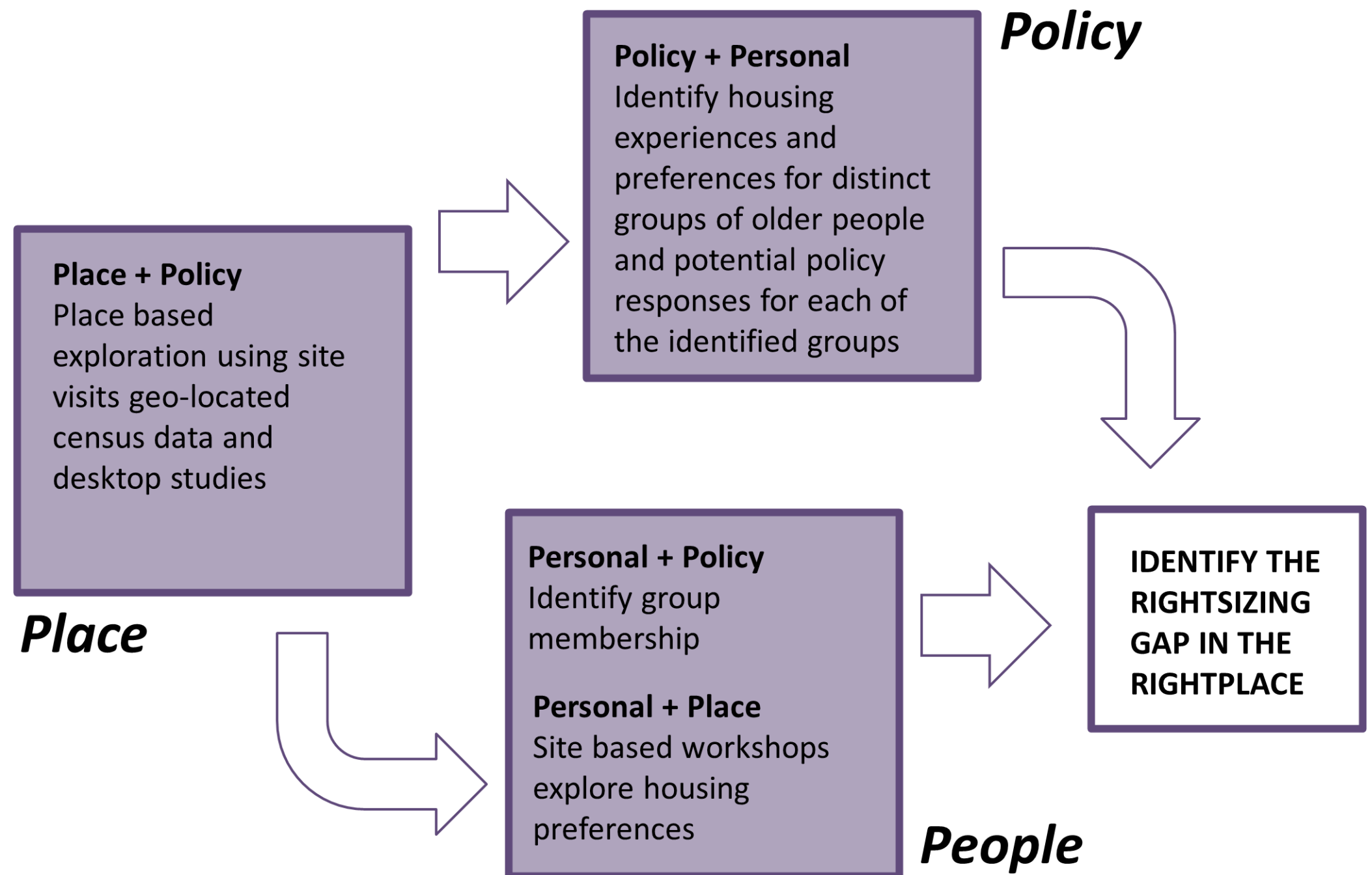


Neighbourhood determined by a 5 minute travel time isochrone

Worked Example: Reddish, Stockport

Demonstrates the potential of bringing together policy, people and place.

Built off existing intelligence, and local interest (‘Big Conversation’,)



Example: Old Moat

High number of social tenants, data show health and economic deprivation. Normally expect groups 1 or 2?

Majority of workshop participants Group 5 (where only a small minority are social tenants)

Reason? Age-Friendly
Neighbourhood programme since 2012, workshop held with residents in a Naturally Occurring Retirement Community, with high-quality social infrastructure and a strong, long term community offer for older people.



How we see its potential to be integrated

1. Survey could be included in existing LA surveys giving a much more complete picture without more effort
2. The desktop approach could become part of a Business intelligence workflow
3. The housing analysis could be included in stock condition surveys
4. The Urban/design neighbourhood analysis could inform age friendly policy approaches across LA departments, supporting place-based integration
5. The resident engagement approaches linked to the survey can enrich the development of local plans

Connecting policy people and place: next steps

1. More sharing and testing
2. Preparing a publication of key information
3. Identifying partners and budgets to pilot use of survey and development of local rightsizing gap plans
4. Applying some of the findings and tools to work on the GM Ageing in Place Pathfinder programme (local Ageing in place plans in 10 GM neighbourhoods)

Questions

Any questions?