

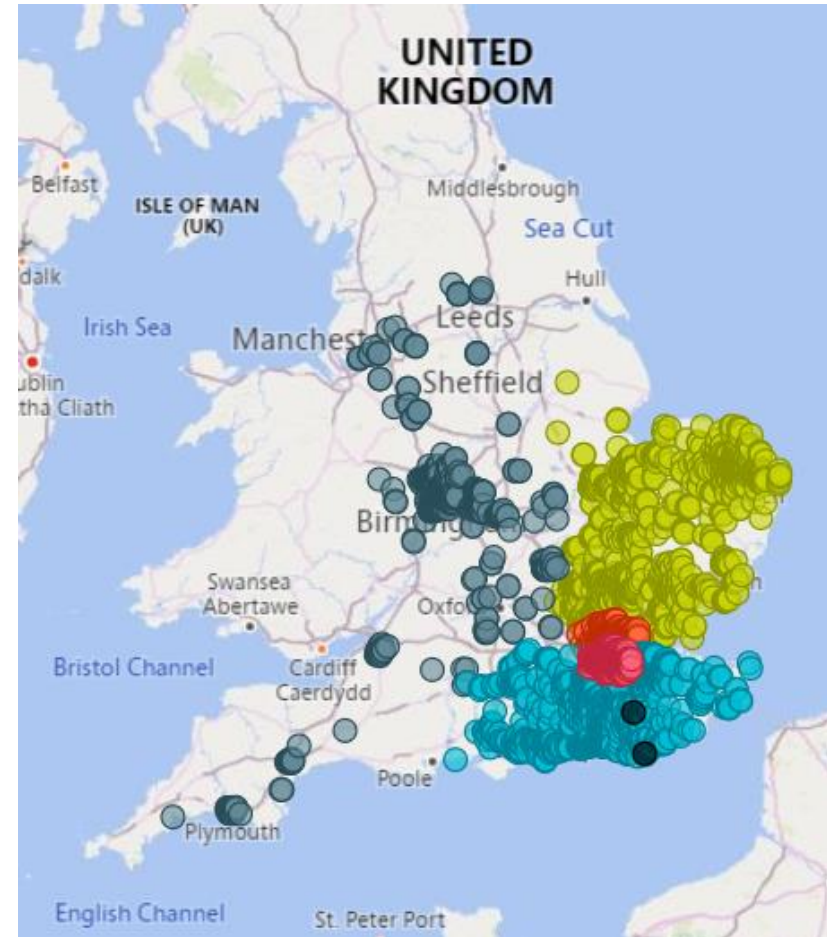


CLARION
FUTURES

Clarion and the Empower Platform

Clarion Housing Group

- Own and manage more than **125,000 properties**
- More than **350,000** people call a Clarion home their home.
- Operate in more than **170 local authority areas**
- Invest **£13 billion** in our development programme over the next 10 years



Clarion mission and values

Why we exist: We exist because there has always been a need to provide affordable housing and there's likely to always be a need

What we believe: We believe having a home to call your own is fundamental to being able to access the right opportunities in life

Our commitment: We are committed to providing affordable homes for those that need it the most and a great service to all residents

What we do: We provide support and create opportunities which help our residents achieve their aspirations



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FUTURES

Our age-friendly commitments

OUR OVERARCHING MISSION IS:

Enabling people to live well in our communities.

Over the last 12 months, we have been collaborating as a cross-business working group to create a set of commitments focused on how we will ensure our communities are places where residents can age positively.



Development

Design and build schemes that enable our residents to live longer, healthier, happier lives.

- ✔ To consider and establish our position on specialist housing; looking at different models, levels of subsidy and specific markets.
- ✔ Ensure our developments are exemplars of age-friendly homes and communities.
- ✔ Cultivate clear design standards and specifications for age-friendly housing.



Housing

Ensure residents have the right home at the right time.

- ✔ Understand how life events could trigger changes in resident needs and explore ways we can prevent a negative impact.
- ✔ Make sure residents know their housing options and help them anticipate changes as they age.
- ✔ Better assist residents to move from one life stage to the next.
- ✔ Understand how we could flex our existing assets to make them more age-friendly.



Clarion Futures

Empower residents to shape their lives and communities, no matter what age.

- ✔ Deliver interventions across resident lifecycles and understand how these contribute to resident wellbeing.
- ✔ Recognise how housing could contribute to improved health outcomes for residents.
- ✔ Specially target a reduction in loneliness and social isolation.



Empowering people



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InCommon

Sustaining intergenerational connections at a time of crisis

**Stories of resilience, adaptability and hope
from people of all ages at a time when
we need them most.**



Connecting our generations

– Livesmarts and schools

- Invested in projects across London
- Wanted to explore how we scale the impact and access
- Provide legacy to existing connections



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HOUSING



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Intergenerational Social Action Programme

Case Study: Youth Social Action Grant-maker

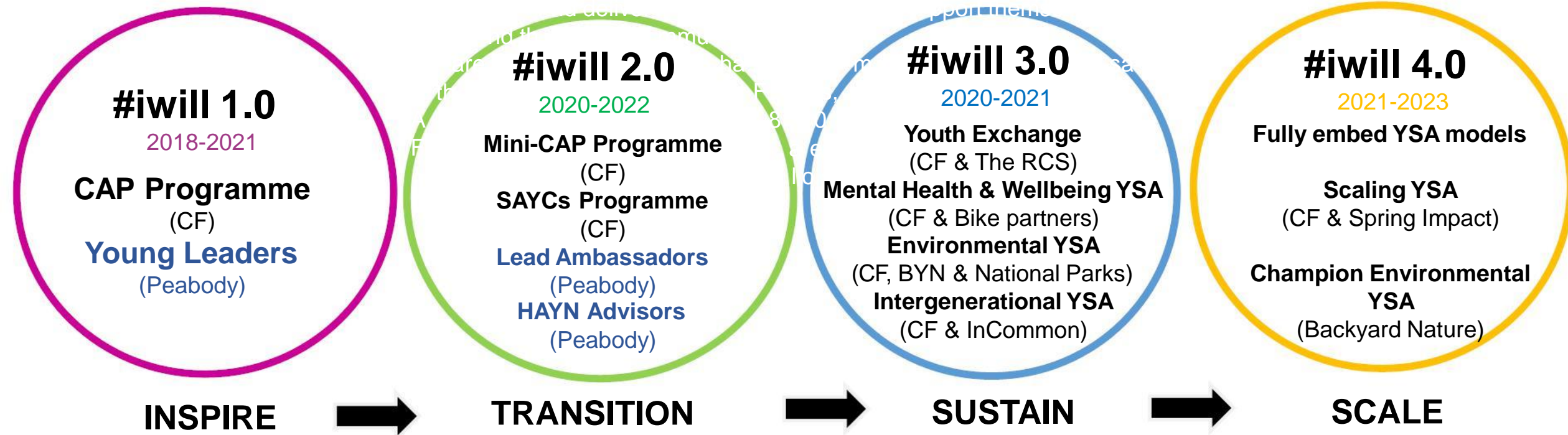
Clarion Futures have acted as **intermediary grant maker** for the sector's largest youth social action fund since 2018, distributing a total of £2.9m (£1.44m from the #iwill Fund and £1.44m match-funded through Clarion and wider sector partners..

The programme has rolled out through three evolving stages (#iwill 1.0, 2.0 and 3.0), providing grants to community and youth organisations and other Housing Association partners.

In 2023/24 we will distribute a further £650,000 towards youth programmes to local partners and Housing Associations through #iwill 5.0

£3.4m

Being spent on YSA through housing associations so far



Intergenerational Social Action programme 2023/24



Intergenerational social action:

We are looking to work with partners who are supporting younger and older residents to come together to deliver social action which:

- Have youth voice at the heart
- Tackle age segregation and connect communities across generations
- Bring generations together to co-design solutions to local challenges



Overview

Programme Strand	Digital Platform	ISA: Community Ambassadors and wider themes	Intergenerational Board	Pop-up Social Innovation Labs	Intergenerational Social Action Micro Grant	Age Friendly Awards and Programme Events
Overview	Youth-designed platform to manage, inspire and support all projects to achieve quality ISA with tools and resources.	Sharing the CAP model through a grant offer, initial training and ongoing support and guidance. Engaging generations in wider social themes such as green spaces.	Board will be made up of 7 younger residents and 7 older residents who will meet on a bi-monthly basis to inform our strategic direction, assess grant applications.	Young people and expert partners will come together to use design-thinking methods to co-create new solutions for intergenerational challenges.	Micro-grant scheme that can be accessed by young people wishing to set up their own ISA. Grant would give up to £500 to set up projects in our communities.	Young people will lead on events and awards to recognise good quality intergenerational projects and share best practice and learning.
Numbers engaged	210	480 and 240	28	80	800	200

Delivered between April 2023 and October 2025

Empower Platform: Impact to date



"It was such a positive experience. Residents commented after that they enjoyed the whole experience of having the children to visit their home. They enjoyed having interactions and learning about the children. They also appreciated being able to share their knowledge and skills, especially one lady in particular. A child took a keen interest in her knitting as they had never seen it being done before. The lady showed him some of the techniques and she was over the moon that he had asked her all about it."

Joanne Stagg, Sutton Heights

This data is based on completed post event survey data. For more data view the event surveys page.

Number of Completed Visits



35

Number of Residents



197

Scheme Satisfaction (out of 10)



9.5

Number of Children



219

School Satisfaction (out of 10)



9.9