

UNIVERSITY of
STIRLING



University of
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Newcastle
University



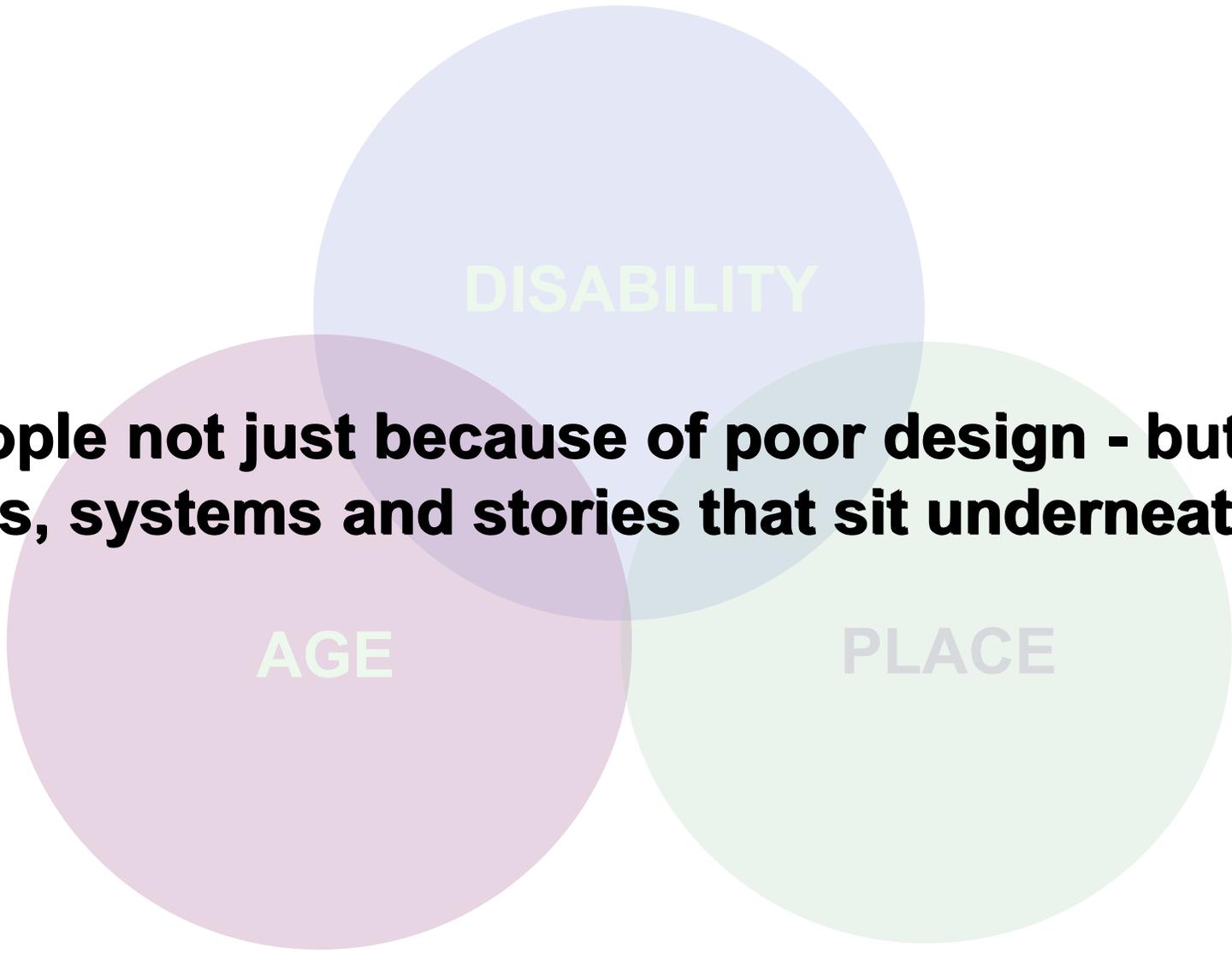
University of
BRISTOL



ISPA

Intersectional Stigma
of Place-based Ageing

**From Stigma to Solutions:
Rethinking Ageing, Disability and Housing**



Homes fail people not just because of poor design - but because of the assumptions, systems and stories that sit underneath that design



We keep designing homes for ageing....

...but ageing doesn't experience homes.

People do.



ISPA NETWORKS



COMMUNITY PEER-RESEARCHERS

- Central part of the project
- Leading by lived experience



INCLUSIVE LIVING ALLIANCE

- Coming together to make real change
- Understanding impact



PROJECT ADVISORY BOARD

- Steering project
- Focusing on supporting ethics and inclusion



EARLY CAREER NETWORK

- Encouraging capacity and networks
- Supporting academic and practice routes

THREE INVISIBLE BARRIERS

Stigma: about ageing, disability, place, 'vulnerability'

Systems: silos, metrics, risk logics, void turnaround obsession

Imagined users: who housing is *assumed* to be for

HANDS ON IMPACT TO CHANGE THE SYSTEM



INNISIBLE®
CREATIONS





“Fire Trumps
Accessibility”



Participant 1: I showed you my bruises, didn't I?

Participant 2: Your bruises?

Participant 1: Aye, coming through the doors.

Facilitator: When they slam?

Participant 1: Uh-huh, when the doors hit you, you know what I mean?

Participant 2: When I come in, I catch it with my backside. Did the door do that to you?

Participant 1: Aye.



STIGMATIZING DESIGN



As one Occupational Therapist described to us, automatic door openers, while technically compliant, can leave residents surrounded by a:

“sea of buttons ... in a small residential hallway”

... spaces that feel medicalised rather than homely.

Such adaptations may also be rejected by residents who do not want their homes to resemble hospital waiting rooms, highlighting how design choices carry social and emotional weight as well as practical consequences.





The research found:

- Creating barriers
- Trapping people
- Traditional fix- automatic door openers
- Look like 'hospital waiting room'
- Rejecting them on aesthetic grounds

One of the residents was very much...

“I am not having them because they look horrible”.

I totally get that, they do tend to look like a hospital waiting room, automatic door opener, you know.

You can get them with a wee bit more discretion, but not much more [...]

(Occupational Therapist)

What systems optimise for

What people experience

Safety

Surveillance

Independence

Isolation

Efficiency

Loss of control



Flushing Out Accessibility
Toilets Around Perth, Scotland Project



Thriving by responding to trends and challenges
A Blog from an ISPA Community Peer-Researcher

December 2024



A Volunteer's Perspective

A call to underpin the volunteering of "lived experiences", so the 'voice of the people' can help to stem emergency call on health and social care services



Accessible Housing & Social Care Summit:
A Community Peer Researcher Speech and Reflection

December 2024



Local People Leading: the role of women in the birth of Scotland's community-based housing associations



Professor Kim McKee

University of Stirling (April 2025)

What's next for adaptations?

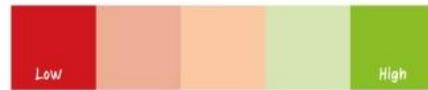
Making impact

Socialudo's serious game methodology was independently evaluated by the Social Care Institute for Excellence (SCIE), funded by the Dunhill Medical Trust (now of course Vivensa).

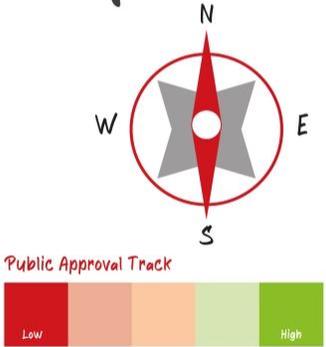
HopeTown



Public Approval Track



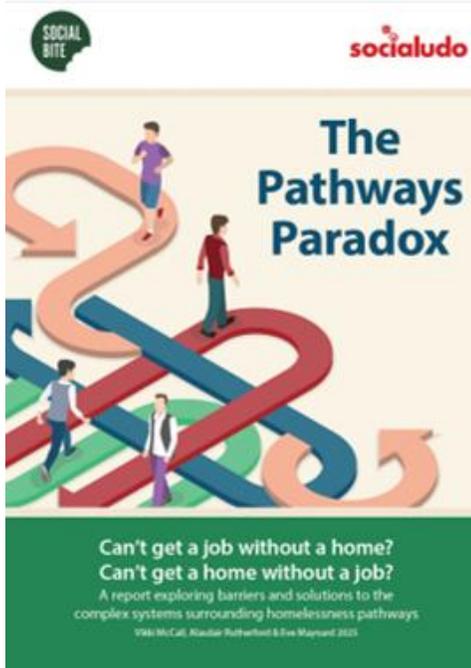
HopeTown



Our flagship game 'Hopetown' has:

- Generated the development of a network delivering a new strategy for older people's housing in Southwark.
- Supported the Ageing Well strategy in South Ayrshire.
- Been cited as an effective methodology by the Creating a Britain that's works and cares report by the Centre for Social Justice
- Reached the top 25% of worldwide research outputs and is cited in the UK Parliament Briefing notes on an Ageing Population.





The 'Pathways Paradox,' is a serious game designed to simulate the real-world challenges faced by individuals experiencing homelessness.

Developed in partnership with Social Bite, it creates an interactive, thought-provoking environment for participants to step into the shoes of those navigating the complex systems of housing and employment.

Ending Homelessness with Serious Games

Housing, Health and Care Programme



socialudo

Directors of
adass
adult social services
North East

**NORTHERN
HOUSING
CONSORTIUM**
VOICE OF THE NORTH

TSA
The voice of technology
enabled care

NHS
North East and
North Cumbria

Turning up the Heat on Proactive Collaboration between Housing, Health, & Social Care







Turning up the Heat on Proactive Collaboration

Policy and Practice Alignment

Aligning policy with practical implementation is essential to ensure that strategic plans translate into real-world outcomes. This avoids people 'falling through the cracks'.

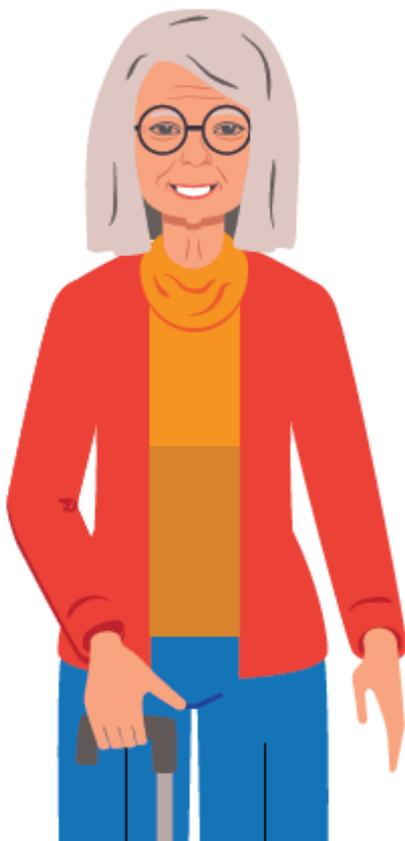
there's the tension there between allocating the money where we think it's needed, but also trusting the service providers in the community to use it where it's needed best

Agnes was such a player in the game as an older homeowner. Agnes was too wealthy to receive support, however, she remained in an unsuitable home and could not afford her monthly payments.

Growing older in a house that was in increasing disrepair but not being eligible for support led to lower health outcomes and well-being. She also wanted to age in place, however there was no mechanism in place to support this or to enable her to properly understand the grant system, signifying an overall lack of clarity of information. This brought about the development of a hub, thought to benefit Agnes by providing information and advice for ageing in place and the provision of support amongst older adults.

Communication and connection addressed gaps between policy development and practice, highlighting the need for more cohesive and aligned efforts.

Agnes



Data and Evidence-based Planning

The importance of using data and evidence to inform planning and decision-making was highlighted. Strategic decisions should be backed by robust data to ensure they meet the actual needs of the community. Not having data or planning across services can be unproductive and counter intuitive.

Take Biraj for example. Conversely, he received too much support. In the game, he received housing, health, and social care provision all at the same time, resulting in an over-allocation of funds in one area (while others were still in need). This could have been solved by increased communication between the teams:

we understand that the data sets that underpin some of that as well, so we can actually start planning effectively for the future

This also linked to some discussion surrounding tensions within the community – them versus us –between the needs and desires of those with more wealth than others. This was reflective of real-life tensions, and more conscious decision making amongst the teams helped to balance this negotiation. Interestingly, the developers often chose to build houses in poorer, cheaper areas, yet services were mostly placed in wealthier areas.

There was a learning point about the perceptions between 'hard to reach people' when what we mean is 'hard to reach services'

And then I think we also learned that there was power in understanding what the policy makers wanted, what the community wanted, and also coordinating with the service providers so that we were not duplicating but complementing

Biraj



Recommendations

The workshop was focused on building a collaborative vision of recommendations, which were captured on the day and presented on 1st August 2024 for development and refinement from wider key stakeholders in the region. We present the top range of recommendations as voted for by key stakeholders in the region across health, housing and social care:



1. Sustainability and Long-term Strategy

- a. Develop long term, proactive, clear strategic aims and directives that focus on prevention to support independent living for the region.
- b. Development of a co-produced independent living strategy, with strategic funding that connects the region.

2. Communication and Collaboration

- c. Eliminate silo working to make transformational change and work together with those we are meant to support



3. Crisis Management vs. Prevention

- d. Map and implement an investment pipeline for complex housing, with a stronger voice for housing and social care.

4. Co-production and Joint Planning with Housing, Health, and Social Care

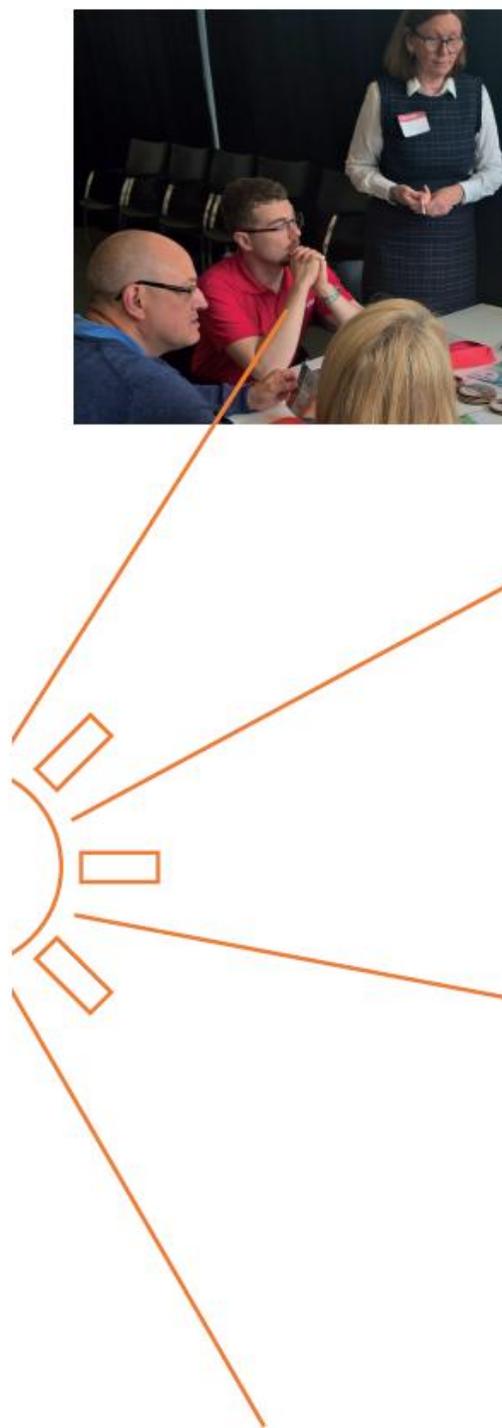
- e. Work alongside and listen to service users to better understand housing, health, and social care needs.

5. Leadership and Responsibility

- f. Develop agreements for effective joint commissioning.

6. Future-proofing Homes and Communities

- g. Explore technology enabled care, retrofitting for, e.g. insulation, boilers, double glazing alongside accessibility.
- h. Consider the ageing population and increase in dementia diagnosis and invest in future-proofing services.



 Housing LIN

 UNIVERSITY of STIRLING



 TPAS Scotland

tenant participation advisory service

 VIEWPOINT joy in later years



 Foundations

 University of St Andrews

 ALACHO ASSOCIATION OF LOCAL AUTHORITY CHIEF HOUSING OFFICERS



TalkingMats



 Digital Health & Care Innovation Centre

 Care and Repair Scotland

 CLYDE VALLEY GROUP

 LINK Care & Repair Cymru

 key

Chartered Institute of Housing Scotland

 Centre for Inclusive Living Perth & Kinross



Glasgow and West of Scotland Forum of Housing Associations

 EILDON GROUP Caring, Committed, Connected, Creative

 INNISIBLE CREATIONS

 horizon housing

 SBHIA SCOTTISH BORDERS HOUSING ASSOCIATION

 Scottish Borders Health and Social Care PARTNERSHIP

 Public Health Scotland

 STONEWATER

 Newcastle University

 Motionspot

anderson bell + christie

 NORTH STAR Creating homes, building futures

 sfha Scottish Federation of Housing Associations

 PROCare Wet Room & Bathroom Specialists

 Accessible Housing SCOTLAND

 housing options scotland

 AUTISM SCOTLAND FRIEND

 scie social care institute for excellence

 University of BRISTOL

 United St Saviour's Charity Southwark



 We are housing Scotland Springfield .co.uk

 UKRI Economic and Social Research Council

 Leeds CITY COUNCIL

 BIELD FREE TO BE

 Barrhead Housing

 HANOVER SCOTLAND

 SCLD

Intersectional Stigma of Place-Based Ageing (ISPA) Project

The ISPA project is an ambitious five-year participatory mixed method study that will explore and understand how the stigma attached to where people live can intersect with experiences of disability and ageing. This will provide nuanced insights into the structures and systems that drive exclusion and allow us to tackle the inequalities experienced by older disabled adults.

We aim to develop interventions related to home and environmental modifications that encourage interventions for inclusive approaches within housing, health and social care delivery. This in turn supports people to age well within homes and communities across England, Scotland, and Wales. The project is funded by the Economic and Social Research Council (Ref: ES/W012677/1) and runs from September 2022 to September 2027.

The ISPA Project is a collaboration between the University of Stirling and the University of St Andrews, Newcastle University and University of Bristol. We are also partnered with the Housing Learning and Improvement Network (Housing LIN) and Scottish Federation of Housing Associations (SFHA).



Contact Details

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Do visit [youtube.com/@ispaproject](https://www.youtube.com/@ispaproject) for an audio and visual overview



To see more on Social Ludo visit: www.socialludo.org

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