

HARROGATE CONVENTION CENTRE, 27TH JULY 2018

RURAL HOUSING FOR AN AGEING POPULATION

CONFERENCE

directors of
adass
adult social services



Housing LIN
Connecting people, ideas and resources

Local
Government
Association



NORTHERN
Housing Consortium
THE VOICE OF HOUSING IN THE NORTH

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Chair's Welcome

*Neil Revely,
Chair ADASS Housing Policy Network*



Keynote Address

The Lord Best, OBE DL

Introducing 'Rural Housing for an Ageing Population: Preserving Independence (HAPPI 4)'



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Local Government Association

Councillor Richard Kemp CBE

Deputy Chair of the Community Wellbeing Board



housing&care21

The Health & Care Dimension

Glen Garrod

***Executive Director of Adult Care and Community Wellbeing,
Lincolnshire County Council,
and President of ADASS***

Housing for Older People – a response to HAPPI 4

By

Glen Garrod, Executive Director of Adult
Care and Community Wellbeing,
Lincolnshire County Council and
President of ADASS

Glen.garrod@lincolnshire.gov.uk

The Rural Dimension

1. Availability of Public funding
2. Demographic make-up
3. Connectivity
4. Access
5. The Two Tier issue

FAIRER FUNDING

FOR COUNTY AUTHORITIES



Historical underfunding

- £ Counties are the lowest funded type of upper-tier council
- £ They receive £292 less per resident than councils in London and £166 less per head than metropolitan boroughs



13 LONDON COUNCILS

Were able to freeze or reduce council tax last year



£700 ON AVERAGE

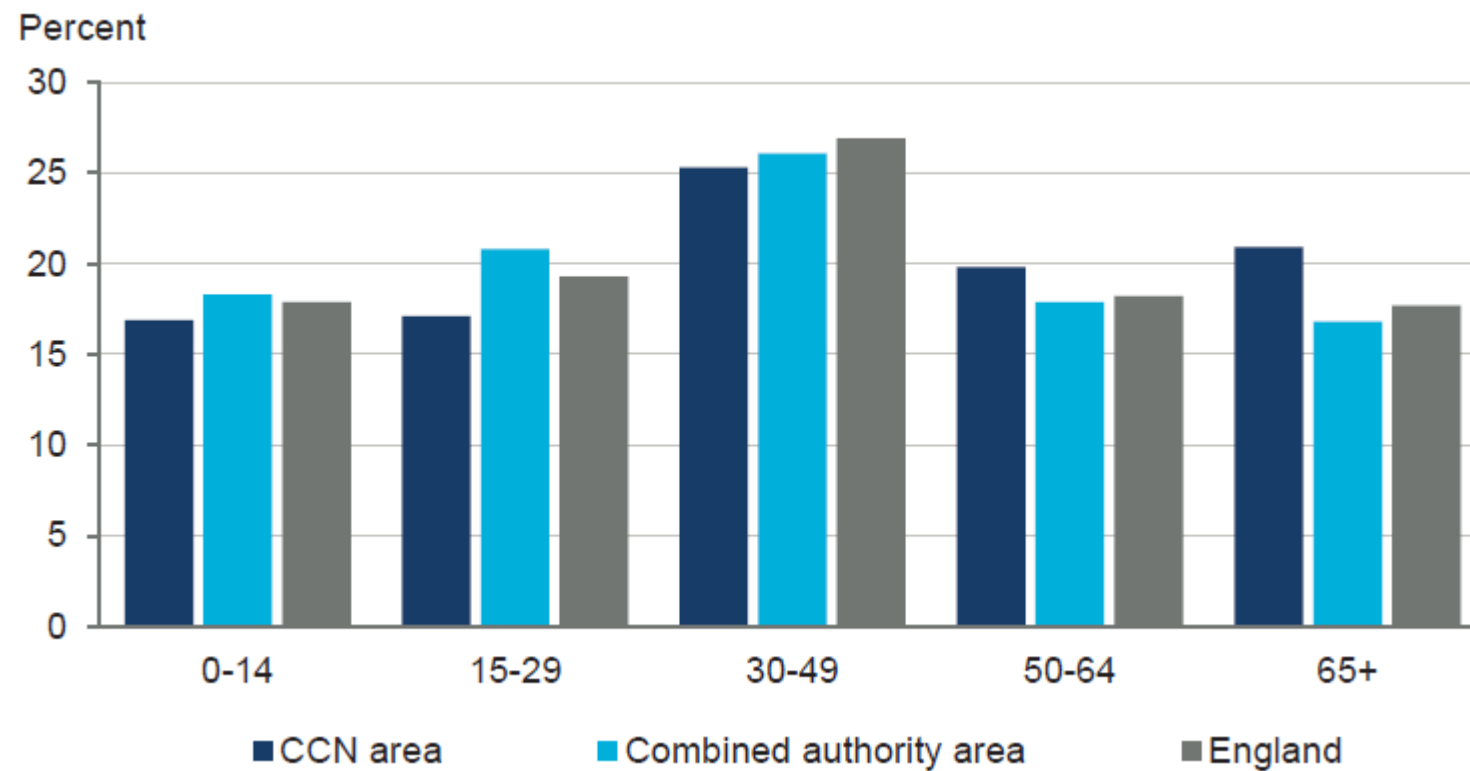
Wesminster Council's average council tax bill



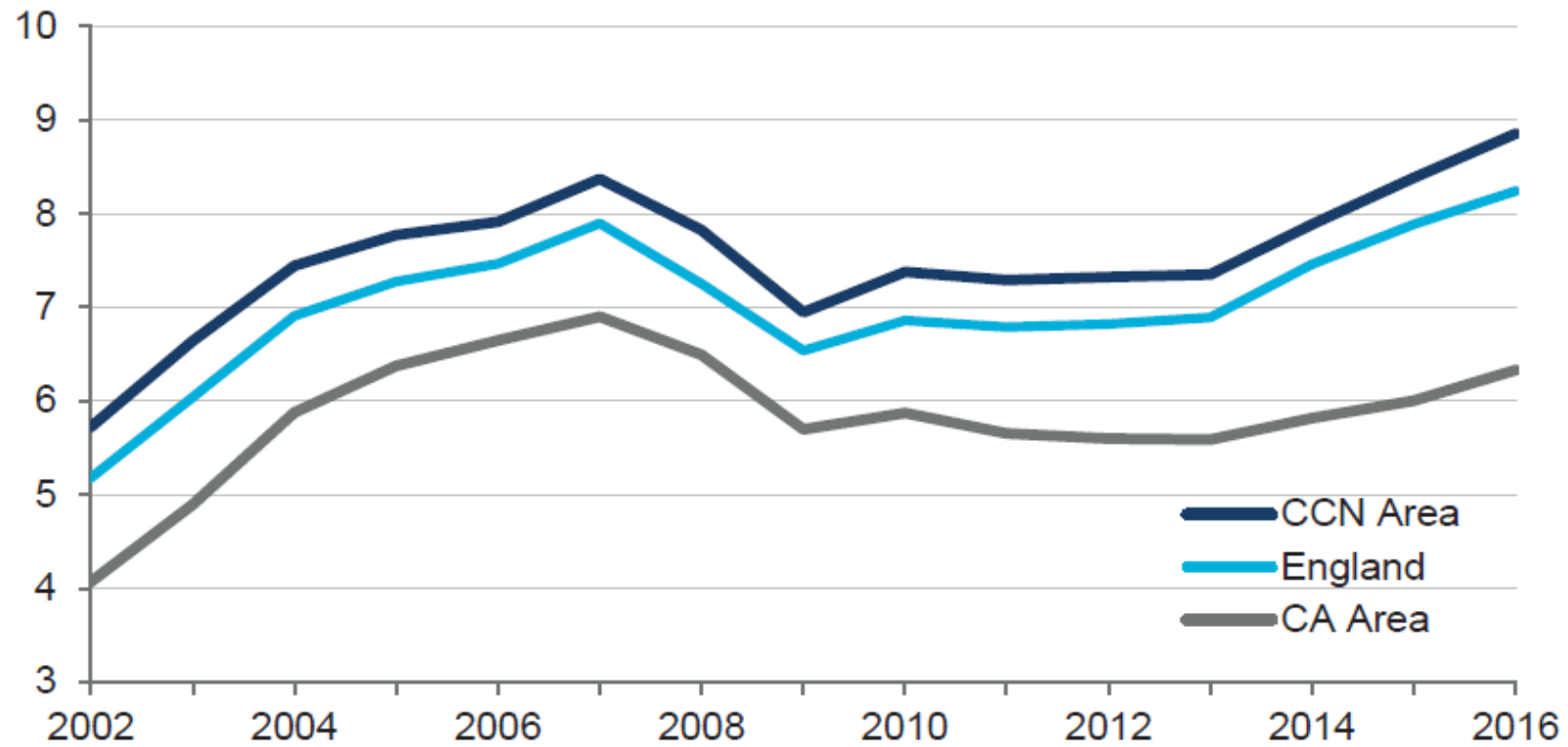
OVER £1,600

Counties' average council tax bill

Age profile in England, 2015



House prices to annual earnings ratio, 2002-2016



- “Once we were judged by how one ran an organisation. That is finished. Now, we will be judged by how well we collaborate”.

The Interconnectedness of Things

1. STPs and the BCF
2. Safeguarding
3. NELs and DTOCs
4. The 'Stranded' and 'Superstranded'
5. Transforming Care
6. Business Rates
7. Prevention/Demand Management
8. Asset Based Practice
9. Housebuilding Programme

The Contributions to Preventative Housing in Lincolnshire

HOW MUCH	WHAT FOR	ORGANISATION INVOLVED	CAPITAL/REVENUE
£572k	DFG	7 Districts	(Discretionary top-up capital)
£2.97m (by 2019/20 £7m)	DFG	7 Districts	Capital - National DFG allocation
£6.1m	Equipment	Adult Care, Children's Services, 7 NHS Bodies	Revenue – LCC & NHS Funds (pooled budget)
£500k	DFG	Adult Care	Capital
£4.5m	Wellbeing ('Low Level Support' including Equipment, telecare, 'Home Improvement')	Adult Care and Public Health	Revenue
TOTAL:			
£14.142m (by 2019/20 £18.172m)			

What are the opportunities for joint working?

1. What are your governance arrangements to ensure the housing offer has deserved prominence.
2. What is in your pooled budgets? (Assuming you have one – if not then take a theoretical stab at it).
3. What performance measures (and issues) do you have / consider relevant.
4. Are you a unitary or two-tier area
5. What specific opportunities can you see in your own organisation, area, or your own lived experience, where housing, health and social care could work more effectively together?
6. What could you, or your organisation, do to influence or deliver a more integrated approach?
7. Do you have any really good examples from your own organisation or area, or your own lived experience, which you could share?

Chair: Jeremy Porteus, Director, Housing LIN

The Lord Best OBE DL

Cllr Richard Kemp, Community Wellbeing Board

Glen Garrod, Lincolnshire County Council, and ADASS

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PPS1 Digital Changes and Impact on Residents for the Rural North
– **Area 1**

PPS2 Community Hubs - Esk Moors Lodge (Abbeyfield Society)
– **Conservatory**

PPS3 ‘Home Improvement Agencies - Learning from good practice in rural areas’
– **Area 2**

PPS4 Strategic Planning & Using the Planning System to Deliver Housing for Older People
– **Main Room (this room)**

Strategic Planning & Using the Planning System to Deliver Housing for Older People

Cllr Richard Kemp, Local Government Association

Tim Hoyle, Assistant Director of Strategic Commissioning Social Care, Health and Housing, Central Bedfordshire Council

Housing an Ageing Population: *Using the Planning System to Help Deliver Housing for Older People*

The Central Bedfordshire story...
... so far

Tim Hoyle

About Central Bedfordshire

Population: 269,100
Households: 104,400
73% owner occupied

Over half the population is rural

Generally fairly affluent

Major centres of population:
Leighton Linlade: 40,070
Dunstable: 37,880
Houghton Regis: 18,110
Flitwick: 13,180
Sandy: 12,210

Local Plan 2015-2035 identifies
growth of 39,350 dwellings



Central Bedfordshire Council's approach

- Approach to the whole market – not just those needing public support.
- Addressing the entire continuum from general needs housing to care and nursing homes.
- Keen to use Council assets where appropriate and to maximum effect.
- Keen to engage with the market and to develop partnerships.

Achievements so far...

- Programme of replacement care and nursing homes
- Programme of new and replacement extra care and sheltered housing

But...

- Little progress in the delivery of new homes suitable for older people
- Progress in specialist housing mainly concentrated at the affordable end of the market

Our response

We wanted to get a clearer understanding of the needs and aspirations of older people and use this to:

- Guide the Council's priorities
- Understand how to make best use of the Council's assets and resources
- Influence others

Research

Used national research:

- [Future of an Ageing Population](#)
- [HAPPI 1](#), [HAPPI 2](#) & [HAPPI 3](#)
- [Designing with Downsizers](#)

Commissioned our own independent research in Central Bedfordshire of a representative sample of older people

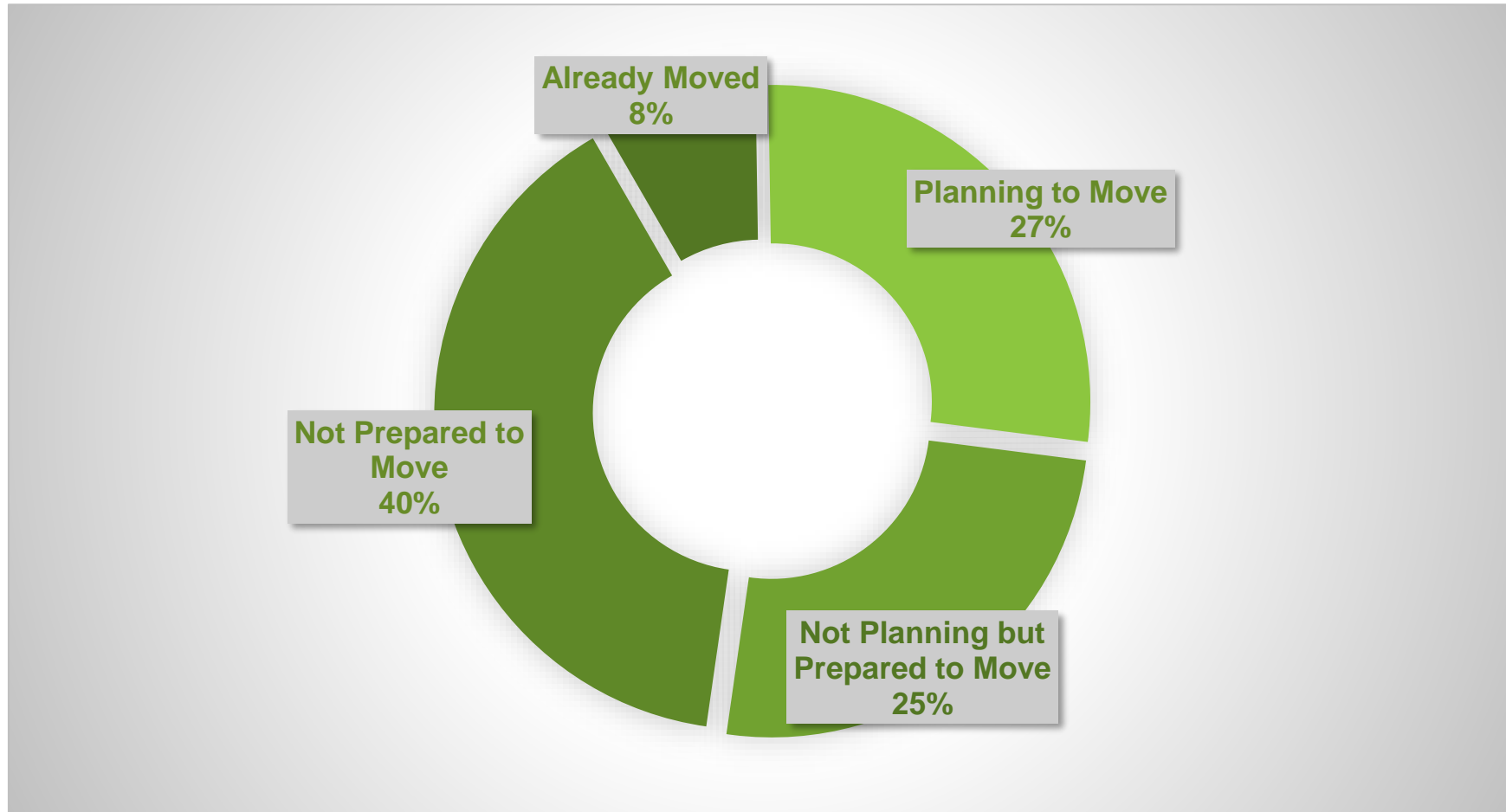
- 600 short interviews
- 80 in-depth interviews
- Stakeholder focus groups

Key Research Areas

- Propensity to move
- Drivers for those considering a move
- Preferred tenure type
- Preferred housing types
- Downsizing

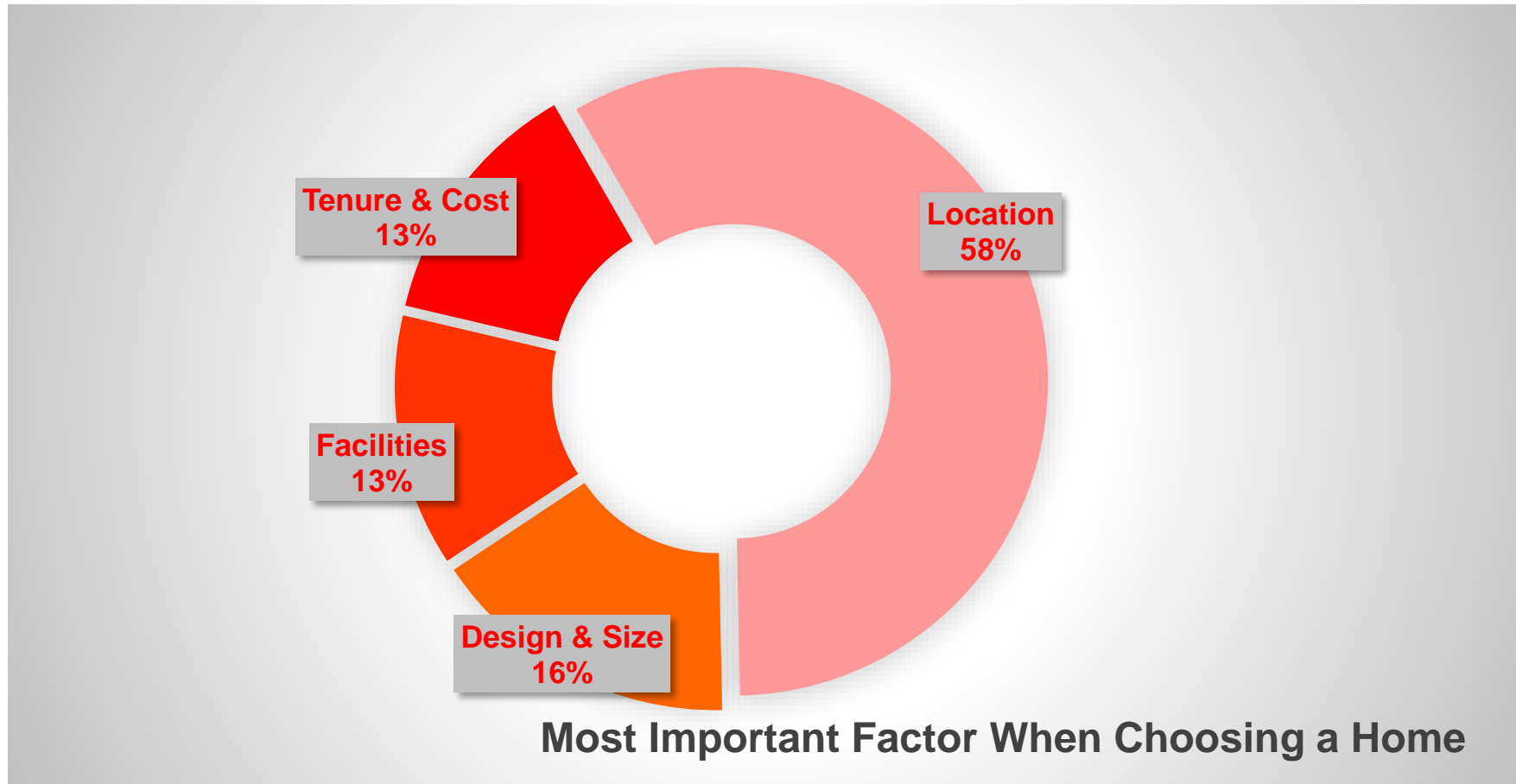
Full report published online at: goo.gl/P37QJ8

Propensity to Move



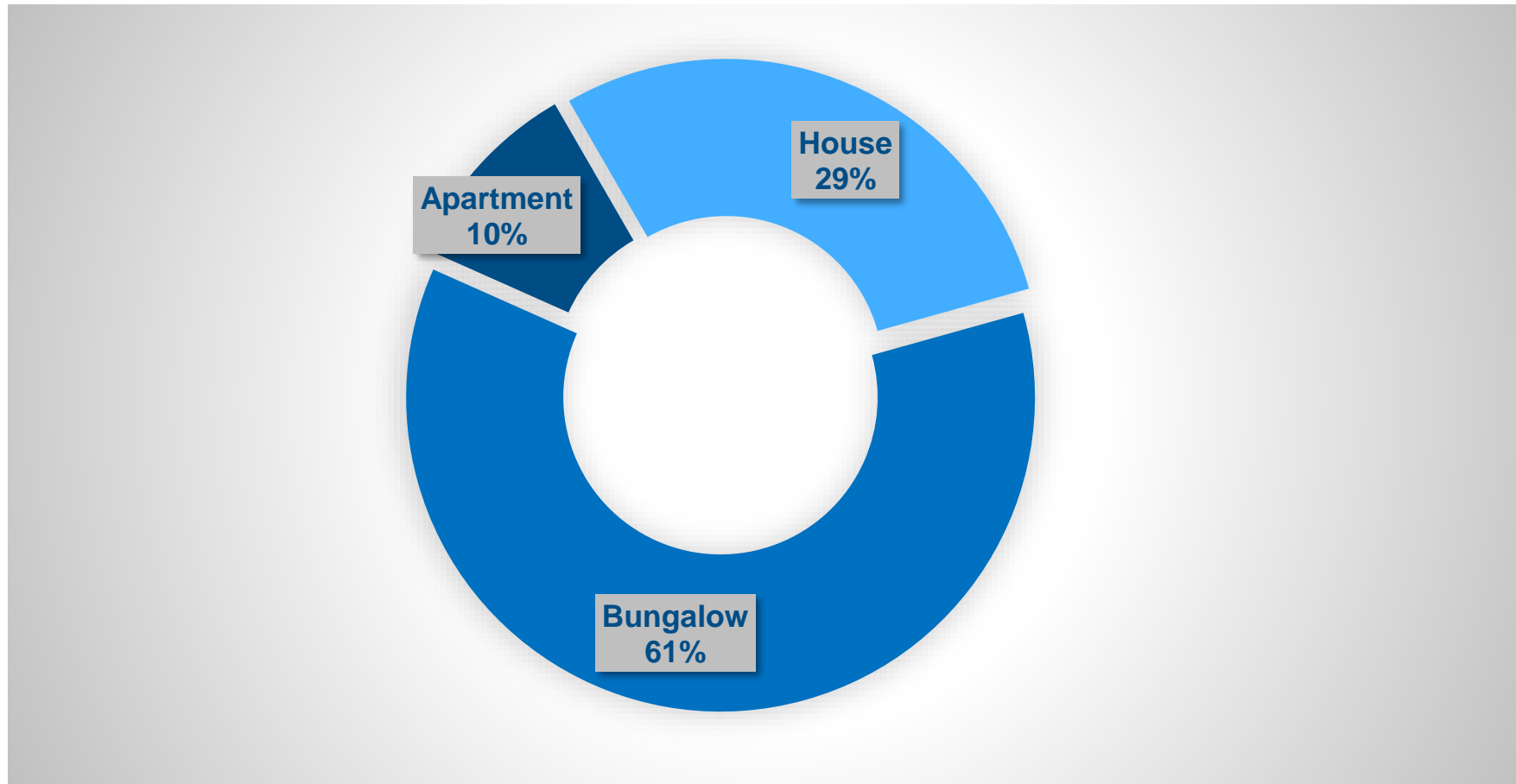
Source: Assessment of the Housing Needs of Older People in Central Bedfordshire – ORS / Central Bedfordshire Council March 2017

Drivers for those planning or prepared to move



Source: Assessment of the Housing Needs of Older People in Central Bedfordshire – ORS / Central Bedfordshire Council March 2017

Type of property preferred by those planning or prepared to move



Source: Assessment of the Housing Needs of Older People in Central Bedfordshire – ORS / Central Bedfordshire Council March 2017

Downsizing

Looking at the 'planning to move' group:

- 85% are in homes with 3 or more bedrooms
- 50% are in homes with 4 or more bedrooms
- 60% are looking for 2 bedrooms or less
- They have a strong preferences for bungalows (62%) or houses (33%) over apartments(5%)

If we can meet demand with the right range of products then we can release at least 5,400 houses with 3 or more bedrooms

Other key findings

- Strong desire by owner-occupiers to retain this status...
- ...including a reluctance to consider leasehold purchase
- The majority would prefer mainstream housing but about half would consider specialist housing
- Even in schemes where there is guest space there was a strong preference for two bedrooms over one
- Some respondents reported that they had already looked unsuccessfully for somewhere to downsize to

Summary from the research

- There is a clear untapped market for all types of accommodation for older people
- The biggest shortfall is of mainstream housing
- Many older people have a desire to downsize...
- ...but it has to be the right product:
 - Location
 - Design
 - Price
 - Tenure
- If this is not available most people will stay where they are.

Implications for Central Bedfordshire

In the period to 2035:

- Need for 3650 specialist homes (50-75 new housing-with-care and housing-with-support schemes)
- Need for 5400 mainstream housing downsizer homes
- The total (9050) represents 23% of planned housing growth
- Around 75% of these are for owner-occupation
- Delivering these would release an equivalent number of mainly larger family homes

Moving to delivery...

- Use local planning policies to promote suitable developments
- Promote innovation in the housing market
- Council working collaboratively with housebuilders
- Developing exemplars ourselves
- Provide more information and support for older people who need it

Local Plan 2015-2035

Have proposed clear policies that:

- Define dwellings suitable for older people
- Require a percentage (c.23%) of any new development (over 10 dwellings) to be suitable for older people
- This increases to 100% for developments within existing settlements (with some caveats)
- Require larger developments (over 100 dwellings) to have suitable housing-with-care and/or housing-with-support schemes where possible

The Story So Far...

- Local Plan adopted but not yet examined by the Planning Inspectorate
- Applications for growth areas are starting to be submitted and consultation responses produced
- Detail of policy needs to be incorporated into policies and strategies based on adopted plan such as Housing Enablement Strategy

What's Next?

- Get involved in master planning for growth areas
- Prepare for policy to be tested:
 - ... by planners
 - ... by developers
 - ... by the Planning Inspectorate
- Monitor delivery
- Review as delivery gets underway

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Lunch and Networking



PPS5 Funding Routes to Deliver Schemes
- Area 1

PPS6 The Challenges of Developing Extra Care Housing in a Rural Setting
- Main Room (This Room)

PPS 7 Rural Housing Enablers
- Conservatory

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The Challenges of Developing Extra Care Housing in a Rural Setting

*Siobhan Moore,
Head of Development, Housing & Care 21*



housing&care21

Rural Housing for an Ageing Population

Siobhan Moore

Head of Development

housing&care21

About us

- Roots are in the Royal British Legion Housing Association
- Specialist provider of contemporary housing and care services to meet the needs of older people of modest means
- Aim to support independence and choice for older people through the provision of quality housing, care and support
- 20,000 properties nationwide
 - 14,000 Retirement
 - 6,000 Extra Care
- 42,000 hours of social care per week
- 7 strategic priorities including ensuring the quality of our existing properties and services & providing more homes



Committed to growth

- Rapid growth over the last 15 years growing from 15 extra care schemes to 150
- Target to deliver 800 new properties per annum
- Urban, Suburban and Rural
- Tailored to the local community



Challenge 1



Addressed through



- Early Community Engagement

- Listening

- Demonstrating a commitment to adapt and change

Challenge 2



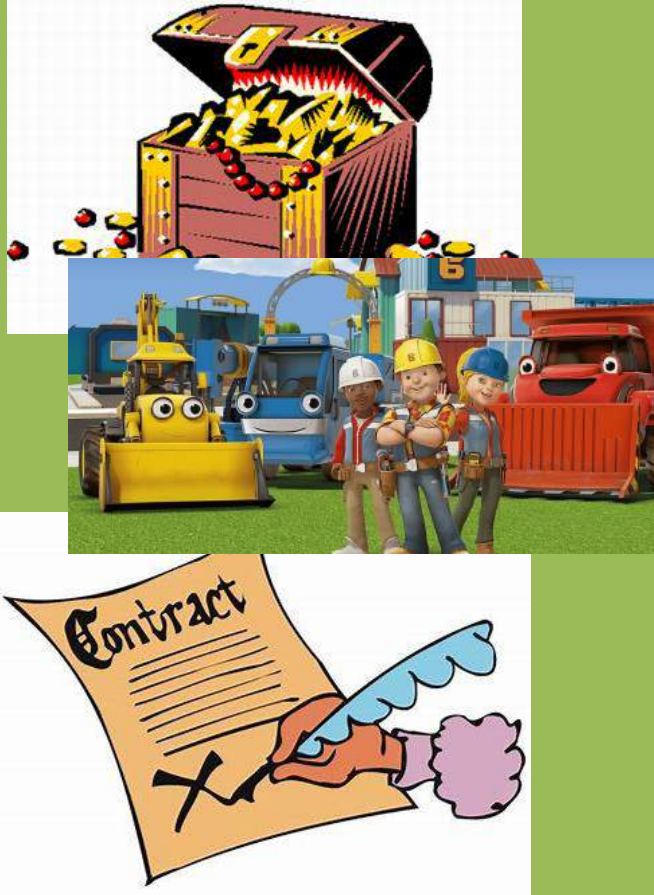
- Flora and Fauna
- Site conditions, licences and remediation

Challenge 3



- Location
- Accessibility
- People
- Climate
- Services & Utilities

Challenge 4



- Size & viability
- Driven by demand
- Procuring contractors
- Contract negotiations

Quarry House, Aldington, Kent



- Rural Exception Site
- Ashford BC survey of older persons in housing need in village clusters
- 33 mixed tenure flats
- Biomass

Local Opportunities

- Supporting the local economy
 - Job opportunities
 - SMEs
 - Community Enterprises
- Responsive to the needs of the locality
 - Community halls
 - Libraries
 - Churches
 - Post office
 - Day centres



Find out more about us

**Working Towards Becoming a Dementia
Friendly Organisation**

<https://youtu.be/6VFZRGDjsek>

**What is it like to work in Extra Care for
Housing & Care 21?**

<https://youtu.be/LFckFFx1HXU>

Siobhan Moore
Head of Development

siobhan.moore@housingandcare21.co.uk



07815 813689



@SiobhanHC21

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Delivering Extra Care in Rural Areas

Kris Peach

Director of Extra Care, Housing Care 21



housing&care21



Meet Bob..

Extra care housing in rural areas

Kris Peach
Director of Extra Care

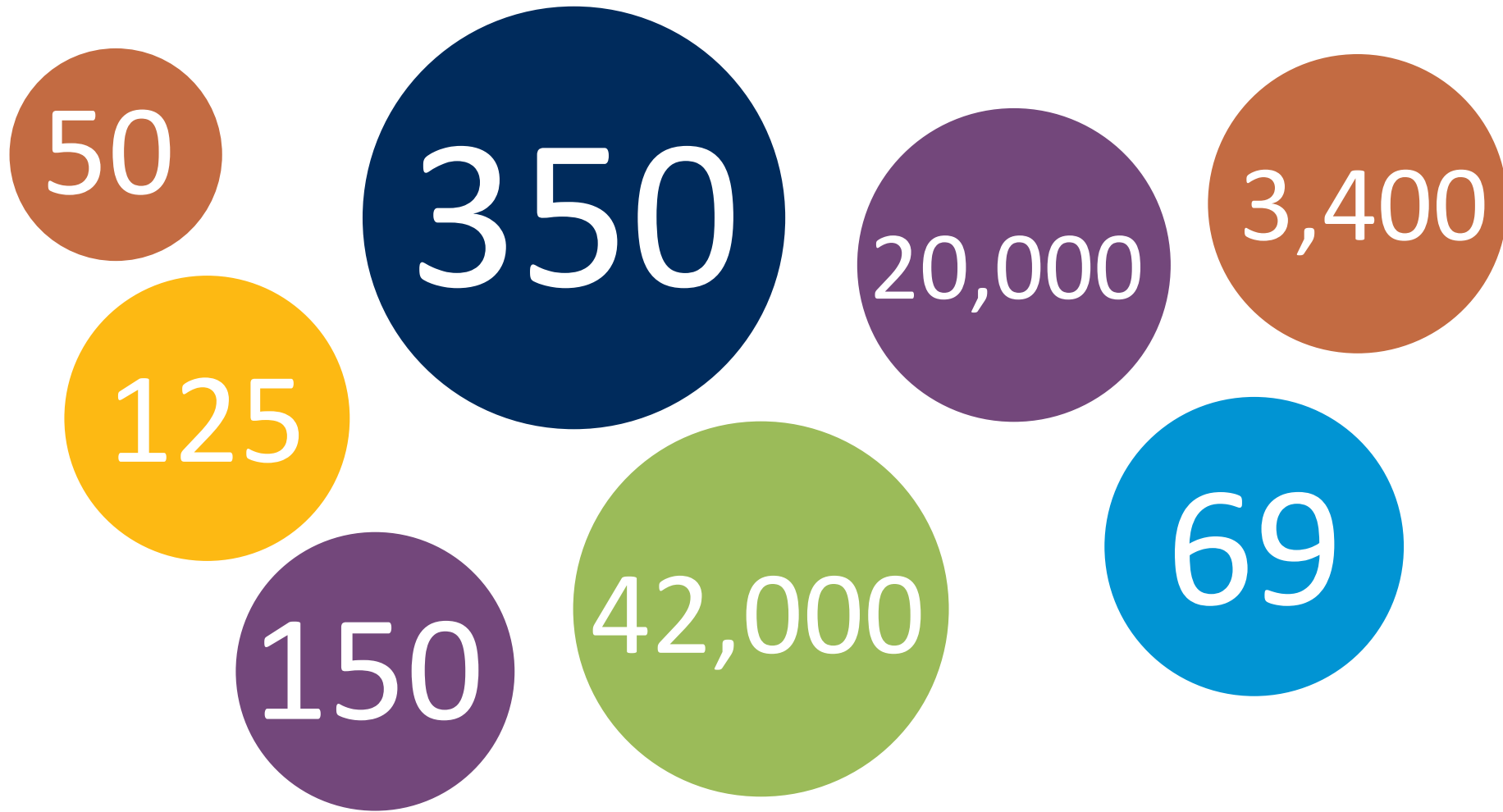


Our porpoise...



Provide
contemporary
housing and care
services to meet
the need of older
people of modest
means

Housing & Care 21



Rent / Shared Ownership / Outright Sale



Integrated services



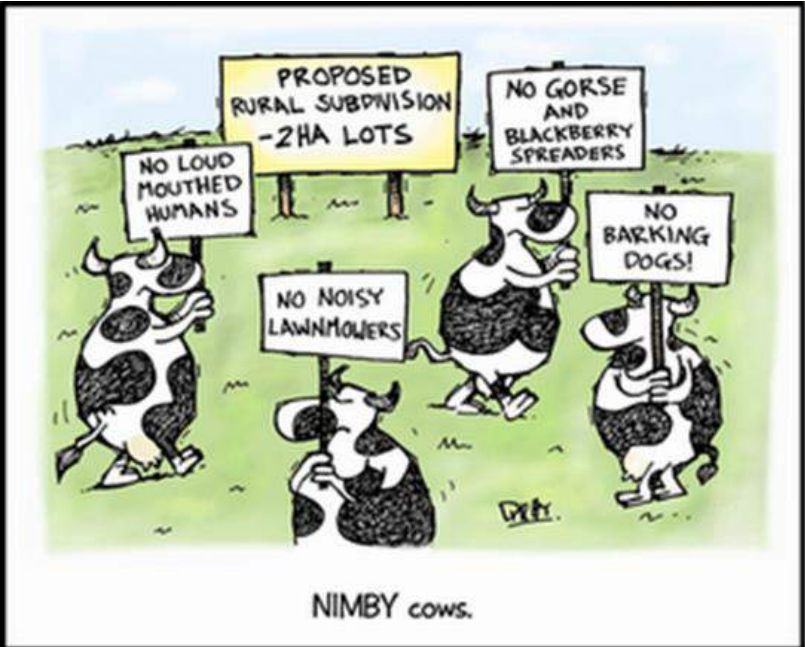
Is there a unique challenge?

Urban

Rural



Development the first challenge



Demand



Demand..



Quarry House, Aldington

Aldington – 300 aged
55+

Ashford – 39,000 aged
55+

Demand – 5 in every
1,000 = 200

Shift in nominations

Models for success

Clarity

Communication

Stakeholders

Nominations

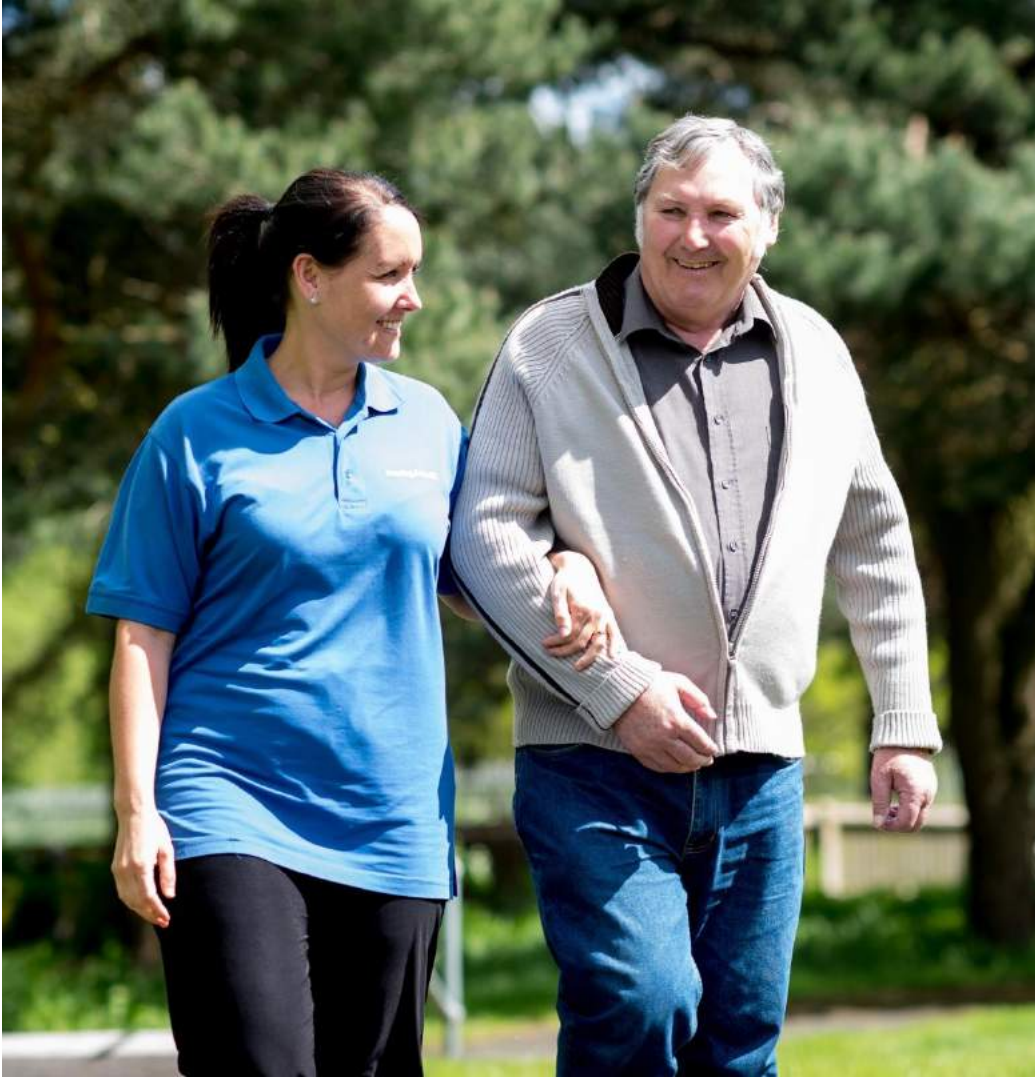


Recruitment and retention..



- Limestone view, Settle, North Yorkshire
 - Small pool of people to recruit from
 - More static community
 - Older population
 - Challenges attracting people into care

Delivering care in rural areas



- EC vs Dom Care – benefits
- The value of integrated housing and care
- Invest in the local teams – these are the key to success
- Devolved management structure

The importance of Community hubs



- Sycamore Hall in Bainbridge
- Remote location
- Village shop
- Hairdressers
- Community library
- Post office

- Design needs to support function
- Be clear on what is meant by community hub
- Link to Health – respite units

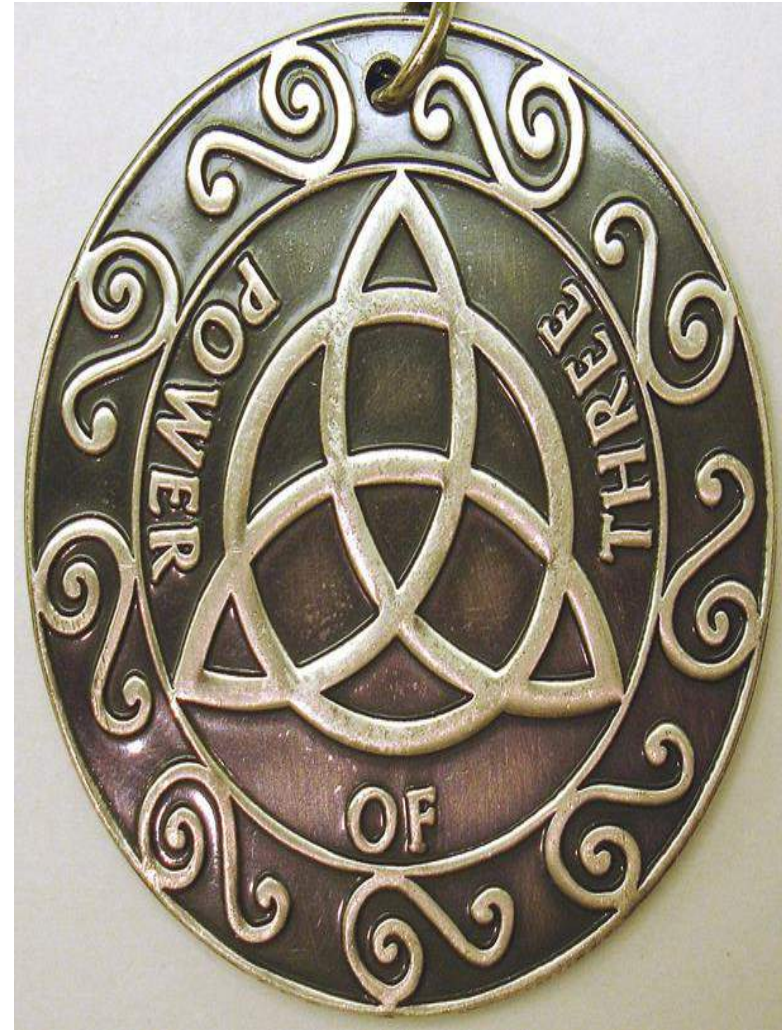


The Power of three

Clear dialogue and shared vision with all stakeholders

Clarity on the model

Not underestimating the operational challenge





Thank you



@KrisHC21



Kris.peach@housingandcare21.co.uk



Kris Peach

A Strategic Approach to Housing and Care for Older People

*Richard Webb,
Director of Health & Adult Social Services,
North Yorkshire County Council*



A Strategic Approach to Housing and Care for Older People

Rural Housing for an Ageing Population Conference
27th July 2018, Harrogate

Today

- Why this matters
- This is North Yorkshire
- Our Story
- What's next?

Why this matters



HOUSING AND
CARE FOR
OLDER PEOPLE



Rural Housing for an Ageing Population:
Preserving Independence

HAPPI 4

The Rural HAPPI Inquiry

JEREMY PORTEUS

April 2018





Why this matters....it's personal!

This is North Yorkshire

North Yorkshire from above - Over 3000 sq miles of land predominantly green, stretching the width of the country.

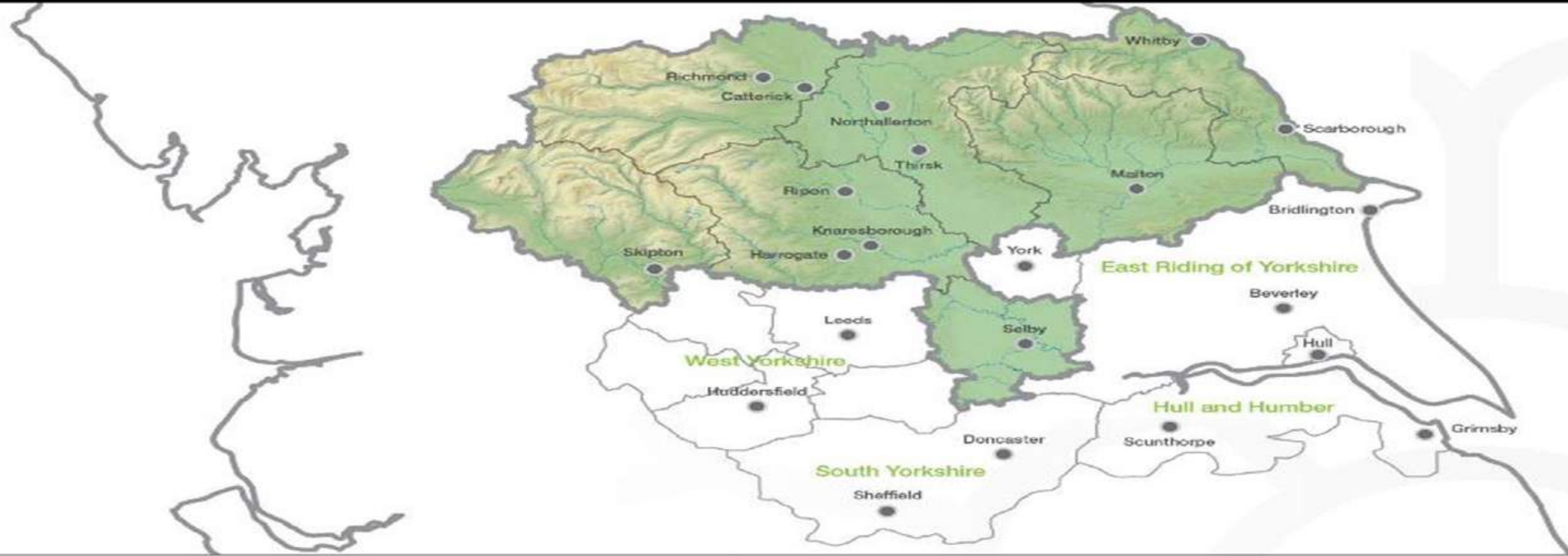
North Yorkshire stretches almost **100 miles**
from the East Coast to the Lancashire border.

Population of **601,500** with
362,000 of working age.



North Yorkshire County

Yorkshire and Humberside, England, UK

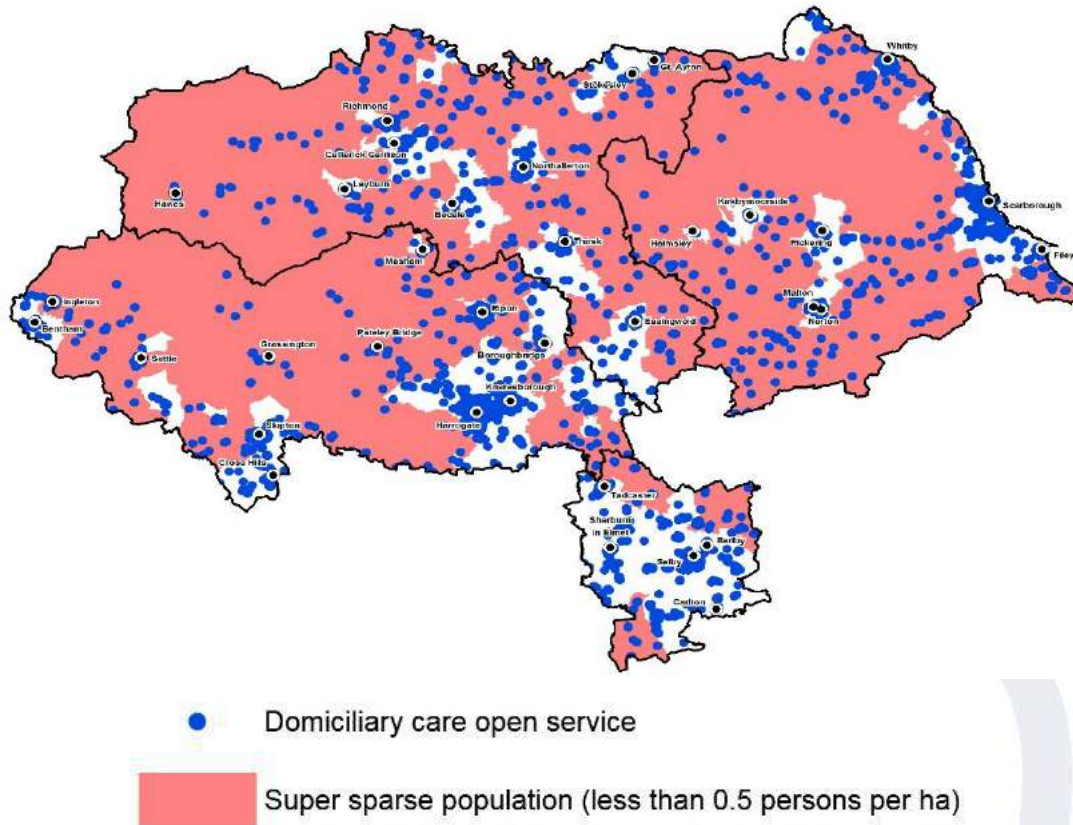


NHS - Commissioners & Providers



Demand - Rurality and Deprivation

Areas of super sparse population and open domiciliary care cases



Geographical Barriers to Services and Income Deprivation Affecting Older People most deprived national quartile of LSOAs (ID 2015)

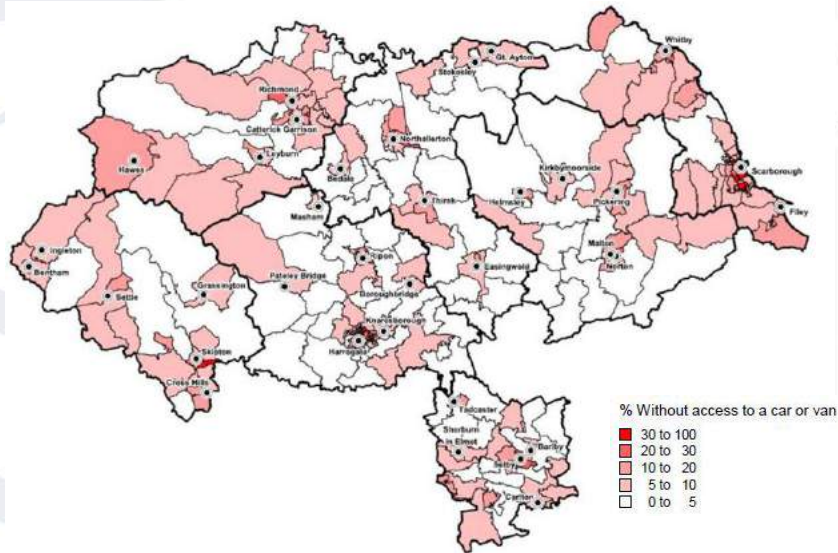


Workforce

Commuting and car availability

North Yorkshire attracts large numbers of commuters from outside the county, particularly from areas of lower cost housing including the Tees Valley, South and West Yorkshire and the East Riding

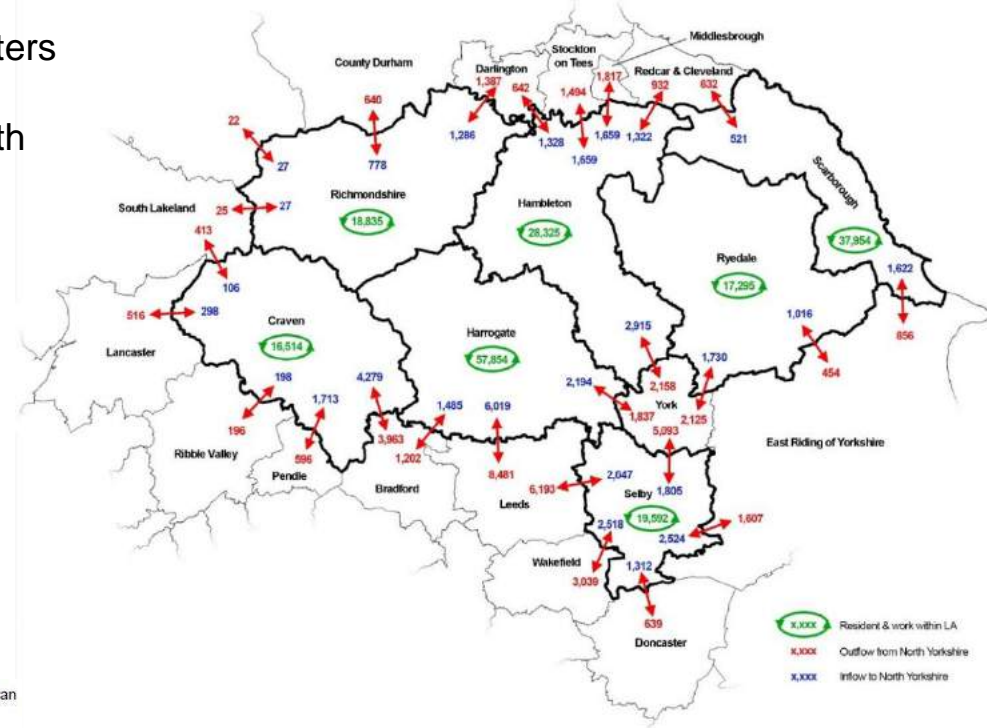
% households without access to a car (2011 Census)



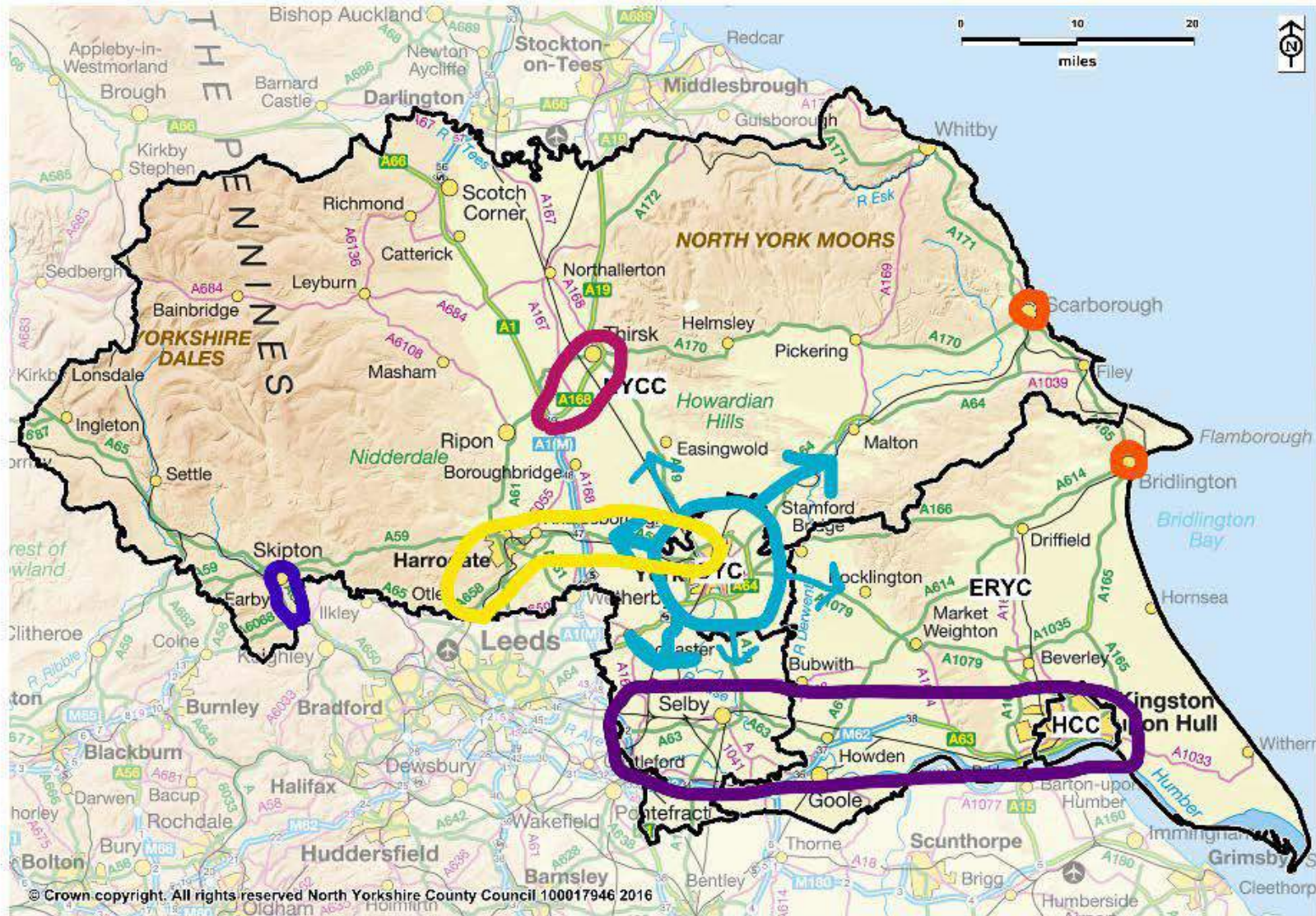
Rural areas have high levels of car ownership, though a car may be shared within a household

Urban areas, where public transport services are more frequent and residents are able to walk or cycle to work more easily, have a higher proportion of households which do not have access to a car or van

Travel to work flows (2011 Census)



Ordnance Survey Map Data: © Crown Copyright. 100017946. (2018)



YNYER Spatial Framework



York, North Yorkshire and East Riding

Housing Strategy

2015-21

Work with Partners to increase the supply of good quality new housing – all tenures & locations

Ensure our housing stock meets the needs of urban, rural and coastal communities

Ensure that housing stock meets the diverse needs of communities at all stages of their lives

Ensure new homes are of a high design & environmental quality

Continue to make best use of existing stock & ensure it is of a decent quality to meet community needs

Ensure all homes have a positive impact on health & well being and are affordable to run

Continue to reduce homelessness

Ensure housing is allocated fairly and on the basis of need

Provide appropriate housing and support for those with specific needs

Our Story

Milestones

- 1999: *Our Future Lives* published
- First extra care schemes opened
(The Orchards, Brompton and Cedar Court, Scarborough)
- 2006: *Our Future Lives* revised
- 2015: *Care and Support Where I Live* published
- 2015: Revised Procurement Framework
- 2018: 1111 apartments and growing....



Care and Support Where I Live Strategy

We want people to live longer, healthier, independent lives

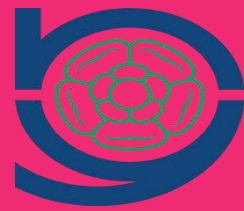
Well-spent investment with buildings that are well designed and integral to our towns and villages

Offering an alternative to institutional care

Roll out of extra care to all major towns and locations

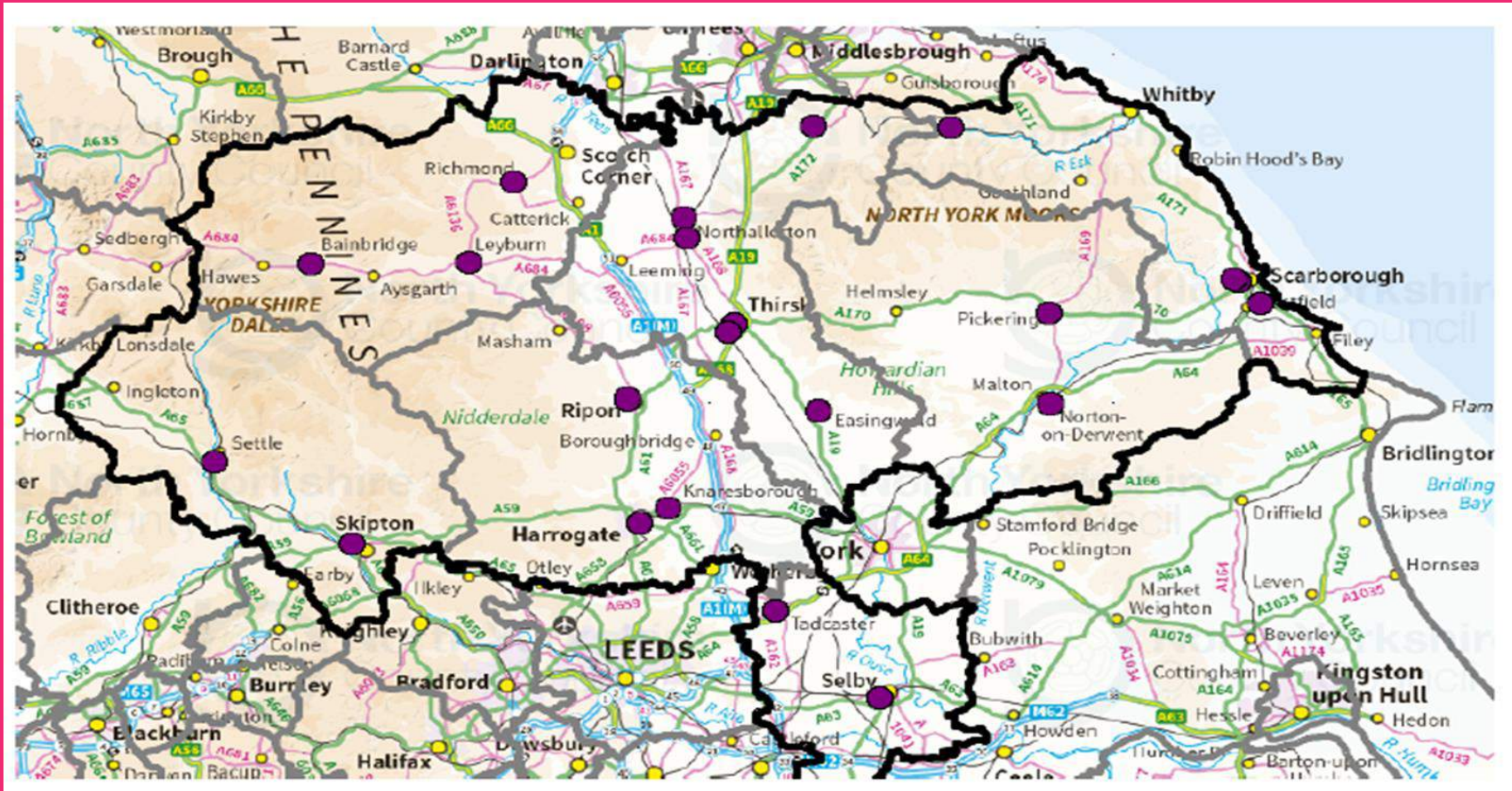
And moving into wider options: hybrid models, new demographics





North Yorkshire
County Council

Extra Care: 22 operational sites, 1,111 units



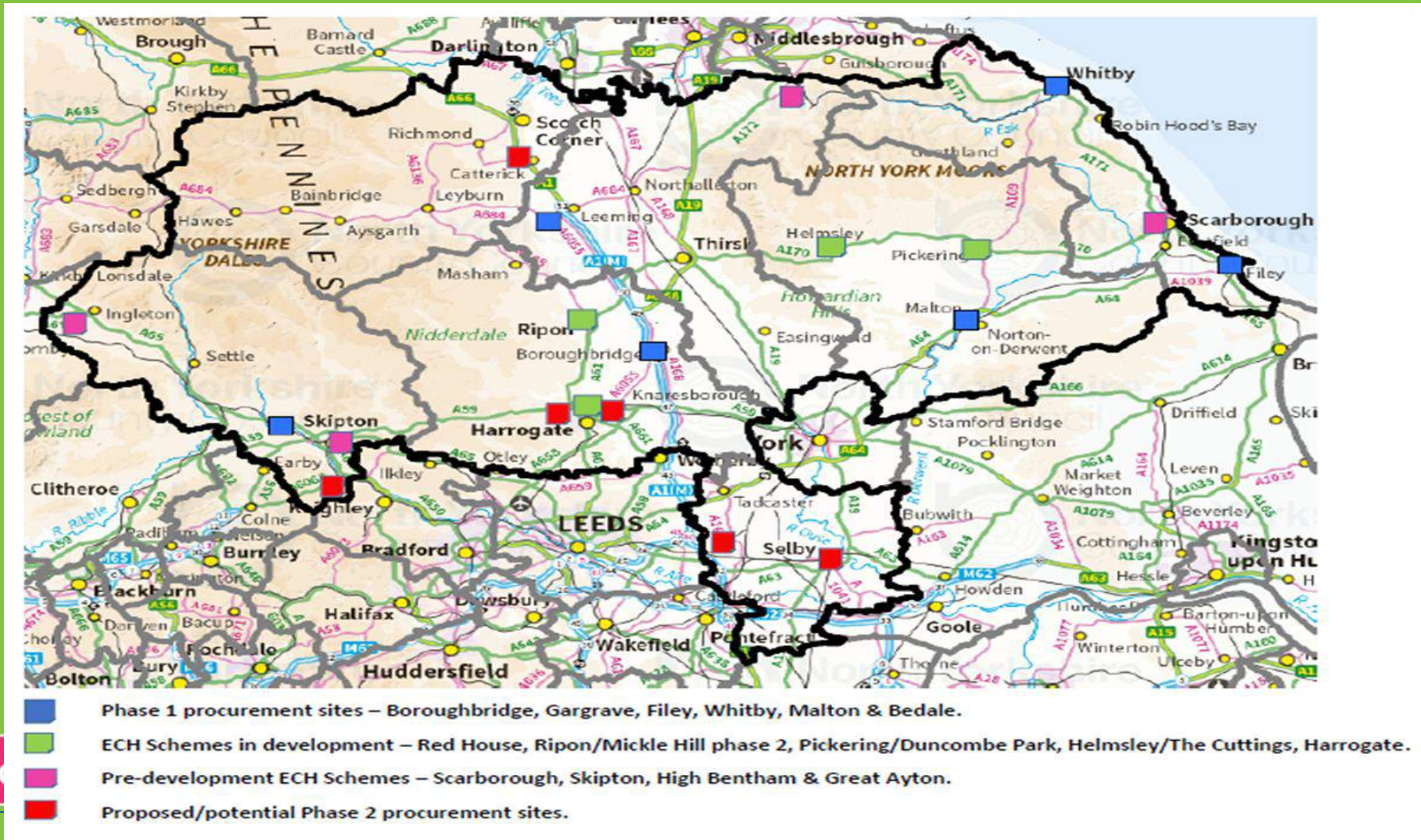
www.makecarematter.co.uk



North Yorkshire
County Council



Extra Care Sites: proposed and in development



Key Features

- Partnership between County Council, Borough and District Councils, housing providers, developers and communities
- High quality design
- Central to community regeneration and sustainability
- **Replacement** of older people's homes, rather than closure
- Strong political and corporate support
- Dedicated capital investment – current £9m pot
- Planned and ‘additional’ schemes
- Mixed models for care provision

Key Features

- Mixed tenure
- 1 or 2 bedroomed apartments or bungalows, plus some 'open plan' studio apartments for people with dementia
- Schemes can include spaces for community facilities: shops, libraries, hairdresser, health services
- Housing costs include rent & service charges (including costs of shared spaces)
- Background support on site 24/7
- Care packages can be flexed to meet changing need and funded based on eligibility and financial assessments
- Some schemes are delivering NHS step up/step down and end of life services
- Usually individual will have housing/care and support needs and age and disability requirements for property allocation

Changes and challenges

- Tenure mix
- Specialist needs, particularly people with dementia
- Partnerships with the NHS to provide apartments for step-up, step-down and end of life care
- Costs and size of schemes
- Service and care costs
- Updating the older schemes
- Resident voice
- Next generation hybrids?

What's Next?

Next steps

- Review of supported living schemes and housing-related support, with boroughs and districts
- Support for people with mental health issues
- Micro-enterprises and new supply chains
- First Digital village and emerging Digital Health and Social Care proposition
- Mazars review: nursing and residential care
- Community-led and Co-housing
- Supported Housing Strategy

Sleights



North Yorkshire
County Council

Sleights: The Concept

Technology is a key asset for communities, helping to support local business opportunities, providing everyone with better ways of communication with the outside world, and providing new solutions to self manage care.

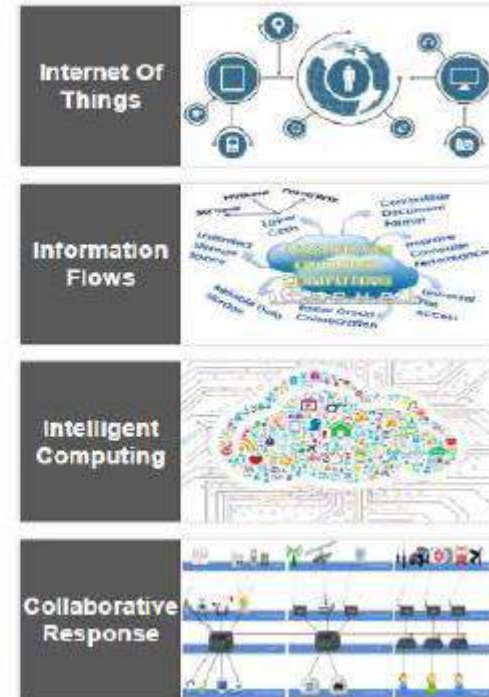
SENSORS

Connected Village

Smart Homes

Smart Care

Smart Health



Prove the concept by:

1) Connecting a village

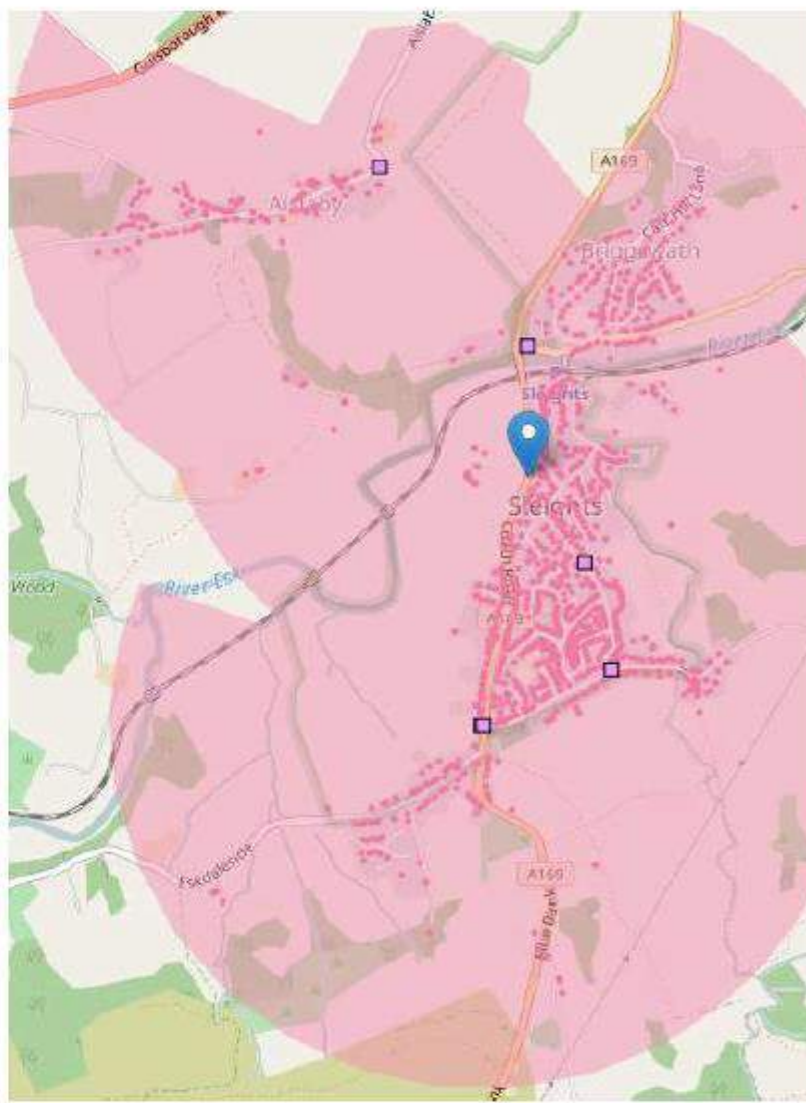
2) Learn what works

3) Write a strategy

4) Deliver

Connecting a Village

- ✓ Superfast Broadband in place
- ✓ Sufficient social capital, thriving community
pub, shops, sport clubs, social activities, volunteers
- ✓ Open-minded GP willing to work with us
- ✓ Community space and meeting facilities
- ✓ School





Hello. I am Je and I am 92 years old.



I have been finding it increasingly difficult to cook for myself, but I know how important it is to have at least one hot meal a day.



My family recently bought me a device, which enables me to order a hot lunch from my local pub, without needing to leave the house or use a computer.



I call the device Alexa and my family set it up so that I don't have to submit any bank card or account details when I order.



During the morning, I ask Alexa to order me a meal from The Golden Goose public house for 1 o'clock.



...and someone kindly delivers the meal in time for lunch.

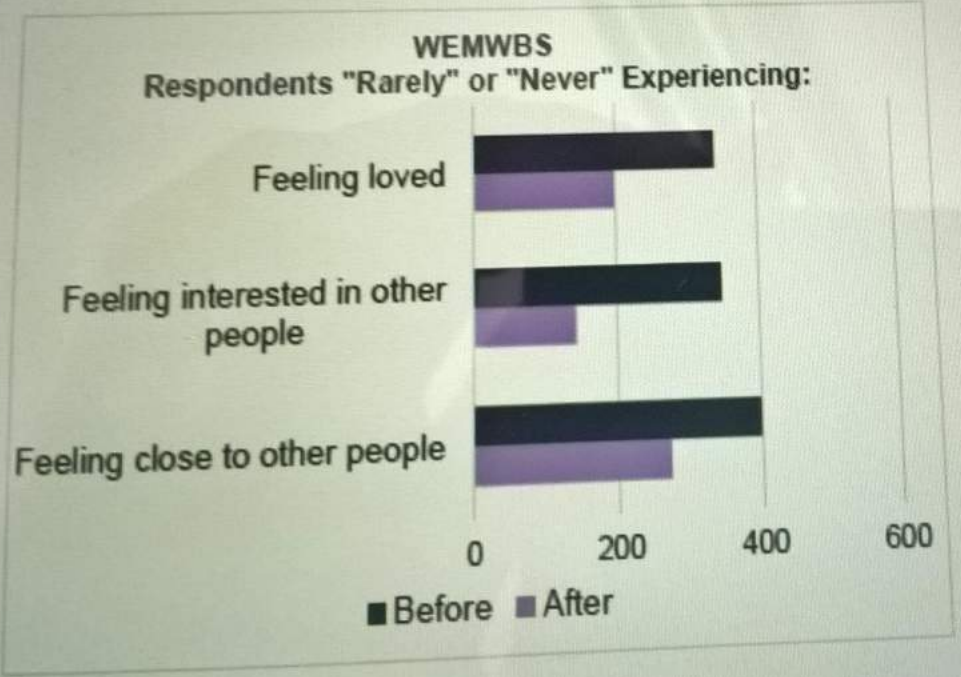
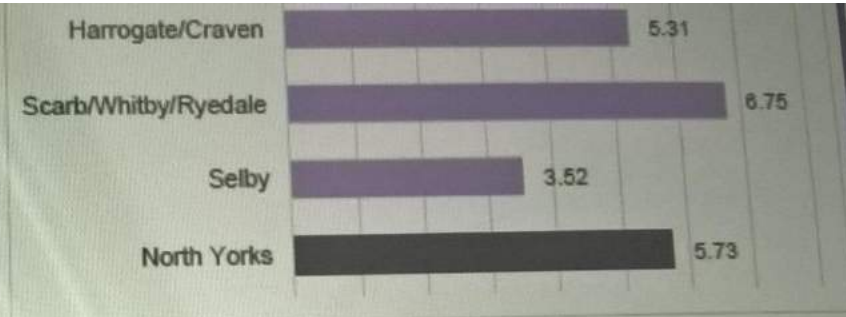
LivingWell

in North Yorkshire

Supporting you to live well, your way

101 of 4476
 source of
 are with
 May at
 last year)
 are one-
 the

each accounting for around a third of all LWAs. Selby's share is down from 10% to 8%.
 Scarborough still returns a significantly higher rate of LWAs per head of population.



During 2017/18, 15% of referrals progressed by Living Well recorded loneliness as a primary or secondary factor.
 1,117 WEMWBS assessments were completed during the year, providing scores for clients' own perceptions before and after their intervention. The scores for elements that could be most closely aligned with loneliness show significant improvement.



Reg's story

<https://youtu.be/Dd7q1xS9EQc>

Summary of the Day from the Chair

*Neil Revely,
Chair ADASS Housing Policy Network*

A scenic view of rolling green hills with a small village in the distance, serving as the background for the text.

THANK YOU
FOR ATTENDING THIS EVENT



@NHC



Northern Housing Consortium

www.northern-consortium.org.uk