



**NATIONAL
HOUSING
FEDERATION**

 **business for neighbourhoods**

Housing associations
Rising to the challenge
of an ageing society

Housing associations are **iN business for neighbourhoods**

Neighbourhoods - we will:

- put them at the heart of everything we do.
- work to create a place for everyone.
- be great partners in meeting local needs.
- tell people about the work, time and money we invest.

Customers - we will:

- make them our driving force.
- listen, respond and engage them in our work.
- offer them respect, choice and support.
- do all we can to prevent poor behaviour and tackle bad neighbours.

Excellence - we will:

- always strive to improve.
- change to meet the challenge of being **iN business for neighbourhoods**.
- be landlords, employers and partners of choice.

Housing associations: Key partners for commissioners **in Putting People First**

Housing associations are key partners in delivering the prevention and personalisation goals of Putting People First. Housing associations have a track record of responding to needs across different sectors, rising to the challenge of providing good quality housing, offering older people a choice in how and where they live and maximising their independence.

Promoting ordinary lives

The work of housing associations helps to promote and maintain ordinary life principles. Housing associations are:

- uniquely placed in the community to deliver and sustain the right type of services to help older people remain independent for as long as possible.
- able to deliver and signpost to wider services and prevent people from

needing more intensive support and care provisions for longer.

- at the heart of the community and already plugged into relevant community networks.
- well placed to keep both formal and informal support afloat so the necessity for more intensive services is put off for longer.

Risk and resilience: prevention and personalisation

Meeting the needs of an ageing society means providing quality housing which enhances people's ability to live independently for as long as possible. Housing associations provide a wide range of models of specialist supported housing for both rent and affordable ownership that meet the needs of older people. The housing and related support services

offered by housing associations build individual's resilience and confidence to live in their own homes, helps them manage risks, and provides the environment needed for sustainable re-enablement. These protective and preventative aspects of good housing and support reduce demands for more costly interventions such as residential care. Recent Government commissioned research estimates the net value of services funded by Supporting People for older people at £1,250m.¹

In this booklet, we show how we are rising to the challenge. If you want to know more about working with housing associations in the delivery of older people's services and homes, contact the National Housing Federation on 020 7067 1010.

For more examples of housing associations' work in your region, go to www.inbiz.org.

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Introduction

Housing associations provide affordable housing for over five million people. Nearly one in three is over the age of 65² and of those, over half live in general needs housing.³

Our challenge is to offer older people a choice in how and where they would like to live. This means not only providing a range of good quality specialist housing but also the support to live independently in their own homes. A 'one size fits all' approach is

not the answer.

Both specialist and general needs housing associations are responding by:

- meeting the changing expectations of older people.
- involving older people in the design of buildings and services.
- improving homes.
- building homes to lifetime standards for both affordable ownership and rent.
- developing and deploying assistive technology.

- delivering services to the wider community including handy persons services across all tenures.
- employing skilled and specialist staff.
- tackling social exclusion and improving the capacity of the community to support older people to live independently for longer.
- always seeking value for money.

“Our challenge is to offer older people a choice in how and where they would like to live.”

An ageing population: facts and profiles

The number of people in the UK over pensionable age is projected to increase dramatically over the next 30 years.

ONS 2006-based UK population projections (65+ years) ⁴			
2006	2016	2026	2036
9.7m	11.8m	14.2m	17m

The number of people in the UK aged over 85 is projected to rise at proportionally higher rates. Government estimates this group growing by 184% by 2036, a rise of 2.3m people.⁵

The ethnic profile of older people is also changing dramatically. By 2026, the older

black and minority ethnic (BME) population in the UK will have doubled from 800,000 in 2004 to more than 1.8m.⁶

Older people spend 70 to 90% of their time at home⁷ - so the quality of their home is vital. Yet, nearly a third of older people over 60 live in non-decent housing, the worst conditions being in the private rented sector.⁸ Housing associations are committed to meeting Decent Homes standards by 2010.

Over 20,000 older people in England and Wales die of preventable, cold-related illnesses each year.⁹

Around 1.5 million people with a medical condition or disability require specially

adapted homes.¹⁰ Housing associations already provide many of the homes that meet these requirements, and will be building to lifetime homes standards from 2011.

Older people are nearly twice as likely to be in fuel poverty.¹¹ But older people living in social rented housing are the least likely to experience fuel poverty (4% compared to nearly 25% of people living in the private rented sector).¹²

“Over 20,000 older people in England and Wales die of preventable, cold related illnesses each year.”

What needs to change?

The challenge of meeting the current needs of older people and future planning for an ageing society.

The Government has recently published a national strategy for housing in an ageing society.¹³ Government view this as a starting point to open up debate in order to facilitate necessary change to create better housing outcomes for older people in our society. Its aim is to provide joined-up responses across Government - including housing, health, social care, income, employment and training - with a greater emphasis on personalising services, providing positive choices and delivering the cost savings and prevention agenda.

First, it looks at what can be done now to address the current needs of older people to improve their opportunities and provide better choices, including the option of staying independent for as long as possible. It focuses on increasing and improving:

- repairs and adaptations to existing stock.
- advice and information¹⁴
- home improvement agency services.
- preventative technology.

And, second, it looks at the future requirements for an ageing society with improved benefits for all. These longer term changes include a focus on:

- planning and new supply.
- lifetime homes.¹⁵
- lifetime neighbourhoods.¹⁶
- specialist housing that provides variety and choice.
- inclusive design, both within and outside the home.

“Government view this as a starting point to open up debate in order to facilitate necessary change to create better housing outcomes for older people in our society.”

Planning and delivering housing for an ageing society

Right now, there are a number of mechanisms that can be utilised at both local and regional level to improve current and future housing for older people, influence the relevant strategies (including spatial planning and housing) and help develop better partnership working. These mechanisms include:

- Local Area Agreements.
- Joint Strategic Needs Assessments.
- PSA targets, PSA 15 and 17 in particular.
- Housing Market Assessments.

- Planning Policy Statements 1 and 3 (PPS1 & PPS3).¹⁷
- Supporting People Programme.
- Individual budgets.

General principles

We must ensure that policies:

- Challenge stereotypes and value older people's role in sustaining communities.
- Ensure older people shape decision making on services and design.

- Build better homes to meet the aspirations of older people.
- Give older people greater choice.
- Recognise the value of preventative services and 'that little bit of help'.
- See specialist housing, both sheltered and extra care, as a resource for the wider community, catering for needs of residents and non-residents alike.
- reflect the diversity of an older population.

Why choose housing associations?

Housing associations are essential partners for any local authority or agency serious about providing older people with a range of good quality housing, care and support.

They are not-for-profit social businesses regulated and inspected by the Housing Corporation and the Audit Commission. By mixing the best of public, voluntary and private sectors they offer an unbeatable combination of high standards, investment and public service.

The following examples show how housing associations can help deliver the transformation agenda set out in Putting People First and how they are making positive changes in the lives of older people.



Photo courtesy of Willow Housing and Care

“...serious about providing older people with a range of good quality housing, care and support.”

Using new technology

Cheshire Telecare represents a partnership which includes The Dane Housing Group and Cheshire County Council. The service provides new technology to enable vulnerable people across the county, including older people with dementia, to stay in their own homes. The service is available to all tenures.

What's exciting about Cheshire Telecare is that the system is 'smart'. This means everything is automatic and clients don't need to understand the technology. Cheshire Telecare links clients' homes to a 24-hour response service. It uses an alarm system that can be tailored according to

the needs of each client. If someone forgets to turn off the oven or leaves the kitchen taps running, the alarm will be raised.

By lowering the levels of risk older people face, and by supporting carers, Cheshire Telecare can also reduce pressure on health and social services. The success of the partnership depends upon a shared vision for telecare services that is underpinned by available technologies.

Service delivery partners

The Dane Housing Group, East Cheshire Primary Care Trust, Cheshire County Council social services, Alzheimer's Society, Congleton Borough Council, Tunstall Telecom Telecare Solutions.

For more information contact Hilary Birks at The Dane Housing Group - hilarybirks@dane-housing.co.uk



Tackling social exclusion in partnership

Older homeless people are often faced with mental ill health or dementia, as well as the failing physical health. Social services funding for personal care does not always meet their wider needs.

Cambridge Cyrenians work with housing associations in Cambridgeshire to help older homeless people settle into sheltered accommodation - and stay there.

By providing the right levels of tailored support, the project enables people to take control of their own lives. The support provided ranges from specialist input from the mental health team, to more practical support, such as helping someone sort out



their benefits, reminding them about a doctor's appointment or making sure they've got food in the fridge.

Service delivery partners

Cambridge Cyrenians, Anchor Housing Trust, Housing 21, Granta Housing Society,

Cambridge City Council, Age Concern Cambridgeshire, Kings Street Housing

For more information contact Brian Holman at Cambridge Cyrenians - brian@Cambridgecyrenians.org.uk

Engaging older people's views on design and broadening support services



Willow Housing - Tenant Involvement Conference

When Willow Housing and Care took over the London Borough of Brent's sheltered housing, it consisted mainly of old fashioned bedsits, many with shared bathrooms. Plans were made in consultation with tenants and the local authority and although the overall number of schemes was reduced, every one of over 400 tenants now has a new or refurbished home with its own bathroom.

In addition, three extra care schemes were built to enable older people with care and support needs to remain independent.

Communal areas were improved by creating spaces for residents to enjoy their hobbies or entertain guests. As a result, the

wider community can be involved in social events.

Services used to be low-level and focused more on the 'cup of tea and bingo' approach. These have been redesigned and new ones created for the most vulnerable. These include hospital link workers and a 24/7 emergency response service.

For more information contact China Hammond at Willow Housing & Care china.hammond@willowhousing.org.uk

Responding to increased demand and raising expectations

In 2003, Crewe and Nantwich Borough Council transferred its housing stock and related services to Wulvern Housing. Wulvern inherited poor quality sheltered properties and a low level of support services to tenants.

A ten year strategy was put in place that is now bearing fruit. The first re-modelled scheme delivered to extra care standards has now reached completion with several others in the pipeline.

Flexible, multi tenure support services

enable older and vulnerable people living in sheltered schemes and independent housing across South Cheshire to maintain their independence with the help of mutually agreed support plans.

The planned development of a large town centre site based on a retirement village model, will provide the hub for future activities and support services for older people across the area.

This change would not have been possible without challenging assumptions and long-term planning and partnership.

For more information contact Geoff Loughlin at Wulvern Housing - geoff.loughlin@wulvernhousing.org.uk.



Mrs Cooper at Mill House

Flexibility is the key to best provision

Mendip Housing re-organised its homes and services to ensure that older people and those with a physical or learning disability living in the Mendip Area, can access the right support at the right time in their lives. It provides a range of sheltered housing schemes, plus four extra care schemes and floating support to people within their own homes.

Providing support based on individual needs assessments, when people need it - this service encompasses extra care, a banded system of support for sheltered housing and a similar range of support services to those living within the community. The range of services includes a helpline unit, assistive technology devices, daily telephone contact and



regular support visits to address individually assessed support needs.

The Road to Recovery scheme - jointly funded by Somerset County Council and Somerset Primary Care Trust - provides the advantages of sheltered housing on a temporary basis. This helps to ensure that older people do not stay in hospital just because they cannot return home alone.

Consultation with residents and staff has been key to enabling change. This has included an 'inter-scheme Olympics' and a tenants' conference attended by 60 people.

For more information contact Joy Kingsbury at Mendip Housing - J.Kingsbury@mendiphousing.co.uk.

Putting people first

Midland Heart Older Peoples services have retirement schemes throughout the Midlands and South West that are home to more than 3,500 older people. Taking a holistic approach to the care of its residents, Midland Heart combines social engagement, well being, choice and the use of modern technology to promote independence. In addition to improving the quality of life for residents, its strategy for older people has improved efficiency and controlled costs.

A wide range of services are available to tenants, to enable them to live independently - from help around the home to regular health checks and activity days. In addition to regular social events at each retirement scheme, residents are invited to enjoy organised Magic Moments activities that encompass a variety of events and activities. They range from



luxurious trips on the Orient Express to one-off experiences for individuals, making long-held dreams come true.

For more information contact Sara Beamand at Midland Heart Older Peoples Services - Sara.Beamand@midlandheart.org.uk.

“...Midland Heart combines social engagement, well-being, choice and the use of modern technology to promote independence”

Extra Care Housing a hub at the heart of the community

Designing Extra Care Housing that also acts as a resource for the local community can have a wealth of benefits for residents, local people and local businesses.

Housing 21's Callendar Court is situated in a small village within a close knit community. Local people use the facilities and shop on a daily basis. The restaurant is run by a local business which also runs a taxi firm - giving residents access to low rates with drivers who have been cleared by the Criminal Records Bureau.

Gateshead Council provides day care services and home care to the surrounding community from Callendar Court. Local advice and health care services, breakfast clubs for local school children and facilities



for multi-faith and multi-cultural groups are also available.

For more information contact Wendy Gornicki at Housing 21 - wendy.gornicki@housing21.co.uk.

Providing services to the wider community



Broadacres Housing Association has moved towards a floating support service, with teams of support workers serving older people in the local community. Prior to this, support was only available to Broadacres tenants living in sheltered accommodation. Each team is based in a local office, working on a rota system which covers response to emergencies outside core hours. Funded through Supporting People, it is able to serve 1,300 users.

The level of service provided is based on assessed needs, and is available to older people living in the Hambleton District, irrespective of whether they live in their

own home or rented accommodation. Broadacres support staff provide practical housing related support such as help with sorting out bills, filling in forms, organising repairs, and contacting relatives. They are not able to provide personal care, health care or social care, but will check on a person's well-being, making referrals as appropriate to those agencies providing care. Support visits can be increased at times of crisis, such as ill health or bereavement.

For more information contact Yvonne Pottinger at Broadacres Housing Association - yvonne.pottinger@broadacres.org.uk.

“Each team is based in a local office, working on a rota system which covers response to emergencies outside core hours”

A new approach to housing older people



Hackney Social Network Testing

Hanover wants people to realise their ambitions in older age. It believes that no one should experience loneliness in later life. In Hackney, they are helping to ensure this by refreshing their housing by through the development of Club 55 services and facilities in a number of estates, providing membership to all their Hackney residents.

Club 55 helps build a stronger sense of community by helping people in dispersed locations become more involved and by transforming and refurbishing their sheltered schemes to become hubs of activity. Members of Club 55 will be able to use the services and facilities in any one of them.

Different properties will have different facilities - libraries, gyms, internet cafés, therapy rooms and arts rooms. By offering a broad range of membership benefits, Hanover encourages residents to feel a real sense of ownership in the community it is building.

For more information contact Val Dolan at Hanover in Hackney - val.dolan@hanover.org.uk

“Hanover believes that no one should experience loneliness in later life”

Footnotes

1. 'Research into the financial benefits of the Supporting People programme', CLG, January 2008
2. National Housing Federation, Survey of Existing Tenants survey, July 2006
3. Housing Corporation RSR 2007, Existing Tenants Survey 2004/05, CORE data
4. Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (February 2008), CLG,DH,DWP, p 25
5. Ibid, p 25
6. Rita Diaz et al, Shelter fact sheet, 2007 – Source Office for National Statistics 2006 and ODPM, A Sure Start to Later Life: Ending Inequalities for Older People. 2006
7. ODPM, A Sure Start to Later Life: Ending Inequalities for Older People. 2006.
8. English House Condition Survey, Annual Report 2005
9. Office of National Statistics, Excess Winter Deaths by Age Group: Government Office Region and country of usual residence, England and Wales, 1991/1992-2005/2006 and 2006/2007
10. Survey of English Housing 2003-04
11. Adams,S and White,K, Older People, Decent Homes and Fuel Poverty: An Analysis Based on the English House Conditions Survey, Help the Aged (2006)
12. English House Condition Survey, Annual Report 2005
13. Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (February 2008), CLG,DH,DWP
14. For more information see: Should I Stay or Should I Go? Toolkit on developing housing options services, developed by Care and Repair England with support from hact, available free at www.careandrepair-england.org.uk/sisosig/toolkit.html
15. For more information see: <http://www.lifetimehomes.org.uk/>
16. For more information see: <http://www.communities.gov.uk/publications/communities/lifetimeneighbourhoods>
17. Planning Policy Statement 3 (PPS 3) Housing, 2006

Credits

Dane Housing photograph, page 10, by Paula Solloway for hact

Cambridge Cyrenians photograph, page 11, by Maja Kardum for hact

Lingham Court photograph, page 4, courtesy of Metropolitan Housing Partnership

The National Housing Federation would like to thank all the organisations who provided case studies and relating photographs.

Rising to the challenge

NATIONAL HOUSING FEDERATION



Housing associations are independent social businesses. We work with local people and partners to deliver results. We put our energy into creating places where people want to live. We invest in a range of services, as well as homes.

For more information on **iN business for neighbourhoods** go to www.inbiz.org.

For the National Housing Federation's views on the issues raised in this booklet contact our Care & Support Team on 020 7067 1090.

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Tel: 020 7067 1010

www.housing.org.uk

This document profiles the different innovative housing and relating services that housing associations provide which have a positive impact on the lives of older people.