

Housing for older people

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ageing-better.org.uk



Who we are

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone

We're a charitable foundation funded by The National Lottery Community Fund and part of the government's What Works Network.

We create change in behaviours, attitudes, policy and practice by:

- Campaigning and influencing
- Developing new ideas for policy and practice, and testing them out
- Identifying effective practice and innovation and supporting widespread uptake.

Taking action

- Our three areas of action are:



Age-friendly Movement and tackling ageism

We're building an age-friendly movement across the country including a bold campaign to tackle ageism.



Age-friendly Employment

We're influencing policy and practice so that everyone has access to good jobs that are right for them through their 50s and 60s.



Age-friendly Homes

We're working to ensure everyone can live in age-friendly, accessible and healthy homes in intergenerational communities.

Downsize or Rightsize? Finding the right place to grow older

Four million older people want to move

Millions of older people would like to move home but few achieve it.

In people aged 50 and over:

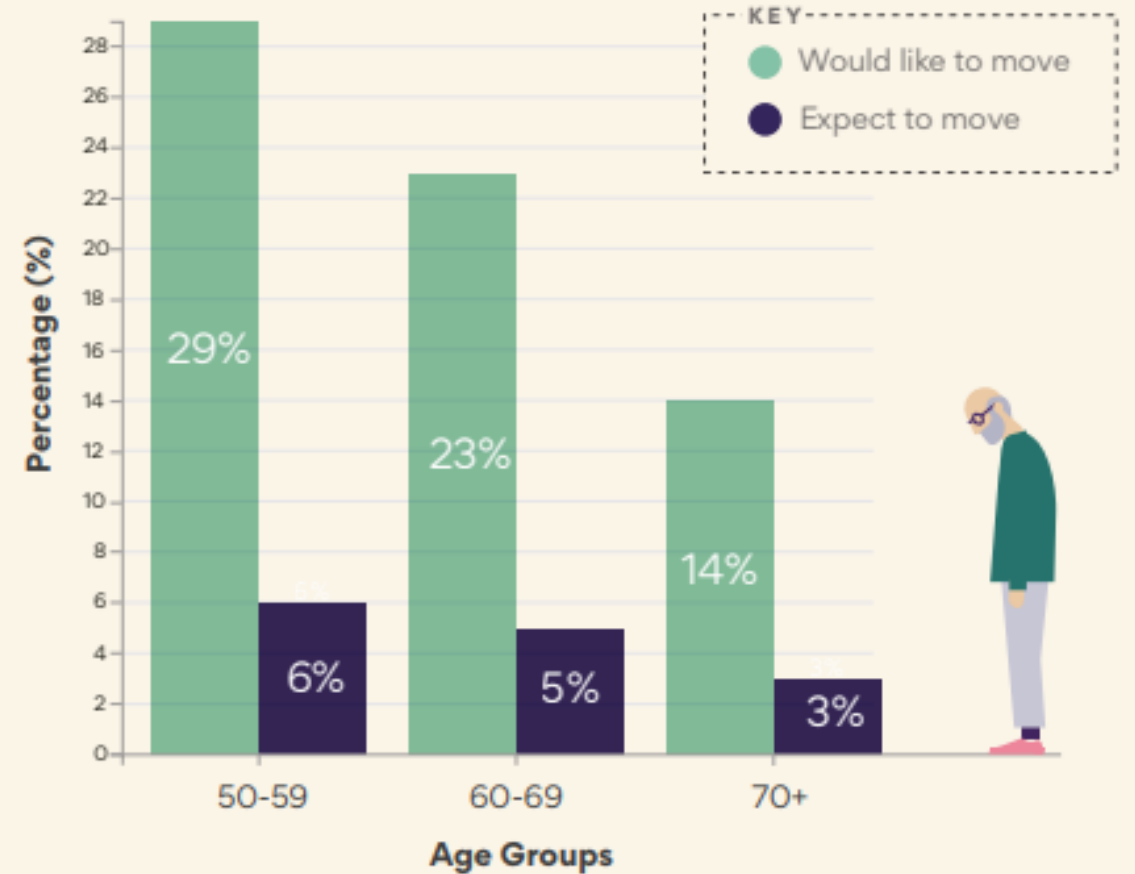
5% think that they will actually move in the next year.

22% would prefer to move than stay in their current home but only

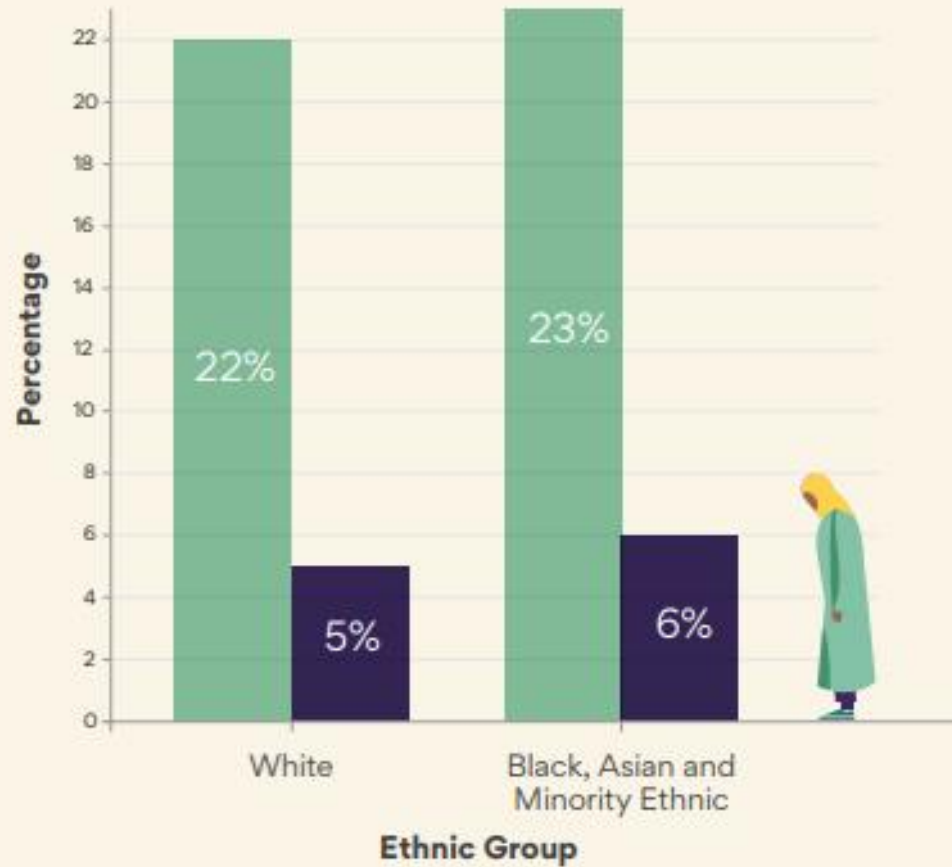


Only around one fifth of people aged 50 and over who would like to move home expect to do so.

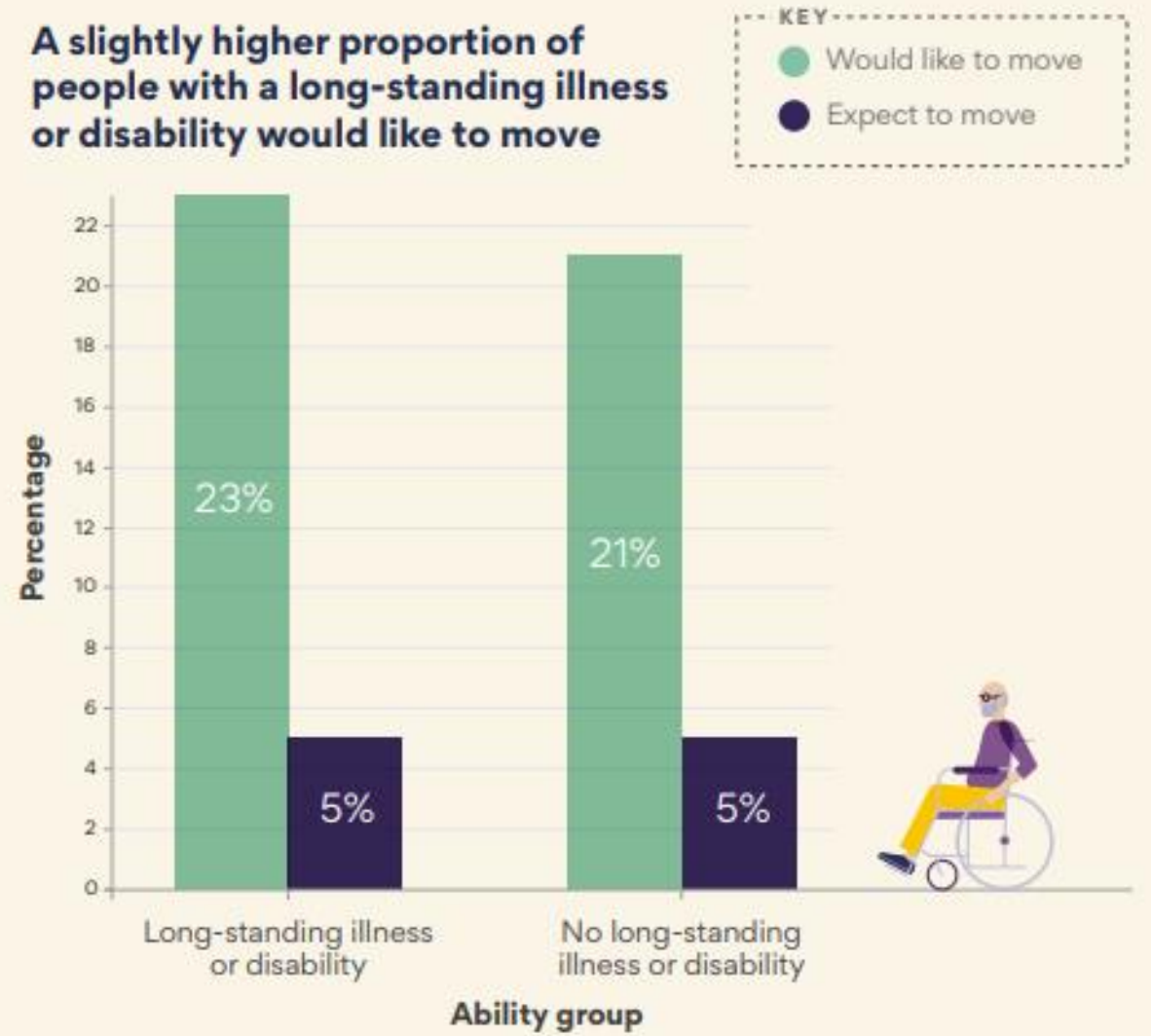
The older a person is, the less likely that are to want to move.



Across all ethnic groups, between a nearly a quarter of people said they wanted to move but few thought they would



A slightly higher proportion of people with a long-standing illness or disability would like to move

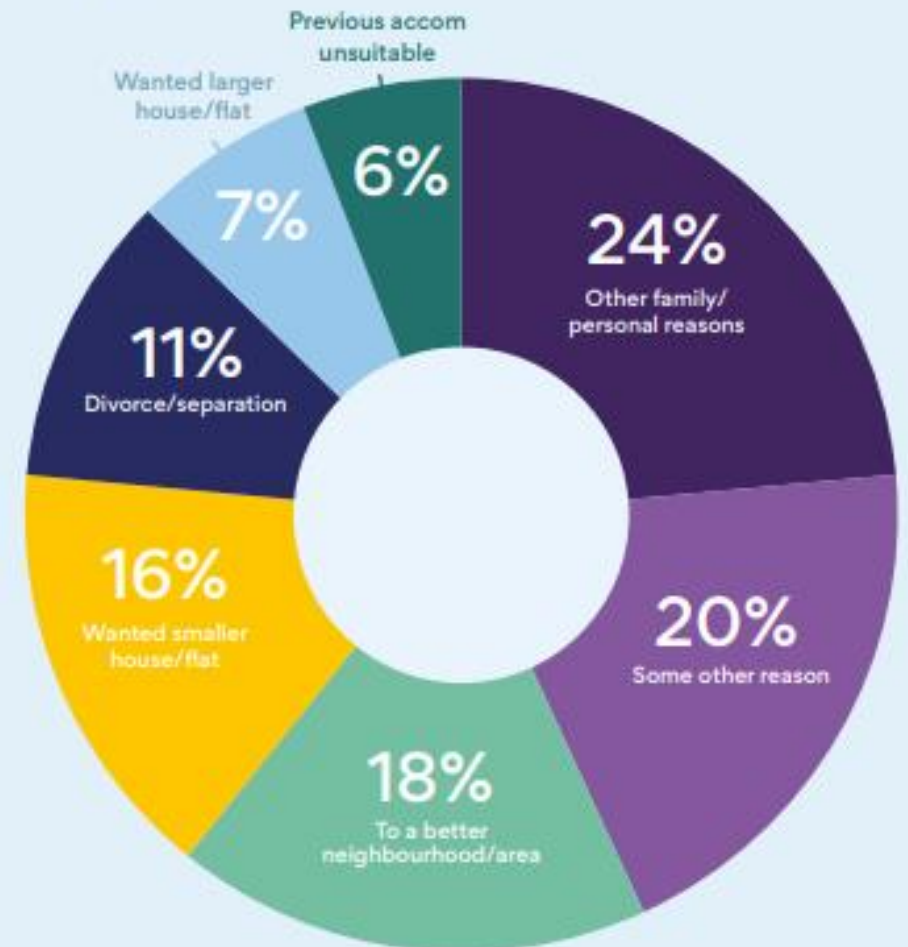


Most people relocated due to family or personal reasons.

Nonetheless, a significant number sought smaller houses or flats, especially homeowners.



Infographic B: Percentage of people aged 55 and over who have moved home in the last three years by tenure



Options that reflect the needs and desires of older people

It is the wider experience of 'home' rather than the structure of a 'house' which influences older people's preference to stay or move.

What they are seeking in a new home is influenced by this understanding.

Understanding the housing options that are available and accessible to different people, specific to where they live requires:

- ✓ An understanding of the quality of life that older people have in their existing homes and communities
- ✓ The potential for this to be improved through moving home, adaptations or changes to their neighbourhood.
- ✓ Checking that people have the money and ability to move home.



At the moment, there is a lack of meaningful discussion with older people about local housing plans. When consultation does take place, it focuses more on the immediate 'needs' of older people, rather than their future hopes or ambitions (such as volunteering activities or spending time with family members).

What should happen locally?

In order to improve the housing options for older people, there are three steps local authorities and others involved in the planning process should follow:

- 1. Talk to older people.** Conduct a survey and focus groups.
- 2. Review the housing mix.** Local planners must consider how suitable the current housing mix is. Does it match people's aspirations for moving home?
- 3. Develop an age-friendly strategy.** Local plans do not generally mention age-friendly communities.

Improving the quality of our homes: Good Home Hubs

Our ambition: for everyone to live in safe, warm homes

- At a local level, everyone should **have access to independent information and advice about what work they need doing and how much it should cost, access to trusted tradespeople and financial advice** (see our work on Good Home Hubs).
- **National government is an enabler**, creating an environment that breaks down the barriers individuals face in undertaking this work themselves.
- It is also clear that this work should sit within a wider, **cross-departmental national strategy** to improve the quality of England's housing stock that would in turn improve the nation's health, lift the economy through an investment in skills and trade, and make a contribution towards net zero.

Nearly 8 million people are living in an unsafe home, approx. 2.6 million are aged 55 and over

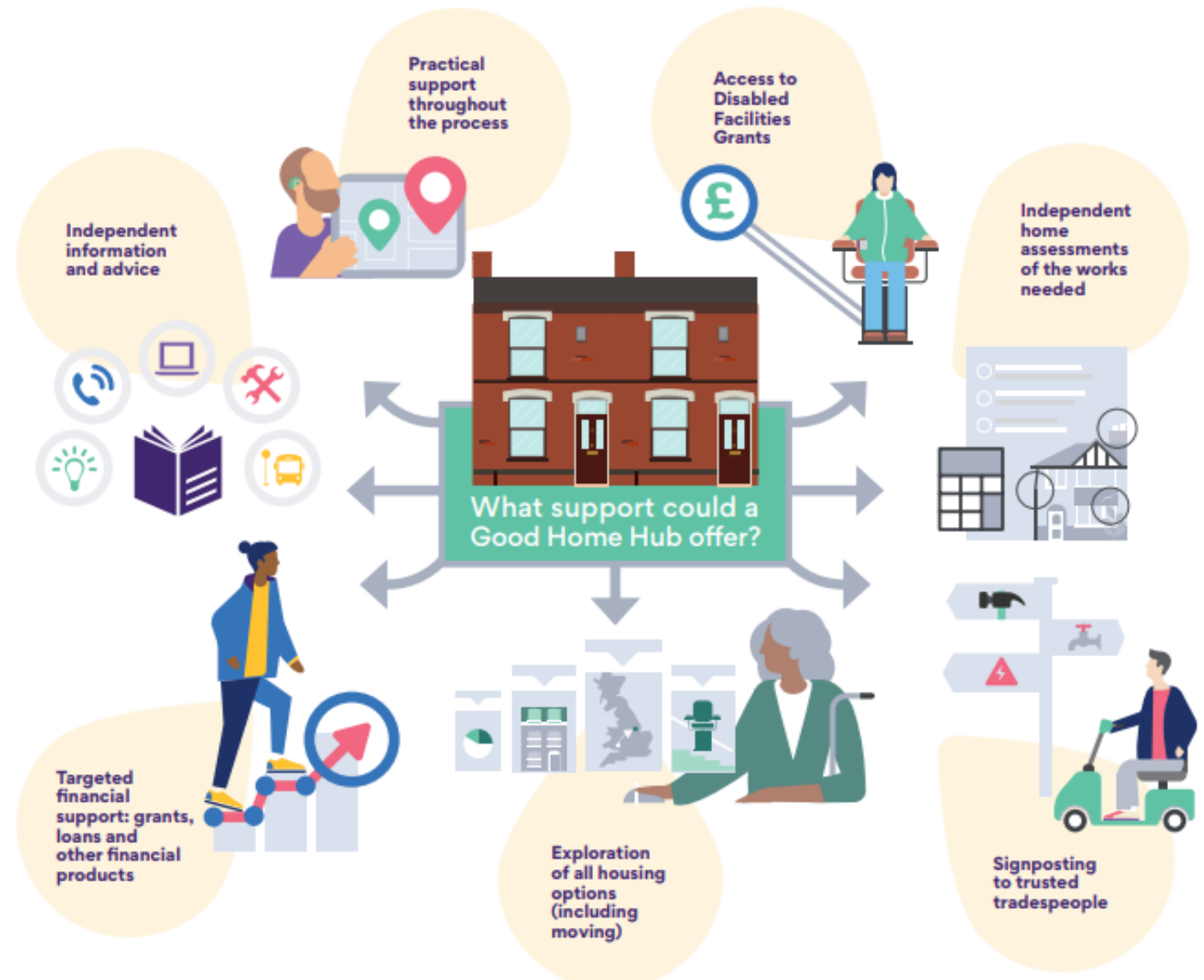
- **Fixing unsafe homes means longer, healthier and more fulfilling lives for everyone.**
- One in seven people in the UK, including millions of older people, are living in an unsafe home that damages their health, putting huge and unnecessary pressure on the NHS and social care services.
- For many people, living in an unsafe home that is cold, damp or contains dangerous hazards will be life limiting - and for some it will even kill them.
- We want these homes made safer so that more people can live independently, healthily and happily throughout their lives and as they grow older.

Good Home Hubs: what services would remove the barriers?

This model is based on research with people living in poor quality homes and experts in the sector.

A Good Home Hub would:

- Provide support to people from all tenures and abilities to pay, delivered in partnership between local authorities, charities and businesses.
- While everyone should be able to receive the same high-quality support, there should also be flexibility in how local areas deliver that service in order to adapt their service to meet specific needs.



Learning

Good Home Lincs

Launching a case work service, a new website and other **resources in 2024.**

Finance case studies

5 case studies highlighting innovative ways local authorities are financially supporting individuals to make home improvements. Due to be published in spring 2024.

Demonstrating Impact

National Evaluation

Evaluating existing comprehensive services across England to evidence the impact. Outputs published throughout 2024.

West Yorkshire ICS Winter Warmth Evaluation

Evaluating fuel poverty programme –increasing the energy efficiency of low-income homes. Published in early summer 2024.

Building up peer support and dissemination

Good Home Network

A hub for active learning and connection for places and organisations who are currently exploring different ways of improving homes locally.

50+ places signed up. Professionals from a range of backgrounds, as well as regular attendees from **DLUHC, DESNZ and DHSC.**

Our approach to developing Good Home Lincs



1 Map existing services



2 Understand residents' needs



3 Define the core themes



4 Develop the operating model



5 Trial parts of the model

Results from the community survey in Lincolnshire (based on 1,093 responses)

in descending order ↓

Priorities for residents in the next 5 years	Measures they are taking to reduce energy bills	Barriers to making changes	How they would like to receive advice
Painting & decorating	Change behaviour	Can't afford it	Face to face
Doors and windows	Energy efficient products	Lack of confidence in tradespeople	Email
Heating system	Insulation	Not sure how to get started	Printed documents
Insulation	Draught-proofing	Can't find anyone to do work	Telephone
Adaptations to bathroom	Generate own-electricity	Too many repairs	Online chat

Next steps for Lincolnshire

Improved website to provide wide ranging advice on maintaining and improving your home

Healthy home assessment piloted to support residents and professionals to assess properties and signpost to solutions

Advice and casework service piloted to better understand the required longer-term operating model and scale of service

Evaluation commissioned to refine ongoing service and understand impact, with learning made available to support others

Age without
limits

Age Without Limits

 **Centre for
Ageing Better**
Action today for all our tomorrows

Why a campaign to tackle ageism?



Ageism affects everyone

Ageism is the most widespread form of discrimination – half of older people experience it and at least a third of people hold ageist beliefs



Impact on later lives

It affects all ages and evidence shows its damaging impact is felt profoundly as we get older



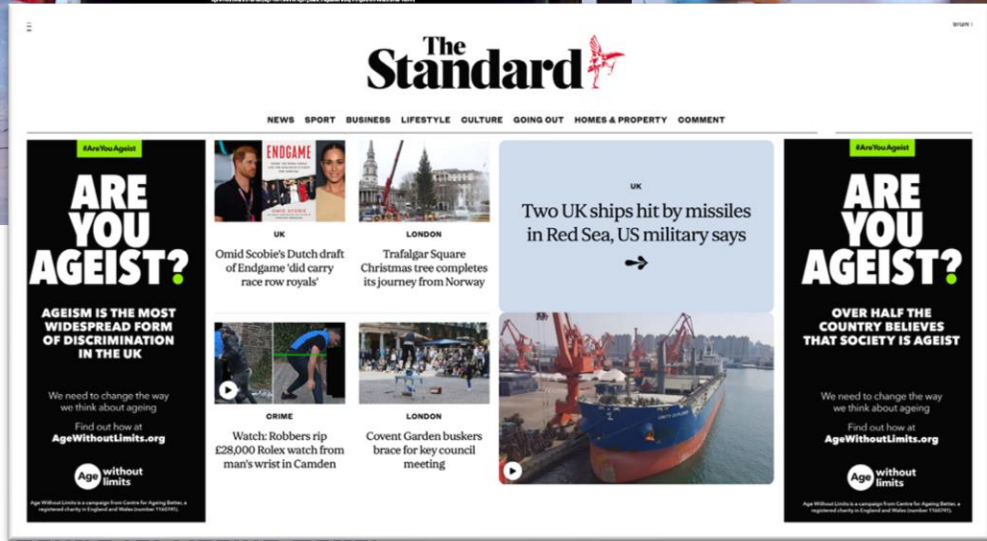
Prevents people growing older with confidence

Ageism limits lives, health and wellbeing and leads to people being devalued and marginalised as they get older



Consequences for wider society

It affects the economy, productivity and social cohesion. Our ageing population means the impact of ageism will only get worse without action



What are we asking people to do?

Four key actions



Re-evaluate the way they think

To take a moment to reflect and ask themselves if they have ageist attitudes and might unwittingly be part of the problem



Take part in our quiz

People can visit agewithoutlimits.org to **take part in a quiz** to find out if they are, without knowing it, holding on to some ageist ideas or

beliefs.



Learn more about ageism

Access our practical resources and tips online to help people change the way they think about ageing or challenge ageism as they come across it



Take wider action

Sign up to the AWL movement
Sign up for the Action Day
Sign the Employer Pledge
Take action in communities

How can you / your networks / your organisations get involved?



Promote and amplify the campaign to your audiences using the hashtag #AreYouAgeist



Take part in our Action Day on 20th March



Sign up to join the movement at AgeWithoutLimits.org

Ageism and Homes

Assumption: older people will move into specialist retirement housing or care homes when they are older.

Reality: 2.5% people over 65 living in specialist or care homes

Consequences: Too many people currently live in properties that present a risk to their health and present significant barriers to their everyday living.

Lack of:

- suitable care options to support people to stay in their homes (the availability and affordability of home care) and to support those who may care for them in their homes (in particular unpaid carers)
- suitable information, advice and support to make adaptations and improvements to existing homes as a person's needs change
- suitable other ways of living for older people such as co-housing, rightsizing, Shared Lives etc
- policies to support the above.
- Too many people currently live in properties that present a risk to their health and present significant barriers to their everyday living.

Ageism and Homes (2)

Assumption:

Planning for housing and communities is fit for purpose – and does not need to take into consideration the needs of older people or people with other needs. To do so would require time and resource that is not available / would raise costs etc.

Consequence:

Planning and design decisions are made without reference to or participation of older people who are not a population of interest to planners / designers.

The **needs of people as they age** are not understood and/or are overlooked in planning, construction, design etc. This is shown in the failure to design age-friendly homes and communities

Ageism and Homes (3)

Assumption: There is a frequent narrative in the media that all older people own their own homes and are, therefore, wealthy and/or asset rich.

Consequence:

- Older renters are almost totally absent from public and policy conversation on renting.
 - Older people who own their own home but have low or limited income are not considered (or do not consider themselves) eligible for support available to augment income – grants / fuel vouchers / benefits etc. This could lead to them living in unsuitable and unsafe homes that they cannot afford to maintain / living in a cold home as they cannot afford to heat their home, particularly in the face of huge energy cost rises and cost of living crisis.
- Almost 70% of households headed by someone 55 and over and living in poverty are owner occupied (1.2 million) (State of Ageing)
- The number of people aged 50 and over who rent privately has doubled from one to two million in the 20 years to 2021. (State of Ageing). Those older renters on fixed incomes, such as pensions, are less able to respond to increases in rent and energy price



Thank you

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