

# Trafford Council

## Older Peoples' Housing Strategy 2020-2025

### Annual Statement 2023



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## Introduction

Trafford’s Older Peoples’ Housing Strategy 2020-2025 was launched in March 2020. It identified how, over the next 5 years, the Council and its partners will work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford. The Strategy forms part of a suite of specialist and supported housing strategies that sit under Trafford’s main Housing Strategy 2018-2023 and plays a role in delivering the priorities set out in the Greater Manchester Housing Strategy 2019-2024.

## Annual Review 2023

Trafford's Older Peoples' Housing Strategy 2020-2025 must be reviewed on a regular basis to ensure effective delivery. This annual review provides an update on the following:

- Changes to the national and sub-regional initiatives, policies, and strategies in respect of housing for older people.
- Statistical data in relation to Trafford's population, life expectancy, property prices, and housing register.
- Delivery of the Older Peoples' Housing Strategy.
- The Older Peoples' Housing Strategy Action Plan Update:
  - What have we achieved?
  - What area we working towards?
  - What do we still have to do?

## Strategic Priorities

The four Strategic Priorities identified within Trafford's Older Peoples' Housing Strategy are:

1. Improve the quality and standard of existing housing for older people in Trafford.
2. Increase the availability and range of suitable housing options for older people within Trafford.
3. Enable older people in Trafford to live independently.
4. Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

## Strategic Context

### Older People's Housing Taskforce

In May 2023, The Department for Levelling Up, Housing and Communities (DLUHC), working with the Department for Health and Social Care (DHSC)<sup>1</sup>, announced that they have set up a dedicated Taskforce to boost older people's housing. The team will report back to government on how it can improve housing for older people. The Taskforce includes directors from charities like Age UK and the chair of the Home Builders Federation, to local government leaders, CEOs of housing associations and professors on health and long-term care, bringing together independent experts who will help transform housing options for older people.



<sup>1</sup> <https://www.gov.uk/government/news/taskforce-to-transform-older-peoples-housing-underway>

The Taskforce will focus on ensuring the government offers a range of housing options for older people, whilst ensuring the housing market works for older people now and in the future providing greater choice on where they chose to live<sup>2</sup>.

The Taskforce will run for up to 12 months, producing an independent report to DLUHC and DHSC.

It will be made up of three subgroups focusing on older people's priorities, the housing and financial options available, and closely working with local planning authorities to deliver a wide range of opportunities for older generations.

### Older People in the Private Rented Sector

The National Housing Federation<sup>3</sup> published a report in November 2023 on Older People in the private rented sector. Bringing together figures from the English Housing Survey (EHS) and new polling carried out by YouGov for the National Housing Federation, their report examines the scale of the problem and the impact on older renters. The research found that two in five older private renters struggle to afford food, heating or clothes. The summary of their findings is as follows:



#### Summary of findings

- Nearly 867,000 households headed by people aged 55 or over are living in the private rented sector.
- Since 2010/11 the number of 55+ households in the private rented sector has grown by 70%, compared with a 20% growth in households in this age group overall.
- Nearly half (48%) of private rented sector tenants aged 65 or over are in the bottom 20% of all household incomes.
- Two in five older private rented sector tenants (42%) struggle to meet the cost of either bills or essentials or both.
- Almost half (48%) of older private renters worry about getting into debt due to their housing and other living costs being too high.
- Of those private renters who are retired, around half (49%) believe their quality of life in retirement is significantly impacted by their housing costs. A similar proportion of retirees (48%) cite that they cannot do the activities they hoped to do in retirement due to housing costs (e.g. travelling, social events etc.).
- Of those older private renters who are currently working, a majority (78%) worry that their future pension will not be able to meet increasing rent prices.

The full report can be accessed using the link [older-people-in-the-private-rented-sector---nhf-research-report---2023.pdf \(housing.org.uk\)](#)

<sup>2</sup> [Government unveils taskforce chair to boost older people's housing - GOV.UK \(www.gov.uk\)](#)

<sup>3</sup> [National Housing Federation - Older people in the private rented sector](#)

Inside Housing published an article in November 2023 on action needed for the ageing population in private rented accommodation. Inside housing noted that part of the problem stems from a decline in owner-occupation, combined with an even more significant decline in social housing, due to decades of underinvestment, which has led to a big increase in private renting.

Homeownership is down from its peak of 71% of the nation's homes to 64.5% today. The social housing provided by housing associations and councils is at half its highest levels, now accounting for around 17%. But the proportion of privately rented homes has more than doubled this century.<sup>4</sup>

The article also stresses the impact of the poor condition of too many properties in the private rented sector, advising that this is particularly bad for the health and well-being of older people, with those on the lowest incomes having fewer options and therefore more likely to be living in poor-quality homes. Cold and damp conditions, a lack of security, fuel poverty from poor insulation, and hazards from steps and stairs all contribute to the unsuitability of homes in this sector for our ageing population.

In addition, the Department of Health and Social Care issued a press release with Professor Chris Whitty's annual report says we can improve older citizens' quality of life, and this should be a major aim of policy and medical practice. In Professor Whitty's annual report published in November 2023, he makes the case that older people are currently underserved in healthcare, with less accessible transport links and insufficient infrastructure designed for older adults, including housing<sup>5</sup>.

### [Greater Manchester Good Landlord Charter Consultation<sup>6</sup>](#)

The Greater Manchester Combined Authority is carrying out charter consultation currently with a deadline for responses on the 26<sup>th</sup> February 2024<sup>7</sup>.

GMCA advises the Good Landlord Charter is intended to be the first of its kind: an ambitious new voluntary standard for landlord excellence, no matter what kind of housing they let. It would support landlords to improve practice regardless of whether they are in the private or social rented sector, mainstream or specialist housing.

The Good Landlord Charter would be a voluntary scheme for landlords of all types. To become a member a landlord would need to show that they are currently meeting the legal minimum standards of renting and, with support, commit to higher standards than they are currently required to by law.

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<sup>4</sup> [Inside Housing - Comment - The ageing population of private renters has nowhere to go](#)

<sup>5</sup> [We must adapt for an ageing population says Chief Medical Officer - GOV.UK \(www.gov.uk\)](#)

<sup>6</sup> [Good Landlord Charter - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

<sup>7</sup> [Good Landlord Charter - Greater Manchester Combined Authority - Citizen Space \(gmconsult.org\)](#)

## Technology and improving our ageing populations quality of life

Inside Housing published an article in September 2023 by Dr Lynne Douglas, Chief Executive of Bield Housing and Care<sup>8</sup>. The article advises it has been possible for Bield Housing Care to harness the power of digital services for its older residents, by fostering confidence and personalising technology solutions. Dr Douglas suggests that other organisations can bridge the digital divide and empower older individuals to lead fulfilling and independent lives.

Dr Douglas explores the notion that technology and digital services can empower individuals to take control of their health. It can also identify those at risk of health crises, enabling the timely deployment of preventative support. After co-producing the Ageing Population: Panel for Innovation (Tappi) project, Dr Douglas confirmed when older people embrace technology, be it through monitoring apps for vital signs, virtual physio exercises, or video calls with loved ones, their health deterioration can be slowed, and the pressure on statutory services can be reduced.



## Housing for Older People

### Trafford Housing Need and Demand Assessment 2023 – An Insight

The Trafford Housing Need and Demand Assessment (HNA) 2023 has now been published. The HNA allows for the Council to consider key data around housing for Older People in Trafford.

### HNA Objectives

- To provide up-to-date evidence of housing need across all sections of the community to 2039.
- Complements the Places for Everyone plan for 9 Greater Manchester local authorities and Trafford's Local Plan.
- Takes into account the requirements of the National Planning Policy Framework (NPPF) and associated Planning Practice Guidance (PPG).
- Complements other strategies, policies and decisions of the council and its partners.

<sup>8</sup> [Inside Housing - Comment - Harnessing technology to improve the ageing population's quality of life](#)

## General Data

Over the period 2022 to 2039, the number of people aged 65 and over is expected to increase by 25.4%.

The number of households headed by someone aged 65 or over is expected to increase by 6,736 (23.8%) by 2039.



Dwellings occupied by households aged 65 and over:

- 84.7% live in houses, particularly with 3 or more bedrooms
- 13.9% live in bungalows
- 1.4% in flats

There is an interest in a range of options including open market, sheltered and co-housing for older peoples.

A total of 2,648 households are interested in co-housing, with interest in a range of dwelling types and sizes including:

- 1 bedroom flats (25%)
- 2 bedroom properties (22.7%)
- 3 bedroom properties (52.3%)

Across the Trafford Borough there are around 4,171 units of specialist older persons accommodation comprising of 2,892 specialist older accommodation (C3 planning use class), 146 Extra Care (C2 use class) and 1,133 units of residential care (C2 use class).

## Household Survey 2022



The survey indicated that the majority of older people (49.9%) want to remain in their current home with help and support when needed.

58.3% of older people planning to move would like to move to a property with fewer bedrooms, 24.8% would like to move to a property with the same number of bedrooms and 17% would like a larger property.

The general conclusion is that smaller dwellings are needed to accommodate older movers but there are households who would require the same or even an increase in the number of bedrooms in their properties.

## Care and Support Needs

- 7.9% of all households require care and support to enable them to stay in their home. This is highest amongst 75 and over age groups and from households living in affordable housing.
- Of households with a household reference person aged 85 and over, 25.7% require help and support to enable occupiers to stay in their own home.

Around 6.9% of all dwellings had been adapted or purpose-built for a person with a long-term illness, health problem or disability. This was highest amongst affordable housing occupants (23.2%) and lowest amongst owner occupiers (4.3%).

Older people were more likely to live in an adapted home, with 14.2% of households with a Household Reference Person (HRP) aged 75-84 and 21.3% with a HRP aged 85+ living in adapted homes.

By 2039, the number of people aged 65 and over with dementia is projected to increase by 34.2%, with an increase of 41.2% amongst the 85+ age group.

The number with early onset dementia is expected to increase slightly (3.9%).

## Statistical Update

The majority of statistics contained within Trafford's Older Peoples' Housing Strategy derive from the 2011 Census. Since the last annual statement, the 2021 Census statistics have been released.

### 2021 Census – Population and Household

Figure 1 shows the Trafford population estimates of those aged 55+. The data shows that those aged 55-59 make up a majority of the elderly population followed by 60-64 and 65-69.

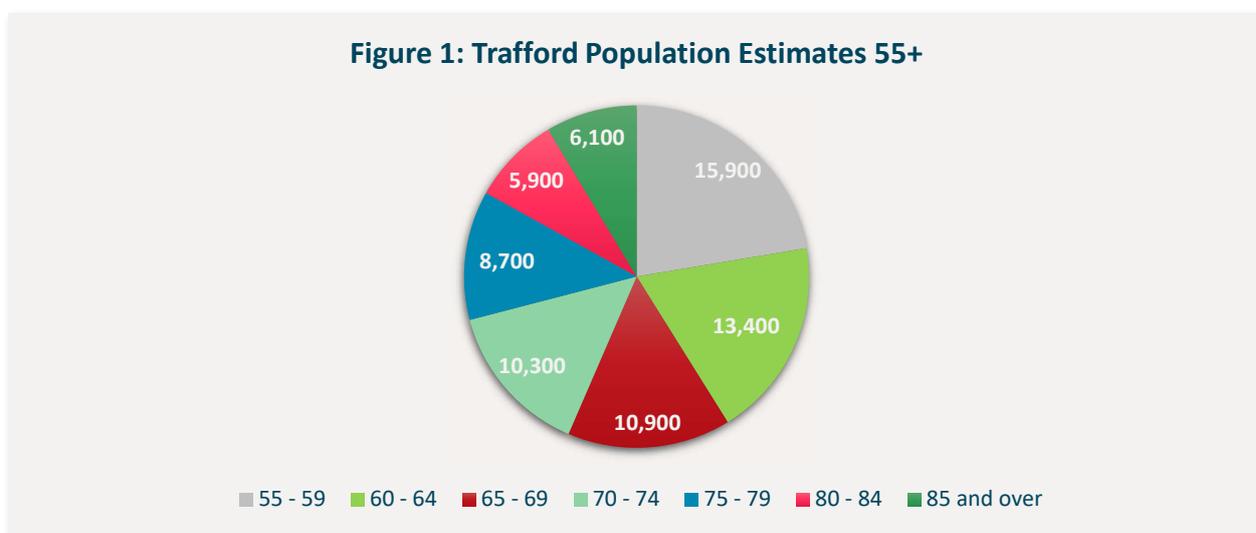
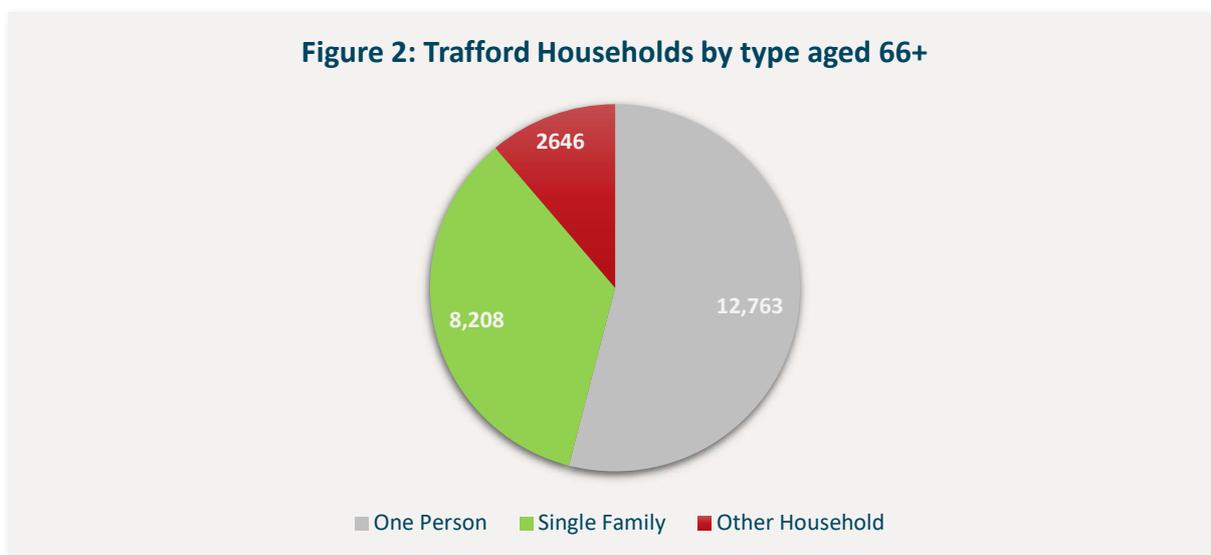


Figure 2 shows the household type by those aged 66+. There are over 12,000 one person households. Households in Trafford aged 66 and over make up for 25% of the total households in the Borough.



## Property Prices

- A search on Rightmove in December 2023 returned no retirement properties available to rent in Trafford.
- The Older Peoples' Housing Strategy identified that 2-bedroom properties are the most preferred option for Trafford residents aged 55+. The average rental price for a 2-bedroom property in Trafford is currently £1,195 calendar month<sup>9</sup>, this a £160 increase since last year. The current 2-bedroom Local Housing Allowance rate is £648.22 per month. This highlights the continued disparity between market rents in Trafford and the Local Housing Allowance rate of the area. It has recently been announced that LHA rates will increase in line with the 30<sup>th</sup> percentile market rent.
- House prices in Trafford have continued to increase since the launch of the Older Peoples' Housing Strategy, with the average house price in December 2022 now sitting at £362,019<sup>10</sup>. When the Older Peoples' Housing Strategy was launched in March 2020, the average house price in Trafford was £299,475<sup>11</sup>. This demonstrates that house prices have increased by approximately 21% since the Strategy was launched.

## Housing Register

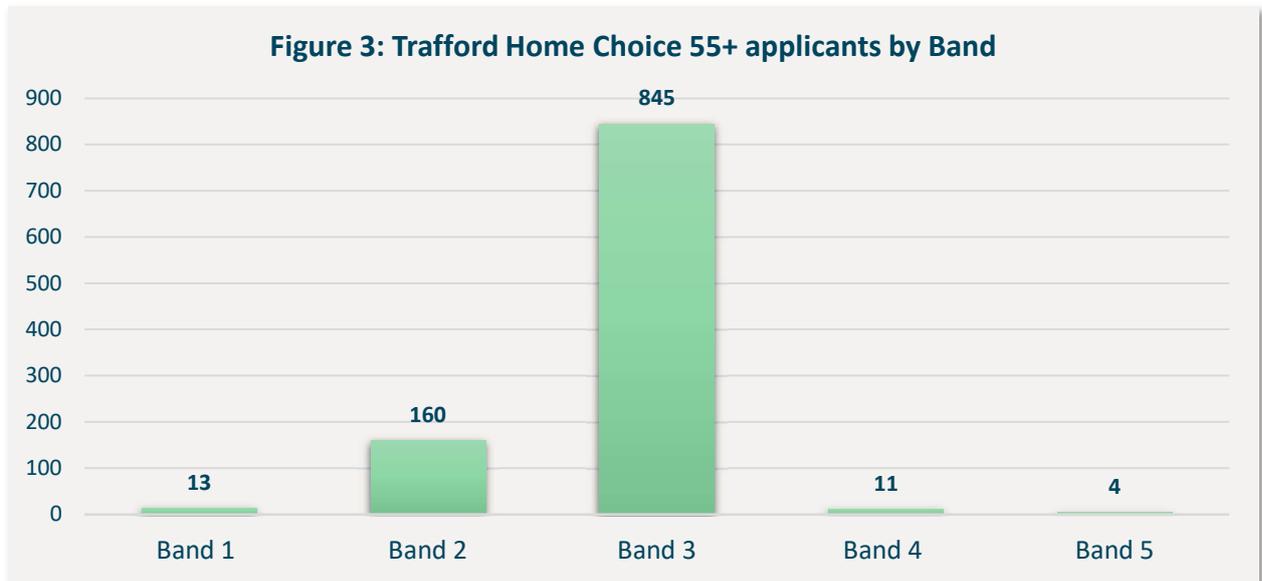
There are currently 6773 applicants on Trafford's housing register (December 2023). Of these, 1033 are aged 55 or over.

<sup>9</sup> [Home.co.uk: Trafford Market Rent Summary](https://www.home.co.uk/trafford-market-rent-summary)

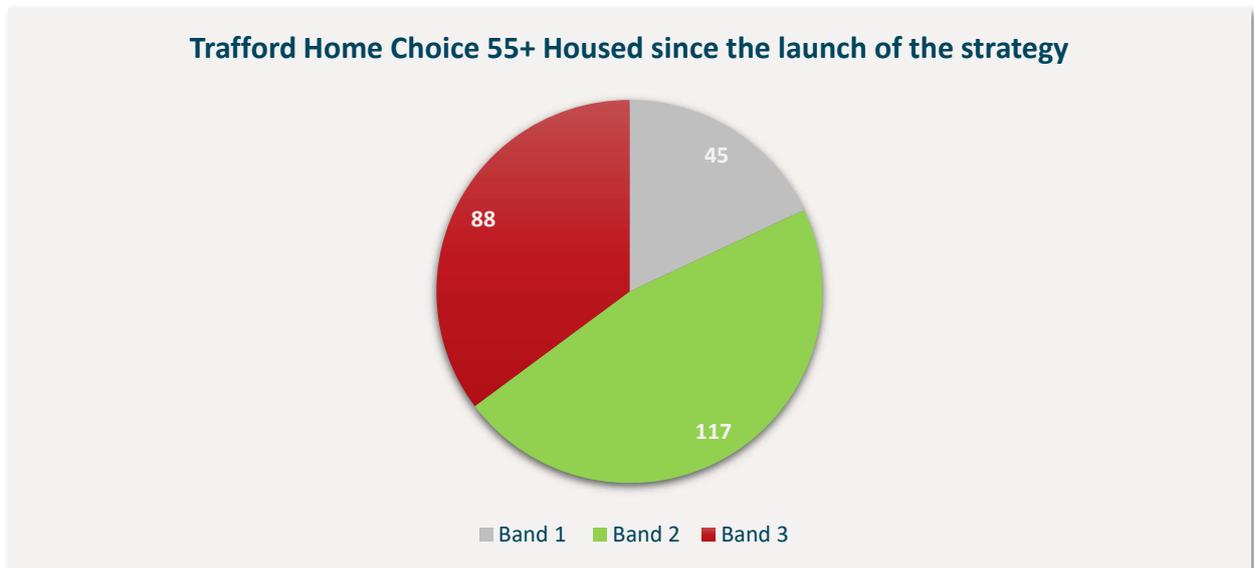
<sup>10</sup> [Trafford Housing Bulletin \(campaign-archive.com\)](https://www.campaign-archive.com/trafford-housing-bulletin)

<sup>11</sup> [Landregistry.data.gov.uk](https://landregistry.data.gov.uk)

Figure 3 shows Trafford Homechoice applicants aged 55+ by band. A majority of applicants are in Band 3.

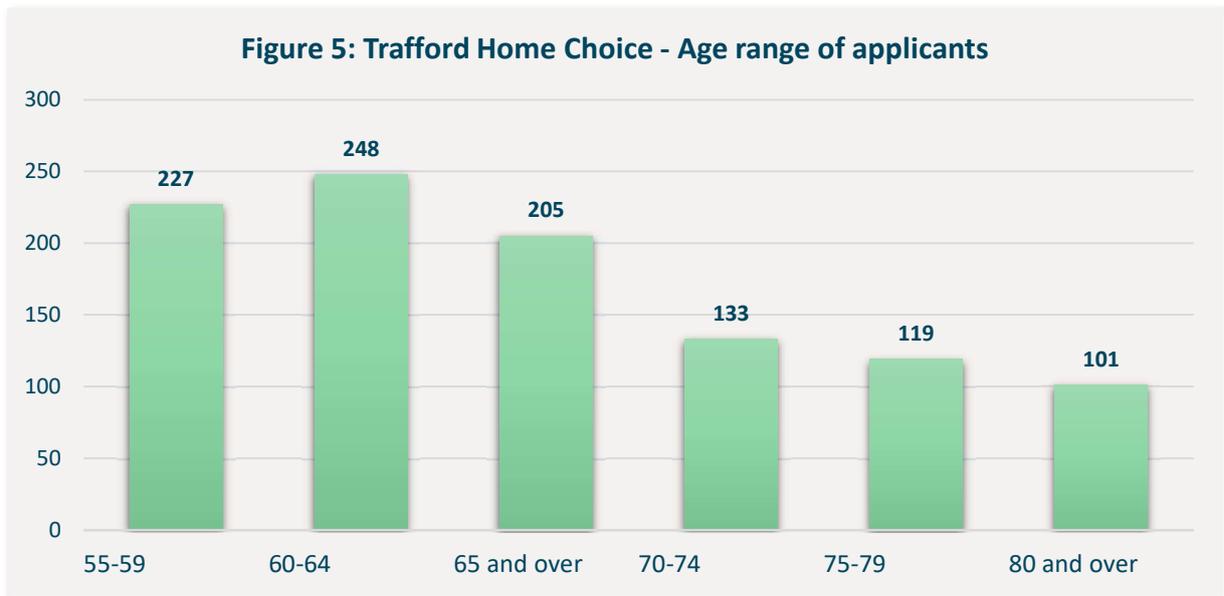


Since the Older Peoples' Housing Strategy was launched in March 2020, 250 applicants aged 55+ have been allocated social rented properties via Trafford Home Choice. No applicants were rehoused in Bands 4 and 5.



In the year 2022/23 for over 55's, there were 342 applicants registered on Trafford Homechoice and 56 of these have been housed in the last financial year.

Figure 5 shows the age range of applicants, there is a similar amount of applicants that are 55-64.



### Housing Options

In the year 2022/23 for over 55's, there were 346 presentations to HOST, this is a 17% increase since 2021/2022's report.

Figure 6 shows the reason for the person approaching HOST for homelessness advice or assistance. Whilst unknown is the highest reason for approach, the second highest reason for homelessness is the end of a private assured shorthold tenancy, followed by family no longer able or willing to accommodate and end of private non assured shorthold tenancy.

This is a change from the pervious year, where the main reason for homeless approaches was family that were no longer willing to accommodate. This demonstrates that there is instability in private rented accommodation, requiring the assistance of HOST which is further backed up by the previous strategic context mentioned.

**Figure 6: Over 55's 2022/23 Homeless approaches by Reason for loss of settled home**

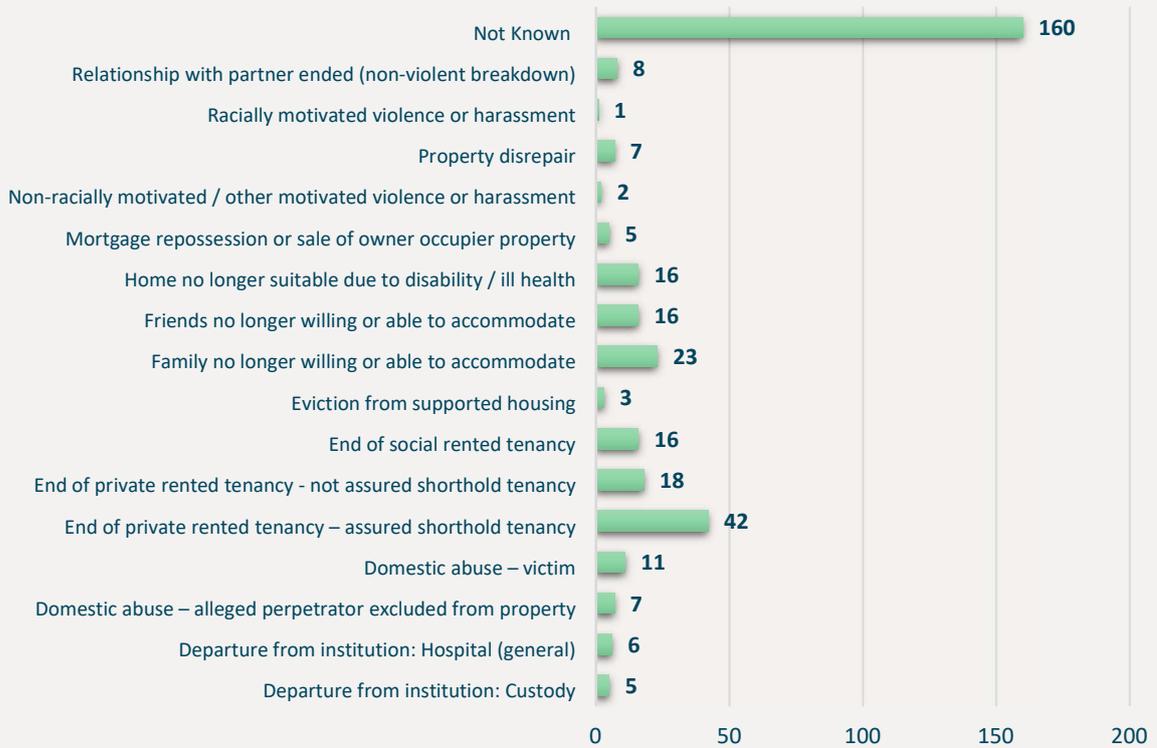
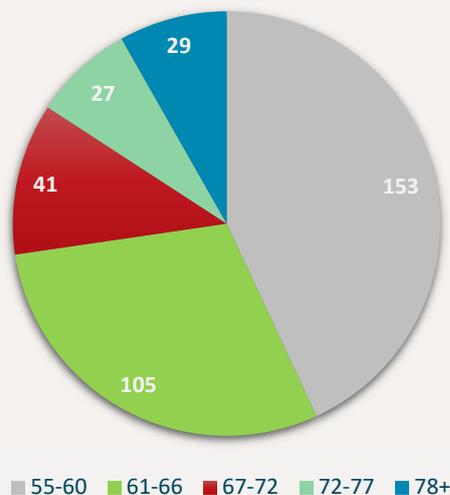


Figure 7 shows the age range of older people approaching HOST for homelessness advice or assistance. The highest age range of homeless presentations were those aged 55-60 account for 44% of older peoples approaches. This is followed by those aged 61-66 accounting for 30% of approaches. The lowest age range of homeless approaches is those aged 72-77 at 7% of approaches.

**Figure 7: Age range of homeless approaches**



## Older Peoples' Housing Strategy Action Plan Update 2023

A review of the Older Peoples' Housing Strategy Action Plan 2020-2025 has been undertaken to determine what has been achieved and what we have still left to do. A copy of the Action Plan update is contained within Appendix A.

### What challenges have been faced?

- An increase in approaches to services across the Council has put additional pressures on services as residents struggle with the cost-of-living crisis.
- Phasing into the new normal following the Covid-19 pandemic has delayed much of the work needed to drive forward the actions within the Action Plan. All services across Trafford Council have faced challenges in terms of capacity, budget restraints, and new working practices following the COVID-19 pandemic.
- Following the launch of the 'Homes for Ukraine' scheme to house those fleeing war, the Housing Standards Team and The Housing Options Service Trafford (HOST) have had additional pressures in focussing their work on this scheme. Housing Standards are required to visit homes of sponsors which has increased workload and approaches to the Housing Options service have meant work is prioritised on other key areas.

### What have we achieved?

- ✓ *Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.*
  - All registered providers were contacted in relation to this action. All Registered Providers confirm that their homes meet the 'decent homes' standard.
- ✓ *Explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located.*
  - Trafford Council purchased two care homes several years ago. Adult Social Care have determined that this is no longer viable following the operation of one home and subsequent learnings.
- ✓ *Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money.*
  - A review has taken place which determined that as specialist accommodation within Trafford remains in high demand there is no current reason to vary the allocation criteria.
- ✓ *Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.*
  - It has been determined that eligibility for support is means tested. It is not viable to extend the eligibility criteria at present due to budget restraints.



- ✓ *Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.*
  - This action has been explored; however, the action is not likely to see an uptake.
  
- ✓ *Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households.*
  - Trafford Council currently offer a Homeowner Grant of up to £3000 to help eligible homeowners conduct repairs. Housing Standards offer Homeowner Grants for improvements to residential properties where there are significant hazards present and where the applicant is eligible. The team also regularly provides advice to residents about other available grants or assistance to help improve the conditions of their homes including referrals to LEAP and the GM Warm Homes Fund.
  
- ✓ *Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents.*
  - It has been determined that Trafford Council will not recommend specific contractors. However, a link to the Age UK webpage which provides assistance on finding a trusted tradesperson has been added to Trafford Council's website.
  
- ✓ *Work with private landlords in Trafford to improve the quality of private rented housing for older people.*
  - Housing Standards work closely with local private landlords to advise and, where necessary, intervene to ensure the quality of all private rented properties is acceptable. HOST has a private sector lead that will liaise with landlords and Housing Standards where required to intervene and ensure properties are at an acceptable standard.
  
- ✓ *Ensure older people have enough money for fuel by encouraging them to access benefits and grants.*
  - Trafford's Welfare Rights service help all local residents and began monitoring the age of those accessing the service aged over 55. Approximately 438 customers approached Trafford Welfare rights since the monitoring began. This is 51% of the overall customers. Assessments for social care include benefit maximisation exercises by Adult Services. Trafford Council have funded four Community Hubs which signpost Older Persons for advice and information, including pension credit.
  
- ✓ *Explore opportunities to develop lease management products for older people.*
  - This action has been explored, however due to the current financial situation and budget constraints it is not practical to explore this action.

- ✓ *Improve advice and access to Technology Enhanced Care (TEC) services that assist independent living.*
  - Trafford Council made £500,000 available to expand and enhance the range of TEC available to Trafford residents. Trafford Council have developed several projects since the TEC Strategy was launched in 2018 including: Rapid telecare to support people out of hospital, Home Safe Hospital Discharge Bags, Carers and TEC, Dementia and TEC, Falls and TEC, Meds management and TEC, Infection control and TEC, and social isolation and TEC.
  
- ✓ *Produce a Technology Enhanced Care Strategy.*
  - Trafford Council's 3-year Technology Enabled Care Strategy was published in August 2018. This is in the process of being reviewed.
  
- ✓ *Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.*
  - L&Q work in partnership with Trafford Council to manage the borough's TEC provision, identify new technologies, and to install, maintain, and monitor TEC for residents.
  - Great Places are committed to including capacity for TEC in future developments; Irwell Valley's new developments will be telecare enabled and futureproofed; Your Housing Group consider TEC and advancing technology as part of all their new developments.
  
- ✓ *Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.*
  - Trafford's Housing Need and Demand assessment 2023 has been published.
  - We now have an understanding of the current older persons housing market which has been shared with colleagues. Targeted presentations and sharing of information will continue throughout the new year.
  
- ✓ *Promote the use of Housing Options for Older People (HOOP) and the services they provide.*
  - Housing Options services are accessible via the internet, have a generic email and telephone which all services should be aware of.
  - Age UK Trafford have a number of resources online for Older Persons to consider their options. Trafford Directory also contains up to date information on housing options and where to seek advice.
  - Irwell Valley also provides a HOOP service promoted to customers when seeking alternative accommodation.

### Further Updates

For further information on each action and each individual update, please refer to Appendix A. The colour key is as follows:

Action Underway
To be actioned
Action Complete

## Next Steps

Trafford Council's Housing Strategy & Growth Team have formed the Older Peoples Housing Champions group to drive forward the ongoing and outstanding actions listed above. The next meeting will be held in February 2024. In attendance will be representatives from Registered Providers, Housing Standards, Adult Social Care, HOST, Age UK, Public Health, Trafford Primary Care Mental Health & Wellbeing Service and NHS Greater Manchester Integrated care.

The Older Peoples Housing Strategy Action Plan (2020-2025) will continue to be reviewed and updated quarterly, and an update report will be produced and published annually.



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## Appendix A

# Trafford Council

# Older Peoples' Housing Strategy Action Plan

## 2020-2025



# Priority 1

Ref	Recommendation	By when	By who	2023 Update	
<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>					
1.1	<b>Make the best use of the existing housing stock and development opportunities.</b>	Maximise future appropriate funding opportunities to improve services and accommodation for older people.	Ongoing	Registered Providers, Housing Strategy & Growth Team, Adult Services, Trafford CCG	<p>All areas of funding are explored by all services for older people.</p> <p>Adult Social Care confirms that there are currently no additional funding opportunities that we are aware of. The DFG is currently underspent due to the impact of Covid-19 and the legacy impact this had due to the pausing of activity.</p> <p>Irwell Valley confirms that it is currently Bidding for additional grant from Homes England to provide more adaptable ready ground floor apartments for OP. Home England Care and Support funding awaited due Q4 22/23 which could provide additional funding for supported / extra care scheme.</p>
		Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.	Complete	<p><i>Lead</i> – Registered Providers</p> <p><i>Support</i> - Housing Standards Team, Housing Strategy &amp; Growth Team</p>	<p><b>COMPLETED</b></p> <p>All registered providers were contacted in relation to this action. All Registered Providers confirm that their homes meet the ‘decent homes’ standard.</p> <p>Irwell Valley have completed in depth asset review of all OP independent living schemes. All schemes will continue with planned investment programmes.</p> <p>Great Places confirm that Improvement works continue at The Acacias with health and safety/compliance works having been prioritised in order to effectively manage budgets and minimise cost to customers via service charges and sinking fund expenditure.</p>

# Priority 1

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>				
	Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability.	April 2024	<p><i>Lead</i> – Registered Providers</p> <p><i>Support</i> - Housing Standards Team, Housing Strategy &amp; Growth Team</p>	<p>Your Housing Group and Irwell Valley already provide communal Wi-Fi in all older people’s schemes, while Trafford Housing Trust are in the process of installing provision for free Wi-Fi in all their sheltered schemes. Irwell Valley homes are currently completing review of telecoms in advance of digital switchover (re welfare/alarm services hardwired into sites).</p> <p>Great Places have employed a Lead Innovator to look at technology advancement to support their customers and have a working group looking at technology enabled care in Independent Living schemes. Great Places are in the process of procuring new TEC for schemes. Options available on the market can support advancements in telecare/telehealth and provide Wi-Fi hotspots. Great Places will seek to maximise the positive impact for customers via this procurement.</p> <p>Trafford Council will continue to work with Registered Providers to ensure their existing stock are future proofed and this will be a focus point of a new Task &amp; Finish group.</p>
	Engage with Registered Providers to develop plans to ensure services and housing stock is responsive to the needs of an ageing customer base.	April 2024	Housing Strategy & Growth Team, Registered Providers.	<p>Contact with Register Providers is always ongoing and part of several other task &amp; finish groups.</p> <p>Irwell Valley have no issues with existing stock offer in Trafford, there is a new older people’s development in progress, Sale West phase 3.</p> <p>Great places confirm they are experiencing low demand experienced at one flat at The Acacias due to small size. Great Places to engage with Trafford Council to explore options.</p>

# Priority 1

Ref	Recommendation	By when	By who	2023 Update	
<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>					
	Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money.	Complete	<i>Lead</i> – Housing Options Service Trafford (HOST)  <i>Support</i> - Housing Strategy & Growth Team, Adult Service and Trafford CCG	<b>COMPLETED</b>  Accommodation in Trafford for those aged 55+ is very popular so is already achieving maximised value for money.	
1.2	<b>Review adapted properties and look at how Registered Providers are letting.</b>	Maximise resources for adaptations by ensuring funding opportunities from all sources are utilised.	Ongoing	<i>Lead</i> – Adult Services  <i>Support</i> – Registered Providers and Housing Strategy & Growth Team	All funding sources are currently being utilised. Adult services advise of a significant underspend over the last few years due to the COVID-19 pandemic and the impact on workforce, building materials, limited access to properties and more recently limited access to Occupational Therapists.
		Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.	Complete	Housing Standards Team, Housing Strategy & Growth Team, HOST, Registered Providers	<b>COMPLETED</b>  This action is not possible at the moment as eligibility for support is means tested. It is not viable to extend the eligibility criteria at present due to budget restraints.
		Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.	Complete	<i>Lead</i> – Adult Services and Housing Strategy & Growth  <i>Support</i> - Age UK, Community Groups, Partnerships and Communities Team, Skill & Employment Team	<b>COMPLETED</b>  This action has been explored; however, the action is not likely to see an uptake.

# Priority 1

Ref	Recommendation	By when	By who	2023 Update	
<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>					
1.3	<b>Develop services that support older people to adapt, repair and maintain their homes.</b>	Review how other Councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes	Ongoing	Adult Services and Housing Strategy & Growth Team	Adult Social care have been actively engaged in the Healthy Homes programme under the Tripartite Agreement. This is a collaboration between the Greater Manchester Combined Authority, Greater Manchester Housing Providers and the Greater Manchester Health and Social Care Partnership.
		Explore establishing a Care & Repair scheme to support improvements to older peoples' housing.	Ongoing	<i>Lead – Adult Services Support - Housing Strategy &amp; Growth Team and Trafford CCG</i>	Adult Social Care confirmed that there is no current funding to meet this directly however, they have been actively engaged in the Healthy Homes programmes which they hope will attract additional funding.
		Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households.	Complete	Lead – Housing Standards  Support - Trafford CCG, Adult Services , Housing Strategy & Growth Team	<b>COMPLETED</b>  Trafford Council offer a Homeowner Grant of up to £3000 to help eligible home-owners carry out repairs. Housing Standards offer Homeowner Grants for improvements to residential properties where there are significant hazards present. The team also regularly provides advice to residents about other available grants or assistance to help improve the conditions of their homes including referrals to LEAP and the GM Warm Homes Fund.  Age UK Trafford continues to provide an information and advice service which provides information on a wide range of topics including energy advice.  Following the cost-of-living crisis, Age UK Trafford provides tailored advice in relation to assistance for Older People. Citizen's Advice offer tailored advice accessible face to face and online in relation to energy efficiency.

# Priority 1

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>				
			<p><i>Lead</i> – Coms &amp; Marketing Team</p> <p><i>Support</i> – Age UK, Housing Standard, Trafford CCG, Adult Services, Housing Strategy &amp; Growth</p>	<p><b>COMPLETED</b></p> <p>Following discussions, it was decided Trafford LA should not recommend specific contractors.</p> <p>Age UK use Trustmark (gov.uk tradespeople checker). A link to Age UK's webpage on finding a trusted tradesperson has been added to Trafford's website.</p>
1.5	<p><b>Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.</b></p>	<p>Work with private landlords in Trafford to improve the quality of private rented housing for older people</p>	<p><i>Lead</i> - Housing Standards Team</p> <p><i>Support</i> - Housing Strategy &amp; Growth, HOST, Registered Providers</p>	<p><b>COMPLETED</b></p> <p>HOST's private sector lead and Trafford's Housing Standards Team work closely with local private landlords to advise and intervene to ensure the quality of all private rented properties. Trafford Council will explore referral pathways into Housing Standards to ensure older people are able to access the service effectively.</p>
		<p>Work with Registered Providers to ensure Decent Homes Standards are maintained.</p>	<p>Ongoing</p>	<p>Housing Strategy &amp; Growth Team, HOST, Registered Providers</p>
1.6	<p><b>Reduce fuel poverty and lessen its effects.</b></p>	<p>Ensure older people have enough money for fuel by encouraging them to access benefits and grants.</p>	<p>Complete</p> <p>HOST, Housing Standards, Adult Services, Trafford CCG, DWP</p>	<p><b>COMPLETED</b></p> <p>438 customers over 55 approached Trafford Welfare Rights, which is 51% of all customers. HOST signpost to their inhouse Tenancy Support Team if they encounter issues with older people who approach for advice on affordability issues. Assessments for social care include benefit maximisation exercises by Adult Services. Trafford Council have funded 4 Community Hubs which signpost Older Persons for advice and information.</p>

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<b>PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.</b>				
	Work with partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.	Ongoing	<p><i>Lead</i> – Housing Standards</p> <p><i>Support</i> – Adult Services, Trafford CCG, Housing Strategy &amp; Growth Team, HOST, Registered Providers.</p>	<p>Housing standards are working with GMCA to provide a retrofit service to increase energy efficiency of residential properties, reduce fuel poverty and reduce carbon footprints.</p> <p>Irwell Valley advised they are also working in partnership with GMCA to secure funds through the SHDF and SHQF to improve existing housing stock to reduce fuel bills and improve ventilation. Comms to customers to promote access to the Great British Insulation Scheme L&amp;Q are also investing in energy efficiency improvements</p>
	Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs.	Ongoing	<p><i>Lead</i> – Coms &amp; Marketing Team</p> <p><i>Support</i> – Housing Strategy &amp; Growth Team, Adult Services, HOST, Registered Providers</p>	<p>Through the Green Home Grant project, Trafford Council have promoted energy efficiency works on fuel poor homes, which has seen a reduction in household fuel bills. In addition, the Council supports and publicises the Local Energy Advice Partnership and other grants that can help with repairs, switching to cheaper energy tariffs, and other initiatives to help customers make their homes more energy efficient.</p> <p>Most of Irwell Valley’s OP stock is communal heating systems but they provide fuel efficiency advice and support through various channels including website, telephone, social media, and tenancy sustainment services.</p> <p>Adult Services commission advice services through the CAB and a Welfare Advice Service. Both services give advice on fuel debt.</p>
	Explore the potential of establishing a ‘bills included’ package within social rented sector.	Ongoing	<p><i>Lead</i> – Registered Providers</p> <p><i>Support</i> – Housing Strategy &amp; Growth, HOST</p>	<b>TO BE ACTIONED</b>

## Priority 2

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.</b>				
2.1	<p><b>Increase the supply of older peoples' housing, including specialist and affordable housing, across the borough.</b></p>	<p>Encourage private development of older peoples' housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing.</p>	<p>Ongoing</p> <p>Development Management/Planning Policy</p>	<p>The Core Strategy (adopted January 2012): policy L2.17 requires developers to demonstrate how proposals will meet the long term needs of older people. Additionally, Policy L2.18 requires that approximately 500 units in the plan period will be for older persons households including extra care.</p> <p>The Draft Local Plan (February 2021): Policy HN3 – requires developers to demonstrate how their proposals will be capable of meeting, and adapting to the long term needs of older people. This will replace the Core Strategy policy set out above. Policy HN3.3 provides information on how high-quality older persons housing can be delivered. There has been a pause on work on the Trafford Local Plan as work on the Places for Everyone Joint Development Plan progresses. Draft Trafford Local Plan policies are subject to further review and to viability testing as part of the plan making process.</p> <p>Adult Social Care have commissioned a Market Position Statement to highlight the overprovision of certain types of older people's accommodation and identify the need for more new build to meet older peoples' needs including extra care.</p>
		<p>Make use of the NPPF optional technical housing standards within planning policy, such as M4(2) Category 2: Accessible and adaptable dwellings, to set the proportion of new housing that can assist independent living for older people to be included in developments.</p>	<p>Spring 2023</p> <p>Planning Policy, Development Management, Housing Strategy &amp; Growth</p>	<p>The Draft Local Plan (February 2021) includes Policy HN6 – Adaptable and Accessible Housing, which requires all new homes to be built to Part M4(2) with at least 2% of homes on schemes of 50 dwellings or more being built to Part M4(3) wheelchair accessible standards. It is also assumed that there will be ongoing adaptation of existing dwellings to support those with additional needs.</p>

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<b>PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.</b>				
	Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction.	Ongoing	Planning Policy, Development Management, Housing Strategy & Growth	The Planning Policy Team through the continued production of planning policy, will set out a framework that will guide retirement homebuilders.
	Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with applications for other funding streams.	Ongoing	<i>Lead</i> – Housing Strategy & Growth  <i>Support</i> – Registered Providers, Homes England	Irwell Valley Homes have worked closely with Adult Social Care, Planning, Development and Housing Strategy and Growth within Trafford Council to create the masterplan for Sale West. Phase 2 includes ground floor adaptable ready accommodation. The future phase 3 now includes older person and learning disability.
	Allocate sites for specialist housing for older people where there is an identified unmet need.	April 2024	<i>Lead</i> – Planning Policy  <i>Support</i> – Housing Strategy & Growth	There are currently no sites specifically allocated for specialist housing for older people within the current planning policy framework.  The emerging Trafford Local Plan will allocate specific sites for housing development, which may include sites identified for older people’s housing. This process will involve collaborative work with the Housing Strategy Growth Team to identify areas will high need and suitable sites that could address this.
	Assess the viability of using vacant government and NHS building plots, and the feasibility of converting office space for residential use and splitting larger properties, to develop older peoples’ housing.	April 2024	<i>Lead</i> – Place Shaping Board  <i>Support</i> – Planning Policy, Housing Strategy & Growth, Trafford CCG, Adult Services, NHS	The Planning Policy Team through the continued production of planning policy, will set out a framework that will guide appropriate developments, including converting office space for residential use and splitting larger properties, to develop older peoples’ housing.

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<b>PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.</b>				
	Explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located.	Complete	Development Team, Planning Policy, Trafford CCG, Adult Services, Legal	<b>COMPLETED</b> Trafford Council purchased two care homes several years ago. Adult Social Care have determined that this is no longer viable following the operation of one home and subsequent learnings.
	Explore the possibilities of co-housing.	Complete	Planning Policy, Housing Strategy & Growth Team, Trafford CCG, Adult Services	<b>TO BE ACTIONED.</b> Advice from adult social care to re-open this action and consider what can be done in relation to this action, taking learnings from the COVID19 pandemic.
	Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.	Complete	Planning Policy, Housing Strategy & Growth Team	<b>COMPLETED</b> <a href="#">Trafford's Housing Need and Demand assessment 2023 has been published.</a> We now have an understanding of the current older persons housing market which has been shared with colleagues. Targeted presentations and sharing of information will continue throughout the new year.

## Priority 2

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<b>PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.</b>					
		Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The village should be in an area that has a lower crime rate to ensure safety of residents. The development should be purpose built to include on-site amenities for community purposes and should be a mixture of private and council housing.	April 2024	Adult Services, Planning Policy, Housing Strategy & Growth, Trafford CCG	The Planning Policy team have now been advised of the published Housing Need and Demand Assessment 2023. Adult Social Care are now commissioning a Market Position Statement. Both of these documents will form part of the information required by Planning to consider this action moving forward.
2.2	<b>Actively promote the different financial packages and mechanisms that can enable a move.</b>	Explore financial products and incentives that enable older people to continue living in their current home or move to a more suitable home and look to widen access to shared ownership and equity release initiatives.	April 2024	Adult Services, Housing Strategy & Growth	To be actioned by other teams, however Great Places advises this is difficult as the cost-of-living crisis and impact on utility costs has caused an increase in energy costs via service charges.
		Work with housing providers to develop options that will assist older people to 'rightsize', for example rent to buy options, to improve the turnover of family homes.	Ongoing	Adult Services, Registered Providers, Housing Strategy & Growth	Great Places will be embarking on a programme of support around rightsizing in the new year.  Jigsaw Homes don't have a specific service to help with rightsizing, but would provide support with residents wishing to downsize, this would sometimes involve financial help on an ad hoc basis.  Irwell Valley provide support to customers wishing to downsize by offering alternative accommodation where required.

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<b>PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.</b>				
		Explore opportunities to develop lease management products for older people.	Complete	<b>COMPLETED</b> This action has been explored, however due to the current financial situation and budget constraints it is not practical to explore this action.

## Priority 3

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 3: ENABLE OLDER PEOPLE IN TRAFFORD TO LIVE INDEPENDENTLY</b>				
3.1	<b>Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.</b>	Review good practice within other local authorities to help increase the capacity of preventative services (i.e. mobile wardens).	March 2023	Adult Services, Housing Strategy & Growth, Trafford CCG  Housing Strategy are in the process of collecting information from all other Greater Manchester authorities on their preventative services/initiatives. Once the information has been gathered, it will be reviewed to establish good practice and means of replicating effective services will be explored.
		Promote the use of Housing Options for Older People (HOOP) and the services they provide.	Complete	<b>COMPLETED</b> Housing options advice is accessible via the website, email, telephone, and in person appointments.  HOST provided the following to residents over 55: <ul style="list-style-type: none"> <li>296 homeless applications; 190 of these were advice only.</li> <li>720 applicants registered on Trafford Home Choice (THC), 138 of these were housed in the financial year.</li> </ul> Age UK Trafford have several resources online for Older Persons to consider their options. Trafford Directory also contains up to date information on housing options and where to seek advice.  Irwell Valley also provides a HOOP service promoted to customers when seeking alternative accommodation.

## Priority 3

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 3: ENABLE OLDER PEOPLE IN TRAFFORD TO LIVE INDEPENDENTLY</b>				
	Develop links between the housing providers and agencies that provide advice to older residents to ensure older people can access the full range of information and advice on housing choices and support services, and to ensure information is consistent.	Complete	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Communications & Marketing Team, Voluntary Sector.	<p><b>COMPLETED</b></p> <p>HOST have strong links with all Registered Providers in the borough and regularly remind of the duty to refer.</p> <p>Alongside the Age Well Board, the Housing Strategy and Growth team have set up the Older People’s Housing Champions Group which enables all agencies and Trafford Council to drive the actions forward.</p> <p>Older customers in general needs homes can access support through Irwell Valley’s tenancy sustainment service and their community coordinator. Customers in independent living schemes can access advice through their service coordinator.</p>
	Improve advice and access to Technology Enhanced Care services that assist independent living.	Ongoing	Adult Services, Trafford CCG, Housing Strategy & Growth Team, Registered Providers, Care Providers	<p><b>COMPLETED</b></p> <p>L&amp;Q work in partnership with Trafford Council to manage our TEC provision, identify new technologies, and to install, maintain, and monitor TEC for residents.</p> <p>Trafford Council made £500,000 available to expand and enhance the range of TEC available to Trafford residents.</p> <p>Trafford Council have developed several projects since the TEC Strategy was launched in 2018 including: Rapid telecare to support people out of hospital, Home Safe Hospital Discharge Bags, Carers and TEC, Dementia and TEC, Falls and TEC, Meds management and TEC, Infection control and TEC, and social isolation and TEC.</p> <p>Trafford Council will review the referral process for TEC in the next few months to make it easier for professionals to refer residents for telecare and TEC.</p>

## Priority 3

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<b>PRIORITY 3: ENABLE OLDER PEOPLE IN TRAFFORD TO LIVE INDEPENDENTLY</b>					
		Produce a Technology Enhanced Care Strategy.	March 2020	Adult Services, Trafford CCG, Housing Strategy & Growth Team	<b>COMPLETED</b> Trafford's 3-year Technology Enabled Care Strategy was published in August 2018.
		Ensure technology enabled care is considered in new sheltered and Extra care developments.	Ongoing	Adult Services, Trafford CCG, Registered Providers	Trafford Council are currently reviewing their TEC Strategy and will be looking to include this action in their Task & Finish Groups going forward.  Irwell Valley Visited the Manchester Council Smart Suite to understand what technology is available and how these can be integrated into new developments. Working with care commissioners on Sale West Phase 3 to include their input into design.
		Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.	Ongoing	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Planning Policy	<b>COMPLETED</b> L&Q work with Trafford Council to manage TEC provision, identify new technologies, and to install, maintain, and monitor TEC.  Great Places are committed to including capacity for TEC in future developments. Irwell Valley's new developments will be telecare enabled and futureproofed. Your Housing Group consider TEC and advancing technology as part of all their new developments.
3.2	<b>Explore and promote living arrangements that provide safety and security to older residents.</b>	Continue to promote and support the take up 'Homeshare' options for Older People.	Complete	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Partnerships and Communities Team	To be actioned. Advice from adult social care to re-open this action and consider what can be done in relation to this action, taking learnings from the COVID19 pandemic.

## Priority 3

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 3: ENABLE OLDER PEOPLE IN TRAFFORD TO LIVE INDEPENDENTLY</b>				
	Review how to best support the expansion and uptake of the 'Good Neighbour' scheme across Trafford.	April 2024	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Partnerships and Communities Team	<p>Housing Strategy will hold an Older Peoples Housing Champions group meeting in February 2024 which will include Registered Providers and representation from the Royal Voluntary Service (RVS).</p> <p>Volunteers from the RVS Good neighbour service provide social and emotional support to older residents. They also offer practical support by completing tasks service users are unable to do for themselves, like shopping or getting to and from social activities.</p>

## Priority 4

Ref	Recommendation	By when	By who	2023 Update
<b>PRIORITY 4: CREATE AND FOSTER PARTNERSHIPS THAT WORK TO DELIVER EFFECTIVE HEALTH AND SOCIAL CARE PROVISION AND SUPPORT SERVICES AT HOME TO OLDER PEOPLE ACROSS TRAFFORD.</b>				
4.1	<b>Develop new partnerships, and build on existing relationships, to review how housing information and provision will best meet the cultural and health needs of older people.</b>	Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups.	Partnerships and Communities Team, Adult Services, Housing Strategy & Growth Team.	<p>Housing Strategy attend Trafford's Age Well Board, which is attended by local age-related community groups and charities. This action will be raised.</p> <p>Housing Strategy have a further Older Peoples Housing Champions group meeting in February 2024 which will include a representative of the African Caribbean Care Group as well as a member from Trafford Voice of BME to drive this action forward.</p>
		Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required; including to those who need a higher level of support (i.e. washing, dressing)	Adult Services, Trafford CCG, Community/Voluntary Groups and Charities.	<p>Irwell Valley have links with Salford University Dementia Institute and are reviewing what can be incorporated into new developments to help residents with dementia.</p> <p>Specific advice and assistance will be provided to older customers who either have a diagnosis of, or a caring responsibility for, someone with dementia.</p>

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<b>PRIORITY 4: CREATE AND FOSTER PARTNERSHIPS THAT WORK TO DELIVER EFFECTIVE HEALTH AND SOCIAL CARE PROVISION AND SUPPORT SERVICES AT HOME TO OLDER PEOPLE ACROSS TRAFFORD.</b>					
		More consideration for the LGBTQ + community to be housed together and carers to understand their needs and respect them.	Ongoing	Partnerships and Communities Team, Adult Services, HOST, Registered Providers	<p>Great Places is now moving forward with the UK's first purpose-built LGBTQ+ Extra Care housing facility. It will be for Manchester residents as a priority and therefore Trafford need to consider how to meet the needs of older LGBTQ+ residents in Trafford (especially as the border is very close to this development) forward with the UK's first purpose-built LGBTQ+ Extra Care housing facility in Manchester.</p> <p>Irwell Valley is a key member of HouseProud NW, which promotes the needs of LGBTQ+ customers; the group works with the LGBT Foundation who are leading on the consultation on the development of the Manchester LGBTQ+ majority ex care scheme. Progress on the scheme can be shared with Trafford through this route if required.</p>
		Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.	Ongoing	Partnerships and Communities Team, Adult Services, HOST, Registered Providers, GMCA	<p>Trafford actively engages in the Tripartite Agreement. This is a collaboration between the Greater Manchester Combined Authority, Greater Manchester Housing Providers and the Greater Manchester Health and Social Care Partnership.</p> <p>All funding advertised to our local authority is actively applied for, including the health homes initiative.</p>
4.2	<b>Improve the integration of local services.</b>	Work with health and social care colleagues to ensure the provision of housing advice and preventative services is available to older residents at the point of social care assessment or diagnosis of health condition.	April 2024	Lead – HOST  Support - NHS, Adult Services, Trafford CCG, Registered Providers, Housing Strategy & Growth Team	<b>TO BE ACTIONED</b>

## Priority 4

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<b>PRIORITY 4: CREATE AND FOSTER PARTNERSHIPS THAT WORK TO DELIVER EFFECTIVE HEALTH AND SOCIAL CARE PROVISION AND SUPPORT SERVICES AT HOME TO OLDER PEOPLE ACROSS TRAFFORD.</b>				
	Adopt the outdoor gym project for older people and look to roll this out across the borough.	April 2024	Planning Policy, Housing Strategy & Growth Team, Partnerships and Communities Team, NHS	The Planning Policy Team through the continued production of planning policy, will set out a framework that will guide appropriate developments, including outdoor gym.
	Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.	Ongoing	NHS, Partnerships and Communities Team, Adult Services, Trafford CCG, Housing Strategy & Growth Team	Housing Strategy have a further Older Peoples Housing Champions group meeting in February 2024 where this meeting will be actioned.