



TRAFFORD  
COUNCIL

# Trafford Council

## Older People's Housing Strategy 2019-2024

---



# Contents

Foreword .....	3
Introduction.....	4
Vision.....	4
Strategic Context.....	5
National context .....	5
Sub-regional context.....	7
Local Context .....	8
Public and Stakeholder Consultation.....	10
Residents Survey.....	10
Stakeholders Survey.....	14
Trafford’s Changing Population .....	15
Ethnic Groups within Trafford .....	16
Health and Older People .....	17
Households within Trafford.....	18
Tenure.....	20
Sale and Rent in Trafford.....	21
Current older people’s housing in Trafford .....	23
Location of older people’s housing .....	24
Strategic Priorities .....	26
Priority 1: Improve the quality and standard of existing housing for older people in Trafford.....	27
Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.....	31
Priority 3: Enable older people in Trafford to live independently.....	34
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. ....	38
Delivery of the Strategy.....	40
Monitoring and Evaluation .....	40
Figures.....	41
Glossary of Terms.....	42

## Foreword

Trafford Council is delighted to introduce our Older People's Housing Strategy 2019-2024. With a growing older person population, there is an increasing demand for a diverse range of older people's housing in the borough. Trafford Council wants to ensure older people have decent homes to live in, to secure and maintain their independence, reduce health inequalities and offer care services that are flexible enough to meet the different choices older people will increasingly make.

Through extensive consultation, the Council has gained an understanding of what helps older people to thrive and this has formed the basis of this Strategy. The Council recognises that it is about meeting individual needs as everyone is different.

The Strategy offers significant potential for partnership working with a range of public and voluntary agencies and private organisations to help in its delivery.

This document is neither a stand-alone nor a one-off Strategy, but rather one that is integral to the borough's wider vision. The proposed recommendations are designed to respond to the current and future needs of the older adult population.

The Council's Corporate Plan describes Trafford Council's vision and priorities for the borough and these are outlined below:

- Building Quality, Affordable and Social Housing
- Health and Wellbeing
- Successful and Thriving Places
- Children and Young People
- Pride in Our Area
- Green and Connected
- Targeted Support

This Older People's Housing Strategy will contribute to a number of these priorities in particular "Building Quality, Affordable and Social Housing", "Successful and Thriving Places", "Health and Wellbeing" and "Targeted Support".

This Strategy sets out the Council's priorities to provide older people with suitable housing which we hope you will support.



**Councillor James Wright**  
*Executive Member  
for Housing and  
Regeneration*



**Councillor Joanne Harding**  
*Executive Member  
for Adult Social  
Care*

## Introduction

The Older People's Housing Strategy covers the five years from 2019 to 2024. It forms part of a suite of specialist and supported housing strategies that sit under the main Housing Strategy 2018-2023. A number of factors have prompted the need for this Strategy; Trafford has an ageing population with increasing health and social care challenges, and a range of suitable housing options are required to meet the housing needs and changing aspirations as people age. This document provides strategic direction regarding national and local policies to promote older people's housing needs and desires.

Changes in the composition, and the increasing number, of older people require a shift in the focus, resources, and processes of local agencies. An ageing society is a key challenge for the housing sector. Over the past decade the government has identified this as an area where significant changes need to be made, not only in physical buildings but in challenging society's perceptions of what suitable housing for older people should mean. There are strong links between older age, housing and health and the Council recognises the interdependence of these.

Consultation has allowed residents to have an input in this Strategy, including the type of older people's housing they would find attractive and where such properties would be best located within Trafford. Residents were asked a range of questions about their current home, how it meets their needs and what they want for the future, to get an understanding of what is important to people as they age. Consultations with service providers and support organisations were also undertaken to help identify what is currently available, and what can be done, to meet the housing needs of older people.

## Vision

The Strategy's vision is:

*Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford.*

# Strategic Context

## National context

**Planning Practice Guidance (PPG): Housing for Older and Disabled People** (June 2019) guides councils in preparing planning policies on housing for older and disabled people. The PPG states that an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking. The PPG states that accessible and adaptable housing enables people to live more independently, while also saving on health and social costs in the future. It is therefore better to build accessible housing from the outset rather than make adaptations at a later stage at greater cost. Planning policy can help councils to bring forward the supply of accessible housing where a need exists by making use of optional technical housing standards found within the National Planning Policy Framework. These can be used to set the proportion of new housing that will be delivered to meet the standards, such as M4(2) Category 2: Accessible and adaptable dwellings

The **Government response to the Second Report of Session 2017-19 of the Housing, Communities and Local Government Select Committee inquiry into Housing for Older People**<sup>1</sup> (September 2018) sets out that local authorities should plan for the future housing needs of older people to enable safe, independent and comfortable living in their own home for as long as possible, and enable a move to more suitable accommodation if they so wish. As such, local authorities should consider various housing options that are suitable for independent living for older people, and alongside developers take an innovative approach that makes the most effective use of land.

The **National Planning Policy Framework**<sup>2</sup> (NPPF), as revised and republished in July 2018, sets out the Government's planning policies for England that local authorities must adhere to. The NPPF defines older people as those: *'...over or approaching retirement age, including the active, newly-retired through to the very frail elderly; and whose housing needs can encompass accessible, adaptable general needs housing through to the full range of retirement and specialised housing for those with support or care needs'*.

**Homes England**<sup>3</sup>, a non-departmental public body sponsored by the Ministry of Housing, Communities and Local Government, aims to accelerate the delivery of housing across England. Its 'Strategic Plan 2018 to 2023' is to *'intervene in the market to ensure more homes are built in areas of greatest need'*. Homes England administers a Home Building Fund on behalf of the government, providing development finance (loan funding to meet the development costs of building homes for sale or rent) and infrastructure finance (loan funding for site preparation and infrastructure costs needed to enable housing to progress and to prepare land for development), which includes housing for older people.

---

<sup>1</sup> <https://www.gov.uk/government/publications/housing-for-older-people-government-response-to-the-select-committee-report>

<sup>2</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/779764/NPPF\\_Feb\\_2019\\_web.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779764/NPPF_Feb_2019_web.pdf)

<sup>3</sup> <https://www.gov.uk/government/organisations/homes-england>

The ***Housing for Older People Report***<sup>4</sup> published by The House of Commons Select Committee (February 2018), states: ‘*Councils should publish a Strategy explaining how they intend to meet the housing needs of older people in their area and, in their Local Plans, identify a target proportion of new housing to be developed for older people along with suitable, well-connected sites for it.*

The report makes several recommendations, such as expanding the Home Improvement Agencies (HIA) so that each local authority area can offer small repairs, maintenance and adaptation services to older people in their own home. Other recommendations include reviewing the barriers preventing older people from moving home and to provide tailored services and support accordingly. A key statement of the report is that all new homes should be built to the Category 2: Accessible and adaptable dwellings building regulations; requiring a new property to reasonably provide features that make it suitable for a range of potential occupants, including the elderly.

The Housing White Paper – ***Fixing our Broken Housing Market***<sup>5</sup> (February 2017), proposes a change to the current approach to housebuilding and to increase housing supply to provide older people with a better choice of accommodation that can help them to live independently for longer, and reduce costs to the social and healthcare systems. A range of ideas are presented for consideration, including making housing information and advice more accessible to older people, and supporting custom builds and innovative models of housing for this group such as community living.

The ***Future of an Ageing Population***<sup>6</sup> published by the Government Office for Science (July 2016) details how an ageing population will change the demand for housing in the future, and how building suitable new homes and supporting the adaptation of the existing housing stock will become critical. It is set out that demands on health and social care services could be reduced if housing for older people that can support new technologies, and which are safe, accessible and adaptable is delivered.

This publication also highlights the importance of enabling older people that are under-occupying family homes to move. Evidence shows that a substantial number of older people would move to a smaller home if a suitable property was available; and that those who can move into specialised housing generally have improved wellbeing, better health outcomes and lower health and social care costs.

The ***2014 Care Act***<sup>7</sup> and accompanying regulations and guidance outline how housing can become more integrated with housing and health and social care provision/services. A fundamental aspect of the Act is the '*suitability of accommodation*' in meeting the at home care and support needs of older and vulnerable people to help prevent, reduce or delay adult social care need.

---

<sup>4</sup> <https://www.parliament.uk/business/committees/committees-a-z/commons-select/communities-and-local-government-committee/news-parliament-2017/housing-for-older-people-report-17-19/>

<sup>5</sup> <https://www.gov.uk/government/publications/fixing-our-broken-housing-market>

<sup>6</sup> <https://www.gov.uk/government/publications/future-of-an-ageing-population>

<sup>7</sup> <http://www.legislation.gov.uk/ukpga/2014/23/enacted>

## Sub-regional context

The **Greater Manchester Strategy**<sup>8</sup> envisions the city-region to be ‘a place where people live healthy lives and older people are valued’. It recognises that the Greater Manchester’s population is ageing rapidly. The Strategy aims to ensure that ageing is embedded in policy, to identify, and respond to, the needs of older people in areas such as housing. The Strategy sets out to ‘*plan for future patterns of demographic change and develop more, better quality age-friendly homes and communities. We will build on the age-friendly neighbourhoods approach to develop age-friendly districts, town centres and regional centre to become an age-friendly and dementia friendly city-region*’.



The **Greater Manchester Housing Strategy 2019-2024**<sup>9</sup> was approved by the GMCA in June 2019; and identifies safe, decent and affordable housing that fit the needs and aspirations of current and future older residents to be a priority: ‘*Finding the right home is an essential for all of us and the diverse needs of different parts of the population should be reflected in the housing choices available in Greater Manchester. We know that in future years Greater Manchester will be home to a much larger, more diverse, group of older people. By 2035 nearly three in twenty residents will be aged 75 years or older – and one in twenty will be 85 or older...*’

A focus of the draft **Greater Manchester Spatial Framework**<sup>10</sup> (GMSF) (revised in 2019) is to create places where older people are valued. The Framework’s policy GM-H 3 stipulates that ‘*development across Greater Manchester should seek to incorporate a range of dwelling types and sizes to meet local needs and deliver more inclusive neighbourhoods. Where appropriate, this should include incorporating specialist housing for older households and vulnerable people*’. The concern that without intervention an increase in older people will put pressure on the local health and social care systems is highlighted; as is the need to better support older owner-occupiers living in inadequate accommodation that is affecting their health and who do not have the resources to maintain/adapt their property.

The **Greater Manchester Strategic Housing Market Assessment**<sup>11</sup> (2019) states: ‘*The population is projected to increase for all age groups over 55, with the eldest age group of over 85 expected to increase by 79% between 2016 and 2036. This represents an increase from 1.9% of the total population in 2016 to 3.2% in 2036*’.

<sup>8</sup> <https://www.greatermanchester-ca.gov.uk/ourpeopleourplace>

<sup>9</sup> [https://www.greatermanchester-ca.gov.uk/media/2165/16a\\_gm\\_housing\\_strategy\\_final.pdf](https://www.greatermanchester-ca.gov.uk/media/2165/16a_gm_housing_strategy_final.pdf)

<sup>10</sup> [https://www.greatermanchester-ca.gov.uk/media/1710/gm\\_plan\\_for\\_homes\\_jobs\\_and\\_the\\_environment\\_1101-web.pdf](https://www.greatermanchester-ca.gov.uk/media/1710/gm_plan_for_homes_jobs_and_the_environment_1101-web.pdf)

<sup>11</sup> <https://www.salford.gov.uk/media/393430/gm-shma-jan-19.pdf>

The assessment indicates higher concentrations of older people towards the south of Greater Manchester (Trafford and Stockport), where the highest health and life expectancies in Greater Manchester can also be found (79.9 years). There are pockets of higher concentrations of older person households within Trafford around the north-west area, and in a small part to the south. Three wards within Trafford have around fifty percent or more of their populations aged over 55 years; these are Bowdon (52.2%), Hale Barns (51.7%) and Davyhulme West (48.8%). The assessment shows Trafford to have the highest percentage of under-occupied properties (defined as homes with two or more spare bedrooms) by those over 65 years of age within Greater Manchester, at 59%. This is greater than the North West (51.8%) and England (51.6%) figures.

**Greater Manchester Age-friendly Strategy**<sup>12</sup> (March 2018) estimates that by 2035 37% of the city-region will be aged over 50. A key aim of the strategy is to increase housing choice that encourages social connections and wellbeing in later life. One of the strategy's three year objectives is to promote '*a mix of generations wherever possible, in planning processes and housing developments*'; such as new housing being built with lifetime principles, and neighbourhood plans reflecting age-friendly principles.

**The Future of Ageing in Greater Manchester**<sup>13</sup> produced by the Greater Manchester Combined Authority (GMCA) and New Economy (February 2017) outlines a need for the development of age friendly housing, and for future residential developments to respond to an ageing population. Several recommendations are made including exploring the practicalities of replicating age-friendly design principles and approaches across Greater Manchester. The need to consider routes for lobbying at a national level to address legislative barriers to the delivery of more age friendly homes in the region is emphasised, and a proposal to redevelop vacant NHS estates as possible housing sites for older people is made.

## Local Context

The **Draft Age Well Plan for Trafford**<sup>14</sup> (March 2019) reviews the concept of an age friendly community and sets out a need to enable residents to live in their homes and communities for as long as possible. The plan suggest even small changes can have a big impact towards achieving this:

*'If we live in a home that can be easily adapted; such as having a stair lift, or even just a handrail installed it can make a big difference to our quality of life, improve safety and reduce the chance of falls at home'.*

**Trafford Housing Strategy 2018-2023**<sup>15</sup> (June 2018) forecasts that in the next twenty years within Trafford there will be an almost fifty percent increase in the number of people over the age of 60, compared with 2015; of this 10,700 more people will be over the age of

<sup>12</sup> [https://www.greatermanchester-ca.gov.uk/media/1166/gm\\_ageing\\_strategy.pdf](https://www.greatermanchester-ca.gov.uk/media/1166/gm_ageing_strategy.pdf)

<sup>13</sup> <http://nws.eurocities.eu/MediaShell/media/TheFutureofAgeinginGreaterManchester.pdf>

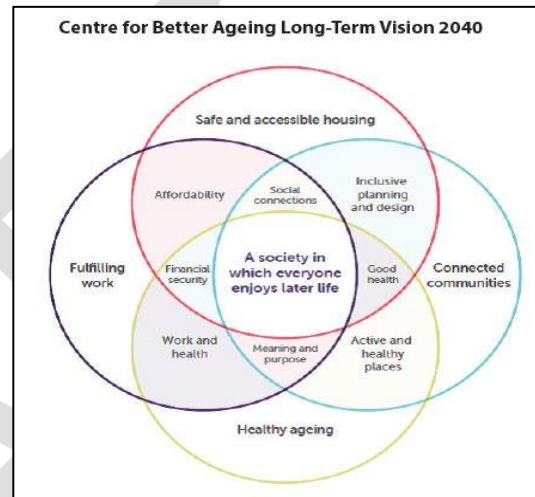
<sup>14</sup> [https://search3.openobjects.com/mediamanager/trafford/fsd/files/age\\_well\\_plan\\_for\\_trafford\\_final\\_270327.pdf](https://search3.openobjects.com/mediamanager/trafford/fsd/files/age_well_plan_for_trafford_final_270327.pdf)

<sup>15</sup> <https://www.trafford.gov.uk/about-your-council/strategies-plans-and-policies/housing-strategy/docs/Trafford-Housing-Strategy.pdf>



75. The strategy highlights high levels of properties being under-occupied as older people continue living in their family homes into old age; concluding that *'continuing to live in a home that is larger than required into old age is not ideal; it can lead to social isolation and loneliness, daily chores become too onerous, heating bills for a large home are too high'*. The Strategy stipulates that the Council should consult older residents to find out what sort of accommodation they would find attractive and where; and to develop a housing strategy that will increase the housing options available for older people and help with choosing and accessing those options. The issue of social isolation and ageing must also be addressed.

**Report of the Director of Public Health - Trafford 2018**<sup>16</sup> references that in Trafford the number of people aged over 65 years is projected to increase 29% between 2016 and 2031, and the number of people aged over 85 to increase by 35% over this period. This report examines key aspects of growing older in Trafford, and makes recommendations for how older people can, as much as possible, remain healthy and happy in later life. Ageing well is complex and agencies cannot work in isolation. The report sets out the need to support the long-term vision of the Centre for Better Ageing for 2040 (represented in the diagram to the right), in which safe and accessible housing is positioned as a key input.



<sup>16</sup> <https://www.trafford.gov.uk/residents/adults-and-older-people/health-and-wellbeing/public-health/docs/Public-Health-annual-report-2018.pdf>

# Public and Stakeholder Consultation

Trafford Council undertook a public consultation to obtain views, comments and feedback from residents, interested parties and organisations on current and future housing needs and support for older people. Consultation began on 7<sup>th</sup> January 2019 and ran for a period of 6 weeks.

Two online surveys were created; one for residents to complete and the other aimed at stakeholders (those with an interest in the housing, health and care needs of older people). The stakeholders were emailed directly inviting them to take part.

For the residents survey, a link was available on the Council's website following a press release and publicity via social media. In total, 83 responses were received to the residents survey and 11 responses received to the stakeholders survey (representing the interests of a local authority and private sector organisations).

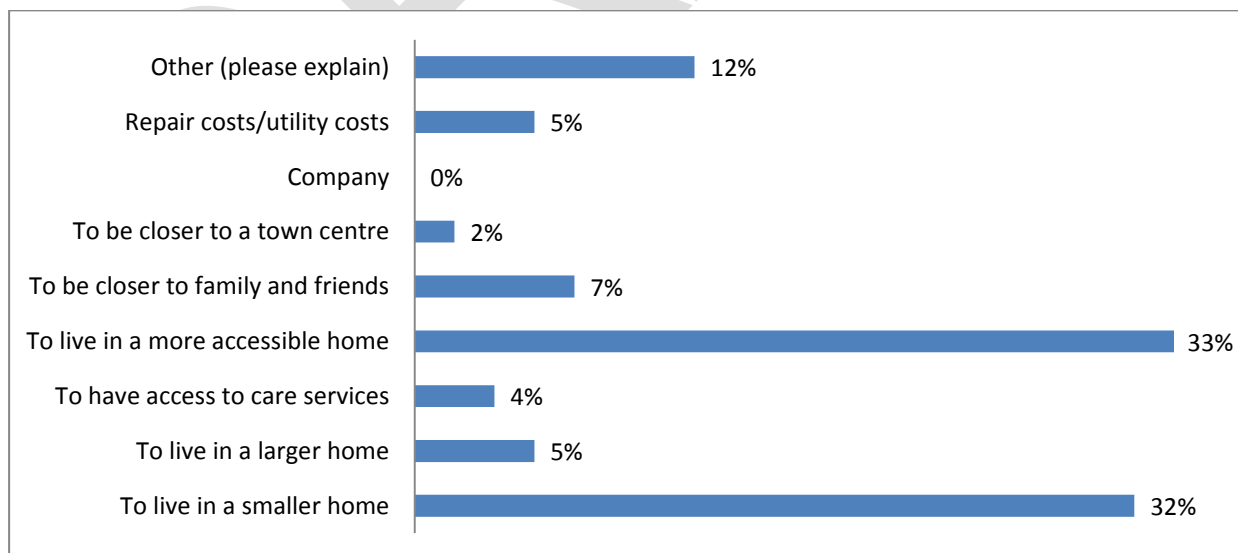
Below is a summary of key points that were raised from the residents and stakeholders surveys.

## Residents Survey

### Moving into older person accommodation

40% of respondents to the residents survey would consider moving into older person accommodation, with 20% planning such a move. The residents survey results indicate a significant number (19%) of older people would prefer to stay in their own home where possible. The main reasons given for moving are listed in Figure 1.

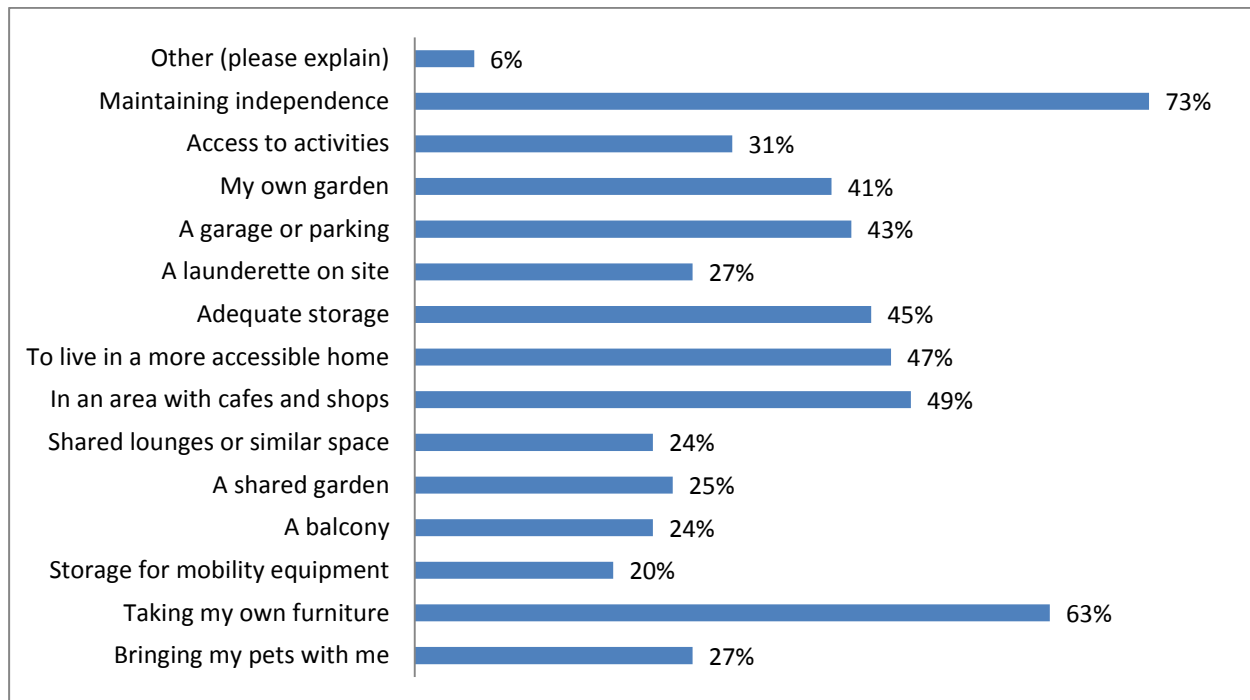
**Figure 1: What is the main reason you moved or are considering moving?**



The main reason residents would consider a move is to live in a smaller or more accessible home.

Figure 2 highlights what the most important aspects of the accommodation would be.

**Figure 2: If you plan to move or have moved, what would be the most important aspects of the accommodation for you?**



Respondents felt that taking their own furniture and maintaining independence were the most important aspect.

### Onsite care and support services

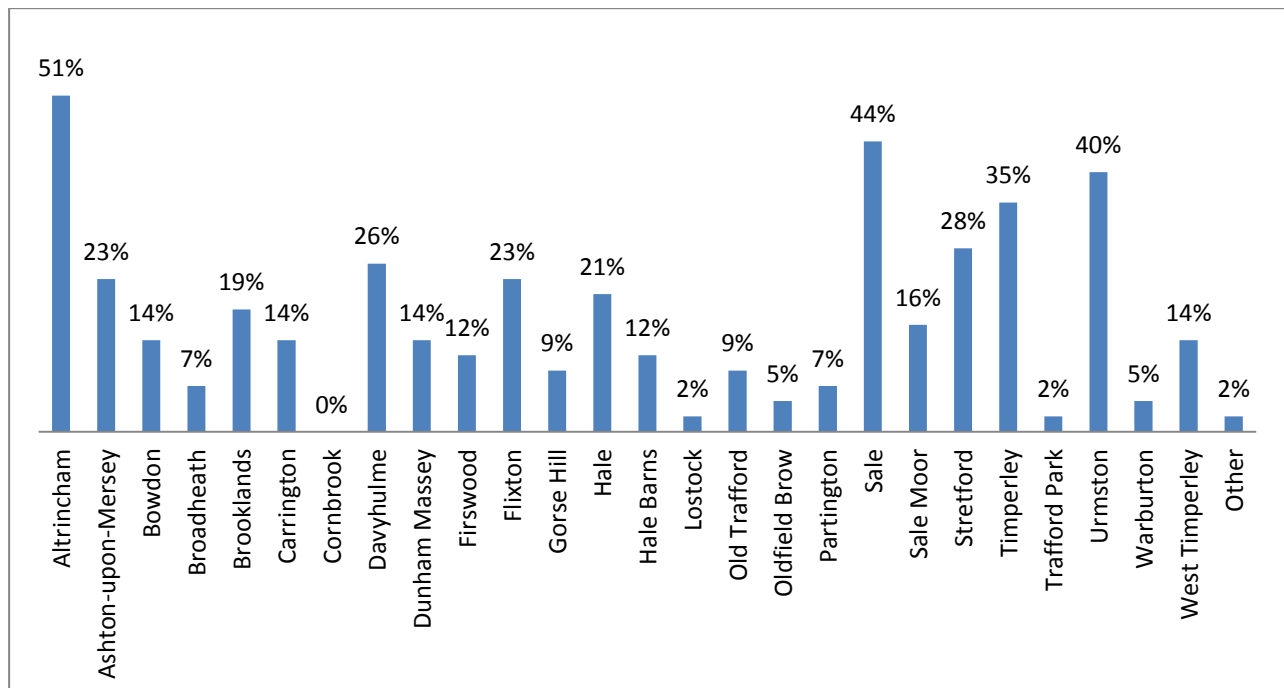
There was a mixed response from the residents who completed the survey when questioned whether they wanted care and support built into the accommodation either now or in the future, with 30% answering yes, 36% no, and 34% declaring they are unsure. This suggests residents do not know what they will need or want later in life.

### Most important aspects of accommodation for older residents

The residents survey highlighted 68% of residents preferred a two bedroom property, which should be ideally located within or on the outskirts of a town centres with good transport links. Nearly 4 out of 5 of the respondents said they would like to remain in Trafford as they grow older.

Figure 3 highlights the areas in Trafford respondents to the survey stated they would move.

**Figure 3: If you indicated a move within Trafford above, which area are you most likely to move?**



A review of where older residents want to live, if they move within Trafford, indicates a need for older people’s housing across the borough, however Sale, Altrincham, Urmston and Stretford were the most popular areas (Figure 3).

### Future housing demand

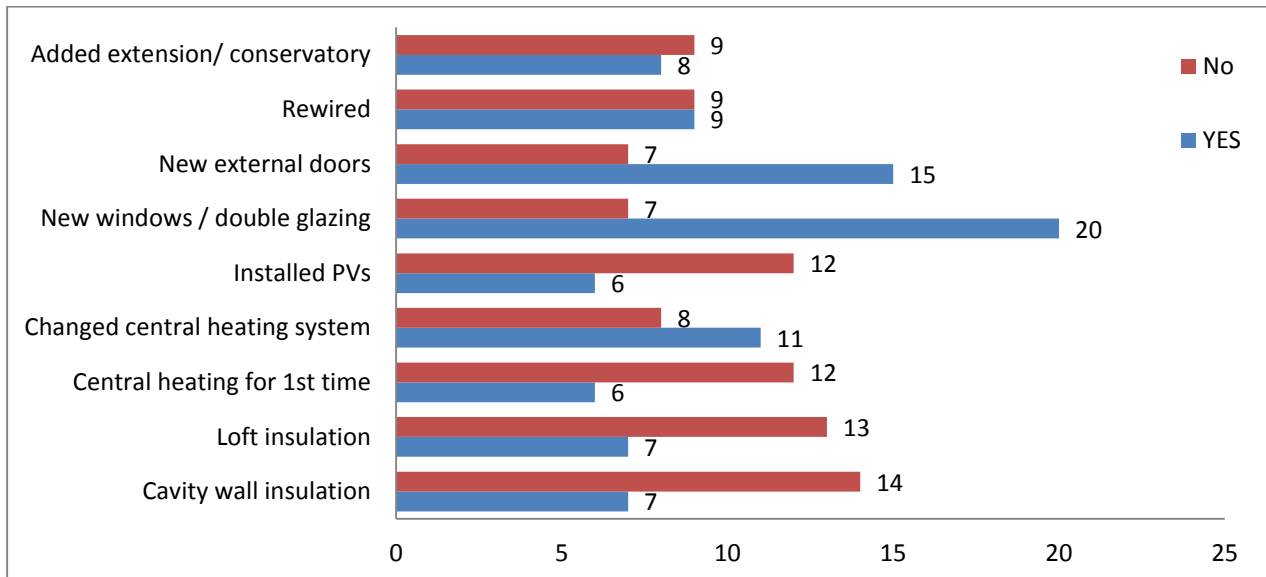
Findings from the residents survey show sheltered housing to be the preferred older people’s housing option (89%), whereas retirement housing ( 57%) is the accommodation type older people are moving into. Extra Care housing appears to be the least popular option among older people, with many viewing this form of housing with negative care home connotations; and so it requires significant rebranding and public relations work if perceptions are to be changed.

The consultation identified renting from the Council or housing association as the most desirable choice of tenure for older people (46%), followed by buying outright or with a mortgage (36%).

### Changes and adaptations

The consultation exercise showed grab rails and bathroom adaptations as the most commonly required household change to facilitate independent living.

**Figure 4: What improvements, if any, do you feel your home requires?**

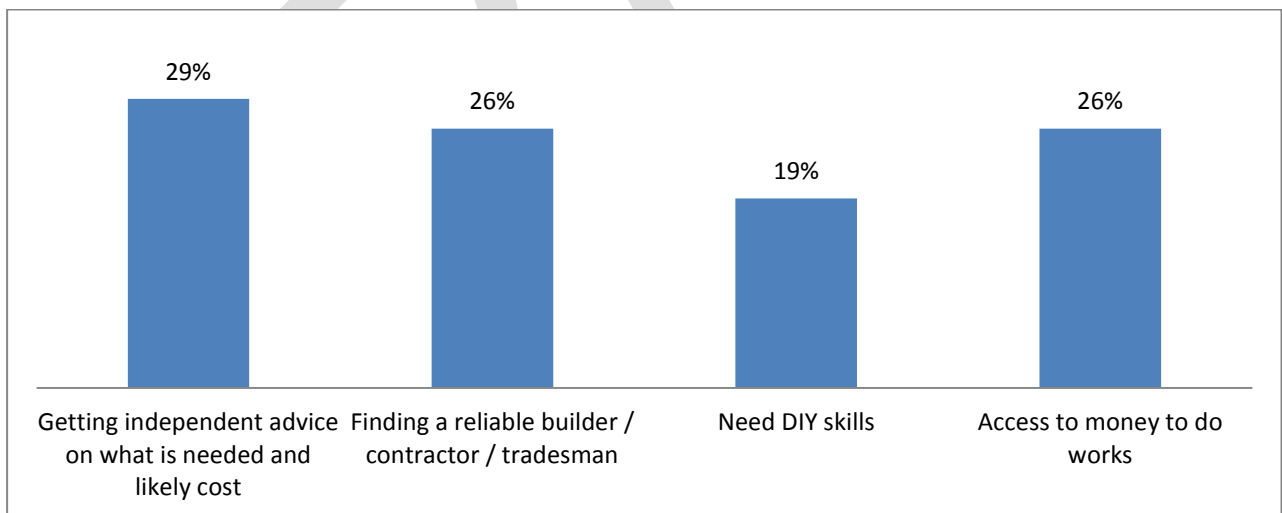


With regard to the most required home improvement, respondents to the residents survey indicate double glazing and new external doors as the most required home improvement (Figure 4).

#### Barrier to repairing / adapting homes

Figure 5 shows what the barriers to repairing or adapting an older person's home were.

**Figure 5: To what extent do the following acts as a barrier to you repairing / adapting**



The residents survey identified getting independent advice and cost estimates for what repairs and adaptations are needed to their home as the main barrier to carrying out required work. This is jointly followed by finding a reliable builder/tradesman and access money to do the works (Figure 5).

When asked if it would be useful for the Council to provide a list of approved builders and contractors, 79% said yes.

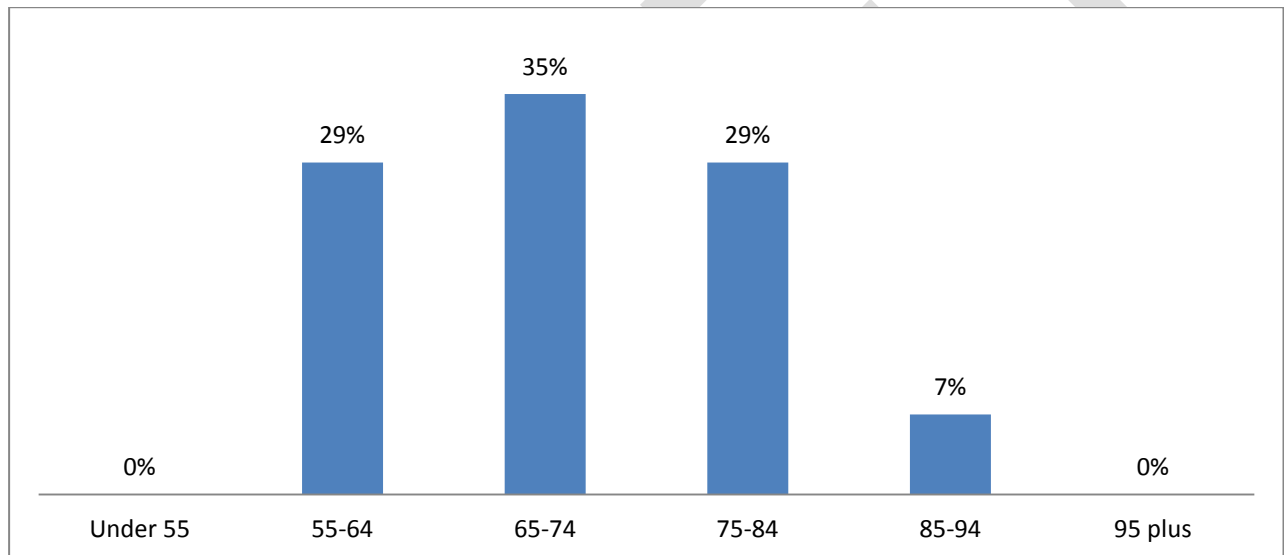
## Stakeholders Survey

Findings from the stakeholders survey support those from the residents survey in identifying a desire to live in a smaller and/or more accessible home as the main reason why older people move; with two bedroomed properties in close proximity to shops and amenities the preferred choice of housing.

### Letting / selling properties and vacancy rates

The consultation findings support this Strategy's statement that older people's housing in Trafford is popular, with low turnover of stock and quick sales/lets evidencing this. Most of the stakeholders who took part in the consultation have sheltered housing stock (85%). When asked about the letting speed of their older person accommodation, the stakeholders answered that most void units are let quickly and no property type is harder to let than others; and it was confirmed there are low turnover rates

**Figure 6: Age Profile of your residents who live in older person housing**



The stakeholders identified that most people who live in older people's housing are aged between 55-84 years old (Figure 6). These results might indicate that those older than this move to a specialised care home facility.

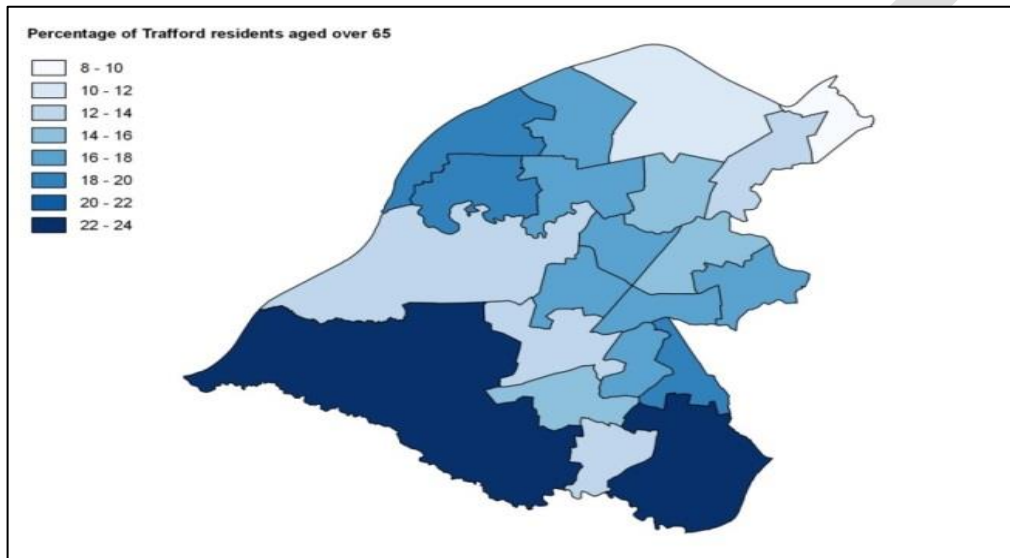
### Outcomes from the consultation

The consultation responses will inform and influence this Strategy's Action Plan and the priorities the Council will set for delivering housing that best meets the needs of older people in the borough. The full Consultation Report can be found in Appendix 1.

# Trafford's Changing Population

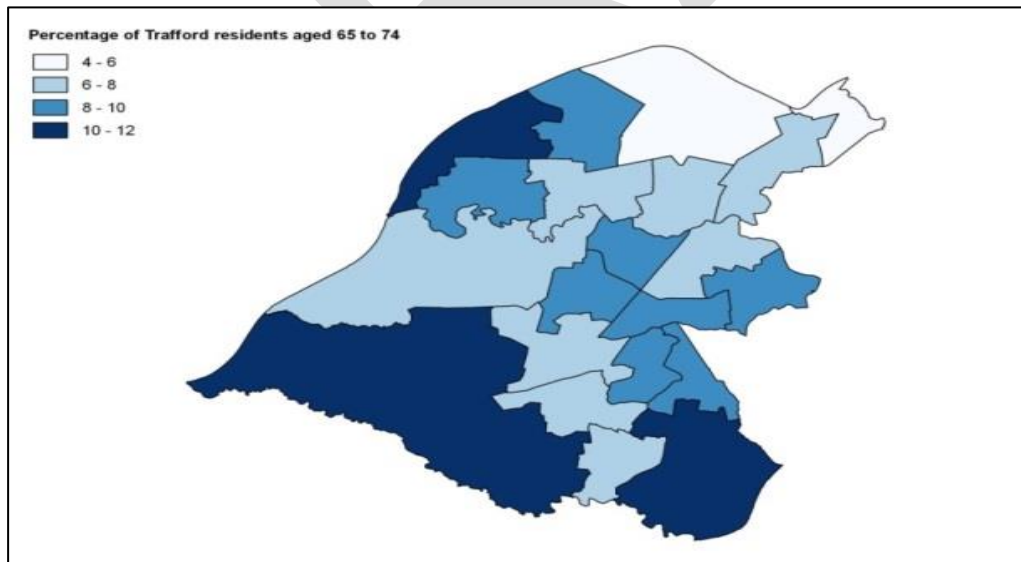
Trafford is seeing a steady increase in the number of its residents living into their seventies and beyond. According to the 2017 'Mid-Year Population Estimates' (June 2017, ONS), people aged over 65 years make up 17.2% of the borough's total population, which is proportionate with England as a whole (18%).

**Figure 7: Percentage of Trafford residents aged over 65**



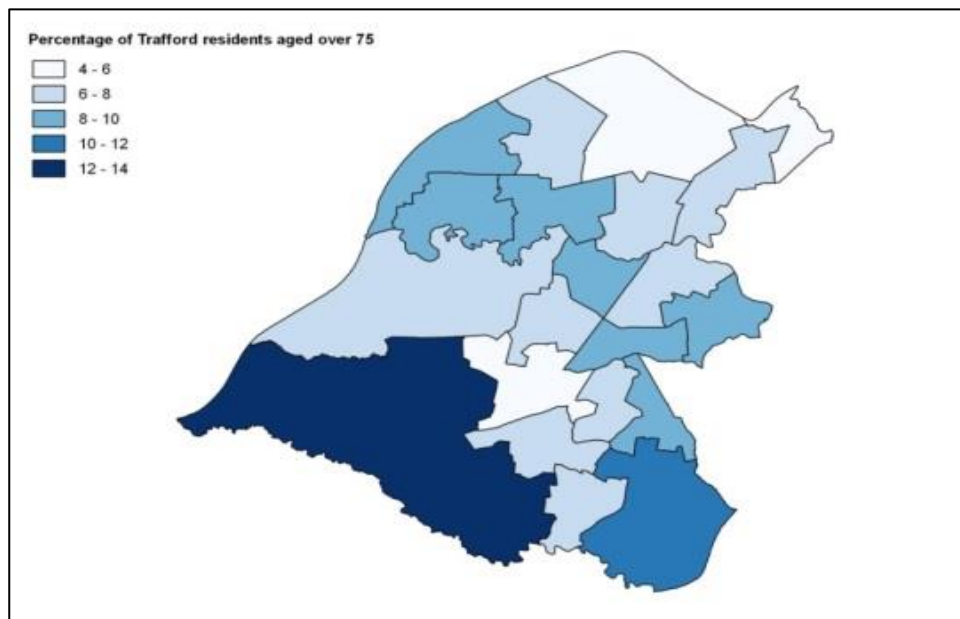
(Source: ONS, 2011)

**Figure 8: Percentage of Trafford residents aged over 65 to 74**



(Source: ONS, 2011)

**Figure 9: Percentage of Trafford residents aged over 75**



(Source: ONS, 2011)

Localities in southern Trafford have proportionally more people aged 65 and over compared to the northern parts of the borough. For example, in the Bowdon and Hale Barns wards around 1 in 4 people are aged over 65 years compared to fewer than 1 in 10 in Clifford.

A high proportion of the borough's older population (65 years plus) are found in the wards of Bowdon (24% of the ward population), Flixton (22% of the ward population), Davyhulme West (21% of the ward population) and Hale Barns (24% of the ward population). These wards are relatively affluent, reflecting that a disproportionate number of older people within Trafford live outside the borough's most deprived areas. However, whilst many older people do reside in affluent areas a high number could be in the position of being 'equity rich, but income poor' due to significant house price rises in their lifetimes.

### **Ethnic Groups within Trafford**

In the 2011 ONS, the majority of older people in Trafford were classified as white (95%); higher than the figure of 85.5% for this group across all ages. At ward level Clifford stands out from the rest of Trafford, having a large Asian (21.6%) and Black Caribbean (23.7%) populations over 60 years old. Deprivation is high in Clifford as such is one of Trafford's most disadvantaged ward.

It is well evidenced that for some chronic diseases the risk is more endemic among certain communities; for example, the risk of diabetes and cardio-vascular disease is greater in Afro-Caribbean and South Asian communities. The impact of the health and social care needs of these communities must therefore be explored to check if their housing requirements and aspirations differ from other ethnic groups as they age.



## Health and Older People

Trafford is in the third quintile for average life expectancy in England for both females and males (*Public Health Report, 2018*). The average life expectancy at birth in Trafford during 2014-16 was 83.7 years for females and 80 years for males; slightly above the national averages. However, this masks considerable variations at ward level. Females living in Hale Barns can on average expect to reach the age of 87 years, but those living in Bucklow-St. Martins can expect to reach an average age of 78 years. A similar variation in the average life expectancy at birth for males living in these two wards is also evident.

As a borough, Trafford performs well in most health indicators, but there are notable differences between wards. For example, in the 2011 Census, 43% of people aged over 65 years in Hale Central reported having a long-term illness or disability that limits their daily activities; but 65% of this age group reported the same in Bucklow-St. Martins.

**Figure 10: Life expectancy inequalities**



(Source: *Public Health Report, 2018*)

Healthy life expectancy (HLE) at birth represents the average number of years a person can expect to live in good health. According to the ONS (2017) healthy life expectancy estimates for males in Trafford is 62.7 years; which is similar to the England average (63.3 years). Female HLE in Trafford is 66.2 years, which is better than the England average (63.9 years). However, those living in the most deprived areas of Trafford spend, on average, a greater proportion of their life in poor health. For example, females in Hale Central can expect to live for nearly 87 years on average, with around 14 of those years in poor health. In contrast, females in Clifton have an average life expectancy of 79 years with 23 of those spent in poor health. The comparable data for males also reflects a disparity between these two areas (Figure 10).

To summarise, a person growing older in Trafford is statistically more likely to live a shorter life, in varying degrees of poverty and to suffer with ill health and/or long-term conditions depending on which ward they live in.

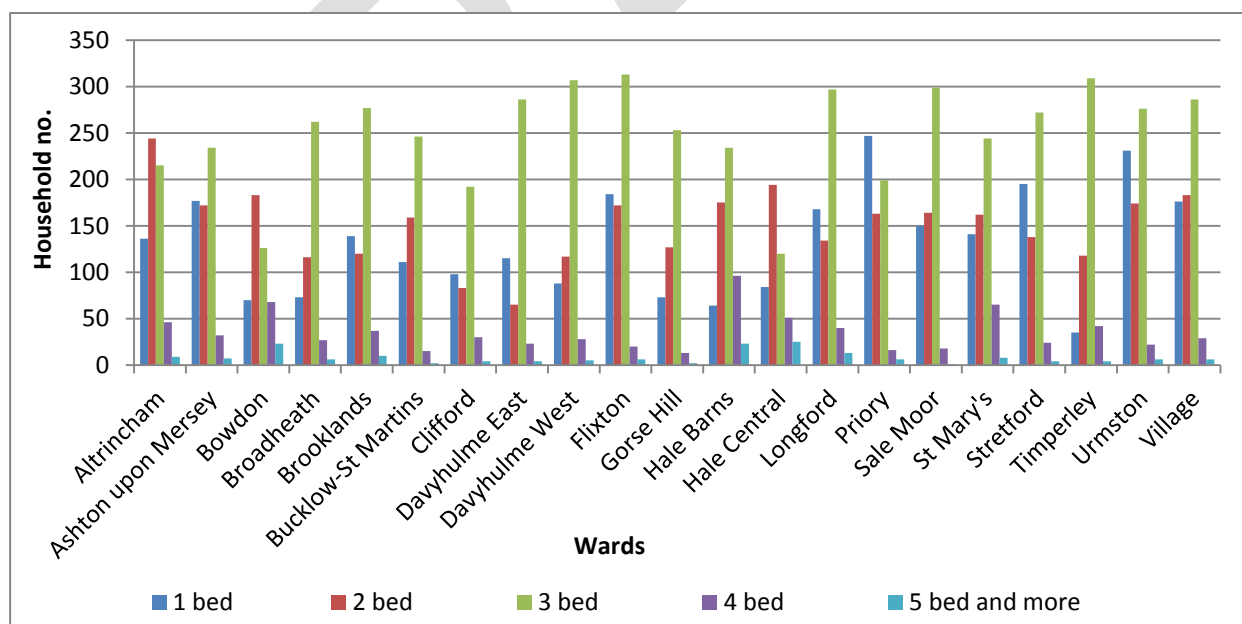
## Households within Trafford

### House Size

The majority of the homes in Trafford are under-occupied by the 65 years and older population. The availability of two bedroomed properties in Trafford is too low to meet the demand from older people that would consider moving from larger homes. It is this size property that is indicated by the residents and stakeholders survey findings, and policy document review, as the most desirable option for older people moving home.

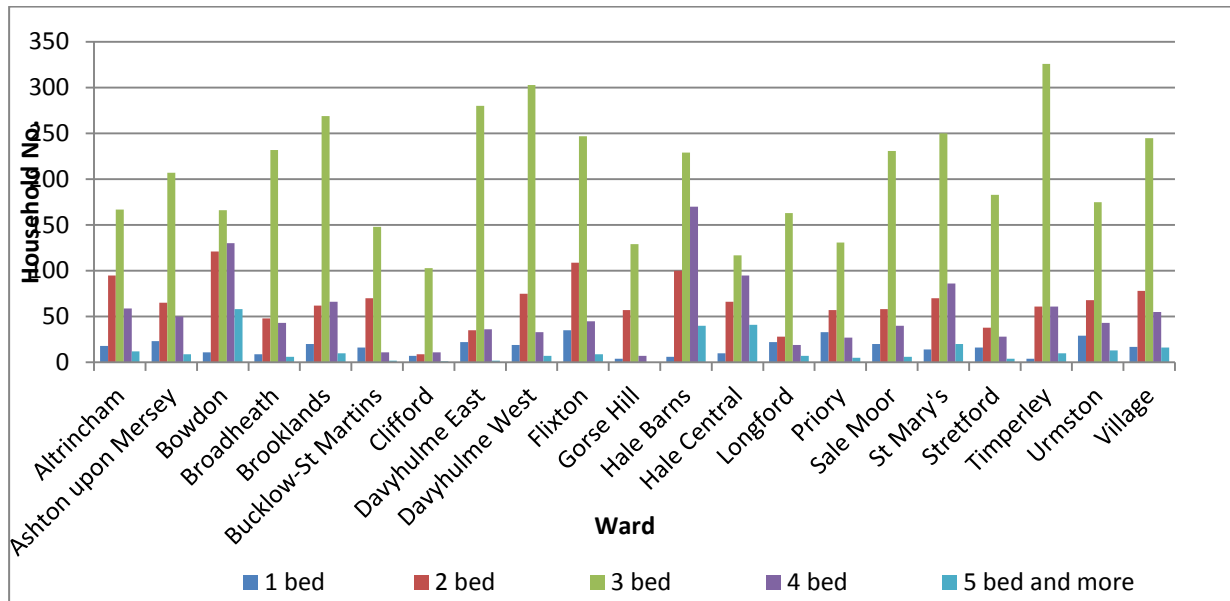
Figures 11 and 12 show the size of property by bedroom number that those over 65 years of age currently live in at ward level. Single people in this demographic mostly occupy three bedroomed properties, illustrating the under-occupancy issues in Trafford. Three bedroomed properties are also the most common for one family households headed by a person over 65 years. The figures are reflective of the composition of property types found in the different areas. For example, the Bowdon, Hale Barns, Hale Central and St. Mary's wards all have higher proportions of single older people and one family households with a person over 65 years living in four or five bedroomed properties than elsewhere in Trafford; and it is in these wards that larger house sizes have traditionally been more common.,

Figure 11: Single person household: Aged 65+ and number of bedrooms



(Source: ONS, 2011)

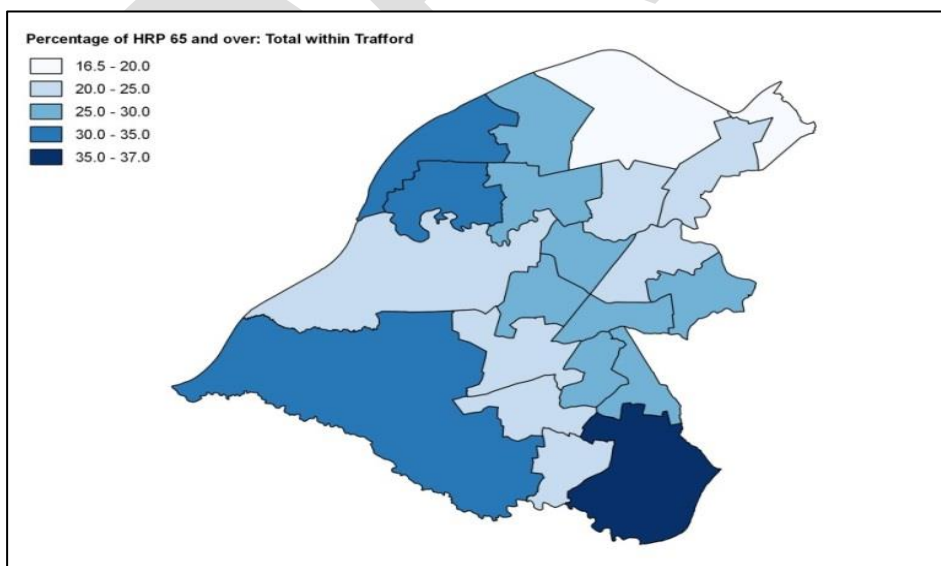
**Figure 12: One family household: Headed by person aged 65+ and number of bedrooms**



(Source: ONS, 2011)

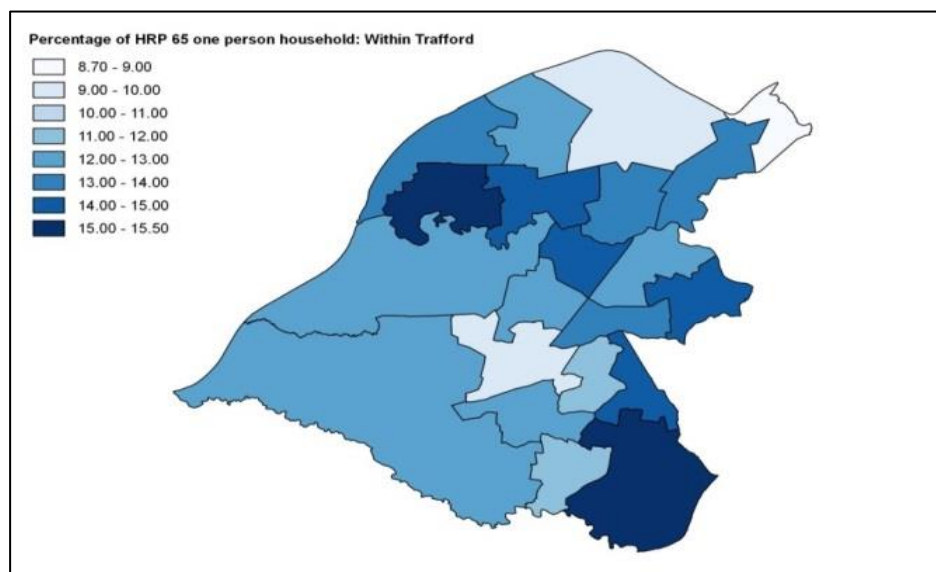
A percentage breakdown of housing across Trafford with a 'Household Reference Person' (HRP) aged 65 years and older is provided in Figures 13 and 14 below. The HRP is the individual taken to represent the household for statistical purposes, with the priority given to the oldest person. Figures 13 and 14 show the location and household structures of homes that include at least one older person. Such information will help to inform where older person units might be in most need across the borough. Whilst the figures illustrate a general spread of households with a HRP aged 65 and older, a greater concentration is found to the south and a lower percentage to the north including.

**Figure 13: Percentage of households with HRP aged 65+**



(Source: ONS, 2011)

**Figure 14 Percentage of single person households with HRP aged 65+**



(Source: ONS, 2011)

## Tenure

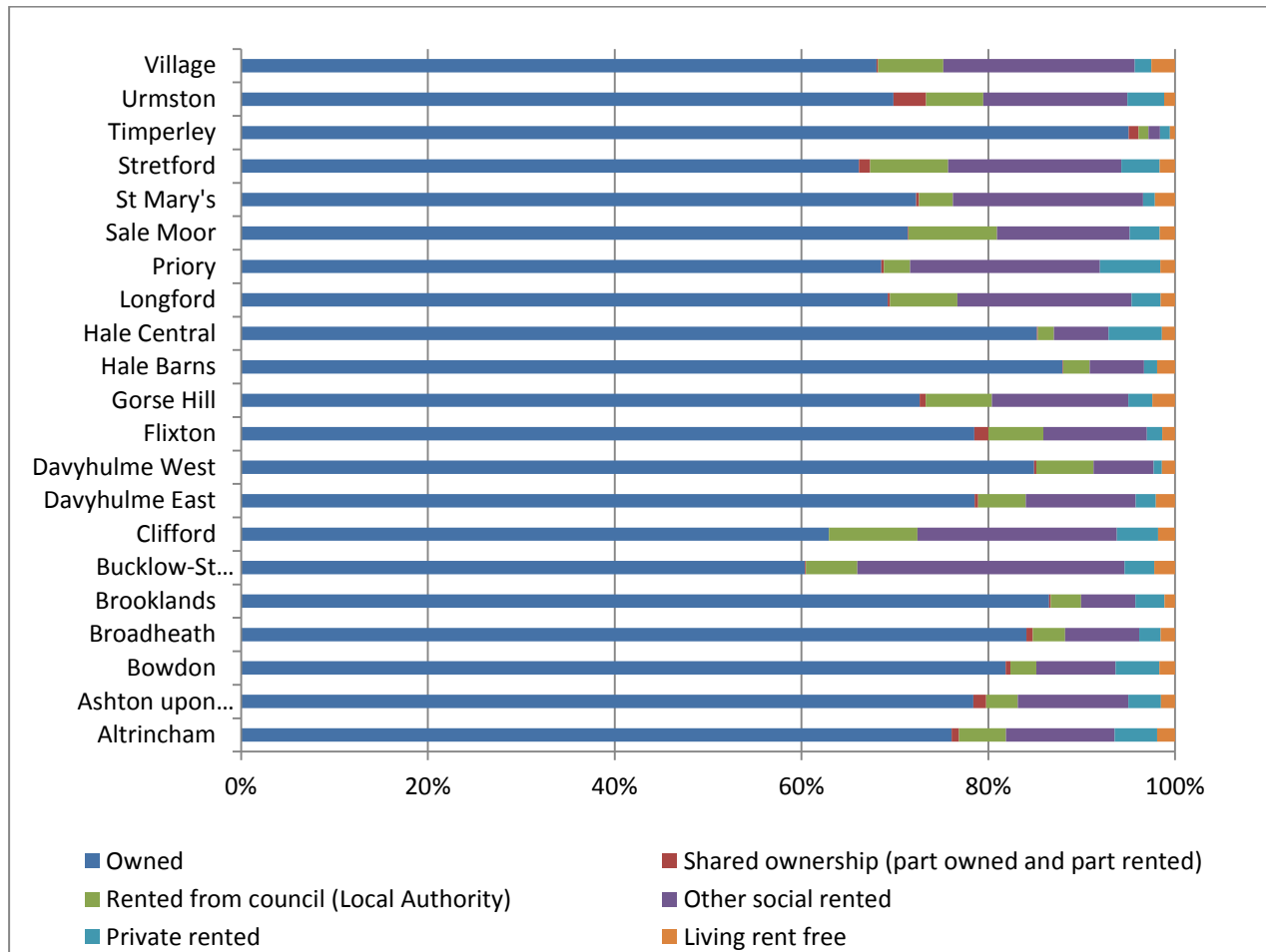
The majority of older people in Trafford are owner occupiers. According to the 2011 Census, 76.5% of households headed by a person aged 65 years and older were owner occupied; which is comparably higher than the England and Wales (74.3%) and Great Manchester (69.1%) figures. A breakdown of this figure shows the percentage of owner occupiers to reach as high as 95% in Timperley, 88% with Hale Barns and 87% Brooklands close behind. This contrasts with just 60% of older people in Bucklow-St. Martins and 63% in Clifford owning their home.

The 2011 Census also evidences lower social housing provision as a percentage of all households (for all age groups) by the Council and Registered Providers in Trafford compared to regional figures - North West (16.3%), Greater Manchester (19.2%) and Trafford (14.5%). The areas in Trafford with the highest social housing provision are Bucklow-St Martins (35.9%) and Clifford (32.6%) and St Marys (29%); and these percentages drop to as low as 2.7% in Timperley and 4.9% in Hale Barns.

Although marginally higher than the national and regional figures, shared ownership across Trafford for households in which the HRP is aged 65 and older is minimal (Trafford 0.66%, England and Wales 0.47% and Greater Manchester 0.59%); dropping to as low as 0.08% in Sale Moor. However, at 3.46% shared ownership is more popular in Ashton upon Urmston, and so this form of tenure will be considered within this Strategy,

Regarding other tenure types within Trafford where the household reference person is aged 65 years and over, Priory (6.4%) and Hale Central (5.7%) have the highest percentages of private rent, and Davyhulme West (0.09%) the lowest. The percentage of those living rent free, whereby the owner (such as a family member or friend) does not ask for payment, is highest in the Village (2.5%), Gorse Hill (2.4%) and Bucklow-St Martins (2.2%) wards, with Timperley (0.6%) the lowest. Figure 15 below shows further details.

**Figure 15: Tenure – Household reference person aged 65 and over**



The large numbers of owner occupiers in Trafford need to be reflected in the priorities of this Strategy, as does the need to take account of local specific compositions of tenure type. Consideration will also be given to how equity release can help to facilitate a move into older person housing for the asset rich but income poor home owners, and how social housing provision for older people can be sustainably increased for those who can't self-finance a move to a more suitable property.

### Sale and Rent in Trafford

The average cost of renting or buying a house in Trafford is high, even for social housing, and is perhaps indicative of a low availability of stock. A search on Rightmove in March 2019 for retirement housing in Trafford, returned just three properties that were available for rent. These were a one private property (£825 per month for a 1 bed) and two properties with Registered Providers (£581 monthly for a 1 bed and £529 monthly for a 2 bed). In perspective, the full amount of the new state pension is £168.60 a week (2019/2020 rate). Although some residents may be entitled to housing benefits, welfare reforms and capped payments do still present challenges for eligible Trafford residents and Registered Providers. For example, the local housing allowance rate in Trafford is £105.04 per week for a one bedroom property, and for those eligible for a two bedroom allowance the rate is £123.58 per week and so a shortfall remains.

These rental amounts are greater than the average rent costs for older people’s housing in Greater Manchester, including Extra Care, as shown in Figure 16.

**Figure 16: Average rents**

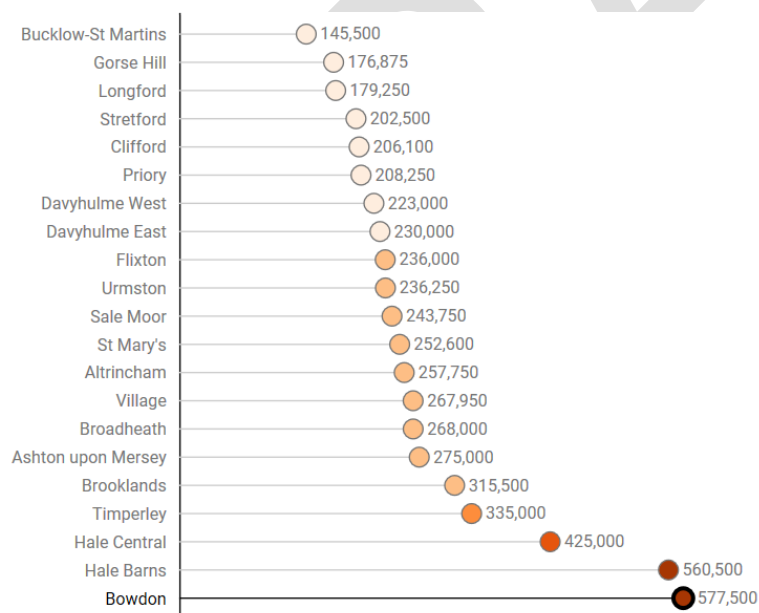
Client Group	Rent (weekly)	
	GM average	Count of districts
Extra Care	£109	5
Older People	£97	10

(Source: Greater Manchester Supported Housing Census, 2017-18)

A Rightmove search for retirement properties for sale in Trafford returned 38 results for this type (out of a possible 1,437 properties for sale at the time). Of these, 28 were one bed roomed and just 10 were 2 bed roomed properties (the preferred property size for older people moving home as identified previously in this Strategy). The asking prices for these retirement homes marketed on Rightmove cost up to £318,500 for a two bedroom property.

Land registry data from 2017 indicates the average median property price in Trafford is £277,251, but prices vary by up to £432,000 within the borough (Figure 17).

**Figure 17: Median property prices across Trafford at ward level**



## Current older people's housing in Trafford

There are three main types of specialist housing for older people – Sheltered, Retirement and Extra Care. Trafford Council does not currently own any homes, with most social housing properties within Trafford owned and managed by Trafford Housing Trust. A number of registered housing providers offer different types of older people's housing too (see Figure 18).

### Sheltered Housing

Sheltered housing schemes are normally for those over retirement age, although people in their fifties and above with support needs can apply. They typically offer self-contained accommodation for rent, based on need, by Councils or housing associations. These schemes aim to help people lead active and independent lives for as long as possible. To help support this, each scheme has facilities such as a communal lounge, kitchen and laundrette; and each flat or bungalow has an alarm system for emergencies.



Pavilion Lodge, Stretford



Millom Court, Timperley

### Retirement Housing

Retirement housing is typically built by private developers. Once all the properties have been sold, the scheme is usually run by a separate management group that employs the scheme manager and organises maintenance and other services. Most retirement housing is sold on a leasehold basis, granting tenancy for an extended period, typically 99 to 125 years.



Speakman Court, Altrincham



St John's Lodge, Timperley

## Extra Care Housing

Extra Care housing is sometimes referred to as ‘very sheltered’ housing. It aims to provide well designed homes that are suitable for frailty and illness in older age to support independent living; and allows care to be delivered to people in their own homes without having to go into residential or nursing care. Care services can be offered 24 hours per day, 7 days per week. The communal facilities in Extra Care housing usually exceed those found in conventional or in enhanced sheltered /retirement housing schemes, and often include gyms and wellbeing facilities, IT and educational resources. Extra Care housing can be social rented, part ownership or full ownership tenures depending on the model and area the scheme is developed in. Care costs are often lower when delivered in Extra Care housing in comparison to residential care. The Department of Health has been particularly active in promoting this style of provision, supporting a programme of capital subsidy that has encouraged the spread of Extra Care housing across England.



Oakfield Court, Urmston

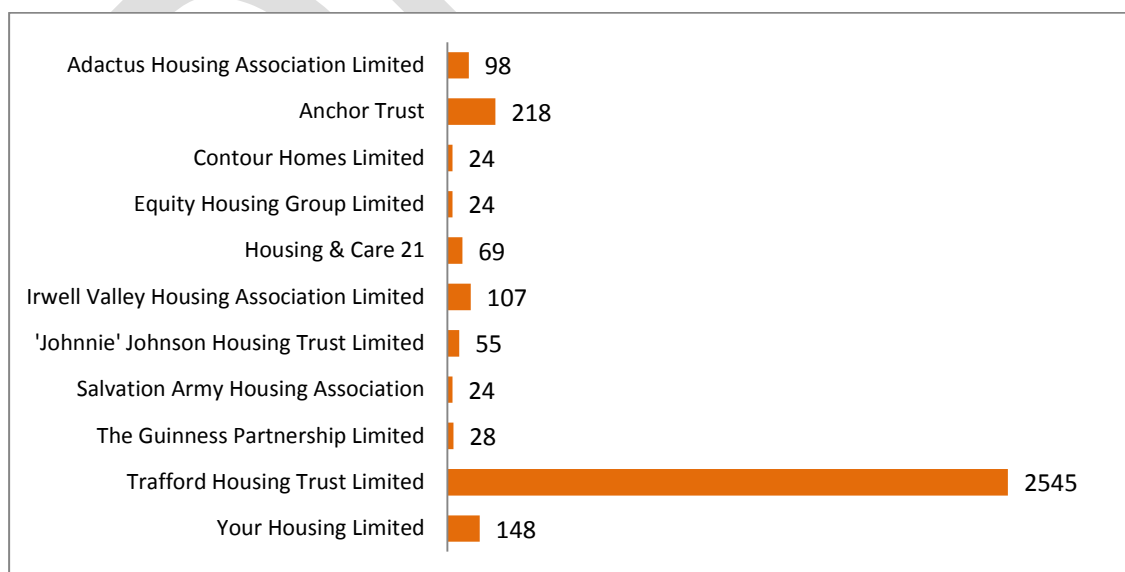


The Limelight, Old Trafford

## Location of older people’s housing

The government collects statistical data returns from all Registered Providers (RP) of social housing in England. The 2017-18 data returns show Trafford has a total of 3,340 RP older people accommodation units (Figure 18).

Figure 18: Housing for Older People (RP Stock) - Owned 2017/18



\*Contour Homes Limited is now known as Onwards Homes



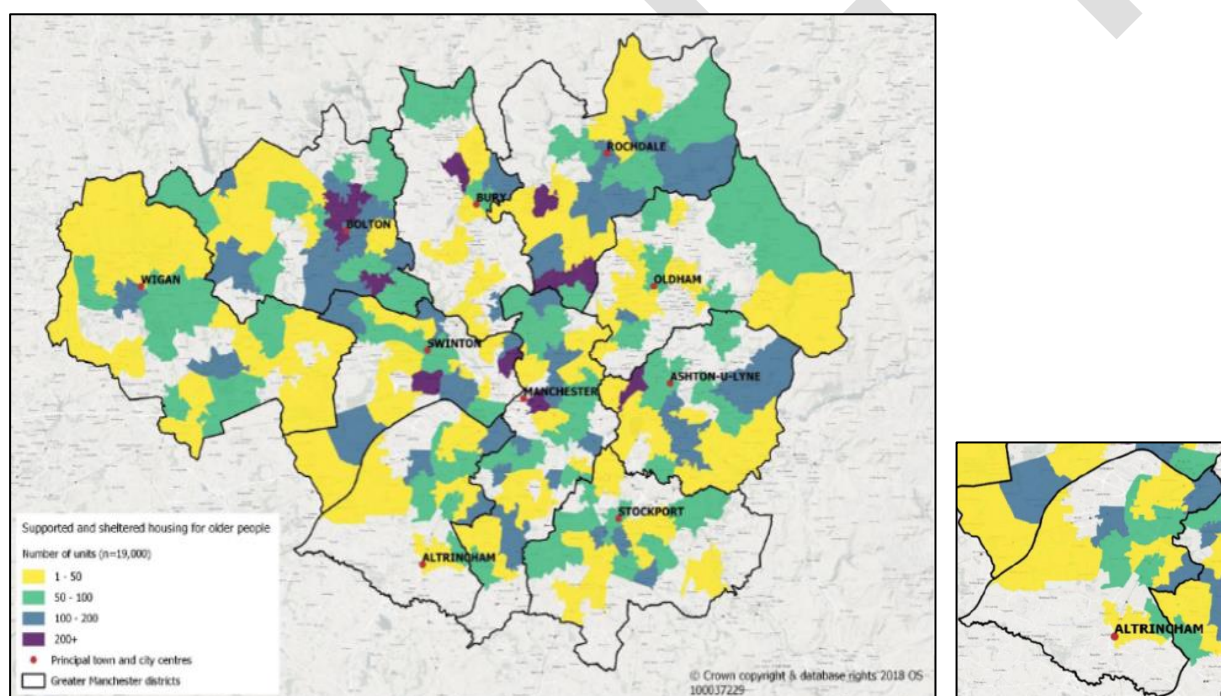
The GMCA and the NHS produced a GM Supported Housing Data Pack in August 2018. From this data, a GM Supported Housing Census (2017-18) was produced and indicates the existing housing and support proving for older people. This census identified 1,330 units targeted for older people across approximately 175 schemes in Trafford (Figure 19).

**Figure 19: Greater Manchester Supported Housing Census (2017-18)**

Client Group	Total Schemes	Total Units
Extra Care	Less than 5	200
Older People	10	320
Older People with a care need	Less than 5	40
Sheltered Housing	20	770

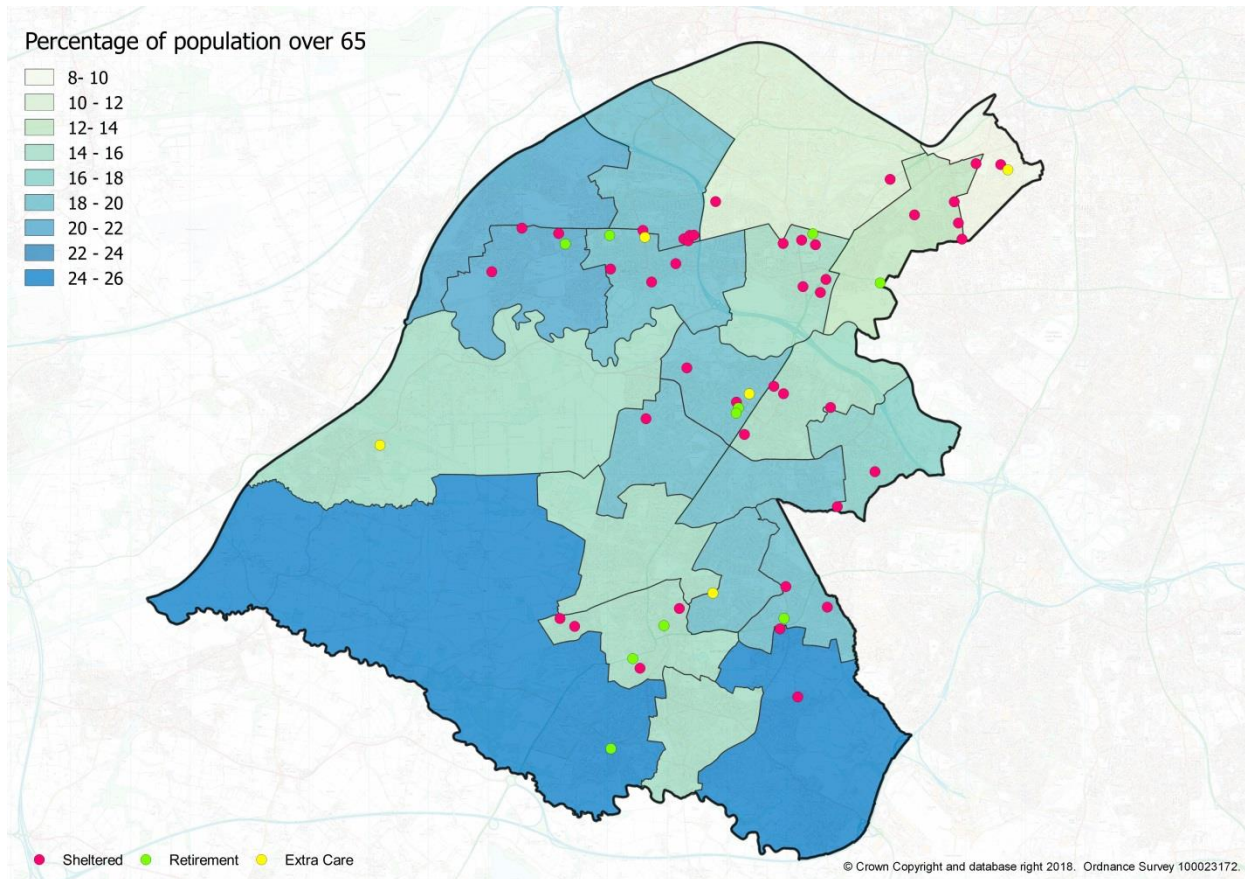
This information has been mapped (Figure 20), and shows Old Trafford, Sale Moor and Urmston have the highest concentrations of supported and sheltered housing in Trafford.

**Figure 20: Supported and sheltered housing for older people within Trafford**



From the Strategy’s research, the location of older people’s housing is shown in Figure 21 and has been broken down into Sheltered, Retirement and Extra Care properties. These locations have been mapped against older person population estimates for wards based on 2017 data. The map shows there are currently only a small number of Extra Care properties spread across the borough. Of interest, the map also shows that the south of the borough, which has the highest concentrations of older people as a percentage of population numbers, has a low number of specialist older people’s housing. This might be attributable to high land values, and the returns for general open market properties being greater. To be certain of the reason(s) for this low number of specialist older person housing to the south will require further exploration.

Figure 21: Location of older people's housing in Trafford against ONS 2017 population estimates.



## Strategic Priorities

Following the review of Policy, consultation with residents and stakeholders and analysis of data, the following strategic priorities have been identified.

- Improve the quality and standard of existing housing for older people in Trafford.
- Increase the availability and range of suitable housing options for older people within Trafford.
- Enable older people in Trafford to live independently.
- 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.

Each strategic priority has key recommendations that the Council and partners need to explore; details of which are contained within the next sections.

## Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

Effective use of the existing housing stock for older people is vital to the Council's plans to meet the growing housing needs of the borough's ageing population, especially in the medium to long term whilst new homes and developments are built. The Council will explore the need for a Suitability and Stock Condition Survey regarding existing specialist older people's housing and if they remain fit for purpose in the future. This will include reviewing how the existing stock can be future proofed to support advancements in healthcare technology to help realise the recommendations from the Strategy's other priorities. The Council must also ensure current specialist accommodation is being allocated correctly and in a manner that maximises value for money; especially where it is funded from the Council's Adult Social Care budgets.

Significant work will be required to improve housing stock in the private sector (including those owned by residents themselves) which houses most of Trafford's older residents. The consultation exercise confirmed grab rails and bathroom adaptations as the most commonly required household changes needed to facilitate independent living for older people. Trafford's residents identified getting independent advice and estimates for what work is required, alongside finding a reliable tradesman to do the job and accessing the money for the works, as the greatest barriers to making required changes and repairs to their homes. The Council will therefore need to ensure this assistance is provided to all, and to provide specific support for those home owners with limited resources so they can live well and independent. Action will also be needed to support and encourage private landlords to make alterations where possible.

It is well documented that older people are disproportionately more likely to live in poor quality housing in need of repair, particularly those living in disadvantaged areas. There is a growing body of evidence linking low quality housing to poor health outcomes among the older population. Issues such as dampness or cold rooms, steep stairs or poor external access can make it difficult for residents to maintain good health and wellbeing and can contribute to social isolation. There are important financial incentives for the Council to address poor quality housing, due to the significant health and social costs attributed to growing old. Without preventative action to limit the impacts of getting older on health, costs to the NHS, local services and Trafford Council will rise as the older population grows. The Council will therefore review how it delivers aids and adaptation services to both the public and private sectors, and explore how to best extend its services and provide direct assistance to older people to maintain their homes and independence.

At present a means tested Disabled Facilities Grant (DFG) is available for disability related home adaptations costing over £1,000. This can help towards the cost of providing facilities or adaptations to enable the disabled person to continue to live in their own home and is available to owner-occupiers and those in rented accommodation.



The delivery of DFGs remain a statutory obligation, however Trafford Council needs to ensure grants are focused on the greatest returns or benefits to older people, and look at developing more diverse and cost effective responses to people's requirements. Eligibility for a DFG is means tested, and so there is a gap in this provision of assistance for those in need of support to arrange and finance disability, and indeed non-disability, related repairs and changes to their homes who are not eligible but have limited finance.

The Council will therefore examine the feasibility of introducing a home improvement loan scheme, and a repairs and adaptations service to all as found in neighbouring boroughs. For example, the low cost improvement loans provided by Manchester City Council's Care and Repair scheme, and Salford Council's Home improvement Agency that offers support with financial and practical assistance to residents to complete required repairs. Funding considerations must also include exploring how residents can access the finance required themselves through such schemes as equity release.

The Council must also scope best practice from what other local authorities are doing to support older people to live healthily, safely and independently in their homes. To help achieve its ambitions, the Council will look to maximise the resources at its disposal by applying for all appropriate funding opportunities. The Council will also look to promote and support voluntary and charitable organisations that aim to improve older people's housing, such as Care & Repair England<sup>17</sup>.

The above actions will be taken with fuel poverty in mind too. Fuel Poverty is when a household spends more than 10% of its income to heat their home adequately, meaning that people living within the home can often be cold, or if they choose to heat their house, do not have enough money to pay for food or other services. This can lead to poor physical and mental health outcomes.

In 2017, 11.4% of Trafford's households were indicated as being fuel poor (11,246 households) (source: sub-regional fuel poverty 2017 data). While the reasons for fuel poverty are complex, it is generally agreed that fuel poverty is caused by a convergence of three factors: poor energy efficiency of the home; low income, which is often linked to general poverty; and high fuel prices, including the use of relatively expensive fuel.

Older people are one of the most vulnerable groups due to spending longer periods of time at home and having a greater requirement for heat and hot water than the average household, and also because they have traditionally been on lower incomes. Fuel poverty can damage people's quality of life and contributes to the excess winter death toll among pensioners. The Council will therefore look to ensure older people live in good quality sustainable housing that is accessible, well maintained, fuel efficient and suitable for their

<sup>17</sup> Care & Repair England is an independent charitable organisation that has initiated care and repair schemes to help older people undertake home repairs and adaptations, and handyperson services that provide free or low cost help to older people with essential jobs in the home.

needs. To achieve this the Council will actively apply and promote national grants and initiatives to help fund energy saving improvements to homes of all tenure types, including new boilers, loft cavity insulation, double glazing and general energy advice. This might include, but is not limited to, the government's Affordable Warmth Obligation and the Warm Front Grant, and other streams of funding including the nationwide Warm Homes Fund established by the National Grid and administered by Affordable Warmth Solutions.

## **RECOMMENDATIONS:**

- 1. Make the best use of the existing housing stock and development opportunities.**
  - Maximise funding opportunities to improve both services and accommodation for older people.
  - Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.
  - Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability.
  - Review options of introducing services offering low cost equipment and adaptation for public and private sector housing.
  - Engage with Registered Providers to develop business plans to ensure their services and housing stock is responsive to the needs of an ageing customer base.
  - Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money, particularly where funding is from the Council's Adult Social Care budgets.
- 2. Review adapted properties and look at how Registered Providers are letting.**
- 3. Develop services that support older people to adapt, repair and maintain their homes.**
  - Maximise the resources for adaptations by ensuring funding opportunities from all sources are utilised.
  - Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.
  - Investigate how to maximise value for money for adaptation works for vulnerable people and to encourage private investment in this area

## **RECOMMENDATIONS:**

- 4. Develop services that support older people to adapt, repair and maintain their homes.**
  - Review how other councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes.
  - Look at joining the Care & Repair scheme or other similar charitable/voluntary organisation that supports improvements to older people's housing.
  - 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.
  - Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents.
  
- 5. Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.**
  - Work with private landlords through a Landlords Accreditation Scheme to improve the quality of private rented housing for older people
  - Work with Registered Providers to ensure Decent Homes Standards are maintained.
  
- 6. Reduce fuel poverty and lessen its effects.**
  - Ensure older people have enough money for fuel by encouraging them to access benefits and grants.
  - Work with charitable and voluntary partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.
  - Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs.

## Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

There is clear need for more older people's housing in Trafford to meet current and future demand. There is a very limited stock available of older people's accommodation in the borough, which has low turnover rates and quick sales/lets. The increasing life expectancy among Trafford residents will also mean more specialist forms of housing (and care) for older people will be particularly required, and these developments will ideally be made available across the borough so that people can maintain social and family connection in familiar neighbourhoods.



Predictive modelling figures for Trafford show a significant shortfall of retirement housing, and housing with care units, to meet future need without intervention. There is a predicted shortfall of 1,043 units without growth in the borough's current stock for sheltered / retirement housing, and a shortfall of 836 housing with care units by 2035<sup>18</sup>.

The lack of older person housing options and stock is resulting in older people staying in unsuitable properties for longer; often until a crisis forces them to move to what is available, but which may still not be fully suitable to their individual needs. The changing aspirations of what older people want from their homes must be considered if the Strategy is to be a success. This includes acknowledging the demand for greater space standards in new developments. Building suitable new homes to respond to the growing ageing population in Trafford is critical, as is the need to encourage all new build properties to be accessible for all and designed beyond the minimum lifetime home standards where possible (now incorporated in Part M of the Building Regulations,) to 'future proof' them as residents age.

Developing new models of housing across a range of tenures from rented to shared ownership to outright sale is required to meet the varying financial needs and the aspirations of older people. Many older people in Trafford may be considered asset rich but income poor, and there are also areas of deprivation within the borough in which older people are reliant on social and affordable housing provision. Action needs to be taken to make the market more buoyant.

Whilst the Council can assess the feasibility of buying or building residential care homes itself, in the current economic climate there is limited financial scope for the Council to address the housing shortfall alone. However, high land values and scarcity of available plots means there is a limited number of affordable older people's housing opportunities in Trafford. To make affordable housing financially viable for housing associations, Registered Providers and private

<sup>18</sup> Greater Manchester Supported Housing Data Pack-Trafford (August 2018)

developers, some degree of subsidy or funding, either from national or local government sources may be required, in addition to any finance raised against rental income or sales. To address this, the Council will support interested parties to apply for capital funding, and other funding streams, to help develop schemes. The Council will also pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction

The planning system must be fully utilised by the Council to encourage and enable private development of targeted and appropriate older people's housing. This might include a percentage contribution of new builds to be allocated for affordable older people's housing for new developments; and to set a proportion of accessible and adaptable dwellings suitable for older residents to be included in developments through planning policy. The potential of developing vacant government and NHS building plots into older people's housing will be assessed to help meet the need for land, and the conversion of office space for residential use (where feasible) will also be encouraged alongside refurbishing and splitting larger properties. The Council will also work with housing providers to develop options that will assist older people to downsize, for example rent to buy options, to improve the turnover of family homes. Furthermore, as the cost of renting or buying a property in Trafford is high compared to the Greater Manchester and North West averages, cooperation with providers is needed to explore a range of finance options, such as equity release, shared ownership and affordable housing provision.

The need to build more homes offers an opportunity to encourage innovative designs to better meet future needs and to use resources more effectively; and to explore new housing concepts, such as co-housing. Co-housing communities are run by residents and can help to alleviate the social isolation that many older people experience today. There are a range of grants, loans and other finance options available to help develop co-housing, and the management costs of most schemes are self-funded by residents.

In co-housing schemes, each householder has a self-contained private home and shares a community space where residents come together for arranged activities and to regularly eat together. These communities can be intergenerational or specifically focused to cater for older people. An example of co-housing is the 'New Ground' Older Women's Cohousing Community (OWCH) in High Barnet, which opened in November 2016. This was the UK's first senior co-housing community with over fifty women (current ages range from 51 to 87). There are 25 flats, which are a mixture of one, two and three bedrooled properties. 17 of the flats are leasehold, and the remainder are social rented. The concept is proving increasingly popular. Locally, Manchester Urban Cohousing and Chorlton Co-housing are looking to establish co-housing projects in the city region for those aged over fifty years.

A Community Housing Fund of £163 million is available nationally to build new community-led homes, with just below £6 million (£5,945,896) allocated to the North West and funding distributed by local councils. Whilst this does not represent a significant amount to invest in new construction, access to this money could help to test the viability of this form of housing in Trafford. Trafford Council will actively pursue this funding stream to deliver some of the older people's housing required.



## **RECOMMENDATIONS:**

### **1. Increase the supply of older people's housing, including specialist and affordable housing, across the borough.**

- Use available online tool kits (such as SHOP@) to forecast the expected housing and care needs of older people.
- Encourage private development of older people's housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older people's housing.
- Make use of the NPPF optional technical housing standards within planning policies 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.
- Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction.
- Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with application for other funding streams.
- Allocate sites for specialist housing for older people where there is an identified unmet need.
- 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 people's housing.
- The Council will 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.
- Explore the possibilities of co-housing and engage with the UK Co-housing Network to help prepare best practice guidance that is helpful and consistent with National Planning Policy.
- Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.

### **2. Actively promote the different financial packages and mechanisms that enable a move.**

- Explore financial products and incentives that can enable older people to either 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.
- 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.
- Explore opportunities to develop lease management products for older people.
- Explore how to provide tailored services for older people, including better customer service and guidance from lenders for mortgage applications.

## Priority 3: Enable older people in Trafford to live independently

The consultation found a significant number of older people would prefer to stay in their own home where possible. However, in addition to the upgrading, repairing and maintaining of homes as detailed in 'Priority 1' of this Strategy, other measures are also required to support residents to live independently in homes that remain suitable as they age. For example, improved advice and access to new technologies, such as telecare.

### Technology enabled care

Innovation in technology is transforming many aspects of daily life, including health and social care. The *Inside Housing* publication<sup>19</sup> (19 October 2018) discussed the use of new assistive technologies for older people – for instance, using Amazon's voice activated assistant Alexa. Virtual and remote assisting technology is increasing in popularity within the care sector as providers look to reduce intrusive and costlier in-person services. An example of this technology in use is at the Extra Care charitable trust scheme in Stoke Gifford, which is a collaboration between a housing provider and the University of West of England (UWE). Each flat has a hallway mounted tablet display that incorporates assistive technology functions, including an ability to communicate via email with the rest of the retirement village. The Stoke Gifford project's focus is on how technology can be socially, as well as physically, beneficial to residents: *'Technology can give us early indicators of when someone's age related condition starts affecting their social life'*. Dr Praminda Caleb-Solly; Associate Professor of Independent Living Systems at UWE

Ageing populations will create new demands for technologies, products and services, including new care technologies, new housing models and innovative savings products for retirement. The Council is planning to develop a Technology Enabled Care Strategy and to take a partnership approach to the testing and showcasing of new approaches. This includes investing in a range of devices to keep its older residents safe and well in their homes and communities.



Commissioners will work closely with all Registered Providers (particularly Trafford Housing Trust as Trafford's largest provider) to examine the technologies that are most likely to change or affect health and care over the next few years, such as:

- The use of smart phone apps.
- Hospital-level diagnostics in the home and at the point of re-enablement.
- Computerised cognitive behavioural therapy.
- New preventive digital therapies.
- Peer-to-peer support networks.

<sup>19</sup> *Inside Housing*, 'How to encourage downsizing', 19 October 2018, <https://www.insidehousing.co.uk/insight/how-to-encourage-downsizing-58409>

There is a need to better explore initiatives and services that have proven successful elsewhere in supporting older people to stay in their own homes and communities independently and safely for longer; and to expand on the services that Trafford Council is already providing. This includes improving the guidance and assistance for older people in the borough who would like to move into more accessible housing that is easier to maintain and manage, and which provide the required levels of support; and improving the link between services supporting older people who want to remain independent. In addition to increasing the availability of information to better support older people to make informed decisions about services and housing options available to them, the Council will use its position to work with housing providers and agencies providing advice to older people to ensure the information given is consistent.

There are existing schemes and services that older people within Trafford may benefit from, and which the Council will do more to promote:

### *1. Good Neighbour Trafford*

Good Neighbour Trafford is run by the Royal Voluntary Service (a national charity). In this scheme, local volunteers provide day to day support for neighbouring residents, including the elderly, frail and socially isolated. For older people, this support may enable them to live independently in their own homes and communities for longer and reduce feelings of isolation and loneliness. Each flat or bungalow in the scheme has an alarm system connected to a communication centre. Emergency help is available around the clock, just as in sheltered housing.

There is an opportunity to explore expanding this scheme to include other residential dwellings where older people do not currently benefit from such assurance. This may require the Council to provide funding for this, and to engage local health and social care organisations to also contribute towards any costs.

### *2. Housing Options for Older People (HOOP)*

Devised by the charity Elderly Accommodation Counsel, HOOP is a technique for appraising options, and incorporates two main elements:

- A comprehensive assessment of a user's current housing.
- Identification of any housing information they need about possible solutions or alternative homes.

A questionnaire is used to ask people about the different aspects of their home situation - size, condition, comfort, location, costs and so forth. HOOP analyse the responses to help identify the information the older person needs and provides it. The service also makes the customer aware of other sources of help and advice they might benefit from and guide them to the appropriate agency.

The number of people aged over 65 years in Trafford is projected to grow 29% by 2031, and the number of those below this age is expected to decrease over this time. This shift in age distribution could lead to greater promotion of intergenerational co-living to address both the support needs of an ageing population and the need for affordable housing for younger generations. This housing arrangement will need to be explored by the Council.

### 3. Homeshare

This scheme brings together people in need of support with a spare room, with those in need of affordable accommodation who are willing to provide this support. This could include basics such as cooking meals or grocery shopping. In addition to the support provided, the scheme's aim is to reduce loneliness and social isolation. To facilitate arrangements, Homeshare provides the initial administrative



support, such as carrying out DBS checks and obtaining references to ensure suitability. The home sharer pays a fixed low rent cost each month via Homeshare (which charges both parties an ongoing administration fee) and contributes towards the householder bills.

### 4. PossAbilities: Shared Lives

Shared Lives is where a person with a spare room is paid to support a vulnerable adult in their own home. This service offers both long term and short-term placements, and can be used as day support, a transition point from hospital discharge to returning home, and as a stepping stone for someone to get their own tenancy. Individuals supported in Shared Lives may be older people who are frail or living with dementia.

DRAFT

## **RECOMMENDATIONS:**

### **1. Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.**

- Review good practice within other local authorities such as ‘Sure Footed’ and ‘Care on Call’ in Salford and look to adopt such practices (if appropriate) in Trafford to help increase the capacity of preventative services..
- Promote the use of Housing Options for Older People (HOOP) and the services they provide.
- Develop links between the housing providers and agencies that provide advice to older residents (such as Care UK and HOOP) 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.
- Improve advice and access to technologies and support services that assist independent living.
- Produce a Technology Enhanced Care Study.
- Ensure telecare is considered in new sheltered and Extra care developments
- Review how to cost effectively introduce adaptations to current homes, including dementia features, to enable people to live in their home for longer.
- Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.

### **2. Explore and promote living arrangements that provide safety and security to older residents.**

- Promote and support the take up of PossAbilities: Shared Lives and the Homeshare service among older people.
- Review how to best support the expansion and uptake of the ‘Good Neighbour’ scheme across Trafford.

## 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.

Greater housing choice and assistance at home is required to respond to the needs of an ageing population that is more likely to suffer with ill-health and long-term conditions as life expectancy continues to increase. Significant input from health and social care services is necessary to enable older people to maintain a good quality of life and independence for longer, and to prevent or delay care needs from escalating. The amount of time older people will overstay in hospital can be considerable due to a lack of support for them at home to allow them to be discharged, particularly for some age-related illnesses. It is therefore critical that joint commissioning opportunities are explored to maximise public resources.

New partnerships and ways of working will need to be formed if health and social care support is to be provided at home. As services are redesigned to provide home and community-based care and early interventions, the 'home' becomes a vital component in developing successful integrated services. People want to be supported to stay in their existing home or to move to more suitable accommodation when they choose. The challenge is for health, social care and the housing sector, to work together to reduce the barriers that can prevent this and to do it in a cost-effective way.



An outdoor gym programme could be used to encourage older people to stay fit. Staying active is recognised as an excellent way of preventing age related illnesses and health deteriorations. A study by the University of Pennsylvania in 2008, of people aged over 64, showed that exercise such as walking can decrease the aerobic age of an older person by up to 12 years within just three months. This could extend a person's functional independence. Other positive effects of increased aerobic

exercise are less susceptibility to disease, faster recovery after illness, and reduced risk of falls because of improved muscle power, balance and co-ordination. An example of a local outdoor gym project specially designed for the elderly is Dam Head Park in Blackley, Manchester. The equipment was installed in 2008 at a cost of £15,000 (excluding groundworks, landscaping etc.) funded by Northwards Housing. This example demonstrates that effective partnership working and collaboration could help Trafford Council to introduce facilities and infrastructure for older people within the borough at no or shared cost. Whilst there are examples of outdoor gyms to be found in some of Trafford's parks, none of the equipment has been designed specifically for older users and so may not meet their physical needs. Trafford Council will look to adopt the outdoor gym project

for older people and roll it out across the borough. There is an opportunity to explore joint commissioning opportunities with the NHS to help fund this due to costs savings it may provide. For example, there is a scheme within Trafford in which GPs are prescribing exercise at local leisure centres instead of medication at a cost to local NHS budgets.

The charity MIND, in association with the University of Essex, ran two studies to investigate the benefits of 'Ecotherapy'; a natural, free and accessible option to boost mental health and well-being, and a way of reducing dependency on prescribed medication. The conclusions of the studies evidenced significant benefits in terms of mental health and well-being for those who actively engaged in some form of outdoor activity. 'Ecotherapy' is being developed as a clinically valid treatment option and as a core component of a public health strategy to improve mental health.

Finally, the lack of housing options for older residents who wish to stay in a particular neighbourhood or community is an issue that needs to be tackled. This includes those residents of black and minority ethnicity (BME). The impact of the health and social care needs of minority communities must be explored to check if their housing requirements, aspirations and at home care needs will also be met.

## **RECOMMENDATIONS:**

### **1. 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.**

- Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups.
- Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required.

### **2. Improve the integration of local services.**

- Explore joint commissioning opportunities to deliver healthcare and support services to older people at home and in the community to increase the capacity of preventative services, and to roll out new assistive technologies such as telecare.
- 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.
- Ensure the importance of wider non-housing issues that affect older people's housing decisions are discussed with relevant partnerships and agencies.
- Partner with the NHS to review the form of housing/services required to allow for planned hospital discharges or to provide a bridge between a return to full independent living after a stay in hospital.
- Adopt the outdoor gym project for older people and roll this out across the borough.

## Delivery of the Strategy

The strategic priorities and recommendations will be delivered through the Older People's Housing Strategy Action Plan 2019-24.

The Action Plan will be developed in partnership with stakeholders, partners and agencies and agreed by an Older People's Housing Champions Group (OPHCG) and the Strategic Housing Partnership (SHP).

The OPHCG will be set up to provide strategic leadership in the delivery of the key priorities. The Action Plan will be monitored on a quarterly basis and the group will drive forward the delivery and progress of meeting the objectives of the Strategy.

The SHP was established to provide strategic leadership in the delivery of key priorities of the Trafford Inclusive Growth Board and the Trafford Housing Strategy 2018-2023. The SHP will lead on housing growth within the borough and the implementation of associated initiatives and projects.

The Action Plan will provide detailed actions and targets to ensure that we achieve the priorities identified over the next five years by 2024. The Action Plan will be reviewed annually to ensure that all new changes in legislation and policies/strategies developed by the Council are reflected.

## Monitoring and Evaluation

A key element of a successful Strategy is regular monitoring of the action plan, and evaluation of the overall Strategy to ensure it remains relevant and on track to meet its targets. Work will take place to ensure the Strategy is monitored in the most appropriate forum, involving statutory and voluntary sector agencies as well as service users. The Action Plan will be reviewed annually and will be performance managed. The Strategy and Action Plan can only be delivered by working in partnership and through building on the success of previous partnership working. The key partners in delivering the vision and aims of this Strategy will be: Registered Providers, the NHS Commissioning Body, CCGs Care Providers, private developers, and the planning department. Further suitable partners will be approached to contribute where appropriate.



## Figures

Figure 1: What is the main reason you moved or are considering moving? .....	10
Figure 2: If you plan to move or have moved, what would be the most important aspects of the accommodation for you? .....	11
Figure 3: If you indicated a move within Trafford above, which area are you most likely to move?.....	12
Figure 4: What improvements, if any, do you feel your home requires? .....	13
Figure 5: To what extent do the following acts as a barrier to you repairing / adapting .....	13
Figure 6: Age Profile of your residents who live in older person housing.....	14
Figure 7: Percentage of Trafford residents aged over 65 .....	15
Figure 8: Percentage of Trafford residents aged over 65 to 74 .....	15
Figure 9: Percentage of Trafford residents aged over 75 .....	16
Figure 10: Life expectancy inequalities .....	17
Figure 11: Single person household: Aged 65+ and number of bedrooms.....	18
Figure 12: One family household: Headed by person aged 65+ and number of bedrooms.....	19
Figure 13: Percentage of households with HRP aged 65+.....	19
Figure 14 Percentage of single person households with HRP aged 65+.....	20
Figure 15: Tenure – Household reference person aged 65 and over .....	21
Figure 16: Average rents .....	22
Figure 17: Median property prices across Trafford at ward level.....	22
Figure 18:Housing for Older People (RP Stock) - Owned 2017/18.....	24
Figure 19: Greater Manchester Supported Housing Census (2017-18) .....	25
Figure 20: Supported and sheltered housing for older people within Trafford.....	25
Figure 21: Location of older people’s housing in Trafford against ONS 2017 population estimates.....	26

## Glossary of Terms

### A

**Affordable housing:** Affordable housing is social rented, affordable rented and intermediate housing provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices.

### E

**Extra Care Housing** is housing designed with the needs of frailer older people in mind and with varying levels of care and support available on site. Extra Care Housing is also known as very sheltered housing, assisted living, or simply as 'housing with care'. It comes in many built forms, including blocks of flats, bungalow estates and retirement villages. In addition to the communal facilities often found in sheltered housing (residents' lounge, guest suite, laundry), Extra Care often includes a restaurant or dining room, health & fitness facilities, hobby rooms and even computer rooms. Domestic support and personal care are available, usually provided by on-site staff. Properties can be rented, owned or part owned/part rented.

### G

**Greater Manchester Combined Authority (GMCA):** The GMCA is made up of the ten Greater Manchester councils and Mayor, who work with other local services, businesses, communities and other partners to improve the city-region. The GMCA is run jointly by the leaders of the ten councils and the Mayor of Greater Manchester, Andy Burnham.

### H

**Housing Association/ Registered Provider (RP):** It is a non-profit organisation, and they rent properties to low incomes households with particular needs. Their portfolio consists of social and affordable rented properties, and they provide options for low cost home ownership.

**Housing Need:** It is an indicator of existing deficit: the number of households that do not have access to accommodation that meet certain normative standards.

**Housing Tenure:** is the legal status under which someone has the right to live in a property. The two most common forms of tenure are home ownership and renting. Home-ownership is when a property is owned outright or bought with mortgage or loan. The second type of tenure is renting, and it has two forms, and they are social and private renting.

### M

**Mortgage:** It is a legal agreement by which a bank/ building society, lends money at interest, and in exchange they take the title of the borrower's property. Over a set period of time, the borrower must repay the loan to outright own the property. If the borrower fails to meet the condition of the agreement, the mortgage provider can repossess the property.

## P

**Private Rented Sector (PRS):** The PRS is a property that is owned and rented out by a private landlord.

## R

**Registered Provider (RP):** It is a non-profit organisation, and they rent properties to low incomes households with particular needs. Their portfolio consists of social and affordable rented properties, and they provide options for low cost home ownership.

**Retirement Housing:** It is a multi-residence housing facility intended for the elderly. Typically, each person or couple in the home has an apartment-style room or suite of rooms. Retirement housing is aimed at older people. Residents must usually be aged over 55 or 60. Most retirement housing is sold on a leasehold basis. This means you have a tenancy granted for a long period of time, for example 99 or 125 years.

## S

**Shared Ownership:** Shared ownership schemes are a cross between buying and renting; aimed mainly at first-time buyers. You own a share and then rent the part you don't own at a reduced rate.

**Social Rent:** Social rented housing is owned by local authorities or private registered providers, for which guideline target rents are determined through the national rent regime.

**Supported Housing:** Housing designed to meet specific needs and in which there is some level of on-site support provided as part of the accommodation offered.

**Sheltered Housing:** With a few exceptions, all developments (or 'schemes') provide independent, self-contained homes with their own front doors. There are many different types of scheme, both to rent or to buy. Properties in most schemes are designed to make life a little easier for older people - with features like raised electric sockets, lowered worktops, walk-in showers, and so on. Some will usually be designed to accommodate wheelchair users. And they are usually linked to an emergency alarm service (sometimes called 'community alarm service') to call help if needed. Many schemes also have their own 'manager' or 'warden', either living on-site or nearby, whose job is to manage the scheme and help arrange any services residents need. Managed schemes will also usually have some shared or communal facilities such as a lounge for residents to meet, a laundry, a guest flat and a garden.