



AGE FRIENDLY STRATEGY

2017 to 2020

Aim, Objectives and Targets

The key aim of this Strategy is **to make Southway and its services and neighbourhoods more Age Friendly.**

The following objectives will be delivered:

1. Improve the quality of life of our older residents

Provide opportunities for older people to co-design, develop, lead and participate in social activities in their neighbourhoods, to learn new skills and to have access to voluntary and employment opportunities.

2. Create Lifetime Neighbourhoods

Influence and / or directly carry out changes within our neighbourhoods and the public realm, so that older people can age in place and more easily access essential services and be active members of their community.

3. Deliver services that are Age Friendly

Take account of communication preferences and provide information in suitable formats. Consider the needs of older people when planning and delivering services and make reasonable adjustments where required.

4. Ensure that existing housing enables independent living

Provide preventative services, assistive technology, equipment and adaptations that enable older people to live independently in their own homes and neighbourhoods. Seek ways to support older residents to move to accommodation that better meets their needs and in doing so make better use of the available housing in south Manchester.

5. Build new homes for older people

Increase Southway's supply of homes that have been specifically designed to meet lifetime needs. Look to convert existing stock into shared housing for older people. Influence the overall supply and provision within Manchester and Greater Manchester.

6. Be an Age Friendly Employer

Recognise the value of employees as they grow older and the contribution they make to service delivery, especially given the demographic context of Southway's tenants.

By 2020 we plan to achieve the following targets:

- An increase in the percentage of older Southway residents who consider Southway's services and neighbourhoods to be Age Friendly, from 55% to 80%.
- A reduction in the percentage of older people who at times feel lonely and isolated in their home and / or community, from 21% to 10%.
- An increase in the number of Age Friendly properties that Southway owns and manages, from 238 to 406.
- Funding secured and a range of Age Friendly neighbourhood activities delivered in Old Moat and Burnage.

Context

The world population is ageing. According to the World Health Organisation (WHO), over 11% of the population are over 60, with that proportion expected to double to 22% by 2050.

In the UK it is estimated that 50% of the population will be over 50 by 2030, and there are significant challenges presented by an ageing society and increased life expectancy.

At a Greater Manchester (GM) level, by 2039:

- The number of residents aged over 50 will grow by a third.
- 14% of the population will be over 75 (a 75% increase from 2011).
- 1 in 3 men who are over 75 will be living alone.
- 61,000 people will have been diagnosed with some form of dementia; an increase of 85%.

In 2016, as a direct response to this, the Greater Manchester Combined Authority (GMCA) established a GM Ageing Hub, to coordinate a strategic response to the opportunities and challenges that an ageing population brings. This has the following aims:

- Become the first Age Friendly city region in the UK.
- Be a global centre of excellence for ageing, pioneering new research, technology and solutions.
- Increase economic participation amongst the over 50s.

Within Manchester, the strategy for responding to ageing is well established through 'Manchester, A Great Place to Grow Older 2010-2020', with a focus on neighbourhoods, health, care and support, and life-long learning.

There are key challenges in responding to ageing: isolation and loneliness remain blights on society; and reductions in Government funding have resulted in a decline in public services that support older people. Additionally research carried out by the Kings Fund (www.kingsfund.org.uk), has found that:

- 59% of people aged 85 plus and 38% aged 75-84 live alone.
- Older people renting from a local authority or housing association are more likely to feel lonely.
- 25% of people aged over 55 said they wanted to move into some sort of retirement housing in the future (representing 2.5m households).
- Only 3% of new housing planning permissions are specifically for elderly or sheltered accommodation.
- A significant number of homeowners do not want to move house in older age and instead will make changes to their current home.

Southway Context

Over 50% of the Trust's tenants are aged over 50. A significant number live on below average incomes, are not in employment and are in receipt of some form of benefit.

In December 2016 the Trust undertook its bi-annual survey of tenants, the STAR Survey, which has provided a baseline position. 54% of tenants aged over 55 considered Southway's services and neighbourhoods to be Age Friendly. In Old Moat, where the last Age Friendly Strategy focussed, the response was significantly higher at 64%.

In the same survey, 16% of tenants aged over 55 stated that they sometimes felt isolated at home or in the community.

The socio economic status of many Southway tenants negatively affects general health, well-being and life expectancy (which is 75 years compared with the national average of 82 years). We know that of our tenants who are aged over 55:

- 65% have their day-to-day activities limited by long-term health problems.
- 65% have a disability.
- 54% are not in employment.

The Trust owns and manages 5,855 homes. Of these, only 238 properties have an age restriction (of 50 plus or 55 plus) applied, representing just 4% of the stock. Of these, only 53 were specifically designed to meet the needs of older people.

At least 1,020 homes are under-occupied by tenants over the age of 50 and 442 homes have needed to be adapted.

The Trust, as a housing provider, can act as a place shaper to increase housing choice for older people and provide opportunities to tackle loneliness, using existing assets such as sheltered scheme communal facilities.

Southway is already actively involved in citywide work in this area, through the Older People's Housing Alliance and its partnership with Manchester Service for Independent Living (MSIL).

The current uncertainty about future funding for sheltered and supported accommodation has led to challenges in delivering specialist housing developments. Southway therefore needs to increase the supply of age-restricted stock through other, more innovative areas and developing an attractive, aspirational offer for those tempted to downsize.

Our Approach

The Strategy Objectives will be embedded in, and will require the support of, all areas of the Trust.

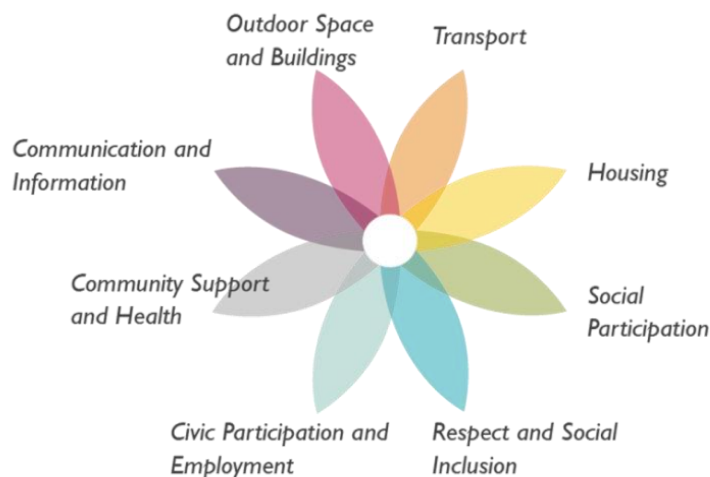
We will continue to make change through co-production with residents, prioritising the role that older people can play whilst living within Southway's neighbourhoods.

We will also work closely with stakeholders and Southway will be an active partner in the GM Ageing agenda and within Manchester itself.

We will use the learning from the Old Moat neighbourhood project as the cornerstone of our Age Friendly practice. The project was developed in partnership with MMU School of Architecture and incorporated architecture and social science research techniques. Combining expertise in ageing, housing, urban design and transformative community development, the project applied "ageing in the city" principles at the neighbourhood level on the basis that older people spend the majority of their time in their home and immediate neighbourhood. The extent to which a neighbourhood is Age Friendly is therefore a significant determinant of quality of life and well-being.

The outcomes from the Old Moat project and other Age Friendly work that the Trust has completed can be found on the Southway website.

The WHO model of an Age Friendly City and its eight domains, or 'petals' will frame our plans and our approach to delivering Age Friendly neighbourhoods and services.



The delivery of the Strategy Aim, Objectives and Targets will be reported on an annual basis to Southway's Parent Board and to stakeholders.

Implementation

Objective 1: Improve the quality of life of our older residents

Petals: Social Participation, Community Support and Health, Civic Participation and Employment

We will:

- Ensure that employment support and signposting information is focussed on older, as well as younger residents, and actively work with GM on new employment initiatives.
- Support older people and the community and voluntary sectors to develop resident-led initiatives and activities, including volunteering.
- Look at the feasibility of developing a Southway Age Friendly Funding Board to award funds to community-led projects.
- Continue to support older people to be digitally enabled.
- Develop an offer for partners in health and social care to use the new community facilities within the Minehead development.
- Extend and embed the Peer Support Network within the NORC, identifying new members and providing training and support.
- Continue to identify new partners and opportunities to expand and enhance the NORC offer.
- Evaluate the effectiveness and impact of LINKages social prescribing service and seek to expand this into other neighbourhoods.

Objective 2: Create Lifetime Neighbourhoods

Petals: Housing, Transport, Open Space and Buildings

We will:

- Secure further Ambition for Ageing resources in Burnage for 2018 to 2020.
- Develop and implement the Age Friendly Burnage action plan.
- Understand the extent of the need for downsizing options and develop new options for moving, including local letting arrangements with other providers.
- Work with partners across Manchester through the Blue and Green infrastructure group to develop a template for the design and use of green spaces that supports lifetime usage.
- Prepare a business case for replicating the legibility and NORC project work in other Southway areas that have a similar demographic and indices of deprivation.
- Develop our work with community partners, in particular Buzz, by asset mapping all Age Friendly services and activities and ensuring these are complementary to each other.
- Consider Home share as an option to assist tenants to better age in place.
- Support resident-led campaigns to save and improve transport services and promote safe forms of travel.

Objective 3: Deliver services that are Age Friendly

Petals: Housing, Respect and Social Inclusion, Communication & Information, Community Support and Health

We will:

- Carry out an evaluation of the Old Moat Neighbourhood project, to use the learning to develop new services in other neighbourhoods.
- Carry out an audit of core landlord services to assess their Age Friendliness and plan improvements.
- Support older people to live independently through the new city-wide Accessible Home Strategy.
- Provide more opportunities for older people to be listened to and be involved in decision-making.
- Ensure the communication preferences of older people are represented in digital strategies and channel shift plans.

Objective 4: Ensure that existing homes enable independent living

Petals: Housing, Outdoor Space and Building, Social Participation

We will:

- Review the range of specifications, products and services that are offered through existing repair and maintenance policy, to ensure they meet the reasonable needs of older and more infirm residents.
- Deliver a proactive and high quality service to tenants receiving major and minor adaptations.
- Subject to financial viability, develop a co-housing model for tenants through conversion of existing homes.
- Look at options to improve the four bungalow sites in Burnage using learning from the Westbrook Close scheme.
- Assess the viability of providing annexes within property boundaries that can house older family members.
- Improve the environment/green space at age-restricted homes, so they are easier to use and safer.

Objective 5: Develop new homes for older people

Petals: Housing, Outdoor Space and Buildings

We will:

- Build the Gorton extra care facility in partnership with MCC, providing 105 purpose built homes.
- Build 63 mixed tenure Age Friendly homes at the Minehead Centre site in Old Moat, incorporating a community space for older people.
- Involve the Southway Age Friendly Design Panel in development consultations.
- Look at the viability of adopting HAPPI 3 principles in new build development work.

Objective 6: Be an Age Friendly Employer

Petal: Civic Participation and Employment

We will:

- Embed Age Friendly principles into human resource policies and working practices, by adopting the three 'R's (Retain, Retrain and Recruit).
- Use the Age Friendly logo when advertising vacancies and advertise on non-digital platforms.
- Provide Unconscious Bias training to all staff involved in recruitment.
- Embrace career development rather than retirement planning.
- Plan effectively for an ageing workforce, particularly in Property Services, through succession planning.
- Ensure that regular health and well-being meetings are arranged with manual based staff at risk of repetitive strain and other injuries.
- Design the new office accommodation using Age Friendly principles.
- Include Age Friendly information in new staff induction programmes.

Related Strategies

- Futures Strategy
- Community Investment Strategy
- Customer Involvement Strategy
- Development Strategy
- Asset Management Strategy
- MCC-led City Wide Accessible Homes Strategy