



AGE FRIENDLY STRATEGY

2020 to 2023

Background

The Southway Housing Trust vision is of thriving communities. We are caring, committed and believe we can be successful together with our people, communities and partners.

The Age Friendly Strategy is a key part of our corporate Futures Strategy 2020 to 2025.

National Context

The world population is ageing and is poised to become one of the most significant social transformations of the 21st century. In the UK it is estimated that 25% of the population will be over 65 by 2050.

In September 2018, the Greater Manchester Combined Authority (GMCA) launched its Age Friendly Strategy with three main priorities:

- To become the first Age Friendly city region in the UK.
- To be a global centre of excellence for ageing, pioneering new research, technology and new ideas
- To increase economic participation amongst the over 50s.

By 2043, 1.14 million people in GM will be over 50 (37% of the population) and of these 596k will be over 65 and 328k will be over 75 (a 61% growth).

Southway Context

In 3,000 of our 5,848 homes the main tenant is aged over 45 with 2,454 (42%) now aged over 55, 800 aged over 67 and 300 aged over 80.¹

38% of over 55's, 49% of over 67's and 59% of over 80's living in our homes have told us that they have physical or other health conditions that affect and limit their daily life.²

In terms of older people's poverty, we know that there are a significant number of people living in our homes claiming pension credit and people of working age between 50 and 67 that are not in employment.

In December 2018 the Trust undertook its bi-annual survey of tenants, the STAR Survey. At that time 59% of our over 55's felt Southway was an age friendly organisation. 26% of tenants aged over 55 also told us that they sometimes felt lonely and/or isolated at home and in their community with people aged between 65 and 75 most likely to feel this way.

The types of homes that we own and manage do not always support older people to live as well and as independently as they could do. Of our 5,848 homes 263 properties have an age restriction applied, representing 4.5% of the stock. A further 162 Extra Care and 56 Age Friendly homes currently being built. Since the stock

¹ Data sourced from Open Housing tenancy records at Southway

² Based on vulnerability flags in Open Housing records at Southway

transfer in 2007 we have adapted over 600 homes to support people to live more independently and 1,700 of our family homes are under occupied by singles and couples over 55.

Providing new options and opportunities for older people to live well and independently is therefore key to improving social connectedness and the overall well-being of our older people.

Our Aims The aims of the Strategy are:

To make our homes, neighbourhoods and services age friendly

and

To support older people to live happy and healthy lives

Our Vision

By 2023 we will have worked in partnership with older people and they will:

- Be better connected
- Have improved health and wellbeing
- Have improved access to services
- Live in homes and neighbourhoods that meet aspirations and support independent living,

We will use the following six key themes to support our aims and vision:

1. Social Connectedness
2. Health, and Well Being
3. Age Friendly Places
4. Age Friendly Services
5. Age Friendly Housing
6. Employment, work and skills

Our Approach

The World Health Organisation model of an Age Friendly City will underpin our approach, with a focus on neighbourhoods, and the places where people live and spend their time day to day. Its eight domains will frame our plans and the actions that we carry out to make our homes, neighbourhoods and services more Age Friendly.



Where Southway has direct influence over a Domain; for example, leading on the development of age friendly neighbourhoods and housing supply, then we will take the lead.

Where others are better placed to influence and enact change; for example, transport, or where a local voluntary or community partner is best placed to deliver, such as Men in Sheds, then we will work in partnership with lead stakeholders to support their work.

All age friendly practice will be carried out in co-production with older tenants and residents, making sure that we are listening to and responding to their views and aspirations.

Our work will be underpinned by a commitment to partnerships and innovation and we will continue to be an active partner in the Greater Manchester and Manchester Ageing agenda's.

Strategy Delivery

The following Age Friendly Strategy commitments and actions will be carried out across our six main themes:

1. Social Connectedness:

We Will:

Provide opportunities for older people to co-design, develop, lead and participate in social activities in their neighbourhoods.

Encourage older people to develop new activities that promote neighbourliness and to access our Beautiful South fund.

Support or provide new services and facilities including cafés, communal gardens and events at our age friendly developments and facilitate opportunities for older people to connect and contribute to these community assets.

Increase our digital offer, growing our digital champions and providing support, training and ICT equipment.

Increase opportunities for social interaction by expanding our Peer Support networks.

Recognise that older men require different approaches for engagement, and train them to support their peers and act as Community Navigators within their neighbourhood.

Work with older people who are at risk of being socially excluded, including continuing our innovative work building connectedness and appropriate services for older people in the LGBT community.

Evaluate the NORC model and its impact on improving the perception of older people living in an age friendly neighbourhood.

2. Improved Health and Wellbeing

We Will:

Work in partnership through the Bringing Services Together and Local Care Organisation structures to identify prevalence of social isolation and unmet needs and put in place plans to address these

Identify pensioner poverty in our neighbourhoods and homes and put in place plans to address and reduce this, as part of our Community Support Offer.

Use our learning from Ambition for Ageing and Men in Sheds to develop services that support older men

Continue to develop and expand social prescribing services that reduce social isolation

Pay particular attention to energy efficiency in our age restricted homes and promote affordable warmth particularly in winter (starting by using data from our stock condition survey 2020)

Provide activities and signpost to activities that promote active and healthy ageing

3. Age Friendly Places

We will:

Continue our age friendly neighbourhoods work in Old Moat, Burnage and Chorlton Park

Work with partners across GM to develop Ageing in Place plans, leading the Old Moat & Withington project and actively take part in the Gorton project

Maintain our green spaces and other infrastructure in our neighbourhoods so that older people can use these to remain active

Influence partners or directly carry out changes within our neighbourhoods and the public realm that benefit older residents,

Lobby for essential services such as public transport to be maintained

Review our Bungalow sites based on the stock condition survey and consult with residents to develop a medium to long term improvement plan

Measure and then respond with new plans based on the extent to which our older residents feel that they live in age friendly neighbourhoods

4. Age Friendly Services

We will:

Provide services that are flexible and acknowledge that at different stages of growing older people have different needs and aspirations.

Consider the needs of older people when planning and delivering services and make reasonable adjustments if required.

Have a bespoke age friendly service offer with specialist staff who provide a holistic service to older tenants cover all aspects of the tenancy.

Consider the benefits of extending this offer to all our tenants over the age of 55.

Have an age friendly repair and maintenance service with specially trained staff for all tenants living in our age friendly homes and all over 70's living in our general let homes

Develop services that provide support to people living with dementia and Alzheimer's and make sure our staff have awareness in this area

5. Age Friendly Housing

We will:

Complete work to provide 162 extra care and 56 affordable and shared ownership homes for older people in Burnage, Gorton and Old Moat.

Look for new opportunities to build on the experience we gain from the delivery of these homes and services.

Provide assistive technology, equipment and adaptations to help older people to live independently in their own homes and reduce the risk of injuries.

Support older residents to move to accommodation that is more appropriate to their aspiration and needs and in doing so make better use of the available housing in south Manchester.

Increase our supply of age friendly homes that meet lifetime homes standards. This will include new build and the conversion of existing homes including shared and co-housing models.

Set up a consultative group of tenants to draw on when making decisions about Age Friendly Developments and home improvement work.

Use our 2020 stock condition survey to inform how we should invest in our age restricted homes to keep them secure, warm and attractive places to live

Carry out an option appraisal and make future plans for our landlocked bungalow sites

Lobby to influence the priority given to lifetime homes and older peoples housing supply within Manchester and Greater Manchester.

6. Employment, work and skills:

We will:

Recognise the value of our own employees as they grow older and the contribution they make to service delivery

Provide Digital training and support to increase skills of our older tenants

Develop an over 50's employment offer, in co-production with our residents

Develop a relationship with local businesses to provide work and apprentice placements

Identify ways in which older people unable to work due to long-term illness can be engaged in meaningful activity in their neighbourhoods

Link in with the GM and Manchester age friendly work and skills agendas to access opportunities for our tenants

Measuring Our Success

Our success will be measured through the following:

1. The neighbourhood is age friendly - target 86% (measured through bi-annual STAR survey)
2. Older people have increased and improved social connections - target 50% increase over three years (baseline to be defined)
3. Number of tenants supported to move to more appropriate homes (count across new build and existing)
4. New and converted age friendly homes created – from 283 to at least 500

5. Number of older people moving into employment and training – annual count with targets (baseline to be defined)

Related Strategies

- Futures Strategy
- Community Investment Strategy
- Customer Voice Strategy
- Development Strategy
- Asset Management Strategy