



**GREATER  
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**DOING AGEING DIFFERENTLY**

**Creating Age-Friendly Homes in Greater Manchester:  
Increasing the supply of homes for people in mid and  
later life.**

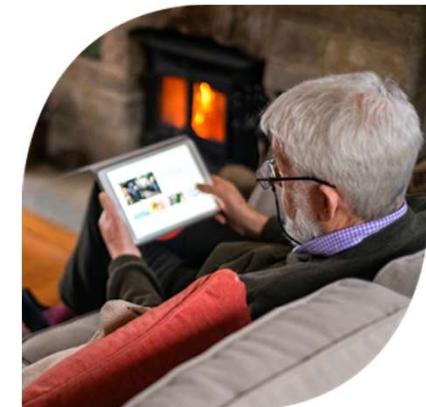
Housing, Planning and Ageing Group

Planning & Housing Commission  
21 March 2022



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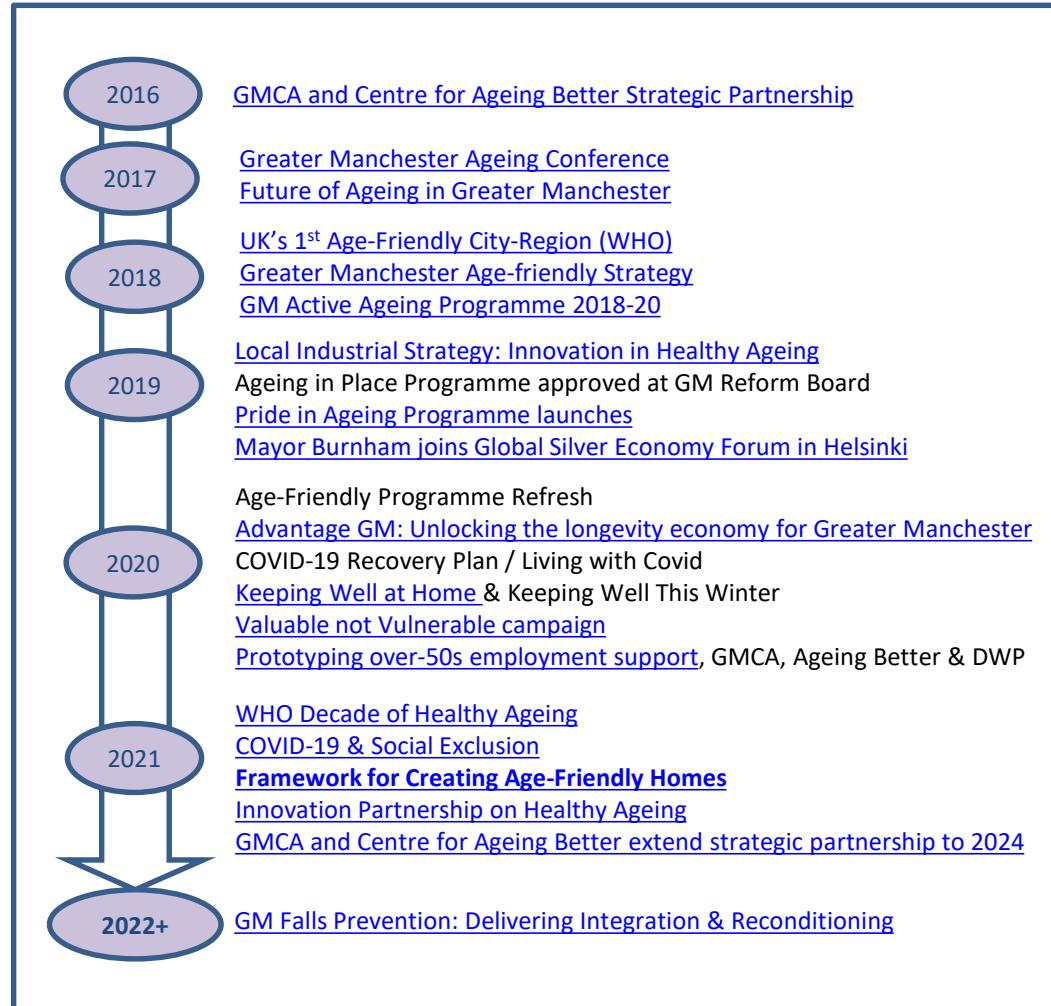
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  - iii. Making an impact on the ground
  - iv. Promoting 'Improve or Move'
  - v. Celebrating homes and neighbourhoods
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## GM Ageing Hub

- ❖ WHO Age-friendly framework
- ❖ Greater Manchester was UK's 1<sup>st</sup> Age-friendly city region
- ❖ Ageing Hub is a cross-sector partnership, supported by core team at GMCA with leadership from Executive Group chaired by Sara Todd, CEO Trafford Council.
- ❖ GM Age-friendly Strategy (currently being refreshed in light of Greater Manchester Strategy)
- ❖ Working with LA Age-friendly leads and a "wider team" across GM organisations.
- ❖ Strong links with academics & research, incl. strategic partnership with the Centre for Ageing Better.
- ❖ Alongside the GM Older People's Network and new Older People's Panel.
- ❖ Building the Age-friendly movement across Greater Manchester.

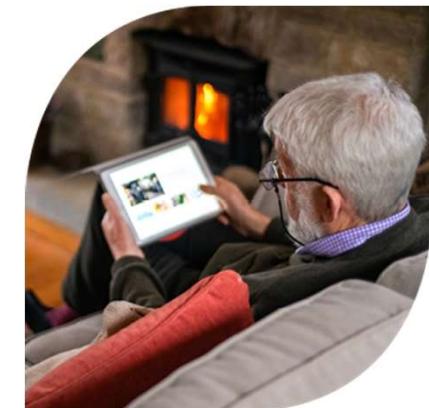




## Summary: ageing population

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- ❖ The older population is undergoing a **massive, global shift** that requires a shift in policy and practice to deliver new solutions.
- ❖ Presents **opportunities, as well as challenges**.
- ❖ **Older people making a contribution** to Greater Manchester: with a combined spending power of households 65+ increasing by £280 million each year\*, caring for children and families, in employment, volunteering and part of communities.
- ❖ Growing population, **and becoming more diverse and unequal**, with **changing expectations and circumstances**.
- ❖ **Ageing population is not evenly distributed** geographically in Greater Manchester.
- ❖ **Cumulative and intersecting inequalities**.
- ❖ **Ageism** – often a ‘blind spot’, sometimes actively discriminatory.

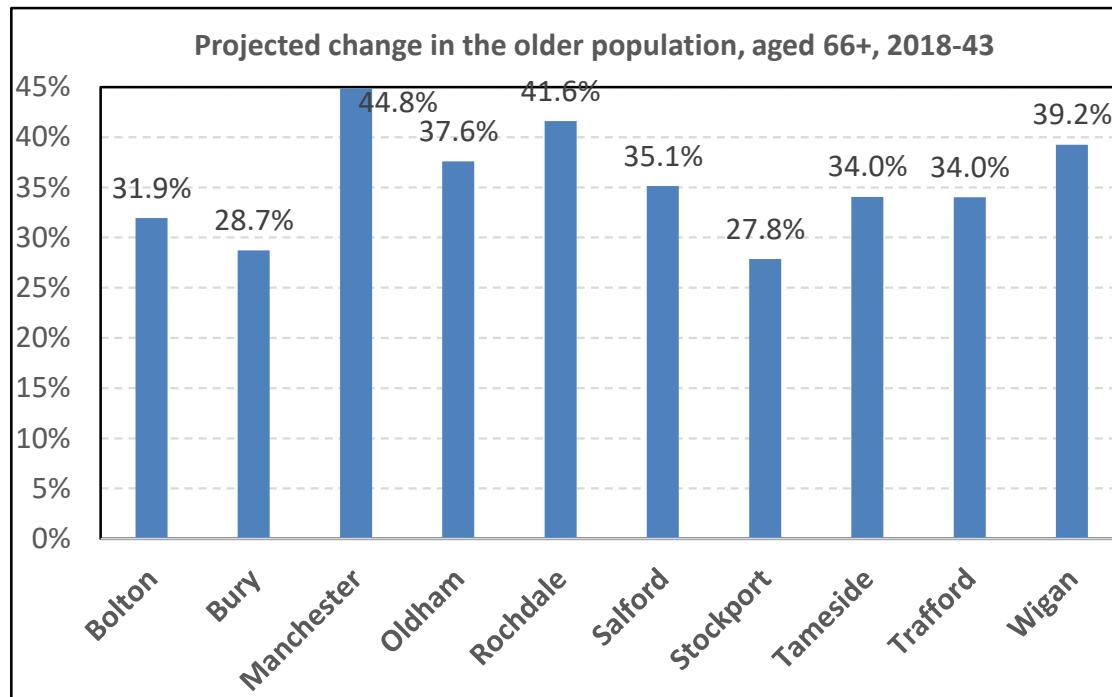


\* [Advantage GM: unlocking the longevity economy for Greater Manchester](#)



## Population ageing in Greater Manchester

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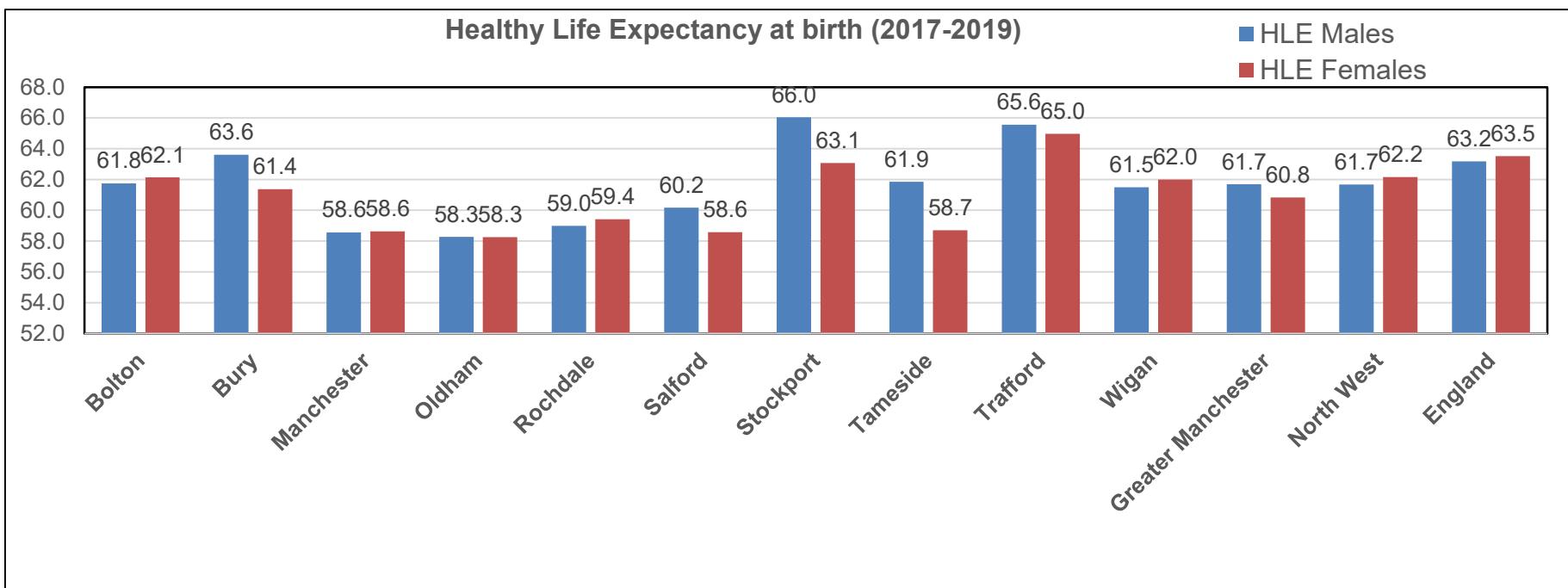
Sources: ONS, 2020-based midyear estimates. [Population estimates - Office for National Statistics \(ons.gov.uk\)](#)  
ONS, 2018-based subnational population projections [Subnational population projections for England - Office for National Statistics](#)

- ❖ Population growth to 2043 driven by growth in number of older people.
- ❖ Currently, Stockport and Wigan are above the national average for over-65 population (19.0% & 18.2%, compared to 17.6% UK).
- ❖ Manchester will experience the largest projected rise in older people.
- ❖ In 2020, almost 427,000 residents over 65. By 2024 projected 1 million residents age 50+.
- ❖ GM population of over 50s in communities experiencing racial inequalities doubled between 2001 and 2011 (Census).



## Ageing and healthy life expectancy

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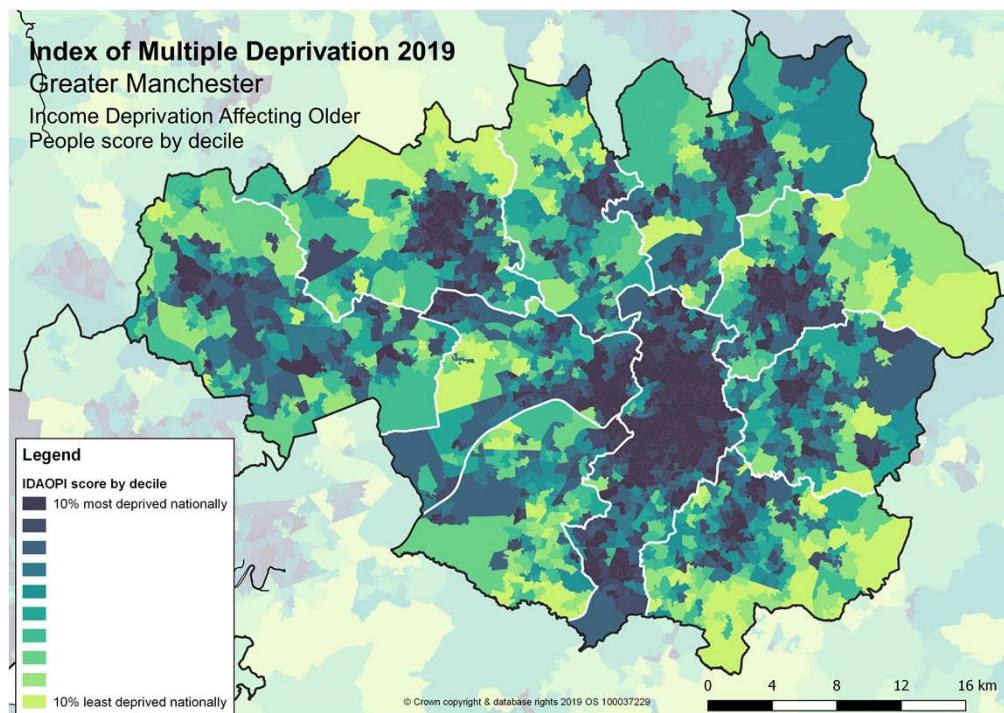


Source: [Health state life expectancy, all ages, UK - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk)



## Poverty and ageing in Greater Manchester

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- ❖ Est. 50,000 people experience pensioner poverty in GM.
- ❖ GM Pension Top Up campaign estimates nearly 43,000 eligible households not claiming pension credit, totalling £76m per year.
- ❖ Pension credit benefits passporting could include free home insulation and boiler grants.
- ❖ [Independent Age](#) demonstrate a steady rise nationally in income poverty among older people since 2012, with almost 1 in 5 in relative income poverty.



## Framework for creating age-friendly homes in GM

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Published in September 2021, publication was supported by Centre for Ageing Better and other partners, building on stakeholder engagement work across Greater Manchester and local authorities to shape the ambition and priorities.

### Vision

*"The housing choices across Greater Manchester for people in mid and later life are diverse; established neighbourhoods respond to different needs and aspirations, promote social connections and support equality, positive health, well-being and independence."*

*"We seek to achieve a permanent cultural shift around housing in later life."*

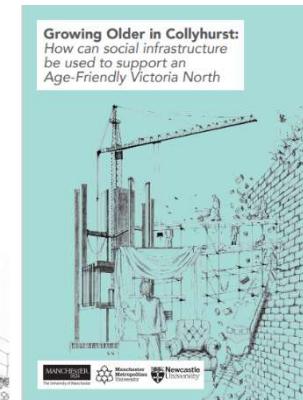
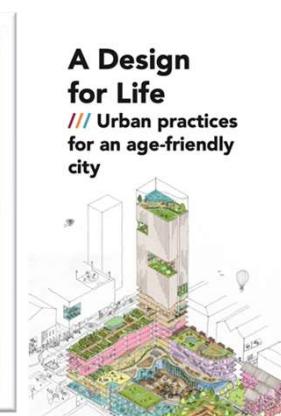
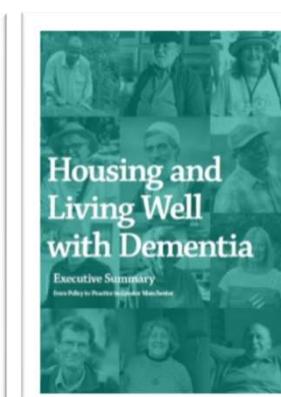
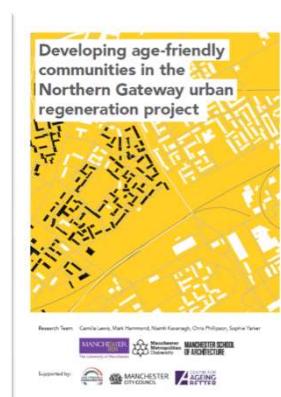
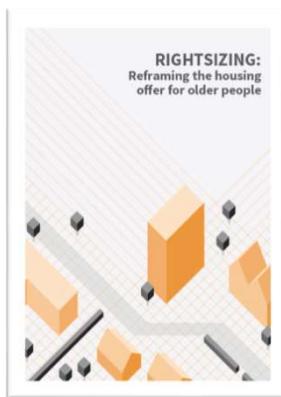




## Data, research and evidence

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Since 2017 the Ageing Hub's **Housing, Planning and Ageing Group** working collaboratively with cross-sector partners to build a nationally and internationally recognised research and evidence base on housing and an ageing population, to increase the supply of age-friendly homes [all pictures are links].



**The Good Home Inquiry**



## Ageing population and homes: a summary

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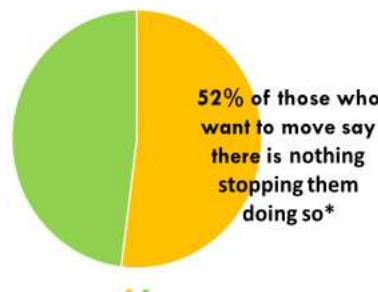
- ❖ Where and how people live in later life dependent on individual needs, aspirations, taste, and financial circumstances. We know the majority of people will want to live in their current home for as long as possible, but others will want to, or need to move.
  - ❖ Majority over 65s are owner-occupiers. In Greater Manchester 3.6% of households privately renting, current trends will see this increase. The social rented sector is 25.6% all over 65 properties, this compares to 19.8% nationally.
  - ❖ One-person households increase as we age, by 2035 there will be 33.7% more people aged over 65 living alone in Greater Manchester (20,729 people).
  - ❖ Some people as they age will need accommodation with access to care and support, there are 760 specialist housing schemes for older people in Greater Manchester with over 17,000 units of accommodation; nationally less than 5% over 55s live in specialist accommodation.
  - ❖ Nationally, only 9% of UK homes meet the minimum accessibility standard and more than 2 million people aged over 55 are living in a home that endangers their health or wellbeing.
  - ❖ Between 2018 and 2043 the 75-84 age group is projected to rise by 57.3%; almost 1 in 3 will have a long-term illness that limits day-to-day activities 'a lot', just under 8% will be living with dementia.
- 
- Good quality housing (safe, warm, accessible, adaptable and technology enabled) improves health and wellbeing outcomes, enables people to maintain independence, creates positive futures, enables physical wellbeing, can reduce hospital admissions, can delay or avoid unwanted moves to residential care or more specialist housing and has the potential to create savings in public spending.

Sources: Greater Manchester Strategic Housing Market Assessment; national – Good Home Inquiry



## The “rightsizing” gap

- ❖ Rightsizing (2018) told us that 21% over 55s prefer to move and 79% prefer to stay, compared to only 3.4% of over 55s actually moving each year.
- ❖ Of those 48% didn't want or expect to move. Those that do move are not downsizing or do not want to downsize.
- ❖ A choice to move is the result of a complex, individual decision-making process. Health changes but increasingly issues such as divorce, employment and financial reasons are all factors.



Of the other 48%...

- 76% said the right type of home wasn't available in the areas they wanted to live
- 52% say the options they want aren't available in the right tenure for them
- 41% don't have enough equity

The “rightsizing gap” occurs when better options are neither available or accessible: not the right tenure, cost, type, standard or size – in the right place.

- ❖ To address the “rightsizing gap” we need to better connect understandings of lived experience, and place to policy. Designers, developers and policy makers need to create options that are appealing and responsive to needs.
- ❖ Rightplace (to be published) tells us that neighbourhood is the clearest indicator of the desire to move or stay.



## Impact of COVID-19

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COVID-19 exposed and exacerbated the inequalities experienced by communities in Greater Manchester. As we age many experience cumulative and intersecting inequalities.

- ❖ During lockdown those over 50 told us they are less satisfied with their home and more likely to want to move or make improvements if they are less financially well off.
- ❖ Outside space was the single most important factor in people's homes during lockdown, and its importance increased with age, cited by 88% of people aged 70 and over.
- ❖ We know prior to Covid half of people over 65 face problems getting outdoors and at least 80% of the time of those 65 and over is spent in the home and the surrounding area.
- ❖ Our study Covid-19 and social exclusion examined the experiences of older people living in areas of multiple deprivation and included highlighting inequalities in access to green space, the impact of social isolation, the importance of community activity and social interaction within immediate neighbourhoods and the risks faced by older people living in communities with more transient populations.

**COVID-19 and Social  
Exclusion: Experiences  
of Older People Living  
In Areas Of Multiple  
Deprivation**

Manchester Urban Ageing Research Group

Research Team: Sophie Yarker, Ludmila Lang, Chris Philpson, Patty Doran, Tina Buttel,  
Carrie Lewis and Mhorag Goff

**MANCHester  
URG**  
The University of Manchester

Sources: Ipsos MORI survey Greater Manchester residents, 50-70 yrs old, June 2020 for Centre for Ageing Better.



## Wider policy context and alignment

Both nationally and in Greater Manchester there is an increasing recognition of the need to plan for the changing demographic in housing, greater integration of housing, health and care and the role of age-friendly communities and ageing in place in tackling health and other inequalities.

### National policy agenda

- **Levelling Up:** cont. commitment to increase Healthy Life Expectancy (HLE) by 5 years; reduce non-decent rented homes by 50%; cross-departmental taskforce housing for older people.
- House of Lords Built Environment Committee on '**Meeting Housing Demand**': raising accessibility standards; improving existing homes.
- **People at the Heart of Care:** increasing support to make repairs or adaptations to stay safe and independent in their own homes.
- **Net Zero**

### Greater Manchester & Local Authority policy

- Greater Manchester Strategy
- Places for Everyone; GM Housing Strategy; retrofit GM & Retrofit Task Force; 30,000 net zero social rented homes commitment
- Population Health Plan; Healthy Homes; Tripartite Agreement & Live Well at Home programme
- GM Age-Friendly Strategy & Framework for Creating Age-Friendly Homes; Ageing in Place Pathfinder
- GM Innovation Partnership on Healthy Ageing; Local Industrial Strategy
- Local place-based & neighbourhood; Public Service Reform



## Age-friendly Framework: 5 Strategic Themes

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1. Embedding ageing in all our housing strategy and delivery
2. Resetting the conversation, 'valuable not vulnerable'
3. Making an impact on the ground
4. Promoting 'Improve or Move'
5. Celebrating homes and neighbourhoods that enable older people to live well in later life

- to be underpinned by a **Greater Manchester Age-Friendly Housing Charter**





## 1. Embedding ageing in all housing strategy and delivery

The housing needs and aspirations of an ageing population are embedded firmly and consistently in local housing strategy and planning documents. This establishes the supply gap for “right sizing”, delivers consistency across tenures and is supportive of innovative thinking.

- ❖ Framework for Creating Age-friendly Homes monitored through the GM Housing Strategy Implementation Plan
- ❖ Task and finish group developing framework to support conversations with local authorities and add value to approaches to age-friendly housing, aligned with housing and dementia report.
- ❖ Identifying opportunities to implement local plan and engagement approaches explored in Rightplace project.

### Further delivery in 2022/23

- Further activity to understand activities and opportunities for technology, SMART homes and digital inclusion, with the Innovation Partnership on Healthy Ageing, Live Well at Home and GM Digital Inclusion Taskforce (incl. Social Care White Paper).
- Further support, collaboration and learning opportunities across local authorities to be explored.





## 2. From vulnerable to valuable

Influence housing developers in the private sector to deliver a better offer of housing for mid and later life, using the evidence base for the commercial value and scale of the market.

- ❖ Some increasing interest in the developer market in new models of age-friendly developments in Greater Manchester, both retirement developers and mainstream developers.
- ❖ Pozzoni architects leading a quarterly series of developer roundtables, building compelling case on financial and social value business case.
- ❖ Excellent examples in Greater Manchester, many identified in [Design for Life](#).
- ❖ [Growing older in Collyhurst](#) examines opportunities for age-friendly regeneration.
- ❖ Joining regional debate e.g. [Place North West on Senior Living](#) (Jan 2022)
- ❖ Building links with the integrated retirement community sector (ARCO).

### Further delivery in 2022/23

- Continuing role of developer roundtables, engaging new partners to encourage investment and supply.





### 3. Making an impact on the ground



Translating the compelling evidence base into the increased supply of age-friendly homes, providing the practical advice and information to inform development of new and adaptation of existing homes suitable for later life.

- ❖ Range of age-friendly developments, including those by social housing providers with new models of extra care and other models of co-housing, includes first purpose built extra care scheme for lesbian, gay, bisexual and trans people in the UK.
- ❖ Publication of Rightplace research by Manchester School of Architecture (MSA) and Centre for Ageing Better to be accompanied by practical tools to support local analysis of older residents and engagement methodology to understand over 55s place-specific rightsizing priorities and deliver age-inclusive housing. User testing workshop held in February with GM elected members.
- ❖ Improving and upscaling supported and specialist homes in collaboration across social care and housing to meet the needs of older households.

#### Further delivery in 2022/23

- MSA innovation offer with a Design for Life Agency to bring together practitioners and offer support for development.
- Further Ageing in Place programmes developed by housing providers and other partners, includes research grants for co-creation age-friendly housing (MSA/ Dunhill Medical).
- Further analysis of opportunities in regeneration / strategic sites for age-friendly housing.

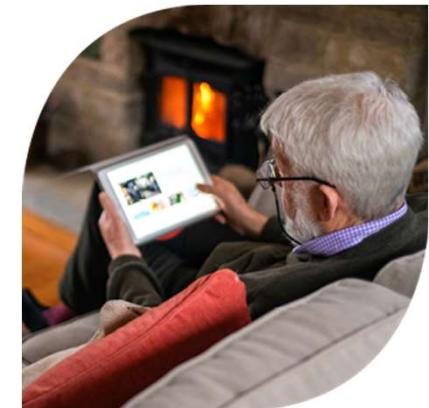


## Making an impact on the ground

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Example developments from Southway Housing Trust:

- ❖ Gorton Mill House
- ❖ Minehead









## 4. Improve or move (1)

People need to think earlier about their home in later life and be supported to adapt or move, including financially.

- ❖ 90% of the homes for 2050 exist today; poor housing is estimated to cost the NHS at least £1.4bn per year in England; 1 in 5 excess deaths during winter are attributed to cold housing.
- ❖ Modelling for GMCA by Parity Projects predicts 53% GM homes have an Excess Cold hazard.
- ❖ Across the North, around 24% of owner-occupied properties and 27% of private rented fail the Decent Homes Standard. While the private rented sector is marginally the poorest tenure in terms of stock condition, over 60% of non-decent homes are in the owner-occupied sector.
- ❖ 32% of adults in their 50s and 60s could be put off from making vital home improvements and repairs because of a lack of trust in tradespeople.

Sources: Good Home Inquiry; GMCA modelling by Parity Projects; GMOPN Housing Options Research (to be published).

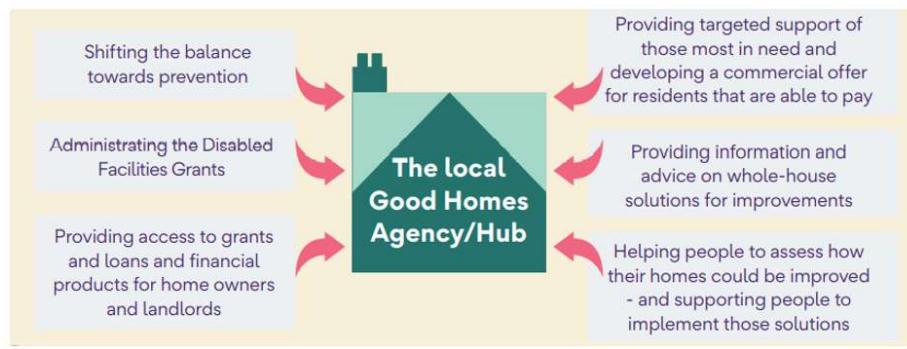
### GM Older People's Network: Housing Options Research

In 2021 older co-researchers examined the housing options information provided by each of the 10 local authorities over the telephone (report to be published Mar 2022).

#### Key Messages

- Waiting times were high (44% calls were not answered within 30 minutes) and choosing correct option from automated options were often not clear.
- Advice and information focused on crisis points and limited advice for home owners.
- Services were varied and inconsistent across and within local authorities.
- In some cases, even when they did not receive the information, the call was a positive experience, when call handler took the time to discuss and listen.
- Better provision of information and training for call handlers is recommended.

## 4. Improve or Move (2)



GMCA contributed to the [Good Home Inquiry](#), chaired by David Orr and commissioned by the Centre for Ageing Better. Key recommendations include:

- ❖ National leadership through a cross-government housing strategy
- ❖ Connect repair and improvement to the retrofit strategy
- ❖ Development of local hubs (Good Home Agency) to provide access to information and advice, finance, home repairs, energy retrofit services
- ❖ Combination of government and private investment to develop products to encourage and incentivise homeowners and landlords to improve their homes
- ❖ Inclusion of housing in preventative health strategies to improve population health and address health inequalities.



## 4. Improve or move (3)

- ❖ Partners in the GM Tripartite Agreement (GMCA, GMHSCP and GMHP) have committed to developing a consistent Greater Manchester wide Home Improvement Agency (HIA) offer. HIA services provide older, disabled and vulnerable households with support to improve, repair and adapt their property, contributing to housing quality, improved health and wellbeing from a preventative perspective, and in immediate improvements in quality of life
- ❖ There is variation in current HIA provision across GM, reflecting the withdrawal of national investment since 2010 and dramatically reducing the ability to deliver a response to poor quality housing at scale. Expertise and capacity has reduced as a direct result of this.
- ❖ GMHP working group on Improve or Move identifying further opportunities for new developments.

### Further delivery in 2022/23

- Engagement with localities and providers of HIA services on the scope of the baseline, desired improvements to current process and policy and how this can be delivered.
- Further engagement on the opportunity offered by the carbon retrofit of homes in Greater Manchester.
- Further work to identify how to co-produce and test financial products for those living in homes with low or no equity and unable to afford to maintain their homes in a decent condition.





## 5. Promoting, influencing & celebrating



Promoting, influencing and celebrating homes and neighbourhoods that enable older people to live well in later life; creating “big conversations”, recognising older people as diverse citizens who want choice and creating a buzz about discussing housing in later life.

- ❖ Engagement plan for 2022 raising awareness and creating action with key stakeholders.
- ❖ Identifying regional and national opportunities to share good practice and innovation from Greater Manchester e.g. Housing LIN, Place North West, Centre for Ageing Better.

### Further delivery in 2022/23

- Develop mechanisms to share and celebrate good practice across Greater Manchester to support learning and scaling, in conversation with local authorities.
- Continuing work with the GMOPN Housing Action Group to ensure the voice and participation of older people; identifying opportunities to share and celebrate the voice and housing experiences of residents in mid and later life.
- Further explore the role and potential of “big conversations” with residents in mid and approaching later life to support housing choices.





## Working with local authorities

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Working with local authorities across Greater Manchester, alongside other partners is critical to achieving our vision for Age-friendly homes in Greater Manchester. Discussion of the following questions will support the Housing, Planning and Ageing Group (HP&A) and others to develop our joint working.

### How can we work together to increase the supply of homes for people in mid and later life?

1. How practically can this framework integrate with approaches to place and neighbourhoods across Greater Manchester?
2. What kind of support do local authorities need to implement the framework? What are the main enablers and barriers?
3. Are there opportunities to explore additional or joint investment across housing, health and social care for improving the quality of homes and supporting people to live independently?
4. How can we maximise opportunities from the carbon retrofit agenda?
5. Are there volunteers from local authorities to work more closely with the HP&A Group and drive forward these conversations?





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For more information:

Follow @GMAgeingHub #AgeFriendlyHomes

<https://www.greatermanchester-ca.gov.uk/what-we-do/ageing/creating-age-friendly-homes-in-greater-manchester/>

[www.msa.ac.uk/ageing](http://www.msa.ac.uk/ageing) to download 'A Design for Life'

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**Bolton  
at Home**

**pozzoni**  
architecture

 **Southway**  
Housing Trust

 **johnniejohnson**  
HOUSING  
living longer, living better

 **msv**  
moss care st vincent's



## Appendix: HP&A members

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GMCA: Housing Strategy, Strategic Planning, Ageing Hub
Care and Repair England
Greater Manchester Health and Social Care Partnership
Centre for Ageing Better
Bolton at Home
Housing LIN
Greater Manchester Housing Providers
Southway Housing Trust
Manchester School of Architecture, Manchester Metropolitan University
Pozzoni Architecture
Dementia and Ageing Research Team, University of Manchester
Glenbrook Property
Belong Limited
Johnnie Johnson Housing Trust
GM Older People's Network representative

