

Living Longer, Living Better

Housing for an age-friendly Manchester, Strategy Statement 2014–20



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Foreword

Housing and the age-friendly city

Housing is one of the fundamental dimensions of an age-friendly city.

With a growing proportion of time spent at home in older age, issues around housing become all the more important – those relating to housing conditions, design and affordability or more subjective meanings that are attached to a sense of ‘home’.

Moreover, housing has a key role to play in redressing health inequalities in later life, supporting (or hindering) older people’s changing health.

I have been involved in the Age-Friendly Manchester programme for several years and therefore it was a natural choice for me to choose AFM as the focus for my year as Lord Mayor.

I am incredibly proud of the age-friendly approach we have developed in Manchester and I want to play my part in highlighting and celebrating the contribution older residents make to our city.

It is for these reasons I am taking the opportunity to launch the Lord Mayor’s Challenge. I want to challenge people across the city to consider how they could make their community, neighbourhood, project or service more age-friendly.

What can you do day to day that will promote active ageing and enhance the quality of life for our older population? What can you commit to doing over the next year to work with us on the Age-Friendly programme?

I look forward to hearing your ideas and pledges over the coming weeks and months.



Councillor Susan Cooley,
Lord Mayor of Manchester

Foreword

In the coming years Manchester will have challenges and opportunities that come with a growing and ageing population. Providing enough homes to support the growth of the city and its expanding economy is a critical priority for us. Providing aspirational homes for our older households in the future will ensure that we can retain older people's contributions to our economy and make the best use of our housing assets to maintain communities of choice where people choose to live.

Our homes are fundamental to our health and wellbeing. Good housing in good neighbourhoods provides safety, security and warmth, as well as opportunities to socialise and take part in community and group activities. A choice of housing close to amenities, support and good transport links help us to belong to a community and will counteract the damaging effects of loneliness and isolation. Housing that is well designed means older households can remain independent within their own neighbourhoods.

This strategy sets out how we can work in partnership through the housing sector to make our city truly age-friendly.



Councillor Jeff Smith, Executive Member for Housing and Regeneration

Executive summary

This document is for older people and the agencies, friends or family supporting them. It acknowledges the contribution of older people to our economy and in maintaining communities of choice where people want to live.

This is a key strategy for Manchester – the UK's first age-friendly city. It sets out our vision for how the housing sector can contribute to the age-friendliness of our city. It links to how care and health services will be provided for our older population. It also describes how we can build to make the city an attractive place for people to grow older, living as independently as possible for as long as possible.

Our theme is **Different, Better, Yours.**

We focus on:

- Housing design and provision
- Creating age-friendly neighbourhoods
- Increasing social participation
- Maximising and prolonging independence
- Improving advice and guidance provision for older people across housing, care and health.

Each of these has its own workstream and work plan in the strategy, led by senior officers in our partnership organisations. We are committed to innovation, creativity and making best use of technology to increase housing provision and choices for older people. The implementation and detail of our strategy will be taken forward by these workstreams.

We are looking at widening choice and opportunity to access housing that supports continued independence and will encourage innovative approaches to meeting the housing and support needs of older people, such as co-housing or home sharing.

We aim to build on our understanding of age-friendly neighbourhoods to find ways to build service provision and support our naturally occurring retirement communities.

Our housing providers are committed to maximising social participation to avoid the damaging health impacts of loneliness and isolation.

Our plans are to offer older people the advice and guidance they need to make informed decisions, whether they want to remain in their current home or choose to move to a different home as they age, and to negotiate the difficult path of managing health, care, financial and housing needs. We intend the advice and guidance to be available to support those planning for, or already in, retirement, with the aim of avoiding crisis moves and moves into residential care that could have been avoided.

Our approach will be to provide the housing, support and adaptations, advice and guidance and age-friendly neighbourhoods that will preserve independence and allow older people to continue to make their valuable contribution to our communities.

We will have different, better housing that meets your needs, whoever you are.

1. Strategic context

Throughout this document, references are made to 'we' and 'our'. This refers to Manchester City Council and the key providers and commissioners of services to older people, all of which contributed to Manchester becoming the first age-friendly city in the UK.

Our strategy is strongly linked to our Residential Growth Strategy (RGS).

The Residential Growth Strategy sets out how we propose to accelerate housing growth, meet the needs of our growing economy, make the best use of the homes in the city, and deliver attractive and successful neighbourhoods where an increasing number of people will choose to live.

Its six principles are:

- Building more new homes
- Creating pathways to home ownership
- Developing a quality private rented sector
- Bringing empty homes back into use
- Ensuring that the Council's planning framework and policies provide the appropriate support for residential growth

- Developing a strong sense of place and high-quality neighbourhoods.

There are equally strong links to the Living Longer, Living Better initiative, and the complementary Healthier Together Programme.

The Living Longer, Living Better (LLLBB) programme looks at health and care services for people in Manchester, and its purpose is to support people to live longer, healthier lives by having access to high-quality, community-based health and social care services.

The four key programme objectives are:

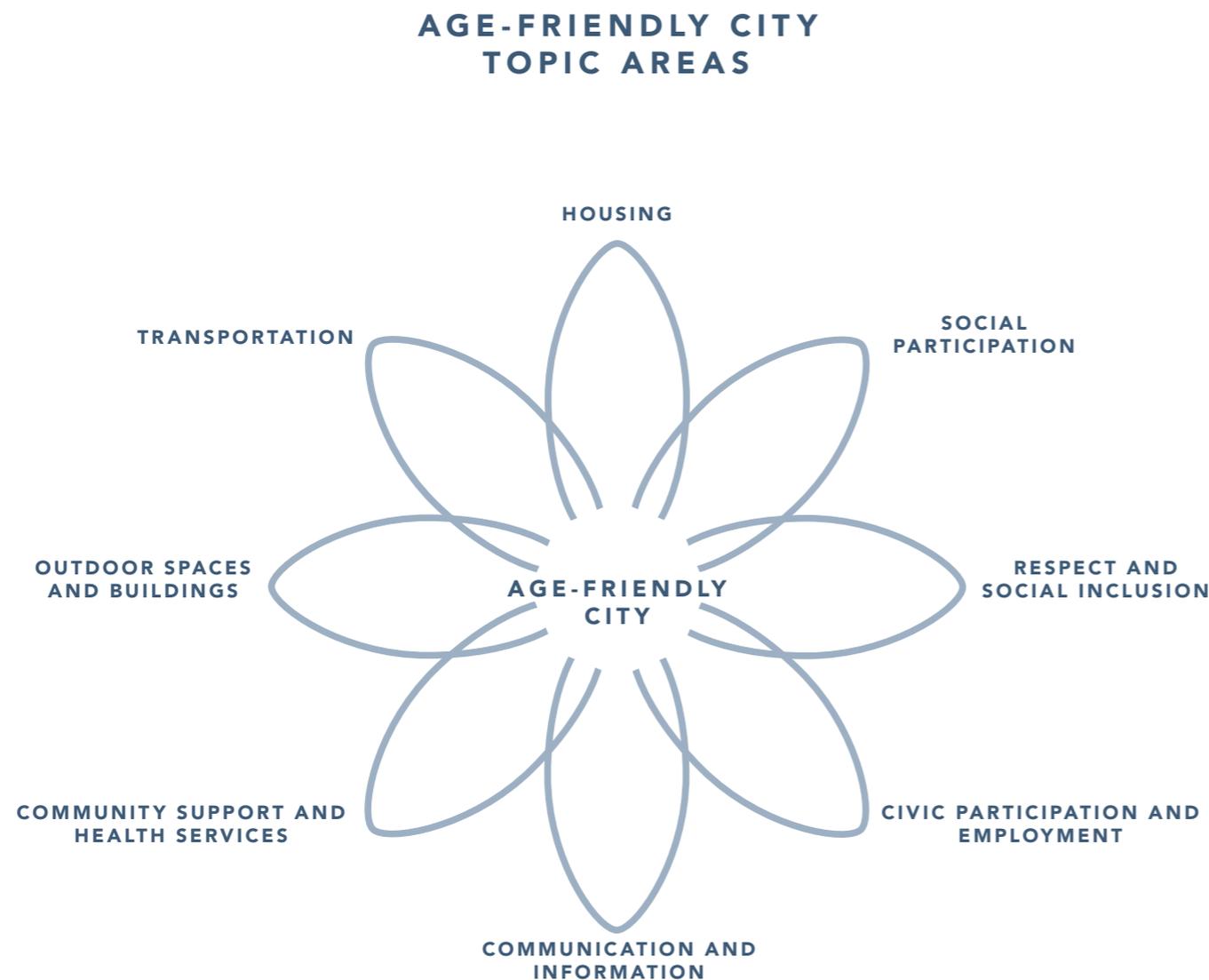
- **Improving health outcomes:** services centred around the individual will improve quality of life and life expectancy
- **Improving service standards:** high-quality, more accessible services will be based in communities, according to local need
- **Financial sustainability:** a safe rebalancing of resources from in-hospital to community-based care

- **Maximising independence:** the volume, range and effectiveness of prevention and early intervention services, in addition to self-care, will enable more people to continue living independently for longer.

The design, accessibility, affordability and location of housing within neighbourhoods all have a huge impact on health and wellbeing. The delivery of housing for an age-friendly Manchester will make a significant contribution to achieving the objectives of the Living Longer, Living Better programme in the city.

Significant work across the city by registered social landlords has already been delivered to improve the range and quality of general and retirement housing. Accordingly, we will highlight what has been achieved already, set out our goals for the future, and determine what needs to happen to deliver this strategy. Innovators who wish to provide different housing solutions for older people will contribute to choices being available to older people.

This strategy is the housing contribution to the Age-Friendly Manchester programme and is one of the eight domains that characterise an age-friendly city.



All our work is underpinned by the Manchester Community Strategy, which aspires to establish Manchester as a world-class city, as competitive as the best international cities:

- That stands out as enterprising, creative and industrious
- With highly skilled and motivated people
- Living in successful neighbourhoods whose prosperity is environmentally sustainable
- Where all our residents are valued and feel secure and can meet their full potential.

Older people make a significant cultural, economic and social contribution to the city. This strategy recognises the importance of providing the right quality and choice of housing for current and future demand, which will help to ensure that our older population can and will want to remain within the city. It is important to recognise that investment in age-friendly housing and neighbourhoods benefits the whole population. Age-friendly communities, with their networks of support, activities and participation, provide better environments for all ages and will help to deliver the Community Strategy.

The right housing in the right places for the right people is critical to delivering the city's objectives, as much for older households as for the younger generations they support and often finance as part of their contribution to the city. The State of the City Report captures our ambitions for 'Place' and 'People'.

Place

We need to continue to create and maintain neighbourhoods that attract, support and retain people. This means places where people choose to live, not only in terms of housing, but because of the quality of public and private services, the local environment, and infrastructure – such as digital, transport and green spaces.

Together with our communities, we need to build neighbourhoods that are vibrant places where people want to live and raise their children. We would like to see residents playing their full part in turning round the most dependent areas. For our part, we must continue to focus on regeneration of our neighbourhoods so that as people achieve their potential, and as their wealth and families grow, they choose to stay in Manchester.

People

As the economy grows, we must make sure that residents can contribute to and benefit from the city's capacity for wealth creation, with every resident having the best possible chance of being independent, happy and fulfilled.

Our response to public spending constraints and a shifting demographic is to build individual and community resilience and to transform how residents access public services, thereby reducing demand for high-cost services while continuing to meet the needs of the most vulnerable.

2. Overview

Our strategy is iterative and will evolve during its lifetime as our access to real-time data increases.

This overview represents our vision for providing high-quality advice about, and choice of, housing for older people in Manchester. In being aspirational about the choice we can offer we aim to set out how housing providers, service providers, voluntary and community sector organisations and healthcare professionals can work in partnership to both stimulate and fulfil the aspirations of older people and improve quality of life, health and wellbeing. Age-friendly neighbourhoods help older people to engage in their community and continue to contribute to the life of the city.

Five supporting workstreams will contain the detail behind the vision and will take forward the implementation of our proposals. It is within the individual workstream areas that many issues will be addressed, such as equalities impacts, ongoing consultation, performance monitoring and evaluation. The workstreams will not be static, and will continue to underpin the strategy. The structure is shown below.

Retirement housing will focus on the availability of a wide choice of housing for older households across all neighbourhoods. We will develop and maintain an understanding of the housing needs and aspirations of older households over the next 20 years. Care and health needs will have an impact on housing choice. Our data will inform strategic regeneration framework (SRF) level strategies for delivery of specialist and non-specialist new homes for rent, ownership and shared ownership. We'll ensure that existing provision remains fit for purpose.

Age-friendly neighbourhoods will support the development of neighbourhoods where older people are comfortable going out to shop, visit, support, work or volunteer. Well-maintained walkways, good transport links, places to sit down, and access to toilet facilities all enable easier access to daily activities for all.

Social participation will diversify the range of social activities available to older people, reduce social isolation, encourage digital inclusion, strengthen networks of social support and increase opportunities for older people to engage in employment, volunteering and leadership.

Enabling independence will outline best practice in housing design, equipment, technology and adaptations to maximise independence and inclusion. We aim to reduce the number of nursing and residential placements.

Advice and guidance will provide guidance on housing, care and support options for people aged 55 or over. This is intended to alleviate any anxiety over future needs, promote continuing independence, and prevent crises necessitating rushed decisions.

Our approach to developing the Living Longer, Living Better Housing for an Age-Friendly Manchester Strategy

**Living Longer, Living Better
Housing for an Age-Friendly Manchester**

VISION

In 2020, Manchester’s older citizens will have improved housing options with a better supply mix and choice of homes. Homes will be of good quality and will be available in the individual’s preferred neighbourhood. With access to good support and advice, older people will be aware of the improved housing offer and be able to take advantage of it (Manchester’s Strategy for Ageing – Housing).

Strategy Statement

Objectives, Demographics, Needs and Aspirations

Strategy Themes/Workshops

Retirement Housing

Age-friendly
Neighbourhoods

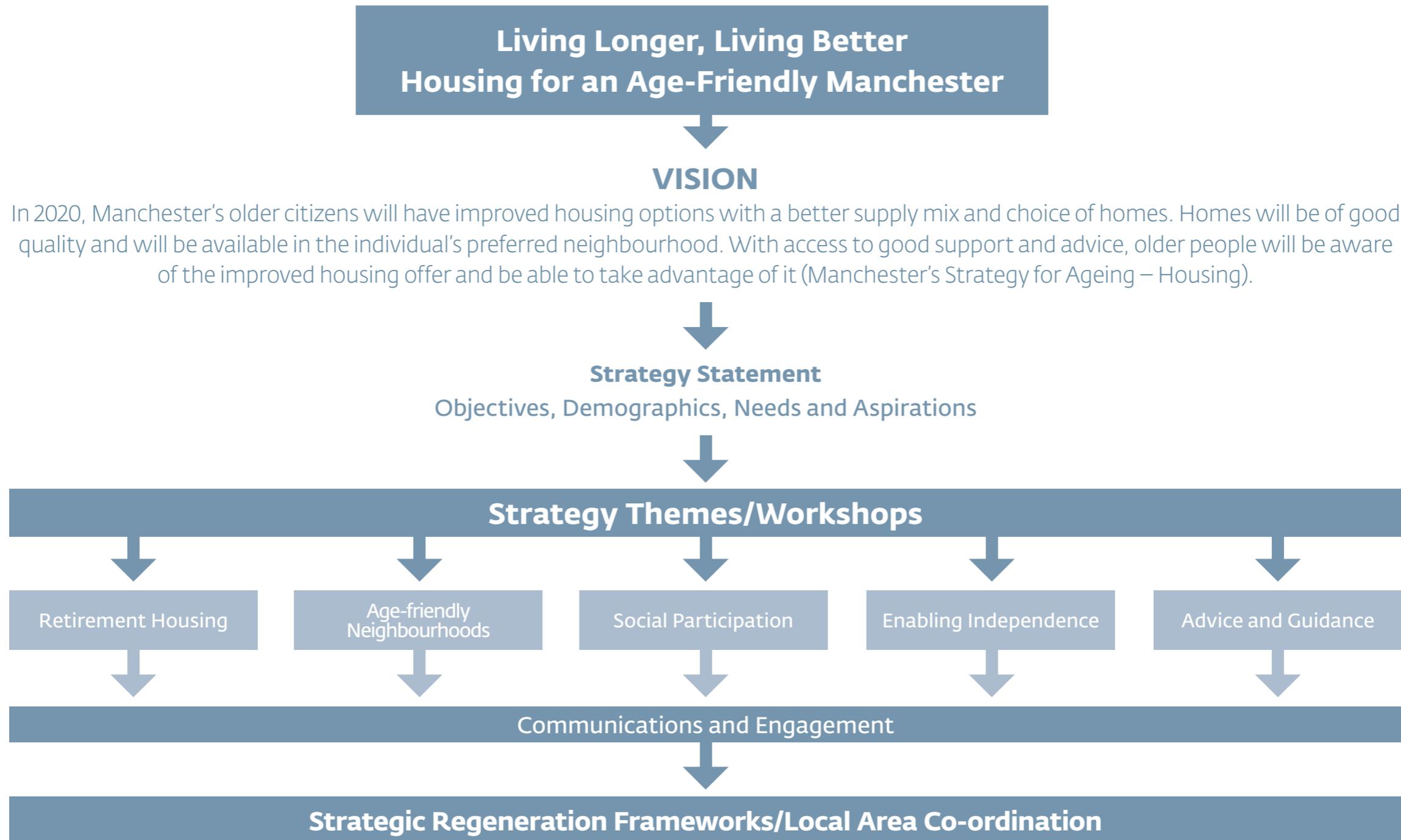
Social Participation

Enabling Independence

Advice and Guidance

Communications and Engagement

Strategic Regeneration Frameworks/Local Area Co-ordination



Manchester has driven a new agenda in response to ageing over the past ten years through the Age-Friendly Manchester (AFM) programme. Manchester became the first UK member of the World Health Organization's global network of age-friendly cities in 2010. Manchester: A Great Place to Grow Older sets out how we can make the city a destination of choice for older people. Our work is driven by innovation and aspiration rather than solely in response to need, and is achieved through strong partnership working. We want to attract older people to live in the city and we want to retain those we already have so we benefit from their contribution and participation.

Manchester sits at the centre of the city region. The fastest-growing households across Greater Manchester are those of single adults and over-65s. Trends indicate a substantial increase in older households as the 'baby boomer' generation reaches pension age. In the city of Manchester we anticipate an additional 10,000 people over 55 by 2020, with 3,000 additional older people with a lifelong illness that limits their activity or ability to live without additional resource or support.

Our biggest challenge is the increase in the number of older people with dementia. Current predictions are for 4,000 people with a diagnosis by 2020, but with many undiagnosed cases this may be an underestimation.

The national political and financial context has changed over recent years. This has provided Manchester with opportunities to accelerate the implementation of new ways of working, enabling us to review and reshape the provision of services and the development of local communities. Resources are now focused on building self-reliance and neighbourhoods where supportive networks are able to flourish. The emphasis has shifted to localised prevention, early intervention and targeted services. We have moved away from the traditional one-size-fits-all offer for older people towards individual budgets, where people choose their preferred ways to buy the care they need.

Housing, though often taken for granted, has a direct impact on health and wellbeing, and is a key contributor to Manchester being an age-friendly city. Housing quality and choice has been improving steadily over recent years through programmes such as the Private Finance Initiatives, Decent Homes and Housing Market Renewal. There is a focus on creating safe, attractive and diverse neighbourhoods of choice.

The significant role of housing and housing services underpinning the work of health and social care in maintaining health and wellbeing has often been underappreciated. Housing, health and care are interdependent. This strategy aims to raise the profile of housing and housing services among older people and professionals and to put in place measures that will enable and support older people to make informed decisions about their future home and community.

Flexible, well-planned, high-quality housing will offer choice about how and where people live – it can tackle fuel poverty, support continued independence and maintain social interaction. The right housing can reduce residential care placements, facilitate earlier hospital discharge or prevent emergency admissions. Intermediate care, 'step up/step down' and rehabilitation services have been successfully located in Extra Care retirement housing, and the communal facilities available in Extra Care retirement housing can be used as health/care hubs for residents and the local community.

Manchester has an active, reasonably affluent subgroup within the overall population of older people and we must provide exciting options for them. Our strategy will be inclusive and offer choice at the wealthier end of the spectrum as well as high-quality affordable housing.

As part of our vision and strategy, we intend to offer older people an MOT or assessment that will help them plan for the future they aspire to. This innovation epitomises our approach for different choices of better housing and service options available alongside personalised advice for older people in an age-friendly city.

3. Consultation

We have consulted widely in the preparation of this strategic statement. Consultation events were held across different neighbourhoods with existing groups. Information about the online consultation was distributed through our extensive Age-Friendly Manchester networks and through all our partners.

Over a hundred people and organisations responded, mainly through personal interviews or by sending in paper responses; 16 responded online. Eighty people involved in the Age-Friendly Forum attended a consultation event at Manchester Town Hall in October 2014, which focused on the strategy.

Response to the draft strategy statement was overwhelmingly positive and many comments have been incorporated into the document.

A summary of the key issues raised during the consultation can be found in section 7.

In future, to ensure our plans are appropriate and deliverable, we will continue to seek the views of older people: the 'older' old; the 'young' old, and the 'about to be' old. Their views will inform the workstream plans, which will be ongoing.

We have well-established structures and groups in the city through which we can access large numbers of older people of all ages. Therefore, our challenge is to seek out those older people who are less visible or harder to engage.

4. Different, Better, Yours

Manchester is very proud to be the UK's first age-friendly city. We know we have some attractive housing options already, but we want to provide something different. The information from the MOTs will help to shape our planning of neighbourhoods and buildings, feed into the Residential Growth Strategy and inform commissioning of community health services within the Living Longer, Living Better programme. Better joint planning and delivery of services with Health Service providers will help us to target those identified as at risk of losing independence.

Our strategy will serve to:

- Confirm the housing commitment and contribution to the age-friendly city
- Develop age-friendly neighbourhoods with thriving support networks
- Develop effective ways to inform older people and their families, carers and advisers about housing, care and support options
- Inform all agencies working with older households of the role of housing in achieving better outcomes

- Promote the housing contribution to the integration of health and social care services through the Living Longer, Living Better programme
- Formalise closer working between the housing sector, care sector and health services
- Stimulate innovation in housing and neighbourhood design and improvement, particularly in relation to dementia and to the housing aspirations of those born after the Second World War up to the mid-1960s – commonly called the 'baby boomers' – to provide a wider range of choice for all ages of older people
- Ensure access routes to retirement and other older persons' housing are clarified and available to all tenures
- Promote affordable warmth as a high priority in Manchester
- Ensure that new initiatives such as the MOT have a focal point in the city to reach as many older people as possible.

Benefits accruing from the implementation of the strategy will be:

- A co-ordinated investment strategy to identify the types and locations for new homes for older households to provide greater choice and meet new aspirations
- Increased stock of high-quality, age-friendly, affordable and energy-efficient housing
- Improved social networks to support people in neighbourhoods
- Increased quality of life and health benefits for older households
- Reduced numbers of hospital admissions, and shorter durations of stay, through flexibility in provision of care and quick response to arising need
- Reduced placements in residential care
- Access to information to help older households across all tenures make critical decisions about their housing and care
- Retention of the resident older population and attracting new older households to the city.

4a. Different

Current stock and retirement housing provision is detailed in the retirement housing workstream. While we have increased the number of Extra Care retirement apartments available, with more planned, we want to stimulate housing innovation in what we already have and what we plan for the future. We want older people, architects, developers, planners, communities and landlords to come up with something different.

Housing

Housing choice for older people in Europe is greater than in the UK. Exemplars include specialist housing schemes, which range from individual home-shares to relatively small co-housing schemes and large continuing care villages or campuses. Naturally occurring retirement communities are places where the majority of residents are older and have aged in place. We want to identify and reshape local services that can support their development.

Our aspiration is to enable older people to have different choices and increase their opportunities to socialise and widen their circle of support. We can enable groups to share large properties of any tenure. We must encourage multigenerational housing – larger or linked properties allowing extended families to live together.

Groups in Manchester are eager to develop co-housing schemes to provide their own solutions for their later years, where mutual support will enable greater independence and increase social interaction; this will provide another valuable option in the range of housing choice.

Home sharing can provide company, non-personal care and support for older people; we are working with a provider who can match older people with compatible sharers. This helps people to stay where they are, make the most of the space in their home, and provide low-cost accommodation for the sharer. In return, the younger person helps with non-personal care, support or maintenance as required.

Older people may need help accessing equity in their homes to improve their current home and their quality of life. To increase choice and access, we will look at low-cost retirement housing, shared ownership properties, and opportunities to 'staircase down'.

Specific examples of excellent practice in Manchester and further reading can be found in the accompanying online library. Manchester could help older people to move into the city to take advantage of our age-friendliness, our choice of housing, service options and cultural offer. Although many wish to stay where they are, we need an offer that will help older people to move to smaller, more suitable accommodation if they want to.

Funding and planning

How can we include retirement housing in future Housing Investment Fund projects? Can we work with developers to enable bungalows to be more cost-effective to build? How can we develop more affordable retirement accommodation in line with the principles outlined by the Housing an Ageing Population Panel for Innovation (HAPPI)? Let's embed 'age-friendly' as a criterion for planning permission and neighbourhood planning. We need to carefully consider how we ensure all neighbourhoods can offer the same high standards of accessibility and amenities, yet keep local character so we still have choice. Most of all, we need to ensure there is less polarisation of neighbourhoods and fewer areas of deprivation.

Delivery of new homes stalled during the recession, and although development is underway again, the pace needs to accelerate to ensure supply can meet demand. The Residential Growth Strategy sets out how we will speed up the delivery of new homes; we must take advantage of this opportunity to embed the age-friendly neighbourhood principles at the planning stage. Affordability is a key issue, in terms of paying for and maintaining a home.

Attracting more investment, from national government funding streams to personal investment in home ownership and all points between, is a fundamental objective of this strategy. Over recent years, the city has attracted over £11.5million in Department of Health funding and over £2million from the Homes and Communities Agency (HCA) as contributions to our Extra Care retirement housing schemes, including one in progress in Wythenshawe. Not only is it incumbent on us to be innovative to attract investment, we must welcome speculative and private investment and turn it into long-term commitment in the city, in order to decrease our reliance on public funding.

We also need to consider how we can work more closely with our Greater Manchester neighbours – particularly those immediately around our perimeter. While cross-authority and joint commissioning of services is commonplace in health and care, we need to be smarter in our commissioning of housing and age-specific retirement housing. While some areas of Manchester may not be able to sustain a large Extra Care retirement housing scheme, jointly commissioning and funding with another authority may allow us to achieve our ambitions.

Neighbourhoods

Age-friendly neighbourhoods are the key to enabling older people to fully engage with local and city life. Neighbourhood design, in terms of seating, lighting, transport, accessible local facilities, green spaces and designing out crime, is pivotal in ensuring older people can remain integrated in their community and can continue to contribute to the local economy. We need to explore how infill sites can be used to benefit older people. We need to stimulate and support the evolution of naturally occurring retirement communities.

How can Manchester Move, our choice-based letting system, make choices clearer and make it easier for people to move with information across home ownership as well as affordable renting? How can we help homeowners if they want to move? Perhaps our biggest challenge is how we can involve and support private landlords to develop and extend their retirement housing, and examine how we can use the Housing Health and Safety Rating Scheme (HHSRS) to benefit older private renters.

We also need to consider where our older people live in the city and what resources they have around them. We know, for example, that the second lowest number of older people in the city live in Hulme. Older people in Hulme have voiced concerns that shops and services are increasingly targeted at students, while their facilities disappear – fewer age-friendly amenities and resources, and a lower quality of life. In working towards age-friendly neighbourhoods across the city, we can redress this imbalance.

The relocation of health resources into the community and co-location with care provision through the Living Longer, Living Better programme will not only enhance neighbourhood facilities, but will help older people stay in their chosen communities for longer.

The role of the Strategic Housing Partnership will be pivotal in stimulating innovation and enabling Manchester to not only provide different options, but to stand out as different and exciting and as a retirement destination of choice.

4b. Better

Better planning. Better design. Better quality.

Our housing, be it new or existing, needs to be fuel-efficient. Environmental and sustainability factors are important but our city still has high levels of fuel poverty. Older people are particularly affected as they spend more time at home and feel the cold more. This has an adverse impact on the health and wellbeing of older people. While warmer homes have significant benefits to health on a number of levels, homes that are cheaper to run will also be more attractive to prospective buyers or renters. Affordable warmth is a high priority for Manchester.

New

We have already worked with planners and developers to influence, and in some cases mandate, housing and neighbourhood design so that they are future proof. We need to go further. We need to consider the impacts of disrepair and fuel poverty and design them out. We need to incorporate more age-friendly elements. Size, it seems, is everything. We need accommodation that is care- and technology-ready; that is, level-access homes with have stairs wide enough for stairlifts and

wheelchairs, rooms wide enough so a carer can work on each side of a bed, bigger and lower windows, and the facilities to have tele-health and tele-care installed at a moment's notice. Not everyone will need everything; some won't need any, but we need homes that can accommodate, with minor modifications, a vast range of physical and sensory needs. Yet we still need these new buildings to be attractive, affordable, cheap to run, easy to maintain, and, most importantly, be a home. Energy-efficiency makes an important contribution to a low-carbon economy, creating environmentally sustainable neighbourhoods.

The HAPPI Innovations Panel list ten recommendations in housing design that develop the Lifetime Homes standards to include communal and public areas. Good design benefits all – for example, appropriate storage that is not too high and not too low enables people to keep treasured belongings but also helps reduce falls. Perhaps the most positive impact of good design is for people with dementia, but what benefits people with dementia also benefits the wider community. Though people will live longer, more are expected to be affected by dementia

(an additional 962 over-80s are forecast to be affected by dementia by 2030), and more will have a limiting long-term illness. Shared entrances on balconies enable neighbours to keep an eye out for each other or have a chat. Natural lighting, for example, not only helps to reduce bills but also assists people with dementia to orientate themselves. Clear signage, better use of colour and texture, and the ease by which telecare can be incorporated can all help people with dementia to live in their own home for longer.

When developing new specialist housing, the HAPPI Innovations panel selected examples where public amenities are incorporated – a health centre, an advice and information centre, a library, swimming pool, market or nursery. When planning our new specialist housing in Manchester, we should aspire to build in community facilities and engagement.

Existing

Another challenge is how we make our existing housing stock more attractive, more age-friendly and more practical to enable older people to age in their own homes. We need a 'wow' factor to attract new and retain existing occupants. We need social and private landlords to come up with a plan to make our housing age-proof. While the Decent Homes programme was effective in improving social rented stock, it didn't touch on how to make that stock more accessible, flexible and responsive to changing needs. How can we work with our range of landlords to enable them to finance work programmes to install ramps, move a bedroom downstairs, or widen doorways? Should all bathroom refurbishments now be wet-rooms, with showers as standard and baths installed only as an adaptation?

Our existing specialist housing is plentiful but largely homogenous. While there has been investment in retirement housing, the design remains fundamentally the same. Our Extra Care retirement schemes have introduced another choice and offer greater opportunities for ageing at home if needs increase.

Quality assurance

Until all our housing meets our standards, how can older people in Manchester identify age-friendly homes? We can use the nine criteria identified in Breaking the Mould, or the recommendations of the HAPPI Innovations panel to develop a checklist of what an age-friendly home will look like and will contain.

Most of all, we want housing choices and neighbourhoods that make an older person say "Manchester is the place for me".

4c. Yours

Information

Put simply, people can't decide what they want if they don't know what the options are. We have innovative and award-winning services of all kinds for older people in Manchester but there isn't a quick, straightforward way of finding out what's on offer. Our proposal for an MOT can only be realised if there is targeted advice and information underpinning the decision-making process.

Many older people are concerned about money and costs associated with maintaining their home and quality of life. We will provide a directory of services, with clear, easy-to-understand costs and charging information. We'll be able to include health, care and support services because of our integrated delivery of health and care. We'll aim to include information on making it easy to move home and the likely costs. We'll add in sections on home improvements, how to request adaptations, releasing some of the equity in your home in a safe way, how to make your home warmer, and how to reduce your bills. We are already working to improve Manchester Move, the online rehousing system, to include more information for older people on existing choices.

Services

The move towards integrated health and social care will have numerous benefits, including efficiencies at commissioning level, a highly personalised service for specific individuals, and improved localised facilities for all. Manchester's blueprint for integrated health and care, Living Longer, Living Better, will focus on the 20 per cent of the population (100,000 people) who have the greatest risk of attending and being admitted to hospital due to ill health and who would benefit from a co-ordinated community response to enable them to live longer and live better. Across the health and social care economy of the city, services, workforce and key enablers will be reshaped around a new shared model of health and care focused on improving whole-person outcomes for some of the most vulnerable citizens in Manchester.

In co-locating health and care services in 'hubs', the whole population will benefit from earlier intervention and a focus on wellbeing and reablement, rather than reactive treatment and dependency. Do we, however, need to consider the buildings we locate the 'hubs' in? Do they need to be 'health' or 'care' buildings? Can we utilise community places we know older people regularly visit?

Social housing, support and care providers are committed to adding value to their offer and many now provide additional services aimed at improving the quality of life of their customers. We can take this further by requiring providers of specialist housing to develop community engagement strategies for their schemes. We need private landlords to think in these terms too, and in this strategy we'll outline how we'll encourage and support them to do so. We need to reach more private tenants and owner-occupiers through our services, to ensure that those who have elected to age at home do not become excluded and isolated.

We need to look at what services communities can provide. Good neighbour services and mutual support in naturally occurring retirement communities are just the beginning. How can we harness the contribution older people make (childcare, volunteering and paid employment, as well as being consumers) to further enhance their community?

As part of Age-Friendly Manchester, and our ambition to build a resilient, self-reliant population, one of our main priorities is to facilitate ways for older people to access universal services and community facilities. Other commissioning priorities include early intervention and prevention services, and through integrated health and care commissioning we are looking at developing focal points in each neighbourhood where multi-agency care can be delivered. Customers will be able to receive all aspects of their care, including access to specialists. The hubs would be 'owned' by the community and provide tailored health and care appropriate for that community.

Our commissioning intentions are to:

- Develop services that enable older people to live independently in their own homes and in turn reduce the number of registered care home placements
- Work with partners to increase the citywide provision of Extra Care retirement housing and other appropriate accommodation of various tenures for older people
- Work with housing providers to broaden the range of support and activities offered to their tenants and people in the surrounding communities
- Ensure that all services commissioned for older people are able to provide for people with low and moderate levels of dementia, and explore the need for additional specialist dementia services
- Develop universal and targeted externally provided day-support services for older people, taking account of complex needs
- Design a network of low-level services for people with dementia and their carer and link them into the memory services available
- Develop and publicise services proven to promote mental health and wellbeing among older people
- Put in place sustainable and effective home care services across Manchester that provide choice for all eligible residents, and ensure reliability and consistency in the quality of care. The service offer must therefore be personalised, flexible and delivered by a well-trained workforce to meet the needs of citizens.

There is a need to design services that are more attractive to older males. The evidence is that older men are not currently accessing services, particularly preventive and mental wellbeing services. For instance, only 23 per cent of Manchester residents accessing the current mental wellbeing grants programme are male.

We also have specific housing-related services such as those provided by home improvement agencies, and support to increase levels of independence. Through the Council's Home Improvement and Relocation Assistance policy we can offer two interest-free loans to assist homeowners with essential property renovations and energy-efficiency, but these loans aren't limited to older people. Should there be specific products for over-65s? Should we have a full-blown relocation service to make moving stress-free?

5. Advice and guidance

We are frequently told by older people, and by families and agencies supporting them, that there is no single 'go-to' place or site in Manchester for information about housing, care and support in retirement. The decisions to be made are critical and potentially life-changing: to stay or move; to buy or rent; to live with other older people or remain with family and friends. What practical help is available; what have others done; what should I do? People considering Manchester as a retirement destination could be discouraged by the difficulty in finding what is available.

The Care Act 2014 has also highlighted the importance of high-quality advice and information about the availability and cost of care provision, other support services and alternatives to care. Local authorities have new duties to make this information accessible to support decision-making. The Act also sets a national minimum eligibility threshold for care across local authorities and sets a cap of £72,000 as the maximum contribution for those paying for their own care. This goes a considerable way to simplify and clarify a previously unknown element for older people considering future expenditure in their retirement.

We also know that the majority of people only seek information about care when they or a family member is at crisis point or has experienced a life-changing event, such as a stroke or fall. Time to consider a range of detailed information about care options is a luxury many do not experience. Decisions often have to be made quickly and many report that had more information been available at that time, their decision may have been different.

In the light of this, our plan is to offer an MOT to Manchester residents approaching retirement. Our aspiration is that people will seek these MOTs around the age of 50–55. For an increasing number of people, this is around, or just past, the mid-point of their lives; there's still a lot of living to be done! This is the ideal time for people to begin to think about their future in terms of pensions, health and lifestyle.

In offering an MOT we will draw these together with their current and anticipated housing needs and aspirations and enable each participant to:

- Construct a personalised pathway for their retirement, taking into account potential changes in health
- Consider their options with up-to-date advice, information and support
- Plan a future that enables them to take advantage of our vibrant, stimulating and age-friendly city
- Make timely choices that will uphold their dignity and retain control.

The data gathered and outcomes of the MOTs will be used to inform future building programmes and service commissioning, and will enable the housing strategy for an age-friendly Manchester to be a truly iterative document.

In introducing an MOT, Manchester aims to provide a well-considered pathway for the future, enabling residents to live an active and fulfilled life. Generally, we plan for significant life events well in advance – years in some cases. Getting married, starting a family, and buying our first house require lots of thinking and planning beforehand. That degree of planning doesn't always pre-empt retirement, yet it can provide a huge amount of reassurance. We want to encourage and support people to plan their retirement and, in particular, consider their housing position. Population forecasts are that by 2030 there will be an estimated 4,400 more people aged over 80 in Manchester than at present. Health, finance and housing are the three biggest influences on a person's life, and in helping people focus on these and having a plan for their future, Manchester residents can improve their quality of life.

We don't see the MOT as a static document though, and it won't just be a piece of paper (or an online form). Our MOT will be dynamic; it will change as personal circumstances change, but most importantly, there will be a wealth of information and an advice service behind it, supporting, guiding, helping, organising, answering questions and busting myths. We want the MOT to produce a personalised plan that will be bursting with advice on what care might be available and where there's already a thriving community of older people. We can tell you that! If someone wants to try something different, we can help with that too!

We want the MOT to assist our existing residents, but we also want it to be available for any retiree around the country who is looking for a change and might be considering the benefits of living in a city, especially an age-friendly city. Those people who think Manchester isn't for them in their old age – think again! We'll invest in an online tool and have information on all aspects of moving and creating a new life in Manchester. Anyone will be able to clearly see everything we have to offer.

The MOT will consider:

Current

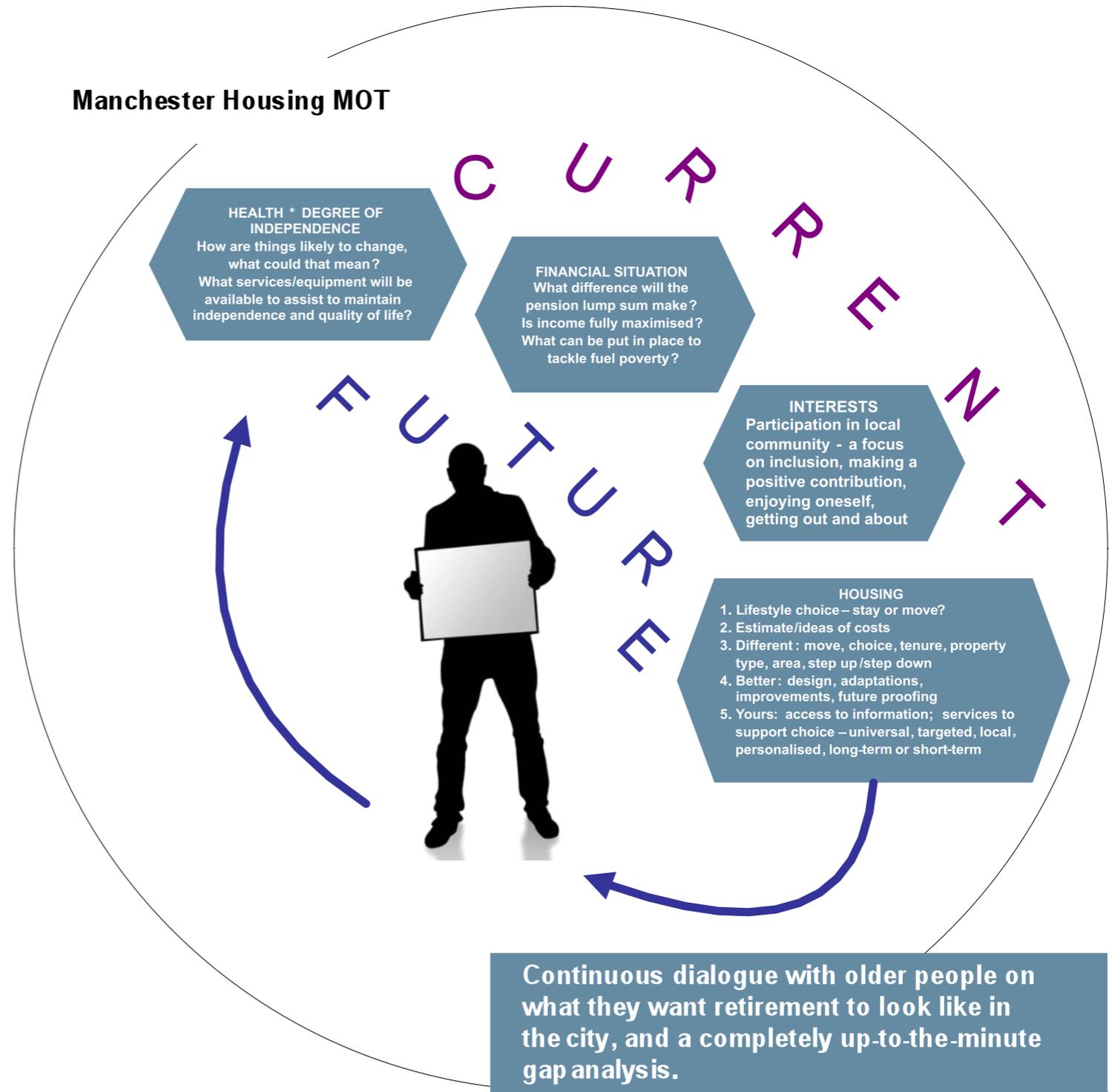
- Health
- Financial situation – income, any fuel poverty or debt?
- Interests, participation in local community, location of family and friends
- Housing.

Future aspirations/expectations

- Health and independence – how are things likely to change, and what could that mean? What services/equipment will be available to assist to maintain the quality of life?
- Financial situation – what difference will the pension lump sum make? Is income fully maximised? What can be put in place to tackle fuel poverty?
- Interests, participation in local community – a focus on inclusion, making a positive contribution, enjoying oneself, getting out and about.

Responses to the points opposite will then begin to shape decisions about future housing:

1. Lifestyle choice – to stay or move?
2. Estimate/ideas of costs
3. Different: move, choice, tenure, property type, area, step up/step down
4. Better: design, adaptations, improvements, future-proofing
5. Yours: access to information, services to support choice – universal, targeted, local, personalised, long-term or short-term



Our aim for each individual will be to satisfy each of the nine requirements identified by older people in the National Housing Federation research, published in *Breaking the Mould*.

We will be able to offer housing that:

- Is accessible – in Manchester this will mean financially and physically accessible
- Is spacious and attractive
- Is safe and secure
- Is in an age-friendly environment
- Offers freedom, choice and flexibility
- Has help at hand
- Provides flexible, personalised support
- Lets older people socialise and feel included
- Allows older people to make decisions. For Manchester, we're adding a tenth requirement of homes that are energy-efficient, to reduce the number of older people in fuel poverty.

It's not a one-way street though – the conversations about health, financial circumstances, social interests and support, and

the completed MOTs and housing pathways will give us a wealth of information about what our older people want – and we can shape our building and improvement programmes to respond to and deliver this. The benefits for us are that from the MOTs' we will have continual dialogue with older people on what they want retirement to look like in the city, and a completely up-to-the-minute gap analysis.

Our aspirations for Different and Better directly connect with the six key action areas identified in the Residential Growth Strategy:

- **Building more new homes** – With a growing population we need to provide high quality homes for sale and rent to meet future demand.
- **Creating pathways to home ownership** – We aim to deliver more homes with mortgage products people can afford to buy, enabling them to play a bigger role in the city's economy.

- **Developing a quality private rented sector (PRS)** – Good-quality, well-managed accommodation to rent makes an important contribution to the city's housing and accounts for over half of all economically active households in the city centre and fringe.
- **Bringing empty homes back into use** – While housing is in short supply, we cannot allow homes to stay empty.
- **Ensuring that the Council's planning framework and policies provide the appropriate support for residential growth.**
- **Developing a strong sense of place and high-quality neighbourhoods** – Sustainable neighbourhoods require much more than new housing development. Our objective is to ensure the right mix of facilities and good management that creates more high-quality neighbourhoods of choice.

6. Moving forward

Key activities will be implemented through our workstreams, but key to delivery will be:

- Involvement of the Strategic Housing Partnership in Living Longer, Living Better to maximise the input of housing to improve health outcomes for older people in the city
- Better communication with health colleagues and sharing of commissioning intentions will enable us to target MOTs towards older people identified as at risk
- Consultation will continue during development of the five workstreams, the Age-Friendly Manchester Forum and other interested groups such as Manchester Co-Housing

- Improvements to the information available for older people and their families, friends and advocates online. This includes the Manchester Move choice-based lettings site

The online library also contains documents related to all five workstreams, as well as action plans, a glossary of terms and a needs analysis.

7. Summary of issues raised during consultation

Respondents were keen to stress the importance of equality issues, which will be addressed as part of the individual workstreams.

Transport and safe walkways and roads were high on older people's agendas in thinking about age-friendly neighbourhoods. While there was praise for improvements to Manchester's transport systems, those with mobility issues have difficulty travelling short distances to take advantage of community facilities and activities.

Security within the home, bigger units so that the family could stay, community inclusion, proximity to amenities, and energy-efficiency were of high importance.

The things people wanted to see in an MOT were clear choices, financial and pensions advice, and information about affordable heating, health and care options. Web-based information and call centres were unpopular with many, who said the web information was confusing and getting the right information via the telephone was difficult.

There was great interest in the MOT process, which was still in development at the time of the consultation, with many questions about what it would consist of, and when and where it would be available. The process will be implemented through the advice and guidance workstream.

Pre-retirement courses and sessions at community centres and libraries were suggested as points where information could be made available. Despite concerns that the purpose of an MOT is to encourage people to move, the aim is primarily to ensure older people can make an informed choice, with information about the accommodation and services available to maintain independence for as long as possible.

Some expressed frustration that the strategy was difficult to understand. The statement has been amended to remove jargon and clarify our aims.

The consultation results have been published on the Manchester Strategic Housing Partnership website and events have been held to discuss findings with the Age-Friendly Manchester Forum and other contributors.

Groups presenting alternative solutions to older people's housing needs, such as co-housing and home sharing, are keen to be involved in developing the strategy and will be encouraged to do so.

Consultation will continue via the different workstreams and with interested groups.