Strategy for Housing in an Ageing Population
Your Home Your Choice

www.doncaster.gov.uk
Why A Strategy For Housing in an Ageing Population

Doncaster’s Housing Strategy 2008-2011 identified a specific priority for the development of a strategy to meet the needs of older people in Doncaster in the light of changing demographics; modern aspirations of a new generation of older people; and a legacy of low investment in the past.

This has led to the development of a Strategy for Housing in an Ageing Population (HAP) which forms a theme in “Better Homes Better Places” (Doncaster’s Housing Strategy, covering the period 2011-2014.) The theme is ‘More Housing Choices for Older People’ This HAP strategy provides a 3 year medium term action plan to respond to the challenges but goes up to 2025 to incorporate long term trends. The delivery plan will be revised in 2014.

The population is ageing and this means more people with dementia; a learning disability, sensory impairment; long-term conditions; and a larger proportion of older carers. This will mean increased demand for care and support and Doncaster, along with every other council will have a diminishing supply of public finance to deliver this. The main challenge therefore is a requirement to do more for less.

Where this document refers to ‘older’ and ‘getting older’ people this includes the different generations from age 50 onwards, not because this determines old age but because it’s at about this age that people start to think about their future and about retirement so that in planning terms this is the age at which we need to start. At the 2001 Census Doncaster had 34.3% of people over the age of 50.

Our approach needs to respect and respond to the diverse aspirations and needs of the different generations of older people and not a ‘one size fits all’ approach. There are a number of assumptions about older people but there is no single point at which someone becomes old. Some people live independently in the community into their 80’s and beyond, whereas some younger older people need assistance relatively early in life. Just as we would not categorise all 18-35’s in the same way neither can we categorise those getting older. Lifestyles, incomes and circumstances all vary as people age, each of us has a unique set of social and economic circumstances which makes this group as complex as any other. The physical design of a place helps older people to be more active in older age but getting the building right is only part of the solution.

Many older people live on limited income but many others have significant housing equity and healthy incomes, or are in employment. Older people are as much a part of the economy and the community as any other group.
'Housing' is traditionally not seen fully in terms of its impact on health and well-being and its critical role in prevention of premature health deterioration in older people. This strategy is a co-ordinated approach between Health, Adult Services, and Housing Services as part of an overall agenda for preventing older people from early deterioration of health and well-being. The approach will bring rewards both in terms of improved quality of life for older people and cost efficiencies to both health and care services. For example, the annual cost of residential care is about £6,000 a year compared with costs of between £2,000 and £20,000 for adaptations to the home that would help an older person to choose to remain in their own home.

Accommodation can impact for example on falls prevention; seasonal affected deaths; and mental health. There are obvious links between housing, care, and health for example: aids and adaptations such as stair lifts and walking frames; technology through telecare and telehealth that helps people to remain independent; and whether people can access their accommodation and their neighbourhood.

The Coalition Government sees partnership working as a national priority and we are therefore well placed to respond appropriately.
This document sets out the following:

Why having a choice about where you live, the accommodation you live in and the type of life you choose to live is important ........................................ 5

The Vision for Housing in an Ageing population ...................... 6

Where we are now
Context ................................................................. 7
Generalist accommodation ............................................ 9
Specialist accommodation ............................................ 10

Future Choice
• Accommodation of the right type, of the right quality; in the right location .................................................. 11
• Access to suitable care and support so that our older generation can live the life they choose to live. .......... 16

Underpinning Choice
• A comprehensive information network .......................... 16
• Greater involvement in decision making ........................ 16
• Excellence in the planning and delivery of services ........ 16

Table on meeting the Independence, Choice; and Control agenda’s .................................................. 17
Delivery Plan .............................................................. 18
Bibliography ............................................................... 20
Why Housing Choice Is Important For Older People

The housing choice agenda means providing the infrastructure that enables all older people to live the lives they choose to live. Choice means being able to choose whether to stay in existing home with current lifestyle or move to more appropriate accommodation which offers a desired alternative. It means enabling older people to live fulfilling and independent lives and is part of ensuring equality whereby no one is limited by age or impairment and establishes a principle that older people are valued.

The current pattern of housing and care services is out of step with modern aspirations, current sheltered accommodation is severely outdated and not attractive to older people, and current services are not balanced between supply and demand. Accommodation and support costs are often linked and this is not necessarily what all older people want. In general older people want to remain in their own home with familiar surroundings, rather than face the upheaval of moving. Doncaster council has a role in enabling the development of this market but increasingly will not be seen as the provider of first resort.

Choice in accommodation is central to the prevention agenda and is proven to be cost effective. It is also a preventative health issue because having a fulfilling older life promotes good physical and mental health. Without this approach older people are more likely to become increasingly dependent on care and health services which will become more challenging to deliver financially and will represent a decreased quality of life and increased dependency.

Residential care will become increasingly restricted to older people with the most complex care needs and currently there is insufficient extra care provision to provide a more acceptable alternative for many older people.
The Vision For Housing in an Ageing Population

The vision was developed jointly with partners and older people themselves. The start point for the development of the vision was to ask what provision and services are required from the older person’s perspective; how this can be addressed; and how do we demonstrate our value for older people for their past and continuing contribution to society.

“To ensure all older people have accommodation choices of the right type, the right quality, in the right location, with access to suitable care and support so that our older generation can live the life they choose to live.”.

The vision represents a shift away from the perception that housing for an older generation is a niche part of social care, rather the strategy needs to provide the infrastructure that allows all older people to retain maximum independence and choice that enables them to live the life they want to live; which prevents premature deterioration and puts older people in control of how they want to live their lives.

The strategy is therefore about independence, prevention, choice; and control.

A single focus on the care needs of the most vulnerable older people is no longer enough when developing a strategy for an ageing population. It will not address the needs of the majority of older people nor will it help most older people to retain their independence in their home. Policy needs to ensure that an independent life remains the ambition for as many people as possible for as long as possible.

The vision represents ‘your home’ rather than ‘your accommodation’ because your home provides the secure foundation from which you can live the life you want. It is not just bricks and mortar.

The Vision is part of Doncaster’s Borough Strategy because it ensures that older people are included as members of ‘Strong, Connected and Inclusive Communities’.
Where We Are Now

CONTEXT

Partnership: This strategy has been developed with key partners in recognition that ‘the home’ is a fundamental concept of a way of life rather than an accommodation issue. Partners include, Adult Services, NHS Doncaster, DMBC Planning, Doncaster Age UK, Doncaster CVS, Doncaster 50+ group and DMBC Neighbourhood teams. The partnership approach has led to recognition that older people are an important part of the market and this is now reflected in the Local Development Framework Core Strategy.

Housing Needs Assessment: A comprehensive assessment of the housing needs of older people to support the development of this Strategy was completed in March 2010. Research also took account of “Lifetime Homes Lifetime Neighbourhoods - The National Housing Strategy for Older People” which puts older people as a key player in the housing market for the first time; “Putting People First - a Concordat to promote independence well-being and dignity of older people”; - and Doncaster’s White Paper on Older People “In All Our Interests” (this is currently under revision).

Future Needs Assessment: The above research included people over 50 so that the needs and aspirations of the next generations of older people could be understood and built into the planning for the future.

Outdated Models - Limited Choice: The current pattern of housing and care needs to change or the care budget will be massively increased and unaffordable. The existing range of options is so limited that it does not meet the needs of today’s older people and the key to the future is to recognise this and to focus more on planning in older people’s housing. Overall Doncaster has fewer owner occupiers in pensioner households than the national average.

Demographic Change: By 2025 the numbers of older people in the general population and in Doncaster will have increased significantly. There will be more people with dementia (in the absence of a radical medical breakthrough), growing numbers of people with a learning disability, sensory impairment, a larger proportion of older carers. There will be a growing number of older people living alone and people with long-term limiting illness. There are a lower proportion of people of non-white origin of retirement age in Doncaster but policy development needs to ensure that cultural preferences are respected and accounted for. Other health-related issues such as increased occurrence of accidents or falling are also linked to ageing.

It is predicted that there will be an increase in care from spouses and a decrease from children in the future. The following is a section copied from the Needs Assessment report completed in 2010.

<table>
<thead>
<tr>
<th>% Total Population Aged 50+ (Mid-2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Group</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>Total 50+</td>
</tr>
<tr>
<td>Total 65+</td>
</tr>
<tr>
<td>Total 85+</td>
</tr>
</tbody>
</table>

(ONS Mid-2007 Ward-Level Population Estimates)
Population Projections:
Projected ward-level population data is not available, so the following Table instead offers population projections to the year 2025 for the Doncaster local authority area. Looking at the data below, all of the 65+ age groups are projected to increase substantially, particularly those aged 85 and over who are projected to rise by 82.5% over the period.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Year of Projection</th>
<th>% Change 2008-2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>70-74</td>
<td>2008: 12,300</td>
<td>2010: 12,500</td>
</tr>
<tr>
<td>75-79</td>
<td>2008: 10,200</td>
<td>2010: 10,200</td>
</tr>
<tr>
<td>85+</td>
<td>2008: 5,700</td>
<td>2010: 6,200</td>
</tr>
<tr>
<td>Total 85+</td>
<td>2008: 5,700</td>
<td>2010: 6,200</td>
</tr>
</tbody>
</table>

More for Less: Doncaster must effectively do more, for more people with less money because in addition to the demographic challenges, the public sector, both nationally and locally is required to work with less funding than was previously available to us.

Modern Aspirations: Aspirations about lifestyle, largely driven by higher levels of home ownership (and so equity and capital wealth) have changed at a rapid pace and will continue to do so. However, the growth of inequality in old age is the striking trend over the last 25 years and there are noticeable differences in wealth and deprivation across communities and within neighbourhoods which mean that a local approach to housing and services is needed to reflect these variations within the borough. A growing proportion of older people are financially secure, in reasonable health and mobile, while a minority remains poor, relying on the state pension and/or means tested benefits as their sole income source.
In addition the average 3 bedroom home spends £1,078 per year on gas and electricity. This would place the majority of pensioners in fuel poverty. Fuel prices are expected to continue rising at least 10% per year. It is evident there is a growing need for more renewable energy and alternative heating technology. In 2008-09, 74% of all enquiries to DMBC’s Energy Efficiency Team were from people aged 50+. We want to avoid older people facing a choice between ‘eat’ and ‘heat’.

The Drive to Remain Independent: Even if older people have health and care needs they want to retain their independence to retain their dignity. It is now accepted that even very frail older people with the right accommodation and support can continue to live independent lives within their own home. It is anticipated that the demand for residential care for older people other than for the most frail will continue to decline so reflecting the wishes of older people themselves. When asked in a survey where they would prefer to move few people would choose sheltered housing or residential care. New technologies and minor adaptations help people to retain this independence. Many older people will not require or want any help whilst the number of people who will need specialist help will increase because there will be more older people.

Coalition Government Agenda: The current Government’s reform of Housing Benefit will reduce the amount of benefit from 2013 on working age residents (includes people in the age group 50-59) who are deemed to be under-occupying their property and the impact will need to be carefully managed.

The impacts of the Housing Revenue Account reforms have yet to be fully understood but the real impact will need to be assessed and accounted for.

Supply and Demand Imbalance: Current supply of housing and services for an older generation is not balanced between supply and demand and the council has a role in managing the development of the market but increasingly will not be seen as the provider of first resort.

The report looks next at the current position for general needs and specialist accommodation.

Where Are We Now? General Needs Accommodation

- The majority of Doncaster’s population of older people live in their own home, approximately 93%. This includes owner occupiers and tenants and also includes people living in non-specialist sheltered accommodation.

- The majority of these people fall below Social Services Fair Access to Care Services (FACS) criteria which means that they are not eligible for a care package. The minority would be eligible for low level support such as minor adaptations or advice and information.

- Most people want to stay in their current home and want to be supported to stay there and some need help to maintain their property.

- A significant proportion of people feel they are under occupying their property.
There is a lack of information across a range of housing related topics: a lack of awareness of the different housing options that exist for older people; an anxiety about residential and nursing care and paying for care in later life.

There are few opportunities to choose from a range of housing options that include out-right purchase and shared ownership.

Some older people report that they find it difficult to use the current Choice Based Lettings System which is an on-line system for bidding for Council owned accommodation that becomes available.

Age designated properties let to a younger population can cause difficulties for older people.

About 40% of people on the housing waiting list are waiting for bungalows.

74% of enquiries for advice and assistance from the Council’s Energy Efficiency Team were from people aged over 50.

Where Are We Now? Specialist Accommodation

Specialist housing includes:

**Sheltered accommodation:** either in specially built blocks or age designated bungalows.

**Extra Care Housing:** Accommodation generally in one building, with basic ‘hotel type’ facilities which is one or two bedrooms, usually newly built and specialist in its construction, adapted with major adaptations such as level access showers, accessible kitchens, hoisting facilities and including basic telecare. The accommodation can be rented or owned. Extra Care housing will be close to services, or with good access to these.

**Care homes:** Residential and nursing care homes are slightly different to the other types of accommodation detailed above. In all the above models, older people have their own tenancy which is not directly linked to the care provision. In a care home, accommodation and care provision are provided together and cannot be separated. If the level of care that is required changes, whether to increase or decrease, there may be a necessity for a person to move.

Overall in Doncaster there is:

- A good supply of general care home and care home with nursing for older people across the borough given the planned shift away from long-term care home care
- A good supply of Dementia nursing home places and of Dementia care home places but no examples of housing based options for people with dementia
- An oversupply of lower quality sheltered housing for rent and an under supply of sheltered housing for sale
- A shortfall in extra care housing across all tenures to meet projected need
- An under supply of floating support services across all tenures
- The cultural needs of our minority ethnic population will need to be built in as a mainstreamed element of all provision
- The specific needs of the older Gypsy and Traveller population will need separate and distinct investigation
- A significant number of council owned properties (6476) have been adapted for use by people with a disability
Future Choice

The local and national research that has been undertaken has highlighted the challenges and opportunities relating to the concept of ‘home’ which has shown that people want choice about:

1. Accommodation of the right type, the right quality and in the right location. This means a home that meets needs and is flexible enough to respond to changing need. It also means supporting older people to decide whether to move or to stay put.

2. Access to suitable care and support so that our older generation can live the life they choose to live. This means enabling independence for a fulfilling life, for example about types of care and support services.

These choices will need to be underpinned by:
- A comprehensive information network with expertise which helps to understand their options and to support them in making the choices they want to make.
- Greater involvement in decision making processes so that older people themselves are able to play a full part in the development and delivery of services.
- Excellence in the planning and delivery of services.

Accommodation of the Right Type, of the Right Quality; in the Right Location

There is an expectation that housing policy for an ageing population will move away from traditional institutional type settings towards addressing the barriers that prevent older people from living active lives. This means linking housing policy much more closely with strategies that put older people as active neighbourhood members with independence and choice.

We want to make sure that for older people we can improve and sustain quality of life by ensuring they have:

The right accommodation, in the right place with access to the physical and social neighbourhood environment. This promotes independence and provides access to the support and care required.

We believe that neglecting any one of these aspects will diminish the potential for older people to live the lives they want to live and we have developed a set of holistic standards to reflect the above which is demonstrated by the diagram opposite.
Choosing whether to stay put or to move

Across the country very few houses have been built specifically to meet the aspirations of an ageing population. We know that older and those becoming older people tend to make the best they can, to manage and make do and adapt where they can. Many older people prefer to stay put in their current accommodation in a familiar environment often with well established social contacts and support networks. This is sustained where appropriate through the provision of some targeted support services.

Location has always been, and will remain the critical factor in older people making a housing choice that suits them. These are ‘pull’ factors for people in early retirement where rural areas are becoming increasingly attractive. For people in later retirement, ‘push’ factors come into play and most people wish to move to a location - usually city, town or large village – where services and facilities are close to hand.

An increasing number of older people are looking to move to somewhere where both the building and services will be able to support them if they become frailer without them having to make a further move.

Older people are increasingly looking for a service model (alongside housing) that is flexible and allows them to pay a small fixed service charge and then to have a service model with different options that allows them to purchase services as they need them.

Our intention is to:

- Translate ‘The Standards’ into a Supplementary Planning Document so that over time awareness will be raised about how to develop age friendly accommodation and environments. Initially for Extra Care and Sheltered accommodation but the Standards will influence the development of other accommodation for older people.
- Increase the range of tenures in Council commissioned accommodation.
- Increase the range of accommodation so that older people in houses with a low sale value still have an option to move.
- Work in partnership with local Estate Agents to develop a ”Lifetime Assessed” scheme to better identify accommodation according to it’s suitability for an older generation with reference to key elements of the Standards.
- Ensure the Home Improvement Agency has a clear older people’s perspective built in to the delivery of grants, and improvements support people to stay in their own home.
- Review under-occupation and the support available where people have identified that this is what they want whilst ensuring that older people are not made to feel that they should ‘move over’ for a younger generation. This requires an assessment of the barriers and incentives that help older people to make the choice that is right for them.
- Support for older people who want to stay in their own home though Supporting People.
- Continue to work collaboratively with Planners so that private sector provision is built into the overall scheme of choice with the Standards as guidance.
- Affordability is a critical factor which often dictates the choices that people have. We want to make sure that there is a range of affordable accommodation which includes the energy efficiency and green efficiency agenda’s.
Specialist housing

- Develop 403 additional units to Extra Care standard and incorporate ‘the Standards’ (Kirk Sandal is additional at 40 Units to be completed 2012. Includes new sheltered provision to new Extra Care type standard).
- Develop an exemplar Extra Care scheme at Edlington that incorporates the Standards.
- Support the continued reduction in residential care schemes.
- Review more specialist housing provision for people with a dementia. This is an area both nationally and locally which is very under-researched though housing will be central to the delivery of a dementia strategy.
- Work in partnership with St. Leger Homes to undertake a review of age designated properties.
- Implement the Standards in all new developments and refurbishments for Extra Care; Sheltered Schemes and consider these in future planning applications.
- With reference to the Council’s Land and Asset Review and the Sheltered Housing Review we will look holistically at where specialist and Sheltered accommodation should be rather than where it currently is. With this in mind there are a number of principles that the Council will work toward in delivering future provision for Sheltered and Extra Care accommodation.
- Ensuring that new provision promotes independence and is not merely a replacement for residential care.
- All new Extra Care and Sheltered accommodation will be built to the same future proof standards so that they are flexible enough for future use.
- We will work with Adult Services; St.Leger Homes of Doncaster and other appropriate Directorates to explore new ways of financing developments to reduce capital costs and grant funding for example land swap and coss-subsidy. This approach will ensure that current land is used for best purpose and for the most suitable group of residents.
- We will work with St.Leger Homes of Doncaster to co-ordinate the development of new Sheltered and Extra Care schemes with reference to the Sheltered Housing Review priorities and timetable.

Doncaster has two existing Extra Care schemes: Charles Court in Armthorpe; and Harrogate Court in Denaby. A new development at Rokeby Gardens in Kirk Sandal will be ready for occupation in 2011. In addition, work is currently being undertaken for the development of the Thompson and Dixon site at Edlington where there are proposals to incorporate Extra Care facilities within a larger new development. It is anticipated that the build could start in 2012. All future developments are however subject to funding.
We will take a phased approach to new developments which will:

- Be in line with the council's new Standards for Housing in an Ageing Population.
- Have evidence of need which balances the number of older people in the area; people in receipt of pension credits; and people with a Long Term Limiting Illness.
- Be in line with the priorities in the phased timetable of the council’s Sheltered Housing Review 2010.
- Take account of other care provision in the area.
- Balance provision across the borough.

The first phase is covered by the timeline of the council’s current Housing Strategy ‘Better Homes, Better Places’ 2011-2014’.

### Phase 1: 2011-14

<table>
<thead>
<tr>
<th>Area</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carcroft/ Skellow/ woodlands/ Adwick</td>
<td>Decant of Trafalgar House starts 2011. This area contains one council Residential Care facility and some private Residential Care homes. Therefore there is a need for modern provision according to the council’s Standards for Housing in an Ageing Population. This area has evidence of: An older population; older people in receipt of pension credits; Long-Term Limiting Illness.</td>
</tr>
<tr>
<td>Thorne</td>
<td>No council Sheltered or Residential Care provision, however some private Residential Care, there is therefore a need for modern provision according to the council’s Standards for Housing in an Ageing Population. This area has evidence of: An older population; older people in receipt of pension credits; Long-Term Limiting Illness.</td>
</tr>
<tr>
<td>Rossington</td>
<td>Decant of Meadow Court will be undertaken during 2011/12. One council Residential Care scheme and some private Residential Care. Therefore there is a need for modern provision according to the council’s Standards for Housing in an Ageing Population. This area has evidence of: An older population; older people in receipt of pension credits; Long-Term Limiting Illness.</td>
</tr>
</tbody>
</table>

### Phase 2: 2015-2021

<table>
<thead>
<tr>
<th>Area</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexborough</td>
<td>No council sheltered provision or Residential Care, however some private Residential Care. Therefore there is a need for modern provision according to the council’s Standards for Housing in an Ageing Population. Some new private provision being planned. This area has evidence of: An older population; older people in receipt of pension credits; Long-Term Limiting Illness.</td>
</tr>
<tr>
<td>Stainforth / Dunscoft</td>
<td>No council Sheltered provision one Residential Care, limited private Residential Care. This area has evidence of: An older population; older people in receipt of pension credits; Long term Limiting Illness.</td>
</tr>
</tbody>
</table>

### Phase 3: Subject to further option appraisal

<table>
<thead>
<tr>
<th>Area</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bentley / Askern / Town Centre</td>
<td>These areas are subject to further review during 2011/12.</td>
</tr>
</tbody>
</table>
Access to Suitable Care and Support so that our Older Generation can Live the Life they Choose to Live. This Means Enabling Independence for a Fulfilling Life.

There are parallels with the social model of disability which holds that it is not the disability that prevents people from living full and active lives but that it is the environment that is disabling. For example, nationally in 2006 2.5 million older people fell over on pavements and this means that significant numbers are left with seriously impaired mobility. 10% of people in this category die within a year of the accident. We want to ensure that alienation and exclusion is not inadvertently ‘designed-in’ in such a way that the surroundings and neighbourhood compromises older people’s independence.

Our intention is to provide the infrastructure that helps older people to retain the independence they want and much of this is included in the actions in the above section that will foster independence. Specific to the independence agenda are the following intentions:

Our intention is to:

- Implement the ‘Standards for Housing in an Ageing Population’.
- Work in collaboration with Adult Services through the HAP Project Board to develop collaborative strategies for independence which includes: Dementia Strategy; Extra Care Strategy; Telecare Strategy; the council’s Review of Sheltered Housing.
Underpinning Choice

A Comprehensive Information Network
Older people and their families need straightforward explanations about housing and care options in and for later life. At present some information is available but held in different agencies and there is no ‘one place’ to turn to for the information that is needed, often at times of crisis, about major life changing decisions. Older people and their families need to understand issues such as how social care works, what State services and financial support are available, how to go about choosing between accommodation options, (from adapting your own home to moving to special housing or a care home) and whether there are other financial options such as equity release.

Our Intention is to:
• Develop a comprehensive Housing Information Network service that supports people to make the choices suitable for their situation.

Greater Involvement in Decision Making
A key principle of the strategy is for older people to be at the heart of decision making and Doncaster Council has commissioned an external agency to develop a sustainable model for this.

The model will need to set out a method and an approach that will encourage older people in relevant schemes and communities to become guardians of the council’s Standards for Housing in an Ageing Population so that older people themselves monitor and challenge the Standards.

Our intention is to:
• Provide a model, commissioned through an external third sector organisation whereby older people are part of the evaluation process for provision of Extra Care and Sheltered accommodation. The model will set out how older people become the Guardians of quality for the accommodation; access to the neighbourhood and opportunity for family connections and social life according to the ‘Standards for Housing in an Ageing Population’.
• Evaluate the Guardians model for potential implementation initially in the Edlington Extra Care Scheme. Learning can be transferred to other schemes so that older people can become more engaged in having a say about the quality of their environment and services that effect their lives.

Excellence in the Planning and Delivery of Services
Excellence means delivering the services that are required, from a customer perspective to achieve the outcomes required. Strategic Housing is further developing its Customer Focus approach in key services specifically in Housing Options; and in collaboration with Adult Services. The Innovation Model, developed in 2010 will be the vehicle for delivering this excellence agenda.

The model has already been used successfully to develop key aspects of the Strategy for Housing in an Ageing Population in the following: Development of the Thompson and Dixon site at Edlington; development of the vision for Extra Care, and of the Guardian’s model whereby older people will monitor the Standards for Housing in an Ageing Population.
The model has three key aspects:

- Customer centred services.
- Staff centred environment.
- Project support.

Weaved within these aspects there are four core strands that must be incorporated into any service development:

**Customer;** to ensure they are receiving the best service from their perspective.

**Collaboration;** in recognition that no service can operate in isolation but needs the cooperation and joint working of other departments and agencies.

**Challenge;** to ensure that what we do is continually challenged for real improvements

**Value for Money;** to ensure that public money is put to the best use for the residents of the borough.

**Our intention is to:**

- Ensure that the Innovation model is mainstreamed into all work involving older people’s accommodation and related issues.

---

### Housing in an Ageing Population. How the delivery plan meets the Independence Choice; and Control agenda’s

<table>
<thead>
<tr>
<th></th>
<th>Prevention</th>
<th>Independence</th>
<th>Choice</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Standards for Housing in an Ageing Population</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Increased range of tenures</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Lifetime Assessed scheme</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Home Improvement Agency with older people focus</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Review of under-occupation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exemplar Extra Care Scheme</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>New developments based on need not inherited sites</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Housing Information Network</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Older people as Guardians of Quality</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Excellence in development and delivery of services</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Delivery Plan

Measuring success
Standard accepted measures that focus on quality of life; and independence will be used. Measures for choice and control are in part included in the Standards for Extra Care and Sheltered Accommodation. Additional measures for choice and control will be defined in partnership with Adult Services. Measures for prevention will be defined in partnership with Adult Services.

Wider Impacts and links
- Health and prevention agenda’s
- Local Development Planning
- Local Delivery planning
- Equality
- Regeneration
- Economic Impact Assessment

Risks
- Slow down in current house building market
- Older people unable to sell current accommodation
- Prioritising the build without the supportive infrastructure
- Reduction of Homes and Communities Agency funding
- Sustainability of the Guardian’s model
- Lack of understanding of under-occupation

Rationale for intervention
Older people are more likely to become dependent on care and health services if interventions are not implemented. It will become increasingly difficult to deliver care and health services financially and would represent a decreased quality of life for older people.
<table>
<thead>
<tr>
<th>Priority tasks</th>
<th>2010 Baseline</th>
<th>11-12</th>
<th>12-13</th>
<th>13-14</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement Supplementary Planning Document for ‘Standards for Housing in an Ageing Population’</td>
<td>New SPD. No baseline</td>
<td>SPD developed</td>
<td>SPD implemented</td>
<td>Evaluated report</td>
<td>SPD completed and implemented. Evaluation report completed.</td>
</tr>
<tr>
<td>Facilitate delivery of 350 units of accommodation to Extra Care standard with mixed tenures.</td>
<td>40 (Charles Court)</td>
<td>48 units Kirk Sandal (in development complete 2012) 2011-14: Carcroft/ Skellow Thorne Rossington</td>
<td></td>
<td>2015-2021: Mexb’ough Staintforth/ Dunscroft Review figures to represent economic climate</td>
<td>Number of units developed</td>
</tr>
<tr>
<td>Facilitate delivery of An Exemplar Extra Care scheme at Edlington</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Scheme developed</td>
</tr>
<tr>
<td>Develop and deliver “Lifetime Assessed Scheme” with local Estate Agents</td>
<td>New. No baseline</td>
<td>Scheme delivered</td>
<td>Scheme Evaluated</td>
<td></td>
<td>Delivery and evaluation of scheme</td>
</tr>
<tr>
<td>Develop and implement review of under-occupation strategy</td>
<td>New. No baseline</td>
<td>Evaluation and options report</td>
<td></td>
<td></td>
<td>Evaluation and options report completed Implementation</td>
</tr>
<tr>
<td>Review council’s age-designated properties with St Leger Homes of Doncaster</td>
<td>New. No baseline</td>
<td>Report completed</td>
<td></td>
<td></td>
<td>Recommendations implemented</td>
</tr>
<tr>
<td>Develop the Guardians Model for older people to monitor Standards for Housing in an Ageing Population</td>
<td>New. No baseline</td>
<td>Implemented in Edlington Extra Care Scheme</td>
<td></td>
<td></td>
<td>Evaluation report</td>
</tr>
</tbody>
</table>
Bibliography:

Older People’s Housing Needs Assessment 2010. A comprehensive assessment of the housing needs of older people to support the development of this Strategy

“Lifetime Homes Lifetime Neighbourhoods – a national housing strategy for older people”

“Putting People First – a Concordat to promote independence well-being and dignity of older people”

Doncaster’s Older People’s White Paper Refresh 2010. (In draft form at Dec 2010)

DMBC’s Sheltered Housing Review. September 2010-12-14


DMBC Energy Efficiency Team statistics 2010

Better Homes Better Places. DMBC Housing Strategy 2011-14

DMBC Home Improvement Agency statistics.