



Making a difference: how local housing champions working with local groups and networks have acted on housing and ageing issues (2015 – 17)

East Midlands: East Midlands Later Life Forum

Conference on Positively Ageing (Nov 15)

Speakers such as Lord Geoffrey Filkin CBE from the Centre for Ageing Better, Guy Robertson from Positive Ageing Associates and Sharan Jones from Nottingham City Council (who talked about Age Friendly Cities) debated how support ageing positively now and in the years ahead. A report was produced on Ageing Positively and widely promoted locally.

Further information on the forum can be found at

<http://www.eastmidlandslaterlifeforum.org.uk/index.php?page=home>

East Midlands: Derbyshire

In Derbyshire, the local housing champion, John Simmons, chairs Derbyshire Healthwatch and is a member of the Health and Wellbeing Board. John has championed the role of good housing for health and wellbeing for many years. In June 2016, as part of the Joint Strategic Needs Assessment (JSNA), a report was published on the link between housing and health which was welcomed by the Health and Well Being Board and led to the continued commitment to ensure that housing issues were integral to joined up care for people at home in Derbyshire.

One demonstration of this commitment is the development of an online [Health and Housing Hub](#) in Derby developed by the City in partnership with South Derbyshire CCG. Derbyshire are working on developing a similar scheme for the whole county but this will be much more complex as there are a number of CCGS to work with. An [evaluation](#) (2014 – 15) of this hub has been produced which identifies the benefits.

London

Pan London housing strategy

Ellen Lebethe, the local housing champion based in London is active in older people's groups in London including Positive Ageing in London (Pail) and Lambeth Pensioners Action Group, where she is chair, and, more recently, has become a Vice President of the National Pensioners Convention (NPC).

In London the focus this year in housing has been the Mayor's draft housing strategy with a consultative event arranged by Age UK London and Pail held in Sept 17. Both Age UK London and Pail have submitted comments on the draft strategy aimed at ensuring it considers the housing issues for all older Londoners from all tenures. They will continue to monitor and comment on implementation.

[North East: The Elders Council of Newcastle](#)

Newcastle Elders is a group of people who are committed to having a say about how to make Newcastle a great city in which to grow old. Two of its members – Maureen Tinsley and Alan Gowers (Chair and Vice Chair respectively) share the champion's role and are active locally in keeping housing on the local agenda.

Housing information day

In April the Elders Council held a Housing Information Day in Newcastle – “Your Home: Your Choice” with 150 attendees; 45 manned exhibition stands; 20 volunteers including [Silverlinks](#) advice, information and support. It was in partnership with Newcastle Council and a great success in offering older people information and advice on housing and related services.

Future Homes project

Newcastle Elders is a founding partner of the Future Homes Project which is aiming to research, define and build demonstration housing units. The University of Newcastle University lead the project. The partners (including University of Newcastle, Karbon Homes (a large NE housing association), Newcastle Council and Ryders Architects) are forming a Community Enterprise Company to take the project forward. Site negotiations are underway; there are fund pledges in place for research and build. The first 4 demonstration units are expected to be available 2019.

Home adaptations

The council is also working with Northumbria University on a Centre for Ageing Better research study on home adaptations which will involve organising user / potential client feedback through series of panels and workshops.

See <http://www.elderscouncil.org.uk/> for further information

[North West: Manchester Age Friendly Design Group](#)

The group is made up of retired architects, planners, design students and urban designers. Joan Rutherford, our housing champion for the North West is an active member of this group.

Work has included guidance on age friendly seating; on local street design with street audits being undertaken; the development of a short film on wellbeing in later life See <https://www.youtube.com/watch?v=jkO2p4oRpwk&feature=youtu.be>);

presentations to many local organisations on design and the environment and work with local housing trusts on innovative age-friendly home design projects.

See

http://www.manchester.gov.uk/info/200091/older_people/7110/improving_areas_for_older_people/3

South East England Forum on Ageing (SEefa)

Julie Pride and Marjory Broughton share the housing champions role and are both active in SEefa (Marjory as Vice Chair and Secretary and Julie as CE). Marjory also chairs the developing English Age Network, [Engage net](#), and Julia is a member of the [Housing and Ageing Alliance](#). Both have been instrumental in championing housing issues both locally and nationally.

Transforming not excluding – the impact of information technology and innovation on later life

This was the subject of a Symposium held at the Palace of Westminster on Thursday 8th January 2015. The event was organised by the South East England Forum on Ageing (SEefa) as part of a wider project on digital inclusion undertaken in partnership with South East Age UKs.

75 participants included later life, digital inclusion and design experts, business leaders and representatives of central and local government. The debate was chaired by David Brindle, public services editor of The Guardian, and hosted by Lord Filkin, Chair of the Centre for Ageing Better.

An initial [report](#) from the symposium sets out the issues identified and actions proposed. The final report can be found [here](#).

A Convention on ‘Shaping our own future’ in 2015 marked the beginning of SEefa’s work to re-examine how we view and value later life and to press for a more positive perspective on ageing including on the provision of housing. The Convention [report](#) was produced followed in 2017 by a publication **A new Narrative on Ageing** See the Narrative [here](#)

A Symposium on the challenges and opportunities for business in an ageing society was held in the Palace of Westminster in March 2017 involving 90 later life experts, business leaders and representatives of agencies working in the ageing field. The [report](#) includes a plan of action for SEefa working with Age UK in the SE to engage with business (including housing businesses) to improve their experiences as older consumers

SEefa’s Policy Panel on Later Life and Ageing comprises people who are experts on ageing through personal experience and regularly **produces key issues documents** on current matters of concern, including housing. These can be seen here: <http://www.seefa.org.uk/policypanel.html>

For more information on these events and the priorities of see
<http://www.seefa.org.uk/>

Yorkshire and Humberside: Leeds Older People's Forum

Bill Rollinson and John Welham share the champions role in this area and have been working tirelessly to get housing on the agenda in Leeds.

Influencing Leeds older person's housing strategy

The Leeds Older People's Forum Housing Working Group, along with Leeds Council and Care & Repair England, organised a "listening event" in July 17. The aim was to give older people from across the City the opportunity to feed in their views on what their home means to them and what should feature in a Leeds older persons' housing strategy.

Over 50 people came along. After introductory remarks from Cllr Charlwood (Adult Social Care), Bill Rollinson introduced the guest speakers: Rachael Docking, from the Centre for Ageing Better, talked about the need for housing that is fit for purpose and referred to the cost of poor housing to the NHS, which currently stands at £1.4 billion per annum. Lucy Jackson, Public Health Leeds, then spoke about the ongoing work being done between the council and the older people's forum to progress a housing strategy for older people.

The delegates worked on round tables to discuss what sort of housing older people want to live in, what living well means for older people in their own home and what advice, information and support they might need to help this happen. A number of case studies, provided by Care & Repair Leeds, were then discussed on the tables.

Cllr Coupar, (Housing) gave the concluding remarks and undertook that the outputs of the event would be written up and would help to inform the development of the strategy.

Since then the Forum has been working with the senior staff in Leeds Council to develop the housing strategy.

See <http://www.opforum.org.uk/lopf-workstreams/housing/> for the key issues identified

Age Friendly Leeds

The new partnership between Leeds City Council, Leeds Older People's Forum (LOPF) and the Centre for Ageing Better will build on Leeds's existing commitment to being an 'Age-friendly City' and 'the best city to grow old' in. Over the next five years, the partnership will apply evidence of 'what works' to create a better later life for older residents, now and in the future, and help to tackle social and health inequalities experienced by people in later life across the city. Working closely with older people across Leeds it will focus firstly on transport, community action and housing.

See <http://www.opforum.org.uk/> for further information about the work in Leeds.

West Midlands Later Life Forum

Getting Older – a new experience (report 2017)

The West Midlands Later Life Forum undertook research to explore the wider impact that the substantial increase in the older population on the way our society works.

The project was made up of 4 elements:

- The gathering of qualitative information on the experience of ageing from older people themselves. The aim will be to examine how getting older influences feelings, attitudes, perceptions and behaviour.
- Secondary research to identify evidence from existing research studies on physical, psychological, attitudinal and behavioural changes in old age.
- Analysis of the potential impact on wider society, arising from the presence of a substantial proportion of the population with a changed perspective on life.
- Examination of generally held views of old age and how well they reflect the role older people actually play in society.

The work was spearheaded by Anne Bailey, the housing champion in the West Midlands who also chaired of the W Midlands forum and drafted the final report.

A report [Getting Old – A new experience](#) was produced in March 2017 and identifies housing as a key issue to address.

November 2017