

Older People and viable villages

Presentation by:

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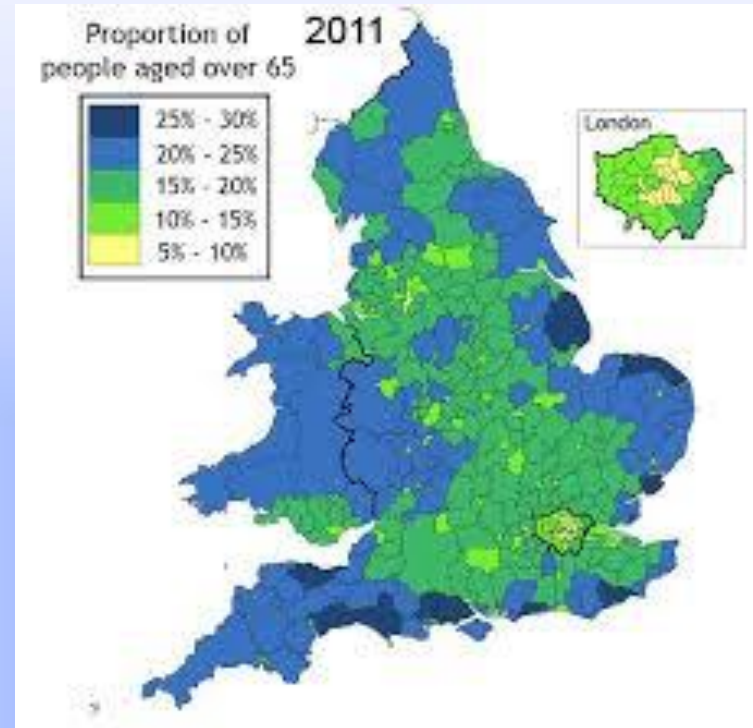


Older people are at the heart of rural communities



Some Rural Facts

- 24% of the rural population is over 65
- Increasing to 29% by 2021
- Overall wealthier and healthier than urban dwellers
- 18% of rural pensioner households live below the poverty line
- 24% of older residents provide care for one another



Some characteristics of rural older person's housing

- 81% are owner-occupiers
- Most poorer owner occupiers cannot afford to buy retirement housing outright
- The choice of housing across all tenures is limited
- Lack of housing with in-home support
- 38% of homes have adaptations (R80s)



The rural problem – The response

Lack of services and choice

= lack of voicing of need

= lack of supply

= action at point of crisis

= costly

= reactive not proactive

= reduces opportunities for integrated action by service providers

**HOUSING
MUST BE
HAND IN
HAND
WITH
SUPPORT**



What could help – Care Act 2014

- Local authorities must promote wellbeing when carrying out any of their care and support functions in respect of a person.
- Concept of Well Being includes “suitability of living accommodation”
- Shift from providing services to meeting needs
- Six principles that include:
 - Importance of prevention
 - Decisions are made having regard to the individual’s circumstances
 - Individual participates in decisions as fully as possible

What would help - Strategy

LA Housing Strategies

Local Plans

Strategic Housing Market Assessments

Joint Strategic Housing Needs Assessments

Health and Well Being Strategies

Neighbourhood Plans

“BUT there is little evidence of a strategic or coherent response in terms of targeted and actionable goals”

Defra: Rural Ageing Research 2013

What Would Help RURAL PROOFING



How is rural different?

**How do we tailor our
policy and practice to
deliver our goals?**

- Small dispersed population
- Higher costs of delivery services & housing
- Juxtaposition of wealth & poverty – both with needs
- Lack of housing choice across all tenures
- Older housing stock
- Poor accessibility:
travel
broadband
- Loss of informal carers

Some ideas - strategy

- Shout “housing” at Health and Well Being meetings
- Strengthen the rural evidence base
 - Ward Atlas information
 - PoPPI

Some ideas

- Cross-subsidy on rural exception sites includes market housing for local downsizers
- (Could there be a 'Downsizer Initiative' for rural owner-occupiers?)

Some ideas – More Bell Views



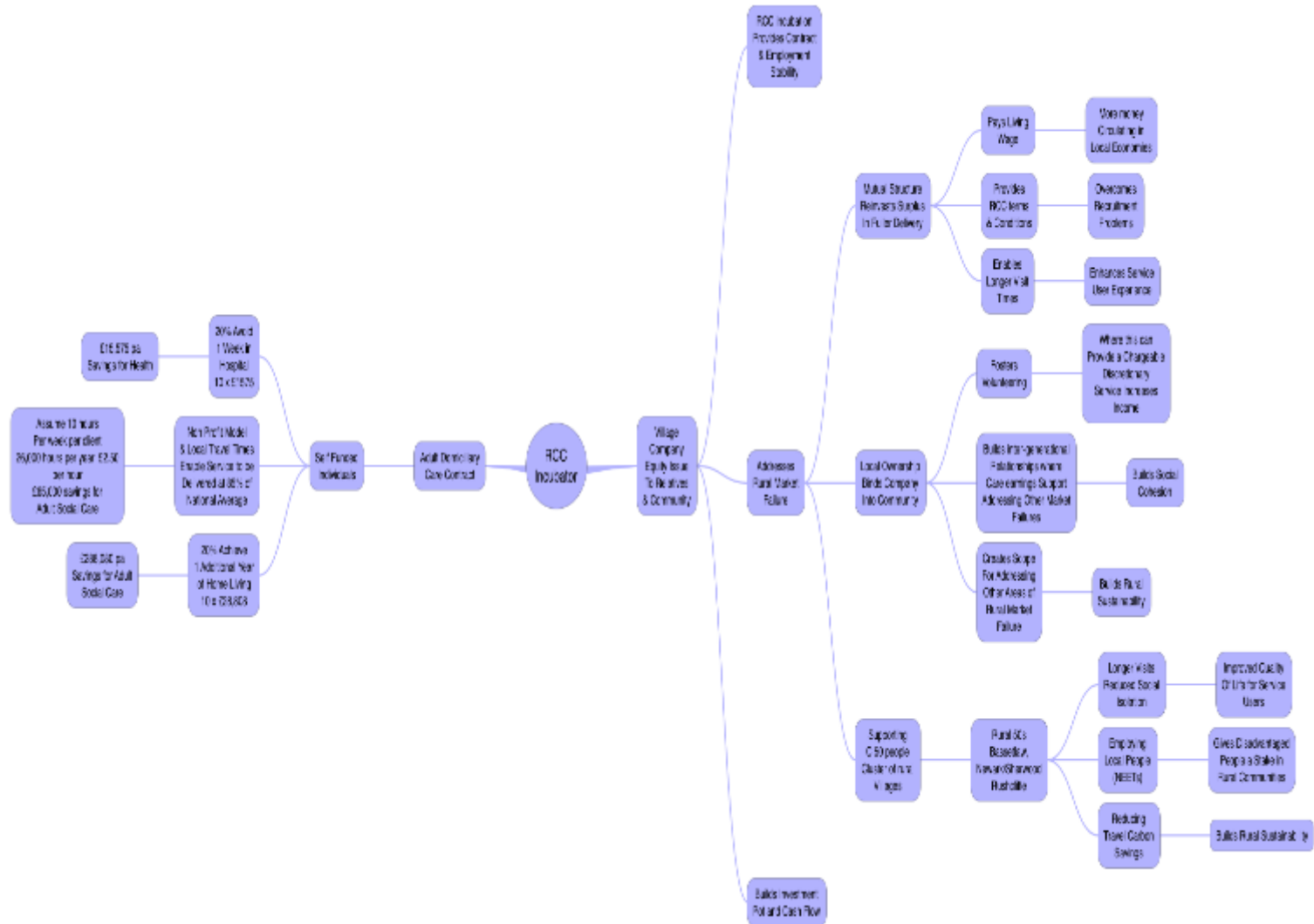
Belford – population 1,000

Closure of NCC owned homes led to massive community action resulting in:

- 5 Bungalows owned and run by Johnnie Johnson HA
- Resource centre – leasehold from NCC provides:
 - Low level support to people in their homes
 - Transport and social activities
 - Gym/fresh food/rehabilitation support
- Outreach support to 125 mile radius



Village Company – community base support



You may be interested in:

Retirement Group Annual Conference – 17th September

- Sheltered vs ExtraCare Housing: what works for residents
- How will care be funded
- Developing effective local plan policies
- Older persons housing and the London Plan
- Viability and retirement housing
- How the 3rd Age can revitalise local economies

Free of LAs, charities and public sector organisations

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