OLDER PERSONS’ HOUSING STRATEGY
1. **Introduction**

1.1 This is the first Older Persons’ Housing Strategy produced by Maldon District Council. Conventionally, many housing issues have been associated with the needs of younger people and families and the problems that they may face in accessing housing of the right type, location and cost. With an ageing population, the Maldon District will soon see roughly half the population over 55 years of age and the average age of the adult population, who constitute the ‘housing market’ is correspondingly higher. Understanding and responding to the housing needs of older people is therefore the major part of the local housing market and not a specialist aspect.

1.2 Throughout the development of this strategy we have not stipulated an age at which a person is seen as being an ‘older person’. The reason for this is that with age comes a number of changes which vary from person to person and although associated with age, may occur at different ages or stages in each of our lives. Some may experience a number of benefits such as greater prosperity, freedom and choice, often close to their retirement or when they decide to move from larger to smaller homes, or are no longer restricted by the need to be close to schools or employment. We may also experience as we grow older other changes such as loss of mobility, reduction in income and bereavement, making it harder to live independently or maintain the same quality of life as before.

1.3 For many people considering their future housing options will be something that is approached with less urgency than for some others who are looking for alternate housing. Consequently, aspiration may be a greater driver than need and costs, though always an important factor, may not be so limiting. Added to this is the common fact that for many of us a home will have significant emotional attachment which may act as significant emotional barrier when planning for the future.

1.4 These aspirations and emotions balance more against needs than may be the case in other areas of housing to the point that, without improving our understanding of these more human elements, plans about housing for older people may be futile if they are not recognised and catered for. We can not however ignore the fact that the greatest supply of housing will always come from the turnover of the existing housing stock, helping older people move to homes that better meet their needs can have much wider benefits in particular improving the turnover and use of the existing housing stock. Planning and providing the right type of housing is essential if it is to meet both the needs and aspirations of older people and contribute to the overall supply of housing in the area.

1.5 Housing is not just about providing the right type of housing to meet local needs, many housing issues relate to how well existing housing stock meets the needs of its occupants who may have no plans nor need to move. Poor quality housing can lead to health problems, both acute (such as injuries from trips and falls) and chronic (caused by damp, poor heating or being in an isolated location). Part of this strategy is therefore devoted to tackling the problems that older people may face in their existing homes, helping them become more independent so that they are more able to enjoy that most basic of needs, living in a comfortable home.
2. Development of this Strategy

2.1 This strategy was preceded by a draft version which was used for consultation, containing information about local and regional demographics, strategic links and the methodology of how local needs could be identified. Rather than repeat much of this information we have decided that this final version should be a more concise document that can be referenced to the draft version for context should it be needed. A copy of the draft can be obtained by contacting the Council’s Strategic Housing Service.

2.2 Our understanding of local needs and issues has been developed since the launch of the draft strategy in early 2010 by the following actions:

- Analysis of the current supply of housing for older people in the District conducted with help from Anglia Ruskin University using a methodology supported by government and the NHS
- Research into the demand for affordable and supported housing from older people through analysis of applications to Gateway to Homechoice, the Council’s Choice Based Lettings allocation scheme
- Survey of local people conducted by Anglia Ruskin University
- A survey into the condition of the privately owned housing stock in the District
- Web-based consultation on the draft strategy
- Interviews with local services that provide or commission housing and housing related support for older people.
- An update to the District’s Strategic Housing Market Assessment.

2.3 This work has provided us with the most comprehensive understanding to date of the needs and views of older people regarding housing the Council has ever had.

2.4 Through the consultation we have carried out, the greatest support was for the concept of developing a strategy specifically for the housing needs of older people (90%) and an even greater proportion thought that “Clearer information is needed to help older people find help and support to live independently”.

2.5 There was less certainty about the understanding of housing for older people, the effectiveness of agencies working together and the type of housing that older people may need or aspire to. This feedback has helped inform the work that has been done since the consultation ended (referred to above) and will also influence the aims of this strategy.

2.6 Having begun with a very wide area, through the development and consultation of the draft strategy and subsequent work, we feel that we have been able to distil into a more concise format the main issues that we should be addressing through the life if this strategy in order to improve our strategic working and provide better outcomes for older people and others throughout the District.
2.7 The two main aspects which are reflected as themes in this strategy are:

- The need for housing – to better meet the needs and aspirations of older people and improve the overall balance of housing in the District, and
- The need for help and support – to improve the quality of life for older people living in their homes, to make the best use of existing housing stock.

2.8 These two themes are not exclusive of each other, many people may choose to move to another home and also seek help and support to help them live there independently, others may need or choose to have help and support so that they can continue to remain in their existing home, and a third group may decide to move to a home that is better suited to their needs so that they do not need any further assistance.

2.9 The final part of this strategy covers the need to promote more effectively all of these options and improve the way that existing services work together in the future. Many people we consulted with were either unaware of services and options that they may benefit from, including professionals and volunteers within local organisations, or confused by the array of services and how these were accessed and co-ordinated.

3. **An Ageing Population**

3.1 Everyone is ageing but the term ‘ageing population’ refers not to us as individuals but to the average age of the population overall. As life expectancy increases so does the average age of the national population although this may vary at more local levels due to local factors such as the availability of education (schools, colleges and universities), employment (a balanced range of careers) and the affordability of local house prices.

3.2 The draft version of this strategy which was used for consultation contains information about the predicted trends for the District and also for the county as a comparison. Although the District’s population is likely to remain lower than many other parts of the county, so the overall number of older people will not be so great as larger settlements in Essex, the proportion of older people (over the age of 65) is predicted to become the largest in the county.

3.3 This is likely to have an impact on the local economy in terms of the type of employment opportunities that can be met by local people and also the type of services and employment opportunities that will arise, for example in nursing and caring careers.

3.4 Some existing services may see an increase in demand with some possibly being less able to meet the needs from a larger, older population without an increase in resources or more effective working practices. In rural areas, the risk of older people becoming more isolated due to such an increase in demand is something that we have to recognise and plan for through partnership working.

3.5 Age in itself is not a problem but the accompanying risks of age-related problems such as dementia, social isolation and limited mobility escalate as we grow older and will make being older more difficult for ourselves and those who have to care for us.
3.6 In the future we can expect to see within the District:

- A smaller proportion of local residents of working age, living and working within the District
- A much greater number of people aged over 80 who need care and support
- A much greater number of people with dementia
- More people with responsibilities for caring for older relatives
- More people needing help to live independently
- A growth in the demand for homes that are smaller and easier to maintain

3.7 These are all changes that occur gradually but without forward thinking and planning, existing services, whether housing or support, will be ill suited to local needs in the future.

4. The Need for Housing

4.1 Nationally, regionally and locally the supply of housing has fallen behind the growth of new households. At its most simple, basic rules of supply and demand have resulted in house prices increasing in real terms, with fewer people now being able to buy their first home. This has prompted Maldon District Council like many others to set the need for more affordable housing as a priority.

4.2 Many smaller newly built homes have been developed to meet the needs of younger people looking for ‘starter’ homes, overlooking the fact that older people may also be considering down-sizing into smaller properties that are easier to maintain (and also free up equity in a larger property).

4.3 The Maldon District has a much greater supply of larger homes with three or more bedrooms and a lower proportion of smaller, one and two bedroom homes compared with most other districts, as identified by the Strategic Housing Market Assessment in 2008. This is also reflected by the Private Housing Stock Condition Survey published in 2010 for the District which found high levels of under-occupation in larger homes.

4.4 Many people will be content to remain in a larger property but where some do consider down-sizing into something more suited to their needs as they grow older, they will be competing against younger families seeking to move up the property ladder, increasing the demand for properties which are already in limited supply. Although they will be freeing up larger homes which will become available on the market, or in the case of rented from Housing Associations available for allocation to families living in smaller, over-crowded homes, regardless of tenure there will be a greater demand for smaller homes.

4.5 The draft version of this strategy identified the growing proportion of older people, based on analysis of national data which is broken down to each district, based upon the current profile of the local population. Since looking at this, we have also improved our knowledge of people moving into and out of the District, Table One shows the net migration over households over the age of 65 in 2009, in which the number of households are rounded up or down to the nearest ten.
As can be seen from Table One, there were about 120 households of people over the age of 65 moving into the District in 2009, the majority from the neighbouring district of Chelmsford, movement between Braintree and Basildon was about even and Colchester was the only district where there was a net outward migration. If these trends continue over the next decade, the District would see the current estimate of a growth in the proportion of older people increase by a thousand more than predicted.

We do not know from this data what type of property people were moving to but based upon surveys commissioned as part of the development of this strategy it is reasonable to assume that most would be moving to smaller properties. The Council’s Strategic Housing Market Assessment 2008 suggested that there would be a need to provide housing and support for 296 older people over the three years 2009 – 2011 who would be migrating into the district to be nearer to family already living here. This was based upon a survey of 1,500 local households and is very similar to the information on migration shown in the table above.

A local survey carried out with the help of students from Anglia Ruskin University in April 2010 showed that a majority of older, local people who were considering a move would be looking for a smaller home as shown in Tables Two and Three below.
4.9 The proportion of older people currently living in larger homes may reflect to some extent the higher proportion of larger properties in the District. What is unclear is whether there is an adequate supply to meet the aspiration of those who are considering down-sizing?

4.10 With a smaller proportion of one and two bedroom properties across all forms of tenure in the District, net inward migration of older people and an increasing gap in the levels of affordable housing for younger families in the area, it is inevitable that without a change in the future proportion of smaller homes through new developments there will be a significant imbalance in the supply of housing locally compared with local needs. Although some larger properties could be converted to smaller homes, as has happened in many sea-side locations in the past where there has been a growth in the proportion of older people, this is not ideal and does not usually suit the needs or aspirations of older people in particular.
4.11 The majority of older people considering moving to another property will be owner-occupiers, whether already living in the District or migrating into the area and the Council’s Strategic Housing Market Assessment indicates that the likely number of additional homes required in the open market to meet this demand would be 2,082.

4.12 The size and tenure of a property are fundamental aspects in housing but as we have mentioned above, understanding the aspirations as well as the needs is especially important if we are to respond effectively to the housing requirements of older people. Each person will have their own unique views about what they would like, and where they would like to live. As well as seeking the views of people about the size of home they are considering for the future, we also sought their views on what other aspects they felt to be more and less important. People were asked to rate fourteen different aspects as either "essential, more important, does not matter, less important or not wanted" from their own view, bearing in mind that there are many suggestions as to what older people should have but much less based upon what they actually say they want for themselves.

4.13 Table Four shows the outcome of this survey for both aspects rated as ‘essential’ and also those rated as either ‘essential’ or ‘very important’.

**Table Four**

*Essential and Very Important Features for Future Homes – Maldon District Survey*

<table>
<thead>
<tr>
<th>Feature</th>
<th>Essential/Very Important</th>
<th>Essential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure</td>
<td>0%</td>
<td>20%</td>
</tr>
<tr>
<td>Own age group</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>On site staff</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Quiet area</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>View</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Doctors</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Close to support</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Garden</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Staying guests</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Parking</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>Shops</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>One level</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Bus route</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Low fuel costs</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>
4.14 Some of the most important elements relate to design, such as low fuel costs and single level living, but other aspects are also reliant on location as well, such as being close to a bus route or shops. Most of those surveyed lived in the central part of the District, in and around the Maldon and Heybridge areas, reflecting the general distribution of the local population. In considering where they would like to move to, most were broadly considering remaining in their current location but a small number from the Rural South area (Burnham-on-Crouch, Southminster and Mayland) consider moving to the Central area and more than 10% are thinking of moving out of the District.

5. The Need for Affordable Housing

5.1 Although the majority of people who have applied to the Council for affordable housing are younger families, approximately 20% are more than 55 years old. The largest proportion of this group (36%) are already living in affordable housing and in most cases will be seeking a transfer to another property that better suits their needs or requirements. A study into cross-boundary movements during the first six months of having choice based lettings showed that about half were older people moving from one sheltered home to another to be closer to either family and friends or nearer to amenities such as shops.

5.2 Table Five shows the breakdown of older people who have applied to the Council for affordable housing, either as an alternate from their current home or as a transfer from an existing housing association property.

Table Five
Older Households Applying for Affordable Housing

Source: Gateway to Homechoice CBL Applications (Maldon District Residents) 2010
5.3 Two-thirds of those older people seeking affordable housing are not currently living in a Housing Association property, and a quarter of the overall number currently own their own home. This is a more complex group in housing need than many housing strategies deal with and it suggests a number of issues:

- For some existing housing association tenants there is either a need or an aspiration to move from their current home to somewhere else – possibly in a better location, of a better design, or both.
- Some of these existing tenants may be under-occupying a larger, general needs property that is needed for a larger family.
- Some owner-occupiers are interested in finding a more affordable home, possibly for financial reasons or because they would like the support that sheltered housing can offer because they are concerned about their ability to remain in their own home or manage the sale and purchase process. Development of leasehold as opposed to shared-ownership properties alongside other affordable (rented) homes would help to provide a wider mix of residents and improve the financial viability of new developments.
- A significant number are renting from a private landlord, although they may have lived there for some time there is unlikely to be any certainty that their tenancy agreement will allow them to stay there indefinitely.

5.4 Compared with affordable housing for general needs, there is a much greater proportion of affordable housing for people over the age of 55 (sheltered housing) in the District, slightly more than a third of all the affordable housing in the District is sheltered compared with less than 25% all applicants (including those seeking a transfer) being over 55 years old.

5.5 Nevertheless, the demand for sheltered housing when advertised is very varied and is clearly related to the type of design and location, reflecting what we have found when discussing housing for older people in more general terms (see above).

5.6 The most popular type of affordable housing according to analysis of bidding through choice based lettings within the District in 2009/10 was one and two bedroom bungalows, attracting 30 or more bids of interest. Flats and bed-sits, especially those not on ground-floor were much less popular with the lowest being allocated to single bids.

- Bungalows in the centre of the District were the most popular
- Flats in the south of the District were the least popular, even less popular than bed-sits near to the Maldon town centre.
- The least popular bungalows were in the rural south of the District but these were still twice as popular as the most popular flats – attracting more than twice as many bids than flats and apartments in the centre of the District.
- The interest shown for some of the least popular types of properties and locations was so low as to suggest concerns for the future viability of some schemes – there being some properties which received no interest at all when advertised.
5.7 The Council’s allocation policy gives priority to housing association tenants who want to down-size to a smaller property, freeing up a larger home that can be offered to another family making best use of the housing stock. The majority of people in the highest band are those who are seeking to move to a smaller property. Cases where these people are living in homes that are not suited to their needs due to old age should become a priority as the benefits of helping them move to somewhere better suited to their needs will have much wider benefits. Some housing authorities offer a financial incentive to encourage this better use of housing stock but it is not clear to what extent such incentives stimulate people to downsize or merely provide additional rewards for what was already planned. Anecdotally it is suggested that practical help with moving, especially when linked with impartial and personal housing advice is the most appreciated and effective incentive. This is an area that requires more exploration.

5.8 In 2008 the Council’s Strategic Housing Market Assessment indicated a need for an additional 550 affordable homes. It would be reasonable to follow the overall requirements in the District for affordable housing and assume that about 60% of these would need to be social rent and the balance could be some form of intermediate tenure. As mentioned above, leasehold (set at an affordable level) may be a more sensible, less complex option than shared-ownership.

6. **Housing with Support**

6.1 For most older people, ‘general needs’ housing of whatever tenure is affordable will meet both their needs and aspirations but some may require additional support to help them maintain their independence. This support may be required to help them remain in their own home or be an attractive feature and reason for moving to a new home. There are some well-established types of support which consultation tells us may still not be fully understood by many people and this is covered in the following section of this strategy – Help and Support.

6.2 The most common forms of supported housing for older people are:

6.3 **Sheltered Housing**

6.3.1 Usually rented from the local council or housing associations at an affordable rent, with staff available to help provide housing related support such as advice about benefits, information about local services, and social events. There are about 800 such homes within a number of schemes in the District, which accounts for approximately one third of the District’s overall supply of affordable housing.

6.3.2 Pros – homes are affordable and there is a wide selection of choice. Many residents feel very pleased with the properties and services provided and the communal facilities and support help reduce the risk of being isolated.

6.3.3 Cons – some schemes are less popular, especially apartments and homes which are in more remote locations. Making changes can be difficult if it means either re-locating residents or waiting until all of the homes that need improving are empty. Not all homes were designed to meet people’s needs, for example use of wheelchairs, compared with newer properties.
6.4 Almshouses

6.4.1 This is the oldest form of social housing, often provided by local charities for a specific cause, such as people retired from certain professions, linked to local communities and so forth. They are also rented, from a local charitable organisation and may be even less expensive than other types of sheltered housing. It is difficult to be certain about the exact number but there are several hundred such homes in the mid Essex area. Some may also offer support.

6.4.2 Pros – some homes are very affordable and attractive properties. There may be similar benefits to sheltered housing mentioned above although many are much smaller.

6.4.3 Cons – some properties are very old and may not be suited to adaptations or improvements. Some almshouses may also be restricted to certain groups of older people. As with sheltered housing, there may be some misconceptions about what these schemes offer and who may be eligible.

6.5 Retirement Homes

6.5.1 These have become increasingly popular over the last twenty years and usually comprise smaller homes, often apartments, with a similar range of services to sheltered housing. The main distinction is that they are usually leasehold rather than rented homes and as they tend to be newer, built to specifications that may be more suitable to older people’s needs.

6.5.2 Pros – as a leasehold property, many people may prefer moving to such a scheme as it may also be seen as an investment and a way of protecting some of their equity if they have sold their previous home. Many of the other benefits are similar to sheltered housing mentioned above.

6.5.3 Cons – some homes may be more expensive than comparable sized homes due to the need to meet the cost of providing communal facilities. Service charges may also add to the cost.

6.6 Nursing Homes

6.6.1 This is perhaps the best known example of specialist housing for older people and may influence what people think of other types of housing mentioned above. Nursing homes however tend to aim to cater to a much greater extent on the personal care aspects of an older person making them better suited to the most vulnerable but not appropriate to most older people.

6.6.2 Pros – most homes are designed to specifically meet the needs of older people and are well able to manage with problems such as dementia. The high levels of care provided gives assurance to families that their relatives are being looked after.

6.6.3 Cons – although designed to meet the needs of the most vulnerable, it does mean that people will have to leave their own home to access the care and support which can be unsettling. The high level of care makes the costs much higher and as these are private businesses their location is driven by market as well as strategic factors.
6.7 Extra-care or Very Sheltered

6.7.1 At its most basic this can be described as a hybrid in some cases of sheltered housing, retirement homes and nursing homes. Most are operated by Housing Associations and can cater for all but the most vulnerable of older people. Some schemes have a mix of homes with the intention that people may choose to move there whilst still independent safe in the knowledge that as they age there will be no need to move as the support and care is already available within the scheme.

6.7.2 Pros – in many ways these schemes offer the best of all of the above, often with extensive facilities such as restaurants, leisure facilities, hairdressers, shops and so forth.

6.7.3 Cons – in order to make these schemes financially viable they often have to be much larger than the other types of housing, with sixty or more residents. The costs of providing all of the additional facilities may have to be partly met through higher rent levels or service charges which sometimes makes these schemes more expensive.

6.8 Residential Care

6.8.1 For those who are especially frail there are residential homes and access is usually through being referred by social services or health. Consequently this should not be considered as a housing option however, as the independence of older people is promoted and the examples mentioned above respond to the growing impact of an ageing population it is likely that these alternatives to residential care become more involved with meeting these needs.

6.8.2 Assessing a district’s actual requirements for this array of housing is a complex issue, with variables such as existing supply, local demographics, accessibility and affordability. In developing this strategy we have used the methodology recommended by the Department of Communities and Local Government, comparing what we know to be our existing supply of housing against the national profile. The outcome of this is shown in Table 6.

<table>
<thead>
<tr>
<th></th>
<th>National per 1000 65+</th>
<th>National per 1000 75+</th>
<th>National per 1000 85+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheltered and very sheltered</td>
<td>67</td>
<td>136</td>
<td>491</td>
</tr>
<tr>
<td>Residential care</td>
<td>37</td>
<td>76</td>
<td>274</td>
</tr>
<tr>
<td>Nursing home</td>
<td>20</td>
<td>42</td>
<td>150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Maldon per 1000 65+</th>
<th>Maldon per 1000 75+</th>
<th>Maldon per 1000 85+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheltered and very sheltered</td>
<td>88</td>
<td>198</td>
<td>793</td>
</tr>
<tr>
<td>Residential care</td>
<td>44</td>
<td>99</td>
<td>398</td>
</tr>
<tr>
<td>Nursing home</td>
<td>9</td>
<td>20</td>
<td>78</td>
</tr>
</tbody>
</table>

Table 6
National / Local Comparison in the Supply of Housing for Older People

Based upon CLG & CSIP guidance and toolkit – More Choice, Greater Voice.

This is based upon the supply of housing and the population in the Maldon District as outlined in the table below.
Table 7
Local Provision and Population

<table>
<thead>
<tr>
<th>Provision</th>
<th>Number of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheltered and very sheltered</td>
<td>793</td>
</tr>
<tr>
<td>Residential care</td>
<td>398</td>
</tr>
<tr>
<td>Nursing home</td>
<td>78</td>
</tr>
</tbody>
</table>

ARU Research

Population

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>9103</td>
</tr>
<tr>
<td>75+</td>
<td>4181</td>
</tr>
<tr>
<td>85+</td>
<td>1119</td>
</tr>
</tbody>
</table>

ONS Data

6.8.3 Although quite simplistic this information does provide a helpful benchmark to compare with the proportionate provision at a national level. It may also indicate both capacity and future trends.

6.8.4 Whilst there is proportionately more sheltered and residential places within the District than nationally, there is a possibly undersupply of provision for those older people with the greatest need, who may often be in need of personal care as well as support such and suited to nursing homes, or schemes that can meet the greater care needs of older people.

6.8.5 The actual requirement to meet present levels of need is, according to the method suggested by CLG and the NHS is around an additional 70 places. This is based on the assumption that schemes that should not be providing such a high level of care and support are not already meeting this gap to some extent and as there is a possible over-supply in these other schemes compared with the national profile, the most practical approach would be to first assess the capacity with these other schemes to meet this higher level of need.

6.8.6 It seems inevitable that we should also begin planning for new schemes to meet this growth in the local population of people who are old and in need of higher levels of care and support. The Projecting Older People Information System (POPI) shows in Table 8 below how the local population over 80 and 85 years of age has increased since the last census and will more than double by 2030. This does not take account of inward and outward migration and as we know there has been a net inward migration of around 120 older households per annum it would be reasonable to add an additional 600 to the local population of older people for each five years. This is throughout the age range of 65 yrs + but does have a compound affect on the overall population of older people into the longer term.
Table 8
Growth in Local Population Over 80yrs

<table>
<thead>
<tr>
<th>Year</th>
<th>Age 80 - 84</th>
<th>Age 85 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>500</td>
<td>1000</td>
</tr>
<tr>
<td>2015</td>
<td>1000</td>
<td>2000</td>
</tr>
<tr>
<td>2020</td>
<td>1500</td>
<td>3000</td>
</tr>
<tr>
<td>2025</td>
<td>2000</td>
<td>4000</td>
</tr>
<tr>
<td>2030</td>
<td>2500</td>
<td>4500</td>
</tr>
</tbody>
</table>

Source: POPI Data 2010

6.8.7 This growth in potential need for specialised housing provision becomes an even greater issue when we consider the fact, as mentioned above, that aspiration as well as need is a significant influencing factor in older people’s housing choices. Although some existing provision could be improved to address existing gaps, some other provision may already be seen as less popular (for example apartments in more isolated parts of the District) and therefore a potentially wasted resource.

6.8.8 Refurbishment of some existing housing may be a viable option but in other cases, the best option for the longer term would be re-development, including in some cases changing the use of some existing, less popular schemes in some parts of the District and developing new provision in areas where there is greater demand. New developments are expensive but as we have identified a significant number of people are considering moving to more appropriate housing as they become older, if new housing could be developed to meet the demand from this (usually younger) group so that it meets their needs in the longer term as well then this could offset the need for more expensive and specialised provision such as nursing homes later on.

6.8.9 As an example, single level properties that meet Lifetime Homes standards (can be easily adapted to meet the full range of needs for someone who is a wheelchair user) in desirable locations, would mean that in later years there would be less need to move, with personal care being provided in their own home. The extra-care type development is a good example of this but there is no reason why smaller scale developments could not also provide some of the basic aims, through good design and clustering even a small number of homes so that there is some community and less risk of isolation.
6.8.10 The provision of higher levels of care and support naturally make schemes more expensive to operate, so reducing through design the need for such high levels of assistance makes schemes more affordable. This would be especially important for smaller schemes where there would be less opportunity for economies of scale but there is also a possible problem with recruiting and retaining staff to provide support.

6.8.11 In undertaking the study into the provision of extra-care and nursing homes in the District, some employers mentioned that this can be a problem locally and is a foreseeable problem where there is an ageing population. Younger people will be fewer and many may not consider employment opportunities in this field despite the growing need. Encouraging younger people into this area of work could help provide local jobs and also meet local needs.

6.9 **Summary of Housing Issues**

6.9.1 There is a need to improve the provision of housing locally that meets older people’s needs and aspirations and this has to be shared and understood by the Council’s partners and those planning to develop in the District. To make an effective contribution to local needs this needs to be:

- one or two bedroom,
- in locations where there is high demand,
- of a design that is suited to long-term use (for up to 40 years of a person’s life),
- without a reliance on short to medium term revenue funding,
- contributes to the overall local turnaround of housing stock,
- and of a balance of tenure that is affordable to a range of people.

6.9.2 The greatest demand will be for properties that can be bought on the open-market which meet the aspirations as well as the needs for older people. New open-market homes need to be developed to meet this demand in order to achieve a better balance in response to need and also to reduce the risks of an imbalanced supply of housing.

6.9.3 Opportunities for developing new sites need to be identified, smaller developments to provide low-level independent accommodation close to amenities, larger sites to meet the need for a wider range of need including higher level for those with dementia and very limited mobility.

6.9.4 Existing schemes should be assessed, those in areas of high demand to establish the potential for improving their capacity to meet higher levels of need, those of low demand due to design to establish potential for re-design and those in areas of low demand to consider re-development to meet other needs.

6.9.5 More needs to be done to understand the problems that some people face when considering moving to homes that are better suited to their needs and services developed to help support them, especially where this will encourage better use of housing as well as better outcomes for the person moving.
6.9.6 All new schemes need to be able to show that they can meet the future needs of older people without revenue funding, to protect future residents from future business failure and the possibility of future funding not being able to meet future demand.

6.9.7 Promoting training and employment opportunities locally would help meet local needs as well as improve employment opportunities for local people in the future.

7. Help and Support to Stay at Home

7.1 The previous section considered conventional housing issues, in particular the need to achieve a better balance between the supply and the need for housing in the future, in terms of meeting the needs of individuals and also the wider issues of encouraging the best use of housing stock.

7.2 Adapting homes can be another way of making more homes available to meet the needs of older people. This may be more cost-effective for some and more emotionally acceptable for others. Linked to this, and as with some specialist housing provision, is the need for support. A brief summary of some of the most common options is listed below.

7.3 Adaptations – these may be very minor, such as grab-rails and ramps, or major such as converting bathrooms to level-access shower rooms and through-floor lifts.

7.3.1 Pros – these can greatly improve a person’s ability to remain independent in their own home, close to friends and neighbours. Minor adaptations may be inexpensive and easy to fit.

7.3.2 Cons – minor adaptations can be provided by a wide range of organisations, making it confusing who to contact. Larger adaptations may require extensive partnership working between the local housing authority, social services, and others making it complex and time consuming. As there is no leading organisation, co-ordination and promotion is difficult with potential for duplication.

7.3.3 As the Local Housing Authority, Maldon District Council is responsible for the administration of Disabled Facilities Grants (DFGs) throughout the District, funding essential work to help people retain their independence in their own home. The Council has recently conducted a thorough review into the process and is already implementing a number of improvements but there remains two key issues which are outside of the Council’s immediate control:

- How best can we supplement the funding currently available so that we have enough to meet what we know will be a growing demand in the future? And,
- What can other organisations also do to help improve the overall process?
7.4 **Community alarms** – although they do not provide actual support within the home, they do help give many people, especially those who live alone, assurance that help could be called should they ever require it.

7.4.1 Pros – these are relatively inexpensive and easy to install in most properties providing there is a telephone line.

7.4.2 Cons – the level of response varies from one area to another and although inexpensive some people may be concerned about the cost. In many cases the service is provided by an organisation that is independent from the district or county council making promotion and strategic planning for these services more complicated. Many people may be unclear about how to find out more about these services.

7.4.3 Despite the re-assurance that such alarms can offer, we do not know at the moment how well they are promoted nor the extent to which local people make use of this service. We need to clarify the costs and benefits of these services and make sure that information about them is widely promoted and easy to access.

7.5 Essex County Council's Supporting People Review of the Future of Telecare and accompanying baseline report identified through consultation the following as possible barriers and ways to improve the existing services:

- Resistance to technology
- Multiple access to clients information is needed and is not available to all agencies
- The speed of installation of equipment can be slow
- The service does not provide personal care
- There is not consistent coverage across the county

7.6 There is also some variation as to the response service that community alarm or tele-care services provide. The Maldon District’s main provider is Care Call which, as shown by the information in Table 9 below, provides a wider range of responses than some other services although not everyone will be responded to by a personal visit.
Table 9
Services Provided by Community Alarm Providers in Essex

<table>
<thead>
<tr>
<th>Service</th>
<th>St. Georges</th>
<th>Colchester BC</th>
<th>Brentwood Com Alarms</th>
<th>CARECALL</th>
<th>Tendring DC</th>
<th>Harlow DC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other response required</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Send another professional</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Send the GP</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Send another person</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Send a blue light service</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>A member of staff goes out to client</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Essex County Council’s Supporting People Review of the Future of Telecare 2009

7.7 Visiting support – usually this would be to help with personal care, such as washing and dressing and commissioned by social services. There may also be voluntary organisations providing befriending or help and advice about some of the other types of support mentioned above.

7.7.1 Pros – as with the other types of support, this can help a person remain in their own home.

7.7.2 Cons – commissioning personal care services may be more difficult in rural, less densely populated areas. Provision of befriending, whilst greatly appreciated by those who benefit from it, is not seen as an essential service and is reliant on voluntary organisations.

7.7.3 Visiting support can broadly be categorised as either for personal care, such as help with washing, dressing and eating, or more generic such as befriending, advice about other services, and improvements to the home. Home Improvement Agencies are a wide-spread example of this, such as the service provided locally by Guinness Trust. There are also more local services, such as that provided by Dengie Project Trust and examples of joint working between both such as the Home From Hospital scheme. In the last few years, some organisations which provide supported housing have also considered how to provide a similar service to those who live outside their schemes, this is sometimes referred to as a ‘hub and spoke’ model.

7.7.4 We know that this type of support can be invaluable in bridging the gaps between older people and some of the statutory services, are effective in preventing deterioration and are also very cost effective. Identifying and targeting the most vulnerable and working effectively in partnership with others, avoiding duplication, is something that may be difficult especially for some smaller organisations. Larger organisations on the other hand may find it harder to develop links with more local services which could give them added value and help them to be even more effective.
7.8 Home Improvements

7.8.1 Very often the need for help and support is accompanied by the need to improve or adapt a home. Frequently the better the condition and design of a home, the lower the risk of harm and accidents and the greater a person’s comfort and enjoyment.

7.8.2 Home Improvement Agencies are well placed to provide both impartial advice and practical assistance but it is vital that others who may be working with older people understand their role and potential to provide help.

7.8.3 A possible consequence of the inadequate condition of homes is the level of excess winter deaths, i.e. the proportion of older people dying during the winter period that is in excess of what would usually be predicted. The District has had the highest level of excess winter deaths and although the underlying reasons for this may be complex, this may allude to some extent to the condition of some of the privately owned and rented homes occupied by older people. Higher risks of hazards such as trips and falls, poorer levels of insulation due to design and incidence of fuel poverty may all contribute to this.

### Table 10
Proportion of Excess Winter Deaths in Essex

<table>
<thead>
<tr>
<th>Location</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Braintree</td>
<td></td>
</tr>
<tr>
<td>Harlow</td>
<td></td>
</tr>
<tr>
<td>Brentwood</td>
<td></td>
</tr>
<tr>
<td>Rochford</td>
<td></td>
</tr>
<tr>
<td>Epping</td>
<td></td>
</tr>
<tr>
<td>Colchester</td>
<td></td>
</tr>
<tr>
<td>Tendring</td>
<td></td>
</tr>
<tr>
<td>Chelmsford</td>
<td></td>
</tr>
<tr>
<td>Basildon</td>
<td></td>
</tr>
<tr>
<td>Uttlesford</td>
<td></td>
</tr>
<tr>
<td>Castle Point</td>
<td></td>
</tr>
<tr>
<td>Maldon</td>
<td></td>
</tr>
</tbody>
</table>

Source: East of England Regional Observatory 2007/08

7.8.4 Helping older people improve their homes, especially those that are privately owned or rented by encouraging the following may all help reduce these risks:

- Encouraging the insulation of homes to improve thermal comfort and reduce fuel poverty
• Reducing the risks of trips and falls
• Ensuring that homes are well maintained.
• Promoting the availability of adaptations and schemes such as Home from Hospital to minimise risks for those older people recovering from illness.
• Promotion of community alarms
• Regular visits or checks especially on those who are particularly vulnerable and living in more remote parts of the District.

7.8.5 The reasons for a higher level of winter deaths can be a complex matter, involving access to emergency services, risks of social exclusion, levels of poverty and dangers within the home. The condition of properties will also be one of the prevailing factors and it is notable that the levels of energy efficiency and insulation (measured as SAP or Standard Assessment Procedure Ratings) is very variable across the District. In 2009 Maldon District Council commissioned a Private Sector Stock Condition Survey to help inform the development of a new Private Sector Housing Strategy and although this strategy is not yet completed some of the data has been used to also help with the development of this strategy.

7.8.6 The average SAP rating in the nationwide English House Condition Survey is 50 and a figure of less than 40 is generally taken to indication that a property should be considered for improvements to reduce fuel costs and improve thermal comfort. The average levels vary across the District with only Heybridge having an average rating of above 50, Table ?? shows by wards those areas with the highest and lowest ratings. Not all properties with low SAP ratings will be occupied by older people and in some cases the residents may be willing to incur higher fuel costs, for example as the price for living in an older or larger property of their choice.
Table 11  
SAP Ratings – Source Maldon District Private Sector Stock Condition Survey 2010

<table>
<thead>
<tr>
<th>Area</th>
<th>SAP Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purleigh</td>
<td></td>
</tr>
<tr>
<td>Great Totham</td>
<td></td>
</tr>
<tr>
<td>Wickham Bishops and Woodham</td>
<td></td>
</tr>
<tr>
<td>Tollesbury</td>
<td></td>
</tr>
<tr>
<td>Tillingham</td>
<td></td>
</tr>
<tr>
<td>Tolleshunt D'Arcy</td>
<td></td>
</tr>
<tr>
<td>Althorne</td>
<td></td>
</tr>
<tr>
<td>Maldon East</td>
<td></td>
</tr>
<tr>
<td>Southminster</td>
<td></td>
</tr>
<tr>
<td>Maldon North</td>
<td></td>
</tr>
<tr>
<td>Maldon West</td>
<td></td>
</tr>
<tr>
<td>Burnham-on-Crouch North</td>
<td></td>
</tr>
<tr>
<td>Burnham-on-Crouch South</td>
<td></td>
</tr>
<tr>
<td>Mayland</td>
<td></td>
</tr>
<tr>
<td>Maldon South</td>
<td></td>
</tr>
<tr>
<td>Heybridge East</td>
<td></td>
</tr>
<tr>
<td>Heybridge West</td>
<td></td>
</tr>
</tbody>
</table>

Source Maldon District Private Sector Stock Condition Survey 2010

7.9 The Housing Health and Safety Rating System (HHSRS) is Government’s approach to the evaluation of the potential risk to health and safety from any deficiencies identified in dwellings. The HHSRS was introduced on 6 April 2006 as part of the implementation of Part 1 of the Housing Act 2004; the underlying principle of this is that any residential premises should provide a safe and healthy environment for any potential occupier or visitor. Where the risk is likely to cause harm within the next twelve months, the cause is rated as a Category One hazard.

7.10 In Table 12 we can see that the greatest number of Category One risks under this system are Excess Cold, linked no doubt in some cases to the proportion of homes with a lower SAP rating. The risk of trips and falls, including where there may be additional hazards such as stairways near to glass doors or windows is the other significant risk of harm. Both risks can be reduced through effective intervention, such as promotion of thermal insulation, tackling fuel poverty and home-safety checks which may include fitting safety features such as grab-rails, stair-lifts and safety film on glass.
Table 12
Categories of Category One Hazards

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess Cold</td>
<td>5000</td>
</tr>
<tr>
<td>Falling on Stairs</td>
<td>2000</td>
</tr>
<tr>
<td>Falling on uneven surfaces</td>
<td>1000</td>
</tr>
</tbody>
</table>

Source Maldon District Private Sector Stock Condition Survey 2010

7.11 Promoting measures to help reduce these risks will require partnership working and effectively communicating and engaging with older people in homes which can be improved. By using the information we have about the condition of the housing stock, the demographic profile of each ward and other data such as how best to engage with older people from Mid Essex Primary Care Trust, we can develop specific activities to support the independence, comfort and safety of older people living in privately rented or homes in the District.

7.12 Engaging with many older people to provide them with impartial advice relating to their own circumstances would be the best starting point for the overall aims of this strategy. We know that one-to-one communication is the most effective way of supporting people, and the wider the range of help and advice that can be offered the greater the number of people who could benefit.

7.13 It is easy to see how a service that provides visiting support could in theory help with a number of possible issues and problems:

- Advice on housing options for those thinking about moving
- Advice and support for those who want to move
- Providing information to those who had not thought about moving but would like to know more
- Assessment of the safety and security of their home
- Advice and information about making their home better suited to their needs
- Help and support with adapting their home
- Information about other services that may be able to help with social issues to reduce the risk of isolation and loneliness
- Information about services to help with benefits and finance.
- Identifying gaps in existing services including particular groups who may be more at risk of exclusion.

7.14 Improving the co-ordination and effectiveness of housing information could be the biggest issue that affects how well this strategy and a number of related initiatives improve the housing issues for older people in the future.
7.15 Summary of Support Issues

7.15.1 Tele-care and community alarms can play an important role but we need to understand all aspects that may deter people from making best use of this as well as ensuring that the services provided are meeting the needs of people throughout the District.

7.15.2 The range of possible help may be confusing and it may help everyone if all services are promoted and work together more effectively in the future, such as the Home From Hospital scheme.

7.15.3 We need to make sure that those most at risk from poor heating or condition of their homes are offered advice and practical assistance.

7.15.4 Exploring opportunities for developing and expanding services which can provide home visits to older people may help promote their social as well as mental and physical welfare, supporting them to live independently and in comfort.

8. Working Together

8.1 Whether it is the need to encourage the development of more homes better suited to the needs and aspirations of older people, or help older people improve the condition of their existing homes, it is clear that Maldon District Council will have to work in partnership with a range of other organisations. Some, such as local housing associations and the Home Improvement Agency are already in formal partnerships with the Council. Others may not previously have worked so closely with us or be aware of the role that the Council has as the Local Housing Authority.

8.2 There are already the following groups in place to support the delivery of this strategy through partnership working:

- Maldon District’s Local Strategic Partnership (LSP) and Sustainable Community Strategy
- Health, Housing and Wellbeing sub-group to the LSP
- The Council’s Housing Strategy and proposed Private Sector Housing Strategy both supported by their own groups.
- Essex County Council’s Supporting People Commissioning Body and Strategy
- The Greater Haven Gateway Sub-regional Housing Strategy
- Maldon District Council’s Service Level Agreement with Moat Housing Association

8.3 Whilst we do not want to duplicate any existing group, working strategically in this area requires co-ordination from a sub-district level to a sub-regional level. The consultation of this strategy gave strong support for the Council to take a leading role in developing a strategic approach to housing issues for older people and also showed how there was less certainty about how well
agencies are currently working together or the understanding that local people may have about services for older people and their housing options in particular.

8.4 A summary of some of the questions and responses suggests that a district-wide forum to oversee the delivery and further development of this strategy could help support existing work and plan more effectively for the future.

8.5 Working together could also provide an opportunity to develop a clear list of services which could be shared with other agencies and also promoted, such as through the Council’s own website, to give a clearer outline of help and housing options for older people in the District. Only through developing a comprehensive overview of all services can we really be clear as to gaps in services, particular sub-groups of older people for whom there may be more likelihood of exclusion and the opportunities for tackling any existing inequalities.
Appendix One

Case Studies
The following are factual accounts of successful housing outcomes for older people with names made anonymous to protect confidentiality.

Disabled Facilities Grants
Mrs G lives in a first floor flat and although unable to use the stairs to get out of the building was reluctant to move as she had so much help and support from her neighbours. As part of the Council’s review and improvements to the way that Disabled Facilities Grants (DFGs) are now processed Mrs G was visited at home by someone from the Council’s Private Sector Housing Team. Her case was approved within two weeks of this visit and a stair-lift fitted within six weeks. Mrs G can still benefit from the help and support she gets from her neighbours, which made it so important to her to remain in her home. She is now also able to join her friends outside of her flat, go shopping with them and join in with more social activities.

Benefits of Sheltered Housing
Mr P had lived alone in a number of privately properties for some years. He came to the attention of the local housing authority when he was at risk of becoming homeless through rent arrears. As he was over 55 years old, he was successful in applying for sheltered housing but this had very little support and within a short period of time he once again was having problems with paying his rent. When visited it was clear that he found living alone difficult and was in poor health. He was transferred to another scheme where there was more support and he admits that at the time he was reluctant to move, especially to somewhere he thought was for people much older and more in need than himself. He resented the idea of needing more support but accepted the offer as he had to admit that he was struggling to maintain his current home.

Within a few weeks of moving, it became clear that he had a number of health problems including depression which he was aware of but had never spoken about and did not think could be treated. With only a small level of help and support, he sought help in getting treatment and now feels happier than he has ever been, regretting the fact that he did not know more about sheltered housing sooner.

Information about Housing Options
Mr S was divorced and lived alone. He lost his job through illness and eventually had to be admitted to hospital where he stayed for some time. When ready to be discharged his family were so concerned that they offered to accommodate him in the family home rather than live alone. As the property was small, with grandchildren as well as his daughter and son-in-law it was very crowded but the family could see no other option.
During this time, a local housing association had a one-bedroom flat vacant in one of their sheltered housing schemes which they had advertised through Choice Based Lettings but few people were interested and no one had accepted it. As a last resort the housing association placed an advert in a local shop window which was seen by Mr S who applied and was pleased to accept the offer of a tenancy. The property was close to his family and had support available to help him during his recovery. Mr S was amazed to find such perfect solution to his problem and had no idea that such options existed nor how to apply.

The Benefits of Choice Based Lettings
Choice Based Lettings is a common way of allocating affordable housing including sheltered housing. Properties are advertised when they become available and people who have registered for housing in that area can apply to show their interest. Each property is then allocated to the person in greatest need. Before this system was introduced, people how had applied for housing would be told when a property was available and they had no idea of what other properties there may be. The Council introduced its own Choice Based Lettings scheme in May 2009 called Gateway to Homechoice.

Mr and Mrs B had been housed through the previous system and were not aware that Gateway to Homechoice had been introduced until they mentioned to someone that they were finding it harder to get to the shops and other amenities especially in the winter. They were told that they could apply for a transfer to another home but would have to apply to the Council. One of the Council’s Allocation Officers explained how to apply and Mr and Mrs B decided to do this on-line so they could easily see what other properties may be available. Once they had been helped to register and supported to make their first few ‘bids’ they were happy applying every time they saw a property that they thought better suited their needs. Eventually, after only a short period of time, they were successful and moved to a similar property much closer to local amenities and also nearer to family and friends. They had not seen this as being so important when they first moved to their previous home but as they grew older, living in a more secluded part of the District was causing them more concern.

Although moving home is never easy, Mr and Mrs B were so pleased at how easy the process was, the range of choice they had and the help and support that was offered. They described the process as ‘very exciting’ and did not realise the opportunities that were available.
Appendix Two

Response to Consultation

Question 1 – The Council is justified in developing a strategy specifically for the housing issues for older people

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Unsure</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Unsure</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

Question 2 – There is already enough housing for older people in the District but better use could be made of what is available through better promotion

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Unsure</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Unsure</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

EB071
Question 3 – The Council should play the leading role in enabling services to meet the needs of an ageing population in the District

Question 4 – Clearer information is needed to help older people find help and support to live independently
Question 5 – Older people living in rural areas should be seen as a priority for help and support

Question 6 – There is a need to improve the co-ordination of existing local services for older people
Question 7 – Local organisations understand the impact of an ageing population and are preparing to work together to tackle this

Question 8 – There is a need for clearer information on housing and support options
Question 9 – More should be done to improve the quality of information to people who own their own home

Question 10 – Affordable sheltered housing is no longer seen as something that most older people would consider moving to
Question 11 – Older people would be more likely to move into smaller, better designed homes if they were away from younger families

Question 12 – It is fairer to expect those who can afford to pay for support to make a contribution rather than provide free to everyone
Appendix 3
Contributors to this Strategy

We would like to thank the following who have contributed through consultation and discussion to the development of this strategy:

- Anglia Ruskin University
- Chelmer Housing Partnership
- Colne Housing Society
- Dengie Project Trust
- Essex County Council –
  - Adult Social Care
  - Development and Planning
  - Supporting People
- Estuary Housing Association
- Greater Haven Gateway Housing Partnership
- Guinness Trust Home Improvement Agency
- Maldon District Local Strategic Partnership
- Maldon Housing Association
- Mid Essex PCT
- Moat Housing Group

Everyone who responded to the on-line consultation and took part in surveys carried out on behalf of this strategy by Anglia Ruskin University.
## APPENDIX 4
### Action Plan

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Responsibility</th>
<th>Timescale</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Supply of Housing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 There is a need to improve the provision of housing locally that meets older people’s needs and aspirations</td>
<td>Set clear criteria to promote new housing provision which meets the criteria of design, location, tenure</td>
<td>Strategic Housing Manager</td>
<td>December 2010</td>
<td>Officer time</td>
</tr>
<tr>
<td></td>
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<tr>
<td>1.2 New open-market homes need to be developed to meet this demand in order to achieve a better balance in response to need and also to reduce the risks of an imbalanced supply of housing</td>
<td>Ensure that the planning of new homes recognises the need and the criteria for homes to meet this demand</td>
<td>Strategic Housing Manager / Planning Policy Manager</td>
<td>From December 2010</td>
<td>Officer time</td>
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<td>1.3 Opportunities for developing new sites need to be identified, smaller developments to provide low-level independent accommodation close to amenities, larger sites to meet the need for a wider range of need including higher level for those with dementia and very limited</td>
<td>Work with partners including housing associations and public bodies that own land to identify sites to meet the housing needs of older people – both small scale and larger scale developments</td>
<td>Strategic Housing Manager / Planning Policy Manager</td>
<td>Ongoing from October 2010</td>
<td>Officer time</td>
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<tr>
<td>No.</td>
<td>Mobility Task</td>
<td>Details</td>
<td>Responsible Officer</td>
<td>Due Date</td>
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<td>1.4</td>
<td>Improve the use of existing schemes to make best use of current provision. should be assessed, those in areas of high demand to establish the potential for improving their capacity to meet higher levels of need, those of low demand due to design to establish potential for re-design and those in areas of low demand to consider re-development</td>
<td>All schemes to be assessed and categorised to establish how best to meet future needs – refurbish, capacity for higher needs, low demand due to design, location, opportunities for re-development</td>
<td>Policy and Enabling Officer / Supported Housing Providers</td>
<td>By December 2011</td>
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<td>1.5</td>
<td>Improve our understanding of what help and support is most needed to help people move on into more appropriate accommodation</td>
<td>Review of existing options and further consultation with local residents</td>
<td>Housing Options Team Leader / Supported Housing Providers</td>
<td>By December 2011</td>
</tr>
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<td>1.6</td>
<td>Ensure that all new developments for older people are sustainable and able to meet needs in the longer term</td>
<td>Develop and implement standard survey for all new applicants to assess financial viability of revenue as well as capital funding and strategic relevance</td>
<td>Strategic Housing Manager / Planning Policy Manager</td>
<td>December 2010</td>
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</tbody>
</table>
1.7 Encourage the development of local skills to support employment needs and opportunities in relation to the future care and support needs for older people

Promotion of needs to employment and training agencies such as Job Centre Plus and Connexions

Economic Development Officer / Strategic Housing Manager

Ongoing from January 2011

Officer time

2. Help and Support

2.1 Improve promotion of tele-care services to support independence

Engage with Essex County Council’s Telecare Review, identify any barriers and gaps in service and promote through use of website and other appropriate means

Strategic Housing Manager / Policy & Enabling Officer

Ongoing from October 2010

Officer time

2.2 Improve joint working through better consultation with partners as well as local residents

Explore the need for an Older Persons’ Housing Forum to identify and promote good practice locally and support existing groups.

Strategic Housing Manager / other voluntary and statutory partners.

Need for forum identified by December 2010 and progress thereafter.

Officer time initially

2.3 Clarify those properties and locations where there is the greatest risk of fuel poverty and poor insulation, other hazards such as trips and falls

Ensure that this information is included as a way of setting priorities in the Council’s Private Sector Housing Policy

Energy Efficiency Officer / Senior Private Sector Housing Officer

December 2010

Officer time
2.4 Exploring opportunities for developing and expanding services which can provide home visits to older people may help promote their social as well as mental and physical welfare, supporting them to live independently and in comfort

Consult with housing associations, Home Improvement Agency and other voluntary organisations as to existing and possible future range of services that could meet growing needs and identified gaps in support

Strategic Housing Manager

June 2011

Officer time

2.5 Improve the way that existing services are promoted to local residents

Possibly through the proposed forum (above) map and promote local services more effectively including through use of the Council’s own website and Gateway to Homechoice

Strategic Housing Manager

June 2011

Officer time initially

2.6 Monitor progress of the strategy’s action plan

Through involvement of local forum if established and regular reporting to the Council’s Affordable Housing Board and Health Housing and Well-being sub-group

Strategic Housing Manager

Twice yearly reports

Officer time