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Foreword

We are delighted to introduce Promoting Independence: Our housing strategy for people as they age in Salford 2008-2018. This strategy fits with the over-arching Wellbeing Strategy for Older People and reflects both government policy and our local priorities. It promotes a broader approach and concentrates on all older people with housing and housing related support needs. The partnership between the Older People’s Partnership Board and Salford City Council is fully committed to supporting people in ways that maximise choice, independence and opportunities to participate in the life of the community.

Promoting Independence: Our housing strategy for people as they age in Salford 2008-2018 is part of our overall Housing Strategy for Salford, Shaping our place 2008-2011. The strategy incorporates an implementation plan to be phased over the next three years that will generate important benefits for all older people in Salford. The benefits and improvements will build on the progress already made over the last few years, more actively involving users and those not receiving housing support at present.

People age at different rates and in different ways depending upon a range of factors which may include their health, life experiences, and whether or not they have some disability. Throughout the document we make reference to ‘older people’ but we recognise that age alone does not dictate a person’s abilities, as such whilst using the term older people the strategy focuses upon the circumstances, needs and preferences of people as they age rather than on a specifically defined age group, unless otherwise stated.

Our strategic vision is that people’s independence, wellbeing and life quality are maximised as they age. We will enable this through ensuring greater choice and improved quality of housing, thereby contributing towards the creation of a better future for forthcoming generations of older people living in Salford.

The views of older people have shaped this strategy and partners and stakeholders have contributed towards its development. Through effective partnership working we are committed to providing the leadership and resources to help deliver national and local housing, social and health care priorities.

We fully endorse Promoting Independence: Our housing strategy for people as they age in Salford 2008-2018.

SIGNATURE(s)

Chair of Older Peoples Partnership Board
Our housing vision for people as they age in Salford

This section of the strategy looks at the strategic framework within which housing and housing related support services for older people in Salford is operating. Having set the scene the section then outlines the processes involved in order to develop the strategy and how the outcomes of the research and consultation exercises have provided a list of the key messages which have been used to shape the vision and strategic aims. The section concludes by stating the overall vision and strategic aims of the strategy.

This is the first housing strategy produced specifically for older people in Salford. Its purpose is to outline how we, together with our partners, will provide the services and an environment that older people need to make real choices that help to maintain their dignity, independence and aspirations and to enable them to retain quality of life.

Strategic Framework

The strategy responds to a number of local and national policies:

- The government’s strategy document, *Quality & Choice in Older People’s Housing*, which sets expectations for older people to be able to live independently and make choices about the provision of housing services.
- Since 2005 local authorities need to demonstrate to the Audit Commission (in Comprehensive Performance Assessments) that they are delivering on the national agenda for older people and are actually impacting on their well-being.
- *Salford’s Well Being Strategy* sets out plans for multi-agency working across a range of activities to deliver better quality of life for older people in the city.

The need for a specific Housing Strategy for older people in Salford was recognised and recommended within the Council’s *Housing Strategy 2004-06*, and reflects both government policy and our local priorities.

Promoting Independence is one of the key documents that sit within the family of strategies that make up the *Housing Strategy, Shaping our place 2008-2011*. It makes a significant contribution across the five major strategic aims for housing and housing related services in the city:

- People living independently in all our communities
- Quality homes for all our residents
- A greater choice of homes
- Deliver excellent housing services
- Working together to improve the housing offer

This is a good time to develop an Older Person’s housing strategy as:

- Housing strategies for older people are not statutory at present but are likely to become so
- There is an increasing number of older people in Salford
- There is an increasingly diverse population of older people in Salford
- Our recent Housing Stock Condition Surveys and Housing Market Needs and Demand Survey data are now available
• There are a number of supporting and related strategies in development which are both informed by and in turn have informed the development of Promoting Independence

How we developed this strategy

In developing this strategy we have reviewed the recent developments made to improve housing related services for older people, these include:

• Introduction of the Housing Choice Service which provides support, advice and assistance to people over 50 years of age to help them remain living in their own home or to move to more appropriate accommodation as required.

• Development of the Handypersons Scheme which is a not for profit community business providing joinery, DIY, plumbing and electrical work, in addition to handy jobs around the home such as changing light bulbs and clearing gutters.

• Development of the Salford Home Improvement Agency, which helps people over 60 to stay in their own home by providing advice on repairs, improvements and adaptations to the home.

• A continued programme of capital improvements to upgrade and improve the City Council’s sheltered housing.

• Consultation, remodelling process and extra care service development models, which created 197 extra care units, cited as national Best Practice by the Department of Health Housing Network in 2007.

• Working in partnership with Registered Social Landlords and the Learning Difficulties Service to develop four extra care units for people with learning difficulties and dementia.

The strategy is linked to both national and local drivers and is informed by and supports a variety of documents that have been produced by Salford City Council and its partners covering the range of issues that affect older people living in the city.

It has been formulated in consultation with a wide range of organisations and reflects the views, requirements and priorities of older people in Salford. Consultation with older people and partners was an ongoing process throughout the development of the strategy. A representative consultative steering group was set up to steer the development of the strategy, to ensure that the content of the strategy reflects the national and local drivers and is informed by a comprehensive consultation process.

The steering group has representatives from customers, Elected Members, Strategic Housing Services, Salford PCT, Community Health and Social Care, New Prospect and our lead and support Registered Social Landlord’s.

The steering group was responsible for overseeing a number of research and consultation activities in order to develop the strategy. The following sections outline these tasks in more detail.

Research - A desktop review of existing strategies, including;

• Salford’s Supporting People Strategy
• Salford’s Housing Strategy
• Salford’s Opening Doors Strategy
• Salford’s Cross Tenure Review of Sheltered Housing – Phase 1
Research - A review of all current information sources including:

- 2001 Census data;
- Housing Market Needs and Demand Study 2007;
- Private Sector Stock Condition Survey 2007;
- Council Housing Stock Condition Survey 2006;
- Homelessness Review 2007;
- Decent Homes Investment Strategy 2005;
- Research undertaken in relation to the Supporting People Strategy and analysis of demand and supply for Council and other providers sheltered schemes.
- The mis-match between older people’s aspirations and current housing supply was investigated.

Consultation – including:

- Discussions with social housing providers sought views about demand, turnover and other factors
- Representatives were invited from other housing providers and the voluntary sector on the suitability of housing and related services for older people in the city.
- Visits were made to extra care and sheltered housing schemes for older people.
- Interviews were held with professionals from different council departments
- The strategy is reflective of the issues and priorities for older people from all communities, including the BME and faith communities, in shaping the strategy.
  Salford Link Project (Pakistani, Indian and Bangladeshi communities)
  Orthodox Jewish Community
  Yemeni Community Association
  Salford Disability Forum (Physical and sensory disabilities)
  Older People’s forums
  Community/ Tenant forums
  Older people from BME communities

- In addition to the consultation events a postal survey was distributed via housing providers, voluntary and community groups and bowling clubs with 110 surveys being returned. Of those that responded:
  80% were aged 65 or over with an equal split between men and women
  All respondents were of a white ethnic background
  31% considered themselves to have a disability
  57% lived in socially rented accommodation

The key messages

Common themes were clear in the feedback obtained from the consultation undertaken as part of the development of Promoting Independence:

- Comfortable, accessible and affordable housing – including insulation, help with heating and energy saving measures.
- Secure homes and safe neighbourhoods
- An ability to get out and about, with homes being close to local amenities and transport systems
- Opportunities for developing and maintaining friendships and social networks
- Opportunities for learning and leisure, keeping active and healthy
- Access to good and relevant information, choice and control over housing / support services
- Access to suitable equipment and adaptations, with minimal waiting times
• Spacious, larger (ideally 2 bedroom and not bedsit), well designed housing, with adequate space for electrical appliances and storage.
• Help with small repairs
• Opportunities to maintain independence
• To be listened to and have the opportunity to have a say about services and how they are provided, and have this acted upon.
• Flexibility and choice in support and care options
• The capacity to remain living with one’s own home despite developing disabilities or long term health conditions.
• The ability to keep pets within the home

OUR VISION

The vision of Promoting Independence is:

To ensure there is a wide range of good quality appropriate housing that promotes independence and wellbeing, provides choice and meets the changing needs and aspirations of people as they age in Salford.

The strategic aims for Promoting Independence are:

STRATEGIC AIM 1 – Older people are able to choose the most suitable living arrangements for them because there is easy access to information about housing options, support services and facilities, to people as they age.

STRATEGIC AIM 2 – Housing is of a good standard and is suitable for the needs and preferences of older people

STRATEGIC AIM 3 – A range of housing options are available to people as they age

STRATEGIC AIM 4 – A range of support services and facilities are available to people as they age to enable independent living

STRATEGIC AIM 5 – All Partners will recognise the role they can play in delivering better housing and support services for older people, and both individually and in partnership seek to achieve this.

The following sections of the strategy go on to explore in more detail the issues underpinning these strategic aims and the actions we will take in order to address them and ensure that there is a wide range of good quality appropriate housing that promotes independence, provides choice and meets the changing needs and aspirations of people as they age in Salford.
Housing and housing related support services for older people

The following section outlines the current demand for housing and housing related support services and likely demand within the context of the projected significant growth in numbers of older people in Salford over the coming years.

Demand analysis

Demand for housing and housing related support services for older people does and will continue to change. Whilst the long-term population predictions can provide us with an indication of the numbers of older people, they cannot predict what the aspirations of older people will be as these will also continue to change. Currently people aged 65 years and over make up approximately 16.2% of Salford's total population (equates to approximately 35,152 older people)

The proportion and numbers of older people in the population are projected to increase sharply – by 2020 the numbers of over 85 year olds in Salford will have increased by approximately 800 and will represent approximately 2.2% of the total population (all ages) and 13.5% of the over 65 year old population, in Salford. This is slightly less than the projected proportion of over 85 year olds in England (2.7%) but is comparable to the projected 2.1% in Greater Manchester.

Population aged 65 or over and 85 and over

The table above outlines a steady rise of the over 65-age group, and an increase in the numbers of people aged over 85 years. Whilst the increase is numerically small in terms of actual numbers, the projected growth of these age groups in the coming years will mean a large increase in terms of the effect on service planning and commissioning given the resource demands associated with this group. This rate of increase will have major implications for social services, health services and other support services and the contribution that effective housing and housing related support services can make will become increasingly important.

Although currently there is a relatively small population from BME communities living in Salford, our research indicates the numbers are growing. There is therefore a need to develop effective services capable of meeting diverse cultural expectations. As people settle and age, there will be a more diverse older population in Salford in future years and this will impact on demand for housing and housing related support.
Tenure and Support Needs

- The Housing Market Needs and Demand Study 2007 considered the tenure of support needs categories including older people. The findings of this study indicate that 39.1% of older people with a support need are owner-occupiers with no mortgage, and 9.9% with a mortgage. Frail or elderly residents who are council tenants make up 37% of this group, while only 4.8% of this group rent privately.

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Owner –Occupier (no mortgage)</th>
<th>Owner-occupier (with mortgage)</th>
<th>Council</th>
<th>RSL</th>
<th>Private rented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frail or elderly</td>
<td>39.1%</td>
<td>9.9%</td>
<td>37.0%</td>
<td>9.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Medical condition</td>
<td>24.4%</td>
<td>18.4%</td>
<td>40.6%</td>
<td>6.5%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Physical disability</td>
<td>30.5%</td>
<td>17.2%</td>
<td>38.0%</td>
<td>7.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Learning Disability</td>
<td>8.8%</td>
<td>25.5%</td>
<td>44.1%</td>
<td>8.1%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Mental Health problem</td>
<td>12.9%</td>
<td>21.3%</td>
<td>46.4%</td>
<td>9.0%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Sensory disability</td>
<td>46.5%</td>
<td>19.3%</td>
<td>24.4%</td>
<td>9.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other</td>
<td>11.6%</td>
<td>9.4%</td>
<td>52.5%</td>
<td>7.5%</td>
<td>19.0%</td>
</tr>
<tr>
<td>All support needs hhs</td>
<td>25.6%</td>
<td>17.7%</td>
<td>39.0%</td>
<td>8.7%</td>
<td>9.0%</td>
</tr>
<tr>
<td>All non-support needs</td>
<td>23.0%</td>
<td>39.5%</td>
<td>21.4%</td>
<td>4.7%</td>
<td>11.4%</td>
</tr>
<tr>
<td>All Households</td>
<td>23.6%</td>
<td>34.0%</td>
<td>25.8%</td>
<td>5.7%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

Source: Salford Housing Market Needs and Demand Study 2007

- The table below shows characteristics by support needs group. Sensory disability, and physical disability represent the highest percentage among older people in Salford with 41.4 %, and 41.1% respectively.
Conclusions

The main implications of these findings are that

- Older people require different housing and support services at different times in their lives, dependent on changing health, personal and social circumstances and crises.

- There is a need to provide services that are flexible and can respond to changing need, as well as making it as easy as possible to find out about and access other housing options

- There will be a need for the continuation and improvement of services which help people adapt, repair, modernise and maintain their homes whether they rent or own their homes

- There will be a need to further develop mainstream and specialist housing and support services to suit people who are likely to have reducing mobility and who may become increasingly physically and mentally frail.

- As older people cover a wide range of age groups, housing tenures and have a variety and multiplicity of needs, a range of housing and flexible services will be needed to provide the realistic choice of independent living for people as they age

- There will be a need to influence those investing in housing and to plan for the provision of new housing to Lifetime Home standards.

Supply analysis

There is a range of provision of specialist accommodation and housing related support services designed to help sustain continued housing independence in the city. Overall it is expected there will be increased pressures in coming years on all...
services, particularly those which enable ‘ageing in place’. The following section looks at the current level of housing supply including social / private rented and owner occupied. The section concludes with a brief description of the variety of housing related support services provided to all which are designed specifically to enable ‘ageing in place’ regardless of tenure.

Socially provided sheltered housing

Before presenting an outline of the current levels of housing supply it is pertinent to provide a brief definition of the various terms used in order to define housing for older people as both the understanding and use of the phrase ‘Sheltered Housing’ can sometimes be misleading.

Traditionally sheltered housing is considered to be:

‘housing which is purpose built or converted exclusively for rent to older people with a package of estate management services and which consists of grouped, self-contained accommodation with an emergency alarm system, usually with communal facilities and normally with a resident warden.’

This can cover a range of provision from lifestyle housing for the active, newly retired through to warden assisted housing with community facilities and design modifications through to very sheltered housing with high staffing levels and many additional services and facilities. Sheltered housing is usually referred to as either being a Category 1 or Category 2 scheme.

The term ‘Category 2 schemes’ has historically been used to describe specifically designed grouped housing supported by a warden or scheme manager, with access to 24-hour emergency assistance via an alarm system and which provides a communal laundry and lounge (and sometimes other communal facilities).

The term Category 1 scheme usually refers to grouped housing schemes designated for older people and linked to an emergency alarm system but without a support service or communal facilities, and are not considered to constitute sheltered housing. However despite the Housing Corporation producing a new set of definitions in 03/04, the terms Category 1 and 2 are still commonly used.

In addition, Extra Care schemes (also known as very sheltered and enhance sheltered) are a form of housing with varying levels of care and support available on site. There is no universally accepted definition of Very Sheltered, Enhanced Sheltered or Extra Care housing. However, this kind of housing gives older people who might otherwise consider residential care the chance to stay independent through the provision of greater support and/or care.

Sheltered housing supply

- At the time of writing there are 152 schemes (category 1 and 2, including extra-care) in total, providing 3,848 sheltered units across the City.

- The majority of all sheltered schemes are council owned (67.7%) and are currently managed by Salix Homes in Central Salford and New Prospect in West Salford.

- There are currently 16 other Registered Social Landlords who own and manage 49 sheltered schemes across the city.
- There is very little provision of specialist housing which is culturally sensitive to the needs of BME older people.

The total number of units (3848) equates to 109.5 sheltered units per 1000 people over 65 years of age and 231.9 units per 1000 people over 75 years of age. This includes the four extra-care schemes, which make up a total of 194 units (plus 4 specialist units in Pennine Court).

### Total number of sheltered units within each Ward of Salford

<table>
<thead>
<tr>
<th>Ward</th>
<th>No of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barton</td>
<td></td>
</tr>
<tr>
<td>Boothtown &amp; Eccles</td>
<td></td>
</tr>
<tr>
<td>Cheadle</td>
<td></td>
</tr>
<tr>
<td>Eccles</td>
<td></td>
</tr>
<tr>
<td>Irlam</td>
<td></td>
</tr>
<tr>
<td>Kersal</td>
<td></td>
</tr>
<tr>
<td>Little Hulton</td>
<td></td>
</tr>
<tr>
<td>Pendlebury</td>
<td></td>
</tr>
<tr>
<td>Swinton Sth</td>
<td></td>
</tr>
<tr>
<td>Walkden Sth</td>
<td></td>
</tr>
<tr>
<td>Walkden Nth</td>
<td></td>
</tr>
<tr>
<td>Whalley</td>
<td></td>
</tr>
<tr>
<td>Worsley</td>
<td></td>
</tr>
</tbody>
</table>

**Salford Wards**

### Quality and style of sheltered housing

- There are 24 out of 55 category 2 sheltered schemes that contain bedsits in Salford. 2 of these schemes contain no other type of accommodation. The remaining 21 (category 2) schemes have bedsits in addition to other types of accommodation, while 31 schemes in the City have no bedsit accommodation.

- There are more RSL schemes containing bedsits (18) compared to 6 council owned schemes.

- By far the most popular sheltered schemes in Salford are those without ‘bedsits’ with 99% occupation of available units. The schemes with ‘bedsits’ vary in popularity due to a number of other factors including the location of the scheme and the range of facilities. The sheltered housing review found that there is no other clear correlation evident between bedsit accommodation and utilisation rates.

### The private rented sector

In Salford, the numbers of older people living in the private rented sector is low at just under 5% when compared to the numbers either in social housing or in owner occupation. But whilst the numbers of older people living in the private rented sector is small in comparison it still represents a significant number when compared nationally – one in ten in Salford as opposed to one in twenty nationally. The following section provides details about the numbers of older people who reside in the private rented sector and the surrounding issues.

This is a particular issue for Salford as:

- Although there are good private landlords, some of the poorest housing conditions are to be found in the private rented sector and older private tenants are often reluctant or unable to enforce their right to repair through fear of eviction or confrontation.
- This is disproportionately true of the over 75 year olds where 9.5% aged 75 to 84 and 15.1% aged 85+ (compared with 7.7% and 11.4% nationally) rent from private landlords.

- Two out of thirteen of the most inherently vulnerable people amongst our older population live in what can be described as potentially vulnerable circumstances. This is a matter of concern for housing commissioners, planners and private landlords alike.

**Owner-occupation**

Whilst Salford has lower levels of owner-occupation than the national average, the proportions are changing as the levels of owner occupation increases. Currently just over 40% of older people reside within the owner occupied sector and given the recent growth in owner occupation this is one of all the possible tenures that are projected to see the biggest increase.

- A proportion of the older owner-occupiers will have difficulties maintaining their homes, some of which are in poor condition and lack central heating.

- There are significant levels of older owner-occupiers living in houses who will require equipment and adaptations as they become less mobile.

- There are significant levels of owner-occupation in areas with high BME populations. BME groups have generally lower levels of awareness of the services that are available to help them remain independent. This is compounded by the lack of appropriate culturally sensitive housing services for diverse needs.

- The Housing Market Needs and Demand Study 2007 identified a total need for 674 affordable housing units for the City, comprising 607 social rented, and 67 intermediate housing. Intermediate housing is housing at prices and rents above those of social rent but below market prices or rents. The study indicates that older households without children would need half of this overall requirement. Although the assessment does not identify older people's specific requirements the estimate gives some indication of the requirements of older people in the future, and their need for proportionally more affordable/social housing.

- Private sector sheltered housing is most commonly referred to as Retirement Housing. This sector is far less developed than its social rented equivalent: nationally there are only 13.1 leasehold/sale units per thousand people aged sixty five and above. Salford's level is substantially below even this. We know of only two ‘for sale’ sheltered schemes providing some 100 units – representing 2.9 units per thousand people.

**Housing related support provision**

As well as the provision of good quality housing the council is either responsible for, provides funding to or jointly commissions other related support services to help the majority of people aged 60+ to continue to live independently in their own home as opposed to being in supported or residential accommodation. Enabling older people to retain their independence for as long as possible is an important aspect of this strategy. Providing equipment and adaptations means that homes can be adapted to meet people's needs and enable them to remain in their existing accommodation as
those needs change over time. This section provides some brief details relating to the range of housing related support services provided in Salford.

Support services

- **Sure Footed in Salford** - a strategy for reducing the frequency and impact of falls, and a visiting warden service trained to assess and respond to those at risk of falling.

- The **Specialist Housing Service** – offers housing options or low cost and major equipment and adaptations for public and private sector housing

- The **Reducing Burglary Initiative** – Helps residents be and feel secure in their homes, through advice on crime prevention, provision of security packages to households and neighbourhood security schemes.

- The **Home Improvement Agency** – provide help to eligible groups with repairs, adaptations and improvements in the home

- **Helping Hands Minor Repairs Service** – a handyperson service providing eligible groups with help with security and internal / external maintenance of their homes

- **Care on call** – A mobile warden service providing support to people in their own homes.

- **Sheltered Warden Service** – Available to tenants of sheltered housing, this service can provide support and opportunities for social activities.

- **Housing Choice** - the scheme increases the availability of information to allow older people to make a more informed choice about the sustainability of their housing selection. It also helps decisions about where, or if, they want to move.

**So what are the main messages and challenges and what are we going to do about them?**

Our consultation outcomes which we listed earlier replicated the results published in the national study ‘Coming of Age’. Our analysis of the housing supply, demand and housing related support provision, in addition to listening to what people say they want, leads us to a number of conclusions about the issues that need to be tackled through implementation of the strategy.

Our engagement and research indicate increasingly, that older people prefer to live in high quality general housing and receive care and support services in their own home. In Salford larger numbers of older people are living in general needs housing, either moving into specialist accommodation at a more advanced age or remaining all their lives in general needs housing.

Therefore key messages and challenges for us relating to general housing are to:

- ensure that the supply of new affordable homes and those built within regeneration programmes can meet the needs of people as they age, to enable them to continue living in the neighbourhood and housing of their choice.
• see that investment in existing housing supply recognises that building design styles and new technology can help people who are growing older
• recognise the importance of information and advice services which can help older people make informed choices about their housing options at the right time for them, and ensure that this is supported by appropriate policies and services which e.g. may help people to release equity in their homes and provide incentives for people to move to more suitable accommodation
• develop services which help people adapt, repair, maintain and manage their homes irrespective of tenure type – this will mean ensuring that landlords are alert and sensitive to the housing management services required by older people, as well as the services that are directly provided to tenants and owner occupiers
• acknowledge the importance of housing support services delivered to older people in their own homes, which can provide both practical help and reduce feelings of isolation

While most people prefer and want to stay in their own homes significant numbers currently benefit from the additional services which are provided in sheltered and extra care housing schemes.

Therefore key messages and challenges for us relating to sheltered and extra care housing are to

• Ensure the appropriate quantity and geographical spread of sheltered and extra care housing provision across the City to suit the local population and to improve the design and quality of these schemes wherever possible e.g. by reducing bedsits
• Continue to increase the supply and develop the extra care housing model as a flexible, high-quality option particularly in areas where the supply of specialist provision is poor or current provision, such as sheltered housing, is of poor quality.
• Recognise that sheltered housing can have a role in reducing isolation and provide opportunities for developing and maintaining friendships, social networks and facilities for learning and leisure as well as a hub for other services and activities which older people value
• Understand that traditional sheltered schemes and services will need to be developed to support people with increasingly complex needs and to become a suitable option for older people from diverse backgrounds
• Review the Retirement Village model as a means to increasing the overall supply of housing for older people and providing a wider choice of specialist housing

While we have summarised the main messages above the key challenge will be to agree the priority actions - what we believe are the most important things we need to do to improve housing and housing services for people as they age in Salford.

The following section discusses the financial framework we need to work in and suggests an action plan to address the issues which have been raised in this strategy and to take us closer to meeting our strategic aims and realising our vision.

**Delivering the strategy**

**Financial Framework**

It is vital that adequate and planned resources are secured to take forward the recognised need for the Strategy to be robust and ambitious in order to have the necessary impact on
housing issues for older people within Salford. This section of the strategy therefore concentrates on the various resources that are presently available and those that may be available in the future.

Specific resources will need to be identified within the Action Plan for each target in order for this to be delivered and to be monitored. It is important to stress that within this document resources have been defined in their very broadest sense and that it is intended that the Council will utilise its enabling role to optimise external funding potential and partnership working in general. Annual budget setting is integrated with the service planning process so that consultation feedback, new initiatives, savings and efficiency opportunities can all be considered in the round.

Funding issues are inherently complex and subject to constant change. It is anticipated that the Council's financial management processes will enable it to respond flexibly to the challenges that this issue raises. In addition the Council is very much aware of the importance of Value for Money, and is starting to build this in as an integral element of financial planning processes.

Taking the strategy forward

The Strategy is a vehicle to deliver a set of objectives. Alongside there is an action plan of the measures needed to achieve these objectives. To guarantee that the strategy produced is going to be an effective tool by which the outcome objectives will be met, a set of performance measures will also need to be put in place.

Monitoring and Evaluation

A key element of a successful strategy is regular monitoring of the action plan and evaluation of the overall Strategy to ensure it remains relevant and current. Work will take place to ensure the Strategy is monitored in the most appropriate forum involving statutory and voluntary sector agencies as well as service users. The Older Persons Partnership Board and the Salford Housing Partnership will be kept up to date of progress or otherwise against relevant targets.

The action plan will be reviewed yearly and it will be performance managed regularly through the Older People’s Partnership Board, Salford Strategic Housing Partnership and Supporting People Commissioning Body.

The Strategy and Action Plan can only be delivered by working in partnership and through building on the success of previous partnership working. The key partners in delivering the vision and aims of this strategy will be:

- Salford Housing Partnership
- Registered Social Landlords
- Salix Homes/City West Housing Trust/PFI/Housing Connections Partnership
- Supporting People Commissioning Body
- Care and Repair
- Private Developers
- Planning Department

The partners recognise the need to identify the necessary resources to implement our priorities for action. As part of the implementation work, a financial appraisal for each of our
target actions will be carried out, to ensure the necessary resources to deliver the action plan are identified.
Strategic priorities for action

Based on this analysis we have identified strategic aims, which all in some way contribute to the overarching aims within the housing strategy, Shaping our place 2008-2011. The five themes of Government's Quality & Choice for Older People's Housing are also integral to this strategy and together inform and shape the framework for the delivery of this action plan.

STRATEGIC AIM 1 – Older people are able to choose the most suitable living arrangements for them because there is easy access to information about housing options, support services and facilities to people as they age.

Objective A  Provide comprehensive coordinated housing advice that meets the needs of older people across a wide range of housing related issues

STRATEGIC AIM 2 – Housing is of a good standard and is suitable for the needs and preferences of older people

Objective A  All older people will be able to live in homes which meet the Decent Homes Standard.
Objective B  All Housing Providers to ensure that housing and housing services are age proof and culturally sensitive.
Objective C  To implement the recommendations of the Sheltered Housing Review – Phase 1 and to ensure that sheltered housing meets the needs and expectations of older people
Objective D  To monitor and review relevant data which can be made easily available when planning better housing and related services for older people

STRATEGIC AIM 3 – A range of housing options are available to people as they age

Objective A  To increase the supply and quality of specialist housing provision (a proportion of which should be affordable) and services which enable older people to manage and maintain their existing housing.

STRATEGIC AIM 4 – A range of housing related support services and facilities are available to people as they age to enable independent living

Objective A  To develop and improve specialist housing services which support older people to live independently.
**STRATEGIC AIM 5-** All Partners will recognise the role they can play in delivering better housing and support services for older people, and both individually and in partnership seek to achieve this.

**Objective A**  
Through partners, ensure that all developments in Salford are good quality, especially in regeneration areas, by applying the lifetime homes standards and promoting sustainable developments.

**Objective B**  
To develop a strategic statement for the future development of extra-care housing for older people

**Objective C**  
Landlords and Developers to understand and prioritise the development of housing and housing services that meet the objectives of this strategy

**Objective D**  
To enable easier access to housing options for Older People

**Conclusion**

This is an ambitious strategy aimed at providing a range of housing options and housing related support services that promote independence for all older people in Salford. The strategy has been shaped by the context of national and local strategies for older people and it is based on strategic aims which have been agreed by the older people of Salford.

There is a need to provide a wide range of housing choices for older people as more and more people are living longer and moving later in their life to housing with various levels of support.

As with Shaping our place 2008-2011 Salford’s Housing Strategy, this strategy cannot be delivered by the Council alone. The commitment of a range of partners including the Council and the Primary Care Trust, Voluntary organisations, support providers, RSLs, and funders is vital.

Salford’s population is changing, and the older population is getting more diverse as older migrant communities age, and new and emerging communities settle in Salford and lifestyles change.

This Strategy aims to include all stakeholders and providers in the delivery of the action plan, and across the different housing tenures. We will work with developers and housing associations to plan for, and build housing for older people that are fit for the 21st century. We want to ensure that the type of housing built in the future conform both to equality and sustainable standards.

The vision and aims of this strategy are vital in order to meet the increasing demand, changing needs and the requirement to develop services that enable people to maintain an independent lifestyle and help deliver Promoting Independence our housing vision for people as they age in Salford.

**To ensure there is a wide range of good quality appropriate housing that promotes independence, provides choice and meets the changing needs and aspirations of people as they age in Salford.**