



# Trafford Council

TRAFFORD  
COUNCIL

## Older Peoples' Housing Strategy 2020-2025

### Consultation Feedback Report – Nov 2019



# Consultation Feedback

Trafford Council undertook a period of public consultation to obtain views, comments and feedback from a range of interested parties, organisations and individuals on the new Trafford Older Peoples' Housing Strategy (2020-2025).

Formal consultation began on the Draft Trafford Older Peoples' Housing Strategy on Monday 14<sup>th</sup> October 2019 and ran for a period of four weeks until Sunday 10<sup>th</sup> November 2019.

An on-line survey was created with questions relating to the Strategy's proposed priorities and the recommendations required to deliver them. A copy of the survey, Draft Strategy and appendices were available on the Council's website following a press release and social media publicity via Facebook and Twitter.

In total, 28 responses were received to the on-line survey with 89% representing personal views of residents and elected members. 11% of the responses were made on behalf on an organisation, such as housing associations, and private sector organisations including voluntary sector/charity.

## Trafford's Draft Older Peoples' Housing Strategy (2020-2025)

This Draft Older Peoples' Housing Strategy sets out the priorities for addressing Trafford's ageing population, and the range of suitable housing options required to meet the housing needs and changing aspirations as people age.

The vision for the Draft Strategy is:

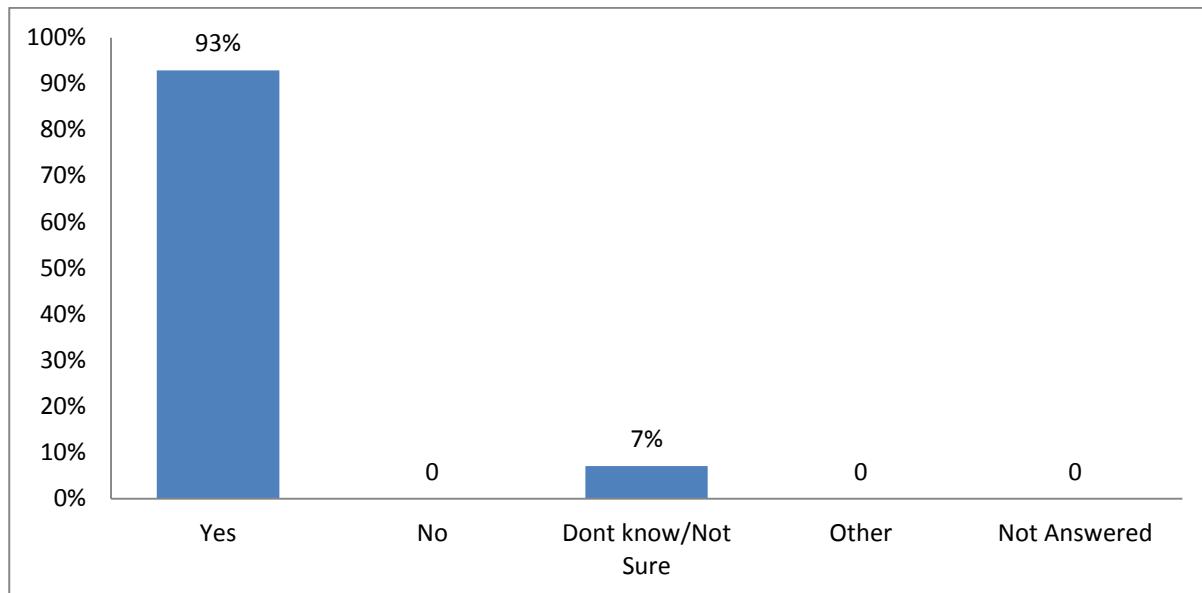
**"Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford."**

To help achieve this vision the Draft Strategy is structured around four clear priorities:

### Strategic Priorities:

1. Improve the quality and standard of existing housing for older people in Trafford.
2. Increase the availability and range of suitable housing options for older people within Trafford.
3. Enable older people in Trafford to live independently.
4. Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

### Question 3: Do you agree with the proposed strategic priorities?



93% of the survey respondents agreed with the proposed strategic properties (as illustrated above). The remaining 7% were all undecided.

### **Question 4: Of the four priorities identified, which are the most important to you and why?**

The three most important priorities were recorded as:

1. Increase the availability and range of suitable housing for older people within Trafford.
2. Enable older people in Trafford to live independently.
3. Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford / Improve the quality and standard of existing housing for older people in Trafford.

#### **Response**

The Council would like to thank all those that responded to the survey. We are pleased there is a clear majority support for the strategic priorities proposed. We have noted that increasing the availability and range of suitable housing options for older people within Trafford stands out as the most important priority followed by enabling older people in Trafford to live independently.

## Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

Effective use of the existing housing stock for older people is central to the Strategy's plans to meet the growing housing needs of the borough's ageing population, especially in the medium to long term, whilst new homes and developments are built. The following recommendations should be delivered to help us achieve this priority:

### **Make the best use of the existing housing stock and development opportunities.**

- Maximise funding opportunities to improve both services and accommodation for older people.
- Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.
- Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability.
- Review options of introducing services offering low cost equipment and adaptation for public and private sector housing.
- Engage with Registered Providers to develop business plans to ensure their services and housing stock is responsive to the needs of an ageing customer base.
- Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money, particularly where funding is from the Council's Adult Social Care budgets.

### **Review adapted properties and look at how Registered Providers are letting.**

### **Develop services that support older people to adapt, repair and maintain their homes.**

- Maximise the resources for adaptations by ensuring funding opportunities from all sources are utilised.
- Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.
- Investigate how to maximise value for money for adaptation works for vulnerable people and to encourage private investment in this area.

### **Develop services that support older people to adapt, repair and maintain their homes.**

- Review how other councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes.
- Look at joining the Care & Repair scheme or other similar charitable/voluntary organisation that supports improvements to older people's housing.
- Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households.

- Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents.

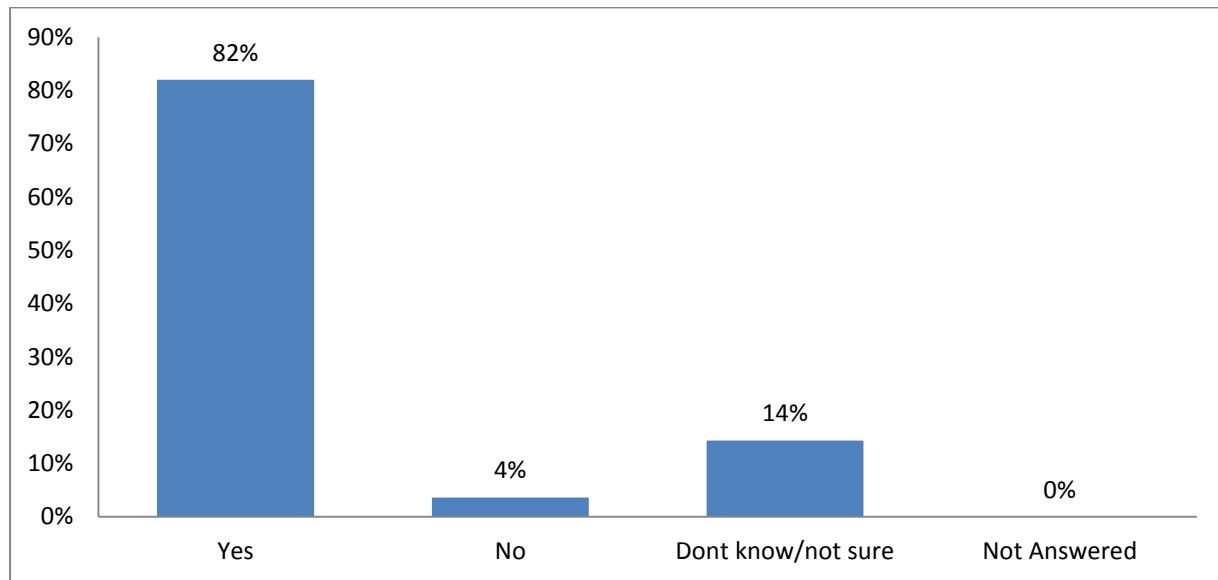
**Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.**

- Work with private landlords through a Landlords Accreditation Scheme to improve the quality of private rented housing for older people
- Work with Registered Providers to ensure Decent Homes Standards are maintained.

**Reduce fuel poverty and lessen its effects.**

- Ensure older people have enough money for fuel by encouraging them to access benefits and grants.
- Work with charitable and voluntary partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.
- Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs.

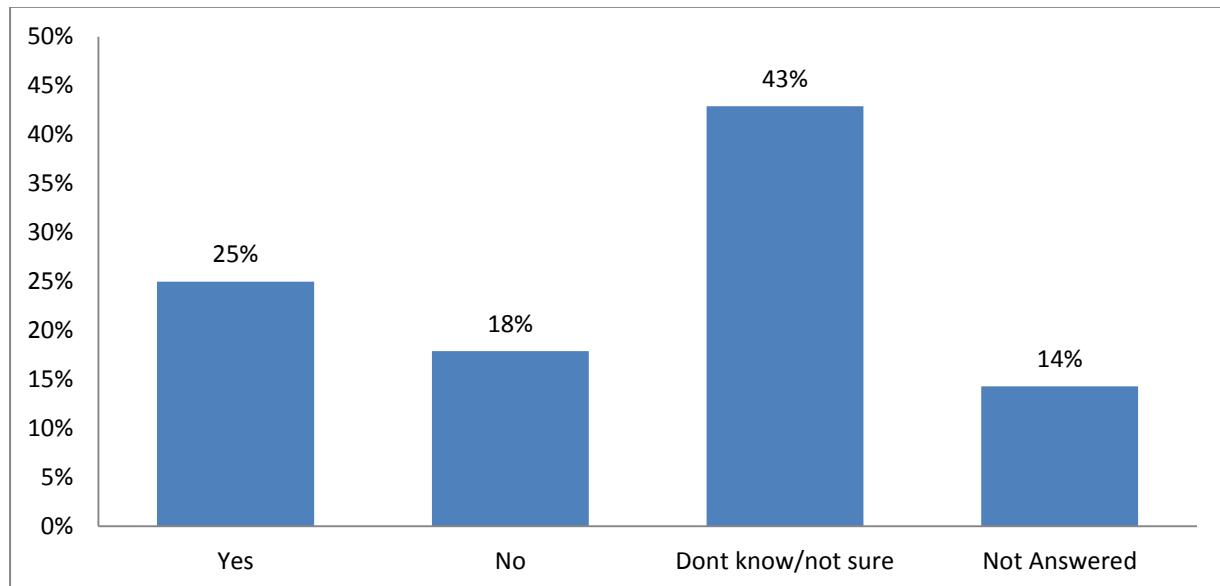
**Question 5: Do you agree with these recommendations?**



82% of the respondents agreed with the proposed recommendations to improve the quality and standard of existing housing for older people in Trafford. Free text comments submitted alongside the survey responses can be found below.

<i>I don't agree with private landlords for the elderly as they can be taken advantage of people.</i>
<i>Stop putting in adaptations and then removing them when the person dies and putting in some new and starting all over again.</i>
<i>Consider how to reach/communicate with older people as many are not internet users and are isolated from day to day contact with support services</i>
<i>Ensure that any recommendations given in relation to maintaining properties are not the same as some of the firms that have been brought in previously.</i>
<i>Older people should not be having to navigate service providers each month. I would be happy to participate in a full 'bills included' package. Older people should [sentence submitted unfinished].</i>
<i>Would greatly appreciate participation in the Care and Repair scheme, trusted workmen or similar assistance in maintaining private property in reliable and economic way appropriate to the needs of older people.</i>
<i>Housing strategy and options should consider the needs of all council tax payers and not solely people who reside in social housing. Inclusive planning for the needs of all Trafford older people to ensure affordable homes to rent or buy is a priority given the Gael game population.</i>

**Question 6: Are there any other recommendations we need to consider to meet Priority 1?**



43% of the respondents stated they don't know/not sure what other recommendations the Council and partners need to consider in order to meet Priority 1. However, a quarter of the respondents suggest there are other recommendations to be considered.

The following comments, including suggested recommendations, were provided by the respondents:

<i>Enough housing for the elderly on one level in areas that they can reach shops easily not like in Urmston halfway down Queens road with no shops near or Balmoral Rd</i>
<i>Make sure there are necessary facilities nearby for the elderly e.g. pedestrian crossings, Royal Mail post boxes, onsite hairdressers, and cafes.</i>
<i>Use skilled older people to help put in adaptations rather than using expensive contractors. Ask community groups, Community Payback to help access gardens and clear rubbish to prevent hoarding. Key workers who provide support and help residents to meet up like they do with supported accommodation for young people.</i>
<i>As a carer for elderly parents it is important to be able to adapt and adjust their home to take care of their changing needs. Having tried to use Trafford Council for support with personal hygiene care with a dementia suffering parent without much success this is an area which needs improving.</i>
<i>Please consider buying up derelict blocks and turning them into contemporary housing for older people be it high rise or otherwise with modern gym, shop, hairdresser, cafe etc on bottom floor. Give older people a voice of how they want their rented accommodation to look like - be managed. Landlords are happy to let to students- why not take more care of their properties and let to a group of older people instead who would respect their properties. This would be suitable for those of us who are not yet infirm and a growing number of over 66 year olds who are still mobile and 'young at heart' who have income but under the current provision, would be forced to live a life of poverty in order to pay their rent and bills each month. These are people like me who have worked in front line services for many years on low incomes.</i>
<i>Timescale</i>
<i>As above ensure the strategy is inclusive for all Older Trafford residents and not solely for those in private rented or social housing.</i>
<i>We need more things for older people to do.</i>
<i>Incentives to get people to downsize, especially in social housing</i>
<i>Culturally specific changes.</i>

## **Response**

The Council would like to thank all those that took part in the survey, and we are pleased to note the support for Priority 1.

We welcome the additional recommendations made for our consideration; and have decided that the following suggestions will be included under the 'Improve the quality and standard of existing housing for older people in Trafford' heading in the Priority 1 section of the Draft Strategy:

- *Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.*
- *Explore the potential of establishing a 'bills included' package within social rented sector.*

## Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

There is a very limited stock of available older peoples' accommodation in Trafford, which has low turnover rates and quick sales/lets. The increasing life expectancy among Trafford residents will mean more specialist forms of housing (and care) for older people will be required, and these developments should be made available across the borough so that people can maintain social and family connection in familiar neighbourhoods. Predictive modelling figures for Trafford show a significant shortfall of retirement housing, and housing with care units, to meet future need without intervention. There is a predicted shortfall of 1,043 units without growth in the borough's current stock for sheltered / retirement housing, and a shortfall of 836 housing with care units by 2035.

The following recommendations should be delivered to help us achieve this priority:

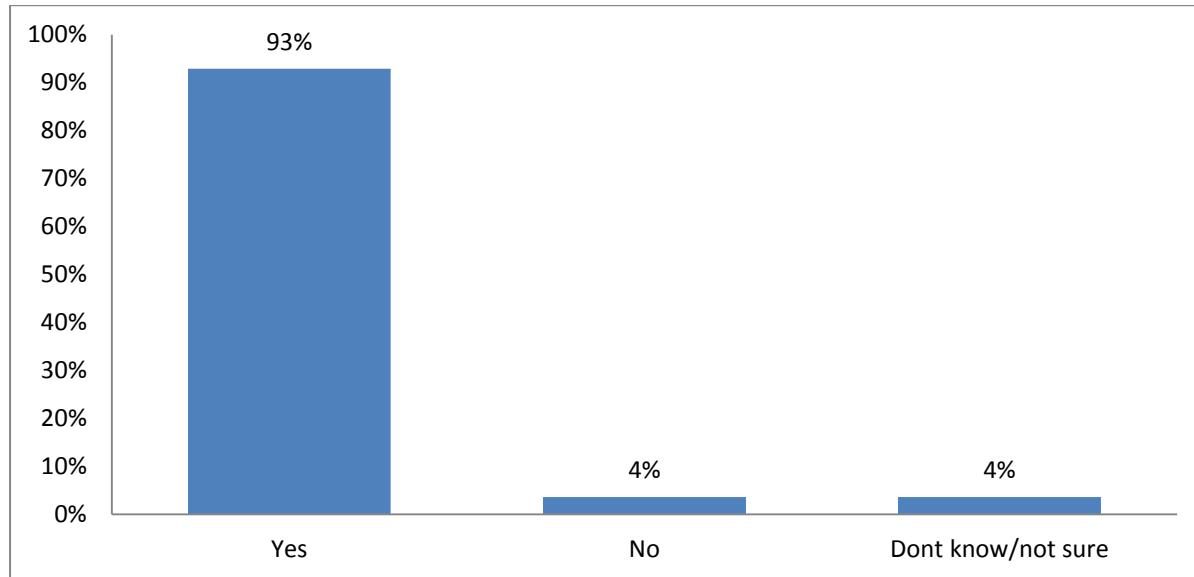
### **Increase the supply of older peoples' housing, including specialist and affordable housing, across the borough.**

- Use available online tool kits (such as SHOP@) to forecast the expected housing and care needs of older people.
- Encourage private development of older peoples' housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing.
- Make use of the NPPF optional technical housing standards within planning policy, such as M4(2) Category 2: Accessible and adaptable dwellings, to set the proportion of new housing that can assist independent living for older people to be included in developments.
- Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction.
- Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with applications for other funding streams.
- Allocate sites for specialist housing for older people where there is an identified unmet need.
- Assess the viability of using vacant government and NHS building plots, and the feasibility of converting office space for residential use and splitting larger properties, to develop older peoples' housing.
- The Council will explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located.
- Explore the possibilities of co-housing and engage with the UK Co-housing Network to help prepare best practice guidance that is helpful and consistent with National Planning Policy.
- Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.

**Actively promote the different financial packages and mechanisms that can enable a move.**

- Explore financial products and incentives that can enable older people to either continue living in their current home or move to a more suitable home, and look to widen access to shared ownership and equity release initiatives.
- Work with housing providers to develop options that will assist older people to 'rightsize', for example rent to buy options, to improve the turnover of family homes.
- Explore opportunities to develop lease management products for older people.
- Explore how to provide tailored services for older people, including better customer service and guidance from lenders for mortgage applications.

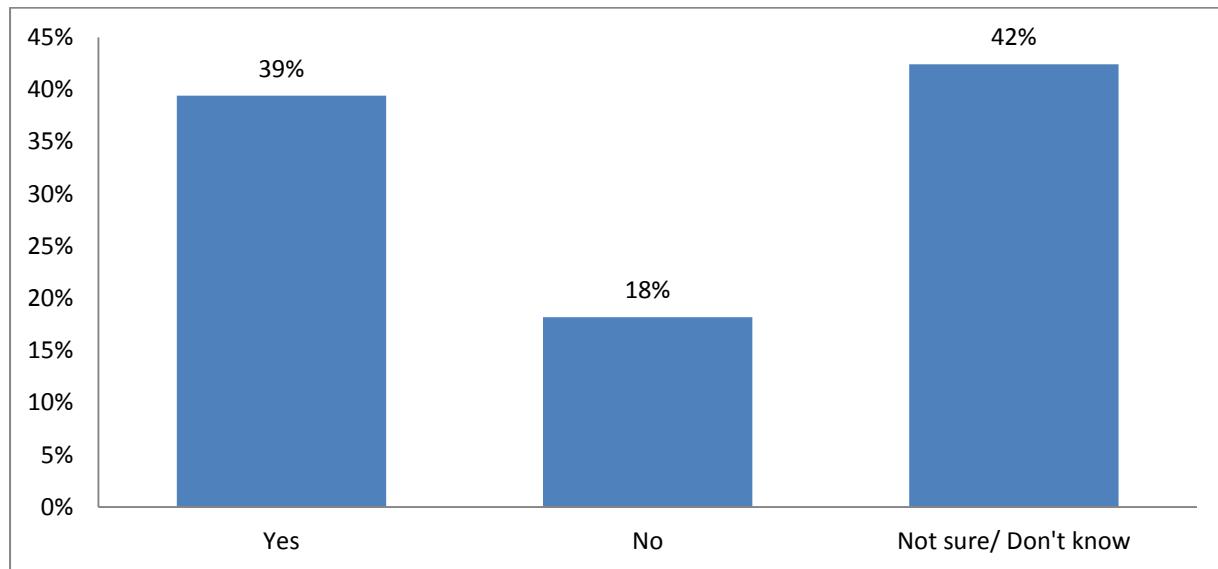
**Question 7: Do you agree with these recommendations?**



93% of the respondents said they agreed with the recommendations to increase the availability and range of suitable housing options for older people within Trafford. The following comments were made in relation to this question:

<i>Home builders for retirement seem to have big catches i.e. monthly service charges which can be meet when people move in but become harder over years especially if people end up needing care or go in home that all needs funding by the individuals</i>
<i>Especially helping people stay in their own homes.</i>
<i>I fully support the plans to look at co housing and especially that based on the Danish model of inter generational housing or otherwise.</i>
<i>It should be made easier for older people who are looking to downsize to more age appropriate accommodation to be able to move.</i>

**Question 8: Are there any other recommendations we need to consider to meet Priority 2?**



42% of the respondents said they were not sure / don't know if there are any other recommendations the Council needs to consider to meet Priority 2, followed by 39% who stated there are other recommendations that the Council needs to consider.

The following comments and suggested recommendations were provided by the respondents:

<i>Targeted surveys of older people focusing on more specific needs and preferences.</i>
<i>Trafford should consider creating a Retirement Village, near to facilities, bus routes that allow independence &amp; a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes &amp; should be a mixture of private &amp; council housing.</i>
<i>Again affordable housing in easy accessible places near to shops and Drs</i>
<i>Where do you raise the money needed? Higher Community Tax?</i>
<i>Use places like Andale House and change them into flats so older people are nearer services shops and transport like Brunt wood are doing for student accommodation at UA92.</i>
<i>Build more flats/bungalows/single level properties to accommodate those who want these - my parents really struggled to find something when they downsized.</i>
<i>Timescale</i>
<i>Explore and look to introduce measures which reduce and prevent prohibitively extortionist management charges for older people who purchase private supported accommodation like McCarthy Stone and other schemes.</i>

*Some of these private companies are not transparent with their service charges and lease payments, making some of these schemes very expensive e.g. the old dairy crest land, the new scheme across from Trafford General hospital. They have a very high monthly leasehold charge, with a high service charge on top. You are talking £400 approx. a month. You need to make sure private companies are transparent and fair.*

**Response:**

Increasing the availability and range of suitable housing options for older people within Trafford and its growing older population is critical, and we are pleased to note the support among the respondents for Priority 2.

We gratefully acknowledge the suggested recommendations provided to help meet this priority, and the following will be included in the Strategy:

- *Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The development should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes & should be a mixture of private & social housing.*

## Priority 3: Enable older people in Trafford to live independently

This Strategy found a significant number of older people would prefer to stay in their own home where possible. However, in addition to the upgrading, repairing and maintaining of homes as detailed in 'Priority 1' of this Strategy, other measures are also required to support residents to live independently in homes that remain suitable as they age. For example, improved advice and access to new technologies, such as telecare. The following recommendations should be delivered to help us achieve this priority:

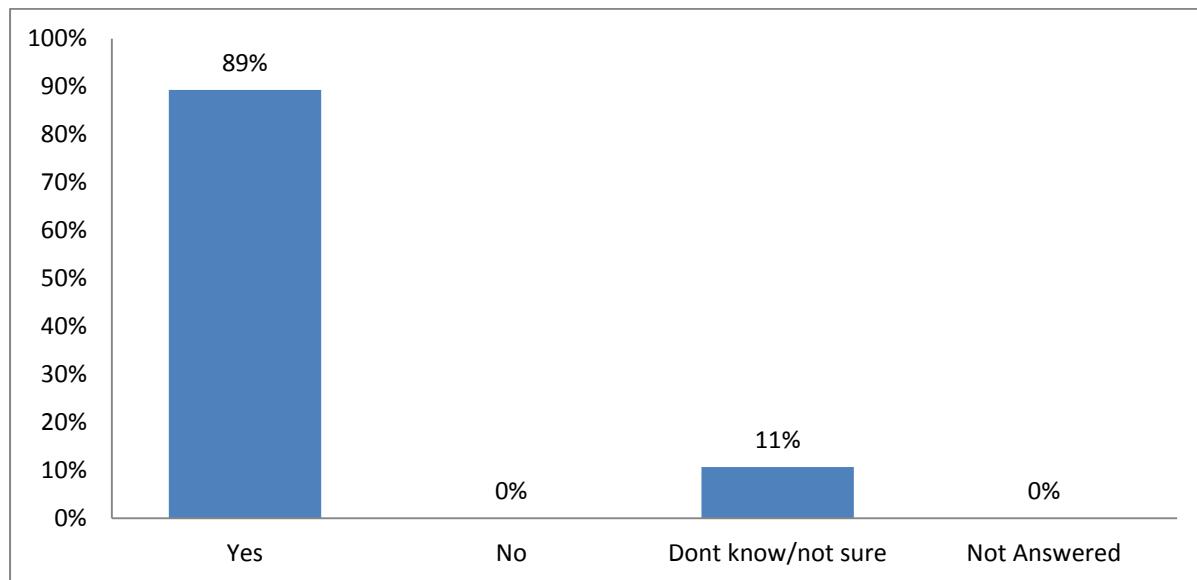
### **Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.**

- Review good practice within other local authorities such as 'Sure Footed' and 'Care on Call' in Salford and look to adopt such practices (if appropriate) in Trafford to help increase the capacity of preventative services.
- Promote the use of Housing Options for Older People (HOOP) and the services they provide.
- Develop links between the housing providers and agencies that provide advice to older residents (such as Care UK and HOOP) to ensure older people can access the full range of information and advice on housing choices and support services, and to ensure information is consistent.
- Improve advice and access to technologies and support services that assist independent living.
- Produce a Technology Enhanced Care Study.
- Ensure telecare is considered in new sheltered and Extra care developments
- Review how to cost effectively introduce adaptations to current homes, including dementia features, to enable people to live in their home for longer.
- Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.

### **Explore and promote living arrangements that provide safety and security to older residents.**

- Promote and support the take up of 'Homeshare' options among older people.
- Review how to best support the expansion and uptake of the 'Good Neighbour' scheme across Trafford.

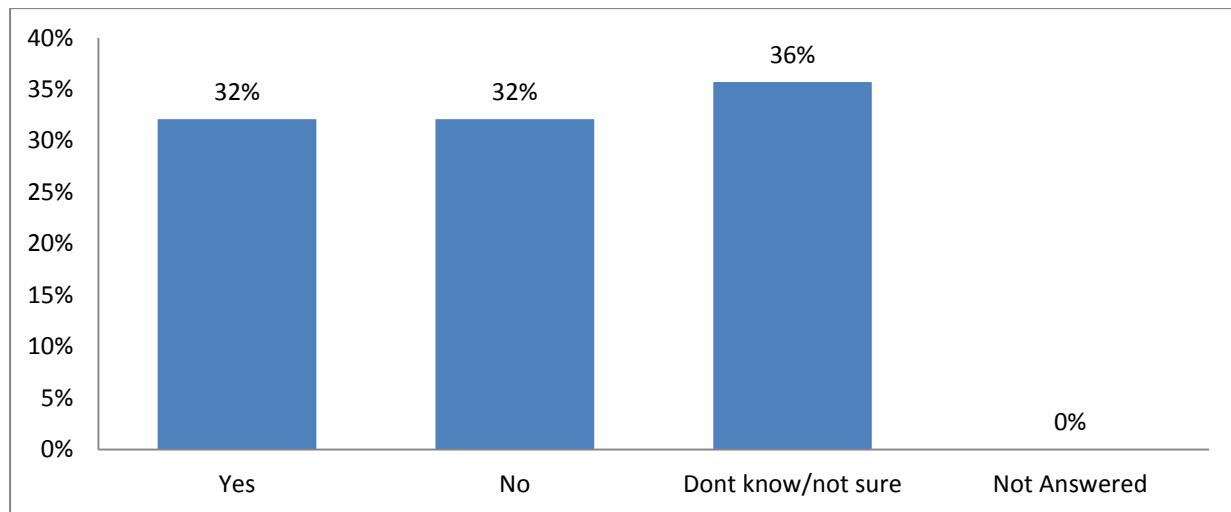
### Question 9: Do you agree with these recommendations?



89% of the respondents agreed with the recommendations proposed to enable older people in Trafford to live independently. The below are comments submitted alongside the responses to question 9.

<i>More space and helping older people link with each other for conversations etc</i>
<i>Support for dementia care is important as it is a growing issue. Also transport options as public transport, especially buses are now very fragmented and it is difficult for older people to access transport which increase their sense of isolation.</i>
<i>Crucial that all areas of best practise adopted are shared with all Trafford residents</i>

### Question 10: Are there any other recommendations we need to consider to meet Priority 3?



36% of the respondents stated they don't know/not sure if there are other recommendations the Council and partners need to consider in order meet Priority 3. However, the remaining respondents were split equally between yes and no.

The following comments and other suggested recommendations were provided by the respondents:

<i>All housing providers should be encourage to embrace Technology Enabled Care</i>
<i>Information widely publicised about what services are available. Older people often don't go online, so disseminating information should take place in a variety of ways, not just on the Council website.</i>
<i>Training of individuals to provide care at home for Sale residents.</i>
<i>Upgrading - repairing etc. of homes. I have been in social housing most of my life and mostly disappointed with the improvement works etc. being carried out.</i>
<i>Moved into my present property and had to get in touch to have work done straight away and certain aspects of the property were not good.</i>
<i>I think it is very important that older people after years of bringing up families, working, struggling etc, are allowed to live their lives with dignity and expect a good standard of housing and a small income with which to use to enhance their lives. One of the major factors of current elderly provision has been social isolation. Older people in their own homes - living in just one room as it's too costly to heat others, and never speaking to anyone for days in some cases. I don't want that and nor do any of my peers. It's very important that you look at the average income of people who don't own their homes and accept that as pensioners once they are no longer working, the current provision is just not affordable to most. Some also have skills that can be utilised and shared. We are a new army of older people and under the old schemes we are invisible and disempowered. I do hope you will listen to the voices of my 1950s generation who are just entering retirement now.</i>
<i>Build more flats/bungalows/single level properties with 3 or more bedrooms - my parents couldn't find anything suitable when they decided to downsize as they have separate bedrooms but wanted a spare room for guests</i>
<i>Link into health and well-being initiatives to promote independence. U3A, Trafford Leisure and ensure Trafford residents are accessing funding and opportunities through GMHSC and other organisations</i>
<i>Tackling social isolation needs to be part of independent living</i>

**Response:**

We are pleased to note there is clear support among the respondents for the existing recommendations made under Priority 3. No additional recommendations were added to this priority following the consultation.

## Priority 4: Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

Greater housing choice and assistance at home is required to respond to the needs of an ageing population that is more likely to suffer with ill-health and long-term conditions as life expectancy continues to increase. Significant input from health and social care services is necessary to enable older people to maintain a good quality of life and independence for longer, and to prevent or delay care needs from escalating. The amount of time older people will overstay in hospital can be considerable due to a lack of support for them at home to allow them to be discharged, particularly for some age-related illnesses. It is therefore critical that joint commissioning opportunities are explored to maximise public resources.

New partnerships and ways of working will need to be formed if health and social care support is to be provided at home. As services are redesigned to provide home and community-based care and early interventions, the 'home' becomes a vital component in developing successful integrated services. People want to be supported to stay in their existing home or to move to more suitable accommodation when they choose. The challenge is for health, social care and the housing sector to work together to reduce the barriers that can prevent this and to do it in a cost-effective way.

The following recommendations should be delivered to help us achieve this priority:

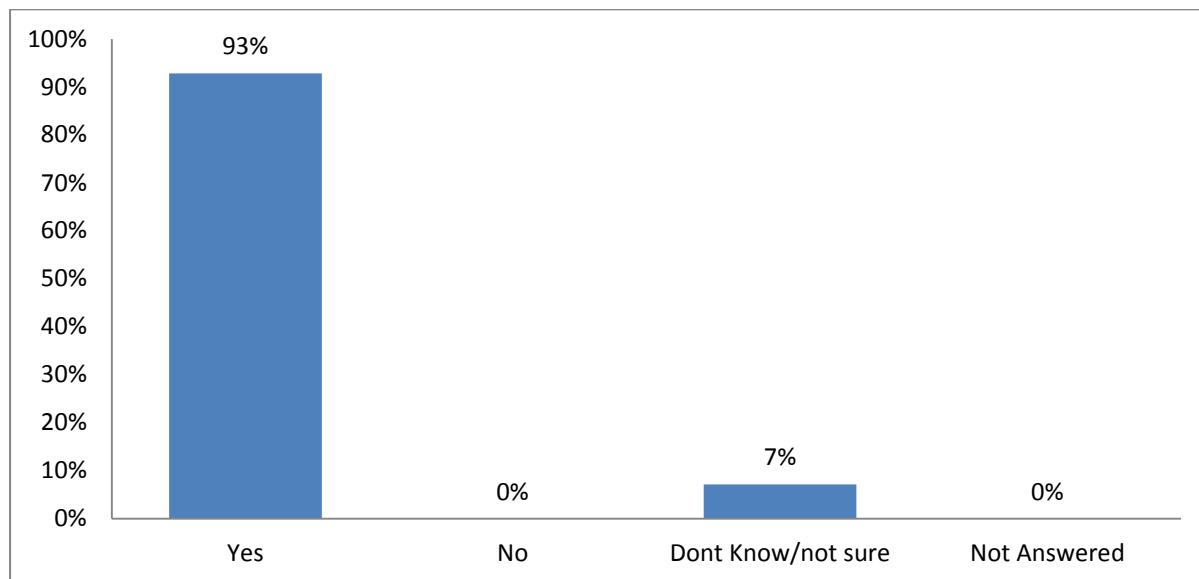
**Develop new partnerships, and build on existing relationships, to review how housing information and provision will best meet the cultural and health needs of older people.**

- Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups.
- Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required.

**Improve the integration of local services.**

- Explore joint commissioning opportunities to deliver healthcare and support services to older people at home and in the community to increase the capacity of preventative services, and to roll out new assistive technologies such as telecare.
- Work with health and social care colleagues to ensure the provision of housing advice and preventative services is available to older residents at the point of social care assessment or diagnosis of health condition.
- Ensure the importance of wider non-housing issues that affect older peoples' housing decisions are discussed with relevant partnerships and agencies.
- Partner with the NHS to review the form of housing/services required to allow for planned hospital discharges or to provide a bridge between a return to full independent living after a stay in hospital.
- Adopt the outdoor gym project for older people and roll this out across the borough.

### Question 11: Do you agree with these recommendations?



93% of the respondents agreed with the proposed recommendations to create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

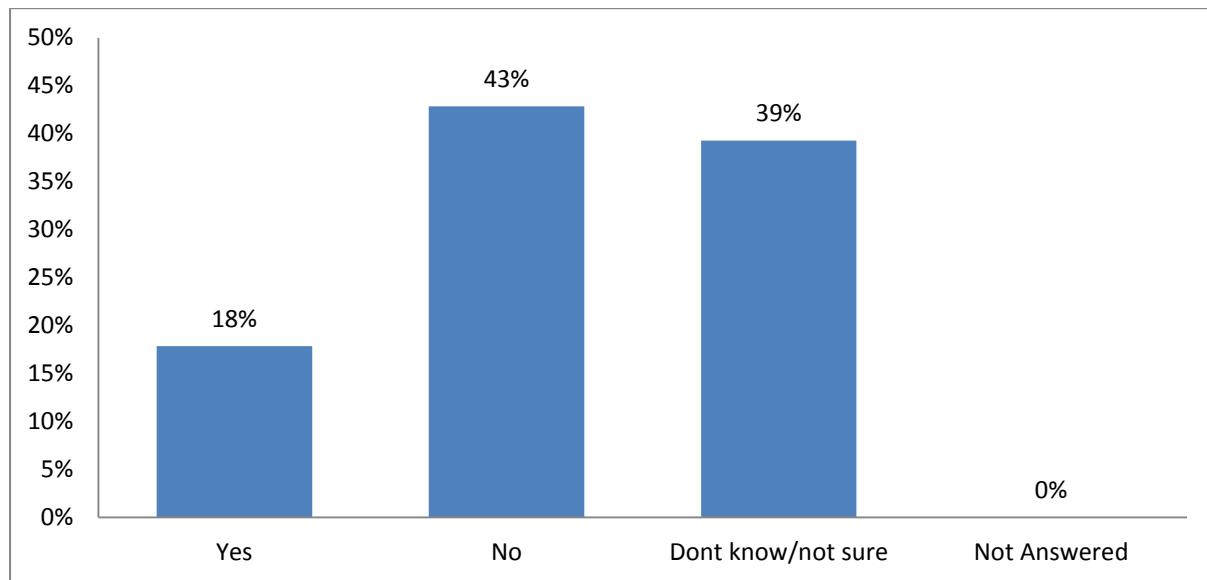
Comments submitted alongside the responses to this question can be found below.

*More consideration for LGB community to be housed together and carers to understand their needs and respect them*

*As I said earlier we had a poor experience trying to get help from Trafford with washing/showering with a dementia suffering parent. In the end we opted to pay privately but would have liked more help from Trafford. We would be willing to pay and many older people also have the capacity to pay so a partnership with a private company (subsidised?) to help meet your financial targets and provide a suitable service.*

*Trafford MBC should ensure they work closely with all partners and organisations to ensure Trafford residents receive access to funding for a range of services that will improve independence*

**Question 12: Are there any other recommendations we need to consider to meet Priority 4?**



43% of the respondents stated they didn't have any other recommendations that the Council and partners need to consider to meet Priority 4. Secondly, 39% stated that they don't know / not sure regarding other recommendations.

The following comments and other suggested recommendations were provided by the respondents:

<i>Consult directly with your target group, ask what they want and need. Older people can and do make informed decisions!</i>
<i>Retirement villages with outdoor gyms, shops, shared services such as the washing/drying of clothes, hairdressers, newsagent, doctors, chemist etc. At present they are very expensive and usually for homebuyers. Is there a way of building such villages? So that people had their own self-contained place for a fully inclusive cost?</i>
<i>Make sure people know they can use Trafford Directory to find information</i>
<i>Timescale</i>
<i>make it easy to navigate and local. need to work holistically with family as well,</i>

### **Response:**

There is a notable majority support among the respondents for the recommendations listed under Priority 4. We gratefully acknowledge the additional recommendations offered by the respondents, and are pleased to include the following suggestions within the Strategy:

- *More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.*
- *Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.*
- *Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.*

### **Additional Comments**

The respondents were given the option to make any final comments on the Draft Strategy at the end of the survey. The below are the comments submitted:

<i>Offer incentives to under occupied properties this may encourage an older person to move to a more suitable property.</i>
<i>A programme requires developing to facilitate homeowners who need to see their own homes to move into more suitable retirement housing as they age or as their health declines.</i>
<i>Again make affordable housing with easy access to local shops and Drs</i>
<i>Provision for regular spot checks on residential care. Using cctv for when you are not there. You hear such awful stories of people in residential care who are treated badly. I wondered how Trafford Council would look at this so that none of your residents fell foul of ill treatment?</i>
<i>When consulting remember that many older people will not respond to online surveys - they still need paper copies.</i>
<i>Even pavement flagstones and smooth even pavement kerb droppings are required to help with walking and wheelchairs. I have pushed my elderly mum in a wheelchair and the kerb droppings to the road are sometimes too steep. The flagstones are not smooth enough for the elderly to walk either with or without a walking frame/shopping trolley.</i>
<i>More disabled parking spaces required. Elderly people often cannot afford to have adapted baths, hand rails etc fitted.</i>
<i>I would like to see more extra care housing scheme which enable people to stay independent for longer. This scheme would work better if they had more staff available over night. E.g. a person requiring the assistance of 2 would not be allowed in some</i>

*existing schemes because there is not enough staff on during the night. This is not enabling some older people who want to be independent. This will also prevent some people from having to go into 24 hour care, where cost are very expensive and the impact that goes with this to the individual.*

*Consider that older people are reluctant to ask for help and will suffer in silence rather than be a "nuisance" but are also isolated from email and modern communication methods and often are not confident with landline telephones.*

*Older people worry about how to pay for services such as transport or home help as they are not confident about using cash machines for either security or technology reasons and fear that people do not accept cheques as payment method any more. These increases their sense of being quiet and get on with it rather than ask for help.*

*Tenants are now expected to get a lot of their own repairs etc. completed themselves. And hopefully this will be taken into account with any future rent increases.*

*On moving into my current property the bathroom was in a condition where the floor was not just dirty was badly stained, sink has rust around plug etc.*

*I have felt very passionate as I near retirement myself and observe the current provision for older peoples' housing, that it has not changed in at least 30 years. Many are dated, tired and in need of refurbishment. I visited one such place in another borough with a shared communal area, where the green velour chairs were placed in a line against the wall.*

*In an era where a contingent of women suddenly found they had to work an extra 6 years, we don't want to then find ourselves in a place such as this to live out the rest of our lives. We are an older generation who grew up to be younger and more adventurous than our parents. Please listen to the voices of this generation and get it right this time. Currently, I am renting from a kind friend who has let me rent from her for a reduced rent for 9 years. I worry all the time about where I'm going to live on a pittance of a pension when I retire in a year's time. I truly can't afford to have any quality of life unless a more affordable alternative is found.*

*Many older people would like to live in a block of flats designed for their needs but do not need or want to pay for the services of an in-house warden. There seems to be a gap in the market for an enterprising builder to design accommodation for a community of older people to live together and yet achieve an independent life style .*

*As I mentioned earlier, older people need more to do to stay active. I would like to see outdoor gym equipment, closer to where we live. Also, the local swimming pool needs renewing. Thank you!*

*More suitable general needs flats, that are not just marketed towards younger people. I would happily downsize into something that was suitable in the next 10 years. but I want something of decent quality and good living space.*

*The ability to keep a pet as well would be very good.*

*More council owned/run properties*

*Cultural considerations have to be taken into account because of the diverse nature of Trafford.*

### **Response:**

The Council would like to thank all those that responded to the survey. Overall the submissions are positive about the Draft Older People's Housing Strategy, and support the priorities identified to address the housing needs of Trafford's ageing population.

We are interested to learn from the comments provided by the respondents that a notable number believe the Council and housing providers should look to offer incentives to encourage older people to 'rightsize'.

We have also noted there appears to be strong support for an increased provision of Extra Care housing in Trafford; and that some respondents feel there is a gap in the housing market for an enterprising builder to design accommodation for a community of older people to live together and yet achieve an independent life style. In the free text comments provided it was mentioned that many older people would like to live in a block of flats designed for their needs but do not need or want to pay for the services of an in-house warden. This is important feedback that the Council will consider.

Following the comments made, the below recommendations have been included within the Older People's Housing Strategy Action Plan:

- *Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.*
- *Explore the potential of establishing a 'bills included' package within social rented sector.*
- *Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The development should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes and should be a mixture of private and council housing.*
- *More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.*
- *Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.*
- *Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.*

## Equalities Monitoring Information

Respondent profile:

### **By current living situation**

67% of the respondents were home owners; either with a mortgage or without a mortgage (i.e. mortgage free), 21% of the respondents rented privately or with a housing association, and 11% did not answer the question.

### **By Gender**

82% of the respondents were women, and 18% male.

### **By Age**

5% of the respondents were aged 30-39, 5% were aged 40-49, 36% were aged 50-59, 36% were aged 60-69, and 18% were 70-79 years old.

### **By Ethnic Group**

68% of all respondents classified themselves as being White British, with a further 25% classifying themselves as White English, 4% White Scottish, and 4% White Welsh.

### **By Sexual Orientation**

86% of all respondents classified themselves as being straight / heterosexual, 4% bisexual, 7% as a gay woman, and 4% preferred not to say.

### **By Religion / Belief**

50% of respondents classified themselves as Christian, 11% atheist; 32% as having no religion or belief, and 7% preferred not to say.

### **Marital Status:**

46% of the respondents stated they were married or in a civil partnership, 46% were not and 7% preferred not to say.

### **By Disability**

14% of respondents classified themselves as having a disability; and 86% as having no disability.

\*Please note that figures have been rounded.