



Housing LIN

*Connecting people, ideas and resources*

# Housing Needs Assessment: housing and accommodation for older people

Report for Southend-on-Sea Borough Council

April 2022

Ian Copeman, Lois Beech & Darius Ghadiali

Housing Learning and Improvement Network

## Contents

Executive Summary .....	3
1. Introduction.....	5
2. Contextual evidence: housing and accommodation for older people in Southend-on-Sea .....	6
3. Primary research with older people, disabled people and other stakeholders.....	25
4. Estimated need for housing and accommodation for older people in Southend-on-Sea.....	36
5. Contemporary good practice: housing and accommodation for older people.....	46
6. Summary findings .....	55
1. Annexe 1: Household population projections by age group and locality.....	58
2. Annexe 2. Primary Research Methodology.....	65
3. Annexe 3. Survey Evidence .....	68
4. Annexe 4. Case studies of contemporary housing suited to older people.....	112

## Executive Summary

This is a report of research undertaken by the Housing Learning & Improvement Network (LIN) based on a brief from Southend-on-Sea Borough Council to undertake an Older People's Housing Needs Assessment.

### **Estimated housing and accommodation for older people net need requirements to 2040:**

- *Housing for older people* (retirement housing for sale and for social/affordable rent). The estimated net need for housing for older people to 2040 is c.930 units of which c.280 is for social/affordable rent and c.650 is for sale (the evidence from the qualitative research is that it is likely that a proportion, c.25%, may need to be for affordable home ownership). From previous Housing LIN research with older people and the research with older people in Southend-on-Sea, there is potential that up to 50% of this estimated need could be met through the provision of mainstream housing. This is housing that is designed for and accessible to older people even if it is not 'designated' for older people, for example housing that is 'care ready' and suited to ageing as distinct from 'retirement housing'.
- *Housing with care* (extra care housing). The estimated housing with care net need to 2040 is c.450 units of which c.140 is for social/affordable rent and c.310 is for sale. This will meet the housing and care needs of older people who are self-funders as well as older people who need rented accommodation and may be eligible for care funding from the Council. This need could be met in part through mixed tenure development of extra care housing.
- *Residential care*. The estimated net need for residential care to 2040 is c.-430 bedspaces, i.e. there is estimated to be a significant oversupply of residential care beds currently and no further supply is considered to be needed.
- *Nursing care*. The estimated net need for nursing care to 2033 is c.370 bedspaces. This reflects the growth in the 75+ household population to 2040 (47%) and the projected increase in complex care needs amongst this population, including a projected increase in the number of older people living with dementia related needs.

### **Summary findings from qualitative research**

- Many older people were living in homes that are not designed to be accessible and therefore won't be suitable for them in later life.
- A majority of older people who have care needs or may develop care needs are seeking to receive care in their home, whether they 'stay put' or move to specialised housing for older people.
- Older people who want to 'stay put' are seeking better support to remain living in their existing homes for longer, such as access to aids, adaptations and technology to support independence.

- A significant majority of older people from the survey were considering moving in the future to housing that will better meet their needs in later life.
- People in later life are seeking an increased range of housing options that will enable them to live independently for longer. Some older people are interested in a move to extra care housing provided it is branded to appeal to them. The evidence from the research locally and from Housing LIN research with older people elsewhere is that extra care housing needs to be seen as an 'aspirational' move which is a 'lifestyle choice' rather than a move related solely to future or existing care needs.
- A move to a care home is not seen as 'aspirational', the evidence from local research is that older people are generally not interested in a move to a care home.
- From the qualitative research, specialist housing also needs to cater to the needs of older people living with dementia as well as older people with learning disabilities.
- Location is an important factor, whether older people are seeking to 'stay put' or to move; older people are seeking properties that are close to public transport, facilities, and shops. There is some interest in living in town centres, particularly amongst 'younger' older people (typically people aged 60-75 years)
- Social isolation and loneliness is a growing concern amongst many older people. Whether they 'stay put' or move to meet their housing needs, people are seeking social opportunities, both with other older people and with people from other generations.
- From the local research, older people who are interested in moving to meet their housing needs are seeking a range of housing types, e.g. smaller houses and bungalows as well as flats. Housing development aimed at older people that is solely 'flatted' will limit the potential market.
- Whether 'staying put' or moving home, technology is crucial to supporting people to live independently at home. Housing schemes and developments for older people need to provide good access to Wi-Fi and off access to assistive and mainstream technology to support independence.
- There is a particular gap in the availability of affordable retirement housing that would attract owner occupiers to move, this cohort are seeking retirement housing that is attractive and well-designed but with minimal service charges.
- Older people are seeking comprehensive and accessible information and advice about their housing options so they can make informed choices. The evidence from the local research is that this could best be provided by the council with a range of partners to maximise reaching older people.



## 1. Introduction

- 1.01 This is a report of research undertaken by the Housing Learning & Improvement Network (LIN)<sup>1</sup> based on a brief from Southend-on-Sea Borough Council to undertake an Older People's Housing Needs Assessment.
- 1.02 It includes:
- A demographic analysis of the older population in Southend-on-Sea, and the scale and pace of the changes in the 55+ population to 2040.
  - Local circumstances and factors relevant to the housing and accommodation needs of older people including social care and health factors, tenure make up of older households, and relative deprivation.
  - The existing supply of specialist housing and accommodation for older people in Southend-on-Sea including comparison with equivalent provision in comparator local authorities
  - The findings of research with c.270 older people in Southend-on-Sea regarding their housing and accommodation needs and preferences.
  - Estimated need for housing and accommodation for older people, taking account of the demographic analysis and trends, relevant local circumstances and local policy, and findings from the research with local older people.
  - A review of national evidence and good practice in relation to housing and accommodation for older people.
  - Findings from the research.
- 1.03 This report has been produced by Lois Beech, Ian Copeman and Darius Ghadiali from the Housing LIN. The Housing LIN is the leading 'learning lab' for a growing network of housing, health and social care professionals in England, Wales and Scotland involved in planning, commissioning, designing, funding, building and managing housing, care and support services for older people and vulnerable adults with long-term conditions. Previously responsible for managing the UK Government Department of Health's Extra Care Housing Fund, the Housing LIN is called upon by a wide range of statutory and other organisations to provide expert advice and support regarding the implementation of policy and good practice in the field of housing, care and support services.

---

<sup>1</sup> [www.housinglin.org.uk](http://www.housinglin.org.uk)

## 2. Contextual evidence: housing and accommodation for older people in Southend-on-Sea

### Demographic context

2.01 Tables 1 - 7 show the household population and household population projections of Southend-on-Sea, for the following age cohorts:

- 55-59
- 60-64
- 65-69
- 70-74
- 75-79
- 80-84
- 85+.

2.02 This is used as contextual evidence to identify the current age distribution of the older household population in Southend-on-Sea and to identify trends in the older household population.

2.03 The household population data is disaggregated at ward/locality level, which enables a more refined understanding of age-related trends within Southend-on-Sea.

2.04 In order to produce these estimates the following datasets and methods have been used:

- *ONS Mid-2020 Population Estimates for 2020 Wards and 2021 local authorities in England and Wales by Single Year of Age and Sex, Persons - Experimental Statistics.* This has been used to generate household population estimates at ward level. The percentage representation of each ward's population of Southend-on-Sea's overall population is then applied to household population data to disaggregate that by ward.
- *ONS 2018-based Household projections for England: detailed data for modelling and analysis.* This has been used to produce a set of estimates of household populations for Southend-on-Sea, projected to 2040.

Table 1. Household population of Southend-on-Sea, by age category, ward/locality. 2020 estimate.

Area	Ward	55-59	60-64	65-69	70-74	75-79	80-84	85+
East	Thorpe Bay	724	619	588	696	576	374	415
	West Shoebury	745	617	545	612	397	289	256
	Shoeburyness	877	738	612	716	443	265	145
	<b>East Total</b>	<b>2,346</b>	<b>1,975</b>	<b>1,745</b>	<b>2,025</b>	<b>1,416</b>	<b>928</b>	<b>817</b>
East central	St. Luke's	830	644	495	451	299	180	187
	Victoria	774	593	441	403	253	202	168
	Kursaal	761	591	492	383	248	139	141
	Southchurch	645	537	546	660	450	376	328
	<b>East Central Total</b>	<b>3,010</b>	<b>2,364</b>	<b>1,974</b>	<b>1,898</b>	<b>1,250</b>	<b>897</b>	<b>824</b>
West	Eastwood Park	689	566	609	695	510	366	348
	Belfairs	712	663	569	813	590	378	381
	West Leigh	662	566	509	573	400	283	244
	Leigh	644	487	449	464	325	221	245
	<b>West Total</b>	<b>2,706</b>	<b>2,282</b>	<b>2,136</b>	<b>2,546</b>	<b>1,825</b>	<b>1,247</b>	<b>1,219</b>
West central	St. Laurence	749	685	609	637	456	338	255
	Blenheim Park	738	636	574	594	415	288	294
	Westborough	698	511	381	304	192	134	68
	Prittlewell	765	610	615	591	452	305	294
	Chalkwell	757	599	499	460	322	299	384
	Milton	721	550	425	475	345	255	263
	<b>West Central Total</b>	<b>4,427</b>	<b>3,591</b>	<b>3,103</b>	<b>3,063</b>	<b>2,182</b>	<b>1,619</b>	<b>1,558</b>
<b>Total</b>		<b>10,713</b>	<b>8,678</b>	<b>7,438</b>	<b>7,847</b>	<b>5,332</b>	<b>3,650</b>	<b>3,281</b>

Source: ONS Mid-2020 Population Estimates for 2020 Wards

- 2.05 Further detail in relation to projected trends in the 55+ population to 2040 are shown in Annexe 1.
- 2.06 The 55+, 65+ and 75+ household population data for Southend-on-Sea are analysed in relation to Southend-on-Sea's Chartered Institute of Public Finance and Accountancy (CIPFA) local authority comparators. This data is used as a basis for the estimation of net housing and accommodation need in Southend-on-Sea to 2040.
- 2.07 The CIPFA comparators are 15 local authorities that are similar in demographic and socioeconomic makeup to Southend-on-Sea. This is based on the CIPFA Nearest Neighbours model.<sup>2</sup>
- 2.08 Using 2018-based ONS household population projections data<sup>3</sup>, the household population for Southend-on-Sea and its CIPFA comparators have been projected for the years 2021, 2025, 2030 and 2035 and 2040.

<sup>2</sup> Chartered Institute of Public Finance and Accounting – Nearest Neighbours model:

<https://www.cipfa.org/services/cipfastats/nearest-neighbour-model>

<sup>3</sup> ONS 2018-based Household Population Projections for England: detailed data for modelling and analysis – principal projections

2.09 Tables 2, 4 and 6 show the household population projections for Southend-on-Sea and its CIPFA comparators up to 2040 for the 55+, 65+ and 75+ household populations, respectively, and tables 3, 5 and 7 show the percentage change for the these populations relative to 2021.

2.10 The tables below show that Southend-on-Sea is projected to experience a higher growth in the 55+ population across the projected period. Southend's 55+ household population is initially projected to grow at the same rate as the England average and, from each period from 2030 onwards, Southend-on-Sea's 55+ household population increases at a higher rate than the England average. From 2025 onwards Southend's 55+ household population is projected to increase at a significantly higher rate than the CIPFA comparator average.

2.11 In relation to the household population figures, Southend-on-Sea has a lower household population than its comparator average and is projected to have a lower household population across the entire projected period relative to the CIPFA average.

Table 2. 55+ household population projected to 2040 for Southend-on-Sea, and its CIPFA comparator authorities.

<b>Local Authority</b>	<b>2021</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>
<b>Southend-on-Sea</b>	<b>57,988</b>	<b>61,850</b>	<b>65,972</b>	<b>69,341</b>	<b>72,930</b>
Bolton	84,341	88,738	91,812	92,766	94,928
Bournemouth	57,096	60,224	63,564	66,183	68,704
Bury	58,239	60,785	62,290	62,661	64,186
Calderdale	68,542	72,809	76,292	77,983	79,907
Darlington	36,284	38,305	39,850	40,381	40,971
Derby	71,113	75,335	78,794	80,804	83,337
Kirklees	132,063	140,540	147,421	151,031	155,506
Medway	78,547	82,312	84,780	86,451	89,130
North Tyneside	71,167	75,121	78,865	81,178	83,677
Plymouth	80,151	84,065	86,969	88,161	90,515
Sefton	104,840	109,359	112,553	113,304	115,321
Stockport	96,273	99,844	102,553	104,259	107,338
Swindon	65,586	71,244	77,203	81,217	85,295
Torbay	56,527	60,550	64,233	66,365	68,701
Wirral	115,646	121,391	125,633	127,112	129,266
<b>Comparator average</b>	<b>77,150</b>	<b>81,405</b>	<b>84,924</b>	<b>86,825</b>	<b>89,357</b>
<b>England</b>	<b>17,386,787</b>	<b>18,523,284</b>	<b>19,554,707</b>	<b>20,236,759</b>	<b>21,003,120</b>

Source: ONS 2018-based household projections for England: detailed data for analysis

Table 3. Percentage change in projected 55+ household population for Southend-on-Sea and its CIPFA comparators. Percentage changes relative to 2021 household populations.

<b>Local authority</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>
<b>Southend-on-Sea</b>	<b>11%</b>	<b>23%</b>	<b>33%</b>	<b>43%</b>
Bolton	9%	15%	17%	21%
Bournemouth	9%	19%	27%	34%
Bury	7%	12%	13%	17%
Calderdale	11%	20%	24%	29%
Darlington	9%	17%	19%	22%
Derby	10%	18%	23%	29%
Kirklees	11%	20%	24%	30%
Medway	8%	14%	18%	24%
North Tyneside	9%	18%	24%	30%
Plymouth	8%	14%	17%	22%
Sefton	7%	12%	13%	16%
Stockport	6%	11%	14%	19%
Swindon	15%	32%	43%	54%
Torbay	11%	21%	27%	34%
Wirral	8%	14%	16%	20%
<b>Comparator average</b>	<b>9%</b>	<b>17%</b>	<b>21%</b>	<b>27%</b>
<b>England</b>	<b>11%</b>	<b>21%</b>	<b>28%</b>	<b>35%</b>

Table 4. 65+ household population projected to 2040 for Southend-on-Sea, and its CIPFA comparator authorities.

<b>Local Authority</b>	<b>2021</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>
<b>Southend-on-Sea</b>	<b>34,633</b>	<b>36,714</b>	<b>40,590</b>	<b>44,349</b>	<b>47,184</b>
Bolton	49,268	51,779	55,932	59,916	61,843
Bournemouth	34,237	36,037	39,621	42,863	45,061
Bury	34,204	35,858	38,635	40,964	41,933
Calderdale	39,724	42,613	47,009	50,752	52,763
Darlington	21,543	23,189	25,718	27,680	28,468
Derby	41,577	43,981	48,593	53,062	55,470
Kirklees	77,495	82,690	90,296	97,787	101,969
Medway	44,490	47,111	51,248	54,716	56,321
North Tyneside	41,994	45,432	50,571	54,261	56,163
Plymouth	47,971	51,269	55,846	59,769	61,508
Sefton	63,697	68,196	75,019	79,448	80,972
Stockport	57,767	60,476	65,079	68,691	70,424
Swindon	36,704	40,509	46,346	51,467	55,324
Torbay	35,879	38,652	43,177	47,031	49,268
Wirral	69,638	74,202	81,499	86,858	89,102
<b>Comparator average</b>	<b>45,676</b>	<b>48,669</b>	<b>53,449</b>	<b>57,476</b>	<b>59,611</b>
<b>England</b>	<b>10,293,647</b>	<b>11,039,983</b>	<b>12,237,747</b>	<b>13,296,314</b>	<b>13,944,079</b>

Source: ONS 2018-based household projections for England: detailed data for analysis

Table 5. Percentage change in projected 65+ household population for Southend-on-Sea and its CIPFA comparators. Percentage changes relative to 2021 household populations.

Local authority	2025	2030	2035	2040
<b>Southend-on-Sea</b>	<b>6%</b>	<b>17%</b>	<b>28%</b>	<b>36%</b>
Bolton	5%	14%	22%	26%
Bournemouth	5%	16%	25%	32%
Bury	5%	13%	20%	23%
Calderdale	7%	18%	28%	33%
Darlington	8%	19%	28%	32%
Derby	6%	17%	28%	33%
Kirklees	7%	17%	26%	32%
Medway	6%	15%	23%	27%
North Tyneside	8%	20%	29%	34%
Plymouth	7%	16%	25%	28%
Sefton	7%	18%	25%	27%
Stockport	5%	13%	19%	22%
Swindon	10%	26%	40%	51%
Torbay	8%	20%	31%	37%
Wirral	7%	17%	25%	28%
<b>Comparator average</b>	<b>7%</b>	<b>17%</b>	<b>26%</b>	<b>31%</b>
<b>England</b>	<b>7%</b>	<b>19%</b>	<b>29%</b>	<b>35%</b>

Table 6. 75+ household population projected to 2040 for Southend-on-Sea, and its CIPFA comparator authorities.

Local Authority	2021	2025	2030	2035	2040
<b>Southend-on-Sea</b>	<b>16,197</b>	<b>18,462</b>	<b>19,693</b>	<b>21,209</b>	<b>23,768</b>
Bolton	21,884	25,259	26,554	28,061	30,785
Bournemouth	16,159	17,992	19,109	20,597	23,005
Bury	15,208	17,504	18,255	19,359	21,262
Calderdale	17,018	19,923	21,652	23,686	26,347
Darlington	9,767	11,253	12,238	13,472	15,098
Derby	19,647	21,795	23,116	25,184	28,409
Kirklees	34,052	39,640	42,636	46,108	50,848
Medway	19,312	22,310	23,586	25,298	27,993
North Tyneside	18,031	20,837	23,169	25,867	29,014
Plymouth	22,080	24,994	26,588	29,090	32,130
Sefton	29,685	33,024	35,572	39,283	43,923
Stockport	26,975	30,168	31,655	33,764	36,942
Swindon	16,018	18,658	21,082	23,929	27,623
Torbay	16,657	19,350	20,945	22,914	25,870
Wirral	31,443	35,779	38,729	42,032	46,857
<b>Comparator average</b>	<b>20,633</b>	<b>23,559</b>	<b>25,286</b>	<b>27,491</b>	<b>30,617</b>
<b>England</b>	<b>4,681,145</b>	<b>5,372,469</b>	<b>5,819,031</b>	<b>6,353,449</b>	<b>7,127,959</b>

Source: ONS 2018-based household projections for England: detailed data for analysis

Table 7. Percentage change in projected 75+ household population for Southend-on-Sea and its CIPFA comparators. Percentage changes relative to 2021 household populations.

Local authority	2025	2030	2035	2040
<b>Southend-on-Sea</b>	<b>14%</b>	<b>22%</b>	<b>31%</b>	<b>47%</b>
Bolton	15%	21%	28%	41%
Bournemouth	11%	18%	27%	42%
Bury	15%	20%	27%	40%
Calderdale	17%	27%	39%	55%
Darlington	15%	25%	38%	55%
Derby	11%	18%	28%	45%
Kirklees	16%	25%	35%	49%
Medway	16%	22%	31%	45%
North Tyneside	16%	28%	43%	61%
Plymouth	13%	20%	32%	46%
Sefton	11%	20%	32%	48%
Stockport	12%	17%	25%	37%
Swindon	16%	32%	49%	72%
Torbay	16%	26%	38%	55%
Wirral	14%	23%	34%	49%
<b>Comparator average</b>	<b>14%</b>	<b>23%</b>	<b>33%</b>	<b>48%</b>
<b>England</b>	<b>15%</b>	<b>24%</b>	<b>36%</b>	<b>52%</b>

### Housing, health and social care context

- 2.12 Southend-on-Sea's average life expectancy at birth is 80.8 years<sup>4</sup>, which is below the East of England's average life expectancy of 82.5 years, and slightly lower than the average life expectancy for England of 81.5 years<sup>5</sup>.
- 2.13 Southend-on-Sea's average life expectancy at age 65 is 19.6 years<sup>6</sup>, compared to 20.5 years for the East of England and 20.2 years for England.
- 2.14 Life expectancy<sup>7</sup> at birth and aged 65, for each ward in Southend-on-Sea is shown in the table below.

<sup>4</sup> Public Health England: [Public Health Outcomes Framework - Southend](#)

<sup>5</sup> ONS: 2020 National life tables – England

<sup>6</sup> Public Health England: [Public Health Outcomes Framework - Southend](#)

<sup>7</sup> [ONS: Life expectancy by census ward](#)



Table 8. Life expectancy at birth and age 65, by Southend-on-Sea ward.

Ward	Life expectancy at birth	Life expectancy at age 65
Belfairs	84.0	21.9
Blenheim Park	80.9	18.9
Chalkwell	78.5	16.6
Eastwood Park	83.4	20.8
Kursaal	80.0	16.5
Leigh	83.1	20.8
Milton	77.6	17.4
Prittlewell	80.8	20.2
Shoeburyness	82.4	20.7
Southchurch	80.9	20.9
St. Laurence	82.2	21.3
St. Luke's	82.3	21.1
Thorpe Bay	84.9	22.9
Victoria	76.5	17.0
West Leigh	83.7	21.1
West Shoebury	81.7	19.6
Westborough	81.1	20.3

Source: ONS – Life expectancy by census ward.

- 2.15 The wards with the highest life expectancies at birth are Thorpe Bay and Belfairs, whilst the wards with the lowest life expectancies at birth are Milton and Victoria.
- 2.16 The wards with the highest life expectancies at age 65 are Thorpe Bay and Belfairs, whilst the wards with the lowest life expectancies at birth are Victoria and Chalkwell.
- 2.17 The demand for residential and nursing care is partly influenced by the local prevalence of dementia amongst the older population.
- 2.18 Table 9 shows the prevalence of dementia in Southend-on-Sea<sup>8</sup>.

Table 9. Number of people 65+ with dementia and dementia prevalence as a percentage of the total 65+ population (2020).

Area	Number of people 65+ with dementia in 2020	Percentage of people 65+ with dementia out of total 65+ population	Annual estimated % growth in people 65+ with dementia	Projected number of people 65+ with dementia to 2040
Southend-on-Sea	1,807	5.08%	3.33% p.a.	3,760
East of England region	57,117	4.04%	3.74% p.a.	98,840
England	422,973	3.97%	6.53% p.a.	972,838

Source: NHS Digital, Recorded Dementia Diagnoses publications

<sup>8</sup> NHS Digital, Recorded Dementia Diagnoses publications, December 2020 – accessed via PHE: [Dementia Profile](#)

- 2.19 Note that the figures for projected number of people 65+ with dementia in 2040 is based on projected growth rates from Wittenberg et al (2019)<sup>9</sup>.
- 2.20 The prevalence of dementia among the 65+ population in Southend in 2020 is higher than the East of England average and the English prevalence. Research suggests that a host of factors beyond genetics may play a role in the development and course of Alzheimer's disease; for example, in the [relationship between cognitive decline and vascular conditions](#) such as [heart disease](#), [stroke](#), and [high blood pressure](#), as well as metabolic conditions such as [diabetes](#) and obesity.
- 2.21 Table 10 shows the population aged 65+ with a learning disability in Southend-on-Sea that have received support in the year 2018-19, from NHS Short- and Long-Term Support (SALT)<sup>10</sup> data. The table shows how this population is accommodated within residential care homes, nursing care homes and in the wider community.

Table 10. Number of people aged 65+ with a learning disability, by accommodation setting.

<b>Accommodation setting</b>	<b>Number of people aged 65+ with a learning disability that received support</b>
Residential care home	35
Nursing care home	*5
Community setting	60
Secure accommodation setting	*5
<b>Total</b>	<b>90</b>

N.B. Where the data presented suppressed values, indicated by an asterisk, the upper bound (5) for the number of people within the suppressed range has been assumed.

- 2.22 Of the total number of people aged 65+ in Southend-on-Sea that have a learning disability, 44% are living in residential and nursing care home settings.
- 2.23 The table below shows the number of older people, aged 65+ and 75+ in Southend-on-Sea that have a long-term health problem or disability<sup>11</sup>. These factors are likely to influence the need for specialist housing and accommodation for older people, such as extra care housing, as well as need for residential and nursing care.

<sup>9</sup> Projections of older people with dementia and costs of dementia care in the United Kingdom, 2019–2040; Care Policy and Evaluation Centre, London School of Economics and Political Science

<sup>10</sup> [Measures from the Adult Social Care Outcomes Framework, England, 2018-19](#)

<sup>11</sup> ONS / Nomis 2011 UK census: DC3201EW - Long-term health problem or disability by general health by ethnic group by sex by age

Table 11. Long-term health problem or disability by age group and level of limitation. Southend-on-Sea.

Long-term health problem or disability	65+	75+
All health categories	29,271	14,257
Day-to-day activities limited a lot	7,377	5,090
Day-to-day activities limited a little	7,565	4,224

Source: 2011 census – Long-term health problem or disability

- 2.24 There is a relatively equal split between the 65+ cohort that have their daily activities limited a lot and those that have their daily activities limited a little. The 75+ cohort has a slightly higher number of those that have their daily activities limited a lot compared to those that have their daily activities limited a little.

### Existing older people’s housing and accommodation

- 2.25 Data from the Elderly Accommodation Counsel’s (EAC)<sup>12</sup> national database of older people’s housing provision was reviewed to confirm the current supply in Southend-on-Sea. This includes social and private sector housing for older people.
- 2.26 The following definitions of older people’s housing are used to describe the different types of housing and accommodation for older people:
- *Housing for Older People (HfOP)*<sup>13</sup>: social sector sheltered and age-designated housing and private sector retirement housing. The most common types of Housing for Older People are:
    - *Sheltered social housing*: These schemes typically offer self-contained accommodation commonly available for social rent. They are usually supported by a part-time/visiting scheme manager and 24-hour emergency help via an alarm. There are often communal areas and some offer activities. Most accommodation is offered for rent, based on need, by local councils or housing associations.
    - *Private sector retirement housing*: This is typically similar to sheltered social housing, but it is usually built by private developers for market sale. Once all the properties have been sold, the scheme is sometimes run by a separate management company that employ the scheme manager and organise maintenance and other services.
  - *Housing with care (HwC)*<sup>14</sup>: (often referred to as ‘extra care housing’ when provided by housing associations and local authorities and ‘assisted living’ by private sector providers). Housing with care is designed for older people, some with higher levels of care and support needs. Residents live in self-contained homes. It typically has more communal facilities and offers access to onsite 24/7

<sup>12</sup> Elderly Accommodation Counsel housing data (Q4 2019)

<sup>13</sup> EAC - [HousingCare Glossary](#)

<sup>14</sup> <https://www.housinglin.org.uk/Topics/browse/HousingExtraCare/what-is-extra-care/>

care services, which includes assistance with meal preparation, washing and other daily duties. Often includes a 24/7 alarm system, presence of a scheme manager and a team of support staff.

- *Residential care home*<sup>15</sup>: a residential setting where a number of older people live, usually in single rooms, and have access to on-site social care services. 24/7 onsite personal social care services include help with washing and dressing. Residential care homes do not consist of self-contained units.
- *Nursing care home*<sup>16</sup>: similar to a residential care home, but additionally providing care from qualified nurses. There will always be 1 or more qualified nurses on duty to provide nursing care. These are sometimes called 'care homes with nursing'. The Care Quality Commission states that in addition (to a residential care home), "qualified nursing care is provided, to ensure that the full needs of the person using the service are met." Nursing care homes do not consist of self-contained units.

---

<sup>15</sup> NHS: Care homes: <https://www.nhs.uk/conditions/social-care-and-support-guide/care-services-equipment-and-care-homes/care-homes/>

<sup>16</sup> NHS: Care homes: <https://www.nhs.uk/conditions/social-care-and-support-guide/care-services-equipment-and-care-homes/care-homes/>

Table 12. Current supply for all types of housing for older people (HfOP) and housing with care (HwC) in Southend-on-Sea, by ward/local area.

Area	Ward	HfOP (units)			HwC (units)		
		Sale / shared ownership	Rent	Total	Sale / shared ownership	Rent	Total
East	Thorpe	180	0	180	0	0	0
	West Shoebury	0	0	0	0	0	0
	Shoeburyness	26	208	234	0	15	15
	<b>East Total</b>	<b>206</b>	<b>208</b>	<b>414</b>	<b>0</b>	<b>15</b>	<b>15</b>
East Central	St. Luke's	0	39	39	0	0	0
	Victoria	0	159	159	0	0	24
	Kursaal	0	160	160	0	0	0
	Southchurch	93	151	244	0	0	0
	<b>East Central Total</b>	<b>93</b>	<b>509</b>	<b>602</b>	<b>0</b>	<b>0</b>	<b>0</b>
West	Eastwood Park	0	31	31	0	0	0
	Belfairs	0	15	15	0	0	0
	West Leigh	0	42	42	0	0	0
	Leigh	181	130	311	0	25	25
	<b>West Total</b>	<b>181</b>	<b>218</b>	<b>399</b>	<b>0</b>	<b>25</b>	<b>25</b>
West Central	St. Laurence	0	190	190	0	0	0
	Blenheim Park	0	49	49	0	0	0
	Westborough	0	0	0	0	0	0
	Prittlewell	47	256	303	0	0	0
	Chalkwell	594	49	643	0	0	0
	Milton	0	6	6	0	0	0
	<b>West Central Total</b>	<b>641</b>	<b>550</b>	<b>1,191</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Southend total</b>		<b>1,121</b>	<b>1,485</b>	<b>2,606</b>	<b>0</b>	<b>30</b>	<b>30</b>

Source: Elderly Accommodation Counsel (2019).

- 2.27 The above table shows a relatively high proportion of provision for housing for older people in the West Central locality compared to the other major localities in Southend-on-Sea.
- 2.28 A large proportion of the supply of housing for older people in Southend-on-Sea is concentrated in the Chalkwell ward. Within the local area, Homecove House, a retirement housing scheme managed by FirstPort in the SS0 7 postcode area, consisting of 141 flats comprises a large proportion of the local supply in Chalkwell. Approximately 314 units of housing for older people are located in the SS0 7 postcode zone in Chalkwell, representing a high percentage of the overall supply in the West Central locality.
- 2.29 Although there is a relatively high level of provision of housing for older people in West Central, there is no provision of housing with care in this locality. The overall prevalence for housing with care is low across Southend-on-Sea as a whole compared to its CIPFA comparator authorities and the English average. Within

Southend-on-Sea the majority of the units of housing with care are based in the West locality.

Table 13. Housing for Older People (HfOP) and Housing with Care (HwC) in Southend-on-Sea and its CIPFA 'Nearest Neighbour' comparator authorities. Number of units.

Local Authority	HfOP (units)				HwC (units)			
	Sale / shared ownership	Rent	Total	Prev.	Sale / shared ownership	Rent	Total	Prev.
<b>Southend-on-Sea</b>	<b>1,121</b>	<b>1,485</b>	<b>2,606</b>	<b>75</b>	<b>0</b>	<b>30</b>	<b>30</b>	<b>2</b>
Bolton	455	4,110	4,565	93	37	287	324	15
Bournemouth	1,386	1,557	2,943	86	0	118	118	7
Bury	221	1,158	1,379	40	105	109	214	14
Calderdale	238	1,399	1,637	41	0	130	130	8
Darlington	188	1,842	2,030	94	0	42	42	4
Derby	403	2,539	2,942	71	82	281	363	18
Kirklees	301	2,066	2,367	31	0	243	243	7
Medway	470	1,336	1,806	41	0	288	288	15
North Tyneside	281	2,331	2,612	62	0	234	234	13
Plymouth	530	1,564	2,094	44	45	378	423	19
Sefton	1,551	2,998	4,549	71	76	104	180	6
Stockport	1,560	1,742	3,302	57	120	204	324	12
Swindon	630	2,415	3,045	83	0	162	162	10
Torbay	1,275	853	2,128	59	0	107	107	6
Wirral	1,334	3,965	5,299	76	0	215	215	7
<b>Comparator Average</b>	<b>747</b>	<b>2,085</b>	<b>2,832</b>	<b>62</b>	<b>29</b>	<b>183</b>	<b>212</b>	<b>10</b>
<b>England</b>	<b>151,683</b>	<b>432,391</b>	<b>584,074</b>	<b>57</b>	<b>13,629</b>	<b>46,176</b>	<b>59,805</b>	<b>13</b>

Source: Elderly Accommodation Counsel 2019

N.B. Prev. denotes prevalence rate – the number of units per 1,000 population aged 65+ (for HfOP) and 75+ (for HwC)

- 2.30 In comparison with the CIPFA comparator average, Southend-on-Sea's prevalence of housing for older people is higher than both the comparator average prevalence and English prevalence.
- 2.31 With respect to housing with care, Southend-on-Sea's overall prevalence is below the comparator average and English prevalence.

Table 14. Care homes in Southend-on-Sea by ward / locality and care home time. Number of bedspaces.

Area	Ward	Care home bedspaces	
		Residential care	Nursing care
East	Thorpe	17	0
	West Shoebury	127	11
	Shoeburyness	0	0
	<b>East Total</b>	<b>144</b>	<b>11</b>
East Central	St. Luke's	0	0
	Victoria	9	83
	Kursaal	52	15
	Southchurch	79	30
	<b>East Central Total</b>	<b>140</b>	<b>128</b>
West	Eastwood Park	22	45
	Belfairs	42	0
	West Leigh	59	0
	Leigh	58	0
	<b>West Total</b>	<b>181</b>	<b>45</b>
West Central	St. Laurence	0	0
	Blenheim Park	34	84
	Westborough	12	0
	Prittlewell	103	0
	Chalkwell	532	54
	Milton	296	0
	<b>West Central Total</b>	<b>977</b>	<b>138</b>
<b>Southend total</b>		<b>1,442</b>	<b>322</b>

Source: Care Quality Commission (2021)

- 2.32 With respect to care home bedspace provision, there is a significantly higher number of bedspaces in the West Central locality in comparison with the other localities. East, East Central and West localities have similar numbers of residential care beds.
- 2.33 Chalkwell and Milton have the highest levels of provision of residential care out of all the wards in Southend-on-Sea. The SS0 7 and SS0 8 postcode areas have a high level of residential care provision; approximately 253 bedspaces are located within the SS0 7 area and approximately 345 bedspaces in the SS0 8 area. The SS0 7 postcode area is amongst the areas with the highest concentration of housing for older people in the West Central locality.
- 2.34 Nursing care provision is higher in West Central and East Central, in comparison with the West and East localities. The number of nursing care bedspaces in West Central and East Central represent approximately four times the level of provision in East and West localities.

Table 15. Current supply of residential and nursing care beds in Southend-on-Sea, and for its comparators.

Local Authority	Residential care (beds)	Prevalence	Nursing care (beds)	Prevalence
<b>Southend-on-Sea</b>	<b>1,142</b>	<b>71</b>	<b>322</b>	<b>20</b>
Bolton	869	40	746	34
Bournemouth, Christchurch and Poole	2,173	134	2,035	126
Bury	742	49	776	51
Calderdale	665	39	645	38
Darlington	604	62	468	48
Derby	985	50	947	48
Kirklees	1,646	48	1,310	38
Medway	646	33	639	33
North Tyneside	742	41	756	42
Plymouth	1,274	58	871	39
Sefton	1,759	59	1,686	57
Stockport	1,138	42	1,101	41
Swindon	451	28	683	43
Torbay	1,346	81	480	29
Wirral	1,041	33	1,937	62
<b>Comparator average</b>	<b>1,076</b>	<b>52</b>	<b>963</b>	<b>47</b>
<b>England total</b>	<b>198,202</b>	<b>42</b>	<b>216,227</b>	<b>46</b>

Source: Care Quality Commission (2021)

N.B. Prev. denotes prevalence rate – the number of bedspaces per 1,000 population aged 75+

- 2.35 The prevalence of residential care in Southend-on-Sea is significantly higher than its comparator average and the England prevalence rate<sup>17</sup>.
- 2.36 With respect to nursing care, Southend-on-Sea’s prevalence rate is significantly below the comparator average and English prevalence rate.
- 2.37 The table below shows the placements into care homes in Southend-on-Sea, from 2011/12 onwards to 2020/21. There is a net decrease of annual care home placements for that period.

<sup>17</sup>Prevalence rates show the number of bedspaces per 1,000 population aged 75+ (for residential and nursing care). It is used as a metric to enable comparison of provision between different geographic areas.



Table 16. Number of residential and nursing care placements by year.

<b>Year</b>	<b>Number of residential admissions</b>	<b>Number of nursing care admissions</b>	<b>Total number of admissions</b>
2011/12	1,520	230	1,750
2012/13	1,580	230	1,810
2013/14	1,572	239	1,811
2014/15	1,539	239	1,778
2015/16	1,442	261	1,703
2016/17	1,438	255	1,693
2017/18	1,352	255	1,607
2018/19	1,397	258	1,655
2019/20	1,335	251	1,586
2020/21	1,253	286	1,539
2020/21	1,104	267	1,371
<b>Total number of placements</b>	<b>1,412</b>	<b>250</b>	<b>1,693</b>

Source: Southend-on-Sea Borough Council

2.38 Table 17 below provides a list of planning application details for care home developments from 2018-2020 (both for residential care and nursing care), shown as number of planned bedspaces.

Table 17. Planning applications in relation to care home bedspaces in Southend-on-Sea

Decision date	Scheme name	Site address	Care home type	Number of units / bedspaces (gross)
17/09/2018	-	Former Seabrook College and Priory House Site, Burr Hill Chase, Southend-on-Sea, SS2 6PE	Nursing care	60
20/08/2019	Havengore House Residential Care Home	27 Fairfield Road Eastwood Essex SS9 5RZ	Residential care	6
20/11/2019	Butterfly House	Southbourne Grove Surgery 314 Southbourne Grove Westcliff-On-Sea Essex SS0 0AF	Residential care	5
27/07/2020	Seaside House	66 Victoria Road Southend-On-Sea Essex SS1 2TF	Residential care	5
			<b>Total Residential Care</b>	<b>16</b>
			<b>Total Nursing Care</b>	<b>60</b>

Source: Southend-on-Sea Borough Council

### Income and socioeconomic context

2.39 At the most recent census, home ownership among 65+ households in Southend-on-Sea was 78%<sup>18</sup>, which is slightly below the average English home ownership rate of 80%.

Table 18. Tenure for 65+ households in Southend-on-Sea.

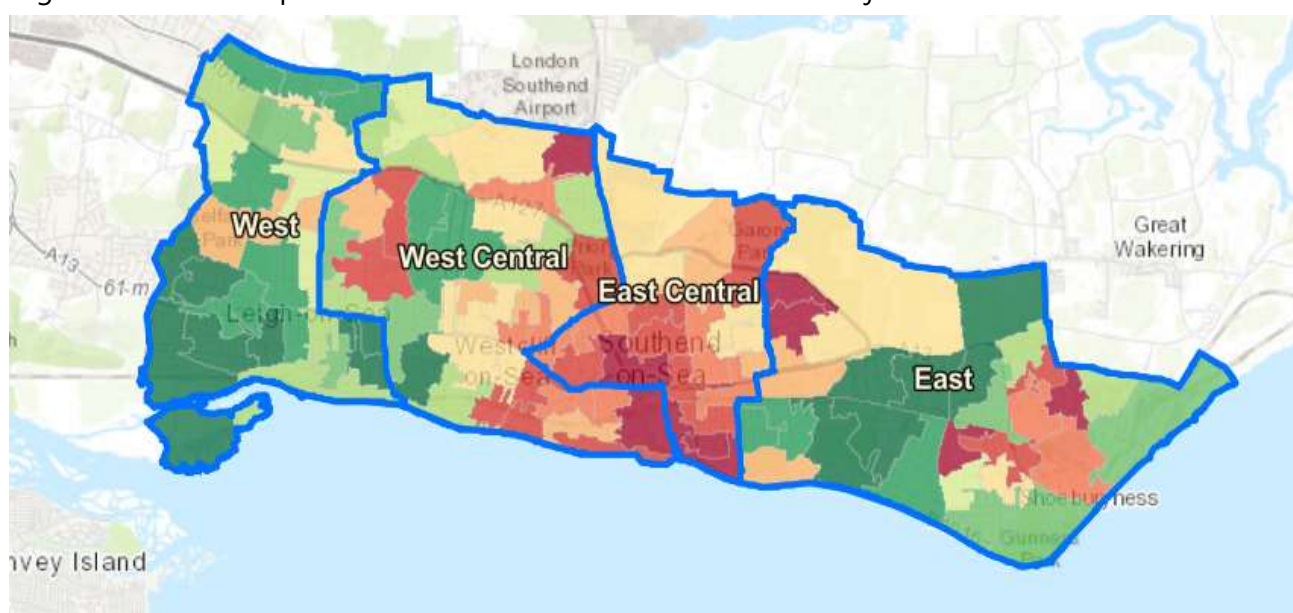
Tenure	Number of households	Percentage of total households
Owned / Shared Ownership	15,957	78%
Social rented	2,472	12%
Private Rented	1,909	9%
All tenures	20,338	100%

Source: ONS / Nomis 2011 census

<sup>18</sup> Office for National Statistics / Nomis (2011 census). Tenure by occupation by age - Household Reference Persons. Nomis Table DC4604EW (released in 2013).

- 2.40 The Income Deprivation Affecting Older People Index (IDAOP)<sup>19</sup> score is a measurement of people over the aged 60+ living in relative poverty; a higher score for a local authority implies a higher level of relative poverty.
- 2.41 Southend-on-Sea's IDAOP score is 15.3 and is ranked 9<sup>th</sup> least deprived out of 16 CIPFA comparator authorities.
- 2.42 In comparison to the English average deprivation (IDAOP) amongst older people, Southend-on-Sea is slightly more deprived, as the English average level of deprivation is 14.2%.
- 2.43 With respect to local levels of deprivation within Southend-on-Sea, across the four localities, there are varying levels of deprivation. Figure A<sup>20</sup> shows the relative levels of deprivation across the four localities, a red colour indicates that there are higher levels of relative deprivation, and a green indicates a lower relative level of deprivation.
- 2.44 Table 8 shows life expectancy disaggregated by ward areas in Southend-on-Sea. Life expectancy is highest in the Belfairs and Thorpe areas and lowest in the Victoria, Milton and Chalkwell areas.

Figure A. Relative deprivation levels across Southend-on-Sea's major localities. IMD 2019.



Source: Southend-on-Sea: Smartmaps – IMD 2019 decile rankings

- 2.45 From the above figure, there is a high amount of relative deprivation in East Central with the majority of the sub-localities falling into the lower deprivation deciles (i.e. more deprived than a large number of other localities). It is also visible that the East and West areas are largely less deprived, however with smaller pockets of deprivation in the East area. The West Central area has a mix between areas of high and low relative deprivation.

<sup>19</sup> Local Government Association: [IDAOP score](#) – based on data from MHCLG

<sup>20</sup> <https://smartmaps.smartsouthend.org/>

- 2.46 These deprivation indicators can be used to inform estimates of the tenure split between rented and sale/shared ownership units in terms of estimated need for different types of housing for older people. However, in future years it is possible that there will be fewer owner occupiers aged 65+ as fewer working age people become home owners as well as older home owners with lower levels of disposable income; this may result in an increased need for affordable housing to rent for older people.
- 2.47 The tables below show the number of people between the ages of 55-64 that are in specific National Readership Survey (NRS) social grades in Southend-on-Sea.
- 2.48 This data has been drawn from the 2011 census. The proportions of people in the 55-64 cohort for both C2 and DE socio-economic categories have been applied to the 55+ population for Southend-on-Sea to provide an estimate of the number of older people aged 55-64 that are estimated to be in these categories within Southend-on-Sea to 2040.

Table 19. Number of people 55-64 in NRS social grade categories AB to DE 21 (Southend-on-Sea).

	All categories	AB	C1	C2	DE
Number of people aged 55-64	19,931	3,802	6,818	4,298	5,013
Percentage in specific category out of all categories	100%	19%	34%	22%	25%

Source: 2011 census - DC6125EW - Approximated social grade by adult lifestage

Table 20. Projections of the 55-64 population that are categorised with the NRS social grades C2 and DE, for Southend-on-Sea.

District	2021		2025		2030		2035		2040	
	C2	DE	C2	DE	C2	DE	C2	DE	C2	DE
Southend-on-Sea	5,072	5,915	5,630	6,566	6,239	7,275	6,746	7,869	7,253	8,458

Source: ONS household population projections (55+ percentage growth) & 2011 census.

- 2.49 This evidence suggests that there is a significant population cohort aged 55-64 in the C2 and DE socio-economic categories (approximately 47% at the time of the previous census). These cohorts will include older people who may be in need of rented (social) housing and who have a higher likelihood of eligibility for housing benefit to meet their housing costs.

<sup>21</sup> Data for the National Readership Survey (NRS) social grades has been based on 2011 census data. The social grades are based on the following categories: A – Upper middle class (higher managerial, administrative or professional roles); B – Middle-middle class (intermediate managerial roles, administrative or professional); C1 – Lower middle class (supervisory or clerical and junior managerial roles, administrative or professional); C2 – skilled working class (skilled manual workers); D – Working class (semi-skilled and unskilled manual workers); E – Non-working (State pensioners, casual and lowest grade workers, unemployed with state benefits only).

### 3. Primary research with older people, disabled people and other stakeholders

#### Method

- 3.01 The primary research involved undertaking both quantitative and qualitative research to better understand the housing and support needs and preferences of local people over the age of 55.
- 3.02 The primary research was completed between November 2021 and January 2022.
- 3.03 The quantitative research involved a survey that was available online via Your Say Southend-on-Sea Borough Council portal and offline as a paper copy. The survey met its target of 200 responses as of Monday 24<sup>th</sup> January 2022.
- 3.04 The survey was promoted using a variety of media channels, including Facebook, email, e-newsletters and via the Council's Southend-on-Sea Borough Council, Housing LIN's and local voluntary organisations' traditional and social media outlets. Paper surveys were distributed to a variety of local stakeholders such as community venues and housing provider contacts.
- 3.05 The qualitative research involved a blend of virtual and in-person engagement methods with local people and stakeholders in line with COVID-19 restrictions.
- 3.06 In total we spoke with 70 people across 3 virtual focus groups, 3 in-person discussion groups, 6 telephone interviews, 30 in-person interviews. This met the engagement target for this research and is typical for an area the size of Southend-on-Sea.
- 3.07 See Annexe 2 for a detailed methodology and demographics of participants.

#### Key Messages from Primary Research

##### Where do people in later life live now?

- 3.08 The primary research exposed a diverse range of experiences about participants' existing homes and living environments.
- 3.09 The qualitative evidence indicated that the majority of people in later life like aspects of where they live now, beyond the bricks and mortar, which make them want to stay living there. For example, some participants like where their current home is located and want to remain living in their existing communities and/or close to family. Many participants also feel connected to their 'home', as they have lived there for many years, and may have been the family home.
- 3.10 *"I love where I live, I have been here for 25+ years and we have a close community of neighbours from different generations that all look out for each other, but I know the stairs and bathroom will become difficult as I get older."*
- 3.11 However, the research also indicated that many participants were living in older properties that weren't or won't be suitable for them in later life. Features about participants' existing homes that make them unsuitable include, internal and external

stairs, no downstairs bathroom, bathroom not accessible, no space for a wheelchair. The survey also highlighted people living in properties that they find difficult to maintain (29%), too large (18%) or too expensive to run (31%) (see figure 41). A few participants were living in poor quality accommodation.

- 3.12 The evidence from the qualitative research also highlighted a growing number of people in later life experiencing loneliness and isolation in their existing homes which has been exacerbated by the COVID-19 pandemic. Participants are seeking access to a wider choice of local community groups; a number of participants would consider moving to older person's accommodation to have a greater sense of community.
- 3.13 *"I close my front door after coming to a Folk Like Us meeting and sometimes I don't see or speak to anyone all week, it takes its toll on my mental and physical health."*

### **Propensity to move home**

- 3.14 The research showed a variety of views amongst older people about moving home. Most qualitative participants (from the focus groups) were not actively thinking ahead about where they might live in the future. Whereas 65% of survey respondents were considering a move in the future (see figure 1). This is considerably higher than in equivalent surveys undertaken previously by the Housing LIN in other areas of the UK, such as Brighton & Hove (58%), Torbay (50%), Kirklees (older ethnic minority population (39%), Lichfield (45%), Cardiff and the Vale of Glamorgan (44%). Surveys conducted in these authorities found on average 47% of people were considering a move. Torbay and Kirklees are CIPFA comparator areas for Southend-on-Sea. However, it is worth noting that the survey was advertised on the 'Southend on the Move' website which could have influenced the higher number of renters considering a move.
- 3.15 The survey indicated that renters were more likely to be considering a move within the next two years (44% compared to 13% of owner occupiers). There was greater variety amongst survey respondents that were owner occupiers about when in the future they might move. 40% of owner occupiers were considering a move between three- and ten-years' time (see figure 2 and figure 3).
- 3.16 The survey also indicated that 58% of renters considering a move in two years, would consider moving to age-designated accommodation (see figure 25). The qualitative research highlighted that participants from social rented properties were more aware about housing for older people that was provided by a social landlord, such as South Essex Homes. On the other hand, only 30% of owner occupiers considering a move in two years would consider moving to age-designated accommodation (see figure 23) this increased to 57% for owner occupiers looking to move between three- and ten-years' time (see figure 24). The qualitative research indicated that many owner occupiers didn't think there were affordable or aspirational age-designated properties.
- 3.17 *"The only way I will move is when they take me out in a box!"*

- 3.18 *"We looked after my mother in her old age which has made me think ahead about where we might live in the future (I don't think most people think about it) but there doesn't seem to be much choice"*
- 3.19 A variety of factors were 'barriers', preventing qualitative participants from thinking ahead, such as, a lack of housing choice, a lack of information about the choices available, the upheaval of moving and not wanting to think about getting older. For a number of participants daily life was a struggle so considering the future wasn't a priority. Some participants would like to move to a more 'future proof' home, but they don't know what this would look like.
- 3.20 The evidence indicates that in order to encourage people in later life to consider where they might live in the future people need to feel that they have a choice and also have a means to access information about the choices available. There needs to be a range of housing options available that encourage people to think about moving before they need it.
- 3.21 The evidence also suggests that there are several owner occupiers who are considering moving home already; this means that there is an opportunity to provide accommodation that would best suit their requirements and free up family homes. (see section below on 'important characteristics of home')
- 3.22 People need to feel like they have a choice, or they can't think about the future they also need to be able to visualise and experience choice.
- 3.23 The factors that influence a move can be drawn from survey respondents' biggest challenges in respect of their current home circumstances. 31% of respondents indicated that the cost of living was one of their five biggest challenges, 29% difficulty maintaining their home, 18% property is too large, 18% fear crime in their local neighbourhood (see figure 42). Evidence from the qualitative research supported these results. From this we can assume that a number of people would be influenced to move if an alternative housing offer was affordable, easier to maintain, provided them with a smaller property and was located in a safe neighbourhood.

### **Staying put and the role of adaptations**

- 3.24 The qualitative research suggested that the majority of older people would prefer to remain living in their existing homes in later life and bring care/support in if they need it or adapt their properties should they need it. This is consistent with wider Housing LIN research with older people.
- 3.25 *"I want to stay where I am living now and adapt my property, but I don't know how to go about this, and it can be expensive"*
- 3.26 The quantitative research identified that participants were particularly seeking adaptations such as grab rails, adaptations to bathrooms, and assistive technology that can support people to live independently in their existing homes (see figure 39). A minority of participants had already installed these.

- 3.27 Some qualitative research participants are seeking preventative technology that supports them to live independently and is 'invisible'. Mainstream products such as Alexa and Apple watches are more attractive than 'traditional telecare' pull cords or pendants. The South Essex Homes Digital Ambassadors raised that access to and support using technology is extremely important to enable people to stay well in their own homes.
- 3.28 Across the primary research the majority of participants were unsure how to go about getting adaptations, were concerned about the cost and also were hesitant to get adaptations because traditional adaptations made them feel 'old'.
- 3.29 *"I want adaptations or technology that don't remind me that I am getting old every time I look or wear at them. I want them to be beautiful"*
- 3.30 This indicates that people in later life are seeking more accessible and better information and advice about how to adapt their homes and in some cases financial help to access adaptations. They are also seeking adaptations that are 'designed with dignity' (i.e. that are non-institutional), such as like those provided by Invisible Creations or Motionspot.

### **Location preferences**

- 3.31 The evidence from the survey identifies, that 49% of participants would consider living on the outskirts of a town/city if they were to move. The survey identified that a significant minority (32%) would consider living in a town centre (see figure 10). This was confirmed by the qualitative research which indicated that some people in later life (generally the 'younger' old) would consider moving to a town centre to have easy access to shops and amenities. In a Southend-on-Sea context this refers to areas within the borough with more shops and amenities, such as Leigh-on-Sea, Southend Centre and parts of Westcliff.
- 3.32 *"I would consider moving to a town centre as long as I felt safe and secure"*
- 3.33 The survey also indicated that where a home is located is a key factor when older people are considering a move; 54% want to be close to public transport, 46% want to be close to facilities e.g., GP/health services, and 28% want to be in an area with cafes and shops (see figure 14).
- 3.34 *"I love living close to the bus stop as it means I can get out and visit my friends and family and I have easy access to shops; I would be isolated without it"*
- 3.35 The evidence from the survey identified that the ward that many people (50%) would consider moving to is Leigh. This is followed by Chalkwell (28%) and Thorpe (27%). The wards that the fewest people would consider moving to were Kursaal (2%), St Luke's (4%) and Blenheim Park (4%) (see figure 11). However, when comparing the responses from owner occupiers and renters there is a more varied picture (see figure 12 and figure 13). Whilst Leigh is still preferred by both tenures, 46% renters would consider Southchurch. The qualitative research also identified that the majority of people would want to remain living close to where they live now.



- 3.36 The qualitative research indicated that people consider Leigh-on-Sea an attractive place to live in later life because it is an affluent area with a pleasant outlook, has good access to shops, amenities and public transport as well as sea views. However, many people are concerned about the cost of housing in this area.
- 3.37 Renters in the qualitative research indicated that Southchurch was a more affordable place to live whilst still having good access to shops, amenities, and public transport.
- 3.38 According to research participants, the high deprivation levels in Kursaal, St Luke's and Blenheim Park makes them unattractive places to consider moving to.
- 3.39 The evidence indicated that older people are seeking to live in communities that enable them to remain active in later life, as such the location is important. As well as being close to shops and amenities, people are seeking walkable neighbourhoods and green space.
- 3.40 These locational preferences have some similarities with other Housing LIN research from across the UK which identifies a preference to live in areas with good access to amenities in later life but also a desire to remain relatively close to people's existing networks and communities.
- 3.41 *"Location, location, location!"*
- 3.42 In relation to new developments of housing designated for older people (e.g., extra care housing schemes) this means that the locations that will suit the requirements of people in later life are those that are pleasantly situated, i.e. in a peaceful and relatively quiet area with nice surroundings, but that also provide easy local access to shops and amenities.
- 3.43 The evidence from the primary research indicates that there is scope for developments that attract older people to move home to be located close to the town centre. Southend High Street could be one possibility, but some people are concerned about safety in this area.

### **Important characteristics of a home**

- 3.44 Across the primary research the importance of a person's home in enabling them to live independently was a consistent finding. The evidence from the survey highlighted the importance of having 'my own front door'; 51% of respondents selected this as the most essential aspect when considering a move (see figure 14).
- 3.45 Beyond locational characteristics indicated above, the primary research identified that enabling people to continue to maintain their independence in their homes means providing good quality, accessible homes that adapt to an individual's needs across the life-course, including homes that are 'dementia-ready'.
- 3.46 *"I want a home that can support me whatever happens in life, we need homes that adapt to people's changing needs. Accessible housing is good for everyone"*
- 3.47 The findings from the primary research indicated that homeowners are considerably more likely to prefer a two-bedroom property as a minimum requirement than

renters; if they were to move, 60% of homeowners want a two-bedroom property whereas 70% of renters want a one-bedroom property (see figure 8 and figure 9). Evidence from the qualitative research found that having two-bedrooms to enable friends and family to stay and, for example, to enable couples with health difficulties to sleep separately is important across both tenures. However, a one-bedroom property can be adequate provided living and storage space is sufficient and where appropriate, a guest room is provided (in a scheme). The evidence also indicated that studio apartments and bedsits are not desirable, the vast majority of older people are seeking more spacious properties. In response to this, future housing provision, across specialist and mainstream housing, would need to offer a mix of one- and two-bedroom properties, although to attract homeowners to move developments should prioritise two-bedroom units.

- 3.48 In terms of the type of property participants are seeking, the primary research indicated a preference for bungalows amongst homeowners (64%) and a preference for an apartment/flat amongst renters (61%) (see figure 5 and figure 6). The qualitative research indicated a preference for bungalows across both tenures that is related to a desire to live in what is perceived to be accessible accommodation. It highlighted that more people would consider living in apartments/flats if they were accessibly designed and had a lift. This suggests that if designed to accessibility standards, a number of participants would be attracted to living in an apartment/flat. The qualitative research indicated that very few participants were interested in studio apartments.
- 3.49 *"I would prefer to live in a bungalow, but I understand that land is scarce, I would consider an apartment/flat as long as it had a lift and preferably a balcony"*
- 3.50 The qualitative research indicated that participants are seeking properties with the following features:
- wet rooms,
  - adequate storage,
  - energy efficiency.
- 3.51 The qualitative research also indicated that the majority of 'younger' older people, and some 'older' old participants, said that having good Wi-Fi is an important characteristic of a future home. This indicates that there is a clear benefit for housing providers to ensure current and future homes include Wi-Fi as a standard feature, particularly if they want to attract the widest range of ages. 77% of homeowners want technology that enables them to keep in touch with friends and family (see figure 30). The Housing LIN's recent 'Technology for an Ageing Population: Panel for Innovation' (TAPPI) Inquiry supports the urgent need to ensure current and existing homes are provided with the infrastructure to support digital technologies that enable people to live independently at home (see technology examples in annexe 4).
- 3.52 *"Access to Wi-Fi is going to be increasingly important, I use the internet for everything. We need to support people to improve their digital skills"*

### **Views about moving to specialist housing (housing for older people)**

- 3.53 The survey identified that across all tenures there was interest in considering a move to housing with a minimum age criterion (e.g. 55+), although this was higher amongst renters (67% yes, 18% maybe) than homeowners (46% yes, 21% maybe). While 40% of all participants would prefer to live in mainstream housing with an age-designation<sup>22</sup>, homeowners were more likely to consider a retirement village (59%) and renters preferred sheltered/retirement housing (53%) (respondents could select more than one answer). (see figures 20 - 22)
- 3.54 Amongst qualitative research participants there was less interest in moving to older persons' housing although often this was based on participants' assumption about what this type of housing is like. The qualitative research indicated that when presented with attractive older person's housing options (for example, such as those shown in the Annexe 4 more participants would consider moving to housing designated for older people.
- 3.55 *"If there was more choice of good quality affordable and modern retirement accommodation we would move there, and it would encourage others to move too."*
- 3.56 *Homeowner: "I love living in retirement housing, it's the best thing I ever did. We have such a good community; I know a member of staff is there in case something happens"*
- 3.57 *Social renter: "I have only been living in sheltered housing for 6 months and I have a community already. I had noisy neighbours before, it is now much quieter, but I still have a social life"*
- 3.58 The qualitative research identified a gap in specialist housing provision - an affordable older person's housing offer that is attractive to homeowners with minimal savings and/or pension, but who are not eligible for benefits. In this case, participants would consider an older person's housing offer with reduced facilities and staff presence (in order to have lower service charges).
- 3.59 In relation to support services, the survey indicated that having an alarm to call should they need it is important for homeowners (64%) and renters (68%). However, the survey suggests that renters are seeking specialist accommodation with more of a staff presence, whereas homeowners are seeking a reduced staff presence with more of a focus on accommodation that facilitates socialising (see figures 29- 31).
- 3.60 The qualitative research also indicated the need for specialist housing options that are 'dementia-ready' and designed with the needs of people living with dementia in mind.
- 3.61 Another feature that the primary research identified as important within an older person's housing offer was having well-designed communal space that fosters social interaction and a sense of community. In some cases, there was interest in a community hub model (such as Limelight and the Chocolate Quarter in Annexe 4).

---

<sup>22</sup> Mainstream housing with an age-designation refers to accommodation that has an age-restriction (usually 55+) but has no other features that separate it from mainstream housing.

- 3.62 *"If there was accommodation directly above the Haven Community Hub I would love to move there, I would have access to a vibrant community"*
- 3.63 The evidence from the survey suggests that there are a number of barriers that can prevent people from considering a move to housing with a minimum age criterion (see figures 33 - 35). 'I don't feel ready' was a barrier for 33%. The qualitative research revealed this to mean that people's perception of older person's accommodation is sometimes associated with not wanting to feel 'old'. Therefore, an older person's housing offer should provide accommodation that looks like any other good quality housing offer and is marketed as a 'lifestyle choice' rather than a 'care choice'.
- 3.64 *"I don't want to move somewhere that looks like it's for 'older people', I want somewhere that makes me feel good about myself. I don't like the term 'sheltered' I prefer independent living"*
- 3.65 Of the survey respondents, 25% want to live in a mixed-age community, indicating that housing options suited to older people beyond those with an age-restriction should also be considered - providing a range of mainstream housing choices that facilitate 'rightsizing' is also important. The qualitative research found that some people are seeking older person's housing that maintains intergenerational relationships. This can be achieved via location, activities and relationships with the local community, e.g. partnerships with schools, if available opening cafes to the public, volunteering programmes, allowing young people to live at a scheme at a reduced price in return for time spent supporting older residents (see Melfield Gardens in Annexe 4).

### **Barriers to moving home in later life**

- 3.66 The evidence from the primary research is that there were a range of factors that constrain people from moving to housing that may better suit their needs in later life.
- 3.67 Evidence from the survey identified that there were a range of factors that act as a barrier to moving to an alternative home (see figure 17). For homeowners, many participants want to remain living where they are, 40% like where they live and 29% state their current home is suitable. For renters, the survey indicated that cost was a bigger barrier, 40% can't afford a suitable home compared to 10% of homeowners. The qualitative research indicated that this was because 'suitable' homes tend to be located in areas renters can't afford to move to, 'suitable' homes themselves are also perceived to be 'unaffordable' and out of reach. However, many renters also liked where they live now (31%) and want to stay there. Across both tenures, the upheaval of moving is a barrier for 20% of respondents (see figures 18 and 19).
- 3.68 On the other hand, the qualitative research indicated that cost was the main barrier across both tenures. A number of homeowners were concerned about the cost of moving, particularly where they might have to pay a service charge in older person's accommodation. Additionally, homeowners wanted to retain properties that they consider an inheritance asset.

- 3.69 *"The costs associated with a move as well as the cost of an alternative home means that I will more than likely just stay where I am"*
- 3.70 This suggests that for both homeowners and renters, more affordable housing choices across both mainstream and specialist housing would help to facilitate a move to more suitable housing by more people in later life. There is also scope to provide better support for people with the moving process, such as with decluttering and help with a move itself.
- 3.71 The qualitative research indicated that if participants felt they had a better choice and were better informed about their housing options, they would be more likely to consider a move earlier in life. The implication of this is a need for an increased range of both mainstream and specialist housing options suited to the needs of older people.

### **Tenure preferences and affordability**

- 3.72 The majority of survey respondents were homeowners (65%) and (31% were renters which included 12% from private renters). This tenure profile of respondents was somewhat similar to the overall tenure profile for over 65s in Southend-on-Sea, i.e., 78% owner occupation and 21% renting (c.12% social renting, c.9% private renting).<sup>23</sup>
- 3.73 Evidence from the survey identified that a significant majority of homeowners (91%) wanted to purchase a property if they moved home (see figure 37-39) whereas renters would either rent from a local council (73%) or housing association (55%) – respondents could select more than one tenure preference. There is a preference amongst those who are currently renting privately to move to a social housing rented alternative. The evidence from the qualitative research indicates that those older people who are currently private renting are seeking better quality homes and greater security of tenure in the future (from a move to social housing).
- 3.74 *"My living situation is tough; I am lodging in a garage that is extremely poor quality, but it is all I could find/afford. I have to choose whether to put the heating on or whether to eat. I have diabetes so both of these are needed. I would prefer to live in social housing, but I don't qualify"*
- 3.75 The evidence from the qualitative research identified home ownership as extremely important consideration for participants, particularly in relation to inheritance. A number of owner occupiers are concerned about having to sell their properties in order to pay for their care needs.
- 3.76 Some home owning participants were also concerned that their current homes may not give them sufficient equity to buy a more suitable home outright. Housing providers will need to consider a range of ownership options, including shared ownership for older people, in order for purchasing a more suitable home to be affordable to the greatest number of people who are seeking this option.

---

<sup>23</sup> Office for National Statistics (2013). Tenure by occupation by age - Household Reference Persons. Nomis Table DC4604EW.

- 3.77 *"I am a homeowner, but I don't have a big pension and I can't afford to a different property as prices have gone up, I need a better choice of affordable ownership options and these need to be clearly explained to me"*
- 3.78 Evidence from the survey identified that, of the respondents who would consider moving to housing with a minimum age criterion (specialised housing for older people), 35% stated that service charges would not be a barrier to moving to this type of accommodation and 26% indicated that it may be a barrier, for 17% it would depend on the type of services being provided. However, 19% of respondents indicated that service charges would be a barrier to moving to this type of accommodation (see figure 32).
- 3.79 These findings emphasise that providers of housing for older people need to provide services that are relevant and attractive to older people and are seen to provide value for money. Knowing what services will be included within service charges is also an important factor for older people in decisions about their future home and what they are prepared to pay for.
- 3.80 *"I have heard stories about increasing service charges, housing providers need to be clear about costs at the start and build trust with prospective residents"*
- 3.81 This evidence indicates that future housing developments in Southend-on-Sea, of both mainstream and specialised housing, should offering a range of tenure options in order to be attractive and relevant to the widest range of older people.

### **Housing options information and advice**

- 3.82 The qualitative research identified that there was limited understanding amongst people in later life about their housing options, particularly in relation to specialist housing options (e.g. extra care housing, retirement/sheltered housing). There was also evidence that some participants did not make a distinction between a 'care home' and specialised housing for older people, e.g. sheltered housing was taken to be the same as a care home.
- 3.83 The majority of participants were seeking independent advice about their housing and support options from trusted organisations.
- 3.84 *"I don't know where to turn for information and advice about moving or what my housing options are, there need to be more points in the community that provide this support"*
- 3.85 There is considerable scope for providing comprehensive and accessible information about housing options for older people so that people can make informed choices about where they live. This could be delivered by a variety of partners (or by the council).
- 3.86 *"I would prefer to receive information face-to-face rather than over the phone or online. I want a conversation with someone that understands my needs, this would support me to think about moving"*

- 3.87 The evidence from the research is that community and third sector organisations are well placed to deliver this information as they are trusted by the community, however there is a need to strengthen knowledge and provide the 'tools' to enable these organisations to support older people to consider and take decisions about their housing options.
- 3.88 Housing providers should be encouraged to reach out and build relationships with the local community, so people are better informed about their housing offer/s. For example, housing providers could hold community groups at existing schemes or put on events and offer trial stays.

**Key messages from people in later life with a learning disability and/or autism**

- 3.89 Older people with a learning disability and/or autism are seeking greater choice about where they live in later life.
- 3.90 The evidence from the qualitative research indicated that within Southend-on-Sea, there is an overreliance on using nursing/residential care homes to house this 'cohort'.
- 3.91 . The evidence indicated that nursing/residential care is not always well suited to this client group because the properties and level of care provided can be of poor quality and not specific to the needs of people with a learning disability. It can also be very expensive, and some people can't afford the care charges.
- 3.92 The evidence suggested that there is a demand for a range of affordable, purpose-built supported housing options that enables people to remain living independently for longer. A range of support services should be provided to account for a diverse range of needs. The evidence identified a need for housing that supports older people with a learning disability, particularly with down syndrome, with early onset dementia.
- 3.93 Like the majority of older people, this cohort are seeking accommodation that is situated close to the town centre with good access to amenities and shops. Living in safe and secure neighbourhoods is also extremely important.
- 3.94 Voluntary groups that support people with a learning disability and/or autism suggested that there is a need for maintained dialogue between the voluntary sector and the council to ensure the views of people with a learning disability are heard.

## 4. Estimated need for housing and accommodation for older people in Southend-on-Sea

### Approach: considerations and assumptions

- 4.01 Data about the existing supply of older people's designated housing and accommodation in Southend-on-Sea is used as a 'baseline' of current provision. This data is provided by the Elderly Accommodation Counsel (EAC) and the Care Quality Commission (CQC). This research did not include a qualitative assessment of any of this housing/accommodation therefore no assumptions are made about its future 'fitness for purpose'.
- 4.02 ONS 2018-based household population data is used to identify relevant older populations in Southend-on-Sea<sup>24</sup>. Based on evidence from the Housing LIN's advisory work with housing providers and local authorities in relation to designated housing and accommodation for older people, the following population bases are used for estimating future need for housing and accommodation for older people, reflecting the typical ages of moves to these types of age-designated housing/accommodation:
- The 75+ household population as the average age benchmark in relation to the need for housing with care, residential care and nursing care.
  - The 65+ household population as the average age benchmark in relation to the need for housing for older people (sheltered housing and retirement housing).
- 4.03 The contextual evidence set out in paragraphs 4.04- 4.12 is used as a basis for reasoned assumptions in relation to estimating need for housing and accommodation for older people in Southend-on-Sea to 2040.
- 4.04 Approximately 80% of households headed by a person aged 65+ in Southend-on-Sea are homeowners.
- 4.05 In comparison to Southend-on-Sea's CIPFA nearest neighbour authorities, it has an approximate median level of deprivation compared to the 15 other authorities, based on comparison of the IDAOP score (para 2.41).
- 4.06 We have reviewed relevant Council strategies and documents. Southend-on-Sea Borough Council's Ageing Well Strategy<sup>25</sup> states that:
- "There is a need to strengthen the care and support available to people in their communities to help them remain in their own homes for as long as possible"*
- 4.07 It additionally states, in relation to care homes:
- "Southend-on-Sea currently has almost 1,600 Residential and Nursing home beds for older people. Similar sized local authorities (with approximately 200,000 people) would*

---

<sup>24</sup> ONS 2018-based household projections for England: detailed data for modelling and analysis

<sup>25</sup> [Ageing Well Strategy for Southend-on-Sea Borough Council 2022-2027](#)



*typically have no more than 500 beds. This leads to an over reliance on traditional care settings. Many of the buildings used for care homes are no longer fit for purpose to look after those with dementia and complex needs."*

4.08 With respect to Extra Care, the Commissioning Strategy<sup>26</sup> states:

*"There is currently only very limited Extra Care Housing provision in Southend-on-Sea with only 30 flats across two schemes in the Borough. Extra Care Housing or housing with care on site has several advantages over Residential or Nursing care homes. Older people living in Extra Care Housing have a tenancy or can buy their flat outright in the scheme and with either option can maintain their rights, greater independence and have a choice over the care that is provided to them in their own property. In addition, there is a strong financial case for developing this type of accommodation as Southend-on-Sea Borough Council would only be responsible for funding the care costs and not the housing costs."*

4.09 In terms of the health and social care profile of the older population in Southend-on-Sea, evidence indicates that average life expectancy in Southend-on-Sea is slightly below the average from the East of England and the national average. The number of people aged 65+ with dementia is projected to increase in Southend-on-Sea by 2040<sup>27</sup>, and the prevalence in this population of 5.08% is above the East of England regional average and England prevalence rates. The increasing incidence of dementia is a factor affecting likely need for extra care housing and care home beds.

4.10 Based on the Housing LIN's previous experience of local authority commissioning and placement funding practice, and local intelligence from Council Officers, it is assumed that up to 20% of placements into residential care could be substituted with living in housing with care (extra care housing).

4.11 Evidence in relation to the preferences of older people to move (i.e. 'downsizing'/'rightsizing') to types of housing/accommodation designated for older people is an influencing factor in estimating need for housing/accommodation: the Housing LIN has drawn on qualitative<sup>28</sup> and quantitative research it has conducted with people aged over-60 over the last three years<sup>29</sup>. In summary this evidence indicates:

4.12 Older people are seeking wider choices in the range of housing and accommodation options that will facilitate independence. In some cases, this will be a move to

---

<sup>26</sup> [Ageing Well Strategy for Southend-on-Sea Borough Council 2022-2027](#)

<sup>27</sup> NHS Digital, Recorded Dementia Diagnoses publications, December 2020 – accessed via PHE: [Dementia Profile](#)

<sup>28</sup> Housing LIN qualitative research with over 500 older people: focus groups, 1:1 interviews and residents' forums consulted in order to obtain the views of older people with respect to their preferences and needs related to specialist housing, adaptations and later life. This includes work carried out for a number of local authorities, which include: Cardiff City Council, Torbay Council, Lichfield District Council and Brighton and Hove City Council.

<sup>29</sup> Housing LIN quantitative research: approximately 1,200 survey responses completed by people aged over-60 about their preferences for specialist housing and accommodation for older people.

alternative accommodation and for others this is about adapting their current home or bringing in care/support.

- Based on the Housing LIN's research, c.30% of older people aged 65+ are typically interested in and willing to 'downsize'/'rightsize' and move to specialist housing and accommodation for older people. The evidence from the research with older people in Southend-on-Sea is consistent with this finding; in fact, the evidence from local research is that potentially more than 30% of older people are interested in moving from their existing accommodation. The evidence from the Housing LIN's previous research with older people, which has been supported by research with older people locally, suggests that of those older people expressing an interest in moving:
  - c.50% are interested in moving to some form of specialist age-designated housing (HfOP and HwC), primarily retirement housing (for sale) and modern sheltered housing (for social/affordable rent), followed by housing with care (extra care housing).
  - c.50% are interested in moving to 'age friendly' housing that meets age related needs but is not age-designated housing.
- There is very limited interest in a move to residential care or nursing care as a choice of specialist accommodation; most moves to these types of accommodation are 'forced moves' as a result of, for example, an acute health and/or care episode. This is based on qualitative and quantitative research carried out by the Housing LIN, where participants typically only support a move to a care home where this is dictated by health-related needs.

4.13 A comparative analysis has been undertaken that compares the current supply or 'prevalence' of different types of housing and accommodation for older people (older people's housing for rent, older people's retirement housing for sale, extra care housing for rent and for sale, residential and nursing care) in Southend-on-Sea with the Chartered Institute of Public Finance and Accountancy (CIPFA) 'Nearest Neighbour' comparator authorities<sup>30</sup>, along with the all-England averages for supply of older people's housing and accommodation. This identifies how supply in Southend-on-Sea compares to comparator authorities and across England generally. This is summarised in the following tables.

---

<sup>30</sup> <https://www.cipfastats.net/resources/nearestneighbours/>

Table 21. Prevalence rates (i.e. the number of units per 1,000 population aged 65+) Housing for Older People in Southend-on-Sea, alongside its comparator average and all-England prevalence rates.

Area	Prevalence of HfOP
Southend-on-Sea	75
CIPFA comparator average	62
England	58

Source: EAC/Housing LIN 2021

Table 22. Prevalence rates (i.e. the number of units per 1,000 people aged 75+) Housing with Care in Southend-on-Sea, alongside its comparator average and all-England prevalence rates.

Area	Prevalence of HwC
Southend-on-Sea	2
CIPFA comparator average	10
England	13

Source: EAC/Housing LIN 2021

Table 23. Prevalence rates (i.e. the number of bedspaces per 1,000 population aged 75+) of residential and nursing care in Southend-on-Sea, alongside the comparator average and all-England prevalence rates.

Area	Prevalence of Residential care	Prevalence of Nursing care
Southend-on-Sea	71	20
Comparator average	52	47
England	46	47

Source: Care Quality Commission/Housing LIN 2021

#### 4.14 The comparisons show that:

- For Housing for Older People, Southend-on-Sea is above its comparators' average prevalence and the English prevalence rate.
- For Housing with Care, Southend-on-Sea is significantly below its comparators' average prevalence and the English prevalence rate.
- For residential care, Southend-on-Sea is substantially above its comparators' average prevalence and above the English prevalence rate.
- For nursing care, Southend-on-Sea has a prevalence rate significantly below its comparators' average and the English prevalence rate.

#### 4.15 In relation to the impact of the Covid-19 pandemic, any assumptions based on emerging evidence are tentative given that the impact of the pandemic on the specialist housing and accommodation sector for older people is not yet clear. At this stage considerations based on tentative evidence could suggest in the medium to longer term:

- There is potential for a downward shift in preference for use of residential care.
- There is potential for a preference amongst older people for remaining in their existing home, with care if required.

## **Projections: estimates of future need for housing and accommodation for older people**

4.16 In relation to each of the types of housing and accommodation for older people (as set out in paragraph 2.26) these assumptions are summarised below:

### **4.17 Housing for Older People:**

Need is likely to increase as a consequence of: an increase in the 65+ household population; research conducted by the Housing LIN over the last 4 years with older people including in Southend-on-Sea, indicating an interest in moving to housing better suited to older people; however, based on the evidence from the tenure make up of older people in Southend-on-Sea, it is assumed that an increase in need would be primarily amongst older owner occupiers.

### **4.18 Housing with care:**

Need is likely to increase as a consequence of: an increase in the 75+ household population; relative undersupply of housing with care, compared with comparator authorities; research conducted by the Housing LIN over the last 4 years with older people including in Southend-on-Sea, indicating an interest in moving to housing better suited to older people; the intention of the Council to offer extra care housing as an alternative to residential care for some older people; increasing prevalence of dementia related needs amongst the 65+ population.

### **4.19 Residential care:**

Need is likely to decrease significantly as a consequence of: the potential for the impact of the Covid-19 pandemic to reduce demand (amongst local authority funded placements and self-funders), significant relative oversupply of residential care compared with comparator authorities; the unsuitability of many care homes to cater for people living with dementia and other complex care needs; an increase in the demand for housing with care. Prevalence rate assumed to decrease to below England average.

### **4.20 Nursing care:**

Need is likely to increase as a consequence of: an increase in the 75+ household population; significant relative undersupply of nursing care compared with comparator authorities; increasing prevalence of dementia related needs amongst the 75+ household population; local intelligence in relation to increasing complexity of care needs amongst the older population.

4.21 Table 24 shows the anticipated likely need (prevalence rate) and the associated estimated need (units/bedspaces) for each type of housing and accommodation for older people:

- 2021 current provision. The number of units for that type of housing/accommodation, using data from the Elderly Accommodation Counsel and the Care Quality Commission about specialist housing and accommodation provision.

- 2021 prevalence rate. The prevalence rate, i.e. the number of housing units/beds per 1,000 older people<sup>31</sup>, based on population data from the ONS 2018-based household population projections and the Elderly Accommodation Counsel's and Care Quality Commission's specialist housing data (for units/beds).
- 2040 anticipated prevalence rate. An estimate of the likely prevalence rate based on the considerations and assumptions that are set out in paragraphs 4.17 - 4.20.
- 2040 estimated gross need. An estimate of the total number of units/bedspaces of housing and accommodation for older people that will be needed, based on estimated need (prevalence rates) for 2040 and the applicable projected 65+ or 75+ population for 2040.
- 2040 estimated net need. A calculation of the additional number of units/bedspaces that are estimated to be required by 2040, in order to meet the estimated need for that type of housing/accommodation. It is the 2040 estimated need minus the 2021 current provision.

Table 24. Current provision and estimated need for housing and accommodation for older people, to 2040 in Southend-on-Sea.

Housing/accommodation type	2021 current provision (units / beds)	2021 prevalence rate	2040 anticipated prevalence rate	2040 estimated gross need	2040 net need (units)
Housing for Older People	2,606	75	75	3,539	933
Housing with Care	30	2	20	475	445
Residential care	1,142	71	30	713	-429
Nursing care	322	20	29	689	367

4.22 The estimated gross need for housing and accommodation for older people is shown for 2025, 2030, 2035 and 2040 in table 25. The estimated net need is shown in table 26, which shows the estimated need additional to the current supply. Net need is not cumulative.

Table 25. Estimated gross need for housing and accommodation for older people to 2040, in Southend-on-Sea.

Housing / accommodation type	Estimated need by 2025	Estimated need by 2030	Estimated need by 2035	Estimated need by 2040
Housing for Older People (units)	2,760	3,049	3,329	3,539
Housing with Care (units)	118	215	328	475
Residential care (bedspaces)	1,115	990	851	713
Nursing care (bedspaces)	409	481	567	689

4.23 The estimated net need for housing and accommodation for older people is shown disaggregated for 2025, 2030, 2035 and 2040 in table 26. Net need is not cumulative.

<sup>31</sup> Population 65+ for housing for older people; population 75+ for housing with care and residential/nursing care

Table 26. Estimated net need (i.e. net of current supply) for housing and accommodation for older people to 2040 in Southend-on-Sea.

Housing / accommodation type	Estimated net need by 2025	Estimated net need by 2030	Estimated net need by 2035	Estimated net need by 2040
Housing for Older People (units)	154	443	723	933
Housing with Care (units)	88	185	298	445
Residential care (beds)	-27	-152	-291	-429
Nursing care (beds) <sup>32</sup>	87	159	245	367

4.24 In order to produce the net need estimates for housing for older people and housing with care disaggregated by locality, the following method has been applied to the net need estimates for Southend-on-Sea as a whole (shown in the above table):

- The overall assessed net need estimates for Southend-on-Sea as a whole are used as baseline figures.
- The prevalence rates for each locality are calculated, based on current supply and 65+ (for HfOP) and 75+ (for HwC) household populations for each locality. This is shown in table 27 below.
- The initial distribution of net need within each locality is assumed to be 25% of Southend-on-Sea's overall estimated net need across all years as a baseline.
- To better reflect variation in population and current supply in each locality, estimated future net need for each locality is adjusted by comparing current prevalence in each locality with the average prevalence across all localities to modify estimated net need (with an upper / lower limit of +/- 10% variation compared to the average). This percentage is applied to the default distribution of net need of 25% for each locality to provide a more accurate estimate of each locality's net need within the total estimated net need for Southend-on-Sea.

Table 27. Prevalence rates for Housing for Older People (HfOP) and Housing with Care (HwC), by Southend-on-Sea locality (2021)

Locality	HfOP	HwC
East	59	4
East Central	87	0
West	44	2
West Central	102	0

N.B. Prevalence rates show the number of units per 1,000 population aged 65+ (for HfOP) and 75+ (for HwC)

4.25 In relation to disaggregation of the estimated net need for housing and accommodation for older people in Southend-on-Sea by locality, IMD 2019 data (section 2) provides an indication of the distribution of relative deprivation across the four localities. This has been used to inform assumptions in relation to the potential tenure split of estimated future net need across the four localities; i.e. the greater the relative deprivation of a locality, the lower the level of need for market (sale) tenure is assumed. The tenure split assumptions are shown in the table below.

<sup>32</sup> The quantitative and qualitative evidence suggest that between 25-50% of estimated need for nursing care need may be dementia related.

Table 28. Tenure split assumptions for HfOP and HwC for each locality in Southend-on-Sea.

Locality	Tenure split assumption
East	25% rent: 75% sale
East Central	50% rent: 50% sale
West	25% rent: 75% sale
West Central	35% rent: 65% sale

Assumptions based on IMD 2019 deprivation data, presented in section 3.

- 4.26 The evidence from the qualitative research indicates that it is likely that a proportion of units for sale, c.25%, may need to be for affordable home ownership. In relation to market renting, there is a trend to some private retirement housing developers offering a small percentage of units for market rent (to older people who would otherwise considering purchasing). The evidence from the qualitative research indicates that in relation to rental tenures there is a need for an approximately equal mix of social and affordable rental units.
- 4.27 Table 29 shows the estimated net need for Housing for Older People and Housing with Care, disaggregated by locality, and by tenure for each locality, reflecting the different levels of provision of housing and accommodation for older people across these areas.
- 4.28 The tenure split has been applied to the estimated net need for each locality, based on the differences in relative deprivation in each locality (based on IMD 2019 relative levels of deprivation).

Table 29. Estimated net need (net of current supply) for housing and accommodation for older people to 2040, in Southend-on-Sea. Disaggregated by locality and by tenure for each locality.

<b>Housing / accommodation type</b>	<b>Estimated net need by 2025</b>	<b>Estimated net need by 2030</b>	<b>Estimated net need by 2035</b>	<b>Estimated net need by 2040</b>
<b>Housing for Older People (units): Southend-on-Sea</b>	<b>154</b>	<b>433</b>	<b>723</b>	<b>933</b>
East	54	155	253	327
<i>For rent</i>	14	39	63	82
<i>For sale / shared ownership</i>	41	116	190	245
East Central	23	66	108	140
<i>For rent</i>	12	33	54	70
<i>For sale / shared ownership</i>	12	33	54	70
West	54	155	253	326
<i>For rent</i>	14	116	63	82
<i>For sale / shared ownership</i>	41	66	190	245
West Central	23	66	108	140
<i>For rent</i>	8	23	38	49
<i>For sale / shared ownership</i>	15	43	70	91
<b>Housing with Care (units): Southend-on-Sea</b>	<b>88</b>	<b>185</b>	<b>298</b>	<b>445</b>
East	19	40	64	96
<i>For rent</i>	5	10	16	24
<i>For sale / shared ownership</i>	14	30	48	71
East Central	23	49	80	119
<i>For rent</i>	12	25	40	59
<i>For sale / shared ownership</i>	12	25	40	59
West	22	46	74	111
<i>For rent</i>	5	12	19	28
<i>For sale / shared ownership</i>	16	35	56	84
West Central	24	50	80	120
<i>For rent</i>	8	17	28	42
<i>For sale / shared ownership</i>	15	32	52	78

4.29 In summary, the estimated housing/accommodation for older people net need requirements for Southend-on-Sea, as a whole, by 2040, are shown in table 30.



Table 30. Housing and accommodation for older people, net estimated need to 2040 , in Southend-on-Sea.

<b>Housing type and use class</b>	<b>Number of units/bedspaces: 2040</b>
Housing for older people (retirement and contemporary 'sheltered housing'). Use class C3	c.930 units: <ul style="list-style-type: none"> <li>• c.280 for social/affordable rent</li> <li>• c.650 for sale<sup>33</sup></li> </ul>
Housing with care (extra care housing). Use class C3/C2	c.450 units: <ul style="list-style-type: none"> <li>• c.150 for social/affordable rent</li> <li>• c.300 for sale</li> </ul>
Residential care. Use class C2	c.-430 bedspaces
Nursing care. Use class C2	c.370 bedspaces

---

<sup>33</sup> The evidence from the qualitative research is that it is likely that a proportion, c.25%, may need to be for affordable home ownership, for both 'housing for older people' and for 'housing with care').

## 5. Contemporary good practice: housing and accommodation for older people

5.01 This section sets out trends in relation to the provision and commissioning of housing, accommodation and related services for older people.

### **Housing provision for older people**

#### *Changes to existing housing for older people*

5.02 Many housing associations and other social landlords have reviewed their existing older person's housing stock and established whether it is fit for purpose and attractive to future generations of older people. The government's Care and Support Specialised Housing Fund offers some capital funding to social housing providers for refurbishment and modernisation of existing stock.

5.03 Refurbishing and remodelling existing stock is one way that housing associations and other social landlords have been seeking to diversify their customer offers and service delivery models to attract a wider cohort of older people and ensure their existing older people's designated housing have a longer-term future. Where housing associations have achieved best results, they have sought to improve accessibility, focus on 'care readiness', integrated technology and provide homes that are attractively designed.

5.04 Examples of remodelled sheltered housing schemes can be found in Annexe 4.

#### *Care ready housing<sup>34</sup>*

5.05 Some social landlords (local authorities and housing associations) and private sector operators are developing housing and associated customer offers that are intended to attract 'downsizing'/'rightsizing', both from general needs social housing and by owner occupiers.

5.06 Examples shown at Annexe 4 tend to have the following common features:

- Designed to HAPPI principles<sup>35</sup>.
- Care ready.
- Aspirational housing in sub/urban settings.
- Extensive use of technology to support lifestyle and support/care needs.
- Promote health and wellbeing through design and provision of communal space and/or activities.

---

<sup>34</sup> Care ready housing typically means that a home is capable of adaptation over time to meet changing needs including space for aids and adaptations. Through good design homes can be built to be better suited to possible future requirements such as the need to have an over-night carer, storage for mobility scooters and space to retain independence.

<sup>35</sup> <https://www.housinglin.org.uk/Topics/browse/Design-building/HAPPI/>

- 5.07 The examples of 'care ready' housing at Annexe 4 are age-designated, i.e. they are designed to appeal to older people who are seeking a well-designed home that is attractive and suited to age-related needs in later life, where the other residents will be over a specified age, but these schemes don't tend to come with the extensive communal areas and services (and higher service charges) associated with extra care housing.

*Housing with care and retirement villages*

- 5.08 The diversity and quality of housing with care schemes and retirement villages continues to increase and improve. There are also emerging examples where the alignment of housing and health infrastructure is the catalyst for wider community provision, whether to meet care transformation planning priorities or placemaking and/or regeneration objectives.
- 5.09 Many housing associations/social landlords either have or are reviewing their entire older people's housing and service offer. Housing associations have been seeking to diversify their customer offers and service delivery models, for example to attract a wider cohort of older people.
- 5.10 Some have continued to develop extra care housing partly in response to local authorities' commissioning strategies but also, and arguably more importantly, in response to their own intelligence about what older people are seeking in relation to a housing with care offer.
- 5.11 The scale and nature of extra care housing schemes is changing. 5-10 years ago schemes would typically be 40-60 units in scale and all for social rent. Now it is typical for schemes to be 60-100 units or larger, include a mix of tenures (up to 50% for sale to ensure financial viability where the location can sustain this) and far higher standards of design and build quality. Extra care housing still predominantly has a 24/7 on site care staffing service model. Retirement village models are larger in scale, typically 120/150 units upwards; some, of these are 'hybrid' villages that include both housing units and registered care (often nursing care) services.
- 5.12 Where local authorities have made no capital contribution to the development cost of an extra care housing scheme, many housing providers are being more 'assertive' about both the purpose of schemes, i.e. in terms of maintaining a balanced care profile of residents and the extent to which the local authority can 'impose' a care provider on the housing provider. The Housing LIN is seeing more housing associations expecting to be in control of the entire operation of their extra care scheme/s including the selection and oversight of the organisations delivering care in their buildings, or to at least take these decisions *with* the local authority.
- 5.13 Private sector housing with care, often called 'assistive living', has developed with similar higher design and quality standards to attract purchasers. These schemes tend to be targeted at more affluent owner occupiers.
- 5.14 Examples of contemporary mixed tenure extra care schemes and retirement villages are shown at Annexe 4.

### *Inter-generational housing*

- 5.15 There is increasing interest in care ready housing that is 'inter-generational', i.e. it is housing that may be designed to be attractive to older people but does not have an age designation or is deliberately conceived to bring together different generations. These typically have the same design features as age-designated 'care ready' housing but are designed to appeal to older people who do not wish to live solely amongst other older people.
- 5.16 Inter-generational housing doesn't have a universally consistent definition. It can refer to:
- Housing development that includes provision for all ages.
  - Inter-generational family living units.
  - Approaches to inter-generational living linked to care/support services.
- 5.17 Building on the HAPPI design principles, the University of Sheffield School of Architecture's influential DWELL research<sup>36</sup> showed strong demand amongst older people for better quality and more adaptable homes, where people can continue to live and socialise in mixed-age communities, consistent with concepts such as 'lifetime homes'.
- 5.18 There are also recent examples of older person's housing schemes incorporating intergenerational activities within their service offer. These activities aim to integrate a scheme into the local community as well as improve wellbeing for residents.
- 5.19 Examples of intergenerational housing and intergenerational activities can be found in Annexe 4.

### *Cohousing*

- 5.20 Although a small part of the older person's housing sector, the 'cohousing community' is a subject of mounting interest to older people in Britain. Cohousing is a form of group living which clusters individual homes around a 'common house' - or shared space and amenities. There are small pockets of interest in partnerships between groups of residents and housing associations to develop cohousing schemes of mixed tenure. There is also increasing interest in how cohousing might be used to develop housing options for older people, with several examples in the UK. The benefit to the interested parties in working with a housing association is their access to knowledge, expertise and ultimately funding. The strength of the cohousing model is that it provides vibrant, caring, close knit communities that look out for each other. Communities can relieve pressure on social services by offering some mutual aid and increase the conviviality of their own lives.
- 5.21 Examples of Cohousing can be found in Annexe 4.

---

<sup>36</sup> <https://www.housinglin.org.uk/assets/Events/2018-05/Older-Peoples-Housing-What-house-designs-and-neighbourhoods-work-experience-from-the-Sheffield-University-Dwell-Project-Malcolm-Tait-Professor-of-Planning-at-Sheffield-University.pdf>

### *The use of technology*

- 5.22 A key area that is experiencing a drive for transformation is the role of technology in enabling people to live more independently in their own homes, whether in mainstream or specialist housing.
- 5.23 This transformation is being driven by multiple factors, the Analogue to Digital 'switch over' in 2025, the increase in digital uptake following COVID-19, the lack of social care workforce, changing attitudes towards technology driven by the customer as well as a deeper understanding of the benefits of using digital technology to promote independence and wellbeing.
- 5.24 However, many sheltered and other older person's housing schemes still do not have full Wi-Fi available, are still using dated analogue systems and provide reactive rather than proactive technology.
- 5.25 The recent Technology for Our Ageing Population: Panel for Innovation (TAPPI) report<sup>37</sup> stresses the important role that technology has and will have in the future in enabling older people to live independently. It focuses on the need to provide technology that is attractive, easy to use and works across different platforms. It also emphasises opportunities to use mainstream technology to support individuals rather than always focusing on 'traditional' telecare.
- 5.26 Whilst COVID-19 has further embedded the use of technology into the lives of many, it has also exacerbated the digital divide. Therefore, improving digital skills amongst older people is vital in order to close this gap and ensure everyone can benefit from technology.
- 5.27 See Annexe 4 for examples of exemplary practice in the delivery of technology in housing settings that align with the TAPPI principles.

### *Branding of older people's housing and services*

- 5.28 There is increasing diversification in the 'branding' that housing providers are using for their older people's housing services. The table below summarises a sample of housing association, charitable and private sector operators in terms of the brands and terms they use.

---

<sup>37</sup> <https://www.housinglin.org.uk/Topics/type/The-TAPPI-Inquiry-Report-Technology-for-our-Ageing-Population-Panel-for-Innovation-Phase-One/>

Table 31. Branding used for older people's housing services by organisation.

Organisation	Branding used for older people's housing services
Anchor (pre-merger with Hanover)	Retirement properties. For rent and for sale Retirement villages 'Independent Retirement Living'. New for sale retirement living product
ARCO	Integrated Retirement Communities - offer people, aged 55 and over, the opportunity to live independently in their own home as part of a wider community. Lifestyle, wellbeing and care services are available to support people's independence and aspirations.
Audley	Retirement villages
Churchill	Retirement Living
Extra Care Charitable Trust	Retirement villages
Guinness	Homes for older people – retirement living Extra care homes NB new extra care housing schemes refer to scheme names (i.e. not branded as extra care)
Hanover (pre-merger with Anchor)	Retirement Housing for rent and for sale Extra care Downsizer Homes ('a new generation of over 55s housing') Possible use of extra care lite in future?
Housing & Care 21	Retirement housing for rent and for sale Extra care housing
McCarthy & Stone	Retirement Living Retirement Living PLUS (on site care) Lifestyle Living. 'aspirational' downsizer housing
Metropolitan	Sheltered housing Extra care
Midland Heart	Retirement housing Extra care
One Housing	Senior Living – branded as 'Season' (refers to extra care housing).
Peabody Trust	Homes for over 50s
Pegasus Life	Avoid using any terms such as retirement living or retirement housing. Overall brand is 'new generation'. Schemes branded with the development's name.
Riverside	Retirement Living (covers all sheltered and extra care housing)
St Monica Trust	Retirement villages
WM Living	Retirement Living (covers sheltered housing and extra care housing)
Your Housing	Retirement living – includes more recent developments and extra care Sheltered housing

5.29 In the housing association sector, there is a mix of branding for sheltered (many now using retirement living) but extra care housing still tends to be used as a 'generic' brand even though it isn't well understood by the public/potential customers. Guinness, although they do use the term 'extra care', for their most recent extra care housing scheme in Devon (mixed tenure, aspirational design) they don't use the term 'extra care' and instead brand using the development name, 'Quayside'. Hanover uses

a 'downsizer' brand for their most recent older people's housing offer, i.e. this brand avoids terms like 'retirement living' or 'retirement housing'.

- 5.30 The private sector is almost universally using 'retirement living' (or retirement villages) for what can be quite different offers. The notable exception is a relatively new provider, Pegasus Life, that avoids using any of the retirement housing/living branding. They are pitching to be the most aspirational operator with high quality design and branding based on the names of individual developments (they are operating at the upper end of the private market).
- 5.31 The Association of Retirement Community Operators (ARCO) have recently called on the housing with care sector and Government to use a single term, 'Integrated Retirement Community', to describe providers service-led operational model. An Integrated Retirement Community describes the emerging 'lifestyle option' for older people, sitting between 'sheltered housing' where minimal support is provided, and 'care' or 'nursing' homes, which are increasingly focussed on supporting people with higher levels of care needs.
- 5.32 Housing LIN research with older people indicates that there is not a strongly preferred 'brand' however both 'sheltered' and 'care' are terms that are off-putting. In working with its housing partners, Southend-on-Sea Borough Council needs to stress the promotion of independent and active living for older people with potentially targeted marketing being scheme specific.

*The potential effect/s of Covid-19 on the housing for older person's housing sector*

- 5.33 The COVID-19 pandemic has been a challenging time for the housing sector for older persons. Many of the major operational pressures and challenges faced related to anxiety, stress, numbers of staff off work self-isolating or shielding, staff burnout, staff shortages, managing expectations, lack of availability of PPE initially, and striving to protect health and well-being. As well as changing government rules and guidance and limited financial support.
- 5.34 However, research completed by the Housing LIN and St Monica Trust exploring Retirement Village and Extra Care operators experience of COVID-19<sup>38</sup> also demonstrated the strength of their response. It reported overall positive experiences of residents, and the level of protection afforded to them; resident COVID-19 death rates were lower than expected when compared to people of similar ages residing in the wider community.
- 5.35 As a result of the pandemic, we have heard that people/families are reluctant to 'place' older relative in care homes following the death rates seen at the start of the pandemic. Care home occupancy levels are typically lower, and people are more interested in other housing and care options, including care at home and retirement living (in self-contained properties). Following the pandemic, there is the potential for an increase in demand for more attractive retirement living, especially where schemes

---

<sup>38</sup> <https://www.housinglin.org.uk/Topics/type/RE-COV-Study/>

have good internal communal layout, flats have generous space standards as well as other on-site amenities.

- 5.36 The pandemic also highlighted the number of older people experiencing loneliness and isolation. For example, a Central & Cecil report found that 29% of residents had felt feelings of loneliness and/or isolation at least once a month even prior to the Covid-19 pandemic. This rose to 38% since the first lockdown started in March 2020. As a result, the housing for older people sector is likely to see a renewed focus in its role in building greater resilience and supporting residents experiencing loneliness and isolation.

### **Local authority practice in relation to older people's housing**

- 5.37 An increasing number of local authorities are taking a 'whole population' approach to delivering a wider range of housing offers for older people. This often means using planning policy to support and facilitate housing aimed at older people housing in the social and private market sectors as well as supporting new 'rightsizer/downsizer' housing.
- 5.38 Traditionally, local authorities have published documents such as housing/accommodation for older people 'market position statements', to help to shape the delivery of a variety of services and support by explaining what care services and support is needed in the area and why.
- 5.39 However research for the LGA<sup>39</sup> shows that there are some councils that are taking a more strategic approach to creating the conditions to plan for, invest in and develop more housing overall for an ageing population, including but not exclusively extra care housing.
- 5.40 For example, a number of local authorities have published 'investment prospectuses' to attract investment in a range of housing options for older people:
- **Central Bedfordshire Council** has published an 'investment prospectus'<sup>40</sup> covering housing and registered care services for older people. This is a plan that is most unlike a 'traditional' local authority strategy. It uses evidence from a detailed quantitative and qualitative assessment of future need to set out in a simple and visually attractive way what housing and accommodation is required for older people in each of its four localities. It is an 'open for business' type approach designed to attract inward investment. It also identifies where the Council will support and assist supported accommodation development (including direct provision by the Council).
  - **Cornwall Council** has recently launched its investment prospectus covering housing with care<sup>41</sup>. This is limited to the development of extra care housing

---

<sup>39</sup> <https://www.housinglin.org.uk/Topics/type/Housing-our-Ageing-Population-Learning-from-councils-meeting-the-housing-needs-of-our-ageing-population/>

<sup>40</sup> [https://www.centralbedfordshire.gov.uk/migrated\\_images/manop-prospectus-2016-2020\\_tcm3-17756.pdf](https://www.centralbedfordshire.gov.uk/migrated_images/manop-prospectus-2016-2020_tcm3-17756.pdf)

<sup>41</sup> <https://www.cornwall.gov.uk/media/36731964/extra-care-brochure-45185-web.pdf>



(Cornwall currently has minimal provision of extra care housing) setting out the quantitative requirements by locality, the scale and types of extra care housing schemes required and the approach that the Council is seeking to take with potential providers.

- **Leicestershire County Council** issued its 'investment prospectus'<sup>42</sup> in 2019, stating its vision to develop different housing options, including housing with care and accommodation with support schemes, to cater for the wide-ranging and demanding needs. It uses quantitative evidence to demonstrate the demand for a range of supported housing in particular and calls for partnerships to deliver these.

5.41 Other councils have successfully used their 'housing strategies' to promote and encourage investment in a diverse range of housing options for older people, including extra care housing. For example:

- **Living Longer, Living Better: Housing for an age-friendly Manchester, Strategy Statement 2014–20**<sup>43</sup> sets out the local authority's commitment to delivering a diverse mix of good quality housing as a fundamental part of its age-friendly city status as awarded by the World Health Organisation.
- **Telford & Wrekin's Specialist and Supported Accommodation Strategy 2020-2025**<sup>44</sup> is an attractive looking document that uses quantitative evidence (produced by the Housing LIN) to demonstrate and attract investment in a wider range of specialist and supported housing options for a range of people.

5.42 The recent Adult Social Care White Paper recognises the need to increase supply and choice of housing options for people with support needs. It pledges at least £300 million to help develop new supported housing options, a new 'handyperson' service and more money for Disabled Facilities Grants.

5.43 Extra care housing is no longer 'new'; it has been commissioned by local authorities since the early 2000s driven at the time by the programmes, support, and capital funding from the Department of Health. The Housing LIN is aware of (and has directly supported) a large number of local authorities that have taken strategic commissioning approaches to developing extra care housing for some time. The drivers for these authorities have included:

- Reducing demand for social care and, more specifically, to reduce adult social care spending, with extra care housing being seen as a direct lower cost alternative to both residential care and use of intensive packages of domiciliary care for older people living in mainstream housing;

---

<sup>42</sup> <https://resources.leicestershire.gov.uk/sites/resource/files/field/pdf/2019/10/25/Building-accommodation-to-meet-the-needs-of-people-in-Leicestershire.pdf>

<sup>43</sup> [https://www.manchester.gov.uk/downloads/download/6143/housing\\_for\\_an\\_age-friendly\\_manchester](https://www.manchester.gov.uk/downloads/download/6143/housing_for_an_age-friendly_manchester)

<sup>44</sup> <https://democracy.telford.gov.uk/documents/s5486/Specialist%20and%20Supported%20Accommodation%20Strategy.pdf>

- To widen housing choices for older people and people with long term conditions e.g. dementia;
  - To promote development of long-term housing capacity for older people aimed at the self-funder market i.e. to facilitate market retirement housing expansion to enable older people to 'rightsize' and better manage their own housing and care/support requirements as they age.
- 5.44 Over the last 15 years the vision, scale and commissioning of extra care housing and other types of retirement housing has varied significantly between local authorities. A number of authorities have had and continue to have substantial extra care housing and retirement housing delivery programmes through a mix of encouraging and supporting private sector growth and direct commissioning and enabling of housing association and voluntary sector development. Examples of this approach are North Yorkshire County Council, Newcastle City Council, Oxfordshire County Council and Hampshire County Council which are all authorities that have large scale housing commissioning programmes aimed at older people.
- 5.45 Bristol City Council's "Better Lives at Home"<sup>45</sup> programme is a good example of a Council seeking to widen supported housing options even before the announcement of the Adult Social Care White Paper. It prioritises developing supported housing options for older and working age adults as an alternative to residential care. An example of this in practice is its recent partnership with the Extra Care Charitable Trust to develop a retirement village in Stoke Gifford for which it has nomination rights on 81 flats.
- 5.46 Greater Manchester Health & Social Care Partnership has produced an extra care commissioning resource pack<sup>46</sup> as a way to promote innovation, best practice and improve commissioners' understanding of workable models of housing with care.

---

<sup>45</sup> <https://www.bristol.gov.uk/documents/20182/2678414/Market+Position+Statement/bdd21e05-0a76-94ae-4094-246ad9eb5739>

<sup>46</sup> [https://www.local.gov.uk/sites/default/files/documents/GM\\_Housing\\_LIN\\_Extra\\_Care\\_Resource\\_Pack\\_FINAL\\_Jan2020%20270120.pdf](https://www.local.gov.uk/sites/default/files/documents/GM_Housing_LIN_Extra_Care_Resource_Pack_FINAL_Jan2020%20270120.pdf)

## 6. Summary findings

### Estimates of need for housing and accommodation for older people

- 6.01 The findings from this assessment of estimated need for housing and accommodation for older people in Southend-on-Sea are summarised. The estimated housing and accommodation for older people net need requirements to 2040 are as follows.
- 6.02 **Housing for older people** (retirement housing for sale and for social/affordable rent<sup>47</sup>). The estimated net need for housing for older people to 2040 is c.930 units of which c.280 is for social/affordable rent and c.650 is for sale (the evidence from the qualitative research is that it is likely that a proportion, c.25%, may need to be for affordable home ownership). From previous Housing LIN research with older people and the research with older people in Southend-on-Sea, there is potential that up to 50% of this estimated need could be met through the provision of mainstream housing. This is housing that is designed for and accessible to older people even if it is not 'designated' for older people, for example housing that is 'care ready' and suited to ageing as distinct from 'retirement housing'. This will include mainstream housing to accessible and adaptable standards M4(2) and M4(3). 'Care ready' housing referred to in section 5 is an example of the type of housing that would seek to address this identified housing need.
- 6.03 **Housing with care** (extra care housing). The estimated housing with care net need to 2040 is c.450 units of which c.140 is for social/affordable rent and c.310 is for sale. This will meet the housing and care needs of older people who are self-funders as well as older people who need rented accommodation and may be eligible for care funding from the Council. This need could be met in part through mixed tenure development of extra care housing. The examples of contemporary housing with care referred to in section 5 could seek to address this identified housing need.
- 6.04 **Residential care**. The estimated net need for residential care to 2040 is c.-430 bedspaces, i.e. there is estimated to be a significant oversupply of residential care beds currently and no further supply is considered to be needed.
- 6.05 **Nursing care**. The estimated net need for nursing care to 2033 is c.370 bedspaces. This reflects the growth in the 75+ household population to 2040 (47%) and the projected increase in complex care needs amongst this population, including a projected increase in the number of older people living with dementia related needs.

### Summary findings from qualitative research

- 6.06 Many older people were living in homes that are not designed to be accessible and therefore won't be suitable for them in later life.

---

<sup>47</sup> New build and potentially refurbishment of sheltered housing for social/affordable rent.

- 6.07 A majority of older people who have care needs or may develop care needs are seeking to receive care in their home, whether they 'stay put' or move to specialised housing for older people.
- 6.08 Older people who want to 'stay put' are seeking better support to remain living in their existing homes for longer, such as access to aids, adaptations and technology to support independence.
- 6.09 A significant majority of older people from the survey were considering moving in the future to housing that will better meet their needs in later life.
- 6.10 People in later life are seeking an increased range of housing options that will enable them to live independently for longer. Housing aimed at older people needs to be attractive and 'aspirational', i.e. its needs to be sufficiently appealing for people to want to move to.
- 6.11 A move to a care home is not seen as 'aspirational', the evidence from local research is that older people are generally not interested in a move to a care home.
- 6.12 Some older people are interested in a move to extra care housing provided it is branded to appeal to them. The evidence from the research locally and from Housing LIN research with older people elsewhere is that extra care housing needs to be seen as an 'aspirational' move which is a 'lifestyle choice' rather than a move related solely to future or existing care needs.
- 6.13 From the qualitative research, specialist housing also needs to cater to the needs of older people living with dementia as well as older people with learning disabilities.
- 6.14 Location is an important factor, whether older people are seeking to 'stay put' or to move; older people are seeking properties that are close to public transport, facilities, and shops. There is some interest in living in town centres, particularly amongst 'younger' older people (typically people aged 60-75 years)
- 6.15 Social isolation and loneliness is a growing concern amongst many older people. Whether they 'stay put' or move to meet their housing needs, people are seeking social opportunities, both with other older people and with people from other generations.
- 6.16 People are seeking homes that enable them to live as independently as possible; housing designed for older people should be able to adapt to a person's needs across their life course.
- 6.17 Future housing provision aimed at older people needs to offer a mix of one- and two-bedroom properties, although to attract homeowners to move developments should prioritise two-bedroom units.
- 6.18 From the local research, older people who are interested in moving to meet their housing needs are seeking a range of housing types, e.g. smaller houses and bungalows as well as flats. Housing development aimed at older people that is solely 'flatted' will limit the potential market.

- 6.19 Whether 'staying put' or moving home, technology is crucial to supporting people to live independently at home. Housing schemes and developments for older people need to provide good access to Wi-Fi and off access to assistive and mainstream technology to support independence. Section 5 provides examples of the use of mainstream and assistive technology to support older people in housing settings. Many older people are seeking support to develop their digital skills.
- 6.20 A range of housing tenures is needed to be attractive to the widest range of people.
- 6.21 There are a variety of barriers that prevent people from moving cost is the biggest barrier. The affordability of housing of housing for older people, both for sale and for rent, is a primary consideration for many people.
- 6.22 There is a particular gap in the availability of affordable retirement housing that would attract owner occupiers to move, this cohort are seeking retirement housing that is attractive and well-designed but with minimal service charges.
- 6.23 Older people are seeking comprehensive and accessible information and advice about their housing options so they can make informed choices. The evidence from the local research is that this could best be provided by the council with a range of partners to maximise reaching older people.

## Annexe 1: Household population projections by age group and locality

A1.01 The following tables show the household populations in Southend-on-Sea, disaggregated at ward level, projected for the age cohorts 55-59, 60-64, 65-69, 70-74, 75-79, 80-84, 85+.

Table 32. Household populations, projected to 2040, for the age group 55-59 in Southend-on-Sea, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	735	754	738	732	779
	West Shoebury	756	776	759	753	802
	Shoeburyness	891	914	894	887	945
	<b>East Total</b>	<b>2,382</b>	<b>2,444</b>	<b>2,391</b>	<b>2,373</b>	<b>2,527</b>
East central	St. Luke's	843	865	846	840	894
	Victoria	786	806	789	783	834
	Kursaal	773	793	776	770	819
	Southchurch	655	672	658	653	695
	<b>East Central Total</b>	<b>3,056</b>	<b>3,136</b>	<b>3,069</b>	<b>3,045</b>	<b>3,242</b>
West	Eastwood Park	699	717	702	697	742
	Belfairs	723	741	725	720	767
	West Leigh	672	689	674	669	712
	Leigh	654	671	657	652	694
	<b>West Total</b>	<b>2,748</b>	<b>2,819</b>	<b>2,759</b>	<b>2,737</b>	<b>2,915</b>
West central	St. Laurence	760	780	763	757	807
	Blenheim Park	749	769	752	746	795
	Westborough	708	727	711	706	751
	Prittlewell	777	797	780	774	824
	Chalkwell	768	789	772	766	815
	Milton	732	751	735	729	776
	<b>West Central Total</b>	<b>4,494</b>	<b>4,612</b>	<b>4,513</b>	<b>4,478</b>	<b>4,768</b>
<b>Total</b>		<b>22,979</b>	<b>23,579</b>	<b>23,071</b>	<b>22,892</b>	<b>24,376</b>

Source: ONS 2018-based household projections

Table 33. Household populations, projected to 2040, for the age group 60-64 in Southend, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	648	735	767	750	746
	West Shoebury	645	733	765	747	743
	Shoeburyness	771	876	914	893	888
	<b>East Total</b>	<b>2,064</b>	<b>2,345</b>	<b>2,446</b>	<b>2,390</b>	<b>2,378</b>
East central	St. Luke's	674	765	798	780	776
	Victoria	619	704	734	717	713
	Kursaal	617	701	732	715	711
	Southchurch	561	637	665	650	646
	<b>East Central Total</b>	<b>2,471</b>	<b>2,807</b>	<b>2,929</b>	<b>2,862</b>	<b>2,846</b>
West	Eastwood Park	591	672	701	685	681
	Belfairs	693	787	822	803	799
	West Leigh	591	672	701	685	681
	Leigh	509	578	603	589	586
	<b>West Total</b>	<b>2,385</b>	<b>2,709</b>	<b>2,826</b>	<b>2,762</b>	<b>2,747</b>
West central	St. Laurence	716	814	849	829	825
	Blenheim Park	665	756	788	770	766
	Westborough	534	607	633	618	615
	Prittlewell	638	725	756	739	735
	Chalkwell	626	711	741	724	721
	Milton	575	653	681	665	662
	<b>West Central Total</b>	<b>3,754</b>	<b>4,264</b>	<b>4,449</b>	<b>4,347</b>	<b>4,324</b>
<b>Total</b>		<b>19,286</b>	<b>21,905</b>	<b>22,854</b>	<b>22,330</b>	<b>22,211</b>

Source: ONS 2018-based household projections

Table 34. Household populations, projected to 2040, for the age group 65-69 in Southend-on-Sea, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	592	644	763	798	780
	West Shoebury	548	596	706	739	722
	Shoeburyness	616	670	793	830	812
	<b>East Total</b>	<b>1,755</b>	<b>1,911</b>	<b>2,262</b>	<b>2,367</b>	<b>2,314</b>
East central	St. Luke's	498	542	642	672	657
	Victoria	444	483	572	598	585
	Kursaal	495	539	638	668	653
	Southchurch	549	598	708	740	724
	<b>East Central Total</b>	<b>1,986</b>	<b>2,162</b>	<b>2,560</b>	<b>2,678</b>	<b>2,618</b>
West	Eastwood Park	613	667	790	826	808
	Belfairs	573	623	738	772	755
	West Leigh	512	557	660	691	675
	Leigh	451	491	582	609	595
	<b>West Total</b>	<b>2,149</b>	<b>2,339</b>	<b>2,770</b>	<b>2,898</b>	<b>2,833</b>
West central	St. Laurence	613	667	790	826	808
	Blenheim Park	578	629	745	779	762
	Westborough	383	417	493	516	505
	Prittlewell	619	673	797	834	816
	Chalkwell	502	547	647	677	662
	Milton	428	465	551	577	564
	<b>West Central Total</b>	<b>3,122</b>	<b>3,398</b>	<b>4,023</b>	<b>4,209</b>	<b>4,116</b>
<b>Total</b>		<b>16,268</b>	<b>17,708</b>	<b>20,968</b>	<b>21,935</b>	<b>21,449</b>

Source: ONS 2018-based household projections



Table 35. Household populations, projected to 2040, for the age group 70-74 in Southend-on-Sea, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	689	617	678	803	843
	West Shoebury	605	542	596	706	741
	Shoeburyness	708	635	698	826	867
	<b>East Total</b>	<b>2,002</b>	<b>1,794</b>	<b>1,972</b>	<b>2,335</b>	<b>2,451</b>
East central	St. Luke's	446	400	439	520	546
	Victoria	399	357	393	465	488
	Kursaal	379	339	373	442	464
	Southchurch	653	585	643	761	799
	<b>East Central Total</b>	<b>1,877</b>	<b>1,681</b>	<b>1,848</b>	<b>2,188</b>	<b>2,297</b>
West	Eastwood Park	688	616	677	802	841
	Belfairs	804	720	792	938	984
	West Leigh	567	508	558	661	694
	Leigh	459	411	452	535	562
	<b>West Total</b>	<b>2,518</b>	<b>2,255</b>	<b>2,480</b>	<b>2,936</b>	<b>3,081</b>
West central	St. Laurence	630	564	621	735	771
	Blenheim Park	588	526	579	685	719
	Westborough	301	269	296	351	368
	Prittlewell	585	524	576	682	716
	Chalkwell	455	408	448	531	557
	Milton	470	421	463	548	575
	<b>West Central Total</b>	<b>3,028</b>	<b>2,713</b>	<b>2,982</b>	<b>3,531</b>	<b>3,706</b>
<b>Total</b>		<b>16,847</b>	<b>15,092</b>	<b>16,592</b>	<b>19,644</b>	<b>20,619</b>

Source: ONS 2018-based household projections

Table 36. Household populations, projected to 2040, for the age group 75-79 in Southend-on-Sea, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	618	729	652	721	855
	West Shoebury	426	503	450	497	590
	Shoeburyness	475	560	501	554	657
	<b>East Total</b>	<b>1,519</b>	<b>1,792</b>	<b>1,603</b>	<b>1,772</b>	<b>2,101</b>
East central	St. Luke's	320	378	338	374	443
	Victoria	272	321	287	317	376
	Kursaal	267	314	281	311	369
	Southchurch	482	569	509	563	667
	<b>East Central Total</b>	<b>1,341</b>	<b>1,582</b>	<b>1,416</b>	<b>1,565</b>	<b>1,855</b>
West	Eastwood Park	547	645	577	638	757
	Belfairs	633	746	668	738	875
	West Leigh	429	507	453	501	594
	Leigh	349	412	368	407	483
	<b>West Total</b>	<b>1,958</b>	<b>2,310</b>	<b>2,066</b>	<b>2,285</b>	<b>2,709</b>
West central	St. Laurence	489	576	516	570	676
	Blenheim Park	445	525	470	520	616
	Westborough	206	243	218	241	285
	Prittlewell	484	571	511	565	670
	Chalkwell	346	408	365	404	478
	Milton	370	437	391	432	512
	<b>West Central Total</b>	<b>2,341</b>	<b>2,761</b>	<b>2,471</b>	<b>2,731</b>	<b>3,238</b>
<b>Total</b>		<b>12,799</b>	<b>15,098</b>	<b>13,508</b>	<b>14,934</b>	<b>17,706</b>

Source: ONS 2018-based household projections

Table 37. Household populations, projected to 2040, for the age group 80-84 in Southend-on-Sea, by ward/locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe Bay	366	425	541	491	550
	West Shoebury	283	328	418	379	424
	Shoeburyness	260	301	384	348	390
	<b>East Total</b>	<b>908</b>	<b>1,054</b>	<b>1,343</b>	<b>1,218</b>	<b>1,364</b>
East central	St. Luke's	176	204	260	236	264
	Victoria	197	229	292	265	296
	Kursaal	136	158	201	183	205
	Southchurch	368	427	544	493	552
	<b>East Central Total</b>	<b>878</b>	<b>1,019</b>	<b>1,297</b>	<b>1,177</b>	<b>1,318</b>
West	Eastwood Park	358	415	529	480	537
	Belfairs	370	429	547	496	555
	West Leigh	277	322	410	371	416
	Leigh	216	251	319	289	324
	<b>West Total</b>	<b>1,585</b>	<b>1,840</b>	<b>2,343</b>	<b>2,125</b>	<b>2,379</b>
West central	St. Laurence	331	384	489	444	497
	Blenheim Park	282	327	417	378	423
	Westborough	132	153	195	176	198
	Prittlewell	298	346	441	400	448
	Chalkwell	293	340	433	393	440
	Milton	249	289	369	334	374
	<b>West Central Total</b>	<b>1,221</b>	<b>1,417</b>	<b>1,804</b>	<b>1,636</b>	<b>1,832</b>
<b>Total</b>		<b>8,276</b>	<b>9,606</b>	<b>12,232</b>	<b>11,092</b>	<b>12,422</b>

Source: ONS 2018-based household projections

Table 38. Household populations, projected to 2040, for the age group 85+ in Southend-on-Sea, by ward / locality.

Area	Ward	2021	2025	2030	2035	2040
East	Thorpe	418	441	503	630	655
	West Shoebury	258	272	310	388	404
	Shoeburyness	146	154	176	220	229
	<b>East Total</b>	<b>822</b>	<b>866</b>	<b>989</b>	<b>1,239</b>	<b>1,289</b>
East central	St. Luke's	189	199	227	284	296
	Victoria	169	178	203	254	265
	Kursaal	142	150	171	214	223
	Southchurch	330	348	397	497	517
	<b>East Central Total</b>	<b>829</b>	<b>874</b>	<b>998</b>	<b>1,250</b>	<b>1,300</b>
West	Eastwood Park	350	369	421	527	549
	Belfairs	384	405	462	579	602
	West Leigh	246	259	296	371	386
	Leigh	247	260	297	372	387
	<b>West Total</b>	<b>1,227</b>	<b>1,293</b>	<b>1,476</b>	<b>1,849</b>	<b>1,923</b>
West central	St. Laurence	257	271	309	387	403
	Blenheim Park	296	312	356	446	464
	Westborough	68	72	82	103	107
	Prittlewell	296	312	356	446	464
	Chalkwell	386	407	465	582	606
	Milton	265	279	319	400	416
	<b>West Central Total</b>	<b>1,568</b>	<b>1,653</b>	<b>1,887</b>	<b>2,363</b>	<b>2,459</b>
<b>Total</b>		<b>8,070</b>	<b>8,508</b>	<b>9,712</b>	<b>12,162</b>	<b>12,654</b>

Source: ONS 2018-based household projections

## Annexe 2. Primary Research Methodology

- A2.01 The method used for the primary research study is summarised. A definition of 'older people' applicable to this research was agreed with the Council. It was agreed that 'older people' would include people aged 55 and over so that the views of the 'younger, older generation' were also considered and to allow the Council to better understand future as well as current older persons' housing need.
- A2.02 The purpose of this qualitative research was to gain thorough insights into the views and aspirations of older people across Southend-on-Sea district in relation to the current range of housing and accommodation and the types of the housing and accommodation required in the future.
- A2.03 The primary research involved using both quantitative and qualitative research methods to better understand these views. Working with the council we identified key stakeholders to disseminate the survey and engage with local older people.
- A2.04 The primary research was completed between November 2021 and January 2022.

### **Quantitative Research Method**

- A2.05 The quantitative research involved an online and paper survey that was designed with Southend-on-Sea Borough Council.
- A2.06 The online survey was available on the 'Your Say' Southend-on-Sea Borough Council portal and promoted in a variety of ways. The Housing LIN worked with the Southend-on-Sea communications team to develop a dissemination plan and communication pack for stakeholders. The online survey was shared via traditional social media channels, Facebook, Twitter, Linked In via Southend-on-Sea, Housing LIN and key stakeholders' platforms.
- A2.07 Approximately 500 paper surveys were distributed to a number of key organisations such as housing providers, community centres and groups and libraries.
- A2.08 As of Monday 24<sup>th</sup> January 2022, there were 200 responses to the survey which met the 200-response target for this survey.

### **Quantitative Research Demographics**

- A2.09 The age range of survey participants was between 55 and 93. The average age of participants was 65, the median age was also 65.
- A2.10 The survey received responses from across the Southend-on-Sea wards, with a slightly higher response rate from people living in Southchurch.
- A2.11 The majority of survey respondents (68%) were female.
- A2.12 The survey received responses from each tenure group. The majority of survey respondents (66%) were owner occupiers, 19% rented from a social landlord and 11% rented privately. 16% of respondents were living in housing for older people, the majority of this particular group (77%) were in sheltered/retirement housing.

Housing needs assessment: Housing and accommodation for older people

A2.13 The survey received responses from a variety of household relationship status', including, married/non-married couple (38%), single person (38%), family 1-2 generations (19%), family more than 2 generations (3%).

A2.14 Most participants had lived in their homes for 10+ years (60%).

### **Qualitative Research Method**

A2.15 The qualitative research involved using a blend of face-to-face and remote engagement methods in line with government guidance for COVID-19.

A2.16 Topic guides designed with the council were used as a guide for conversations.

A2.17 In total we spoke with 70 people across 3 virtual focus groups, 3 in-person discussion groups with existing community groups, 6 telephone interviews and 30 in-person interviews.

A2.18 Participants were drawn from the following:

- (1) South Essex Homes
  - (a) Scrutiny Panel
  - (b) Digital Ambassadors
  - (c) Resident Foundation
- (2) SAVS – Folk Like Us Groups
- (3) Southend-on-Sea District Pensioners Campaign
- (4) Age Concern
- (5) Attendees at the Haven Community Hub
- (6) Community group at the Balmoral Centre
- (7) Over 60s social club at Leigh Community Centre
- (8) Southend Carers
- (9) Southend Mencap
- (10) Southend CCG Patient Reference Group
- (11) SEAL PRS Landlords

A2.19 Each participant received a £10 LovetoShop voucher as a 'thank you' for their time.

### **Qualitative Research Demographics**

A2.20 Whilst it was not possible to collect everyone's demographic information, we have provided an estimate below.

A2.21 The qualitative research engaged with a range of ages with the majority of participants age 70+.

A2.22 The majority of qualitative research participants were female.

## Housing needs assessment: Housing and accommodation for older people

- A2.23 The qualitative research engages with a range of tenures including, homeowners, people renting from a social and private landlord and people living in older persons accommodation.
- A2.24 The qualitative research engaged with people from across the Southend-on-Sea area.
- A2.25 The majority of qualitative engagement participants were White British, but a few were British Asian and Black British.

## Annexe 3. Survey Evidence

A3.01 The following charts and tables present the key findings from the survey.

Figure 1. Are you considering moving home in the future? (All tenures)

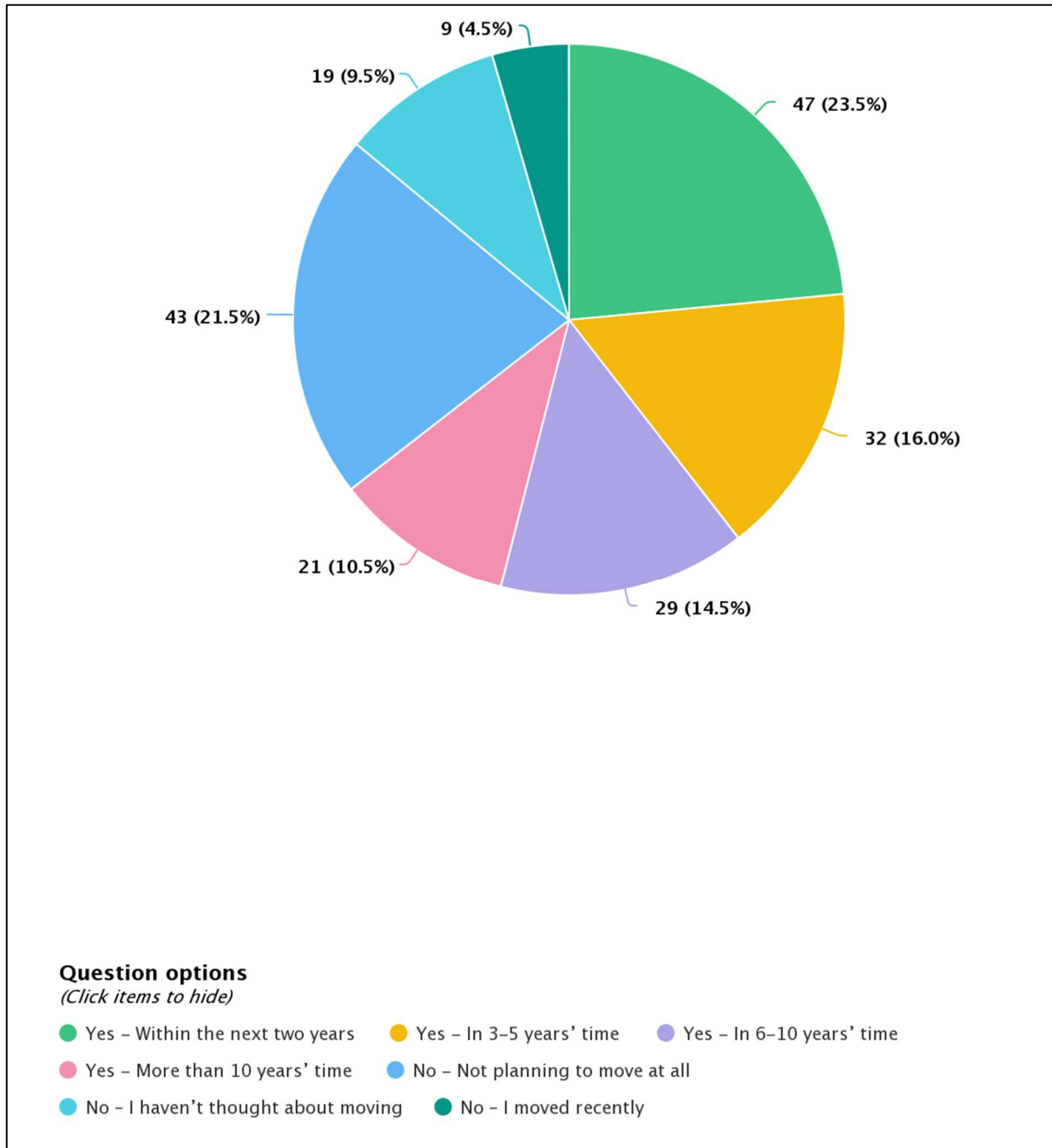




Figure 2. Are you considering moving home in the future? (Owner occupiers)

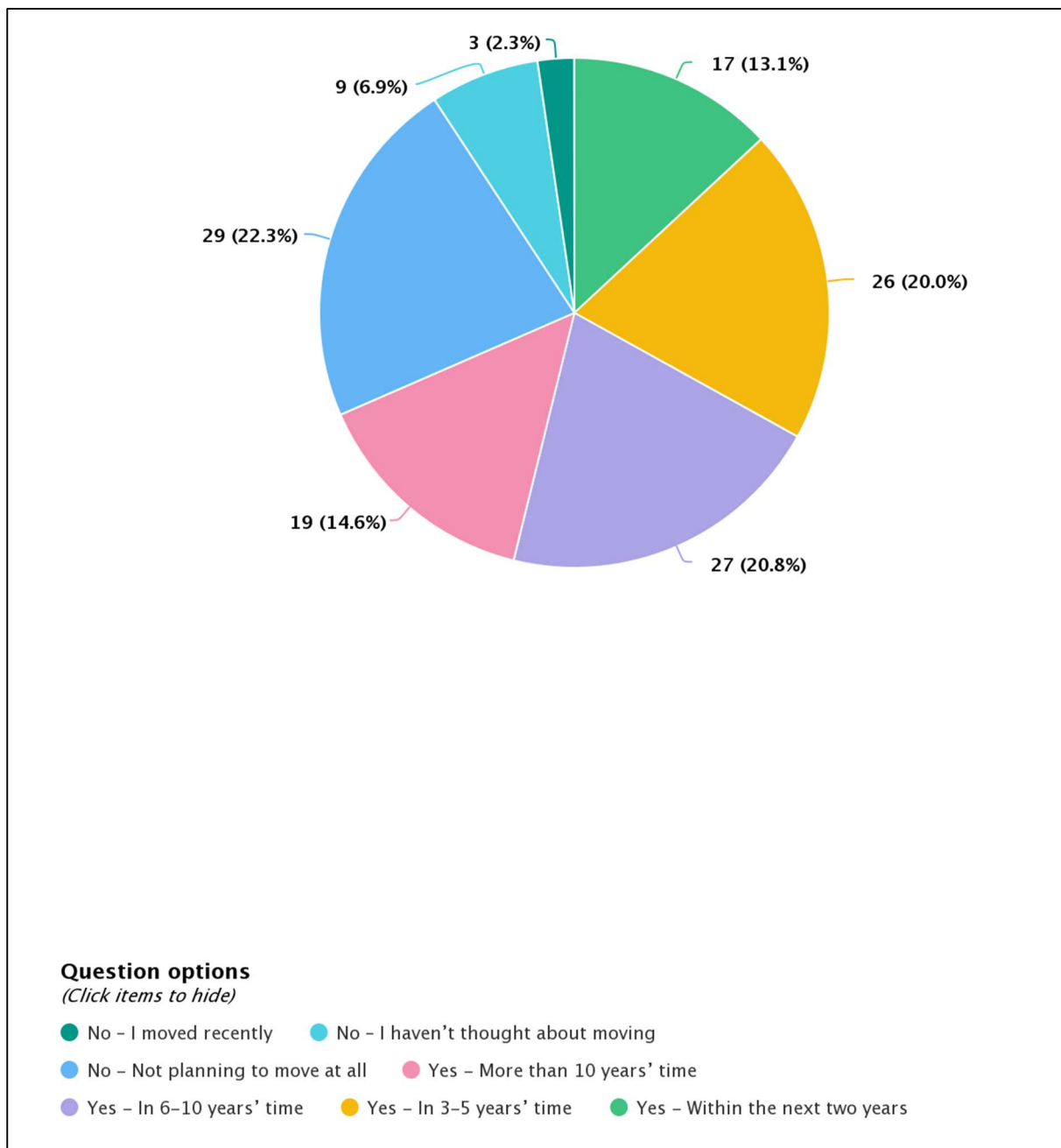


Figure 3. Are you considering moving home in the future? (Renters).

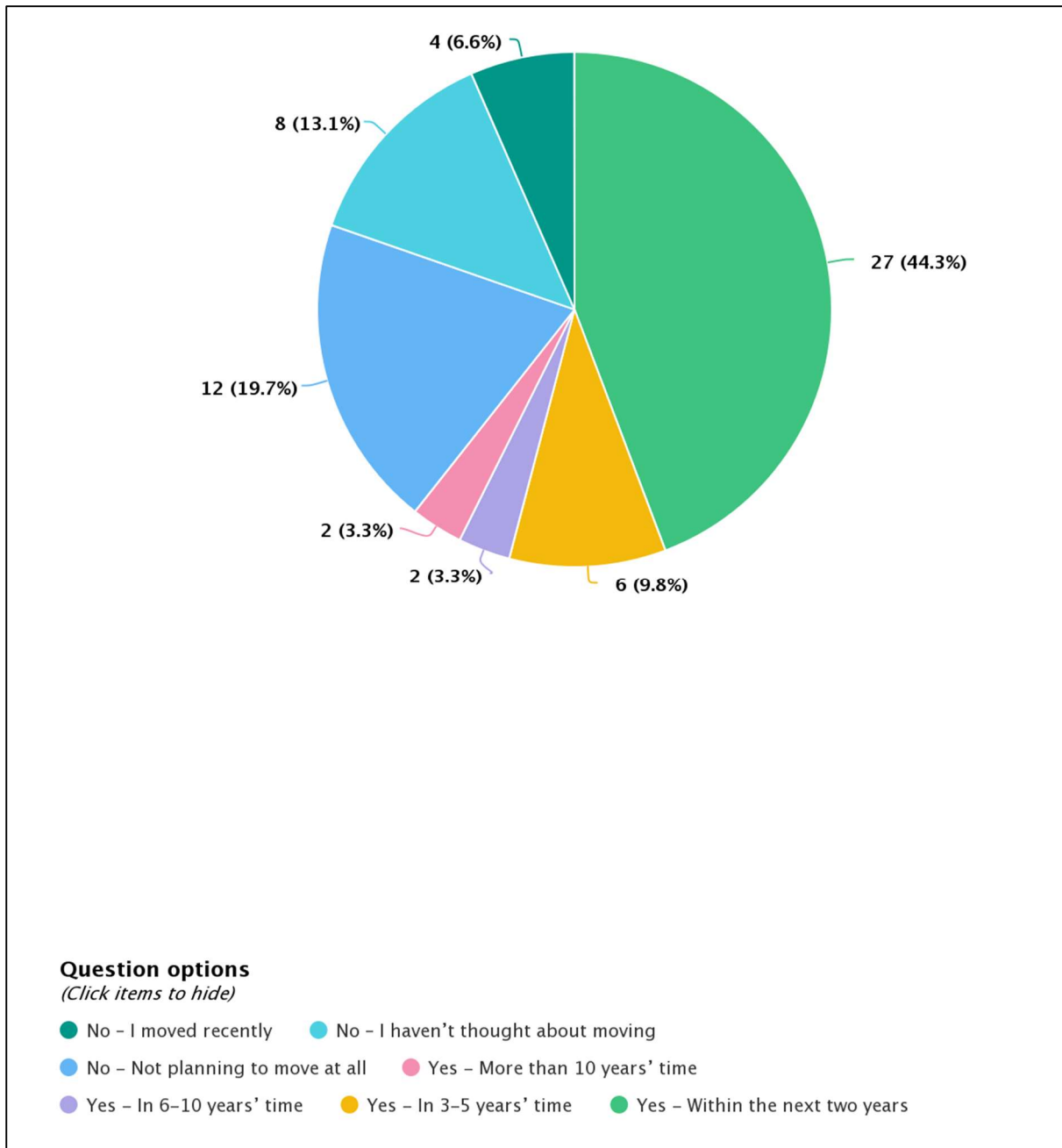


Figure 4. Preferred accommodation type (All tenures)

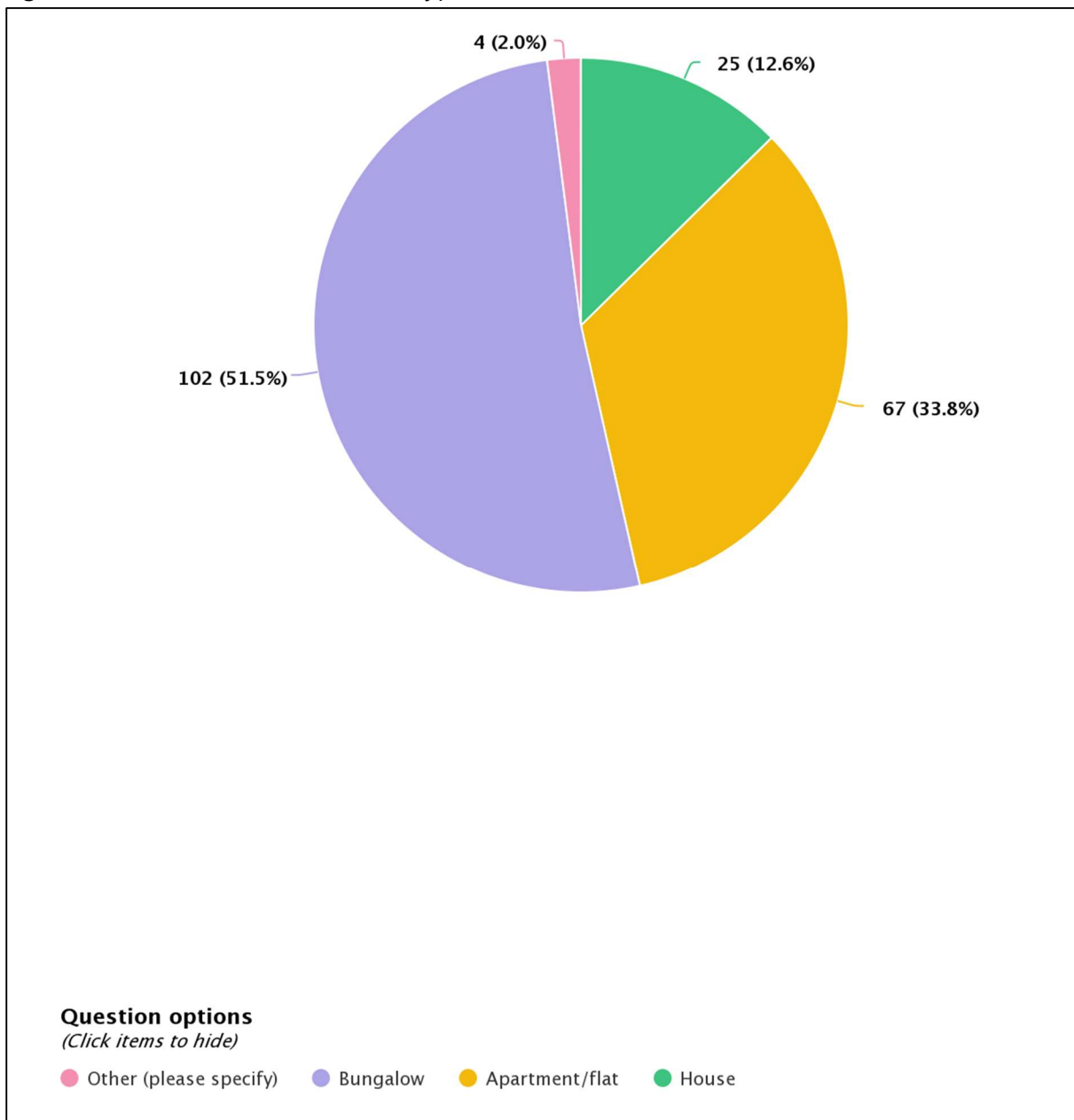


Figure 5. Preferred accommodation type (Owner occupiers)

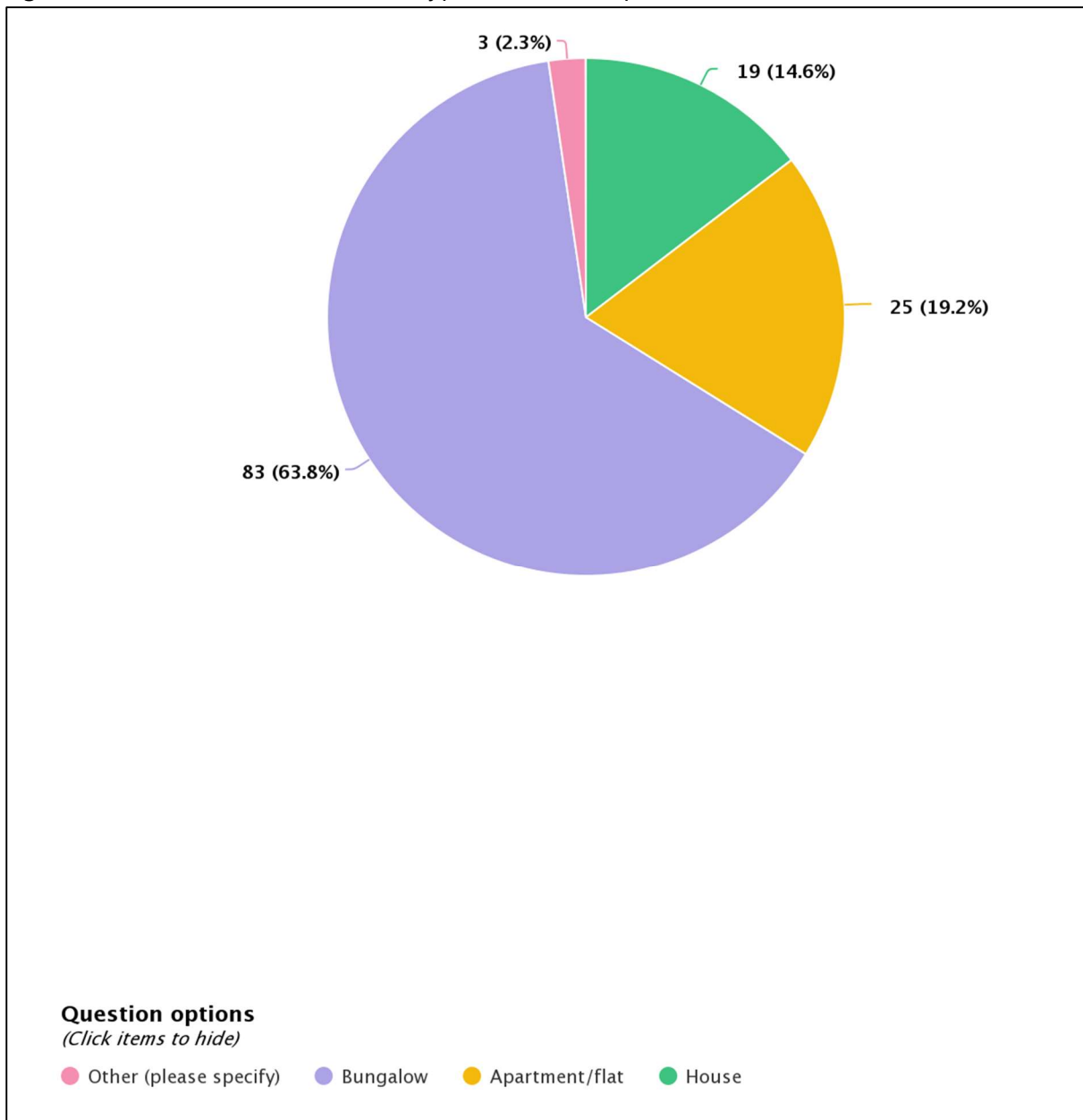


Figure 6. Preferred accommodation type (Renters)

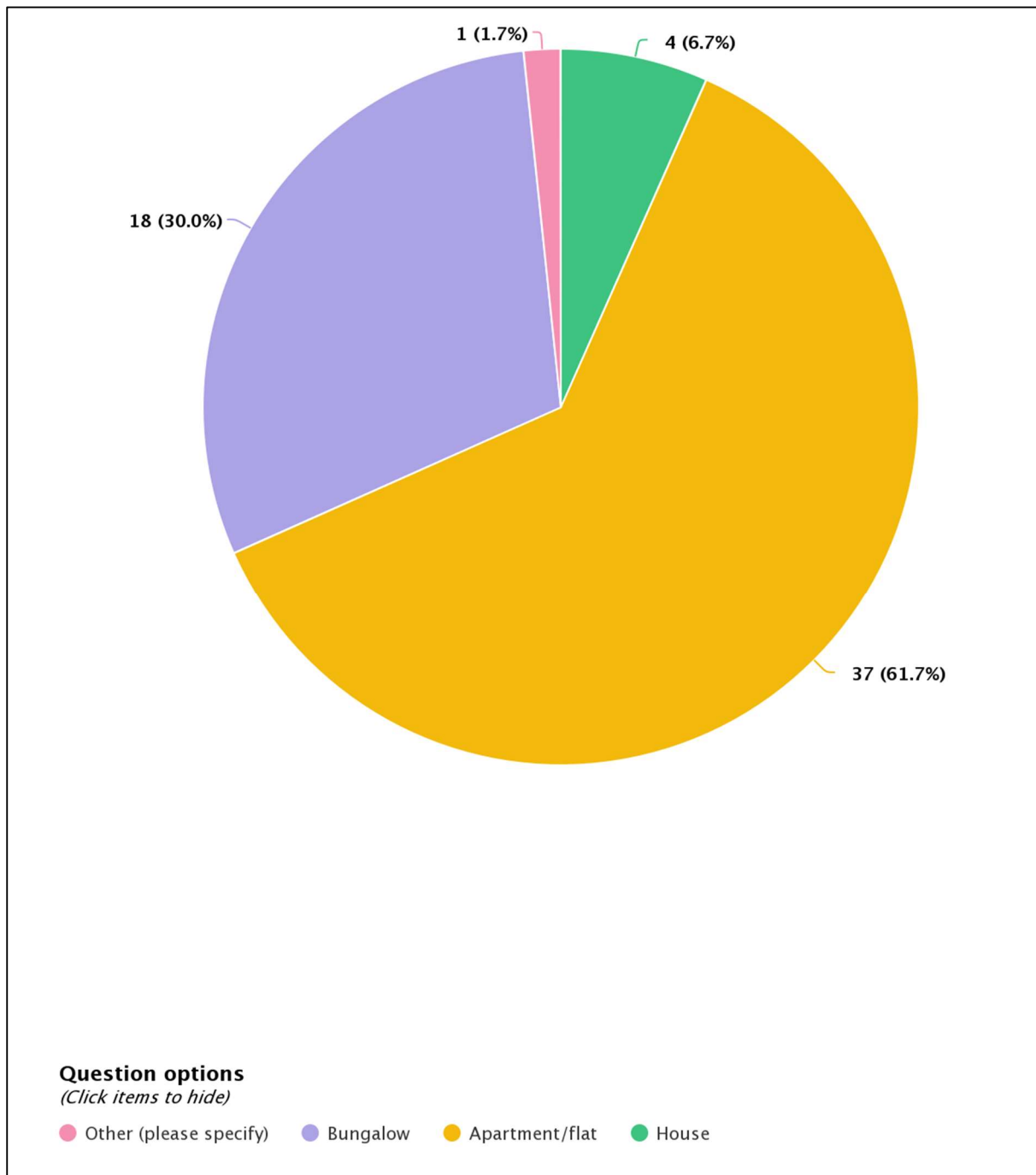


Figure 7. Preferred number of rooms (All tenures)

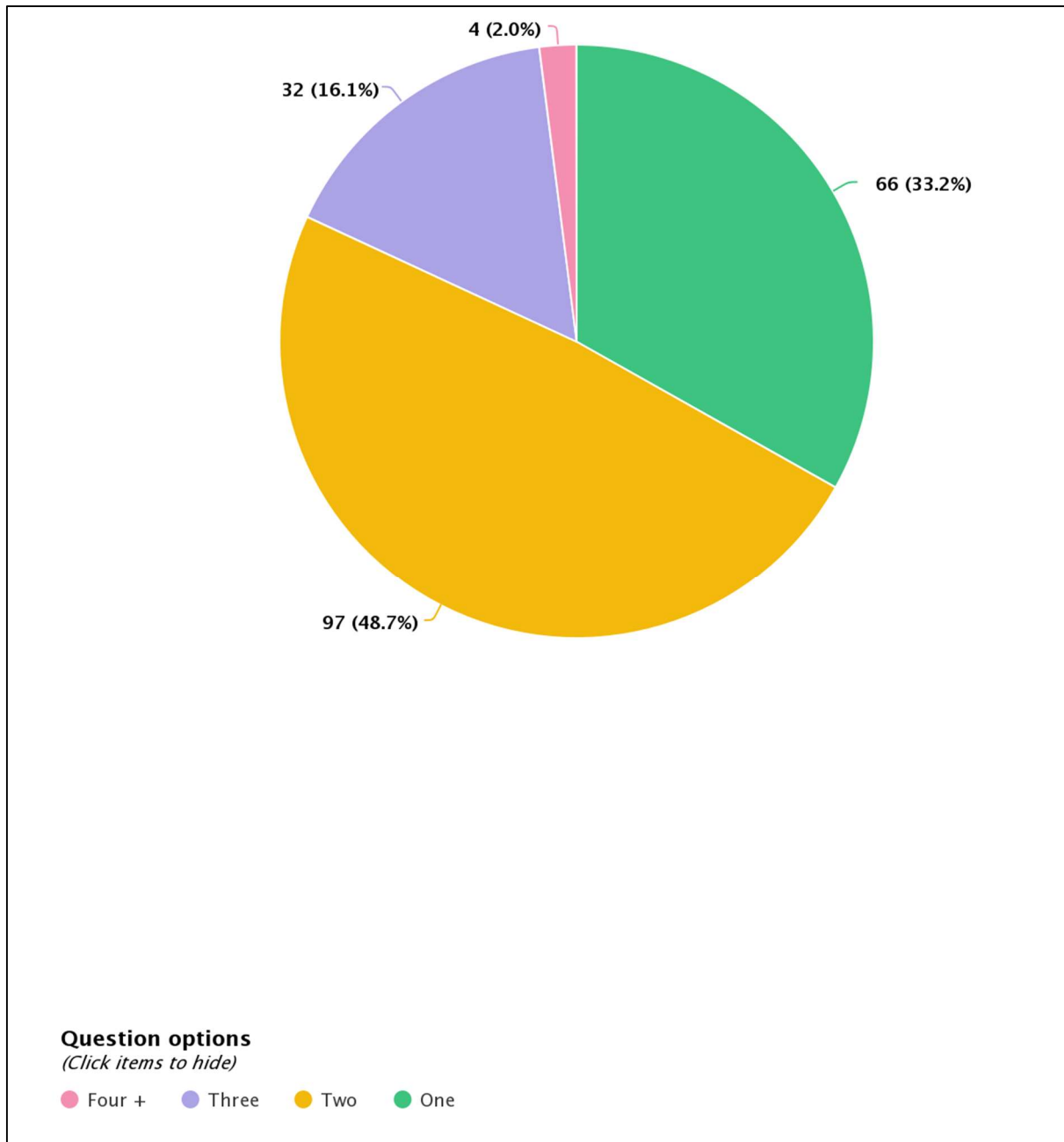


Figure 8. Preferred number of rooms (Owner Occupiers)

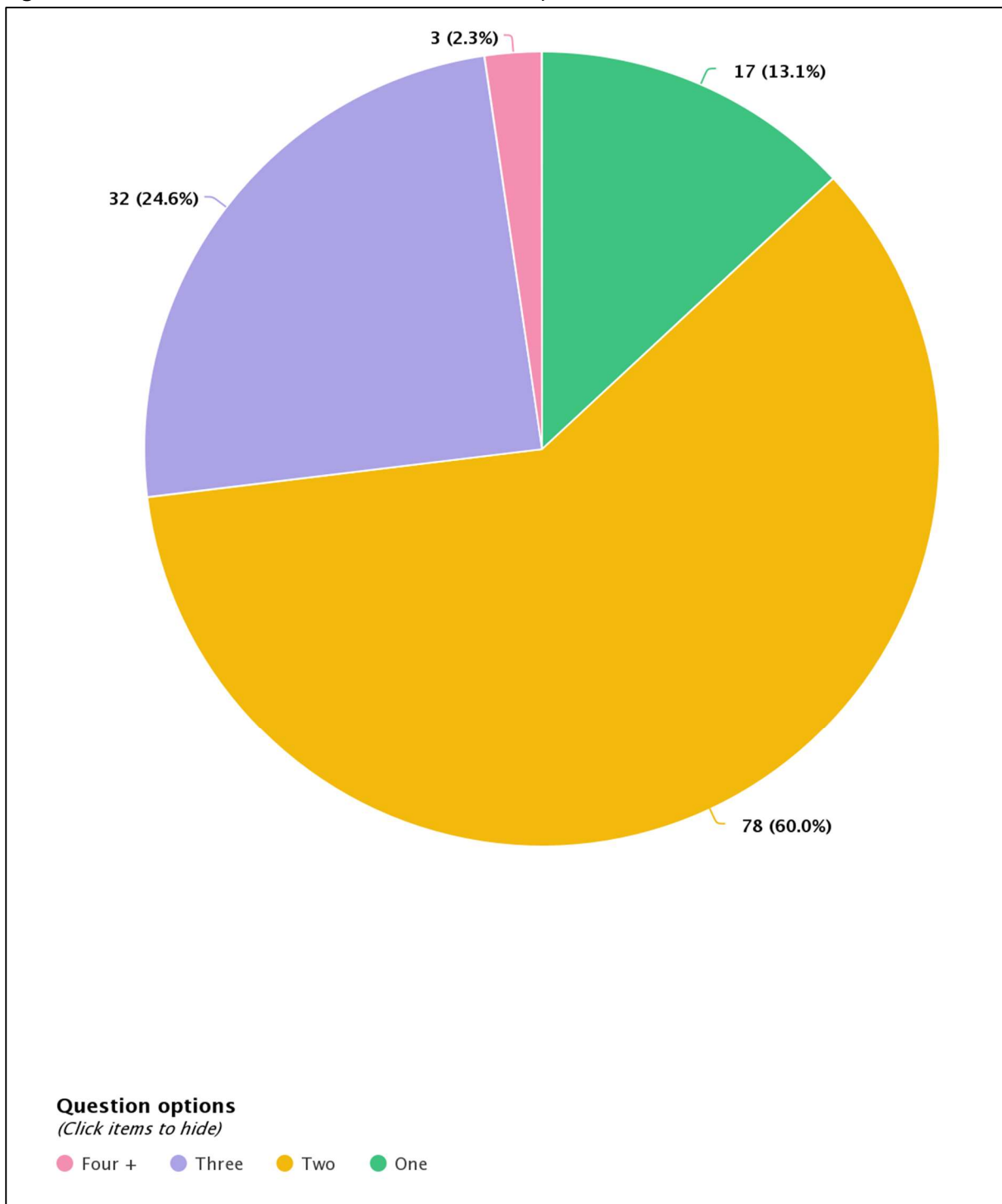


Figure 9. Preferred number of rooms (Renters)

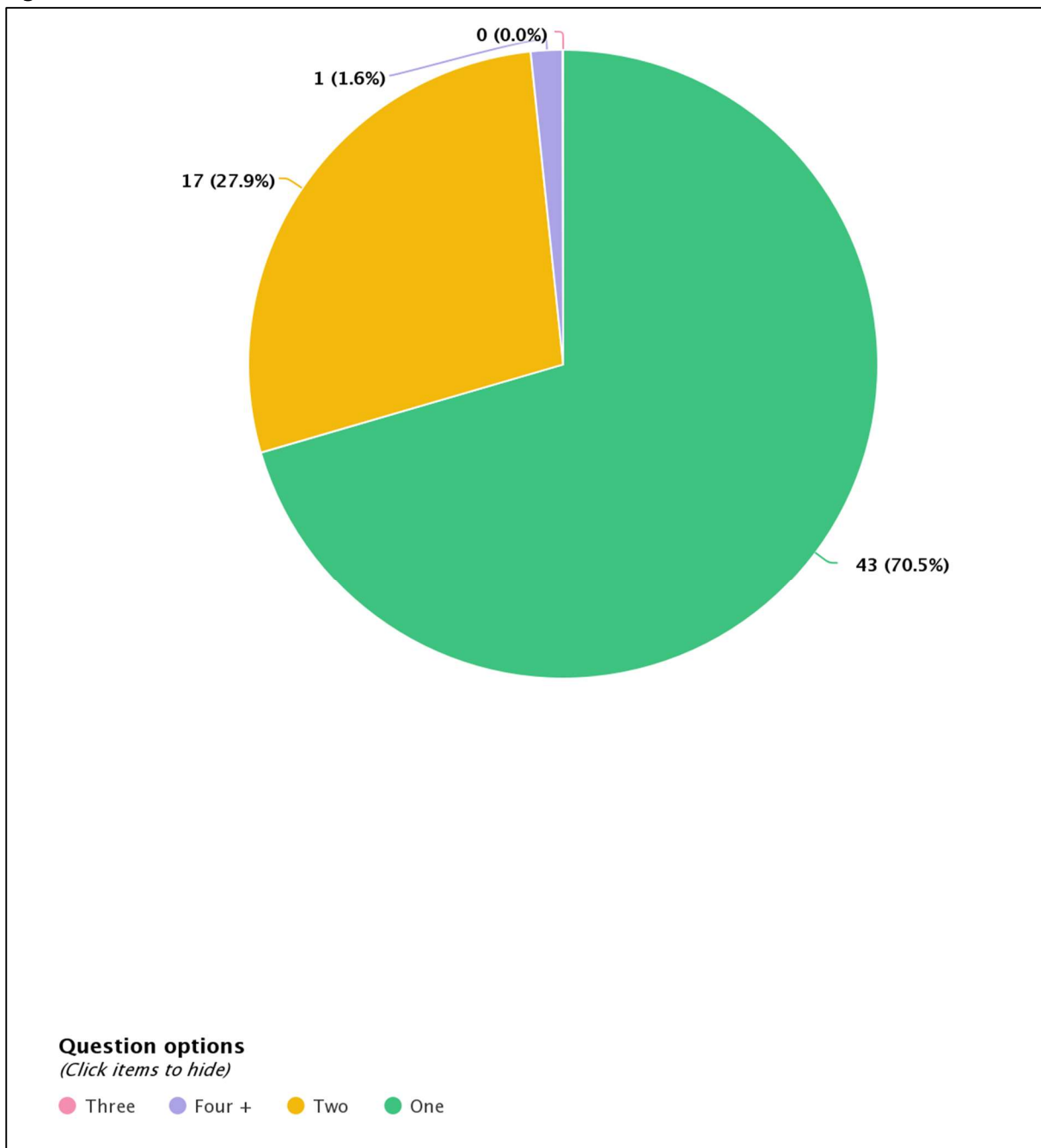




Figure 10. If you were to consider moving, where would you like the accommodation to be located? (All tenures)

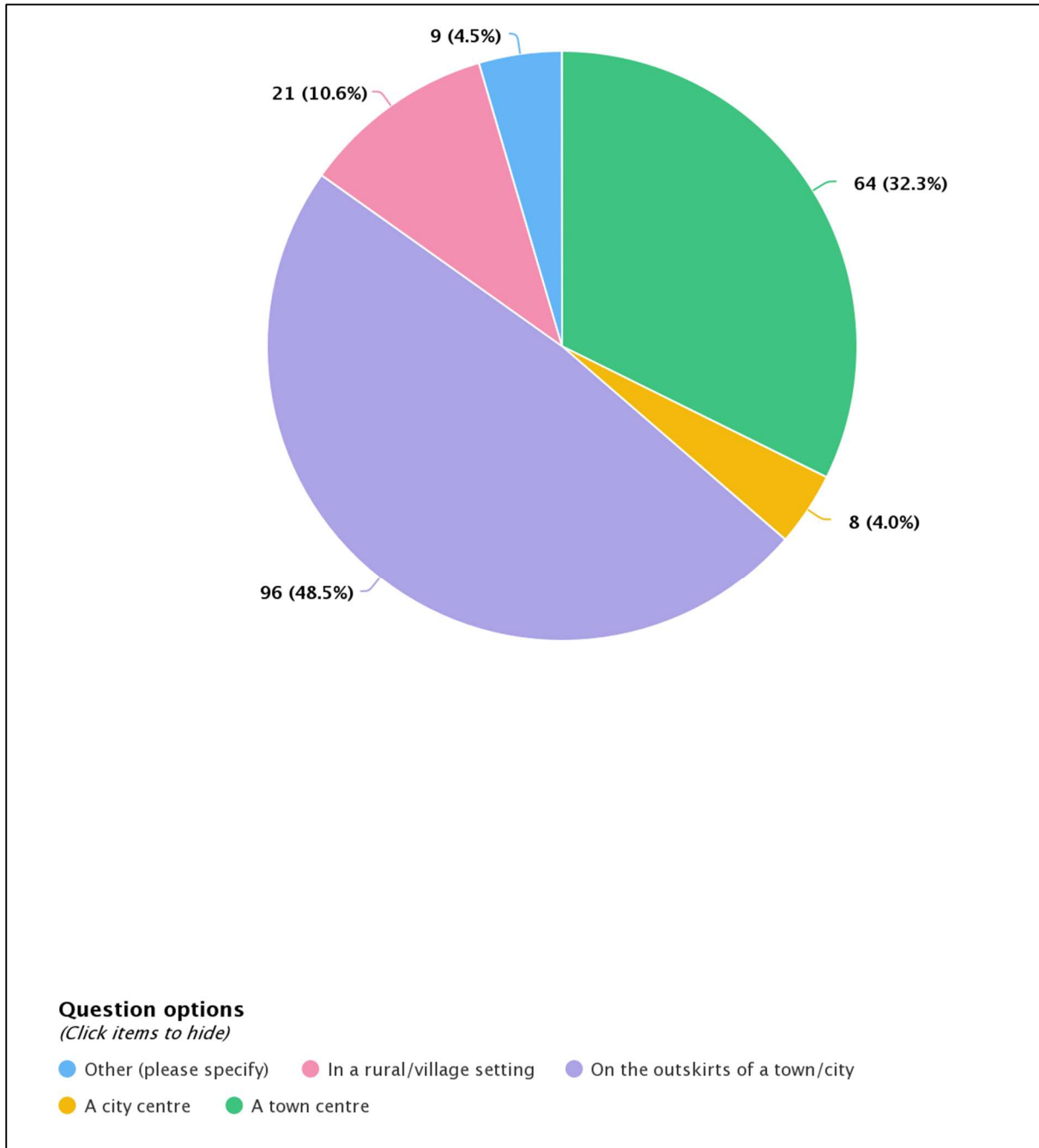


Figure 11. If you were to move, which areas would you consider moving to? (All tenures)

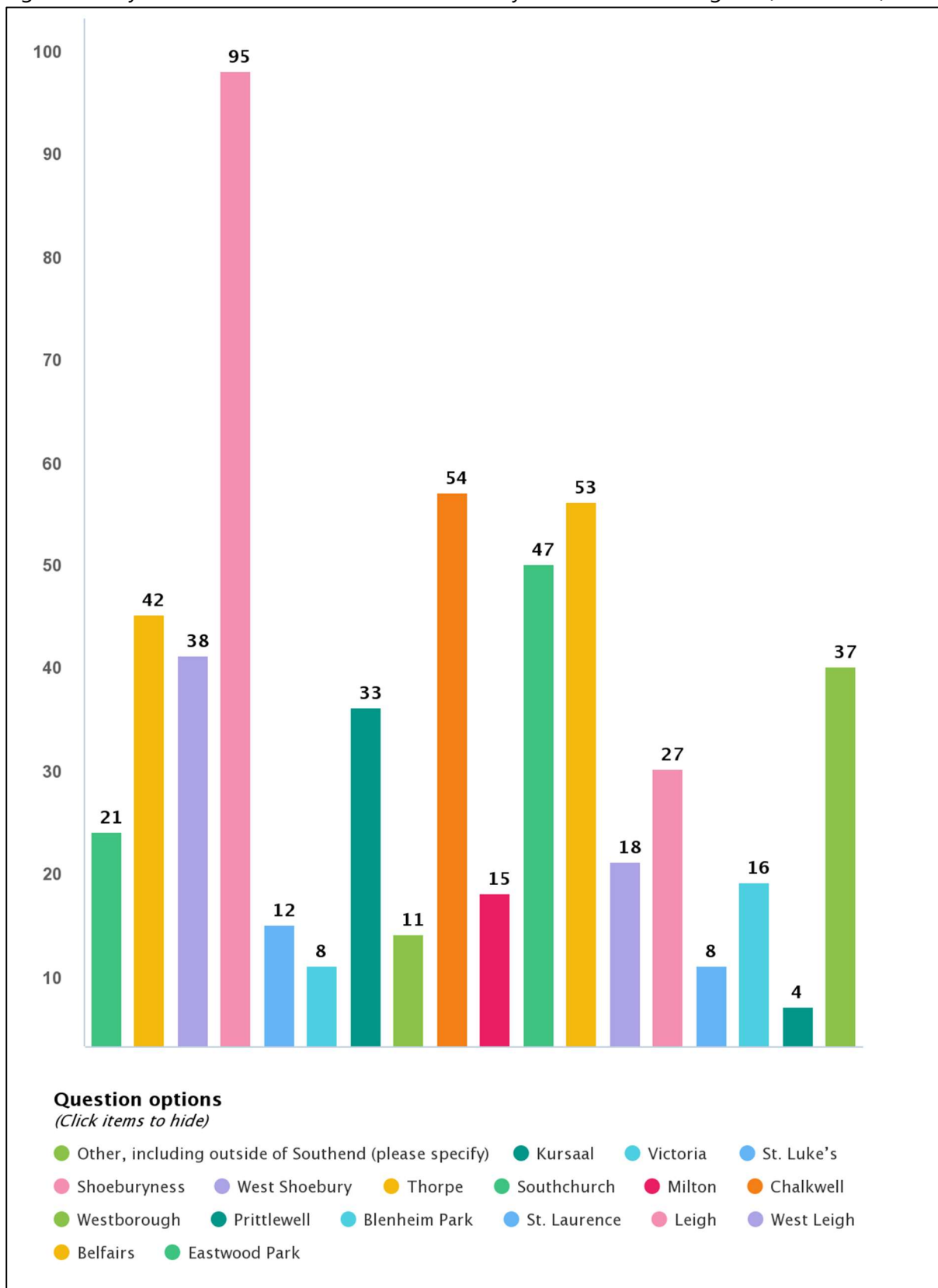


Figure 12. If you were to move, which areas would you consider moving to? (Owner occupiers)

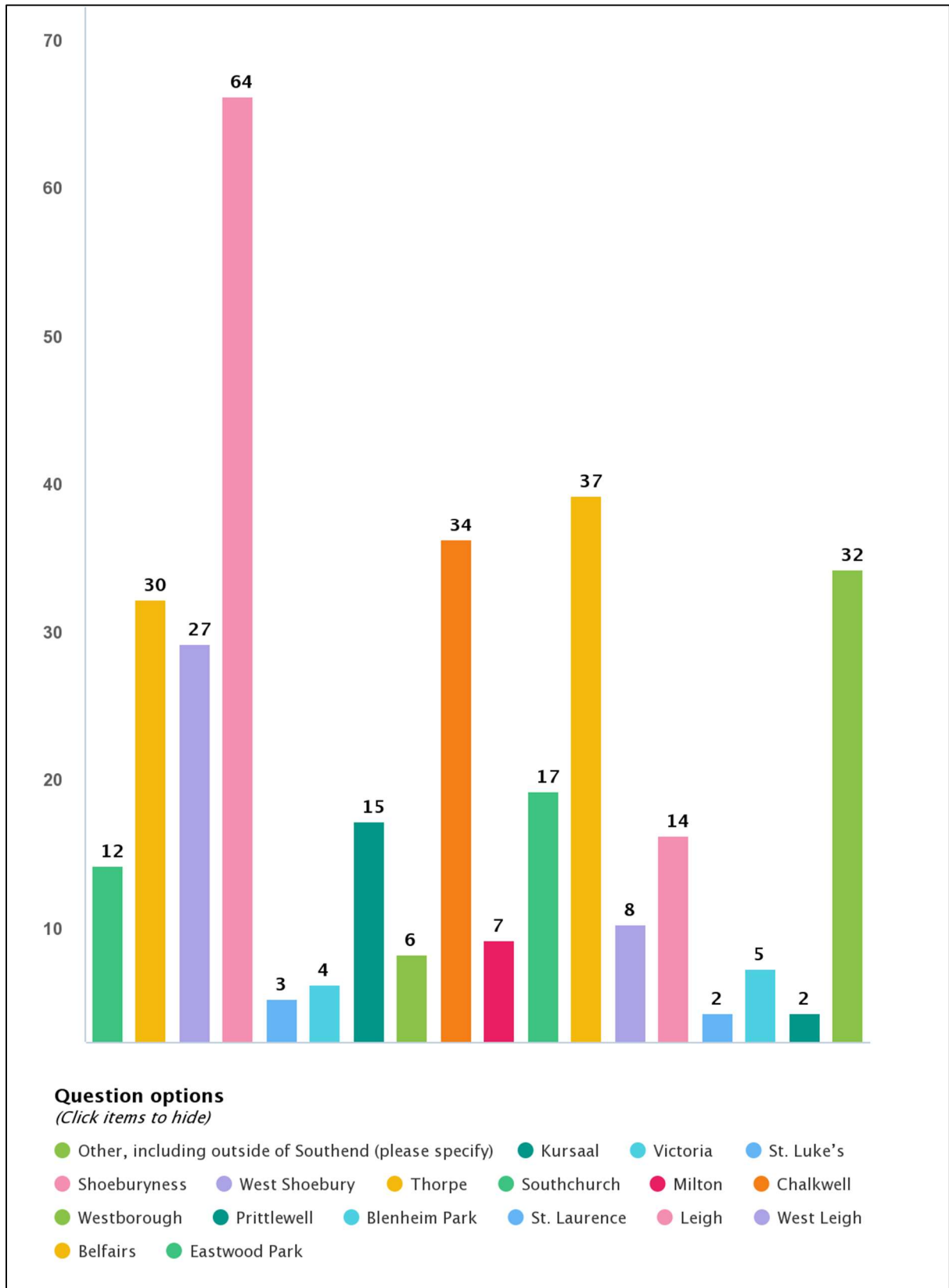


Figure 13.If you were to move, which areas would you consider moving to? (Renters)

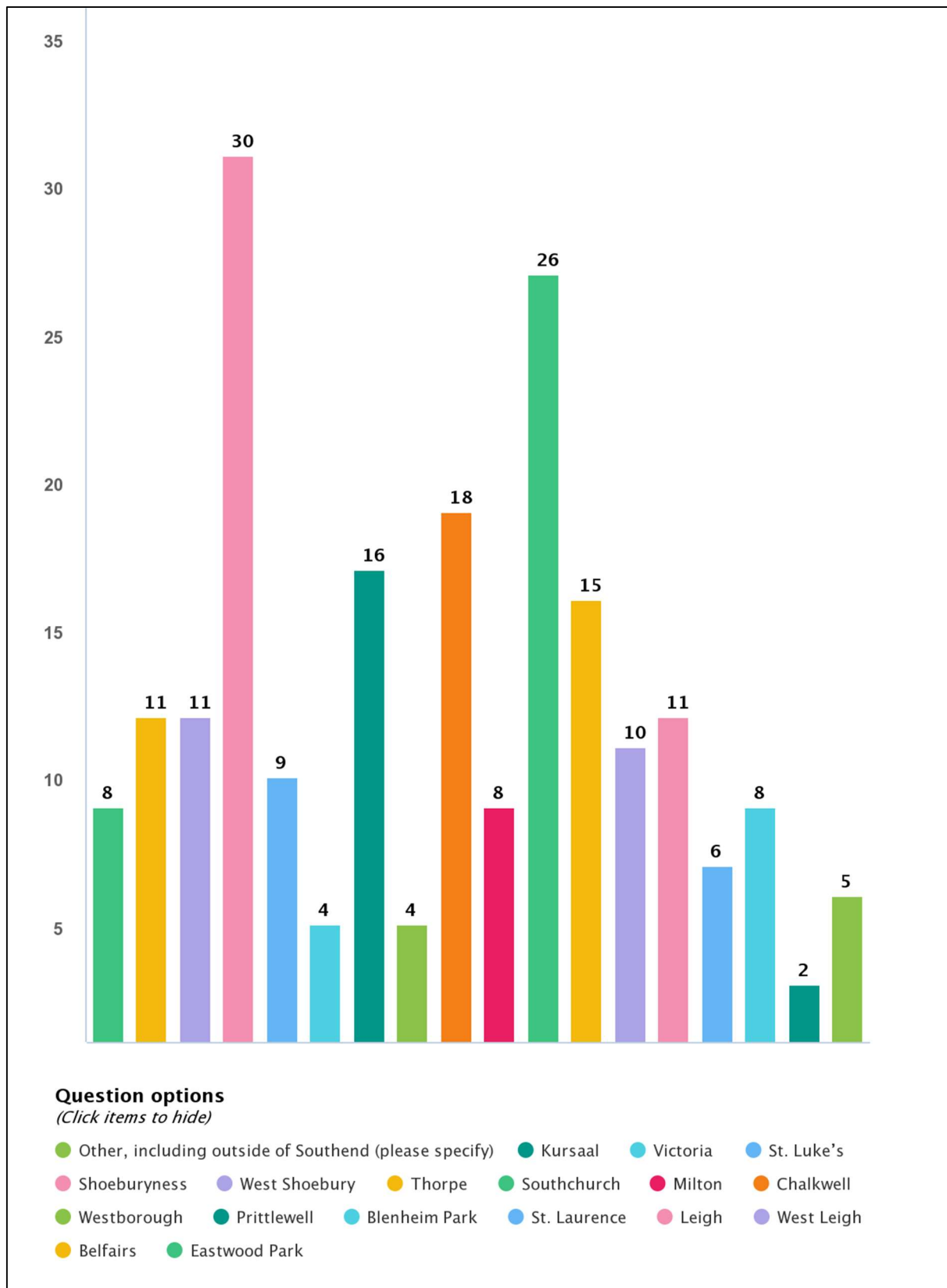


Figure 14. What are the 5 most essential aspects that a property would need to have for you to consider moving? (All tenures)

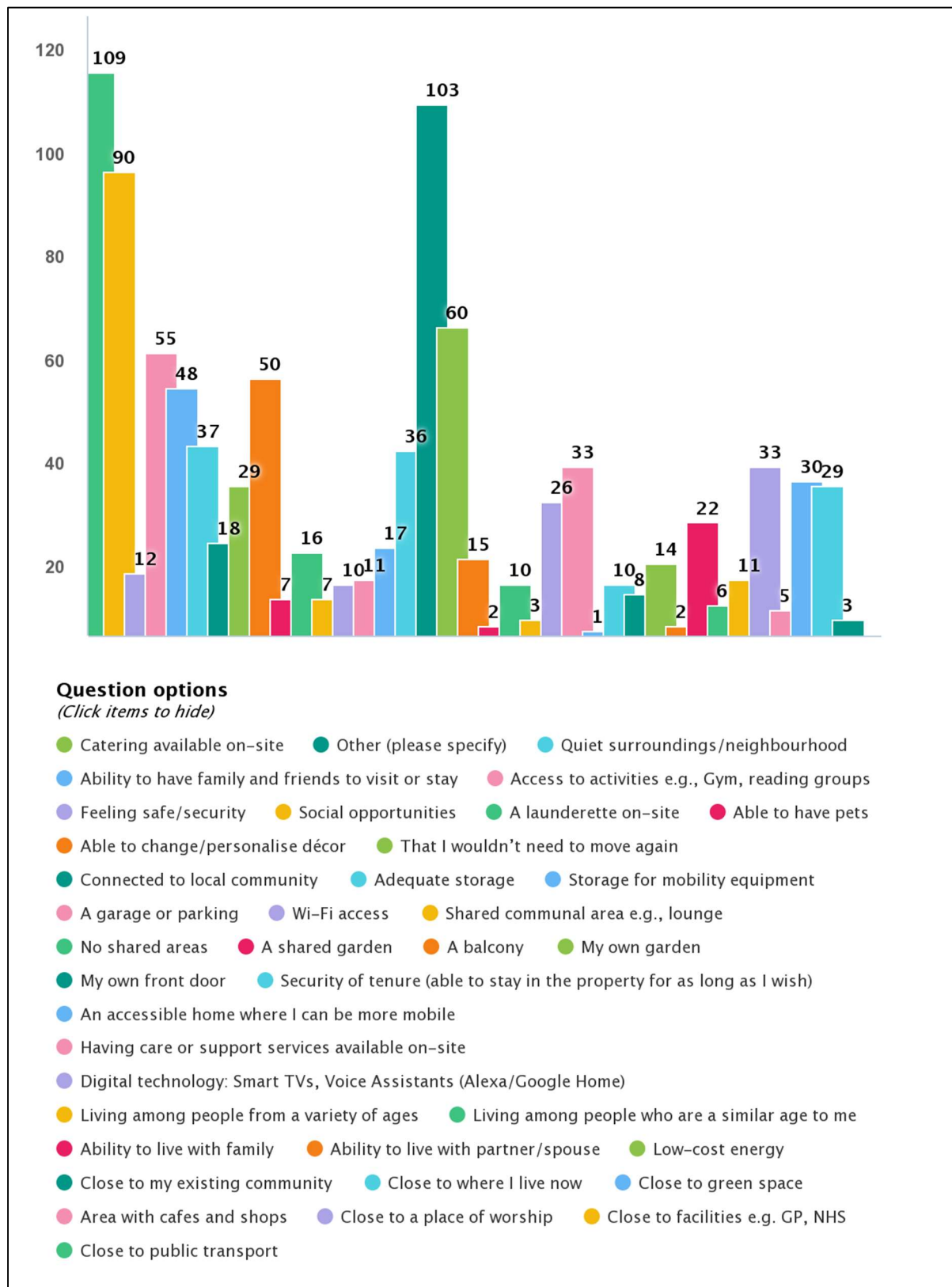


Figure 15. What are the 5 most essential aspects that a property would need to have for you to consider moving? (Owner occupiers)

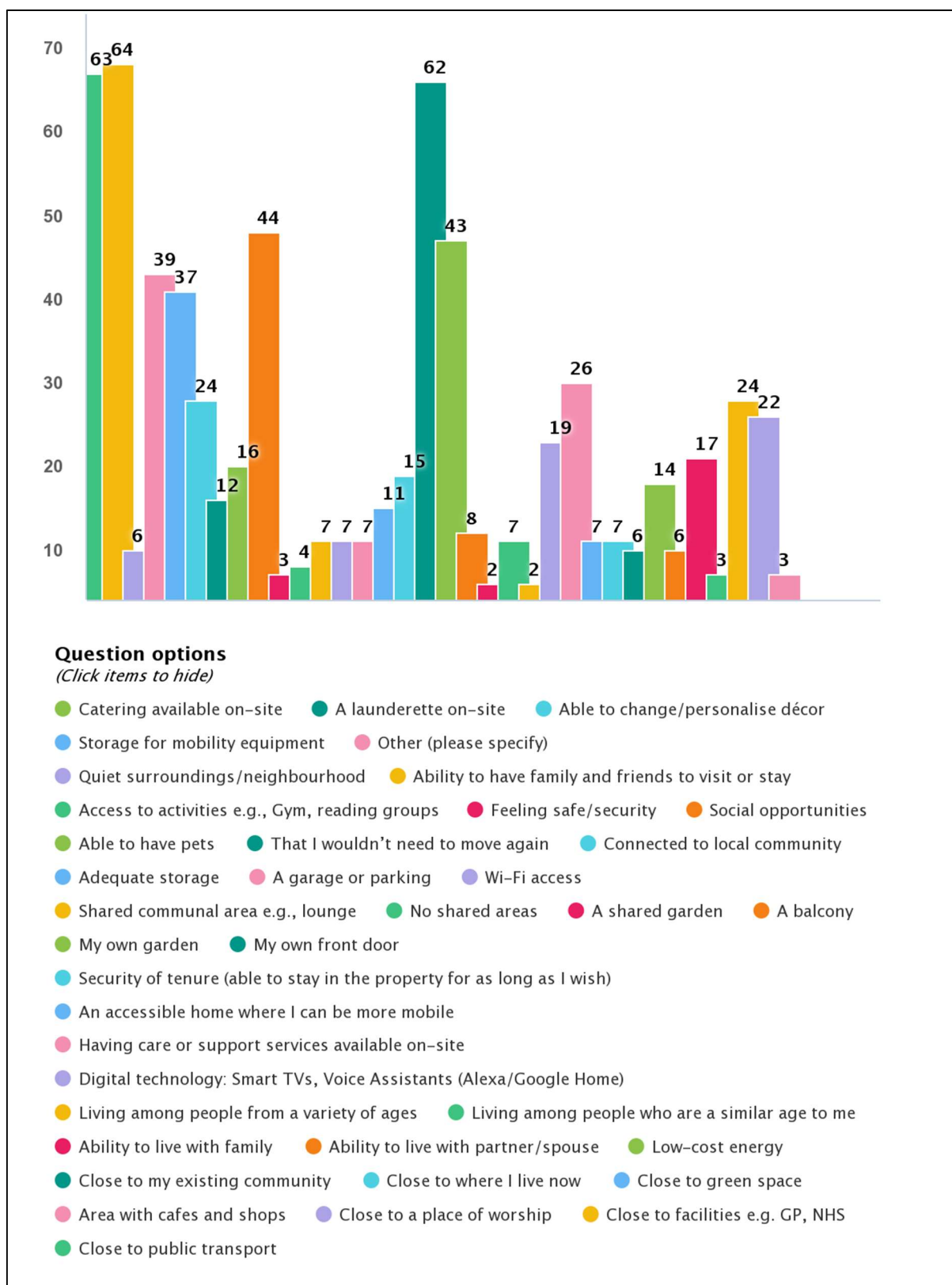


Figure 16. What are the 5 most essential aspects that a property would need to have for you to consider moving? (Renters)

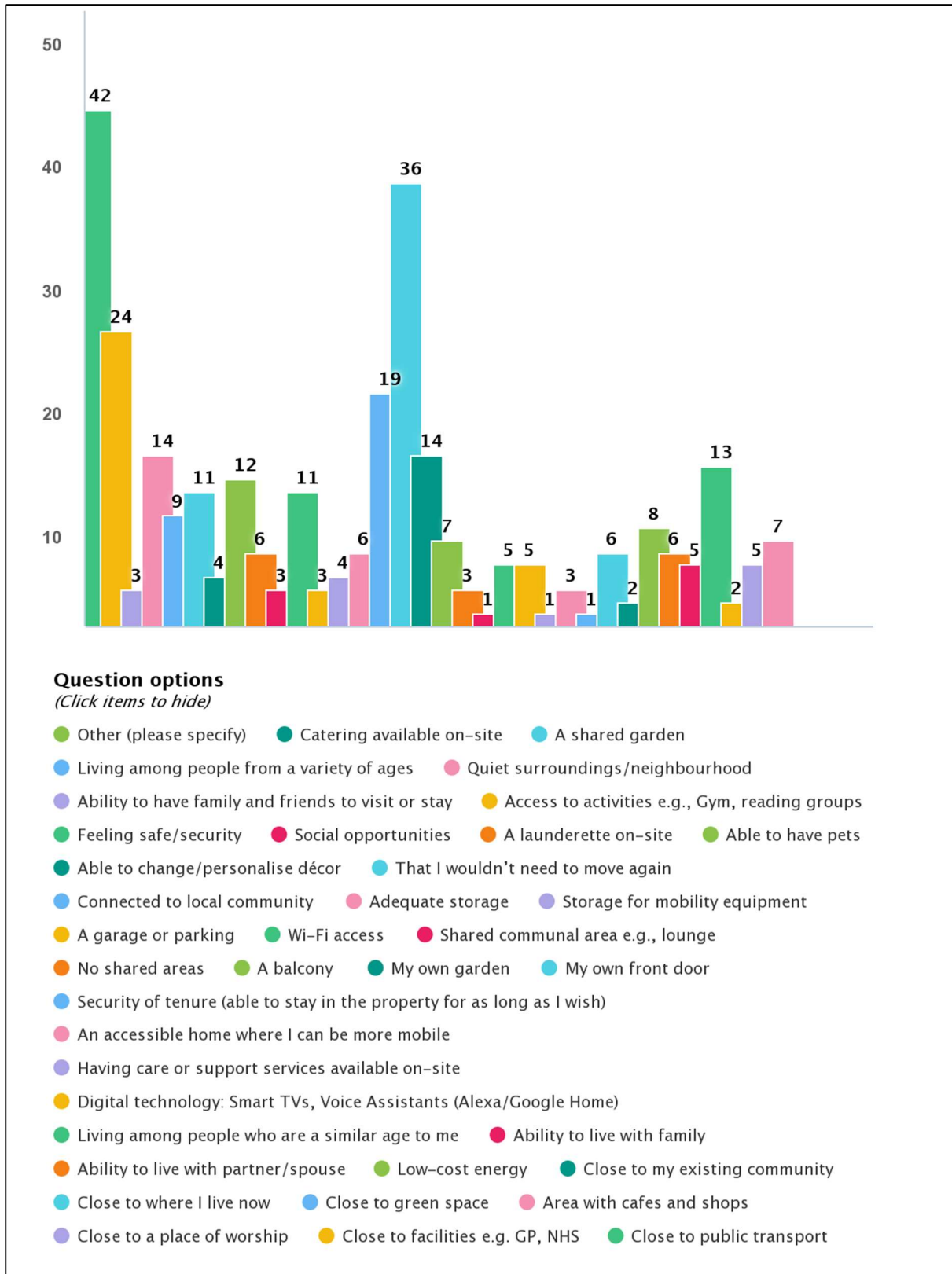


Figure 17. Are there any barriers which prevent you from moving? (All tenures)

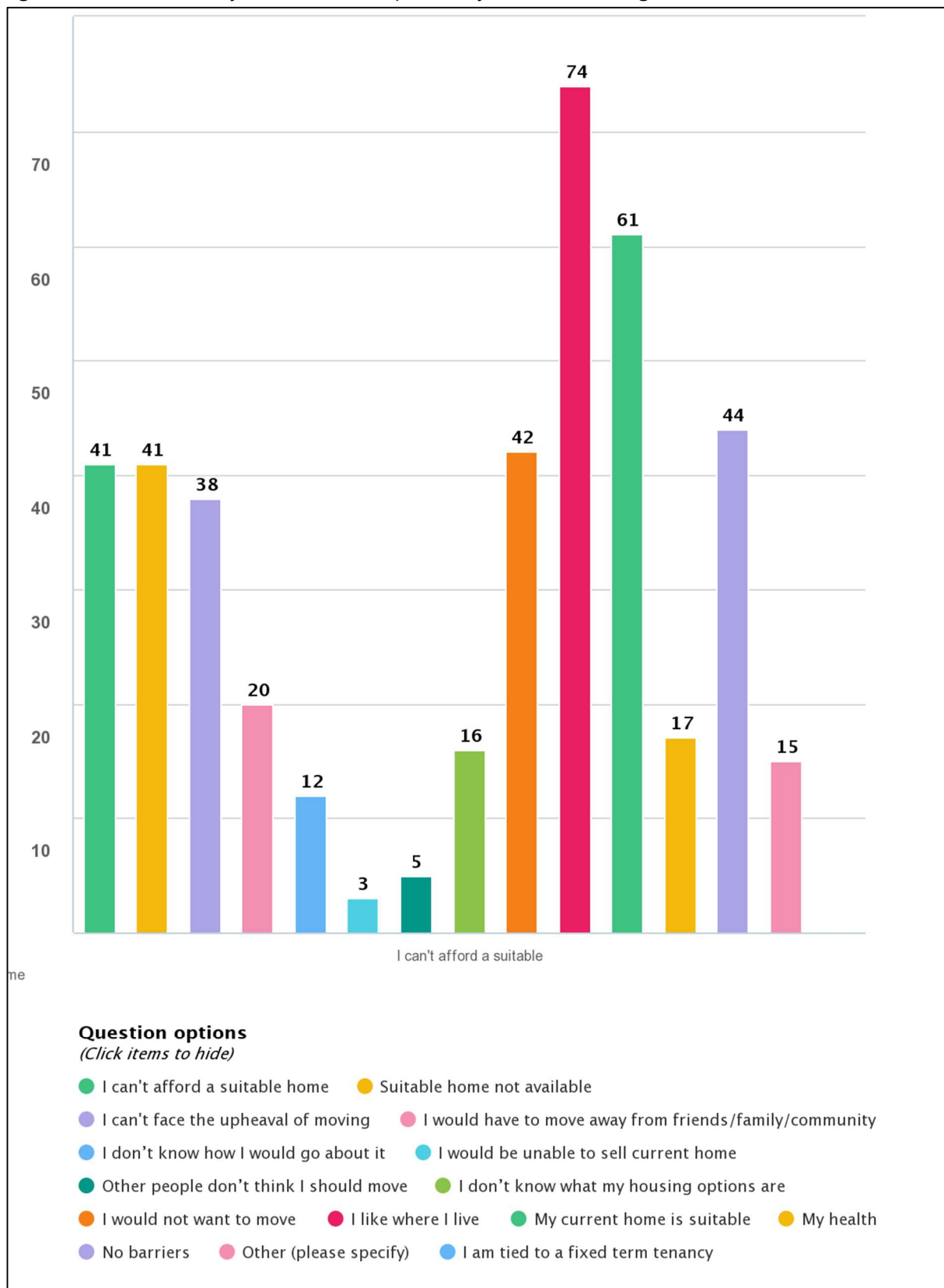




Figure 18. Are there any barriers which prevent you from moving? (Owner occupiers)

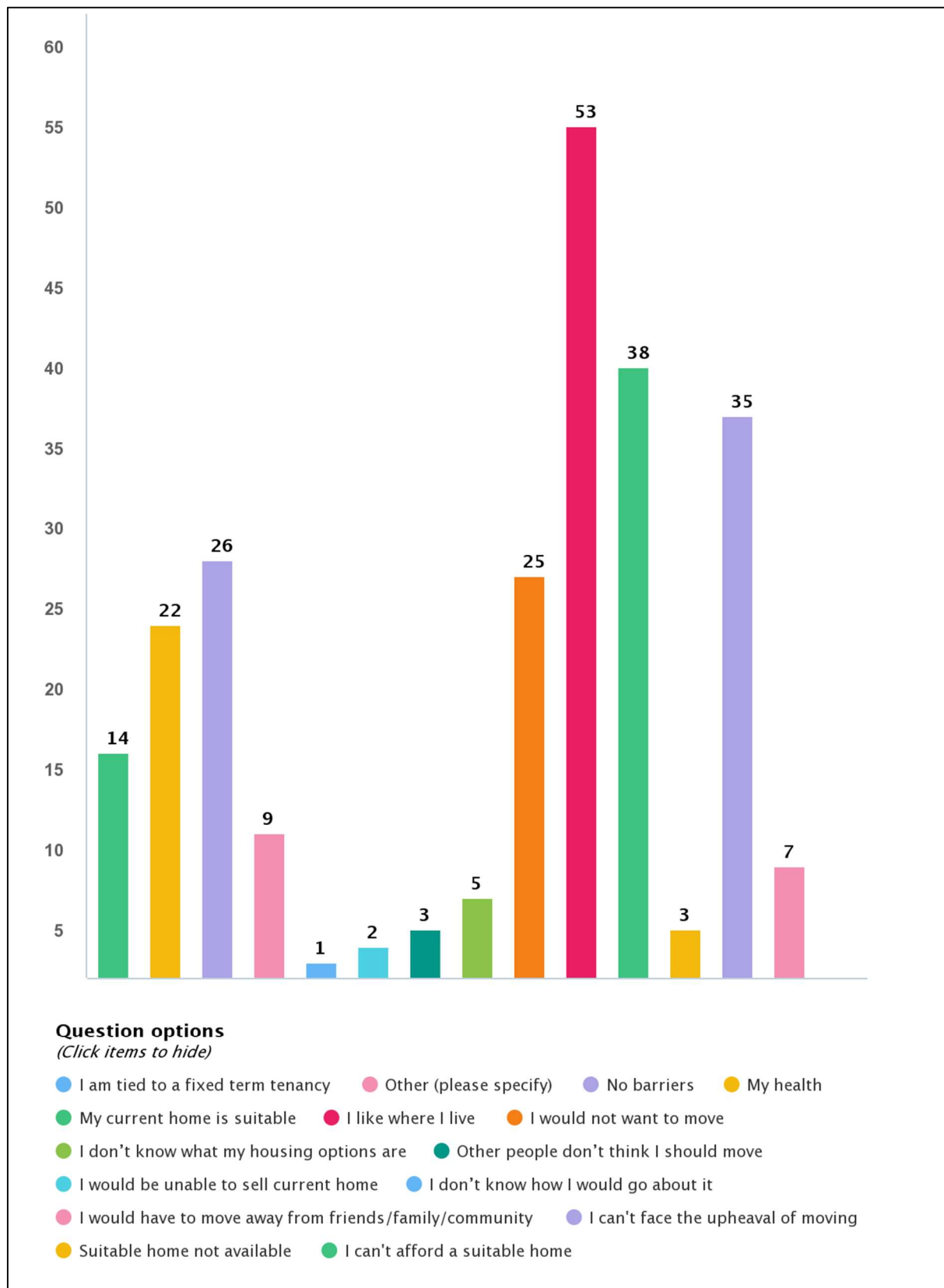


Figure 19. Are there any barriers which prevent you from moving? (Renters)

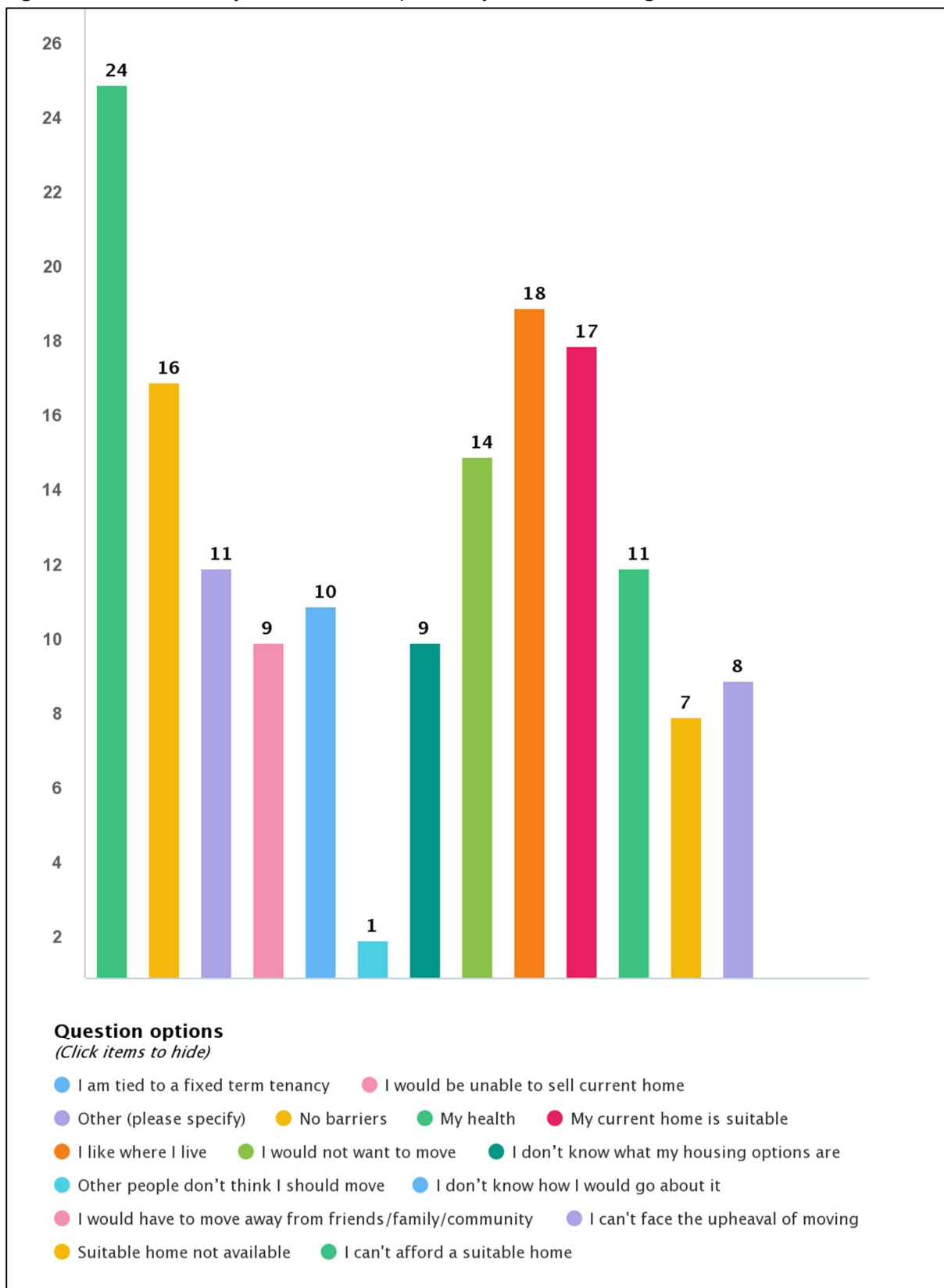


Figure 20. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (All tenures)

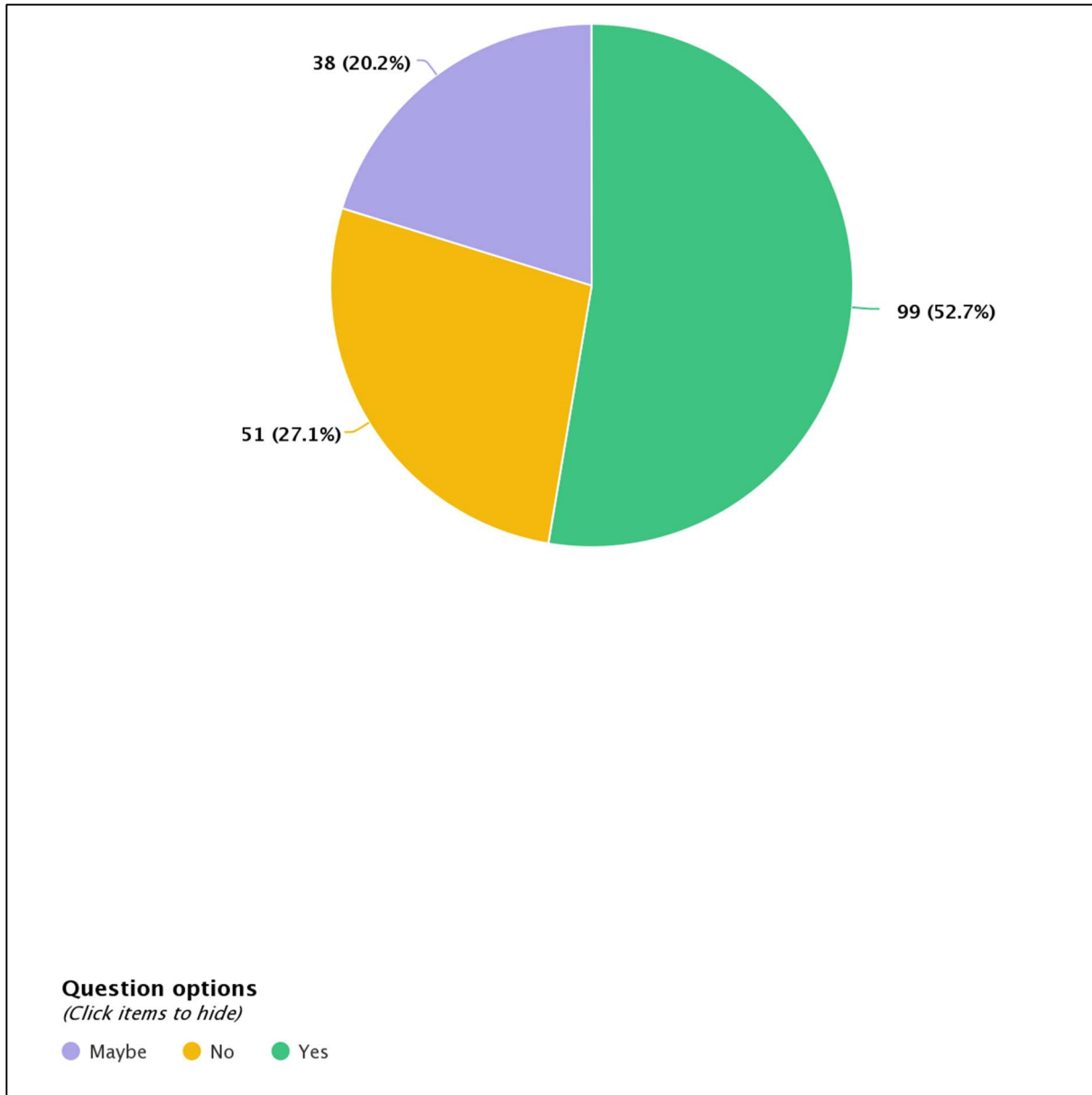


Figure 21. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (Owner occupiers)

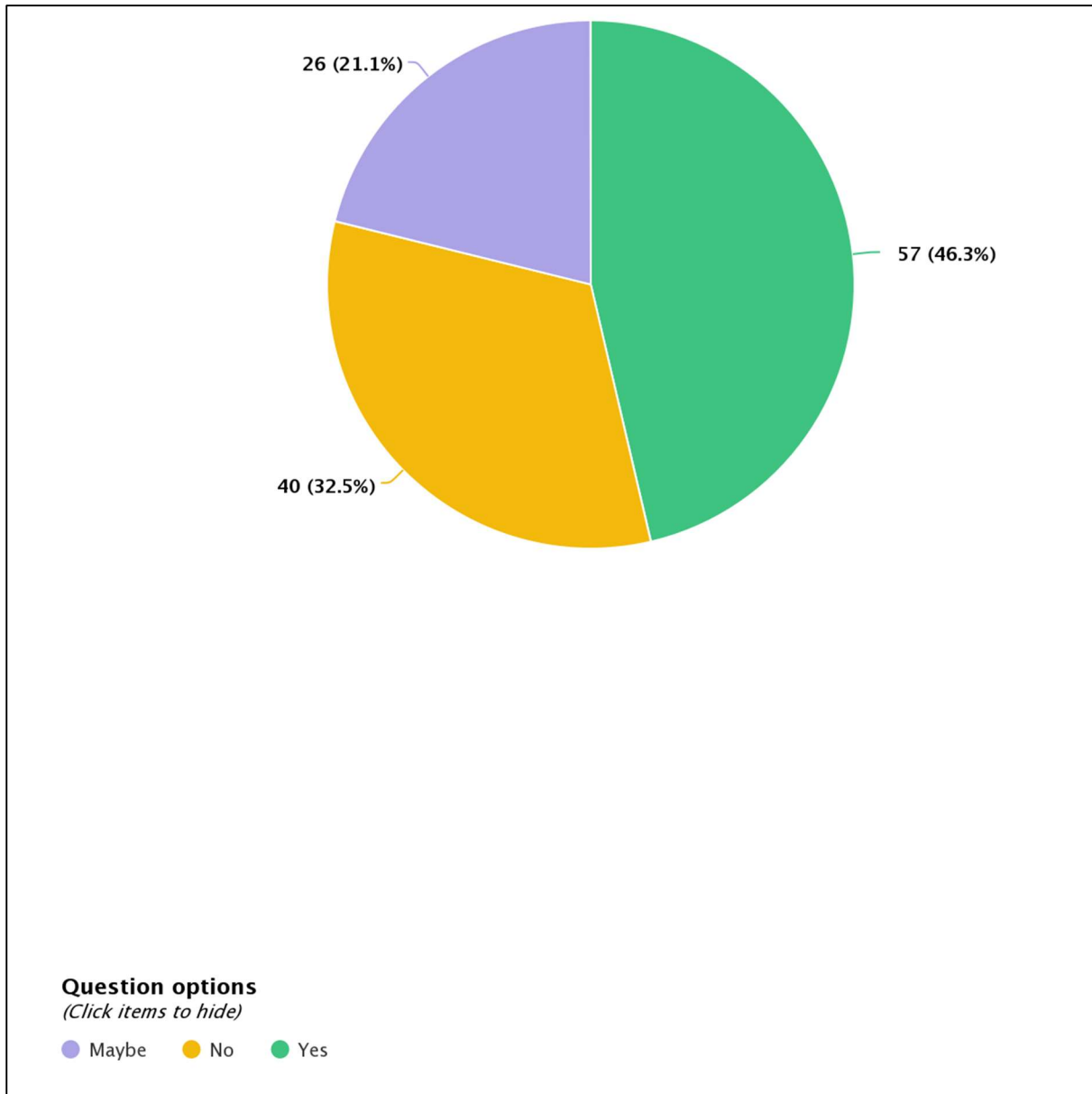


Figure 22. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (Renters)

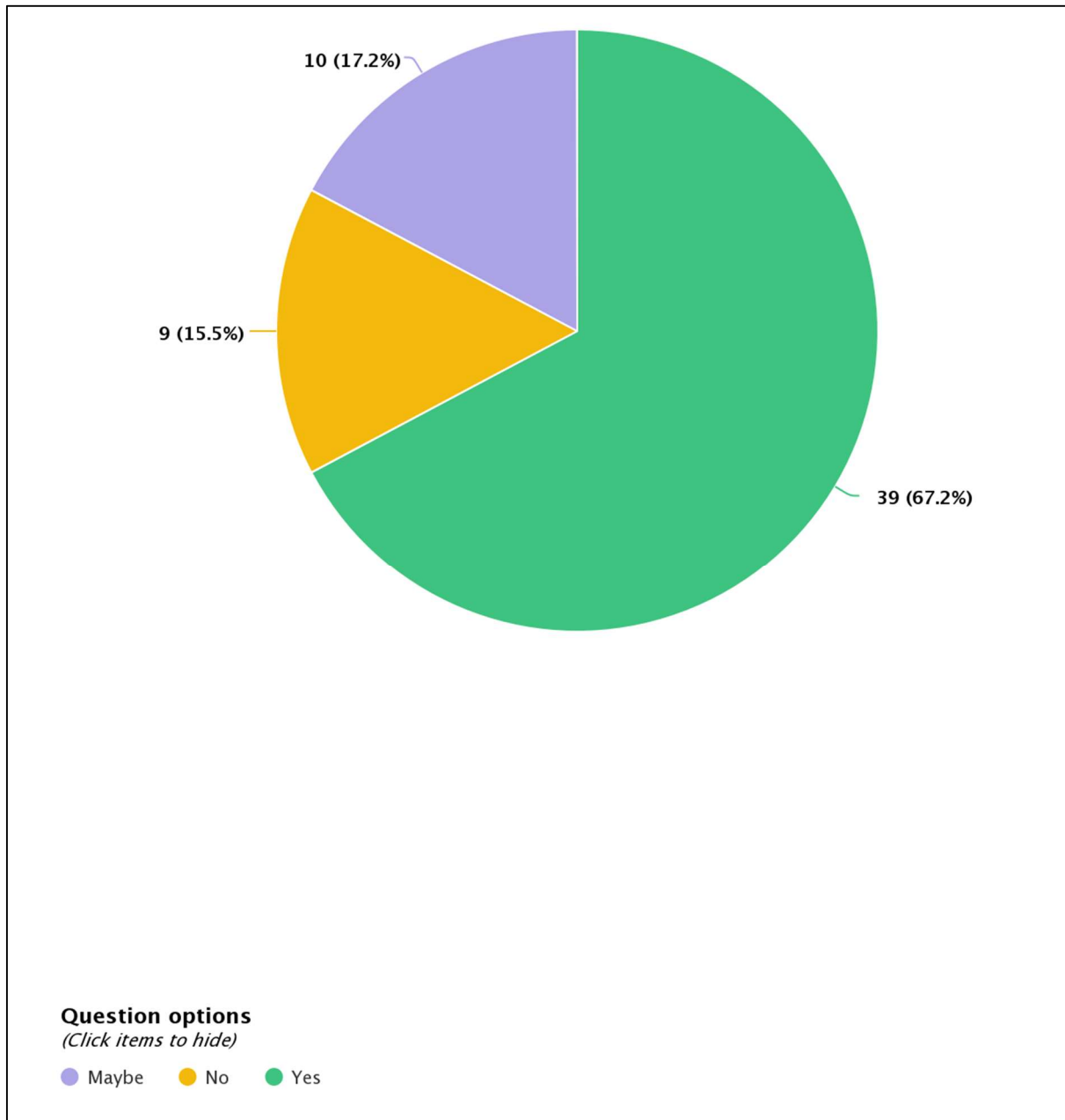


Figure 23. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (Owner occupiers considering a move in two years)

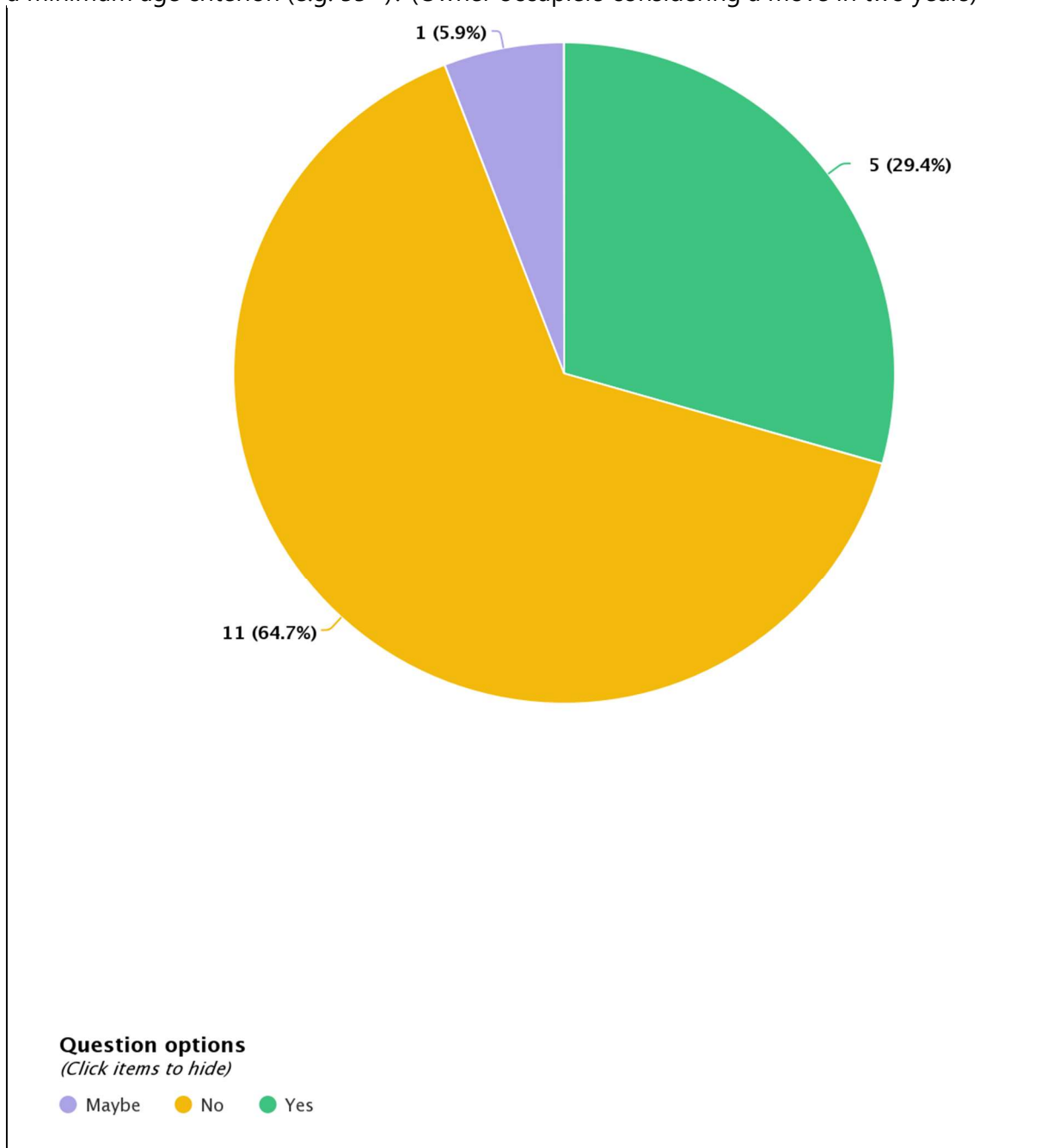


Figure 24. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (Owner occupiers considering a move in three to ten years)

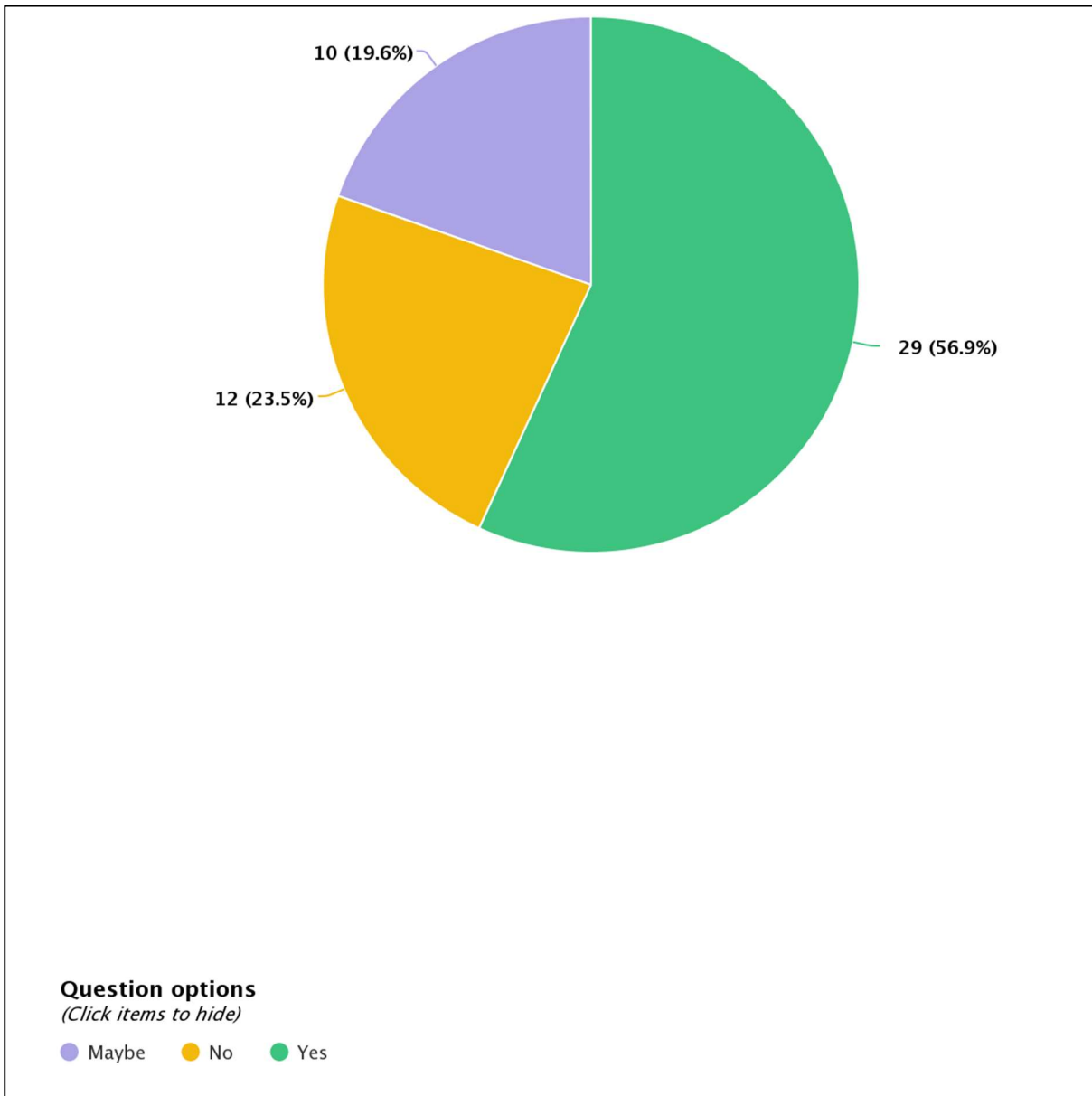


Figure 25. If you were to consider moving home, would you consider moving to a house with a minimum age criterion (e.g. 55+)? (Renters considering a move in two years)

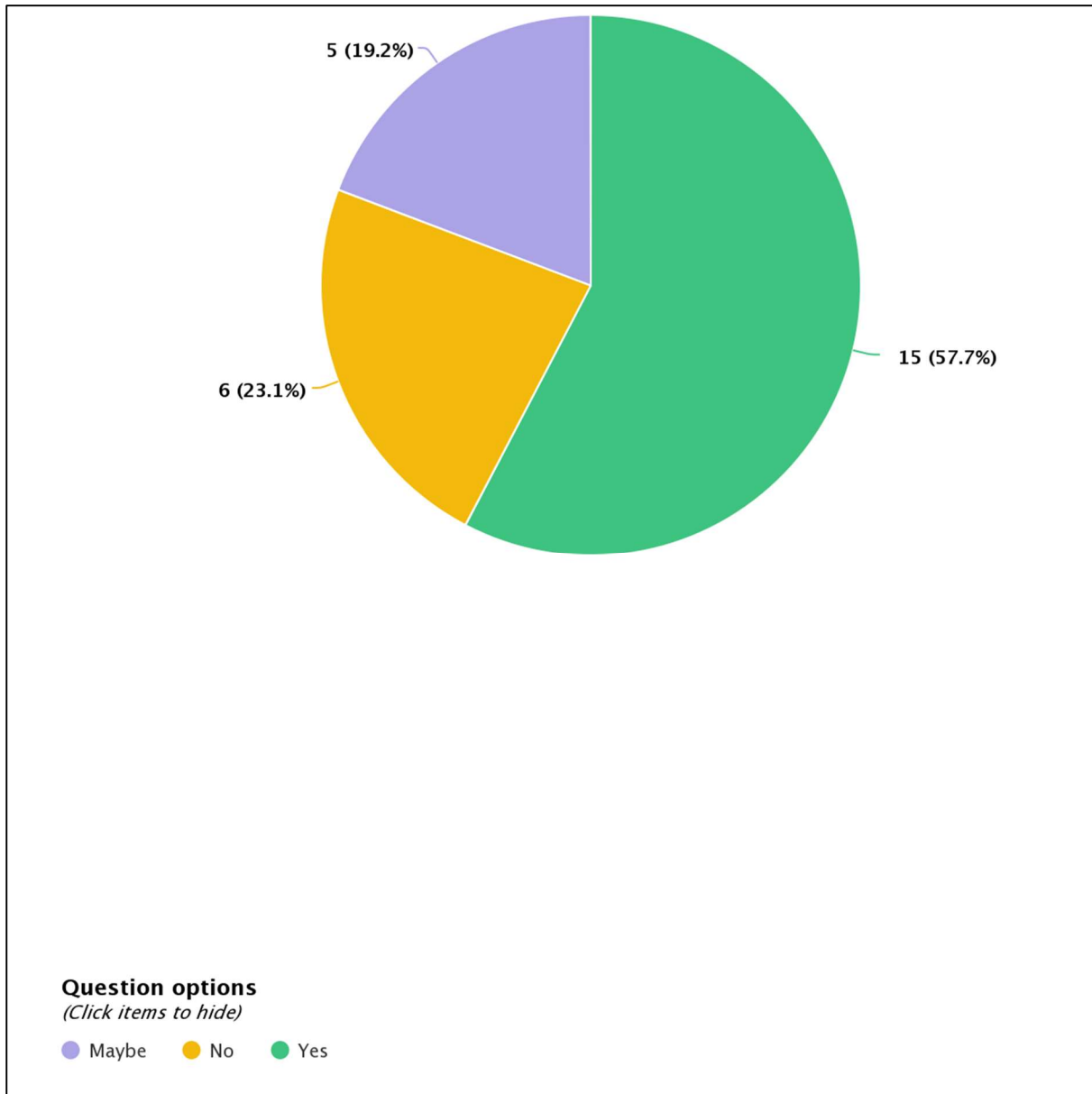




Figure 26. If yes or maybe, which type of housing with a minimum age criteria would you prefer to live in? (All tenures)

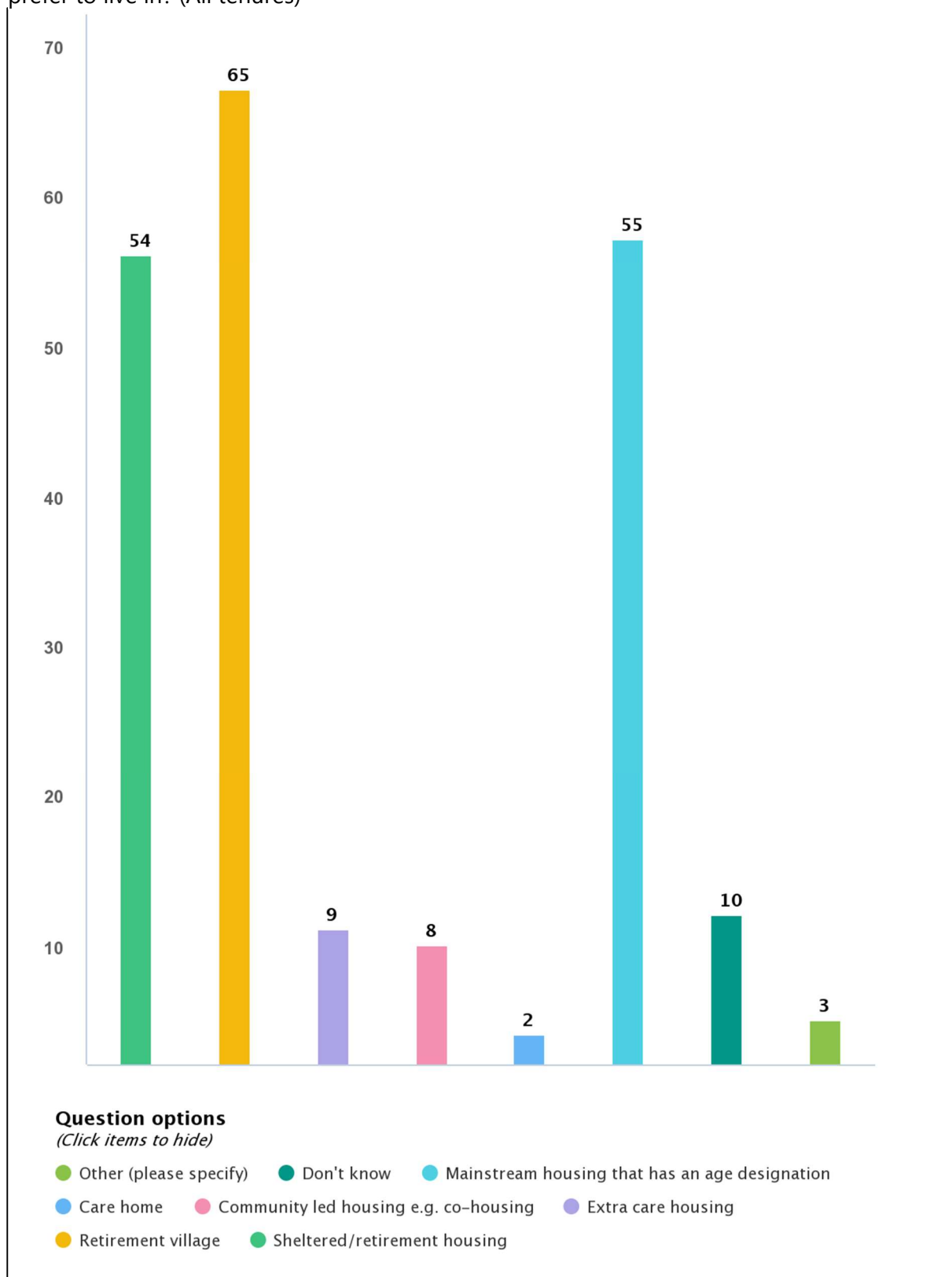


Figure 27. If yes or maybe, which type of housing with a minimum age criteria would you prefer to live in? (Owner occupiers)

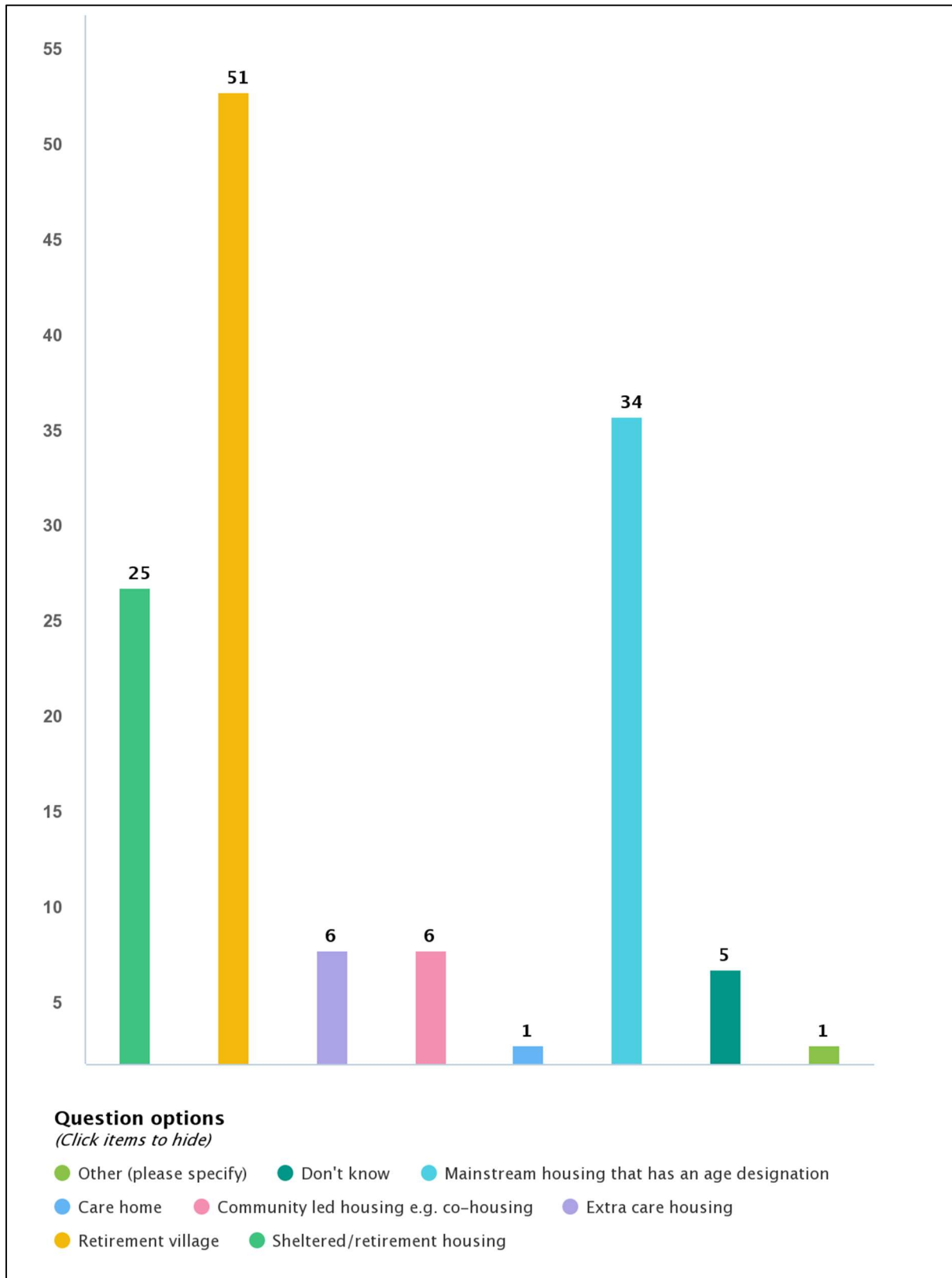


Figure 28. If yes or maybe, which type of housing with a minimum age criterion would you prefer to live in? (Renters)

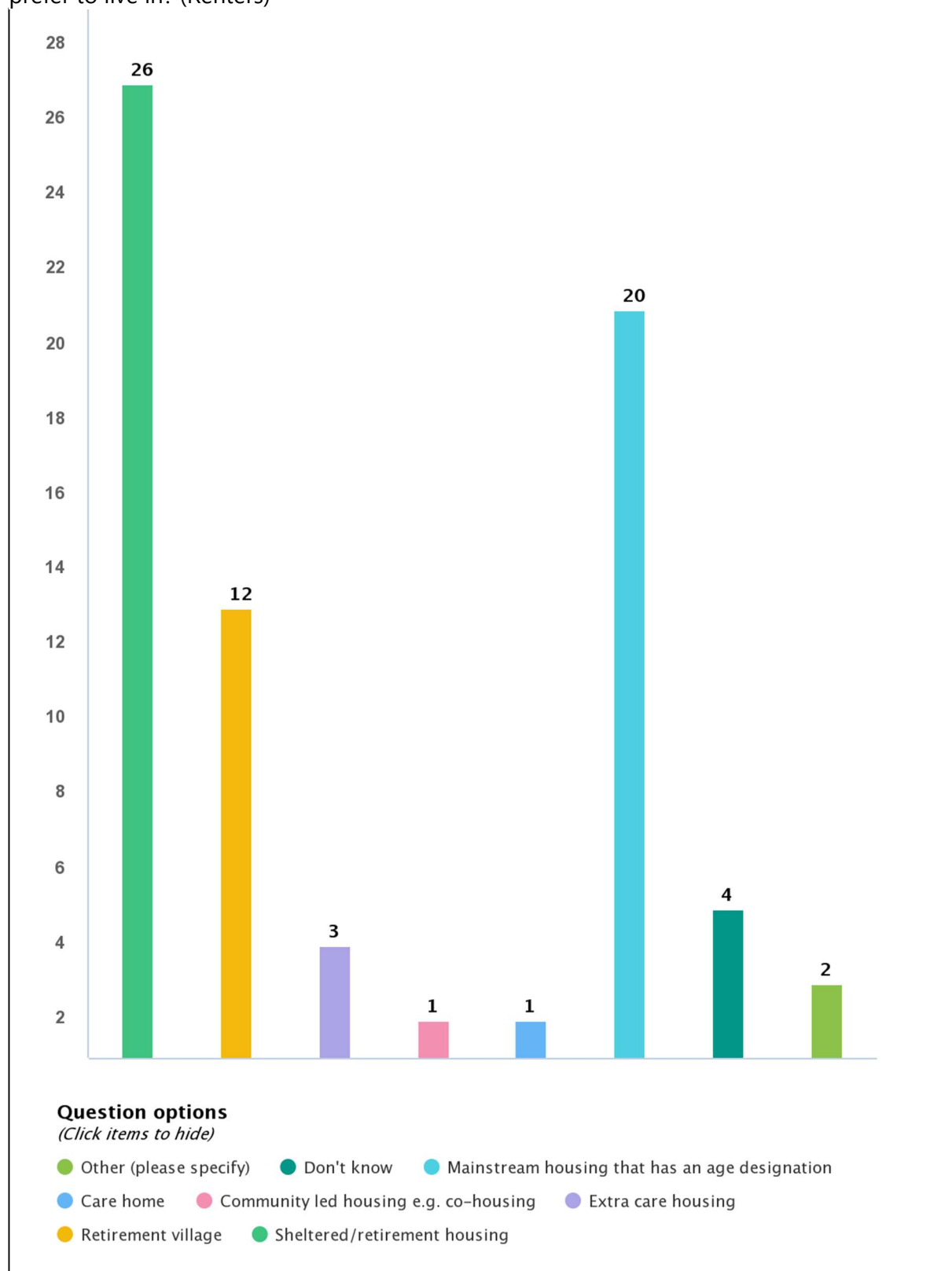


Figure 29. If yes or maybe, would it be important to have access to any of the following support services if you were to move to accommodation with a minimum age criteria? (All tenures)

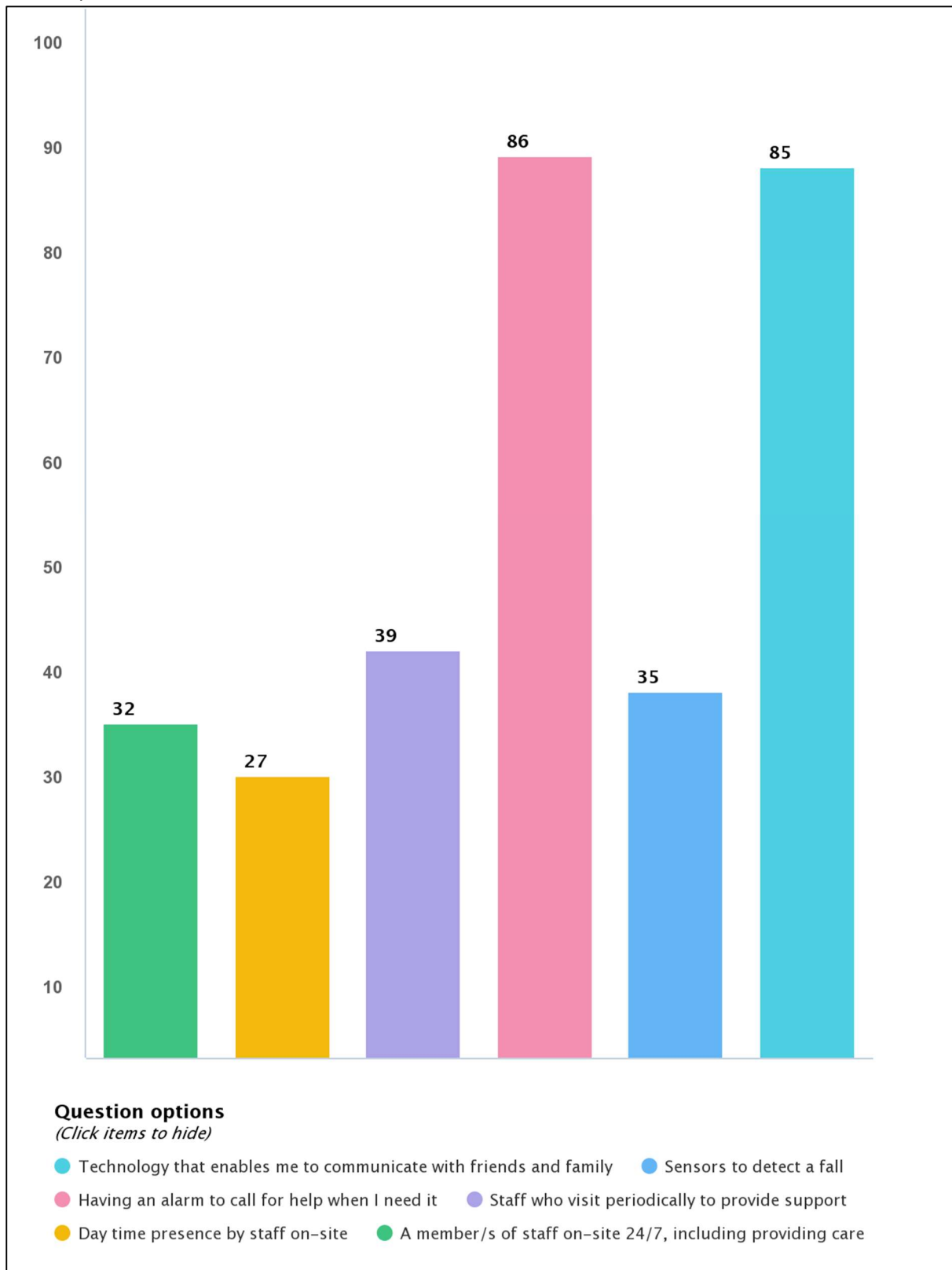


Figure 30. If yes or maybe, would it be important to have access to any of the following support services if you were to move to accommodation with a minimum age criteria? (Owner occupiers)

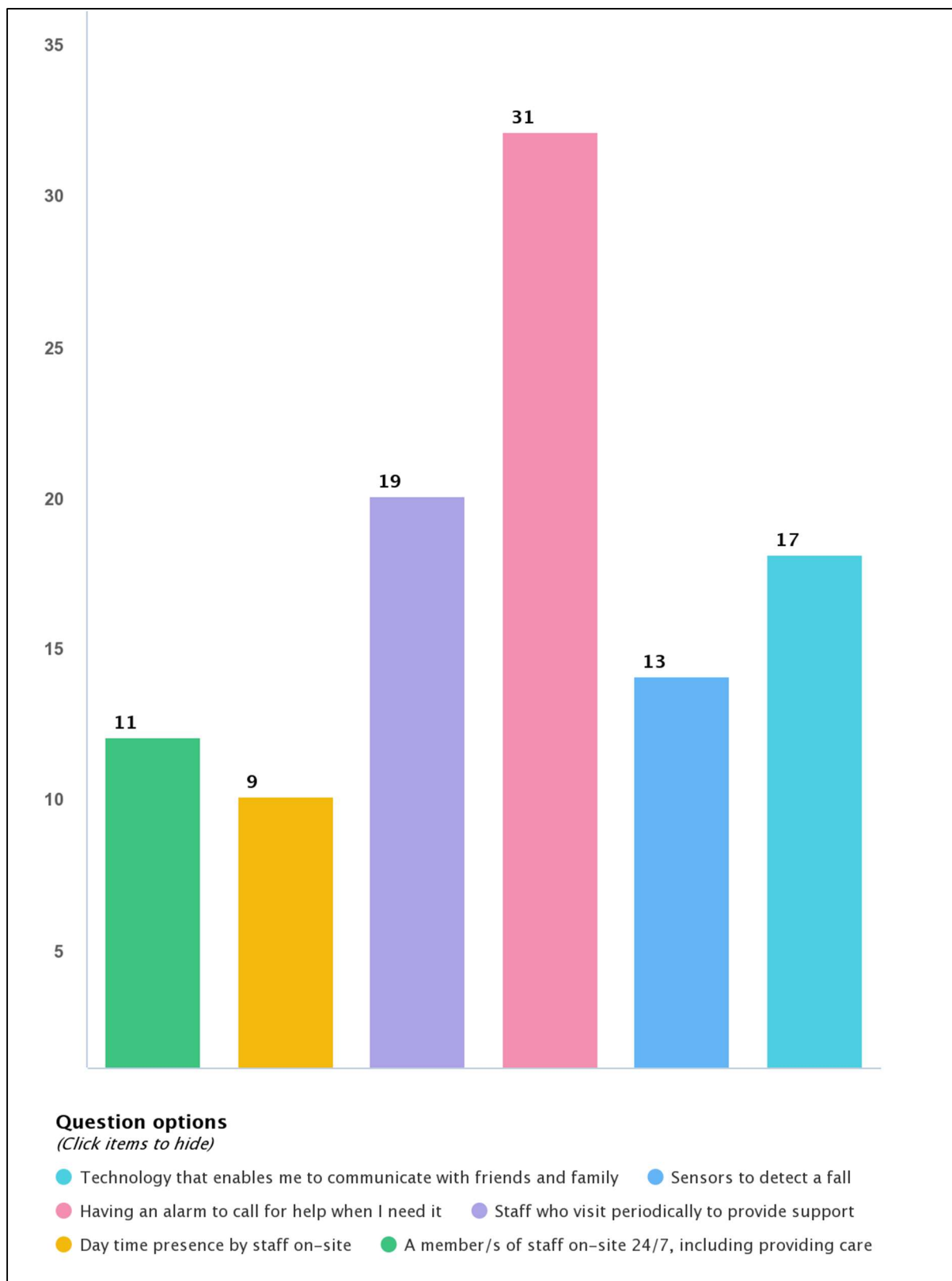


Figure 31. If yes or maybe, would it be important to have access to any of the following support services if you were to move to accommodation with a minimum age criteria? (Renters)

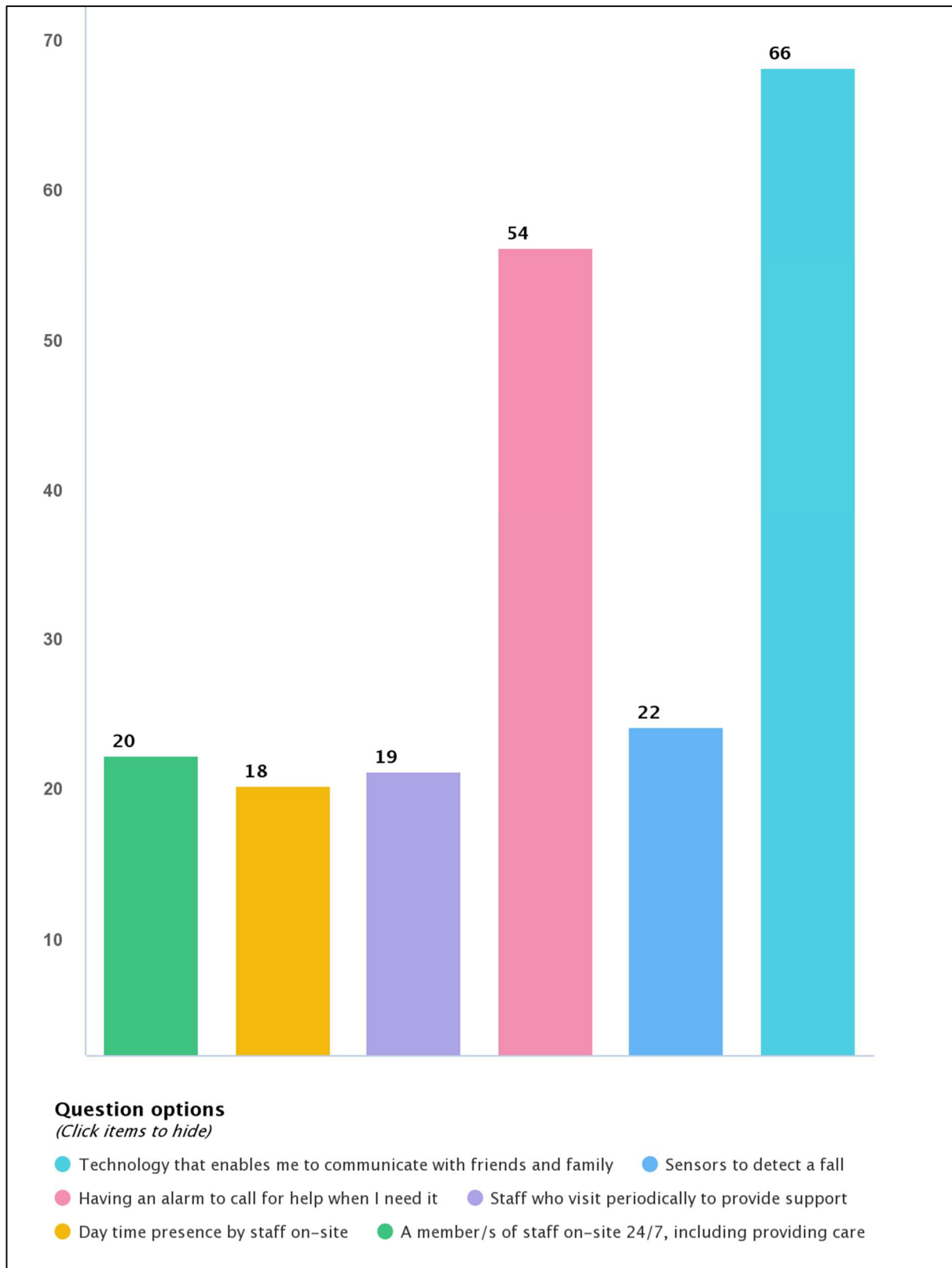
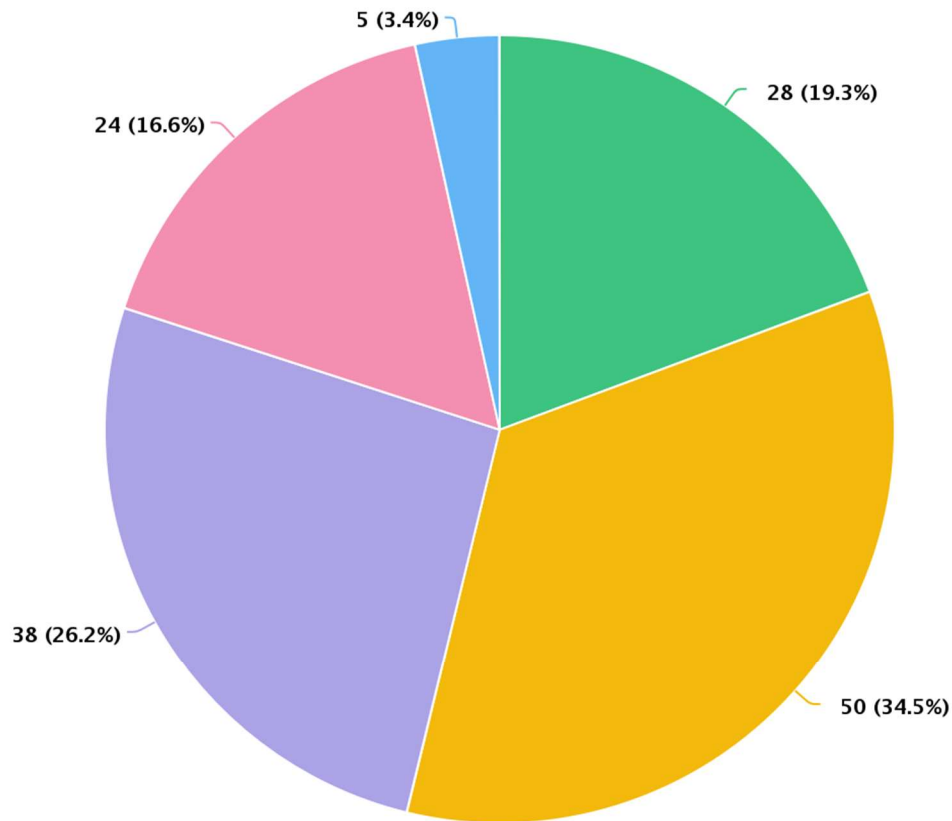


Figure 32. There are charges to pay in some housing with a minimum age criteria, such as Extra Care Housing, which are in addition to rent. For example, support/security, having staff on call, restaurant/bar, communal lounges and activities, on-site care team, etc. In some cases, following an individual assessment, these are covered by Housing Benefit. Would this be a barrier to you considering a move to this type of housing? (All tenures)

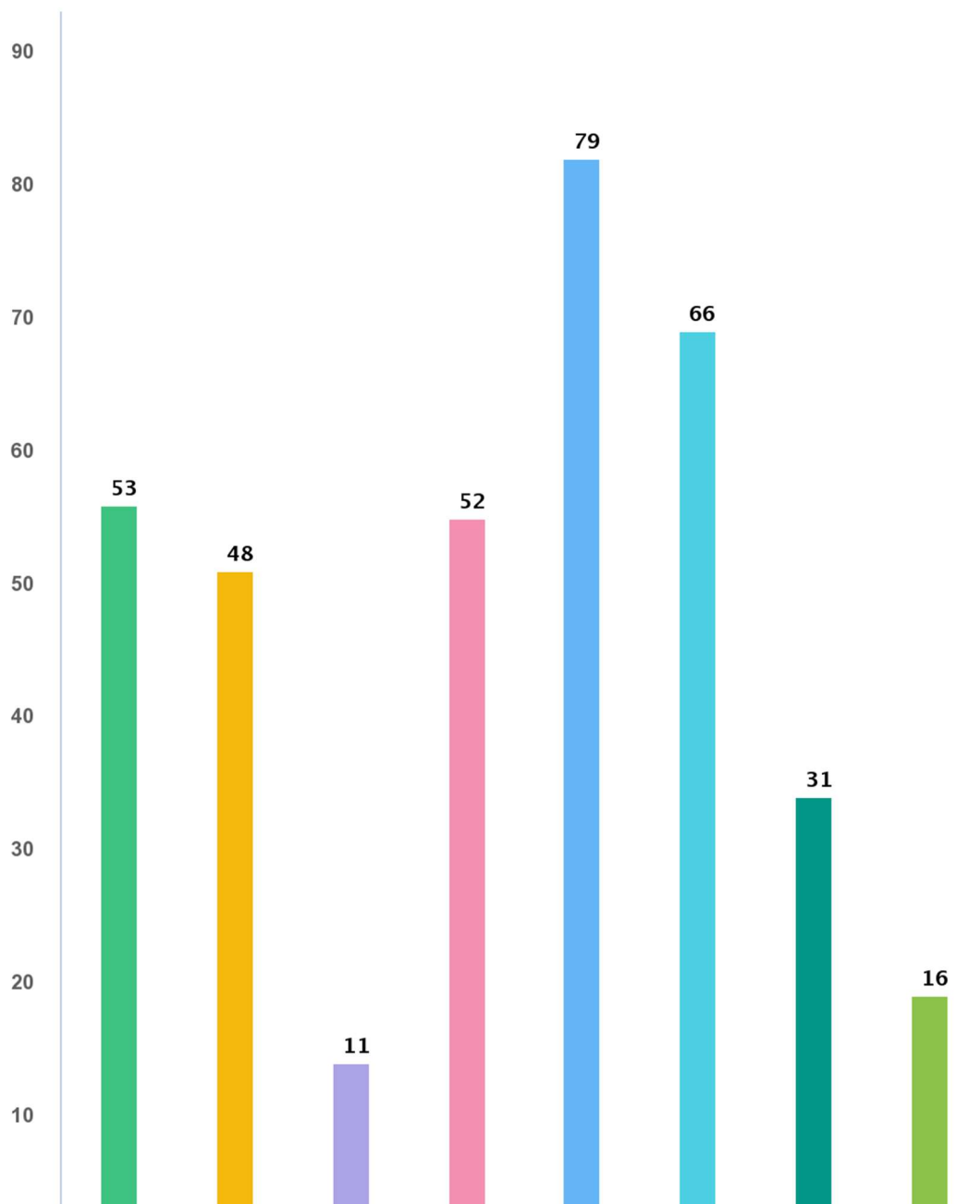


**Question options**

*(Click items to hide)*

- Don't know   ● Depends which service   ● Maybe   ● No   ● Yes

Figure 33. Do any of the following reasons put you off the idea of moving into housing with a minimum age criterion (i.e. 55+)? (All tenures)



**Question options**

*(Click items to hide)*

- Other (please specify)
- I don't know enough about it
- I don't feel ready
- I want to stay living where I am now
- Worried about the cost
- I would prefer to live with my family
- I would prefer to live in a mixed-age community
- Worried about a lack of privacy



Figure 34. Do any of the following reasons put you off the idea of moving into housing with a minimum age criterion (i.e. 55+)? (Owner occupiers)

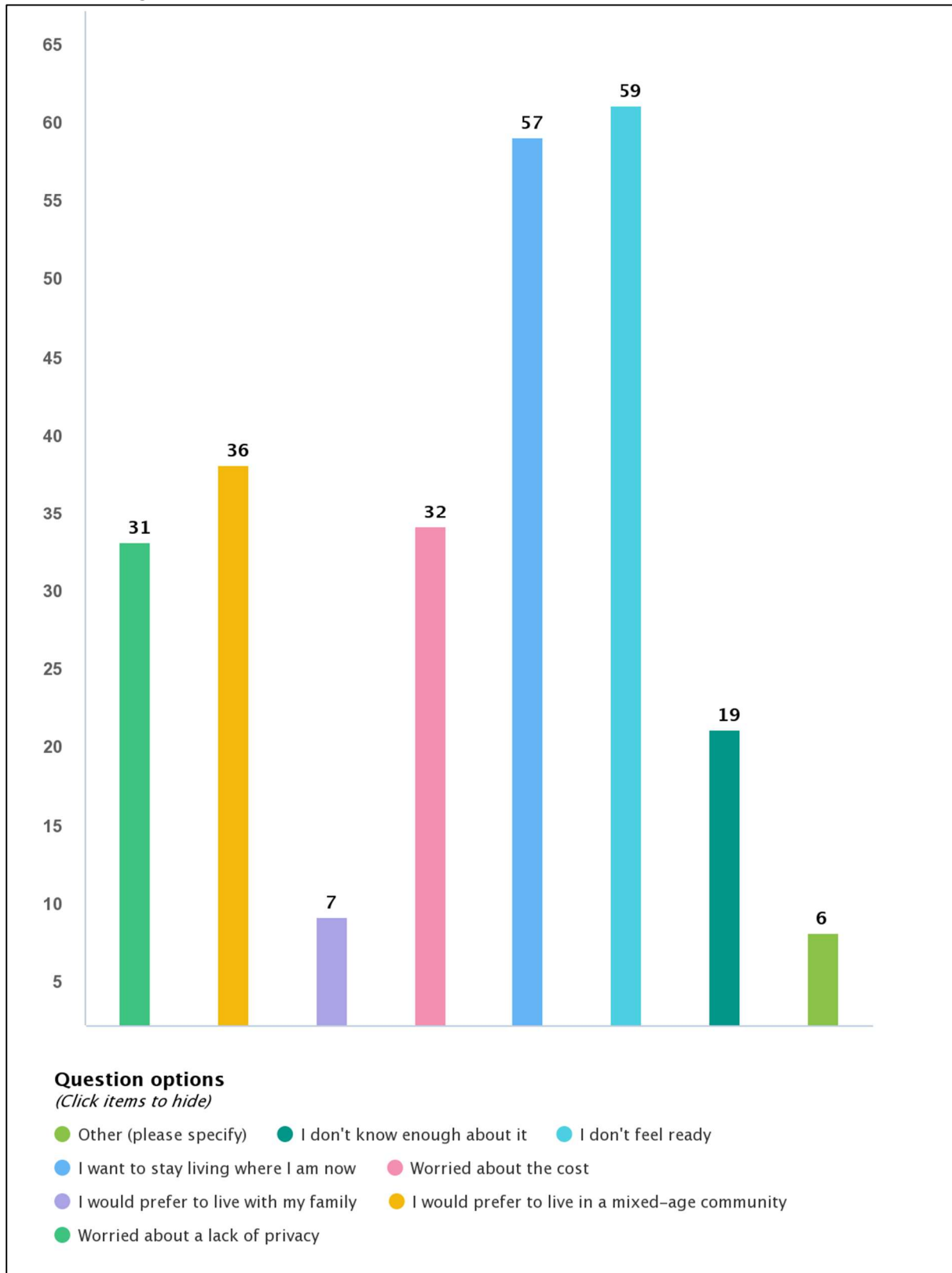


Figure 35. Do any of the following reasons put you off the idea of moving into housing with a minimum age criterion (i.e. 55+)? (Renters)

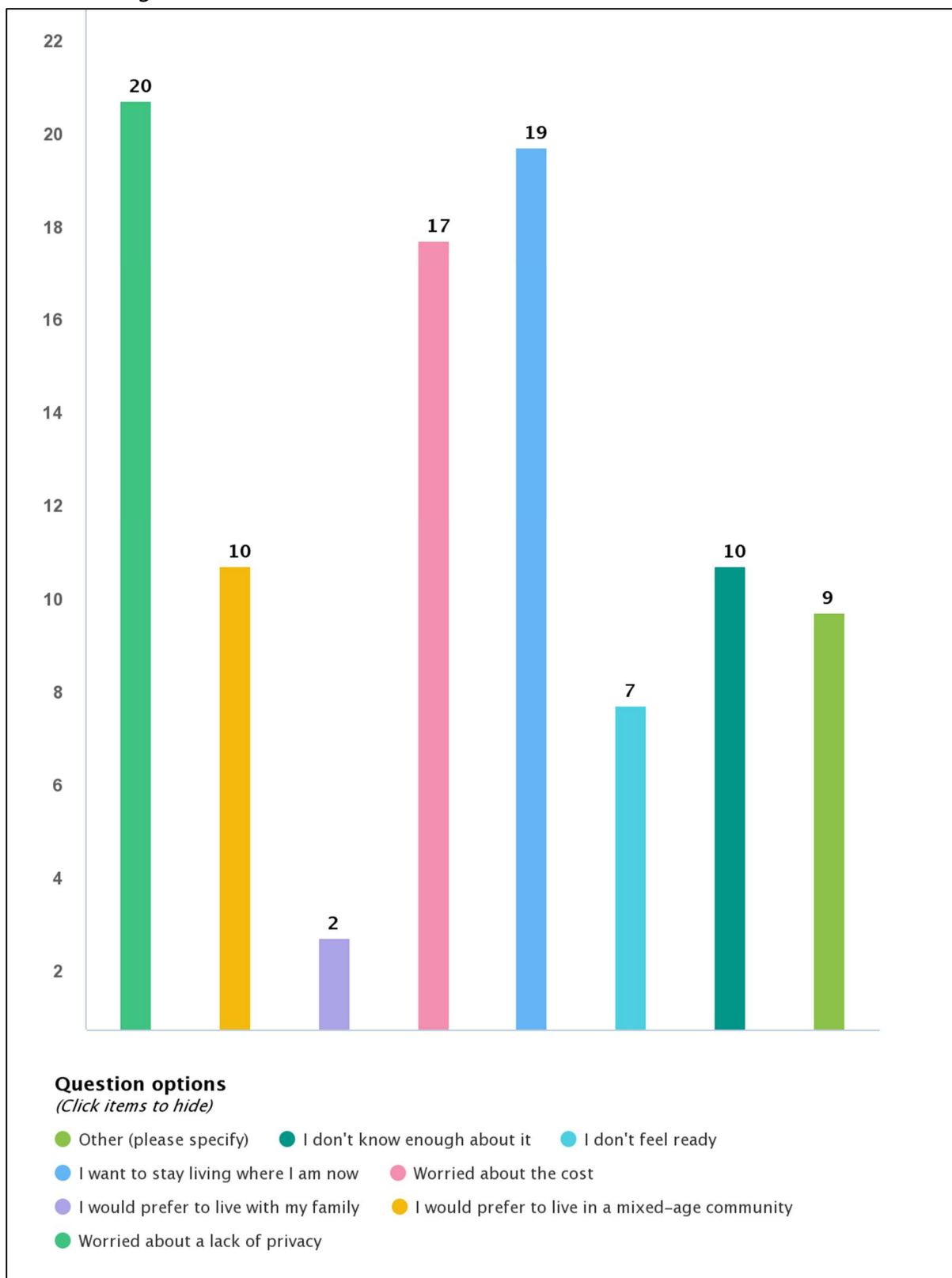
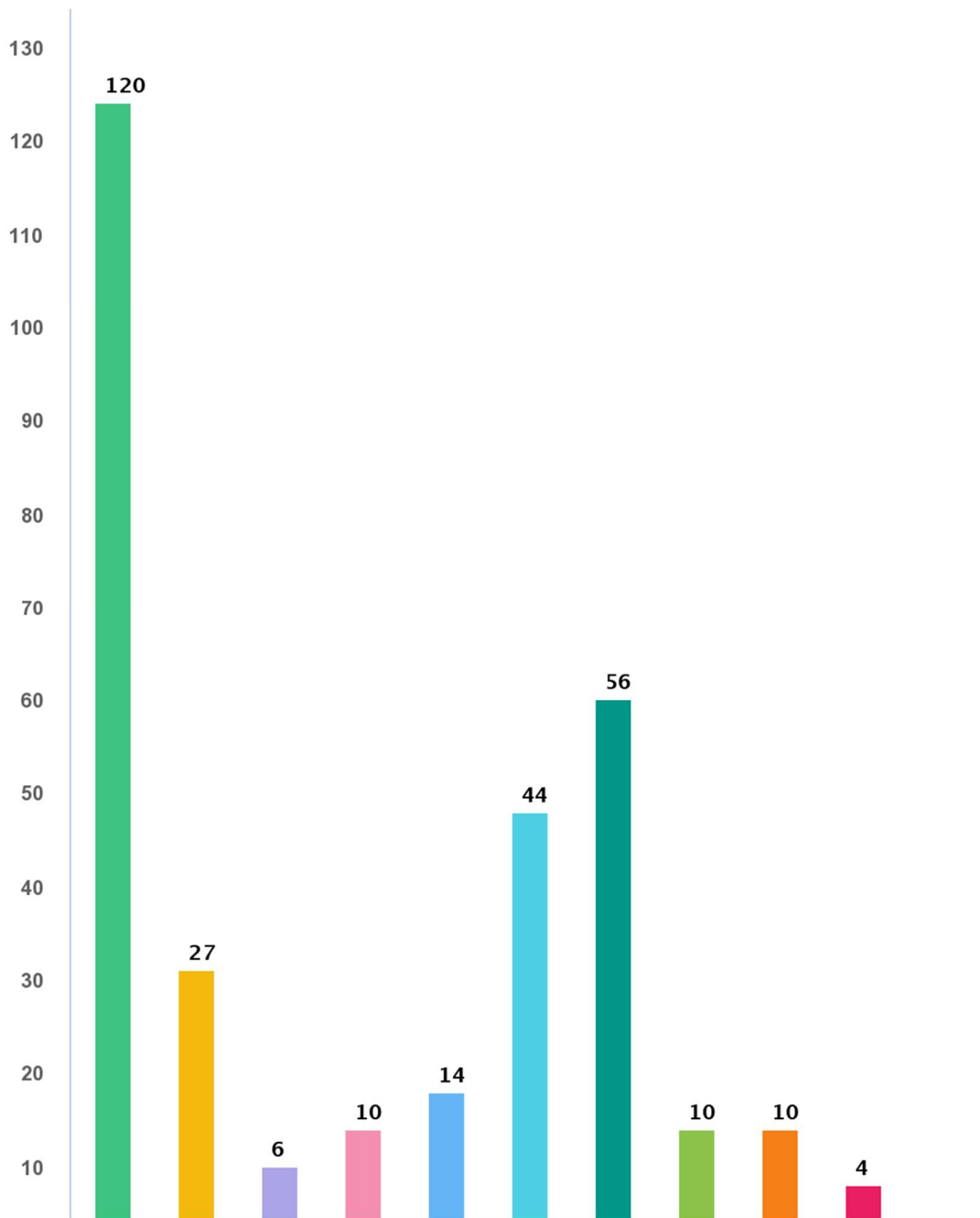


Figure 36. Tenure preferences (All tenures)



**Question options**

*(Click items to hide)*

- Live rent free with family    
 ● Other (please specify)    
 ● Live in community-led housing
- Rent from a private landlord    
 ● Rent from a local council    
 ● Rent from a housing association
- Buy from a housing association    
 ● Shared ownership (part buy/rent)    
 ● Buy with a mortgage
- Buy outright (leasehold)    
 ● Buy outright (freehold)

Figure 37. Tenure preferences (Owner occupiers)

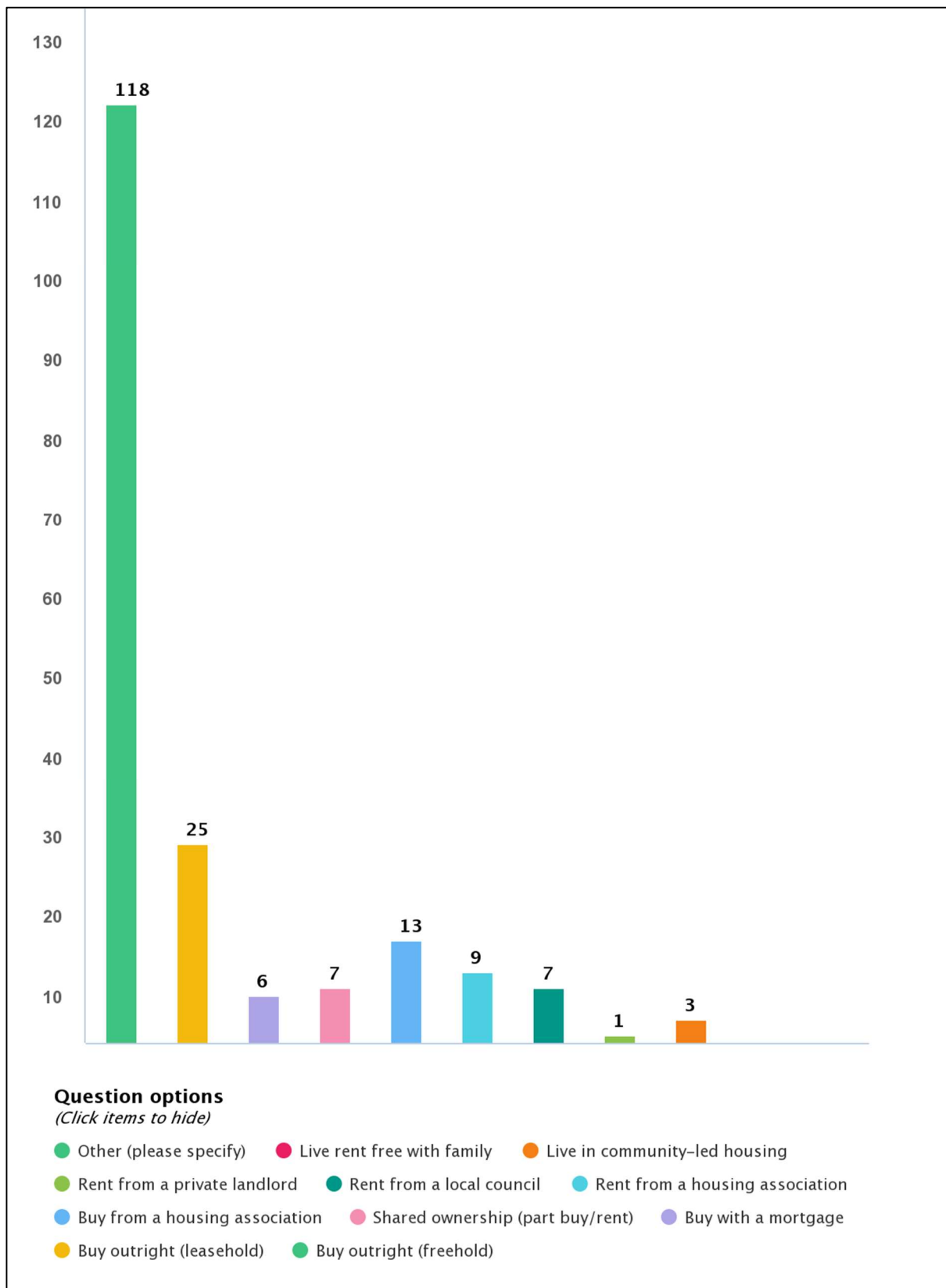


Figure 38. Tenure preferences (Renters)

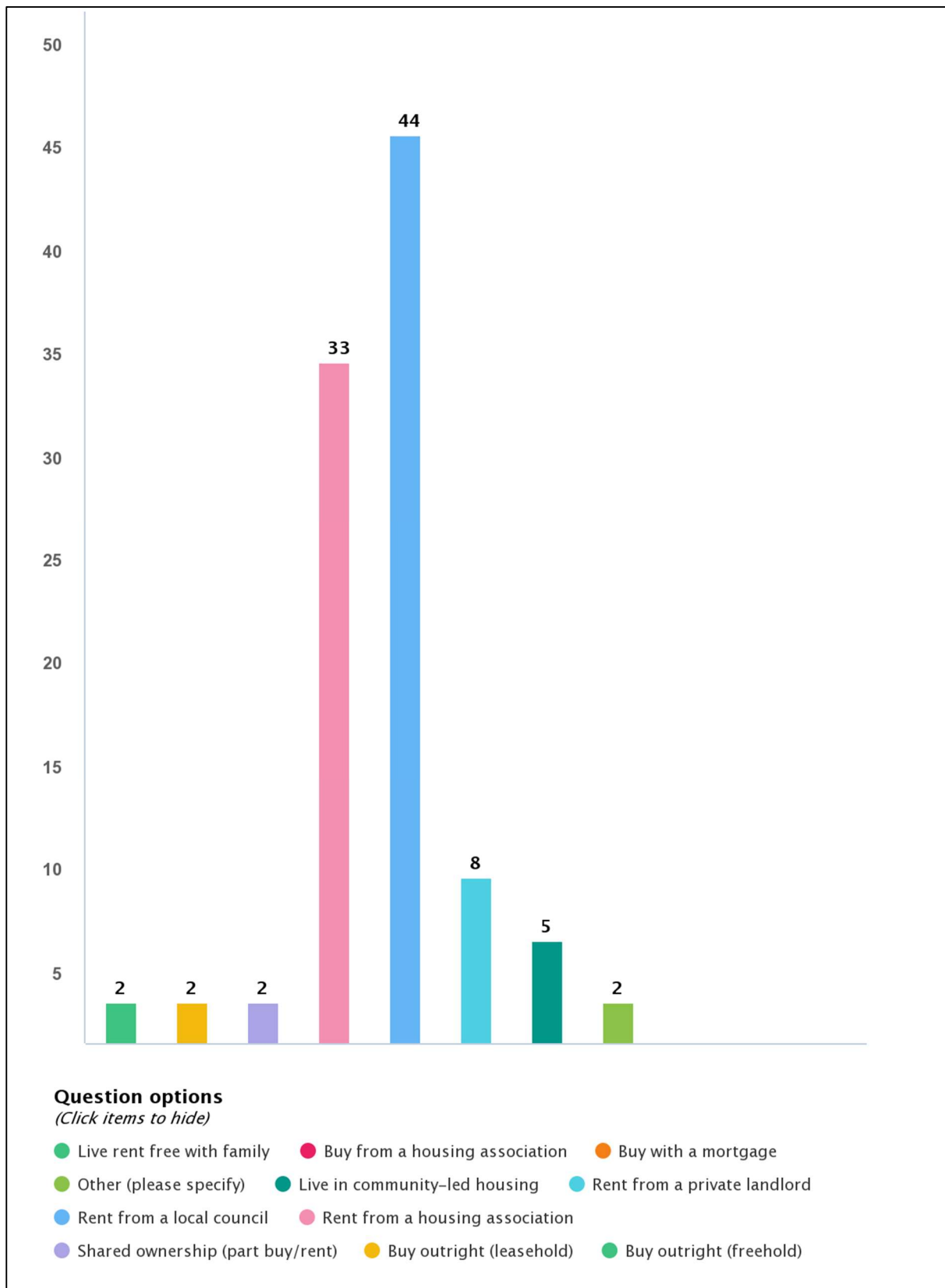


Figure 39. Changes and adaptations made or needed (All tenures)

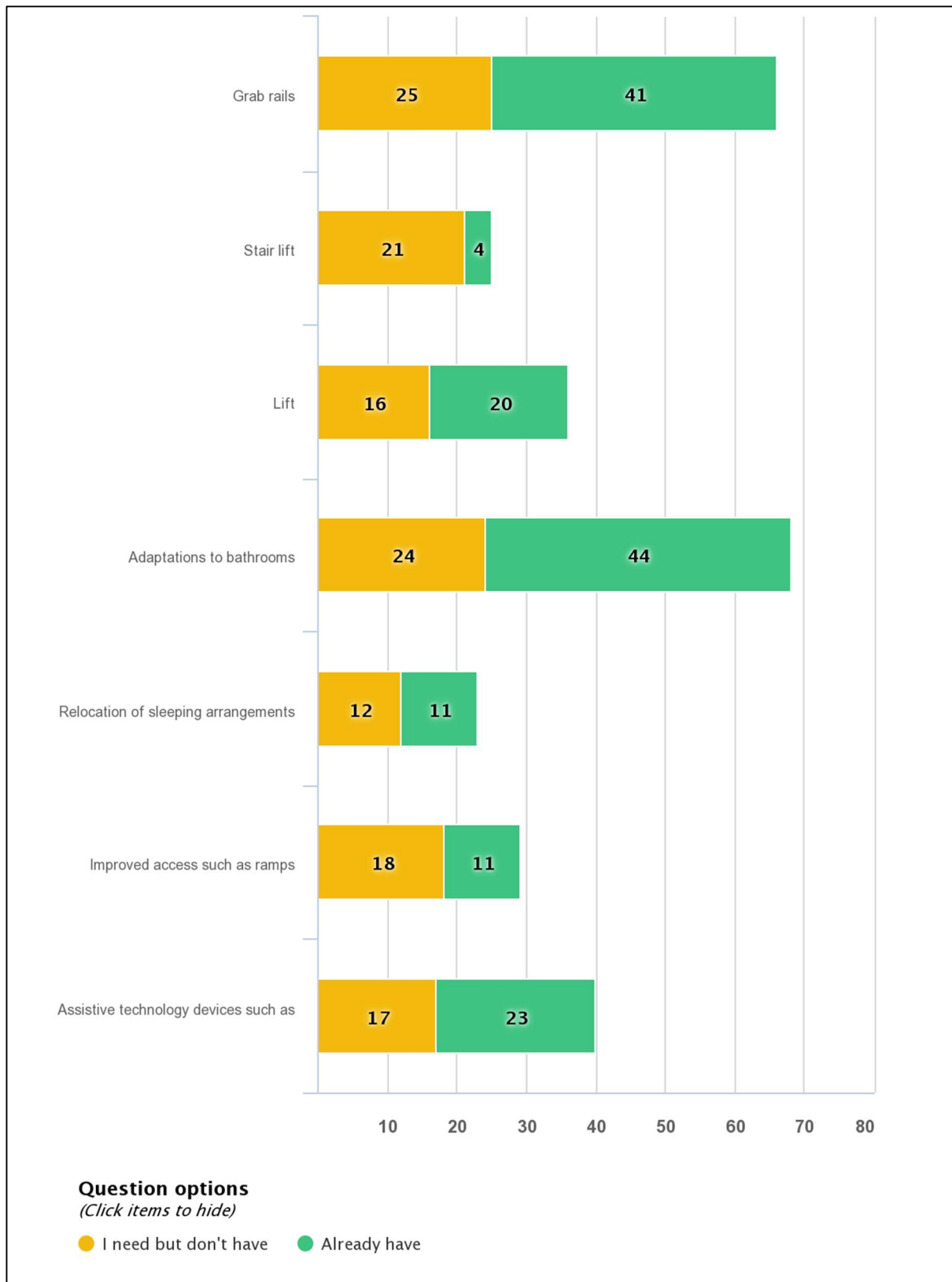


Figure 40. Changes and adaptations made or needed (Owner occupiers)

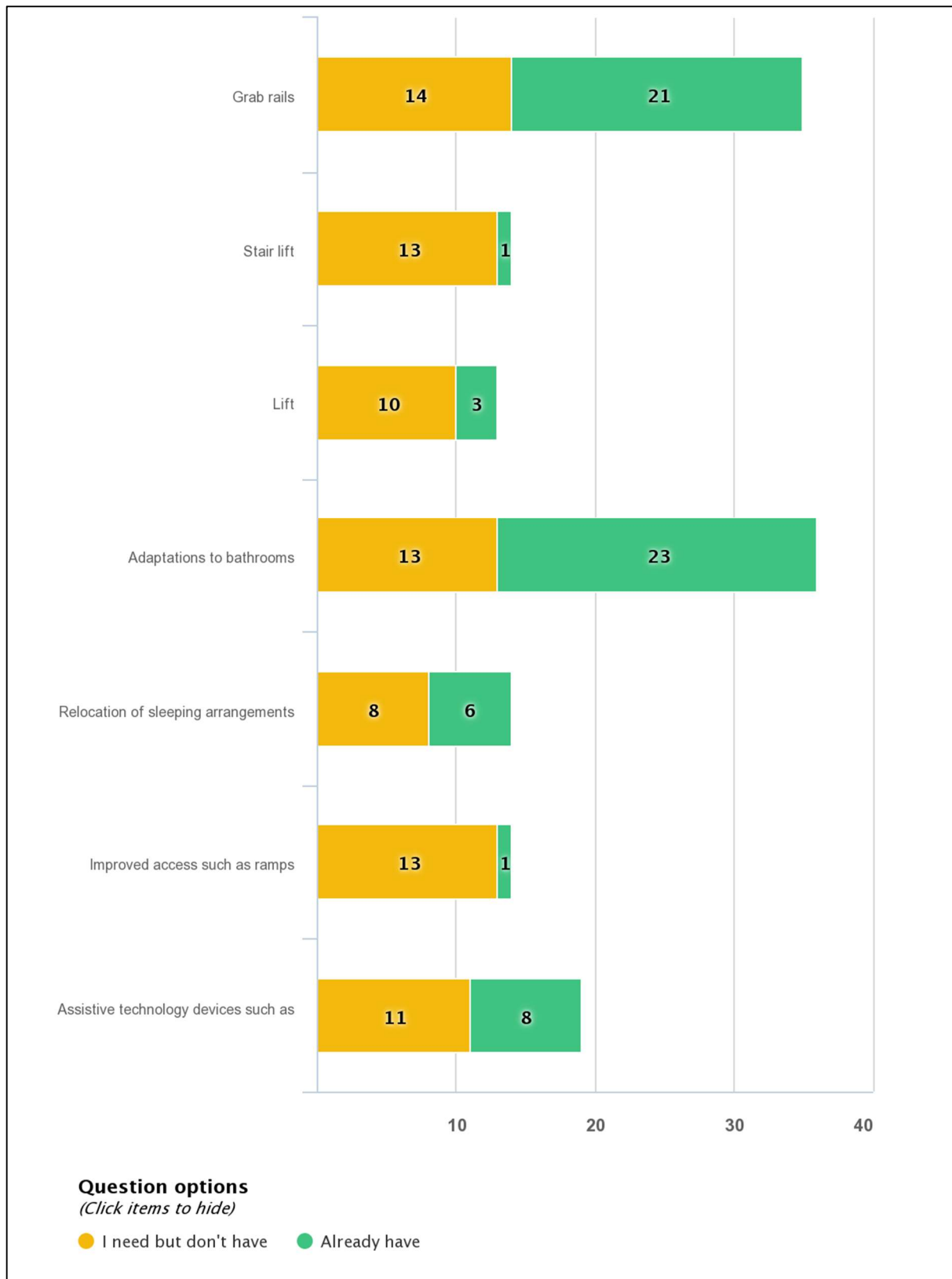


Figure 41. Changes and adaptations made or needed (Renters)

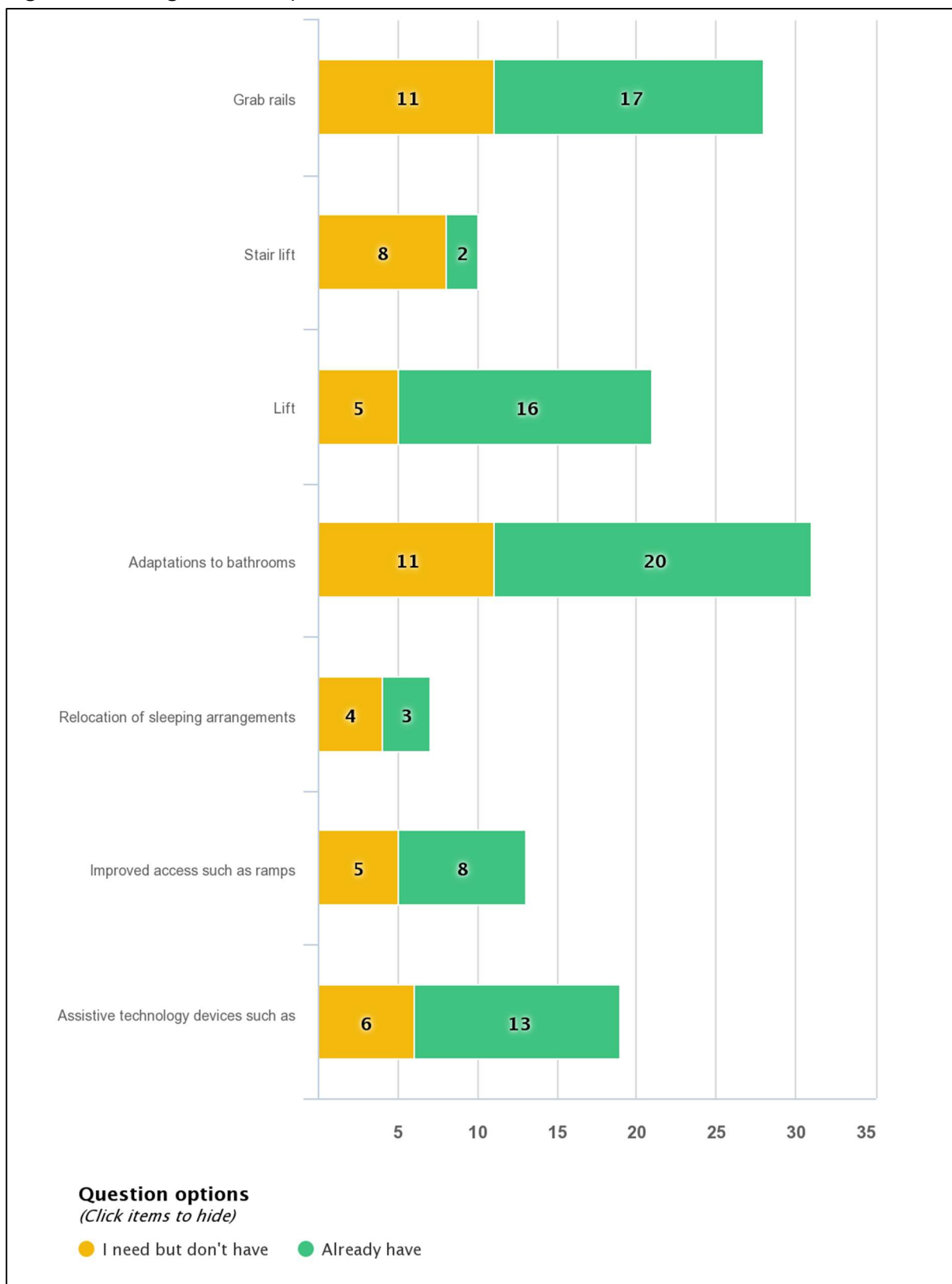




Figure 42. Five biggest challenges with respect to home circumstances (All tenures)

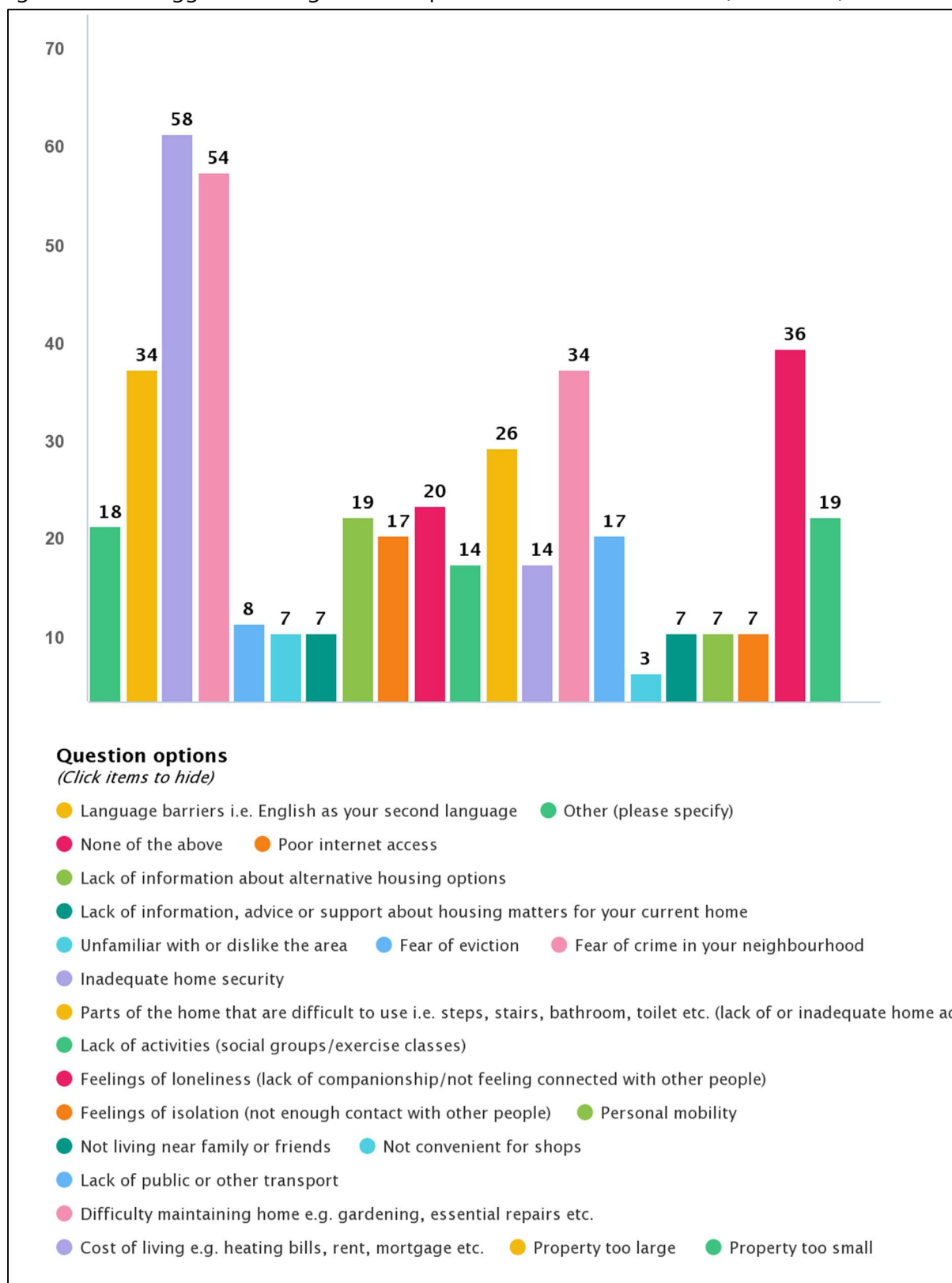


Figure 43. Five biggest challenges with respect to home circumstances (Owner occupiers)

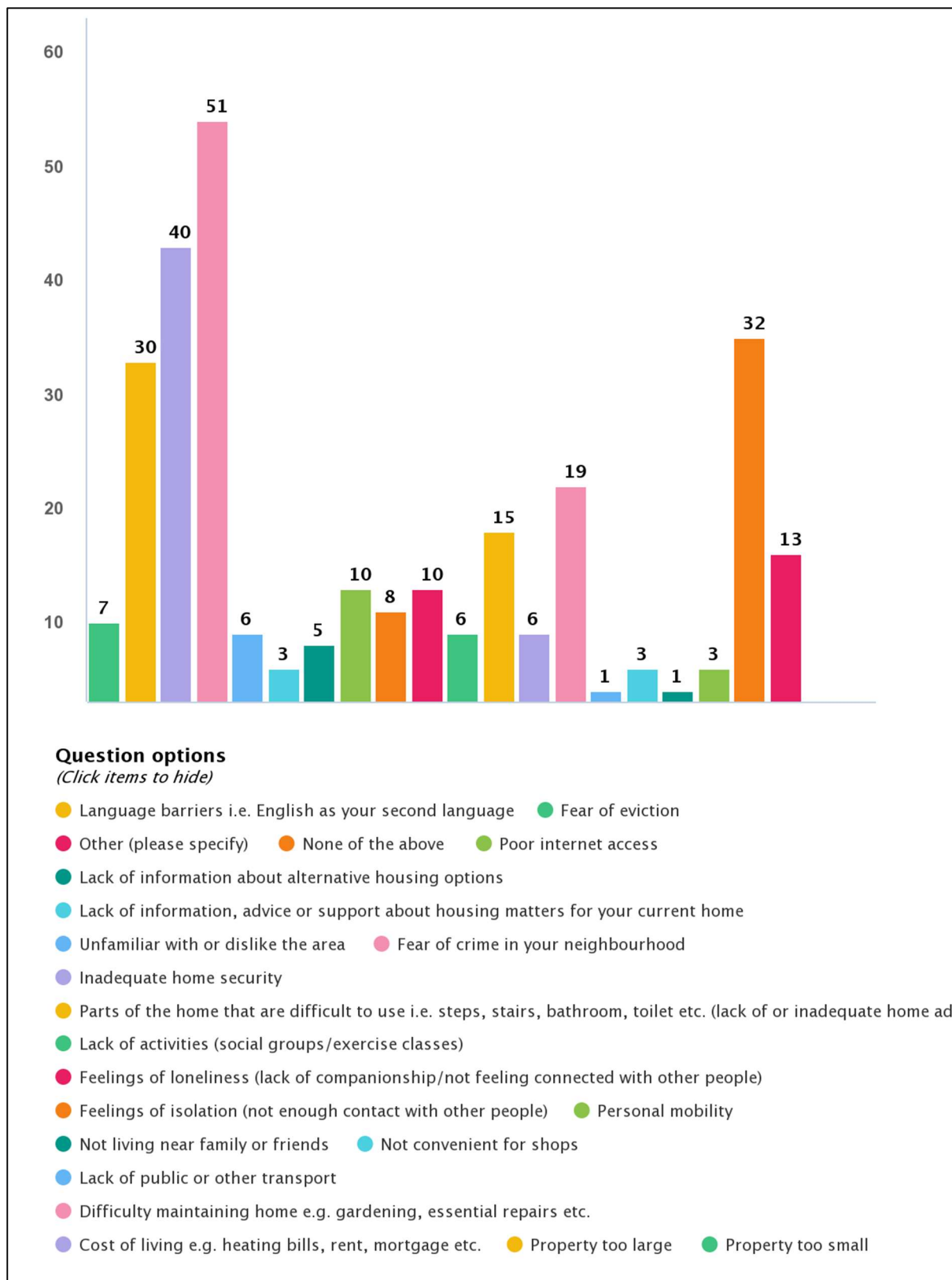
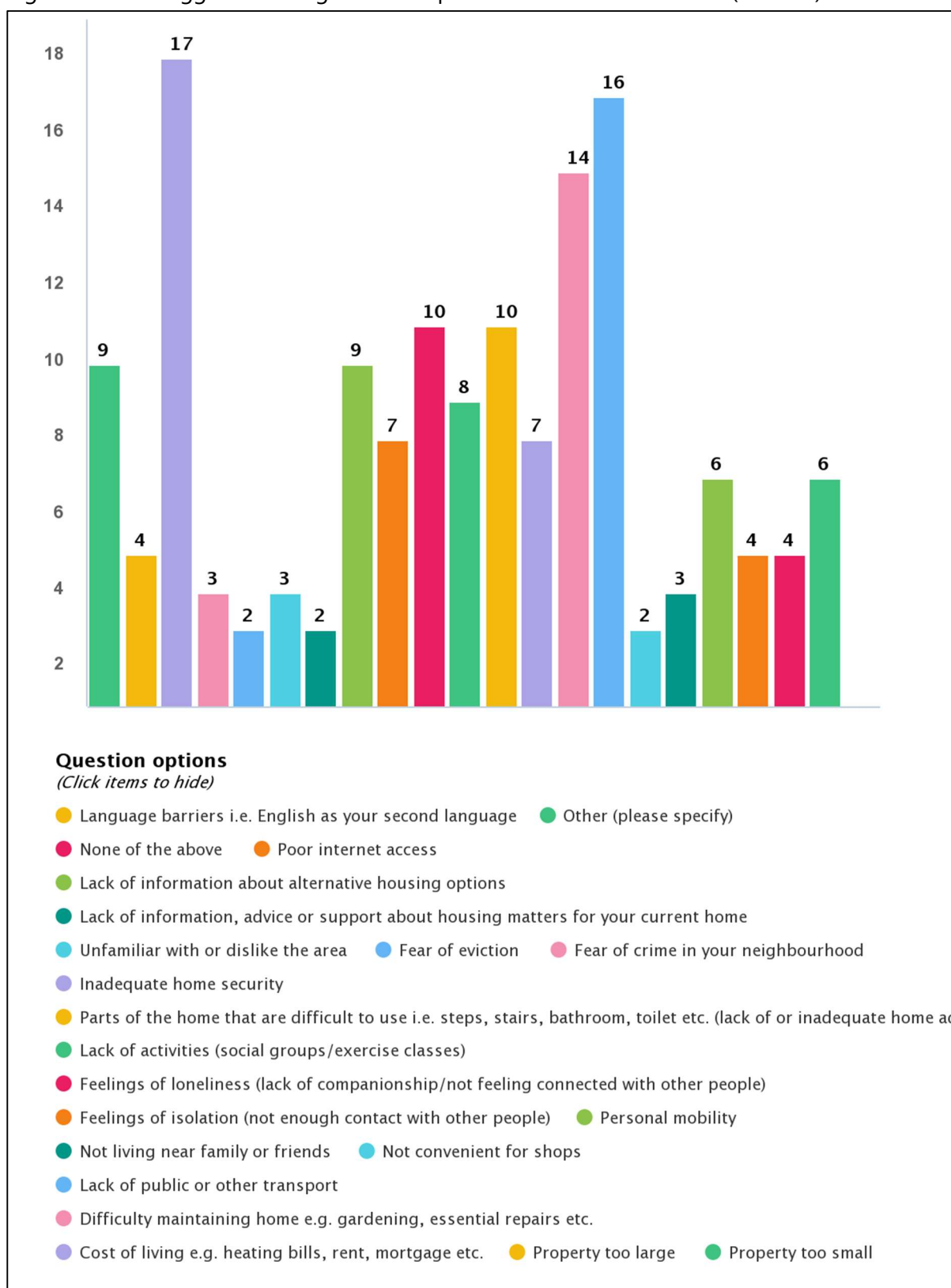


Figure 44. Five biggest challenges with respect to home circumstances (Renters)



## Annexe 4. Case studies of contemporary housing suited to older people

### *Changes to existing housing for older people*

CASE STUDY	
Name	Worsnop House
Location	Colchester
Developer/landlord	Colchester Borough Homes
Scheme overview	<p>Worsnop house is in Old Heath Road Colchester. There are 28 one-bedroom and 3 two-bedroom self-contained modern apartments located in a two-storey building with two lifts. Set in attractive gardens with a large garden leading from the communal facilities on the ground floor with a conservatory, seating area and water feature. Mobility scooter storage and parking spaces are available on site for residents and visitors. All apartments benefit from a balcony or terrace space and are complemented by a range of communal facilities including guest room facilities for friends or family who may wish to stay nearby when visiting.</p> <p>In 2015 the scheme saw a refurbishment of the 1978 property that modernised the communal areas. The refit of at Worsnop House, carried out by Colchester Borough Homes and Colchester Council, was the winner of the efficiency and innovation in property prize at the Colchester Business Awards.</p>
Tenure mix/affordability	Social rent
Housing/care provider arrangement	Colchester Borough Homes – no care provider as sheltered housing
Link	<a href="https://cbhomes.org.uk/find-a-home/sheltered-housing-and-extra-care/worsnop-house/">https://cbhomes.org.uk/find-a-home/sheltered-housing-and-extra-care/worsnop-house/</a>

Housing needs assessment: Housing and accommodation for older people



## Housing needs assessment: Housing and accommodation for older people

CASE STUDY	
Name	Llys y Mynydd, Rhos and Tir y Capel, Llay
Location	Wrexham, North Wales
Developer/landlord	Wrexham Borough Council
Scheme overview	<p>Wrexham Borough Council has embarked on an ambitious Sheltered Housing Remodelling and Refurbishment Programme which has involved the remodelling and refurbishment of two sheltered housing schemes at Llys y Mynydd, Rhos and Tir y Capel, Llay and complementary new build apartments to the rear of the existing scheme at Llay.</p> <p>The new assisted living apartments are designed to be 'care ready' with the latest technology improving health and wellbeing. The council aims to help older people remain independent in their own home for longer by investing in the upgrades. The main works to be carried out include:</p> <ul style="list-style-type: none"> <li>• Remodelling the existing layout to increase the sizes of the flats</li> <li>• Provide good storage facilities within the flats</li> <li>• Refurbish the communal lounges</li> <li>• Improve the energy efficiency of the scheme</li> <li>• Increase the car parking provision around the scheme</li> </ul>
Tenure mix/affordability	Social rent
Housing/care provider arrangement	Wrexham Borough Council
Link	<a href="https://www.wrexham.gov.uk/sites/default/files/2021-05/Sheltered%20housing%20newsletter%20-%20Jan%202020%20en.pdf">https://www.wrexham.gov.uk/sites/default/files/2021-05/Sheltered%20housing%20newsletter%20-%20Jan%202020%20en.pdf</a>



Housing needs assessment: Housing and accommodation for older people

<b>CASE STUDY</b>	
Name	Castle Court
Location	County Durham
Developer/landlord	Derwentside Housing
Scheme overview	<p>Derwentside Housing's Castle Court, a remodelled sheltered housing scheme on a site which brought together three separate buildings, including a dated sheltered housing scheme, children services and temporary accommodation units for the NHS in County Durham. The intention has been to:</p> <ul style="list-style-type: none"> <li>• Redesign and refashion existing sheltered housing.</li> <li>• Improve age friendliness.</li> <li>• Extend the building's useful lifespan.</li> <li>• Focus on making sheltered housing a more attractive housing choice with a focus on the 'pull' factors (that will attract older people to want to move there).</li> </ul>
Tenure mix/affordability	Social rent and rent to buy
Housing/care provider arrangement	Derwentside Housing
Mix of support/care needs accommodated	Mixture of needs
Link	<a href="https://www.housinglin.org.uk/assets/Resources/Housing/Practice_examples/Housing_LIN_case_studies/HLIN_CaseStudy90_Derwentside.pdf">https://www.housinglin.org.uk/assets/Resources/Housing/Practice_examples/Housing_LIN_case_studies/HLIN_CaseStudy90_Derwentside.pdf</a>

Housing needs assessment: Housing and accommodation for older people





Housing needs assessment: Housing and accommodation for older people

*Care ready housing*

<b>CASE STUDY</b>	
Name	+Home
Location	Sunderland
Developer/landlord	Igloo Regeneration and Sunderland City Council
Scheme overview	<p>Igloo's +Home was the joint winner of the UK government's Home of 2030 competition and working with Sunderland City Council they now plan to build the scheme at the month-long Future Living Expo in Sunderland in 2023.</p> <p>Igloo's +Home helps communities to build green, walkable, vibrant neighbourhoods, bypassing traditional housebuilders. +Home's 'care readiness' is demonstrated by its flexible and customisable build, meaning they can meet every occupier's individual needs during their lifetime. As well as being equipped with the infrastructure to provide smart and connected homes.</p> <p>Instead of traditional house designs +Home proposes community-led and self-build that people can design themselves. The homes are simple to build with affordable frames and components, are climate friendly and can be recycled at the end of their lives.</p> <p>At the heart of the model is the +Home connected platform, a collective database that developers, manufacturers, installers, and homeowners can all use in the delivery process.</p>
Mix of support/care needs accommodated	There are no requirements for residents to have any care needs to live here. However, the development has been flexibly designed to meet the different needs of residents so that they can remain in their homes should their needs change.
Link	<a href="http://www.iglooregeneration.co.uk/2020/12/04/igloo-joint-winner-home-of-2030-competition/">http://www.iglooregeneration.co.uk/2020/12/04/igloo-joint-winner-home-of-2030-competition/</a>

Housing needs assessment: Housing and accommodation for older people



Housing needs assessment: Housing and accommodation for older people

CASE STUDY	
Name	Bruyn's Court
Location	South Ockendon, Thurrock, Essex
Developer/landlord	Thurrock Council
Scheme overview	Bruyn's Court features 25 flats, all of which are flexibly designed to adapt to meet the changing needs of residents as they grow older. The scheme does not provide care and support services, but the aim of the scheme is to radically improve the standard of living for older people in Thurrock, taking account of their social and physical needs, and encouraging social interaction and mutual support. The development has also been designed to help revitalise the town centre, modernising the local built environment while adding further commercial viability to the town centre shops. It has been designed to HAPPI standard, lifetime homes and Sustainable Code Level 4.
Tenure mix/affordability	Social rent (social landlord)
Housing/care provider arrangement	Housing Management provided by Thurrock Borough Council. The scheme does not provide care and support services.
Mix of support/care needs accommodated	There are no requirements for residents to have any care needs to live here. However, the development has been flexibly designed to meet the different needs of older residents so that they can remain in their homes should their needs change.
Link	<a href="https://www.housinglin.org.uk/assets/Resources/Housing/Practice%20examples/Housing%20LIN%20case%20studies/HLIN%20CaseStudy%20145%20BruynsCourt.pdf">https://www.housinglin.org.uk/assets/Resources/Housing/Practice examples/Housing LIN case studies/HLIN CaseStudy 145 BruynsCourt.pdf</a>

Housing needs assessment: Housing and accommodation for older people



CASE STUDY	
Name	Tree Top Village
Location	Newcastle
Developer/landlord	Newcastle City Council & Your Homes Newcastle
Scheme overview	This is not an extra care scheme, though each apartment can be easily adapted to respond to a range of needs and has a level access shower, a transfer area and access to an on-site scooter store. The scheme offers 75 sheltered housing apartments, bordered by 36 one and two-bedroom homes and 8 bungalows with gardens.
Tenure mix/affordability	Social rent (social landlord)
Housing/care provider arrangement	Non-resident housing management staff (Your Homes Newcastle). No onsite care provider
Mix of support/care needs accommodated	There are no requirements for residents to have any care needs to live here.
Link	<a href="https://www.housinglin.org.uk/News/New-Housing-LIN-Case-Study-Tree-Top-Village-in-Walker-Newcastle/">https://www.housinglin.org.uk/News/New-Housing-LIN-Case-Study-Tree-Top-Village-in-Walker-Newcastle/</a>

Housing needs assessment: Housing and accommodation for older people



*Housing with care and retirement villages - Extra Care Housing*

<b>CASE STUDY</b>	
-------------------	--

Housing needs assessment: Housing and accommodation for older people

Name	Nightingale Lodge
Location	Romsey, Hampshire
Developer/landlord	Places for People
Scheme overview	Nightingale Lodge includes 54 one- and two-bedroom apartments for people over the age of 55. Its facilities include, a 'pay as you dine' restaurant, a wellness suite and on-site salon. Each apartment has its own private balcony or outside terrace. It is an example of a housing provider seeking to rebrand 'extra care', it has chosen the terminology 'Living Plus'.
Tenure mix/affordability	Affordable Rent and Shared Ownership
Housing/care provider arrangement	Housing Management and care is provided by Places for People's supported living provider, Living Plus
Mix of support/care needs accommodated	Mix of care needs accommodated.
Link	<a href="https://www.livingplus.co.uk/find-a-home/nightingale-lodge/">https://www.livingplus.co.uk/find-a-home/nightingale-lodge/</a>



<b>CASE STUDY</b>	
Name	Tamar Court
Location	Worle, Western-super-mare

Housing needs assessment: Housing and accommodation for older people

Developer/landlord	Alliance Homes
Scheme overview	Tamar Court is an Extra Care scheme consisting of 65 one- and two-bedroom apartments capable of accommodating residents with early to severe forms of dementia, whilst also incorporating a council run 'daycare' dementia wellbeing centre.  The range of shared facilities include, a restaurant, communal lounge on each floor, pamper room, shared gardens and a guest room.  They have found the tenure mix has led to a younger demographic of resident, requiring a greater ability to manage their own future.
Tenure mix/affordability	50% Affordable Rent and 50% Shared Ownership
Housing/care provider arrangement	Housing Management is provided by Alliance Homes  The care service is provided by Alliance Living Care
Mix of support/care needs accommodated	Mix of care needs accommodated. Apartments accommodate residents with early to severe forms of dementia.
Link	<a href="https://www.alliancehomes.org.uk/find-a-home/tamar-court/">https://www.alliancehomes.org.uk/find-a-home/tamar-court/</a> <a href="https://www.housinglin.org.uk/_assets/Events/2017-09/Tansill_120917.pdf">https://www.housinglin.org.uk/_assets/Events/2017-09/Tansill_120917.pdf</a>



<b>CASE STUDY</b>	
Name	Quayside



Housing needs assessment: Housing and accommodation for older people

Location	Totnes, Devon
Developer/landlord	Guinness Partnership
Scheme overview	Quayside is Guinness's latest extra care housing development, located in Totnes close to the River Dart, for people aged over fifty-five. The development has 30 apartments for shared ownership and 30 for affordable rent. The communal facilities include a café bistro, activity areas, and a 'pamper suite' where residents can arrange haircuts, manicures and beauty treatments. There is no large communal lounge; rather, smaller sitting areas take advantage of the views from the site. The internal decor and layout are designed to be dementia friendly but in a way that is attractive and luxurious.
Tenure mix/affordability	Affordable rent and shared ownership Tenure mix is intended to make the scheme relevant to people from a range of demographic/socio-economic backgrounds
Housing/care provider arrangement	Housing Management is provided by The Guinness Partnership. There is a 24/7 staff presence including a Registered Manager, Concierge and care staff. The care service is provided by Guinness Care. 24 hours a day, 7 days a week.
Mix of support/care needs accommodated	Mix of care needs accommodated: <ul style="list-style-type: none"> <li>• Low being 0 – 5 hours of care per week (20% of the flats are allocated on this basis)</li> <li>• Moderate being 10 – 5 hours of care per week (30% of the flats are allocated on this basis)</li> <li>• High being more than 10 hours of care per week (50% of the flats are allocated on this basis)</li> </ul>
Link	<a href="https://www.guinnesshomes.co.uk/our-developments/quayside-totnes">https://www.guinnesshomes.co.uk/our-developments/quayside-totnes</a>





Housing needs assessment: Housing and accommodation for older people

<b>CASE STUDY</b>	
Name	The Orangery
Location	Bexhill, East Sussex
Developer/ landlord	AmicusHorizon (now Optivo), in partnership with East Sussex County Council (ESCC) and Rother District Council (RDC)
Scheme overview	The Orangery, a scheme developed by AmicusHorizon (now Optivo), in partnership with East Sussex County Council and Rother District Council, in Bexhill, East Sussex. It has 58 fully accessible, affordable apartments with six fully wheelchair accessible 'open market' sale houses. The community space is also easily accessed by local people, used for a range of activities. All the rented apartments are let to people with care needs, and the aim is to maintain a mix of people with low, medium and high care needs.
Tenure mix/affordability	Social rent (social landlord) and shared ownership (OPSO) – between 40% and 75% ownership. Tenure mix is intended to make the scheme relevant to people from a range of demographic/socio-economic backgrounds
Housing/care provider arrangement	Care provider is Mears Care. Housing management is provided by Optivo. A 24/7 care team is based on site.
Mix of support/care needs accommodated	The aim is to maintain a balance of those with low, medium and high needs.
Link	<a href="https://www.housinglin.org.uk/assets/Resources/Housing/Practice_examples/Housing_LIN_case_studies/HLIN_CaseStudy_138_The-Orangery.pdf">https://www.housinglin.org.uk/assets/Resources/Housing/Practice_examples/Housing_LIN_case_studies/HLIN_CaseStudy_138_The-Orangery.pdf</a>



Housing needs assessment: Housing and accommodation for older people

<b>CASE STUDY</b>	
Name	Waterside Court
Location	Loughborough, Leicestershire
Developer/landlord	EMH Homes
Scheme overview	<p>Waterside Court is located approximately ½ mile from Loughborough town centre and has been designed specifically for people with care and support needs. The three-storey scheme combines 62 one- and two-bedroom self-contained apartments.</p> <p>There is a range of communal spaces; including an arts and crafts room, lounges, restaurant, cinema room, hairdressers, library and guest suite.</p> <p>The scheme has on-site care and support staff (24 hours, 7 days a week), non-resident management staff and emergency alarm system. Residents are predominantly over 55 years of age, applications from younger people with a disability are assessed on a case-by-case basis.</p>
Tenure mix/affordability	<p>Social rent (social landlord)</p> <p>Tenure is designed to make this scheme relevant to people from lower income groups.</p>

Housing needs assessment: Housing and accommodation for older people



Housing/care provider arrangement	EMH Homes manages housing, property and tenant involvement. Care Provider – Key 2 Care Ltd.
Mix of support/care needs accommodated	Applicants require a minimum of 3.5 hours care per week; eligibility is assessed by Leicestershire County Council. Support is offered for residents with dementia, sensory impairments, learning difficulties and disabilities, autism, medical conditions and health difficulties, physical conditions or difficulties as well and speech language and communications needs. There is a mix of tenants with high / medium / low care needs.
Link	<a href="http://lin.housingcare.org/housing-care/facility-info-162734-waterside-court-loughborough-england.aspx">http://lin.housingcare.org/housing-care/facility-info-162734-waterside-court-loughborough-england.aspx</a>



**CASE STUDY**

Housing needs assessment: Housing and accommodation for older people

Name	Limelight
Location	Old Trafford
Developer/landlord	Trafford Housing Trust
Scheme overview	Located at Old Trafford, the development integrates 81 extra-care apartments with GP surgeries and community facilities, including a café, event space, library and nursery. Offices for council services and social enterprises are also provided, together with sports and recreation facilities and the re-provision of St Brides Church. Limelight is one of the first integrated hubs to be delivered in the UK and is a model for future age friendly developments.
Tenure mix/affordability	A total of 81 one and two-bed apartments comprising 21 two-bed extra care apartments offered on an Older People's Shared Ownership (OPSO) basis and 60 one and two-bed properties available to rent. Relevant to people from a mix of socio-economic backgrounds but with a focus on lower income groups
Housing/care provider arrangement	Housing provider: Trafford Housing Trust Onsite care provider: Trafford Housing Trust (Trustcare)
Mix of support/care needs accommodated	The service aims to support people with a range of care needs, from a relatively low level of need to those with a high level of dependency. Alongside the provision of 24/7 formal care for extra care housing residents, Limelight has been pioneering a signposting approach (sometimes referred to as 'social prescribing'), with qualified health practitioners working alongside other service providers to steer people towards physical, social and mentally stimulating activities. The aim is to help reduce many of the health and care issues faced by older and vulnerable people.
Link	<a href="https://www.housinglin.org.uk/assets/Events/2018-02/WhyLimelight_070218-.pdf">https://www.housinglin.org.uk/assets/Events/2018-02/WhyLimelight_070218-.pdf</a>



*Housing with care and retirement villages - Retirement Villages*

Housing needs assessment: Housing and accommodation for older people

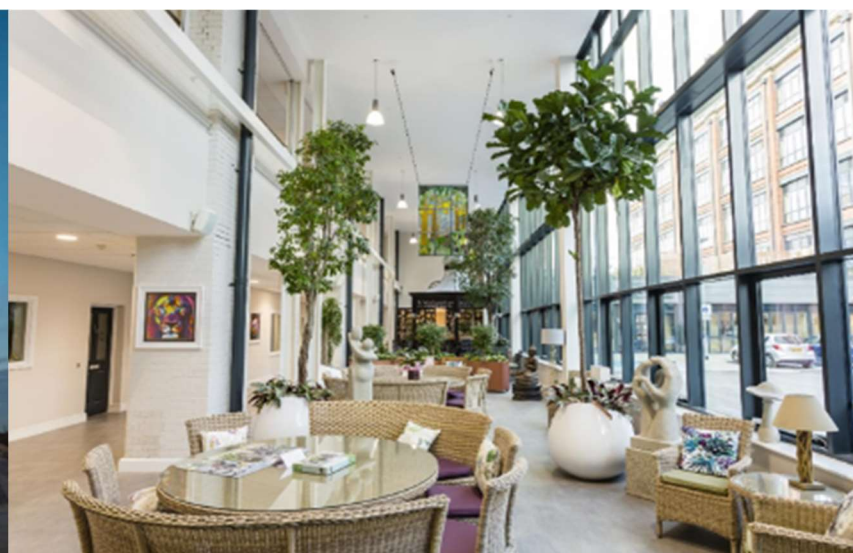
CASE STUDY	
Name	Bishopstoke Park
Location	Eastleigh, near Southampton
Developer/landlord	Anchor
Scheme overview	<p>Bishopstoke Park is a retirement village that offers a range of one- and two-bedroom independent living apartments which all have access to all of Anchor's Homecare services on a menu basis.</p> <p>At the heart of the village sits Orchard Gardens, a care home with en-suite bedrooms for 48 residents.</p> <p>It is an example of a housing association providing its equivalent to luxury retirement living. As demonstrated by the quality of the apartments and onsite features which include a state-of-the-art wellness centre and spa offering a luxurious swimming pool, hot tub, steam room, sauna, and fully equipped gymnasium.</p>
Tenure mix/affordability	Ownership and shared ownership
Housing/care provider arrangement	<p>Housing management is provided by Anchor</p> <p>Care is provided by Anchor's care and support service AnchorHomecare</p>
Mix of support/care needs accommodated	<p>There is a mix of care needs supported, from none, to people with a high level of need for care and support.</p> <p>There is an on-site care staff team (24/7 days) and a care home situated onsite.</p>
Link	<a href="https://www.anchor.org.uk/our-properties/bishopstoke-park-bishopstoke">https://www.anchor.org.uk/our-properties/bishopstoke-park-bishopstoke</a>





Housing needs assessment: Housing and accommodation for older people

CASE STUDY	
Name	The Chocolate Quarter
Location	Keynsham, Somerset
Developer/landlord	St Monica Trust (SMT)
Scheme overview	<p>The village consists of 136 apartments and a 93-bed nursing care home. The care home includes provision for dementia care, general nursing beds, palliative care and intermediate/rehab care. There is also a GP practice on site and co-working opportunities through separate commercial ventures. The development is located on the site of the former Cadbury's chocolate factory within a larger site known as Somerdale.</p> <p>Offers some 'intergenerational' aspects, due to sharing its site with a number of facilities which are open to the public, including a cinema, restaurants and a health spa.</p>
Tenure mix/affordability	<p>100% Leasehold. A mixture of one and two-bedroomed properties.</p> <p>Relevant to owner occupiers and higher income groups.</p>
Housing/care provider arrangement	The care and the housing management is provided by St Monica Trust.
Mix of support/care needs accommodated	There is a mix of care needs, from none to people with a high level of need (especially in the care home). Housing with care scheme with on-site care staff (24/7)
Link	<a href="https://www.stmonicastrust.org.uk/villages/the-chocolate-quarter">https://www.stmonicastrust.org.uk/villages/the-chocolate-quarter</a>



*Intergenerational Housing*

<b>CASE STUDY</b>	
Name	Ravensbury regeneration
Location	Merton
Developer/landlord	Clarion Housing
Scheme overview	<p>Ravensbury is part of a £1bn Merton Regeneration Project creating 2,800 homes: replacing 1,000 existing homes and building 1,800 new homes. The aim is to create a multi-generational community with a variety of housing options designed to age-friendly principles. Flats for older people are discretely situated within the development, designed much the same but elevators and stairwells have slightly more width and space to allow for easier adaptation if needed.</p> <p>Larger, two-story units can be subdivided into smaller spaces and flex as needs change: stairwells are designed to accommodate stair-lifts and the dining room can become a ground floor bedroom. The homes are orientated to allow and encourage social connectedness; they also sit on short streets with green spaces nearby that provide opportunities for community stewardship.</p>
Tenure mix/affordability	Social rent and ownership
Housing/care provider arrangement	None provided
Mix of support/care needs accommodated	Not known
Link	<a href="https://www.myclarionhousing.com/my-community/regeneration-projects/merton-london/ravensbury">https://www.myclarionhousing.com/my-community/regeneration-projects/merton-london/ravensbury</a>

## Housing needs assessment: Housing and accommodation for older people

CASE STUDY	
Name	Melfield Gardens
Location	Lewisham
Developer/landlord	Phoenix Community Housing
Scheme overview	Melfield Gardens is a highly sustainable, affordable housing scheme on a constrained infill site in the London Borough of Lewisham for Phoenix Community Housing, a not-for-profit resident-led housing association. It is designed to a Passivhaus standard as the first step towards zero carbon.
Tenure mix/affordability	Most of the new homes are for people aged over 55 years, with some accommodation allocated for postgraduate students to bring the benefits of intergenerational housing. In return for spending time each week with older residents, the students will be charged a sub-market rent.
Housing/care provider arrangement	Affordable housing
Mix of support/care needs accommodated	The intention that the intergenerational concept will help create a community that cares for one another. The postgraduate students will be encouraged to spend time with older residents, offering company or participating in recreational activities in the communal spaces. There are all sorts of ways in which the students could contribute to the community being created – whether simply chatting or arranging and participating in social activities, students can all help combat loneliness.





*Cohousing Examples*

<b>CASE STUDY</b>	
Name	Marmalade Lane
Location	Cambridge
Developer/landlord	Developer: TOWN in partnership with Trivselhus & Mole Architects Landlord: Cambridge Cohousing Limited
Scheme overview	<p>Marmalade Lane is a developer-led cohousing scheme that involved close collaboration with resident group K1 Cohousing and involved two local authorities Cambridge City Council and South Cambridgeshire District Council.</p> <p>Marmalade Lane provides a mix of 2- to 5-bedroom terraced houses and 1- and 2- bedroom apartments.</p> <p>Marmalade Lane’s shared spaces and communal facilities are designed to foster community spirit and sustainable living. These include extensive shared gardens as the focal space of the community, with areas for growing food, play, socialising and quiet contemplation, and a flexible ‘common house’ with a play room, guest bedrooms, laundry facilities, meeting rooms, and a large hall and kitchen for shared meals and parties.</p> <p>The scheme is designed to exceptionally high environmental standards, using passive design principles and the houses are built using Trivselhus’ Climate Shield prefabricated timber frame panel system, which is manufactured in Sweden. Mechanical ventilation and heat recovery (MVHR) systems in all homes ensure a comfortable internal environment, and air source-heat pumps provide low carbon electricity.</p>
Tenure mix/affordability	Ownership and private rent
Housing/care provider arrangement	None provided. The intention is that as a cohousing community, residents look out for and provide informal support for each other.
Mix of support/care needs accommodated	None accommodated at present.
Link	<a href="https://marmaladelane.co.uk/">https://marmaladelane.co.uk/</a>

Housing needs assessment: Housing and accommodation for older people



Housing needs assessment: Housing and accommodation for older people

<b>CASE STUDY</b>	
Name	New Ground
Location	High Barnet, London
Developer/landlord	Housing for Women and OWCH
Scheme overview	<p>New Ground is a collaboration between the Housing Association, Housing for Women, and OWCH, a group of women over fifty who were seeking to create their own community as an alternative to living alone.</p> <p>It is a new build development of 25 self-contained flats with shared communal facilities and gardens, managed on cohousing principles. It consists of 11 one-bed, 11 two-bed and 3 three-bed room flats plus a common room, guest room, laundry and attractive gardens.</p> <p>Buildings are geared toward promoting social connection and to provide mutual support. Care needs of any residents are provided for externally to OWCH.</p> <p>OWCH also work with other similar cohousing groups at an early stage, offering advice mentoring and funding. OWCH also works with London councils and housing professionals to help setup similar projects in other areas.</p> <p>Housing for Women's role was to 'broker' relationships with larger housing associations with development capacity and access to land. This was needed because, from the start, the New Ground women were keen to be socially inclusive and provide for women who lacked equity and needed social rentals.</p>
Tenure mix/affordability	<p>17 owner occupancy (leasehold 250 year)</p> <p>8 for social rent (provided by Housing for Women – Housing Provider and Charity)</p>
Housing/care provider arrangement	Care needs of any residents are provided for externally to OWCH. The intention is that as a cohousing community, residents look out for and provide informal support for each other.
Mix of support/care needs accommodated	None accommodated at present.
Link	<a href="https://www.owch.org.uk/structure-of-owch">https://www.owch.org.uk/structure-of-owch</a>

Housing needs assessment: Housing and accommodation for older people



Housing needs assessment: Housing and accommodation for older people

<b>CASE STUDY</b>	
Name	The Threshold Centre
Location	North Devon
Developer/landlord	Synergy (now part of the Aster Group) and Threshold Community Interest Company
Scheme overview	<p>The Threshold Centre was the first co-housing scheme in England to involve a partnership between a group of residents and a housing association.</p> <p>The cohousing group made a direct approach to a local housing association. Synergy (now part of the Aster Group) had prior experience of working with local communities, particularly on supported housing. The umbrella organisation is Threshold Community Interest Company, which owns the freehold of all properties.</p> <p>Threshold Cohousing is an eco-community that comprises 14 new build self-contained homes that are situated around a communal green. The site also encompasses a 18<sup>th</sup> Century farmhouse which has spare rooms for guests, has a communal kitchen, sitting room, dining room and meditation room.</p> <p>North Dorset Council provided £20,000 of capital to help fund the scheme. They also supported EDHA and Threshold by lobbying the Homes and Communities Agency (now Homes England) to provide a higher-than-normal grant rate to cover abnormal scheme costs.</p> <p>Aster Housing Association financed 7 of the leasehold units and the others were funded privately by individuals.</p>
Tenure mix/affordability	<p>7 Owner occupancy (leasehold from CIC)</p> <p>7 Owner occupancy (leasehold) or rented from Aster Housing Association</p> <p>3 rented rooms in the farmhouse (rented from CIC)</p>
Housing/care provider arrangement	None. As a cohousing scheme the community looks out for one another.
Mix of support/care needs accommodated	Not known
Link	<a href="https://cohousing.org.uk/case-study/partnership-route-cohousing/">https://cohousing.org.uk/case-study/partnership-route-cohousing/</a>

Housing needs assessment: Housing and accommodation for older people



*The use of technology*

CASE STUDY	
Name	Blackwood Housing Group
Location	Scotland
Overview	<p>Blackwood Housing Group is a Scottish housing association and care provider specialising in homes and care services for people with an independent living need. Codesign and co-creation are embedded into the creation of their products and services, involving customers, their families and staff teams. For example, the Blackwood House and Design Guide sets a new standard for beautiful, affordable, accessible and connected homes, providing homes that will adapt to tenants needs now and into the future.</p> <p>Blackwood’s CleverCogs™ customisable digital system enables residents to access many of Blackwood’s services online using a tablet-based app. As part of the wider Blackwood CleverCogs™ offer, all tenants can have WiFi connectivity in their home, are offered a Blackwood tablet device, are provided with free digital skills training for all levels to get online with confidence and ease as well as the CleverCogs™ Digital System. CleverCogs™ enables emergency alarms, care planning, home automation, communication including family and friends video calls, health and wellbeing advice as well as entertainment functions. CleverCogs™ enables tenants to achieve new levels of independence, promotes choice and control and, because the system is based around a series of tiles onscreen, it can be adapted to the individual needs of the user.</p> <p>One example is their new development in the Helenvale area of Glasgow. Many of their tenants have moved from residential care to independent living. They receive care and support from Blackwood, as well as the peace of mind that a 24/7 responder service is there to assist at the touch of a button. Staff can video call the tenants, triage the situation and respond as required. The homes achieve new levels of home automation and accessibility including rise and fall kitchen units and worktops, a rail system in the bathroom that make the space adaptable to suit individual needs.</p>
Link	<a href="https://www.blackwoodgroup.org.uk">https://www.blackwoodgroup.org.uk</a>

## Housing needs assessment: Housing and accommodation for older people



CASE STUDY	
Name	The ExtraCare Charitable Trust
Location	Nationwide
Overview	<p>The ExtraCare Charitable Trust are an extra care housing provider seeking to embed assistive and smart technology and digitalisation within their corporate plans. Through their Knowledge Transfer partnership with the University of West England (UWE) they learnt that a key to success is making sure that technology isn't just an add on. In practice this meant, introducing two 'innovation apartments' in every new village that showcased smart technology. This gave residents the opportunity to trial technology in real life environments. In turn, this enabled ExtraCare to better understand customer expectations and the impact technology has on residents' lives. As well as enhancing staff technology skills and confidence. To encourage uptake ExtraCare also embarked on a loan scheme in two villages – a 'smart market' – that aimed to give residents the opportunity to trial devices without the pressure to commit to a purchase.</p> <p>The innovation apartment at Solihull goes one step further, incorporating a new kitchen and bathroom with all features from their accessible design standard, produced in partnership with Motionspot. It showcases features such as drop-down cupboards in the kitchen, a rise and fall hob, grab rails in the bathroom that can easily be retrofitted or, for example, look like a normal shower rail. Better lighting and contrasts, sensors and smart tech devices demonstrate how residents can continue to live independently or just make life easier.</p>
Link	<a href="https://www.extracare.org.uk/newsroom/news/charity-opens-doors-to-innovationapartment-for-stoke-gifford-s-older-people">https://www.extracare.org.uk/newsroom/news/charity-opens-doors-to-innovationapartment-for-stoke-gifford-s-older-people</a>

## Housing needs assessment: Housing and accommodation for older people



CASE STUDY	
Name	Spey House - Astraline and Johnnie Johnson Housing (JJH)
Location	
Overview	<p>JJH is a not – for – profit housing association with properties across the north of England. Astraline is the in-house telecare, monitoring and response service providing support to over 70,000 customers across the UK.</p> <p>In November 2020, they embarked on a codesigned research project at one of their WiFi flooded schemes at Spey House, Stockport, Greater Manchester, and the Centre for Housing and Planning Research at the University of Cambridge. Funded by Dunhill Medical Trust, the purpose was to work with a group of residents with varying digital skills to understand how different digital and mobile technologies can enable them to live independently.</p> <p>With the customer at the centre of all that they do and using a variety of tools including pilot groups and personas, they were able to step into the customer’s shoes and introduce practical solutions to everyday problems. A range of devices were selected, individual needs were assessed, and testing took place over several months.</p> <p>Researchers captured their views which were then reviewed to assess the outcomes, noting, amongst many benefits, that residents felt more independent and safer, loved ones felt assured that support was only a call away and the burden on emergency services reduced. One resident used a smartwatch for the trial and reported that one of the benefits was that it looked like a normal watch but with added functionality. She felt that the watch gave her added security explaining; “I had a bad fall, and I pressed the button and they got in touch. They checked that I was okay and then called my daughter for me.” The ‘smartwatch has also increased the resident’s confidence as she commented; “It has built my confidence up quite a bit...., I go and visit my friend who lives upstairs, I go in the lift.”</p>
Link	<a href="https://www.astraline.co.uk/">https://www.astraline.co.uk/</a>



Housing needs assessment: Housing and accommodation for older people

