

A Review of Relevant Literature

Introduction

This project aims to consider the relationship between older people and housing agencies active in the areas in which they live or want to live and considers how housing organisations might work with local agencies representing older people. It does not assume any particular form of relationship between the two, but, given the objectives of the work, it is reasonable to assume that housing and the related issues of well-being, health, social care and support will form part of the investigations. However, there is some evidence that the processes involved are more complex when issues of finance, housing markets and aspirations are also thrown into the mix.

Housing associations owning and managing properties that are occupied by older people, either in the general or specialised stock, have a clear housing management and financial relationship with older residents and they may also enable or deliver other relevant services to those residents. Support and care services are particular examples, but there many others. In some cases, these services are delivered directly by the association that owns the property, but, in other cases, they are delivered by other housing associations, local authorities or companies, or through the informal care of relatives and friends.

The broader issues have begun to be recognised at a national level, and processes like First Stop¹ address a heady mixture of needs and aspiration at local levels. The purpose of the literature search is to explore evidence of practical and local relationships between housing organisations and older people's organisations that might represent templates to inform rapidly changing, national and local agendas.

Housing has both positive and negative impacts on older people's well-being. The location, design, cost and size of housing are known to be vital constituents of enabling successful ageing. Housing agencies therefore may be well placed (both through their physical location and the nature of their business) to address the broader needs and aspirations of local older people. The first report of the Government's 'Voice of Older People'² concluded that a large proportion of letters received were about housing. As well as concerns about paying for care and wardens, 'wanting independence and the means to stay in one's own home' was an important issue.

In some cases, housing associations have formed partnerships with other non-housing organisations representing or providing services to older people and may also have encouraged older people to take a more proactive role in organising and delivering the services they want or need.

In particular, Age UK has recognised the key issues surrounding older people's housing at a national level and local Age UKs and Age Concerns address local housing and housing related issues.

There is a vast literature about ageing and housing in England, ranging from state of the nation reviews to practical guidance on detailed issues. There is also lots of guidance at all levels, from national government to individual sheltered housing schemes and much of this addresses how complex interactions should work.

The emphasis of this literature review is to identify evidence of good ideas that operate successfully at a local level and which may legitimately involve local housing agencies working with local older people or their representative organisations. We are not looking for the traditional relationships of

¹ A national advice agency for older people considering a move to sheltered or other specialised housing. See <http://www.housingcare.org/>

² J Bakewell, Voice of older people, Annual Report 2009, Government Equalities Office, London, 2009

selling or rented housing or providing sheltered housing services, as valuable as these may be. We are looking for evidence of ways in which a local presence can add value to other services.

Despite the amount that has been written about older people's housing issues in the last decade there has been surprisingly little literature about the role of local organisations of older people. In a curious way, the local level has fallen between the two stools of national policy and older people as individuals. There is plenty of literature about the role of local authorities, but not too much about local organisations of older people, or about local groupings of older people.

Times are hard for small, often local, organisations promoting and delivering community services. Capacitybuilders most recent survey of local support providers³ shows that three-quarters (75%) of organisations that provide support and advice services to frontline voluntary and community groups expect their income to fall during the next 12 months. The report draws attention to the valuable role of infrastructure organisations helping small providers through difficult times. Support providers are increasingly affected by reductions in funding from local authorities.

Methods

We trawled an existing Microsoft Access database of over 500 volumes on housing and related subjects and searched websites including:

- Age UK
- Audit Commission
- Cabinet Office
- Cambridge Centre for Housing and Planning Research
- Capacitybuilders
- Care and Repair England
- Care Directions
- Care Quality Commission
- Centre For Housing and Support
- Centre for Housing Policy
- Centre For Policy On Ageing
- Commission for Social Care Inspection
- Communities and Local Government
- Department of Health
- Department for Work and Pensions
- DH Care Networks
- EAC/First Stop
- Financial Services Authority
- Foundations
- Housing and Communities Agency
- Housing Corporation Legacy site
- Housing 21
- Housing LIN
- International Longevity Centre
- Institute for Ageing and Health
- Joseph Rowntree Foundation
- King's Fund

³ Capacitybuilders, Survey of Local Civil Society Support Providers Fourth Report, Capacitybuilders, Birmingham, 2010

- National Housing Federation
- Number 10
- Office for Disability Issues
- Personal Social Services Research Unit
- Sheffield Institute for Studies on Ageing
- Social Care Institute for Excellence
- Social Issues Research Centre
- Tenant Services Authority
- Third Sector Knowledge Portal

Priorities for older people's services related to housing

In 2008, Age Concern UK⁴ considered the priorities for improving old people's well-being. At that time these included:

- Level and scope of warm front grants (increase levels and target better)
- Local advice and support for making housing decisions (impartial advice, quality varies from place to place, ageist assumptions about older people's preferences)
- Handyperson services
- Help with large repairs

Items on Age Concern's agenda were:

- Unfit dwellings (there should not be a focus on new dwellings and new mechanisms for unlocking small amounts of equity in addition to traditional equity release need to be developed)
- Unsuitable dwellings
- Housing for older people as a mainstream issue (support and care services need to be delivered to people in mainstream accommodation, should not be an over emphasis on extra care).
- A co-ordinated approach with health and social care

Many of the issues raised are still important, but events and a general election have rather passed this report by. Not all the changes have been negative. First Stop, for instance, is tackling the choice issues and some of the co-ordination issues. How far housing associations will be able and/or willing to pick up some of the broader housing related issues is difficult to assess. There may be a role for local Age UKs in identifying local priorities.

Changed Priorities

The Audit Commission produced piece of work⁵ on a similar theme in 2010 and, although it was published before the Government's spending reviews, it is written on the assumption that there will be substantial reductions in public spending.

⁴ Age Concern, The Age Agenda 2008, Age Concern, London, 2008

⁵ Audit Commission, Under Pressure - Tackling the financial challenge for councils of an ageing population, Audit Commission, London, 2010

The Commission identified four priorities:

- The need for a strategic response to the challenge
- A whole-system approach to managing costs
- The contribution of prevention and early intervention
- The role of better information

The Audit Commission's work looks specifically at the role of local authorities in addressing issues of an ageing population within their areas and concludes that authorities in general have not offered the leadership that central governments have expected. Work by IPPR⁶ suggests that there are specific design issues within the built environment, too.

This report argues that the ageing of the world's population is something to celebrate, but notes that older people do not seem to be getting any happier. There are issues beyond the traditional realms of pensions, health and social care. The report looks at international evidence on the effectiveness of different approaches to well-being, social care, employment and the built environment.

Some of the issues in the built environment are concerned with getting older people involved in the design process. The links between the built environment and well-being can be direct (for example views of green space reduce levels of depression and noise can cause anxiety) and indirect (for example stairs and long walking distances can prevent people from leaving their homes to socialise, in turn creating isolation and loneliness). The built environment can support people's well-being in the following ways:

- Reducing fear and anxiety
- Increasing physical activity
- Allowing contact with the natural environment
- Increasing social interaction
- Enabling independent living

An underlying problem is that we have designed our institutions and communities according to an image of life after 65 which is out of date.

In 2009, Help the Aged⁷ drew up its own list of priorities. These were:

- A virtuous circle of opportunity
- Personalised, 'smart' information and advice
- Reducing isolation – bringing the world to people
- Increasing independence and wellbeing
- Enabling access to activities and services
- Reclaiming the local
- Core enablers for a better future

⁶ Jonathan Clifton, Ageing and Well-Being in an International Context, IPPR, London, 2009. Available from: <http://www.ippr.org/members/download.asp?f=%2Fecomm%2Ffiles%2Fageing%5Finternational%5Fcontext%2Epdf>

⁷ Help the Aged, Future Communities - Re-shaping our society for older people, Help the Aged, London, 2009 http://policy.helptheaged.org.uk/NR/rdonlyres/F50529DD-460F-4975-9F29-AA0A4FD5F473/0/future_communities_100309.pdf

A report for IDeA and the Local Government Association⁸ came up with six ‘key messages’ for effective ageing strategies. These were:

- Thinking differently about older people
- Public services need to develop a more coherent strategic approach
- We must engage better with older people and rethink what engagement means
- Strong leadership is required to drive forward a cross-cutting, multi-agency later life agenda that goes beyond health and social care
- Successful local partnerships require a clear vision, a strong sense of purpose and a shared understanding of what matters to older people
- Performance measures need to be based on whole population outcomes reflecting wellbeing and quality of life, not broken down to particular ‘services’

These recommendations echoed the findings of the All Parliamentary Local Government Group⁹ the previous year which said that older people needed to engage with services at a fundamental level and be able to shape services based on their experience.

The Centre for Social Justice¹⁰ argues that any strategy to transform the lives of the poorest older people begins with combating social isolation. The report takes the view that there needs to be far more local co-ordination between services and charities. It is the role of the local council to bring stakeholders together. Active outreach is needed and a measure of community development. That will engage older people. A preventative strategy needs to be underpinned by improving existing housing stock to keep older people in the community for longer. This is most likely to be funded through new equity release schemes. A greater proportion of central government housing grants need to be directed to older people.

Resources

How older people manage and use their assets has a major impact on their well-being. Work from the Joseph Rowntree Foundation¹¹ contains some valuable insights into the way that different older people approach the issues involved in managing their assets. This may become increasingly important in difficult financial times, although the research finds evidence that there is some variation in how older people plan for the future.

Recent work for WRVS¹² has identified that older people made a net contribution of £40 billion to the UK economy in 2010. The report forecasts a net contribution from people over 65 of £77 billion

⁸ IDeA and Local Government Association, Getting On Well Together, LGA and IDeA, London, 2009
<http://www.lga.gov.uk/lga/aio/1875998>

⁹ All Parliamentary Local Government Group, Never Too Late for Living, LGIU, London, 2008
http://www.cpa.org.uk/cpa/Never_too_late_for_living.pdf

¹⁰ Centre for Social Justice, Age of Opportunity, Centre for Social Justice, London, 2011.
http://www.centreforsocialjustice.org.uk/client/downloads/20110629_AgeofOpportunity.pdf

¹¹ Katherine Hill, Karen Kellard, Sue Middleton, Lynne Cox and Elspeth Pound, Understanding resources in later life Views and experiences of older people <http://www.jrf.org.uk/system/files/2002-experiences-resources-older-people.pdf>

¹² WRVS, Gold Age Pensioners – Valuing the Economic Contribution of Older People in the UK, WRVS, Cardiff, 2011

<http://www.wrvs.org.uk/our-impact/reports-and-reviews/gold-age-pensioners>

by 2030. In terms of human resources, the same report identifies older people's substantial 'social glue' contributions through their contributions to their local community. These range from leadership to underpinning the viability of local services.

Leadership at local level

It is not clear who provides leadership at local level, or how far older people are able to act as leaders on issues that concern them. Older people have demonstrated that, given the right opportunities, they can address the most important issues. However, in 2008, the Audit Commission¹³ argued that, despite guidance from central government, local authorities had not moved much beyond seeing older people as consumers of health and support services, despite the fact that the future population will be increasingly diverse. This effects how they shape services.

Only a third of councils were prepared for an ageing population. The best councils innovate to adapt mainstream services for older people and work with public and private sector partners to drive improvement. The Commission took the view that increased awareness, better engagement and innovation could help many older people without significant expenditure. Interestingly, this report argued that local authorities did not provide leadership on older people's terms, but it was less clear, and perhaps did not really acknowledge, how older people can take on leadership themselves.

The Audit Commission's report found that the Labour Government's 'Opportunity Age'¹⁴ had little impact on local authorities, because, although it is clear, it has a low profile and the services that authorities need to deliver are not defined. Authorities are target driven and the report compares this to the effectiveness of another Government initiative, Every Child Matters¹⁵.

There are examples of good practice, mainly from authorities which have involved older people in designing services, although none of the examples are specifically on housing. However, there is some potential for getting older people involved in housing issues – age proofing, mystery shopping, and more direct involvement, with the aim of increasing efficiency and take up of services. The Commission's report recommended an age proofing approach.

A lot has changed since the Audit Commission's report, but it is unlikely that there is more scope for leadership initiatives from local authorities. Perhaps then, there is a void to be filled for locally based organisations that can work with older people to deliver the services they desire. The Government's localism proposals may offer some scope to fill the gap in leadership, but they might build social capital in not quite the way intended¹⁶.

Housing associations have traditionally been at the forefront of housing and service provision for older people. However, their trade body, the National Housing Federation (NHF), has recently drawn attention to the potential impact of cuts in central government capital and revenue funding. The NHF¹⁷ makes a particular point that even budgets that are set to increase over the next few

¹³ Audit Commission, Don't stop me now - Preparing for an ageing population, Audit Commission, London, 2008 http://www.cpa.org.uk/cpa/Dont_Stop_Me_Now.pdf

¹⁴ Department for Work and Pensions, Opportunity Age, HMSO, London, 2005 <http://www.dwp.gov.uk/docs/opportunity-age-volume1.pdf>

¹⁵ HM Treasury, Every Child Matters, HMSO, London, 2005 <http://www.education.gov.uk/consultations/downloadableDocs/EveryChildMatters.pdf>

¹⁶ See Colin Wiles, Localism – A Passport to Pimlico? At http://www.24dash.com/blogs/colin_wiles/2011/02/01/Localism-A-Passport-to-Pimlico/

¹⁷ National Housing Federation, Literature Review – Breaking the Mould: Re-visioning Older people's Housing, National Housing Federation, London, 2010 http://www.housing.org.uk/publications/find_a_publication/care_and_support/breaking_the_mould_re-vision.aspx

years may fail to keep up with demand. The provision of Disabled Facilities Grants is one such case. However, in the same report, the NHF predicts a growing market for housing associations in older people's services. This view is based on projections of ageing and the existing track record of housing associations in working effectively with older people.

The NHF¹⁸ notes that many older people are income poor and asset rich. The NHF quotes the All Parliamentary Group report that pointed out older people's existing reliance on informal care and the Audit Commission's¹⁹ forecast that private spending on social care will more than double between 2010 and 2026.

Local Age UKs are probably the best known older people's organisations. The appendix to this paper considers the services that age UKs offer. In 2008, the National Equality Partnership²⁰ found that there were 42,000 registered charities that target older people as beneficiaries. Organisations that are run by and for older people typically include organisations, groups and forums which bring older people together for social activities or other interests; self-advocacy groups; and forums of older people, which exist in many local areas to voice their concerns to policy makers and service providers.

The Partnership identified the support and gaps in support available to older people around the country and found a mixed pattern. In particular, there is limited knowledge about the representational and capacity building needs of organisations for and run by older people. The report concludes 'Organisations run by and for older people are mostly small, informal and have limited capacity, especially in the current context of commissioning. Lack of awareness or understanding of the sector by society and policy-makers along with the sector's own capacity limitations have contributed to a weak voice and scarce representation of the sector at local and regional levels. Older people's organisations are rarely networked at the local level, and have considerable infrastructure support needs. Generalist organisations are not currently well equipped to meet the sector's demands'.

The policy outlook

The Conservative and Liberal Democrat government elected in 2010 has a new legislative programme that contains proposals for some radical actions on publically funded services, which will have an impact on the services delivered to older people.

Proposed changes to the National Health Service (NHS) announced £89 billion for Primary Care Trusts (PCTs) and commissioning through General Practitioner (GP) consortia. The Localism Bill aims to devolve more powers to neighbourhoods and councils. The Government's guide to localism²¹ announces a shift of power to 'local communities'. Even some critics of the proposals see a role for

¹⁸ Op cit

¹⁹ ibid

²⁰ National Equality Partnership, Supporting Equality Groups – An overview of support to the diverse third sector in England, National Equality Partnership, London, 2008.
<http://www.nationalequalitypartnership.org/index.php/supporting-equality-groups/>

²¹ Department for Communities and Local Government, Decentralisation and the Localism Bill: An Essential Guide, Department of Communities and Local Government, London, 2010
<http://www.communities.gov.uk/documents/localgovernment/pdf/1793908.pdf>

housing associations, though. The Public Health White Paper, 'Healthy Lives, Healthy People'²² addresses both health and well-being. There is a specific mention of tackling excessive winter deaths through warmer housing and adapting the environment to make healthy approaches easier. The paper promises a responsive approach owned by communities.

'A Vision for Adult Social Care'²³ covers 'ageing well' and states that 'public health will have a major leadership role in prevention, promoting active ageing and tackling inequalities'. There are specific mentions for planning, housing, transport, social care and active independent people in their own homes. Neighbourhoods and houses can be better designed to support people's health, say by creating Lifetime Homes²⁴. The paper says, 'We want to create an environment that supports people in making healthy choices, and that makes these choices easier. On housing, for example, the Lifetime Homes Standard remains an important part of the Code for Sustainable Homes encouraging development of more homes that are accessible and that meet the needs of an ageing population'. There are commitments to support, adaptations and carers and to tackle age discrimination. Policy intentions are laudable and cannot be disputed by anyone with a genuine human interest in people, but an important test will be the resources available and the outlook here is not as optimistic.

So far, there are no signs that the personalisation agenda will not continue although shrinking resources are bound to have an impact on the capacity of local authorities to enable individuals to have personal budgets. Its underlying principles of choice and control will require²⁵ landlords housing people consuming social care services to find innovative ways of involving their customers. TPAS has argued that 'More widely, opportunities might exist for HIAs, and other providers of housing related services, to market their services to holders of social care personal budgets.'²⁶ This report concludes that, 'Effective service user engagement should be recognised, itself, as a critical success factor in delivering good quality, integrated social care, health and housing services.'

Some landlords that specialise in providing housing and related services to older people have already considered the cultural changes required from personalisation, particularly the need to work with older customers to design services. Housing 21 noted some of the opportunities for landlords in the personalisation agenda – 'There may be opportunities for landlords to develop skills in terms of building capacity among residents and local people to offer mutually beneficial services – enhancing the community development/enablement role.'²⁷

The Government's strategy for charities, voluntary and community groups and social enterprises²⁸ offers 'an opportunity for the voluntary sector to be more involved in empowering communities,

²² Department of Health, Healthy Lives Healthy People, HMSO, London, 2010
http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_122347.pdf

²³ Department of Health, A Vision for Adult Social Care, TSO, London, 2010
http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_121971.pdf

²⁴ See <http://www.lifetimehomes.org.uk/pages/lifetime-homes.html> for information on lifetime homes

²⁵ See Department of Health, Putting People First Progress Measure, Department of Health, London, 2009
<http://www.idea.gov.uk/idk/aio/13603402>

²⁶ TPAS, Putting People Centre Stage, Housing Learning and Improvement Network, London, 2010
http://www.tpas.org.uk/FileUploads/DOH_Report_TPAS.pdf

²⁷ Sarah Vallyelly, 'Building Choices': Personal Budgets and Older People's Housing – broadening the debate', Housing 21, Beaconsfield, 2008
http://www.dhcarenetworks.org.uk/library/Resources/Housing/Support_materials/Other_reports_and_guidance/Personal_Budgets_Summary.pdf

²⁸ Cabinet Office, Building A Stronger Civil Society, Cabinet Office, London, 2010.
http://www.cpa.org.uk/cpa_documents/building_stronger_civil_society.pdf

opening public services and promoting social action' while there is an emphasis on 'organisations', the government also says that it wants to promote 'citizen action' and 'community action'.

Localism

There has been some debate about what involvement social landlords may have in delivering the government's localism plans. Charlie Hughes in a briefing for HQN²⁹ argues that localism is best seen as a political philosophy running through government thinking. It is not always clear where devolved government power is actually going to, given the distance between central government and individual citizens. Local groups will need support and facilitation from somewhere. Hushes argues that 'if we don't create strong, coherent and broadly based local structures, the irony is that the removal of the regional furniture will actually have shifted more control to the centre. There will continue to be a role for local authorities as facilitators and local leaders and leadership 'is likely to be strengthened by the necessities of less money and more freedom.' He sees three reasons why social landlords could and should have a key role in localism. These are:

- The connection with place
- The resources to deliver and
- Values

Social landlords could take up the role of the government's planned community organisers. Housing associations and LSVTs are able to borrow against assets and plan investment ahead, luxuries that organisations relying on service contracts do not have. Larger landlords, in particular, also have the resources to deliver. There are forthcoming opportunities to bid and buy essential community facilities. Hughes takes the view that all social landlords 'have a commitment to social justice in their history and their DNA'. This equips them to handle issues of local leadership in areas like planning, determining allocations policies and security of tenure and re-balancing need and local connection. Hughes also comments that the departments of health and work and Pensions do not seem to have as much commitment to place based budgeting as the Department of communities and Local Government.

Low Level Support

Evidence shows that small, often local and low level services are important in allowing older people to remain in their own homes in community housing. Carers also experience similar needs.³⁰ There is a danger that central government spending cuts may affect the provision of this kind of service 'that promotes health, well-being and quality of life.'³¹ There is a view that cutting preventive services will have 'negative long term impacts, particularly for health services'. Older people with moderate needs may be particularly badly affected. The benefits of low level services can often only be gauged over a number of years and this makes them particularly vulnerable.

²⁹ Charlie Hughes, 'Localism and the Big Society – The role of Social Landlords, HQN, York, 2011 <http://www.hqnetwork.org.uk/document.php?id=7014>

³⁰ Peter Fletcher Associates, Carers and Housing: Addressing Their Needs, Princess Royal Trust for Carers, Woodford Green, 2010
http://www.dhcarenetworks.org.uk/library/Resources/Housing/Support_materials/Other_reports_and_guidance/carers_housing_mar10.pdf

³¹ Centre for Policy on Ageing, How Can Local authorities with Less Money support better outcomes for older people?, Joseph Rowntree Foundation, York, 2011. <http://www.jrf.org.uk/sites/files/jrf/authorities-supporting-older-people-summary.pdf>

A Centre for Policy on Ageing report outlines four ways forward:

- Involving older people who use support and services in shaping them.
- Supporting and stimulated services in the community. This may just require a small amount of seed funding, developing local markets or collective solutions.
- Refocusing on the sort of services that older people that older people need and choose.
- Developing place based approaches that reflect older people's lives.

The report makes the case for low level services by describing a range of effective services that have already been successfully developed. Many of these could be promoted by local housing agencies and would have benefits for both the agencies and older people. They include:

- A Neighbourhood Network Scheme³² in Leeds, promoting independence, health and well-being at less than £300 a head.
- A handy help service in Trafford³³ at a cost per person of £54
- The Wayfinders Information scheme³⁴ in Dorset raising awareness of local services and staffed by older people earning £6 an hour.
- First Contact Nottingham³⁵ – a checklist based system for establishing older people's needs and co-ordinating responses.

The Joseph Rowntree Foundation also examined community based services in its report into the Older People's Inquiry into 'That Bit of Help'³⁶. This report stressed the need to involve older people into designing services and some of the small ways in which they can make their life better. The Foundation envisages that local groups of older people will be able to identify, commission and manage the services that are relevant to themselves.

For older people with high support needs, progress seems to have been rather slower. NDTi concluded, 'The voice of older people with high support needs is still very quiet at all levels of decision making and influence. A combination of very individualised support, community engagement and co-production with local partners is essential for raising awareness, confidence, expectations and older people's influence in decision making - both in relation to the support that older people need and other aspects of their life if support needs are so high that they dominate everything else.'³⁷

The Joseph Rowntree Foundation has drawn together research evidence on improving the quality of life for older people with high support needs³⁸. This group is growing, becoming more diverse and

³² <http://www.leeds.gov.uk/page.aspx?pageidentifier=3ead6668-e3f7-4c61-ad4c-d433220f5f30>

³³ <http://careandrepair-manchester.org.uk/trafford-services/handyperson-service>

³⁴ <http://www.dorsetforyou.com/376773>

³⁵ <http://www.notts50plus.co.uk/branches/show/1823?area=8&category=217>

³⁶ Raynes N., Clark C and Beecham J., The Report of the Older People's Inquiry Into 'That Bit of Help', Joseph Rowntree Foundation, York, 2006. <http://www.jrf.org.uk/sites/files/jrf/9781859354612.pdf>

³⁷ NDTi, Increasing Voice, Choice & Control for Older People with High Support Needs Emerging Lessons, SERI, Bath, 2010 http://www.ndti.org.uk/uploads/files/Insights_3_Voice_Choice_and_Control.pdf

³⁸ Imogen Blood, Older, People with High Support Needs; how we can empower them to enjoy a better life, Joseph Rowntree Foundation, York, 2010. <http://www.jrf.org.uk/sites/files/jrf/supporting-older-people-summary.pdf>

changing. Older people with high support needs live in a range of settings and face a number of challenges including affordability, navigating the system, dementia and mental capacity and social isolation. Those working with them face challenges of recruiting and retaining a skilled workforce, involving and supporting carers and end of life care.

Simple changes are often important in improving quality of life. Innovative models from other countries are also useful. Future priorities include challenging ageism, comparing user defined outcomes and cost effectiveness of different approaches and using evidence to make a business case for change. Interestingly, people at event on person centred support organised on behalf of the Joseph Rowntree Foundation thought that services for older people were less person centred than services for older people.³⁹

The research considered the barriers to a person centred approach. Many of these are the result of assumptions of care workers and family carers. Barriers are erected by 'we've always done it this way' approach. The situation is exacerbated by a lack of information about what service users really want, often because they are never asked. A lack of practitioner time, knowledge and experience were also mentioned. A lack of communication causes a lack of co-ordination.

IPPR's report⁴⁰ on older Londoners addresses some familiar themes. The report draws attention to the changing needs of older people. It argues for a better flow of information to older people, who are often not aware of the services that are available and a focus on services in the community with constant levels of small support and regular contact. The report finds that over 30% of older people in London are isolated from basic services, but it is difficult to identify older people who need support. There is an interesting analysis of different weights of isolation. For instance, for people aged 50-59 cultural isolation is most pronounced, but for people aged 80+ it is material exclusion is mentioned by a greater percentage of older people.

Social Capital

The creation of social capital and the notion that social good can be given a value underpins many views of working with groups of older people or other community partners. However, recent research⁴¹ suggests a cautionary approach. The researchers set out with the initial intention of examining the economic case for broadly-based community development programmes, but found insufficient evidence and there is a tendency for research to evaluate process rather than outcome. 'The multiplicity and heterogeneity of activities stimulated by community development also make evaluation difficult: there can be many different outcomes spanning many different policy 'sectors' as conventionally defined (including health and social care, housing, employment, transport, criminal justice, and welfare benefits). The new fiscal climate makes it imperative that available or newly-created capital is allocated so as to yield good net benefits for individuals and communities. This applies to social capital as much as to financial or human capital. Social capital ventures are widely seen as having the potential to improve quality of life for individuals and communities. But, in the absence of economic scrutiny, they run the risk of being 'pigeonholed as a "feel good" story of no wider significance' (Callison 2003) – a reference to time banks but equally applicable to community

³⁹ Michael Glynn and Peter Beresford et al., Person-Centred Support - What service users and practitioners say, Joseph Rowntree Foundation, York, 2008. <http://www.jrf.org.uk/sites/files/jrf/2173-person-centred-support.pdf>

⁴⁰ Jonathan Clifton (ed.), Older Londoners, Institute for Public Policy Research, London, 2011 <http://www.ippr.org/publications/55/8069/older-londoners-final-report>

⁴¹ Martin Knapp, Annette Bauer, Margaret Perkins and Tom Snell, Building Community Capacity: Making an Economic Case, PSSRU, London, 2010 <http://www.pssru.ac.uk/pdf/dp2772.pdf>

development projects more generally. There is therefore a pressing need, not just to identify novel and effective approaches to the prevention and meeting of need, but to demonstrate that they are affordable’.

Nevertheless, the two most relevant services (befriending services and community navigators), both pointed to economic benefits⁴².

IPPR has recently considered social isolation among older Londoners⁴³. Research shows that London fares badly in social isolation in later life. There are four keys to fostering social networks:

- Places for social interaction
- Services based on relationships and not transactions
- Flows of information about what services are available and
- A way of initiating contact with isolated older people

Older people stress the importance of access to local places, but there is a tension with older people staying in their own homes. The report recommends review how changes of use can occur without requiring planning permission. The report argues that a transactional approach has continued in the way that services have been delivered for thirty years, with a focus on efficiency, accountability and targets reducing many services to standardised tasks. The author argues that

‘Nowhere has this approach been more obvious than in home care for the elderly. Care has been reduced to a series of basic tasks such as feeding and bathing, often to be delivered in less than 15 minutes and at a time of day that suits the care provider rather than the person being cared for. Many of the people we interviewed spoke of the limited time allocated to care workers for each older person and the lack of flexibility in their job descriptions. The result is a dehumanised service in which there is no sense of control for the older person, and no time for meaningful contact between them and their carer’. This is summed up as a ‘disconnection between our existing institutions and the needs of an ageing population.

The author suggests that there are two ways in which services can be reformed. The first is by changing delivery structure away from command and control and towards to delivery through diffuse networks. In some cases partnership delivery is useful often delivering improved services, better quality training and more time for staff to do their job. ‘Home care providers can also do a lot to make the service they deliver more human – for example, by providing better training for their staff, moving away from a ‘task-based’ management system and giving more responsibility to frontline staff’.

Public services can also be designed to enable social interactions in the wider community. If services build relationships with older people, they can use these relationships to access wider support and informal help.

In recent years older people have been presented with new social care options, but these can only be effective if older people are aware of their existence. IPPR’s work concludes that the development of personalisation and choice in social care has not been accompanied by an adequate supply of information. The report recommends building a community information structure based on personal contacts, using technology more effectively and a clear, single point of access.

⁴² Southwark Circle is quoted as a case study. See http://www.southwarkcircle.org.uk/being_a_member.php

⁴³ Jonathan Clifton, Social Isolation Among Older Londoners, Institute for Public Policy Research, London, 2011 http://www.ippr.org/images/media/files/publication/2011/10/social-isolation_Oct2011_8060.pdf

Age Concern⁴⁴ has also explored older people's social exclusion, concluding that it is a complex issue cutting across common boundaries and recommending independent advocacy, support groups and befriending projects and improved support for independent advocacy and services that sustain social contact and independence for as long as possible.

Deloitte⁴⁵ reached similar conclusions from a market perspective saying that 'across markets, successful innovations are not being scaled up or adopted systematically because the transmission mechanisms are inadequate'. This is principally driven by a lack of dialogue between the public, private and third sector organisations. Introducing effective transmission mechanisms will lead to a market environment where successful innovations are universally scaled up and adapted over a short time frame.

Is there a role for housing organisations?

Current central government rhetoric leans heavily on ideas of localism and empowerment. Historically, housing associations have a mixed record on both, but have the capacity to develop these issues with older people. Recent research by Robertson and Wilkinson⁴⁶ looked at the Department for Work and Pensions' LinkAge Plus pilots. The Government's Big Society and Ageing Well programmes recognise and advocate 'joined up working'. In their review, Robertson and Wilkinson found that case study participants all believed that traditional models of service delivery to older people needed to change. The authors argue that joined up working encompasses not just health and social care, but also the full range of support and services available to promote independence and well-being, the full range of different providers and modes of provision and the changes required to attitudes and organisational culture, structures and working practices. They suggest, that the new environment requires modifying the LinkAge Plus principles to include:

- increased emphasis on localism and empowerment;
- inclusion of the need to continually learn and evolve services;
- increased emphasis on the importance of treating older people as an integral part of the general adult population

The underpinning principles are:

- involvement of older people is right at the heart of the change (we note that engagement is one of the core principles of LinkAge Plus);
- local issues need local solutions, local people should be empowered to find and implement solutions, either on their own or in partnership; and
- The model needs to be flexible and evolve in light of better understanding and experience.

⁴⁴ Age Concern, Out Of Sight Out Of Mind, Age Concern, London, 2008
[http://www.ageuk.org.uk/documents/en-gb/for-professionals/research/out%20of%20sight%20out%20of%20mind%20\(2008\)_pro.pdf?dtrk=true](http://www.ageuk.org.uk/documents/en-gb/for-professionals/research/out%20of%20sight%20out%20of%20mind%20(2008)_pro.pdf?dtrk=true)

⁴⁵ Deloitte, Innovation That Matters, Deloitte, London , 2009
<http://www.nesta.org.uk/library/documents/innovation-that-matters.pdf>

⁴⁶ Mike Robertson and Helen Wilkinson, Local Delivery of Joined-up Services for Local People, Department for Work and Pensions, London, 2010. <http://research.dwp.gov.uk/asd/asd5/rports2009-2010/rrep713.pdf>

The evaluation⁴⁷ of the Department of Health funded, Partnership for Older People projects discovered that the wide range of projects, improved quality of life, made savings and created better working local partnerships. However, the authors concluded that involving consumers effectively in designing and managing the programmes was difficult and it is necessary for time and resources to assist these processes needs to be designed into the implementation programme that needs to include adequate training and practical systems for things like payment and transport.

The National Housing Federation⁴⁸ has recently looked at the business opportunities for housing associations in an ageing society at a time when housing budgets are curtailed and revenue budgets are under increasing pressure. The Federation identified nine themes central to older people's housing requirements. These are:

A home that:

- is accessible
- is spacious and attractive
- is safe and secure
- is in an age-friendly environment
- offers freedom, choice and flexibility
- has help at hand
- provides flexible, personalised support
- lets you socialise and feel included
- Allows you to make decisions

Although well designed, accessible and appropriately located housing is an important part of the solution; the condition, wider built environment and the availability of supporting services are also pre-determinates of success. The Federation sees four potential new business models for providers:

- Improved options for older people in old age
- Providing community facilities
- Providing services to self-funders and
- Providing commissioned services to the wider community.

All of these tasks will be made easier if they can build upon the work and support of older people's groups.

Housing organisations have a track record of working with local community organisations, although many of the community organisations are perhaps more structured and issue specific than might be envisaged by organisations of older people. HACT examined social housing providers' response to neighbourhood well being projects.⁴⁹ Some of the projects were more successful than others, but the research did conclude that housing organisations have the resources and skills to support community organisations, often to mutual benefit.

⁴⁷ PSSRU, National evaluation of Partnerships for Older People Projects, Final Report, PSSRU, Canterbury, http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_111240

⁴⁸ National Housing Federation, Breaking the Mould, National Housing Federation, London, 2011

⁴⁹ HACT, Together for Communities; Lessons from the Partnerships, HACT, London, 2011

<http://hact.org.uk/wp-content/uploads/2011/06/Together-for-Communities-Lessons-from-the-Partnerships.pdf>

APPENDIX

Age UK

Age UK⁵⁰ represents a network of charities operating locally and, as such, their activities are worth reviewing as representing what is on the ground currently. Some of the services are directly connected with housing options for older people, and many others provide supporting services that enable older people to remain in the community. We therefore reviewed the services offered by some local Age UKs/Concerns.⁵¹

Most local Age UK/Concerns provide financial and insurance products brokered nationally by Age UK England. They also provide a range of professional and volunteer services that differ from place to place. Local organisations are independent charities operating under the Age UK banner. They are sometimes described as a federation, but make their own decisions of the services and products they provide. Quite how they make their choices is not clear. It may be historical, on the basis of demand, or on the basis of the experience and skills available to them.

We therefore looked at the housing presence of Age UK and the products and services offered by local Age UK/Concerns in four areas – London, the south coast, the North West and the East Midlands. Many of the activities are repeated from place to place, so we have not attempted to log all of the activities, but look to give a flavour of what is on offer in each place, picking out anything particularly unusual.

Age UK (formerly Age Concern and Help the Aged) is perhaps the best known agency promoting the interests of and providing services to older people both nationally and locally. We looked at the operations of Age UK to gauge the services that are already on the ground. This proved an interesting exercise as there was a considerable variation from place.

This exercise was carried out entirely by reviewing the local Age UK/Concerns' internet resources, and we acknowledge that the practical amalgamation of Age Concern and Help the Aged is still in progress. However, we did discover considerable differences in the services offered from place to place.

The internet presence of Age UK can be very confusing because, although the national Age UK site has a clear list of identified housing information and services, the picture can be quite different at county level and below, where some 330 local Age UKs and Age Concerns provide their own mix of services. It is difficult to work out how these local services have come about and how, and if, they meet identified local priorities.

Simple web searches can be quite hazardous. Some local agencies have changed from Age Concerns to Age UKs and some have not, and perhaps some will not. It is not always simple to navigate from national level to local level from the Age UK national site. Although there is a facility to input your location, you are actually need to input your desired location if you want to know about services offered somewhere else – say somewhere you are thinking of moving to. Clicking on Lancashire, for instance, brings up just five local services, but amending the search to 'near Lancashire' brings up a list of local Age UKs and services, with an accompanying map. Clicking on 'near Lancashire' expands

⁵⁰ <http://www.ageuk.org.uk/?dntshw=true>

⁵¹ At national level, Age Concern and Help the Aged have amalgamated to form a single charity, Age UK. Some local Age Concerns have rebranded as local Age UKs and some have remained as local Age Concerns.

the list to 936 services, but this appears to be a national total! It is also possible to filter the long list by:

- Event,
- Group,
- Local service and
- Shop

The national Age UK site offers a reasonably comprehensive and well thought out list of housing issues⁵² under a series of headings:

Clicking on the *Home and Care* headline on the national Age UK site brings up the following list:

- Housing choices⁵³
- Care homes
- Help at home
- Renting accommodation
- Home safety and security
- Adapting your home
- Self directed care and support
- Appeals and complaints to your local authority
- Housing Advice service
- How Age UK helped me care for my parents

These sub headings also contain a list of useful information and guidance.

*CARE HOMES*⁵⁴, for instance, includes

- Choice of accommodation
- Finding a care home
- Paying for Residential care
- Paying for temporary care
- Means test and property
- Help at home
- Renting accommodation
- Home safety and security
- Adaptations
- Self directed support
- Appeals and complaints to a local authority
- Housing advice

⁵² <http://www.ageuk.org.uk/home-and-care/>

⁵³ Age UK also publishes a short guide to housing options for older people, Age UK, Housing Options, Age UK, London, 2010

⁵⁴ A short written guide is also available, Age UK, Care Homes, finding the right care home, age UK London , 2010

The local picture is not always quite so clear or helpful. We attempted to examine the services that were available through Age UK in different parts of England and found a very mixed picture.

An example (Norfolk)

For instance using Norfolk as an example, the map shows five local Age UK/Concerns including two in Norwich, one covering the county and the other the city. Filtering by 'local services' gives a total of 281 local services, although this must be a national figure, because it does not seem to alter no matter which county you are looking at. It is possible to view the work of some local Age UKs by visiting their own websites, which are linked from the original county search.

*Age UK Norfolk*⁵⁵, for example, offers a range of services and activities across the county, listing:

- Information, Advice & Support
- Day Services
- Respite Services
- Care Home Find Service
- Finance Advocacy Service
- Funding Support Project
- Training Courses and Facilities
- Help to other Age Concerns and clubs and groups across Norfolk
- Volunteering

There is a further list of services too:

- Household helpers
- Care home advocacy service
- Bereavement advice service
- Advocacy service
- Learning grants for carers
- Mental health
- Factsheets
- Pabulum (dementia)
- Community development
- Money matters
- Independence funding for adults and carers
- Befriending
- Information advice and support

Age Concern Norwich⁵⁶ offers:

- Advice and information
- Help with benefits
- Shopping
- Meals and wheels
- Volunteers
- Meals on wheels
- Drop in centre
- Social events

⁵⁵ <http://www.acnorwich.org.uk/>

⁵⁶ <http://www.acnorfolk.org.uk/>

There are also local services in North Norfolk, Thetford, West Norfolk and Great Yarmouth.

Even in one county, the role and services of local Age UKs differ from place to place and it is impossible from looking at the websites to work out how the service provided have ended up the way they are and how far they reflect local demands.

A Review of Age UKs in other areas

To get a better picture of what is available locally, we looked at the priorities of local Age UK/Concerns in four parts of England.

THE SOUTH COAST AND SURREY

Cornwall

*Age Concern in Cornwall and the Isles of Scilly*⁵⁷:

Provides a range of services and those most directly connected with housing are:

- Home insurance
- Gas and electricity advice
- Personal alarms
- Advocacy

A number of other services help older people stay at home. These include:

- Befriending
- Social clubs and transport

Age Concern Bude and district:

- Does not say what its services are

Devon

Age Concern Crediton:

- Does not say what its services are.

*Age Concern Exeter*⁵⁸:

⁵⁷ <http://www.ageconcerncornwall.org.uk/>

⁵⁸ <http://www.ageconcernexeter.org.uk/>

- Home security
- Carer support
- Day care
- Respite care
- Visiting and befriending
- Energy services
- Personal alarms and
- Legal services

Age Concern Okehampton and Torrington

- Has a redesigned website that doesn't list all the things that they do. These therefore include:
- Advocacy
- Benefits and allowances
- Form filling
- Home visits
- Housing (only a list of proposed benefit changes)
- Home visits
- Information and advice (includes adaptations, care homes, health and care in your own home, health and safety checker and housing options).

*Age Concern Devon:*⁵⁹

- Insurance products
- Funeral plan
- Equity release advice
- Wills and legal advice
- Crisis support
- Financial, legal and tax clinics
- Domestic home help
- Rural research
- Computer and craft classes
- Day centre
- Exercise and fitness groups

Dorset

Age Concern Dorchester

- Newsletter
- Cooking groups
- Day care
- Shopping
- Insurance services

⁵⁹ <http://www.ageconcerndevon.org.uk/advocacy.htm>

- Financial and legal advice
- Insurance Funeral plans
- Dementia support
- Computer skills
- Fifty plus forum
- Wayfinders Partnership for Older people project
- Living memories projects
- Reports and publications

Age Concern Blandford Forum

- No website

Age Concern North Dorset

- No website

Age Concern Lytchett Minster and Upton

- No website

Age Concern Weymouth and Portland⁶⁰

- Planning to merge with Dorchester
- Information and advice includes consumer advice, debt, finding help at home, benefits, care homes, bogus callers, finance and help

Age Concern Wimborne

- No website

Age Concern Poole

- No website

Age Concern Gillingham and Shaftesbury

- No website

Age Concern Bridport⁶¹

- Benefits advice
- Day centre
- Transport

⁶⁰ <http://www.acweymouth.org.uk/>

⁶¹ <http://bridportageconcern.org/default.aspx>

*Age UK Bournemouth*⁶²

- Just Age UK national border

Age Concern Christchurch

- No website

Hampshire and the Isle of Wight

*Age Concern Hampshire*⁶³

- Advocacy
- Benefits advice
- Home security
- Housing and other advice
- Retirement planning advice

*Age Concern Winchester*⁶⁴

- Home help
- Lunch club
- Chiropody
- Breaks for carers

Age Concern Chandlers Ford

- Services not specified

*Age Concern Southampton*⁶⁵

- New website, but not really populated yet

Age Concern Andover and District

- Rural project promoting services in villages including creating local links
- No direct housing services listed

⁶² <http://www.ageconcernbournemouth.org.uk/>

⁶³ <http://www.ageconcernhampshire.org.uk/>

⁶⁴ <http://www.communigate.co.uk/hants/ageconcernwinchester>

⁶⁵ <http://www.ageconcernsouthampton.org.uk/>

*Age Concern New Forest East*⁶⁶

- Advice and information

*Age Concern Cowplain*⁶⁷

- Plenty of activities, but few services.

*Age UK Portsmouth*⁶⁸

- Help in the home
- Handyperson
- Information and advice on health, social care, housing (factsheets on a range of issues including , heating, retirement housing in different tenures, equity release, anti social behaviour, repairs, improvement, adaptations, water etc.) health and legal.

Age UK Salisbury District

- Day centre,
- Information centre,
- Care homes,
- but for most issues directs to the Age UK national site)

Age Concern Haslemere

- Bathing, laundry and chiropody, but no housing linked services

*Age Concern Isle of Wight*⁶⁹

- Information and advice including housing and benefit issues,
- Rights to local services,
- Home safety advice,
- Good neighbour scheme
- Shopping service
- Newsletter
- Befriending
- Nail cutting service

Age Concern Farnborough

- No website

⁶⁶ <http://ageconcernnfe.btck.co.uk/home>

⁶⁷ <http://www.ageconcerncowplain.org.uk/>

⁶⁸ <http://www.ageconcernportsmouth.org.uk/>

⁶⁹ <http://www.aciw.org.uk/>

Age Concern Ferndown and District

- No website

Age Concern Shanklin Group

- No website

Sussex

Age Concern Chichester and District

- No website

*Age UK West Sussex*⁷⁰

- Information and advice including health at home, financial, housing needs, care homes, care at home, welfare benefits,
- Insurance
- Funeral plans
- Gas and electricity and
- Personal alarms

*Age Concern Horsham and District*⁷¹

- Help at home (shopping, cleaning, bed making etc.)
- Home visiting,
- Information and advice

Age Concern Hassocks and District

- Day care,
- Social activities
- Health

Age Concern Brighton, Hove and Portslade

- Insurance and personal alarms

*Age Concern Eastbourne*⁷²

- Art classes
- Belly dancing

⁷⁰ <http://www.acwestsussex.org/>

⁷¹ <http://www.ageconcernhorsham.org.uk/>

⁷² <http://www.ageconcerneastbourne.co.uk/>

- Computer courses
- Line dancing
- French classes
- Poetry circle
- Insurance services
- Assisted bathing
- Day club
- Shopping trips

Age UK East Sussex

- Advocacy
- Day care
- Health
- Falls,
- Home care
- Shopping
- Social care advice
- Recovery support
- Befriending

Age Concern Hailsham, Hellingly and Herstmonceux

- Social Club

Age Concern East Grinstead

- Services not specified

Surrey

*Age Concern Surrey*⁷³

- Information and advice on money, welfare benefits, health and housing
- Housework, shopping and laundry
- Insurance
- Computer advice
- Advocacy services
- Healthy living and exercise
- Hometime domestic support

Age Concern Waverley

- Advice on benefits, and housing
- Gardening
- Handyperson

⁷³ <http://www.acsurrey.org.uk/>

*Age Concern Epsom and Ewell*⁷⁴

- Insurance
- Information on benefits, care homes, housing, equipment, safety and security
- Transport
- Home visitors, befrienders
- Do it yourself
- Safety and security

*Age Concern Merstham, Redhill and Reigate*⁷⁵

- Information and advice on housing needs, home help, residential homes, welfare benefits, computers and trades people.
- Day centres
- Lunches
- Outings
- Transport and shopping

*Age Concern Banstead*⁷⁶

- Information on home help, community alarms, health, welfare and adaptations Transport
- Handyperson
- Insurance services
- Social club
- Frozen meal supplies

*Age Concern Runnymede*⁷⁷

- Advice on service charges
- Transport
- Handyperson
- Community support
- Trades directory
- Home bathing

*Age Concern Spelthorne*⁷⁸

- Information and advice including benefits and pensions
- Community support

⁷⁴ <http://www.ageconcernepsom.org.uk/>

⁷⁵ <http://www.ageconcernmrr.org.uk/>

⁷⁶ <http://www.ageconcernbanstead.org.uk/>

⁷⁷ <http://acrunnymede.co.uk/>

⁷⁸ <http://www.ageconcernspelthorne.org.uk/>

- Handyperson
- Gardener
- Holidays

*Age Concern Feltham, Hanworth and Bedfont*⁷⁹

- Insurance
- Gas and electricity
- Alarms
- Financial advice
- Day centre
- Advice and advocacy service
- Support for carers

Age Concern Surrey Heath

- No website

Kent

Age Concern Ashford

- Advice on insurance, energy, legal matters

Age Concern Faversham

- Little information

Age Concern Sittingbourne

- Rather sparse, but offers information mainly on insurance products

Age Concern Canterbury

- Does not say specifically what services it offers, but is framed by national Age UK information

Age Concern Whitstable

- Framed by national Age UK information, but mentions mainly insurance services

*Age Concern Hythe and Lyminge*⁸⁰

⁷⁹ <http://www.ageconcernfeltham.org.uk/>

⁸⁰ <http://www.ageconcernlyminge.co.uk/>

- Day centre,
- Laundry
- Transport
- Information and advice
- Meals
- Assisted bathing
- Well-being

Age Concern Maidstone

- Insurance

Age Concern Sheppey

- Doesn't mention services

Age Concern Herne Bay⁸¹

- Hot meal delivery service
- Dementia care unit
- Dementia outreach for carers,
- Handyperson,
- Home from hospital service,
- Information service,
- Welfare rights check
- Companion services
- Home help
- Chiropody
- Laundry

Age Concern Gillingham and Shaftesbury

- Insurance
- Personal alarms

Age Concern Medway

- Handyperson
- Grooming

Age Concern Chatham

- No services listed

Age Concern Folkestone

- No services listed

⁸¹ <http://www.ageconcernhernebay.org.uk/>

*Age Concern Malling*⁸²

- Directs to other local services
- Some confusion over websites⁸³

Age Concern Robertsbridge

- No services listed

*Age Concern Dover*⁸⁴

- No services listed – web link directs to hosting information (probably defunct)

Age Concern Sandwich Centre for the retired

- No services listed

Age Concern Canvey Island

- No services listed

Age Concern Tonbridge

- No services listed

*Age Concern Tunbridge Wells and district*⁸⁵

- Drop in centre
- Home care
- One to one advice, benefits advice
- Chiropody and Podiatry Clinics
- Beautician, hairdressing and reflexology
- Tailored living support service
- Digital inclusion and IT

Age Concern Southborough and High Brooms

- No services listed

*Age Concern Gravesend*⁸⁶

⁸² <http://www.ageconcernmalling.org.uk/welcome.htm>

⁸³ Age Concern West Malling is also listed on national Age UK site , but directs here

⁸⁴ <http://www.ageconcerndover.co.uk/>

⁸⁵ <http://www.ageconcerntunbridgewells.org.uk/>

- Ambulance
- Day care/ resource centre
- Holidays
- Home Help
- Fresh meals
- Home bathing
- Information and advice links to national Age UK site

Age Concern Deal

- Assisted bathing
- Information and signposting
- Chiropody

Age Concern Northfleet

- No services listed

Age Concern Ramsgate

- Chiropody,
- Drop in centre,
- Lunch club
- Advice

Age Concern Margate

- Insurance
- Legal services
- Personal alarms

Age Concern Sevenoaks and District⁸⁷

- Own fleet of ambulances
- Day care
- Foot care
- Handyperson
- Home care
- Housing advice
- Shopping
- Visiting and befriending
- Technology and training centre
- Insurance services

⁸⁶ <http://www.gravesendageconcern.co.uk/>

⁸⁷ <http://www.ageconcern7oaks.co.uk/>

Age concern Ramsgate (Broadstairs)

- Exact services not stated

Age Concern Broadstairs and St. Peter's

- Not stated

NORTH WEST

Cumbria

*Age Concern Carlisle and Eden*⁸⁸

- Active ageing
- Day care
- Community home day care⁸⁹
- Information and advice
- Promoting independence
- Walking for Health
- Tai Chi
- Scooters and wheelchairs for hire
- Working with MacMillan cancer Support.

*Age Concern South Lakeland*⁹⁰

- New website under construction

Age Concern Carlisle and Eden

- Not stated

Age Concern West Cumbria

- Not stated

Age Concern Barrow and district

- Not stated

⁸⁸ <http://www.accarlisleeden.org.uk/>

⁸⁹ A volunteer host opens up their own home to older people

⁹⁰ <http://www.ageconcernsl.org.uk/>

Lancashire

*Age Concern Central Lancashire*⁹¹

- Day support
- Community equipment scheme
- Foot care
- Supported shopping
- Home support
- Community links (isolation)
- Information and acting as advocate
- Home safety
- Welfare benefits
- Lunch clubs
- Telecare equipment
- Dementia care
- Insurance services

*Age Concern Blackburn with Darwen*⁹²

- Finance surgery
- Travel insurance
- Care network and services
- Ageing Well project
- Cleaning, gardening, shopping and home maintenance
- Day care centres
- ebay shop

Age Concern Hyndburn

- Internal error on web link

*Age Concern Lancashire*⁹³

- List of strategic priorities
- Insurance
- Personal alarms
- Equity release
- Advice, benefits awareness and form filling
- Care services

*Age Concern Blackpool and district*⁹⁴

⁹¹ <http://www.55plus.org.uk/age/welcome.asp>

⁹² <http://www.ageconcernblackburn.co.uk/>

⁹³ <http://www.ageconcernlancs.org.uk/>

⁹⁴ <http://www.ageconcernblackpool.org.uk/>

- Information and advice
- Advocacy
- Hospital aftercare service
- Shopping
- Carers' breaks
- Meals
- Warmth for well-being
- Day centre
- Befriending and telefriend
- Health
- Bereavement counselling

Age Concern Bolton and district⁹⁵

- Active ageing/healthy lifestyles
- Aromatherapy and reflexology
- Befriending
- Counselling
- Courses
- Handyperson
- Information and advice
- Insurance
- Lunch clubs and cafe
- Volunteering
- Wheelchair hire
- Legal advice

Age Concern Wigan Borough⁹⁶

- Information and advice
- Tenancy support
- Handyperson
- Hospital information and support
- Direct payments
- Care at home

***Age Concern Bury*⁹⁷**

⁹⁵ <http://www.ageconcernbolton.org.uk/welcome.html>

⁹⁶ <http://www.acwiganborough.org.uk/>

- Information and advice centre
- Day Care
- Insurance
- Handyperson
- Safely home service (after illness or accident)
- Funeral plans
- Equity release
- Annuity service

Cheshire

Age Concern Cheshire⁹⁸

- Three local information and advice offices
- Age UK services: insurance, funeral, alarms, equity release etc.
- Advocacy services
- 'Every man needs a shed'
- Good companions
- Good neighbours
- DemenShare.com - online peer support network
- Mentoring
- Broker service for self directed support

Age UK Cheshire East⁹⁹

- Information and advice
- Healthy lifestyles
- Day care
- Computer drop in
- Hospital, creative activities (music, arts, crafts etc.)
- Day trips
- Furniture Shop

EAST MIDLANDS

Nottinghamshire

Age UK Nottingham and Nottinghamshire¹⁰⁰

⁹⁷ <http://buryace.illuminateweb.org.uk/>

⁹⁸ <http://www.ageconcerncheshire.org.uk/>

⁹⁹ <http://www.ageconcerneastcheshire.org.uk/>

¹⁰⁰ <http://www.ageconcernnotts.org.uk/>

- Advice and Information
- Advocacy & support in hospitals and care homes
- Housing services
- Day Care and Luncheon Clubs
- Visiting and services
- Carers' Support
- Support at home
- Emergency alarm systems
- Coffee mornings & activities
- Signposting to other services
- Funeral plans
- Insurance
- Wills

*Age Concern Carlton and District*¹⁰¹

- Social and activities centre

Age Concern Ilkeston

- Age UK frame, but no other details

Leicestershire and Rutland

*Age Concern Leicestershire and Rutland*¹⁰²

- Advice and information
- Advocacy
- Befriending
- Day care
- Direct payments
- Fitness
- Handyperson
- Home help
- Mental health services
- Minority ethnic services
- Residential homes
- Respite service
- Befriending
- Winter care
- Insurance, legal etc.
- Rutland Home Improvement Agency

Age Concern Lutterworth and District

¹⁰¹ <http://www.ageconcern-carlton.co.uk/>

¹⁰² <http://www.ageconcernleics.com/home/>

- Information on pensions, smoke detectors, home safety and crime protection
- Exercise class, lunch clubs etc.

Derbyshire

Age UK Derby and Derbyshire (website still Age Concern)¹⁰³

- Information and Advice (call)
- Advocacy
- Aid-Call (home emergency alert)
- Day care
- Daily living aids
- Befriending
- Volunteering

Age Concern Ilkeston

- Website does not list services

Age UK Burton on Trent (website still Age Concern)

- Information on pension rights, housing and council tax, benefits, security, residential and nursing home accommodation, Fuel bills, holidays and insurance, fuel and keeping warm.
- Befriending
- Day centre

LONDON

Age UK London¹⁰⁴

'Collective voice' for London Age UKs and Age Concerns

Campaigns

London wide programmes

Guide to borough services (Number of each service across the London boroughs):

- Advocacy and brokerage – 21 local Age UKs/Concerns

¹⁰³ <http://www.ageconcernderbyshire.org.uk/>

¹⁰⁴ <http://www.ageuklondon.org.uk/>

- Shops – 8
- Befriending – 20
- Day care – 15
- Employment support – 4
- Minority Ethnic outreach – 5
- Falls prevention – 4
- Foot care and personal grooming – 21
- Handyperson scheme – 17
- Healthy living services – 24
- Help at Home – 19
- Home from hospital support – 6
- Information and advice – 32
- Insurance and trading – 14
- IT service – 10
- LGBT outreach – 4
- Supporting carers' services - 8
- Volunteering – 16

Conclusions

The exercise to look at the services of Local Age Concerns/UKs was limited in its scope. It examined only four parts of the country, with the addition of Norfolk as an introductory example, and was restricted to an internet search. Although a growing number of older people use the internet, many people may still prefer a telephone call or just dropping in. Age Concerns/UKs are, at local level, independent and set their own range of activities. It is not possible through an internet search to work out if the lists of services offered are representative of the demand for services and information from older people or representative of the knowledge and skills of local workers.

People who visit local organisations websites through the portal of the national age UK website might be disappointed by the range of advice and support on housing issues offered by some local organisations, given the good introduction on the national site. It may also be the case that older people prefer to use more specialised housing information, say through the First Stop/EAC site¹⁰⁵. Most local organisations do offer a range of advice, and presumably signposting, on those housing related issues that are so important in supporting older people to remain in their own homes, including those owned and managed by housing associations and local authorities.

Only a minority of services are directly housing related, but this gives a false picture. A majority of the services offered support older people to stay in the own home and in the accommodation that they choose. Age UKs have a local presence and therefore might prove useful locations for placing services that housing organisation may wish to support.

¹⁰⁵ First Stop also offers a resource on housing and care options available to local advice agencies. See First Stop, Summer Newsletter 2009, First Stop, London 2009 <http://www.firststopcareadvice.org.uk/partners.aspx>

