

Breaking the Mould

Re-visioning older people's housing

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The National Housing Federation

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We support and promote the work that housing associations do and campaign for better housing and neighbourhoods

<http://www.housing.org.uk>



Aims of the Breaking the Mould project:

- **Inspire the sector to enhance its offer**
- **Increase awareness of the needs of older tenants**
- **Encourage business opportunities in housing and services**
- **Mainstream older people's housing, care and support issues**

<http://www.housing.org.uk/olderpeople>

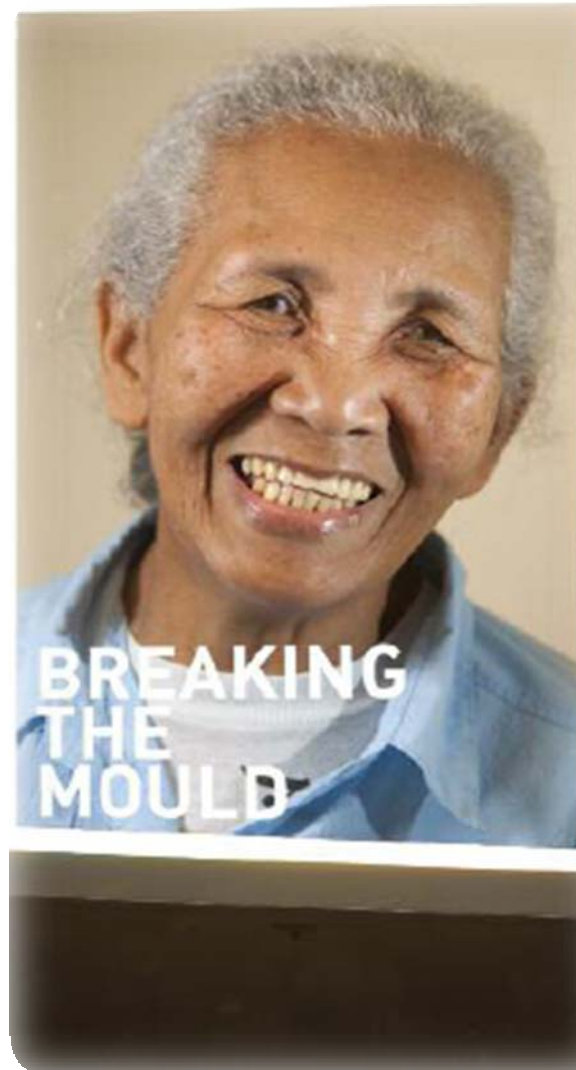
Political context

- Localism
- Choice & personalisation
- Cost of care
- Focus on prevention
- Housing investment framework
- Housing related support cuts
- Big Society



What does getting older mean to you?

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What is old? 60, 70, 80 ... 33?

- Over 65s rise from 8 million to 13 million by 2030. Who will those older people be?
- *'My younger sister (also retired) says I am "old". But to me old is, and probably always will be, 20 years older than whatever I am.'*



What people want

- Housing choice
- An aspirational offer
- Growing need for services to help people stay independent / maintain quality of life



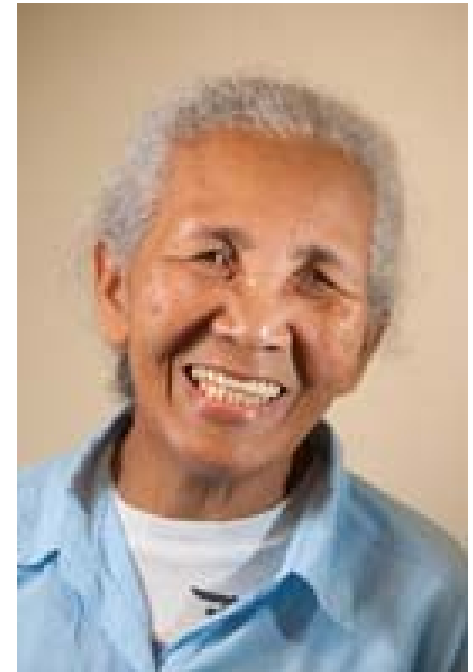
A picture of housing

- A third of all social housing tenants 65+
- Only 5% in “older people’s housing”
- 70% of older people are owner occupiers
- Property value of **£767 billion**



New opportunities?

- Tapping into housing equity
- Delivering varied housing and services



Put into action ...

- Mixed tenure neutral schemes
- Providing affordable home care to the wider community
- Older people's strategies – local authority leadership
- Providing popular community amenities
- Charging for low-level support



Breaking the Mould Project: Achievements so far ...

- Everybody's talking about it...
- Work includes:
 - Breaking the Mould report
 - Interviews with housing associations
 - Focus group work
 - Research on local authority housing strategies
 - Breaking the Mould DVD
 - Parliamentary reception

Have a look at our website www.housing.org.uk/olderpeople

Where do we go from here?

- Provide leadership and keep the momentum
- Lobbying for local housing strategies
- Evaluate

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