

The needs of older people in rural England

HCA Rural Housing Conference
Winchester

16th September 2011



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The needs of older people in rural England

- Introduction
- Over the hill? Campaign
- Contexts of rural ageing, housing and associated facilities for older people
- Breakout session - solutions



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The Over the hill? Campaign

- Three years, funded by the Nationwide Foundation;
- Objective: campaigning and awareness raising; energise and engage with older people;
- Advisory Group & research;
- Focus on housing & financial inclusion.



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Over the hill? campaign – Housing case studies

- Esk Moors Caring & Lodge*
 - Waltham House Extra Care, Derbyshire
 - Age UK Derby & Derbyshire Housing Options service
- + Five other case studies



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Esk Moors Caring & Lodge – Film



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The scale of ageing in rural areas

- Nationally ageing two years per decade (*ONS*)
- 9.8 million people - 2.3m or 24% retired (*Defra*)
 - 18% Urban
 - Net rural migration decreasing
- Sparse areas have the oldest average populations (*Defra*)



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Challenges as an older person in rural areas

- Access
 - Services – Remoteness and cost to access
 - ‘Rural service deserts’ - 2.5 miles or more: 37% to a Bank, 21% - GP, 28% - Supermarket
 - Housing - shortage in supply, affordability, older stock
- Social exclusion
 - Dispersed & hidden need (play down problems)
 - Les information
 - Low benefit take-up
- Good practice – many examples



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What do older people want?

- Good housing, accessible, affordable transport
- Access to key services
- Support services
- Help - jobs around home
- Retain social networks
- Support independence -contribute to community life

Joseph Rowntee Foundation, 2011



Understanding local needs

- Key =neighbourhood information
 - Demographics
 - www.rural-evidence.org.uk
 - Housing
 - Services and facilities



ACRE / RCAN Rural Evidence resource

- Strengthen the evidence base on rural deprivation for local partners across England
- Provide rural partners with the summary information to effectively represent rural issues in local and regional programme strategy, planning and prioritisation
- Provide local communities with quantitative evidence to support community and parish planning
- A website interface to allow local partners to quickly find the information for their area



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Evidencing Rural Need

ACRE – supporting vibrant and sustainable rural communities through RCAN and its partners



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About this project

This project provides the summary information needed to effectively represent rural issues in local and regional programme strategy, planning and prioritisation.

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Reports and analysis

This website holds reports at local area level for key issues of rural deprivation. The reports cover rural places and local authorities across England.

[Find reports and analysis](#)
[Login to view reports](#)



Help and resources

ACRE and the rural community councils have developed resources to help you use the evidence on this website to support local rural working.

[Help and resources](#)

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Analysis and website developed by OCSI

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Rural Evidence Reports

1. Rural share of deprivation
2. Most deprived rural areas
3. Rural place profiles
4. Rural Services
5. Rural Economy
6. Who's there: Workplace and daytime profiles

Provided for LAs and rural places across England
More than 10,000 reports ... Word and PDF format



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What does the local older population comprise?

- Evidence base
 - Local knowledge +
 - Statistical evidence base
- = Accurate picture /sound basis to proceed



Housing and Services

- Local Housing Needs Surveys (RHEs)
- Services and Facilities
 - alongside the above?
- With the community and other partners
 - Community Led (Parish) Plans
 - Neighbourhood Plans

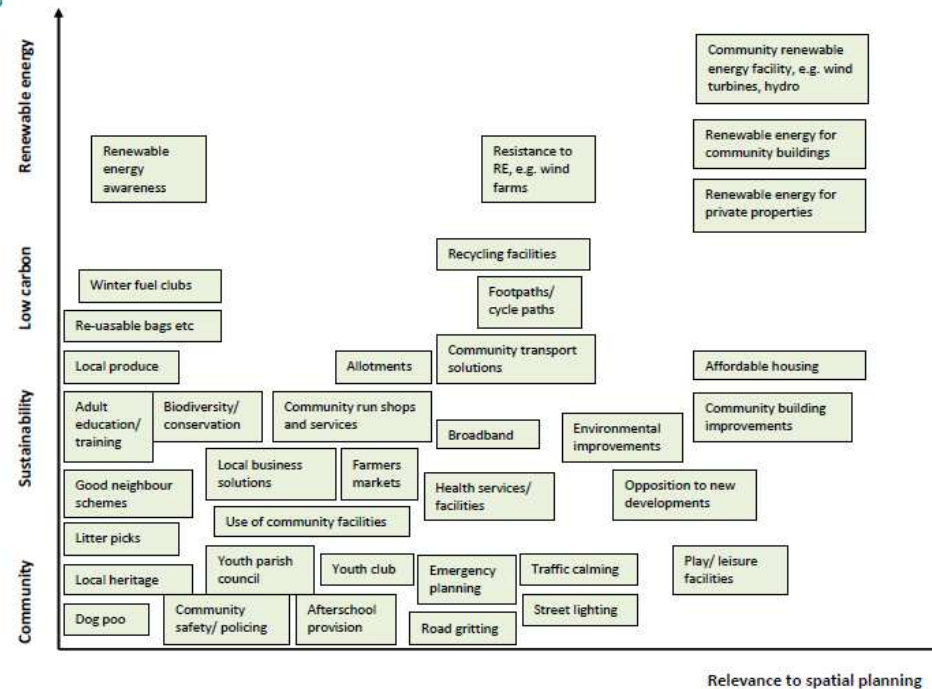


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Community Led Planning – why do it?



Typical Community Led Plan actions by relevance to spatial planning and low carbon living



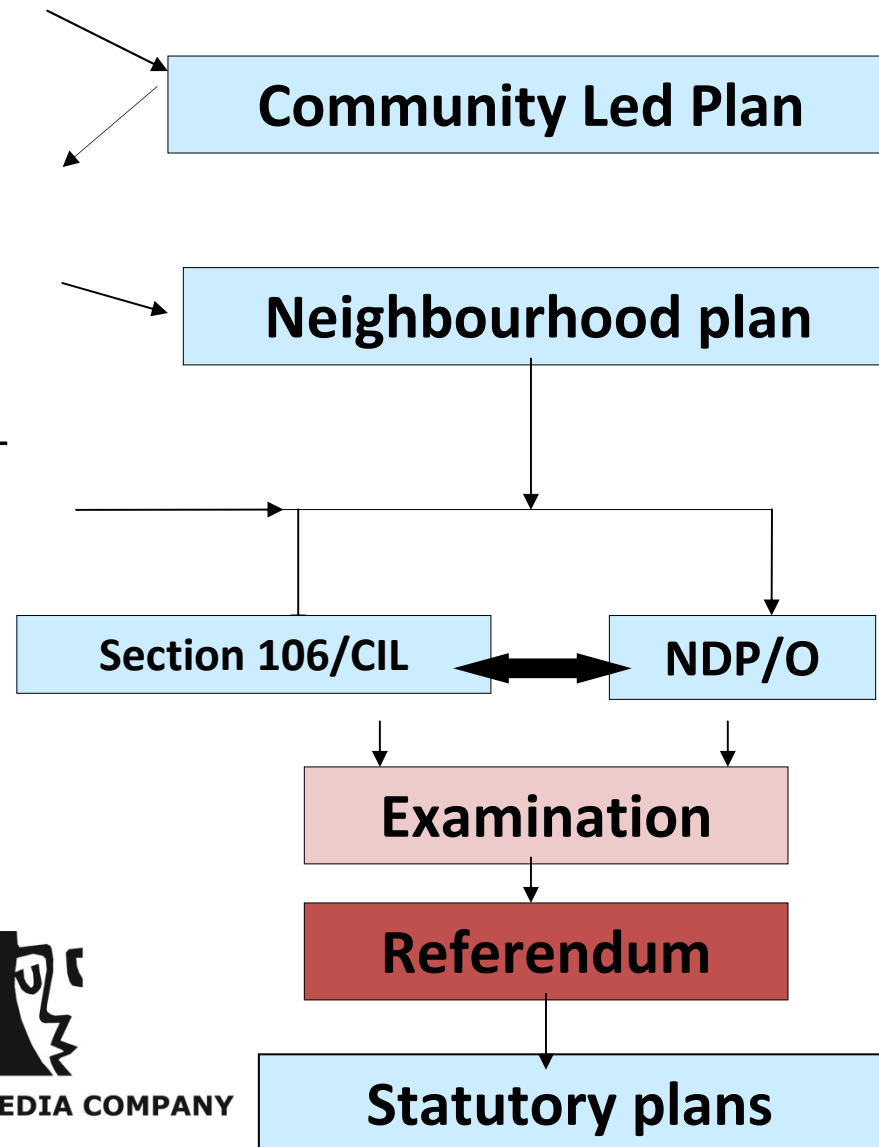
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Community Led Planning – where does it 'fit'?

Consider Localism opportunities; compile evidence base

Remove 'community' actions

Cost actions, define site-specific actions
(Rights to Build & Buy)



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Discussion

Three questions:

- How would you go about changing your current approach to establishing local need for housing and associated facilities & support?
- How do you help guarantee delivery in respect of tenure, type and design and facilities?
- What are the barriers to bringing forward new housing and facilities for older people?

