

Old Moat - Naturally Occurring Retirement Community (and the Age Friendly Approach)

Cathy Ayrton, Don Berry and Derek Taylor



Southway Housing Trust is a social landlord which owns and manages 5,900 homes across South Manchester

- Particular focus on older people with 43% of households containing at least one person over the age of 60.
- 2011 Southway adopted an Age-friendly Strategy which sought to improve the quality of life of the older tenants.
- 2012 Southway commissioned research to investigate the whether or not Old Moat is “age-friendly”.
- Research resulted in an action plan designed to address the environmental and social factors that contribute to active and healthy ageing in the community
- In Old Moat a significant number of older tenants live on low incomes, report that they suffer from a limiting illness or disability and have a lower life expectancy than the Manchester average.
- Action plan recognised Old Moat could be developed as a Naturally Occurring Retirement Community

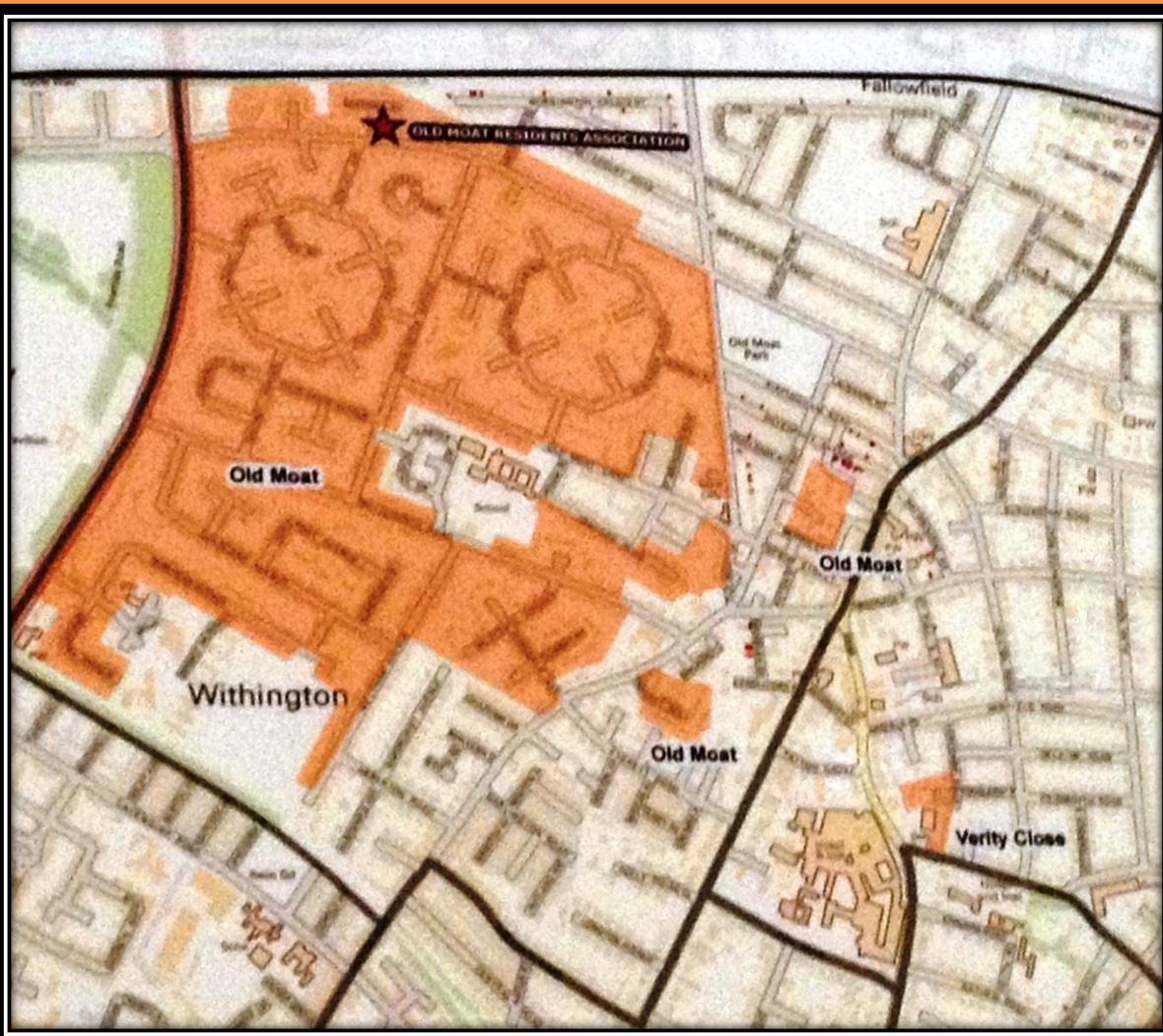
Naturally Occurring Retirement Community (NORC) Definition



- Simply defined, a NORC is an area of residential accommodation, of any size, that has over time become primarily populated with older residents – the properties have not been specifically designed for this purpose; it is purely a coincidence the community has developed in this way.
- The NORC model takes a natural occurrence of older people in a neighbourhood as an opportunity to redesign and deliver services in a more efficient and effective way, **whilst also engaging older people in participation and social roles, improving health outcomes and quality of life.**



Data Summary



- There are estimated to be 1,187 older people living in Old Moat and Withington wards with a specific part of Old Moat having more than 50% of older people aged 65+
- High levels of long-term illness and disability
- **38.3%** of households in Old Moat contain pensioners living alone, which is above the national average of **31.5%**.

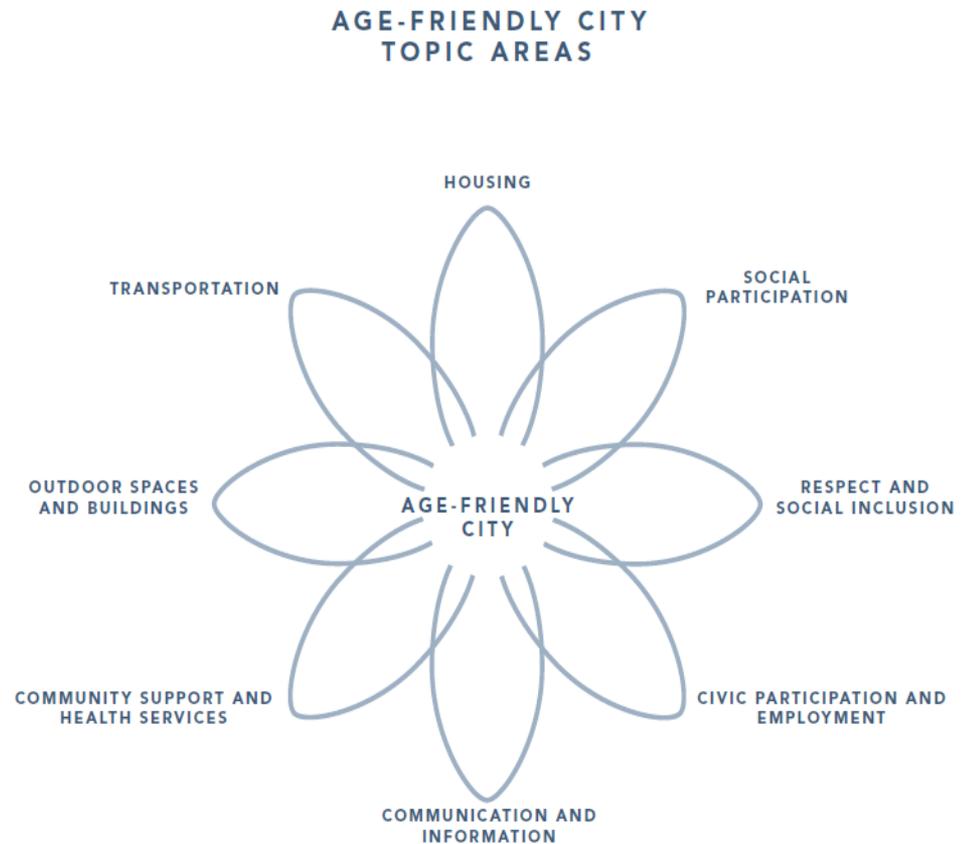
Age Friendly Domains

The data may be the driver for change but the **agents for change are the older people and the community**

Where Age Friendly principles and the NORC converge is in the domains of:

- Social participation
- Respect and Social Inclusion
- Communication and Information
- Community Support and Health Services
- Civic Participation and Employment

Don – Why I am an Age Friendly Champion



Citizenship-based policy approach

(Source: Paul McGarry 2013)

<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Rights to the city
Clinical interventions	Care interventions	Focus on neighbourhood and city
Commission for 'frail elderly'	Commission for vulnerable people	Promoting social capital and participation
Prevention of entry to hospital	Prevention to delay entry to care system	Age-proofing universal services
Health (and care system)	Whole system	Reducing social exclusion
		Changing social structure and attitudes

Co-Production and Co-Design



Short clip of Health Event



<https://vimeo.com/145377948>

From time to time we can all feel lonely.

I'd like to share my "Top Ten Tips" which helped me to feel less lonely.



- 1. Make an effort to make new friends.*
- 2. Join a hobbies club.*
- 3. Visit your local community or resource centre and find out what's on offer.*
- 4. Learn to use a computer at your local library.*
- 5. Seek help from your local Social Services.*
- 6. Consider taking in a lodger or paying guest.*
- 7. Use your telephone more often to contact people; don't wait for people to contact you.*
- 8. Contact friends and relatives you haven't spoken to recently.*
- 9. Make friends with your neighbours.*
- 10. Do voluntary work if you are able – this will hopefully leave you with less time to feel lonely. You'll be helping others and learning something new.*

It worked for me Derek Taylor



Key objectives

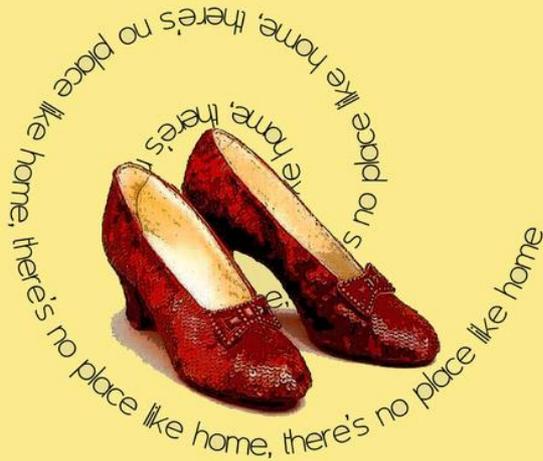


Ensure emphasis is placed on prevention and that individuals are given the information and advice they need to support their health, independence and wellbeing

- Provide regular meaningful opportunities to bring people together
- Engage older people in design
- Improve integration between health, social care and housing
- Develop a committed partnership of agencies working across organisational boundaries in co-production with older people.
- Develop a mechanism to identify those most at risk
- Develop a Social Prescribing Service to reduce isolation
- Ensure the support services developed are flexible and have an emphasis on keeping people in the community

Potential benefits.....

There's no place
like home



Older people would be supported to age in place and remain active participants in the Old Moat community through:

- Opportunity to co-produce and take ownership of new initiatives
- Improved peer to peer support and more 'neighbourliness' and sense of community
- Improved awareness of local services through better access to information
- Improved access to services through a shared 'hub' (whether physical, or virtual)
- People are encouraged to seek help before they reach crisis point
- Prevention of inappropriate admissions to hospital and care homes

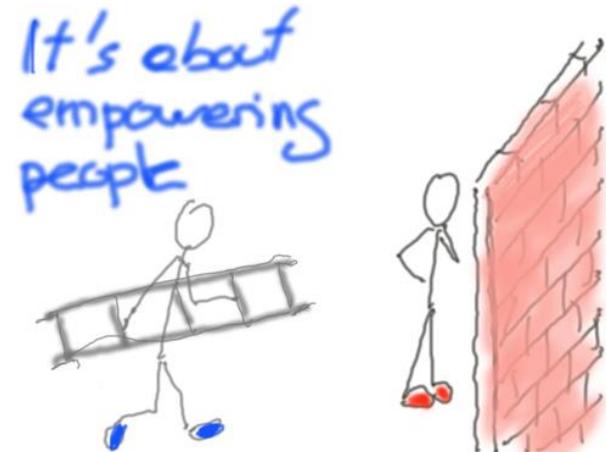
What Home Means.....



<https://vimeo.com/145409769>

Recap - Naturally Occurring Retirement Community (NORC)

- More older people are living for longer but in parts of Manchester they do not enjoy good health and well being
- New ways are needed to support older adults to 'age in place' and remain actively involved in the community
- NORC projects have emerged as an effective community based model to support 'ageing in place'



Thank you

Any questions?