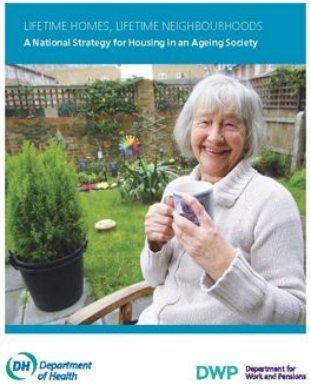
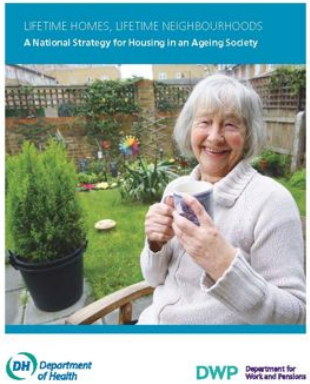
INFORMATION AND ADVICE

counsel + care
for older people, their families and carers



Summary

- I&A is important
- Framework for enhanced, universal, sustainable housing I&A
- Builds on what works
- Links to broader agenda and Strategy themes
- Some additional resources, plus levers for change



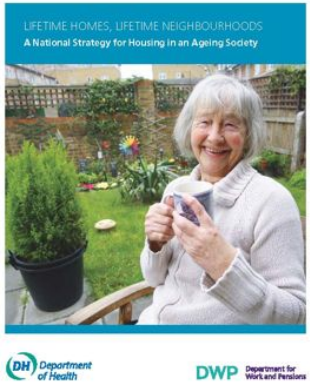
Importance of I&A

"All of us want to stay independent for as long as possible, but this involves knowing more about our choices.

There is a critical need for more and better information about the range of housing choices available to older people, what might be right for each individual or family.

In particular, more information is needed about the help and support that is available to older people wishing to stay in their own homes in order to ensure that those homes are safe and comfortable.

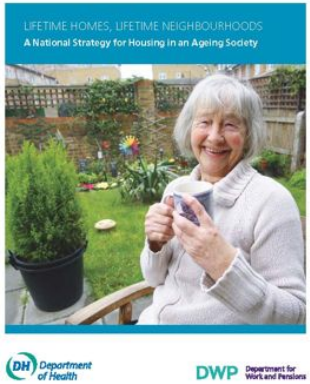
There is also a need for housing advice and information to encompass wider issues around care and support, and housing-related finance, such as the potential of equity release."



Building on what we have

Review of local provision:

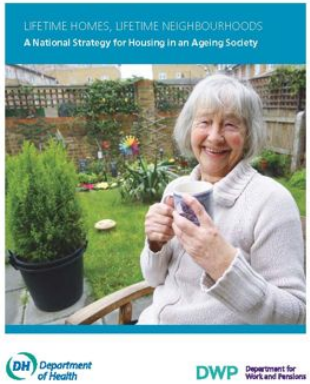
- Care Direct pilots
- Link-Age Plus projects
- POPPs
- LA housing advice services
- SISOSIG ‘housing options’ pilots
- HIA services
- Age Concerns & other local services



Building on what we have

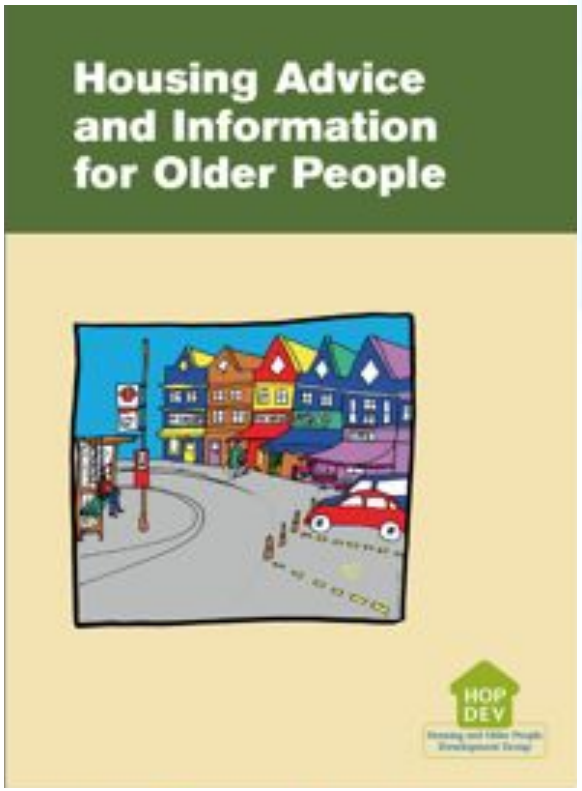
Review of national provision:

- Age Concern England
- Help the Aged
- Shelter
- CABs
- Counsel and Care
- EAC



Building on what we have

Dialogue with HOPDEV



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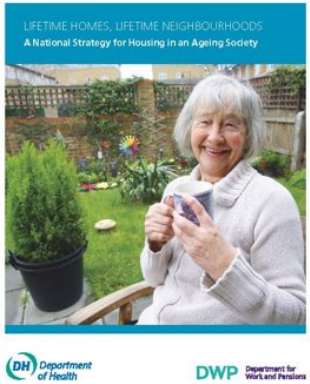
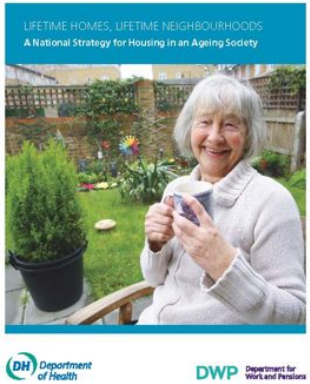


Building on what we have

Principles:

- No need to reinvent wheels
- Support and build on best practice
- Government to steer, not prescribe
- Emphasis on ‘housing options’ & individual choice
- Importance of quality standards and evaluation of outcomes



The I&A framework

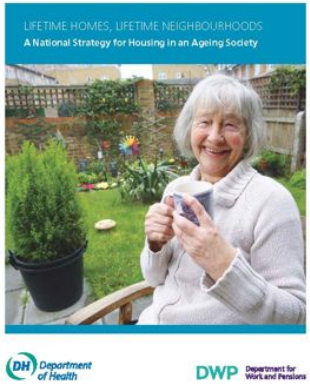
Purpose:

An integrated approach to:

- Staying put or moving home
- Specialist & supported housing options
- Financing repairs & improvements
- Home care and support services

that:

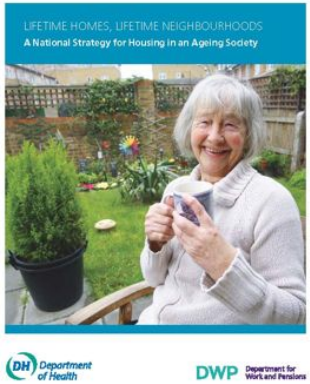
- Relates to aspirations as well as needs
- Is universal
- Addresses minority needs and hard to reach groups



The I&A framework

Linkages to other Strategy themes:

- Gateway to ‘preventive’ services
- Promoting aspirational housing to encourage downsizing
- Introducing owner-occupiers to equity release and loan products
- Proactive work with people at risk

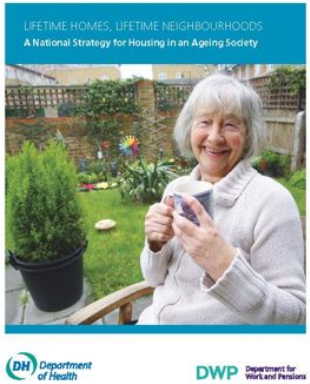


The I&A framework

Concept:

A single route to I&A from a network of trusted providers

- Virtual network of centres of expertise
- Information, advice, advocacy, support
- Local control
- Network-wide information resources
- Standards, quality control, branding, promotion, training
- Expandable to other info areas & Departments



Making it happen

Carrots:

For LAs:

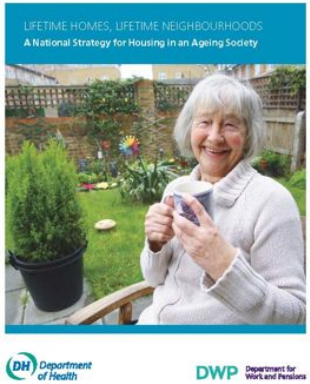
- Enhanced Housing Options programme
- Funding for handypersons services
- Reduced health & social care costs

For HIAs:

- New Foundations contract
- Future HIA project

For I&A sector:

- Funding for national framework
- Status, recognition, sustainability



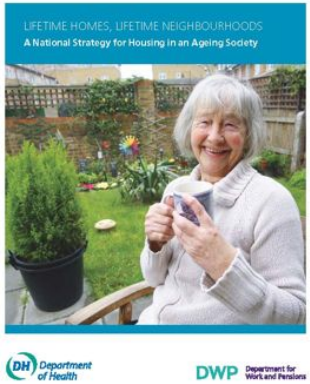
Making it happen

Stick:

PSA 17 indicators re. promoting greater independence & wellbeing in later life:

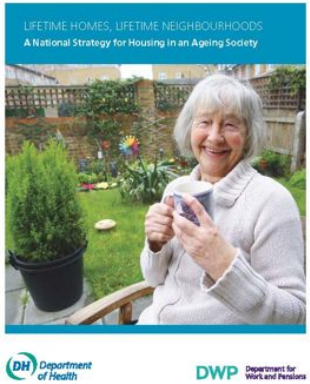
- healthy life expectancy at 65
- satisfaction with home and neighbourhood
- availability of support to live independently at home

I&A seen as key to achieving 2nd & 3rd



Progress to date

- Enhanced Housing Options funding from 2009-10.
- Foundations contract from 2009-10
- Future HIA work well advanced
- PSA 17 in force
- Negotiations well advanced re. building the national I&A framework; funding from 2009-10

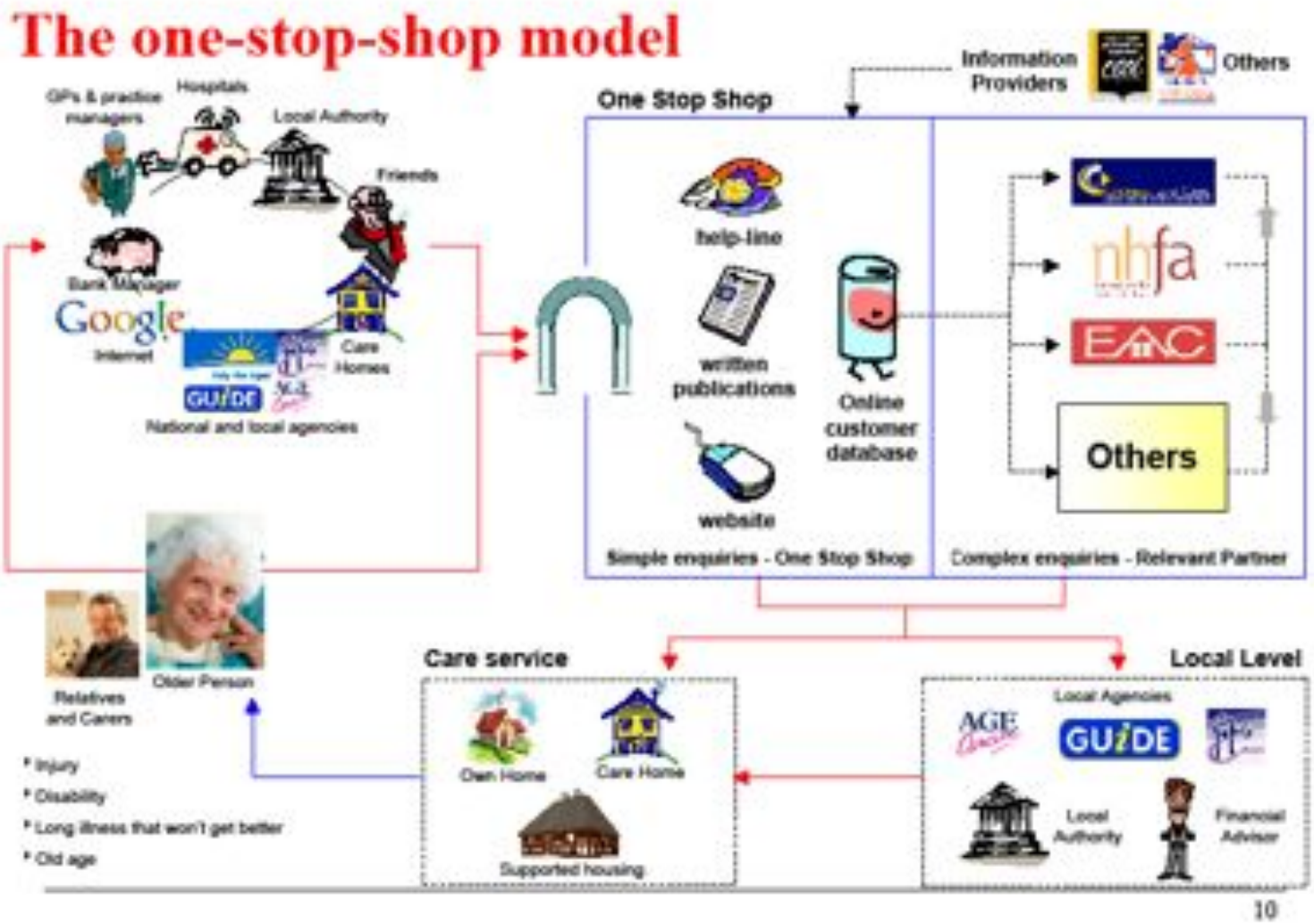


The FirstStop role

FirstStop is a partnership of 4 national I&A providers taking the lead on:

- Delivering a joint, national FirstStop Advice service to the public (already piloting)
- Network building and support for local I&A delivery

The FirstStop model



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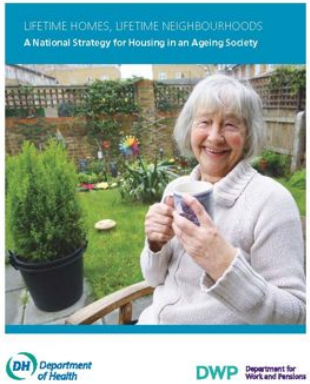

The FirstStop model

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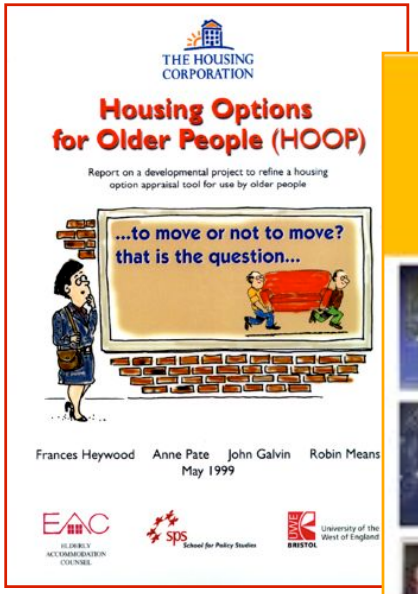

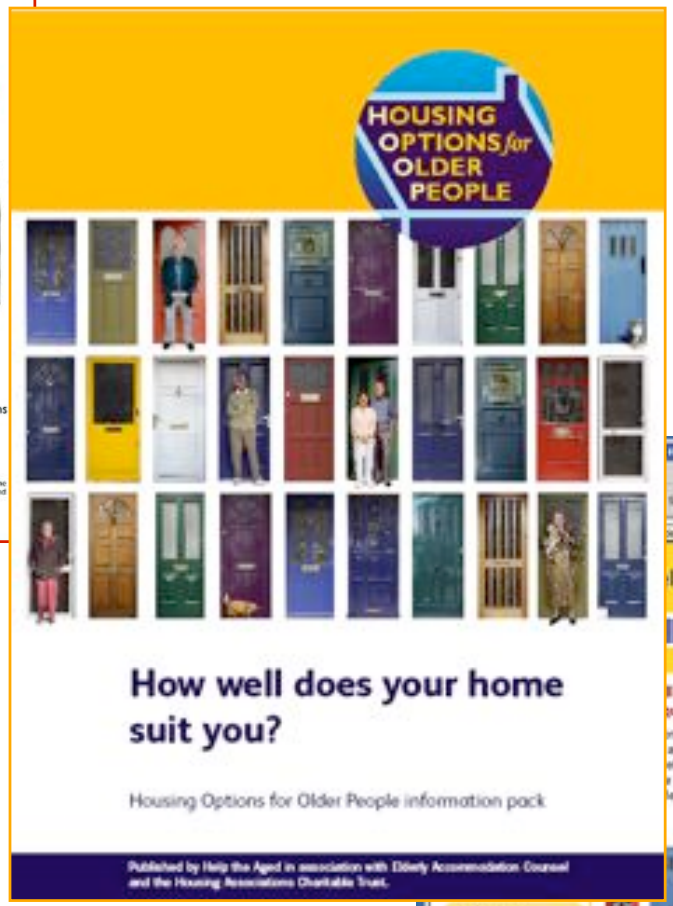

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