



Age-Friendly
Futures Summit

Creating Age-friendly homes: Research, Policy and Practice

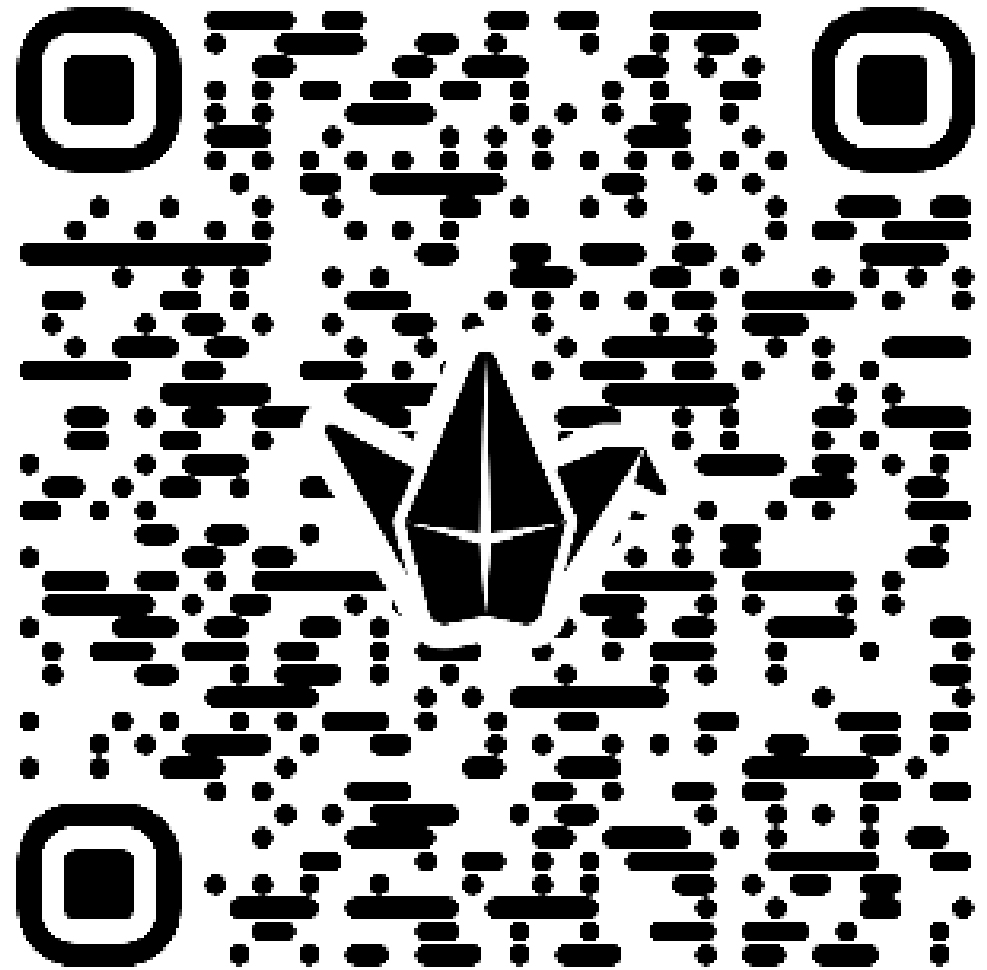
14:00-15:00

#AgeFriendlyFutures

Welcome!



Contribute to the
discussion on our
padlet



<https://padlet.com/embed/7jqrcn81ygrd2ltw>

Ageing and Housing

- Importance of housing on good quality of later life is well established.
- Complex! Lots of competing demands in housing sector. Housing targets, affordability, net zero, public/private, health, demographic change
- No national strategy on ageing and housing since 2009 (Lifetime Homes)



Architect slams 'ageist' borough council in Surrey retirement village row

28 OCTOBER 2020 • BY TOM DE CASTELLA



1/3 Guild Living's vision for Walton-on-Thames

Source: Marchese Partners

Greater Manchester (GM)

- Region consisting of 10 municipalities and 2.8m people in North West England
- GMCA: Greater Manchester Combined Authority (regional government), with an elected Mayor.
- Established the GM Ageing Hub



GM Housing Planning and Ageing Group (GMHPA)

Policymakers, academics, designers, residential developers/operators (private and social housing) and older people convened by GM Ageing Hub

Aim: Improve the quality and quantity of homes for older people in GM.



GM Housing, Planning and Ageing group



What did we do?

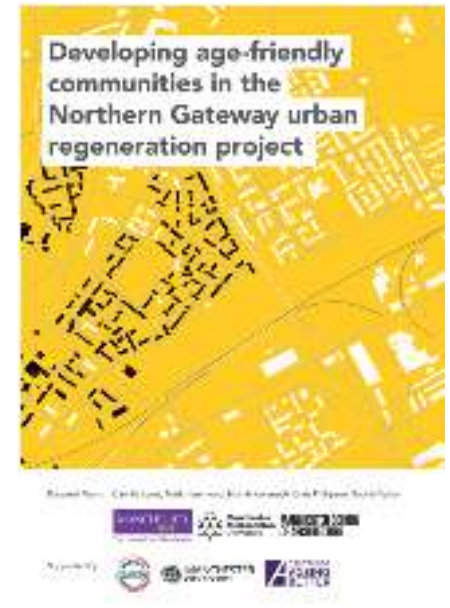
Host industry events

Contribute to government strategies

Help research community to make links with developers/local government.

Meeting with architects and developers to discuss their work-in-progress

Winning hearts and minds



What we hear

“We don’t do specialist housing”

All new housing should be age-friendly!

“We are age-friendly - all of our schemes meet universal design”

We need to understand inclusion as social and cultural, not just physical.

“OK, so there is an ageing population, I get it. But I’m confused about what exactly I should do”

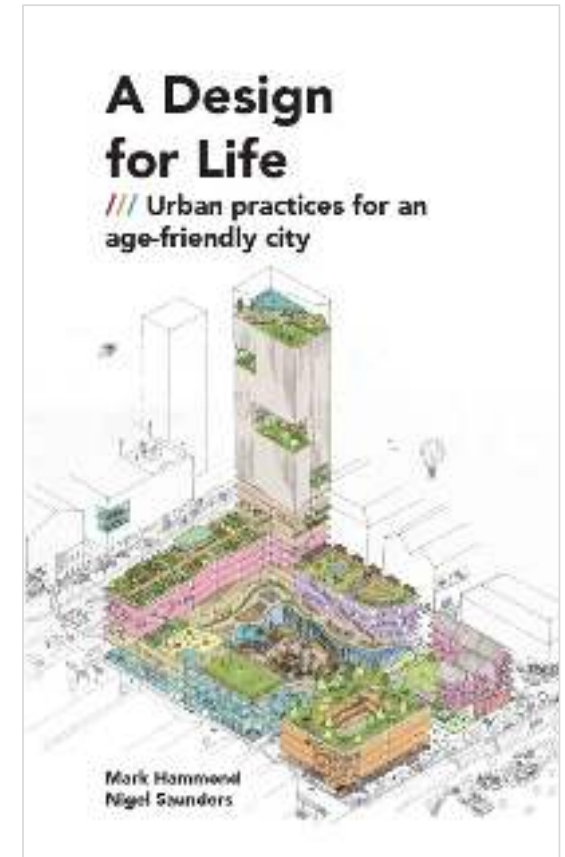
...OK, good point.



1 / Ageing is not a 'problem'
(unless we ignore it)

2 / Age is a part of our identities,
but so is our ethnicity, sexuality,
religion, class, politics, jobs etc.

3 / We have to create places that
value older people as citizens,
rather than patients.

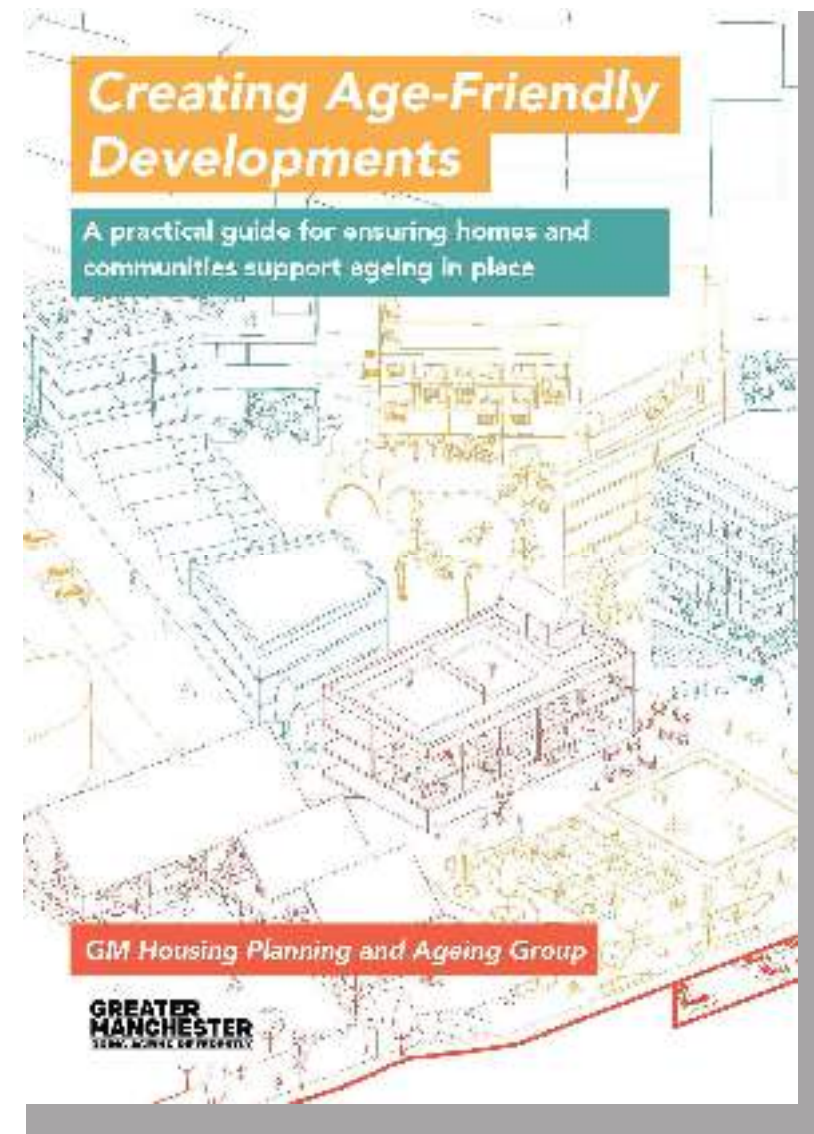


www.msa.ac.uk/ageing

Creating Age-Friendly Developments guide

The guide aims to support developers, planners, policymakers and architects to deliver age-friendly homes + neighbourhoods

The guide includes a list of 62 prompts and considerations to support further exploration of ageing in your development process.



Creating Age-Friendly Developments

1. Celebrating Older People

- Embracing different perspectives
- Valuing older people in society
- Including older people as active participants



Creating Age-Friendly Developments



Creating Age-Friendly Developments

2. Planning for Age-Friendly Neighbourhoods

- Diverse housing options for older people
- Supporting everyday moving
- Creating social infrastructure
- Integrating places
- Connections to nature



Creating Age-Friendly Developments



Creating Age-Friendly Developments

3. Designing Age-Friendly Homes

- Creating healthy environments
- Promoting active lives
- Supporting social life
- Providing appropriate storage spaces
- Accessible controls and access
- Maximising daylight and views



Creating Age-Friendly Developments



Creating Age-Friendly Homes

Age Friendly Futures Summit

26th March 2025



Manchester University
NHS Foundation Trust

pozzoni
architecture

Planning for Age Friendly Neighbourhoods

- Diverse housing options for older people.
- Supporting everyday activity.
- Creating social infrastructure.
- Integrating places.
- Connections to nature.

Case Study Scheme:
Creating a Healthy Neighbourhood at NMGH.



Strategic Aims.



Manchester University
NHS Foundation Trust

To bring **accessible wellbeing and healthy living** to North Manchester by:

- creating a new mixed-use, vibrant, sustainable and healthy neighbourhood, **for all ages**, with a strong sense of place, **social inclusion** and **community**
- aligning with the **NHS Long Term Plan** to support out-of-hospital care and to ease the pressures on bed availability
- **transforming** health outcomes by **integrating** healthcare services
- contributing to a **net zero carbon** environment
- becoming a catalyst for further regeneration across the area.



An aerial photograph of a city area, likely Manchester, showing various urban zones. The image is overlaid with several labels in black boxes with white text, each pointing to a specific area. The labels are: 'CRUMPSALL PARK' at the top left, 'NEIGHBOURHOOD ZONE' in the upper center, 'NORTH VIEW SITE' on the left side, 'VILLAGE GREEN' in the center (highlighted in yellow), 'COMMERCIAL ZONE' at the bottom center, and 'ACUTE HOSPITAL SITE' on the right side. The background shows a mix of green spaces, residential buildings, and commercial structures.

CRUMPSALL PARK

NEIGHBOURHOOD ZONE

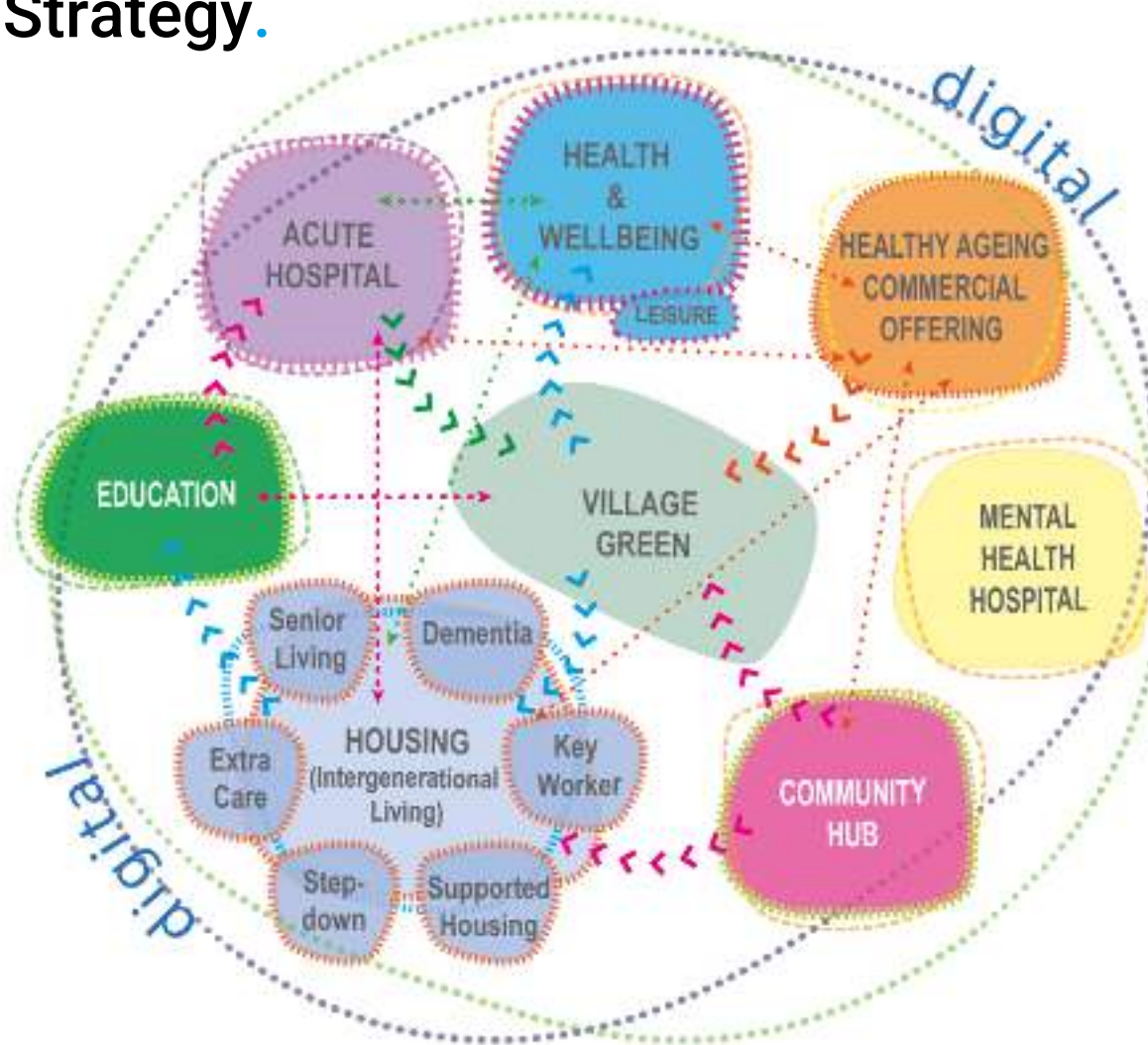
NORTH VIEW SITE

VILLAGE GREEN

ACUTE HOSPITAL SITE

COMMERCIAL ZONE

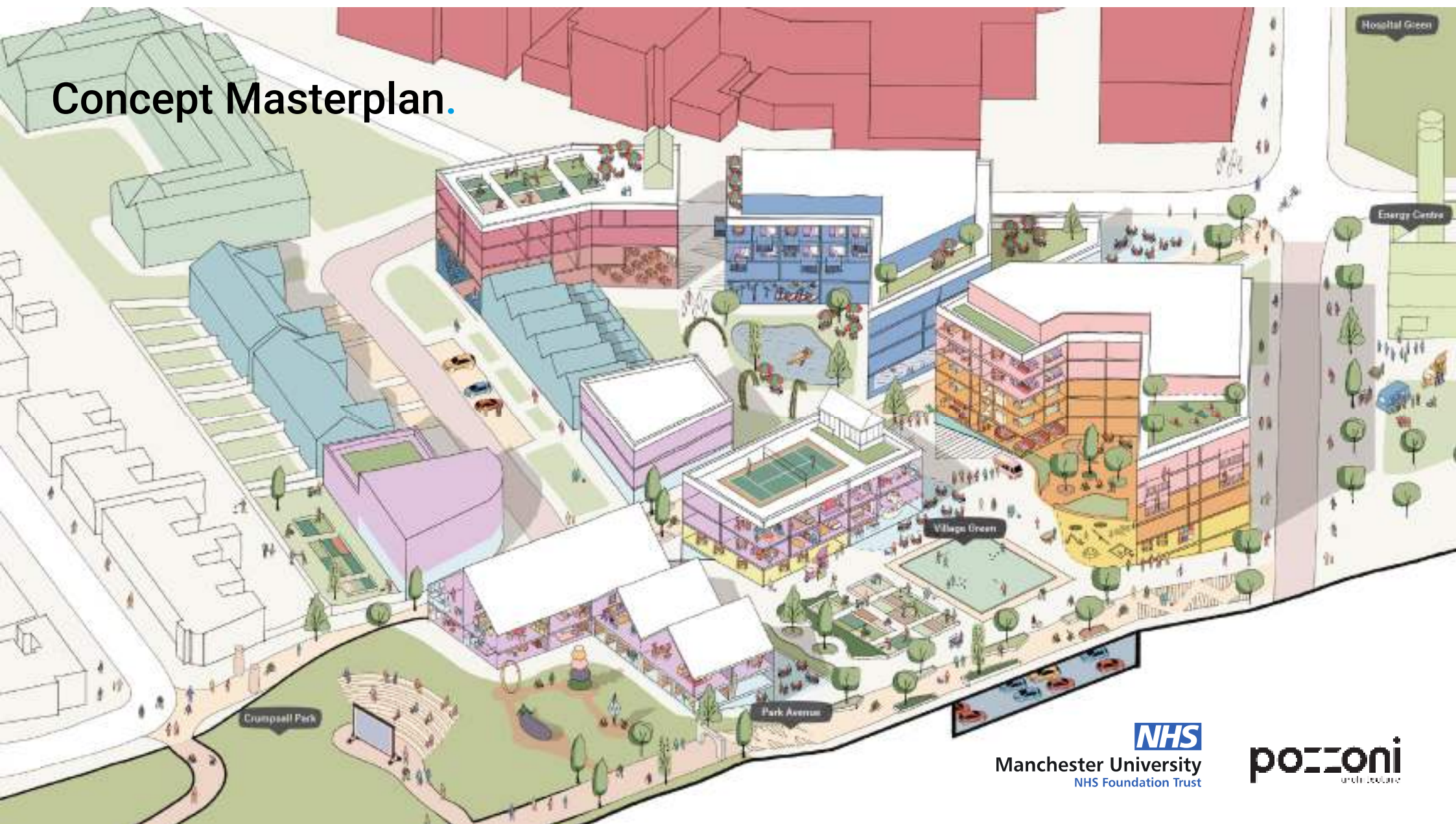
Core Concept Strategy.



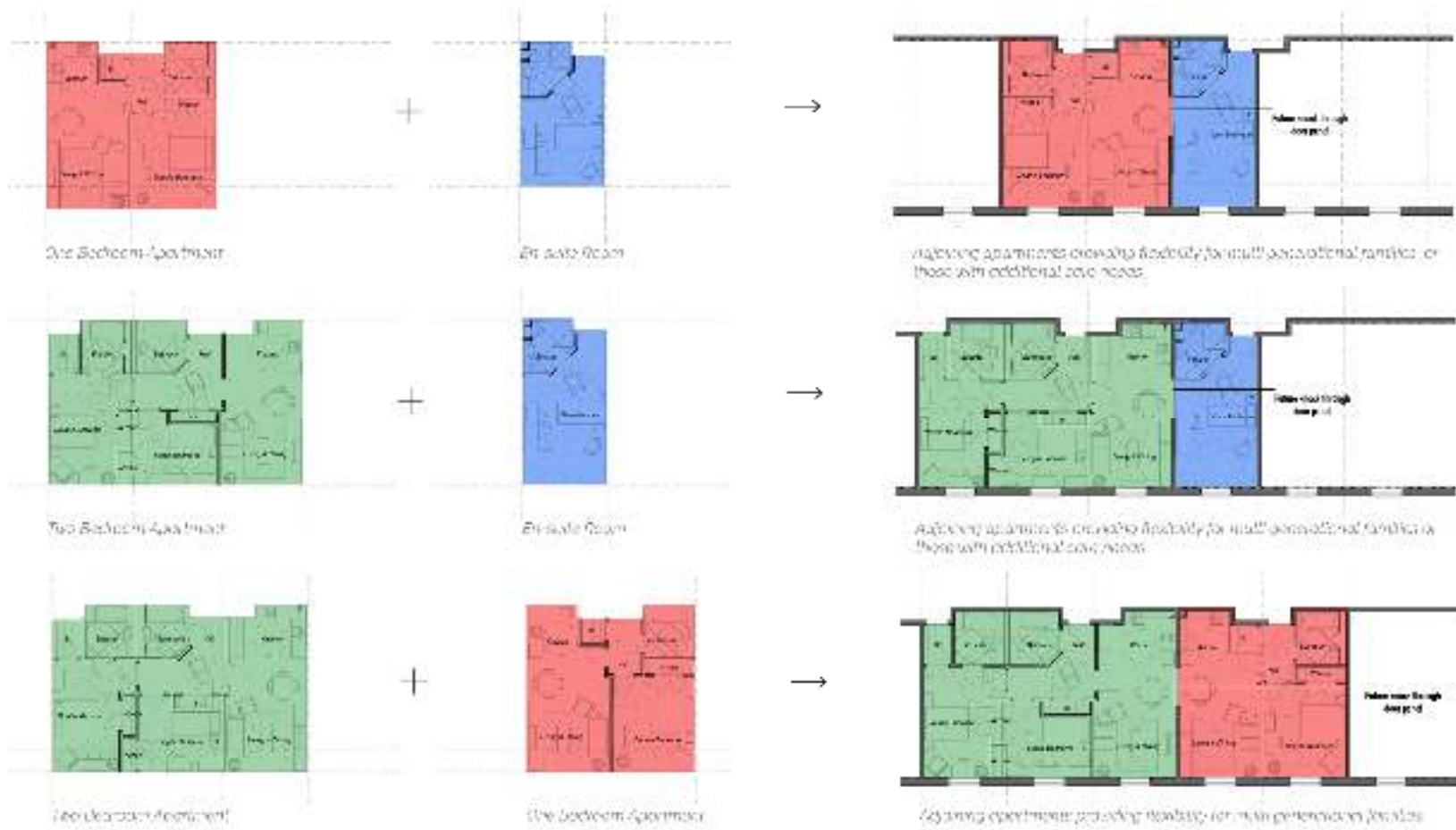
Masterplan Principles.



Concept Masterplan.



Flexible Homes.





Place Making: Public Spaces.

pozzoni

Place Making: Legibility



pozzoni

Place Making: Private Spaces



pozioni

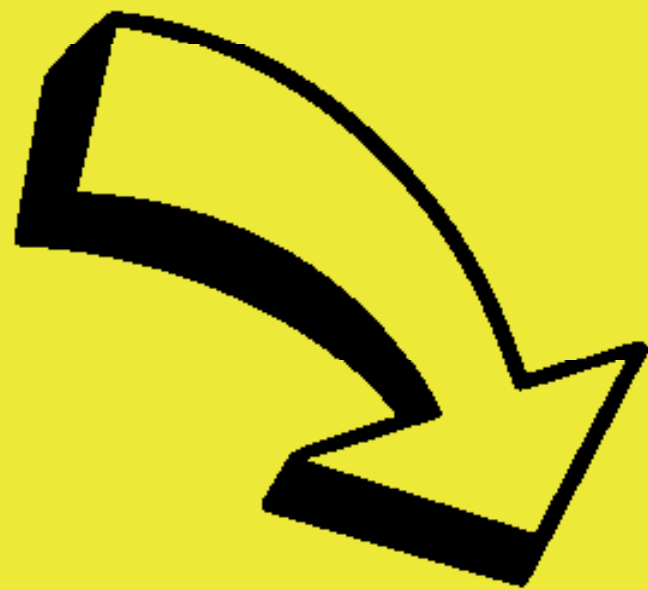


Next Steps.

NHS
Manchester University
NHS Foundation Trust

pozzoni
architecture

**PICTURE
THIS**



Picture This → Stockport







Response:

Steve Fyfe
Director of Housing,
GMCA

