

Appendix D
Future Focus Research
'Older People's Accommodation Research'

Old People's Accommodation Research 2018

Report

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1. Approach to research

1.1 Research objectives

Stroud District Council commissioned Future Focus Research to seek the views of residents and tenants in the Stroud district, to find out what they would like from their accommodation to ensure that it is fit for purpose now and for the future.

1.2 Methodology

The research consisted of 500 ten minute telephone interviews with local residents. All interviews were conducted with a representative sample of residents aged 18 and over who live in the Stroud District Council area. The sample was based on the quota controls below, which reflect the demographic makeup of the Stroud District Council area. In addition, to ensure the views were obtained from individuals from all areas of the district, we targeted a proportionate number of interviews in each of the local areas, as follows:

- Gloucester Border Areas
- Stroud Central
- Stroud Border Areas, including Nailsworth
- Stonehouse
- Dursley
- Wotton-Under-Edge
- Berkeley

These areas are grouped together based on the Royal Mail post towns – see [Appendix A](#) for details of the postcodes. In addition to area, quotas were also set on age and gender as shown in table 1.1 below.

Table 1.1: Age and Gender quotas

| Gender | |
|--------------|-------------|
| Male | 49% |
| Female | 51% |
| Age | |
| 18 - 34 | 21% |
| 35 – 54 | 37% |
| 55 – 74 | 31% |
| 75+ | 11% |
| Total | 100% |

The questionnaire was designed in conjunction with the Council to ensure the research was able to deliver the intended objectives. Interviews were conducted by a team of trained interviewers.

A sample size of 500 gives a margin of error of +/-4.4% at the 95% confidence interval. Therefore, if 50% of respondents give an answer to a question, we can be sure that the true value lies somewhere between 45.6% and 54.4%.

Please note where charts do not add up to 100 this is due to one of two reasons:

- The question was a multiple choice and respondents may have been given more than one answer
- Percentages have been rounded to the nearest whole percentage and therefore the total presented in the chart may sum to slightly more or less than 100%.

1.3 Who did we interview?

The profile of the 500 interviews is shown in table 1.2 below.

Table 1.2

| Area | % | No. of respondents |
|---|------------|--------------------|
| Gloucester Border Areas | 11% | 54 |
| Stroud Central | 28% | 139 |
| Stroud Border Areas | 22% | 109 |
| Stonehouse | 12% | 60 |
| Dursley | 16% | 80 |
| Wotton-under-Edge | 7% | 33 |
| Berkeley | 5% | 25 |
| Gender | | |
| Male | 49% | 245 |
| Female | 51% | 255 |
| Age | | |
| 18 – 34 | 21% | 105 |
| 35 – 54 | 37% | 184 |
| 55 – 74 | 31% | 153 |
| 75+ | 11% | 55 |
| Prefer not to say | 1% | 3 |
| Disability | | |
| Yes | 16% | 79 |
| No | 83% | 416 |
| Prefer not to say | 1% | 5 |
| Working status | | |
| Employed in Stroud district | 45% | 226 |
| Employed outside Stroud district | 12% | 61 |
| Unemployed and actively looking for paid employment | 1% | 3 |
| Unemployed but not looking for paid employment | 1% | 4 |
| Retired | 28% | 142 |
| At school/college/university | 11% | 56 |
| Other (e.g. house person, carer) | 1% | 4 |
| Prefer not to say | 1% | 4 |
| Ethnicity | | |
| White or White British | 90% | 449 |
| Other | 9% | 47 |
| Prefer not to say | 1% | 4 |
| Total | 100 | 500 |

Where there are differences between any of the demographics, these have been highlighted in the report.

2. Summary

This section provides an overview of the findings of this survey:

Context

- 61% definitely plan to retire in the Stroud DC area. Although those who are uncertain about their plans, not surprisingly, increases as age decreases
- Encouragingly the vast majority of those over the age of 55 know what their accommodation plans are for when they retire.
- The majority of residents have access to friends/family and/or social groups in Stroud DC

Perception of the Term ‘Sheltered Housing’

- Two thirds associated the term sheltered housing with older person’s accommodation where 24 hour care is provided

Preference for Rural Town or Market Parish

- Over a half don’t currently have a preference for rural areas or a market town
- Of the remainder 30% preferred a market town and 12% preferred a rural parish

Accommodation Needs

- All elements within the home were considered to be important by at least three quarters of residents
- Most important was a walk-in shower room and an intelligent alarm system
- When asked about communal facilities, the most important was parking and communal gardens
- Most respondents were not willing to pay extra for any facilities

Access to Services

- Access to care and support services, shops, healthcare and transport were all considered to be important by the vast majority
- Access to leisure facilities was of lesser importance
- Opinion was divided on whether they would be prepared to travel to access facilities, but older residents were less likely

The Community

- Security (both within the building and the groups) was important to most as was living amongst people their own age
- *Mixed communities* were of much lower important

Communal Lounges

- Health clinics were the most popular choice for use of communal areas
- Just a third were in favour of letting communal areas to outside groups

3. Survey Findings

3.1 Context

The following questions regarding retirement plans were asked at the end of the survey to ensure that they did not influence the respondent’s decision to take part in the survey or their response to any subsequent questions. However, we feel the findings from these questions are best presented upfront, as they provide a context to the results.

Respondents were asked whether they plan to retire within the Stroud District Council area. Overall, 61% said that they were, 9% said that they weren’t, and 30% did not know. See figure 3.1.

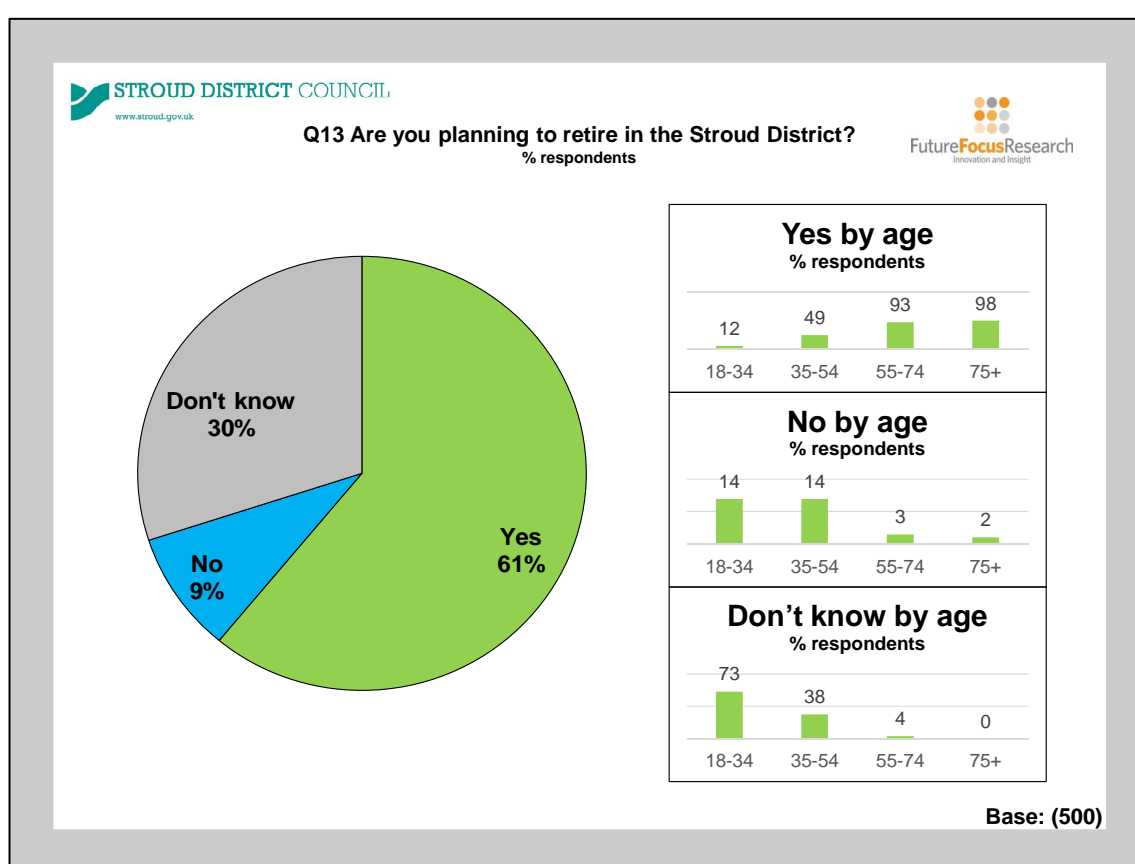


Figure 3.1

Perhaps not surprisingly, the percentage planning to retire within the Stroud area rises with age, from 12% of those aged 18-34, 49% of 35-54s, 93% of 55 – 74s and to 98% of those aged 75+. Almost three quarters of 18-34 year olds (73%) did not know what their plans for retirement are.

When asked about their housing plans for when they get older, 40% did not know what their plans were (rising to 50% of those aged 35 – 54 and to 93% of those aged 18-34).

One in 20 respondents (5%) currently live in specialist housing for older people, rising to 24% (1 in 4) of those aged 75+. The same percentage (5%) told us that they were planning to move to specialist housing, rising to 9% amongst those aged 55 -74. See figure 3.2.

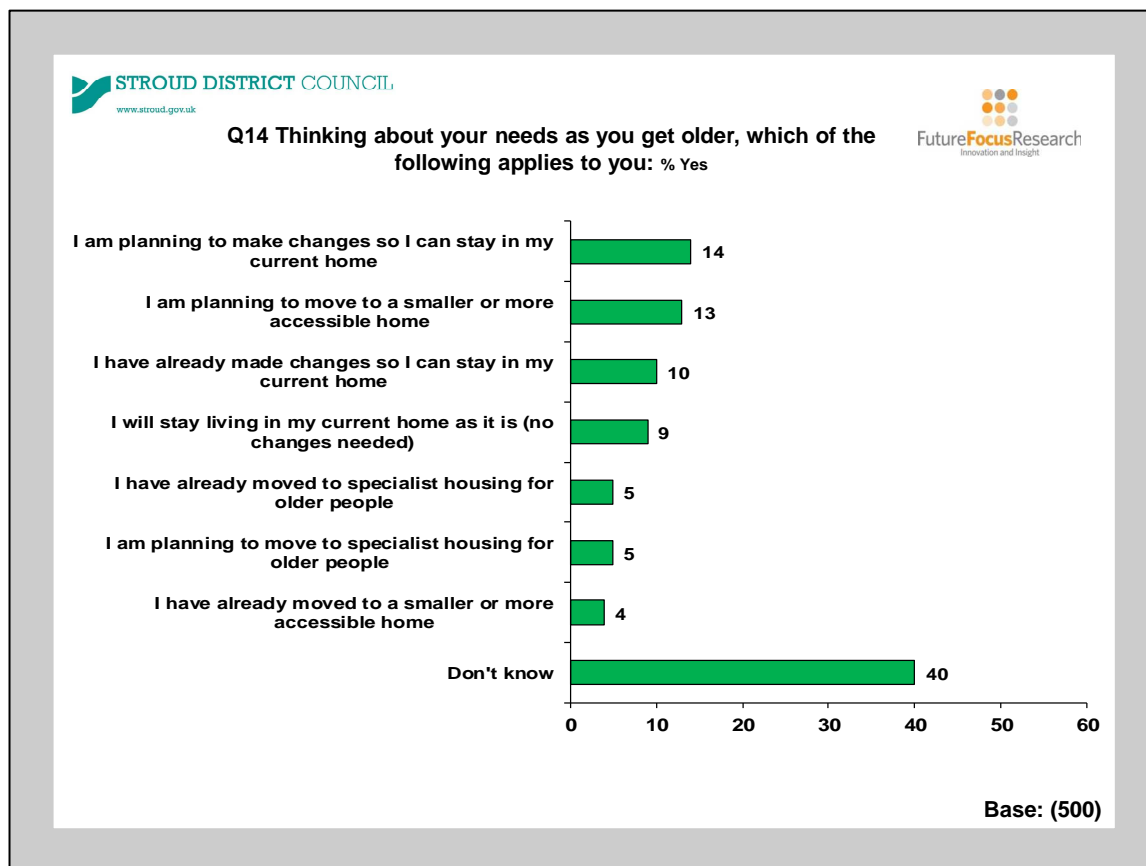
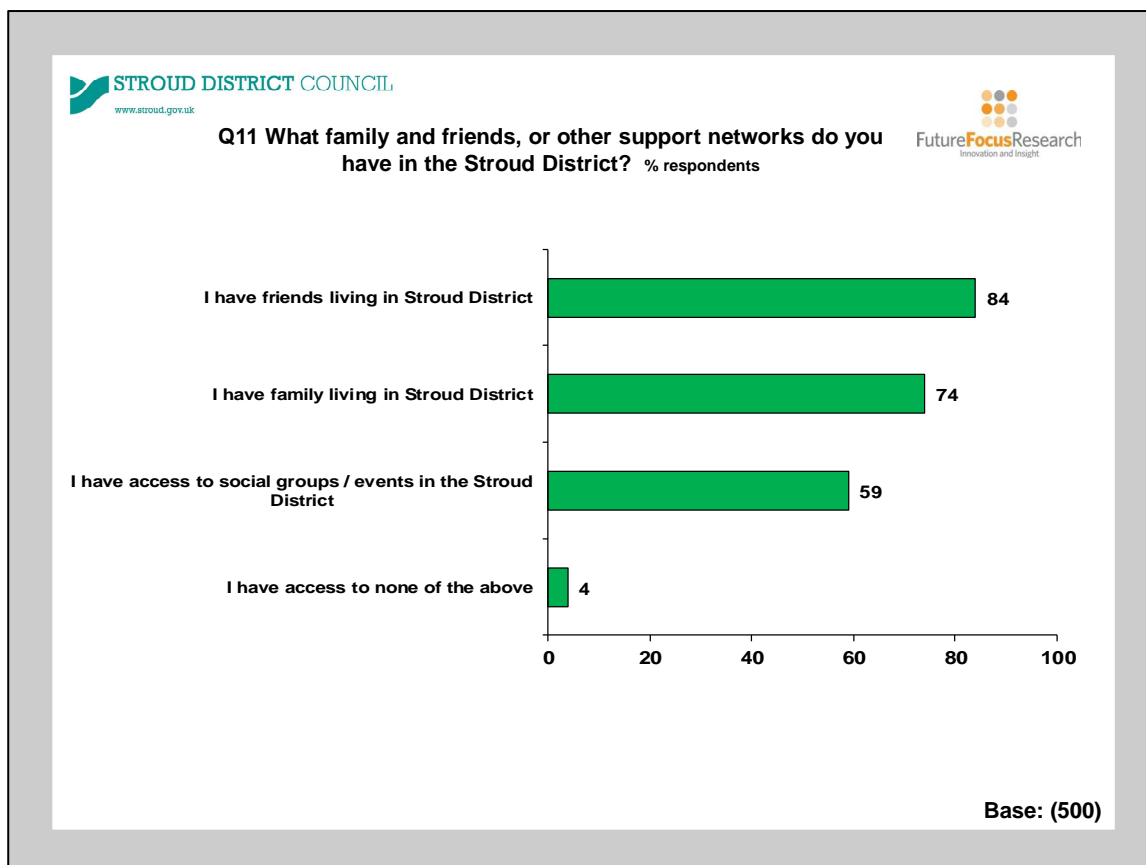


Figure 3.2

The vast majority of respondents (96%) said that they had either friends, family or access to social groups in the Stroud area, see figure 3.3.

Figure 3.3



3.2 Perceptions of the Term ‘Sheltered Housing’

Over two thirds of respondents (68%) agreed, either strongly or slightly, that the term ‘sheltered housing’ suggests older person’s accommodation where care and support are provided 24 hours a day. See figure 3.4.

Men were slightly more likely than women to agree (73% compared to 64%), as were those aged 35 – 54 (79%) and 18 – 34 (76%).

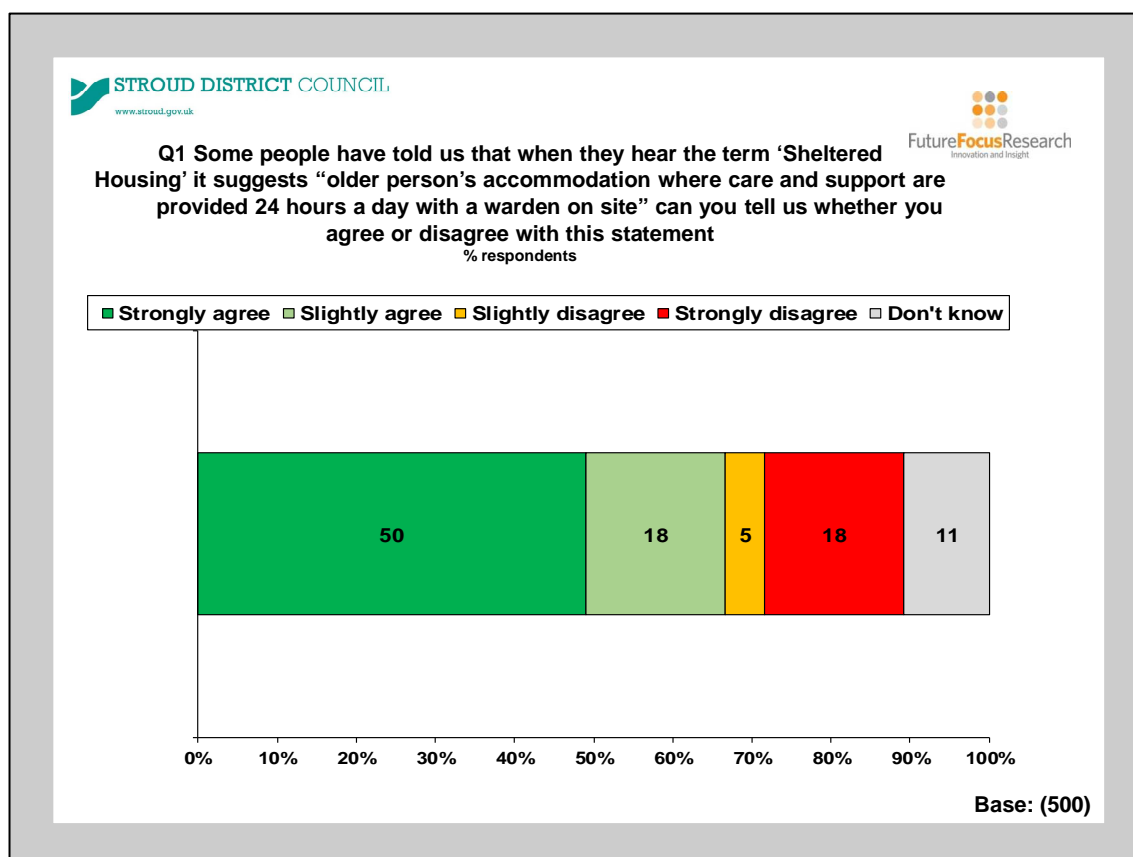
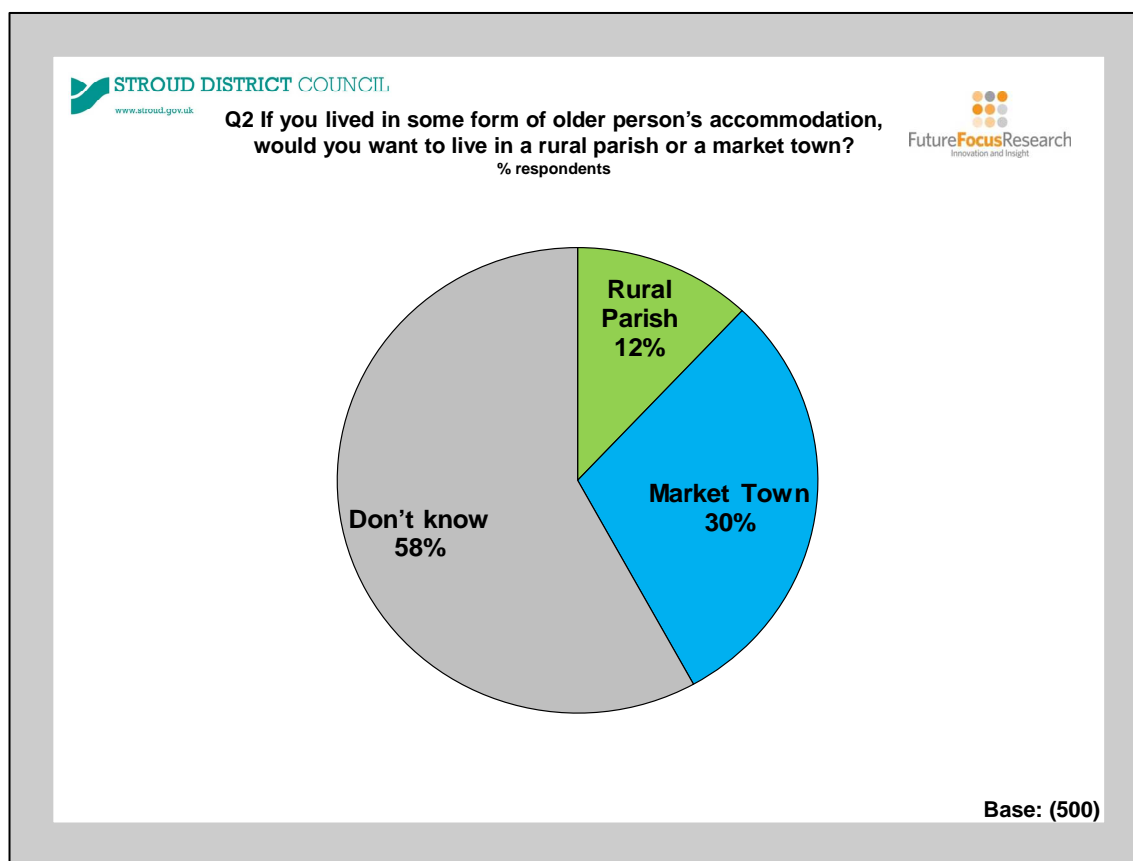


Figure 3.4

3.3 Preference for Market Town/Rural Location

Respondents were then asked whether they would choose a market town or a rural parish if they were to live in some form of older person’s accommodation in the future. Almost 6 in 10 (58%) did not know where they would choose, this rose to 81% amongst 18 – 34 year olds. Of the remainder, 30% would choose a market town and 12% would choose a rural parish. See figure 3.5.

Figure 3.5



When asked the reason for their preference, the main reason given for choosing a market town was that *it's close to shops/healthcare/amenities* (72%) and the main reason given for choosing a rural parish was that they had *always lived there* (34%), see table 3.1.

Table 3.1

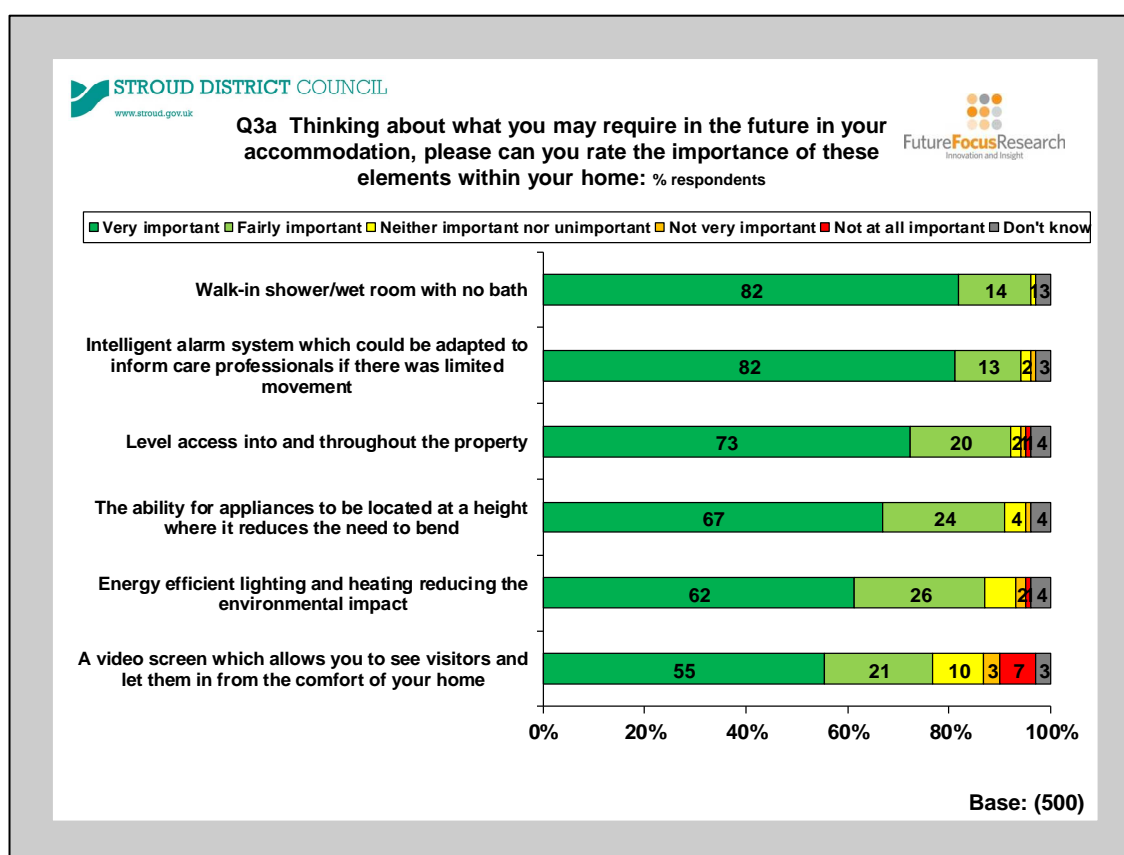
| Reasons - Market Town (Base: 151) | | |
|-----------------------------------|-----|-----|
| Close to shops/health/amenities | 72% | 109 |
| Always lived there | 10% | 15 |
| Busy/less isolated | 7% | 11 |
| Safer | 3% | 4 |
| Near/friends family | 1% | 2 |
| Quieter | 1% | 2 |
| Don't know | 5% | 8 |

| Reasons - Rural (Base:61) | | |
|---------------------------|-----|----|
| Always lived there | 34% | 21 |
| Safer | 11% | 7 |
| Like the countryside | 23% | 14 |
| Quieter/Relaxing | 18% | 11 |
| Prefer way of life | 8% | 5 |
| Near friends/family | 3% | 2 |
| Don't know | 2% | 1 |

3.4 Accommodation Needs

Respondents were asked to rate the importance of a list of different elements within their home. Most important was a *walk-in shower room with no bath* (96% very or fairly important), see figure 3.6. This was followed by:

- *An intelligent alarm system* (95%)
- *Level access into and throughout the property* (93%)
- *The ability for appliances to be located at a height where it reduces the need to bend* (91%)
- *Energy efficient lighting and heating reducing the environmental impact* (88%)
- *A video screen which allows you to see visitors and let them in from the comfort of your home* (76%)



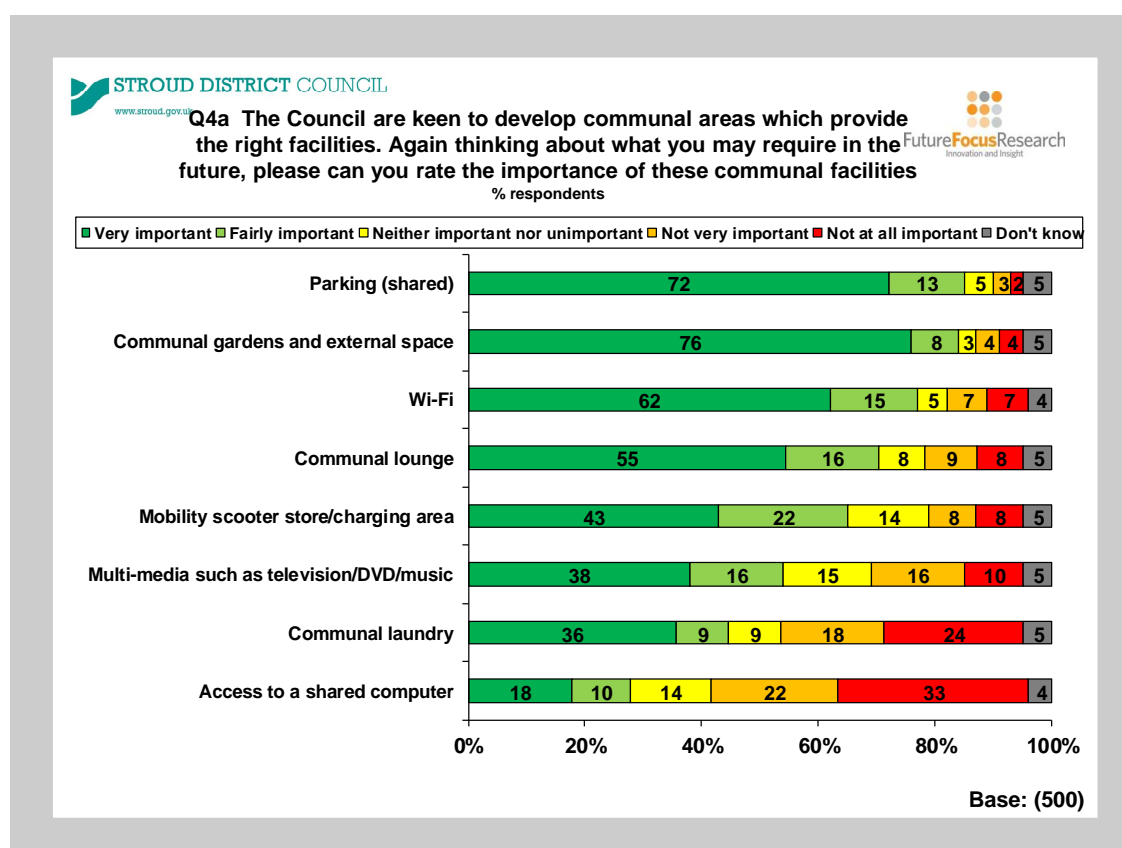
See Figure 3.6

Those aged 18-34 were more likely to not know how important each of these elements would be than the other age groups (at least 10%).

Whilst men and women rated most elements equally as important, a *video screen* was more important to women than men (81% compared to 72%).

Respondents were then asked to rate the importance of a list of communal facilities. Most important was *parking* (85% very or fairly important) and *communal gardens and external space* (84%), see figure 3.7. These were followed by:

- *Wi-Fi* (77%)
- *Communal Lounge* (71%)
- *Mobility scooter store/charging area* (65%)
- *Multi-media such as television/DVD/music* (54%)
- *Communal laundry* (45%)
- *Access to a shared computer* (28%)



See Figure 3.7

Those aged 18-34 were more likely to not know how important each of these elements would be than the other age groups (at least 15%). The only other notable age difference was that those over 75 were least likely to consider *Wi-Fi* as important (56%).

With the exception of *Wi-Fi* and *parking*, women were more likely to rate all other facilities as more important than men.

3.5 Paying for Additional Facilities

Respondents were then asked whether they would be willing to pay extra for any facilities. At least a half were not willing to pay extra for any of the facilities, see figure 3.8.

A half (50%) were willing to pay extra for *Wi-Fi* and 44% were willing to pay extra for *maintenance of communal gardens and external space* and a *mobility scooter store/charging area*.

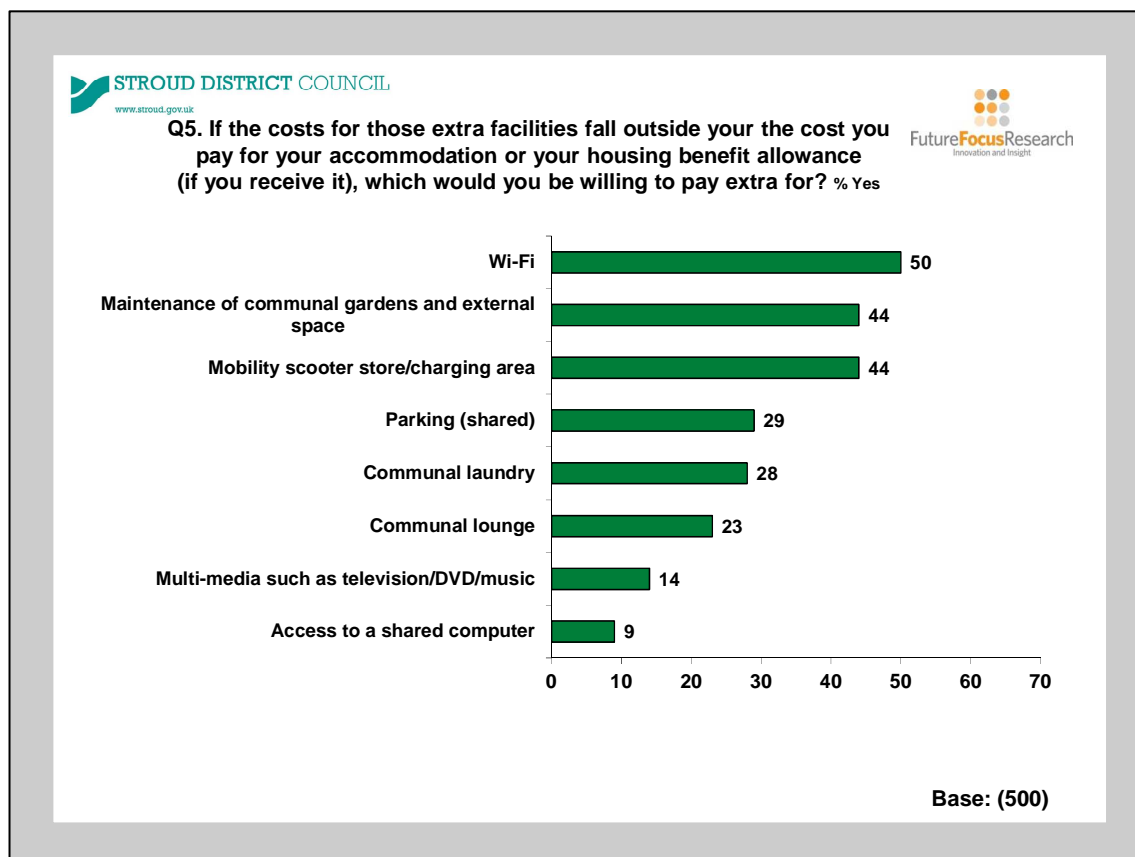


Figure 3.8

Those aged 18-34 were most likely to not know if they would be willing to pay extra for facilities (at least 10%).

In general, women were more likely than men to say that they would pay extra for things (with the exception of *Wi-Fi*).

3.6 Access to Services

Respondents were asked to rate the importance of access to different services in terms of the location of the accommodation. Most important was *access to care and support services* (98% very or fairly important), *shops* (97%) and *local healthcare facilities* (97%). Access to *public transport links* was important to 91% of respondents. Of least importance was access to *local leisure facilities* (56%), however, this was more important to those aged 18-34 (69%) and to women (64%).

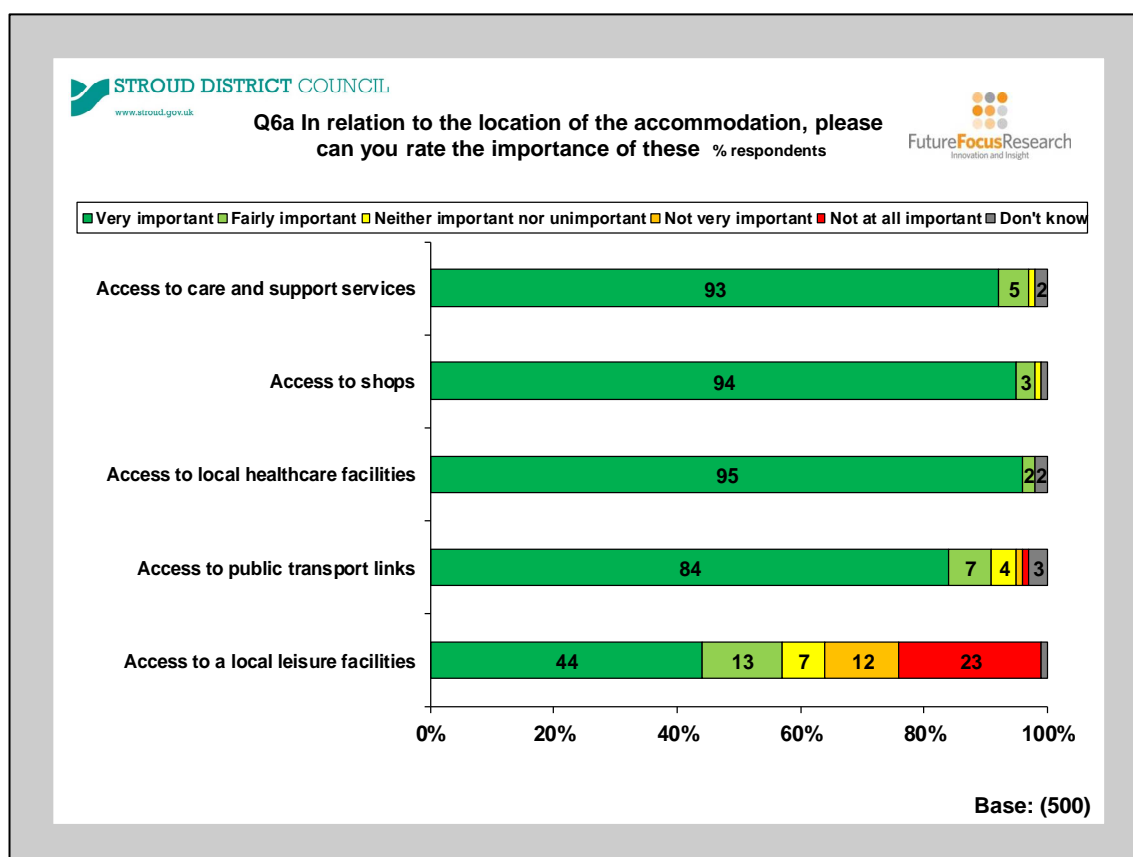


Figure 3.9

Just under a half (46%) said that they were prepared to travel to access these facilities, and a similar percentage (48%) said that they would not (6% did not know). Those over 75 were least likely to say they would travel to access facilities with 64% saying that they wouldn't.

3.7 The Community

Respondents were asked to rate the importance of different elements within the community that they may be living in. Most important was *security both within the building* (95% very or fairly important) and *around the grounds* (94%). *Living amongst people your own age* was important to 79% of respondents. *Mixed communities* were of much lower importance (31%).

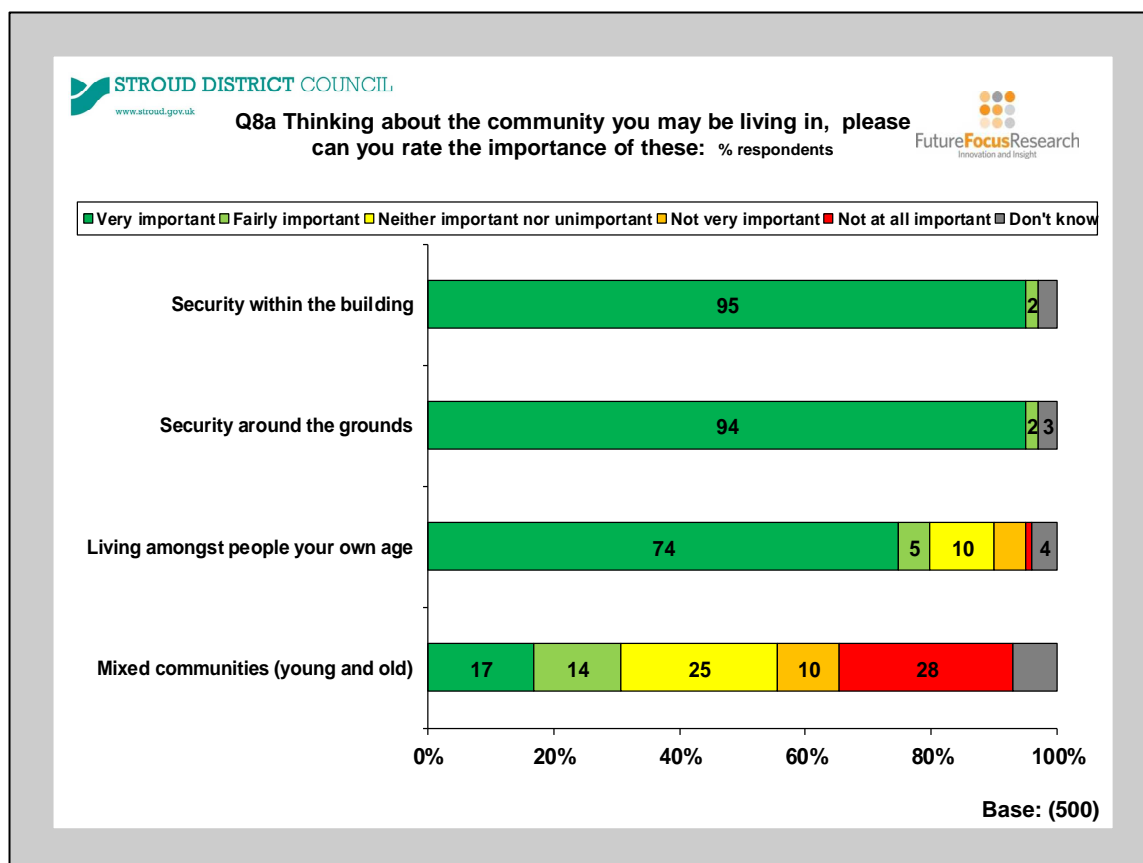


Figure 3.10

As previously, those aged 18-34 were most likely to not know how important each of these elements would be (at least 11%).

3.8 Communal Lounges

Respondents were asked what sort of activities would encourage them to use the communal lounges. *Health clinics* were the most popular option with 90% saying that they would use these. This was followed by *police surgery* (53%), *fitness group* (43%), *games afternoon* (40%), *films nights* (38%) and lastly *dance classes* (21%). See figure 3.11

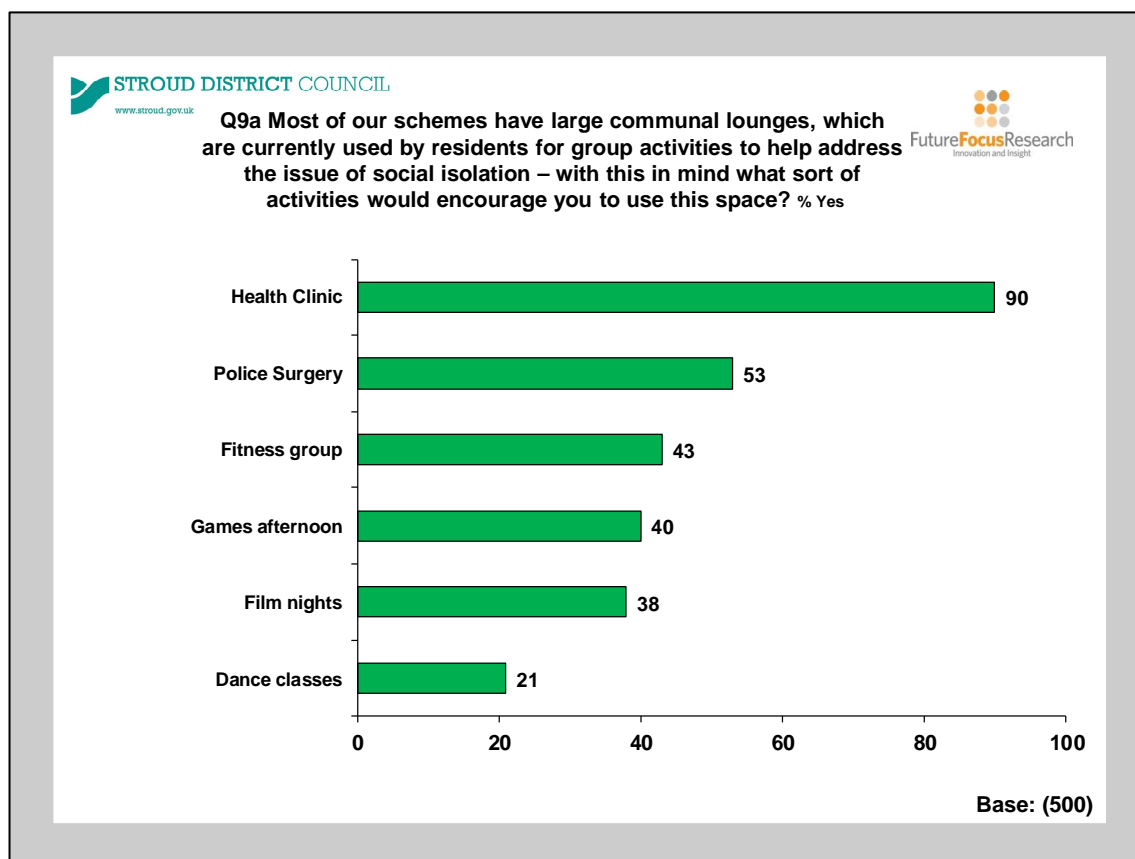


Figure 3.11

When asked, just 37% think it would be a good idea to let the communal space to outside groups, whilst 47% did not think it was a good idea and 16% did not know.

Appendix A Local area postcodes

| Ref | Area Name | Postcodes |
|-----|-------------------------|-------------------------------------|
| 1. | Gloucester Border areas | GL2.2, 2.3, 2.4, 2.7, 3.4, 4.0, 4.8 |
| 2. | Stroud Central | GL5.1, to GL5.5 |
| 3. | Stroud Border Areas | GL6.0 to GL6.9 |
| 4. | Stonehouse | GL10.2, 10.3 |
| 5. | Dursley | GL11.4 to GL11.6 |
| 6. | Wotton-Under-Edge | GL12.7, 12.8 |
| 7. | Berkeley | GL13.9 |