

Our key messages

Sheltered housing is at our roots and we remain committed to raising the profile of good quality sheltered housing. We are also committed to highlighting the preventative benefits of sheltered housing as well as its role in providing access to services and social activities for older people in the wider community and in saving money for health and social care.

The following messages, together with our business plan, set the focus for our activities. They also illustrate what we mean when we talk about *Championing quality housing and support for older people* – our strapline.

We believe that ...

1. Older people's housing and support services **save money** for health and social services
2. Providers of housing and support services for older people should **pro-actively involve service users** in decisions relating to the design, delivery and development of their services
3. Services for older people should play **a key role in combatting social isolation and loneliness** by using their resources (e.g. staff, building and services) to pro-actively engage all older people in the wider community
4. Services for older people should be **person-centred and promote empowerment, independence and choice**
5. Housing for older people should be designed to **meet older people's current and future needs** and promote empowerment, independence and choice
6. Housing and services for older people should be **affordable, accessible, inclusive and non-discriminatory**
7. Older people's housing and support services should comply with appropriate **nationally recognised quality standards**
8. Staff working with older people should be appropriately qualified, formally inducted and regularly trained to ensure they are **up to date and comply with professional standards**