



HOUSING WITH CARE STRATEGY

► Overview of Stroud





1. Overview of Stroud

The modelled demand for future developments of housing with care in Stroud has highlighted an additional requirement as detailed in Table 1.

Table 1: Modelled demand for housing with care

Housing with care model	Extra care owned by 2041	Extra care affordable rent by 2041	Supported living by 2035
Additional units required	168	112	30

Future developments of housing with care in Stroud need to consider the specific challenges and opportunities that delivering housing with care in Stroud presents:

- Stroud has a population of roughly 118,130¹ spread over an area of 176 square miles.² Stroud shares boundaries with Cotswold District, Gloucester City, Tewkesbury Borough and the unitary authority of South Gloucestershire. Much of the eastern half of the district falls into the Cotswold Area of Outstanding Natural Beauty (AONB), which covers just over 50% of the district's total land area. The western half of the district is bounded by the Severn Estuary and includes extensive areas of land liable to flooding which extends eastwards along the river corridors within the Stroud Valleys.³
- Stroud is made up of 27 wards.⁴ **Appendix 1** provides a breakdown of ONS population data; current levels of domiciliary care funded by Gloucestershire County Council (GCC); residential/nursing care; extra care and supported living at ward level. The Stroud Draft Local Plan (SDLP) identifies the importance of the main town of Stroud in supporting the wider urban area within the Stroud Valleys. The SDLP highlights the importance of ensuring that new housing development is located in the right place, supported by the right services and infrastructure to create sustainable development.⁵

¹ <http://www.ons.gov.uk/filter-outputs/f7fa67bf-132c-4491-a960-1701d6caebce> (accessed on 22/04/2020)

² https://www.cheltenham.gov.uk/info/4/about_the_council/839/cheltenham_borough_by_numbers

³ https://www.stroud.gov.uk/info/Draft_Plan_2019.pdf

⁴ <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/wardlevelmidyearpopulationestimatesexperimental>

⁵ https://www.stroud.gov.uk/info/Draft_Plan_2019.pdf

- 22.5% of the population of Stroud are of state age pension.⁶ The old age dependency ratio in the district is 378 (the ratio of the number of older people of pensionable age and over, per 1,000 people aged 16 years and over), representing the third highest ratio after the Cotswolds and Forest of Dean.⁷ Stroud is likely to see the largest increase in pensionable age people retiring to the district across Gloucestershire.⁸ This has implications for the structure of communities and could place additional demand on housing, health and public services and impact on the availability of care providers.



As a statutory planning consultee, proposals for specialist older people accommodation will only be supported by GCC and Gloucestershire Clinical Commissioning Group (GCCG) if they meet the following requirements as outlined in the SDLPD:⁹

- Increase the range of available housing options with care and support services in accessible locations
- Promote active lifestyles
- Increase older people's engagement in community life, including through "hubs"
- Meets the needs of local people

The SDLP highlights the important role of new housing developments in contributing to sustainable and inclusive communities. Core Policy CP7, Lifetime communities, states that developers will need to demonstrate how they have accounted for the needs of an ageing population and people with special needs, including those with a physical, sensory or learning disability, dementia, or problems accessing services.

In Stroud, the largest proportion of residents are classified as 'Affluent Achievers'.¹⁰ This means that they are some of the most financially successful people in the UK, living in high-status rural, semi-rural and suburban areas. **Diagram 1** shows the 'Indices of Multiple Deprivation' for Stroud. Stroud is the least deprived district in Gloucestershire and ranks 279 out of 317 authorities nationally. While Stroud is considered a mainly affluent area, there are still challenges within the district.

⁶ <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/populationofstatepensionageandworkingageandoldagedependencyratiosforlocalauthoritiesandregionsinengland>

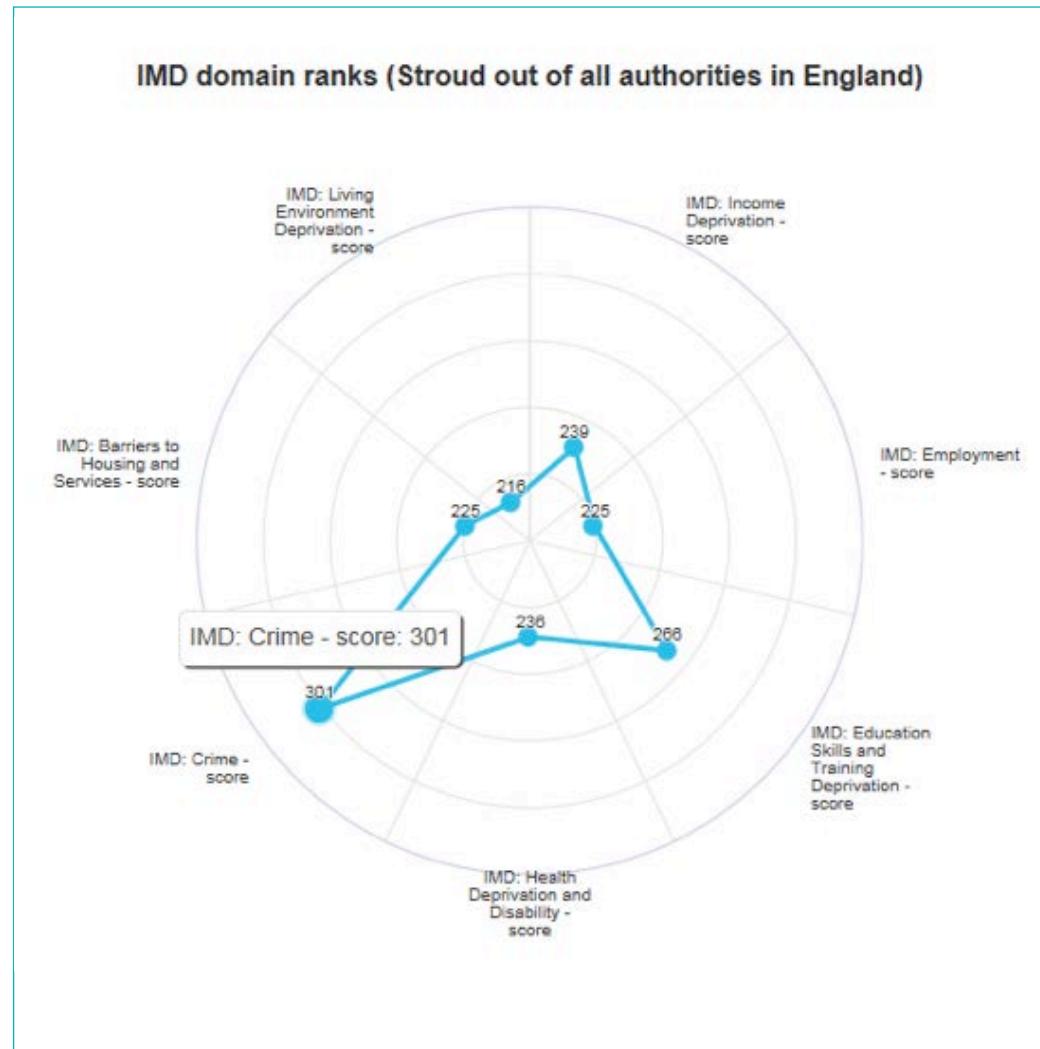
⁷ <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/populationofstatepensionageandworkingageandoldagedependencyratiosforlocalauthoritiesandregionsinengland>

⁸ <https://www.stroud.gov.uk/media/977067/item-6-older-peoples-housing-strategy-hra.pdf>

⁹ https://www.stroud.gov.uk/info/Draft_Plan_2019.pdf

¹⁰ <https://www.goucestershire.gov.uk/media/1521162/stroud-1.pdf>

Diagram 1: Indices of Multiple Deprivation (IMD) – Stroud



Stroud is the second least deprived district in Gloucestershire, after Cheltenham, for 'Barriers to Housing and Services', with one area in the most deprived 10% nationally.¹²

Stroud is the third least deprived district in Gloucestershire, after the urban areas of Cheltenham and Gloucester City, for 'Living Environment and Deprivation', with one area in the most deprived 10% nationally. Additionally, Stroud is the third least deprived area in Gloucestershire for 'Health Deprivation and Disability', after the rural areas of the Cotswolds and Tewkesbury.

Housing with care is part of a programme of initiatives under the 'Joint Housing Action Plan (JHAP)'. The higher levels of deprivation relating to 'Living Environment' indicate the JHAP should focus support, where possible, on initiatives aimed at reducing these areas of deprivation, including the use of Disabled Facilities Grants, Better Care Fund and Warm and Well initiatives.





2. Housing with Care for Older People

Stroud has the third lowest number of specialist housing for older people in Gloucestershire (Map 1), after the Forest of Dean and Tewkesbury. Most recent development of market housing for older people has been concentrated in Cheltenham, the Cotswolds and Gloucester. Reflecting this, a review of market retirement living in Stroud using Rightmove, indicated a limited range of properties available from £75,000 to £335,000, depending on size, location, and desirability.¹³

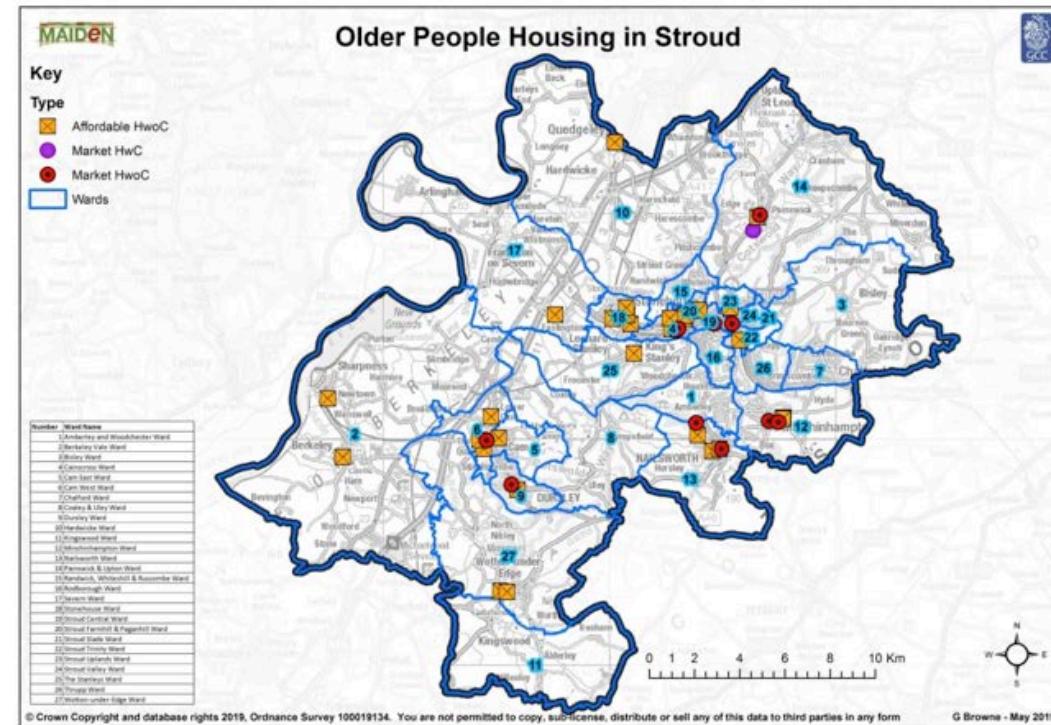
Future development of extra care housing needs to be affordable, both in property price/rent and ongoing costs including service charges, ground rents, parking and any other costs at a local level, to ensure they provide a real opportunity for local older people in Stroud to move into more appropriate

housing. Through local engagement, uncertainty of service charges associated with extra care housing was identified as a barrier to moving. Transparency of costs will be important in ensuring local older people feel confident about the long-term affordability of moving into extra care housing.

Stroud has the highest level of modelled demand for extra care housing in Gloucestershire (**Table 2**). Part of this demand is due to the absence of affordable extra care in the district. The development of affordable rented extra care in Stroud is a strategic priority for GCC. It would ensure that local older people in the district have an equitable housing offer in line with the other districts in Gloucestershire, who all have at least one affordable extra care development.



Map 1: Current location of Older People's Housing in Stroud



¹³ <https://www.housinglin.org.uk/Topics/browse/Design-building/HAPPI/>

Table 2: Modelled demand for extra care housing in Stroud (for a detailed rationale please refer to the Housing with Care Strategy, section 6).

Local Authority	Tenure	Rate per 1,000 person aged 75+	Gross need	Existing supply	New need by 2041
Stroud	Owned	10	224	56	168
	Rented	5	112	0	112

Gloucestershire Local Housing Needs Assessment (LHNA) highlights that 76% of older homeowners, 47% social renters and 27% of private renters in Stroud have two or more spare rooms. Data from Homeseeker plus indicates that there are 419 households aged 65 and over, registered for social housing in Stroud. Of these,

- 36 households are allocated to the band 'downsize to family home/non-family home,'
- 143 to 'significant medical or welfare need' and
- 4 to 'urgent medical or welfare need'. Developing extra care in the right location would provide suitable housing for older people with a range of abilities where they can age well, freeing up larger housing in the borough that could provide homes for younger families in Stroud.

41% of households in Stroud consist of people only aged 55 and over; this percentage is likely to see the largest increase in Gloucestershire.¹⁴ Stroud District Council's 'Older People Housing Strategy' outlines six 'UNIQUE' objectives to improve older people's housing in Stroud.¹⁵ The development of extra care housing in Stroud can complement the 'UNIQUE' objectives and provide a valuable resource for older people in Stroud.



¹⁴ <https://www.stroud.gov.uk/media/977067/item-6-older-peoples-housing-strategy-hrathpdf>

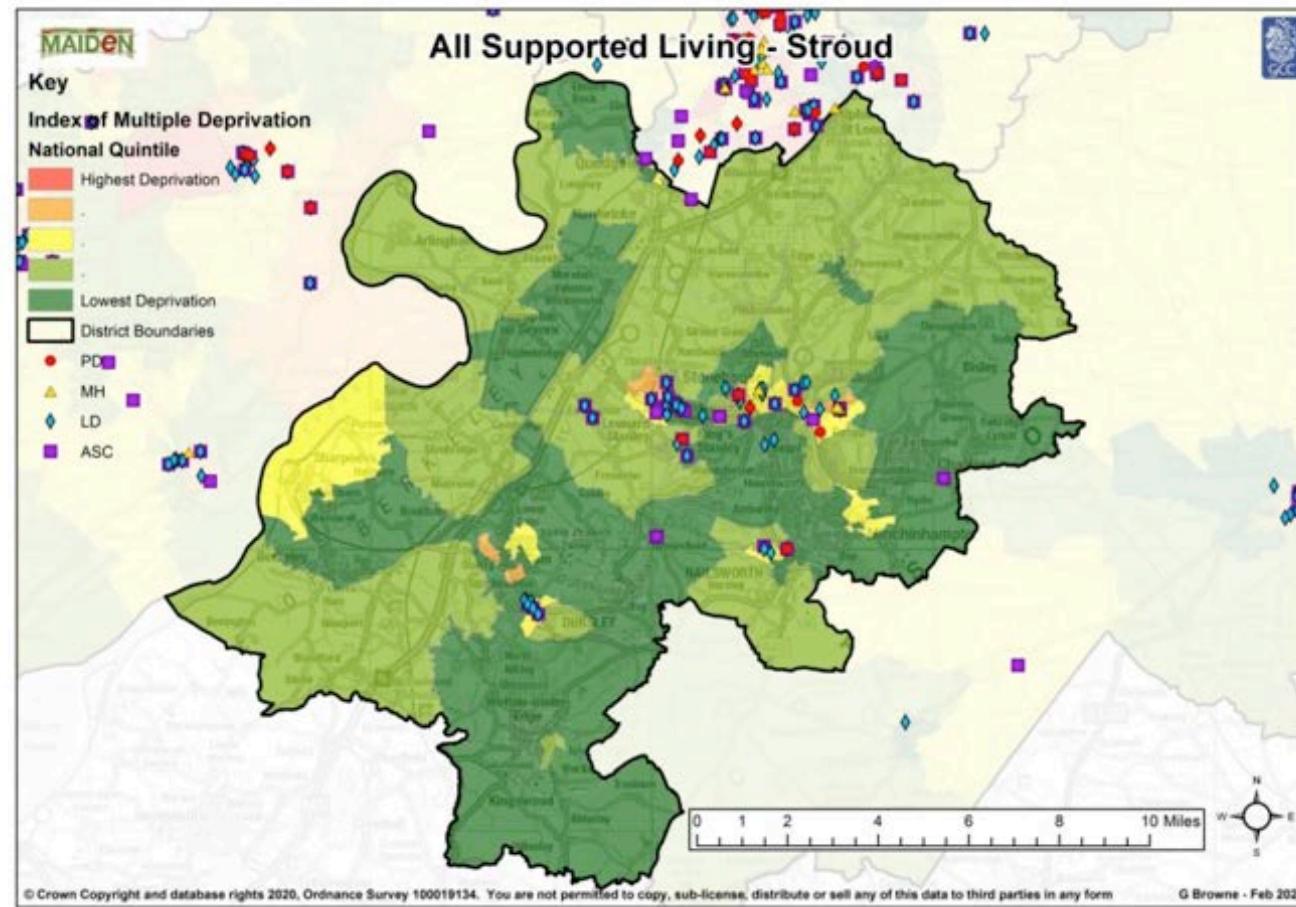
¹⁵ <https://www.stroud.gov.uk/media/1022570/older-peoples-housing-strategy-19-23.pdf>



3. Housing with Care for people with a disability and mental health needs

The location of current supported living for people with a disability or mental health need in Stroud is located in the larger settlements, where the availability and access to services that support people to maintain health and wellbeing are located (**Map 2**). The current provision of supported living in Stroud is varied and offers a range of accommodation across all disabilities.

Map 2: Location of supported living in Stroud



Stroud has the third highest number, 18%, of working age adults receiving a service from GCC. This reflects the number of disability benefit claims in the district. Both Disability Living Allowance (DLA) and Personal Independence Payment (PIP) account for 17% of the total claims made in Gloucestershire.

GCC provided a letter of support for the development of 14 additional supported living units in central Stroud. The newley refurbished property provides accommodation that has been developed to a high standard and is located close to local services. This is reflected in the modelled demand for supported living in Stroud for people with a disability or mental health need presented in **Table 3**. For a detailed rationale refer to the Housing with Care Strategy, section 7.



Table 3: Modelled demand for supported living for people with a disability or mental health need by 2035

	Current supported living	Modelled demand required by 2035	New supply required by 2035
Autism	70	68	0
Learning disability	104	96	0
Mental Health	32	62	30
Physical disability	6	6	*
Total	212	232	30

*To be considered as part of all development of housing with care and general needs housing.

The total number of supported living units required in Stroud is 232 units, representing 19% of the total number (1,248) of supported living units required for Gloucestershire by 2035. This reflects the level of deprivation of health and disability across the borough, the percentage of disability benefit claims and the number of individuals receiving a service from GCC in Stroud compared to other districts.

Flexibility will be required within the built environment to ensure that any additional units of supported living can meet a range of needs across all disabilities as people age; ensuring financial viability for housing providers and care providers, as well as meeting the needs of local people with a disability in Stroud. Consideration should be given to how housing, health and social care can influence the development of accessible, adaptable homes to meet the housing needs of individuals with a range of disabilities that enable them to retain their independence without the need to move to specialist supported living due to the impact of inaccessible housing on their health and social care needs.

On average under 24% of voids in supported living are located in Stroud. Future developments of supported living in Stroud is likely to be focused in and around Stroud town centre and the larger settlements, where the availability and access to services that support people to maintain health and wellbeing are located and where development will be most cost effective.





Appendix 1: Stroud data

Ward	Total population	Population 18+	Population 75+	Population 75+ as percentage of overall population 18+	*GCC Domiciliary care packages	Residential care provision	Extra care		Supported living
							Rented	Owned	
Amberley and Woodchester	2,137	1,744	330	19%	<5				
Berkeley Vale	7,155	5,869	687	12%	<5	35 65+ 11 LD under 65			
Bisley	2,405	1,988	339	17%	<5	4 MH under 65			
Cainscross	8,288	6,323	668	11%	<20	48 65+ under 65 7 LD 6 LD 86 65+ under 65 MH/PD			✓
Cam East	4,613	3,796	576	15%	<10				✓
Cam West	3,920	3,160	374	12%	<20				
Chalford	6,330	5,008	600	12%	<10	8 under 65			

Coaley and Uley	2,334	1,897	260	14%	<10				✓
Dursley	7,504	5,820	663	11%	<15	40 65+ 62 65+ 2 LD			✓
Hardwicke	7,278	5,518	440	8%	<10	67 65+			✓
Kingswood	2,088	1,565	126	8%		45 65+ 62 65+ under 65			
Minchinhampton	4,556	3,694	736	20%	<15	2 LD under 65 44 65+ 39 LD			
Nailsworth	6,550	5,332	678	13%	<20	2 LD 3 LD 6 LD 45 LD/MH under 65 29 65+ 35 65+ 5 LD			✓
Painswick and	7,119	5,666	875	15%	<10	12 LD under		56	

Upton						65 30 LD under 65 42 65+ 24 65+ under 65			
Randwick, Whiteshill and Ruscombe	2,050	1,693	257	15%	<10	12 65+ 7 LD			
Rodborough	4,520	3,621	403	11%	<10				✓
Severn	5,146	4,126	475	11%	<10	75 65+ 37 65+ 17 65+			✓
Stonehouse	7,416	5,828	656	11%	<45	45 65+ 14 65+ PD			✓
Stroud Central	2,144	1,760	196	11%	<5	10 MH under 65 7 LD/MH under 65 9 LD/PD/SD under 65			✓
Stroud Farmhill and Pagan Hill	2,519	2,054	237	12%	<5				✓

Stroud Slade	2,589	2,011	143	7%	<5				✓
Stroud Trinity	2,170	1,776	208	12%	<5				✓
Stroud Uplands	2,120	1,727	201	12%	<10	25 65+			✓
Stroud Valley	2,198	1,792	118	7%	<5				*
The Stanleys	4,381	3,566	511	14%	<5	40 65+			✓
Thrupp	2,318	1,858	197	11%	<5				
Wotton-under-Edge	7,171	5,817	868	15%	<17	36 65+ 11 PD 65+ under 65			

*Domiciliary care code – number of care packages in the community

<under 5

<10 between 9 and 5

<15 between 14 and 10

<20 between 19 and 15

<25 between 24 and 20