



Rightsizing for older people

Focus Group Playback

10th March 2023

Prepared by Magpie
for West Yorkshire Housing Association Partnership

Background information



In February 2023 the West Yorkshire Health and Care Partnership commissioned Magpie to create a develop an awareness raising campaign to seek to change and influence perceptions of housing with support across West Yorkshire and to get people thinking about it as a possible option earlier, rather than later, on in life.

The West Yorkshire Housing Association Partnership (WYHP) was created in October 2020 to provide a single point of access for all social housing related policy and delivery. This includes empowering older people to choose healthy housing options (if they so wish) to live well and independently at home. It is part of the work of [West Yorkshire Health and Care Partnership](#).

The WYHP is apolitical, operating in the interests of providing more and better homes to enable thriving communities in West Yorkshire. There are currently 13 members representing all social housing providers headquartered in West Yorkshire – 11 housing associations and two stock holding local authorities. The [first annual report](#) sets out main achievements over the last year.

In July 2020 the Centre for Ageing Better carried out an inquiry into poor-quality homes, titled the [Good Home Inquiry](#). Following the Inquiry, Ageing Better is continuing to develop our understanding of how poor-quality homes can be, and are being, addressed through local services and initiatives, including collaboration between housing and health and social care services.



Reason for this campaign

Knowing what housing options are available to older people can be confusing.

Perceptions of moving include:

- Lack of perceived choice in housing
- Losing independence
- It will be like a care home
- Losing 'right to buy'
- Lack of family succession planning

Barriers and motivations to moving include:

- Loss of space for hobbies, guests and entertaining
- Emotional attachment
- Neighbours and community
- Life events
- Loneliness and social support
- Upheaval and stress
- Finance, for example, potential costs of leasehold, solicitor fees and loss of benefits
- Concerns in terms of logistics, skills, mental energy and willpower together with general anxiety around social change



The Brief

Knowing what housing options are available to older people can be confusing.

Develop an awareness raising campaign to **change and influence perceptions of housing** with support across West Yorkshire. To get people thinking about their possible housing options earlier, rather than later on in life.

Promote that there may be more options available in local communities than people think.

Magpie's vision for this campaign

We'll work together to ensure older people (and their families, carers and friends, and community gatekeepers) in West Yorkshire are able to make informed choices about their housing at the right time for them with knowledge and confidence.

We want to live in a region where everyone has access to affordable housing that supports their needs.



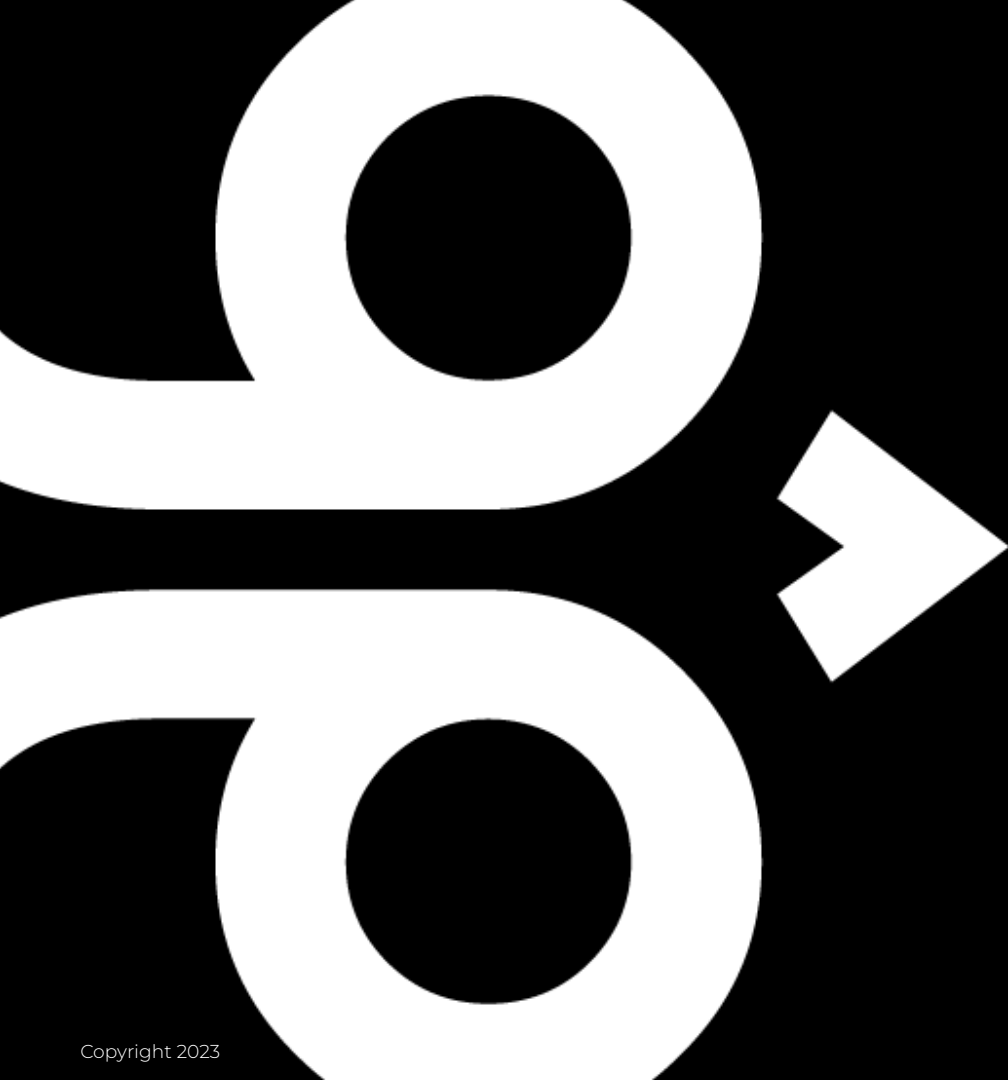
Campaign Objectives

Empower people to find the right home for them giving them the **confidence and motivation to right size** and make informed choices. Creating an increased awareness of housing with support and benefits to wellbeing, health as well as finances, **raising the profile of the support** available for older people.

Campaign Aims

To **change and influence perceptions of right sizing** housing options available, **gathering audience insight** and to test a consistent term for older people's housing.

To clarify the benefits and **reframe the understanding** and existing perceptions, promoting right sizing and homes with support and getting people talking about the options for older people earlier, rather than in a crisis.



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Stage 1: Focus groups

Introduction

We held three **focus** groups (two virtual and one on person) and spoke to 15 people. The aim of which was to gain an understanding of preferred terminology, communication methods and campaign look and feel.

We considered the emotional and behavioural responses to the creative and messaging mood boards. The behavioural analysis of which has informed our concept development and refinement of the campaign.

The participants

Ranged from 60 to 72 years of age.

Represented Wakefield, Hebden Bridge, Bradford, Leeds, Calderdale and Castleford

6 men and 9 women

19 participants were White British, 2 were Mixed Ethnicity: White and Black African, 1 was Mixed Ethnicity: White and Black Caribbean, 1 was Gypsy or Irish Traveller and 1 person didn't want to disclose.

Focus Group Agenda

The format of the focus group consisted of three tasks which were formed around discussion and then participants could interact with a Jamboard when virtual and with post-it notes when in person.

The three tasks were split into the following:

- Task 1 - Messaging
- Task 2 - Imagery
- Task 3 - Personal experience, thoughts and feelings

An empty Jamboard can be [viewed here](#).

Example Task 1

Assisted living	Supported living	Messaging. How would you like to be spoken to?	Plan ahead for the future you want	Senior living facilities	Senior communities
Don't like assisted, supportive is positive, should be mixed groups not all the same age	Don't like the word 'senior'	Trying not to fit into any of these group titles by age 80	Not sure which words would be appropriate	Strongly dislike 'retirement homes' wording	Young people don't have advertising for properties, so why do older people?
					Intergenerational is a more positive word

Example Task 2

1. **I NEED TO MAKE A ZOOM CALL* AND OTHER THINGS YOU NEVER THOUGHT A 90 YEAR-OLD WOULD SAY.**
 Like this one: sports activities seem nice

2. **WHEN WAS THE LAST TIME YOU DID SOMETHING FOR THE FIRST TIME?**
 If I want to surf, I'll surf, I don't need a facility to tell me to do it

3. **Perfect for folks who prefer more community and less retirement.**
 Don't like number 3 or 4, don't like the word senior

4. **renew**
 Assisted Living & Memory Care
 Senior

Example Task 3

barriers to you being able to rightsize?

What would motivate you to rightsize or begin to think about rightsizing?

Not good value for money.	Don't want to be isolated.	Ensuring your money is staying in the family and not government.	Lack of ability to do my own thing, independently.	Being defiant.	The word 'retirement' isn't used as much, so it would be in a respectful way as it needs to be defined into yours.
Losing your neighbours.	Not much available.	Need a variation of people around you.	Illness in general, mobility.	If I got dementia, so I want somewhere easier to manage.	buying houses near friends and co-housing
Cost					

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Messaging feedback

- Don't use the word 'senior' bad feedback on this
- Mixed views on the word 'community': Community - yes if that's what I need and want. You know what it means. it reflects life in general e.g. community hall.
- Don't like assisted, supportive is positive, should be mixed groups not all the same age
- Names depend on the services offered e.g. assisted living is different to a retirement village.
- I'd look for what I need - personal to everyone
- Strongly dislike 'retirement homes' wording - avoid talking about 'retirement' as a category as it's so varied in age ect.
- Intergenerational is a more positive word
- 'Appropriate' is a good word. Appropriate housing options
- Like the message 'when was the last time you did something for the first time?'
- Messages that show life isn't over after 60 - 'life in the old dog yet'
- No patronising messages or making assumptions - everyone is different
- Focus on 'you'. 'Afford to be you'.
- Makes assumptions that people have money and no family
- 'Pursuing passions' isn't linked to age but like the mention of activities, just normal things not surfing or horse riding
- Being valued and having a purpose is important
- Liked message 'dad go and do the things you said you'd do' - supportive and encouraging
- Stats interesting and useful to know

Messaging principles

Following focus group feedback we will:

- Keep the messaging positive, with a focus on looking forwards, whilst keeping language realistic.
- No need to talk about age in the campaign. Keep this for the services.
- Use the word 'rightsizing', it's a good word. Will need to educate the audience on what it means but that's a good thing.
- No hyperbole e.g. 'the best days of your life'
- Keep it straightforward, no jargon

Call to action: Visit the website to find out what is available for them

Imagery feedback

- Show 'real people' not overly posed
- Be diverse and inclusive
- Not look expensive
- Age shouldn't really matter - so people wearing what they want and doing whatever they like to do
- Not too 'trendy' or corporate. Real and relatable
- Photography with only older people is off putting, assumes that old people only hang out with old people.
- Show a mix of ages and family.
- Photos of people doing day to day activities is a lot better
- Normal people in normal places
- Like outdoor photography, The outdoors is important to me.
- Mixed views on illustrations - need to be diverse, colourful and could be used for general information



Imagery principles

- Show 'real people' doing real activities
- Show a range of ages, including family.
- Incorporating illustration keeps it light
- Keep images positive

Personal experience

Barriers to moving

- Knowledge - what's available, where to find out more, what's the process
- Cost and value for money
- Already part of a community
- Wanting to leave a house for children

Campaign needs

- Educate and raise awareness
- Allow people to know then can explore lots of options

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We are leaders in life-changing campaigns for social good.

We create brands, campaigns and interventions that tackle society's biggest challenges.

We are proud to have co-created and managed a range of evidence based behaviour change interventions for the last 12 years to create happier and healthier communities.



Thank you

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