

# housing21

In Partnership with  
*Counsel and Care*

# Fairness in an ageing society

Our vision for now  
and the future

[www.housing21.co.uk](http://www.housing21.co.uk)

*Creating a more equal society means valuing everybody regardless of age and circumstance and creating an ‘opportunity society’ where older people’s contributions are valued and their rights addressed and respected.*

*We know that society is ageing and older people are growing in numbers. We know older people have distinct needs and aspirations. And, we know that Government and civil society is increasingly recognising these.*

*Yet the stereotypes of older age are enduring. If older people are to be valued stereotypes must be challenged and older people’s human rights addressed. Communities need to care about older people. This means an end to age discrimination and a rights based approach to supporting older people.*

*That is why Housing 21 and Counsel and Care are supporting a programme of events with the Fabian Society: a programme which has at its heart fairness in an ageing society.*

## Together Housing 21 and Counsel and Care aim to:

- provide services and support that challenge stereotypes and empower older people to make choices and have a better life quality
- provide the advice, services and support that older people want
- raise the standard of older people’s services
- create ideas which can influence central government policy and other decision makers
- design and deliver long term solutions that bring our values to life.

## Our vision is of a society where:

- Older people are valued and age equality promoted.
- Ageing is viewed positively. All older people are supported and enabled to live life to the full, have a good quality of life and participate in society.
- Older people contribute to the planning of our neighbourhoods and services and their views are listened to.

## Our vision for fairness in an ageing society is one that ensures that:

Older people are treated as individuals with rights, dignity and respect; they have choice in where and how they live and are supported to live independently; and, they are not denied access to services because of their age.

This means policies must mainstream issues affecting older people, create joined-up services and involve older people in developing and monitoring the solutions to those issues.

# housing21

Housing 21 is a specialist provider of older people's services. A leading national charity which promotes choice and independence for older people through a range of care, health and housing solutions. Our vision is a life of choice for older people. With nearly 50 years experience we provide a complete service to support older people to have a good later life.

counsel + care   
for older people, their families and carers

Counsel and Care is the national charity working with older people, their families and carers to get the best care and support. We provide personalised, in-depth advice and information, which informs our research and campaigning work.

## The programme

This programme of events is aimed at understanding what fairness means in older age and how, as a society, we can promote equity and equality across the generations.

With a focus on older people's rights it will look specifically at issues such as living well in your neighbourhood, civic engagement and participation in later life and at living a good life when you need care. It will conclude with a conference debating how we can all deliver fairness and an opportunity society. This is crucial as the Government renews its strategy for an ageing society.

## Further information on the programme from:

<http://fabians.org.uk/events/events/ageing-society-forum>  
or [rosie.clayton@fabian-society.org.uk](mailto:rosie.clayton@fabian-society.org.uk)

*A report will be produced highlighting the key issues and actions identified from the programme.*

## We welcome your thoughts and views

Melinda Phillips

Chief Executive

Housing 21

[phillipsm@housing21.co.uk](mailto:phillipsm@housing21.co.uk)

<http://www.housing21.co.uk>

Stephen Burke

Chief Executive

Counsel and Care

[caroline.bernard@counselandcare.org.uk](mailto:caroline.bernard@counselandcare.org.uk)

<http://www.counselandcare.org.uk/>

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