

Place-based plans for housing for older adults: business case template

Introduction



This template will help you bring together all information collected in steps 1-10 of [the toolkit for place-based plans for housing for older adults](#), to create your business plan.

To help you to organise and present the content, we have provided an example of a business case structure with suggestions of top-level headings and contents for the different sections of the document. The structure was created based on examples of business cases and local strategies published by local authorities that were considered examples of good practice.

This template is designed to be used flexibly and therefore the structure below should be tailored as needed. Examples of a number of published business cases are given below the template.

Business case structure

Sections	Top level content	Toolkit step
Key advantages for investing in this locally	Local demography and housing needs <ul style="list-style-type: none"> Local demographic, economic, health, social care and housing trends, local demand. Needs and preferences for housing in later life. Profile of people, including economic and health circumstances, and needs and preferences. 	<u>Step 1: Understand demand</u> <u>Step 4: Identify needs and preferences</u>

Sections	Top level content	Toolkit step
Key advantages for investing in this locally	Current and future demand, provision, and opportunities for expansion <ul style="list-style-type: none"> • Demand projections for different types of housing. • Current figures and future projections of housing provision for older people, priority areas, and types of housing offered. • Unmet needs and areas of priority. 	<u>Step 1: Understand demand</u> <u>Step 2: Map current provision of housing for older adults</u> <u>Step 4: Identifying preferences</u>
	Local market benefits <ul style="list-style-type: none"> • Description of the local market for housing for older people with an overview of factors driving the local market, affordability, scope for innovation, and opportunities for investment. • Benefits of investing in the locality based on opportunities offered in the local market. • What is currently commissioned, and future commissioning priorities for housing for older people. 	<u>Step 3: Understand the local market</u> <u>Step 5: Understand the commissioning landscape</u>
Key advantages for investing in this locally	Local support <ul style="list-style-type: none"> • Local strategy: vision, ambitions and strategy, benefits and support offered by the local council. 	<u>Step 2: Map current provision of housing for older adults</u> <u>Step 3: Understand the local market</u>

Sections	Top level content	Toolkit step
Opportunities for Investment	What is the local priority? <ul style="list-style-type: none"> Types of housing available for investment. Investment packages – types of housing and priority areas for development. 	<u>Step 1: Understand demand</u> <u>Step 2: Map current provision of housing for older adults</u> <u>Step 3: Understand the local market</u> <u>Step 6: Drawing on best practice</u>
	<ul style="list-style-type: none"> Key advantages, costs and benefits, and social value of housing options prioritized investment packages. Commercial options and funding opportunities. 	<u>Step 7: Assess costs and benefits</u> <u>Step 9: Explore commercial options</u> <u>Step 10: Social value of investment</u>
Local geography – further information on specific localities	<ul style="list-style-type: none"> Map of the region with further detail on neighbourhoods with priority for investment. Character - mainly urban or rural, population density, demography and future projections. Demand, provision, gaps, and priorities - a summary of opportunities for investment in the locality. Plans for development and regeneration, vision for future development, local infrastructure, and other local benefits. 	<u>Step 1: Understand demand</u> <u>Step 2: Map current provision of housing for older adults</u> <u>Step 3: Understand the local market</u>

Sections	Top level content	Toolkit step
Relevant documents and policies	Links to relevant documents and policies <ul style="list-style-type: none"> • Masterplans, regional network plan, strategic delivery plan, management plan, local plan, housing needs assessments, local planning policies. • Joint strategic needs assessments, joint health and wellbeing strategies, local adult social care strategy, local housing strategies for older people. 	<u>All steps</u>
Information on specific housing design	<ul style="list-style-type: none"> • Information on specific design requirements for each type of housing. 	<u>Step 6: Drawing on best practice</u>





EXAMPLES OF BUSINESS CASES

- **Central Bedfordshire** – Meeting the Accommodation Needs of Older People (MANOP).
- **Hertfordshire** - Developing Extra Care Housing in Hertfordshire
- **Greater Manchester** - Framework for Creating Age-Friendly Homes in Greater Manchester, 2021-2024
- **Kirklees** - Housing Strategy 2018 – 2023
- **Outwoods in Burton-on-Trent** - The Business Case for Extra Care Housing

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Toolkit available at: <https://www.scie.org.uk/housing/toolkit-for-place-based-plans-for-housing-for-older-adults/>

