

# Putting ideas into action

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Developing  
a local Good  
Home Hub

September 2023



# Acknowledgements

Joint work between Lincolnshire and the Centre for Ageing Better on improving housing conditions in Lincolnshire has involved hundreds of individuals and organisations, including residents, community and voluntary organisations operating in Lincolnshire, and Lincolnshire County and District Council staff.

We are thankful for the time, support and expertise given to us by all those involved in this process, including our community co-design group, members of the Centre for Ageing Better's Experts by Experience Network, Lincolnshire charity Every-One, Livework Studio for their service and system mapping work and Ark Consultancy for their service design work throughout the rest of the project.

# Contents

Introduction	3
What is a Good Home Hub?	5
Why Lincolnshire?	6
<hr/>	
Step one: map existing services	7
<hr/>	
Step two: understand residents' needs	11
<hr/>	
Step three: define the core service	14
<hr/>	
Step four: develop the operating model	19
<hr/>	
Step five: trial parts of the model	23
<hr/>	
What next?	26
<hr/>	
Appendix A: Summary of results from the community survey	27
<hr/>	

# Introduction

Unsafe, damp and cold homes are a huge contributor to poor health and add significant pressure and costs onto the NHS. Services to support individuals to improve or maintain their home vary significantly across the country and many residents are put off making necessary improvements because of the challenges they face, such as a lack of advice or money. Our recently published [briefing](#) outlines a model for comprehensive local Good Home Hubs for information and support to help individuals improve the condition of their home. This paper explores the steps that can be taken by any area to develop a local Good Home Hub, using insights and learning gathered from the process undertaken in Lincolnshire to inform others looking to take a user-centred approach to developing their housing services.

We all need a decent place to call home to enable us to live and age well. Our homes are more than just bricks and mortar, they are what keep us safe, dry and warm, and yet there are 3.5 million non-decent homes in England that pose serious risks to the health and wellbeing of their occupants, with one million of these homes headed by someone aged 65 and over (English Housing Survey 2023).

People are living in homes in disrepair, with leaking roofs, trip hazards, and without the ability to heat or cool them adequately. Having a safe and secure place to live is important for a person at any age. However, we know the risks of living in a poor-quality home, and a resident's ability to resolve or improve their situation is not equally shared across the population. The older you are, the more likely you are to live in a home that presents a serious threat to your health and safety. And for those in marginalised groups such as disabled people, people from Black, Asian and minority ethnic groups and those on lower incomes, the situation is worse.

The [Good Home Inquiry](#), commissioned by the Centre for Ageing Better to determine the causes of, and solutions to, poor quality homes, identified the need to increase the means and capability of individuals to improve the condition of their homes. While some individuals have access to support from a local home improvement agency or their local authority, the vast majority do not and face barriers to improving their home, including struggling to know where to start and what support could be available to them.

One of the recommendations of the Good Home Inquiry was the creation of local Good Home Hubs to improve access to advice and support to improve the home. Our recently published briefing ([Building effective local home improvement services: Good Home Hubs](#)) outlines a model for comprehensive local Good Home Hubs that

can support individuals from all tenures, and with different levels of ability to pay, to improve their home. This includes support on home maintenance and repairs, aids and adaptations and energy efficiency. Delivering this model requires co-ordinated working across one or more local authority areas, the voluntary and community sector and businesses.

This paper outlines steps and activities that can be used to develop a Good Home Hub anywhere, sharing examples and learning from the process undertaken with our strategic partners in Lincolnshire to develop Good Home Lincs – Lincolnshire’s local Good Home Hub. For each of these steps (Figure 1), the objectives of each phase are outlined, along with key considerations and insights for others undertaking the process. Our ambition is that insights and learning shared through this process will provide a helpful framework and guidance for others looking to take a user-centred approach to developing their housing services.

For more information about our work or to get information about our Good Home Network for local authorities, please email [goodhomenetwork@ageing-better.org.uk](mailto:goodhomenetwork@ageing-better.org.uk).

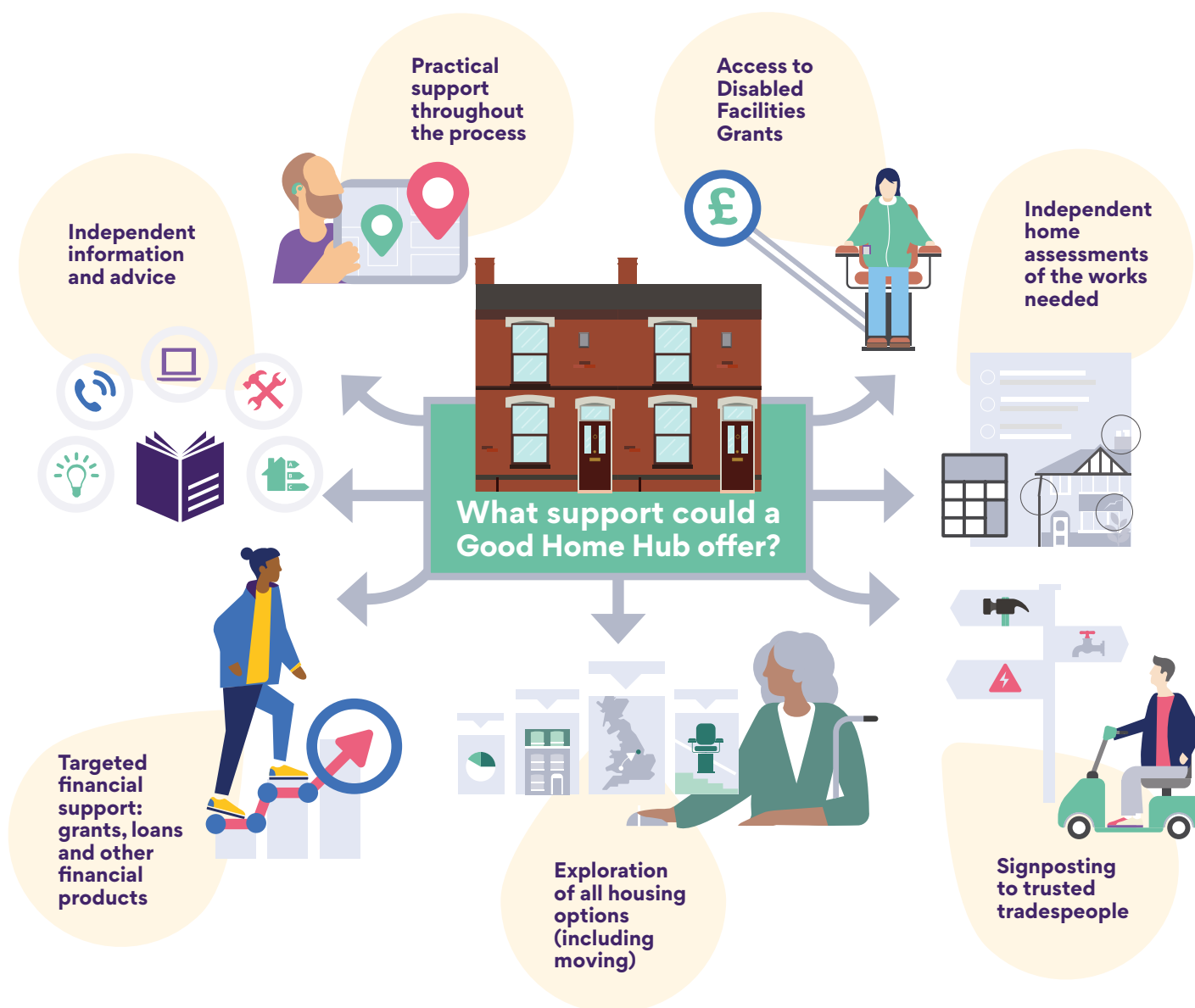
**Figure 1: Steps to develop a Good Home Hub**



## What is a Good Home Hub?

A Good Home Hub (Figure 2) is an easy to use, local one-stop shop for information and support on all aspects of home maintenance, repairs and adaptations, ranging from finding trusted tradespeople and identifying what work needs to be done, to how to finance repairs and improve energy efficiency.

Figure 2: Elements of a Good Home Hub



For more information about this model, please refer to our [briefing](#)<sup>1</sup>.

1 Further information on the Good Home Hub model can be found in the report: Building effective local home improvement services: Good Home Hubs. Practical tools to support delivery can be found in the supporting documentation published alongside the report.

## Why Lincolnshire?

Lincolnshire, like the rest of the UK, is undergoing a massive age shift. It is one of many [rural and coastal areas](#) already reflecting the kind of demographics we expect to see nationally in 2043, with 43% of the population aged 50 or over. The Centre for Ageing Better signed a partnership agreement with Lincolnshire to collaborate on a number of joint priorities to respond to these challenges and opportunities, of which housing was identified as important early on.

This work builds on Lincolnshire's ambitious vision for **“people to live independently, stay connected and have greater choice in where and how they live”** as set out in its Homes for Independence blueprint. This includes improving poor-quality homes and is overseen by the Housing Health and Care Delivery group (HHCDG) as part of Lincolnshire's Health and Wellbeing Strategy.

Lincolnshire is a two-tier local government area, comprised of a county council and seven district councils (Boston, East Lindsey, Lincoln, North Kesteven, South Holland, South Kesteven, and West Lindsey).

The Centre for Ageing Better has been working closely with Lincolnshire County and District Council staff, together with commissioned service designers, to translate Lincolnshire's policy ambitions into practical change through the development of a Good Home Hub model that meets local residents' needs: locally branded as Good Home Lincs.

The steps taken to develop the Good Home Hub in Lincolnshire and the learning gained through the process is outlined in the following report. While based on work conducted in one specific place, with all the complexities working across a two-tier local government area entail, we have taken steps to ensure that the principles and methods underpinning this process are applicable to any area looking to develop its housing support and advice services in this way.

# Step one: map existing services

When thinking about developing a Good Home Hub offer, no local area will be starting from scratch. It is important to understand what services are already in place that could be built upon to form part of this offer. This should consider services that focus on the housing needs of residents (e.g. handyperson schemes, decluttering services), and also health and wellbeing services which could potentially be a source of referrals and signposting. Alongside this, a crucial part of this mapping exercise is to talk to residents about their experiences of using these services and identify any issues or gaps.

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### Objectives

- Understand what services are in place and how they relate to what residents need at each stage of the process.
- Identify gaps and barriers in the current service offer.
- Identify potential Good Home Hub partners.

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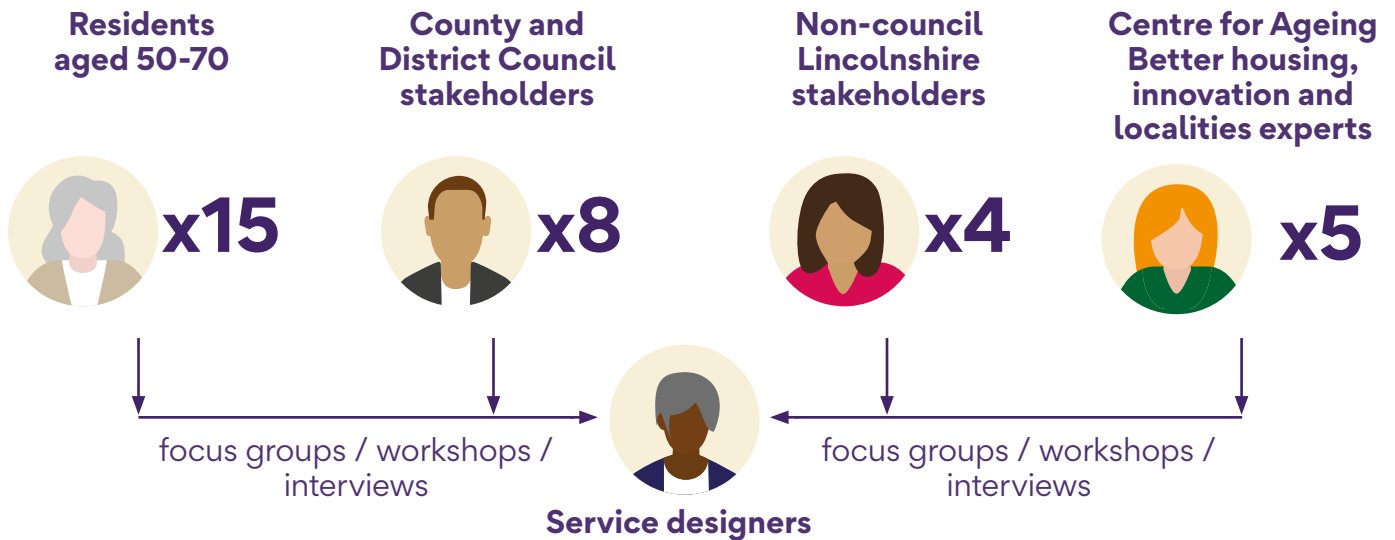
### Key considerations

- What is already known: what documents or resources already exist as a starting point to map existing services (e.g. organisational directories, signposting websites)?
- What needs to be known: how comprehensive does the service map need to be? What timeframe and resource is needed to develop it?
- Who can help: which stakeholders can help with understanding what exists? How can they be reached?
- What does good look like: what needs to be done with this information? What is the most useful format to pull it all together?



## The process in Lincolnshire

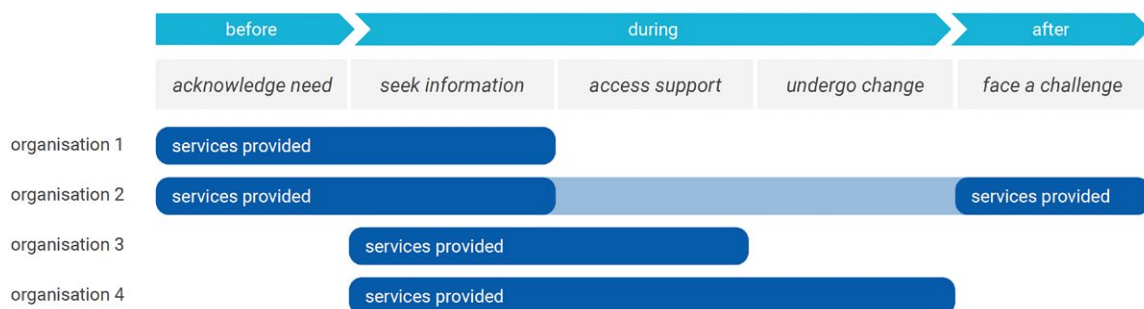
In Lincolnshire, this work was conducted by service designers in a rapid 6-week process. This involved a combination of focus groups, workshops and interviews with:



Desk research also took place to build a broader understanding of the system and services in Lincolnshire.

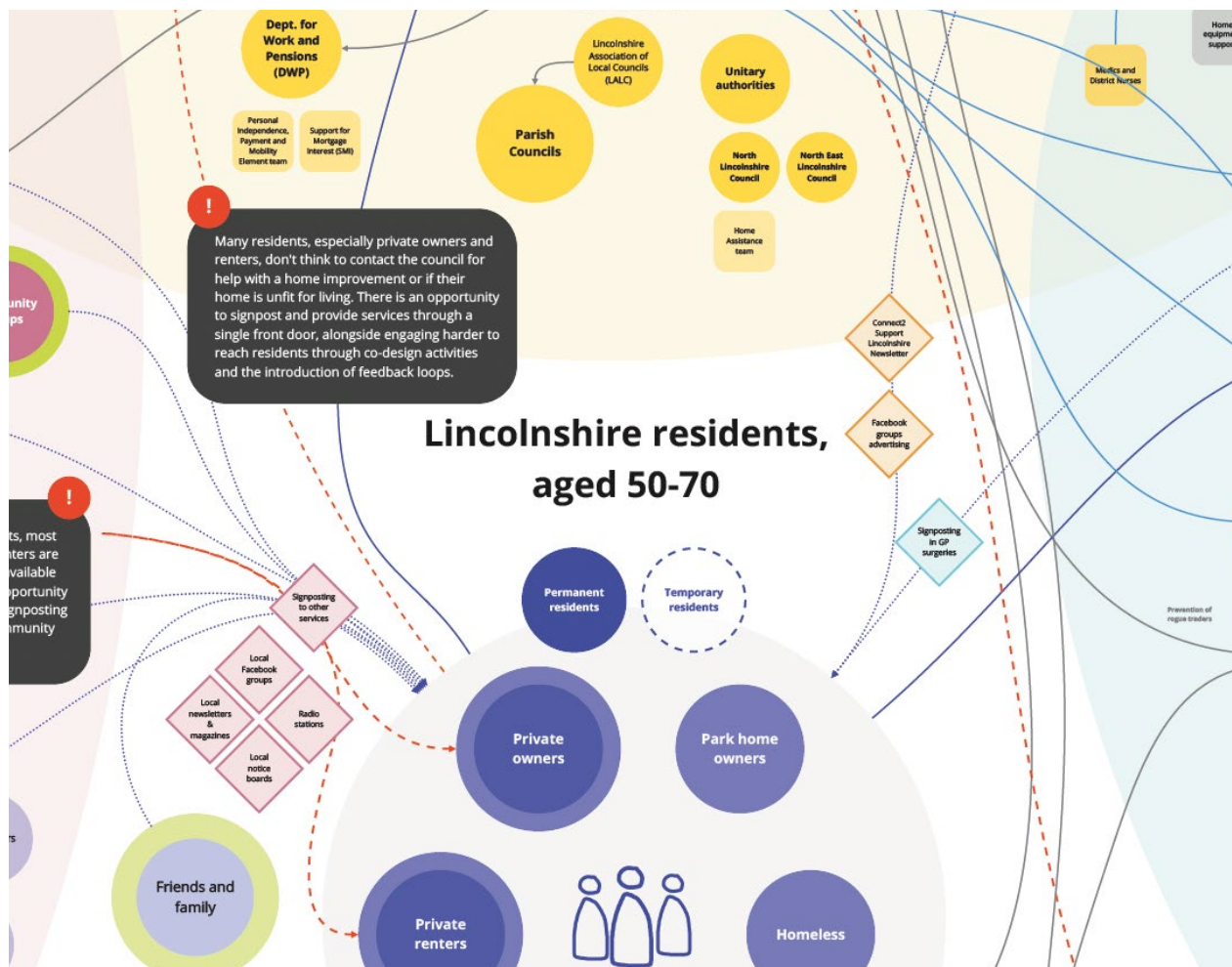
Findings from the research were translated into a service map which provides an outline of how the services within a particular place relate to the needs of the resident at each stage (see Figure 3). The map indicates how, when and where each of these services can be used. A system map was also created to show what individuals, groups, products and services exist and how they relate to one another. An example of a section of the service map produced in Lincolnshire is provided in Figure 4.

Figure 3: Example service map (provided by Livework Studio)



## 1. Map existing services

Figure 4: Example system map



## Outcomes of the process

The process of mapping the local system and its services identified potential opportunities to improve provision. These included:

1. Better integration of resources and processes in the housing system to streamline referrals.
2. Working across the public and private sector to share intelligence (e.g. on resident need and service demand) to support collaboration and improved service provision.
3. Training those going into residents' homes (e.g. community organisations, local authority staff) to identify housing needs and signpost to support through investing in cross-organisational sharing of learning.

These opportunity areas were subsequently explored further through more in-depth engagement with residents in Lincolnshire.

## Insights

- Engaging with diverse stakeholders to map the system increases the understanding of multiple perspectives.
- Resident engagement is crucial and particularly helps with identifying challenges around awareness of services.
- Developing comprehensive service and system maps can take time. Consideration should be given as to how much time and resource should be dedicated to this process from the outset to ensure timely progress is made.



# Step two: understand residents' needs

Speaking to residents to understand the specific issues related to maintaining and improving their home, as well as the routes they have to address these issues, is critical to developing a Good Home Hub that meets local need. Geographic context, population demographics, local housing stock conditions and the local labour market are all factors that can influence housing-related need.

This work can also be conducted prior to – or as part of - mapping existing services and systems.

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## Objectives

- Understand the specific issues residents face around maintaining and improving their home.
- Identify gaps and barriers in the current resident offer (from a resident perspective).

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## Key considerations

- Which residents need to be reached: what is the local population demographic? Are there any particular groups of individuals whose perspectives need to be heard?
- How can good quantitative and qualitative information be gathered: is a survey the right format, or would group forums or individual conversations be more appropriate? A range of methods is likely to be most effective.
- Who can help: which organisations and teams can support with reaching residents? Can any of these organisations also help to shed light on the issues residents face?
- What does good look like: how many residents does the project want to engage at a minimum? How will the team know when sufficient engagement has taken place?

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### The process in Lincolnshire

In Lincolnshire, a key focus for this phase of work was to use findings from resident engagement to build upon, refine, validate, and prioritise the initial opportunity areas identified through mapping systems and services in Lincolnshire.

A survey for residents was circulated via local authority and community organisation networks (online and via hard copy), receiving 1,093 responses from individuals aged from 25 to those over 85 across all seven district councils in Lincolnshire (response breakdown in appendix A).

Additionally, discussions took place with over 150 residents at online and in-person community events and forums, including a Lincolnshire Sensory Services Coffee morning, the Knit and Natter Group at Age UK Lincoln, and Every-One's Veteran's group meeting. A community co-design group, consisting of 6 residents interested in the project, was also set up to seek insights and act as a critical friend throughout the process of developing the Good Home Hub model.

Discussions with over 74 community-based organisations and dozens of local authority staff in Lincolnshire (as well as a staff survey) also took place concurrently to seek further insight on the challenges facing residents in Lincolnshire.

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### Outcomes of the process

Engagement with residents identified the priorities, as well as the challenges, residents were facing and what they were considering in relation to making changes to their home. Some of these are summarised below:

- Affordability, lack of trust in tradespeople, not knowing where to get started and difficulty finding someone to do the work were key barriers to completing works.
- Support in the form of a grant to cover all or some of the cost, to find trusted tradespeople, and to plan and arrange work, as well as prepare the home for work, were key ways individuals suggested they could be encouraged to complete work.
- The main services residents would contact for support or advice were the local council, Age UK and the Citizens Advice Bureau.
- There was a strong preference to receive advice face-to-face, with email and printed documents seen as the next most preferred methods.

Feedback received through various forms of resident engagement, as well as engagement with community organisations and local authority staff was consolidated and grouped into themes that a Good Home Hub service could look to address in Lincolnshire. These were subsequently tested and refined in the next phase of work.

## Insights

- Support from community organisations is essential to ensure a wide range of residents are reached.
- It takes time to reach the right people, particularly when trying to engage with under-represented groups.
- Where possible, it is beneficial to use existing platforms and networks to engage with residents (e.g. community noticeboards and websites, newsletters, events and forums).



# Step three: define the core service

Once service mapping and engagement with residents has concluded, findings need to be reviewed and consolidated. Grouping findings under key themes the Good Home Hub should look to address will help to identify priorities for action. It is then important to share these with potential partners, service providers and commissioners to sense-check and agree. This is fundamental to ensure joint understanding and agreement on the way forward for the Good Home Hub.

Priorities for action can also be shared with groups of residents the project has already engaged with and can be a helpful step in the process to demonstrate that their views have been heard.

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## Objectives

- Consolidate insights from stakeholder engagement by grouping into core themes.
- Test priorities with key stakeholders (e.g. residents, potential partners, service providers and commissioners), refining if necessary.
- Agree amongst core stakeholders what a local Good Home Hub should achieve and what is and is not in scope.

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## Key considerations

- Whose views are needed to validate and refine priorities: whose agreement do we need to progress the project? Which stakeholder groups would we like to feedback to? It can prove difficult to achieve a true shared vision.
- How do we continue to gain a wide range of views in what can be an iterative process?
- What is the best way to receive feedback: what is the best forum for this? Are there any tools that can support with testing priorities and gathering feedback?

### 3. Define the core service

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#### The process in Lincolnshire

In Lincolnshire, the service designer collated all the feedback received to date, as well as insights generated through the service and system maps and produced a list of key themes the Good Home Hub should look to address (outlined in Table 1).

Workshops were then held with individuals from local authorities, health services and third sector organisations (between 15-20 individuals at each workshop) to reflect on these themes and agree priorities for the Good Home Hub. A community co-design group was also involved in feeding back on themes.

A MoSCoW Framework was used to prioritise Good Home Hub themes and support stakeholders to articulate ‘must haves’, ‘should haves’, ‘could haves’ and ‘will not haves’ (Table 1). This can be a challenging task when it is not necessarily clear how much resource is required for each theme to meet local need – and therefore to identify the monetary and social value of each service. This is a typical service design challenge as often services being designed do not yet exist and is why prioritisation is an essential step.





Table 1: Themes prioritised through MoSCoW framework

Good Home Hub Theme	MoSCoW	Key elements of theme
One-stop shop	Must have	<ul style="list-style-type: none"> <li>– Information for residents and staff of other services, including on the impact of poor-quality homes.</li> <li>– Act as a triage service.</li> <li>– Service should ‘stay with’ residents until they have properly accessed other services or found a solution.</li> <li>– Consists of well-trained staff with access to good information.</li> <li>– Could be a mobile service in different locations around the county.</li> </ul>
Simplify the experience	Must have	<ul style="list-style-type: none"> <li>– Consistency to simplify the system – common policies, forms and approaches.</li> <li>– The key target group is those who just miss the criteria for Disabled Facilities Grants and discretionary housing grants.</li> </ul>
All housing options	Could have	<ul style="list-style-type: none"> <li>– Upskilling a range of services to be able to have discussions about other housing options with residents.</li> </ul>
Healthy home assessment	Must/should have	<ul style="list-style-type: none"> <li>– Upskilling people who go into homes (across housing, health, social care and other services) to allow them to identify issues and provide initial advice.</li> <li>– A standard home assessment tool with RAG ratings to help focus responses.</li> <li>– Ideally dedicated staff to complete home assessments.</li> <li>– An app to enable residents to answer a series of questions to diagnose issues which could be submitted with photos.</li> </ul>
Energy efficiency	Must have	<ul style="list-style-type: none"> <li>– Reducing energy costs as an immediate focus but decarbonisation as a longer-term priority.</li> <li>– Need consistency of offer around different schemes across the county.</li> <li>– Ideally providing a countywide service.</li> </ul>
Support to commission	Could have	<ul style="list-style-type: none"> <li>– Providing good quality information to help people to commission work.</li> <li>– Linked to having trusted tradespeople.</li> </ul>
Trusted tradespeople	Must have	<ul style="list-style-type: none"> <li>– Linked to exploration of the use of national, Trading Standards backed Buy with Confidence scheme.</li> <li>– Potential to offer maintenance and handyperson services, expanding existing services.</li> </ul>
Financial solutions	Must have	<ul style="list-style-type: none"> <li>– Varied financial support for individuals with different levels of ability to pay (e.g. loans, equity release schemes, grants).</li> </ul>
Practical support	Should have	<ul style="list-style-type: none"> <li>– Maximising the work completed under DFGs, such as making good and redecoration.</li> <li>– Gardening can be an important service for many to maintain their homes and independence.</li> <li>– DIY videos to encourage people to complete work themselves.</li> <li>– Potential to partner with community organisations that help with practical issues.</li> </ul>

### 3. Define the core service

Features within each of the themes were also broken down into ‘core’, ‘medium’ and ‘low’ priority to support with identifying next steps to progress each theme (an example is demonstrated in Table 2).

**Table 2: Example of a prioritised Good Home Hub theme**

Theme	Workstream priorities		
	Core	Medium	Low
<b>Healthy home assessment</b>	<ul style="list-style-type: none"><li>– Upskilling people who go into homes (across housing, health, social care and other services) to allow them to identify issues and provide initial advice.</li><li>– A standard home assessment tool with RAG ratings to help focus responses.</li></ul>	<ul style="list-style-type: none"><li>– An app to enable residents to answer a series of questions to diagnose issues which could be submitted with photos.</li><li>– Ideally dedicated staff to complete home assessments.</li></ul>	

### Outcomes of the process

The testing and prioritisation phase resulted in refinement of the Good Home Hub themes developed, although none were fundamentally altered. The final elements that form a Lincolnshire Good Home Hub are listed below.

**Simplified access to information and services:** providing good quality accessible information, and advice and casework for those that need it so residents can complete work themselves or know where to go next for further advice and support.

**Healthy home assessment:** upskilling residents and services going into homes to identify and prioritise work to their home through a standard assessment tool and training.

**Keeping warm/ energy efficiency:** supporting residents to identify and implement suitable energy efficiency measures to reduce their home energy costs.

**Trusted tradespeople:** information and advice to find tradespeople residents can trust.

**Financial solutions:** supporting residents to understand the options for how they may pay for work to their homes and developing new options where there are gaps in the market.

**Support to commission work:** a bespoke service to help residents to identify and specify work needed, contract works, manage their delivery and sign-off completion.

**Advice on all options:** help residents to consider alternative options to completing work to their home such as moving to a different home that better meets their needs.

**Practical support:** help residents to deal with practical issues which may be barriers to completing work to their homes or moving, such as moving furniture, having a clear out and dealing with utilities.

Practical services to address each of the themes were developed in the next phase of work through continued engagement with stakeholders and the community in Lincolnshire.

## Insights

- Engaging stakeholders from different teams/ organisations in testing priorities is essential to ensure multiple perspectives are considered.
- It can be challenging to get all the right people together in a room. It may be necessary to put the Good Home Hub on the agenda of existing meetings rather than running separate sessions.
- Operational colleagues can give valuable insight on how services may be delivered but more senior decision-makers need to be engaged at all stages.
- Prioritising essential/ non-essential elements of the Good Home Hub is challenging to do when there is not a clear understanding of the resource available.

# Step four: develop the operating model

Once agreement has been reached on priorities for the local Good Home Hub, including what is and is not in scope, work needs to be done to identify how the service will be delivered locally. This will involve having exploratory conversations with partners and/ or potential partners to develop models for how the Good Home Hub could operate and be funded, creating a service blueprint. This can be followed by more detailed activities such as producing policies for the Hub, customer journey maps, organisation charts, job specifications and an evaluation framework.

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### Objectives

- Work with partners/ potential partners (e.g. across local authority teams, service providers, voluntary and community organisations) to identify how Good Home Hub services can be implemented.
- Design tools, policies, resources and operating principles for the service, including a service blueprint.

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### Key considerations

- What resource is required to meet the identified need and how can this be delivered locally?
- Who needs to be involved in the conversation: what stakeholders and partners need to be in the room to understand what's possible and enable decisions to be made?
- Can we learn anything from what already exists? Are there good practice examples of any elements that can be incorporated into the operating model?
- What processes, tools and guidance need to be in place to set up and deliver the Good Home Hub?

## The process in Lincolnshire

In Lincolnshire, desk research on existing good practice was conducted, along with meetings with potential partners across the local authority. These contributed to the development of a model to be piloted, along with estimated costings. Examples of a model and costings based on an average local authority are illustrated in Figure 5 and Table 3, with further detail in our recently published [report](#)<sup>2</sup>.

Figure 5: Example Good Home Hub team structure

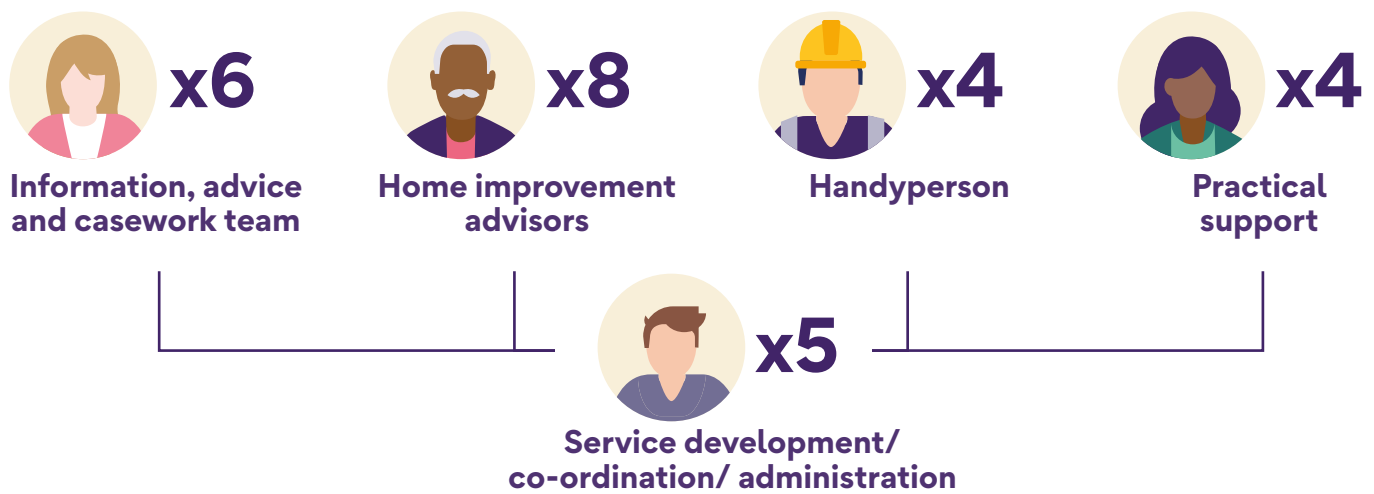


Table 3: Example costings for a comprehensive Good Home Hub service

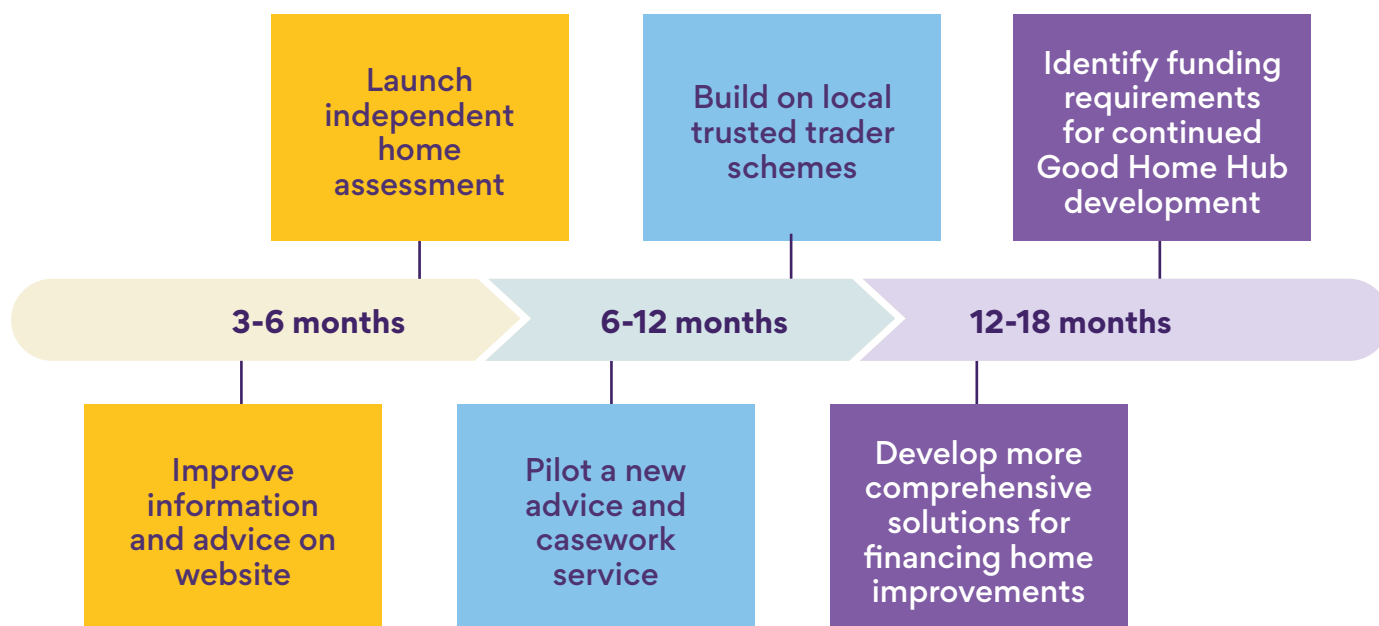
Comprehensive service summary budget	
Salaries and employee costs	£1,300,000
Travelling and vehicle expenses	£80,000
Information and promotions	£40,000
Office costs	£100,000
Governance	£10,000
Other	£50,000
<b>Total</b>	<b>£1,580,000</b>

2 Further information on the Good Home Hub model, including an example team structure, roles and responsibilities and estimated costings can be found in the report: Building effective local home improvement services: Good Home Hubs. Job descriptions for key roles, along with other practical tools to support delivery can be found in the supporting documentation published alongside the report.

## 4. Develop the operating model

However, it was recognised that this model would be challenging to deliver in Lincolnshire in the current economic context; as such, exploratory meetings were also conducted to explore low-cost solutions to delivering Good Home Hub elements, recognising these as interim steps towards developing a fuller response (Figure 6).

**Figure 6: The next 18 months of the proposed phased approach to develop Good Home Lincs**



### Outcomes of the process

A blueprint for a comprehensive Good Home Hub was developed, as well as an implementation plan for Lincolnshire incorporating low-cost, interim solutions to deliver elements of the hub. These were accepted by the Housing, Health and Care Delivery Group and built into local delivery plans. Practical tools to support with delivery were also created, including job descriptions for key roles and an evaluation framework. Further information on these elements can be found in our recently published [reports](#)<sup>3</sup>.

<sup>3</sup> Further information on the Good Home Hub model can be found in the report: Building effective local home improvement services: Good Home Hubs. Practical tools to support delivery can be found in the supporting documentation published alongside the report.

## Insights

- Good practice from other local authorities is helpful to feed into the development of a local Good Home Hub.
- It is difficult to estimate demand (and therefore the resource required for delivery) for a service that does not exist yet.
- Exploring potential operating models can be challenging to do within local authorities where stringent procurement processes exist.
- It is important to share findings widely throughout the Good Home Hub development process as a tool for engaging with those that might be impacted or could contribute.



# Step five: trial parts of the model

Once a blueprint for the local Good Home Hub has been developed and initial tools and resources have been created for implementation, it is useful to start testing these out where possible. This could involve testing ideas on a small-scale quickly, such as trialling out new information and advice with a small group of residents at a community event, or conducting mini pilots, such as rolling out a new training course with a managed cohort of voluntary organisations. Trialling things out quickly to seek feedback will help with troubleshooting issues and refining aspects of the Good Home Hub delivery model to subsequently give a pilot the best chance at success.

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## Objectives

- Trial parts of the Good Home Hub model (tools/ processes) to seek feedback and refine ahead of piloting.

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## Key considerations

- Who can Good Home Hub tools and services be tested and refined with?
- How long does the service need to be tested for?
- How will success be measured and incorporated into a future iteration of the model?

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## The process in Lincolnshire

Workshops and meetings were held with members of the Housing Health and Care Delivery Group and other local authority staff to share elements of the Good Home Hub model and request testing and feedback. Regular meetings with the co-design group were also arranged to inform aspects of the service, as well as individual meetings with members of the Centre for Ageing Better's Experts by Experience network.



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## Outcomes of the process

Tools and resources tested with people with lived experience and Lincolnshire stakeholders were further iterated. This included an independent home assessment and a draft information and advice website structure. Further information on these elements can be found in our recently published [reports](#)<sup>4</sup>.

Progress on developing Good Home Lincs is ongoing. The service design process has identified what a comprehensive Hub should look like, as well as a longer-term strategy for Lincolnshire to deliver a comprehensive service. These have been agreed by the Housing, Health and Care Delivery Group, with further testing currently being conducted to inform future piloting of Good Home Lincs elements.

Some examples of next steps for Lincolnshire are included below:

- Improve the existing housing website pages in Lincolnshire to provide wide ranging advice on how to maintain and improve your home, including advice on all housing options, energy efficiency and signposting to existing services that provide practical support and support to commission work.
- Further test, refine and subsequently pilot the independent home assessment (including training for frontline workers), evaluating its impact.
- Work together with partners to identify how an advice and casework service could be piloted and its impact evaluated.
- Promote, alongside Trading Standards, mechanisms to support residents to source trusted traders.
- Explore how to maximise the benefits of the existing discretionary housing grants and loans to meet the identified need.
- Map out the local services that provide handyperson services and practical support, encouraging them to register on the local directory of services website.

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4 Further information on the Good Home Hub model can be found in the report: Building effective local home improvement services: Good Home Hubs. Practical tools to support delivery can be found in the supporting documentation published alongside the report.

## Insights

- It is important to involve stakeholders in the Good Home Hub development process early on to ensure awareness of the project, as well as to identify stakeholders prepared and able to test tools and services quickly.
- Testing and refining delivery tools with residents is critical to ensure pilots have the best chance of success.
- It is important to test things early, rather than spend too much time trying to make something perfect. It can be easier for individuals to provide feedback on something that is clearly a draft rather than a polished output.

# What next?

Work conducted with residents in Lincolnshire has reinforced the necessity of local Good Home Hubs to increase the capability and confidence of individuals to improve the condition of their home.

Ageing Better has a dedicated programme of work to aid learning, spread good practice and build support for the Good Home Hub model. Alongside work conducted in Lincolnshire, Ageing Better is:

- Commissioning an evaluation of different models of housing support across England to gather evidence of 'what works'.
- Producing case studies of good practice models developed across England for financing home improvements.
- Bringing together local authorities in our Good Home Network to share learning, encourage peer support and inspire innovation in home improvement services.

## Further information

For further information about this work or to find out more about the Centre for Ageing Better's work and opportunities to work together, please email [goodhomenetwork@ageing-better.org.uk](mailto:goodhomenetwork@ageing-better.org.uk).

# Appendix A: Summary of results from the community survey

A community survey aimed at residents of Lincolnshire was designed and launched in July 2022 and concluded in November 2022. The purpose of the survey was to understand issues people face in their home and the range of services they may approach for support.

The survey was made available on the Let’s Talk Lincolnshire website, with paper copies printed and shared by community organisations. It was publicised by community organisations and councils across Lincolnshire, including through newsletters and posters, with a QR code linking to the online survey.

The survey received 1,093 responses from residents aged 25 to those over 85 and with differing levels of ability/ disability. This is 0.2% of the adult population of Lincolnshire. The vast majority of respondents who answered the question on race were White British (96.1%). However 3.9% who identified as other categories is similar to the population composition of Lincolnshire.

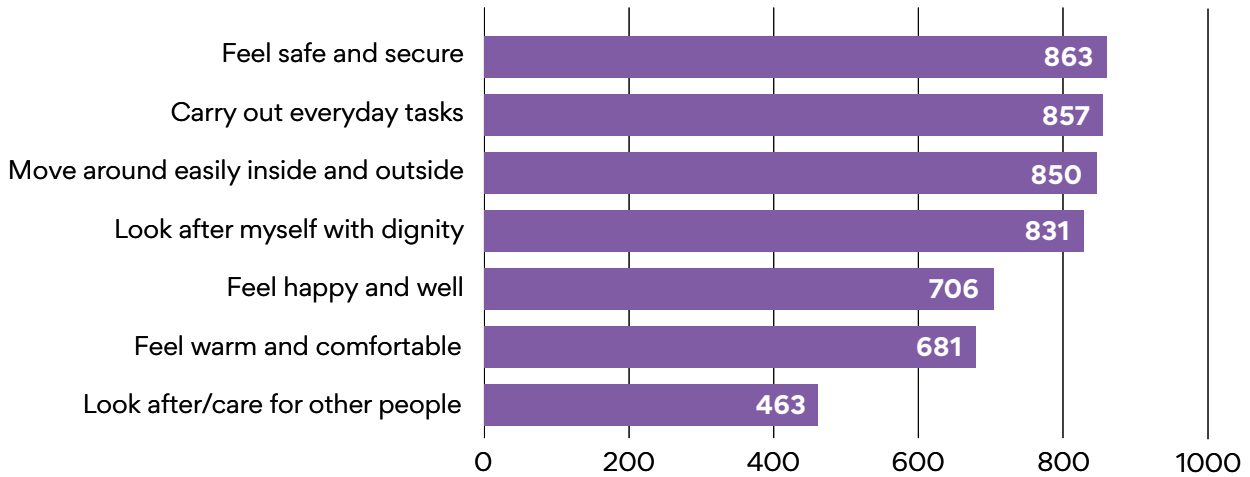
Key survey findings are highlighted in Table 1:

**Table 1: Summary of key insights from the community survey**

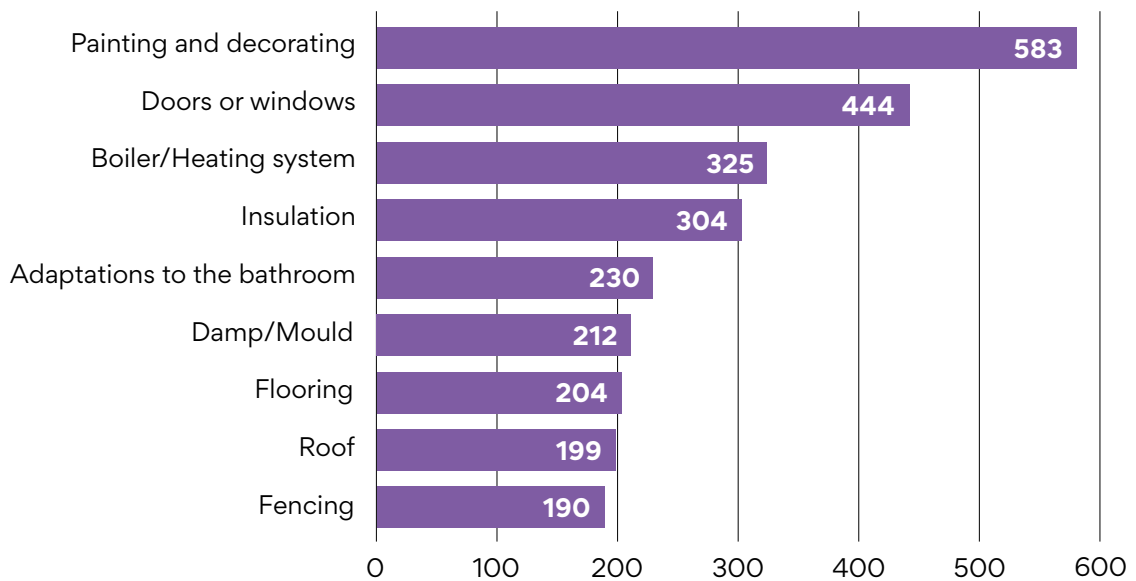
	Priorities for residents in the next 5 years	Measures they are taking to reduce energy bills	Barriers to making changes	How they would like to receive advice
in descending order ↓	Painting and decorating	Change behaviour	Can’t afford it	Face to face
	Doors and windows	Energy efficient products	Lack of confidence in tradespeople	Email
	Heating system	Insulation	Not sure how to get started	Printed documents
	Insulation	Draught-proofing	Can’t find anyone to do work	Telephone
	Adaptations to bathroom	Generate own-electricity	Too many repairs	Online chat

A more detailed breakdown of responses can be found below:

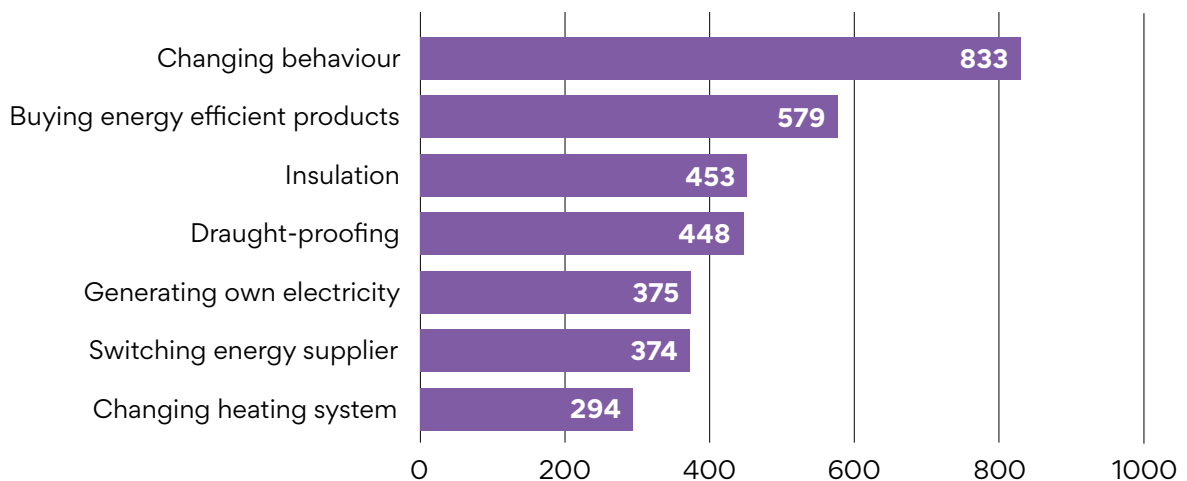
**Graph 1: My home enables me to:**



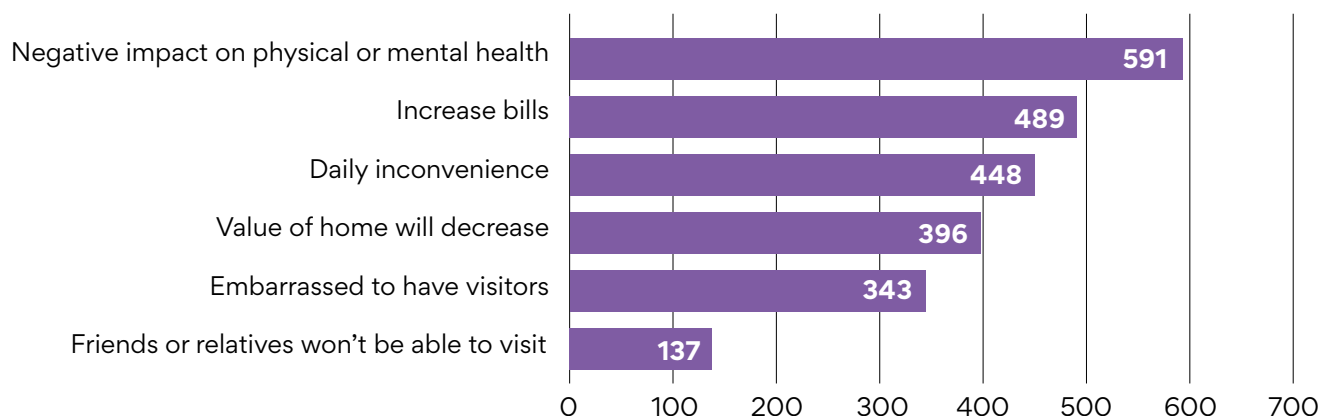
**Graph 2: Repair/ improvement priorities in the next 5 years**



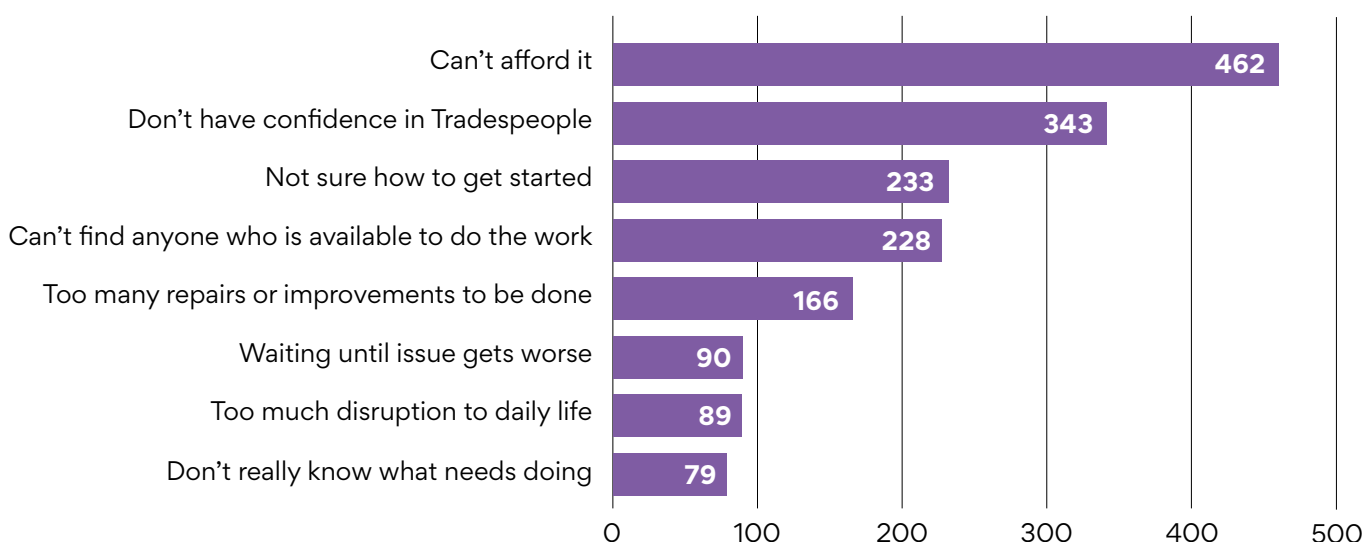
**Graph 3: What residents are considering to reduce energy costs**



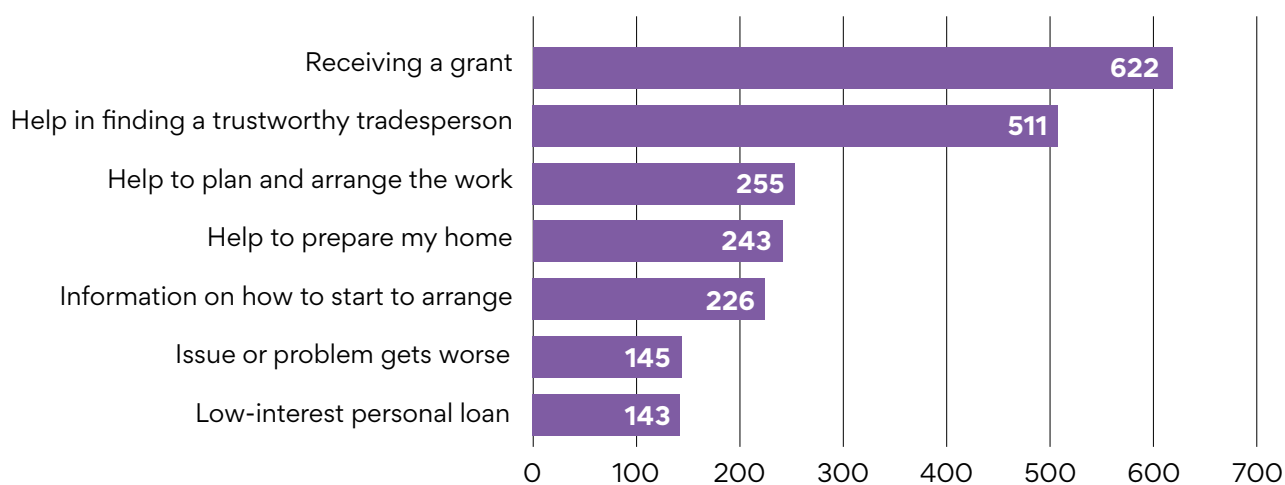
**Graph 4: Impact of not completing work**



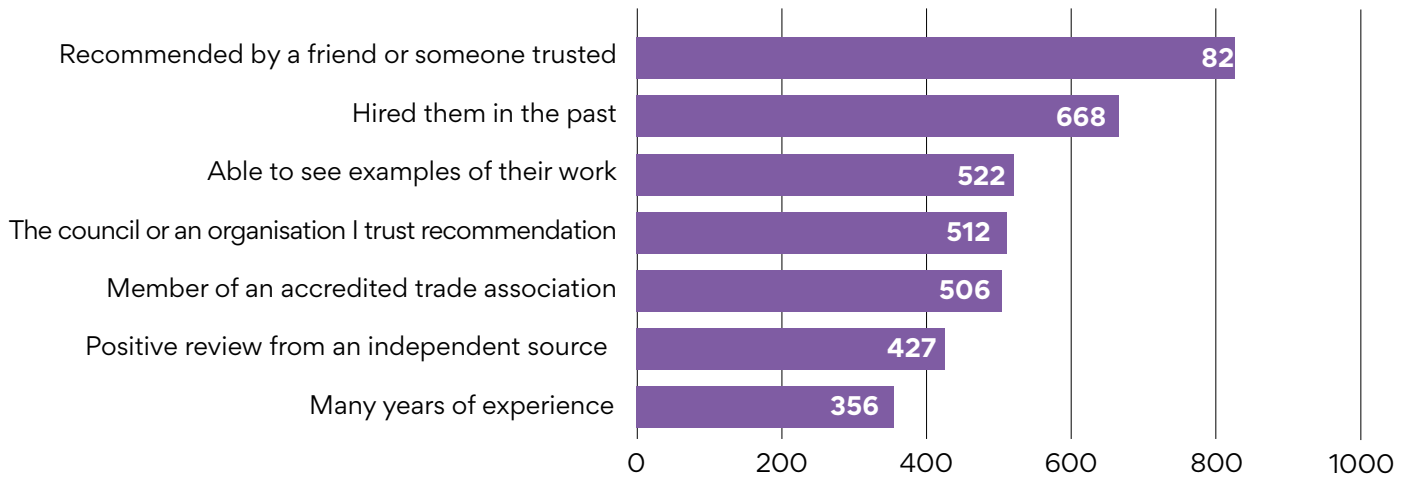
**Graph 5: Barriers to completing work**



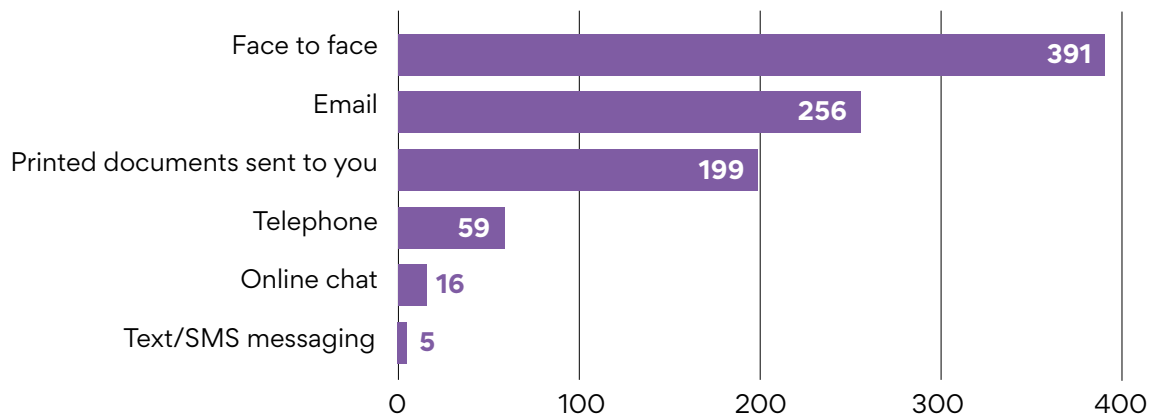
**Graph 6: What would encourage residents to make changes?**



**Graph 7: What would give confidence in tradespeople**



**Graph 8: How residents would like to receive advice**



Let's take action today for all our tomorrows.  
**Let's make ageing better.**



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Everyone has the right to a good life as they get older and our whole society benefits when they do. But far too many people face huge barriers that prevent them from doing so.

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone. Ageing Better is a charitable foundation, funded by The National Lottery Community Fund.

