

# Comment on Older People's Housing Preferences report

19 December 2024  Victoria Thourgood

A new report by the Housing Learning and Improvement Network (Housing LIN) provides insights into the housing circumstances, aspirations and preferences of older adults in the UK.

Titled [Older People's Housing Preferences](#), the report – which is funded by UK Research and Innovation – aims to shed light on the housing preferences of older adults, their likelihood of moving in later life, and the integral role housing plays in supporting the health and wellbeing of an ageing population.

Its findings are based on a representative survey of over 5,500 UK adults aged 50 and over, with research carried out by Housing LIN in partnership with Ipsos.

Commenting on the report, Victoria Thourgood, Head of Corporate [Real Estate](#) who heads up the [later living](#) practice at Browne Jacobson, said:

“With an ageing population being one of Britain’s biggest societal challenges, enabling the provision of more age-appropriate housing and sufficient adult social care services must be a priority for this government.

“The recent Older People’s Housing Taskforce report was a welcome intervention in providing a series of recommendations on how we address the legal, financial and other structural obstacles that have held us back from building later living accommodation.

“However, we must also address the various barriers, including cultural considerations, to ‘rightsizing’ – which is about having a home that’s the appropriate size and layout to match an individual’s current needs and lifestyle.

“This latest report from the Housing LIN provides some important insights into what older people’s needs and preferences are – with location the most important factor in their decision-making – as well as some of the barriers to moving.

“With almost 60% expecting they will move into a smaller property, we must ensure they have access to appropriate housing – and this involves ensuring there is sufficient choice, rather than creating a one-size-fits-all offer.

“Government must treat the need to deliver increased later living options as a priority over the course of this parliament by working closely with later living providers, local authorities and healthcare agencies to develop strategies that will deliver a range of housing options suited to the differing needs of older people, which will in turn also help to manage other key challenges such as social care provision and affordable housing supply.”

*Victoria Thourgood authors an article in [The Times](#) today, titled [‘Our ageing population means housing needs a radical rethink’](#).*

## Contact

Victoria Thourgood



Partner

victoria.thourgood@brownejacobson.com

+44 (0)330 045 2208

---

## Related expertise

Health law

Infrastructure and developments in health

Integrated healthcare systems

NHS estates

Real estate

Social care services