

Erosh – key lobbying messages

Sheltered housing is at our roots and we remain committed to lobbying for good quality sheltered housing as well as to raising its profile particularly in terms of its preventative benefits and its role in providing access to services and social activities for older people in the wider community. We do however also recognise the need to capitalise on our unique selling point and to appeal to anyone working in the sector in its widest sense in order to retain existing/attract new members at a time when organisations need to save money.

The following lobbying messages, together with our business plan, set the focus for our activities over the coming year. They also illustrate what we mean when we talk about *Championing quality housing and support for older people* – our strapline.

1. **Erosh believes that ...** *older people's housing and support services save money for health and social services*
2. **Erosh believes that ...** *providers of housing and support services for older people should pro-actively involve service users in decisions relating to the design, delivery and development of their services*
3. **Erosh believes that ...** *services for older people should play a key role in combatting social isolation and loneliness by using their resources e.g. staff, building and services) to pro-actively engage all older people in the wider community*
4. **Erosh believes that ...** *services for older people should be person-centred and promote empowerment, independence and choice*
5. **Erosh believes that ...** *housing for older people should be designed to meet older people's current and future needs and promote empowerment, independence and choice*
6. **Erosh believes that ...** *housing and services for older people should be affordable, accessible, inclusive and non-discriminatory*
7. **Erosh believes that ...** *older people's housing and support services should comply with appropriate nationally recognised quality standards*
8. **Erosh believes that ...** *staff working with older people should be appropriately qualified, formally inducted and regularly trained to ensure they are up to date and comply with professional standards*