

Aspirational Housing Matters: Listening to older people

David Williams
Chief Executive, St Monica Trust



St Monica Trust

A recognised quality provider but...





...storm clouds were gathering

Applications decreasing

Complaints increasing

Lack of vibrancy

Residents rightly, wanted local control



Our new development in Keynsham

We need to get it right

What is happening in
the market?



12.8 million over 65s by
2020

And they will live longer

A photograph showing a younger woman with blonde hair, wearing a light blue button-down shirt, sitting at a table and looking down at a stack of papers. An elderly woman with short white hair and glasses, wearing a light purple long-sleeved shirt, is also sitting at the table, looking at the papers. The background is a simple indoor setting with a wooden wall and a patterned chair.

Over 65s need more care

45% are unable to manage
at least one domestic task

49% are LLTI or disabled

33% are unable to
perform one care task

House prices increase by 4,300% since 1970

LIFE OF FRANKIE FRANKIE'S UP TO THE MOUNTAINS OF WELSH

Fears for first-time buyers as the cost of an average home hits £200,000

HOUSE PRICES DOUBLE IN 4 YEARS

HOUSE prices have doubled in only four years - taking the average cost of a home in England over the £200,000 mark.

The biggest ever rise in the value of homes over a four-year period is forecast.

By Gemma Powell
Consumer Affairs Correspondent

...ing first-time buyers who are being forced to take out second mortgages.

...they are discouraged to the hilt - and there has been a surge in homelessness and home repossession.

The average English property price is now £200,000 - meaning

It has doubled and is now topped £200,000.

The figure is a stark warning to first-time buyers and lenders.

The rise has been fuelled by the fact that the average price of a house in London is now £300,000.

And tomorrow's

Turn to Page 2

Homes hit record prices

How much is your home worth?



5p DAILY EXPRESS
THE WORLD'S GREATEST NEWSPAPER

FREE CHICKEN BREAST PIECES FOR EVERY READER

Roast chicken
with potatoes
and vegetables
from £2.49

Man breaks sound barrier in 128,000ft space skydive

HOUSE PRICES UP £297 A DAY

Experts reveal new 'boom' in property values across Britain

PROPERTY prices are set to rise again, with experts predicting a steady climb over the next few years.

The average price of a house in England is now £200,000, up from £100,000 just four years ago.

The rise has been fuelled by the fact that the average price of a house in London is now £300,000.

And tomorrow's



STRICTLY:
We go backstage with the stars of TV's hottest show

Affluence spread of over 65s



25%



25%



50%

Spread of housing with care units



9
%



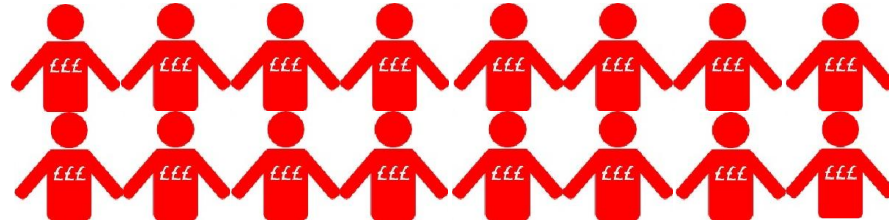
16%



75%

Accommodation split

One high end home for every 495 of the most affluent over 65s



One mid-market home for every 535 mid-affluent over 65s



One affordable home for every 55 of the least affluent over 65s





Not building

Over 65s living in housing with care



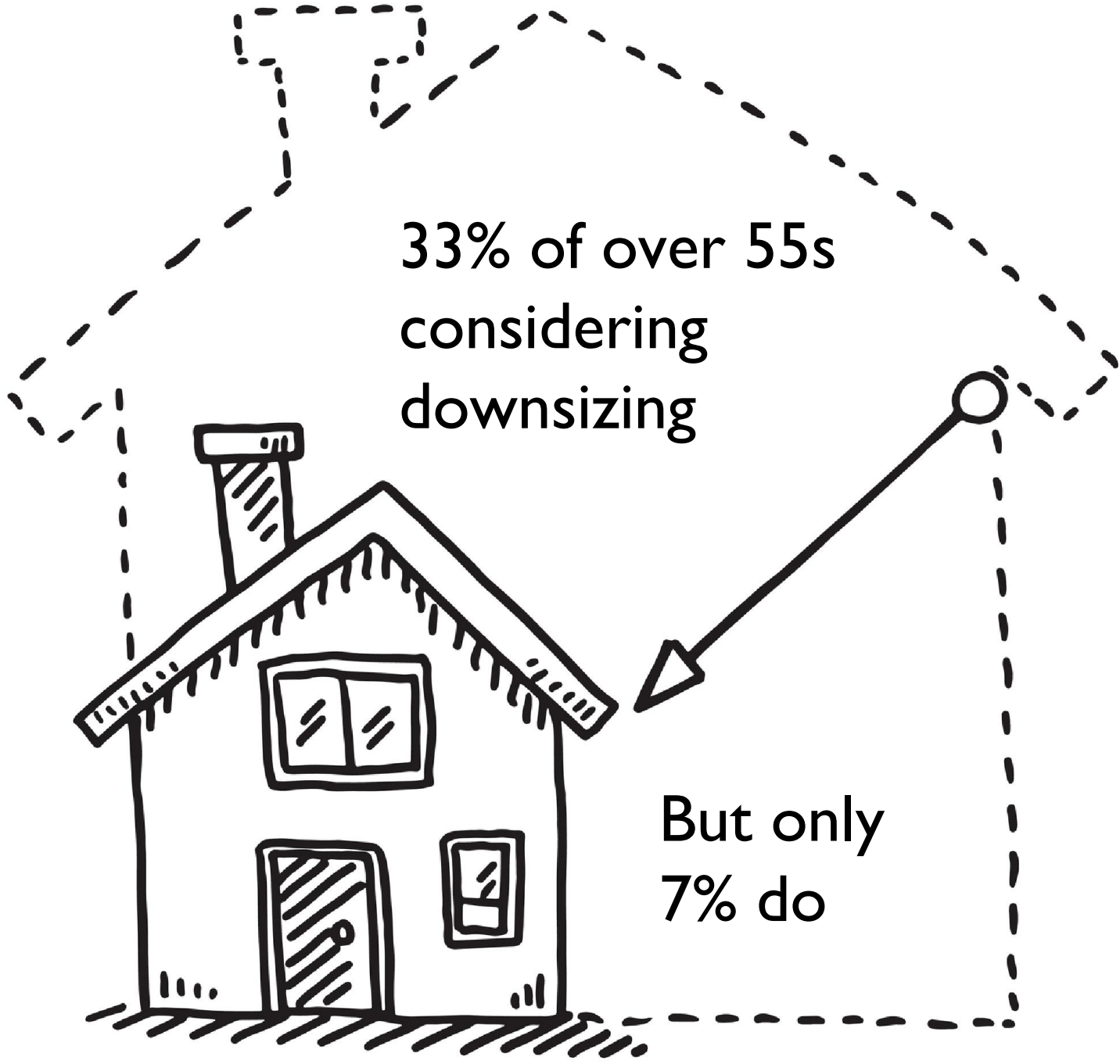
5%



5%



0.5%



33% of over 55s
considering
downsizing

But only
7% do

A high-angle, top-down photograph of a dense crowd of people, likely at a formal event or ceremony. Many individuals are wearing dark suits or dresses. A significant number of people have their right fists raised in the air, suggesting a moment of celebration, protest, or collective action. The crowd is packed closely together, and the overall atmosphere appears energetic and significant.

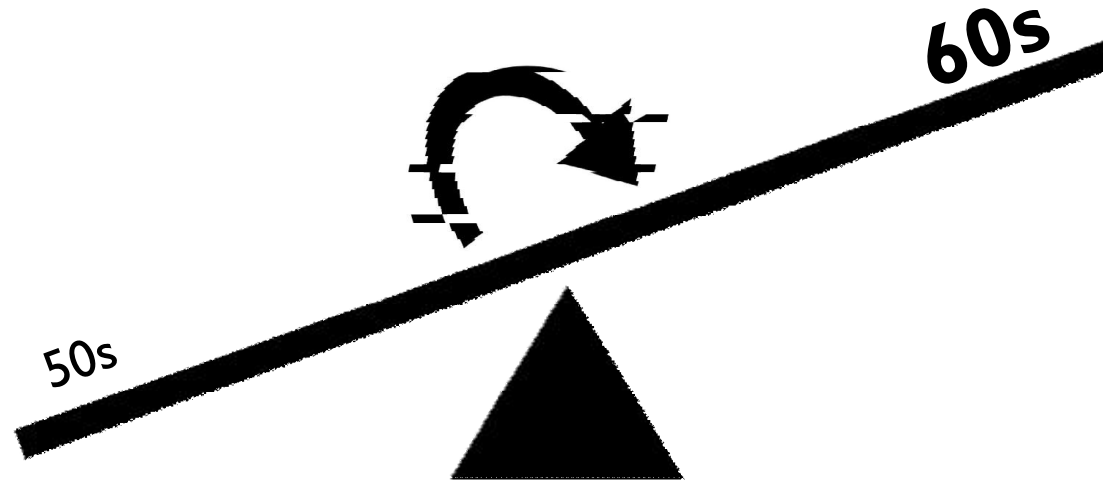
So crowds should've been knocking our door down!

But they weren't

We began a large scale listening exercise



We found a generational tipping point



The 1950s generation



People lived their lives like their parents

War torn 50s Britain had little housing choice





Queue for what
you could get...

...which was not very much,



and they did not complain

And then came the

60s













Gay Liberation Network



So what are they like now?

They're
different

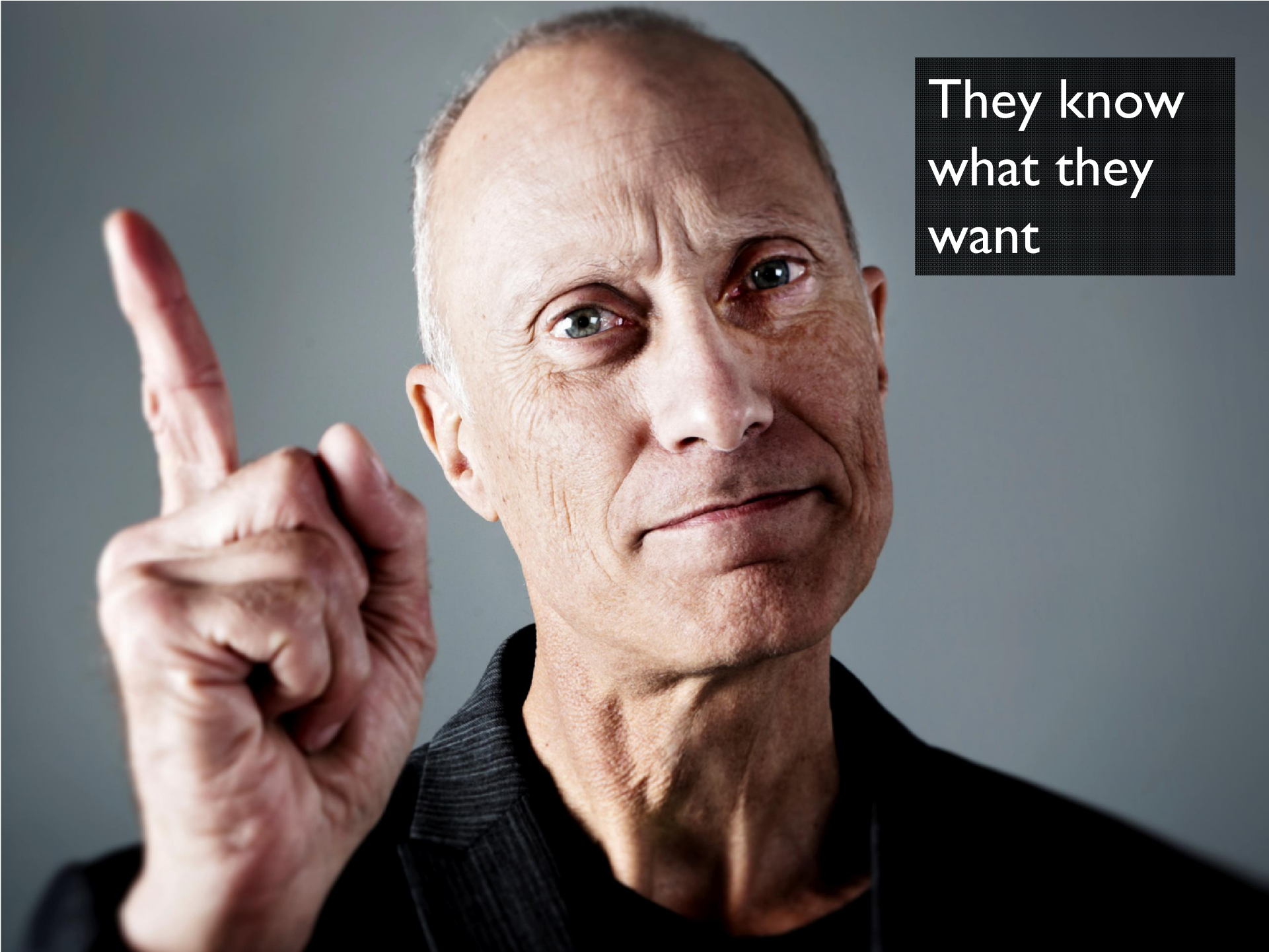


They're active



They're





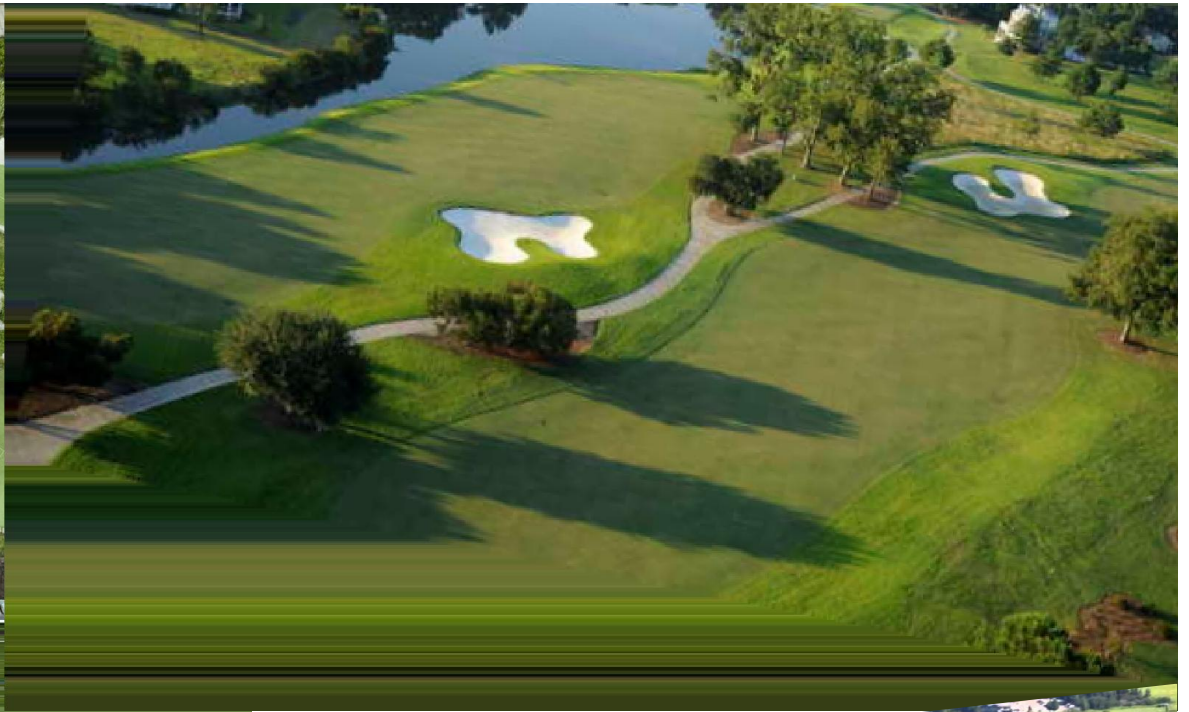
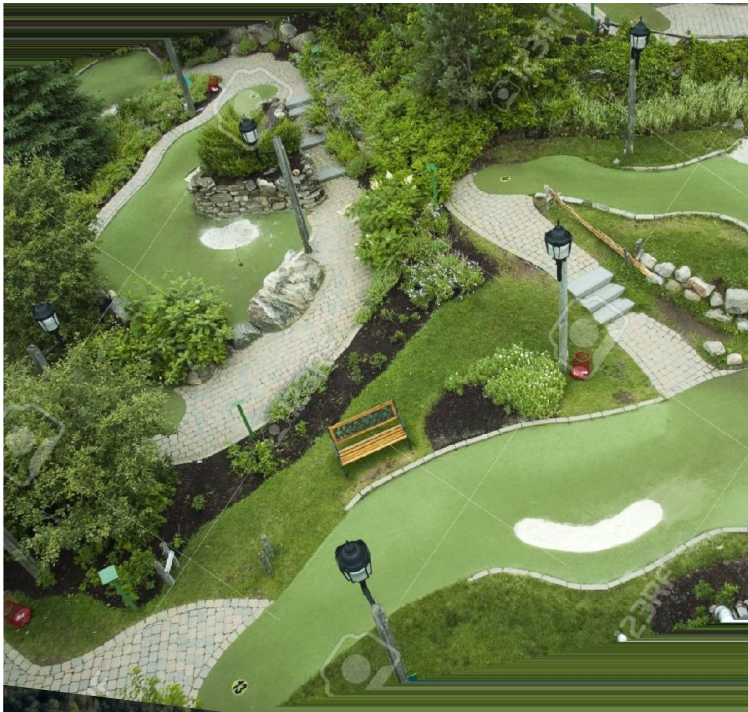
They know
what they
want

So how do we respond to them?



Don't simply repeat a good f







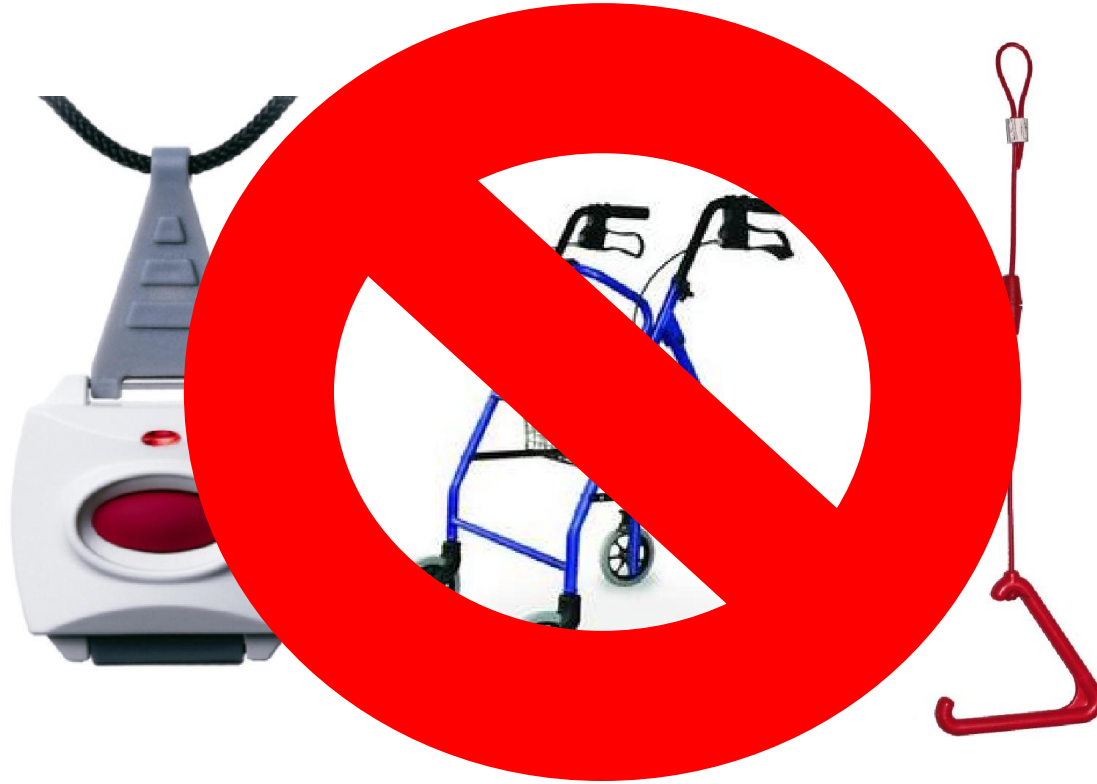
Celebrate differences



Open the gates



Provide tech for older people



Provide tech for older people



Don't design for 'old people'

Design for living



Families matter





Make people feel special

What's the result?



THE

CHOCOLATE

QUARTER



ST MONICA TRUST











After two months of sales 33% of
apartments sold off plan



£13m
enhancement
programme



Occupancy rate of 99%



If we stop listening

We stop getting it right

2026

