

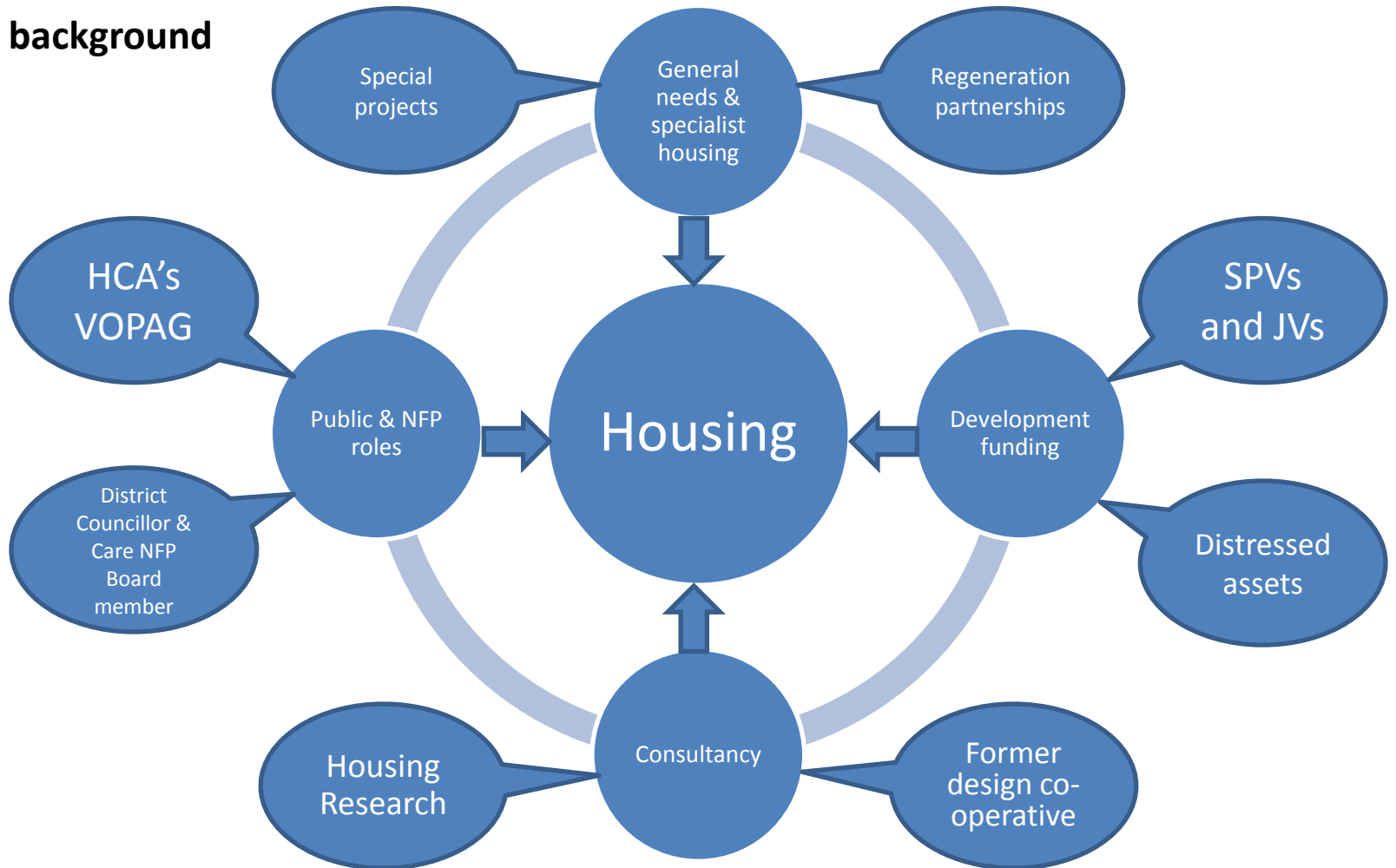
**Extra Care Housing
Marketing and Tenures**

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Housing Research

- **My background**



Housing Research



NEEDS

Care - your product and service must be fit for purpose

The Extra Care Housing market continuum

Housing – your product and service competes with general needs stock

**LOCATION
PRICE**



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Marketing Extra Care – a broad Church

- **At one end of the continuum its more about Housing – Location and Price are dominant**

Be clear about your market - define your potential residents by equity, income and need

The offer must be equal to the general needs competition , eg in design and specification

Design your accommodation and services accordingly

Take time to compare your proposed offer with the catchment, they have to match

Terminology is a major barrier and care is rarely mentioned in headlines

All publicity is an opportunity to reach your potential residents, eg pre planning community consultation

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Marketing Extra Care – a broad Church

- **At the other end of the continuum its more about Care – Need is dominant**

Becomes less about bricks and mortar, much more about quality of service

Becomes ok to mention care, nursing and dementia

More opportunities for differentiation from existing housing and care offers

Higher needs can mean considerable scope for innovation

More potential for joint working with Adult Social Care and Health, they are part of your marketing

Marketing never stops, high occupancy rates are necessary as voids are the operator's risk

Extra Care - not a job for Agents?

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Mixed Tenures and Extra Care

- **We talk about personalisation in services, but what about in tenures**

Look at who you are providing for and how they are likely to be funded, short and long term

Current mainstream tenures are too generic to suit changing needs and priorities in later life

Longevity of residents must be matched with longevity of the scheme & a flexible 'offer'

Flex tenures to suit differing circumstances, eg staircasing down to achieve equity release

Consider unit 'recycling' in appraisals, update units and re-present them to the market

Consider non mainstream tenures, eg lifetime lease / deferred / exit fees

People centred schemes, not just services

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- **The Extra Care Charitable Trust**

A few 'rules' broken -

Mentions the 'C' word

And adds in 'Extra'

And says 'Charitable'

And manages to combine -

A Housing product

With a high level domiciliary care service plus dementia specific support

Not just another housing or care provider doing Extra Care, as ECCT have -

A recognized brand

A High Street presence through charity shops

A major emphasis on community & volunteer engagement - pre and post development

How do they do it and what will ECCT become –

The inevitable rebrand?? National Association of Mental Health → MIND

National Spastics Society → SCOPE

Thank you

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