



Housing Cares: A Festival of Ideas

Annual Conference 2017

The Work of a Generation - Creating an Age of Aspiration






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Managing Director, Guinness Care

**Great service, great homes
and a great place to work**



I want to be old...

Today's Themes

-  **Guinness Care**
-  **Work of a Generation**
-  **Age of Aspiration – Better or Worse**
-  **New Challenges – Including Dementia**
-  **Work of the Next Generation**

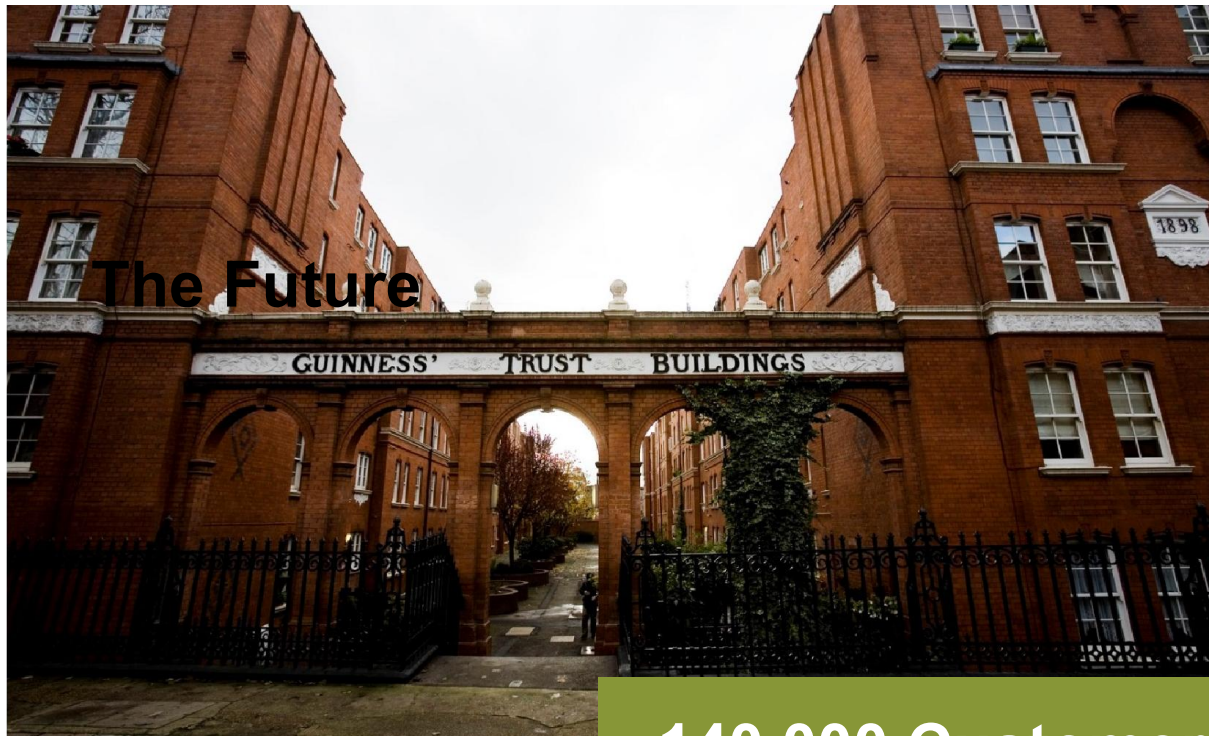


“We do not say the condition of their homes, for how can those places be called homes, compared with which the lair of a wild beast would be a comfortable and healthy spot?

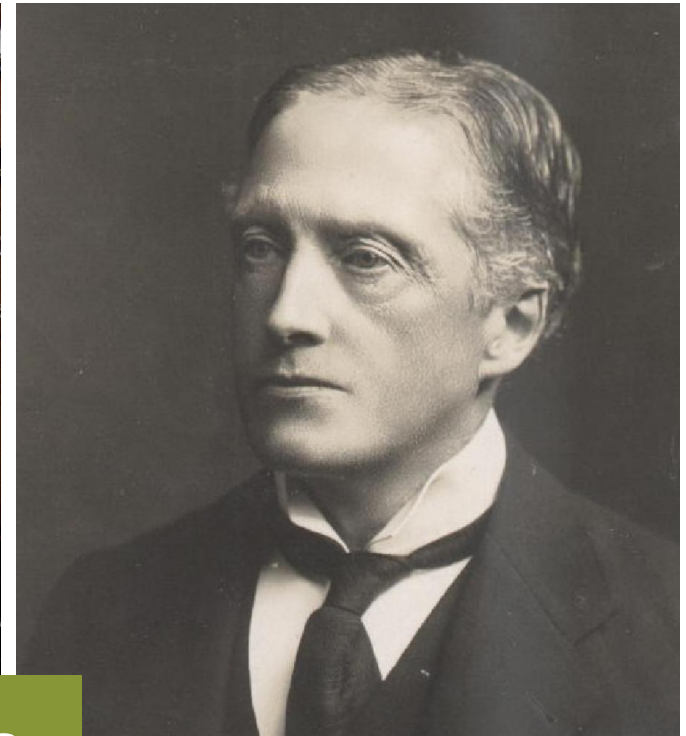
The buildings are in such miserable repair as to suggest the thought that if the wind could only reach them they would soon be toppling about the heads of their occupants.

Every room in these rotten and reeking tenements houses a family, often two.”

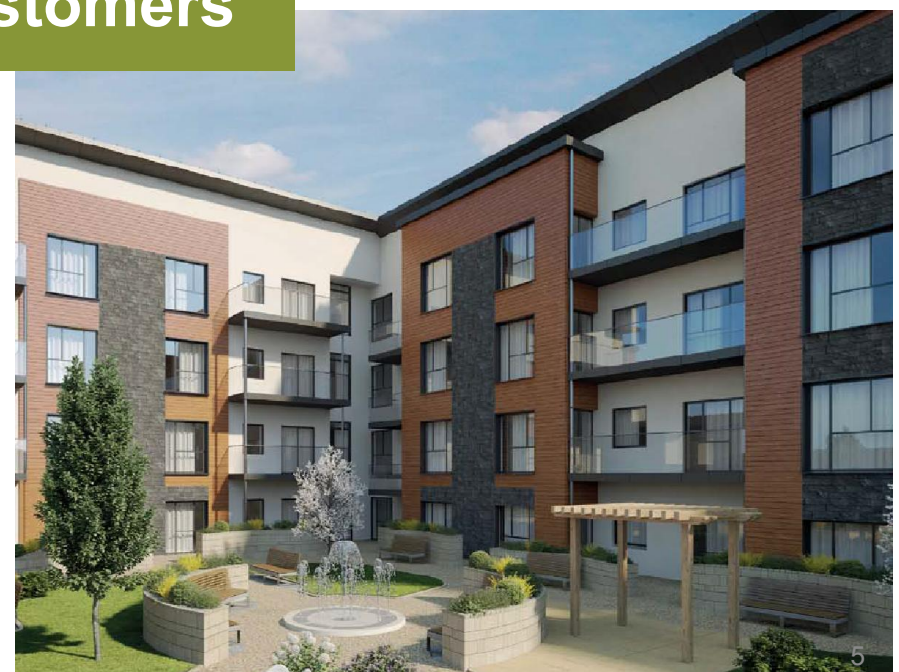
Reverend Andrew Mearns, The Bitter Cry of Outcast London, 1883



The Future



140,000 Customers



About Guinness Care

- Founded in 2005
- Housing and Services for Older People
- Care at Home



+94% customer
satisfaction



+20% care at home
growth



+75% employee
engagement

Great service, great homes and a great place to work

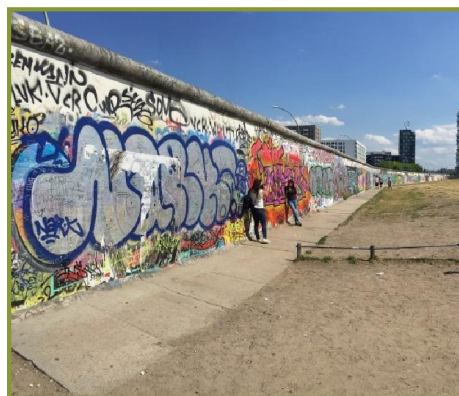


NOT EVERYTHING
IN **BLACK** AND **WHITE**
MAKES SENSE.

An Age of Aspiration – Better or Worse?

- Berlin Wall Falls 1989
- First Extra Care Housing Scheme 1990?
- Elderly Person Homes
- Care Bots - Robotics
- 50,000 extra care homes?
- Toyota House Builder

Public Sector > Public/Private > Private



New Challenges - **Are They Surmountable?**

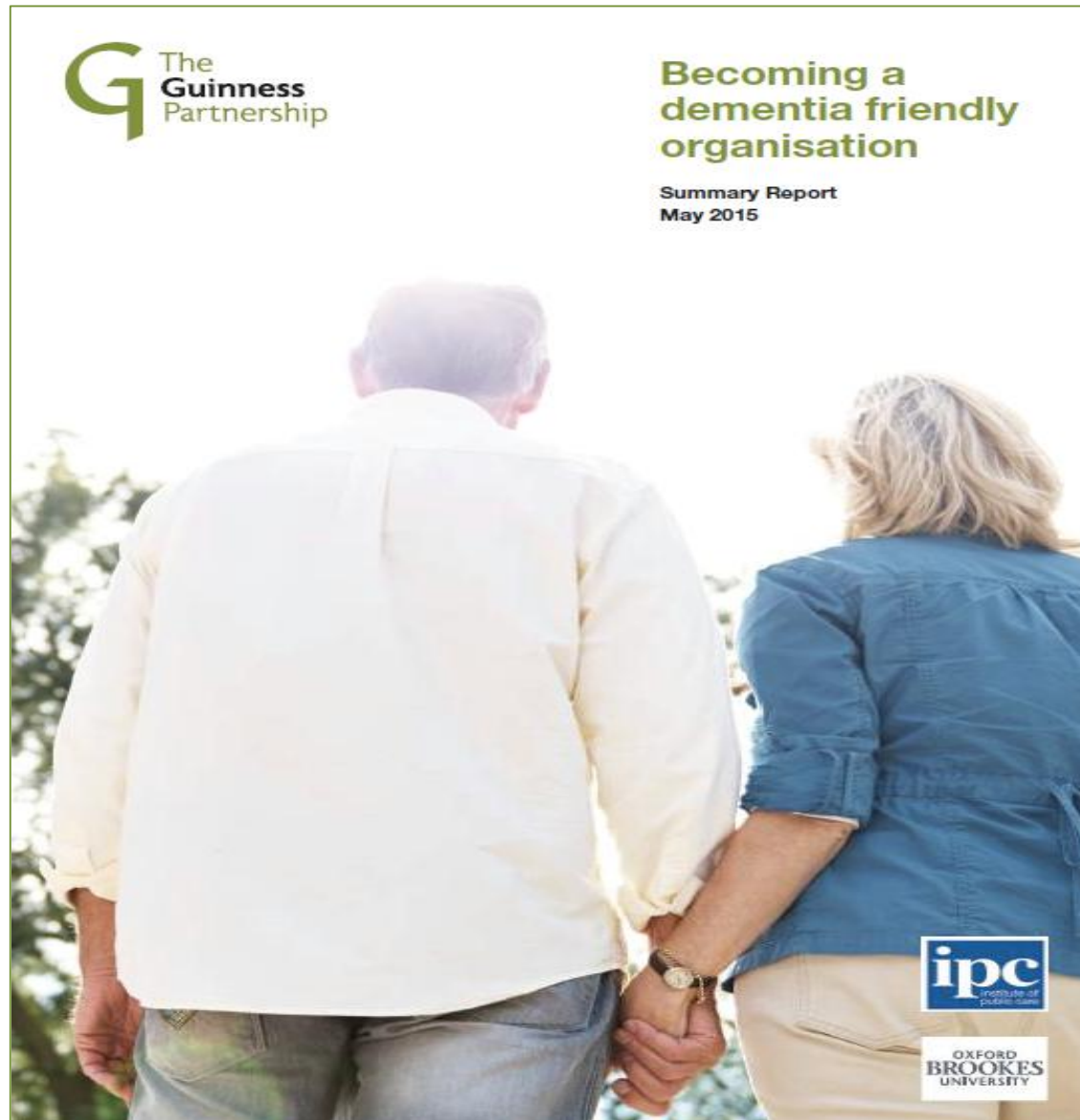


Great service, great homes and a great place to work





Meeting the Challenges



Guinness Dementia – Friendly Centre



Project Objectives

-  Meet the **needs** of our customers
-  Enable **independent** living
-  Assist and promote **wellbeing**
-  Provide amazing **customer services**



Great service, great homes and a great place to work

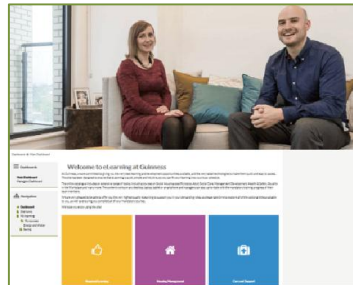
Raise Awareness

Awareness raising for staff and customers...



Training

- Tailored **E-Learning** module
- Extended **dementia training**
- Trialled subsidised training **with Oldham council**
- Potential training with **House of Memories**



Dementia-friendly Design Specifications

- Dementia **design guide**
- Totnes Development & Housing for Older Persons Steering Group – **development team collaboration**
- Coloured/alternative **aids and adaptations**
- Involvement with **planned maintenance/cyclical works**



Dementia-friendly **Customer Package**



System flagging – enables us to personalise the services we offer



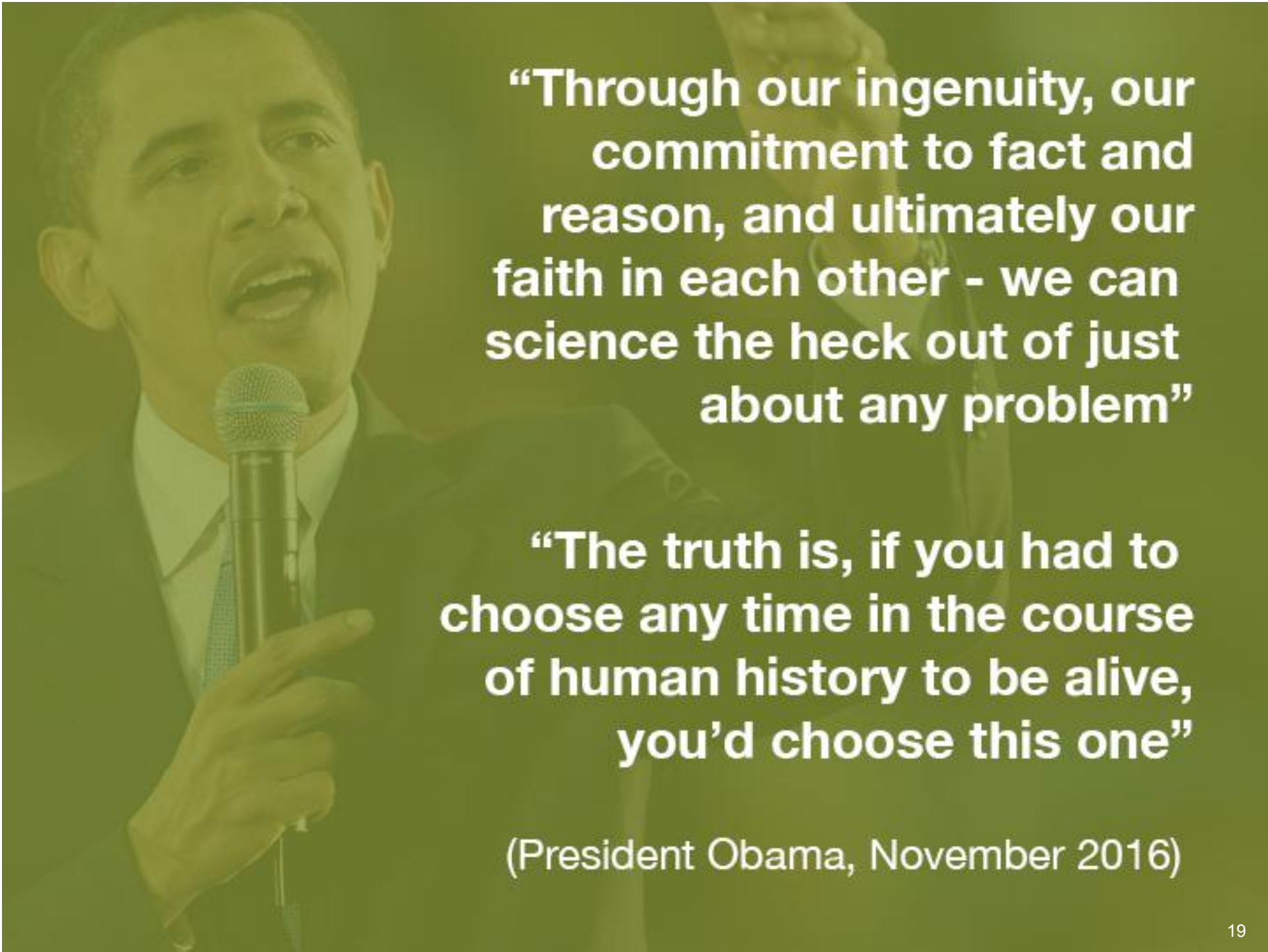
Work of the Next Generation?



- Intergenerational revolution
- Current baby boomers – age of aspiration
- Generation X and Millennials – what will they want?



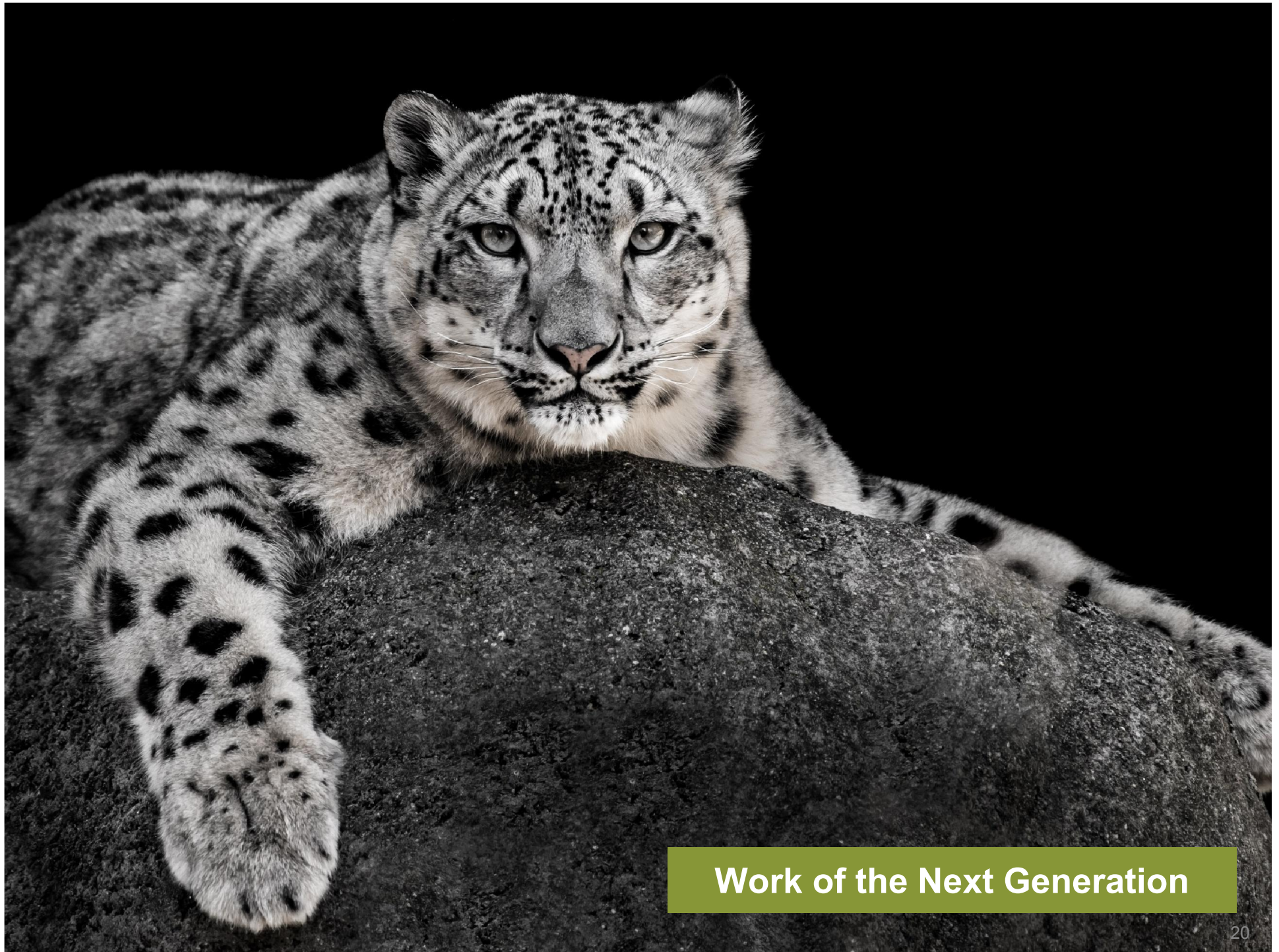
- Self support, self care
- Integrated housing, health and care services
- Technology enabled housing, health, care

A photograph of President Barack Obama speaking into a microphone, overlaid with a semi-transparent green filter. The image is the background for the text.

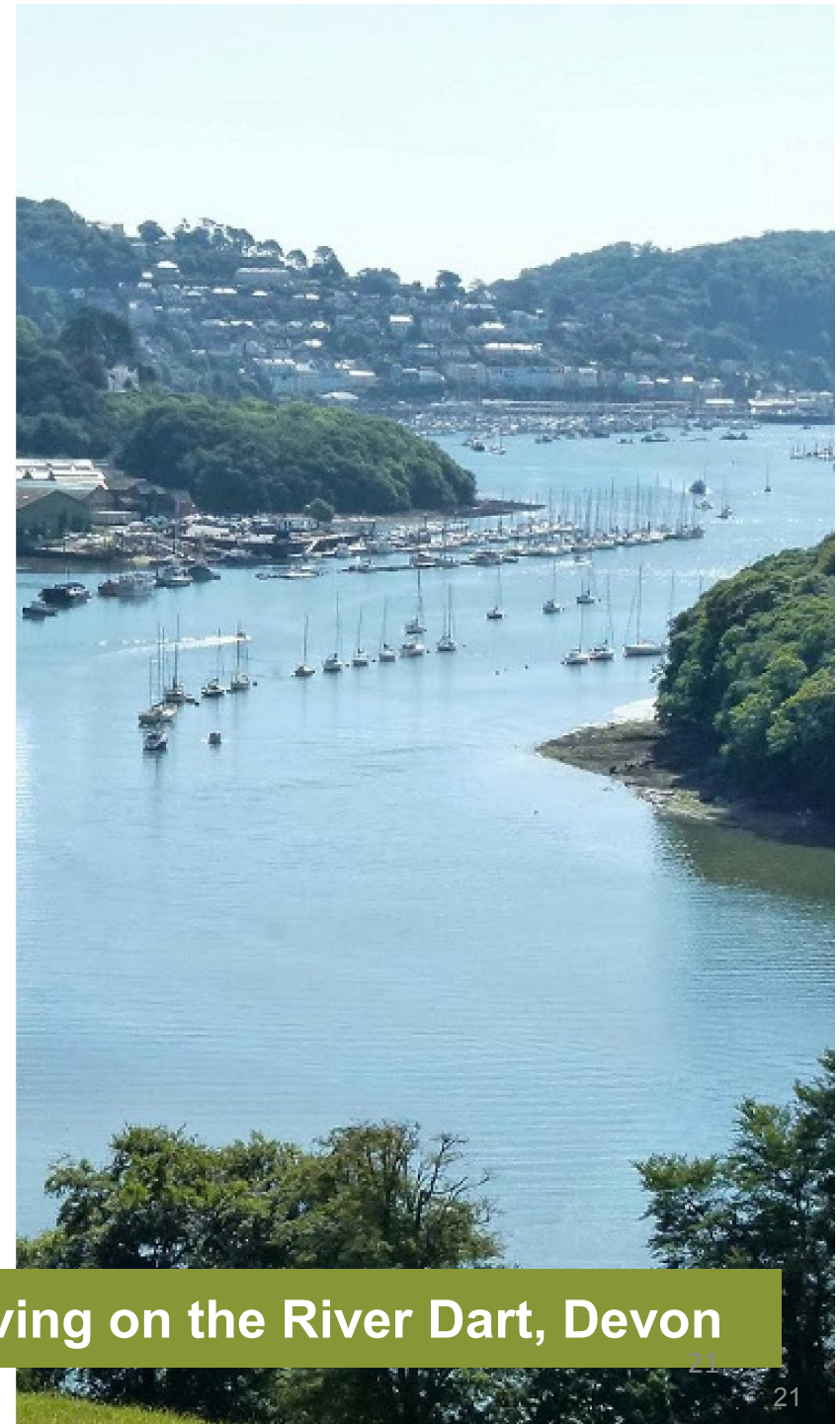
**“Through our ingenuity, our
commitment to fact and
reason, and ultimately our
faith in each other - we can
science the heck out of just
about any problem”**

**“The truth is, if you had to
choose any time in the course
of human history to be alive,
you’d choose this one”**

(President Obama, November 2016)



Work of the Next Generation



Incredible Living on the River Dart, Devon

Our **Vision** – Today and Tomorrow

We're here to **improve** people's lives
and create **possibilities** for them

www.guinnesspartnership.com

www.twitter.com/GuinnessCare

www.facebook.com/GuinnessCare

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