

SENIOR

RETIREMENT

INTERGEN

ADAPTABLE

ASSISTED

LATER

**JUST LIVING**

INDEPENDENT

COLLECTIVE

ELDERLY

AGE FRIENDLY

SECURE

COMMUNITY

# JUST LIVING

- 01 “The Imaginary Older Person”
- 02 Product vs Person
- 03 Starting with Understanding
- 04 Strategies & Case Studies
- 05 Where Do We Go From Here?

**“THE IMAGINARY  
OLDER PERSON”**

# ASSUMPTION #1

“We know best”



# ASSUMPTION #2



# REALITY

“I don’t know who this  
stereotypical ‘older  
person’ is.”

— HONOR BARRATT  
MANAGING DIRECTOR /  
BIRCHGROVE

# REALITY

“I don’t know who this stereotypical ‘older person’ is.”

— HONOR BARRATT  
MANAGING DIRECTOR /  
BIRCHGROVE

“If we are targeting people age 60–90, well, think about the age range 20–50. There may be different layers of broadly similar characteristics but there’s a wide variety.”

— MARK CURRAN  
DEVELOPMENT DIRECTOR /  
ANCHOR HANOVER

# REALITY

“I don’t know who this stereotypical ‘older person’ is.”

— HONOR BARRATT  
MANAGING DIRECTOR /  
BIRCHGROVE

“If we are targeting people age 60–90, well, think about the age range 20–50. There may be different layers of broadly similar characteristics but there’s a wide variety.”

— MARK CURRAN  
DEVELOPMENT DIRECTOR /  
ANCHOR HANOVER

“We have this idea of an older person but it’s fictional, it’s a unicorn, those picture book older people don’t exist. Real life older people are just like you.”

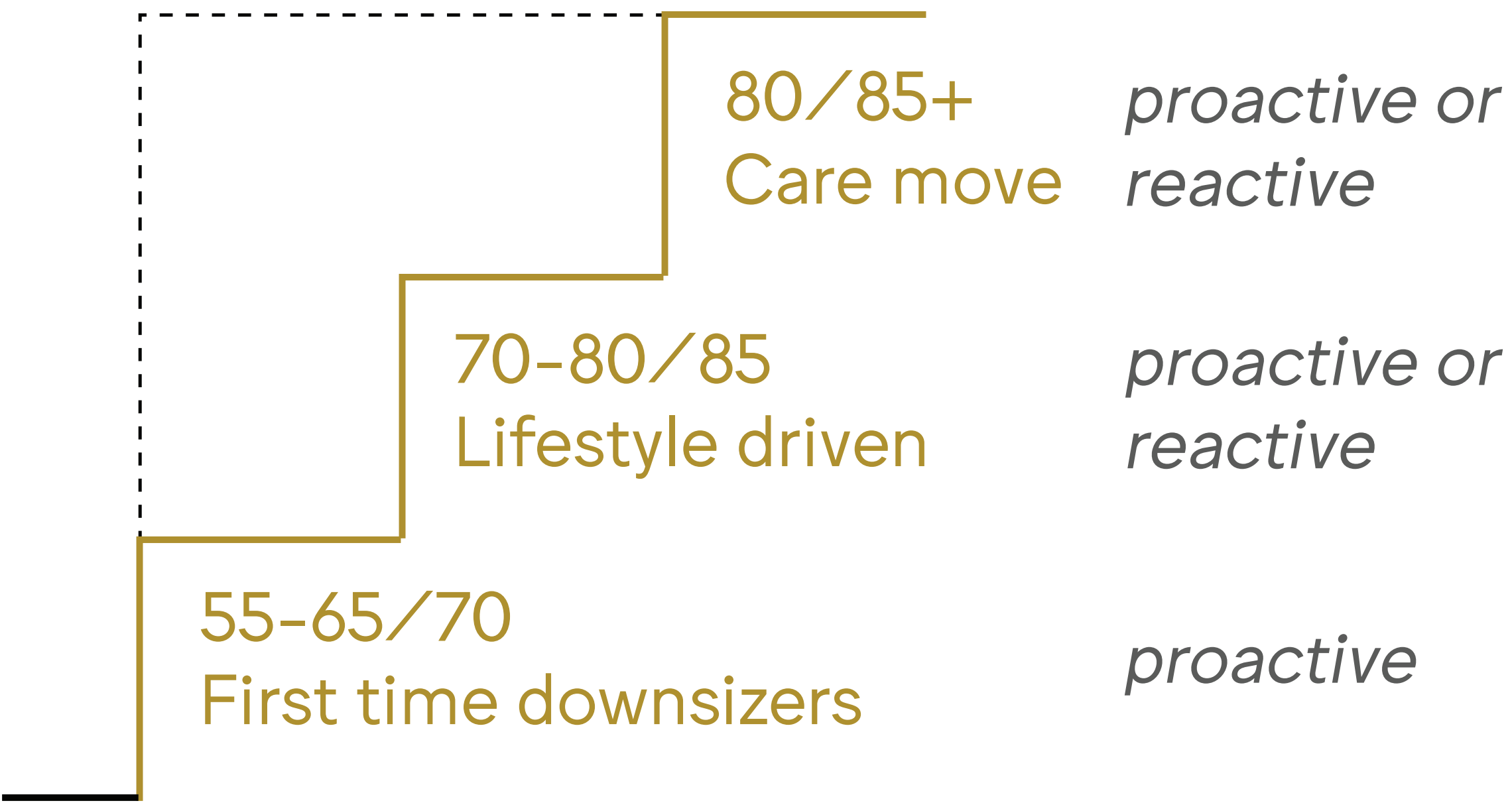
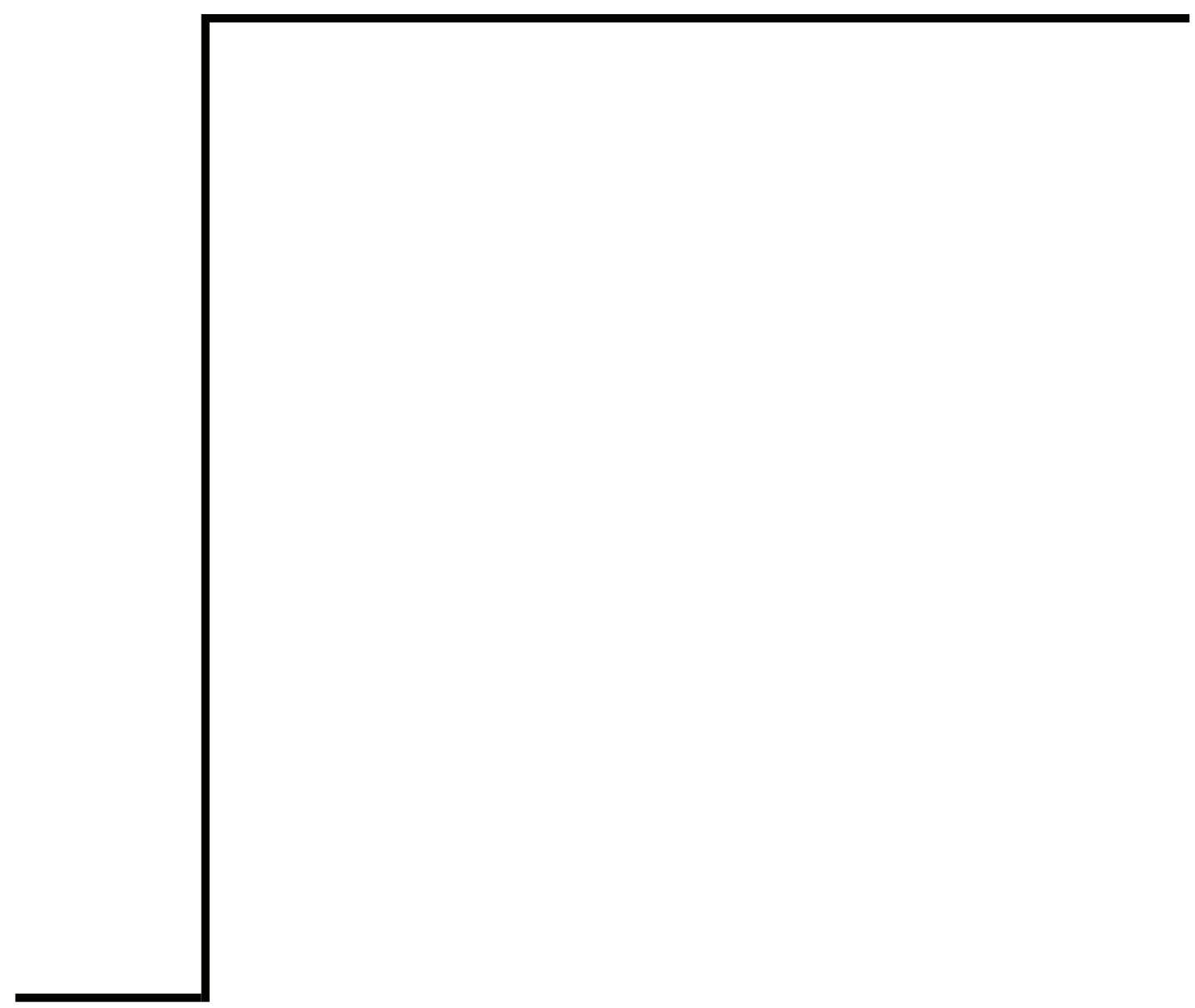
— ANNA SABINE  
CEO / MPC



# STAGE, NOT AGE

AGE 90

AGE 60



PERCEPTION:  
ONE GENERIC GROUP

REALITY:  
MULTIPLE, UNIQUE STAGES

# STAGE, NOT AGE



## CHRONOLOGICAL AGE

72      72

## BIOLOGICAL AGE

78      62

## AGE YOU FEEL

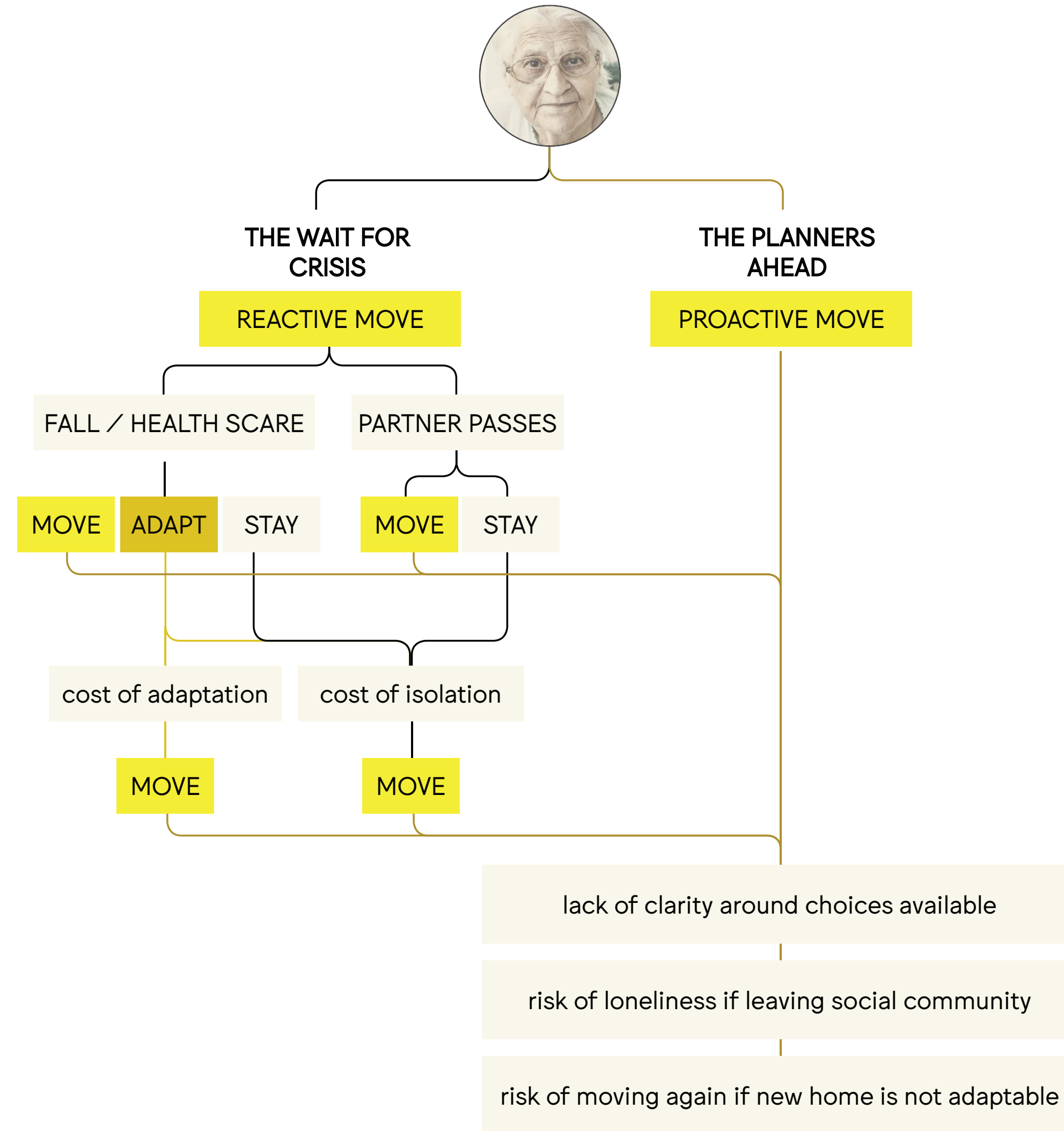
82      32



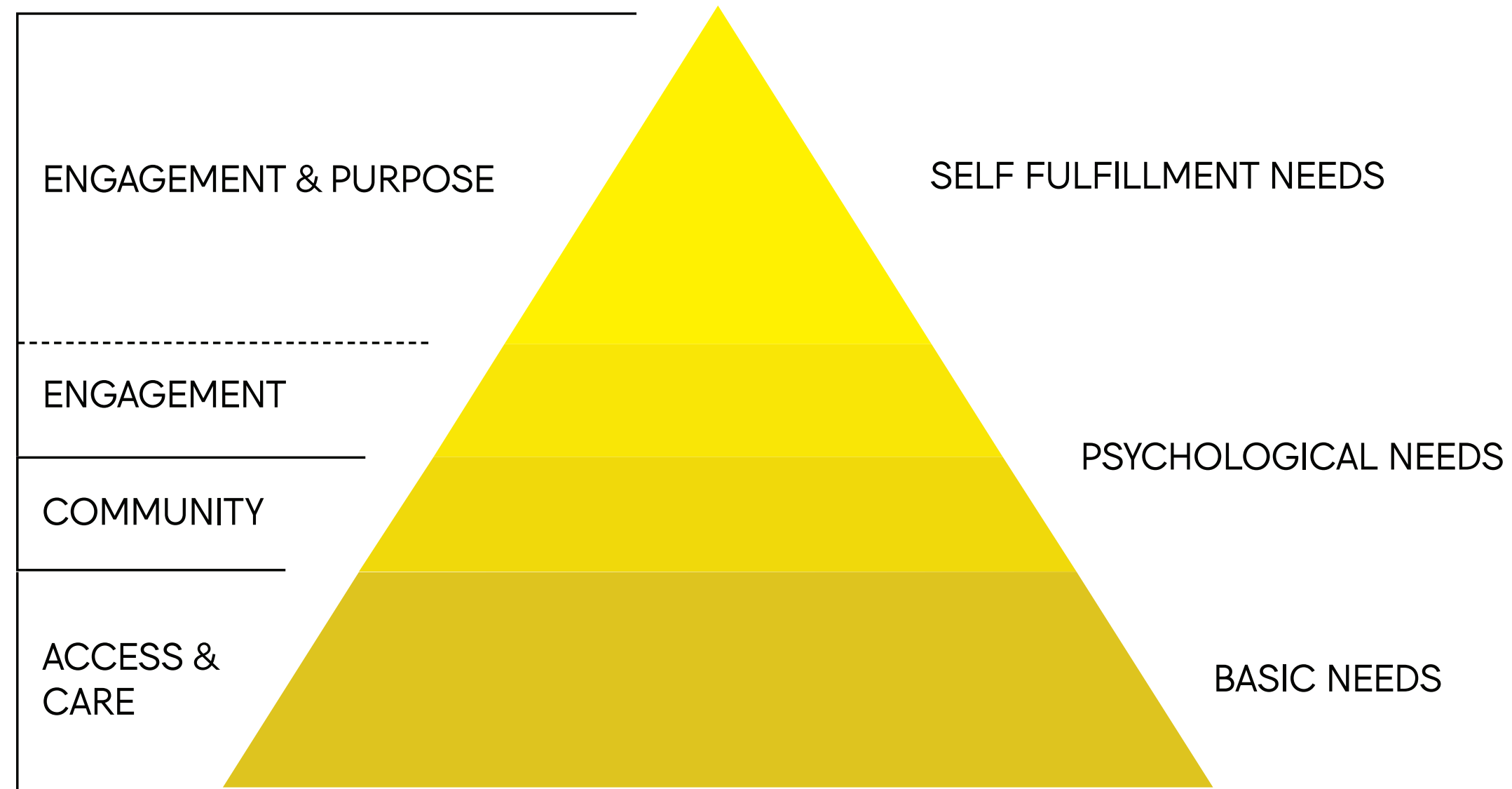
# PERSON CENTRED



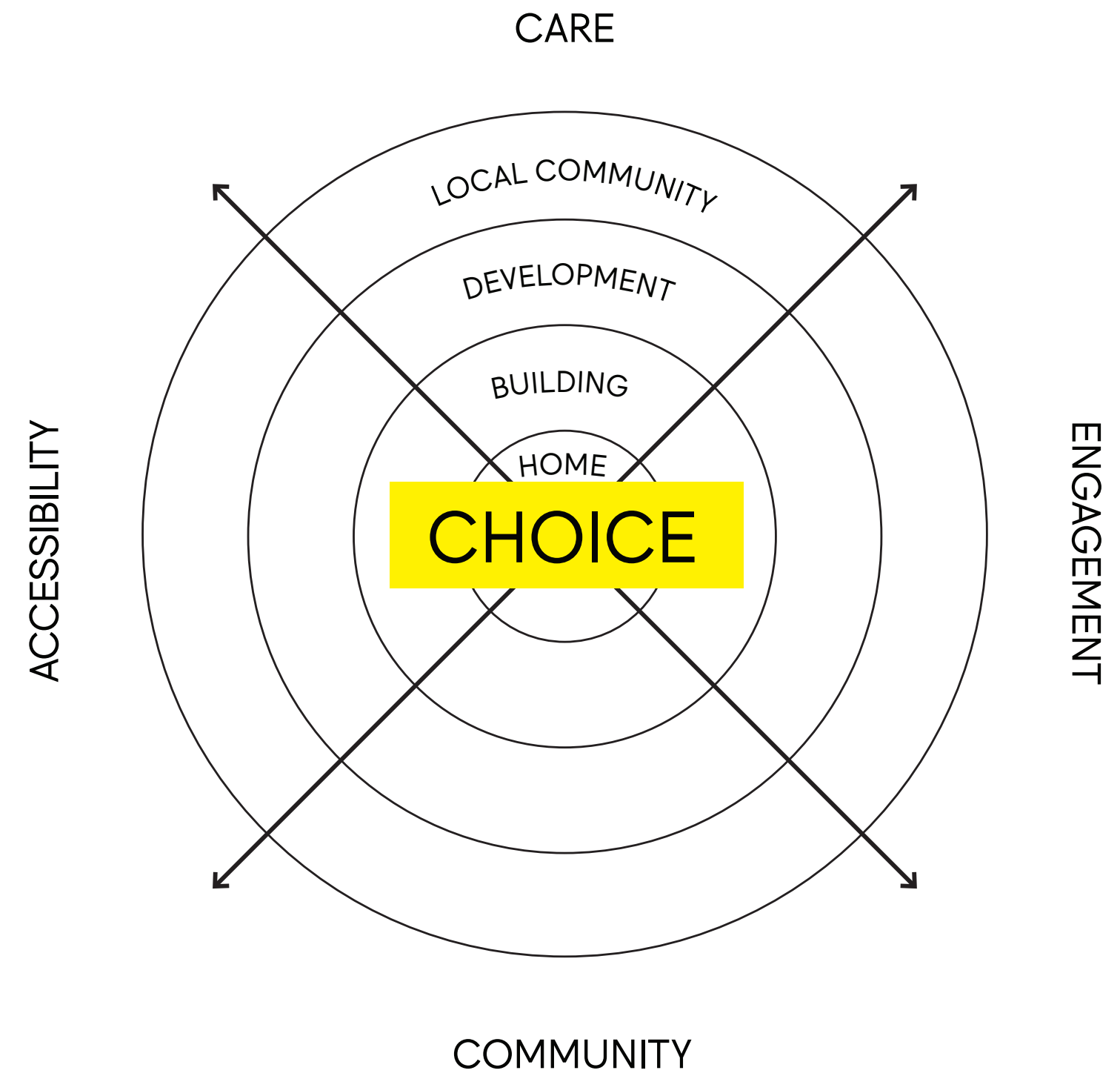
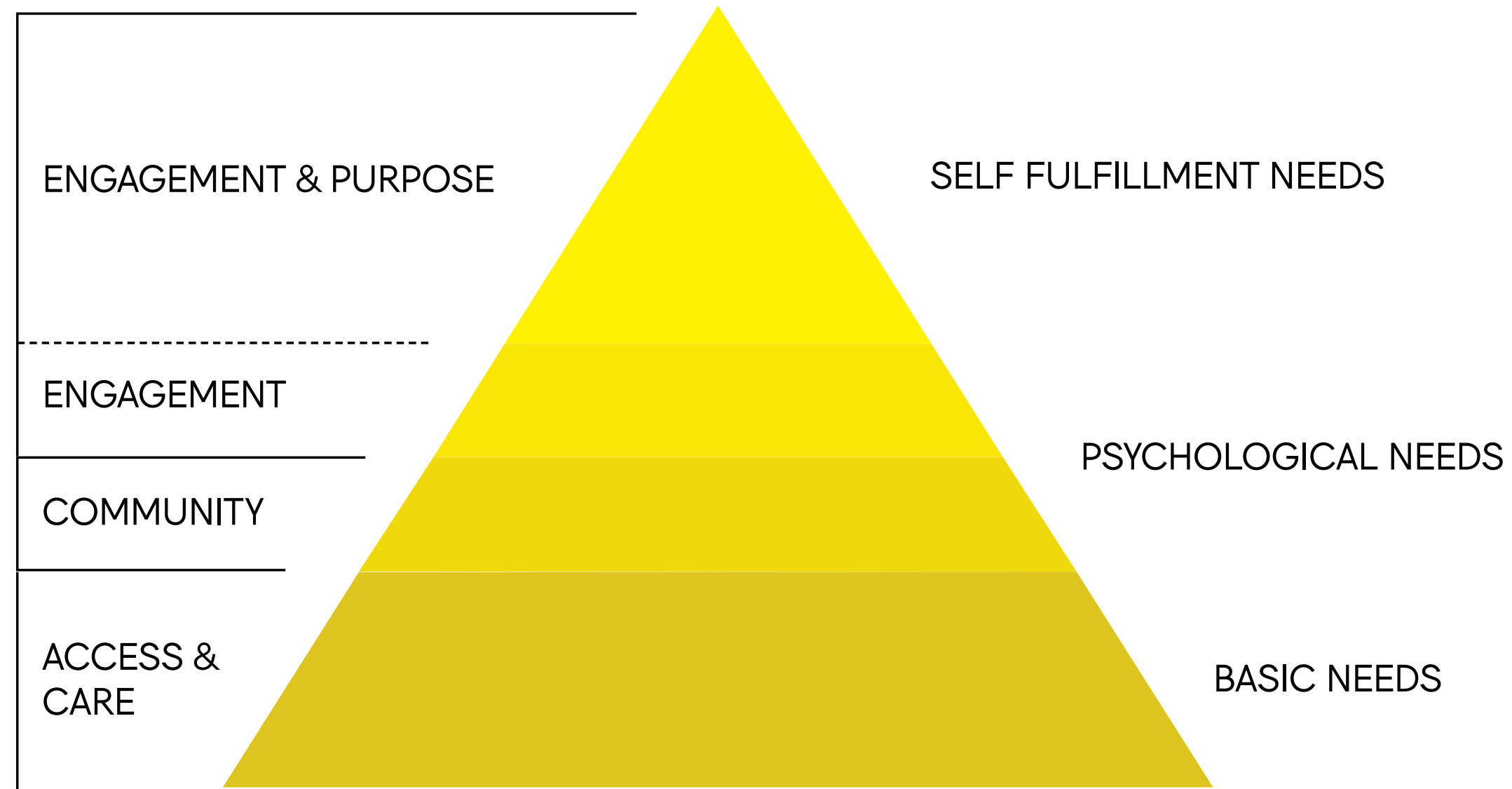
# PLANNERS AHEAD VS WAIT FOR CRISIS



# PEOPLE, PURPOSE, AND PLACE



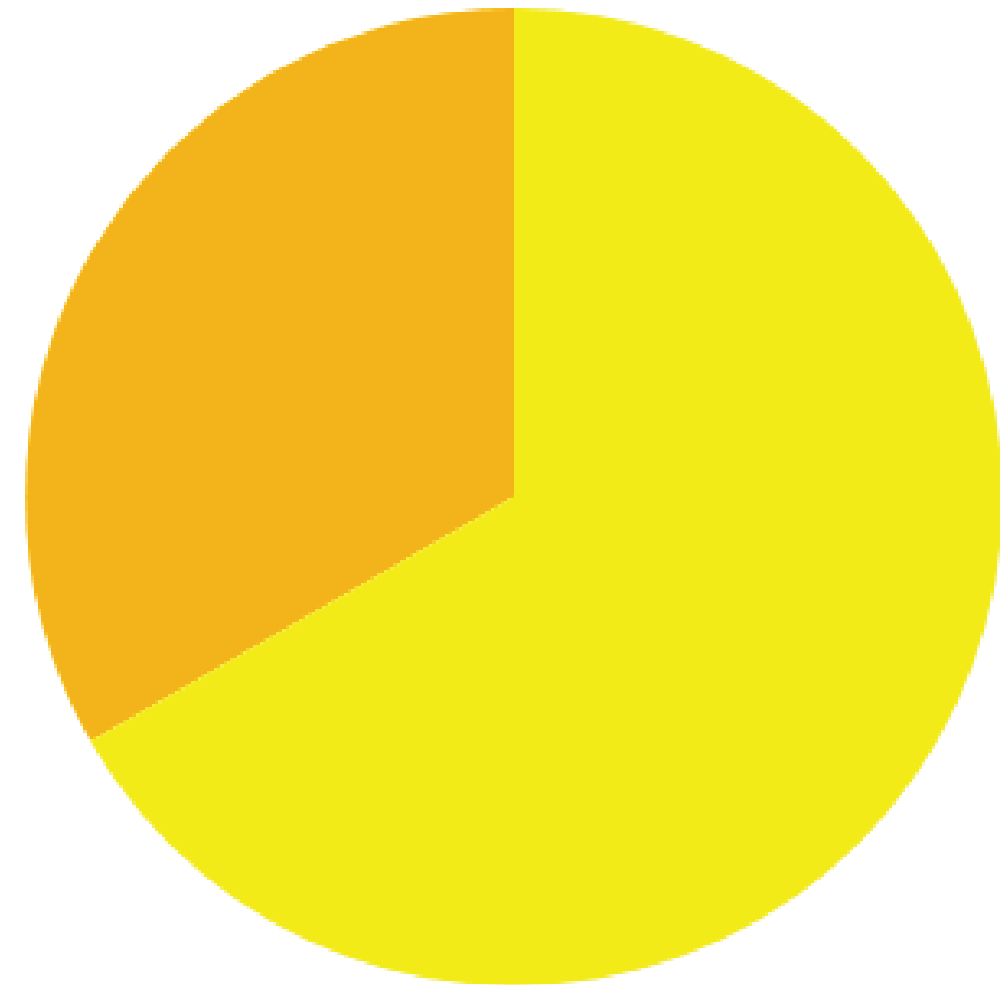
# PEOPLE, PURPOSE, AND PLACE



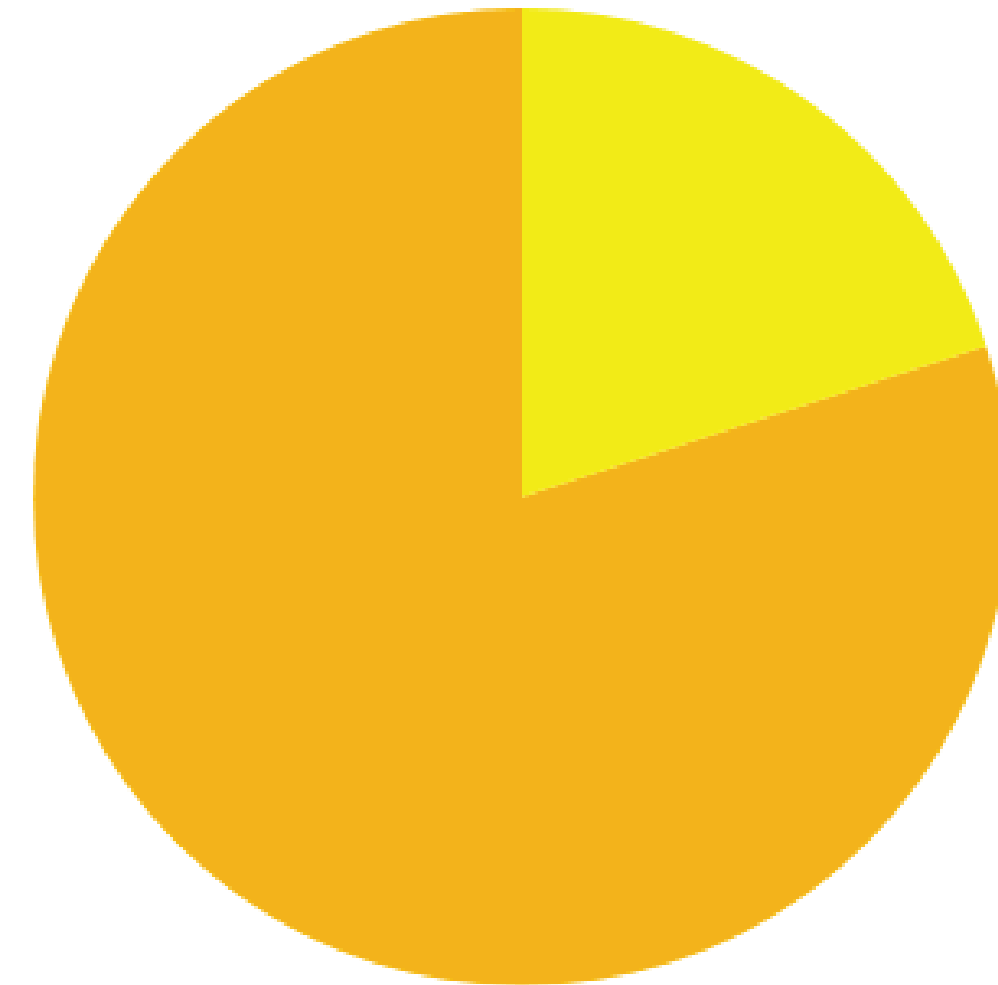
# “PRODUCT” VS PERSON

# EASY TRAP

One third of the UK population is over 55

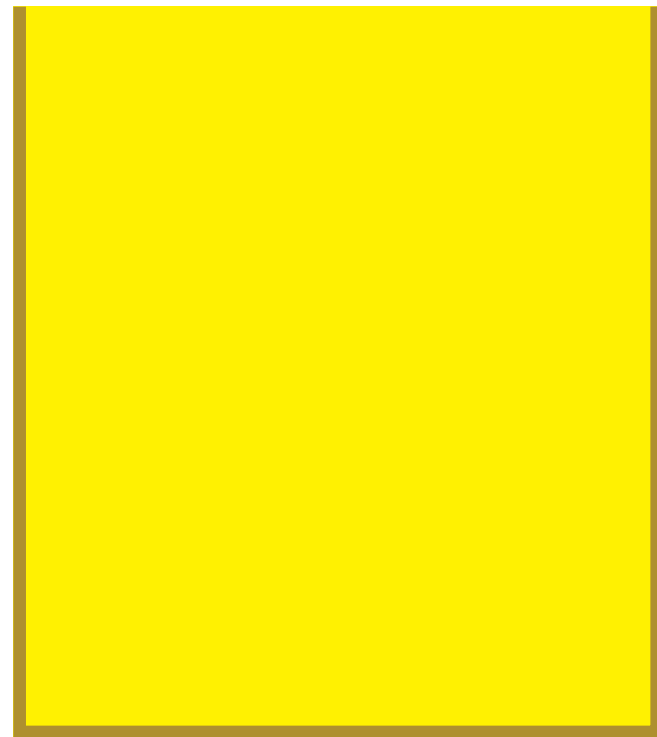


This population holds nearly 80% of the wealth

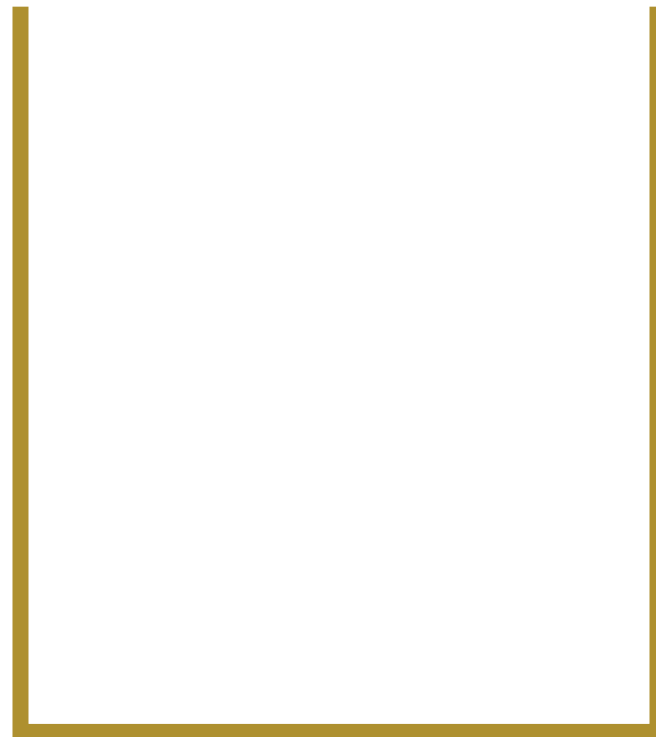




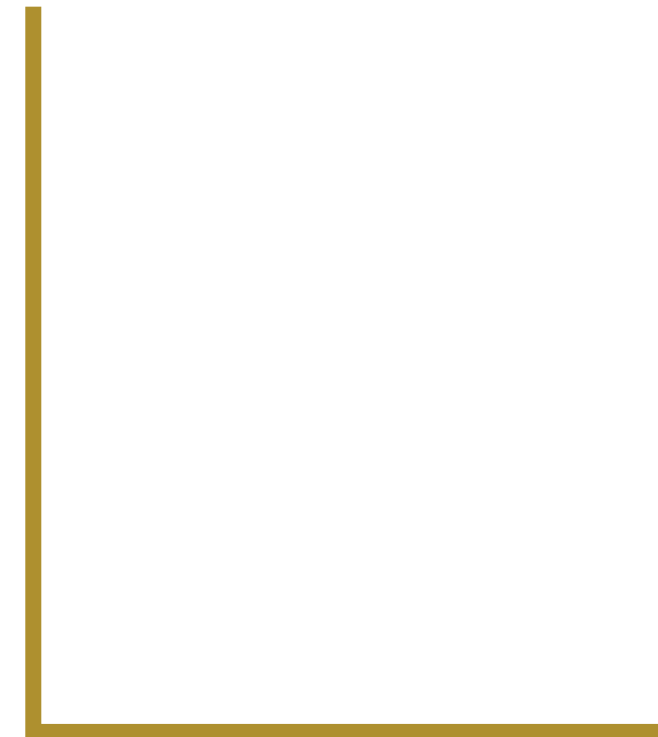
# EASY IN EASY OUT



DEVELOPMENT  
PROFIT



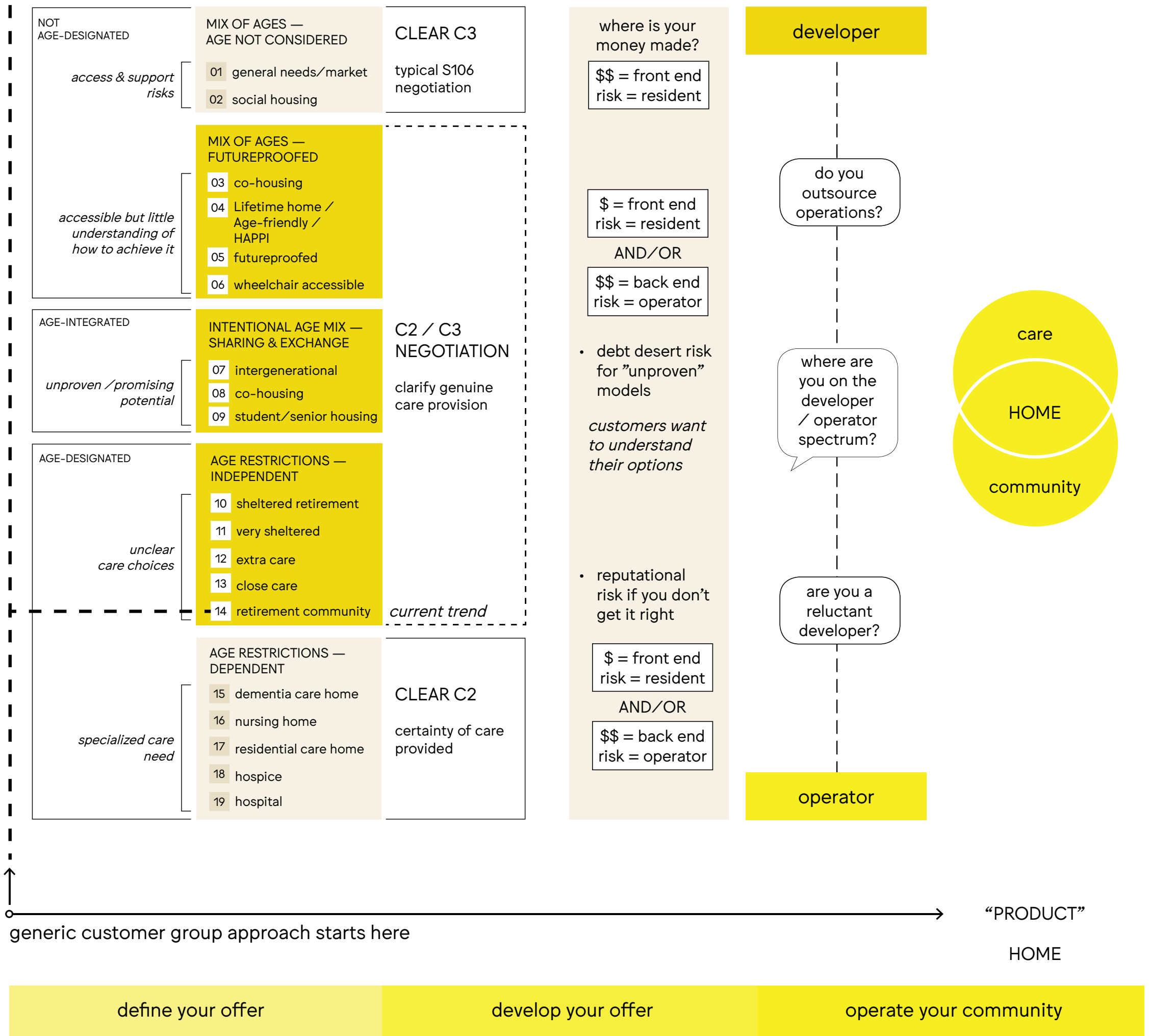
OPERATIONS  
PROFIT



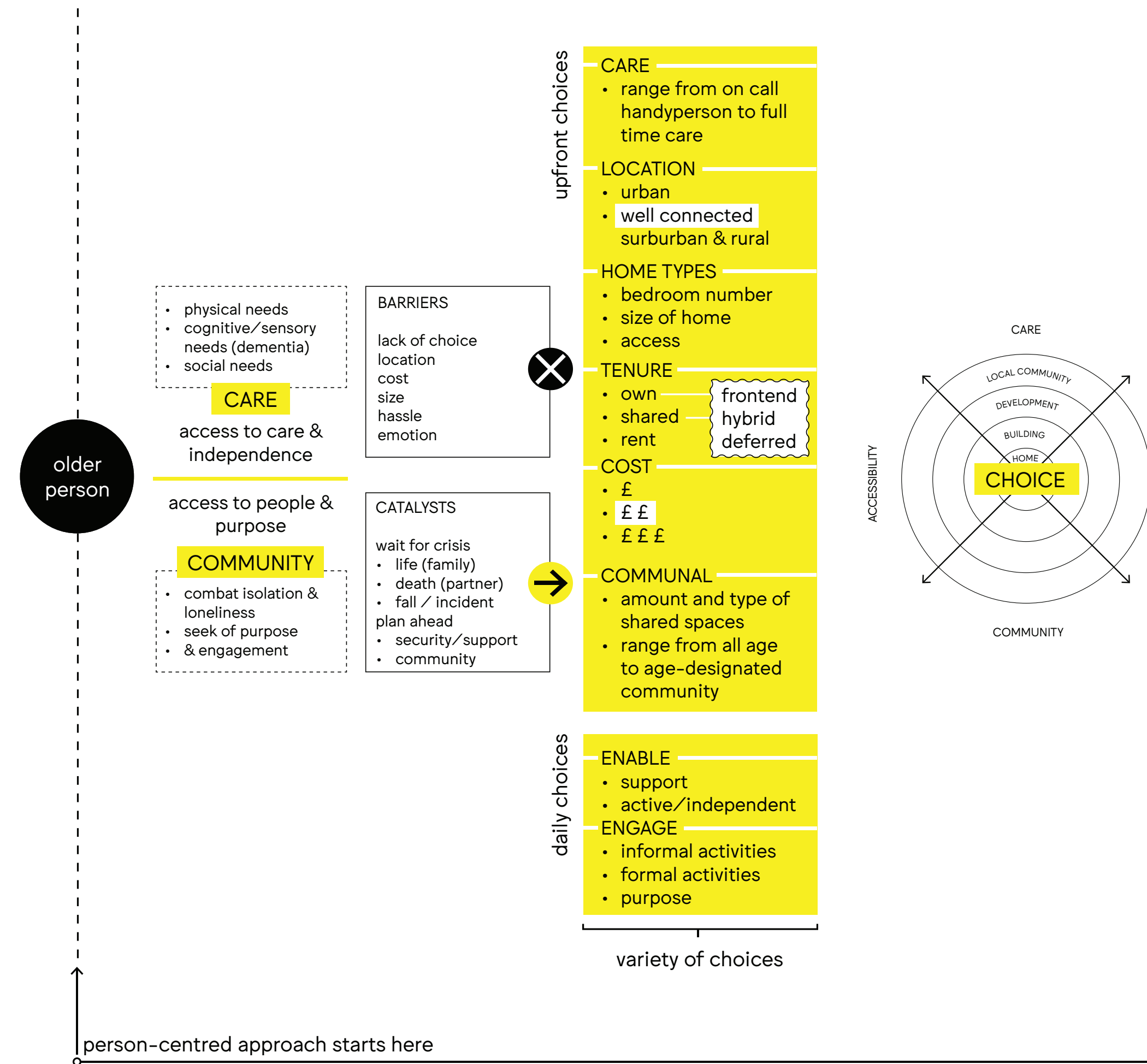
DEFERRED  
PROFIT

# ASSUMPTION LED

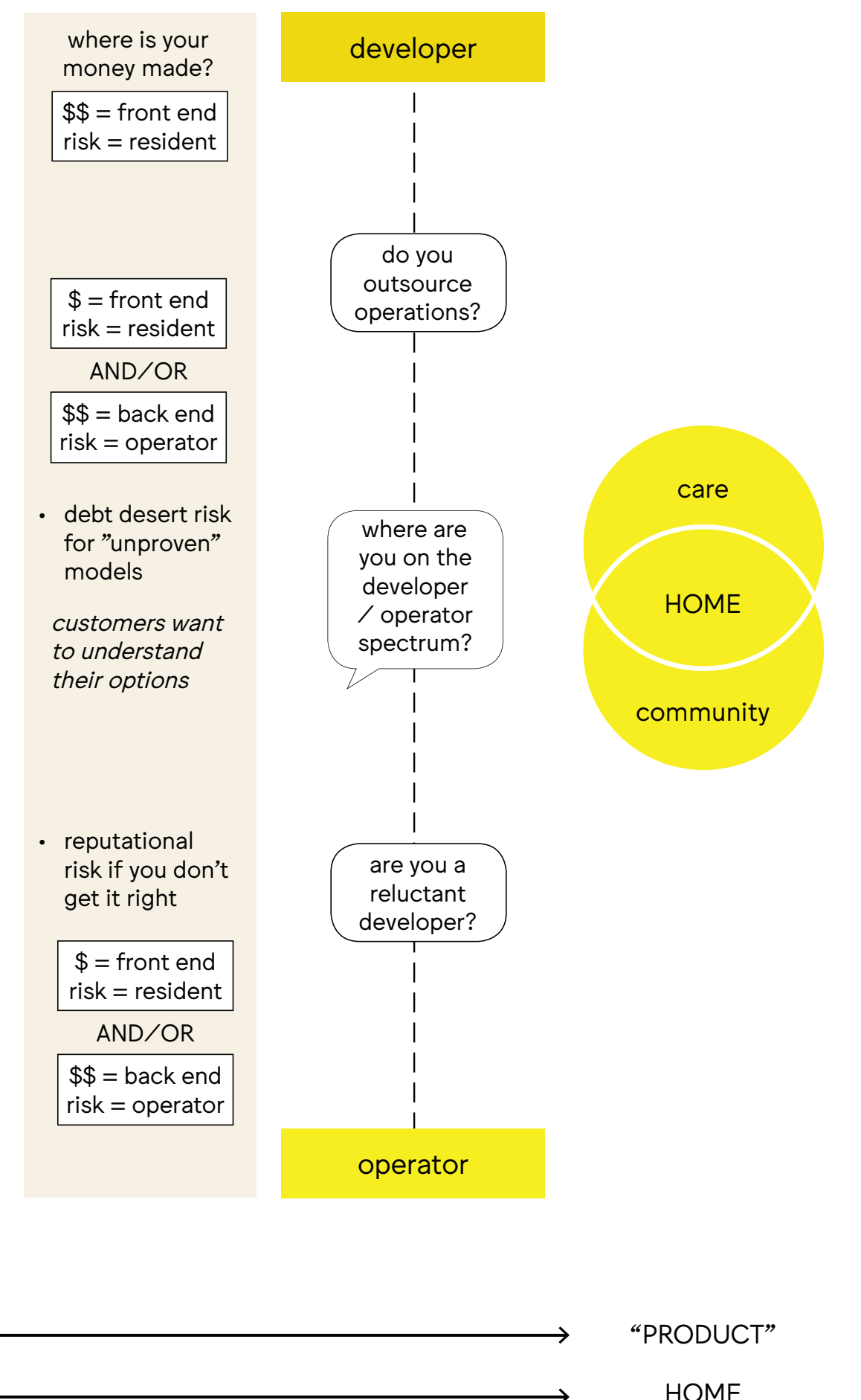
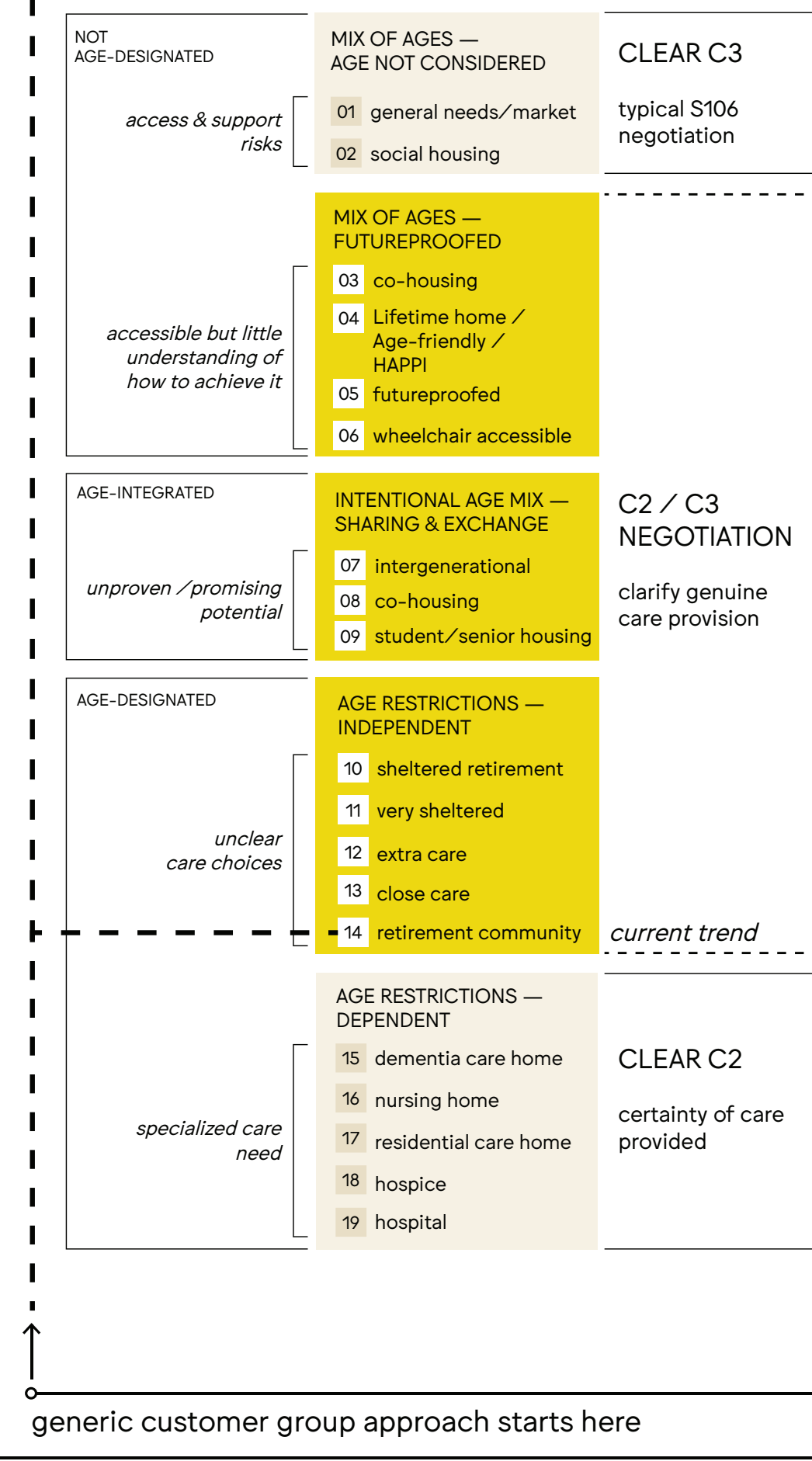
## housing undersupply & rapidly increasing 60+ age group



## discerning individuals with unique needs & desires

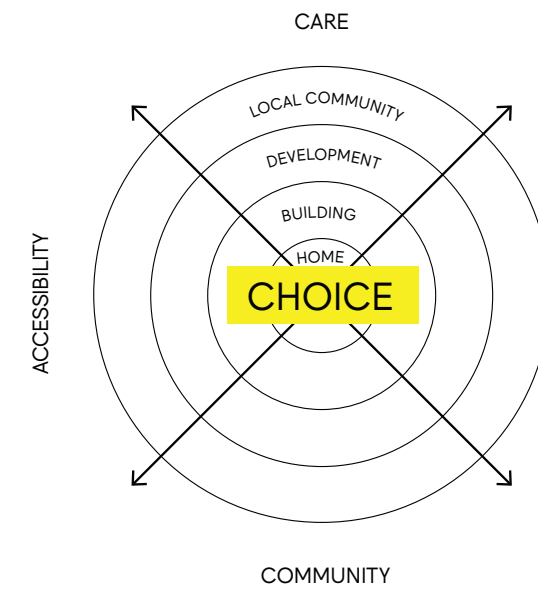
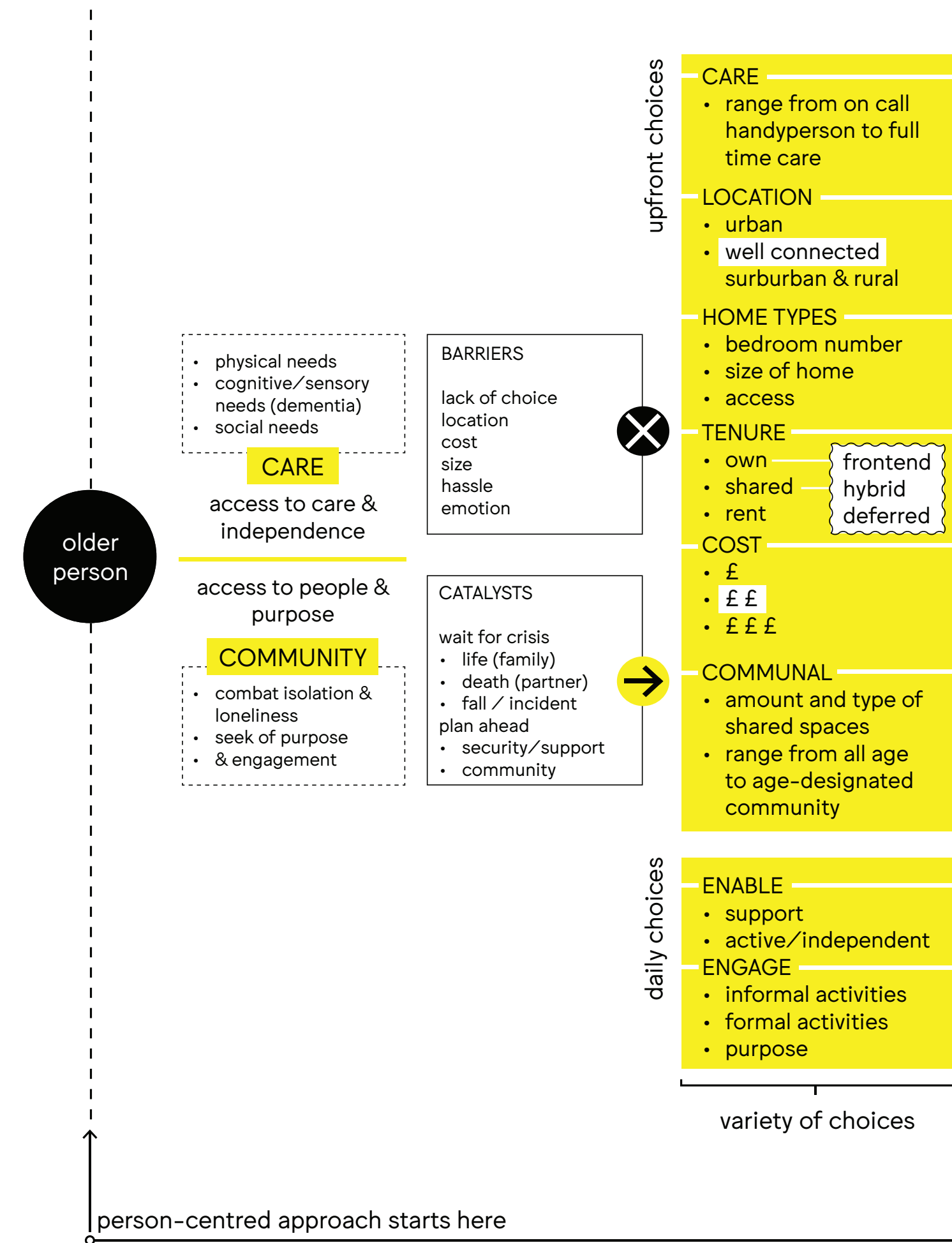


## housing undersupply & rapidly increasing 60+ age group



# STARTING WITH UNDERSTANDING

## discerning individuals with unique needs & desires



## housing undersupply & rapidly increasing 60+ age group

NOT AGE-DESIGNATED	MIX OF AGES — AGE NOT CONSIDERED	CLEAR C3
access & support risks	01 general needs/market 02 social housing	typical S106 negotiation
accessible but little understanding of how to achieve it	MIX OF AGES — FUTUREPROOFED	
	03 co-housing 04 Lifetime home / Age-friendly / HAPPI 05 futureproofed 06 wheelchair accessible	
AGE-INTEGRATED	INTENTIONAL AGE MIX — SHARING & EXCHANGE	C2 / C3 NEGOTIATION
unproven / promising potential	07 intergenerational 08 co-housing 09 student/senior housing	clarify genuine care provision
AGE-DESIGNATED	AGE RESTRICTIONS — INDEPENDENT	
unclear care choices	10 sheltered retirement 11 very sheltered 12 extra care 13 close care 14 retirement community	current trend
specialized care need	AGE RESTRICTIONS — DEPENDENT	CLEAR C2
	15 dementia care home 16 nursing home 17 residential care home 18 hospice 19 hospital	certainty of care provided

where is your money made?

\$\$ = front end risk = resident

\$ = front end risk = resident

AND/OR

\$\$ = back end risk = operator

debt desert risk for "unproven" models

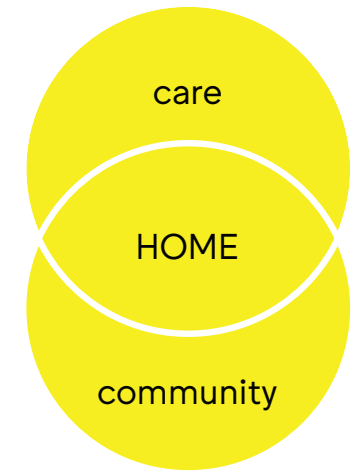
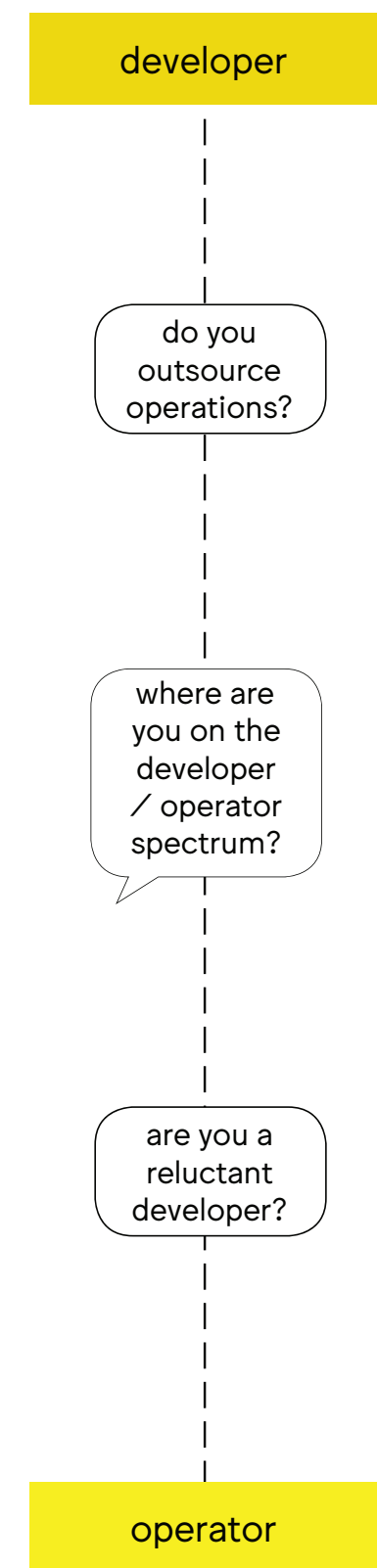
customers want to understand their options

reputational risk if you don't get it right

\$ = front end risk = resident

AND/OR

\$\$ = back end risk = operator



"PRODUCT"  
HOME



# CHOICES

## upfront choices

<b>HOME TYPES</b> <ul style="list-style-type: none"><li>• bedroom number</li><li>• size of home</li><li>• access</li></ul>	<b>LOCATION</b> <ul style="list-style-type: none"><li>• urban</li><li>• well connected</li><li>• suburban &amp; rural</li></ul>	<b>CARE</b> <ul style="list-style-type: none"><li>• range from on call handyperson to full time care</li></ul>
<b>TENURE</b> <ul style="list-style-type: none"><li>• own</li><li>• shared</li><li>• rent</li></ul> <div style="border: 1px dashed black; border-radius: 10px; padding: 5px; display: inline-block;">frontend hybrid deferred</div>	<b>COST</b> <ul style="list-style-type: none"><li>• £</li><li>• £ £</li><li>• £ £ £</li></ul>	<b>COMMUNAL</b> <ul style="list-style-type: none"><li>• amount and type of shared spaces</li><li>• range from all age to age-designated community</li></ul>

## daily choices

<b>ENABLE</b> <ul style="list-style-type: none"><li>• support</li><li>• active/independent</li></ul>
<b>ENGAGE</b> <ul style="list-style-type: none"><li>• informal activities</li><li>• formal activities</li><li>• purpose</li></ul>

# JUST LIVING TARGET FEEDBACK LOOP



**CHOICES**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

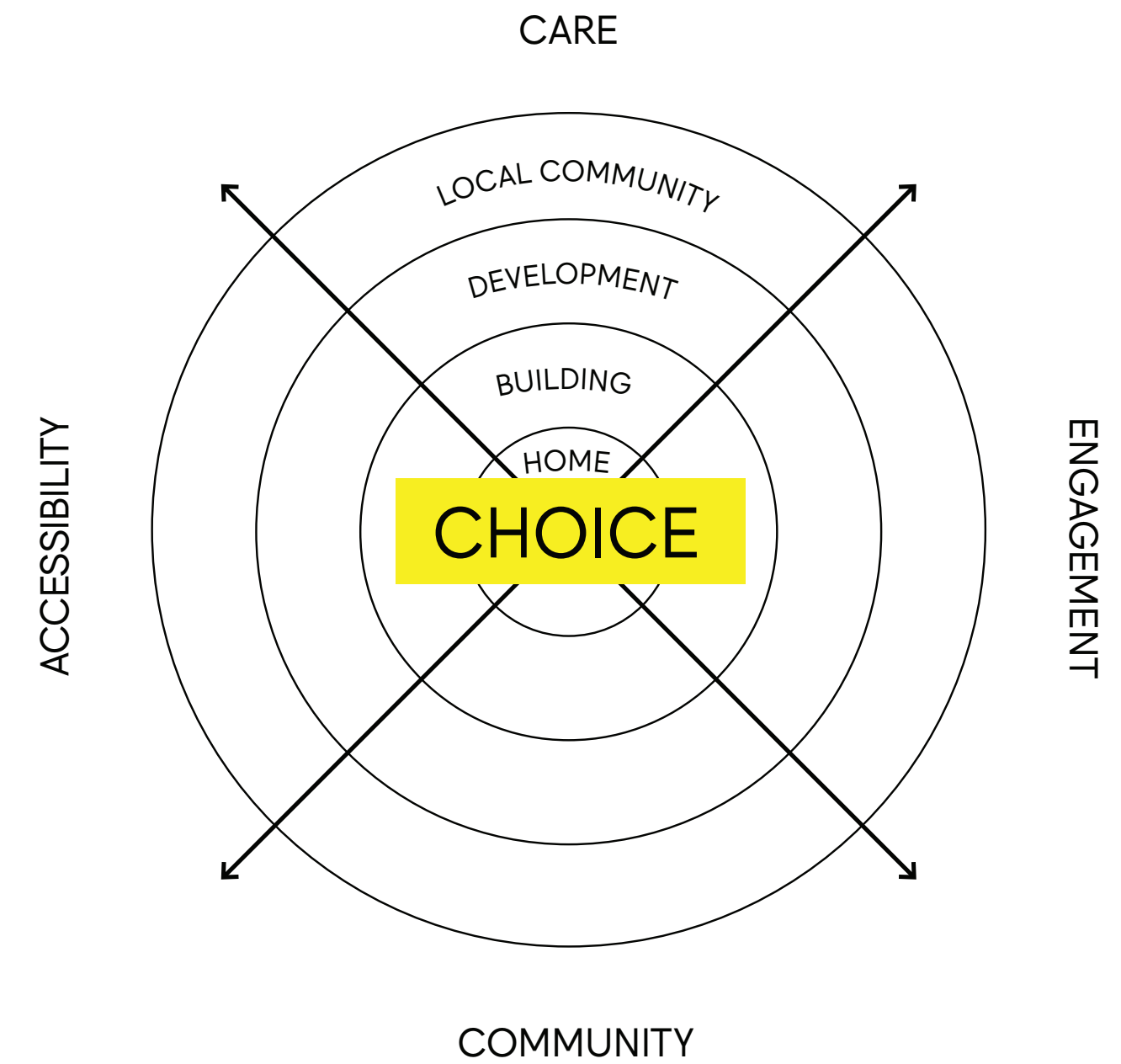
---

---

---

---

---

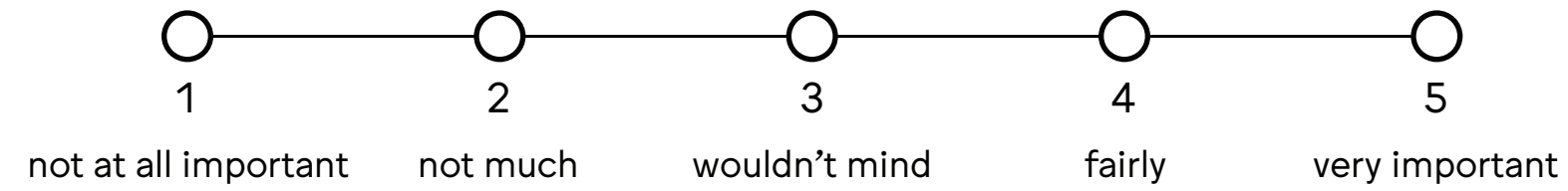


# JUST LIVING TARGET FEEDBACK LOOP

older person

HARD QUESTIONS ABOUT THE FUTURE

On a scale of 1-5 how important is ...



## CHOICES

Q HOME

---

---

Q BUILDING

---

---

Q DEVELOPMENT

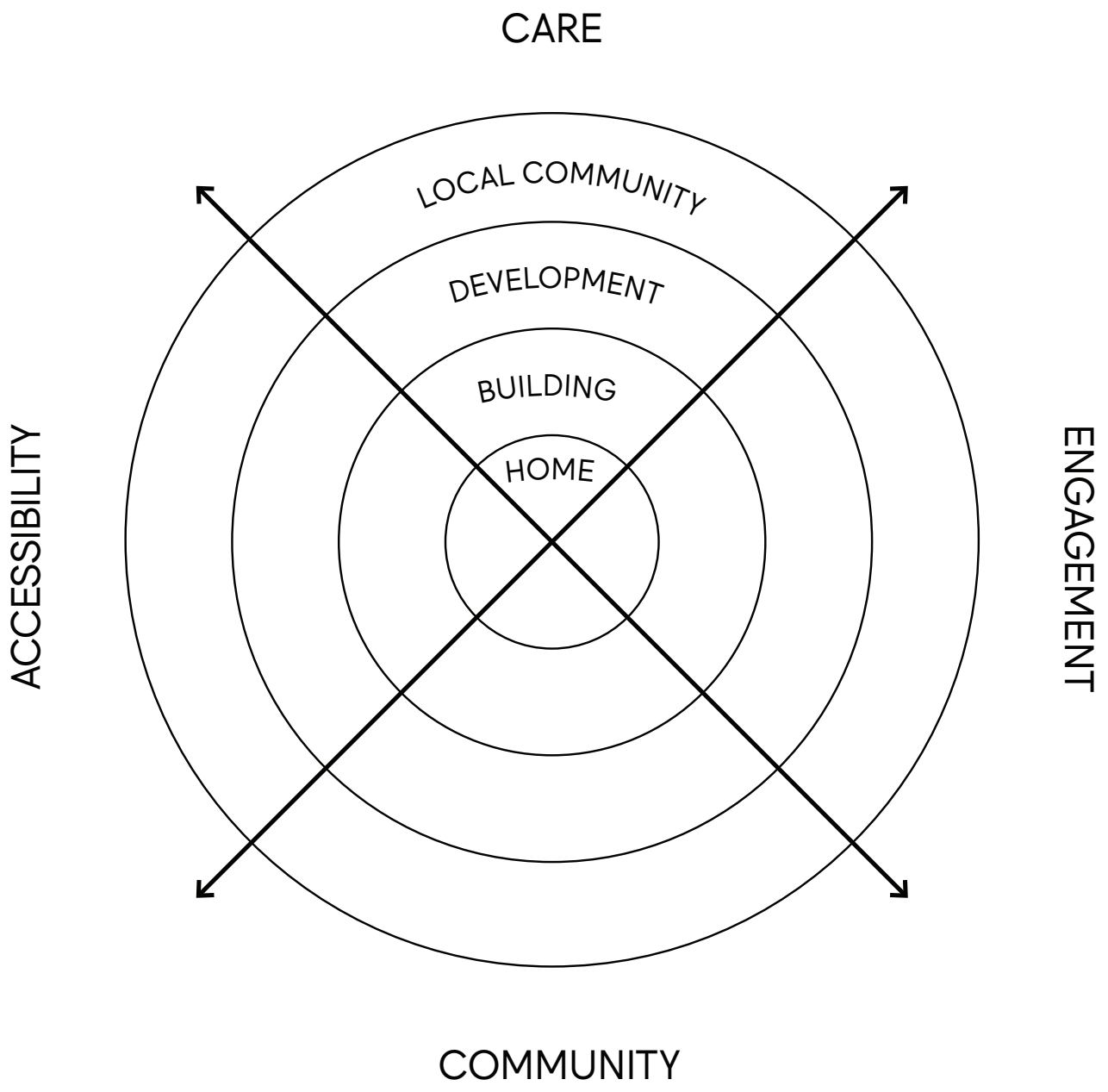
---

---

Q LOCAL COMMUNITY

---

---



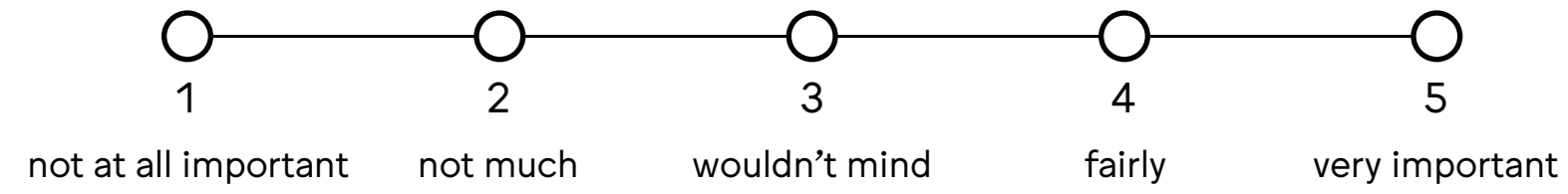


# JUST LIVING TARGET FEEDBACK LOOP

older person

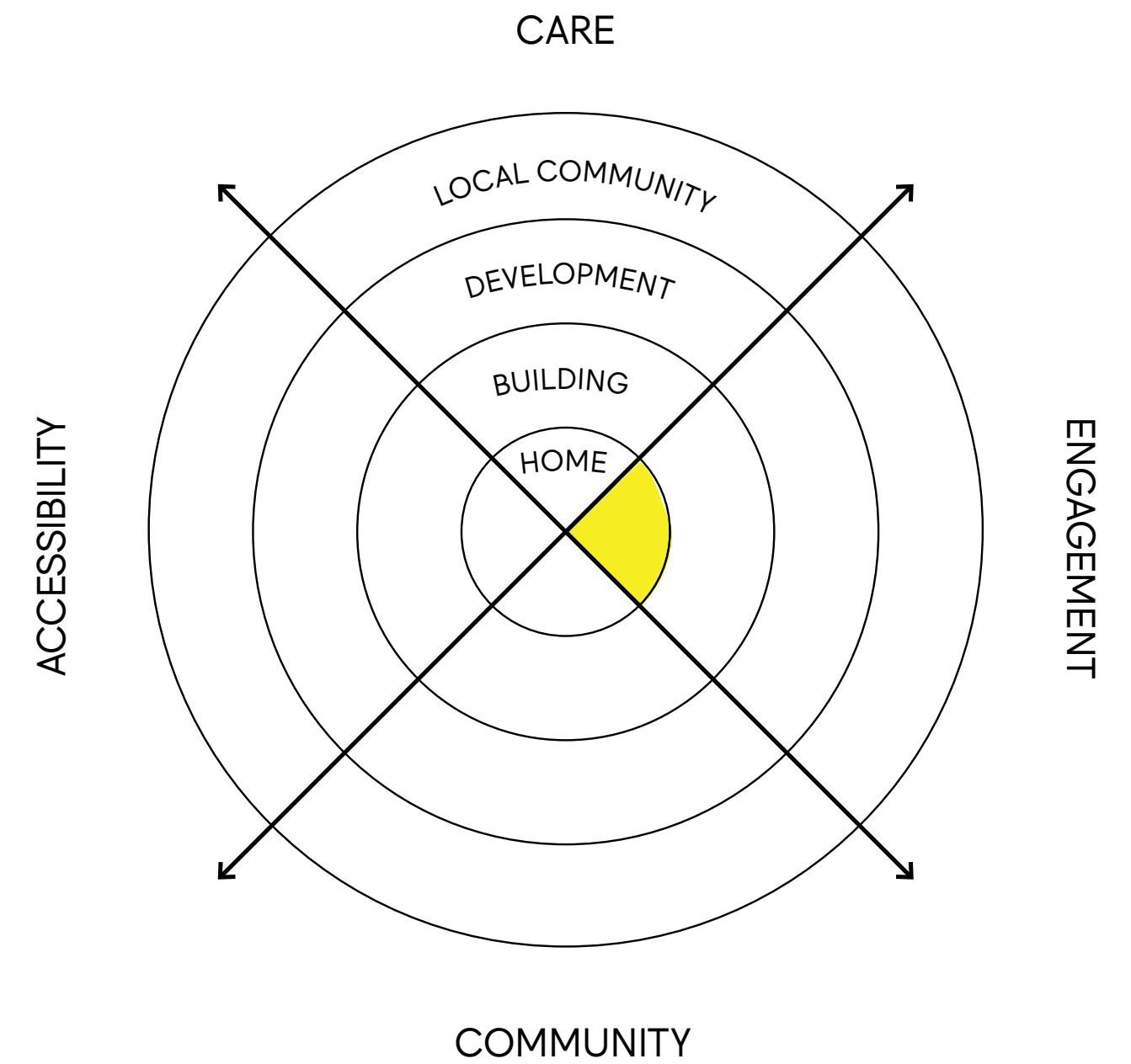
HARD QUESTIONS ABOUT THE FUTURE

On a scale of 1-5 how important is ...

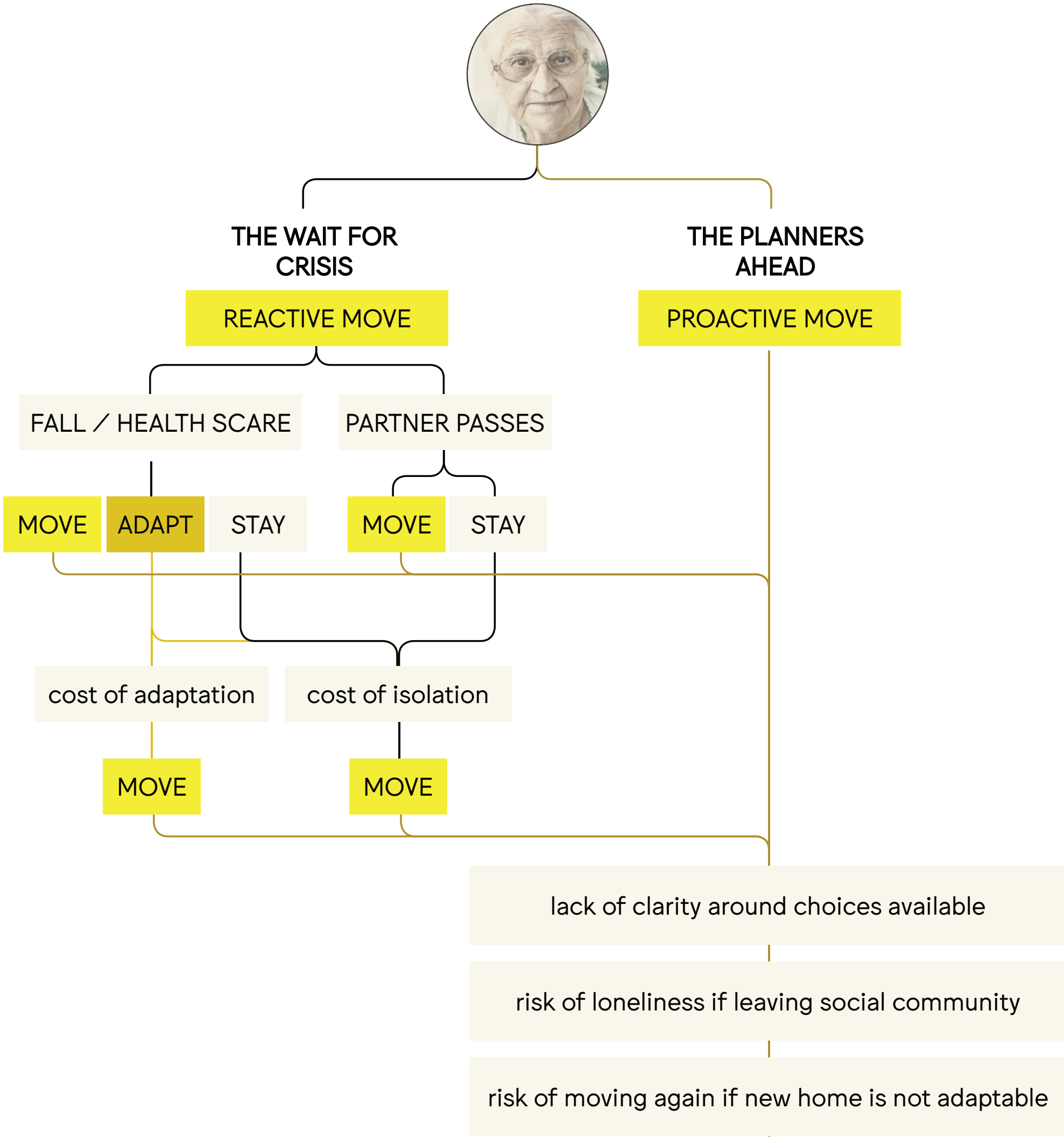


## CHOICES

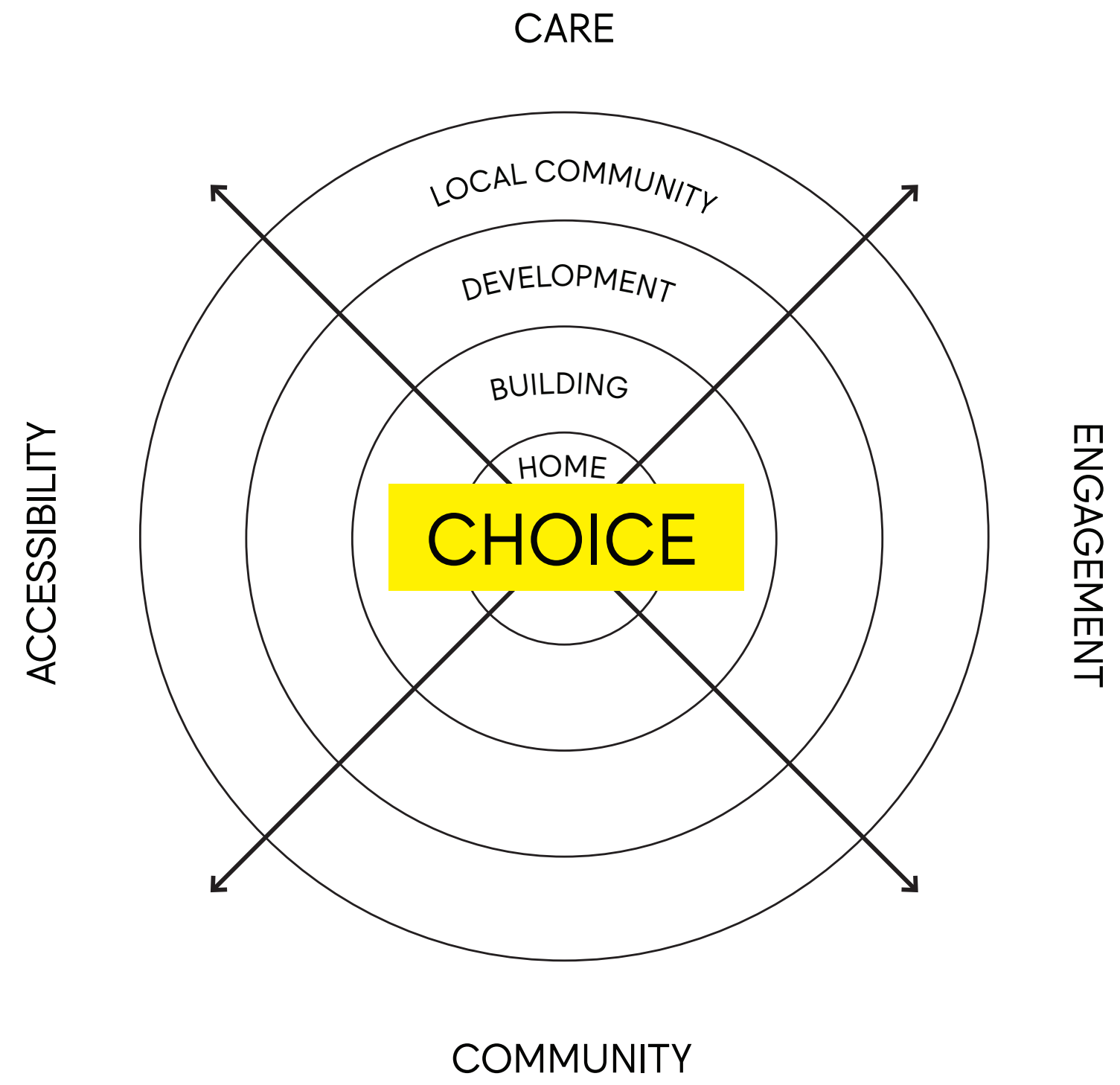
- Q HOME
- Q BUILDING
- Q DEVELOPMENT
- Q LOCAL COMMUNITY



# LACK OF CHOICE FORCES US TO WAIT FOR CRISIS



# CHOICE!



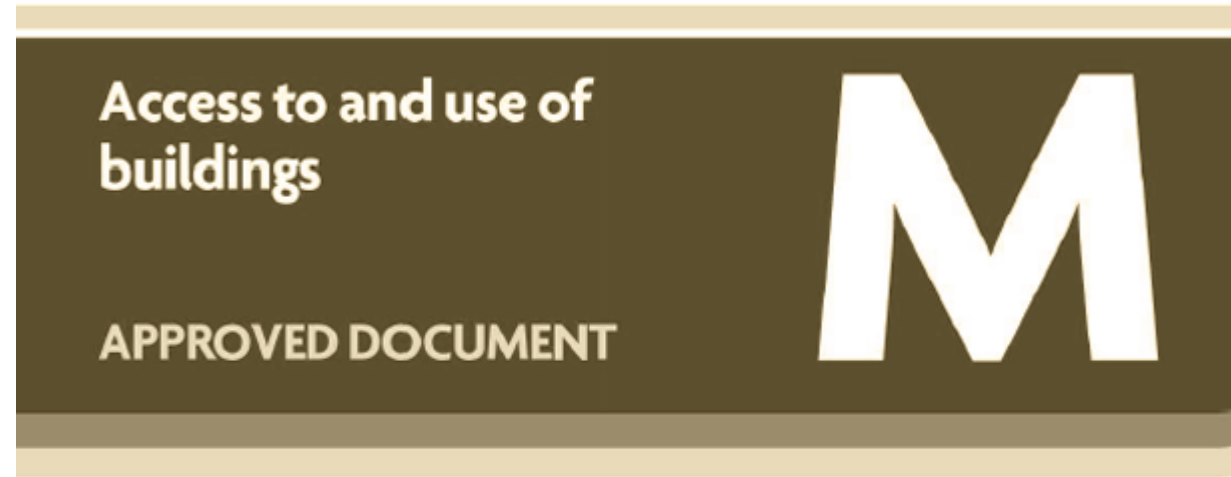
# BETTER FOR EVERYONE



## LIFETIME HOMES DESIGN GUIDE

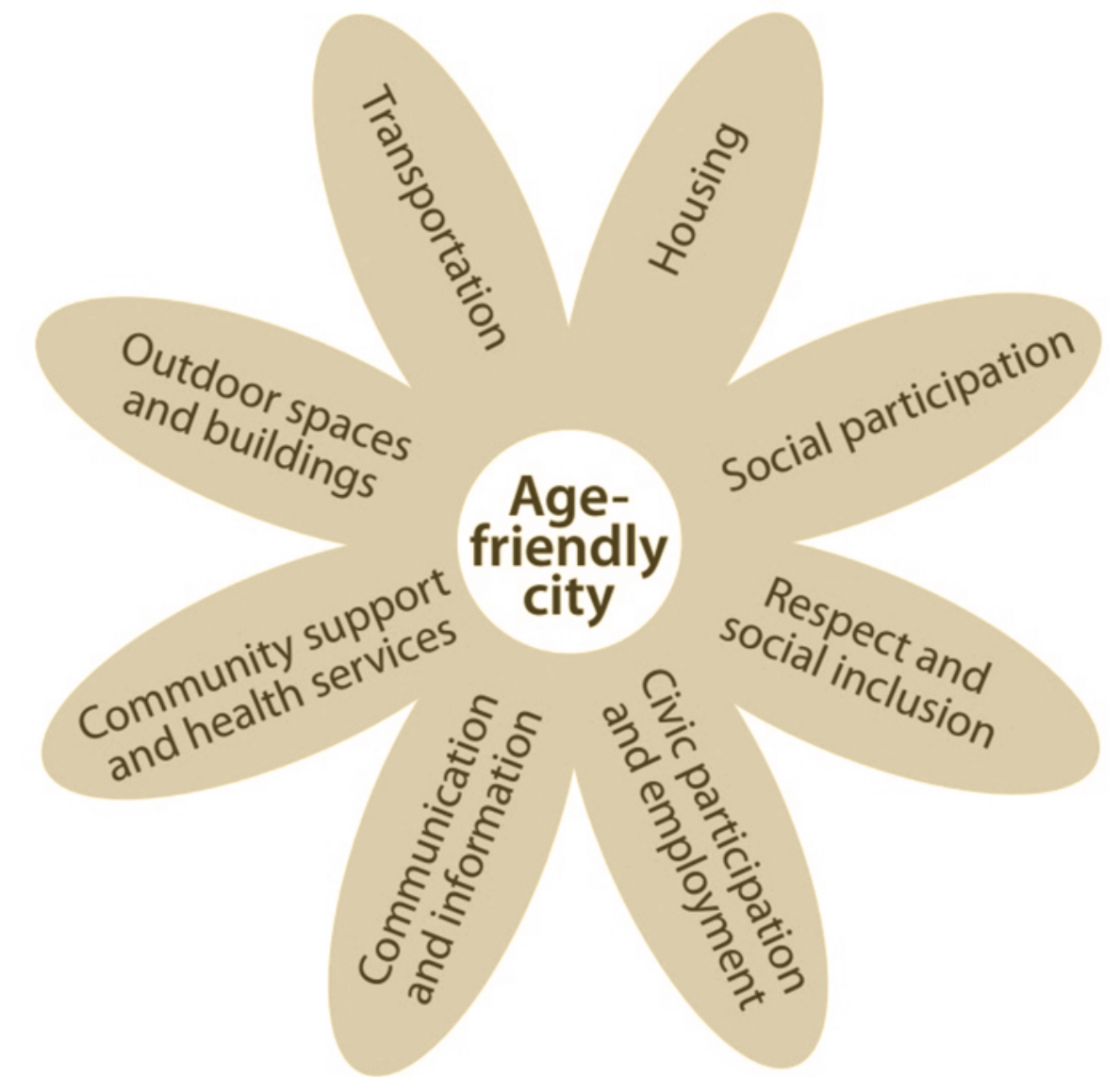
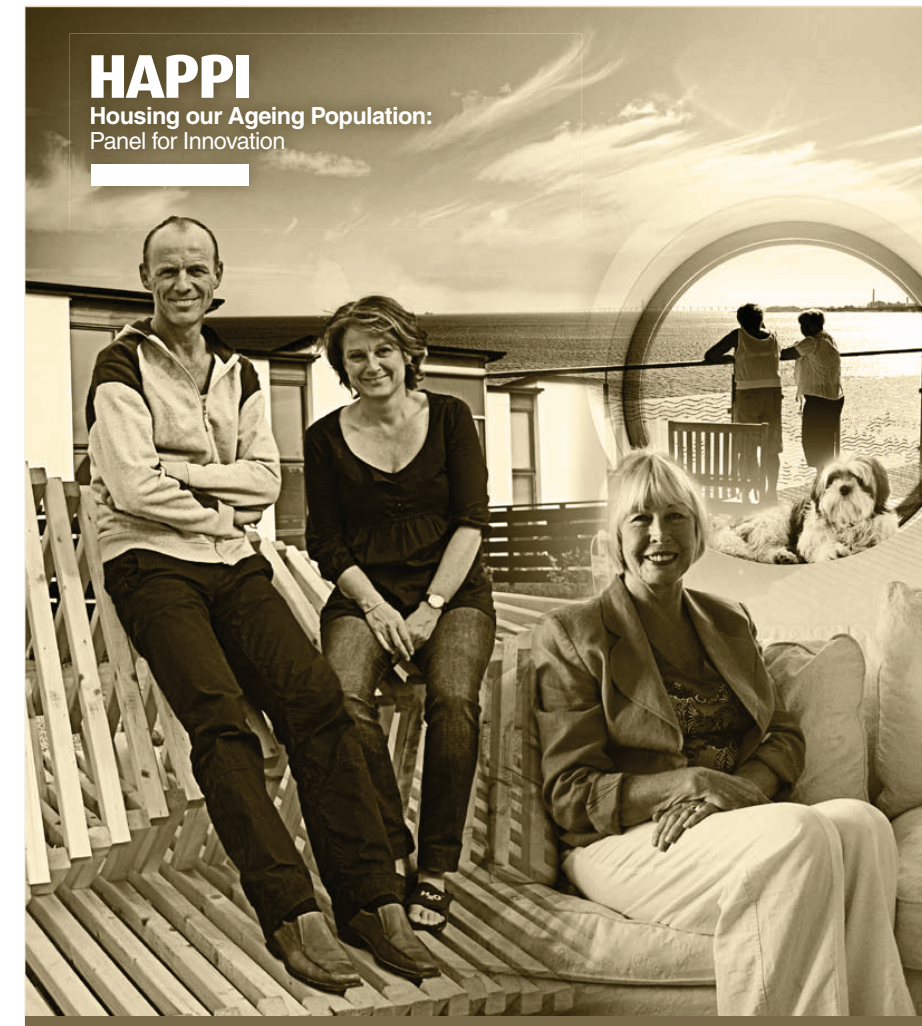


The Building Regulations 2010



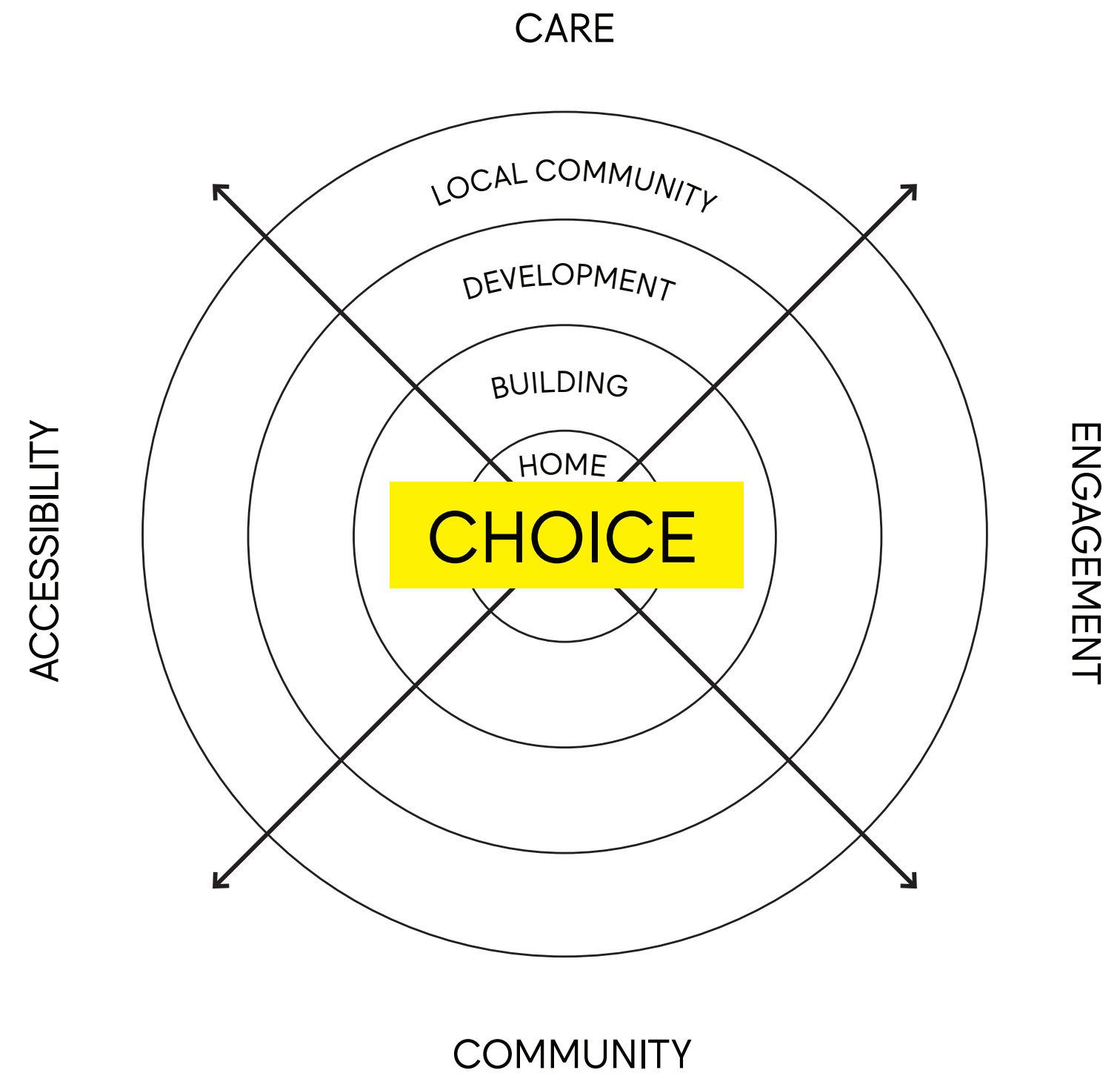
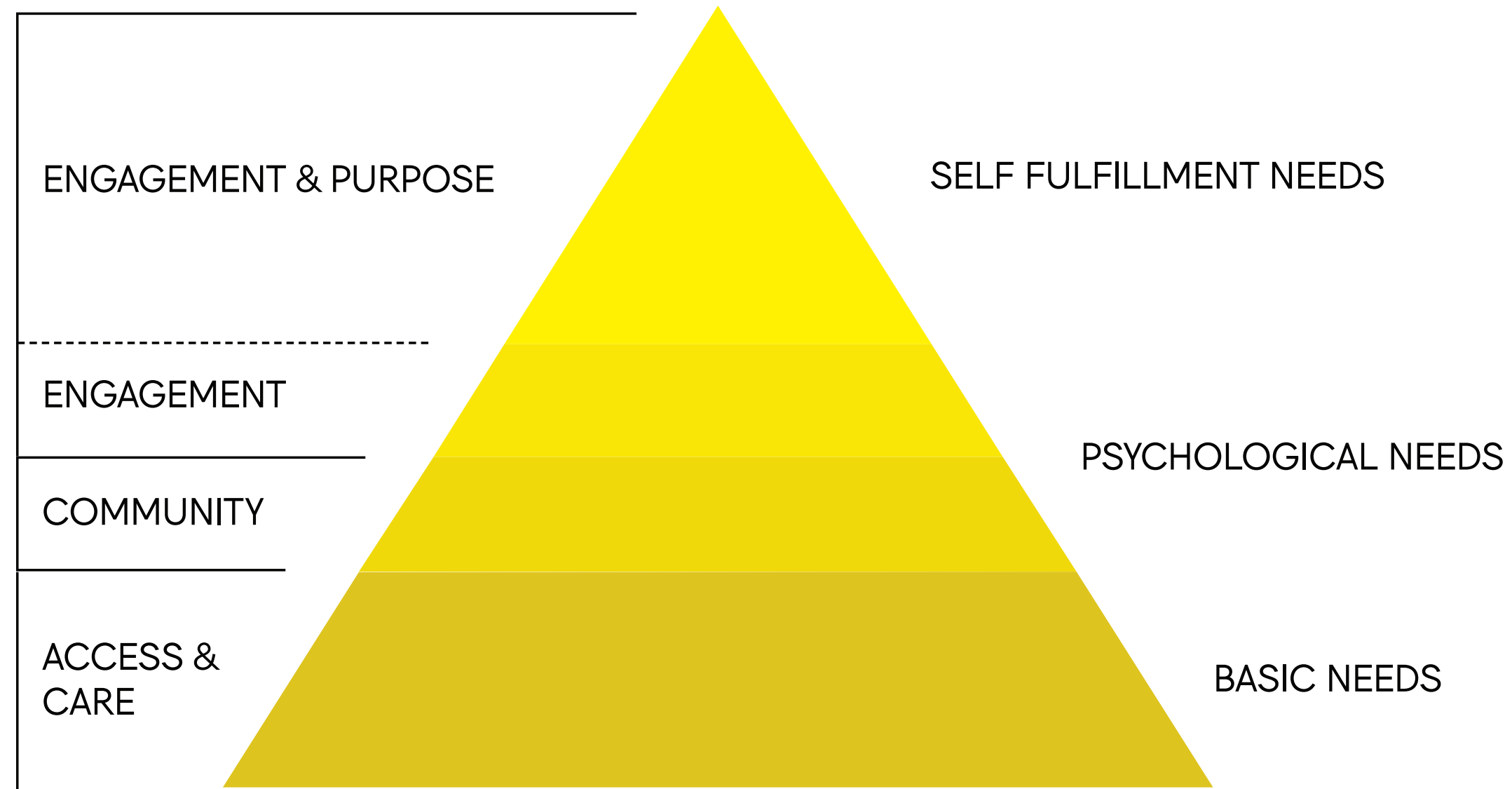
### Volume 1: Dwellings

- M4(1) Category 1: Visitable dwellings
- M4(2) Category 2: Accessible and adaptable dwellings
- M4(3) Category 3: Wheelchair user dwellings



# STRATEGIES & CASE STUDIES

# HOW TO GET THERE



# APPROACHES

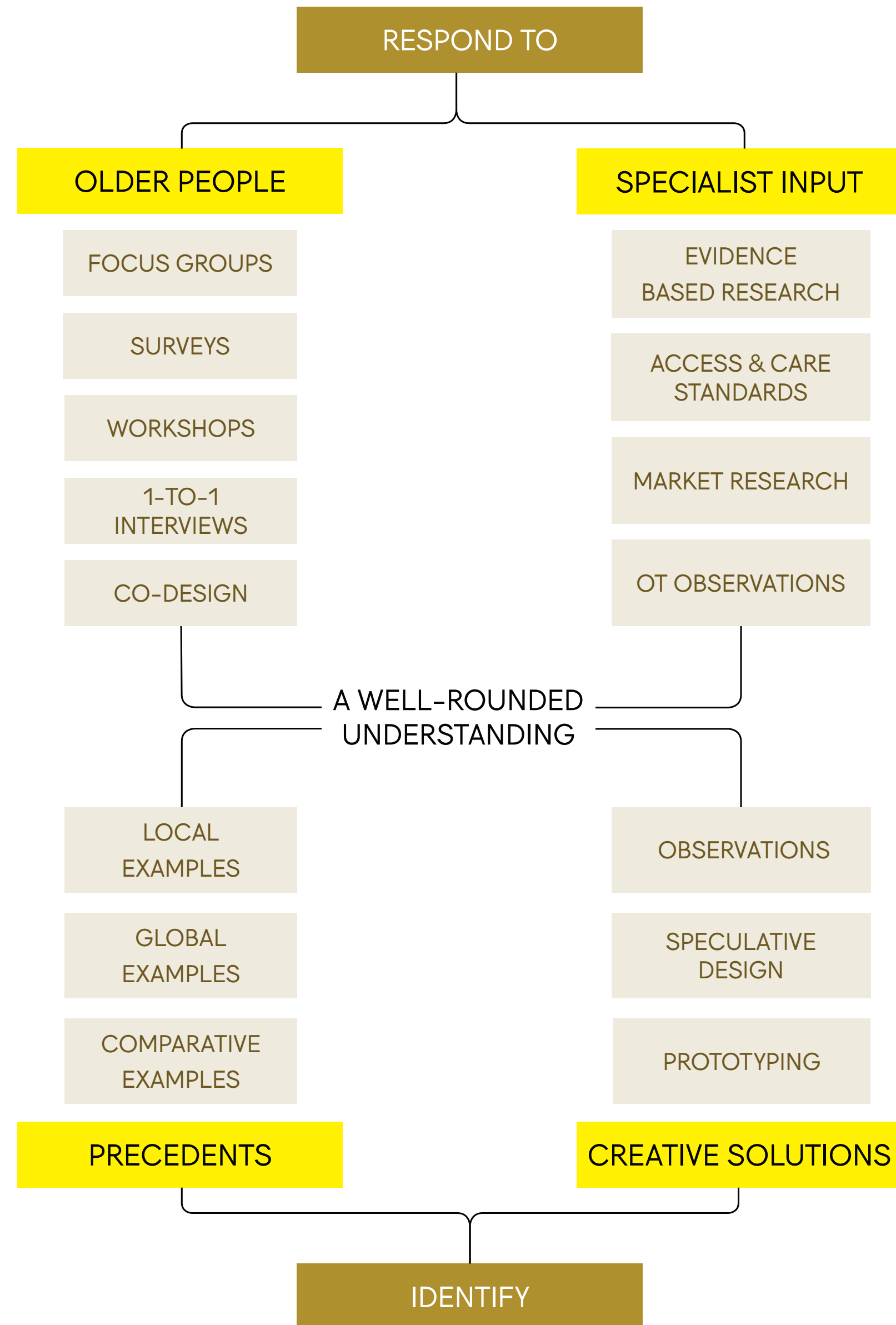


FIG. 11 METHODS OF ENQUIRY

# STRIKING A BALANCE

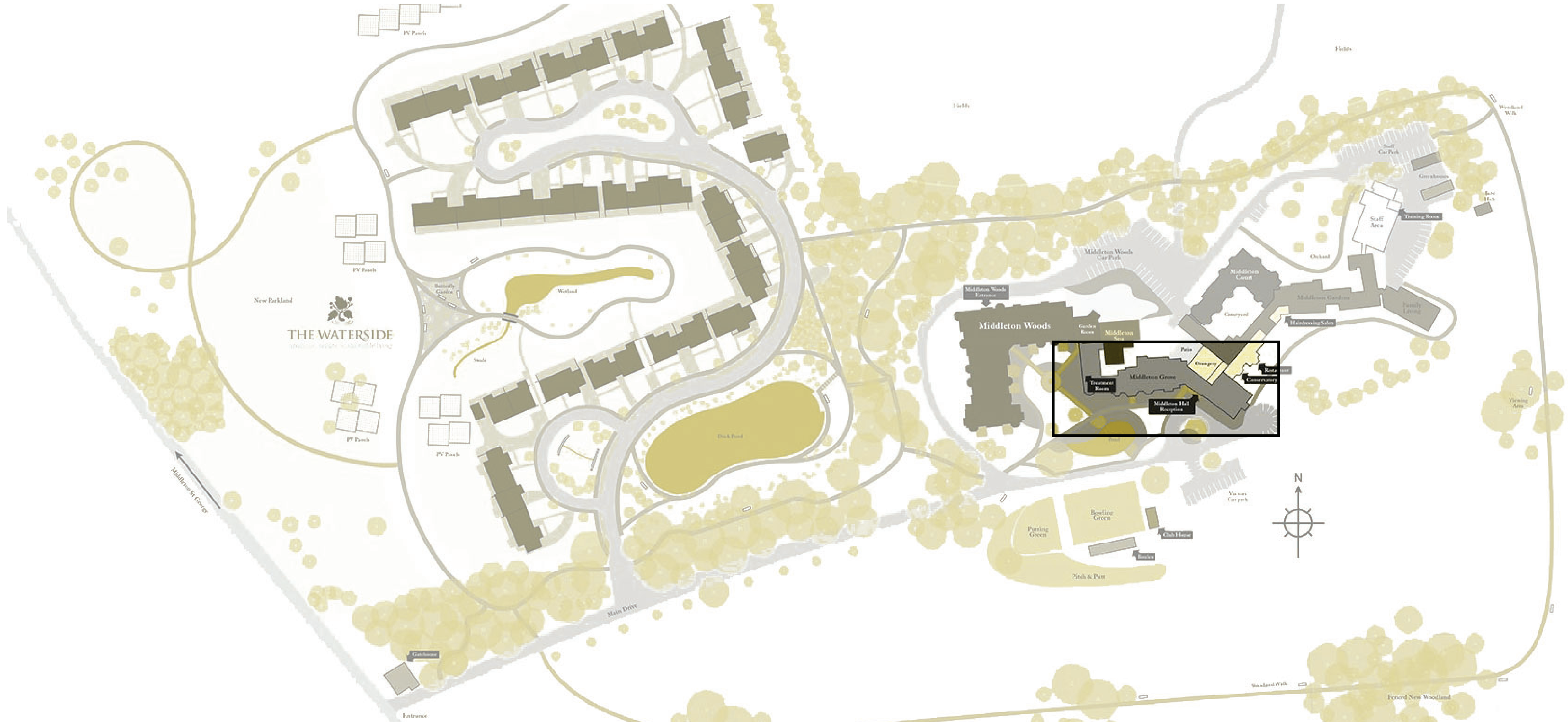
“You can’t just design stuff for what people say they want, that may not be the best thing for them. You have to find a balance between listening to what it is we want and creating what we need.”

— CARL

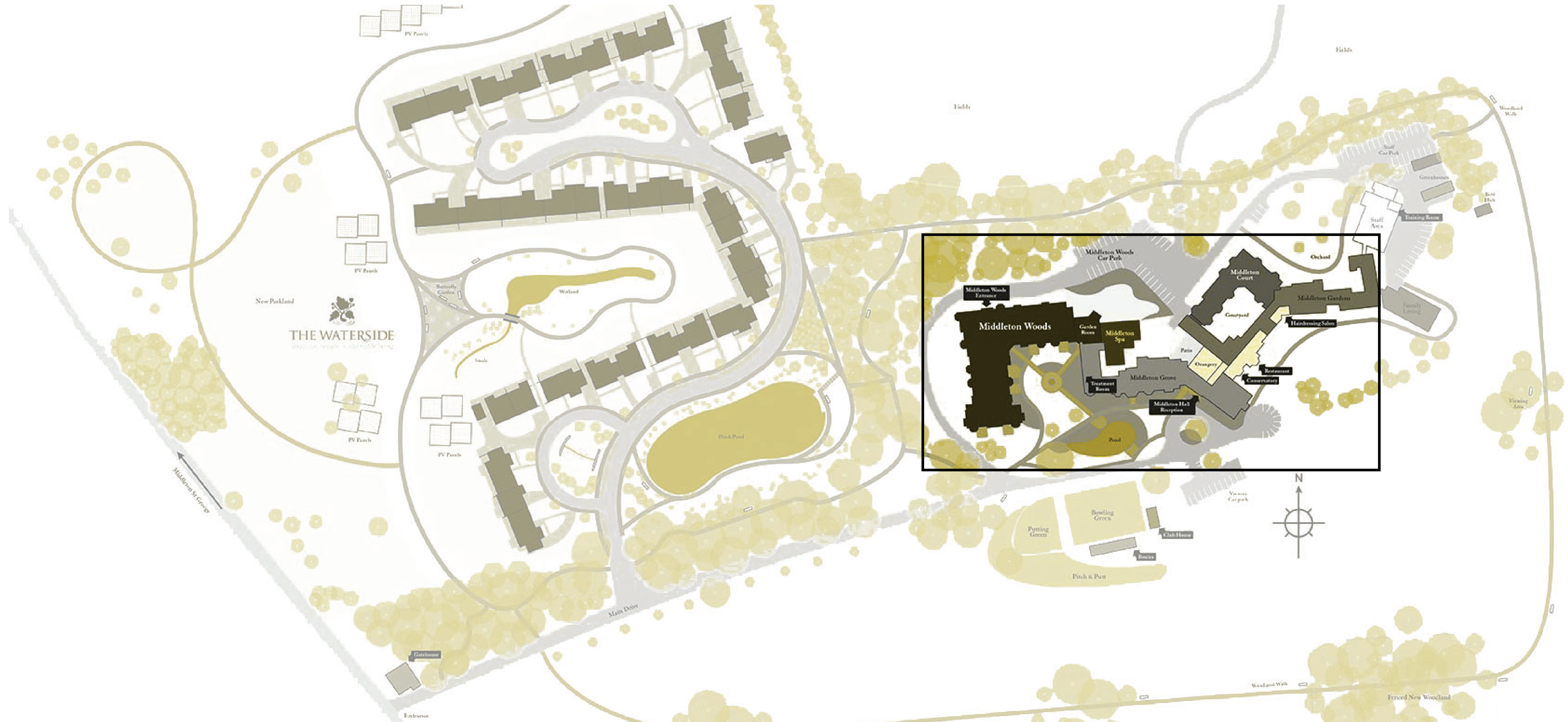
RESIDENT, GREENWICH



# PERSON CENTRED EXAMPLE - MHRV

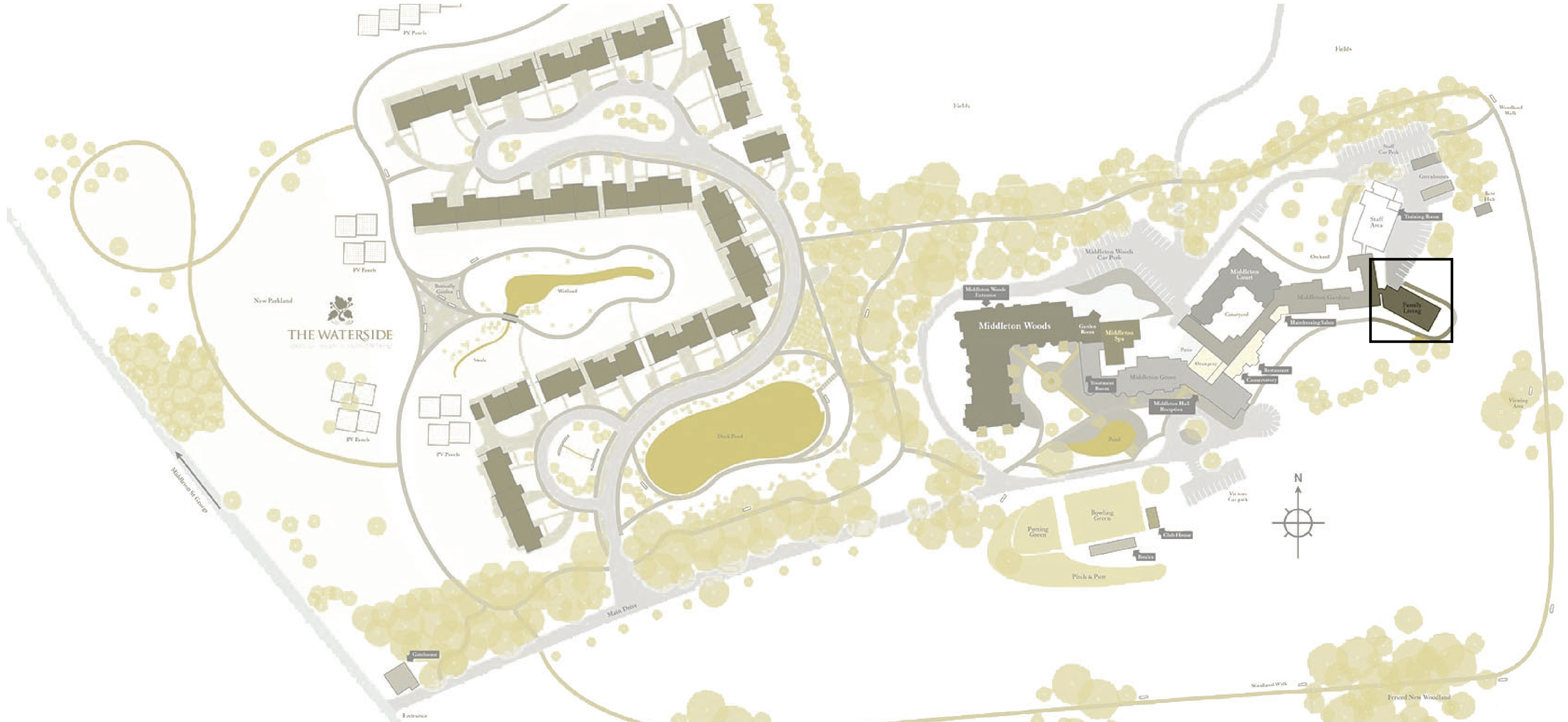


# PERSON CENTRED EXAMPLE - MHRV





# PERSON CENTRED EXAMPLE - MHRV



# PERSON CENTRED EXAMPLE - MHRV



# PERSON CENTRED



**WHERE DO WE GO FROM HERE?**

# Q+A'S



**THANK YOU!**

Dominic — [d.hailey@colladocollins.com](mailto:d.hailey@colladocollins.com)

Carly — [c.dickson@colladocollins.com](mailto:c.dickson@colladocollins.com)

# APPENDIX

# ASSUMPTION LED EXAMPLE

