



Setting Standards for
Retirement Communities

Integrated Retirement Communities – a new name and how we got there

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Retirement Housing

Also known as sheltered housing, retirement flats or communities



Offers self-contained homes for sale, shared-ownership or rent.



Part-time warden and emergency call systems.
Typically no meals provided.

Typical facilities available:

- Communal lounge
- Gardens
- Laundry facilities
- Guest room



Typically 40 - 60 homes.



Integrated Retirement Communities

Also known as extra care, retirement villages, housing-with-care, assisted living or independent living



Offers self-contained homes for sale, shared-ownership or rent.



24-hour onsite staff.
Optional care or domiciliary services available.
Restaurant / Cafe available for meals.

Typical facilities available:

- Restaurant and Café
- Hairdressers
- Leisure Club including: gym, swimming pool, exercise class programme
- Gardens
- Communal lounge and/or Library
- Guest room
- Activity (Hobby) rooms
- Social event programme



Typically 60 - 250 homes.



Care Homes

Also known as Nursing Homes, Residential Homes, Old People's Home



Communal residential living with residents occupying individual rooms, often with an en-suite bathroom.



24-hour care and support.
Meals included.

Typical facilities available:

- Dining room
- Activities
- Communal lounges
- Gardens



Sizes vary considerably.





**Not A Care Home
OBVIOUSLY!**



**Something Above
the Levels of
Sheltered
Accommodation**



**Not A Care Home
OBVIOUSLY!**



Retirement Community – ghetto for lots of old people

Retirement Village -old people all together basket weaving

Retirement Housing - old people all together

Retirement Apartment - Old people without Zimmer frames

Independent living - special needs old people

Residential Home - Old peoples home

Sheltered Housing - Old people reliant on carers

Assisted Living - Old people reliant on others

Extra Care Housing - Really old people needs 24hr care

Care Home. - old people needing care

Nursing Home. - one step away from death







Villages vs Communities

- Villages - places
- Communities - behaviours and relationships



No to “later living”

- 47% don't like 'later living communities'
- Low scores for additionality

■ Care ■ Additional Services ■ Communal Facilities ■ Wider Community





No to 'silver living'

- 48% don't like 'silver living communities'
- Low scores for additionality

■ Care ■ Additional Services ■ Communal Facilities ■ Wider Community

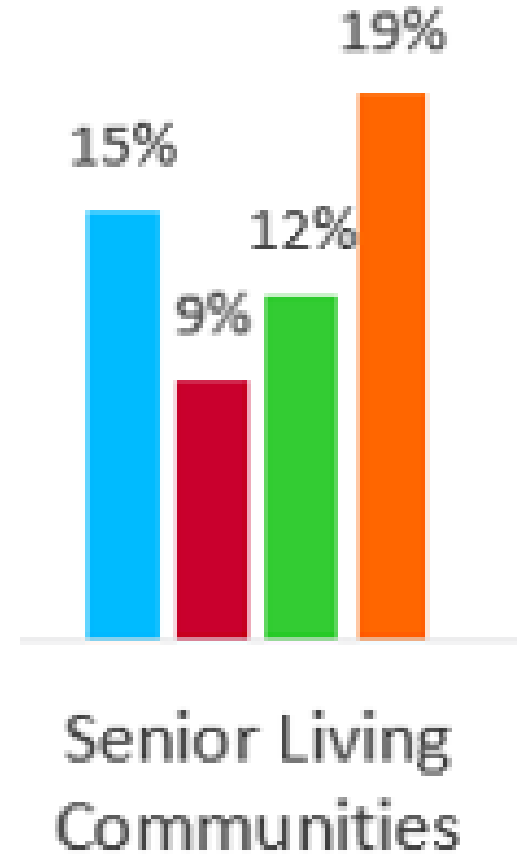




No to 'senior living'

- 38% don't like 'senior living communities'
- Scores for additionality still low

■ Care ■ Additional Services ■ Communal Facilities ■ Wider Community







Dictionary English-Spanish

retirement  *noun*

jubilación *f*   *(often used)*

The manager's sudden retirement stalled the negotiations.

We organized a party for our colleague's retirement.

La jubilación repentina del gerente paralizó las negociaciones.

Organizamos una fiesta por la jubilación de nuestro compañero.



Additionality

- High Service Retirement Community
- Full Service Retirement Community
- Comprehensive Retirement Community



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Community



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Integrated Retirement Communities

- 'Liked' by 68% of older people
- Better scores for additionality

■ Care ■ Additional Services ■ Communal Facilities ■ Wider Community

