Moving Towards Multigenerational Communities

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Retirement Living

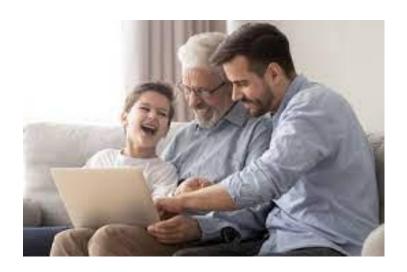
- bpha has been managing "Housing for Older People" for over 30 years.
- Our Retirement Living team currently manage 8
 housing without care schemes and 18 housing
 with care (or Extra Care schemes.
- We cover a relatively wide geographical area stretching from Trowbridge, through Oxfordshire to Bury St Edmonds.
- The majority of our schemes are located within the Oxford to Cambridge Arc.



What We Know/What We've Done



- The Stigma of Retirement Living
- Need vs Age
- Design of schemes
- Diverse Communities
- Parents and Adult Children
- Younger people needing ECH
- Bringing the community in
- Building within established communities





Shifting Demographic

- Are you really an "older person" at 55?
- Changing the way we think about age
- Looking at the whole person
- What do you need?
- Independence within community
- Aging in place





Potential Challenges

- Commissioning nominations and age related exclusions
- A shift in mindset
- Community integration
- Safety and Security
- Understanding changing needs
- Costs





The Future

What comes next?

- One size does not fit all
- Changing demographic
- Rebrand away from "age"
- Customer needs
- Expand service offer
- Positive customer experience

