

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

