**//Lifestory** 

Last time movers and shakers: Market shaping older people's housing

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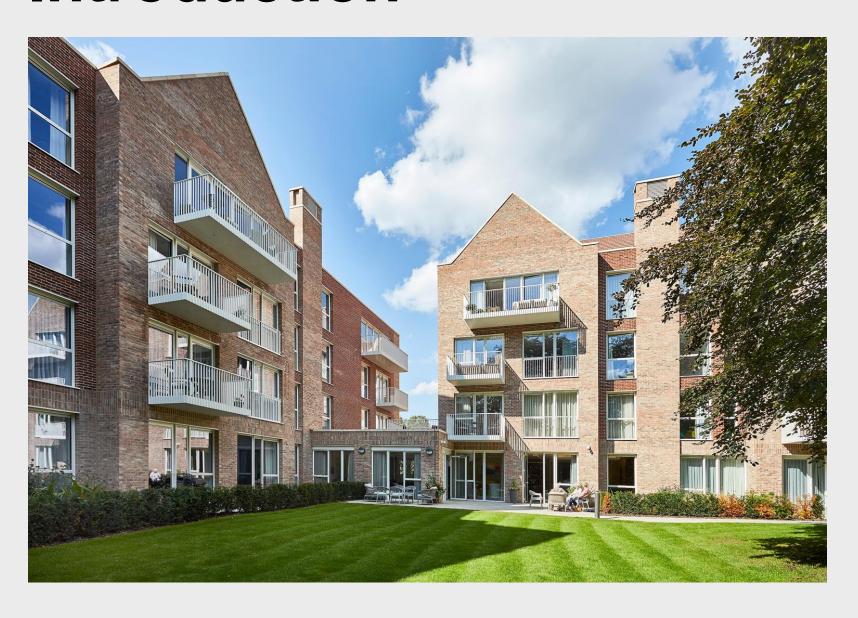


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Introduction
State of the Market
Reflection on Shakespeare Martineau White Paper

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#### Introduction



## Lifestory Group (Anthology, Pegasus and Renaissance)

Over 2,500 homes from Cornwall to Newcastle

Mixture of for sale, for rent and rent to buy

#### State of the Market



- The world post Covid
- Supply and Demand
- Sale v Rental v Rent to Buy
- Factors motivating people to move

Could later living be the answer to the housing crisis?



Build more later living homes - of all types, across all tenures in both the social and private sectors



Change planning priorities - at a local and national level



Champion the benefits - the part we can all play





# Thank you

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