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

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Introduction

State of the Market

Reflection on Shakespeare Martineau White Paper

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**

Reflection on the Shakespeare Martineau White Paper

Could later living be the answer to the housing crisis?



Reflection on the Shakespeare Martineau White Paper

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



Reflection on the Shakespeare Martineau White Paper

Change planning priorities - at a local and national level



Reflection on the Shakespeare Martineau White Paper

Champion the benefits - the part we can all play



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Thank you

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