

# North Yorkshire Conference

Kris Peach

Managing Director Extra Care

Housing 21

## Changing lives

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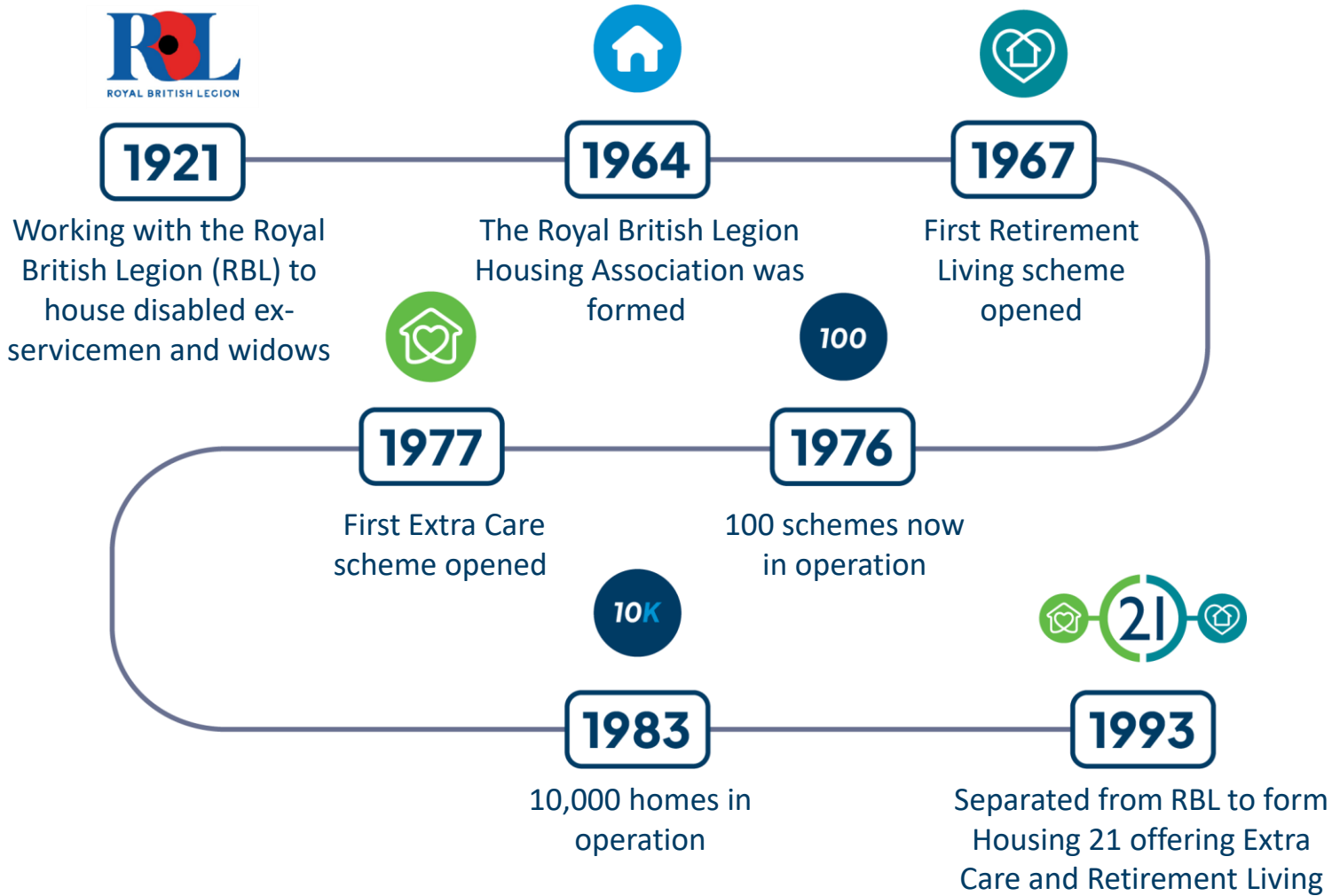
“**Housing 21 has been great** for John and me because it’s **assisted care** and that’s what we need for John. And for me, because **they don’t just look after John they look after me as well.**”

Jean, whose husband John was diagnosed with dementia (pictured)

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# Introduction to Housing 21



# The Extra Care story so far...



1977

**First Extra Care scheme** Cumbria County Council (not purpose-built)



1988

**First purpose-built Extra Care scheme** Suffolk County Council



1993

**Continued growth** with Peterborough City Council and Suffolk County Council



1998



# What is Extra Care Housing?

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An **alternative to residential care** enabling residents to maintain their **independence** but still have access to high quality **care, meals and social interaction** on their **own terms**



24/7 on-site Care Team



On-site restaurant



Purpose-built homes



On-site salon



Pet-friendly



Communal lounge  
and gardens



Keeping couples together



# The North Yorkshire partnership

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By the time the North Yorkshire Framework was established in **2015**, Housing 21 had already worked with the council to deliver five schemes



Vision



Financial support



Commitment



Specialist team



Understanding



Leadership



# North Yorkshire Partnership: continued



**2007:** Sycamore Hall, Bainbridge



**2007:** Springhill, Easingwold



**2011:** Greyfriars, Richmond



**2019:** Bransdale View, Helmsley



**2015:** Meadowfields, Thirsk



**2014:** Limestone View, Settle



**2020:** Fry Court, Great Ayton



**2021:** Filey Fields, Filey



**2021:** Eller Beck, Skipton



**2022:** Bowland View, Bentham



# Considerations and challenges

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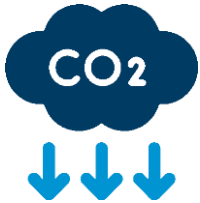
Land



Planning



Financial viability



Net zero agenda



Recruitment



Affordability  
(for residents)





# When thinking about the future, remember the 'why'

## Safety and security

Own front door    **Care team on site 24/7**

Independence    Stylish apartments    **Digital call system**

Gardens    **Community**    Communal facilities

**Closer to family**    **Dementia-friendly**

**Accessibility**    Couples can stay together

Alternative to residential care    **Pet-friendly**

**89 percent**

reported an improvement  
in '**safety and security**'

**79 percent**

reported an improvement  
in '**my overall happiness**'

**74 percent**

reported an improvement  
in '**quality of life**'



# The future: People

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**Residents**



**Technology**



**Local leaders**



**Engagement**



# The future: Product

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**Tenure**



**Facilities**



**Investment**



**Nominations**



**Design**



**Technology**



# The future: Place



**Co-located**



**The importance  
of community**



**Inner city**

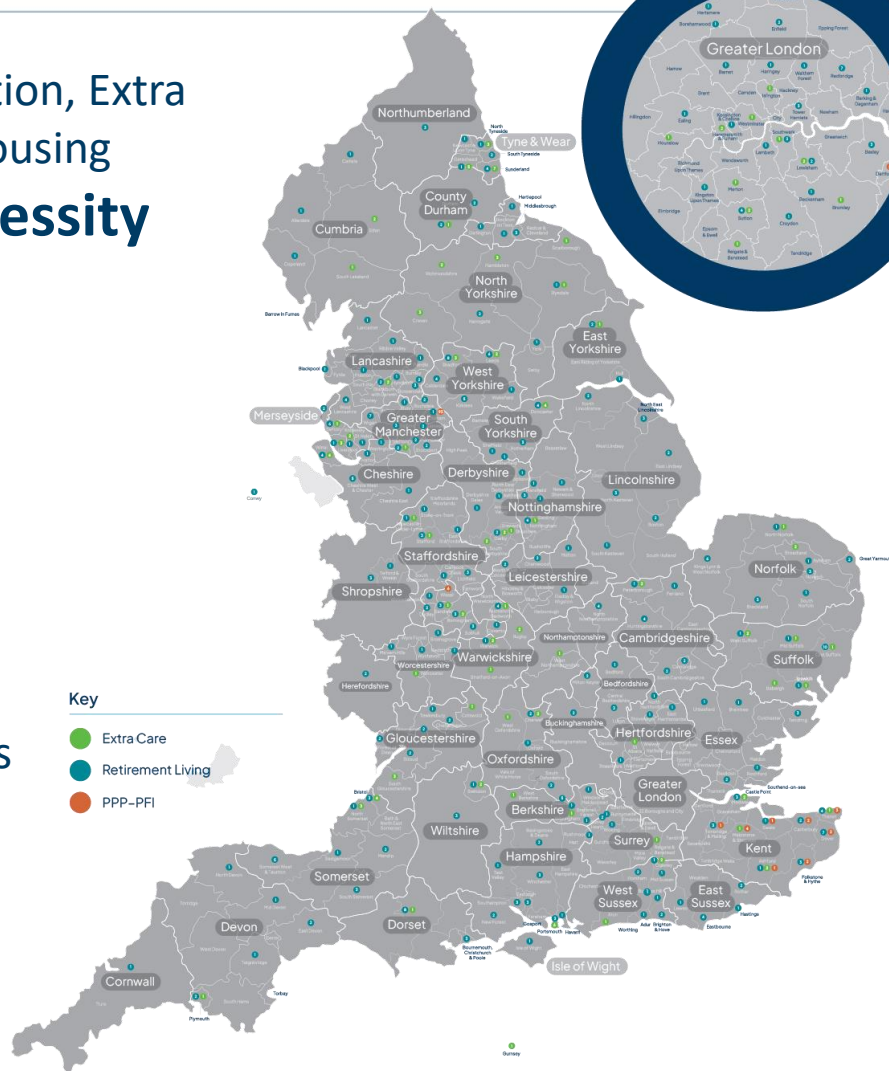


**New locations**



# Back to the Extra Care story...

With a growing older population, Extra Care is no longer specialist housing  
**It's a mainstream necessity**



1998

2023

154

154 schemes



8,100+ properties



48,000 hours of social care



# Supporting more older people...



Supporting the **All Party Parliamentary Group (APPG)** on Housing and Care for Older People

 **Over 23,000**

Extra Care and Retirement Living properties



**Helping Hands**

Helping Hands initiative launched



**Extra Care Academy**

**Celebrating its first year!**



Working with **240** local authorities



Supported residents to access **£5 million** in extra payments (2022/2023)



Delivered the UK's largest **net-zero carbon** scheme



Securing **cohousing sites**

**INVESTORS IN PEOPLE®**  
We invest in people **Platinum**  
Investors in People **Platinum**



Industry-first resident-led podcast, **21 Talks**



**Best Older People's Landlord** at the 2020 and 2022 UK Housing Awards (shortlisted again for 2023)



## Changing lives

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“I was shown around by the manager and **I realised it wasn't a care home; it was nothing like a care home.** There was an active social calendar and lots of families got involved. It meant **I could receive care and support to be able to live my life** and enjoy my hobbies.”

Ian, who moved into Extra Care shortly before his 55th birthday after being diagnosed with Acute Disseminated Encephalomyelitis (ADEM) (pictured)

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# Extra Care #Living





# Thank you



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