



Marketing housing choices for older people: Research data

SHAKESPEARE MARTINEAU
Legal advice for life and business

RETIREMENT HOUSING

Marketing retirement housing
as aspirational and not
a sign of crisis

April 2021



Retirement Villages - Botanical Place



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Moving on

could later living be the answer
to the housing crisis?

What we did: In numbers

100

representatives
from retirement
housing
providers
surveyed

2,000

members of the
public surveyed

200,000

general needs
rent properties
analysed

200

local
authorities

20

residents living
in ExtraCare or
Retirement
Villages
interviewed

1,000

consumers
aged over 50
surveyed

Results: Language



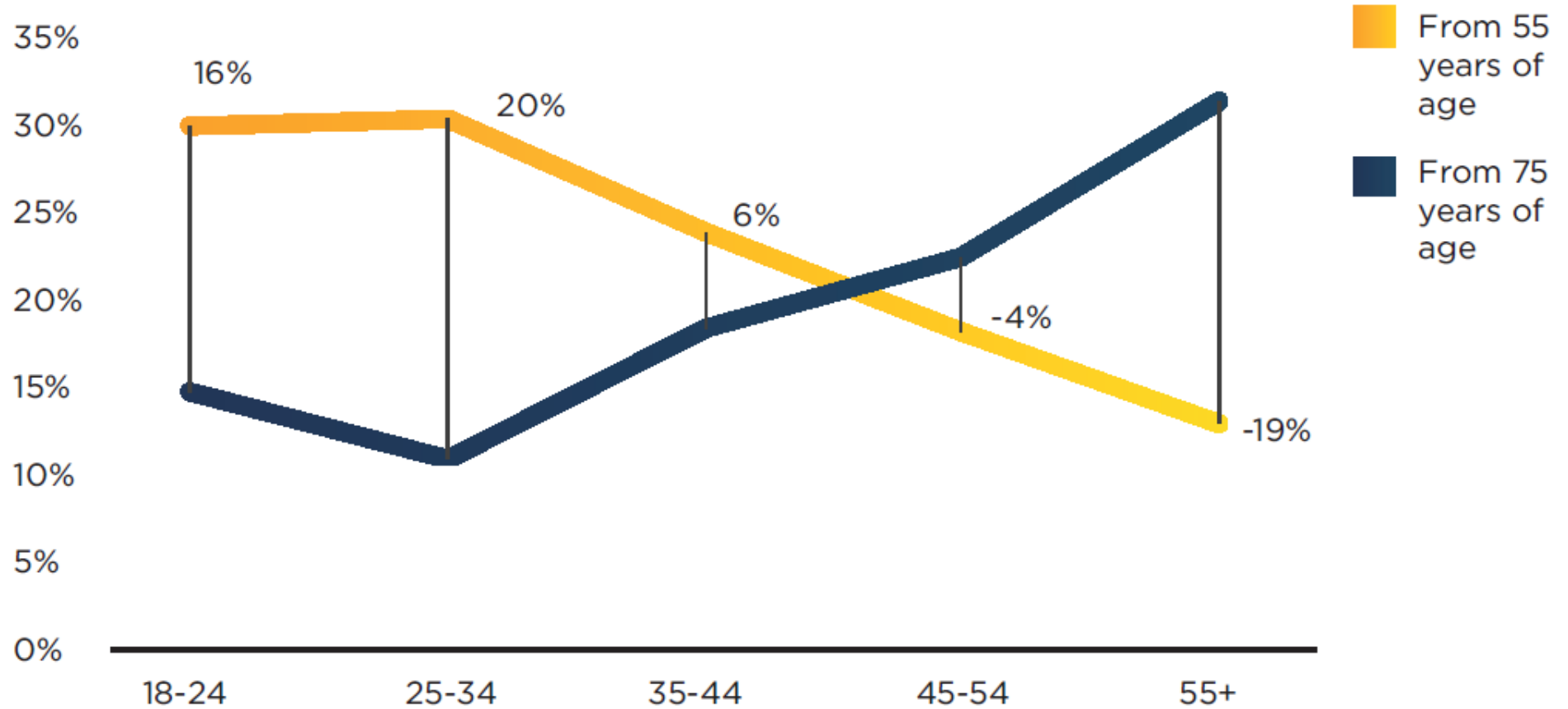
1 in 3

people believe retirement housing schemes are synonymous with 'old people's homes'

1 in 5

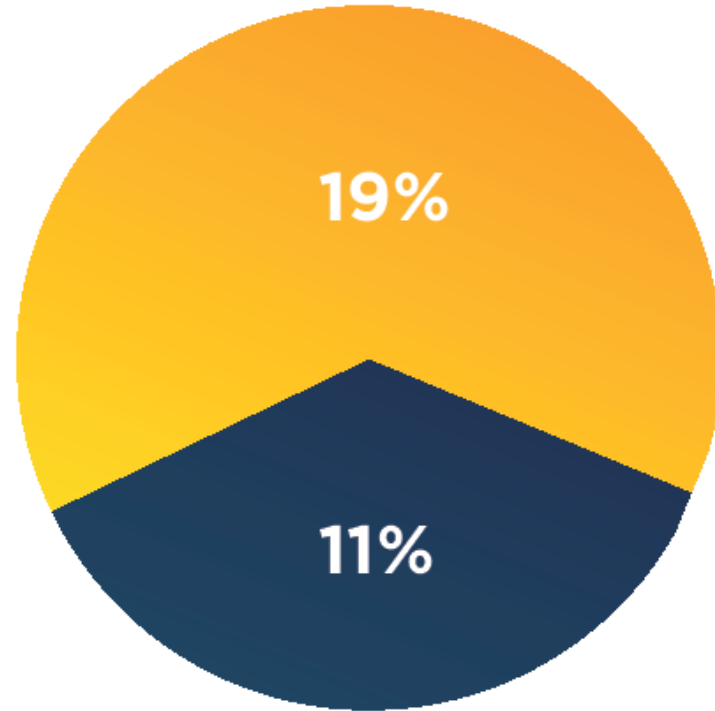
people think they are the same as a 'nursing home'

Results: How old is old?



Results: Target people early

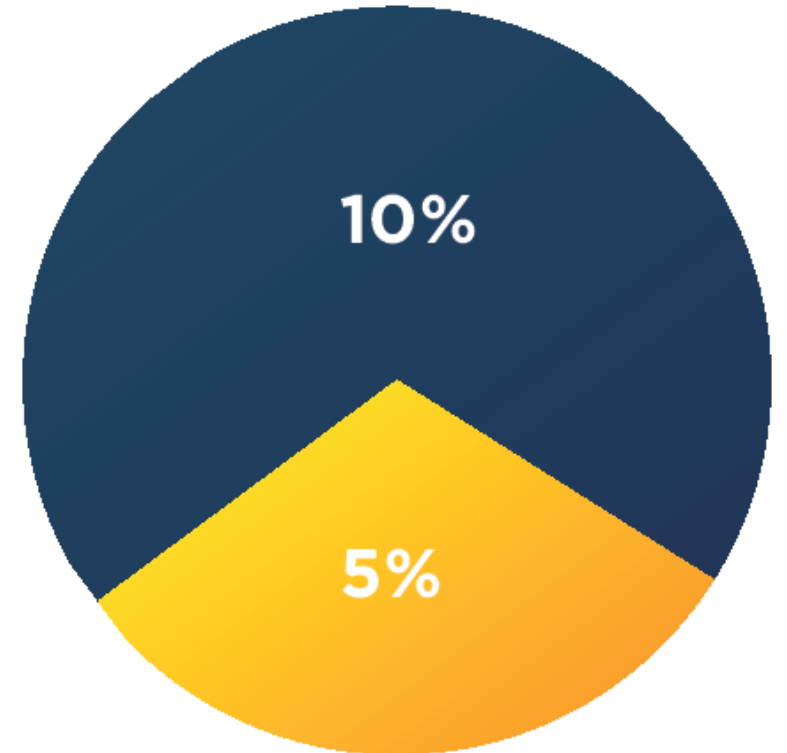
There is nothing that would encourage me to move into a RHS



■ 45 - 54

■ 55+

Don't know what would encourage me to move into a RHS

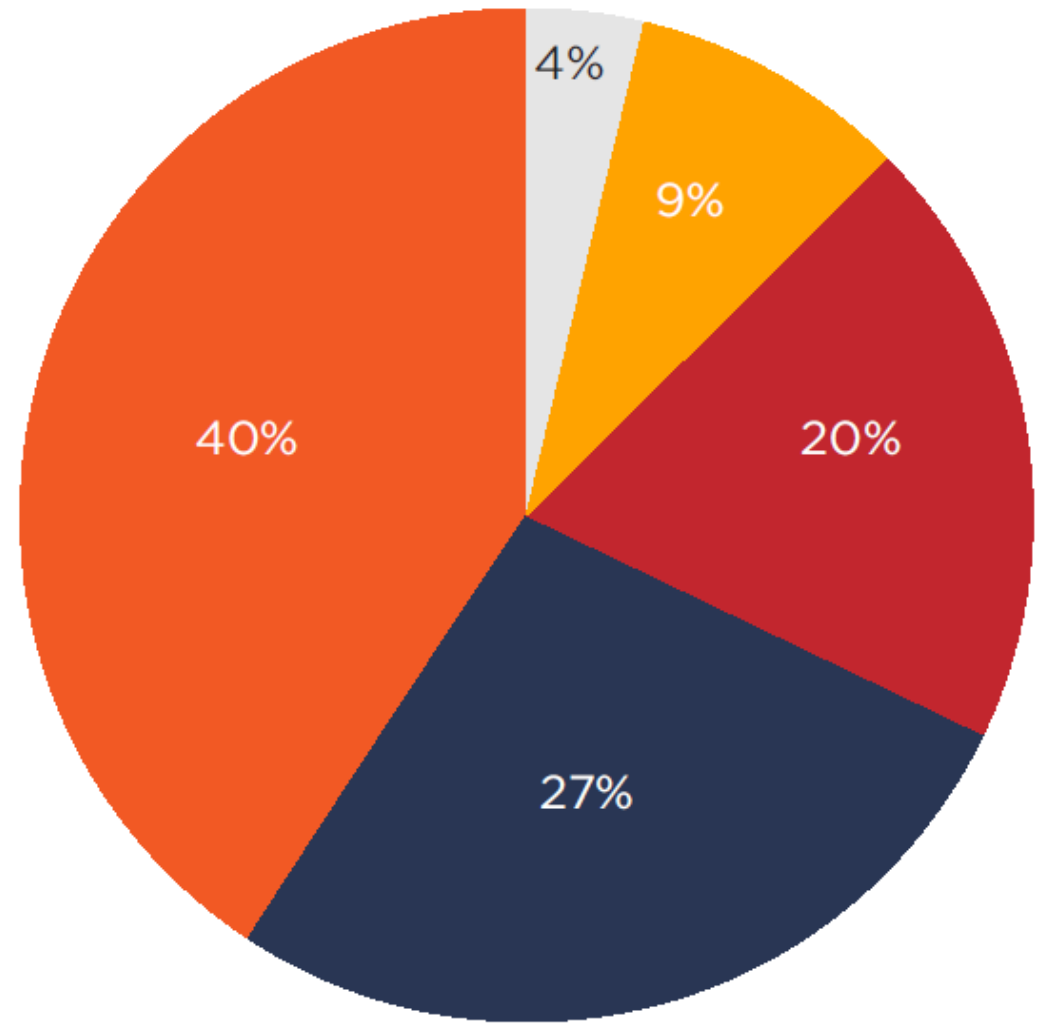


■ 45 - 54

■ 55+

Results: Under-occupied

Age of lead tenant in underoccupied homes



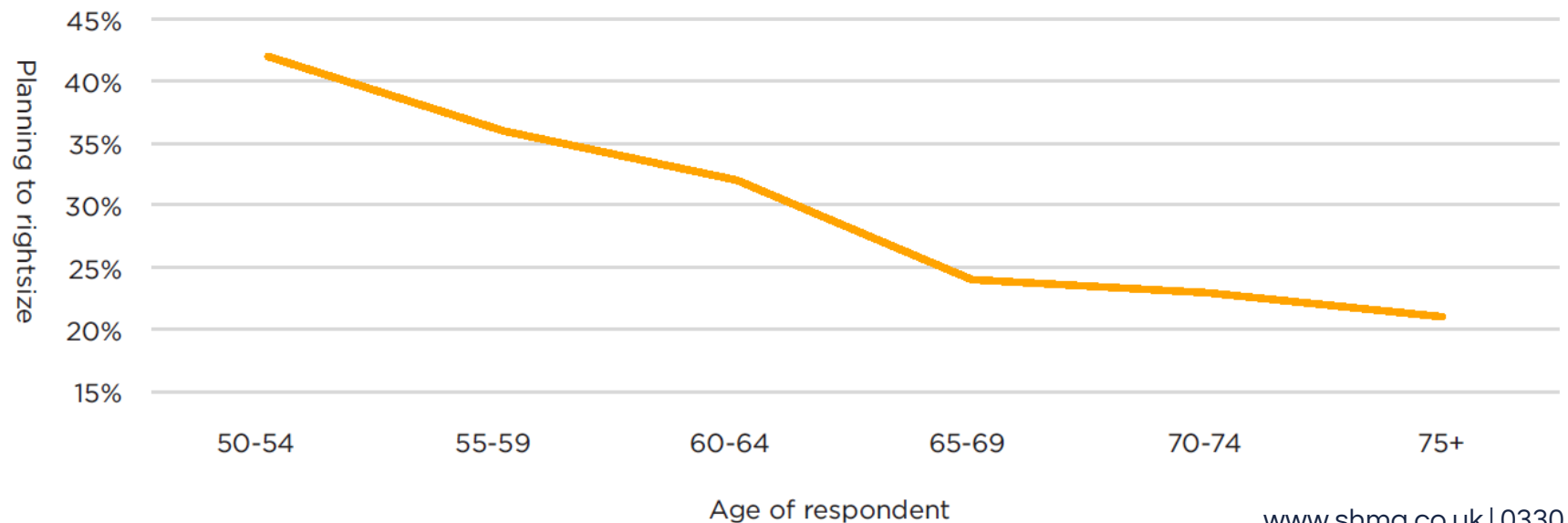
<35 35-44 45-54 55-64 >65

6 in 10

people aged 50 and over had no plan to or did not know if they would ever downsize one day

Results: Right- sizing

% of people planning to rightsize, by age



What's putting them off?

28%

don't want to live
in a community of
older people

26%

don't think it's an
affordable option

25%

believe they will
lose their
independence

19%

think they will be
isolated from
friends and
family



What needs to change?



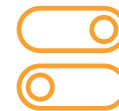
Consistent language



Later living use class



Proactive investment



Focus shift from last-time buyers



Champion the benefits

Housing for older people - Glossary of terms

Purpose of this document: This glossary aims to provide consistent definitions to often misused terms that can be misleading and confusing to consumers, as well as harmful to the later living sector and its reputation.

This document is suitable for professional service providers, charities, housing providers and the public.

Difference between independent living (later living) and residential care (nursing homes)

Negative associations with nursing homes and residential care facilities are having an impact on the perception of later living facilities that support and enable independent living.

While there are negative associations with residential care and nursing care, it remains the only option for a large number of older adults with long term conditions, such as dementia, where 24hr care and support is required, especially following a hospital admission after a crisis.

Independent living/ retirement living / later living	Purpose-built housing facilities designed for older people who are able to maintain independence with varying degrees of support services and care.
Residential care / nursing homes	Individual rooms within a purpose-built facility that offers round-the-clock care for older people, with varying degrees of complexity and needs.
Older people	Those aged 55 years old and above

Defining 'older people'

There is no consistency in who qualifies as an 'older person'. Many age-restricted housing options, often aimed at 'older people', open their doors to people aged 55 and over. However, there are very few people who would agree that 55 is 'old'.

The [United Nations](#) defines a person who is over 60 years to be an 'older person', while other organisations, such as the [NHS](#) or Department for Work and Pensions, would consider an 'older person' to be 65 and 66 plus, respectively

We also know that the older population is growing and will continue to grow; Census 2021 results show the population of England and Wales has continued to age since 2011. The number of people aged 65 years and over increased from 9.2 million in 2011 to over 11 million in 2021 and the proportion of people aged 65 years and over rose from 16.4% to 18.6%.

For the purposes of this [document](#) we will refer to 'older people' as those who qualify for age-restricted housing (55). However, we strongly believe this should be reassessed and brought in-line with modern living – at least matching the [current healthy life expectancy](#) (62.8 years).

Independent living

Housing types	Description	Care level
Assisted living/ extra care/ housing with care	<p>Assisted living – also known as 'extra care' or 'housing with care' - is independent living but with greater support than sheltered housing.</p> <p>Typically includes 24-hour staff support and provides tailored help for domestic tasks such as shopping and laundry, through to help with washing and going to the toilet.</p> <p>Properties are normally self-contained flats, with access to communal restaurants, lounges and social activities.</p>	☆☆☆ ★
Retirement village	<p>Retirement villages are usually large schemes set out like a village, with a range of facilities such as shops, restaurants, gyms and swimming pools.</p> <p>Personal care services vary and can be purchased separately. Most retirement villages will have 24-hour support staff and social activities, but additional care requirements such as personal or domestic support may cost extra.</p>	☆☆ - ☆☆☆ ★
Close care	<p>Close care is when sheltered/retirement accommodation is linked to or on the same site as a care home.</p> <p>This is often beneficial for couples, where one partner needs 24-hour care and the other partner wants to live close by, or for those with a deteriorating condition wanting to be close to the care home they will eventually move to.</p> <p>The range of services on close care schemes vary between providers. Some may include:</p> <ul style="list-style-type: none"> • A midday meal • Housework or laundry services • Emergency alarm response • Short term care support. <p>Some providers offer the possibility of a buy-back facility where people are moving into the care home.</p>	☆☆