



HAPPI Hour – Marketing Housing Choices for Older People

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Anchor: Who we are



We manage
54,000
homes for
older people



Operating in
more than
85%
of local councils
in England

Across almost
1,700 sites



Serving more than
65,000
residents

Housing needs

COMFORT

Too much stock fits into a one-size-fits-all category leading to an unattractive institutional feel, with limited opportunities for personalisation and choice, often incorporating elements that are not relevant to people at a time in their lives when they are looking at a lifestyle choice

COMMUNITY

Most older people do not want to move away from cities and towns. Design must combat isolation and loneliness, and help build community. Retirement housing should be seen by developers as an exercise in place-making, rather than product development

CONNECTIVITY

Rapid advances in technology have the potential to promote independent living for longer, and augment relationships. Innovation in technology and design should increasingly mean people are able to experience similar levels of choice and personalisation in relation to retirement housing

FINANCIAL & PHYSICAL SECURITY

Importance of physical and financial security, and financial control, particularly over tenure and ongoing charges. Suspicion of financial products is high among this demographic



Fragmented UK:
Reconnecting people by
creating communities where
people love living in later life

A report by Anchor



80% of people do
not fully understand
the housing options
available to them in
later life

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54% of 18 – 34 year olds
expect that their parents
will want family members
to care for them in later
life – only **16%** of people
aged over 55 want this

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35% of over-55s state
that they would be
very likely or quite likely
to consider specialist
retirement housing

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Customer research findings



There are disconnects between current homes and future requirements



Housing for over 55s has strong awareness, but there are barriers present



Transparency of costs and service charges are expected



OPSO requires clear guidance and people are keen to find out more



Invest in the must haves, before considering the nice-to-haves

Perceptions

Respondents generally had a positive reaction to purpose built over 55s housing...

"I think it is a great idea."
Higher Affluence

"A lot of people don't even know their neighbours, the names of them, the community spirit's going. But there, I think you've got neighbours looking out for you in the same position." *Mid Affluence*

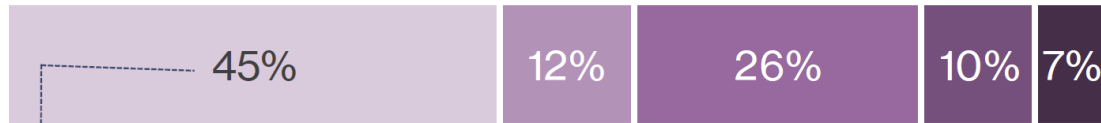
... Although some were cautious about it being expensive, devaluing overtime, or lowering independence levels, which often stemmed from a limited understanding...

"First thought is negative. But that's probably because I don't really know that much about it... I guess it's the thought that I'd lose independence. I wouldn't be able to do things I wanted to do and that's how I see it. But I could be totally wrong." *Mid Affluence*

"The unfortunate thing is if you want to sell it you get nothing for it."
Higher Affluence

Older People's Shared Ownership

How likely or unlikely would you be to consider Older People's Shared Ownership (OPSO) as a retirement housing option? (1 = Very Unlikely, 5 = Very Likely)



■ 1 ■ 2 ■ 3 ■ 4 ■ 5

Those who are less affluent are less likely to consider OPSO. 57% of those with a household income under £20k said they were very unlikely (1/5) to consider it, and 54% of those with an estimated household net worth of under £25k.

Younger groups are significantly less likely to be against considering OPSO versus those who are more mature. 36% of 55-64s selected very unlikely (1/5) compared with 57% of 65-74s and 69% of 75+s.

Engagement structures



*Current Formal Involvement Groups: Independent Customer Complaints Panel; Scrutiny Panel; Property, Building Safety & Assets; Communications; LGBT+; Sensory Awareness; embRACE diversity, Sustainability, Wellbeing

Holly Court – Storm damage



Regeneration

