
THE LAW FIRM WITH
A PASSION FOR PEOPLE

HAPPI Hour Webinar - Driving housing delivery through market engagement

Finding the solutions

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The problems

- Unknown and misunderstood 'product'
- Endemic stigmatisation - denial about ageing – what does 'older' mean?
- Research shows 59% of people over 50, have no plan
- Crisis moving – lack of infrastructure to help
- Affluence increases the likelihood of rightsizing – 49% are likely but 64% living in social rented stock would not move

Ongoing negative misconceptions of later living and confusion with care homes

- 1000 people over 50+ were asked
 - 26% thought it was unaffordable
 - 25% thought they'd lose their independence
 - 19% thought they'd experience greater isolation
- Name confusion
 - Later Living
 - Independent Living
 - Senior Living
 - Retirement Living
 - Third Age Housing
 - Integrated Retirement Communities
 - Extracare Housing

Effective market engagement

- Consistency of market message – what is the product, who does it suit best?
 - Understanding the product and its benefits
 - What is leasehold and how does it work?
 - What is a service charge – the benefits of consistency
 - Capital appreciation? 51% expected their property to rise in value.
 - The value of the physical and mental benefits, independence and fun!
 - Robust lifestyle amenities
 - Who are you selling or renting to? Who is doing the ‘selling’?
 - The need for its own Planning Use Class or a greater number of homes built with mobility in mind

Influencing factors

- Family
- Affluence
- Mobility and general health
- Bereavement
- Gender
- Prior experience – Club membership, ‘Try before you buy’, early community engagement
- Clear and transparent legal documents
- Legal advisor

“The Thursday Murder Club” effect

The film's influence on demand

- **Challenges stereotypes:** The film showcases a vibrant, fun, and active community in its fictional Coopers Chase village, directly challenging outdated perceptions of retirement as a passive or isolating period of life. This shift in narrative helps retirement living seem more aspirational.
- **Demonstrates community benefits:** The central premise of the film—a group of residents solving mysteries—highlights the strong friendships, social activity, and sense of purpose that can be found in integrated retirement communities (IRCs).

“The Thursday Murder Club” effect

The film's influence on demand

- **Normalizes the lifestyle:** By putting retirement village living at the centre of a mainstream film starring well-known actors, the film helps normalize and raise awareness of this lifestyle option for a much broader audience.
- **Creates marketing opportunities:** The film has provided a powerful marketing tool for retirement housing operators, who can now point to the fictional community as an example of modern retirement living. Industry analyses note that operators creating vibrant, engaging environments like Coopers Chase see stronger occupancy and pricing.

Please save your questions for later...

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