Shaping our Housing futures:
Homes and Communities shaped by residents

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February 2026

Housing21.org.uk

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24,200+ Properties owned/ managed

V1 Viability rating

G1 Governance rating

C2 Consumer rating

4,167 employees

INVESTORS IN PEOPLE® We invest in people Platinum

Guiding principles:
- 21
- Better
- Experience

62 Years of experience

220 Local authority partners

Armed Forces Covenant

ARMED FORCES COVENANT

Not-for-profit organisation

INVESTORS IN PEOPLE® We invest in wellbeing Gold

48,000 Hours of in-house care provided each week (Extra Care)

700 Schemes

91% Overall resident satisfaction (Extra Care and Retirement Living combined) *

*figures from the 2025/2026 Tenant Satisfaction Measures

Develop 400 new homes per annum
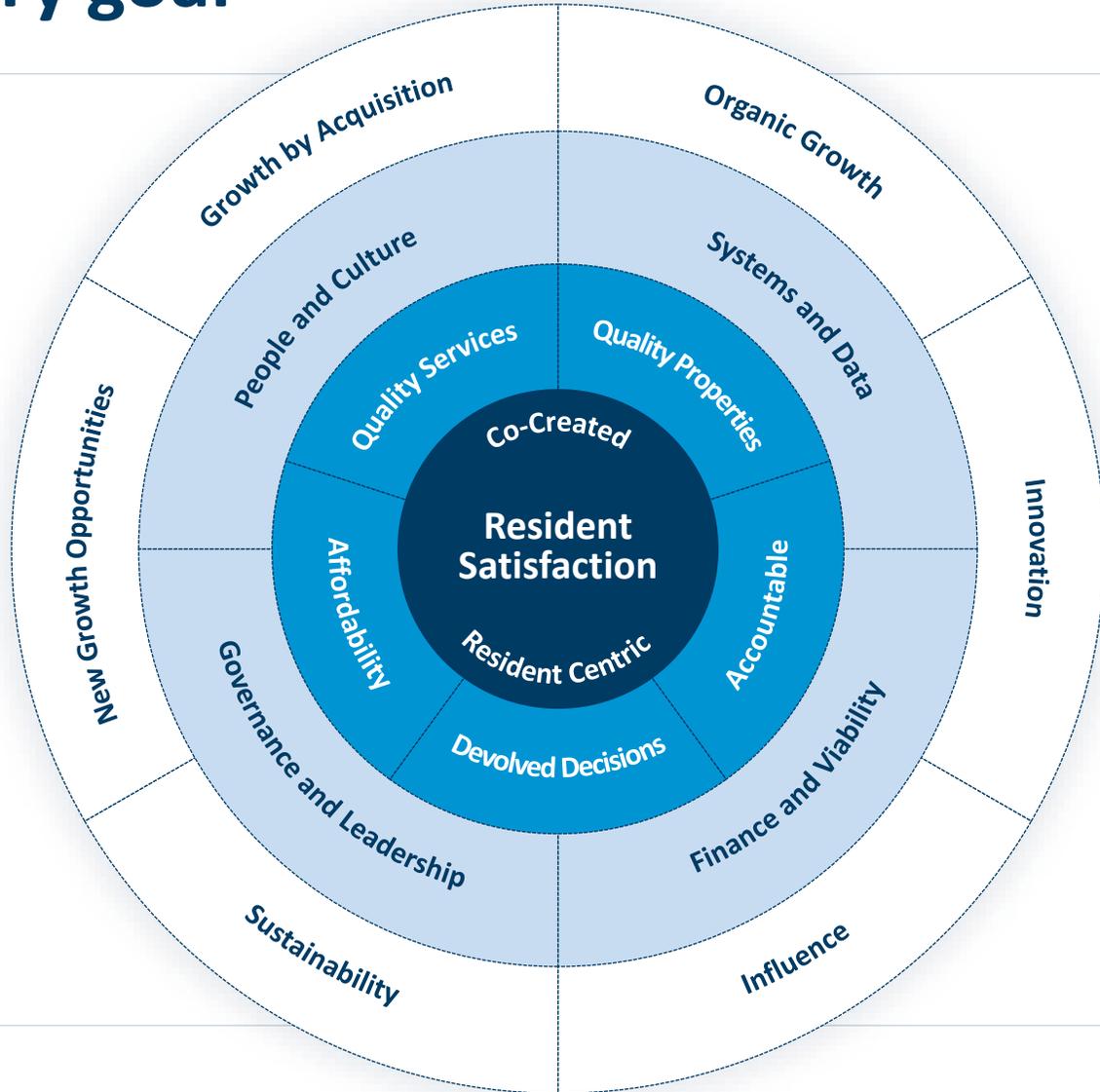
Pet-friendly organisation

100% of properties meet the Decent Homes Standard

Correct as of February 2026

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H21 primary goal

Resident Satisfaction diagram with concentric rings:

- **Core Focus (centre):** Resident Satisfaction — Co-Created, Resident Centric
- **Strategic Drivers:** Quality Services, Quality Properties, Accountable, Devolved Decisions, Affordability
- **Essential Enablers:** People and Culture, Systems and Data, Finance and Viability, Governance and Leadership
- **Ambitions (outer ring):** Growth by Acquisition, Organic Growth, Innovation, Influence, Sustainability, New Growth Opportunities

Legend:
- Core Focus
- Strategic Drivers
- Essential Enablers
- Ambitions

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Building Communities at a local level..

The power of the devolved model – local decision making by residents about the services they receive and homes they live in. **Residents shaping the services** they receive and **environments they live in**.

Care, Health and Housing – consider the three different angles with Housing being the infrastructure

Pet friendly polices – don't underestimate the **small things** that make the **biggest difference**.

Community place making – ensuring the buildings and its **residents** are at the heart of the community.

Local engagement - with other **professional services** – see the **benefit** for resident and wider community..

Resident funds – funds in place to support resident initiatives for their **homes and services**.

The impact this has – TSM results..

64% Complaints handling

91% Treating residents fairly and with respect

92% Well maintained home

89% Keeping residents informed

93% Safe Home

82% Listening to views and acting upon them

93% Communal areas clean and well maintained

88% Time taken to complete repair

77% Positive contribution to the neighbourhood

92% Repairs service – Last 12 months

91% Overall Satisfaction

77% Approach to ASB handling

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Looking ahead..

Changing needs of residents and different expectations

- Increased **complexity** of needs

- Older people aren't a **homogenous group** – identify and provide for differences

- **Technology** – get the balance right..

- **Regulatory change** – requirements are increasing and becoming more complex

- **Community** – community tensions are prevalent – need for careful risk management

Future focus..

Innovation:

- Research partnerships improving future services

Digital Inclusion:

- Accessible services & skills development

Technology & Care:

- Tech-enabled support & data-led improvement

Sustainability:

- Carbon reduction & future-proof homes

Influence:

- National advocacy for better older-people housing

Sector:

- Resident voice and co-creation, scalable models including community empowerment – co-housing as an example

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Cohousing – communities shaped by residents

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"Rupali Court will bring joy to local people in the community; everyone is excited about it. There is a need for a cohousing in Lozells, and thanks to Housing 21, it's finally happening."

Anwara, future resident

Prioritise cultural and inter-generational needs in layout and amenities

Co-design with community members from the outset

Create community capacity and deliver Social Impact

Provide flexible management models that evolve with residents needs

Ensure affordaibilty and support financial inclusion

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The importance of Data..

Why does data matter to us?

- **Utilise data** to help product current and future needs

- **How its now informing our work** – understanding our homes and the needs of residents should inform the decisions we take..

Smarter data collection.

- **One view of every home** – property health score

- **The future of data** – can help to revolutionise how we manage our homes and use data to help inform the service we provide to residents.

In summary..

- We can't shape our housing futures without co-creating with our current and future residents

- Innovation and collaboration across sectors to ensure we meet the needs

- Consider communities in creating the homes of our future – embrace community in design of homes and services.

- Use the power of data.

*If we want **better housing futures,** we must design for **dignity,** build for **community** and **innovate for health!***

Any Questions