

What older people want

How resident insights shape our services

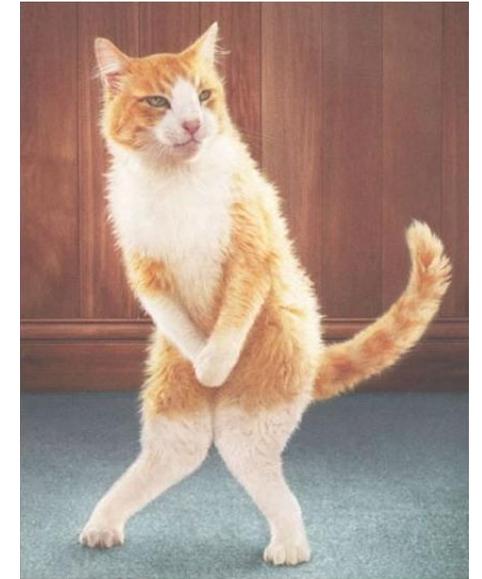
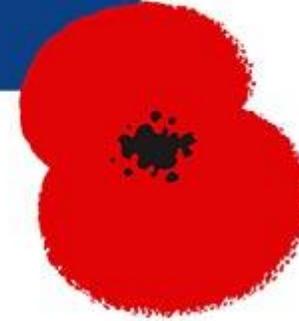
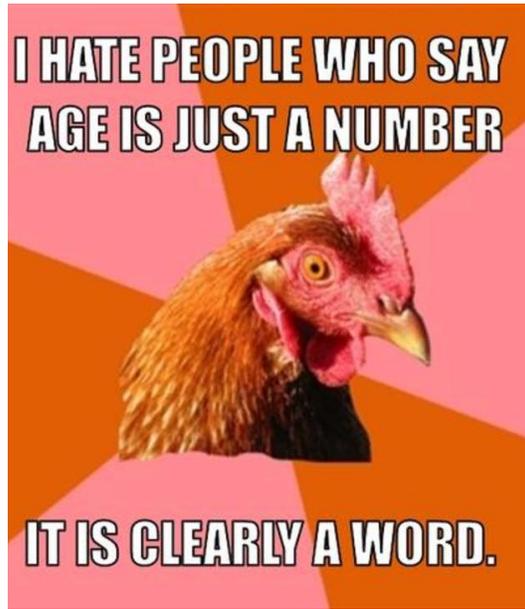
The Preferences, Positions and Priorities of Residents of Extra Care and Retirement Housing (Bruce Moore PhD 2021)

Our Purpose



We help older people live well with dignity and autonomy, by providing quality social rent and shared ownership housing with support or care services

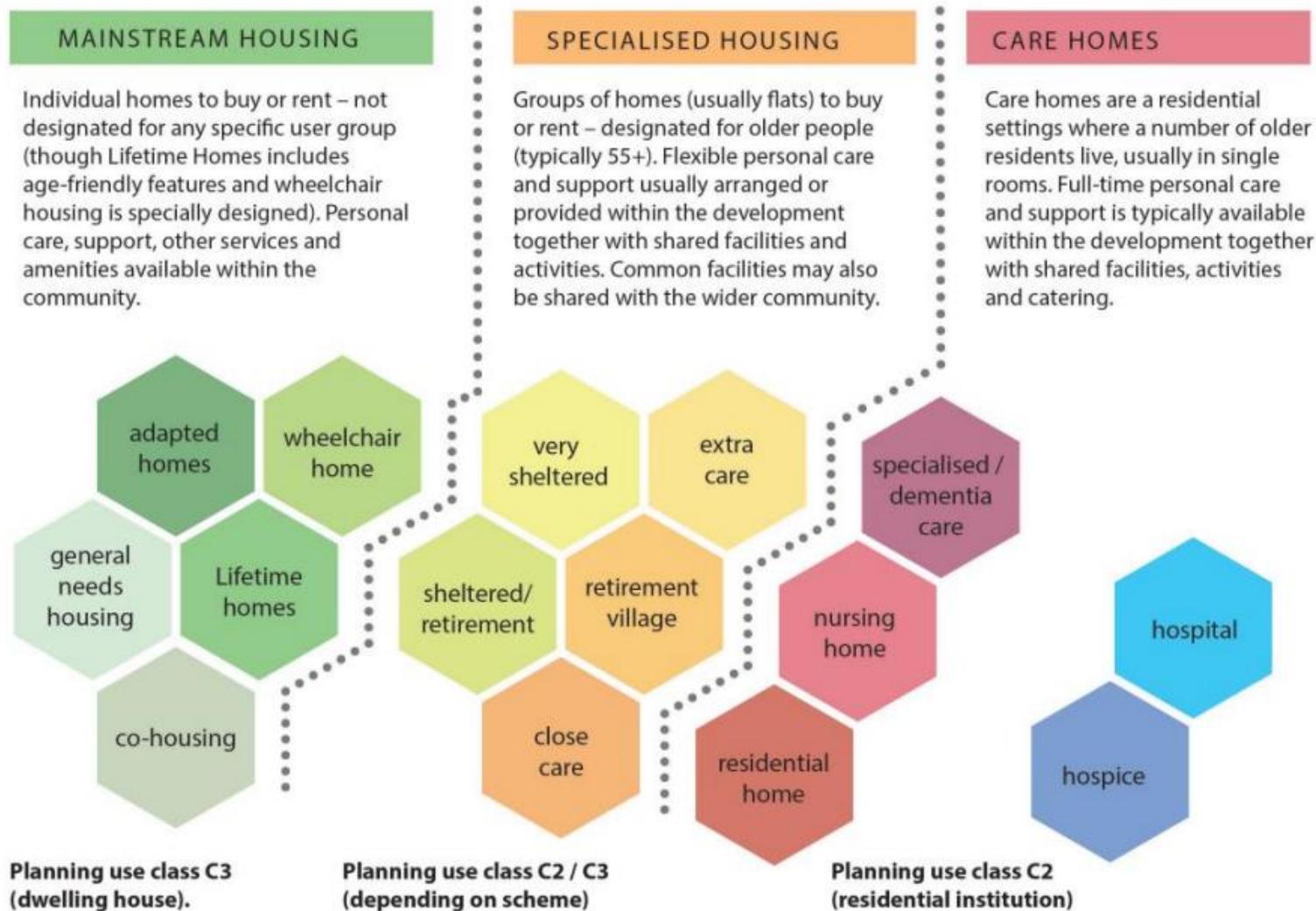
Housing 21



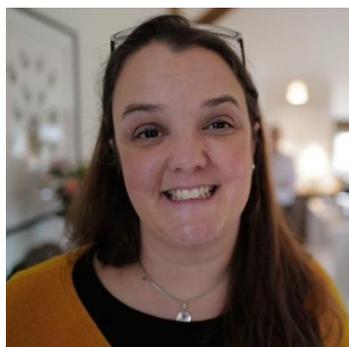
**GREAT
CUSTOMER
EXPERIENCES**



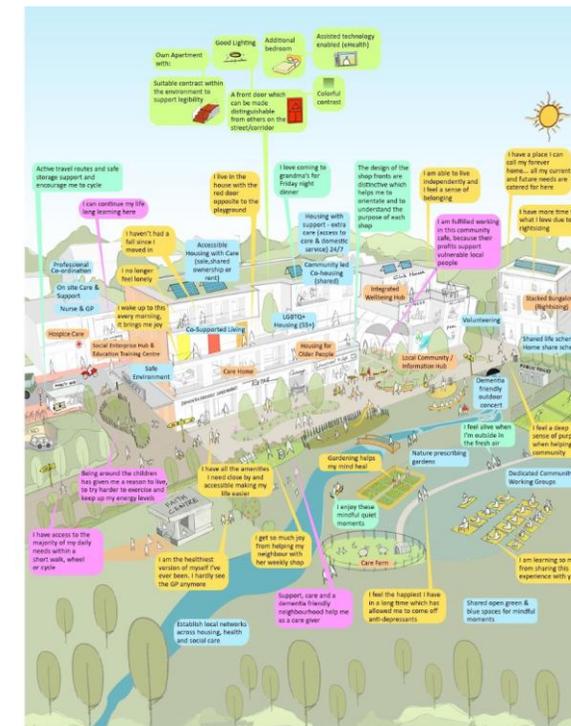
Spectrum of Provision



Synonyms and Homonyms



Housing provider	Terminology used
Anchor	Retirement properties
Bield Housing Association	Retirement Housing
Cardiff City Council	Community Living
Clarion Housing Group	LiveSmart Schemes
Greenhill Housing Association	Independent Living
Guinness	Retirement Housing
Housing 21	Retirement Living
Johnnie Johnson Housing	Independent Living Homes
Leeds City Council	Retirement LIFE (Living In a Friendly Environment)
Pegasus Homes	Pegasus Communities. Schemes branded with the development's name.
McCarthy Stone	Retirement Living
Norwich Housing Society	Independent Living with Housing Related Support
The Riverside Group	Retirement Living
Sanctuary England	Housing for Older People
United St Saviours Charity	'Scheme name' almshouse



Two Services



**Retirement
Living**



**Extra
Care**

Retirement Living



13,871 properties including 1,429 managed properties in Oldham

Our vision for Retirement Living is to make it an exceptional place to live where we listen to residents, invest in their homes and provide a consistently high standard of service to create a strong sense of safety and community, whilst still treating everyone as an individual.

Independence and choice

Self-contained apartments

Communal lounges

24/7 alarm systems

On-site local housing manager

Residents don't require direct care services



Extra Care



10,286 properties.

The vision of Extra Care is for older people to aspire to live in one of our properties and where residents can expect to receive high-quality housing and care services and where every resident feels valued and listened to. At the same time, we want to ensure employees feel valued and inspired and are seen as sector leaders in the housing and care market for older people.

Step between independent living and residential care home

Self-contained apartments

Communal lounges, restaurants and hair salons

24/7 alarm systems

On-site Care Workers and manager

Helping couples with different care needs stay together



Ageing Population

61%

increase in the number of over 65s in the UK by 2032

Britain's over 65s already outnumber its under 16s



Health

Compared to the wealthiest, the poorest women aged 50 and over are:

- 2x more likely to have Type 2 diabetes.
- 2x more likely to have respiratory illness.
- 4x more likely to have depression.



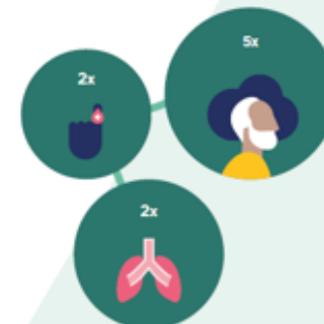
Source: Centre for Ageing (better analysis of data from: Oxford, J., Rogers, N., Phipps, A., Wain, M., Steiner, A., Chiswick, A., Marshall, M., Clements, S., Hamer, J. (2020). English Longitudinal Study of Ageing. Waves 6-9, 1998-2019 [data collection]. 13th Edition. UK Data Service. 8515290. Available at: <http://dx.doi.org/10.32326/UKDA-8515290-20>

Centre for Ageing Better

Health

Compared to the wealthiest, the poorest men aged 50 and over are:

- 2x more likely to have Type 2 diabetes.
- 2x more likely to have respiratory illness.
- 5x more likely to have depression.



Source: Centre for Ageing (better analysis of data from: Oxford, J., Rogers, N., Phipps, A., Wain, M., Steiner, A., Chiswick, A., Marshall, M., Clements, S., Hamer, J. (2020). English Longitudinal Study of Ageing. Waves 6-9, 1998-2019 [data collection]. 13th Edition. UK Data Service. 8515290. Available at: <http://dx.doi.org/10.32326/UKDA-8515290-20>

Centre for Ageing Better

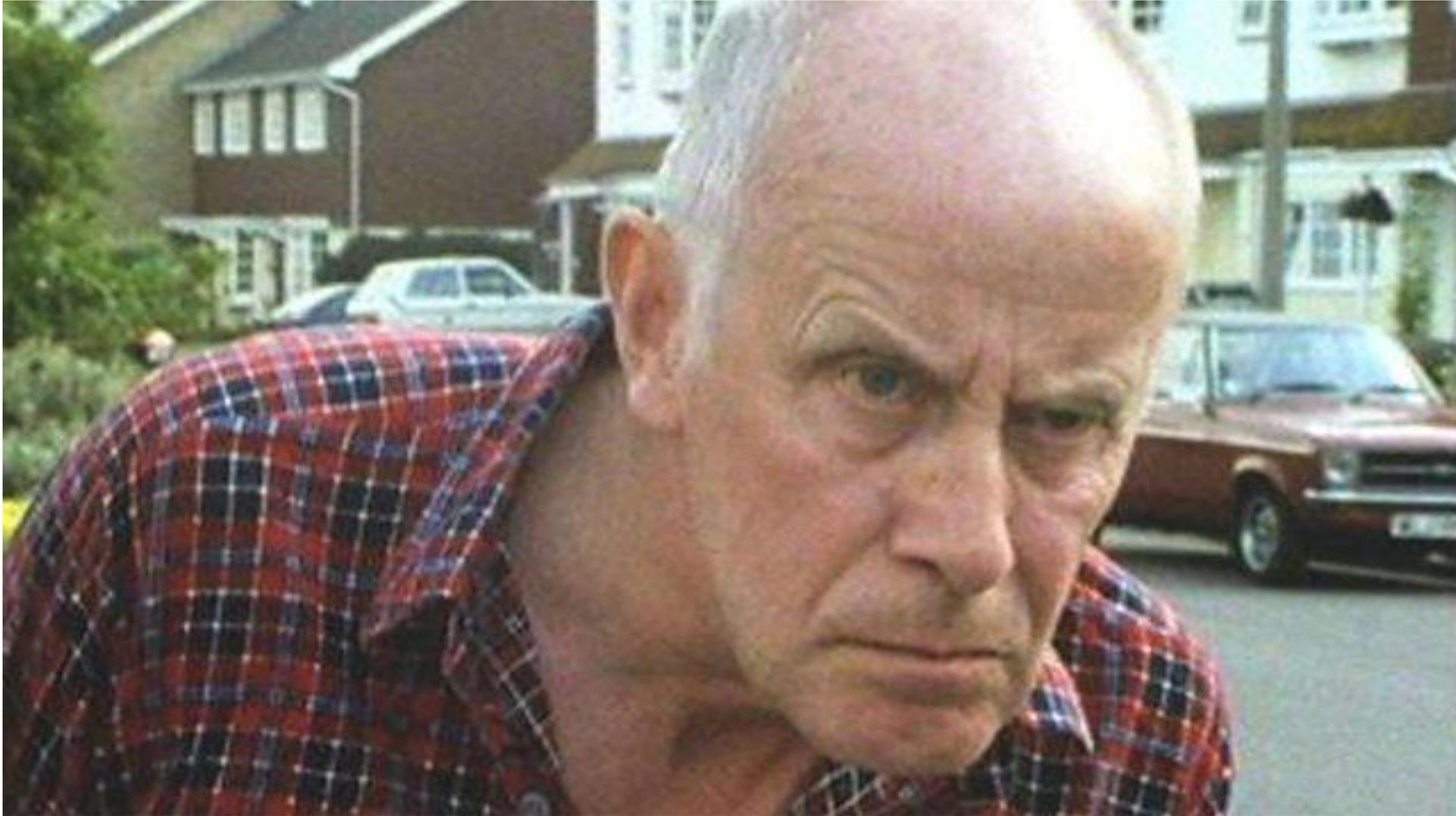
Ageism



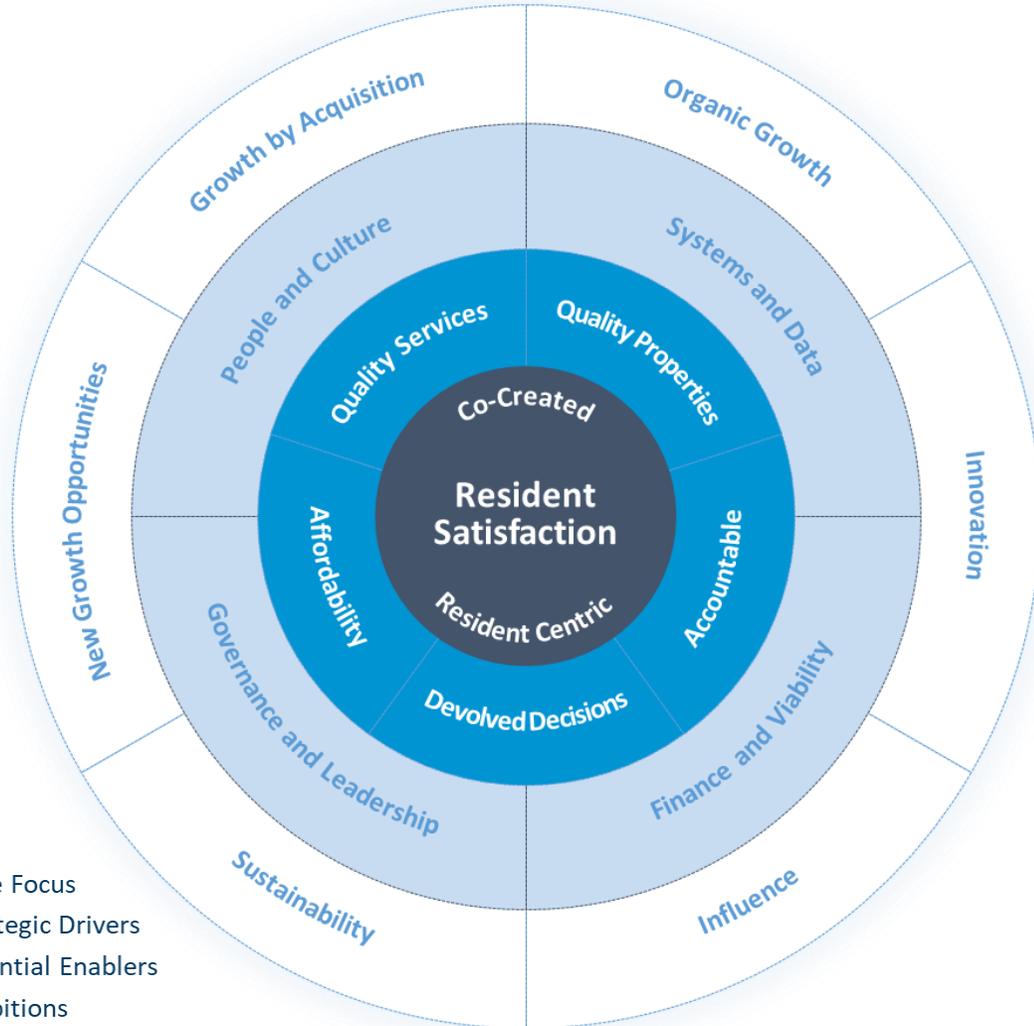
The Plasticine Effect



Don't Believe It



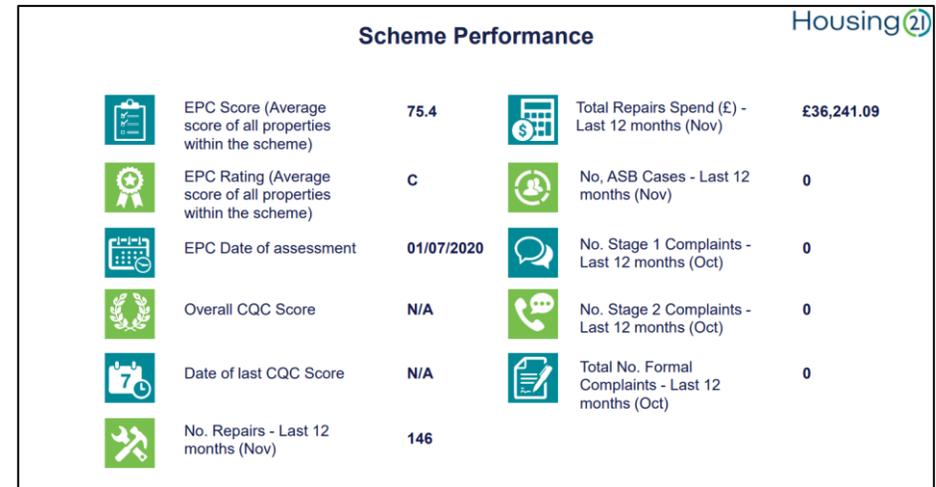
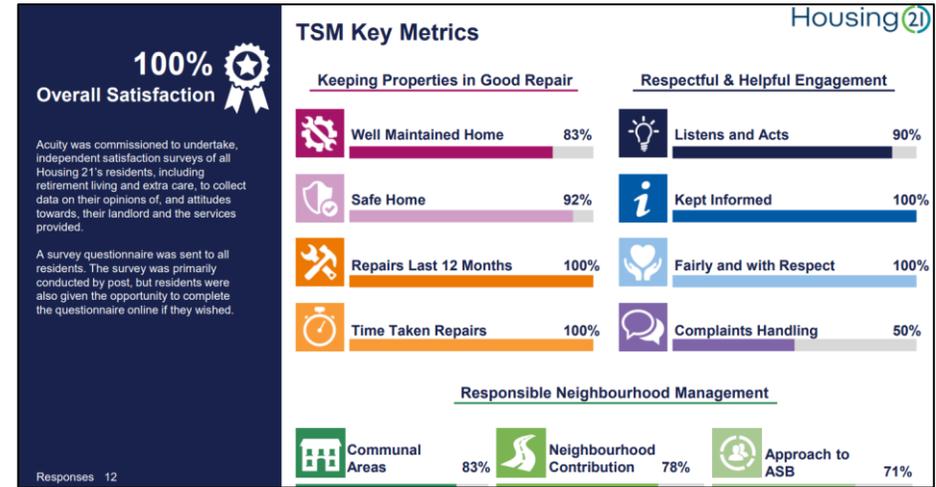
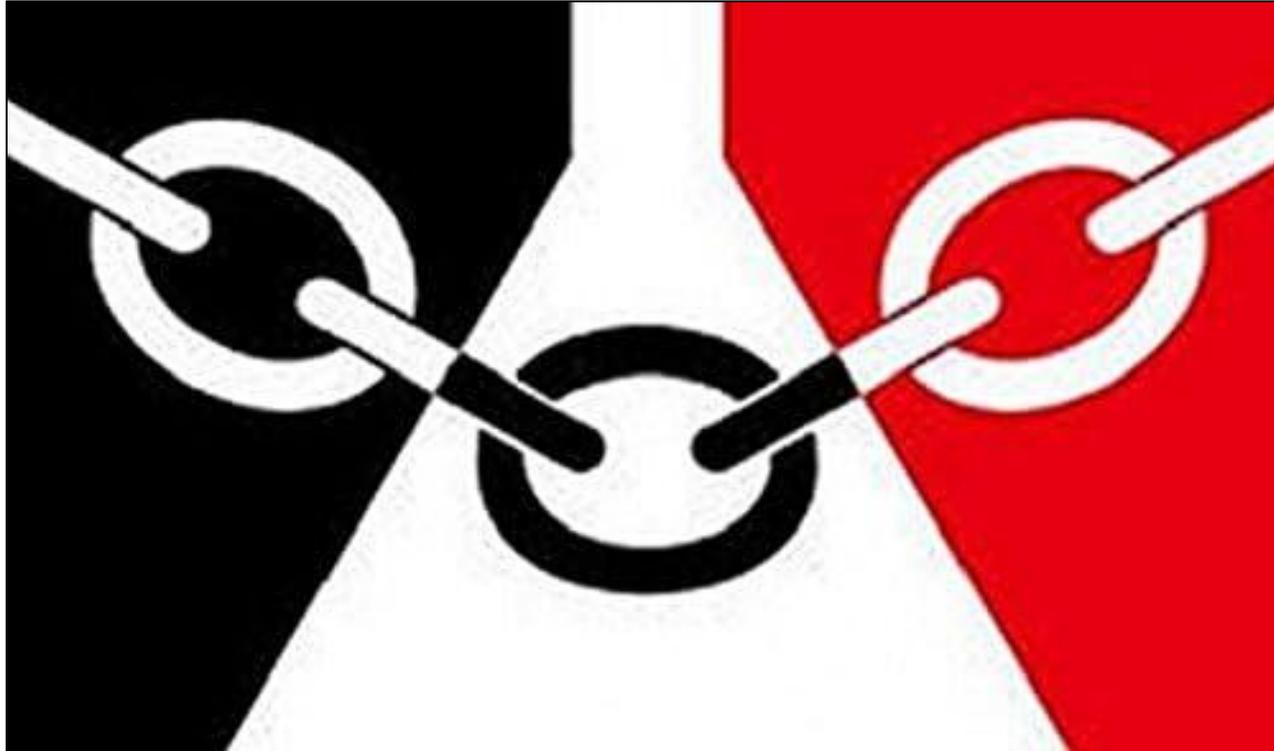
Strategic Framework



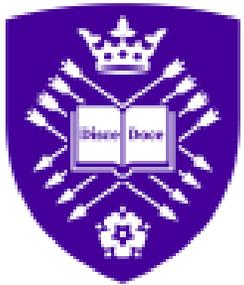
25/26 TSMs



Census Approach



Study Perspectives of Residents of Retirement Living and Extra Care



University of Sheffield



Qmethod

International Society for the

Scientific Study of

Subjectivity



11 Sites

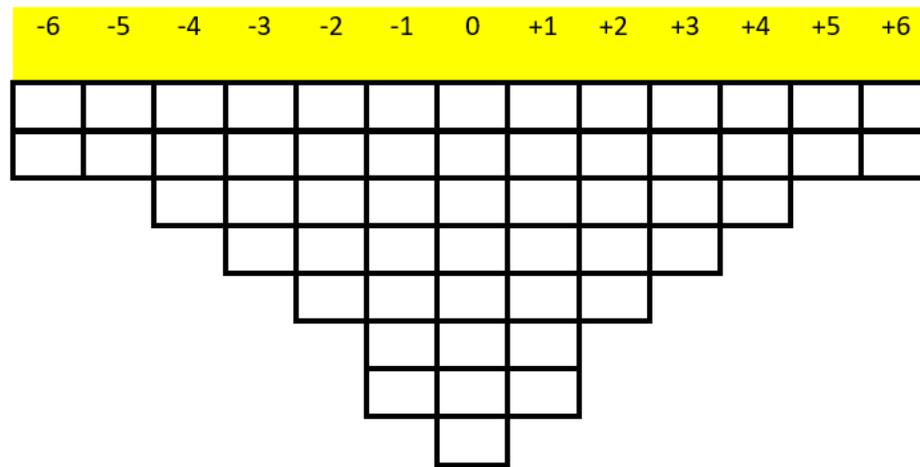
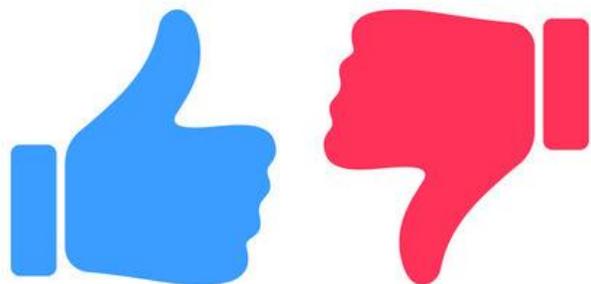
157 Residents



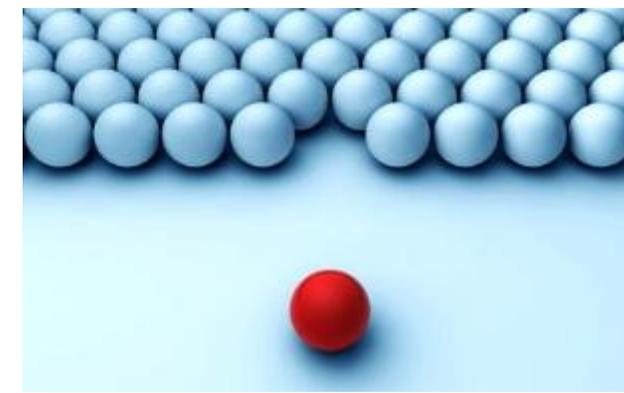
5 Sites

68 Residents

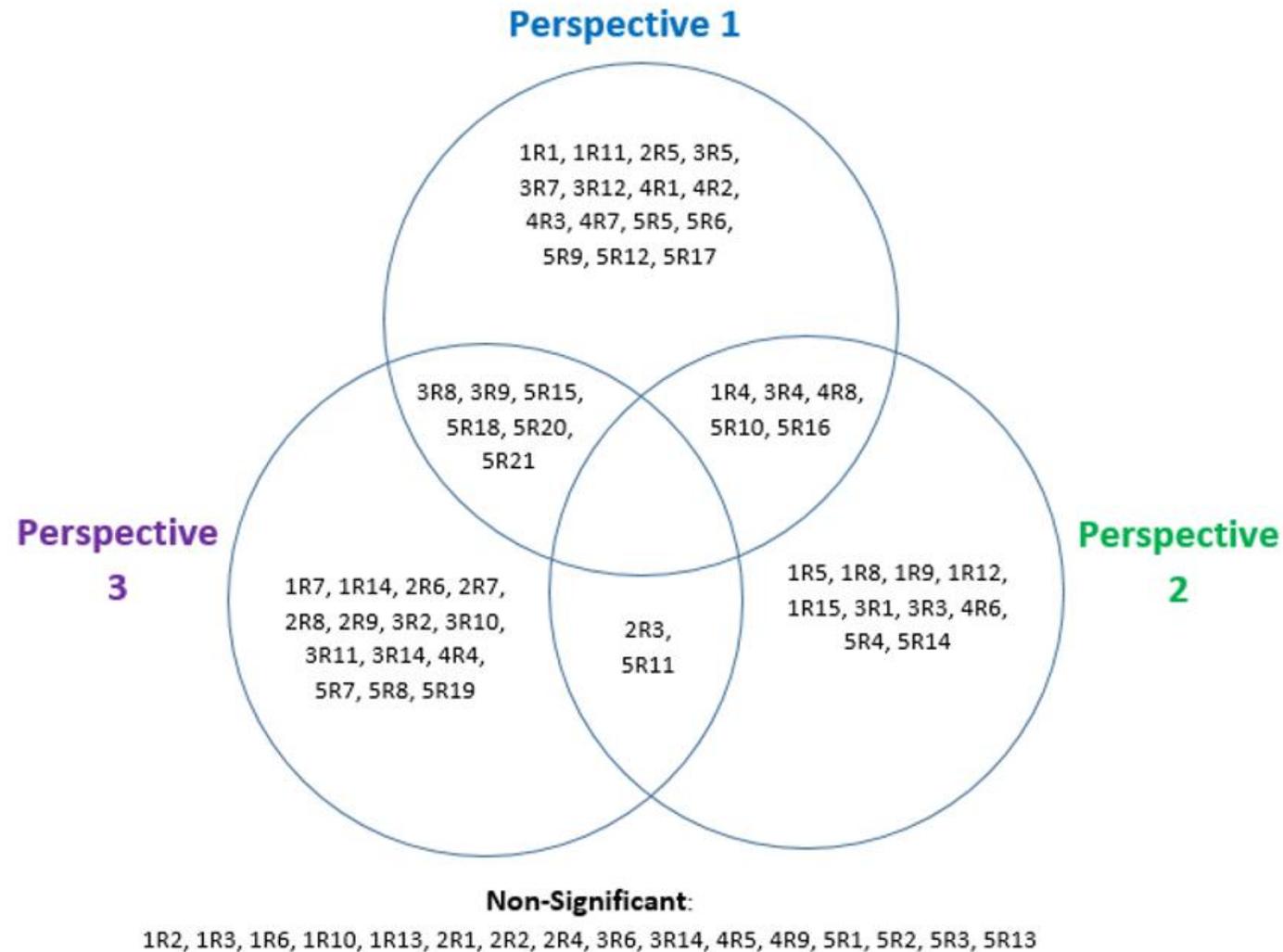
Sorting Statements



Clusters of Similarity – Basis for Consensus and Distinctions



3 Extra Care Perspectives



3 Extra Care Perspectives

EC Perspective 1 – Engaged, Independent and In Control

Wants to feel safe and secure but also determined to be able to maintain their independence and have the freedom to live as they choose in their own home with security of tenure. Having a scheme manager to provide help and advice is more important than having care staff on-site 24/7 and although they want a full-time manager they don't want them to live on site. Also want to have contact with senior managers.

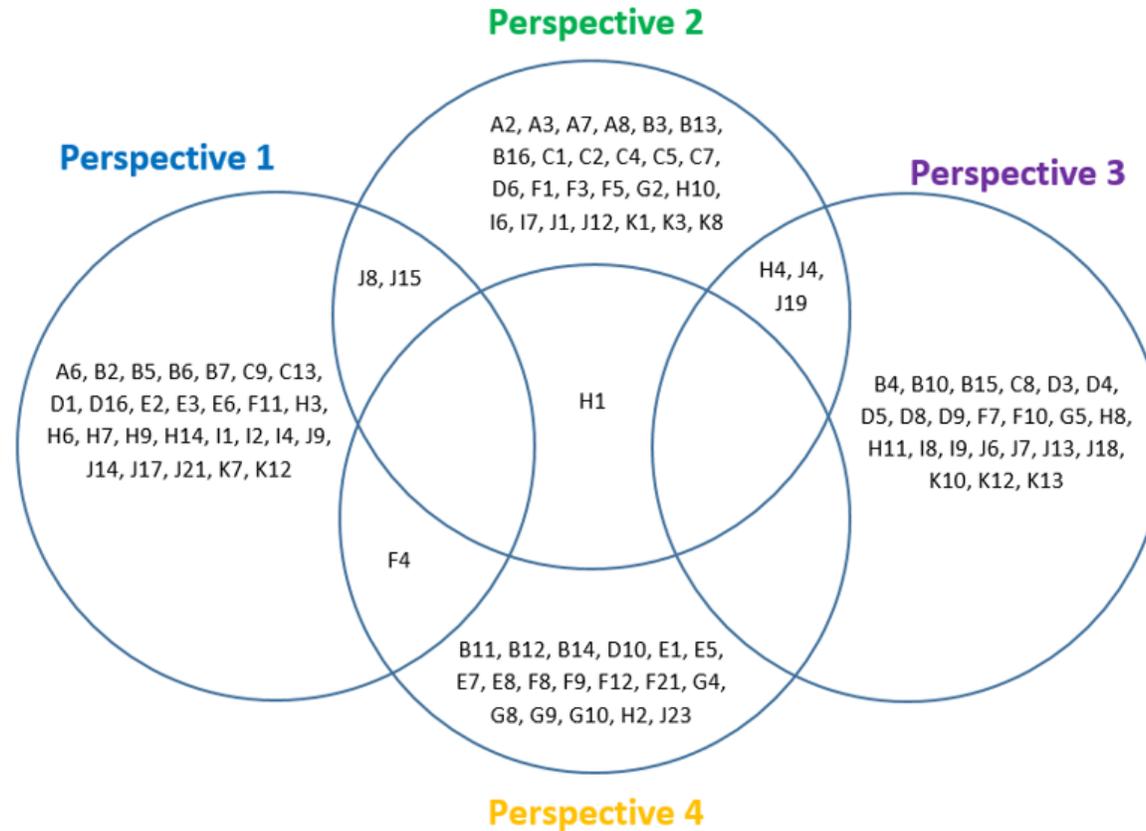
EC Perspective 2 – Care, Companionship and Peace of Mind

Wants to be safe and secure and sees the availability of care 24/7 as essential to achieve this as well as being able to summon help in an emergency. Want peace of mind from being looked after and to be treated with dignity and respect by kind people. Not as concerned about independence or security of tenure and having their own home/front door.

EC Perspective 3 – Security, Mobility and Amenity in Own Home

Top priority is to have own home with its own front door and for this to be accessible via a reliable lift as well as having wide doors that are easy to open even with reduced mobility. Want to be treated with dignity and respect and to have access to care on-site but these are not distinguishing desires. Just as important to have effective and efficient heating and other amenities.

4 Retirement Housing Perspectives



Non-Significant:

A1, A4, A5, A9, A10, B1, B8, B9, B17, B18, C3, C6, D2, D7, D11, D12, D13, D14, D15, E4, E9, F2, F6, F13, F14, F15, F16, F17, F18, F19, F20, G1, G3, G6, G7, G11, G12, H5, H12, H13, I3, I4, I10, J2, J3, J5, J11, J16, J20, J22, J24, K2, K4, K5, K6, K9

4 Retirement Housing Perspectives

RH Perspective 1 – Looked After and Dignified

A full-time court manager is seen as essential, but they do not necessarily need to live on-site. To feel safe and secure they also want to be able to summons help in an emergency. This gives them peace of mind, but it is also important to be treated with dignity and respect. They only have a slight preference for independence of having their own front door and security of tenure and do not prioritise having choice or control.

RH Perspective 2 – Property Maintenance and Independence

Wants to be safe and secure in their own home with its own front door with security of tenure. They do not want to be looked after and although they see some value in having a local manager they would prefer them to only be part-time and not live on site. Having effective and efficient heating, not having to worry about maintenance and repairs and buildings that are kept safe and clean are most important.

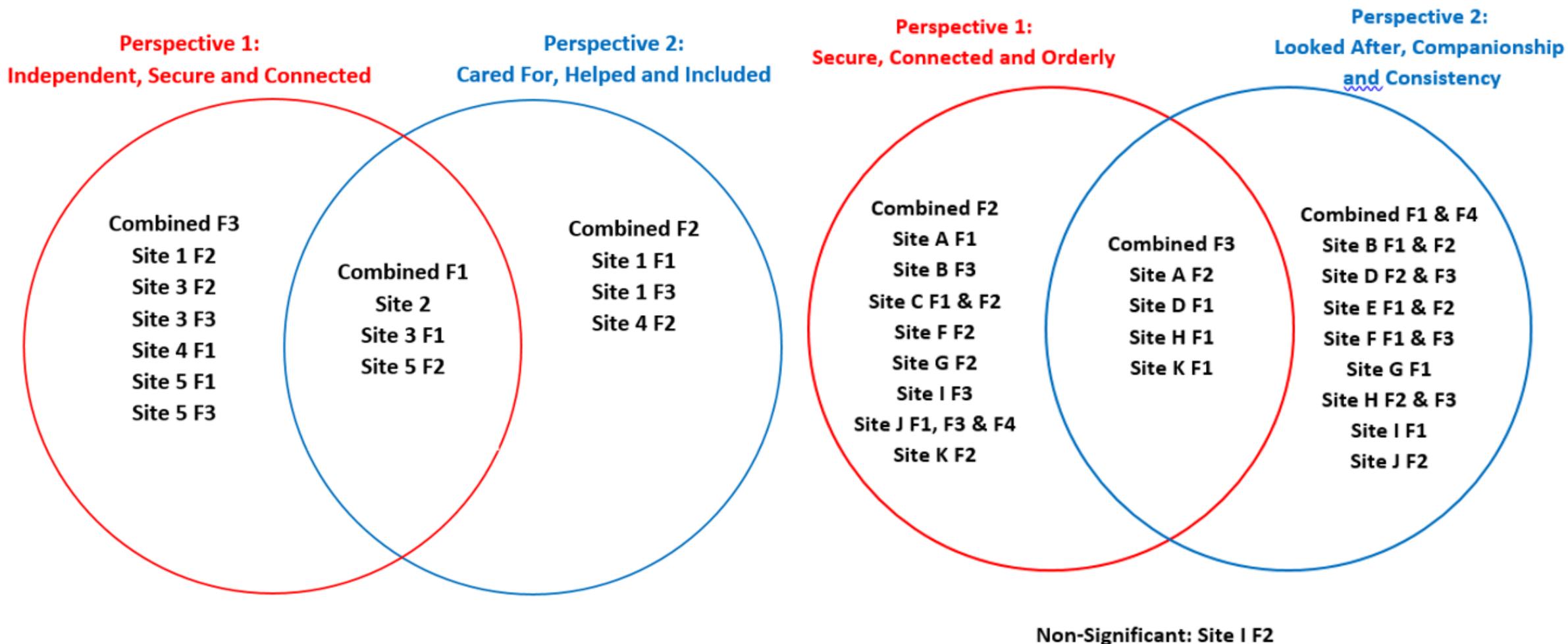
RH Perspective 3 – Respect and Friendship

Wants to feel safe and secure in their own home, but not concerned about security of tenure or repairs. They want to be independent and have freedom to live as they choose, but do not want to engage with senior managers or exercise choice and control, but appreciate having a manager available to turn to when they need help or advice. They value being treated with dignity and respect and enjoy the companionship of others of a similar age and outlook.

RH Perspective 4 – Age and Assurance

Having their own home and front door and a court manager to turn to for help and advice are top priorities, but what makes this perspective particularly distinctive is the high preference for manager that lives on-site manager and the strong view that occupancy should be restricted to only retired people aged over 65.

Second Order Analysis – EC and RH



Fundamentals

Consensus – Positive Issues

- Feeling safe and secure
- You have your own home with your own front door
- Residents are treated with dignity and respect
- A court manager to turn to if you need help and advice

Consensus – Negative Issues

- Some other residents behave badly
- Gossip spreads quickly
- People don't respect privacy or confidentiality
- Small flats



Twin Peaks

Consensus – Independent Secure and Connected (EC) and Secure Connected and Orderly (RH)

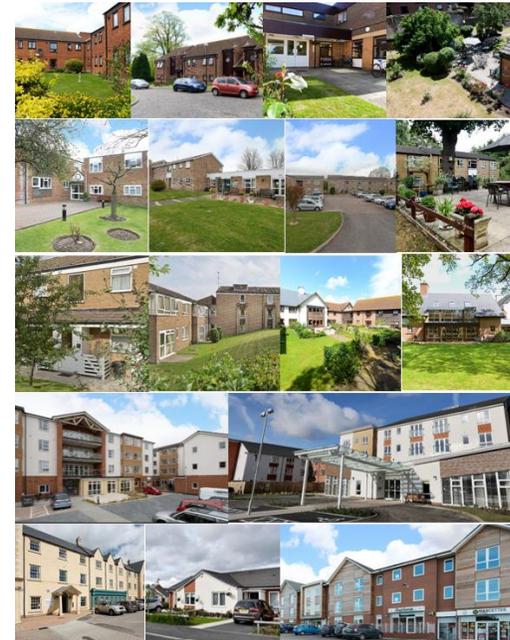
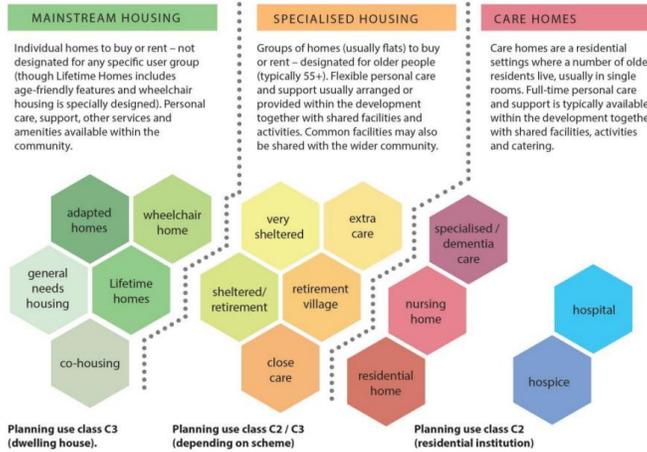
- Availability of a good internet connection and/or wifi
- Residents are able to have dogs, cats or other pets
- Having security of tenure
- Information about costs and charges is correct, clear and comprehensive
- Sufficient car parking spaces
- Freedom to live as you choose: no requirement to join in or conform
- Properties and facilities are modern and well-designed

Consensus – Cared For, Helped and Included (EC) and Looked After, Companionship and Consistency (RH)

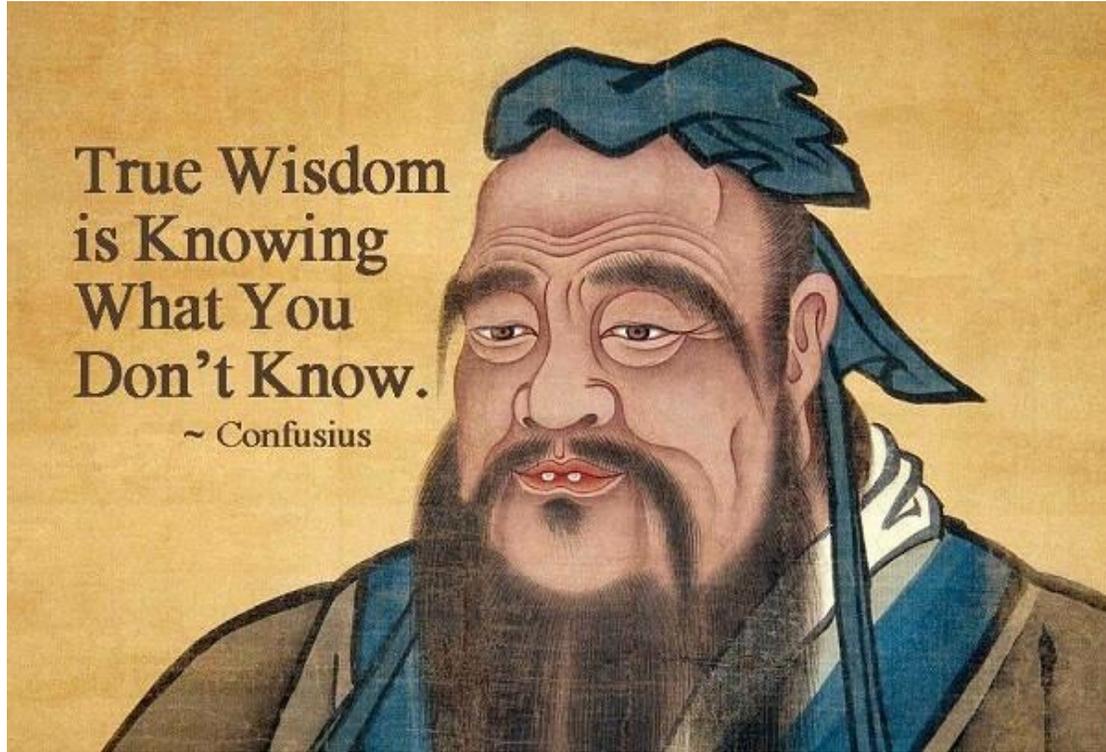
- Occupancy restricted to retired people aged over 65
- Peace of mind that comes from being looked after
- Pull-cord or pendant to summon help in an emergency
- Social events and activities to get involved in
- Use of a communal lounge and other shared facilities
- Companionship of neighbours so you are never lonely
- Living around people of a similar age and outlook



Sequence of Perspectives



Residents Know Better



The Conclusion of Most Research

**IT DEPENDS
AND
IT'S COMPLICATED**

Not Enough



Limited Scope for Differentiation of Choice



"I'M SORRY. WHAT OTHER OPTIONS ARE THERE?"



Empowerment of Personal Choice

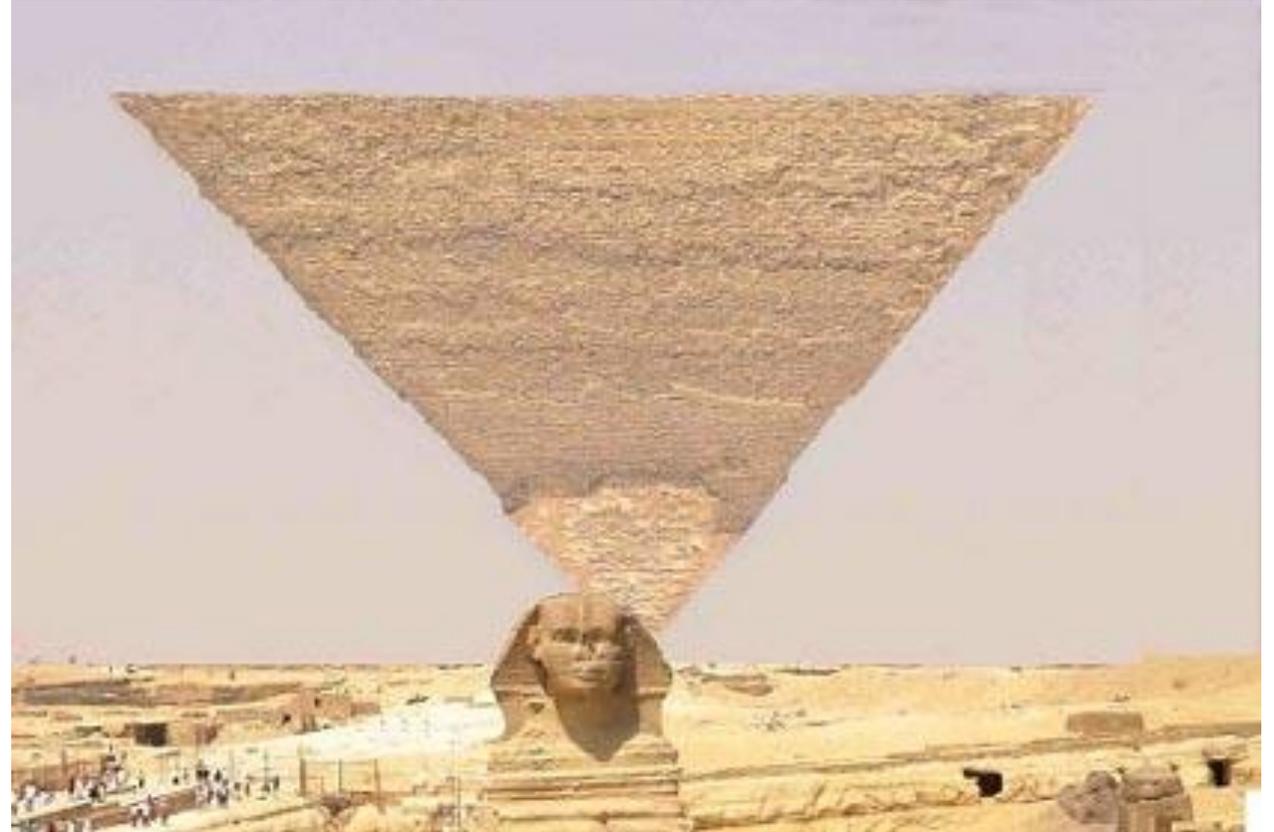
Where do you want to go today?



Microsoft®



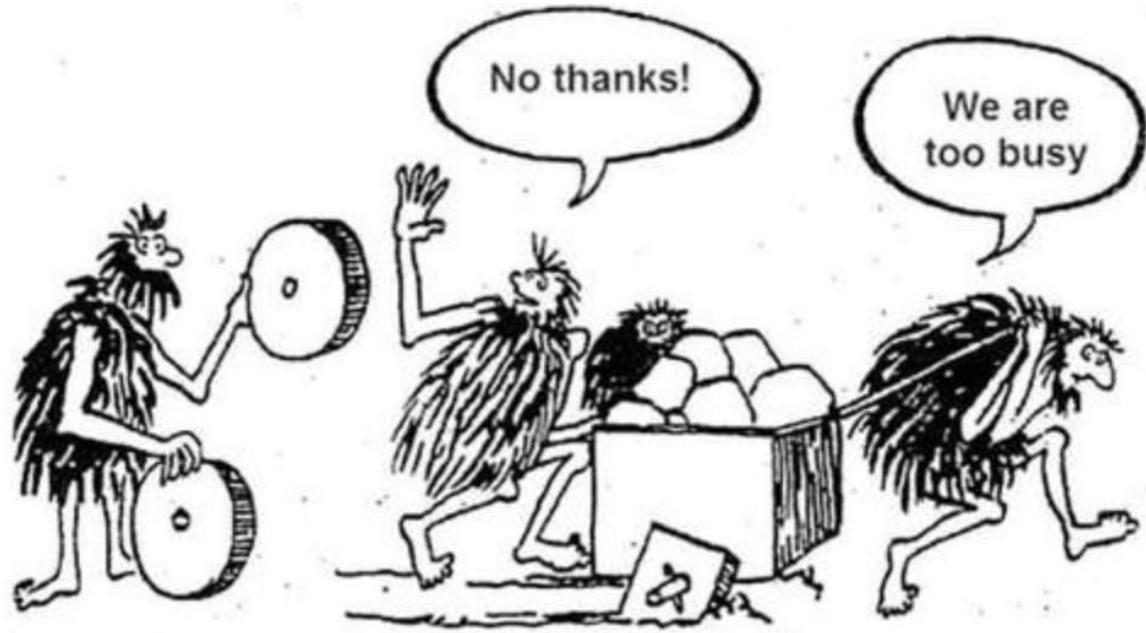
Devolved Decisions



Spot the Gaps and Welcome the Challenge



Open to Different Ideas



Co-Housing – Communities Shaped by Residents



“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 affordability and support financial inclusion



Predictions



Coffee and Toast



Thank You



THANK YOU!