

What's on the doorstep matters

Why older people's housing must become essential social infrastructure



International Day
of Older Persons

Kris Peach
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Housing 21



24,200+
Properties owned/ managed



Viability
rating



Governance
rating



Consumer
rating



4,167
employees

INVESTORS IN PEOPLE®
We invest in people Platinum

Guiding
principles:

- 21
- Better
- Experience



Years of experience



220
Local
authority
partners

Armed Forces
Covenant



INVESTORS IN PEOPLE®
We invest in wellbeing Gold



Not-for-profit
organisation

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

Place can also compound inequality in later life...



We already what good looks like

Moving changed not only where they lived, but how they lived.

- More active
- New friendships
- Regained confidence
- Greater independence



We already have the blueprint...

The older peoples housing taskforce did not leave us with more questions.. It left us with a route forward:

- **More choice**
A wider range and greater volume of suitable housing
- **Better information**
Help people plan earlier rather than wait for crisis
- **Right home, right place**
Age-friendly housing within connected neighbourhoods
- **Joined-up leadership**
Housing, health, care, planning and local government working together
- **Older people shaping the answer**
Co-production, inclusion and recognition of diversity

New purpose-built housing is a solution..

Housing21

- UK **under-supplies** specialist older people's housing
- **Purpose-built** extra care & retirement living unlocks the system
- Supports rightsizing and frees up **family homes**
- Improves **independence**, **wellbeing** and community **connection**
- Reduces pressures on **hospitals**, adult social **care** and support **services**



Taking this further - Cohousing – 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





**A changing
political
landscape will
impact..**



Time to practice what we preach...?

- **Think longer**
A national 10 to 20-year vision
- **Invest differently**
Value prevention and wider system benefits, not simply unit numbers
- **Act locally**
Co-produce with older people and build around the strengths and needs of place



The question is not whether better housing improves later life.

It is why we have still not made it a long-term national priority.



Thank you for listening!