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Promoting and marketing Extra Care Housing

The range of materials which market extra care vary widely in medium, quality and length, regardless of who is the provider. However, local authorities generally tend to offer less information and simply provide factual statements rather than trying to 'sell' schemes to potential tenants. The following checklist provides a range of issues to consider for those whose task it is to promote extra care housing.

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1) Within the introduction of the marketing materials, is it clear ...	YES	NO	Examples ⁸³
<ul style="list-style-type: none"> • What the information is supposed to achieve, eg, to help you to decide? • Why extra care housing would be a good choice? • Where to go to find out more? 			<p>You may want to consider the following advantages if you are thinking about a move into extra care housing:</p> <ul style="list-style-type: none"> • You have your own home, front door and living space. • You can choose to rent or buy, depending on your resources and current needs. • If you rent you have an assured tenancy, which means you have certain rights under housing law as a tenant; this distinguishes it from care homes where residents do not have tenancy rights and are licensees only. • You are able to keep more control over your money and what you spend it on. • You have privacy as well as choice about how much you mix with the other residents. • You are supported to maintain your independence for longer. • It may mean you don't have to move into a care home, or could reduce the time you need to live in a care home in the future. • If you buy a property you also remain an owner-occupier and have an asset.

⁸³ These anonymous examples have been drawn from a wide range of sources across the private, public and voluntary sectors.

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2) When describing the provider of the service do the materials outline ...	YES	NO	Examples
<ul style="list-style-type: none"> • Who they are? • Their background in delivering extra care housing? • Their ethos/philosophy? • Their expertise and experience of the management team and staff? • Their key partners in delivery? • Their financial strength? • Their long term plan? 			<p>We have a long track record of providing homes for older people. We focus on creating living environments that will give you greater independence with support when you need it.</p> <p>What's great about our extra care developments is they have been designed to adapt to your changing needs. You could move there and just get help with shopping or dressing for example, but as you get older and your needs change, you can tap into a range of high-level care services.</p>
3) When describing extra care housing and what it offers is there a clear outline of ...	YES	NO	Examples
<ul style="list-style-type: none"> • The concept: what is it, who is it for, who is it not for? • The eligibility criteria: age, needs, geographical? • How housing with care works? • How it can meet progressive needs: of both the individual and their partner? • Its services and support? • Meals, laundry and shopping? • The ethos of and activities within schemes? • The social life on site and in the surrounding community? 			<p>Extra care enables you to live independently in your own spacious and modern property with the reassurance of care and support from a 24-hour on-site team of professionals. We pioneered the development of extra care in 1989 and are one of the leading providers with more than 50 developments across England.</p> <p>Our high quality and award winning developments typically range between 30 and 80 one and two bedroom self-contained flats and bungalows providing total privacy, security and independence. Some developments offer properties for shared ownership or home ownership.</p> <p>They may also offer 24/7 staffing, a restaurant, a lounge/conservatory, a coffee bar, a salon and treatment room, a laundry, guest suites, security, lift access, activities and attractive landscaped gardens. There will also be a dedicated minibus for day trips.</p>
<ul style="list-style-type: none"> • Fixtures and fittings, what's included, and what do individuals bring?` • Access, mobility parking, and how to get out and about? • How it affects individuals current family (including pets)? 			<p>There are 19 one-bedroom apartments which offer the enviable combination of spacious accommodation with modern conveniences to enable comfortable retirement living.</p> <p>Incorporating the latest design features, the apartments are built to 'Lifetime Homes' or locally agreed standards. This ensures that they are suitable for</p>

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<ul style="list-style-type: none"> • What sort of life individuals can expect including how it will meet cultural needs? • How people can get involved in the running of the scheme? • Benefits advice (where appropriate)? 			<p>people of all ages and have the flexibility for changing physical and cognitive needs. Some of the many useful features include oversized windows, and sockets and light switches which can be easily reached by wheelchair users. In addition, the apartments are able to accommodate aids and adaptations, if required.</p> <p>Each property includes the following:</p> <ul style="list-style-type: none"> • Large lounge/diner • Modern kitchen • Double bedroom • Bathroom with level access shower for ease-of-use. This can be accessed from the hall or bedroom. • French door opening on to a small balcony, 'Juliet-style' balcony or patio. • Ample storage space.
<p>4) When outlining financial details and types of tenure, do the marketing materials provide an overview of ...</p>	<p>YES</p>	<p>NO</p>	<p>Examples</p>
<ul style="list-style-type: none"> • Prices/rent? • Lease purchase? • Guide to fees and capital costs? • Lease transfer and charges? • The breakdown of service charge, community fee, other charges and living costs? • Rent models and affordability? • Rent to buy options? • Shared ownership? • Future resale? 			<p>Properties are available for purchase, part-purchase (referred to as 'shared ownership') and rent. This means that there are options available to suit various financial circumstances. The prices for each property type are listed below and are based on properties with full balconies.</p> <p>Sample price: £165,000 Cottage £140,000 Apartment – two bedroom plus £130,000 Apartment – two bedrooms £120,000 Apartment – one bedroom</p> <p>It may be possible to part-purchase a property owning a share of between 10% to 90% and paying a rent on the remaining percentage. When you leave, we will buy back your property within 14 days of it being vacated and guarantee to pay the original value that you paid, even if the market value has reduced.</p> <p>Each household will also pay a Management and Maintenance Charge of £17.60 per week, Service Charge of £32 per week, and a Support Charge of £20.10 per week.</p> <p style="text-align: right;">></p>

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			<p>Rent (Tenancy): £92.80 per week Cottage £87.80 per week Apartment – two bedroom plus £85.70 per week Apartment – two bedrooms £77.80 per week Apartment – one bedroom</p>
<p>5) When providing an overview of the accommodation on offer is there good information on ...</p>	YES	NO	<p>Examples</p>
<ul style="list-style-type: none"> • The range of accommodation by site? • The communal facilities? • How to secure a property (rent/purchase); waiting list; priority arrangements? • Who to contact, including contact details? • Removals and assistance? • Guest accommodation? 			<p>Who is eligible? This will depend on your council's allocation policy, but generally you must:</p> <ul style="list-style-type: none"> • Be aged 55 or over. • Need supported housing. • Need personal care. <p>An applicant's circumstances are carefully considered and decisions are made on the merits of each case.</p> <p>How to apply? Applications for our extra care housing are dealt with by the local council's social services department. We can put you in touch with them."</p>
<p>6) Do the marketing materials include a site plan which shows ...</p>	YES	NO	<p>Examples</p>
<ul style="list-style-type: none"> • the location of and directions to the development? • the overall site plan? • the location of individual properties? • photographs – montage of activities? • the environs of the scheme – what is the local area like? • the facilities available? 			<p>Our development is just a short distance from the heart of the city centre, with a host of well known brands on the high street, shops, cafes and restaurants, all on your doorstep. Getting around is easy too. There's bus services to all the towns and villages in the area, and the railway station offers good links for exploring the region.</p> <p>We have produced an animated DVD to give you a flavour of how the retirement village looks and the type of modern, comfortable accommodation and facilities on offer. The film includes a virtual tour of the exterior aspects of the site; a walk through the internal village street, where the main communal facilities are located; and the interior of a typical two-bedroom apartment.</p> <p style="text-align: right;">></p>

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7) In terms of style and accessibility, do the marketing materials ...	YES	NO	Examples
<ul style="list-style-type: none"> • focus on individuals making a positive choice? • set out information in question and answer format – speaking to the individual and their representative, pre-empting worries and concerns? • make use of quotes/ feedback from people's experience to bring the scheme alive? • include further contacts? • make clear what different formats and languages the materials are available in? 			<p>Mr R lives in an extra care scheme. Before moving in a year ago, he lived alone in his own house and sometimes days would go by without him meeting anyone. Although in regular contact with his son and family, they lived in Scotland so he didn't see them very often. When Mr R's social worker assessed him for an extra care flat, he wasn't sure at first but after visiting a nearby scheme he was soon looking forward to getting settled in his new home. Now he's settled in and keen to let other people know what it can be like in extra care ...</p> <p><i>"It's great living here because I can be as independent as I want and there's always something going on. If I want to meet up with other people in the lounge I can, other days I prefer to do my own thing. I don't feel lonely. The staff all know me and make sure I'm getting on all right."</i></p>