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## Marketing retirement housing as aspirational and not a sign of crisis

Retirement living white paper overview



It is estimated that substandard housing costs the NHS **£1.4billion every year** - unsuitable housing including issues with cold, damp, and hazards causing trips and falls are exacerbating poor physical health and contributing to poor mental health.

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Despite the availability of retirement housing stock that could delay the need of entering residential care (typically costing the state and families between £27,000 and £55,000 per year) there appears to be **hesitancy from the public to move from family homes that do not appropriately meet their needs.**

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Is this due to perception, or simply a lack of knowledge?

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# The research



YouGov survey of  
**2,000 consumers**  
across the UK



Mirror survey of  
**over 100**  
**providers** of  
housing for older  
people

## Our steering group...

Our aim was to bring together key players in the later living sector to:

- Tackle the lack of public understanding of the options and benefits of later living
- Improve the perception of later living, nationally
- Redefine and reenergise interest in later living
- Raise the profile of later living and combat negative association and language use
- Work towards a consistent use of language to describe the services and properties offered across the industry
- Set up a government-led advisory board for older people – improving understanding of options and language around services and property options available

Founding members include representatives from



# Key research findings



Five key areas  
of focus....



Tackling  
perception



Understanding the  
benefits



Who to  
target



How to  
target them

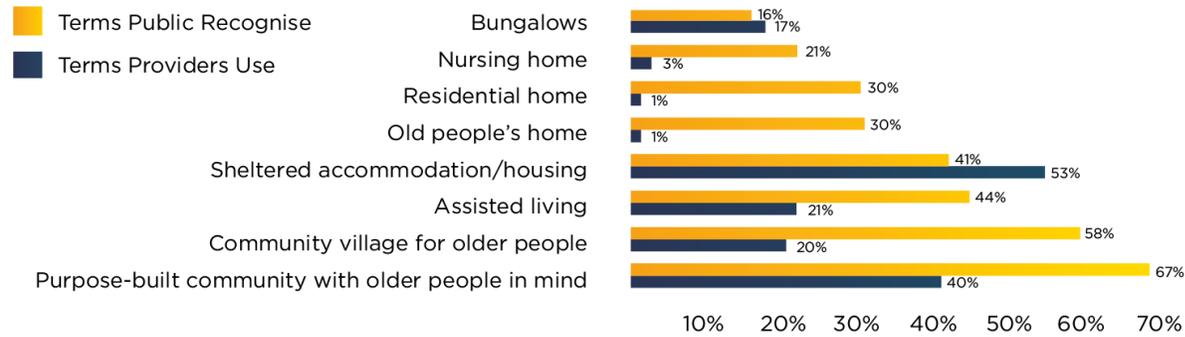


Consistency of  
language

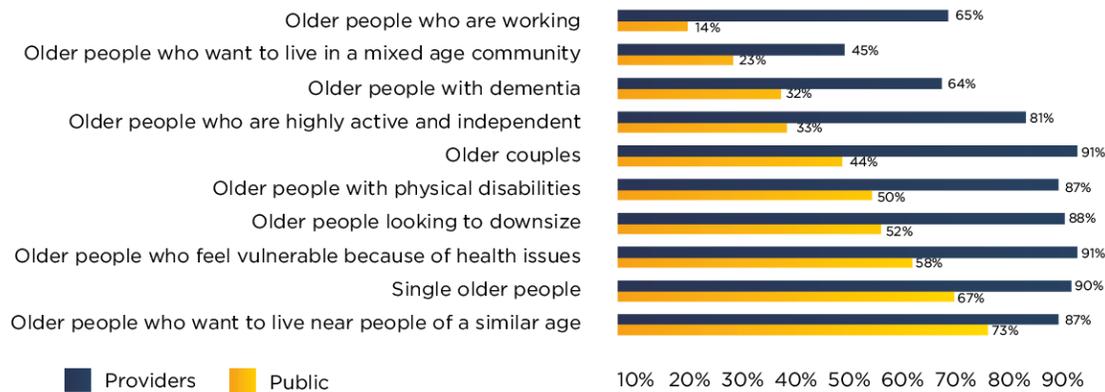
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# Tackling perception

Which, if any, of the following words or phrases do you think best describe a retirement housing scheme?

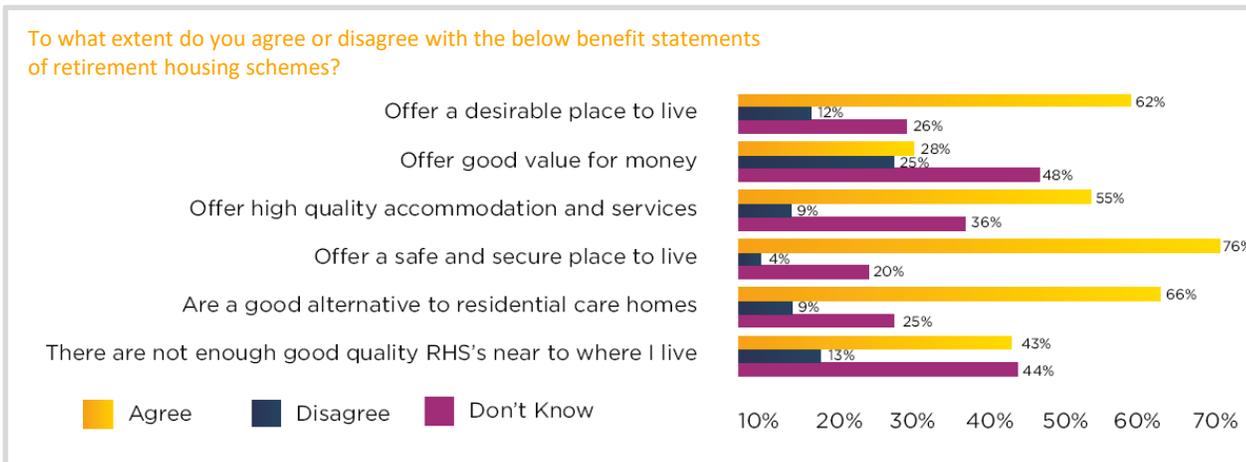
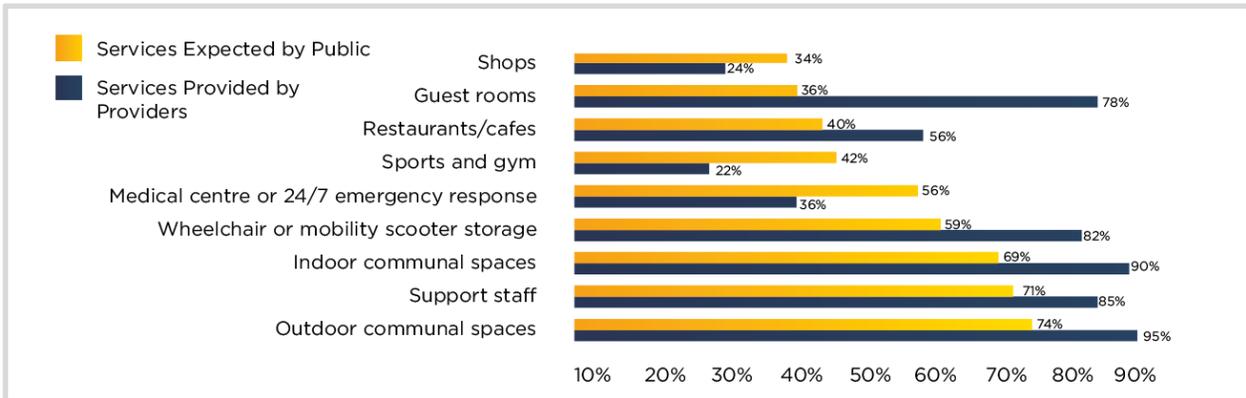


Which people, if any, would benefit from living in a retirement housing scheme?



- 1 in 3 members of the public believe retirement housing schemes to be synonymous with Old People's Home, and 1 in 5 equate them with nursing homes. This confusion is likely tarnishing the public's perception – especially since Covid mortality rates
- Public were mostly likely to assume that retirement housing schemes are best suited to single older people with health issues – reinforcing negative stereotypes. And the wider sector has negative perceptions too – that it's not a profitable market

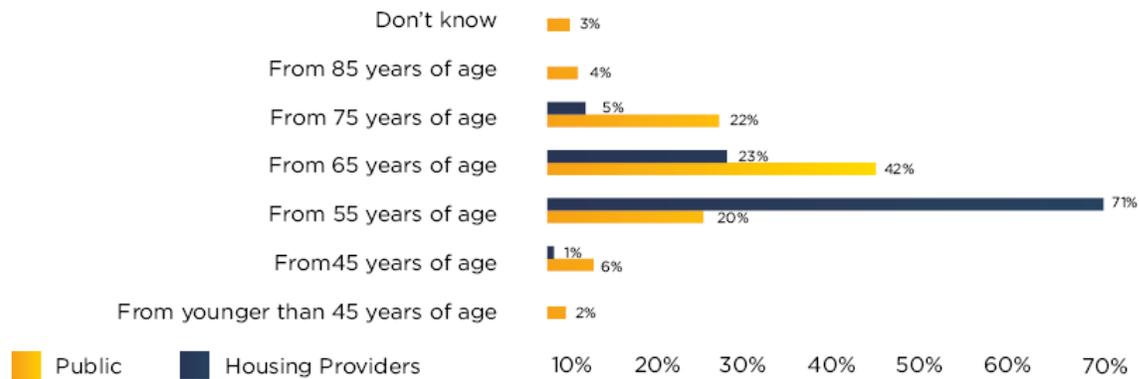
# Understanding benefits



- There is a disconnect between what providers provide and what the public expect/or believe to be provided
- Location and care provision were the top influencing factors for the public to consider retirement housing – but influencing factors varied dependent on the demographic (ABC1 vs C2DE). Middle class more likely to be influenced by leisure facilities for example.
- Tenure options were also unclear to the public. Not many were aware of affordable/social rent (less than 30%)

# Consistency of language

Which age, if any, do you think someone can be considered an older person?

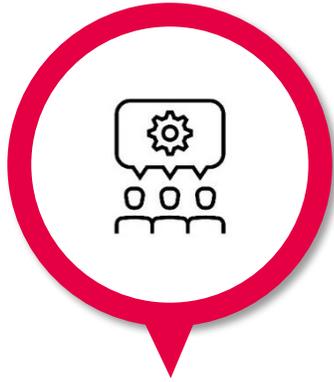


- Data shows the older you get the older you think an older person is. So targeting at 'older people' in marketing could be putting people off as they think it's not relevant to them. Go for benefits-led instead
- Descriptors are not consistent for retirement housing schemes. The industry has too many different terms which may be confusing the public

# What next?



## Continuing the conversation...



The public needs help to better understand what retirement living is, what it can be and the benefits that come from it



We need to improve the disconnect between what the public wants and what providers believe they want



There needs to be more positivity around the sector and the rewards across the whole of society in building more age friendly accommodation

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