



CollaborAGE: Innovative mainstream and specialist housing solutions

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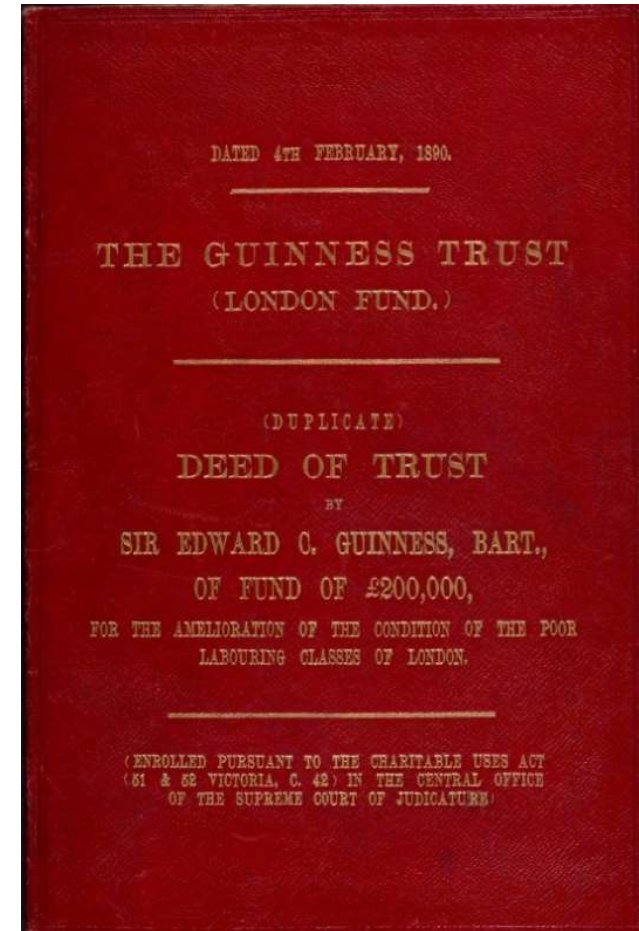
**great service, great homes  
a great place to work and a great business**

## The Guinness Partnership

In 1890 we were set up for “the amelioration of the condition of the poor labouring classes of London”.

“In the new Guinness buildings... each family will be supplied with every convenience, and each suite of rooms will be abundantly supplied with the prime necessities of life: air, water, heat and light.”

South London Press, 14 March 1891



## The Guinness Partnership

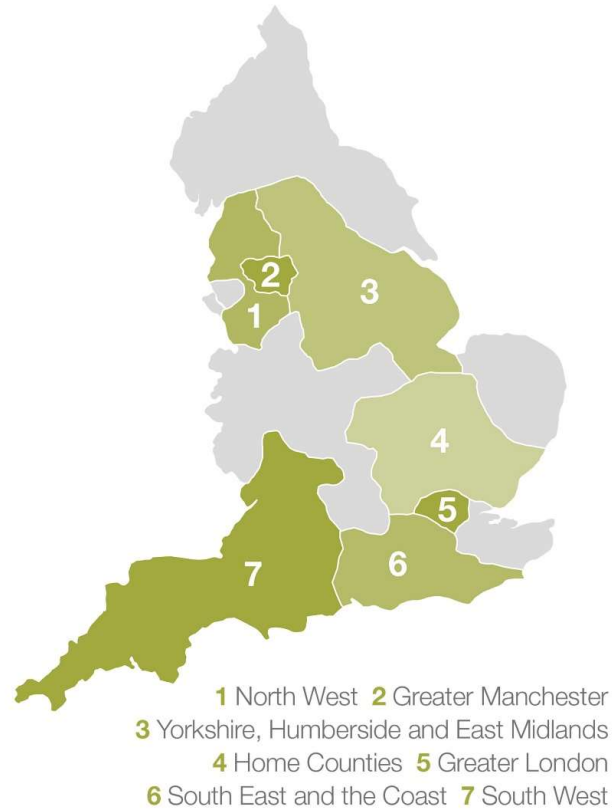
- The Guinness Partnership is a housing association with 64,000 homes, operating in around 130 local authorities across England.
- We invest over £2m annually in communities, supporting local charities and providing support and opportunities for our residents around jobs, skills and more.
- We still exist “to improve people’s lives and create possibilities for them”.



## Our geography today



**64,500 homes**



## Specialist housing

|                                | Owned +<br>Managed by<br>Guinness | Owned by<br>Guinness but<br>Managed By<br>Others / Agency<br>Managed | Guinness Manages For<br>Others (Guinness do<br>not own) | Total         |
|--------------------------------|-----------------------------------|--|---|---------------|
| General Needs                  | 45,060                            |  |   | 45,060        |
| Housing for Older<br>People    | 7,795                             |  |   | 7,795         |
| Supported                      | 245                               | 532  |   | 777           |
| Supported - Affordable<br>Rent |                                   | 49   |   | 49            |
| Care                           |                                   | 54   |   | 54            |
| Shared Ownership               | 6,687                             | 48   | 1   | 6,736         |
| Leasehold                      | 3,481                             | 151  | 96  | 3,574         |
| <b>Total</b>                   | <b>63,190</b>                     | <b>1,011</b>   | <b>303</b>  | <b>64,504</b> |

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## What we know

We know there are approximately 750,000 homes for later life and a population of 12 million aged 65 years and over...(The Times Health Commission Feb2024)

We know there is a national shortage estimated to be 400,000 homes by 2035 (Housing LiN/LGA)

We know that specialist housing costs more money to build in a climate of increasing financial constraint for house builders. This is compounded because it takes longer to plan, build and fill.

We know that there are a growing number of older people living in the private rented sector with no security of tenure at a time in their lives when their income is diminishing - estimates from Abbeyfield suggest 500,000 older people living in PRS.

We know that there needs to be a relaxation of grant conditions and nomination agreements across the country to make it easier to create mixed communities that have shared facilities used by everyone.

We know that there is a call to relax planning laws to provide more scope to develop innovative specialist housing.

We know that the All-Party Parliamentary Group on Housing and Care for Older People has been organising an inquiry on the [regeneration of outdated “sheltered housing”](#). Feedback is due at the start of March.

## Solutions - intergenerational housing , why do it?

Isolated age specific communities can only go so far in meeting the needs of an aging population.

Loneliness and isolation can erode good health outcomes, and traditional funding through rents and service charges often doesn't cover the additional support needed to really embed a positive community culture.

Guinness has partnered with InCommon at one of our London schemes for a number of years. It has been a really positive experience that has extended beyond the scheme with our residents building relationships with the children who attend the local school - saying hello at the shops, bumping into each other at the park and having a conversation...



## Solutions - intergenerational housing , why do it?

### Outcomes of LaST

One of the main objectives of the project is to tackle ageism and stereotypes about older people. The main question we ask the children *before* and *after* the project is: “What words and/or what pictures come into your mind when you hear the words ‘older people’”?

- **Their responses before the project began:**

Walking stick, false teeth, bingo, knitting, tea dances, reads the newspaper, thick glasses, snoring/sleeping a lot, grandparents, wrinkles, white/grey hair, lived a long time and they know more, wars, poor people, homeless, care homes, wise people, great people, boring, smart.

- **Same question at the end of the project:**

Someone who is intelligent. Someone who has a lot of life experience. I’m more confident in talking to older people as they are exactly the same as us. They are kind, wise, maybe not physically able, but very bright and intelligent. They are also cheerful and sweet.



Learning and  
Sharing Together



## Solutions – intergenerational housing, why do it ?

As a sector, we need to find ways of providing good quality housing that can respond to the needs of an aging population.

What do we need to do to make intergenerational and /or co housing more attractive as a development product ?

There is an increasing amount of research available and a list of developments that can be found @Housing LIN, and the phase ‘CollaborAGE’ being coined to describe a time where ‘central and local government, house-builders and others are working with older people to provide homes they want to live in. Homes that are situated within thriving, inter-generational communities’



## Solutions - intergenerational housing , why do it?

Large scale regeneration sites are well placed to become great examples of intergenerational living.

In Exeter, Guinness already owns a site made up of housing for people with physical disabilities and older people.

We are going to explore the opportunities for intergenerational living here...



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## Questions