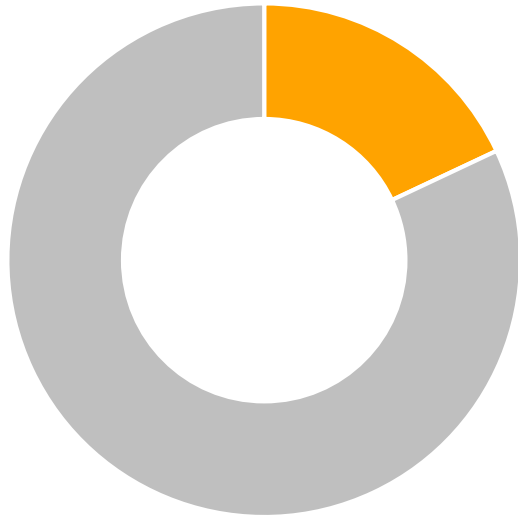


What's the right move? Should I stay or should I go?

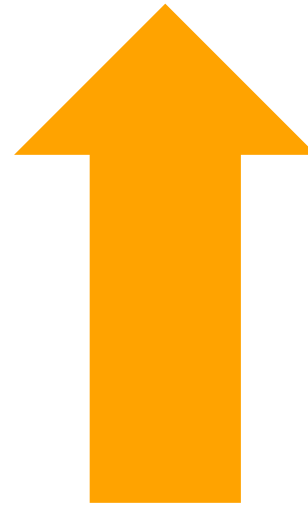
Louise Drew
Head of Building Communities



Setting the scene...



Of the UK's 66 million inhabitants, nearly **12 million (18%)** are aged 65 or above



In the next 50 years, this figure is expected to rise by an additional **8.6 million**



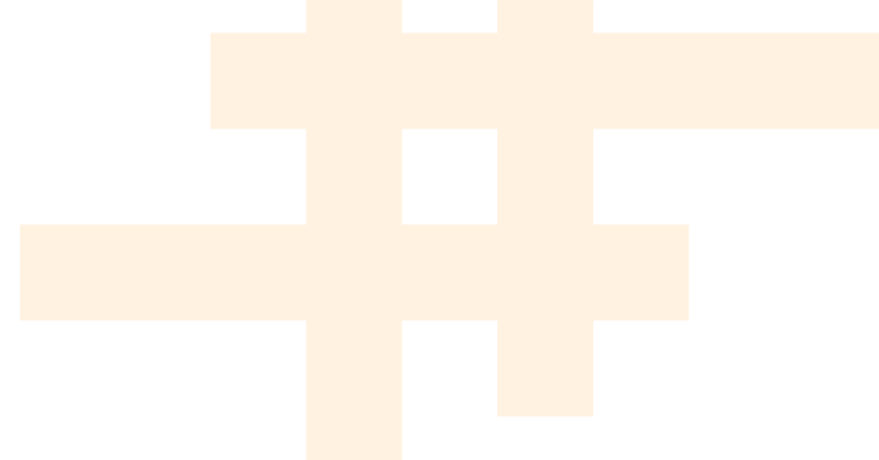
**one
in
four**

will be over 65 by **2035**

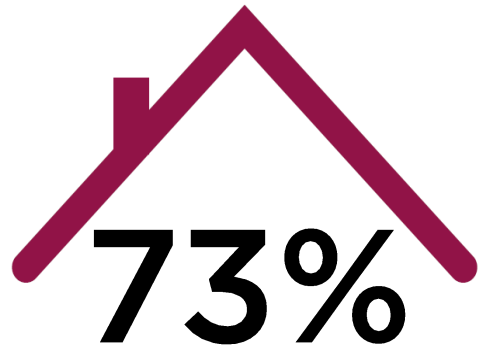
Shining a spotlight on the hidden housing market...

- In 2019, we conducted one of the most comprehensive survey exercises in the UK's later living sector
- We surveyed over 200 senior level respondents operating in the later living space, from private developers, registered providers, local authorities and care operators, right through to architects, charities and voluntary organisations
- All were united by one conviction: **a more united, strategic and ambitious approach to later living is essential in moving the UK forward**

Shining a spotlight on the hidden housing market...



Housing supply



believe the demand for later living accommodation will significantly increase over the next five years

Access to finance



are calling for more government funding incentives to bring the later living marketplace to life

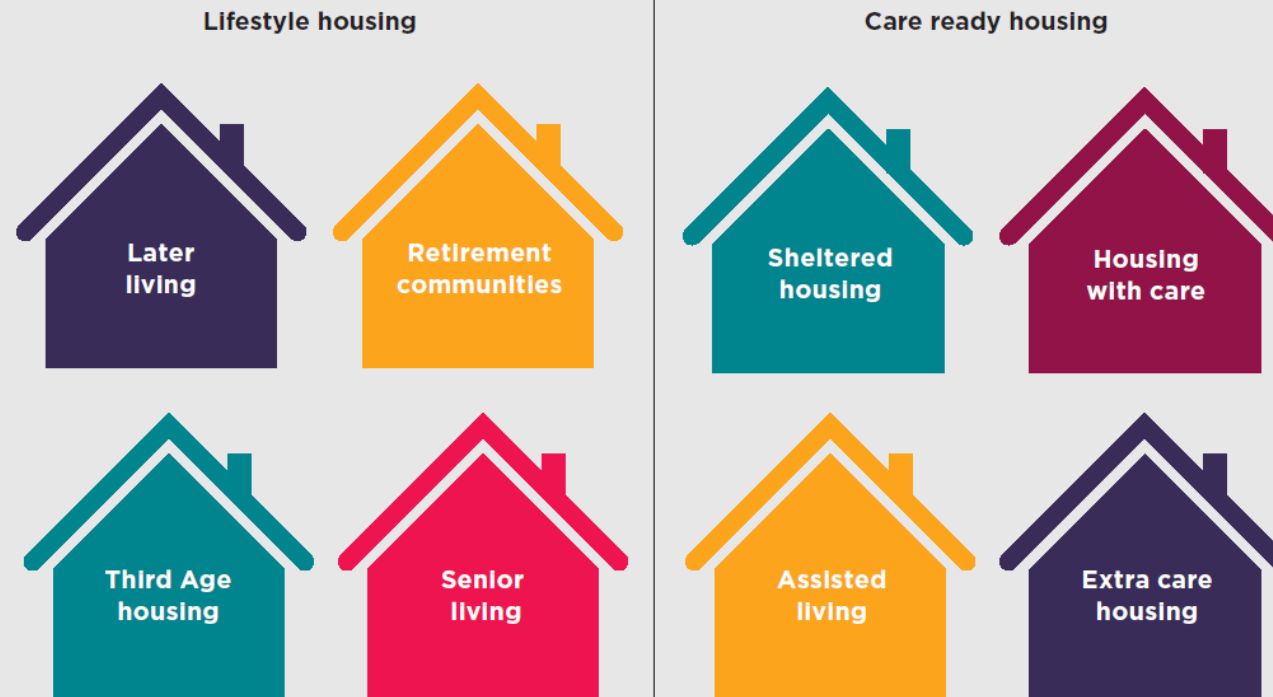
Regulation & legislation



feel that planning laws need to change to boost later living development

It's all in the name!

Settling on a definition is the first step in moving the sector forward...



What's changed in the last 18 months?

1. Planning? No real change - no government narrative for building housing for older people and LAs still divided on Class types for this type of accommodation
2. Post Covid - we've seen the real benefits of secure and well built accommodation from retirement schemes of all types in terms of keeping deaths to a minimum and negating loneliness as best as possible. A greater appetite to build more.
3. Design is being tweaked to make it even more secure and adapt for pandemic circumstances
4. A concentration on older people's issues such as tackling ageism within the decision making process and a demand for an Older Person's Advisory Service



Launching our new research...



YouGov survey of
2,000 consumers
across the UK



Mirror survey of
over 100
providers of
housing for older
people

- The public and providers are not aligned in language or awareness of offering
- Consumers are obviously confused about the options available
- But how should housing providers invest time and resource to increase retirement housing desirability?
- Introducing our new steering group – launching January 2021

Steering group objectives...

Our aim is 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 re-energise 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**

**The UK is currently lagging
far behind, instead of
leading the charge.**

We want to change that.

Get in touch...



Louise Drew

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