

## Developing together

Housing 21 is a leading, not for profit provider of Retirement Housing and Extra Care for older people of modest means.

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We are already working hard to support local authorities across the country to increase their provision of social housing and care for older people and have a proven, successful model for doing so.

We operate in nearly **200** local authority areas, managing around **20,000** Retirement and Extra Care Living properties and providing over **42,000** hours of social care each week but we want to do more.

A graphic element consisting of three overlapping, semi-transparent blue shapes that resemble stylized quotation marks or speech bubbles, positioned behind the text on the left side of the page.

We are committed to development and will build an additional **2,310** properties by 2022, increasing year on year until we reach **1,200** properties per annum from 2025 onwards.

# Why work with us?

As a registered provider, we are one of the largest developers of specialist housing for older people and the largest provider of Extra Care housing in England.

As a charitable, not for profit provider led by our social purpose we are driven by providing high quality and affordable housing and care for those who need it most. Any profit we make goes into developing our properties and services and not into the pockets of shareholders.

We're very much in favour of the housing association model for Extra Care, and we're certainly fans of the integrated approach.

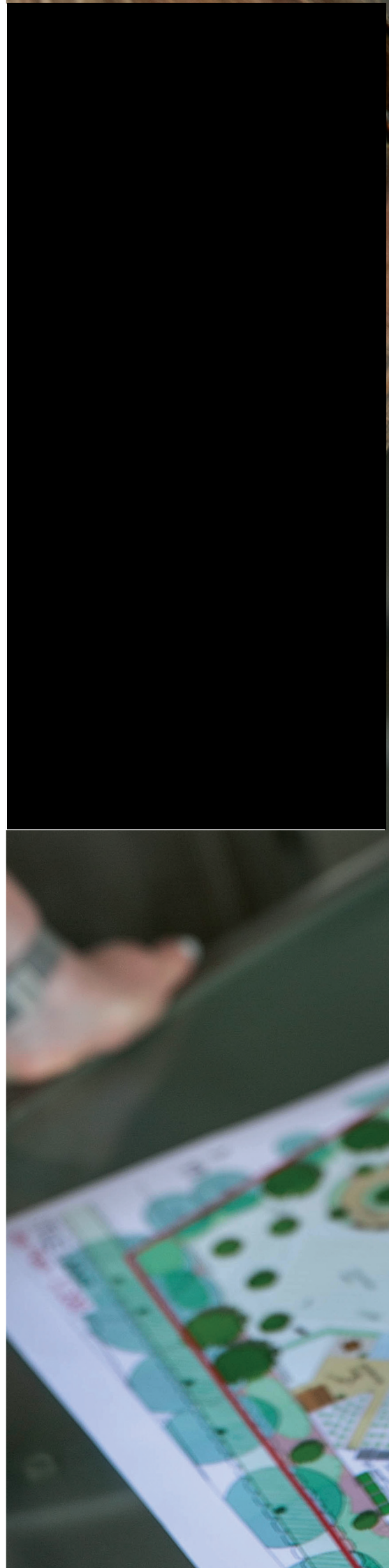
*Local Authority, Management*

We invest in our staff to ensure we recruit and retain the best people to provide the best care for our residents. Our model is proving to be effective across the country and is delivering proven health outcomes for those in our care.

We offer a positive alternative to residential care and by preference, we do this via our integrated housing management and care model. We recognise the difference living in specialist housing can make to residents, allowing them to retain their independence with support available as and when required. We also understand how simple design features can help those who may need additional support.

We worked with the Alzheimer's Society to launch the Dementia-friendly housing charter and ensure that where possible all of our properties are dementia-friendly, helping those living with dementia to live well.


We will build an additional **2,310** properties by **2022**



# We have two distinct service offers

Extra Care Living and Retirement Living

## Extra Care Living offers:

 The **privacy** and **security** of your own home – you can come and go as you please

 A dedicated **Housing** or **Housing and Care Manager**

 A **care team** on-site 24/7



All of our new schemes have 24 hour **digital call systems** linked to the on-site team enabling quicker response times in an emergency



An impressive range of **communal facilities**. Typically, there is a spacious communal lounge, a café/bistro and a hair salon. These are open to the public as we like the courts to be an important part of their local community. There is also usually a laundry room, buggy store and a guest room for visiting family and friends


It's fantastic to reach this milestone, having worked closely with our partner Housing 21 to bring forward this quality new development. Our two organisations are committed to increasing the supply of Retirement and Extra Care properties and we're proud to have brought forward more than 300 new homes together nationwide.

*Craig Currie, Managing Director of Galliford Try Partnerships West*

Results from our most recent **resident survey** show **97%** satisfaction levels from **residents receiving care** (Q1 2019).


Within the Extra Care setting we integrate the management of housing and care wherever possible to ensure the best services for our residents.

## Retirement Living offers:

 **Private** and **self-contained apartments**, designed to allow you to live independently within a community setting



**Communal facilities** including a communal lounge and kitchen

 **Court Manager:** a key element of our service is the on-site Court Manager who is there to ensure day to day life at the court runs smoothly. They are also there to help by organising any necessary repair work with tradespeople, allowing residents to have peace of mind



A 24 hour **emergency alarm** – If help is summoned the Court Manager will be alerted and come to residents' assistance. Outside of working hours the alarm is answered by a professional support service that will ensure a quick and appropriate response

# Stakeholder engagement

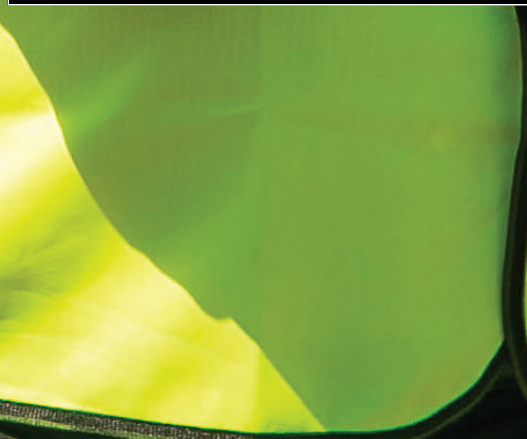
Housing 21 works with a range of stakeholders across England. We actively seek opportunities to engage with new initiatives and thinking which may positively impact on our housing and care offer.

We are committed to our core purpose, to be leaders in the provision of high quality **Retirement Housing** and **Extra Care** for older people of modest means and this is supported by a directive from our Board to grow our development pipeline significantly.

# Financial resilience

With our roots going back to 1921, over time we have developed robust governance structures and a financial resilience that is reflected in our top governance and viability gradings by the Regulator of Social Housing (RoSH) and 'A' rating by Standards & Poor's (world leading credit rating agency). Financially stable, we are able to support our growth ambitions with a strong funding profile.

We are committed to developing at least **1,200** units per annum from **2025** onwards funded by a **£300m** bond issue and are currently investing over **£135m** (2017-21) in our existing stock to bring all of our properties to the modern standards that our residents expect from us.



# Development Brief

## Extra Care

Typically our Extra Care sites are around 1.5 - 2.5 acres and support development of around 70 - 90 apartments.

Our preference is for a serviced roadside site with all utilities. Ideally they will be within an established community and near to local facilities including shops, GP, other primary care facilities and public transport for both residents and potential staff.

We aim to make all our new developments dementia-friendly environments incorporating the HAPPI principles wherever possible.

In both circumstances, we are keen to consider innovation and welcome discussions on Modern Methods of Construction and innovation through procurement that will improve speed of construction, improve value and the quality of the end product.

## Retirement Housing

Our Retirement Housing brief requires slightly less land than Extra Care at around 0.75 - 2 acres. Our ideal option is to be able to develop around 40 - 70 retirement living properties in a scheme.

They are designed for independent living, to be safe and secure, located close to local shops, town centre and essential amenities, including transport. Again our preference is for a serviced roadside site with all utilities. Internally, there needs to be informal seating areas for resident socialising opportunities, manager facilities and a secure buggy store.

## Structure of any development deals

We are flexible in our approach to how the legal structure of a property deal can be delivered. We have undertaken development in many different ways from package deals, turnkey development, a land and build approach, traditional local authority procurement competitions and off-market approaches to land owners.

## Planning status and conditions

We believe our Extra Care schemes should be developed in line with the C3 use class definition of development (dwelling house) rather than C2 (residential home). However, we can work with C2 use where required. As a registered provider we are Community Infrastructure Levy exempt and need to build the process for claiming that exemption into our timelines for delivery. Given that our product is, in the main, an all-affordable product, we would look to discuss how we can mitigate against the majority of s106 requirements that would be imposed on a developer look to agree early our position on nomination rights with each Local Authority directly.

This whole project has been carefully considered from day one. From identifying a suitable site in Helmsley to meet the local needs for Extra Care housing and services, to ensuring the design of the development and the materials used complement the existing surroundings.

*Paula Broadbent, Retirement Solutions Director at ENGIE*

If you are interested in working with us or finding out more, please contact [development@housing21.org.uk](mailto:development@housing21.org.uk)

# Who we are



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Regulated by the Social Housing Regulator Reg. No. L0055  
Community Benefit Society FCA Reg. No. 16791R

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We invest in people Gold