

For housing and care professionals

EAC
IN FOCUS

An electronic copy of this publication, containing links to all the resources mentioned in it, can be found on the EAC www.HousingCare.org website.

May 2008

Announcing FirstStop Advice

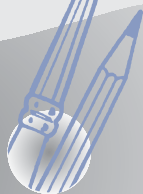
EAC, Counsel and Care, Help the Aged and NHFA join forces to launch a brand new UK-wide information and advice service on care and housing for older people. Full story inside



Superior data on retirement housing and care homes

Hometrack, the housing intelligence business, enters into an agreement with EAC to provide developers and providers with superior data. *More inside*

Over 60s
Art Awards
2008



Joan Bakewell will front the popular competition for older amateur artists. Housing and care home providers to encourage their residents to participate. *See backpage*

National Strategy for Housing in an Ageing Society

New strategy endorses the EAC Quality of Information Mark and highlights the crucial role of advice and information on housing for older people. *See inside*



FirstStop Advice

A brand new service for older people and their carers

Later this year, EAC will launch a pioneering advice and information service in partnership with Counsel and Care, Help the Aged and Nursing Home Fees Agency.

The service will provide a single phone number and website through which older people and their carers can access quality advice and information about care and housing options. A test service has started, which will be promoted cautiously in the run-up to a media/PR launch in August/September.

FirstStop setup costs were met by the partners, and a grant from the Big Lottery Fund has enabled us to begin piloting the service. Our contacts with a number of potential sponsors and funders indicate that half the projected cost of delivering the new service nationally could be met from non-statutory sources. Discussions with Government about meeting the other half have been encouraging; all major departments are now committed to a joined up approach to information about housing, support, care and finances, as championed by Communities and Local Government in its recently launched *Strategy for Housing in an Ageing Society*.

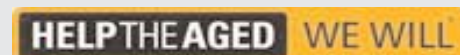
However the new national service is only half the picture. We see it linking to and supporting other recent or ongoing initiatives, including DWP's LinkAge Plus one-stop-shops for information and services for older people and DH's Partnerships for Older People Projects. And we aim to work with local authorities and their partners to support the delivery of services that address local needs and priorities and are able to provide the face-to-face contact, practical help and advocacy that the national service cannot. Early pilot work will involve several local authorities, local Age Concerns and home improvement agencies.

The service will provide advice and advocacy on choices and rights in the following areas:

- *Care and support*
- *Accommodation*
- *Money and benefits*
- *Rights to redress*



Exning Court, Extra care housing scheme in Suffolk



EAC's services within *FirstStop Advice*

Within the new service *FirstStop Advice*, EAC will be able to deliver as dedicated and professional a service as they do at the moment, but with more flexibility and to a much wider public. They will be able to refer clients seamlessly to other specialists within the partner organisations. A shared CRM (*customer relationship management*) system will ensure that clients will never have to give any information twice and advisors will have access to just the information they need.

FirstStop Advice aims to develop partnerships with local agencies to ensure that those needing a face-to-face service can easily access it. The service will also develop relationships with lawyers providing expert advice on the Community Care Act, Disability Discrimination Act and Mental Capacity Act and other relevant legislation.

Contact: EAC: John Galvin, Chief Executive, john.galvin@eac.org.uk, 020 7820 7867

HOMETRACK, the housing intelligence business, has entered into an agreement with EAC to provide data on care homes and retirement housing for older people.

The *National Database of Housing for Older People* was launched in 1993 but the data it contains goes back to 1940. It charts the growth of the sector and will form part of Hometrack's online Housing Intelligence system. Updated monthly, the EAC data will provide developers and others planning to move into this area, with a valuable insight into the sector and the feasibility of prospective sites and developments.

"The strategic planning of housing and services has assumed critical importance"

Hometrack's Housing Intelligence system comprises some 1.5 billion rows of data, is used by developers to identify the optimal locations for development, evaluate the viability of potential sites and provide the evidence base for planning

negotiations and to identify areas of demand for new housing.



Rupert Mackay, Commercial Director of Hometrack comments, 'The EAC data combined with



Hometrack's own Housing Intelligence data, presents a powerful decision making tool for anyone working in the retirement housing or care home sectors. With the help of EAC, the information now held by Hometrack on these sectors really is unrivalled.'

John Galvin, CEO of EAC adds, 'The strategic planning of housing

and services for older people has assumed critical importance as our population ages. And the increased numbers of older people, coupled with their higher expectations and in many cases increased wealth, has opened up new opportunities and challenges for providers. Since its launch, EAC's database has been used as a planning tool by many landlords, managers and developers, but its incorporation into Hometrack's Housing Intelligence system has created a uniquely comprehensive and indispensable source of information for this expanding sector.'

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EAC: John Galvin,
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National Strategy for Housing in an Ageing Society

The Department for Communities and Local Government (CLG), along with DH and DWP, have flagged the importance of EAC's *National Database of Housing for Older People* to planning new housing provision for older people.

Lifetime Homes, Lifetime Neighbourhoods, A National Strategy for Housing in an Ageing Society, launched by Hazel Blears MP on 25 February 2008, advocates a new positive vision for specialised housing for older people, encompassing aspirations and lifestyles and offering more choice and higher standards. And it endorses EAC's recently introduced **Quality of Information Mark (QI Mark)** as a way of encouraging and helping providers deliver better information to the public about all forms of retirement housing.

Since its launch last December, the QI Mark has been awarded to nearly 1,500 schemes, and we hope CLG's endorsement will persuade more



A new future for specialised housing for older people

providers and managers of its importance. We would like to see every sheltered, retirement and extra care scheme receive the EAC QI Mark, and join us in celebrating the variety and quality of provision that already

exists. Our popular website www.HousingCare.org delivers QI Marked information about your schemes to thousands of users every day, and the FirstStop initiative (see previous page) will greatly increase the reach of the 'housing options' service delivered by our Advice Line.

The easiest way to acquire the EAC QI Mark is to read about it and follow the instructions at www.housingcare.org/eac-quality-of-info-mark.aspx. The process is FREE and simple enough; it is mainly a matter of printing questionnaires, completing/amending them by hand and posting them back to us.

Questionnaires are available by post by contacting
alex.billeter@eac.org.uk or calling 020 7820 1682.

Download a copy of the National Strategy at www.housingcare.org/information/detail-2966-.aspx.



ELDERLY ACCOMMODATION COUNSEL

A national charity providing information and advice on all forms of specialist accommodation and services for older people

Registered Charity No. 292552

Joan Bakewell to champion EAC Over 60s Art Awards

This great piece of news consolidates the support the EAC Art Awards 2008 have already received from three corporate sponsors:

● Earnley Concourse



Leisure interest activities and conferencing facilities

● Peverel/Retirement Homesearch



Retirement housing management and estate agency service

● Retirement Plus



Equity release products for older homeowners

Other organisations, housing and care home providers, will also sponsor special prizes.

The presence of Joan Bakewell CBE, broadcaster and writer, will help raise the profile of this well-loved national competition open to all amateur artists over 60. For the last 15 years the EAC Art Awards have attracted a large number of very talented people; some of whom have painted all their lives, and others who only took up the hobby in their retirement.

As always the EAC Art Awards will have a particular appeal to people who live in sheltered and retirement housing, or in care homes, as well as those who



attend day centres. Special prizes are designed to encourage their participation. EAC works closely with landlords, managers and home owners to publicise the event and celebrate local success.

From 2nd to 5th September 2008, over 150 to 200 works will be exhibited at a new London venue: the Bankside Gallery, near the Tate Modern. Prizes will be announced at the preview presided by Joan Bakewell and the sponsors on 2nd September. Submission deadline 11th August 2008.



Providers and managers please make sure all your residents are aware of the Art Awards; encourage them to participate.

For our posters and entry forms, please email: eac@parkerharris.co.uk or phone 01372 462190

housing21

MAKING

OLDER PEOPLE MATTER



Housing 21 lead the way in **housing, care** and **support services** for older people through unique expertise and service models:

- one of the country's largest providers of **care services**
- extra care housing at the heart of the **community**
- rented, leasehold and shared ownership **retirement housing**
- specialist **dementia** and **mental health** services
- an acknowledged leader in **PFI/PPP** and an experienced partner to local authorities in **improving** older people's services.

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