

For housing and care professionals

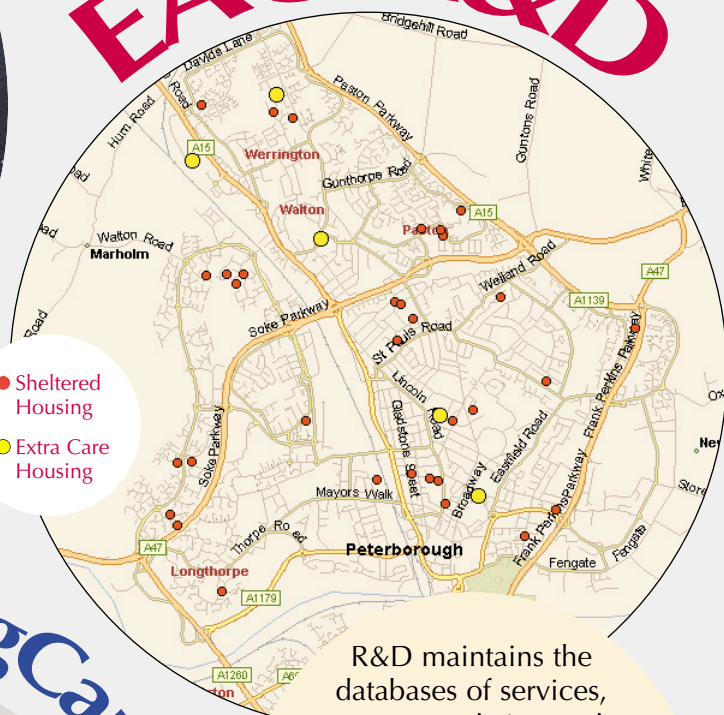


EAC Advice Line



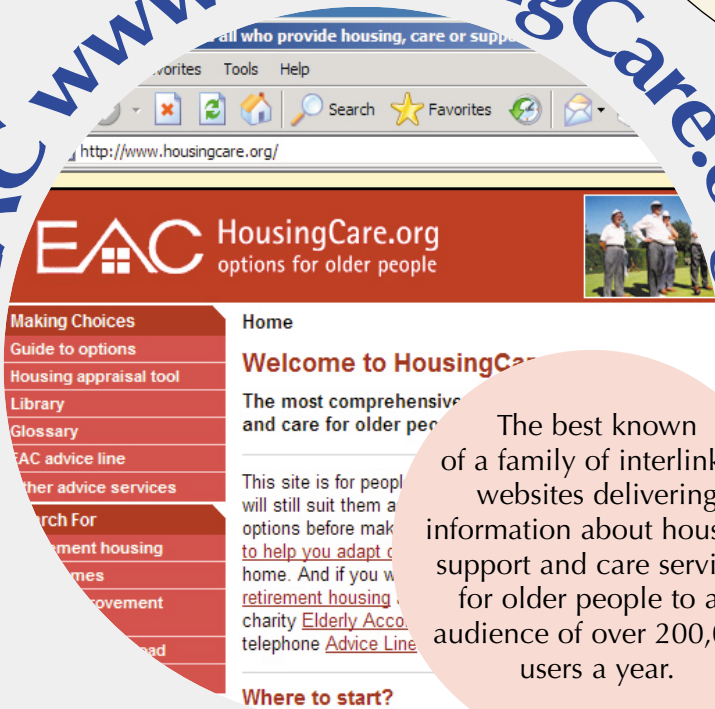
This is our information and advice service for older people, their families and carers. Its focus is housing, support and care for older people, and it aims to help them make informed choices about meeting their housing and care needs aspirations.

EAC R&D



R&D maintains the databases of services, accommodation and customer requirements that underpin our Advice Line and websites, and analyses these to understand how well existing housing and services meet older people's expectations.

EAC www.HousingCare.org



The best known of a family of interlinked websites delivering information about housing, support and care services for older people to an audience of over 200,000 users a year.

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.

ELDERLY ACCOMMODATION COUNSEL

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

Registered Charity No. 292552

Housing and care choices for older people

The people who use EAC services mainly want to find solutions to problems. Their home is becoming difficult to manage; they have become isolated from family and friends; they need support or care but aren't sure how to arrange this, or who pays. We aim to identify solutions, but often also to raise expectations:

- there are usually alternatives options to consider;
- aspirations don't have to be ditched to meet immediate needs;
- staying put can usually be made to work;
- moving home should be a positive choice, not an admission of failure.

Tools to empower older people

EAC R&D and EAC Advice Line share a keen interest in developing tools to help older people retain control by assessing their own housing and care needs and options, and/or to help advisors who work with older people. Examples to date are:

- A technique to classify care homes by the lifestyles and types of people they suit best
- Our HOOP tool, and forthcoming 'COOP' tool – aids to housing and care decision-making for older people and their families
- Ongoing work to create a new front end to www.HousingCare.org based on the scripts and 'decision trees' used by our own Advice Line advisors

EAC gratefully acknowledges the support of the following sponsors of this publication



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SweetTree SPL

If providing care is not core to your strategy moving forward, please contact SweetTree SPL as we are seeking to acquire good quality care homes. Barry Sweetbaum & Vishal Shah Tel 020 7644 9511 Email: Info@sweettree-spl.co.uk Website: www.sweettree.co.uk All enquires discretely handled



Suffolk Films is an award-winning production company producing DVDs and web TV for housing providers and organisations across the UK.

Our clients include DH, Housing 21, BBC Learning, and Brighton & Hove Council.

We've produced DVDs about living with dementia,

equality & diversity, learning disability, strategic planning and the the development of community services.

We work in close partnership with our clients, giving a voice to residents, their families, carers and housing professionals.

Contact Julia Frost on 01986 875 875 to see copies of DVDs we have produced.

See our online show reel at www.suffolkfilms.co.uk

HOUSING PROVIDERS

- Showcase your sheltered and extra care housing and advertise your vacancies on both our websites: www.HousingCare.org for the public and: www.ExtraCareHousing.org.uk for professionals.
- Commission EAC to deliver a local sheltered housing search into your website. See examples at www.Housing21.co.uk and www.Abbeyfield.com.
- An EAC local market appraisal report will help you understand the competitive environment your schemes operate in, and plan an effective advertising and PR strategy.
- ERoSH members: How can EAC help increase the impact of this year's strategic PR campaign "I live a sheltered life"?

Partnerships to reach more older people

EAC works in partnerships with others to improve the availability of good information, advice and advocacy around housing and care to all older people.

We are a founder member of the HOOP (Housing Options for Older People) Consortium of advice agencies, and of a smaller nucleus of agencies planning to launch a joint care advice service later this year. The latter involves Counsel and Care, NHFA Care Fees Advice, EAC and Help the Aged, and envisages a service reaching 1/4 million customers in 3 years time. Our goal is to deliver a core web & telephone based service that will underpin and give brand identity to an effort involving many other specialist and local services.

Sheltered and retirement housing as positive choices

Two thirds of all users of **EAC Advice Line** and **EAC www.HousingCare.org** do want to consider the option of moving home in retirement. Many come to us because our National Database of Retirement Housing is the only comprehensive source of information about individual schemes across the UK. It includes schemes for both rent and sale, and covers traditional sheltered & retirement housing as well as extra care, assisted living, retirement villages, close care, Abbeyfield houses and almshouses.



HOUSING DEVELOPERS

- An EAC site appraisal report can help establish the viability of plans for new developments and achieve planning consent.
- Advertise your developments through EAC www.HousingCare.org

New opportunities through extra care housing

In recent years, we have developed a specialism in extra care sheltered housing, in large part through our involvement with the CSIP Housing Learning & Improvement Network (LIN). We are now working within an Industry Forum to try to develop a kitemaking system for all housing-with-care that will focus first and foremost on ensuring that good quality information is available to the public to help them understand the range of models available, what they provide and what they can deliver as outcomes for individuals.

Our Advice Line is gearing up for the challenge of introducing older people, their families and advisors to the new opportunities presented by housing-with-care, whether as a lifestyle choice or an alternative to traditional residential care. We are also investing heavily in a new website for professionals, www.ExtraCareHousing.org.uk.

HOUSING ADVISORS

- How can **EAC www.HousingCare.org** and **EAC Advice Line** contribute to your own housing/ care options advice services?
- Take a look at EAC's printed national, regional and local Guides to Sheltered, Retirement & Extra Care Housing.

The quality of the information it provides is determined by how much effort providers are willing to make. Many regard it as an excellent marketing tool, update it regularly, provide scheme brochures and photos, and advertise their vacancies and sales through it.



SERVICE PROVIDERS

EAC www.HousingCare.org and **EAC Advice Line** offer unrivalled opportunities to advertise your services directly to older people and their younger relatives, as well as via housing providers, including:

- Health and social care services, such as optical services, hearing services and chiropody
- Financial services, including equity release and home reversion products
- Home moving services and part exchange brokerage
- Home adaptations and repairs /handyperson services.

Shaping services for the future

EAC R&D has an increasing impact on shaping future housing and services for older people, and we plan to develop this role further. **EAC R&D** is uniquely placed to combine a detailed knowledge of existing housing, support and care services for older people with market intelligence about what consumers want, gained through our Advice Line and websites. Our data has is used by many authorities to inform their strategic planning for older people's housing and services, including retirement housing, extra care and outreach services. We produce local supply & demand appraisals for developers of new retirement and extra care schemes, and competitor analyses to help rental providers plan the future of their sheltered stock.

STRATEGIC PLANNERS AND DEVELOPERS

- Talk to us about the information you need for your strategic planning for older people's services and housing.

Doing business with EAC to support our work

EAC is a business, as well as a charity, and we are keen to expand activities that earn income to support our work, as well as achieving our mission. We intend to build on our existing subscription services to housing providers, including:

- Supplying content to local authority and RSL websites and publications
- Advertising retirement property vacancies & sales
- Partnering providers to incorporate an independent information & advice offering into their customer enquiry lines
- Helping local authorities set up local 'housing options' services
- Identifying how we can help choice based lettings systems work fairly and effectively for older people

CONTACT US

EAC is keen to work with all providers of housing and/or care/support services to older people who share our commitment to good quality, impartial information for the public, and with service commissioners, planners, researchers and policy makers who require sound information to underpin their work. In this publication we flag a few of the ways this can happen. Talk to us . . .



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