

Report



The second annual retirement housing awards nominated by the residents - the consultation process, the findings, the winners, the celebration and more



National Housing for Older People Awards 2011

Awards originally developed with the support of



Housing Learning and Improvement Network



Legal & General

Helping to improve lives in retirement

Housing for Older People Awards 2011

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Acknowledgements

These Awards would not have been possible without the support – financial, administrative or otherwise – of a number of organisations and individuals credited on page 35.

With our thanks to Legal & General for extending their generous sponsorship of the Awards to the production of this report.



Helping to improve lives in retirement



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Preface

EAC's mission is to offer older people the best possible information and guidance to help them find and choose services or accommodation to meet their needs and aspirations.

We do this via our telephone Advice Line and our website, relying on the extensive information directories we are renowned for.

Our accommodation directory, for example, contains detailed information on over 25,000 housing schemes and developments designed for older people, as well as 13,000 care homes. We work hard to keep this information up to date through continuous surveys, pressing housing providers and managers to complete our questionnaires. We know the information is helpful, be it by the sheer number of visitors to our website, now over 13,000 per day, or feedback from the 18,000 people each year who contact our Advice Line.

Our surveys record facts about bricks and mortar, services and management arrangements, but traditionally have captured little about the experience of the residents living in these housing schemes. The nomination process we devised for the National Housing for Older People Awards begins

to provide this missing ingredient – the views of residents; 2400 last year, 3500 this year.

Residents' views have enabled us to select some the best schemes as Awards winners. Equally importantly, they enable us to analyse, interpret and offer guidance to all those involved in planning the future provision of housing for later life.

The overall message we received this year confirms what residents expressed last year – that the models of the past and present, of sheltered and retirement housing and housing-with-care, do indeed work well for them. Whilst the expectations of newer generations will, and must, shape the future, the considered opinions of so many current residents should equally convey a message of confidence about the way we have approached creating housing environments for later life over the last 60 years and more.

This publication salutes all of those involved in creating and managing a unique national asset that looks set to continue to offer excellent service to older people for years to come.

John Galvin *Chief Executive EAC*



EAC- FirstStop Advice Team



Left: Mervin Kohler, OBE, EAC Chair and Noel Shuttleworth OBE, EAC Life President

Introduction

The 2011 Awards attracted 64% more entries than last year! Nominations were received from 857 groups, involving 3,517 residents in 402 different housing schemes managed by 162 organisations. This is an amazing achievement by everyone involved; it reinforces our determination to continue working with residents, landlords and managers to achieve higher levels of participation year on year.

Background

The idea of housing awards nominated by residents was first mooted in late 2008 as an original way of reporting on the success of the Department of Health Extra Care Housing Capital Programme. This fund, managed by the Housing LIN helped over 80 authorities develop new schemes or remodel existing schemes to provide a housing-based alternative to residential care.

Early in 2009, with encouragement from the Department for Communities and Local Government, the remit of the awards was widened to cover all forms of housing for later life, to help raise the profile of sheltered housing at a time when the role of traditional wardens and scheme managers had become the focus of public debate.

The nomination process with the card game at its core was trialled and tested by several groups of residents in a variety of schemes; its format and rules underwent many changes before it was used on a large scale in late 2009 for the 2010 Awards (read more about the nomination process on page 10). This first run proved very successful with a large majority of the 2140 participating residents. On close analysis of the entries and the feedback from scheme managers and residents, it was decided that the only improvement we could bring to the formula for 2011 was to add a short note explaining how relatives, friends and volunteers can help the less able residents, in particular in housing-with-care schemes.

This year the card game performed very well again and convinced us that it had a future beyond the Awards (see page 30 Provider Reports)

Housing for later life: *From the past to the present*

Almshouses began as hospitals in medieval times and evolved by the Victorian era into philanthropic operations, providing decent homes for the urban

poor. Today there are over 2,000 groups of almshouses, providing practical and comfortable accommodation in towns and villages throughout the UK. Their designs are often beautiful, with a human scale, and they provide the inspiration for many brand new village and courtyard style retirement developments.

Almshouses also started another lasting tradition, of homes built by trade & professional organisations, and by religious and ethnic groups to look after their own people. In 2010 Queen Alexandra Cottage Homes, an almshouse charity in Eastbourne, won one of our awards.

Abbeyfield Houses. Richard Carr-Gomm, who founded The Abbeyfield Society in the early 1950s, described Abbeyfields as “*group homes that provide companionship for older people otherwise facing isolation and loneliness*”. There are now over 600 Abbeyfield Houses. One Abbeyfield house won an award in 2010, and two are amongst this year’s National Awards winners.

From the late 1950s, **sheltered housing** became the main form of housing provided by Local Councils for older tenants. The aim of sheltered housing was to foster their residents’ independence by combining well designed accommodation with neighbourly support and care.

In the 1960s Housing Associations started to build too, and by the mid 1980s we had around half a million sheltered homes.

Retirement housing. In the 1980s private house builders recognised the value of sheltered housing and there are now well over 100,000 retirement properties built for owner-occupation.

Since the early 1990s we’ve seen a new wave of building taking shape, providing a much wider range of retirement housing for a more sophisticated, affluent and long-living population. **Retirement Living** has become something of an advertising buzz phrase – but the sheer variety of what is being built should excite anyone who believes in



what retirement housing can offer, but also recognises that things must move on.

Today some residents know the joys of having a restaurant – perhaps even a swimming pool or bowling green on site. Some of them subject themselves to healthy living activities in their own gym; some live in the most beautifully designed retirement villages. For most of us these things would have been unimaginable only 20 years ago.

Alongside this renewed interest in good design and good living are attempts to address the fact that whilst we can expect to live longer, we are still likely to become more frail towards the end of our lives. So providers and managers of retirement housing have looked at ways of ensuring that older and frailer residents are properly catered and cared for. **Very sheltered housing, assisted living** and **extra care sheltered housing** are some of the newer models that have tried to do this better.

The reason for this brief history is to emphasise just how strong the tradition of specialist housing for older people is in this country – and how varied a range of models have been created to date.

Yet it's striking to note that the key ingredients of all of these models have remained constant:

- Good quality accommodation that works for us as we get older
- Safety and security
- Companionship
- Help and support when we need it

The overriding aim, too, over at least the last 60 years, has been consistent – to help residents maintain their independence, however old and frail they might become.

Crucially important as we look forward then, is to recognise that 700,000 people choose, today, to live in the retirement housing that was designed and built in the past.

Turning to the future

Two years ago the Government commissioned a report from a panel of specialists – the *Housing our Older Population Panel for Innovation*, HAPPI for short. The panel included older people, architects, housing providers, researchers and social policy people, and housing developers – and the job they were asked to do was to look into the future *and ensure that the housing we build positively reflects the hopes and desires we all have for our later lives*.

They travelled Europe in search of examples of how to do it well, and the report they produced was inspirational – for two reasons:

1. They clearly enjoyed their job – they got excited at what they saw.
2. Nine of the 24 locations they selected to visit and report on were home grown UK ones.

So, all the evidence points to the simple conclusion that retirement housing is something we do well. We have a very solid and successful base to build on, and despite the recession, we should have no doubt that the coming years will see a renaissance of retirement housing – in all its past and present forms, as well as new models we haven't yet thought of.

This is why the experiences that the residents have shared with us through the National Awards consultation and nomination process are so valuable. The residents who took part represent those 700,000 people who live in and (for the most part) enjoy sheltered and retirement housing now. We intend to ensure that the designers, developers and managers of the retirement housing of the future have the benefit of their views to help them continue to get it right.

Legal & General

Proud to work with EAC

Introduction

At Legal & General we are proud to be in our second year of working with Elderly Accommodation Counsel and with our business partners, the Nationwide Building Society, to celebrate the best that retirement housing and housing-with-care provision has to offer in the UK.

Every day matters in retirement

As a business, Legal & General aim to take a stand on the issues that matter to us as a business, to our customers and to broader society. By partnering with the third sector we can build expertise, and enhance our products whilst delivering wider social benefits.

Helping people prepare for their retirement is an important part of our business at Legal & General. We pay out over £1 billion a year to people who have saved their pensions with us.

The number of people living longer is growing which is good news for us all. According to the Office of National Statistics, by 2025 one in five of the UK population will be 65 or over. One of the challenges for us all is that in our experience most people underestimate how long they are likely to live and how much income they will need to support a comfortable retirement.

As the state struggles to deal with the extra burden placed on its resources, responsibility to ensure a comfortable retirement will revert to the individual. This is where our products and expertise can help.

So what of the next generation of people retiring? The UK is trying to understand currently how the baby-boomer generation born in the 1960's will pay for their long-term care in retirement. Many people see this as is an issue of intergenerational fairness. Baby boomers can't expect the next generation to pick up the bill. They had the benefit of the 1990's property boom but young people now are working in an environment of student grants, house price uncertainty, shortfalls in pension schemes and an ever-extending retirement date.

The issue of an affordable retirement is of national importance for generations to come. We believe



Dr Mike Smith, Legal & General, at the EAC Awards

that there is a potential here for Government, industry and organisations such as EAC, Shelter and Age UK to work together on this.

We are also collectively responsible for those retired people who face poverty in their retirement or those who have 'slipped through the net' and need a helping hand.

The Importance of the EAC Awards

And so to the importance of the EAC awards themselves. The EAC Awards in 2011 has given an ever stronger voice to residents of retirement housing, assisted living and extra care housing to recognise best-practice in design, services and well-being in retirement with more people being involved and voting with their packs and their feet. We congratulate EAC on their hard work to increase the number of people who have participated with their views in 2011.

Who are Legal & General?

We are a leading provider of risk, savings and investment management products in the UK. We were established in 1836. This means we have been in business for almost 175 years, which not only gives us credibility but it demonstrates our experience in every kind of economic climate. We currently have 6.9 million customers for our life assurance, pensions, investments and general insurance plans.

Finance plays an important role in everybody's life, and good financial companies are those that connect

with customers' lives accordingly. As a financial services provider, our customers rely on us, whether it's protecting against unforeseen circumstances, helping to save for retirement or investing money wisely so that it grows over time. Our promise to our customers is to continue to deliver what really matters to them and to help millions of people manage their financial future.

Our fund management arm, Legal & General Investment Management, is responsible for £320 billion of assets under management, with holdings accounting for over 4% of all London-listed equities (as at 30 June 2010) on behalf of their customers, and is also the UK's largest pension fund manager.

Each year Legal & General Group puts at least £2.5m into the Third Sector as a result of its employees and businesses. We are also keen campaigners on issues that matter to society. In 2009 and 2010 we have been campaigning with partners like Shelter and EAC on the issues of pensioner poverty and housing choice, with credit unions on the issue of saving and with organisations like BHF and Macmillan on issues of health. You can read more about what we campaign for at www.legalandgeneralgroupcsr.com

Graham Precey

*Head of Corporate Social Responsibility
Legal & General*

Nationwide

Investing in high quality housing for later life

Nationwide supports the provision of affordable housing throughout the UK to meet a wide range of housing needs.

In addition to having provided loan finance to housing associations for over 50 years, Nationwide is a leading supplier of mortgages to people who are buying their own homes through low cost home ownership schemes such as shared ownership and shared equity. The charitable Nationwide Foundation has also made grants available for housing initiatives and last year supported a new and innovative Community Land Trust housing development.

Nationwide currently has over £9 billion of funding committed to 400 housing association borrowers that range from small rural associations and local housing co-operatives, to regional and national housing providers. Many of our borrowers provide sheltered housing and some specialise in meeting the housing needs of the elderly. In a few cases this is on a national scale and some smaller associations meet the specific needs of the elderly in various ethnic communities.



Annette Kerlin, Nationwide, at the EAC Awards

We are delighted that many of our housing association customers have been short listed for the EAC awards and we are equally pleased that our funding is being used to support high quality accommodation and community schemes that are receiving great accolades from their elderly residents!

Mark Webster

*Head of Housing Finance, Commercial Divisions
Nationwide Building Society*

A Celebration of housing for later life



The grand reception rooms of The Pavilion at Ascot Racecourse were host to some 350 guests – a lively mix of residents, their scheme managers, their landlords, and a whole range of sponsors and other professionals.

A five minute video of the event can be seen at www.housingcare.org



Dr Mike Smith, Legal & General



Annette Kerlin, Nationwide



Residents and staff of one of the winning scheme: Hawthorn Mill, Leeds



Left: Blanche Beavan and Val Gorter



Above: Just some of the ingenious hats on display for the hat competition

The Awards Ceremony at Ascot on 3rd February 2011



John Galvin, Chief Executive of EAC welcomed everybody "We are delighted to be able to celebrate with such a wide range of winners and thank every resident who took part in the nomination process and made this day possible. These awards not only recognise excellent standards in retirement housing, but are about involving older people in shaping its future, starting with those who live in it."

*Below: The proceedings were brilliantly conducted throughout by **Jon Hammond**, Master of Ceremonies*



Each category sponsor was given a few minutes to speak and present the bronze, silver and gold awards to the 34 winners. The category sponsors and exhibitors were:

Barton Willmore, Bridge Group, EROSH, the ExtraCare Charitable Trust, Housing 21, The Joseph Rowntree Foundation, Keepmoat, McCarthy & Stone Retirement Lifestyles, Peverel Retirement, Retirement Homesearch, Wates Living Space and the Housing Learning and Improvement Network, all featured in pages 13 to 24.



*Left: **Dr Michael McCarthy** spoke about the roles of EAC and the Awards.*



*Right: Guest speaker BBC News anchorman, **Nicholas Owen**, entertained the audience with amusing anecdotes and delighted many residents by engaging them in conversation.*



About the Awards

The nomination/consultation process

The residents, their scheme managers or their landlords obtain the nomination packs from EAC.

One pack contains enough score sheets for 3 groups of 4 residents, i.e. a deck of 28 cards, 4 group score sheets, 12 individual score sheets, 1 Freepost return envelope and 1 Participation Made Easy note.

There are 2 types of nomination packs, one for standard retirement housing, and the other for housing-with-care. Apart from 7 cards, mainly about meals and care services, the two packs are identical. Shown below and opposite are the housing-with-care score sheets and cards.

The Rules - How to play

If you doubt that your scheme will win an award, this game gives you the opportunity to tell us why.

Please do not inflate your scores just to get an award for your scheme; accurate scores are far more helpful.

Members of the staff are encouraged to facilitate the game, but should keep out of earshot and not see the score sheets

- 1 3 to 6 residents play at a table (ideally 4).
- 2 Each player picks up one Individual Score Sheet.
- 3 One player undertakes to also complete only one Group Score Sheet for your group.
- 4 **Important:** shuffle the cards.
- 5 One player picks up a card from the top of the pack, reads aloud the statement on the card, and passes it around if necessary.
- 6 If the card is a **Discuss** card, the player opens a short discussion (1 to 2 minutes) to get agreement on which response to tick on the Group Score Sheet.
- 7 If the card is a **Do not discuss** card, all the players tick their own response on their Individual Score Sheet, without discussing it or showing it to the other players.
- 8 The card is then discarded.
- 9 It is then the turn of the next player, moving clock wise, to pick up the next card, to read aloud the statement, and so on...
- 10 The consultation is over when all the cards have been played.
- 11 By agreement, the players can decide to restart the game, to continue it later, or to play it again.
- 12 On the Group Score Sheet and all Individual Score Sheets, write an invented name for your group. Add the name of your scheme (Court or building) and its address or postcode.

13 Put all the Score Sheets in the Freepost envelope, seal it, write your scheme address at the back of the envelope and post it.

14 Other groups can use the cards and the additional score sheets, but must do so under a different invented Group's name.

NOTES

Please make a note for yourselves, reminding you what name you chose for your group and who were the members of the group. The score sheets can be photocopied.

where you live

<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>1 where we live</p> <p>Our building is very well located; very convenient for the shops, for walks and for public transport</p> <p style="text-align: right;">DISCUSS 1</p> </div>	<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>2 where we live</p> <p>Our building is very well designed and easy to get around</p> <p style="text-align: right;">DISCUSS 2</p> </div>	<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>3 where we live</p> <p>The number and sizes of the communal rooms meet our expectations</p> <p style="text-align: right;">DISCUSS 3</p> </div>
<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>4 where we live</p> <p>Our garden is pleasant and easy to enjoy</p> <p style="text-align: right;">DISCUSS 4</p> </div>	<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>5 where we live</p> <p>Our neighbourhood feels very safe</p> <p style="text-align: right;">DON'T DISCUSS 5</p> </div>	<div style="background-color: #DC143C; color: white; padding: 5px; font-weight: bold; writing-mode: vertical-rl; transform: rotate(180deg);">home</div> <div style="border: 1px solid #DC143C; padding: 5px; background-color: #FFB6C1;"> <p>1 home</p> <p>My home is very well laid out; it is very practical</p> <p style="text-align: right;">DISCUSS 1</p> </div>
<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>6 where we live</p> <p>Our communal rooms (lounge, dining room, etc) are a pleasure to use</p> <p style="text-align: right;">DON'T DISCUSS 6</p> </div>	<div style="border: 1px solid #8B4513; padding: 5px; background-color: #FFD700;"> <p>7 where we live</p> <p>This building makes one proud to live in it</p> <p style="text-align: right;">DON'T DISCUSS 7</p> </div>	<div style="background-color: #008000; color: white; padding: 5px; font-weight: bold; writing-mode: vertical-rl; transform: rotate(180deg);">services</div> <div style="border: 1px solid #008000; padding: 5px; background-color: #90EE90;"> <p>1 services</p> <p>The range of care services we can receive at home is excellent</p> <p style="text-align: right;">DISCUSS 1</p> </div>
		<div style="background-color: #00008B; color: white; padding: 5px; font-weight: bold; writing-mode: vertical-rl; transform: rotate(180deg);">lifestyle</div> <div style="border: 1px solid #00008B; padding: 5px; background-color: #ADD8E6;"> <p>1 lifestyle</p> <p>For those who look for it, there is a good social life - a good community spirit</p> <p style="text-align: right;">DISCUSS 1</p> </div>



About the Awards

GROUP SCORE SHEET

Housing-with-Care Consultation

GROUP'S NAME (invent): _____
 ADDRESS: _____

TICK ONE ANSWER PER CARD RETURN THIS SINGLE SHEET WITH ALL THE INDIVIDUAL SCORE SHEETS

where we live	home	services	lifestyle
CARD 1 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 1 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 1 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 1 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
CARD 2 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 2 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No <input type="checkbox"/> No individual kitchens	CARD 2 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	CARD 2 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
CARD 3 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 3 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 3 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	CARD 3 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
CARD 4 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No <input type="checkbox"/> No garden	CARD 4 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 4 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	CARD 4 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No

SEE RULES OVERLEAF

Confidentiality Note: Your score sheet will be seen only by the awards selection panel at EAC. If, as we hope, your scheme manager or its managing organisation asks EAC how your scheme was rated, they will only be given combined and anonymised results identifying overall strong and weak points.

INDIVIDUAL SCORE SHEET

Housing-with-Care Consultation

GROUP'S NAME (invent): _____
 ADDRESS: _____

TICK ONE ANSWER PER CARD RETURN ALL INDIVIDUAL SCORE SHEETS WITH ONE SINGLE GROUP SCORE SHEET

where we live	home	services	lifestyle
CARD 5 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 5 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 5 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	CARD 5 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
CARD 6 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 6 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 6 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 6 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No
CARD 7 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 7 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 7 <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	CARD 7 <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No

SEE RULES OVERLEAF

Confidentiality Note: Your score sheet will be seen only by the awards selection panel at EAC. If, as we hope, your scheme manager or its managing organisation asks EAC how your scheme was rated, they will only be given combined and anonymised results identifying overall strong and weak points.

<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>2 home</p> <p>My kitchen is very well laid out, nicely lit and ventilated, and is easy to use</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 2</p> </div>	<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>3 home</p> <p>My bathroom is pleasant and well ventilated</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 3</p> </div>	<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>4 home</p> <p>I like the approach to my front door; it feels welcoming</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 4</p> </div>	<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>5 home</p> <p>In my home I have got all the space I need</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 5</p> </div>	<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>6 home</p> <p>My home gets plenty of natural light</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 6</p> </div>	<div style="border: 1px solid red; padding: 10px; background-color: #f4a460; border-radius: 10px;"> <p>7 home</p> <p>I have a good view from my home; there is always something interesting to look at</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 7</p> </div>
<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>2 services</p> <p>The staff are always helpful and respectful</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 2</p> </div>	<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>3 services</p> <p>We are consulted when it matters, and our views are taken into account</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 3</p> </div>	<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>4 services</p> <p>The meals provided in the dining room/restaurant are excellent</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 4</p> </div>	<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>5 services</p> <p>The care staff are always available when needed</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 5</p> </div>	<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>6 services</p> <p>I find the management very responsive and helpful</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 6</p> </div>	<div style="border: 1px solid green; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>7 services</p> <p>If I wanted to, I could take all my midday and evening meals in our dining room/restaurant</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 7</p> </div>
<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>2 lifestyle</p> <p>A good range of social activities, events, entertainment and classes are available</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 2</p> </div>	<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>3 lifestyle</p> <p>We have lots of opportunities to go on outings</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 3</p> </div>	<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>4 lifestyle</p> <p>We feel we are part of the wider local community</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DISCUSS 4</p> </div>	<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>5 lifestyle</p> <p>This is a good place to make new friends</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 5</p> </div>	<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>6 lifestyle</p> <p>I enjoy taking part in the social activities and outings on offer</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 6</p> </div>	<div style="border: 1px solid blue; padding: 10px; background-color: #4db6ac; border-radius: 10px;"> <p>7 lifestyle</p> <p>This is a place where you can choose to live very privately and to 'join in' when you wish</p> <p style="color: white; border: 1px solid white; border-radius: 5px; display: inline-block; padding: 2px;">DON'T DISCUSS 7</p> </div>

About the Awards

The nomination pack - a review

In the course of last year's inaugural round and this year's second annual Awards, over 5,600 residents have used the card game and its score sheets quite successfully.

There were a handful of complaints, some about the difficulty of the nomination game, other about its 'childishness'. The nomination process has to address itself in the same language to very different groups of residents, and we must expect diverse comments such as "no-one understood the rules" or "more like an infant school game. I feel insulted". Fortunately these were rare.

We understand and have taken on board that in some situations, in extra care schemes in particular, outside help will be needed, hence the Participation Made Easy note introduced this year.

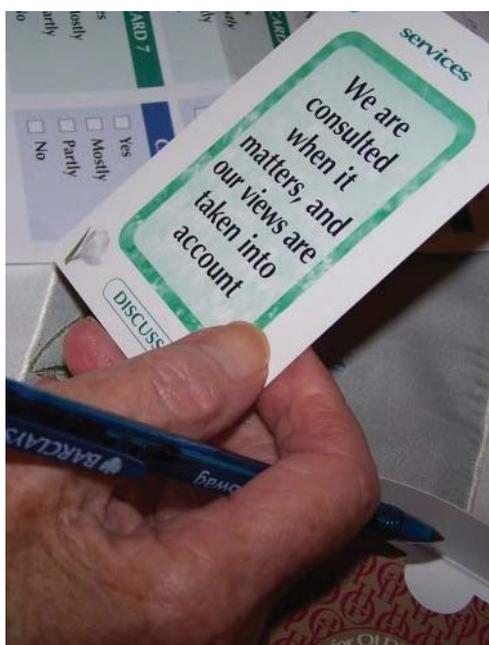
By far the most frequent misunderstanding stems from not taking in rules 2 and 3. Perhaps up to 10% of the entries were submitted with as many group score sheets (sometimes photocopied for the purpose) as individual sheets. This has no detrimental effect on the results as we simply averaged all these group scores into one group



score sheet per 4 residents. As for any game, the rules have to be understood clearly by at least one member of a group of players.

In general, the enthusiastic response, the sheer number of participants, and the care with which the majority of score sheets were completed, convinces us that the nomination process, in its present form, is working well and has a bright future.

We are now confident that the card game can also be used in consultations outside the Awards nomination process, and we are offering housing providers and scheme managers our bespoke residents' consultation with our **Provider Reports** (see page 30).



About the Awards

The 34 Award Winners and their Sponsors

The best UK **Extra Care** Housing schemes

The best UK Retirement Housing schemes **under 30 units**

The best UK Retirement Housing schemes **30-44 units**

The best UK Retirement Housing schemes **45-59 units**

The best UK Retirement Housing schemes **60 units & over**

The best UK **Rural** Retirement Housing schemes

The best **Digital Inclusion** in Retirement Housing

The best UK Housing-with-Care schemes **under 30 units**

The best UK Housing-with-Care schemes **30-44 units**

The best UK Housing-with-Care schemes **45-59 units**

The best UK Housing-with-Care schemes **60-99 units**

The best UK Housing-with-Care schemes **100 units & over**

The best UK Extra Care Housing schemes

Housing Learning and Improvement Network

Sponsored by:

The Housing Learning and Improvement Network (LIN) is delighted to be a joint sponsor of this year's Awards and, in particular, to make available the Housing LIN award for Waverley Gardens. Congratulations to all entrants.

The Housing LIN is the leading 'knowledge hub' for over 5,500 housing, health and social care professionals to access the latest on-line information on the design, development and management of housing-with-care for older people. It also offers opportunities for commissioners and providers to work together to share information on innovation and improvements that both enhance the housing and lifestyle choices of older people in retirement and meets their health and wellbeing needs.

Funded by the Department of Health (DH) and supported by the Homes and Communities Agency, the Housing LIN has been responsible for implementing the

DH's £227m Extra Care Housing Capital Programme. Working closely with over 80 authorities that have received grant funding, it has gained considerable experience and expertise on the business processes, market drivers and consumer preferences for Extra Care Housing for rent and for sale. The recent DH announcement of a further £251m capital allocation will provide further opportunities for commissioners and providers to make the case for new Extra Care Housing or refurbish/remodel existing schemes, including making best use of telecare.

To find out more about the **Housing LIN**, to register to receive news updates on our comprehensive range of resources or events in your areas, either go to www.dhcarenetworks.org.uk/housing, email us at info@housinglin.org.uk or call us on 020 7820 8077.

Jeremy Porteus, *National Programme Lead for Housing at the Department of Health*

GOLD AWARD

WAVERLEY GARDENS

Bishopsworth, Bristol

Managed by:
Brunelcare



Brunelcare is a Housing Association and registered charity offering choices in accommodation, care and support to older people in and around the Bristol area. They have been at the forefront of providing a range of services to promote the independence of older people for 70 years.

The best UK Retirement Housing schemes

Retirement
Homesearch

Category: Under 30 units

Sponsored by:

Once you retire you should be able to look forward to a worry-free lifestyle. In particular, your home should not be a source of stress. Unfortunately, the upkeep of a family or large sized home can be problematic, not least if there are several rooms to look after and a garden to maintain. If you are living on your own, these problems can be made worse.

Retirement Homesearch could well provide the answer. We offer specialist new and pre-owned apartments, bungalows and cottages in city, town and rural locations across England, Wales and Scotland. All properties on our books are in secure, purpose built developments, designed and constructed by leading house builders and overseen by Peverel Retirement, the UK's leading retirement property manager.

Retirement Homesearch offer two unbeatable lifestyle choices; independent retirement living and assisted living.

Independent retirement living offers Residents the chance to own their own home, without the hassle of gardening, window cleaning and other property maintenance. Residents have the added support from their onsite House Manager and a 24/7 emergency call response system.

Assisted Living also offers Residents the ability to own their own home, as well as a package of additional facilities, including restaurant dining and housekeeping. Let Retirement Homesearch help you to make the most of your retirement.

Call us today on 0845 880 5560 for more information on retirement properties for sale near you, or visit our website www.retirementhomesearch.co.uk.

David Gabriel, Head of Retirement Homesearch

GOLD AWARD

COLVILLE COURT

Teddington, Middlesex

Managed by:
Central and Cecil



Central & Cecil is dedicated to providing homes, care and support that contribute to the health and vitality of communities. Our spacious studio apartments and one bedroom flats provide active older people with support, security and independence.

SILVER AWARD

ABBEYFIELD HOUSE

Downpatrick, Co Down,
Northern Ireland

Managed by:
Abbeyfield N.I. Ltd



Abbeyfield is a not-for-profit organisation dedicated to making the lives of older people easier and more fulfilling. Abbeyfield helps people to live independently by providing a range of services, all of which are linked to the local community.

BRONZE AWARD

ABBEYFIELD HOUSE

Keynsham, Bristol

Managed by:
Abbeyfield Keynsham &
Saltford Society Ltd



Abbeyfield is a not-for-profit organisation dedicated to making the lives of older people easier and more fulfilling. Abbeyfield helps people to live independently by providing a range of services, all of which are linked to the local community.

The best UK Retirement Housing schemes



Category: 30 - 44 units

Sponsored by: McCarthy & Stone

McCarthy & Stone is delighted to be a sponsor of the EAC's National Housing for Older People Awards 2011. As the UK's leading provider of specialist leasehold housing, McCarthy & Stone has provided retirement apartments for over thirty years.

Looking forward, we recognise there is a huge opportunity to increase the diversity and supply of specialist housing. We have delivered extra care housing for a decade and more recently introduced "Tailored Care", with enhanced care provision and an assessment of potential care-needs on purchase is our latest product. And yet, a genuine choice of housing and care options is still a long way from being achieved, despite our ageing population.

The industry must continue to invest in aspirational housing solutions and the Government must ensure the right framework is in place to prioritise high standards, diversity, quality and above all, a greater supply. We hope this will be achieved through the forthcoming National Planning Framework and the recommendations by the Commission on Funding of Care and Support.

The 2011 Awards will send a clear signal to us all of our customers' expectations both now and in the future. I would particularly like to thank EAC, not only for promoting best practise through the Awards ceremony, but for their support and excellent work in helping people to make the best choice in where to live.

Gary Day, Land & Planning Director

GOLD AWARD

HAWTHORN MILL

Lower Wortley, Leeds

Managed by:

Connect Housing Association Ltd



Connect Housing is committed to meeting the housing needs of older people by providing good quality specially designed housing, meeting the support needs of tenants, promoting independence, providing quality services, and encouraging tenants to make personal choices

SILVER AWARD

LISBON PLACE

Newcastle, Staffordshire

Managed by:

Housing 21



Housing 21's aim is to improve older people's lives by promoting independence and choice. Our leasehold schemes allow residents to continue to own their properties whilst receiving the support necessary to maintain an independent lifestyle. Lisbon Place offers comfortable self-contained housing.

BRONZE AWARD

ORMEROD COURT

Bebington, Wirral, Merseyside

Managed by:

Riverside ECHG



Riverside ECHG is a specialist provider of services to older people, with schemes all across England. Our housing provides a range of self-contained apartments and bungalows, many with communal facilities. We support our tenants in living life to the full with peace of mind that they're safe and secure.

The best UK Retirement Housing schemes

Category: 45 - 59 units

Sponsored by: **Peverel** RETIREMENT

Peverel Retirement is the expert in the management of retirement properties across the UK. Our unrivalled experience, highly trained staff and extensive resources ensure that Residents know their home and wellbeing are in safe hands.

We view the management of a retirement development as a major commitment and responsibility and we strive to maintain Residents' trust, confidence and satisfaction in the services we provide.

We are confident we know what it takes to ensure our Residents lead independent, worry-free lives.

We place great emphasis on ensuring the smooth running of communal areas and Resident facilities

We always look to keep property maintenance costs reasonable, while upholding high standards

We aim to keep contingency fund fees and utility costs to a minimum

We regularly review costs and discuss ways to deliver value-for-money to our Residents on an ongoing basis

Regular and open communication via our on-site staff and frequent correspondence and information with Residents.

We take great pride in our professional, caring, value for money service for Residents at every development we manage.

For more information on how Peverel Retirement can help you visit our website www.peverelretirement.co.uk or call us on 0845 450 1809.

Keith Edgar, *Managing Director*

GOLD AWARD

GREAT MEAD

Southend-on-Sea, Essex

Managed by:
South Essex Homes



At South Essex Homes we empower our residents to live independently for as long as they choose in their own homes. Sheltered Housing staff provide guidance and support to assist with maintaining independent living by contacting or signposting residents to relevant agencies.

SILVER AWARD

NEWTON CROFT

Woodhouse, Sheffield

Managed by:
Sheffield Homes



Sheffield Homes work with residents to provide an environment that gives safety, security, support and social stimulation. We provide a supportive environment based on promoting and maintaining independence, choice and control. We work to ensure peoples personal benefits, lifestyle preference and cultural needs are upheld.

BRONZE AWARD

AVONLEA COURT

Longwell Green, Bristol

Managed by:
Raglan Housing Association Ltd



Raglan Housing's Avonlea Court is a friendly community of retired people and combines the comfort of independent living with the security of a scheme manager and a 24 hour helpline. Residents own their self-contained flats and can enjoy a variety of social events arranged in the communal facilities.

The best UK Retirement Housing schemes

Sponsored by:



Category: 60 units and over

Keepmoat are experts at making places and are at the heart of delivering the Government's regeneration agenda. From creating new communities and turning neighbourhoods into vibrant places where people are choosing to live, we are transforming lives.

Our expertise covers everything that is associated with the physical built environment. We also invest our time and energy into constantly looking for new and innovative ways to keep costs down and our customers happy.

Through Keepmoat Choices we ensure older people are at the core of the communities we serve. Critical to success is our experience of working in partnership locally and nationally. We have a full range of skills in-house to provide a total project management package, through our delivery companies, Bramall Construction,

Frank Haslam Milan and Keepmoat Homes. We have become leaders in delivering affordable homes, Decent Homes, Housing market Renewal Pathfinder Initiatives and Public Private Partnerships across the North, Midlands, Wales and South of England.

Our success and significant growth is founded upon our expertise, people and capacity to deliver a diverse range of quality products and services. The values of the Keepmoat group of companies are based on business integrity, total commitment to partners and stakeholders, respect for people and delivery to the highest standards.

We believe that everyone deserves to live in a home they are proud of.

Mark Davis, Special Projects Director

GOLD AWARD

FARNINGHAM HOUSE

Bracknell, Berkshire

Managed by:

Bracknell Forest Homes



Bracknell Forest Homes is committed to ensuring that the needs of people who require extra help and support to gain and maintain their independence are met appropriately. Sheltered housing is provided for older people who need smaller, more manageable accommodation.

SILVER AWARD

COATES LODGE

Chelmsford, Essex

Managed by: **CHP**



CHP offers welcoming sheltered housing homes for older persons who choose to live independently and remain as active as possible. Residents have security & peace of mind that help is at hand if needed. The Scheme Manager and Chelmer telecare provide support with emergencies 24/7.

SILVER AWARD

LOCHBRAE COURT

Rutherglen, South Lanarkshire, Scotland

Managed by:

Cairn Housing Association



Cairn Housing seek to:

- Provide safe and secure housing within a peaceful, friendly, and supported environment.
- Meet the diverse needs of individuals and enhance people's quality of life and wellbeing; and
- Enable residents to successfully manage and maintain their tenancies & independence.

The best UK Rural Retirement Housing schemes

Sponsored by:



The Joseph Rowntree Foundation (JRF) is an endowed charity that funds a large, UK-wide research and development programme. We seek to understand the root causes of social problems, to identify ways of overcoming them, and to show how social needs can be met in practice.

One of our current research programmes, 'A Better Life', focuses on older people with high support needs. As part of this, three new projects will investigate topics related to housing-with-care, such as how affordability considerations affect choices of paying for care among people already living in the schemes; the boundaries of roles and responsibilities of providers, and initiatives that successfully promote supportive communities and positive dynamics between residents. One project will consider approaches based on mutuality and reciprocity, which will also include housing.

JRF also works closely with the Joseph Rowntree Housing Trust (JRHT), a registered housing association and provider of care services. For older people, JRHT offers sheltered housing, housing-with-care schemes (Hartrigg Oaks in York was one of the first schemes of its kind in the UK) and a number of care homes.

JRF is delighted to sponsor this year's Best Rural Development Award. Our own work suggests that rural living provides many different opportunities and challenges to urban life. These include the availability and affordability of housing and the cost of living, which are important issues for older people too. The Award celebrates existing examples of good housing, and serves to remind us all to keep working for more.

Ilona Haslewood, Programme Manager,
A Better Life Programme, JRF

GOLD AWARD

RIDGWAY

Wellington, Telford,
Shropshire

Managed by:

Wrekin Housing Trust



The Wrekin Housing Trust's

sheltered housing service provides accommodation to help older people, primarily those aged over 60, maintain their privacy and independence in a safe and friendly environment, with the benefit of a community alarm and the support of a scheme manager.

SILVER AWARD

SYCAMORE HALL

Bainbridge, North
Yorkshire

Managed by:

Housing 21



Housing 21 extra care properties are perfect for a stress-free retirement. Our homes are self-contained, comfortable apartments with communal areas, offering the privacy of your own home, an active social life if wanted, together with support and care services.

BRONZE AWARD

MEADOW PLACE

Moffat, Scotland

Managed by:

**Dumfries & Galloway
Housing Partnership**



DGHP is committed to ensuring that older people get the best out of life by providing quality housing and support services that meet their needs. Meadow Place is one of our 14 sheltered housing complexes where residents live independently in a friendly and safe environment.

The best UK Digital Inclusion in Retirement Housing schemes

Empowering residents to use the Internet

Sponsored by:

housing21

Housing 21 is a leading national social enterprise promoting choice and independence for older people through a range of care, health and housing solutions.

We've been around for nearly 50 years and are proud of our wide ranging knowledge and specialist expertise

We operate in 150 local authorities, providing individually tailored solutions spanning housing, care, support, dementia and other services.

Our vision is a life of choice for older people. We offer a complete service to meet the changing needs of our customers and are increasingly focused on social care and health services. Our services extend far beyond housing and include home care services, dementia services, respite and rehabilitation, end of life care, live-in support, pharmacy services and day care services.

We currently provide around 130,000 hours of

community care each week and manage 17,500 sheltered and extra care apartments.

Housing 21 is pleased to be associated with EAC and the National Housing for Older People Awards following on from their success last year. We welcome the fact that the awards are focused on what older people value and are delighted to be sponsoring the Digital Inclusion award.

Through the fantastic commitment of our Court Managers, working in partnership with residents, we are one of the largest recipients of the Get Digital grants. We have new projects in twelve schemes offering residents and people in the surrounding community access to the intranet, training and support. With 60% of people over 65 never having used the intranet we celebrate work that supports digital inclusion in later life.

Paul Richards, *Director of Housing Services*

GOLD AWARD

GRESLEY ROAD

Balby, Doncaster,
South Yorkshire

Managed by:
Sanctuary Housing



Sanctuary's sheltered housing scheme at Gresley Road provides older people with high quality accommodation and support services, allowing residents to live in comfort with security and independence. The communal lounge holds many activities including computer classes, bingo, arts & crafts

SILVER AWARD

BETHANY HOUSE/ DANBURY CLOSE

Romford, Essex

Managed by:
Riverside ECHG



Riverside ECHG is a specialist provider of services to older people, with schemes all across England. Our housing provides a range of self-contained apartments and bungalows, many with communal facilities. We support our tenants in living life to the full with peace of mind that they're safe and secure.

BRONZE AWARD

TUDOR ROSE COURT

Islington, London

Managed by:
Stadium Housing Association



Stadium's Tudor Rose Court is one of their private retirement schemes, with apartments for both leaseholders and tenants, and is unique in the City of London. It has a dynamic and well supported residents' association and the installation of the new computer suite is one of its latest initiatives.

The best UK Housing-with-Care schemes

Category: Under 30 units

Sponsored by:  THE EXTRACARE CHARITABLE TRUST

The ExtraCare Charitable Trust has been at the forefront of the development of the extra care housing model for over 20 years and manages 11 retirement villages and 18 housing schemes across the Midlands and the North West.

Each ExtraCare resident (aged 55 upwards) can expect a safe, secure future, living in a spacious and affordable home as part of a network of inspirational communities. Within each community, the Charity is able to offer residents a number of value-added services:

- *Care and support*, delivered in residents' own homes by the Charity's qualified, on-site, staff teams. This includes a nurse-led service for residents with predictable nursing needs who would otherwise need to transfer to a nursing home.
- *A multi-award winning well-being service*, which offers preventative health advice and reduces care dependency, and a pioneering 'Enriched Opportunities

Programme' to support residents who develop dementia.

- *Pioneering village centres* with up to 18 facilities including a café, gym and craft room. Each centre provides up to 50 activities a week, social opportunities and community involvement where volunteers and families are strongly represented.

The Charity has a £74m annual turnover and supports 3,500 residents with a team of 1,500 staff. 61 ExtraCare Charity shops fund opportunities for residents to maintain skills and enjoy challenges including choir singing, woodwork, abseiling and horse riding.

Supporting residents' aspirations and achievements is at the heart of the Charity's work. These awards recognise our residents' contribution and drive, and the limitless support given by teams of dedicated staff.

Richard Tower, PR Manager www.extracare.org.uk

GOLD AWARD

FIVE FIELDS COURT

Colchester, Essex

Managed by:

Springboard Housing Association Ltd



Springboard HA are part of the **Genesis Housing Group** whose mission is to provide quality homes and services to enable our customers to build better futures. For our supported housing residents this means helping them maintain a good quality of life and independence.

SILVER AWARD

BROOKHILL HOUSE

Coleraine, Co Londonderry, Northern Ireland

Managed by:

Apex Housing Association



Apex Housing provides a comfortable and homely environment that meets the residents' care and support needs. We promote and maintain a relaxed and happy atmosphere where residents are encouraged to maintain their independence and take an active part in decisions that affect them.

BRONZE AWARD

BARTON MEWS

Barton Under Needwood, Staffordshire

Managed by:

Shaw Healthcare



Shaw Healthcare's Barton Mews extra care provides a real alternative to residential care through providing home owners with security of tenure, independence, plus personalised care and support packages tailored to individual requirements.

The best UK Housing-with-Care schemes

Category: 30 - 44 units

Sponsored by:



As one of the UK's leading planning and design consultancies, Barton Willmore is proud to sponsor the National Housing for Older People Awards. Celebrating its 75th year in 2011 with the opening of a tenth regional office.

Barton Willmore offers a full range of services:

- Town Planning ● Master Planning & Urban Design
- Environmental & Sustainability Assessments
- Architecture ● Project Management & Cost Consultancy
- Landscape Planning & Design ● Graphic Design

We have a long track record promoting housing choices which provide older people with supported independence. Our teams across the UK have designed and achieved planning permission for numerous sheltered housing, Extra Care, retirement village and CCRC schemes.

Older people need and deserve homes, care and

lifestyle opportunities that meet their needs, foster self determination and support a good quality of life. Our ageing population and societal changes have increased demand for affordable and private facilities that support a diverse range of needs and dependency levels. Across Britain however, recognition of these challenges and the opportunities they present for the industry has been variable. As a result, progress has largely failed to keep pace.

Like the awards, our designs focus on the quality of life of residents whilst all of our work is focussed on creating deliverable and sustainable investments for developers and operators. We will continue to develop best practice in design and lobby for more Government support of the sector and we welcome the contribution the National Housing for Older People Awards continues to make.

Guy Flintoft, Director, www.bartonwillmore.co.uk

GOLD AWARD

SCHOOL COURT

Hednesford, Staffordshire

Managed by:

The ExtraCare Charitable Trust



The ExtraCare Charitable Trust

gives older people a safe and secure future in a network of inspirational communities. The Charity is founded on the principle that age, health or financial means shouldn't be a barrier to achieving quality of life.

SILVER AWARD

BRUNEL COURT

Wombourne, Wolverhampton

Managed by:

The ExtraCare Charitable Trust



The ExtraCare Charitable Trust

gives older people a safe and secure future in a network of inspirational communities. The Charity is founded on the principle that age, health or financial means shouldn't be a barrier to achieving quality of life.

BRONZE AWARD

STATION VIEW

Barrow-in-Furness, Cumbria

Managed by:

Accent Foundation



Accent Foundation's Station

View is 'A home for life'. Residents' wellbeing is as important to us as their care and support needs. Food is central to the scheme: a fresh daily meal is shared in a buzzing restaurant setting. There is a vibrant residents committee and a range of weekly activities.

The best UK Housing-with-Care schemes

Category: 45 - 59 units

Sponsored by:  McCarthy & Stone

McCarthy & Stone is delighted to be a sponsor of the EAC's National Housing for Older People Awards 2011. As the UK's leading provider of specialist leasehold housing, McCarthy & Stone has provided retirement apartments for over thirty years.

Looking forward, we recognise there is a huge opportunity to increase the diversity and supply of specialist housing. We have delivered extra care housing for a decade and more recently introduced "Tailored Care", with enhanced care provision and an assessment of potential care-needs on purchase is our latest product. And yet, a genuine choice of housing and care options is still a long way from being achieved, despite our ageing population.

The industry must continue to invest in aspirational housing solutions and the Government must ensure the right framework is in place to prioritise high standards, diversity, quality and above all, a greater supply. We hope this will be achieved through the forthcoming National Planning Framework and the recommendations by the Commission on Funding of Care and Support.

The 2011 Awards will send a clear signal to us all of our customers' expectations both now and in the future. I would particularly like to thank EAC, not only for promoting best practise through the Awards ceremony, but for their support and excellent work in helping people to make the best choice in where to live.

Gary Day, Land & Planning Director

GOLD AWARD

PRINCETHORPE COURT

Binley, Coventry

Managed by:

The ExtraCare Charitable Trust



The ExtraCare Charitable Trust

gives older people a safe and secure future in a network of inspirational communities. The Charity is founded on the principle that age, health or financial means shouldn't be a barrier to achieving quality of life.

SILVER AWARD

OAKWOOD LODGE

Willenhall, West Midlands

Managed by:

Midland Heart



Midland Heart place the rights of our residents at the heart of our philosophy of care and service provision. Our overall aim is to provide all of our customers with high quality levels of support enabling them to maximise their independence and ensure fulfilment throughout their lives.

BRONZE AWARD

BROADWAY GARDENS

Bushbury, Wolverhampton

Managed by:

The ExtraCare Charitable Trust



The ExtraCare Charitable Trust

gives older people a safe and secure future in a network of inspirational communities. The Charity is founded on the principle that age, health or financial means shouldn't be a barrier to achieving quality of life.

The best UK Housing-with-Care schemes

Category: 60 - 99 units

Sponsored by: 
wates
living space

Wates Living Space is the specialist affordable housing business unit of Wates Group, one of the UK's largest private, family owned construction companies.

We deliver over 20,000 new and refurbished modern homes every year embracing the best designs, techniques and procedures.

A significant amount of our business is focused on supported living accommodation, including extra care, residential care and homes for those with special needs, some 2,500 units being provided in the last 9 years for customers throughout the UK.

We take pride in what we do, listen to customers and residents and work closely to ensure designs are modern and inspired, comfortable, energy efficient, reliable and offer the best value for money.

Why we support the awards

Over the last 113 years the Wates family have engendered a strong culture in the business, we respect our core values and actively support local communities and our charitable partners, we are here to make a difference for the long term.

These awards are unique, we welcome the opportunity to be able to support and meet so many people that are affected by what our industry delivers and more importantly hear about the things that make great homes, with this knowledge we can improve further.

In summary, we are clear about our purpose "above all it's about people" and that is exactly why we support the awards.

David Stanley, Director – Supported Living

GOLD AWARD

BOUGHTON HALL Chester, Cheshire

Managed by:
Kingsdale Group



Kingsdale's Boughton Hall offers an independent, elegant lifestyle in this luxury retirement village. Owners make life as relaxed or active as they want. Facilities include 24hr staffing, well-equipped gym, bar, beauty salon, library, hobbies room, vegetable garden, boules court and beautiful landscaped grounds.

SILVER AWARD

BRIAR CROFT Stratford-on-Avon, Warwickshire Managed by: **Orbit Heart of England Housing Association**



Orbit Heart of England's Briar Croft offers independent living in a vibrant, secure and pleasant environment. Our overall aim is to provide housing related support that enables the customer to live as independently as possible, and we work with each customer to develop an individual support plan.

BRONZE AWARD

THE PINES Slough, Berkshire

Managed by:
Hanover



Hanover retirement housing offers affordable, high quality properties for older people who wish to buy or rent. We provide a tailored service on each estate which we agree each year with residents, enabling them to decide what is most important to them.

The best UK Housing-with-Care schemes

Sponsored by:



Category: 100 units and over

Keepmoat are experts at making places and are at the heart of delivering the Government's regeneration agenda. From creating new communities and turning neighbourhoods into vibrant places where people are choosing to live, we are transforming lives.

Our expertise covers everything that is associated with the physical built environment. We also invest our time and energy into constantly looking for new and innovative ways to keep costs down and our customers happy.

Through Keepmoat Choices we ensure older people are at the core of the communities we serve. Critical to success is our experience of working in partnership locally and nationally. We have a full range of skills in-house to provide a total project management package, through our delivery companies, Bramall Construction,

Frank Haslam Milan and Keepmoat Homes. We have become leaders in delivering affordable homes, Decent Homes, Housing market Renewal Pathfinder Initiatives and Public Private Partnerships across the North, Midlands, Wales and South of England.

Our success and significant growth is founded upon our expertise, people and capacity to deliver a diverse range of quality products and services. The values of the Keepmoat group of companies are based on business integrity, total commitment to partners and stakeholders, respect for people and delivery to the highest standards.

We believe that everyone deserves to live in a home they are proud of.

Mark Davis, Special Projects Director

GOLD AWARD

PENRHOS HOME

Pwllheli, Gwynedd

Managed by:

Polish Housing Society Ltd



Polish Housing Society aims to provide a caring environment where residents may carry on living their lives as normally and independently as possible, while being given the opportunity to maintain their culture, traditions, and religious beliefs.

SILVER AWARD

BEECHMERE

Crewe, Cheshire

Managed by:

Avantage



Avantage provides:

- Choice for those who want to live in their own home and keep their independence -
- A safe and secure environment, where preventative health and active ageing can promote independence
- Flexible, person-centred support and care to meet a range of dependency needs.

BRONZE AWARD

BERRYHILL VILLAGE

Stoke-on-Trent, Staffordshire

Managed by:

The ExtraCare Charitable Trust



The ExtraCare Charitable Trust gives older people a safe and secure future in a network of inspirational communities. The Charity is founded on the principle that age, health or financial means shouldn't be a barrier to achieving quality of life.

About the Awards

Receiving the nominations- *An insider's view*

Some 130,000 ticks entered by the residents on the 4500 individual and group score sheets had to be recorded on computer. This mind-numbing chore was actually made a little more interesting by two factors, which also slowed down the process.

The first one was curiosity: what did the scheme look like, where was it, how large, etc? It was quite satisfying to be able to bring up on the screen the details and photograph of the scheme as they appear on our website www.housingcare.org, and to relate these to the ratings of its residents.

In the middle of the tedious computer routine, the mind clutches at straws for any kind of distraction. A name suddenly becomes pregnant with meanings, no doubt totally illusory. Nevertheless consider these group names and let your imagination loose:

The second factor was the name that the residents had chosen for their group. The most frequently used word was 'happy':

TOP WORDS:

Happy (*bunch, campers, lots etc*),

Young (*at heart, ones etc*),

Old (*and wrinkly, codgers, timers, oldies etc*),

Golden (*girls, oldies*),

Top (*class, floor, table etc*),

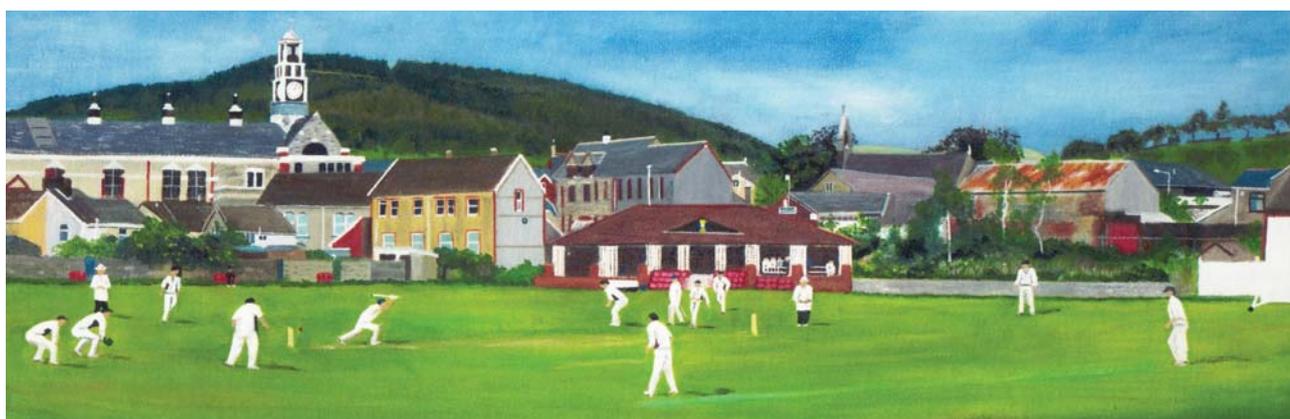
Eggheads

Misfit

Recycled teenagers

Three musketeers

Ancient Mummies	Cuckoo's Nest	Living in Hope	Short Changed
Beach Bums	Et Tu Cedar (Cedar Ct)	Looney Bin	Spring Chicken
Beaus and Belles	Flower Power	Maniacs	Spice Girls
Beauty and Beast	Four Bottoms	Meerkat Manor	Stitch and Bitches
Bingo Girls	Gay Abbotts	Naughty Eighties	Three Tarts
Blonde Beauties	Gay Gordons	Nickers	Three Wise Monkeys
Blue Angels	Gorgeous Grannies	Nitwits	Swear Box
Brainless	Greenhouse Gang	Nobodies	Undecided
Busy Bodies	Grumpy Old Women	Peter Pan and the	Virgins
Can Can Girls	Grumpy Pensioners	Tinkerbells	Wheelies
Chain Gang	Guinea Pigs	Pussy Cats	Wishful Thinking
Crazy Moonies	Inmates	Saucy Ones	Witches
Crumblies	Ladies of Leisure	Scrambled Eggheads	Wizards
Crutch Gang	Last But Not Least	Shareholders	Wrinklies



About the Awards

The data, facts, figures and findings

Introduction

The 2010/11 awards consultation was a great success with 3,517 individuals taking part, 64% up on last year. A huge thank you to everyone who completed the survey and helped promote the Awards this year.

As the number of returns increases this really helps us to better understand what drives resident satisfaction. For example looking at the effect of scheme size, distance to amenities, building type, services provided along with many other factors.

About the entries

The Nominations were from

- 402 Schemes, of which 320 were retirement housing schemes and 82 housing-with-care schemes
- 3,517 Individuals in 857 groups.

	England	Scotland	Wales	Northern Ireland
RH	279	23	11	7
HwC	72	1	6	3
Total	351	24	17	10

RH = Retirement Housing, **HwC** = Housing-with-Care

Happily this distribution reflects the distribution of the older UK population.

We received entries from a diverse range of urban, suburban and rural location; from the Highlands of Scotland to heavily populated areas of London.

Within England 43 counties were represented with over 20 scheme nominations: 28 from the West Midlands, 25 from Greater London and 23 from Shropshire. Scotland was represented by 11 counties including 8 submissions from Dumfries & Galloway. Wales was represented by 9 council areas with 5 submissions from Swansea; and Northern Ireland by 5 counties including 5 submissions from Londonderry.

327 of the schemes provided some form of rented accommodation, 58 some type of ownership and 17 schemes provided both types.



The 402 schemes were managed by 162 landlords and management companies. Private sector managers contributed 39 schemes while 363 schemes were from the public and voluntary sectors. The private sector was therefore slightly over-represented with 9.7% of nominated schemes, when they actually account for 8.8% of schemes UK wide. The percentage of leasehold schemes nominated reflects exactly their share of the market at 15%.

Schemes were nominated on average by 22% of their residents. We calculated this by comparing the number of score sheets returned from one scheme to its estimated population held on our National Database of Housing for Older People. We look forward to an even larger residents' participation to strengthen the value of our findings.

The card game

The nomination card game asked the residents to say to what extent they agreed with the statement on each of the 28 cards. Some cards asked them to discuss a statement between them before giving it an agree score on the Group Score Sheet. Other cards were not to be discussed, but scored privately by each on their own Individual Score Sheets.

Analysing the entries

Schemes were separated into 2 main groups: retirement housing and housing-with-care and then placed in 11 categories, mainly according to size in order to compare like with like.

About the Awards

The scores were allocated a value, Yes = 4, Mostly = 3, Partly = 2 and No = 1. The number of participating residents in proportion to the total number of residents in a scheme was taken into account throughout and not just as a tie-breaker; a higher participation rate giving greater weight to the scores.

We examined the scores across the four topic areas - the 4 card colours 'Where we live', 'My home', 'Services' and 'Lifestyle'. We also combined some cards to inform us on specific areas of interest.

We selected the 8 to 10 top schemes in each category. We then checked this data with the paper score sheets, and selected the highest ranking schemes, ensuring that only one award was given to a scheme.

Scores – overall

In the next table we have split the 1st topic 'Where we live' into 2 topics 'Location' and 'Scheme / Development'; we have also renamed the 2nd topic 'My home' as 'Individual apartments'. We have then focussed on 18 areas of interest, by combining the ratings of the relevant cards.

The average scores across the UK are consistently ★★★★★ for the 5 topics. The UK-wide average ratings by the residents are just short of excellent, giving a very positive view of life in retirement housing and housing-with-care – just what we wish to celebrate.

On the whole the data received for the Awards gives a definite thumb-up to specialist housing for later life, and we have to search fairly deep to find ratings less than positive.

However we must still bear in mind three caveats:

1. It is worth noting that a large majority of the entries were from schemes with a dedicated scheme manager, and we can speculate that they might well have played an important role in promoting the Awards and helping residents to organise nomination.
2. The scheme managers who were less confident about their chances for an award may not have promoted the game very actively.
3. It also seems fairly evident that many residents cannot resist the temptation to inflate their scores to increase their chance of winning an award for their scheme.

UK-wide scores

Description	Retirement Housing	Housing-with-Care
Overall rating	★★★★★	★★★★★
Location	★★★★★	★★★★★
Convenient	★★★★★	★★★★★
Safety and security	★★★★★	★★★★★
Scheme/Development	★★★★★	★★★★★
Facilities	★★★★★	★★★★★
Design	★★★★★	★★★★★
Garden	★★★★★	★★★★★
Individual apartments	★★★★★	★★★★★
Space standards	★★★	★★★★★
Design	★★★★★	★★★★★
Practicality	★★★★★	★★★★★
Services	★★★★★	★★★★★
Maintenance (retirment hsg)	★★★★★	
Consultation	★★★	★★★★★
Staff role and interaction	★★★★★	★★★★★
Meals (housing-with-care)		★★★
Care services (housing-with-care)		★★★★★
Management (housing-with-care)		★★★★★
Lifestyle	★★★★★	★★★★★
Community spirit, friendship	★★★★★	★★★★★
Privacy	★★★★★	★★★★★
Activities and outings	★★★★★	★★★★★
Link with community at large	★★★	★★★

Star rating: ★ = Poor to ★★★★★ = Excellent

All the areas of interest scored ★★★★★

- the exceptions being:

★★★ for Space standards

★★★ for Consultation (retirement housing)

★★★ for Link with community at large

About the Awards

Some contrasting 'findings'

Examining the scores given to single card statements we can analyse the specific areas of concern to the residents; these can be hidden when the statements are combined into more general topics. Here are a few examples.

Lifestyle

'We have lots of opportunities to go on outings'

Less than 50% of residents were able to answer 'yes' to this statement, with significant numbers answering 'No' or 'Partly'

'We feel part of the wider local community'

This was another statement with responses below average; 41% of retirement housing and 33% of housing-with-care residents responding 'No' or 'Partly'.

'This is a place where you can choose to live very privately and to join in when you wish'

This statement received consistently the highest score with 92% of both retirement housing and housing-with-care schemes responding 'Yes'.

'For those who look for it, there is a good social life – a good community spirit' and 'This is a good place to make new friends'

Both statements scored well with retirement housing and housing-with-care schemes.

Services

'We are consulted when it matters, and our views are taken into account'

This is an area where a large minority, 29% of retirement housing residents and 20% of housing-with-care residents answered 'No' or 'Partly'.

'The meals provided in the dining room/restaurant are excellent'

In housing-with-care schemes this statement received a mixed response with only 37% responding yes and 22% 'Partly' or 'No'.

'The staff are always helpful and respectful'

98% of housing-with-care residents answered 'Yes' or 'Mostly' to this question.

Correlations

EAC's *National Database of Housing for Older People* holds a vast amount of data on some 26,000 retirement and housing-with-care schemes in the UK. We can therefore look for correlations between what the residents say and the factual information EAC has on their scheme, e.g. its type, size, location, its tenure, main features, distance to amenities, etc.



While over 3,500 individuals participating in the awards is a fantastic achievement, this only represents about 22% of the residents in the participating schemes and is a small percentage of residents in UK schemes as a whole. We must therefore be cautious when allocating statistical significance to our analysis and findings. As a result we are only highlighting areas with strong trends or differences. As participation increases we will be able to comment on many more areas with confidence.

Scheme size

While scheme size did not have a significant effect on total scheme score, we did see that larger retirement housing schemes have on average noticeably higher 'Lifestyle' topic scores. For both retirement housing and housing-with-care we see a strong link between larger schemes and higher scores for the 'community spirit', 'activities' and 'outing' statements. Larger schemes scored lower for a number of the

About the Awards

card statements. We found a significant drop in scores for the 'repairs and maintenance' statement for retirement housing schemes. For housing-with-care schemes we found significant drops in the scores for the 'Kitchen' and 'Bathroom' statements as well as the 'Services' topic as a whole.

'We are consulted when it matters, and our views are taken into account'

This statement was generally scored fairly high. On closer inspection however, the larger schemes performed less well than the smaller ones.



Distance to amenities

This examined distance to bus stop, local shop, post office, GP surgery and town centre/shopping centre.

Schemes that were closer to a bus stop, a GP surgery and a local shop scored noticeably higher overall than schemes that were further away.

The proximity to a bus stop has a greater effect on the overall scores than the proximity to a town centre, a shopping centre, or a post office. Next in importance was the GP surgery followed by the local shop.



'We feel we are part of the wider local community'

The distance to bus stop had a big influence on how this statement was scored.

Location type

'We feel we are part of the wider local community'

'We are consulted when it matters, and our views are taken into account'

'Our neighbourhood feels very safe'

Rural schemes scored better than those in urban or suburban locations for these three statements.

Residents Associations

We did not detect much difference between the scores for schemes with a residents association and those without; however the statement ***'A good range of social activities, events, entertainment and classes are available'*** scored significantly higher for schemes with a residents association.

Restaurant/Dining Room

'The meals provided in the dining room/restaurant are excellent' scored high for schemes with a restaurant open to the public.

Hobby Room

Schemes with a hobby room had on average a higher overall rating than schemes without. They gave a very high score to the statement ***'A good range of social activities, events, entertainment and classes are available'***.

Other correlations

The correlations reported above are just a few selected examples. We could analyse many others, although that task is far more rewarding when focussing on one scheme in which a majority of residents are playing the game. This is what we propose to do with our **Providers Reports** – see below.

Conclusion

The nominations by 3517 residents and the consistently high scores they gave to their schemes confirm our belief that sheltered housing, retirement housing and housing-with-care deserve to be celebrated and promoted as an option of choice for many in later life.

About the Awards

New EAC services to housing providers

The benefits housing providers and managers can gain from the Awards are many.

By helping to involve their residents in the nomination process (card game) they demonstrate their confidence in the services and accommodation they provide. An award voted by their residents is also a valuable trophy in the eyes of prospective residents, commissioners, investors and competitors.

But the Awards consultation mechanism is also capable

of delivering valuable, scheme-specific and fine grained information to providers on:

- how their services are perceived by residents
- how their schemes match residents' expectations
- how their residents rate a range of aspects of living in their scheme
- how their schemes compare with similar schemes in their region or in the UK

Two new services from EAC are designed to provide this information for individual schemes or developments, whether or not they were nominated for this year's Awards.

Housing Provider Reports

EAC's new Housing Provider Reports are available for all schemes nominated for the 2011 Awards.

They present a detailed 'star rated' picture of residents' views of their scheme along with comparisons with national and regional performance. They will be of particular interest for schemes which did not reach the finals.

Each report contains a short introduction about the consultation, the card game and the methodology. It gives more details than that used to select Housing Awards winners, summarising residents' responses under 5 main topics divided into areas of interest (see opposite page), and detailing how they scored each card's statement, providing helpful pointers to specific issues or concerns.

Housing Provider Reports are available only to scheme landlords and managers. Their content will not be divulged to other housing providers, competitors or any other parties.

Download a sample report from the Housing Awards section of our website www.HousingCare.org

EAC Resident Consultation Service

This is a bespoke service available to all housing providers who want to use EAC's card game consultation tool to canvass residents' views independently of the National Awards.

The tool has proved itself well over the last two years, and whilst playing the card game may be less exciting for the participants when divorced from the Awards, the results may prove more reliable without the temptation to inflate scores in order to win!

Our service includes:

- providing consultation packs (the card game)
- training and support for scheme managers and other facilitators
- advice on encouraging resident participation
- collecting and analysing consultation returns
- supplying a detailed, confidential Provider Report

Contact: Alex Billeter at EAC for more information: 020 7820 1682 or email alex.billeter@eac.org.uk

About the Awards

Sample first page of 3 pages of star ratings at the core of our reports

SUMMARY Scheme Star Ratings			
Organisation:	Another Housing Association	Region:	South East
Scheme:	Rossiter Court	Location:	Urban (Less Sparse)
Address:	77-83 Mulberry Lane Anytown HH27 7PL	Number of Residents:	27 (Estimate)
		Residents participating:	19% (Estimate)
	Scheme Score	Region Rank	UK-wide Rank
Overall rating	★★★★☆	32nd of 37	283rd of 319
Location	★★★★☆	31st of 37	258th of 319
Convenient	★★★★☆	1st of 37	1st of 319
Safety and security	★★★★☆	33rd of 37	263rd of 314
Building	★★★★☆	30th of 37	274th of 319
Facilities	★★★★☆	N/A of 35	N/A of 304
Design	★★★★☆	31st of 37	272nd of 319
Garden	★★★★☆	N/A of 34	N/A of 308
Individual apartments	★★★★☆	30th of 36	273rd of 318
Space standards	★★★☆☆	34th of 36	291st of 313
Design	★★★★☆	23rd of 36	204th of 318
Practicality	★★★★☆	22nd of 36	208th of 317
Services	★★★★☆	26th of 37	242nd of 319
Maintenance	★★★★☆	21st of 37	227th of 318
Consultation	★★★☆☆	36th of 36	293rd of 316
Staff role and interaction	★★★★☆	25th of 37	217th of 319
Lifestyle	★★★★☆	32nd of 37	284th of 319
Community spirit, friendship	★★★★☆	26th of 37	233rd of 319
Privacy	★★★☆☆	35th of 36	301st of 313
Activities and outings	★★★★☆	32nd of 37	276th of 319
Link with community at large	★★★☆☆	28th of 37	260th of 318

Star ratings: ★ - Poor to ★★★★★ - Excellent
 Green indicates a result in the top 10% of schemes in the UK,
 Red indicates a result in the bottom 10%.
 An n/a indicates that the relevant card statements were not scored by the residents.

24 February 2011

ERoSH is delighted to be once again involved in the EAC Housing Awards

ERoSH, the national consortium for sheltered and retirement housing, is a charity with an influential membership across the United Kingdom.

Our 200 members include housing associations and related organisations and individuals working with and on behalf of older people and the sheltered and retirement housing sector.

We work with our members on a local and national level to promote awareness of the benefits of good quality sheltered housing and partnership working between housing providers, their staff, other agencies, including health providers and social care, and most importantly residents.

ERoSH recognises the importance of promoting best practice in housing and social care for older people and uses this as a tool to lobby central and local Government on the housing support and health care needs of older people.

With an ageing population the role of ERoSH has never been so important. We believe there are

untapped opportunities in sheltered housing that can benefit the whole community. Sheltered schemes can provide a 'hub' of resources, including social, health, educational and other activities, to people living in the scheme as well as in the wider community.

We are delighted to be involved in the EAC National Housing for Older People Awards for a second year. The awards are nominated by residents and reward housing providers for best practice, and the nomination process is a great way of stimulating resident engagement and to capture satisfaction ratings on design, services, and well-being. Resident satisfaction and feedback is the best indicator for quality.

For more information on ERoSH visit our website: www.shelteredhousing.org

Jo McTavish, *Chair of ERoSH*



EAC's three major priorities

1

We intend to continue our work of helping older people understand the range of housing options open to them, so that they can make their own properly informed decisions about how they want to live in later life.

Our FirstStop Advice service has grown enormously

over the last year, and we intend to seek out more partners, both national and local, to work with us to broaden our range of expertise, and to reach more older people through our website, our telephone service and the face-to-face information & advice services provided by our local partners.

2

Our 'Big Tent' is the name of a new enterprise unit within EAC which will offer services to organisations working in the field of housing for older people. One of its first roles will be to

start to share what we have learnt from residents through the National Awards with all those organisations who manage retirement housing now, or who plan to design, build or manage it in the future.

3

We intend to blow our own trumpet a bit more – not so much for our own sake – but in order to communicate a message that continuing to meet older people's housing needs and

aspirations, as imaginatively and successfully as so many housing providers have done in the past, is hugely important.

Information and advice for older people

The Awards are the occasion for EAC, housing providers and residents and many others in the industry to celebrate the achievements of sheltered and retirement housing. The Awards have also more practical objectives related to EAC's mission: better advice and information for older people.



HousingCare.org and Firststopadvice.org.uk

Co-operating with us to maintain the *National Database* makes considerable demands on providers, but this is rewarded by an enhanced profile for their schemes, most visible on our main website www.HousingCare.org which is visited by 13,000 people every day.

This website and its sister www.firststopadvice.org.uk enable visitors to look for accommodation and services by locations, by postcodes, by types, by providers, with dozens of filters to help refine and target their searches. They also contain reading material, factsheets and other valuable information on:

- **Care and support** - in your own home, in specialist housing or in a care home.
- **Housing** - services to help you manage well at home and maintain independence; information about moving somewhere more suitable.
- **Finance** - paying for care including benefits and allowances, Council and NHS funding, insurances, financial planning and financial products.
- **Your rights** - the law; standards you should expect; how to get what you are entitled to; advocacy services that can support you.

EAC's National Database of Housing for Older People

The Awards have helped raise EAC's profile in the eyes of housing providers and managers, making it easier to involve them in our task of maintaining the *National Database of Housing for Older People*. This ongoing work is vital to ensuring that the information we provide to older people and their families through our website and *FirstStop Advice* service is accurate, up to date and detailed enough to enable them to understand the differences between schemes and providers.

EAC FirstStop Advice Line

0800 377 7070 is an independent, free telephone service offering advice and information for older people, their families and carers. The service is led by EAC working in partnership with other national and local organisations. It spans housing, care, finance and rights and is delivered through a telephone advice line and a network of local and specialist partner organisations.



EAC's Quality of Information Mark

EAC rewards those schemes which complete our full 7 page questionnaire with the EAC Quality of Information Mark. This mark highlights these schemes on all the printed reports we provide to our clients and allocates them 5 additional pages on the website.

The Awards, therefore, fit within a range of activities through which EAC aims to inform older people about the range of housing options available to them – both by presenting reliable factual information and by providing a platform for 'service users' to add their views.



EAC Over 60s Art Awards

EAC's Art Awards competitions have been encouraging and celebrating the remarkable wealth of talent, creative energy and enthusiasm among amateur artists aged between 60 and 100+, since 1994.

The Finalists Exhibition will be held at the RBSA (Royal Birmingham Society of Artists) Gallery in St Paul's Square, Birmingham, over two weeks, from 10th to 21st May 2011.

Visit www.eacartawards.org.uk



EAC services for professionals in housing for elderly people

EAC services for professionals are based on the huge amount of information about UK housing provision and care homes for elderly people that we manage.

Our **research and analysis service** draws on EAC's unique perspectives to produce publications, analyses, mapping and informed commentary of benefit to housing and care providers, funders and policy makers. And whilst we guard the independence and impartiality of our public services, they offer valuable opportunities for both **sponsorship** and **advertising**. Our **Over 60s Art Awards** provide an ideal opportunity to associate your organisation with the energy and creativity of this annual, national event, as with our National Housing for Older People Awards.

Data products

Several of our most popular statistical publications are available to download free:

- Statistics on housing-with-care in England (June 2010). Analysis of provision by tenure and by regions, counties and districts, with summaries by manager and year.

- Statistics on all housing for older people in England (April 2009). Analysis of provision by tenure and type of provision (with & without care), by authorities and authority types.
- EAC Key Data Report (March 2009). Analysis of housing and care home provision by regions, counties and districts.

We can supply data to all levels of detail for you to analyse or map; analysis of housing and care home provision by regions, counties and districts.

Research & analysis service

Site appraisals for new housing provision

Support your business case and planning applications by providing:

- Analysis and mapping of local housing & care home provision
- Supply & demand assessment
- Comparisons with neighbouring Authority areas

Competitor analyses

Help assess the viability of existing sheltered schemes by providing:

- A detailed picture of competitor provision
- Local supply & demand assessment

EAC Positive Images of elderly people collection

These specially commissioned photographs are available for limited non-commercial use in publications and websites. A nominal charge is made, half of which goes to the photographer.



About the Awards

Credits

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Photographs

Pages 3 and 6 to 9 by Phil Witcombe
cover, pages 10, 12, 26 and 29 by
Sue Hendry CIH, Hawthorn Mill,
Connect Housing

All paintings from the EAC Over 60's Art
Awards annual competition together with
EAC collections of positive images of
older people.

The team

Conception and development

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Event organiser

Helen Bradshaw *Metropolis Events*

Administrative support

Blanche Beavan *EAC*

Val Gorter *EAC*

The participants

We wish to thank the 3517 residents at the core of the Awards, who have played the card game and given us valuable feedback on what it means to live in specialist housing for later life. Whether this information came from the 34 awards winners or from the other 368 not listed schemes or developments makes no difference to us.

This year again several groups of residents and individuals seized the Awards as an opportunity to register their dissatisfaction with some aspects of their housing or of the services they receive. While this action ultimately disqualified their schemes from winning any awards, it provided us with extremely useful feedback which we can now share with their housing providers, whilst of course preserving the anonymity of the residents.

Our thanks go also to the scheme managers and housing providers for making it all possible by informing their residents about these Awards, encouraging them, and by giving their time to facilitate the nomination process.

Awards originally developed
with the support of





Testimonies



About Elderly Accommodation Counsel (EAC)

Elderly Accommodation Counsel (EAC) is a national charity set up to help older people make informed decisions about meeting their housing and care needs. Its services include a national Advice Line and the website www.HousingCare.org, both of which offer a wealth of information and guidance, including access to the charity's uniquely detailed directory of all specialist accommodation for older people in the UK. EAC increasingly delivers its services through the FirstStop Advice network, in partnership with other national and local organisations.

Website: www.HousingCare.org **Email:** enquiries@eac.org.uk

Contact the Advice Line on: 0800 377 70 70, Monday – Friday, 9am – 5pm
Email: info@firststopadvice.org.uk