

# Report



Third annual retirement housing awards nominated by the residents – the process, the winners, the findings and more



## National Housing for Older People Awards 2012



sponsored by



**Legal & General**

 Housing LIN

Awards originally developed with the support of  
 **Communities and Local Government**

# National Housing for Older People Awards 2012

## Contents

- 3 Foreword and Preface
- 4 Introduction
- 6 Working with EAC - Legal & General
- 7 Working with EAC - Housing Lin
- 8 The Card Game
- 10 Awards celebrations 2010, 2011 and 2012
- 11 The Winners and their sponsors
- 22 Awards data, facts and figures
- 24 Some findings
- 26 Resident Consultation Service
- 29 Information and advice for older people
- 31 Credits

---

### Report written by

Alex Billeter EAC

John Galvin EAC

### Acknowledgements

These Awards would not have been possible without the support of a number of organisations and individuals credited on page 31.

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



# Foreword



**W**hat an excellent idea of EAC to celebrate the achievements of specialist housing for older people by asking the residents themselves to tell us what works.

These Housing Awards complement the work of HAPPI – Housing our Ageing Population Panel for Innovation – which reported at the end of 2009. The HAPPI initiative sought to inspire the nation

to hugely increase the quantity and quality of housing for older people. The EAC's Awards have taken this forward and, in the process, are adding to our knowledge – and to the EAC's own substantial database – on the housing for later life that has been built across the UK.

If there were more developments like those celebrated here, not only would more older people have pleasing, accessible, manageable, companionable homes, but more family houses would be made available for the next generation.

I commend the good work of EAC in helping older people make informed decisions about their housing and care needs and I congratulate all those involved in these awards which will support the EAC's mission and hugely encourage social housing and private sector house builders to renew their efforts to achieve the best possible housing for our ageing population.

## **Lord Best OBE**

*Chairman of HAPPI - Housing our Ageing Population Panel for Innovation*

# Preface



**N**ow in their 3rd year, the Awards seem to have established themselves firmly in the calendar of housing providers and residents alike, many of whom will not rest until they know the date of next year's awards.

The two previous Awards' celebrations were extremely successful and did a lot to raise our profile, yet after consultations with housing managers we have decided not to invite the residents to this year's event. Those who had attended had a wonderful time, but those not selected for the outing did not necessarily appreciate it in the same way. The format also involved significant expenses for housing providers, to organise and pay for the

transport of residents from distant parts of the UK, to Ascot Racecourse or to Lords Cricket Ground. We hope that this year's Awards' official celebration, and the in-house parties at the winning schemes, will prove equally successful.

EAC's new offering, the Resident Consultation Service (RCS), is beginning to receive wider recognition. Based on the same card game used in the Awards' nomination process, the RCS relies on the popularity of the Awards to increase its ability to compare well-being in schemes across the UK. The information we collect from the residents will help us determine what works and increase our ability to provide advice and information to help older people find the accommodation and services that best meet their needs, which remains our principal mission.

## **John Galvin**

*Chief Executive EAC*

# Introduction

## Background

**The Awards have gained much popularity since their inception in 2009 when, with the support of the Department for Communities and Local Government (DCLG), they were launched to demonstrate the success of housing for later life. At that time this sector was under much criticism for the withdrawing of warden services without prior consultation with residents.**

The originality of the *National Housing for Older People Awards* is that nominations are made by the residents, those who experience the facilities and the services on a daily basis, and know their own building better than the people who designed or manage them.

The Awards' mission continues to be the celebration of the best examples of retirement housing and housing-with-care in the UK. At the same time EAC's interest is to make the best possible use of the awards nomination process to gather valuable data on what works according to the residents.

Over the last three years 8,778 residents nominated their schemes for the Awards, generally with the hope of winning, but sometimes just to register their views on some particular aspects of their schemes or of the services they receive. It has become clear that many groups of residents played the nomination game knowing full well that with the poor scores they are entering, winning was not on the cards. Their main motivation was to seize this opportunity to discuss and express their views.

## Change to the formula

This year EAC and its sponsors took the risk of putting a cost on the nomination packs. The £12 (incl VAT) charge covers the production and mailing costs of the packs. Free distribution had meant that too many packs were ordered and that only a third of those were actually being put to use. No one could predict exactly how the introduction of a price would affect the popularity of the Awards, but a sharp reduction in demand was expected. And it did happen: in 2010, 2140 residents had taken part, rising to 3517 in 2011 and dropping back this year, but only down to 2851, exceeding our expectations.

This relative success is due mainly to the effort and good will of housing providers and scheme managers who bought the nomination packs for their residents

and encouraged them to play the game. The proportion of dispatched nomination packs which were actually used rose from 33% to around 75%.

## The nomination process

At the core of the Awards is the card game described in detail on pages 8 and 9. It was originally devised simply as a nomination tool. Its ability to elicit responses from residents, and to deliver a holistic assessment of a scheme, is now helping EAC to gather data on the performance of hundreds of schemes, year after year, on an unprecedented scale. The ratings of the residents' score sheets furnish us with a new source of information. The correlations we can establish between this source and the data in EAC's National Database of Housing for Older People open new doors for research.

### How do we encourage residents and housing providers to get involved?

**Q** Why should **residents** take part, when awards will be handed to management and not to them, or when they doubt their chance of a win?

**A** **To win:** the awards may be handed to management and not to the residents, but there is a great deal of satisfaction and even of pride to be had, learning that you live in one of the best retirement facilities in the country.

**To win a raffle:** as usual in many surveys, there is the enticement of the raffle: 20 cash prizes of £100 each.

**For a good time:** playing the card game is entertaining and stimulating. The brief discussions necessary to agree on group scores help residents articulate and compare their views.

**For better housing in later life:** the data EAC collects on each scheme via their residents' scores adds invaluable to our understanding of what works and should inform the design and management of future schemes. Comparable data on such a scale does not exist elsewhere in the industry.



**Q** Why should a **housing provider** or **manager** buy the nomination packs and encourage residents to play the card game?

**A To win:** what a great satisfaction for a housing manager or provider to have their facilities and services rated by their residents as amongst the best in the country!

**To provide an enjoyable and motivating activity:** not a few residents have asked their scheme managers “when are we playing the card game again?”

**To find out their residents’ views:** EAC can supply a Providers Report after a scheme has been nominated by its residents, and at a lower price than the full Resident Consultation Service (see page 26).

**To inspire trust:** to show their residents that they believe in the quality of the facilities and services they provide and manage.

**For better housing in later life:** the data EAC collects on each scheme via their residents’ scores adds invaluable to our understanding of what works and should inform the design and management of future schemes. Comparable data on such a scale does not exist elsewhere in the industry.

Many scheme managers express their disappointment at not being offered an independent report in exchange for their efforts at organising the card game. EAC is a charity and does not intend to make profit out of the Provider Reports. However the development of the computer system to enter and analyse residents’ scores has been an expensive project. The production of Providers Reports remains a fairly complex operation which we think is priced very reasonably at £120 + VAT.

## The future

All the signs are that the Awards will carry on growing, adding more information on what works – and on what works less well - to EAC’s rich database, contributing incrementally to the validity of the regional and national comparisons made in EAC’s Resident Consultation Service (RCS) (see page 26).



# Legal & General

## Working with EAC



### Introduction

Legal & General is delighted to be able to develop the valued relationship that we have with EAC, and welcomes this opportunity to be the primary sponsor of EAC's 3rd annual Housing Awards, hosted at our new offices at One Coleman Street.

We initially established our link with EAC by providing support for the first *National Housing for Older People Awards* in 2009-2010, an initiative which promoted and recognised the delivery of outstanding housing and care options for older people. That theme fits directly with Legal & General's core business values, which include, as part of our 'Pensioner Poverty' Corporate Social Responsibility programme, the aim of improving the circumstances of people in the later years of their life.

### Working together

Our continuing link with EAC, and sponsorship of this year's awards, is recognition of the importance both our organisations place on the value of high quality information and advice for older people. Central to that process is finding out what people want and need. Together, we have been able to develop the consultation process with older people, and obtain – and respond to – their feedback.

As a responsible and caring insurer we are always interested in opportunities that provide people with the chance to engage with issues, and improve our understanding of our society. In particular, we need to know how social policy, investment in services and technology, and the availability of good housing and care will impact on the wellbeing of all of us. These are all areas that help us to develop and define the contribution we can make towards providing our customers and partners with a quality future.

### Going through the HOOPS

We agree with EAC about the importance of planning and making provision for older age while you are still young and healthy enough to do so. It is far better to think and plan ahead for retirement than have someone else do it for you. The high quality information and advice on housing, care, finance



**Graham Precey**

and services that EAC provides is vital to enable people to make informed decisions about their future. These can be quite complex issues, and often have to be tackled in very difficult circumstances. We, therefore, need the best tools to help people with this process.

We hope that our sponsorship of EAC's highly successful Housing Options for Older People - HOOP - as an informative and accessible online guide for older people, their families, their carers and professionals, will help to optimise wider understanding of the housing and care choices available, so that appropriate arrangements can be put in place. The new online site is being launched at today's EAC Awards event and more details are available at <http://www.housingcare.org/housing-appraisal-tool.aspx>.

Our support of this initiative will enable the development of the HOOP programme, in order to increase the number of users and better tailor the advice provided. This will mean that the new secure website will be able to offer individual 'consumers' bespoke information and advice on their needs. Working with EAC on this internet project and consumer survey will also enable us to learn more about how people, before and after retirement, use the internet and social media to search for advice, and obtain information on their pension and financial planning for later life.

# Legal & General

## Working with EAC - continued

### This year's event

The National Housing for Older People Awards event is the primary reporting, learning and networking occasion for all who are driven to improve housing and care for those in their later years. It is the culmination of a process of consultation and feedback which has seen a wide range of retirement housing schemes and participants throughout the UK provide feedback on the quality of design, services and well being in their retirement homes. We have the opportunity here, today, to celebrate that crucially important consultation process.

At this year's event we are also delighted at the prospect of hearing from Joseph Lu, our leading specialist in mortality, who will give the inaugural EAC Annual Lecture. Joseph is a recognised industry

expert on longevity and the financial and wellbeing implications for a population that is living longer. Other contributors include Roger Wilshaw of the Department for Communities and Local Government (DCLG) and Lord Best, Chairman of Housing our Ageing Population Panel for Innovation (HAPPI). They will also join Joseph Lu in a discussion about how they see the needs and aspirations of older people being met over the next few years.

Together, by the end of 2012, we hope to have helped to facilitate some innovative thinking about the choices available to older people and improved services in planning for older age.

#### Graham Precey

Head of Corporate Social Responsibility, Legal & General  
[www.legalandgeneralgroupcsr.com](http://www.legalandgeneralgroupcsr.com)

## Housing Lin

### Working with EAC

#### Jeremy Porteus highlights the benefits

Up until recently I was the National Programme Lead for Housing in the Department of Health (DH) and responsible for the delivery of its £227million extra care housing fund. Since the inception of the DH's programme in 2002, Elderly Accommodation Counsel (EAC) provided administrative support and business intelligence to help inform its capital investment decisions and associated work with the Housing Learning and Improvement Network (LIN). The Housing LIN, as it is now known, was initially established by the DH as a 'change agent' to provide advice, information and support to local authorities and their housing partners to share the knowledge and learn the lessons learnt from accessing the DH grant to develop extra care and services so that others could produce their strategies and implementation plans, including the identification of other funding sources, to transform their provision.

Now independent of the DH, the Housing LIN's partnership with EAC continues to blossom. In particular, our relationship enables us to:

- Link in with experienced staff
- Access comprehensive data of housing choices available at a local level
- Help identify any deficit in providing extra care
- Establish and maintain essential online resources
- Coordinate overall network activities for sharing good practice and information exchange
- Provide support to individual authorities and providers to develop their extra care housing plans
- Share resources, develop joint products and support practices in the field that 'push back the boundaries' on housing for older people, and
- Influence government, industry and older people on their future needs and aspirations

Our partnership with EAC is further strengthened by a mutual commitment to raise the profile and quality of information on housing for older people so that we can both enable older people to make informed decisions and support those that have leadership positions to plan strategically.

Stay connected with the Housing LIN at [www.housinglin.org.uk](http://www.housinglin.org.uk)

# The Card Game

## 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 clockwise, 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

**The cards, the score sheets and the rules are the same whether used to nominate a scheme for the Awards, or for a Resident Consultation Service.**

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.



## 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
<b>CARD 1</b>	<b>CARD 1</b>	<b>CARD 1</b>	<b>CARD 1</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 2</b>	<b>CARD 2</b>	<b>CARD 2</b>	<b>CARD 2</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No <input type="checkbox"/> No individual kitchens	<input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 3</b>	<b>CARD 3</b>	<b>CARD 3</b>	<b>CARD 3</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 4</b>	<b>CARD 4</b>	<b>CARD 4</b>	<b>CARD 4</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No <input type="checkbox"/> No garden	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<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
<b>CARD 5</b>	<b>CARD 5</b>	<b>CARD 5</b>	<b>CARD 5</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 6</b>	<b>CARD 6</b>	<b>CARD 6</b>	<b>CARD 6</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No
<b>CARD 7</b>	<b>CARD 7</b>	<b>CARD 7</b>	<b>CARD 7</b>
<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<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.

<p><b>6 home</b></p> <p>My home gets plenty of natural light</p> <p><b>DON'T DISCUSS 6</b></p>	<p><b>2 services</b></p> <p>The staff are always helpful and respectful</p> <p><b>DISCUSS 2</b></p>	<p><b>5 services</b></p> <p>The care staff are always available when needed</p> <p><b>DON'T DISCUSS 5</b></p>	<p><b>1</b></p> <p>Our building is very well located; very convenient for the shops, for walks and for public transport</p> <p><b>DISCUSS 1</b></p>	<p><b>4 where we live</b></p> <p>Our garden is pleasant and easy to enjoy</p> <p><b>DISCUSS 4</b></p>	<p><b>6 where we live</b></p> <p>Our communal rooms (louge, dining room, etc) are a pleasure to use</p> <p><b>DON'T DISCUSS 6</b></p>
<p><b>7 home</b></p> <p>I have a good view from my home; there is always something interesting to look at</p> <p><b>DON'T DISCUSS 7</b></p>	<p><b>3 services</b></p> <p>We are consulted when it matters, and our views are taken into account</p> <p><b>DISCUSS 3</b></p>	<p><b>6 services</b></p> <p>I find the management very responsive and helpful</p> <p><b>DON'T DISCUSS 6</b></p>	<p><b>2 where we live</b></p> <p>Our building is very well designed and easy to get around</p> <p><b>DISCUSS 2</b></p>	<p><b>5 where we live</b></p> <p>Our neighbourhood feels very safe</p> <p><b>DISCUSS 5</b></p>	<p><b>7 where we live</b></p> <p>This building makes one proud to live in it</p> <p><b>DON'T DISCUSS 7</b></p>
<p><b>1 services</b></p> <p>The range of care services we can receive at home is excellent</p> <p><b>DISCUSS 1</b></p>	<p><b>4 services</b></p> <p>The meals provided in the dining room/restaurant are excellent</p> <p><b>DISCUSS 4</b></p>	<p><b>7 services</b></p> <p>If I wanted to, I could take all my midday and evening meals in our dining room/restaurant</p> <p><b>DON'T DISCUSS 7</b></p>	<p><b>3 where we live</b></p> <p>The number and sizes of the communal rooms meet our expectations</p> <p><b>DISCUSS 3</b></p>		

# The Awards Celebrations

## February 2010 – Lords Cricket Ground

This first Awards event was an unexpected success enjoyed by 340 guests. Housing providers, managers, developers and commissioners of retirement housing mixed -in some cases for the first time - with the residents of the finalist schemes. Lord Bill McKenzie, Parliamentary Under Secretary of State, opened the event, followed by a memorable and personal address by the actress Liz Smith (opposite), herself a resident of retirement housing.



## February 2011 – Ascot Racecourse

Ascot proved a fit location to celebrate a 65% increase in the number of entries. The grand reception rooms of The Pavilion were host to some 350 guests: a lively mix of residents, their scheme managers, their landlords, a whole range of sponsors and other professionals. Guest speaker BBC news anchorman Nicholas Owen (with John Galvin, left) entertained and engaged many residents in conversation.

## May 2012 – Legal & General

### New formula

In summer 2011, EAC asked the managers of the winning schemes how they and their residents valued the format of the past celebrations. It turned out that although everybody had enjoyed the events and their venues, the format was far from perfect:

- The celebrations were a little too long and tiring for the older residents
- The cost to the housing providers of transporting their residents from all parts of the UK was high
- Those residents not selected to attend the event, felt left out
- In response to the above, managers often had to arrange an additional local celebration for all the residents

Hence a new format for this year's national event addressed to providers, commissioners and associated professionals of housing for later life.



# About the Awards

## The 30 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 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 LIN

Sponsored by:

**The Housing Learning and Improvement Network (LIN) is delighted to be a joint sponsor of the 2012 Housing for Older People Awards and, in particular, the award for the Best UK Extra Care Housing scheme category. Congratulations to all entrants, everyone is a winner!**

Now independent of the Department of Health (DH), the Housing LIN is the acknowledged leading 'knowledge hub' for over 5,700 professional members across housing, health social care agencies in the UK. Our aim is to:

- raise the profile of and raise the standards in extra care housing
- enhance learning and build capacity through sharing ideas, experience and best practice on housing with care
- produce tools and resources that help plan, design, deliver and increase the supply and investment in housing for older people

- widen participation amongst commissioners, developers and providers to research and test innovative new approaches to housing for an ageing population
- become a strong networked community – informing and influencing local, regional and national policy and markets
- provide an online directory to record all DH funded extra care housing schemes

To find out more about the Housing LIN, to register to receive our newsletter, *Housing with Care Matters*, and updates of events in your areas, visit our website at [www.housinglin.org.uk](http://www.housinglin.org.uk), email us at [info@housinglin.org.uk](mailto:info@housinglin.org.uk) or contact us on 020 7820 8077.

Get connected with the Housing LIN.

**Jeremy Porteus**, Director, Housing LIN  
[www.housinglin.org.uk](http://www.housinglin.org.uk)

**GOLD AWARD**

### SCHOOL COURT

Hednesford, Staffordshire

Managed by:

**The ExtraCare Charitable Trust**



**The ExtraCare Charitable Trust** gives older people an independent, 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.  
**A winner in 2010 and 2011**

# The best UK Retirement Housing schemes

## Category: Under 30 units

**PTEa**

Sponsored by: Pollard Thomas Edwards architects

EAC has been at the forefront of making the voices of older people heard, and giving clear guidance on housing options for our later years; they can take a good deal of the credit for the bright future for Third Age Housing that shows every sign of being on its way. Pollard Thomas Edwards architects (PTEa) is delighted to sponsor the award for Best UK Housing Retirement scheme under 30 units 2012 and support the work of EAC.

PTEa has been designing successful housing for older people for many years, and we understand the range of different aspirations that new homes need to satisfy. Our expertise led to our selection by the HCA as coordinator and co-author of the HAPPI report into Housing our Ageing Population, which set out the case for change in future provision. We are delighted to support the Retirement Housing Award,

to help promote the best housing in the experience of the people who live in it. At the same time, at PTE we talk about housing for the 'Third Age' of life – these days many of us will not have retired completely when we downsize, or move to be nearer our family, or to the beach.

The homes that meet these aspirations range from fully self-contained apartments aimed at older purchasers or tenants, through sheltered housing and extra-care homes, and Third Age homes often form part of a mixed development, with private market housing for rent or sale helping to ensure a mixed community.

Do visit our website at [www.ptea.co.uk](http://www.ptea.co.uk) to have a look at what we do, or call us on 020 7336 7777. We'd be happy to advise on your new home or development.

**Patrick Devlin**, Head of Third Age Housing

## 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. Colville Court, provides sheltered housing for 20 over 55s. This is the third consecutive year that residents have nominated Colville Court for an award.

*A winner in 2010 and 2011*

## SILVER AWARD

### HENS HORN COURT

Helston, Cornwall

Managed by:  
**Coastline Housing Ltd**



**HENS HORN COURT** comprises 26 flats and bungalows for independent living. As well as providing a variety of social activities for residents, the scheme acts as a hub for those living in nearby communities and is much-loved by residents and non-residents alike.

## 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.

*A winner in 2011*

# 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 Housing for Older People Awards 2012. 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 new National Planning Framework and the recommendations by the Commission on Funding of Care and Support.

The 2012 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

### MANOR GREEN

Carlton, Nottingham

Managed by:

**Longhurst & Havelok Homes Ltd**



### Longhurst & Havelok Homes Ltd

is a leading provider of sheltered housing properties for sale specifically designed for those of retirement age. Our schemes provide a friendly environment where residents retain their independence in retirement, with freedom from anxiety and day to day problems.

## SILVER AWARD

### WEST END ROAD

St Helens, Merseyside

Managed by:

**Helena Partnerships**



**West End Road** is a very popular and friendly sheltered scheme in the lively area of Haydock, just a few minutes walk from a bustling shopping area in St Helens.

The scheme is home to a vibrant range of activities and events for our older residents throughout the year.

## BRONZE AWARD

### CLUNY COURT

Blairgowrie, Perthshire

Managed by:

**Cairn Housing Association**



**Cairn Housing Association** seeks 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 Retirement Housing schemes

## Category: 45 - 59 units



Sponsored by:

**Shaw healthcare provides a spectrum of care services for vulnerable adults in a variety of settings.**

Our care is delivered through a combination of skilled, well trained staff, inspirational managers and leadership that gives people confidence and a strong sense of their own value.

This generates a passion among our staff to provide the best possible care and support for all our customers.

Shaw employs over 4,500 people to provide care to over 3,000 individuals in registered care homes, hospitals, supported living arrangements, retirement schemes and domiciliary care settings.

Shaw has forged successful partnerships with Primary Care Trusts (PCTs) and Social Care teams across England, Wales and Scotland, developing care services and facilities for adults, older people and those with dementia and complex needs at the request of care commissioners.

We promote our brand through three values; wellness, happiness and kindness and these are the central thread that runs throughout all we do.

**Mark Heywood-Briggs**, *Commercial Director*

### GOLD AWARD

#### **PARKFIELD HOUSE**

Harrow, Middlesex

Managed by:

**Willow Housing & Care**



**Parkfield House**, LB Harrow, houses diverse older people from various background, ethnicity and religious beliefs. The scheme is socially inclusive and fosters cohesion. Tenants are very outspoken and actively participate in consultations and major local issues. Tenants celebrate everyone's anniversaries and religious events.

### SILVER AWARD

#### **ORRELL LODGE**

Bootle, Merseyside

Managed by:

**One Vision Housing**



**One Vision Housing** is committed to ensuring that our customers in sheltered housing are able to live independently and have access to services and support in a warm and welcoming environment, which enhances their quality of life and meets the needs of each individual.

### BRONZE AWARD

#### **WILLIAM HOUSE**

Hinckley Road, Leicester

Managed by:

**Hospital of William Wyggeston**



**Wyggeston's Almshouse** is sheltered accommodation with a Warden on call 24 hours. The emphasis is on encouraging independence not dependence. Various events are organised including monthly coffee mornings, outings and in-house activities. A range of facilities are all onsite.

# The best UK Retirement Housing schemes

Category: 60 units and over

Retirement  
Homesearch

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 are in secure, purpose built developments, designed and constructed by leading house builders and overseen by Peverel Retirement, the UKs leading retirement property manager.

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

Independent retirement living means you own your home, but without the hassle of gardening, window cleaning and other property maintenance. Support is provided by a House Manager and 24/7 emergency call response system.

With Assisted Living you also own your own home, with 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](http://www.retirementhomesearch.co.uk).

**David Gabriel**, Head of Retirement Homesearch

## GOLD AWARD

### QUEEN ALEXANDRA COTTAGE HOMES

Eastbourne, East Sussex

Managed by: **Queen Alexandra Cottage Homes**



**The almshouses** were built by the people of Eastbourne for the 'aged and deserving poor of the town'. Over the years generous benefactors have enabled the trust to develop the Homes, now being able to accommodate 107 residents in both sheltered housing and nursing care.

**A winner in 2010**

## SILVER AWARD

### WOODSGREEN

Gateshead, Tyne and Wear

Managed by:  
**The Gateshead Housing Company**



The aim of **Woodsgreen** sheltered housing is to provide comfortable, convenient and secure accommodation whilst giving full independence with the support of a resident scheme officer and 24 hour emergency alarm system. The facilities provided encourage community engagement and social interaction.

## BRONZE AWARD

### COATES LODGE

Chelmsford, Essex

Managed by:  
**CHP – Communities, Homes and People**



**CHP** offers welcoming homes in sheltered accommodation for older people who choose to live independently and remain as active as possible. Residents have security and peace of mind that help is at hand if needed. Alexander Court is a popular scheme offering a range of social activities. **A winner in 2011**

# The best UK Rural Retirement Housing schemes

Sponsored by:



**Archadia are delighted to sponsor this year's Best UK Rural Retirement Scheme award.** An architectural practice founded in 1993, Archadia has always specialised in housing for older people and has developed significant expertise in this field with built schemes ranging from bungalows to 'HAPPI' flats and extra care housing to dementia care units. Projects have varied from modifications to traditional buildings to new multi-storey developments.

Our own work suggests there are many challenges facing rural areas when promoting developments to introduce the range of housing and care options available in urban areas. Not least of these is the conflict between the size of scheme desired by national providers to achieve financial viability and the resistance by villagers to the size of building this often generates.

We believe our wide experience gives us an understanding of the needs of our clients and our expertise enables us to find our way through the often challenging planning issues. We are sensitive to the different architectural styles required in different situations and pride ourselves on producing high quality architecture using different vocabularies.

We recognise the benefits brought by well thought out design, delivering as it does a better quality of life and allowing people to remain independent as long as possible. We keep abreast of theory in this important sector and are involved with various policy organisations, contributing to and following the development of ideas and trends. Our knowledge of current thinking enables us to help our clients to build popular and successful schemes.

**Patrick Manwell, Director** [www.archadia.co.uk](http://www.archadia.co.uk)

## GOLD AWARD

### MARGARET OGILVIE ALMSHOUSES

Thorpeness, Suffolk

Managed by: **Orwell Housing Association Ltd**



**The Almshouses** are located in picturesque Thorpeness, built in 1927 in an impressive mock Tudor style. The 12 homes provide accommodation for people over the age of 55 who require supported housing. Our almshouse advisor visits the residents to provide a person-centred support service.

## SILVER AWARD

### SYCAMORE HALL

Bainbridge, North Yorkshire

Managed by:  
**Housing 21**



**Housing 21** is a specialist provider of care, health and housing services for older people. We deliver a flexible service that adapts to changing needs. We manage over 18,700 sheltered and extra care properties, deliver around 131,000 hours of care per week and are breaking new ground in dementia services. **A winner in 2011**

## BRONZE AWARD

### ALEXANDER COURT

Springfield, Essex

Managed by:  
**CHP – Communities, Homes and People**



**CHP** offers welcoming homes in sheltered accommodation for older people who choose to live independently and remain as active as possible. Residents have security and peace of mind that help is at hand if needed. Alexander Court is a popular scheme offering a range of social activities. **A winner in 2011**

# The best UK Housing-with-Care schemes

Category: Under 30 units

Sponsored by: **friendsIT**

**We are making it our business to supply affordable IT equipment for all.**

FriendsIT is powered by Partners IT a long established IT reuse organisation which has developed FriendsIT to be the face of its digital inclusion solution.

FriendsIT is the place for refurbished PCs and Laptops aimed at those that don't have, can't afford or are unsure of what to buy as their first purchase of IT equipment.

Backed by Microsoft's Digital Inclusion programme and with their software, these refurbished machines are making the first steps into getting online and using PCs accessible for all.

With discounts applied for those receiving certain benefits getting your first PC is now financially more viable.

Getting online engages people from all walks of life. It allows a level playing field when searching for jobs, helps young people with education and social inclusion, helps households save money by shopping online and helps everyone in keeping in touch in our ever changing world, let alone the ever expanding library of information it holds.

We are always looking for companies and to help with the supply of outdated IT equipment as well as individuals or groups looking to purchase refurbished equipment.

If it's to help us with supply, or you want to buy, we a look forward to being of service.

Call us on 08456 446644 or visit [www.friendsit.co.uk](http://www.friendsit.co.uk)

**David Williams** – *Managing Director*

## GOLD AWARD

### HANOVER COURT

Cinderford, Gloucestershire

Managed by:

**Hanover**



**Hanover Court** offers affordable, high quality properties for older people who wish to rent in the Forest of Dean. We provide a tailored service on the estate which we agree each year with residents, enabling them to decide what is most important to them.

## SILVER AWARD

### BRYN IVOR

Llwynypia, Tonypanyd, Rhondda Cynon Taff

Managed by:

**RCT Homes Ltd**



Formerly a half-empty complex in a Rhondda mining village, **Bryn Ivor** has been transformed into the first existing sheltered housing complex in the UK to be adapted to meet the RNIB's 'Visibly Better' Platinum Standard. It has become a thriving hub for the local community.

## BRONZE AWARD

### BELONG MACCLESFIELD

Macclesfield, Cheshire

Managed by:

**Belong**



Our apartments offer a fabulous quality of life for older people who want the independence of living 'at home', the convenience of a vibrant village on their doorstep and the reassurance of on-site emergency response services, plus more intensive care options for those who need it.

**A winner in 2010**

# The best UK Housing-with-Care schemes

Category: 30 - 44 units

Sponsored by:   
Advice for older people

**FirstStop is an independent advice and information service for older people, their families, friends, carers and professionals. It is led by the charity Elderly Accommodation Counsel (EAC) working in partnership with other national and local organisations.**

Our service spans housing, care, finance and rights and is delivered through our website, over the phone on our help line and face to face through our network of over 25 local and specialist partner organisations. These range from housing associations, home improvement agencies, Age UK and Age Concern groups, Citizens Advice Bureaux and Community Development agencies at a local level to specialists in rental housing, independent financial and care advice and disability at a national level.

Last year we used the information in our databases of accommodation, care homes, housing and care services to serve over 150,000 people through our website, over 18,000 over the phone and over 2,500 face to face.

We can help in matters such as:

**Care and support** - in your own home, in specialist housing or in a care home.

**Housing** - services to help you manage at home; information about moving somewhere more suitable.

**Finance** - paying for care, benefits and allowances,

**Your rights** - the law; standards you should expect; how to get your entitlements and advocacy services that can support you.

**Daniel Pearson** *Director*

Call 0800 377 70 70, email [info@firststopadvice.org.uk](mailto:info@firststopadvice.org.uk) or visit [www.firststopadvice.org.uk](http://www.firststopadvice.org.uk) for more information

## GOLD 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.

**A winner in 2011**

## SILVER AWARD

### ST JULIAN'S HOUSE

Omagh, County Tyrone

Managed by:  
**Apex Housing Association**



**Apex Housing** provides older people with high quality accommodation and support services enabling them to live independently with comfort and security. St Julian's House provides a range of self-contained apartments and communal facilities. We hold many activities including music therapy, dancing nights and bingo.

## BRONZE AWARD

### ST GILDA'S

Chard, Somerset

Managed by:  
**Yarlington Housing Group**



**St Gilda's** is one of ten extra care schemes that form part of Yarlington Housing Groups Retirement Living service. It offers independent living with extras such as a midday meal & domiciliary care. St Gilda's prides itself on making a difference to its residents' lives by making the scheme a pleasant, warm & friendly environment.

# 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 Housing for Older People Awards 2012. 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 new National Planning Framework and the recommendations by the Commission on Funding of Care and Support.

The 2012 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. **A winner in 2011**

## SILVER AWARD

### DEANSFIELD COURT

Norton, Malton,  
North Yorkshire

Managed by:

**Yorkshire Housing**



A modern extra care housing scheme set in a picturesque location specifically designed to offer people over the age of 55 independent living with personalised care and support services.

In addition to their luxury private apartments there is a communal lounge, restaurant, café, hairdressers, therapy room, library and shop.

## BRONZE AWARD

### WHITE OAK COURT

Swanley, Kent

Managed by:

**West Kent Housing Association Ltd**



Situated in the heart of the Swanley, **White Oak Court** offers residents a friendly, secure and vibrant community. With an abundance of activities, providing accommodation and services for people 55 years and needing a little extra support and care at times to maintain independent living. **A winner in 2010**

# The best UK Housing-with-Care schemes



Category: 60 - 99 units

Sponsored by:

**My Care My Home is an advice and help service for Care Customers and a business service to Care Providers, to enable them to improve the Quality of their Care Service and raise their market profile.** Through free visits by a care advisor to a customer's own home and through its comprehensive web site and care search facility, My Care My Home offers customers impartial professional advice. It also helps them to procure the specific help they need.

My Care My Home will help you and your family find answers to questions such as:

1. Measuring just how many care hours each week you really need.
2. Exploring with you what the level of care you need will cost in the three different types of care settings (Your own home; an extra care development or a care home)

3. Helping you to procure and pay for necessary adaptations to your own home
4. Helping you to rent or sell your home if you wish
5. Helping you find and select the highest quality care provider
6. Helping you to monitor your care
7. Helping you to pay for this – possibly without having to sell your house.

For Care Providers My Care My Home offers a Quality of Care rating service and advice and help in how a Provider can improve this. It also publishes the rating of every Care Provider and it enables care customers to search for care providers by quality rating.

**Jeremy Nixey**, *Chief Executive*

## GOLD AWARD

### WILLOWFIELDS

Coseley, West Midlands

Managed by:  
**Midland Heart**



**Willowfields** was developed by Midland Heart in partnership with Dudley Borough Council. Offering tailored support combined with extensive communal facilities and wide activities programme, Willowfields enables people to stay happy, active and independent in later life.

## SILVER AWARD

### ROMAN RIDGE

Wincobank, Sheffield

Managed by:  
**Sanctuary Care**



**Roman Ridge** is one of Sanctuary's state-of-the-art independent living schemes. By putting our tenants at the heart of what we do we have created a high quality living environment which can meet most care and support needs, enabling them to remain independent for longer.

## BRONZE AWARD

### ALEXANDRA PLACE

Woodley, Reading, Berkshire

Managed by:  
**Central and Cecil**



**Alexandra Place** opened in Berkshire in August 2011. In its first year the 64 apartment extra care scheme won a prize at the national Housing Innovation Awards, as well as receiving an EAC nomination.

# The best UK Housing-with-Care schemes



Category: 100 units and over

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.

In 2012 we find ourselves in an improving but still challenging economic situation. Recent changes to the Planning system (NPPF) and charging structures will see major changes to how we plan, design and deliver accommodation for older people, whatever their care and lifestyle demands might be.

Like the awards, our designs focus on the quality of life of residents whilst all of our work is aimed at creating deliverable and sustainable investments for developers and operators. We will continue to develop our project design, engagement and strategy, as well as lobbying for more Government support of the sector. We welcome the *Housing for Older People Awards* continuing contribution.

Guy Flintoft, Director [www.bartonwillmore.co.uk](http://www.bartonwillmore.co.uk)

## GOLD AWARD

### BROAD MEADOW

Russells Hall, Dudley,  
West Midlands

Managed by:  
**Midland Heart**



**Broad Meadow** was developed by Midland Heart in partnership with Dudley Borough Council. With extensive communal facilities, Broad Meadow offers its residents high quality accommodation with a wide range of activities and tailored support to enable them to remain active and independent in later life.

## SILVER AWARD

### BERRYHILL VILLAGE

Stoke-on-Trent, Staffordshire

Managed by:  
**The ExtraCare  
Charitable Trust**



**The ExtraCare Charitable Trust** gives older people an independent, 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.



# Awards data – Facts and figures

## Introduction

The 2012 awards consultation was a great success with 2,851 individuals taking part despite the introduction of a charge for the acquisition of nomination packs. This equals 81% of the entries received last year when the packs were distributed free. A huge thank you to everyone who helped promote the Awards this year.

We will now be able to add the data from this year's healthy number of entries to those received in 2011 and 2010, giving us information on 880 schemes across the UK.

## About the entries in 2012

### The Nominations were from

- **300** Schemes, of which **225** were retirement housing schemes and **75** housing-with-care schemes
- from **671** groups totalling **2,851** residents

#### Nominated schemes by geographic distribution:

	England	Scotland	Wales	Northern Ireland
<b>RH</b>	184	33	3	5
<b>HwC</b>	70	1	2	2
<b>Total</b>	<b>254</b>	<b>34</b>	<b>5</b>	<b>7</b>

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

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

### Within England 33 counties were represented.

The highest numbers of nominations received were: 44 from the South East region, 41 from the North West region, 39 from the South West region, 26 from the West Midlands, and 23 nominations from East Midlands, with only 15 from Greater London, and 9 from the North East region.

247 of the schemes provided some form of **rented** accommodation, 30 some type of **ownership** and 23 schemes provided both types.

The 300 schemes were managed by **74 landlords and management companies**. **Private sector** managers contributed 15 schemes while 285 schemes were from the **public and voluntary sectors**. The private sector was therefore significantly under-represented with 5% of nominated schemes, when they actually account for nearly 9% of schemes UK wide. However the percentage of **leasehold schemes** nominated reflects approximately their share of the market at 15%.

Schemes were nominated on average **by over 20% 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.

## Selecting the winners

The following process was used to identify the Awards winners.

The card game asked the residents to indicate their level of agreement with a range of statements about their retirement housing, both as a group and as individuals<sup>1</sup>. Group and individual scores were combined to produce a total score for each scheme; where schemes had received more than one nomination (more than one group of residents), the scores were added together and divided by the number of nominations.

Preference was given to schemes which were highly rated by a significant proportion of its residents. When less than 20% or the residents of a scheme had taken part in its nomination, their entry was judged not sufficiently representative to warrant a place among the winners.

Scores were ranked in order to identify the gold, silver and bronze awards in each category. These three types of awards do not reflect significant differences between these winning schemes; their main function is to retain an element of suspense for the Awards celebration.

<sup>1</sup> See page 8 for a full description of the Awards card game

## A snapshot of housing for later life

**Whilst the numbers of schemes surveyed matters for the validity of data and statistics, the information on each scheme has its own value, providing direct feedback which can be of immediate use to the manager or housing provider. How this is accessible is covered in the next section<sup>2</sup>.**

Over their three years of existence, the Awards have made it possible for EAC to collect data from the residents of 880 schemes<sup>3</sup>. This is an unusually large sample, which involves on average 10 residents per scheme and tells us a lot about a wide range of models of housing for later life, from the almshouse to the retirement village.

However these figures must be put in perspective: 880 represent only 3.42% of 25,700, the total number of specialist housing schemes for older people in the UK about which EAC has been collecting detailed information for over 25 years. We have to widen the use of the Resident Consultation Service (RCS) and of the Awards nomination game to some 5000 schemes to validate our claim of being able to compare meaningfully the ratings collected from the residents of one scheme with local and regional averages.

One weakness of our sample is that, at the moment, it favours schemes with a dedicated house manager. A quarter of all housing schemes for older people are without any dedicated scheme manager, and their number is growing very fast. We haven't yet found, or been able to afford, the means of contacting the residents directly. We therefore rely on the goodwill of the housing providers and scheme managers to obtain the nomination packs, and to inform their residents about the card game.

This reliance on the management rather than the residents must mean that successful schemes are more likely to be encouraged to participate and that less successful schemes will be under-represented.

There may come a time when the Awards and the RCS have achieved sufficient recognition for the residents to ask themselves for nomination packs or for a consultation, but we are still far from this target.

Bearing in mind the above caveat, we are still satisfied that the positive picture of specialist housing for

later life emerging from the data collected with our card game is valid. The UK-wide scores table below is based on awards and RCS data collected from October 2009 to April 2012, from 8,778 residents.

### UK-wide scores 2010 - 2012

Description	Retirement Housing	Housing-with-Care
<b>Overall rating</b>	★★★★☆	★★★★☆
<b>Location</b>	★★★★☆	★★★★☆
Convenient	★★★★☆	★★★★☆
Safety and security	★★★★☆	★★★★☆
<b>Building</b>	★★★★☆	★★★★☆
Facilities	★★★★☆	★★★★☆
Design	★★★★☆	★★★★☆
Garden	★★★★☆	★★★★☆
<b>Individual apartments</b>	★★★★☆	★★★★☆
Space standards	★★★	★★★★☆
Design	★★★★☆	★★★★☆
Practicality	★★★	★★★★☆
<b>Services</b>	★★★★☆	★★★★☆
Maintenance	★★★★☆	
Consultation	★★★	★★★★☆
Staff role and interaction	★★★★☆	★★★★☆
Meals		★★★
Care services		★★★★☆
Management		★★★★☆
<b>Lifestyle</b>	★★★★☆	★★★★☆
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

★★★ 'Functional' for individual apartment

★★★ for Consultation (retirement housing)

★★★ for Link with community at large

<sup>2</sup>See page 26 to 28

<sup>3</sup>Where one scheme has been nominated in more than one of these annual Awards, only the scores of the latest nominations are taken into account

## Some 'findings'

**Instead of analysing the data of this year's 300 schemes entries, we are now looking at the data collected from the wider pool of the 880<sup>4</sup> schemes which responded in 2010, 2011 and 2012**

We feel confident that, over these few years, the conditions in these schemes have not changed sufficiently for the residents to be likely to give different scores this year than they did the previous years.

Searching this wider data does not reveal any head-line material, although some of the findings below, even if substantially similar to what we presented in other years, will be of interest to the industry

### Lifestyle

***'We have lots of opportunities to go on outings'***

Only 47% of residents were able to answer 'Yes' to this statement, with just over 23% of residents registering a categorical 'No'. These percentages were similar for retirement housing and housing-with-care.

***'We feel part of the wider local community'***

In both retirement housing and housing-with-care, 44% of residents responded 'Yes', with 21.6% responding 'No'.

***'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 91% of residents of both retirement housing and housing-with-care schemes responding 'Yes'.

***'This is a good place to make new friends'***

This statements scored 75% 'Yes' and 2% 'No' for both 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, 28% of retirement housing residents and 22% of housing-with-care residents answered 'No' or 'Sometimes'.

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

In housing-with-care schemes this statement receive a mixed response with only 38% responding 'Yes' and 26% 'Partly' or 'No'.

***'The staff are always helpful and respectful'***

97% of housing-with-care residents answered 'Yes' or 'Mostly' to this question

***'We can rely on the staff for advice and information'***

93% of housing-with-care residents answered 'Yes' or 'Mostly' to this question

Several statements highlight strengths and weaknesses inherent to the location or the design of a scheme. Managers will not be able to address these points, but professionals should take them on board when commissioning and designing new schemes. For instance:

- Only 66% of housing-with-care residents fully agree that their scheme is well located, whilst some 72% of all residents think that their building is well designed.
- 89% of retirement housing residents are satisfied with the design of their own apartment, rising to 96% in housing-with-care.
- Only 62% of retirement housing residents fully agree that they have a good view from their home, that there is always something interesting to look at. This figure is 71% for housing-with-care, still unsatisfactory, considering the length of time that residents will spend in their own flat.
- Over 15% of retirement housing residents complain of lack of natural light in their apartment.

### Correlations

EAC's National Database of Housing for Older People holds a vast amount to data on some 25,700 retirement and housing-with-care schemes in the UK, about their type, size, location, tenure, main features, distance to amenities, etc. This factual data can be correlated with what our 8,778 residents say. Some 700,000 people in the UK are residents of housing for later life. We must therefore be cautious when allocating

<sup>4</sup> Where one scheme has been nominated in more than one of these annual Awards, only the scores of the latest nominations are taken into account

statistical significance to our analysis and findings; this is why we are only highlighting areas with strong trends or differences. As participation increases we will be able to comment on many more areas with growing confidence.

## Scheme size

### *A good range of social activities, event, entertainment and classes are available'*

As expected this statement scored lower in retirement housing with 53% 'Yes', and higher in housing-with-care schemes with 69% 'Yes', with the highest scores in the retirement villages, and the lowest in the under 30 units schemes.

Scores are similar for: *'We have lots of opportunities to go on outings'*

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

Housing-with-care 100 units and over, i.e retirement village, performed significantly less well than any other type or size of schemes.

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

This statement becomes less and less true as the size of the housing-with-care schemes increases.

## Location type

### *'Our building is very well located; very convenient for the shops, for walks and for public transport'*

Almost 75% of all resident fully agree with this statement, those living in housing-with-care schemes, under 30 units, beg to differ.

### *'Our neighbourhood feels very safe'*

The response to this statement seems to have no significant correlation with the size or type of schemes.

**Rural schemes** scored better than others for:

*'Our neighbourhood feels very safe'*

*'My home gets plenty of natural light'*

*'My bathroom is pleasant and well ventilated'*

*'I like the approach to my front door; it feels welcoming'*

*'I have a good view from my home; there is always something interesting to look at'*

but worse for:

*'Our building is very well located; very convenient for the shops, for walks and for public transport'*

*'We have lots of opportunities to go on outings'*

*'A good range of social activities, events, entertainment and classes are available'*

## Residents Associations

The presence of a resident association does not have an impact on the overall well-being of the residents, however it is linked to higher scores for *'A good range of social activities, events, entertainment and classes are available'* and to less agreement with *'We are consulted when it matters, and our views are taken into account'*.

### *'A good range of social activities, events, entertainment and classes are available'*

scored significantly higher for schemes with a residents association.

## Tenure

### *'We have lots of opportunities to go on outings'*

This statements scores poorly for private sector schemes as well as in leasehold schemes, compared with those in the voluntary and statutory sectors or in rented schemes..

## Other correlations

The above are just a few examples illustrating the potential for research offered by the residents' feedback when correlated with the *National Database of Housing for Older People*.

However whilst the card game helps to tell us about the state of retirement housing across the UK – or will do so more convincingly, when played by residents in their tens of thousands – its most useful application is still as a resident consultation tool!

## Conclusion

The amalgamated input from residents taking part in the Awards, or being consulted via our card games, over the last 3 years, confirms our belief that retirement housing and housing-with-care remain an excellent option for many people in later life.

# EAC's Resident Consultation Service (RCS)

## The Awards nomination process collects useful data which can inform us on the state of retirement housing in the UK

As the number of residents who play the card game increases, so does the relevance of this data. As explained, 880 surveyed schemes is impressive, but 5000 would be more convincing, especially to support local, regional and national performance comparisons.

However, what has now been demonstrated is the validity of the residents' ratings of their own scheme, and how effective it is at alerting housing providers on their residents' concerns (see opposite page).

It is very helpful that residents and staff find the consultation process user-friendly, entertaining and stimulating.

### Scheme managers on residents playing the game:

*"They had a good time; I could hear lots of debates being thrashed out ..."*

*"The Residents had a coffee morning and a good discussion; it was hard for me as Scheme Manager to have no input. But good to hear all that attended interacting so well."*

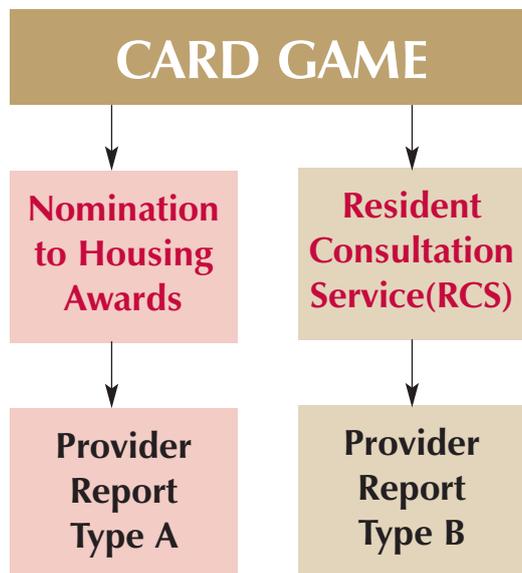
The EAC card game has already proved its worth as the nomination tool for the Housing Awards and is gaining recognition as a powerful instrument to survey residents' views. The feedback from residents can be obtained from two different sources: the Awards nomination process or the independent Resident Consultation Service.

### Type A report is based on the scores entered by the residents of a scheme involved in the Awards' nomination process.

Since the packs were purchased and the data captured within the Awards' operation, that additional work of producing this report is charged at only £120 + VAT.

In some cases residents might have hyped their scores in order to increase the chances of their scheme winning a prize.

In other cases, residents seemed intent on highlighting what did not work for them, with no expectation of winning. EAC will take this opportunity of contacting the providers of the most poorly performing schemes, suggesting that they may well wish to obtain Type A reports for these schemes.



### Type B report is the output of an EAC Resident Consultation Service (RCS) commissioned by a scheme manager or a housing provider.

A commissioned RCS is likely to yield more accurate information than a Type A report because the residents will approach the card game differently. They know that their views will be analysed by an independent organisation and communicated to their managers.

They will not be tempted to inflate their score in order to win a prize for their scheme.

The cost of an RCS depends on the number and size of the housing schemes involved, averaging at £227 + VAT for a scheme of 40 units..

## Features of the EAC Resident Consultation Service (RCS).

Other resident consultation methods are able to incorporate questions and issues specific to a scheme at a particular time. EAC's RCS cannot do that as it relies on generic statements. However, at a fraction of the cost it will:

- give confidence to residents that their landlords value their views
- give the residents an enjoyable and stimulating opportunity to consider and discuss issues which are important to them
- require almost no work or preparation by the landlord
- re-assure residents that the consultation is handled in confidence by an independent organisation
- offer the landlord clear feedback on strengths and weaknesses and pointers to issues that can be addressed immediately
- inform housing providers about features of their schemes (design, location) which ought not to be repeated in future projects
- provide ratings on the facilities and services and comparisons with those of other schemes by the same landlord or with other schemes regionally and nationally<sup>5</sup>.

### RCS Sample

First page of 3 pages of star ratings at the core of our Provider Reports types A and B

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	Region Average	UK-wide Rank	UK-wide Average
<b>Overall rating</b>	★★★★☆	32nd of 37	★★★★☆	283rd of 319	★★★★☆
<b>Location</b>					
Convenient	★★★★☆	31st of 37	★★★★☆	258th of 319	★★★★☆
Safety and security	★★★★☆	1st of 37	★★★★☆	1st of 319	★★★★☆
<b>Building</b>					
Facilities	★★★★☆	30th of 37	★★★★☆	274th of 319	★★★★☆
Design	★★★★☆	N/A of 35	★★★★☆	N/A of 304	★★★★☆
Garden	★★★★☆	31st of 37	★★★★☆	272nd of 319	★★★★☆
<b>Individual apartments</b>					
Space standards	★★★★☆	30th of 36	★★★★☆	273rd of 318	★★★★☆
Design	★★★★☆	34th of 36	★★★★☆	291st of 313	★★★★☆
Practicality	★★★★☆	23rd of 36	★★★★☆	204th of 318	★★★★☆
<b>Services</b>					
Maintenance	★★★★☆	26th of 37	★★★★☆	242nd of 319	★★★★☆
Consultation	★★★★☆	21st of 37	★★★★☆	227th of 318	★★★★☆
Staff role and interaction	★★★★☆	36th of 36	★★★★☆	293rd of 316	★★★★☆
<b>Lifestyle</b>					
Community spirit, friendship	★★★★☆	32nd of 37	★★★★☆	284th of 319	★★★★☆
Privacy	★★★★☆	26th of 37	★★★★☆	233rd of 319	★★★★☆
Activities and outings	★★★★☆	35th of 36	★★★★☆	301st of 313	★★★★☆
Link with community at large	★★★★☆	32nd of 37	★★★★☆	276th of 319	★★★★☆
		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

Page 4 of 12

<sup>5</sup> The regional and national comparisons will be fully reliable only when the RCS has acquired benchmark status.

## RCS Client's Feedback

The use of the Resident Consultation Service is of particular interest to the providers of retirement housing in Scotland where schemes are regulated by the Care Inspectorate (SCWIS), which is not the case in the rest of the UK. The RCS' Provider Reports are a useful tool to help demonstrate to inspectors that residents are consulted and that their feedback is analysed by an independent organisation.

### Cairn Housing Association 21 schemes surveyed

We chose to use the EAC Card Game as the basis for our large scale tenant satisfaction survey in our very sheltered retirement housing because we wished to

- Minimise staffing resource requirements in the administration of the survey including survey development, collating responses and producing initial analysis of feedback
- Minimise staff influence on responses made by tenants to ensure integrity of information.
- Demonstrate to stakeholders that we are responding to tenant feedback about the frequency of consultations and how these are conducted
- Ensure that the survey process is as enjoyable as possible for older participants taking account of individual needs of our customers
- Maximise tenant participation and response rates

- Provide an opportunity to assess the appropriateness of the approach for future tenant satisfaction surveys

Having individual court (scheme) reports has allowed us to easily share with tenants the feedback received and agree any actions we need to take to improve our services. Also by considering all the feedback received we have been able to identify a range of actions at a national level which we believe will lead to service improvement.

The feedback has also been extremely useful in assisting us when updating our self-assessment returns to the Care Inspectorate (the care services regulator in Scotland) and demonstrating to our funders our continued commitment to consultation and service improvement.

We are now consulting with tenants on using the EAC approach for future tenant large scale satisfaction surveys.

**Bob Pettitt** *Head of Care and Support*  
Cairn Housing Association Inverness

### Dumfries & Galloway Housing Partnership 9 schemes surveyed

I found the reports really useful. We had a recent inspection by our regulator the Social Care and Social Work Improvement Scotland and they reviewed the reports and were impressed by the level of consultation we had undertaken through the card game. Our residents also really enjoyed participating in the card game.

**Jeanette Barnes**

Dumfries & Galloway Housing Partnership  
*(Note: in Scotland sheltered and retirement housing is regulated like care homes in England)*

### Brighton & Hove City Council 9 schemes surveyed

We're really pleased with the reports – they are simple to read and understand, and the benchmarking element is very useful. It was also useful to have details of numbers of participants.

I'm now arranging to meet with staff and to feed back to residents – particularly where we had red scores (I liked the green / red element – really focuses attention on the key issues).

**Peter Huntbach** *Older Peoples Housing Manager*  
Sheltered Services Housing & Social Inclusion  
Brighton & Hove City Council

# Information and advice for older people

The Awards fit within the activities and services 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 (the residents) to add their views.



## HousingCare.org

EAC's main website is searched by 15,000 to 18,000 people every day.

HousingCare.org enables visitors to look for accommodation and services by location, postcodes, types of providers, with dozens of filters to help refine and target their searches.

The unique *National Database of Housing for Older People*, is the most popular resource. The new directory of Home Services has the ambition to match it, listing with their contact details, thousands of local, regional and national services which help people maintain their independence in their own home.

EAC relies on housing, care homes and services providers to keep its databases up to date. Contact EAC on 020 7820 3755 or [enquiries@eac.org.uk](mailto:enquiries@eac.org.uk).

## HOOP online

Thanks to the support of Legal & General, EAC has been able to continue the development of the HOOP online, a self-assessment tool for people

wondering whether or not to move home and seeking information on their options. HOOP also



helps people anticipate which areas of their living environment are most likely to become a concern as they become older, and thus to plan for the future and pre-empt having to make decisions at a time of crisis.

This nimble tool not only highlights issues which could develop into problems, but also offers helpful suggestions, advice, factsheets and contact details where appropriate, all electronically triggered by the user's responses to the questionnaire.

The present update of HOOP online is a first step to its development as a fully interactive facility, with possible wider applications (APPS) on a range of IT systems. Please go to <http://hoop.eac.org.uk/hoop/start.aspx>.

## FirstStop Advice



FirstStop is a National Advice and Information

service specialising in helping older people with their housing and care options. Through EAC we have the most comprehensive database in the UK of retirement properties. As well as advising and assisting older people in choosing and meeting their housing needs, our role is to spread housing options knowledge as widely as possible, and this includes training hundreds of professionals in the public, private and voluntary sectors. For advice, call FirstStop on 0800 377 7070

For more information: 020 7820 1773, [julie.adams@firststopadvice.org.uk](mailto:julie.adams@firststopadvice.org.uk), [www.firststopadvice.org.uk](http://www.firststopadvice.org.uk)



## 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 kitemark highlights these schemes on all the printed reports we provide to our clients and allocates them 5 additional pages of detail on our popular website HousingCare.org

Contact EAC on 020 7820 3755 or at [enquiries@eac.org.uk](mailto:enquiries@eac.org.uk)

<sup>6</sup> HOOP - Housing Options for Older People



## EAC Over 60s Art Awards

For 19 years the EAC Over 60s Art Awards. During this time they have encouraged thousands of older people to resume or take up creative activity and to submit entries. The Awards embrace a wide range of categories. We are delighted that grant funding for 2012 and 2013 has been provided by the John Ellerman Foundation to secure the immediate future and give us



a little breathing space to attract prize sponsors for 2012 (£250 per category). We now hope to encourage one or two main sponsors to come forward and reap the rewards of association with this splendid event. As well as showcasing the exceptional talent and imagination of later life artists (entrants range from ages 60-103).

We are keen to explore with housing providers and managers how we can get more residents involved. Art Awards will have a new format from 2012 as a fully 'online event' by 2015. In this way we hope that older people will become more adept in using the internet or if they are not familiar with computers that they will enlist the support of family and friends to help upload their work. The theme and objective of the 2012 and 2013 Awards is therefore 'Getting Connected'. If older people do not have access to a computer they will still be able to submit entry photographs to the judges in the usual way by post. Visit [www.eacartawards.org.uk](http://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 will 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 & with-out 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

Supports 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

Helps assess the viability of existing sheltered schemes by providing:

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

## Credits

### Core sponsor

Legal & General



### Joint sponsor

Housing LIN



### Category sponsors and supporters



## friendsIT

EAC is very grateful for FriendsIT's generous sponsorship of the Awards in supplying 30 computers, including installation, broadband connection and training, to each of the 30 winning schemes

### The team

#### Conception and development

Alex Billeter *EAC*

Karen Croucher *University of York*

Simon Evans *University of the West of England, Bristol*

John Galvin *EAC*

#### Business and development strategy

Dr Michael McCarthy *Work House Ltd*

#### IT support

Shaun Brewer *EAC*

#### Graphic design

Bryan Marshall *Dartnell UK Ltd*

#### Administrative support

Blanche Beavan *EAC*

### The participants, the housing providers and managers

As in previous years our thanks go to all the **residents** who played the game and nominated their schemes, often enthusiastic about where they live and the services they receive, but sometimes critical too.

This year we owe a debt of gratitude to the **housing providers** and **scheme managers**. They are the ones who, at our request, bought the nomination packs and encouraged their residents to play the card game. Without their help we would have found it almost impossible to reach the residents and get them to buy the packs that in previous year were distributed freely.

### Photographs

Cover page by Sue Hendry CIH, Hawthorn Mill, Connect Housing

Page 5 Omerod Court, Riverside ECHG

Page 29 Westmeads, Housing Association Ltd

Page 30 *Painting by Lillian Murray from the EAC Over 60's Art Awards annual competition.*

Awards originally developed  
with the support of



Alive  
 Avengers  
 Beach Boys  
 Benidorm  
 Best of Both Worlds  
 Bingo Mob  
 Brain boxes  
 Calander Girls  
 Chatterbox  
 Clever Dick  
 Coffin Nails  
 Compassion & Care  
 Coping  
 Crumples

Residents are asked to invent a name for the group playing the nomination game. Top words remain the same as previous years:

**Golden** (oldies, girls), **Happy**, **Old** (codgers, fogeys, timers), **Young** (at heart, ones), **Eggheads**, **Recycled Teenagers**, **Three Musketeers**

Below is a selection of some amusing, cynical or self-deprecating group names

Knit-wits  
 Knitter Natters  
 Loose Women  
 Mad Ones  
 Mad Hatters  
 Marigold Hotel  
 Mastermind  
 Mayhem  
 Mentally Bewildered  
 Old Wrecks  
 One Direction  
 Park Lots  
 Rascals  
 Rebels

## Group Names

Curling  
 Demons  
 Dessert Storm  
 Don't Knows  
 Faith Hope & Charity  
 Four Seasons  
 Garden Nymphs  
 Gladiators  
 Golden Balls  
 Half Gone  
 Has-beens  
 Idiots  
 Inmates  
 Interlectuals (sic)



Renegades  
 Robots  
 Snoop Sisters  
 Sons of Anarchy  
 Specials  
 Titanic Sinking Ship  
 Trouble Shooters  
 Trouble Shufflers  
 Troubles  
 Vagabonds  
 What You Fancy  
 Witches & Warlocks  
 Wooden Heads  
 Wrinklies



## 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](http://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](http://www.HousingCare.org) Email: [enquiries@eac.org.uk](mailto:enquiries@eac.org.uk)

Contact the Advice Line on: 0800 377 70 70, Monday – Friday, 9am – 5pm

Email: [info@firststopadvice.org.uk](mailto:info@firststopadvice.org.uk)