

Housing & Care 21

housing&care21

Supporting independence and choice for older people through affordable housing and care.

Housing & Care 21 is a leading provider of Retirement Housing, Extra Care housing and Home Care services in England. We support independence and choice for older people through the provision of quality and person-centred services.

[Read more about us](#)
[View all our properties](#)
[Contact us](#)

Retirement Housing



We have Retirement Housing properties available to rent or buy, and offer the privacy of your own home in a supportive community. Properties have a court manager on hand for when you need help and support, and are also equipped with 24 hour help alarms.

Extra Care Housing



We're the leading provider of Extra Care housing and services in England. Extra Care apartments are available to rent or buy, providing independent living in a community setting, with flexible on-site care and support services.

Home Care



Our Home Care services include personal care and practical help, fully tailored to your needs so that you can live at home with as much independence as possible.



Properties available

[View all our available properties](#)

Search: Enter keywords

Postcode
 Place
 Keywords

Churchill Lodge
Barnardo Drive, Barkingside, Ilford, Essex, IG6 1EY.
Retirement/sheltered housing

[More info](#)

Attley Court
Olympic Way, Wellingborough, Northamptonshire, NN16 3QG.
Retirement/sheltered housing

[More info](#)

Robert Wheatman Court
off Buttamere Street, Grangetown, Sunderland, Tyne & Wear, SR2 9PN.
Retirement/sheltered housing

[More info](#)

Postings from the Housing & Care 21 blog

Family visit celebrates scheme name

28 July 2016

Relatives of a family killed in a bombing raid in the Second World War have paid a special visit to a new retirement housing development in Ashford, Kent, named in their memory. Chamberlan Manor is named in honour of William and Adeline ...

Yorkshire scheme could be named best in UK

13 July 2016

An extra care scheme in North Yorkshire is in the running to be named the best in the UK after it made the final of a prestigious national award. Meadowfields, which opened in Thirsk last year, has been shortlisted for the Inside Housing...

@HousingCare21

PCSOs Barker & Cox @PCSOs Barker & Cox
* Please RT* A red& black mobility scooter was stolen from #Sunnyfields @HousingCare21 Sunday 4th at 2215 hrs. Any info please contact me RB

2 hours ago • Reply • Retweet • Favorite

New Image (PR) Ltd @New Image (PR) Ltd
RT @Issie_HC21: Filming next week celebrating all the fab activities at our Courts @New_image_pr @HousingCare21 @OldhamCouncil #tenantinvolv...

21 hours ago • Reply • Retweet • Favorite

Issie Howard @Issie Howard
Bram trip 2day for training, grt view from Tincorn Hse @HousingCare21 #baustfukayshbromingham #greatviewfromhere https://t.co/yRJMU2j36g 08/05/2016 • Reply • Retweet • Favorite

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Follow us on:



www.HousingCare.org
Organisation profile pages

www.HousingCare.org

Organisation profile pages

Subscribers to HousingCare's Premium Service now have the opportunity to create a profile page explaining who they are and showcasing their housing developments. The first to take advantage of this new feature are:

- **Housing & Care 21**
- **McCarthy & Stone**

HousingCare users can access your page by clicking a 'Read more about us' link on each of your housing scheme or care home pages.

Similar pages are also offered to **key trade organisations** in the later life housing and care sectors, and are intended to introduce HousingCare's public users to their role in setting and enforcing standards and encouraging good practice.

These too can be accessed easily by clicking their logos which appear, where appropriate, on HousingCare housing scheme or care home profile pages. Early examples of trade organisation pages are:

- **Associated Retirement Community Operators (ARCO)**
- **Association of Retirement Housing Managers (ARHM)**
- **National Care Forum (NCF)**

These pages illustrate how trade organisation logos appear on housing scheme and care home pages:

- **Knives Court** (extra care housing)
- **Nailers Court** (retirement housing)
- **Caton House Residential and Nursing Home**

This document outlines what your HousingCare profile could contain, and what we will need from you to create it. We are happy to liaise with your IT person or team over the more technical matters.

EAC contact: Alex Billeter (alex.billeter@eac.org.uk / 020 7820 1682)

Page content

There is considerable flexibility in terms of content, but only limited flexibility in the layout of these pages. The examples above illustrate what is possible, and below is more detail on what they can accommodate and what EAC needs from you to create them.

ORGANISATION

Meta data (title, description, keywords)

Hidden information that will make your page more visible to search engines.

Organisation name

Example: McCarthy & Stone

Strapline

Example: Award Winning Retirement Homes and Flats

Description (no limit)

McCarthy & Stone is the UK's leading developer of privately owned retirement property. Over the past 30 years, we have built almost 50,000 apartments nationwide. Our properties allow you to keep your independence while being a part of a like-minded community.

PRODUCTS/SERVICES/ACTIVITIES

Description 2 (can be 2 or 3 columns; can include photos; no limit to text length; optional)



Retirement Living

Our Retirement Living apartments are designed to make your life easier so you have more time to spend doing the things you love. You don't have to worry about tiresome household chores such as gardening and maintenance – instead, you can enjoy the luxuries of the on-site homeowners' lounge, walk around the beautiful landscaped gardens and invite visitors to stay overnight in the private guest suites.

Available exclusively for those 60 years old and over, the McCarthy & Stone Retirement Living apartments are ideal for retirees who want to maintain their independence but still be a part of a like-minded community.



Assisted Living

Our McCarthy & Stone Assisted Living apartments are there to help you with the next stage of life. Enjoy your independence with your own one or two bedroom apartment, all fully equipped with modern amenities, while qualified YourLife care professionals are available on-call for those times when you need an extra hand.



The Assisted Living developments are available for those over 70 years old and feature extra comforts such as an on-site restaurant, function room and 24-hour House Manager. If you find you need some more support, we have flexible care and personal packages tailored to suit you and your lifestyle.

ACCOMMODATION FINDER

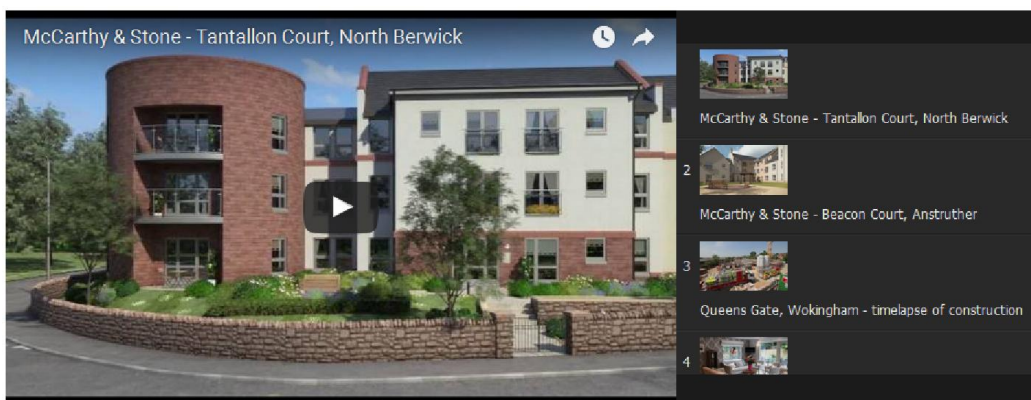
Two variants with slightly different wording to accommodate providers or trade /membership organisations.

OTHER CONTENT, LINKS AND FEEDS

The pages can contain:

Scroller (optional)	EmailCTA (optional)
	

YouTube playlist (optional)



Links & feeds

1. YouTube

You create a playlist of videos you want to feature, and then create an API key for us to access this. We need the API key plus the ID of the playlist.

2. Twitter

We need to know your twitterid, and we need you to generate a ConsumerKey and A 'consumer secret' so we can access your tweets from the API.

3. Social media account urls

Facebook, twitter, pinterest, linkedin, google plus etc... Whichever ones are important to you.

4. Blog feed url

An RSS feed from your blog (url)

5. Links

Homepage, read more and contact us link urls (for these buttons)

