

# National Housing for Older People Awards 2013



Fourth annual retirement housing awards nominated via EAC's Resident Consultation Service

sponsored by  Legal & General

 Housing LIN



Awards originally developed with the support of  Communities and Local Government

# National Housing for Older People Awards 2013

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*Jean Nicholls, resident of Broadway Gardens, and Jo Hammond MC at Ascot for the 2011 Awards*

### 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.



## Foreword

I would like to offer congratulations to all the residents and organisations whose homes are winners in this year's EAC awards, and many thanks to EAC for its initiative in arranging these Awards for a fourth time. There are all sorts of awards these days, but the ones voted for by people who actually live in the winning places must count more highly than some of the others!

All over the world, governments, voluntary organisations and older people themselves are looking for the best housing arrangements for people in later life. So many things have to be taken into account: the design, the neighbourhood, the staff on site, the money that people have available to spend and of course the wishes of the people who will be living there. Years ago, the test we used to have for a new housing development was to ask ourselves: "would I be happy if my older relatives lived there?" Perhaps a better question in 2013 is to ask "Would I live there?" Because that makes



it more personal and less about something we think may be right for other people. And if the answer is "no", why is that? And what would need to change for the answer to be "yes"?

Unlocking the answers to that question will help us, as a society, to get it right in more places in the future than we have in the past – and the EAC Awards tell us where to look to start to find those answers.

**Nick Abbey**

*Chief Executive, The ExtraCare Charitable Trust*

## Preface



Our mission at EAC is to offer older people the best possible information and guidance to help them find and choose services or accommodation to meet their needs and aspirations. We do this via our telephone Advice Line and our website, as part of the national FirstStop advice partnership.

Over half our clients are considering whether to move to somewhere more suitable for later life, and our established directory of all forms of housing designed for older age enables us, and our FirstStop partners, to provide them with a clear picture of pretty well everything that's available in their chosen locality. Our website and printed *housing options reports* describe each scheme, providing details of sizes and types of properties, the services available, management arrangements, eligibility criteria and

costs. EAC collects and regularly updates all this information with the help of housing providers.

But over the last four years the *National Housing for Older People Awards* and parallel *Resident Consultation Service* have added a new dimension to what we can do. An extremely encouraging finding is that almost all schemes have their strong points, according to their residents, and we are now able to flag what these are. If you look on the website you will see that over 1,000 schemes now have a 'user rating', so that people considering moving to live in a scheme can see how well it shapes up on those features that matter most to them.

Overall, the *Awards* continue to convey a strong, positive message about the success of retirement housing and housing-with-care, but also to celebrate the fact that provision is becoming more diverse. So whatever their preferences, armed with the information provided by the *Awards*, people of all kinds are more likely to find a scheme to suit them.

Congratulations therefore to all those involved in creating and managing this unique national asset.

**John Galvin**

*Chief Executive EAC*

# Introduction

## How nominations are made

**Nominations for the Awards are made by groups of residents, using a tool first piloted by EAC in 2008-09. The tool takes the form of a card game, designed to encourage discussion and capture both group and individual scores for various aspects of their scheme. It is therefore a consultation tool first, and only secondarily a means of nominating for the Awards.**

Typically residents spend an hour or so playing the card game, usually making a social event of it. In small schemes a single group of 4 to 8 residents may take part; in larger ones it is common to find 3 or 4 separate groups submitting nominations.

The 28 cards are arranged into 4 main topics: *Where we live, My home, Services and Lifestyle.*

16 cards invite the residents to discuss statements and agree on a score; the other 12 cards allow them to give an individual score which they do not have to agree with the other players. Packs for use in housing-with-care schemes include additional statements about care services and meals. All score sheets are returned to EAC for analysis to determine and rank the winners. Multiple nominations from a single scheme are combined for the analysis.

Housing providers are involved in the nomination process only to the extent that many of them purchase and distribute Awards nomination packs to their residents, whilst scheme managers often help to organise the consultation events.

The game is fully explained on pages 8 and 9, and on page 24 we also review some of its perceived weaknesses.

## Range of housing schemes involved

The Awards aim to involve older people living in all forms of specialist housing for later life, including: Abbeyfield Houses and Almshouses; traditional local authority and housing association sheltered housing; private retirement housing; retirement communities and villages; extra-care and assisted living developments. Eligible schemes range in size from 5 to 300+ properties

and include those built for rent as well as owner-occupation. Nominations are invited from across the UK. Nominations received this year were more representative than ever of the full range of specialist housing – with the exception of schemes without a scheme manager. Many traditional sheltered schemes no longer have on-site managers (wardens), whilst some newer ‘independent living’ developments are created to a different model which does not offer a scheme manager service. As it is often a scheme manager who first brings the Awards to the attention of residents. It is clear that people living in schemes without one are less likely to know about and participate in the Awards. We explore further the challenge that these schemes pose on page 24.

## Award categories

We have made some changes to the Awards categories this year.

In order to compare like with like, we used to divide entries into two types: retirement housing and housing-with-care. However, this meant that there were an equal number of awards for each of these types – something of an imbalance, as only 10% of schemes are housing-with-care. So this year we no longer differentiate between retirement housing and housing-with-care, and instead have a single group of Awards based on best scores within each of our established size bands (under 30 units, 30 to 49 units, 50 – 69 units, etc.). Then we have introduced a new group of Awards for outstanding performance in one of the main consultation areas (below) coupled with good all round performance:

- Location and facilities
- Services
- Design of the apartments or bungalow
- Lifestyle

**Interestingly, despite these changes, housing-with-care schemes will still collect 8 of this year's 25 Awards based on size. Is this because management is more involved and encourages residents to participate? Or is it because housing-with-care is a more successful model of housing for later life? Probably a mixture of the two.**



Another new feature this year is the introduction of Commendations for a further 27 schemes.

## Evolution and impact of the Awards

The Awards started life as (and indeed often still are) a fiercely competitive affair, with many residents determined to win a prize for the scheme they live in. But over the last two years more and more housing providers have come to realise the value of the Awards nomination tool (the card game) as a way of consulting their residents, and learning about what they don't like as well as what they do. So the use of our *Resident Consultation Service* (RCS) is growing.

**EAC provides a comprehensive report on each consultation, showing scores awarded as well as comparisons with regional and national average scores.**

This has been helpful all round. Landlords, managers, investors and commissioners have gained detailed and valuable insights from it, helping them to improve existing schemes and specify new ones.

It has helped EAC to advise older people who are considering moving home, because we can now flag which features of each scheme its residents rate most highly. And providers are becoming more willing to adopt a similar approach, marketing schemes on their strengths, to customers who want what they do best.

Through Awards nominations and RCS service combined, residents in over 1,000 retirement schemes have now made their views known. And one over-riding and reassuring fact has emerged from this huge ongoing consultation – which is that there are very few schemes whose residents have nothing positive to say. Most schemes do have strengths, and part of the solution to 'less popular' schemes might therefore be to ensure a better fit between what potential residents are looking for and what each schemes provides.

After four years of consulting with residents and holding the Awards, we do appear to be well on the way to achieving the aims we set out for them:

- to engage thousands of residents in identifying what contributes to quality of life in traditional and emerging models of specialist housing provision;
- to inform housing providers and managers on their residents' views;
- to publicly celebrate the best specialist housing for older people;
- to ensure that older people, families and carers have access to the best possible information about all forms of specialist housing.



# Legal & General

## Working with EAC



**We have supported the Elderly Accommodation Counsel's 'Housing for Older People Awards' from their beginning in 2010.**

Housing is one of the core business areas for Legal & General and we are involved in 1 in 10 of all housing transactions in the UK. We are very aware that housing across all age groups is a key issue in the UK, with costs increasing and a lack of supply in many areas.

Legal & General has recently announced that it plans to invest £15bn in projects to help UK infrastructure over the next ten years and a key area for this investment is in housing. Our aim is to develop a system where house prices don't go up for the next few years and house supply is increased. Legal & General made its first direct investment in the housing sector back in March, when it bought a substantial stake in the house builder Cala, which was an investment in the build-to-sell market. Legal & General is now also looking to enter the build-to-rent sector.

In addition, a significant part of our financial services business is derived from the UK housing market. We help people find the right mortgage so they can buy their home or move home. We help landlords find the right mortgage for their buy-to-let properties. And, alongside all of this, we provide trusted advice and reliable insurance products that protect people from losing their homes and reduce the impacts of unforeseen events such as illness, unemployment or flooding or fire.

### Working with EAC on many fronts

The EAC team have provided valuable training and understanding for our employees called, 'In the Family – Anticipating Needs and Aspirations in Later Life'. This helps our employees to understand the challenges they may face as the children of ageing parents when looking at retirement housing needs and options for their loved ones.

We've jointly worked together to research the needs of older people when they select their annuity provider. The Housing Options for Older People, (HOOP), which was re-launched in 2012, is used to provide valuable insights into the way that over 55s are living their lives.

EAC and its partners have also provided some valuable insights into the long-term needs in retirement



Graham Precey

housing to our general insurance, commercial property and Mortgage Club businesses.

Legal & General is also providing funding for a 3 year

programme of research by EAC and Bournemouth University. This is to track and analyse the outcomes of telephone enquiries, relating to later life housing and care options made to EAC and FirstStop's national telephone advice line. We understand that this is the first time that such research has been undertaken on this scale and over a sustained period. This programme will help EAC further enhance and develop its 'leading edge' information and advice work with older people, their families and carers.

### The Event

Last year's Awards celebrations took place at our One Coleman Street office in London on 21 May 2012 and started with several topical presentations which included:

- Joseph Lu of Legal & General delivering the first EAC annual lecture, on longevity and risk.
- Roger Wilshaw gave us his insight as deputy director, Homeless and Support at the Department for Communities and Local Government (DCLG).
- A high profile discussion panel included Lord Best, Chair of Housing our Ageing Population Panel for Innovation (HAPPI), and Domini Gunn, Director of Public Health, Chartered Institute of Housing (CIH).

The 30 winning housing schemes managed by 25 housing providers sent their representatives from all over the UK to receive their prizes.

We are glad this year to welcome a large contingent of the residents of housing for later life. They are at the centre of the EAC Awards helping us to understand what makes for good retirement housing.

#### Graham Precey

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

# Housing Lin

## Working with EAC

### Getting connected with the Housing Learning & Improvement network



Jeremy Porteus

Previously responsible for managing the Department of Health's Extra Care Housing Fund, the Housing Learning and Improvement Network (LIN) is the leading 'learning lab' for a growing network of housing, health and social care professionals in the UK involved in planning, commissioning, designing, funding, building and managing housing, care and support services.

With over 46,000 members we are skilled at connecting people, ideas and resources to improve the housing with care choices for older people and people with a long term condition. Our aim is to:

- raise the profile about the housing and care needs and aspirations of an ageing population
- act as a champion for housing with care organisations, and
- promote innovations in integrated solutions across housing and care.

We are therefore delighted to be associated again with EAC's Housing for Older People Awards and, in particular, to sponsor the Housing LIN award for the most innovative extra care housing schemes. We wish you a great day out!

If you would like to get involved with our free regional network meetings, tour latest schemes, capture latest policy and practice developments, investment opportunities and showcase ideas and innovations, get connected with the Housing LIN at [www.housinglin.org.uk](http://www.housinglin.org.uk)

## Category sponsors

### BARTON WILLMORE



As the UK's largest integrated planning and design consultancy, Barton Willmore is proud to sponsor the National Housing for Older People Awards. From our 11 Offices nationwide we combine local knowledge with national influence to provide you the very best advice.

Our services include:

- Town Planning
- Master Planning & Urban Design
- Architecture
- Landscape Planning & Design
- Environmental Planning
- Graphic Design
- Public Engagement
- Graphic Design

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

Throughout this year we look forward to continuing to develop our best practice approach in terms of project design, engagement and strategy, as well as lobbying for more Government support of the sector. With this in mind we welcome the contribution the National Housing for Older People Awards continues to make.

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

### MY CARE MY HOME



My Care My Home offers a free, face-to-face advice service through home visits aimed at helping people find a suitable home care provider, or care in sheltered or Extra Care schemes and care homes. We also offer people advice about the cost of care and funding options available to them, how they can adapt their existing home to meet their requirements and, if necessary, assist in letting or selling their home to help fund the cost of their care.

My Care My Home offers a free, whole of market comparison of all registered care providers and unregistered retirement living schemes through its website, with search facilities, reviews of providers, their contact details and a list of their services. The service is supported by the CSSIW and the Care Quality Commission, Commission, who provide the

key data, including a link to its latest report, on each care provider listed on the site.

My Care My Home would like to take this opportunity to thank EAC for its on-going support and data assistance.

My Care My Home can help you and your family:

- With a free advice service and visits from care advisers
- Decide what care service you need
- Find a care home or care service that's right for you
- With advice about the cost of care and your funding options
- Employ your own carer
- Rent your home or manage your property to help fund your care

My Care My Home is also working with local authorities in the UK.

Jeremy Nixey, Chief Executive [www.mycaremyhome.co.uk](http://www.mycaremyhome.co.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 clock wise, to pick up the next card, to read aloud the statement, and so on...





- 10 The consultation is over when all the cards have been played.
- 11 By agreement, the players can decide to restart the game, to continue it later, or to play it again.
- 12 On the Group Score Sheet and all Individual Score Sheets, write an invented name for your group. Add the name of your scheme (Court or building) and its address or postcode.
- 13 Put all the Score Sheets in the Freepost envelope, seal it, write your scheme address at the back of the envelope and post it.
- 14 Other groups can use the cards and the additional scoresheets, 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

**7 where we live**

This building makes one proud to live in it

**DON'T DISCUSS 7**

**7 home**

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

**DON'T DISCUSS 7**

**7 services**

If I wanted to, I could take all my midday and evening meals in our dining room/restaurant

**DON'T DISCUSS 7**

**7 lifestyle**

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

**DON'T DISCUSS 7**



**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 opposite are the housing-with-care score sheets and cards.

INDIVIDUAL SCORE SHEET		Housing-with-Care Consultation	
GROUP'S NAME (invent)..... ADDRESS:.....			
<small>TICK ONE ANSWER PER CARD RETURN ALL INDIVIDUAL SCORE SHEETS WITH ONE SINGLE GROUP SCORE SHEET</small>			
<b>where we live</b> <b>CARD 5</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>home</b> <b>CARD 5</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>services</b> <b>CARD 5</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<b>lifestyle</b> <b>CARD 5</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 6</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 6</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 6</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 6</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No
<b>CARD 7</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 7</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 7</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 7</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No
SEE RULES OVERLEAF			
<small><b>Confidentiality Note:</b> 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.</small>			

GROUP SCORE SHEET		Housing-with-Care Consultation	
GROUP'S NAME (invent)..... ADDRESS:.....			
<small>TICK ONE ANSWER PER CARD RETURN THIS SINGLE SHEET WITH ALL THE INDIVIDUAL SCORE SHEETS</small>			
<b>where we live</b> <b>CARD 1</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>home</b> <b>CARD 1</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>services</b> <b>CARD 1</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>lifestyle</b> <b>CARD 1</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 2</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 2</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No <input type="checkbox"/> No individual kitchens	<b>CARD 2</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<b>CARD 2</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<b>CARD 3</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 3</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 3</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<b>CARD 3</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
<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	<b>CARD 4</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No	<b>CARD 4</b> <input type="checkbox"/> Yes <input type="checkbox"/> Most of the time <input type="checkbox"/> Sometimes <input type="checkbox"/> No	<b>CARD 4</b> <input type="checkbox"/> Yes <input type="checkbox"/> Mostly <input type="checkbox"/> Partly <input type="checkbox"/> No
SEE RULES OVERLEAF			
<small><b>Confidentiality Note:</b> 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.</small>			

# 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.

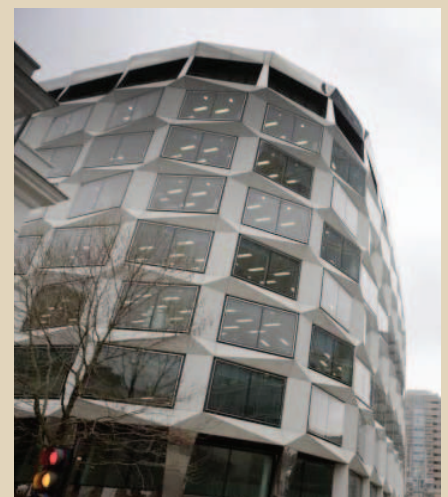


## February 2011 – Ascot Racecourse

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

The Awards were hosted by their sponsors; the reception suite of Legal & General's City offices (opposite) provided the perfect environment for a different type of event: a successful and challenging seminar on the future of housing for later life, involving a hundred or so professionals.



Above: Left to Right: **Lord Best**, Chairman of Happi; **John Galvin**, EAC CEO; **Garry Day**, Planning Director McCarthy & Stone; **Joseph Lu**, Longevity Expert Legal & General and **Domini Gunn**, Director of Public Health, CIH

# The Award Winners

## The 11 categories

- Best UK Retirement Housing scheme **any size, any type**
- Best UK **Extra Care** Housing scheme any size
- Best UK Retirement Housing schemes **100 units and over**
- Best UK Retirement Housing schemes **60-99 units**
- Best UK Retirement Housing schemes **45-59 units**
- Best UK Retirement Housing schemes **30-44 units**
- Best UK Retirement Housing schemes **under 30 units**
- Best UK Retirement Housing schemes **location & facilities**
- Best UK Retirement Housing schemes **services**
- Best UK Retirement Housing schemes **apartments or bungalows**
- Best UK Retirement Housing schemes **lifestyle**



## Best scheme/development any size, any type

Sponsored by **BARTON WILLMORE**

### GOLD AWARD

## SCHOOL COURT

Hednesford, Staffordshire, managed by  
The ExtraCare Charitable Trust

It's the staff and residents that make School Court such a special and secure place to live. The staff and other residents become your family, always being there if you need them whilst also respecting your own privacy. The services offered here are second to none. We love it!



## Best UK Extra Care Housing scheme any size

Sponsored by:



**GOLD AWARD**

### **OAKWOOD LODGE**

**Willenhall, West Midlands, managed by Midland Heart**

"Everyone at Oakwood Lodge helps to make it a really nice place to live. Our feedback about activities and involvement is really valued and we can all contribute to our little community"



## Best UK Retirement Housing schemes

**Category: 100 units and over**

Sponsored by:



**GOLD AWARD**

### **BERRYHILL VILLAGE**

**Stoke-on-Trent, Staffordshire managed by The ExtraCare Charitable Trust**

Berryhill Village has a warm, welcoming feel from the moment you step through the front doors. The residents and staff go out of their way to be friendly to all who visit. Residents tell us they feel safe and secure in an environment where they are listened to and they are encouraged to be as independent as possible.



# Best UK Retirement Housing schemes

Category: 60-99 units and over

Sponsored by: **BARTON  
WILLMORE**

## GOLD AWARD

### BISHOP HOUSE

Leigh-on-Sea, Essex, managed by South Essex Homes

Bishop House it's the place to be ● And lucky us we are close to the sea. ● Day to day we get together ● for coffee and cake or just a natter. ● Life for us can still be fun ● We can even fly to a place in the sun ● Southend Airport is just up the road ● The opportunity there, so we don't feel old. ● Bishop House is the place to be ● It keeps us Young, Happy and Carefree



## SILVER AWARD

### QUEENSRIDGE COURT

Oldbury, West Midlands, managed by Housing 21

The development has been carefully designed to create a welcoming community, offering extensive facilities including a residents' lounge, hairdressing salon, restaurant, library, guest suite and activity lounge. Together with dementia specific services and 24 hour care services this ensures total peace of mind.



## BRONZE AWARD

### ROMAN RIDGE EXTRA CARE SCHEME

Sheffield, managed by Sanctuary Care

With a backdrop of protected woodland and with views across the city of Sheffield, Roman Ridge is a wonderful place to live. We are a vibrant and diverse community, enjoying our lives, making new friends, learning new skills, and having a real say in our service.



## HIGHLY COMMENDED

**COATES LODGE** Chelmsford, Essex, managed by CHP

**CONCORDE LODGE** Bristol, managed by Millstream Management Services

**HOMEMANOR HOUSE** Watford, Herts, managed by Peverel Retirement

# Best UK Retirement Housing schemes

Category: 45-59 units

MyCare   
Sponsored by: MyHome 

## GOLD AWARD

### OAKWOOD LODGE

Willenhall, West Midlands, managed by Midland Heart

"Everyone at Oakwood Lodge helps to make it a really nice place to live. Our feedback about activities and involvement is really valued and we can all contribute to our little community"



## SILVER AWARD

### WILLIAMHOUSE

Leicester, managed by Wyggeston's Hospital

"Wyggeston's 500 years of caring and the girls don't look a day over.... Well would you ask a lady her age?"

"Fantastic facilities – gorgeous grounds and don't forget the Chickens – fresh eggs a speciality. And Richard III just down the road."



## BRONZE AWARD

### ROCKHAVEN COURT

Bolton, Greater Manchester, managed by McCarthy & Stone Management Services Ltd

Rockhaven Court is a delightful, well located, secure development, ideally situated for local shops and facilities with magnificent views and easy access to the West Pennine Moors. Homeowners have the opportunity to enjoy a wide range of social activities amongst new friends in this pleasant, lively and vibrant community.



## HIGHLY COMMENDED

**BROADWAY GARDENS** Wolverhampton, managed by The ExtraCare Charitable Trust

**HUMBER COURT** Coventry, managed by The ExtraCare Charitable Trust

**ORRELL LODGE** Bootle, Merseyside, managed by One Vision Housing

**PRINCETHORPE COURT** Coventry, managed by The ExtraCare Charitable Trust

# Best UK Retirement Housing schemes

Category: 30-44 units

Sponsored by  **Keepmoat**  
PROMISE. DELIVERED.

## GOLD AWARD

### ST JULIAN'S HOUSE

Omagh, Tyrone, managed by Apex Housing Association

St Julian's has a warm, homely atmosphere. We have motivated staff and pride ourselves on our reputation for providing excellent care and for always being there to listen. We go the extra mile to provide support in times of need, crisis or bereavement. Our tenants are our friends



## SILVER AWARD

### THE PAVILIONS

Peterborough, Cambridgeshire, managed by Axiom Housing Association Ltd

The Pavilions has a great community spirit set within a beautifully designed building. Residents who move into The Pavilions have a quality of life, make new friendships, enjoy an active social scene where they can choose to get involved or enjoy the privacy of their own home.



## BRONZE AWARD

### WEST END ROAD

St Helens, Merseyside, managed by Helena Partnerships

At a time when many older people are living lonely lives, residents who use West End Road care about their neighbours and are always inviting new people to join them for social activities and the chance to make new friends. There's true community spirit, mutual support and constant laughter.



## HIGHLY COMMENDED

**HAWTHORN MILL** Leeds, managed by Connect Housing Association Ltd

**RENWICK HOUSE** Morpeth, Northumberland, managed by Isos Housing Ltd

**ST GILDA'S** Chard, Somerset, managed by Yarlinton Housing Group

**HAWTHORNE COURT** Liverpool, managed by Riverside

# Best UK Retirement Housing schemes



Category: under 30 units

Special award by Noel Shuttleworth, EAC Life President

## GOLD AWARD

### DAVIDSON VILLA

Nairn, Scotland, managed by Abbeyfield Scotland Ltd

This Abbeyfield House is situated in the picturesque town of Nairn, on the Moray coast. It is home to 9 older people who all live life to the full and enjoy the company of others. The small house contains a family atmosphere. It is very homely and friendly full of characters, both residents and staff.



## SILVER AWARD

### TRAFFORD HOUSE

Leigh-on-Sea, Essex, managed by South Essex Homes

Trafford House at Leigh on Sea ● It's small as a building but very neat ● And some say we are quite unique ● We like to go out for a meal ● or sometimes share a special treat ● A game of Cards is always fun ● We've given up now on our daily run ● But mostly at the end of a day ● It's really nice to be able to say ● Goodnight, God Bless and have a good rest ● Trafford House for us is simply the best.



## BRONZE AWARD

### BLACKETT ORD COURT

Royston, Hertfordshire, managed by Housing 21

Completing supporting people plans with our tenants always enlightens me on our success:

**Support Plan with 98 year old female:**

Manager: *Is there anything Housing 21 can do to ensure your life with us is fulfilled & happy?*

Tenant: *Yes you could let me slide down the banisters!*



## HIGHLY COMMENDED

**BRYN IVOR** Tonypandy, Rhondda Cynon Taff, managed by RCT Homes Ltd

**COOPER COURT** Farnborough, managed by Retirement Lease Housing Association

**FIVE FIELDS COURT** Colchester, Essex, managed by Genesis Housing Association

**GUY THORNYCROFT COURT** Ludlow, Shropshire, managed by Housing21



# Awards 2013 Celebration

BIRMINGHAM 24 SEPTEMBER 2013 HELD AT THE



*Celebration*  
*Celebration*

# Celebration Celebration



**Edwina Currie,**  
Guest Speaker



**Right: Stephen Smith,**  
Director Housing &  
External Affairs,  
Legal & General



**Left: John Galvin,**  
Chief Executive EAC



**Right: Nick Abbey,**  
Chief executive  
The ExtraCare  
Charitable Trust



**Left: Jon Hammond,**  
Master of Ceremonies



❶ **Jeremy Porteus,** Director Housing LIN  
❷ **Paula Broadbent,** Head of Health & Supported  
Housing Keepmoat, and **Graham Precey,** Head of  
Corporate Social Responsibility, Legal & General

# Celebration

# *Celebration Awards 2013*



③ Emotions run high, Jo Hammond and Lynn Bates, manager of School Court ④ Edwina Currie, Nick Abbey and John Galvin. ⑤ Richard Perry of My Care My Home ⑥ The Broadway Broadcasters.



# *Celebration*



**Top left:** Dr Michael McCarthy, Work House Ltd, with resident and manager of Lisbon Place.

**Top right:** Richard Perry, of My Care My Home, with residents and manager of William House.

**Below left:** Paula Broadbent, Head of Health & Supported Housing Keepmoat, with delegates from St Julian's House, Omagh, Northern Ireland.

**Below right:** Jeremy Porteus, Director Housing LIN, with residents and manager of Oakwood Lodge.

**Above:** Guy Flintoft, Director Barton Willmore, with residents and manager of Berryhill Village

**Left:** Edwina Currie with Philip Brown of Wyggeston's Hospital

# Celebration

# Best UK Retirement Housing schemes

Category: Location and facilities

Sponsored by:  workhouse

## GOLD AWARD

### LISBON PLACE

Newcastle-under-Lyme, Staffordshire, managed by Housing 21

Residents of Lisbon Place are enormously proud of their close-knit scheme. Set amongst lovely grounds in a desirable area, there's an array of shops literally through the garden gate! With lots of fun things going on daily, life in Lisbon Place is never dull. Accommodation is generous, cosy and attractive.



## SILVER AWARD

### HARDY'S COURT

Weymouth, Dorset, managed by Peverel Retirement

Hardys Court is a fun and lively development. Residents enjoy weekly coffee mornings and afternoon teas with a host of other social events organised by the social committee. Peverel Retirement is proud to manage Hardy's Court, a leading private retirement development, with special thanks and huge congratulations going to all the residents and Jennifer the House Manager for winning such a special award.



## BRONZE AWARD

### RUNNYMEDE COURT

Stockport, Cheshire, managed by Equity Housing Group

When asked what makes Runnymede Court special, residents talk about its family environment, fantastic facilities and fun. There's always lots of activities you can get involved in if you wish to. It's a place where people are proud to live and where neighbours know and look out for each other.



## HIGHLY COMMENDED

**HAMLET LODGE** Gloucester, managed by Millstream Management Services

**PARK LODGE** Stockport, Cheshire, managed by Equity Housing Group

**WOODCROFT** Preston, Lancashire, managed by Contour Homes

# Best UK Retirement Housing schemes

Category: Services

Sponsored by:  **Keepmoat**  
PROMISE. DELIVERED.

## GOLD AWARD

### GOODE COURT

Lydney, Gloucestershire, managed by Housing 21

Resident's Quote: "Housing 21 took over the court from the British Legion in the nineties and has made a grand job of running it". It's a socially active court with a great community spirit. A guest room visitor made a donation to the social fund because everyone was friendly and helpful.



## SILVER AWARD

### NORTHFIELDS HOUSE

Newcastle upon Tyne, managed by Isos Housing Ltd

Northfields House is a great place to live in Newcastle. Residents love the location, friendly atmosphere, quality accommodation, facilities and fun activities. Our Scheme Officer has delivered an excellent service to residents for over 20 years and demonstrates what Isos is all about "Every Day We Make Someone's Life Better"



## BRONZE AWARD

### COLLEGE HOUSE

Whetstone, Leicestershire, managed by Three Oaks Homes

College House has an inviting atmosphere and the residents' sense of humour creates a lot of laughter in the communal lounge. The tenants say Gloria's (the Sheltered Co-Ordinator) visits create a safe and caring environment. It's like being a member of a large family. If you need help there is always someone there for you.



## HIGHLY COMMENDED

**COLLEGE GARDENS** Coundon, Coventry, managed by Midland Heart

**D'OLIVEIRA COURT** Middleton, Manchester, managed by Contour Homes

**ORCHARD HOUSE** Milton Keynes, managed by Milton Keynes Council

# Best UK Retirement Housing schemes

Category: Apartments and bungalows *Sponsored by:*



Setting Standards for Retirement Communities

## GOLD AWARD

### FOWLER COURT

Chelmsford, Essex, managed by Genesis Housing Association

We're delighted to win this award. Whether it's arranging afternoon tea in the garden, social activities or papers to be delivered to individual homes, the staff at Fowler Court work hard to make sure our elderly and vulnerable residents live their lives as independently as possible but with the support they need.



## SILVER AWARD

### BROADWAY HOUSE

Sandhurst, Berkshire, managed by Bracknell Forest Homes

"Broadway House is homely and safe. It supports us with excellent reliable service; it is very clean and the food is good. There is helpful and caring staff. It is a place of friendship, so it is a very happy place to be."



## BRONZE AWARD

### GLOVERSHOTTS

Chelmsford, Essex, managed by CHP

Glovershotts consists of spacious one-bedroom apartments and attractive bungalows. Providing a tranquil setting close to Chelmsford City Centre, the scheme offers residents a laundry room, kitchen, large enclosed garden and two guest rooms – and regularly holds social events for residents in the communal lounge.



## HIGHLY COMMENDED

**ANDREWS HOUSE** Lichfield, Staffordshire, managed by Midland Heart

**GLEBE HOUSE** Blaby, Leicestershire, managed by Three Oaks Homes

**ST DOMINIC'S COURT** Stoke-on-Trent, managed by The ExtraCare Charitable Trust

# Best UK Retirement Housing schemes

Category: Lifestyle



Sponsored by:

Advice for older people

## GOLD AWARD

### VINNICOMBE COURT

Ipswich, Suffolk, managed by Housing 21

Vinnicombe Court is a very popular court. Flats never stay empty for long, most of our lettings are by word of mouth. It is a very friendly place to live with lots of activities. There is always someone to chat to and the lounge is a noisy place full of fun and laughter.



## SILVER AWARD

### MULLIGAN COURT

Dundee, Scotland, managed by Caledonia Housing Association

Building on the achievements and strong reputations of Servite and Perthshire, Caledonia is working to position itself as the major new force in housing in North East Scotland. Our main aim is to provide high quality housing that is both affordable and sustainable, and a variety of specialist and person centred services.



## BRONZE AWARD

### KINGSLEY COURT

Edgware, London, managed by Willow Housing & Care

Kingsley Court is a friendly community. This is encouraged by the many activities offered. The majority are organised and run by residents.

We say "people who play together stay together".

Residents have formed a social and computer club. The members embrace responsibilities, and use their influence to improve the community.



## HIGHLY COMMENDED

**APPLEGROVE** Luton, Bedfordshire, managed by Home Prime

**JOSEPH DEAN COURT** Manchester, managed by Northwards Housing

**PARSONAGE PLACE** Langport, Somerset, managed by Yarlinton Housing Group



# Consultation data - Facts and Figures

## Introduction

Maintaining the number of consultations /nominations at a similar level to last year was a great achievement at a time when most providers are having to reduce budgets. This was in no small measure thanks to generous sponsorship by Legal & General, which enabled us to keep charges down as well as to deliver a Provider's Report to each participating scheme.

## About the entries in 2013

### The entries were from

- **296** Schemes, of which **202** were retirement housing schemes and **72** housing-with-care schemes
- from **808** groups totalling **3,312** residents

### Nominated schemes by geographic distribution:

	England	Scotland	Wales	Northern Ireland
<b>RH</b>	216	6	-	1
<b>HwC</b>	70	-	3	-
<b>Total</b>	<b>286</b>	<b>6</b>	<b>3</b>	<b>1</b>

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

We received entries from a diverse range of urban, suburban and rural location, but fewer than previous years from Scotland, Wales and Northern Ireland.

### Within England 41 counties were represented.

The highest numbers of nominations received were: 69 from the North West region, 64 from the South East, 38 from the West Midlands, 31 from the Eastern region, 25 from the South West, 21 from Yorkshire and the Humber, and 17 nominations from the East Midlands, with only 12 from Greater London, and 9 from the North East.

208 of the schemes provided some form of **rented** accommodation, 66 some type of **ownership** and 22 schemes provided both types.

The 296 schemes were managed by **60 landlords and management companies**. **Private sector** managers contributed 53 schemes while 216 schemes were from the **public and voluntary sectors**. For the first time the private sector was significantly over-represented with 18% of nominated schemes, whereas it is responsible for only 9.5% of schemes.

At 22% of the total, **leasehold (owner-occupied) schemes** were properly represented for the first time; their share of the market is around this figure.

Schemes were nominated on average **by over 20% of their residents**. We calculated this by comparing the number of score sheets returned from schemes to an estimate of their population based on our knowledge of the number of properties each contains. We look forward to even higher participation rates to strengthen the value of our findings.

## Selecting the Awards and highly commended schemes

The following process was used to identify the winners of those Awards based on scheme size.

The consultation /card game asks residents to indicate their level of agreement with a range of statements about their retirement housing, both as a group and as individuals. Group and individual scores were combined to produce a total score for each scheme.

Where more than one nomination was received from a scheme (ie. more than one group of residents were involved), the scores were added together and divided by the number of nominations. However some weighting of scores was introduced in favour of schemes with higher participation rates.

Finally, scores were ranked in order to identify the gold, silver and bronze awards in each category. In reality, however, there was only rarely a significant difference in scores between the winning schemes, and the main function of the differentiation between gold, silver and bronze is to retain a small element of suspense for the Awards celebration.

For the new Awards based on performance in each of the four main consultation areas (Location and facilities, Services, Design and Lifestyle), we first selected the top scorers in each area. Then we eliminated schemes which had not performed at least reasonably well in the 3 other areas. And finally we implemented a rule that we would not make more than one Award to any one scheme.

Commendations were awarded to the runners-up in all Awards categories.

## Consultation data - Facts and Figures *continued*

### An accurate perspective on housing for later life?

After groups of residents are consulted via the card game, their scores are analysed by EAC in a report which provides useful feedback to the manager or housing provider. Given a sufficiently high resident participation rate, and non-intrusive management, we are confident that EAC's consultation tool can deliver reliable results. And several user organisations have attested to this.

Over their four years of existence, the Awards have enabled EAC to analyse the views of nearly 12,000 residents living in 1,100 schemes. This is an unusually large sample, which involves, on average, 11 residents per scheme and provides a rich perspective on residents' views of a wide range of models of housing for later life, from the almshouse to the retirement village.

However, does the sum of all consultations conducted between 2010 to 2013 provide statistically reliable data, including accurate comparisons between providers, scheme types and regions, to guide the future development of housing for later life in the UK?

First, the figures must be put into perspective. The consultation has covered around 4% of the UK's 25,000 specialist housing schemes, and involved less than 2% of residents. And secondly there are three significant sampling issues yet to be fully addressed:

- Providers play a major role in initiating consultations; few resident groups participate autonomously, and so our sample is inevitably short on evidence from schemes whose managers do not support EAC's Awards/consultation initiative.
- By their nature the Awards encourage providers and managers to want to see residents in their more successful schemes participating. Whilst increasing use of the Resident Consultation Service (RCS) in less popular schemes is contributing to a more balanced picture, it will be some time before our sample properly spans the whole spectrum of provision.
- Schemes without the presence of an on-site scheme manager to encourage and support

residents to get involved are very much under-represented. Such schemes comprise at least a quarter of the 25,000 quoted above, with numbers increasing fast.

We haven't until now found, or been able to afford, the means of involving residents directly to counter some of these issues, and have continued to rely on the goodwill of housing providers and scheme managers as intermediaries. However over the last year we have begun to explore ways of:

- introducing more residents to the EAC consultation tool, and generally building the profile of the information provided by it, and
- supplementing information provided by the tool from other sources.

Two examples are:

#### 1. Presenting consultation findings on the website

We have devised a simple way of flagging what residents regard as the best features of their schemes. [www.HousingCare.org](http://www.HousingCare.org) now flags those features of each scheme which residents have rated very highly. This list below contains all 22 possible features, and the screenshot that follows shows how one scheme did very well on 10 of these.

##### Full list of features

- Activities and outings
- Care services
- Community spirit
- Consultation
- Convenience of the location
- Lifestyle
- Link with the community at large
- Maintenance
- Meals
- Number / size of facilities
- Overall ratings
- Practicality of the individual apartments
- Privacy
- Quality of design
- Quality of the building and facilities
- Quality of the facilities
- Quality of the garden
- Quality of the individual apartments
- Quality of the services
- Safety and security
- Space standards of individual apartments
- Staff role and interaction

2. See page 8 for a full description of the Awards card game

3. Where one scheme has been nominated in more than one of these Awards, only the scores of the latest nominations are taken into account

# Consultation data - Facts and Figures *continued*

## Rossiter Court website presentation

### Residents' views

A number of residents have taken part in the EAC National Housing for Older People Awards, or used the EAC Residents Consultation Service (RCS); they have given top marks to this scheme for:

- |   |  |
|---|--|
| ✓ Community spirit                          | ✓ Privacy                                |
| ✓ Lifestyle                                 | ✓ Quality of the building and facilities |
| ✓ Number / size of facilities               | ✓ Quality of the facilities              |
| ✓ Overall ratings                           | ✓ Quality of the garden                  |
| ✓ Practicality of the individual apartments | ✓ Quality of the individual apartments   |

## 2. Comments about...

For the last nine months we have piloted on our website an invitation to individual residents, friends and family, and staff to post their comments about housing schemes. This has in fact created a significant new role for EAC Advisors in helping to resolve problems faced by some residents, and sometimes in mediating between commentators and housing providers. But it has also begun to provide a very useful source of information which we feel able to publish, and which may in time supplement that provided by the more structured resident consultation process. An example:

### Comments about Seaview Court

"I have had several elderly friends who have lived so happily at Seaview Court. Carol, the Scheme Manager, is fantastic and so are her family. It is a wonderful atmosphere there and the residents relate very well to each other. There are lots of opportunities for them to mix in the communal lounge. Pets are allowed too. The last occasion that I was there was in January for the wake of a resident.... show full"

## Category sponsors

### ARCO



ARCO (the Associated Retirement Community Operators) is the main body representing providers of housing with care, referred to as retirement villages; extra care housing; assisted living; close care apartments; or independent living.

ARCO continually strives to:

- Promote confidence in the sector

- Raise awareness of the retirement community model
- Increase the volume and quality of expertise within the sector

ARCO is delighted to be a sponsor of the National Housing Awards for Older People, as this is an excellent initiative highlighting good practice within the sector.

### KEEPMOAT



From creating new communities and turning neighbourhoods into vibrant places where people are choosing to live, we are quite simply, transforming lives.

Our core services include:

- Affordable New Homes for sale
- Social housing new build and refurbishments
- Responsive repairs and maintenance
- Housing Market Renewal Initiatives (HMRI)
- Public Private Partnerships

- Extra Care & Older People's Accommodation
- Through our delivery companies, Bramall Construction, Frank Haslam Milan and Keepmoat Homes, we have become leaders in delivering affordable homes, Decent Homes, Housing market Renewal Pathfinder Initiatives and Public Private Partnerships across the North, Midlands and South of England.

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






### WORK HOUSE



Our own work as later life housing consultants embraces the development, management and assessment of housing with care. Like many other organisations –public, private and voluntary– we have come to rely on the knowledge and expertise provided by EAC, for guidance, for clarity and for reinforcing our own purpose. The Awards

inform this process. They promote the consumer and they empower and enthuse older people. We sponsor the Awards because they provide a 'voice' and because they showcase just what can be achieved when we pay attention to that voice. And getting the location and the facilities right shows that we really have been listening.

# From nomination to consultation

2008-09	2008-09	2010
<b>Main supporters and sponsors</b>		   
<b>The “card game”</b>	First card game designed to survey extra care housing (housing-with-care)	New version of card game for standard retirement/sheltered housing. Both standard and housing-with-care cards available as nomination packs
<b>Resident Consultation Service (RCS)</b>	Prototype methodology developed to analyse nominations and rank schemes for Awards	Development of full analytical package
<b>Distribution</b>	Card game tested in 4 schemes	Nomination packs available free; 2392 packs distributed, 543 used
<b>Residents participating to date</b>	40	2,180
<b>Awards/RCS profile on EAC website</b>		
<b>Awards events</b>		Lords Cricket Ground, London

**Conclusion** The Awards remain an effective way of celebrating the best housing for later life. However housing providers are increasingly more interested in the RCS’ reports than in the Awards. We ought therefore to widen the Awards and include additional prizes for the quality of the residents’ entries.

## Resistance to the card game

**We consider that the Awards/RCS are worthwhile and excellent value for money, but we still need to convince a number of residents, managers and housing providers.**

### Residents

The overall quality of the entries (completed score sheets) confirms that the rules and the language of the card game are appropriate for the vast majority of residents. Naturally at both ends of the spectrum we meet with some objections.






At one end we are told that the residents find the card game too complicated; at the other end that the game is too childish.

When residents find the rules too complicated, they should be advised to get the manager, a relative or a volunteer to explain and organise the consultation. The consultation pack included a simple leaflet on this; we also display an explanatory video on our website. When residents find that the game is not worthy of their attention - too simplistic - we need to call on their generosity of spirit, make them aware that the language and format used has to address a very wide cohort of older people, and

that we do need their views. They can also note that the statements on the cards are couched in a language almost identical to that of a large number of questions that make up the surveys that they willingly complete individually on a regular basis.

### Scheme managers

Some managers, not having been involved in the purchase of the packs, are not sufficiently motivated to interest their residents. It is not easy for them to present the consultation enthusiastically, when the process is as new to them as it is to the residents. “I left the nomination packs in the communal room – nobody

2011	2012	2013
		
Standard and housing-with-care packs available as nomination packs or consultation packs		Cards packs re-badged as consultation packs
RCS launched with Provider Reports containing comparative analyses of scheme strengths & weaknesses		Provider Report supplied automatically for each scheme surveyed Distinction between Awards nominations and RCS consultations disappears
Nomination packs free; 2495 distributed, 859 used. RCS offered at £220 per scheme	Nomination packs £10; average 3 packs per scheme. 920 packs sent, 666 used. RCS at £220 per scheme, or £180 post Awards entry	Consultation packs at average £50 per scheme; 1703 packs sent, 806 used. RCS priced at average £50 per scheme
5,697	8,548	11,860
Award winning schemes flagged		Scheme profiles show strong points identified by resident consultations
Ascot Racecourse	Legal & General London Headquarters	National Motorcycle Museum, Birmingham

asked about it”, or “somebody took them”. Embarrassing excuses when the packs had been bought by the housing providers.

Lack of time is one excuse; yet the RCS can be considered a rewarding ‘social activity’ for the residents and is easily organised. It is not expected that all the residents will wish to be involved. If 20% or the residents take part, the consultation will be well worth running. Choose a coffee morning, or an afternoon tea, two tables of four.

### Housing providers

Housing providers who do not wish to use the RCS seldom tell us why; they

simply ignore our promotion. When they respond, the excuse is generally the cost which comes as an addition to their budgets which already include regular residents’ surveys.

The cost argument itself is not convincing – on average £50 per scheme is unlikely to make any significant difference, and is well worth investing to receive an independent analysis of their residents’ views.

The provider’s own residents’ surveys generally include much (if not all) of what is covered by the RCS, and can also be finely tuned to address specific concerns; yet they do not involve the

residents in discussing issues with others, nor do they compare their schemes with regional and national averages.

### NOTE

We must keep the above in perspective: the vast majority of the feedback we receive on the card game is very positive and does not indicate that it ought to be changed. However, when The RCS reaches a much larger population, we may have the resources to adapt it for specific types of housing and tenures.

# Consultation and findings

**Our confidential Provider Reports inform housing providers and managers on the strengths weaknesses of their schemes. Many of the residents' ratings, such as those about the location and design of a scheme, will only be helpful for the location and design of future developments. Other ratings identify weaknesses which can be addressed immediately or tackled over a longer period of time.**

The sum of all these consultations, of all the residents' ratings, makes up an ever growing source of information from which we can extract our 'findings', statistics and correlations.

We analyse here the data from over 1100<sup>4</sup> schemes consulted since 2010. The 2013 data does not show any significant new trends; it just strengthens the overall findings which remain very similar to those listed in our previous Awards reports.

## Location and design

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

90.3% of residents in the private sectors are fully satisfied with the location, whilst that figure is 73% in the other sectors.

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

68.7% of residents in the voluntary sector, 61.7% in the private sector and 57% in the public sector. fully agree.

**The proximity of local amenities**, post office etc has a direct effect on overall level of satisfaction: the closer the better.

## Rural schemes

They 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'

## Our building

***'Our building is very well designed and easy to get around'***

At 72.5% 'Yes' and 15.7% 'Mostly', all residents seem fairly satisfied with the design of their building. In the private sector residents seem more reluctant to say 'Yes' at '63%, which is balanced by a 'Mostly' at 23.2%.

***'The number, size and design of the communal lounge(s)'***

In all types of housing, across all sectors, most residents more or less agree (87%).

***'Our garden is pleasant and easy to enjoy'***

In the voluntary sector 16.5% of residents disagree with this statement. In the public and private sector 22% disagree with it.

## My home

***'My home is very well laid out; it is very practical'***

In the private sector 55.5% of residents fully agree; 71.4% do in the public sector and 74.2% in the voluntary sector.

***'My kitchen is very well laid out, nicely lit and ventilated, and is easy to use'***

In the private sector 34.5% of resident more or less disagree with this statement, compared to 24% in the other sectors.

***'My bathroom is pleasant and well ventilated'***

On average some 30% of all residents tend to disagree with this statement.

***'My home gets plenty of natural light'***

In the voluntary and public sector 72% of residents respond 'Yes', but only 56% in the private sector. 15% of residents in all sectors say 'No' or 'Partly'.

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

Only 62.5% of all residents respond 'Yes'.

<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

## Consultation and findings *continued*

### ***'In my home I have got all the space I need'***

In the voluntary and public sector 82% of all residents respond 'Yes' with 73.5% in the private sector.

### **Management**

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

91.9% of retirement housing residents answered 'Yes' or 'Mostly' to this statement.

#### ***'I find the management very responsive and helpful'***

94.4% of housing-with-care residents answered 'Yes' or 'Mostly' to this statement.

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

This is an area where a large minority, 28.8% of retirement housing residents and 23.7% of housing-with-care residents answered 'No' or 'Sometimes'.

### **Services**

#### ***'The care staff are always available when needed'***

Near 90% of residents of housing-with-care schemes more or less agree with this statement, although this drops down to 75% for schemes over 100 units.

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

In housing-with-care schemes this statement receives a mixed response with only 39.7% responding 'Yes' and 25.2% 'Partly' or 'No'. This statement becomes less and less true as the size of the housing-with-care schemes increases.

#### ***'I get all the support I need from the staff'***

74.7% of residents of retirement housing fully agree, although the figure is 71% for the public sector.

### **Lifestyle**

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

Only 42.9% of residents were able to answer 'Yes' to this statement, with 26.2% 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, 40.9% of residents responded 'Yes', with 23.6% 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 75.3% 'Yes' and 2.5% 'No' for both retirement housing and housing-with-care schemes.

These are some of the 'findings' that emerge from a rapid analysis of the information gathered to date. The richness of the collected data warrants more research; we ought to investigate a whole range of correlations between the residents' aggregated views and the data available in EAC's National Database of Housing for Older People. Analysis of such correlations and the poorly rated schemes might also prove fruitful.

## Conclusion

The amalgamated data collected over four years via nominations to the Awards and EAC's Resident Consultation Service continues to support our belief that retirement housing, in all its diverse forms, will remain for a long time an excellent option for many people in later life.



## Motorcycling down Memory Lane

The Housing Awards 2011 at Ascot featured a very successful hat competition between the residents of winning schemes. This year the residents were invited to enter a mini competition on **Motorcycling down Memory Lane**, by submitting a photograph, a poem or an anecdote on a subject related to motorcycle.

At the time of writing we had received only a dozen of entries, but if these are anything to go by, we will have quality material for a good little exhibition at the Awards ceremony on 24th September.



Mrs Gloria Meredith and Mrs Joan Smith of Bryn Ivor.

### Motor Bike Memories for the Aged

Memories are flowing of a thrilling bike ride  
Wind in our hair and friends at our side  
We'd laugh and we'd giggle, oh what a thrill  
Anyone for more? We certainly will.

Joan would succeed in raising her leg  
Mounted the bike – For a ride she did beg  
These days, that's a thing of the past  
Now she sits with her arm in a caste

Gloria's several attempts did fail  
But she has such fun just telling the tale  
Mobility scooter she put in its place  
To re-live the fun, she's up for a race!

Laughing and giggling and fooling around  
Showing others that FUN still can be found  
Now it's at Bryn Ivor and life is much slower  
Only engine we see is the passing mower!

Poem by Bryn Ivor's residents and staff

## EAC Over 60s Art Awards

**The EAC Over 60s Art Awards will shortly launch its 2013-14 competition, inviting entries from beginners and more experienced artists working in all mediums.** Individual and collaborative works are accepted, and entries from artists in later-life housing are especially welcomed; last year our oldest entrant was aged 101.

Since 1994, the EAC Art Awards have attracted entries from over 30,000 artists. They now have an increasing online presence, with option of online entry, live viewing of entries as they come in, and online voting for the EAC People's Choice Award. Opportunities for older artists and entrants to participate from the comfort of their own armchairs have never been better.

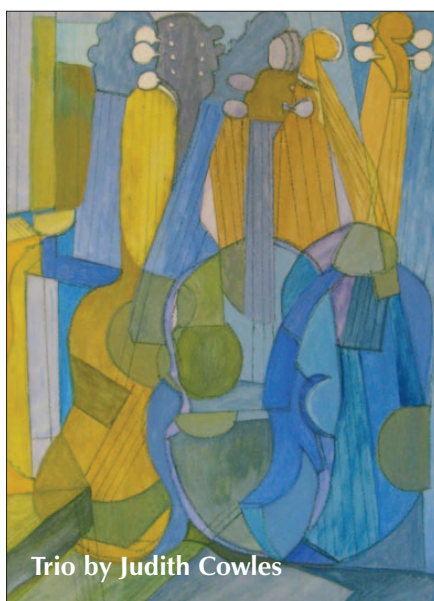
In celebration of their coming 20th birthday, a new EAC Art Awards website is under preparation, and,

as last year, the entry fee is being held down at £5, due to the generous support of the John Ellerman Foundation.

Over the years, approximately 30% of entries to the Art Awards have come from residents of retirement housing and care homes, some submitting individual works, and others collaborative works completed under the guidance of local artists or art therapists. In recognition of the major contribution such creative activities make to the well-being of residents,

EAC changed the allocation of prizes in 2012, in order to better recognise and celebrate the merits of two distinct groups, 'beginner and less experienced' and 'more experienced and semi-professional artists.

If your housing scheme has an art group, do encourage members to enter the EAC Art Awards competition in 2013-14. All details can be found at the new Art Awards website at [www.eacartawards.org.uk](http://www.eacartawards.org.uk)



Trio by Judith Cowles





# Information and advice for older people

**EAC's Housing Awards complement and inform most of EAC services to the public and to the industry. We list our main services below.**

## HousingCare.org

All EAC's vast data is accessible freely on its main website [www.HousingCare.org](http://www.HousingCare.org) which is visited daily by some 20,000 people, professionals, relatives, friends and older people themselves.

The most popular section of our website is its **accommodation directory** where 37,775 retirement housing schemes and care homes for older people in the UK are listed, illustrated and detailed. The directory can be searched with the help of numerous filters related to location, postcode, type of facilities, type of providers,

range of services, also by manager, size, tenure, etc. The information is kept up to date with the help of housing and care home providers and managers.

Our new **directory of Home Services** is growing steadily and already lists over 6900 services to help older people maintain their independence in their own home. These services are also easily searchable, by service types, location, keywords, location, etc.

EAC relies on housing, care home and services providers to keep its database up to date. Contact us on 020 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 *Housing Options for Older People (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 the website and try it: [www.hoop.eac.org.uk/hoop/start.aspx](http://www.hoop.eac.org.uk/hoop/start.aspx).



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 visit our website: [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](http://HousingCare.org)

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

# EAC professional services

In addition to its *Resident Consultation Service*, EAC provides a range of services to developers, managers and commissioners of housing for older people.

## Marketing services

Our website [www.HousingCare.org](http://www.HousingCare.org) is a showcase for all UK specialist housing for older people. It is a free service designed to help future residents appreciate the wide range of housing for later life, explore what is available in their area and make contact with individual providers. For a modest subscription providers can add details of their current availability and a limited amount of branding. *More on the HousingCare.org website.*



## New SHOP@ tool

Developed in partnership with the Housing LIN, this new tool for commissioners and developers of extra care housing draws on EAC's data sets of existing provision of specialist accommodation, plus key demographic data sets, to provide a simple tool to help future need and demand scenarios.

SHOP@ is free to use, and is accompanied by an optional consultancy service. *More below and on the Housing LIN website.*



## Data and analyses

Several of our most popular statistical reviews of current specialist housing provision are available to download free. We also can supply data to all levels of detail for you to analyse or map. *More on the HousingCare.org website*

SHOP@ is a free online analysis tool to help local authorities and providers identify potential demand for different types of specialist housing in England.

Using data generated by EAC's national database, SHOP@ places the emphasis on the local. It can interpret local information at a unitary/county level or for individual districts, helping shape decisions on the how, what and where to develop specialist housing for older people.

Login at: [www.housinglin.org.uk/SHOPAT](http://www.housinglin.org.uk/SHOPAT)

Housing LIN EAC



## Credits

### Core sponsor

Legal & General



### Joint sponsor

Housing LIN



### Category sponsors and supporters



Setting Standards for  
Retirement Communities



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### Event Organiser

Helen Bradshaw *Metropolis Event*

## 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.

Again 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 consultation packs and encouraged their residents to play the card game. Without their help we would have found it almost impossible to reach the residents.

## Photographs

Cover page and pages 5 and 9 by Sue Hendry  
CIH, Hawthorn Mill, Connect Housing

Page 2 and 10 by Phil Witcombe

Page 27 Westmeads, Housing Association Ltd

Awards originally developed  
with the support of





## 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)