



Research



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3 Housing for Older People Awards

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# Later Life Research & Enterprise

Unlocking opportunities in the later life market

EAC  
CACI  
Creative Bridge  
Inventya  
Work House



# What we do

Later Life Research and Enterprise (LLR) is a unique collective of five specialised organisations focused on older householders as consumers. Our expertise embraces housing, health and wellbeing, home and leisure and social and economic activity, demographics.

By combining data and analysis and knowledge of strategy and development with branding and PR skills and expertise in proof of concept and product placement we offer clients a one-stop shop to help improve their understanding of - **and build opportunities to work with** - later life consumers.

As LLR has a charity at its core, part of our income helps to sustain the work of Elderly Accommodation Counsel, which provides free, independent information & advice services to older people and their families and carers.

## How can we help?

Our aim is to help clients identify new opportunities, test markets and attract customer interest. Enabling them to develop new products and services for the later life market.

CSR	Knowledge Tree	Products & Services
<ul style="list-style-type: none"><li>• Thought leadership</li><li>• Policy/product testing</li><li>• Research &amp; comment</li><li>• Online and field survey</li><li>• Peer group events</li><li>• Quality assurance</li><li>• Niche marketing</li><li>• Brand development</li><li>• PR and reputation</li><li>• Digital communications</li></ul>	<ul style="list-style-type: none"><li>• The older consumer</li><li>• Families and carers</li><li>• Demographic profiling</li><li>• Later life housing</li><li>• Supply &amp; demand data</li><li>• Design and planning</li><li>• Health and wellbeing</li><li>• Independent living</li><li>• Assistive technology</li><li>• Consumer behaviour</li></ul>	<ul style="list-style-type: none"><li>• Specialist databases</li><li>• Online analytics</li><li>• Site/Location studies</li><li>• Planning justification</li><li>• Proof of concept</li><li>• Consumer strategies</li><li>• Market research</li><li>• Housing information and advice (I&amp;A)</li><li>• European markets</li></ul>

## Sectors we work in

LLR works with a wide range of organisations in the later life sector including developers and housebuilders, health and care providers, local authorities, financial institutions, retailers, leisure operators and management companies, employers and CSR and public policy teams.



# Who we are

## EAC

Elderly Accommodation Counsel (EAC) is a national charity that helps older people make informed choices about meeting their housing and care needs.

EAC, founded in 1985, delivers a first class information and advice service directly to older people and to their families; raising wider awareness of the importance of information and advice in helping people make their own decisions about where and how to live in retirement.

EAC developed the National Housing for Older People Database and the online housing appraisal tool HOOP. More than four million people visit EAC's housingcare.org website each year and its telephone Advice Line deals with over 20,000 clients annually.

EAC is a leading repository for knowledge, data and expertise in later life housing and wellbeing, helping to inform consumer choice and connecting business, services and policy makers with over 60s householders and their families.

## Work House

Work House is a strategy and business development consultancy specialising in later life housing and service provision. It advises and supports organisations to make planning, investment, market need and community cases for later life housing development and for related products and services.

Its principal has led two of the UK's leading private sector later life housing businesses and was one of the early pioneers of serviced housing and use of assistive technology. Work House is currently managing a development programme for integrated housing and service 'hubs' combining extra care, independent living and family housing with outreach services to local communities.

Work House has a deep background in consumer issues, corporate social responsibility and research. With a keen vision of needs and aspirations across the later life sector, it aims to identify commercial opportunities and create value.

## CACI

CACI is an integrated digital agency which creates customer experiences so brands can improve loyalty, sales and customer satisfaction.

Its comprehensive dataset, segmented by factors such as income, financial products, owned media consumption,

digital interaction and channel preferences, enables organisations to better understand and serve their market.

What sets CACI apart is how it uses exceptional analysis and insight to drive value from customer relationships, across all sectors. It has leading-edge expertise in multi-dimensional profiling and segmentation for in-depth insight.

Its tools can help segment audience, reach individual profiles, understand the retail landscape and find target customers and locations.

## Creative Bridge

Creative Bridge is a full-service agency that offers a comprehensive range of strategic marketing, communications, PR, design and digital services. It has its origins, and a strong track record of working in the housing sector. Today around 40 per cent of its work is with commercial businesses with particular expertise in construction, food, pharmaceutical, financial services and manufacturing.

Creative Bridge helps organisations develop their product and service offer, create and launch new brands and manage communications around change.

## Inventya

Inventya is an innovation management consultancy. It has successfully delivered more than 300 market research and commercialisation projects, enabling clients to successfully bring innovative technologies, products and services to market.

It supports client innovation and growth across bioscience, healthcare, assisted living, manufacturing, engineering and environmental technologies to secure R&D and seed funding for new product and service development. Inventya also help organisations prepare for investment, develop robust business plans and identify local and global markets, customers and channels.

From idea, through market validation and feasibility studies, demonstrator & prototypes, and business case development Inventya's skilled team can help clients to innovate, to develop and to mature, ready for market entry.





CACI

creativebridge

EAC

INVENTYA™  
Your success. Our commitment.

 workhouse



## Contact us

Interested in the later life sector? ...then contact us

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