

# RETIREMENT HOUSING

Marketing retirement housing  
as aspirational and not  
a sign of crisis

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April 2021







## ABSTRACT

Overwhelmingly our research reveals the disconnect between the public and housing provider perceptions of the sector. More must be done by the sector as a whole to bridge the gap.

The public is unsure about the benefits and services provided by retirement housing schemes – often confusing them with care homes and nursing homes to the detriment of the sector.

In this report, we will explore this disparity, specifically, the way the sector is described, awareness of the benefits and services on offer, the perception of what ‘type’ of person would benefit from retirement housing and public understanding of retirement property tenures.

We consult experts from across the industry – including representatives from Housing 21, Lifestory Group, Housing LIN (Learning and Improvement Network), Orbit Group, Elderly Accommodation Counsel, the Local

Government Association, the Chartered Institute of Housing and Shakespeare Martineau – and outline the need for clarity in messaging and a benefits – not age-focused – approach to marketing and targeting. We outline how the sector can make retirement housing aspirational and not a sign of crisis or defeat through marketing and education, and identify the demographics that need the greatest education around the benefits and how best to market to them – based on our research. As well as potentially missed opportunities of where to build and when to include higher end facilities and services.

This report has been commissioned and produced by Shakespeare Martineau.

## THE PROBLEM

It is estimated that [substandard housing costs the NHS £1.4billion](#) every year - unsuitable housing with issues including cold is exacerbating poor physical health. But, despite the availability of retirement housing stock that could delay the need of entering residential care (typically costing the state and families [between £27,000 and £55,000 per year](#)) there appears to be hesitancy from the public to move from family homes that do not appropriately meet their needs. Is this due to perception, or simply a lack of knowledge?

In 2019, we conducted a survey of housing providers in partnership with the Housing LIN - looking at the role of later living and the perception of retirement housing in the UK. Our research showed that later living had great importance in combatting the housing crisis, but a united front was needed to make positive change and meet the diverse and evolving housing needs, as well as lifestyle choices, of people in later life. We'd identified the need, but not a plan of action. We'd asked those in the industry, but not the general public.

Existing research tackles the [economics, policy](#) and public opinions of retirement housing but few have focused on discrepancies between the public's perception of retirement housing benefits and offerings, compared to what the housing providers provide. And how, with this knowledge we can improve education and awareness of the many benefits of retirement housing in a bid to encourage proactive consumer adoption of these schemes.

**"We have long suspected inconsistencies in the perception of the benefits of retirement housing, due to a lack of public understanding, linked with limited information on the various products and an internal inconsistency of language within the sector."**

**Louise Drew**, Partner and Head of Building Communities at Shakespeare Martineau

To be sure of our concerns we conducted consumer research with more than 2,000 adults and more than 100 representatives from retirement housing providers from across the UK to help benchmark public and industry perception.

Following this we gathered high-profile representatives from across the later living and retirement housing sector to discuss the data.

Our findings were arranged into distinct themes, each with practical and actionable points for progression, as we argued the need to re-educate and unite the sector, across all stakeholders, with a view to demystifying retirement housing schemes for consumers and unlocking the potential of this property type.

These were:

1. Perception
2. Benefits understanding
3. Who to target
4. How to target them
5. Language

# OUR FINDINGS

## 1. Perception

[The Homes for Later Living Healthier and Happier 2019 report](#) showed that based on a selection of national well-being criteria such as happiness and life satisfaction, an average 80 year old feels as good as someone 10 years younger after moving from mainstream housing to housing specifically designed for later living.

**“One of the greatest challenges for the sector is retirement housing’s aspirational quality. Social care and support is typically only sought during times of crisis – it’s an urgent need and often seen as a sign of defeat. There needs to be more support in helping people plan for the future and a healthier, happier older age.”**

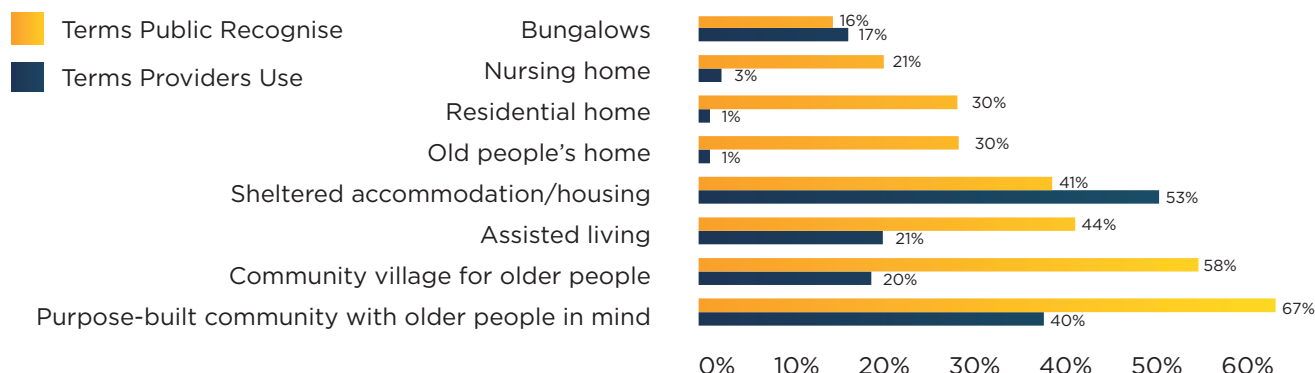
**CLlr Colin Noble**, Councillor at LGA and former leader of Suffolk County Council

## Confusing retirement housing with care homes

It’s thought however, that a significant proportion of the public are confusing the purpose of retirement housing – data shown in *Figure 1* indicates that almost 1 in 3 members of public think an ‘Old People’s Home’ is synonymous with retirement housing and 1 in 5 equate them with nursing homes.

This misconception is tarnishing the reputation and associations with retirement housing – only worsened by high mortality rates of residents during the COVID-19 pandemic – with deaths of care home residents accounting for an estimated [30-40% of all COVID-19 related deaths](#).

It’s suspected that as pressure on managers and care workers increases, care homes – particularly the smaller ones – will disappear, worsening the crisis already facing the sector. Research estimates a [400,000 shortfall in purpose built housing for older people by 2035](#). This is, therefore, a prime opportunity to build retirement housing that is appropriate for people with additional needs and maintains independence for longer, to help alleviate some of the issues.



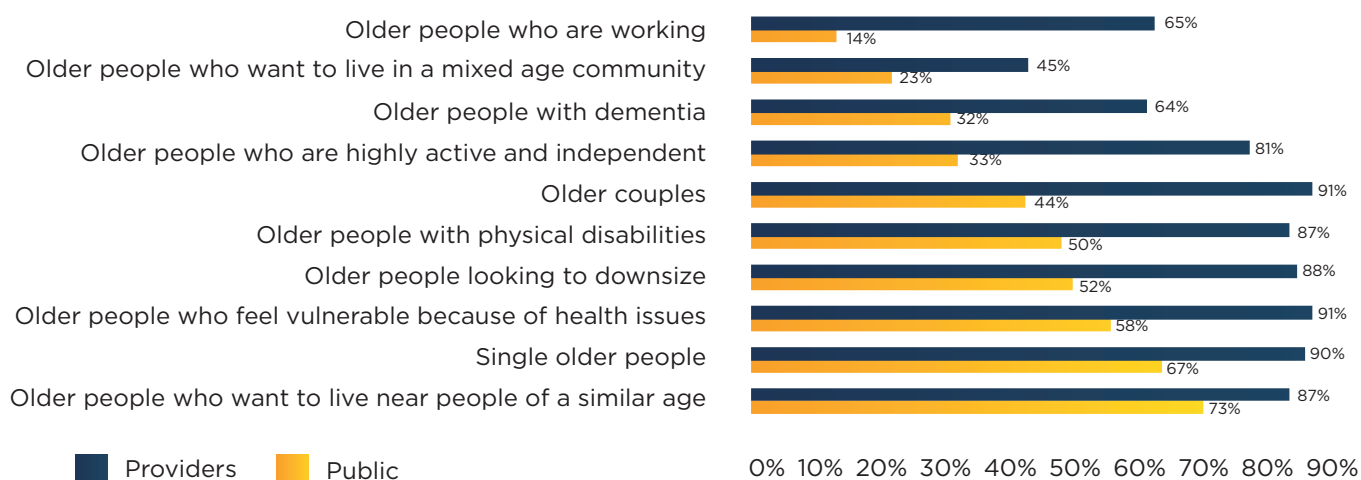
*Figure 1 shows the results in percentages after the public and providers were asked ‘which, if any, of the following words or phrases do you think best describe a retirement housing scheme?’*

## Retirement housing not just for the lonely and unwell

In the questionnaires we asked respondents to identify the different ‘types’ of people who would benefit from a retirement housing scheme. Unsurprisingly the majority (more than 50%) of housing providers selected almost every category option in *Figure 2* below (with the exception of ‘older people who want to live in a mixed age community’, which achieved 45%). In contrast, the public generally did not believe that highly active or working older people would benefit from a retirement housing scheme. Interestingly, housing providers believe older couples are amongst the most suitable group (91%) but only 44% of the public agree who believe

they are more suitable for single people (67%).

Our public perceptions data reinforces the longstanding stereotype of a ‘lonely, single older person with health issues’ being the ‘type’ of person who would benefit most from a retirement housing scheme. However, in reality, the potential market is more diverse than this and the advice and information distributed by providers should more accurately reflect the varied needs of the community, as well as being mindful of the growing cohort of people who don’t have a wider family support network.



*Figure 2 shows the results in percentages after the public and providers were asked ‘which people, if any, would benefit from living in a retirement housing scheme?’*

### Negative perceptions in the wider property sector

Experts also discussed the issue of perception in the greater planning and development market – not just the public. There are some who suspect that there is a negative prejudice towards retirement housing schemes from planners, planning committees and councils. It was felt that house builders aren’t prioritising retirement housing as they don’t see it as the most profitable.

### ACTION:

- Demystify public perception that retirement housing is synonymous with ‘old people’s homes’ and ‘care homes’
- Educate the wider property sector on the benefits of retirement housing schemes – including planners, developers, local authorities



**“Purpose-built housing for older people is potentially worth billions – so let’s increase the association with the UK economy. More public-private partnerships are needed to create a significant step change and at scale – like we saw in post-war housing supply. We need a similar mission to boost supply and meet changing consumer aspirations.”**

**Jeremy Porteus**, Chief Executive at Housing LIN

## 2. Understanding the benefits

Housing providers often report that those living in retirement housing schemes say how they wish they had moved in earlier.

Could it be that the public are not aware of all of the services these schemes commonly offer, as well as the fact that the benefits often exceed expectations?

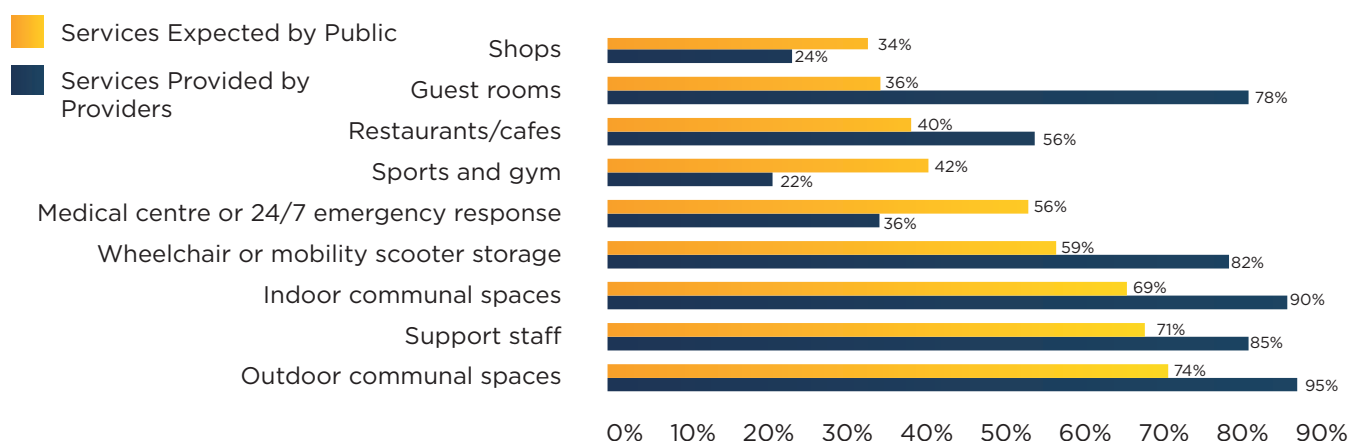


Figure 3 shows the results in percentages after the public and providers were asked which services are available at retirement housing schemes. The public were asked ‘which, if any, of the following services are you aware are available at retirement housing schemes?’ and providers were asked ‘which, if any, of the following services do you provide at your retirement housing schemes?’

Our research shows that despite the public valuing health benefits highly, the mirror survey shows that housing providers are not meeting all of the public’s expectations; for example, in providing access to leisure and fitness and medical services. Aside from this, the public generally seem to underestimate the services housing providers provide. Our survey highlights a lack of understanding and benefit perception of retirement housing schemes. This lack of awareness could be why the public’s views on the benefits are lower than housing providers’. Clearer communication and education about housing choices in later life may increase consumer adoption.

**As a sector we have generally developed schemes to operate as islands for the benefit of occupants only. As a result, the general public is unable to access the facilities on offer and simply regard schemes as closed-off old peoples’ homes. To improve the public’s understanding of what we offer, we should open up the communal areas of schemes for public use.**

**Tony Clark**, Director of Independent Living at Orbit Group

## Identifying the benefits

When asked about other benefits of schemes the public were most confident that retirement housing offered a safe and secure place to live (76%), that they are good a alternative to residential care homes (66%) and they offer a desirable place to live (62%). However only 28% of the public agree that retirement housing offers good value for money – with nearly half of respondents stating that they didn't know. The Law Commission reported hidden fees have historically resulted in a lack of cost transparency in schemes leading to [recent changes in legislation](#) and [Age UK](#) argued further changes are needed in service charges, exit fees and anti-competitive tendering.

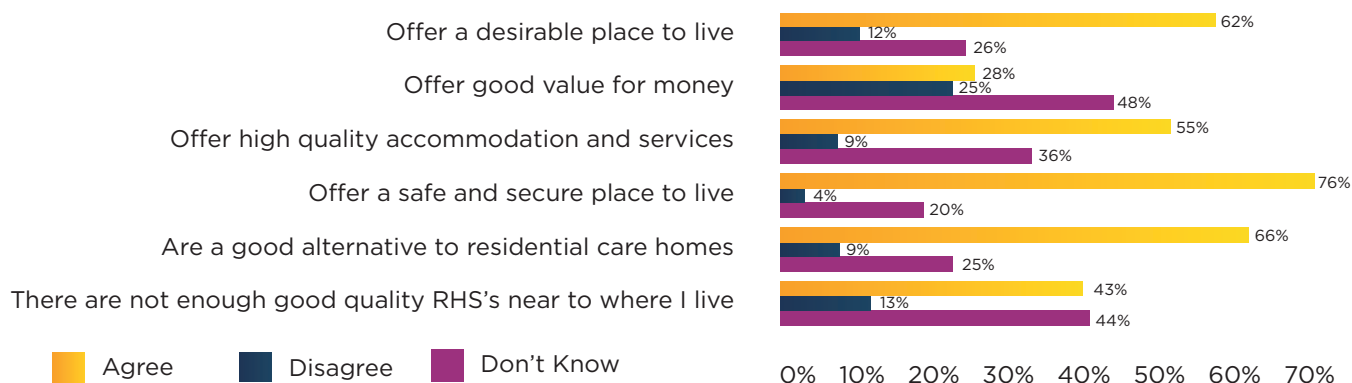


Figure 4 shows the results in percentages after the public were asked to what extent they agreed or disagree with several benefits statements of retirement housing schemes.

Experts felt it was due to a lack of information that so many of the public were unsure about whether retirement housing schemes are good value for money, because they are unlikely to have anything to benchmark this against. There is a concern however, that some schemes can become expensive as a result of service charges that include costs for extensive communal facilities and equipment. This raises the question of whether the grant rates for new social and affordable rent housing schemes are high enough in order to keep costs for residents affordable.

### ACTION:

- **Open the doors to retirement schemes – increase exposure and create a dialogue with the public**
- **Make scheme descriptions more inclusive and benefits-led – not exclusive to 'older people'**
- **Provide greater cost transparency**

## Influencing factors

We wanted to know what factors might encourage people to move into a retirement housing scheme. The top performing factors – achieving more than 85% selection – were ‘if the scheme was local to where their family currently live’, ‘if the scheme offered additional care or support for their needs’, ‘if they were lonely and wanted more company’, ‘if their current property was no longer suitable for them’. Ultimately, care and location is what currently matters to the public. ‘Intergenerational schemes’ were low down on the priority list at just 12%.

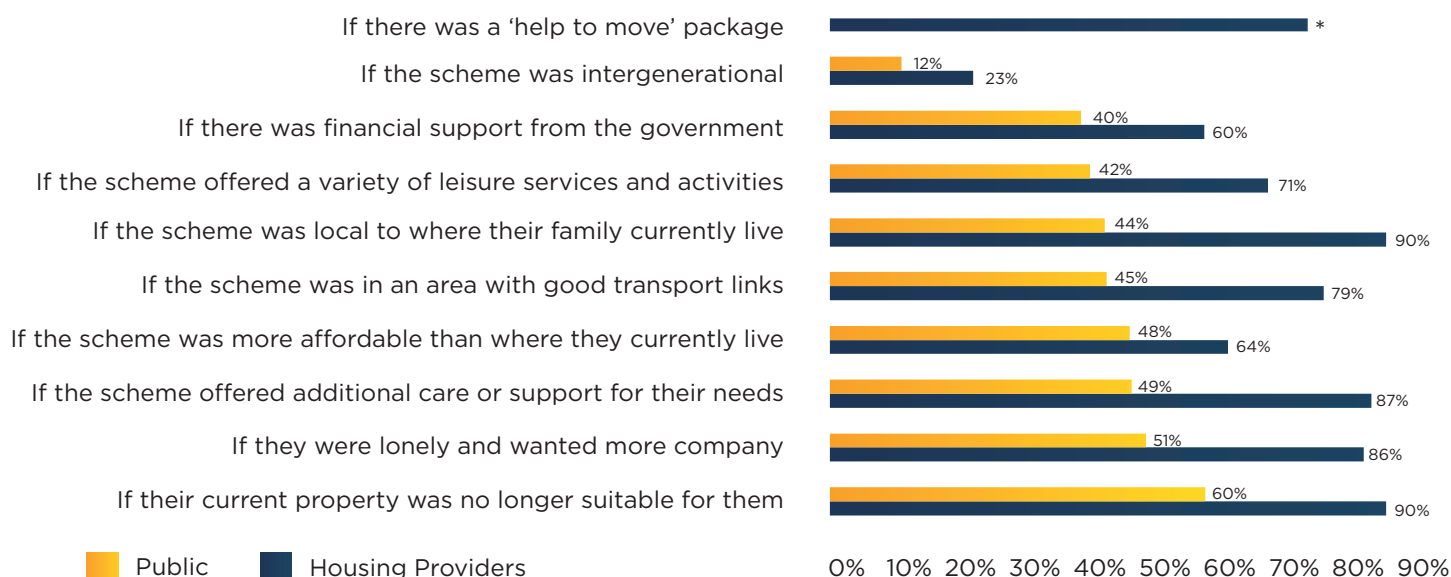


Figure 5 shows the results in percentages after the public and retirement housing providers were asked to what factors would encourage people to move into a retirement housing scheme.

\*The 'help to move' package was not provided as an option in the public survey.

When we delve into the data further we see slight differences between the priorities of those identified to be ABC1 demographic against C2DE demographic. Transport links were important factors to nearly half (49%) of ABC1, but less than 2 in 5 (39%) in the C2DE demographic. Care and support was also more important to ABC1 achieving 54% selection, compared to 42% selection by C2DE. What all demographics agreed on however, was 'if the scheme was local to where my family currently live' and whether the 'scheme was more affordable than where I am currently living'.

[Birmingham City Council](#) recently provided an example of best practice on how to translate findings such as the ones discussed in this section into a housing model that meets the aspirational specifications of older people.



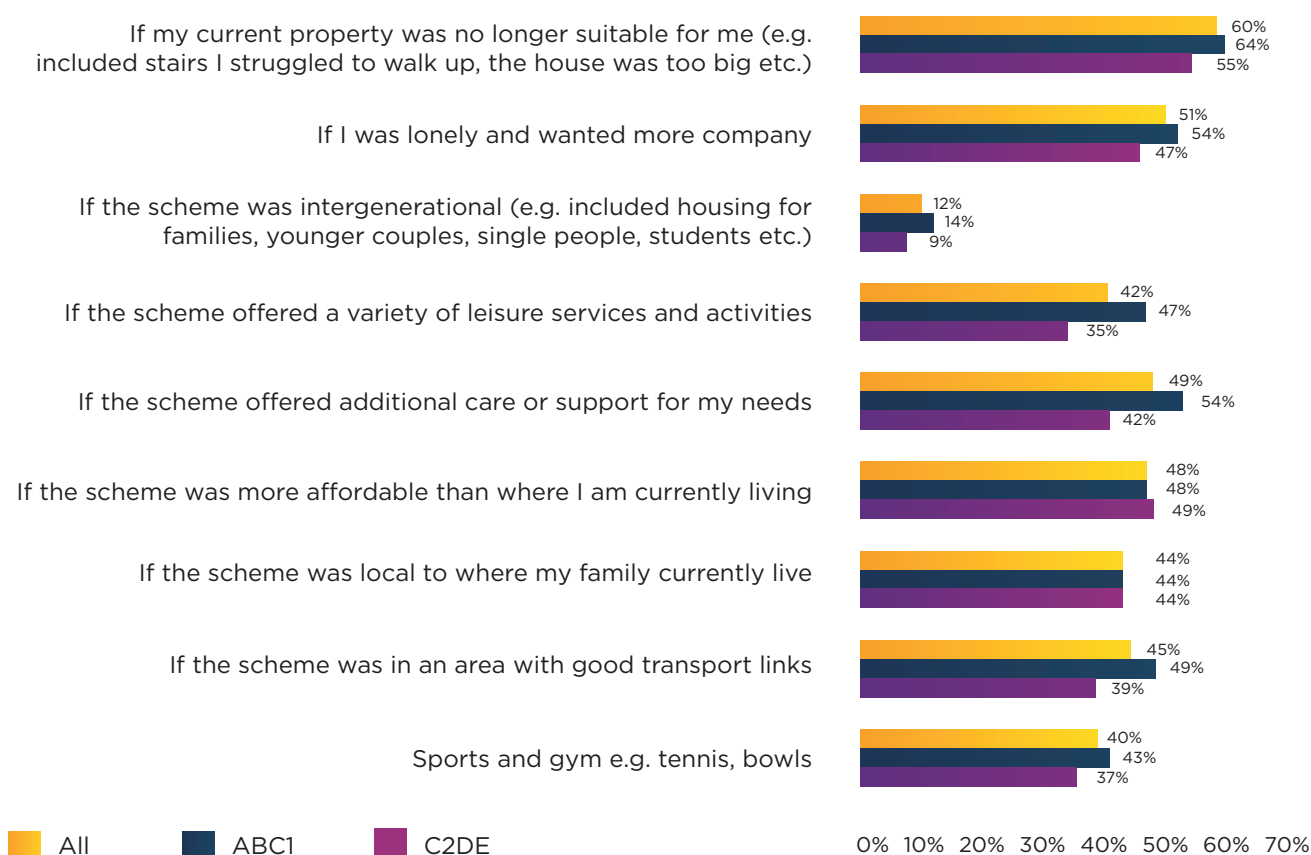


Figure 6 shows the benefits expected by public - dependent on demographic identity.

## Tenure

In order to better understand the public's perception and expectation of retirement housing schemes we asked what property tenure types they believed to be available.

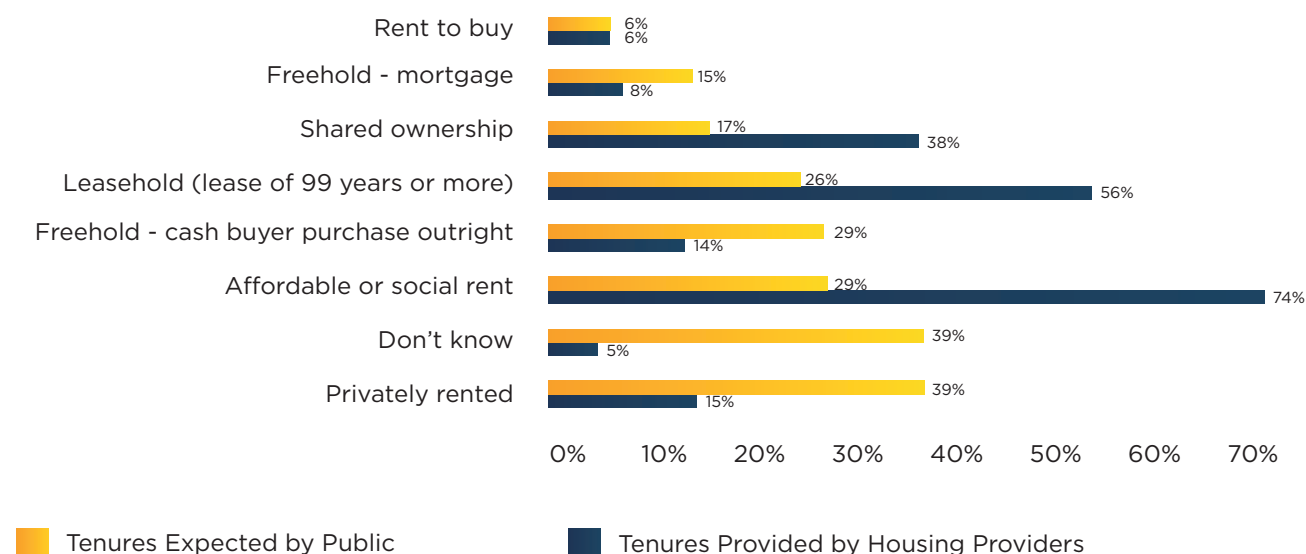


Figure 7 shows the results in percentages after the public and providers were asked about tenure types. The public were asked 'which, if any, of the following types of property tenure do you think you can get with retirement housing schemes?' and the housing providers were asked 'which, if any, of the following types of property tenure do you offer at your organisations' retirement housing schemes?'.

The results showed that 40% of respondents didn't know what was available and the majority of people believed retirement housing schemes to be predominantly privately rented. Fewer than 1 in 3 were aware that properties could be available through affordable or social rent, despite this being the most selected tenure by the housing providers (74%).

### A desire to own your own home

Experts agreed that this is likely due to a lack of understanding of what is involved, what the tenure options are, and the resulting consequences of those contracts – it's also likely that the public have chosen the tenures they are most familiar with. The Office of National Statistics (ONS) estimates that [almost three quarters \(74%\)](#) of people aged 65 years and over in England own their home outright. Accounting for more than [40%](#) of homeowner housing equity in the UK, estimated to be valued at £1.6 trillion. The ONS data also shows people in their mid-30s to mid-40s are three times more likely to rent than 20 years ago. A third of this age group were renting from a private landlord in 2017, compared with fewer than 1 in 10 in 1997. If this trend persists into their older ages, in the future, older people will be more likely to be living in the private rental sector than today.

**“We seem to be infatuated with owning our own home in the UK. People in retirement housing schemes will expect their home to go up in value, but there is a need to understand that there are costs for the services that benefit the quality of living. Older generations don't have as much experience with renting and this may be causing a barrier.”**

**Louise Drew**, Partner and Head of Building Communities at Shakespeare Martineau

There is an on-going need for clarity between when personal care is paid by the local authority or self-funded private individuals to provide the information people need to make an educated decision about where to live and find the best balance for affordability. Better education of shared ownership availability could also help encourage more people to 'rightsize' into retirement housing – helping them release equity in their property, while also freeing up much needed housing stock.

### Nomination arrangements

Nomination arrangements refer to the eligibility criteria, processes and formal agreements that control the nomination of service users to retirement housing with care schemes by local authorities.

Experts discussed whether nomination arrangements could be a barrier to improving perceptions and whether more positive marketing of the benefits of retirement housing through third parties could mean information is not being captured appropriately by local authorities or is being lost in translation. It was felt that if the quality of messages were consistent and providers were marketing as well as the organisations nominating residents this could be the antidote to inappropriate allocation and low demand.

### ACTION:

- **Increase and improve the quality of information available regarding tenure options and costs involved for potential customers**
- **Signpost to the Elderly Accommodation Counsel's comprehensive directories of housing for older people to highlight the range of housing choices available by local authority area**
- **Make marketing of properties a responsibility of the providers, estate agents and local authority**

### 3. Who to target

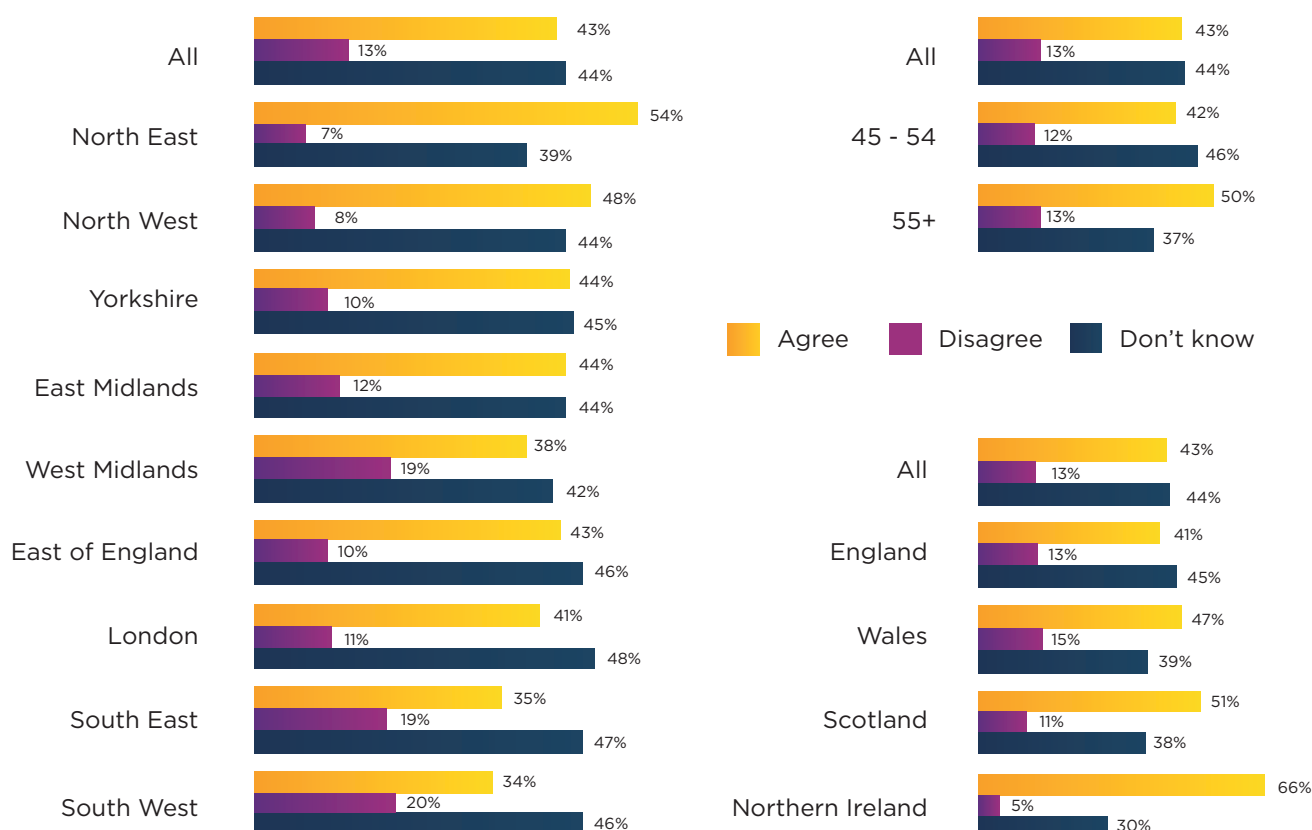
#### Disposable income

The data in *Figure 6* showed that while there were commonalities across the demographics – there were some differences in priorities depending on their amount of disposable income. Leisure services, for example, resonated with more people in the ABC1 category (47% vs 35% of C2DE) and could therefore be offered at a premium in higher-end schemes.

#### Location, location, location

Location however, is shown to be of equal importance for all.

When asked if there is enough good quality retirement housing near to where they live our research shows more people in Northern Ireland, Scotland and the North East of England agree there are not enough good quality local retirement housing schemes. Crucially the 55 years-plus age group across the UK are 7% more likely to agree with this statement that there is not enough quality retirement housing – a stark indication that this is either true, or a key target demographic for retirement housing schemes are simply unaware or unsatisfied with what is available.



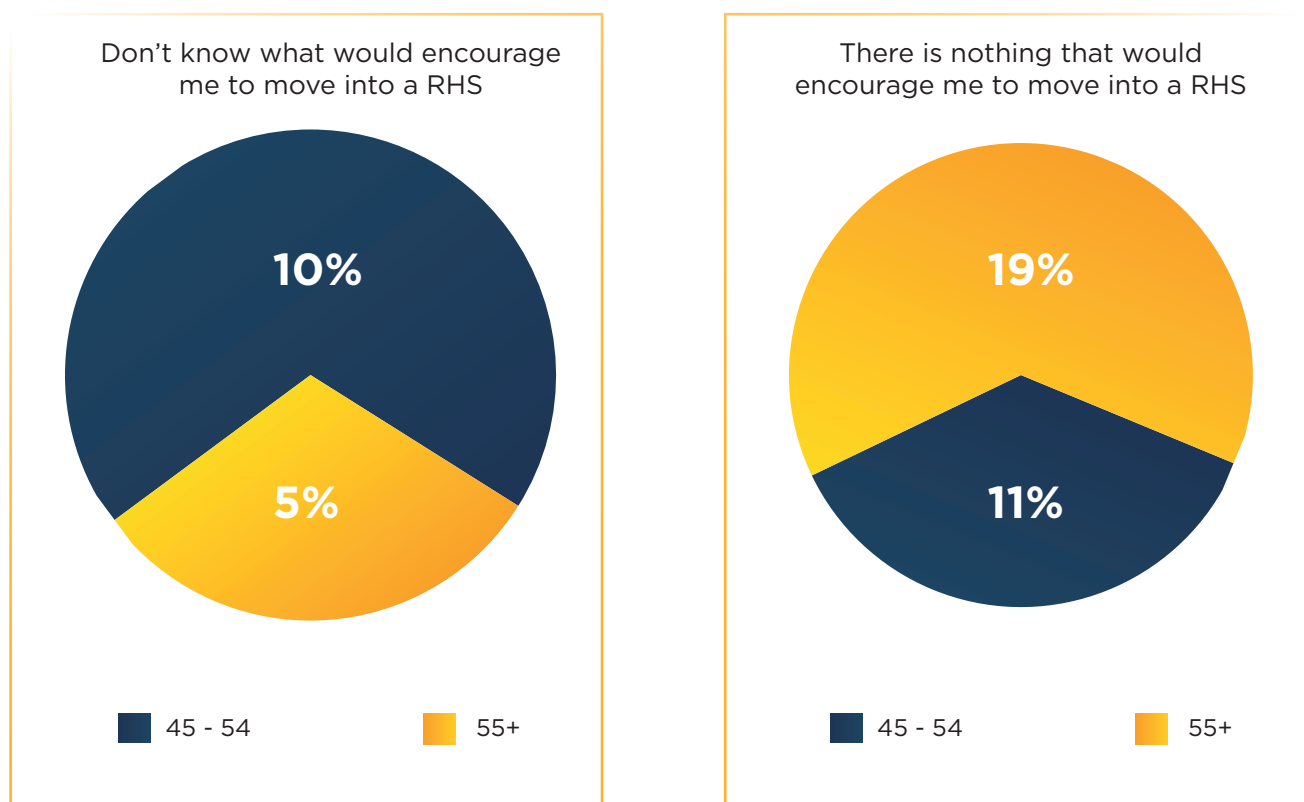
*Figure 8 shows the public response to the question: There is not enough quality retirement housing close to where I live?*

Our research mirrors that of [Savills](#), which shows that North East of England and Scotland were among the lowest delivery rates of retirement housing in the UK (more than half of respondents in these areas agreed with the statement that there is not enough quality retirement housing) – indicating an opportunity for regional and national developers.



## Target people earlier

If we focus in on responses of those approaching and in middle age (45 years and over) of what would encourage them to move into retirement housing schemes (RHS), we see an interesting shift in opinion between 45 years and 55 years and over among this cohort.



*Figure 9 shows the results in percentages after the public were asked about what would encourage them to move into a retirement scheme – limited to those who are 45-54 and 55 years and over and those that chose 'don't know' or 'nothing would encourage me'.*

Our data in *Figure 9* shows that 11% of those in the 45-55 age category cannot be encouraged to move into a retirement housing scheme, this jumps to almost 1 in 5 (19%) at age 55 years-plus. Between the ages of 45-54, 1 in 10 don't know what factors would encourage them to move into a retirement housing scheme, this drops to 1 in 20 at age 55 years-plus. It could be inferred that of those aged 55 or older, more people have made up their mind on their conceptions of retirement housing schemes.

Interestingly however, our data shows that respondents who are 55 years-plus are more confident in their knowledge of retirement housing scheme benefits – yet are still turned off by the concept of living in these schemes.

This highlights two things: the marketing and education for the public should be benefits-led to improve perception of retirement housing schemes and make it more aspirational for the 55 year-plus group. Secondly, it would be sensible to assume that marketing and education should be targeted at younger people – when they are less fixed in their opinion of retirement housing. Educating this age group – in a new, positive way – on the benefits and services may result in a greater uptake in later years.

## Target men

One provider states that more than two thirds of people living in its retirement housing are women, and across all our benefit and perception data it's clear that women have a greater understanding of what's available. In addition to longer life expectancy for women, this lack of understanding could be contributing to the dramatic gender difference in scheme occupancy. Specifically targeting men with information on service provision could widen the knowledge pool and bridge this gap.

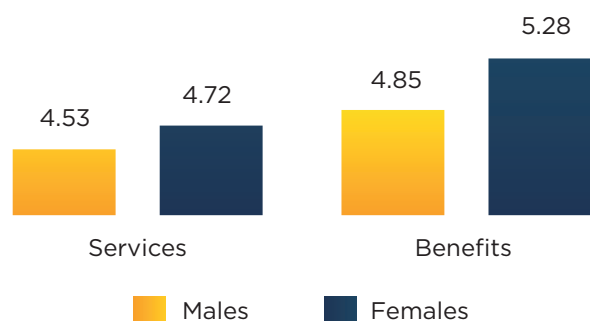


Figure 10 shows the average number of Retirement Housing Scheme Services and Benefits selected by Males and Females. There is a statistically significant ( $P$ -value = 0.04) difference between the number of services that males and females thought were available in Retirement Housing Schemes. There is also a statistically significant ( $P$ -value = 0.0003) difference between the number of benefits that males and females thought were provided by Retirement Housing Schemes.

## ACTION:

- **Target marketing to people earlier in life**
- **Target men at an introductory level and target women with more detail to strengthen knowledge and association of benefits**
- **Combine geographical perception data with area population and scheme delivery rates to inform providers 'where to build'**
- **Tailor scheme facilities by audience providing a greater quantity of some services in higher end schemes**

## 4. How to target

### Untapped market

When asked if they would consider moving into a retirement housing scheme themselves, respondents were unsure – only 8% saying they would 'definitely' consider moving in. More than 3 in 4 people responded with either 'maybe' or 'don't know' indicating a huge market-base of potential customers, who either need further information or further convincing of why they should 'definitely' consider retirement housing schemes.

Don't know what would encourage me to move into a RHS

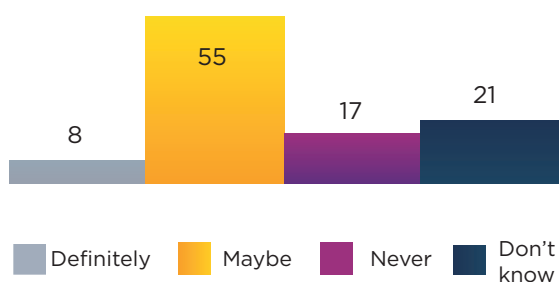


Figure 11 shows the results in percentages after the public were asked to what extent they would consider moving into a retirement housing scheme themselves.

There is nothing that would encourage me to move into a RHS

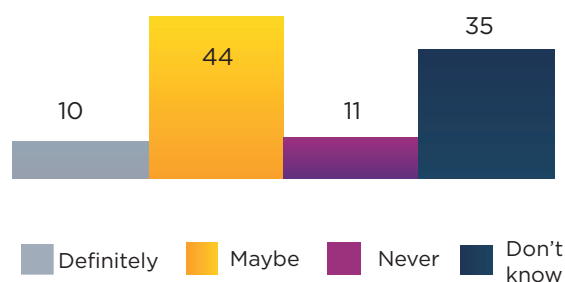
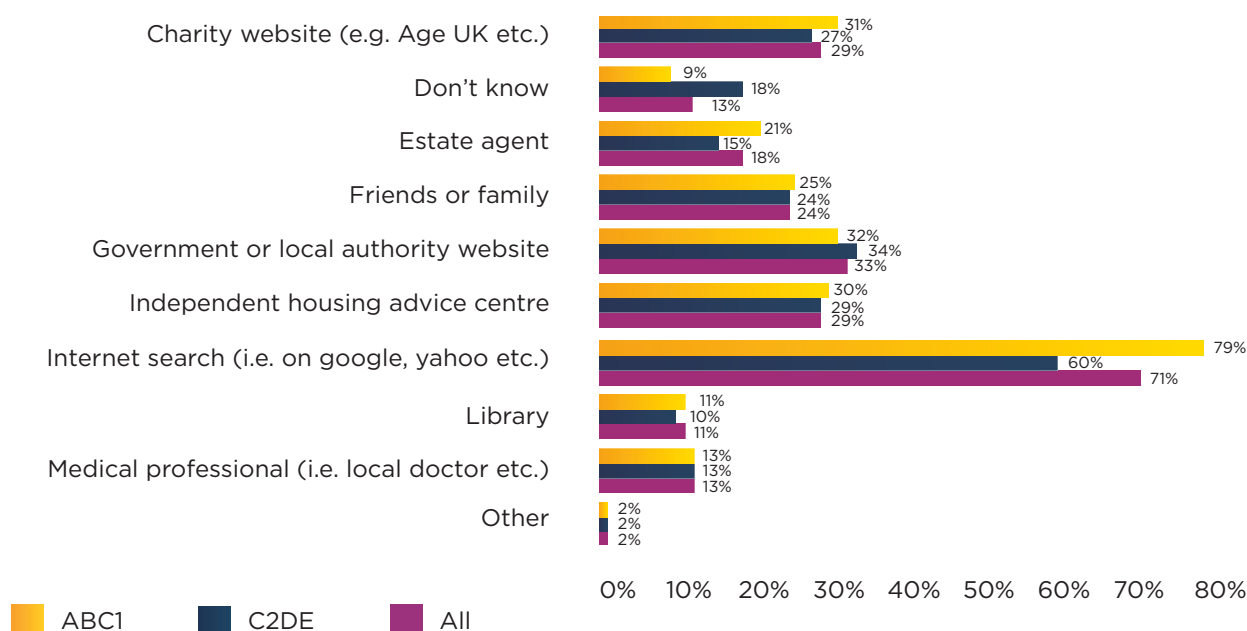


Figure 12 shows the results in percentages after the public were asked to what extent they would consider recommending a retirement housing scheme for their parents, or other family members.

An even greater proportion of public respondents were undecided on whether they would recommend retirement housing schemes to others – with 79% opting for ‘maybe’ or ‘don’t know’, posing the argument that there is an untapped referral market who could be convinced to recommend retirement housing schemes to friends and family members if they had the right information. Referrals may be even more important in the C2DE group where almost 1/5 are unsure where to get information on retirement housing schemes (*Figure 13*).

## Go digital

When asked where they would look for information about retirement housing schemes the most popular choice was an internet search (71% total average) – however, this result was much higher for ABC1 demographic at 79%, compared to just 60% C2DE. Almost 1 in 5 (18%) of C2DE category said they didn’t know where to get the information from. Following general internet search the most likely place the public would search is the government or local authority website – showing the need for a more consistent approach to centralised information and resources online for older people. Just 1 in 4 would turn to friends or family – indicating a need to have clear information online is likely to be the most effective form of communication, preferably led by government, to build trust and understanding with the public.



*Figure 13 shows public’s selection when asked: Where would you search for more information about retirement housing?*

### ACTION:

- Consider the importance of the potential referral market

- Use online platforms as a primary platform for information
- Create an advisory board for older people – with national website



## 5. Language

### How old is 'old'?

Many retirement housing schemes are recommended for 'older people' – but what exactly does this mean? [A report by the World Health Organization](#) showed that negative or ageist attitudes towards older people are widespread, and older people are not respected – especially in high income countries. It also reports that 'Age limits applied to policies such as retirement age for example, do not recognise the range of capacities of the older person – and assume that all older persons are the same' – which only goes to reinforce the negative stereotype.

While action from charities and [industry initiatives](#) is looking to combat the negative perception of ageing, [research](#) shows a drastic cultural shift is required, with mass media often portraying the ageing population as a societal burden, encouraging negative feelings towards older people.

Our data demonstrates key gaps in age perception, with more than 70% of housing providers defining an 'older person' as being over 55 years old, compared with just 20% of consumers choosing the same definition. Crucially, the consumer data indicated that the older you are, the older you perceive an older person to be. More than three quarters (82%) of those surveyed who were 55 years and older perceived an 'older person' to be 65, 75 or 85 years-plus.

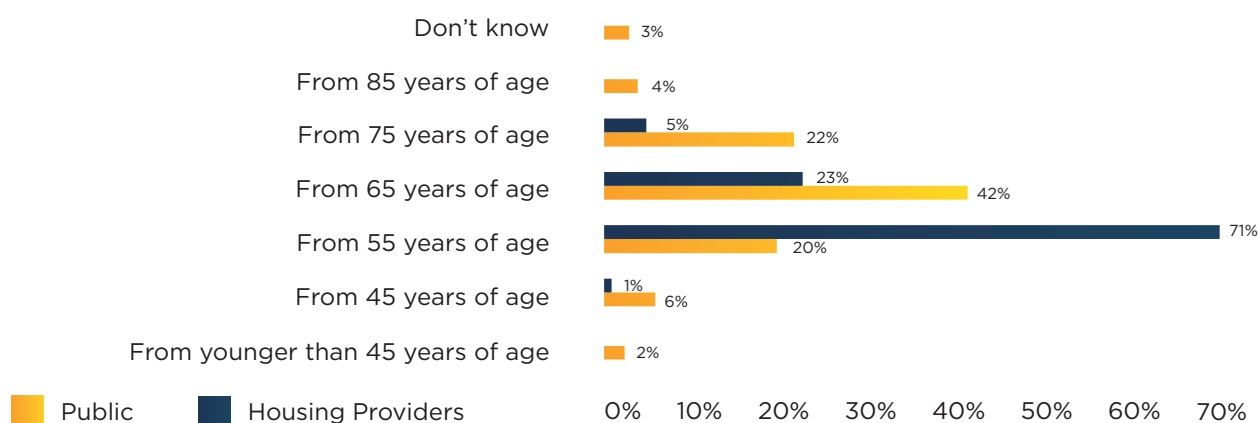


Figure 14 shows the results in percentages after the public and providers were asked 'which age, if any, do you think someone can be considered an older person?'

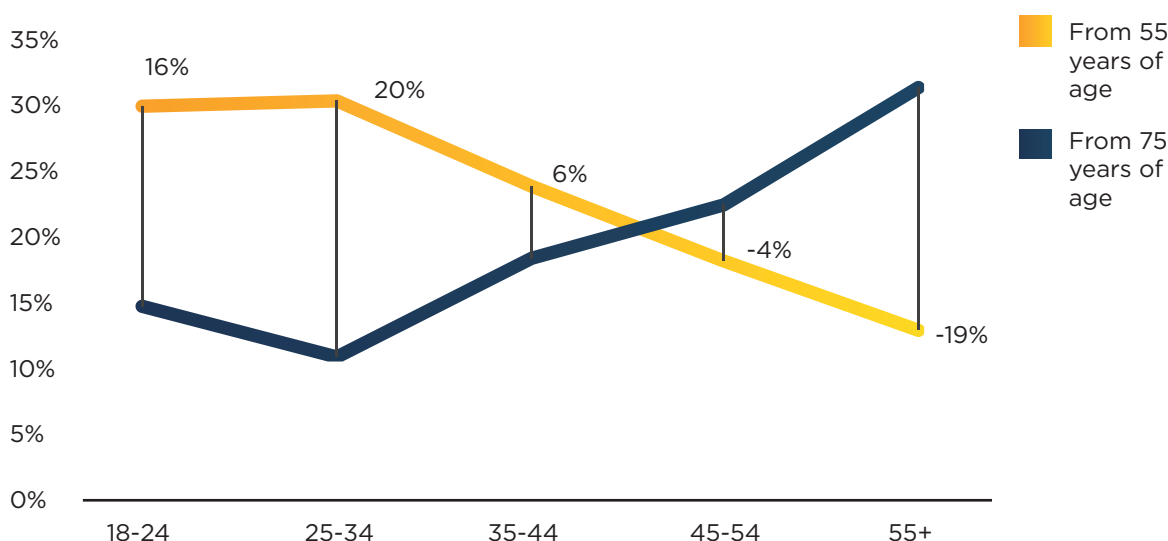


Figure 15 highlights percentage difference between people defining an older person as being from age 55 and 75 from the public data only.

From the 25-34 age group to the 55 years-plus age group the decrease in the amount of people defining an older person 'from 55 years of age' is roughly proportional to the increase in the amount of people defining an older person as 'from 75 years of age'. These figures suggest that as people increase in age they are more likely to define an 'older person' as being older.

The impact of this is that if retirement housing is defined by being suitable for 'older people' the public will not consider this as appropriate for them – they are likely to instead believe that this is a product for someone else – someone older than them.

### A model of need, not want

Despite the majority of providers defining older people as 55 years and over, it's unlikely that they truly believe this to be the case in reality. [The NHS](#) states that someone over 65 might be considered an older person, and the MHA – the UK's largest charity care provider – states that its average retirement living resident is [82 – with two thirds aged over 80](#). Our research shows (see *Figure 15*) that age is relative, depending on your age or personal experience.

While retirement housing schemes are typically built with 'older people' in mind – they are not exclusive to these individuals and may be suitable for other members of the community who could benefit from the schemes, such as those with a disability. This disparity between intended and actual demographics sparks the debate that schemes should be promoted according to their benefits and not simply for people past a certain age.

The issue of ageism when referring to housing, stems from historic retirement housing schemes that were built on a dependency model, with little to no aspirational contributory factors. In fact, many people were placed into retirement housing, instead of it being a decision or a desire of the individual. Experts agreed that it was up to the sector to sell, not allocate homes in the retirement housing schemes.

**“Society doesn’t celebrate older people – a great service for young people would get headlines. Older people are pitied in many headlines and lack in dignity. Councillors should wake up – because they are the ones who vote! It’s ageism that’s the problem.”**

**Bruce Moore**, Chief  
Executive at Housing 21

### Describing retirement housing schemes

The general public showed a spread of recognition across various potential descriptors for retirement housing schemes, demonstrating a lack of clarity in understanding.

The data in *Figure 1* shows that terms containing the words 'community' and 'older' achieved the highest level of recognition by the public.

During our research process, the housing providers were also given an open text box to list any additional descriptors – resulting in more than 10 extra terms suggested.

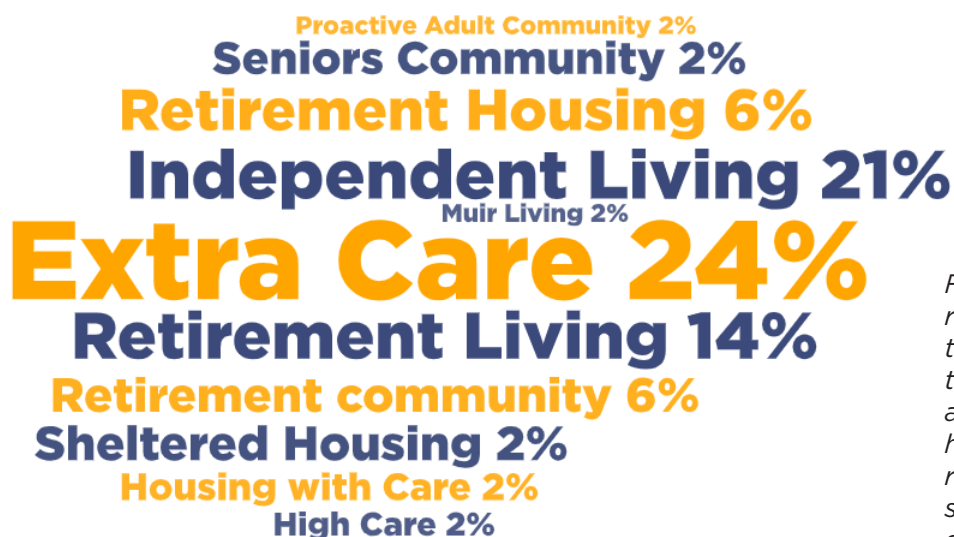


Figure 16 shows the range of additional terms suggested by the housing providers and percentages show how common among respondents these suggestions were. 17% of responses were unable to be classified.

No term achieved greater than 70% recognition with the public, perhaps owing to the great variance in language used by housing providers.

[A report by the Social Care Institute for Excellence](#) backed up the need for greater public understanding of the different housing options available. Its survey showed that greatest public familiarity was with care homes (94%) and retirement villages (82%), but only 3 in 5 were aware of extra care housing and supported living and just a third (33%) were aware of the Shared Lives option.

Experts argued however, that identifying a singular term to describe retirement housing schemes would be inappropriate and impossible due to the ranging services available and that there would be no ‘silver bullet’ description. Instead, marketing of retirement housing schemes should clarify the services and purpose of each scheme type.

But it was agreed however, that there needs to be simplified language for all stakeholders; including for the public and local authorities – addressing the costs, profiling and services, giving clarity on what the product is and who it is for.

**“Define by the benefits, not the age or the retirement status [of residents], because not everyone is at retirement age that these schemes are suitable for. Promote according to benefits and broaden the audience.”**

**Sarah Davis**, Senior Policy and Practice Officer at CIH

## ACTION:

- Language must be simplified and positive – reflecting the many benefits of retirement housing schemes
- While one term does not fit all – the number of terms should be condensed and used consistently across the sector to better describe in order to increase public recognition of terms.



## CONCLUSION

Retirement housing is not a product that will be suitable for everyone – but so that people can make their own informed decisions, visibility and information is needed to ensure clarity in the benefits and services available.

Experts agreed that in order to break down awareness barriers, the sector must focus on purpose, impact and benefits. Identify who it's for, what it is and what it is doing and therefore what can be achieved by retirement housing schemes.

**“We need to be more positive about this product – trying to push housing providers to show their benefits to consumers rather than hide from customers. Show what we can do: celebrate the benefits of living in retirement housing.”**

**John Galvin**, Chief Executive at EAC

**“It is important as a sector we offer choice to potential purchasers and tenants alike. There are a number of housing options available to people as they age, in the private and social housing market. It is important as a sector and society we recognise the value gained by those who choose to live in one of our communities.”**

**Emma Webster**, Head of Corporate Affairs & Political Engagement at Lifestory Group

The sector should be honest with itself about affordability and quality. With so many different models it will be impossible to capture retirement housing in a single term, but taking a positive approach; identifying the benefits, telling stories that bring these benefits to life and providers committing to delivering these standards, the sector can finally stamp out the misunderstanding and confusion between retirement housing and care homes.

By considering the research data presented in this report in service provision and location of new schemes, and increasing education and adopting a consistent and positive approach to marketing retirement housing by all stakeholders in the sector, schemes can be an aspirational place to live.

## NEXT STEPS

- **Public focus group**

Challenge or validate our research with a focus group of people who would typically benefit from a retirement scheme including those already living in a retirement housing scheme, older people and those who may benefit from retirement housing schemes in the future. Ask their opinions and update the marketing recommendations to suit.

- **Create clear information for all stakeholders**

Create marketing materials suitable for the different stakeholders within the sector – starting with local authority. Including a glossary of terms for different retirement housing schemes – dependent on their level of services and care – circulate this with the industry and encourage adoption.

- **Continue the discussion**

Widen the pool of experts and continue the discussion with more people from the sector. Garner further advocates for change and a united front in marketing the benefits of retirement housing schemes.

Set up a wider ‘retirement housing action group’.

## THANKS

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- **Tony Clark**, Director of Independent Living at Orbit Group
- **Jeremy Porteus**, Chief Executive at Housing LIN
- **Emma Webster**, Head of Corporate Affairs & Political Engagement at Lifestory Group
- **Cllr Colin Noble**, Councillor at LGA and former Leader of Suffolk County Council
- **Bruce Moore**, Chief Executive at Housing 21
- **Sarah Davis**, Senior Policy and Practice Officer at CIH
- **John Galvin**, Chief Executive at EAC

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If you would like to reference any part of this report – please credit Shakespeare Martineau and provide a link to the report.

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## Resources and hyperlinks

[Report on decent and accessible homes for older people - The all-party parliamentary group](#)

[Care home or home care? - \[www.moneyadviceservice.org.uk\]\(http://www.moneyadviceservice.org.uk\)](#)

[Healthier and Happier Report - WPI STRATEGY for Homes for Later Living](#)

[COVID 19 and care homes in England: What happened and why? - \[onlinelibrary.wiley.com\]\(http://onlinelibrary.wiley.com\)](#)

[HOUSING OUR AGEING POPULATION Report - \[www.local.gov.uk\]\(http://www.local.gov.uk\)](#)

[Event Fees in Retirement Properties - \[www.lawcom.gov.uk\]\(http://www.lawcom.gov.uk\)](#)

[Retirement housing - Policy Position Paper - \[www.ageuk.org.uk\]\(http://www.ageuk.org.uk\)](#)

[Living longer: changes in housing tenure over time - \[www.ons.gov.uk\]\(http://www.ons.gov.uk\)](#)

[Retirement living Report - Savills Research](#)

[Facts & Stats - \[www.mha.org.uk\]\(http://www.mha.org.uk\)](#)

[Discrimination and negative attitudes about ageing are bad for your health - \[www.who.int\]\(http://www.who.int\)](#)

[We're here to show how ageism negatively affects all of us and, with your help, how we can stop it - \[www.stopageism.org\]\(http://www.stopageism.org\)](#)

[Doddery but dear? Report - \[www.ageing-better.org.uk\]\(http://www.ageing-better.org.uk\)](#)

[Improving care for older people - \[www.england.nhs.uk\]\(http://www.england.nhs.uk\)](#)

[Role of housing in the future of care and support - \[www.scie.org.uk\]\(http://www.scie.org.uk\)](#)