



Housing LIN

Connecting people, ideas and resources

South East & South West Housing LIN Extra Care Housing Conference 2013

Specialist Housing, Specialised Solutions

Post-Conference Report



Report sponsored by:



HENLEY
HEALTHCARE HOMES



Housing LIN

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We are extremely grateful to Henley Healthcare Homes for sponsoring the production of this post-conference report

About Henley Healthcare Homes

Henley Healthcare Homes (HHH) is a private funding partner helping facilitate the provision of specialised, affordable supported housing for vulnerable adults to enable them to live more independently.

Working in close partnership with Local Authorities (LAs), Housing Associations and Care Operators, HHH invest in bespoke housing schemes that help meet the identified needs of people who require care and support in their communities.

It is now widely accepted that integrated systems of care, support and housing not only offer significant savings to the public purse but also offer people the opportunity to live more active independent lives. HHH are proud to be an integral part of the solution that helps people gain that independence. www.henleyhch.com

Prepared by

We would also like to thank Althea Howarth and Antony Howarth at Ridgeway Associates Consulting Ltd. for pulling this post-conference report together, along with the additional comments supplied by Pat Palmer, Sue Terry, Louise Twine and Jeremy Porteus.

And thanks to Housing 21 and Aster Living for supplying images for use on the cover of the post-conference report.

1 About the Event

1.1 Background

The inaugural South East and South West Housing Learning and Improvement Network Extra Care Housing Conference, *Specialist Housing, Specialised Solutions*, held on Wednesday, 1st May 2013 at the Mercure Hotel, South Marston, was widely acknowledged as an informative and highly successful event.

The Housing Learning and Improvement Network (LIN) viewed it as very positive that the event attracted sponsors and exhibitors from such a diverse range of organisations and wish to take this opportunity to thank them once again for their support and participation which made this conference possible.

Our key sponsor was Swindon-based community interest company, SEQOL, an integrated health & social care provider. Sponsorship support also came from the following organisations:

- Henley Healthcare Homes (this report)
- Leadbitter Group
- Pozzoni Architects

The event was further enhanced by the range of exhibition stands taken by:

- Aster Group
- Careline UK
- Germstar
- Housing LIN
- McCarthy & Stone
- SEQOL
- Telecare Technology
- Tetlow King Planning

1.2 Context

Set in the context of the £300m Department of Health Specialised Housing Fund and the opportunities offered for both 'for profit' and 'not for profit' specialist housing developers, the conference set out to explore new opportunities for housing and care providers to develop increased older people's housing provision to meet the demands of an ageing population.

The day also offered the chance for over 120 delegates to network with senior influencers in housing, health and social care across the two South of England regions, with strong links to national policy making bodies.

1.3 Speakers and Contributors

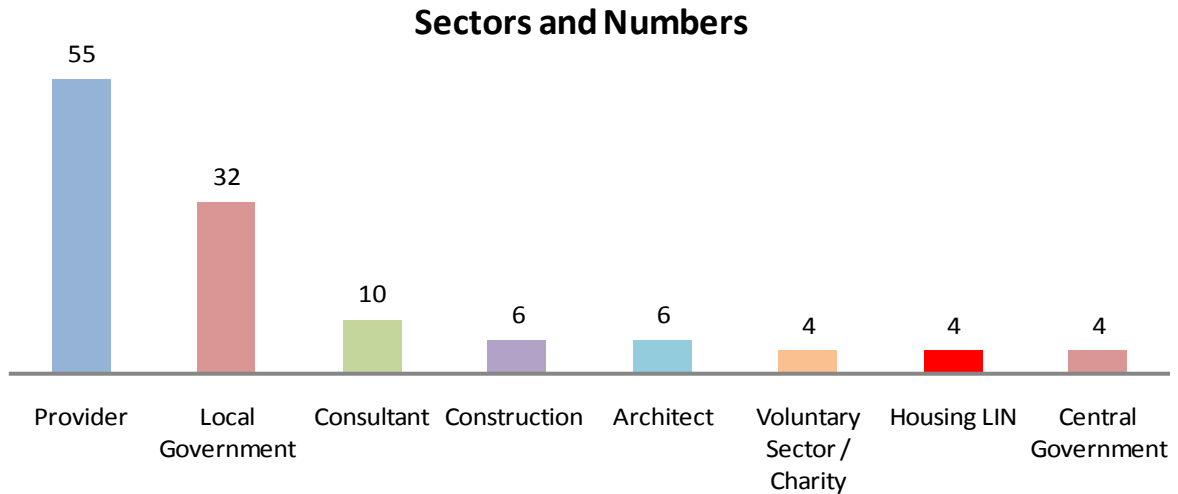
To meet the objectives of the conference a selection of high profile speakers and contributors with a range of disciplines were engaged to deliver presentations and respond to questions from delegates. These contributors are listed below:

- Jeremy Porteus, Housing LIN
- Lorraine Jackson, Department of Health
- David Hughes, Pozzoni Architects
- Lisa Clayton, Homes & Communities Agency

- Omar Al-Hasso, Henley Healthcare Homes
- Nigel Holmes, Oxfordshire County Council
- Peter Rush, Hampshire County Council
- Heather Mitchell, SEQOL
- Ian Copeman, Housing & Support Partnership
- Clive Parker, ExtraCare Solutions
- Roger Wilshaw, Department of Communities Local Government
- Deborah Heenan, Swindon Borough Council
- Jon Matthews, Leadbitter
- Denise Brennan, Guinness Care & Support
- Robin Tetlow, Tetlow-King Planning

1.4 Delegates

The conference delegates came from many areas of the sector and this is illustrated in the chart below. Noticeably, as might have been expected, the largest groups were Providers and Local Government representatives.



2 Speakers and Sessions

2.1 Overview

Along with opportunities to network the day was structured as follows:



2.2 Key Conference Themes

The keynote addresses, discussions, question and answer sessions and networking opportunities created a vibrant environment for information exchange that is likely to have lasting value for contributors and delegates alike in terms of appreciating the 'Big Picture'. Clearly a time of significant change is affecting the older people's housing and services sector, but partnerships are forming, opportunities exist and, as this conference confirmed, there is an appetite for development framed within an understanding of the needs and aspirations of the service users of the future.

As an illustration of the main themes from the day delegates were able to hear first-hand the views from:

- Central Government which set the wider agenda in context
- Local Government who contributed background from their first-hand experience in developing ECH from practical and strategic perspectives
- The Private Sector – where their expertise can assist the sector, for example, building techniques, service design / implementation, construction, financing and planning
- A consultant on the topic of affordability across tenures for customers into the future
- A Social Enterprise organisation who emphasised how their integrated approach to service delivery can enrich people's lives and avoid moves to higher forms of care.

2.3 Opening Remarks

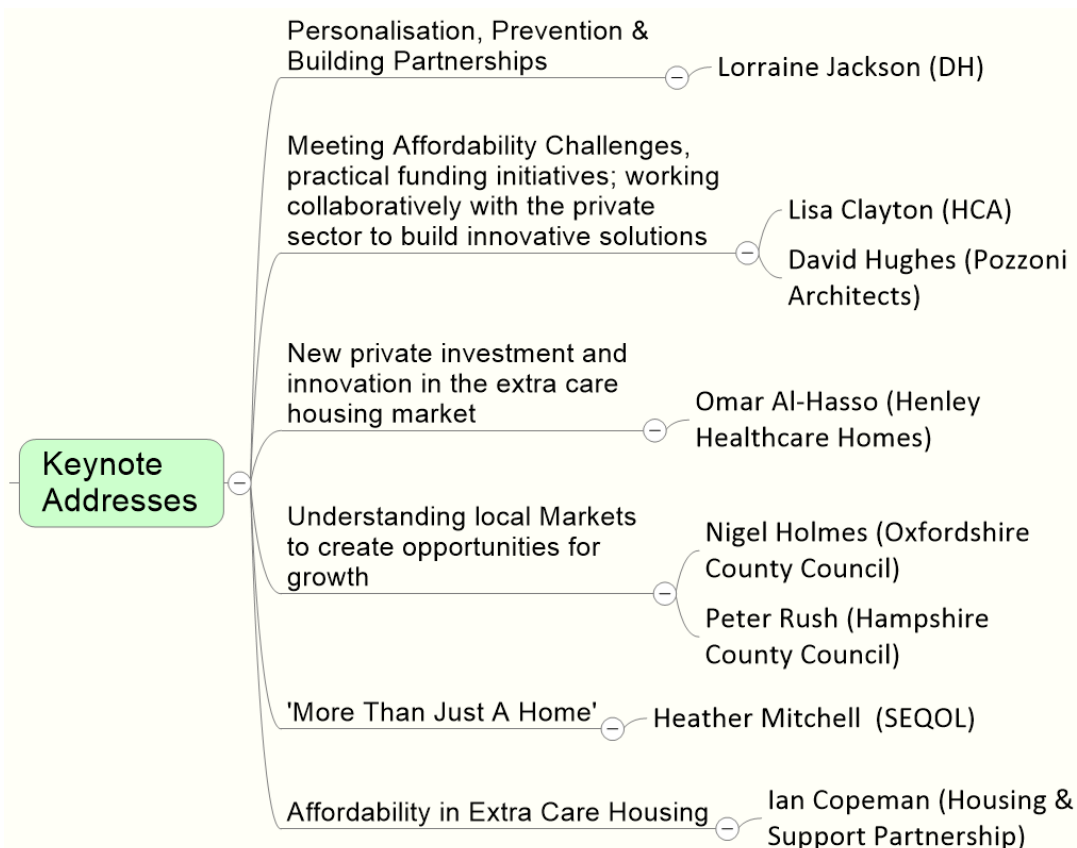
Jeremy Porteus, National Director of the Housing LIN, welcomed the delegates to the conference and thanked the sponsors/exhibitors and everyone behind the scenes for making this inaugural event possible.

Jeremy quoted from the recent House of Lords’ Committee on Public Services and Demographic Change, *“we are woefully underprepared”* and *“central and local government, housing associations and house builders need to urgently plan how to ensure the housing needs of the older population are better addressed...”*

He explained that there are considerable pressures across the South East and South West in delivering Extra Care Housing against the current backdrop of: tighter public capital and revenue budgets, land availability, welfare benefit reform and, a rapidly rising number of older homeowners. However, he pointed out that the Housing LIN’s regional networks have been at the forefront of attracting leading policy makers and practitioners to share ideas, showcase innovation and raise the profile of housing for older and disabled people at national and regional events. He hoped that this conference would become a permanent fixture in the South East and South West Housing LIN calendar.

2.4 Keynote Address Summaries

The main topics of the keynote addresses and the respective speakers are illustrated in the diagram below. This is followed by a summary of the content of each speaker’s address.



2.4.1 Personalisation, Prevention & Building Partnerships - Lorraine Jackson (DH)

From the Department's perspective Lorraine's presentation outlined the changing environment in which our sector operates with a focus on the following key areas:

- Policy Overview - Prevention & Integration including the role of housing
- Care and Support Specialised Housing (CASSH) Fund (Up to £300m available over 5 years)
- Care & Support Bill
- Building Partnerships.

There was, however, an acknowledgement that the current system is geared to 'crisis response' and therefore, in the current climate, this represents an unsustainable model. Lorraine then set out the aims of supporting independence; enabling recovery; avoiding crisis; preventing, reducing and delaying more intensive interventions in health & care and, involving individuals and the community in asset based development. This led to her highlighting the key actions in train to meet these aims, for example, the Care & Support Bill, an evolving evidence base, activities to support new forms of investment and, the Care and Support Specialised Housing Fund.

Lorraine went on to present a future vision of person centred, co-ordinated and continuous care & support that moves away from episodic care through collaboration at a local and national levels and addresses real and perceived barriers.

View full Presentation: [Keynote Address 1: Personalisation, Prevention & Building Partnerships - Lorraine Jackson, Senior Policy Manager, Department of Health - Presentation \(ppt – 220Kb\)](#)

2.4.2 Meeting Affordability Challenges, practical funding initiatives; working collaboratively with the private sector to build innovative solutions - Lisa Clayton (HCA) & David Hughes (Pozzoni Architects)

Lisa delivered the first of two presentations which set out to focus on the following key areas:

- Demand and Supply
- What we are doing?
- What can we do?
- Things to think about
- Next steps.

With an initial focus on demand, Lisa pointed to the fact that eight of the top ten places to retire (according to the Guardian, July 2012) were located in the South West. This was followed by some visual representations of accommodation unlikely to meet the aspirations set out in the HAPPI 2 report, namely:

- *Challenge **perceptions** and raise the **aspirations** and ensure that **future** homes are fit for purpose, functional and adaptable to future needs*
- *Raise **awareness** of the possibilities offered through innovative approaches to the design of housing and neighbourhoods.*

She then elaborated on the key phases of the Care and Support Specialised Housing Fund and the role of the HCA within this, i.e.:

- Working with people and places to help them to deliver homes, economic growth and jobs
- Delivering programmes of investment and market interventions
- Making best use of public land and developing economic assets
- Undertaking robust economic regulation of social housing providers.

The presentation finished with Lisa outlining the next steps in relation to the Specialised Housing Fund.

View full Presentation: [Keynote Address 2: HCA update on Care and Support Specialised Housing Fund - Lisa Clayton, Care & Support Specialised Housing Fund, Homes & Communities Agency - Presentation \(ppt - 5.0Mb\)](#)

David began his presentation with a definition of ECH and what it may include and then turned to show a range of alternative examples of innovative Extra Care Housing in the UK and abroad. Also highlighted were some common threads in these developments; namely: site specific considerations, community focus, larger scale developments - often mixed tenure, higher levels of care requirements, dialogue with the local community to achieve lifetime neighbourhoods. David then proceeded to present three concepts of ECH (see below) with enlightening examples from home and abroad:

- Extra care schemes with integral community hubs
- Extra care housing as part of a continuing care development
- Extra care housing as a component in regeneration.

David left us with a number of things to consider when thinking of ECH as a possible solution:

- Flexibility of approach
- Higher dependency
- Local factors – avoid duplication of facilities
- Client skills – partnerships
- Self-containment in more remote areas
- Long term sustainability.

View full Presentation: [Meeting Affordability Challenges, practical funding initiatives; working collaboratively with the private sector to build innovative solutions - David Hughes, Managing Partner, Pozzoni Architects - Presentation \(ppt – 5.7Mb\)](#)

2.4.3 New private investment and innovation in the Extra Care housing market - Omar Al-Hasso (Henley Healthcare Homes)

Omar's presentation focused on the financial perspectives of ECH. The presentation opened with a review of the various funding models set in the context of 'the way it was', i.e. self-contained within public sector and 'the way it is', i.e. collaboration with the private sector.

With a specific focus on new private investment Omar considered and discussed the following:

- Private equity
- Institutional investment
- Raising bond issues
- Capital contributions
- Government guarantees
- Grant funding
- Debt
- Land contributions
- Joint ventures

He then highlighted the challenges facing the sector, e.g. the 'demographic time bomb' versus budgetary cuts and the current under-supply of ECH set against increasing demand. He pointed to the fact that change is already upon us and the key requirements for meeting that change are more public / private sector collaboration and partnerships to enhance appetites for long term and stable investment at a significant scale. This partnership will involve understanding different attitudes to risk, each other's pressures / risks and, 'meeting in the middle' to understand consequences, risks versus the rewards of different strategies.

Omar concluded with the following summary. *'There is an appetite from the private sector to invest in a large scale in housing for vulnerable adults and by working together all parties can be more streamlined and efficient as long as each side understands the other's needs and requirements, ensures expectations are managed and focuses on delivery in a timely fashion.'*

View full Presentation: [New private investment and innovation in the extra care housing market - Omar Al-Hasso, Henley Healthcare Homes - Presentation \(ppt – 5.2Mb\)](#)

2.4.4 Understanding local Markets to create opportunities for growth - Nigel Holmes, Oxfordshire County Council - Peter Rush, Hampshire County Council

Nigel began his presentation with a summary of the timeline from the publication of **Oxfordshire's** ECH Strategy to the transformation from having only 20 ECH units in one scheme in 2010 to the likelihood of achieving 990 units (in 17 schemes) by 2015 coupled with the objective of a further 600 units by 2016. Following a review of the County's motivations in pursuing ECH development Nigel highlights the key factors that have underpinned this growth as being:

- An ECH strategy with designated Programme Management
- Influencing the spatial planning agenda which proved vital
- Developing an eclectic approach of being 'open for business' in terms of procurement plus partnership working to re-provide former care homes
- The recognition of identified need for 4,300 ECH units by 2031 (55 per 1,000 aged 75 plus).

From a financial perspective it was agreed that there was a need to 'grow the market' quickly and to facilitate this Cabinet agreed £10m capital (50/50 grant and borrowing) and 9 County owned sites were provided. Grants were used to help purchase sites, convert sheltered to ECH, match fund HCA allocations and gap fund. Additionally a 'benchmark' of up to £30k grant per unit over an entire scheme was agreed. Overall eight schemes attracted HCA capital grant in 2011-15.

Nigel ended his presentation by identifying with a series of initiatives that support the Council's vision of the future market such as micro commissioning, use of flexible financial models, sharing risk and continued capital and revenue subsidy for innovative dementia specific ECH.

View full Presentation: [Understanding local Markets to create opportunities for growth - Nigel Holmes, Housing Commissioning Manager, Oxfordshire County Council - Presentation \(ppt - 1.4Mb\)](#)

To view the Housing LIN Oxfordshire Case Study, visit:

www.housinglin.org.uk/_library/Resources/Housing/Practice_examples/Housing_LIN_case_studies/Case_Study_39.pdf

Peter began his presentation with a focus on 'who we are developing ECH for' in **Hampshire** and challenged the perceptions of the delegates and contributors alike. He then proceeded to outline the key stages in Hampshire's journey in developing an ECH strategy. Beginning with assessing projected population change in a diverse county Peter made reference to:

- Current pensioner tenure
- Numbers in receipt of pension credit
- House price data
- Patterns of social care packages.

Peter then outlined the core aims of Hampshire's approach, namely to transform Older People's service provision and find a workable balance between ECH and residential care provision through public / private and 3rd sector partnerships and offering enhanced independence and choice. He elaborated on a series of underpinning principles such as capital investment based on future revenue savings, developing a procurement framework, arm's length involvement and, market stimulation.

View full Presentation: [Understanding local Markets to create opportunities for growth - Peter Rush, Extra Care Commissioning Manager, Hampshire County Council - Presentation \(pdf - 3.6Mb\)](#)

To view the Housing LIN Hampshire Case Study, go to:

www.housinglin.org.uk/Topics/browse/HousingExtraCare/ExtraCareStrategy/HousingStrategyExamples/?&msg=0&parent=975&child=8752

2.4.5 'More Than Just A Home' - Heather Mitchell, Chief Executive, SEQOL

SEQOL provide health, social care and supported employment services for vulnerable people in their own communities. Heather's presentation told a story of six houses, the people who live there and the work that SEQOL does to provide them with 'more than just a home'. The individuals concerned included:

- Tom who uses a wheelchair has had challenges with shopping which were overcome with the assistance of the SEQOL Reablement Team. Additionally his needs for equipment and aids around the house have been met by resources provided by SEQOL - see www.seqolathome.co.uk
- Tina, who has a learning disability, has overcome prejudice in the workplace with the help of SEQOL Supported Employment and her landlord. She has received on-going training, experience and support to gain employment
- Roger has Asperger's and with the help of Swindon SEQOL Football Club has continued to play the football he loves.

Heather closed her presentation with an overview of SEQOL's values as a Social Enterprise and Community Interest Company endorsed externally by a range of organisations including The Cabinet Office.

View full Presentation: ['More Than Just A Home' - Heather Mitchell, Chief Executive, SEQOL - Presentation \(pdf – 13.6Mb\)](#)

2.4.6 Affordability in Extra Care Housing - Ian Copeman, Director Housing & Support Partnership

Ian set out to answer key questions related to Housing With Care (HWC) from his research with the Joseph Rowntree Foundation (JRF), namely:

- Why does affordability matter?
- Can I/we afford to move?
- Will I/we be able to afford to stay there comfortably?
- How do people fund HWC?

Referring to affordability issues as a 'maze' he went on to elaborate on the following topics:

- The costs and affordability of HWC for self-funders
- How self-funders understand the affordability of living in HWC provision
- The importance of welfare benefits and state help for self-funders
- Charging in HWC and affordability
- Equity release and related affordability considerations
- Arrangements for exiting HWC
- How support services are funded in a HWC setting
- Provider and local authority tensions
- Local authority modelling of HWC service costs for self-funders
- The impact of local authority procurement and contracting policies on self-funders
- The impact of local authority personalisation policies.

Ian left us with two key questions to consider, the first being 'is HWC value for money?' and the second, 'is HWC affordable?'

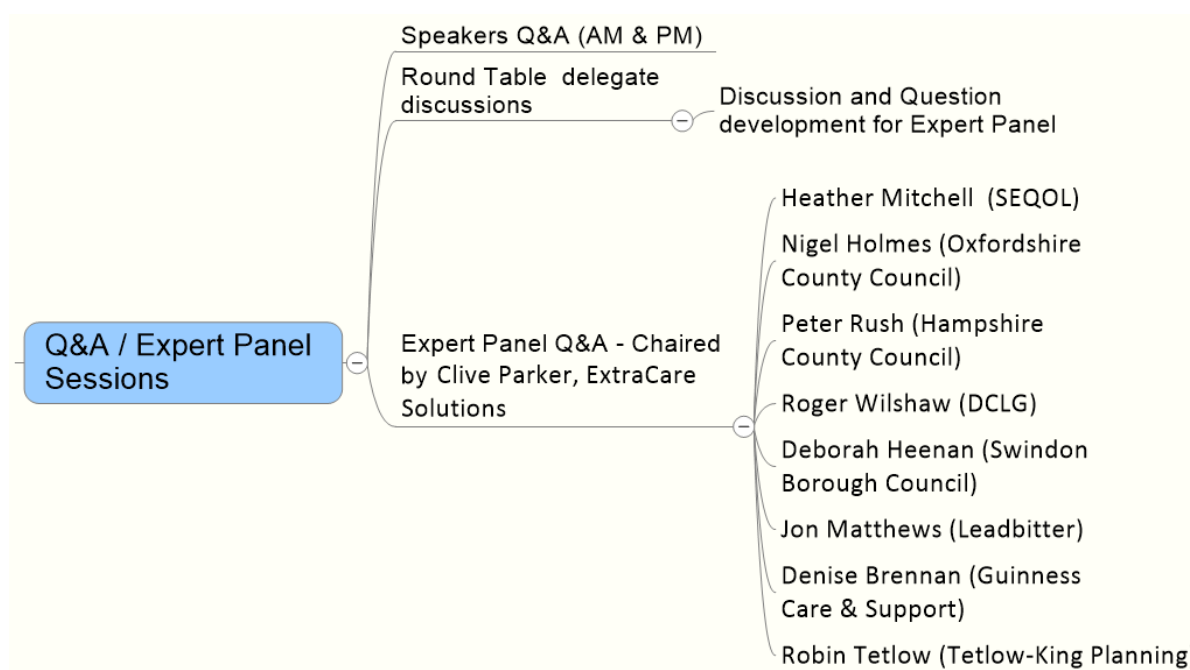
View full Presentation: [Affordability in Extra Care Housing - Ian Copeman, Director Housing & Support Partnership - Presentation \(ppt - 5.8Mb\)](#)

To view the Affordability Guide, go to:

http://www.housinglin.org.uk/_library/Resources/Housing/Support_materials/Reports/HLIN_JRF_Affordability_Guide.pdf

2.5 Session Summaries

The key components of the round table delegate discussions and expert panel session are shown below. This is followed by a summary of the outcomes that emerged.



2.5.1 Round Table Delegate Outcomes

Each table of delegates was asked that, following their discussions, they prioritise three questions to put forward to the Expert Panel. The following represents a thematic summary of these questions.

Financing ECH:

- Concerns were expressed about what would happen to proposed schemes that were not selected as part of the Specialised Housing Fund which has now been confirmed as being over-subscribed
- Would the principles of HAPPI prove to be economically compatible with the affordable sector?
- How can the VAT issue on non-residential aspect of ECH developments be addressed?
- How can the capital cost of schemes be minimised to benefit both providers and customers?
- There is a need to identify investment models that will overcome the perceived risk in developing ECH and attract more providers into the market. This was seen as an essential component in promoting developments
- In attracting finance for ECH can more charitable benefactors be accessed?
- Is including shopping malls/car parks etc. within ECH schemes to make them stack up financially only the province of the private sector or is the social sector missing the sustainability trick?
- Sheltered housing represents huge land assets (often not in best locations and no longer fit for purpose for older people's housing). How can we increase the use of land swaps to make ECH schemes a workable reality?
- How can small Local Authorities attract capital / revenue funding for ECH?

The development process – how can we:

- Engage with CEOs of Local Authorities to ensure that ECH is given a high priority and that sites for development can be identified?
- Promote joint working across LA departments (estates, planning etc.)? This is an essential factor in developing ECH.
- Engage with planning authorities to achieve clear guidance on the classification of ECH?
- Simplify partnership arrangements across the private and public sectors (Housing/ASC/NHS) to aid the development process and integrate planning, funding and service delivery?
- Ensure that developments are attractive for all sectors of society?
- Promote the development of innovate models of housing for older people, e.g. co-housing, small scale specialist dementia provision?

Revenue Funding:

- Addressing the personalisation agenda within ECH:
 - Is the funding of core care costs sustainable; and
 - How can partners share risk?
 - How can procurement rules be overcome if you have a small group of customers each with Personal Budgets (PB) with a provider willing to work with pooled PBs. Also how do you support the service if one or more of the customers decides not to continue with the arrangement?
- With the prevalence of Framework Agreements there appears to be ‘a race to the bottom’ in terms of hourly rates – how can this be addressed to preserve high quality service delivery?
- How can we become involved in decision-making in respect of ‘Exempt Accommodation’?

Marketing and branding of ECH:

- How can we better publicise ECH and clearly explain to professionals and prospective customers what it can offer?
- Do we have enough intelligence about what potential customers want in respect of ECH (both the built environment and services) and if not how can we access and gain views from prospective customers, particularly those at the ‘grass roots’ who have no contact with services?
- How can we attract owner occupiers to purchase apartments in mixed tenure schemes?
- There is a need to address the barriers to people moving into ECH, i.e.:
 - Lack of information about the provision
 - Why isn’t the ‘help to buy’ scheme open to older people?
 - There should be more ‘try before you buy’ opportunities
 - There is a need to address people’s concerns in advance, e.g. finance, policies for pets.

2.5.2 Expert Panel Session

The delegates' questions were prioritised by the Expert Panel. However, due to time constraints, only three questions were answered by the Panel with delegates asking supplementary questions. The following provides an overview of the outcomes:

Q1) How genuinely sustainable is the funding of core care costs and how can partners share the risk?

In response to this question it was noted by the Panel that:

- Personalisation has always been an element in high end private developments where a 'core' charge has been one element in the service charge budget. This was considered not to be an issue if the care provider delivered a high quality service
- With personalisation integrated housing, care and support services result in flexibility for customers
- Core charges can vary but do ensure that a 24 x 7 service can be delivered. It was noted that further work is underway to define core charges as this will provide clarity for providers.

It was confirmed that core contracts are operating successfully and Panel members outlined how the model could operate and the different approaches that could be adopted:

- A 'core' contract model operates effectively where residents have Personal Budgets or are self-payers (sometimes called the 'core and add-on' model)
- In terms of sharing risk through the funding of voids a number of approaches can be adopted:
 - The Local Authority may fund all voids on an on-going basis
 - The Local Authority funds the core cost during first fill of building with the care provider funding future voids (with this approach service charges are likely to be higher for residents)
 - The Local Authority offers a one off payment to cover voids at first fill, e.g. up to £25,000
 - Residents are involved in the decision-making process, an example being:
 - For residents to set up a Care Management Committee and agree pooled night care costs.

Q2) Planning issues: C2 or C3 planning use classification

This question resulted in considerable debate and is clearly a major issue for the sector. It was confirmed that representations had been made to DCLG about clarifying this issue but it had been agreed that the planning use class should be determined on a scheme by scheme basis. The representative from DCLG, however, expressed a willingness to take the issue up again.

It was noted that ECH provision covers a wide spectrum of developments and therefore classification was a matter of ongoing concern as was the interpretation of planning policy which created uncertainty within the sector, for example:

- Some areas for development are considered to be acceptable for C2 classification but not for general housing (C3) See ***Housing in later life: planning ahead for specialist housing for older people***: <http://www.housinglin.org.uk/Topics/type/resource/?cid=8654>
- If there is a full range of care provision within the development it can be argued that the development should be classified as C2. It follows that the availability of care & support

services is at the heart of the question

- Most private developers are not promoting schemes as C2 as they are emphasising security / independence within a retirement community to their potential customers
- The challenges identified by the Panel included the following:
 - Developers may be inconsistent in how they present their scheme
 - C3 can be preferred from a mortgage-ability point of view
 - To categorise ECH under one planning use category (C2 or C3) or in a new one would remove flexibility – every scheme should be taken on its own merit.

The interest in this topic and the diverse views expressed again emphasised that this planning issue presents challenges for the sector and that some resolution is required.

Q3) Building to HAPPI principles

A range of views for and against adopting HAPPI principles were expressed both by the Panel and the delegates and this led to an interesting debate as demonstrated below:

Challenges to HAPPI

- It was stated that as 50% of the HAPPI panel was made up of architects the outcomes were architecturally led without necessarily taking due regard to the affordability of the provision

Note: This statement was questioned from the floor and it was also noted that the majority of the bids the National Housing Design Awards embrace HAPPI principles

- It was also argued that HAPPI principles added significantly to the cost of a development, e.g. with a build cost of approximately £7 million one would expect to achieve a development with 55 units of accommodation. However, when employing HAPPI principles the number of units could reduce to 45
- It was suggested that research is needed to determine the full 'benefit realisation' of HAPPI.

Positive aspects of HAPPI:

Another member of the panel argued the opposite view, namely that:

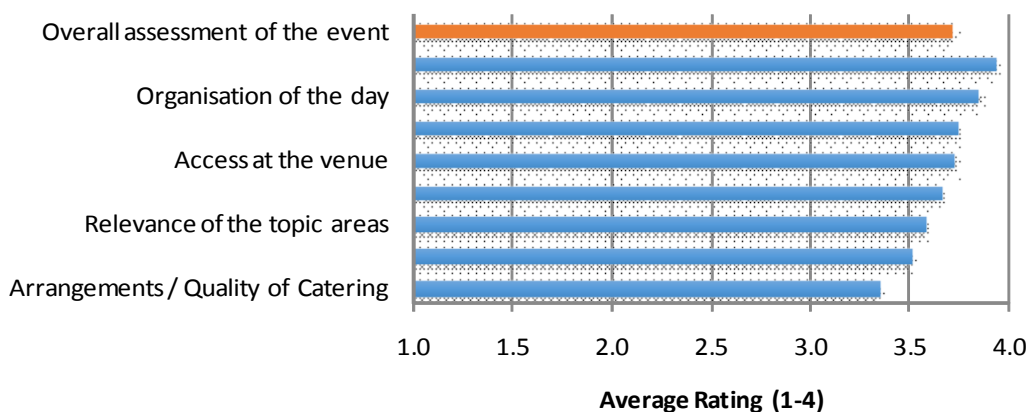
- Good design must be high on the agenda, we must not make the mistakes of the past
- There is a need to look at the 'whole life impact' when commissioning older people's accommodation – small flats can result in health and wellbeing issues
- It is important not to compromise, for example:
 - Apartment sizes should be 55m² for 1 bedroom and between 65m² to 70m² for a 2 bedroom unit
 - There must be sufficient natural light in the scheme
 - Where possible outdoor space, e.g. a balcony should be made available
- Following HAPPI principles could attract older people in larger properties so freeing-up family housing and meeting a key agenda objective for Local Authorities
- It is, however, conceded that it is important to be cautious about the amount of communal space included in developments for cost reasons.
 - For more on HAPPI and to read the All Party Parliamentary Group's Inquiry Report, go to: http://www.housinglin.org.uk/Topics/browse/Design_building/HAPPI2/

3. Feedback from Delegates

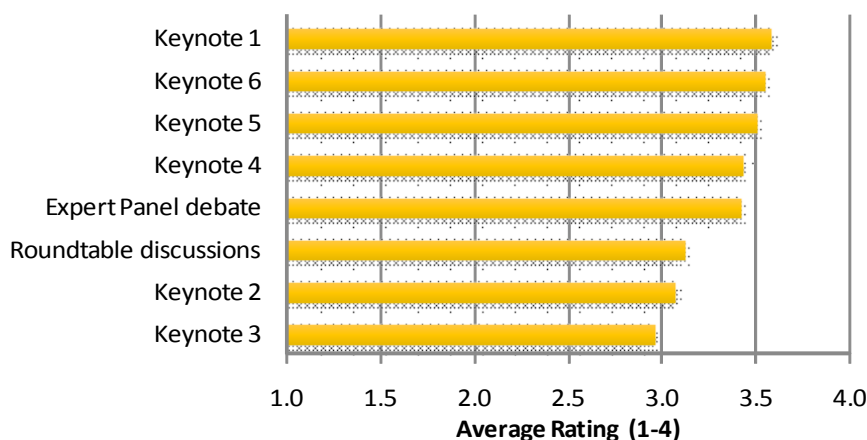
Feedback, ratings and comments on a range of issues derived from the delegate evaluation forms are outlined below.

3.1 Delegate Ratings

Ratings of Conference Attributes

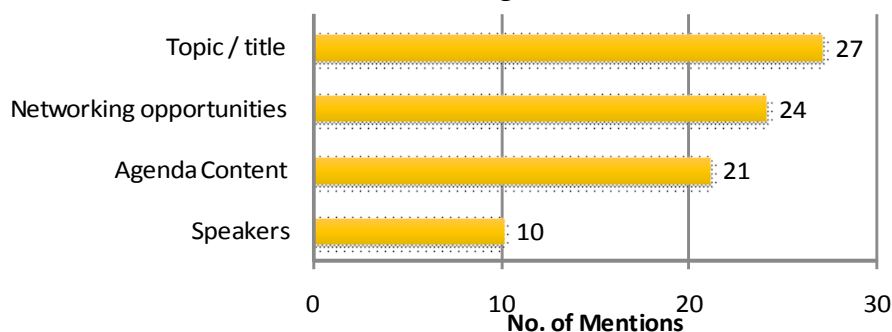


Ratings of Keynote Addresses and Discussions



3.2 What attracted you to this event?:

Main Reasons for Attending



3.3 Comments

The vast majority of the comments provided by delegates were positive – many delegates felt the event was ‘informative’, ‘excellent’, ‘very useful’ and ‘a good opportunity to network’. More detailed positive comments follow:

Right on the zeitgeist - essential listening & networking

‘The only event worth attending if you are into extra care (or whatever it's called!)’

‘Excellent - topically relevant, speakers informative and willing to answer challenging questions.’

‘Reassuring that our challenges & therefore solutions are the same as others. Sharing our experience.’

‘Great idea to have integrated conference. SEQOL are a really exciting model. Excellent to have so many exhibitors and the health check-up.’

‘Focussed, relevant, illuminating - learnt a lot.’

‘Excellent - Housing LIN events usually are.’

It was also noted that there were also a handful of constructive criticism which will help inform future Housing LIN events. This included:

‘Not enough time for round table discussion. Could have done without afternoon break too!’

‘More networking/workshops - less presentations’

3.4 Comments / Suggestions for future events

‘Best Housing LIN meeting I've attended. I hope this becomes an annual event.’

‘Subject: Exempt Accommodation / is there a role for the Housing LIN to look beyond just ECH into the continuum of choice and solutions for OP/retirement housing.’

‘Consider interim group for facilitating of issues such as personal budgets; understanding the cost benefit analysis of ECH on the whole system including health.’

‘Good practice examples - involve clients/service users in events.’

4 Our Vision

In organising this joint conference, the Housing LIN's South East and South West Regional Leads recognised the synergy across their regions in terms of promoting partnership working across both the private and public sectors to develop older people's housing for an ageing society. Clearly the range of issues expanded upon by the speakers led us all to recognise that one day was not sufficient to air everyone's views and develop a clear framework for moving forward both in terms of the built environment and enhancing preventative services. However, it was an excellent first step and overwhelmingly delegates commented on the positive nature of the day and the fact that delegates from such a wide range of disciplines and positions had chosen to attend. In fact, the conference was oversubscribed and unfortunately some people who wished to attend were unable to do so.

As referred to earlier, the Housing LIN wants this to become an annual event. In particular, the Regional Leads feel that there is much more that can be achieved through joint working throughout the year so now pose the question 'How can we take the learning from this conference forward?' One key consideration in this regard is the need to take full advantage of the fact that integration and preventive care and support services for older people are high on Government's agenda. However, it was also pointed out that there are considerable challenges, in particular in the areas of finance, managing risk, delivery and Innovation.

In the light of the above, the challenge to the industry is how to continue development of homes and services for older people that meet these. All delegates brought their expertise and experience of the issues and our presenters provided valuable insights to achievement within these areas which could assist the Housing LIN develop a Manifesto from the South incorporating:

- Support for independence and enabling recovery through a sustained move from crisis management to prevention
- Challenge perceptions and raise aspirations amongst older people
- Use the possibilities of innovation in design to create better housing, set in successful neighbourhoods e.g., adapt HAPPI principles to work well in the local environment- be discriminating, but ambitious
- Extra Care Housing should be a hub for the whole community –how can we make this happen locally?
- Private sector finance is available, with private organisations keen to sustain new creative partnerships to deliver new homes – break down traditional sector barriers in order to realise common goals
- Share risk to enable long term rewards
- Demand is constant and rising – take advantage of local expert knowledge and community feedback to seek the right 'niche' for specialist housing and services
- Innovation in the independent health and social care sector has been proved to bring success-use the flexibilities this brings to be creative and person-focused
- Be honest about costs, charges and Value for Money
- Demonstrate how core costs can be sustained and how partnerships in care can share risk

- Marketing, branding and customer insight is needed to promote extra care housing successfully – aim for a sophisticated approach and learn from the best in all sectors

4.1 Realising the Housing LIN's ambition

In drawing the event to a close, Jeremy reminded everyone that the Housing LIN has come a long way since becoming independent from the Department of Health. He informed delegates that there are several ambitious strands that the Housing LIN is looking to pursue by 2015. These include:

Membership

At present, there are just under 1,800 highly valued members across the Housing LIN's South East and South West regions, representing housing, health and social care sectors, and he would like to see this number increase to 2,400.

Sponsorship & support

He reminded delegates that events such as this conference and all other Housing LIN resources and activities are provided for free. However, this is only made possible currently by the financial support of a handful of organisations that share the Housing LIN's learning and improvement ethos. However, to retain this free status will require modest levels of funding to sustain the level of excellent services delivered nationally and regionally. He would like to raise £20,000 pa per region and encouraged potential funders to contact him or the regional leads for informal discussions.

Leadership sets

If the Housing LIN can attract funding or individuals willing to pay, Jeremy proposed together with the regional leads developing a series of "pioneering" integrated leadership sets to bring together sector leaders to focus on innovation and investment with health and social care and to help produce a manifesto as referred to above.

Partnership working

Jeremy reported that, nationally, the Housing LIN will be working with the DH, HCA and Greater London Authority (London area only) to showcase the schemes funded from Phase One of the forthcoming Care and Support Specialised Housing Fund. He explained that this will also benefit Housing LIN regions as there will be further opportunities to develop new partnerships and share learning and practices amongst planners, developers, construction companies, housing and care providers on supply-side factors; for example, funding models, commissioning priorities, procurement issues and development arrangements.

He also stressed that further work is needed to better understand demand management and the implications of an ageing population in relation to both person-centred outcomes, i.e. personalisation, health and wellbeing, and market development, i.e. post Dilnot equity and new investment models, tenure diversification and implications of welfare reform. These topics will be high on the agenda at the next meeting of the regional leads.

Jeremy concluded that the Housing LIN would continue to take a lead to connect ideas, resources and people to forge new partnerships that can help deliver *Specialist Housing, Specialised Solutions*.

About the Housing LIN

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 England involved in planning, commissioning, designing, funding, building and managing housing, care and support services for older people and vulnerable adults with long term conditions.

The Housing LIN welcomes contributions on a range of issues pertinent to housing with care for older and vulnerable adults. If there is a subject that you feel should be addressed, please contact us.

For further information about the Housing LIN's comprehensive list of online resources and shared learning and service improvement networking opportunities, including site visits and network meetings in your region, visit www.housinglin.org.uk

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