The image features three wooden house models of varying heights and window patterns, standing in a grassy field. The scene is backlit by a bright sun, creating a warm, golden glow and lens flare effects. A large blue diagonal graphic element is present in the top right corner. A vertical blue bar is on the left side of the text.

**Changing the  
narrative around  
specialist  
housing for older  
people**





who we are

# Introducing Marrons

Marrons is a multi-service development consultancy comprising a team of town planners, socio-economic planners, architects, masterplanners and heritage planners.

We have offices across England in Sheffield, Nottingham, Leicester, Stratford-upon-Avon, Birmingham, Bristol, London and Kent.

Our team works for a variety of different clients, including a number of later life providers who deliver different forms of specialist older persons housing including Extra Care facilities, Care Homes, Sheltered Accommodation and age-restricted market housing.

The Marrons socio-economic team have developed a model for assessing need to support applications for development and our planning teams have developed an understanding of working with Local Planning Authorities to deliver much needed specialist accommodation.

## Understanding the prevailing narrative

- What do older people want from housing?
- What is influencing housing choices (beyond availability)?
- How do we change the current narrative?

1

The number one priority for older people when considering a change is the ability to maintain independence and wellbeing.

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2

Accessibility to familiar services and facilities, friends and family is significant.

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3

Living somewhere with a sense of community and belonging.





# Factors Influencing Decision

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## The reality of moving

The decision to move house is a major decision at any stage of life, but is all the more complex for older residents.

New residents of an 80-unit Extra Care facility that Marrons provided planning services for were surveyed a year after the development was completed, and only 12% identified that they had complete autonomy in the decision to move.

45% identified concerns with the 'stigma' around moving into specialist accommodation and identified that in so doing they had struggled with 'feeling older'.

There was also an overriding narrative that the move was not their preferred choice and in fact, adapting their previous accommodation would have been optimal

# How can we change the narrative?

1

## SELLING THE PRODUCT

Discussion in the UK about specialist accommodation is often dominated by stories of older care facilities and sheltered accommodation. Opening doors to allow potential end users to see the reality of modern facilities is essential.

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2

## MAJOR ON THE ABILITY TO RETAIN INDEPENDENCE

For older people, maintain independence is the key priority, so ensuring that any discussions around a move are centred, not just on the support available by the autonomy and independence that can be established is essential.

3

## CHOSING THE RIGHT LOCATION

Different providers will have a different client base with individual preferences, but understanding the behaviour of end users is essential so as to ensure that decisions for new sites fit with your model.


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4

## EDUCATING FAMILIES

There is a need to support families and friends to understanding housing options for older family members and provide advice on the process involved, tax implications and the long-term benefits of receiving appropriate support.





# Continue to support and encourage legislative change

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## CONTINUE THE OUSH

The work of The Older Persons Task Force should be seen as a starting point to understanding and promoting the needs of older people and the industry, through representation should continue to highlight the significance of the issue and encourage programs at national level to reimagine the narrative around older persons specialist housing.

Further examination of the delivery of market specialist accommodation is central to this, alongside support and investment in the care sector more generally.

The narrative around specialist accommodation would benefit most from a clear pathway to ensuring the resourcing of care jobs in the long-term.

