



Housing LIN's Annual Conference 2025

"A Festival of Ideas" – Age-Friendly Housing and Connected Communities

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Sponsors

We are immensely grateful to our select group of sponsors who have made it possible for us to resume our free-of-charge, high-profile conferences for Housing LIN members.

AtkinsRealis

We are a world-leading design, engineering and project management organisation. We support housing providers and private landlords across the UK to reduce carbon emissions, end fuel poverty, improve living standards, and enhance placemaking.



Over the last 20 plus years, our specialist knowledge of Later Living has enabled us to become one of the leading consultants in this field. We support clients to deliver exciting residential schemes, building communities and supporting regeneration and growth in the Later Living Sector as well as covering Build to Rent, Affordable, Student Accommodation and Hospitality.

We work with you to solve your affordability and viability challenges and embrace innovation both in the creation of new homes but also in redefining existing homes.

We're committed to leading our clients across our various end markets to engineer this better future for our planet and its people.

<https://www.atkinsrealis.com/>

Guinness

We describe ourselves as a customer service organisation because it's our customers that we're here for.

That means the people we provide homes to today - our tenants and leaseholders - and the people we provide care and support services to today. It also means our future customers.



We operate in 125 local authority areas across England. Most of our homes are homes for rent at prices significantly lower than those charged in the private market. And on tenancy terms which offer far greater security. We also provide affordable home ownership options and homes that people can purchase outright on the open market, recognising that the shortage of housing in this country affects those seeking to buy a home too.

This range of housing meets a range of needs, and any profit we make on homes for outright sale helps us invest in and build more affordable homes.

Some of what we do is specifically for older people. This includes older people living in their own homes, as well as those living in specialised and Extra Care housing. We also support adults with learning and physical disabilities in our Supported Living services, and young people at our Sheffield Foyer. Our care and support services include personal care (from everyday needs to disability, dementia, or end of life support), domestic help, and companionship.

The range of housing and services we provide means our customer base is increasingly diverse. We must provide services in a way that responds to this - and we must provide the right homes and services - recognising that expectations are changing all the time, and the ways in which technology enables us to respond in 2023 are likely to be very different.

The work that housing associations do is important, and there is an extraordinary demand for our homes and services. We want to do as much as possible to meet that demand, and to be here for as many people as possible.

<https://www.guinnesspartnership.com/>

Housing 21

Housing 21 is a leading, not for profit provider of Retirement Living and Extra Care for older people of modest means.



We operate in 240 local authority areas across England, managing over 23,300 Retirement Living and Extra Care properties and providing over 48,000 hours of social care each week.

Our roots lie with the Royal British Legion (RBL), which in 1921 began to house disabled ex-servicemen and widows and, later, older ex-servicemen and women. In 1964, we became a recognised housing association before separating from the Royal British Legion in 1993 to become Housing 21.

<https://www.housing21.org.uk/>

Inspired Villages

Our ethos is simple. We put the health and happiness of our residents at the heart of everything we do, with the promise of a life less ordinary for today's generation of retirees.

Everything we do is motivated by the admiration and respect we have for our residents, their families, and the lifestyle they desire and deserve.

This motivation influences every part of an Inspired village - from the service levels of our team through to the planning and design of the village itself.

<https://www.inspiredvillages.co.uk/>



PROCare and Invisible Creations

PROCare is a leading specialist in accessible bathroom solutions, dedicated to designing, manufacturing, and innovating high-quality products that set the benchmark for the industry. Our comprehensive service ensures we manage every step of the process, from consultation to delivery, providing bespoke solutions that reflect our commitment to care and collaboration. Through our in-house brand, Invisible Creations, we challenge the stigma surrounding traditional home adaptations by offering stylish, functional solutions that make accessibility more widely embraced without compromising on design. Driven by passion and resilience, PROCare constantly pushes the boundaries of inclusive design, shaping a future where accessibility is seamlessly integrated into every home, building, and community.

<https://www.procare-ltd.co.uk/invisible-creations-adaptations>



PRP

For sixty years, PRP has been designing high quality buildings that enrich the lives of users and their communities. Whether regenerating inner city estates, masterplanning new neighbourhoods or designing homes for older people, our ethos is always the same – intelligent, responsive and sustainable solutions, delivered with professionalism and total integrity.



As the UK market leaders in the field of later living design, PRP is passionate about designing homes which are innovative and sustainable, where residents feel secure and proud to live.

With a large portfolio of award-winning schemes and a broad client base, from both the public and private sector, we have an unrivalled understanding of the various models for older persons housing and care.

www.prp-co.uk/projects/older-living-and-care/

P+HS Architects

At P+HS Architects, we are passionate about creating spaces that enhance people's lives. With over 40 years of experience, our work consistently reflects our commitment to designing environments that support health, wellbeing, and independence.



Our primary expertise is designing for people, particularly in the residential and healthcare sectors. Whether it's independent living bungalows, affordable housing schemes, dementia care hubs, or extra care housing, we are dedicated to creating high-quality spaces that enable people to live well.

As populations age and the lines between housing, health, and social care continue to blur, we are uniquely positioned to provide innovative solutions that meet evolving needs. Our cross-sector expertise allows us to integrate health and social care seamlessly into residential settings, ensuring people have access to the right support in environments designed to promote dignity, independence, and quality of life.

Our portfolio includes award-winning projects such as Hammerson House, a benchmark for older age care; Haven Court, an inclusive Integrated Care Hub crowned Best Inclusive Building; and Lowther Specialist Dementia Hub, a groundbreaking development setting new standards for dementia care.

At P+HS Architects, our goal is simple: to design places where people can live, thrive, and call home, all while receiving the care and support they need to lead fulfilling lives.

<https://www.pandhs.co.uk/>

Shakespeare Martineau

On paper we're a full-service law firm, providing legal services to businesses, organisations, government departments, families and people throughout life and in business. But we offer so much more than that. Expertise, commerciality and relationships are at the very heart of what we do.



We employ more than 1200 people, each specialists in their field, lawyers and business support working together. But what makes us tick, what drives us and why should you work with us?

Our purpose is clear and our ambitions are unlimited: we want to unlock potential in our people and clients, inspiring confidence, growth and development. We provide creative solutions and advice that helps you fulfil your commercial and personal goals.

What is vitally important to us though is that we build lasting relationships, championing our clients and providing the best possible business and personal advice.

We want to be the advisors who help you drive forward, engage in new ventures, challenge the established way, embrace the new abnormal and take advantage of opportunities. Our website tells you about our services and our specialists sectors - you can see what we do and how we do it.

<https://www.shma.co.uk/>

Tunstall

Tunstall Healthcare is the market-leading provider of technology solutions that enable health, housing and social care organisations to empower people to live independently and with an improved quality of life.



For over 60 years, Tunstall has pioneered technology that enables people, including those with dementia, learning disabilities, physical disabilities and long-term conditions, to live as independently, happily and healthily as they can.

We work with social care providers, healthcare services and housing providers globally, helping them to transform services to become more person-centred, preventative and efficient.

As technology advances, our solutions don't just react to events, but can predict and even prevent them using data-driven insights, creating more intelligent and connected support.

<https://www.tunstall.co.uk/>

UKRI

The UKRI Healthy Ageing Challenge has invested around £98m in research and innovation projects that are providing insights, products and services that help add life to years.



To date we have invested and supported over 240 projects, across multiple industries, sectors and disciplines, helping people to remain active, productive, independent and socially connected across generations for as long as possible. Many of these projects are already providing multiple benefits to communities across the UK.

You can view the impact some of our project investments are already delivering across key areas including brain health, care, housing, staying active and work here.

<https://www.ukri.org/>

The Housing Learning and Improvement Network (LIN)

The Housing LIN is a dynamic community of over 15,000 housing, health and social care professionals in England, Wales and Scotland. Our mission is to provide sector leadership through the lens of an ageing population and advise on ways to offer better outcomes for customers while driving operational service improvements.



Recognised by government as a sector-leading 'knowledge hub', our unique network blends essential resources, news updates, free online HAPPI Hours and in person events (all accessible via this website) with bespoke support from our highly regarded research and consultancy team.

<https://www.housinglin.org.uk/>