



## Developing together

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

We are already working hard to support local authorities across the country to increase their provision of social housing and care for older people and have a proven, successful model for doing so.

We are proud to be a not for profit housing association, with Royal British Legion roots that stretch back over 55 years. We operate in nearly **200** local authority areas, managing around **20,000** Retirement and Extra Care Living properties and providing over **42,000** hours of social care each week but we want to do more.

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We are committed to one of the largest development programmes for older people's housing in England and are aiming to provide at least **800 new properties** a year from 2021.

# Why work with us?

As a registered provider, we are one of the largest developers of specialist housing for older people and the largest provider of Extra Care housing in England.

As a charitable, not for profit provider led by our social purpose we are driven by providing high quality and affordable housing and care for those who need it most. Any profit we make goes into developing our properties and services and not into the pockets of shareholders. We currently have 92% resident satisfaction across all our housing services



We're very much in favour of the housing association model for Extra Care, and we're certainly fans of the integrated approach.

## *Local Authority, Management*

We invest in our staff to ensure we recruit and retain the best people to provide the best care for our residents. Our model is proving to be effective across the country and is delivering proven health outcomes for those in our care.

We offer a positive alternative to residential care and by preference, we do this via our integrated housing management and care model. We recognise the difference living in specialist housing can make to residents, allowing them to retain their independence with support available as and when required. We also understand how simple design features can help those who may need additional support.

We worked with the Alzheimer's Society to launch the Dementia-friendly housing charter and ensure that where possible all of our properties are dementia-friendly, helping those living with dementia to live well.



It's fantastic to reach this milestone, having worked closely with our partner Housing 21 to bring forward this quality new development. Our two organisations are committed to increasing the supply of Retirement and Extra Care properties and we're proud to have brought forward more than 300 new homes together nationwide.

*Craig Currie, Managing Director of Vistry Partnerships*



We are targeting an annual development programme of 800 properties a year.

# Looking ahead – from 2021 we will



Provide at least **800 new homes** per annum



**80%** Extra Care and **20%** Retirement Housing



Aim to provide **75% rent** and **25% shared ownership** properties – staying close to our roots and providing housing for **older people of modest means**



**10%** of homes will be in areas where at least **30%** of the population is from a **BAME background**



Ensure we build **50%** of our homes in areas which are in the lowest five categories of the **English Indices of Multiple Deprivation**

## Our commitment to the environment



### Carbon impact / energy consumption

We are currently leading in the housing sector in terms of energy consumption with 84% of our properties already having an Energy Performance Certificate (EPC) grade C or above, saving residents money on their energy bills. Our aim is for all properties to have an EPC grade C by March 2022. We will also be installing non-fossil fuel heating systems on new homes and, where possible, on replacement systems from December 2022. Our policy is to only source electricity from certified renewable sources.



### Climate change resilience

All of our schemes are being surveyed for climate change resilience and each scheme will have an action plan by March 2022 to promote longer term environmental sustainability.



### Transport

We are aiming to reduce non-essential travel for staff across the organisation, exploring new ways of working and reducing our carbon footprint.



# Challenging times

When the nation went into lockdown in March 2020 we had 19 schemes on-site across the country with a number of different contractors and local authority partners. 16 of our sites closed while we put preparations in place for them to safely progress with works. All sites were re-opened by the end of June and now operate under new conditions in line with Construction Leadership Council guidance.

The construction industry is used to dealing with difficult times and adapting to change, but the true spirit of partnership working, collaboration and commitment to getting the job done, really shone through at Housing 21 during the global pandemic and it will never be taken for granted.



After a lot of inclement weather and an extremely difficult spring and summer with the effects of Covid-19 shutting the site for 12 weeks or more... we are looking forward to getting the building watertight and commencing fit out works in earnest.

We thank Housing 21 and their team for their continued support during these difficult times and look forward to handing over a finished building to be truly proud of.

*Bob Prestley, Contracts Manager for Casey Group*

# Financial resilience

Over time we have developed a financial resilience reflected in our 'A' rating by Standards & Poor's (world leading credit rating agency). Financially stable, we are able to support our growth ambitions with a strong funding profile.



We actively seek opportunities to engage with new initiatives and thinking which may positively impact on our housing and care offer.



# Development Brief

## Extra Care

Typically our Extra Care sites are around 1.5 - 2.5 acres and support development of around 60 - 90 apartments.

Our preference is for a serviced roadside site with all utilities. Ideally they will be within an established community and near to local facilities including shops, GP, other primary care facilities and public transport for both residents and potential staff.

We aim to make all our new developments dementia-friendly environments incorporating the HAPPI principles wherever possible.

In both circumstances, we are keen to consider innovation and welcome discussions on Modern Methods of Construction and innovation through procurement that will improve speed of construction, improve value and the quality of the end product.

## Retirement Housing

Our Retirement Housing brief requires slightly less land than Extra Care at around 0.75 - 2 acres. Our ideal option is to be able to develop around 40 - 70 retirement living properties in a scheme.

They are designed for independent living, to be safe and secure, located close to local shops, town centre and essential amenities, including transport. Again our preference is for a serviced roadside site with all utilities. Internally, there needs to be informal seating areas for resident socialising opportunities, manager facilities and a secure buggy store.

## Structure of any development deals

We are flexible in our approach to how the legal structure of a property deal can be delivered. We have undertaken development in many different ways from package deals, turnkey development, a land and build approach, traditional local authority procurement competitions and off-market approaches to land owners.

## Planning status and conditions

We believe our Extra Care schemes should be developed in line with the C3 use class definition of development (dwelling house) rather than C2 (residential home). However, we can work with C2 use where required. As a registered provider we are Community Infrastructure Levy exempt and need to build the process for claiming that exemption into our timelines for delivery. Given that our product is, in the main, an all-affordable product, we would look to discuss how we can mitigate against the majority of s106 requirements that would be imposed on a developer and look to agree early our position on nomination rights with each Local Authority directly.



Esh Construction and Housing 21 worked in partnership to deliver an Extra Care development known as Lady Ida Lodge. Throughout this project we had a really good working relationship with Housing 21 and the project team. We worked collaboratively throughout, including managing the impact of Covid-19 on site operations, making joint and swift decisions to keep the scheme moving. We look forward to working together again in the future.

*Clynt Hiscoe, Contracts Manager at Esh Construction*

If you are interested in working with us or finding out more, please contact [development@housing21.org.uk](mailto:development@housing21.org.uk)

# Who we are



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Community Benefit Society FCA Reg. No. 16791R

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