

Developing together

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

We 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 over 20,000 Retirement and Extra Care Living properties and providing over 38,000 hours of social care each week, but we want to do even more.

With ambitious plans to grow even further, we are actively seeking opportunities for new Retirement Living and Extra Care developments across England.

Take a look at our Development Brief over the page to find out more about how we could work together to deliver best-in-class affordable homes for older people of modest means.



Every ounce of our existence as an organisation is about improving the lives of older people in England. This goes beyond the work we are doing for our own residents; it means using our innovation and influence to improve the work of others too.

Colleague, Investors in People (IIP) survey

Development brief

We welcome conversations from potential partners about development opportunities. Our ideal specification is outlined below but if you have something that sits outside this scope, we'd still welcome a discussion.

Extra Care

Typically our Extra Care sites are around 1.5 - 2.5 acres to support the 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 surgeries, 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 "Housing our Ageing Population Panel for Innovation" (HAPPI) principles wherever possible.

Retirement Living

Our Retirement Living brief requires slightly less land than Extra Care at around 0.75 - 2 acres in order to develop around 40 - 70 properties in a scheme. They are designed for independent living, to be safe and secure, located close to local shops and essential amenities, with good transport links. 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.

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

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 experience in working together on package deals, turnkey development, a land and build approach, traditional local authority procurement competitions and off-market approaches to landowners.

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.



We're delighted to be handing over our fourth Extra Care project to Housing 21. The team on site has delivered an exceptional build, and we're sure those residents moving in over the coming weeks will be very happy here. We look forward to working with the team at Housing 21 again in the future.

Paul Walker, Regional Commercial Director for Tolent

If you are interested in working with us or finding out more, please contact development@housing21.org.uk

Why work with us?

We are one of the largest developers of specialist housing for older people and the largest provider of Extra Care housing in England.

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.

Our Residents are at the forefront of everything we do. In our latest Resident satisfaction surveys in 2019/20 within Extra Care the satisfaction rate was 92%, and in Retirement Living it was 94%.



Housing 21 has done a great job of creating not just a home, but a whole community at Meadow Walk. Everyone knows we're going to have to work hard to support our ageing population over the coming years. Schemes like this one show that it is possible in a way that allows people to live in their own home, keeping their independence, while getting the support they need.

Bill Borrett, Cabinet Member for Adult Social Care, Public Health and Prevention, Norfolk County Council

We invest in our employees 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 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

Our targets include:



Developing up to **800 new homes** per annum



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



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



Delivering **10%** of homes 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**

Developing **10 sites for co-housing** over the next five years



Our commitment to the environment



Carbon impact / energy consumption

We are delighted that as of April 2022, all of our properties have reached Energy Performance Certificate (EPC) C status, eight years ahead of the Government target. We first introduced a range of sustainability measures back in 2016 including upgraded insulation, roof works, solar panels, new heating and hot water systems. We have made substantial progress in our fabric first strategy, focusing on the sustainability of our scheme design and we're committed to bringing residents on the environmental journey too, providing them with insight on how to reduce their carbon footprint.

We will also be installing non-fossil fuel heating systems in new homes and, where possible, on replacement systems from December 2022. We plan to have removed fossil fuel heating systems in all schemes by 31 December 2042 and our policy is to only source electricity from certified renewable sources.



Climate change resilience

All of our schemes have been surveyed for climate change resilience and bespoke strategies are in place to promote longer term environmental sustainability.



Transport

We are aiming to reduce non-essential travel for employees across the organisation, exploring new ways of working, reducing our carbon footprint and ensuring that our travel policies encourage sustainable travel.



EPC C by 2022, new build move from fossil fuels and CEO leading the environmental steering group. Impressive targets for the year ahead.

Judge's comments, HD top 30 sustainable housing providers.



Stronger than ever

After a challenging period throughout 2020 and early 2021 due to the pandemic, we have shown our resilience and bounced back stronger than ever. Through the dedication of our Development and Construction Teams and our partners we have managed to:

- Get 10 schemes on site, four of which started this year
- Complete on seven schemes, delivering 402 homes during the first half of the 21/22 financial year
- Have a further 42 approved schemes in our pipeline
- Hit our sales targets for the year, welcoming more new residents than ever before to Housing 21
- Identify five sites for our co-housing project and commenced the planning approval process on two of them

We are actively seeking opportunities to engage with new initiatives and thinking which may positively impact on our housing and care offer. This includes focusing on sustainable energy and a fabric-first build solid approach, and to embrace new technology to help us achieve this target.

Financial resilience

Over time we have developed a financial resilience reflected in our 'A-' rating by world-leading credit Agency Standard and Poor's. Financially stable, we are able to support our growth ambitions with a strong funding profile. With a high level of demand for our homes and services we are confident that we have a robust business model supported with an investment-grade rating.



“We are pleased to be continuing to strengthen our partnership with Housing 21 by working on this development at Didcot and nearing completion of the Willow Gardens development in Chipping Norton. Our on-site team has been working with the project team and local community to minimise disruption to the local area, on what is a logistically challenging site. This approach of regular communication and working in partnership has ensured that the build programme remains on track.”

Martin Gallagher, Managing Director at
Deeley Construction



Who we are



Housing(21)

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Regulated by the Social Housing Regulator Reg. No. L0055
Community Benefit Society FCA Reg. No. 16791R

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We invest in people Gold