

Housing②1



Developing Together



Key information and headlines

About Housing 21



24,000+

Properties owned/managed



600+

Schemes



G1 and V1
Rating

60

Years of
experience



Armed Forces
Covenant

49,000

Hours of in-house care
provided each week
(Extra Care)



86%

overall resident satisfaction
(Extra Care and Retirement
Living combined)



93%

of Extra Care schemes
rated 'Good' or
'Outstanding'



215+

Local
authority
partners

2023/2024 development highlights



£98 million

Development budget



£31 million

Homes England grant funding



400+

new pipeline homes



£500,000

local authority funding



117

new homes launched

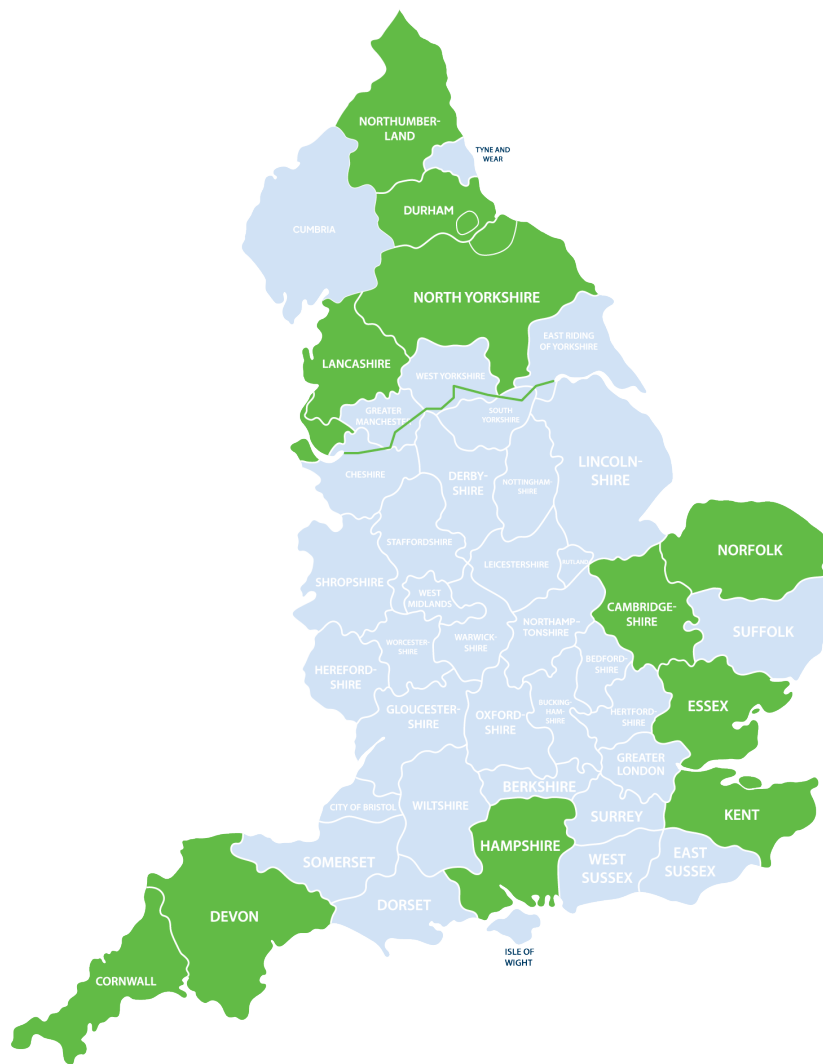


17

schemes
currently on site

*All numbers correct as of February 2025

High priority areas for development



The map shows our priority areas for the development of new Extra Care schemes. For Retirement Living locations, we will consider these more on a project-by-project basis.

- Lancashire
- County Durham
- Middlesbrough
- North Yorks
- Northumberland
- Stockton on Tees
- M62 Corridor
- Essex
- Cornwall
- Devon
- Cambridgeshire
- Norfolk
- Kent
- Hampshire
- Hereford
- Wolverhampton
- Liverpool and Merseyside

Typically, our Extra Care sites are between 1.5 and 2.5 acres and support the development of between a minimum of 60 apartments.

Our Retirement Living brief requires slightly less land than Extra Care at around 0.75 to two acres to be able to develop a minimum of 40 apartments.

For our cohousing sites, the preferred size of our schemes is between 15 and 25 properties with a minimum size of 60m² for one-bedroom apartments and 70m² for two-bedroom apartments.



At Housing 21 we are proud to be a leading not for profit provider of Extra Care and Retirement Living properties for older people of modest means.

Across England, we have a portfolio of more than 24,000 properties, deliver 49,000 hours of care each week* and work with more than 215 local authorities. Each of our homes has been purpose built or designed with our residents in mind to provide maximum independence but with the added reassurance of on-site care or support.

Between 2016 and 2039, the Office of National Statistics predicts the population of people over the age of 65 will increase by approximately 50 percent. To meet the needs of this growing demographic and support local authorities with the provision of social housing, we refuse to rest on our laurels.

During 2023/ 2024 we delivered 117 new properties and acquired more than 500 homes from other providers, with a pipeline for more than 400 new homes. Our history as a housing association stretches back 60 years, with Royal British Legion roots dating back even further, so we are trusted, experienced and established in what we do.

It is our commitment to ensure that everyone has a safe and quality place to call home. But we cannot achieve this alone. Which is why we are keen to work with you.

Tony Tench, Deputy Chief Executive, Housing 21

*Figures correct as of February 2025



About us:

Housing 21 is a leading not for profit provider of Extra Care and Retirement Living providers for older people of modest means. We are committed to delivering safe, quality and affordable homes with care or support to those who need it most, enabling them to live well with dignity and autonomy.

During 2024/ 2025 we will:

- Continue our delivery of 400 new homes whilst continuing to explore acquisition opportunities
- Continue building our first flagship cohousing site in Birmingham
- Deliver homes in areas with the most need and demand
- Work with local authority partners to identify new opportunities and deliver new schemes in partnership within those boroughs.
- Continue to pursue the use of sustainable technologies to drive down living costs for our residents
- Secure a pipeline of 400 new developments per annum for the next three years



At Housing 21 we put residents at the heart of everything we do. As a charitable, not-for-profit provider, we are driven by social purpose, not private profits. Any money we make does not go into the pockets of shareholders; instead, it is reinvested to ensure our residents live in quality homes supported by excellent services.

We are proud to hold G1 and V1 ratings for Governance and Viability respectively. Our successful track record and financial security has led to us becoming a key delivery partner; in 2023/ 2024 we received £31m of funding from Homes England and £500,000 in local authority grants, in addition to our own development budget of £98m.

But don't just take our word for it; our latest Resident Satisfaction Survey in 2023 reported 86 percent of residents were happy living with Housing 21 with some describing it as "the best thing to ever happen" to them.

We remain one of the largest providers of specialist housing for older people and the largest provider of Extra Care housing in England. Our target develop pipeline is for 400 new homes every year whilst continuing to acquire properties from other providers who recognise our specialist expertise will provide a more quality experience for residents.

Each of our properties is designed or built with residents in mind to enable them to live independently with on-site care or support – if they want it. Throughout our schemes we have incorporated specialist features such as mid-height ovens and non-slip floors, or our digital call system, each property offers a modern, safe and secure space for residents to call home.

Working in partnership to deliver new homes

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Delivering more than housing with North Yorkshire Council:

An ageing population combined with the national housing crisis is putting increasing pressure on local authorities across the UK. In North Yorkshire, almost a third of residents (32 percent) are aged 65 or older – this figure is above the national average of 23 percent and on the rise.

To add to this, the challenge of providing suitable homes, care and support for older people has been exacerbated by the rural, sparsely populated location, making it difficult for some residents in North Yorkshire to access the services they need.

Over the past 20 years, North Yorkshire Council has taken a proactive approach to tackling these challenges by introducing its Extra Care Housing (ECH) Framework.

Through this framework, we've been able to work in partnership with North Yorkshire Council to provide a total of 542 homes, across 10 schemes, for older people of modest means. Together, we've been able to deliver on our shared commitment of supporting older people to live well.

In addition to providing much-needed affordable housing, across our Extra Care schemes we've also been able to house hugely beneficial community assets.

Many of our developments, including those in North Yorkshire, offer thriving shared facilities, open to residents and others in the area. This includes cafes, restaurants, libraries, hair salons, meeting rooms and social activities, including inter-generational initiatives, all of which have helped breathe new life into North Yorkshire's rural communities.



Working with the local community to bring Sandstone Court to life:

Sandstone Court is a 70-home Extra Care scheme in Telford. Supported with funding from Homes England, the development comprises 20 one-bedroom and 50 two-bedroom flats, all for social rent.

The all-electric, low carbon scheme incorporates sustainability-driven design principles and features, with residents benefitting from low surface temperature heaters, as well as the installation of air source heat pumps (ASHP). This is in addition to a mechanical ventilation with heat recovery (MVHR) system, which generates fresh filtered air while also retaining the energy that is used to heat the building.

Built between April 2022 and January 2024 by Deeley Construction, Sandstone Court is located off Dawley Road in Telford on land that originally formed part of the wider Countryside Properties development, Bluebell Manor. With the neighbouring properties having already been sold and occupied, it was essential we worked with the local community to keep everybody informed about the latest site developments and provide new and existing residents with the opportunity to share any queries or concerns.

From the outset, we held monthly meetings, which were attended by residents, representatives from Deeley Construction, Countryside Properties and Telford and Wrekin Council's planning team, as well as local councillors. This enabled any potential issues to be tackled proactively, for instance, using road sweepers to keep the roads clean and dust-free, and making sure subcontractors' vehicles were kept off-site to maintain clear access and parking for residents.

Our aspirations for development



We are always keen to consider new and innovative ways to deliver projects and welcome discussions on Modern Methods of Construction that will enhance the speed of construction, ensure value for money and improve the quality of the end product.

Our development programme and aspirations include:

- A minimum of 400 starts per annum
- A national operating model to target areas of need
- An equal split between Retirement Living and Extra Care
- Developing only for social rent and shared ownership

Structure of 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 including:

- package deals
- turnkey development
- land acquisition and traditional procurement
- off-market approaches to landowners (via agents or independently)

Sustainability agenda

We're committed to building sustainable and energy efficient homes, helping residents to keep energy costs low. We are open to conversations with developers and contractors how to best achieve this ambition, with previous initiatives including the use solar panels, fabric first and efficient heating and hot water systems. We are also committed to engaging with residents and providing them with the relevant information in support of energy efficiency.



Our development briefs differ slightly between Extra Care and Retirement Living. Where opportunities may sit outside of these briefs, we would still welcome a conversation to see if there is flexibility.

Extra Care brief:

Our Extra Care schemes enable residents to live independently in their own apartment as part of a wider scheme, typically with a communal lounge, garden, salon and restaurant.

Residents live independently in their own homes with on-site Care Workers available 24/7, if and when they may need them. Quite often, many residents are couples with differing care needs as this option enables them to continue living together.

Typically, our Extra Care sites are between 1.5 and 2.5 acres and support the development of between 60 and 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 and other primary care facilities as well as being easily accessible by public transport.

We are committed to making all our developments dementia-friendly environments, incorporating the HAPPI (Housing Our Ageing Population Panel for Innovation) principles wherever possible.



Retirement Living brief:

In Retirement Living, residents live independently in their own homes with support from an on-site Local Housing Manager who is able to assist with queries such as repairs – if they want it.

Whilst many schemes have a communal lounge and gardens offering seating areas and spaces for socialising, they do not offer a salon, restaurant or on-site Care Workers.

As such, our Retirement Living brief requires slightly less land than Extra Care at around 0.75 – 2 acres. Our ideal option is to be able to develop between 40 and 70 properties in a scheme.

The apartments are designed for independent living, to be safe and secure, located close to local shops, town centres and essential amenities, with easy access to public transport.



Cohousing brief:

We are focused on building our cohousing schemes in areas of deprivation to help inform the changing needs and backgrounds of older people, specifically those from Black, Asian and Minority Ethnic backgrounds.

By involving local older people in the design of the buildings and shaping of the community, its values and ethos, the group will have a sense of ownership and belonging prior to occupation.

The cohousing scheme should offer between 15 and 25 self-contained, private apartments comprising one- and two-bedrooms. The scheme should be designed to reflect two distinct zones: communal shared space and individual apartments, which have clear delineation and physical barriers between the spaces.

Designs should consider restricted dexterity, sensory impairment, cognitive impairment and physical disability, including restricted mobility.



Providing future-proofed sustainable living at Tanners Court:

Tanners Court in Runcorn is a prime example of what traditional social housing construction expertly combined with sustainability-focused design thinking can achieve.

Comprising 31 one-bedroom and four two-bedroom social rent apartments, the Homes England-funded development is split across three storeys and incorporates numerous features and facilities. This includes a communal lounge, buggy and bin stores, Juliette and full balconies, as well as planted areas. However, there is more to Tanners Court than meets the eye.

Instead of using traditional clay bricks, Tanners Court has been constructed with Marshalls concrete bricks, which look the same as London stock bricks, but are longer-lasting and extremely durable.

Inside, electric water cylinders have been installed to provide residents with instant hot water. Meanwhile, the apartments have been fitted with electric panel heaters and mechanical ventilation heat recovery (MVHR) systems that generate fresh filtered air and retain the energy that is used to heat the building.

All the apartments have an average air tightness score of 3.3m³ (h.m²) and an average sound testing score of 62dB. They also have a 'B' energy performance certificate rating and Environmental Impact (CO₂) rating, which has been achieved through the use of parge-coating the masonry walls and installing double glazed windows and doors.

As a result of these design factors, all the apartments are well insulated and energy efficient. Running costs and cost to residents will be monitored during the 12 month defect period and this is something we will take forward with all of our schemes as standard.



Developing riverside Retirement Living with an energy efficient edge

Lowarth Morbies is a Retirement Living scheme in Cornwall with stunning views looking over the River Truro. The development comprises 26 one- and two-bedroom apartments available for rent and 14 one- and two-bedroom shared ownership apartments.

The three-storey scheme has been funded by Homes England. Set to be completed in Spring 2025, it incorporates numerous features, including a communal lounge, balconies with riverside views, landscaped grounds and a beautiful memorial garden.

Lowarth Morbies has been designed to seamlessly blend into the stunning natural surroundings. Cornish stone has been used at ground level and artificial slate tiles have been used on the top floor. Using these materials has enabled us to make sure the scheme meets Truro City Council and Cornwall County Council's design guidelines, which are aimed at delivering high quality places to live in Cornwall.

Inside, all the apartments have a 'B' energy performance certificate rating, thanks to measures, including wall and floor insulation and double-glazed windows and doors. Meanwhile, up on the roof, 40kW of Nulok solar tiles have been fitted. They are anticipated to generate electricity savings in the region of £13,000 per annum.

Contact map

We're always keen to talk to stakeholders to discuss potential opportunities to work together, even if slightly outside the parameters of our development brief.

Please get in touch with one of the team to find out more about partnership opportunities at:

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We invest in people Platinum



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