

WORKING IN partnership with

Arena Housing Group
 Bromford Housing Group
 Elgar Housing Association (Festival Housing Group)
 Hanover Housing Group
 Midland Heart
 Rooftop Housing Association
 Homes and Communities Agency (HCA)
 Department of Health (DoH)
 Birmingham City Council, Milton Keynes Council and
 local authorities across the Midlands and North.



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 Registered Charity No. 327816 Registered in England No. 2205136

BETTER LIVES for Older People



THE AGE OF opportunity

For the first time ever people over 65 now outnumber those under 16 and those over 80 are our fastest-growing age group. We should be celebrating the fact that we're all living longer, but for many of us old age promises isolation, ill health, discrimination and dependence on others. It does not have to be like this...

“A living environment like that evolving at Berryhill Village appears to engender quite dramatic improvements in people's well-being and perceptions of their own health.”

Keele University Research Findings

ABOUT US

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The ExtraCare Charitable Trust operates 11 retirement villages and 17 smaller housing developments providing 3,111 homes for over 3,500 older people across the Midlands and the North.

Each ExtraCare resident can expect a safe, secure future, living in their own spacious home which is available for affordable rent or purchase. Each home is part of a wider ExtraCare community which provides award-winning care and a range of health and leisure facilities with social opportunities to enjoy.

Irrespective of frailty or financial means, the Charity enables older people to enjoy a healthier, active and more independent lifestyle and has pioneered an integrated, holistic approach to housing, care and support.

Our Vision Better Lives for Older People.

Our Mission To give older people an independent, safe and secure future in a network of inspirational communities.

At a glance

- Charity formed in 1988
- 11 retirement villages and 17 housing schemes
- 3,111 homes for affordable rent, part-purchase or sale
- 3 retirement villages in development
- Award-winning care, well-being and dementia support
- 5,000 older people in the community supported through ExtraCare's Activity Programme
- Partnerships with local authorities, housing associations and primary care trusts
- Over 1,500 staff
- Over 3,500 residents
- Over 60 charity shops
- 4,000 volunteers





Our approach is simple. We want to broaden horizons, not limit them. We seek to foster independence, not simply to deal with dependence and we aim to help people stay active in body and mind for as long as possible.

Each ExtraCare housing scheme or village is made up of a diverse community of residents ranging from 55 and upwards, couples and singles, from people who are fit and well to others who need care and support. Residents may be tenants, shared ownership or outright purchasers of leasehold properties, but they enjoy the same service, facilities and opportunities. We aim to ensure that living with us is affordable for all, even for those with limited financial means who have only a minimum state pension.

Our concept brings together seven key factors:-

A safe, secure, comfortable new home equipped and fully accessible to meet residents' needs now and in the future

Outstanding social and leisure facilities in every housing scheme and village

Flexible care and support, if and when residents need it, provided up to 24 hours a day in their own home by a dedicated on-site team

Proactive health screening and well-being services providing help and advice to stay fit and well

Stimulating activities, social and leisure interests, helping residents stay healthy, active and independent for longer

Highly-trained staff, fostering a can-do culture, supporting personal achievement and growth

Active encouragement of participation in community life through volunteering

Investing in an active lifestyle

- Wide-ranging activities including painting, singing, dancing, woodwork, IT skills, tai-chi, wheelchair aerobics, well-being and fitness
- Over £600k spent on activities every year
- Dedicated activity staff in every housing scheme or village



OUR HOUSING SCHEMES and villages

Housing Scheme	Location	Number of homes	Completed date
Princethorpe Court	Coventry	48	1985
Willowbrook	Coventry	61	1988
Camroys Court	Stoke-on-Trent	32	1991
St Dominic's Court	Stoke-on-Trent	44	1991
Humber Court	Coventry	46	1994
School Court	Hednesford	41	1994
Broadway Gardens	Wolverhampton	56	1995
Brunel Court	Wolverhampton	35	1998
Rosewood Court	Wellingborough	40	1998
Sunley Court	Kettering	40	1998
Yates Court	Evesham	47	1998
James Beattie House	Wolverhampton	39	1999
Bushfield Court	Wolverhampton	78	2000
Terryspring Court	Redditch	58	2000
Verona Court	Wolverhampton	40	2000
Imperial Court	Rushden	41	2001
Seagrave Court	Nottingham	44	2001

- Homes available for rent
- Homes available for rent and purchase

Village	Location	Number of homes	Completed date
Berryhill Village	Stoke-on-Trent	148	1998
Ryfields Village	Warrington	243	2002
Reeve Court Village	St Helens	206	2004
Beacon Park Village	Lichfield	135	2005
St Crispin Village	Northampton	270	2006
Lovat Fields Village	Milton Keynes	258	2007
Brunswick Gardens Village	Sheffield	217	2008
The Rose Garden	Hereford	91	2008
Lark Hill Village	Nottingham	327	2009
New Oscott Village	Birmingham	260	2010
St Oswald's Village	Gloucester	166	2010

IN DEVELOPMENT

Village	Location	Number of homes	Completed date
Shenley Wood Village	Milton Keynes	300	2012-13
Pannel Croft Village	Birmingham	180	2013
Hagley Road Village	Birmingham	240	2014



CREATING opportunities



New Oscott Village in Birmingham

Our aim is to ensure that people have every opportunity to stay active, both physically and mentally, to learn new skills and continue to achieve in life.

Each village provides doorstep access to a wide range of social and leisure facilities.

Many village facilities are supported by resident volunteers and enjoyed by residents, family and friends alike.

- Fitness Gym
- Restaurant
- Cafe Bar
- Spa Pool
- Village Shop
- Arts and Crafts Centre
- Village Hall
- IT/Technology Suite
- Hairdressing Salon
- Library
- Greenhouse
- Woodwork Shop
- Well-being Centre
- Launderette
- Landscaped gardens, courtyards, activity areas and accessible walkways

a typical village



Secured by Design • www.securedbydesign.com
The standard for safety and security

Rated 'Very Good' by BREEAM • www.breeam.org
Measure of best practice in environmental design and management in new build



New Oscott Village

An ExtraCare Village

New Oscott Facts

Cost: £37m

Partners:

Birmingham City Council
 Midland Heart
 Homes and Communities Agency
 The ExtraCare Charitable Trust

Opened: April 2010

New Oscott Village is the first of five planned villages in Birmingham, a £200m development between Birmingham City Council and The ExtraCare Charitable Trust.

Village overview

- 260 apartments
- 350 residents
- 78 properties for outright sale
- 78 for shared ownership
- 104 properties for rental
- Facilities and activities available to people in the local community

EXTRA SPECIAL people



Our staff need to truly believe in what we do and care passionately about delivering a great service. So we take real care to recruit the right people to join our team.

We have a can-do culture, where 'going the extra mile' is just part of the job.

Our 'ExtraInsight' induction programme introduces new staff to the way we do things and we provide ongoing training and development for everyone. Over 93% of our team is NVQ qualified, compared to a national target of 50% - what's more we've been operating at this level for the best part of a decade.

We want the best people to join us and stay with us, so we give them every opportunity to develop their career with us.





Our Well-being Programme, led by dedicated Well-being Advisors, provides residents with easy and approachable access to regular health screening, referring them to GPs and other health specialists where appropriate. It also offers drop-in advice and information for all residents and overcomes many of the barriers faced by older people in accessing services they may perceive as distant and fragmented.

The programme embraces all aspects of physical and mental health as well as lifestyle and fitness, diet and even health and safety around the home.

For people who need high levels of support or care our approach typically results in a reduction in medication, hospitalisation and morbidity, compared with people living in traditional residential care.

Well-being Facts

- Between their first assessment and follow-up, residents using the Well-being Service achieve, on average, a 9% improvement across 10 key health indicators
- Residents using the Service at Birmingham's New Oscott Village achieved a 15.2% health improvement during 2010
- The Service has identified that 39% of residents are 'at risk' of Osteoporosis, with appropriate support now available to meet their needs

Enriched opportunities

The Charity has been working in partnership with Bradford University for the past seven years, developing our Enriched Opportunity Programme® to provide specialist support for those residents who develop dementia or mental health issues. Based on state-of-the-art research and expertise in dementia care the Programme is led by dedicated team members called EOP Locksmiths®, who work one-to-one with residents to develop tailor-made support and activities.

“Our analysis, based on findings from the study, indicates that if the Enriched Opportunity Programme® is rolled out to all ExtraCare homes in England, over a two year period the savings to the public through reduced inpatient care and less utilisation of more intensive housing care provision could be around £21 million.”

National Audit Office, March 2010

Supporting people with dementia

ExtraCare residents involved with our Enriched Opportunity Programme® are:-

- 50% less likely to have to move out into a care home
- 42% less likely to spend time in hospitals
- More likely to rate their quality of life positively
- Less likely to experience symptoms of depression over time

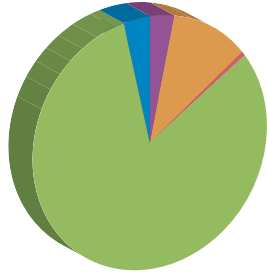


OUR charitable income

We receive income from a variety of sources including payment for our housing, care and support services, funding from statutory agencies, charity appeal donations, legacies and income from our charity shops.

Charitable Donations and Legacies. The activity, social and leisure facilities at the heart of each village are supported through our charity appeals, as are dedicated healthcare services such as our Well-being and Enriched Opportunities Programmes®.

Charity Shops Surplus. Income from our charity shops provides our extraordinary Activity Programme which is a hallmark of life at an ExtraCare housing scheme or village. Our full range of activities would not be possible without the surplus provided by our shops.



General breakdown of income

Charitable activities	81.5%
Trading to raise funds	11.0%
Other	3.5%
Voluntary income	3.5%
Investments	0.5%

PIONEERING partnerships

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We work with some of the UK's most forward-thinking local authorities, housing partners and primary care trusts, as well as leading statutory agencies and charitable donors to create new village developments.

Our partnerships are tailored to the needs of local areas and bring together the skills, expertise and finance to develop and operate each village. By working as a team we are able to create projects on a bigger and better scale, with the result that our impact within the local community is far greater than could be achieved by working alone.

Wider benefits

- Each village represents a £30-£50m total regeneration project
- Up to 100 new jobs created
- Redevelopment of land
- High volume high quality affordable housing
- Recycling of under-occupied family housing

