

# Better Lives for Older People



# THE AGE OF opportunity

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...

## ABOUT US

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Founded in 1988, The ExtraCare Charitable Trust is a registered charity based in Coventry. We operate retirement villages and smaller housing developments around our Midlands base and further south.

Our vision is better lives for older people and our mission is creating sustainable communities that provide homes older people want, lifestyles they can enjoy and care if it's needed.

### At a glance

- Charity formed in 1988
- 18 retirement villages and housing schemes
- Over 4,000 mixed-tenure apartments
- 1,500 staff
- 50 charity shops
- 2,500 volunteers
- Award-winning care, well-being and dementia support
- An active village development programme with three villages in development





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.

## Meeting demand for affordable homes

Each ExtraCare village or housing scheme 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. Living with us should be affordable to people over Pension Credit age.<sup>1</sup>

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 leisure facilities** in every village and social facilities in every scheme

**Flexible care and support**, if and when residents are assessed as needing it, including day and night care 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



1. Guide Prices for Longbridge Village, Birmingham (2017): Tenants with a minimum income living in a one bedroom rental home pay from £46.00 per week (net). Purchasers moving to a one bedroom 40% shared ownership home pay from £79,980.

# OUR villages

# OUR housing schemes 6

## IN DEVELOPMENT

Village	Location	Number of homes	Completion date
Stoke Gifford Retirement Village	South Gloucestershire	261	2018
Wixams Retirement Village	Bedford	230	2019
Solihull Village	Solihull	261	2020

## IN OPERATION

Village	Location	Number of homes	Completed date
Hughenden Gardens Village	High Wycombe	260	2018
Longbridge Village	Birmingham	260	2017
Earlsdon Park Village	Coventry	262	2016
Bournville Gardens	Birmingham	212	2015
Hagley Road Village	Birmingham	241	2013
Pannel Croft Village	Birmingham	180	2012
Shenley Wood Village	Milton Keynes	300	2012
St Oswald's Village	Gloucester	166	2010
New Oscott Village	Birmingham	260	2010
Lark Hill Village	Nottingham	327	2009
Brunswick Gardens Village	Sheffield	217	2008
Lovat Fields Village	Milton Keynes	258	2007
Reeve Court Village	St Helens	206	2004



Housing Scheme	Location	Number of homes	Completed date
Verona Court	Wolverhampton	40	2000
Rosewood Court	Wellingborough	40	1998
Sunley Court	Kettering	40	1998
Yates Court	Evesham	95	1998
Humber Court	Coventry	46	1994



■ Homes available for rent and purchase   ■ Homes available for rent

# CREATING opportunities

## a typical village



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.

Typical facilities include:

- Fitness Centre
- Restaurant
- Café Bar
- Village Shop
- Arts and Crafts Centre
- Village Hall
- Indoor Bowling Green (within an enclosed Winter Garden)
- Enriched Opportunities Suite (to support residents with dementia)
- Hair Salon
- Library/IT Centre
- Greenhouse
- Well-being Centre
- Laundry
- Landscaped gardens, courtyards, activity areas and accessible walkways



**Longbridge Village**  
An ExtraCare Charitable Trust Village

### Longbridge Facts

#### Partners:

Birmingham City Council,  
Homes England and  
The ExtraCare Charitable Trust

**Opened:** 2017

**Longbridge** is the fifth of at least five Birmingham villages as part of a £200m development programme with Birmingham City Council

### Village overview

- 260 apartments
- 208 properties for sale - shared and outright ownership
- 52 properties for rent

[www.longbridgevillage.co.uk](http://www.longbridgevillage.co.uk)

# 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 induction programme introduces new staff to the way we do things and we provide ongoing training and development for everyone. Over 86% of our team is QCF (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.

The Charity has Investors in People Gold Status.





Our Well-being Programme, led by dedicated Well-being Advisors, provides residents with easy and approachable access to regular health screenings, 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.

**Research has shown that The ExtraCare Charitable Trust's model:**

- Results in a 24% reduction in social care needs within 5 years\*
- Reduces NHS costs by 38%\*\*
- Reduces unplanned hospital stays from 8-14 days to 1-2 days\*\*
- Reduces routine and regular GP visits by 46%\*\*
- Results in significant cost savings on social care for local authority commissioners\*\*

Find out more at [www.extracare.org.uk/research](http://www.extracare.org.uk/research)



\* The International Longevity Centre-UK, 2011.

\*\*Aston Research Centre for Healthy Ageing (ARCHA) at Aston University Research, 2015.

## Supporting people with dementia



Our Enriched Opportunities Programme® provides specialist support for residents with dementia or mental health issues. Based on a person-centered model evidenced through research and expertise in dementia care, the Programme is led by dedicated team members called Locksmiths®, who work one-to-one with residents to develop tailor-made support and activities.

Six years on from the start of the research, the EOP supports around 20% of ExtraCare's residents who live with dementia and other common mental health conditions, and need support with positive lifestyle changes.

## Enriched opportunities findings

**ExtraCare residents involved with our Enriched Opportunities 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

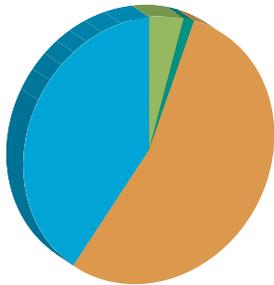
\* The Enriched Opportunities Programme (EOP) - Bradford University Dementia Group 2009

The Enriched Opportunities Programme® and EOP Locksmith® are registered trademarks of The ExtraCare Charitable Trust, 2012.

# OUR performance 2016-17

## Where does our money come from?

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.



### General breakdown of income

■ Charity Shops	4.3%
■ Donations	1.2%
■ Housing Sales	53.5%
■ Operating Income	41.1%



## What happens to the funding provided by our charity shops?

Surplus funds from our charity shops are specifically used to support the more vulnerable people within our schemes and villages. This is done through supporting the Enriched Opportunities Programme® (for people living with dementia), our care services and health and well-being projects. Funds also support our research programme which seeks to improve and develop our care services.

## Does ExtraCare make profits for shareholders?

No. ExtraCare is a not-for-profit charity governed by a board of voluntary Trustees - experienced advisors in housing, care, business and finance who give their time and expertise without payment.

We do make surpluses and this is vital if we are to develop and support more older people in the future. Our surpluses are re-invested in helping to provide new ExtraCare retirement communities, upgrading existing locations or supporting innovation and improvement in the services the charity provides.



# 2016-17: how did we perform?

There is a real demand for what we do, and with the extra support provided by our volunteers, donors, and charity shops we managed to make a £7.3m surplus in 2016-17.

Our Income 2015-16		Our Income 2016-17	
	£81.8m		£85.8m
Operating Income	£32.5m	Operating Income	£35.3m
Housing Sales	£44.6m	Housing Sales	£45.8m
Charity Shops	£3.7m	Charity Shops	£3.7m
Donations	£1.0m	Donations	£1.0m
<b>Our Surplus 2015-16</b>	<b>£5.5m</b>	<b>Our Surplus 2016-17</b>	<b>£7.3m</b>

## Charitable and statutory funding

2016-17 highlights are listed below:



### ExtraCare charity shops

The provision of ExtraCare's Enriched Opportunities Programme, care and well-being services was partly funded by our chain of around 50 charity shops. During the year, ExtraCare Retail Ltd delivered an impressive:

- Net surplus of £0.5m (donated to the charity under Gift Aid).

## Volunteers

Volunteers are another crucial element of the support we receive, and we appreciate greatly the contribution made by 2,500 volunteers.

Last year, we estimate 350,000 hours were worked on our behalf by volunteers. An estimate of the monetary value of these hours is £2.6m.

## Grant-giving trusts

Thanks to the invaluable support of a number of trusts and other charitable organisations, we received:

- £112,000 to support local schemes and villages.

## Statutory funding

The support of Homes England has been fundamental in ensuring that we can provide affordable housing to meet the significant needs of many older people wishing to rent or purchase homes in our new villages.

### Funding Received from Homes England

- **£1.4m** for Hughenden Gardens Village, High Wycombe
- **£2.4m** for Stoke Gifford Retirement Village, South Gloucestershire
- **£1.3m** for Wixams Retirement Village, Bedford
- **£2.561m** for Solihull Village, Shirley



# PIONEERING partnerships

# WE NEED YOUR support



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.

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.

We are interested in working with like-minded partners who share our values. If you have an opportunity you would like to share with us, please get in touch at [betterlives@extracare.org.uk](mailto:betterlives@extracare.org.uk)

The ExtraCare Charitable Trust, 7 Harry Weston Road, Binley Business Park, Binley, Coventry CV3 2SN

T: 02476 506011.

There is significant demand for ExtraCare villages and housing schemes and many more older people we would like to support. However, these are tough economic times and with significant pressure on public funds we need your help more than ever before.

We have over £58.8m worth of commitments during the coming years that we have to fund. Every gift of charitable income will help us take a step closer to achieving better lives for older people.

**If you would like to support the charity's work or would be interested in partnership opportunities with us, please contact: [betterlives@extracare.org.uk](mailto:betterlives@extracare.org.uk)**

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