

# Extra Care Housing Initiative Feedback Day

Thursday 19 November 2009

## Workshops

Please sign up for your preferred workshop during the registration period.

- **Housing and sight loss: issues for design, management and maintenance**  
Sarah Buchanan, Thomas Pocklington Trust

This workshop will address aspects of the design and maintenance of housing that can enable greater independence for people with sight loss. This is an important issue because normal ageing of the eye means that most older people will experience a degree of sight loss affecting their daily lives. At the same time, many eye conditions are linked to age. Thomas Pocklington Trust provides housing for people with sight loss and commissions a programme of research and development activities about aspects of sight loss. We have published research and guidance on design and maintenance issues, and in particular lighting, which can improve housing for all.

- **The Enriched Opportunities Programme for people with dementia: a cluster randomised controlled trial in ten extra care housing schemes**  
Dawn Brooker, Director of the Association for Dementia Studies, University of Worcester

**Background** The Enriched Opportunities Programme (EOP) is an intervention programme that focuses on improving the quality of life for people with dementia. Through a multi-level intervention of in-house expertise, individualised case-work, staff training, activity programming and change management, it was hypothesised that people with dementia and other disabilities can be helped to age in place and enjoy a good quality of life. This complex intervention was developed over a period of years. The current study focussed on villages and schemes provided by the ExtraCare Charitable Trust and focussed on people who were at risk of exclusion.

**Methods** This presentation will describe data from a cluster randomised controlled trial of the EOP in 10 extra care housing schemes across the UK. Five schemes were randomly assigned to receive the EOP for an 18 month period. The other five schemes were randomly assigned to receive an active placebo intervention. In order to ascertain whether the EOP had an impact over time, measures were taken at four points in time: baseline, six months, one year and 18 months.

**Findings** The EOP participating residents were less likely than residents in placebo sites to move to a care home or to be admitted as a hospital inpatient. They were more likely to have their mental health problems diagnosed and to be seen by a range of health professionals. They also rated their quality of life more positively, had decreased symptoms of depression and had greater feelings of social support and inclusion.

**Interpretation** The Enriched Opportunities Programme had a positive impact on the well being of people with dementia in extra care housing settings.

- **Marketing extra care housing: who dares wins?**

Michael McCarthy, Director, Work House Limited (independent housing consultancy)

This workshop will explore the context in which ECH is viewed as a ‘market’ and the techniques deployed by developers/providers to promote and ‘sell’ it across all tenures. It will examine what providers view as ‘successful’ marketing and how they gauge and review/adapt performance. It will identify which factors and conditions make for effective marketing and the tools and resources deployed in the sector. It will also identify good ideas and best practice in marketing and set out ideas/strategy for improved performance, creating a wider awareness of ECH, and the means to ease/lower barriers to market entry. Reporting on the findings of a survey conducted earlier this year, the workshop will also focus on examples of failed marketing and assess how this could be addressed in future. In particular the workshop will examine areas of ‘marketing deficit’ where the case for ECH has simply not been made or needs to be promoted more effectively, and will set out how marketing in this sector can adapt to recession. An underlying theme of the presentation and discussion will be the method/scope of engagement between provider and consumer.