

Raising the stakes : *Promoting extra care housing*

A project to support the development of a range of successful housing with care solutions for older people

PROJECT OVERVIEW

The goal of a dynamic and sustainable extra care housing (ECH) market is well grounded in current Government policy around older people, and supported by the Housing Corporation both strategically and financially. ECH is seen to have the potential to become the preferred option for many older people if or when remaining in their own homes is no longer viable.

Extensive groundwork within an Industry Forum chaired by HC/DH has identified the key elements of a framework to expedite the development of this market. The framework will encourage sharing of knowledge and experience, measuring of outcomes, learning from mistakes, and the adoption of a clear and honest language for communicating with older people about the evolving ECH product.

Aims and Objectives

This project aims to provide that framework. It will:

- create a practical knowledge resource for commissioners and providers of ECH
- crystallise our understanding of what outcomes ECH can deliver, and identify which models of provision are appropriate to different outcome objectives
- establish an industry kitemarking system to signify adherence to core standards and ongoing and open evaluation of outcomes
- raise awareness of ECH amongst the public and their advisors, commissioners and potential providers of ECH

Outputs (by July 2007)

1. A comprehensive, practical and accessible online **knowledge resource** for commissioners and providers, providing detailed information on all aspects of commissioning, funding, designing, building and managing ECH.
2. A **steps to success guide** for providers/commissioners and public, illustrating the outcomes extra care has proved itself capable of achieving, and the models of provision that have delivered these.
3. An **ECH appraisal tool** to assess outcomes against objectives in current and future schemes.
4. An industry-owned, independently-managed, **kitemarking** system to tie providers into agreed minimum standards and ongoing use of the appraisal tool and pooling of results.
5. A series of targeted, web-based **communication tools** to introduce older people & their families, social care professionals and future care staff to ECH, the kitemarking and the ongoing learning process planned.
6. A short, punchy **printed publication** to introduce all stakeholders to ECH generally, and the outputs from this project specifically (*Making housing with care work – a challenge and an opportunity for all of us.*)
7. **Further promotion & dissemination** – to be devised with stakeholders during the course of the project.

PROJECT PARTNERS

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