

COMPETING PRIORITIES
OR

ATTITUDES & VALUES
IN OLDER PEOPLE'S
HOUSING DEVELOPMENT

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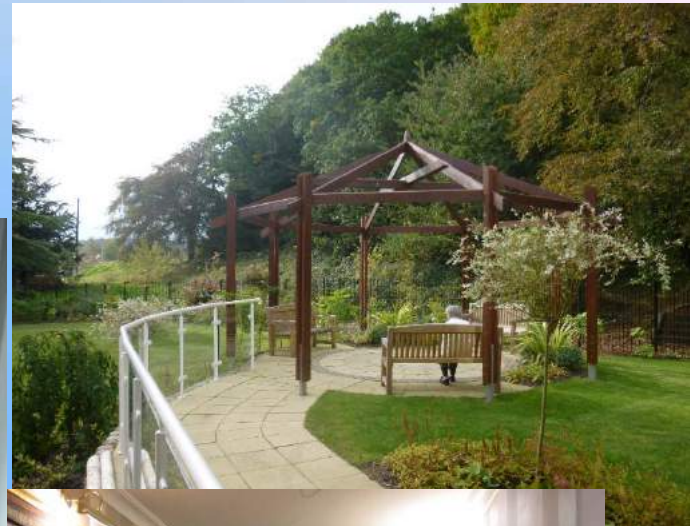
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OVERVIEW

Based on interviews with 10 developers of retirement housing (national and regional)

- *Whom are developers building for?*
- *How well do developers know their markets?*
- *Are they responding to or shaping markets?*
- *The right product, the right place, at the right time*
- *The future is now- the battle for the mid-markets*
- *Some reflections*

BACKGROUND

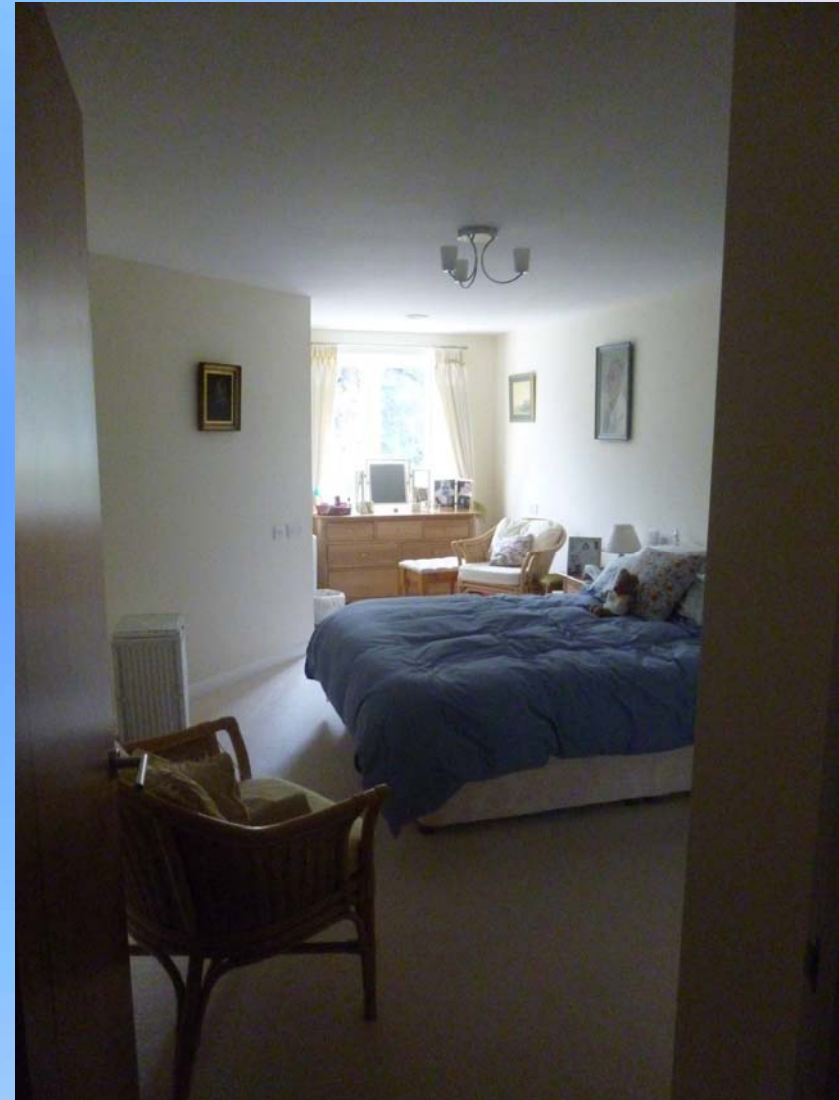


WHOM ARE DEVELOPERS BUILDING FOR?

“I always ask myself: Would I want to live here?”

“I haven’t built the scheme yet that I would want to live in.”

“I live in one of our schemes”



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HOW WELL DO DEVELOPERS KNOW THEIR MARKETS?

- *Market research & trends*
- *SHMA & demand*
- *Gut feeling*



RESPONDING TO OR SHAPING MARKETS?

- *Entrepreneurial versus responsive approaches to development*
- *Lifestyle versus need lead markets*



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RIGHT PRODUCT, RIGHT PLACE AND RIGHT TIME

- *City centre development*
- *Downsizing*



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THE BATTLE FOR THE MID-MARKETS

- *Housing Associations target for sale markets and shared ownership*
- *Private developers target the mid-markets*
- *Privately rented market*



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SOME REFLECTIONS FOR TODAY: WHAT IS OUR VISION?

- *Collaboration- Need for new types of partnerships*
- *Education- increase understanding & public debate*
- *Leadership & Action- policy makers need to be proactive and engage in positive narratives*
- *Diversity-Encourage different housing and development models*
- *Communication- Listen to customers*
- *Reflection on values & outcomes*



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