

# Enhancing your local area

## Redevelopment of land at Wimborne Market, Dorset

## Responding to a national and local need

### National need:

The Office of National Statistics predicts that, by 2033, there will be an additional 3.5 million older households in England alone. This reflects a 60% increase on today, yet less than 3% of current housing in the UK is specifically designed to meet the needs of older people.

### Local need:

There is also a very strong need for specialist retirement accommodation locally:

- 28% of people in Dorset are currently aged over 65, compared to 18% across England and Wales
- In Dorset only a fraction of new homes currently being brought forward are for older people

The **Eastern Dorset Strategic Housing Market Assessment** confirms the number of older people living in Dorset will continue to grow. In 2013 there were:

- 67,188 people aged over 75 in Dorset and this is predicted to rise to 107,516 by 2033
- Those aged over 85 are expected to increase by 97% by 2033

There is a predicted need for an additional 6,900 specialist dwellings for older people over this period, with 1,341 dwellings for older people required in East Dorset alone.

Furthermore, the Dorset County Council's Adult Social Care Accommodation Needs Assessment 2018-2028 also highlights the increased need to provide bungalows to meet the housing needs for older people.

### Providing housing that meets this need

It is important that the housing needs of older people are not overlooked, giving older people choice and flexibility in older age is at the heart of our business. Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance, and enriching the lives of our homeowners through our communal spaces within our developments.



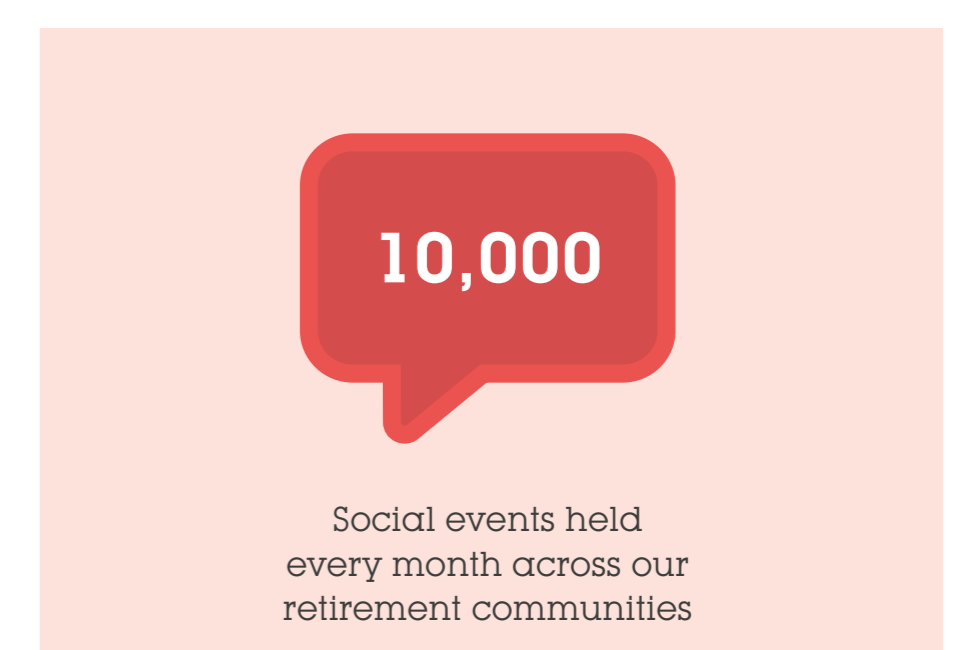
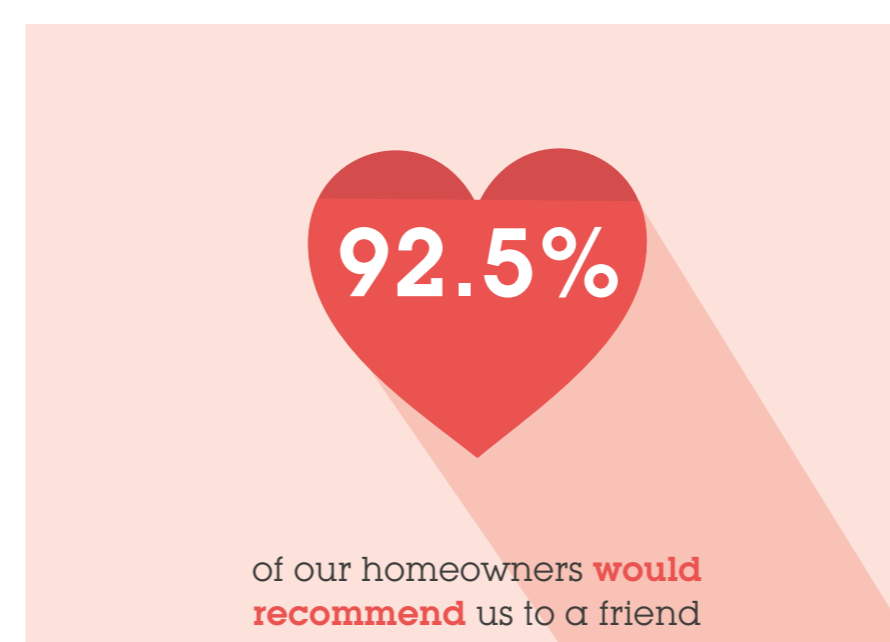
### Supportive and secure communities

Later life is filled with possibility, and we believe there is vitality in togetherness that gives people purpose and a sense of fulfilment.

Our communities help our homeowners maintain their independence while providing peace of mind that assistance is on hand if needed. We also offer a wide range of on-site social activities in the shared spaces within our developments, helping our homeowners to create new friendships and experiences.

The shared spaces provided with our retirement communities help to combat loneliness in later life more effectively. A ready-made supportive and vibrant community is available for homeowners to access, whilst retaining their independence and involvement in the wider local area, as they choose. We make this a priority within our developments, ensuring that a range of social activities, events, organised outings and opportunities to make new friends are available to all its homeowners.

## Improving quality of life



**Statistics were sourced from:** HBF survey of customers (2018), Internal homeowner survey (2017), Demos (2017) Internal data (2017), Economic Impact Assessment by the Institute of Public Care at Oxford Brookes University (2014), Laing Buisson (2017), HCA (2010), Healthier and Happier: An analysis of the fiscal and wellbeing benefits of building more homes for later living prepared by WPI for Homes for Later Living (September 2019)