

Isle of Wight

Independent Island Living Strategy



2023 to 2038

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Introduction and background

The residents of the Isle of Wight are inherently proud of their 'Island' and for good reasons. Our landscape is one of beautiful beaches, rugged coastlines, wetlands, forests and rolling downs.

As well as having Area of Outstanding Natural Beauty (AONB) status since 1963, in June 2019 the Island became UNESCO's latest biosphere reserve. Our industries serve companies and organisations around the globe.

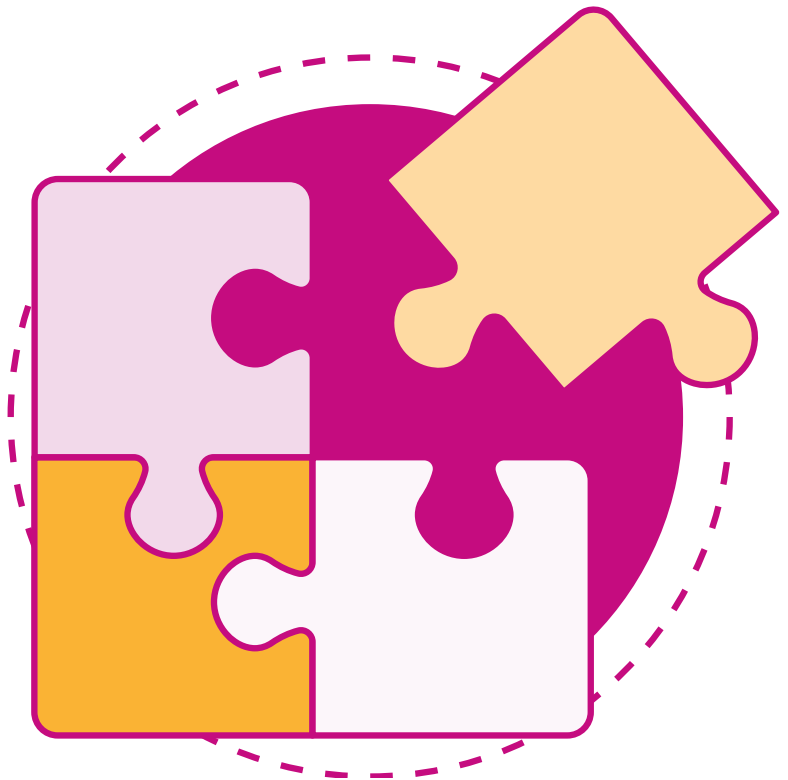
The Island has been the birthplace and home to kings and queens, prime ministers, artists, musicians, poets, athletes, explorers, innovators, and scientists as well as local heroes who silently work, and have worked, within our local communities to maintain and enrich the quality of all our lives.

As a council, one of our key objectives is to seek to improve the wellbeing of all our residents. To create housing opportunities where everyone has access to 'suitable accommodation' is one way the council can help to achieve wellbeing across the Island. We want to create vibrant communities where Island residents are safe, happy, part of the communities in which they choose to live and valued.

This review of our independent Island living strategy therefore concentrates on setting out our ambition for improving the housing offer for older people. While our first priority will always be to ensure people can access support at home, where this is no longer a possibility, we need to ensure we can offer alternative options that can meet changing needs and offer real choice. The strategy has very much been informed by what our residents told us during a wide scale consultation with the public, professionals, current residents of the Island's independent living communities and developers which we undertook in 2023.

This strategy sits alongside other council strategies including:

- Isle of Wight health and wellbeing strategy: *Healthy places for healthy people to lead healthy lives*
- Local housing needs assessment
- Care close to home strategy
- Market position statement
- Housing strategy
- Planning strategy





Aims and objectives of the strategy

The purpose of this strategy is to provide key information to Island residents, and our provider market, about what accommodation-based services are needed on the Isle of Wight over the coming decade.

The key aims of this strategy are to provide information:

- On what Island people think about extra care housing.
- On the current models of housing and support services available for vulnerable people on the Isle of Wight.
- To help inform the provider market in terms of future requirements, which includes our intention of moving away from the more traditional forms of support, such as residential care.
- To indicate our demand profile – what is the shortfall in our accommodation-based provision.

Independent Island living and extra care housing

“The effect of the environment around us can be felt across the life course and has an impact on health inequalities. The quality of the environment can influence many aspects of people’s lives, for example social connections within a neighbourhood, quality and availability of housing, food outlets, exposure to air and noise pollution or safe transport including opportunities for active travel.

Thoughtful planning and management of places can help promote good health, improve access to services and reduce health inequalities. Our focus for places in this health and wellbeing strategy will be on healthy homes, recognising the importance that the places we live have on our health.”

Isle of Wight health and wellbeing strategy: *Healthy places for healthy people to lead healthy lives*

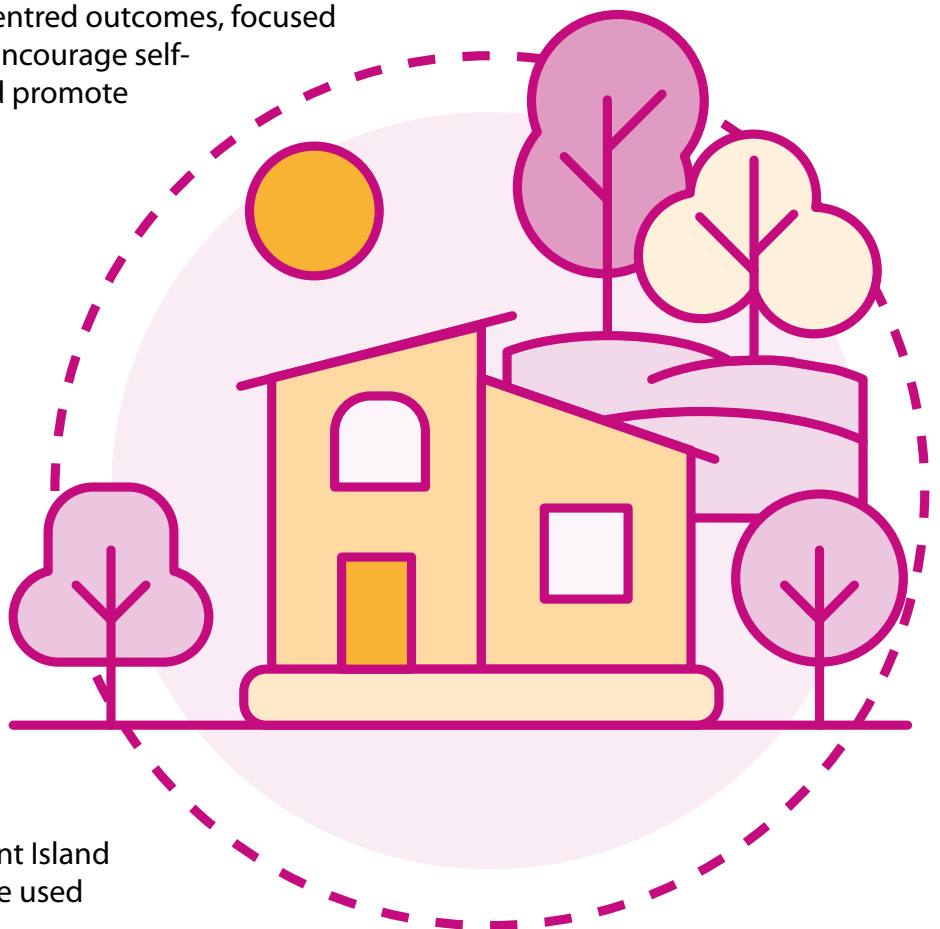
Independent Island living is our term for extra care housing

Extra care housing can be for people of all ages with a range of care and support needs. It tends towards accommodating older people and for some, it can be a real alternative to needing to move to a residential care home.

Our vision is to deliver person-centred outcomes, focused care and support services, that encourage self-management, prevent crisis, and promote autonomy.

Extra care housing can enable older people to retain their independence for longer and offer older people living on the Island the ability to maximise their independence as well providing opportunities to help Island residents live their life the way they want to. This can help us meet the challenges of the future, supporting people to retain or regain skills and confidence, and preventing their needs increasing or delaying their need for intensive support wherever possible.

Therefore, the terms ‘independent Island living’ and ‘extra care housing’ are used interchangeably in this strategy.



What is extra care housing?

The term 'extra care housing' is sometimes known as 'assisted living' or 'retirement living'. Typically, it consists of purpose-built or adapted, accessible buildings designed to promote independent living and to support people to remain at home as they get older and require more support in their 'home for life'.

Extra care housing is accommodation that is age and/or disability-friendly in design and décor, and features the availability of care and support on site around the clock, usually provided by an onsite care service which is registered with the Care Quality Commission.

The facilities at extra care schemes generally comprise of:

- Fully self-contained properties where occupants have their own front doors; these might be rented, leased, or bought. This gives people security of tenure and the right to control who enters their home.
- Assistive technology designed to promote the independence and assist the people who live there. This could include call-buttons, telecare, community alarms, fall detectors, smart technologies, etc.
- Safety and security are built into the design including fob or person-controlled entry.
- Access to onsite care and support services 24 hours a day.
- A restaurant or dining room where people may choose to have their meals.
- A range of communal or shared facilities are available enabling group or community social activities. These could be open to the public too.
- Extra care housing often includes leisure facilities like gym, hair salon, etc.
- There are often guest flats or bedrooms, where visiting family or friends can stay.



Benefits of extra care housing

Promoting independence

Enables people to live independently within the community, combined with the availability of flexible, person-centred care and support services, as and when required. It empowers and enables people to maximise their independence and promote health and wellbeing. Research has shown that extra care housing can help older people remain independent and can prevent residents feeling isolated.¹

Improving wellbeing and promotes social inclusion

Services and buildings are designed to promote social inclusion and alleviate social isolation. Research shows that living in a housing with care scheme can improve residents' general wellbeing. There can be continuous improvements, as verified by research in reducing depression, perceived health, memory, and autobiographical memory.²

Reducing care needs

Research indicates that an individual's care and support needs often reduce after someone goes into extra care housing due to 24-hour on-site care provision and living in accessible accommodation.³

People in extra care housing may use fewer home care hours than if they were living in the wider community. A research study found that people living in extra care housing needed less formal care, as measured by the level of support they were receiving compared to a control group in the community.⁴

Unmet needs associated with people's care and support prior to moving to extra care housing were typically able to be met by the support provided at the extra care scheme.⁵

Health benefits

Research has found a range of health benefits derived from older people living in housing with care schemes. This includes reduction in admissions to hospital, reduced length of hospital stays, reduced number of GP visits and community health nurse visits. There is also reduction in ambulance call outs, typically linked to reduced falls.^{6,7}

Home for life

Reviews have shown that extra care housing can delay admission into a care home by providing alternative accommodation at the point where someone has to leave their original home and as a means of enabling them to live independently for longer.⁸

After five years of residence, those living in extra care housing were less likely to enter long-term care, compared to those living in the community in receipt of home care.⁹

Widening the housing choices for older people and affects the wider housing market

Improves choice for older people by increasing good quality housing options available to them and improves the supply of family housing. Older people moving into specialised housing releases underoccupied family homes, both in the rented and owner-occupied sector.¹⁰

Impact on the local community and adding social value

Extra care housing contributes to the wider regeneration of an area through physical regeneration of buildings and through employment opportunities.¹¹

Also, additional social value is added to the local economy through the volunteering and caring opportunities offered to residents supporting each other and their local community; and through reduced levels of social isolation and loneliness.¹²

Supply and demand profile

Isle of Wight - local context

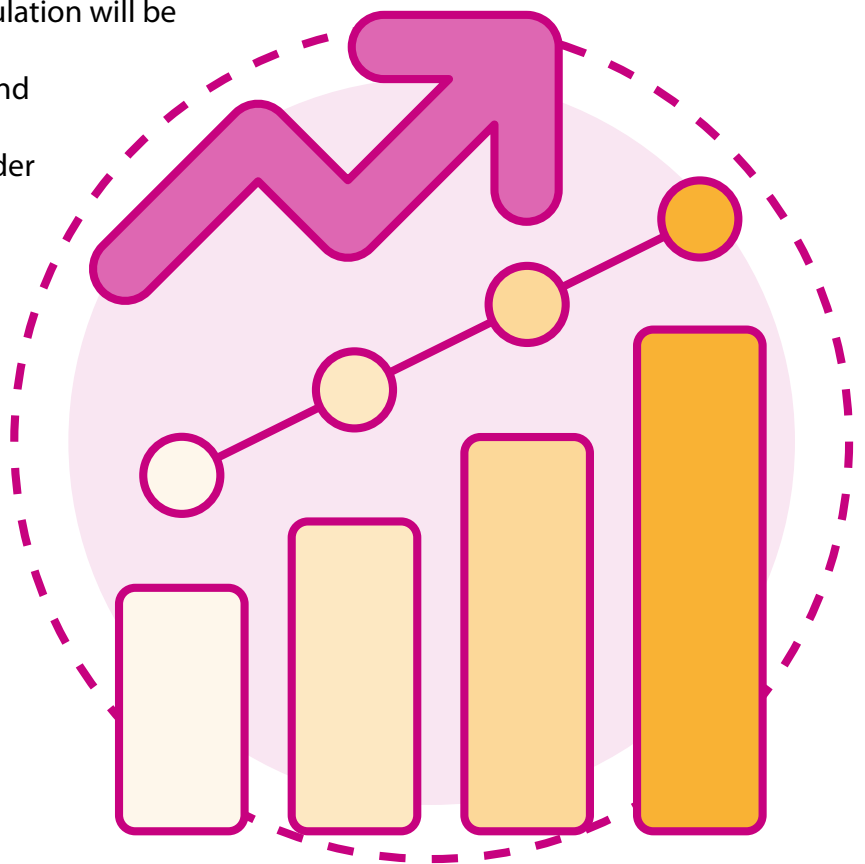
The Island's demography indicates an increasing aging population indicating that demand for extra care housing will continue to rise.

According to the last census, more than 140,000 people live on the Isle of Wight. Compared to the rest of England, the Island has an older population structure with more than half of the population being above 50 years old.

Please follow the link below for a video showing the distribution of the population by age on the Isle of Wight compared with England and Wales.

[@ Age of Population 1861-2021 \(Isle of Wight\)¹³](#) Link opens in YouTube¹³

- People aged 50 years and over make up 51.9 per cent of the Island's population, compared to 37.8 per cent nationally
- People aged 65 years and over make up 29.2 per cent of the population compared to 18.4 per cent nationally.
- People aged 75 years and over make up 13.8 per cent of the Island population, compared to 8.6 per cent nationally.
- People aged 85 years and over make up 3.8 per cent of the Island population, compared to 2.4 per cent nationally..¹⁴
- The Island's population is expected to increase by 5.6 per cent from 2020 to 2030, this equates to an increase of 8,000 people.
- Future projections suggest that by 2030:
 - ♦ Almost 34.5 per cent of the population will be aged 65 or older,
 - ♦ 17.3 per cent aged 75 or older, and
 - ♦ 4.9 per cent aged 85 or older.¹⁵
- It is also worth noting that more older people move to the Island than move away, therefore the Island is a net importer of older people.



Demand for new independent Island living

In order to calculate demand for extra care housing on the Island we have used available figures for the local population and the Housing Learning and Improvement Network's established formula for calculating extra care housing demand, adjusted with local factors, which shows that in 2024 the demand for extra care housing exceeds the supply by 362 units.

The projected increase in the Island's older population, indicates that the current shortfall of extra care housing will increase by adding 12 units on average for every future year.

The projected shortfall of 526 units in 2038 would mean an average of just over 35 units per year across the 15 years review period would need to be delivered to meet the identified demand.

This equates to a shortfall of extra care housing of

- 408 units in 2028,
- 461 units in 2033, and
- 526 units in 2038.

The tables below show a yearly breakdown of the needed extra care housing units on the Island.



Year	2023	2024	2025	2026	2027	2028	2029	2030
Demand for extra care housing in units	496	512	525	536	548	558	570	580
Shortfall of extra care housing in units (based on demand minus current supply)	346	362	375	386	398	408	420	430

Year	2031	2032	2033	2034	2035	2036	2037	2038
Demand for extra care housing in units	590	601	611	623	635	648	661	676
Shortfall of extra care housing in units (based on demand minus current supply)	440	451	461	473	485	498	511	526

Tables 1a and 1b: Yearly breakdown of the needed extra care housing units on the Island

Current independent Island living communities on the Isle of Wight

We welcome the recent development of two independent Island living communities and are excited by the opportunities they have brought for local people, their families, and carers.

- Ryde Village, Ryde, opened in 2020
- Green Meadows, Freshwater, opened in 2021

Each site has a total of 75 one and two-bedroom flats, making a combined total for both sites of 123 flats for rent and 27 flats for sale. Both sites are registered with the Care Quality Commission and offer access to on-site care 24/7.

The communities also offer a range of communal facilities including:

- Accessible gardens
- Assisted bathrooms
- Dining room
- Flexible-use rooms
- Guest suites
- Hair salon
- Laundry
- Lounge
- On-site minibus
- Shop
- Storage for mobility scooters



Photo 1: Ryde Village



Photo 2: Green Meadows, Freshwater

Extra care housing consultation

The Isle of Wight Council is committed to ensuring that we make decisions, develop strategies, and provide access to care and support through listening and incorporating what local people who will be impacted by our actions think, feel, and tell us. Therefore, to inform and develop this strategy, we undertook a series of meetings and surveys to capture the feedback of the Island's residents, current residents of independent Island living communities, adult social care professionals and developers of extra care housing.

There are real people sitting behind the numbers and we want to know what their thoughts, wishes, needs and aspiration regarding extra care housing are.

Consultation with Island residents

In the summer of 2023, we launched an extra care housing survey targeting all Island residents aged 50 and over. This survey was promoted by a media campaign and was available online and on paper.

A high number of residents (more than 330) responded to the survey; the key messages are summarised below.

Awareness

- 33 per cent of those who responded hadn't been aware of what extra care housing was before the consultation launched.

Relocation plans

- 13 per cent of those who responded were currently considering moving out of their current home,
- 5 per cent were planning to move out within the next two years.
- 6 per cent within the next three to five years.
- 18 per cent after five or more years.
- 52 per cent of the respondents were not considering moving out at all.

Extra care housing

- More than half of those who responded (51 per cent) said that they would consider moving to extra care housing.
- 34 per cent said that they are not sure.
- 16 per cent said that they will not consider it at all.¹⁶

Ownership

- 51 per cent of those who responded said that one of the options they would consider is owning the property outright.
- 17 per cent would consider shared ownership.
- 32 per cent would consider renting.

The survey asked residents various questions, the main questions are summarised below.

What would you find most appealing about the idea of moving to extra care housing?

The top five answers to the question were:

- The opportunity to stay within the extra care housing development if my care needs change or increase.
- A property that is easy to maintain.
- Access to support or care on site.
- Having the option to rent or buy.
- Company of others/making friends.

What are the barriers or things you find less appealing about the prospect of moving to extra care housing?

The top five answers to the question were:

- The upheaval of moving.
- The expense of moving.
- I would not want to leave my current home.
- The cost of accommodation concerns me.
- I am reluctant to start paying service charges.

Some of the thoughts people shared with us are:

“I would like extra care housing to be an option for the future, but I have no current timescale.”

“Extra care housing is a safe place between my home and residential care.”

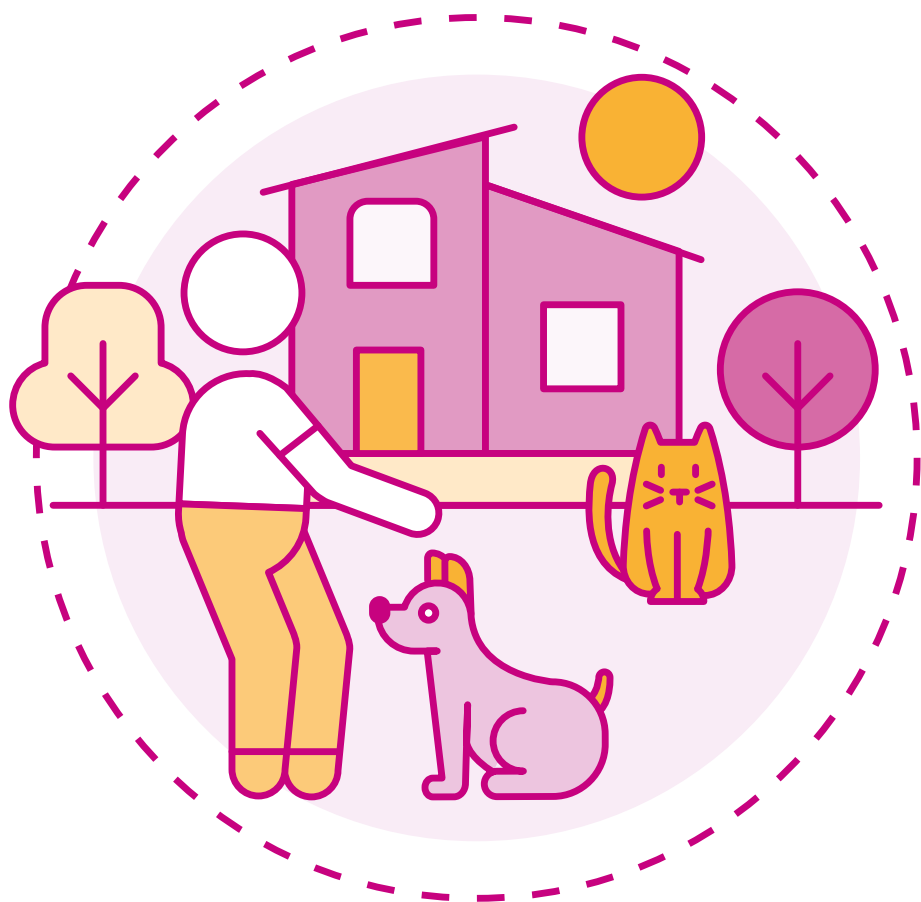
“I would like to downsize.”

“I wasn’t planning to move out of my home, but I have recently had a serious illness so I would consider moving to extra care housing if needed in future.”

“I would like the choice of independence.”

“I already live in a form of extra care housing and find it very satisfactory.”

“I need to be able to bring my pets.”



Consultation within the existing independent Island living communities

To further inform our strategy in May 2023, we held workshops with residents living in the existing independent Island living communities of Ryde Village and Green Meadows.

In total more than forty residents attended the workshops, and fed back to us what they particularly value about where they live:

- The community feel.
- The access to activities on site.
- Being able bring their cat or dog.
- The knowledge that this can be their forever home.
- Family or friends could visit and stay in the guest suites.

In the workshops it was highlighted that any new extra care housing developments should give due consideration to:

- Site's location
- Transport links.
- Access to site.
- External design.
- Parking spaces (including disabled parking).
- Internal design.
- Accessibility.
- Ensuring that developments are both disability and dementia friendly.
- The amount of communal facilities including laundry services and recreational spaces.
- Providing potential buyers/tenants with a good understanding of the services on offer.

“The move to extra care has made a significant difference in my quality of life as I have limited ability its important, I can live the best life for me and as independently as possible. The staff are always there for me if I need support with doctor's phone calls, ordering my medication and any other communication with other professionals.”

“I feel happy that I am here, and I feel that I can be me again.”

“The hairdresser is invaluable!”

“I enjoy spending my time accessing the activities on offer, socialising with my friends I have made here, having the lunch service and other parties and events. I am going to live here forever.”

“With now living in extra care, I don't need to rely on a one-to-one support package so much to keep me occupied, instead I join in with facilities and staff on site. I enjoy playing darts and pool with another resident I made friends with when I moved in. I know we have our forever home here and we are very happy.”

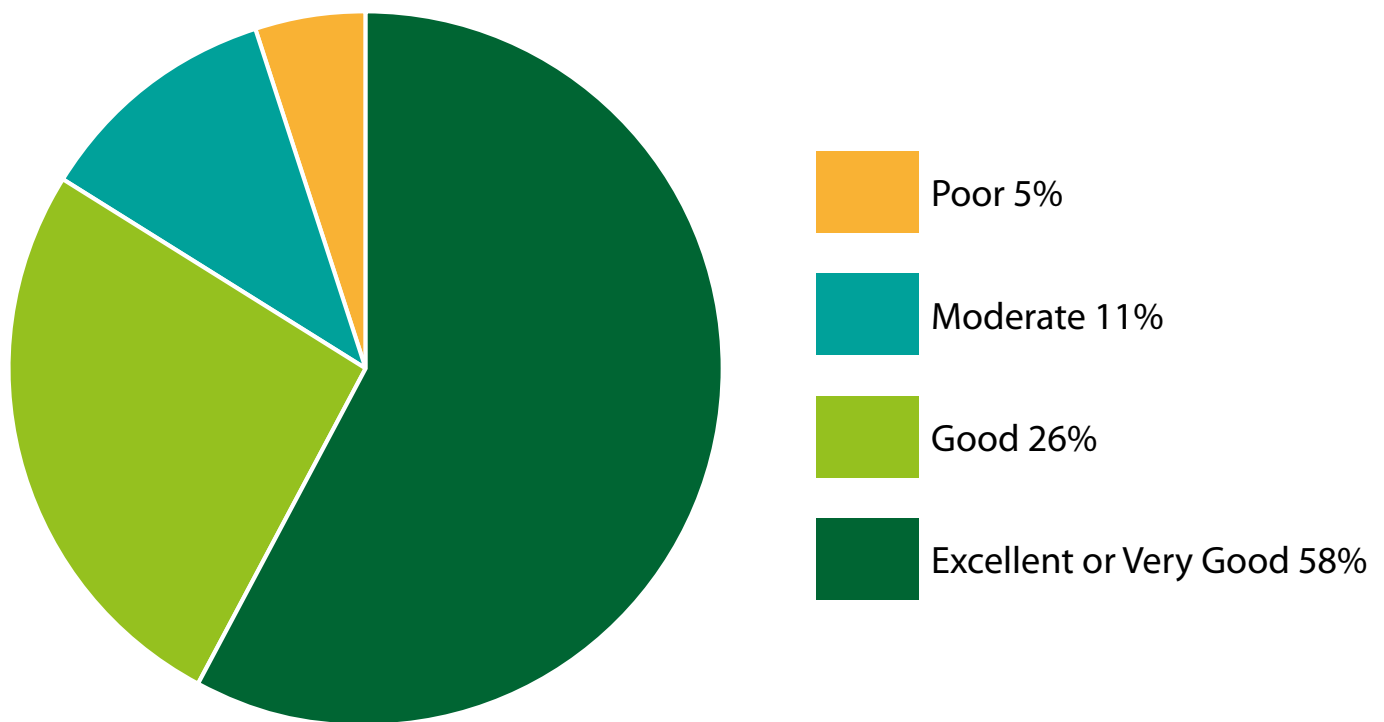
Consultation with adult social care professionals

We also surveyed the council's adult social care professionals who have been supporting people who moved to Ryde Village and Green Meadows and have an understanding of some of the challenges people face living in homes that cannot be adapted as their needs change.

Below are the key benefits of extra care housing identified by the 19 professionals who responded:

- Access to 24/7 support or care on site.
- Better accommodation.
- Provides a real alternative to residential care.
- Company of others, making friends.
- Better social activities.
- Sense of community.

Professionals told us that the quality of the care, support and other services was at the heart of successful extra care housing as well as clarity of the tenancy agreements and the various services available.



Graph 1: How the council's adult social care professionals rate the overall impact from moving to Ryde Village or Green Meadows on the people they support.

“Extra care housing is an absolutely brilliant model and more of it is very needed on the Isle of Wight. All the people I support who have moved to extra care developments have benefited hugely and there are many more people who will benefit from becoming residents in extra care if there were more such developments. The idea of people having a home for life and increasing the care and support as their needs change is brilliant.”

Isle of Wight Council Adult Social Care social worker

Consultation with developers of extra care housing

We want to encourage more extra care housing developments on the Isle of Wight and wanted to understand what the driving factors and barriers for developers are.

In 2023 we met and/or surveyed eight developers of extra care housing who have all considered developing or have developed extra care housing on the Island.

What are/have been the key barriers to developing extra care housing on the Isle of Wight?

The top three answers to the question were:

- Capital viability (including build costs).
- Land availability.
- Reduced number of contractors either working on the Island or prepared to travel and operate from there.

Other key barriers identified by developers included:

- Awareness and consistent understanding of the definition of extra care housing / independent living.
- Resourcing build, scheme management or care service.
- Revenue viability.
- Relationships with key partners.
- Timescales.
- The lack of strategic direction regarding extra care housing.

What will encourage the development of extra care housing on the Isle of Wight?

The top three answers to the question were:

- Funding, including grant funding, private sector funding, public subsidies, or lower borrowing costs.
- Improved planning certainty and speed.
- Nominations agreements with voids cover.

Other key enablers identified by developers included:

- Requirement that any site over a certain size must include extra care housing.
- Improved confidence in the customer demand and supply.
- Careful management of development risks.

Developers told us:

“The operating environment is challenging with high house price inflation, unstable and reducing house sale prices combined with high rates of inflation and interest rates. Key to containing costs and managing risks are efficient construction.”

“Developments on the Island are hard to service. Also, there are no clusters of developments, therefore cluster servicing is not possible.”

“There is no requirement for extra care housing, therefore developers are not building it.”

“New development thrives where risks can be well managed and provide investment certainty. Therefore, new site opportunities that have risks carefully managed and where possible resolved are attractive.

Typically risks can include ensuring customer supply and demand but planning certainty is also attractive.

Organisations are attracted by economies of scale for example from strategic partnerships for multiple sites and a flexible extra care models that encourage creativity to achieve shared outcomes.”

What do residents expect from extra care housing?

We want to ensure that the best quality of extra care housing is developed on the Isle of Wight while prioritising the mitigation of climate change.

Through our research and talking to Island residents we have identified some of the key aspects that should be considered when developing extra care housing. The local planning authority will be able to utilise the information within this strategy to help inform pre-application discussions with developers bringing forward extra care schemes.

Future design code work on the Island will also seek to incorporate key design aspects, aims and principles. It is expected that any new developments will be in line with the government's affordable housing and net zero commitments, and the Island's housing strategy.

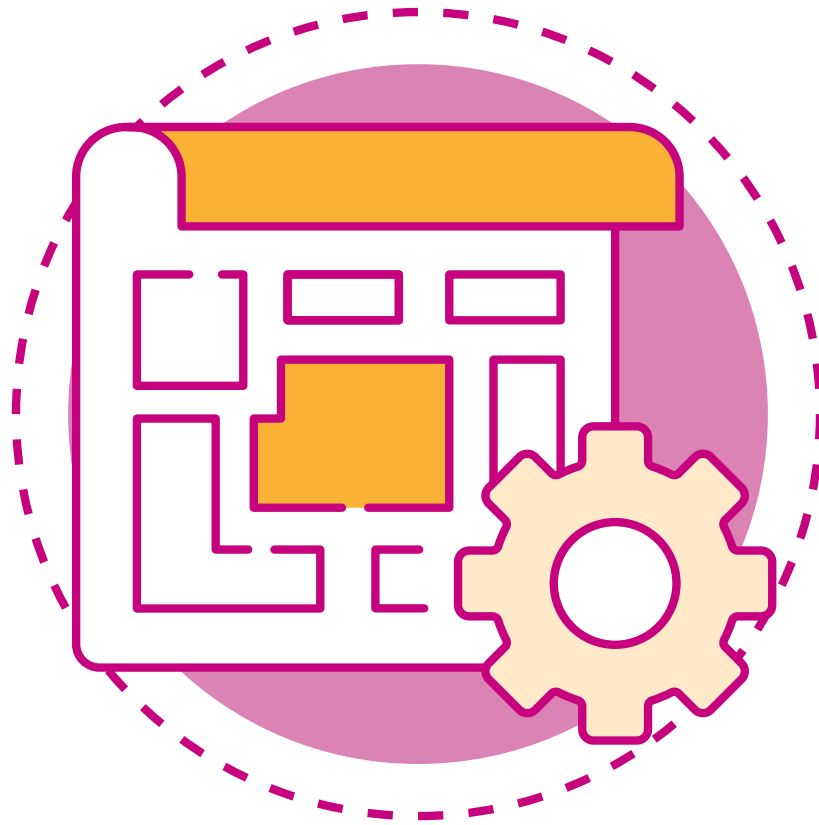
Assistive technology in extra care housing

Assistive technology

- Assistive technology can be any item, piece of equipment, software programme or product that can be used to increase, maintain, or improve an individual's independence.
- Assistive technology could include call-buttons, telecare, community alarms, fall detectors, smart technologies and so on.
- Assistive technology is essential to any new independent Island living community. Each unit can be configured according to the individual resident's needs. Such smart technology will allow those people with more intensive needs to remain living in their home for longer.
- It is expected that a new purpose-built extra care scheme will include features which will address the specific needs of those with visual, physical, and sensory deficits as well as being designed to be dementia-friendly.

Purpose-built extra care housing schemes will comply with the HAPPI (Housing our Ageing Population Panel for Innovation)¹⁷ and the King's Fund Dementia Friendly standards.¹⁸





Design aims

Some of the design aims and principles for extra care housing outlined by the Housing Learning and Improvement Network are:¹⁹

Inclusive design

- Spacious, flexible, and easily adaptable dwellings to meet residents' needs as they change. The aim must be 'a home for life' - as far as is practically possible.
- Barrier-free and easily accessible dwellings with lift access.
- Designed to mitigate the impact of physical disability, cognitive and sensory impairment to create an enabling environment.

Aspirational internal environment

- Maximum natural daylight through plentiful glazing.
- Maximum natural ventilation to apartments and circulation through dual aspect apartments where possible.
- Avoidance of internal corridors with no views out or natural light or ventilation.

Care-ready

- An on-site care team providing 24-hour support as required by the residents.
- Accommodation designed to adapt and facilitate the delivery of care and support considering the dynamics of ageing over time, including disability and any health needs.
- Designed for the installation of smart technology when required. Hardwired and digital technology is becoming increasingly important in maintaining the independence, safety and security of residents.

Choice

- A choice between privacy and opportunities for social engagement through on-site activities and meeting spaces.
- An appropriate mix of accommodation with one, two-bedroom dwellings and possibly some three-bedroom dwellings (for private sale).
- A range of tenure options to cater for people's particular financial circumstances.

Appearance

- Attractive accommodation, both externally and internally, by virtue of its style, image, quality of materials, landscape, location, and range of facilities.
- Contemporary external and interior design to appear as non-institutional as possible.
- A contextual design approach that integrates the development within its context.

Safety and security

- A secure internal environment through progressive privacy and other security arrangements particularly where integrated with the wider community through sharing of facilities, etc.
- A safe and secure external environment with consideration given to location and accessibility.
- With the recent coronavirus pandemic in mind, an environment that can enable social distancing and infection control.

Energy efficiency

- Energy efficient with measures to avoid overheating as older people are more susceptible to extremes of temperature and are likely to spend a higher proportion of their time in their home.

External amenity

- Accessible, beautiful, and secure amenity areas for outdoor living whether a private and/or communal garden, a balcony or terrace to stimulate social connectedness.

Location and connectivity

- Located close to health, retail, leisure, and entertainment facilities and/or good links to public transport.
- Located within existing residential communities so that family and social connections can be maintained.
- Appropriate levels of car parking, minibus services, carpool arrangements or alternative transport strategy to address the particular site location, resident profile and tenure mix, etc.

Community facilities and social opportunity

- Designed for active ageing and offer a range of communal facilities, appropriate to the specific development, to promote social engagement, physical activity and the health and wellbeing of the residents.
- Facilities provided as a resource for the local community to promote opportunities for intergenerational activities on site and connection with the wider community.



Key messages

The consultation and our analysis revealed the following key messages:

- Our research has shown that currently there is a lack of visibility and understanding about what extra care housing is and the benefits it offers.
- There are evident physical and mental health benefits for residents as well as community and wider society benefits from the development of extra care housing.
- The overall feedback from adult social care professionals and residents has been very positive towards extra care housing.
- More than half of the Island residents who responded to our survey would consider moving into extra care housing.
- The demand figures as well as what the public have told us clearly show the need to develop more independent Island living communities.
- Demographic, health, and wellbeing factors are likely to further increase the need for extra care provision on the Island over the longer term.
- Developers of extra care housing are attracted by economies of scale, for example from strategic partnerships for multiple sites and a flexible extra care models that encourage creativity to achieve shared outcomes.

Next steps

The council wants to work with housing developers, housing associations, care providers and other partners to develop new extra care housing provisions. It is clear from the data and the consultation we have undertaken that there is a need for new independent living communities on the Island in order to manage the current shortfall in provision, support future population growth and enable individuals to access the most appropriate provision that will promote their independence.

So how can we do this?

- We will raise the public profile and increase the awareness, visibility and understanding of extra care housing.
- We will raise the awareness of the housing needs of older people, and people with care and support needs, amongst internal and external partners and promote the need to address this in our local plan.
- We will ensure that the development of extra care housing is fully incorporated into our housing strategy.
- We will improve our communication, retain, and further develop relationships with new and existing partner organisations to deliver new extra care schemes so we can meet the identified shortfall.
- We will deliver the message that we are open and ready to listen to developers' proposals. We will identify and maintain contact with potentially interested developers of extra care housing schemes.
- We will improve and streamline internal processes and procedures to assist future extra care housing developments including incorporating extra care housing design principles into relevant planning policy and processes.
- We will review this strategy, at least every five years, to ensure it is still relevant and reflects any new developments and changes in the field of extra care housing and the demand for it on the Isle of Wight.
- We will identify potential sites for extra care housing schemes on the Island.
- We will monitor the availability of subsidised sources of funding.





Conclusion

The development of extra care housing on the Isle of Wight is necessary to deliver on the council's commitments to both promote greater independence and to reduce the numbers of people entering residential care.

The further development of extra care options for local people supports and embeds our Isle of Wight health and wellbeing strategy - *Healthy places for healthy people to lead healthy lives*.

There are a variety of shapes that extra care housing provisions could take, and the Isle of Wight Council will ensure that it has a good range and span of schemes and options available to Island residents.

The strategy has been co-produced with the whole of our community and its delivery will be shaped and guided by a steering group. The first task for the steering group is the development of a robust action plan that the council and our partners will be tasked with delivering over the life of the strategy.

Appendix 1: References

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