PROJECTED CHANGES.

Guild Living's projected impact on migration to Hillingdon Borough.

Through our marketing research we expect 80% of the Guild Living members to be residents from the Hillingdon Borough.

The 'Hillingdon First' approach means it is expected that just 55 people would move into the community from outside the Borough, meaning in reality this contributes to just 0.0001% of the overall growth in the over-65 population in the period to 2028.

Population scenarios	People over 65 2018 population	People over 65 2028 projection	Guild Living migratory impact to 2028 population	
			Absolute numbers	Percentage
Business as usual (No Guild Living Community)	407,000	516,000	N/A	N/A
Local resident priority package (Guaranteed minimum 20% of Guild Living Residences will be occupied by Hillingdon residents)	407,000	516,000	+227	+0.0004%
Hillingdon First approach (Preferred option – 80% occupation by Hillingdon residents)	407,000	516,000	+55	+0.0001%

HILLINGDON RESIDENTS' HEALTH BENEFITS.

SOCIAL HEALTH.

Guild Living understands that leading an active later life is concerned with much more than just physical fitness, it is also about social and mental activation as well.

In a unique partnership with the University of Bath: “Our research will investigate what interventions we can make to reinstate people’s confidence, tackle one of the biggest killers, loneliness, and shift our culture towards valuing – rather than ostracising – people in their older years.” (Professor Malcolm Johnson).

Loneliness is described by medical professionals as a “silent epidemic” and has profound medical implications. In England, more than **2 million** people over the age of 75 live alone and more than a million older people say they go for a month without speaking to a friend, family member or neighbour.

In Britain today:

- Around **4 million** people aged over 65 are living alone (more than half of which are over 75).[1]
- Over **1 million** people aged over 75 say they always or often feel lonely. [2]
- High levels of loneliness makes people vulnerable to depression, poor diets and a reduction in exercise. [3]

The effects of loneliness puts strain on local services. During a recent meeting with a charity care provider, we were informed of one older person in Hillingdon who had rung the ambulance service over **500 times** during the last year because of loneliness.

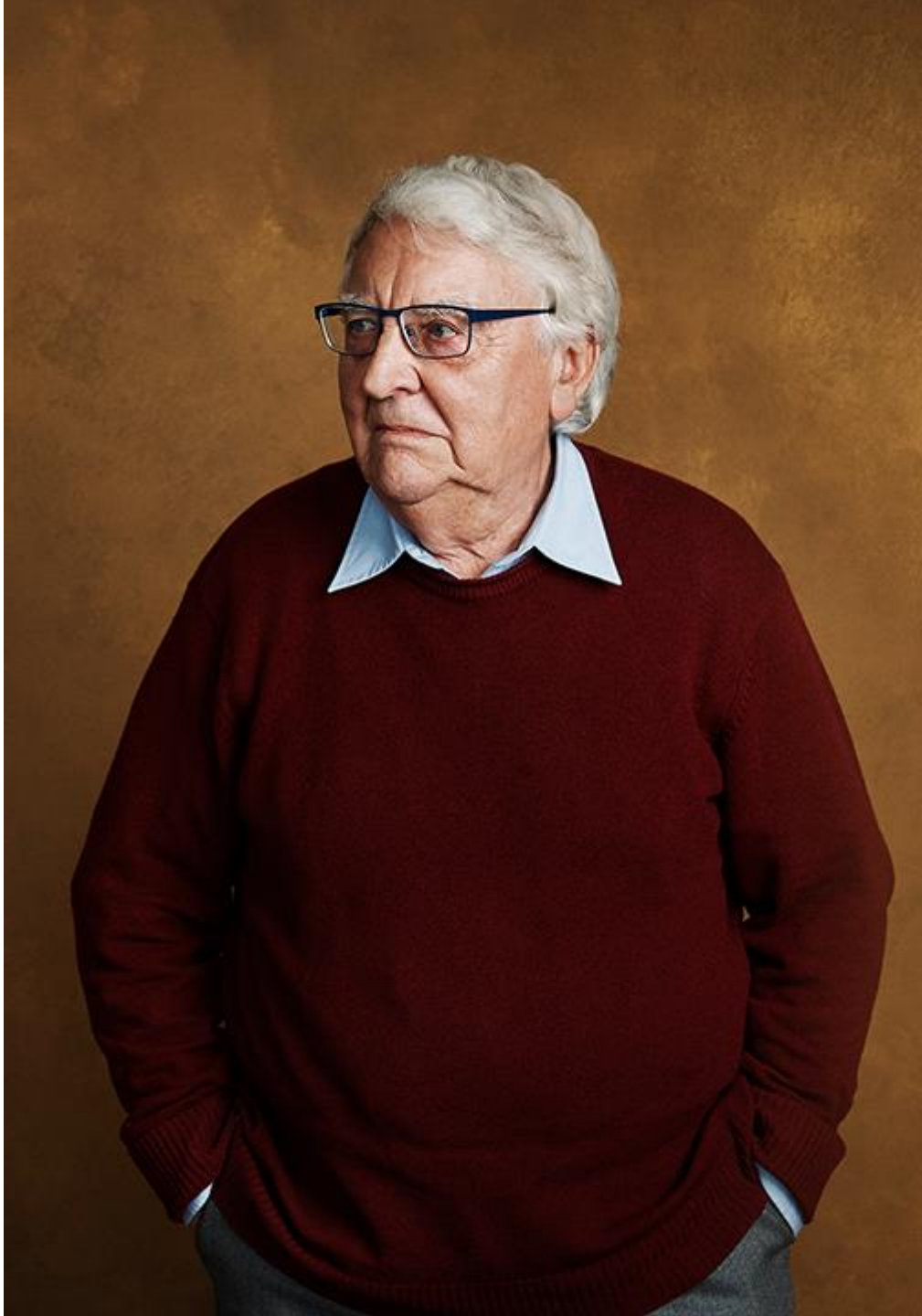
[1] NHS, Loneliness in older people, 2018
[2] NHS, Loneliness in older people, 2018
[3] iNetwork, Loneliness: A hidden killer, 2016



COMMUNAL FACILITIES.

The following communal facilities are proposed to be provided in the Guild Living Community. All of these amenities will provide Guild Living members with a wide range of activities to participate in, as well as opportunities to socialise with others:

- Members' Lounge
- 24/7 Care Facilities (inc. care, clinical support and treatment rooms)
- Restaurant, Café, Bar & Private Dining
- Multi-Purpose Room
- Occupational Therapy Centre
- Gymnasium
- Arts & Crafts Room
- Members' Workshop
- Children's Play Area (indoors & outdoors)
- Children's Nursery
- Communal Gardens & Outdoor Areas
- Commercial Spaces



PHYSICAL HEALTH.

Guild Living's plans will deliver a number of physical health benefits. Current Council data shows that 25% of people (9,020) aged over 65 in Hillingdon believe their day-to-day activity is limited by a large amount.[1]

An underlying challenge for activity in older people is the increased risk of incident or fall. In 2017/18, 335,000 older people were admitted to hospital due to falls. Many with deteriorating physical health need to downsize and reduce the pressures of living in a family home but have nowhere to move which provides the perfect fit between community and care. In response, Guild offers three care accommodation options, based on the needs of the individual:

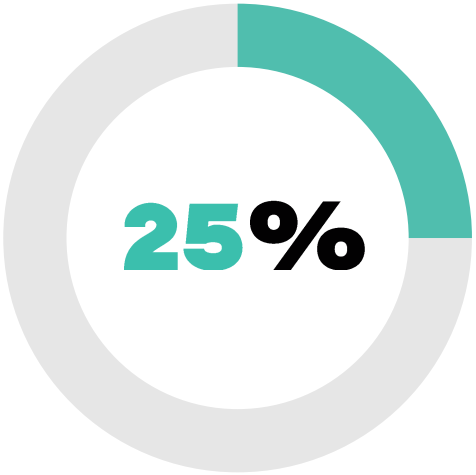
Guild Living Residences: Guild Living Residences represent Guild's core accommodation offering. The Guild Living Residence provides a place where people can move to at an earlier stage in their lives, knowing their care needs will be provided for. Above all, these members value their personal wellbeing, their families, friendships and community connection, and appreciate that living within a Guild Living Residence enables them to live independently, for longer.

Guild Care Residences: Guild Care Residences provide the vibrance, activity and social connection from the wider Guild Living Community, within an environment purposefully designed to enable a seamless delivery of domiciliary care services. Those who choose to live in a Guild Care Residence may seek to receive higher level domestic or care support or remain closer to a partner who may have higher care requirements.

Guild Care Suites: Care Suites are available within every scheme; communities designed to offer 24-hour care services, dining rooms and kitchens, lounges and gardens for the delivery of care services. Guild Living will ensure that care will be provided in a homely environment, allowing them to maintain their independence through dedicated care provision which will focus on retaining their balance, strength and independence.

The benefits of such a community is clear to see. Based on a report from Lancaster and Aston Universities, living in an Extra Care community:[2]

- Reduces the chance of falling by **18%**
- Increases the amount of exercise undertaken by **75%**
- Community residents are **80%** less likely to enter hospital than their counterparts living at home.



of 65+ y.o. people in Hillingdon believe their day-to-day activity is limited by a large amount.

[1] London Borough of Hillingdon, *Older people in Hillingdon: health and long term illness*, 2014

[2] Aston/Lancaster Universities, *Measuring Outcomes for Healthy Ageing*, 2019

REDUCING PRESSURE ON LOCAL SERVICES.

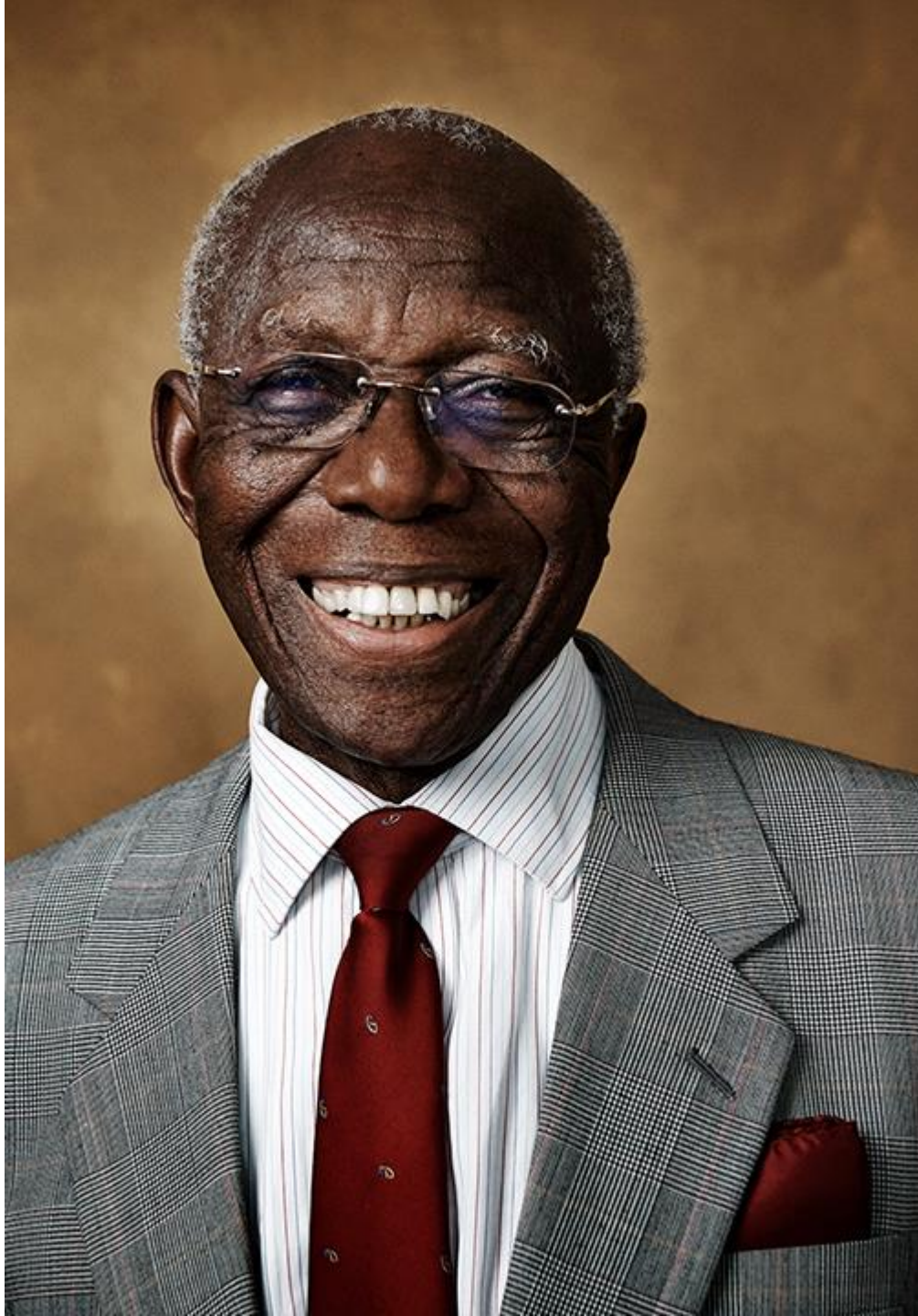
According to Council records, there are nearly **5,000 people** aged over 65 in Hillingdon who live with everyday problems associated with physical and mental health.[1]

A dedicated later living facility which is designed to ensure members are able to live independently for longer will reduce pressure on local health and social care services.

Research has shown extra care communities:

- **Reduce visits to the GP by 50%**[2]
- **Reduce the chances of a hospital over-night stays by 80%**
- **Reduce overall NHS spend by as much as 40%**[3]
- **However, inappropriate housing for those over the aged of 55 will cost the NHS an extra £1bn per year by 2041**[4]

[1] London Borough of Hillingdon, *Older people in Hillingon: health and long term illness*, 2014
[2] Biomed Central Geriatrics, *The association between living along and health care utilisation in older adults*, 2018
[3] WPI, *Healthier and Happier*, 2019
[4] RIBA, *A home for the ages*, 2019





PROVISION OF CARE.

Supporting holistic wellbeing.

Guild Living recognises that, in order to achieve and maintain overall wellness, we must look holistically at all aspects of wellbeing: **emotional**, **cognitive**, and **physical**.

By taking this holistic approach, we will not only support the individual's lifespan – but also their health span for a long, happy and independent later life.

In a Guild Living Community, care will be provided to all members in each of the three options of accommodation outlined above, our team can support an extensive level of care depending on the individual's needs – through a tailored programme that is unique for each person to maximise their independence through later life.

HEALTH PROVISIONS FOR LOCAL PEOPLE.

To support the local community and health and social care providers, Guild Living want to understand the issues community stakeholders are facing.

Our vision is to support the community. This may be through providing accessibility or physical space for healthcare partners (such as GPs, a branch of the Hillingdon Hospital team, local charities, etc.) or as part of a connectivity programme.

As a later living community, Guild Living will look to cater primarily to stakeholders related to older people and their issues – such as respiratory specialists, physiotherapists, and diabetes teams.



FREEING UP HOMES FOR LOCAL PEOPLE.

THERE ARE NEARLY 13 MILLION OLDER PEOPLE LIVING IN UNSUITABLE HOUSING.

Association of Retirement Community Operators, '*Too Little, Too Late?*', 2020

Freeing up homes for local people.

The average property value in Hillingdon currently stands at around £450,000, nearly double the national average of £230,000 (according to Zoopla, 2020).

The lack of specific housing for older people contributes to this and makes it very difficult for local families to stay in the area long term.

If older people were given the opportunity to downsize to a desirable, purpose-built later living community, family houses in the area are freed up, allowing wanting to start on the property ladder to purchase their first home.

This idea has been gaining traction in recent months, for example:

- In July, John Slaughter wrote in *Conservative Home* about the benefits of housing for older people would have across the economy
- In August, *The Telegraph* reported that a retirement home boom could help millennials finally get on the housing ladder, helping to resolve the current crisis.

Guild Living's proposals are about providing the ideal place for older people who want to downsize (of which we know there are many) but by doing so, it will also help others across Hillingdon – from those looking to buy their first house, to families wanting to upsize.

ATTRACTING LOCAL BUYERS.

ATTRACTING LOCAL BUYERS.

We are aware of the desire in Hillingdon to see local residents moving into the Guild Living Community to ensure they benefit from the development.

To attract local buyers, Guild Living has announced its 'Hillingdon First' package, secured through S106 contributions, including:

- **£1,500** towards legal fees
- **£2,000** contribution toward removals and moving charge
- Guaranteeing **20%** of Guild Living Residences will only be available to Hillingdon residents

Since the early stages of the project, Guild Living have sought to attract Hillingdon residents by ensuring that the accommodation is priced so that **90%** of home-owning Hillingdon residents in a 5km radius of the site will be able to afford the accommodation.

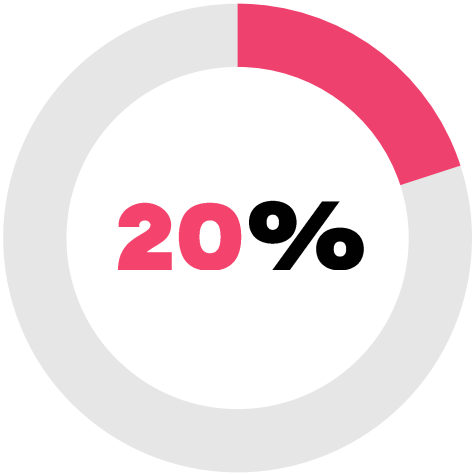
It is expected that **80%** of accommodation will be taken by residents already living in the Borough.

Guild Living is also looking to offer financial incentives to Hillingdon residents giving them more reason to downsize and stay local.

Those incentives include a financial contribution of **£1,500** for legal fees and removal allowance of **£2,000** to allow older people to not be put off by extra costs which can make moving a stressful and drawn-out process.

Most importantly, Guild Living will also guarantee that for 12 months following the first sale**, 20%** of all Guild Living Residences will only be available to purchase for those living within the Borough.

As partners of Guild Living, Legal & General will be conducting financial checks to confirm those who are looking to move into a Guild Living Community will have enough assets to ensure they remain comfortable and lessen the risk of members having to move out in their later years when they are no longer able to afford the upkeep. Guild Living believes this will remove the possibility of members having to rely on Council-ran services in their later years.



of Guild Living Residences will only be available to Hillingdon residents for 12 months.

BOOSTING UXBRIDGE TOWN CENTRE.

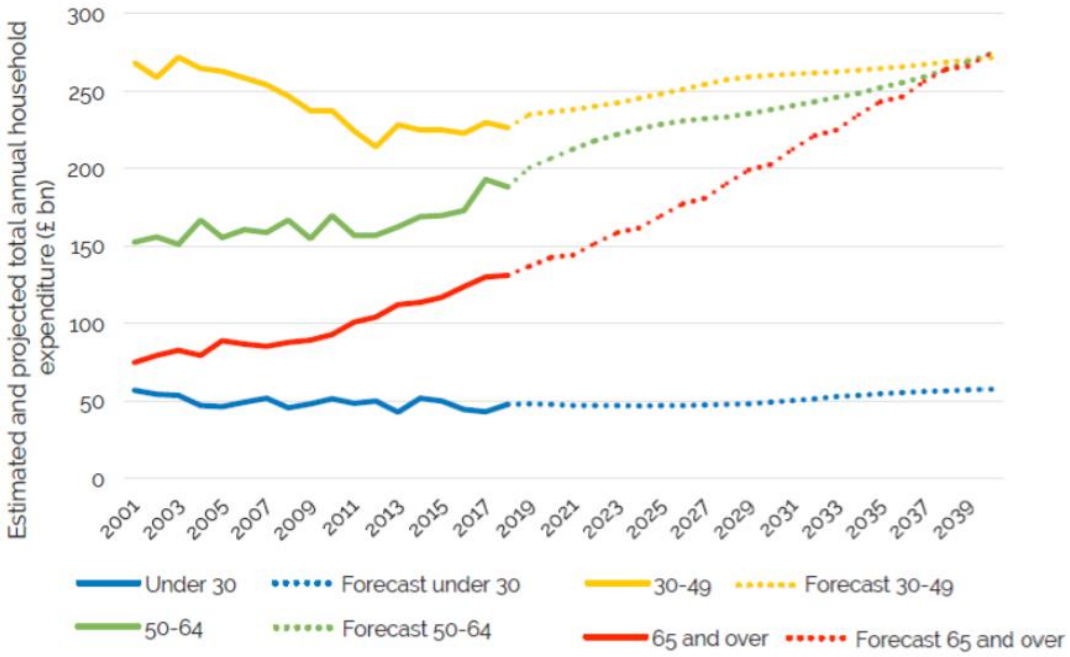
BOOSTING UXBRIDGE TOWN CENTRE.

Guild Living believes that a critical and simple way to revitalise town centres is to give older people the opportunity to live in the heart of our towns. In Uxbridge, having a later living community within less than half a mile of the town centre is central to this. Being supported by a car share scheme and a minibus transport system, Guild Living members will be able to make the journey into Uxbridge centre daily, allowing them to spend time and money in local shops, restaurants, cafes and more.

The benefits that the Guild Living Community can bring to Uxbridge are therefore huge, with older people's contribution to the local economy being more valuable than ever.

As the graph, right, suggests:

- **Total spending for households aged 65 and over is likely to rise from 54% in 2018 to 63% by 2040**
- **Total household spending is expected to increase for people aged over 65 from £75bn to £275bn across the same period**



2001 – 2040: total household spending by age group[1]

[1] International Longevity Centre UK, Maximising longevity dividend, 2019

BENEFITS FOR HILLINGDON RESIDENTS.

LOCAL RESIDENT BENEFITS.

The most important part of Guild Living's ethos is complete integration with the wider local community.

Whilst Guild Living will focus on the needs and requirements of its members, it will create an open and welcoming environment, attracting older people from across the Borough who may be interested in using some of the communal facilities.

Make no mistake, the Guild Living Community is a community for all.

The full list of opportunities for Hillingdon residents within the Guild Living Community is presented below:

- Restaurant, Café, Bar & Private Dining
- Multi-Purpose Room
- Occupational Therapy Centre
- Beauty Salon including Hair & Nails
- Children's Play Area Indoors & Outdoors
- Children's nursery
- Communal gardens / outdoor areas
- Commercial spaces



BY BUILDING MORE RETIREMENT PROPERTIES, WE CAN TAKE A STEP TOWARDS UNBLOCKING THE HOUSING MARKET AND ULTIMATELY HELP FIRST-TIME BUYERS ONTO THE LADDER.

AT THE SAME TIME, WE WOULD MAKE PROGRESS TOWARDS ENSURING THAT VULNERABLE OLDER PEOPLE ARE HAPPIER, HEALTHIER AND BETTER PROTECTED AGAINST FUTURE PANDEMICS.

Damian Green MP, The Telegraph, '*A retirement home boom can help millennials finally get a foot on the ladder*', 2020.


GUILD LIVING
THANK
YOU.