



LATERLIVING

24 JUNE 2021 • ONLINE EVENT

Formerly RETIREMENT LIVING

Unlocking the potential of the later living market

Secure your online seat today and take part in this game-changing conference that will unlock the opportunities and highlight the big issues reshaping retirement properties in the wake of Covid-19.

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events

Join the headline acts Christopher Pincher, Housing Minister plus best-selling author and TV presenter Richard Osman, who reflects on his own experience of visiting an affluent retirement village. Watch them take the stage to share their views on the only UK property event focused on later living.



Keynote Speakers



Christopher Pincher, Minister of State for Housing

Christopher has been the Minister of State for Housing since February 2020, with a specific focus on planning reform, supporting the housing market and home ownership among his wide departmental brief. He also supports the Minister of State for Building Safety by answering for the Government in the House of Commons on building safety matters.



Richard Osman, TV presenter, producer, comedian, and writer

Richard is best known as Alexander Armstrong's sidekick on BBC1's hit quiz show, Pointless, a show he actually created. He also presents Richard Osman's House of Games for the BBC, while the first in his murder mystery book series, The Thursday Murder Club has received rave reviews and published around the world - the second book in the series is eagerly anticipated for September 2021. Richard's first book was inspired by his visit to a retirement village and we'll be asking him what he chose to provide for his fictional residents and why?

Agenda - Thursday 24 June 2021

09:00 **Registration**

09:30 **Welcome**
Mark Easton, Home Editor, BBC

09:35 **Keynote presentation - 20 years on... what next for Housing for Older People?**
Speaker: **Christopher Pincher**, Housing Minister



As we reflect on 20 years on from the Housing for Older People's Strategy, what future policy can the sector expect? Will policy change on a wider scale to support demand for older people housing? And what reforms across planning, social care and finance, are needed to support growth?

09:45 **What older people want from their later years and what they don't want!**
An interview with **Tricia Cusden**, Founder & MD, **Look Fabulous Forever**



10:30 **Networking break**

10:50 **Presentation - The market outlook for the later living sector**
The pandemic has sped up change in real estate and investors are looking to disinvest from their core

10:50 portfolio into alternatives. Coupling this with the vast under supply to meet the needs of the ageing population, we'll explore what investment changes could mean for the later living sector, set out the market outlook for the year ahead and beyond, and examine national and regional opportunities.



Lauren Hetherington
Associate Living Capital
Markets Healthcare
JLL

11:10 **Panel - If we build it, will they come?**

How can we shape the image of senior living as an aspirational destination point?

The baby boomer generation are starkly different to 'the silent generation' before them, an affluent generation with a preference for the finer things in life. But what does that mean for their later life priorities and how have these changed as we emerge from the pandemic? How can the sector showcase their diverse offering and shift perception of later living?



Will Bax
Chief Executive
Officer
Retirement Villages Group



Jason Leek
CEO
Riverstone Living



Anna Kear
CEO
Tonic Housing



Ann-Marie Aguilar
Senior Vice
President EMEA
International WELL Building Institute

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11:40

Break

12:00

Panel - No one size fits all: delivering flexibility & diversity of choice

How can the sector ensure it has the right investment models to support growth? Customers want a suite of options from rental to shared ownership. As leasehold reform brings an end to ground rent, what could the shape of the market look like in the future?

Opening presentation:



Speaker:
Michael Voges
Executive Director
ARCO

Panellist:



David Whiteley
Director
Whiteley Consultants



Honor Barratt
Managing Director
Birchgrove

12:30

Presentation - Smashing Stereotypes



Speaker: **Crispin Reed**, Director of Strategy and Business Development, **Hunter Design**

Drawing on insights from a book he co-authored, titled 'The 7 Myths of Middle Age - Implications for Marketing and Brands', Crispin will share some observations on how to market more effectively to the 'experienced generations' as he prefers to call them.

Topics covered include:

- Why businesses miss a big commercial opportunity by often defaulting to a definition of 'over-50s'
- How academia has given us an insight in to the reasons behind this - why we're wired to stereotype people and the dangers of stereotyping older generations
- Myths surrounding middle age and why they need to be shattered including the trope that digital engagement amongst the 'experienced generations' is low

The presentation concludes with specific suggestions for how to leverage the implications for brands, gain better insights and market more effectively. It is supported by a blend of real-market examples, primary research findings and academic insights.

13:00

Lunch

14:00

Learning from Covid-19 to build a vibrant later living sector



Speaker: **Jon Tonkiss**, CEO, **McCarthy Stone**

14:30

Panel - Investment and opportunity

Panellists:



Deepesh Thakrar
Senior Director - Debt Finance
Oak North



Kevin Beirne
Director of Retirement
Octopus Real Estate



Andrew Ovey
Head of Healthcare
AXA IM Alts - Real Assets



Gavin Eustace
Founding Partner
Silbury Finance

15:00

Afternoon refreshments

15:15

In conversation with...Richard Osman



TV presenter, producer and best-selling author of *The Thursday Murder Club*, Richard joins us to reflect on his own experience of visiting an affluent retirement village, the inspiration for his first book.

15:35

Concurrent roundtable discussions

Choose from one of the roundtable hot topic discussions that will run concurrently. These sessions will be hosted by our skilled and charismatic speakers mediating each roundtable. Please note, there will be a capped amount of people attending each session, so make sure you check through the topics below and choose the most suitable for you. This is on a first come, first served basis!

- 1. Technology Transforming the Aging Process**
Hosted by: **Mark Wilkinson**, Partner / Residential Sector Lead, **Hoare Lea**
- 2. Speed, sustainability and savings: Is offsite manufacturing the answer to challenges in later living?**
Hosted by: **Paul Foster**, Executive Chair, **Castleoak**
- 3. Delivering flexibility and choice**
Hosted by: **Michael Voges**, Executive Director, **ARCO**
- 4. Unlocking the retirement opportunity in a post pandemic world**
Hosted by: **Kevin Beirne**, Director of Retirement, **Octopus Real Estate**

16:25

Break

16:45

Case Study - UK's first net-zero village



Jamie Bunce, Chief Executive Officer, **Inspired Villages**

With the gap between supply and demand continuing to grow, the sector needs to find more innovative ways to secure investment. The panel will explore the banks' appetite for investment and debt in later living models and the dynamic within the sector; as well as consider how to exit once a portfolio of buildings has completed, what are the conditions and the return?

17:00

Panel - The journey to a more sustainable future

From responsible business to consumer appetite, how should the sector move forward with the pressing issue of sustainability and what does good look like? As investors and consumers continue to show a preference for positive impact and legacy, and carbon neutral communities take shape, we consider what the Environment Bill will mean for development in general and specifically for the later living sector. What do developers and operators need to consider as they move forward on their net zero journey?

Panellist:



Claire Petricca-Riding
National Head of Planning and Environment
Irwin Mitchell



Mark Wilkinson
Partner/
Residential Sector Lead
Hoare Lea



Jamie Bunce
Chief Executive Officer
Inspired Villages

17:30

Chair Closing Remarks



Speaker: **Mark Easton**, Chair Editor, **BBC**

17:35

Online networking

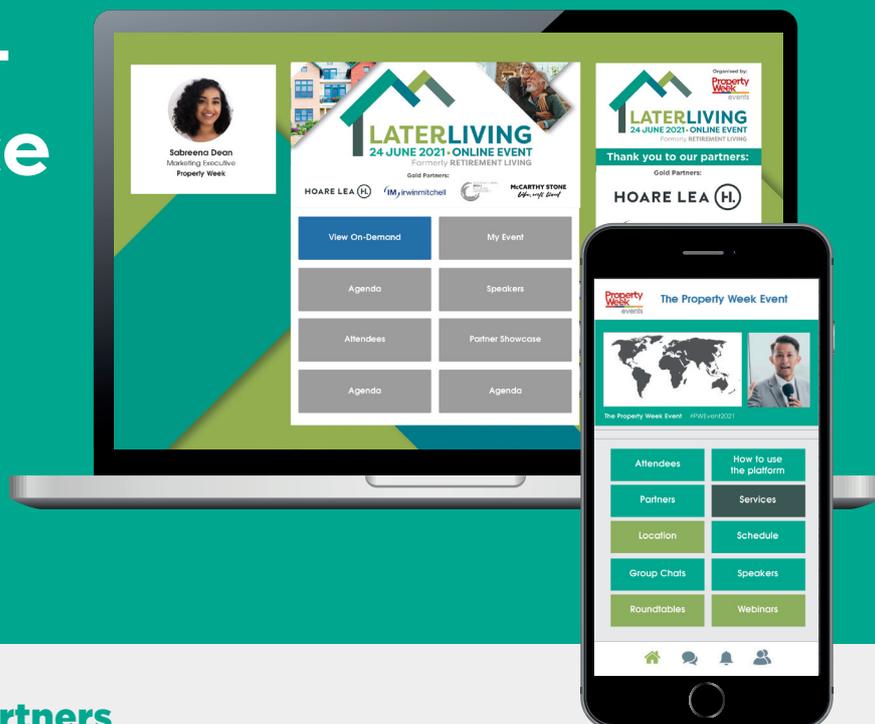
18:00

Conference closes

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www.hoarelea.com



We are proud to work with clients who are creating retirement homes and communities, and in doing so, are changing lives for the better. At Irwin Mitchell our retirement living business lawyers work alongside our private wealth later life planning experts – which means we not only understand your business, but also your customers. We believe this combination gives us a unique insight into the challenges, as well as the rewards of building a successful retirement living business. Share your ambitions with us and we'll help you make them happen within this fast growing market and rapidly changing legal landscape.

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www.wellcertified.com



McCarthy Stone is the UK's leading developer and manager of retirement communities. It operates all developments built since 2010, providing peace of mind that it will look after customers and their properties over the long term. McCarthy Stone employs 1,600 people in its Services division providing care and support for c.20,000 older people across c.450 retirement communities nationwide, including 100 Extra Care developments. Its commitment to customer service continues to be recognised; in March 2021, it received the full five star rating for customer satisfaction from the Home Builders Federation for the sixteenth consecutive year.

www.mccarthyandstone.co.uk

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Single ticket £295.00 +VAT
Group of 2 online conference tickets £445.00 +VAT

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