



Management teams spotlight: Steering the future of the retirement housing living

- 1. Origins and Growth:** Birch Grove, a senior living community, started as a community-led initiative addressing the housing and care needs of older LGBT individuals. It received initial funding from the Mayor of London, emphasizing the importance of the social vision. The company has grown steadily with a focus on transparency with equity and debt partners.
- 2. Experience and Learning:** The conversation highlighted the diverse experiences of the panelists, including Anaa's background in real estate, Jamie's journey from retail development to senior living, and Dan's focus on investing in people. They emphasized the importance of learning from mistakes, investing in employees, and maintaining a strong culture.
- 3. Investor Relations:** The role of investors in shaping the direction of the company was discussed, with varying experiences ranging from social impact investors to private equity. The panelists stressed the importance of aligning with investors who share the company's values and vision for long-term growth.
- 4. Market Dynamics and Care Journey:** The discussion touched upon market trends such as the increasing age of residents and the role of rental models in filling gaps left by traditional care homes. Both Birch Grove and Inspired Villages offer care options, with a focus on providing non-regulated care in-house and partnering with domiciliary care services for regulated care needs.
- 5. Future Outlook and Challenges:** Looking ahead, the panelists emphasized the need for continued collaboration within the sector and a focus on maintaining strong management teams. They discussed challenges such as the balance between growth and maintaining a supportive culture, as well as the potential for consolidation in the market.

