



Addressing the mid-market gap and affordability

- 1. Focus on Mid-Market Housing Gap:** The discussion highlights the significant gap in the mid-market segment for appropriate housing options for older individuals. While luxury retirement villages and social housing exist, there's a need to address the middle ground where people can downsize to suitable accommodation.
- 2. Shared Ownership Model:** The concept of shared ownership for an aging population is proposed as a solution to the affordability challenge. This model allows individuals to contribute a portion of the cost of housing, making it more accessible while still providing ownership benefits.
- 3. Challenges with Service Charges:** High service charges associated with retirement housing in the UK pose a barrier to affordability for middle-market customers. The discussion emphasizes the need to reevaluate service charge structures to make housing more financially viable for older individuals.
- 4. Segmentation of Housing Market:** The housing market for older individuals is segmented, catering to different age groups and needs. Understanding these segments is crucial for providing diverse housing options that suit various preferences and financial capabilities.
- 5. Local Economic Benefits of Aging Population:** The aging population isn't just a burden but also contributes positively to the local economy. Older individuals are consumers, carers, employees, and entrepreneurs, highlighting the economic value they bring to communities.

