



what  
next?  
2019

10 & 11 July 2019, London

## ARCO 2019 Housing-with-Care Conference Agenda Outline: 10 July

The largest gathering of key decision makers in the UK's Retirement Community sector

### RISK, REWARD, RESPONSIBILITY

*This year's conference will look at how new business models are redefining the distribution of risk, reward and responsibility in the retirement community sector. Three separate sessions will look at different aspects of this formative shift in emphasis:*

#### **Consumer perspectives on risk and deferred fees**

Drawing on exclusive focus group research conducted by ARCO, this session will look at attitudes towards event fees in return for higher levels of certainty, how relatives perceive the deferred fee model, and the importance of keeping ongoing charges low for 'asset rich but cash poor' older people in the UK today.

- **Michael Voges**, Executive Director, **ARCO**

#### **Aligning funding, long term returns and the customer proposition**

Successful organisations in the retirement community sector need to be based on long-term, operational business models providing great and sustainable services to customers. This session will look at the underlying financial and operational mechanisms required to bridge property investment and long-term service delivery.

- *Speaker to be announced*

#### **Challenges and opportunities for the industry**

A high-level panel of sector leaders will discuss how the focus on operational models requires a shift in emphasis, highlighting both the challenges but also the opportunities presented by this model.

- **Nick Sanderson**, Chief Executive, **Audley Group**
- **Phil Bayliss**, CEO of Later Living, **Legal & General**
- **Nigel Sibley**, Chief Executive, **LifeCare Residences Ltd**
- **Rob Whetton**, Deputy CEO & Finance Director, **St Monica Trust**

### RETIREMENT VILLAGES? RETIREMENT CITIES!

Continuing on our topic of introducing UK audiences to insights from overseas, we will hear about approaches to ageing in China and South East Asia. With 'retirement cities' of 5,000+ units being developed in the region, what lessons can we learn for the UK sector?

- **Janice Chia**, Founder and Managing Director, **Ageing Asia Alliance**

## HEATH SPANS VS. LIFESPANS – THE THIRD HEALTHCARE REVOLUTION

Delving into The Optimal Ageing Programme, Sir Muir Gray deliberates on: Live Longer Better – the end of retirement; Don't Worry about Ageing; How to live longer better; The implications for society; and Increasing activity joyfully.

- **Sir Muir Gray** (Keynote Speaker), Director, the **Optimal Ageing Programme**

## MAPPING THE 'CARE' IN HOUSING-WITH-CARE

How much care is provided in 'housing-with-care' schemes? How important is it for the customer? How does care delivery work from a business perspective, and where is regulation of care in retirement communities heading? This session will combine the latest intelligence on care delivery with exclusive insights into internal ARCO research with members on volumes of care hours, take up and how long it takes to reach breakeven points on care delivery.

- **Shandi Petersen**, Deputy Director, **ARCO**

## IT'S A PEOPLE BUSINESS – BUT WHERE ARE THE PEOPLE?

The quality of the general manager and staff are the key ingredient for running a successful retirement community. With challenging recruitment conditions in the service and care sectors, retirement community operators will need to be creative when it comes to shaping their workforce of the future.

This panel session will bring together views from operators, recruitment experts and retirement community managers.

- **Jane Ashcroft**, Chief Executive, **Anchor Hanover** (chairing)
- *Further panellists to be announced shortly*

## RETIREMENT COMMUNITIES: THE LOGICAL NEXT STEP FOR CARE HOME OPERATORS?

Care home operators are increasingly looking at the retirement community sector to provide an offer for people with lower support needs. In this session, we'll hear how Hallmark Care Homes are approaching their entry into the market.

- **Avnish Goyal**, Chair, **Hallmark Care Homes**

## THE MIDDLE MARKET AWAKENS

One of the most eagerly anticipated developments in our sector has been Audley Group's Mayfield Villages, who will build and operate large privately funded 'mid-market' retirement communities. This session will look at the extensive research on customer insight and product development that informed the Mayfield DNA.

- **Katherine Rose**, Group Marketing Director, **Audley Group**

The conference will conclude with the sector's largest social gathering in the form of ARCO's Annual Drinks Reception.



Setting Standards for  
Retirement Communities

The ARCO Annual Conference

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