



Setting Standards for  
Retirement Communities

# Integrated Retirement Community *at Two*

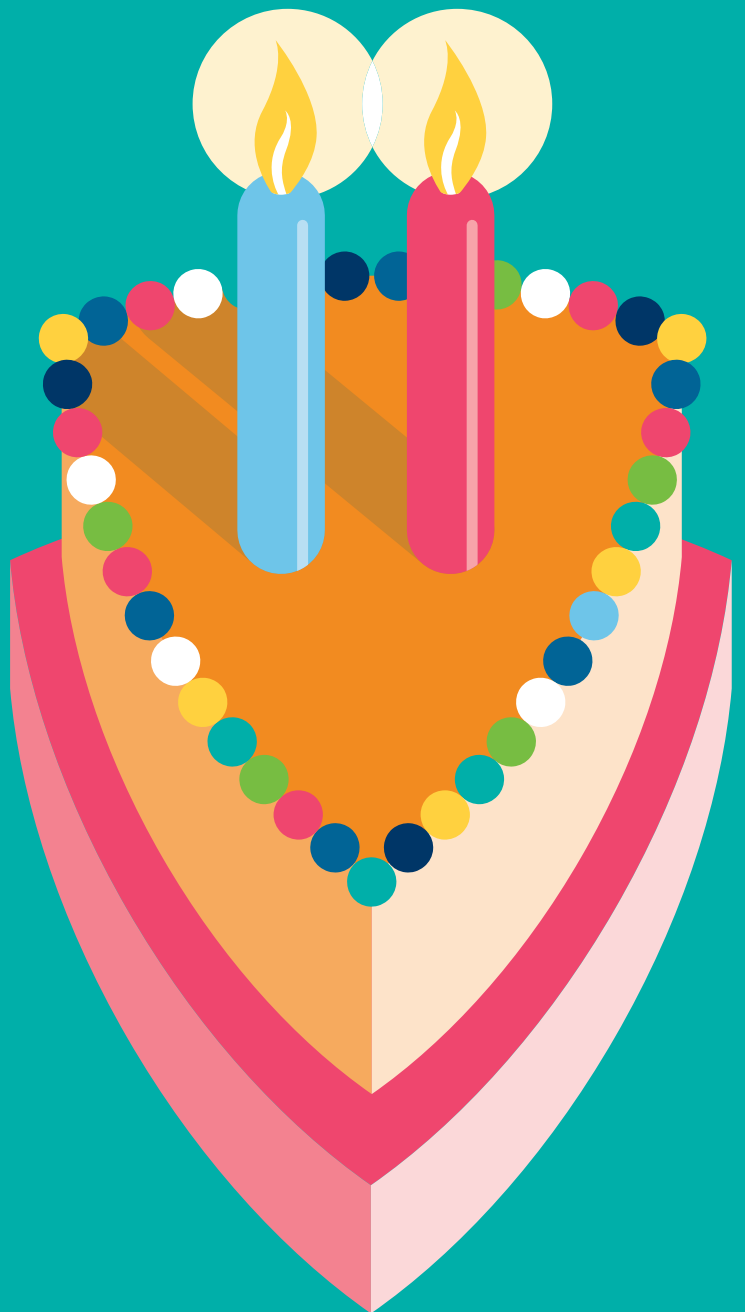
## It's growing fast!

In November 2021, operators of modern Housing-with-Care schemes launched a new term to describe what they provide:  
**Integrated Retirement Community**

**These are specialist housing schemes for older people in which:**

- Everyone has their own front door, kitchen and bathroom
- 24/7 on-site support is available
- Wellbeing and leisure facilities are provided, as well as restaurants and cafes
- CQC registered care can be given in people's homes, if required.

**ARCO (Associated Retirement Community Operators) is the main body representing the UK Integrated Retirement Community sector.**



## Why was a new name required?

### To help older people!

Historically, a confusing range of terms were used such as Close Care, Independent Living and Supported Living Accommodation.

This made it harder for older people and their families to distinguish **Integrated Retirement Communities** and avoid confusing them with care homes, sheltered housing and traditional retirement housing run by third-party property management companies.

For example, research published by ARCO and Later Life Ambitions in 2020 found that **51%** of the public associated retirement housing with an 'Old People's Home' or 'Nursing Home', despite these being far removed from a modern Integrated Retirement Community.



## How was 'Integrated Retirement Community' chosen?

ARCO conducted research into potential terminology. We listened to the views, aspirations and wishes of **600 older people**, as well as ARCO members and stakeholders.

Results of this research showed that people most preferred '**Integrated Retirement Community**', a term they feel best describes the holistic nature of their sector's provision.

## What has happened since the new term was adopted?

- In the last two years**, adoption of the **Integrated Retirement Community** name has grown faster than ARCO ever anticipated.
- Integrated Retirement Community now yields over **14,000** results on Google. Usage of the term has increased by over **250%**.
- Over 100 UK organisations** have used the term Integrated Retirement Community. Most of these are not members of ARCO, underlining the broad appeal the term has.
- The term has also been featured **over five hundred times** in reports from UK news outlets, just in the last two years.

## Who is using 'Integrated Retirement Community'?

The term has been used across specialist and mainstream national media, including **BBC News**, **The Times**, the **Daily Mail** and **The Telegraph**.

'**IRC of the Year**' is a category at HealthInvestor's annual awards for the property sector, and the Retirement Living Awards have two awards specifically for '*Outstanding Integrated Retirement Communities*'.

The terminology has also been used by online advice and search portals related to retirement, such as Lottie and Autumna.

The term is widely used in planning applications for new Housing-with-Care schemes.

## Some organisations using Integrated Retirement Community

Autumna	Gaunt Francis	Mondaq
BBC News	Gowling WLG	Octopus Real Estate
Birmingham Chamber of Commerce	Healthcare Markets	Pinsent Masons
BNP Paribas Real Estate	Home Care Insight	Property Week
Care Management Matters	Housing LIN	Property Wire
Care Talk	House of Lords	Savills
Caring Times	Housebuilder & Developer	Tetlow King
CBRE	Housing Quality Network	The Daily Telegraph
Daily Mail	Housing Today	The Lawyer
Department for Health and Social Care	Inside Housing	The Senior Move Partnership
Department for Levelling Up, Housing and Communities	JLL	The Times
	Knight Frank	Travers Smith
DLP Planning	Life 3A	Trowers & Hamlins
Fabian Society	Lottie	Wolverhampton City Council

For more information on ARCO, visit: [www.arcouk.org](http://www.arcouk.org)

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