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# Homeshare UK

## Strategic advice and support

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# What is Homeshare and why should you develop it?

**Homeshare brings together two unrelated people to share a home for mutual benefit. During 2020, our network of 20 delivery organisations supported over 1000 people to Homeshare. Developing Homeshare provision is an effective solution for statutory and third sector organisations looking to:**

- Address the loneliness epidemic
- Help older people to live independently and for longer in their own homes
- Offer more affordable and good quality accommodation for young professionals, students and low-paid workers.

Typically, an older Householder with a room to spare is matched carefully with someone needing low-cost accommodation who can provide an agreed amount of support in exchange. The type of support offered includes help with daily tasks such as shopping, cooking, cleaning as well as companionship and the reassurance of an overnight presence. Older people in Homeshare arrangements have the peace of mind of having someone living with them, which provides a greater sense of security especially at night. Householders are also supported to engage and connect with their local community, which can help ease loneliness and isolation. Homeshare programmes provide no element of personal care for the Householder but can, if needed, complement existing domiciliary care packages.

*“Neither of us could have predicted that home-sharing would turn out this way. But it really has helped us both so much through lockdown. Olivia is a great companion, so kind, helpful and full of life. She’s taught me to use Zoom and FaceTime so I’m able to keep in touch with my children, grandchildren and great grandchildren. But nothing beats having someone with you.”*

Sylvia, Householder in London

**If there is no local Homeshare provision in your** area you should consider Homeshare as a highly effective alternative approach to supporting older people to live longer in their own

homes, reduce reliance on other statutory services and to offer a practical alternative housing solution for people who want to give something back to their local community.

Homeshare is still relatively small in the UK but continues to grow steadily year on year. Participants, both young and old, reported reduced anxiety, isolation and loneliness and improved health and wellbeing. Both participants report significant financial benefits, including savings on rent, food and utilities, savings on buying in weekly help with cleaning, gardening, help with shopping and transport

The Homeshare model has proven and wide-ranging benefits for participants which include:

- Homeshare arrangements ensure an older person receives practical support with everyday household tasks, which helps them to maintain their independence and reduce or delay the need for residential care or day service support.
- Homeshare participants spend regular time together, which reduces feelings of isolation and loneliness in older people.
- Homeshare arrangements provide older people with a sense of security by having someone else in their home at night and reassurance to family members who live far from family.
- Homeshare arrangements offer much more affordable, and higher quality housing for Sharer's, than private rented sector accommodation.
- Homeshare participants are matched for suitability and allow Sharers to live in a home rather than with strangers whilst also giving back to society.

## Shared Lives Plus - the UK Shared Lives and Homeshare network



We are the only national charity and membership body for the Shared Lives and the Homeshare sector. We are the leading experts in Homeshare development across the UK and run a rapidly growing Homeshare network of 20 members. More organisations are on the road to join us. We use our expertise to provide advice, support, training and guidance on the growth and development of Homeshare and share best practice approaches through our member communities of practice. We are a trusted partner of government and regulators, who draw on our guidance during inspections.

Our goal is to develop and support Homeshare programmes that reach more people. We want to expand Homeshare provision to a broader range of individuals, including people with mental health problems, older people and their family carers, and disabled people in transition.

***“Gabby has been living with me for over a year and Homesharing is working really well. She’s a super cook and great company. I enjoy our chats together over a meal in the evenings and she’s very helpful with things I can’t manage around the house.”***

**Margaret, householder, Novus Homeshare**

## Strategic Advice offer:

We offer bespoke Homeshare strategic advice tailored to your needs. Our Strategic Advice offer focuses on three critical areas to ensure safe and effective Homeshare development.

### Offer 1: Homeshare programme feasibility study:

**A detailed exploration of your local area and demographics, which provides the basis for a Homeshare business case.**

We utilise a range of methodologies including desk-based research, data analysis, Acorn demographic profiling, focus group sessions, surveys and deep-dive interviews. Our established approach develops a detailed and multi-faceted insight into the feasibility of developing a Homeshare programme. The final report will allow you to make an informed decision on Homeshare development within your area along with next steps, investment requirements and considerations. The report focuses on several critical areas:

- Overview of the potential Homeshare landscape
- Evidence of alignment with local need
- Key Challenges and Barriers
- Development of a sustainable model for your area
- Recommendations and next steps
- Set up and delivery options for a Homeshare programme.

We will also produce a series of supporting reports based on:

- Utilising Acorn demographic profiling software to understand your resident demographic population and how this may impact a Homeshare programme's feasibility
- Exploring the local housing landscape and how this will impact on the development of your Homeshare programme
- How Homeshare can complement your existing local strategic priorities and services
- Gauging the local demand for Homeshare among older people, young working adults and potential referring sources
- Using the latest best practice developments from our Homeshare network.

Cost: **dependent on the scope of your requirements** and the number of stakeholders interviewed.

## **Offer 2: Raising awareness – an introduction to Homeshare**

This half-day session is aimed at key stakeholders including social workers, health and social care professionals, social prescribers, strategic leads, commissioners and policymakers. The session introduces the concept of Homeshare and aims to develop a robust understanding of this Shared Living model for all workshop participants. The session provides attendees with the space to explore the opportunities, barriers, and solutions to ensure effective local Homeshare provision. The session aims to inspire participants to utilise their Homeshare programme, make referrals and build effective working relationships with local Homeshare providers. The workshop covers:

- An introduction to Homeshare
- How the Homeshare model works
- Best practice and Quality Assurance
- Funding Homeshare arrangements
- Benefits for people using Homeshare
- Risk management and Safeguarding
- Value for money and potential cost saving
- Referrals
- The International Homeshare landscape
- How to effectively promote Homeshare across your area.

We can also tailor sessions for family carers and people interested in being part of a Homeshare arrangement.

Sessions are delivered online or face to face depending on restrictions. The cost is **£600 per session (plus VAT), with space for up to 14 participants**. Costs are not inclusive of travel or the hire of training rooms.

## Offer 3: Setting up a Homeshare programme

One of our Homeshare development experts provides you with dedicated support over two three-hour support sessions, which focuses on the critical aspects of governance and delivery of a Homeshare. These sessions utilise our extensive experience of developing Homeshare provision, our Homeshare network UK Good Practice guidance and our Quality Framework to take the guesswork out of establishing a Homeshare programme. Our core support package covers:

- **Session 1: Understanding the national policy landscape and how it relates to your Homeshare programme.** This session focuses on understanding the legislative and policy context for Homeshare and how this applies to your programme. We will also help you to know how to run a financially viable and sustainable programme, along with the best staffing structure for your Homeshare programme.
- **Session 2: Developing practice and process.** This session focuses on critical Homeshare processes, how to deliver these effectively and the pitfalls to avoid. We cover:
  - Safe and effective recruitment
  - Vetting of Homeshare participants
  - Matching, establishing, and ending Homeshare arrangements
  - Supporting people participating in Homeshare arrangements.

We also ensure there is available time to answer any questions you may have.

All sessions can be delivered online or face to face depending on your preference and based on Covid restrictions. Costs are dependent on the level of support you require. Please note these costs do not include travel or the hire of rooms for delivery of the sessions.

### **Additional support: Marketing and communications**

Shared Lives Plus also has significant internal expertise and experience of marketing strategy and campaign delivery and is well-positioned to offer additional support in this area.

**This would include an initial session to focus on creating a targeted marketing and communications plan to launch or develop your Homeshare programme and would cover:**

- Audience overview and analysis, based on Acorn demographic data findings
- Audience behaviour and media consumption
- Brand and key messaging
- Case study development
- Timescales and delivery channels – what works well etc
- Stakeholder mapping and communications
- Future planning and activity

Cost: **Dependent on the length of the session.**

### **Delivery support:**

In addition, where there is a lack of resource or capability to deliver marketing and communications activities, we can act on behalf of your organisation to implement the strategy e.g.:

- Targeted social media campaigns
- Case study interviews and write-ups
- PR and media activity
- Launch event planning

Cost: **Day rate of £600+VAT per day**

We can also carry out additional audience profiling using the Acorn database, to help target specific demographic profiles that might be relevant to a particular area.

Cost: **£2,000+VAT**

## **Contact Us**

If you would like to discuss any of the offers outlined in this proposal or just chat more about Homeshare please contact:

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## Find out More

**[Website: www.homshareuk.org](http://www.homshareuk.org)**

**[Read real Homeshare stories here](#)**

**[Read our latest Annual Report](#)**

### **Shared Lives Plus**

**[www.sharedlivesplus.org.uk](http://www.sharedlivesplus.org.uk) [www.homshareuk.org](http://www.homshareuk.org)**

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