

Heading **Homeshare UK - strategic advice and support**

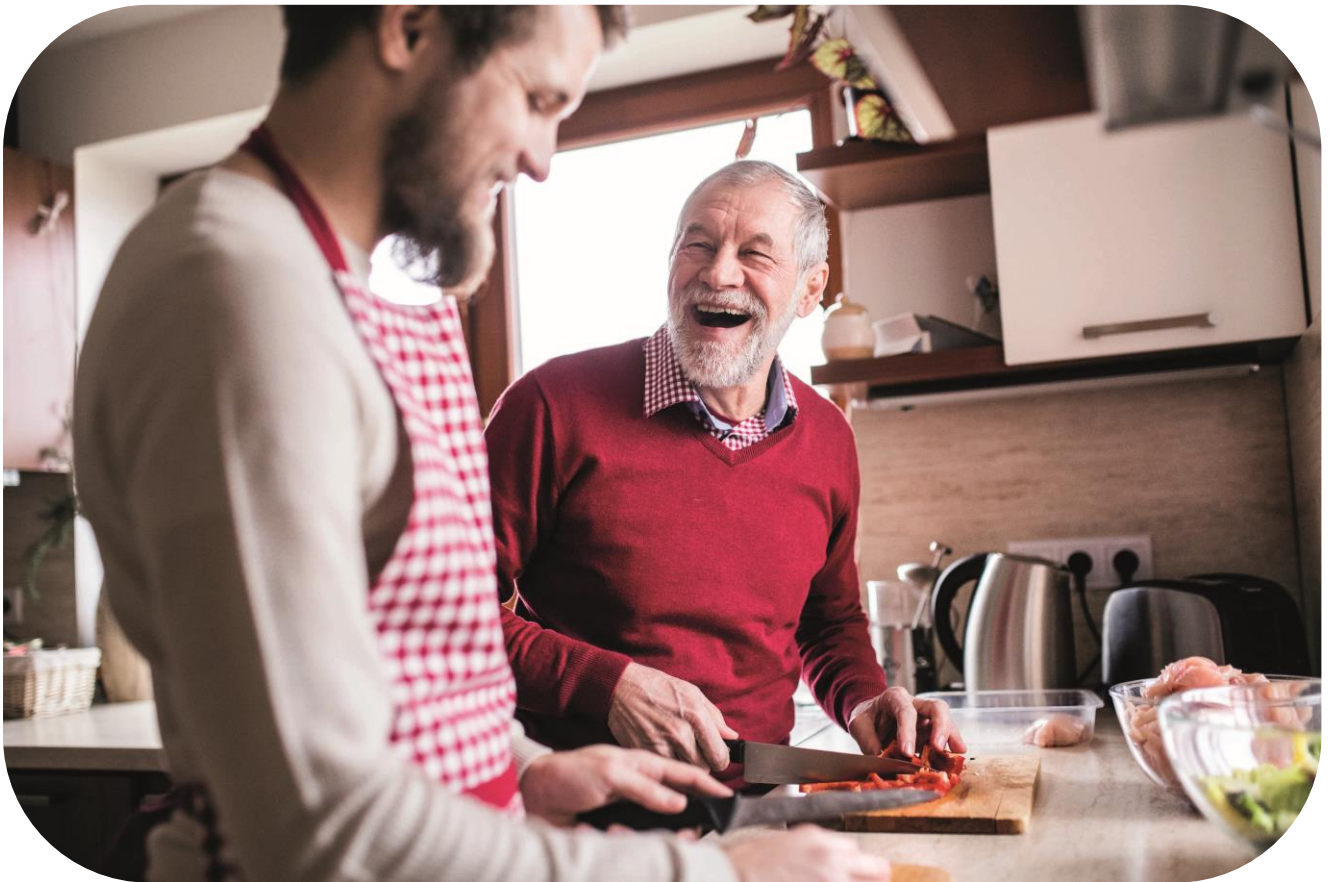




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What is Homeshare and why should you develop it?

Homeshare brings together two people to share a home for mutual benefit. Developing Homeshare in your local area is an effective solution for social entrepreneurs/community organisations looking to:

- Address the loneliness epidemic.
- Address the cost-of-living crisis.
- 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 who can provide an agreed amount of support in exchange for affordable and sociable accommodation. 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 homesharing would turn out this way. But it really helped us both so much through lockdown. Olivia is a great companion, so kind, helpful & full of life. She taught me to use Zoom & FaceTime, so I was able to keep in touch with my children, grandchildren & great grandchildren. But nothing beats having someone with you!” – **Sylvia, Householder, Homeshare Living**



Local Homeshare providers

If there is no local Homeshare programme in your area you should consider a Homeshare UK social franchise 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.

We work with socially minded individuals, community, and voluntary organisations to establish new Homeshare UK social franchises in locations across the UK that are currently not serviced by this innovative model of support and affordable housing.

We also work with local authorities and NHS commissioners who would like to fund a Homeshare UK social franchise in their area.

Benefits of Homeshare

Homeshare has a wide range of proven 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.
- 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 homesharers, than private rented sector accommodation.
- Homeshare participants are matched for suitability and allow homesharers 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 Homeshare sector. We are the leading experts in Homeshare development across the UK and run a rapidly growing Homeshare network of over 20 providers. Using our expertise we provide advice, support, training and guidance on the growth and development of Homeshare, whilst sharing best practice approaches across the network. We are a trusted partner of government and regulators, who draw on our guidance during inspections.

Expanding Homeshare

Our goal is to develop and support Homeshare programmes that reach more people and making it more accessible across the UK. We want to expand Homeshare provision to a broader range of individuals, including people with a mental health condition, 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 for local authorities and NHS commissioners

Offer 1: Homeshare programme feasibility study

A detailed exploration of your local area and demographics, which provides the basis for a Homeshare UK social franchise.

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. 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.
- Set up and delivery options for a Homeshare UK social franchise 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 programmes' feasibility.
- Exploring the local housing landscape and how this will impact on the development of a Homeshare programme.
- How Homeshare can complement your existing 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.



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 local 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 and we have space for up to 14 participants.

Costs

Please [contact us](#) for a quote on either of these offers.



Strategic advice for Homeshare UK network members

Offer 3: Localised marketing campaign

This offer is for Homeshare UK network members (organisations/individuals running a local Homeshare programme) to develop a localised marketing campaign and/or data analysis and design. This can include:

- Review of the market.
- Localised marketing strategy/plan.
- Recommendations/actions.
- Budget setting.
- Estimates and outcomes.

Costs

Please [contact us](#) for a quote on this offer.



Shared Lives Plus

www.sharedlivesplus.org.uk <http://www.homeshareuk.org>

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