

Case Study

**Inter Generations
Worcester**
**Helping people help
each other through
Homeshare**

Harry and Janice are a retired couple who remain very active and involved in their community. Janice contacted IGW after seeing our newspaper advertisement because they had hosted lodgers before and wanted to offer their help to a student looking for affordable accommodation.



Harry & Janice enjoying a barbecue cooked for them by their Homesharer James.

James had already been part of a Homeshare arrangement that ended when his householder went into a care home. Although James was uncertain about Homeshare to begin with, as he had never provided support to anyone before and didn't know how he would get on with someone of a different generation and background, he quickly found that he developed a strong bond with the householder and also with the rest of his family. Because his first match was so successful James was looking for a new Homeshare placement whilst he completed his postgraduate degree in Worcester. IGW arranged an introductory meeting where Harry, Janice and James had the chance to talk over coffee and all got on very well. It was agreed that James would help Janice learn to use her iPad as well as vacuuming once a week and cleaning the car every now and then. Harry and Janice made James feel very welcome in their home and all three of them find they can have interesting conversations on a wide

variety of topics.

Janice says "People worry about having someone else in the house in case they do things differently, but it's all about a bit of give and take."

James says "Janice is getting better at using her iPad, and in return she is teaching me how to bake cakes!"

(All names have been changed to protect confidentiality).

'It has given us peace of mind that our mother has a lovely and responsible person living with her' - Family of Householder, quoted in Homeshare UK Sector Report 2017



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Read the full Homeshare UK Sector Report 2017) here: <https://homeshareuk.org/hs-resource-library/homeshare-uk-sector-report-2017/>

Homeshare UK Sector Report 2017

IGW is a member of the national network for Homeshare, Homeshare UK. They have recently published their annual report for 2017 and say 'We are thrilled to report that demand for Homeshare continues to grow with a remarkable eightfold increase in enquiries plus steady growth in both the numbers of people using Homeshare (9%) and the numbers of operating schemes (37.5%).'

It's great to have confirmation that several of the more established UK schemes are now self-sustaining, showing that the demand for Homeshare is there and that the financial model is sound.

As well as the improved quality of life and reduction in loneliness reported by participants, the 2017 survey also looked at benefits for Householders' friends and family for the first time. Results included:

- 99% reported greater peace of mind since their relative began Homesharing
- 86% indicated they would recommend Homeshare.

Some key challenges for Homeshare nationally identified in the report include; 'difficulties in engaging community partners and Local Authorities, the impact of Homesharing on welfare benefits and a lack of local best practice examples'.

Another challenge to overcome is the reluctance of many older people to identify themselves as someone who might benefit from Homeshare. Homeshare UK intends to help combat this by facilitating a national marketing campaign promoting the benefits to potential householders.

Homeshare brings together 2 unrelated people to share a home and help each other, meaning that both the support needs of the older person and the housing needs of the student are met.

IGW Year One Report

Read the full report here: vestia.org.uk/pdf/intergen/IGW-Year1report.pdf

Our first operational year has seen a number of successes and challenges, with lots of positive progress.

All policies and procedures are in place and scheme paperwork has been updated. Our marketing strategy has been informed by the learning of the past year and now focuses on positive messages and empowerment. We place less emphasis on the 'support' element of Homeshare and how the student can help the householder, and more on how the householder can help the student by providing comfortable, affordable

accommodation and the benefit of a lifetime's experience.



IGW Student meeting the Mayor and Mayoress of Worcester

Although progress has been slow in terms of getting actual matches between householders and students, this is consistent and normal for the majority of Homeshare schemes as it takes time for a project to become embedded in the local community before it can get off the ground. The four matches we

achieved in our first year is consistent with what Homeshare UK would expect for a new scheme.

There was a lot of interest in IGW from students this year so more matches could have been achieved if similar numbers of householders had been available. Now we have raised awareness of the scheme in the area to the point where people are more familiar with it, and we have more understanding of which marketing strategies have been successful, we are well placed to increase numbers of matches in the second year.