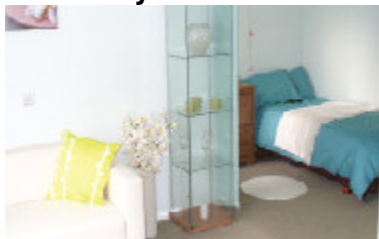






Impact Assessment of South Essex Homes

Team and lead officer	Sheltered Housing Manager Margaret Hutchings Communications Manager Lynsey Stephenson
Name of event	Supported Housing Show Apartments Sheltered Housing Scheme Brochures 360 Degree Website tours
Date of event	March 2008
Summary of event 	<p>The Show Apartments have been developed to assist in changing the perception of Sheltered Accommodation, Studio Apartments.</p> <p>The initial four schemes were chosen for either their location and/or length of void properties within the scheme</p>
Intended outcome  <p>Longmans Shoburyn</p> <p>Longmans is situated in a prime location within a few minutes easy walk to Shoebury East Beach. Built in 1976 the scheme has benefited from a small number of properties being refurbished to offer open plan living, contemporary style kitchens and easy access shower facilities. The main scheme complex comprises 25 studio apartments (two designs) and 2 one bedroom apartments.</p> <p>Uniquely to this scheme, a further 40 one bedroom apartments are located around the outside of the main complex, and the upper apartments are accessed via an internal communal stairwell.</p> <p>Within walking distance of the scheme are a variety of local shops including a post office. Other amenities include doctor's surgeries, places of worship and the main shopping centre at Southend on Sea all accessible via public transport.</p> 	<p>To provide prospective residents with the opportunity of visualizing their proposed accommodation when it has been fully furnished. The project will allow future residents to visit one of the four locations in advance of signing up for a property.</p> <p>It will also encourage a positive interest and dispel any fear which may be associated with Sheltered Accommodation.</p> <p>The 360 Degree Website tour enables Applicants to have an understanding of the schemes without leaving their home.</p> <p>The Brochure promotes the schemes and local area to raise awareness of the excellent service that South Essex Homes Sheltered Schemes provide.</p>
Actual outcome	<p>There has been a positive response from residents when viewing the show flats and an increased interest in our Sheltered Property. It has provided</p>

	<p>applicants with the opportunity to visit a scheme without an obligation to rent the property.</p>
<p>Supporting evidence (quotes, improvement to service, VFM etc)</p>	<p>Please see the Sheltered Housing Webpage for further information or contact our Sheltered Housing Department on 01702 236196</p>
<p>Resources involved</p> 	<p>The properties were dressed using a minimum budget the increase in new resident sign ups will result in Value for Money Efficiency savings.</p>
<p>Lessons learnt</p>	<p>South Essex Homes has received an overwhelming positive response to the show flats and new marketing material. Sheltered Housing provides a safe, comfortable environment to live in and remains an excellent choice of older persons accommodation.</p>