

Housing Options for Older People (HOOP)

HOOP is a questionnaire that encourages the user to think about their home and how they live in it. It covers eight topic areas and has been dubbed by recent partners as a '**Housing MOT**'. The online version of the tool presents users with suggestions and services to help resolve any concerns that are flagged.

We are continuing to develop HOOP by working in **partnership with local organisations** that want to provide information and advice to their clients in an innovative and effective way.

HOOP topic areas

1. Size and space
2. Cost (affordability)
3. Condition of property
4. Comfort & design
5. Security & safety
6. Location
7. Managing
8. Quality of life

How can HOOP help you and your clients?

Every organisation has different aims and priorities, but examples are:

- **Delivering personalised information and advice**, to help older people and their families make informed decisions
- **‘Delaying and preventing’** reliance on health and social care services
- Providing meaningful data to inform or support an **older person’s housing strategy**
- **Reducing tenant turnover** and early reliance on health/social care
- Supporting older **home owners to remain living independently**

HOOP user statistics

- **1,500 users a month** obtain free personalised information
- **80% would recommend HOOP** to a friend/family member
- **Almost 70% of users** found all the information they needed

HOOP is a low-cost tool that delivers information & advice and helps users identify **alternative housing options**.

User selects the things that concern them at home

Receives suggestions on how issues can be resolved

Views local services, housing & further reading

Submits HOOP session for further advice and information

The Offer

We aim to work with local partners that share our charitable mission to deliver information and advice to older people and their families.

The cost of a subscription to a localised version of the HOOP tool varies depending on the size of the area covered. There are also a number of 'bolt-on' services that allow your HOOP package to be tailored to your needs.

HOOP Core (From £4,000)

- A jointly branded online tool
- A complete set of local topic 'suggestions' that feel personalised to your clients
- The addition of up to three 'local services' for each issue and the inclusion of any relevant local information materials
- EAC monitoring and reporting on usage

Additional 'bolt-ons'

Mini HOOP leaflet (From £500)

EAC believe that every older person should be able to access independent information & advice on housing options. Our 'Mini-HOOP' leaflet ensures that those without internet access are still able to access the HOOP questionnaire.

EAC Support Service (From £4,000)

Our experienced advice team will respond to users that submit their HOOP session and request further support. We will take the time to help the them address any issues that they have identified with their home.

Setting up a local HOOP tool for your area

Initially we recommend running a six to twelve month pilot to ensure that HOOP meets the needs of your organisations and delivers the outcomes you want.

To help evaluate a pilot, EAC provide regular reporting on how your local HOOP tool is being used. This is provided through **Google Analytics** and our own analysis of **data captured**.

If you would like to find out more about developing a local HOOP for your area, we would be happy to speak with you in more detail or arrange for a **demonstration**.

Contact us

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