

Label Habitat Senior Services®

« A quality system for a stay at home policy »



Francis DEPLACE
General Delegate

www.delphis-asso.org

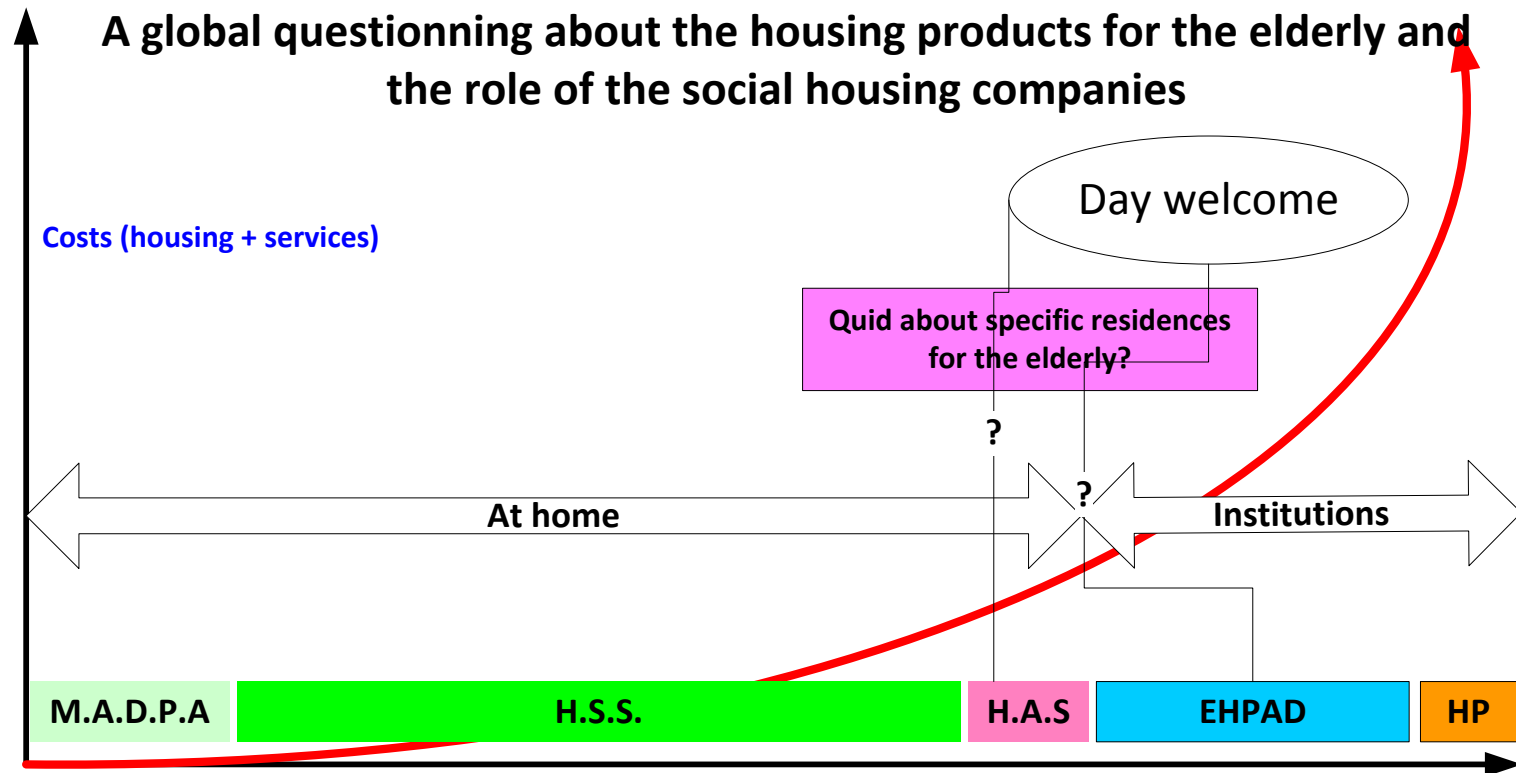
- **A professional non-profit association founded in 1989**
- **A network of 24 French social housing Companies**
 - An housing stock of 170.000 dwellings in 17 regions.
- **R&D targeting four axes**
 - Stock and Environmental issues
 - Corporate Social Responsibility
 - Social Integration
 - Housing & quality of services
- **Founder of EURHONET , NGO,**
 - 25 Social housing companies, 450.000 units in England, France, Germany, Italy and Sweden working on similar issues.

The origins of the Label:

To face a long term challenge

- **24% households holding a contract are 60 years old and above**
- **A long term demographic trend with the baby-boomers' wave (4/10 HLM inhabited dwellings).**
- **A marketing change: from the demand to the offer.**
- **All the range of housing products for elderly have to be reconsidered.**

The origins of the Label

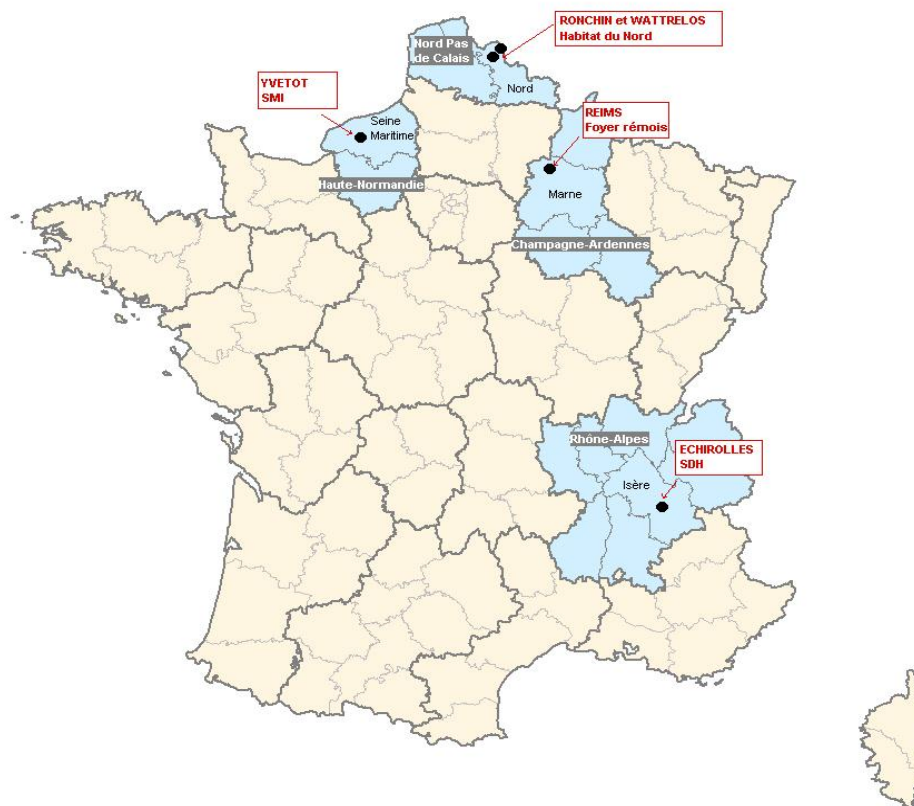


A position: to favour stay-at-home products

- **Social housing companies ensuring their CSR regarding the needs of the communities and the territories**
- **Elderly with a better health despite an increasing impoverishment (« the merry widow is no more merry »)**
- **A stay-at-home option less expensive for the public authorities compared with other solutions in specific institutions and residences**
- **Defined according to the « Plan solidarité grand âge » of the French government and its reflexions about how to take in charge the dependance.**
- **Last but not least, to answer to the elderly's wishes to stay in their usual environment (+ 90%)**

A label based upon marketing surveys

+ 500 households + 65 years in 2005-07



Diagnosis

- **To develop a marketing strategy based upon the offer vs demand.**
- **In 2011, 8% of the new assignments involved elderly vs 1% at the beginning of the century**
- **The mobility of the elderly has to be taken into account at the right moment.**
 - **30% of the elderly above 65 years have moved during the last ten years**
 - **18% of the elderly in place are ready to move.**

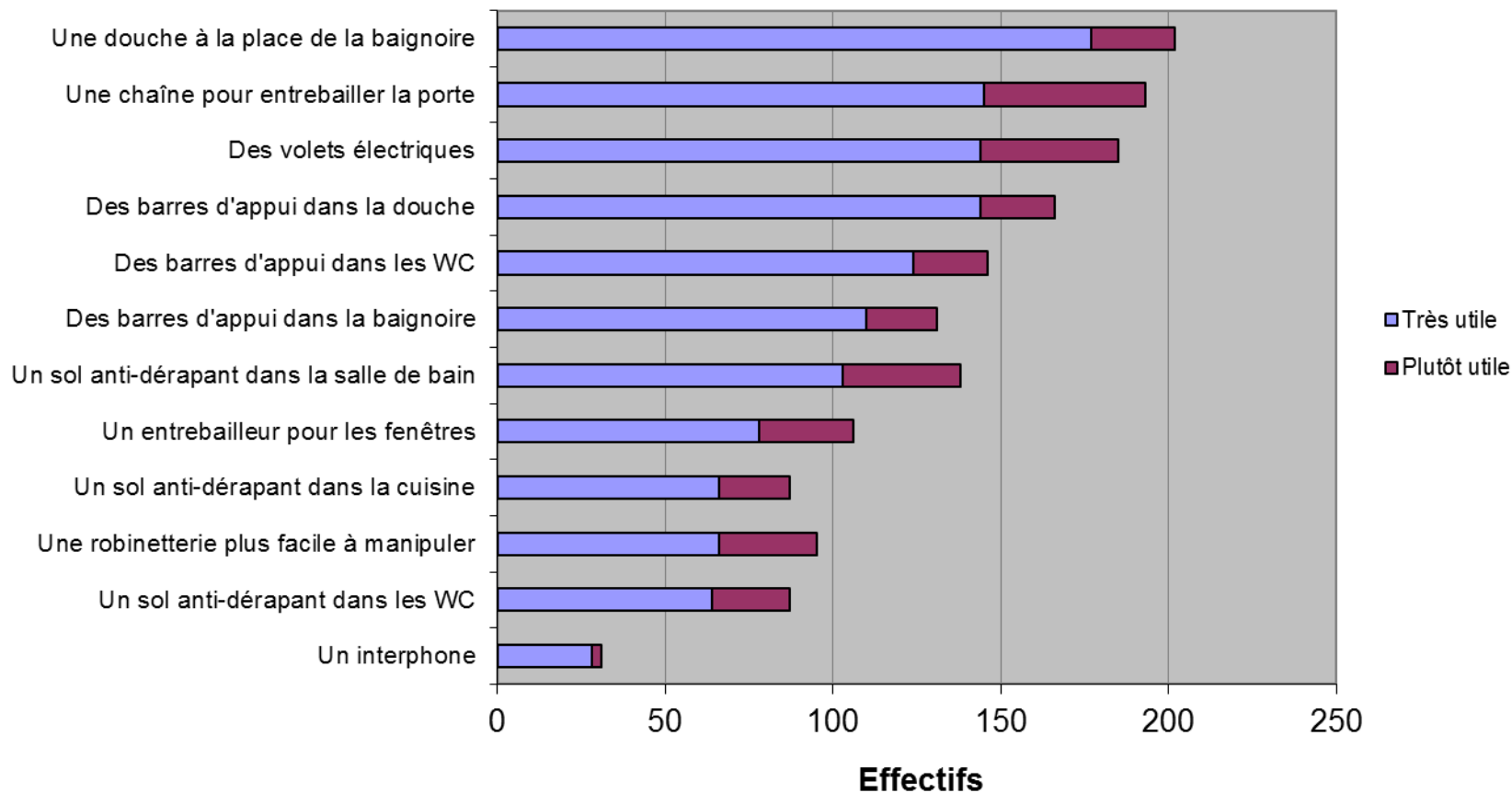
Diagnosis

10- Equipements gênants dans le logement

Effectif		Ensemble	%
	%* Colonne		
La baignoire		136	34,23
L'ouverture ou la fermeture des volets		100	25,04
Le nombre de prises électriques		61	15,27
La hauteur des prises électriques		49	12,26
L'ouverture ou la fermeture des fenêtres		46	11,65
La position de l'oeilleton de la porte d'entrée		41	10,32
La hauteur des WC		34	8,59
L'accès au balcon		29	7,37
L'accès aux compteurs d'eau ou d'électricité		25	6,40
L'utilisation ou la localisation de l'interphone		20	4,92
La douche		16	3,95
La hauteur de l'évier de la cuisine		13	3,17
L'accessibilité, la hauteur des rangements		9	2,28
Autre(s)		35	8,77

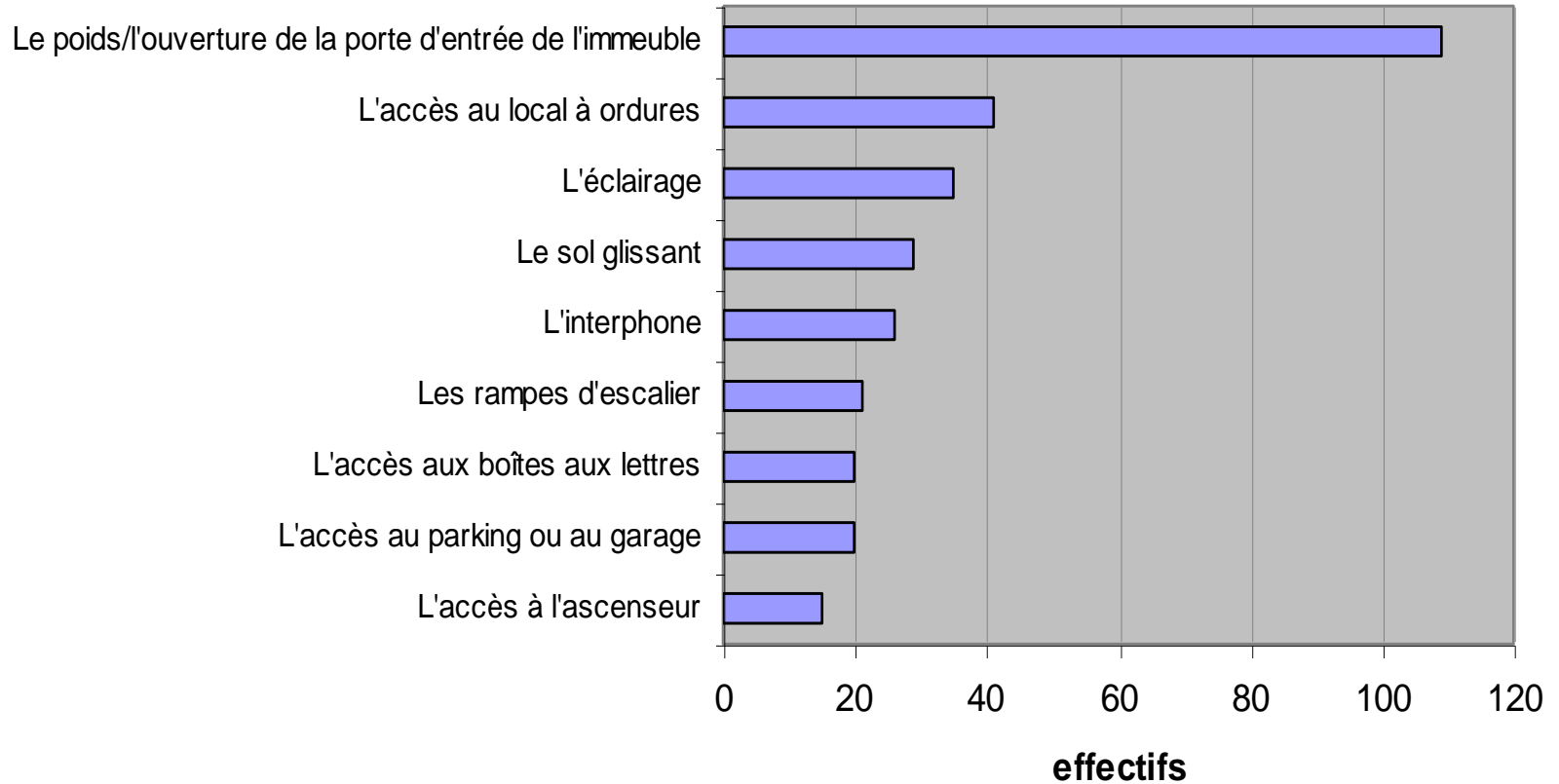
Diagnosis

Les équipements utiles dans le logement



Diagnosis

Difficultés dans l'immeuble



The offer of the DELPHIS network



The objectives

- **To give method and tools to social housing companies but also to local public authorities:**
 - Adaptations of the building (surroundings, common parts, private parts)
 - Adaptations of the services provided by the housing company (customized policies)
 - Systematic partnership with the social and medical care sector. avec les acteurs du service et du soin à domicile
- **To integrate the ageing of the population in its strategic asset management :**
 - To define un long term strategy to develop a significant offer integrating the generation mix as a base to preserve the solidarities.
- **To be equipped with a flexible and pragmatic method :**
 - To target the adaptations according to the general analysis of the all stock.
 - To propose different levels of adaptations according to the diversity of situations met into the stock in terms of physical adaptations and services both.
- **Evaluation of the Social housing company by a certifying organisation in the frame of a quality system (PDCA):**
 - To sustain the offer and give guarantees to the institutionnal stake holders co-financing the development of the Label.

The principles

- **To distinguish handicap and ageing**
 - To promote a preventive approach.
 - To target the elderly with a good autonomy or with a low level of dependance (GIR 5-6).
 - To segment the population of elderly.
- **To promote a good mix of generations**
 - To avoid ghettos of elderly or discriminating dwelling.
 - To develop the solidarities between the generations and also between the different segments of the elderly population (3^{ème} / 4^{ème} âge)
 - To avoid any risk of requalification in a specialized residence.
- **To deliver a customized service to the elderly**
 - In the general frame of a performing QoS for all.
- **A standard simple but exhaustive**
 - To favour a multsectorial cooperation between the social housing sectors and the social and medical care sector.
 - A standardized offer to be repeated systematically to ease the technical policy and the facility management.

HSS®: the quality system

8 Four fields [P-D-C-A]:

- **The pilotage (strategic level)**
- **The organization (production and management)**
- **The evaluation**
- **The commitments:**
 - Technical adaptations of the immediate surroundings and the common parts
 - Technical adaptations of the private parts
 - Services to the tenants delivered by the SHO
 - Services to the tenants delivered by the social partners

○ **2 levels in the services**

- H.S.S.

○ - H.S.S. +

○ **2 levels in the books of technical specifications:**

- For the existing stock
- For new buildings.

A. TO PLAN AND IMPLEMENT A STRATEGY

- 1. To design and implement a corporate policy.
 - To assess the whole stock from the technical and services points of view.
 - To select the eligible part of the stock.
 - To plan on the midterm the qualitative and quantitative deployment, the corresponding budgets and their financing.
 - To define precisely the modus operandi: impacts on the organisation, needs in term of training, partnerships with the social services,...

- 2. To coordinate the development and the operating management of label Habitat Senior Services®
 - To name a pilot in the board, referees for the elderly.
 - To design, test and implement the routines (e.g. claim management)
 - To modify and adapt the information system

- 3. To train the staff for its new missions attached with the label Habitat Senior Services®
 - All the staff which has to deal with the label is trained in order to better understand its missions and the ageing of the elderly (normal an pathologic).

The organisation [how TO DO]

1. To produce and develop the traceability of the labelled dwellings

- To ensure a permanent and precised knowledge of the adapted stock (Where, Which level , Whom) for the staff, the external partners and the different stakeholders

2. To assign and manage the dwellings

- To define the criteria for the assignation to the elderly, to implement and control the quality of service, to anticipate and manage the rotation in the stock...

3. To manage the demand and favour a performing commissionning of the services.

- To support the elderly in their demands of adaptations.
- To promote the mobility of the elderly according to their needs and solvency.
- To develop the social engineering of the services between the tenants and the different generations

THE EVALUATION (TO CHECK]

1. The peer review:

- Annual.
- Internal audit by a certified peer

2. The audits by the certifying organization (AFNOR , SGS).

- Triannual mandatory external evaluation.
- To assess the Quality of the implementation.
- The performance is scored on 1000 points in order to evaluate the sustainability of the deployment and the operating management.
- If the score is < to 400 points the label is withdrawn

THE COMMITMENTS [TO ACT]: from the immediate surroundings to the private parts

2. ADAPTATION DE L'IMMEUBLE	
2.1 Abords propriété du bailleur	
2.1.5	Eclairage des cheminements adaptés
2.1.6	Parcours clairement identifié
2.1.7	Affectation prioritaire des places de parking aérien louées proches des logements adaptés HSS
2.2 Hall d'entrée (immeubles collectifs)	
2.2.8	Suppression des seuils supérieurs à 2 cm
2.2.9	Revêtement de sol non glissant
2.3 Escaliers desservant les logements adaptés HSS (en l'absence d'ascenseurs)	
2.3.4	Revêtement anti dérapant
2.3.5	Signalement des nez de marche
2.3.6	Signalement début/fin escalier
2.3.7	Mains courantes sur les deux côtés
2.4 Couloirs	
2.4.3	Repères visuels dans les couloirs
2.5 Locaux collectifs	
2.5.2	Accès adapté au local à ordures

Surroundings and entrance



Common parts



Private parts

3. ADAPTATION DU LOGEMENT

3.1. Général

Existing stock

3.1.1 Inter phonie ou visiophone entre 0,90 et 1,30 m, niveau sonore adapté

3.1.2 Présence d'un œil de porte

3.1.3 Entrebâilleur sur la porte d'entrée

3.1.4 Motorisation des volets roulants sur les portes fenêtres

3.1.5 Commandes d'éclairage disposées à côté de l'entrée des pièces

3.1.6 1 prise de courant par pièce entre 0,40m et 1,30m du sol

3.1.7 Dispositif de coupure du courant électrique accessible

3.1.8 Portes coulissantes sur les placards

3.1.9 Accès adapté au balcon

3.2 Salle de bain

3.2.1 Mitigeur sur le robinet

3.2.2 Mitigeur thermostatique dans la douche

3.2.3 Douche

3.2.4 Barres de maintien

3.2.5 Sol antidérapant

3.3 Toilettes

3.3.1 Barres de maintien

3.4 Cuisine

3.4.1 Mitigeur

3.4.2 Eclairage au dessus du plan de travail

3.5 Chambre

3.5.1 Prise télévision et téléphone dans la chambre

Simple but systematic adaptations in the private parts:

3. ADAPTATION DU LOGEMENT

3.1. Général

3.1.10 Seuil de porte palière inférieur à 2 cm

3.1.11 Interrupteurs et commandes à 1,30m du sol

3.1.12 Porte d'entrée 90 cm et manœuvrable

3.1.13 Entrebâilleur sur les fenêtres accessibles de l'extérieur

3.1.14 Motorisation des volets roulants sur toutes les fenêtres

3.1.15 Séjour, cuisine, toilettes et salle de bain à l'étage d'accès

3.2 Salle de bain

3.2.6 Porte coulissante ou ouvrant sur l'extérieur

3.3 Toilettes

3.3.2 Porte ouvrant sur l'extérieur ou coulissante

3.3.3 WC rehaussé

New developments

Examples of technical adaptations



Exemples d'adaptations techniques



But also services...

I -2. ENGAGEMENTS DE SERVICES du BAILLEUR		NB pts
2.1	Nous améliorons votre confort et la qualité des interventions techniques	
2.1.1	Nous agissons dès la réception de votre demande d'intervention technique	3
2.1.2	Nous assurons un suivi des entreprises intervenant chez vous	2
2.2	Nous vous proposons un accompagnement personnalisé	
2.2.1	Nous vous accueillons et favorisons votre intégration dans votre nouvel environnement	2
2.2.1	Un interlocuteur privilégié est à votre écoute	3
2.2.2	Nous sommes en mesure de détecter et reporter des situations à risque	2
2.2.3	Nous vous aidons dans les démarches administratives relatives à votre logement	1
2.2.4	Nous vous rendons visite au moins une fois tous les trois ans pour vérifier le bon fonctionnement de votre équipement	2
I -3. ENGAGEMENTS DE SERVICES DU PARTENARIAT		
3.1	Nous vous apportons de l'aide dans votre quotidien	
3.1.1	Nous vous aidons dans les démarches administratives non liées au logement	1
3.1.2	Nous vous proposons des petits services : changement des consommables	1
3.1.3	Nous vous proposons des petits services : bricolage	1
3.2	Nous veillons à votre intégration dans la vie locale	
3.2.1	Nous vous proposons de l'animation sociale	3
3.2.2	Nous vous informons sur les services existants	2

Results:

- **A large national deployment**
- **More than 2.000 adapted dwellings commissioned**
- **60 % new developments / 40 % in the existing stock**
- **An increasing demand from the housing companies**

- Association Régionale HLM de l'Auvergne:
- Le Foyer Rémois (Reims)
- Société Dauphinoise pour l'Habitat (Echirolles)
- Logéal (Yvetot)
- Habitat du Nord (Villeneuve d'Ascq)
- LogiOuest (Angers)
- Habitat 62/59 (Calais)

- Le Toit Angevin (Angers)
- FSM (Melun)
- Logipays (Caen)
- Le Foyer Vellave (Le Puy-en-Velay)
- SOGEMAC Habitat (Versailles)
- Emmaüs Habitat (Clichy)
- Polygone (Aurillac)
- Logévie (Bordeaux)
- Auvergne Habitat (Clermont Ferrand)
- OPAC de l'Oise (Beauvais)
- OPH du Cantal



Benefits and key factors of success

A sustainable quality of life for the elderly

A visibility for the different stakeholders (municipalities, social and medical stakeholders,...)

- ✓ The mix of generations as a key factor to face the impoverishment of the elderly which have a decreasing solvency.
- ✓ A quality system which helps to manage the services and the technical maintenance of the equipments
- ✓ A policy fully integrated in the strategy of the housing company.
- ✓ A regular audit which gives counterparts in terms of quality to the financing institutions (municipalities, pension funds,...)
- ✓ A professionalisation of the staff which can be measured.

Pour plus d'information

Pour plus d'informations: www.delphis-asso.org

E-mail: deplace@delphis-asso.org



MERCI for your ATTENTION