



TONIC HOUSING ASSOCIATION

BUSINESS PLAN 2022

“With Tonic,
I feel like I belong.”





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“With Tonic,
I know I am safe.”

TONIC AT A GLANCE

Tonic is a community-led organisation, run by and for older LGBT+ people. We were set up in 2014 with the purpose of increasing the wellbeing of older LGBT+ people, by providing choice in housing with care to reduce loneliness and isolation.

Our mission is to create vibrant inclusive urban LGBT+ affirming retirement communities where people can share common experiences, find mutual support and enjoy their later life.

Tonic also works to amplify the voices of older LGBT+ people on their housing, care and support needs.

Our first homes, acquired in 2021, are 19 older persons shared ownership apartments within the Bankhouse extra care scheme in central London.

Tonic is the UK's first provider of LGBT+ affirming housing with care. Tonic has focused initially on provision in London to meet the demand as the capital has the largest LGBT+ population in the UK.

THIS IS HOW WE LIVE OUR LIVES OUT

In addition to the issues of ageing, older LGBT+ people have generally worse health outcomes, are more likely to live alone, be single and less likely to have children and family support. Countless older LGBT+ people have said that their specific needs are not considered in their care and they feel they have to “go back in the closet” to be accepted and get support.

We are the Tonic to this, creating safe homes and inclusive community spaces with care on-site where our residents feel they belong. We believe that our services and support should not only be “LGBT+-friendly” but genuinely affirming of the lives, histories, needs and desires of LGBT+ people. LGBT+ affirming does not imply exclusion of those who do not identify as LGBT+ but actively values those who respect and celebrate LGBT+ people.

This plan sets out our aims for the next two years to work towards our mission. It outlines how our residents will be an integral part of our evolution as we work together to provide the services that they want and need.

“With Tonic,
I can be myself.”



CHAIR AND CEO STATEMENT



Anna Kear
CEO

In 2019, we set out Tonic's partnership business model as the way we could best deliver our mission. Partnering with One Housing at Bankhouse meant that we could provide our LGBT+ affirming housing with care much sooner than through a development process. We are so proud that we opened our first scheme in September 2021, with our first residents having now moved in.

Tonic has a long term financial plan in place, based upon our creation and stewardship of community assets. We are grateful for the support of the Mayor of London providing loan funding to enable the purchase of our first homes and giving older LGBT+ people the time that they need to make the move to live with us. From our shared ownership sales we are now repaying this loan. We are also grateful to the charitable trusts and foundations that have supported us, covering our staff costs to make Tonic's mission a reality and enabling us to raise awareness and advocate for change by example.

The way we do things really matters to us. We are ambitious to grow to meet the need, but most of all we are committed to our residents and to making Tonic@Bankhouse an amazing place to live their lives out.



Terry Stacy MBE
Board Chair

OUR STRATEGIC PRIORITIES

Supporting our residents

Our residents' well-being is at the heart of Tonic's purpose. We will learn from our residents what they want and need to develop our service provision and community activities. We will work with our residents to understand how they want to be involved and we will listen and act on what they tell us.

Creating LGBT+ affirming communities

We want to meet the needs and demands of older LGBT+ people in more locations and provide a range of tenures so that people can access our services regardless of their financial situation. We want more people to get involved with Tonic. We will listen, learn and act on what our prospective residents tell us.

Advocating for change

We will use our opportunity to amplify the voices of older LGBT+ people. We will use our communications to raise awareness through storytelling and facilitating community-led research. We will advocate for change to improve the choices of older LGBT+ people in their housing and care.





OUR TWO YEAR PLAN

As a new housing association we have focused on the things we want to achieve in next two years:

Develop our LGBT+ affirming community at Bankhouse

- Engage residents in the codesign and coproduction of our offer.
- Create a full programme of events, activities and clubs.
- Grow our volunteering programme and enable wider community involvement.
- Diversify the programme of LGBT+ training and involvement of on-site staff.

Become a Registered Provider of Social Housing

- Offer a range of tenures, including rented housing to meet demand.
- Ensure our services to residents are appropriate, professional and efficient.
- Enable the opportunity to access further loan finance and grant funding.



OUR TWO YEAR PLAN

Move towards long-term growth and sustainability

- Sell all our shared ownership homes, supporting people to move to live with us.
- Repay the GLA loan through sales receipts and long term loan refinancing if needed.
- Expand our partnership business model and identify other sources of income.
- Fundraise to continue our advocacy work and support community activities.

Build partnerships to deliver more Tonic schemes

- Work with local LGBT+ older persons housing groups to support their ambitions.
- Forge strong strategic partnerships based on common values and understanding.
- Secure new development or acquisition opportunities in London and other UK cities.

Advocate for change

- Collaborate to increase the access to appropriate housing and services for older LGBT+ people.
- Lead community-led research to evidence the need and demand.
- Invest time into sharing our knowledge professionally and through media channels.

**WE ARE
PROUD
TO SAY
THIS IS
HOW WE
WORK**

OUR VALUES

Open & Honest

We create safe environments where we are free to be us. Wherever we work, we show respect for others, facilitate inclusivity and recognise boundaries. Being the best we can be, always open to learning and understanding others' diverse needs

Positive & Personal

We are relentless in our pursuit of the positive, in a world where it's all too easy to find conflict. We celebrate getting older and being part of the LGBT+ community, finding shared stories that resonate with others and help us realise our vision.

Driven & Active

We're determined to bring positive change to the LGBT+ community. We never stop learning; as we research, understand, and most importantly, act, on the issues confronting our community now and in the future

OUR BOARD MEMBERS AND CEO



ANNA KEAR
(SHE/HER)
CEO



TERRY STACY MBE
(HE/HIM)
BOARD CHAIR



JOSE DE PABLO
(HE/HIM)



MICHELLE DAVIES
(SHE/HER)



FIONA ASTIN
(SHE/HER)



ASSIAH AWALEH
(SHE/HER)



PHIL SCHMID
(HE/HIM)



PAUL MCDERMOTT
(HE/HIM)



ALASTAIR WILSON
(HE/HIM)



“Being connected to others is fundamental to a happy later life. We must create places and spaces that enable all generations to feel they belong to their communities and that encourage people entering later life to remain active and connected to others. This will become more important as older generations become more diverse and traditional family structures become less common.”

Centre for Ageing Better (2019) State of Ageing in 2019: Adding life to our years