

# Evaluating demand for housing for older people in Milton Keynes



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# Executive Summary

## Background

Elderflowers Projects Company Ltd (Elderflowers) undertook at the end of 2010 a market research survey into the demand for housing for older people in Milton Keynes and the desirability of the Elderflowers model, which was proposed in the 2007 report “A New Type of Housing for Active Older People”

A postal survey was sent to 10,000 addresses generated at random in the Borough of Milton Keynes, of which 197 responses were received, a 1.97% response rate.

## Results

From the responses received to the short survey, a significant amount of useful trend information was obtained. This included that there is a significant over-occupancy of houses within the sample population.

59% believed that they have more bedrooms than they need. Additionally 72.5% of respondents stated that they had already thought about moving to a more appropriate property. The majority of respondents were looking to move from an existing 3 or 4 bedroom property down to a 2 bedroom property.

Having reviewed the brochure, 88% of respondents expressed an interest in the Elderflowers model.

## Conclusion

There is a clearly defined market segment for housing for active older people, who do not have a requirement for housing with care. This market includes a large majority who wish to downsize.

Innovative models such as the Elderflowers model should be developed by housing providers, with properties with a mix of tenures. By developing this type of housing, not only will there be suitable properties for those active older people, but there will be an increased stock of family sized homes brought onto the market.



## Background

In the report “A New Type of Housing for Active Older People”<sup>1</sup>, a proposal was made that people, who live in large houses, should be invited to downsize, once their families become smaller. In order to test market demand, Elderflowers Projects Company Ltd (Elderflowers) carried out a market research exercise on people within Milton Keynes.

Previous surveys, including Milton Keynes Council – Housing Strategy<sup>2</sup> have asked older people whether they want remain living in their own homes or whether they wish to move to alternative accommodation. The general response has been that people want to remain in their own homes.

We believe that the response to these questions is dependent on the options that people are offered. There is a general perception that older people will need to move into homes with care or supervision. However, some people do not wish to move into such accommodation as they become older, and there are few limited options available.

## The Survey

At the end of 2010, Elderflowers sent a questionnaire and brochure about the Elderflowers model to 10,000 addresses in the Borough of Milton Keynes.

The aim of the survey, was to gauge the desire of middle aged people (from fifty upwards) to downsize by moving from a larger house to a smaller flat or house.

The survey was conducted by post. Survey forms were sent to 10,000 randomly generated households, addressed to the Resident.

The survey was short and questions focused on responses regarding:-

- Size of Household
- Whether they are working or not,
- Whether they are in receipt of disability benefit,
- How many rooms they inhabit
- How many rooms they think they need
- Whether they would like to move.

The questionnaire is included in Appendix 2.

Included with the survey was a brochure describing the Elderflowers model and the lifestyle that it implies.

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<sup>1</sup> Upstart Press, Milton Keynes, 2007

<sup>2</sup> Milton Keynes Housing strategy 2005

Respondents were also asked whether they would be interested in moving into an Elderflowers type development, and if so they were asked to provide their contact details, so that they could be contacted at a later stage. This means that those who have already expressed an interest in an Elderflowers model development may be further invited to focus group type discussions, where details of preferences could be discussed and recorded.

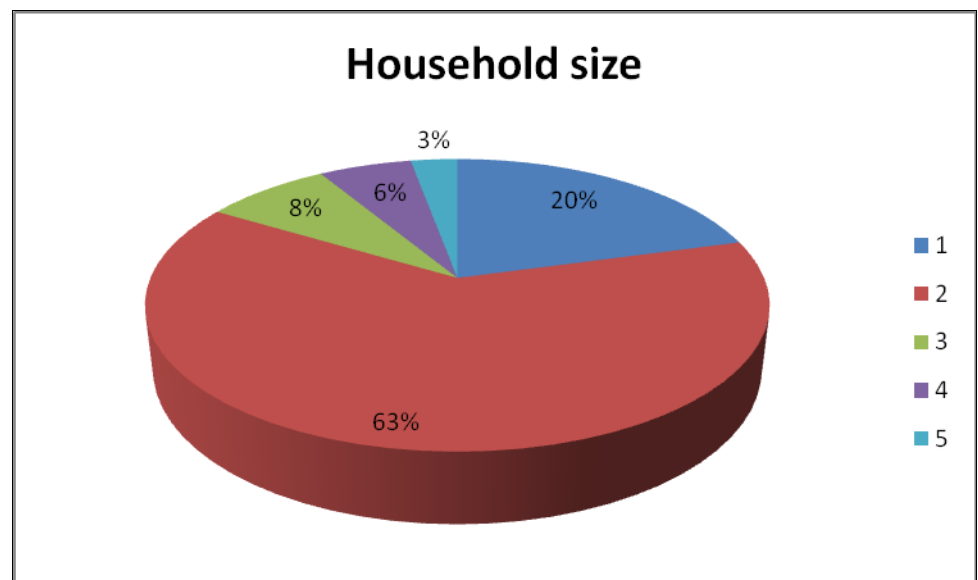
The Elderflowers brochure is included in Appendix 3.

## Results

Specific results tables can be found in Appendix 1. (Refer to tables in Appendix 1)

### HOUSEHOLD SIZE

Of the 347 people who responded to the questionnaire, 20% live in 1 person households, 63% in 2 person households, 8% in 3 person households and the rest in 4 and 5 person households.





## Demographic Data

The survey was targeted to those over the age of 50. Respondents were asked to reply to the questionnaire if one member of the household was over 50 years of age.

Therefore this did not prevent a household with young families with one older person from replying; however most of the respondents to the survey were over the age of 50. The breakdown of persons living in each of the respondents households by age is as follows.

Age bracket	Male	Female	Total
Under 50	42	41	83
50-59	47	62	109
60-69	40	55	95
70+	27	33	60
Total	156	191	347

Therefore the questionnaire attracted replies mostly from people over 50, of who many were over retirement age and interested in moving. There were a few larger families, some including children in the household.

## Still at work

There is a fairly even split between those people who continue to work and those who do not work. 47% continue to work, with 46% who do not work, whilst there were 7% not responding to this question.

There is little difference in the employment status between those who rent (50% of people still working) and those who own their own home (45% of people still working)

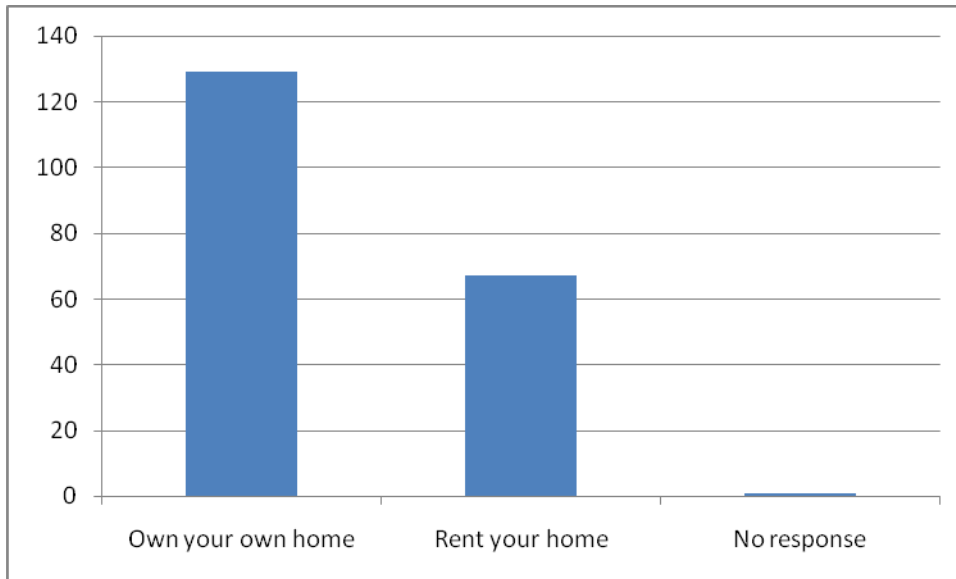
A detailed examination of those working show that 85% of households in the 50-59 age bracket still have someone within the household working.

As can be expected, as the age of the household increases the percentage of people not working decreases.

In the households with respondents between the ages of 60 to 69, there were 40% in total had someone working, 50% of men in a house with someone working and 33% of women of that age in a house with someone working.

In households where people are 70 and over, the percentage of the total with someone working is 12%.

## Tenure

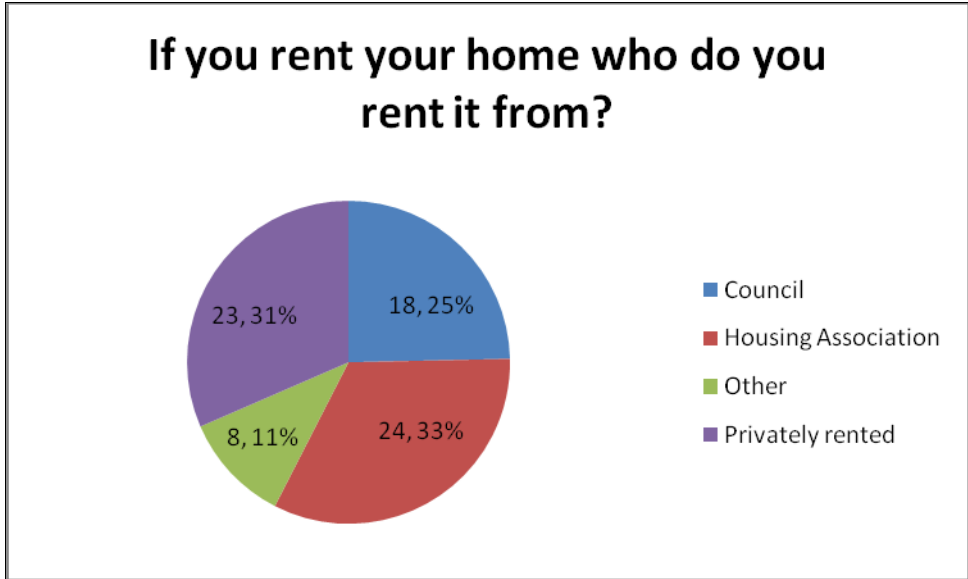


Just over 65% of the respondents own their own home, and of those, nearly half have a mortgage. This is a new and different market for developers.

In relation to demand people are not as constrained by finance as by lack of suitable supply.

This shows that of those who want to move, half of the sample would be able to sell their homes and have money available to buy a new one, and many of the rest would have paid off most of their mortgage. If the price is right they have flexibility, and money is not an issue. There is a case here for investigating how many have very little to pay off their mortgage, and how many would need a mortgage were they to move to another place, with an equal or lower value to their present home, and how many could get a mortgage, or shared ownership.

Of those who rent their home (about 30%), nearly 25% are Council tenants and a third are Housing Association tenants. A further third rent from private landlords.

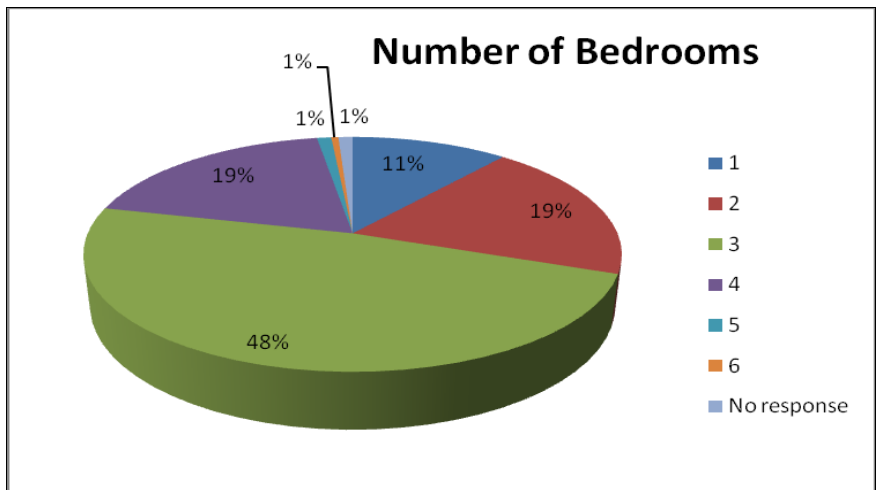


### Receipt of Care

Care is received in 17% of the households who answered the survey. The key point is that the majority of the respondents are not in receipt of care services and therefore it might not be relevant to them.

### Occupancy

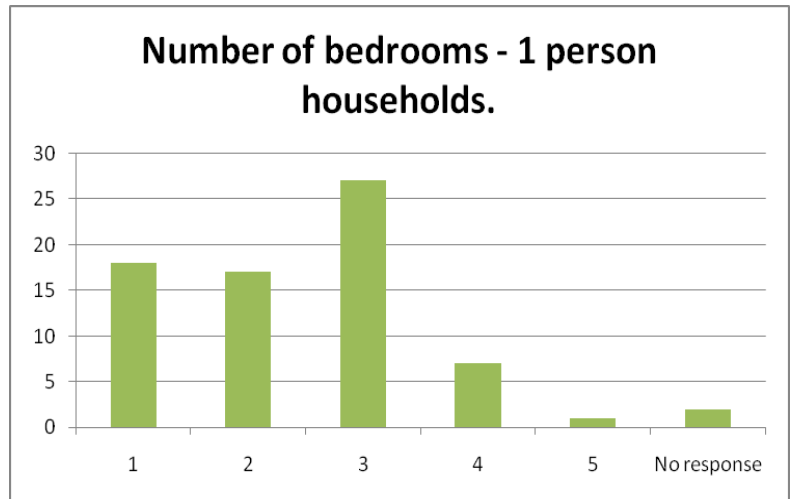
The majority of the survey respondents live in 3-bedroom dwellings, nearly 50%. 20% are in 2-bedroom homes and 11% in 1-bedroom homes. There were 37 (19%) in 4 bedroom homes, 2 in 5-bedroom homes and 1 in a 6-bedroom home.



## Household size compared with the number of bedrooms at present

### One Person Households

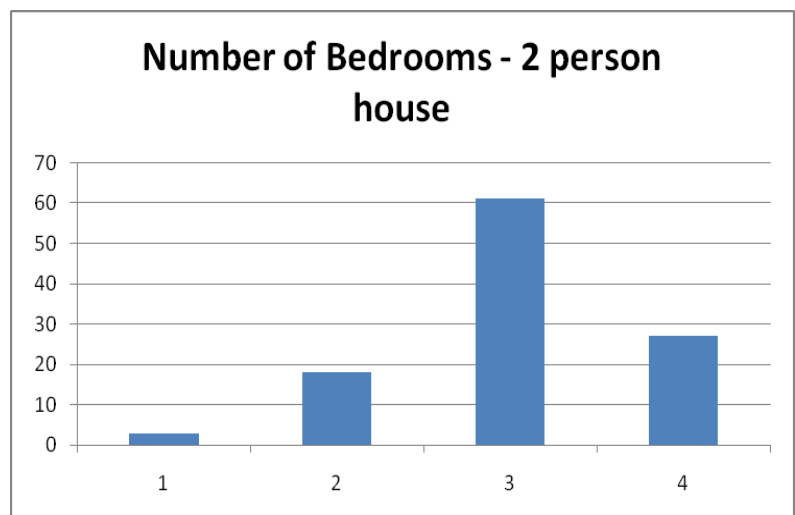
36% of the Respondents live in 1 person households, of these people, the majority, 37.5%, live in 3-bedroom dwellings, a further 7 (10%) live in 4-bedroom houses, and one lives in a 5-bedroom house. It is likely that single people in large houses have lived there with families, whose members have either gone elsewhere or died.



Approximately 25% live in 2-bedroom dwellings and finally 25% live in 1 bedroom dwellings. According to the criteria used by Elderflowers for under-occupation, households of a single person would be granted a 2-bedroom dwelling.

### Two person Households

The majority of 2-person households live in 3-bedroom dwelling units (60%) and 25% live in 4-bedroom homes. Of this sample, only 2.75% of the 2-person households live in 1-bedroom homes.



### Three person Households.

Most of the 3-person households live in 3-bedroom houses, with an equal smaller number living in 2 or in 4-bedroom homes.

### Preference for up or down-sizing.

People were asked how many bedrooms they would prefer if they moved: 28% said they were happy with the number of rooms they had. 59% said they would like to down-size and 13% want to up-size. 44% said they had 1 room too many and 15% said they had two rooms too many. In other words nearly 60% said they would prefer fewer bedrooms than they had now.

In detail, the majority of those with 2 bedrooms said they would prefer to have 2 bedrooms, so remaining the same; and the majority of those with 3 bedrooms said they would also prefer to have two bedrooms; similarly, of those with 1 bedroom, half of them said they would prefer to have two bedrooms. In all, over 62% of those interviewed said they preferred to have 2 bedrooms.

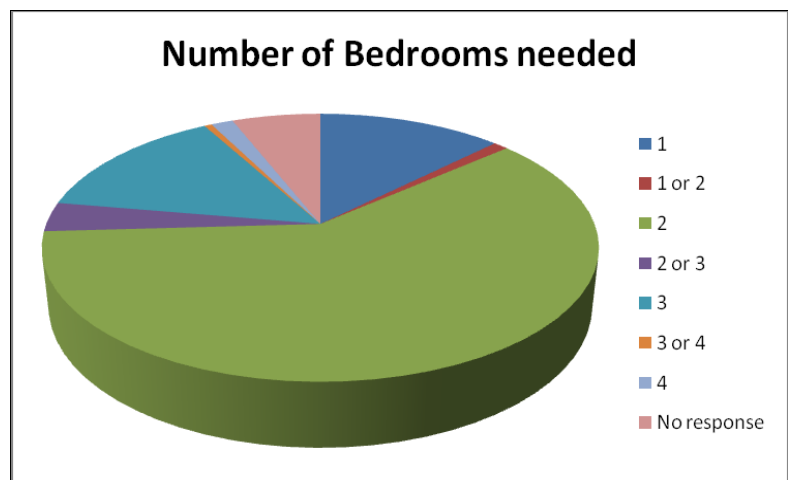
It was noticed that those with 4 bedrooms also wished to have fewer rooms, but in many cases 3 bedrooms. This may be because there were larger families in these houses.

On the other hand just over 6% said they would like one more bedroom.

### Preference for number of Bedrooms

The number of bedrooms preferred was as follows;

- 13% wanted 1 bedroom
- 60% wanted two bedrooms
- 4% wanted two or three bedrooms.
- 14% wanted 3 bedrooms
- 2% wanted more than 3 bedrooms.
- 7% did not respond.



Analysis shows that regardless of the size of the households the preference was for two bedrooms.

Of the one person households with 1 bedroom, 57% said they would prefer to have 2 bedrooms, whereas 22% said they would be happy with 1 bedroom.

Of the two person households, those currently with 2 bedrooms, 63% said they would prefer to have 2 bedrooms, and 20% said they would like to have 3 bedrooms, while 8% said they would be happy to have 1 bedroom.

In the three person households, 78% of those with 3 bedrooms, and 40% with 4 bedrooms said they would like 2 bedrooms.

### **Thinking about moving.**

Of those who surveyed 72.5% responded that they had previously thought of moving to a more suitable home: This figure was similar across all types of tenure.

There was a range of tenure preferences. People were asked what kind of tenure they would prefer if they did move and the types of tenancy they preferred were: nearly 40% would prefer rental and a further 11% would like shared ownership, taking the two together, 51% would like some form of rental. 25% said they would like to buy, and the others said they were interested in any kind of ownership or rental.

We analysed the size of the households who expressed an interest in moving: 37% of one-person households said they would like to move, 56% of 2-person households, and 4.2% of 3-person households.

Of those who are currently renting, 10% would like to continue renting or would like shared ownership, and over 40% said they would like to buy. The others either said they would be interested in any kind of tenancy or did not answer.

Of those who own their home, nearly 15% said they were interested in shared ownership, 40% wanted to buy again, and 20% were interested in any kind of tenancy. 12.5% said they were interested in renting, and the rest gave no preference.

The majority of those in the sample who are Council tenants said they would like to rent again or have shared ownership; of those who are Housing Association tenants, the majority again said they would prefer to rent or have shared ownership, and about a fifth said they would like to buy. There were a number of private tenants in the sample, and of those about 70% said they would like to rent again and a few said they were interested in buying.

### **Interest in moving into an Elderflowers development.**

Of those who said they would like to move to another home, 88% were interested in moving into an Elderflowers development.

Those who expressed an interest in moving into an Elderflowers type development were asked what kind of tenure they would like to move into: although there were many who said they were interested in any kind of tenure (ownership, rental or shared ownership), more people said they would like to rent in future than to buy.

## Conclusion.

The survey attracted replies predominately from people over 50, of who many were over retirement age and interested in moving. In addition 2 respondents also contacted the Elderflowers Executive Director, to ask about specific development details.

There are a number of key findings within the survey results. Firstly there is a clear preference for 2 bedroom dwellings, regardless of the size of the households, although where the family consists of 3 or more people, there is a desire for 3 bedrooms. It is clear that within future Elderflowers model developments or developments for housing for older people, this desire needs to be accommodated. Future strategic plans for provision of housing for older people needs to take this finding into account.

Secondly there are a sizable number of respondents in the survey results who are working, up to and past the age of 70, This supports the provision of working areas and live\work units within future developments for this age group of people. Further research into the viability and the need for such spaces should be undertaken.

Thirdly given the number of respondents who still have a mortgage and may wish to move and need financing on their new home, there needs to be thought given to revising the current standard rules for mortgage provision for older people.

There is a case for investigating how many older people have very little to pay off their mortgage and how many would need a mortgage were they to move to another place, with an equal or lower value to their present home, and how many could get a mortgage should they wish to buy on a shared ownership basis.

Care is received in 17% of the households who answered the survey. This shows that of the population who expressed an interest in moving, comparatively few were in need of care at this stage of their lives. This shows the need to develop housing models for older people that are not centred on the provision of care.

The survey elicited response from those who, in most cases, are interested in moving, and proves the general Elderflowers concept. People down-sizing in significant numbers would have a positive impact on the rest of the market: providing the kind of housing that people want would change the housing dynamic.

This survey shows that as far as the market is concerned, many people (a) will have money once they have sold their existing homes, and (b) want to rent. Therefore the market for this segment of the population is significantly different from the general market and presents an opportunity for Housing Providers to go ahead and build for a ready willing market, at the same time releasing family size homes. This is a new and different market for developers.

# Appendices

## *Appendix 1 - Data collected*

Number of responses	197
Total survey request	10,000
Response rate	1.97%

### Q1 - Household size

Number of people in Household	Number	Percentage
1	72	36.55%
2	109	55.33%
3	9	4.57%
4	5	2.54%
5	2	1.02%
Total	197	100.00%

Average household size 1.76



**Total number of people responding**

	Male	Female	Total
Under 30	19	11	30
30-39	3	2	5
40-49	20	28	48
50-59	47	62	109
60-70	40	55	95
70 and over	27	33	60
<b>Total</b>	<b>156</b>	<b>191</b>	<b>347</b>

**Question 2 - Is there anyone in this home aged 50 or more who is working**

	Total	Percentage	Ownership type - Home Owners	Percentage2	Ownership type - Non Home Owners	Percentage3	No response	Percentage4
No	91	46.19%	60	46.51%	25	46.30%	6	42.86%
Yes	93	47.21%	58	44.96%	27	50.00%	8	57.14%
No answer	13	6.60%	11	8.53%	2	3.70%		0.00%
<b>Total</b>	<b>197</b>	<b>100.00%</b>	<b>129</b>	<b>100.00%</b>	<b>54</b>	<b>100.00%</b>	<b>14</b>	<b>100.00%</b>

**Question 3 - Do you own your own home?**

	Number	Percentage
No	54	27.41%
Yes	129	65.48%
No answer	14	7.11%
<b>Total</b>	<b>197</b>	<b>100.00%</b>

Question 3 - If yes, do you have a mortgage?

	Number	Percentage
No	62	48.06%
Yes	56	43.41%
No answer	11	8.53%
<b>Total</b>	<b>129</b>	<b>100.00%</b>

Question 3 - Do you rent your home?

Who do you rent from	Number	Percentage
Council	16	23.88%
Housing Association	22	32.84%
Other	4	5.97%
Privately rented	23	34.33%
No answer	2	2.99%
<b>Total</b>	<b>67</b>	<b>100.00%</b>

Question 4 - Does anyone living here receive care in the home or a disability benefit

	Number	Percentage
No	162	82.23%
Yes	34	17.26%
No answer	1	0.51%
<b>Total</b>	<b>197</b>	<b>100.00%</b>

Question 5 - How many bedrooms do you have at present

Number of Bedrooms	Number	Percentage
1	22	11.17%
2	38	19.29%
3	95	48.22%
4	37	18.78%
5	2	1.02%
6	1	0.51%
No answer	2	1.02%
<b>Total</b>	<b>197</b>	<b>100.00%</b>

Question 5 - How many bedrooms do you need

Number of Bedrooms	Number	Percentage
1	25	12.69%
1/2	2	1.02%
2	119	60.41%
2/3	7	3.55%
3	28	14.21%
3/4	1	0.51%
4	3	1.52%
No answer	12	6.09%
<b>Total</b>	<b>197</b>	<b>100.00%</b>

Question 5 - Bedroom under occupancy - Difference between the number of bedrooms you have today and the number you need.

Row Labels	Total	Percentage
Over occupied by 1 room	11	5.58%
Over occupied by 1/2 room	1	0.51%
Correct occupied	55	27.92%
Under occupied by 1/2 room	2	1.02%
Under occupied by 1 room	84	42.64%
Under occupied by 1.5 rooms	5	2.54%
Under occupied by 2 rooms	24	12.18%
Under occupied by 2.5	2	1.02%
No answer	13	6.60%
<b>Grand Total</b>	<b>197</b>	<b>100.00%</b>

Question 6 - Have you thought of moving to a more suitable home.

No	52	26.40%
Yes	143	72.59%
No answer	2	1.02%
<b>Total</b>	<b>197</b>	<b>100.00%</b>

Question 7 - Are you interested in moving to Elderflowers

	Number	Percentage
No	3	2.10%
Yes	126	88.11%
Don't Know	14	9.79%
<b>Total</b>	<b>143</b>	<b>100.00%</b>

Question 8 - What type of tenancy are you interested in.

	Number	Percentage
Interested in different ownership types	28	22.22%
Buying	32	25.40%
Rental	49	38.89%
Shared Ownership	14	11.11%
No answer	3	2.38%
<b>Total</b>	<b>126</b>	<b>100.00%</b>

*Additional analysis*

Bedroom under occupancy - Difference between the number of bedrooms you have today and the number you need.

How many bedrooms do you have at present	How many bedrooms do you need	Total	Over occupancy in room	Percentage
1	2	10	-1	5.08%
1	1	11	0	5.58%
1	(blank)	1	n/a	0.51%
2	3	1	-1	14.72%
2	2	29	0	0.51%
2	1.5	1	0.5	0.51%
2	1	4	1	2.03%
2	(blank)	3	n/a	1.52%
3	3.5	1	-0.5	0.51%
3	3	13	0	6.60%
3	2.5	1	0.5	0.51%
3	2	66	1	33.50%
3	1.5	1	1.5	0.51%
3	1	10	2	5.08%
3	(blank)	3	n/a	1.52%
4	4	2	0	1.02%
4	3	14	1	7.11%
4	2.5	1	1.5	0.51%
4	2.5	3	1.5	1.52%
4	2	13	2	6.60%
4	(blank)	4	n/a	2.03%
5	2.5	2	2.5	1.02%
6	4	1	2	0.51%
(blank)	2	1	n/a	0.51%
(blank)	(blank)	1	n/a	0.51%
<b>Total</b>		<b>197</b>		<b>0.51%</b>

## Comparison of the current tenure against the requested tenure

Current Tenure	Requested Tenure	Number	Percentage	
Don't own home	Interested in different ownership types	7	12.96%	Percentage
Don't own home	Rental	36	66.67%	3.55%
Don't own home	Shared Ownership	3	5.56%	18.27%
Don't own home	No answer	8	14.81%	1.52%
<b>Don't own home Total</b>		<b>54</b>	<b>100.00%</b>	<b>4.06%</b>
Own Home	Interested in different ownership types	25	19.38%	27.41%
Own Home	Buying	51	39.53%	12.69%
Own Home	Rental	12	9.30%	25.89%
Own Home	Shared Ownership	11	8.53%	6.09%
Own Home	No answer	30	23.26%	5.58%
<b>Own Home total</b>		<b>129</b>	<b>100.00%</b>	<b>15.23%</b>
No answer	Interested in different ownership types	3	21.43%	65.48%
No answer	Buying	1	7.14%	1.52%
No answer	Rental	6	42.86%	0.51%
No answer	Shared Ownership	3	21.43%	3.05%
No answer	No answer	1	7.14%	1.52%
<b>No answer total</b>		<b>14</b>	<b>100.00%</b>	<b>0.51%</b>
<b>Total</b>		<b>197</b>	<b>100.00%</b>	<b>7.11%</b>
				100.00%

## Comparison of the current tenure against the requested tenure (For home owners)

Do you have a mortgage	Requested Tenure	Total	Percentage	
No	Interested in different ownership types	10	16.13%	<b>Percentage</b>
No	Buying	25	40.32%	7.75%
No	Rental	4	6.45%	19.38%
No	Shared Ownership	2	3.23%	3.10%
No	No answer	21	33.87%	1.55%
<b>No Total</b>		<b>62</b>	<b>100.00%</b>	16.28%
Yes	Interested in different ownership types	11	19.64%	<b>48.06%</b>
Yes	Buying	22	39.29%	8.53%
Yes	Rental	7	12.50%	17.05%
Yes	Shared Ownership	8	14.29%	5.43%
Yes	No answer	8	14.29%	6.20%
<b>Yes Total</b>		<b>56</b>	<b>100.00%</b>	6.20%
No answer	Interested in different ownership types	4	36.36%	<b>43.41%</b>
No answer	Buying	4	36.36%	3.10%
No answer	Rental	1	9.09%	3.10%
No answer	Shared Ownership	1	9.09%	0.78%
No answer	No answer	1	9.09%	0.78%
<b>No answer Total</b>		<b>11</b>	<b>100.00%</b>	0.78%
<b>Total</b>		<b>129</b>		<b>8.53%</b>



Comparison of the current tenure against the requested tenure (For renters)

Who rented from	Requested Tenure	Total	Percentage	
Council	Rental	10	0.625	<b>Percentage</b>
Council	Shared Ownership	2	0.125	14.93%
Council	No answer	4	25.00%	2.99%
<b>Council Total</b>		<b>16</b>	<b>100.00%</b>	<b>5.97%</b>
Housing Association	Interested in different ownership types	4	25.00%	<b>23.88%</b>
Housing Association	Rental	12	75.00%	5.97%
Housing Association	Shared Ownership	4	25.00%	17.91%
Housing Association	No answer	2	12.50%	5.97%
<b>Housing Association Total</b>		<b>22</b>	<b>137.50%</b>	<b>2.99%</b>
Other	Interested in different ownership types	3	18.75%	<b>32.84%</b>
Other	Rental	1	6.25%	4.48%
<b>Other Total</b>		<b>4</b>	<b>25.00%</b>	<b>1.49%</b>
Privately rented	Interested in different ownership types	6	37.50%	<b>5.97%</b>
Privately rented	Buying	1	6.25%	8.96%
Privately rented	Rental	15	93.75%	1.49%
Privately rented	No answer	1	6.25%	22.39%
<b>Privately rented Total</b>		<b>23</b>	<b>143.75%</b>	<b>1.49%</b>
No answer	Interested in different ownership types	1	6.25%	<b>34.33%</b>
No answer	Rental	1	6.25%	1.49%
<b>No answer Total</b>		<b>2</b>	<b>12.50%</b>	<b>1.49%</b>
<b>Grand Total</b>		<b>67</b>		<b>2.99%</b>
				<b>100.00%</b>

Household size in comparison with number of bedrooms

Household size in comparison with the number of bedrooms at present.

Total Household size	How many bedrooms do you have at present	Total	Percentage of households of that size	Percentage of total households
1	1	18	25.00%	
1	2	17	23.61%	9.14%
1	3	27	37.50%	8.63%
1	4	7	9.72%	13.71%
1	5	1	1.39%	3.55%
1	No answer	2	2.78%	0.51%
<b>1 Person household Total</b>		<b>72</b>	<b>100.00%</b>	<b>1.02%</b>
2	1	3	2.75%	<b>36.55%</b>
2	2	18	16.51%	1.52%
2	3	61	55.96%	9.14%
2	4	27	24.77%	30.96%
<b>2 Person household Total</b>		<b>109</b>	<b>100.00%</b>	<b>13.71%</b>
3	1	1	11.11%	<b>55.33%</b>
3	2	2	22.22%	0.51%
3	3	4	44.44%	1.02%
3	4	2	22.22%	2.03%
<b>3 Person household Total</b>		<b>9</b>	<b>100.00%</b>	<b>1.02%</b>
4	2	1	20.00%	<b>4.57%</b>
4	3	3	60.00%	0.51%
4	6	1	20.00%	1.52%
<b>4 Person household</b>		<b>5</b>	<b>100.00%</b>	<b>0.51%</b>

Evaluating the demand for Housing for older people in Milton Keynes

Total				
5	4	1	50.00%	2.54%
5	5	1	50.00%	0.51%
5 Person household Total		2	100.00%	0.51%
All Households		197		1.02%
				100.00%

Household size in comparison with the number of requested bedrooms

Total Household size	How many bedrooms do you need	Total	Percentage of households of that size	Percentage of total households
1	1	16	22.22%	
1	2	41	56.94%	8.12%
1	3	2	2.78%	20.81%
1	1/2	2	2.78%	1.02%
1	2/3	2	2.78%	1.02%
1	No answer	9	12.50%	1.02%
1 Person household Total		72	100.00%	4.57%
2	1	9	8.26%	36.55%
2	2	69	63.30%	4.57%
2	3	22	20.18%	35.03%
2	4	1	0.92%	11.17%
2	2/3	4	3.67%	0.51%
2	3/4	1	0.92%	2.03%
2	No answer	3	2.75%	0.51%
2 Person household Total		109	100.00%	1.52%
3	2	7	77.78%	55.33%
3	3	2	22.22%	3.55%

Evaluating the demand for Housing for older people in Milton Keynes

3 Person household Total			9	100.00%	1.02%
4	2		2	40.00%	4.57%
4	3		2	40.00%	1.02%
4	4		1	20.00%	1.02%
4 Person household Total			5	100.00%	0.51%
5	4		1	50.00%	2.54%
5	2/3		1	50.00%	0.51%
5 Person household Total			2	100.00%	0.51%
All Households			197		1.02%
					100.00%

Household size in comparison with the number of present and requested bedrooms

Household size	How many bedrooms do you have at present	How many bedrooms do you need	Total	Percentage of households of that size	Percentage of total households
1	1	1	9		
1	1	2	8	12.50%	4.57%
1	1	No answer	1	11.11%	4.06%
1	2	1	3	1.39%	0.51%
1	2	2	10	4.17%	1.52%
1	2	1/2	1	13.89%	5.08%
1	2	No answer	3	1.39%	0.51%
1	3	1	4	4.17%	1.52%
1	3	2	19	5.56%	2.03%
1	3	3	1	26.39%	9.64%
1	3	1/2	1	1.39%	0.51%
1	3	2/3	1	1.39%	0.51%

Evaluating the demand for Housing for older people in Milton Keynes

1	3	No answer	1	1.39%	0.51%
1	4	2	3	1.39%	0.51%
1	4	3	1	4.17%	1.52%
1	4	No answer	3	1.39%	0.51%
1	5	2/3	1	4.17%	1.52%
1	No answer	2	1	1.39%	0.51%
1	No answer	No answer	1	1.39%	0.51%
<b>1 Person household Total</b>			<b>72</b>	<b>1.39%</b>	<b>0.51%</b>
2	1	1	2	<b>100.00%</b>	<b>36.55%</b>
2	1	2	1	1.83%	1.02%
2	2	1	1	0.92%	0.51%
2	2	2	16	0.92%	0.51%
2	2	3	1	14.68%	8.12%
2	3	1	6	0.92%	0.51%
2	3	2	43	5.50%	3.05%
2	3	3	9	39.45%	21.83%
2	3	3/4	1	8.26%	4.57%
2	3	No answer	2	0.92%	0.51%
2	4	2	9	1.83%	1.02%
2	4	3	12	8.26%	4.57%
2	4	4	1	11.01%	6.09%
2	4	2/3	1	0.92%	0.51%
2	4	2/3	3	0.92%	0.51%
2	4	No answer	1	2.75%	1.52%
<b>2 Person household Total</b>			<b>109</b>	<b>0.92%</b>	<b>0.51%</b>
3	1	2	1	<b>100.00%</b>	<b>55.33%</b>
3	2	2	2	11.11%	0.51%
3	3	2	3	22.22%	1.02%
3	3	3	1	33.33%	1.52%
3	4	2	1	11.11%	0.51%
3	4	3	1	11.11%	0.51%
<b>3 Person</b>			<b>9</b>	<b>11.11%</b>	<b>0.51%</b>

Evaluating the demand for Housing for older people in Milton Keynes

household Total						
4	2	2	1	100.00%	4.57%	
4	3	2	1	20.00%	0.51%	
4	3	3	2	20.00%	0.51%	
4	6	4	1	40.00%	1.02%	
4 Person household Total			5	20.00%	0.51%	
5	4	4	1	100.00%	2.54%	
5	5	2/3	1	50.00%	0.51%	
5 Person household Total			2	50.00%	0.51%	
All Households			197	100.00%	1.02%	
					100.00%	

In a household with person over 50 still working

	Male	Female	Total	
50-59	41	50	91	
60-70	20	18	38	
70 and over	3	4	7	
Total	64	72	136	

Number of people in a household with someone over the age of 50 still working as a percentage of the total population

	Total Men	Men in a household with someone working	Total Women	Women in a household with someone working	Total	Total in a household with someone working	Percentage of Men in a house with someone working	Percentage of women in a household with someone working	Percentage of total population with someone working
50-59	47	41	62	50	109	91	87.23%	80.65%	83.49%
60-70	40	20	55	18	95	38	50.00%	32.73%	40.00%
70 and over	27	3	33	4	60	7	11.11%	12.12%	11.67%
<b>Total</b>	<b>114</b>	<b>64</b>	<b>150</b>	<b>72</b>	<b>264</b>	<b>136</b>	<b>56.14%</b>	<b>48.00%</b>	<b>51.52%</b>

Number of households thinking of moving by Household size

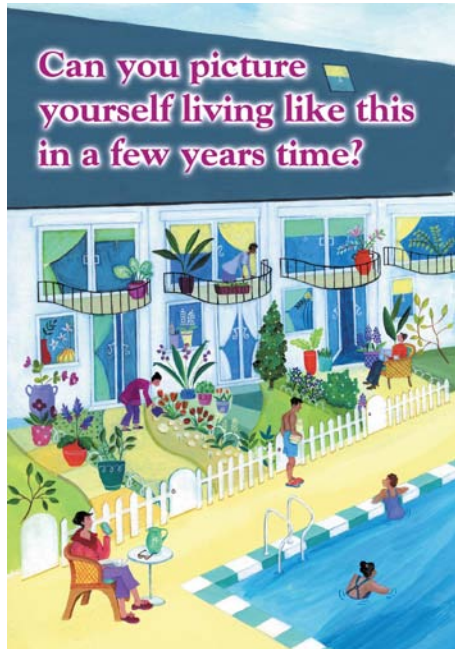
Total Household size	Total	Percentage
1	52	36.36%
2	80	55.94%
3	6	4.20%
4	4	2.80%
5	1	0.70%
<b>All Households</b>	<b>143</b>	<b>100.00%</b>

## Appendix 2 – Survey questions

1. Is there anyone in this home aged 40 or more?
2. How many people in your household are of the following ages.
  - a. Male under 30
  - b. Female under 30
  - c. Male 30 - 39
  - d. Female 30 - 29
  - e. Male 40 -49
  - f. Female 40 - 49
  - g. Male 50 - 59
  - h. Female 50 - 59
  - i. Male 60 - 69
  - j. Female 60 - 69
  - k. Male 70 and over
  - l. Female 70 and over
3. Is there anyone in this home aged 50 or more who is working?
4. Do you own your own home?, If yes do you have a mortgage?
5. Do you rent your home? If yes is it from
  - a. A housing association
  - b. From the Council
  - c. Privately rented
  - d. Tied Accommodation
  - e. Other
6. Does anyone living here receive care in the home or a disability benefit
7. How many bedrooms do you have at present
8. How many bedrooms do you need?
9. Have you thought of moving to a more suitable home
10. Please spend a few minutes looking at the enclosed leaflet. Do you think you would be interested in living in this type of housing in your are either now or in a few years time? If you last answer was yes would you be interested in
  - a. Buying
  - b. Renting
  - c. Shared Ownership



## **Appendix 3 - Brochure.**



## Plan ahead for a better future

Do you want a new and different lifestyle? Do you want to live in a house with shared services such as a gym, swimming pool, small office or workshop? Do you want to relax, have fun and spend extra time on yourself, your family or with your friends? Are you in your late 40's or early 50's and thinking about your future housing needs?



## What is Elderflowers?

A new kind of housing for independent people over fifty is being planned by Elderflowers Projects, a small, not-for-profit development company. Forget about small rooms and wardens, Elderflowers homes are for living in and enjoying life to the full.

Imagine getting up in the morning for a quick swim in the heated pool, and coffee or breakfast at the bar. Some residents will go off to work and others will enjoy the Elderflowers amenities or employment at the complex.

Then come home to a meal in your carefully designed house or apartment or enjoy a meal in the Elderflowers restaurant.



## Location

An Elderflowers development would be located in an attractive central area to provide a convenient and vibrant environment for residents and to ensure access to transport, shops and other activities.

## Elderflowers housing: 1, 2, 3:

**1** Living accommodation, including one and two bedroom houses and apartments, some with private gardens. There will be a mixture of ownership, and some work/live units plus guests' suites, to hire for visitors.



**2** Private facilities for residents to share, such as a swimming pool, small gym, reception area, library, meeting room and laundrette. These will be paid for by the residents themselves through their service charge.



**3** Commercial activities to complement the housing development could include a shop, open to the public, restaurant and bar/café, also for public use, therapy and cosmetic suites, such as hairdressing, massage, offices and workshops.



## Why make a decision now?

Elderflowers is for people over 50 who want to downsize to a house or apartment to suit their needs. Many people over 50 spend much of their free time and money maintaining houses or gardens. Others would like to release capital from the sale of their house and live in more comfortable and safer surroundings.

The Elderflowers idea is designed to keep service charges to a minimum. The Elderflowers concept is

management by residents, for residents. You have overall control of the costs and services provided and there may be an opportunity to work in the complex on a full or part time basis.

Elderflowers housing is designed for people over 50 who are active and well and who want to stay that way for as long as possible.

If you would like further details, please complete and return the expression of interest form below.



Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email \_\_\_\_\_

Please return this form to the address below.  
 Your name and address will be kept on the confidential files of Elderflowers Projects Co. Ltd. and are made available to any outside person or agency.



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