

Housing LIN

Connecting people, ideas and resources

1. Intergenerational living: innovative housing and care models

#HLINconf19

Strategising a new model for intergenerational housing



Supported by: Innovate UK & Camden Council

Collaborative group: Ealing, Kingston, Peabody, RIBA, RSA, the Young Foundation, the GLA, SWA

Matter Architecture



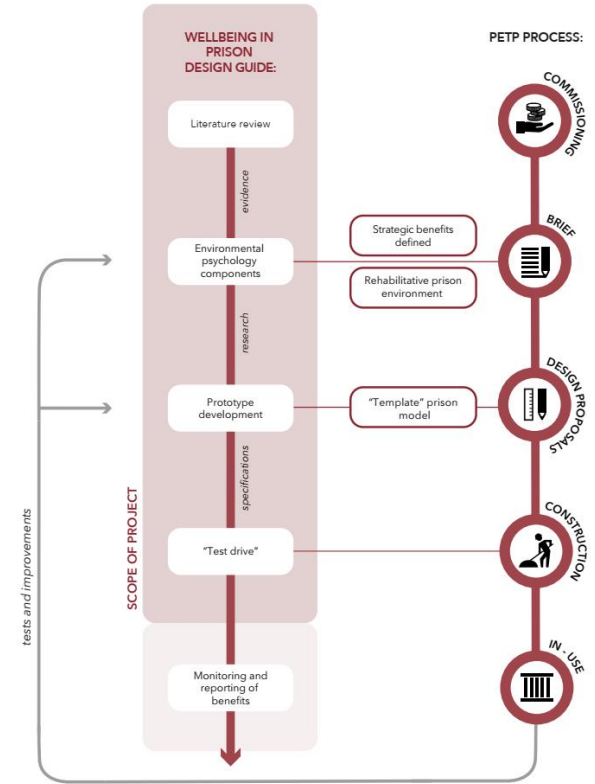
Wellbeing in prison design Design guide	4
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Wellbeing in prison design
A guide

Matter Architecture
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Richard O'Brien
Richard Barnes

December 2017
Version 1.0
Approved by:
RIBA

matter
ARCHITECTURE



Responding to emerging crises



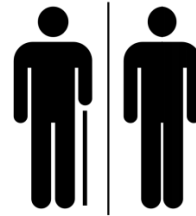
Homes posing risk to health and lack of accessibility



Ageing population



Bed-blocking and cost of treating avoidable injuries



Increased age segregation



Wide range of negative effects of loneliness



Children living in relative poverty and high childcare costs



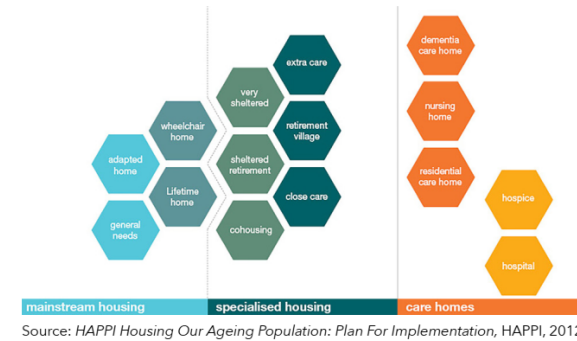
Disproportionate amount of income spent on housing



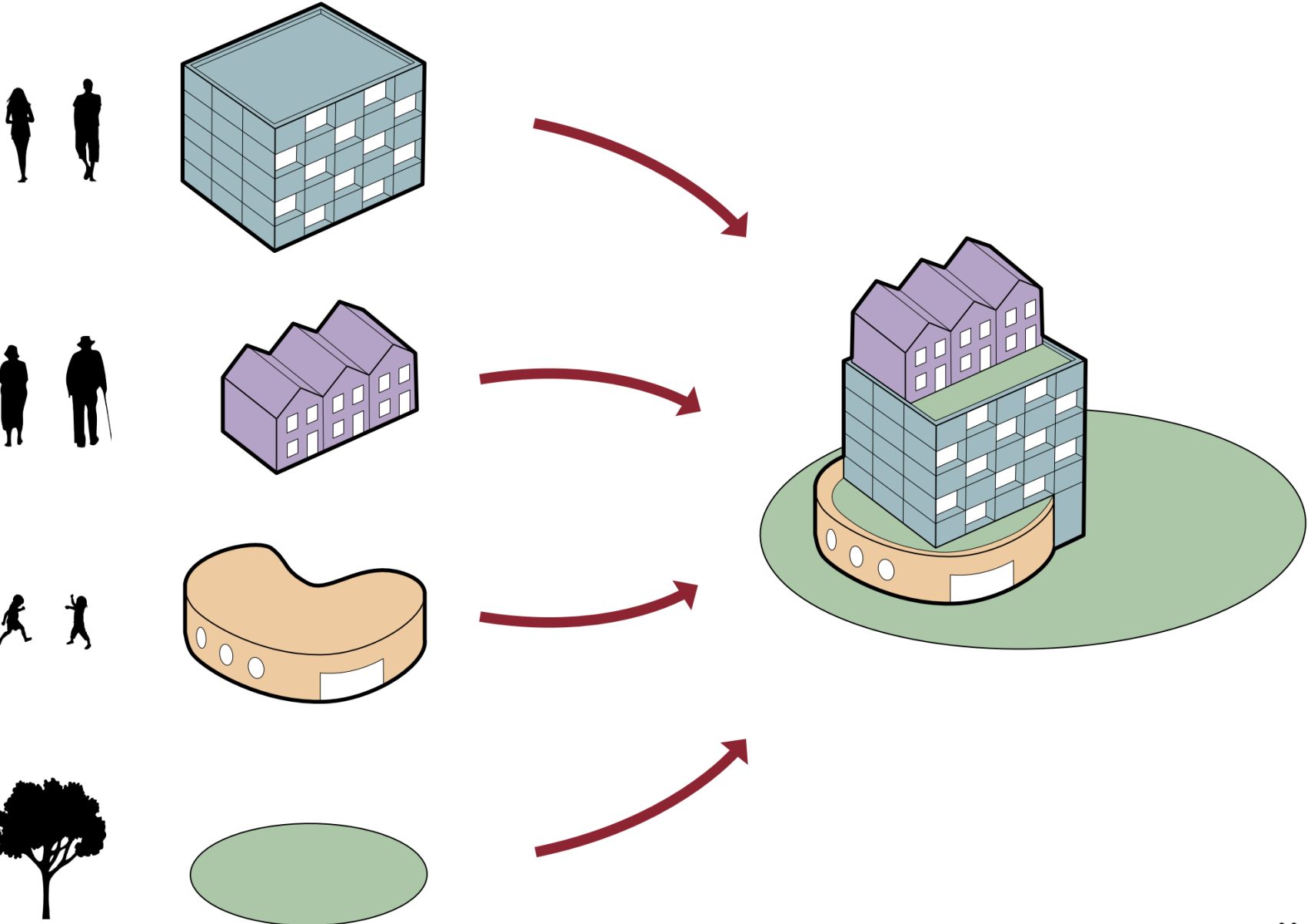
Increased mental health issues in younger people



Increased pessimism about young people's prospects



The Mixed-Use Myth



Analysing precedents

- Wide variety internationally
- Addressing specific needs
- Ad-hoc and focussed
- Anecdotally positive
- Lacking evaluation or scaling



Humanitas, Netherlands



LILLAC - Co-Housing UK



Municipal Project for IH, Spain



Hope Meadows, Illinois, USA



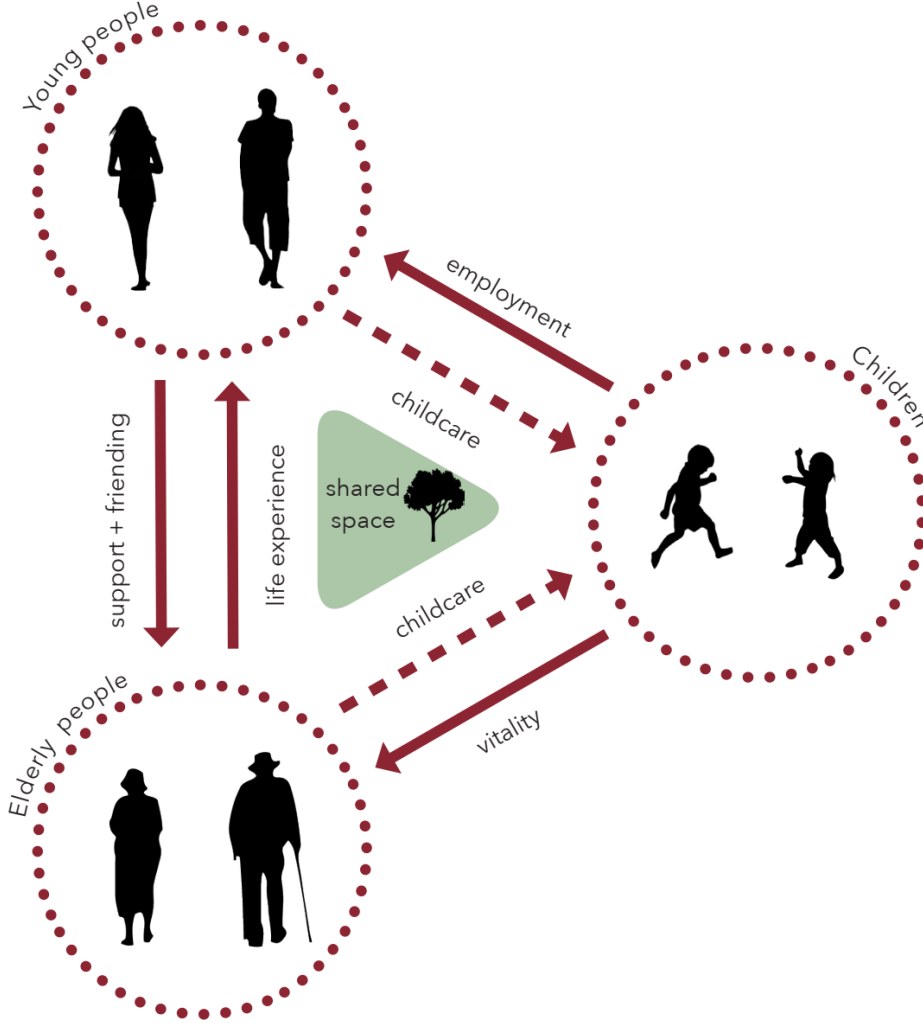
Homeshare, UK



LinkAges, UK

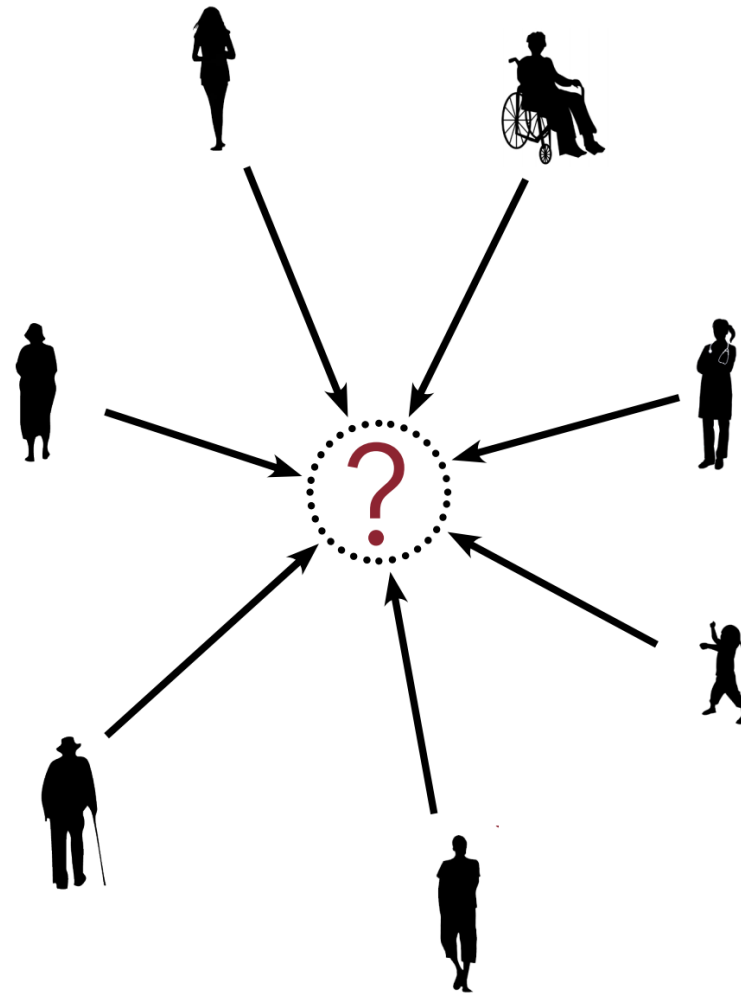
Intergenerational housing?

A 'traditional' model



Intergenerational housing?

- Responses to what?
- Strategic approach?
- Intergenerational?
- Participatory?



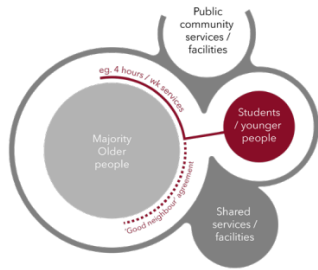
Strategising a new model for intergenerational housing

1. Social Impact

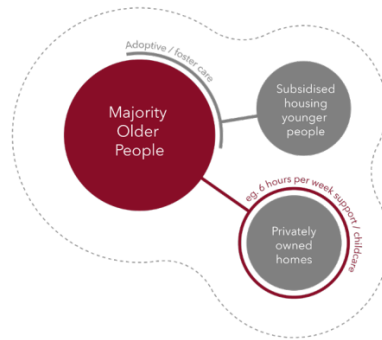
2. Social Contract

3. Socially Supportive Design

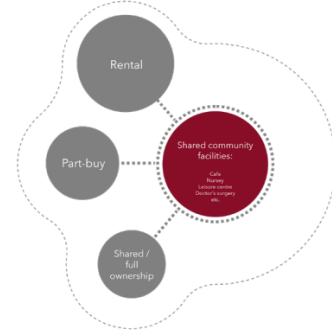
Organisation and configuration



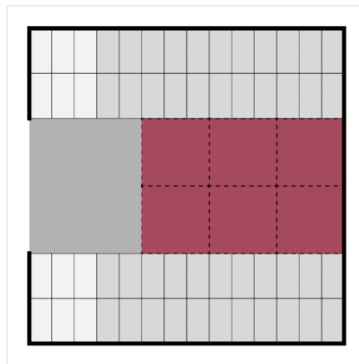
Municipal Project for Intergenerational Housing & Community Services, Alicante



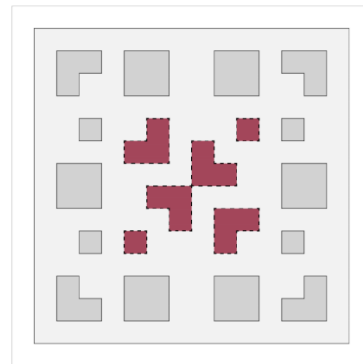
Treehouse, Massachusetts



TreeHouse, USA

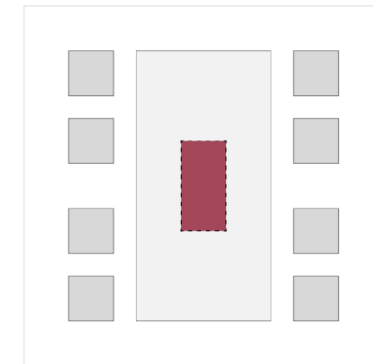
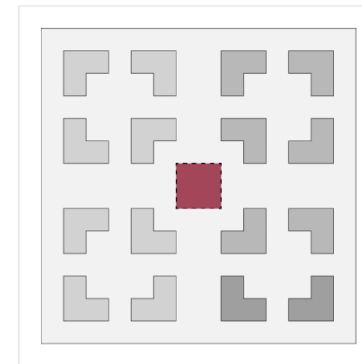


Municipal Project for Intergenerational Housing & Community Services, Alicante



Joseph Rowntree Foundation, York

Community



CO-housing LILAC, UK

Elderly housing in Ealing





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Nursing home, Lewisham



Architecture: setting the scene



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The performance is the event



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Designing the right kinds of space





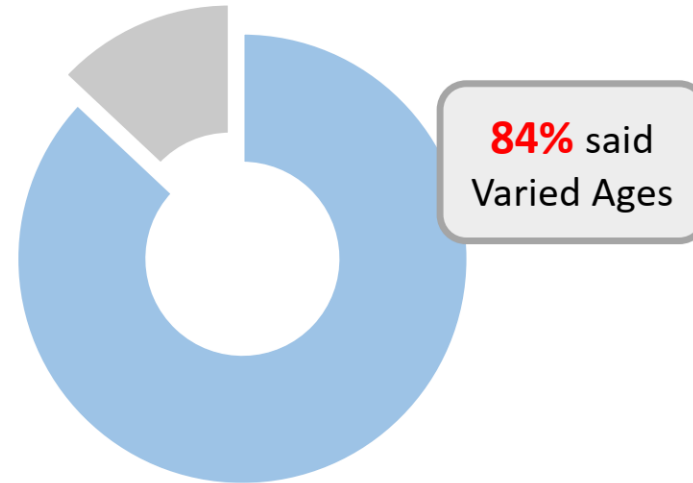
The Kohab

A New Way of Living the Old Way



Creation of Age Ghettos

“Would you prefer to live in a community with people of Varied or Similar Ages?”



* **100%** of the respondents over the age of 75 answered “varied”

Source: Assael Architects later living research, 2018



The Kohab sells **lifestyle living** by providing

Quality, well-located living spaces in cities



Intergenerational Communities

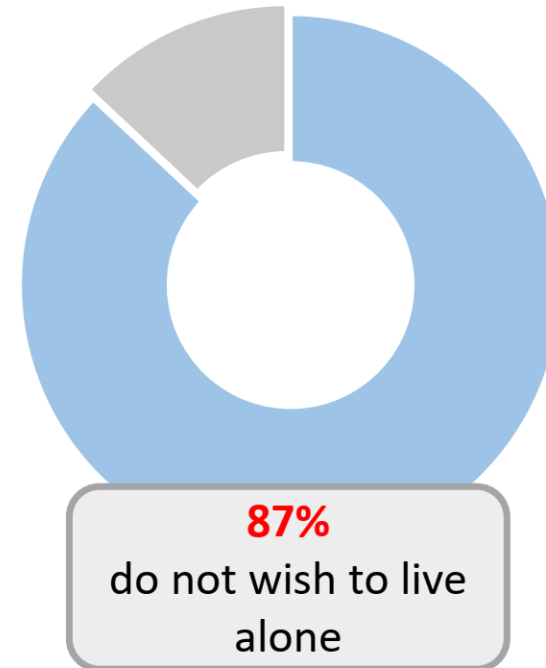
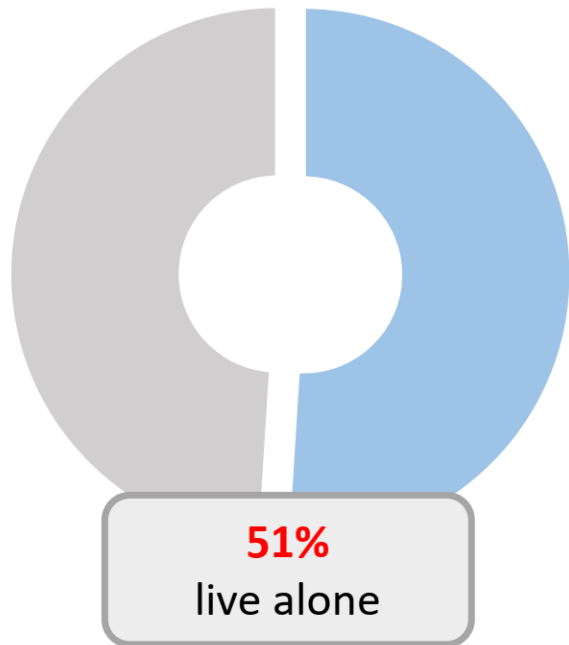


Ease of living as a service



The Problem: Isolation

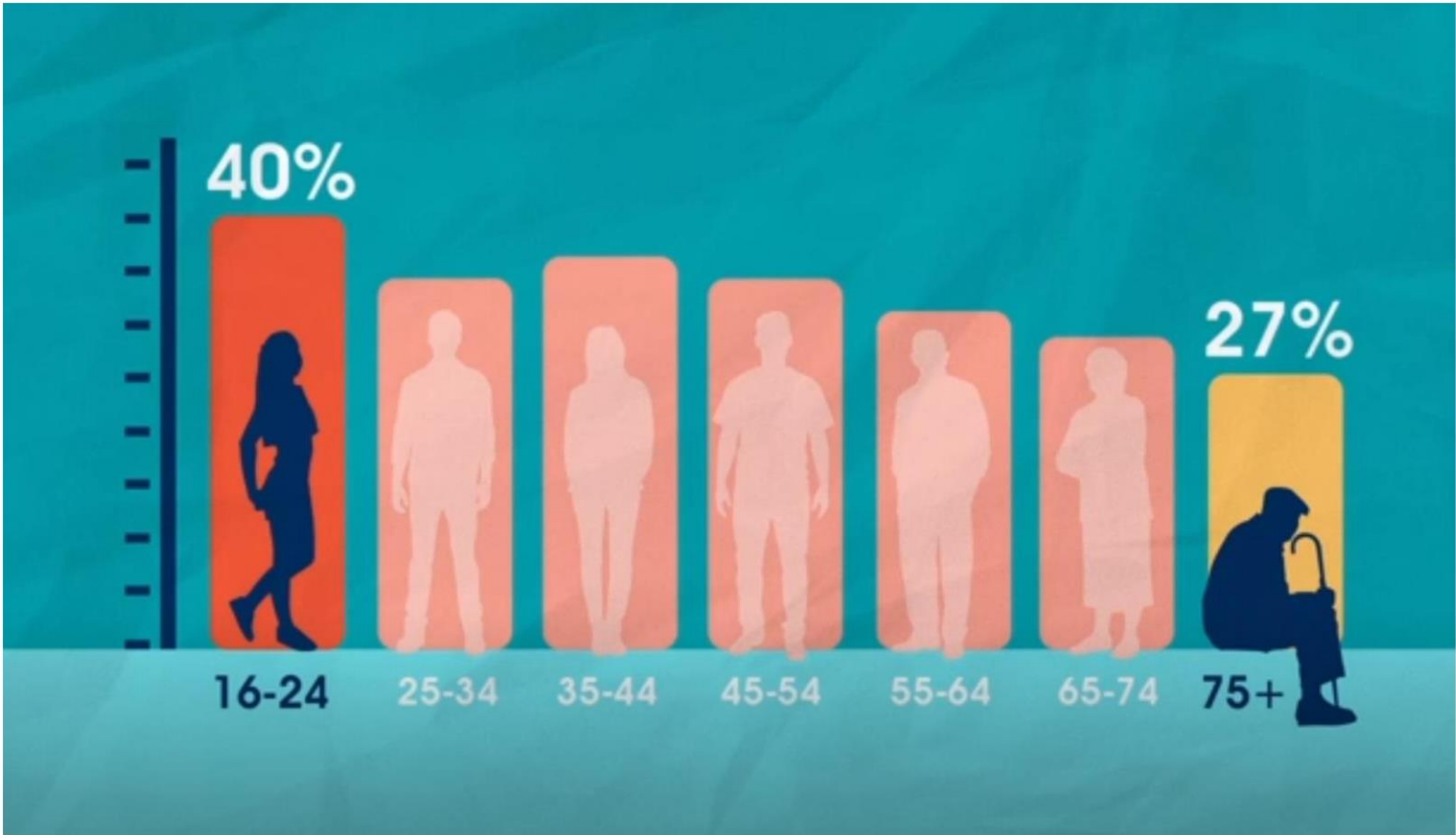
Over 75s Living Alone



Source: McCarthy and Stone, 2015



The Problem: Loneliness



Source: BBC, 2018



Our Solution

Loneliness



Ghettoisation by age



Lack of downsizer options



Co-living service layer

Intergenerational subsidies

Professional rental model



The Kohab Product

What is it?

- ✓ Generous size flats (studios, 1 and 2 beds)
- ✓ Communal spaces for community interaction
- ✓ Central urban locations with local affluent demographic
- ✓ High quality spec and fit out
- ✓ **Limited downside risk** – entire scheme underwritten on a for-sale basis



What is it not?

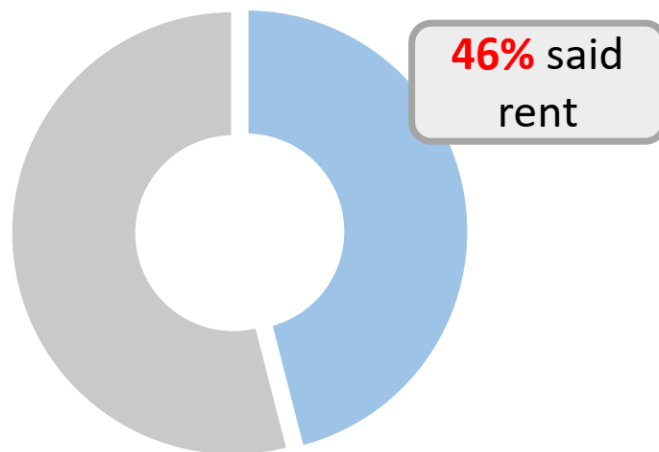
- X A care home
- X A rural 'retirement village'
- X Micro living / small unit co-living



Demand for Renting in Retirement

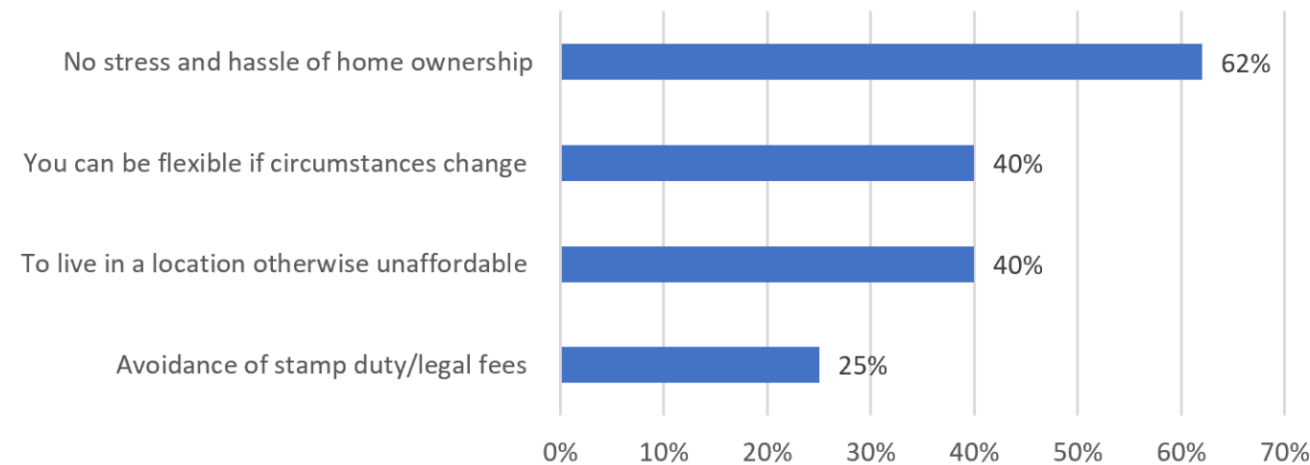
- The evidence suggests a **clear lack of supply** for quality retirement rental products.
- The number of people aged 65+ renting in the UK has grown by 61% in the last decade

Asking Potential Customers
“If you were interested in moving to a retirement community, would you look to **rent** or **buy**?”



Source: Boomer and Beyond 2018

“Why does renting appeal to you more?”



Source: Boomer and Beyond 2018



Enhanced Real Estate Returns

Assets operated by the Kohab can achieve a **significant rental premium** on the open market

Comparable rental premiums achieved vs the Buy to Let market

Build-to-Rent:	12%
Co-living (on student accommodation):	50%
Retirement Rental Schemes:	Approx 300% *

* Heavy provision of on-site amenity, and often care



We Are Looking For

- JVs with residential developers, landlords or Housing Associations
- Leases or management agreements
- Residential developments, blocks of flats or PD schemes to accommodate **20 – 100 residential units** (15,000 + sqft)
- **Affluent locations** in UK cities
- Work with developers to **pivot from for-sale to a for-rent strategy**



Example Scheme 1

Residential development under construction

- 30 unit development in affluent neighborhood of an outer London borough
- Developer seeking a tenant to take a pre-let on the whole building
- Ground floor amenity space for communal kitchen and residents lounge
- Large communal garden



Example Scheme 2

Central Brighton development opportunity

- Planning permission granted for 75 residential units
- Management agreement between The Kohab and the landlord
- The Kohab manages, operates and lets the scheme, returning the net rent to the landlord



Typical floor plan layout

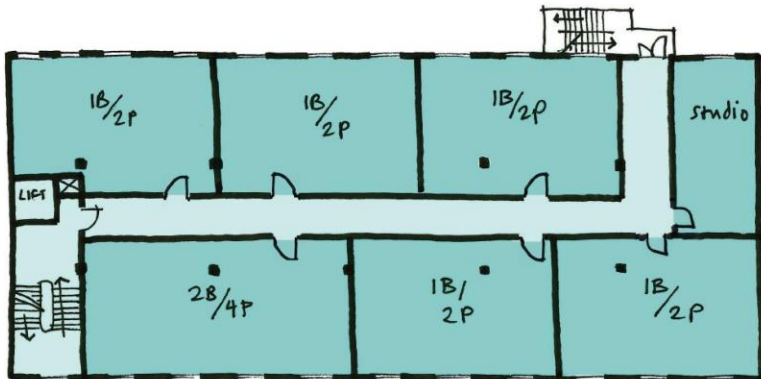


Example Scheme 3

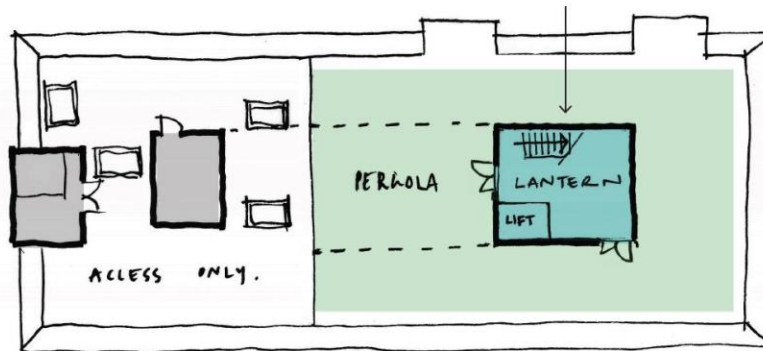


Repositioning block in central London

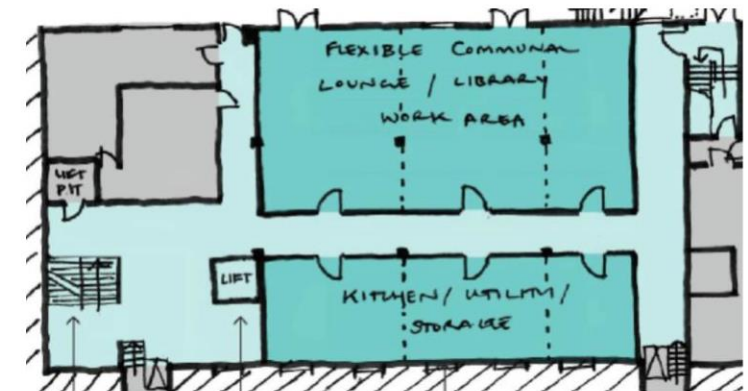
- Landlord is refurbishing the building to provide 20 residential units
- Landlord seeking a tenant to sign a long lease on the whole block
- Ground floor amenity space
- Communal roof garden
- Central London location



Typical residential floor layout



Roof garden layout



Possible lower ground floor communal layout





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Learning from intergenerational housing projects in the USA

Dr Emma Garland
Winston Churchill Fellow

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- Fund British citizens to travel overseas in pursuit of new and better ways of tackling a wide range of the current challenges facing the UK.
- Successful applicants are known as Churchill Fellows for life.
- No qualifications are required, just a project and the desire and motivation to improve your community, profession or field.
- <http://www.wcmt.org.uk/>

Aims and objectives of my research trip

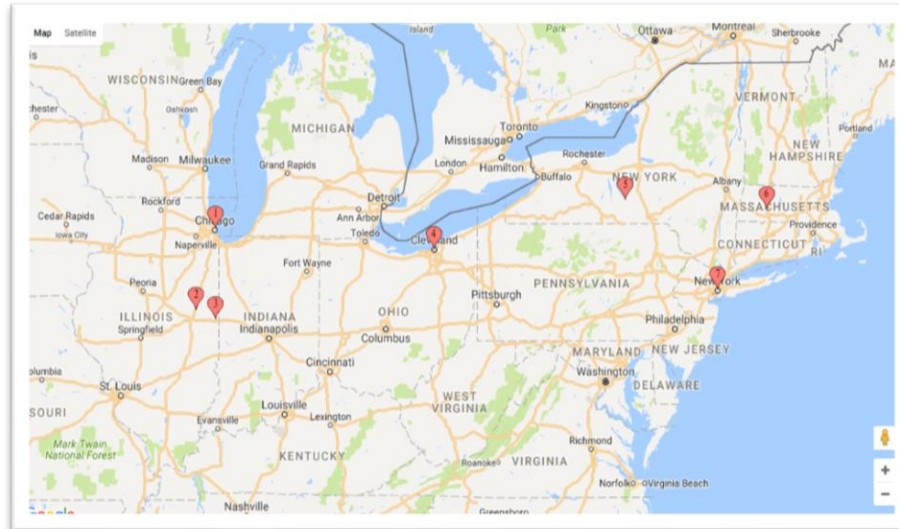
- To learn more about the different models of intergenerational housing in the USA.
- To consider whether and how these could work in a UK context.
- To provide a practical tool for anyone in the UK considering setting up an intergenerational housing scheme.
- To stimulate debate about the type of housing we should be building in the UK and to encourage consideration of intergenerational housing alongside more traditional models.



Where did I go?

During my four-week trip in October 2017, I visited:

- Nine different intergenerational housing schemes
- Organisations that deliver intergenerational activities and programmes
- Non-profit organisations providing supportive services to local communities
- Local housing authorities



Interviewed staff and residents to see how they worked in practical terms and to find out what people thought about living & working there.

What is intergenerational housing?

- Provides a safe living space for people of all ages to interact, collaborate and explore the values of each generation on an ongoing basis.
- Enables people of different ages to live side by side as good neighbours, to share their talents and resources, develop meaningful relationships and support each other;
- Fosters programs, policies, and practices that promote engagement, cooperation, interaction, and exchange between residents of different generations;
- Provides adequately for the safety, health, education and basic necessities of life for people of all ages, by taking a partnership or community-led approach to the delivery of services and/or activities;
- Has private and communal spaces intended for collective use.



What will I talk about today?

Today I'll focus on intergenerational housing where support is provided:

- Two schemes where foster and adoptive families live alongside older people
- Three 'Grandfamily' housing schemes which house grandparents with parental responsibility for grandchildren



Intergenerational housing for families fostering or adopting children and older people



The Treehouse, Easthampton Massachusetts



Hope Meadows, Rantoul, Illinois

Aim: to “stop the bounce” – to end the cycle of foster children being moved from home to home by creating permanency, community and supportive relationships.

Based on the **community-as-intervention model**.

Model has been adapted for other groups needing support.



Older residents

How it works:

- Seniors are required to provide six hours volunteering per week supporting parents and their children as “honorary grandparents”
- In return, pay below market rent for homes
- Must be able-bodied and age 55 or older, ready to babysit, drive, tutor and, mostly, love the kids who live there
- Receive training in how to deal with foster children

Why did they want to live there?

- Some had relevant experience, e.g. social work, nursing, school teachers
- Liked the idea of an intergenerational community and wanted to help the kids
- Wanted to make a difference / continue to contribute / give back
- Wanted to feel productive and keep active
- Wanted to be around others
- Didn't want to live just with people of the same age

Mr Jim



What's it like to live there?

- *“One loving family”* and a *“Caring community”*
- Everyone knows each other and says hello
- All work together to support children
- Staff facilitate bringing together different age groups so they can get to know one another but do not ‘make friendships happen’
- Children and seniors regularly socialise together
- Seniors give piano lessons, chaperone field trips, take children to ballet and soccer practice, walk children to school, sew quilts, host sleepovers, go fishing and babysit
- Always something going on - monthly get-togethers, dance classes, yoga, sharing meals, theatre groups, photography courses and after-school program



Has it made a difference?

Children and young people:

Children and Youth at Treehouse Easthampton 2006 – 2017 (N=100)		
	National Averages for Foster Youth	Treehouse Youth
High School Graduates (of those age appropriate)	58% ¹	95%*
Attending College or Vocational Training for 2+ years	< 10% ^{2, 3}	100%**
High School Drop Outs	(annually) 8 -14% ¹	(total over 10 yrs.) 5%
Children Repeating One or More Grades in School	33 – 46% ⁴	0
Arrests	46% ⁵	0
Teens/Young Adults Parenting	48% ⁶	2%***
Failed Placements / Children Returning to DCF	16% ⁷	0

Parents:

- Support from older residents – someone to rely on
- Reduced stress and economic benefits

Has it made a difference?

Older residents:

- No decline in mental, physical or emotional health
- Increases in quality of life
- Self-esteem and life satisfaction
- Ability to live independently on fixed or decreasing incomes
- Reduced isolation and expanded social connections

Why?

- Felt they were making a difference in the lives of others
- Makes you get up, get out and do things – helps to keep you active
- Real neighbours– make friends and makes you get out
- Look out for each other
- Feel connected but don't have to join in
- Keeps you young – get to mix with different ages
- Love the kids!

Grandfamily housing



Roseland Village, Chicago



Griot Village, Cleveland, Ohio



PSS/WSF GrandParent Family apartments, South Bronx

Supportive housing for
grandparents with legal custody of
grandchildren

Why is it needed?

- More than 2.4 million grandparents across the USA have responsibility for grandchildren
- Face multiple challenges – poor physical and mental health, depression, struggling on a low income, difficulty enrolling kids in school
- Housing – key problem!
 - Excluded from age-designated housing
 - Can't afford decent, safe accommodation
 - Often face eviction



Common features

- Grandparents submit their application which is then screened to check if they meet eligibility criteria and they may undergo an interview
- Homes are designed to meet the needs of older adults and children
- An on-site resource or community centre including a large open area, a kitchen and an ICT suite
- Outdoor green spaces and play areas
- Located near to public transportation, commercial and/or retail development, hospitals or medical centres and schools
- Residents were involved in the planning and design of the development
- Supportive services are provided – these are seen as essential to the success of the projects
- Dedicated staff such as resident services co-ordinators, social workers, youth program specialists, family caregiver support worker



Activities and programs



Halloween at PSS/WSF GrandParent Family Apartments. Families worked together to decorate the building and grandparents helped to organise a Halloween party for the children. Here you can see 62-year-old Peter who dressed up as a werewolf!

Has it made a difference?

Children and young people

- *“A phenomenal place to live...I have a home and we can be a family”.*
- Having the privacy of their own room and space, which makes them feel happier and more secure
- Living alongside others who are going through a similar experience
- More opportunities and improved educational attainment
- Being supported as their grandparents get older and roles are reversed.



Has it made a difference?

Grandparents

- Safe, clean, good quality housing = stability and less worried
- Makes life easier for them = physical and mental health benefits
- Better able to support grandchildren and cope with situation
- Peer support invaluable = reduced loneliness and isolation & expanded circle of friends



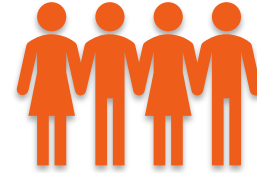
“I was in an apartment that was \$900 a month plus utilities. Trying to pay that kind of rent on a fixed income is rough. This building was a blessing. I’m grateful not to drag laundry to the laundromat on the bus.”

Grandmother Doris at Roseland Village

Common themes and lessons learnt



Having a sense of purpose was important – social glue



You need the right residents to make it work



You need the right staff to make it work:



Important to consider planning and design



Importance of future planning

Key findings

- Intergenerational housing works particularly well as a model for supported housing
- It fosters the creation of friendly, neighbourly, supportive communities where residents of all ages engage and interact on a regular basis
- It can bring many benefits and a range of positive outcomes to individuals, the community and the state



Thanks for
listening.



You can contact me via the following methods:



Blog:

www.intergenerationalhousingblog.wordpress.com



Twitter: [@intergenhousing](https://twitter.com/intergenhousing)



More about me:

<https://uk.linkedin.com/in/dr-emma-garland-40872028>



Report available:

<https://www.wcmt.org.uk/users/emmagarland2016>

The Elderflowers Model

An Innovative solution for housing active older people



Elderflowers Projects 2019

Converting good ideas into buildings



THIRD AGE LIFESTYLE HOUSING CHOICES.

TOWARDS A MODEL OF ALTERNATIVE AND HEALTHY LIFESTYLE HOUSING FOR PEOPLE GETTING OLDER
C BARAC

1998

1



Elderflowers
Projects Company Limited

Ref: TALC/cb/bl1

18 August, 1998

Dear

THIRD AGE LIFESTYLE HOUSING CHOICES.

For some years now I have been developing a project to provide housing for people getting older. This is not sheltered housing, which is for people who need to be in a sheltered environment, with a warden to keep an eye on him or her and assist them. This is for hale and hearty people who are getting to over 50 and round about 60, who are retiring or facing retirement, who may or may not have a decent pension, and who are living in the large houses in which they brought up their families. Many of these people will be single, either through marriage or relationship break-up, or the death of one of the partners. In many cases the mortgages of the houses are fully paid and there is a good amount of equity tied up in the house, but not enough to keep up the maintenance – and in any case, when one has lived in the same house for twenty or more years, one adjusts to living with the shortfalls of the house, and ceases to notice them. So maintenance in many cases is a problem, and often too expensive, and the option of increasing the mortgage to alter or repair the house is not available to a sixty-year old person.

There are very few options for people in this position, who would be willing to leave their houses if something more attractive were available. The options mainly boil down to renting a small flat (not an attractive proposition if you have lived in a large house with a garden front and back all your life), or moving in to sheltered housing, if it is available, and often also not an attractive proposition.

The project I am working on is a more suitable complex of accommodation for people getting older. The people I have in mind are fit and alert, with many skills – which is the description of most people nowadays in their late forties and fifties. We know that the population over sixty has a much greater life expectancy than a few decades ago, and that the size of this population is growing enormously. Housing provision for old people used to be provided on the supposition that they would be ill and dying soon – old age homes were the result. There is a need for such homes, but this is not suitable for the majority of people growing older. What is needed is a place which is stimulating, physically and mentally, so that people will remain active and alert, which will keep them healthy for a long time, and prevent much of the illness and disorientation that old people succumb to.

The Issue and solution



- The Issue
 - Housing crisis in general
 - Housing for older people
- The Elderflowers Solution
 - Overview of the Elderflowers model
 - Benefits of the Elderflowers model
 - Problems encountered
 - Alternative solutions

Housing in General

- Housing is a critical political, social and economic issue
- Undersupply of housing stock is leading to price inflation in the housing market
- and the lack of social housing is causing problems.

Housing Older People



- There is be an ever increasing number of older people. By 2035 it is envisaged that 25% of the population will be over 65
- Housing provision needs to reflect this demographic change, to provide a range of suitable housing for older people, and to fit into sustainable communities.

Housing for Older people



- A key feature of the present range of housing provision for older people is care.
- But to the majority of older people who are still economically and physically active this is not relevant.
- There is a lack of housing provision specifically for older people to downsize into.

Housing for Older people

- The lack of attractive housing for older people leads to them under-occupying large family homes into very old age = The empty nester syndrome.
- This leads to many problems – there are many single old people on low pensions.
- who need help with maintenance and possibly care in their own homes.

The Elderflowers Solution



- Elderflowers Projects did detailed research into an innovative model to provide housing solutions suitable for active older people. Research started before 2003 resulted in the Elderflowers report published in 2007 (predating the government HAPPI survey into new ideas for older people's housing)

A New Type of Housing for Active Older People



Elderflowers
Projects Company Limited



The Elderflowers Model



- The Elderflowers model provides
 - A range of sustainable living accommodation
 - A mix of tenures – including social rental, shared ownership, ownership, and live-work suites
 - Community and private facilities for residents such a swimming pool and gym, internal bar/library.
 - Management by the residents, keeping service charges low
 - Accommodation part of the community rather than being an identifiable grey development.
 - Some facilities open to the wider community.

Benefits of the Elderflowers model



- Therefore the Elderflowers housing development would provide suitable housing for people getting older, and
- It would allow the release of larger family homes into the market, influencing the housing supply system and the high price of houses.

Benefits of the Elderflowers model

- Smaller energy-efficient and newer homes will enable people to reduce their expenditure on heating, maintenance and council tax,
- Owners will be able to release equity by selling their homes.
- Self-management and independent living for people who are active, many working into older age.

Benefits of the Elderflowers model

- By pooling resources, more facilities can be provided for people who could not have them otherwise, such as
 - Broadband and digital services
 - renewable energy resources
 - shared private leisure facilities

Elderflowers brochure

AS Design v.4 2/9/06 11:23 AM Page 1

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.



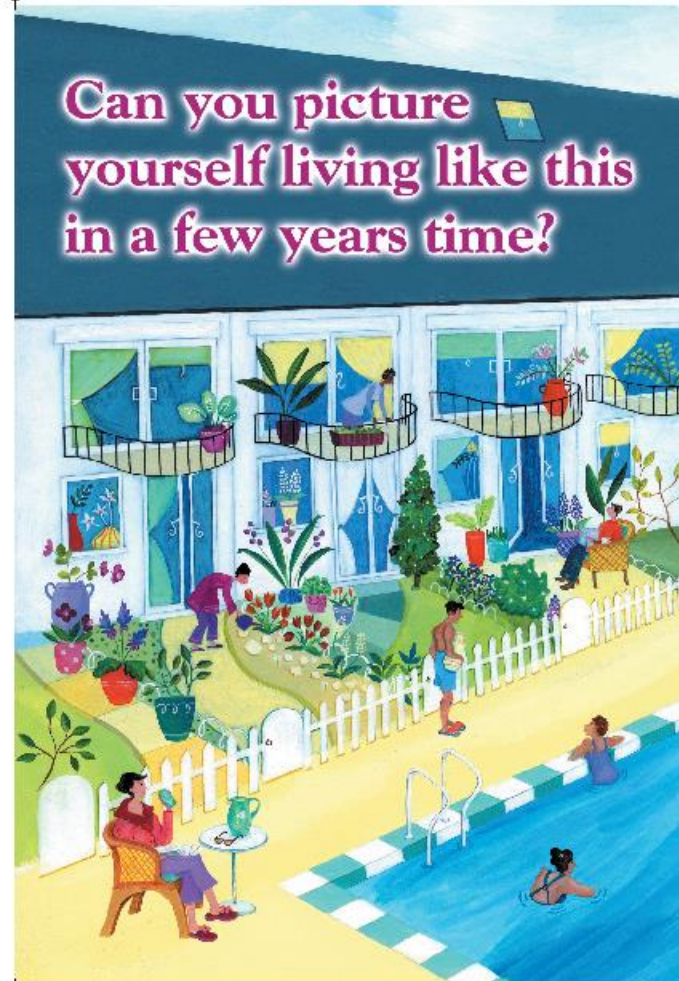
Name	_____
Address	_____ _____ _____
Tel	_____
Email	_____

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 not made available to any outside person or agency.



Elderflowers Projects Company Ltd.
City Discovery Centre, Bradwell Abbey, Milton Keynes MK13 9AP
Tel: 01908 317535. Fax: 01908 317535
Email: efp@elderflowers-projects.co.uk

Illustration by Kanyisa Klein (www.sewing.co.uk)



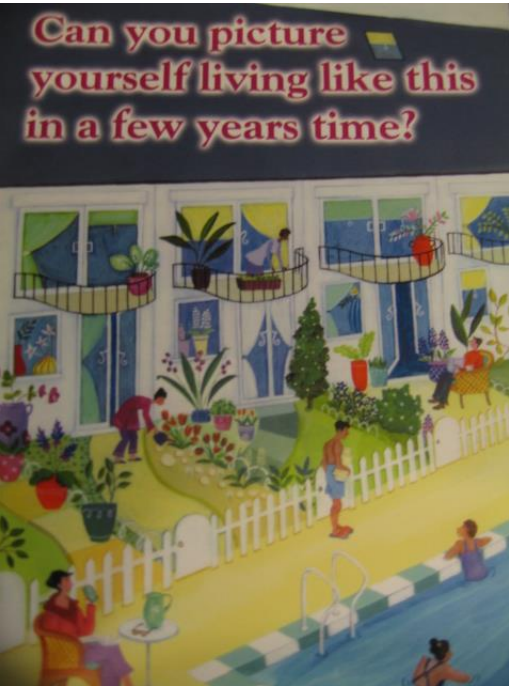
Market Research



- Local Market Research in Milton Keynes showed an interest in and demand for smaller homes for older people



Elderflowers
Projects Company Limited



Next Steps



- Elderflowers Projects Company wanted to develop the first Elderflowers complex and looked for potential development sites in Milton Keynes, with housing association partners.

Partners

Elderflowers approached Places for People first, and then had a partnership with Aragon HA

Neither of them found suitable sites for development



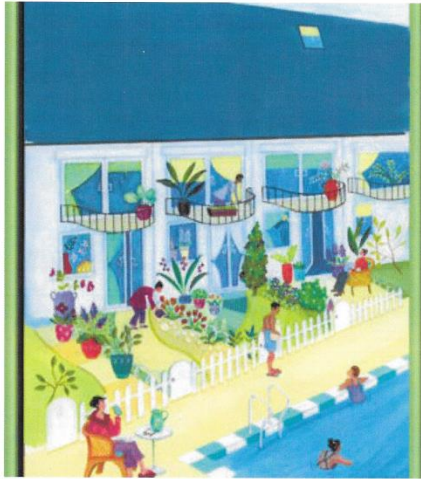
Public participation

A number of meetings were held with people who had shown interest





Elderflowers
Projects Company Limited



Elderflowers News



Issue Two - May 2013

From **Carol Barac**

The Elderflowers Project is really beginning to move along now and the time has come for us to get together and talk face to face. We've set up a meeting for all Elderflowers Supporters. The meeting is on Wednesday 12th June and is being held from 6 to 8.30 p.m. in the Conference Suite at Acorn House, 381 Midsummer Boulevard, Central Milton Keynes, MK 9 3HP. If you are catching a bus, get off at the top of Midsummer Boulevard.

The idea behind this is for us to outline our plans for the future, and at the same time hear your own ideas about what you would like to see.

We want to know what you would like in your own flats and what you would use from a choice of communal facilities. These include:

For sporting activities:

Swimming Pool, gym, tennis or badminton courts and bowling green.

For Gardeners:

A large shared green house, allotments and large or small private gardens.

Social Area:

Bar, restaurant, internet facilities and consulting rooms.

The list of things that could be included is endless, to make sure that the most popular things are included we need your feedback. You are the people that will live with us in the development, it is important that we create a place that we will all be comfortable with and is affordable.

Please bring along your ideas, pictures, drawings etc. to the meeting so that we can all share them. On the next page we have included some of the pictures collected by members of the project team. We look forward to seeing you and your ideas on 12th June,

All our welcome and please bring along anyone you know who may be interested. Please let us know if you

are coming to the meeting so that we can cater for the correct numbers. You can do this via e mail, telephone or post as listed below:

E Mail:

jane@elderflowers-projects.co.uk

Telephone:

01908 374563

Post:

Elderflowers-Projects Co. UK
c/o 59 Eaton Avenue, Bletchley,
MK2 2HN

Web Site:

We have just updated the Website to be much more informative and interactive.

The website address is:

www.elderflowers-projects.co.uk

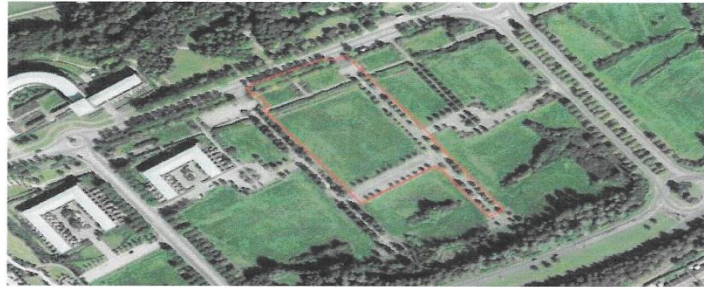
Thank you for your continued support and we look forward to seeing you at the meeting on 12th June.



Site Identification



[About us](#) | [About Milton Keynes](#) | [Our Portfolio](#) | [Latest News](#) | [Contact Us](#)



[More Information](#)

If you require further constraints plans (where available) enquiries@mkdc

[Useful Documents](#)

[Milton Keynes Lc](#)

G4.2 (N), Campbell Park

Site details

Address:	Smithson Place, Campbell Park, Milton Keynes
Land Use Classification:	Residential - mixed use
Size:	1.44ha (3.56 acres)
Status:	Available
Planning:	TBC

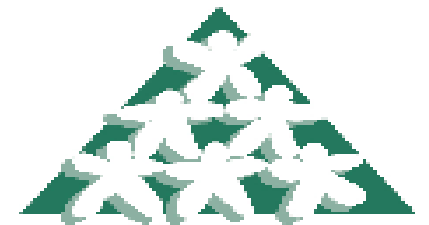
Description

Site close to Campbell Park, a large open green space in Central Milton Keynes.

Potential residential site

Milton Keynes Development Partnership LLP
Saxon Court
502 Avebury Boulevard
Milton Keynes

Contact MKDP
Tel: 44+ (0)1908 254321
Email: enquiries@mkdevelopmentpartnership.co.uk



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NEW IDEAS IN HOUSING FOR OLDER PEOPLE

...by the irrepresible Jeremy Porteus
Director of the Housing LIN (Learning and Improvement Network)

Tuesday 21st April
Margaret Powell House, Midsummer Boulevard, MK9 3BN
From 6 – 8pm
Refreshments will be provided

As the world changes, and we live longer and more active lives, what are the options available to us to ensure a high quality lifestyle?

Housing LIN is a knowledge hub which is a pivotal vehicle for coordinating, commissioning and disseminating new knowledge about housing for the ageing population.

You will also be presented with details of the Elderflowers proposed development, including the preferred site and type of dwellings, and we will ask members of the audience to contribute with their opinions and ideas.

We will explain our process and are inviting members of leading housing associations and representatives of local councils to attend.

This event is open to all so please invite anyone along who may be interested.

Please book your places by emailing: cbarac@elderflowers-projects.co.uk



Supported by MK Community Foundation

PUBLIC MEETING with Jeremy Porteus

Proposed development

160 flats and communal facilities on a
sloping site in a park setting

Walking distance of shops and entertainment





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housing	1B	2B	3B
6 stories + penthouse			
cluster 1	5	10	6
cluster 2	5	10	6
4 stories + rooftop room			
cluster 3	4	8	4
cluster 4	4	8	4
cluster 5	4	8	4
cluster 6	4	8	4
3 stories + rooftop room			
cluster 7	12	3	3
cluster 8	12	3	3
4 stories + rooftop room			
cluster 9	4	8	4
cluster 10	4	8	4
cluster 11	4	8	4
cluster 12	4	8	4
total	66	90	50
200 dwellings			
communal			
cluster 1 ground floor	500 m2		
swimming pool + clubhouse	250 m2		
workshops/ studios	106 m2		
total	856 m2 gross		
commercial			
cluster 1 5 storey block	900 m2		
cluster 2 ground floor	450 m2		
5 storey block	1800 m2		
total	3150 m2 gross		

schedule of accommodation



ELDERFLOWERS MILTON KEYNES 1

preliminary diagram
329/sk022 1:300
THE ARCHITECTURE STUDIO
06 July 2013

To summarise

An Elderflowers project is:





Elderflowers
Projects Company Limited

ELDERFLOWERS HOUSING PROJECT

What is an Elderflowers Project?

A self-managed community of people 50+ years

Each household:

to have at least one member 50+ years

to be a member of the management organisation

Each project to have shared facilities

A mix of housing tenures

public rental

shared ownership

for sale

An integral part of a larger scheme

For the rationale behind Elderflowers, see

***A New Type of Housing for Active Older People:
The Elderflowers Model***

INTER-GENERATIONAL DEVELOPMENT

- This would be a mixed age development as it would specify the age of the older people but could include younger people, and allow pets
- The suggestion is that a number of small buildings are grouped together around open space

Problems identified

- Lack of money
- Lack of experience and track record
- Procurement
- Lack of publicity





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Problems	List of problems encountered in process of trying to develop	29
a)	Enthusiasm does not compensate for lack of experience!	Lack of experience Unqualified team members
b)	Money	To pay staff, office and overheads
c)	Lack of understanding by Local Authority	Getting planning permission
d)	Lack of understanding by Housing Association and developers	Entering into legal partnerships
e)	Finding suitable sites and negotiating for them	Procurement
f)	market research	Obtaining accurate information about the market
g)	Publicity	Getting local people involved and committed
h)	Management rules	Keeping a supervisory role

Challenges

To be met by Elderflowers and similar
community-led groups



Challenges



- **Community engagement – how to reach people and keep them involved without raising expectations**
- **Keeping ownership of ideas and aspirations**
- **Getting heard by the decision makers and funders**
- **Getting heard by the target audience**
- **Procurement of land**
- **Procurement of funds,**
- **Procurement of consultancy.**
- **Attracting partners and decision makers**

Other Community-led options

Housing Co-operative

Co-Housing

Community Land Trust



Elderflowers Projects

cbarac@elderflowers-projects.co.uk

01908-677730

www.elderflowers-projects.co.uk

