

PROFESSIONAL COLLABORATIVE HOUSING CONCEPTS FOR SENIORS

HOW TO PROFESSIONALLY DEVELOP FOR THE ELDERLY
WHO ARE 'DYING TO GET STARTED'



MENTOR 1
MENTOR 2
DELEGATE

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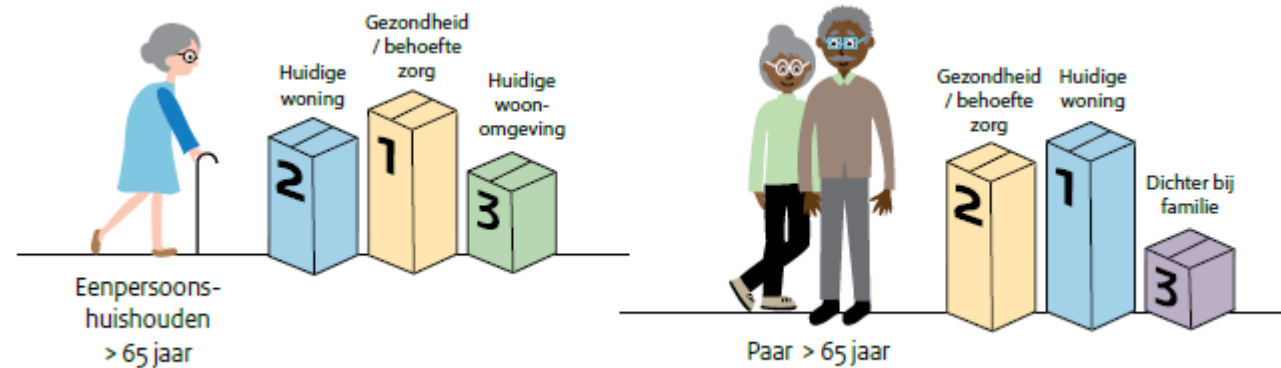
I	Introduction
II	Literature
III	Methodology
IV	Case study
V	Empirical results
VI	Conclusions

I. INTRODUCTION

DEMAND

- Low propensity to move
- 33% wishes to move in the future
- Strong interest in communal concepts

61%
Could imagine
moving to a
'communal concept'
(ANBO, 2019)



WoON (2019). *Moving motives from ones recent moved*

CBS. (2020). *Statistische Trends: 55-plussers over hun (toekomstige) woning.*

DEMAND

- Low propensity to move
- 33% wishes to move in the future
- Strong interest in communal concepts

SUPPLY

- 61% single family dwellings



Data wonen (2020). *Hoofdstuk 2 Nieuwbouw.*

DEMAND

- Low propensity to move
- 33% wishes to move in the future
- Strong interest in communal concepts

SUPPLY

- 61% single family dwellings
- High density, small urban appartements, high prices



Data wonen (2020). Hoofdstuk 2 Nieuwbouw.

Mismatch



Thyssenkrupp Home solutions

Advice on senior housing

“Quarter million extra dwellings for the elderly demanded”

Trouw 2020

Revalue of collective and semi-collective housing concepts “

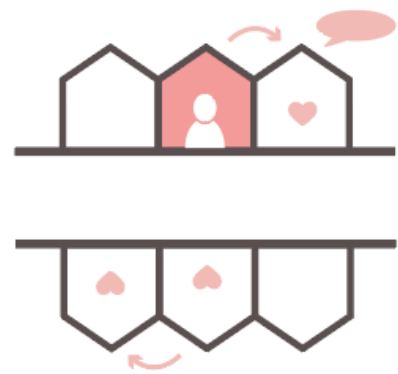
“70.000 clustered dwellings extra until 2030”

Commissie Bos, 2021



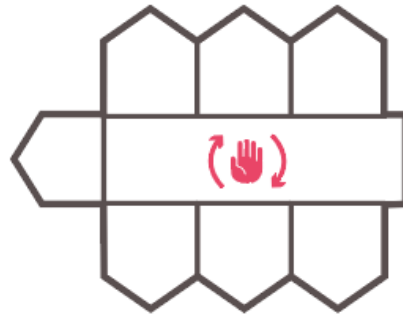
Commissie Bos (2021). Oud en zelfstandig in 2030

Collaborative housing (CH)



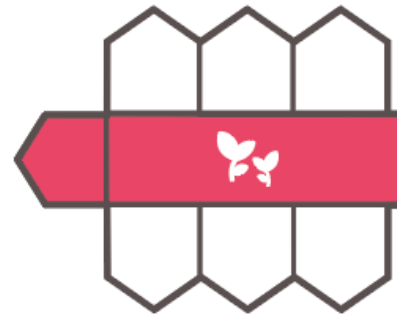
Intentional community

+



Degree of participation

+



≥ 1 Shared space

=



COLLABORATIVE HOUSING (CH)

Professionalisation of CH concepts



Lower

Degree of user involvement

Higher

Professional-led
(residents' consultation)



JULI (2020). Samen Zelfstandig

Resident-led
(entrepreneurial exit)



Zeisterwerf

Czischke (2018). CH as degree of user involvement

Problem statement

There is

A strong demand for more CH concepts.

We know that...

Professionals are increasingly interested to fill the gap ¹

But they encounter many difficulties ²

Little is known about the satisfaction of end-users in the professional concepts ³



Platform31 (2020). How to start housing concepts for seniors

*“ How do **professional collaborative housing concepts** for seniors **satisfy** the end user's demand? ”*

*“ How do **professional collaborative housing concepts** for seniors **satisfy** the end user's demand? ”*

How developed?

How perceived?

Sub-questions

1. Why is there an increasing demand for senior CH in The Netherlands?
2. Why is there a mismatch between the supply and demand of senior dwellings?
3. How do professionals offer CH for seniors as a product?
4. How do the residents evaluate the realised concept, focusing on the communal benefits?

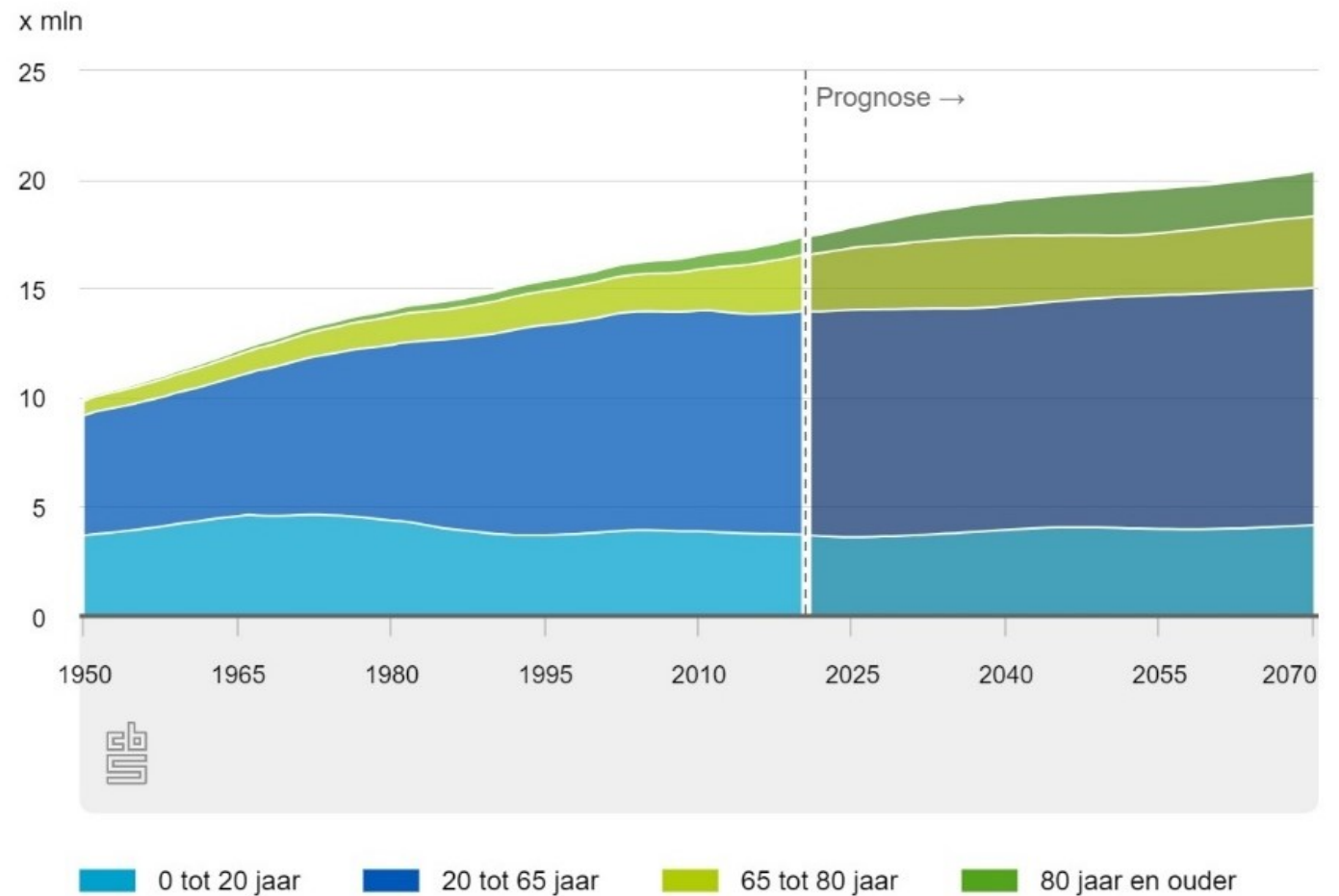
Literature

Case-study

II. LITERATURE

***Sub-Q 1: Why is there an increasing demand for senior CH
in The Netherlands?***

1. Ageing population puts pressure on care budget

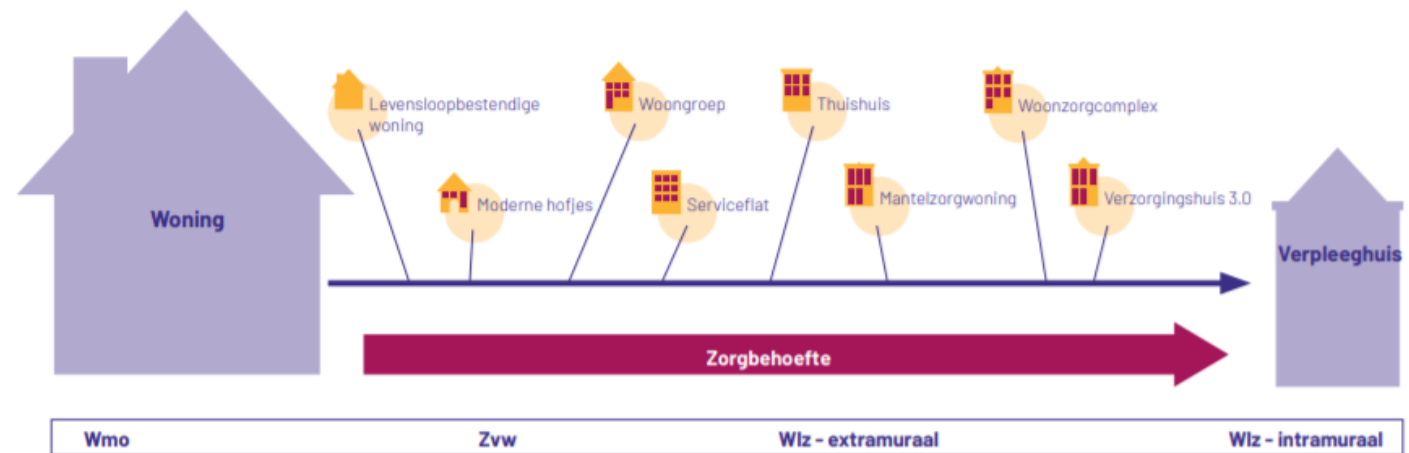


CBS (2020). Prognosis Dutch population

1. Ageing society put pressure on care budget
2. **Changing care landscape** increased the amount living independently at home



van Hamel



Actiz (2020). Witboek

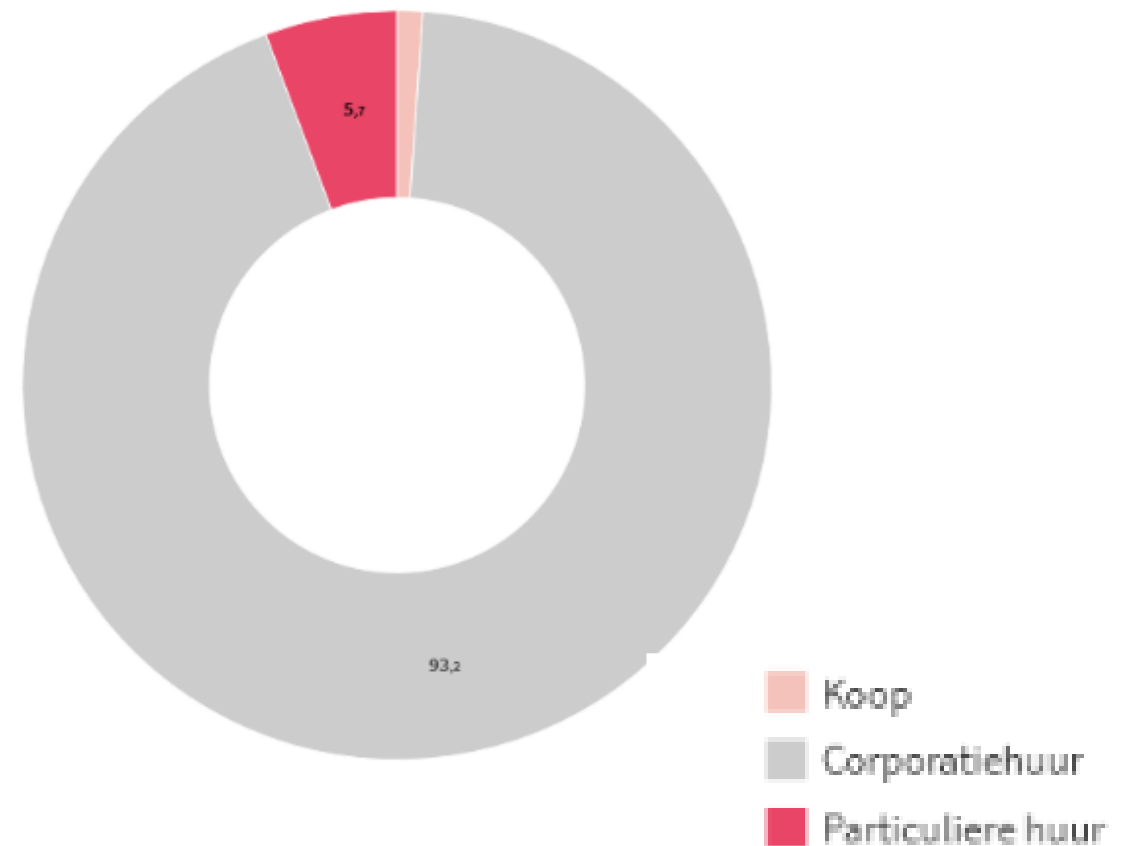
Sub-Q 2: Why is there a mismatch between supply and demand?

1. **Difficult for residents** to develop CH
2. **Larger role for market** since the changed 2015 housing act



Zeisterwerf (2020)

1. Difficult for residents to develop CH
2. **Larger role for market** since the changed 2015 housing act



CBS (2020). Monitor Ouderenhuisvesting: geclusterde wooncomplexen naar eigendom

1. Difficult for residents to develop CH
2. Larger role for market since the changed 2015 housing act
3. **Extra complicated for professionals:** extra costs, difficulties & risk.



Platform31 (2020)

III. METHODOLOGY

Knarrenhof®



ParkEntree



LIFE



Knarrenhof (2020); Blauwhoed (2020); ZorgzaamWonen (2020)

Knarrenhof



ParkEntree



LIFE



**Desk
research**

**5 Interviews with
professionals**

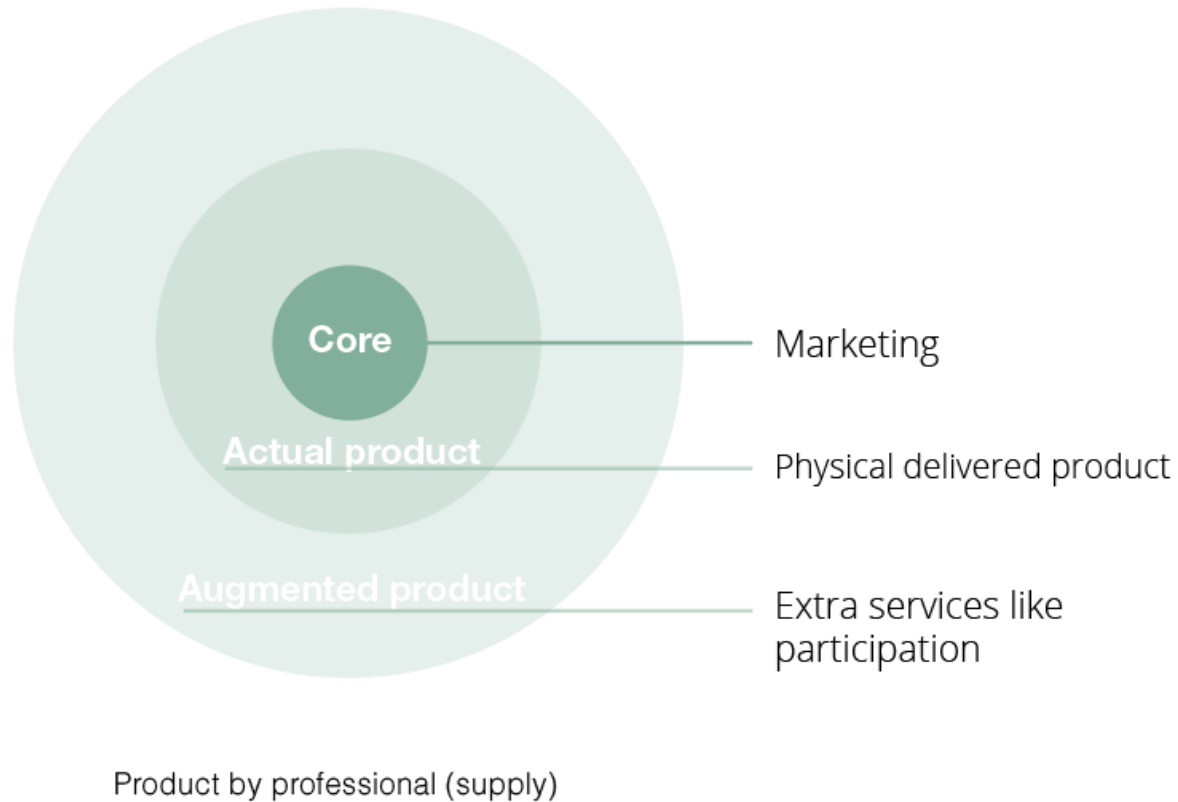
**Mixed method research
residents**

Synthesis

11 interviews

81 surveys

How developed?



How perceived?

Pirinen (2014). Dwelling as a product

How developed?

How perceived?

Survey

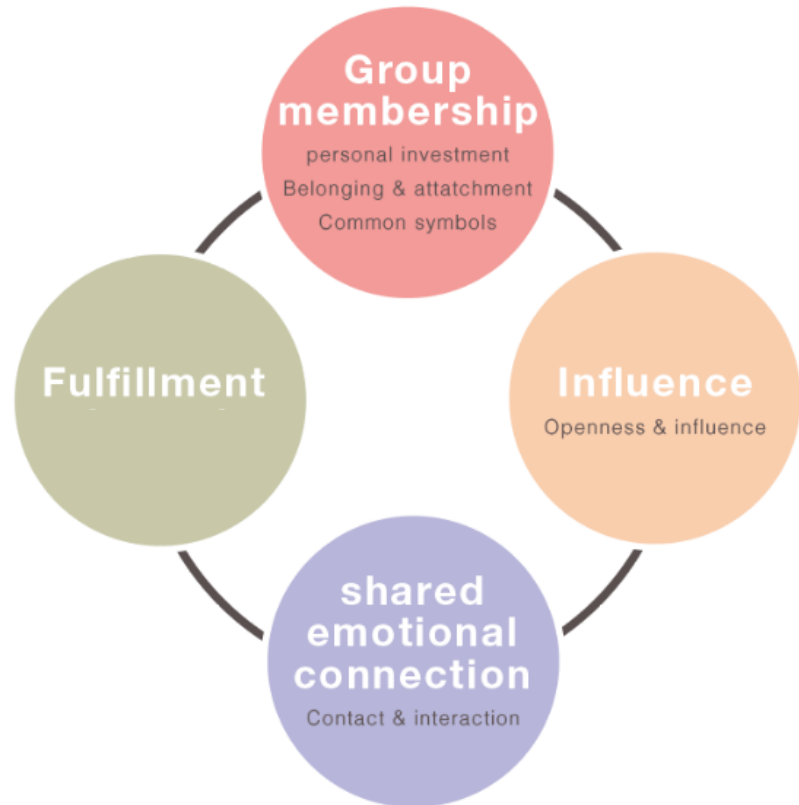
- ✓ Expectations
- ✓ Current experience
- ✓ Communal benefits
- ✓ Background info

Brief sense of
community scale

Perceived by residents (demand)

Canter & Rees (1982). *Housing satisfaction*

Measuring level of community



Brief sense of community scale (BSCS)

Group membership

- I feel like a member of this project.
- I belong to this project.

Influence

- I have a say about what goes on in this project.
- People in this project are good at influencing each other.

Emotional connection

- I feel connected to this project.
- I have a good bond with others in this project.

Fulfilment of needs

- I can get what I need in this project.
- This project helps me fulfil my needs

+

Personal score from 8 - 40

Based on McMillan & Chavis (1986) & Glass (2020)

IV. CASE STUDY: HOW DEVELOPED?

Sub-Q 3: How do professionals offer CH for seniors as a product?



Core product

Knarrenhof



“Safe living with privacy and at the same time all the advantages of living together as good neighbours”

ParkEntree



“Facilitate vital seniors to take control, stimulate entrepreneurship, make connections, focus on self-development, let looking after each other be natural.”

LIFE



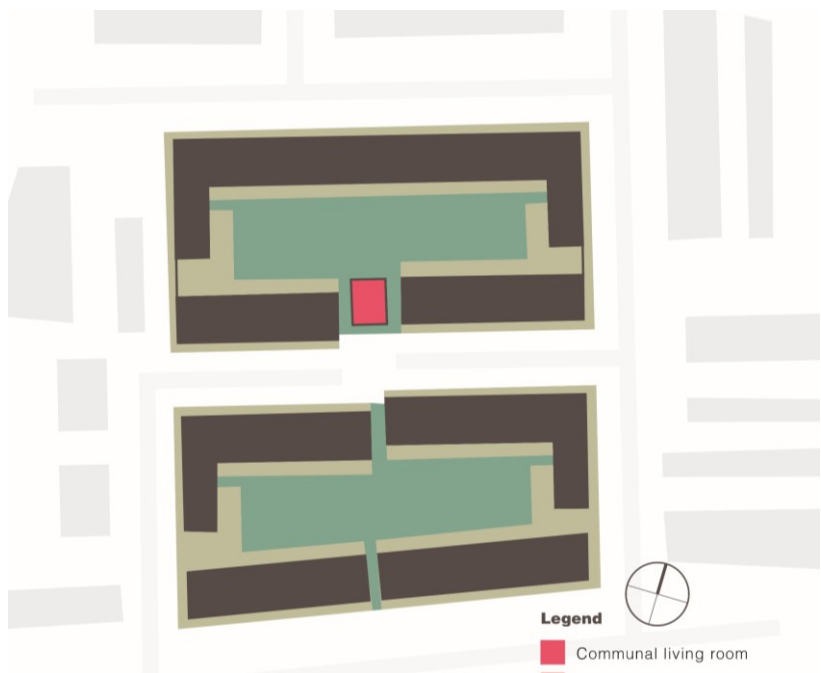
“A place where everyone can be themselves and live comfortably and safely, surrounded by like-minded people. [...] People who, together with their neighbours, want to make life just a little bit more fun.”

Knarrenhof (2020); Beyond Now (2019); ZorgsaamWonen (2020)



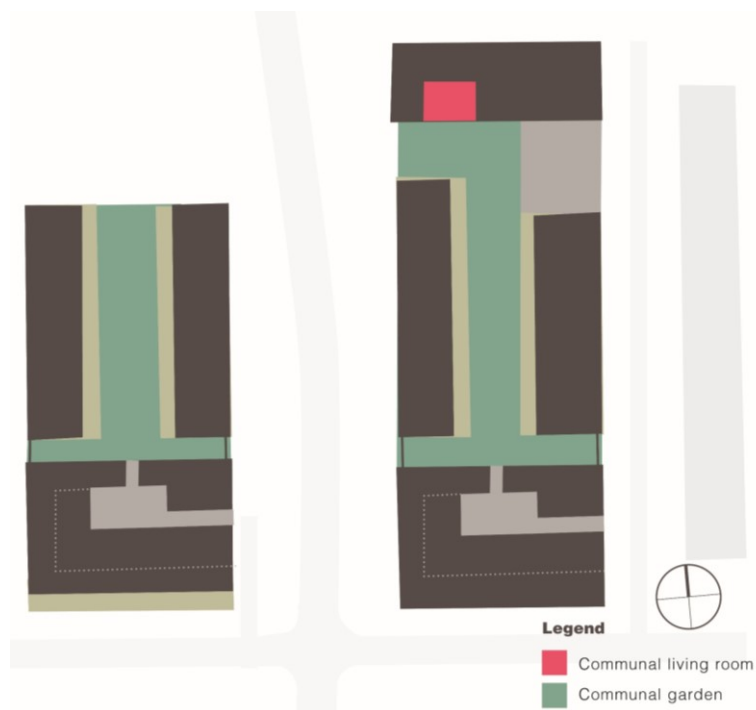
Actual product

Knarrenhof



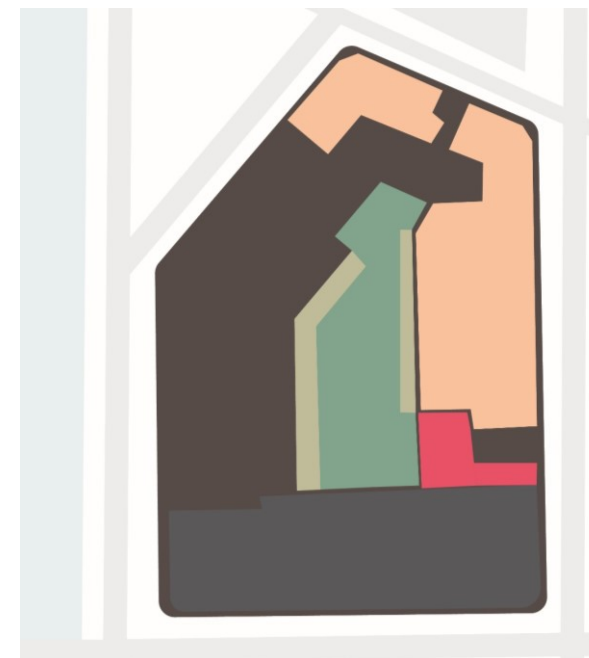
48 dwellings
71% Owner-occupied
29% social housing

ParkEntree

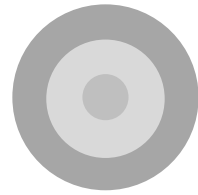


89 dwellings
89% Owner-occupied
11% private rent

LIFE



131 dwellings
25% Owner occupied
30% Social housing
45% Private rent



Augmented product

Knarrenhof



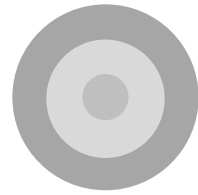
ParkEntree



LIFE



"The type of dwellings, the width and the price is purely demand-led by the group. [...] Because we follow the wishes of the majority, the minorities drop out and you get an increasingly homogenous group."



Augmented product

Knarrenhof



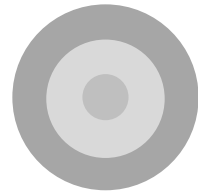
ParkEntree



LIFE



“We really wanted to realise this concept, perhaps we could have made more money with single-family dwellings, but the question was whether we would have had that opportunity in that place.”



Augmented product

Knarrenhof



ParkEntree



LIFE

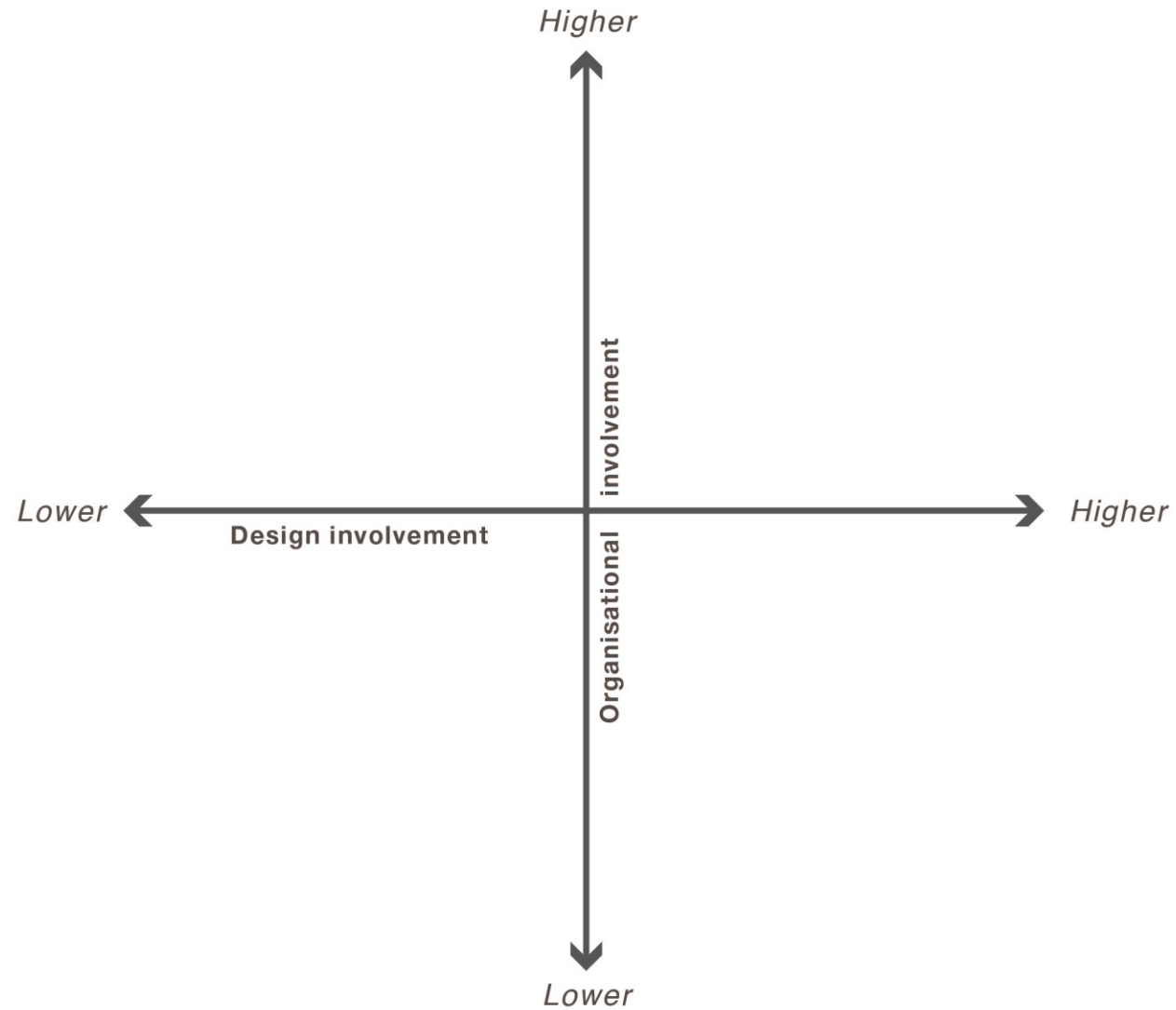


“Providing the opportunity [for commonality] is basically creating the facilities like the neighbourhood room. That is actually our role.”

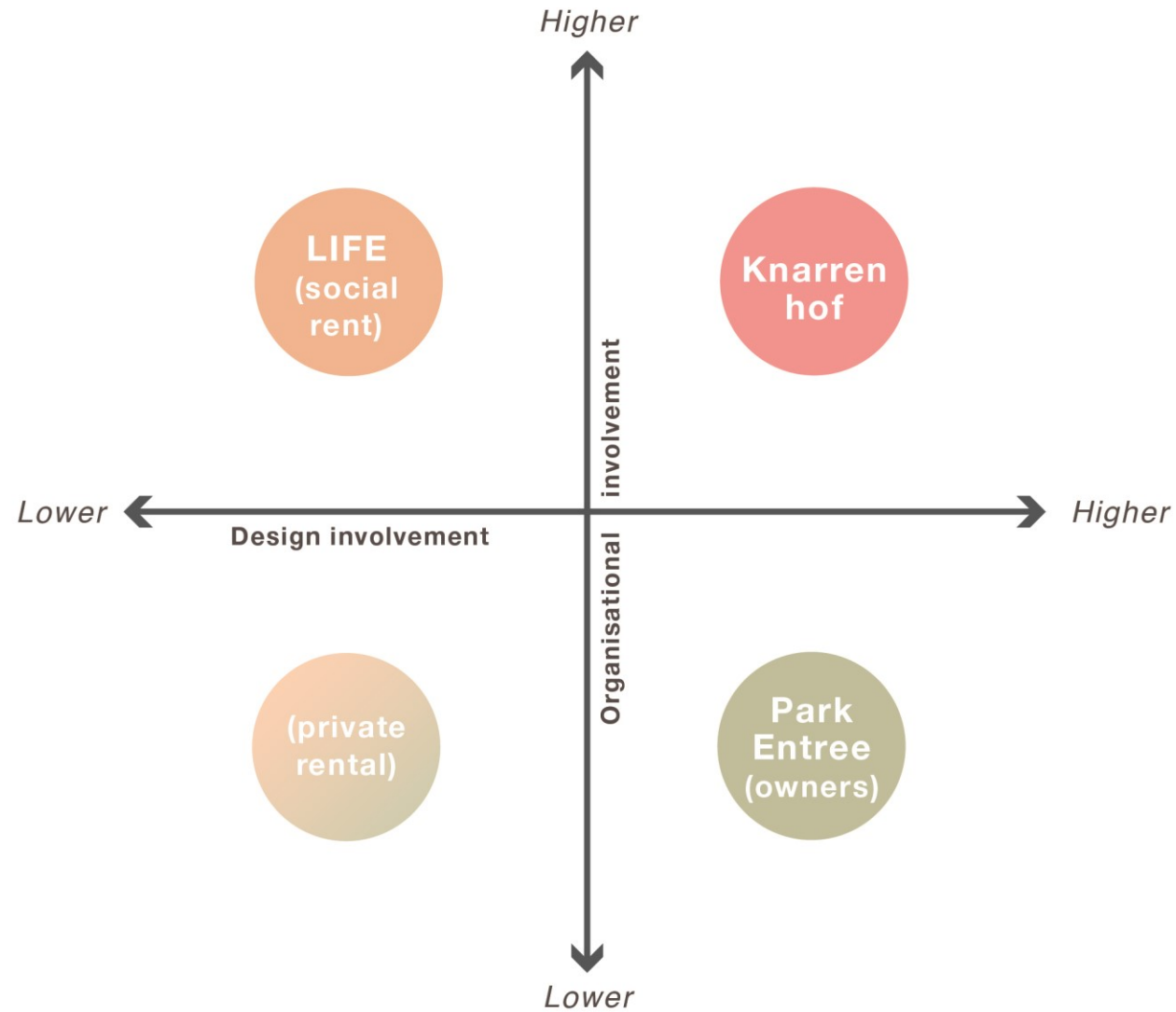
3. How do professionals offer CH for seniors as a product?



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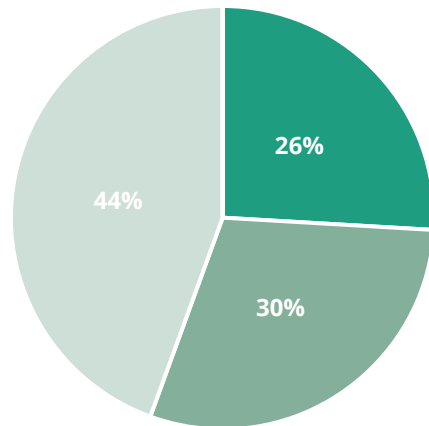
V. EMPIRICAL RESULTS: HOW PERCEIVED?

*Sub-Q 4: How do the residents evaluate the realised concept,
focusing on the communal benefits?*

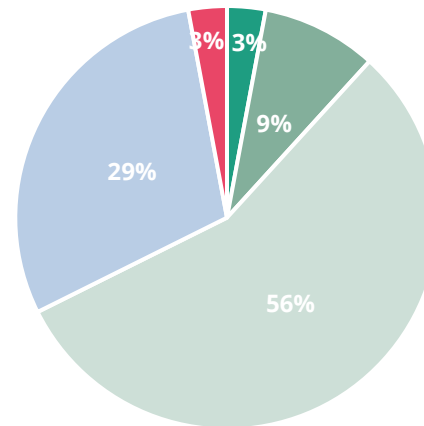
Expectations

To what extent was the collaborative housing concept a reason for moving?

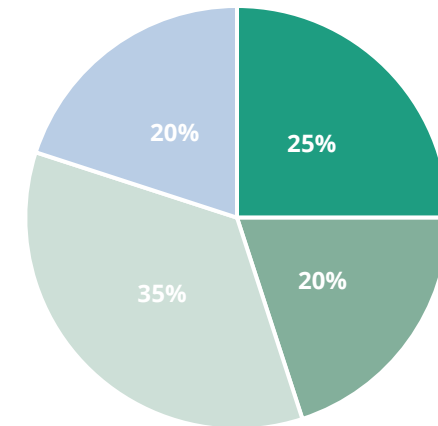
Knarrenhof



ParkEntree



LIFE

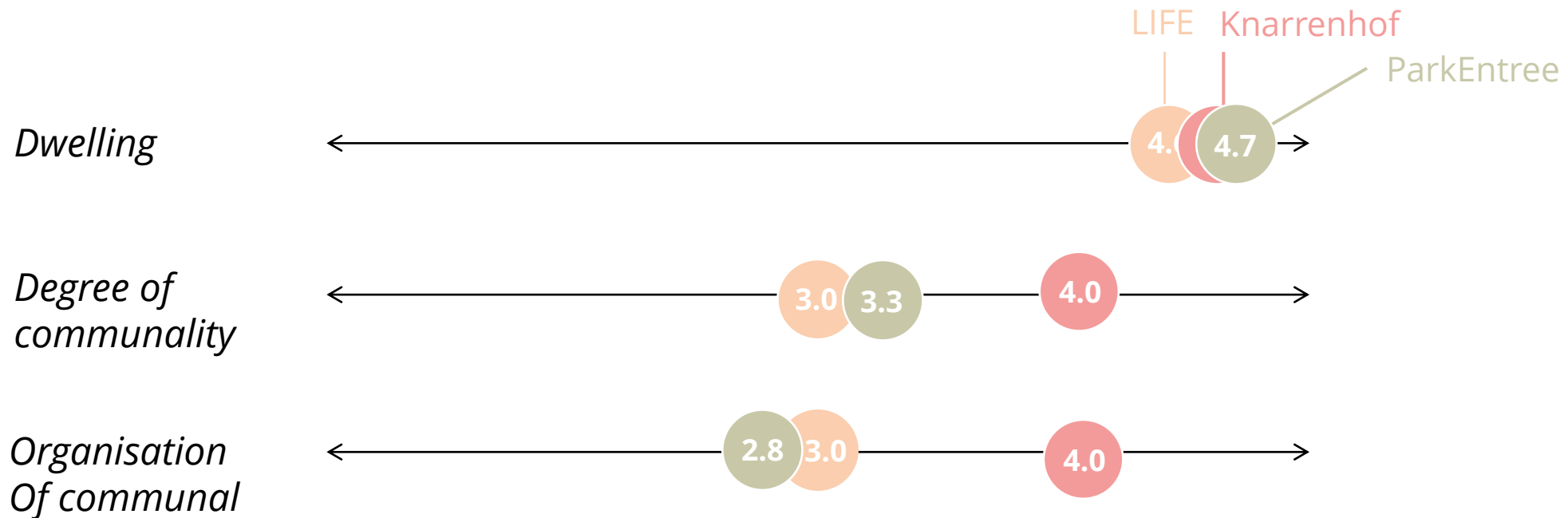


- As the main reason to move
- As a positive side effect
- As a negative side effect

- As one of the reasons to move, not the most important one
- It didn't contribute

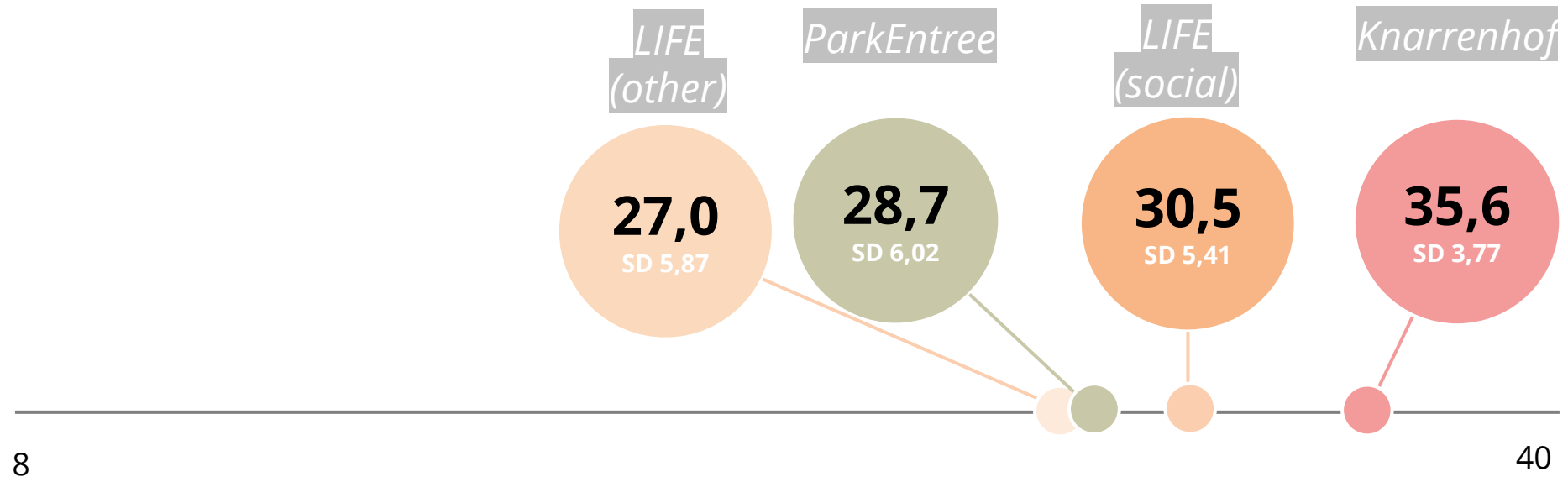
Satisfaction with...

Rate the following aspects. To what extent are you satisfied with...
(1 = very dissatisfied; 5 = very satisfied)



"The common garden and the shared ownership of it causes trouble. They should wrap that up legally in a different way. [...]. **Joint ownership is very confusing. Developers, don't do that!**"

Brief sense of community scale



Brief sense of community scale

		Need fulfilment !		Group membership		Influence !		Shared emotional connection		BSCS
		<i>I can get what I need</i>	<i>Project helps me to fulfill my needs</i>	<i>Feel like a member of this project</i>	<i>I belong to this project</i>	<i>I have a say about what is going on</i>	<i>People positively influence each other</i>	<i>I feel connected to this project</i>	<i>I have a good relation with others</i>	
Knarrenhof	M	4,19	3,96	4,74	4,67	4,30	4,41	4,59	4,78	35,6
	SD	0,818	0,999	0,583	0,609	0,656	0,681	0,681	0,416	3,77
Parkentree	M	3,19	3,14	3,81	3,90	3,00	3,52	3,71	4,19	28,7
	SD	0,792	0,900	0,837	1,065	1,014	1,096	0,983	0,794	6,02
LIFE	M	3,50	3,88	4,31	4,13	3,50	3,38	3,94	4,13	29,7
	SD	1,061	0,992	0,845	0,857	0,866	1,166	0,966	0,696	5,74
Total	M	3,69	3,67	4,33	4,28	3,67	3,86	4,14	4,42	31,3
	SD	0,959	1,011	0,807	0,909	0,979	1,073	0,950	0,703	6,13

INTERVIEWS

Knarrenhof®



“When I sit outside, it's like camping, like sitting in front of your tent. It's the **feeling like you're all a family**, a brother or sister, some distant relatives.”

ParkEntree



“Rather a good neighbour than a far friend, and **we are good neighbours**”

LIFE



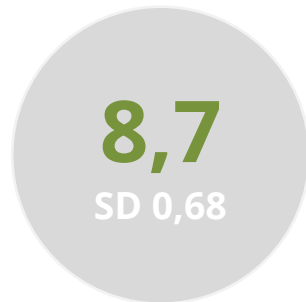
Social rent: “I have very nice neighbours, it **enriches my life.**”

Private rent: “Community was a **honourable goal**, but still has to develop. At the moment I don't miss anything”

ANSWERING SUB-QUESTION 4:

4. How do the residents evaluate the realised concept, focusing on the communal benefits?

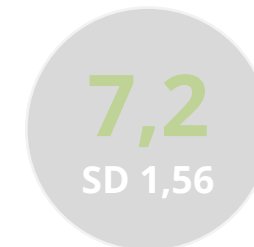
Knarrenhof



ParkEntree



LIFE

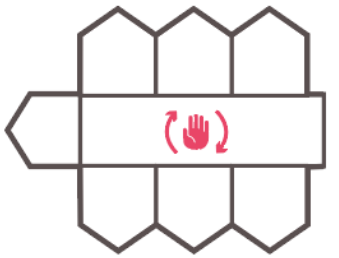


*Average rate of the **overall living satisfaction** on a 1 to 10 level scale*

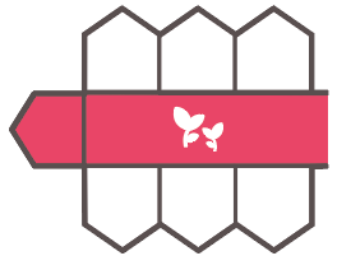
Synthesis



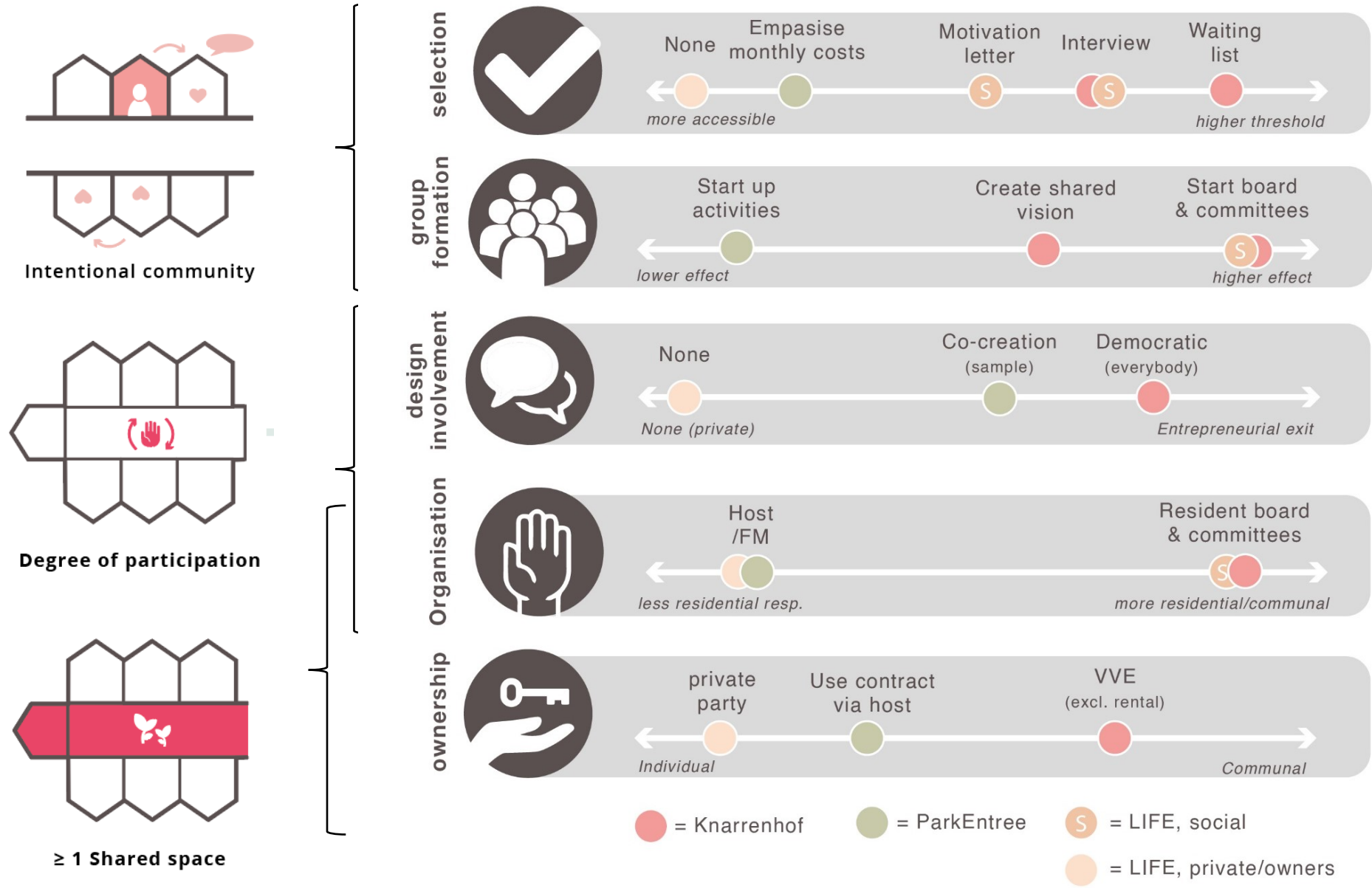
Intentional community



Degree of participation



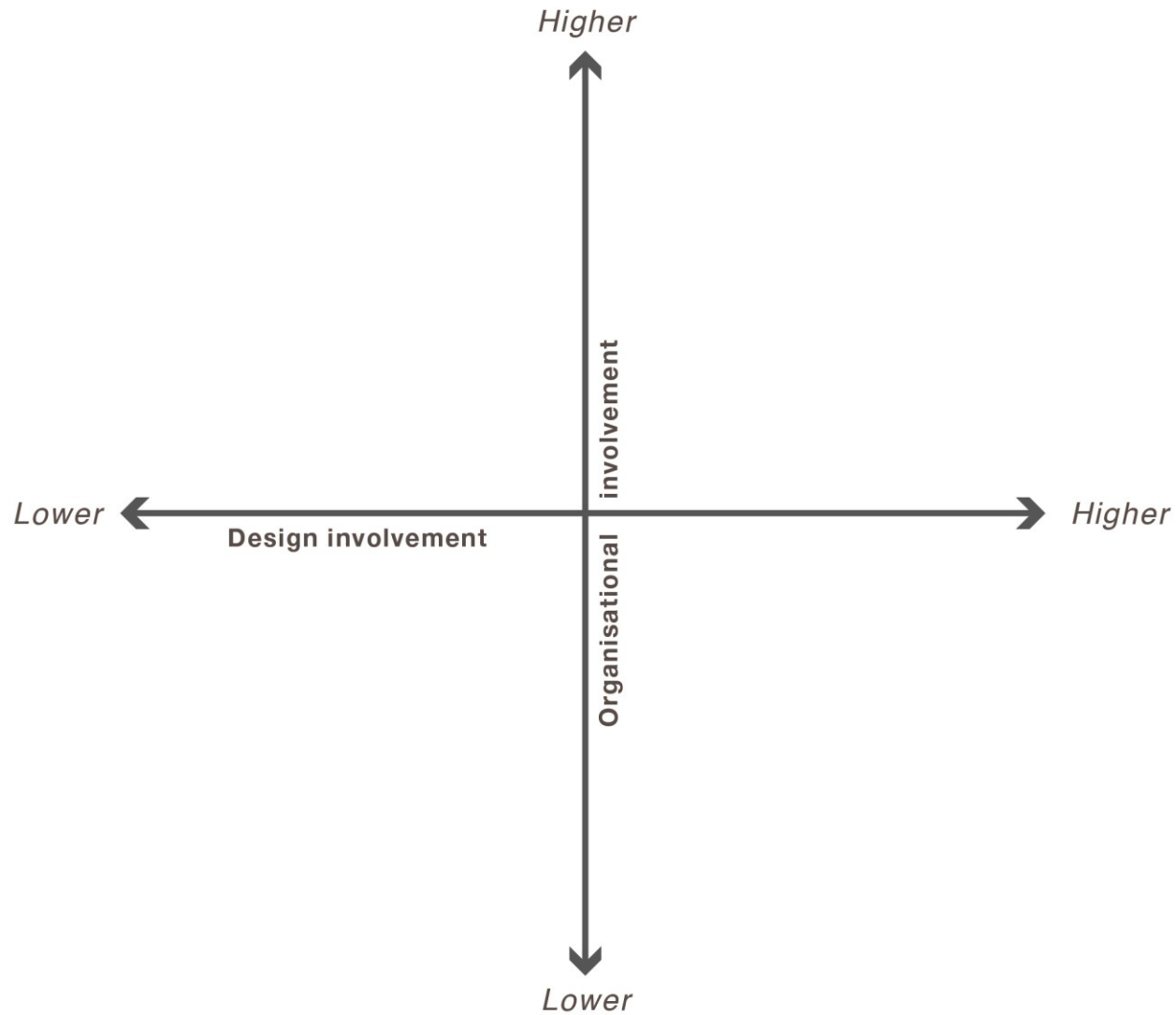
≥ 1 Shared space



VI. CONCLUSION

RQ: How do professional collaborative housing concepts for seniors satisfy the end user's demand?

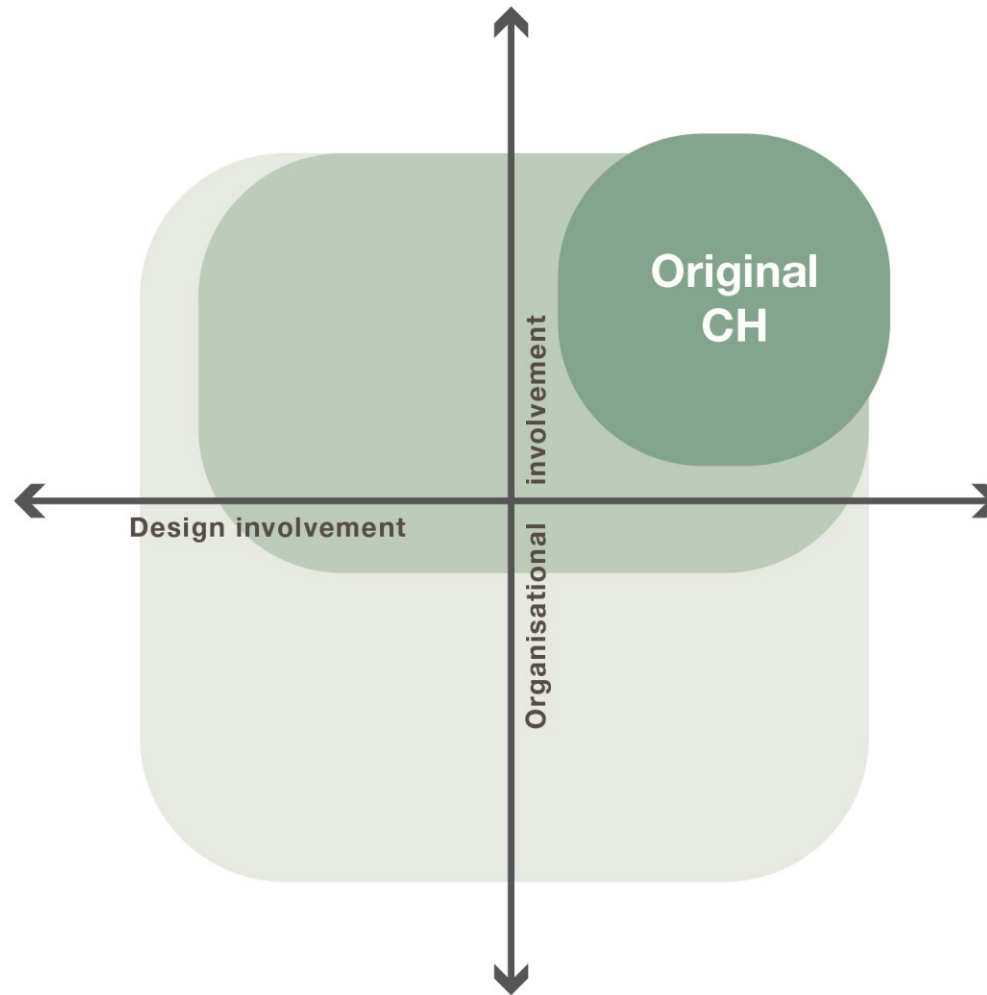
DIFFUSION OF CH CONCEPT



Advantages

- Variety in concepts
- Speed and feasibility
- More accessible

DIFFUSION OF CH CONCEPT



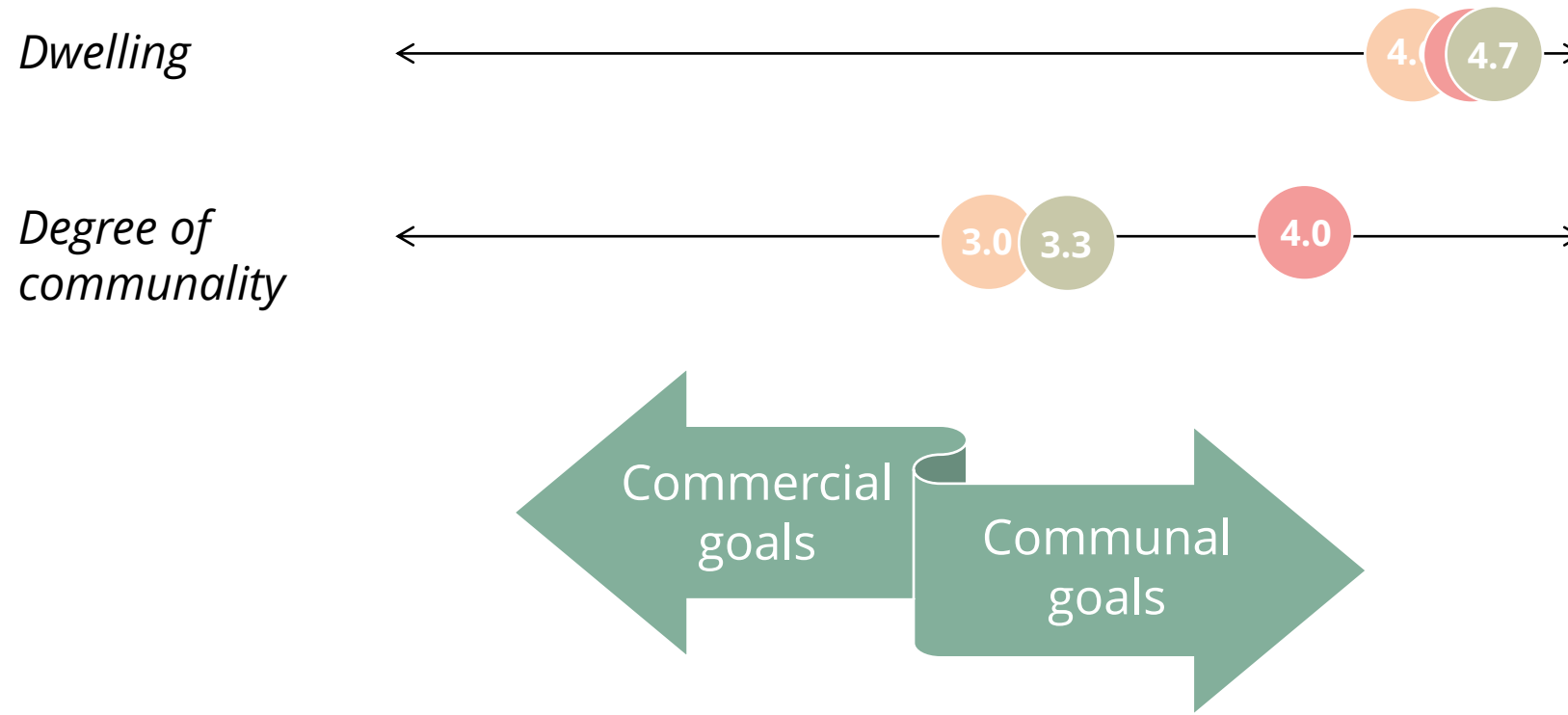
Advantages

- Variety in concepts
- Speed and feasibility
- More accessible

Disadvantages

- Concept of CH becomes vague
- Misleading for end-users

How perceived?



Limitations & future research

- Limited number and diversity of cases
- Impact of corona
 - Different group process
 - Less encounter & activities

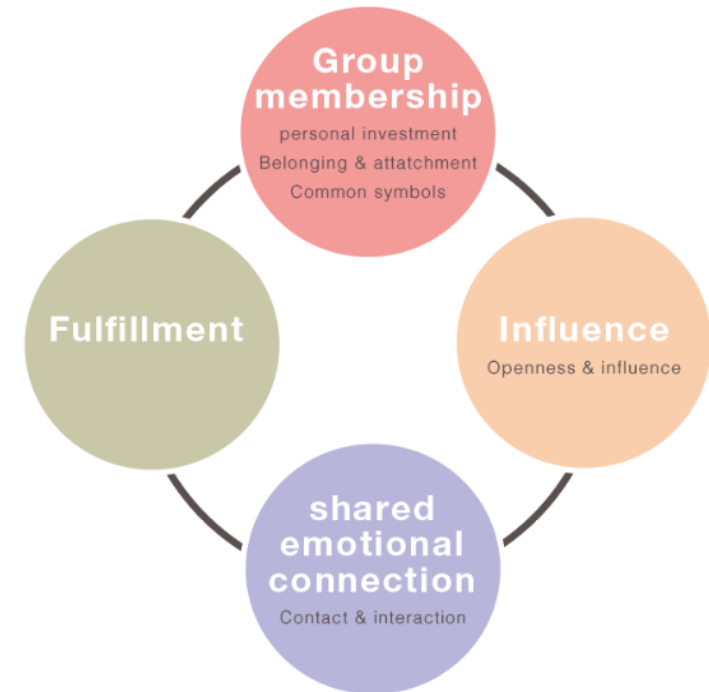
Future research

- Expand by more cases
- How actors could collaborate to create the optimal community conditions

Practical recommendations

For professionals

- Potential of life-cycle proof dwellings
- Complexity of forming communities: different approach than lean and mean.
- Cautious with marketing promise, focus on how



Based on McMillan & Chavis (1986)

Practical recommendations

For the government

- CH = opportunity for flow
- Rethink the market-led approach
- Financial and organisational support
- Communalism is not for sale

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IMAGES

Cover

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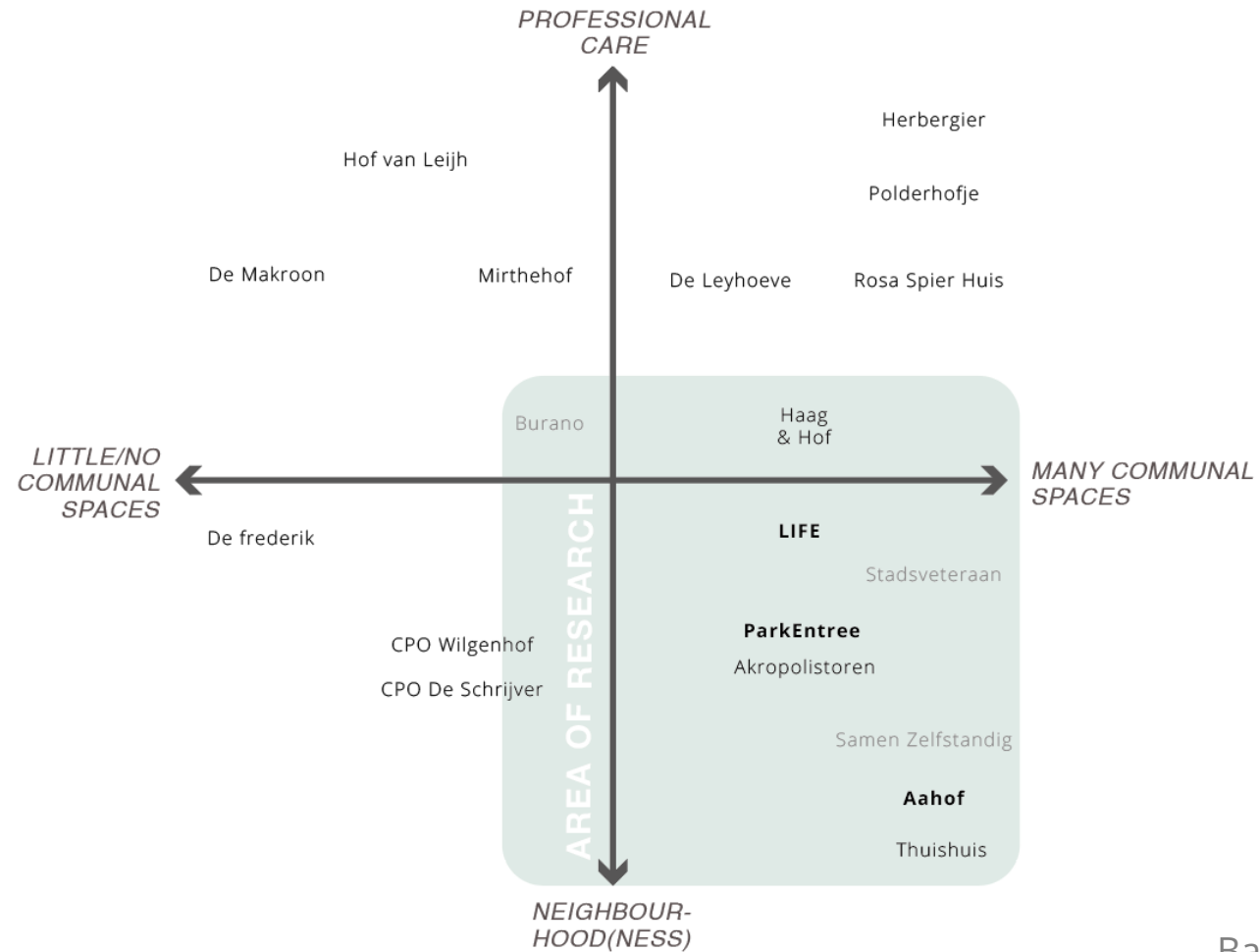
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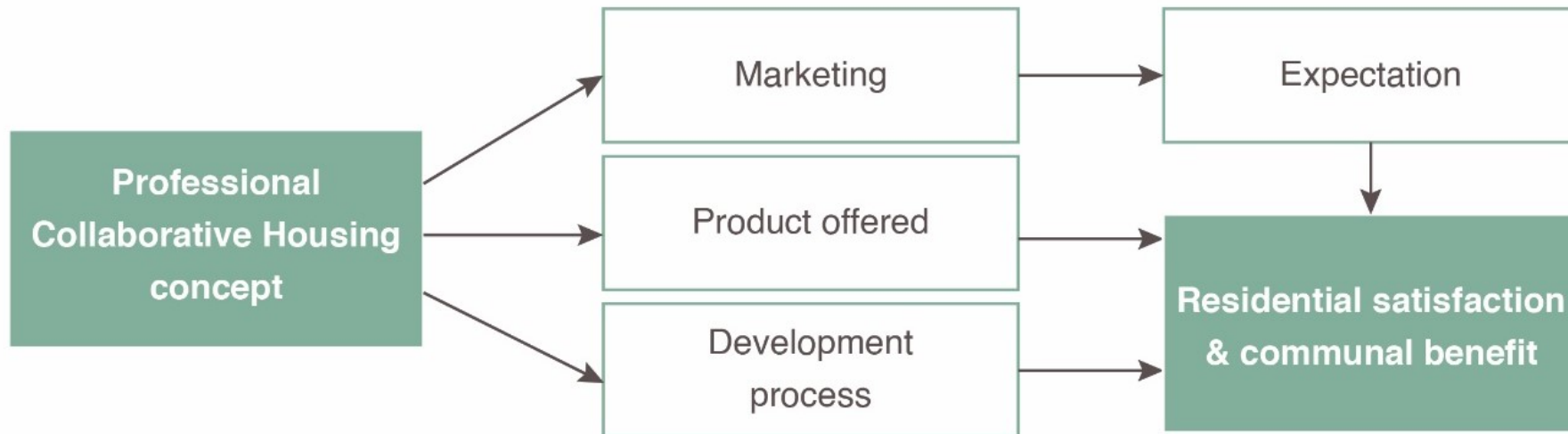
Market analysis



Based on Platform31 (2020)

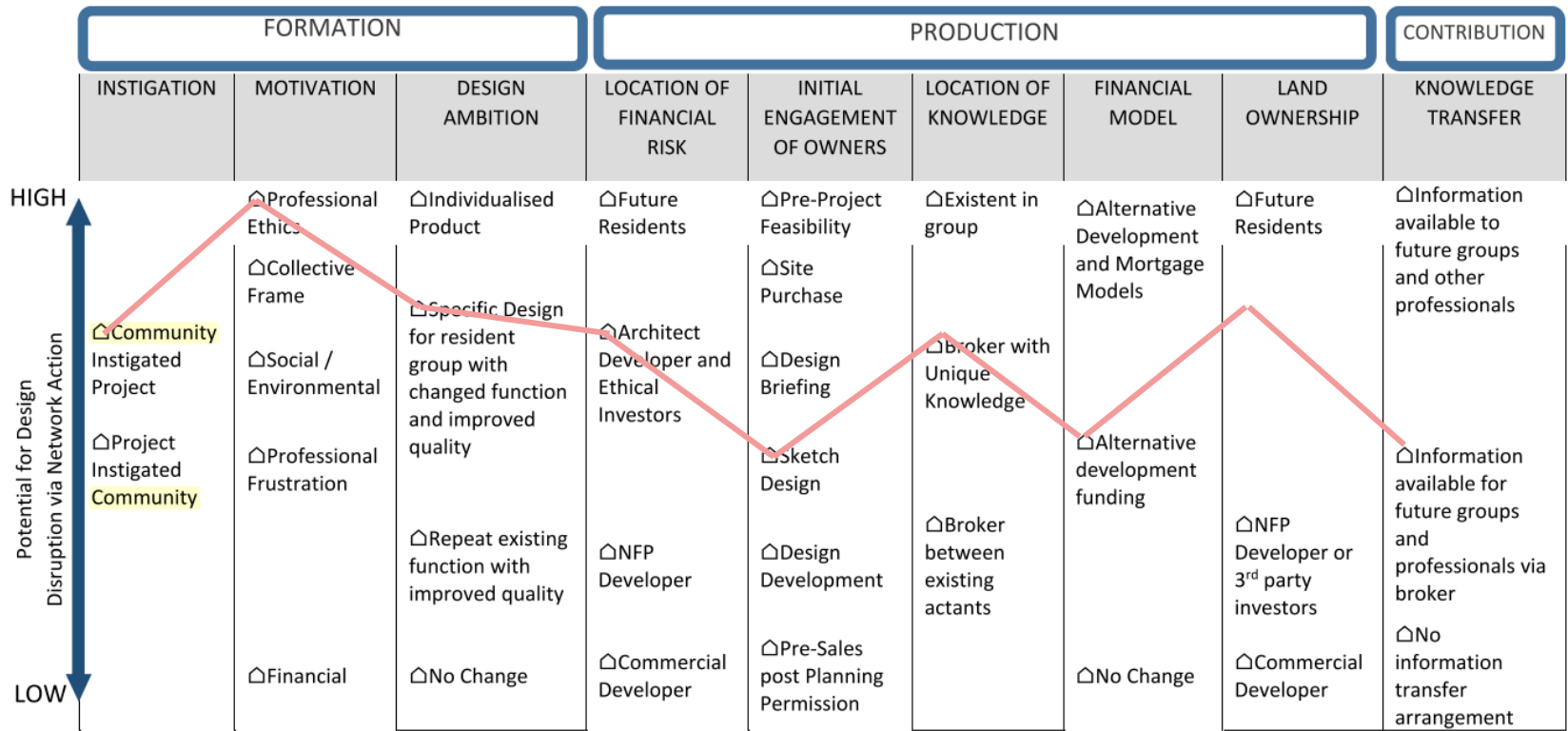
How developed?

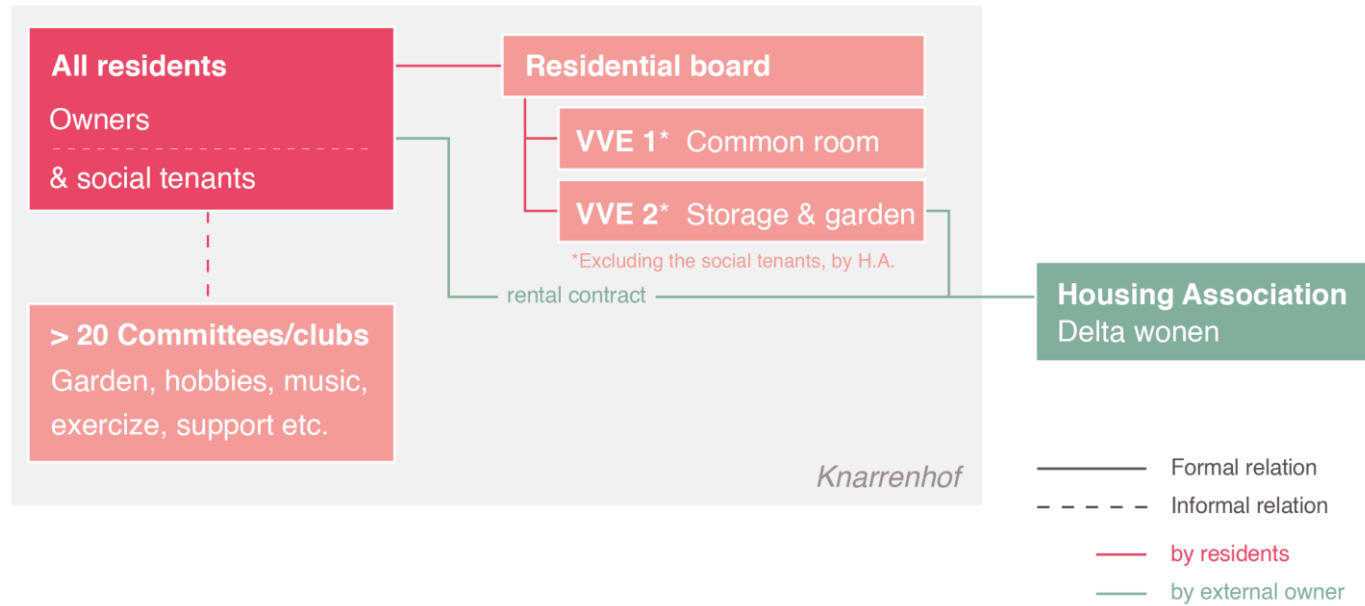
How perceived?

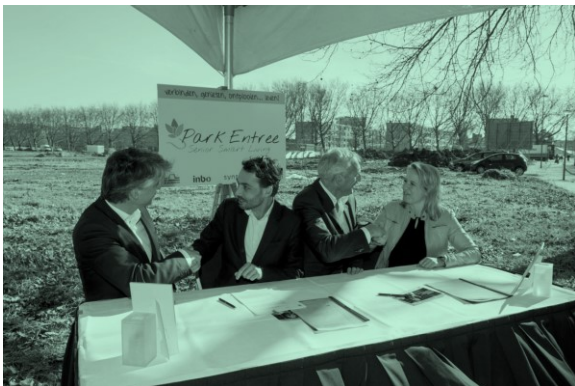




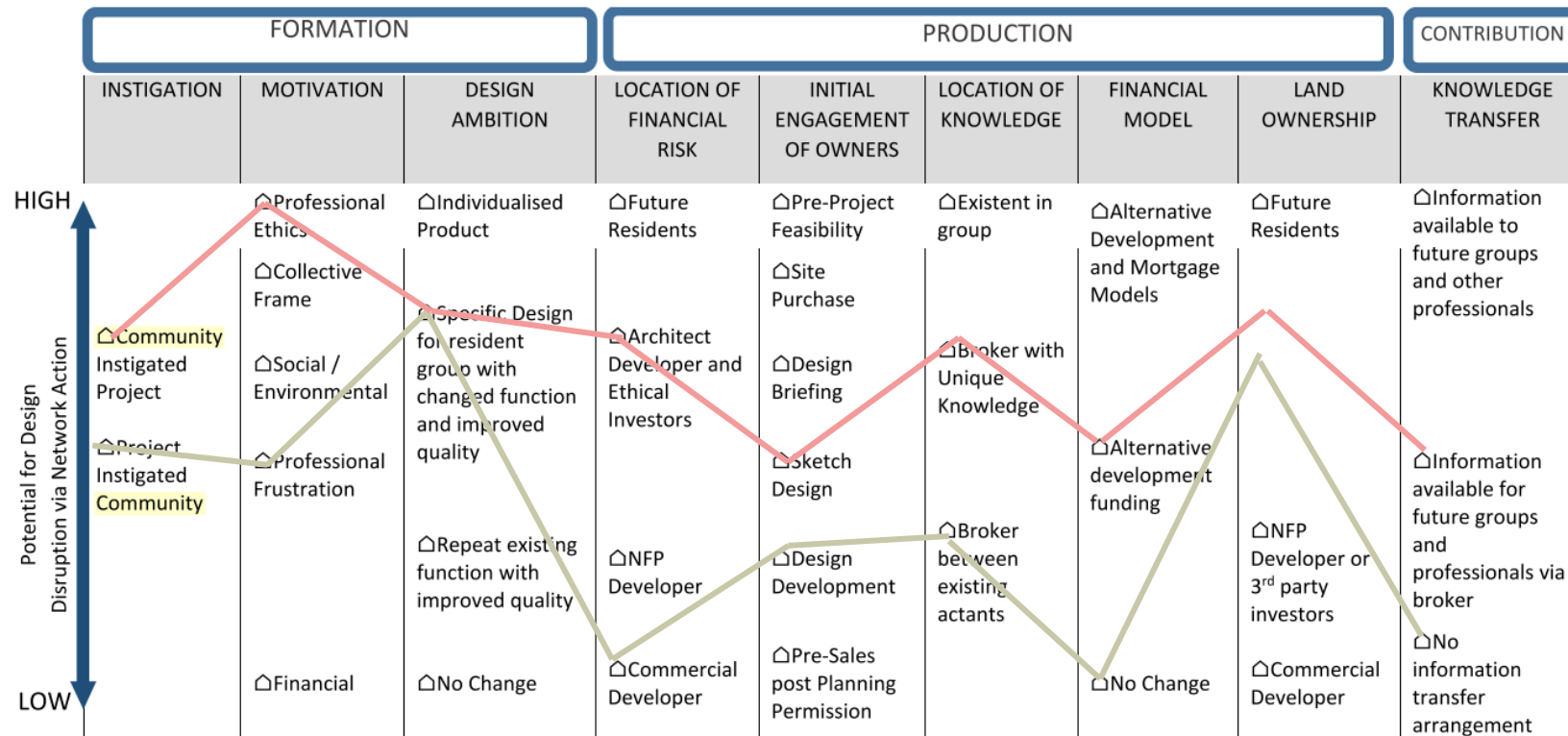
KNARRENHOF

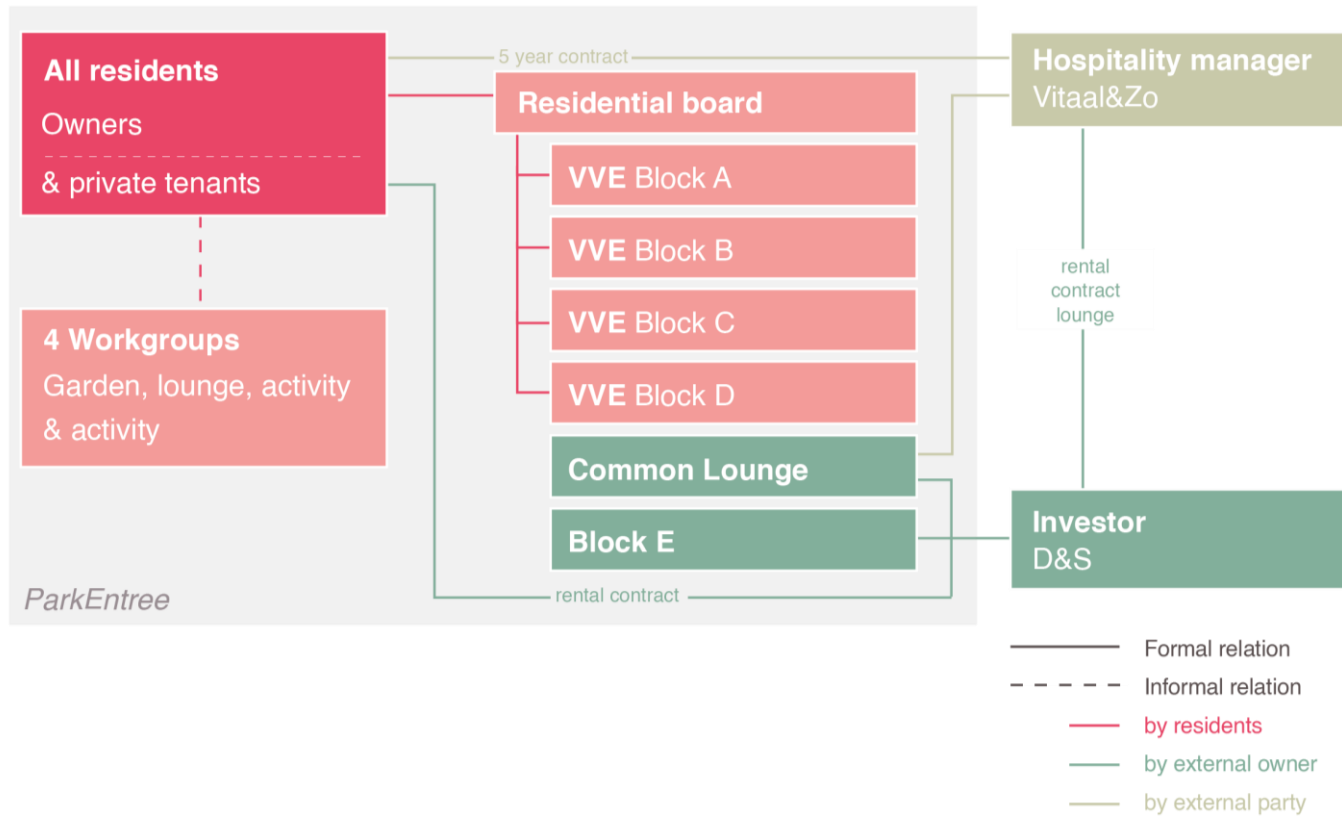


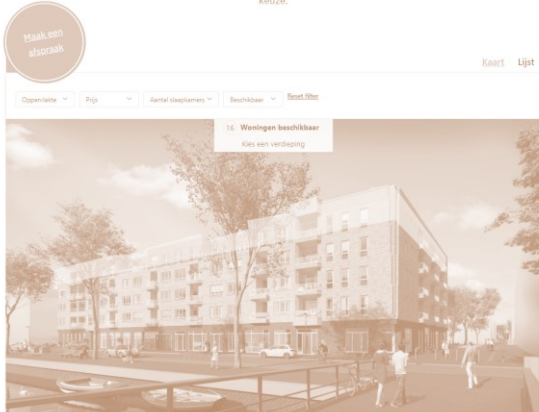
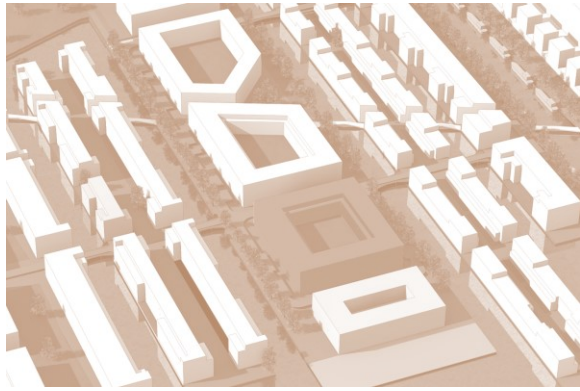




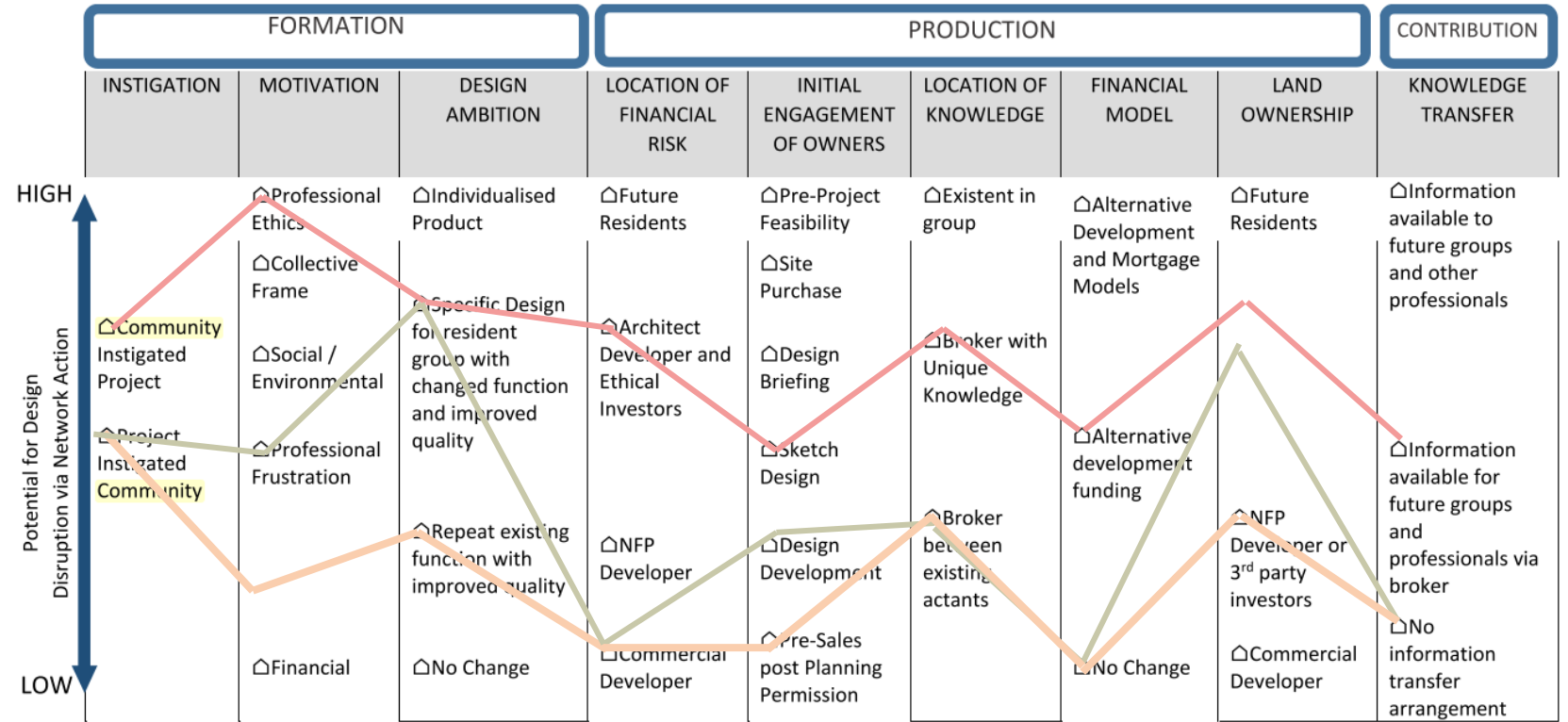
PARKENTREE

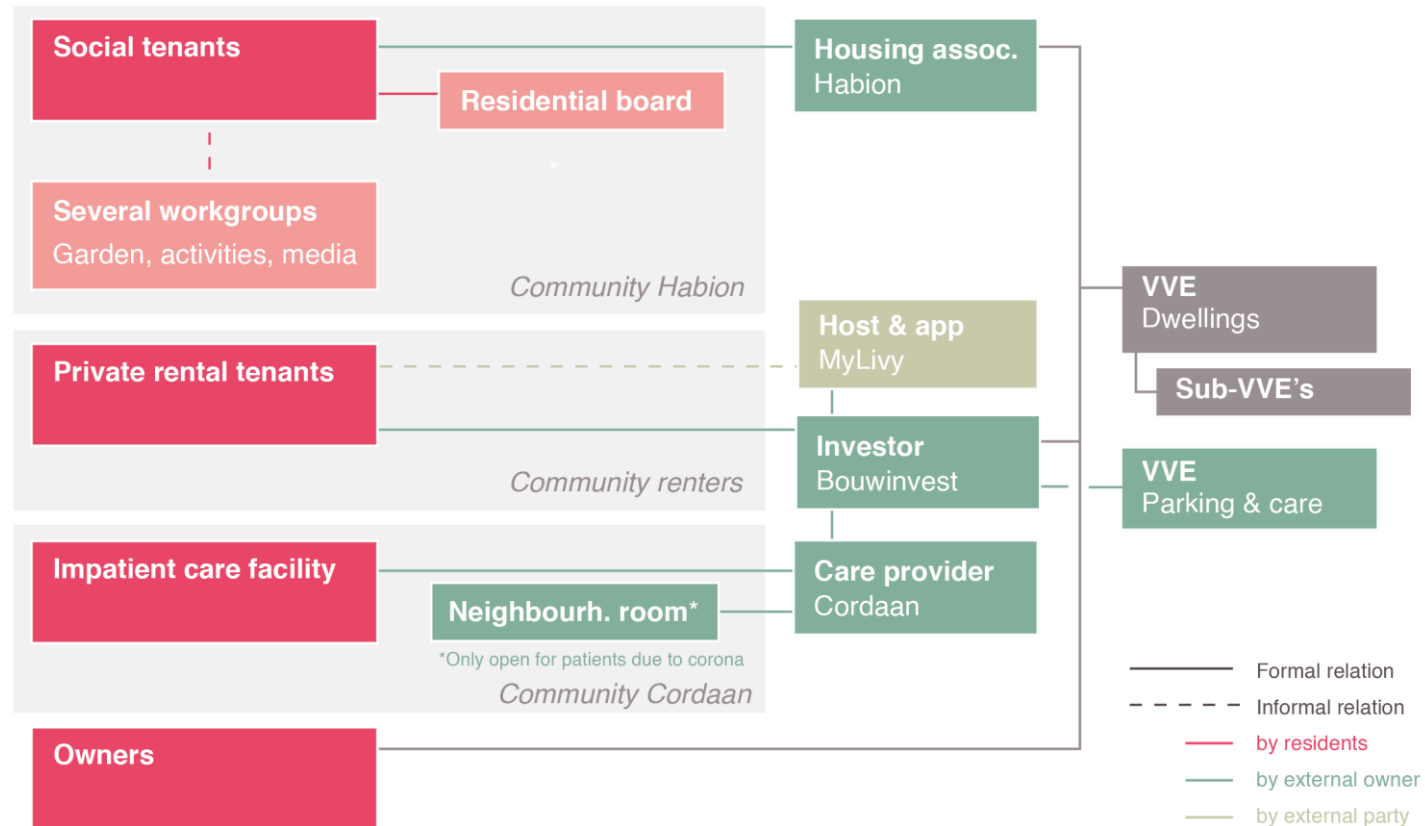






LIFE

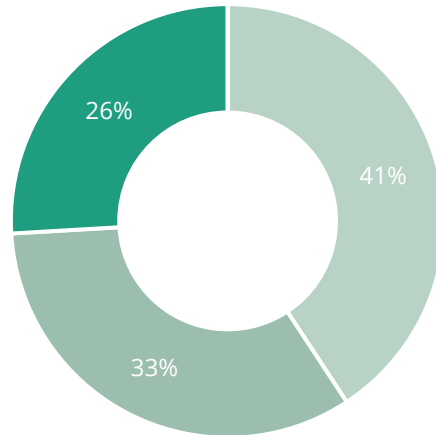




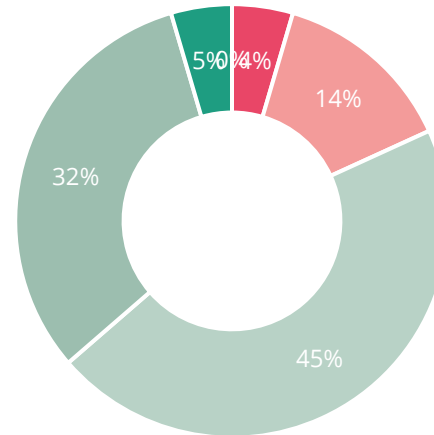
Expectations

To what level are the initial expectation met? (selection of CH motivated)

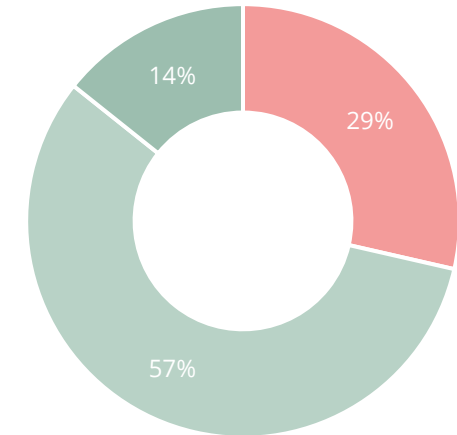
Knarrenhof



ParkEntree



LIFE



■ It does not correspond at all ■ Largely not corresponding ■ Largely corresponding
■ Fully corresponding ■ It exceeds expectations ■ Don't know

Survey results

In general

- Different satisfaction & living rating

- Benefits perceived, but:

1. Intentional community

- Different intentions

- Different BSCS scores

2. Participation

3. Individual & shared space

Project	All residents		Residents chose CH		Deliberate CH decision	
	M	SD	M (CH)	SD	M (CH+)	SD
Knarrenhof	-	-	35,6	3,77	36,5	3,63
Courtyard 1	-	-	36,8	2,48	37,1	2,57
courtyard 2	-	-	33,9	4,58	34,8	5,21
ParkEntree	28,7	6,02	29,3	4,85	28,0	4,85
High-rise	29,2	6,71	30,5	4,60	21,0	-
Low-rise	27,9	5,62	27,9	5,70	30,3	3,09
LIFE	29,7	5,74	30,8	5,83	31,8	5,83
Social rent	30,5	5,41	30,6	5,60	31,8	5,83
Other	27,0	5,87	32,0	0,00	-	-
Total	31,3	6,13	32,4	5,50	33,8	5,50

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Other	27,0	5,87	32,0	0,00	-	-
Total	31,3	6,13	32,4	5,50	33,8	5,50

Increasing score,
decreasing SD

Survey results

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