



Draft Offer to Park Homes Residents

Response to Formal Consultation

1. INTRODUCTION

Central Bedfordshire is a great place to live, and housing has a central role to play in everything the council is seeking to achieve in Central Bedfordshire.

Among the many different forms of housing are park homes, and the council is now seeking to raise awareness of the park home sector, the role in which it plays in the local housing market and in meeting the needs and aspirations of older people.

Central Bedfordshire Council recognises the unique nature of the park home lifestyle, which can offer an affordable housing option within attractive rural locations. The Council is keen to raise awareness of the park home sector where there are currently 1,200 people living in park homes across Central Bedfordshire.

The feedback received on the initial engagement survey, has helped the Council to gain a better understanding of the needs and aspirations of park home residents. The feedback has informed the development of a draft Offer to Park Home residents.

It proposes that Central Bedfordshire will work with residents and site owners to explore the lifetime neighbourhood concept. These offer everyone the best possible chance of health, well-being and social, economic and civic engagement regardless of age. They provide the built environment and social spaces that enable all people to pursue their own ambitions for a high quality of life.

The Offer to Park Home residents will be complementally around information, advice & guidance and will help us prepare for the new duties the Council will have under the Care Act 2014. The Care Act is about Care & Support, brings all the different laws into one new law and was made law in May 2014.

CBC formally consulted on its draft Offer to Park Home residents from Thursday, 18th December 2014 until Monday, 9 February 2015 which aimed to find out more about residents' requirements and aspirations. The council is keen to include the views of key partners and stakeholders who support people impacted by the development of the Offer to Park Home residents in some way, particularly park home residents and site owners.

All park home site owners and park home residents were notified about the consultation in writing to provide notice of the formal consultation and to provide information about they could respond to the consultation.

A Park Home Forum was held on 27th January 2015 for residents at the Rufus Centre in Flitwick to enable people to receive information and advice and gave the opportunity to inform and feedback around the Offer document.

The formal consultation was managed via a formal consultation document. This was available in paper format; downloadable from the CBC website, CBC main offices & Park Home site offices where available or was obtainable by telephoning or writing to the contact details provided in the letters to Park Home residents and owners.

CBC staff and elected members were informed about the formal consultation, social media was utilised and press releases were issued to the media to raise awareness of the consultation with Central Bedfordshire residents.

2. RESULTS OF SURVEY: DEMOGRAPHIC PROFILE

- 2.1 In total, 16 people responded to the draft Offer to Park Home residents formal consultation.
- 2.2 63% of respondents were male, 19% were female, 12% preferred not to say, and 6% did not answer.
- 2.3 69% of respondents were aged 60 years or over.
- 2.4 31% of respondents stated that they had a disability.
- 2.5 88% of respondents were White: British, 6% White: European, 6% respondents preferred not to state their ethnicity.
- 2.6 Appendix 1 provides a full demographic statistical profile of respondents.

3. RESULTS OF SURVEY: QUESTION RESPONSES

The formal consultation was designed to capture both quantitative and qualitative data from respondents, with results summarised as follows:

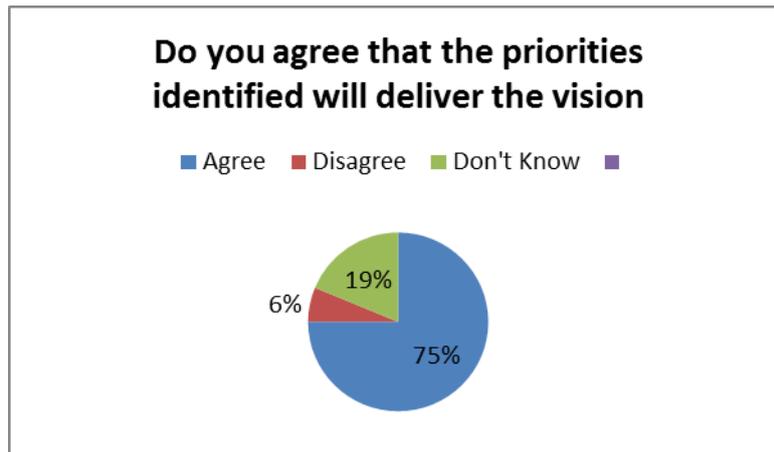
3.1 Q1. Central Bedfordshire Council has identified the following priorities within the Offer to Park Home residents:

- 1) To develop the park home environment into lifetime neighbourhoods where people can live independently in their home for as long as they wish to.
- 2) To develop and provide good quality, accessible information for the park home residents
- 3) To improve the experience of residents living in park homes
- 4) To provide more opportunities for residents to become involved and to work in collaboration with residents to strengthen the development of the park homes communities

We asked if people agreed that this will deliver our vision “All park home residents will enjoy an independent retirement lifestyle in a unique community environment that meets the needs and aspirations of older people in Central Bedfordshire.”

Agree	12	75%
Disagree	1	6%
Don't Know	3	19%

12 respondents (75% of respondents) agree that the priorities and related actions within meet the needs and aspirations of the residents and will deliver the vision. 1 respondent (6% of respondents) disagree, 3 respondents (19% of respondents) don't know



CBC Response: We are pleased that the majority of respondents felt that the priorities contained within the offer document will deliver the vision “All park home residents will enjoy an independent retirement lifestyle in a unique community environment that meets the needs and aspirations of older people in Central Bedfordshire.” The feedback would suggest little (if any) change is required to the document and that many of the concerns had already been incorporated as a result of the Needs Assessment that was carried out.

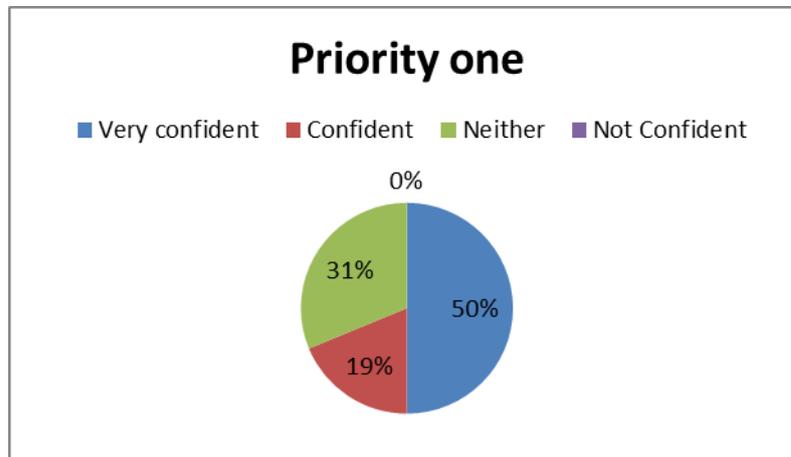
3.2 Q2. Thinking about the identified priorities within the offer:

Priority one: To develop the park home environment into lifetime neighbourhoods where people can live independently in their home for as long as they wish to. (The lifetime neighbourhoods concept is a way in supporting a unique environment and place to live. This is made up of key components which include: Supporting residents to develop lifetime neighbourhoods- especially residents empowerment; Access; Services and amenities; Built and natural environments; Social networks/well-being and housing)

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Very Confident	8	50%
Confident	3	19%
Neither	5	31%
Not Confident	0	0%

8 respondents (50% of respondents) were very confident priority one and related actions within meet the needs and aspirations of the residents and will deliver the vision. 3 respondents (19% of respondents) were confident, 5 respondents (31% of respondents) stated they were neither



CBC Response: We are pleased that most respondents were either confident or very confident that Priority One and related actions would meet their needs and aspirations and deliver our vision.

Whilst a full account of the qualitative feedback is presented in Appendix 2 some examples are given below:

Examples of qualitative information:

Comment: Projects of this type can involve serious costs and the co-operation of owners so the impact of this aim could falter but equally could do a deal of good.

CBC Response: We understand that residents are concerned about the perceived lack of influence that the Council has concerning site owners and how this may impact on our plans. As the Council's enforcement powers only relate to licensing aspects our influence over other aspects relies on us working with site owners to achieve our objectives. It is the Council's intention to hold regular workshops with site owners to develop our relationships with them.

Comment: Most residents seem to be of the older generation. Provision should be made to ensure they know what assistance is available and to try to ensure those needing it take it up.

CBC Response: A recent restructure of the Housing Solutions Service of the Council has enabled the creation of a specialist post to deal specifically with park homes and older persons. They will be responsible for ensuring that park homes residents are aware of the assistance available to them from various teams within the Council, and other providers.

Comment: Residents are elderly and independent owners. Parks are not retirement villages & should not become ghettos.

CBC Response: It is the Council’s intention for park home residents to live independently where able to. As a consequence of the feedback we will replace the phrase “independent retirement” with “independent living” in our vision which will therefore become “All park home residents will enjoy an independent living lifestyle in a unique community environment that meets the needs and aspirations of older people in Central Bedfordshire.”

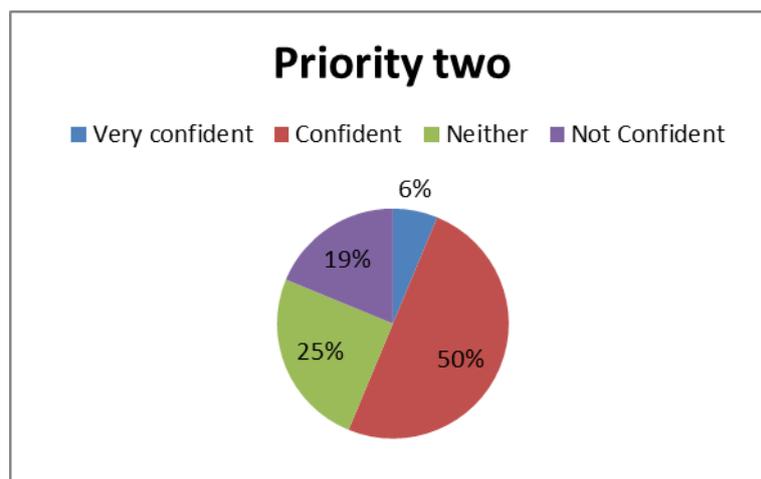
3.3 Q3. Thinking about the identified priorities within the offer:

Priority two: To develop and provide good quality, accessible information for park home residents.

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Very Confident	1	6%
Confident	8	50%
Neither	4	25%
Not Confident	3	19%

1 respondents (6% of respondents) were very confident priority one and related actions within meet the needs and aspirations of the residents and will deliver the vision. 8 respondents (50% of respondents) were confident, 4 respondents (25% of respondents) stated they were neither and 3 respondents (19% of respondents) were not confident



CBC Response: We are pleased that many of the respondents were either confident or very confident that Priority Two and related actions would meet their needs and aspirations and deliver our vision.

Examples of qualitative information (full survey feedback is in appendix 2):

Comments: Information provision will be a valuable asset. The council clearly has access to all the relevant information which needs to be published. If I have a concern here it's how readable and understandable that information will be. Keeping residents aware of their rights is a big boost to resident confidence which up to now has only been done by private bodies such as IPHAS. A reliable leaflet drop should help and perhaps residents meetings.

CBC Response: The Council will ensure that relevant information is made available to park home residents. This will include use of the Council's website in addition to making hard copies of factsheets available at council office receptions, libraries, community centres, and site offices. The information will be reinforced through annual resident events.

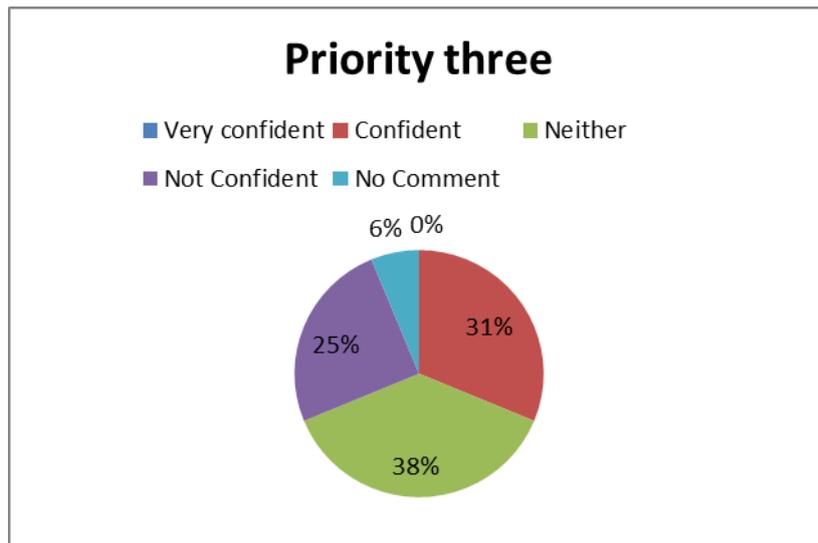
3.4 Q4. Thinking about the identified priorities within the offer:

Priority three: To improve the experience of residents living in park homes.

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Very Confident	0	0%
Confident	5	31%
Neither	6	38%
Not Confident	4	25%
No Comment	1	6%

No respondents (0% of respondents) were very confident priority three and related actions within meet the needs and aspirations of the residents and will deliver the vision. 5 respondents (31% of respondents) were confident, 6 respondents (38% of respondents) stated they were neither, 4 respondents (25% of respondents) were not confident and 1 respondents (6% of respondents) did not comment



CBC Response: A greater number of respondents were confident as opposed to not confident that Priority Three and related actions would meet their needs and aspirations and deliver our vision. However, we recognise that some residents have concerns and we will work with them to address these.

Examples of qualitative information (full survey feedback is in appendix 2):

Comment: Again, this would require the Council to have influence over the site owners.

CBC Response: We understand that residents are concerned about the perceived lack of influence that the Council has concerning site owners and how this may impact on our plans. As the Council's enforcement powers only relate to licensing aspects our influence over other aspects relies on us working with site owners to achieve our objectives. It is our intention to hold regular workshops with site owners to develop our relationships with them.

Comment: Information may be useful but funding is not likely to be available.

CBC Response: The Council has provided funding every year to date to fund adaptations in park homes for residents with disabilities and to fund certain repairs, install heating systems, and improve insulation. In order to ensure that funds are directed at those most in need there are eligibility criteria. We will also be encouraging residents to utilise other funding sources where appropriate. We will ensure that park home resident's awareness of such assistance is raised through promotional work etc.

Comment: Not sure. Will this be an opt, in opt out situation?

CBC Response: Residents will not be forced to take advantage of assistance such as that described above.

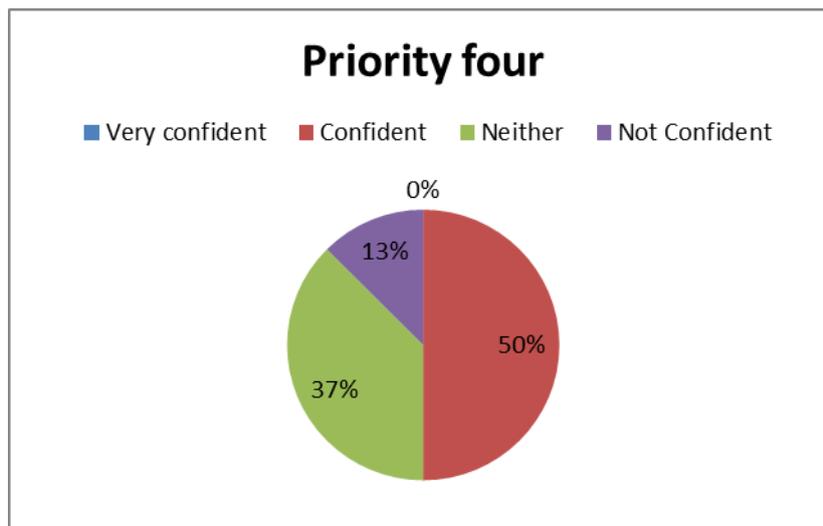
3.5 Q5. Thinking about the identified priorities within the offer:

Priority four: To provide more opportunities for residents to become involved and to work in collaboration with residents to strengthen the development of the park homes communities

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Very Confident	0	0%
Confident	8	50%
Neither	6	38%
Not Confident	2	12%

No respondents (0% of respondents) were very confident priority four and related actions within meet the needs and aspirations of the residents and will deliver the vision. 8 respondents (50% of respondents) were confident, 6 respondents (38% of respondents) stated they were neither and 2 respondents (12% of respondents) were not confident



CBC Response: We are pleased that many of the respondents were confident that Priority Four and related actions would meet their needs and aspirations and deliver our vision.

Examples of qualitative information (full survey feedback is in appendix 2):

Comment: I am confident that the council can ensure park residents are treated similarly to all other home owners and tenants

Comment: Sites need to be encouraged to have a communal meeting area suitable for various activities but the space and finance for this will hinder development

CBC Response: This would be a good idea and is certainly something that we will discuss with site owners during the regular workshops that we propose to hold with them.

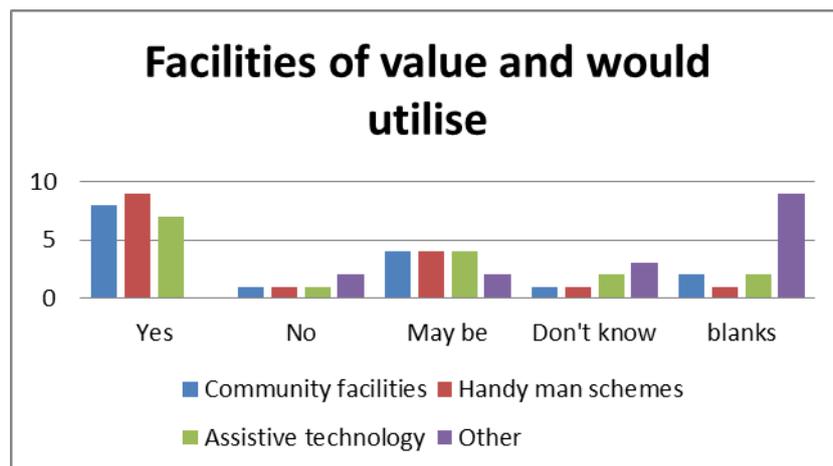
3.6 Q6. In developing the park home environment, we aim to work with park home site owners to explore and increase opportunities in developing community facilities, handy man schemes and assistive technology.

We asked if the below facilities would be of value and utilise:

	Yes	No	Maybe	Don't Know
Community facilities	8	1	4	1
Handy man schemes	9	1	4	1
Assistive technology	7	1	4	2
Any other: specified below:				

Summary of comments received in 'Other' are listed below and a full account of the qualitative feedback is presented in Appendix 2

- Local transport
- Ensure roads are safe
- Trading Standards regulated local tradesman
- Gardeners if not under handy man service
- Mobile library
- Access to emergency phone number for site owner out of hours
- Legal representatives
- To explore experiences of other park home sites.



CBC Response: These are certainly aspects that the Council will look further into. With respect to roads on sites, certain aspects such as being maintained in good condition with adequate surface water/storm drainage, and providing adequate access for emergency vehicles are covered by site licence conditions and therefore would be something that the Council could control. In

addition to this, site licence conditions require emergency contact details to be displayed in a prominent position.

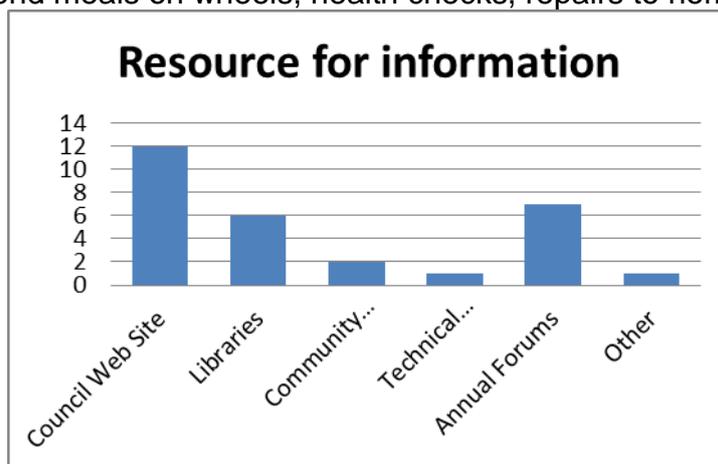
3.7 Q7. We are hoping to introduce a range of information & leaflets to provide information and advice to the residents.

We asked what types of resources would be used to access information

Council Web Site	12	75%
Libraries	6	38%
Community Centres	2	12%
Technical Officer for Park Homes Central Bedfordshire Council	1	6%
Annual Forums	7	44%
Other	1	6%

Summary of comments received in 'Other' are listed below and a full account of the qualitative feedback is presented in Appendix 2

- Local monthly Park Home magazine
- Mobile friend meals on wheels, health checks, repairs to homes



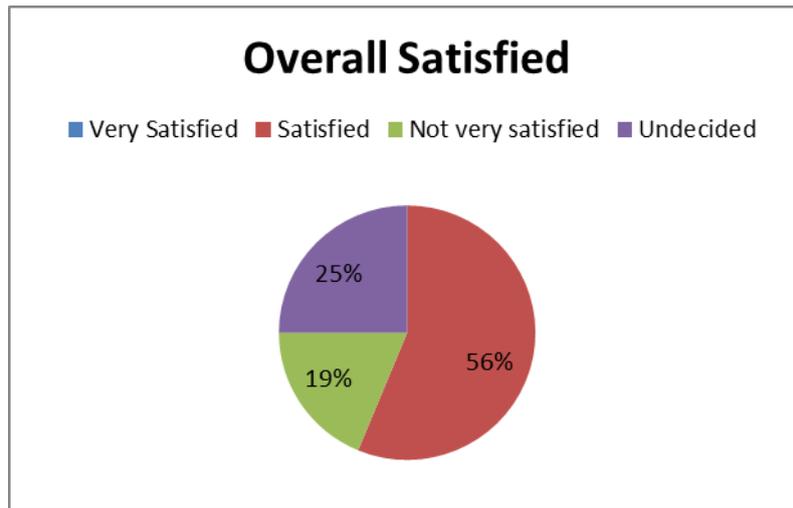
CBC Response: It is interesting that the majority of respondents would visit the Council's website to access the information that they require and support the emphasis that we are putting on providing the required information on our website. However, we will not lose sight of the fact that not all residents can or want to receive information in this way and we will therefore ensure that it is provided in hard copy format at council office receptions, libraries, community centres, and site offices. The information will be reinforced through annual resident events. We will look at producing a magazine or similar for park home residents, although it is unlikely to be on a monthly basis. We will consider publishing information on any relevant aspect that residents feel would benefit them.

3.8 Q8. Overall how satisfied are you with the Offer to Park Home residents

Very satisfied 0 0%

Satisfied	9	56%
Not very satisfied	3	19%
Undecided	4	25%

No respondents (0% of respondents) were very satisfied with the Offer to Park Home residents. 9 respondents (56% of respondents) were satisfied, 3 respondents (19% of respondents) stated they were not very satisfied and 4 respondents (25% of respondents) were undecided



CBC Response: We are pleased that many of the respondents were satisfied with the Offer to Park Home Residents as we believe that this is an important piece of work and will help us deliver our vision.

3.9 Q9. Space provided for any further comments

Examples of qualitative information (full survey feedback is in appendix 2):

Comment: Still not sure exactly what it means. To much wording but not enough specifics.

Comment: There is no reference to planned reviews of progress or timescales to implement the offer

CBC Response: An action plan will form part of the Offer to Park Home Residents. This action plan will set out what actions we plan to take to achieve each of the priorities, the associated timescales, and who will be responsible for these actions. Progress against these will be monitored at appropriate intervals.

Comment: Park Homes are not retirement villages, council estates or sheltered housing. Owners are in many cases downsizers.

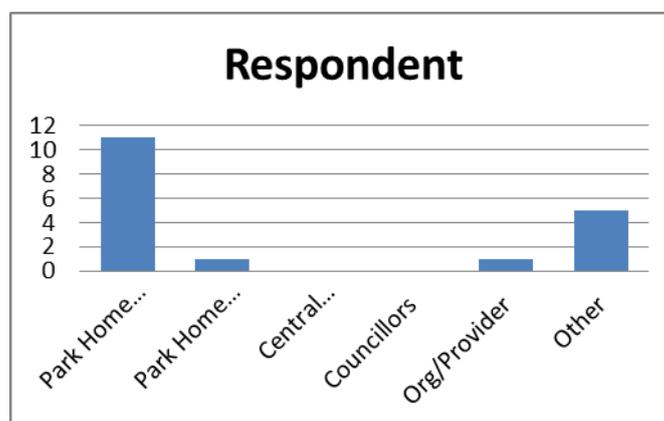
CBC Response: We understand that residents choose to live in park homes for a number of reasons. As a consequence of the feedback we will replace the phrase “independent retirement” with “independent living” in our vision which will therefore become “All park home residents will enjoy an independent living lifestyle in a unique community environment that meets the needs and aspirations of older people in Central Bedfordshire.”

3.10 Q10. Tell us what type of respondent are you

See feedback below, received comment in other to say they had ticked site owner in error

Park Home resident	11	69%
Park Home site owner (ticked in error)	1	6%
Central Bedfordshire Council staff member	0	0%
Councillors	0	0%
Organisation / Provider	5	31%
Other: please specify below -		

1. Member of the public who knows a fair amount what I'm talking about
2. Full time carer
3. Chairman of Residents Association
4. Caddington resident
5. Parish Council



4. SUMMARY

Response received was low in numbers compared with the previous Needs Assessment survey which helped shape the draft Offer to Park Home residents

In summary 75% of respondents (12 respondents) agree that the four priorities will deliver the vision and that 69% of respondents were aged 60 years or over.

There was an emphasis throughout the survey around support and cooperation required from site owners to implement the priorities and related actions.

We were asked to bear in mind that residents do not necessarily view park home sites as retirement villages. As a consequence of the feedback we will replace the phrase “independent retirement” with “independent living” in our vision which will therefore become “All park home residents will enjoy an independent living lifestyle in a unique community environment that meets the needs and aspirations of older people in Central Bedfordshire.”

Consideration was needed of the legal obligations, rights and restrictions associated with living in a park home environment.

The need was identified to develop a full range of information and advice specific to living in park homes including rights and obligations, available services, approved park homes specialists, and to ensure that residents are able to access this information.

We will need to explore community resources, transport and services available to support the needs of the residents and to ensure park homes are safe environments to live.

A full account of the formal consultation qualitative feedback is presented in appendix 2.

**Appendix 1:
Results of Survey: Demographic Profile of Respondents**

12. Please tell us your gender

Male	10	63%
Female	3	19%
Prefer not to say	2	12%
Blank	1	6%

13. Please tell us your age

Under 16	0	0%
16-19 years	0	0%
20-29 years	0	0%
30-44 years	1	6%
45-59 years	3	19%
60-64 years	2	12%
65-74 years	4	25%
75+	5	32%
Prefer not to say	1	6%

14. Do you consider yourself to be disabled?

Under the Equality Act 2010 a person is considered to have a disability if he/she has a physical or mental impairment which has a sustained and long-term adverse effect on his/her ability to carry out normal day to day activities.

Yes	5	31%
No	10	63%
Prefer not to say	1	6%

16. Please tell us your ethnicity

White: British	14	88%
White: Irish	0	0.0%
White: European	1	6%
White: other background (please specify below)	0	0.0%
Mixed: White and Black Caribbean	0	0.0%
Mixed: White and Black African	0	0.0%
Mixed: White and Asian	0	0.0%
Mixed: other background (please specify below)	0	0.0%
Asian: Indian	0	0%
Asian: Pakistani	0	0.0%
Asian: Bangladeshi	0	0.0%
Asian: Chinese	0	0%
Asian: other background (please specify below)	0	0.0%
Black or Black British: Caribbean	0	0.0%

Black or Black British: African	0	0%
Black or Black British: other background (please specify below)	0	0%
Other (please specify below)	0	0%
Prefer not to say	1	6%

Appendix 2: Results of Consultation: Qualitative Feedback

Q1. Central Bedfordshire Council has identified the following priorities within the Offer to Park Home residents:

Q2. Thinking about the identified priorities within the offer:

Priority one: To develop the park home environment into lifetime neighbourhoods where people can live independently in their home for as long as they wish to. (The lifetime neighbourhoods concept is a way in supporting a unique environment and place to live. This is made up of key components which include: Supporting residents to develop lifetime neighbourhoods- especially residents empowerment; Access; Services and amenities; Built and natural environments; Social networks/well-being and housing)

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Comments received from the survey are listed below:

1. If site is privately owned and runs well will changes upset things?
2. To achieve this the Council would have to have influence upon the company who own the sites.
3. its a good start but it doesn't go far enough. you need to lobby parliament to force through as a matter of urgency
4. the concept of lifetime neighbourhoods sounds fine in principal I wonder whether changes in council politics will interfere with the objective
5. SITE OWNER. WOULD NOT CONFORM
6. Residents are elderly and independent owners. Parks are not retirement villages & should not become ghettos
7. Under the 1983 MH Act owners profit comes from 10% commission on sales. No profit from long term residents
8. Most residents seem to be of the older generation. Provision should be made to ensure they know what assistance is available and to try to ensure those needing it take it up
9. Projects of this type can involve serious costs and the co-operation of owners so the impact of this aim could falter but equally could do a deal of good.

Q3. Thinking about the identified priorities within the offer:

Priority two: To develop and provide good quality, accessible information for park home residents.

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Comments received from the survey are listed below:

1. I was unaware of the previous meetings. Also unaware of this paper and questionnaire. I happened to get an email, as a Parish Councillor NOT as a resident
2. In our experience, the majority of residents do not have access to the internet/social media. Any communication would need to be paper format.
3. Information is available everywhere these days especially on the internet, it's the rules set by the park owners that restrict the resident. No good just having info, it's got to be legally enforced.
4. The council clearly has access to all the relevant information which needs to be published. If I have a concern here it's how readable and understandable that information will be.
5. Information provision will be a valuable asset –
6. Residents want peaceful environment & security of pitch. No interest of (Illegible). They do not meet or bother with information and gullible to owners demands
7. A reliable leaflet drop should help + perhaps residents meetings
8. Keeping residents aware of there rights is a big boost to resident confidence which up to now has only been done by private bodies such as IPHAS.

Q4. Thinking about the identified priorities within the offer:

Priority three: To improve the experience of residents living in park homes.

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Comments received from the survey are listed below:

1. Not sure. Will this be an opt in opt out situation
2. Again, this would require the Council to have influence over the site owners.
3. It still doesn't go far enough
4. I suspect the council has little or no experience of living in residential park homes. Consultation is no substitute for experience.
5. IDEA GOOD. FOR RESIDENT OWNER WILL NOT AGREE
6. Information may be useful but funding is not likely to be available
7. How are you going to enforce them? site owners v residents !
8. But again only if you have the full assistance of site owners.

Q5. Thinking about the identified priorities within the offer:

Priority four: To provide more opportunities for residents to become involved and to work in collaboration with residents to strengthen the development of the park homes communities

We asked how confident people felt that the priority and related actions meets the needs and aspirations of the residents and will deliver our vision:

Comments received from the survey are listed below:

1. SITE OWNER WILL NOT CONFORM
2. I am confident that the council can ensure park residents are treated similarly to all other home owners and tenants
3. Site owners want money! residents weak give in to get peace
4. Sites need to be encouraged to have a communal meeting area suitable for various activities but the space and finance for this will hinder development

Q6. In developing the park home environment, we aim to work with park home site owners to explore and increase opportunities in developing community facilities, handy man schemes and assistive technology.

We asked if the below facilities would be of value and utilise and feedback received for other forms listed below:

Comments received from the survey under other are listed below:

1. Local buses. Mobile Library.
2. Gardener, unless covered by handy man
3. need to ensure roads are safe both for residents and others coming onto the site such as postman, refuse collection and visitors. H and S
4. A large proportion of residents on our park would benefit from local transport.
5. Legal representative
6. Don't live in a park home because of age restrictions, visitor restrictions, selling on rules and regulations but would like to
7. Exploring the experiences of other parks
8. SITE MANAGER ACCESS TO EMERGENCY PHONE NO. FOR OWNER OUT OF WORKING HOURS
9. It would be valuable if local tradesmen were requested with trading standards. The correct commercial schemes should not be relied upon
10. People want peace & privacy. Do not form communities. Need help in home (Illegible)
11. Not a park resident

Q7. We are hoping to introduce a range of information & leaflets to provide information and advice to the residents.

We asked what types of resources would be used to access information and feedback received for other forms listed below:

Comments received from the survey under other are listed below:

1. Monthly Park Homes magazine.

2. Magazine like Park Home News that we have delivered. But as Bedfordshire not countrywide please
3. Mobile friend Meals on wheels. Health checks. Repairs to homes

Q9. Any further comments:

1. Still not sure exactly what it means. To much wording but not enough specifics.
2. We were not aware of the Council's proposals (we moved to Central Beds 11 months ago). The scheme has our full support though we consider the proposals ambitious given that the owners of the sites wield the power and we are virtually helpless in that respect.
3. It's a start, you need to do more though to be honest
4. There is no reference to planned reviews of progress or timescales to implement the offer
5. Park Homes are not retirement villages, council estates or sheltered housing. Owners are in many cases downsizers.
6. All talk but no action or enforcement. Site owners want to make money as main aim for owning site. information under Q1 - Park Homes sites are NOT retirement homes and do not have facilities for older people who need care or needs. Park Homes are 'residences' not communities. Need security of tenure for Occupiers. ARE source OF INCOME FOR OWNERS!

Q10. Tell us what type of respondent are you for other see listed below:

6. ticked site owner in error
7. Member of the public who knows a fair amount what I'm talking about
8. FULL TIME CARER
9. Chairman of Residents Association
10. Caddington resident.
11. Parish Council