

A London manifesto for housing in later life

April 2016

Elles House, Wallington – After
(London Borough of Sutton)
Opened in 2015



Before
Former 1960s
Magistrates' Court

About McCarthy & Stone

McCarthy & Stone is the UK's leading retirement housebuilder. Since 1977, we have built 50,000 dwellings across more than 1,000 developments nationwide. **We currently have c. 500 units of new housing across 19 sites for sale or under contract in the GLA area and are planning an increased rate of investment across the boroughs in the years to come.**

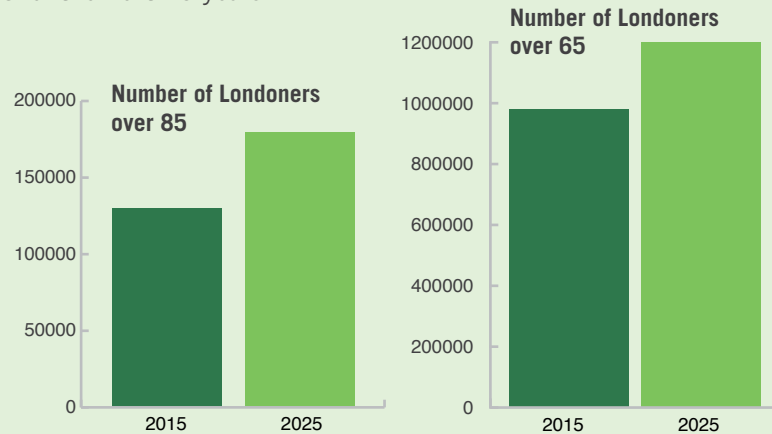
McCarthy & Stone is in a unique position as the only housebuilder capable of meeting the nationwide need for high-quality specialist housing for older people who are looking to downsize and move to a property more suited to their lifestyle needs.



London is not building enough retirement housing.

London

Over the next 10 years



Between 2015 and 2025*



Older Londoners will require **3,600 – 4,200 new specialist units per annum** (with 2,620 of those required for private sale).



Between 2010 and 2013*



However just 120 units of retirement housing for sale were delivered.

*according to the 2015 London Plan

This manifesto outlines our recommendations to improve the opportunities for the delivery of housing for older people in London.

The 2015 London Plan identifies the growing and changing requirements for housing older Londoners as one of the most important emerging planning issues for the capital.

It is anticipated that older people will be the fastest growing demographic in London.

While many older Londoners are likely to prefer to remain in their own home, many will also require increasing support and a large number will want to move somewhere more suitable in their later years, while remaining in the capital.

As the UK's leading retirement housebuilder, we are seeking to address this challenge by investing £2.5 billion over four years in land and build for new housing for older people, and c. £300m of this will be in London. However, we are concerned that the targets of the London Plan in this area will be missed by some distance unless there is greater focus on the housing needs of older Londoners by the next Mayor, the GLA, the boroughs and the wider development community.

Nationwide



We are Investing £2.5 billion across the UK over four years in land and build for new housing for older people with c. £300m of this planned for London.



Meeting the later life housing challenge

McCarthy & Stone
is calling on political
parties to sign up to
the following pledge
as part of their election
campaign

At a time of unprecedented demographic change, it is vital that new housing supply meets the needs of our ageing population. We support the delivery of new well-located, high-quality and well-managed specialist retirement housing across different types and tenures to help address a growing demand for this form of accommodation in London

Kingswood Court, Sidcup – After
(London Borough of Bexley)
Opening Winter 2016



Before
Former office building

Our specific policy recommendations are:

1. Develop stronger London-wide and local planning policies across the 32 boroughs to support the delivery of retirement housing across all tenures
2. Provide retirement housing with equivalent status to affordable housing to facilitate greater provision and reflect the greater difficulties associated with meeting the distinct needs of this specialist market. This policy would encourage new entrants into the sector while also recognising the need to manage demographic change, the socio-economic benefits of this form of accommodation, and its ability to unlock the wider housing chain
3. Require local authorities to identify suitable sites for retirement accommodation within Local Plans
4. Require local authorities to monitor the number of private, as well as public, sheltered and very sheltered homes being delivered in their local area
5. Retain the requirement in the London Plan that all new homes in London are built to Lifetime Homes standards

Why is specialised retirement housing different?

Housing for older people differs from traditional housing in a variety of ways, which impacts its availability and viability in London. It needs to:

- Be located close to local shops, services and transport links which tend to be sites on expensive brownfield land
- Include shared living spaces such as lounges and guest suites, typically around 30% of total floor space
- Include design features such as wheelchair accessibility and level access
- Provide estate management services and, in the case of Extra Care, domestic support and personal care assistance
- Restrict occupation of homes to older people aged 60 and above (or 70 for Extra Care properties) meaning a different marketing approach and typically longer sales periods
- Complete the whole development in one go. Potential homeowners like to view apartments before buying, making it difficult to phase developments and resulting in a large financial outlay per site before any return is made

Few providers can operate in this environment – it skews the market in favour of other developers and results in the loss of sites for retirement housing.

The availability of suitable sites is increasingly in short supply but in high demand for office, retail or leisure uses and now also for Starter Homes.

As a result, many sites are prevented from entering the planning system for retirement housing, leaving the land available for other developers, including retail and offices – emphasising the need to protect them.

Research by Demos, the Centre for Social Justice and the University of Reading suggests that specialist retirement housing should be classified as a form of affordable housing due to its social benefits. This includes its ability to:

- Improve housing options for older people
- Free-up valuable, under-occupied and family-sized housing in the capital, by those who want to downsize, helping younger people to join the housing ladder
- Ease pressure on public health services, particularly the NHS, by helping older people to remain healthier and happier for longer, and thereby out of hospital and residential care.



Investment, independence and environment

Benefits of specialised retirement housing

Research shows there are a number of economic, health and social benefits including:



UK wide figures. These statistics were sourced from the Local Area Economic Impact Assessment prepared by the Institute of Public Care at Oxford Brookes University using a sample of homeowners in March 2014; Housing markets and independence in old age: expanding the opportunities, by University of Reading in 2011; and the 'A Better Life Report' by Roger Tym & Partners in 2004.

Meeting the needs of London's ageing population

We have c.500 units of retirement housing in London built or with sites exchanged since 2014*, with an increased rate of investment planned

1 Harrow (Land Acquired)

Assisted Living (Extra Care)

- Planning approved for 48 apartments for the over 70s

2 Harrow (Land Acquired)

Retirement Living

- Subject to planning

3 Heritage Place, Ickenham

Retirement Living & Assisted Living (Extra Care)

- 25 apartments for the over 55s
- 55 apartments for the over 70s
- 24hr flexible care and support
- Opening Summer 2016

Previous land use: Former RAF site




4 Liberty House, Raynes Park

Assisted Living (Extra Care)

- 51 apartments for the over 70s
- 24hr flexible care and support
- Homeowners' Lounge
- Wellbeing Suite
- Restaurant
- Opened February 2016

Previous land use: Hospital Car Park




5 Elles House, Wallington

Assisted Living (Extra Care)

- 54 apartments for the over 70s
- 24hr flexible care and support
- Homeowners' Lounge
- Wellbeing Suite
- Restaurant
- Opened May 2015

Previous land use: Magistrates Court



6 Yew Tree Court, Sanderstead

Retirement Living

- 26 apartments for the over 60s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Opened August 2014

Previous land use: Office building




19 Springhill House, Willesden Green

Retirement Living

- 38 apartments for the over 60s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Mobility scooter charging room
- Opened May 2015

Previous land use: Council offices



18 Upminster

Retirement Living

- 22 apartments for the over 60s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Subject to planning

Previous land use: Redundant land



17 Bexleyheath

Retirement Living

- 49 apartments for the over 60s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Roof terrace
- Opening June 2017

Previous land use: Commercial




16 Sidcup

Retirement Living

- 50 apartments for the over 70s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Opened February 2016

Previous land use: Office block



15 Sidcup

Assisted Living (Extra Care)

- 51 apartments for the over 70s
- 24hr flexible care and support
- Homeowners' Lounge
- Wellbeing Suite
- Restaurant
- Planning consent - June 2015

Previous land use: Residential




14 Faulkner House, Chislehurst

Retirement Living

- 42 apartments for the over 60s
- House Manager
- Homeowners' Lounge
- 24hr emergency call system
- Electric car charging points
- Opened July 2015

Previous land use: Conference centre



7 Biggin Hill (Land Acquired)

Retirement Living

- Subject to planning

10 Isleworth (Land Acquired)

Retirement Living

- Subject to planning

8 Sanderstead (Land Acquired)

Retirement Living

- Subject to planning

11 Beckenham

Ortus Homes

- 16 luxury apartments for the over 55s
- Balconies on upper floors
- House Manager
- Allocated parking for all apartments
- Opening July 2017

Previous land use: Residential



13 Chislehurst (Land Acquired)

Assisted Living (Extra Care)

- Subject to planning

12 Edgware (Land Acquired)

Retirement Living

- Subject to planning

Springhill House, Willesden Green – After
(London Borough of Brent)
Opened in 2015

Case Study

Location: Willesden Green, London

Former use: Council offices

Development: 37 Retirement Living apartments

The story: When the building was deemed surplus to requirements we were able to provide best value in terms of the economic and social benefits related to retirement housing and the site was bought in a conditional deal with the London Borough of Brent.



Retirement Living

Our Retirement Living model helps older homeowners live active, independent lives in a supported environment and in properties built to Lifetime Homes standards.

It provides high-quality apartments exclusively for those aged 60 and over, offering security, independence and companionship among like-minded people.

Apartments feature one or two bedrooms, spacious lounges, kitchens, extra storage, en-suite facilities and often private outside space in the form of balconies, terraces or patios. In addition, there are extensive shared areas including landscaped grounds, attractive communal lounges and guest suites to accommodate visiting family and friends.

Our site-based House Managers, who are available to offer help and assistance, are responsible for the day-to-day running of each development.

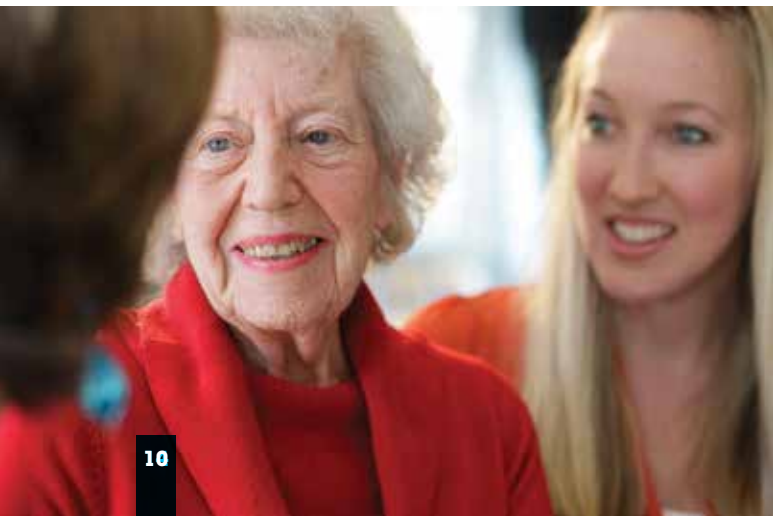


Features:

- ✿ Exclusively for people aged 60 and above
- ✿ One and two-bedroom apartments
- ✿ House Manager and emergency call line
- ✿ Independent living in privately-owned, owner-occupied apartments
- ✿ Built to Lifetime Homes standards
- ✿ Shared homeowners' lounge
- ✿ Lifts to all floors and secure camera-entry system
- ✿ Guest suite and landscaped gardens

Site criteria

- ✿ **Within half a mile/easy walk of shops for day-to-day needs**
- ✿ **Good public transport links**
- ✿ **Land of 0.5 to 1.5 acres (0.2 to 0.6 hectares)**
- ✿ **Centrally located, typically brownfield land**
- ✿ **Close to amenities with level access**
- ✿ **Scope for three-storey (or higher) development**



Assisted Living

Our Assisted Living (Extra Care) model is designed for frailer older homeowners and is built to full wheelchair housing standards. It is a unique offering in the market place and provides an attractive alternative to residential care.

Assisted Living is designed exclusively for customers aged 70 and over. The product includes additional features to our Retirement Living range, including a personal care service, a full table-service restaurant with meals prepared freshly on-site, plus a function room and secure mobility scooter store room.

The Estates Management team is on-hand 24 hours a day to provide care and support as well as facilitate social events and activities. Assisted Living is an attractive alternative for those seeking an additional level of help but who wish to retain independent home ownership and do not want to move into residential care.

Features:

- ✧ Exclusively for people aged 70 and above
- ✧ One and two-bedroom apartments
- ✧ 24-hour on-site staff delivering flexible care packages
- ✧ Domestic assistance
- ✧ Wheelchair accessible throughout
- ✧ Restaurant with on-site kitchen
- ✧ Care Quality Commission-registered

*** We build Retirement Living and Assisted Living schemes together on even larger sites**

Site criteria

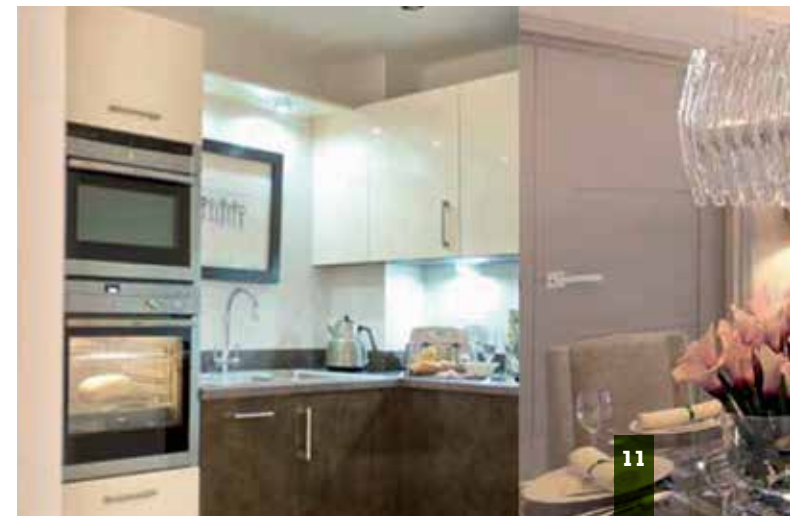
- ✧ **Minimum of 1 acre and up to 2 acres (0.4-0.8 hectares) ***
- ✧ **Identified need for Extra Care provision**
- ✧ **Within 1 mile of shops for day-to-day needs**
- ✧ **Good public transport links**
- ✧ **Centrally located, typically brownfield land**
- ✧ **Close to amenities with level access**
- ✧ **Scope for three-storey (or higher) development**

Ortus Homes

Our Ortus Homes model is designed for more active retirees who seek an alternative to traditional retirement housing schemes but recognise the benefits of age-exclusive developments.

Exclusively for the over 55s and those in the early stages of retirement, it is designed for people wanting to downsize into high-quality, well-located and low-maintenance apartments.

Developments have fewer units than our core products, with more car parking and larger apartments. They are intelligently and attractively designed to future-proof later living. Their age-exclusivity means that security and lifestyle is a focus, and privacy and personal space is a key consideration. The more active nature of these homeowners allows us to look for new land opportunities away from our traditional locations.



Features:

- Designed exclusively for people aged over 55 looking to downsize
- Predominantly two-bedroom apartments
- Private outdoor spaces or balconies
- Excellent security features
- Minimum 1:1 car parking
- Ortus Homes Management Service
- Built to Lifetime Homes standards

Site criteria

- **Land of 0.3 to 1 acre (0.12 - 0.4 hectares)**
- **Feel-good residential locations offering easy access to a town centre, but edge of town sites would be considered**
- **Attractive outlook desirable**
- **Prominent site**



McCarthy & Stone

The UK's leading retirement housebuilder

Paul Teverson

Director of Communications

Email:

paul.teverson@mccarthyandstone.co.uk

Tel:

01202 508096

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McCarthy & Stone Retirement Lifestyles Ltd,
Registered Office 4th Floor,
100 Holdenhurst Road,
Bournemouth,
Dorset BH8 8AQ

No. 6622231,
Registered in England and Wales

London Plan 2015: Targets for specialist housing for older people

Indicative annualised strategic benchmarks to inform local targets and performance indicators for specialist housing for older people 2015 – 2025

London Boroughs	Private Sale	Intermediate Sale	Affordable Rent	Total
Barking and Dagenham	50	15	5	70
Barnet	155	60	10	225
Bexley	90	45	0	135
Brent	105	35	35	175
Bromley	140	65	0	205
Camden	65	20	15	100
Croydon	140	55	0	195
Ealing	135	40	5	180
Enfield	120	50	0	170
Greenwich	65	20	0	85
Hackney	25	10	20	55
Hammersmith and Fulham	45	15	0	60
Haringey	80	20	0	100
Harrow	110	40	0	150
Havering	135	50	0	185
Hillingdon	115	40	0	155

London Boroughs	Private Sale	Intermediate Sale	Affordable Rent	Total
Hounslow	95	30	20	145
Islington	30	10	50	90
Kensington and Chelsea	60	20	20	100
Kingston upon Thames	70	25	0	95
Lambeth	55	15	5	75
Lewisham	65	25	25	115
Merton	80	30	0	110
Newham	55	15	5	75
Redbridge	75	45	0	120
Richmond upon Thames	105	30	0	135
Southwark	45	15	55	115
Sutton	70	35	0	105
Tower Hamlets	25	10	35	70
Waltham Forest	65	25	0	90
Wandsworth	80	25	0	105
Westminster	70	20	20	110

London Total per year	Private Sale	Intermediate Sale	Affordable Rent	Total
	2,620 units	955 units	325 units	3,900 units