

Ageing & Community

A new urban and suburban approach to senior living

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About Urban Edge

Urban Edge is an innovative architectural practice specialising in urban regeneration.

We have years of experience and a diverse portfolio of projects within age living, residential, leisure, office and mixed use projects.

The practice is based in Stamford. This central location boasts good links to the majority of the country.

We have a wide array of skills and experience in our studio from architecture, landscape, graphic design, branding and marketing.





Client: Anchor Villages

Value: £42m

Location: Bishopstoke, Hampshire

Area: 48 Care Bedrooms / 19 Assisted Living Apartments / 36 Village Centre Apartments / 169 Independent Living Apartments



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an Anchor Village

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HAMPSHIRE LAKES
an Anchor Village

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 HAMPSHIRE LAKES
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Client: Legal & General
Value: £10m
Location: Piccadilly Gardens, Manchester
Area: 20,000 sq.ft Leisure accommodation


Legal &
General

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Client: ING Red UK
Value: £85m
Location: King's Triangle, Maidenhead
Area: 235,000 sq.ft Retail accommodation /
40,000 sq.ft Office accommodation /
90,000 sq.ft Residential accommodation



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Our Research



Visited Schemes

We visited the most interesting and highly awarded retirement living schemes in the UK and abroad to learn about the schemes and to gain an understanding and appreciation of the design factors that contributed to their success.

1. Ocean Falls - Sydney
2. Ocean Grove - Sydney
3. Matlock - Derbyshire
4. Battersea Place - London
5. Bomi Parken - Copenhagen
6. Ørestad Plejecenter - Copenhagen



Australia



UK



Denmark



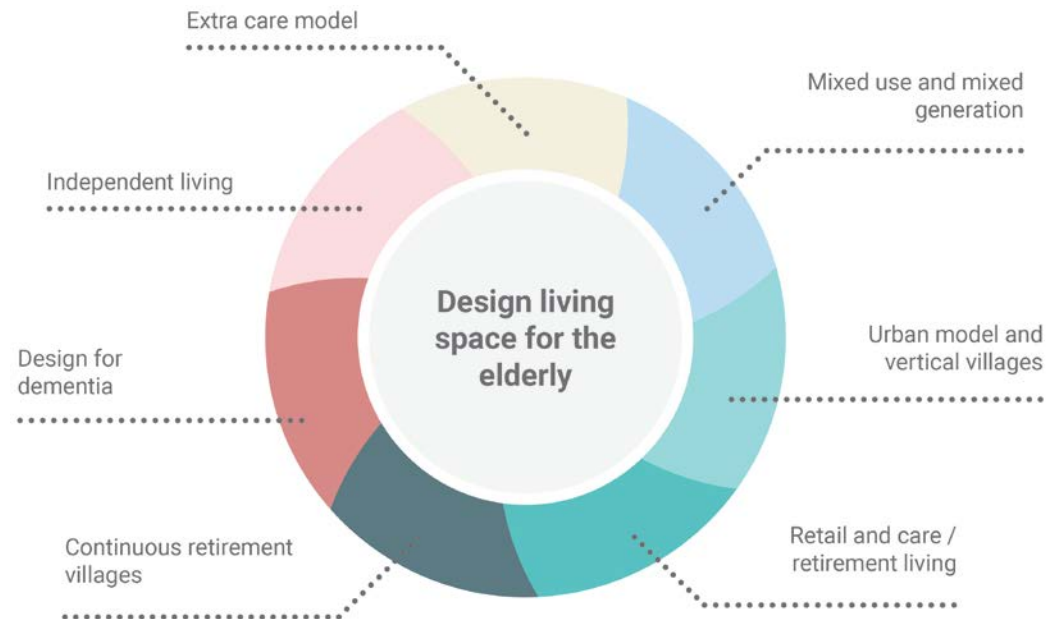
Age Living Strategies

The sites we are developing differ, just as people and their needs differ.

Some projects we are working on are located at the heart of an urban regeneration scheme, others are in a rural setting.

Some projects are integrated into mixed development schemes where others create independent care and retirement villages.

This promotes the development of different and unique design strategy typologies.



Typology of residential developments



Student Accommodation



First Time Buyers



Family Housing



Age Bounded Housing



Age Convenient Houses



Independent Senior Living



Extra Care Apartments



Mixed-use



Care Villages



Care Homes and Dementia Support

General Housing

Retirement / Senior Housing

High Dependency

Customer Demographics

1920

Silent Generation - Existing Customers

1940

Baby Boomers - Current Customers

1960

Generation X - Future Customer

1980

Millennials - Further Ahead

Silent Generation Archetype



SPENDERS



SAVERS

Raised in austerity and rationing, creating a saver's mentality. Reached mid-life in relative prosperity and high employment.



LARGE COHORT



SMALL COHORT

This cohort was smaller than the previous generation. The first of its kind.



CONFORMIST



NON CONFORMIST

Very conformist group. Traditional values. Reluctant to change.



HOME OWNERS



HOME RENTERS

Mostly home owners. Dilution of social class structure.



WORK FOCUSED



LIFESTYLE FOCUSED

Very loyal and hardworking employees. Strong work focus.

Baby Boomer Archetype



SPENDERS



SAVERS

Reached adulthood in a prosperous economy and job market. More disposable income. Holds approximately 80% of the UK's wealth.



LARGE COHORT



SMALL COHORT

A huge rise in the birth rate following the Second World War inflated this generation. Giving the cohort its name.



CONFORMIST



NON CONFORMIST

Rejected the values of the previous generation. Experimented with 'alternative' lifestyles. Socially active.



HOME OWNERS



HOME RENTERS

Mostly home owners. Benefited from low housing prices.



WORK FOCUSED



LIFESTYLE FOCUSED

Hardworking, motivated by position and prestige which created a competitive work environment. This group was the first to enjoy low cost international holidays.

Generation X Archetype



SPENDERS



SAVERS

Raised in prosperity but the economy had slowed by the time they reached adulthood. Growing consumerism influenced spending mentality.



LARGE COHORT



SMALL COHORT

Introduction of birth control and increased gender equality in the workplace lead to smaller family sizes.



CONFORMIST



NON CONFORMIST

Increasingly liberal views. More tolerant and accepting of different religions and races.



HOME OWNERS



HOME RENTERS

Mostly home owners. 82% of this generation own their own home.



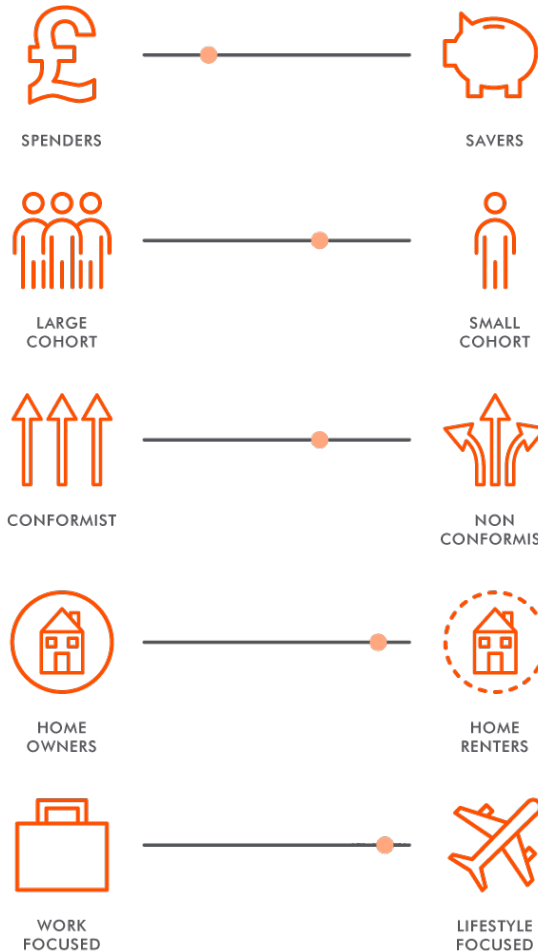
WORK FOCUSED



LIFESTYLE FOCUSED

Innovative and entrepreneurial tendencies. But sought a better work life balance.

Millennials Archetype (Predictions)



Raised in a declining economy. Reaching adulthood in a static global market. This generation looks set to be the first to earn less than the previous. Consumerism still a powerful force.

Less people starting families and women having children later in life has slowed the population curve. Trend looks set to increase.

Most racially diverse and tolerant group to date. The technological revelation has shaped this generation.

This cohort is struggling to enter the housing market due to high house prices and low wages.

Work life balance remains. Driven in part by the propagation of social media. More independent and acute workers.

Identifying the Customer

From the moment we approach a site until the first rooms/apartments are occupied is 5 years.

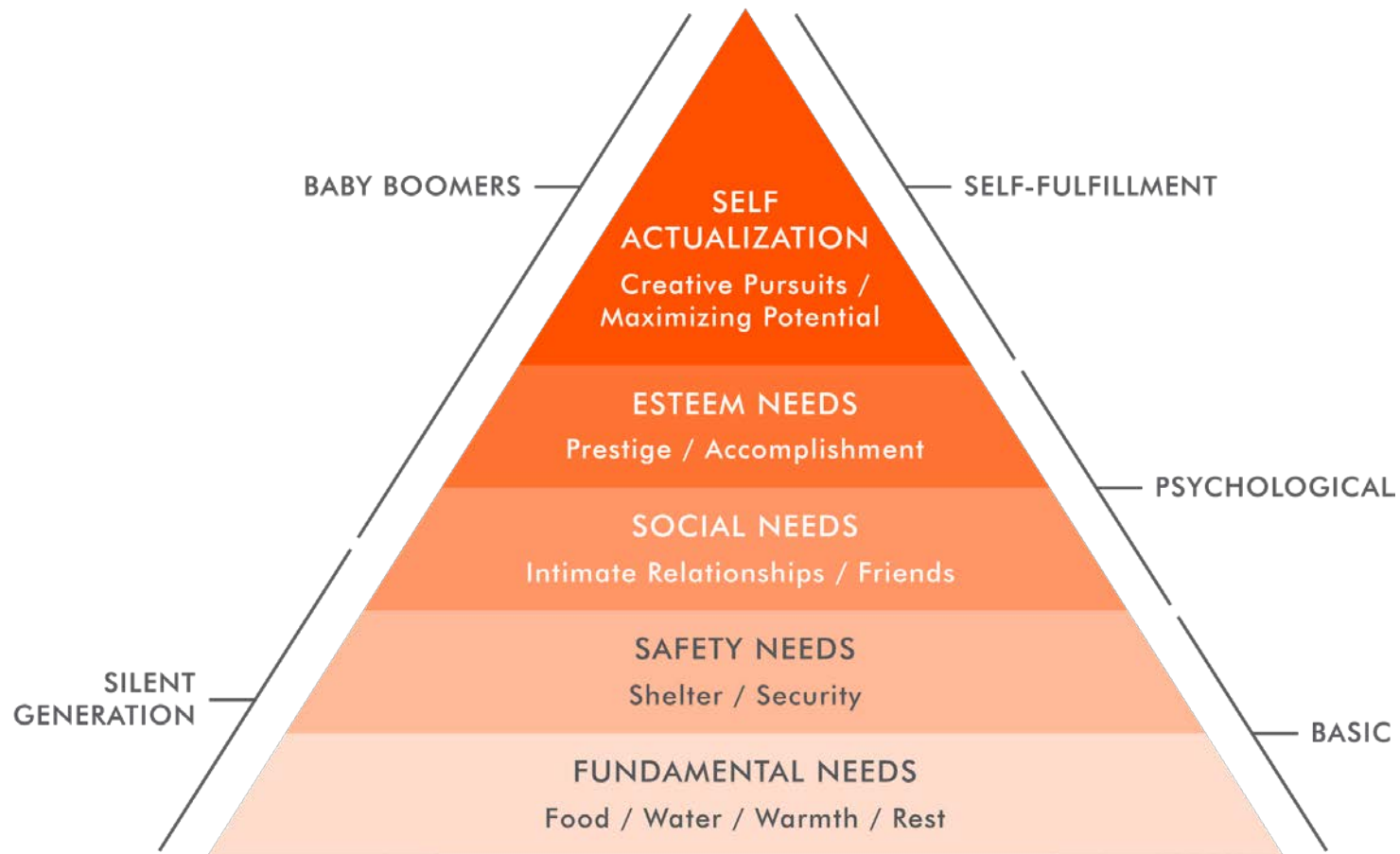
Current Customer = Baby Boomers

Not only are people living longer but also working and participating in mainstream society for longer.

The people approaching retirement living are healthy and active members of society, still very much engaged in leisure and cultural pursuits.



Maslow's Hierarchy of Needs



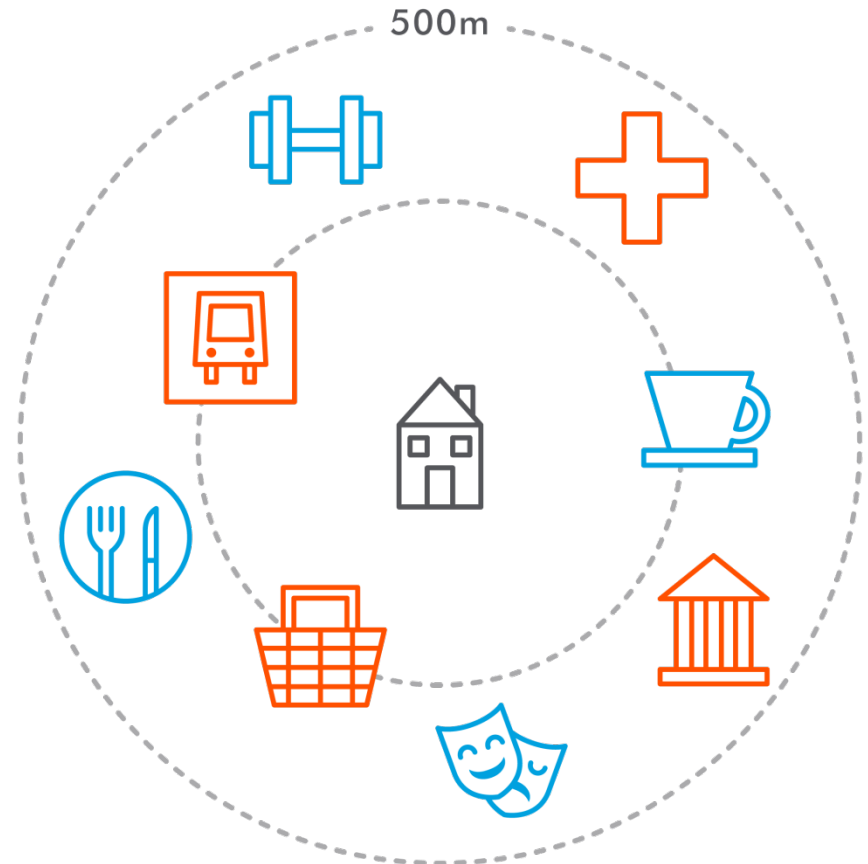
Site Location

What people need within 500m from their home:

- Bus stop
- Doctors surgery
- Bank
- Food store

What new customers will expect near their home:

- Fitness facilities
- Café
- Restaurant
- Cinema/theatre



Site Location

Most Care and Senior Living Schemes try to be integrated into the local community, with the ability to share facilities where practical to do so.

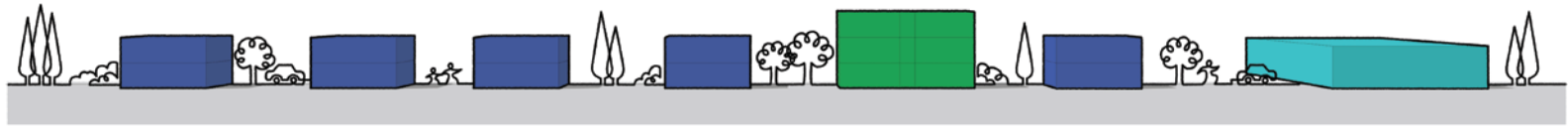
However the reality is that these quite often are isolated from the outside world.

There is a sense in which care and facilities for the older generation are more suited to remote and isolated locations.

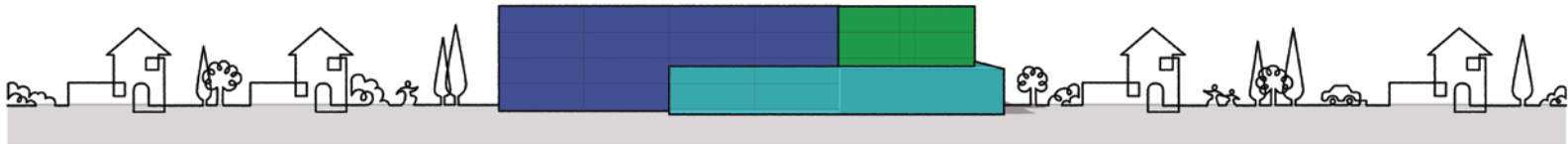
People should be able to continue to lead an independent lifestyle where they can easily access shops, restaurants, cafés and other forms of retail and leisure whenever they choose.



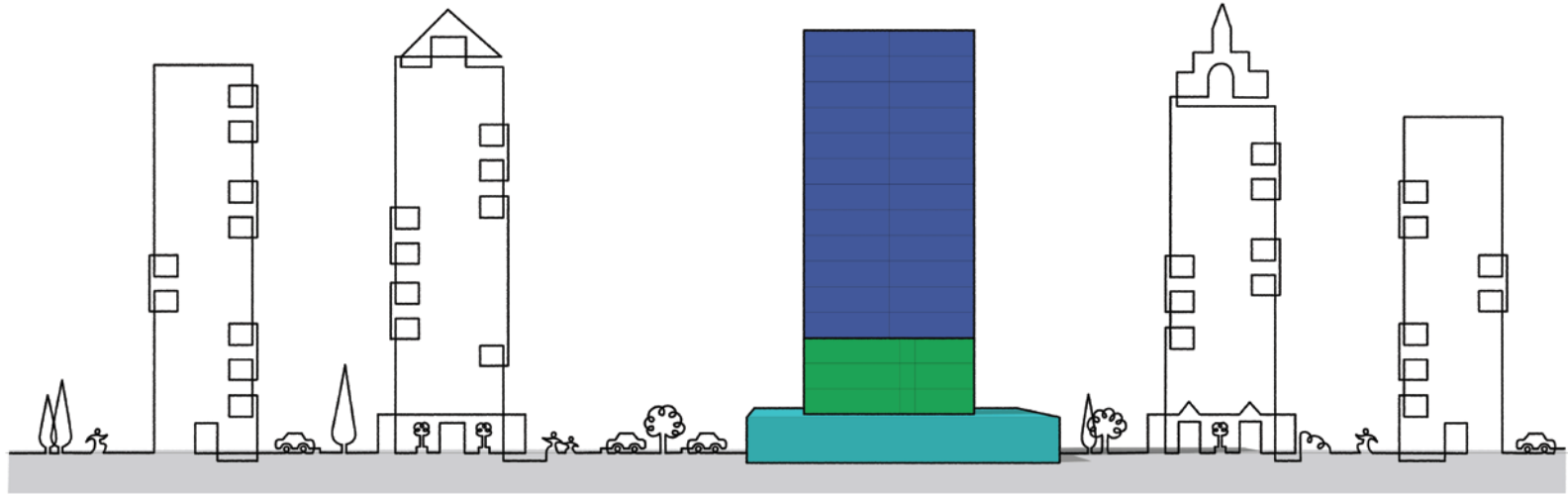
Site Location



Rural Model



Suburban Model



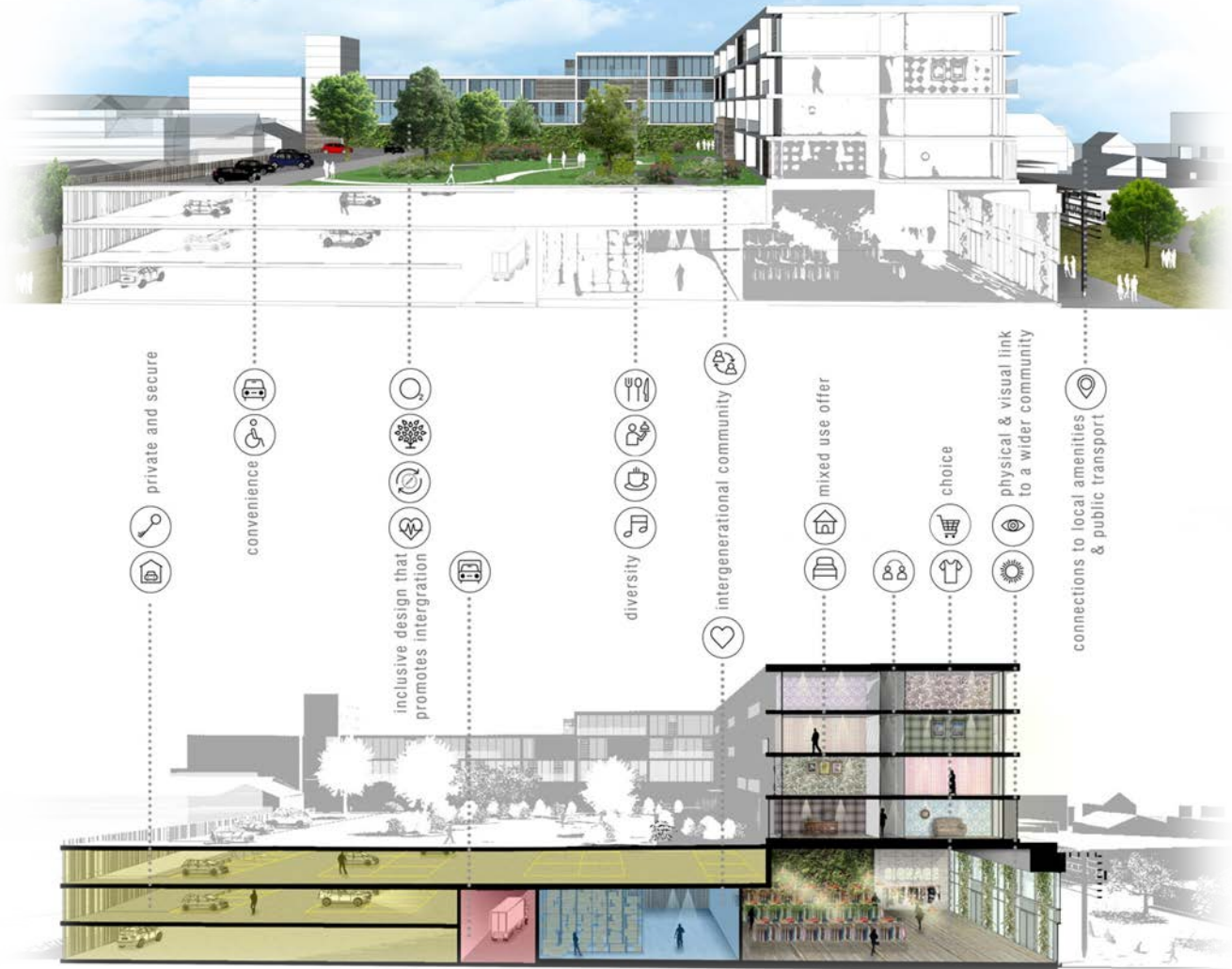
Urban Model

■ Apartments ■ Communal ■ Retail

The Solution



The Solution



The Solution



The Solution



The Solution



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Solund, Copenhagen



Bomi Parken, Copenhagen



Do you have any questions?



Thank you for listening.