

The Chocolate Quarter

From Concept Development to Practical Implementation

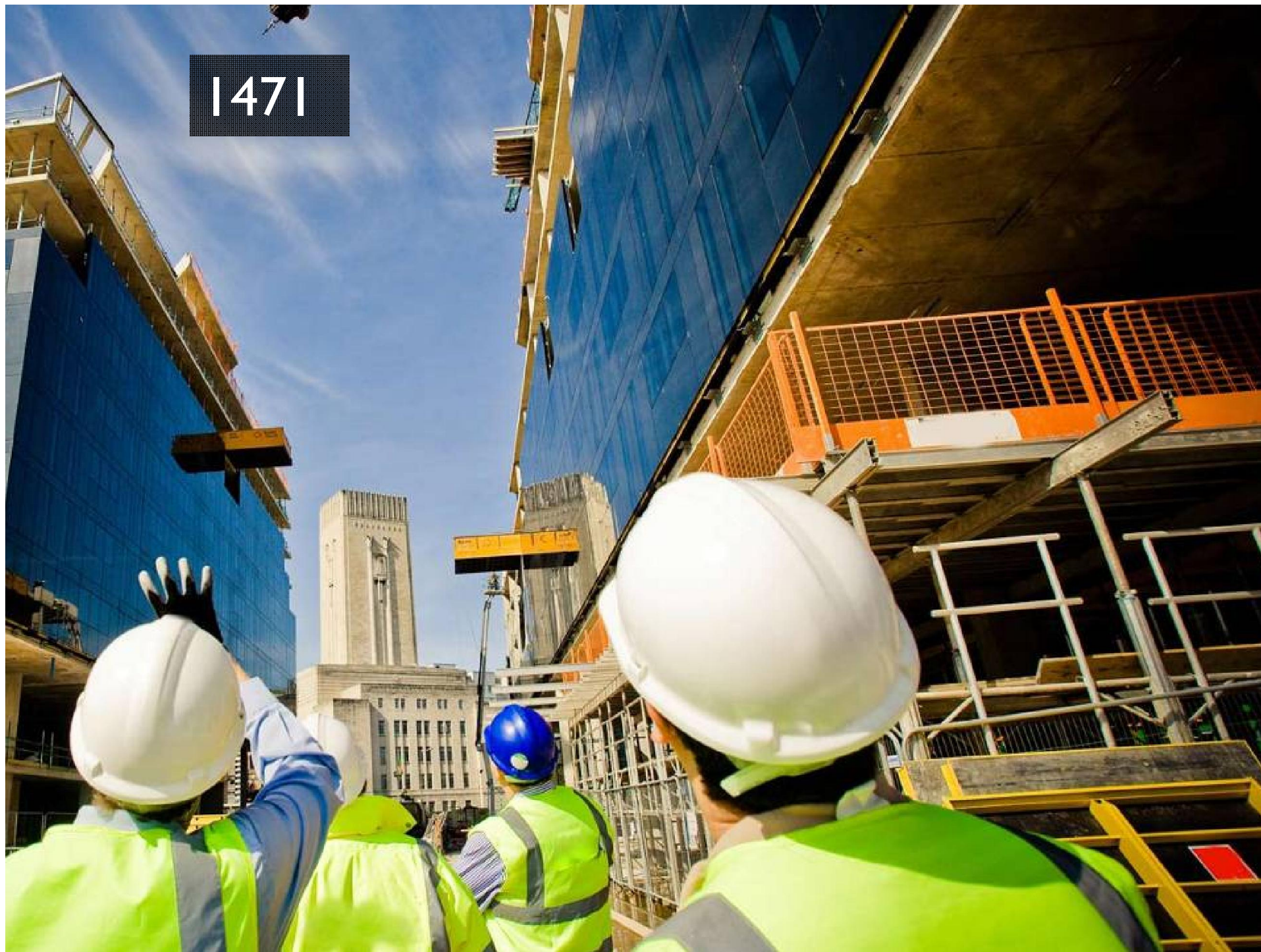
David Williams

Chief Executive, St Monica Trust



St Monica Trust

1471



A recognised quality provider but...





We were starting on our
new development in
Keynsham

And we needed to
get it right



What is happening in
the market?

A group of approximately 15 elderly people of various ethnicities and ages are posed in a bright, modern indoor setting. They are arranged in several rows, with some standing and some sitting or crouching in the front. Most are smiling at the camera. The group includes men and women of different ages, from young adults to the very elderly. They are wearing casual clothing like t-shirts, blouses, and button-down shirts. The background is a bright, out-of-focus interior with large windows.

12.8 million over 65s by
2020

And they will live longer

A photograph of a woman with blonde hair tied back, wearing a light blue button-down shirt, sitting and looking down at a stack of papers. She is smiling slightly. In front of her, an elderly woman with short white hair and glasses is also looking at the papers. The elderly woman is wearing a light purple long-sleeved shirt. They appear to be in a home setting, possibly a living room or a study. The background is slightly blurred, showing a desk with a white mouse and some papers.

Over 65s need more care

45% are unable to manage
at least one domestic task

49% are LLTI or disabled

33% are unable to
perform one care task

House prices increase by 4,300% since 1970



Affluence spread of over 65s



25%



25%



50%

Spread of housing with care units



9
%



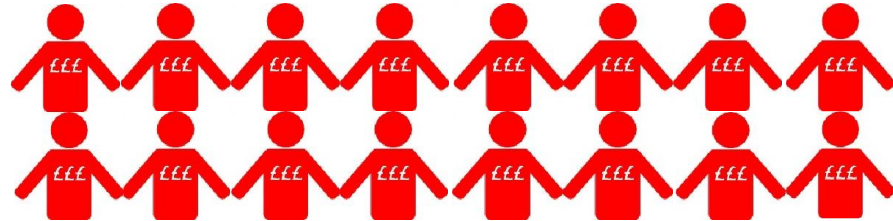
16%



75%

Accommodation split

One high end home for every 495 of the most affluent over 65s



One mid-market home for every 535 mid-affluent over 65s



One affordable home for every 55 of the least affluent over 65s





Not building

Over 65s living in housing with care



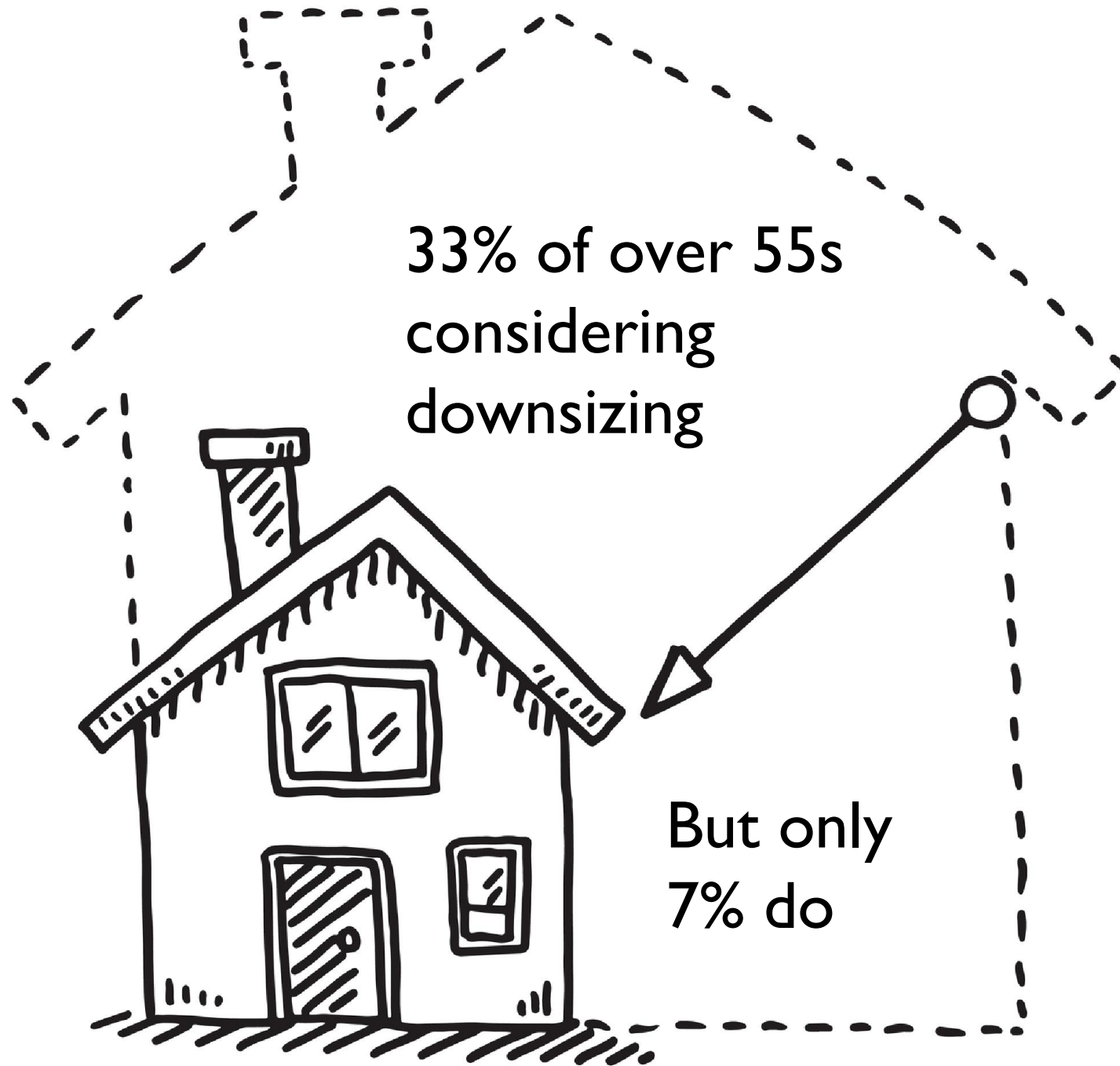
5%



5%



0.5%



A high-angle, close-up photograph of a dense crowd of people. Many individuals have their right fists raised, suggesting a protest, rally, or a moment of collective solidarity. The crowd is diverse in age and appearance, with some people smiling and others looking serious. The lighting is somewhat dim, and the focus is sharp on the people in the foreground, creating a sense of being part of the event.

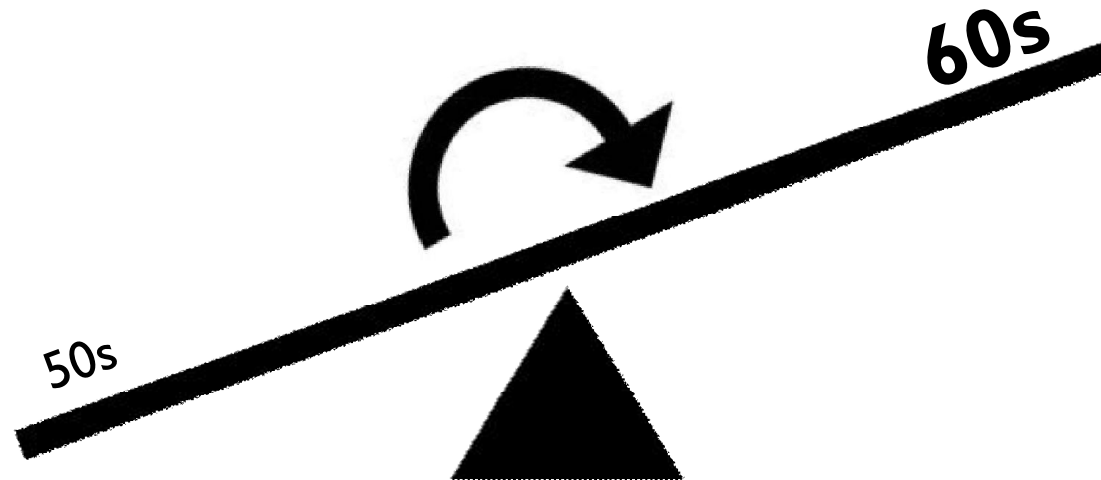
So crowds should've been knocking our door down!

But they
weren't

We began a large scale listening exercise



We found a generational tipping point



The 1950s generation



People lived their lives like
their parents

War torn 50s Britain had little housing choice





Queue for what
you could get...

...which was not very much,



and they did not complain

And then came the















Gay Liberation Network



So what are they like now?

They're
different

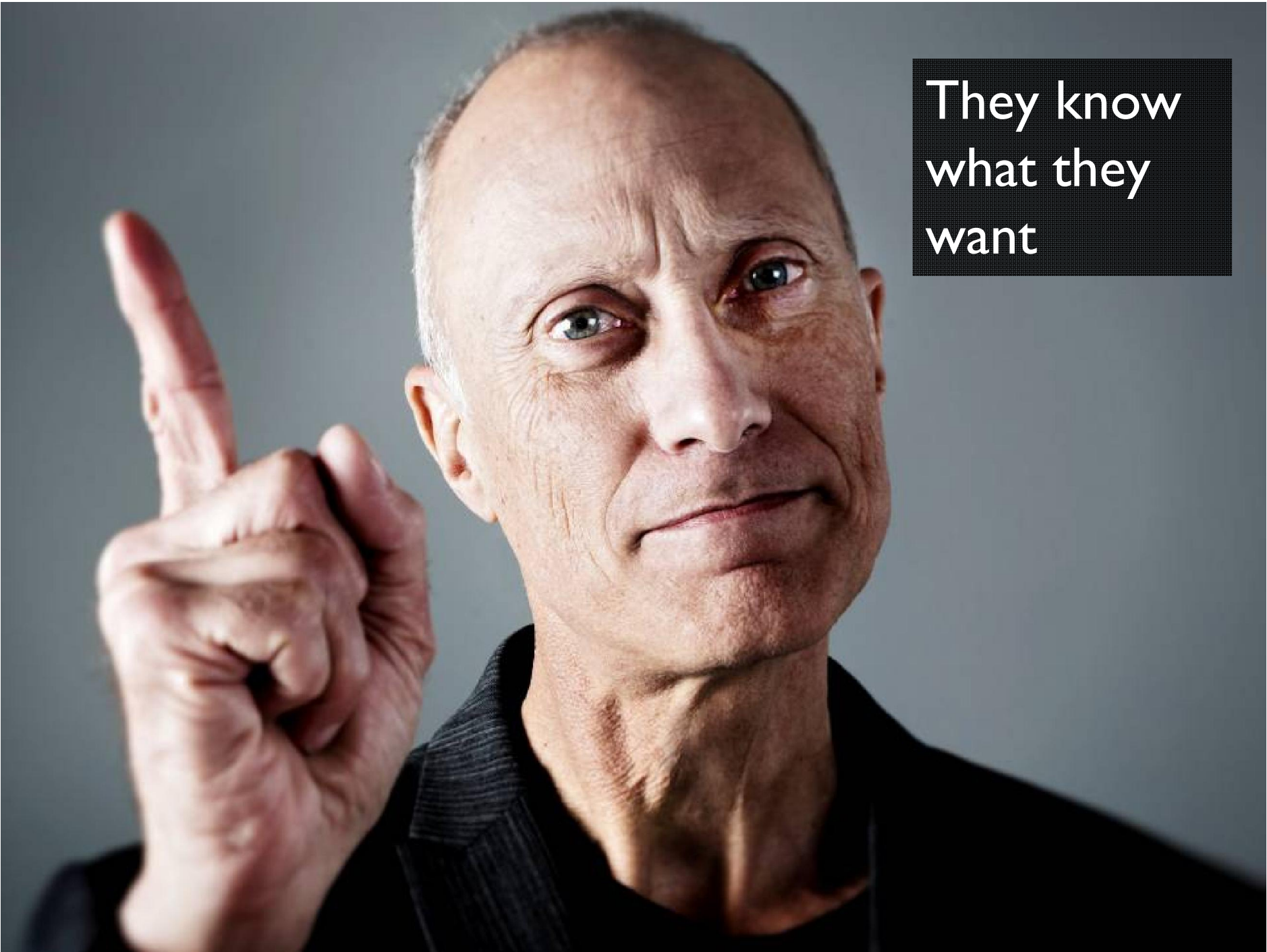


They're active



They're





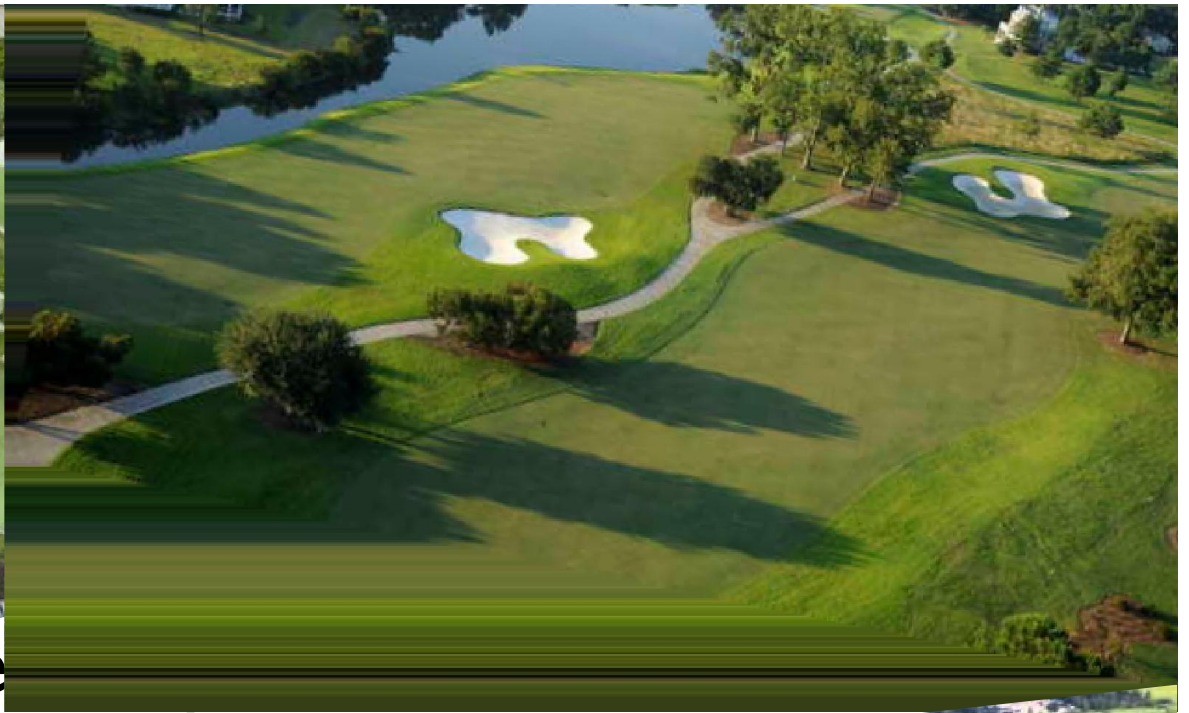
They know
what they
want

So how do we respond to them?



Don't simply repeat a good f







Celebrate differences

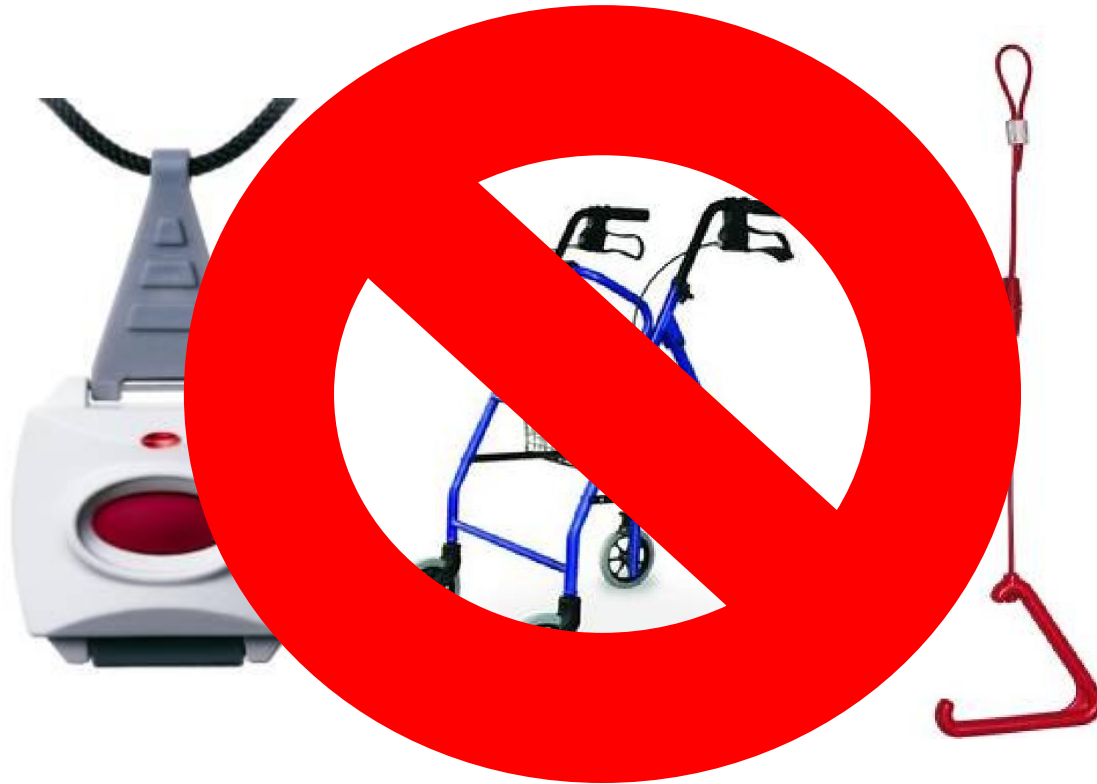


Open the gates





Provide tech for older people



Provide tech for older people



Don't design for 'old people'

Design for living



Families matter



A photograph of three smiling restaurant staff members in a kitchen. On the left, a young woman with blonde hair in a braid wears a white chef's hat and a white chef's coat. In the center, a man with dark hair wears a white chef's hat and a white chef's coat. On the right, a woman with dark hair wears a white dress shirt and a black tie. They are all smiling and looking towards the camera. The background shows a kitchen with shelves and equipment.

Make people feel special



THE

CHOCOLATE

QUARTER



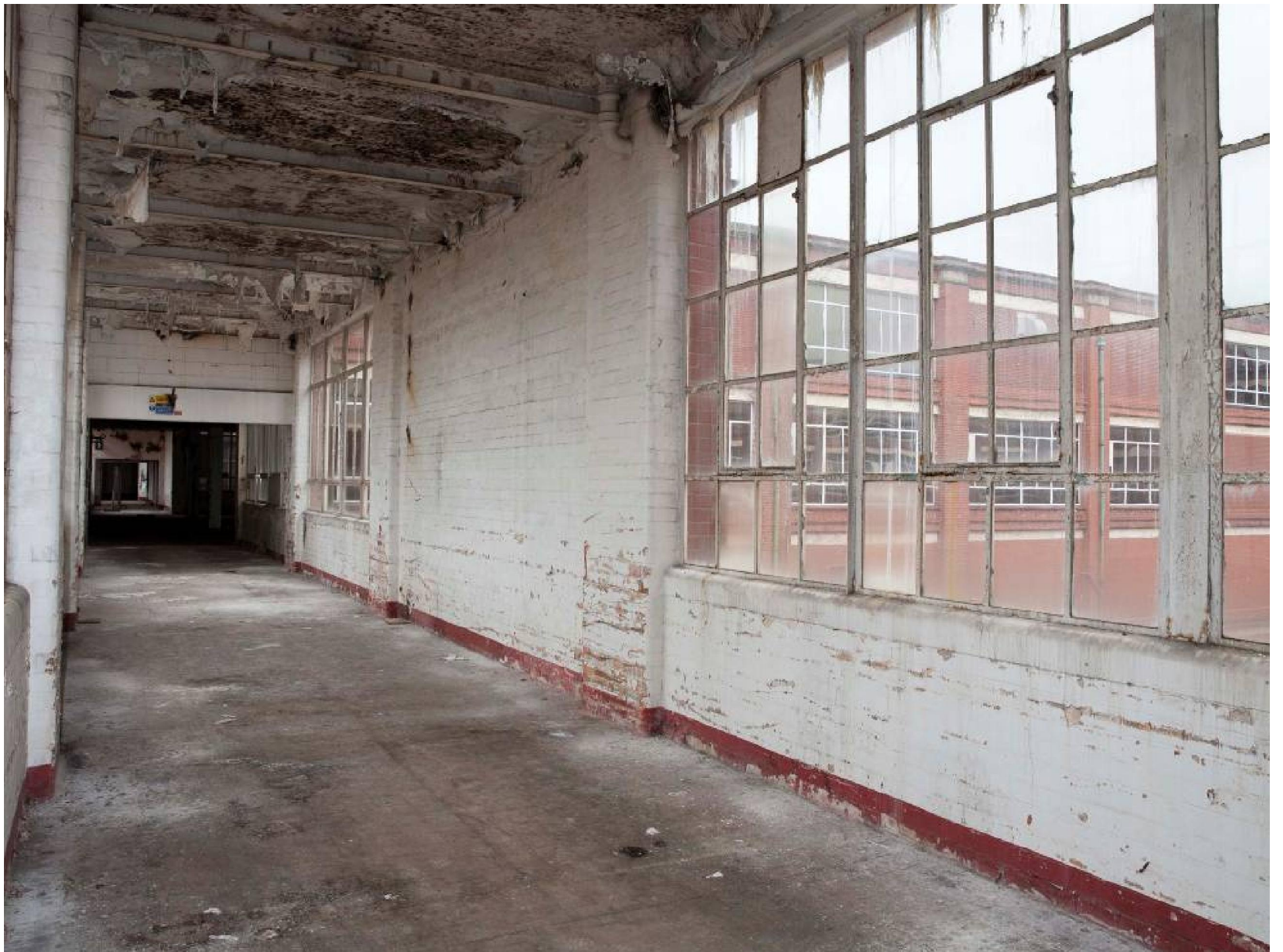
ST MONICA TRUST



How did this translate into the design of the Chocolate Quarter?

We started with the shell of a factory.





We know what we want to put in



Offices

THE CHOCOLATE
FACTORY

GP Surgery

BROOKMEAD

RIVER HOUSE

136
Retirement
Apartments

Care Home

Facilities

But how do we get it right
for all the users?

We invited them to focus groups and asked them



SW2



Focus groups for apartments



Slide 55

SW2

I've shown some of the topics discussed at focus groups, heating laundry and kitchen equipment

Steven Webster, 27/10/2017



...for care homes



Slide 56

SW4

I've shown the topics discussed at focus groups, food, decor and activities

Steven Webster, 27/10/2017

...for the communal areas



Slide 57

SW5

I've shown children to demonstrate that we want the whole of the wider community to come along.

Steven Webster, 27/10/2017

and for the office space



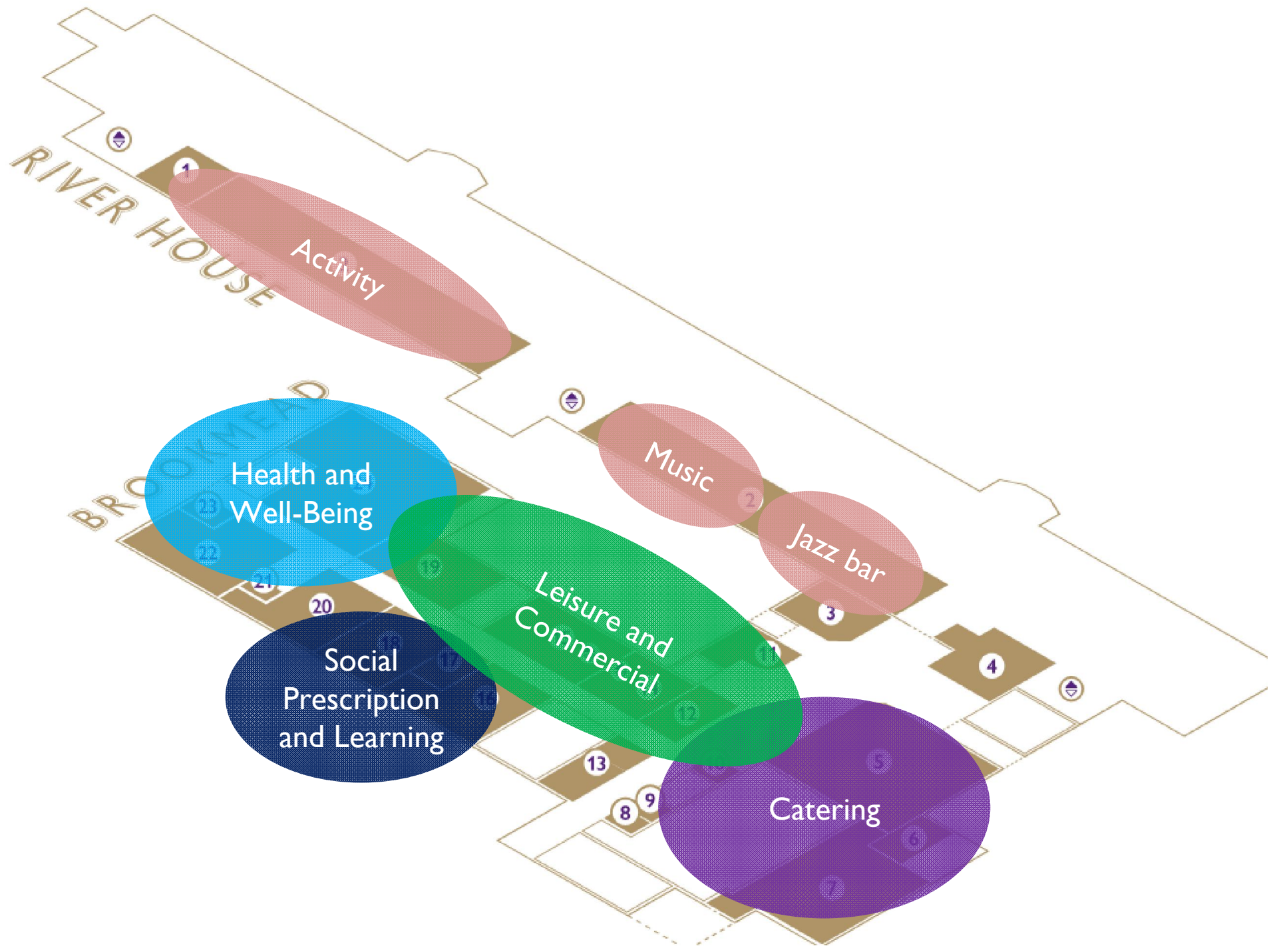
Slide 58

SW6

I've shown the topics discussed at focus groups, food, decor and activities

Steven Webster, 27/10/2017

From this we created zones with
flexible use

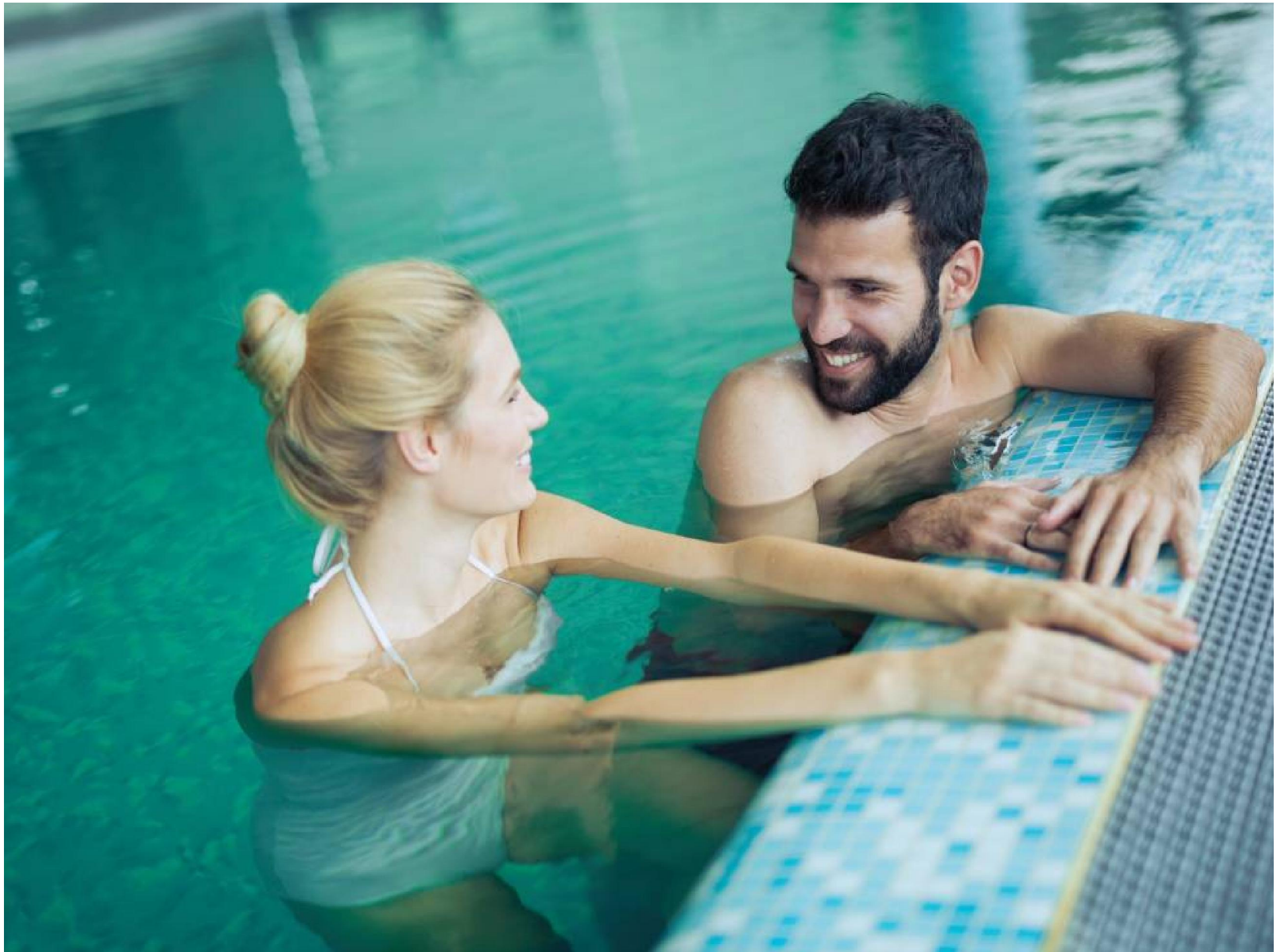


Each zone is designed to work
for a variety of different users

The Health and Well-Being Zone







So this is what we built





For the Gym and dance
studio we wanted...





And we
created





The Leisure & Commercial Zone







And our cinema now looks like this...







And they are now ready to be used





The Social Prescription and Learning Zone







The tools and the teachers
are ready to start



WOODWORK STUDIO



Fire door
keep shut



Catering Zone







The Café and Restaurant are
about to start serving...









The Atrium Jazz Bar

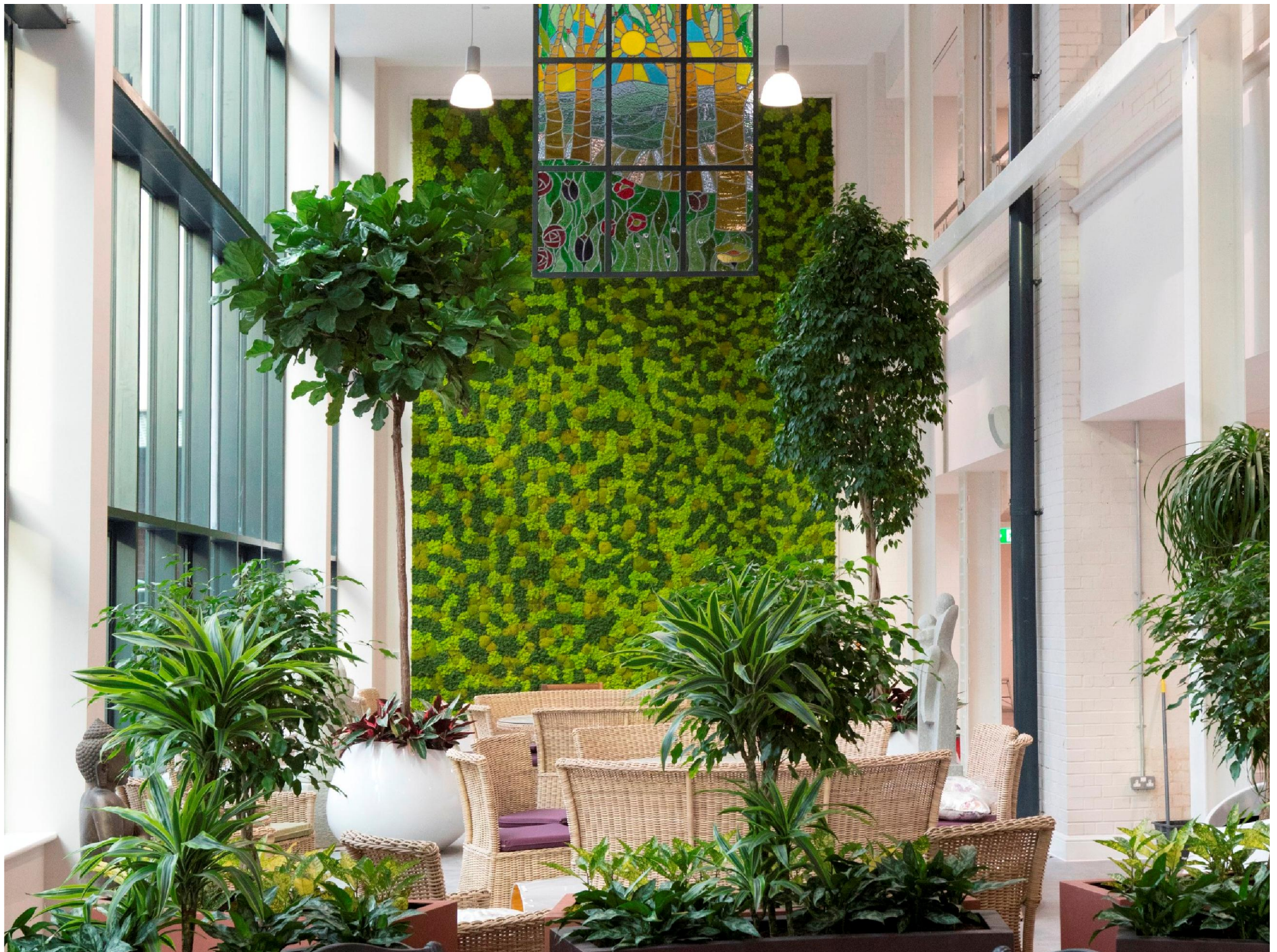




The Atrium Music Zone







The Atrium Activities Zone





The Apartments









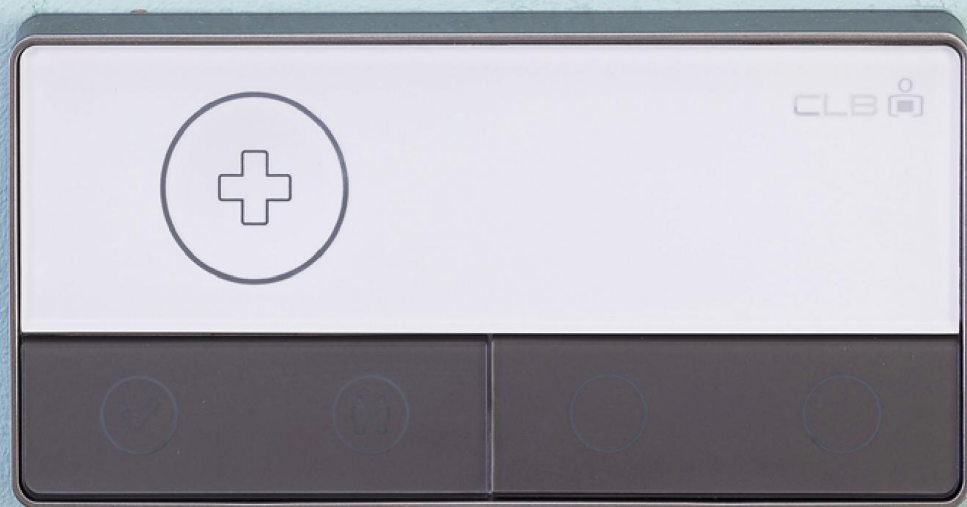




The Care Home







The Chocolate Factory

CHOCOLATE FACTORY

- Pervasive Media 5
- Longers Limited 4
- Postal Choices 3
- Brightpearl 2
- Secondsync 1
- Reception





Through mutual occupation we've
created beneficial partnerships

Partnership between the GP Surgery and St Monica Trust



Commercial partnerships



New technology across the site



St Monica Trust



The Financials

Cost of land £10m

Cost to build £60m

Income from
apartment sales £55m

Care home turnover
£4.8m pa

Commercial income
£2m pa

THE CHOCOLATE QUARTER
WELCOME

Thank you for listening

Any Questions

