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# Senior Living: How can we meet the aspirations of the new generation?

Workshop | Friday 23rd March 2018



# Introductions.



**Russell Gay**  
Director



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Associate Director



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Consultant

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The logo consists of the word "URBANEDGE" in a bold, sans-serif font. "URBAN" is in orange and "EDGE" is in white. The text is oriented vertically on a blue rectangular sign.

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# About us.

- 11 years old
- Based in Stamford
- 40 staff members and growing
- ISO 9001 accredited
- Using the latest technology

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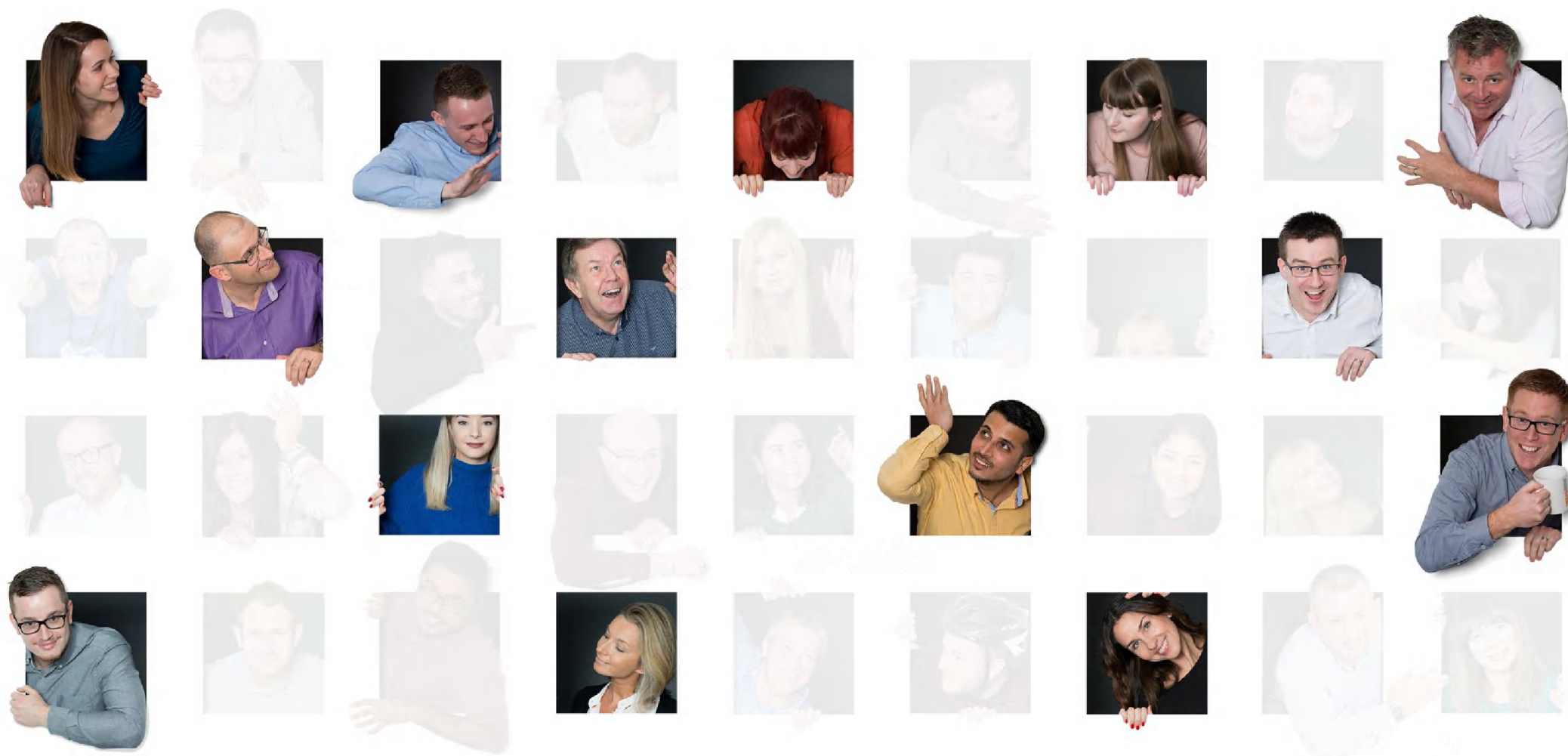


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# Our experience.



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# Retail.



Primark, Monks Cross Shopping Park, York



Piccadilly Gardens, Manchester



Next, Edinburgh



Clock Tower Retail Park, Chelmsford



Mansfield Leisure Park

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# Mixed-use.



## King's Triangle, Maidenhead

Address: King's Street, Maidenhead, SL6 1DU  
Client: ING RED UK (Maidenhead) Limited  
Value: £85,000,000  
Area: 235,000 sq.ft retail, 50,000 sq.ft office and 115 dwellings

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# Senior Living.



## Bishopstoke Park

Address:	Church Road, Bishopstoke, SO50 6HP
Client:	Anchor Trust and ECV Partnerships Limited
Value:	£42,000,000
Area:	48 care bedrooms, 36 village centre apartments, 19 assisted living apartments and 169 village apartments

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## Hampshire Lakes

Address: Sandhurst Road, Yateley, GU46 7UT  
Client: Anchor Trust and ECV Partnerships Limited  
Value: £37,000,000  
Area: 36 care bedrooms, 24 village centre apartments,  
17 assisted living apartments and  
78 village apartments



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## Extra care apartments and care home, Clapham

Address: Confidential  
Client: LifeCare Residencies  
Value: £20,000,000  
Area: 20 care bedrooms and 72 apartments



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## Care home, London Borough

Address: Confidential  
Client: Confidential  
Value: £4,500,000  
Area: 35 care bedrooms



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## Care home

Address: Confidential  
Client: Barchester Healthcare  
Value: £5,000,000  
Area: 60 care bedrooms



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# Our research.



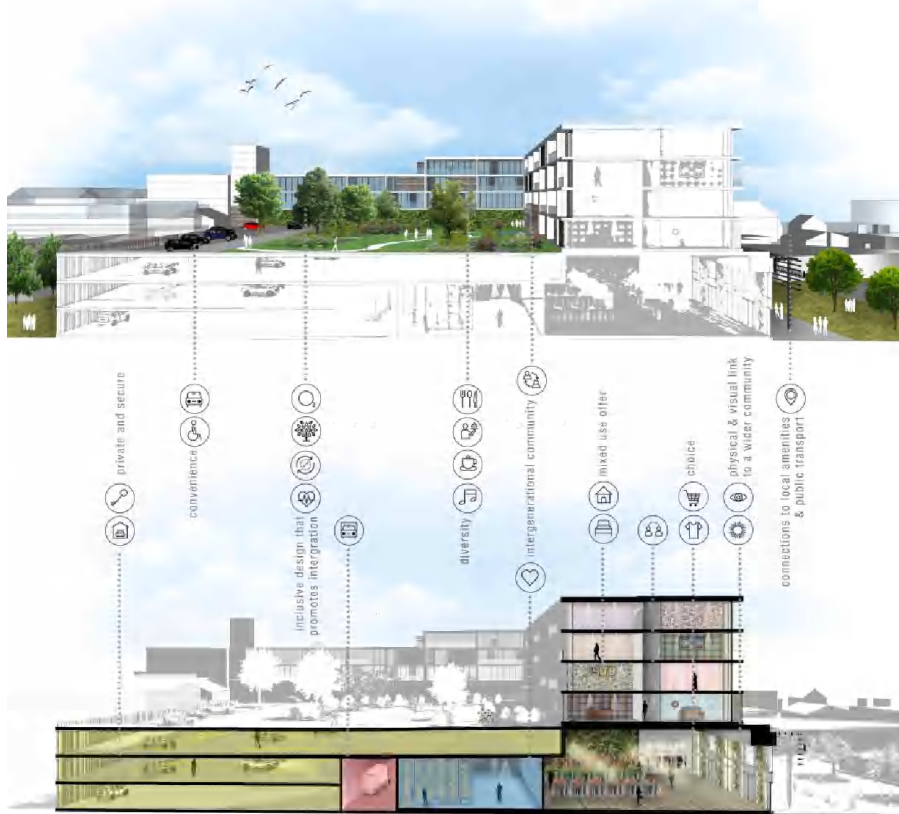
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Mixed-use external facilities study



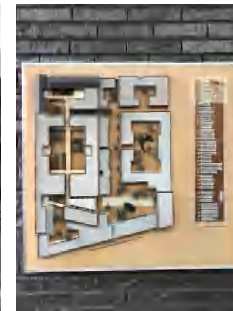
Mixed-use Internal facilities study



Site visit - Bomi Park, Copenhagen



Site visit - De Hogeweyk, Amsterdam



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Site visit - Humitas, Deventer



Multi-generational development - Massing study

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# Who are the next generation approaching retirement?



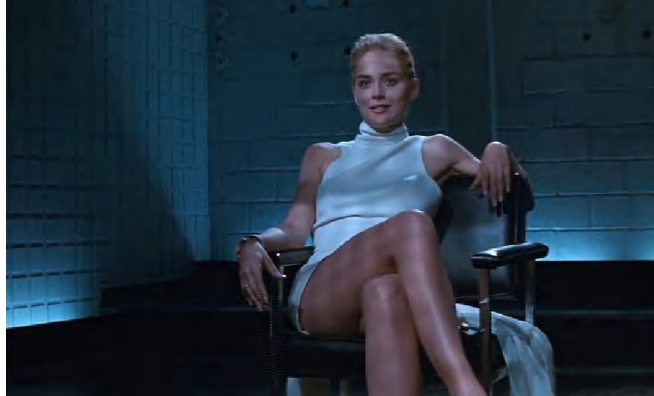
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Mel Gibson



Sharon Stone



Bruce Willis



Sigourney Weaver



John Travolta



Meryl Streep

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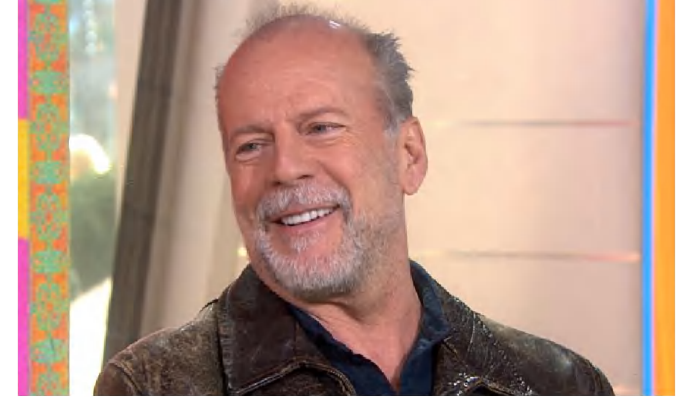




Mel Gibson - **Age 62**



Sharon Stone - **Age 60**



Bruce Willis - **Age 63**



Sigourney Weaver - **Age 68**



John Travolta - **Age 64**



Meryl Streep - **Age 68**

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# What are their expectations?



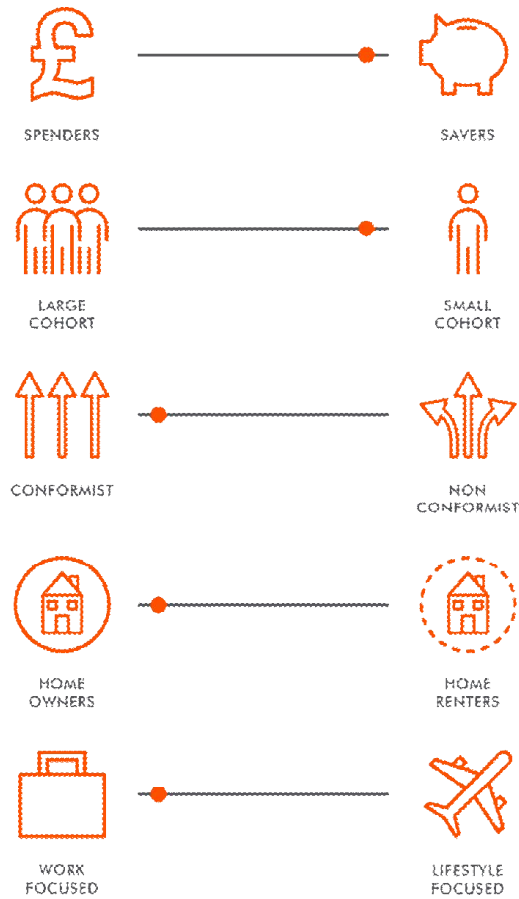
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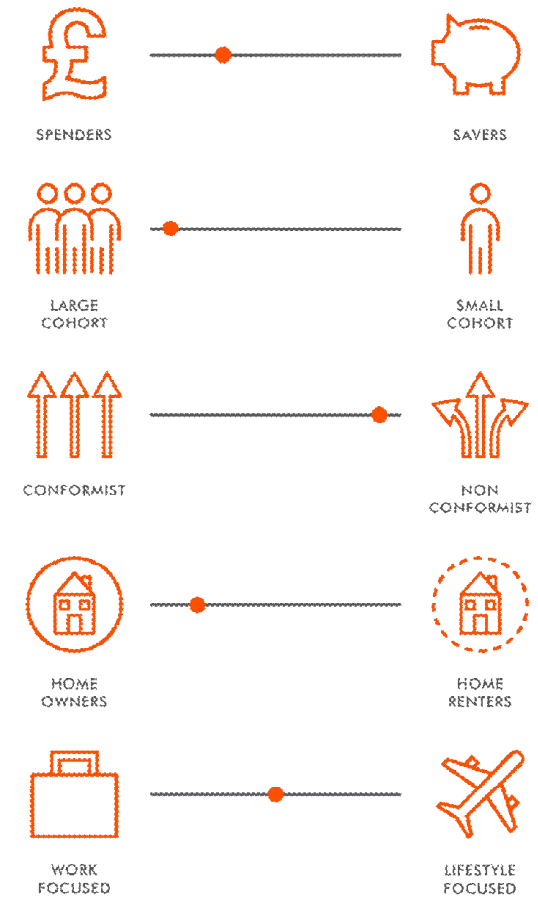
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# The 'Silent Generation'.



# The 'Baby Boomers'.



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What will the future  
of senior living  
look like?



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COCOON

Cocoon © 1985 Twentieth Century Fox Film Corp

Thank you for  
participating.

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