

*Accelerating delivery of Later Living Solutions:*

# DOING THE RIGHT THING & CHALLENGING THE STATUS QUO

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# *the* LOVELL *ways*

## *Our 3 simple principles*

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### **We're easy to talk to**

- > We listen to understand
- > We adapt to your style
- > We keep you in the loop
- > We're straightforward and transparent
- > We respect and include

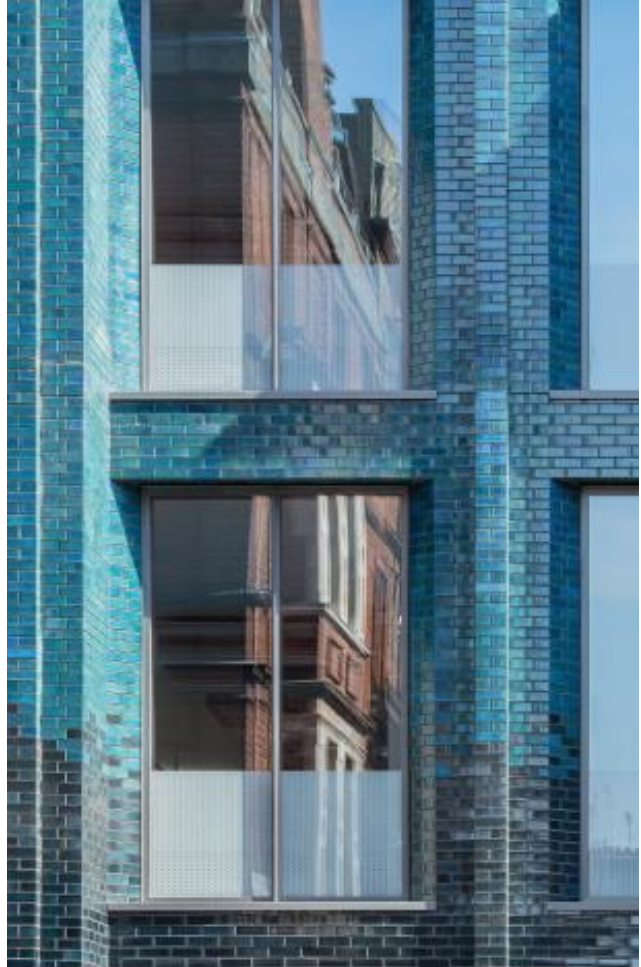
### **We show we care**

- > We see the human being
- > We share the excitement
- > We create memorable moments
- > We build relationships
- > We care about the impression we make

### **We do the right thing**

- > We pull together
- > We rise to the challenge
- > We're quality to the core
- > We learn and grow
- > We deliver what we promise





# Living with Beauty

Promoting health, well-being  
and sustainable growth

The report of the  
Building Better,  
Building Beautiful  
Commission

JANUARY 2020





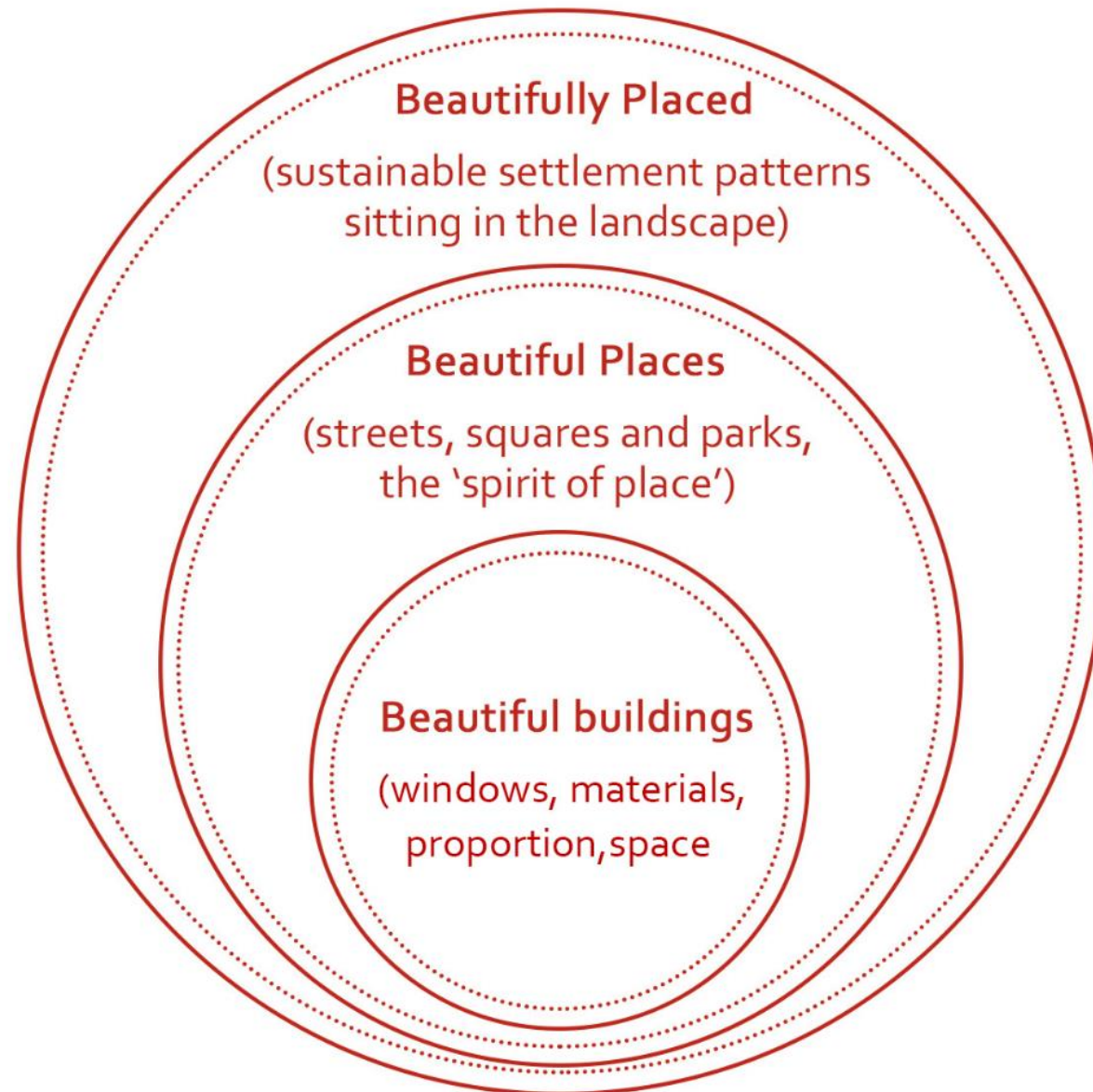
“Home is not occupied only by us: it is inhabited by the ghosts of our ancestors, and by the premonition of children who are yet to be.

Its essence is continuity, and it provides the archetype of every experience of peace.”

**Sir Roger Scruton FBA FRSL,  
27 February 1944 – 12 January 2020**



# Consider 'Beauty' at three scales....



# Context: the challenges we need to solve



The need for new homes



The need to be carbon neutral by 2050



The need to end the scandal of 'left behind' places



The realisation that we need to worry (far) more about mental health & well-being

*Why do people oppose development so much when they know we need more homes?*

## Why is it important to plan for the housing needs of older people?

The need to provide housing for older people is critical. People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is [projected to double to 3.2 million](#).

Offering older people a better choice of accommodation to suit their changing needs can **help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems**.

Therefore, an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking.



# Appeal against rejection of proposals to build 20 retirement apartments in Bourton-on-the-Water

29th June 2015



McCarthy & Stone Retirement Lifestyles Limited are appealing against the decision to reject its proposals to create retirement apartments in Bourton-On-The-Water

## Theresa May objects to planning application to develop 57-flat retirement village in Sonning

Written by Jade Kidd

Email



03:00PM, Saturday 15 August 2020



Business

## Residents outline objections to £85million retirement complex for Westbury as planning application lodged

An action group have deemed the project a 'vast overdevelopment'

## Opponents to new retirement home left furious as planning granted by just one vote

15th November 2017



Alun White, chair of planning on Stow-on-the-Wold town council at the site for the planned retirement village

## New luxury retirement development in Tetbury is an 'overbearing monster', says homeowner

26th August 2017



The Steepleton development can be clearly seen from the back garden of Colin Pearce's property in Tetbury

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ARE WE OFFERING THE “AGE APPROPRIATE”  
SOLUTIONS THAT PEOPLE WANT - AS WELL  
AS NEED?

# Who are we targeting?



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# Who are we targeting?



The sign is a vertical rectangular panel with a dark blue background. At the top, there is a white stylized logo resembling a 'K' with a blue swoosh. Below the logo, the text 'SILVER MISTS' is written in large, white, sans-serif capital letters. Underneath this, a thin blue horizontal line separates the title from the main text: 'EXCLUSIVE RESIDENTIAL GATED BUNGALOW DEVELOPMENT FOR THE OVER 45s.' in white, sans-serif capital letters. In the center of the sign is a photograph of an elderly man and woman smiling and embracing. Below the photo, there is a light blue horizontal band containing the text 'MARKETING SUITE' and '01425 383 575 • royalelife.com' in dark blue. At the bottom of the sign, the 'RoyaleLife' logo is displayed in white, with 'EXCLUSIVE BUNGALOW LIVING' written in smaller white capital letters underneath it. The sign is mounted on two white vertical posts and is set against a background of a building and trees.

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**Which?**

# Retirement Villages

"PRO's"	"CONS"
<ul style="list-style-type: none"><li>• Freedom</li><li>• Facilities</li><li>• Staying together</li><li>• Making friends</li><li>• Enjoyment of communal areas</li><li>• No hassles with repairs or maintenance</li><li>• Safety and security</li><li>• Guest suites</li><li>• Future care</li></ul>	<ul style="list-style-type: none"><li>• Limited medical care</li><li>• Cost</li><li>• Private funding</li><li>• Service charge</li><li>• Extra fees</li><li>• Reduced space</li><li>• Lack of diversity</li></ul>



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# Retirement Villages

- Tend to be “exclusive” and not truly “inclusive” communities
- Most are still needs based decisions and not lifestyle choices
- Capital and revenue implications
- Coping with escalating care needs and costs
- Next generation? Less equity in property and not final salary pensions
- *“They should be a place to live – and not a place to go and die”*

**The  
Guardian**

## **Retirement villages: grandma's ghetto or country club?**

Entire communities of new homes, built around central facilities offering medical care, community services and entertainment, are springing up around the country for the growing numbers of retirement-age Britons



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\* Email Address:

\* Country:

Cell Phone Number:

\* Community of Interest (Please Select All That Apply):

- Latitude Margaritaville Daytona Beach
- Latitude Margaritaville Hilton Head



“Aged 55 and better”  
“Growing older not growing up”

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## RETIRE TO THE CITY

With top-notch transport and a thrumming metropolitan mix of people, our inner city retirement properties offer the best cultural, shopping, amenities and entertainment experiences on the doorstep.

[Find retirement properties](#)



“Boomers want to be where the action is. So sophisticated senior living communities will continue to open in the heart of cities.”

*Senior Living: The Next Decade - Challenges, Opportunities (and Wishes) for the Future of Senior Housing*





## Unique, idyllic and independent Woodchester Valley Village offers homes to active retirees

Located just below stunning Woodchester Park, a tranquil wooded valley owned by the National Trust, Woodchester Valley Village is a charming enclave not far from Nailsworth and Stroud with local facilities and transport on the doorstep.

One of the village's unique features is that it is owned and managed by its residents.

Turned into a mutual company by the homeowners in 2013, Woodchester Valley provides an idyllic independent-living environment for young-at-heart retirees keen to join a friendly community with plenty of facilities and activities.

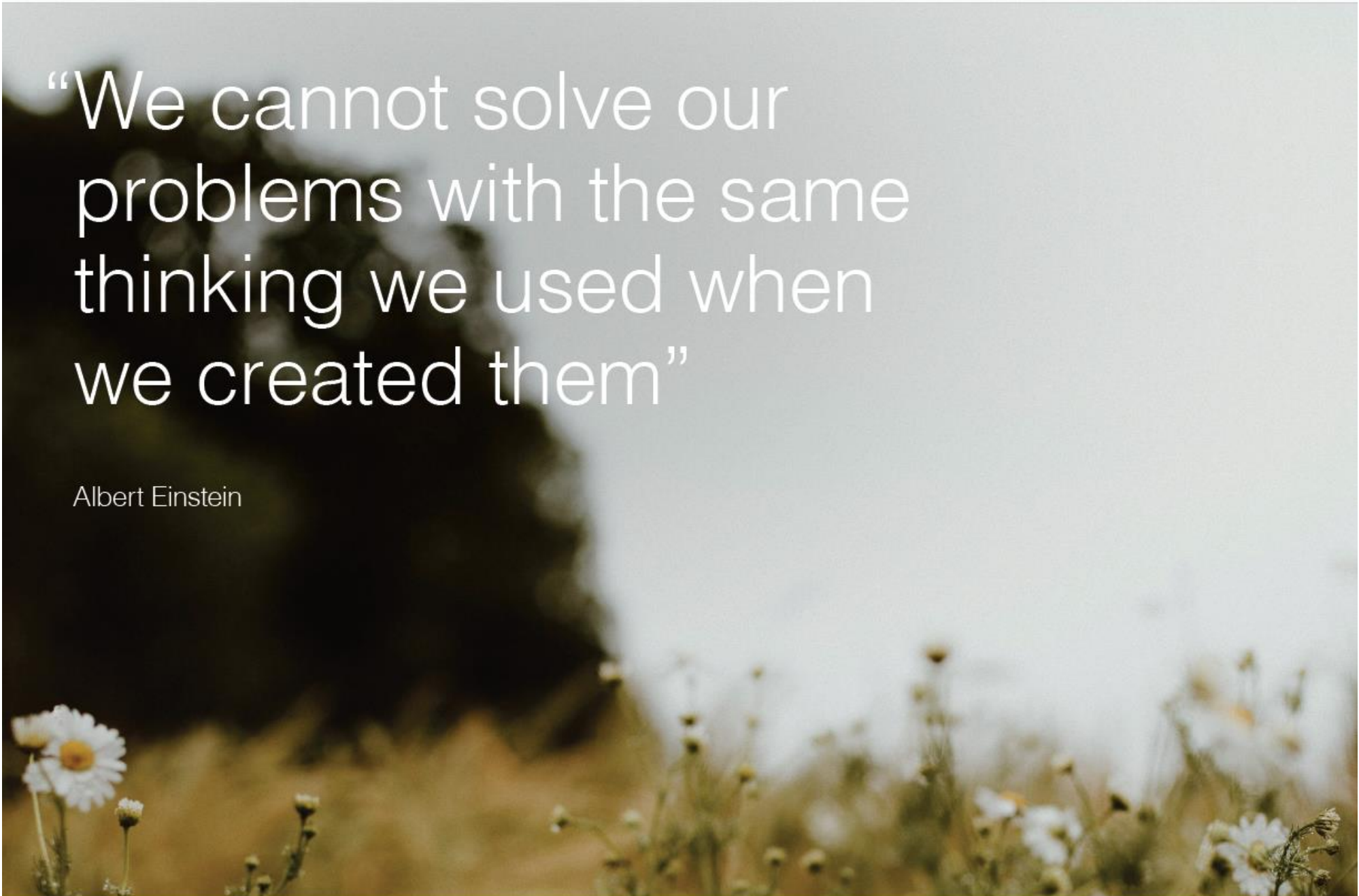
The Village offers leasehold properties for people who still wish to retain their independence but know there is extra support if needed.

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# What needs to be done?

1. “Adaptations” must be mainstreamed
2. We need plenty of communal space and outside space
3. Retirement communities must be embedded within towns and cities
4. Services and experiences should be sold in
5. Retirement housing has to be affordable (not necessarily cheap)
6. Providers should help older people get over the emotional barrier to moving
7. Retirement housing should be an easy option
8. Retirement housing should be seen as an attractive option rather than somewhere to go to die
9. The housing offer should make the most of new technology
10. An end to discrimination and patronising
11. Housing should help people stay healthy
12. We need to make the housing market work for older people



“We cannot solve our  
problems with the same  
thinking we used when  
we created them”

Albert Einstein

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