

Place Shaping – A Blueprint For Retirement Living

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COMMUNITIES
WHERE OLDER PEOPLE FLOURISH

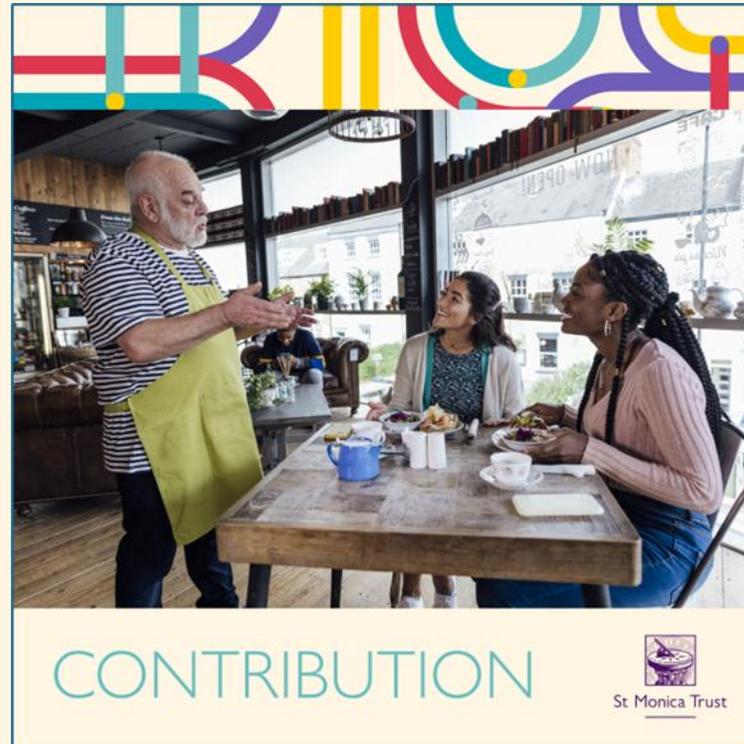




St Monica Trust



The DNA of a Flourishing Community





St Monica Trust



Housing LIN

Connecting people, ideas and resources



CAFFE

A photograph capturing a heartwarming moment in a multi-generational household. In the center, an elderly man with a joyful expression is being embraced from behind by a young child with curly hair and a young girl with long blonde hair. The man is wearing a light-colored shirt and a plaid vest. The child is wearing a blue and white plaid shirt. The girl is wearing a white shirt. In the background, a woman with blonde hair, seen from behind, is wearing a patterned top and a dark apron, standing near a kitchen counter. The setting is a bright, sunlit kitchen with wooden cabinetry. The overall atmosphere is warm and affectionate.

Multi-Generational Households & Communities

Normal In Many Cultures



Past & Present





Older People Have Always Been The
Glue That Holds A Community Together

Yet In The Western Model We Tend To
Segregate Older People
In The Name Of Privacy, Security &
Finance



In The UK Existing Models Are Under Pressure

Money > Pensions > Retirement

‘No one will buy my mum’s retirement flat despite a £100k price cut’

Retirees and their relatives have no respite in sight from ‘daylight robbery’ service charges

Retirement

8 Retirement Communities Facing Financial Trouble —Is Yours on the List?

July 4, 2025 By [Drew Blankenship](#) - [Leave a Comment](#)

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Advertising Disclosure

Retirement homes in crisis: A perfect storm of costs, labor, and demographics

The industry never recovered from the pandemic

Redefining retirement: why it’s time to rethink Britain’s senior living crisis

Honor Barratt, CEO at Birchgrove looks at the looming crisis facing the UK’s senior living sector and argues why a different approach to old problems might be the best way forward.



Is It Time To Open The Gates & Reimagine Retirement Living?



At St Monica Trust We Did, & The Result Was The Chocolate Quarter
- Europe's First Open Retirement Village



The Chocolate Quarter

- 180 apartments
- 93 bed care home
- Café and restaurant, bar
- Pottery
- Gyms/swimming pool/jacuzzi, sauna
- Cinema
- 100,000 sq ft of office space
- GP Practice, physio, dance studio
- Supermarket, sports club, playing fields and lots of parking

All Set Within:



- 90ha site in the historic town of Keynsham
- 617 new homes
- New school & pre-school

How Did We Develop The Model?

250+ Focus Groups





Understanding Your Customers & Their Drivers

Understanding The Needs Of The Wider Community





We Didn't Promise Everything, But Made Sure The Business Model Works.





Create Reasons To Visit & Spaces That Welcome
Co-design For The Whole Community



Put Older People
At The Centre Of The Community



Understand & Measure Impact.

External Visitors – 300,000 Per Year.



Now Opening Up All Our Existing Villages



It Works...

Retirement village occupancy 95% - 97%

Care home occupancy 95% - 96%

The Chocolate Quarter 99% - 100% occupancy

Final phase of The Chocolate Quarter Millstream sold out

Asset capital uplift £7m



We Believe In Older People At The Centre Of Place Shaping



Don't Design A Retirement Village



Design A Community Instead

COMMUNITIES

WHERE OLDER PEOPLE FLOURISH

