

# Welcome to our exhibition

We are McCarthy & Stone. We provide high-quality apartments and services to make later life a happy, healthy and rewarding experience

## Our history and vision

Since building our first development in 1977, we have become Britain's leading retirement housebuilder. We have built c. 50,000 apartments in more than 1,000 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our homeowners; from the design of our apartments to our on-site care and support services, the requirements of later living are always at the front of our mind.

Our exhibition today displays our initial proposals for building one of our developments in your local area and we look forward to hearing your views.

Thank you for your time.

Our approach means we are the only housebuilder to have gained the top rating in the Home Builders Federation's Customer Satisfaction Survey every year since it was introduced in 2005.



We're online, why not join us at [www.mccarthystone.co.uk](http://www.mccarthystone.co.uk)  
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## Life with us

### Our Assisted Living (Extra Care) developments

Our Assisted Living (Extra Care) developments are designed around the needs of our homeowners, promoting independent, healthy and active lives. They offer our homeowners a home for life with care tailored to individual needs.

Our developments are designed to ensure step-free and wheelchair access throughout the building. Bathrooms are level-access, taps are easy to use and switches and sockets are at an appropriate height.

Apartments can be occupied by people aged 70 or over and are provided for outright sale, although the average age of homeowners upon purchase is 83. The majority of homeowners entering our schemes live in the existing area.

Homeowners have their own front doors and privacy just as they did in their previous family homes and they are free to join in community activities within the scheme or to pursue their own interests as they please.

Our apartments feature a high specification of shared facilities to address homeowners' everyday needs, including a full-service restaurant and dining room with on-site catering 365 days a year. There is also a function room, homeowners' lounge, laundry and refuse rooms, lifts, a camera entry system linked to residents' TVs and a guest suite allowing friends and relatives to stay overnight when needed.

### Care and support

Estate management, care and support is provided by us through YourLife Management Services, which is registered with the Care Quality Commission. This is a partnership with Somerset Care Group, a not-for-profit care provider.

Schemes are overseen by a fully-registered Estate Manager, with up to 17 staff members based on-site with support available 24 hours a day. Domestic assistance and personal care packages are provided dependent upon need.

### Attractive outdoor spaces

We seek to ensure that all of our developments have high-quality outside space for our homeowners to enjoy. The images below provide some recent examples of landscaped gardens which we have provided in our schemes.

Our developments are designed to blend attractively with their surroundings. We recognise that excellent gardens and landscapes turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Where possible, existing trees and shrubs will be retained and new plants will be added. We aim to enhance the boundaries of our developments with new planting to improve the overall look of the scheme.

Our own management company will maintain the grounds on behalf of our homeowners to ensure they develop and mature to enhance both the building and the local neighbourhood.



## Caring for the environment

### A sustainable way of living

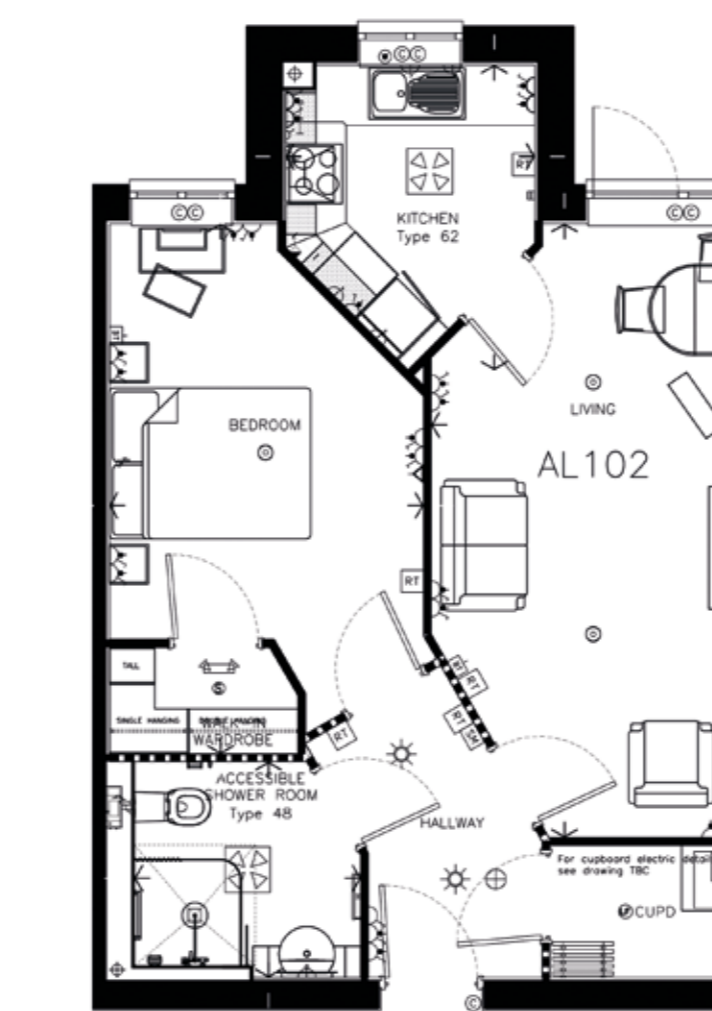
We work hard to build environmentally friendly developments, with each scheme having high standards of insulation and energy efficiency. In a recent survey, 51% of our homeowners said their heating bills were less compared to their previous property.

Our sites are usually on previously developed land, that are close to towns, local shops, facilities and transport links, which means that our homeowners have a reduced reliance on their own cars and a smaller 'carbon footprint'.

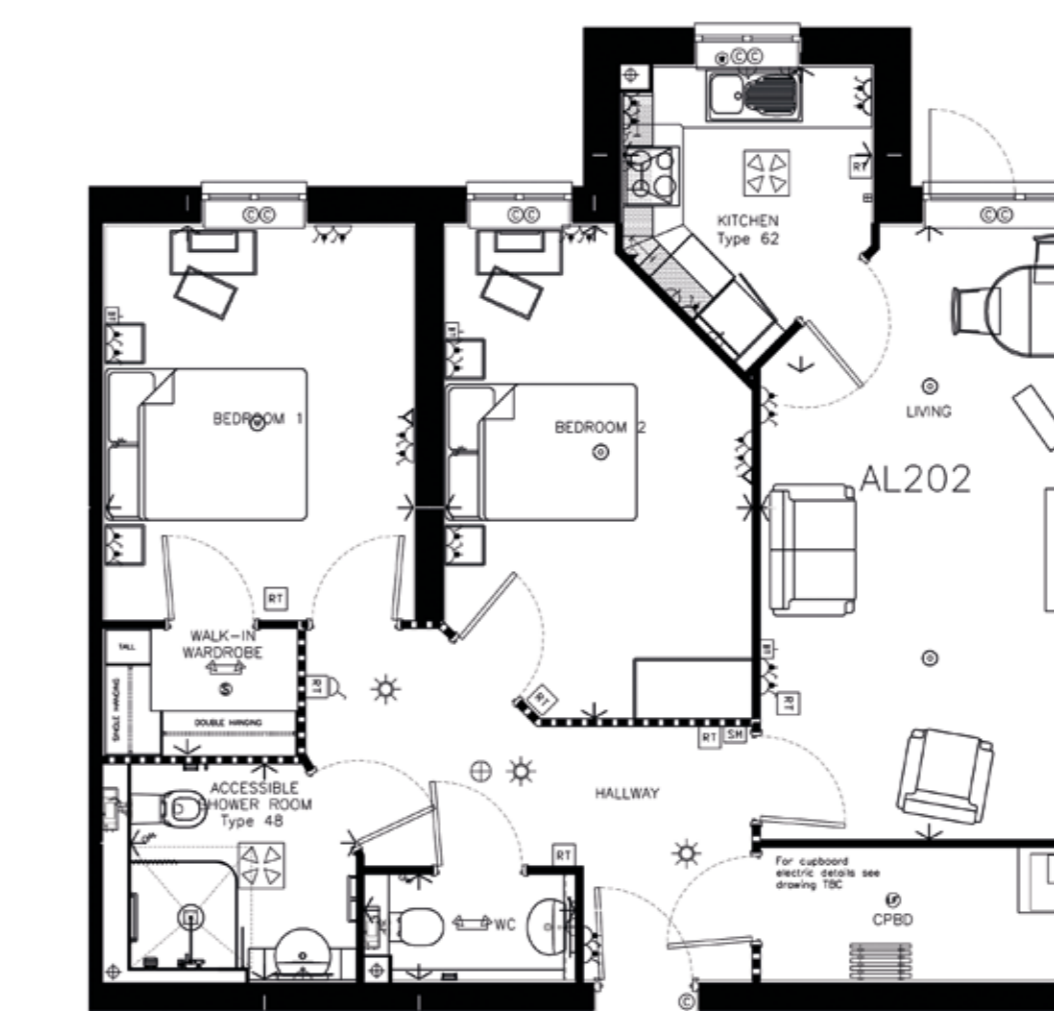
Indeed, in later life, the decision to move to specialist accommodation located closer to the shops and services that they place most reliance on, often goes hand in hand with relinquishing their car. Of those who do decide to keep hold of their car initially, many will often decide to sell it after a year or so when they realise that it is no longer essential to maintaining their independence.

We also manage every aspect of the construction process and we look to ensure that our activities have regard to site neighbours and the general public.

## Typical apartment layouts

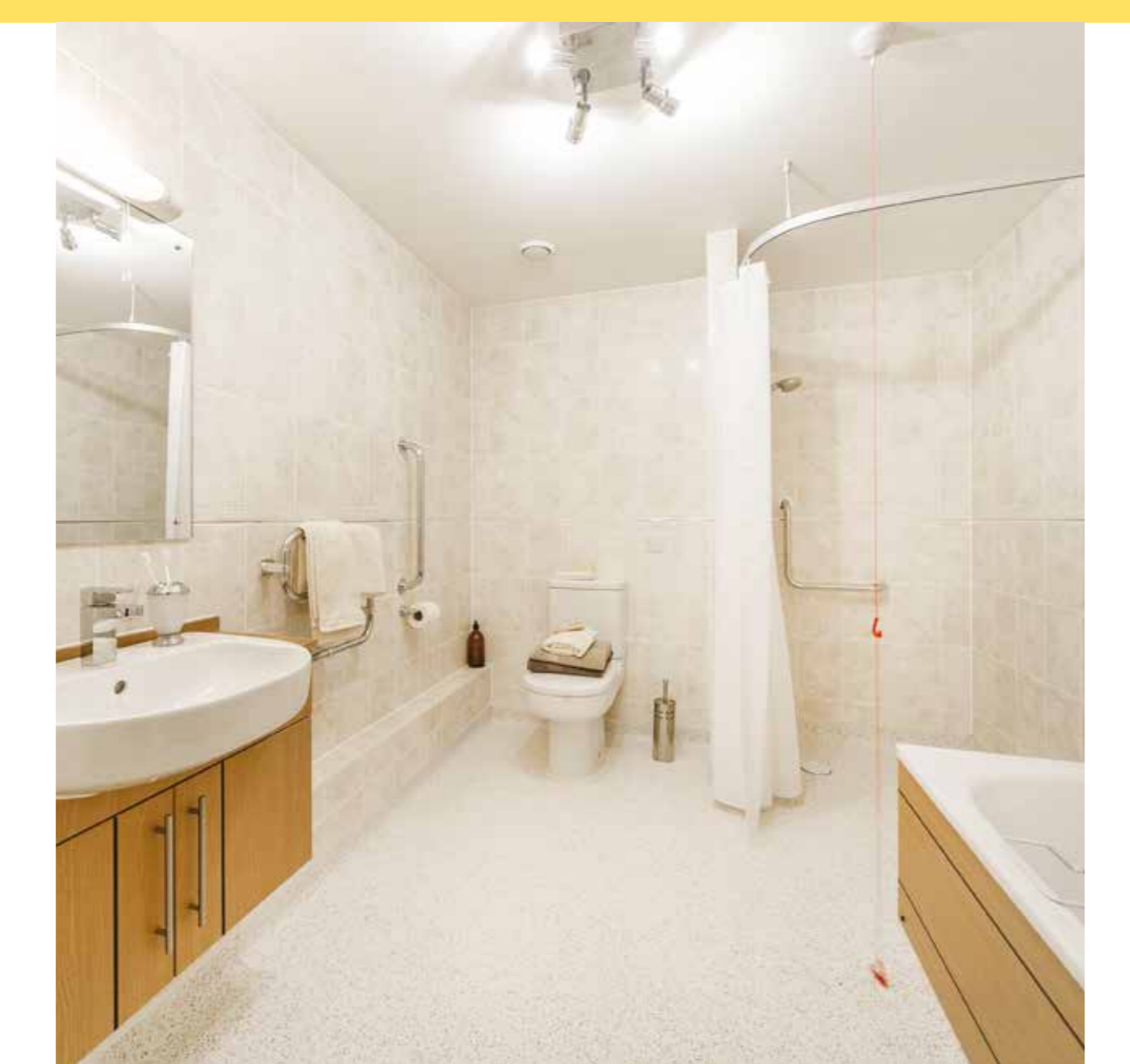
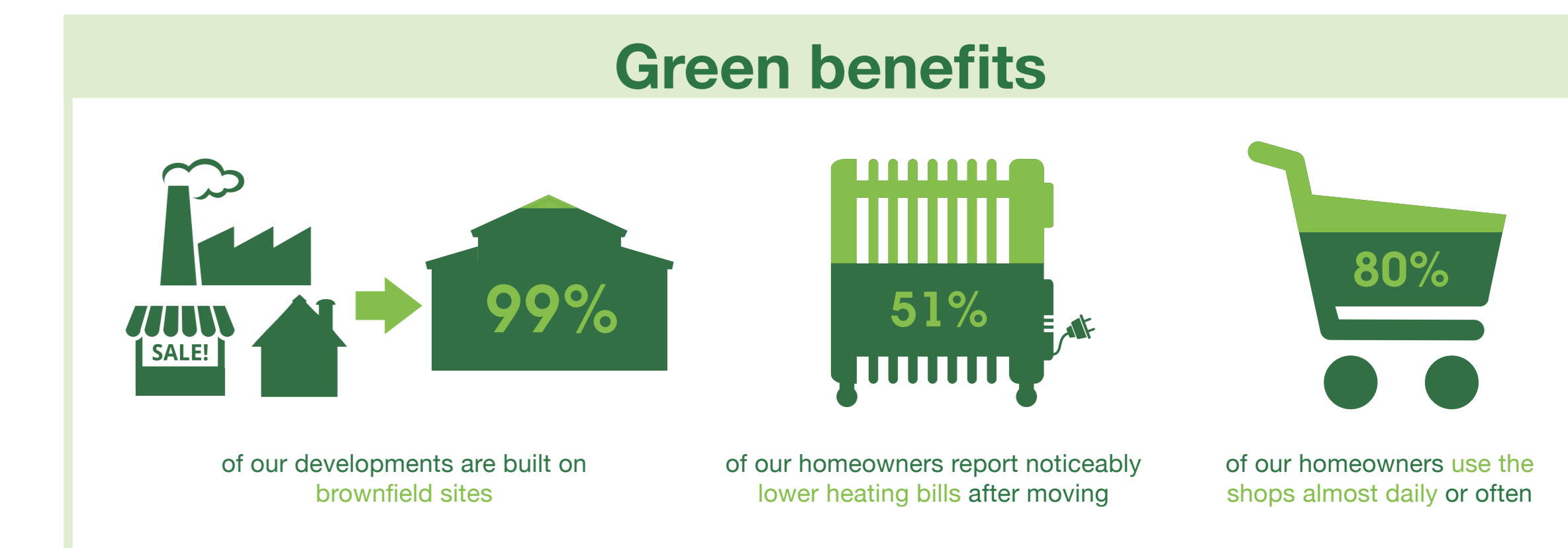
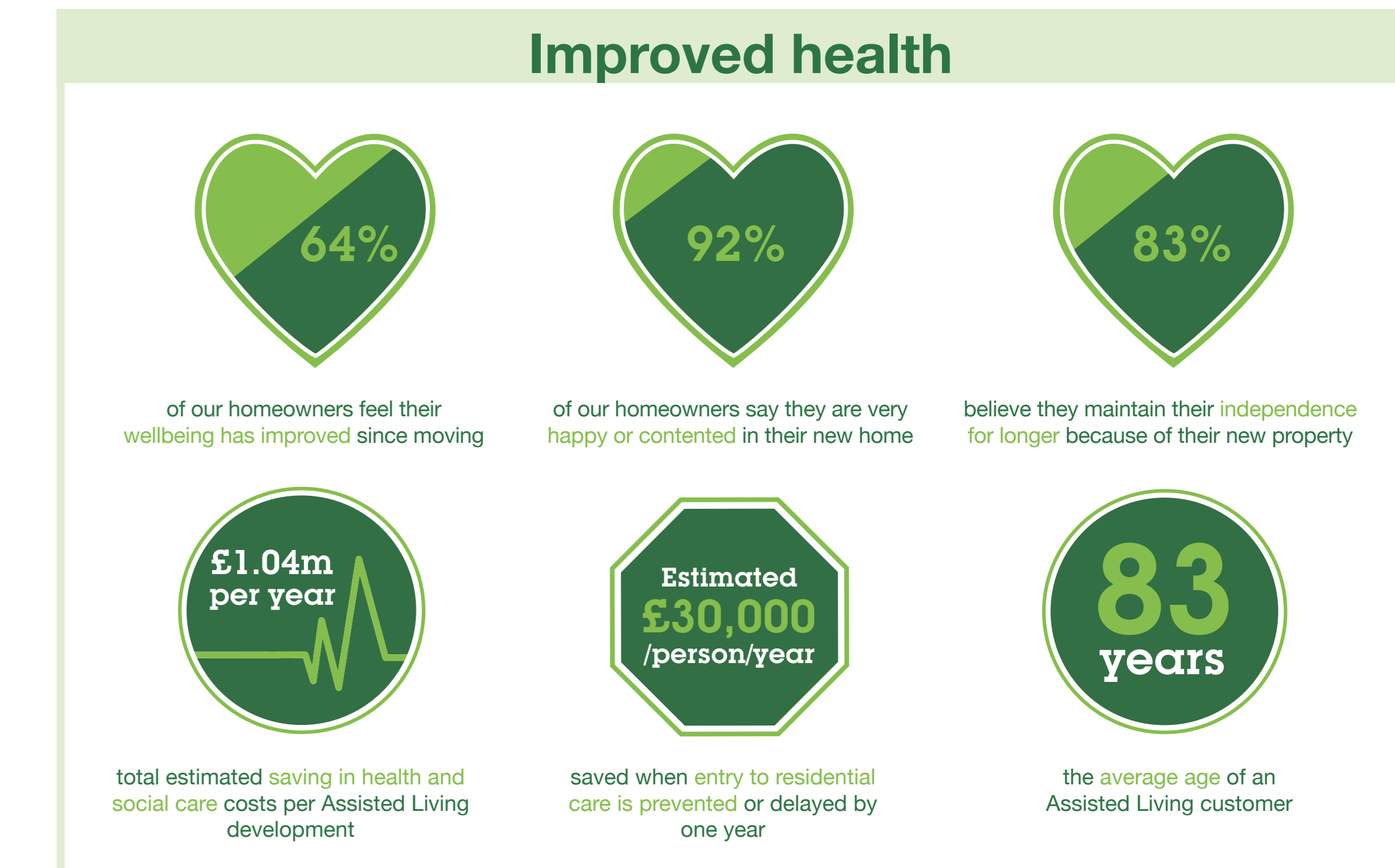
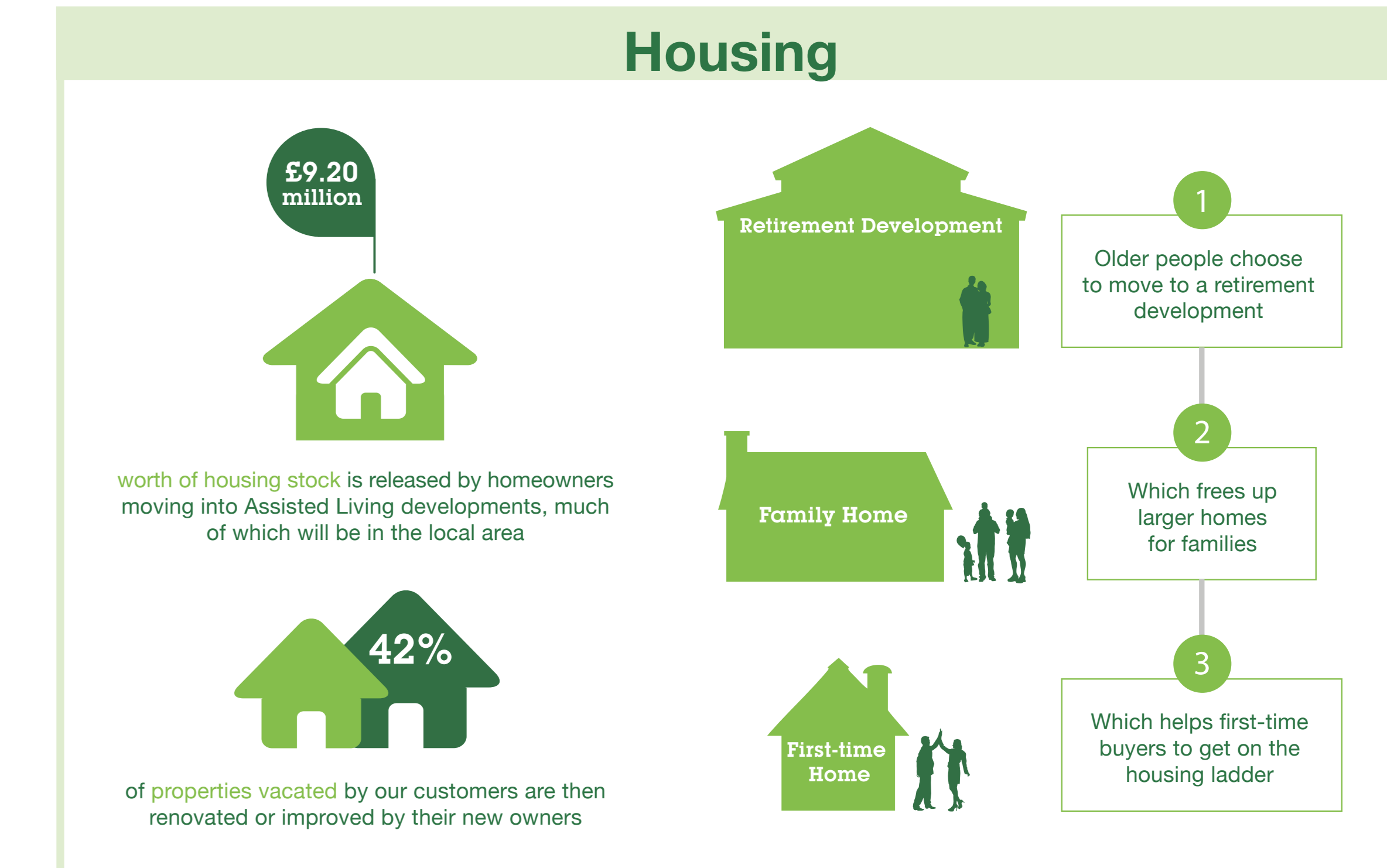


One bedroom



Two bedroom

## Assisted Living Development benefits



**McCarthy & Stone**  
 The UK's leading retirement housebuilder

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# Enhancing your local area

## Land at the Chas Lowe & Sons site on London Road, Knebworth

### About the site

As you may be aware, McCarthy & Stone has recently acquired an interest in land at the Chas Lowe & Sons site on London Road, Knebworth.

Following a detailed review of the need for specialist housing for older people in Knebworth, we are now in the early stages of discussions with North Hertfordshire District Council about redeveloping the site with Assisted Living (Extra Care) accommodation for private sale. We are also proposing to include a number of retail units on the ground floor, as well as a separate parcel of land opposite the main site.

The proposed site is located in a highly sustainable location, close to shops, services and public transport links including Knebworth Station, providing easy access for homeowners, their visitors and staff.

The site is close to McCarthy & Stone's Constance Place Retirement Living development, which received planning consent in 2014.

### Our proposals

We are now working up proposals for the site's redevelopment with Assisted Living (Extra Care) accommodation for private sale. Our scheme proposes a new development of 48 Assisted Living (Extra Care) apartments which will be built to cater specifically for the needs of elderly residents.

There will also be a small retail unit of approximately 2,625sqft on the front façade of the ground floor and further units on a parcel of land opposite the main site. The separate parcel of land will be subject to a separate planning application.

We believe the site offers an opportunity for redevelopment with sensitively-designed, specialist retirement accommodation.

### Characteristics of the local area

Before we begin designing any proposal, our team of architects carefully researches the architecture and character of the local area.

The site is located within a residential area, with traditional architecture and independent retail units along the road. Because of this, we have retained the retail frontage in our proposals to ensure our development complements the existing buildings.

### Parking and access

We will provide 24 onsite parking spaces for our homeowners & visitors, and 3 spaces for staff in a gated, off-street car park.

Our research, taking into account all of our developments from across the country, demonstrates that this will be more than adequate for a development of this size.

Vehicular access to the site will be via London Road, with separate pedestrian access leading to the apartments and communal facilities. We are currently in discussions with the local Highways Authority regarding the impact the proposal will have on the road network which surrounds the site and will look into any recommendations they suggest.



Site plan



First floor plan

Second floor plan



The existing site



The existing site

### Our approach to design

We understand the importance of good design, and we design our schemes to express an individual character, while respecting the existing local architecture.

The key points of our design approach are summarised below:

- A high-quality Assisted Living (Extra Care) development of 23 one-bedroom and 25 two-bedroom apartments for private sale
- A design which reflects the residential character of Knebworth
- A small, 2,625sqft retail unit to service both homeowners onsite and the local community
- Communal facilities, including wellness suite, dining room, function room, and homeowners' lounge, and a guest suite available for visitors
- High-quality landscaping and boundary treatments, including retention of some of the existing trees at the south of the site
- Space for internal mobility scooter storage with charging points
- Low levels of traffic generation and car ownership compared to open market schemes
- 24 car parking spaces for homeowners and guests, 3 for staff,
- Ideal location, close to local shops and services
- Support for the local economy
- Release of family-sized housing in the area back onto local market

We have carefully considered our design to integrate the site with the surrounding area and we believe these proposals present the best opportunity for the future of this site. Furthermore, it is important that communities address the current and future needs of their residents.

With the local over 60s population expected to rise from 29,000 to 44,000 by 2031, this development would assist in providing much-needed accommodation for older people.



Artist's impression of new development



London Road elevation



Elevation from care home car park

Existing development – Constance Place, Knebworth



Existing development – George House, Stevenage



Existing development – Sovereign House, Loughton



Existing development – Bourne End



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