



**Thrive Living**

by Retirement Villages

# How integrated retirement communities support urban regeneration

Urban regeneration is breathing new life into areas across the UK, revitalising towns and cities in need of investment. It's enhancing the quality of life in these areas, attracting new residents and businesses, and contributing to the existing community.

One effective approach to achieving urban regeneration is the development of Integrated Retirement Communities (IRCs). IRCs not only cater to the wants and needs of the 65+ community, but bring new facilities like gyms, wellness centres and retail to the existing community.

## Thrive Living collection

Over the last 25 years, IRCs have generated £5.7bn in sales, with significant growth in the past decade. There is an increasing demand for this kind of living, and it's outstripping supply. We aim to fill that gap by investing in the development of 40 Thrive Living IRCs across the UK within the next decade, creating 5,000 new homes with an end value of £2 billion. The communities will be whole life net zero carbon, setting a gold standard for sustainability in the residential sector.

Since the roll out of our sustainability strategy, we've been working hard to contribute to the social and economic vitality of the areas we're part of, and urban regeneration is a big part of this. The new, integrated retirement communities in our Thrive Living collection are built with local businesses in mind, creating space onsite for them to thrive. In fact, we aim to place local business partnerships at the centre of our procurement strategy by 2025.





## **Botanical Place:** *a success story in west byfleet*

A prime example of IRCs regenerating urban areas is Botanical Place in West Byfleet. This development is transforming a brownfield site that had been empty for several years into a vibrant and thriving community, set to open Autumn 2024.

The facilities provided by Botanical Place, will include a gym, wellness centre, and retail spaces, will not only catered to the needs of the older residents but aim to attracted new services and amenities to the area.

The state-of-the-art facilities, such as the wellness suite and gym, as well as the cafés, restaurants and independent boutiques will cater to residents and locals. The public square around which they're centred will introduce a new, beautifully-kept outdoor space for shared experiences across generations.

We've made sure to integrate from the outset, involving the community in the naming of buildings so that everyone feels they have contributed to the end result.

## **Chester:** *another example of regeneration excellence*

Our commitment to urban regeneration extends beyond West Byfleet. We've begun construction on another IRC in Chester, a £36m development offering 155 modern villas and facilities including a wellness suite, restaurant, café and gym. These will not only add to the daily life of the community, but will create jobs and directly impact the local economy.

We undertook an exciting project that involved the neighbourhood right from the start: creating a time capsule with the local schools. Such initiatives not only contribute to the physical transformation of the area, but strengthen the social fabric of the community.

*“Our mission is to create positive life choices for older people - built on community, wellbeing, and flexibility. We strive to support people to live their best lives for longer, while ensuring the planet, and our healthcare system, offer the same opportunities to future generations.”*

*Will Bax, CEO*



# Unlocking land opportunities

One of the significant advantages of IRCs is their ability to unlock land where others have struggled to obtain permissions. This is for a few reasons:

- Local authorities recognise the value of IRCs in meeting the specific housing needs of the 65+ community.
- Local councils and planning authorities often have targets or policies addressing the needs of the 65+ population. IRCs meet this increasing demand.
- IRC developers engage with local authorities and planning departments throughout the process, addressing concerns and demonstrating alignment with local policies.

*“Our success lies in our ability to present well-designed proposals that align with the vision and goals of the local area. By actively involving local councils from the early stages of our projects, we foster strong relationships built on trust and mutual understanding.”*

*Guy Flintoft, Planning Director*





## Our expert team

Our development team have, combined, over 150 years of experience in the UK property industry. They understand the intricacies of the planning process and work closely with local councils to meet housing requirements, while knowing what facilities benefit the wider community.

We work hard to seamlessly integrate the needs of older residents with the broader urban context to create cohesive and sustainable communities. By unlocking land opportunities and collaborating with local councils, we can deliver exceptional communities that enhance the lives of older residents and benefit the wider population.

We're dedicated to creating 5,000 new sustainable properties that cater to the desired retirement lifestyle of UK retirees, while always enhancing the quality of our current villages, with a commitment to achieving net zero carbon emissions.

For further information contact: [development@retirementvillages.co.uk](mailto:development@retirementvillages.co.uk)  
Or download our Site Requirements Brochure by visiting  
[retirementvillages.co.uk/about-us/partner-with-us](https://retirementvillages.co.uk/about-us/partner-with-us)