

8<sup>th</sup> February 2019

## MAYFIELD VILLAGES UNVEILS PLANS FOR NEW ERA OF RETIREMENT LIVING IN WATFORD

Mayfield Watford, the new retirement village located near Watford town centre, launched its vision for the site at an event at Watford Football Club on Thursday 7<sup>th</sup> February. The plans were unveiled by Nick Sanderson, CEO of Mayfield Villages, Paul Morgan, Managing Director of Operations, and Gary Langford, Regional Sales Manager.

There is an increasing demand for modern, mainstream, mid-market retirement accommodation in the UK and Mayfield Watford will be the first village to address the gap that currently exists. Offering stylish, high quality living with a strong sense of community and inclusion while enabling people to maintain independence, Mayfield Watford aims to transform the way older people live.

Mayfield Villages is part of the Audley Group, the leading provider of luxury retirement villages. Mayfield Watford is the 20<sup>th</sup> site within the portfolio and will be the very first Mayfield village. It will be home to 255 properties centred around the Mayfield Club, which will include a buzzing bar, café-bistro, swimming pool, village hall, fitness rooms and spa. Mayfield owners will automatically become members of the club, and the facilities will also be available to those in the local community. A selection of one and two bedroom apartments will be available for purchase, with one bedroom properties starting from £295,000.

The village will form part of Watford Riverwell, a £400 million mixed use regeneration partnership between Watford Borough Council and Kier Property that is reviving the area around Watford Hospital and delivering new homes, shops, community facilities and open spaces.

**Nick Sanderson, CEO, Mayfield Villages, said:** “We have a different vision for the way older people should live and Mayfield Watford is the first step into this new era of retirement living. The village will be fresh, modern, and contemporary with a close sense of neighbourliness, but crucially with access to flexible care as and when people need it. Today’s unveiling of that vision has given us a fantastic opportunity to share our plans for the village with those in the local community. We look forward to welcoming our first owners in autumn 2020.”



– Ends –

For more information or spokespeople contact Ellie Pocock/Kathryn Cleaver or [audley@teamspirit.uk.com](mailto:audley@teamspirit.uk.com) or 020 7360 7878

### **About Audley Group**

Audley Group is a specialist retirement housing provider which acquires sites, develops and then operates retirement villages. The Group has two brands: Audley Villages, founded in 1991 and aimed at the luxury end of the market, and Mayfield Villages, a proposition with broader appeal. Audley Group now owns a portfolio of 20 villages across the country.

Owners buy their own house or apartment on a 250 year lease with access to facilities and flexible care if needed, enabling them to live an independent and healthy life. Audley Group is an accredited care provider and a founder member of The Associated Retirement Community Operators, ARCO.

[www.audleyretirement.co.uk](http://www.audleyretirement.co.uk)

### **About Mayfield Villages**

Mayfield Villages is the new brand from Audley Group, providing high quality retirement living to more people. Mayfield Villages' first development will form part of the Watford Riverwell regeneration project. Mayfield owners benefit from access to the Mayfield Club with its wide range of facilities, as well as flexible care if needed.

[www.mayfieldvillages.co.uk](http://www.mayfieldvillages.co.uk)

### **About Watford Riverwell**

Watford Riverwell is an ambitious long-term regeneration partnership between Watford Borough Council and Kier Property which will be completed over a 15 to 20-year period. It is the largest mixed-use regeneration project in Watford and will deliver:

- Much needed new homes, including affordable homes across the site;
- New business and work opportunities with premises and facilities to attract new occupiers, creating up to 1,300 new jobs;
- The opportunity for West Hertfordshire Hospitals NHS Trust to develop facilities at Watford General Hospital, which serves up to 500,000 people and to consolidate the hospital parking into a centrally located multi-storey car park;
- Better access and modern infrastructure, including a new road to the hospital site (opened November 2016);
- The clean-up of the River Colne and 4.5 acres of green, open spaces for the whole community to enjoy and new links to already established parkland;
- Community facilities including a new 2 form entry primary school forming the heart of Watford Riverwell;
- Regenerating derelict and contaminated former industrial land.