

News Release

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Knight Frank launches inaugural Senior Living Guide

Audley Group and Your Housing Group awarded best senior living schemes in the UK

London, UK

Knight Frank has launched its inaugural Senior Living Guide, which showcases the best senior living residential developments in the UK. Following over 150 entries from operators, a selection of industry experts judged the schemes based on their environment, amenity provision, apartment sizes & range, care services, hospitality services and value for money.

Schemes include urban senior living buildings and semi-urban retirement villages – all providing self-contained homes, where the operator of the facility is capable of providing a range of hotel, personal and social care services.

Audley Group's Audley Chalfont Dene in Chalfont St Peter was crowned winner of the Larger Scheme Award, and Your Housing Group's Willow Barns in Blurton, Stoke-on-Trent was the winner of the Smaller Scheme Award. Highly Commended operators included Lifecare Residences; Richmond Villages & Extra care Charitable Trust.

At Audley Chalfont Dene, judges were impressed by the first rate service and access to bespoke care packages in a premium building and unrivalled setting. They noted the high quality and specification of the real estate, with the scale of the scheme providing a good range of facilities in line with the number of apartments.

At Willow Barns, judges said that the architecture was a leading light in extra care housing, with facilities at an exceptional level for the sector, providing a supportive environment for residents to live independently whilst receiving quality care.

Tom Scaife, Head of Senior Living at Knight Frank commented, "The outstanding quality of these schemes demonstrates the growing demand for senior living developments which allow older people to live as independently as they wish to, whilst enjoying access to excellent communal facilities.

"Considering our increasingly elderly population, the need to provide suitable housing options for these individuals is more important than ever. Over the next five years, we forecast a 30% increase in the number of private senior living homes – which will add an additional 50,000 apartments to the market and increase the value of the private senior living sector by 50%, rising to £44bn in 2022.

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“Going forward, the sector should strive towards increased quality, improved service and management, more tenure options and increased wellness and provision of healthcare services, which will lead to increased tenant demand and further growth.”

Nick Sanderson, CEO Audley Group, said: “Audley Group was established to deliver an exceptional product in a market that at the time lacked innovation. Our national footprint of luxury retirement villages is unique in the UK; to be recognised through this award is further evidence that our model is helping accelerate awareness of the dynamism in the sector.”

This year's judging panel comprises Kevin Beirne (Head of Retirement, Octopus Healthcare), Anne-Marie Nicholson (Senior Partner, PRP Architects), Mel Knight (Founder, Castleoak), Henry Elphick (CEO, Laing Buisson).

To obtain a copy of the guide please contact Knight Frank.

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Notes to Editors

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