

17th February 2020

CELEBRATIONS AS MAYFIELD WATFORD HOSTS GROUNDBREAKING EVENT

Mayfield Watford, the new retirement village located near Watford town centre, officially broke ground on Friday 14th February. To celebrate Mayfield Villages hosted a VIP reception attended by Dean Russell MP for Watford, Mayfield Villages CEO, Nick Sanderson, property owners and friends and family from the local community.

Situated within the Watford Riverwell development, Mayfield Watford will provide stylish, high quality retirement living and a strong sense of community, while enabling owners to maintain their lifestyle. It will be the first village in the UK to address the increasing demand for modern, mainstream, mid-market retirement options.

Mayfield Villages is part of the Audley Group, the leading provider of luxury retirement villages. It is the 20th site within the portfolio and will be the very first Mayfield Village. It will be home to 255 apartments 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 £334,950.

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 are thrilled to break ground on Mayfield Watford village with owners, members of the local community and of course the village team. This is the first step towards us building our new vision for the way older people should live, creating a fresh, modern look on retirement living with a focus on community and inclusion. We want to enable owners and those in the local area to maintain their wellbeing and all will have access to a range of facilities which support this at Mayfield Watford.

“We look forward to welcoming more prospective owners along over the coming months to see how the village will come together and we can’t wait to open the doors to the village when it is completed.”

Dean Russell, MP for Watford, said: "It was an honour to attend the official opening of Mayfield Watford and see the community come together. I'm sure those who live at the village will be extremely happy.

The role of specialist retirement housing like Mayfield Watford, within our area, but also across the UK is becoming increasingly essential and will play a big part in the future of UK housing. Developments like this are the first step in ensuring we have enough specialist housing in the UK to meet demand, giving older people aspirational housing that's fit for their purposes, and ensuring they can live independently, as they choose. I look forward to seeing the village develop and hope to be invited back when it is finished!"

– Ends –

For more information or spokespeople contact Anna Wise/Kathryn Cleaver or audleygroup@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

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

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.