



13th February 2023

MAYFIELD WATFORD CELEBRATES OFFICIAL OPENING

Mayfield Watford, the brand new retirement village in the heart of Watford, marked its official opening on Thursday 9th February.

Nick Sanderson, CEO of Audley Group, and Elected Mayor of Watford, Peter Taylor, were joined by current and prospective property owners, friends and family members of the local community and the Mayfield team to mark the occasion, cut the ribbon and raise a toast to the new village.

With 255 properties, Mayfield Watford, from Audley Group, is the first village of its kind in the UK to address the increasing demand for modern, mainstream, mid-market retirement living options. The village backed by Homes England and Blackrock Real Assets welcomed its first property owners in late November and has a selection of apartments for sale with prices starting from £334,950.

It is centred around the Mayfield Club which includes a bar, café-bistro, swimming pool, village hall, fitness room and spa. Mayfield owners automatically become members of the club, and the facilities are also available to those in the local community.

The village forms 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.

Peter Taylor, Elected Mayor of Watford, commented: "It's been a real pleasure to celebrate the official opening of Mayfield Watford and meet some of the new property owners. And for many I spoke to, the benefits of this type of living are already clear. As the village welcomes more owners, opens for events and provides care to those in the surrounding area, it will become a cornerstone of the local community. It's these innovative solutions, centred around wellbeing, that we need to meet the challenges of our ageing population."

Nick Sanderson, CEO of Audley Group commented: "Officially opening the doors at Mayfield Watford is something we are immensely proud of. For a long time, our aspiration has been to provide more



people with more choice over how and where they live as they get older, and our very first Mayfield Village goes some way to meeting the ever-growing demand for retirement living options.

“Enabling people to maintain their independence and actively improve their health and wellbeing, with the knowledge that care support is there, should be central to how we look after people as they get older. Through our Audley Village model, we have proven this is possible and we’re delighted to bring this to more people.

“We welcomed the first owners to Mayfield Watford in September and it’s been brilliant to see the community come to life in such a short time. This will only grow in the coming weeks, and months, as the village becomes an integral part of the wider Watford Riverwell community.”

To find out more about Mayfield Watford, including to arrange a viewing, visit

<https://www.mayfieldvillages.co.uk/our-villages/watford-retirement-village>

– Ends –

For more information or spokespeople contact Audley Group team
audleygroup@teamspirit.uk.com

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