



Invitation to our public exhibition

Proposed Assisted Living (Extra Care) accommodation
and Retirement Living accommodation in Eaton, Norwich

McCarthy & Stone

The UK's leading retirement housebuilder



Aerial view of proposal site

Welcome

At McCarthy & Stone, we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

As you may be aware, we have acquired an interest in land at Bartram Mowers, Bluebell Road, Eaton and we are proposing to introduce high-quality Assisted Living (Extra Care) and Retirement Living accommodation for the elderly, together with attractive landscaping and car parking. Our plans also include the provision of affordable housing for the over 55s, together with a master plan for the wider site, which will detail how the remainder of the site could be brought forward with homes for the over 55s, and how surrounding land will be managed to allow additional public access and improved ecological habitat.

As part of our commitment to community engagement, we would like to invite you to a public exhibition to meet our team, view our preliminary proposals and provide us with early feedback on our plans before we submit a planning application to Norwich City Council. Details of the exhibition can be found on the reverse of this invitation and if you have any comments at this stage we would like to hear from you. If you could take a moment to complete the enclosed (postage paid) feedback card we would be very grateful.

Who we are

We are the UK's leading retirement housebuilder, providing 70% of all specialist accommodation for owner-occupiers in later life. We pride ourselves on individually designing each of our developments to meet the needs of our residents and to reflect the character of the surrounding area.

We are committed to ensuring that older people can continue to enjoy their independence, safe in the knowledge that help and support is never far away.

Find out more at our public exhibition

Please join us at: **Church of Jesus Christ & Latter Day Saints, Greenways, Eaton, Norwich, NR4 6PA**

On: **Thursday 24th September 2015 Between: 3.00pm to 7.00pm**

Members of the team will be available to talk you through the scheme and answer any questions you may have.

To find out more, please visit www.mccarthyandstone-consultation.co.uk/eaton

Our Retirement Living apartments

We recognise that getting older can present challenges. That's why everything we do is built around the needs of our residents; from the design of our apartments, to our fully trained House Managers which are based at each scheme.

Retirement Living apartments are specifically designed to meet the needs of people in later life. They offer our residents an active, independent lifestyle in a safe and secure environment among like-minded people.

Residents have their own front doors and privacy just as they did in their previous family homes. They are free to join in community activities or to pursue their own interests as they please, but with the comfort that help and support is on hand.

Retirement Living apartments can be occupied by people over 60 years of age, although the average age of residents upon purchase is 79.

Our Assisted Living (Extra Care) apartments

McCarthy & Stone's Assisted Living (Extra Care) accommodation offers additional on-site care and support, whilst promoting independent, active and healthy lifestyles.

Assisted Living (Extra Care) accommodation includes a high specification of communal and shared facilities, including a full-service restaurant, function room, residents' lounge and step-free access throughout.

Residents have their own front doors and privacy just as they did in their previous homes. However, each development is staffed 24 hours a day; ensuring residents have access to both personal and domestic assistance as required.

Assisted Living apartments can be occupied by people over 70 years of age, although the average age of residents upon purchase is 83.

Find out more at our public exhibition

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Site background

The Bartram Mowers land extends to 23 hectares between Bluebell Road and the River Yare. 5.5 hectares have been allocated by Norwich City Council for housing for the over 55s. The remainder of the site has been safeguarded for future public open space and improved ecological habitat.

McCarthy & Stone's plans for Assisted Living and Retirement Living accommodation, together with affordable homes for the over 55s, would be located in the south eastern part of the site and form the first phase of development on the site.

Master plan

A masterplan is also being developed to show how the remainder of the site could be developed with homes for the over 55s and provide significant areas of new public open space and improved habitats.

The draft master plan will be available to view at the public exhibition.

Benefits of this proposal

- Much-needed specialist Assisted Living (Extra Care) and Retirement Living accommodation provided for local people
- Additional affordable homes, also for the over 55s
- Ideal location, close to public transport links, shops and services
- Attractive contemporary design which positively contributes to the character of the local area and respects the setting of the site
- High-quality landscaping surrounding the development
- Low levels of traffic generation and car ownership
- Release of family-sized housing in the area back onto local markets as older people down size to more suitable accommodation
- Beneficial use of a site which has been allocated for future housing for the over 55s
- A masterplan to show how the remainder of the site could be developed with homes for over 55s and provide significant areas of new public open space.

Getting in touch

If you would like further information at this stage, please visit the project's dedicated website at www.mccarthyandstone-consultation.co.uk/eaton or contact our freephone information line number on **0800 298 7040**.

To find out more about us, please visit www.mccarthyandstone.co.uk

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To find out more, please visit www.mccarthyandstone-consultation.co.uk/eaton