



BATTERSEA PLACE
EXCEPTIONAL IN EVERY WAY

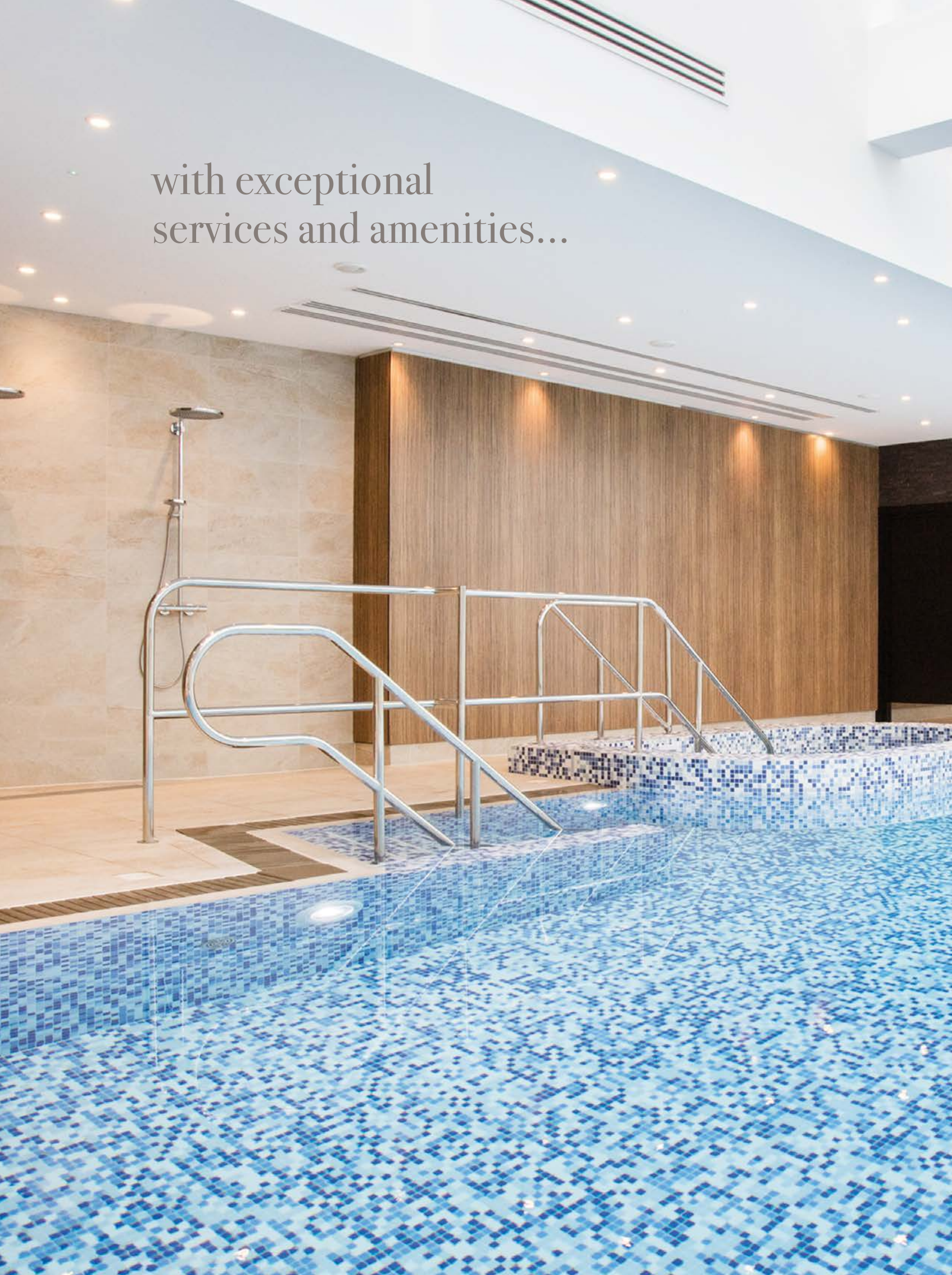


An independent
lifestyle choice...



in the company of
like-minded people...

with exceptional
services and amenities...



in the comfort
of your own home...





with 24-hour care
should you need it.



Exceptional in Every Way

Battersea Place, London's first luxury retirement community, is a truly exceptional place to live. Exquisitely appointed – and recently showcased as one of the world's top three luxurious retirement communities by the telegraph.co.uk – Battersea Place offers an exclusive lifestyle choice with impeccable service and care.

Every detail has been carefully considered to ensure the experience of living at this exceptional retirement community is unsurpassed. Battersea Place offers a level of security and peace of mind few city homes can provide.

But the crowning glory of this very special community is its location.

A sanctuary from the world outside, Battersea Place still remains very much a part of – and at the heart of – London city living. Chelsea is a stroll across the bridge whilst South Kensington is a fifteen minute drive. The King's Road is ten minutes away, en route to the exclusive boutiques on Sloane Street and the world-famous Cadogan Hall. Many apartments at Battersea Place overlook the 200 acres of Battersea Park, offering a vast green open space to explore and enjoy, including an award-winning boat house and café.

With a wide range of quality amenities, including a high-class restaurant, lounges, indoor swimming pool, cinema and 24-hour care, should you require it. Battersea Place is for individuals who wish to live in ultimate style. An oasis of perfect calm in the heart of one of the most vibrant cities in the world.

This is independent living in a class of its own. Where exceptional is the rule.

Exceptional is Our Aim

For luxury, service and effortless ease, Battersea Place has no equal. Widely appreciated by a new generation, Battersea Place is considered to be the best way to enjoy retirement to the full, in a relaxed, social and supportive setting.

A place to enjoy a rich, independent lifestyle but with security and the opportunity for companionship and new friends.

Exceptionally Refined Living

The concept of creating purpose-built homes in retirement communities – with luxury facilities, care and services on the doorstep – originated in the USA. Later adopted and modified in Australia, and then in New Zealand where, for many years now, LifeCare Residences has led the way. Our expertise in helping people, in retirement communities, continue to enjoy their independence and live a fulfilling life, is second to none.

Battersea Place is the first of its kind in London, but it is not a first for us. We specialise in creating outstanding retirement communities with 24-hour care and emergency assistance, should you require it.

— ❁ —
A safe and secure environment,
with access to a wide range
of amenities and 24-hour
care and emergency assistance.
—





“One of the
world’s top
three luxurious
retirement
communities”

www.telegraph.co.uk



Welcome to a sanctuary
from the world outside, yet very
much a part of it.

Our exceptional location
is fifteen minutes away
from South Kensington,
a stone's throw from
Battersea Park, ten minutes stroll
to the King's Road
en route to the exclusive boutiques
on Sloane Street.





An Exceptional Place to Live

Nestled discreetly in a quiet corner in what is fast becoming one of the most sought-after locations in London, Battersea Place is uniquely situated.

To the north lies the Royal Borough of Kensington and Chelsea's elegant restaurants, bars, cafés, delis and food stores. A fascinating area of London, alive with history, vitality and style. To the east, the glorious tranquillity of one of London's best-kept riverside open spaces. Battersea Park's acres of parkland helps the city breathe, bringing the fresh greenness of the English countryside into the city itself.

All around, Battersea is changing. The Nine Elms development and Battersea Power Station will extend the vibrancy of the South Bank through Albert Embankment and Vauxhall to Battersea – connecting the old Bankside Power Station – now the Tate Modern – with a new town centre. The proposed extension of the Northern Line Underground to this area will make the rest of London more accessible for visiting family and friends.

Superior Style. Exceptional Luxury

On arrival at Battersea Place, residents and visitors alike are welcomed with a feeling of harmony, security and delight of such special surroundings. Offering a level of security and service that no other city home, so well-appointed, would likely be able to provide, Battersea Place introduces a new lifestyle ideal: living in elegant, contemporary apartments in a very special community.

Battersea Place offers an unrivalled range of services and amenities only expected from a five star hotel. In fact, everything its residents could ask, for a perfect retirement lifestyle.

An Exceptional Choice

Living in your own private home, peace of mind comes with having a 24-hour emergency call system and staff on site 24/7, where help is never far away.

At Battersea Place you can be as sociable as you like, when you like. From being a part of a vibrant and caring community – to knowing that you can also have all the time you want to yourself – you can join in any number of activities and events and enjoy the exceptional amenities.

From being chauffeur-driven – to being able to follow your own special activities and passions – you are free to do whatever the mood takes you.

At Battersea Place, independent living is about having choice.

✻

At Battersea Place we do
everything to help you live
your life your way.

The Powers to Change the Perception of Luxury

A concierge service that can answer every request and will help at every step of the way. A high-class restaurant where residents can invite their family for a gourmet meal. A relaxing café and bar where friends can be met for a coffee or tea. An on-site gymnasium, a spa pool and swimming pool. A quiet corner in the library to enjoy a good book. All on-site facilities are open to family and friends when accompanied by a resident.

Providing residents with such a wealth of high-quality services in a luxurious living environment, when it comes to living in style, Battersea Place is the new benchmark.

- ✻ Concierge service
- ✻ High-class restaurant
- ✻ Café
- ✻ Bar
- ✻ Private courtyard garden
- ✻ Library
- ✻ Lounge
- ✻ Cinema
- ✻ Swimming pool
- ✻ Spa pool
- ✻ Gymnasium
- ✻ Billiards room
- ✻ Hobbies room
- ✻ Minibus service
- ✻ Guest apartment

Other services available include:

- ✻ Domiciliary care
- ✻ Podiatry
- ✻ Acupuncture
- ✻ Car pool service
- ✻ Chauffeur service
- ✻ Beauty treatment room
- ✻ Hairdressing salon
- ✻ Nursing home
- ✻ Housekeeping
- ✻ Laundry



The penthouses and
apartments are the
product of attention
to detailed design.



An Exceptional Way of Life

We create homes of unparalleled style and comfort. Somewhere you feel at ease the moment you walk through your door. Where you feel especially relaxed knowing all exterior servicing and maintenance is taken care of for you. A truly carefree lifestyle without a worry in the world.

Superbly proportioned reception rooms that are light and airy with space to stretch out and put your feet up – or to use to entertain in style. Beautiful and calming, the luxurious bathrooms are as much of a joy to look at as they are a pleasure to use. Thoughtfully-designed kitchens are fully equipped with quality appliances throughout. A wealth of mod cons are there to make your life even easier, more comfortable and secure. A guest apartment is also available for visiting family and friends to enjoy. A 24-hour emergency call system gives the reassurance that help is near at hand, ensuring that residents feel completely secure in their new home. With everything designed to the highest of standards, and covered by the security of a 10-year building guarantee from first ownership.

At Battersea Place, penthouses and apartments are the product of attention to detailed design, with the promise of durability and seamless functionality. Breathtaking, carefully considered spaces, poised for style, relaxation and effortless luxury.

A Safe Pair of Hands

Many of our home owners have purchased an apartment even though they have no care needs at all and may not require them for some time. However, at Battersea Place, it's reassuring to know that your care is personalised. As residents' individual needs change, their care programmes do, too. Should they ever require further help and attention, delivered directly to their apartment, our expert domiciliary and nursing care is always on standby. They couldn't be in safer hands.

Our dedicated, professional care team is trained to the highest standards and are on-site 24-hours, 7 days a week.

A wide range of tailored personal care is available, if and when required. From ironing and cleaning, to help with showering and medication. Any additional care or services that you may require are charged for separately with your own bespoke agreement.

At Battersea Place, we have a fully-staffed nursing wing, with 28 large studio-style rooms, each with its own kitchenette, en-suite bathroom, flat screen television, Sky, broadband and phone connection. Alternatively, nursing care can be provided to residents in their own apartments if required.



Exceptional Dining

Intimate and inviting, the restaurant at Battersea Place is set in truly luxurious surroundings. Here, the very finest traditional British cooking and delicately prepared international cuisine, reflecting the diversity of London's culture, is perfectly presented.

The freshest, seasonal and regional ingredients are selected, and the Chef Brigade puts into play their many years of experience compiling exquisite menus that match the special moods and preferences of residents.

Whether from a seasonal à la carte menu in the restaurant, a light snack in the Parkside Bar, or a fresh barista coffee on the patio, Battersea Place caters to every taste, whim and occasion.

For special occasions, exclusive dining is available in our Private Dining Room. A menu can be specially designed just for you. Or our imagination can be set free to dream up a treat or feast for residents and their guests, with selected wines to complement.

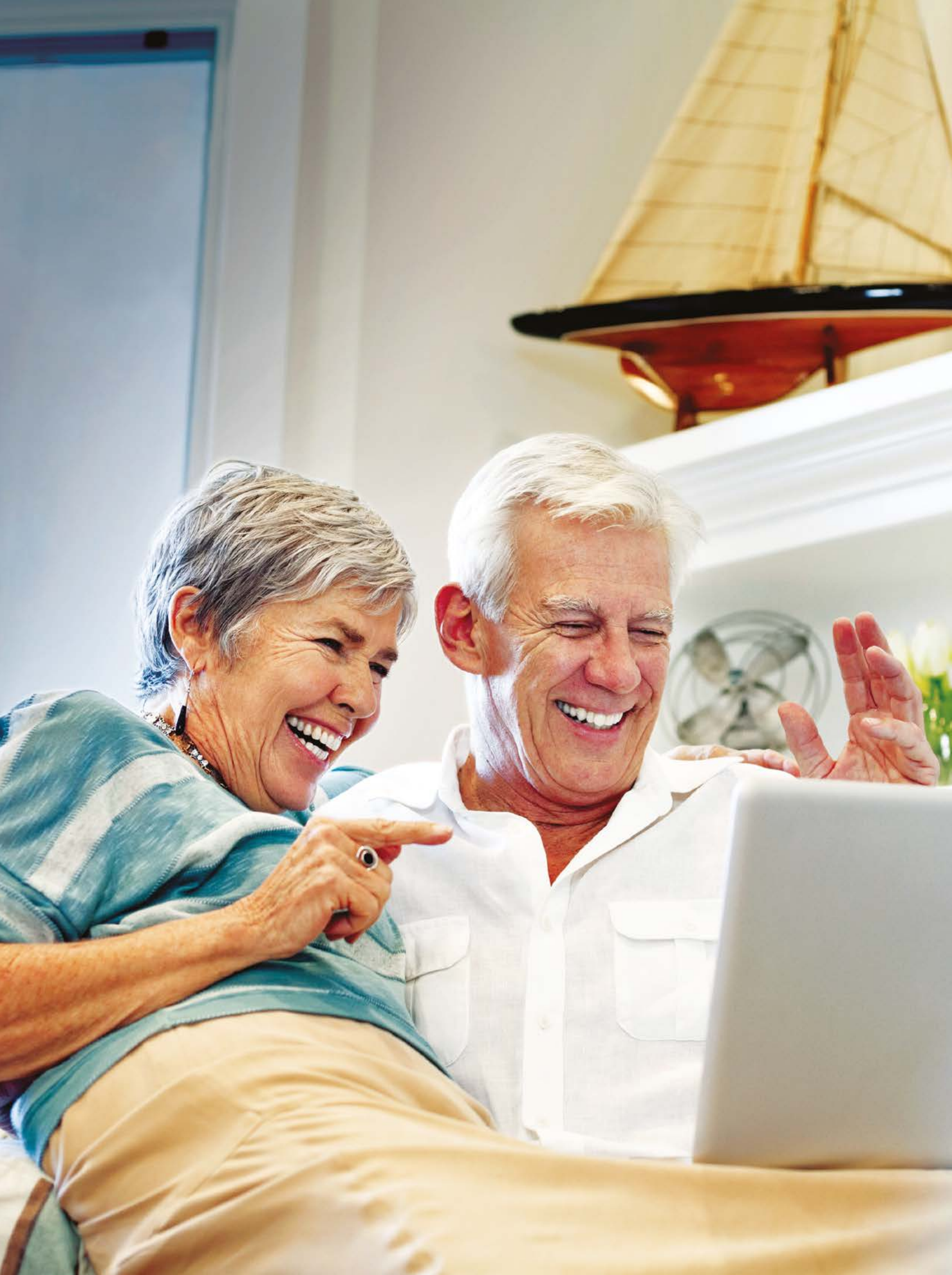
Our wine list reflects the very best. For real ale aficionados, the bar serves bespoke British craft beers. A full Room Service menu serving snacks, hot and cold drinks, as well as an array of hot meals is available.

With a choice of roasts, fresh vegetables and potatoes, followed by classic English desserts, our Family & Friends Sunday Lunch is the highlight of every week. For residents who wish to embark on a gastronomic adventure, food and wine tastings are hosted throughout the year.



Every dish is
created on a daily
basis in our
world-class kitchen.







Planning Your Retirement at Battersea Place

Becoming a Battersea Place resident is like joining an exclusive club – except the membership fee is deferred until the end of your stay.

Because buying a home in one of our retirement communities is an important decision, we want you to understand fully both the costs and benefits involved, right from the outset.

All costs and our formal obligations are clearly set out in your lease. We recommend you discuss your options with us face-to-face so you feel confident that you are making the right decision. While you may wish to discuss your options with close family members, you should also seek independent legal advice.

Exceptionally Straightforward and Transparent

You have decided the time has come to move from your existing home and you have chosen an apartment at Battersea Place. Purchasing an apartment at Battersea Place means you will:

1. Own the property on a long lease.
2. Pay a fixed monthly service charge for the duration of your ownership.
3. Pay a Deferred Membership Fee when you or your estate sell the property
4. Benefit from fixed, preferential rates for the majority of optional extra services.

The Deferred Membership Fee model enables us to offer you a fixed service charge for life and preferential tariffs, as well as ensuring the ongoing upkeep and operation of Battersea Place. In other words, you enjoy a great quality of life within luxurious surroundings – with all the benefits of living in a secure retirement community – free from financial worry because your service charge is fixed and you don't have to pay the Deferred Membership Fee until your apartment is sold.

Exceptionally easy-to-understand for budgeting. With no hidden extras.



“In contrast to other options I had considered, Battersea Place made all the money-related matters simple and stress-free. I feel as though I have acquired a worthwhile investment with my apartment and, through the Fixed Service Charge and Deferred Membership Fee, I am able to manage my outgoings and keep on top of my budget.”

LifeCare Residences Resident



Key Financial Terms

At LifeCare Residences, we have developed a unique business model that recognises the importance people place on financial certainty in later years, whether in the early stages of retirement, or seeking support with care and nursing. Based on the philosophy of 'Enjoy Now, Pay Later', there are four core financial terms that apply when you join the Battersea Place Retirement Community:

- * The Purchase Price that you pay for the leasehold title
- * The Service Charge
- * The Deferred Membership Fee – deducted upon completion of the sale
- * Fixed preferential rates for the majority of optional, extra services (which include services such as pool cars, housekeeping, guest apartment reservations and domiciliary care)

The four core financial terms are summarised below:

1. Purchasing Your Apartment

You will buy your apartment on a long 150-year lease (which started on 1 April 2015), at its market value, at the time of purchase.

2. Fixed Service Charge For The Duration of Your Ownership.

Our fixed service charge is exactly that; we provide luxury amenities and services at a fixed rate for life. Services include 24 hour concierge, pool, gym, private cinema, library, lounge, billiards and hobbies room, gardens, minibuss service and many more – all available for your enjoyment. Even if the cost of providing these services goes up, the cost to you remains the same. Additional services such as the restaurant, room service,

housekeeping, maintenance, domiciliary care, hairdressing, beauty treatments and use of the guest apartment are provided at highly preferential rates (some of which are fixed for life).

Upon agreeing your apartment purchase, your fixed monthly service charge will be applied (which is priced according to the number of bedrooms in your apartment). This will apply throughout your ownership with no RPI increases.

3. The Deferred Membership Fee

The Deferred Membership Fee model enables us to offer a simple and affordable way for residents to enjoy being part of their own exceptional retirement community.

With no annual ground rents or additional demands for any sinking fund, budgeting for monthly costs is simple and transparent, allowing you to enjoy being part of our retirement community without having to worry about increased or unexpected repair costs for the village.

Under the terms of the lease, LifeCare Residences takes responsibility for the maintenance and modernisation of the building and communal parts as required, ensuring all amenities are kept in good condition.

As part of the sales process, during your initial meeting with our team, you will receive a Key Facts document and worked examples.

We offer two options for the Deferred Membership Fee:

Option One

When your apartment is sold, you pay a Deferred Membership Fee on the



We recommend you consult your solicitor and family members, so you can make the decision that is most appropriate for you.

amount you originally paid for your apartment. If the property is sold in Year One, this figure is 10% and if the property is sold in Year Two, it is 15%. If the property is sold in Year Three, or thereafter, the Deferred Membership Fee is 20%. In addition, any capital gain (the amount gained in value from when you purchased the property until you sell it) will be split with LifeCare Residences equally on a 50/50 basis.

Option Two

With this second option, you pay a Deferred Membership Fee on the sale price of your property when sold. If the property is sold in Year One, this figure is 10% and if the property is sold in Year Two, it is 20%. In Year Three, and thereafter, the Deferred Membership Fee will be 30%.

4. Fixed Tariffs for Additional Services for the Duration of Your Ownership

Should you require any optional, extra services to enhance or support your lifestyle, you can be reassured that the majority of tariffs are also fixed for the entire length of your ownership. These key service tariffs include:

- * Housekeeping / laundry
- * Maintenance / handyman
- * Chauffeur / self-drive car
- * Guest apartment
- * Housekeeping / laundry
- * Domiciliary care
- * Nursing home fees

By offering a fixed service charge and fixed tariffs for life, you will not face any unexpected price increases. This enables you to enjoy your independence, whilst accessing additional support services in a seamless way, with peace of mind when budgeting for the future.

Our Sales Agency

We have our own internal, specialist sales and marketing team. We are in the best position to handle the sale of your apartment due to our experience and in-depth understanding of the benefits and facilities of the retirement community. Under the terms of the lease, we will market your apartment for you, which will help you achieve the best price for the property. A sales agency fee of 1.5% (plus VAT) is payable to Battersea Place Retirement Village Limited. The fee is also payable if contracts are exchanged up to six months after the expiry of the sole agency period with a buyer that engaged with the vendor or us within the sole agency period. To make the sales process successful, we promote the retirement community continually for the benefit of all residents. We also keep a list of prospective purchasers and hold open days and market the retirement community in other ways.

Resident Guarantees

We are a privately owned company with a focus on creating long-term value. Our ownership structure means we are able to do the right thing to ensure we provide residents with an enduring and sustainable, quality offering.

For absolute peace of mind, you can also be sure that, with LifeCare Residences as your agent, you are protected by our Resident Guarantees, which are covered on page 25 of this brochure.

We encourage you to take the time to review these core financial terms, and we recommend you consult your solicitor and family members, so you can make the decision that is most appropriate for you.



Our Guarantees

At LifeCare Residences, we do everything we can to make retirement the best time of our residents' lives. In every way, without exception.

To ensure our high standards are maintained, we don't just build our retirement communities, we manage and operate them as well.

We understand that making a move at this stage of your life is a big step. As an internationally renowned owner and operator of retirement communities, LifeCare Residences is committed to ensuring that buying and living in one of our communities is as easy as possible.

It is important to us at LifeCare Residences that residents live a rich and fulfilling retirement, free from financial worry. We believe the solutions we offer provide for an independent and friendly environment for all our residents to enjoy – both now and in the years ahead.



As leaders in retirement communities our commitment to you goes beyond the terms of the lease.

For this reason, we offer three additional guarantees:

1. Resale Protection

LifeCare Residences guarantees that if we, as sole agent, have been unable to sell your apartment within nine months* of you vacating and putting your home on the market, we will pay you interest on the net sale proceeds from that date until contracts have been exchanged.

3. Fixed Costs

Our fixed service charge and fixed service tariffs (for the majority of optional, extra services) give you certainty over your regular outgoings. We fix the monthly service charge and other key service costs as part of your purchase, which applies for the entire period of your ownership.

2. An End to Service Charges After Nine Months

LifeCare Residences guarantees that if we, as sole agent, have been unable to sell your apartment within nine months* of you vacating and putting your home on the market, we will stop charging you the standard service charges from then on.

*If the apartment is marketed before probate has been granted and this frustrates a transaction resulting in a failure to exchange or complete, or the transaction is unduly delayed by you or any of your representatives, LifeCare Residences reserves the right to stop time from accruing for the purposes of this guarantee.



Our Exceptional Portfolio

LifeCare Residences is an internationally renowned retirement community owner and operator dedicated to creating lifestyles and environments that enrich the lives of our residents. As our name suggests, we are committed to providing high quality living and care options for the lifetime of our residents.



We have two other retirement communities in the United Kingdom: Grove Place in Hampshire and Somerleigh Court in Dorset. Further developments are planned in London.

We also have two retirement communities in New Zealand: Remuera Rise in Auckland, and Waiheke Retirement Village in Auckland's Hauraki Gulf.

New Zealand



Waiheke Retirement Village



Remuera Rise

United Kingdom



Grove Place, Hampshire



Somerleigh Court, Dorset



Battersea Place, London





Become Part of an Exceptional Community

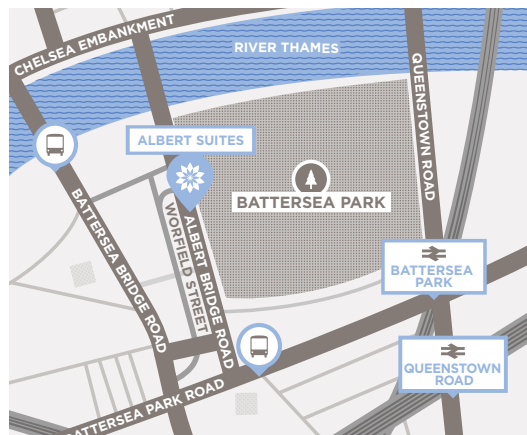
We are a founding member of ARCO (Associated Retirement Community Operators), which promotes retirement communities for older people. ARCO requires its members to adhere to its standards and Compliance Framework. ARCO also raises awareness of retirement communities to the general public, government and other interested parties.



Each retirement community is unique, with lots to offer. So may we offer you a chance to find out about this first-hand, by speaking to our residents? We know they will be more than happy to share their experiences with you, or, just read some of our exceptionally glowing testimonials from residents on our website.

If you're over 65, it's never too early to get in touch with us. Feel free to contact us for any further information you may require. Or simply to make an appointment to visit Battersea Place.

For sales enquiries, please call
+44 (0)20 7924 8642
or visit www.batterseaplace.co.uk



73 Albert Bridge Road,
London SW11 4DS
www.batterseaplace.co.uk



73 Albert Bridge Road,
London SW11 4DS
+44 (0)20 7924 8642

www.batterseaplace.co.uk

November 2020