

## Battersea Place

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*We care about living life.*



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

[www.telegraph.co.uk](http://www.telegraph.co.uk)





## A community created by its residents

Battersea Place is a vibrant community created by its residents, designed by a family-owned company that cares about living. Just steps from Battersea Park, Battersea Place is perfectly placed for the best of London and superbly equipped. With luxury comforts it has the very best facilities for recreation and, should you need it, care.

Simply put, Battersea Place is the ideal home in which to begin a new chapter of your life.





## All the capital has to offer

Walk ten minutes over Albert Bridge to the King's Road and the fine restaurants, bars and boutiques of Chelsea or drive for 15-minutes to the museums of South Kensington or to the glamour and theatres of the West End. Battersea Place residents have the perfect base from which to enjoy all the capital has to offer.





## Closer to home

Battersea Place is a 30-second stroll from the 200 acres of Battersea Park, with its boat house, Grade II listed Pump House Gallery, award-winning café and famous Peace Pagoda. Pass through the park to the newly redeveloped Gilbert Scott masterpiece Battersea Power Station with its fine restaurants and shops, or to one of the local riverside restaurants and bars to enjoy a meal or a drink.

Just to the west, Battersea Square is a great destination for brunch or lunch, with a superb choice of venues with al fresco dining.







## No equal

For luxury, service and effortless ease, Battersea Place has no equal. Widely appreciated by a new generation, Battersea Place is a place to live life 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.

## London's first luxury community

Battersea Place, London's pioneering luxury community, is a truly exceptional place to live. Exquisitely appointed - and 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 community is unsurpassed. Battersea Place offers a level of security and peace of mind few city homes can provide.

With a wide range of quality amenities at your fingertips, 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.



## The first of its kind

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

Battersea Place pioneered luxury retirement communities in London, but it is not a first for LifeCare Residences. We specialise in creating outstanding communities with 24-hour care and emergency assistance, should you require it. Our constant innovation ensures we lead the way in this sector.

# Everything is designed to be the best

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 is 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 ten-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.



Many of our homeowners 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 is 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.

On a separate floor 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.







## A wealth of high-quality services

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 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.

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



## Facilities and amenities

Battersea Place is London's first and finest example of luxury community living. Its five-star amenities make it ideal for living as well as perfect for entertaining friends and family.

With facilities including a chef-led, gourmet restaurant, a choice of exquisite lounges, an indoor swimming pool, a spa and a cinema, Battersea Place allows you to get fully involved in the community with the space to offer the option of privacy.

Our concierge service will take care of everything from taking in deliveries and organising home maintenance to arranging the details of the perfect night out with chauffeur driven cars, restaurant bookings and theatre tickets. And our hairdressing salon and beauty treatment room ensure you needn't travel far for the best in personal pampering.

Our facilities are designed with choice in mind, with the security of easy access to the very best of 24-hour care should it ever be needed. Battersea Place is the very finest in independent, luxury living.

### Full list of exclusive facilities:

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 | Domiciliary care | Podiatry  
Acupuncture | Carpool service | Chauffeur service  
Beauty treatment room | Hairdressing salon  
Nursing home | Housekeeping | Laundry

## Vibrant and caring

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. You can be a part of a vibrant and caring community while 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 London's hotspots 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.



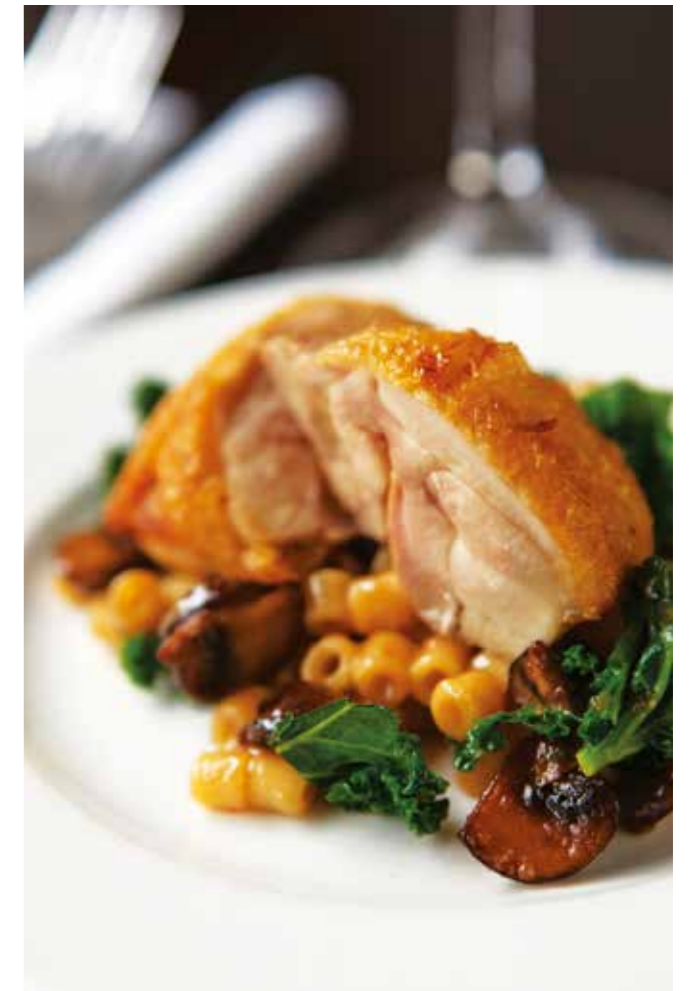
# Room service, gourmet dining and everything in between

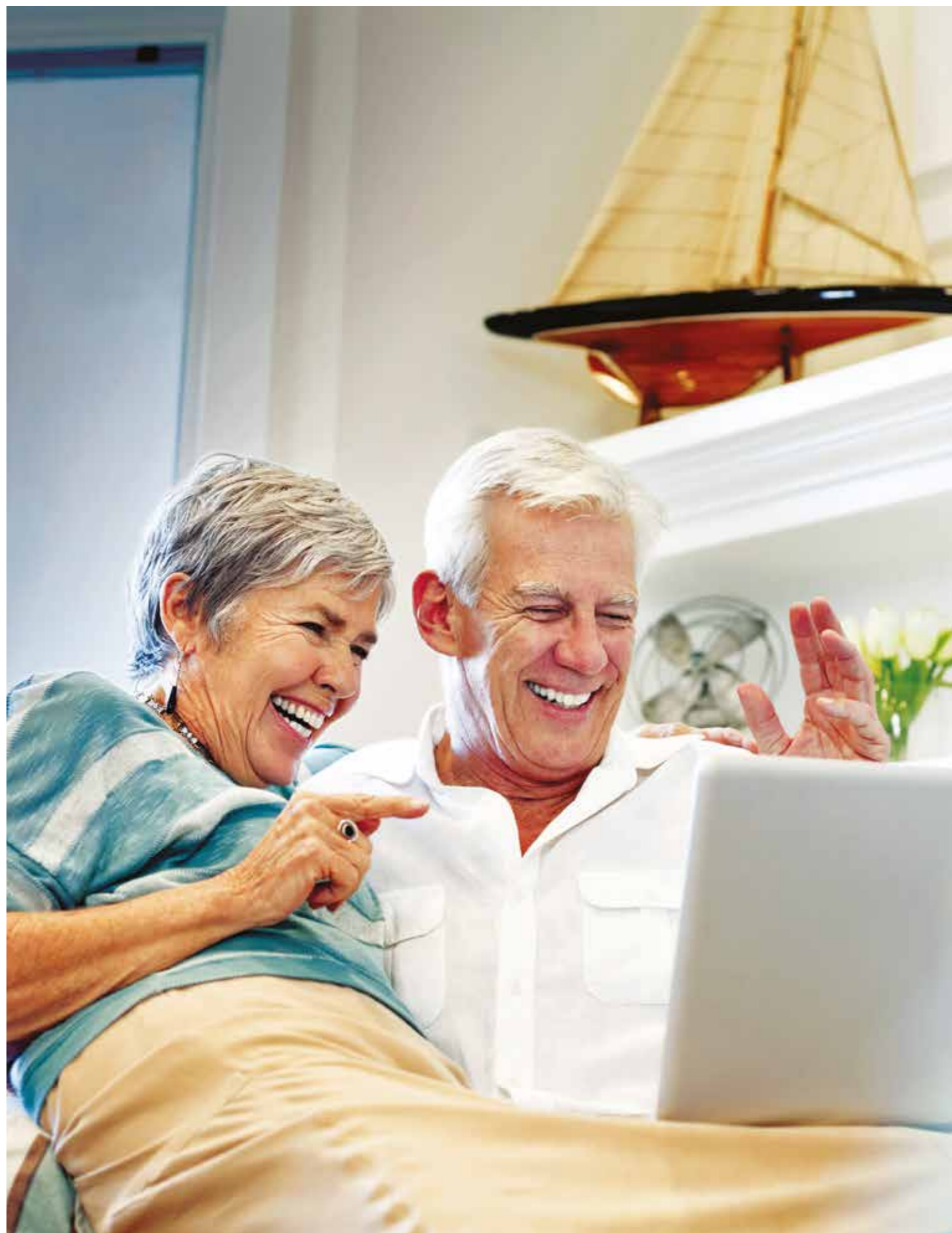


At Battersea Place you can enjoy room service, gourmet dining and everything in between. In the private dining room, the chef brigade creates exquisite menus from the freshest seasonal ingredients. In the Parkside Bar, a more informal atmosphere accompanies light snacks and drinks from a selection that includes the best British craft beers.

For special occasions, menus can be designed just for you and accompanied by selections from a wine list that hosts the very finest, and for everyday eating, the room service menu provides snacks, hot and cold drinks, and a great selection of hot meals.

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





# 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."*

**Battersea Place 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 Fixed 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 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
- ✿ 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 24 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.

## 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.

## 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.

## 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.

\*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.

Our parent company also operates retirement communities in New Zealand.

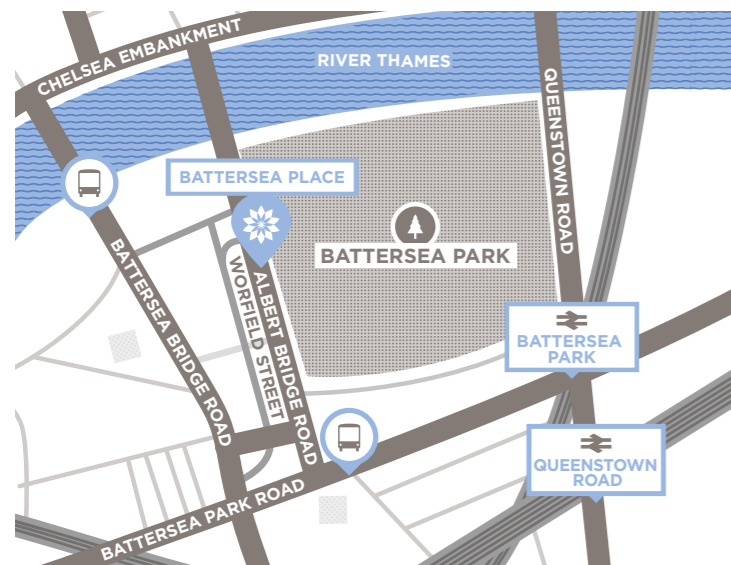


# Become part of an exceptional community

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. Alternatively, you can find testimonials from residents on our website.

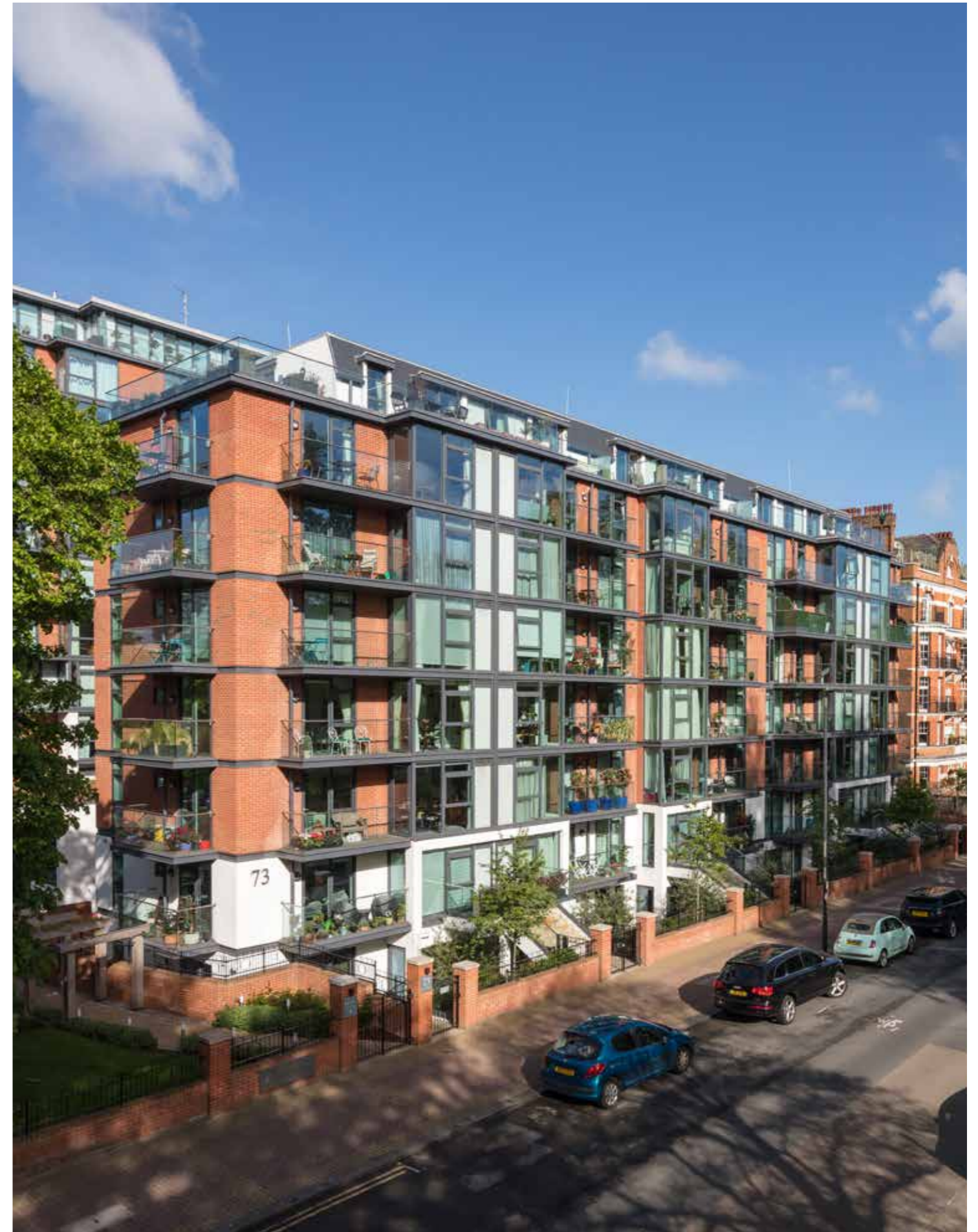
If you're over 65, it's never too early to get in touch with us. Feel free to contact us for any further information you may require. Or simply to make an appointment to visit Battersea Place.



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

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Registered Address: Battersea Place Retirement Village Limited, 15 Savile Row, London W1S 3PJ  
Registered in England and Wales (No. 07545666)





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**August 2022**