

HEATHBOURNE GREEN

Bushey, Hertsmere

Vision & Values of Heathbourne Green

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TRULOCOM



The Challenge in Hertsmere

The Housing Crisis

Hertsmere's population is continuing to grow; as of 2021, circa 43,000 households were living in the borough, an increase of 2,900 from 2011¹. By 2043, there will be c.46,100 households².

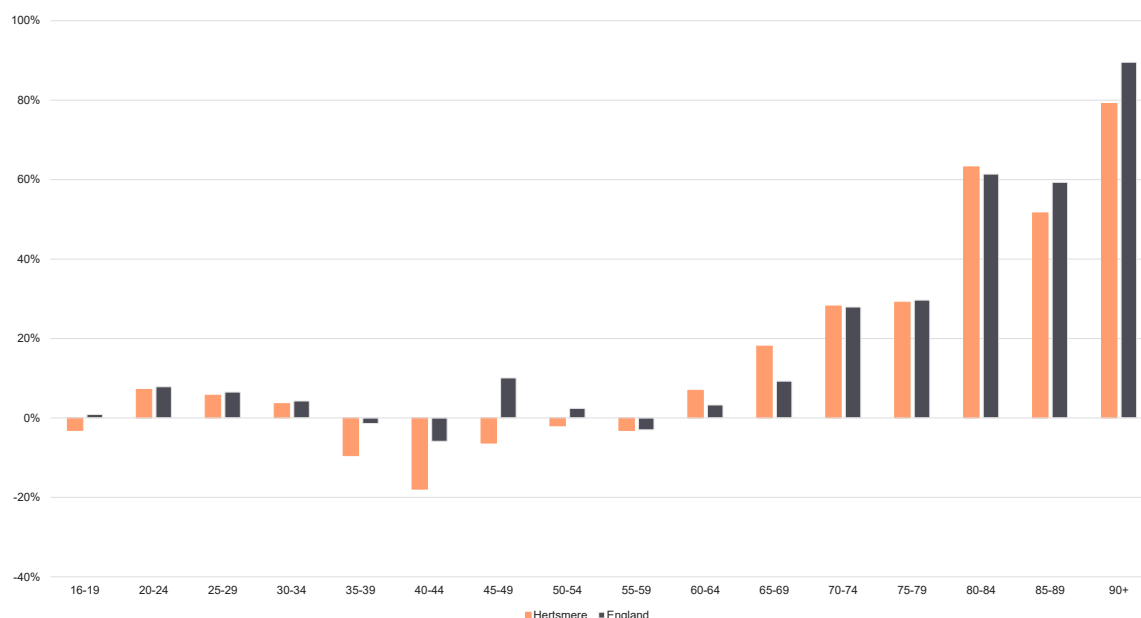
Over 700 homes per annum are needed (in the right locations, and the right type and tenure) to meet the existing and future needs of Hertsmere households³. Based on housing delivery trends to date, a substantial step change in delivery is required to meet up-to-date targets and provide enough good quality housing for local people.

Age-appropriate housing

It is not just the scale of growth, but the nature of that growth which is important. The forecasts show that the working age population of the borough is due to fall over coming decades. However, the size of Hertsmere's older population is expected to double between 2020 and 2036, by which point there will be c.40,000 people aged 60 and above living in the borough⁴.

With a rapidly ageing population comes associated challenges: by 2036 there will be at least an additional 906 people living with dementia in Hertsmere⁵. By 2040 there will be c. 9,000 older people living alone (+2,200 from 2023), and over 8,000 over 65s will need help with domestic tasks and/or self-care activities (+c.2,000)⁶.

Figure 1: Projected Population Change (%) 2023 - 2043



Where and how people live is fundamental to ensuring that they can remain healthy, active and independent in later life; as people age, they spend a higher proportion of their time at home. However, the country's existing housing stock is not suitable for our ageing population (less than 10% of homes meet basic accessibility standards) and there is a troubling lack of supply of purpose-built age-appropriate housing in the UK. Millions of older people are living in homes that

¹ 2021 Census

² ONS 2018 Household Projections

³ Strategic Housing Market Assessment (2018), SW Herts Local Housing Needs Assessment (2020)

⁴ SW Herts Local Housing Needs Assessment (2020)

⁵ SW Herts Local Housing Needs Assessment (2020)

⁶ Projecting Older People Population system (POPPI)

are unsuitable for their needs and are increasingly isolated, putting their physical and mental health (and quality of life) at risk. This is also causing escalating costs to the NHS and local authorities which could be avoided if we had the right housing.

In the absence of innovative and attractive alternative options, older households continue to under occupy their long-term family homes that are bigger than they need; 8,730 households aged over 65 have two or more spare bedrooms in Hertsmere⁷, whilst younger families are struggling to find family housing they can afford, often leaving the area as a result. Local and central government now recognise the importance of delivering housing more suitable for older people. However, the scale of the existing shortfall means the market is still far behind and cannot keep up with demand; across the UK there is an estimated shortfall of more than 487,000 senior living homes⁸.

In Hertsmere, there is an assessed need for a minimum of c.2,600 age-appropriate homes by 2040⁹, and analysis of Census data reveals there are at least 12,000 households in the borough who could benefit from age-appropriate housing.

The prospect of this shortfall being met within the short to medium term is almost nil¹⁰. To not build enough of the right housing is to put the physical and mental health of Hertsmere's older population at risk, and only serves to add more pressure on public sector care and the NHS. The need for a true driving force is becoming more and more imperative if Hertsmere's population is to have the opportunity to age well. The lack of supply is not the only challenge, however: there are important nuances to consider. Whilst many older people would like to 'rightsize'¹¹ to a suitable home, physical, financial and emotional aspects often prevent or delay a move. Others are unaware of the benefits of age-appropriate housing, or do not consider themselves to be at that stage in life. What is clear is that greater choice and innovation is needed; it is far from a case of 'one size fits all'.

Many later living schemes that are being built today are falling short of the mark; lacking the innovation to create the 'pull' factor to inspire a move amongst 'younger' older people; instead they can be perceived as institutional and separated rather than integrated with communities. We need to change the perception of older persons housing by bridging the gap that exists with 'mainstream' housing. Creating innovative, aspirational and attractive intergenerational communities is essential to challenging preconceptions and redefining age-appropriate housing in the UK.

"Older people are living longer and remaining in their family homes for longer. Those homes are becoming increasingly under-occupied as children leave. Some say the answer is to build more, but the pace of change required is beyond the reach of the building industry. If enough homes were being built, prices would fall – but they are not. Extrapolating these trends leads to some uncomfortable conclusions. Younger generations will struggle to own their own homes, with a knock-on effect on starting families. The social care system will struggle to find enough workers to deliver care to a widely dispersed older population. Keeping old people in hospital is not an option since it blocks beds and increases waiting lists."

(Mayhew Review)

⁷ 2021 Census

⁸ UK senior living shortage reveals scale of housing crisis, BNPP, 10th October 2023, <https://www.realestate.bnpparibas.co.uk/uk-senior-living-shortage-reveals-scale-housing-crisis>

⁹ Based on the Housing in Later Life (2012) prevalence rates which have been supported at appeal and local plan examination. See the Supporting Statement p.[23] for further detail.

¹⁰ As of February 2024, two applications for a total of 256 units are currently being determined. A 150-unit scheme has submitted a Screening Opinion Request.

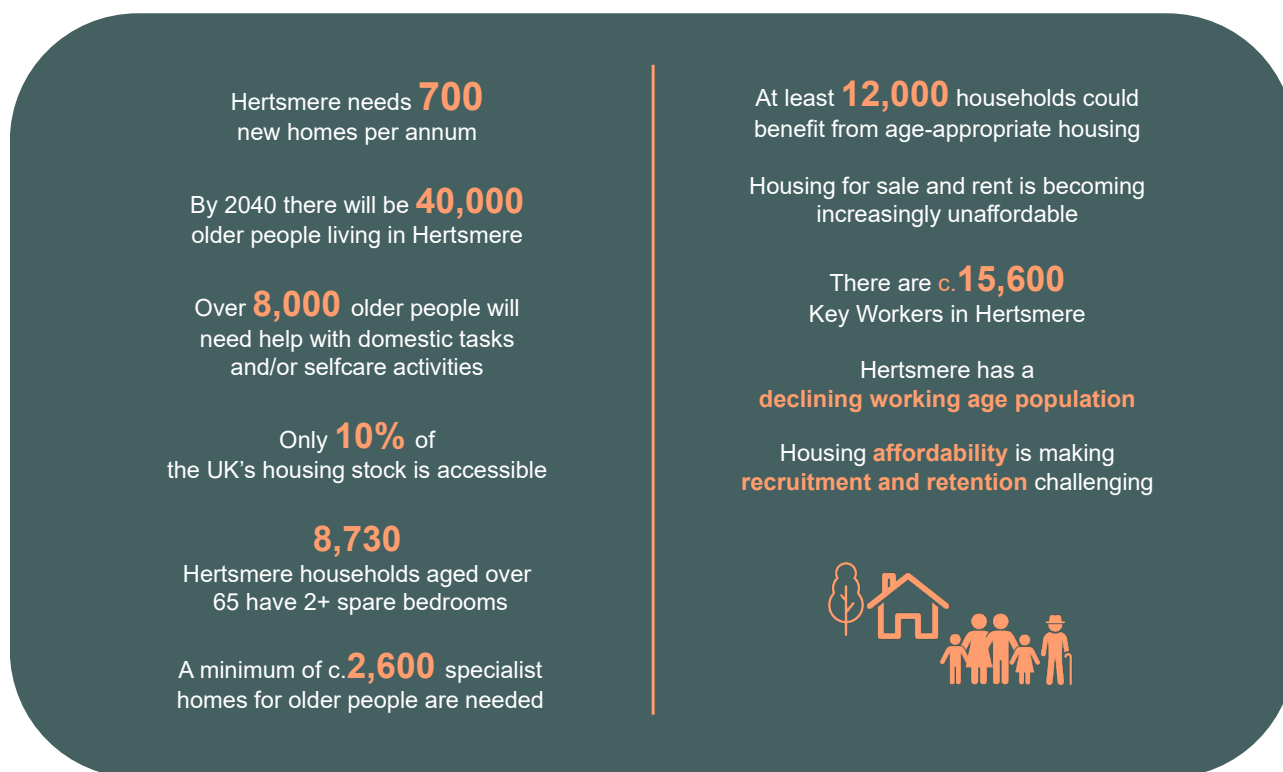
¹¹ The use of the term rightsizing, rather than downsizing is important to note. The move that Heathbourne Green seeks to inspire is about suitability of home, rather than size.

Working Households

Whilst the pensionable age population is growing, the number of working age households, in particular families, living in Hertsmere is expected to fall. A contributing factor is the shortage of housing locally¹², in part caused by the under occupation of homes by older households which is linked to worsening affordability pressures (in the ten years to March 2023, the average house price in Hertsmere grew by 90%¹³). There is also a severe shortage of affordable rental homes; coupled with rising demand, pressures will only worsen in the short-term due to the current economic environment. Amongst the people hardest hit are key workers who span a number of sectors providing essential services, including: teachers, doctors, nurses, midwives, paramedics, social workers, care workers, and other frontline health, protective, educational and social care staff.

The Covid-19 pandemic brought to light the importance of these key workers – of which there are over 15,600 in Hertsmere – who play a fundamental role in the running of essential services. Engagement with local key worker employers revealed that housing affordability is a major concern for low-income employees. Unable to realistically afford market housing themselves, many key workers will already be on, or would be eligible to join the social housing waiting list. However, many will never be offered a home as very few become available each year and very few are being built¹⁴. As a result, recruitment has, and continues to, become more challenging, and the health and social care sectors in particular are subject to severe staff shortages. This affects the ability to provide high quality services in Hertsmere, to the detriment of local people. Housing, wellbeing and community therefore needs to be everyone's business. An alternative, creative solution is imperative to sustain and improve service delivery in the borough and outcomes for Hertsmere residents.

Figure 2: Housing needs summary



¹² Hertsmere Core Strategy (2013), p. 28

¹³ ONS HPSSA Dataset 9 (September 2023)

¹⁴ The 2020 SW Herts LHNA concluded a need for 503 affordable homes per annum in Hertsmere. In the last three years a combined total of 123 affordable homes have been delivered, leaving a shortfall of 1,386 homes.

Healthcare

Health and social care sectors are notoriously under-resourced across the country. The rapidly ageing population only serves to compound the problem. The need for new health care spans different types of provision, including:

- **Primary healthcare:** across the NHS, there is an urgent need to support improvements in efficiency, staff retention and wellbeing, reduce costs, and improve outcomes. Hertsmere is no different – the existing infrastructure is not fit for purpose; practices located in Bushey Heath are operating beyond capacity and are unable to absorb any growth in the area¹⁵. The provision of GP services is essential to relieve existing pressures and serve further growth in the area.
- **Palliative care:** there is a significant increase projected in the number of people that require palliative / end of life care over the next 20 years¹⁶. Future priorities for the sector include investing in primary care and community and palliative care services, to ensure that high quality and equitable care is provided at the end of life¹⁷, but Hertsmere currently does not have a hospice nor a dedicated palliative care service.
- **Diagnostics:** there is strong demand locally for diagnostics and post-acute rehabilitation services driven by demographics and shortages of existing supply – local wait times are rising faster than average. Prompt diagnosis can save lives, and save time and money.
- **Social Prescribing:** too many people who go to see their GP are troubled by things that cannot be cured by medical treatment. GPs spend significant amounts of time dealing with the effects of poor housing, debt, stress and loneliness. Social Prescribing is an approach that connects people to activities, groups, and services to meet the practical, social and emotional needs that affect their health and wellbeing. In the context of already stretched services, proper and more efficient use of health and social care resources via Social Prescribing is vital.

Non-residential uses

Enjoyment of retail and leisure facilities is of great importance for both the local economy and enhancing the vibrancy and sustainability of communities¹⁸. Local high streets provide the immediate community with their basic needs, but there are gaps in existing provision and much of the large pool of potential expenditure leaks further afield where there is a more diverse offering. Trulocom understand that people are increasingly seeking an 'experiential' retail and leisure offer – places to enjoy, to relax or to be active. Set against the context of an ageing society where social isolation is a crucial issue (and for which social prescribing is key), providing that experience is of great significance and importance. There is therefore a need for a purpose-built neighbourhood that is designed to meet the needs of residents and the wider community, is set in the right location, and complements (rather than competes with) the existing centres and services.

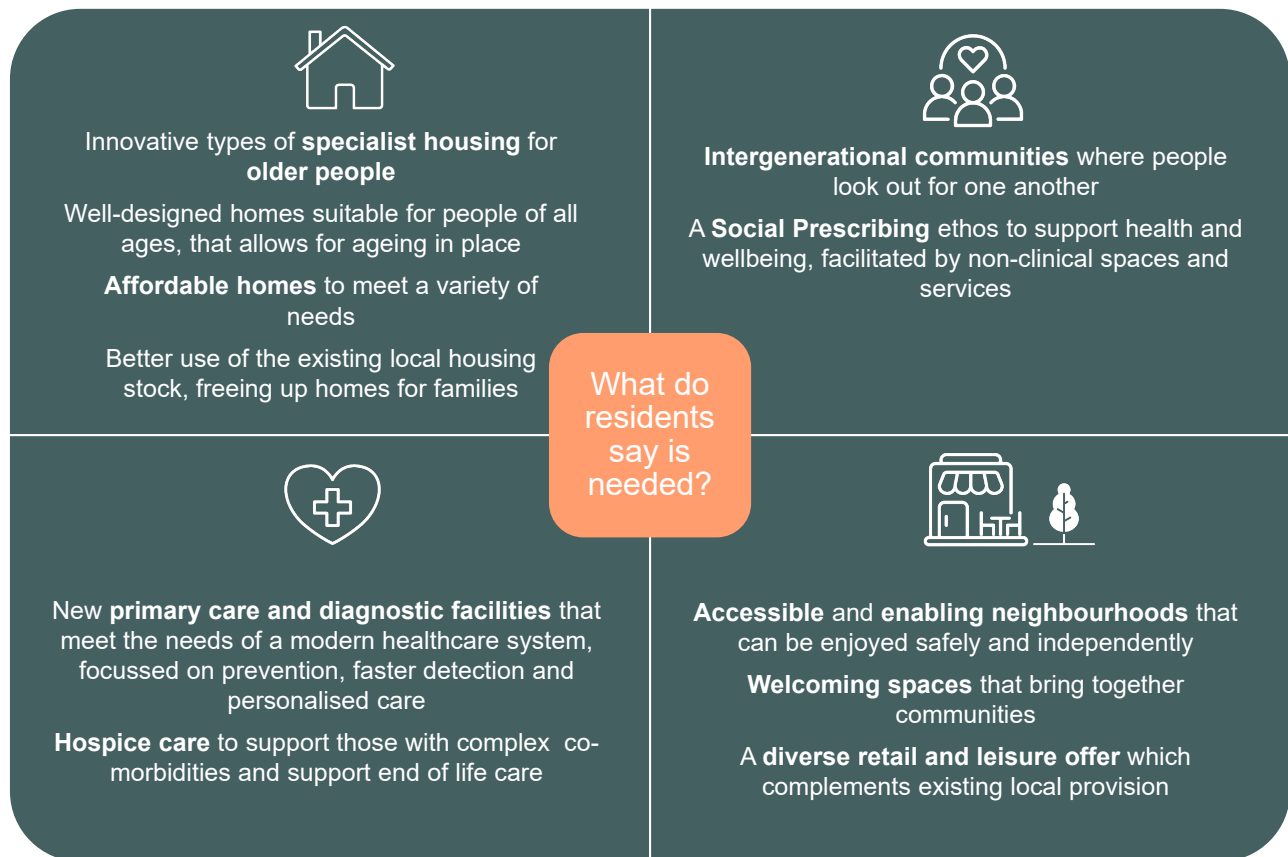
¹⁵ Hertsmere Borough Council (2021) Infrastructure Delivery Plan. Part 2: Infrastructure Schedule page 35

¹⁶ Hospice UK, May 2022. 'Written evidence submitted by Hospice UK (EPW003) [online] Available at: <https://committees.parliament.uk/writtenevidence/108604/pdf/>

¹⁷ Marie Curie (2022). 'The Better End of Life Report 2022'. [online] Available at: <https://www.mariecurie.org.uk/policy/better-end-of-life-2022>

¹⁸ NPPF (2023), Chapter 8: promoting healthy and safe communities.

Figure 3: What do residents say is needed?



“Older age is becoming increasingly geographically concentrated in England, and services to prevent disease, treat disease and provide infrastructure need to plan on that basis. This should be seen as a national problem and resources should be directed towards areas of greatest need, which include peripheral, rural and coastal regions of the country. The NHS, social care, central and local government must start planning more systematically on the basis of where the population will age in the future, rather than where demand was 10 years ago.”

Whitty, C (2023) Chief Medical Officer's Annual Report 2023. Health in an Ageing Society.



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The Vision for Heathbourne Green

Heathbourne Green strives to set a new benchmark for the future of healthy ageing and living in the UK. Trulocom are working to create an exemplar age-friendly inclusive community through housing and placemaking that is aspirational and innovative, that meets the needs of a diverse ageing population through different levels of activity and care, and adds to the quality of life by reducing dependency on healthcare and social services through Social Prescribing.

Trulocom is part of TLC Group, an award-winning care home operator and developer. With years of experience in delivering high-quality care services, they understand the unique needs and aspirations of an ageing population more than most. Trulocom has learned from national and international best practice and commissioned new research from the country's leading institutions¹⁹ in the ageing and inclusive design sector to create much-needed innovative homes and an organic intergenerational community that supports healthy ageing. The proposals have also undergone extensive design critique review processes, assessed against national design codes and dementia design standards. This knowledge has formed the basis for the evolution of the Heathbourne Green vision and its pioneering design-led approach. There has been no blueprint or precedent that combines the lessons learnt, until now.

Heathbourne Green responds to both the local challenges that have been identified and also to the increasing recognition that:

- Older people are not a single homogenous group and, as people age, they do not want to live exclusively with other older people;
- Health outcomes, longevity and the quality of life are all enhanced by living in an active, thriving community, supported by but not reliant on traditional health care;
- Placemaking and design are critically important if older people are to be encouraged to downsize or 'rightsize' into suitable housing and free up established family housing which will become increasingly unsuitable and isolating for them as they age; and
- High quality service delivery is dependent on successful recruitment and retention of keyworkers, for which the affordability and availability of local housing plays an important role.

This understanding provides the prescription for a high quality, mixed-use sustainable development which can develop organically as an intergenerational community that looks out for one another and promotes healthy living and wellbeing. The development proposals for Heathbourne Green are underpinned by four pillars, which guide all aspects of the development:

- **Health:** providing accessible opportunities for preventative health management and high-quality medical facilities;
- **Wellness:** providing a range of opportunities for wellbeing focussed leisure and recreational activities;
- **Lifestyle:** providing opportunities for social connection and learning; and
- **Enterprise:** ensuring deliverability by supporting small businesses and social enterprise, and creating job opportunities.

¹⁹ Including Oxford Ageing, the Royal College of Art, and University of Stirling Dementia Service Centre

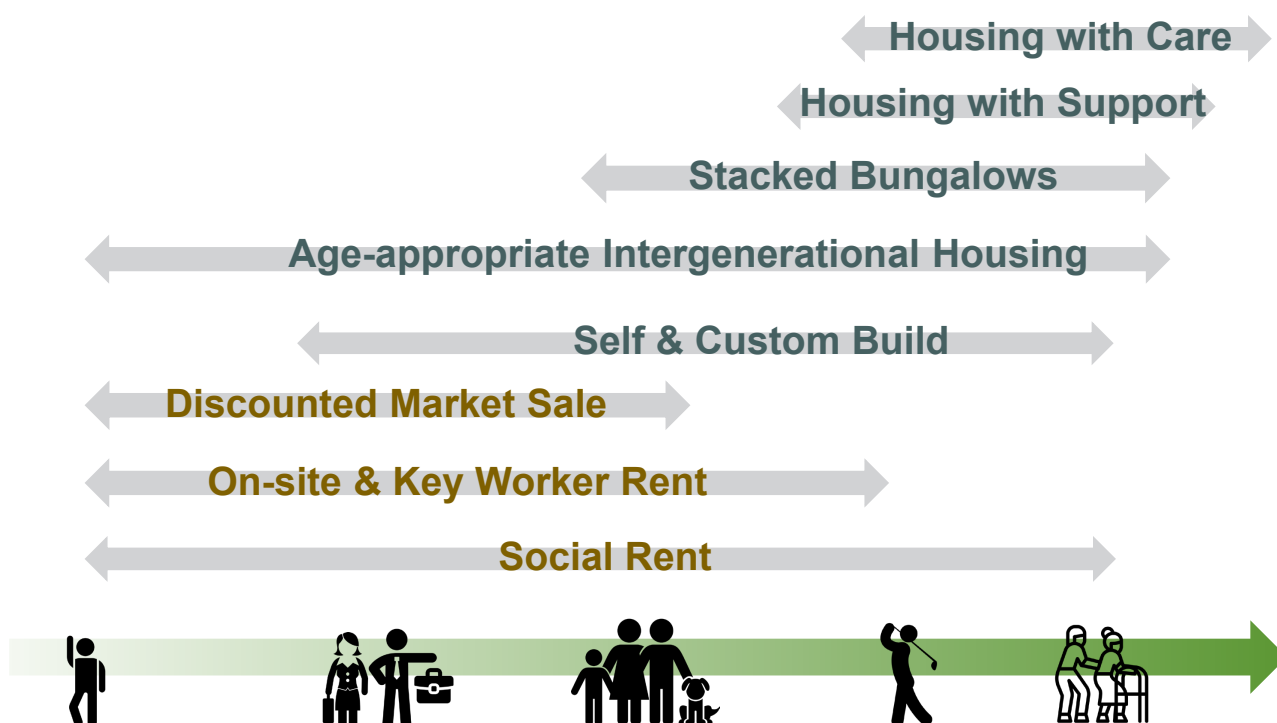
Homes at Heathbourne Green

Underpinning the vision for Heathbourne Green is Trulocom's ambition to introduce a new and innovative intergenerational housing offer that is tailored towards our diverse ageing population but also designed for people of all ages and walks of life. There should be no 'one size fits all' when it comes to age-appropriate housing; Heathbourne Green will widen and diversify the choice of housing locally for older people, empowering them and their families to 'age in place' in mainstream housing or right-size at the right time, develop new models of community-led housing and stimulate new supply of homes and communities that support healthy ageing.

Up to 1,300 homes are proposed, comprising an unprecedented range of types and tenures, structured to meet the diverse mix of housing needs identified in Hertsmere. Circa 70% of homes are specifically designed to be suitable for occupation by people who are older, those who require care and support or a more accessible home, or households who are under occupying their homes in the local area. The remaining types and tenures will make meaningful contributions to improving the housing options that are available and affordable to working age households, including key workers.

Heathbourne Green offers meaningful choice in a way no others do. The figure below illustrates the breadth of tenures proposed at Heathbourne Green, catering to people of all ages and walks of life²⁰. Each tenure is integral to the vision of a sustainable, intergenerational community which can be economically viable and deliver high quality local services into the long term.

Figure 4: Tenures at Heathbourne Green



²⁰ This should be read in conjunction with the Heathbourne Green Vision Supporting Statement, the Development Specification, and the Design and Access Statement, which provide detailed insight into the design of the proposed house types that supports the summary below.

Older persons housing is not a case of 'one size fits all'. The different home types have been specifically and thoughtfully curated to offer greater choice to older households with different needs/preferences in a way that no other scheme ever has, which is what sets Heathbourne Green apart from traditional older persons housing. Heathbourne Green will redefine older persons housing, blurring the boundaries and bridging the gap between so-called 'mainstream housing' and 'retirement living'. It is designed to appeal to a much wider cohort than traditional older persons housing and create that 'pull factor' that traditional schemes are lacking, and promote age-appropriate housing and inclusive placemaking in a new and positive way.

Trulocom understands the importance of providing homes for everyone and is committed to delivering quality affordable housing. A minimum of 40% of homes (excluding private C2)²¹ will be affordable, spanning three different tenures to best meet the needs of households with a range of incomes and support needs that have been identified in Hertsmere²².

Recognising the vital contribution to local services and the economy made by key workers and the housing challenges they face – and in particular those working in the health and social care sectors – c.300 affordable homes will be for local and on-site key workers. The provision of dedicated affordable housing for workers and their families, with rents aligned to local incomes, will not only improve quality of life and mental health and wellbeing for tenants, but also support the provision of high-quality services across the borough and at Heathbourne Green.

To address the shortage of quality housing to rent or buy for young professionals and families, there are Age-appropriate Intergenerational homes (to buy and to rent) and Discounted Market Sale homes, helping to add vibrancy and diversity to the Heathbourne Green community, and supporting households to remain living within Hertsmere.

The Social Rent homes will be provided as Housing with Support for households in priority groups with specific needs that have been identified in the borough, which can make a meaningful difference to the quality of life for people who require support in day-to-day life and reduce pressure on public or charitable resources.

Together, the proposed mix of tenures will support people of all ages and walks of life: from young professionals buying their first home who want to be a part of a supportive community, to key workers who can afford to rent a place of their own that they can be proud of, to a newly semi-retired couple with newfound time on their hands, looking for new interests and a vibrant community to call 'home'. The figure overleas provides an overview of the proposed tenures.



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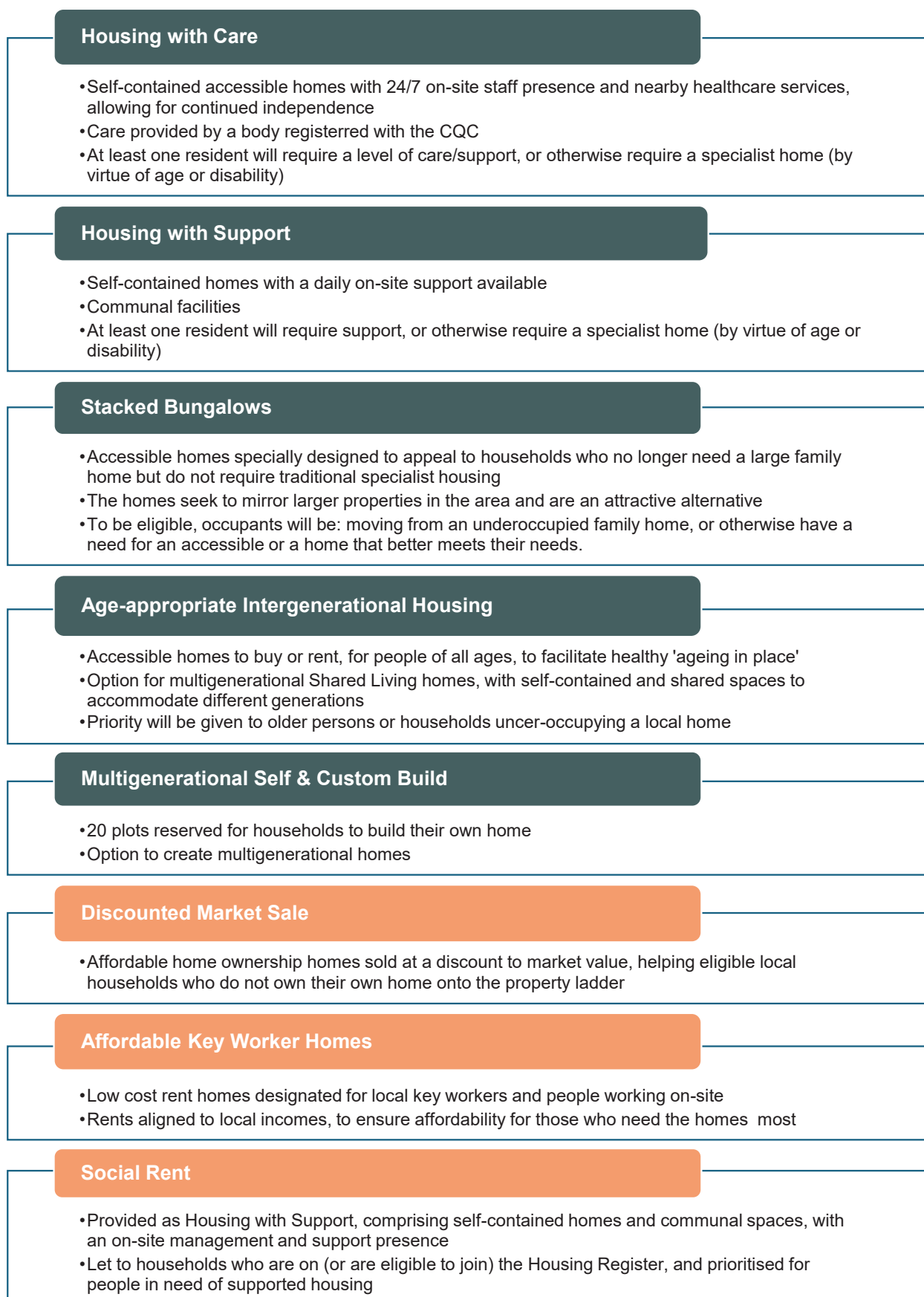


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²¹ 36% of total units will be affordable housing. 205 private homes (comprising Housing with Care and Housing with Support) are assumed to fall within the C2 use class. The debate surrounding use class definition continues to evolve and the distinction between C3 and C2 is not yet clearly defined. The assumption used here seeks to reflect the trajectory of industry thinking.

²² For supporting evidence, see the Heathbourne Green Vision Supporting Statement.

Figure 5: Heathbourne Tenure Summary



Benefits of the Proposed Housing

The role of specialist housing for older people and the positive knock-on effects for local authorities and communities is now very well supported by extensive research. Heathbourne Green not only realises all these benefits but offers much more as an intergenerational community with its innovative and diverse mix of housing on offer.

A summary of the key benefits of the homes provided at Heathbourne Green is set out below:

- **Improved outcomes for residents** – accessible homes that are suitable for people of all ages, embedded within a wider active and diverse community contributing to better physical health and mental wellbeing, and quality of life, for residents.
- **Reduced pressure on public resources** – by promoting independence within safe environments, providing appropriate support, and reducing the reliance on more costly care options, age-appropriate housing will contribute to savings in public spending by the NHS, Hertsmere and Hertfordshire authorities²³.
- **Freeing up of family housing** – the provision of c.800 homes intended for occupation by older people at Heathbourne Green could generate c.1,600 additional transactions in the local housing market²⁴, helping to free up housing for families and first-time buyers as well as easing pressure on house prices²⁵. Approximately one third of these homes would be suitable for first time buyers and two thirds would be family homes.
- **Improved quality of local service delivery** – affordable homes for key workers, including on-site health and social care workers, not only addresses the immediate housing needs of essential personnel but also has knock-on benefits for delivery of services resulting from improved talent attraction / retention, enhanced productivity and reduced costs of temporary staffing.
- **Improved choice and affordability of housing** – the c.1,300 homes proposed will be a significant contribution to housing delivery in Hertsmere and indirectly contribute to easing of upwards affordability pressures in the wider local market.



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²³ The full financial benefits of a fully supportive and stimulating environment, with social prescribing at its core are unknown, because there is no fully developed example. Research, however, points to experience in Frome in Somerset, which has a well-developed social prescribing network, led from a central health centre. There it is reported that NHS costs fell by 21% over a 6-year period, during which equivalent costs rose by 20% in the rest of the county.

²⁴ Research has shown that each purchase of a newly built age-appropriate unit generates on average two additional transactions in the secondary market, and roughly every two in three built releases a home suitable for families. (The Chain Reaction: the positive impact of specialist retirement housing on the generational divide and first-time buyers, August 2020, Homes for Later Living)

²⁵ Too Little, Too Late? Mayhew, 2015

Healthcare Infrastructure

The provision at Heathbourne Green will be rooted in exemplary Primary Care, with integrated public, private, charitable, and social enterprises physically and operationally working together to support and enhance wellness and wellbeing.

Heathbourne Green will enable Hertsmere Borough Council, Hertfordshire County Council, and their NHS partners to align housing delivery, care, and health priorities for the local ageing population in a way that typical housebuilding does not.

There will be a new health and wellness hub with GP services, post-surgery rehabilitation, and diagnostics which aims to ease the burden on existing health spaces in the borough. The health hub proposes to take a whole health approach promoting wellness, improving health outcomes, reducing health care costs, and enhancing patient and care givers' experience. To support the current local healthcare infrastructure, Heathbourne Green will provide Hertsmere's first hospice offering palliative care services, in addition to high street healthcare facilities.

Placemaking, Retail, Leisure, and Community Provision

Placemaking and non-residential uses at Heathbourne Green have been no exception in redefining later living and its place in the wider community, as well as meeting the existing needs of the wider Hertsmere area. Heathbourne Green seeks to create an attractive landscape, carefully shaped to create universal appeal for all generations and bring people together in a natural environment in purposeful ways, promoting shared activities and social connections.

Cafes and restaurants, well-stocked convenience stores, and friendly, flexible services will sit around a convivial Market Square, part-protected from the elements and designed for social interaction all year round. The Great Lawn and Winter Garden will play host to a calendar of events at which all will be welcome. With no physical, social, or economic barriers to entry, these activities will celebrate and share the interests, skills and knowledge of a generation gained over a lifetime, with friends, family, and Hertsmere neighbours.

Supporting local enterprise and economic productivity will be one of the linchpins at Heathbourne Green. Heathbourne Green's Enterprise Hub will be a home for SW Herts' small businesses and entrepreneurial population serving social prescribing objectives, while also contributing to the daytime ambience on street level, with workers shopping and dining on site.



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The community offer, known as the Humanitarian Hub, will be a unique concept; a place to go for physical and mental health remedy, made up of a collection of NGOs, social enterprises and charities working together to foster a sense of belonging, facilitating communication, and providing resources and services that meet the needs and interests of Hertsmere's residents. This welcoming ecosystem will offer multiple free or affordable opportunities for residents and locals to be helped or to get involved.

The provision of opportunities for lifelong learning and development to ensure people age well – both physically and mentally – is of great importance to Trulocom. A dedicated accessible state of the art space, co-designed with local learning and development providers, will be home to tailored training and education programmes. Prioritised for those in the health, social care and community sectors and those most in need of support, the space will: support employment opportunities for older people; improve social mobility and reduce social exclusion; and extract true value from intergenerational interactions.

A key part of the vision is to create a connected accessible community; mobility is at the heart of the development to achieve just this. On-site and off-site pedestrian and cycling enhancements are proposed to promote healthy movement within Heathbourne Green but also to connect with the wider neighbourhood of Bushey, creating safe walking, cycling and wheeling routes.

Heathbourne Green is also conscious of the needs and wants of its multi-cultural community; different lifestyles are catered for with an environment that is a thoughtful balance between public and private spaces. There will be beautiful places of worship, waterside gardens for calm and contemplation, car-free pathways for cycling and walking, peaceful spots for sitting and talking, and facilities for a myriad of making, doing, learning and growing pastimes.

Social Prescribing

Trulocom believes Social Prescribing is key to tackling life's challenges – which are only increasing in severity – and creating a healthy and sustainable community. Based on guiding principles provided by the National Academy for Social Prescribing, the retail, leisure, and community aspects have been thoughtfully designed to provide a community ecosystem which enhances the quality of life for those living in and around Heathbourne Green.

As an example, the Humanitarian Hub will be the heart of Heathbourne Green, bringing different cultures, ages and abilities together in one place. Talking benches, the integrated health and wellbeing hub, using green space for community food production, and areas of landscape dedicated to biodiversity all contribute to the social prescribing design at Heathbourne Green. The Shed which is part of the Humanitarian Hub, will be a workshop which will facilitate practical interests, making and mending in a sociable atmosphere to support the local community whilst simultaneously combatting isolation and loneliness by building friendships and opening up about hard to talk about topics.

The aim is to improve overall health outcomes by addressing the root causes of health issues and promoting a holistic approach to well-being; prevention is better than a cure. By connecting individuals with supportive community resources, social prescribing seeks to enhance social connections, reduce isolation, and empower individuals to take an active role in managing their health.

The figure overleaf illustrates how the healthcare and non-residential offer aligns to the Heathbourne Green vision.

Figure 6: The Heathbourne Green Pillars

Housing with Care

Objectives

- On-site primary care and integrated aftercare
- Fitness activities for a healthy lifestyle
- Prevention before treatment

Provision

- Integrated primary, private and community care underpinned by social prescribing
- High street health including dentist, pharmacy and optician
- Complementary therapy including acupuncture, osteopathy & Chinese herbal providing alternative interventions to better health
- Post Surgery Rehab including hydrotherapy pool supporting patients journey back to independence
- Outpatient diagnostics centre improving accessibility to these services in the local area
- Focus on wellness in relation to gut health, neurodiversity and mental health
- Hertsmere's first Hospice, providing high-quality palliative care service

Lifestyle

Objectives

- Enhancing access to nature
- A diverse mix of uses to support culture and foster social interaction
- A benefit to the wider community

Provision

- Cookery School promoting learning new skills across all ages within the community
- Nursery catering for key workers on site and contributing to intergenerational interactions
- Clubhouse & Screening Room combating loneliness by bringing residents and visitors together
- Visitor rooms providing short and medium stays for HBG visitors and local businesses
- Food and beverage spots to service a multicultural community and healthy plant-based eating
- Flexible community event space fostering togetherness and collaboration
- Village stores including florist, post office, bookshop, charity and pet store delivering a 15 -minute neighbourhood whilst supporting local community enterprise

Wellness

Objectives

- Support faith and spirituality
- Integrate social prescribing
- Stimulating recreational options

Provision

- Fitness Centre, Exercise Studios & Swimming Facilities supporting a healthy ageing population
- Hair & Nail Salon catering for the local needs of residents
- Spa facilities encouraging wellness and mindful moments
- Global General Store providing fresh produce and everyday provisions to residents
- Coaching and therapy services focused on positive wellbeing-outcomes
- Places of worship

Enterprise

Objectives

- Long-term resilience and self-sufficiency
- Lifelong training and learning
- Encourage useful activity into later life

Provision

- Serviced office spaces supporting growing organisations in the area
- Meeting, workshop & training space encouraging an ageing population back into the workplace supporting longevity and reducing loneliness
- Ground floor coffee counter encouraging informal connections away from the desk
- Make, Do & Sell Studios providing flexible and affordable workspace supporting the highly entrepreneurial local population
- On site food production through local enterprise partnerships supporting the local economy

Delivery, Governance and Stewardship

Trulocom has carefully developed the scheme proposals to ensure that they are viable and deliverable, offering certainty that the wide-ranging benefits will be delivered. The site is under single control. Extensive technical studies have been completed to ensure all risks are understood and mitigated. The project team includes leading residential agents Knight Frank, and commercial experts Churchill and Partners who have helped shape the offer to meet current and future market demand. Trulocom is committed to high quality, inclusive, long-term maintenance and stewardship at Heathbourne Green. This means forming partnerships with local organisations and the community (many of which have already commenced and are highlighted in the wider application documents), establishing a governance structure that secures long term resident involvement, allowing land to be held for the benefit of the community, and for contributions to be guaranteed for long-term management purposes. All of this has also been planned taking account of stretched local authority budgets, ensuring that the new community has a positive rather than negative effect on public resources.

Overall, the approach to delivery, governance and stewardship ensures that Heathbourne Green's innovative new blueprint is founded on sound economics and can flourish over time.

Conclusion

Trulocom understand the unique needs and aspirations of an ageing population more than most, having learned from best practice and new research in the ageing and inclusive design sector. This knowledge has formed the basis the pioneering design-led and place-based approach, designed around the interdependent pillars of:

- **Health:** providing accessible opportunities for preventative health management and high-quality medical facilities;
- **Wellness:** providing a range of opportunities for wellbeing focussed leisure and recreational activities;
- **Lifestyle:** providing opportunities for social connection and learning; and
- **Enterprise:** ensuring deliverability by supporting small businesses and social enterprise, and creating job opportunities.

Heathbourne Green strives to set a new benchmark for the future of healthy ageing and living in the UK by creating an exemplar age-friendly inclusive community through housing and placemaking that is aspirational and innovative, that meets the needs of a diverse ageing population through different levels of activity and care, and adds to the quality of life by reducing dependency on healthcare and social services through Social Prescribing. There has been no blueprint or precedent for such a place, until now.



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What will Heathbourne Green deliver?



An organic intergenerational community where everyone looks out for one another and much needed age-friendly homes that offer greater choice to older households, designed to specifically support “rightsizing” of people into homes suitable for their needs and exemplary in terms of services, quality and support, resulting in improved quality of life for residents including enhanced physical and psychological wellbeing.



Affordable homes for: i) key workers, supporting local recruitment and retention and improving the efficiency and quality of essential service delivery; ii) households struggling to buy their own home; and iii) households who are on (or are eligible for) the Housing Waiting List.



Reduced pressure on critically stretched healthcare and social services in Hertsmere by directly combating loneliness and isolation with an integrated Health Hub showcasing best practice in social prescribing, personalised care and integrated service delivery, including primary, diagnostics and hospice care.



A development that will be accessible, affordable, and available to all, adding missing amenities and services for the benefit of Hertsmere as a whole. Retail, leisure, community, enterprise and faith uses that will be the heart of Heathbourne Green and create a sense of place, diversity, and vibrancy that fosters community cohesion.

A beautiful environment with open green spaces designed to support residents in an active future, where they can age in place and thrive in a connected community, setting new standards in meeting the needs of an ageing population.

