

# OVER 50s FLOCK WORLDWIDE TO SPORTS HOUSING



# SPORTS

## MIXING OVER 50s HOUSING WITH SPORT

- ✓ **The trend of building housing in sports precincts is underway in the UK in the world of football (Genesis Homes at Wembley, Arsenal/Highbury, and now Tottenham Hotspur (see picture above) is proposing 400 homes in the lee of the new stadium.**
- ✓ **Horse Racing ~ Two major Australian horse racing venues (Caulfield and Moonee Valley) are proposing housing targeting the over-50s on landbanks overlooking the racetrack.**
- ✓ **Cricket ~ The leader in the UK is Pegasus Homes which is building over-50s apartments in its stadium project overlooking the County Cricket Ground in Taunton.**
- ✓ **Sailing ~ Barrett had an unexpected real estate sales success on the Solent, selling flats on the water with "boating pens".**
- ✓ **Lawn Bowls ~ The creation of lawn bowls stadia has given rise to play/live complexes that fill quickly and sustain value.**

- ✓ This trend is most advanced in the USA and Australia, but is starting to take hold in the UK.
- ✓ The underlying principle is to give the over-50s market the opportunity to buy an 'interest.'
- ✓ Linking with sports zones bolsters sale rates and underpins valuation premiums.
- ✓ Good design and integration with sports zones generates housing premiums.
- ✓ The over-60s market is the most productive market as it owns 80 per cent of all UK assets and it hasn't been wiped out by the GFC.

**COME AND LEARN / MON 17th MAY 2010**

**£230** IF BOOKED AND PAID BEFORE 5pm  
MONDAY 17 May 2010

LONDON / REMBRANDT HOTEL / 1.30pm - 4.00pm

**MONDAY 17th MAY 2010**

FULL PRICE FOR EVENT IS £498 pp

**AIMED AT DEVELOPERS, FINANCIERS, OPERATORS, ARCHITECTS, OWNERS, SENIOR HOUSING EXECUTIVES AND MARKETING/SALES**

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**FAX FORM TO: 020 7657 3555**

Return email address: [sales@seniorshousing.co.uk](mailto:sales@seniorshousing.co.uk)

\* Organisers may replace any presenter at any time for any reason without notice/Audience limit per venue 15.

\*\*These are not existing businesses for sale, but gaps in the market for enterprising entities/individuals to take advantage of now.