



# CALDECOTT SQUARE

## RUGBY | CV21 3PT

A SUPERBLY LOCATED  
RETIREMENT AND CARE HOME  
DEVELOPMENT OPPORTUNITY  
IN THE HEART OF RUGBY,  
WARWICKSHIRE



**A UNIQUE OPPORTUNITY TO DELIVER A FULLY  
CONSENTED RETIREMENT AND CARE HOME  
DEVELOPMENT IN THE HEART OF RUGBY**

## DEVELOPMENT OPPORTUNITY SUMMARY

- Caldecott Square provides a unique opportunity to deliver a fully consented retirement and care home development
- It is strategically located within the heart of Rugby town centre in the affluent county of Warwickshire
- Rugby benefits from excellent connectivity to London and surrounding West Midlands towns and hosts the prestigious Rugby school also situated in the town centre
- The site extends to 1.8 acres and has full planning permission (C2) to provide:
  - 78 extra care residential units
  - A 52-bed Care Home
  - Ancillary 'Wellbeing Centre' (including café, restaurant and wellness facilities)
- The completed scheme will provide much needed elderly care provision to the area within a unique setting in the centre of the community.

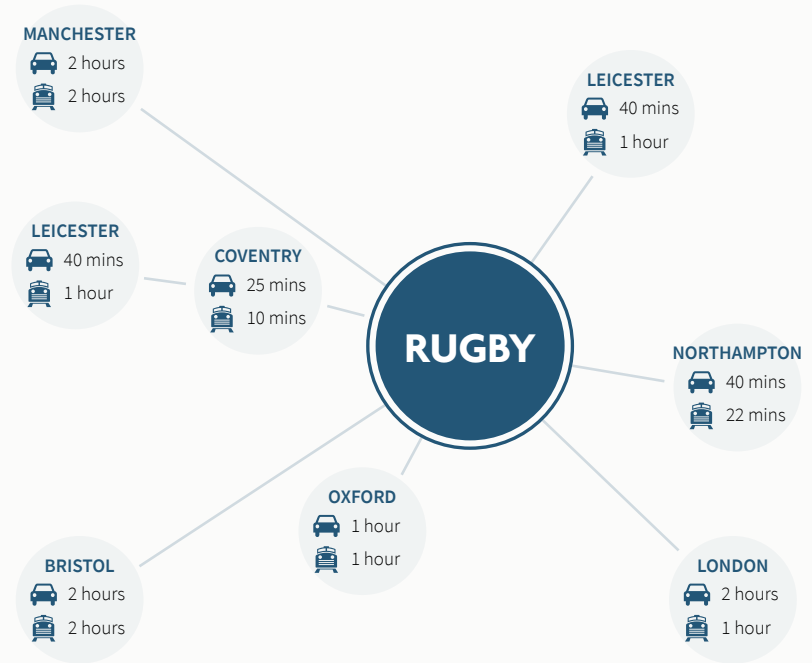




## LOCATION AND SITUATION

Rugby is a market town located in Warwickshire and is the second largest town in the county. The town is accessed via the A426 which runs between the M6 to the north and M45 to the south.

The site is strategically located in the town centre, providing ease of access to transport and local amenities. There is a bus stop close to the site, which provides frequent services to Rugby Railway Station.



## RUGBY: LOCAL AREA

The site is located in the heart of Rugby and its local community. The immediate surrounding area is mixed use including retail, restaurants, residential apartments, a local park and the prominent town centre building of St Andrew's Church.

Rugby's town centre hosts a variety of local and chain retail together with numerous restaurants and public houses over a wide pedestrian area readily accessible from the subject site.

The site is closely located to key areas within Rugby, including the prestigious Rugby School to the south, the high street to the west, the popular retail location of Regent Street to the north and Church Gardens park to the east.



- 1 St Andrew's Church
- 4 Shopping Centre (Rugby Central)
- 7 Car Park
- 2 High Street and Market Place
- 5 Church Gardens
- 8 Recent Developments (flats)
- 3 Regent Street
- 6 Church Arcade



## DESCRIPTION

At present, the property comprises:

- The Grade II listed rectory (formerly William Temple College)
- St Andrew's Church House, a red brick former church hall
- The Majorie Hume House, which is a 3-storey building of Georgian character
- Open space with mature trees and landscaping

## PLANNING

The property has full planning permission for a C2 retirement and care home development under planning application (Ref: R18/1811). It includes the following:

### Blocks A and B

- 78 Extra Care Apartments over five storeys with a blend of one, two and three bed configurations

### Block C

- 52 Bed Care Home
- Individual bedrooms will be arranged across 3 storeys, with the heights matching the floor levels of the existing Majorie Hume House which will be retained

### Block D

A wellbeing centre which will include a café, restaurant, and leisure facilities such as a spa

On the ground level, the following will be provided:

- Restaurant (with full on-site kitchen)
- Bar
- Coffee Lounge
- Reception, Office and ancillary facilities

On the first floor, there will be:

- Wellness Centre (comprising of hydrotherapy pool with steam room and sauna, gym and studio, 4 treatment rooms and associated changing rooms, plus reception)
- Business Centre/ meeting rooms for residents' use
- Administration offices
- Guest Bedroom
- WCs

Block D will retain the historic elements of the Grade II listed former Rectory building

The development also has provisions for 15 car park spaces





Blocks A & B; South (Church Walk) Elevation



Blocks A & B; West (Little Church Street) Elevation



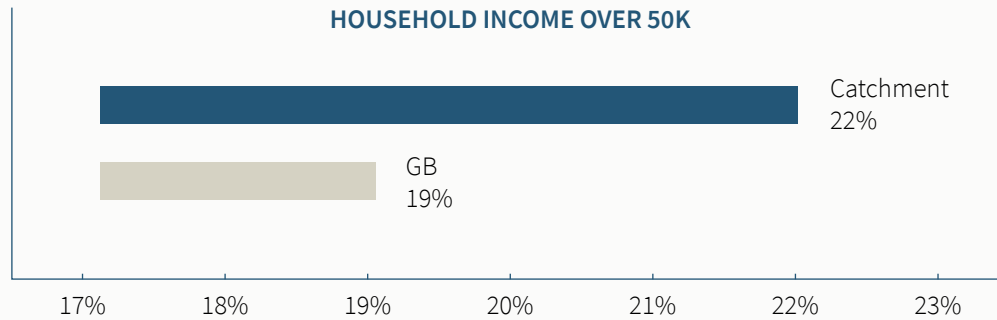
Block C; West (Courtyard) Elevation



Block D; South (Garden) Elevation

# DEMOGRAPHIC ANALYSIS

- Within a 15 minute drivetime radius of the property there is a significant and growing ageing population supporting demand for suitable accommodation.
- The data highlights that the proportion of the older person population has a wealth profile significantly higher than the GB average.



	Acorn Types	Site	% Site	% GB	Index: 100
Group 1	Higher-affluence	4,808	56.5%	52.2%	108
Group 3	Mid-affluence	1,596	18.8%	15.7%	119
Group 4	Lower-affluence	2,102	24.7%	32.0%	77
	<b>Total Elderly Led Households</b>	<b>8,506</b>			

Over 65 household: where the head of household is over 65 years of age.  
 Head of household: Legal owner. In joint ownership this refers to the highest earner.  
 Source: CACI







### Ageing demographic

9,424 over 75s within the catchment  
75+ forecasted to increase by 21.2% in 10 years



### Proportion of older people

People over 75 in catchment is higher than  
GB average at 9.3%



75%

Of over 65s in the catchment are considered  
medium-high affluence



Good

Access to staffing pool due to populated  
surrounding area

## UNLOCKING RUGBY AS A RETIREMENT LOCATION



Good

Good rail and  
road connectivity



Undersupply

Of 189 market standard care home beds within  
the catchment in 2021



Undersupply

Of 92 market standard retirement units within the  
catchment for IRCs in 2021 (per ARCO targets)



Only 3%

of existing retirement schemes in the catchment  
were built post 2016, providing minimal high quality  
stock limiting retirement competition in the area

## METHOD OF SALE

The site is currently owned by Abode Senior Living Ltd, and is being sold on an informal tender basis with offers invited for the freehold interest. Further information regarding submission requirements will be provided prior to the bid deadline.

Whilst our client will carefully consider all offers, they are not obliged to accept the highest or indeed any offer received.

## SERVICES

Prospective purchasers are advised to make their own enquiries regarding the suitability and capacity of services for any proposed development.

## VAT

The site is not elected for VAT.

## FURTHER INFORMATION

Further details, including planning documents are available through the sole agents JLL.

## VIEWINGS

It is possible to view the property from Little Church Street. All site access and internal viewings are strictly by appointment only. Allocated viewing days will be set aside and interested parties must pre-book viewings through JLL. Ad hoc visitors will not be permitted access to the site.

## CONTACTS

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## CONTACTS

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