

6th November 2023

Dear Resident,

Invitation to view proposals for a new retirement community in Eastbourne

I am writing on behalf of Untold Living to invite you to view proposals for a new retirement community in Eastbourne.

We are holding a public exhibition on Thursday 16th November and would be delighted if you could attend to meet the team and find out more about our proposals (full details overleaf).

About Untold Living

Untold Living has been established to become a market leader in the Integrated Retirement Community sector by providing age-appropriate independent accommodation with care, to deliver genuine and far-reaching benefits to both residents and the wider local community.

These include reduced pressure on local health and social services, the creation of secure and well-paying jobs and the freeing up of large houses, often with numerous spare bedrooms, that are better suited for growing families.

What is an Integrated Retirement Community?

The defining feature of an Integrated Retirement Community (IRC) is the seamless integration of essential services for independent living.

It is important to note that IRCs are not care or nursing homes. Instead, IRCs offer high-quality housing, on-site amenities such as restaurants, bars, gyms, salons and other facilities for activities and socialising, as well as assisted living support for residents and specialist personal care that can be dialled up and down as needed.

The need for specialist independent living accommodation in Eastbourne

In East Sussex, the 2021 census highlighted that the greatest growth in its demographic came from the 70-74 category which increased by 46.6% compared to a national average of 36.8%. The proportion of the population of East Sussex aged 65 and over also now stands at 26.1%, up from 22.7% in 2011.

Fewer than one in ten homes in England are suitable for older or disabled people to live in according to the latest English Housing Survey. An overwhelming 91% of homes do not provide even the lowest levels of accessibility. Our proposals would assist in meeting the growing need for specialist independent living accommodation in East Sussex.

The site

The scheme is being proposed on the seafront site that lies between Martinique Way and Martello Tower Number 66. The site is located close to the Sovereign Harbour promenade, and runs immediately adjacent to the beach.

The proposal in this prominent position builds on previously-approved plans for this site, adapted to make them viable and appropriate for a new IRC.

Our proposals

- It will consist of 129 one- and two-bedroom apartments, designed specifically to meet the changing needs of the residents.
- The accommodation will be raised up to the beach level with parking and servicing beneath. Transparent cores allow for views through to the beach and sea beyond, with the central communal areas providing facilities to promote a sense of community.
- Communal facilities will include a restaurant, café/bar, lounge areas, and other amenity space. A flexible village hall space can host a wide range of social events and activities for the residents, such as fitness classes, art classes and movie nights. It is also intended that the village hall be available for use by the local community, by prior arrangement, for activities such as pre-school play groups, Scouts/Guides, local choirs and other social gatherings.
- Landscaping will be designed to introduce the richest and most diverse level of wildlife and plants possible within this seaside setting.

The project will respond to the modern seaside architecture of the adjoining houses to the south, but also provide a suitable stop-end to the existing development to the west that faces Sovereign Harbour.

Due to the average age and activities of our residents (and the reduced level of car ownership this usually results in) peak traffic generation will be low. In addition, occupants of these facilities typically require fewer parking spaces due to their age profile. Electric club cars will be considered in the travel plan to offer more choice to residents.

The scheme will also provide a commercial kitchen and laundry facilities together with the welfare and office facilities for the 40 operational staff based on site.

Public exhibition

Although our proposals are at an early stage, we want to give residents and stakeholders the opportunity to view our proposals and provide feedback before they are finalised.

The public exhibition will take place on:

Thursday 16th November, 2.00pm – 8.00pm

In room 2 of the Sovereign Harbour Community Centre, The Crumbles,
Pevensey Bay Road, Eastbourne, BN23 6JH.

The exhibition will be an opportunity for you to find out more about our proposals and approach, ask questions and provide feedback.

Get in touch

We very much hope you are able to attend the dedicated session on Thursday 16th November.

For more information about Untold Living and our existing retirement communities, you can also visit our website: www.untoldliving.com.

I look forward to meeting you in the near future.

Yours sincerely,



Russell Jewell
CEO Untold Living



New development coming soon to Martinique Way

Join us for our public consultation on **Thursday 16th November**
from 2-8pm, in Room 2 of the Sovereign Harbour Community Centre,
The Crumbles, Pevensey Bay Road, Eastbourne, BN23 6JH

**Untold Living exists to create
independent and supportive
living for older people.**

We empower people with choice
whilst focusing on their well-being and
creating a rare sense of community.

About the site

The proposed site for our new retirement community is on the seafront and lies between Martinique Way, Martello Tower Number 66 and the Sovereign Harbour promenade.

It will consist of 129 one- and two-bedroom apartments, designed specifically to meet the changing needs of the residents.

The scheme will provide residential accommodation in

buildings ranging from 4 to 6 storeys in this beautiful beach front location. The ground floor will incorporate a range of communal facilities including a restaurant, café/bar, lounge areas and other on-site resident amenities. The proposed site will also house a flexible village hall space which can host activities as varied as yoga or cinema nights. It is intended that elements of the communal facilities will be open to the local community from time to time.



Want to know more?

Join us at our consultation on **Thursday 16th November from 2pm-8pm** to find out more about plans for the site.

Venue: Room 2 of the Sovereign Harbour Community Centre, The Crumbles, Pevensey Bay Road, Eastbourne, BN23 6JH