

**MARCH 2021**

**‘SHARE A STORY’ FOR WORLD BOOK DAY REACHES RETIREES IN UPPER NORWOOD**

Homeowners at [McCarthy Stone’s](#) *Lewis House* Retirement Living development in Upper Norwood enjoyed the magic of World Book Day this year, thanks to the pupils at the Federation of St Joseph’s Junior, Infant and Nursery School.

Pupils in Years 2-5 used their last week of home learning earlier this month to put pen to paper and write their own original stories, as part of a short story competition run by McCarthy Stone. Their stories were shared with the homeowners at *Lewis House* to read and enjoy, as well as select a winner.

Key Stage 2 pupil, Cara Durie, was chosen as the winner thanks to a fantastic story entitled ‘The Young Detective’. Cara was awarded a book token to help her to continue to enjoy their love of reading, whilst the school also received a donation towards books for their library.

Julie Ward, National Sales Director for McCarthy Stone, said: “Our homeowners have had a fantastic time reading all of the children’s stories, the pupils’ enthusiasm and confidence really shone through. We all thoroughly enjoyed reading them and there are certainly some very talented young writers in here in Upper Norwood. It was hard to pick a winner, but Cara’s work really stood out. Well done Cara!

“We’d also like to say a big thank you to the other pupils and all the teachers at the Federation of St Joseph’s Junior, Infant and Nursery School for being so thoughtful and making us a part of their World Book Day celebrations. Hopefully next year we can invite them all to *Lewis House* to read to us in person, and have some fun dressing up as well!”

Comprising a selection of 26 one and two-bedroom luxury Retirement Living apartments, exclusively for people aged 60 and over, *Lewis House* provides everything people in Upper Norwood could want for a relaxing and independent retirement.

The new community features a homeowners’ lounge and landscaped gardens, perfect for socialising with new neighbours. Homeowners can also feel secure in the knowledge that a House Manager will be on hand to provide any help or support should they need it; and that friends and family can stay

over whenever they choose in the development's hotel-style guest suite. Security entrance systems and 24-hour emergency call points provide added peace-of-mind.

Prices for the one and two-bedroom apartments at *Lewis House* currently start from £450,000 and £490,000 respectively. There are now more options for those looking to downsize in Upper Norwood, with rental options available to make moving even easier. Rental prices currently start from £2,650pcm for a one-bedroom apartment and from £2,340 for a two-bedroom apartment.

More than nine out of 10 customers would recommend McCarthy Stone to a friend, ensuring it has received the full Five Star award for customer satisfaction from the Home Builders Federation for 15 years' running. McCarthy Stone is the only UK housebuilder of any size or type to achieve this accolade for 15 consecutive years, which is every year the awards have been run.

McCarthy Stone also received the Housebuilder Special Recognition Award 2020 for working hard to protect its customers – Covid-19 infection rates among homeowners are significantly below the national rate of infection across all age groups – and for innovation in the retirement sector.

For more information about Retirement Living in Upper Norwood or to book a one-to-one socially-distanced viewing, please contact McCarthy Stone on 0800 201 4743 or go to [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk).

**END**

For further information, please email Annie May Heno at McCann PR at [AnnieMay.Heno@mccann.com](mailto:AnnieMay.Heno@mccann.com)

#### **Notes to Editors**

McCarthy Stone is the UK's leading developer and manager of retirement communities, with a significant market share. The Group buys land and then builds, sells and manages high-quality retirement developments. It has built and sold more than 58,000 properties across more than 1,300 retirement developments since 1977 and is renowned for its focus on the needs of those in later life.

There is growing demand for retirement communities. There are currently 12.2 million people aged 65 or over, rising to 17.4m by 2043, representing a 43% increase<sup>1</sup>. For those aged 85 or over, the increase will be larger, from 1.6m to 3.0m, representing an 87% increase. Research shows that 33% of those aged 65 or over are interested in moving, equating to c.4 million people<sup>2</sup>.

McCarthy Stone has two main product ranges – Retirement Living and Retirement Living PLUS – which provide mainly one and two-bedroom apartments across the country with varying levels of support and care for older people. Retirement Living developments provide independence in private

apartments designed specifically for the over-60s, as well as facilities such as communal lounges and guest suites that support companionship. Retirement Living PLUS developments, which are designed specifically for the over-70s, offer all of this plus more on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site flexible care and support packages to assist those needing additional help.

All developments built since 2010 are managed by the company's in-house management services team, providing peace of mind that it will look after customers and their properties over the long term. This is a key part of how McCarthy Stone seeks to enrich its customers' lives. This commitment to quality and customer service continues to be recognised by residents. In March 2020, the Group received the full five star rating for customer satisfaction from the Home Builders Federation for the fifteenth consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

For further information, please visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

<sup>1</sup> ONS population projections (2018)

<sup>2</sup> YouGov research for McCarthy Stone (2019)