

NEWS RELEASE

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**LOVELL LATER LIVING ACQUIRES PRIME LAND IN SCARBOROUGH**

[Lovell Later Living](#) has completed the acquisition of a 7.85acre land parcel at Middle Deepdale in Scarborough, from [Kebbell Developments](#), and awaits planning consent to deliver its first Later Living development. The development, called Sandcastles will include two and three bedroom homes, exclusively for sale to over 55's.

This new development is part of the Middle Deepdale Masterplan which, in turn, is part of the wider Eastfield Regeneration Investment Plan. This Masterplan was developed by [Scarborough Council](#) in partnership with Kebbell Developments and supported by [North Yorkshire County Council](#) and Homes England.

[Paula Broadbent](#), managing director of Lovell Later Living, said; "We are thrilled to have secured this site to develop our exceptional lifelong homes for people in later life. Along with our Lovell Partnerships' colleagues in the North East, we are looking forward to being an active partner in the Middle Deepdale Masterplan, supporting the regeneration of this area of Scarborough. This acquisition marks a landmark for Lovell Later Living as it facilitates the inaugural development in our very ambitious 5 year plan. We will offer a fresh approach to both the design and the purchasing of new build homes for people in later life, this first development situated right in the heart of a newly reinvigorated community which sits 'just a stone's throw' from the historic North Yorkshire seaside town of Scarborough.

"The Later Living by Lovell Sandcastles development will combine the carefully crafted, adaptive and innovative designs from Lovell Later Living with the tried and trusted 5-star housebuilder methods of construction by [Lovell Partnerships Ltd](#), offering high quality lifelong homes. This land acquisition will allow us to create the right environment for people to live well and age well, building on creating place and developing communities within the community to provide appropriate and aspirational homes for older people in Middle Deepdale, Scarborough."

The regeneration completed to date within Middle Deepdale has already led to a substantial transformation of the area, building a new community and new school, providing a wealth of new jobs including apprenticeships and work placement opportunities. [David Ward](#), managing director for Lovell in the North, said: "This development is a fantastic opportunity for us to bring our combined skills across the Lovell portfolio of businesses, not only in terms of our skills as gold standard housebuilder, but in terms of our wider contribution to the community. We're really excited to see Sandcastles get underway, but equally, our contribution to the local community goes much further by creating employment and training opportunities for local people."





Subject to planning consent, the [Later Living by Lovell Sandcastles](#) development is expected to begin construction early summer in partnership with Lovell operating as the principal contractor, with the sales village and show homes anticipated to open in late summer 2022.

## **Ends**

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## **About Lovell Later Living:**

Lovell Later Living is a wholly owned subsidiary of Lovell Partnerships Ltd and part of the Morgan Sindall Group plc.

Lovell Later Living works with partners including local authorities, registered providers, care operators and investors to deliver specialist housing, both in partnership and open market, to deliver age-appropriate communities within the community for older and vulnerable people. Lovell Later Living strive to shake up and influence the marketplace to create homes people want, using innovation to accelerate the delivery of schemes which directly address one of the biggest challenges we face in UK housing today – a significant undersupply of suitable accommodation and aspirational homes for an increasingly ageing population and the most vulnerable in our communities.

## **About Lovell:**

Lovell, part of Morgan Sindall Group plc, is a leading provider of partnership and open-market housing. The company has expertise in housing-led regeneration including new-build, open market housing, refurbishment, planned maintenance and assisted living. With offices in England, Scotland and Wales, Lovell provides a comprehensive range of services and can offer a full range of build and maintenance options for clients.

Morgan Sindall Group plc is a leading UK Construction and Regeneration group with annual revenue of £3.2bn, employing around 6,900 employees and operating in the public, regulated and private sectors. It reports through five divisions of Construction & Infrastructure, Fit Out, Property Services, Partnership Housing and Urban Regeneration.

