



Independence, and a helping hand should you need it

Welcome to Assisted Living at Eleanor House, an excellent retirement solution brought to you by McCarthy & Stone's Platinum Range. Assisted Living means precisely what it says: you live your life, independently and your way, but with an extra helping hand should you need it.

A range of beautifully fitted one and two bedroom apartments are available, many with a private terrace, Juliet or walk-out balcony. The kitchens and shower rooms have been designed to offer the very best in modern home comforts, and because the apartment is brand new, it needs very little, if any, maintenance.

Eleanor House also benefits from a range of elegant, interior designed and furnished, contemporary style communal rooms. The relaxing Club Lounge is the perfect place for coffee with neighbours or friends, or for connecting to the world using the complementary wi-fi.

Birthdays or anniversaries don't need to be booked elsewhere as the private Function Room can be laid out for a buffet or a formal, seated lunch or dinner. The fully equipped on-site Laundry Room is designed for comfort and ease, and is often a place where residents meet and chat.

At the heart of Eleanor House is its Dining Room, which serves a choice of freshly cooked meals for lunch* prepared by the professional chef and team. This is a great place to have a meal with family or friends in a wonderfully convivial setting. It is also very convenient, as like all the other communal amenities, it is located within the building.

All of this is underpinned by a 24-hour, 365 days-a-year care and management team, who are directly employed by Your Life Management Services, a joint venture between McCarthy & Stone and Somerset Care; combined, our services are exceptional. Your Life Management

Services, which is regulated by the Care Quality Commission, can provide a range of pre-booked services or domiciliary care.*

McCarthy & Stone has received a five-star rating in customer satisfaction from the House Builders Federation annually for the past 11 years. Based on independent surveys of our customers, McCarthy & Stone is the only housebuilder to receive consistently the highest annual rating for so many years.

Platinum Range



Computer generated image of Eleanor House is indicative only.

* Please note: some services are subject to additional charges.

A love story told in stone



Eleanor House is named after the Eleanor Cross which used to stand in the centre of St Albans. Erected in the 13th Century, the cross was one of 12 commissioned by King Edward I in memory of his beloved wife, Eleanor of Castile.

As was usually the case with medieval royalty, Edward's and Eleanor's marriage was a political match arranged by their parents. It is said, however, that Eleanor's quiet wisdom and gentleness had a profound effect on Edward, to the extent that Eleanor bore him the first of 16 children in 1264, when she was just 20 years old. The couple were, apparently, inseparable, and when Edward became King in 1272, Eleanor accompanied him on all of his many crusades both at home and abroad.

In her role as Queen Consort, Eleanor was surprisingly forward looking and educated, providing the King with invaluable counsel, as well as being the first female monarch to establish her own portfolio of land, properties and income. Her marriage to Edward was blissfully happy; indeed, no evidence has ever been found to suggest that Edward was ever unfaithful to Eleanor, something highly unusual for an English monarch.

In 1290, whilst traveling north to Scotland to rendezvous with the King, Eleanor fell ill and sadly died in the village of Harby in Nottinghamshire. Edward was devastated, and rushed south to arrange her funeral, a process which involved transporting her body in stages to Westminster Abbey to her final resting place.

The King decreed that a beautiful stone cross should be erected at each stopping point along the way in memory of the Queen, all 12 of which became known as the 'Eleanor Crosses'.

These were erected at Lincoln, Grantham, Stamford, Geddington, Stony Stratford, Woburn, Hardingstone, Dunstable, St Albans, Waltham Cross, Cheapside and Charing Cross. Today the remnants of just three original crosses can be found at Geddington, Hardingstone and Waltham Cross. The most famous, at Charing Cross, is a Victorian copy from which all of the distances to London from elsewhere are measured.

Edward truly loved his wife, and ordered that two wax candles should burn for all time next to her tomb in Westminster Abbey. These burned continuously for the next 250 years, and were only extinguished at the time of the Reformation.



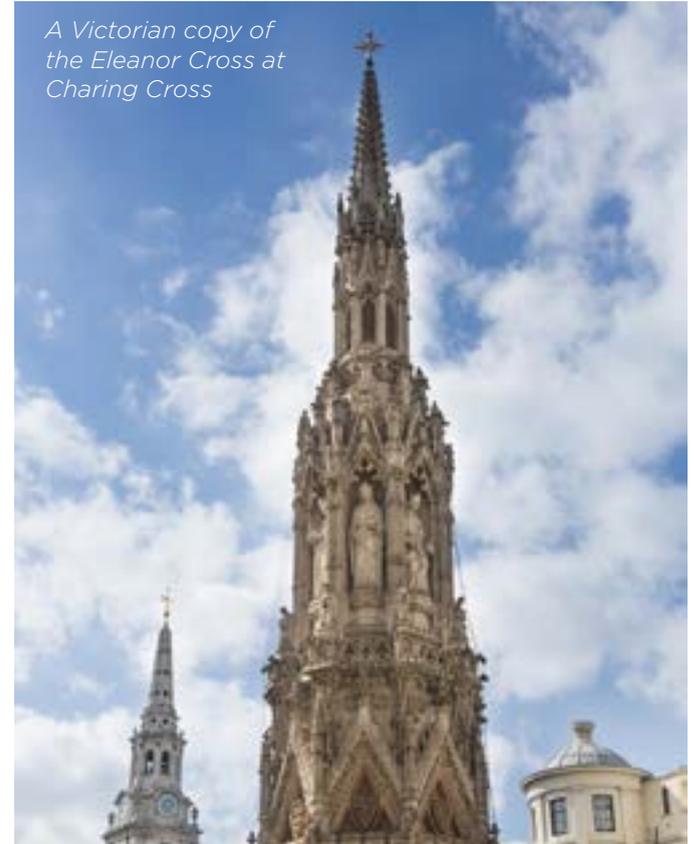
Eleanor of Castile



King Edward I of England



Plaque marking the Eleanor Cross in St Albans



A Victorian copy of the Eleanor Cross at Charing Cross



A wealth of history and modern amenities

Eleanor House is conveniently located on London Road, less than a mile south east of the city centre. A local bus service into the city centre can be accessed from a handy bus stop, less than 100 metres from the development.

St Albans is widely considered to be one of Hertfordshire's most desirable places to live. Debatably England's oldest town, and an important Roman settlement, St Albans was granted city status in 1877. Today, St Albans is an attractive cathedral city with a historic centre, a wealth of listed buildings including the stunning St Albans Abbey, and an iconic early 15th Century clock tower.

St Albans is noted for its variety of shops, cafés, traditional pubs, restaurants and eateries, which give the city centre an attractive, bustling atmosphere, particularly during the summer months.

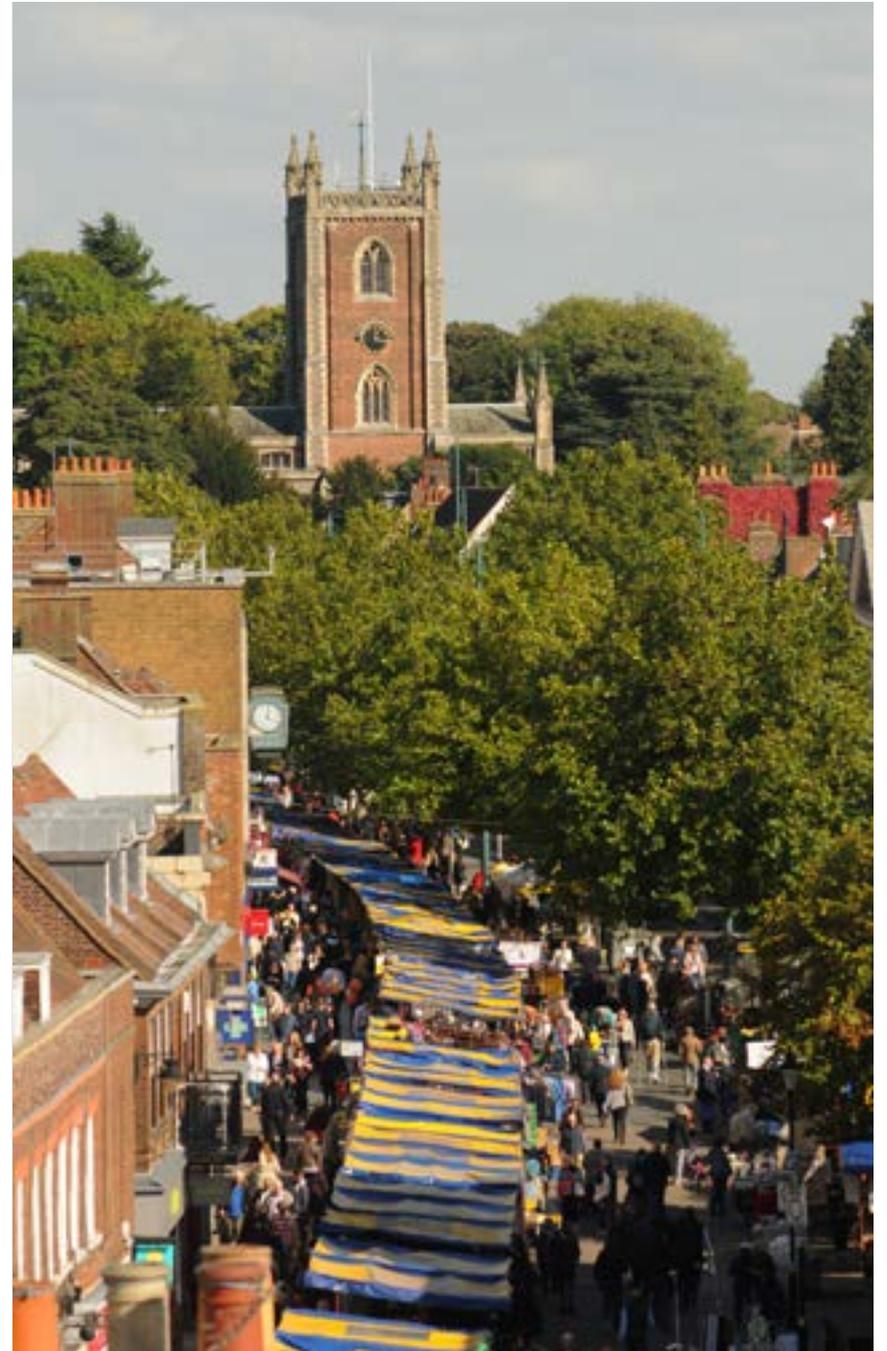
The city also boasts one of the South East's most colourful street markets, which reputedly dates back to the 9th Century. The market is held along the length of St Peters Street in the city centre every Wednesday and Saturday, and comprises more than 160 stalls selling a wide variety of goods.

St Albans is a city which prides itself on its social and cultural activities. The city hosts several carnivals and festivals throughout the year, including a well-attended Christmas market.

Theatre and film buffs are well served by venues such as The Alban Arena, with its busy programme of national touring shows and the Abbey Theatre and the Maltings Arts Theatre, both of which host plays by touring local and professional companies. For a wonderfully traditional cinema experience the beautiful Odyssey Cinema, a one-screen Art Deco gem, offers a variety of films old and new.

Living in St Albans means you're never far from open green space. Verulamium Park, close to the city centre, has 100 acres of beautiful parkland ideal for a gentle stroll or for simply sitting and enjoying some sunshine. The Royal National Rose Society Gardens, less than three miles from Eleanor House, is a fragrant blaze of beautiful roses when in season.

As you might expect given its beautiful Hertfordshire location, St Albans is surrounded by a wealth of picturesque footpaths, bridleways, byways and country lanes.



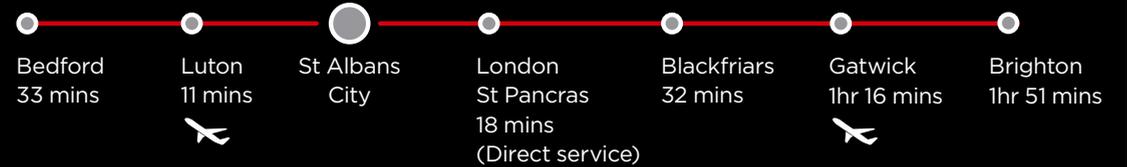
Getting out and about...

St Albans is well located for getting out and about. London St Pancras is just 18 minutes away by train from St Albans City, making a day or evening out in the capital easy to enjoy, St Albans City also offers direct services to Bedford in the North and Brighton in the South.



By rail*

St Albans City - First Capital Connect

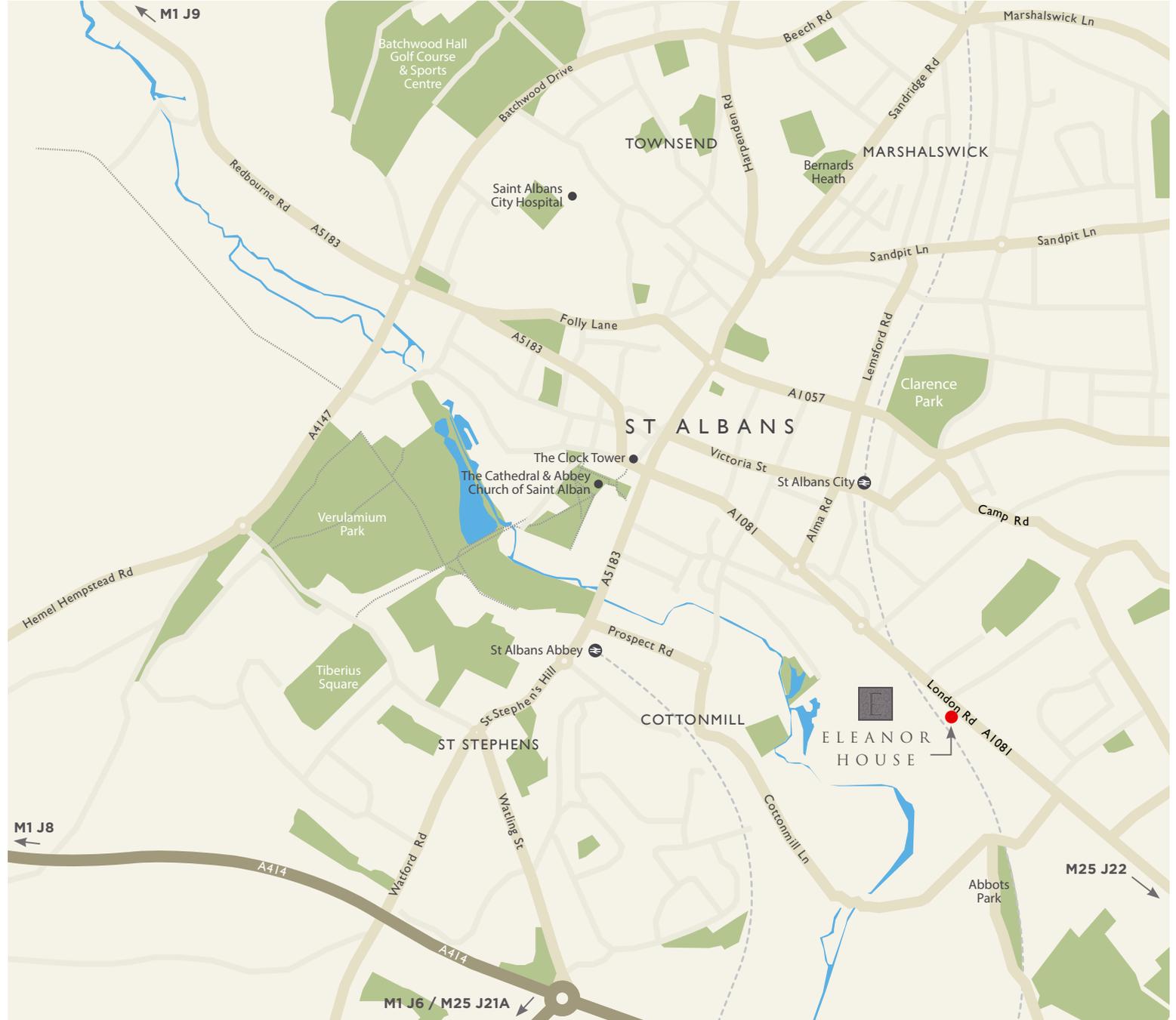
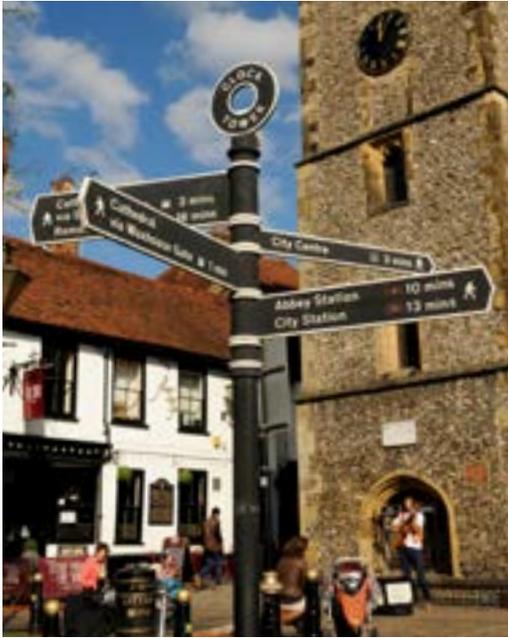


By car**

Travelling by car from Eleanor House is easy and convenient. London is readily accessible via Junction 6 of the M1 motorway which is 5.1 miles away. The nearest junction on the A1M is just 4.2 miles away, giving you access to the beautiful North Hertfordshire Countryside. The entire motorway network can also be reached from Junction 21A of the M25 which is 4.5 miles away.



Source: www.nationalrail.co.uk* www.maps.google.co.uk**
All times are subject to change and are for guidance only.





Make your move a joyous move

Many of our residents tell us that they wished they had made the move to Assisted Living years ago. The reasons for this are straightforward, particularly if you think about some of the alternatives. The option of staying in the family home and buying in care may initially sound plausible until you take into account some of the pitfalls that may follow.

Everyone who works for Your Life is trained and permanently employed by McCarthy & Stone and Somerset Care. This means that residents and the management care staff get to know each other, and build that all-important bond of trust.

Having a convenient on-site Dining Room makes eating a social activity, a place to chat to neighbours and friends or to have family over, which can be hugely beneficial. Living so close to other amenities also helps to make life easier and more enjoyable.

Having a coffee with friends in the Club Lounge, or attending a film night or exercise class laid on by the management team also helps to keep body and mind in harmony.

Getting out and about is made far less daunting for residents who use a mobility scooter. Our Mobility Scooter Store is located in a designated dry area, which is easily accessible from the lift. It can also be charged while it is parked so it is always ready and waiting for when you need it.

All of this helps to contribute to retaining your independence and sense of well-being.

We encourage our customers to buy from us as a positive choice and see it as a continuation of wonderful days to come with friends and family. You also keep your independence to do as much, or as little, as you would like and have the peace of mind that care and support is readily on hand should you need it. For all of these reasons Assisted Living truly is a wonderful retirement option.



A wealth of amenities for your comfort and enjoyment

- Table service Dining Room* serving a cooked lunch.
- Interior designed Club Lounge with contemporary style sofas, chairs, artwork and occasional furniture. The lounge also features a fireplace, widescreen television and tea and coffee making facilities.
- Guest Suite* with bedroom, en-suite bathroom, television and tea and coffee making facilities.
- Laundry Room with easy-load washing machines and dryers.
- Lift to all floors above ground.
- Mobility Scooter Store with electric charging facility.
- Landscaped communal gardens with planting, shrubs and seating.
- On-site parking* subject to availability. (Please ask Sales Executive for more details).
- Full accessibility for wheelchairs.
- 24-hour on-site management team, consisting of:- Estates Manager, Duty Manager and Your Life Management Services team.
- Domestic assistance* (one hour per week included in service charge, additional time by arrangement).
- A selected range of personal care packages tailored to your needs*:

* Please note: some services are subject to additional charges.

A helping hand should you need or want it

YourLife
Care and Management

Assisted Living gives you so much more than an elegant, brand new apartment. Your service charge takes care of many of the costs you would have had to pay previously, including water and sewerage rates, buildings insurance, gardening services and exterior window cleaning. It also includes an hour of domestic assistance per week to help with chores like cleaning or changing of linen.

Also included is the cost of the 24-hour emergency call system as well as the management and care team. There will be a member of staff overnight at the development who will respond to emergency calls.

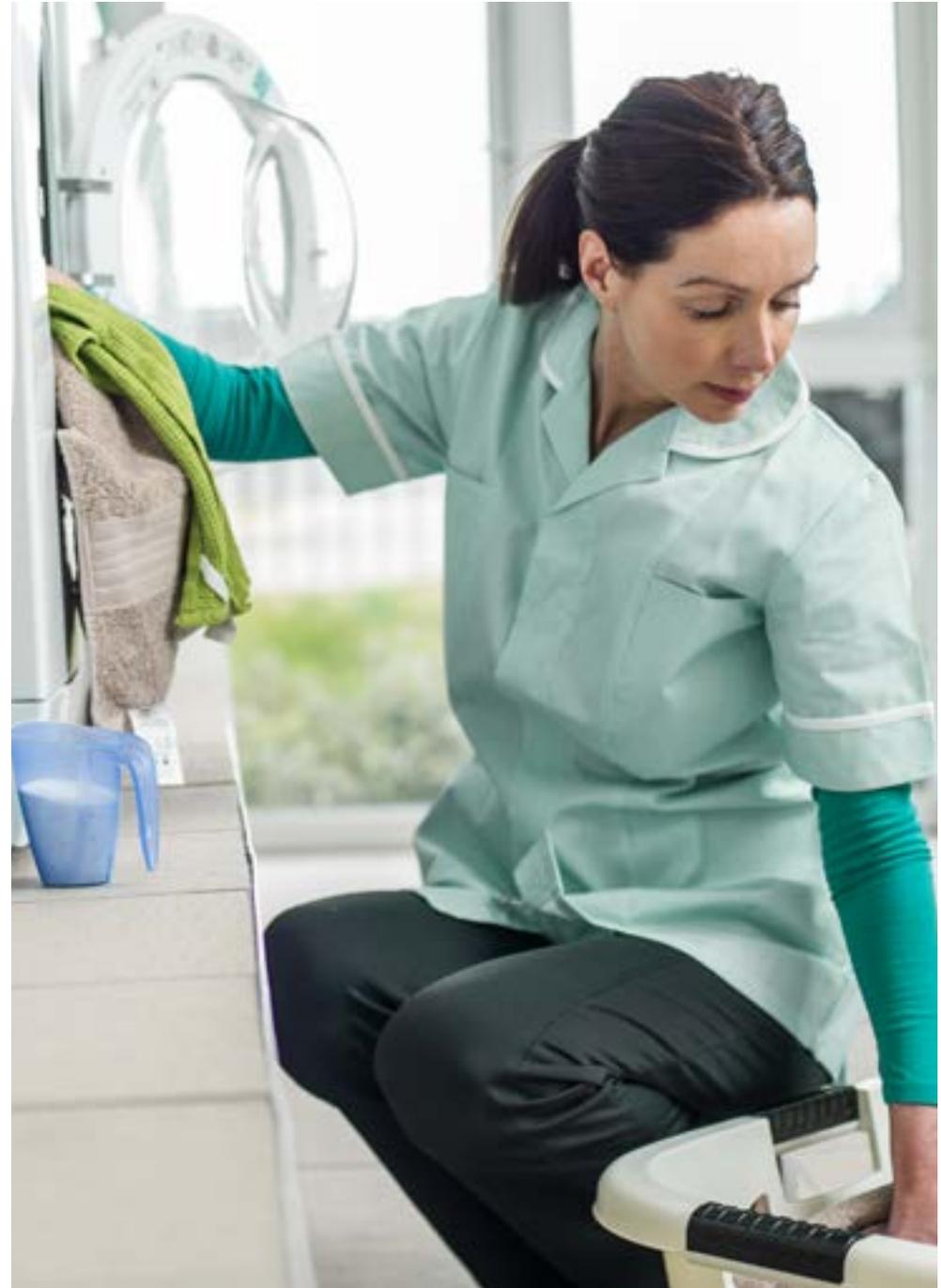
Our team makes sure that residents are safe and well as part of their daily role within the development. Moreover, being able to call someone you know and trust, who is minutes away should an emergency occur is priceless to you and to your loved ones. Knowing that any situation will be handled with kindness and compassion is also hugely reassuring.

We are so proud of our Assisted Living developments, and we believe this concept of supported independent living is what the McCarthy & Stone team are renowned for.



Flexible Assistance as and when you need it

Residents at Eleanor House can benefit from a range of additional services should they need an extra helping hand, or simply want more free time to do other things.





Your new apartment in detail

The Assisted Living apartments at Eleanor House offer an ideal combination of elegance and modern home comforts. The kitchen boasts beautiful, contemporary gloss-finished units, complemented by a range of high quality, branded appliances.

The shower room offers level access, and features the latest, contemporary style sanitaryware and large tiling to all wet areas. Selected apartments also have the benefit of a separate cloakroom with WC.

All of the apartments have double-glazed windows and underfloor heating. This not only helps you to save on your energy bills, but also makes the most of your space as there's no need for intrusive radiators.

The 24-hour emergency call system points are located in your bedroom and shower room, and are backed up by a personal pendant for the ultimate peace of mind.

General

- Double-glazing to all windows
- Juliet balcony, walk-out balcony or patio to selected apartments
- Walk-in wardrobe to selected apartments
- Telephone point to living room and master bedroom
- Television point to living room and bedrooms
- Sky/Sky+ connection point in living room*
- Conveniently located sockets and switches
- Communal and maintained landscaped gardens
- On-site parking subject to availability**
- NHBC 10-year Warranty

Kitchen

- Contemporary style fitted kitchen with integrated fridge freezer, mid-height oven, ceramic hob and integrated microwave
- Stainless steel cooker hood and glass splashback
- Stainless steel sink
- Lever mixer taps
- Slimline dishwasher, location varies. Refer to Sales Executive for location.

Shower Rooms

- Shower room tiled and fitted with level access to all apartments
- White sanitaryware with high quality fittings
- Slip-resistant floor tiling
- Vanity mirror with lighting
- Electric shaver socket
- Heated ladder towel rail
- Extractor ventilation
- WC cloakroom to selected apartments

Heating and Finishes

- Underfloor heating
- Neutral décor
- Carpet throughout excluding kitchen and shower room
- Chrome door furniture and fittings

Safety and Security

- Video door entry
- 24-hour emergency call system provided by a personal pendant with call points in main bedroom and shower room
- Smoke detector and intruder alarm
- Illuminated light switches for bathroom and main bedroom



This specification is for guidance only, some items may vary. Please check with Sales Executive for further details. Images are indicative only. *Sky/Sky+ subject to Sky subscription.

**Additional charges may apply.





ELEANOR HOUSE

ST ALBANS, HERTFORDSHIRE

London Road, St Albans, Hertfordshire, AL1 1NR



Tel: 0800 201 4106

Visit: www.mccarthyandstone.co.uk/eleanorhouse

All internal images show typical interiors and purchasers are advised that the furniture, fixtures and fittings are for visual representation only and do not depict the actual finish of any individual apartment. No responsibility can be accepted for any mis-statement in this brochure, which is not a contract nor forms any part of any contract. The company also reserves the right to alter specification without notice. Age restrictions apply on all retirement developments. If there are any important matters which are likely to affect your decision to buy, please contact the Sales Executive before travelling to view. Details correct at time of print. A development by McCarthy & Stone Retirement Lifestyles Limited.

Please write to us at: Customer Communications, McCarthy & Stone North London, Prospect Place, 85 Great North Road, Hatfield, Hertfordshire AL9 5DA or email us at: comments@mccarthyandstone.co.uk.