

Willowfields Retirement Village

Dudley

**“It’s a happy place.
We have everything
we need here.”**

Anne

Willowfields resident

All of the images, quotes and stories within this brochure are of Housing 21 Villages and their residents. No models have been used.



Contents

A warm welcome to Willowfields	4	Understanding Extra Care	18
About the village	6	Understanding shared ownership	21
Village life	8	Ann's story	22
Everything you need, close to home	10	Options for living with us	24
Community in action	14	The local area	29
Guest suite	16	Peace of mind: selling made simple	30
Support and services	17	Next steps	31

A warm welcome to Willowfields

Discover a place you'll be proud to call home at Willowfields, where vibrant community living meets comfort, security and independence.

Here, new neighbours quickly become friends, and every day brings new opportunities to enjoy your life, your way. Whether you're moving to be closer to family or ready for a new chapter, Willowfields offers the perfect setting to create the lifestyle that suits you.

Enjoy the privacy and peace of your own home, alongside a warm and friendly community filled with fun, laughter, and shared experiences. From lively bingo sessions and fitness classes to film clubs, there's always something happening, and it's always up to you whether you feel like joining in.

Best of all, you'll have the freedom to live independently, with the added reassurance that support and care are always on hand if you need them.

Your life, your choice



About the village

At Willowfields, you're not just finding a new place to live, you're moving into your own home that's in a supportive, welcoming community where you can be yourself and live the way you want to.

The village is designed for people aged 55 and over who want to live independently, with the reassurance of support, if it's needed. Our friendly team is here to help you with anything you need to feel at home.

Willowfields has 72 high-quality properties comprising of one- and two-bedroom apartments across three floors, with lift access and car parking available.

Your friends and family are always welcome here too, whether they stay in your home or the comfortable guest suite, which is available for a small charge. They can also come along and join in events and entertainment hosted at the village.

This is Extra Care housing, which means it isn't a care home – it's a place where you can live in your own home, with care and support always available through our trusted partners if you or someone you live with ever needs it.



With more than 60 years of experience, Housing 21 has a proud history of creating high-quality housing and services that help people live independently, safely and comfortably in their own homes.



Find out more about
life at Willowfields

Village life

Village living at Willowfields means opening the door to a vibrant, fulfilling lifestyle, where every day brings new opportunities to stay active, build friendships and explore new interests.

Everything you need is right on your doorstep. Enjoy the convenience of an on-site restaurant, coffee shop, games room, library, hair salon and more. It's never been easier to try something new, pick up a hobby, or connect with others in this welcoming community.

Whether you enjoy peaceful pastimes or lively social events, there's something for everyone. You can get involved as much, or as little, as you like, with a variety of activities designed to suit your lifestyle. And because we know pets are part of the family, Willowfields warmly welcomes your furry or feathered companions, in line with our Pet Policy.

At Willowfields, many people choose to get involved, whether they're leading groups, sharing their skills or volunteering. It's a place where you can truly belong, be yourself and feel right at home.





Everything you need, close to home

Living at Willowfields means having a wide range of spaces to enjoy, all just a short walk from your front door.

For wellbeing and leisure:



Gym



Library



Hair salon



Greenhouse



Games room



Craft room



Village hall



Quiet room

For social and dining:



Coffee shop



Bar



Residents' lounge



Restaurant

For everyday essentials:



Shop



Laundry



Car park



Emergency
call system

A photograph of an elderly woman with short, wavy blonde hair, smiling warmly. She is holding a small, black and tan Yorkshire Terrier dog in her arms. She is wearing a dark blue patterned top, a gold watch, and a gold chain necklace. The background is a blurred indoor setting, likely a community center or a bingo hall, with other people visible in the distance.

“It’s a friendly bunch here,
and there’s plenty going on
– I like to join in as much as
I can, whether it’s bingo or
crafting.”

Jan
Willowfields resident



Orchid Coffee Shop

Open every morning, this is the perfect place to meet up with friends or family.



Shop

Pick up your everyday essentials right here in the village; no need to head into town for the basics.



Restaurant

Enjoy a tasty lunch, with vegetarian options, made by the village's in-house chef.



Bar

Run by volunteers, the lively bar opens in the evenings and for events.



Salon 188

From haircuts to manicures, the stylists will help to keep you looking and feeling your best. Discounts available.



Library

Browse, borrow or settle in with a wide selection of books and jigsaws. A computer is also available for use.



Royal Empress Hall

The lively heart of the village hosting many popular events, from discos to monthly live entertainment nights.



Gym

When you move here, enjoy access to a well-equipped gym, with discounted rates available.



Games room

A popular spot for a relaxed game of snooker, table tennis, darts and board games.



Craft room

A creative space where people come together to craft and paint.



Greenhouse

Grow and nurture plants in the greenhouse, which connects to an outdoor space.



Emergency call system

Reassurance at the touch of a button, providing peace of mind 24/7.

Community in action

People living at Willowfields enjoy a varied activities programme, with entertainers and local groups, such as environmental charity Groundwork, regularly invited in.

The village Activities Coordinator takes time to listen and understand what you'd like to try, helping to bring ideas to life.

From regular events such as coffee and cake afternoons, bingo and music nights, to day trips around the country, there's always something to get involved with - but only if you want to. Friends and family are welcome to join in too.

It's easy to spend time with others, feel part of the community and build friendships at your own pace.

“Our work brings nature-based activities to people – creating connection, wellbeing and conversation, making green experiences accessible for those who can't easily get outdoors but still deserve community.”

Molly, Groundwork West Midlands





Watch life in action
at Willowfields



Guest suite

Family and friends are always welcome here and if they'd like to stay overnight, there's a comfortable guest suite available for a small charge. Located on the lower ground floor, it includes a bed, wardrobe, dressing table, TV, kettle and en-suite. To book, just speak to reception.



Home Repairs Team

Need a hand with something? Our friendly team is here to help – whether it's fixing a light, a leak, or just to keep things running smoothly. It's all part of making sure you feel comfortable and well supported in your home.



Laundry room

An on-site laundry room means you can get your washing done without needing to leave the village.

Transport links

Willowfields is located conveniently for access to Dudley, Wolverhampton, and Birmingham. The M5 motorway is a short drive away and connects the Midlands with the South West and gives access to the M6 for access to the North West.

It is also convenient for Coseley Train Station, which offers connections to the wider rail network from Birmingham as well as a direct line to Crewe and Liverpool. The nearest international airport is Birmingham Airport.

P 47 on-site parking spaces

 Bus stop > 0.5 miles

 Coseley Train Station > 0.4 miles

Understanding Extra Care

When you live at Willowfields, you can enjoy independent living with the peace of mind that care is available around the clock, if and when you need it – delivered in your own home by our experienced care partners.

Unlike a care home, not everyone in Extra Care needs support. Some have help every day, while others only need it from time to time – for example, after a hospital stay.

The village is designed with flexibility in mind, so if you're moving in with a partner and only one of you needs care, you can continue living together with tailored support that works for both of you.

All of this means you can feel safe and secure in your own home, living the life you choose, with the peace of mind that care is always nearby if needed.



“Being here is the best place I could be – I’ve got people my own age to talk to and my daughter visits.”

Cedric
Willowfields resident

“I’m glad I chose
shared ownership
– it means I can still
pass something on
to my family.”

Sylvia

Willowfields resident



Understanding shared ownership

At Willowfields, you have the option to either buy a home outright, rent or buy through shared ownership.

Shared ownership is a scheme that allows you to own your home by buying as little as a 25 per cent share. You then pay rent on the outstanding amount.

The advantage of shared ownership is that it's affordable and means you are able to buy at a lower price than the open market, increasing your options and helping you find the right home for you within the village.

Ann's next chapter

Ann made the move to Willowfields with her husband, Harold, after his health made it difficult for him to move around the house.

The couple felt assured that Willowfields was a friendly place, where she and Harold would be supported by the people around them. "People are caring and thoughtful, and it has been very pleasant," says Ann.

After Harold passed away, Ann found comfort in the community at the village, from her friends and joining in the activities. "We chat, have a cup of tea, and I get a real feeling of community here," shares Ann.

Independent living has allowed Ann to continue living life on her terms – whether she's reading in the comfort of her own home or going for day trips with friends from Willowfields.

For Ann and her family, this was the best decision possible. There's always somebody to talk to and her family can be sure she's safe and secure with support if she ever needs it.

"They are very happy that I'm here, and I'm very happy here," adds Ann.





**“It really is a lovely
place to be.”**

Ann
Willowfields resident

Options for living with us

At Willowfields, you can choose either a one- or two-bedroom apartment. Each apartment has either a balcony or patio area, and everyone living here has access to indoor and outdoor communal areas.

There is a mixture of properties for rent, shared ownership, and outright sale. All of our properties are maintained to a high standard, and we continue to invest to ensure they meet the standards you deserve and expect, whilst also meeting regulations.

The floor plans on the following pages show typical layouts. Full details and dimensions for all available property types are available on request, please speak to our sales team.

Disclaimer: Please note the floor plans and images on the following pages are for marketing purposes and to be used as a guide only. All efforts have been made to ensure their accuracy at the time of print and do not form any part of a legal agreement.

One-bedroom apartment

Features either a walk-out balcony or patio bringing in lots of natural light and a connection to the outdoors.

 Own front door

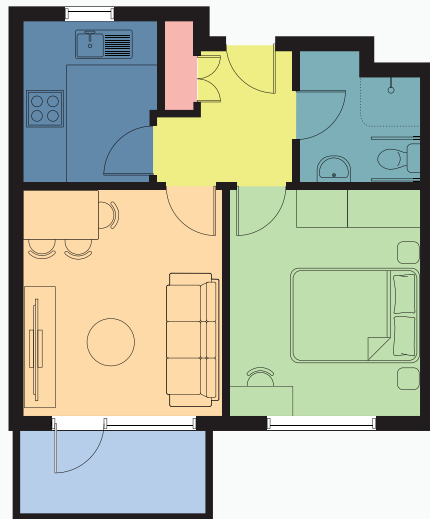
 Balcony

 Emergency call system

 Pet-friendly



One-bedroom apartment with balcony floor plan:



Size:
529.86 sq ft
51.05 sq m



Two-bedroom apartment

Enjoy more space to relax or host guests, with natural light and fresh air from your own patio.

 Own front door

 Patio access

 Emergency call system

 Pet-friendly



Two-bedroom apartment floor plan:



Size:
583.23 sq ft
55.97 sq m



Two-bedroom apartment with balcony

Featuring a walk-out balcony bringing in lots of natural light and a connection to the outdoors.

 Own front door

 Balcony

 Emergency call system

 Pet-friendly



Two-bedroom apartment with balcony floor plan:



Size:
583.23 sq ft
55.97 sq m



A photograph of a balcony on a brick building. In the foreground, a large white pot holds a variety of colorful flowers, including pink and red ones. To the right, a small round glass table with a black metal frame stands on the balcony. The balcony has a glass railing with black metal posts. In the background, there are green bushes and another building under a blue sky with clouds.

“The process of moving into Willowfields was very easy. We had plenty of people to help us.”

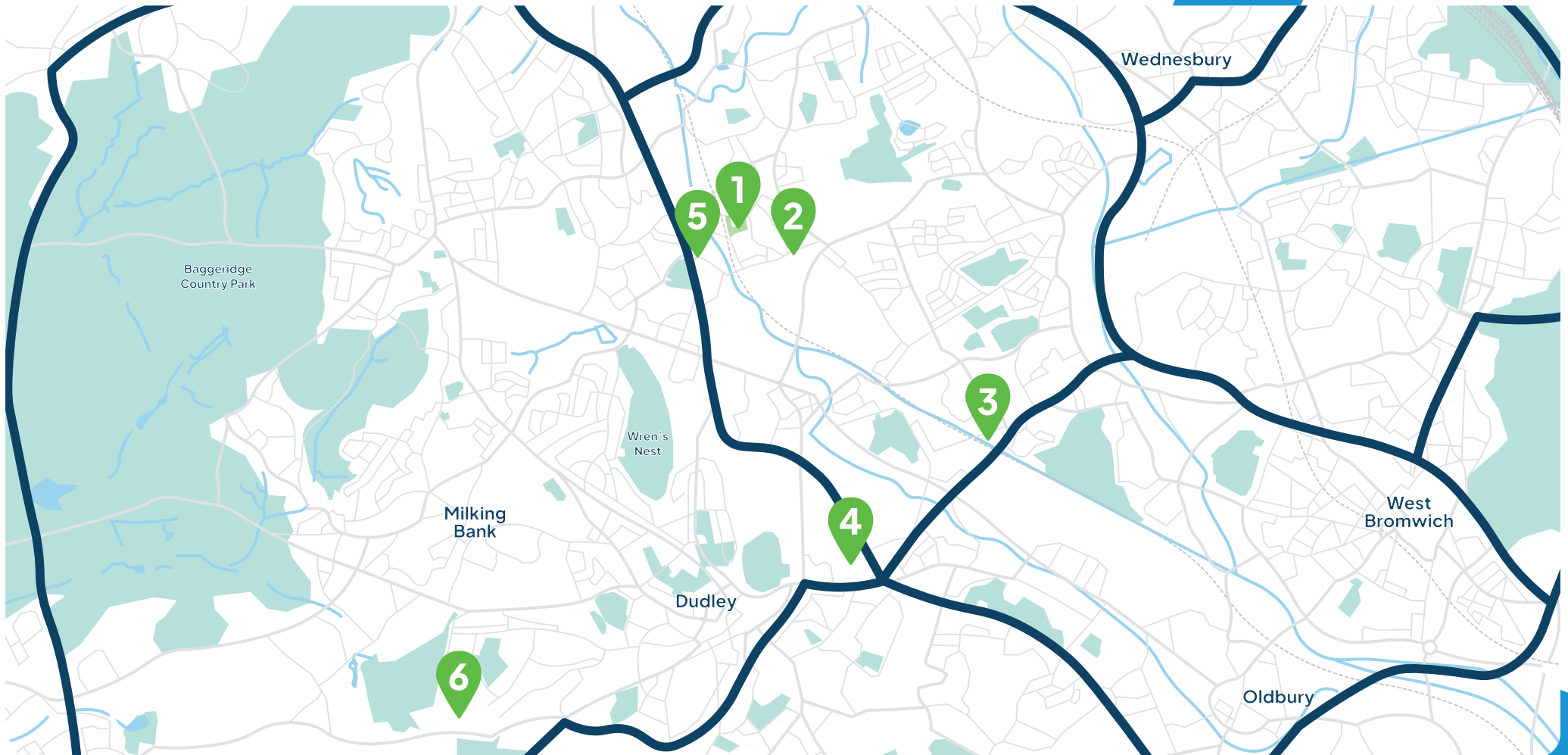
Vicky

Willowfields resident

The local area

Willowfields is located within Dudley, a short walk away from Clayton Park. Supermarkets such as Asda and Tesco are a short drive away. The local area has convenient shopping options with easy transport connections to the wider West Midlands area and beyond.

- | | | |
|--|---|--|
| 1. Willowfields Retirement Village | 2. Spencer Avenue bus stop
(0.5 miles, 7 min) | 3. Dudley Port Railway Station
(3.1 miles, 11 min) |
| 4. Tesco Extra
(2.8 miles, 12 min) | 5. Heron Foods
(0.4 miles, 3 min) | 6. Russells Hall Hospital
(4.5 miles, 18 min) |



Peace of mind: selling made simple

If you decide to sell, we'll buy your home back from you. Whether you bought outright or through shared ownership, we'll buy the property back at whatever the current market value is*.

This means you won't need to worry about selling on the open market, giving you and your family peace of mind that the process will be simple and stress-free.

We'll always explain any fees clearly before you make a decision. Our team will be on hand to guide you through every step.

*Price determined by a RICS qualified surveyor, speak to an adviser for more details.

Next steps

To arrange a viewing or find out more, please contact our team:

-  03701 924465
-  Available daily, 24hrs. Calls charged at local rate.
-  willowfieldsdudley@housing21.org.uk
-  Willowfields, Whitehouse Street, Coseley, Bilston, WV14 8HF



Scan to visit the
Willowfields
Facebook page

This brochure can be provided in a different format, such as large print, Braille, or another language please contact: **communications@housing21.org.uk**

Housing 21 is a leading not-for-profit provider of Retirement Living and Extra Care for older people. We manage more than 24,000 properties across 220 local authority areas in England and deliver more than 48,000 hours of in-house care each week.

Our roots date back to 1921 with the Royal British Legion, supporting ex-servicemen and women, and in 1964 we became a recognised housing association.

Head Office
Tricorn House
51 - 53 Hagley Road
Birmingham
B16 8TP

www.housing21.org.uk/schemes/willowfields-dudley/



Housing 21
Village Living