

For Living Space Architects the experience of being shortlisted and having the opportunity to develop their scheme further has been entirely positive, as highlighted by Director Kirsty Curnow Bayley.<sup>14</sup> Building on the research around this project, they have met with several other house builders who are interested in how they could develop their own housing offering for older people. They are also in discussions with McCarthy & Stone who are looking at developing their proposals further on other sites. The opportunity of researching an area of design more thoroughly afforded by this competition has effectively enabled the architects to transfer their ideas to both private housing projects and larger commercial designs.

### Real Schemes for Real People

The Re-imagine Ageing shortlisted schemes here are all characterised by a sensitive response to a real site, but also to the residents as real people who aspire to be part of a community, a place and a landscape. The projects demonstrate an empathy with the needs of people as they grow older by treating them as individuals with a future and a set of dreams.

The competition also highlighted the arrival of a watershed moment for the design and development of housing in the UK by its focus on the baby boomers – never has there been potentially a larger or more discerning generation of older people. With the announcement of the competition winner, both Tom Russell and McCarthy & Stone Executive Director Ali Crossley commented on the opportunity that the competition presented to respond to this new generational shift and to develop new types of housing.<sup>15</sup> Robert Sakula, chair of the judging panel, who was also part of the judging team for the  $\Delta$  student competition (see pp 126–35), has also observed how significant it was to see the many different and shared routes that entrants took when going beyond accommodation, in their treatment of outside space, public and private areas and links with the community. For Sakula, though, Tom Russell's proposal was marked out by his understanding that housing now has to be designed for 'precisely the kind of people who can't quite see themselves living in a retirement village'. His solution created 'a real identity to the individual homes, without sacrificing an appropriate sense of community' and afforded 'their occupants a dignified progression from the active to less active'.<sup>16</sup>

By challenging concepts around housing for the elderly and exploring the possibilities for new types of communities and new places to live, the competition was devised to open up choices for people as they age. It is clear that there is no single solution: different people want different spaces and places to live, depending on their financial circumstances and lifestyle choices. It is also apparent since the competition that this process has had an impact on the architects involved. It has challenged their practice particularly around designing and building a sustainable community. There are already schemes now in progress that will offer new paradigms for living not just for ageing populations, but for the intergenerational community of the future.<sup>17</sup>  $\Delta$



This long section drawing through the site shows the opportunity for residents to connect with each other, as well as with the landscape and view.

top: The site plan responds to the soft curves of the surrounding landscape.

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### Notes

1. 'Ageing, longevity and demographic change: A Factpack of statistics from the International Longevity Centre-UK', 22 July 2013: [www.ilkuk.org.uk/index.php/publications/publication\\_details/ageing\\_longevity\\_and\\_demographic\\_change\\_a\\_factpack\\_of\\_statistics\\_from\\_the\\_i](http://www.ilkuk.org.uk/index.php/publications/publication_details/ageing_longevity_and_demographic_change_a_factpack_of_statistics_from_the_i)
2. Ibid.
3. See competition terms and conditions: [www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/competition-terms-and-conditions/](http://www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/competition-terms-and-conditions/)
4. The Future Homes Commission (Sir John Barham, Roger Graef, Kate Faulkner and Dame Mavis McDonald), 'Building the Homes and Communities Britain Needs', Royal Institute of British Architects (RIBA), October 2012: [www.architecture.com/HomeWise/News/FutureHomesCommission.aspx](http://www.architecture.com/HomeWise/News/FutureHomesCommission.aspx)
5. Ibid, p 40. Drawn from National Statistics based on the Office for National Statistics (ONS) principal population projection 2011.
6. For a link to a pdf of the competition brief see: [www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/competition-terms-and-conditions/](http://www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/competition-terms-and-conditions/)
7. Ibid.
8. See the RIBA press release, 'Shortlist announced for McCarthy & Stone Re-imagine Ageing Competition', 28 February 2013: [www.architecture.com/NewsAndPress/News/CompetitionNews/Press/Ongoing/2013/McCarthyStone.aspx](http://www.architecture.com/NewsAndPress/News/CompetitionNews/Press/Ongoing/2013/McCarthyStone.aspx)
9. RIBA press release, 'Re-imagine Ageing Design Competition – Winner announced', 10 June 2013: [www.architecture.com/NewsAndPress/News/CompetitionNews/Press/Results/2013/Re-imagineAgeing.aspx](http://www.architecture.com/NewsAndPress/News/CompetitionNews/Press/Results/2013/Re-imagineAgeing.aspx)
10. Ibid.
11. Comments from Robert Sakula provided to the author in a telephone conversation and by email in October 2013.
12. RIBA press release, 10 June 2013, op cit. For the 2009 HAPPI report by the Homes and Communities Agency, see: [www.homesandcommunities.co.uk/housing-ageing-population-panel-innovation](http://www.homesandcommunities.co.uk/housing-ageing-population-panel-innovation)
13. Comments from Tom Russell provided to the author by email in October 2013.
14. Comments from Kirsty Curnow Bayley provided to the author by email in October 2013.
15. For quote from Tom Russell see McCarthy & Stone's press release: 'The Finalists of the McCarthy & Stone RIBA Re-imagine Ageing Competition': [www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/how-to-register/](http://www.mccarthyandstone.co.uk/about-us/re-imagine-ageing/how-to-register/). For quote from Ali Crossley see RIBA press release, 10 June 2013, op cit.
16. Comments from Robert Sakula provided to the author in a telephone conversation and by email in October 2013.
17. For further research on the intergenerational community, see, for example, that by Professor Penny Curtis, Dr Katie Ellis, Dr Joanne Britton and Professor Allison James of the University of Sheffield at: [www.sheffield.ac.uk/polopoly\\_fs/1.216197/file/Intergenerational\\_Relations.pdf](http://www.sheffield.ac.uk/polopoly_fs/1.216197/file/Intergenerational_Relations.pdf)