



## **Category 7)**

### **BEST RETIREMENT SCHEME**

Entrants must demonstrate how they have catered to the over 55s residential market in their use of design, delivery and customer care

*The category is open to developments or new homes designed to serve the over 55 market, whether they be retirement villages or schemes, assisted living, sheltered accommodation or any specialist later living developments.*

Entries will be judged on some or all of the following:

- Quality of the development/home in terms of meeting the needs of the ageing population
- Innovation/imagination in the service provided for the residents
- Ideas/initiatives/delivery beyond the norm expected in this sector
- Quality and appropriateness of design for the target audience
- Evidence of understanding of the market and quality delivery to meet the needs of the target audience

**THIRD PARTY TESTIMONIALS ARE WELCOMED AND ENCOURAGED IN ALL CATEGORIES**

*Please contact [events@house-builder.co.uk](mailto:events@house-builder.co.uk) or 020 7960 1630 with any questions*