



CLARENCE GARDENS

CHELLENHAM



LIFE AT
CLARENCE GARDENS



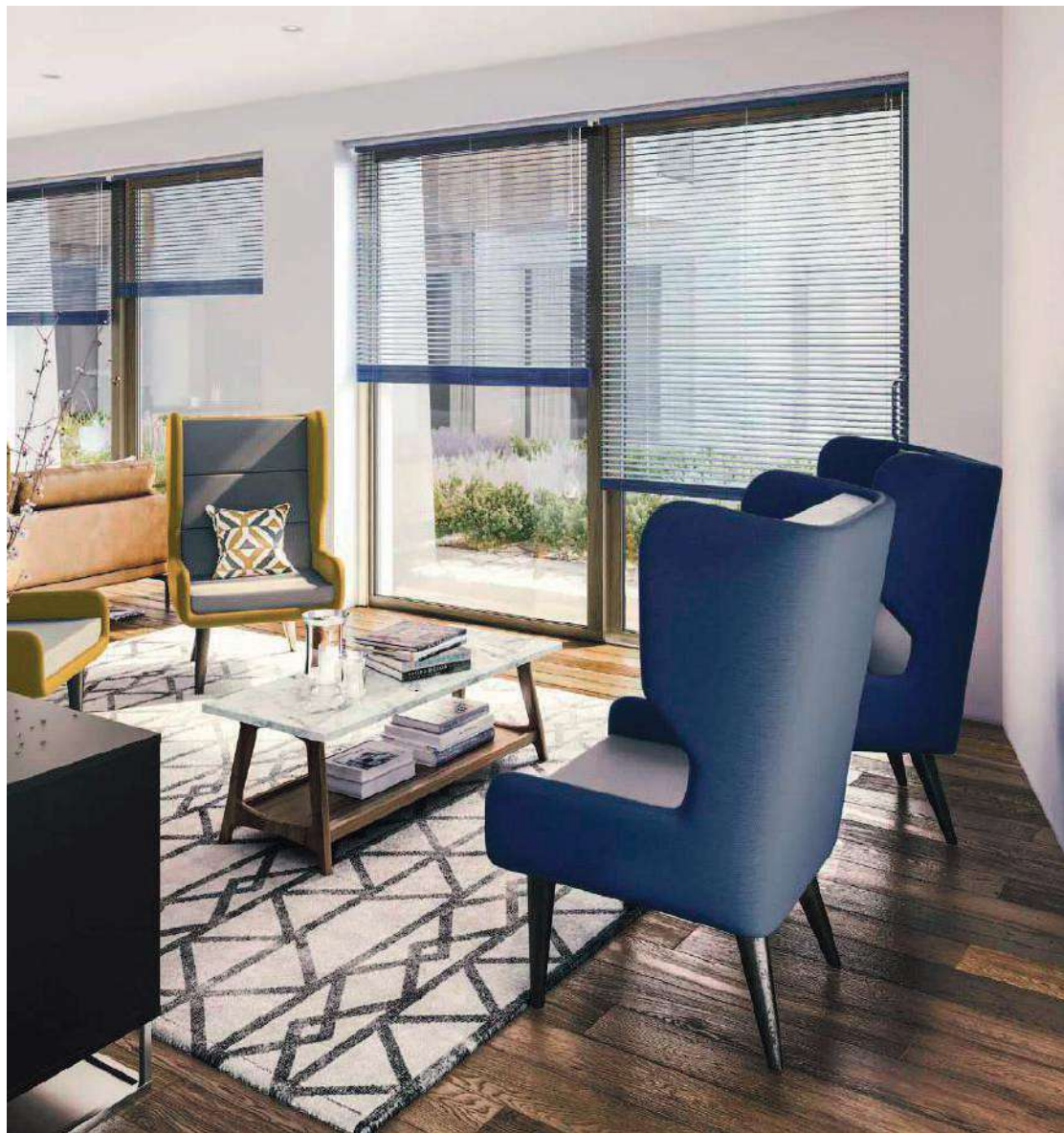
*At Clarence Gardens, you'll find places
for catching up with neighbours over
a morning coffee or settling down with
a novel after a busy day.*

INSIDE
CLARENCE GARDENS

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LOUNGE & TERRACE

Designed to make the most of the natural light, the lounge is a warm, relaxing space, offering a quieter alternative to the bustle of the social kitchen next door. With a sophisticated decor that ties the Regency spa town to the urban contemporary, it's the place to meet neighbours for a drink from the honesty bar, or settle down with a novel from the library in one of the comfortable armchairs. It opens up onto the spacious terrace, which looks out onto the greenery of the central courtyard.



S O C I A L K I T C H E N

Adjoining the lounge, the homely social kitchen is a space where Regency Cheltenham meets modern conversion. Flick through the morning papers while you enjoy a coffee made by the in-house barista, or let them prepare you a quick snack before heading out for the day.



GUEST SUITE

Whenever friends and family wish to stay overnight, you can book them into the guest suite. The suite includes an ensuite, tea and coffee making facilities, a mini-bar and a TV. The team will be on hand to take bookings.



JOHN DOWER HOUSE



The Grade II listed John Dower House was originally built in 1812, and was once home to the Clarence Hotel - the first building in Cheltenham constructed specifically for its spa visitors. It retains its historic façade, and now houses 11 spacious apartments.

JOHN DOWER HOUSE LIVING ROOMS

The bright open-plan living rooms are designed to maximise space, and benefit from plenty of natural light. The tones of Regency order and decorative detailing seen throughout the building carry through to these stylish interiors.



JOHN DOWER HOUSE KITCHENS

The spacious, modern kitchens have a rich wood material palette, and are fitted with quartz composite stone worktops and integrated appliances.



JOHN DOWER HOUSE BEDROOMS

The spacious bedrooms are light and airy.

Master bedrooms benefit from custom-designed integrated wardrobes.



JOHN DOWER HOUSE BATHROOMS

The generously tiled bathrooms have mirror-fronted cabinets and either a bath tub or a walk-in shower.



LATHERAM HOUSE



The 67 newly-built one, two and three bedroom apartments are situated across two buildings. The buildings house a lounge and social kitchen, as well as a comfortable guest suite on the ground floor.

LATHERAM HOUSE LIVING ROOMS

The living rooms are bright and modern, with glass doors opening out onto the balconies.



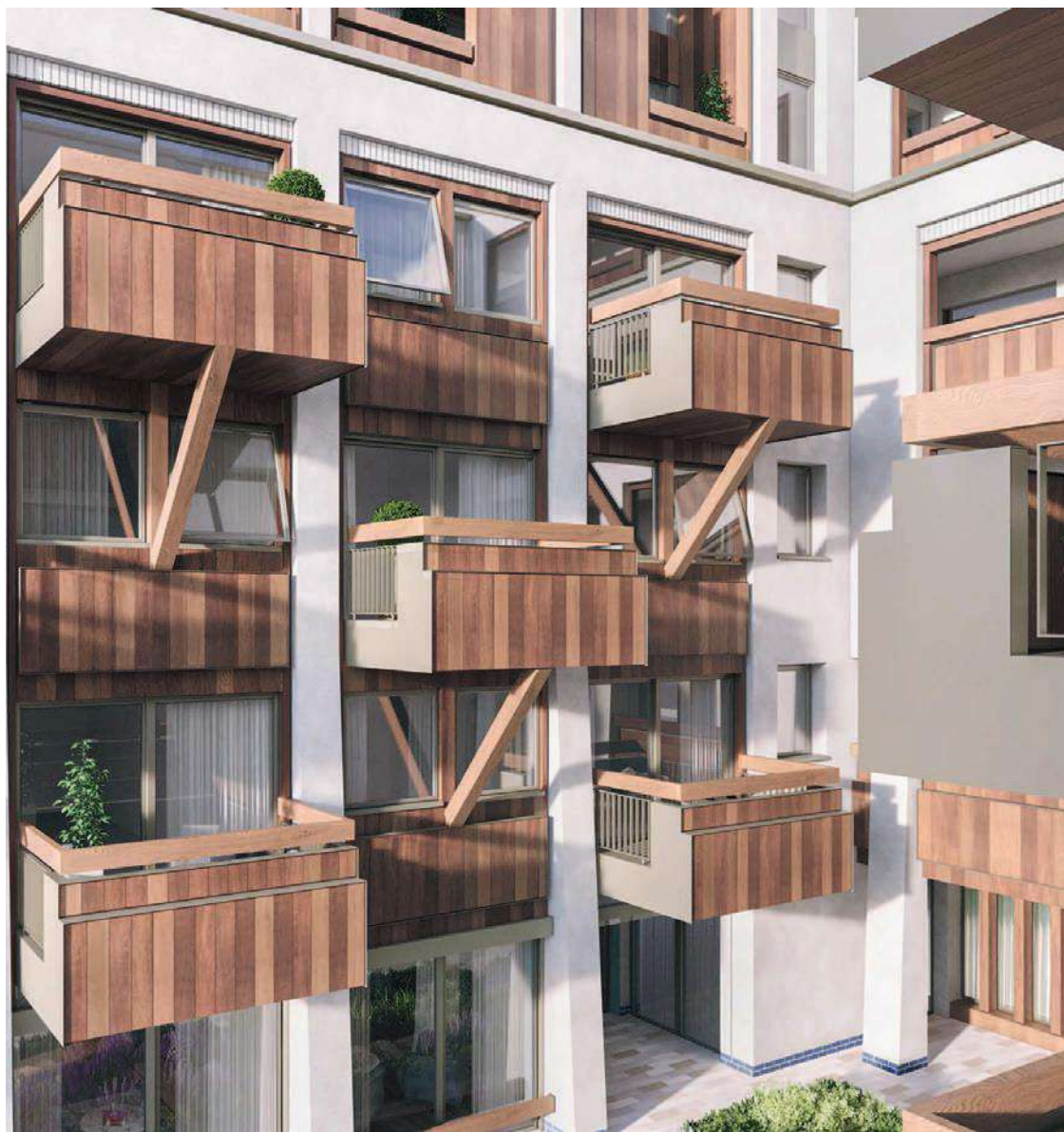
LATHERAM HOUSE KITCHENS

The contemporary kitchens are fitted with composite stone worktops and integrated appliances.



LATHERAM HOUSE BALCONIES

The projecting balconies have painted steel handrails and composite decking.



LATHERAM HOUSE BEDROOMS

The spacious bedrooms are bright and airy, with large windows that let in a surplus of natural light.



THE COTTAGES



Two 2-storey cottages stand on the site that was once occupied by the old coach house.

COTTAGE LIVING ROOMS

The cottage living rooms benefit from an abundance of space and natural light.



COTTAGE KITCHENS

The modern kitchens are fitted with composite stone worktops and integrated appliances.



COTTAGE BEDROOMS

The spacious cottage bedrooms are bright and airy, benefitting from plenty of natural light.



Introducing PegasusLife

PegasusLife is a business on a mission to fundamentally rethink and reinvent the places and ways in which we live as we get older. The company is currently in the process of developing 30 sites across the UK.

Howard Phillips, *Chief Executive Officer*

Our central idea is that everyone shares an aspiration to live independently within an intelligently designed, socially inclusive environment, supported by an intuitive service offer and an efficient and ethical approach to property management.

Working in collaboration with the country's leading designers, academics, creative thinkers and producers, we ensure that the highest level of detail and quality is brought to all aspects of our developments.

Mark Shirburne Davies, *Chief Operations Officer*

We strive to meet the needs and expectations of the people who live in our developments now and those who may choose to in the future. Working with partners who share our goal, we look to create places to which people can aspire. From purchasing land through to the planning and construction phase and beyond, we ensure each development is unique, valuable and of the utmost quality.

Our role continues when our developments are up and running. We work in tandem with the next set of delivery partners – our hosts and concierges – to make sure the PegasusLife difference is there for everyone to see, every day.

John Nordon, *Design Director*

In the design team, our work is about creating imaginative places that foster natural interactions between neighbours.

Our approach doesn't follow a 'cookie cutter' style. No two PegasusLife developments are the same. Each one carefully conceptualises the history, architectural character, culture and personality of its location and, most critically, embodies the spirit of the people we believe will want to live in it.

We make use of the highest-quality materials and craftsmanship – not just to create beautiful places for people to live, but to protect the future of our customers' homes and investments. We take the architectural legacy of cities and towns seriously, and we prioritise developing sustainable buildings that are sympathetic to their surroundings.

Lorena Brown, *Sales & Marketing Director*

Our approach to selling is based very much on our core value of transparency. Many of our customers are moving from more traditional freehold family homes and won't have lived in modern apartments set within communal developments before. There are significant advantages to this way of living; however, it is different. We see it as our responsibility to make sure not only that we've communicated what it's about but also that our audience has understood it.

One of the major hallmarks of our approach is the way we've considered property management – which we run on behalf of our residents on a not-for-profit basis. Furthermore, when customers purchase a property with PegasusLife, they become shareholders of the developments management company, guaranteeing them voting rights and a say in how their development is managed.

Clare Bacchus, *Customer Experience Director*

Our starting point in everything we do is the people who choose to live in our developments. What will they want to do here? What type and style of service is appropriate? What kind of living environment do we need to create to generate the right atmosphere and give people the experience they're looking for? This philosophy goes right down to the level of detail of considering which plants to include in the gardens and which furnishings to use in the development. It extends through to the type of attitude we look for in the team we recruit to deliver a personal, informal and efficient approach to service.

A unique approach to property management



When we talk about maintenance, we mean much more than a lick of paint or changing a light bulb (although we will, of course, take care of that too). The various buildings, courtyards and walkways at Clarence Gardens come with a set of individual requirements for maintenance, which we'll make sure are met. This specific care ensures that your investment is secure and you can enjoy living in an environment that improves rather than deteriorates with age. From cleaning the reflective pond in the water court to maintaining the pathways and garden patches, our approach is tailor-made and detail-oriented.

The management company for Clarence Gardens is run on a strict not-for-profit basis. This ensures that work is carried out solely for the purposes of caring for the buildings and maintaining the quality of the offer and experience of living here for the residents.



On purchasing a property at Clarence Gardens, homeowners, together with PegasusLife, automatically become shareholders of the management company, giving you voting rights and a say in how the company is managed and run.



When it comes to the operation of the management company, we believe passionately that true transparency is fundamental to maintaining residents' peace of mind and the management company's integrity. For this reason, we've invested in creating our own digital tool for property management – an online members-only system, which is designed to provide you with a detailed understanding of how your money is spent on servicing Clarence Gardens and to enable you to keep track of expenditure on, and investment in, the buildings over time.



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Clarence Gardens is available
exclusively to people over sixty.



PegasusLife