Deeley
BUILDING
INNOVATION INTO
LATER LIVING AND CARE
www.deeley.co.uk
Building better

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LATER LIVING AND CARE. UNDERSTANDING YOUR NEEDS

Deeley Group is a market leading developer in the Later Living and Care sectors.

We have a proven track record in these sectors, in the last 10 years we have:

delivered

868
later living units

and

478
care home beds

Why work with Deeley?
We understand the specific requirements of the operators and their residents, delivering schemes that create lasting value for all stakeholders. As a family business, people and their community are at the heart of everything we do.

Developer and contractor: a turnkey service
Deeley offers a complete turnkey service for operators.
Our team will find land, obtain planning permission and deliver the facilities in partnership with an operator.

Willow Gardens Chipping Norton

LATER LIVING. OUR EXPERIENCE

Delivering extra care, retirement living and later living has been at the forefront of our capabilities for a number of years.

We recognise the importance of delivering homes that are vibrant and create a community-minded environment for all residents.

POPPY MEADOWS, DIDCOT

60 apartments for affordable rent and 20 apartments for shared ownership.

Contract Value: £11.3 million
Client: Housing 21

STIRCHLEY HOUSE, TELFORD

72 one-and-two bed apartments developed on the site of the former Stirchley Leisure Centre.

Contract Value: £13.7 million
Client: Preferred Homes Limited

COLES HOUSE AND MILL PLACE, SUTTON COLDFIELD

The project consists of two blocks, one a Traditional structure and one a concrete frame, which make up 137 apartments.

Contract Value: £35.9 million
Client: Anchor

BONDS LODGE, COVENTRY

45-bed elderly care home built on a tight city centre site. A poetic return to the Belgrade Plaza development for our group.

Contract Value: £6.8 million
Client: Coventry Church Municipal Charity

LATER LIVING. PROJECT SPOTLIGHT: SANDSTONE COURT, TELFORD

This new development for Housing 21 showcases their commitment to reducing fossil fuel usage with this full electric extra care development.

The extra care scheme accommodates 70 affordable apartments comprising 20 one-bedroom apartments and 50 two-bedroom apartments for those aged 55 years or over.

The new building design has focussed on removing gas boilers from the development, instead relying on panel heaters and natural air ventilation systems. Built to new Part-L regulations, this project is forecast to be above and beyond building regulations based on current SAP calculations

By utilising the expertise of our Design & Build team and energy consultants the building has had a Whole Life Carbon Assessment produced to assist Housing 21 in reducing the carbon on future builds. The work we undertook here ties in with our Zero Carbon agenda and has assisted Housing 21 in developing and bringing this new low-carbonfacility into their portfolio.

KEY FACTS

Contract Value
£12.3 million

Scale
70 apartments

Contract
JCT Design & Build 2016

Client
Housing 21

Architect
rg+p LTD

Structural Engineers
Couch Consulting Engineers

The project won the following awards:

NFB - Construction Awards of Excellence: Outstanding Residential Development

Construction Awards of EXCELLENCE 2024 THE INDUSTRY'S AWARDS CEREMONY
NFB National Federation of Builders
2024 WINNER
OUTSTANDING RESIDENTIAL DEVELOPMENT

NFB - Construction Awards of Excellence: Excellence in Sustainable Construction

Construction Awards of EXCELLENCE 2024 THE INDUSTRY'S AWARDS CEREMONY
NFB National Federation of Builders
2024 WINNER
EXCELLENCE IN SUSTAINABLE CONSTRUCTION

CARE.
OUR EXPERIENCE

Delivering care, dementia care and complex care has been at the forefront of our capabilities for a number of years.

We recognise the importance of delivering facilities that offer the upmost care and create a comfortable environment for all patients.

DEMENTIA

WOODSIDE CARE VILLAGE, WARWICK

The 72 bed village of 12 households each of which is designed to house up to 7 people who share similar care needs, interests and backgrounds.

Contract Value: £7.1 million
Client: WCS Care

CARE

CANNOCK ROAD, STAFFORD

76 bed care home focused on enhancing the daily lives of its residents.

Contract Value: £10.4 million
Client: Care UK

CARE

KINGSLEY CARE HOME, BRACKLEY

66 bed luxury care home opened by the creation of an enhanced road layout close to the A43 road which leads to Silverstone.

Contract Value £6.1 million
Client: Kingsley Healthcare

HIGH ACUITY

1. **SHIRE OAKS COURT, CANNOCK**
2. **GREENACRE PARK, LEICESTER**
3. **BIRCH VIEW, COVENTRY**
4. **WOODSIDE PLACE, TELFORD**

We have delivered a number of specialist care facilities for Exemplar Healthcare.

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CARE. PROJECT SPOTLIGHT: OLNEY MEADOWS, OLNEY

This new development delivers luxury features that are often only found in top class hotels.

Features include a library, a café, a state-of-the-art cinema room, a garden room and a therapy and wellness room.

The facility also boasts a private dining room for families to visit their loved ones and celebrate occasions and birthdays with a private chef.

This project has brought 100 more jobs locally including support workers, chefs, maintenance people, housekeepers, hospitality hosts, administrators, nurses and managerial roles.

The development features a central plant room for the A/C and ASHP, which feeds an ambient loop system, with thermostats to underfloor heating manifolds.

KEY FACTS

Contract Value
£9.7 million

Scale
66 beds

Contract
JCT Design & Build 2016

Client
Kingsley Healthcare

Architect
Condy & Lofthouse Architects

Structural Engineers
Richard Jackson

MEDICAL HEALTHCARE. OUR EXPERIENCE

The Deeley Group also offers expertise in Medical Healthcare having delivered projects to Northampton General and Milton Keynes General Hospitals.

We have also got the ability to deliver highly energy efficient facilities directly for local trusts and private medical operators as showcased at Warwick Medical School and Lillington Health Centre.

Our future plans are to integrate Medical Centres into wider mixed-use developments to provide local communities with facilities that meet their needs.

At our latest development, Leadon Vale in Ledbury, we have engaged the local community to ensure we leave a sustainable footprint upon delivery.

MCBB EXTENSION, WARWICK MEDICAL SCHOOL

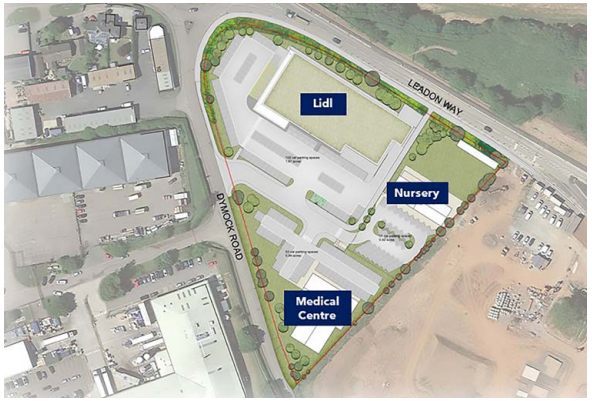
The objective of this extension was to provide a new, suitable, top quality laboratory that met the original building's BREEAM Excellent specification.

Contract Value: £2.8 million
Client: The University of Warwick

LILLINGTON HEALTH CENTRE, LEAMINGTON

Two-storey health centre in Lillington created new benefits to the community, including health services and the creation of more jobs.

Contract Value: £5 million
Client: South Warwickshire NHS Foundation Trust



LEADON VALE, LEDBURY

Leadon Vale has been designed with the needs of local residents in mind and will comprise of:

- A Community Medical Centre
- A locally run children's Day Nursery
- A Lidl food store

LAND REQUIRED

We are actively seeking land opportunities to support our growing portfolio of high-quality developments.

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LAND REQUIREMENTS

SIZE
1 acre to 10 acres, suitable for redevelopment

FORMER USE
Industrial sites, former pubs, car showrooms, care homes, and other infill sites

CONTRACT
Fast & Efficient Decision-Making – Quick approval process and response times.

STRONG FINANCIAL BACKING
Most transactions are self-funded, with access to additional funding for larger projects.

MIXED-USE POTENTIAL
Sites for Healthcare, Later-Living, Care, Affordable Housing, and Private Rent opportunities

AGENT FEES
Competitive Introductory Fees – Fees paid on successful acquisitions.

ESG

At Deeley, ESG has been at the heart of our business for 90 years.

Sustainability, Social Value and Governance have been key frameworks that have impacted our long-term success.

As a family business working within our community and surrounding areas, we aim to be a true 'community developer' adding social value to local communities we work within.

Net Zero Carbon for 2036

Donated or Raised for charities and local community groups since 2016

£290,000

2,600 hours Dedicated to local causes since 2016

PRINCIPLES

At the core of our ESG strategy are three principles that guide us in what we do:

Environmental

To focus the social and environmental implications of the Deeley Group's activities and improve efforts made for positive impact and community value.

Social

To build on Deeley Group's strong relationships and heritage to embed sustainability through existing links with the local community and across the supply chain.

Governance

To create a structure through which the Deeley Group's sustainability vision can be realised, including a strong framework for commitments and targets.

Scan here to view our brochure

THE DEELEY GROUP

The Deeley Group was established in 1936 by George W. Deeley and has become a highly successful construction and property development company working on a wide range of projects across the UK.

As a unified multi-disciplinary team, we expertly deliver value to our clients through our skilled employees and valued contractors.

For 90 years our family business has been establishing long term sustainable and profitable partnerships.

Who we are
A unified multi-disciplinary team expertly delivering value to our clients through our skilled employees and valued contractors. As a family business we have been establishing trust over 90 years with our long term sustainable and profitable construction and development partnerships for a broad base of clients. We look to a future founded on our valued heritage.

Our vision
A family owned construction and development partner providing long term sustainable benefits to our community.

Our mission
We shall deliver “best in class” performance in supporting communities, protecting the natural environment,
improving lives and responsibly generating economic benefit for our region.

Our team approach
We value our employees and are proud of their contributions to the sustainability of our business and encourage development of their skills and qualifications.

We act and react daily to make customer focussed decisions that deliver sustainable growth and support our profitable partnerships.

OUR TEAM VALUES INFLUENCING OUR BEHAVIOURS

Integrity
Ensuring we develop and maintain high standards and sustainable relationships

Partnership
Connecting and engaging with all our clients and stakeholders and supporting our internal and external culture of co-operation

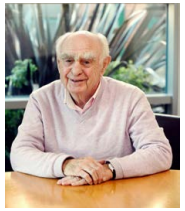
Community
Leaving a sustainable footprint wherever we go by engaging with the communities we work in

Respect
Continuously and consistently valuing the diversity of our stakeholders. We ensure a safe working environment for all employees and contractors

Agility
Working rapidly and flexibly to deliver results.

Above:
One of our G.W. Deeley project teams, 1954

Below:
Eleanor Deeley & Peter Deeley continuing the Deeley family legacy into a third generation



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