

Renting at The Willowbury
Financial information and costs

**A simpler,
smarter way
to rent.**

RETIREMENT
VILLAGES



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Welcome to The Willowbury

This booklet provides all the information you need to decide whether renting at The Willowbury is right for you.

At The Willowbury, we’ve made renting beautifully simple. Your home, services, and everyday essentials are all wrapped into one clear monthly payment - everything you need to live comfortably, confidently, and with complete peace of mind.

We want you to feel reassured and well-informed about the costs involved when renting with us. If you need any help or support, one of our client advisors will be on hand to answer any questions. We’re here to help every step of the way.

"I could see the advantages of renting as I didn't want to go through the process of buying and selling again. It also means my daughters won't have to take it on board to sell later."

Retirement Villages Resident

How it works

Our rental package goes beyond just rent – it’s a complete lifestyle package designed to make everyday living easy. From utilities and housekeeping to wellbeing spaces and community amenities, everything is included in one simple monthly payment.

With flexible add-ons like dining and personal care, you can tailor your lifestyle to suit your needs.

One-time	Instead of a traditional deposit, we ask for a One-time Move-in Fee .
Move-in Fee	Included in your Move-in Fee: ✓ Downsizing support with our partners - The Senior Move Partnership ✓ Lunch vouchers for the restaurant ✓ Fitness vouchers for paid classes ✓ Peace of mind and protection from unexpected costs at the end of your tenancy

Monthly Charge	Renting with us is designed to make life simpler – with most of your everyday living costs covered in one clear monthly payment.
Monthly Inclusive Rent	Included in your monthly charge: ✓ Your rent – A modern, beautifully designed apartment built for comfort and ease ✓ Management Fee – Covers all costs involved in providing services and running The Willowbury ✓ Utilities – Electricity, water, and broadband all included One predictable monthly payment – everything you need for independent living, peace of mind, and ease.

Optional Extras	We know everyone’s lifestyle is different, so you can tailor your experience with flexible optional extras: ✓ Dining Package – Enjoy freshly prepared meals in our on-site restaurant ✓ Personal Care Packages – Choose from a range of optional services provided through our trusted care partners, offering help with day-to-day living such as personal assistance, companionship, or medication support – all tailored to your individual needs
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Key facts snapshot

Property information

Operator: Retirement Villages Group Limited

Landlord: West Malling Limited

Management company: West Malling Management Limited

Community: The Willowbury,
West Malling, 236 London Road, West Malling ME19 5AD

Property types: 140 units - 20 x 1 bedroom apartments, 112 x 2 bedroom apartments and 8 cottages

Occupancy: 1 or 2 persons

Subletting: Subletting or renting out the apartment is not permitted

Tenancy Agreement: Assured Tenancy

Care arrangements: Domiciliary (personal) care is available from external partners

At least one person aged 65 or over has to live in the apartment

Renting your apartment

Cost of moving in

Reservation Fee	£1,000	
Move-in Fee	1 bedroom apartment £3,800 Payable upon signing Tenancy Agreements	2 bedroom apartment £5,000 Payable upon signing Tenancy Agreements
Wellbeing Assessment	No charge. (If GP report required, tenant would meet cost)	

Living in your apartment

Ongoing charges payable to the operator

Monthly Inclusive Rent includes	1 bedroom apartment Rent: from £2,825 p/m Management Fee: £833 p/m Utilities: £144.09 p/m	2 bedroom apartment Rent: from £3,765 p/m Management Fee: £833 p/m Utilities: £202.10 p/m
Ground Rent	None	
Emergency Response	Covered by the Management Fee	
Parking	Car parking spaces £592 per year. Increases annually in line with the previous October CPIH figure, from January 2027	

Care charges

Personal care	Available from our external partners from £31 per hour
Nursing care	Not provided but may be arranged through GPs and District Nurses

Other ongoing charges not included

Council Tax	See www.gov.uk/council-tax-bands
TV Licence	Payable direct to TV Licensing, see www.tvlicensing.co.uk
Telephone	Payable direct to your chosen supplier
Digital TV	Payable direct to your chosen supplier

"Renting was certainly a good option for me. It took a lot of my stresses away and has enabled me to enjoy the lifestyle I really wanted, with support available when I need it, I can continue to lead a busy and active life to suit me."

Retirement Villages Resident

Monthly Management Fee

Our annual management fee replaces both a service charge and ground rent. It covers all costs involved in providing services and running The Willowbury. The fee is fixed, reviewed annually in line with CPIH, and collected monthly by direct debit. This fee is part of your monthly inclusive rent and covers the following:

Food, Beverage & Lifestyle

15% discount at the restaurant and priority access
Restaurant and social calendar booking system – Cubigo
Membership to the wellbeing suite: gym, induction and weekly classes
On-site community coordinator to facilitate groups and events
Residents-only lounge

Wellbeing & Safety

On-site Wellbeing Manager and wellbeing services
24/7 emergency on-site response
24/7 on-site security, CCTV and video entry
Tunstall alarms within apartments
Reception team available 7 days a week

Personal Services

One hour of housekeeping per week
Access to transport options, including pool cars

Village Operations & Support

Management office and all village staff
Central support services (legal, finance, HR)
Service contracts (lifts, alarms, health and safety)
Repairs and maintenance of buildings and communal areas
Grounds and garden upkeep, including public square, rooftop gardens and outdoor kitchen
External window cleaning
Building and public liability insurance
Utilities for communal areas
Refuse collection
Sustainability commitments
Emergency maintenance support



FAQs

1. Who runs the village?

The General Manager and Village Management team oversee all on-site management at The Willowbury.

2. What social activities and facilities are available?

The Willowbury offers a full social programme and facilities including a restaurant, residents’ lounge, gym, and treatment rooms. Many activities are resident-led. Dining, treatments, and some events/activities have additional charges.

3. What emergency support is available?

A first-aid trained team member is on duty 24/7 for emergency callouts.

All homes have Tunstall alarms linked to a receiving centre and the village team for 24/7 first-response assistance (e.g., falls, fire).

4. What emergency maintenance support is available?

On-site maintenance staff handle emergencies (e.g., power failure, leaks) during the day; a night responder is available after hours. The Home User Guide provides further instructions.

5. Can visitors stay overnight?

Yes. Guests may stay in your home for up to 60 days per year, with a maximum of 28 consecutive days. The management team need to be informed.

Guest suites are also available from £75 per night for stays of up to 7 nights (subject to approval for longer periods). Guests may also dine in the restaurant.

6. Parking arrangements

Parking spaces can be rented for £592 per year (subject to availability), with one space allocated per apartment. Prices increase annually in line with CPIH (October figure); if CPIH falls, the price remains unchanged. A pool car is also available for residents.

7. Are pets allowed?

Yes. Tenants must register their pet and obtain permission from the General Manager. Pets must be well-behaved and are not allowed in communal areas (except assistance dogs).

8. What TV provision is there?

Traditional satellite TV services are being phased out. Residents can access TV through Sky Stream or other streaming services (e.g., Netflix, Prime Video, Disney+). Freesat remains available.

9. Who handles redecoration?

External redecoration is undertaken by the Management Company and funded through the Management Fee. Tenants are responsible for internal redecoration and must ensure their property is maintained in good repair.

10. Can I make alterations?

Structural alterations are not permitted. Minor, non-structural changes require approval and a £90 fee (index-linked annually to CPIH).

The property must be returned to its original condition. Your Move-in Fee covers the fair wear and tear to the property.

11. Can I sublet my apartment?

No. Subletting is not permitted.

12. Is there a selection process for prospective tenants?

We operate an equal opportunities policy. Our communities are designed to offer an enjoyable and supportive environment for older people living independently.

All tenants meet with our wellbeing team for a pre-move assessment. This helps us understand individual needs and preferences and ensures a smooth, tailored experience when moving into the retirement village.

13. What if I can’t look after myself or my partner?

The community supports independent living. If needs change, staff assist residents in arranging domiciliary care (privately or via social services). Live-in carers are permitted.

If a resident requires permanent nursing/specialist care and declines to move, the Tenancy Agreement allows the landlord to serve notice as a last resort. If one partner becomes less independent, the other may continue supporting them with external help.

14. What is the Management Company’s role?

West Malling Management Limited manages the estate, buildings, and services.

The Residents’ Charter (a legal document) outlines services, repair responsibilities, behaviour expectations and complaints procedures, and may be updated following resident consultation.

15. Does the Management Company consult residents?

Yes. Residents are encouraged to form a Residents’ Association; the General Manager may attend meetings by invitation.

16. What is an Assured Tenancy?

An Assured Tenancy or Lifetime Tenancy gives reassurance that you can live in the property for as long as you like with no fixed maximum term. After a minimum of six months, two months’ notice can be given to vacate.

17. What references will be required?

Tenants will be asked to demonstrate their ability to comfortably meet the financial commitments. We ask tenants to produce a ‘Bank Reference’ which is a letter from their bank confirming their ability to cover the rent. We can also accept financial statements in the tenant’s name demonstrating available funds.

18. Do I need to pay a Reservation Fee?

Yes, a Reservation Fee of £1,000 is required to secure your chosen apartment. This will offset against your first month’s rent or is refundable in full.

19. Do I need to pay a security deposit?

No, a security deposit is not required but you will be required to pay a Move-in Fee to the landlord.

20. How much is the Move-in Fee?

£3,800 for a one bedroom apartment
£5,000 for a two bedroom apartment
Payable when signing your Tenancy Agreement.

21. What is my Monthly Inclusive Rent made up of?

Rent, Management Fee and Utilities Fee. Payable monthly by direct debit, increasing annually in line with inflation.

22. How much is the Management Fee and how does it increase?

The Management Fee is £10,000 per annum, £833 per month (from 1 January 2026 to 31 December 2026.)

The Management Fee is calculated annually and collected in your inclusive monthly charge.

The Management Fee will increase annually on 1 January in line with CPIH, using the indexation figure from October of the prior year. If CPIH decreases, the current price will be maintained.

23. How do I pay for utilities?

Water, electricity and Wi-Fi are included in your inclusive monthly charge:
£144.09/month for a one bedroom apartment
£202.10/month for a two bedroom apartment
This increases annually from 1 January 2027 in line with CPIH (October figure). If CPIH falls, the price is held.

RVG may adjust the fee if wholesale prices change significantly (with evidence). Residents must follow Fair Usage and Internet Usage Policies.

24. What other costs am I responsible for?

Residents pay for Council Tax, telephone, home contents insurance, TV licence, TV subscriptions, and any personal bills.

25. What happens if I lose my key(s) or other security device(s)?

Tenants may be liable for the cost of replacing any lost key(s) or other security device(s). If the loss results in needing to change locks, the actual costs of a locksmith, new lock and replacement keys for the tenant, Landlord and any other persons requiring keys will be charged to the tenant. If extra costs are incurred there will be a charge.

26. What happens if I don’t pay my Monthly Inclusive Charge?

You will be charged interest at 3% above the Bank of England base rate from the date the payment was due until it is paid. Please note: This will not be levied until the Monthly Inclusive Charge is more than 21 days in arrears.

27. What if I want to terminate my agreement early?

Early termination is in line with any agreed break clause. Early termination outside of the agreed term is subject to the Landlord’s Agreement.

To find out more, call us on 01732 913 860 or visit thewillowbury.co.uk

Final thoughts

We always encourage you to discuss your housing options with family and friends. It is important you understand the financial commitment and seek independent legal and financial advice before deciding to rent a Retirement Villages apartment. If you need any help or support, one of our client advisors will be on hand to answer any questions. We're here to help every step of the way.

We are members of ARCO (the Associated Retirement Community Operators), which represents the Integrated Retirement Community sector in the UK. As ARCO 'Approved Operators', we aim to operate all our retirement communities according to the principles laid down in the ARCO Consumer Code.



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