

Honest Town is the downsizer's dream

Study finds retirees prefer to live near cities rather than in the country.

New research has found approximately a quarter of all luxury new build homes in UK towns and cities are being bought by over 60s.

Findings from leading property agents, [Savills](#), revealed downsizers are increasingly viewing accessibility as the most important factor when relocating from their family home – dispelling the notion retirees set their minds on a country retreat.

Independent property developer [Dundas](#) has experienced an increase in the trend, with interest from over 60's up 35% since the start of the year.

According to the Livingston-based firm, 20% of all enquiries have been driven by potential buyers looking to downsize – with The Wireworks development in Musselburgh generating the most interest.

Head of Sales and Marketing at Dundas, Craig Fairfoull, said: “Over the first quarter of 2023, we have noticed a stark increase in downsizers looking to purchase homes that fit their needs for accessibility, with proximity to shops and bars, theatres and galleries a catalyst in making the switch from their larger family homes.

“Musselburgh lends itself perfectly to this trend, with excellent transport links to Edinburgh's city centre and a

plethora of convenient amenities and facilities in the town. As a result, we have experienced an increase in enquiries for our development, The Wireworks.

“Our development is in the ideal location for those wanting to downsize, with specially designed, high-quality one-, two- and three-bedroom apartments that create a home with low maintenance, helping buyers to enjoy life without the hassle of upkeeping a larger home.”

Savills’ research also found energy usage to be a key concern for downsizers with new builds in Scotland saving on average more than a quarter on energy costs compared to second-hand properties.

The Wireworks prides itself on its energy efficiency, with all its homes having an EPC rating of B or above, helping homes to be cheaper to run than older properties.

Prices at The Wireworks range from £186,995 to £339,995 with apartments varying from 517square feet to 1,055 square feet in size.

Dundas Estates has a mission to create homes that make people feel great. Headquartered in Livingston and proudly Scottish, it has a track record of building well-designed homes that are higher spec than a vast majority of competitor properties.

The Livingston-based developer is focused on building welcoming, integrated communities, and making the journey of buying a home more straightforward, inspiring and fun.

It is also committing, through Section 75 payments which are attached to planning permissions, to contribute up to £400,000 along with the other partners which will be invested into local schooling and infrastructure.

<https://www.dundas.co.uk/developments/the-wireworks>

