



# **Red & Yellow Specialist Extra Care**

Melliss Avenue - Kew

Design and Access Statement  
October 2018

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masterplanning | architecture | interior design | engineering



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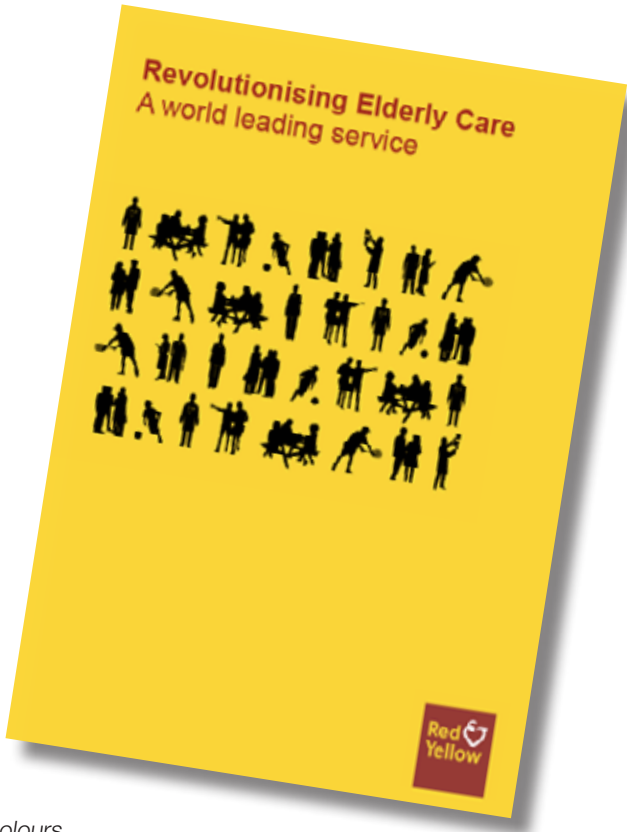


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# Section 1

*Our vision for the site has been to create a truly ground breaking destination of elderly healthcare excellence for our residents and the local community, fostering integration, health and wellbeing in a vibrant mixed-use, care-led development that will significantly enhance the existing site, surrounding neighbourhood, and allow elderly residents with long-term health conditions, including dementia, to be cared for in a beautiful, safe environment.*



Red and Yellow are the two colours that are most easily recognised by people with dementia.

## Introduction

### Red & Yellow: A Vision for a World Class Care Community

The Red & Yellow vision is to be the first truly integrated health and social care provider for older persons, delivered by creating a purpose-built community that provides housing, medical, nursing and personal care for people on a single site in the city.

Great design, activity and a strong sense of purpose and community are key principles guiding the development of Red & Yellow’s community. Designed to the best standards and guidelines for elderly care, the community will be based around the following core units (each unit providing the foundation for a world leading care service that is appropriate, efficient and cost-effective): specialist extra care; health and well-being services; integrated health and social care services; and community facilities.

This state-of-the-art scheme will provide specialist health and social care for people at all levels of need, including all types of dementia and other long-term health and social care conditions resulting in specialist needs. The community will offer exceptional levels of care, being provided to residents by a Care Quality Commission-registered multidisciplinary team with expertise across the full spectrum of need.

Alongside other benefits, including employment creation and community facilities, Red & Yellow’s proposal will help local government meet identified targets in relation to health, social and housing needs and reduce economic and health burden on the National Health Service (NHS) by providing appropriate and effective care for older persons in situ.

Through the redevelopment of a fenced-off former sewage treatment works, to a new C2 specialist extra-care facility, the scheme will provide a range of 89 specialist extra care suites where integrated health and social care is provided within an ‘own home,’ purpose-built, functional yet aspirational environment.



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# Section 1 - Introduction

## The Application

This Design and Access Statement (DAS) has been prepared for the redevelopment of the former Biothane Plant Works on Melliss Avenue, Kew, for the building of an integrated care community providing independent accommodation for older people; with specialism in the management of long-term health and social care conditions such as dementia.

We have undertaken a comprehensive review of the historical, physical and contextual nature of the site, providing analysis where required to illustrate the opportunities and constraints identified to influence the design and development of the final proposals detailed within this document.

In conjunction with extensive engagement with local interested parties, a wider stakeholder engagement process has been undertaken, to ensure the design proposals reflect the requirement and feedback of a whole range of local and national bodies.

The DAS explains how the proposals have been informed and responds to the National Planning Policy Framework, which sets out the over-arching planning policies on the delivery of sustainable development through the planning system, and the fundamental importance of good design in achieving this.

This document should be read in conjunction with the accompanying submission drawings and supporting technical documentation which together, describes the proposals in detail.

## Description of the Development

The extent of the proposal is for the demolition of existing buildings and structures and the redevelopment of the site to provide a specialist extra care facility (C2 Use Class) for the elderly with existing health conditions. The proposals comprise 89 specialist extra care units, with extensive private and communal healthcare, therapy, leisure and social facilities set within a building of ground plus 3 to 5 storeys including set backs. The proposals also make further provision for car and cycle parking, associated landscaping and publicly accessible local community amenity spaces including a children's play area.

## Purpose of the Design and Access Statement

The DAS sets out how the evolution of the design has responded to the specific site context, local and national planning policy, and the specific requirements of the brief and care proposals identified for this development.

The Design and Access Statement:

- Demonstrates Red & Yellow's commitment to ensuring first class design and the provision of good access, and shows how the proposals integrate with the landscape and local surroundings, while addressing the housing and care needs of older people living with long term illness, and incorporating principles of sustainable development;
- Describes the historical and physical context for the proposals;
- Demonstrates how these have influenced the design and access provisions;
- Summarises the appraisal of context that has led to the proposals, including assessment, involvement, evaluation and design;
- Explains and justifies how the design principles have been applied to the following aspects of the proposed development: use, amount, scale, layout, appearance and materials, public realm;
- Explains the sustainable approach to the design of the Red & Yellow community;
- And explains the approach adopted to access in respect of the development.

The structure of the DAS is broadly as follows:

- Historical Context
- Planning Context
- Existing Site Condition
- Surrounding Built Form
- Local Plan Review
- Site Analysis
- Design Response
- Open Space Assessment

## Section 1 - Introduction

### Red & Yellow

Founded in 2009, Red & Yellow is an independent healthcare company which provides specialist, innovative, world class care for older persons specialising in the management of long-term health and social care conditions such as dementia. R&Y intend to become the first truly integrated specialist care provider, proposing to create a purpose built community that provides housing, medical, nursing and personal care for people with varying needs and levels of care on the site, providing a comprehensive and stable care pathway set in a vibrant community. The proposals will be one of the first specialist extra care facilities of its kind.

#### Red & Yellow: Aims

Red & Yellow's community will have a positive impact on health and social care, employment, housing and local amenities. Their goal is to create a dynamic and inclusive community with a vulnerable group at its heart.

#### Holistic care

- To develop long-term relationships between staff, residents, carers and families
- To support and promote the independence and quality of life of all residents
- To consider the life of residents in the whole, and continually monitor and address their changing interests, likes and dislikes
- To liberate residents - promoting activity and a sense of purpose
- To support and inform carers and families

#### Specialist medical and nursing care

- Early diagnosis of new mental and physical health conditions
- To avoid unnecessary hospital admission
- To minimise length of stay in hospital
- To treat and rehabilitate, where possible, in peoples' homes
- To minimise the use of anti-psychotics
- To reduce the economic costs to the NHS

In summary, Red and Yellow will allow residents to age in place, providing flexible care delivered by a multi-disciplinary, Care Quality Commission-registered healthcare team, and eliminating the need for residents to move in to a care home.

#### A happy workforce

- To cement a motivated, stable and happy workforce, reflected by a low staff turnover
- To offer a range of training opportunities and foster career development and progression

- To develop an international reputation for best practice and innovation in elderly care, including such conditions as dementia

#### An inclusive community

- To create an inclusive community where older person specific design makes life easier for all
- To create an environment with opportunities that draw in every part of the local community, delivering amenities and services that are tailored to the needs of the locality
- To build an environment that is sustainable, with materials and an aesthetic that adds value and is sensitive to the landscape in which the community is located
- To engender a sense of pride in all those associated with the community

#### Why Melliss Avenue?

Melliss Avenue provides an excellent opportunity to develop an industrial site in London with excellent local amenities, local transport links, and views over and across the River Thames. Scoring highly according to Red & Yellow's requirements, we believe that Melliss Avenue:

- Is situated within an existing vibrant local community which will encourage integration and provides a suitable atmosphere for older persons and people with dementia
- Following consultation with local residents and community groups, Melliss Avenue also provides us with the possibility of offering appropriate community resources, facilities and amenities, for the benefit of the whole community
- Provides good transport links for staff, residents and visitors
- Provides good access to the Thames towpath, significantly enhancing the on site landscaping.
- Gives a good opportunity to develop a currently under loved industrial site
- Offers good access and support of local shops and amenities
- Is situated in an area where there exists within a two mile radius of the proposed development a significant shortfall of market standard dementia bed spaces and specialist extra care units
- Strategically situated within an area where Red & Yellow believe they can work with local government and existing health and social care services at a local and regional level
- Provides an excellent customer and staff base from the surrounding catchment area



# ESRO Ethnographic Research

## Background to Research<sup>1</sup>

As part of its design and research process, Red & Yellow commissioned ESRO, an ethnographic research agency, to reflect on the architectural and design challenges posed by the vision of building a revolutionary care facility. The research is focused on the elderly, including conditions such as dementia (and other long term care conditions) as one of the most prevalent long term health and social conditions experienced by older persons. In total, this research has taken into account the experiences of 57 individuals with dementia, 23 carers and 21 members of staff working in different clinical, care or support roles within a dementia setting.

Whilst individuals (particularly carers) may recognise the increasing need for more appropriate accommodation as dementia develops, the challenge for Red & Yellow is to find ways to make the idea of moving house appealing and as easy as possible. Opportunities to maximise appeal vary at different points of the ‘dementia journey’, ranging from ensuring that housing fits (or even exceeds) the aspirations of the retired population in general, to helping people understand how much easier (and happier) their lives could be in surroundings designed for their needs<sup>1</sup>.

## Designing Home

Everyone who took part in the research wanted to live in a place that looks and feels like ‘home’. However, the symptoms of dementia can bring with them physical and lifestyle changes that are considered to be the antithesis of home. Personal taste and style varied across the samples, but all agreed that ‘home’ should be:

- Somewhere you feel completely relaxed in the space.
- Where you are always welcome
- A space of warmth and love
- A place where you feel free and in control
- Somewhere you can be private, intimate and vulnerable
- A place where you can store your things
- Feeling of permanence and being ‘settled’

The challenge for Red & Yellow is in designing a care facility that embraces these characteristics of “home” and takes into account the changing household dynamics for both individuals with dementia and their carer(s).

## Kitchens, Cooking and Eating

For our respondents, food is about more than simple nutrition, often representing ‘care’, ‘love’ and the strong emotional ties individuals have to friends and family. However, as dementia progresses, cooking can become stressful as patients realise their abilities are decreasing.

This also leads to increased risk (in particular with sharp knives, uncooked foods and high temperatures). Design considerations include:

- Capturing and maximise opportunities for individuals to experience the joy of cooking and food
- Making the kitchen feel homely and inviting as well as safe and hygienic
- Making the process for common tasks easy and intuitive
- Using design to help stimulate appetite
- Making ‘store cupboard management’ and ‘finding food’ easy
- Enabling residents to feel in control and relaxed about their chores (e.g. out of sight, out of mind)
- Ensuring equipment and tools are accessible to those with reduced mobility and dexterity
- Making waste disposal simple and less unpleasant (finding ways to deal with the different sort of waste associated with dementia/ageing. e.g. incontinence pads.)
- Enabling behaviour and ritual to act as cues for mealtimes and therefore for eating

## Living Rooms, Socialising and Hobbies

The ‘living room’ is the space where most participants spend the greatest percentage of their time. Design considerations include:

- A space that needs to function as both private and social.
- Changing focal points at different times of the day and night; response to light and darkness, warmth and cold

<sup>1</sup> ESRO, Home is Where Your Heart Is: Design for Dementia, July 2012

## Section 1 - Introduction

### ESRO Ethnographic Research

- Suitable for different types of socialising
- A space for personalisation and an expression of identity
- Importance of maintaining connection to the 'outside'
- Space to get comfortable
- Seasonal changes affect attitudes to light and fresh air

#### Bathroom, Toileting and Hygiene

Design considerations include:

- Easy access for those with limited mobility
- A space that is easy to clean
- Finding ways to help the person with dementia to feel more at ease with need to be washed and 'interfered with'
- A place where someone with problems going to the toilet would be happy to spend time
- A homely room where carers can relax and unwind
- A presentable 'cloakroom' for family and guests, where evidence of dementia is hidden from view
- A place where private and embarrassing items can be stored out of sight
- Where space is limited, bathrooms become increasingly important for utilities

#### Bedrooms, Sleeping and Dressing

The unusual sleeping patterns that accompany dementia can bring restlessness and confusion to an individual with dementia. Design considerations include:

- Medical equipment can make the bedroom feel clinical and stressful
- Sleeping room can become the living room as dementia progresses
- Helping carers to get a good night's sleep so they can provide good care for their loved one
- Ways of making morning and evening routines feel intuitive and obvious
- Maintaining privacy and dignity for the individual being cared for
- Sleeping alone at night-time can be stressful and frightening
- Enabling easy navigation in both daylight and the dark

The layout of the scheme and the design of the buildings and landscape has been fundamentally influenced by the insights gained through the research carried out by ESRO, for example:

- The importance of 'happenings': creating activity and interest for residents to participate in and spectate
- Clear lines of visibility through the specialist extra care units
- Space for individuals
- Private space and space for guests
- Daylight in, views out
- Sufficient storage and visibility of belongings

LIVING SPACE: DESIGN CONSIDERATIONS



- LIVING ROOM: PRACTICAL NEEDS**
- Watching TV
  - Reading
  - Leisure activities
  - Hosting
  - Watching the world go by
  - Relaxing
  - Eating
  - Time fillers
  - Socialising

- LIVING ROOM: EMOTIONAL NEEDS**
- 'Connection' space – with friends/family, and with the outside world
  - Relaxation
  - Comfort, warmth and cosiness
  - Privacy and voyeurism



- CONSIDERATIONS**
- A space that transitions between private and social
  - Changing focal points at different times of the day and night; response to light and darkness, warmth and cold
  - Seasonal changes affect attitudes to light and fresh air
  - Suitable for different types of socialising (old friends, family, new friends, grandchildren, professionals etc.)
  - A space for personalisation and an expression of identity
  - Importance of maintaining connection to the 'outside world'
  - Space to get comfortable

COOKING AND EATING: DESIGN CONSIDERATIONS



- KITCHEN: PRACTICAL NEEDS**
- Preparing food and drink
  - Cooking
  - Storing cleaning materials
  - Storing food
  - Rubbish disposal
  - Cleanliness and hygiene
  - Light DIY / leisure activity

- KITCHEN: EMOTIONAL NEEDS**
- 'Heart of the household'
  - Being a provider – love
  - Effort and reward
  - Intimacy and warmth



- CONSIDERATIONS**
- Capturing the joy of cooking and food
  - Making the kitchen feel homely and inviting as well as safe and hygienic
  - Making the process for common tasks easy and intuitive
  - Using design to help stimulate appetite (e.g. rituals, sounds, sights, smells)
  - Making 'store cupboard management' and 'finding food' easy
  - Enabling residents to feel in control of and relaxed about their chores
  - Ensuring equipment and tools are accessible to those with reduced mobility and dexterity
  - Making waste disposal simple and less unpleasant
  - Enabling behaviour and ritual to act as cues for mealtimes and therefore for eating

WASHING AND TOILETING: DESIGN CONSIDERATIONS



- BATHROOM: PRACTICAL NEEDS**
- Toileting
  - Showering / bathing
  - Washing hands
  - Beauty regime
  - Brushing teeth
  - Drying Laundry
  - Storage

- BATHROOM: EMOTIONAL NEEDS**
- Continue to feel 'able' to look after yourself
  - Feeling safe, secure and comfortable
  - Taking pride in appearance
  - Need for relaxing and winding down



- CONSIDERATIONS**
- Easy access for those with limited mobility
  - A space that is easy to clean
  - Finding ways to help the person with dementia to feel more at ease with the need to be washed and 'interfered' with
  - A place where someone with problems going to the toilet would be happy to spend time
  - A homely room where carers can relax and unwind
  - A presentable 'cloakroom' for family and guests, where evidence of dementia is hidden from view
  - A place where private and embarrassing items can be stored out of sight
  - Where space is limited, bathrooms become increasingly important for utilities

SLEEPING AND NIGHTTIME: DESIGN CONSIDERATIONS



- BEDROOM: PRACTICAL NEEDS**
- Sleeping
  - Getting dressed
  - Storage of clothes
  - Getting into bed
  - Cleaning & changing sheets
  - Living (if bed bound)

- BEDROOM: EMOTIONAL NEEDS**
- Warmth and comfort
  - Intimacy
  - Rest and relaxation
  - Safety
  - Privacy



- CONSIDERATIONS**
- Medical equipment can make the bedroom feel clinical and stressful
  - Sleeping room can become living room as dementia progresses
  - Helping carers to get a good nights sleep so they can provide good care for their loved one
  - Ways of making morning and evening routines feel intuitive and obvious (e.g. getting dressed)
  - Maintaining privacy and dignity for the individual being cared for
  - Feeling alone at night can be stressful and frightening
  - Enabling easy navigation in both daylight and dark
  - Bedroom increasingly used as a second 'leisure' space (e.g. for watching TV)

ESRO Report 'Home is Where Your Heart Is: Design For Dementia', July 2012.



# Section 1 - Introduction

## Red & Yellow Brief

### Living Life Everyday

Human beings are inherently active, filling time with hobbies, interests, likes and dislikes. A complex range of skills are used to participate in daily activities to dress, perform household chores, go out to socialise, engage and interact with the world we live in. Activities occupy our time, help us form relationships, make us who we are and give a sense of purpose and meaning to our lives.

The world of someone with conditions such as dementia is too often filled with loneliness, boredom, confusion, failure and loss of confidence and identity. In turn this leads to social isolation and feelings of loneliness. Having opportunities to interact socially and take part in activities is important to maintaining a good quality of life and can help improve and maintain a person's independence. 'Research for Dementia' found that over a third of people with dementia living alone had to stop doing things they enjoy as a result of a lack of facilities or services and as a result lost social contacts.

Extended periods of idle time for people with dementia can contribute to behaviours such as restlessness, agitation and psychological symptoms such as depression. Remaining mentally, physically and socially active has been shown to have a positive impact on health problems, reducing the need for more costly medical and social care and improving overall quality of life. Health-promoting services involving older people need to be embedded into communities and are of equal importance to an individual's health and social care treatment as medical intervention alone.<sup>1</sup>

Red & Yellow acknowledges this evidence and recognises that it is not enough to simply provide rooms for older persons with long-term health and social care conditions, but that facilities need to be integrated into the community to allow for easy access to activity. The Red & Yellow community model is an innovative solution that will support its residents to remain active and live 'well'.

By incorporating a wide range of communal facilities like restaurant/cafe, hair salon, activity room, lounge and library, and a wellness and therapy centre including medical centre, therapy and treatment rooms, hydro-therapy and exercise pool, and rehabilitation and exercise room, residents will have immediate access to a wide range of activities designed to provide mental, physical and social stimulation at an appropriate level. The proposed facilities will allow residents to practise and maintain their skills to enable them to remain active and independent, be included in the wider community and ultimately improve their quality of life.

In 2014, Red and Yellow in association with the Alzheimer's Society commissioned ESRO to publish a report which makes the case for what a 'good life' with dementia looks like. The report explores the implications of that ideal for individuals, communities and care givers. The report's findings provide a framework for our approach to care for the elderly with long term conditions and was presented at the House of Lords.



A good life with dementia

*'We can either make the most of it, or we can give up.  
And I'm not going to give up.'*

Brian, person with dementia

## A good life with dementia

Inspired by



Written by



In association with



<sup>1</sup> Sources: Alzheimer's Society, 2013; National Institute for Health and Clinical Excellence, 2008; British Journal of Occupational Therapy 71, Mountain et al, 2008; Chief Medical Officers of England, Scotland, Wales and Northern Ireland, 2011.





*“Why do we put so much weight on memories relative to experience?”*

Nobel Prize-winning psychologist, Professor Daniel Kahneman

## Section 1 - Introduction

### Marchese Partners - Specialist Extra Care Designers

With the requirement to ensure the development was designed to the highest quality, Marchese Partners International Ltd. were appointed as Design Architects to lead the design and development of the project along with a supporting team of highly skilled and experienced consultants.

Marchese Partners is an Australian based, international firm of architects, master planners, and interior designers who are globally recognised leaders in the design of later living and aged care projects.

The practice was established in 1994 in Sydney by Eugene Marchese and Steve Zappia and they currently operate nine studios internationally. The London studio was established in 2015, and with Stewart Dean leading the design process, the project has benefited from a wealth of research, insight and experience from both Marchese Partners' London and international operations.

Marchese Partners are a passionate, revolutionary later living & aged care consultancy that delivers a new vision in ageing design & research. Their philosophy is a blend of art and science; the art in designing, planning and creating an environment that is beautiful and a joy to live and work in, the science is the application of proven research and findings from research partners that transform the principles of Person Centred Living into a fully functional experience.

Marchese Partners is excited to be at the forefront of current thinking in employing design principles to ensure residents can age in place in retirement living schemes no matter what their age or level of specialist care need, and stay with the scheme as care needs change with age.

Designs are centred around residents' individual circumstances and their well-being. Schemes are conceptualised and developed by responding to a series of fundamental Design Principles; ensuring consistency of advice based on research.

Marchese Partners have experience across projects ranging from £2million to £150million in construction value. The team is well versed in all aspects of design, across all phases of project delivery and are committed to delivering on time and on budget as well as setting new benchmarks in terms of innovation, design and quality.

Marchese Partners have won many awards for design and innovation and have worked across the full spectrum of 'lifestyle living' projects with a wide variety of clients that include developers, aged care operators, and Design and Build contractors.

Marchese Partners clients typically share many of the following characteristics:

- They seek high standards of design excellence
- They want to achieve superior outcomes and optimisation of the design
- Being good business operators – their clients are very good at running their business and achieving superior outcomes
- They enjoy finding solutions with practical results
- They are committed to success and want to enjoy the journey
- They realise that while results matter, the quality of the relationship is equally important



Life Care Masterplan, Adelaide



Aveo - Springfield Age Friendly Community



Fulham Riverside, London



Oak Living, Titchfield UK





# Section 1 - Introduction

## Kew Riverside Masterplan - The Missing Piece

In 2005, St James Homes finalised development of the Kew Riverside Masterplan; a 26 acre home to 400 one to six bedroom flats, town-houses, and semi-detached and detached homes.

The setting includes six acres of hard landscaping, cycleways, tree-lined avenues, water terraces, pools, ornamental bridges and formal gardens, all of which have won approval from the neighbouring botanical gardens, and the parkland is further enlivened by dramatic contemporary sculptures by prominent young artists. In other words, this was placemaking at its very best.

John Thompson and Partners Architects undertook the role of Masterplanners, transforming the historical sewage works site into a masterplan organised around views to the river, sequential spaces and a variety of scale to connect new development to the surrounding areas.

The proposals included a new neighbourhood including new, mixed-tenure homes, crescents of terraced houses facing towards the River Thames with views across Metropolitan Open Land, a balanced mix of uses including an extra care home, a concierge service, swimming pool and gym, open spaces and landscaped fingers of different character that incorporated pedestrian and cycle routes to form a network linking the existing and new residential areas to the River Thames.

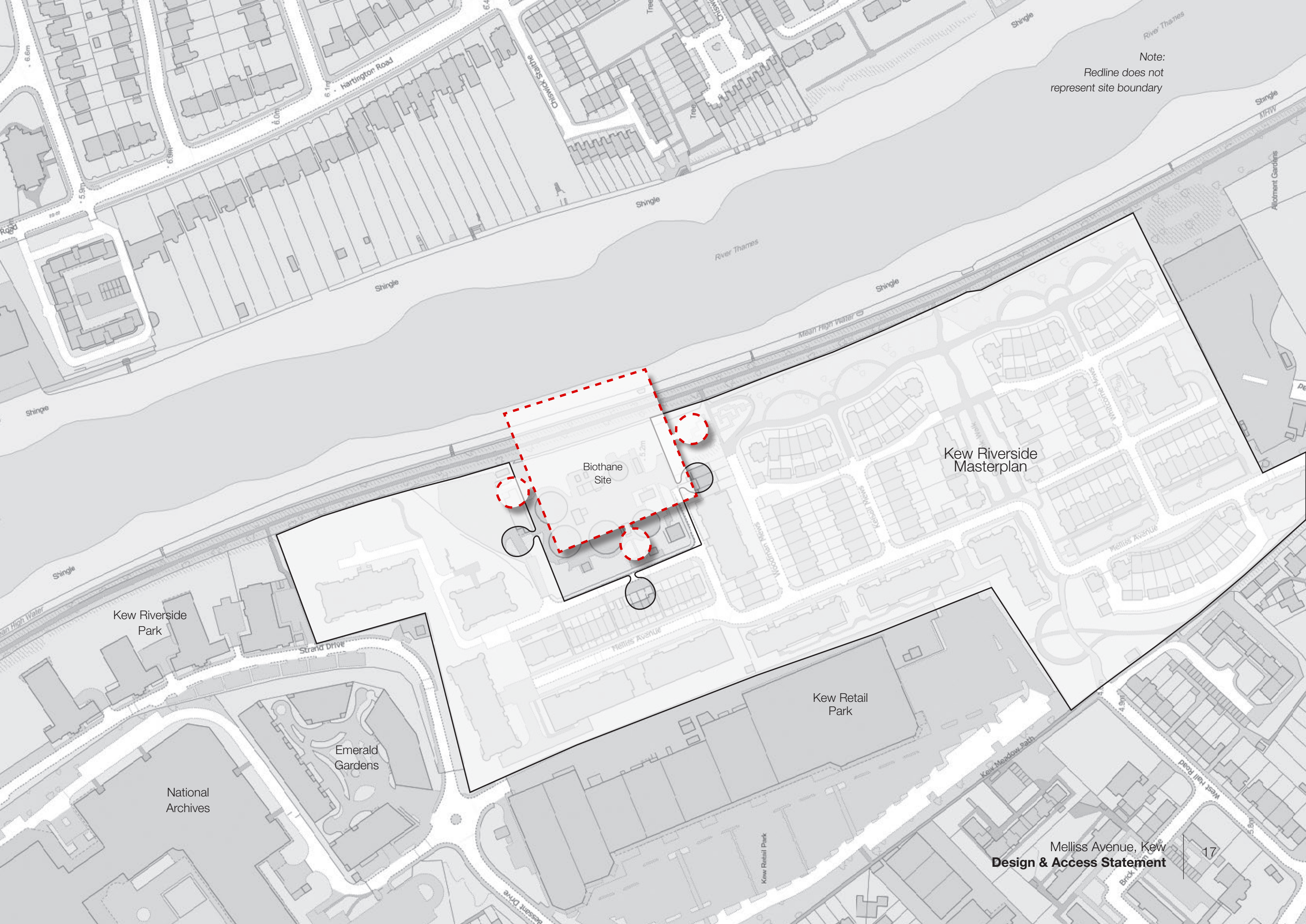
However, central to this masterplan was the existing Biothane Plant, and due to its continued use, along with the Thames Water site adjacent, it was never developed along with the rest of the masterplan, nor the proposed extra care home.

However, with the long term aspiration to ensure that the site was eventually developed, legal documentation provided assurances and rights to access and other planning related matters.

This site therefore provides an opportunity to fill the missing jigsaw piece in the original masterplan, and reactivate this derelict industrial section of the Thames waterfront.







Note:  
Redline does not  
represent site boundary

Biothane  
Site

Kew Riverside  
Masterplan

Kew Riverside  
Park

Emerald  
Gardens

National  
Archives

Kew Retail  
Park

Melliss Avenue, Kew  
**Design & Access Statement**



## Section 1 - Introduction

### Melliss Avenue - The Opportunity

Life expectancy for the UK has risen sharply in the last 50 years and is now 83.1 for females and 79.4 for males, whilst it is estimated that 85% of 80 year olds will be suffering from some form of mild cognitive impairment, or dementia.

The Alzheimer's society estimates that there are currently more than 890,000 people living with dementia in the UK in 2017, and this number is expected to increase to 2,092,945 so 2.1m by 2051.

The LBR Local Plan states that *'Life expectancy has been increasing over time and there is a national trend towards an ageing population. The borough has the highest proportion of people aged over 75 and living alone in London and there are increasing numbers of older people living at home with long term physical and mental conditions such as dementia. Planning can play a role in the creation of environments and a public realm that are inclusive and accessible for the older population, including for those with dementia.'*

The Council's Extra Care Housing Evidence Base (2015) highlights that there is an estimated need for at least an additional 81 care units in the borough. This is supported through the Housing Market Assessment (2016) which acknowledges a need for up to 75 specialist accommodation units per annum, including extra care units, and subsequent research detailed in the accompanying Carterwood research report; identifying the need for the provision of a minimum 400 units in the local area.

High quality, leaseholder extra care accommodation is in short supply within the borough given 80% of retirements' stock is for rent. Whilst there is now a wider understanding of this type of accommodation and what it can offer to future residents, it is clear that there is a strong demand for developments that provide specialist care and support.

Within Richmond alone, the local population aged 75 and over will increase by 61% between 2015 and 2030. With more than 70% of older householders being homeowners and the 75 and over age group growing year on year, this development will allow for local residents to remain within the area but will also crucially free up local housing stock which could be more suitable for families.

An assessment of the potential health effects of the proposed development has been undertaken, with the Healthy Urban Planning Checklist indicating the performance of the

proposed development, shows that the proposals were found to have a positive health effect in 47 of the 50 assessment criteria.

*There is strong evidence to show that, as well as health and social care benefits to those who move into specialist extra care facilities, there are significant economic savings to individuals, local services and the wider public purse.*

#### Key Benefits of the Scheme

The key components and benefits of the specialist extra care scheme will enable the development to:

- Be an employment generator over and above standard residential developments
- Provide the freedom for residents to stay in the local area close to familiar facilities, family and friends
- Free up much needed family housing stock in the borough; while providing suitable accommodation in a niche market thereby not impacting local housing values
- Provide reduced traffic movements and parking issues compared to that of a typical residential scheme
- Produce a thriving community of like minded individuals, with an increased sense of belonging, living in a community of people with similar life experiences
- Provide on-site care and support, reducing the burden on local social services, allowing residents to age in place with dignity
- Redevelop, and open up the site to the community, from an enclosed eyesore to something that can be enjoyed by the wider community
- Revitalise the area within the MOL, whilst providing a cafe and children's play area to be enjoyed by all
- Deliver high quality architecture and aesthetics, reflecting excellence in design and paying tribute to the historical character of Kew with the use of high quality masonry, timber and metalwork in a contemporary manner; and,
- Reduce hospital admissions







