



Red & Yellow
Specialist Extra Care
Melliss Avenue - Kew

Statement of Community
Engagement Appendices
October 2018



A1. Consultation Area Distribution Scope Map



A2. First Community Newsletter February 2018



Melliss Avenue Community Newsletter

February 2018



Dear Resident

Welcome to Red & Yellow's first Melliss Avenue community newsletter, and an invitation to partake in a community questionnaire on the redevelopment of the site. We are writing to introduce ourselves and our proposal to develop and operate a new Extra Care campus on the former Biothane Plant site on Melliss Avenue, as well as to get your feedback to help shape this process.

About Us

Red & Yellow is a specialist in providing later-life care, and our emerging proposal for the Biothane Plant site involves providing a modern, purpose-built Extra Care facility. We pride ourselves on creating truly integrated care communities that promote healthy and fulfilling lifestyles supported by nursing, and personal care services. Our vision is not to create care homes, but homes with care, where our residents can live their lives independently, safe in the knowledge that their changing care needs will be catered for.

Red and Yellow's involvement on the site is a long term commitment. We will be overseeing the entire process from planning, build and operations for many years into the future. It is this long term involvement that makes it crucial for us to settle into the wider community in a sensitive and responsive manner.

The Proposal

As you may be aware, following the Biothane Plant becoming surplus to Thames Water's requirements and ceasing operation in 2015, the site was identified by the London Borough of Richmond upon Thames as suitable for redevelopment and, as such, has a draft allocation for residential use.

Red & Yellow's proposal for the site presents an opportunity to cater for a specific local need, while creating an environment that is not only stimulating for future residents, but also fully integrates with the existing neighbouring community. We will include facilities that can also be enjoyed by the existing neighbouring community, such as a café and landscaped open space. We will be consulting widely with the local community to ensure that what we provide is what you want.

Our proposal seeks to:

- Respond to an increasing need from an ageing population through providing a pioneering, dementia friendly, purpose-built extra care campus that allows residents to retain independence and have access to the personal care services they need on a single site;
- Open up a currently inaccessible site, providing the local community with new access to the Metropolitan Open Land;
- Enhance connectivity to the Thames Path and deliver significant public realm improvements at the site including a play area and access to café and WC facilities;
- Establish a truly integrated community, with facilities to be enjoyed by both new and existing neighbouring residents alike such as a café, pool / spa, hair salon;
- Create a safe, positive and stimulating environment which provides the highest quality of living and care to enhance the lives of our residents; and
- Provide local training and employment opportunities.

Please turn over for details on how to provide your views.

Community questionnaire

As a neighbouring resident, we would like to invite you to participate in our community questionnaire. This provides the opportunity for neighbouring residents to let us know their initial views on the proposed extra care development as well as your aspirations for, or concerns about, the redevelopment of the site.

Completing the questionnaire

Hardcopy

Included within this newsletter is a hardcopy of the questionnaire, which you can complete and return to Charlotte Hunter via:

Post: **FREEPOST ICENI CONSULTATION***

Email: consultation@iceniprojects.com

*Please write in uppercase. No stamp required.

Online

You can also complete the community questionnaire online on our dedicated consultation website:

www.redandyellowkew.co.uk

We would be grateful if you could complete the community questionnaire by Friday 2nd March 2018.

Charlotte Hunter is managing the community consultation, if you have any questions please contact Charlotte using the details above or by calling **020 3725 3857**

This community questionnaire is the first stage of our consultation with the neighbouring community, and the feedback will help us evolve the proposal.

Following this, we will be writing to you again to invite you to a public consultation event where the proposal will be presented in full and the local community invited to provide feedback before a planning application is submitted to the London Borough of Richmond upon Thames.

The feedback we receive from this questionnaire will also be shared with the community during the next stage of consultation.

We would like to take this opportunity to thank you for participating in the community questionnaire and look forward to meeting you at the public consultation event in the coming months.

Yours faithfully

A handwritten signature in blue ink, appearing to read "David Boulter".

David Boulter
Director

A3. Community Questionnaire February 2018



Melliss Avenue Community Questionnaire

February 2018

Welcome to the first stage of community consultation for Red & Yellow's proposals for a new Extra Care facility on the former Biothane Plant site at Melliss Avenue, Kew.

During this stage we are keen to understand the views of the local community, particularly your thoughts about the local area, your aspirations for the redevelopment of the site, or indeed any concerns you have.

The views you share during this first stage will help us develop the proposals further ahead of the next stage of community consultation.

Thank you for taking the time to complete our community questionnaire.

Your Details

Name: _____

Postcode: _____

Email: _____

Address: _____

If you are replying on behalf of an organisation or business please specify:

☐ Please tick here if you would like to be kept up to date

The Site



As a brownfield site, the London Borough of Richmond Upon Thames recognise the contribution Melliss Avenue can make to the borough's development needs, as well as providing a use that reflects the site's immediate residential setting. The site has been allocated by Richmond for development.

Q. How important is it that the redevelopment of the site provides benefits to the local community?

Please circle your response on the scale below, with 1 being not important and 10 being very important.

1 2 3 4 5 6 7 8 9 10

Q. Part of the site is located in Metropolitan Open Land (MOL), although it has been closed off to public access. The proposal is to create a publicly accessible open green space in the part that forms MOL, do you support this?

Please circle your response from the options below.

Yes Maybe No No opinion

Q. Are there any suggestions or issues you would like to raise which should be considered when developing a proposal for the site?

Please turn over for further questions

The Proposed Extra Care Development



There is a considerable shortfall of modern appropriate housing for the elderly both locally and nationally.

Red & Yellow's proposals for the Melliss Avenue site is to provide modern, purpose-built Extra Care housing. Extra Care is a form of supported living, whereby the independence of the elderly is promoted and maintained through individual, private accommodation, but where personalised, on-site care and support is available to those who need it.

Red & Yellow's model is to provide a home where residents can continue to live even as their mobility or ailments worsen – eliminating the need to move to a nursing home. This provides an alternative to institutional care homes, offering additional choice, independence and control in a suitable, secure environment.

Q. What are your views on Extra Care?

Q. Dementia friendly care and services is a key focus for Red & Yellow, do you support this use at Melliss Avenue?

Please circle your response from the options below.

Yes Maybe No No opinion

Q. Do you think the proposals will contribute positively to the local area?

Please circle your response from the options below.

Yes Maybe No No opinion

Community Facilities



Red & Yellow's vision is to create a campus that is truly integrated with the existing community, promoting greater interaction and providing a more stimulating environment for future residents as part of their wider health and wellbeing. As such we are proposing facilities which can be enjoyed by new residents and the community.

Q. Potential community facilities include a café, hair salon, pool / spa, children's play area. Would these be of interest? Are there other facilities you think would work?

Q. How likely are you to use the community facilities?
Please circle your response on the scale below, with 1 being not likely at all and 10 being very likely.

1 2 3 4 5 6 7 8 9 10

Q. Do you think opening up the link between the site and the Thames Towpath is positive?

Please circle your response from the options below.

Yes Maybe No No opinion

Please explain your answer above

Please return your completed questionnaire by:

Post: **FREEPOST ICENI CONSULTATION***

Email: consultation@iceniprojects.com

*Please write in uppercase as stated, no stamp required

Or you can complete the questionnaire online at:

www.redandyellowkew.co.uk

A4. Community Update Newsletter May 2018



Melliss Avenue Community Newsletter

May 2018



Dear Resident

Welcome to the second Red & Yellow Melliss Avenue community newsletter. The purpose of this newsletter is to provide an update on the first stage of community consultation, what we have been up to, and to outline our next steps.

Community Consultation

We would like to take this opportunity to thank everyone who took part in our first stage of consultation in February / March by completing the community questionnaire.

The questionnaire responses provide an important reference point for Red & Yellow's emerging proposal for an Extra Care facility. They have also helped to identify the key issues for local residents, all of which will assist us in developing the proposals.

On the reverse of this newsletter we have provided an overview of the feedback received.

What we have been up to

Over the last few months we have been busy undertaking technical assessments in order to assist in developing the proposals, including:

- Site investigation works to assess the ground conditions and existing structures on the site; and
- Assessments of the local transport network in consultation with the London Borough of Richmond, including traffic movements in and around Melliss Avenue. This is an ongoing process, with investigations due to continue over the coming months, and will be used to assess the most appropriate approach when developing the design of the Extra Care facility.

Next steps

The community questionnaire was the first stage of our consultation. Over the coming months we will be inviting the local community to meet the team at our public exhibition events. We will present proposals for the Former Biothane Plant, on which you will again be invited to provide feedback.

As before, if you wish to get in touch, please contact Charlotte Hunter, who is managing the community consultation, by calling 020 3725 3857 or at consultation@icenipprojects.com.

We look forward to meeting you in the coming months.

Yours faithfully

David Boulter
Director

Community Questionnaire Feedback

We are very grateful for your interest and involvement, and look forward to engaging with you on the detailed proposals.

We continue to receive responses, so if you have not yet had a chance to complete your questionnaire, please do not hesitate to send it to us using the contact details provided, or complete it online at www.redandyellowkew.co.uk

What you said:

Since March we have been reviewing your feedback. We are now pleased to share some of the initial results with you.



The Proposed Extra Care Development



76% think that the proposed Extra Care development will or may contribute positively to the area

“The concept is good. The elderly should be able to live independently for as long as possible.”

“As long as there is no extra pressure on local facilities like doctor's places.”

“I think this is a wonderful idea and will bring balance to our local community.”



The Site



62% said they support the proposal to create publicly accessible green space in the Metropolitan Open Land



Security is a matter of interest for neighbouring residents, with feedback highlighting the need to give thought to how access to the towpath is managed.



Traffic is the other main issue, with residents highlighting the existing congestion caused by the recycling centre.



Community Facilities



53% said that opening up the link between the site and the towpath is positive

“No doubt a positive factor for the community.”

“Access to the river is essential as long as it is controlled.”



55% said they would quite likely use the proposed community facilities

Contact us:

By Post: FREEPOST ICENI CONSULTATION*

By Email: consultation@iceniprojects.com

By Phone: 020 3725 3857

*Please write in uppercase as stated, no stamp required

www.redandyellowkew.co.uk

A5. Kew Mid- Summer Fete Flyer

Kew MIDSUMMER JUNE 23RD 2018 *fete*

Red & Yellow



Red and Yellow are delighted to be Platinum Sponsors of the Kew Midsummer Fete

Red & Yellow

A specialist in providing later-life care, Red & Yellow is looking forward to becoming an active member of the Kew community. With a long-term commitment to operating a modern purpose-built Extra Care facility, we are working with our neighbours to develop the former Biothane Plant on Melliss Avenue.

We pride ourselves on creating truly integrated care communities that promote healthy and fulfilling lifestyles supported by nursing and personal care services.

You can find out more about our proposals for Melliss Avenue, and register for consultation updates, on our website: www.redandyellowkew.co.uk

Kew Midsummer Fete

Please come and meet us at the Fete on Saturday 23rd June to find out more about who we are, what we do and our vision to provide homes with care.

Melliss Avenue Public Consultation

We would like to hear your views on our proposals and are hosting two public consultation events where you can see the emerging plans and meet the project team:

■ Venue:
Kew Riverside Primary School, TW9 4ES

■ **Thursday 5th July** | 7pm-9.30pm
■ **Saturday 7th July** | 10:30am-2:30pm

The consultation documentation will also be available on our website.

■ Get in touch: **020 3725 3857**
or consultation@iceniprojects.com

A6. Second Community Newsletter



Invitation to attend a public exhibition

June 2018



Dear Resident,

Welcome to the third Red & Yellow community newsletter. We are writing to invite you to a public exhibition where you can see Red & Yellow's emerging plans for the Former Biothane Plant and meet the project team.

We are hosting two drop in events:

- Venue: **Kew Riverside Primary School, TW9 4ES**
- **Thursday 5th July** | 7pm-9.30pm
- **Saturday 7th July** | 10:30am-2:30pm



Red and Yellow is also delighted to be the Platinum sponsor at this year's Kew Midsummer fete on Saturday 23 June. Do come along and visit our stand for more information about the proposals or the consultation.

Consultation Website

If you are unable to attend either of the events, you can also view the proposals and provide feedback on our consultation website. The consultation on the proposals will be live on Thursday 5th July.

www.redandyellowkew.com

The proposals presented at the public exhibition events have been informed by the feedback we received from the local community as part of the first stage community questionnaire, as well as discussions held with local community stakeholders and officers at both the London Borough of Richmond Upon Thames and the Greater London Authority.

We look forward to welcoming you to our public exhibition events and hearing your views as part of the next stage of consultation.

If you wish to get in touch, or require any further information, please contact **Charlotte Hunter**, who is managing the community consultation, by calling **020 3725 3857**, or at consultation@iceniprjects.com.

Yours faithfully,

David Boulter
Director and Co-founder

A7. Exhibition Boards



What Is Extra Care?

Extra Care is a form of supported living, whereby the independence of the elderly is promoted and maintained through individual, private accommodation, but where personalised, on-site care and support is available 24/7 to those who need it.

Red & Yellow's model is to provide a home where residents can continue to live even if their mobility or ailments worsen – eliminating the need to move into institutional care. This provides an alternative to care and nursing homes, offering additional choice, independence and control in a functional and secure, yet aspirational environment.

Benefits of Extra Care include:

- Freedom for elderly residents to stay in the local area close to familiar facilities, family and friends
- Greater independence for elderly residents, allowing them to age at home with dignity
- Freeing up much-needed housing stock in the borough
- 24/7 on site care and support, reducing the burden on local social services and other medical facilities.

Addressing a local need

There is a considerable shortfall of suitable modern housing for the elderly both locally and nationally. Locally, this unmet need is supported by the findings of London Borough of Richmond.

Who is Extra Care aimed at?

Red & Yellow's Extra Care apartments will be available to individuals that are over 65 years old and that are seeking a great place to live, with facilities and services that allow them to maintain their independence and to join a vibrant community as they wish. Residents will receive a base level of care, as well as 24/7 emergency response, to which they can add care packages that suit their evolving needs. The idea is to future-proof against the changing care needs of residents, providing a home with care where they can safely continue to live and enjoy their life.



The Site Context



- Site Boundary
- Metropolitan Open Land Line
- Main vehicular access from Nollis Avenue South
- Secondary Vehicular access from Melles Avenue
- Views at 2nd floor level and above
- Thames Towpath

- ① No-build zone from edge of transfer tunnel
- ② Thames Water building
- ③ Elevated 1.5m high bank
- ④ Existing screening and trees - views over and through from 2nd floor and above
- ⑤ Trees to front boundary screening site
- ⑥ Melles Avenue near parking and gardens



Existing site constraints



Assessing neighbouring building heights

Site Constraints

Understanding the site context is an important aspect of developing the proposals. The images on this board highlight the existing site constraints as well as the neighbouring built context. The architects, Marchese Partners, will develop proposals that respect and fit in with the immediate environment.

Site Opportunities

By undertaking the above exercise it is also possible to consider the opportunities of developing this site. This includes opening up what is currently a wholly fenced-off industrial site to create a new green open space accessible to the community, with pedestrian links to the Thames Towpath.

As seen from the photos below, the site is currently an unsightly former Biothane Plant which is in sharp contrast to the pleasant neighbouring residential area.



The existing site

The Proposals - Site Layout



① Extra Care facility with around 95 apartments

② Landscaped Gardens

③ Children's Play area

④ Access to the Towpath

⑤ Communal facilities including a café

⑥ Car parking for residents and staff

The Proposals - Care

Care, comfort and activity is at the heart of Red & Yellow's proposal for Melliss Avenue and is ingrained in every aspect of the design: from medical treatment rooms to carefully considered design of the apartments.

Types of care

Red & Yellow provide support to senior residents with a long-term condition, an approach which distinguishes us from other Extra Care providers who are unable to provide specialist care.

A range of domiciliary care services are provided that include help with personal care, daily routine, companionship and nursing. In addition, Red & Yellow uniquely offer specialist care on demand, from doctors to a range of specialist consultants. The Extra Care facility at Melliss Avenue is designed to cater for a variety of care needs, including the needs of those living with dementia.

Care facilities

The ground floor of the proposed Extra Care facility is given over to dedicated care facilities and other communal uses. This includes a medical centre with treatment rooms, hydrotherapy exercise pool and rehabilitation exercise room together with catering, leisure and entertainment facilities.

Careful design

Red & Yellow's vision is to move away from the traditional approach of clinical design for elderly residents. Through clever design and modern technological developments, we create an environment that provides for elderly residents' care needs without detracting from a comfortable homely environment.

Simple design considerations that make a big difference include:

- Flexible layouts, allowing room functions to evolve
- Accessible fixtures and fittings, such as kitchen work surfaces and light switches
- In-built storage for wheelchairs
- Accessible bathrooms
- Level floors throughout to create non-trip environments
- Fixtures and fittings designed with the elderly in mind.

Red & Yellow has collaborated with Ideal Standard to develop bathroom fittings that cater for the elderly but do not look institutional or clinical. The state-of-the-art baths look modern and are ergonomically designed to protect users against falls with anti slip material and cleverly placed ledges, grips and handles.



The Proposals - Design

Marchese Partners

Red & Yellow appointed Marchese Partners architects to develop the proposals for Melliss Avenue as they are the leading specialists in designing Extra Care accommodation. An international practice with over 23 years' experience in delivering award-winning projects, Marchese Partners understand the needs of elderly care and how through careful, clever design it is possible to improve the lives of those residents.

The design approach

The proposed building has been designed to reflect the existing neighbouring residential context. The building will vary in height, from four storeys to six storeys, with the two top storeys stepping back away from the front of the building on Melliss Avenue.

The proposed materials will be in-keeping with the surrounding buildings, including: brick, stone cladding, and zinc cladding.

Responding to the Kew Village Planning Principles

The proposals for Melliss Avenue have been developed in-line with the principles set out in the Kew Village Planning Guidance.

This includes:

- Preserve and enhance the Metropolitan Open Land (MOL)
- Deliver high quality architecture, drawing on high quality materials
- Bulk, massing and height should respond to the established rhythm of the local area
- Sensitive consideration should be given to the view into the site from the riverside path
- The connectivity of the area should be enhanced.



Western elevation showing the proposed new building in relation to Terrano house and Saffron house



Examples of proposed materials

Building layout

The building layout has been designed to reflect future residents' needs and the opportunities and constraints of the site, whilst respecting the immediate surroundings.

The ground floor is entirely given over to the medical and communal facilities, with the upper floors containing around 95 one and two bedroom apartments of varying sizes.

The entrance to the building on Melliss Avenue will be set back to create a welcoming arrival area, with a recess at the rear of the building creating a courtyard environment and increased open green space. The shape of the building allows increased connectivity to the landscaped gardens and Thames Towpath.



Ground Floor Plan

- | | | |
|------------------------------|-------------------------------|-------------------------|
| 1. Main Entrance & Porch | 4. Basic Social/Day Room | 7. Entertainment Centre |
| 2. Rehabilitation & Exercise | 5. Hydrotherapy/Exercise Room | 8. Restaurant / Cafe |
| 3. Medical Centre | 6. Therapy Rooms | 9. Terrace |
| | | 10. Play Area |
| | | 11. Gardens |



Indicative illustration of the proposed set back entrance



Indicative illustration of the back of the proposed building showing the entrance on Melliss Avenue

The Proposals - Community

An integrated community

Creating a truly integrated community is pivotal to Red & Yellow's vision. Loneliness is one of the main issues facing elderly residents, which can be detrimental to health. Red & Yellow's model is to combat this through encouraging greater interaction with the existing, local community, in order to create a vibrant environment.

As such, the neighbouring residents will be able to use some of the facilities on site.



Indicative illustration of the proposed restaurant



Communal facilities

The ground floor of the building will include the medical and therapy rooms, as well as other communal facilities. Proposed communal facilities on the ground floor will include:

- Modern restaurant and café
- Library and lounge
- Cinema/ activity room
- Hair salon
- Hydrotherapy and exercise pool
- Landscaped gardens, including children's play area.

The facility will be designed and operated to be modern and inviting.

Other facilities

Red & Yellow is keen to explore how the communal facilities can be utilised by the existing community, subject to the needs of our elderly residents. We are keen to hear your views.



Indicative children's play area

Landscape Proposals

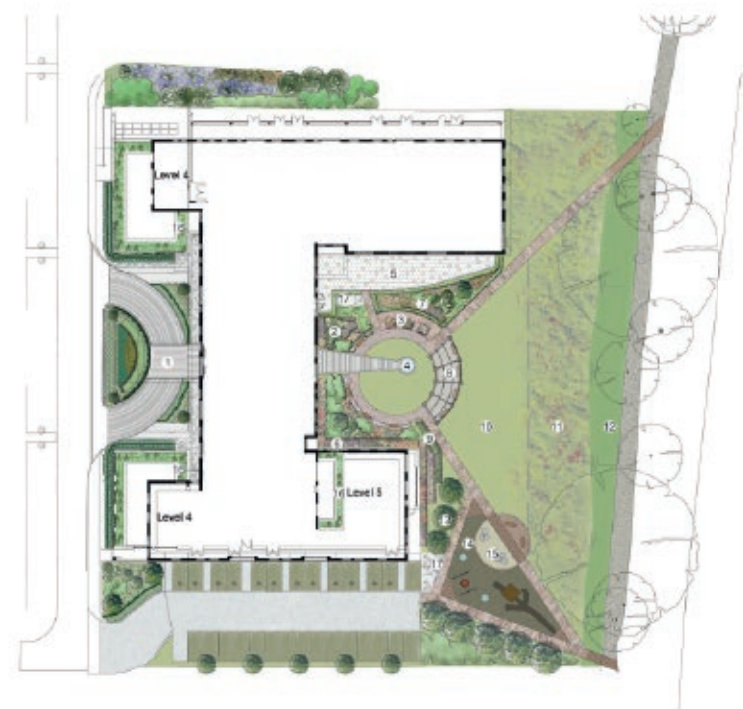
The Approach

The landscape represents a key feature of the proposal, allowing the Extra Care facility to truly integrate with the surrounding area.

The site is currently inaccessible. The landscaping addresses this through providing accessible green spaces and creating links to the Thames Towpath, as well as providing access to the facilities. Features of the landscape proposals include:

- Open green space, with natural wildlife meadow as well as traditional lawn area
- Landscaped gardens designed with elderly needs in mind, such as raised beds and wide pathways for wheelchairs
- A children's play area to encourage interaction with the community
- Outdoor terrace for the benefit of new and existing residents using the café

The landscaping utilises the existing natural features of the site, including the raised embankment creating a natural barrier between the gardens and the towpath to increase safety and security.



Key

1. Main Care Home Entrance
2. Shrub and Perennial Planting
3. Raised Planters/Allotments
4. Feature
5. Café Terrace
6. Perennial Border
7. Evergreen Shrubs
8. Pergola with Gravel Resin Bonded Path

9. Evergreen Hedge Planting
10. Amenity Land
11. Wildflower Meadow
12. Native Understorey Planting
13. Ornamental Trees
14. Playground with Bark Mulch Surface
15. Sand Pit backed with Timber Climbing Wall

Enhancing the Metropolitan Open Land

Part of the site falls within the Metropolitan Open Land (MOL). At present the quality of this land is poor and inaccessible, meaning residents do not currently benefit from it. Red & Yellow's proposals will open up access to the MOL and significantly enhance it through creating green space where there is currently hardstanding and buildings associated with the Biothane Plant.



Transport and Access

Access

The site is accessible via Melliss Avenue. Red & Yellow have looked into the possibility of alternative access points however, due to various constraints this is difficult to achieve.

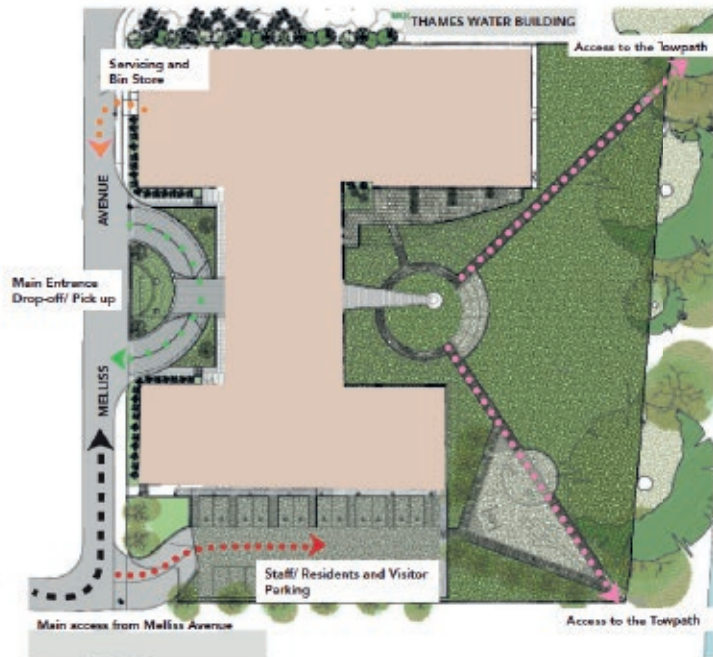
The main entrance is located on Melliss Avenue, with a recessed drop-off and pick-up area.

Pedestrian access will also be available at two points from the towpath, as well as access on the southern boundary where the parking is proposed.

Parking

The car parking needs for an elderly Extra Care facility is considerably lower than a traditional residential scheme. This is based on experience and takes into consideration the long-term care needs of elderly residents.

Around 30 car parking spaces are proposed, with a high proportion of disabled access spaces.



A dedicated minibus will be provided and managed by Red & Yellow to collect / drop residents and staff to and from local facilities and transport hubs, such as Kew Gardens station. Neither residents nor visitors will be able to park on the immediate surrounding streets.

Transport Assessment

Red & Yellow is preparing a Transport Assessment to assess the potential impact of the proposals. The traffic generated by the site is expected to be lower than a traditional residential scheme.

Safety and Security

Safety and security is not only a key priority for Red & Yellow in respect of their elderly residents, but we also understand its importance to the existing neighbouring residents.

Security measures include a mix of both natural surveillance – through staff being on site 24 hours a day – and technological with strategically placed CCTV cameras.



(L) External areas will be lit during night time hours to provide better security and a feeling of safety

(C) CCTV will monitor external areas



Indicative illustration of the back of the proposed building viewed from the new gardens

Thank you for taking the time to review Red & Yellow's proposal for an Extra Care facility on the former Biothane Plant site at Melliss Avenue. We appreciate your interest and involvement.

Your feedback on the proposals, together with ongoing discussions with London Borough of Richmond, will be carefully considered and reviewed as we develop the proposals further before submitting a planning application later this summer.

Your Feedback

Red & Yellow welcomes your views on the proposals, you can provide your feedback by:

- Completing a feedback form in hard copy and handing back to a member of the team, or returning via the Freepost address provided;
- Visiting the consultation website, www.redandyellowkew.com, and completing the feedback form online;
- Emailing us at consultation@iceniprojects.com; or
- Writing to us at FREEPOST ICENI CONSULTATION.

Key Benefits

Red & Yellow's proposals for Melliss Avenue will:

- Provide freedom for elderly residents to stay in the local area close to familiar facilities, family and friends
- Free up much-needed housing in the borough;
- Provide a thriving community, an alternative to traditional institutionalised care homes
- Provide on-site care and support, reducing the burden on local social services
- Create community facilities for the benefit of new and existing residents
- Open up the site to the community, enhancing the Metropolitan Open Land with increased green space to be enjoyed by all
- Generate less traffic than a traditional residential scheme
- Generate local employment

www.redandyellowkew.com

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