

# MELLISS AVENUE SUMMARY OF PROPOSALS



Aerial photograph taken July 2015.

Red & Yellow propose to develop a specialist extra care facility that is dementia friendly by transforming an inaccessible, industrial site which currently prevents any access to the MoL. It will establish a benchmark for elderly care environments in the Borough and provide significant community benefits.

## RESPONDING TO AN IMMEDIATE AND GROWING NEED

Richmond needs more specialist homes for its elderly residents. It has one of the oldest demographics in London, and this is projected to grow further.

What choices do our parents have?

There is simply nothing like our proposed facility in the borough.

Our specialist Extra Care housing and facilities provide the right caring environment for residents with long-term health and social care needs. It allows them to stay close to family and friends, and remain active, engaged and involved.

Local residents will be prioritised helping to free up local housing for Richmond families across the housing ladder.

The proposals also respond positively to Richmond's strategic objectives for the site and for meeting people's needs in the borough.



The proposed communal gardens and children's play area



## RED & YELLOW: WHY ARE WE DIFFERENT?

We have been developing our approach to elderly care since 2009, to create innovative housing and care communities for the elderly. Specialising in the management of long-term health and social care conditions, we promote healthy and fulfilling lifestyles supported by nursing and personal care services, as well as comprehensive specialist medical care.

This is not a 'care home', but a 'home with care', where residents can live comfortably and safe in the knowledge that their changing care needs are fully catered for.

As an operator we are committed with our partners for the long-term to Melliss Avenue and the Kew Riverside Community.

### COMMUNITY INTEGRATION: AVOIDING ISOLATION

Creating a truly integrated community is pivotal to Red & Yellow's approach. Loneliness is one of the main issues facing elderly residents, which can be detrimental to health. Sadly, residences for the elderly all too often become ghettos where residents rarely leave, and neighbours rarely visit. Our model is to combat this through encouraging interaction with local residents.

That's why we are keen for local residents to use our communal facilities, including:

- **Accessible gardens and a children's play area**
- **Café, restaurant, WC's**
- **Health and wellbeing facilities**
- **Outreach care services**

The detailed Section 106 Heads of Terms will demonstrate our commitment to this. This will truly be a community asset.



## A SCHEME THAT BENEFITS ALL

Our specialist Extra Care scheme is designed to:

- Respond to an immediate and growing need from an ageing population by creating a pioneering purpose-built facility;
- Create a safe, positive and stimulating environment which provides the highest quality of housing and care to enhance the lives of our residents;
- Establish a truly integrated community, with facilities to be enjoyed by both new and existing neighbouring residents;
- Help reduce the burden on local GPs and care services;
- Open up a currently inaccessible site, providing the local community with new and free access to the Metropolitan Open Land;
- Enhance connectivity to the Thames Towpath and deliver significant public realm improvements at the site including a play area, a café and WC facilities;
- Deliver a high-quality design;
- Lower parking requirements and traffic movements, compared to traditional housing;
- Provide a dedicated minibus service;
- Enhance security of the area through staffing and CCTV monitoring;
- Provide local training and employment opportunities during construction and operations;
- Deliver a contribution of over £1million for Affordable Housing;
- Prioritise local residents for purchase;
- Allow residents to age in place avoiding the need for a care home; and
- Enable elderly couples to stay living together.

## ENGAGING THE COMMUNITY: WORKING COLLABORATIVELY

Consultation played a major role in the development of the proposals. The application reflects a scheme that has evolved and adapted in response to the process of community, stakeholder, and planning officer engagement over the past two years.

## SUPPORT FOR THE PROPOSAL

There is widespread support for the proposals, including those that live closest to the site, as well as notable local stakeholder groups. There are currently over 300 registered support comments on the Council's website.

Supporting comments for the proposals highlight:

- A lack of choice for the elderly in Richmond
- The design looks good and fits in well with the neighbouring area
- The site is in need of redevelopment, this development will be a welcome improvement
- Opening up the MoL and connectivity to the towpath is positive
- The proposed communal facilities are welcomed
- Elderly care accommodation is better than more apartments

"There is a desperate shortage of such accommodation in the local area, which often results in elderly people having to move away from the area, and therefore becoming more isolated...I believe your proposals will provide the freedom for elderly residents to downsize, whilst staying in the local area, close to friends and family whilst also receiving the support they need to remain largely independent."

(FiSH Neighbourhood Care, submitted support letter to LBRUT)

"I am one of the residents of Kew Riverside, I live in one of the houses directly opposite the site - the end of our garden is the closest to the site in comparison to all the other houses in the area. Once I actually studied the documents in detail I was happy with them and I would like to see this project succeed. I think it is quite important for the elderly community to stay in a place they are familiar with. From the images it is nothing that sticks out compared to other buildings up and down the towpath...."

(Submitted support ref: FS32773708)

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

(Feedback comment from Red & Yellow's consultation)

"We support your proposal to maximise the benefit of the site to the existing community through opening up your facilities and encouraging greater interaction with the neighbours."

(MTVH – managers of properties directly opposite site)