

SUMMARY OF PROPOSALS

50-56 Sheen Road





Scheme Benefits

This new centre will revitalise a vacant building in a prominent position in Richmond. It will bring health benefits to those who use it, support local businesses and provide facilities to residents which are not currently available within the borough.

The efforts and results of the service will have a positive outcome socially, economically, and environmentally. The key scheme benefits include:

- Providing a clear clinical pathway to access physiotherapy-led rehabilitation facilities, including a joined up approach to working with local medical practitioners.
- Supporting other service providers and businesses within the local Richmond community and bringing a quality facility to the local area through the developed hospitality and wellness offering.
- Creating new jobs in the borough, with a focus on staff development and care, and opportunities for training for all. The team will comprise qualified clinical service professionals and high-quality service roles in the hospitality and accommodation teams, and will endeavour to use local workforce where possible.
- Delivering a greater number of jobs when compared to a 'typical' hotel (61 direct jobs vs 15-22 jobs pre closure)
- Generating up to £3.62 million in GVA per year and £121,100 per year in business rates revenue.
- Attracting a broad range of visitors to the borough to use the this state of the art and sustainable facility's services.
- The new centre will be housed within a sustainable building that seeks to achieve BREEAM Excellent.

The Site



Current View of the Site from Sheen Road



Current View of the Site from Church Road



Current Courtyard with 1990s Extension

The site is bound by Sheen Road, Church Road and Sydney Road. The surrounding area is predominantly residential, but there are also two hotels in close proximity and small businesses along Sheen Road.

Until the onset of the covid-19 pandemic, 50-56 Sheen Road operated as the Richmond Inn Hotel, but since March 2020 has remained closed. The houses on the site were converted and used as a hotel since the 1970s, with the present configuration that includes the extensions along Church Road and Sydney Road dating from the mid-late 1990s. The building facing Sheen Road is identified as a Building of Townscape Merit (BTM).

Design



Proposed Courtyard View from Sydney Road



View of Proposals from Sheen Road



Proposed Courtyard

Following engagement with design and heritage officers, the design of the proposed building has been developed to ensure that heritage matters have been addressed, whilst enabling the delivery of the necessary physiotherapy-led rehabilitation facilities.

- Retaining and enhancing the existing BTM fronting Sheen Road and sympathetic restoration of the historic façade.
- Demolition of the large, untidy 1990 extensions to Church Road and Sydney Road and rebuilt in an architectural style that is in keeping with the architectural language of the conservation area and subservient to the existing BTM.
- Replace courtyard parking with high-quality outdoor amenity space for guests.
- Provide high-quality visitor bedrooms for the proposed new health and wellness-focused guest accommodation.
- The building seeks to achieve BREEAM 'Excellent' standard, with an estimated 67% reduction in regulated carbon emissions.
- A biodiversity net gain of 216.76% will be achieved.
- The building will be a highly sustainable and car-free development.

The facilities, building and premises will be well maintained, with beautifully kept grounds and boundaries and operated to the highest standards of upkeep, security and existence – a real exemplar business and stand-out property for the borough – highlighting the heritage significance of the BTM.

Concept

The current options in the UK for follow up clinical care and rehabilitation following joint surgery are limited and, as a result of the inadequate availability of appropriate care, the majority of people fail to recover their previous levels of independence or mobility.

To address this demand, Bridges Healthcare is proposing to refurbish and repurpose 50-56 Sheen Road, the former Richmond Inn hotel, to create an innovative post-operative physical rehabilitation facility.

Guests will stay in 4*+ equivalent accommodation with private ensuite rooms, dining facilities, and a communal lounge, for seven-to-ten day periods. Each stay will be tailored around the individual – with physiotherapy, hydrotherapy and occupational therapy programmes to suit their unique recovery trajectory, provided on site in a purpose-built facility. Alongside assistance with their recovery, guests will also benefit from 24/7 access to care and wellbeing consultations, to support the guests desire to improve their health and wellbeing.

Whilst the current offering in the UK for this kind of health tourism service is limited, there are a number of examples of successful centres across Switzerland, Germany, and the US. The proposals would allow Richmond to be at the forefront of this emerging sector.



Addressing Local Health Needs

The proposals have been developed to directly respond to health needs of residents in Richmond and beyond.

The facility will be able to deliver structured, expert-led and administered rehabilitation which will result in more consistent and successful patient outcomes following major surgery, supporting the aims of the Richmond Age Well Plan 2022-24.

The Richmond Joint Strategic Needs Assessment Overview (2021) identified that Richmond's rate of admissions due to falls has increased since 2011, and the borough had the 11th highest rate of hip fractures in over 65-year-olds across the London Boroughs. Only one in three affected people return to their former level of independence and one in three ends up leaving their own home and moves to long-

term care. By using the centre, guests will receive the best rehabilitation approach straight after surgery – meaning their chances of recovery and renewed mobility are greater.

Furthermore, readmission within the first 30 days following orthopaedic surgery is unfortunately common. Richmond is currently experiencing significantly higher rates of readmission than the national average, for men and women over 75; this is something a period of recovery/convalescence and rehabilitation could reduce.

The facility will be a positive addition to the community as it will help reduce pressure on other local services, provide next step care, and help people live independently for longer, after surgery or a fall.

Public Consultation

Bridges Healthcare have been actively engaging with the local community to ensure that residents' feedback is taken onboard and implemented.

The consultation strategy involved reaching out to key local stakeholders, residents and local community, including a meeting with community group, the Richmond Society on 23rd March 2022. In addition, 1,100 addresses near to the site were contacted, inviting them to two public consultation exhibitions which were held on the 24th and 26th of March 2022. An advert was also included in the Richmond & Twickenham Times to publicise the events. 44 people attended the in-person events. The majority of attendees were residents and local businesses.

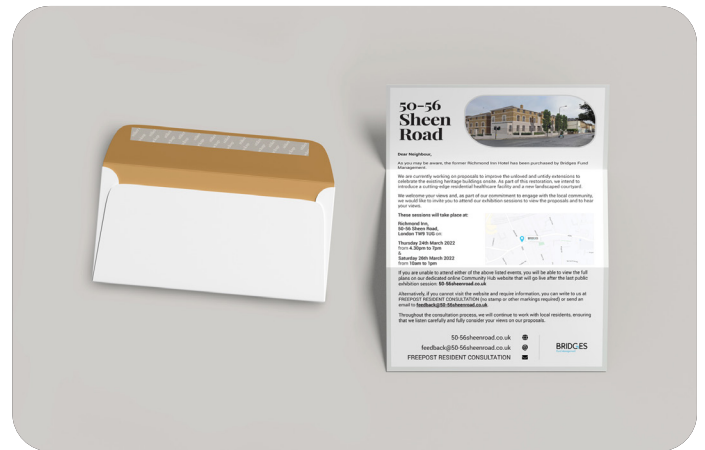
An online Community Hub, which outlines the proposals and provides a means for people to provide

their feedback, went live on 26th March 2022. Since May, further meetings and correspondence has taken place with the residents of Sydney Road ensuring that their concerns have been heard throughout the process. A further newsletter has also been sent out detailing the changes to the scheme, keeping the residents up-to-date.

During the consultation process, local residents and stakeholders have expressed their support for the proposals and the facility which would be provided, with 70% of residents in support of making improvements to the former hotel during the initial public consultation, and further steps being taken by Bridges Healthcare to address the few concerns regarding the proposed use for the site. These concerns have primarily revolved around traffic and car parking. Respondents also queried if the site would be available to be used by local residents.



Online Community Hub



Newsletter

Comments from the Public Consultation

“I think this is a much better improvement than the hotel on the current site with much less traffic”

“Fantastic Project! Compliments to team”

“The proposal for a well-planned rehabilitation facility is one I can support”

Response to Feedback

Following extensive public consultation regarding the proposals key aspects of the scheme were considered in further detail to respond to comments received.

TRAFFIC & PARKING

In response to concerns about traffic (primarily relating to Sydney Road), Bridges Healthcare have:

- Secured two-way access on the portion of the road by the site (off Church Road) during the construction to reduce impacts on neighbours.
- Liaised with LBRuT Highways officers to see if two-way traffic during the operational phase could be supported. Officers have advised that due to the significant reduction in traffic movements arising from the proposals (75 less traffic movements per day vs. if the existing hotel was to reopen), there is unlikely to be a requirement for permanent two-way vehicular access.
- The proposals are car-free in their nature, but the Applicant have introduced two onsite car parking spaces following the public consultation (one accessible and one standard parking space), and have committed to relinquishing the five 'on-street' parking permits currently held by the existing hotel.
- Committed to securing parking spaces at the nearby station's NCP facility for visitors, to replace the on-site parking of the previous hotel, as demand dictates. These spaces at the private car park will be provided in exceptional circumstances to visitors of the centre, with more sustainable methods of transport encouraged.
- Great care to be taken during the operational phase to carefully manage the timing of guest arrivals and departures and to limit the number of service vehicles via efficient logistics planning – with smaller and greener vehicles being used for required deliveries and collections.

COMMUNITY ACCESS

In response to feedback, Bridges Healthcare has redesigned its operating model to allow for community clinical referrals. As such, numerous meetings have been held with local medical groups, including:

- **The Forge Clinic, Richmond Physiotherapy and Physio 4 Richmond**, and *leading specialist practitioners*, including **Fortius Clinic and Remedy Healthcare**.

As stated, the meetings were set up to develop the ways in which the proposed use can be of further benefit to the wider community. In particular, support Richmond's local health objectives of keeping people independent in their own homes for longer.

These conversations have confirmed that there is strong support for this type of facility in the local area among the healthcare community supporting in the efforts to keep people mobile.

As there is currently no existing hydrotherapy suite within the borough, Bridges Healthcare have committed to establishing a referral pathway for muscular-skeletal patients from local practitioners to use the proposed hydrotherapy suite facility.



