



Welcome

Welcome to the public exhibition of proposals for the redevelopment of 160 – 164 Hurlingham Road SW6 3NG.

Care Concern group, the owner of the site, is planning to bring forward plans for a new 87-bed care home. The scheme will help to meet social care needs for Hammersmith and Fulham by providing a modern facility that is a specialist residential care home catering for nursing and dementia care.

The development of a care home on this site will:

- Revitalise a brownfield site that has been vacant for several years
- Visually improve the street scene on Hurlingham Road
- Meet the health and social care needs of local residents
- Deliver significant economic and housing benefits locally.

This exhibition is a chance for you to see the plans for the site and to share your thoughts and comments with the development team, who are on hand to answer any questions you may have.

Following this exhibition we will consider all comments which we receive. Please complete one of our feedback forms, which can be left with the team, or sent back to us using the Freepost envelopes available.

Subject to feedback, we hope to submit an application for planning permission shortly.



The Team

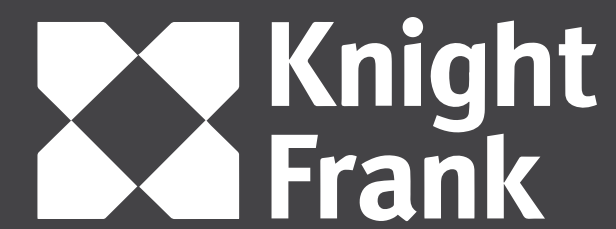


CCG (Care Concern Group) was founded in 1991. Care Concern Group is a well-regarded and popular care home provider operating over 75 care homes for the elderly across England, Scotland and Wales. Employing over 4,000 people the diverse portfolio of care homes is located throughout Great Britain and offer a range of care needs including residential, nursing, dementia and respite.



Hunters is a multi-disciplinary architectural and building consultancy practice based in Hammersmith, London. For over 65 years our dynamic and knowledgeable team have procured, designed and modernised a diverse range of buildings, bringing practical solutions and consistently good service.

Hunters Architects have accumulated extensive experience in the senior housing sector for over 25 years, and have a dedicated team of Architects working on multiple projects at any one time. With a wide range of clients both in the social and private sector, the team are able to bring current thinking to specialist dementia design in order to better support our ageing population.



Knight Frank LLP is an estate agency, residential and commercial property consultancy founded in London in 1896. Knight Frank together with its American affiliate Cresa is one of the world's largest global property consultancies.

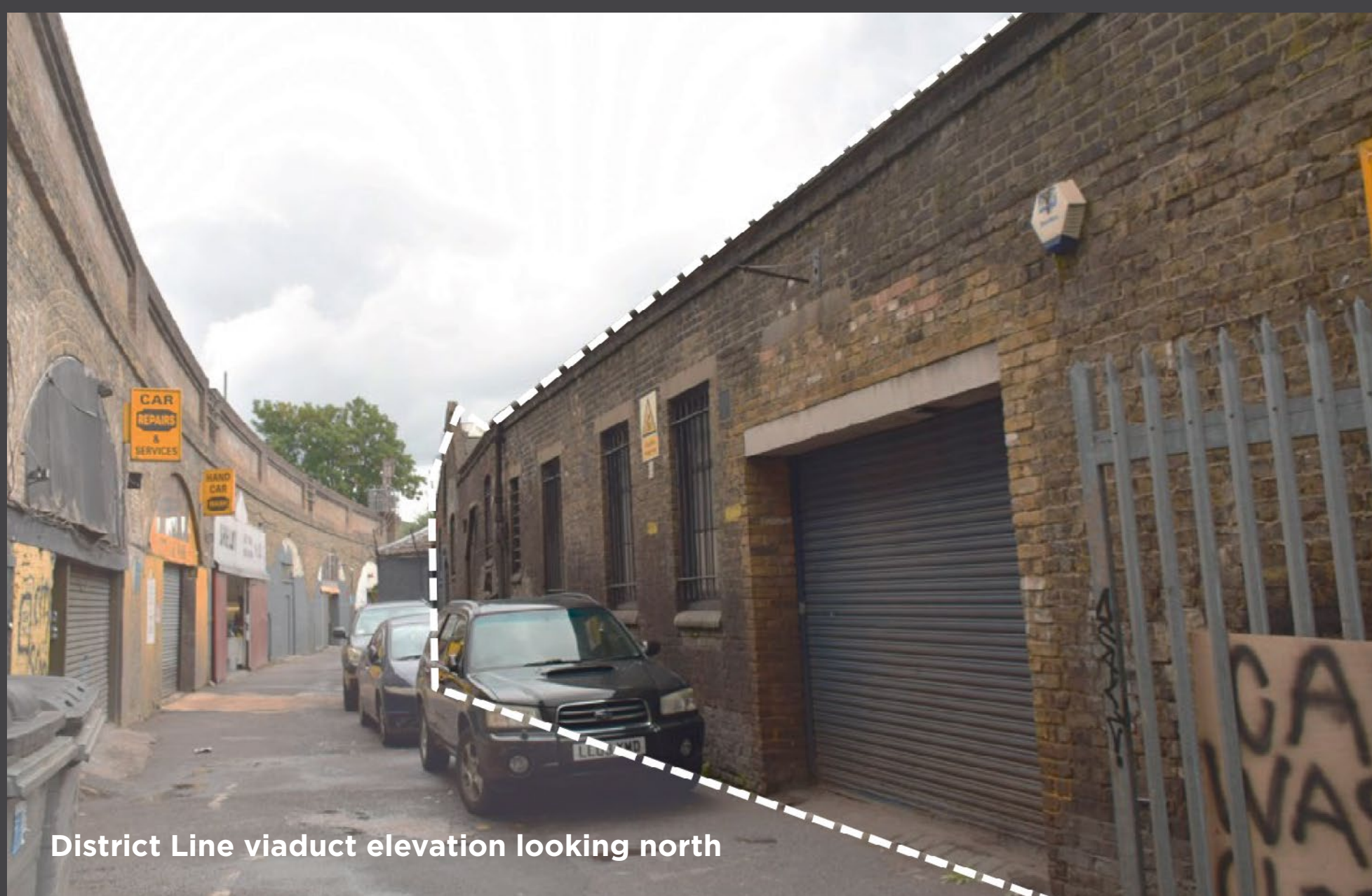
The Planning Team at Knight Frank LLP advise on a range of residential and commercial developments, including Care Homes and Senior Living schemes.



CGI of proposed view along Hurlingham Road



Hurlingham Road elevation looking west



District Line viaduct elevation looking north



District Line viaduct elevation looking south

The site

The site is located where Hurlingham Road meets the railway line on New King's Road, to the north of Putney Bridge Underground station.

It is light industrial in nature and comprises three warehouse buildings which have all been vacant for several years. The run down nature of the buildings detracts from the street scene and presents opportunities for improvement.

The site fronts onto Hurlingham Road to the south with the District Line viaduct running to the north and west. To the east is a row of terraced residential properties and Melbray Mews, which houses several small businesses.

The site falls within the Hurlingham Conservation Area. The façade of 160 Hurlingham Road is considered a building of merit, constructed in the 1880s when it was a London General Omnibus Depot.



Local needs

New care homes are desperately needed in Hammersmith and Fulham.

In 2015 it had the sixth lowest provision in the country (JSNA Dementia Full Report, 2015) and this lack of residential care homes means many older residents of the borough are forced to move far away from friends and family networks when they need them most (Older People's Commission Report, 2019). There is increasing need for specialist care provision.

With a rapidly ageing population in the borough, the number of people living with dementia will increase by 31% by 2029 (Assessing Future Potential Demand for Older Persons Housing, Care Homes and Dementia Housing in London (2017)). There is a real and immediate need for this sort of accommodation.

As well as delivering for Hammersmith and Fulham in terms of its social care needs, our analysis shows that a new care home on Hurlingham road will deliver significant benefits for the local economy and in terms of local housing supply.

Both the construction and operational phases of development will deliver a combined circa 195 jobs and support additional jobs in the supply chain. Millions will be contributed to the local economy in both phases. Providing specialist care facilities locally, could also free up homes locally (up to 24 per year) particularly larger family units which would represent much needed additional supply locally.



Constraints and opportunities

Constraints

The main challenges in designing a new building at the site are:

- ▶ Proximity of residential properties to the east requiring sensitivity to scale and avoiding noisy activity near and overlooking to neighbours;
- ▶ Protecting and maintaining the frontage of the building of merit at 160 Hurlingham Road; and
- ▶ Utilising materials and design which fit within and protect the existing context of the Hurlingham Conservation area.

Opportunities

Redeveloping the site presents opportunities to:

- ▶ Transform an underused site and provide new high quality care home for local people; and
- ▶ Fully integrate the “building of merit”, maintaining the façade and deliver a design that complements neighbouring properties in the conservation area.
- ▶ Provide meaningful activation of the ground floor fronting Hurlingham Road.



CGI of proposed view along Hurlingham Road

Our Proposals

In summary the plans propose:

- ▶ A new 87-bed care home that will help meet social care needs for Hammersmith and Fulham by providing a modern facility that is a specialist residential care home catering for nursing and dementia care
- ▶ Communal areas for residents such as, a garden lounge, a sensory room, a cinema room, a multifunction activity area, a hairdresser and a treatment /consultation room.
- ▶ Proposals are sensitive to the surrounding architecture, using brick and pre-cast stone detailing and retain the façade of the Building of Merit at 160 Hurlingham Road;
- ▶ Public realm improvements providing meaningful activation along Hurlingham Road.
- ▶ A sustainable development that is car free and includes secure cycle storage. Sustainability is further enhanced with bio-diverse gardens and planting.
- ▶ The proposals fall within the height, scale, and massing parameters set by the extant permissions for the Site.



CGI of proposed garden view



CGI of proposed garden view

Our proposals

The scheme will provide accommodation for 87 residents, across its four floors.

This will be split into household communities that include:

- ▶ Eight care bedrooms with en-suite bathrooms
- ▶ Resident household day lounge
- ▶ Winter garden/balcony
- ▶ Resident household dining and domestic kitchen
- ▶ Assisted bathing facilities and assisted WC's.

On the ground and first floor, there will be active communal areas, such as, a garden lounge, a sensory room, a cinema room, a multifunction activity area, a hairdresser, a treatment/consultation room.

There is also a secure intensive sensory garden for residents to actively engage with.

Modern care schemes are designed from the inside out to ensure they operate and function in appropriately sized "households" or "communities", where bedroom clusters range between six and ten beds. This type of specialist building caters for elderly people who are either at the end of their life with very high 24-hour end of life care needs, have complex nursing needs, or are living with advanced stage 6-7 dementia.



Our proposals

- ▶ Household communities of eight or four bedrooms
- ▶ Resident household day lounge
- ▶ Winter garden/balcony
- ▶ Resident household dining and domestic kitchen
- ▶ Assisted bathing facilities and assisted WC's.
- ▶ Resident roof terrace on the fourth floor





Operational considerations

- ▶ This is a car free development.
- ▶ Only policy compliant staff parking will be provided on site.
- ▶ Cycle storage will be provided on site.
- ▶ Deliveries and servicing will be managed to minimise impact on neighbours.
- ▶ Shift patterns will be managed to facilitate journeys to and from the site via public transport.



Benefits

Care homes have a wide range of economic, social and public sector financial benefits. Specific benefits of the proposed development at 160-164 Hurlingham Road include:

Construction Phase

- ▶ £26 million investment into the local economy.
- ▶ 122 construction phase jobs supported over a two year construction phase.
- ▶ 134 net additional jobs supported in LBHF including supply chain and induced jobs.
- ▶ £14 million of GVA to LBHF's economy directly by construction activities.
- ▶ £20 million of net additional GVA to LBHF's economy including from supply chains and induced jobs.

Operational Phase

Social and Economic Benefits

- ▶ 42 FTE jobs created on-site including nursing and specialist dementia carers, management staff, administrative staff, chefs and cleaners.
- ▶ 33 net additional FTE jobs supported in LBHF including supply chain and induced jobs
- ▶ £1.5 million in net additional GVA to LBHF's economy including from supply chains and induced jobs.

Public Sector Financial Benefits

- ▶ Savings of up to £6.3 million per annum considering the reduced number of places required in local authority residential care homes.
- ▶ Around £172,000 savings per annum for the NHS due to the increased health of residents and the pro-active care provided.

Housing Provision

Specialist care home accommodation will create a vacancy chain, given the demographic, in HandF this would be much needed additional supply - only 15% of recent housing delivery in the Borough had three bedrooms or more.

The development would initially support the release of between 48 and 87 much needed dwellings. It would also continuously provide these homes, potentially at a rate of 24 per annum, as the turnover of rooms in such schemes is around two years.



We want to hear your views

Thank you for visiting our public exhibition on proposals for 160-164 Hurlingham Road. We want to hear your views about the plans so please do not hesitate to fill in a feedback form.

We believe this is an opportunity to transform an underused site that does not currently meet its potential and to deliver a much needed care home to meet the needs of local people.

In summary, the scheme will deliver:

- ▶ A new 87-bed care home that will help meet social care needs for Hammersmith and Fulham by providing a modern facility that is a specialist residential care home catering for nursing and dementia care
- ▶ Communal areas for residents such as, a garden lounge, a sensory room, a cinema room, a multifunction activity area, a hairdresser and a treatment /consultation room.
- ▶ Proposals are sensitive to the Hurlingham Conservation Area, using brick and pre-cast stone detailing and retain the façade of the Building of Merit at 160 Hurlingham Road;

- ▶ Public realm improvements providing meaningful activation along Hurlingham Road.
- ▶ A sustainable development that is car free and includes secure cycle storage and includes bio-diverse gardens and planting.

Contact

If you have any further questions please do contact us on

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