



hunters

160-164 HURLINGHAM ROAD  
SW6 3NG

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PROPOSAL FOR A NEW 87 BED SPECIALIST  
RESIDENTIAL CARE HOME

CONSULTATION PRESENTATION  
HUNTERS ARCHITECTS  
OCTOBER 2022





#### APPLICATION SUMMARY

<u>Site area:</u>	0.365 acres (0.148 hectares)
<u>Site Address:</u>	160-164 Hurlingham Road, London, SW6 3NG
<u>Use:</u>	C2 (CQC defined residential care)
<u>Number of apartments:</u>	Residential Care beds 87
<u>Car parking spaces:</u>	car-free scheme Roadside delivery Roadside ambulance bay
<u>Cycle parking spaces:</u>	20 spaces

## INTRODUCTION BRIEF

- The proposed scheme is a specialist residential care home catering for nursing and dementia care. Residents will have acute care needs 24 hours a day.
- The scheme will provide accommodation for 87 residents split into household communities that include:
  - a. 8 care bedrooms with ensuite bathrooms
  - b. Resident household day lounge
  - c. Winter garden/balcony
  - d. Resident household dining and domestic kitchen
  - e. Assisted bathing facilities and assisted wc's.
- Commercially equipped kitchen and laundry will be located in the basement. Sluicing facilities will be linked to the dirty laundry. Linen stores required for each household.
- There will be a care office on each floor with connecting clinical room.
- 2no. 13 person lifts provide access into residential household accommodation. One of these lifts will be an evacuation lift.
- Storage is a significant issue with space required for pads, hoists and wheelchairs, and med food thickeners, etc.
- There will be a cleaner's store, with space for equipment and a Belfast sink.
- On the ground floor, there will be an entrance reception area with:
  - a. managers office and admin office
  - b. A DOC M WC.
  - c. a communal lounge and function space with kitchenette with access to a communal garden.
- On the first floor, there will be additional communal areas, such as:
  - a. a sensory room
  - b. a cinema room
  - c. a multifunction activity area
  - d. a salon
  - e. a treatment/ consultation room
- Plant strategy: the scheme will use centralised air source heat pumps, whole house ventilation with heat recover, renewable energy as required by the London plan. There will be a plant room for incoming electrics. There will be a requirement for a water tank sprinkler system. A substation is also facilitated.
- In addition there will be:
  - A refuse store at basement level (this is a managed system)
  - cycle storage (in accordance with London Plan requirements)
  - Active and secure communal garden



Care is provided using the “household” community model of care where residents live in small living clusters



## INTRODUCTION THE CLIENT

### CARE CONCERN GROUP (CCG)

CCG 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 & 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.

Manpreet Johal, CEO of Care Concern Group, said in an interview with the online site 'Business Leader' in July 2019: “The UK population is ageing rapidly, with the number of people over the age of 85 years old forecasted to more than double in the next 20 years. A substantial minority of this age group will need some form of residential care which can only be provided in a care home or hospital. It is with this in mind that our focus is firmly on raising the standards within the care sector, offering a range of unique services designed to enhance the at-home experience, such as: spas, gyms, wellness rooms, and a library, as well as facilities specifically for those with dementia such as reminiscence rooms and specialist gardens.”

### APPROACH

The genuine care and comfort for our residents is at the heart of everything we do and we deliver this by offering person-centred care, a wide range of facilities and a varied lifestyle.

We firmly believe that our senior teams have built a fantastic atmosphere, full of life and fun. It's professional, yet a relaxed working environment, where people are at the heart of everything we do.





# INTRODUCTION

## THE ARCHITECT

### HUNTERS

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.

The team work to better the design criteria set out in the HAPPI (Housing our Ageing Population Panel for Innovation) guidelines and have achieved the Gold Standard for specialist dementia enabled environments for five buildings, audited by The University of Stirling' Dementia Services Design Centre.

The practice prides itself in ensuring the buildings achieve the highest level of accessibility, making their homes safe and purposeful for ageing residents.

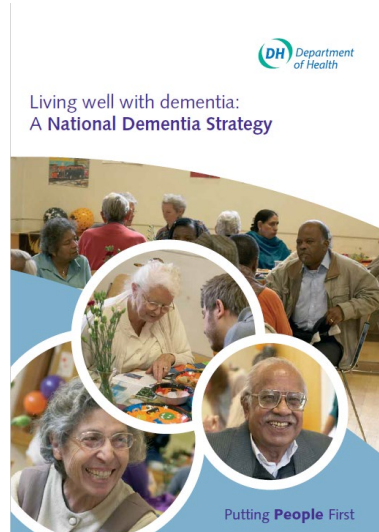
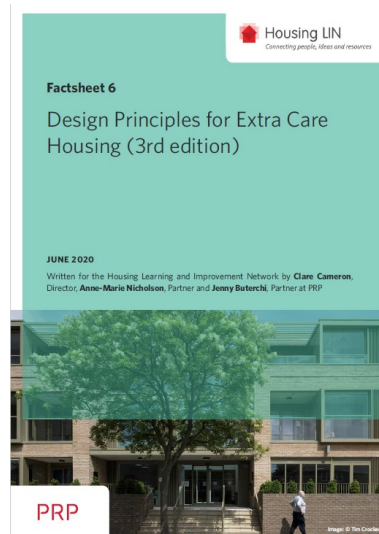
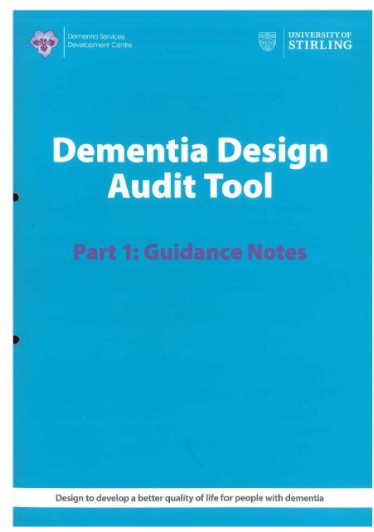
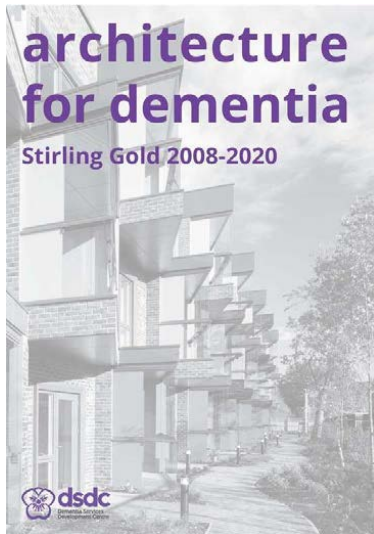


Park View, Uxbridge



Lower Mill, Ewell





# INTRODUCTION

## SPECIALIST ACCOMODATION

### PROVISION OF USE CLASS C2 SPECIALIST DEMENTIA HOME CARE

Care homes for the elderly fall within Class C2 ("residential institution") of The Town and Country Planning (Use Classes) Order 1987 and any applicable amendments. The sector regulator, the Care Quality Commission (CQC) defines a care home as "a place where personal care and accommodation are provided together...Both the care that people receive and the premises are regulated".

As defined in the London Plan, this is Policy H13 section 4.13.4; Care Home Accommodation.

A C2 Use Class Specialist Dementia Care Home offers registered care with the CQC where the building and the care is registered to offer 24 hour medical (registered nursing) for residents with complex health issues and end-of-life nursing care. They offer the greatest level of care and require highly skilled and qualified care teams.

Care is delivered within a specialist building design comprising en-suite bedroom accommodation with a range of communal facilities. Care homes can choose to specialise in the type of care they provide, such as elderly frail or caring for those with dementia and/or other specialist forms of care.

Other forms of care include provision of personal (but not nursing) care to the elderly (including in a care home environment – residential care homes – also within Use Class C2) and "Extra Care" (where residents live independently, in self-contained dwellings with access to communal facilities, and where the care offered is registered by the CQC but the building itself is not). These types of accommodation are not intended to meet the needs of individuals with the very highest care needs or those with complex medical conditions or advanced dementia.





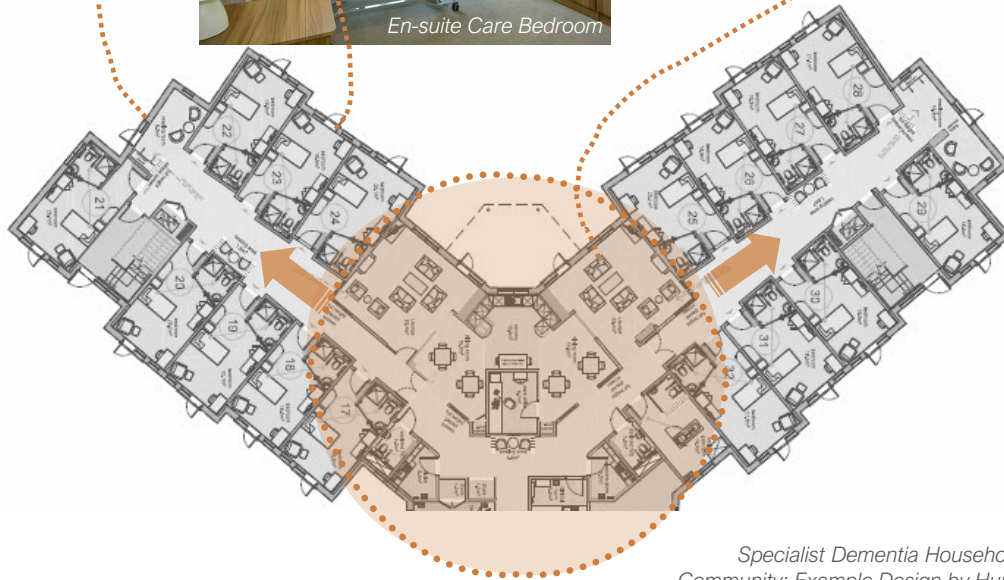
Reference Image:  
Destination Point



En-suite Care Bedroom



Lounge / Dining



Specialist Dementia Household or  
Community: Example Design by Hunters

## INTRODUCTION SPECIALIST ACCOMODATION

### DESIGNING A SPECIALIST DEMENTIA HOME CARE – 1

Care homes are designated by SDLT as “commercial” buildings (in that they are an institution and not residential).

This type of specialist building caters for elderly people who are either at the end of their life with very high end of life care needs, have complex nursing needs, or are living with advanced stage 6-7 dementia.

This care home will work on two 12-hour care shifts with total team numbers of around 80-100 team members (teams work on a shift basis, are often part time, and cater for numerous employment opportunities from domiciliary care, to catering, to management, and specialist nursing teams).

Modern care schemes are designed in “households” or “communities”, where bedroom clusters range between 6-10 beds.

Clusters of ensuite bedrooms share a lounge, kitchenette, dining and ancillary service areas within each household cluster.

Teams are usually on a ratio of 4 residents to 1 staff member, though this will be dependant on the individual's care need, and may be closer to 2:1 for dementia care.

Teams will work in a designated household cluster and during night-time hours may share between two separate household clusters on the same floor.

One of the main financial impacts of any care home is the efficiency of their care teams. This is why the provision of efficiently run household clusters are critical in order to keep resident care costs down.

Household cluster numbers are kept small to cater for dementia care and domestic scaled environments.

The main communal areas provide various facilities for residents and their families outside of the household cluster. Services, such as the catering kitchen, laundry and plant are commercial in nature and serve the whole scheme.





Safe Sensory Gardens for Residents

## INTRODUCTION

### SPECIALIST ACCOMODATION

#### DESIGNING A SPECIALIST DEMENTIA HOME CARE – 2

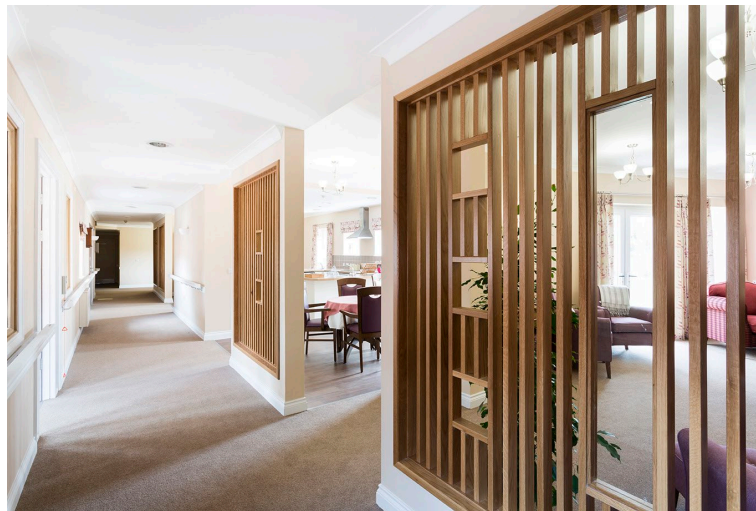
*The University of Stirling's Dementia Toolkit* provides a checklist for ensuring the resident environment meets technical requirements to mitigate the cognitive impacts of aging and dementia.

As such, careful consideration of the light reflective values is considered throughout the interior design, the schemes include dual sided accommodation to keep travel distances short with good visual access, the spaces are lit with enhanced lux values to improve mobility, environments are carefully designed to mitigate glare, and signage is pictorial and written.

These are examples of the specific requirements for such schemes.



Hydrotherapy and assisted bathing



Good visual connections within the households

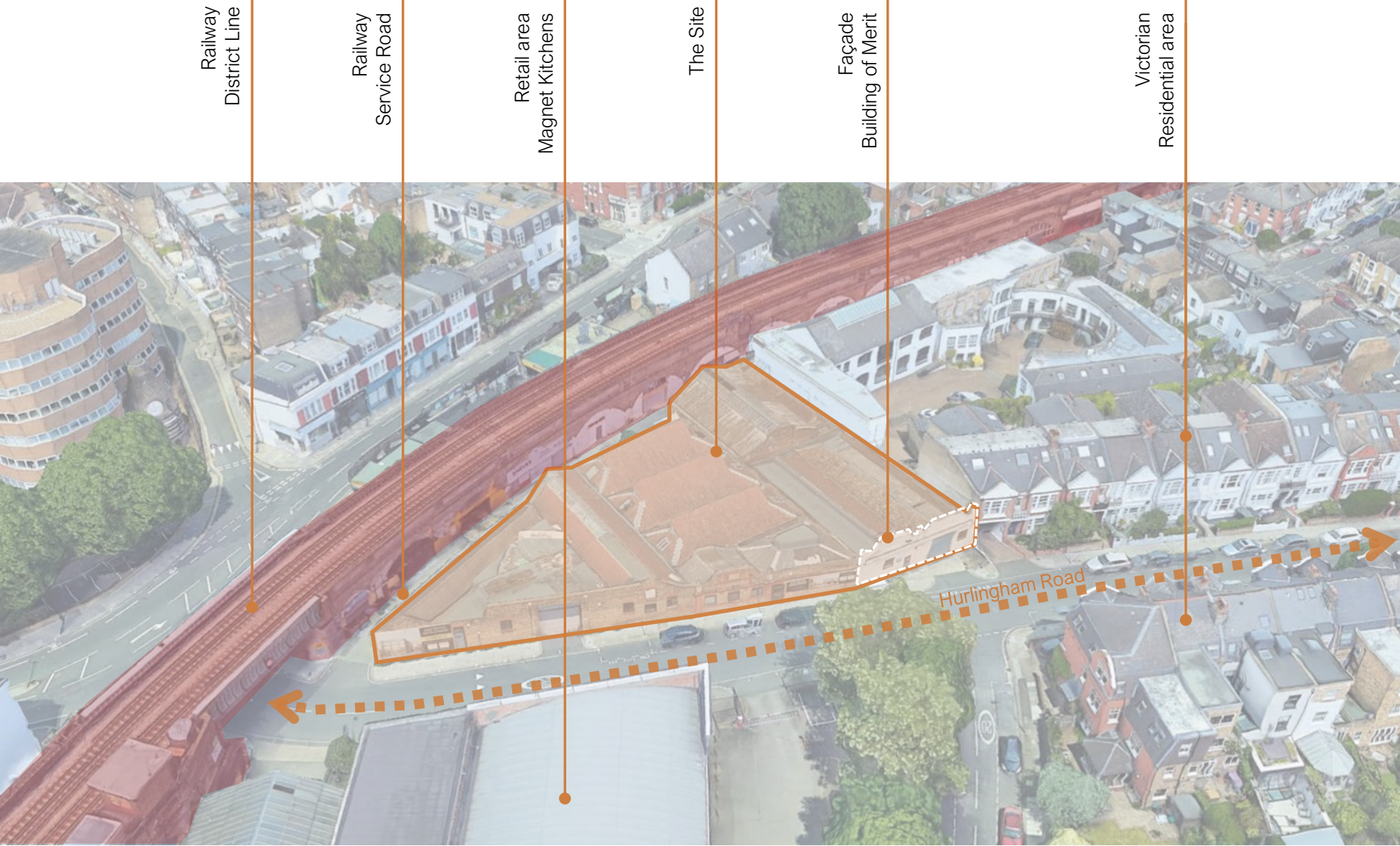


Community services such as hairdresser, shops and lounges



# SITE CONTEXT

## THE SITE





# SITE CONTEXT

## HISTORICAL CONTEXT

The site was original constructed as a London General Omnibus Depot in the 1880s. Prior to this and before the development of the railway, the site was part of a village settlement home to Fulham Pottery.

Since its originally purpose as an Omnibus Depot, the site has had a variety of uses over its history, including workshops, storage, a bakery, and more recently a car dealership.

As shown on the maps below, since 1900's the footprint of the buildings at 160-164 Hurlingham road remains largely unchanged, as it appears today.

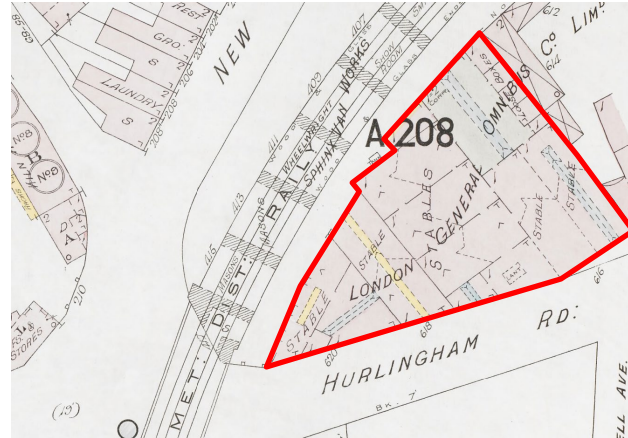
In 2002, the site was included within the **Hurlingham Conservation Area**, and is located in the sub-area “C” labelled “Western Housing Development” in the Council’s 1999 Conservation Area Character Profile.



*Illustrative Omnibus Picture*



1860s



1900's



2022



# SITE CONTEXT

## EXISTING BUILDINGS

The site has a light industrial character and comprises three warehouse buildings. Two of these buildings are vacant and the third is currently occupied by Charles Ivey Porsche dealership and mechanics workshop. This existing business is in the process of relocating.

The building is currently single storey and provides approximately **1,394 sqm of floorspace (GIA)**.

Within its boundary there is a structure of special interest, the 160 Hurlingham Road (the Charles Ivey building) classified as a “Building of Merit”.

Due to the several uses accommodated over its history, the appearance of the buildings have been considerably altered overtime having a rundown appearance and have suffered materially by inappropriate repairs and changes to their fabric. This is reflected in the No.160 being identified as a “Building of Merit”.

The building features visible brickwork with decorative cornices and parapets.



Hurlingham Road elevation looking west. The façade of the white structure is the only locally listed building within the site.



District Line viaduct elevation looking north



District Line viaduct elevation looking south



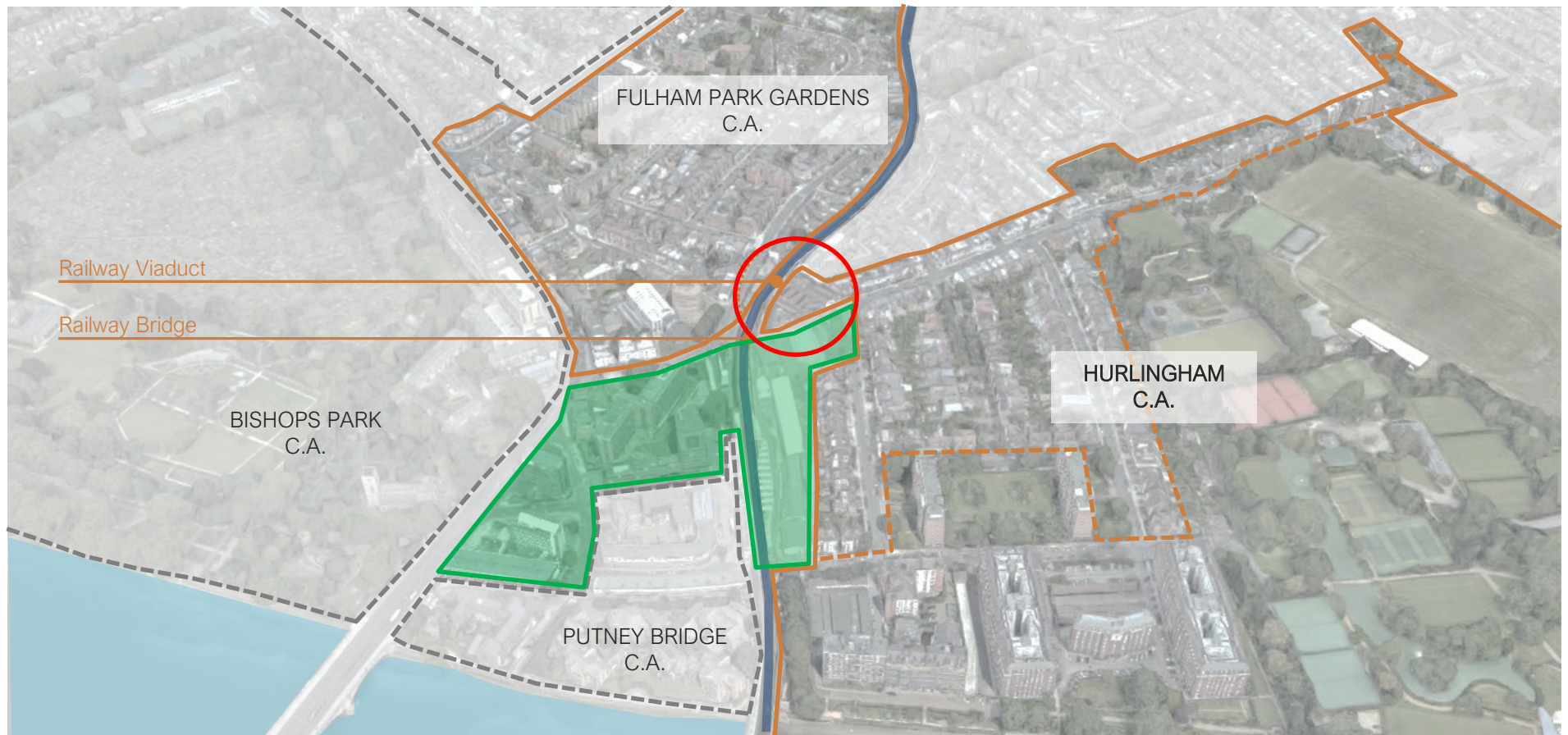
# SITE CONTEXT

## HURLINGHAM CONSERVATION AREA

The site is part of the transitional developments that extend from residential in the East, to the commercial developments on the West and South-West. As such the site 'bridges' between zones.

### FULHAM PARK GARDENS

To the immediate west of the site are a number of other heritage assets including Fulham Park Garden Conservation Area, and listed buildings including 190-192 New Kings Road and 38 Burlington Road. This area is physically separated from the site by a railway bridge and viaduct. The character of this area is very different to the residential dwellings to the east, consisting of a mix of development along New King's Road, including large office buildings, such as Kiln House. The railway bridge and viaduct creates an "experiential barrier" terminating views and divorcing the site from these heritages assets.





# SITE CONTEXT

## PLANNING BACKGROUND



**No.4 – Pre-App & DRP – Care Home Scheme**  
2021

- Demolition of the existing and erection of a part 4 and part 5 storey building. Accommodation for the elderly
- Commercial Scheme: C2 Use, Total Floor Space: 5,014 m<sup>2</sup>



**No.3 – Planning Application Ref.: 2018/01638/FUL**  
MAY 2018

- Demolition of the existing and erection of a part 2, part 4 and part 5 storey building
- Commercial Scheme: B1 Use
- Total Floor Space: 6,135 m<sup>2</sup>
- Planning Permission **Refused** | Sep. 2018
- Appeal B ref.: APP/H5390/W/18/321685 | Dec. 2018
- Appeal decision: Planning Permission **Granted** | Aug. 2019

### Appeal Decision – Granted

Planning Applications No.1 & 2

Key extracts from the 2019 Inspector's decision letter:

- "The overall increased height...would not...have harmful effect on the Conservation Area...the recessed upper storeys diminish the impression of height and bulk.
- The proposal "would improve the somewhat run-down appearance of this vacant site". "Both the appeal proposals would enhance the character or appearance of this part of the Hurlingham Conservation Area".

### Main concerns and recommendations from the planners and DRP panel:

1. Overall quality of care home
  - Layout to meet the design brief for the care home and key constraints of the site.
2. Quality of residents accommodation
  - Acoustic issues by the adjacent tube line.
  - Privacy on the ground floor units with adjacent uses within the viaduct– relatively poor quality.
  - Amenity to individual rooms as primary accommodation is questioned.
  - Roof terrace/balcony is unacceptable causing overlooking and consequent loss of privacy.
  - Windows facing Melbray Mews – potential opportunity for overlooking and loss of privacy to any neighbouring opposing habitable room windows or amenity spaces.
3. Use/ground floor activity
  - Given the function of Hurlingham Road the scheme should provide meaningful activation fronting this route.
  - Building entrance should be legible/celebrating the building; alongside functional security/access requirements.
  - Truly active uses/frontages should be presented within the "Building of Merit" structure, recognising the importance of the façade overall. Given the significant set-back of this façade from the site boundary, the site would benefit from being used as a more active element of the care home proposal; making use of the substantive forecourt to provide meaningful soft landscaping to benefit of the wider street scene.
4. Transport assessment
  - The only car parking that would be acceptable would be an accessible bay for use by member of staff that has a blue badge for disabled parking.
  - Would be appropriate to arrange shift patterns compatible with the 5 hours Down-time on the District Line
5. Car Parking
  - 12 parking spaces is considered as an over provision. Most of the car parking spaces should be omitted.



# DESIGN DEVELOPMENT

## BUILDING OF MERIT –HERITAGE ASSET



As reflected in the previous schemes we are looking to retain and restore the façade of the locally listed “Building of Merit”, and replace the heavily modified structures behind with communal accommodation and access.

Materials will be brought back to their original state, and the proposed scheme will blend with this historical element providing meaningful historical context to the conservation area.

The conservation area and local character has strongly influenced the design choice of materials. The retention of the locally listed façade is integrated into the design, accommodating a café area and will form a “window” into the newly created garden behind. There is an opportunity to create wrought iron gates that include an element of public art to further enhance the historical former use.

It is proposed soft landscaping to the front of the retained façade, enhancing the conservation area character by softening the edge which is currently dominated by unattractive hardstanding concrete.



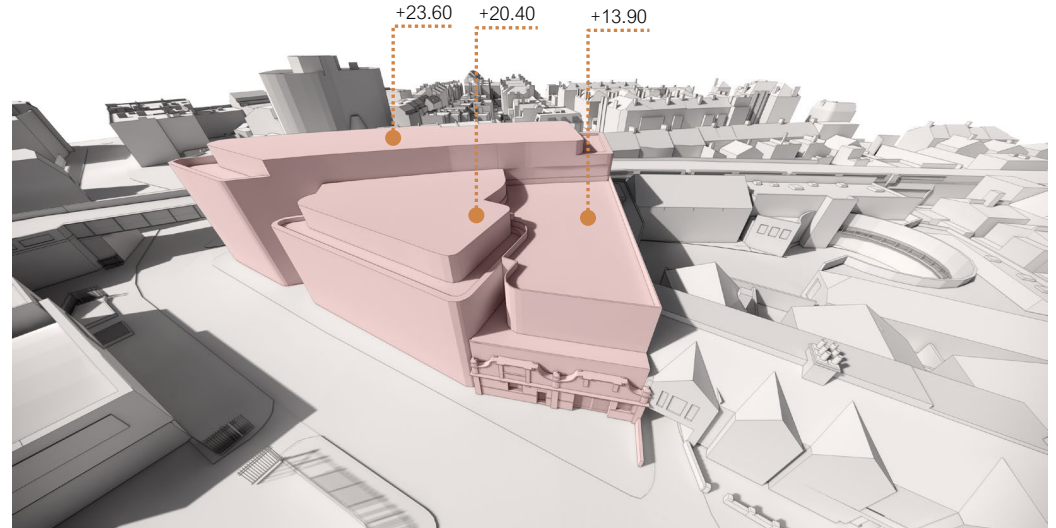


# DESIGN DEVELOPMENT

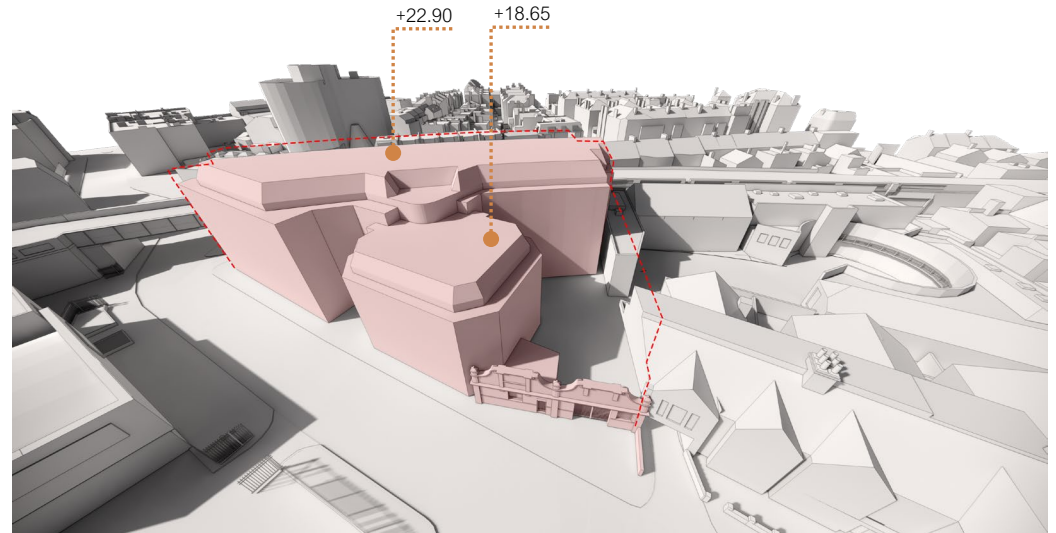
## SCALE & MASSING

The extant scheme ref.: 2017/02950/FUL has set out the scale and massing principles, with the proposed scheme constrained within the consented scheme massing.

The proposed scheme is designed with lower heights and less massing. By relieving the massing to the east facing the properties within Melbray Mews, avoids any potential opportunities of overshadowing, overlooking and loss of privacy to any neighbouring opposing habitable room windows or amenity spaces.



Extant Scheme Ref.: 2017/02950/FUL  
JULY 2017



Proposed Scheme – Hurlingham Care Home  
SEPTEMBER 2022

-- Extant scheme outline



# DESIGN DEVELOPMENT

## SPECIALIST NATURE OF THE DEVELOPMENT

### • HOUSEHOLDS



Household model consists of:

- 8 ensuite bedrooms
- Shared lounge room
- Served Kitchenette
- Dining room
- Ancillary rooms
- Services

### • CENTRAL CORE



Outside the households, there is a separated central core comprising:

- Main staircase
- 2no. 13 person lift
- seating area

### • ACTIVITY ROOMS



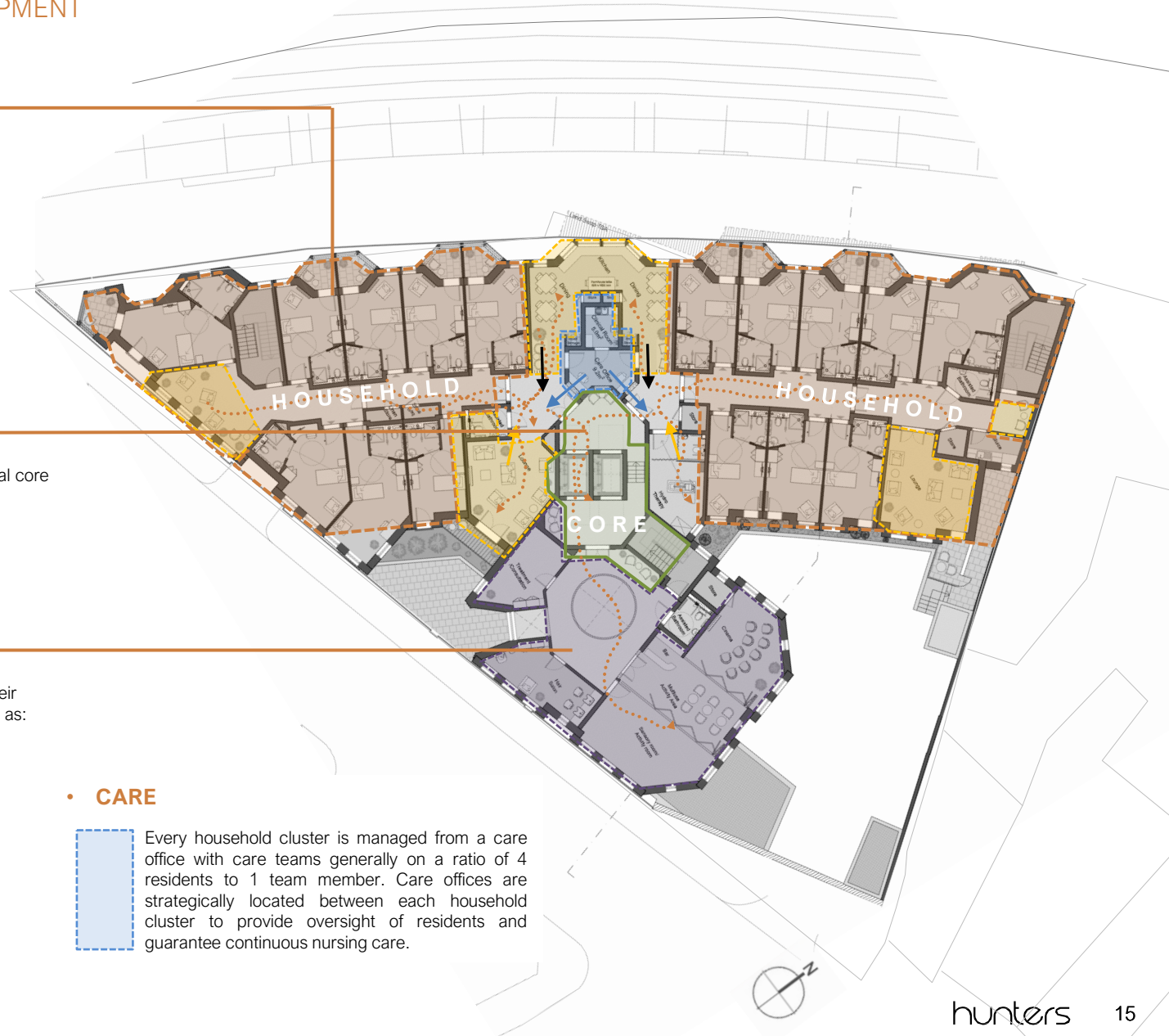
Residents have access to activity rooms outside their household on both the Ground and First floor, such as:

- Lounge and tea room
- Gym
- Cinema
- Hair salon
- Multi-function area
- Treatment / Consultation room

### • CARE



Every household cluster is managed from a care office with care teams generally on a ratio of 4 residents to 1 team member. Care offices are strategically located between each household cluster to provide oversight of residents and guarantee continuous nursing care.



# PLANS

## GROUND FLOOR AND BEDROOM LAYOUT

The following visualisations represents the visuals from one of the critical upper-ground floor bedrooms in terms of outlook and natural light. The outcome of these bedrooms, as shown on the CGI's and Daylight/Sunlight report, is positive and bedrooms will provide a good quality accommodation for residents.



Revised Upper Ground Floor Plan // October '22



# DESIGN DEVELOPMENT

## BEDROOM LAYOUT

The following visualisations represents the visuals from one of the critical upper-ground floor bedrooms in terms of outlook and natural light. The outcome of these bedrooms, as shown on the CGI's and Daylight/Sunlight report, is positive and bedrooms will provide a good quality accommodation for residents.



Upper-ground floor bedroom



Bedroom layout plan



# DESIGN DEVELOPMENT

## UPPER-GROUND FLOOR ROOMS- PRIVACY AND SECURITY

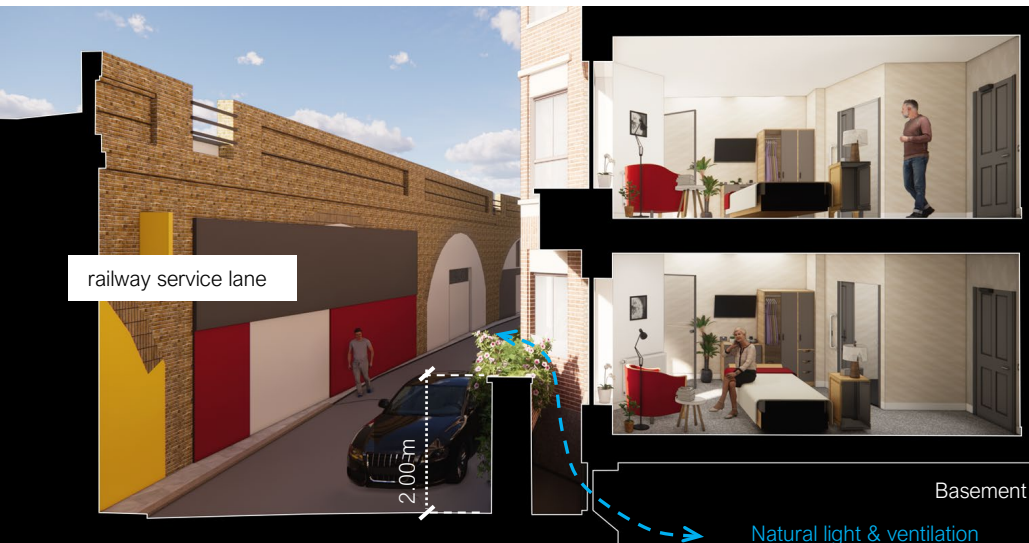


In response to concerns regarding safety of ground floor units, Hunters have raised the floor level of the ground floor units in the north-western block by 1.2m meaning that the base of all ground floor windows within the proposal sits 2m above street level. We also retain the transitional buffer created by the wintergarden amenity space.

This offers multiple benefits in security, privacy, daylight and acoustics.

**Railway Service Lane:** The upper-ground level winter gardens acts as an additional buffer space in the North-West facade, in providing high levels of security for the residence that avoids overlooking into the activities within bedroom space. The 1.2m step change from the street level will also allow natural ventilation to the basement level through the proposed lightwells on the insets between the winter garden bays.

**Hurlingham Road:** The privacy in resident's bedrooms are enhanced by the 1.2m street level change and window's level from 2.0m from the street level, whilst residents are still able to partially share the active street livelihood. The privacy is further enhanced by the recessed fenestration and buffer of soft landscaping between the resident's window and pavement.





# DESIGN DEVELOPMENT

## MAIN ENTRANCE- ARCHWAY INTO THE BUILDING

The main entrance recessed of Hurlingham road with landscape and transitional space that uses high quality materials, offers a strong visual connection into the building.

The entrance is designed with a large double height opening, surrounded with a set back of unobstructed open space and soft landscaping.

Its detailed design and proportion incorporated in the building façade entrance stands out from the contextual site, making the main entrance highly legible and celebrated.

The brick carving feature on top of the entrance stands out as a characteristic piece of art of the local context, providing a strong local character.

The location of the Administration and Manager's office are situated adjacent to the main entrance premises, providing direct vigilance and security to the care home.

Corbel brickwork detail



Admin Office

Entrance

Manager's Office



# DESIGN APPROACH

## LANDSCAPING

### A Sensory Garden-

The introduced ecological create windows of nature that invites sensorial interactions between nature and residents. The active garden feature occupies the courtyard space as the primary communal use providing for an active sensory stimulation through the vibrant colours and fragrant smells of flowers and planting exist in the garden.

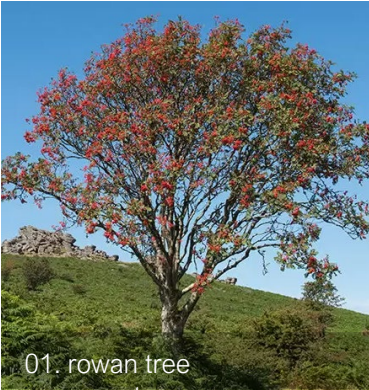
proposed garden plan





# DESIGN APPROACH

## LANDSCAPING





# DESIGN APPROACH

## MEMORY SENSES

proposed garden plan



The introduction of different elements such as a traditional post box, phone box and birds and bees boxes, improves the ecology levels of the garden and provide a memory activity to the dementia care residents. The presence of these references in the communal garden will encourage residents to actively participate in simple actions such as writing and dropping their letters in the post box, watch and feed birds, etc.



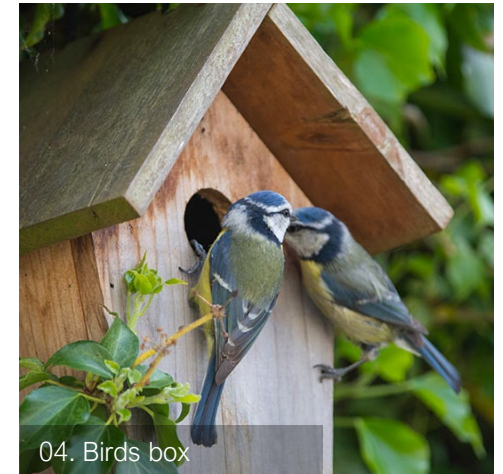
01. Post box



02. Phone box



03. Bees box



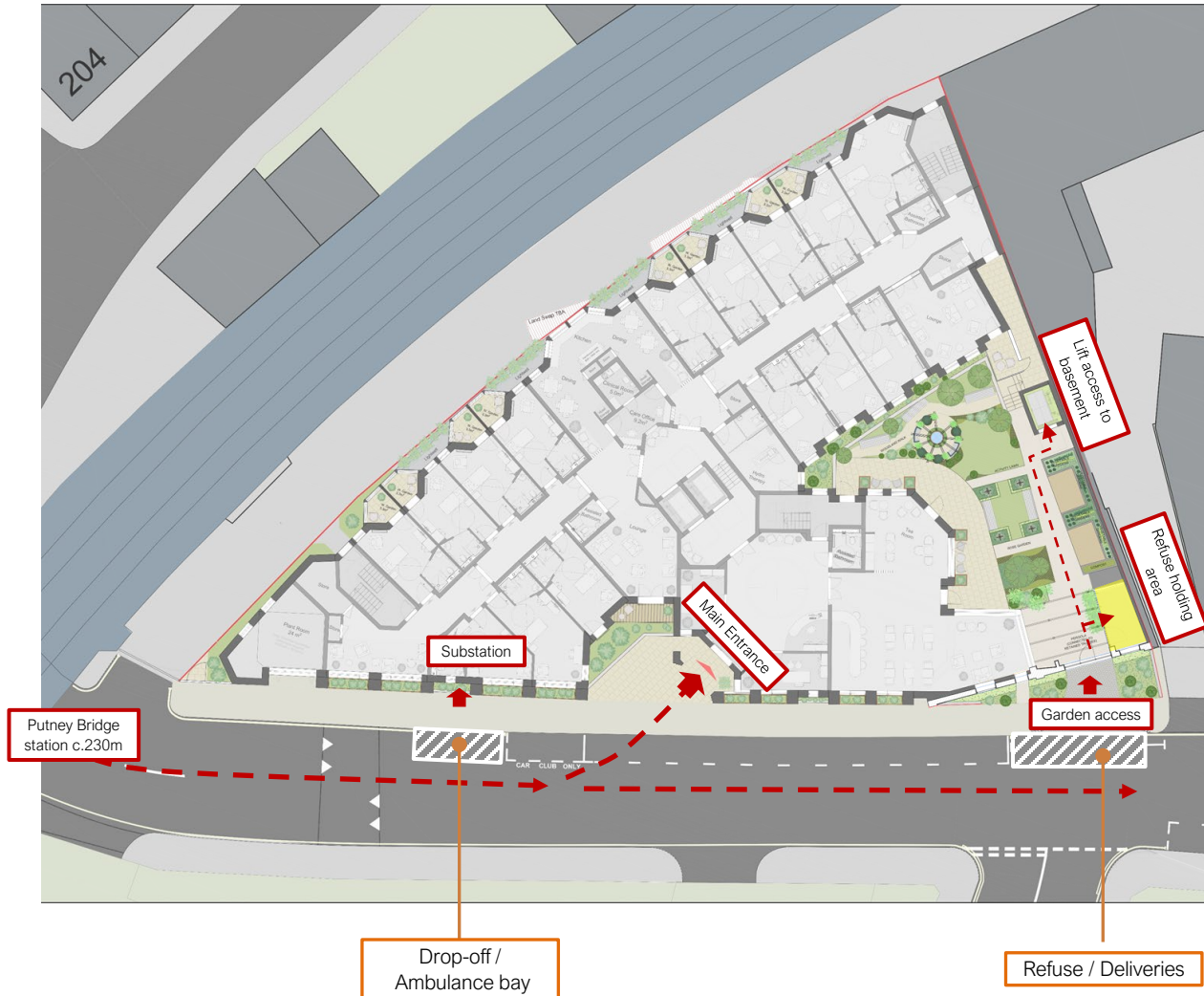
04. Birds box





# DESIGN APPROACH

## SERVICING STRATEGY



### Access and Service

Provision of a shared bay for Ambulance and for visitors and residents drop-off, positioned next to the "Car Club Only" bay, in front of the existing dropped kerb which will be stopped up.

Positioning an ambulance bay close to the main entrance, would allow them to bring patients requiring external medical assistance to be wheeled from the main entrance to the bay via a short route and ensuring more privacy. Comparing with similar sites, it is expected a low frequency on this type of, where death rates and hospital visits happen once in a while.

Given the character of a Care Home, the drop-off residents will effectively be based on the initial visit and will not involve any subsequent drop-off trips.

In regards, to the visitors, as the site is within a high PTAL area with access to sustainable means of transport from the tube and bus journey, much in the way census data suggests would form many of the visitor trips. If, exceptionally, the timing of the visitors is outside normal working hours, then there is potential to utilise the parking along Hurlingham Road outside the permit hours (9am – 5pm Monday to Saturday)

PLANNING DRAWINGS  
HURLINGHAM ROAD ELEVATION





PLANNING DRAWINGS  
HURLINGHAM ROAD ELEVATION



# PLANNING DRAWINGS

## HURLINGHAM ROAD ELEVATION



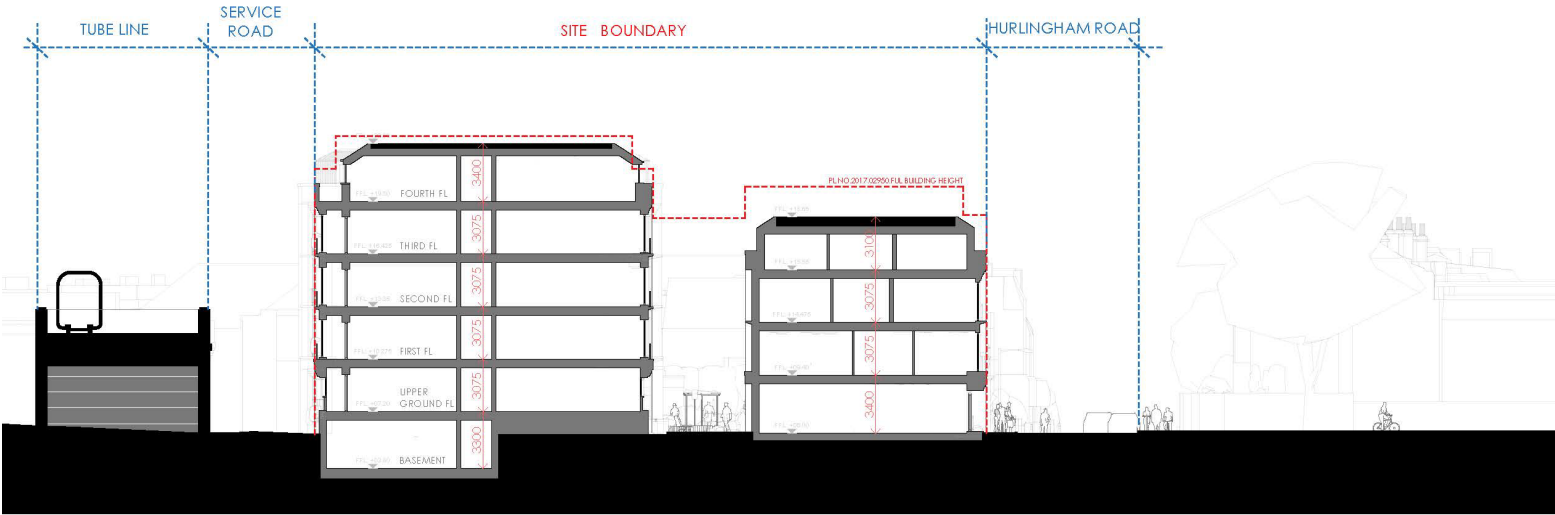


# PLANNING DRAWINGS

## SITE SECTIONS



A-A' - SHORT SECTION THROUGH LIGHTWELL



B-B' - WINTER GARDEN SECTION





PROPOSED DESIGN  
VISUALS



proposed visuals 01 – restoration of the retained façade as part of the proposed scheme.



PROPOSED DESIGN  
VISUALS



proposed visuals 02 – the proposed scheme provides a progressive transition with its contextual site, becoming a significant linkage between the residential and commercial areas.



# PROPOSED DESIGN

## VISUALS



proposed visuals 03- *The corner beside the railway line turns into a significant impression as the gateway to Hurlingham Road.*



# SCHEME BENEFITS AND TIMELINE

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.

## Timeline

- Winter 2022: Planning Application Submitted
- Summer 2023: Planning Application Approved
- Winter 2023: Works begin on Site
- Winter 2023 – Winter 2025: Construction Period
- Spring 2025: Care Home Opens



hunters

ARCHITECTURE | BUILDING CONSULTANCY | COST CONSULTANCY | EMPLOYER'S AGENT

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