

WELCOME



Thank you for attending our public exhibition. Here you can see our plans for new care provision at Eastfield House Care Home, Eastfield Lane, Whitchurch on Thames.

Before we submit a planning application to South Oxfordshire District Council, we want to share the plans with the community and gather feedback. Once you have reviewed the exhibition information, feel free to speak with a member of the project team, who will be able to answer any questions you may have, and please do fill in one of the questionnaires or comment cards.

About Majesticare

Majesticare is a leading local provider of high quality care and we have a reputation for delivering the highest standards of care and support to older people locally for 18 years. With just seven homes, Majesticare is owned by its Directors who constantly strive to provide the best of everything for our residents. Our nearest homes, The Mount in Wargrave and Lashbrook House in Henley-on-Thames are each rated “good” by the Care Quality Commission, and our most recent development has been selected as a finalist in the Best New Care Home category of the prestigious Pinders Healthcare Design Awards. All of our homes receive consistently excellent feedback from residents and relatives – the independent review site carehome.co.uk recently awarded us “Top 20 recommended Care Home 2018”.

Our Mission Statement

To provide an excellent delivery of quality care and service, within homely environments that surpass expectations and motivate our well-qualified and experienced staff to maintain a high sense of well-being and quality lifestyle for our residents.

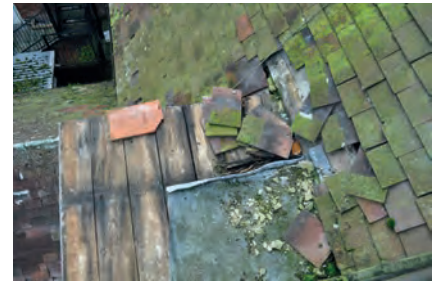


EASTFIELD HOUSE CARE HOME

Eastfield House has been used as a residential care home since the 1980s, during which time various extensions and outbuildings were constructed at the side and rear, resulting in an unsympathetic and unsightly mix of building types. The existing Eastfield House building falls short of current legislative requirements and customer expectations including bedroom size, corridor width and en-suite provision.



Majesticare acquired the property in 2002 and we operated it as a 27-bed care home. Eventually we were unable to compete with the market's increased expectations of elderly accommodation and we lacked the scale to remain commercially viable, so we were forced to close in August 2016. In the UK hundreds of care homes close each year, facing similar viability pressures. Since closure the buildings have been subject to vandalism and through disuse they are inevitably becoming dilapidated.



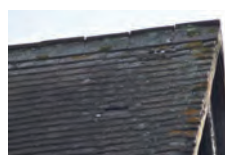
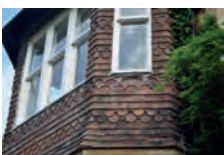
Our vision was always to improve the facilities at Eastfield House and in 2010 we submitted plans for the complete internal reconfiguration of the old part of the building and the replacement of unsightly buildings with new high-quality extensions. These plans for a 45-bed extended and reconfigured home were approved on appeal in 2013.



Following the closure we engaged independent specialist consultants, Christie and Co, to advise the best way forwards. They examined a range of factors and we have made their detailed report available. Christie and Co concluded that the consented plans are not financially viable. In addition the operational capability of the home would be adversely impacted by the requirement to retain the existing building. Simply put, the approved consent from 2013 does not work in 2018, and cannot proceed.



Furthermore, a specialist viability condition survey by Lawson Queay Chartered Surveyors has revealed that much of the existing fabric of the building would need to be rebuilt and is beyond conserving.



DESIGN

Independent specialist, Christie & Co, reviewed the consented scheme and concluded:

Our analysis shows that the (Consented) Scheme has a sub optimal design in terms of accommodation specification in relation to the latest new build metrics.

Key deficiencies include:-

- ◇ the lack of level external access for ground floor bedrooms;
- ◇ small number of bedrooms on the second floor;
- ◇ the unfavourable positioning of service accommodation (kitchen and laundry);
- ◇ restricted communal accommodation and a layout which is both inefficient and spatially constrained;
- ◇ lacks a comprehensive range of additional residents' facilities;
- ◇ limited staff facilities

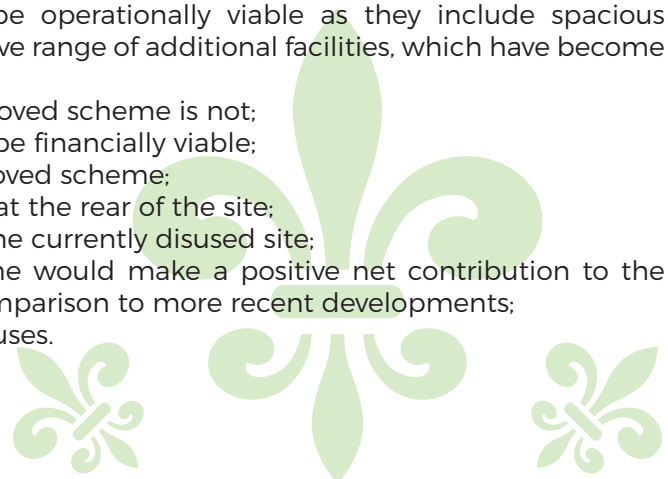
Following this assessment our aim remains to re-commence the tradition of care provision at Eastfield House and at the same time to preserve and enhance the visual contribution made by Eastfield House to the local area. Our architects have looked carefully at the site and its constraints, they have identified a solution which is viable and is hardly discernible from the consented scheme. The proposal has the following features:

- ◇ Addresses all of the above deficiencies identified by Christie & Co;
- ◇ Would appear almost exactly the same as the approved scheme;
- ◇ Façade almost exactly the same as the existing building;
- ◇ Ground floor lowered to enable level access for residents;
- ◇ The house would be rebuilt and re-uses key original features (including stonework around windows, the original entranceway and a feature stained-glass window);
- ◇ Enlargement of the existing basement level would provide service accommodation and space for the required staff and residents' facilities;
- ◇ Both our architects and Christie & Co have concluded this is the only viable way forwards.



The proposed scheme brings with it significant benefits, namely:

- ◇ Christie and Co consider the proposed plans to be operationally viable as they include spacious accommodation with level access and a comprehensive range of additional facilities, which have become key attributes of modern care homes.
- ◇ The proposal is operationally viable whereas the approved scheme is not;
- ◇ The proposed plans have been costed and shown to be financially viable;
- ◇ Significantly shorter construction time than the approved scheme;
- ◇ Removal of the previous inappropriate development at the rear of the site;
- ◇ Put an end to anti-social behaviour associated with the currently disused site;
- ◇ We sincerely believe the redevelopment of the home would make a positive net contribution to the character of the Conservation Area, particularly in comparison to more recent developments;
- ◇ May be preferred to alternative more 'specialist' care uses.



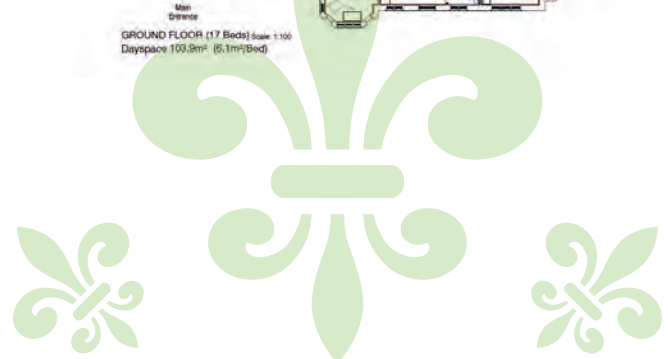
LAYOUT AND AMENITIES



Photographs show a similar development

The proposed scheme will benefit from:

- ◆ Exceptional residential care for 48 local older people
- ◆ En-suite shower in every room
- ◆ Café/ brasserie
- ◆ Private dining room
- ◆ Hairdressing/ beauty salon
- ◆ Therapy room
- ◆ In-house Cinema
- ◆ Spacious dayrooms on each floor
- ◆ Better located services
- ◆ Better staff facilities
- ◆ Landscaped gardens with level access from the building
- ◆ Significant upgrade from the dilapidated building



LOCAL NEED



MAJESTICARE

There is a significant shortage of care home places in the local area. An independent assessment by Christie and Co shows there is a current undersupply of 403 care home places within the local catchment area, which will rise to 800 in less than 10 years if steps are not taken to address the shortfall. The assessment shows that of the 800 beds needed, 202 are needed within 5 km/ 3 miles of Eastfield House.

Key Observations

- The tables provide a summary of the demand and supply assessments which we have prepared. Census data for 2011 has been extrapolated in line with ONS growth rates and risk prevalence factors to assess the proportion of the population likely to require residential care. Supply projections for 2022 and 2027 assume all planning applications are completed and all planned beds are single en suites
- Based on existing provision at 2017, we calculate an undersupply across all categories including total, effective and EMC beds. Importantly, this undersupply occurs on both a 5km and 10km radius
- The undersupply of EMC (or "future proof") provision is most pronounced; with there currently being a shortfall of 403 EMC beds. This figure is projected to increase to 593 by 2022 and 800 by 2027 as a consequence of the anticipated growth in the elderly population
- This analysis reinforces the need for Eastfield House to be redeveloped in a way which provides the local community with an important and much needed additional resource. When combined with our analysis of the existing supply, there is also a need to ensure that the product being provided meets the latest standards

Supply and Demand					
Year	Demand	Supply (Total)	Supply (Effective)	Supply (EMC)	Supply (EMC) - Demand
2017	247	167	165	137	-110
5km	247	167	165	137	-110
10km	1,108	864	822	705	-403
2022	290	167	165	137	-153
5km	290	167	165	137	-153
10km	1,298	864	822	705	-593
2027	339	167	165	137	-202
5km	339	167	165	137	-202
10km	1,505	864	822	705	-800

NB: Supply for 2021 and 2026 includes all planning applications on the assumption they will complete

Demand vs. Supply (5km)

Demand vs. Supply (10km)

Current Supply Summary

5km	
Total Supply vs Demand	Undersupply
Eff. Supply vs Demand	Undersupply
EMC Supply vs Demand	Undersupply
Sample	3
CQC Compliance* (%)	100.0%
Purpose Built (%)	83.0%
Overall Supply Quality	Average

10km	
Total Supply vs Demand	Undersupply
Eff. Supply vs Demand	Undersupply
EMC Supply vs Demand	Undersupply
Sample	18
CQC Compliance* (%)	91.6%
Purpose Built (%)	57.2%
Overall Supply Quality	Average

Catchment	Good
Overall Opportunity	Good

*based on homes with associated CQC reports

EMPLOYMENT OPPORTUNITIES

The home would provide a wide range of full and part time jobs for people in the local area. These would range from managerial and administrative roles to carers and ancillary staff. In total Eastfield House would create at least 40 full time equivalent jobs.

Up to

40

new jobs



LOCAL CONTEXT

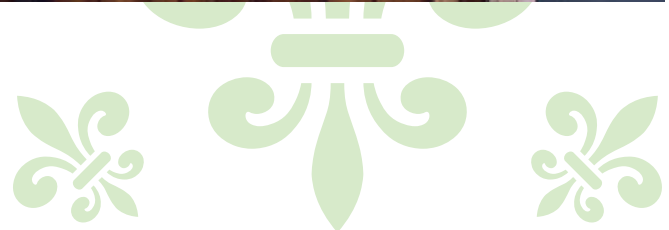
Below are photographs of Eastfield House as it currently stands, along with photos of neighbouring properties.



OUR COMMITMENT TO EXCELLENCE



Majesticare is committed to delivering the very highest standards in every aspect of our homes. Our most recent home, Fernhill House in Worcestershire, demonstrates that commitment to excellence.



WHAT HAPPENS NEXT?



Thank you for coming to the public exhibition and viewing our plans for the future of Eastfield House.

We very much hope you found it informative, and please do speak to a member of the team if you have any questions. You can let us know your thoughts by completing one of the questionnaires and leaving it with us today, or by posting to the Freepost address below.

We will review all of the feedback we receive before submitting a planning application to South Oxfordshire District Council later in the spring. Once the application has been validated, the final plans will be available to view on the Council's website, and the Council will also undertake its own consultation with neighbouring residents and other consultees.

If planning permission were to be granted, we would envisage completing the rebuild of Eastfield House Care Home in early 2020, with the home re-opening in spring or summer 2020.

Keep in touch:

Freepost:

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