

**PRESENTATION TO ACCOMPANY THE SUBMISSION
TO THE DEVELOPMENT CONTROL FORUM OF WARWICK DISTRICT COUNCIL
ON WEDNESDAY 23rd MARCH 2011**

Quarry Farm
Old Milverton Lane
Leamington Spa

CONTENTS

1.0.	INTRODUCTION	1
2.0.	NEED AND DEMAND FOR DEMENTIA CARE PROVISION	2
3.0.	LEGITIMACY OF THE QUARRY FARM SITE	4
4.0.	THE LOSS OF INDUSTRIAL LAND	5
5.0.	EMPLOYMENT BENEFITS	7
6.0.	THE CHANGED FORM OF THE APPLICATION	9
7.0.	VERY SPECIAL CIRCUMSTANCES	12
8.0.	THE WAY FORWARD	14

APPENDIX A – PLANS OF PREVIOUS AND OF THE PROPOSED APPLICATION

1.0. INTRODUCTION

- 1.1. This document sets out the principle justification for the development proposal brought forward at Quarry Farm.
- 1.2. The proposal is for an 80 bed Residential Care Home on the full extent of the Quarry Farm land after demolition of **all** the existing buildings and clearance of the open storage areas.
- 1.3. The proposal represents a response to the clear need and demand within the area for residential care (particularly specialist dementia care), the provision of significant numbers of jobs and a significant environmental enhancement of this site and its surroundings.
- 1.4. An Application which related to only part of the site (the frontage land) was considered at the Planning Committee meeting on 2nd February 2011, when Committee Members views were divided and approval for the scheme was lost on a vote of 5 against and 4 for.
- 1.5. In the light of the above the applicant has taken the view that they should amend the application and enhance its provisions by way of a new application rather than resort to the Planning Appeal process.
- 1.6. The most significant provision to be introduced is the incorporation of the entire site to include all of the rear land.
- 1.7. This rear land which was to remain as commercial storage in the first scheme, was the subject of criticism by the Committee Members who found the retention of this adjacent commercial use unacceptable for a neighbouring residential care use.
- 1.8. The revised application will: -
 - Incorporate the full extent of the rear land into the scheme with a commitment that this land will be cleared of all Commercial Uses;
 - Set the building further back into the site and away from the road;

- ❑ Increase the areas of open space;
- ❑ Reduce the height of the property;
- ❑ Demonstrate the substantial employment advantages emerging from the scheme; and
- ❑ Increase the amount of car parking provision;
- ❑ Identify the unique qualities of this particular site for the provision of specialist residential care (dementia care).

2.0. NEED AND DEMAND FOR DEMENTIA CARE PROVISION

Dementia – A National Overview

- 2.1 Dementia prevalence increases rapidly with age. In the 65-74 years age group, dementia prevalence ranges between 1.3 and 2.9 per cent, but rises steeply to between 20.3 and 32.5 per cent for those aged 85 years and above. Already two-thirds of people living in care homes have a form of dementia; an issue which the National Dementia Strategy 2009 stated had ***“not been planned for”***.
- 2.2. While a broader aim is to maintain people’s independence in their homes for as long as possible, there is the need to improve the way in which care homes care for dementia sufferers and providing dedicated bespoke facilities is among the best ways to achieve this.
- 2.3. Laing and Buisson’s Healthcare Market Review (2009-2010) states that there are approximately 455,700 registered nursing and personal care bed spaces in the UK as of April 2009. Evidence now indicates that a new phase of expansion is required, as numbers of old people at risk of entering care homes rises significantly.
- 2.4. Around 40 per cent of current registered bed spaces do not conform to the current market standard of a room with en suite facilities.
- 2.5. Laing and Buisson’s Review states that the percentage of the UK population over the age of 85 is expected to more than triple from 1.4 million in 2009 to 7.0 million in 2081, while the 75-84 year old segment will rise from 3.5 million in 2009 to 7.0 million in 2081. The demand for care rises dramatically with

age. Approximately 0.8 per cent of persons aged 65-74 live in a care home or in a long stay hospital setting, rising to 15.8 per cent for over 85s.

- 2.6. Typically, when analysing locations for care home developments, we analyse demand based upon the elderly population demographic, and supply based upon existing provision, the analysis of which determines either a balance or over/under-supply of bed spaces within a defined area.
- 2.7. The table shows that there are estimated to be 262 persons currently in care within the Quarry Farm catchment area who were admitted to a care home due to dementia. Our analysis shows a shortfall of 201 dementia market standard beds in the catchment area.
- 2.8. There are only two specialist, dedicated dementia homes in the area. Craighaven provides 35 personal care beds, 34 of which are market standard (en suite) beds, and secondly, Sebright House providing 40 nursing beds, of which only 27 are market standard beds (en suite).
- 2.9. This significant gap in the market would be well catered for in the subject scheme.

Demand			Total
Percentage of people in residential care admitted with dementia			35%
No. of registered beds (all elderly care categories)			790
Estimated total no. of elderly people admitted with Dementia			262

Supply			
Market standard beds in dedicated, specialist dementia care homes			61

Demand and Supply (Dementia)	Shortfall	201
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Source Laing and Buisson A-Z Care Homes Guide 2010

3.0. LEGITIMACY / SUITABILITY OF THE QUARRY FARM SITE

- 3.1. Care UK is constantly in touch with the changing face of dementia and endeavours to provide stimulating and safe environments for all its clients.
- 3.2. We endeavour to provide local care for local people, enabling people who have lived in the area possibly all their lives to remain in the setting with which they are familiar.
- 3.3. The site in question certainly provides the great benefit of outdoor spaces with views so important to those people in the local community living with a form of dementia. Residents need space to enhance and engage their lives whilst promoting independence, choice, dignity and emotional and physical well being. Without space it is often the environment that disables people as much as the impairment alone.
- 3.4. The Alzheimer's Society regard gardens and outdoor space as very necessary for the well being of those people with dementia. They offer a Garden Design consultation which states that the provision of outdoor space does the following:-
 - Provide exercise, opportunities to relieve tension, frustration & aggression;
 - Provide personal space for reflection & privacy;
 - Provide a different social environment; and
 - Provide stimulation with colour, smells and the sounds of wildlife
- 3.5. Stirling University report that "The quality of life experienced by a person with dementia can be dramatically affected by their surroundings. A physical environment which is well designed can assist in maintaining the ability to function, and can have a therapeutic effect, improving well being".
- 3.6. Research by the Department of Health in 2007 confirmed that after being given access to the outdoor garden space and using it for therapy sessions there were significant effects on the clients' progress with their

rehabilitation programme, they looked forward to their sessions and achieved their overall treatment goals.

- 3.7. Staff reported that the clients used their outdoor space voluntarily to calm down and that they had a sense of freedom as the door was never locked. Being outside in the fresh air had a beneficial effect on both clients and staff.
- 3.8. The report stated “Clients at the day hospital are suffering from a frustrating & debilitating condition, which can lead to anxiety, agitation and aggression. The garden and general open space has had an effect on the behaviour of the clients and has lifted the spirits of the staff at the day hospital. This shows how crucial it is to provide a good environment, which alleviate anxiety and promote relaxation”.
- 3.9. Care UK is very much aware of the need to promote the construction of modern dementia friendly buildings surrounded by pleasantly designed open spaces so that local people who require our services can access the care they need whilst still having the freedom we would all like to retain.
- 3.10 Very many existing homes offering care within converted or out dated buildings are wholly inadequate and not capable of meeting the standards required of modern dementia care.

4.0. THE LOSS OF INDUSTRIAL LAND AT QUARRY FARM

- 4.1. Within their Report to the Planning Committee, your Officers referred to the loss of the employment land and buildings at Quarry Farm. They took the view that employment land should not be the subject of redevelopment or change of use unless it currently has an unacceptable adverse impact upon adjacent uses.
- 4.2. The amended development proposal is based upon the full site area and also includes the rear commercial open storage land (land which, by virtue of a recent Certificate of Lawfulness and despite being within the green belt is capable of operation on a 24 hour basis and at a significant density of development). The potential of this land area to impose upon adjacent uses

and the area generally gives clear cause for concern and has now been included in the scheme to respond to the concerns expressed by Planning Committee Members.

- 4.3. Local Plan Policy SC2 implies that the change of use of employment land is acceptable if the proposed use is another employment use. This is clearly the case here.
- 4.4. Moreover, as is demonstrated in Section 5.0 below, the numbers of employees who will be employed in, or as a result of this development substantially exceeds the numbers of employees currently on site being eight, three of whom are employed on a part time basis.
- 4.5 Property Consultants Bromwich Hardy were asked to prepare a short report outlining the effect of loss of industrial land at Quarry Farm. They advised that Quarry Farm currently comprises a mixture of poor quality small industrial warehouse and workshop accommodation. The premises comprise a mixture of former agricultural buildings that have been converted and extended for more traditional commercial use over the last twenty years. All of the buildings are in relatively poor condition and none can be described as being suitable for modern day employer requirements.
- 4.6 Warwick and Leamington Spa benefits from a large number of light industrial/warehouse accommodation and alternative accommodation currently available within the Leamington Spa and Warwick area, is of superior quality to the premises at Quarry Farm. The amount of available property also indicates a significant supply within the market place and that the loss of the eight poor industrial units would not adversely impact on the amount or quality of available commercial space.
- 4.7 If Quarry Farm is re-developed and the industrial space is lost, this will have no impact at all in the local market place as there are very many other opportunities for occupiers in better quality buildings in more suitable locations.

5.0. EMPLOYMENT BENEFITS FOR THE LOCAL AREA

5.1. The following summary demonstrates the expected employment numbers, both direct and indirect which are:

Construction Phase -	150 New Employees
Direct Employment -	74 New Employees
Indirect Employment -	75 New Employees
TOTAL	299

5.2. Care UK will work with local trade bodies to identify and procure local partners throughout the construction supply chain and are geared up to work with local partners to not only provide work and supply opportunities, but to work with employments schemes to generate employment opportunities for young people and long term unemployed residents where possible.

5.3. **The proposed new Home at Quarry Farm will be a significant contributor to on-going local employment with an estimated 150 people being employed during the Construction phase of the project.**

5.4. **The proposed new Home at Quarry Farm will be a significant contributor to on-going local employment with 74 people being employed in the delivery of care, support, facilities management services and administration and we have included below an indication of how the split of job categories will be made up:-**

	FTE's
Home Manager	1.0
Deputy Manager	1.0
Chef	1.0
Cook 1	1.0
Kitchen Assistants	3.0
Housekeeper	1.0
Domestic	5.0
Laundry	3.0
Activities Organiser	1.0
Administrator	1.0
Receptionist	1.0

Maintenance A	2.0
Team Leader	5.0
Carer	36.0
Nurse	12.0
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Totals	74.0
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5.5. The day to day operation of a Home is a 24 hour a day 365 day a year business and creates the potential for an estimated 75 jobs in the wider community to be created once the Home is open. The type and skill mix will be varied but we have summarised a sample of the type of professions that will be impacted by the Home:-

- Healthcare – GP’s, District Nurses, Physiotherapist, Chiropodist;
- Suppliers – Food, Clinical, Pharmacy, Cleaning, Nursing, Laundry;
- Maintenance – Electrical, Plumbing, Decorating, Furniture, Flooring;
- Services – Hairdressers, Waste Collection – Clinical & Commercial;
- Statutory Compliance Testing

5.6. Care UK is committed to involving Stakeholders in the new Home. One of the most important objectives for the Service Managers prior to service commencement will be to build up a wide network of links with local groups, voluntary organisations, care professionals, volunteers and the wider community.

5.7 Very early on in the commissioning process we would invest time understanding the composition of local communities and the local associations within them i.e. local carers groups, voluntary agencies etc. By collaborating with the Council’s own specialists we would make links with these organisations and individuals, meet with them to talk about the new services and look at how we can work together.

5.8. We aim to have older people from the wider community involved in the home from day one. Our stakeholder communication strategy includes contacting local organisations who work with older people to make them aware of opportunities for local older people to utilise resources such as the café, hairdresser or communal rooms and participate in activities at the Home. Our engagement strategy will include contacting forums and representative groups; this will include identifying organisations and individuals who are:-

- looking for meeting or rehearsal space;
- wanting to make use of specific facilities such as the hairdressers, café area, and assisted bathroom;
- wanting to join in with scheme activities and events as customers;
- offering a volunteer service e.g. befriending, facilitating activity groups

5.9. The communal areas will also be available for agencies or local groups to hire and availability of these resources will be publicised locally through a regular marketing campaign. We will involve tenants from the outset in making decisions about who can use the resources to ensure appropriate use of the facilities and choice of relevant activities. Where residents identify a particular interest for example listening to music or singing we will try to locate a local choir or music group that is looking for rehearsal space.

6.0. THE CHANGED FORM OF THE APPLICATION

The Use of the Rear Land

6.1. The incorporation of the rear land into the scheme is a critical addition to the overall development scheme. Its introduction creates extensive open space better suited to Green Belt than the current use.

6.2. The larger site area has provided the opportunity to adjust the positioning of the building on the site, to increase and enhance frontage and boundary planting and to increase car parking provision on site to address expressed Committee concerns.

- 6.3. Most significantly, the introduction of the rear land enables the total removal of inappropriate commercial and open storage use from the site – an aspect of the previous scheme which was the subject of criticism by Planning Committee Members.
- 6.4. This unsightly area will be incorporated within the curtilage of the Care Home and the commercial use fully removed from the site to enable the land to revert to a form which is in keeping with the adjacent open countryside.

The Re-positioning of the Development Proposal

- 6.5 The introduction of the rear land has enabled the building to be repositioned within a new redline boundary. The building has been pulled back from the front boundary enabling additional car parking to be provided (in order to alleviate concerns over limitations on parking but still within the guidelines on parking and the transport assessment previously accepted by the highways authority) and additional landscaping to improve the visual amenity from the road.

The Reduction in Development Height

- 6.6 The buildings height at the highest point (the circular section) has been reduced to 11.3m. By comparison the neighbouring Nuffield Hospital is approximately 11.8m. The existing planning permission on the subject site permits an industrial unit of 12.2m.

Landscaping and Car Parking

- 6.7 The additional land has given the opportunity to improve the external surroundings by enhanced landscaping design. Earlier sections relating to the appropriate environment for dementia care discuss the need for outdoor spaces such as is present at Quarry farm to enhance and engage the lives of people with dementia.

Philosophy Behind Contemporary Design

- 6.8 “Form Follows Function” champions a new approach to “care homes of the future”. The proposed building is an expression of the more widely held

contemporary vision for community healthcare. Forward thinking and progressive, modern and sophisticated. Therefore, it is appropriate that the architecture embodies current styles, technology and building practice, responding to contemporary aspirations of living, care, and sustainability. The building can express this through its shape, construction methods and materiality to embody its functionality and purpose.

- 6.9 The buildings linear and undulating shape was conceived as a direct and logical response to the narrow proportion of the site. The rural nature of the site and location inspires an architectural approach that itself appears organic and free form. The intention for a low rise/low impacting building favours a built form synonymous with the landscape and therefore one with strong horizontal emphasis.
- 6.10 The buildings shape is also symbolic of the proximity of the River Avon (300m away) - promoting flowing and curved forms. Practically this flowing shape helps to soften the appearance of the building and by both spreading the mass horizontally and introducing an abundance of natural screening (planting) we can reduce the buildings impact on the rural setting.
- 6.11 The contemporary form helps to reduce the buildings sense of enclosure. Use of staggered vertical treatments and setbacks minimise its vertical height and in turn its impact on the surroundings. It also helps to maintain important sight lines in contrast to more traditional forms which have a greater vertical emphasis, especially with pitched roofs. Our proposal therefore keeps storey heights functional and roofscapes to a minimum.
- 6.12 The building symbolises a commitment to technology and cutting edge healthcare practice and standards of living through its most exciting and engaging external treatment – ‘The Living Wall’.
- 6.13 This feature is used visually to help the upper stories of the South Elevation (most visible from a distance) appear less dominating. The pre-grown panels of lush vegetation instantly blend the buildings edges with surrounding trees and foliage; in our opinion an ideal treatment for a building located in such a setting. Furthermore large areas of extensive living roofs are used to further help realise the benefits of contemporary architecture to both social and environmental progress.

7.0. DEVELOPMENT IN THE GREEN BELT - VERY SPECIAL CIRCUMSTANCES

- 7.1. The Applicant is aware that the Quarry Farm site lies within the Green Belt.
- 7.2. Planning Policy advice does allow for “very special circumstances” to be brought forward to justify development in circumstances “where the harm by reason of inappropriateness and any other harm is clearly outweighed by other considerations.”
- 7.3. The Officer’s view as presented to the Planning Committee (and in respect of a reduced area excluding the commercial storage land) was that the harm that the development proposal creates here related to “the loss of openness to the Green Belt and to the character and appearance of the area”. They argued that these elements were “not clearly outweighed by the other considerations put forward in support of the scheme”.
- 7.4. This Officer opinion has been consistently opposed by the Applicant who was gratified that a number of Planning Committee Members also took the same view at the recent Planning Committee.
- 7.5. In the context of the changed scheme now proposed, the Applicants sets out below the “very special circumstances” which, in our view, clearly “outweigh any harm by reason of inappropriateness and any other harm”.
- The Quarry Farm site in its current form cannot be regarded as open countryside.
 - The site area represents a long standing poor quality employment site and provides the potential for substantial, and intrusive, commercial activity.
 - Quarry Farm already benefits from an unimplemented planning consent that permits additional industrial use and development.
 - The proposal provides a long-term and fully controlled development which can enable the existing uses on-site to be fully removed and replaced by a carefully conceived environmental enhancement.

- ❑ The change of Use to be brought about by the scheme relates to clear cut need and demand for quality residential care (particularly dementia care) within the local area.
- ❑ The site at Quarry Farm has been identified as both a uniquely suitable location for the specific Care use proposed which requires the very qualities of natural environment and close association with the peace and tranquillity of the countryside found in this location.
- ❑ The loss of the industrial land use here is regarded as of limited consequence given its very poor quality. It is not anticipated that any existing jobs will be lost.
- ❑ The redevelopment and operation of the site as a residential Care Home will introduce a very substantial level of new employment into the area both in respect of construction jobs, full and part time employment on site and further employment in the local economy.
- ❑ The significant changes made to the Application proposal seek to address all of the issues raised by the Planning Officers and, specifically, aim to satisfy the expressed concerns of Planning Committee Members.
- ❑ Of most significance is the incorporation of the rear commercial open storage area within the new Application site and the commitment that, on implementation, this area will be cleared and revert to open space.
- ❑ The development proposed represents a contemporary structure which integrates into the adjoining landscape. It provides the site and the area with a clear-cut and controlled future.
- ❑ When compared with the existing site use and coverage (much of which is not subject to any specific control over extent or height) the development proposed is regarded as a substantial environmental enhancement.

7.6. For all of the above reasons, the Applicants claim that “very special circumstances” are fully justified by the components of the scheme and, as a result, the normal presumption against inappropriate development in the Green Belt does not apply in this case.

8.0. THE WAY FORWARD

- 8.1. The aim is to submit a further Planning Application as soon as is practicable following the Forum meeting.

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PLANS OF PREVIOUS AND OF THE PROPOSED APPLICATION