

Proposed Development

New Build 62 Bed Care Home

at

Central Avenue, Gravesend, DA12 5AW

Operator Supporting Statement

A202043

DOC005 SUPPORTING STATEMENT



Avery Healthcare Group

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1.0 Introduction to Avery Healthcare Group

Avery Healthcare are a Northampton based company who currently operates 60 elderly communities across the UK and specifically The Hawthorns Retirement Community, Spencer House Care Home, Cliftonville Care Home and Ashurst Mews Care Home in Northamptonshire. Avery Provides residential and nursing care for over 4,500 residents. In addition, 4 retirement living properties offer independent living facilities for over 300 individuals with further developments planned and in progress.

Avery Healthcare is challenging the perception of elderly care within the UK by ensuring that the philosophy of person-centred care is at the heart of each of the services they provide to enable residents to receive care that truly reflects their individual needs and preferences. By putting quality first in everything they do for their residents, relatives and staff, Avery Healthcare aspire to be one of the most respected and successful care providers in the UK.

The company constantly strives to improve the buildings, services and quality of care for residents by continually investing heavily in systems and support. The company has an Operational Team comprising individuals with many years of experience and expertise in their respective fields. Clinical, Dementia Care, Hotel and Culinary, Well-being, Training and Staff Development Departments work together to support the homes in providing consistently high standards of service. Working with such a structured and coordinated approach ensures that Care Quality Commission accreditations and other regulatory standards are maintained.

Avery is one of the few operators with an active construction programme. Avery has the resources together with the appropriate banking and equity support to develop, construct and manage a prestigious project of this nature.

Avery provides a range of care facilities within their homes including:

- Residential Care for older people
- Nursing Care for older people
- Dementia Care
- Respite Care
- Convalescence Care

Avery does not pre-determine the precise operating stance of their homes, preferring local need and user choice to determine the makeup of the home. Developing larger multifaceted homes enables Avery to avoid labelling and segregating Clients into inflexible groupings.

However, on this site it is anticipated at this stage that the following care groups will be provided for:

Older People

Respite Care

Dementia Care

Convalescence Care

For further information on Avery Healthcare Group, please visit www.averyhealthcare.co.uk

2.0 The Avery Philosophy

Throughout the company all employees are actively encouraged to appreciate and respect that the residents of the homes are the Clients and employers of the group. They are after all living in a building which Avery owns and operates, but for which Avery are paid to provide services and staff to high legislative standards, as well as the exceptionally high standards of Avery's quality assurance systems and processes.

The aim of Avery Healthcare Group is that each resident will be supported to live their life as they wish within exceptional quality surroundings that reflect the most contemporary and innovative design features. Avery are always looking to develop a care home which is far superior to the majority of alternatives in any given location. These alternatives vary hugely in design and quality caused by the historic changes in statute and fiscal policies. It is necessary to understand this history in order to understand why Avery is able to justify the development of one of its modern care homes in almost any given location.

3.0 The Care Home Sector – a brief history

The 1990s saw a growth in the market with many new build care homes developed to take the place of ageing converted houses, which more often than not provided accommodation that was not suitable for the care of older people. These new care homes provided accommodation on a mass scale with a far greater emphasis on appropriateness to care.

Towards the end of the 1990s the care home sector was in crisis. Profits being achieved by care home operators had reduced so much so that many homes became unviable and either closed to be sold for development or went into receivership. It was also not cost effective to build new homes. In an increasingly ageing population, an impending care home disaster loomed.

With the Care Standard Act 2000 and the realisation by the government that more funding for long term care was required the market slowly recovered. However, the introduction of the benchmarked standard as laid out by the National Minimum Standards mean that the older homes still struggled to keep up with the pace and continued to close. The strong residential market and the potential to release capital through the conversion of property to residential use, opposed to the sale of a care home business exasperated the situation further.

The modern standard of care home is based around a perception that residents should at least have the option to have the use of ensuite facilities as opposed to a communal WC and bathroom. Day space should be ample. Care homes should be homely and resemble quality hotels as opposed to a cramped guest house or institutional environment. Spacious living facilities should enable residents and their families to continue to live well with the appropriate level of skilled support.

The overall quality of the care homes across the country remains extremely varied and the continual closure of small, less appropriate homes, together with the ageing population, there is always going to be a requirement for the modern care home.

The financial pressures facing the care home sector is well-documented with many care provider organisations failing despite a steadily increasing demand for long-term care facilities. The care organisations who continue to operate successfully have recognised the need to provide spacious and well-appointed accommodation with consistently high-quality person-centred care.

4.0 The Avery care home

Avery homes are designed and constructed to the new Essential Standards and all bedrooms include hotel style ensuite showers and toilets which far exceed the National Minimum Spatial Requirements as defined in the Care Standards Act 2000.

Avery believe that these are only a minimum and in fact accommodation should be designed and built which best suits the care categories to be provided. Often even the minimum standards do not allow for the quality of life that Avery residents should expect to benefit from.

The design and operational ethos of Avery Healthcare has always been to produce and run care homes that meet and exceed the statutory standards as prescribed in the Care Standards Act 2000. Each new home we design therefore represents an evolution of design.

Avery care homes are designed to incorporate suitable outside leisure areas. Avery believe that access to outdoors and outdoor spaces is an essential element of supporting well-being for residents. The terraces and gardens are maintained to a high standard and incorporate level walkways, garden features and specialist facilities (e.g. sensory gardens, raised gardens, water features, seasonal planting) where appropriate.

It is a requirement that before care home opens it must be registered with the Care Quality Commission (CQC) in order to ensure it is suitable to provide care. Avery works closely with CQC to ensure that every care home provides the best quality accommodation and care. The facility we are proposing will also therefore be approved by CQC before opening.

This development and the site as a whole will also be constructed in compliance with the Disability Discrimination Act, BS8300 and Approved Document Part M of the Building Regulations.

Avery have been working with a handful of contractors which specialise in care home buildings and know how to ensure these buildings integrate the latest mechanical and electrical facilities throughout allowing all residents the latest in heating control, air quality, sanitation control. Internet access is provided throughout the home and interactive TV's are available in every room. All areas are covered with the latest in nurse call and communication technology.

Staffing

The home will be managed by a General Manager who will be supported by a dedicated team of staff qualified and experienced to meet the assessed needs of the service users. This will include:

- Nursing staff (where nursing care is provided)
- Carers
- Chef and catering staff
- Administrative staff
- Housekeeping staff
- Leisure and recreation Co-ordinators
- Maintenance staff
- Gardeners

The Health and Social Care Act (2008) states that providers must ensure sufficient numbers of suitably qualified, competent, skilled and experienced staff to meet the needs of the people using the service at all times, Avery always looks to provide this level of care as a minimum and generally strives to exceed these levels.

Staffing is provided 24 hours a day and is split into three principle shifts:

- 8.00am to 2.pm
- 2.00pm to 8.00pm
- 8.00pm to 8.00am

In general, when caring for older people in a 24-hour care home, the number of full-time equivalent employees is approximately just less than number of registered beds. However, the staffing levels may increase significantly depending on the dependency levels of the residents receiving care. This is particularly the case for more specialist care categories.

Catering

Avery takes great pride in the high quality of catering and hospitality provided within their care homes. The home will be provided with a fully equipped commercial kitchen managed by a qualified chef and supported by a team of experienced catering staff. The team is trained to meet the individual dietary requirements of each resident.

Food is prepared and served on site with fresh local produce preferred to pre-prepared foods. Chefs are in constant dialogue with residents and staff to cater for special requests and dietary requirements.

Laundry

The home will accommodate a fully equipped commercial laundry. This will deal with all the laundry requirements for the home including bed linen, towels, personal clothing, etc.

5.0 Dementia Care

Dementia is a broad term that is used to describe a condition where there is an ongoing and generally irreversible decline of the brain and its abilities. Although medication is available that may slow the symptoms of the disease for some individuals, at the present time dementia is not curable.

It is estimated that over 850,000 are currently living with dementia in the UK. This figure is forecasted to increase to 1,000,000 by 2025, and 2,000,000 by 2050. Many more people are affected by the presence of dementia in a loved one.

Although there are over 100 different types of dementia, residents with a diagnosis of dementia who are living in a care home setting are most likely to have one of the more familiar forms of the disease; Alzheimer's disease, vascular dementia or dementia with Lewy bodies. The areas of the brain that are affected, and the difficulties that an individual will experience as a result are dependent on the type of dementia as well as many other factors, including the persons previous life experiences skills and abilities.

Avery Healthcare Group are able to offer an environment for residents with dementia that always focuses on supporting remaining abilities rather than merely concentrating on a person's increasing disability. In this way, individuals are enabled to lead an enriched life supported by caring staff with the required skills and experience in providing dignified care.

The layout, furnishings and fittings have been specially chosen to reflect the most up-to-date dementia research from universities with specialist dementia departments, including Stirling and Bradford.

The most contemporary technology is also utilised to ensure staff are able to ensure that a balance is achieved between maintaining safety with supporting a resident to engage in meaningful opportunities and enjoy their life.

6.0 Car Parking

Car park provision is usually required to be a minimum of one space per three registered care beds, however this can vary depending on the location of the home and on guidance from the local authority.

Due to the nature of the proposed care home, which will provide full personal and dementia care, the car park spaces will be utilised by the staff and visitors only. It is not anticipated that any residents will have their own car.

Avery's experience is that staff generally live within a five to eight-mile radius and as well as driving, are either delivered to the home by their partners, share journeys, cycle or use public transport. Avery always gives priority to recruit staff from the immediate residential areas who would walk to work.

The home will be provided with secure cycle racks and staff changing/showering facilities with lockers.

7.0 The proposed scheme

The proposal will be for a two and 1/2 storey development, which sits within the natural site topography and provides a high-quality 62 bed care home, with 24-hour care in a state of the art environment.

This scheme will be designed to a specification which far exceeds the National Minimum Standards in terms of spatial standards. Also, the layout will be designed to be as flexible as possible, with the home being able to be split both vertically and horizontally to allow for example, particular types of care which might otherwise be mixed inappropriately with other types, to be cared for within their own individual unit. All the rooms will be designed to be appropriate for differing levels of care whilst retaining the resident's dignity at all times. Bedrooms, at a minimum of 15sq.m with full en suite facilities will be large enough to provide full assistance if required. These areas are far superior to the Standards which only require 12sq.m with en suites with no showers. Day space accommodation has also been increased from the Standard requirement of 4.1sq.m to 6.2sq.m reflect the needs of residents who may require more space to live in.

Safe, well designed external areas that provide a sense of security will also be incorporated.

Residents are encouraged to explore these areas which include sensory gardens, water features, seasonal planting and also have areas where residents can assist such as raised beds.

Avery's theme of providing 'hotels with care' continues with most schemes having a spacious entrance foyer containing the reception, cafe and required office spaces. This leads on to give access into the rest of the home. The residential wings are usually accessed from a central core area and residential care is provided on the ground floor with rooms having patio doors with personal exterior space. The accommodation is organised onto corridor wings with day space areas arranged accordingly. A full kitchen providing high quality dining and ensuring all the dietary requirements of each resident will be met on site. All laundry provision is available on site, ensuring all residents live within a clean and healthy environment. Staff facilities will include full changing rooms (including showering), staff rooms and training areas to ensure that all staff are fully trained in the current best practice, to make the residents lives as pleasant as possible during their stay in an Avery Home.

8.0 Example Avery Healthcare Group Homes



Avonmere Care Home, Bristol



Derby Heights Care Home, Derby



Astbury Manor Care Home, Bracknell



Spencer House Care Home, Northampton



Spencer House Care Home, Northampton



Derby Heights Care Home, Derby



Silvermere Care Home, Cobham