

Supporting Business case

For

Proposed Extensions to Park View Care Home

90-94 Gnoll Park Road, Neath, SA11 3DD



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Supporting business case

1 Park View Care Home Background.

EMJ & GP Ltd owns and operates the Park View Care home. The property Park View Care Home is located close to the centre of Neath. It is registered as a residential care home for 34 persons for over 25 years old including dementia. 32 single bedrooms; 1 double bedroom, dining room, conservatory, lounge, entertainments room, library and ancillary.

The property comprises of 92 and 94 Gnoll Park Road that interconnect and have been extended to the rear. There is a forecourt providing parking for 6 vehicles and a central courtyard garden for residents.

The home has the highest possible standard of care home in Wales and some of the awards received by the home, copies of our online rating and reviews received with details of our CIW report can be found on page 6.

1.1 Care Bed & the current Market:

There is currently a shortage of elderly care beds in Wales, Swansea, Neath. To add 17 residents rooms which have en-suite facilities to existing successful care home will add significant benefit to the local community. The home is currently turning away enquires on a weekly basis and has a high number waiting list.

1.2 The business and its future:

The Care Home has operated has been owned and operated for 24 years by family, Gaynoy & Clive Penhorwood and their son Martin Joyce. Over this period it has been important to improve the business for long term viability and to the benefit of the residents and the local community.

The extension and significant investment being made into Park View Care home will allow the Residents to continue enjoying the high standards the home is famous for, full time staff and will modernise the home to higher current standard.

The Company's bankers (Barclay's bank) are fully aware of the scheme and have stated that they will support it. Detailed paperwork will be finalized once planning permission for extension has been secured.

1.3 The New Rooms/ Extension:

Park View Care Home satisfies current requirements in respect of room sizes, communal areas for pre-existing homes. The Extension is a property comprising 90 Gnoll Park Road that will interconnect and will be extended to the Rear.

The new extensions are going to add 17 residents rooms and the refurbishment of 5 which will qualify in size and having en-suite with shower facilities to the existing successful care home to the latest CIW standards.

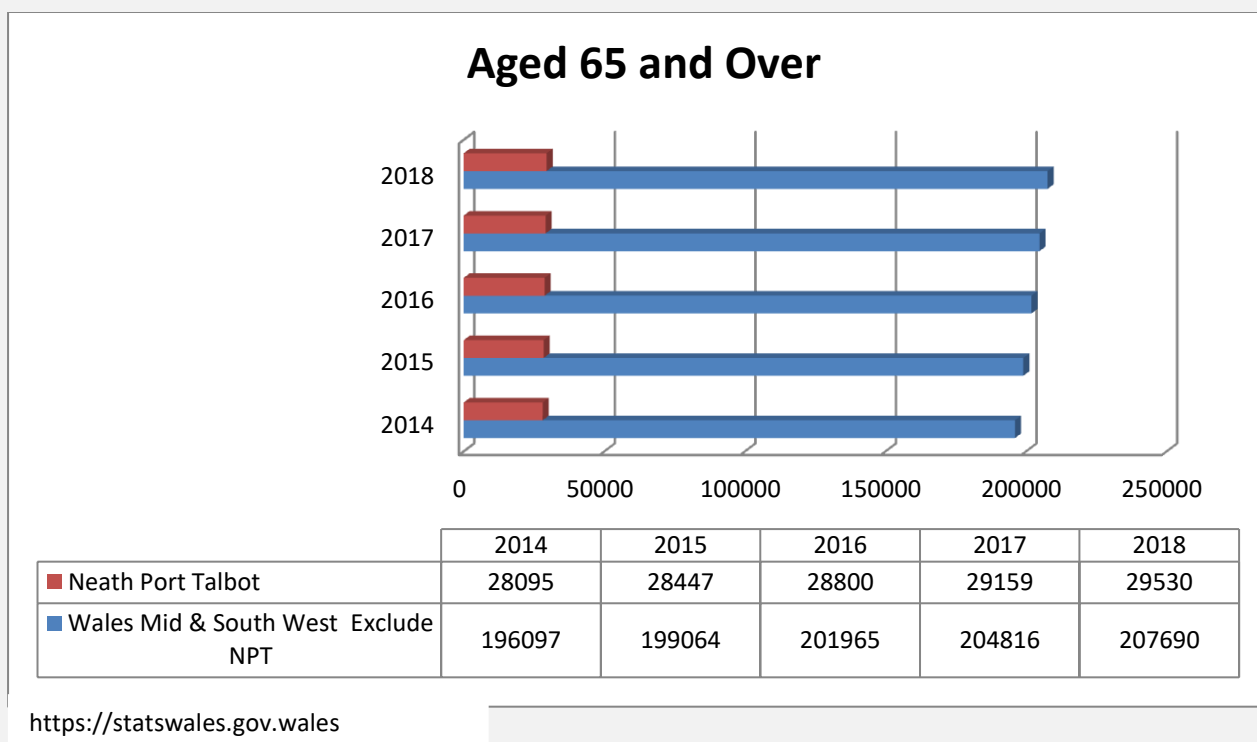
1.4 Owners/ Management:

Park view is operated by EMJ&GP Ltd and the extension will be operated by the same.

The team running park view will remain and there will be the opportunities to employ more staff and add to current working hours so operation continues as before.

2 The Business Case and Local Need

Follow by point 4.01.34 page 28 of NPT LDP, "There is sufficient evidence to suggest that the population of NPT is ageing, which by some accounts is positive news as it shows an improvement in people's quality of life and improved lifestyles. However, with an ageing population also there is an additional challenge such as increased pressure on services particularly those services relating to health and social care." (Appendix1).



For instance, Dementia is a major public health issue in Wales which is fully supported by Park View care home. Approximately 42,000 people in Wales have dementia. It is most common among older people - dementia affects one in twenty over the age of 65 and one in five over the age of 80. From 2007 to 2015, the number of people on the dementia register rose from 13,234 to 19,239, an increase of 45% and the dementia diagnosis rate in Wales was **53%** in 2017/18.

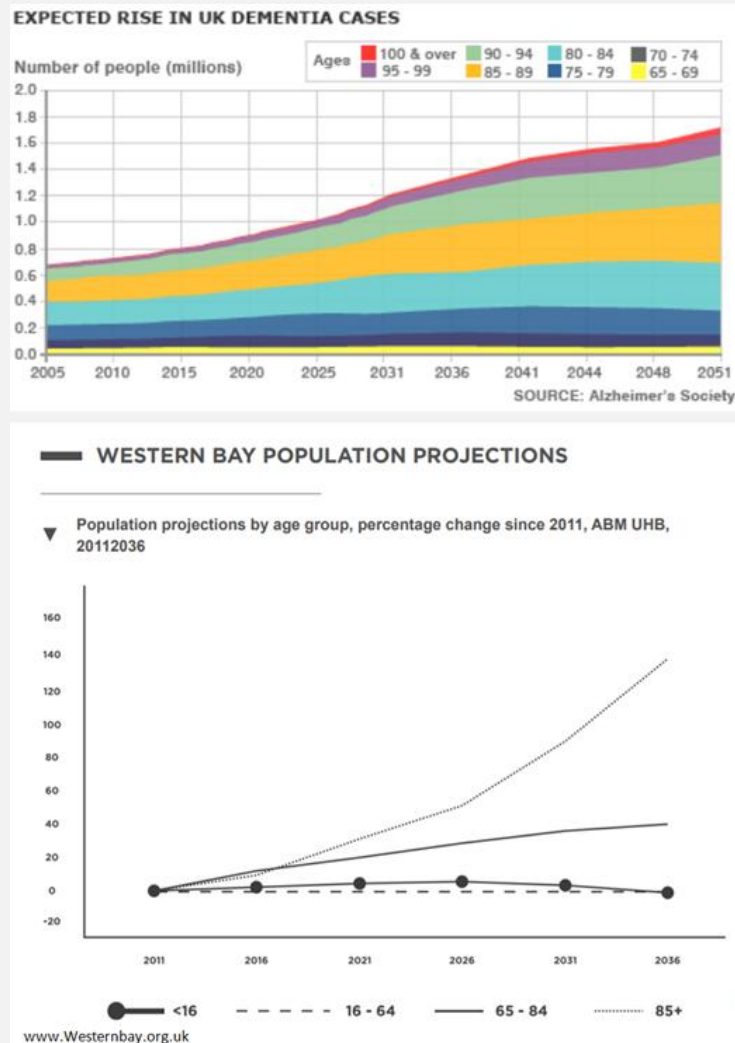
As the proportion of the population age 65 and over increases, so the number of People at risk of developing dementia increases. Study shows by 2021 the number of people with dementia across Wales is projected to increase by 31% and by as much as 44% in some rural areas. (Resource Alzheimer society)



Follow by Dementia Action Plan for Wales and Limitation section from Westernbay assessment and dates, "It is important to recognise that people with dementia may be at risk of abuse and neglect". The Social Services and Well-being (Wales) Act 2014 (Part 7) strengthens existing safeguarding arrangements for relevant partners (such as NHS, Police or Probation) to have a duty to report to the local authority someone suspected to be an adult at risk of abuse or neglect.

This is supplemented by a new duty for the local authority to make enquiries to determine whether any action is required to safeguard adults at risk" and "There are many more people in the population who may be in need of care and support or who are carers and we know little about their needs" and Park view has reputation to put different procedure and trained well to support Dementia.

Table below shows statistical evidence with particular regard to dementia care by age and year, show a significant shortage of supply together with growing demand year on year. From Westernbay assessment figures in **2015**, approximately **6,979** people in Western Bay had a diagnosis of dementia. **By 2030**, this is predicted to **rise by 48% to 10,295**.



Below comments have been collected from Local authority reports with regards the Parkview supports and feedback from visitors and family. All data correct on the date, the data was collected 26/5/2020

Local Authority Reports

CIW - The Care home has achieved full compliance In all areas and has worked with the regulator to enhance the service through achieving any recommendations for improvement.

Quote from inspector - "People benefit from a service, which sets high standards for itself and is committed to quality assurance and continuous improvement."

Quotes from Residents "it's lovely here, I really love living here"

Quotes from Families - "Marvellous, my mother is well looked after", "the care here is excellent.

Quotes from Healthcare Professionals - "All staff at Park View are very professional and work well with the district nurses team for the benefit of the residents"

Quotes from Staff - "we are able to approach management and senior staff at any time", "we feel supported", "it is a relaxed a positive place to work".

Social Media Feedback (Sample of Quotes)

www.carehome.co.uk 9.9 out of 10

Review from Christina M (Daughter of Resident) published on 19 May 2020 "I would like to praise you all as a team for the care and support that you provide in normal circumstances. However, you are going over and above to provide a safe and happy place for residents during this extremely difficult time. You are really appreciated by myself and all my family members"

Review from Nigel T (Son of Resident) published on 19 May 2020 "We think Parkview is absolutely fantastic. The building is wonderful, nicely decorated in a homey traditional style, with fixtures and fittings all in very good order, a beautiful garden and very comfortable for the residents. The staff are excellent, showing a huge amount of care and affection to the residents with brilliant activities, special event days, smiles, laughter and support. They go Above and beyond to reassure us as a family that our mam is safe, comfortable, happy and well. We couldn't recommend them highly enough!"

Google 5 out of 5

Kelly M "Park View Is known for their reputation for delivering love and compassion to their residents. Families continue to choose Park View based on the continuing feedback on their service"

Facebook 5 out of 5

Sara R "Lovely place to stay, friendly staff with lots of entertainment for the residents. Would definitely recommend."

Food Standards Agency - 5 out of 5 rating for food hygiene for 10 years+

2.1 Estimated Demand for Specialist housing and accommodation for older people

- Park View care Home is one of the most popular residences in the area. The facility has over 95% occupancy and has more demand than they can accommodate. Families and friends of the residents of the home has said that Park view was their only choice due the high standard, experiences staff and location, were key factors in their decision.
- It is on the back of this reputation that we will be keen to extend its quality of service with a quality of accommodation to match and to meet the growing demand in the area for dementia and high dependency residents.
- Whilst the home retains its reputation for providing high quality care the last redevelopment of the facilities was some years ago and the national standards have since moved on, the local authority requirements are more demanding and the expectations of residents have changed, therefore we are planning to extend the building and improve the facilities of existing care home.
- It is also true to say that increasingly the residents tend to be a higher dependency category. This is due to two main reasons.
 - 1) Firstly, people are more likely to want to stay in their own homes longer, with community assistance, and only move on when they really can no longer manage on their own.
 - 2) Secondly there is an increasing incidence of what are seen as age related diseases such as dementia and Alzheimer's disease. Although it is illustrated in the accompanying Care needs Assessment Report there is also an increase in early on-set dementia which will affect the long term demand.
- To ensure that the care home can provide for the changing demand and stay in-line with Local Authority and the Quality Care Commissions standards and to be able to provide for the changing market for care, Park view extension will be built with high quality bespoke facilities.
- Park View is trying to support the need through providing additional bed spaces to support the community.
- Park view care home has been always fully supported Dementia patients; Fully support day and night with care and love.

- Have ability to deal with more complex needs and the equipment we have to deliver this such as hospital beds, steddys and hoists.
- Step Up- Step Down placement i.e. short term placements bridging hospital discharge and suitable placement back in the community or own home
- Offering day care facilities and respite facilities.

2.2 Employment and Staffing:

1. There will be a local benefit in employment terms. Total additional **Permanent care staff** numbers will be **11**. This is based on current dependency levels with additional dependency requirements. Not only will it create 11 more jobs, but perhaps more importantly in the long term it would ensure the security of tenure for **39 jobs**.

	Current	Additional	Staffing
Beds	34	17	51
Care staff			
Full time	13	5	18
Part time	4	2	6
Dementia Champion and Activates Coordinator	1.5	1	2.5
Cooks	2.5	1	3.5
Support			
RI	1	0	1
Manager	1	0	1
Admin and Accounts	2	1	3
Maintenance	1	0.5	1.5
Director	1	0	1
Project Manager	1	0	1
Staff Number	28	10.5	38.5

2. Assist with entering of care plans and coordinating Emergency placement/Respite ensure all equipment and rooms are maintained to the expected standard.
3. It can also be seen that the additional employment is not expected to add undue pressure to the parking facilities as that only 25% of staff drive to work there will also be 5 secure bike parks added.

Planning Policies

3 Core Strategy

3.1 Development Principles

The proposals should satisfy the principles of Planning Policy Wales of the Core Strategy as the scheme will in particular contribute to the social and economic improvement of the Neath through provision of much needed additional quality care accommodation. The proposals will enhance the facilities generally provide additional high demand services and accommodation, give long term security of employment and generally enhance the visual quality of the existing accommodation and site.

3.2 Area Strategy & Economic Development

One of the key elements “increasing the range of available and affordable house types, especially for first time buyers, families and older people, including extra care housing”, “The planning system should ensure that the growth of output and employment in Wales as a whole is not constrained by a shortage of land for economic uses”. The accommodation proposed will offer additional care accommodation of 17 units, which will be of a higher standard to meet the increased demand for high dependency facilities.

3.3 Affordable housing

The proposals should be acceptable under this policy as were providing “The provision of affordable housing exception sites must be considered to help meet identified requirements and ensure the viability of the local community.” Whereby the proposed extension will allow for some additional employment, but more importantly it will maintain the long term viability of the business.

3.4 Sustainable Use of Resources

The benefit of the proposed extension in terms of sustainability is that it extends and enhances the use of an existing building in an area that is already built upon. The proposals also include the highest quality material and facilities which will significantly improve the energy efficiency of the existing building and the extension. Externally the proposals will be adapted to include sustainable drainage measures with surface water being returned to the ground where possible rather than running to the main drainage system.

3.5 Carbon Saving Measures in Development

The extensions will themselves be of a good level of thermal insulation which will benefit the institution as generally the average temperature needs to be maintained at a good level to account for the elderly Occupants. The original front external walls may not be improved greatly but the internal walls and floor will make a very significant positive difference to the energy usage of the building. The heating will be modernized.

3.6 New Housing Development

Although not categorized as “housing” as such, the additional bedrooms provided to the Care Home will account for permanent accommodation for an additional 17 elderly and dementia care people. The end result will also be significantly improved accommodation and facilities for a total of 51 people within a more sustainable long term business model.

3.7 Development and Sustainable Transport

- Gnoll Park Road forms part of the B4434 that leads from Neath town centre to the south to the A465 and Aberdulais to the north east. Park view Care Homes is one of the lowest car journey requirements of any development and with a small increase in staffing we would anticipate very few additional journeys. However the care has produced a travel plan separately which confirms that anticipated journeys and how the management will assist the staff with travel arrangements.
- The proposals do create an extension which is substantial, however the existing care home has an excellent local reputation and will be fulfilling a much needed and demand. A demand which is predicted to increase year on year as we have an ever growing ageing population and dementia and other age related dependent illnesses are set to rise.
- Furthermore the existing facilities will struggle to meet the future demand. The original care home was designed to take care of the elderly who wanted assistance with catering, general care and company. It is now far more prevalent for residents to be higher dependency, requiring more direct assistance and therefore the additional facilities to provide for that care and assistance. The modern standards and expectations have increased significantly over the period and is essential for the care home to modernize and expand to cater for these needs.
- Consideration the minimal real impact on the open countryside and character of the area, which is partly dominated by the Gnoll Rugby Ground, this development by itself would not stand out as significant.

4 Summarise:

The Scheme is to extend and enhance the existing Park view Care home. The proposal provides an opportunity to extend the building from 34 rooms into 51 bed rooms which will be occupied by elderly people. Park view will provide 8 parking bays and 5 cycle bays for staff and visitors. The development will bring support and enhance the County's population by supporting and caring for elderly people, adding employment with helping to sustain the vitality and viability of the Town Centre, the area and additional money to the local economy. During the construction job creation for Local workers which improves the short and long term of Neath economy

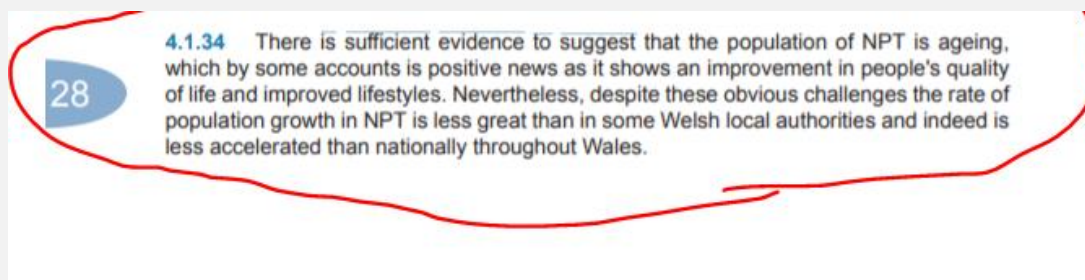
The proposal outer walls and shape will remain as the existing building with a pitched roof which naturally follows the characteristic of the area and follows that a good use should be made of the attic space created.

Extra 17 rooms added to the site which below tables provides more information about the rooms and their bathroom facilities on each floor of existing V.s proposed.

Existing Bedrooms- 34 Beds						Proposed Bedrooms- 51 Beds				
Title	Total Number of each floor	Only Basin	Toilet & basin	En-suite Toilet& Basin &Shower		Title	Total Number of each floor	Only Basin	Toilet & basin	En-suite Toilet& Basin &Shower
Ground Floor	10	1	9	0		Ground Floor	16	0	5	11
1st Floor	17	4	13	0		1st Floor	22	4	9	9
2nd Floor	7	0	7	0		2nd Floor	13	0	6	7

5 Appendix

5.1 Population



https://www.npt.gov.uk/PDF/ldp_deposit_population_housing_topic_paper_august_2013.pdf