



# Statement of Community Involvement

Hotel Felix development

February 2021

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# 1. EXECUTIVE SUMMARY

- 1.1 KYN Cambridge appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application resident, community, and stakeholder consultation for the proposed Hotel Felix development.
- 1.2 The development consists of the demolition of an existing structure, known as Hotel Felix, and construction of a new 80 bed care home facility with associated recreational spaces, clinical facilities, back of house facilities, kitchens and recreational facilities.
- 1.3 This Statement of Community Involvement outlines the context and strategy for consultation; the activities and engagement with stakeholders and the community; the feedback received and South Cambridgeshire District Council's response. It demonstrates that a thorough approach has been taken to pre-application consultation with local residents, businesses and community groups, as well as ongoing engagement with councillors and officers.
- 1.4 Considering the unprecedented restrictions placed on public life due to the COVID-19 outbreak, Marengo Communications sought to engage South Cambridgeshire District Council's planning officers on the proposed consultation. Traditional methods, such as public exhibitions and face-to-face meetings would not be possible. As such, a Statement of Community Consultation was discussed and agreed with the council, which outlined the timetable and methods that would be used for the consultation. The Statement of Community Consultation can be found in Appendix 1.
- 1.5 The COVID-19 emergency means it is not currently possible to hold public meetings without unacceptably posing a significant risk to public health. KYN Cambridge therefore adopted a 'digital first' consultation that enabled the exchange of views that would otherwise have been achieved by face-to-face interaction. All materials that would have been displayed in a public exhibition were displayed through a bespoke consultation website. A newsletter invitation to take part in the public consultation by visiting the website was issued to nearby neighbours, residents, businesses, and stakeholders. Residents, businesses, and stakeholders were encouraged to sign up to take part in consultation webinars, which were hosted to enable residents and stakeholders to see and hear the proposals put forward and to ask questions of the project team, including the architect and planner.
- 1.6 KYN Cambridge ensured that its 'digital first' approach was supported by more traditional methods of engagement, including a community newsletter via post, one-to-one interaction over the telephone and following up with hard copies of consultation materials for those who could not access information online.
- 1.7 The following consultation activities were undertaken:
  - A stakeholder letter sent on 15<sup>th</sup> December 2020 to South Cambridgeshire District Council Councillors, including, the leader of the council, cabinet member for planning and the relevant ward councillors for the Hotel Felix development site. This notification informed the stakeholders of the proposals, the upcoming public consultation and planned online consultation events to be held in January 2021.
  - A community newsletter sent at the beginning of January 2021 to 721 residential and business addresses within a 500m radius of the site. The newsletter included details of the consultation and how to get involved. (newsletter, Appendix 2c)
  - A bespoke consultation website for the project: <https://kyncambridge.co.uk/> – with over 960 visitors.

- Virtual presentation to Design Enabling Panel, South Cambridgeshire District Council on 13<sup>th</sup> January 2021.
- Two bookable online consultation events, where members of the project team presented the emerging proposals and answered questions. These were held on Wednesday 20<sup>th</sup> January 2021, 12:30pm – 2:00pm and Thursday 21<sup>st</sup> January 2021, 6:00pm – 7.30pm.
- The publication of the online consultation events on the consultation website and on YouTube, so that anyone unable to attend either of the events could watch a replay on demand.
- Regular updates sent to residents, businesses and all interested parties that registered to receive email updates.
- A range of feedback opportunities, including an online and paper feedback form, project email address, Freephone number and a Freepost address.

1.8 KYN Cambridge would like to thank the community for their feedback on the proposals. The feedback highlighted areas for consideration within the design to help achieve the best outcome for the site. The process so far has also helped to establish a range of views on the emerging proposals and highlighted potential avenue for further community involvement as the proposals progress.

1.9 This document demonstrates that KYN Cambridge has actively informed and involved the local community about the plans, in accordance with the council's Statement of Community Involvement and national planning guidance and gives an overview of all consultation activity undertaken prior to the current planning application submission.

## 2. CONSULTATION PROCESS

- 2.1 The objectives of the consultation process were to consult local stakeholders who may have had an interest in the site and also consult with local residents and businesses in the vicinity of the site, in order to understand local views and give the community an opportunity to comment.
- 2.2 The programme outlined in this SCI satisfies the requirements set out in South Cambridgeshire District Council's Adopted Statement of Community Involvement (January 2010) on undertaking pre-application public consultation. It also reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (published in February 2019).
- 2.3 In order to ensure that South Cambridgeshire District Council planning officers agreed with the consultation and engagement programme, Marengo Communications drafted a Statement of Community Consultation which established the timeline and methods used. This was agreed with South Cambridgeshire District Council's planning officers and can be found in Appendix 1.
- 2.4 The key activities in the consultation programme have been summarised below:

### 2.4.1 Engaging with political representatives and community stakeholders

Prior to the consultation launch, following a detailed stakeholder mapping exercise, political representatives and community stakeholders were contacted and offered a virtual consultation briefing about the plans for the site.

### 2.4.2 Engaging with residents and businesses online

The COVID-19 emergency means it is not currently possible to hold public meetings without unacceptably posing a significant risk to public health. KYN Cambridge therefore adopted a 'digital first' consultation that enabled the exchange of views that would otherwise have been achieved by face-to-face interaction. To this end they created a project specific website and held two public webinars with residents and businesses.

A consultation website was set up for the project: <https://kyncambridge.co.uk/>

The website hosted details of the proposals, providing the context for the development and information about the consultation process.

Visitors to the website had the opportunity to subscribe for updates, to sign up to take part in webinars, and/or to provide their views on the proposals via the online feedback form.

The webinars formed an important part of the public consultation offer, giving stakeholders and the local community the opportunity to engage with the project team in a similar way to attending a public consultation exhibition. A presentation of the design and development was followed by an open question session, with participants able to ask as many questions as they liked of the design team

The website address, project email (info@kyncambridge.co.uk) and Freephone helpline (0800 689 5209) were published on all consultation material.

Overall, there were over 901 visitors to the website which remains available to view and to subscribe for updates.

In advance of the online public consultation taking place, a community newsletter advertising the consultation was sent on 8<sup>th</sup> January 2021 to 721 residential and business addresses surrounding the site (Consultation Area, Appendix 2a).

#### **2.4.3 Engaging with residents and businesses offline**

The 'digital first' approach was supported by more traditional methods of engagement, including a community newsletter via post, one-to-one interaction over the telephone and following up with hard copies of consultation materials for those who could not access information online.

#### **2.4.4 Encouraging feedback**

KYN Cambridge sought to ensure that all interested parties were able to provide their feedback during the consultation process. A range of feedback opportunities was provided, including through taking part in webinars, an online feedback form, project email address, Freephone number and a paper form and Freepost address for those unable to access online.

### 3. STAKEHOLDER ENGAGEMENT

3.1 The pre-application consultation programme involved engaging with a range of key stakeholders, including councillors.

3.2 Introduction letter was sent to the South Cambridgeshire District Council leader Cllr Bridget Smith and Cabinet member for Housing Cllr Hazel Smith, on the 4<sup>th</sup> December 2020.

3.3 Engagement with stakeholders focused on offering virtual meetings to ensure that interested parties were able to provide feedback as well as ask questions or raise concerns. Invitations were sent to the following stakeholders:

- South Cambridgeshire District Council:
  - Leader of the council, Cllr Bridget Smith
  - Cabinet Member for Housing, Cllr Hazel Smith
  - Girton Ward Members, Cllr Tom Bygott and Cllr Douglas de Lacey
- Cambridgeshire County Council member for Bar Hill District, Cllr Lynda Harford
- Girton Parish Council members

3.4 A presentation was given to the Design Enabling Panel, Cambridgeshire District Council on 13<sup>th</sup> January 2021. This was a virtual meeting via Teams.

3.5 A virtual meeting took place with SCDC ward Cllr Tom Bygott via Microsoft Teams on the 13<sup>th</sup> January 2021.

3.6 A briefing meeting with Cambridgeshire County Councillor Cllr Lynda Harford, division member for Bar Hill, on the 19<sup>th</sup> January via Microsoft Teams.

3.7 A meeting with Will Patten Cambridgeshire County Council & Peterborough City Council Service Director: Commissioning, on the 2<sup>nd</sup> February held virtually via Microsoft Teams.

3.8 A meeting with Girton Parish Council held on the 16<sup>th</sup> February via Zoom.

3.9 A meeting with SCDC ward councillors Cllr Tom Bygott and Cllr Douglass de Lacey via Microsoft Teams.

3.10 Listed below are the questions raised with the Applicant's responses:

**Question:** Had you considered keeping the existing building?

**Response:** Yes – the first task undertaken was an assessment of the existing building, to determine its suitability to provide care facilities to the standards deemed essential by the Care Quality Commission (CQC).

In addition, we commissioned a heritage assessment to determine the characteristics and significance of the existing buildings. This assessment has demonstrated that the building has been heavily altered through demolition, extension, and alteration both internally and externally, including building and structures within its grounds.

Felix Hotel is a modest example of its type which has been extensively altered throughout. Structural movement is evident with the main stair having to undergo structural interventions. As a result, it is considered to hold a low level of significance overall.

Original elements of the building, such as the glass house, have been demolished and have been replaced with modest quality additions. The original entrance to the building has been superseded by the later wing resulting in a confused hierarchy.

We must also consider the impact on the Green Belt to ensure that the proposal would have no greater impact on the openness of the Green Belt. Retaining elements of the existing building would necessitate a design approach that would encroach into the Green Belt and reduce the separation distance to neighbouring properties.

**Question:** Is the removal of the existing building the most sustainable option?

**Response:** The proposed development consists of the demolition of an existing building which has some local community value; however, it is important to note that existing Felix Hotel is considered low level of significance.

A sustainability statement has been prepared in support of the planning application. The statement has been prepared to provide a response to the planning policy requirements of the Cambridge Local Plan, Greater Cambridge Sustainable Design and Construction Supplementary Planning Document and South Cambridgeshire Local Plan and to National Planning Policy and regulatory standards.

The statement demonstrates how lower regulated carbon emissions would be achieved with new construction and that the level of refurbishment required to achieve the same performance within the existing building would make the project unviable.

**Question:** Would the proposal maintain the Girton Gap?

**Response:** Yes – the proposals maintain the gap and even expand it, with the proposed building moved further away from Huntingdon Road.

**Question:** Would staff stay on site overnight?

**Response:** Staff will be on-site 24-hours a day to provide personal care and nursing care. However, no staff would live on site.

**Question:** Would there be anywhere for relatives to stay?

**Response:** Our home does not have a permanent facility for visitors to stay overnight, however we will ensure that families who have a dying relative can stay with their relative if that is their wish.

**Question:** How many care homes do you operate?

**Response:** We have homes opening in Kensington, Fulham, Thame and Bickley.

**Question:** There are already several care homes in the area. Do we need anymore?

**Response:** The largest population increase over the next 10 years in South Cambridgeshire will be people over 65. As the population ages, more people will need more intensive support for longer. Research indicates that the number of care beds is insufficient to meet existing needs. In South Cambridgeshire, there is a particular shortage in specialist residential dementia care – meaning that people living with dementia are not currently well provided for.

KYN Cambridge is designed to help meet this need, whilst championing research innovation through our planned University partnership and leading new attitudes to dementia care and complementary paths to address the whole system of body, mind and soul.

KYN is committed to giving back to the community. KYN Cambridge will create circa 100 new full-time jobs. Roles will include housekeeping, food & beverage, management, care worker, maintenance and many more. Our facilities are open to the whole community and we actively look to bring the ‘outside’ in, through regular community events and initiatives.



## 4. PRE-SUBMISSION PUBLIC CONSULTATION

### 4.1 Impact of COVID-19

As part of the consultation process, it had been originally intended to hold a public exhibition close to the site, where proposals for the redevelopment of the site were to be presented to stakeholders and members of the public to elicit their views. Unfortunately, due to the COVID-19 pandemic and the subsequent restrictions on public gatherings, this public exhibition could not take place.

Instead, stakeholders and members of the community were invited to take part in a full public consultation, by visiting the bespoke project website to view the full set of materials that would have been displayed at a public exhibition and attending a public consultation webinar where members of the project team would explain the proposals and answer questions.

Visitors to the website had the opportunity to subscribe for updates, to sign up to take part in webinars, and/or to provide their views on the proposals via the online feedback form.

In advance of the public consultation, a community newsletter was sent to 721 residential and business addresses surrounding the site (map, Appendix 2a; newsletter Appendix 2c).

### 4.2 Bespoke Consultation website

The website contained information on the following:

- The Team
- The Site
- The Local Need
- The Care
- The Design
- Frequently Asked Questions
- Feedback, including Feedback form and update sign up option
- Contact

A full set of website materials is included in Appendix 2d of this document.

Whilst the public consultation period has now closed, the website can still be visited to view the proposals, and people are able to register for updates on the development.

### 4.3 Public Consultation Webinars

Through the community newsletter and bespoke consultation website, KYN Cambridge encouraged local residents, businesses and stakeholders to sign up to take part in project webinars.

The webinars formed an important part of the public consultation offer, giving members of the local community the opportunity to engage with the project team in a similar way to attending a public consultation exhibition.

Two webinars were available: Wednesday 20<sup>th</sup> January 2021, 12.30pm; Thursday 21<sup>st</sup> January 2021, 5:30pm.

The webinars were hosted by members of the Project Team (KYN Cambridge, Bidwells, Marengo Communications, Carless +Adams, Ben Pentreath Architects and Land Use Consultants)

13 households / businesses attended the first webinar, and 10 households / businesses attended the second.

A short presentation of the design and development materials was followed by an open question session, with participants able to ask as many questions as they liked of the project team. (see Appendix 2g for webinar materials).

All questions raised within each session were answered, and participants were offered further follow up discussions if there were any further clarification required once the webinar was over. A total of 7 questions and comments were put forward by webinar participants.

The Project team welcomed the opportunity offered by these webinars both to share their vision for the Hotel Felix development and to address specific concerns directly with individual participants.

The questions and concerns raised by webinar participants have been included as part of the feedback review process (see Appendix 2g for the list of participant questions from both webinars).

#### 4.4 **Feedback**

Stakeholders and residents were encouraged to complete the online feedback form on the project website page.

Feedback could also be emailed to [info@kyncambridge.co.uk](mailto:info@kyncambridge.co.uk).

A dedicated Freephone number (0800 689 5209) was provided so that any interested parties could ask questions and provide feedback via direct communication with the project team. This included being able to request hard copies of the proposals and materials displayed on the website; these were sent out, alongside a paper feedback form and freepost envelope for return of the form. One request for a hard copy consultation pack was received during the period of public consultation.

## 5. FEEDBACK ANALYSIS

5.1 Stakeholders, residents and members of the wider community who took part in the consultation were encouraged to complete a feedback form, to record their views on key aspects of the proposals, in order to obtain structured feedback.

5.2 The form contained two closed questions and two open questions to allow for individual comments and feedback (see Appendix 2e).

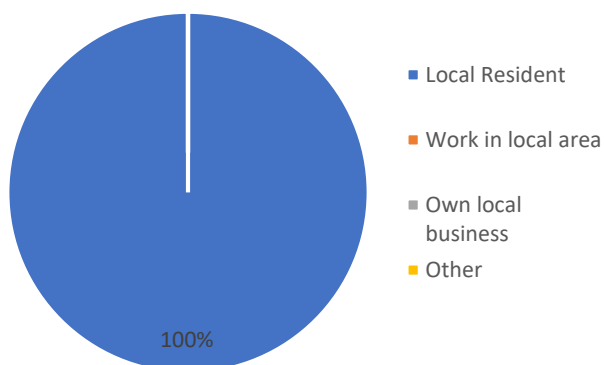
5.3 The feedback set out in this report is drawn from 20 individual pieces of feedback collected during the public consultation period, through all feedback mechanisms:

- 7 responses received through online submission of completed feedback form
- 4 responses sent to the project email address
- 2 responses were provided by phone via the consultant Freephone line
- 7 questions / comments submitted through the two webinar events

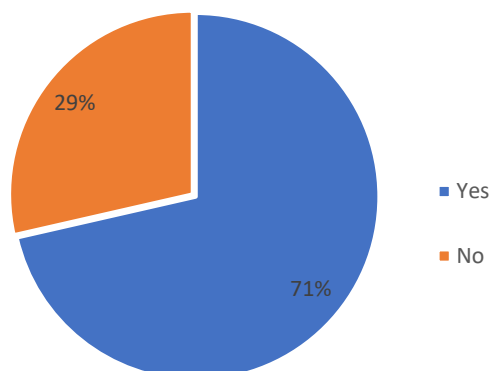
### 5.4 Quantitative feedback

There were three closed questions on the feedback form which were answered by 7 respondents via the website. The below analysis relates to these two questions.

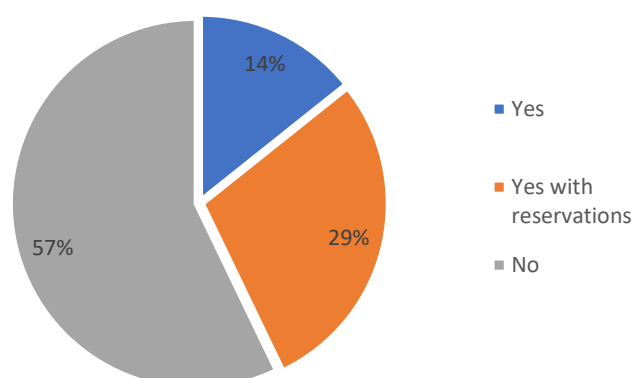
#### Q1: What is your relationship to the site?



**Q2: Do you agree there is a need for new dementia care and nursing care facilities in South Cambridgeshire?**



**Q3: Do you support in principle the proposals you have seen?**



**Q3a: Please explain your reason for this answer.**

Responses to some issues raised here will be addressed/incorporated with the feedback to Q4.

**Sample Quotes**

*“A survey of the facilities in Girton would have shown that you would be worsening the already unnatural age/fitness profile of the village. Girton is a village of about 5000 people. For the elderly and less able, there is already Midfield Lodge, Gretton Court, Churchfield Court, Orchard Close sheltered housing, St Vincent's Close sheltered housing, Abbeyfield Girton Green and the Arlington Manor nursing home. We also have a special needs school. The village facilities in terms of shops are also limited. These are already placing large burdens on the community (including the churches) in terms of pastoral care. The proportion of elderly, housebound and sick people in the village is already high. While there possibly is a need for this type of*

*home in Cambridgeshire, placing it in our community is not a proposal I would support. What we really need is affordable housing for young families to move into the village."*

*"I know that there are plans from ARU to develop their sports grounds which have been in the planning process for several years. It is important to me that these plans are granted planning permission and are developed, so that there is an improved opportunity for sports, and exercise generally, in the area".*

*"The proposal does not take into consideration any form of environmental or sustainable considerations, nor does it consider the current context of the site. There is a 120+ year old building on the site, along with two fairly new extensions to the site which already has 60+ bedrooms in it. Your plans to completely knock down the existing buildings does not consider the environmental cost of such a destructive act. What do you plan to do with the waste management or how to mitigate the amount of landfill waste produced and its impact on the environment? There is no mention of sustainable materials or energy sources, solar panels etc?"*

*"The existing building could easily be adapted with some creativity, something that seems to be lacking with this proposal as the proposed layout is not too dissimilar from the existing one and, having visited the building numerous times, I know there is plenty of scope to extend and adapt the current layout in a way that could get you more than the 80 bedrooms you have proposed, then you could simply consider adjusting the existing layout to fit the requirements, for example, you could split one of the existing rooms into two larger bathrooms that serve the adjoining rooms."*

*"This proposal seems completely inappropriate and unconsidered for the impact it will have. I do not support the plans one bit. I would hope also that an EIA screening has been proposed by the local council too as there is also a lot of wildlife in this area (Muntjack deers, Bats, Birds, etc). And I would hope that a development of this scale would have to perform to BREEAM Excellent standards as a minimum. If you claim to care for the welfare of the community and its occupants, why have you completely ignored everything around the damage it would do to the local environment?"*

*" I personally believe we need more affordable community based areas for young people and children to help the prevention of Dementia in the first place, to help support families in Cambridge from poorer areas, and close up the gap between the rich and poor which is becoming more and more obvious.  
Prevention is better than cure"*

*" There is a badger set in the area. When walking dogs in the area have seen several outside the property.  
Have also noticed nesting kestrels nearby. There is a huge amount of natural wealth in this area. "*

*"Girton's age distribution is very unfortunately and very abnormally skewed to the aged. This is primarily the fault of it being the location of at least SEVEN retirement/sheltered/care/nursing homes and communities. This is already TOO MANY for such a small yet nuclear community. This has a serious impact on the health of the community as a whole. The demand requirement of care homes on the community in general is not neutral. The effort of attempting to include residents into the village social structure puts increasing stress on the decreasing numbers of younger and more active residents involved."*

*"The 'redevelopment' of an historic house (by demolition!) and the removing of a facility used by local people (meals, visitors, events etc) including our household, and replacing it with YET ANOTHER retirement facility is placing a facility that*

*may well be needed generally, but in the WRONG PLACE. Please put your ideas into practice elsewhere in the district or county."*

*"We approve in principle provided that the new building does not exceed the existing footprint to any great degree. Your plans sent to us, appear to support that so far."*

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## 5.5 Qualitative feedback

There were two questions that encouraged open comment.

### **Q3 We would like to establish new partnerships with local voluntary and community organisations, is there anyone you think we should be talking to?**

#### **Sample Quotes**

*"You should be talking to the churches, the local WI, and other neighbourhood groups."*

*"Eddington and Girton safer cycling and walking group. "*

*"You can have a better impact on the local community through a well-considered, sustainable construction project than you could through 'establishing new partnerships' "*

*"Local children and young people's charities as well as local wildlife trusts. " Wildlife experts."*

*"You should be contacting the local Parish Council, if you have not done so already."*

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### **Q4 Is there anything else that you think we need to know?**

Several main themes emerged from the responses received to these open comment opportunities, themes that were also evident in feedback received by email, by phone and through questions raised/comments made during the two webinar sessions.

The following summary provides a verbatim/as typed record of the themes that have emerged through feedback across all mechanisms, alongside KYN Cambridge's response to each issue.

Note: Responses to some issues raised in Q3a will be addressed/incorporated with the feedback to Q4.

## Environment – Climate and waste

### Sample Quotes

*“With what is going on in the world, Climate change should not be ignored, the built environment is one of the biggest contributors to this. With your plans to knock the whole building down and start again, you are just contributing to a huge amount of Carbon pollution and destroying the planet for future generations, the very future generations you claim to be caring for with your proposal. It's appalling.”*

*“What do you plan to do with the waste management or how to mitigate the amount of landfill waste produced and its impact on the environment?”*

*“There is no mention of sustainable materials or energy sources, solar panels etc?”*

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### Our Response

The proposed development consists of the demolition of an existing building which has some local community value; however, it is important to note that existing Felix Hotel is considered low level of significance.

A sustainability statement has been prepared in support of the planning application. The statement has been prepared to provide a response to the planning policy requirements of the Cambridge Local Plan, Greater Cambridge Sustainable Design and Construction Supplementary Planning Document and South Cambridgeshire Local Plan and to National Planning Policy and regulatory standards.

The statement demonstrates how lower regulated carbon emissions would be achieved with new construction and that the level of refurbishment required to achieve the same performance within the existing building would make the project unviable.

Set out below is an overview of how the proposed development has responded to adopted planning policy and guidance as part of the full planning application.

- A 'fabric first' approach to building design to minimise the need for energy consumption.
- The proposed development will install low water consumption sanitary fittings and appliances throughout.
- A water meter will be installed on the mains water supply.
- A mains water leak detection system will be installed.
- The landscape design approach reflects site-wide aspiration to establish a strong presence of nature and natural spaces within the development.
- The proposals include a range of plant species which are native and/ or wildlife friendly, together with a selection of bird and bat boxes.

### Sample Quotes

*"How this will effect the local wildlife in the area."*

*"There is a badger set in the area. When walking dogs in the area have seen several outside the property. Have also noticed nesting kestrels nearby. There is a huge amount of natural wealth in this area. "*

*"This proposal seems completely inappropriate and unconsidered for the impact it will have. I do not support the plans one bit. I would hope also that an EIA screening has been proposed by the local council too as there is also a lot of wildlife in this area (Muntjack deers, Bats, Birds, etc)."*

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### Our Response

A carefully considered landscaping design will help frame the building, with new landscape features introduced to maintain tranquillity within the site, whilst ensuring the proposals make a positive contribution to nature and to the health and wellbeing of residents.

The existing trees will be added to with additional tree planting and the stonework from the current building will be reclaimed and integrated into the landscape. New planting will be incorporated throughout, and careful consideration given to the boundary treatment between the site and neighbouring properties.

A separate ecological assessment was commissioned, with the following features incorporated into the landscape design to further enhance on site biodiversity and ecology:

- Nesting boxes / bat boxes
- Bug boxes / hotels
- Wildlife friendly planting
- Log piles

For further information on ecology & biodiversity please refer to the ecologist and landscape reports.



## Noise

**Sample Quotes** *"I am concerned about the amount of noise pollution which will take place knocking down this building."*

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**Our Response** Although there will inevitably be a period of disruption, our team will give careful consideration to how to minimise the impact via a construction management plan which will be agreed with South Cambridgeshire District Council as part of the planning submission. Our primary focus is to ensure that disruption and inconvenience for all local residents are kept to a minimum.

The selected contractor will be accredited by the Considerate Contractor Scheme – construction sites that register with the scheme are monitored against a code of considerate practice, designed to encourage best practice beyond statutory requirements.

## History

**Sample Quotes** *"The original building has a lot of history. To take this way to just rebuild seems pointless and of a huge loss."*

*"Beautiful old building with some great memories here"*

*"We understood that the original centre building was listed. Is this not the case?"*

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**Our Response** The existing building is not Listed.

Although the existing building cannot be modified to accommodate the needs of a specialist nursing and dementia care home, it is possible to build back with beauty, with an elegant and historic design that emulates the existing building.

That is why we asked the classical architect Ben Pentreath – one of the architects behind the Prince of Wales' architectural vision for Poundbury in Dorset – to help us draw on the memory of the classically proportioned buildings for which Cambridge is renowned.

We have also looked to celebrate the site's heritage through our landscape design. The prominent Coade stone dog will be repositioned as a central feature within the courtyard space while the white gazebo will be moved to become a focal point. Stonework and features from the existing building will be incorporated into the herbaceous borders as well as using them as edge markers down the drive.

## Position and Size of Development

<b>Sample Quotes</b>	<p><i>“What is the proposed extension of the footprint?”</i></p> <p><i>“where exactly is the new building going to be ? Is it going to be aligned with the current plot, or will it run parallel with The Brambles and Whitehouse Lane ?”</i></p> <p><i>“what are the dimensions of the proposed buildings? They look on your drawings to be quite a bit larger than the old hotel.”</i></p> <p><i>“We approve in principle provided that the new building does not exceed the existing footprint to any great degree. Your plans sent to us, appear to support that so far.”</i></p>
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<b>Our Response</b>	<p>Careful thought has led to a building footprint that is positioned within the footprint of the existing building, with only a minor increase in floorspace between the existing and proposed building.</p> <p>There will be a larger distance between the proposed building and the nearest property on Thornton Close. The existing distance between the current building and Thornton Close is 22.3 metres, and the proposed distance would be 26.5 metres.</p>
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## Proposed use of the building

<b>Sample Quotes</b>	<p><i>“Will the purpose of the proposed building be solely for the use of Dementia residents ?”</i></p>
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<b>Our Response</b>	<p>The building will provide residential care, dementia care and 24-hour nursing care. 40 of the 80 bedrooms will be devoted to dementia care.</p> <p>We have created a new, cutting-edge and research-led dementia programme, enabling our residents to continue to enjoy the highest quality of life possible. Our highly experienced, compassionate team – experts in dementia – provide a research-led dementia environment, which is designed around the needs of our residents. This enables those with physical fragilities and dementia to live in a meaningful and immersive space.</p>
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## Wheelchair Access

**Sample Quotes**     *“Will there is space for a wheelchair in the lifts?”*  
*“What is the approximate size of the bedrooms (will there be enough room for a wheelchair?)”*

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**Our Response**     Yes – the building will be fully accessible and DDA compliant.

The existing building is not DDA compliant and this was one of the reasons why it was not possible to refurbish it for care use. For example, most of the existing bedrooms do not have sufficient space within the room to configure the layout to include a wheelchair to manoeuvre.

The building also has numerous changes in level both inside and outside of the building. With no alternative route for wheelchairs and a lack of space to retrofit a platform lift /stair lift. And the corridor widths in the existing building do not allow for passing places for two wheelchair users to pass.

## Traffic and parking

**Sample Quotes**     *“The roads are a mess and not helped by the continued development.”*  
*“staff carparking facilities?”*

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**Our Response**     The proposed development is a low traffic generator, with a reduction in vehicle movements to the site.

We commissioned a Transport Assessment which has demonstrated the following:

Existing hotel use:

- 239 daily two-way vehicle movements
- 21 movements in the AM peak traffic hour
- 27 movements in the PM peak traffic hour

Proposed use:

- 170 daily two-way vehicle movements
- 11 movements in the AM peak traffic hour
- 15 movements in the PM peak traffic hour

The proposed use would result in:

- A reduction of 69 daily two-way vehicle movements
- A reduction of 10 movements in the AM peak traffic hour
- A reduction of 12 movements in the PM peak traffic hour

There will be 31 car parking spaces and 22 cycle spaces.

## Local Facilities and staffing

**Sample Quotes** *“How will the hotel be able to get staff as the GPs and hospitals are struggling.”*  
*“The village facilities in terms of shops are also limited.”*

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**Our Response** An area of the new home will be made available for a visiting GP to hold an in-house surgery for our residents, if required. The presence of on-site care staff will also reduce the number of unnecessary trips to the GP’s, thereby helping to reduce waiting lists rather than increasing them.

The concentration of individuals with care needs in one place will also help reduce the workload placed on community nurses. This is an advantage of having residents within one geographic location. Finally, our residents will have needs, and their needs are not created through the provision of a care home. Instead, a local facility will mean that these needs can be better catered for, reducing the impact on existing health services.

## Too many care homes

**Sample Quotes** *“Girton is a village of about 5000 people. For the elderly and less able, there is already Midfield Lodge, Gretton Court, Churchfield Court, Orchard Close sheltered housing, St Vincent’s Close sheltered housing, Abbeyfield Girton Green and the Arlington Manor nursing home.”*

*“Girton’s age distribution is very unfortunately and very abnormally skewed to the aged. This is primarily the fault of it being the location of at least SEVEN retirement/sheltered/care/nursing homes and communities. This is already TOO MANY for such a small yet nuclear community.”*

*“There are two new care homes in the area already.”*

---

**Our Response** The largest population increase over the next 10 years in South Cambridgeshire will be people over 65. As the population ages, more people will need more intensive support for longer. Research indicates that the number of care beds is insufficient to meet existing needs. In South Cambridgeshire, there is a particular shortage in specialist residential dementia care – meaning that people living with dementia are not currently well provided for.

KYN Cambridge is designed to help meet this need, whilst championing research innovation through our planned University partnership and leading new attitudes to dementia care and complementary paths to address the whole system of body, mind and soul.

KYN is committed to giving back to the community. KYN Cambridge will create circa 100 new full-time jobs. Roles will include: housekeeping, food & beverage, management, care worker, maintenance and many more.

Our facilities are open to the whole community and we actively look to bring the 'outside' in, through regular community events and initiatives.

## Demolition of existing

### Sample Quotes

*"The existing building could easily be adapted with some creativity, something that seems to be lacking with this proposal as the proposed layout is not too dissimilar from the existing one and, having visited the building numerous times, I know there is plenty of scope to extend and adapt the current layout in a way that could get you more than the 80 bedrooms you have proposed, then you could simply consider adjusting the existing layout to fit the requirements, for example, you could split one of the existing rooms into two larger bathrooms that serve the adjoining rooms."*

*"There is a 120+ year old building on the site, along with two fairly new extensions to the site which already has 60+ bedrooms in it. Your plans to completely knock down the existing buildings does not consider the environmental cost of such a destructive act."*

*"The 'redevelopment' of an historic house (by demolition!) and the removing of a facility used by local people (meals, visitors, events etc) including our household, and replacing it with YET ANOTHER retirement facility is placing a facility that may well be needed generally, but in the WRONG PLACE. Please put your ideas into practice elsewhere in the district or county."*

---

### Our Response

The first task undertaken was an assessment of the existing building, to determine its suitability to provide care facilities to the standards deemed essential by the Care Quality Commission (CQC).

The existing building is not DDA compliant and this was one of the reasons why it was not possible to refurbish it for care use. For example, most of the existing bedrooms do not have sufficient space within the room to configure the layout to include a wheelchair to manoeuvre.

The building also has numerous changes in level both inside and outside of the building. With no alternative route for wheelchairs and a lack of space to retrofit a platform lift /stair lift. And the corridor widths in the existing building do not allow for passing places for two wheelchair users to pass.

In addition, we commissioned a heritage assessment to determine the characteristics and significance of the existing buildings. This assessment has demonstrated that the building has been heavily altered through demolition, extension, and alteration both internally and externally, including building and structures within its grounds.

Felix Hotel is a modest example of its type which has been extensively altered throughout. Structural movement is evident with the main stair having to undergo structural interventions. As a result, it is considered to hold a low level of significance overall.

Original elements of the building, such as the glass house, have been demolished and have been replaced with modest quality additions. The original entrance to the building has been superseded by the later wing resulting in a confused hierarchy.

We must also consider the impact on the Green Belt to ensure that the proposal would have no greater impact on the openness of the Green Belt. Retaining elements of the existing building would necessitate a design approach that would encroach into the Green Belt and reduce the separation distance to neighbouring properties.

## 6. CONCLUSION

- 6.1 The consultation strategy for the Hotel Felix development, sought to engage the statutory and non-statutory consultees, including local stakeholders and local residents both living adjacent to the site and in the wider area.
- 6.2 A consultation strategy was produced in the form of a Statement of Community Consultation and agreed with the local authority, which took the social distancing restrictions due to the COVID-19 pandemic into account.
- 6.3 Over the course of the pre-application consultation period, KYN Cambridge organised and widely publicised a public consultation. Due to the COVID-19 outbreak, a physical exhibition was not possible. However, two public consultation webinars were held with 37 households / businesses in attendance, and all of the information was available both online and in paper format.
- 6.4 The public consultation provided an opportunity for constructive engagement with leading members of the development team – including representatives from KYN Cambridge, Bidwells, Marengo Communications, Carless+Adams, Ben Pentreath Architects and Land Use Consultants – a dialogue the team hopes to extend throughout the planning process.
- 6.5 During the consultation period, respondents were given the opportunity to answer a number of questions to help collect feedback about the proposals. At the time of writing this SCI, a total of 20 people responded formally to the consultation, via the website, webinars, in the post and via email.
- 6.7 This document demonstrates that KYN Cambridge has actively informed and involved the local community about the plans, in accordance with the council's Statement of Community Involvement and national planning guidance and gives an overview of all consultation activity undertaken prior to the current planning application submission.

# Appendix 1: Statement of Community Consultation



## Statement of Community Consultation

### Introduction

This document, known as a Statement of Community Consultation (SoCC) has been produced to explain the proposed strategy for consultation with stakeholders and the local community.

KYN is keenly aware that COVID-19 has impacted the activities of consultation and engagement. Before commencing with the community consultation, we wish to ensure that our approach meets the expectations of South Cambridgeshire District Council.

### Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised National Planning Policy Framework (February 2019).

The NPPF states that early engagement has “**significant potential to improve the efficiency and effectiveness of the planning application system for all parties.**” It also indicates that good quality pre-application discussion “**enables better coordination between public and private resources and improved outcomes for the community.**”

In 2019, South Cambridgeshire District Council adopted a revised Statement of Community Involvement (SCI). This replaced the previous South Cambridgeshire District Council adopted in 2010.

South Cambridgeshire District Council’s approved SCI encourages developers to consult local communities before submitting a planning application to allow “*those likely to be affected by the development to raise potential issues and to make suggestions. This in turn might reduce local opposition, increase the chances of a timely and positive decision from the LPA and improve the resulting quality of development.*”

### How we respond to this

KYN is committed to honest and open engagement. The purpose of consultation is to ensure that we have an appropriate knowledge and understanding of specific issues and concerns held by stakeholders and the local community. Through understanding any issues and concerns via the consultation, we can have regard to comments made, and where appropriate, amend, adjust, or improve the draft scheme design prior to submission of a planning application.

We want to provide the opportunity for the community to express their opinion and become involved in developing the details of the scheme. By consulting at this pre-application stage:

- Residents and businesses will have the opportunity to comment on and express their opinions about proposals.
- Accurate information will be provided to those directly affected by the scheme, helping to allay fears and reduce uncertainty.
- Feedback will be collected to help develop the best possible scheme.

### Engagement methods

KYN plan to utilise a variety of engagement methods and tools throughout the engagement programme, including:

#### One-to-one meetings

KYN will seek to meet with a range of stakeholder groups at the outset of the engagement programme.



Initial meetings will introduce the project, its aims, and aspirations, whilst also seeking to understand more about the local context. These meetings will likely take place via Zoom / Microsoft Teams or other online platform. Examples of groups KYN would like to involve, include:

- South Cambridgeshire District Councillors
- Cambridgeshire County Councillors
- [Girton](#) Parish Council
- Cambridge Past, Present and Future
- Federation of Cambridge Residents' Associations ([FeCRA](#))
- South Cambridgeshire Dementia Action Alliance
- Age UK, [Cambridgeshire](#) and Peterborough
- Cambridgeshire County Council, adult social care team

#### **Community information leaflets**

Community information leaflets will be issued to provide the local community with details of the proposed development and the consultation process. These will be posted to all properties in a defined "Consultation Area" to be agreed with South Cambridgeshire District Council.

The leaflets will clearly signpost forthcoming consultation periods, highlight public consultation events and provide details of the project telephone helpline, website and email address which will be set up to enable people to contact KYN.

#### **Alternatives to public consultation events**

The COVID-19 emergency means it is not currently possible to hold public meetings without unacceptably posing a significant risk to public health. KYN are therefore committed to finding alternative ways to enable the exchange of views that would otherwise be achieved by face-to-face interaction.

A dedicated website will be set up for the project: [www.KYNcambridge.co.uk](http://www.KYNcambridge.co.uk). The website will evolve over time to reflect the proposals and relevant consultation Stage.

It will contain details of the proposals and all published consultation material will be available to view and download. The website will also host an online survey and Q&A during both Stages of the consultation.

A series of bookable online discussion sessions will be arranged for the public to comment, ask questions, and receive responses.

The website address, project email ([info@KYNcambridge.co.uk](mailto:info@KYNcambridge.co.uk)) Freephone helpline (0800 689 5209) and Freepost address (CONSULTATION REPLY) will be published on all consultation material.

KYN will ensure that its 'digital-first' approach is supported by more traditional methods of engagement such as community information leaflets via post, one-to-one interaction over the telephone and following up with hard copies of presentations for those who cannot access information online.

#### **Direct email**

Direct emails will be sent, where possible, too hard to reach groups and communities. KYN will establish a GDPR compliant email database over the course of the consultation and communicate directly with this group.

#### **Community websites & social media**

Details of public consultation events will, where possible, be added to well-known local community websites and social media channels.

#### **Local media**

KYN will work with the local media outlets to reach a wide audience. Including:

- Cambridge News
- Cambridge Independent
- ~~Cambs~~ Cambs Times

#### **Capturing and responding to feedback**

KYN are committed to recording, analysing, fully considering and, where appropriate, providing feedback on comments received during the two stages of pre-application consultation.

Community, ~~business~~ and political stakeholders will have an opportunity to respond to KYN's proposals in a number of ways, specifically:

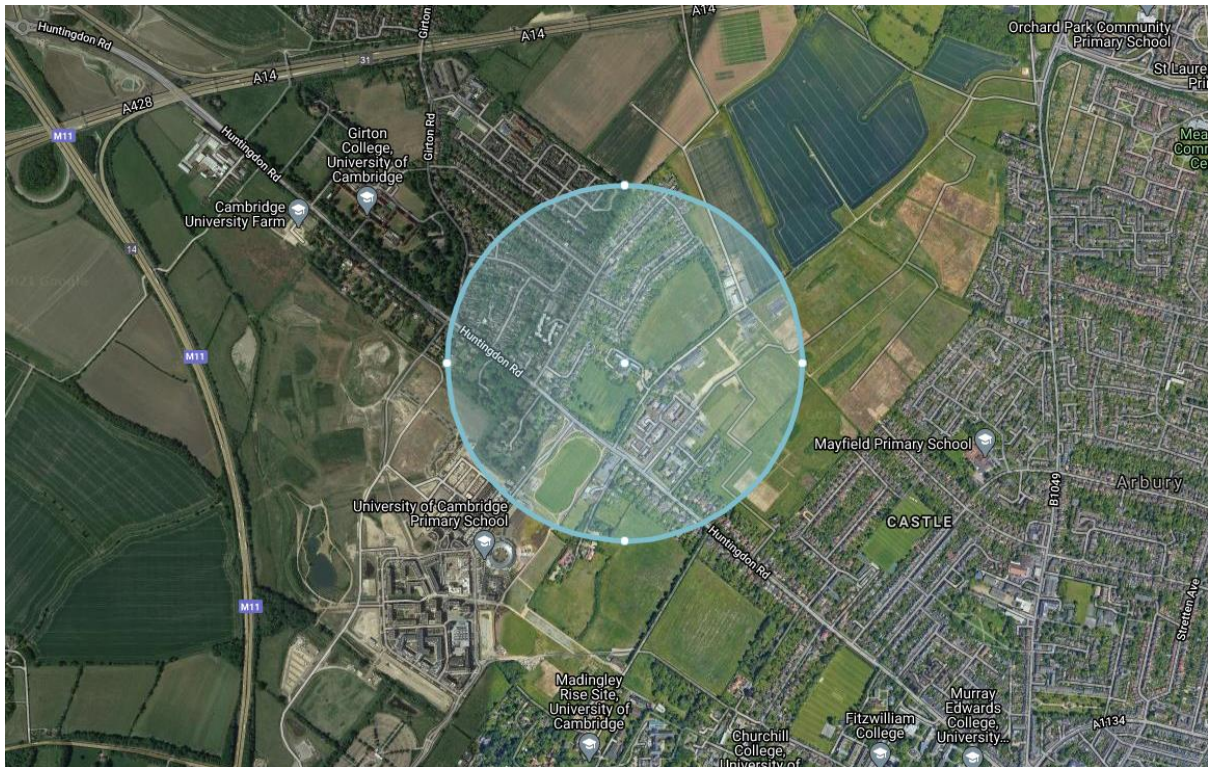
- Face-to-face during pre-arranged meetings.
- In writing either via letter or the feedback forms available online.
- Emailing the project email address.
- Leaving a message on the Freephone telephone line.

KYN will analyse all comments received and take them into account as we develop proposals for KYN Cambridge. Common themes will be identified, and responses provided via one of the named Engagement Methods or through a Statement of Community Involvement which will accompany a Planning Application.

# Appendix 2: Pre-Submission Public Consultation

## 2a. Consultation Mailing Area

500m radius 721 addresses (706 residential, 15 business)



## 2b. Stakeholder Letter

15<sup>th</sup> December 2020

# KYN

15 December 2020

Councillor Douglas de Lacey  
9 Woodlands Park  
Girton  
Cambridge  
CB3 0QB

Dear Councillor de Lacey,

**RE: KYN Cambridge: Residential and Dementia Care in South Cambridgeshire**

I hope that this letter finds you well. It is such a difficult time with the Covid-19 pandemic; however, it is feeling so much better as we head towards Christmas. We are so lucky to have such progressive scientists and wonderful NHS teams.

Please forgive the intrusion, but I am keen to introduce both myself and KYN to you. I am incredibly proud of KYN, which I helped found in 2019. Our driving ambition is to elevate the care home experience for both residents and their families. At KYN we believe care should be delivered with love and all residents should be cherished.

We are in discussions with planning officers about developing one of the most advanced care homes in the UK on the site of the former Hotel Felix in Girton, in your ward. We are also actively exploring a research programme in collaboration with Cambridge University, which will advance the care residents with dementia receive in care homes.

As KYN's founder, I have been working for the last 20 years in the care home sector, my driving ambition has been to design and deliver a new standard of care. For me, this means more than expert nursing. It is vital to look after body, mind, and soul.

KYN have chosen South Cambridgeshire as its third location, with two further care homes, specialising in dementia care, in Bickley and Kensington. I would welcome the opportunity to meet with you to talk you through KYN's approach to care and to learn more about your priorities for the area.

As we know, South Cambridgeshire – like many other parts of the UK – has an ageing population and as the population ages, more people will need more intensive support for longer. I am also led to believe that there is a particular shortage in dementia care beds in South Cambridgeshire.

EXQUISITE CARE WITH LOVE

# KYN

We have also been encouraged by your officers to engage with the community, including Gorton Parish Council, as soon as possible. We are planning to undertake a public consultation on our emerging proposals early next year. Marengo Communications have been appointed to lead on public consultation and stakeholder engagement on behalf of KYN and I have asked my colleague at Marengo, Nick Vose, to contact your office to ascertain a date for the briefing at your earliest convenience.

I look forward very much to meeting you.

Adrian Pancott  
Chief Executive Officer, KYN

EXQUISITE CARE WITH LOVE

## 2c. Community Newsletter



# Cambridge

Issue 1 January 2021



### The local need for elderly accommodation

The largest population increase over the next 10 years in South Cambridgeshire will be people over 65. As the population ages, more people will need more intensive support for longer.

However, according to research, the number of care beds is insufficient to meet existing needs. In South Cambridgeshire, there is a particular shortage in specialist residential dementia care – meaning that people living with dementia are not currently well provided for.

KYN Cambridge is designed to help meet this need, whilst helping to enhance social connectivity and reduce loneliness and isolation. Studies have also found that the presence of onsite care helps to reduce hospital admissions, reducing the pressure on the NHS and Council care services.

By 2026 Cambridgeshire's population is projected to increase by

	<b>40%</b> 65–74 year olds
	<b>66%</b> 75–84 year olds
	<b>73%</b> 85+ year olds

\*Cambridgeshire and Peterborough Adult Social Care Market Position Statement 2018–2019.

### Dear Neighbour,

KYN is preparing a planning application for a beautifully designed 80-bed home offering residential care, dementia care and 24-hour nursing care.

KYN was founded in 2019, with a clear commitment to elevate the care home experience, from ordinary to extraordinary. At KYN we combine unparalleled care and exceptional service. Our elegant and comfortable residencies are set in beautiful-landscaped gardens, offering a home from home.

As someone living nearby, we would be very grateful for your feedback on our proposals. As part of our engagement with you, we would have liked to have invited you to a public exhibition, to share more details about our proposals, giving you an opportunity to meet the team, ask questions and share your feedback. However, given the current situation and to ensure the safety of you and our project team, this is not possible at the moment.

We recognise that you may have questions around specific areas of the proposals or might just want to learn more about the proposed scheme. We will be holding a series of online consultation events, so the team can share information about key topics and answer any questions that you may have — there are more details in this newsletter about the forthcoming events and how to sign up to these.

If you have any questions, please do not hesitate to get in contact with us at [info@KYNcambridge.co.uk](mailto:info@KYNcambridge.co.uk) or call 0800 689 5209.

We hope to meet you online soon at one of our consultation events.



## The site

The site is previously developed and covers an area of approximately 1.39 hectares.

KYN Cambridge is situated off Huntingdon Road. The site consists of the former Hotel Felix and is well enclosed, with landscaped grounds and substantial mature trees to each of its boundaries.

The nearest neighbours are to the east, north and west of the site, with a mixture of two and three storey residential and commercial properties on Whitehouse Lane, Thornton Close and The Brambles. To the south is a parcel of private grassland onto Huntingdon road, owned by Anglia Ruskin University.

Hotel Felix has been closed since March 2020, in accordance with the Government's Covid-19 advice. KYN Cambridge is looking to rejuvenate the site, starting the next chapter by bringing forward a new opportunity and use that will provide a valuable service at the heart of the community.

## Investing in the community

KYN will be a care home 'in' the community – connecting with local organisations to help build a welcoming and inclusive environment.

KYN Cambridge will help meet the identified and growing need for specialist care, whilst also creating circa 100 new full-time jobs and supporting the wider local community.



## Overview of the proposals

**Our care home is purpose-built to provide exceptional care. This standard of care is made possible by having the highest staffing ratios of any care home group in the UK.**

80 bedrooms are to be accommodated across two floors, with 40 bedrooms on each floor. The two floors are further divided into four wings of 20 bedrooms.

The first task undertaken was an assessment of the existing building, to determine its suitability to provide care facilities to the standards deemed essential by the Care Quality Commission (CQC).

Many residents of care homes today have some form of dementia requiring 24-hour care and support. The age of the building and its pre-established layout mean that it is not possible to create a safe dementia-friendly environment.

For example:

- The existing building has numerous changes in level, both inside and outside of the building. There is no alternative route for wheelchairs and a lack of space to retrofit a platform lift /stair lift.
- Most of the existing bedrooms do not have sufficient space within the room to configure the layout to include for a wheelchair to manoeuvre or for a resident's chair to be placed between the bed and the window.
- None of the existing en-suite facilities meet building regulations requirements for disabled access.

Although the existing building cannot be modified to accommodate the needs of a specialist nursing and dementia care home, it is possible to build back with beauty, with an elegant and historic design that emulates the existing building.

Contemporary sections are introduced to the side and rear elevations, to visually break the massing into elements and create a perception of several traditional buildings connected via a two-storey high, fully glazed link.

The building's façade is designed in a soft palette with plain grey brick walls and a slate roof. Discreet classical details are to be incorporated by using the Greek Doric order, which will be carefully detailed in natural stone.

A carefully considered landscaping design will help frame the building, with new landscape features introduced to maintain tranquillity within the site, whilst ensuring high-quality contributions to the wider landscape character of the area.



View from Whitehouse Lane



View from The Brambles





View from Whitehouse Lane

## The team

The work we are doing creates a sense of home and safety for people with the most complex needs.

KYN is managed by a team of professionals, who bring together an unrivalled depth of experience across a full spectrum of activities in care and wellbeing, hospitality, human resources, property management, finance and technology to provide a superlative level of service to our residents and their families. Led by CEO, Adrian Pancott, a veteran of the care home sector, KYN's people, together, are bound by a common mission to deliver exquisite care, with love.

The architectural team is led by Carless + Adams Ltd and Ben Pentreath Ltd.

Carless + Adams Ltd is the lead designer and architect, with vast experience in designing best in class care homes. Melissa Magee, their multi-award-winning company director, is also a member of the judging panel of the industry's leading awards, the Pinders Healthcare Design Awards.

The classical architect Ben Pentreath Ltd – one of the architects behind the Prince of Wales' architectural vision for Poundbury in Dorset – is advising on the façade of the building. Ben is a leading exponent of classical British architecture.

## Sign up to an online consultation event?

We recognise that we are all living through unprecedented times and we want to reassure you that we will continue to follow new government guidance with regards to COVID-19. Due to the current restrictions, we are holding a series of online consultation events, where members of the project team will be on hand to talk you through key topics and answer any questions you might have.

### To sign up, please:

Scan the QR code using your phone camera to sign-up.

Visit: [www.kyncambridge.co.uk](http://www.kyncambridge.co.uk)  
Email: [info@kyncambridge.co.uk](mailto:info@kyncambridge.co.uk)  
Phone: 0800 689 5209



### Wednesday 20 January

12.30pm – 2.00pm

### Thursday 21 January

6.00pm – 7.30pm

If you are unable to make either date, a recording of the consultation event will be made available on our website.

2d. **Consultation website**  
<https://kyncambridge.co.uk/>

**Home Page**



# The Team



The Team



**The work we are doing creates a sense of home and safety for people with the most complex needs.**

The KYN experience allows us to make the ordinary more extraordinary by seeing the ordinary for its meaning and importance. The KYN care setting is created around love. All those in all team members with experience, education and training programs from KYN receive passionate, caring people who are highly skilled in compassion and self-compassion care.

**A highly experienced team**

At KYN, we have an experienced team of staff that work for passion, knowledge and innovation. We have a team that is highly skilled in their field and is committed to providing the highest quality care for our residents.

**Adrian Powell**, CEO of KYN has worked in the care industry for over 20 years. He has worked across a variety of care settings and has a deep understanding of the care industry. He is a member of the Institute of Directors and a member of the Institute of Management Development.

**John Smith**, CEO of KYN has worked in the care industry for over 20 years. He has worked across a variety of care settings and has a deep understanding of the care industry. He is a member of the Institute of Directors and a member of the Institute of Management Development.

**John Smith** is a highly experienced care professional with over 20 years of experience in the care industry. He is a member of the Institute of Directors and a member of the Institute of Management Development.

**The Architectural team**

The architectural team is highly skilled in their field and is committed to providing the highest quality care for our residents. They are responsible for the design and construction of our care settings.

**Who is involved?**

- Local Health Authority (LHA) - Health and Social Care
- KYN - Care Provider
- Local Health Authority (LHA) - Health and Social Care
- Local Health Authority (LHA) - Health and Social Care
- Local Health Authority (LHA) - Health and Social Care
- Local Health Authority (LHA) - Health and Social Care
- Local Health Authority (LHA) - Health and Social Care
- Local Health Authority (LHA) - Health and Social Care

**Downloads**

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**KYN** Cambridge

T: 0203 699 5200  
E: info@kyncambridge.co.uk

# The Site

Cambridge

The Site



**The site is previously developed and covers an area of approximately 1.28 hectares**

The site is located in the heart of the Cambridge City Centre. It is a previously developed site and covers an area of approximately 1.28 hectares. The site is surrounded by residential development and green spaces.

**The surrounding area**

The surrounding area is a mix of residential development and green spaces. The site is located in the heart of the Cambridge City Centre and is surrounded by residential development and green spaces.

**The existing building**

The existing building is a two-story residential building. It is located on the site and is surrounded by residential development and green spaces. The building is in good condition and is suitable for conversion into a care home.

**Is the building suitable for high dependency 24-hour care needs?**

 **No.** The building is not suitable for high dependency 24-hour care needs. The building is not suitable for high dependency 24-hour care needs.

**Are the bathrooms suitable for disabled access?**

 **No.** The bathroom is not suitable for disabled access. The bathroom is not suitable for disabled access.

**Is the building suitable for the physically disabled?**

 **No.** The building is not suitable for the physically disabled. The building is not suitable for the physically disabled.

**Are the corridor spaces wide enough?**

 **No.** The corridor spaces are not wide enough. The corridor spaces are not wide enough.

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**KYN**

[www.kyn.co.uk](http://www.kyn.co.uk)  
[info@kyn.co.uk](mailto:info@kyn.co.uk)

# The Local Need



100 Broad Street | Cambridge CB2 1RQ | Tel: 01223 326373 | Email: info@kyn.cambridge.co.uk

The Local Need



**The largest population increase over the next 10 years in South Cambridgeshire will be people over 65. As the population ages, more people will need more intensive support for longer.**

By 2026 South Cambridgeshire's population is projected to increase by:



**40%**  
No. of  
year olds



**66%**  
No. of  
year olds



**73%**  
No. of  
year olds

\*Cambridge and Peterborough and South Cambridgeshire combined. Source: ONS

**Older generations will be more likely to require more intensive support for longer.**

Older generations will be more likely to require more intensive support for longer. As the population ages, more people will need more intensive support for longer.

**Older generations will be more likely to require more intensive support for longer.**

Older generations will be more likely to require more intensive support for longer. As the population ages, more people will need more intensive support for longer.

**The growing need for dementia care**

Dementia is a growing concern. As the population ages and people live longer, it is becoming one of the most feared health and care issues for the future.

**600,000**  
people in the UK are living with dementia

---

**1 in 14 people**  
over 65 years of age will develop dementia

**1.5 million**  
people will be living with dementia (and in the care system) by 2026

---

**1 in 6 people**  
over 65 years of age will develop dementia

**500,000**  
additional people will need care and support by 2026

---

**90,000**  
additional people will need care and support by 2026

\*Source: Alzheimer's Society, 2018

**Downloads**

Download: [Download: The Local Need](#)

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E: info@kyn.cambridge.co.uk

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# The Care



Cambridge

THE TEAM | THE SITE | THE LOCAL NEED | THE CARE | THE DESIGN | FAQs | FEEDBACK

## The Care



**We have created a new, cutting-edge and research-led dementia programme, enabling our residents to continue to enjoy the highest quality of life possible.**

Our care home is purpose-built to provide exceptional care. This standard of care is made possible by having the highest staffing ratios of any care home group in the UK.

### The best environment for dementia care

At KYN, we understand that dementia affects people in different ways, meaning that every resident's needs are unique.

Our highly experienced, compassionate team – experts in dementia – provide a research-led dementia environment, which is designed around the needs of our residents. This enables those with physical frailties and dementia to live in a meaningful and immersive space.

Our approach is based on ensuring we have visual, olfactory, auditory and tactile environments – looking after mind, body, and soul.

### The Floorplans

80 bedrooms are to be accommodated across two floors, with 40 bedrooms on each floor. The two floors are further divided into four wings of 20 bedrooms. Communal areas are spread across the care home and these have been carefully placed to look out onto the site and onto gardens. Additional facilities, such as assisted bathrooms and nurse stations, are provided on both floors.



Ground Floor



First Floor

### The Great Room

The Great Room is the central social space located on the ground floor, where residents and their families can relax, drink, and dine. It is an essential part of KYN's approach to care, with shared social space providing residents with a vital sense of belonging.



Artistic impression of The Great Room

### The Bedrooms

Each bedroom is larger than a traditional nursing home bedroom and has been designed to meet every resident's care needs whilst providing all the comforts of home, from classically designed furniture to spacious en-suite bedrooms.

Ample social space is provided for within each bedroom, so that residents, families and friends can spend quality time together in privacy and comfort.

All bedrooms on the ground floor will have patio doors. The bedrooms on the second floor have carefully designed windows so that a resident can look out through the window from the bed and from a seated position.



### Superb facilities

When you stay inside a KYN home, we want you to feel like you are entering a private home — whether you are a resident, yourself or visiting friends and family.

Facilities you can find in KYN homes include:

- Fine dining outlets to five star hotel standards, with daily changing menus focused on fresh, seasonal, and organic ingredients.
- A Professional Hair and Beauty Salon
- A spa and wellbeing centre offering treatments, therapies and wellbeing
- Beautiful Curated Sensory Gardens
- A Comfortable Cinema Room
- Personalised health reviews on a regular basis, performed by leading doctors and nutritionists
- Well designed and appointed rooms

### Downloads

[Community Newsletter Jan 21 >](#)

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KYN

T: 0800 689 5209  
E: [info@kyncambridge.co.uk](mailto:info@kyncambridge.co.uk)

Website by Stone Creative Design

# The Design



## Creating extraordinary environments requires architectural excellence.

Although the existing building cannot be modified to accommodate the needs of a specialised nursing and dementia care home, it is possible to build back with beauty, with an elegant and historic design that emulates the existing building.

The design of the building carefully considers scale, massing and detailing to create a building that complements its neighbours and surroundings.

## Building footprint

Careful thought has led to a building footprint that is positioned within the footprint of the existing building, with only a minor increase in footprint between the existing and proposed building.



Building Footprint Comparison

## Façade design

We asked the classical architect Ben Pentreath – one of the architects behind the Prince of Wales' architectural vision for Grandbury in Dorset – to help us draw on the memory of the classically proportioned buildings for which Cambridge is renowned.

Locally, many of the surrounding streets employ a mix of early to mid 20th century style and the proposed building is intended to belong within this tradition, at the same time as providing visual links to a wider tradition of Cambridge architecture.

Contemporary sections are introduced to the side and rear elevations to subtly break the massing into elements and create a perception of several traditional buildings connected via a two-storey high, fully glazed link.

The building's façade is designed in a soft palette with plain grey brick walls and a slate roof. Classic classical details are to be incorporated by using the Greek Doric order, which will be carefully detailed in natural stone.



Front Elevation





East Elevation



West Elevation



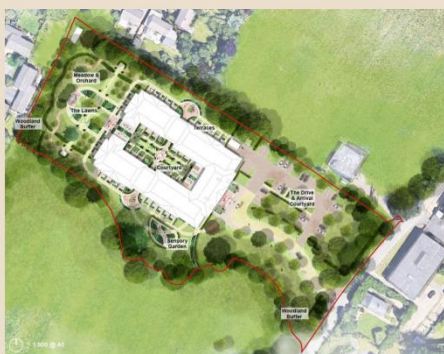
South Elevation

### Landscape design

A carefully considered landscaping design will help frame the building, with new landscape features introduced to maintain tranquillity within the site, whilst ensuring the proposals make a positive contribution to nature and to the health and wellbeing of residents.

The landscape design takes inspiration from the history of the site and the existing magnificent trees. A series of gardens are proposed to surround the building, with a wide range of sensory features incorporated to support mind, body, and general wellbeing.

The existing trees will be added to with additional tree planting and the stone work from the current building will be reclaimed and integrated into the landscape. New planting will be incorporated throughout, and careful consideration given to the boundary treatment between the site and neighbouring properties.



Landscape Visualization



Landscape Integration - Sketch View

### Downloads

[Community Newsletter July 21 >](#)

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T: 0800 689 5209  
E: [info@kyncambridge.co.uk](mailto:info@kyncambridge.co.uk)

Website by Stone Creative Design

## FAQs

### FAQs

#### Please find below the answers to the most frequently asked questions about our plans for the site.

If you would like additional information, please contact us to find out more.

##### Why can't you keep the existing building?

The first task undertaken was an assessment of the existing building, to determine its suitability to provide care facilities to the standards deemed essential by the Care Quality Commission (CQC).

Many residents of care homes today have some form of dementia requiring 24-hour care and support. The age of the building and its pre-established layout mean that it is not possible to create a safe dementia-friendly environment. For example:

- The existing building has numerous changes in level, both inside and outside of the building. With no alternative route for wheelchairs and a lack of space to retrofit a platform lift/star lift.
- Most of the existing bedrooms do not have sufficient space within the room to configure the layout to include for a wheelchair to manoeuvre or for a resident's chair to be placed between the bed and the window.
- The corridor widths in the existing building do not allow for passing places for two wheelchair users to pass.
- None of the existing en-suite facilities meet building regulations requirements for disabled access.

While the existing building cannot be modified, it is possible to build back with beauty. The new building – inside and outside – draws on the memory of classically proportioned buildings for which Cambridge is well known.

##### Is the building Listed?

No – it is not.

##### Is the site in the Green Belt?

Yes. However, the re-use of previously developed land within the Green Belt is encouraged.

Importantly, the new building would have no greater impact on the openness of the Green Belt and would therefore be considered appropriate development in accordance with national and local planning policy.

##### How many car parking spaces will be provided?

There will be 30 parking spaces for the care home, including two spaces for those with a disability.

##### What impact will the proposed development have on existing health and social services and GPs?

An area of the new home will be made available for a visiting GP to hold an in-house surgery for our residents, if required. The presence of on-site care staff will also reduce the number of unnecessary trips to the GPs, thereby helping to reduce waiting lists rather than increasing them.

The concentration of individuals with care needs in one place will also help reduce the workload placed on community nurses. This is an advantage of having residents within one geographic location.

Finally, our residents will have needs, and their needs are not created through the provision of a care home. Instead, a local facility will mean that these needs can be better catered for, reducing the impact on existing health services.

##### How much will the care cost?

It is important to us that our residents and their loved ones know they are getting value for money.

We are confident that the cost of care will be in-line with other private providers of specialist nursing and dementia care in Cambridgeshire.

More broadly, how much you pay for your care will depend on where you live, what type of care you need, your savings and property and the care home provider.

##### When will building work start?

If planning permission is granted, we hope to start on site in the second half of 2021.

##### How will you manage construction?

A Construction Management Plan will be agreed as part of our planning application to ensure that the approach is well considered and sensitive to our neighbours.

##### Why is this consultation virtual?

We are keen to engage with local businesses, community groups and the wider community. However, due to the current government restrictions on public gatherings and the requirement for some people to self-isolate, our consultation process has been designed to take advantage of the benefits of digital technology.

##### How will you respond to feedback?

Once the consultation has closed, we will review the feedback and incorporate any changes to the plans where appropriate. We will then collate all of the feedback, along with our responses, into a document called a Statement of Community Involvement which will be submitted as part of the planning application.

# Feedback

**Cambridge**  
Home | Search | Feedback | Contact Us | News | Events | Jobs | Research

## Feedback

**Your views are important to us and will help us finalise the proposals.**

The consultation is now open and closes on Monday 25 January 2021. Once the consultation has closed, we will review the feedback and incorporate any changes to the plans where appropriate. We will then release all the feedback, along with our responses, into a document which is a Statement of Consultation Involvement which will be submitted as part of the planning application. South Cambridgeshire District Council will then step out to carry out a consultation which you will have the opportunity to comment on the submitted plans.

- Complete a feedback form**
- Request a call back**
- Email us with any questions**
- Write to the Prepost address**  
to share your feedback or ask any questions. **PREPOST CONSULTATION REPLY**


**Downloads**  
Community Newsletter Jan 2021

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**KYN**  
T: 0800 888 5209  
E: [info@kyn.cambridge.ac.uk](mailto:info@kyn.cambridge.ac.uk)

Website: [www.cambridge.ac.uk](http://www.cambridge.ac.uk)

## 2e. Consultation website Feedback Form



THE TEAM | THE SITE | THE LOCAL NEED | THE LOBBY | THE DESIGN | PAGE | FEEDBACK

### Feedback form

**Name \***

First  Last

**Address \***

Street address

Address line 2

City  State (Province/Region)

ZIP/Postal code  Country

**Email \***

**Phone \***

**Age \***

**Gender \***

**What is your relationship to the site?**

- Homeowner
- Local business
- Local government
- Other

**Do you agree there is a need for new domestic care and respite care facilities in South Cambridgeshire?**

- Yes
- No

**Do you support in principle the proposals you have seen?**

- Yes
- No, with conditions
- No

**Please explain your reasons for this answer.**

**We would like to establish new partnerships with local voluntary and community organisations. Is there anyone you think we should be talking to?**

**Is there anything else that you think we need to know?**

**Consent \***

I agree to be contacted about the proposals for KYN Cambridge

Strategic Communications are collecting your responses based on the regarding the KYN Cambridge scheme in South Cambridgeshire. We're collecting it to keep you informed on the progress of the planning application and will not pass it on to other parties or provide to any other company, except for KYN. If you do not want us to update you on the plans, then either do not respond or with the contact information or email us at [info@kyn.cambridge.co.uk](mailto:info@kyn.cambridge.co.uk) so that we will delete the information from our records.

**Submit**

### Downloads

[Community Newsletter Jan 21](#)

### Subscribe to our mailing list

**KYN**

T: 0800 688 5209  
E: [info@kyn.cambridge.co.uk](mailto:info@kyn.cambridge.co.uk)

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## 2f. Webinar Presentation Materials

KYN CAMBRIDGE  
ONLINE CONSULTATION EVENT



AGENDA

- WELCOME AND INTRODUCTIONS
- WHO WE ARE
- THE LOCAL NEED
- PROJECT OVERVIEW AND OUR PROPOSALS
  - The Site
  - Existing building
  - Building footprint
  - Building layout
  - Façade design
  - Landscape design
  - Transport
  - Construction
- HOW TO RESPOND
- QUESTIONS

**HOUSEKEEPING**

Ask questions using the tab on the right hand of your screen

'Like' questions to move them upstream


Also use this tab to let us know if there are any technical difficulties

WELCOME AND INTRODUCTIONS

KYN are delighted to be developing plans to open KYN Cambridge: a beautifully designed 80-bed home offering residential care, dementia care and 24-hour nursing care.

The architectural team is led by Carless + Adams Ltd and Ben Pentreath Ltd.

Our team are here today to talk you through the detail.



WHO WE ARE

KYN was founded in 2019, with a clear commitment to elevate the care home experience, from ordinary to extraordinary. At KYN we combine unparalleled care and exceptional service. Our elegant and comfortable residencies are set in beautiful-landscaped gardens, offering a home from home.

KYN is managed by a team of professionals who bring together an unrivalled depth of experience across a full spectrum of activities in care & wellbeing, hospitality, human resources, property management, finance and technology to provide a superlative level of service to our residents and their families. Led by CEO, Adrian Pancotti, a veteran of the care home sector, KYN's people, together, are bound by a common mission to deliver exquisite care, with love.

**'AT KYN WE ARE REDEFINING THE MEANING OF EXCELLENCE IN THE CARE HOME INDUSTRY – CREATING HOMES WHICH DELIVER EXQUISITE CARE WITH LOVE AND WORLD-CLASS EXPERTISE'**  
ADRIAN PANCOTTI, CEO

WHO WE ARE

With these inspiring standards — and a commitment to exceptionalism — we remember our grounding; everything we do, we do with love. This includes the activities and holistic therapies, giving you absolute confidence in our promise to enrich the lives of our residents, in body, mind and soul.

At KYN, we pride ourselves on staying ahead of the curve with every new development in the treatment of dementia and age-related illness. Our medical team applies the latest science and technologies to ensure residents have top-level, 24-hour care, at all times.

We dig deep, to understand who our residents are, what interests, inspires and strengthens them. This allows us to tailor our diverse programme of daily activities and visiting rota of expert therapists to suit every individual in our care.

In ensuring each day at KYN is different to the last, we offer our residents engaging, meaningful and autonomous opportunities — a world away from the traditional care experience.

THE LOCAL NEED

The largest population increase over the next 10 years in South Cambridgeshire will be people over 65. As the population ages, more people will need more intensive support for longer.

There is a particular shortage in specialist residential dementia care

By 2026 Cambridgeshire's population is projected to increase by

 <b>40%</b> 65-74 year olds	 <b>66%</b> 75-84 year olds
 <b>73%</b> 85+ year olds	

\*Cambridgeshire and Peterborough Adult Social Care Market Position Statement 2018-2019.

THE GROWING NEED FOR DEMENTIA CARE

Dementia is a growing challenge. As the population ages and people live for longer, it has become one of the most important health and care issues facing the health and care system.

Half of our care home will be dedicated to providing exceptional care for people with dementia.

<b>850,000</b> people in the UK are living with dementia	<b>1.5 million</b> people will be living with dementia in 2040, at the current rate of prevalence.	<b>209,600</b> will develop dementia this year, that is one every three minutes.
<b>1 in 14</b> people in the UK are living with dementia.	<b>1 in 6</b> people over the age of 80 has dementia.	<b>50,000</b> avoidable emergency admissions for people with dementia in 2016/17

\*All figures taken from the Alzheimer's UK website.

INVESTING IN THE COMMUNITY

KYN will be a care home 'in' the community — connecting with local organisations to help build a welcoming and inclusive environment.

Our facilities are open to the whole community and we actively look to bring the 'outside' in, through regular community events and initiatives.

 circa 100 new full-time jobs	 Over 65's coffee morning	 Community cinema club
 Memory care club	 Gardening clubs	 Local hobbies groups
 Work experience initiatives		

### THE SITE

The site is previously developed and covers an area of approximately 1.39 hectares.



### THE SITE – VISUAL ASSESSMENT



### THE EXISTING BUILDING – ANALYSIS

The building has been heavily altered through demolition, extension, and alteration both internally and externally, including buildings and structures within its grounds.

Original elements of the building have been demolished and have been replaced with modest quality additions.



### THE EXISTING BUILDING – ANALYSIS

The first task undertaken was an assessment of the existing building, to determine its suitability to provide care facilities to the standards deemed essential by the Care Quality Commission (CQC).



### BUILDING FOOTPRINT

Careful thought has led to a building footprint that is positioned within the footprint of the existing building, with only a minor increase in floorspace between the existing and proposed building.



### BUILDING LAYOUT – GROUND FLOOR

- 80 bedrooms are accommodated across two floors, with 40 bedrooms on each floor.
- The two floors are divided into four wings of 20 bedrooms.
- The Great Room is the central social space located on the ground floor.
- Communal areas are spread across the care home.



### BUILDING LAYOUT – FIRST FLOOR

Facilities you can find in KYN homes include:

- A Professional Hair and Beauty Salon.
- A spa and wellbeing centre.
- A Comfortable Cinema Room.
- Well designed and appointed rooms.
- Beautiful Curated Sensory Gardens.

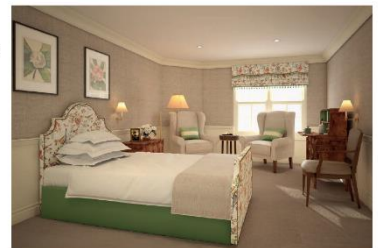


### BUILDING LAYOUT – BEDROOMS

Each bedroom is larger than a traditional nursing home bedroom.

All bedrooms on the ground floor will have patio doors.

The bedrooms on the second floor have carefully designed windows so that a resident can look out through the window from the bed and from a seated position.





### BUILDING LAYOUT – THE GREAT ROOM

The Great Room is the central social space located on the ground floor, where residents and their families can relax, drink, and dine. It is an essential part of KYN's approach to care, with shared social space providing residents with a vital sense of belonging.



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### FAÇADE DESIGN – ARCHITECTURAL PRECEDENTS

The design of the building draws on a memory from the materials and classically proportioned forms of the original building, as well as drawing on the simple classical architectural language for which Cambridge is well known.



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### FAÇADE DESIGN – ELEVATIONS



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### FAÇADE DESIGN – ELEVATIONS

The building's façade is designed in a soft palette with plain grey brick walls and a slate roof.

Discreet classical details incorporated by using the Greek Doric order, which will be carefully detailed in natural stone.



Front elevation

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### FAÇADE DESIGN – ELEVATIONS

Contemporary sections are introduced to the side and rear elevations, to visually break the massing into elements and create a perception of several traditional buildings connected via a two-storey high, fully glazed link.



Rear elevations



Side elevations

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### LANDSCAPE DESIGN - LANDSCAPE CHARACTER AREAS

A carefully considered landscaping design will help frame the building.

The landscape design takes inspiration from the history of the site and the existing magnificent trees.



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### LANDSCAPE DESIGN - LANDSCAPE MASTERPLAN

A series of gardens are proposed to surround the building, with a wide range of sensory features incorporated to support mind, body, and general wellbeing.

The existing trees will be added to with additional tree planting and the stonework from the current building will be reclaimed and integrated into the landscape



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### LANDSCAPE DESIGN – SKETCH VIEW



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**PROJECT OVERVIEW AND OUR PROPOSALS** **KYN**

## TRANSPORT

Low traffic generator, with a reduction in vehicle movements to the site.

31 car parking spaces.  
22 cycle spaces.

Existing use		
<b>239</b> daily two-way vehicle movements.	<b>21</b> movements in the AM peak traffic hour.	<b>27</b> movements in the PM peak traffic hour.
Proposed use		
<b>170</b> daily two-way vehicle movements.	<b>11</b> movements in the AM peak traffic hour.	<b>15</b> movements in the PM peak traffic hour.
<b>-69</b> A reduction of 69 daily two-way vehicle movements.	<b>-10</b> A reduction of 10 movements in the AM peak traffic hour.	<b>-12</b> A reduction of 12 movements in the PM peak traffic hour.

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**PROJECT OVERVIEW AND OUR PROPOSALS** **KYN**

## CONSTRUCTION

If planning permission is granted, we hope to start on site in the second half of 2021.

The selected contractor will be accredited by the Considerate Contractor Scheme – construction sites that register with the scheme are monitored against a code of considerate practice, designed to encourage best practice beyond statutory requirements.

Timeline	
<b>6-8 weeks</b> to complete the demolition phase.	<b>18 months</b> to complete construction.
Working hours	
<b>8am to 6pm</b> Monday to Friday.	<b>8am to 1pm</b> Saturday
No work on Sundays or bank holidays.	

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**PROJECT OVERVIEW AND OUR PROPOSALS** **KYN**

## LOCAL BENEFITS

 Local employer creating circa 100 full time jobs	 Help the release of local family housing	 Meeting the need for dementia care
 Reduce local NHS burden	 Facilities open to the whole community	 Low traffic generator

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**PROJECT OVERVIEW AND OUR PROPOSALS** **KYN**

## HOW TO RESPOND

Online: complete our online feedback form [www.kyncambridge.co.uk](http://www.kyncambridge.co.uk)


Post: FREEPOST CONSULTATION REPLY. You do not need a stamp.

Email: [info@kyncambridge.co.uk](mailto:info@kyncambridge.co.uk)

For consultation queries: 0800 689 5209

Please submit your response by 11.59pm on 25 January 2021.


We cannot guarantee that responses received after this time will be considered.



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**PROJECT OVERVIEW AND OUR PROPOSALS** **KYN**

## QUESTIONS



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## 2g. Webinar Question and Comments

Full verbatim list of public comments and questions submitted to each webinar, verbatim/as typed and in the order that they were asked.

### Webinar questions from 20/01/2021 & 21/01/2021

<i>Will there be plans for expansion after a few initial years ?</i>
<i>We understood that the original centre building was listed. Is this not the case ?</i>
<i>Will the purpose of the proposed building be solely for the use of Dementia residents ?</i>
<i>We back onto the site. We have a large sycamore tree close to our back fence. This has grown to a great size. Extra trees and bushes have been planted by Felix Hotel which now block our view and darken our garden. Will there be any plans to trim these back,</i>
<i>Is the presentation about the care home service value or the planning application.?</i>
<i>What is the proposed extension of the footprint?</i>
<i>staff carparking facilities?</i>