



# Tilia NEWS & VIEWS

## AROUND 100 NEW JOBS ON THE WAY IN NORFOLK

Around 100 new jobs look to be on the way in North Norfolk following the submission of an outline planning application for a state of the art dementia care home at Hoveton.



Tilia Properties is proposing to build the much needed 80 bed facility on a quiet and secluded three acre site approximately half a mile from the village centre. There will also be a small neurological respite care unit with a total project cost of £6.6m.

The planning application is set against the rising demand for specialist care to help those living with dementia - often referred to as the 'ticking time bomb' - and last year the government predicted within a generation dementia will affect 1.5m people in the UK at a cost of £50bn.

Given as people age the more likely they are to have dementia, North Norfolk is particularly vulnerable as its proportion of older people is well above the national average; 31.5 per cent compared to 19 per cent.

"What we are proposing is a purpose built unit providing specialised local dementia care facilities for local

Photo of Tilia Property director's Nick Hovey and Kevin Heaton on the site of the proposed dementia care home and respite care unit, together with a plan of where it will be situated.

people," said Nick Hovey from Tilia Properties. "It will give them

**"a state of the art dementia care home at Hoveton"**

accommodation that is comforting and provides the best quality of life possible.

"We have commissioned leading architects Hunters, who have been involved with a number of similar

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projects in Norfolk, to come up with initial design concepts."

It was in fact Mr Hovey's inability to find a suitable dementia care home for his mother in the area that first prompted this project.

Said Tim Ashton from Hunters, "The design of the dementia care home wraps around two secure external courtyards in the middle of the building."



Tim Ashton from Hunters.

This is a great layout for dementia care, as all corridors will have large glazed areas and look inwards to secure, landscaped courtyards.

"This aids orientation and way finding, enabling residents to appreciate where they are within the building at all times, reducing risk of confusion and ensuring corridors are naturally lit. .

"Scented courtyard gardens will attract wildlife such as butterflies and bees as well as stimulating aromatic senses. All private ensuite bedrooms look 'outwards' and many will benefit from views towards the Broads and open countryside."

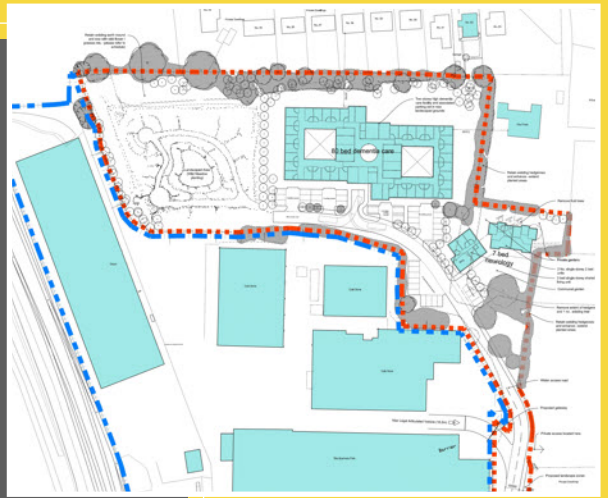
A neurological respite care centre will also be integrated into the development.

Tim Ashton explained, "It will be located within a smaller area of the site and designed around a communal landscaped garden and terrace.

The small intimate scale of these buildings provides a sensitive environment for occupants to quietly and confidently regain mobility and living skills such as bathing, cooking, laundry and other the majority of us take for granted. The neurological units will essentially be designed along the lines of flats with small clusters of private ensuite bedrooms sharing kitchen and living facilities."

Concluded Nick Hovey, "We see this as a major, £6.6m investment in the heart of rural Norfolk bringing a significant boost to the local economy. It will provide much needed jobs during the construction phase and around 100 skilled and unskilled posts on completion.

"We passionately believe this site has all the required ingredients to cater for the more vulnerable members of our society within specially designed accommodation.



Plan of the proposed dementia care home at Hoveton, Norfolk.



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