

# community vision

The award winning Mill Rise Village in Newcastle-Under-Lyme combines primary care services with extra care housing for the over 55s - the first facility of its kind outside London.

## The vision for the village was conceived as a place to live, work and enjoy independent living, with:

An onsite health facility which houses three GP practices, PCT services plus a dedicated base for local district nurses and occupational therapists, as well as various outpatient services (previously in the local hospital) including podiatry, chiropody, phlebotomy and physiotherapy.

A community room for antenatal clinics, (COPD) clinics, language therapy and smoking cessation sessions.

Sixty mix-tenure, extra care apartments.

An onsite pharmacy.

Retail and leisure facilities, including restaurant, fitness suite, hobby rooms, café, piazza, landscaped gardens, allotments and conservatory.





## The challenge

**Knutton and Cross Heath in Newcastle-under-Lyme** were two communities hit hard by the economic downturn with high levels of social deprivation. Both boroughs were identified as an **Area of Major Intervention (AMI)**, with a community need for improved health and social care services and extra care housing facilities that would cater for the changing needs of an ageing population.

RENEW North Staffordshire, a government funded Housing Renewal Pathfinder, secured £36.6 million for the Knutton and Cross Heath AMI **aimed at supporting sustainable communities over 2006-2008**.

Prima 200 Local Improvement Finance Trust (LIFT) Company and Prime plc worked with NHS North Staffordshire to **develop a new primary care centre, whilst Aspire Housing looked to renew extra care housing facilities in the locality**.



The village was designed by healthcare specialists One Creative Environments Ltd with the community involved throughout the process. A dedicated website was launched and a community group, The 'Friends of Mill Rise', established for people interested in moving in.



**Chairman of Mill Rise's residents' association, Mike Reynolds:**  
*Having lived here for three years, I can certainly say that this is by far the best way I have seen of allowing people to remain truly independent, but having support on hand if it's required.*

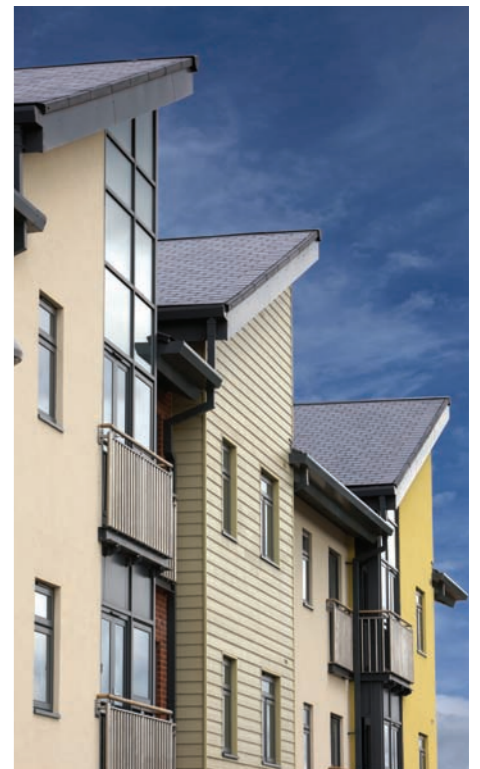
*"At the end of one's life, there may well be a short time where you won't be able to care for yourself and will have to rely on other people, but it's important to keep that period to a minimum and places like Mill Rise allow this to happen."*

## The solution

The potential to combine both the health and the social care projects onto one site was quickly realised by those involved and the vision for a unique, landmark scheme that included a state-of-the-art primary care centre and an extra care village concept was born.

No less than eight organisations came together to develop Mill Rise Village with a common goal – to improve health and supported housing for the local population.

- Commissioned by Aspire Housing and NHS North Staffordshire
- Developed and delivered by Prima 200 LIFT Company in partnership with Prime plc
- Supported by the Homes and Communities Agency (HCA), Newcastle-under-Lyme Borough Council, Staffordshire County Council and RENEW North Staffordshire.



## The benefits

- The village promotes integrated care, independent living, active ageing and reduced social isolation through access to high quality care.
- Improved access to better healthcare facilities has enabled residents to better manage ongoing conditions. The Village has also helped reduce admissions into residential care and alleviated pressure on outpatient facilities in the nearby hospital.
- One hundred per cent of residents say they feel more active at Mill Rise and many feel less isolated because of the strong community atmosphere.
- The Friends of Mill Rise has developed into a very active residents' association that organises social activities including birthday parties and bingo, as well as metal, craft and computer workshops that are supported by neighbouring organisations.
- The residents also organise their own 'freewheeler' bus service to help less mobile residents visit the health centre and take part in the activities.



## The future

Mill Rise's success is a testament to the high quality value for money that public private finance can deliver with a LIFT company as a vehicle to combine funding streams, whilst its strong emphasis on community services has helped to establish a blueprint for similar developments in the future.

The scheme has since kick-started further development on adjacent land, with 80 new homes comprising a mix of social rented units and shared ownership units currently being built and 130 more planned, helping the local regeneration agenda.

**Dr Ann Pursey, Chief Executive of Prima 200:**

*From the outset it was clear that combining the two developments into one would be of huge benefit to the local community. It probably would have been much easier to continue with separate sites, but from a patient perspective, integrating the expertise of a primary care facility with an extra care site complemented each other perfectly.*

## Project at a glance...

### Mill Rise Village, Newcastle-under-Lyme

#### Clients

NHS North Staffordshire

Aspire Housing

Prima 200

#### Statistics

Size: 8,000 sq m

Value: £15 million

#### Awards

- **CHP LIFT Awards 2010**  
LIFT Exemplar Project
- **Homes & Communities Agency (HCA) Awards 2010**  
Housing for an Ageing Population
- **Affordable Home Ownership Awards 2010**  
Outstanding Achievement in Central England and Wales
- **Elderly Accommodation Council 2010**  
Housing for Older People Award
- **UK Over 50s Housing Weekly News**  
The UK's Most Outstanding Extra Care Scheme 2009 Award



## Prime comment

“ **Julian Kavanagh,**  
**Development Director,**  
**Prime (UK) Developments:**

*This was a complex project but by helping the various partner organisations to work collectively, together with our ability to collate the seven different funding sources including grant, capital and revenue (private finance and public sector borrowing), we were able to make sure this complicated development became a reality.* ”



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