

A care home for Reydon and Southwold

Wednesday 22 March 2017

Rebecca Driver

Director of Commissioning and Engagement
NHS Great Yarmouth and Waveney CCG

Purpose of the meeting:

- Let you know what is happening
- Review the history
- The steps taken to secure a care home so far
- Hear your views regarding potential options for the site

Fran O'Driscoll

Director of Partnership and Delivery
NHS Great Yarmouth and Waveney CCG

Background

- Initial strategic outline case presented in 2008
- In January 2011 a Business Justification Case was approved by the Board of NHS Great Yarmouth and Waveney CCG for the acquisition of part of the former Eversley Playing Field in Reydon for the proposed development of a Healthy Living Centre and other health-related use
- The site purchase was completed in March 2011 following initial approval by the CCG Board in March 2010, amended in April 2010, to endorse widening the scope of the land purchase negotiations to include the plots of land on the development site identified (in the planning application approved in January 2010) for a future care home and for retail purposes

Background

- July 2014 Sole Bay Health Centre opened initially for outpatient and phlebotomy services
- October 2014 Southwold GP Practice relocated to site
- 2015 Shape of the System Consultation
- 2016 provision of an out of hospital team based at the Sole Bay Health Centre plus beds with care

In November 2015 the Governing Body of NHS Great Yarmouth and Waveney agreed with NHS Property Services that the land should be marketed for the provision of a care home

Saul Spevack

Senior Transaction Manager (East)
NHS Property Services

Marketing Activity to Date: Marketing Activity

- In December 2015 the site was initially offered to other public sector bodies and healthcare providers – no interest was expressed
- From June 2016 – the site was soft-marketed to key target healthcare operators
- July 2016 the site was placed on the open market, a board erected, advertisements placed in relevant media, listed on property marketing websites, and over 100 care home developers and operators contacted – all interested parties were followed-up

Marketing Activity to Date: Marketing Results

- In September 2016 a single offer for the site was secured, but the purchaser subsequently withdrew their offer
- In January 2017 a developer of retirement villages made an offer for the site which has not been accepted as it is not for care use
- No other interest has been received

Marketing Activity to Date: Reasons for not bidding include

Operator Specific Issues:

- Reydon out of their area
- Have recently acquired or developed a site so not actively looking at present
- Competition: Care UK have re-provided County Council homes including brand new facilities in larger towns to surrounding area

Location :

- The site is too peripheral, with poor transport links

Marketing Activity to Date: Reasons for not bidding include

Demographics:

- Population density in immediate catchment population too small for the proposed care home usage and the site is too distant from any major conurbations or towns
- Operators predict a slow room rate fill: due to the low population density, which would effect care home's viability

Staffing Issues:

- The proposed facility would require around 120 members of staff in total. The impact of a low population density has a serious impact on the sourcing and recruiting staff and staff will be reliant upon their car as there are no obvious train services nearby, this is another negative for the proposed usage



Great Yarmouth
and Waveney
Clinical Commissioning Group

Questions