



MACC
group

**NO-ONE
CARES MORE**





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BACKGROUND

This brochure has been prepared to support **MACC Group's Planning Application (ref: 23/01342/FULM)** for an 81-bedroom care home with verdant landscaping at the allocated site **Land at Tamworth Road, Lichfield**. Please refer to the website for computer generated animations that showcases the proposed development and provides further information www.tamworthroadcaredevelopment.co.uk

The content of this brochure provides a greater understanding of the care offered by MACC Group, the accolades achieved and the type of development that can be expected in the District. As a company, we acquire the land, build the facility and manage the care home. We take pride in establishing ourselves in the community we serve.

INTRODUCING MACC GROUP

Incorporated in 2004 with the aim of addressing the care and accommodation needs of elderly and vulnerable adults, MACC Group has grown to become one of the Midlands' leading developers and operators of turnkey care homes and residential schemes.

Under its **MACC Care** and **MACC Retirement** brands the Group addresses the increasing demand for high quality care and residential provision within an ageing population.





PROGRESSIVE,
INNOVATIVE,
AT THE FOREFRONT
OF THE CARE SECTOR



ENRICHING LATER LIFE

MACC Care creates bespoke care home developments that deliver clinical excellence twinned with the compassionate approach that makes a real difference in people's lives.

Proposition:

MACC Care is passionate about creating true 'home from home' to enrich the lives of its residents. It recognises individuality in everyone and with wellbeing in mind, offers truly personalised care and living support, within safe, secure and welcoming environments, where community is valued.

QUALITY CARE FOR A DIVERSITY OF ELDERLY NEEDS

MACC Care prides itself on the delivery of person-centric and holistic care, designed to meet individual residents' needs. Its homes' network offers:



Bedroom, Watermead Rose



RESIDENTIAL CARE

Designed for those who may be finding it increasingly difficult or isolating to live independently at home and would benefit from the enrichment and sense of wellbeing that comes from a safe, uplifting care home environment offering friendships, support, social engagement and good nutrition. Nursing or dementia care may be easily accessed by residents as needs change over time without the disruption of moving home.

NURSING CARE

Highly qualified, MACC Care's nursing teams and clinicians are equipped to manage medical cases of varying complexity. Each care home works in close consultation with GPs and other health care providers to ensure quality provision regularly reviewed and updated to meet changing health care needs.



70's room, Blythe Rose

DEMENTIA CARE

Many MACC Care homes offer dementia suites designed and staffed to provide quality and compassionate care and support for those living with dementia.



Blythe Rose

RESPIRE CARE

Available at all MACC Care homes, respite care offers professional care and support on a short-term basis, perfect for convalescence after a stay in hospital, to give carers or family members a break from their care responsibilities or to ease the transition and enable individuals to experience life in a MACC Care home and see if it is right for them prior to committing to full time residency.

BARIATRIC CARE

Two MACC Care homes – Watermead Rose in Leicester and Leighton Rose in Leighton Buzzard – feature specialist bariatric rooms, purpose-designed and specially equipped to support bariatric care needs.

BLYTHE ROSE DEMENTIA CARE

Blythe Rose Dementia Care is a specialist home and dementia care centre of excellence for the Midlands – purpose designed, equipped and expertly staffed to deliver professional care and support throughout the progression of the disease, particularly middle and later stage dementia with its associated complexities and challenges.

Blythe Rose Dementia Care is one of few specialist facilities to benefit from a multi-disciplinary team that includes the support, mentoring and guidance of a visiting Consultant Psychogeriatrician.



Blythe Rose





RECENT AWARDS

A 'TOP 20 CARE HOME GROUP'

MACC Care is proud to be recognised as a 'Top 20 Care Home Group' in the carehome.co.uk Care Home Group Awards 2024. This accolade is based on reviews from residents or service users and their family or friends, and is testament to the dedication of our teams and commitment to quality care within its care homes.



DESIGN AWARDS WINNER: 'BEST INTERIOR DESIGN'

MACC Care's specialist dementia care home, Blythe Rose is proud to have secured the 'Best Interior Design' award in the 2023 Pinders Healthcare Design Awards for its well-conceived facilities, designed to offer residents a diversity of activities and an environment in which independent living and engagement in everyday domestic tasks is encouraged and supported.



WEST MIDLANDS CONSERVATION AWARD WINNER

MACC Group secured the Birmingham & West Midlands Group of the Victorian Society's 2023 conservation award for its exemplary restoration of the fine Jacobethan house, Tudor Grange at Blossomfield Park in Solihull.



"The project embodies all that the award seeks to recognise, preserving high-quality Victorian architecture, re-purposing it to modern-day needs and promoting the inherent sustainability of the repair and reuse of historic buildings. Well done to MACC Group for realising this project."

Stephen Hartland, West Midlands Group of the Victorian Society Regional Chairman

Tudor Grange forms the centrepiece to MACC Group's multi-generational scheme that includes residential apartments – a select few reserved for retirees – and MACC Care's bespoke luxury care home, Blossomfield Rose.

FINALISTS IN THE KNIGHT FRANK LUXURY CARE HOME AWARDS 2023

MACC Care's Blossomfield Rose and Watermead Rose Care Homes were both selected as finalists in the Knight Frank Luxury Care Home Awards designed to recognise the highest quality hospitality and care services in a prestigious setting:



BLOSSOMFIELD *Rose* SOLIHULL

BLOSSOMFIELD ROSE CARE HOME, SOLIHULL

Enviably set in Blossomfield Park, featuring Grade II listed Tudor Grange, Blossomfield Rose is unique amongst luxury care homes – a place where innovation, contemporary design and heritage features combine harmoniously to create an outstanding living environment. Compassionate care and support are delivered by a superb team of professionals, with focus on the individual needs, emotional wellbeing and happiness of each resident.

WATERMEAD *Rose* LEICESTER

WATERMEAD ROSE CARE HOME, LEICESTER

MACC Care's flagship home for the people of Leicestershire, Watermead Rose, is a state-of-the-art, luxury care home offering compassionate care and personalised support within a warm, welcoming community.

In keeping with its country park backdrop, the home is divided into comfortable lodges; inspirational living spaces where residents, their families and friends can relax, socialise and enjoy a varied and imaginative activities and events calendar.



Blossomfield Rose



Blossomfield Rose



Blossomfield Rose



Watermead Rose



Watermead Rose

CREATING COHESIVE NEW COMMUNITIES

“MACC Care homes are places where people feel happy and emotionally connected; where lasting friendships and relationships of trust develop and fears are soon replaced with comfort and familiarity.”

Sutton Rose Care Home Manager



Blossomfield Rose Cafe



Blossomfield Rose Cinema

Every MACC Care home offers a happy community where elderly people can uphold their independence and through friendships, social engagement and a wide range of events and new experiences, enjoy improved quality of life.

WELCOMING LOCAL COMMUNITIES IN

Through networking and forging connections within the local communities in which they reside, MACC Care homes often become community 'hubs' – hosting activities and regular events throughout the year that benefit local people too.

Events range from fun, seasonal celebrations to supportive and informative, such as Dementia Awareness sessions or Memory Cafes, providing a vital source of support and latest research for elderly people within the community and their families.



New Year celebration at Dora Rose

MAKING A POSITIVE CONTRIBUTION IN LICHFIELD – SOCIALLY, ECONOMICALLY, ENVIRONMENTALLY

MACC Care homes are widely considered to be assets, well-integrated within the communities they serve.

The Group's proposal for the creation of an 81 bedroom care home at Tamworth Road mirrors the successful commissioning of its state-of-the-art homes, the most recent being Leighton Rose in Bedfordshire, which opened in June 2024.

1

The proposal addresses **the need for greater professional care** provision given Lichfield's growing elderly demographic.

"Between the last two censuses (held in 2011 and 2021), the population of Lichfield increased by 5.7%... The number of people aged 75 to 84 years rose by just under 3,500 (an increase of 57.2%)"

How life has changed in Lichfield: Census 2021 (ons.gov.uk)

2

The proposal will also **create jobs for local people** – in the supply chain throughout the build and once commissioned, on average 60 new roles once the care home is operational.

As an employer, MACC Group invests heavily in its talent pool and provides a positive working culture in which individuals are supported to fulfil their potential. Our progressive, innovative environment and growth strategy provides ample scope for career progression.

The Group currently employs approximately 1,000 personnel, with 80% being employed within its care home facilities.



3

The Tamworth Road project will be a **sustainable build**.

MACC Group is committed to utilising renewable and green energy sources.

A combination of water, energy efficiency, design and construction measures will contribute to achieving a Building Research Establishment Environmental Assessment Method (BREEAM) rating of 'Very Good' or above.



Renewable energy use - solar and air source heat pumps
- will contribute to the target of delivering a gas-free building.

THE BENEFITS OF GREEN SPACE

Residents and their families will be able to enjoy the therapeutic benefits of the great outdoors through creative landscaping in keeping with the site's peaceful canal-side setting. Pollinator-friendly planting will encourage wildlife and support biodiversity.

For further CGI work and updates visit:
www.tamworthroadcaredevelopment.co.uk



CGI showing proposed Care Home

INVITATION

For Councillors who are reading this, we welcome you to visit the site at Tamworth Road for a clearer appreciation of the area's context and how this allocated site fits with the Cricket Lane development to the south. In addition to this, we welcome you to attend the Blossomfield Rose care home in Solihull, so you can fully appreciate in-person the high quality care that we deliver. We are more than happy to arrange a minibus for your collection and return, and can work to a date convenient for you.

Please contact **Eleanor Lovett** of Claremont Planning Consultancy as agent for MACC Group, on elovett@claremontplanning.com if you would like to take up this offer.







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