

Winchcombe Place Care Home

The carefully considered refurbishment of Winchcombe Place, a specialist care home in Berkshire, required practical, dementia-friendly flooring for its elderly residents. It needed to be homely yet stylish whilst also boasting strong hygiene credentials, low maintenance for staff and long-term durability. The European Oak shade from Polyflor's Wood fx PUR provided the ideal solution.

Location: Newbury, UK

Products Used: Polysafe Wood fx PUR

Sector: Health & Care

When deciding upon the décor of Winchcombe Place Care Home, the well-being of its elderly residents was of paramount importance.

The 80-bedroom facility in Berkshire specialises in residential, dementia and nursing care for its residents, many of whom have mobility issues.

It required a welcoming, vibrant, and comfortable atmosphere, which complemented the eclectic style of each individually designed communal area.

Furthermore, the flooring needed to replicate natural materials whilst providing a homely appearance, creating an overall stylish environment to integrate with historical artefacts on display.

Polysafe Wood fx PUR decorative safety vinyl flooring was a practical solution for residents, particularly those living with degenerative conditions.

This sustainable product boasts slip-resistant properties and a luxurious wood effect finish, which creates an immediate homely feel with added peace of mind.

The fantastic design exhibited at this state-of-the-art residence is thanks to The Drawing Room Interiors, Solihull, with specialist furniture

supplied and fitted by YTM Furniture, Pontefract.

They opted to showcase Polysafe Wood fx PUR across the high-quality reception area, dining room, and hair salon. Their preferred shade was the ever-popular European Oak.

When making their flooring decision, the project team was particularly impressed by this attractive choice, which was reassuringly safe and hygienic for residents whilst remaining low maintenance for staff members.

In a testament to its innovation, the care home design collaboration between The Drawing Room Interiors and Polyflor received the prestigious Society of British & International Interior Design (SBID) Award for New Build and Development.

“ We wanted to create integrated, inspirational and stimulating surroundings for all Winchcombe Place residents to enjoy that were also supportive of their care.

Polysafe Wood fx PUR was a perfect flooring choice because of its high safety specification and its realistic replication of wood tones which can help dementia residents feel at ease. This helped us create an environment that was anything but clinical.

Diana Cella, Director of The Drawing Room Interiors

