

Elm Lodge

For this stunning care home, the client desired a high standard of finish to mirror the exemplary level of care provided on-site. Expona Design PUR was a noticeable contributor towards this design requirement, providing a relaxed environment for residents, staff, and visitors.

Location: Hartley Wintney, Hampshire, UK

Products: Expona Design PUR

Sector: Healthcare

Amidst the pleasant Hampshire countryside lies Elm Lodge, a luxurious residential care home with beautiful surroundings.

The award-winning Forest Care owns and manages this private, purpose-built accommodation complex. It offers sixty bedrooms, all complete with an ensuite wet room.

Established in 1981, the family-owned company provides five-star hospitality, drawing upon their decades of experience. It is the fifth care home on their roster at sites across Surrey and Hampshire.

Cove Construction Ltd., Aldershot, expertly managed the construction of Elm Lodge and oversaw all subcontract work.

The welcoming reception lobby boasts a self-playing baby grand piano. Further inside, residents benefit from access to a hair salon, café, restaurant, activities room, family room, and multiple spacious lounges with break-out areas.

Smart TVs, telephones, complimentary Wi-Fi, and a home cinema all contribute towards providing daily entertainment.

Furthermore, an extensive outdoor environment offers tranquil spaces to entertain or unwind, including beautifully landscaped gardens (complete with summer house), a peaceful terrace courtyard and wheelchair-friendly raised planters.

Bright Bay Design, under the supervision of its Director, Alexandra Ledger, were responsible for interior design specifications. The knowledgeable Design Team has a longstanding partnership with Forest Care and subsequently engaged with the project from its early planning stages.

Overall, the care home needed to be modern yet homely. Upon completion, the internal glazing played a key role in achieving this outcome, permitting an abundance of natural light which perfectly complements the neutral colour scheme.

Ledger had always favoured Polyflor flooring, her 'go-to' choice, due to its quality finish and longevity. Her Design Team opted for a duo of shades from Expona Design PUR to cover the common and social areas:

- Promenade Oak (9038)
- Wet Cement (9135)





The Expona Design PUR collection of luxury vinyl tiles is designed specifically for commercial interiors. Its exclusive designs provided Bright Bay Design with design creativity and offered a premium finish upon installation.

In addition, the Design Team selected Polysafe for use back-of-house owing to its heavy-duty construction and sustainable slip resistance:

- Polysafe Standard PUR - Silver Birch (4020)
- Polysafe Vogue Ultra PUR - Woodland Grey (4770)

Elm Lodge received its official opening on 10th December 2024 from

Dr Hilary Jones MBE, the well-known general practitioner and television presenter.

“It is beautifully designed, with residents in mind,” he commented. “There are many different facilities for residents to enjoy, and every room has a different atmosphere. It is better than a five-star hotel because residents have additional quality care too.”

The care home is now fully operational, offering modern facilities and attentive, around-the-clock service to residents within its tranquil, desirable location.

“ The result looks great. We have specified Polyflor on care home projects for many years. They provide excellent products at an incredibly competitive price. We continually return to them because of their commitment to environmental considerations, with the flooring longevity and cleanability being a hugely important part of this.

Alexandra Ledger, Director, Bright Bay Design

