



BUCKINGHAM
interiors

FRC GROUP

Ellum Pointe
New Build Independent Living



Background

Both whg and Buckingham Interiors share a mutual passion to make a difference to people's lives. This can be evidenced none more so than by the combined effort to produce 3, New Build Supported Housing Schemes within the last 5 years – with Buckingham Interiors providing a full 8 stage service, fitting out each scheme with contract standard yet modern and durable furniture.

Owning and managing around 21,000 homes across the region - whg are one of the Midlands' leading and most successful providers of high quality homes. They provide affordable, good quality homes for those aged 55+ and provide community-based services to the local community. Their focus is on quality, modern facilities designed with later life in mind.

Therefore, the partnership between whg and Buckingham Interiors is incredibly well aligned with Buckingham Interiors providing a full interior design service that keeps pace with current styles, whilst also catering for the disabled and elderly.



Keelson Pointe, Walsall - Carl Street



Cardan Pointe, Walsall - The Waterfront

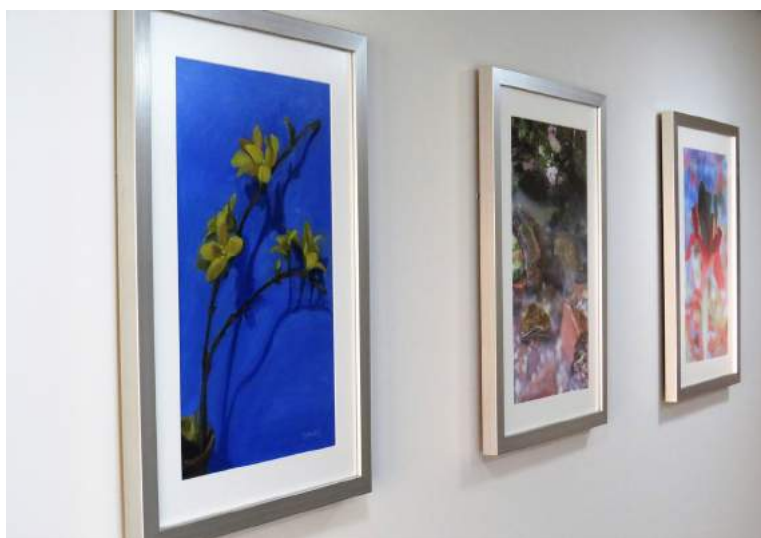
After great success at Keelson Pointe and Cardan Pointe (Winner of CIH West Midlands Development of the Year award) - the two schemes that whg and Buckingham Interiors had previously partnered on, whg approached Buckingham Interiors to provide the complete service for a further scheme - Ellum Pointe.

Brief

Ellum Pointe, received £1.5m in funding from Homes England and is an integral part of whg's regeneration work in Brownhills. This regeneration scheme will provide a total of 157 new, affordable homes, of which 107 will be for affordable rent and 50 for outright sale. Ellum Pointe is located in the heart of the community with great access to local amenities including shopping areas and transport links.



whg wanted Ellum Pointe to boast beautifully designed homes that support independent living, as well as to function as a host to a range of communal activities. This would in turn bolster the community life for those aged 55+ in the area. The impact Ellum Pointe will have on people's lives is twofold – not only providing top quality, secure and comfortable homes but also helping with social isolation and driving the local community together.



Buckingham Interiors were therefore tasked with reflecting this brief through our interior design service. Furnishing all rooms throughout the scheme with long-lasting and stylish furniture, as well as creating room layouts designed to bolster community activities and support independent living. A show home was also specified showcasing the quality of Buckingham Interiors end product.

Overview

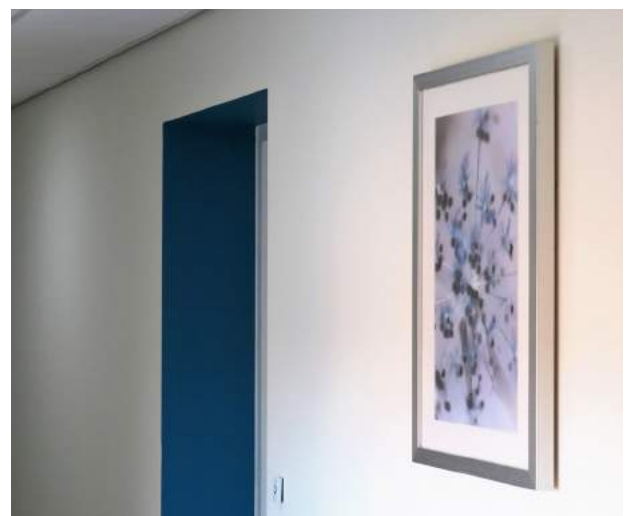
As part of the Buckingham Interiors interior design service we regularly create and update our own collection of mood boards. These mood boards cover a broad range of themes which residents and managers are able to choose from. Our in-house experts will make recommendations for which mood boards and themes suit each room. Such a process allowed Buckingham Interiors to collaborate with whg and choose the right mood boards for each room, reflecting whg's initial brief.



Buckingham Interiors designated each floor at Ellum Pointe with a different colour theme - alongside the signposting, this makes for a dementia friendly environment. A total of 7 different colour themes can be seen throughout the scheme with the following areas being fully furnished by Buckingham Interiors – Dining Room, Communal Lounge, Office and Wellbeing Room, Communal Stairwells and Break-out Areas.

Mood Board

Aqua



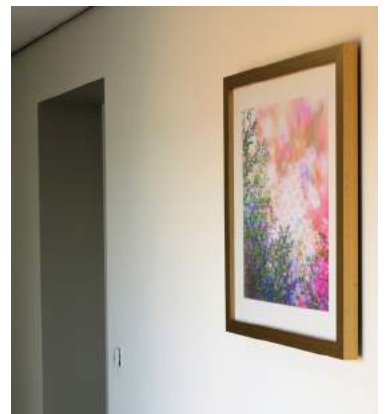
Mood Board

Bramble



Mood Board

Pewter



Overview

The Communal Lounge was designed to be a relaxation spot as well as to host social functions, cinema nights, bingo and general communal activities. With that in mind, Buckingham Interiors chose a Gold Tones theme to add a warm and calming feel to the room, allowing residents to truly kickback, relax and enjoy a communal spot that offers a subtle buzz and glow.

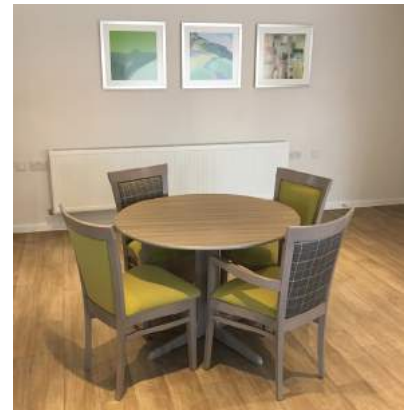
COMMUNAL LOUNGE



Overview

Contrastingly, the Dining Room was designed to have a light and airy feel, allowing residents and the like to grab a coffee or enjoy a birthday celebration. Buckingham Interiors therefore chose a Contemporary green theme to reflect a natural, buoyant space where residents could enjoy light refreshments or catch up with friends.

DINING ROOM



Overview

For the Wellbeing Room, Buckingham Interiors opted for a Neutral theme allowing whg to utilise this space for an array of diverse activities. Such activities ranged from staff meetings to exercise classes and chiropody, so a real balance needed to be achieved. This made the Neutral mood board a great theme for the Well Being Room.

SHOW HOME



Each room at Ellum Pointe has a unique design and they have been fully furnished with items including chairs, curtains, tables, flooring, wallpaper, mirrors and much more. Because we are so confident about Buckingham Interiors products and they are truly built to last, they all come with a 5 year warranty as standard. Buckingham Interiors also offer a manufacturer's warranty with all of the supplied appliances and electrical items. whg were incredibly pleased with the outcome of Buckingham Interiors work and will be using our services again in the near future.



Feedback

"Buckingham Interiors really does have the WOW factor. The whole process was smooth, efficient and very collaborative. Buckingham Interiors really understood our needs, keeping us updated and involved at each step. Their team are fantastic and were always at hand. We at whg are incredibly impressed with the work carried out and the end result speaks for itself - we wouldn't change a thing. And that's not all, there is the added bonus that Buckingham Interiors work in a socially sustainable and conscious way which really was the icing on the cake for us."

whg Services Manager - Jayne Cooper

SHOW HOME



"We are incredibly pleased with how Ellum Pointe turned out. The interiors are really impressive and Buckingham Interiors have created a friendly and calming environment."

Corporate Director of Operations - Fay Shanahan





BUCKINGHAM interiors

FRC GROUP



Contacts:

neina.cave@frcgroup.co.uk
verity.timmins@frcgroup.co.uk
0151 702 0570