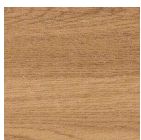


WINCHCOMBE PLACE CARE HOME

CASE STUDY



Polysafe Wood fx PUR
European Oak
3347

Country:
Newbury,
United Kingdom

Market Segment:
Senior Living

Space:
Care Home

Polyflor safety flooring was used to help create beautiful, homely interiors for the award-winning Winchcombe Place care home in Newbury, Berkshire.

Polysafe Wood fx PUR decorative safety vinyl flooring was installed in the reception area, dining room and hair salon of Winchcombe Place care home. The European Oak 3347 shade was chosen to create a welcoming, inspirational and comfortable atmosphere which fitted in with the eclectic style of each of these communal areas. The flooring's replication of natural materials and homely appearance helped to create a stylish environment that complements the use of historical artefacts on display.

Offering residential, dementia and nursing care, this state of the art 80 bedroom care home was designed by The Drawing Room Interiors of Solihull, with specialist furniture and vintage displays supplied and fitted by YTM Furniture of Pontefract. This collaboration on the Winchcombe Place project was awarded with a prestigious SBID International Design Award for New Build and Development. The project team chose Polysafe Wood fx as a safe but attractive flooring option that would cater for residents with a wide range of needs such as dementia and mobility issues.





Diana Cella, Director of The Drawing Room Interiors commented,

“We wanted to create integrated, inspirational and stimulating surroundings for all Winchcombe Place’s residents to enjoy that were also supportive to their care. Polysafe Wood fx 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.”



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