



Primrose Street ALLOA

A dementia friendly residential development designed to ensure residents can live independent lives for as long as possible.



KINGDOM
Housing Association

Primrose Street ALLOA

Townhead House
Primrose Place
Alloa
Clackmannanshire
FK10 1AS

Dementia
Friendly

60
Homes

Social
Rent

Project Details

As part of Alloa town centre regeneration plans, this development was designed to support Clackmannanshire Council's Sustainable Ageing Policy which centres around maximising the time the local ageing community can remain living independently.

Located in town centre Alloa, this site was previously the location of the local Co-Op store, and had been used partly as a car park with surrounding waste land. This development provided a total of 60 homes, both amenity and wheelchair standards, and comprised a mixture of two, three and four person apartments. In satisfying the local housing demand, priority is given to those aged 55 and over, or those living with a pre-existing medical condition.

Completed in February 2023, this development has made a significant contribution to the regenerated Alloa town centre.

COMPLETION - FEBRUARY 2023



Design

In relation to the building's aesthetics, the project's architect Bracewell Stirling has worked closely with Architecture and Design Scotland (ADS), seeking advice to ensure the building relates well to the surrounding streets and the site's heritage. The new civic space and key corners of the building will include artwork depicting the history of Alloa, with an existing mural consisting of clay tiles celebrating the town's rich industrial heritage also to be included.

The design team have also worked closely with Stirling University's Dementia Services Development Centre (DSDC) to achieve the highest level of Dementia friendly accreditation on offer. The use of DSDC's comprehensive audit tool facilitated the creation of a highly dementia friendly design. Central to this compliance has been the use of open-plan layouts, views front and rear, full height glazing, plus appropriate use of colour, materials, signage and landscaping in order to provide an extremely pleasant environment which is easily navigated.

The homes have been designed to allow for the installation of future hoists, providing internal knock-out panels and incorporate a number of other detailed features to ensure maximum flexibility to support independent living for as long as possible.



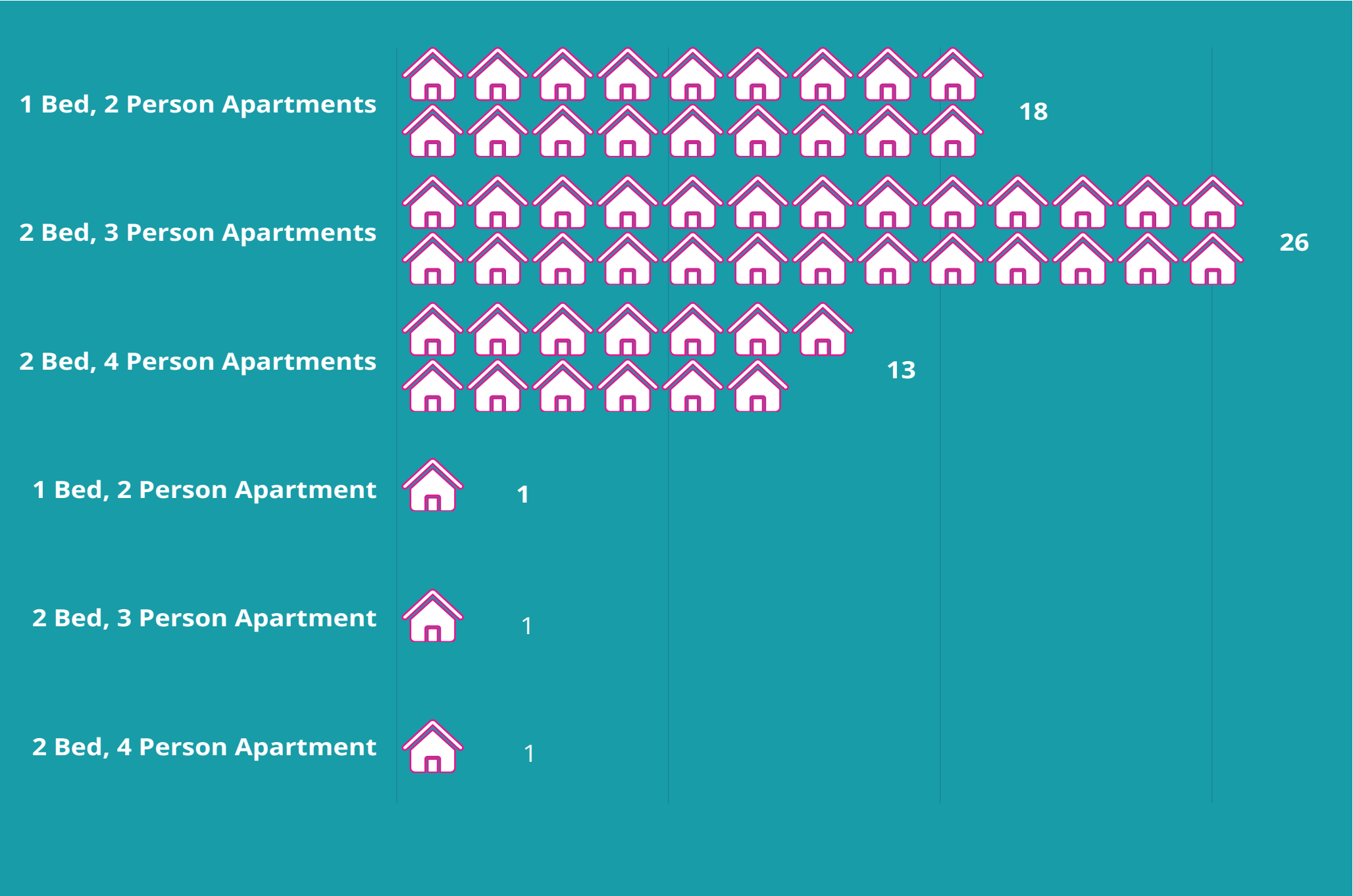
Architecture & Design Scotland

Ailtearachd is Dealbhadh na h-Alba



Housing Mix

This development has been designed to support Clackmannanshire Council’s sustainable ageing policy to allow people to live independently in their own homes for longer, therefore current plans are for tenants within this category to be given priority access to this development.



Award Winning

The building has already been awarded the 2022 Scotland's Towns "Town Centre Living award", and as part of the "Living Alloa" project, was the winner of the 2022 SURF awards in the "Improving Scotland's Places" category.

Kingdom Housing Association also won the 'Excellence in development for affordable housing' award at CIH Awards 2023 for this development.

Townhead House demonstrates that forward looking flexible design to cater for a variety of needs can be successfully realised with a genuine collaborative approach, involving expert input, and attention to detail.





Project Team

Townhead House demonstrates that forward looking flexible design to cater for a variety of needs does not necessarily need to be ground-breaking but can come from a genuine collaborative approach and attention to detail.



CONTRACTOR
Campion Homes



CLIENT
Kingdom Housing Association



EMPLOYERS AGENT / PRINCIPAL DESIGNER
Brown & Wallace



ARCHITECT
Bracewell Stirling Consulting

Bracewell Stirling CONSULTING



ENGINEER
Curtins Consulting

