



JDDK DISCOVER DESIGN DELIVER



EVOLUTION NOT REVOLUTION JDDK REBRANDS

Regular readers of Millmount News will have noticed some changes to this Autumn issue. The new graphic design is part of our exciting re-branding which was officially launched on September 7th.

For a while we had been aware that our website needed updating (it had been designed back in 2008) and in fact the discussions began back in 2015 when, together with our marketing agency, Silver Bullet Marketing, we began talking about a new website design. We knew that the website needed to better represent who we are and the work we do today, as well as be responsive to different forms of viewing devices. However, rather than jump straight into the design, we decided to inform the process by first reviewing how we perceive ourselves, how we communicate and work with our clients and partners, what they see as our strengths and weaknesses and what are their priorities for an excellent service.

We knew that this investigation and analysis was best led by professional market research and so Soo Darcy and her colleagues at Papyrus Research were appointed for this task. Soo interviewed all of us at JDDK and a selection of our clients and contacts to discover how both we and they felt about our service and our brand.

The results were discussed and analysed in great detail and have been vital in us developing a forward looking business strategy for JDDK. The analysis also highlighted the importance for us to review how we project who we are and what we do and was incredibly useful in contributing to a detailed brief for Silver Bullet who went on to create a new "brand" for the practice.

Earlier in the year, the agency presented their design work to us which included not only the new logo but also how this would transfer to our new, fully responsive web site, the new look Millmount News and all our presentation material. We were delighted - the new brand met our design brief brilliantly and most importantly because we had undertaken the market research at the outset it was evidence-based design, just as much of our work is.

Many of us at JDDK have been here for all or much of our professional careers and have been "brought up" with the diamond logo that our new graphic design replaces, so the decision to change was not taken lightly.

JDDK Director, Nicky Watson, explains, "For almost 30 years the practice's reputation has been built on quality of design and service with a passion and keen eye for the craftsmanship of construction and those aspects of the practice remain as important to us and our clients as ever. However times change and the range of work we undertake and the buildings that we design today were not being represented by the old logo. Whilst we all felt deeply attached to the existing brand, we also knew it was no longer a true reflection of the practice in 2016 and beyond. The new design whilst still being a monogram is fresh and contemporary and does a great job of representing our current work and our personality as a practice - the process has been one of evolution rather than revolution which feels just right to us"

The new website, including the intriguing 'knolls', has been receiving a tremendous amount of attention since its launch and the feedback so far has been very positive.



The results can be seen at www.jddk.co.uk

Soo Darcy of Papyrus Research, commented,

"The entire team at JDDK and all clients who contributed to the research were a pleasure to work with. We met with the team at the outset of the project to ensure we fully understood their aims for the research and for the practice. From this we developed a '360 degree' methodology, listening to the views of staff, clients and other partners. Their candid feedback gave us a lot to work with in terms of informing JDDK's ongoing strategy and providing the building blocks on which to create a brief for Silver Bullet Marketing's design team. It is a real delight for any researcher to see a firm engage so readily with the research process and use the results to benefit the practice for years to come - JDDK has done just that."

KNOLLING - The art of arranging objects carefully as a means of organisation.

Our 'knolls' on the website have been attracting a good deal of attention as visitors match the objects to the personality of each individual and to our "Discover, Design, Deliver" approach. Needless to say, the actual photography of the boards took some time with more than a trace of OCD in some...



DISCOVER

DESIGN

DELIVER

SHERWOOD FOREST VISITOR CENTRE



The proposed Sherwood Forest Visitor Centre

Following a number of consultation exercises, our Planning Application for the £5.3m Sherwood Forest Visitor Centre was submitted to Newark and Sherwood District Council in mid September on behalf of the RSPB-led consortium.

The planning application is both for the external masterplan which divides the site into two separate areas, one for the actual

visitor centre and service area and the other for the main visitor car and coach park, partially as a result of the RSPB's intention that physical access to the site and all its opportunities should be available to as many people as possible.

Given a successful application, construction is hoped to start in 2017.

JDDK Principal Architect, Alison Thornton-Sykes, commented:

"One of the main features of the Centre is its curved, twisted form, created by staggered roof beams, which reflect the forest environment and the "Trees that sheltered him" concept of Robin Hood."

"The linear format pulls visitors through and down the 5m level change into the double height café space and out to the exterior amphitheatre sheltered by the overhanging canopy, an integral part of the curved roof, reflecting the surrounding natural canopy."

BEADNELL POINT SALES SUCCESS



Beadnell Point consists of 40 detached homes

The designs of New England clapboard style houses at Beadnell Point for our clients, Lindisfarne Homes, are proving decisive factors for buyers of new homes at the 40 home development at the popular Northumbrian coastal resort.

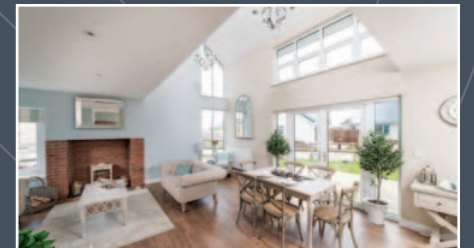
With the first phase of 22 homes reserved within days of being released for sale and the showhome opening, Beadnell Point's Estate Agents, Sanderson Young, are confident of the remaining homes selling quickly as Janet Hopkinson, New Homes Director for Sanderson Young, explained, "The development is obviously in a superb location close to the

beach with views towards the iconic Beadnell Harbour, but the difference between this and other homes for sale in Beadnell is the superb design of the homes and the layout of the development."

The 40 detached homes are of six different designs ranging from two to three bedrooms and one or two storey, all with at least one bedroom to the ground floor. Some of the house types have their living accommodation on the first floor, maximising the views and natural light whilst each property also has private allocated parking and the site enjoys ample visitor parking.

Nick Dawe, Managing Director of Lindisfarne Homes, commented:

"We're obviously delighted that the homes are proving so popular and there's no doubt that the quality of design has been an integral part of the development's success. As a relatively new developer, we rely a great deal on our track record of high quality developments to enhance our reputation for future developments and Beadnell Point will certainly have a prominent position in our portfolio."



The interior of the Beadnell Point showhome.

PROTON BEAM THERAPY CENTRES

On 18 October, on behalf of our clients, Proton Partners International (PPI), we submitted a formal planning application to build their third proton beam centre in Reading.

Entrance view of the proposed Proton Beam Centre at Reading



Work has already commenced on our first such facility at the Earth Balance wellness site in Bomarsund, Northumberland after a successful planning application to Northumberland County Council. This facility will be the first for PPI in England and open to both referred NHS and private patients offering the new proton therapy which releases its cancer-destroying energy with sub-millimetre precision thereby minimising damage to adjacent tissue.

CGI of The Bomarsund Proton Beam Centre



The design and construction of such heavily serviced centres at the very cutting edge of medical technology has certain technical challenges although the design principle of putting the patient at the heart of the process, remains consistent with much of our other health work and particularly our work in the design of palliative care centres.

Like Bomarsund, the Reading building will also contain a cyclotron, which generates the Proton Beam, and other specialist equipment which generate neutrons and gamma rays in addition to the Proton Beam. The cyclotron requires shielding in an underground bunker to protect staff and patients to at least the same levels as apply to X-ray and radiotherapy suites elsewhere in the UK. Separating the bunkers and plant areas from the patient areas was obviously a critical issue in the design as was the logistics of installing the huge equipment utilised in the revolutionary process.

Whilst Bomarsund had presented a green field location, the Reading Centre is located in the Thames Valley Science Park (TVSP) which already had a previous masterplan and design codes by the Scott Brownrigg international design practice and additional design codes incorporated with the initial 'Gateway' building which provides a mix of offices, laboratories and amenity spaces.

Taking note of the recommendations of both codes, we produced our own design for the proton beam centre which proposes a two storey building based largely upon room sizes, relationships and configurations that have been thoroughly tested with PPI clinical staff to ensure that the patient flow works throughout the building. The layout, however, also allows access for the heavy craneage required to install the cyclotron's shielded vaults and other heavy equipment.

Mike Moran, chief executive officer of Proton Partners International, commented:

"Our aim is to help transform cancer treatment in the UK and the building of a third proton beam therapy centre is a key milestone."

"Reading is the perfect location for our third centre - it is close to well-connected transport links and opens the door to proton beam therapy to patients from the South of England. We have acquired the best technology available and our centres will be state of the art cancer treatment facilities."

"It was important for us to engage with a team of highly motivated architects with a track record of delivering complexity in a simplistic manner."



The proposed Proton Beam Centre at Reading

PROTON BEAM THERAPY

The relatively low height of the building humanises the point of entry and puts visitors at ease whilst the double height reception brings in as much natural light into the area as possible and creates a feeling of space. The reception leads directly onto a spine corridor running the length of the building with the consulting rooms off, and glazing at each end of the corridor.

The centre includes facilities for proton beam therapy, a linear accelerator as well as a CT (Computed Tomography) Suite and an MRI

with each treatment area kept separate in the building's design. The layout also creates a public piazza to the front of the building, creating a focal point that is enhanced by high quality hard and soft landscaping.

It is expected that both Reading and Bomarsund will be able to treat up to 500 patients every year and, in addition to proton beam therapy, will offer imaging, chemotherapy, traditional radiotherapy and well-being.

Proton Beam Therapy is a type of radiotherapy used in cancer treatment, delivering heavily charged Protons in a more targeted manner to reduce damage to peripheral tissue and organs.

The beam can target a patient's tumour with submillimetre precision whilst sparing nearby healthy tissues and minimising side effects - with conventional Radiotherapy healthy tissue around a tumour will receive significant radiation doses to such an extent that the danger from these side effects prevent Radiotherapy being used. With Proton Beam therapy, however, protons are released at a pre-determined depth within the body allowing the maximum energy to be released at the tumour and minimizing energy transferred on the entry pathway and in tissue beyond the target tumour.

Across the world Proton Beam Therapy has delivered significant results for patients, especially in lowering side effects and we are delighted to be working with PPI at the forefront of this technology in the UK.

Approximately 156,000 patients in the UK are currently treated with radiation therapy annually, however, around 10% of these patients would be better treated with Proton Beam Therapy.

Interior of a typical Proton Therapy Suite



JDDK HOSPICE RESEARCH INITIATIVE



Patients and families at Marie Curie, Solihull

Since the award-winning design for St Oswald's Hospice in 1986, JDDK have completed the design and construction of some 40 hospice projects and have become highly respected within the palliative care sector.

For some time we've wanted to amass and collate our collective knowledge about hospice design, so that it could be used by other professionals, including fellow architects, as a reference bank when coming to design spaces for palliative care. Our late colleague, Ian Clarke, was particularly interested in undertaking a project such as this and we believe this is an important way to ensure continuity of design quality and research progress into this specialist field that is becoming so relevant to a growing proportion of the population.

In association with Papyrus Research and Northumbria University, we have therefore initiated a national research project into the design of hospices.

The JDDK Hospice Post Occupancy Evaluation (POE) Initiative will examine how 12 hospice clients feel about both the initial design process and how the resultant building responds to their requirements and whether it promotes patient well-being. Northumbria University will then be carrying out their own independent research into the development of hospice design involving statistical analysis of patients over the last 30+ years and how hospice design has impacted on them.

JDDK Director, Mura Mullan, lead architect on several of the practice's hospice projects, explained, "St Oswald's Hospice opened its

doors in 1986 so this 30th anniversary seems an appropriate time to revisit our clients to find out what in the way the buildings have been designed has worked for them and indeed what has not. By having these discussions, as well as those with others at the forefront of Palliative Care in the UK we will also be gaining understanding of how hospice design needs to respond to emerging patterns and methodologies of care in the coming decades. The very concept of a hospice was fairly new when we started designing for this sector, having been initially developed in 1967. However, as we will all be aware, hospices are now far more common in our communities and palliative care of all types has become an important part of our NHS and charitable sector healthcare models."

"The 12 hospices span the country geographically and the 30 year timeframe in which our own evidence-based design principles have also developed so, hopefully, will produce a fair representation of the sector as a whole."

The 12 hospices to be surveyed include a number of Marie Curie and Sue Ryder facilities, St Columba's in Edinburgh, St Gemma's in Leeds and Curraheen Hospital in Cork amongst others. Whilst catering for different numbers of patients with differing needs, the design principles



of these hospices has common strands, foremost of which is the preservation of dignity and choice of the patient.

We have been chosen to exhibit initial details of the research project at the Hospice UK Annual Conference in November. The project is also being published by BMJ Supportive & Palliative Care, an official journal of Hospice UK and inclusion of our research in a RIBA publication 'Pathways to Building Performance Evaluation' as part of their "Value of Architects" project.

Our aim is to publish the results of the Hospice Survey early next year.

CONCORDIA COMPLETE



(L to R) Chris Scurfield, Concordia Centre Manager, Clair Sanders, JDDK Project Architect and Dave Barrass, Senior Project Manager, Robertson Construction, in front of the region's first Clip 'n Climb facility at the Concordia Leisure Centre in Cramlington.

Main contractor, Robertson Construction, handed over the third and final stage of the £3.5m refurbishment of Cramlington's Concordia Leisure Centre to our clients, Active Northumberland and Northumberland County Council, on July 22.

The project, led by ourselves, had begun on site in September 2015 but required the centre to remain open throughout the construction period necessitating a phased approach to minimise disruption to both users and the general public around the site.

JDDK Project Architect, Clair Sanders, commented, "Phase I updated the current facilities to make maximum use of the existing space - the sports hall was divided in two with one half remaining unchanged while a themed four-storey soft play area for children of all ages was installed in the other. The hall also now hosts the region's first Clip 'n Climb facility, a series of climbing-based challenges that use an automatic belay device to make indoor climbing accessible for all ages and abilities."

Centre Manager, Chris Scurfield, commented:

"It's been a very successful project which has now produced a first class leisure facility for not only local people but also those from further afield who come to use the amenities. It was a real collaborative effort from all concerned, led by our architects, JDDK, and we're very proud of the result."

"Phase II started in November and included the creation of a new 10 lane, 10-pin bowling centre on the site of the former bowling green, a dedicated spinning studio with a tiered layout to optimise the use of the space and featuring virtual instructors as well as traditional group cycling classes. A new spa and updates to the dry changing areas and party rooms were also included. The third and final phase which has just completed, features improvements to the foyer and entrance including a new cafe, the creation of an additional fitness studio, and the relocation of Cramlington Library into the Leisure Centre."

Dave Barrass, Senior Project Manager of Robertson Construction added:

"The phased nature of the construction programme obviously created challenges as the safety of the general public has to take priority, but this has been a very successful project all round."

RETURN TO PRUDHOE

September also saw the official re-opening of Prudhoe Waterworld gym & fitness studios following a £500,000 Refurbishment with Cramlington-based contractors Compass Developments, on behalf of our client, Active Northumberland.

This was our second project at the facility following the 1999 extension development, which saw the creation of a crèche, fitness studio, poolside café/viewing area and foyer re-organisation. It was the present Project Architect, Stuart Franklin's, first commercial development, as he explained, 'It was a pleasure to revisit the centre and work with the staff to reconfigure the areas to provide a more cohesive use of space and also breathe new life into the building, which has always punched above its weight in terms of its size and the diversity of facilities it continues to offer. The centre was kept open throughout the construction works, which were split into two phases running consecutively over a three-and-a-half month



Prudhoe Waterworld's new gym facility

The slate slip clad wall.

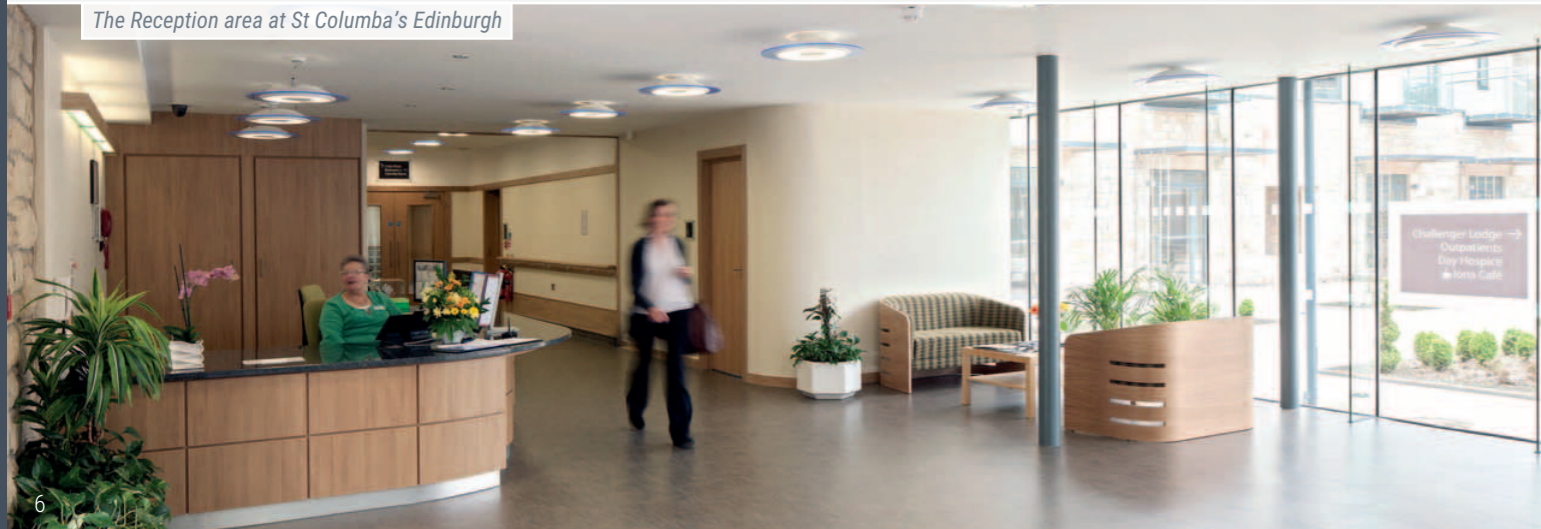
period. The scheme was completed on time and within budget, and maintains the quality of materials and workmanship present in the original extension.'

"The original layout had two gym areas divided by the entrance foyer, together with a crèche and separate studio. The new design has relocated the existing gyms and combined them into one space, sub-divided by a textured feature wall, finished in slate slips. We've also created two multi-purpose studio spaces in the former crèche/gym areas."

Richard Anderson, Waterworld's Centre Manager, commented:

"The project has made an amazing difference from what was a relatively modest budget. JDDK were great to work with and brought so much experience and ideas to the table - the feedback we've already had about the feature wall is terrific."

The Reception area at St Columba's Edinburgh



TREKKING FOR ST OSWALD'S

Congratulations to Stuart Franklin who spent two weeks in May trekking to Mount Everest Base Camp with ten other volunteers and helped raise some £56,000 for the hospice whilst also bringing in much needed tourism income into the Nepalese economy, still devastated by the earthquake of April 2015.



Stuart and his fellow trekkers reach Everest Base Camp

Stuart commented, "It was an amazing trip for an amazing cause and actually pretty emotional when we reached Base Camp after 10 very arduous days. We all had our fair share of altitude sickness (it's some 30,000 ft of steep ascent and descent) and other ailments but it was great to raise the money for St Oswalds and bring some money in for the Nepalese, especially the Sherpas. One day I'd love go back to help them."

GOODBYE TO ANN & HELLO TO JAKE

We said goodbye to our friend Ann Wannop in June on her retirement after 23 years with the practice as Administration Assistant. Ann joined us in March 1993 on a part time basis and has seen the practice grow and change in many ways through her shift.

Ann's looking forward to increasing her number of gym classes and supporting her husband, Robin, in his capacity as RFU Council member for Durham. We wish them well. Moving almost as fast as a Tory Cabinet

reshuffle, we are delighted to announce the appointment of Jake Jardine as Trainee Administrative Assistant under an Apprentice scheme. 18 year old Jake, from High Farm near Wallsend, joins the existing team of Angela Cowens and Romanda Jobson who have already taken him under their wing to teach the complexities of looking after the practice's affairs.



Jake Jardine

(L to R) Romanda, Ann and Angela



Clair Sanders

Tristan Cooper

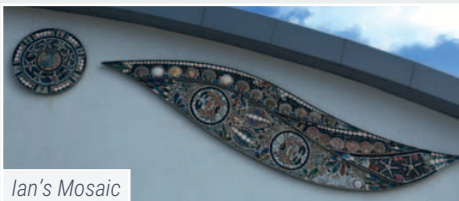
NEW ASSOCIATES

We are delighted to announce the appointment of Clair Sanders and Tristan Cooper as Associates. At the same time Nicky Hodgson, Stuart Franklin, Matt Holmes and Andy Rutherford have been promoted to Associate Directors.

AMBLE ON OUR MINDS

We revisited Amble as a practice on the Friday before the August Bank Holiday to remember our dear friend Ian Clarke who died a year and a day before.

On a beautiful sunny day, our thoughts were with Ian and his wife Judith who had commissioned a mosaic in memory of him and his work, particularly his role in transforming the harbour front of Amble into the Harbour Village - the sympathetic mix of working harbour



Ian's Mosaic

and popular visitor attraction it is today. The mosaic, by local artists Stephen Lunn and Julie Smith, is a beautiful, colourful and uplifting piece of work which is also so poignant to those that had the pleasure and joy of knowing Ian.

It's a wonderful setting to remember a wonderful man whom we all miss greatly.



Judith Bulmer and the JDDK team admire the new mosaic

PEOPLE'S PASSIONS BAKE OFF WITH SAM

Unless you've been on Mars for the past five years or so, you'll realise the craft of baking has undergone a huge revival with the hit TV show, The Great British Bake Off. What you may not realise, however, is that our Sam Dixon has been baking fantastic pastries, pies and cakes for a lot longer and has developed a reputation amongst those in the know that leaves even the great Mary Berry and Paul Hollywood way back in the shadows!

Sam explained her passion, "Both my Mum and my Grandma were great bakers and it's just something I've grown up with and love doing - it's mainly cakes as they are so easy and such fun to make (except the intricate royal icing decorations for my birthday show stoppers which can take forever) and I do them now not only for my own family, especially Charlie, our two year old, and his friends but also for our friends and, of course, bring the odd one in for colleagues at JDDK!"

"My favourite is probably a lemon drizzle cake, which everyone seems to like, but because I have a nut allergy, I very rarely have sweets or puddings when we go out to eat, so at least this way I'm sure of what I'm eating. I think the next stage is bread making but it takes so much time it's going to have to wait until we're less busy!"



The Dixon team at work

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