

Parkview Centre for Health and Wellbeing

White City, West London

One of Fulcrum's most ambitious projects

The Parkview Centre for Health and Wellbeing in west London is one of the **most complex and ambitious projects** ever tackled by Fulcrum.

Together with a crucial need for better healthcare provision in the local area, there was also a clear opportunity to deliver a much wider range of facilities to benefit the community. As a result, Fulcrum helped deliver a **vibrant new neighbourhood building** that offers a 'one stop shop' of health and social care, together with other facilities such as a pharmacy, supermarket and modern housing to help boost regeneration and inward investment into the area.

To further build on the important role Parkview plays in the local area, Fulcrum has developed some key partnerships and initiatives to engage with local residents and **help drive lasting change in the community** through better use of the healthcare facilities Parkview has to offer.

Using the **reach and influence of QPR football club**, Fulcrum helped deliver the **innovative 'R NHS' campaign** which was aimed at educating local supporters on the community-based health facilities available to them, helping **avoid putting further strain on nearby hospitals**.

The use of football-themed messaging such as *"The average A&E waiting time is the equivalent of two games of football - visit a walk-in centre and you can be seen by half-time"* offered an effective way of speaking to fans 'in their own language', helping increase impact and awareness. The **award-winning campaign** was launched at a Championship game, with social media content seeing huge engagement with local residents.



Key Facts about Parkview:

- Parkview was created under the **LIFT (Local Improvement Finance Trust)** initiative which brings together the NHS, the Dept of Health and private sector investors like Fulcrum to work in partnership delivering quality healthcare facilities. The building was delivered through Fulcrum's LIFT Company '**West London Health Partnerships Ltd**'
- **Key facilities include:** child development services, dentistry, podiatry, speech and language therapy, community social services, and four GP surgeries with space for up to 12 GPs
- By integrating modern new housing in the Parkview building, a total of **170 affordable homes were created**, making an important contribution to local housing pressures

Further information:

- For further information about **Parkview Health Centre** on the NHS website [please click here](#)
- To view some of the videos from the **award-winning 'R NHS' campaign**, please visit [here](#)