

## PRESS RELEASE

# Cureus to build new Erlen Residenz for emida in Meerbeck – Ground-breaking ceremony for 118 care places

- Symbolic groundbreaking ceremony on 30 March 2023 for Erlen Residenz
- 118 care places for long- and short-term care and preventative care
- In-house restaurant, hair and chiropody salon, laundry, fireside lounge, massage and therapy rooms planned
- Residence designed to highest modern standards and KfW 40 energy-efficiency requirements
- Cureus specialises in creating care homes with a clear focus on operators and residents
- Care specialist emida Pflegeresidenzen GmbH in place as future operator
- Completion and handover scheduled for late summer 2024
- New residence will create approx. 110 new and secure jobs

**Hamburg/Rheinbach/Meerbeck, 31 March 2023.** Cureus, an integrated property company that specialises in developing and actively managing its own care home portfolio, and emida Pflegeresidenzen GmbH as the future operator of the new residence in Erlenweg in 31715 Meerbeck (Lower Saxony) have jointly celebrated the symbolic groundbreaking ceremony for the new building. The general contractor is Olaf Joop Projektbau GmbH from Faßberg.

Wiebke Fehring, registered manager of emida, is delighted: “With our new residence in Meerbeck, our company will be opening another important facility in Lower Saxony. Meerbeck is lovable and livable, and we want to offer an attractive and extensive range of care services for seniors in the region in this contemporary complex. Together with the citizens of Meerbeck and the surrounding area, we have already been able to find a name for this new residence. In response to our appeal, many beautiful ideas were received, for which we would like to express our sincere thanks. In the end, we decided on the very appropriate suggestion 'Erlen Residenz'”.

Construction can now commence on a modern new building with three full stories and a recessed top floor on the approximately 7,700-square-metre site. The U-shaped Erlen Residenz will accommodate 118 residents and is being designed and built to the highly energy-efficient KfW 40EE standard. A biogas-fired combined heat and power plant (CHP)

will simultaneously generate electricity and heat. The residence's flat roof will be partially covered with gravel, which will serve to retain rainwater. In terms of design, the new emida residence in Meerbeck will blend in excellently with the surrounding built environment, in particular thanks to its bright, rectilinear facade, which is guaranteed to create an eye-catching architectural highlight. The first floor will be clad with light brown clinker.

Fabian Krüger, project manager at Cureus, outlines the upcoming construction process: "We are delighted that the building permit has been issued and now start the construction. Depending on the weather, we want to get started with the earthworks as soon as possible, followed by the construction of the floor slab and the ground floor. We are currently looking forward to completion and handover to our experienced operating partner emida Pfliegerresidenzen in late summer 2024 after a construction period of just 18 months".

### **Erlen Residenz – modern and with a comprehensive range of care services**

Wiebke Fehring of emida: "We will be providing a wide range of care services at Erlen Residenz that caters to residents' interests and needs. One of the core goals within our care concept is to give each resident as much attention as possible".

The fully barrier-free residence will have a gross floor area of around 6,250 square metres. The ground floor will welcome residents and visitors with a hotel-style lobby, a fireside lounge, and a range of services including a hair, manicure and pedicure salon.

The café FRÄULEIN müller restaurant will provide an attractive menu of freshly prepared food and will also be open to the public. In preparing the menu, emida attaches very great importance to a varied selection of delicious meals, exclusively prepared with fresh ingredients and seasonal fruits and vegetables. The menu will also include a daily vegetarian dish. The restaurant's terrace will open out to the residence's attractive outdoor facilities.

Each of the upper floors will be divided into two living groups, each with its own lounge, kitchenette and balcony. Two additional living groups will be situated on the ground floor and recessed top floor. Dividing the residence into smaller groups will guarantee a homely-family atmosphere for the residents, who will be accommodated in 118 modern, single rooms with private, where they will benefit from full inpatient, respite and short-term care. Half of the rooms (59) will be fully wheelchair accessible. Residents will have the option of furnishing their own rooms in order to create a cosy atmosphere and personalise their private spaces. A number of the rooms are being designed as tandem rooms for two people with a connecting door.

### **A focus on encounters, community and sociability – applications from prospective residents and co-workers are now being accepted**

"By opening our restaurant and hair and chiropody salon to members of the local community, we are empowering our residents and giving them an opportunity to participate in the social life of the surrounding area. An extensive programme of events will also support this valuable aim. This will allow us to deliver on our aspiration to offer our residents the highest possible quality of care and life, because the satisfaction of our residents and their relatives is our top priority", says Wiebke Fehring of emida. "Our employees are also an important component of our overall concept. Once completed, the new residence in Meerbeck will create around 110 new and secure jobs in care, administration, housekeeping and building services".

Prospective residents and employees can find out more via the company's website: [www.emida-residenzen.de](http://www.emida-residenzen.de). Applicants can submit their applications via email: [karriere@emida-residenzen.de](mailto:karriere@emida-residenzen.de).

## Central location and high-quality construction

The setting of the new emida Erlen Residenz in Meerbeck is close to the town centre, between Niedernwöhrener Landstraße and Eichenweg. In addition to direct access to the surrounding countryside, a supermarket, doctors' practice and social amenities are all easy to reach and no more than a few minutes' walk away. The centre of Meerbeck, home to a café, church and bus stops, is also mere moments away. The bus lines provide optimal connections between Meerbeck and the other towns and communities in the surrounding area. The grounds of the residence will also be equipped with ample bicycle and car parking spaces, ensuring optimal accessibility for visitors, residents and caregivers alike. The park-like outdoor facilities will also be available to all residents for exercise, health, relaxation and socialising.

The new building will be designed and build in accordance with the Cureus standard for system care homes. This is based on uniform, high quality standards and is oriented, among other things, to the requirements of care home operators, with an added focus on the residents and care staff. In this way, all structural processes and properties are optimised, from the inside to the outside: This includes, for example, the size and arrangement of rooms to optimise space and walkways. Cureus care homes are also designed and equipped for maximum utility: corridors always receive as much daylight as possible; every room has floor-to-ceiling windows, and the modern bathrooms and window fronts always follow the same standardised system approach. Each property's architecture and facade incorporate individual touches and are constructed to the highest quality standards, integrating seamlessly into their surroundings. The Cureus system approach also prioritises sustainability, both in terms of a care home's long-term economic viability and its impact on the environment. For example, all Cureus care homes target the KfW Efficiency House 40 standard, while the bulk procurement of floor coverings and elevator systems, for example, achieves cost synergies, and long-term maintenance contracts covering several properties also reduce costs for care home operators. The constant review and optimisation of the Cureus system care home standard guarantees the construction of care homes that truly meet demand.

## Giving care the space it needs

Many people are aware of the shortage of nursing staff and are actively implementing appropriate measures to solve the shortage, but there is little awareness of the undersupply of nursing homes. According to a recent study by bulwiengesa ([find here](#)), up to 600,000 new care places need to be built across Germany by 2040, but construction is lagging behind. Cureus is constantly on the lookout for new plots of land to implement its proprietary system approach and accelerate the construction of modern care facilities. Property offers can be sent to [ankauf@cureus.de](mailto:ankauf@cureus.de) at any time.

## Images & Downloads



**Visualisation** emida Erlen Residenz in Meerbeck, Lower Saxony, a Cureus project

[...Download here...](#)

**Copyright:** Plan & Bauwerk (Winsen/Aller), Jan von Hörsten



**Photo** Symbolic groundbreaking ceremony on 30 March 2023 for emida Erlen Residenz in Meerbeck, f.l.t.r.: A. Borschke, Mayor of Niedernwöhren; F. Krüger, Project Manager Cureus; H. Rosenbrock, Site Manager Joop Projektbau; W. Fehring, Authorised Signatory emida; S. Druschke, Mayor of Meerbeck; T. Bachmann, Mayor of Niedernwöhren, Lower Saxony, a Cureus project

[...Download here...](#)

**Copyright:** Susanne Bakemeier



**Photo** Symbolic groundbreaking ceremony on 30 March 2023 for emida Erlen Residenz in Meerbeck, f.l.t.r.: T. Bachmann, Mayor of the municipality of Niedernwöhren; S. Druschke, Mayor of the municipality of Meerbeck; W. Fehring, authorised signatory emida; F. Krüger, project management Cureus; H. Rosenbrock, site manager Joop Projektbau; A. Borschke, Mayor of the municipality of Niedernwöhren, Lower Saxony, a Cureus project

[...Download here...](#)

**Copyright:** Susanne Bakemeier



**Whitepaper** „Optimised, unique, scalable – care home properties following a system“ (only available in German)

[...Download here...](#)

## About Cureus GmbH

Cureus GmbH has its operational headquarters in Hamburg and, with more than 15 years of experience and a team of around 160 employees, is an experienced integrated property company with special expertise in care homes in Germany that develops and manages its own property portfolio actively, while repeatedly selectively putting individual properties up for sale.

With the “system care home” standard Cureus has developed a unique standard for homes for inpatient care and assisted living, which can be implemented as a scalable solution independent of the location. Based on the current legal requirements as well as the needs of operators, residents, and communities, Cureus is establishing new, consistent quality standards with its system care homes. The company is thereby offering a highly efficient product, which combines higher cost-efficiency at lower cost structures with improved living and service quality in the care sector. [www.cureus.de/en](http://www.cureus.de/en)

## About emida Residenzen

emida Pflegeresidenzen GmbH, based in Rheinbach, is part of the emida family and was founded by Managing Director Michael Müller with the aim of providing the highest possible quality of care and living for the residents entrusted to him and his staff. Of course, emida is not only backed by new modern real estate for the residents, but also by innovative concepts with the highest quality standards for the entire team. The 100% satisfaction of the residents and their relatives has absolute priority. We are aware that our offers have to adapt to the individual resident. It must not be that the resident has to adapt to the concepts. Here emida

wants to break new ground! The reorientation in the residence concerns the whole resident as well as his family environment.

Being human always has a future – that is emida's mission statement. No matter what form of care support our residents want from us. Their above-average satisfaction is one of our most important goals. Together we live our mission statement in order to achieve our goals every day anew. emida currently concerns itself with six residences in Hille-Hartum, Liebenau, Mechernich, Minden, Nettetal and Stadthagen-Meerbeck. All facilities have good accessibility, a lively infrastructure and modern architecture. Single rooms and top facilities for the benefit of residents, employees and visitors are a matter of course for the company. [www.emida-residenzen.de](http://www.emida-residenzen.de)

### Media contacts

Susanne Bakemeier

emida Residenzen

+49 160 1517 946

[susanne.bakemeier@emida-residenzen.de](mailto:susanne.bakemeier@emida-residenzen.de)

Christoph Wilhelm

Cureus GmbH

+49 171 56 86 575

[cw@cureus.de](mailto:cw@cureus.de)