

McCarthy & Stone

CONSULTATION REPORT

344 London Road, Waterlooville

August 2010



nexcommunications

...consultation report

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Executive Summary

McCarthy & Stone is submitting a planning application to Havant Borough Council for the redevelopment of 344 London Road, Waterlooville with private Retirement Living (sheltered) housing for the elderly.

This report details the pre-application public exhibition held on Monday 19 July 2010, as part of McCarthy & Stone's commitment to consulting with the community in relation to its development proposals.

The exhibition was attended by 31 residents and five Borough Councillors, who took the opportunity to view the proposals and discuss them with members of the development team. Comment forms were available for attendees to fill in either at the exhibition or afterwards and returned via a freepost envelope available at the exhibition to take away. In total 13 forms were completed (at and following the exhibition) with ***92% of respondents indicating complete or qualified support for the proposal***.

The key benefit of the pre-application consultation event was that the local community was able to view the proposals, comment on them, ask questions and take the opportunity to meet with members of the development team before a planning application was submitted.

McCarthy & Stone will continue to consult with the community by providing a Freephone 0800 number to listen and respond to any queries or comments regarding the proposals.

Statement of Community Involvement (SCI)

Havant Borough Council requires developers with major development proposals to undertake pre-application community consultation.

McCarthy & Stone has conducted all pre-application consultation in line with Havant Borough Council's Statement of Community Involvement (SCI) guidelines. McCarthy & Stone appointed community consultation specialists Nex Communications to deliver pre-application consultation in accordance with the adopted SCI.

Background

McCarthy & Stone is proposing to redevelop land at 344 London Road, Waterlooville with 27 one bedroom and 11 two bedroom private apartments for the elderly, with 16 associated car parking spaces. These proposals would feature a communal lounge, guest suite, 24 hour careline and house manager during office hours along with attractive amenity space.

The proposed development site represents an excellent location for retirement living housing for the elderly as it lies in a sustainable position adjacent to many shops and services, as well as being well served by public transport.

Methodology

Prior to submitting a planning application for redevelopment of the site, and as part of its commitment to consulting with the community in relation to its development proposals, McCarthy & Stone held a public exhibition in the Main Hall of the Waterloovile Baptist Church, 368 London Road, Waterlooville from 3.00pm – 7.30pm on Monday 19 April 2010. A preview session was also held for local politicians between 2.00pm – 3.00pm. The venue was within a short walking distance of the site, was disabled accessible, and was large enough to accommodate over 80 people at one time.

Local residents, businesses, the Waterlooville South Community Board, Waterlooville & District Residents' Association and politicians were invited to the exhibition by formal letters of invitation (Appendices A & B).

The exhibition illustrated McCarthy & Stone's plans for the redevelopment of the site with private Retirement Living accommodation for the elderly. The exhibition provided attendees with the opportunity to view and comment on the plans. Attendees were able to meet with representatives from the development team, including the architect, who were able to answer any questions. A hand out with information on the scheme was available for attendees to take away (Appendix C).

Methodology

Invitees

Residents and businesses

267 neighbouring residents and businesses were invited to attend the public exhibition. In addition the invitation was extended to the Waterlooville South Community Board and the Waterlooville & District Residents' Association.

Media

The Portsmouth News was send a press release advertising the exhibition and inviting its journalists to attend (Appendix E).

Local Politicians

The following Councillors and MP were invited to preview the consultation event:

- Havant Borough Council Ward Members for Waterloo Ward
- Havant Borough Council Development Control Committee Members
- Havant Borough Council Cabinet Portfolio Holder for Planning & Development
- Member of Parliament for Meon Valley
- Hampshire County Councillor for Waterloo & Stakes North Electoral Division

Feedback Mechanisms

Comment forms were provided at the event and could be returned either during the exhibition or afterwards, using the Freepost envelopes provided.

Methodology

The comment forms enabled respondents to make formal comments on the proposals and provided them with the opportunity to indicate whether they supported, supported with reservations or objected to the proposals. An example comment form is included in Appendix D.

In addition, a Freephone number was made available before and after the exhibition and included on all communication, to ensure that the local community and those who were unable to attend the event could request further information and feed back any comments made on the proposal.

Feedback

Comment forms

36 people attended the exhibition, including five Borough Councillors, and 13 comment forms were received in total. The results are detailed below:

Supporter	10
Supporter with reservations	2
Objector	1

92% of respondents indicated complete or qualified support for the proposals.

Additional Comments

Alongside the above responses, further comments were made about the proposals, as detailed below:

The proposed development will be a major improvement to the area	5
Design is attractive / in keeping / excellent	5
Seriously considering buying an apartment in the development	3
Traffic on the main road may be a problem	3
Frontage should be attractively landscaped / screened	2
Too high	2
Looks more expensive than Homewater House	2
Overlooking neighbours (Jade Court, Westfield Gardens)	1
Facilities in the proposals are good	1
Peverell are the best management company	1
Pleased to have pre-application consultation	1

This is the most acceptable proposal to date	1
Looks to be very viable	1
Homewater House has caused problems with light, noise overlooking etc	1
Peverell are not very helpful when there is a problem	1

Exhibition Analysis

The public exhibition provided the local community with the opportunity to view the plans and discuss any thoughts they had on the scheme with representatives from the development team. Members of the development team illustrated that the scheme has been designed to respond to neighbouring properties through the use of building materials, consideration of height and overlooking.

As outlined above, 92% of respondents indicated complete or qualified support for the proposals, with the main areas to receive comment being that the proposed development will be a major improvement to the area (38%) and approval of the proposed design (38%).

23% of attendees were concerned that the increase in traffic movements from the proposed development may cause delays. It was explained by McCarthy & Stone representatives that the scheme would be a low traffic generator as it has been designed for the elderly, many of whom would not own cars or would be looking to relinquish their car. Members of the development team were able to explain that McCarthy & Stone has completed more than 900 developments across the UK and in its extensive experience the proposed level of car ownership would not significantly affect traffic flows.

A variety of individual comments were made covering a range of topics from consideration of purchasing the finished product to comparisons to previous schemes. All these additional comments are detailed in the previous table.

Conclusion

The exhibition enabled the development team to explain the context of the scheme to attendees and answer any queries. Attendees took the opportunity to view and comment on the plans before the submission of the application and to have the scheme explained to them in detail, on a one-to-one

basis. Thirteen comment forms were received of which ***92% indicated complete or qualified support for the scheme.***

All verbal and written feedback from the public exhibition carried out by McCarthy & Stone has been discussed and considered during the preparation of the submitted planning application.

McCarthy & Stone will continue to update local residents to ensure that communication is maintained throughout the planning application process. The Freephone information line will continue to be operational until determination of the planning application, should the local community have any further questions.

The key benefit of the public consultation exercise was that the local community was able to view McCarthy & Stone's plans for the site and find out more about the proposals, including details of the design and height. The team was able to respond to questions and took the opportunity to clearly explain the architectural style and design approach.

Appendices

Appendix A – Resident Invitation Letter

Appendix B - Councillor Invitation Letter

Appendix C - Exhibition Handout

Appendix D – Exhibition Comment Form

Appendix E – Exhibition Press Release

Appendix F – Exhibition Photographs

Freephone Information Line: 0800 169 8766

Name
Address

9 July 2010

Dear Resident

McCarthy & Stone - Invitation to a public exhibition in relation to a proposed Retirement Living Development at 344 London Road, Waterlooville

On behalf of our client, McCarthy & Stone, we are pleased to invite you to a public exhibition in relation to the proposed development of the above site.

The exhibition will be held on:

Date: **Monday 19 July 2010**
Location: **Main Hall, Waterlooville Baptist Church, 368 London Road, Waterlooville PO7 7SY**

Time: **3.00pm – 7.30pm**

The exhibition will provide a valuable opportunity for the local community to view the proposed scheme prior to the submission of a planning application and the development team will be pleased to answer any questions. Additionally, comment forms will be available on the day of the exhibition for you to provide feedback and opinions.

About McCarthy & Stone
McCarthy & Stone is the leading builder of retirement developments in the UK, responsible for constructing over 1,000 developments over the past 30+ years. Developments are designed to provide specialist accommodation for the elderly, with communal facilities all designed to meet the particular needs of the elderly.

We hope that you will be able to attend the exhibition and meet with our representatives on the day. In the meantime, should you have any further questions, please do not hesitate to contact us on Freephone **0800 169 8766.**

Yours faithfully

Naomi Crassweller
naomicrassweller@nexcommunications.co.uk

Freephone Information Line: 0800 169 8766

Name
Address

9 July 2010

Dear Councillor

McCarthy & Stone - Invitation to preview a public exhibition in relation to a proposed Retirement Living Development at 344 London Road, Waterlooville

On behalf of our client, McCarthy & Stone, we are pleased to invite you to preview a public exhibition in relation to the proposed development of the above site.

The exhibition preview will be held on:

Date: **Monday 19 July 2010**
Location: **Main Hall, Waterlooville Baptist Church, 368 London Road, Waterlooville PO7 7SY**

Time: **2.00pm – 3.00pm**

McCarthy & Stone is also keen to provide information relating to the scheme to the local community. The exhibition will be open to members of the local community on Monday 19 July from 3.00pm – 7.30pm at the same venue. If you are unable to attend the preview session, please do come along during this time.

The exhibition will provide a valuable opportunity for the local community to view the proposed scheme prior to the submission of a planning application and the development team will be pleased to answer any questions.

About McCarthy & Stone
McCarthy & Stone is the leading builder of retirement developments in the UK, responsible for constructing over 1,000 developments over the past 30+ years. Developments are designed to provide specialist accommodation for the elderly, with communal facilities all designed to meet the particular needs of the elderly.

We hope that you will be able to attend the exhibition and meet with our representatives on the day. In the meantime, should you have any further questions, please do not hesitate to contact us on Freephone **0800 169 8766.**

Yours sincerely

Naomi Crassweller
naomicrassweller@nexcommunications.co.uk

About McCarthy & Stone

McCarthy & Stone is the leading builder of retirement developments in the UK, responsible for constructing over 1,000 developments for over 30 years. Developments provide specialised accommodation and communal facilities, all specifically designed to meet the particular needs of the elderly.

McCarthy & Stone developments enable older people to remain living in the community while enjoying peace of mind and receiving the care and support that they need. Apartments are age restricted to those over 60 years and are only available to buy, offering residents a safe secure environment with all the benefits of maintaining their independence whilst retaining their home ownership.



Photo of a typical bedroom in a McCarthy & Stone Development



Photo of a typical residents' lounge in a McCarthy & Stone Development

What the Proposed Development at Waterlooville Offers

- 27 one bedroom and 11 two bedroom private apartments for the elderly
- A lift installed to provide level access to all apartments
- 16 car parking spaces and a mobility scooter store would be provided on site to serve the development
- Communal facilities including a residents' lounge, lift, laundry and guest suite, all of which help create a sense of community within the development
- Office accommodation for a house manager who will oversee the day-to-day running of the development
- Apartments located in one building linked by heated corridors accessed from a secure entrance
- Communal facilities located in the heart of the scheme, to ensure they are easily accessible to residents
- The provision of a 24-hour Careline Alarm system within each apartment and all communal areas, providing additional support and security for residents

Landscaping
Quality landscaped borders and amenity space for the development would provide an attractive outlook for the elderly residents.

It is the responsibility of the management company to maintain these, thus safeguarding the interests of both the owners and the local community.

Car parking
A total of 16 car parking spaces are proposed to serve the development. This type of housing is a passive residential use with very low levels of car ownership and traffic generation. Given the site's location within easy walking distance of local shops in the town centre, the nature of the proposed development and experience gained at more than 1,000 similar developments, McCarthy & Stone considers the proposed car parking appropriate to support the needs of this scheme.

Overall Benefits of the Proposed Development

- Meeting an identified priority local housing need that would directly benefit the local community
- Offer local people an improved housing choice; approximately 80 per cent of residents who purchase McCarthy & Stone apartments are existing owner-occupiers from within the local community
- A positive 'knock-on' effect for the wider community through the release of under-utilised family housing stock onto the market, as elderly residents move to accommodation more suited to their needs
- Efficient reuse of an urban, previously developed Brownfield site, helping to reduce pressure for housing developments on Greenfield land
- A boost to the local economy, as residents of retirement living developments tend to relinquish their cars and rely on local shops and services for their everyday needs

Your Comments Count

Your views are important to us and we welcome your feedback on the proposals. Comment forms have been provided and we would be grateful if you could take the time to complete one. If you are unable to complete a comment form today, please do take the opportunity to take away a form and return this to us using the Freepost envelopes provided.

Following the exhibition, all feedback received will be evaluated and considered during the preparation of the planning application.

Freephone information line
If you require any further information, please do not hesitate to contact us on our Freephone information line 0800 169 8766 or via email at info@nexcommunications.co.uk.

Thank you for taking the time to attend the exhibition.

COMMENT FORM

**McCarthy & Stone Retirement Lifestyles Ltd –
Proposed Development of Retirement Apartments at
344 London Road, Waterlooville**

Monday 19 July 2010

Your comments are important to us and form part of the consultation process for these proposals. You do not have to provide your name or address, but if you do, we will not pass on your personal details to any third parties.

Supporter ☐ **Supporter with reservations** ☐ **Objector** ☐

Your comments:.....

If you would like further information on McCarthy & Stone and its products please tick here ☐

Name..... **Address**.....

If you have any further questions, please do not hesitate to contact us on our Freephone information line: 0800 169 8766

Please return your comment forms via Freepost by 28 July 2010. If you do not have a Freepost envelope please send the form to: Nex Communications, 16 Brunswick Place, Southampton SO15 2AQ

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12 JULY 2010

MCCARTHY & STONE RETIREMENT LIVING PROPOSALS ON DISPLAY FOR PUBLIC CONSULTATION

Proposals by McCarthy & Stone to redevelop land at 344 London Road, Waterlooville (the former Jewsons depot) will be unveiled to the local community at a public exhibition next week.

The exhibition is being held on Monday 19 July 2010 in the Main Hall, Waterlooville Baptist Church, 368 London Road from 3.00pm to 7.30pm and will display the proposals for Retirement Living accommodation for the elderly.

The exhibition will enable the local community to view and comment on the plans before a planning application is finalised and submitted to Havant Borough Council. Visitors will have the opportunity to meet with representatives from the development team who will be present to explain the plans and answer questions. McCarthy & Stone is also providing a Freephone information line to respond to any queries before or after the exhibition.

McCarthy & Stone's Retirement Living proposals include a mix of one and two-bedroom apartments. Both types of apartments are tailored to retirement peoples' needs, with onsite facilities including a 24-hour Care Line service, a house manager during office hours, residents' lounge, guest suite offering visiting friends and family the opportunity to stay overnight and attractive landscaped gardens.

Mike French, Regional Managing Director for McCarthy & Stone South East said: "We believe that talking to the local community is extremely important to ensure that they are aware of our proposals for the site and their views can be taken into

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consideration before our planning application is submitted. We look forward to meeting with visitors to the exhibition and answering their questions."

McCarthy & Stone provides two-thirds of Britain's private retirement properties and has won top prizes in the British Housebuilder Awards for the last seven years running. McCarthy & Stone developments have won numerous design awards throughout the UK, including a scheme that has recently been recognised by the Prince's Foundation for the Built Environment for adopting good design principles that help improve the quality of life for the people who will live there.

Members of the community can call the Freephone information line on 0800 169 8766 if they have any questions about the proposed scheme or exhibition.

-ENDS-

Press enquiries to Naomi Crassweller on 023 8071 3000 or 07919 154714

Notes to Editor:

A Councillor preview session will run from 2pm – 3pm at the same venue ahead of the public exhibition.

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Appendix F – Exhibition Photographs





Appendix F – Exhibition Photos



