

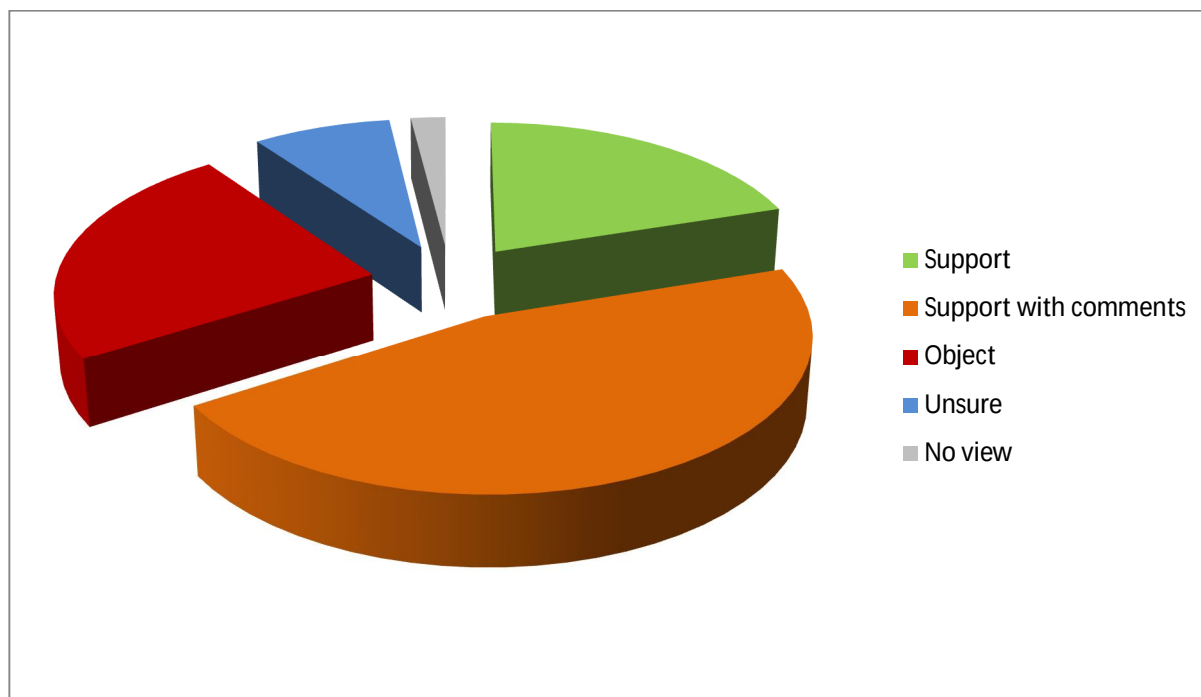
FEEDBACK ANALYSIS

Proposals for the redevelopment of land at 38-44 London Road, Purbrook

Overall results received up until 12 August 2015

(All percentages in this document have been rounded up to the nearest whole number)

Type of Feedback	Support	Support with comments	Object	Unsure	No view	Total
Postcard	5 (31%)	6 (38%)	7 (19%)	1 (6%)	1 (6%)	16 (100%)
Feedback Form	5 (15%)	17 (50%)	9 (26%)	3 (9%)	0	34 (100%)
Total	10 (20%)	23 (46%)	12 (24%)	4 (8%)	1 (2%)	50 (100%)



Overview

McCarthy & Stone recently held a public exhibition to display its proposals for the redevelopment of land at 38-44 London Road, Purbrook with Retirement Living accommodation. The exhibition took place between 3:00pm and 7:00pm at the St John's Church Hall, London Road, Purbrook, PO7 5LQ.

Residents, local stakeholders and third party groups were invited to attend the exhibition and speak with the project team.

A total of 74 individuals signed the visitors' book, with a total of 50 feedback responses received via 16 pre-paid postcards and 34 feedback forms. 66% of the responses received were supportive in principle, either stating outright support for the proposals or giving support with specific reservations. 24% of the respondents were in objection to the proposals. 8% of respondents remained non-committal or unsure in their feedback and 2% expressed no view, returning a blank feedback card with address only.

The main comments raised through the feedback received express the view that this proposed development is a good use of the site but highlight concerns regarding the main access point.

Other comments raised expressed disappointment that the existing flint building is not being retained, while some residents expressed concerns over the impact commercial units will have on parking in the area as well as their impact on other local businesses. As well as this, some residents expressed concerns regarding the loss of the current business on site for the local community.

Many of the respondents were supportive of the provision of this specialist form of housing for the area and felt that the design was attractive and in keeping with the local area. Respondents overall indicated that they felt the consultation undertaken was informative.

The analysis will be divided into individual sections in order to address the specific questions asked via the different feedback forums.

Below is a top-line breakdown of all comments received from the feedback forms, postcards and the online feedback form.

NB: *The table below summarises the comments and concerns of all postcards, feedback forms and feedback via online submission, received to up to 12th August 2015 (16 postcards and 34 feedback forms). Percentages are based on the number of responses received and have been rounded up to the nearest whole number and, due to the fact that many respondents expressed more than one concern, these percentages will not add up to 100%.)*

Analysis of all 50 feedback responses

Summary of comments:

Theme	Total
Respondents felt this is a good use of the site	19 (38%)
Respondents had concerns about the access point off London Road	18 (36%)
Respondents were unhappy about the loss of the existing flint building	9 (18%)
Respondents liked the design	6 (12%)
Respondents had concerns regarding the impact of the proposed commercial units on parking and businesses in the area	6 (12%)
Respondents were concerned by the loss of businesses	6 (12%)
Respondents liked the use of flint in the proposed design	2 (4%)
Respondents felt this type of development is much needed	2 (4%)
Respondents had concerns regarding noise generated by the main road and Masonic Centre	2 (4%)
Respondents felt the proposed building is too high	2 (4%)
Respondents felt the proposed layout is too close to the main road	2 (4%)
Respondents felt there is too much traffic on the London Road	2 (4%)
Respondent felt the proposals will be good for local business	1 (2%)
Respondent liked the retained flint wall	1 (2%)
Respondent felt the current site is an eye sore	1 (2%)
Respondent felt the proposals are not in keeping with the area	1 (2%)
Respondent would prefer to see affordable housing for younger people	1 (2%)
Respondent didn't like the kitchens	1 (2%)
Respondent believed the proposals would spoil the character of the village	1 (2%)

Breakdown of the responses to the specific questions featured on the feedback forms

NB: The postcards and online feedback forms did not address the same specific questions which feature on the feedback forms, and are therefore analysed separately below. The first part of the analysis relates only to the 34 feedback forms received, it should also be noted that not all respondents provided a comment to each question asked on the feedback forms or simply answered 'Yes' or 'No'.

How informative have you found the consultation?					
Total responses	Very informative	Somewhat informative	Not informative	Don't know	Blank
34	18	14	1	0	1

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"Nice to see what is proposed and to be consulted."</i>	Alameda Way
<i>"Was good to be able to ask direct questions and see plans."</i>	Stakes Road
<i>"Good artist impression of site. Good plans of what current flats offers and friendly staff to talk to."</i>	Purbrook Gardens
<i>"Good visual impressions. Good explanations/answers to queries."</i>	London Road
<i>"Nice to see the pictures."</i>	London Road
<i>"It provided answers to some of the questions we had."</i>	Park Avenue
<i>"Artists impression often bears little idea of true building and quality of building works."</i>	Westbrook Grove
<i>"As the plans are not fully formed, there were several unanswered questions."</i>	The Crescent

Do you welcome the provision of specialist housing for local older people in your area?					
Total responses	Yes	Yes with comments	No	No view	Blank
34	21	3	7	0	3

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"With the spread I have noted, locally and further afield, there is a need for such developments which in turn opens the area to more affordable homes for first-time buyers."</i>	Fielder Court
<i>"We already have Fielders Court and Christyne Court and huge amounts being developed in Waterloooville."</i>	Stakes Road
<i>"Yes, but there seems to be a lot of flats being built in the area."</i>	Montgomery Walk

<i>"Yes – much needed!"</i>	London Road
<i>"Not at the expense of local businesses, we have lost enough shops and businesses already."</i>	Stakes Road
<i>"No not really. We need the businesses that are there, both for our own trade - roofing and the garage. We have 3,000 houses going on already on the London Road"</i>	London Road
<i>"No. Already catered for both private and council. Also drain on already overwhelmed surgeries."</i>	Westbrook Grove

Do you consider that this is a good use of this site for specialist housing for local older people?					
Total responses	Yes	Yes with comments	No	No view	Blank
34	19	6	7	1	1

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"With reservations - I have concerns about the loss of employment and for the existing businesses on the site."</i>	Crofton Close
<i>"It depends on the cost of the apartments."</i>	Stakes Road
<i>"It is better than social housing."</i>	London Road
<i>"Affordable housing for young people would be better use of land as no affordable housing at Berewood development in Purbrook."</i>	Purbrook Gardens
<i>"No - the businesses are always busy used by locals and important to the local economy, the land is only being sold for greed."</i>	Stakes Road
<i>"A good use of the site but it may be a bit too close to main road. I would hope for a little more privacy and seclusion."</i>	Fielder Court
<i>"I am sure Purbrook will thrive with the added business. Would be good to incorporate the old house."</i>	Stakes Road

Do you have any comments on the design and layout of the proposals?

NB: The table below summarises the comments and concerns of the responses received for this question on the feedback form (relating only to the feedback forms which provided comments).

Comments received:

Comment	Road
<i>"Would be important to stick to a flint exterior."</i>	London Road
<i>"Design looks to be good. If it were to go ahead, hopefully design would not change from outline plan."</i>	London Road
<i>"Concerned about access, particularly for vehicles exiting onto the London Road. Should be left turn only? Where is the parking for the commercial"</i>	Old Van Dieman Road

<i>units?"</i>	
<i>"Concerned about residents access/egress on to London Road. Would Stakes Road not be a better alternative?"</i>	London Road
<i>"The layout is broadly acceptable. The proposal to demolish the existing building and replace it with one of greater bulk is unacceptable. This is a historic building (the first or second vicarage) and of importance to the village. Its height should not be used as a benchmark for the development."</i>	Crofton Close
<i>"I would like to see the original flint building kept."</i>	The Crescent
<i>"There is not enough parking space allocation to allow for carers/visitors. No provision has been made for the staff parking for the 2 retail units or their customers. The only car park (public) that's left (behind the woodman) will also be going for development in the future. Where do people park?"</i>	Stakes Road
<i>"Stakes Road is already overrun with cars so I am glad that the entrance is to be on London Road. May need more than 31 parking spaces."</i>	Stakes Road
<i>"Disappointed existing flint building is not being retained simply because it's not listed and therefore you don't have to. Still concerned not enough parking and with the commercial units there will be an increase in on-street parking."</i>	Stakes Road
<i>"Delighted at use of retaining wall on to footpath, as it is in keeping with the area. Also the facing on the corner house."</i>	Crofton Close
<i>"Entrance would be safer if on Stakes Road. Not enough parking spaces provided for residents and visitor. 42 residences 35 parking spaces! Most elderly people still drive these days + visitors."</i>	Purbrook Gardens

How did you hear about this consultation?

NB: The table below relates only to the 34 feedback forms received. Percentages are based on the number of responses received and have been rounded up to the nearest whole number and, due to the fact that some respondents indicated that they heard about the consultation by more than one forum, these percentages will not add up to 100%.

Method	Frequency
Direct mailing	28 (82%)
Locally	2 (6%)
Previous consultation	3 (9%)

Breakdown of the general comments received via the feedback forms, online feedback forms and postcards:

Do you have any general comments about the proposals? / Any additional comments
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Below is a breakdown of the key themes that arose in response to questions relating to general comments on the feedback forms. The analysis of additional comments received via the postcards have also been incorporated into this part of the summary.

***NB:** The tables below summarise the comments and concerns of all postcards, online feedback forms and feedback forms received to date.*

Examples of comments on feedback forms:

Comment	Road
<i>"We feel that there will be major traffic delays if the bus-stop is left in its current situation. It should be moved into a lay-by at the end of Stakes Road"</i>	Park Avenue
<i>"My main major concern is the access from A3"</i>	Hambledon Road
<i>"Concerns regarding the use of adjacent Masonic Hall - with entertainment licence - which conflicts with this proposed development."</i>	Hunters Road
<i>"Like the design - not too high lots of flint etc. complementing local buildings"</i>	London Road
<i>"Is there any way the flint house could be retained? As it is an historical part of the village"</i>	Alameda Way
<i>"Yes. I am worried about the local shops and don't think the development needs two shops."</i>	Purbrook Gardens
<i>"We have 3.5k houses being built on open fields. Why do we need more houses? Could these houses not be built on the field site?!"</i>	London Road
<i>"Parking within Purbrook and the Stakes Road area is already a problem. Pedestrians with pushchairs/wheelchairs are having to walk into the road to get round parked cars already. With inadequate provision within this development (and it is) it will only get worse and emergency vehicles and service vehicles will struggle to access the site."</i>	Stakes Road
<i>"If we need and have to have more housing. I would rather have this development than social housing."</i>	London Road
<i>"I think having the vehicle access on the London Road will cause a great deal of congestion especially with all the other building in the locality."</i>	The Crescent
<i>"Will there be enough parking spaces for tenants and visitors?"</i>	Crofton Close
<i>"The frequent long queues of traffic on this road, and the fumes given off, will get much worse when the new housing estate, south of Waterloo, is completed."</i>	The Crescent
<i>"Parking is already difficult for residents in the immediate vicinity - so by including retail units cannot be supported and I cannot see that units are needed in the area - there are already enough."</i>	London Road

Examples of comments on feedback cards:

Comment	Road
<i>"A friend of mine is losing his trading premises and I think the 3 storey section is too high for Purbrook."</i>	Marrelwood Gardens

<i>"What will happen to the old house on this site? Too many old buildings being torn down!"</i>	Stakes Road
<i>"Will be ideally situated when I need to downsize."</i>	Elstead Gardens
<i>"Purbrook is being over-developed and losing its uniqueness. The old flint building needs saving. Purbrook and its heritage needs protecting. No more building. No more traffic. Traffic gets worse every year."</i>	Purbrook Gardens
<i>"Please keep this building in tune with the old village it will be sitting in and not a modern eyesore."</i>	Montgomery Walk
<i>"Great location though it would be a shame to lose the flint house on the corner on Stakes Road/London Road. Could it not be incorporated in some way?"</i>	Crofton Close
<i>"This is a small village and I feel the new development should reflect that in design rather than having a vast modern building which overwhelms."</i>	Purbrook Gardens
<i>"Any plans for some community aspect as I have been trying to find premises in Purbrook to establish an amateur boxing club in the area?"</i>	Stakes Road
<i>"Special care needs to be given to sight lines up and down the road at the point of egress. Please try to retain the old boundary wall on London Road."</i>	London Road
<i>"I have no problems but would like to see flint building; - roof material shop - somehow kept in development to match church etc."</i>	Crofton Close
<i>"Welcome this application/development. The existing premises/businesses are an eyesore. This can only be an improvement to the local area."</i>	Fielder Court