

Statement of Community Involvement

Land at 38-44 London
Road, Purbrook

August 2015



Contents

Executive Summary.....	2
1. INTRODUCTION.....	4
2. BACKGROUND.....	5
2.1 Proposal site.....	5
2.2 Proposal	5
3. PRE-APPLICATION CONSULTATION.....	6
3.1 Statement of Community Involvement	6
3.2 Contacting Statutory Bodies	7
3.3 One-to-one Stakeholder Briefings	7
3.4 Public Exhibition.....	9
3.5 Exhibition Display.....	13
3.6 Dedicated Website.....	14
3.7 Post-paid and 0800 Comment Facility	15
3.8 Review of Comments	17
3.9 Response to Comments	Error! Bookmark not defined.
4 Post-Application Consultation	25
4.1 On-going Stakeholder Engagement	25
4.2 Updating Materials	25
4.3 Letters to Interested Parties	25
5. APPENDICES	27

Executive Summary

McCarthy & Stone is committed to consulting with the local community regarding its proposed redevelopment of land at 38-44 London Road, Purbrook. Residents and stakeholders were given the opportunity to provide their feedback regarding the proposals at all stages of the public consultation via a number of different channels. A freephone information line was made available throughout the planning process for interested parties to receive further information and provide their feedback to the project team.

The consultation process included offering early one-to-one meetings with neighbouring residents, third party groups and key stakeholders to view the proposals prior to them being displayed to the wider community. These meetings were held on Wednesday 8th July 2015 at St John's Church Hall, London Road, Purbrook, PO7 5LQ.

A public exhibition was also held on Thursday 6th August 2015 at St John's Church Hall, London Road, Purbrook, PO7 5LQ, to which over 1,000 local residents and businesses were invited to attend, alongside 29 key stakeholders. 74 people signed the visitor's book at the public exhibition, with feedback forms available for attendees to record their views.



A public exhibition detailing the scheme was held on Thursday 6th August 2015 at St John's Church Hall, London Road, Purbrook, PO7 5LQ.

Constructive feedback was also received in the form of comments, concerns and suggestions with the main comments relating to the main access point off London Road and concerns over the parking provision. McCarthy & Stone has carefully reviewed all the feedback received to date and, where possible, has evolved the proposals to address the comments raised by the local community. The main comments raised have been addressed within this document and the wider material submitted as part of the planning application.

Residents and stakeholders were given the opportunity to give their feedback at all stages of the public consultation and, where possible these comments have been addressed in the proposals submitted.

McCarthy & Stone is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

1. INTRODUCTION

- 1.1 McCarthy & Stone has acquired an interest in land at 38-44 London Road, Purbrook, and is proposing to redevelop the site with a high-quality, Retirement Living scheme.
- 1.2 McCarthy & Stone is committed to consulting local stakeholders and the local community with regard to its planning applications. As a result, McCarthy & Stone has a strong track record of consulting and communicating with members of the local community, community groups, local councillors and other relevant third party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by McCarthy & Stone in respect of its proposal for the site.
- 1.4 This document will provide a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and the activity that McCarthy & Stone proposes to undertake post application.
- 1.5 In order to assist with the community consultation and communication, McCarthy & Stone appointed Remarkable Engagement, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.6 All feedback received is accounted for and represented within this document.

2. BACKGROUND

2.1 Proposal site

- 2.1.1 The site is land at 38-44 London Road, Purbrook. The site is currently occupied for industrial/commercial use.
- 2.1.2 The proposal site is situated a short walk away from the local centre, making it a highly sustainable location for specialist housing for older people.

2.2 Proposal

- 2.2.1 McCarthy & Stone's plans propose the introduction of 42 new high-quality Retirement Living units comprising of one and two bedrooms, as well as two commercial units on the ground floor. The proposals would introduce a sensitively designed building, creating an appropriate relationship with the immediate surrounding area.
- 2.2.2 Retirement Living apartments are specifically designed to meet the needs of people in later life, with a House Manager overseeing each scheme. They offer residents an active, independent lifestyle in a safe and secure environment.
- 2.2.3 The apartments feature a high specification of communal and shared facilities to address residents' everyday needs. These include a residents' lounge, laundry and refuse room, lift, a camera entry system linked to resident's TVs and a guest suite allowing for friends and relatives to stay overnight when needed.
- 2.2.4 McCarthy & Stone's proposal would provide high-quality communal gardens and attractive areas of landscaping to further enhance the local street scene and wider area.

3. PRE-APPLICATION CONSULTATION

3.1 Statement of Community Involvement

- 3.1.1 McCarthy & Stone has complied with the Government's National Planning Policy Framework (NPPF) which states that 'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.'
- 3.1.2 The NPPF also highlights that 'good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'
- 3.1.3 The Havant Borough Council's Statement of Community Involvement (SCI) sets out that it positively promotes pre-application discussions.
- 3.1.4 The Havant Borough Council adopted its Statement of Community Involvement in 2006, with the most recent update being December 2013. Pertinent points raised have been included below:

"4.1 The Borough Council considers it very important that local people are involved in the development management process as early as possible. The Council therefore encourages applicants on major, significant or sensitive sites to engage with the community before a planning application is actually submitted.

4.2 Since the last SCI was adopted in 2006, the Council has introduced new consultation measures designed to address this issue, namely -

- Development Consultation Forums (DCF)*
- Design/Architect Panels; and*
- Community Networks/Forums.*

4.3 Development Consultations Forums (DCF)

Pre-application discussions between the Council and developers/applicants are confidential unless and until applicants wish to publicise their proposals with the local community. This can be done independently, but the Council's preferred method, particularly where 'significant' applications are concerned, is to arrange a DCF. These meet in public and provide the opportunity for an applicant or developer to explain proposals directly to Councillors, residents' associations, key stakeholders and the general public at an early stage in the pre-application process. In particular, a Forum will seek to:

- identify any issues that may be considered in a formal application;*
- inform pre-application discussions between officers and the developer; and*

- *enable the developer to shape an application to address community issues.*

4.4 The DCF gives local people a chance to influence proposals at an earlier stage in the development process, and aims to reduce delay and frustration in determining applications. The initiative is supported by a requirement in the Localism Act (section 122) for applicants to consult local communities before submitting certain types of application.

4.5 Design/Architect Panel

The Council may also refer significant development proposals to the South East Regional Design Panel or the Portsmouth, Fareham, Gosport & Havant Architects' Panel. These comprise independently-appointed architects, designers and development professionals who provide unbiased design advice to the Council.

There is an Emsworth Design Review Panel that provides advice on development in

Emsworth and can on a discretionary basis also advise on sensitive development proposals elsewhere in the Borough.

4.6 Community Networks/Forums

Applicants are encouraged to make use of Community Forums and Networks and residents' associations by presenting their ideas to them before submitting a major planning application. A major application is defined as a residential development of ten or more dwellings or 0.5 hectares and /or a commercial development of 1,000 square metres or more than 1 hectare."

3.2 Contacting Statutory Bodies

- 3.2.1 During the pre-application period, meetings were sought with planning officers alongside relevant statutory bodies.

3.3 One-to-one Stakeholder Briefings

- 3.3.1 McCarthy & Stone felt it was important to discuss the early proposals for the site's redevelopment with local stakeholders in advance of the wider community consultation. Therefore, a series of individual one-to-one briefings for local stakeholders, elected councillors, neighbouring residents and representatives of third party groups were held on Wednesday 8th July 2015. The briefings were offered between 10.00am and 5.30pm at St John's Church Hall, London Road, Purbrook, PO7 5LQ.
- 3.3.2 An invitation letter was distributed to key stakeholders on Wednesday 24th June 2015. The following stakeholders were invited to attend a one-to-one meeting with the McCarthy & Stone project team to receive a briefing on the early proposals:

- Havant Borough Council Cabinet
- Councillor Gwen Blackett (ward member)
- Councillor Gary Hughes (ward member)
- Councillor Caren Tarrant (ward member)
- Councillor Rory Heard (neighbouring ward member)
- Councillor Gary Kerrin (neighbouring ward member)
- Councillor Diana Patrick (neighbouring ward member)
- Havant Borough Council Development Control Committee
- Joint West of Waterlooville Major Development Area Planning Committee
- Councillor Robin McIntosh (Hampshire County Council – Purbrook and Stakes South)
- Alan Mak MP
- Councillor James Watson (Southwick and Widley Parish Council)
- Purbrook and Widley Area Residents' Association
- Waterlooville Community Forum

3.3.3 The initial correspondence outlined the proposed plans for the redevelopment of the site and invited recipients to attend a one-to-one meeting. It also included details of the freephone information line number.

3.3.4 A copy of this letter has been included in the Appendices.

3.3.5 The following representatives and local residents requested to attend a one-to-one meeting with the project team:

- Councillor Gwenn Blackett (ward member)
- Councillor Robin McIntosh (Hampshire County Council – Purbrook and Stakes South)
- Councillor Gary Kerrin (neighbouring ward member)
- Mr Rick Pheasant (Purbrook and Widley Area Residents' Association)
- Mr Coventry (Purbrook Garage Services)
- Mr Alexander (SIG)
- 5 Old Van Dieman Close
- 5, Fielder Court
- 28 London Road
- 7 London Road

- 4 Marrels Wood Gardens
- 32 Stakes Road
- 30 St Johns Avenue
- 3 Parkside Close
- 4 Stakes Road
- 17 Stakes Road

3.3.6 Each one-to-one meeting held broadly covered:

- Information about McCarthy & Stone's Retirement Living apartments
- A review of the site
- Background to the application
- Details of the initial proposals for the site
- An outline of the proposed consultation process and timeframe of the proposals
- Questions and answers

3.3.7 Representatives from McCarthy & Stone were on hand to answer questions and make notes of comments made before, during and after the briefings.

3.3.8 The one-to-one stakeholder briefings allowed McCarthy & Stone to provide specific answers to questions and talk attendees through the early proposals for the scheme. It was also an opportunity for McCarthy & Stone to obtain and consider such feedback prior to submission of the planning application.

3.3.9 At the meetings copies of the proposed site layout and sketches of the proposed development options were available to talk attendees through.

3.4 Public Exhibition

3.4.1 McCarthy & Stone held a public exhibition to display its proposals for the redevelopment of land at 38-44 London Road, Purbrook, on Thursday 6th August 2015 between 3.30pm and 7pm, at the St Johns Church Hall, London Road, Purbrook, PO7 5LQ. The exhibition venue was less than 0.1 mile from the proposed site for redevelopment.

- 3.4.2 The purpose of the public exhibition was to present the proposals to the wider community and gain additional feedback prior to submitting a full planning application.



A public exhibition detailing the scheme was held on Thursday 6th August 2015 at St John's Church Hall, London Road, Purbrook, PO7 5LQ.

- 3.4.3 An invitation and feedback postcards were distributed to over 1,000 households and businesses in the local area, advising them of the proposals. A further 29 invitations were issued to key stakeholders within the local community. All of the invitations were distributed on 17th July 2015. The below map illustrates the distribution area.



Invitation newsletter distribution area



Sample of newsletter type

- 3.4.4 A copy of the invitation newsletter can be found in the Appendices.
- 3.4.5 The invitation also displayed the details of McCarthy & Stone's freephone information line and the project's dedicated website address to allow people to request further information.
- 3.4.6 The invite letters also contained a postage paid feedback card allowing recipients to provide the project team with their early impressions, irrespective as to whether they were able to attend the public exhibition. This allowed McCarthy & Stone to get an even wider feedback response from the community.
- 3.4.7 An invitation was also issued to the following local stakeholders. They were invited to attend a 2.00pm to 3.00pm preview session of the plans prior to the main exhibition
- Havant Borough Council Cabinet
 - Councillor Gwen Blackett (ward member)
 - Councillor Gary Hughes (ward member)
 - Councillor Caren Tarrant (ward member)
 - Councillor Rory Heard (neighbouring ward member)
 - Councillor Gary Kerrin (neighbouring ward member)
 - Councillor Diana Patrick (neighbouring ward member)
 - Havant Borough Council Development Control Committee
 - Joint West of Waterlooville Major Development Area Planning Committee
 - Councillor Robin McIntosh (Hampshire County Council – Purbrook and Stakes South)
 - Alan Mak MP
 - Councillor James Watson (Southwick and Widley Parish Council)
 - Purbrook and Widley Area Residents' Association
 - Waterlooville Community Forum
- 3.4.8 Feedback postcards and forms allow and encourage recipients to provide the project team with their comments on the proposals. This allows McCarthy & Stone to get an even wider feedback response from the local community.

3.5 Exhibition Display

3.5.1 On the day the public exhibition was attended by 74 individuals. The exhibition displayed details about the proposal ahead of submitting a planning application, which included information about:

- McCarthy & Stone's history and vision
- McCarthy & Stone's Retirement Living apartments
- How McCarthy & Stone cares for the environment
- How McCarthy & Stone seeks to create happier, healthier and longer lives
- Benefits to the local economy

Enhancing your local area Improving the housing choices of older people in Purbrook



Boards displayed at the public exhibition

3.5.2 Copies of the exhibition display boards can be found in the appendices.

3.5.3 The following materials were also available:

- Copies of the display boards
- Copies of the invitation newsletter
- Feedback forms
- A visitor's book, for registering attendance

- Freepost envelopes for the feedback forms
- Copies of the Planning for an Ageing population brochure
- Copies of the Life and Living Magazine
- Copies of Retirement living with McCarthy & Stone brochure

3.5.4 The exhibition also provided:

- A ballot box to deposit completed feedback forms
- An copy of the consultation area
- Copies of plans which illustrated details about the proposed development
- Pens and pads of paper
- Direction signs to lead attendees into the venue
- An opportunity to request further information

3.5.5 Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes. These were then collated and the feedback analysed. A copy of the feedback form is included within the Appendices.

3.5.6 Representatives of the project team were available to answer questions throughout the exhibition. Those in attendance included, Mr Matthew Shellum, Mr Mark Allison and Mr Matthew Bennett. There were also two representatives of Remarkable Engagement in attendance, Miss Rebekah Shepherd and Mr Andrew Ovenden.

3.5.7 A representative of The News attended the exhibition. A copy of the press coverage is included in the appendices.

3.6 Dedicated Website

3.6.1 A website was set up displaying information about the proposals and is being updated throughout the public consultation and planning process. The website is hosted at www.mccarthyandstone-consultation.co.uk/purbrook.



Example of a typical website

3.6.2 The website address was printed on the newsletter, exhibition feedback forms and relevant correspondence.

3.6.3 The website includes:

- Information about the proposals
- Information about McCarthy & Stone
- An online feedback form
- Information about the public exhibition
- Relevant plans and layout
- Information about Retirement Living

3.6.4 The website home page was viewed a total of 27 times throughout the consultation process.

3.7 Post-paid and 0800 Comment Facility

3.7.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

- 3.7.2 The telephone number used (0800 298 7040) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside of these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.
- 3.7.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.
- 3.7.4 A freepost envelope was available (to take away) by all public exhibition attendees. Feedback postcards issued prior to the exhibition also included free-postage to encourage feedback.



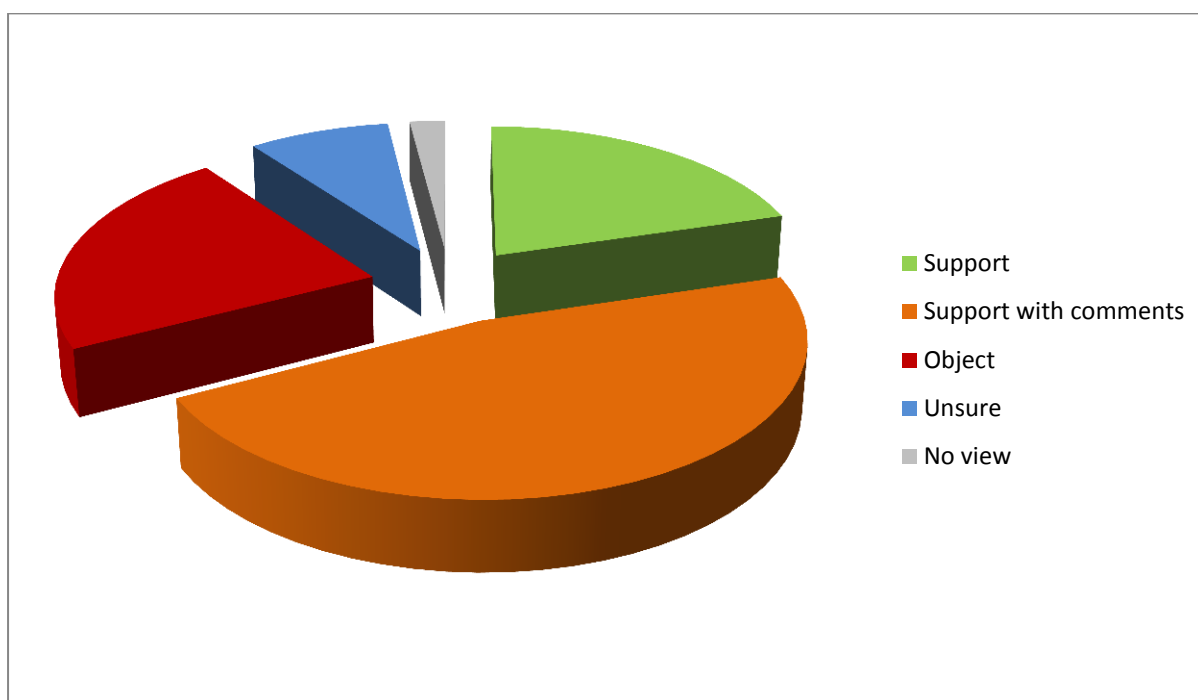
Example of the typical feedback cards sent prior to the exhibition

3.8 Review of Comments

Feedback Analysis

Proposals for land at 38-44 London Road, Purbrook

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
"Nice to see what is proposed and to be consulted."	Alameda Way
"Was good to be able to ask direct questions and see plans."	Stakes Road
"Good artist impression of site. Good plans of what current flats offers and friendly staff to talk to."	Purbrook Gardens
"Good visual impressions. Good explanations/answers to queries."	London Road
"Nice to see the pictures."	London Road
"It provided answers to some of the questions we had."	Park Avenue
"Artists impression often bears little idea of true building and quality of building works."	Westbrook Grove
"As the plans are not fully formed, there were several unanswered questions."	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
"We already have Fielders Court and Christyne Court and huge amounts being developed in Waterloooville."	Stakes 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>"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
"Would be important to stick to a flint exterior."	London Road
"Design looks to be good. If it were to go ahead, hopefully design would not change from outline plan."	London Road
"Concerned about access, particularly for vehicles exiting onto the London Road. Should be left turn only? Where is the parking for the commercial units?"	Old Van Dieman Road
"Concerned about residents access/egress on to London Road. Would Stakes Road not be a better alternative?"	London Road
"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."	Crofton Close
"I would like to see the original flint building kept."	The Crescent
"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?"	Stakes Road
"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."	Stakes Road
"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."	Stakes Road
"Delighted at use of retaining wall on to footpath, as it is in keeping with the area. Also the facing on the corner house."	Crofton Close
"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."	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

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>	Hambleton 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

4 Post-Application Consultation

4.1 On-going Stakeholder Engagement

- 4.1.1 Given the interest shown by residents and stakeholders in the proposals, McCarthy & Stone will ensure information continually flows through existing channels to interested parties.

4.2 Updating Materials

- 4.2.1 The following website, www.mccarthyandstone-consultation.co.uk/purbrook will be updated at the following points during the application process:

- Upon submission, details of the proposals will be available online
- During the process additional information will be posted
- When a decision has been made

4.3 Letters to Interested Parties

- 4.2.1 A letter will be sent to the following groups and individuals, informing them that the application has been submitted, alongside addressing the main comments raised throughout the consultation:

- Havant Borough Council Cabinet
- Councillor Gwen Blackett (ward member)
- Councillor Gary Hughes (ward member)
- Councillor Caren Tarrant (ward member)
- Councillor Rory Heard (neighbouring ward member)
- Councillor Gary Kerrin (neighbouring ward member)
- Councillor Diana Patrick (neighbouring ward member)
- Havant Borough Council Development Control Committee
- Joint West of Waterlooville Major Development Area Planning Committee
- Councillor Robin McIntosh (Hampshire County Council – Purbrook and Stakes South)
- Alan Mak MP
- Councillor James Watson (Southwick and Widley Parish Council)
- Purbrook and Widley Area Residents' Association
- Waterlooville Community Forum

- 4.3.1 Those who requested further information by telephone, letter or email will be responded to in the most appropriate manner.

5. APPENDICES

- **Copy of the one-to-one resident meeting invitation letter**
- **Copy of the one-to-one stakeholder meeting invitation letter**
- **Copy of the stakeholder letter of invitation to the exhibition**
- **Copy of the exhibition boards**
- **Copy of the exhibition newsletter**
- **Copy of press coverage from the exhibition**
- **Copy of the feedback form**

XXXX
XXXX
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XXXX

24 June 2015

Information line: 0800 298 7040

Dear XXXX,

Improving accommodation choice for older people in Purbrook.

At McCarthy & Stone we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

We have recently acquired an interest in land at 38-44 London Road, Purbrook. As a result, we are now in the process of working up proposals for its redevelopment, which will be for a Retirement Living scheme.

We are committed to engaging with the local community regarding this proposal and have commenced a pre-application consultation programme. The aim is to inform local people such as residents, businesses and interest groups, as well as obtain feedback which, where possible, will be incorporated into the final proposals. The consultancy Remarkable Engagement is working with us to assist with the public consultation process.

Given that you are a neighbour to the site, we would like to invite you to an individual meeting to discuss the preliminary proposals and hear your initial feedback on the plans. Our project team members would be available to meet with you on **Wednesday 8 July 2015** at a mutually convenient time slot. The meeting will be held at **St John's Church Hall, London Road, Purbrook, PO7 5LQ.**

Should you consider such a meeting to be of interest, please contact myself or my colleague Andrew Ovenden on the project's information line number **0800 298 7040** to arrange a mutually convenient timeslot. We will be booking slots on a first come, first served basis and I'd like to encourage you to call at your earliest convenience to book an appointment.

In the meantime, please do not hesitate to contact me on the project's dedicated information line number if you require further information or would like to arrange a meeting on **Wednesday 8 July 2015.**

We look forward to hearing from you.

Yours sincerely,



Miles Willshire
On behalf of McCarthy & Stone

«Title»
«Address_1»
«Address_2»
«Address_3»
«Address_4»
«Postcode»

24 June 2015

Information line: 0800 298 7040

Dear «Salutation»,

Improving accommodation choice for older people in Purbrook.

At McCarthy & Stone we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

As you may be aware, we are proposing to redevelop land at 38-44 London Road, Purbrook. As a result, we are now in the early stages of discussions with Havant Borough Council about redeveloping the site with a Retirement Living scheme.

We are committed to engaging with the local community regarding this proposal and have commenced a pre-application consultation programme. The aim is to inform local people and obtain feedback which, where possible, will be incorporated into the final proposals. Remarkable Engagement is working with us to assist with our public consultation process.

Given your role within the community, we would like to invite you to an individual meeting to discuss the preliminary proposals and to obtain your initial feedback. Our project team will be available to meet with you on **Wednesday 8 July 2015** at a mutually convenient time slot of your choice. The meeting will be held at **St John's Church Hall, London Road, Purbrook, PO7 5LQ.**

Should you consider such a meeting to be of interest, please contact me on the project's information line number 0800 298 7040 to arrange a mutually convenient timeslot. For your information, those residents living closest to the proposed site have also been offered an opportunity to arrange an individual meeting with the project team.

In the meantime, please contact me or my colleague Andrew Ovenden on the project's information line if you require further information or would like to arrange a meeting on **Wednesday 8 July 2015.**

We look forward to hearing from you.

Yours sincerely,



Miles Willshire
On behalf of McCarthy & Stone

«Title»
«Address_1»
«Address_2»
«Address_3»
«Address_4»
«Postcode»

17 July 2015

Information line: 0800 298 7040

Dear «Salutation»,

Improving the housing choice for older people in Purbrook

At McCarthy & Stone, we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

As part of our commitment to community engagement, we have arranged a public exhibition to display our proposals to the wider community for the redevelopment of land at 38-44 London Road, Purbrook, with Retirement Living accommodation. The enclosed newsletter has been sent to more than 1,000 residents and stakeholders, inviting them to an exhibition of the initial proposals on **Thursday 6th August 2015** between **3.30pm and 7pm** at **St John's Church Hall, London Road, Purbrook, PO7 5LQ**.

Given your position in the local community, we would like to extend an invitation for you to view the latest proposals at our dedicated stakeholder preview session, which will take place on:

Thursday 6th August 2015
2pm – 3pm
St John's Church Hall, London Road, Purbrook, PO7 5LQ

You are, of course, welcome to attend during the main exhibition if this is more convenient for you. The aim of the exhibition is to provide details about the scheme to the community whilst members of the project team will be on hand to answer any questions. The exhibition also provides us with the opportunity to receive your feedback which, where possible, will help inform the final plans prior to submission.

We look forward to seeing you on **Thursday 6th August 2015**. However, if you are unable to attend and would like some further information or have any additional questions at this stage, please do not hesitate to contact our freephone information line on **0800 298 7040** and speak to myself or my colleague **Andrew Ovenden**, or email us at: **feedback@mccarthyandstone-consultation.co.uk**.

You can also visit our website at **www.mccarthyandstone-consultation.co.uk/purbrook** for further information. Updates will be placed on the website at different stages of the project.

Yours sincerely,



Miles Willshire
For and on behalf of McCarthy & Stone

Enhancing your local area

Improving the housing choices of older people in Purbrook

About the site

Following a detailed review of the need for specialist housing for older people in Purbrook, we are now in the early stages of working up proposals for the redevelopment of land at 38-44 London Road in Purbrook.

The scheme proposes a new development of 42 Retirement Living apartments specially designed to meet the needs of older people, as well as two commercial units. The surrounding area already features residential developments, and this part of London Road has been designated a local neighbourhood retail commercial area.

The site is currently occupied for industrial/commercial use.

Characteristics of the local area

Before we begin designing any proposal, our team of architects carefully researches the architecture and character of the local area to ensure we develop a sympathetic design.

A number of amenities are within close walking distance of the site, including the village centre and a Morrisons Local Store, making the site ideal for the proposed development.

The area is also well served by public transport offering car-free access to the surrounding areas from bus stops on London Road.



Site plan



Aerial view of the site



Existing site



Existing site

Our approach to design

Our aim is to capitalise on the location and prominence of this site with a high-quality traditional building which responds well to the site's setting and complements the existing architectural character in the area.

Our proposals for the site include:

- A quality-housing scheme featuring 42 one and two bedroom Retirement Living apartments
- A high-quality, sympathetic design that complements the existing architecture
- Attractive landscaping and a landscaped garden for residents
- 35 car parking spaces to reflect the site's sustainable location near the local centre

- The design incorporates flint-work, reflecting the character of nearby buildings such as St John's Church and the Old School House
- Retention of the existing flint wall
- A height and scale in keeping with the surrounding area. The proposed development would be two and a half stories on the corner of London Road and Stakes road, decreasing to two before the shops on London Road
- The design includes space for two commercial units on the ground floor on London Road extending the local centre



Artist impression - View from Stakes Road



Artist impression - View from London Road



Artist impression - View from London Road



London Road street elevation

Existing development in Burgess Hill



Existing development in Headcorn



Existing development in Weybridge



Existing development in Arundel




McCarthy & Stone
The UK's leading retirement housebuilder

McCarthy & Stone Retirement Lifestyles Limited, Registered Office 4th Floor, 100 Holdenhurst Road, Bournemouth BH8 8AQ, No. 6622231, Registered in England and Wales

July 2015

Invitation to our public exhibition

Improving the housing choices of older people in Purbrook


McCarthy & Stone
The UK's leading retirement housebuilder



Aerial view of the proposed site

Welcome

At McCarthy & Stone, we focus on providing high-quality homes and services to make later life a happy and rewarding experience.

As you may already be aware, we are proposing to redevelop land at 38-44 London Road, Purbrook. As a result, we are undertaking a consultation programme within the local community concerning the redevelopment of the site with a Retirement Living scheme.

As part of our commitment to community engagement, we would like to invite you to our public exhibition to meet our team, view the proposals and provide us with your feedback on our plans before we submit a planning application. Details of the exhibition are found on the reverse of this invitation and if you have any comments at this early stage we would love to hear from you.

Please also take a moment to complete the attached postage paid feedback form.

Who we are

We are the UK's leading provider of retirement housing, providing 70% of all specialist accommodation for owner-occupiers in later life. We pride ourselves on individually designing each of our developments to meet the needs of our residents and to reflect the character of the surrounding area.

We are committed to ensuring that older people can continue to enjoy their independence safe in the knowledge that help and support is never far away.

Find out more at our public exhibition

Please join us at: **St John's Church Hall, London Road, Purbrook, PO7 5LQ**

On: **Thursday 6th August 2015** Between: **3:30pm and 7pm**

Members of the team will be available to talk you through the scheme and answer any questions you may have.

To find out more, please visit www.mccarthyandstone-consultation.co.uk/purbrook



Our Retirement Living apartments

We recognise that getting older can present challenges. That is why everything we do is built around the needs of our residents; from the design of our apartments, to our fully trained House Managers based at each scheme.

Our apartments are specifically designed to meet the needs of people in later life. They offer our residents an active, independent lifestyle in a safe and secure environment among like-minded people.

Residents have their own front doors and privacy just as they did in their previous family homes. They are free to join in community activities or to pursue their own interests as they please, but safe in the knowledge that help and support is on hand.

Our apartments can be occupied by people over 60 years of age, although the average age of residents upon purchase is 78.

Find out more at our public exhibition

Please join us at our public exhibition at:

St John's Church Hall, London Road, Purbrook, PO7 5LQ

On: Thursday 6th August 2015 Between: 3:30pm and 7pm

Members of the team will be available to talk you through the scheme and answer any questions you may have.

Benefits of this proposal

- Much-needed specialist Retirement Living accommodation provided for local people
- An attractive new building which positively contributes to the local area.
- Support for the local economy in Purbrook – the residents of a typical McCarthy & Stone scheme spend £670,000 locally each year
- High-quality landscaped amenity space
- Sufficient car parking
- Low levels of traffic generation and car ownership
- Typically most residents moving to the McCarthy & Stone development move within a five mile radius of their new home, therefore releasing family housing back into the market
- An average of £2.23 million invested in employing construction workers (including subcontractors)
- Typically, £7.53 million worth of housing stock is released by homeowners moving into Retirement Living developments.

Getting in touch

If you would like further information at this stage, please visit the project's dedicated website at **www.mccarthyandstone-consultation.co.uk/purbrook** or contact our freephone information line number on **0800 298 7040**.

To find out more about us, please visit **www.mccarthyandstone.co.uk**

McCarthy & Stone Retirement Lifestyles Limited, Registered Office 4th Floor, 100 Holdenhurst Road, Bournemouth BH8 8AQ, No. 6622231, Registered in England and Wales

To find out more, please visit **www.mccarthyandstone-consultation.co.uk/purbrook**

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unitytrust.org or

Dozens of retirement flats for builders' yard

Old vicarage will also be knocked down to make way for flats

by ELISE BREWERTON
The News
elise.brewerton@thenews.co.uk

PLANS to build 42 retirement flats at a builders' yard have been roundly welcomed by the local community.

Hundreds of people packed out an exhibition by developers McCarthy & Stone showing how the Purbrook site will be transformed with a three-storey block of flats and landscaped grounds with two retail units.

The buildings at the front of the site, on the corner of London Road and Stakes Road, will be demolished – including the flint and brick former vicarage for St John's Church.

That has caused some



CHANGE The site in Purbrook where the retirement flats will be built

concern from Purbrook and Widley Residents' Association deputy chairman John Briggs.

He said: 'The plan in itself is okay. I was expecting something much more dense although we are going to try and get them to lower the

height of it.

'The existing buildings on the site are already out of scale with other buildings in the village.

'But I feel they should retain the existing buildings.'

Matthew Shellum, the planning consultant, said he had

taken advice from heritage experts and, because it has been extended and altered a lot over the years, the positives of redeveloping the entire site outweigh the loss of the old vicarage – which is now a tool shop.

Ute Sargent, from Park

Avenue, was impressed with the plans.

She said: 'My husband and I think it's a jolly good idea.

'It will certainly make a difference to the appearance of the village.

'That site has always been a bit of an eyesore. We need this type of housing in the area.'

Mrs Sargent's husband, Ken, added: 'We are happy with it being flats.

'It's much better than higgledy-piggledy houses.

'And we're glad that it will be brick and flint as the buildings there now are flint.'

Iris Fraser, who lives close to the site, said: 'I think it will look a lot better than the builders' yard does now.'

Mr Shellum said a planning application will be submitted to Havant Borough Council, the planning authority, within the next six weeks.

MORE ONLINE

Watch a video on this story by logging on to portsmouth.co.uk

Proposals for land at 38-44 London Road, Purbrook

As part of our proposals to build specialist housing for older people at the above site, we are keen to hear your views on how we can prepare the best possible plans before we submit a planning application.

Our proposals seek to redevelop this site with Retirement Living accommodation, providing a mix of one and two bed apartments for sale.

Please take a moment to complete this form and place it in the ballot box. Your views will be carefully considered before a planning application is submitted to the local authority.

We are also happy to receive comments and questions. Please email us at feedback@mccarthyandstone-consultation.co.uk or call our freephone information line on **0800 298 7040**.

Alternatively you can view the plans and comment via our website www.mccarthyandstone-consultation.co.uk/purbrook

Please include your contact details in the space provided below so that we can keep you informed about how our proposals are progressing and respond to any questions you may have.

Thank you for your time. **Please return your feedback by: Thursday 20 August 2015**