REMARKABLE
ENGAGEMENT

May 2016

Statement of Community Involvement:

The Former Hayling Billy, Elm Grove

Created for
McCarthy & Stone

Contents Page

1 INTRODUCTION 4
2 BACKGROUND 5
2.1 Proposal site 5
2.2 Proposal 6
3 PRE-APPLICATION CONSULTATION 7
3.1 Statement of Community Involvement 7
3.2 Contacting Statutory Bodies 9
3.3 One-to-one Stakeholder Briefings 9
3.4 Public Exhibition 12
3.5 Media Relations 14
3.6 Exhibition Display 14
3.7 Dedicated Website 16
3.8 Post-paid and 0800 Comment Facility 17
3.9 Review of Comments 18
3.10 Response to Comments 19
4 Post-Application Consultation 21
4.1 Updating Materials 21
4.2 Letters to Interested Parties 21
4.3 Continued Media Contact 21
4.4 APPENDICES 23

Executive Summary

McCarthy & Stone is committed to consulting with the local community regarding its proposed redevelopment of the former Hayling Billy site on Elm Grove. The proposals are seeking to introduce much-needed Retirement Living accommodation to meet the needs of elderly people in Hayling Island.

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 and dedicated website were made available throughout the course of the planning stages, for interested parties to receive further information and provide their feedback to the project team.

Pre-application consultation also offered one-to-one meetings with neighbouring residents, interested parties and stakeholders, to enable key stakeholders the opportunity to view the proposals prior to them being displayed to the wider community. These were held on Tuesday 10th May 2016 at the Newtown House Hotel, Manor Road, Hayling Island.

A public exhibition was also held Thursday 12th May 2016 to which more than 2,000 local residents and businesses were invited to attend. The public exhibition was further publicised by a press release which was issued to the Portsmouth News and the Hayling Islander. On the day over 40 residents attended the public exhibition and feedback forms were available for attendees to record their views.

McCarthy & Stone has received constructive feedback in the form of comments, concerns and suggestions. The main comments related to the proposed on-site car parking provision, the design of the development as well as its height and massing. 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 by the local community 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 were 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, an award winning developer of private retirement accommodation, has put forward proposals for the redevelopment of the former Hayling Billy on Elm Grove. McCarthy & Stone is looking to introduce much-needed Retirement Living accommodation to meet the needs of older people in Hayling Island.

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 McCarthy & Stone acquired an interest in the former Hayling Billy pub on Elm Grove and, following a detailed review of the need for specialist housing for people in later life in the area, are now working up proposals for the redevelopment of the site with Retirement Living apartments.

2.1.2 The Southern Co-operative bought the pub from Enterprise Inns in 2012. Whilst determining the site's future use, The Southern Co-operative has rented out the pub at a discounted rate to allow it to remain open.

2.1.3 The site is located close to the town centre and local amenities, and has been vacant since January 2016. McCarthy & Stone believe the site represents a good opportunity to build much-needed Retirement Living accommodation in Hayling Island.

Proposed site

2.2 Proposal

2.2.1 McCarthy & Stone believe the site offers the perfect opportunity to deliver a high-quality building that has been designed to meet the needs and requirements of our future home-owners, but is sensitive to its location and neighbours on Elm Grove. The proposal includes:

- Approximately 33 one and two bedroom high-quality Retirement Living apartments
- 23 car parking spaces, as well as mobility scooter storage and charging points. This level of parking is in excess of what is typically provided, in response to concerns about the availability of parking in the area
- Three storeys stepping down to two storeys to the southern end of the elevation along Elm Grove. It will step down to single storey on the northern side of the development
- Retaining the existing trees and introducing new, attractive landscaped gardens to the front of Elm Grove
- Apartments that feature either balconies or patios for the residents
- New landscaped gardens for the residents to the north and south of the site, plus a landscaped parking area. The planting will be maintained by McCarthy & Stone's own management company
- Using the existing access from St Mary's Road, with the Elm Grove access closed up
- A shopper's entrance to allow easy use of the shops and services along this road.

3 PRE-APPLICATION CONSULTATION

3.1 Statement of Community Involvement

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.'*

The NPPF also highlights that *'good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'*

3.1.1 Havant Borough Council first adopted its Statement of Community Involvement in 2006 and has since made subsequent amendments. The most recent version of the SCI is dated December 2013. The following excerpts related to the planning application consultation process:

"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.

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.

3.1.2 Government guidance and the local council's Statement of Community Involvement (SCI) states that it *'encourages pre-application discussions and community involvement from the outset'*. As a result, the public consultation programme had a number of key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow people to become actively involved in the process
- To identify and address any issues raised by the local community and stakeholders

3.1.3 Therefore, prior to submitting the formal planning application for the site, McCarthy & Stone undertook a detailed programme of community consultation, as outlined in the following documentation.

3.2 Contacting Statutory Bodies

Pre-application advice was sought from Havant Borough Council. At the time of writing, a response is yet to be received from the Local Authority.

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 wider community consultation. Therefore a series of individual one-to-one briefings for elected councillors, neighbouring residents and representatives of third-party groups was organised for Tuesday 10th May 2016. The briefings were offered between 10:00am and 6:00 pm at the Newtown House Hotel, Manor Road, Hayling Island.

3.3.2 An invitation letter was distributed to all identified interested stakeholders on 28th April 2016. 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:

- Members of Havant Borough Council Planning Committee
- Relevant Cabinet Members on Havant Borough Council
- The ward members for Hayling Island East
- The ward members for Hayling Island West
- Alan Mak, MP for Havant
- Hampshire County Councillor for Hayling Island
- Third party groups including Age UK (Hayling Island), Hayling Island Residents' Association and Hayling Island Community Centre Association

3.3.3 Neighbouring households and businesses on Elm Grove were also offered an early one-to-one meeting.

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

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

- A review of the site
- Background to the application

- Details of the initial proposals for the site
- Information about McCarthy & Stone's Retirement Living schemes
- An outline of the proposed consultation process and timeframe of the proposals
- Questions and answers

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

3.3.7 The following representatives requested to attend a one-to-one meeting with the McCarthy & Stone team:

- Councillor Andrew Lenaghan, Hayling Island West
- Councillor Leah Turner, Hayling Island East
- Councillor John Perry, Hayling Island East
- Representatives from Hayling Islands Residents' Association
- Councillor Frank Pearce, Hampshire County Council member
- Residents from St Mary's Road

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 The main issues and topics arising from the discussions were as follows:

General

- Recognition of McCarthy & Stone as leading retirement apartment builder
- Viewing the scheme as a sensitive use for neighbouring residents, over another commercial use
- Questioning whether there is a local need for this form of accommodation and the benefits of it to the local area, should Churchill's application be approved at appeal
- Questioning the level of the planning contributions of the development

Parking

- Discussion about the parking ratios of the scheme in comparison to the Churchill application on Elm Grove; recognition that McCarthy & Stone's scheme has a higher ratio
- Questioning whether there is enough parking for visitors to the scheme
- Questioning over the loss of parking for Bentley Walkers and visitors to the nearby school, who currently use the site informally for free car parking

Design and mass

- Comment that the design is good, and better than anticipated
- Question regarding the height of the development on Elm Grove

3.3.10 At the meetings copies of the proposed site layout and sketches of the proposed elevations 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 the site on Thursday 12th May 2016 between 3pm and 7pm at the Newtown House Hotel, Manor Road, Hayling Island. The exhibition venue was located 0.8 miles from the proposed site.

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.

3.4.3 An invitation newsletter and feedback postcards were distributed to more than 2,000 households and businesses in the local area advising them of the proposals. The invitations were sent to those homes and businesses thought to be most affected by the proposals within the immediate vicinity and were distributed on 28th April 2016. The following map illustrates the distribution area.

Invitation newsletter distribution area

3.4.4 The A4 invitation newsletter contained the following:

- Information about McCarthy & Stone

- Information about McCarthy & Stone's Retirement Living schemes
- Details of the public exhibition
- An overview of the proposals
- Background to the site
- Details about McCarthy & Stone
- McCarthy & Stone's vision for the site
- The proposed design principles

Sample of newsletter type

3.4.5 A copy of the invitation newsletter for the site can be found in the Appendix.

3.4.6 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.

3.4.7 The invite letters also contained a postage paid feedback card allowing recipients the opportunity 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 obtain an even wider feedback response from the community.

3.4.8 An invitation was also issued to the following local stakeholders:

- Members of Havant Borough Council Planning Committee
- Relevant Cabinet Members on Havant Borough Council
- The ward members for Hayling Island East
- The ward members for Hayling Island West
- Alan Mak, MP for Havant

- Hampshire County Councillor for Hayling Island
- Third party groups including Age UK (Hayling Island), Hayling Island Residents' Association and Hayling Island Community Centre Association

3.5 Media Relations

3.5.1 To ensure the wider community was aware of the public exhibition a detailed press release was issued to the *Portsmouth News* and the *Hayling Islander*. The press release contained the following information:

- An overview of the proposals
- A background to McCarthy & Stone and its Retirement Living developments
- Details of the public exhibition
- McCarthy & Stone's contact information including the freephone information line and the website address

A copy of the media release is included in the Appendices.

3.6 Exhibition Display

3.6.1 On the day over 40 individuals signed in to the public exhibition. 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
- Details about the outdoor spaces
- Typical apartment layouts
- Benefits to the local economy
- The site and the characteristics of the local area
- The proposed design of the scheme
- The local need for this form of housing in the area
- An aerial view of the existing site
- Artist impressions of the proposed development

A typical example of the boards used

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

3.6.2 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 Retirement Living with McCarthy & Stone brochure

3.6.3 The exhibition also provided:

- A ballot box to deposit completed feedback forms
- An A4 copy of the newspaper advertisement placed
- A 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

3.6.4 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 Appendix.

3.6.5 Representatives of the project team were available to answer questions throughout the exhibition including two representatives from Remarkable Engagement, McCarthy & Stone's Development Manager, Planner and one Architect.

3.7 Dedicated Website

3.7.1 A website was created displaying information about the proposals which will be updated throughout the public consultation and planning process. The website is hosted at www.mccarthyandstone-consultation.co.uk/haylingisland

Extract from website

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

3.7.3 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

3.7.4 The website home page was viewed a total of 33 times throughout the consultation process.

3.8 Post-paid and 0800 Comment Facility

3.8.1 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.

3.8.2 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.

3.8.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

3.8.4 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

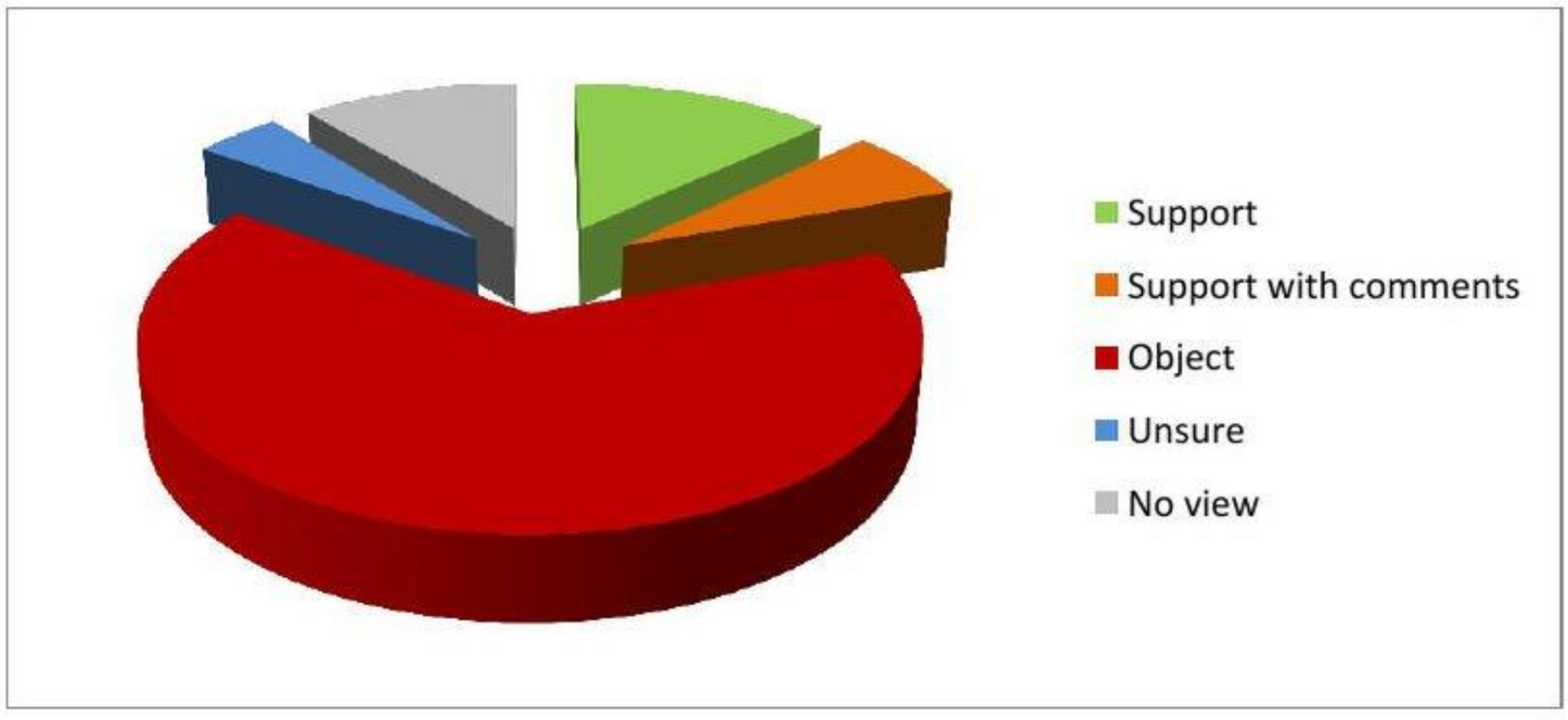
3.9 Review of Comments

3.9.1 Overall results received up to Friday 20th May.

Total no. of responses	Supporters	Support with comments	No view	Unsure	Objectors
46	6 13%	3 6.5%	5 10.9%	2 4.4%	30 65.2%

Typical example of feedback forms available at the public exhibition

A copy of the feedback form provided at the public exhibition can be found in the Appendices.



Breakdown of feedback responses

3.10 Response to Comments

3.10.1 All comments received have been reviewed by the project team. Feedback was also given at the exhibition and questions were answered. Many of the issues raised are covered in the application documents which accompany this response.

3.10.2 During the consultation feedback review period, McCarthy & Stone's project team responded directly to a number of specific enquiries and questions relating to the proposals and individual responses were drafted and issued.

3.10.3 The main issues which arose during the pre-application consultation process and McCarthy & Stone's response to each are detailed below:

Well-designed: Eight respondents commented that the plans have been well-designed.

McCarthy & Stone's response: From the outset of this project, consideration has been given to how the proposal relates to neighbouring properties and to achieving a sensitive relationship, whilst at the same time delivering a viable development.

The proposed development is predominantly three storeys in height stepping down to two storeys to the southern end of the elevation along Elm Grove. It will step down to single storey on the northern side of the development.

To further ensure a sensitive relationship with neighbours, the development's parking court and communal gardens have been located next to the site's closest neighbours.

Need: Residents questioned whether there is a local need for this form of housing on Hayling Island, particularly with Churchill's current appeal.

McCarthy & Stone's response: There is a local need to increase delivery of this type of specialist housing, due to the expected population increase of over 65's nationally and locally. According to the Office of National Statistics (ONS) data, Havant Borough currently has a population of 27,000 residents aged over 65, with this age group anticipated to increase to 41,000 by 2035.

Not only will the proposals breathe new life into the site and introduce much-needed specialist housing, it will also provide substantial local economic benefits which include:

- Creating new jobs during the construction period and once the scheme is open
- Generating a total spend of £670,000 per year in the local economy by residents per typical McCarthy & Stone development

- More than three-quarters, 78%, of owners using local shops at least once a week
- In conventional flatted developments, a substantial flow of housing expenditure will leave a community through mortgage payments. In comparison, much of the spending in a McCarthy & Stone scheme will be on service charges which include salaries of staff, many of whom live locally
- Two-thirds (66%) of the owners free up an under occupied home, with 60% moving from homes of three or more bedrooms. Where the buyer was known, 65% of their homes had been sold to a couple or a family, thus starting a chain reaction lower down in the housing ladder

This information is summarised from the 'Local area economic impact assessment' independent research undertaken by Oxford Brookes University in March 2014; commissioned by McCarthy & Stone.

Parking: Residents raised concerns over the perceived lack of parking provided on site.

McCarthy & Stone's response: Although this form of housing does not typically require the levels of car parking provision associated with a conventional flatted development, McCarthy & Stone recognises the local concern regarding car parking provision and is proposing 23 car parking spaces for 33 Retirement Living apartments; a much higher parking ratio than typically provided for this form of accommodation.

Noting the local context of the proposed site and the concerns of residents in Hayling Island, McCarthy & Stone is proposing a parking ratio of approximately 0.7 spaces per apartment, compared to the recently refused Churchill Retirement Living ratio of 0.32 spaces per apartment.

Those residents who do own cars are often looking to relinquish the burden of car-ownership, hence the move to specialist accommodation and the sustainable location of McCarthy & Stone apartments. This is a trend that McCarthy & Stone see across their existing developments.

The provision of a shopper's entrance onto Elm Grove will encourage residents to walk or use their mobility scooter to visit the shops and services near to the development, reducing their reliance on the car.

4 Post-Application Consultation

4.1 Updating Materials

4.1.1 The following website, www.mccarthyandstone-consultation.co.uk/haylingisland 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

4.2 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:

- Members of Havant Borough Council Planning Committee
- Relevant Cabinet Members on Havant Borough Council
- The ward members for Hayling Island East
- The ward members for Hayling Island West
- Alan Mak, MP for Havant
- Hampshire County Councillor for Hayling Island
- Third party groups including Age UK (Hayling Island), Hayling Island Residents' Association and Hayling Island Community Centre Association
- Neighbours along Elm Grove and St Mary's Road
- All those who engaged with the consultation process

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

4.3 Continued Media Contact

4.4.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to the *Portsmouth News* and the *Hayling Islander*. The press release will contain the following information:

- A brief history of the site
- Notification that the application has been submitted
- An overview of the proposals
- Information regarding the consultation

- McCarthy & Stone's contact information including the free phone information line number and the website address

4.4 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 press release
- Copy of the exhibition boards
- Copy of the exhibition newsletter
- Copy of the feedback form

28th April 2016

Information line: 0800 298 7040

Dear Sir / Madam,

Improving the housing choice for older people on Hayling Island

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

The Hayling Billy pub on Elm Grove is currently owned by The Southern Co-operative. The company recently made the commercial decision to sell the site. As such, the Hayling Billy closed in early January 2016, leaving the site vacant. After considering all available options for the future of the site, The Southern Co-operative has taken the decision to enter into an agreement with McCarthy & Stone, as it was felt we offered the most sensitive solution for the future of the site.

McCarthy & Stone is the UK's leading retirement housebuilder. Our Retirement Living developments offer the independence of retaining home ownership while living in an apartment specifically designed for later life, as well as greater peace of mind and companionship.

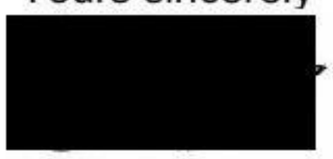
We are committed to engaging with the local community regarding this proposal and have commenced a pre-application community consultation programme. As you are a neighbour to the site, we would like to invite you to an individual meeting to discuss the preliminary proposals and listen to your feedback.

Our project team members would be available to meet with you **on Tuesday 10th May 2016** at a pre-arranged time between **10am and 6pm**. The meetings will be held at the Newtown House Hotel, Manor Road, Hayling Island, Hampshire, PO11 0QR. If you would like to arrange a meeting, please contact Alice James at Remarkable Engagement on **0800 298 7040** to arrange a time. We will be booking appointments on a first come, first served basis.

If you are unable to make this date a **public exhibition** will take place for the wider community on **Thursday 12th May** at Newtown House Hotel on Manor Road, between 3pm – 7pm.

Please find enclosed a newsletter regarding the proposals and public exhibition details. In the meantime, please do not hesitate to contact Alice James on 0800 298 7040 if you require further information or would like to arrange a meeting.

Yours sincerely



Shane Paull
Regional Managing Director, McCarthy & Stone

28th April 2015 **Information line: 0800 298 7040**

Dear Councillor,

Improving the housing choice for older people on Hayling Island

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

The Hayling Billy pub on Elm Grove is currently owned by The Southern Co-operative. The company recently made the commercial decision to sell the site. As such, the Hayling Billy closed in early January 2016, leaving the site vacant. After considering all available options for the future of the site, The Southern Co-operative has taken the decision to enter into an agreement with McCarthy & Stone, as it was felt we offered the most sensitive solution for the future of the site.

McCarthy & Stone is the UK's leading retirement housebuilder. Our Retirement Living developments offer the independence of retaining home ownership while living in an apartment specifically designed for later life as well as greater peace of mind and companionship. We are committed to engaging with the local community regarding our plans for the future development of the site and have commenced a pre-application community consultation programme.

Given your role within the community, we would like to invite you to an individual meeting to discuss the plans. Our project team will be available to meet with you on **Tuesday 10th May 2016** at a pre-arranged time between **10am and 6pm.** The meetings will be held at the Newtown House Hotel, Manor Road, Hayling Island, Hampshire, PO11 0QR.

If you are unable to attend the meetings, a **public exhibition** will take place on **Thursday 12th May 2016** at the same venue. Details about the event can be found in the enclosed newsletter.

Should you consider such a meeting to be of interest, please contact Alice James on 0800 298 7040 to arrange a mutually convenient time. 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.

Yours sincerely,

[redacted]

Shane Paull
Regional Managing Director, McCarthy & Stone

26th April 2016

For immediate release

McCarthy and Stone to bring forward apartment plans for Hayling Island

McCarthy and Stone, Britain's leading retirement housebuilder, has recently acquired an interest in the former Hayling Billy pub, Elm Grove, Hayling Island, and is now working up proposals for its sensitive redevelopment with Retirement Living apartments.

The Hayling Billy closed for business in January 2016. The Southern Co-operative brought the pub from Enterprise Inns in July 2012 and had been renting out the Hayling Billy pub on a discounted rent to allow it to remain open.

The Southern Co-operative has now entered into an agreement with McCarthy and Stone, which would see them take ownership of the site, should they receive planning permission from Havant Borough Council.

McCarthy and Stone's Regional Managing Director; Shane Paull, commented:

"The Southern Co-operative brought the pub in July 2012, and has only now made the final decision to sell the Hayling Billy. Our plans will ensure a sensitive future use of the site for the community and neighbouring residents.

We are keen to work alongside the community to transform this site with a high-quality retirement development. In due course we will begin consulting with the Hayling Island community about our plans."

A public exhibition will take place on **Thursday 12th May 2016 at the Newtown House Hotel on Manor Road in Hayling Island** to discuss the plans with the local community. The event will be open from **3pm – 7pm.**

60% of the projected growth in households in the UK over the next two decades will be amongst those aged 65 and over. There is a growing recognition that there is a current under provision of appropriate housing that would support the needs for older residents to downsize to, therefore preventing the release of family housing back onto the housing

market. McCarthy and Stone is looking to deliver 33 Retirement Living apartments on the site.

If you are interested in being kept updated about the future of the site on Elm Grove or have further questions you can contact the project team for the site on **0800 298 7040** or **feedback@mccarthyandstone-consultation.co.uk.**

-ends-

Notes to editors:

McCarthy and Stone is the UK's leading retirement housebuilder with a c.70% share of the owner-occupied market.* We buy land and then build, sell and manage high quality retirement developments. We have now sold 50,000 apartments across more than 1,000 developments since 1977.

At McCarthy and Stone everything we do is built around a belief that later life can be rich, rewarding and fulfilling. We believe it is an opportunity to rediscover the things you love and explore new territory. Helping people make the most of it is our purpose and our passion, so on a daily basis we strive to think differently and care more about transforming later life.

Over the past 39 years, we have become Britain's leading provider of retirement apartments. We also have a range of estate management products and services specifically designed to help people live later life to the full.

We offer a choice of different types of retirement developments that includes Retirement Living and Assisted Living. Our Retirement Living developments offer the independence of retaining home ownership while living in an apartment specifically designed for later life; provide more time to embrace the possibilities of later life through reduced maintenance and admin, as well as peace of mind and companionship. Assisted Living developments offer all of this, plus a helping hand through flexible care and support packages that make life that little bit easier.

McCarthy and Stone offers a variety of one and two bedroom retirement apartments; there are currently under construction or for sale over 160 developments across the UK.

*Based on 1,919 registrations of properties specifically designed for the elderly with the NHBC during calendar year 2014 of which 1,355 were registered by McCarthy and Stone.

Enhancing your local area
Former Hayling Billy, Elm Grove

About the site

We have acquired an interest in the former Hayling Billy pub on Elm Grove and, following a detailed review of the need for specialist housing for people in later life in the area, we are now working up proposals for the redevelopment of the site with Retirement Living apartments.

The Southern Co-operative bought the pub from Enterprise Inns in 2012. Whilst determining the site's future use, The Southern Co-operative has rented out the pub at a discounted rate to allow it to remain open.

The company took the commercial decision to sell the site, and decided to enter into an agreement with McCarthy & Stone to ensure the most sensitive redevelopment for the neighbouring community.

Why Retirement Living apartments?

There is a local need to increase delivery of this type of specialist housing, due to the expected population increase of over 65's in Hayling Island by 2035. According to the Office of National Statistics (ONS) data, Havant Borough currently has a population of 27,000 residents aged over 65, with this age group anticipated to increase to 41,000 by 2035.

As well as delivering much-needed specialist accommodation in the heart of Hayling Island, the development represents an opportunity to bring forward an attractive and well-maintained building on Elm Grove, as well as support to local shops and services from the site's new residents.

Site plan

Aerial view of the site

Ground floor plan

First floor plan

Second floor plan

Our approach to design

We believe the site offers the perfect opportunity to deliver a high-quality building that has been designed to meet the needs and requirements of our future home-owners, but is sensitive to its location and neighbours on Elm Grove. The proposals include:

- Approximately 33 one and two bedroom high-quality Retirement Living apartments
- 23 car parking spaces, as well as mobility scooter storage and charging points. This level of parking is in excess of what is typically provided, in response to concerns about the availability of parking in the area
- Three storeys stepping down to two storeys to the southern end of the elevation along Elm Grove. It will step down to single storey on the northern side of the development
- Retaining the existing trees and introducing new, attractive landscaped gardens to the front of Elm Grove
- Apartments that feature either balconies or patios for the residents
- New landscaped gardens for the residents to the north and south of the site, plus a landscaped parking area. The planting will be maintained by McCarthy & Stone's own management company
- Using the existing access from St Mary's Road, with the Elm Grove access closed up
- A shopper's entrance to allow easy use of the shops and services along this road

Artist's impression of the proposed development from Elm Grove

Artist's impression of the proposed development from St Mary's Road

Artist's impression of the proposed development from Elm Grove

Existing development in Basingstoke

Existing development in Hamble

Existing development in Hythe

Existing development in Romsey

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

April 2016

Invitation to our public exhibition

Improving the care and accommodation choice for older people in Hayling Island

McCarthy & Stone
The UK's leading retirement housebuilder

Artist's impression of the proposed development

Welcome

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

We have recently acquired an interest in the former Hayling Billy pub and we are in the process of working up proposals for the vacant site's sensitive redevelopment.

The Hayling Billy pub closed for business in January 2016. The Southern Co-operative bought the pub from Enterprise Inns in July 2012 and has been renting out the Hayling Billy on a discounted rent to allow it to remain open over the last couple of years.

We have now entered into an agreement with The Southern Co-operative and will take ownership of the site, should we receive planning permission from Havant Borough Council. Our proposals include the redevelopment of the site with approximately 33 high-quality one and two bed Retirement Living apartments, car parking spaces and attractive landscaping.

As part of our commitment to community engagement, we would like to invite you to our public exhibition to meet our team and view the proposals before we submit a planning application. If you have any comments at this stage we would love to hear from you. Please also take a moment to complete the attached postage paid reply card.

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 are never far away.

Find out more at our public exhibition

Please join us at: **Newtown House Hotel, Manor Road**

On: **Thursday 12th May 2016** Between: **3pm 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/haylingisland**

Artist's impression of the proposed development

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 which are 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:

Newtown House Hotel, Manor Road, Hayling Island, PO11 0QR

On: **Thursday 12th May 2016** Between: **3pm 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
- Ideal location, close to public transport links, shops and services
- A sensitive redevelopment for this vacant site
- Increased landscaping on the site
- Low levels of traffic generation and car ownership
- Sufficient car parking
- Support for the local economy, with homeowners typically choosing to use local shops and services on a regular basis
- Typically most residents moving to the McCarthy & Stone development move within a 10 mile radius of their new home, therefore releasing family housing back into the market

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/haylingisland** 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/haylingisland**

Business Reply
Licence Number
RRSK-HLBX-XBHL

Exhibition Response Remarkable Group Ltd
Hayling Billy Pub, Hayling Island
The Pump House
Garnier Road
WINCHESTER
SO23 9QG

Business Reply
Licence Number
RRSK-HLBX-XBHL

Exhibition Response Remarkable Group Ltd
Hayling Billy Pub, Hayling Island
The Pump House
Garnier Road
WINCHESTER
SO23 9QG

Business Reply
Licence Number
RRSK-HLBX-XBHL

Exhibition Response Remarkable Group Ltd
Hayling Billy Pub, Hayling Island
The Pump House
Garnier Road
WINCHESTER
SO23 9QG

We value your views*

Title (Miss/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals? YES NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposals to redevelop the former Hayling Billy Pub. McCarthy & Stone believes that the views of the local community are important and must be taken into consideration together with environmental, conservation and economic factors, when redeveloping sites.

Data Protection

The details of people who provide feedback will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this feedback form to a DL envelope if you wish to write more, or keep details from being on show.

We value your views*

Title (Miss/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals? YES NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposals to redevelop the former Hayling Billy Pub. McCarthy & Stone believes that the views of the local community are important and must be taken into consideration together with environmental, conservation and economic factors, when redeveloping sites.

Data Protection

The details of people who provide feedback will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this feedback form to a DL envelope if you wish to write more, or keep details from being on show.

We value your views*

Title (Miss/Mrs/Ms/Mr/Other)

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals? YES NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposals to redevelop the former Hayling Billy Pub. McCarthy & Stone believes that the views of the local community are important and must be taken into consideration together with environmental, conservation and economic factors, when redeveloping sites.

Data Protection

The details of people who provide feedback will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this feedback form to a DL envelope if you wish to write more, or keep details from being on show.