May 2017

Statement of Community Involvement

The Orchard House, Western Avenue, Emsworth

Created for McCarthy & Stone

Remarkable
ENGAGEMENT

Remarkable ENGAGEMENT

Contents Page

Executive Summary 2

1. Introduction 4

2. Background 5

2.1 Proposal site 5

2.2 Proposal 5

3. Pre-application Consultation 7

3.1 Statement of Community Involvement 7

3.2 Contacting Statutory Bodies 8

3.3 One-to-one Meetings 8

3.4 Door Knocking 10

3.5 Public Exhibition and Presentation 11

3.6 Media Relations 14

3.7 Exhibition Display 15

3.8 Dedicated Website 16

3.9 Post-paid and 0800 Comment Facility 17

3.10 Review of Comments 19

3.11 Response to Comments 27

4. Post-Application Consultation 30

4.1 On-going Stakeholder Engagement 30

4.2 Updating Materials 30

4.3 Letters to Interested Parties 30

4.4 Continued Media Contact 31

5. Appendices 32

- Copy of the one-to-one meeting invitation letter
- Copy of the door knocking invitation letter
- Copy of the exhibition invitation newsletter
- Copy of the pre-exhibition press release
- Copy of the exhibition boards
- Copy of the exhibition feedback form

Executive Summary

McCarthy & Stone is committed to consulting with the local community regarding its proposed redevelopment of The Orchard House, Western Avenue, Emsworth.

Residents and stakeholders were given the opportunity to give 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 early one-to-one meetings with neighbouring parties, local stakeholders and elected representative, to enable key stakeholders to view the proposals prior to them being displayed to the wider community. These were held on Monday 13th March 2017 at Brookfield Hotel, Havant Road, Emsworth.

Further consultation took place in the form of door knocking, with members of the project team visiting neighbouring properties on Wednesday 5th April 2017 between 10.30am and 7.00pm. To ensure that neighbouring residents were aware of this further consultation, a letter was distributed on Thursday 30th March 2017, advising neighbours that members of the project team would be visiting properties throughout the day. Residents were given the opportunity to book a mutually convenient timeslot for the project team to visit their property.

A public exhibition was also held on Wednesday 12th April 2017, which 1,999 residential and commercial addresses were invited to attend. On the day of the public exhibition, 56 people signed the visitors' book. Feedback forms were available for attendees to record their views, and to date, 31 feedback form responses have been received. A dedicated presentation was organised for the site's immediate neighbours following the exhibition on Wednesday 12th April 2017 between 7.00pm and 8.00pm. This enabled the project team to talk neighbours through and answer further questions on McCarthy & Stone's proposal for the site.

45% of the responses to the consultation were supportive in principle, with 26% of the total expressing support for the proposals while also providing additional comments. 39% of respondents objected to the proposals. 14 people registered an interest in purchasing a property at the public exhibition – although it should be noted that registering a sales interest has not been considered as feedback for the purposes of this analysis.

The most frequent comment was a recognition that the kind of specialist housing is much-needed in Emsworth. Respondents also noted that the proposals will enhance the area. Some concerns were raised, including that: the design of the development is not in keeping with the local area; the proposed building is too high and/or will result in overlooking and the loss of amenity; and, the proposal will lead to additional traffic on Western Avenue and/or Havant Road.

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.

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, the UK's leading retirement housebuilder, has acquired an interest in The Orchard House, Western Avenue, Emsworth and is proposing to redevelop the site with high-quality Retirement Living apartments for older people.

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 proposal site is located at The Orchard House, Western Avenue, Emsworth. It is situated to the south of Havant Road with an existing access via Western Avenue.

2.1.2 The proposal site is within walking distance of the town centre and is serviced by a bus route (700) which runs to the town centre on a regular basis, making it a sustainable location for specialist housing for older people.

An aerial image depicting the proposal site at The Orchard House, Western Avenue, Emsworth.

2.2 Proposal

2.2.1 McCarthy & Stone's plans propose the introduction of 25 new high-quality Retirement Living apartments (two bedrooms).

2.2.2 Retirement Living accommodation is specifically designed to meet the needs of people in later life, with a House Manager overseeing each scheme. They offer homeowners an active, independent lifestyle in a safe and secure environment.

2.2.3 The proposals would also include secure parking on-site, offering a total of 28 car parking spaced to cater for residents, staff and visitors. The development would retain the site's existing access onto Havant Road via Western Avenue.

2.2.4 McCarthy & Stone's proposals would provide extensive new landscaping, including attractive communal gardens for homeowners and new boundary treatments, further enhancing the proposed development and the character of the local 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 Havant Borough Council formally adopted its Statement of Community Involvement (SCI) in December 2013.

Havant Borough Council's SCI states:

> *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.*

3.1.4 Government guidance and the Havant Borough Council's SCI encourage pre-application discussions and community involvement. 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

3.1.5 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

3.2.1 During the pre-application discussions, a pre-application meeting was sought with planning officers. This was held on Monday 30th January 2017.

3.2.2 The meeting with officers (Rachael McMurray, Principal Planner) on Monday 30th January 2017 provided an important opportunity to discuss the draft proposals with officers and receive their feedback at an early stage. The following topics were discussed at this meeting:

PRINCIPLE

- The size of the site
- Local housing need
- Principle of flatted (sheltered housing)

DESIGN

- Parking arrangements
- Architectural style
- Scale

TREES AND LANDSCAPING

- Garden/amenity space

3.3 One-to-one Meetings

3.3.1 McCarthy & Stone felt it was important to discuss the early proposals for the site's redevelopment with local residents and stakeholders in advance of the wider community consultation. Therefore, individual one-to-one briefings for neighbouring parties, local stakeholders, elected councillors was organised on Monday 13th March 2017 between 10.00am and 5.30pm at Brookfield Hotel, Havant Road, Emsworth.

3.3.2 An invitation letter was distributed to all identified stakeholders on Thursday 2nd March 2017. 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:

- 55 residential addresses in the immediate vicinity of the proposal site
- Members of Havant Borough Council's Cabinet
- Members of Havant Borough Council's Development Management Committee
- Ward Member for the Emsworth ward of Havant Borough Council

- Division Member for the Emsworth & St Faiths electoral division of Hampshire County Council
- MP for Havant
- The Emsworth Forum
- Emsworth Residents' Association
- Age Concern Hampshire

3.3.3 The initial correspondence outlined the proposed plans for the redevelopment of the site, gave details about the public exhibition 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 Appendices.

3.3.4 As a result of this initial correspondence, the following identified parties requested a meeting with the McCarthy & Stone team:

- Residents from two properties on Beach Road
- Residents from two properties on Western Avenue
- Councillor Cresswell – Havant Borough Council
- Councillor Ponsoby – Havant Borough Council
- Councillor Davies – Havant Borough Council
- Councillor Bolton – Hampshire County Council
- Representatives of Emsworth Residents' Association
- Representative of The Emsworth Forum

A telephone conversation was also held with an additional resident from Beach Road following the meetings.

3.3.5 Each one-to-one meeting 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 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.

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

BUILDING HEIGHT & DESIGN

- Height of the proposed building in relation to neighbouring properties
- Design of the proposed building
- Proposed use of materials

OVERLOOKING & BOUNDARY TREATMENTS

- Overlooking of neighbouring properties by the proposed building
- Impact on neighbouring properties' outlook and amenity
- TPOs, tree retention and future maintenance

DRAINAGE

- Existing drainage issues on and around the site
- Impact on utilities and drainage

ACCESS & CAR PARKING

- Location of access to the site
- Use and maintenance arrangements for Western Avenue
- Location of car parking
- Car parking provision and overspill

HOUSING NEEDS

- Local need for older persons' housing

3.3.9 Copies of the proposed site layout and sketches of the proposed design were available to guide discussions.

3.4 Door Knocking

3.4.1 Additional consultation took place in the form of door knocking, with members of the project team visiting neighbouring properties on Wednesday 5th April 2017 between 10.30am and 7.00pm.

3.4.2 To ensure that neighbouring residents were aware of this further consultation, a letter was distributed on Thursday 30th March 2017, advising neighbours that members of the project team would be visiting properties throughout the day. Residents were given the opportunity to book a mutually convenient timeslot for the project team to visit their property.

3.4.3 A copy of this correspondence is included in the Appendices.

3.4.4 As a result of this further correspondence, the following identified parties requested a meeting with members of the project team:

- Resident at 106 Brook Gardens
- Resident of 1 Western Avenue
- Residents of 82 Brook Gardens

3.4.5 On the day, informal door-step discussions were also held with residents at the following addresses:

- 78 Brook Gardens
- 90 Brook Gardens
- 94 Brook Gardens
- 96 Brook Gardens
- 100 Brook Gardens
- 102 Brook Gardens
- 104 Brook Gardens
- 106 Brook Gardens
- 1b Beach Road
- 5 Beach Road
- 7 Beach Road
- 15 Beach Road
- 17 Beach Road
- 23 Beach Road

3.5 Public Exhibition and Presentation

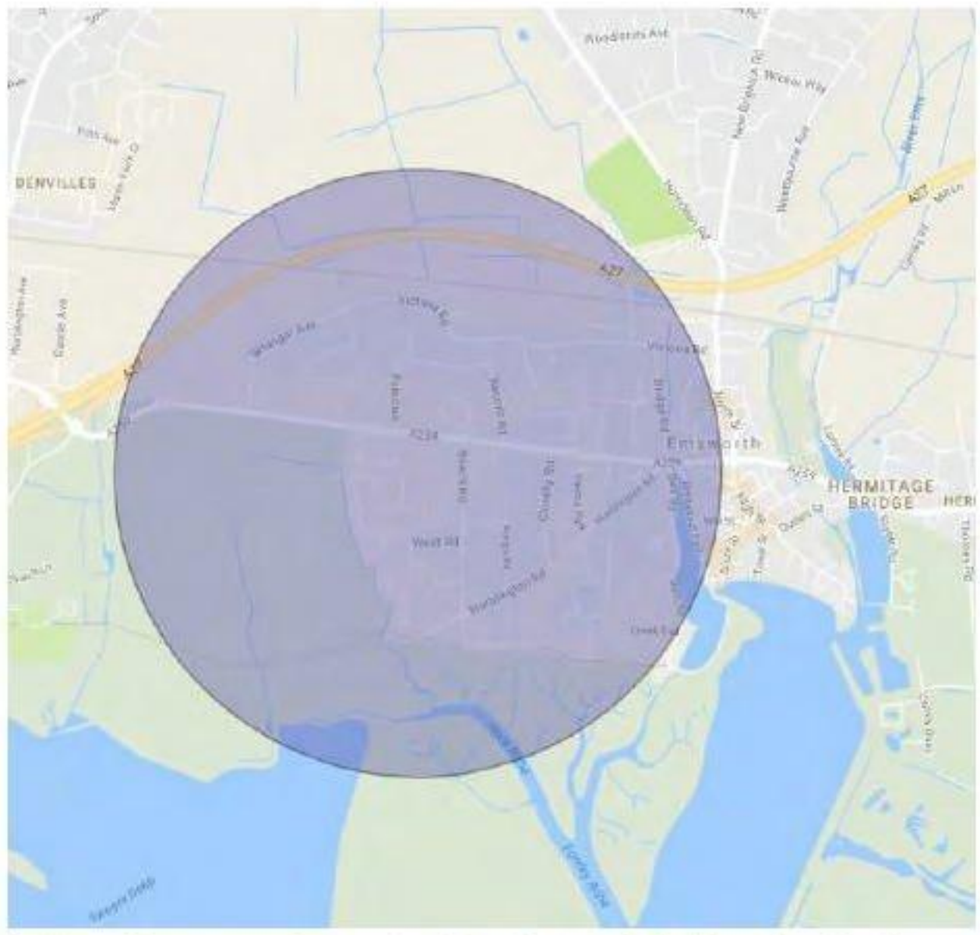
3.5.1 McCarthy & Stone held a public exhibition to display its proposals for the redevelopment of The Orchard House, Western Avenue, Emsworth on Wednesday 12th April 2017 between 3.00pm and 7.00pm at Emsworth Community Centre. The exhibition venue was located approximately 0.7 miles from the site.

3.5.2 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.

3.5.3 A dedicated presentation was organised for the site's immediate neighbours following the exhibition on Wednesday 12th April 2017 between 7.00pm and 8.00pm. This enabled the project team to talk neighbours through and answer further questions on McCarthy & Stone's proposal for the site.

A public exhibition detailing the scheme was held on Wednesday 12th April 2017 at Emsworth Community Centre

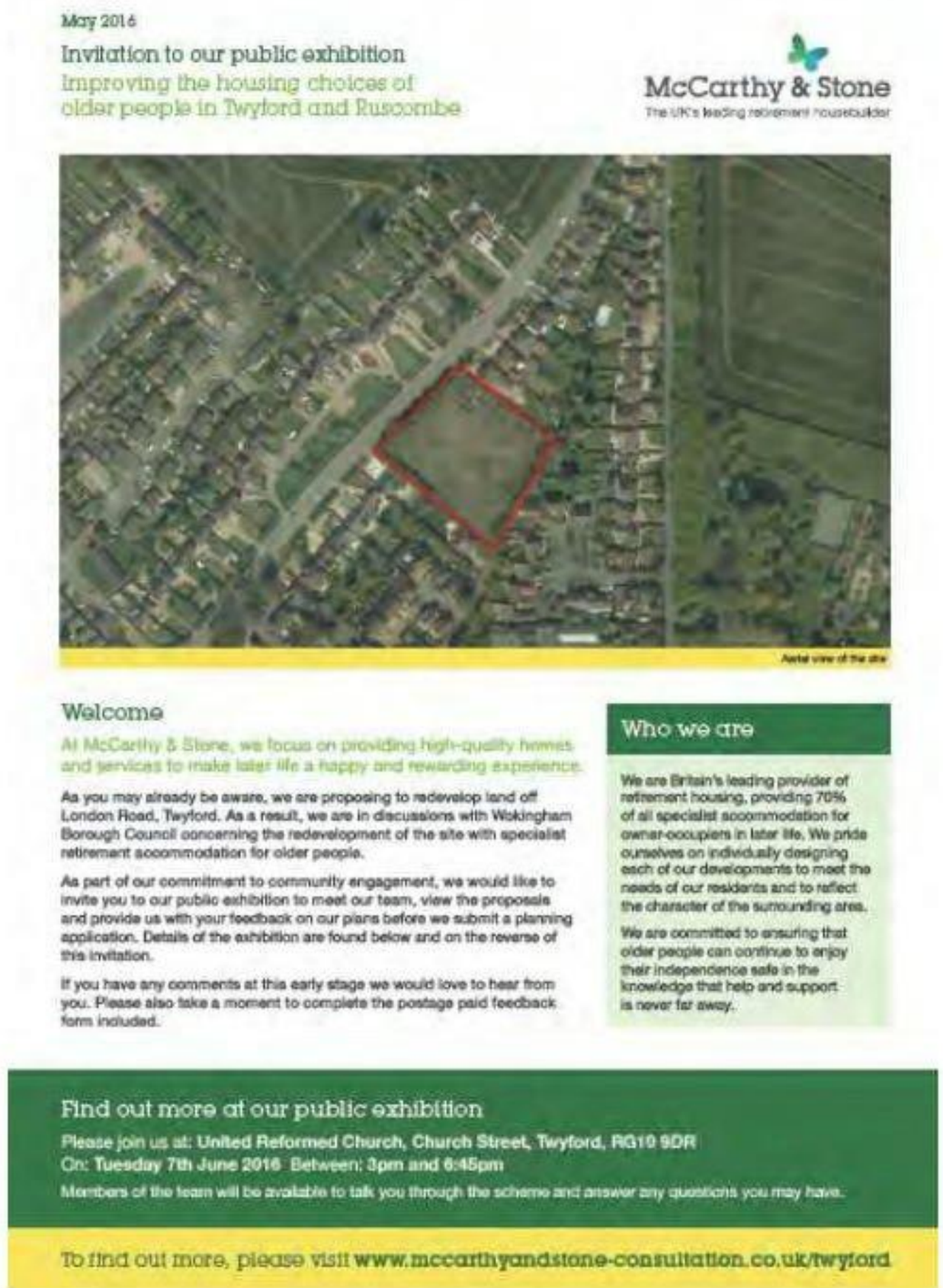
3.5.4 An invitation newsletter and feedback postcards were distributed to 1,999 residential and commercial addresses in the local area advising them of the proposals. The invitations were sent to those homes and businesses thought to be most affected by the proposals within the immediate vicinity and were distributed on Thursday 30th March 2017.



A map depicting the area targeted in the exhibition invitation newsletter distribution area.

3.5.5 The A4 invitation newsletter contained the following:

- Background to the site
- An aerial view, photos and details of the site
- Details of the public exhibition
- An overview of the proposals
- Information about McCarthy & Stone
- Details about Retirement Living accommodation
- Benefits of the proposals



May 2016

Invitation to our public exhibition

Improving the housing choices of older people in Twyford and Ruscombe

McCarthy & Stone
The UK's leading retirement housebuilder

Aerial view of the 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 off London Road, Twyford. As a result, we are in discussions with Wokingham Borough Council concerning the redevelopment of the site with specialist retirement accommodation for older people.

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 below and on the reverse of this invitation.

If you have any comments at this early stage we would love to hear from you. Please also take a moment to complete the postage paid feedback form included.

Who we are

We are Britain'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: United Reformed Church, Church Street, Twyford, RG10 9DR
On: Tuesday 7th June 2016 Between: 3pm and 6:45pm

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/twyford

An example of a typical exhibition invitation newsletter.

3.5.6 A copy of the invitation newsletter is included in the Appendices.

3.5.7 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.

3.5.8 The invitation newsletters 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.

3.6 Media Relations

3.6.1 To ensure the wider community was aware of the public exhibition, a detailed press release was issued to local media publications, including *The Portsmouth News*.

3.6.2 The press release contained the following information.

- Background to the site
- Details of the public exhibition
- An brief overview of the proposals
- The local housing need
- Benefits of the proposals
- McCarthy & Stone's contact information including the freephone information line and the website address

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

3.7 Exhibition Display

3.7.1 On the day of the public exhibition, approximately 56 people signed the visitors' book. The exhibition displayed details about the proposals ahead of submitting a planning application, which included information about:

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

An example of the exhibition display boards used.

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

3.7.3 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 Retirement Living with McCarthy & Stone brochure

3.7.4 The exhibition also provided:

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

3.7.5 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.

3.7.6 A copy of the feedback form is included within the Appendices.

3.7.7 Representatives of the project team were available to answer questions throughout the exhibition, including: a Development Manager from McCarthy & Stone; a Planner from The Planning Bureau Ltd; two representatives from Remarkable Engagement; an Architect from Re-Format Architectural Practice; and two members of McCarthy & Stone's Customer Relations Team to answer any specific questions about the concept of specialist retirement housing.

3.8 Dedicated Website

3.8.1 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/emsworth

An example of a consultation website.

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

3.8.3 The website includes:

- An overview of the proposals
- Relevant plans and layout
- Information about the public exhibition
- Information about McCarthy & Stone
- Information about Retirement Living accommodation
- Information about landscaping
- Benefits of the proposals
- Consultation timeline
- An online feedback form

3.9 Post-paid and 0800 Comment Facility

3.9.1 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.

3.9.2 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.

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

3.9.4 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.

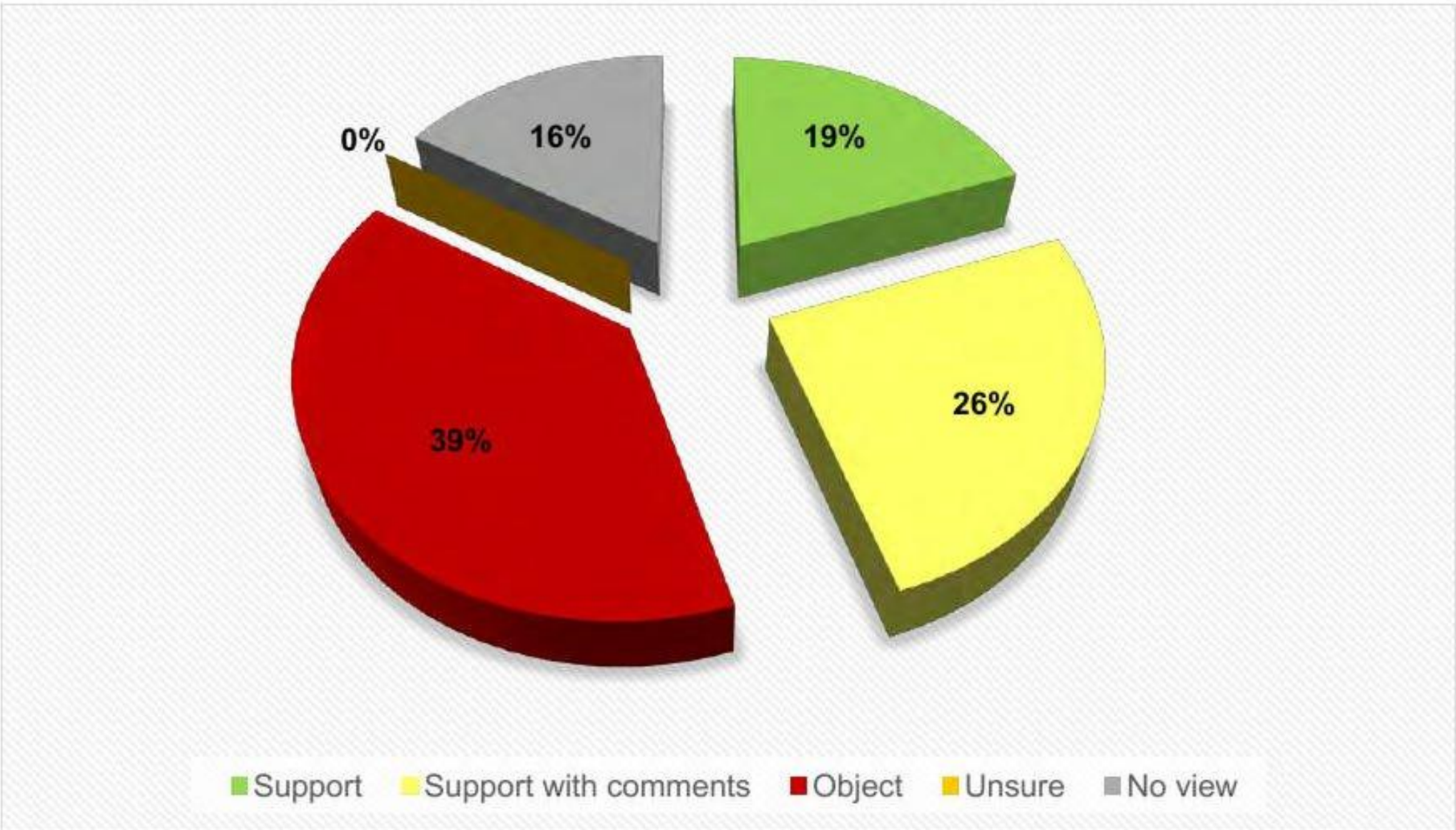
An example of the feedback cards sent prior to the exhibition.

3.10 Review of Comments

3.10.1 Overall responses received up to Wednesday 26th April 2017 (including postal responses, feedback postcards and responses received via the feedback consultation email address).

Total no. of responses	Support	Support with comments	Object	Unsure	No view
31	6	8	12	0	5
-	19%	26%	39%	0%	16%

NB: Percentages are rounded to the nearest whole number throughout this document.



An example of feedback forms available at the public exhibition

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

Overview

3.10.3 31 responses have been received via the feedback forms, pre-paid postcards, telephone calls to the freephone information line, email correspondence and website feedback.

3.10.4 45% of the responses to the consultation were supportive in principle, with 26% of the total expressing support for the proposals while also providing additional comments. 39% of respondents objected to the proposals.

3.10.5 Of the 12 objections received, 11 were received via the feedback postcards issued prior to the public exhibition. In contrast, 75% of the feedback received at and/or following the public exhibition was supportive in principle.

3.10.6 14 people registered an interest in purchasing a property at the public exhibition – although it should be noted that registering a sales interest has not been considered as a form of feedback for the purposes of this analysis.

3.10.7 The most frequent comment was a recognition that the kind of specialist housing is much-needed in Emsworth. Respondents also noted that the proposals will enhance the area.

3.10.8 Concerns were raised, including that: the design of the development is not in keeping with the local area; the proposed building is too high and/or will result in overlooking and the loss of privacy and amenity; and, the proposal will lead to additional traffic on Western Avenue and/or Havant Road.

3.10.9 100% of those that responded to Question 2 indicated that they welcomed this form of specialist housing for local older people in the area. Meanwhile, 100% of those that responded to Question 3 indicated that they feel this is a suitable site for specialist housing for older people.

3.10.10 Of those who responded, 50% found the consultation 'Very informative' while 50% found it 'Somewhat informative'. No-one found the consultation 'Not informative'.

3.10.11 The analysis will be divided into individual sections in order to address the specific questions asked via the feedback forms provided at the public exhibition.

Summary of feedback

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

Analysis of all 31 feedback responses

Theme	Total
Specialist accommodation for older people is much-needed in Emsworth	7
The design of the development is not in keeping with the local area	4
The proposed building is too high and/or will result in overlooking and the loss of privacy and amenity	4
The proposal will lead to additional traffic on Western Avenue and/or Havant Road	2
The proposals will enhance the area	2
We would like the car parking spaces to be moved away from our boundary	2
Concerned about the impact of the proposal on the local sewerage network	2
Objection to the loss of trees on site	2
The density of the proposal is too high	2

Would hope that access is not via Brook Gardens	2
One hot meal a day should be provided	1
Pleased that access will be via Western Avenue	1
The site is close to transport links (e.g. 700 bus)	1
The loss of trees on site will result in our property being overlooked by the proposed development	1
Pleased that the white brick has been changed to pale brick	1
I hope the scheme remains as a flat-roof design	1
The construction phase would cause noise and disruption	1
The properties sound expensive	1
The proposal will have little impact on the surrounding area	1
Sufficient car parking provision must be include to prevent “overspill” on nearby streets	1
Western Avenue is a private road	1
Concerns about how local GPs practices will accommodate additional demand	1
This is a greedy development	1
The garden areas should be well designed	1

The proposed buildings frontage should include balconies	1
Please provide an email so I can submit additional comments	1
The use of brick should be in keeping with local area	1
Any additional traffic is a safety concern	1
I would prefer the hedge on the eastern boundary to be re-placed by new shrub and tree planting	1
I trust that the consultation is not merely a “tick box exercise”	1
The development will damage the character of the local area	1

Breakdown of response to questions

NB: The tables below analyse responses to the specific questions asked on the feedback form provided at the public exhibition. A number of responses were received via the pre-paid postcards which were sent with the exhibition newsletter, as well as via the consultation email and website feedback form. These modes of feedback do not include the same specific questions included on the exhibition feedback forms. It should also be noted that not all respondents provided a comment to each specific question below.

Question 1 | How informative have you found the consultation?

Total no. of responses	Very informative	Somewhat informative	Not informative	Don’t know
10	5	5	0	0
-	50%	50%	0%	0%

‘Very informative’ responses:	Road
“Good outline plan, clear to understand. Questions answered fully and clearly.”	Convent Lane
“Clear plans + drawings/artist’s impression of building, and helpful staff to speak to.”	Nore Street
“I have had 3 letters - 1 plan - 1 visit - and been to the exhibition.”	Beach Road

'Somewhat informative' responses:	Road
"Plans are not yet finalised."	School Lane
"I was able to ascertain the size and height aspect of the building and some idea of the impact on my property."	Brook Gardens
"Obviously at this stage detailed information is not available e.g. details of the penthouses. A local area map would have helped strangers."	Warblington Road

Question 2 | Do you welcome the provision of specialist housing for local older people in your area?

Total no. of responses	Yes	Yes with comments	No	Non-committal
9	7	2	0	0
-	78%	22%	0%	0%

Yes responses:	Road
"Yes. Emsworth has a higher than normal population of elderly people."	Warblington Road
"Yes, filling a gap in the provision in Emsworth."	Unknown
"Good quality accommodation always needed in this area."	Brook Gardens
"Yes"	3 respondents

Yes with comments responses:	Road
"Yes but we need more availability of one hot meal a day."	School Lane
"Yes - providing services can cope."	Beach Road

Question 3 | Do you consider that this is a good use of this site for specialist housing for local older people?

Total no. of responses	Yes	Yes with comments	No	Non-committal
8	7	1	0	0
-	88%	13%	0%	0%

Yes responses:	Road

"Yes"	6 respondents
"Yes, proximity to town and the 700 bus is essential."	Unknown

Yes with comments responses:	Road
"Would prefer a development for older people than other housing as it is less likely to cause noise disruption in the area. Pleased to see access will be via Western Avenue from a traffic safety point of view."	Brook Gardens

Question 4 | Do you have any comments on the design and layout of the proposals?

Total no. of responses	Positive comments	Suggestions	Reservations	Non-committal
7	3	1	2	1
-	43%	14%	29%	14%

Positive comments:	Road
"White brick would not have been suitable and we gather that this has now been changed."	Warblington Road
"It is my opinion that this proposal will enhance the area and give much needed quality living for older people."	Convent Lane
"I will be content providing it stays as a flat roof design as shown at the exhibition."	Brook Gardens

Suggestions:	Road
"Currently we have a series of trees behind our house, all of which will be removed according to your proposals. See photo enclosed. This will leave us very overlooked which we're not happy about. We would ask that similar height trees giving us appropriate screening from the new development are put in place ASAP."	Brook Gardens

Reservations:	Road
"Is the road suitable for more traffic?"	Valetta Park
"Basically good + acceptable design, but feel that the third floor flats might be a problem because of overlooking neighbouring properties. Pleased you intend to keep trees + garden areas."	Nore Street

Question 5 | Do you have any general comments about the proposals?

Total no. of responses	Positive comments	Suggestions	Reservations	Non-committal
6	3	0	3	0
-	50%	0%	50%	0%

Positive comments:	Road
"Emsworth needs good quality accommodation for older people."	Beach Road
"No. I think it will have little impact on surround area, will be in keeping with the majority of other McCarthy & Stone upmarket projects."	Convent Lane
"They should enhance the area - it will be interesting to see the reaction from the Havant Planning Committee."	Warblington Road

Reservations:	Road
"The construction phase of 18 months is likely to be noisy and disruptive. We would insist on a weekday (9am to 5pm) and not weekend schedule. We would also want parking spaces to be kept as far away from the end of the garden to avoid headlight glare and further noise."	Brook Gardens
"Flats sound expensive."	Valetta Park
"As discussed with Jackie Dunn we are very concerned at the impact on the local sewerage system particularly at times of heavy rainfall. There is a warning alarm in Western Avenue and the sewers have been overloaded and tankers needed for several weeks at a time. The current system can barely cope and couldn't manage with additional loading on the sewers."	Brook Gardens

3.11 Response to Comments

3.11.1 All comments received have been reviewed by the project team and, where possible, amendments were made to the proposal. Feedback was also given at the exhibition and questions were answered. Many of the issues raised are covered in the supporting application documents.

3.11.2 During the consultation feedback review period, McCarthy & Stone's project team also responded directly to any specific enquiries raised via the Freephone information line.

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

Design and materials: During the early consultation, including one-to-one meetings, some concerns were raised regarding the proposed use of materials, including the use of white brick and metallic finishes.

McCarthy & Stone's response: In response to the feedback received, the use of materials has been changed to deliver a scheme that blends in well with its surroundings.

The colour of brick has been softened, with a warm-coloured pale brick now being proposed rather than render. The penthouses will also now be timber-clad, rather than metallic, to better respond to the site's coastal setting.

Size and massing: In the feedback received and conversations with members of the local community, it was suggested that 25 units represents an overdevelopment of the site. Some neighbours have also objected to the inclusion of a three-storey element on the basis that the proposed building would be too high.

McCarthy & Stone's response: The submitted plans seek to introduce 25 Retirement Living apartments which will help to deliver much-needed specialist retirement accommodation locally, thereby increasing the housing choice for older people.

The redevelopment of this site will help support Emsworth Borough Council's identified housing needs, whilst meeting the local community's preference for brownfield development over greenfield. The Office of National Statistics predicts that the local over 65s population will rise by 29% over the next 20 years.

We have sought to design a low-profile building that is in keeping with the site's residential setting. We have therefore proposed a flat roofed, contemporary design.

The proposed building is of predominately two stories, at a height that is comparable to existing developments in the surrounding area. The proposed development will also incorporate a small third-storey, comprising four penthouse apartments. The maximum height of this element of the proposed building is lower than The Orchard House, which currently occupies the site.

Neighbouring amenity: Some neighbours expressed concerns that their properties will be overlooked by the proposed building.

McCarthy & Stone's response: Our design has been landscape-led, and seeks to retain the majority of the site's existing mature trees and boundary planting. In addition, new landscaping and boundary treatments are also proposed as part of the scheme to ensure that the development is sympathetic and is adequately screened from surrounding properties.

The accommodation is set well away from common boundaries and obviously at a greater distance between the "face to face" of the respective buildings. Accordingly, although there will be a some degree of mutual overlooking, this is mitigated by the distances involved and further ameliorated by existing and proposed boundary planting.

Drainage: Neighbours, particularly those living in Brook Gardens, have been keen to stress that drainage is a local issue.

McCarthy & Stone's response: We recognise that drainage is a concern for local residents. Residents living in Brook Gardens have reported historical issues caused by surcharge of the public foul sewer. Our drainage consultant has been engaged in ongoing discussions with Havant Borough Council and Southern Water regarding the matter and our proposal will be subject to the approval of Council's Drainage Engineer and the Local Lead Flood Authority as part of the planning process. We have established that Southern Water has fitted devices to the public foul sewer in the vicinity of Brook Gardens to prevent future incidents of surcharging.

From our technical assessments, the proposal will result in a reduced amount of water going into the public foul sewer. This is because, at present, The Orchard House discharges surface water and foul water into the public foul sewer. In contrast, our development will discharge no surface water into the public foul sewer.

The surface water from our development will be discharged into either soakaways or to the surface water sewer in Havant Road.

It is in the interest of McCarthy & Stone, who oversee the management of all their developments, to ensure that any drainage issues are adequately address in the planning application submitted to the Council.

Access and traffic: Questions have been raised regarding the safety suitability on the proposed access arrangements. Many neighbours were keen to clarify that McCarthy & Stone were not proposing to access the site via Brook Gardens.

McCarthy & Stone's response: The site is situated in a sustainable location, close to the town centre and local amenities. It is serviced by the number 700 bus, which runs on a regular basis, thereby reducing our homeowners's reliance on private car ownership.

Vehicular and pedestrian access to the site would be via Western Avenue, toward Havant Road, with no access onto Brook Gardens.

Following concerns regarding the safety and suitability of the access arrangements, McCarthy & Stone commissioned a third party to conduct a thorough safety review, which will form part of the planning application.

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/emsworth, 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
- Once a decision has been made

4.3 Letters to Interested Parties

4.3.1 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:

- All those that signed the visitors' book at the public exhibition
- All those that register for updates via the consultation website
- 55 residential addresses in the immediate vicinity of the proposal site
- Members of Havant Borough Council's Cabinet
- Members of Havant Borough Council's Development Management Committee
- Ward Member for the Emsworth ward of Havant Borough Council
- Division Member for the Emsworth & St Faiths electoral division of Hampshire County Council
- MP for Havant
- The Emsworth Forum
- Emsworth Residents' Association
- Age Concern Hampshire

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

4.4 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 local publications including *The Portsmouth News*. 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 which has taken place
- McCarthy & Stone's contact information including the freephone information line number and the website address

5. Appendices

- Copy of the one-to-one meeting invitation letter
- Copy of the door knocking invitation letter
- Copy of the exhibition invitation newsletter
- Copy of the pre-exhibition press release
- Copy of the exhibition boards
- Copy of the exhibition feedback form

[redacted]

Information line: 0800 298 7040

2nd March 2017

Dear [redacted],

Improving the housing choice for older people in Emsworth

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

We have acquired an interest in the land at The Orchard House, Western Avenue, Emsworth, and are working up proposals for its redevelopment with Retirement Living accommodation. We believe this is a great opportunity to develop a site in Emsworth, delivering much-needed retirement accommodation as well as contributing to the housing numbers needed in the Local Plan.

We are committed to engaging with the local community regarding our preliminary plans 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 would, where possible, be incorporated into the final proposals. The consultancy Remarkable Engagement is working with McCarthy & Stone to assist with the public consultation process.

As you are a neighbour to the site, we would like to invite you to an individual meeting to discuss the proposals and listen to your feedback. Our project team members would be available to meet with you at **the Brookfield Hotel, Havant Road, Emsworth, PO10 7LF on 13 March 2017 at a pre-arranged timeslot of your choice between 10am and 5.30pm.**

If you would like to arrange a meeting, please contact Peter Wallace or Alice James at Remarkable Engagement on the project's freephone information line – 0800 298 7040 – to arrange a timeslot. We will be booking appointments on a first come, first served basis, so I would encourage you to call at your earliest convenience to book an appointment.

In addition, following our initial meetings with neighbours, we will progress our plans further and then hold a public exhibition for both nearby residents and the wider community to view and comment on the preliminary proposals. We will inform you about this once a date, time and venue has been confirmed.

We look forward to hearing from you.

Yours sincerely

[redacted]

Shane Paull
Regional Managing Director,
McCarthy & Stone

[redacted]

Information line: 0800 298 7040

17th March 2017

Dear [redacted],

Improving the housing choice for older people in Emsworth

McCarthy & Stone has acquired an interest in The Orchard House, Western Avenue, Emsworth and are in the process of drawing up proposals for the redevelopment of land with high-quality Retirement Living accommodation.

We are committed to engaging with the local community regarding our preliminary plans. As a neighbour of the site, we would like to meet with you to discuss the proposals and listen to your feedback.

Members of the project team will be in Emsworth on **Wednesday 5th April 2017.** We will be calling at properties on Western Avenue, Beach Road and Brook Gardens; visiting between **10.30am and 7pm** to talk you through the plans, supported by technical information and early artist impressions of the design, and to answer any questions you might have.

If you would like to request that the project team visit your home at a particular time, please contact our freephone information line – **0800 298 7040** – at your earliest convenience and ask to speak with Alice James or James Wood who will endeavour to accommodate your request.

In the meantime, we have enclosed a copy of the draft layout plan for the site. This is a draft and may be subject to change following design review with resident feedback. The plans currently include:

- 25 two bed Retirement Living apartments
- Approximately 28 car parking spaces
- A two-storey development, stepping up to a three-storey element in the centre of the site to accommodate four penthouse apartments
- A contemporary, flat roofed building to keep the height of the apartments to a minimum
- Use of a pale brick, instead of render, for a high-quality finish
- Retention of the majority of the mature trees and planting on the site, with the landscaped gardens to be maintained by McCarthy & Stone's in-house management team

McCarthy & Stone is currently investigating a drainage solution for the site, as we recognise that this is a key consideration for the area. The team will share this information with the local community when available.

If you are not available on the 5th April, please be assured that this will not be the only chance to discuss the project with the development team. A public exhibition will be hosted on the 12th April, with further details to be sent to you in the coming weeks.

Please feel free to contact the project team on **0800 298 7040** if you have any questions or would like to book a particular time to see the team on 5th April 2017.

We look forward to meeting you.

Shane Paull
Regional Managing Director
McCarthy & Stone

Invitation to our public exhibition

McCarthy & Stone
The UK's leading retirement housebuilder

Improving the accommodation choices for older people in Emsworth

Aerial image of proposed site

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 Orchard House, Western Avenue, Emsworth and are working up proposals for the site's redevelopment with 25 high-quality Retirement Living apartments for private sale, together with approximately 28 on-site car parking spaces. The site benefits from attractive gardens and mature trees, which is shaping McCarthy & Stone's early design for the apartments.

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.

If you have any comments at this early stage, we would like to hear from you. Please take a moment to complete the enclosed postage-paid feedback card.

Who we are

Since building our first development in 1977, we have become the UK's leading retirement housebuilder. We have sold over 51,000 apartments across more than 1,100 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our homeowners; from the design of our apartments to our on-site support services, the requirements of later living are always at the front of our mind.

Find out more at our public exhibition

Please join us at: **Emsworth Community Centre Mountford 1 & 2, North Street, Emsworth, PO10 7DD**

On: **Wednesday 12th April 2017** Between: **3.00pm and 7.00pm**

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.mccarthyandstoneconsultation.co.uk/emsworth**

Our Retirement Living apartments

Retirement Living is all about creating a safe and secure environment for our homeowners to continue to live an active, independent life. Homeowners have their own front doors and privacy just as they did in their previous homes and they are free to join in community activities within the development or to pursue their own interests as they please.

Apartments can be occupied by people aged 60 or over and are provided for outright sale, although the average age of residents upon purchase is 79. The majority of homeowners moving in to our developments already live in the local area.

Designed to make life a little easier

Our developments are carefully designed with the needs of older homeowners in mind, with step-free access throughout the building.

The apartments are all built to 'Lifetime Homes' standards and are adaptable for wheelchair use. They are built to generous internal space standards and incorporate features designed to help homeowners maintain their independence; such as 24-hour emergency call points, level-access bathrooms, good lighting, and switches / electrical sockets at a raised height to reduce bending.

Every Retirement Living development has its own House Manager - someone to manage the day-to-day running of the development and to be on hand during office hours.

Find out more at our public exhibition

Please join us at our public exhibition at:

Emsworth Community Centre Mountford 1 & 2, North Street, Emsworth, PO10 7DD

On: **Wednesday 12th April 2017**

Between: **3.00pm and 7.00pm**

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 accommodation;
- Contribution to the housing numbers needed in the Local Plan;
- Retention of as much existing landscaping as possible;
- Ideal location, close to public transport links, shops and services;
- A sensitive neighbour for those living near to the site; that will be maintained by McCarthy & Stone's inhouse management company;
- Low levels of traffic generation and car ownership;
- Support for the local economy, with homeowners typically choosing to use local shops and services on a regular basis;
- The majority of residents of retirement schemes generally originate from the local area (45% of sheltered residents originate from within a 5 miles radius and approximately 72% within 20 miles. Therefore, the move to retirement accommodation helps to free up local under-occupied housing stock.

Getting in touch

If you would like further information at this stage, please visit the project's dedicated website at **www.mccarthyandstoneconsultation.co.uk/emsworth** 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

30th March 2017
For immediate release

Residents invited to view retirement apartment plans for Emsworth

McCarthy and Stone is inviting residents in Emsworth to view and comment on their plans to redevelop The Orchard House, Western Avenue, Emsworth with Retirement Living accommodation.

McCarthy and Stone has acquired an interest in the site and is drawing up plans to redevelop it with 25 two bedroom Retirement Living apartments, specifically designed to meet the needs of people in later life, together with attractive landscaped gardens and approximately 28 on-site car parking spaces.

McCarthy and Stone's plans are still at a preliminary stage and no planning application has been submitted. **The public exhibition marks the next stage of pre-application community consultation and will be held:**

On: Wednesday 12th April 2017
At: Emsworth Community Centre (Mountford 1 & 2), North Street, Emsworth, PO10 7DD
Between: 3.00pm and 7.00pm

The proposal offers an opportunity to provide much-needed specialist retirement accommodation, increasing the housing choice for older people. The Office of National Statistics predicts that the local over 65s population will rise by 29% over the next 20 years.

The redevelopment of this site will also contribute to Havant Borough Council's identified housing need, and meets the community's aspiration for brownfield development to deliver future growth in Emsworth.

Shane Paull, Regional Managing Director of McCarthy and Stone, commented: *"We want to hear from the local community and our future home-owners before we finalise our planning application. We will be displaying our plans at a public exhibition where our project team will be on hand to answer questions and listen to feedback on what we have done so far."*

He continued: *"This proposal provides an important opportunity to deliver a sensitive residential development that will significantly improve the housing choices for older people in Emsworth, whilst also contributing to meeting the Havant's housing needs."*

The local community can find out more by calling the freephone information line on **0800 298 7040** or visiting the project's dedicated website at **www.mccarthyandstoneconsultation.co.uk/emsworth**.

-Ends-

For more information contact:
Alice James
alice.james@remarkablegroup.co.uk
t. 0203 667 8901

Notes to editors:

McCarthy & Stone is the UK's leading retirement housebuilder, with a c.70% share of the owner-occupied market[1]. The Group buys land and then builds, sells and manages high-quality retirement developments. It has built and sold more than 51,000 apartments across more than 1,100 developments since 1977.

McCarthy & Stone's Retirement Living and Assisted Living developments offer one and two bedroom apartments across the country in a wide variety of locations, from city centres to rural villages and coastal locations. Retirement Living developments offer the independence of retaining home ownership while living in an apartment specifically for the over-60s, as well as greater peace of mind and companionship. Assisted Living developments for the over-70s offer all of this, plus a helping hand through flexible care and support packages that make life that little bit easier.

In 2015, McCarthy & Stone launched its Ortus Homes offering. Exclusively for over-55s, these bespoke properties are intelligently designed for downsizing to enhance a homeowner's leisure years. The first Ortus development, *Scarlet Oak* in Solihull, was crowned 'Best Retirement Scheme' in the HBF's Housebuilder Awards in November 2015.

McCarthy & Stone's commitment to quality and customer service continues to be recognised by homeowners. For the eleventh year running, the Company has been awarded the full five stars for customer satisfaction in an independent survey conducted by the Home Builders Federation (HBF).
For further information, visit www.mccarthyandstone.co.uk

There is a growing demand for specialist retirement housing, with the number of people aged 85 and over in the UK expected to more than double between 2015 and 2035 from 1.5 million to 3.2 million, and the number of people aged 65 and over expected to increase by more than 50% from 11.6 million to 17.2 million[2]. According to research by Demos, 1 in 4 over 60s are interested in retirement living[3], yet only c.141, 000 units of specialist retirement housing for homeowners have been built[4].

---

[1] Based on 3,453 registrations of cross tenure properties specifically designed for the elderly with the NHBC during calendar year 2015, of which 2,672 were registered by McCarthy and Stone.
[2] Population projections by the Office for National Statistics (2014 based).
[3] Demos- Top of the Ladder (2013)
[4] Independent data provided by the Elderly Accommodation Counsel, April 2016

Enhancing your local area

The Orchard House, Western Avenue, Emsworth

Welcome

Today's exhibition displays our proposal to redevelop The Orchard House, Western Avenue, Emsworth with high-quality Retirement Living apartments, attractive landscaped gardens and on-site car parking.

The purpose of the exhibition is to display our draft proposals and receive feedback from the local community before a planning application is submitted to Havant Borough Council.

About the site

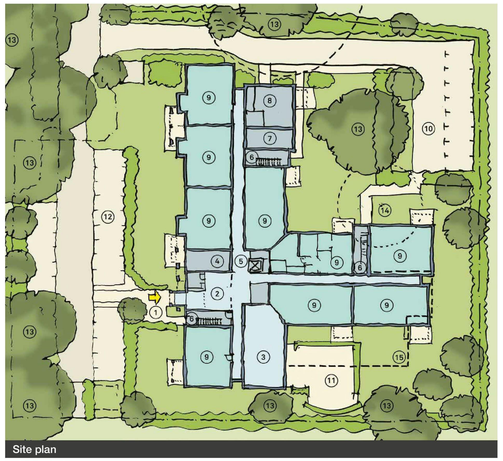
The Orchard House is a large family home accessed from Western Avenue. The house is not visible from the street on Havant Road but sits in a very large plot and is benefited by mature trees and planting on the boundaries.

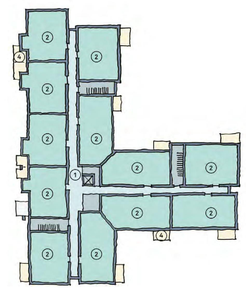
The site is within easy walking distance of the number 700 bus on Havant Road which offers easy and quick access to local shops and services in Emsworth High Street.

The proposal offers an opportunity to provide much-needed specialist retirement accommodation, increasing the housing choice for older people. The Office of National Statistics predicts that the local over 65s population will rise by 29% over the next 20 years.

The redevelopment of this site will help support Emsworth's identified housing needs, whilst meeting the local community's preference for brownfield development over greenfield.

Aerial view of the site


Site plan


First floor plan

Second floor plan

Other schemes by the architects

Our approach to design

Before we begin designing any proposal, our appointed architects spend time carefully researching the architecture and character of the local area to ensure a sensitive design that is in keeping with Emsworth.

From the outset the layout and design of our plans have, wherever possible, sought to retain the existing mature trees, particularly those on the boundaries.

We have also been conscious that, while the site is hidden from view when on Havant Road, we wanted to design a low-profile building for neighbouring properties. We are therefore proposing a flat roofed, contemporary design (rather than introducing a dominant, pitched roof) that uses high-quality materials, such as a pale brick rather than render.

The proposals

The proposals include:

- 25 two-bedroom Retirement Living apartments, including four penthouse apartments
- Tailored communal facilities, including a homeowners' lounge, guest suite and communal gardens
- Approximately 28 car parking spaces, spilt across two portions of the site and set within attractive landscaping
- Cycle and mobility scooter storage with charging points
- A single access point into the site off Western Avenue
- Retention of the majority of site's existing mature trees, for the benefit of new and existing homeowners and neighbouring properties
- New landscaping and boundary treatments, including attractive communal gardens for homeowners
- A contemporary design, which takes cues from the existing architecture in Emsworth and incorporates high-quality building materials
- A building of predominately two stories, with a three-story element which is set-back to respect its context among neighbouring properties.
- Sustainable Urban Drainage scheme, designed in consultation with the local water authority
- Permeable paving throughout the development

Street elevation along Western Avenue

Cross section through site

Proposed CGI of the development

Existing development in Hamble

Existing development in Bishop's Waltham

Existing development in Wickham

Existing development in Swanage

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

Feedback Form

McCarthy & Stone
The UK's leading retirement housebuilder

Proposals for The Orchard House, Western Avenue, Emsworth

As part of our proposal 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 high-quality Retirement Living accommodation, on-site car parking and attractive landscaped gardens.

Please take a moment to complete this form and either place it in the ballot box, or return it to us using the freepost envelope provided by **Wednesday 26th April 2017**. Your views will be carefully considered before a planning application is submitted to the local authority in the coming months.

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/emsworth**

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.

Name:

Address:

Postcode:

Email:

Telephone:

Please do not keep me informed of updates to this application

Please take a moment to complete this form and either place it in the ballot box, or return it to us using the freepost envelope provided.

Email: **feedback@mccarthyandstone-consultation.co.uk** Call: **0800 298 7040**

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

How informative have you found the consultation?

Very informative Somewhat informative Not informative Don't know

What is the reason for this

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

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

Do you have any general comments about the proposals?

How did you hear about this consultation?

All information will be held in accordance with the data protection act (1998) for use by Remarkable Group on behalf of McCarthy & Stone as part of a planning application. Comments might be included in reports which may be made publicly available; we will not publish names of individuals. Please tick this box if you do not want us to make your response publicly available ☐