

CAVENDISH

Insight. Influence. Creativity.

Statement of Community Involvement (SCI)

Created for McCarthy Stone
January 2024

The ideas and information contained within this report and any other associated documents are of a confidential nature and must not be passed on to any third party without the prior written consent of Cavendish Consulting.

Contents.

1. Introduction.....	4
2. Background.....	5
2.1 Proposal site	5
3. Pre-application Consultation.	8
3.1 Statement of Community Involvement.....	8
3.2 Engagement with stakeholders	9
4 Post-submission Engagement.....	10
4.2 0800 comment facility	10
4.3 Processing and submission of feedback	10

Executive Summary.

McCarthy Stone is committed to consulting with the local community regarding its proposals to develop land at Fairways Lodge Hotel, Prestwich. The proposals are for Retirement Living accommodation, car parking and high-quality soft and hard landscaping.

To support a planning application for the site, McCarthy Stone has undertaken pre-application consultation with elected representatives and stakeholders by notifying them about the proposals.

Following submission of the planning application McCarthy Stone will be undertaking a further period of public engagement to inform neighbours and the community about the proposals.

This post-submission engagement will take place via a letter notification to invite immediate neighbours to meet with the project team and discuss the plans. A freephone information line and a project email address will also be made available throughout the course of the planning process, for interested parties to receive further information and to provide their comments to the project team.

This document outlines the approach that has been taken to pre-application consultation and the feedback received. It also details the activity that McCarthy Stone will be undertaking to engage with the community post-submission.

An Addendum to this SCI will be submitted once the post-submission engagement activity has been undertaken to inform the Local Planning Authority of the responses received from those who participate.

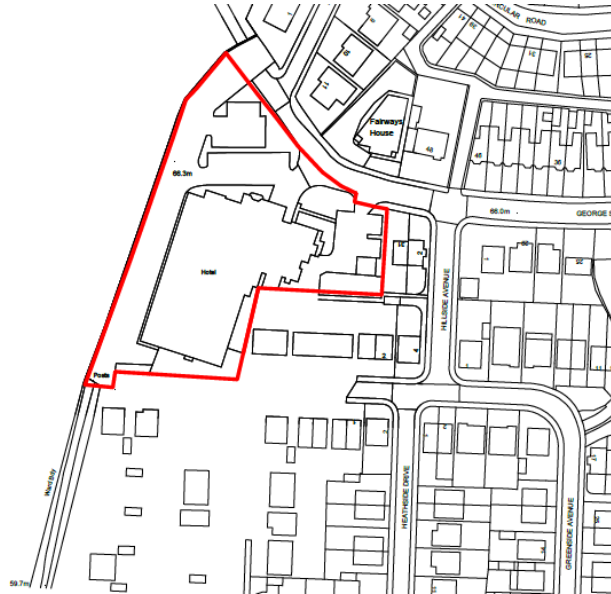
1. Introduction.

- 1.1 McCarthy Stone, the UK's leading developer and manager of retirement communities, has acquired an interest in land at Fairways Lodge Hotel, Prestwich and is bringing forward an exciting proposal for a new specialist retirement development.
- 1.2 McCarthy Stone is committed to consulting stakeholders and the local community about its planning applications and has a strong track record of engaging 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 thus far, and intended to be undertaken post-submission, by McCarthy Stone in respect of its proposal for the site. It provides a chronological account of the consultation activity that has been undertaken during the pre-application stages of the planning application and the activity that McCarthy Stone proposes to undertake post submission.
- 1.4 In order to assist with the community consultation process, McCarthy Stone appointed Cavendish, a specialist communications consultancy, to form part of its wider project team for the proposed development.
- 1.5 The feedback received during the forthcoming consultation exercise will be accounted for and submitted to Bury Metropolitan Borough Council as an addendum to this document.

2. Background.

2.1 Proposal site

2.1.1 The site is situated on land at Fairways Lodge Hotel, Prestwich.



A location plan showing the proposed site at Fairways Lodge Hotel, Prestwich.

- 2.1.2 The proposed site is within walking distance of amenities, providing a suitable and sustainable location to deliver much-needed retirement accommodation for a growing ageing population.
- 2.1.3 McCarthy Stone is proposing to deliver a high-quality scheme featuring 52 one- and two-bedroom Retirement Living apartments. These will comprise a mix of one-and-two-bedroom units which will be available for purchase, rent and part-rent part-buy. All have access to shared facilities for homeowners, including a residents' lounge, guest suite and a mobility scooter storage room with charging points.



Proposed site plan (draft version)

Design and Height

2.1.4 The proposal site is on land at Fairways Lodge Hotel, Prestwich. McCarthy Stone's proposals for Prestwich seek to remain in-keeping with surrounding developments by utilising a similar architectural style and being aesthetically pleasing. The site is currently occupied by a large building that is in use as a hotel. The proposed site is situated in an area mainly consisting of residential properties. To ensure the building blends in with the surroundings and to avoid being restricted by a specific architectural style, McCarthy Stone has aimed to create an appealing and contemporary design.

2.1.5 The Retirement Living apartment building is proposed to be three storeys.



Proposed elevations

Car parking and access

- 2.1.6 Vehicle access to the site would be via the existing access off George Street.
- 2.1.7 As part of the development, McCarthy Stone will provide 38 on-site car parking spaces for use by residents, staff, and visitors.
- 2.1.8 Retirement Living schemes are associated with low traffic generation, particularly at peak times, with low levels of car ownership when compared to open market developments. This is particularly the case given the highly sustainable location of the proposed development, with excellent access to local public transport routes and within easy walking distance to local amenities such as shops, cafes, and restaurants.

Landscaping and trees

- 2.1.9 New high-quality landscaping and tree planting is proposed around the site to ensure that the development blends into the surrounding area and offers a high-quality outdoor space for residents to enjoy. The majority of the mature trees on the boundary of the site are to be retained. The grounds will be maintained by McCarthy Stone on an ongoing basis.

3. Pre-application Consultation.

3.1 Statement of Community Involvement

The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

National Planning Policy Framework (2023)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 McCarthy Stone has paid regard to the NPPF at Paragraph 39 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*
- 3.1.4 It goes on to highlight at Paragraph 40 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*
- 3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*
- 3.1.6 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.

- 3.1.7 Bury Council's adopted SCI does not make any specific recommendations to developers regarding pre-application consultation, though McCarthy Stone recognise the value of doing so, having had such a process improve our developments and the planning process on previous projects.
- 3.1.8 As a result, McCarthy Stone's consultation programme has a number of key objectives including:
- To encourage input from the local community, including residents, 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
- 3.1.9 Therefore, McCarthy Stone will undertake a programme of community consultation, as outlined in this Statement of Community Involvement.

3.2 Engagement with stakeholders

- 3.2.1 McCarthy Stone believes it is important to discuss its preliminary proposals for the site's development with local stakeholders, making them aware of the forthcoming proposals and offering the opportunity to attend briefings with members of the McCarthy Stone project team.
- 3.2.2 Notification of McCarthy Stone's plans and the intention to conduct a community consultation was sent to local stakeholders including:
- Councillor Eamonn O'Brien - Leader
 - Councillor Lucy Smith – Deputy Leader
 - Councillor Clare Cummins – Cabinet Member for Housing Services
 - Councillor Alan Quinn – Ward member for Sedgley
 - Councillor Debbie Quinn – Ward member for Sedgley
 - Councillor Richard Gold – Ward member for Sedgley
 - Christian Wakeford MP

4 Post-submission Engagement.

4.1 One-to-one meetings

- 4.1.1 An invitation will be distributed to immediate neighbours, inviting them to attend a one-to-one meeting with the McCarthy Stone project team to receive a briefing on the preliminary proposals.
- 4.1.2 This initial correspondence will outline the proposed plans for the development of the site and invite recipients to attend a one-to-one meeting. It will also include details of the freephone information line number and project email address.

4.2 0800 comment facility

- 4.2.1 During the consultation, access to a freephone telephone enquiry line will be offered to those who wish to find out more about the proposals, or to register their comments via the telephone.
- 4.2.2 The telephone number (0800 298 7040) will be in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside these hours, a message facility will be available for voicemails to be left and responded to at the earliest opportunity to ensure information is readily available and queries and concerns are addressed.
- 4.2.3 Information will be given to callers where possible and if questions are of a technical nature, these will be passed on to the project team.

4.3 Processing and submission of feedback

- 4.3.1 At the end of the engagement process all feedback will be reviewed by the project team and reported to the Local Planning Authority as an Addendum to this document.
- 4.3.2 Any further activity that may be undertaken to consult with the community that is not stated in this document will be outlined in the Addendum.