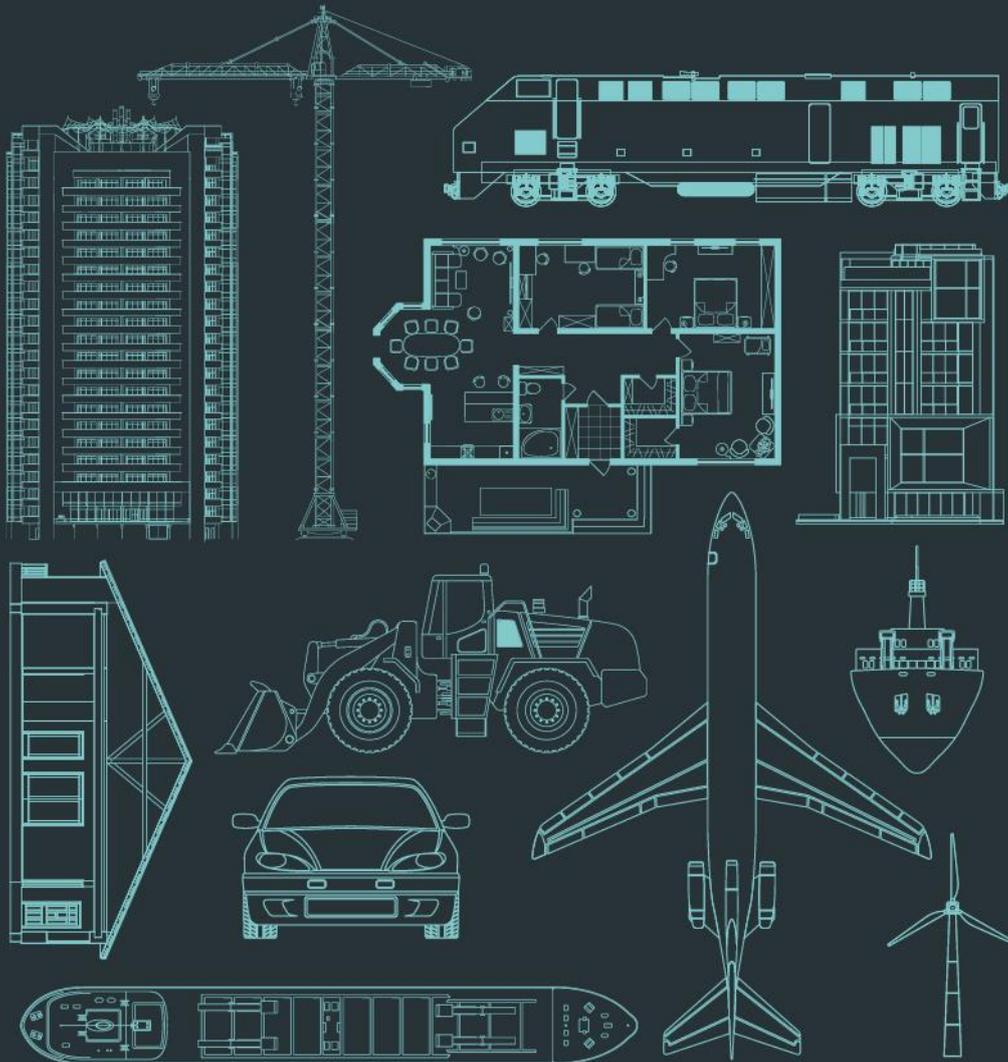


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## Statement of Community Involvement

### McCarthy Stone – Maelgwyn Road Car Park, Llandudno

July 2021

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 BECG.

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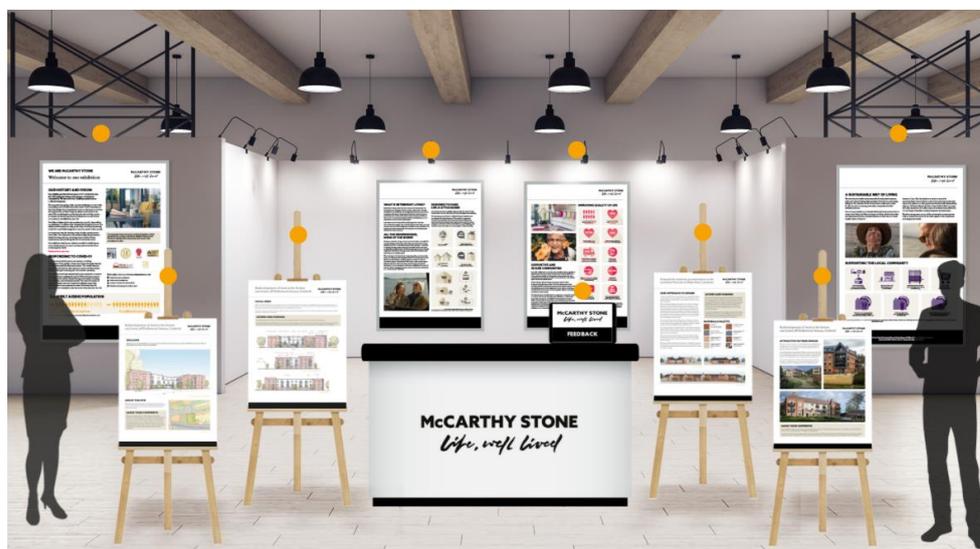
# Executive Summary

McCarthy Stone is committed to consulting with the local community regarding its proposals to redevelop the Maelgwyn Road Car Park, Llandudno with Retirement Living accommodation alongside associated car parking and landscaping.

Residents and stakeholders have been given the opportunity to provide feedback regarding the proposals at all stages of our informal public consultation via a number of different channels, including online one-to-one meetings, a virtual public exhibition with live chat function and via postage-paid feedback cards issued with the project newsletter. A freephone information line, a feedback email address and a dedicated website were also made available throughout the course of the pre-application stages, for interested parties to receive further information and to provide their feedback to the project team.

The consultation has been designed to respond to the social distancing restrictions in place due to Covid-19, with consultation directed towards digital formats. This has ensured that the local community has still had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the formal pre-application stage.

Pre-consultation online meetings were offered to neighbouring residents and local stakeholders held on Wednesday 5th May 2021, and a virtual public exhibition was held from Thursday 1 July until Thursday 8 July 2021. 1,988 households and businesses close to the site were invited to view the proposals. Online feedback forms were available as part of the virtual exhibition for attendees to record their views.



*A virtual public exhibition, providing information regarding McCarthy Stone and their proposal for Llandudno, was held between Thursday 1 July and Thursday 8 July 2021 at <https://mccarthyandstoneconsultation.co.uk/llandudno/virtual-exhibition/>*

The feedback received from the one-to-one meetings held with neighbouring residents and stakeholders about the preliminary plans mostly involved comments focussing on the potential impact of the loss of the car park, access, landscaping and questions about construction impacts.

McCarthy Stone has carefully reviewed the feedback received within this document and the wider material that will be submitted as part of the planning application.

Feedback was received across a variety of consultation channels during the informal public consultation period and these have been detailed below and includes responses from McCarthy Stone to the key concerns raised. In total, 72 pieces of feedback were received and 28 residents and stakeholders attended 121 meetings and presentations.

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.

# 1. Introduction

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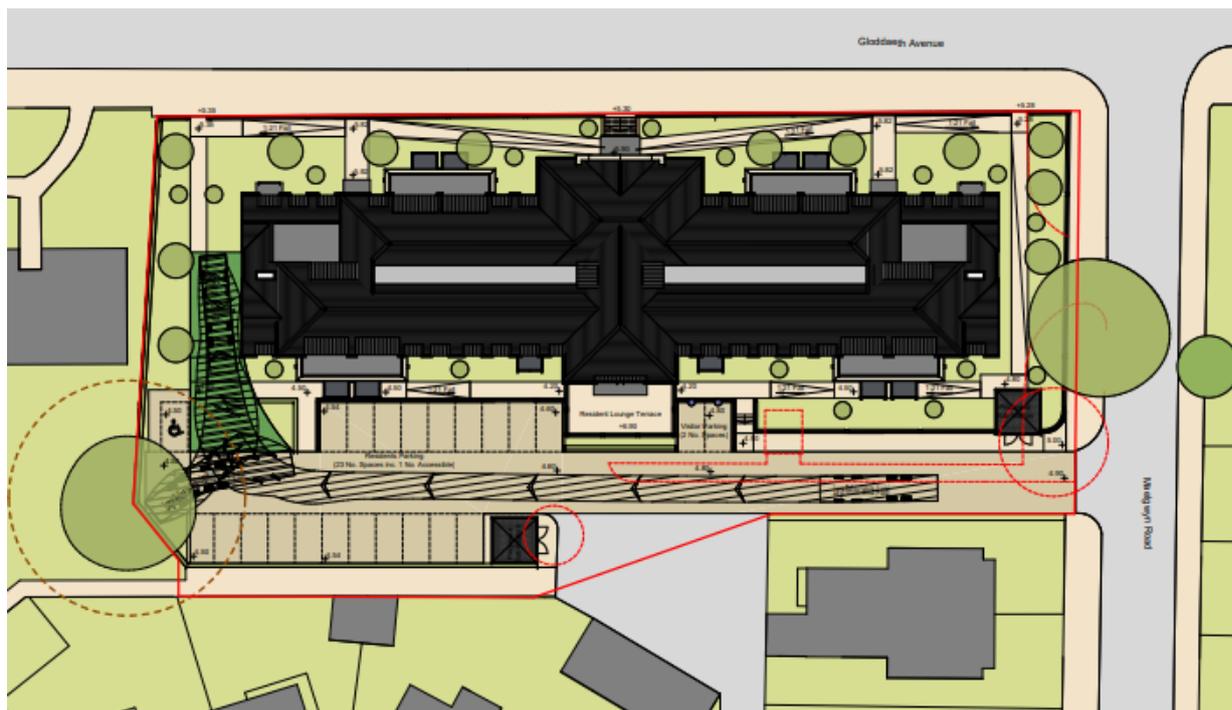
- 1.1 McCarthy Stone, the UK's leading developer and manager of retirement communities, has acquired an interest to redevelop land at the Maelgwyn Road Car Park in Llandudno with Retirement Living accommodation for older people in Llandudno.
- 1.2 McCarthy Stone is committed to consulting with stakeholders and the local community regarding its proposals. 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 informal 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 prior to the 28-day formal consultation.
- 1.5 In order to assist with the community consultation and communication, McCarthy Stone appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.6 All feedback received, so far, is accounted for and represented within this document during the informal consultation period.

## 2. Background

### 2.1 Proposal Site

2.1.1 The site is situated off Maelgwyn Road, in the north-western area of Llandudno, and is mostly surrounded by residential housing.

2.1.2 The site is currently used as a public pay/display car park.

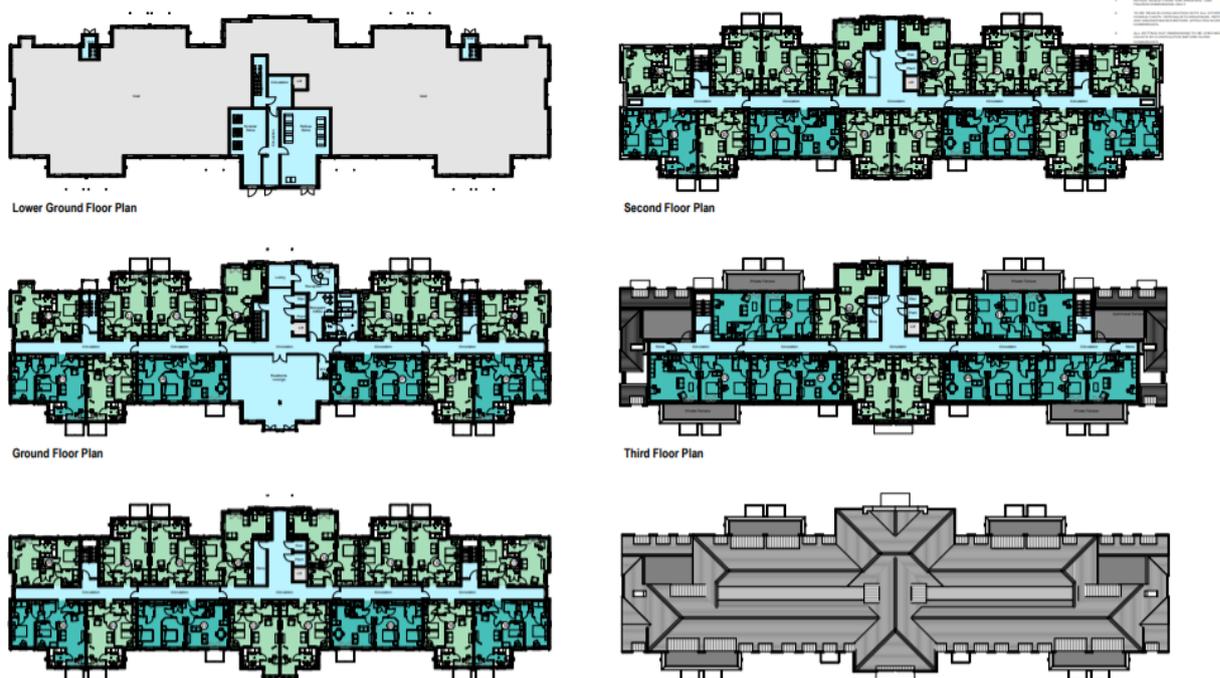


*Proposed site plan.*

## 2.2 The Proposal

2.2.1 McCarthy Stone is proposing to redevelop the site to provide 37 one-bedroom and 18 two-bedroom Retirement Living apartments, alongside associated car parking for future residents, guests and staff and improved landscaping in and around the site.

2.2.2 Retirement Living accommodation is exclusively for older people (the average age on entry is 78 years), with communal facilities for residents, including a lounge area, communal terrace area and mobility scooter storage area with electric charging points.



*Proposed floor plans*

2.2.3 The new building would be set within landscaped outdoor areas, including shared resident terraces, which would provide amenity space for future residents and an attractive outlook, whilst further improving the appearance of the site.

2.2.4 **Design and height:** The proposal site has been designed with local architectural styles and materials in mind. The design is respectful of the local aesthetic and its style is in-keeping with the surrounding buildings.



*Preliminary sketch of elevations tabled during the initial consultation*

- 2.2.5 **Car parking and access:** The existing access off Maelgwyn Road will be modified, to allow a two way flow of traffic to the site for residents. Pedestrian access will be provided off both Maelgwyn Road and Gloddaeth Avenue. Sufficient car parking spaces will be provided, with 23 spaces for residents and visitors.
- 2.2.6 McCarthy Stone schemes, by their very nature, tend to have a minimal impact on local highway networks, with lower levels of traffic generation and car ownership when compared with open market schemes, particularly given their sustainable locations. Furthermore, those residents that do own a car are less likely to travel during peak times.
- 2.2.7 **Landscaping and trees:** New landscaping will transform the existing Brownfield site. Tree planting is proposed, including attractive garden areas for residents and new landscaping and along the site's boundaries. Any existing trees and shrubs will be retained where possible.

## 3. Informal Pre-application Consultation

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### 3.1 Contacting Statutory Bodies

3.1.1 Formal written pre-application advice was issued by Conwy County Council to McCarthy Stone in a letter dated 7 June 2021.

### 3.2 One-to-one Meetings

3.2.1 McCarthy Stone felt it was important to discuss its preliminary proposals for the site's redevelopment with local stakeholders and neighbouring residents in advance of the wider community consultation. McCarthy Stone offered the opportunity for local stakeholders, including elected councillors and representatives of third-party groups, to attend one-to-one briefings with representatives from McCarthy Stone. Letters in Welsh and English were issued to immediate neighbours to the site on 27 April 2021.

3.2.2 The invitation letters were also distributed to identified, interested stakeholders on 27 April 2021. The following stakeholders were invited to attend a one-to-one meeting with the McCarthy Stone project team to receive a briefing on the preliminary proposals:

- Leader of Conwy County Council
- Conwy County Council's Cabinet Member for Adult Social Services and Leisure
- Conwy County Council's Cabinet Member for Housing and Regulatory Services
- Conwy County Council's Cabinet Member for Economic Development
- Conwy County Council's two Ward members for Gogarth
- Conwy County Council's two Ward members for Mostyn
- Llandudno Town Council
- Member of Parliament for Aberconwy
- Welsh Assembly Member for Aberconwy
- Llandudno Elderly People's Welfare Association
- Age Connects North Wales Central

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

3.2.4 14 local residents attended the one-to-one meetings with members of the project team.

### 3.3 Meetings with Stakeholders

3.3.1 Online meetings were held with local stakeholders including:

- Llandudno Town Council
- Ward members for Gogarth
- MP for Aberconwy
- Senedd Member for Aberconwy

### 3.4 Public Exhibition

3.4.1 As a result of Covid-19 and following the advice to restrict social gatherings, McCarthy Stone held a virtual public exhibition to display its proposals to redevelop Maelgwyn Road Car Park, Llandudno from 1 to 8 July 2021. The virtual public exhibition was hosted online, on the dedicated project website in both Welsh and English at the following web addresses:

- <https://mccarthyandstoneconsultation.co.uk/llandudno/virtual-exhibition-cy/>
- <https://mccarthyandstoneconsultation.co.uk/llandudno/virtual-exhibition/>

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



- A virtual public exhibition, providing information regarding McCarthy Stone and their proposal for Llandudno, was held between Thursday 1 July and Thursday 8 July 2021 at <https://mccarthyandstoneconsultation.co.uk/llandudno/virtual-exhibition-cy/> and <https://mccarthyandstoneconsultation.co.uk/llandudno/virtual-exhibition/>

3.4.3 Welsh and English invitation newsletters and feedback postcard with a postage paid envelope were distributed to 1,988 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 by first class post on Wednesday 30 June 2021. The below map illustrates the distribution area:



*A map depicting the local addresses targeted for the newsletter distribution area*

3.4.4 The two-page A4 invitation newsletters contained the following:

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



CC3 of the proposed development

**CROESO**

Yn McCarthy Stone, rydym yn anelu at greu cymunedau ymddedol sy'n cynnig bywyd iach a hapus er mwyn sicrhau bod pobol hŷn yn aros yn amslymud cyflwg ag y gallent.

Yn ddiweddary rydym wedi cofnodi i'w sefyllfwrdd Ffordd Maclgwyn, Llandudno, a bellach yn y cwmni cyhoeddus o ddadhygu argyfwiliad ar gyfer ail-datblygu'r safle trwy gynnig llety Bywyd ar ôl Ymddedol i'w gwrethu yn breifia, i'w rhestru neu eu prynu a rhestru'n rhannol.

Fel rhan o'n hyrnoddiad i ymgysylltu i'w gynnwadi, rydym wedi cynhyrchu rhestr ymgysylltu er mwyn rhoi gwybodaeth am ein cynigion i bobol hŷn. Er mwyn sicrhau ymgysylltu diogel a chyhoeddus o dan gyfyngiadau cadw pellter cyffwrdd Covid-19, bydd y'r ymgysylltuad yn seiliedig ar ffurfiadau digidol a phost.

Hoffem eich gwahoddi i'n harddangosfa ar-lein i weld yr argyfwiliad ac i roi eich adborth ar ein cynlluniau cyn i'w gysylltu'n afa cyffwrdd. Os oes gennych adborth cyhoeddus, byddem ni'n hoffi dilydd gennych. A fyddych chiystal i ddiwblhau'r adborth ydyd wedi ei anodi. Rydym wedi talu am y stamp.

**PWY YDYN NI**

Caeddi ein dadhygylt cymaf ei adeiladu yn 1977, ac era llywodraeth, ni'w'r arweinydd y DJL fel dadhygylt a rhestru cymunedau ymddedol. Rydym wedi gwerthu dros 58,000 o flatiau ar drosau mwy na 1,200 o ddadhygyltadau. Rydym i gyd yn gwybod bod hennidid yn dod â hertau, fel by dyma pam fod yr llyn a wnaem yn cael ei adeiladu i gwrwngos anghyngos ein parhangu, o gysylltu y flat i'n gwasanaethau reffwrdd ar y safle, anghyngos i'w hŷn ydyd ar ffurf ein maddol. Mae ein cymunedau ar gyfer chi'n ydyd wedi ymddedol yn gwrwngos cyffwrdd rhwyg y cartrefi tualedol a'r cartrefi gofodol, sy'n eu galluogi i anghyngos am bryderon cymal a chadw i'w, a chyffwrddog bywyd i'w i'w gwasyllyd ar yr un pryd.

**BYDDEN YN FALCH O GLYWED GENNYCH CHI**

Cyflwynwch adborth, sylwadau a chwestiynau drwy gywiliad i'w hŷn y pwyntiau ar:  
• 0800 298 7040 (ffônffôn)  
• [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk)  
• [www.mccarthystoneconsultation.co.uk/llandudno](http://www.mccarthystoneconsultation.co.uk/llandudno)  
• McCarthy Stone Llandudno Consultation, Ffreipost RYU- TZRL-ARGA, Chancery Place, 50 Brown Street, Manchester M2 2JT

**DYSGO MWY TRWY EIN HARDDANGOSFA AR-LEIN**  
Os hoffech fwy o wybodaeth, neu os oes gennych ngos o gwestiynau, gallwch ddadhygylt drwy ein cynlluniau gwybodaeth ar-lein drwy fynd i [www.mccarthystoneconsultation.co.uk/llandudno](http://www.mccarthystoneconsultation.co.uk/llandudno) rhwyg dydd Iau 1 Gorffennaf - dydd Iau 8 Gorffennaf 2021. Byddem hysbys yn cynnal arweinydd agosio byw ar y wefan ddydd Iau 8 Gorffennaf 2021 rhwyg 1pm a 3pm, pan fydd modd i chi gyflwynu eich cwestiynau at ddiw y prwynt.



CC3 of the proposed development

**WELCOME**

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, to enable older people to maintain their independence for longer.

We have recently acquired an interest in land at Maclgwyn Road car park, Llandudno and are in the early stages of working up proposals for the site's redevelopment with Retirement Living accommodation for private sale, as well as rent and part rent part buy.

As part of our commitment to community engagement, we have commenced a community consultation programme to inform local people of our proposals. To ensure a safe and inclusive consultation in the current social distancing restrictions that are in place due to Covid 19, the consultation programme will be directed towards digital and postal formats.

We would like to invite you to our virtual exhibition to 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 developer and manager of retirement communities. We have sold over 58,000 apartments across more than 1,300 developments.

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. Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance, and enriching the lives of our homeowners.

**WE WANT TO HEAR FROM YOU**

Leave your feedback, comments and questions by contacting the project team on:  
• 0800 298 7040 (Freephone)  
• [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk)  
• [www.mccarthystoneconsultation.co.uk/llandudno](http://www.mccarthystoneconsultation.co.uk/llandudno)  
• McCarthy Stone Llandudno Consultation, Freepost RYU- TZRL-ARGA, Chancery Place, 50 Brown Street, Manchester M2 2JT

**FIND OUT MORE VIA OUR VIRTUAL EXHIBITION**

If you would like more information or have any questions, you can find out more at our virtual public exhibition by visiting [www.mccarthystoneconsultation.co.uk/llandudno](http://www.mccarthystoneconsultation.co.uk/llandudno) between Thursday 1 July and Thursday 8 July.

We will also be hosting a live chat session on the website on Tuesday 6 July 2021 between 1pm and 3pm, when you will be able to direct questions to members of the project team.

*Examples of the exhibition invitation newsletter in Welsh and English*

3.4.5 The invitation also displayed the details of McCarthy Stone's freephone information line, email address and the project's dedicated website address to allow people to request further information.

3.4.6 The newsletters also contained a bi-lingual feedback card with a postage paid envelope allowing recipients to provide the project team with their thoughts and comments, irrespective as to whether they were able to view the virtual public exhibition. This allowed McCarthy Stone to get an even wider feedback response from the community.

**3.5 Media Relations**

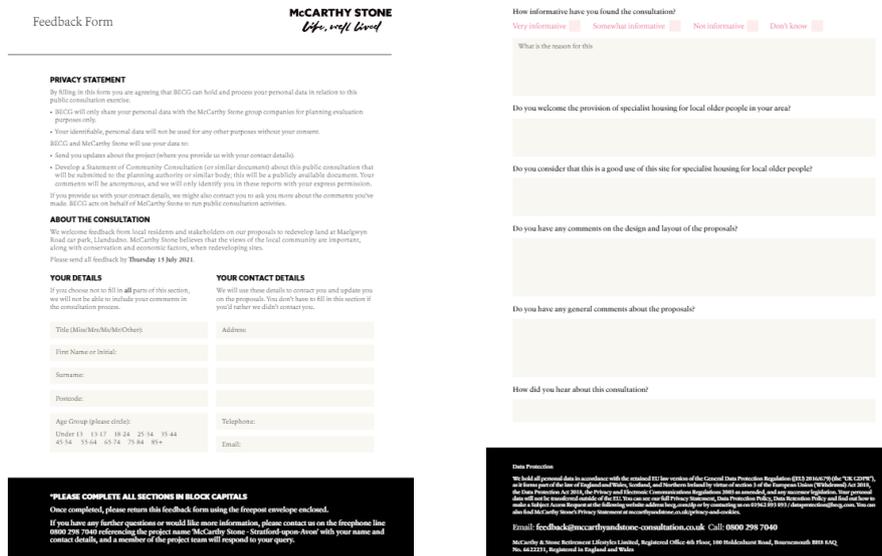
3.5.1 To ensure the wider community was aware of the public exhibition a detailed press release was issued to local media publications. The press release contained the following information.

- Background to the site
- Details of the public exhibition
- A brief overview of the proposals
- Benefits of the proposals
- McCarthy Stone's contact information including the freephone information line and website address



3.6.3 The exhibition also provided:

- Online feedback forms
- An opportunity to request further information

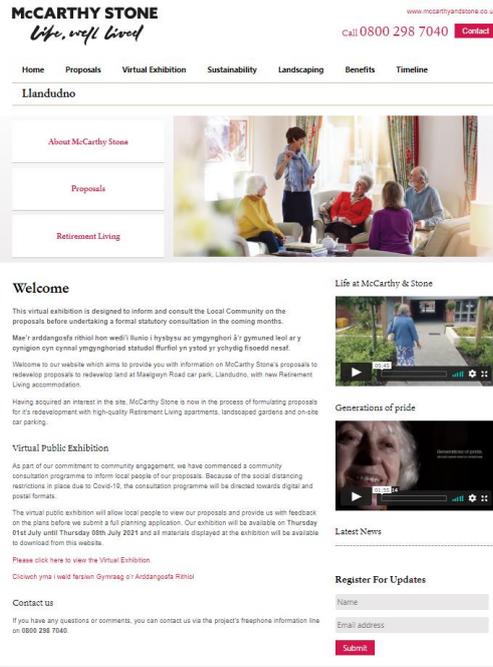


A copy of the bi-lingual online feedback form, available at <https://mccarthyandstoneconsultation.co.uk/llandudno>

3.6.4 Representatives of the project team were available to answer questions through a live chat feature that was open between 1pm and 5pm on Monday 6 July 2021. Two people attended the live chat session. One of whom was interested in learning more about how the proposals may affect her accessibility to Maelgwyn Road, she requested some graphics but overall had no objections to the proposals. Another visitor to the live chat session expressed concern regarding the loss of the car park and the need for a further development of this type in Llandudno.

3.7 Dedicated Website

3.7.1 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 <https://mccarthyandstoneconsultation.co.uk/llandudno>



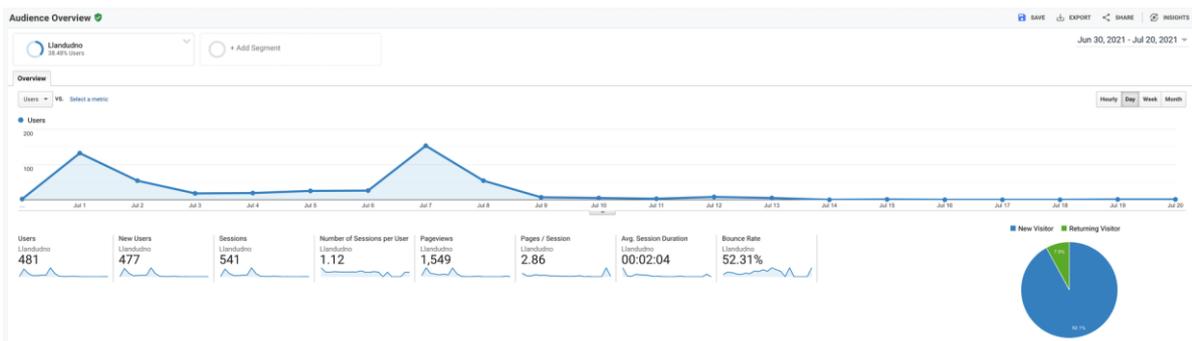
An example of our dedicated consultation website

3.7.2 The website address was printed on the newsletter and relevant correspondence.

3.7.3 The website includes:

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

3.7.4 As of Monday 19 July, 477 unique visitors have viewed the website and the website as a whole received 1,549 page views. Below is an image of the website analytics:



### 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 09.00am 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 Bi-lingual feedback postcards issued with the newsletter included a postage paid envelope to encourage feedback.

|   |  |
|---|--|
| <p><b>Eich manylion</b><br/><b>Your Details</b></p> <p><small>Os ydych chi'n penderfynu peidio lleswï pob rhan o'r adran hon, ni fyddwn yn gallu cymwysu eich sylwadau yn y broses ymg Nghori.<br/>If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.</small></p> <p><small>Teitl (Miss/Mes/Mo/Mr/Odrar)</small> <input type="text"/></p> <p><small>Enw neu Lythren Cynaf</small> <input type="text"/><br/><small>First Name or Initial</small></p> <p><small>Cyfenw</small> <input type="text"/><br/><small>Surname</small></p> <p><small>Cod post</small> <input type="text"/><br/><small>Post code</small></p> <p><small>Grip Oedran (rhewch gylch o'i amgylch)</small><br/><small>Age Group (please circle)</small></p> <p><small>O dan / Under 13 13-17 18-24 25-34 35-44 45-54</small><br/><small>55-64 65-74 75-84 85+</small></p> <p><small>Ydych chi'n cefnogi'r cynigion hyn? YDW NAC YDW</small><br/><small>Do you support these proposals? YES NO</small></p> <p><small>*DEFNYDDI'WCH BRIFLITHRENSAU!<br/>*PLEASE COMPLETE IN BLOCK CAPITALS</small></p> <p><small>Pan fyddedch wedi'i lenwi, rhewch hwn yn yr amlen Business Reply a' bostio atom. Nid oes rhaid i chi atodi stamp.<br/>Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.</small></p> | <p><b>Eich Manylion Cyswllt</b><br/><b>Your Contact Details</b></p> <p><small>Byddwn yn defnyddio'r manylion hyn i gysylltu â chi a'ch diweddaru ar y cynigion. Nid oes rhaid i chi lenwi'r adran hon, os byddia'n well genych chi beidio â derbyn negeseuon genym.<br/>We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.</small></p> <p><small>Cyfeiriad</small> <input type="text"/><br/><small>Address</small></p> <p><small>Rhif ffôn</small> <input type="text"/><br/><small>Telephone</small></p> <p><small>E-bost</small> <input type="text"/><br/><small>Email</small></p> <p><small>Grip Oedran (rhewch gylch o'i amgylch)</small><br/><small>Age Group (please circle)</small></p> <p><small>O dan / Under 13 13-17 18-24 25-34 35-44 45-54</small><br/><small>55-64 65-74 75-84 85+</small></p> <p><b>Unrhyw sylwadau ychwanegol</b><br/><b>Any additional comments</b></p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
|---|--|

*An example of the bilingual feedback cards sent with the newsletter*

## 4. Review of Comments

### 4.1 Feedback Overview

4.1.1 The following review includes all comments received up to 7 July 2021, including postal responses and postcards.

4.1.2 McCarthy Stone received 72 responses (excluding the 121 meetings) from a possible 1,998, which represents a 6% response rate. McCarthy Stone believes that this low response rate could indicate either a lack of interest or acceptance of the proposed scheme.

| Feedback received | Supportive or relaxed regarding the proposed development | Objection, comments raised were primarily concerns | Uncertain/neutral stance |
|-------------------|--|--|--------------------------|
| 45                | 4  | 37   | 4                        |
| (100%)            | (8.8%)   | (82.2%)  | (8.8%)                   |

### 4.2 One-to-one Meetings

4.2.1 One-to-one meetings were held with ten neighbouring properties on Wednesday 5 May 2021 (to which 14 people in total attended). Three meetings with relevant ward representatives from Conwy County Council, the Senedd member for Aberconwy and the MP for Aberconwy were also held between the 14<sup>th</sup> May and 25<sup>th</sup> June.

| Total no. of one-to-one meetings | Supportive or relaxed regarding the proposed development | Objection, comments raised were primarily concerns | Uncertain/neutral stance |
|----------------------------------|--|--|--------------------------|
| 13                               | 0  | 8  | 5                        |
| (100%)                           | (0%)   | (61.5%)  | (38.5%)                  |

4.2.2 The neighbouring residents that attended the one-to-one meetings showed concern about the potential increase in on street parking with the removal of the car park and expressed dissatisfaction with the design proposals and impact on their wider views of the area. There was also some concern expressed about loss of privacy and potential overlooking. 3 attendees arranged meetings simply to learn more about the proposals and expressed moderate feelings towards the proposals.

4.2.3 Below is a top-line breakdown of all comments received in the one-to-one meetings.

| Theme   | Total |
|---|-------|
| <b>Car Parking:</b> attendees had comments and/or questions related to the loss of the car park and the potential impact this might have on increased on-street parking around the proposal site. | 8     |
| <b>Privacy/Loss of Light:</b> Some concern was expressed regarding loss of light and impact on privacy levels.  | 3     |
| <b>Unhappy with Design/ Scale of development:</b> Some residents were unhappy with the designs and concerns were raised about the size of the development in comparison to existing buildings.    | 2     |
| <b>Noise/Construction phase concerns:</b> Some attendees had concerns about disruption and noise caused during the construction phase.  | 2     |
| <b>Impact on property value:</b> Two residents raised concerns that the proposals would result in the value of their property decreasing.   | 2     |

### 4.3 Stakeholder meetings

4.3.1 Stakeholder meetings were held with the following representatives:

| Stakeholder                 | Date         |
|-----------------------------|--------------|
| Llandudno Town Council      | 5 May 2021   |
| Ward members (Gogarth)      | 14 May 2021  |
| MP for Aberconwy            | 21 May 2021  |
| Senedd Member for Aberconwy | 25 June 2021 |

4.3.2 The topic/concerns raised at the meetings included the below:

| Meeting                      | Topics/concerns raised  |
|------------------------------|---|
| Llandudno Town Council       | <ul style="list-style-type: none"> <li>• Loss of the car park</li> <li>• Need for retirement accommodation in the area</li> <li>• Strain on NHS services</li> <li>• Impact on businesses</li> <li>• Insufficient parking provision</li> </ul> |
| Ward members for Gogarth (2) | <ul style="list-style-type: none"> <li>• Loss of the car park</li> <li>• Pressure on the NHS</li> <li>• Current lease on the car park</li> <li>• Felt there would be opposition to the development</li> </ul>                                 |
| MP for Aberconwy.            | <ul style="list-style-type: none"> <li>• Acknowledged there is an ageing population in Llandudno</li> <li>• Loss of the car park</li> <li>• Scale and massing</li> <li>• Asked questions about the tenure</li> </ul>                          |
| Senedd member for Aberconwy  | <ul style="list-style-type: none"> <li>• Loss of the car park</li> <li>• Insufficient parking provision</li> <li>• Size of the development</li> <li>• Neutral overall</li> </ul>  |

## 4.4 Virtual Exhibition Feedback

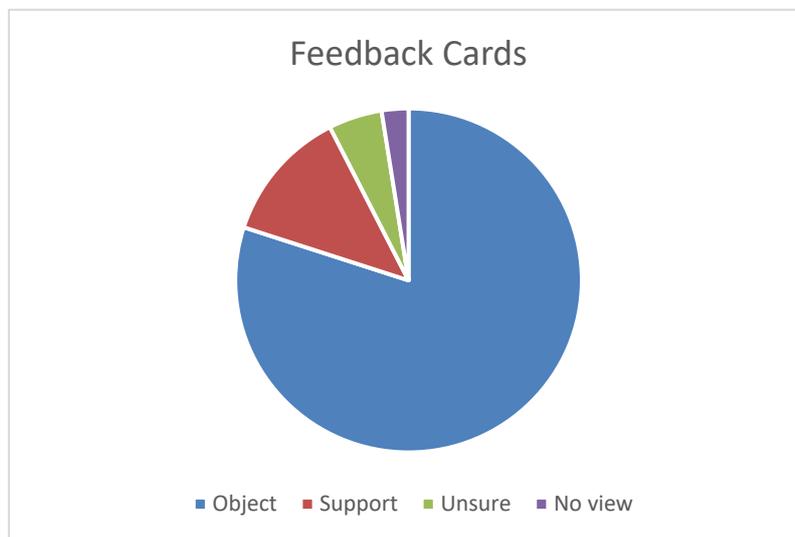
4.4.1 477 unique visitors viewed the website during the consultation period. 18 feedback forms were completed and provided the following answers to questions:

| Question  | Response   |
|---|--|
| How informative have you found the consultation?  | Not Informative – 7<br>Somewhat Informative – 9<br>Very Informative – 1  |
| What is the reason for this   | Lack of detail – 8<br>Alternative parking – 2<br>Does not explain need for more retirement properties 3          |
| Do you consider that this is a good use of this site for specialist housing for local older people? | No - Car park should remain – 11<br>No – not needed -- 5   |
| Do you have any comments on the design and layout of the proposals?                                 | Doesn't fit in with the style of the town - 6<br>Loss of car park/insufficient parking – 4<br>Too tall/large – 3 |

|  |   |
|--|---|
| Do you have any general comments about the proposals?                      | Does not like the design – 9<br>Loss of car park - 4<br>Over development – 2  |
| How did you hear about this consultation?                                  | Newsletter from McCarthy Stone – 7<br>Word of mouth – 5<br>Facebook/other - 4 |
| I would like to find out more about living in a McCarthy Stone development | Yes - 2   |

## 4.5 Postcard Feedback

4.5.1 40 feedback forms were returned by post, most of which mentioned varying degrees of concern regarding the loss of car park. Other forms expressed concern at the design of the building and 3 cards mentioned objections to further retirement homes being built in the area.



4.5.2 The main topics raised in the post card responses and the frequency that they occurred were:

| Comment                           | Frequency |
|-----------------------------------|-----------|
| Loss of parking                   | 20        |
| Does not like the design          | 6         |
| Damage to character of Llandudno  | 4         |
| Family homes instead              | 2         |
| No need for more retirement homes | 2         |
| Great use of the site             | 2         |

## 4.6 Email feedback

4.6.1 During the consultation period emails from eight individuals were received. Two of the respondents were seeking additional information and six respondents expressed their objection to the development.

4.6.2 The main topics raised in the post card responses and the frequency that they occurred were:

| Comment                           | Frequency |
|-----------------------------------|-----------|
| Loss of parking/revenue           | 9         |
| Strain on existing infrastructure | 3         |
| Does not like the design          | 2         |
| No need for more retirement homes | 2         |
| Impact on tourism                 | 1         |
| Privacy/loss of light             | 1         |

## 4.7 Telephone Feedback

4.7.1 There were 6 calls to the freephone enquiry line during the consultation period. 5 were objecting to the plans and one caller expressed support for the proposal. The topics they raised and the frequency they occurred were:

| Comment                           | Frequency |
|-----------------------------------|-----------|
| Loss of parking/revenue           | 6         |
| Does not like the design          | 2         |
| No need for more retirement homes | 1         |

## 4.8 Responses to comments

4.8.1 All comments received have been reviewed by the project team and where possible amendments were made to the proposal. Many of the issues raised are covered in the planning application documents.

4.8.2 The main issues that were raised as part of the pre-application consultation process are detailed below and McCarthy Stone's response.

- 4.8.3 **Car Parking:** Comments relating to the loss of car parking and concerns surrounding the increase in on-street parking on nearby roads this may cause and concerns over where tourists will park.
- 4.8.4 **McCarthy Stone's response:** *We will continue to monitor the issue during the proposal stage. Our initial reports indicate the loss of the car park will be less significant than perceived. There are other car parks within Llandudno that are currently underutilised.*
- 4.8.5 **Privacy/Loss of Light:** Respondents had comments about the loss of privacy and light
- 4.8.6 **McCarthy Stone's response:** *The designs are at an early stage and where appropriate McCarthy Stone will use landscaping, positioning of the building and the location of primary windows to protect the privacy of neighbours*
- 4.8.7 **Unhappy with design/Scale of development:** Some residents stated they were unhappy with the design and would prefer a building more in-keeping with the local area.
- 4.8.8 **McCarthy Stone's response:** *McCarthy Stone has taken into consideration comments made about the design of the proposals and amended the design with the replacement of the flat roof with a more traditional pitched roof.*
- 4.8.9 **Construction Phase:** There were some questions from respondents about the construction phase and how it could impact local residents. The primary concern from residents was noise caused by the construction.
- 4.8.10 **McCarthy Stone's response:** *The construction management plan will look at and mitigate issues expected to arise during the construction phase. This plan will include measures to control noise as well as delivery times, working hours and welfare facilities. McCarthy Stone takes great care to ensure neighbours to their sites experience minimal disruption whilst they work on their projects.*
- 4.8.11 **Impact on property value:** Respondents raised concerns that the development would result in their property losing value.
- 4.8.12 **McCarthy Stone's response:** *It is difficult to state categorically what impact the proposal will have on the value of an individual property. In any event, impact upon property values cannot be taken into consideration in the determination of planning applications.*
- 4.8.13 **No need for any more retirement accommodation** Respondents felt that there was sufficient retirement accommodation in Llandudno.
- 4.8.14 **McCarthy Stone's response:** *We have identified a need for retirement living accommodation in the Llandudno area. As a result of ongoing advances in technology, better healthcare and improved lifestyles, we are living longer and are often healthier. By 2032 there will be five million people over eighty living in the UK. Aberconwy has a higher-than-average older population with*

*27.9% of residents aged over 65 (compared to the national average of 18.5%). The proposed development will provide specialised accommodation to meet the needs of this growing older population.*

## 5. Post-Application Consultation

### 5.1 On-going Stakeholder Engagement

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

### 5.2 Updating Materials

5.2.1 The project website, <https://mccarthyandstoneconsultation.co.uk/llandudno>, will be updated at the following points during the application process:

- During the formal consultation period
- Submission of the planning application
- Once a decision has been made

### 5.3 Update to Interested Parties

5.3.1 An update will be sent to the following stakeholders. groups and individuals informing them that the application has been submitted:

- Leader of Conwy County Council
- Conwy County Council's Cabinet Member for Adult Social Services and Leisure
- Conwy County Council's Cabinet Member for Housing and Regulatory Services
- Conwy County Council's Cabinet Member for Economic Development
- Conwy County Council's two Ward members for Gogarth
- Conwy County Council's two Ward members for Mostyn
- Member of Parliament for Aberconwy
- Welsh Assembly Member for Aberconwy

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

### 5.4 Continued Media Contact

5.4.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to local publications. 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, email and website addresses