

**PROPOSALS A
NEW EXTRA CARE
COMMUNITY
OFF HARRIER WAY,
PETERSFIELD**

DOWNLOADABLE BROCHURE

www.mccarthystoneconsultation.co.uk/petersfield

WELCOME TO MCCARTHY STONE'S PROPOSALS FOR PETERSFIELD

EXCITING NEW PROPOSAL

Thank you for taking the time to visit our consultation website.

McCarthy Stone, the UK's leading developer and manager of retirement communities, has recently acquired an interest in land on the eastern side of Harrier Way, Petersfield and is bringing forward proposals for a new specialist extra care community.

This proposal is designed to help address the needs of Petersfield's growing ageing population.

OUR VISION

Our vision involves redeveloping the site to provide new, specialist retirement accommodation, together with indoor communal facilities, high quality landscaped gardens and on-site car parking.

PROJECT STATUS

As part of our commitment to community engagement, we are currently consulting the local community and elected representatives on our proposals ahead of finalising our planning application.

We want to know what you think about our plans. We encourage you to complete an online feedback form on the website, so we can understand your thoughts and suggestions ahead of submitting a planning application to South Downs National Park Authority.



OUR VISION

THE PROPOSAL SITE

The proposal site is located on the eastern periphery of Petersfield. It is a curved wedge of land between semi-open landscape and the back of a housing estate, acting as a buffer between landscape and suburban development.

The site consists of undeveloped open scrubland with mature trees to the northern and eastern edges and ditches running along the eastern edge and across the site west to east. The northern boundary of the site is formed by a side road and route of the Serpent Trail. The Taro Leisure Centre and the offices of East Hants District Council lie to the north-west.

The residential properties which abut the western edge of Harrier Way and the surrounding area are predominantly two storey properties built in the 1990s and early 2000s. To the south and east of the site is open countryside, and a sewage works is located across a field to the east of the site.

The site is allocated as housing to meet the needs of an ageing population in the Petersfield Neighbourhood Plan. The site also benefits from an existing planning consent for the construction of an assisted living community consisting of 71 dwellings, which contained 43 two-bed houses and 28 two-bed flats, ancillary staff accommodation and a community hub with facilities including a restaurant, gym, and lounge.

Future residents of the proposed development will be within easy access of local amenities, including shops, cafes, and restaurants.

McCarthy Stone believe the site is in a suitable and highly sustainable location to not only provide much-needed extra care accommodation for people in later life in Petersfield but also to provide residents with a comfortable and good standard of living.



Artist's impression of McCarthy Stone's proposals for the Petersfield site

OUR PROPOSALS

The proposal which will have a similar floor area to the approved scheme, will comprise of a mixture of one- and two-bedroom units to include:

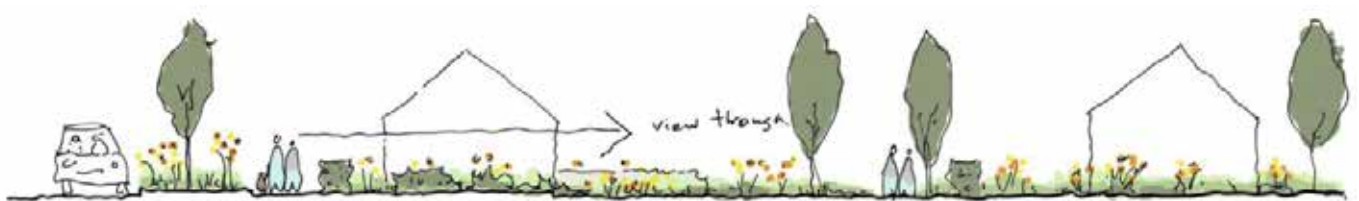
- 100 purpose-built, specifically designed Extra Care apartments, chalets and bungalows to encourage independent living
- Tailored communal facilities including a customers' Bistro Restaurant, lounge, wellness hub surrounded by landscaped gardens
- Associated car parking spaces, for residents, visitors, and staff

The site already has planning consent for a larger scale development I would take this line out. The elevational diagrams below show the built form as perceived from Harrier Way of the approved and proposed schemes. The mass has been reduced significantly from the approved scheme, which is illustrated clearly on the third drawing.

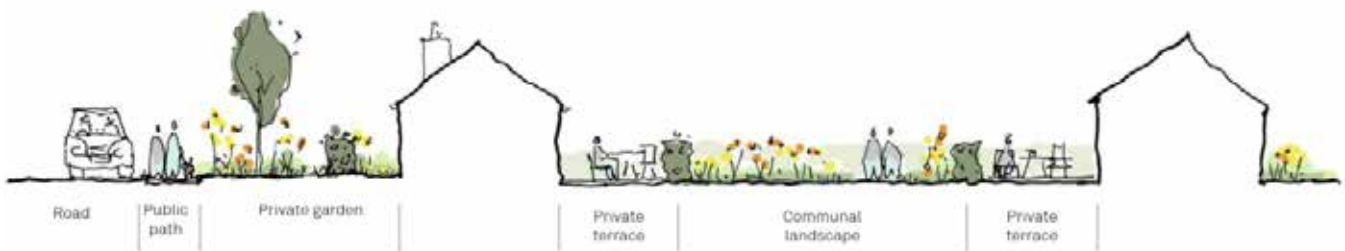
The approved scheme developed the concept of three large development clusters, with gaps in the built form between the clusters.

The proposed scheme has further divided the buildings on the site, creating a central lane with clusters of low-level dwellings filtering out towards the countryside beyond. This approach allows the site to remain open to the countryside.

The taller apartment building of the proposed scheme is nestled into the north of the site by the tall mature tree boundary adjacent Penns Place.



Views between buildings through landscape



Layering of public, private and semi private landscape











Elevations of Approved and Proposed Scheme

RETIREMENT LIVING PLUS

Retirement Living PLUS is a form of Extra Care housing, are designed specifically for the over-70s. They also offer many on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site CQC-regulated care and support packages to assist those needing additional help.

Designed to make life a little easier - Our developments are carefully designed with the needs of our customers in mind, with step-free access throughout the building. The beautiful apartments are all built to generous internal space standards and are adaptable for wheelchair use. They are built to incorporate features designed to help customers 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.

Stunning shared spaces - Along with the benefits of independent living within their own apartments, residents are able to enjoy activities in the shared spaces within the development, including a club lounge, guest suite and landscaped outside spaces. These shared spaces within retirement communities help to combat loneliness in later life more effectively, as there is a ready-made community available. We make this a priority within our developments, ensuring that a range of activities, trips, and opportunities to make new friends are available to our residents.

	Average health and social care saving of £3,500 per person, per year when someone moves into a retirement community		Rates of COVID-19 infections in McCarthy Stone communities have been 70% lower than among people of the same age in wider society
	The average 80-year-old feels a decade younger after moving in		An average of £555,000 of spending each year per retirement development, with more than 50% of this spent in the local high street, providing an important boost to the local economy
	A potential saving of £2.1billion to the state every year in NHS and social services costs		Most McCarthy Stone customers move from within a 4-mile radius, releasing housing back into the market for families and first-time-buyers
	Our customers are around half as likely to have falls than they would have in their previous homes		Every 2 in 3 moves into retirement housing enables a first-time buyer to join the housing market
	Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia		The creation of up to 91 new and permanent jobs through construction, management and repairs, high street jobs and within the developments

VIRTUAL CONSULTATION

OUR PROPOSALS

McCarthy Stone’s plans for new Extra Care accommodation, providing choice for older people in the local Petersfield area comprise:

- A high-quality scheme featuring 100 purpose-built one- and two-bedroom Extra Care apartments, chalets and bungalows to encourage independent living
- Tailored communal facilities including a customers’ Bistro Restaurant, lounge and wellness hub
- Associated car parking spaces, for residents, visitors, and staff
- Beautiful landscape views for residents to enjoy
- Rain gardens will be planted between residential units to give residents a feeling of enclosure
- Ideal location in Petersfield for residents to enjoy local shops, services, and public transport routes
- A regular community minibus will be available for residents to use to get into town
- For those who enjoy cycling – National Cycle Route 22 runs through Petersfield via the town centre and provides a route between Banstead and Brockenhurst. This is accessible from the site within a 7-minute cycle.
- A central, one-way single lane will be put in place to reduce traffic and the speeds of cars on the site to a minimum
- Support for the local economy through increased local spending
- Release of family-sized housing in the area back onto local markets as residents downsize to our apartments
- All estate management is provided in-house by McCarthy Stone



Artist’s impression of a typical bungalow plaza

OUR DESIGN

We have carefully considered our design for the scheme, to breathe life into the site. Our proposals have also undergone an evolving design process, through consultation with officers at South Downs National Park Authority.

Before designing any proposal, the team of architects spend time researching the landscape, architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings. The layout of this development has considered the site's relationship with neighbouring properties, as well as the amenity and privacy of future residents.

McCarthy Stone, have a vision for the site which uses their very successful and sort after care village concept of assisted living apartments, chalets and bungalows, mixed to offer different ways and varying levels of independent living for ageing communities.

The successful model will fit the site well, with low volume and carefully considered dwellings. The concept offers shared communal facilities, such as eateries, lounges, physical activity areas and beautiful landscapes to be enjoyed and a community minibus for rides into town.

The approach recognises the site as a transitional site from generally open landscape/edge of countryside to a suburban estate with the challenge of creating a unique community that sits within this landscape.

The design will break up the scale and mass of buildings across the site, allowing semi-public green spaces to be located between buildings, which will draw the landscape into the heart of the site from the surrounding countryside.

The spaces between the dwellings create a variety of routes across the site for residents, which will encourage active and vibrant place-making. The gaps between the dwellings also allow views across the site along the length of Harrier Way, and provide a visual transition between the settlement and the countryside.

As with every McCarthy Stone development, a community feel is encouraged with communal spaces and a limited number of apartments, so that residents can get to know their neighbours.

Attractively landscaped gardens will complement the site layout, optimising existing trees and planting to enhance and strengthen site boundaries and natural screening. Additional planting will improve the overall look of the site and provide a more pleasant, greener outlook.



Artist's impression of a typical shared landscape courtyard

HIGHWAYS

The site is bound by Harrier Way to the north, which will provide access to the site.

Two bus stops are located in close proximity to the site, providing connections to Petersfield Town Centre and to the railway station. The site also benefits from a pedestrian link along the northern side of Harrier Road, while a National Cycle Route runs nearby.

The proposal also associated car parking spaces for McCarthy Stone residents, staff, and visitors, including provision of disabled spaces and charging points for electric vehicles.

The level of parking provision has been discussed with officers at South Downs National Park Authority and considers the low levels of traffic generation and car ownership associated with this type of development. Its highly sustainable location will mean most residents will not need to rely on a private vehicle.



Illustrative Masterplan

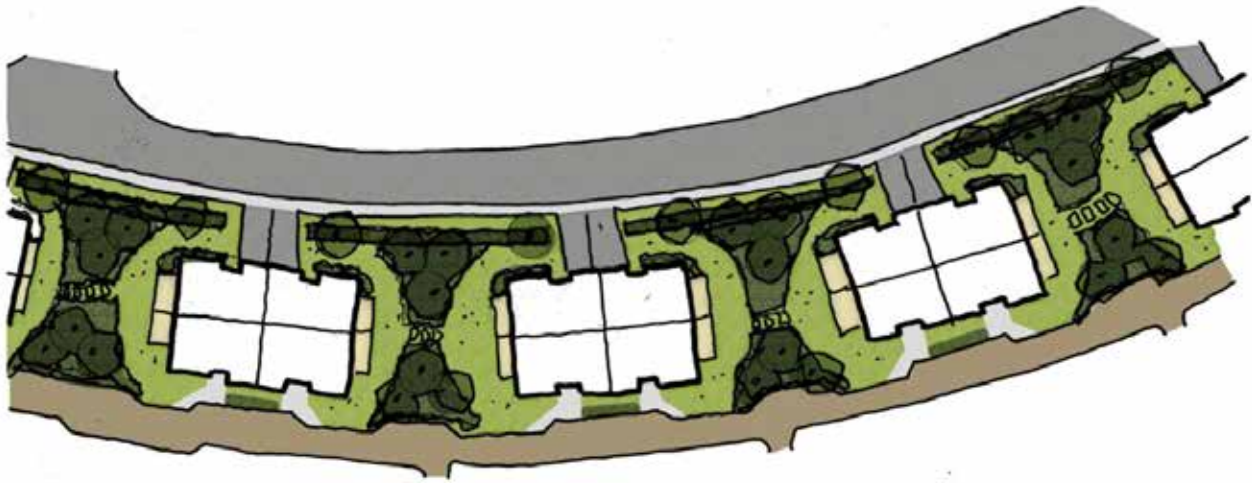
OUTDOOR SPACES

McCarthy Stone seeks to ensure all its developments have high-quality communal and private outside space for our residents to enjoy. Particularly during the recent pandemic, this has been of paramount importance. Our developments are designed to blend in with their surroundings. We recognise that high quality gardens and landscaping turn a good development into a great one.

Landscaping for the site will include trees, native hedges and low planting, which will provide buffers between units and semi-private areas, encourage wildlife and

pollination and create a leafy character. The proposal for the Petersfield site will include a rain garden which will be planted between residential units to provide residents a feeling of enclosure, as well as areas of naturalistic open space.

McCarthy Stone’s own management companies will maintain the grounds on behalf of the residents to ensure the landscaping develops and matures to enhance both the building and the local neighbourhood.



Trees (generally native species), native hedges and low planting to:

- Create enclosure to private patios;
- Provide buffers between units and semi-private areas;
- Enclose and screen small parking areas;
- Encourage wildlife and pollination;
- Create a leafy character.



Naturalistic open areas:

- With rough grass / heathers suitable for the soil conditions, in a similar character as The Heath;
- Rural crushed stone footpath with timber edge to eastern boundary path;
- Grass attenuation basins with gently sloping and varied side profiles and appropriate species-rich grass.

Landscaping Approach

THE BENEFITS OF RETIREMENT COMMUNITIES

It has been found that in the UK there are around 3.8 million individuals over the age of 65 who live alone, many of whom do not live close to family and friends or have easy access to local facilities from their current residence. These factors increase the risk of social isolation, which can lead to loneliness and depression in older age, and in turn more significant health issues such as dementia and chronic illness.

Creating supportive and sociable retirement communities is at the heart of our developments through our shared facilities and support services. A ready-made supportive community is available for customers to access, whilst retaining their independence and involvement in the wider local area, as they choose.

Over the past few years, we have produced a number of reports which examine the impact that retirement communities can have on residents, the economy and society-at-large. These reports are available to read and can be found at the menu on the left.

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Average health and social care saving of £3,500 per person, per year when someone moves into a retirement community
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The average 80-year-old feels a decade younger after moving in
- 

A potential saving of £2.1billion to the state every year in NHS and social services costs
- 

Our customers are around half as likely to have falls than they would have in their previous homes
- 

Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia
- 

Rates of COVID-19 infections in McCarthy Stone communities have been 70% lower than among people of the same age in wider society
- 

An average of £555,000 of spending each year per retirement development, with more than 50% of this spent in the local high street, providing an important boost to the local economy
- 

Most McCarthy Stone customers move from within a 4-mile radius, releasing housing back into the market for families and first-time-buyers
- 

Every 2 in 3 moves into retirement housing enables a first-time buyer to join the housing market
- 

The creation of up to 91 new and permanent jobs through construction, management and repairs, high street jobs and within the developments

ECONOMIC BENEFITS – SUPPORTING THE LOCAL HIGH STREETS

Recent research by WPI Economics, commissioned by Homes for Later Living, examined the impact that retirement accommodation has on local town, village, and district centres. The research concludes that the development of retirement properties creates more economic value and more local jobs than any other type of residential development and that their development can be a vital tool in the economic recovery of high streets following the Covid-19 pandemic.

McCarthy Stone developments are typically located on or close to high streets, as is the case with the proposed development. This ensures that residents have easy access to local shops and services. Retirement properties have a positive impact on the local economy through the purchasing power of its residents, also known as the ‘grey pound’ effect.

There is an increased likelihood of older residents spending their money locally, as opposed to nationally or online. The research, undertaken by WPI Economics, states that, on average, 63% of residents’ annual expenditure is in local shops, a figure far higher than the average local spend by 80+ year olds in the general population.

Residents of a typical 45-unit retirement development generate £550,000 of spending per year, £347,000 of which goes to local shops, supporting retail jobs and keeping shops open within the community.

This spending by older people can help maintain local outlets from the newsagents and the butchers to the bakery, pub, and local cafe – in other words the shops and community spaces which make up the heart of local communities.

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The average retirement scheme delivers £13 million in an area over the lifetime of the development
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Residents of an average McCarthy Stone scheme spend £555,000 in the local economy each year
- 

£347,000 of this spending is on the local high street
- 

Reduced running costs by around £1,200 per year, as a result of lower heating water and utility bills
- 

An average of 85 jobs created during construction
- 

An average of 6 jobs created on the high street through additional local spending

HEALTH AND WELLBEING - RELIEVING PRESSURE ON THE NHS

Our retirement communities help to bridge the gap between family housing and care homes. It is well known that the pressures on health and social care are immense and are likely to worsen, as the population ages. Purpose-built housing can help reduce the risk of health challenges in older age.

Retirees of today expect far more choice and greater quality. Specialist housing schemes for later living respond to this by offering varying levels of support and social interaction for those who want to stay safe and keep their independence in later life. All schemes offer residents the opportunity to live independently in their own space, usually a one or two-bedroomed apartment or bungalow.

By maximising independence and increasing social interaction, all of these housing environments can improve the well-being and health of older people and so enhance their overall quality of life. Our research has shown that people living in all forms of housing for older people have significantly greater well-being than those living in other types of accommodation.

In addition to improved well-being, specialist retirement accommodation has the potential to deliver huge fiscal savings to the NHS and local authorities. This independent report has calculated that the average person living in specialist housing for older people saves the NHS and social services £3,490 per year. Assuming average household sizes of around 1.33 in homes for later living, building 30,000 homes for later living every year could therefore generate fiscal savings to central government and local authorities of at least £1.4bn a year within a decade.

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Savings to the NHS and social care system of approximately £3,500 per person per year
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Reduced hospital time, as purpose-built housing for older people can better cater for an older person during recovery
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Half as likely to have falls resulting in fractures, injuries and costly inpatient bed stays
- 

Half as likely to be lonely, making them significantly less likely to develop dementia
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Residents feel 10 years younger when moving into one of our retirement communities
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Increased reaction time to strokes to ensure sufferers receive urgent medical attention, which is crucial to surviving and making a full or near-full recovery
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Purpose-built to address the needs of older age, with step-free and wheelchair access throughout our buildings to reduce trips and falls

HOUSING MARKET - CONTRIBUTING TO LOCAL HOUSING NEEDS

A high percentage of over-65s own their own home. Enabling them to move makes a significant contribution to unlocking the housing market, freeing up under-occupied accommodation and much needed local family housing.

Developing specialist accommodation for older people would not just benefit the older generation and the NHS, but it would also help young families looking for a family-sized home with a garden, perhaps near a school or a park. Through the chain effect running through the housing market, specialist retirement accommodation, such as being proposed, would address the prime concern of the younger generation by paving the way for the release of more first-time buyer homes back onto the market.

Our analysis shows that encouraging the building of more retirement properties will not only give our ageing population more flexibility to move when they wish, but that the knock-on impact of freeing up family sized homes will also help younger generations, whether they are looking to upsize or to purchase their first property.

It is clear that building more specialist accommodation for older people can simultaneously help people at the top and bottom of the housing ladder.



Most of McCarthy Stone's customers move from within a 5-mile radius and free-up large family-sized houses



Around 3 million people in the UK over 65 would like to downsize



Each move to a retirement property prompts a further two to three moves further down the housing chain



Every 2 in 3 moves result in a first-time buyer purchasing their first home



90% of retirement developments are brownfield sites, reducing the demand for greenfield development

SUSTAINABILITY - REDUCING HOUSING MARKET CARBON EMISSIONS

Specialist retirement housing can support the UK in its efforts to achieve net zero carbon emissions and improve local biodiversity.

McCarthy Stone pride ourselves in our fabric-first approach to developments, designing and building energy efficient properties, effectively insulated, and with reduced carbon emissions in relation to standard new build homes. McCarthy Stone properties are 100% electric, unlike standard homes which are usually a mix of gas and electricity. A combination of this energy efficient design and the clean energy used to heat the homes, result in McCarthy Stone properties far exceeding the energy efficiency of typical new build homes.

In addition to this, if there is insufficient specialist retirement accommodation, older people are likely to remain in their house for longer, resulting in a higher demand for new builds homes at all levels of the property ladder. Because new build houses have higher emissions than new build apartments, this in turn is likely to mean higher emissions from housing overall.

As the UK kickstarts its environmental reclamation through legislation in the Environment Act, McCarthy Stone has been going over-and-above to promote an increase in biodiversity at its sites. McCarthy Stone's apartments are significantly more likely than other new homes to be developed on brownfield land rather than greenfield land. With 90% of McCarthy Stone developments located on brownfield land, this work often involves cleaning up contaminated land that poses a risk to local wildlife.

Looking at housing density, the average McCarthy Stone development uses less land for car parking and building than typical new builds, leaving more room for open green space, including gardens and landscaping. The latter either protects or enhances biodiversity, whereas the former is generally most damaging.

As the Government plots the path to achieving net zero by 2050, McCarthy Stone is pleased to be able to support the housing market in its efforts to improve sustainability and biodiversity.



McCarthy Stone properties are powered by electricity, not gas, delivering environmental benefits, and now an important economic benefit to residents



New properties are built with a 'fabric first' approach, ensuring high-quality insulation and a greater level of energy efficiency



Downsizers moving into purpose-built housing for older people free up family-sized homes, reducing the pressure to build this more carbon-intensive housing stock



McCarthy Stone properties are well-located on central, town centre sites, resulting in a carbon saving of around 0.35 tonnes per year as a result of reduced driving



More than 90 per cent of McCarthy Stone schemes are on brownfield sites



McCarthy Stone developments typically make more efficient use of land than the majority of other housing schemes



Attractive gardens and landscaping are provided, making a vital contribution to wellbeing and delivering a biodiversity net gain

FEEDBACK

We want to know what you think about our plans. Once you have visited the Virtual Consultation, we encourage you to complete an online feedback form so we can understand your thoughts and suggestions, ahead of submitting a planning application to South Downs National Park Authority.

Alternatively, if you have any questions regarding the proposals, or wish to submit feedback via phone or email, you can contact a member of the project team on **0800 298 7040** or feedback@mccarthyandstone-consultation.co.uk

