

**PRE-APPLICATION CONSULTATION REPORT**

**MCCARTHY & STONE**

**Proposed Development of Extra Care Accommodation (Assisted Living) for the elderly at  
22-24 Links Road, Prestwick, KA9 1GQ**



## **Index:**

<b>Introduction</b>	<b>3</b>
<b>Consultation Requirements</b>	<b>4</b>
<b>Consultation Activities</b>	<b>5</b>
<b>Feedback</b>	<b>9</b>
<b>Responses to the consultation and changes to the proposal</b>	<b>11</b>
<b>Results from feedback forms</b>	<b>15</b>
<b>Appendices:</b>	<b>24</b>
<b>1. PAN and statement of community consultation</b>	<b>25</b>
<b>2. PAN Press Release</b>	<b>33</b>
<b>3 Stakeholder list and invites to stakeholder day and public exhibition</b>	<b>35</b>
<b>4 Prestwick North Community Council Representation</b>	<b>38</b>
<b>5 Exhibition panels used at the Public Exhibition</b>	<b>41</b>
<b>6 Feedback form available at Public Exhibition, stakeholder event &amp; online</b>	<b>48</b>
<b>7 Advert publicising exhibition</b>	<b>50</b>
<b>8 Press release publicising exhibition</b>	<b>51</b>
<b>9 Distribution area for newsletter</b>	<b>52</b>
<b>10 Newsletter and comment card</b>	<b>53</b>
<b>11 Website screen grabs</b>	<b>56</b>
<b>12 Feedback form and comment responses from exhibition</b>	<b>58</b>

## **INTRODUCTION**

This report has been prepared by Pagoda Porter Novelli on behalf of McCarthy & Stone to support its proposal to redevelop the site at 22-24 Links Road, Prestwick into Extra Care Accommodation (Assisted Living) (class 8) for people over the age of 70.

The original proposal consulted on was for 65 high quality specialised apartments with shared living spaces, including a lounge, serviced restaurant, guest suite for visitors and landscaped gardens. The mix of apartments in the final application has been increased to 69 as result of changing the internal layout, while retaining the same building footprint.

The development will have 24 hour on-site care managed by YourLife, a partnership between McCarthy & Stone and Somerset Care, which is regulated by the Care Inspectorate.

The development will replace the building currently on the site known as Malcolm Sargent House, a former children's cancer holiday home owned by CLIC Sargent.

Notice of the intention and means of consultation with the community was given to South Ayrshire Council on 16 February 2017 and accepted on 2 March 2017.

This report:

- Outlines the community consultation and how it has met the statutory minimum requirements
- Demonstrates who has been consulted, when and where
- Sets out the information gathered from consultees during the consultation
- Explains how responses were given to questions raised
- Identifies any steps taken following consultation to amend or consult further on the proposal

## Consultation requirements

This table summarises the consultation and how it met or exceeded the statutory requirements.

Minimum requirement	McCarthy & Stone action
Pre-Application Notice	Submitted to South Ayrshire Council (16.02.17) Emailed to Prestwick North Community Council (16.02.17) and notified to elected representatives
Public exhibition	Held on 30.03.17, Club 65, Prestwick, 2pm-7pm attended by 54 people
Details of public events to be publicised at least 7 days in advance	<ul style="list-style-type: none"> <li>• Advert in the Ayrshire Post (21.03.17) - over seven days in advance</li> <li>• Press release covered in Daily Record online (30.03.17) &amp; Ayrshire Post (31.03.17)</li> <li>• 1,824 newsletters distributed local households and businesses (23.03.17)</li> <li>• E-invites to: Prestwick North Community Council, Prestwick South Community Council, Prestwick Golf Club Management Committee, Ayrshire Holiday Dreams Foundation (BUYMSH), Opportunities in Retirement Ayr, Opportunities in Retirement Troon and Probus Ayr, MSPs, MPs and local ward councillors</li> </ul>
Additional consultation	
Stakeholder briefings	<ul style="list-style-type: none"> <li>• Emails and phone calls with members of Prestwick North Community Council, Prestwick South Community Council, Prestwick Golf Club, Ayrshire Holiday Dreams Foundation (BUYMSH), Opportunities in Retirement Ayr, Opportunities in Retirement Troon and Probus Ayr, MSPs, MPs and local ward councillors</li> <li>• Following the public exhibition, additional information was provided to local residents who made enquiries via the consultation channels</li> <li>• Prestwick North Community Council commented on the proposal (13.04.17)</li> </ul>
Stakeholder meetings	<ul style="list-style-type: none"> <li>• Meetings ahead of public events with representatives of Ayrshire Holiday Dreams Foundation (BUYMSH); Prestwick Golf Club Management Committee and local ward councillors</li> <li>• Stakeholder exhibition (24.03.17) at Prestwick Indoor Bowling Club, Bellevue Road 5pm-7pm for local elected representatives, community groups and immediate neighbours – attended by 19 people</li> <li>• Presentation to Prestwick North Community Council (28.03.17)</li> <li>• Meetings with Prestwick Golf Club Management Committee (16.05.17) and Prestwick North Community Council (18.05.17) to update them on changes to the plans following feedback</li> </ul>
Website	<ul style="list-style-type: none"> <li>• <a href="http://mccarthyandstoneconsultation.co.uk/prestwick/">http://mccarthyandstoneconsultation.co.uk/prestwick/</a> containing the proposals, news, consultation material, online feedback forms and update facility</li> </ul>
Freephone line & email	<ul style="list-style-type: none"> <li>• For questions about the proposal and exhibition, publicised via the newsletter, website and other consultation materials.</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>• Issued to local media announcing the proposal and promoting the public exhibition</li> </ul>
Ongoing consultation	
Stakeholder briefings	<ul style="list-style-type: none"> <li>• Updates to share the consultation results and notification of the application being submitted, advising how people can make formal representations</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>• Submission of application with summary of consultation results</li> </ul>
Freephone & website	<ul style="list-style-type: none"> <li>• Kept live for ongoing community enquiries until the application is determined</li> </ul>

## **CONSULTATION ACTIVITIES**

### **Pre-application notice (PAN) – February 2017**

The Proposal of Application Notice (PAN) is supported by a Statement of Community Consultation, which includes a timeline of proposed consultation activity (see appendix 1).

Notification of the (PAN) was circulated as required to Prestwick North Community Council by email and also a follow up phone call to discuss the details of the consultation plans outlined in the Statement.

In addition, the local elected representatives for the site were notified about the PAN submission by the communication consultants by email or phone.

A press release announcing the proposal was sent to the local media (see appendix 2).

### **Initial meetings with key stakeholders – March 2017**

An initial round of consultation meetings was held in early March, ahead of any public events, to inform key stakeholders of the proposals and gain feedback to shape the consultation plans. All key stakeholders listed in appendix 3 were offered a meeting, and those accepted included:

- Representatives of Ayrshire Holiday Dream Foundation (BUYMSH) 07 March 2017
- Local ward councillors 15 and 28 March 2017
- Management Committee Members of Prestwick Golf Club (neighbour to site) 16 March 2017

They were attended by representatives of the development team and the communication consultants.

As a result of the meeting with the Golf Club, McCarthy & Stone agreed to review the design layout of the proposed building to consider how stray golf balls might be struck onto the development.

### **Stakeholder exhibition – 24 March 2017**

An exhibition was organised to offer immediate neighbours and key stakeholders an opportunity to view the proposals and speak to the development team, ahead of the public exhibition.

It took place on 24 March 2017 at Ambassador Indoor Bowling Club, Prestwick between 5pm and 7pm and was attended by representatives of the development team and the communication consultants.

Neighbours were identified as those immediately bordering or looking onto the site and included 1,834 households and businesses. They were invited by a letter posted on 10 March 2017, over 7 days in advance.

Local elected representatives and community groups were invited by email (see appendix 3 for list and copies of invites).

### **Stakeholder feedback**

Initial consultation included engagement with 28 people via meetings or at the stakeholder exhibition. The main points raised during these included:

### *Malcolm Sargent House*

- Ayrshire Holiday Dreams Foundation, two of the local ward councillors and several local residents made enquiries about specific items of memorabilia within the existing Malcolm Sargent House and requested whether they could be donated to the local community
- Visitors to the exhibition asked whether the development could retain and convert the Malcolm Sargent House building

### *Proposed development*

- A number of visitors expressed a preference for a traditional design and stone materials, rather than a modern design
- Questions were raised about the size of the development with immediate neighbours wanting to clarify what their view would be like and if they would be overlooked
- Concerns were raised by one individual about the amount of extra construction traffic

### *Prestwick Golf Club*

Raised concerns about the 'L' shape layout and the north-east corner being at risk from stray golf balls landing within the development

Following this feedback McCarthy & Stone indicated they would consider an alternative 'T' shape design to address the Clubs concerns.

### **Presentation to Prestwick North Community Council – 28 March 2017**

29 people attended the March meeting of the community council. Russell Stewart, Development Director and Campbell Purves, Senior Planning Associate, representing McCarthy & Stone gave a short presentation. Moray Clark, Communications Consultant, attended from Pagoda.

A question and answer session was held after the presentation. While this does not constitute a formal view of the full community council, the main points raised included:

- The rationale for a contemporary design and whether a traditional design would be more in keeping with the local area
- One individual noted the success of McCarthy & Stone's Barnton development and the retention of the existing building, asking if Malcolm Sargent House could be retained
- Concerns were raised about residents being able to look into the adjacent Links Road townhouses from existing residents
- Questions were asked about the community benefits

Following the presentation the community council emailed comments to McCarthy & Stone on its proposal on 13 April 2017. A copy is included in appendix 4.

### **Public exhibition - 30 March 2017**

A public exhibition was held at Club 65, 65 Main Street, Prestwick KA9 1JN on Thursday 30 March, 2017, between 2pm and 7pm. It was attended by 54 people.

Members of the development team were present to discuss the proposal, and to answer questions. The communication consultants attended to help facilitate feedback.

A photographer from the Ayrshire Post also attended to report on the event.

The public exhibition consisted of nine panels explaining the proposal with architectural drawings and artist's impressions of the proposed development (appendix 5).

Visitors were invited to complete a feedback form after viewing the exhibition and return it on the day or at a later date via a freepost envelope provided at the exhibition (appendix 6). A closing date for receiving responses was stated as 13 April 2017.

### **Publicising the exhibition and other consultation methods:**

Measures to raise awareness of the exhibition and encourage people to engage with the consultation include:

- advert placed in the Ayr Advertiser on 21 March, over 7 days in advance (appendix 7)
- press release issued to local media and covered in the Daily Record online (appendix 8)
- emails issued to local elected representatives and community groups inviting them to attend - details were shared via the BuyMSH Facebook page on 23 and 30 March 2017 (appendix 3)
- newsletter invite delivered door-to-door to 1,824 households and businesses within 0.5 mile radius of the site, with a freepost comment card attached to provide feedback on the proposals (appendix 10)
- website <http://mccarthyandstoneconsultation.co.uk/prestwick/> containing the proposals, news, consultation material, online feedback forms and a facility to register for updates (appendix 11)
- freephone information line – 0800 088 4322 and email enquiry service [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com) for public enquiries about the proposal and consultation

### **Steps taken to explain the application process**

Visitors to the exhibitions were advised the proposal was subject to change in light of consultation feedback.

Newsletters and adverts indicated visitors would be given an opportunity to provide feedback at the exhibitions, which would be used to inform a planning application.

Feedback forms, the newsletter accompanying the comment card and advert explained that comments on the proposals made to McCarthy & Stone are not formal representations on the planning application and those should be made to South Ayrshire Council after the application has been submitted.

### **Prestwick Golf Club Management Committee Meeting, 16 May 2017**

A further meeting was held with Prestwick Golf Club Management Committee to discuss changes to the layout of the development, to a new “T” design to address concerns about golf balls striking residents or the proposed development itself.

It was attended by Russ Stewart, Development Director for McCarthy & Stone and Keith Geddes, Communication Consultant with Pagoda. The main points raised included:

- concern that people using the garden created by moving to the new design may be struck by golf balls and the legal implications this could have on the Club
- discussion around potential solutions including fencing or trees to protect the garden on the corner of the development, or reversing the development’s footprint to remove the problem
- discussion about whether the building was “architecturally sympathetic” in the context of adjoining buildings

### **Meeting with Prestwick North Community Council – 18 May 2017**

A further meeting was held with representatives of the Community Council to brief them on how McCarthy & Stone had been considering its feedback on the design and to present and gain feedback on an alternative “T” shaped design to address concerns raised by the Golf Club.

Campbell Purves, Senior Planning Associate, attended for McCarthy & Stone and Lynne Ziarelli, Communications Consultant from Pagoda. While these points do not constitute a formal view of the full community council, the main points raised included:

- a preference for the “L” shape design over the “T” shape as it enables a south facing garden
- potential consideration of a contemporary design solution if further changes are made to the materials to include a stone and render option and to make the corner section of the building more dramatic
- some reservation with the footprint and overall mass

McCarthy & Stone indicated they would provide a further update on the design solution when it was finalised.



## FEEDBACK

### Responses to the feedback forms

The number of completed feedback forms and comments cards returned to Pagoda was 59:

- 12 comment cards received from the newsletters
- 27 feedback forms completed following an exhibition
- 20 online surveys completed from the consultation website

Of these, just over half of respondents (54%) were very supportive or supportive of the proposals, 21% were unsure and 25% were not supportive of the proposals.

As feedback was collected by different methods and at different stages of the consultation they have been analysed and presented as separate graphs in the following section.

Full responses to the feedback forms are attached in appendix 12 and for reasons of confidentiality they have been anonymised for the Pre-Application Consultation Report by removing names, addresses, and email address, while the postcodes remain.

### Responses from the comment cards and feedback forms

A total of 39 comments cards or feedback forms were received from the newsletter or one of the exhibitions. Of these, the majority (72%) were supportive of the proposal, 26% were unsure and 3% were not supportive.

### Responses from exhibition feedback forms

Feedback forms asked respondents to rate which elements of the proposal appealed to them, which produced the following results:

- 70% creation of specialist accommodation for older people
- 48% creation of jobs
- 41% development of facility that will deliver much-needed care
- 37% support for local economy
- 26% quality design and architecture
- 22% lower levels of traffic generation

The majority (89%) supported the need for more specialised retirement accommodation in the area.

Those commenting positively on the proposals said:

- *“This would be an excellent use of the buildings or for a new McCarthy & Stone building similar to the one at the other end of the esplanade”*
- *“I wish I could be considered for one of these properties”*

However around half of respondents (59%) listed elements of the proposal that did not appeal. These included the proposed design or materials (43%), the flat roofs (24%), and its proximity to the golf course or layout (13%).

Comments from respondents about the elements of the proposal that did not appeal include:

- *“Don’t like that fact that the design doesn’t feature traditional stone and or brick that would fit better into the conservation area”*

- *“Do not approve of flat roofs”*
- *“Scale, massing and contemporary design. Overdevelopment of site. Lack of respect for Prestwick vernacular”*
- *“Would like a pitched roof and architecture to ‘marry’ more favourably with other buildings in the area”*
- *“The modern flat roof design is somewhat boxy and utilitarian. Would personally prefer a more traditional design with traditional roof and if possible reflecting some of the architectural features of the original two dwelling houses incorporated in the existing building”*

### **Website feedback**

An additional method of providing feedback was provided via the consultation website, [www.mccarthyandstoneconsultation.co.uk/prestwick](http://www.mccarthyandstoneconsultation.co.uk/prestwick). The online feedback form was identical to the one handed out at the public events.

Respondents to these forms may not have had the opportunity to speak with a McCarthy & Stone representative so might have been less informed than those attending an exhibition. Links to the feedback form were shared via the Prestwick North Community Council Facebook page.

The results of this feedback have also been included in the ‘results from feedback form’ section and anonymised responses are in the appendix.

There were 20 online responses received, including multiple entries, which were not clearly restricted so have been counted. Of these, 13 (65%) were not supportive, 2 (6%) were neutral and 5 (16%) were supportive.

All unsupportive responses cited the design of the building as an element that did not appeal.

## **RESPONSES TO THE CONSULTATION AND CHANGES TO THE PROPOSAL**

A number of responses to the consultation, including the formal comments submitted by Prestwick North Community Council (PNCC), supported the general principal of the development of Extra Care (Assisted Living) and the specialist nature of the proposed development.

However, a number of concerns and objections were also raised in relation to the proposal. Where possible, McCarthy & Stone have attempted to bring forward amendments to address these, and provided responses to explain where changes could not be made. These include:

### **Footprint of the building**

Representatives of Prestwick Golf Club Management Committee raised health and safety concerns in relation to the proximity of the eastern corner of the building to the golf course. This was due to the high risk of golf balls hitting the building, balconies, windows and, potentially residents of the development. Some individuals attending the exhibition also highlighted the possibility of golf balls being struck into the development.

#### *Response from McCarthy & Stone*

*As a direct result of feedback from the Golf Club, McCarthy & Stone has significantly changed the layout of the building to mitigate potential issues with stray golf balls landing within the development.*

*The footprint of the building has been altered from the original proposed 'L' shape to a new 'T' shape, pulling the building further back from the north east corner boundary. It also incorporates a new landscaped area, which will add to the amenity space and visual interest of the development.*

*A number of other measures have been taken to protect from any possible damage from errant golf shots including:*

- *removing a number of balconies*
- *retaining the existing boundary adjacent to the golf course*
- *planting additional trees along golf course boundary*
- *using toughened glass on windows and balconies closest to the golf course*
- *ensuring windows facing the golf course open inwards*
- *using robust finishing materials on the building*
- *ensuring seated areas near the golf course are covered*

*In McCarthy & Stone's experience, garden areas within its Extra Care developments are used less often than other retirement developments and typically act as decorative feature rather than a well-used space.*

*McCarthy & Stone is not aware of any complaints from golf balls landing in former development uses. As such, it believes that the measures it has taken to mitigate against any potential future complaints will be satisfactory.*

### **Design, including within location setting**

The most commonly cited objection to the proposal from the majority of responses was the modern design of the building and how well it fits within its location and surrounding buildings, including nearby traditional buildings. A number of responses indicated that they did not like the proposed building materials or the flat roof.

PNCC said that the proposals are unacceptably bland and inappropriate to the setting and the character of the location, which protrudes into the Green Belt and is adjacent to an iconic golf club. They suggested it should be a bespoke, iconic design appropriate for its setting.

*Response from McCarthy & Stone*

*We acknowledge that the site is located on the edge of the greenbelt and have included a full contextual analysis within the planning application design and access statement.*

*We carefully research the character of the area to ensure the design complements the local landscape and architecture.*

*The site forms the northerly termination of the Prestwick Esplanade building line, surrounded by a range of 2 to 4 storey residential buildings predominately of white render and red masonry construction. Our original design proposal, incorporating rendered walls and buff brick projections, aimed to complement this mix of materials.*

*A flat roof was favoured over a pitched design to reduce the overall height and building mass whilst providing a contemporary aesthetic to this area of Prestwick.*

*As a result of consultation feedback we reviewed the design and decided to use more traditional materials including introducing reconstituted stone along with white render. The use of some brick is still proposed to create feature panels to add variety and visual interest, but the predominant material is now stone.*

*Design changes have also been made to emphasise the north-west corner feature of the building, to address a local desire for an iconic building and to complete the urban form along the esplanade. The design aims to make the corner bolder, with a raised parapet and wrap around corner.*

*As a result of the design review the internal layout of the building has also been revised, changing the mix of apartments and shared living spaces, while retaining the same footprint. The number of apartments has increased from 65 to 69, with the mix of one and two bedroom apartments changing from 36 one bedroom and 29 two bedroom apartments to 38 one bedroom and 31 two bedroom. This has been done, in part, to off-set the viability challenges that the change in building footprint created when altering the development from a 'L' shape to a 'T' shape.*

*The number of proposed parking spaces has also been increased from 35 spaces to 38 spaces in line with the increase in number of apartments.*

### **Overdevelopment of the site**

A number of respondents felt the proposed building was too large for the site or that the number of storeys was too high in comparison to neighbouring buildings, including the adjacent townhouses. PNCC commented that 'the site is being overdeveloped and the density is too high as the footprint is around 50% larger than the current Malcolm Sargent House, occupying 27% of the site'.

*The proposed development has been designed to make the best use of the site, while allocating the space needed to provide all the facilities and services for a specialist retirement development of this nature, and also considering feedback from the neighbouring golf club. We do not consider it be overdevelopment of the site.*

*The building footprint occupies less than a third (27%) of the total site, which McCarthy & Stone considers a satisfactory building to site ratio and also allows for a substantial area of amenity space.*

*The building to site ratio for McCarthy & Stone's nearby Grangemuir Road development and other similar developments across Scotland is significantly higher.*

*The proposed building rises from 3 to 4 storeys at its highest point, which reflects the heights of other buildings along the seafront at 3 and 4 storeys, not least the immediately adjacent 3 storey townhouses to the south of the site. McCarthy & Stone's other development within Prestwick at Grangemuir Road is also a 4 storey development. It should also be noted that although 4 storeys in height, due to the contemporary design, the proposed building will sit at a comparable height to the adjacent 3 storey townhouses.*

*It is important to note that while the proposed number of apartments within the development has increased from 65 to 69, the mix internally has also changed so that the building footprint remains the same.*

### **Traffic and parking**

A number of visitors to the exhibition questioned the ratio of parking and PNCC indicated that the provision of 34 spaces (52%) was inadequate. PNCC also stated that the access driveway doesn't meet Ayrshire Roads Alliance highway design standards as it is too narrow.

*Response from McCarthy & Stone*

*McCarthy & Stone has considerable experience of calculating parking provision for its developments, assessed on its own merits and particular characteristics of the area, as well as its experience of completing over 1,000 similar developments across the UK. This includes feedback from similar Extra Care Developments in Scotland. It is not in the company's interest to under-provide parking.*

*The proposed parking provision has been increased from 35 spaces to 38 spaces in line with an increase in the proposed number of apartments from 65 to 69, resulting in an overall provision of 55%. The company deems this to be sufficient for this type of specialist retirement development with care. The majority of Extra Care residents tend not to own a car, and those that do tend to relinquish the burden of car ownership after they move.*

*The proposed development will make use of the existing access road. As part of the application process McCarthy & Stone will consult fully with South Ayrshire Council Roads department to ensure it confirms to the highway design standards.*

### **Public open space and overlooking**

Visitors to the stakeholder exhibition questioned the impact on privacy for neighbours, including the adjacent town houses. PNCC also echoed these concerns and indicated that they felt the proposal does not have adequate public open space.

*Response from McCarthy & Stone*

*The building to site ratio is less than a third (27%) which allows substantial open space, significantly more than our development located nearby at Grangemuir Road in Prestwick, or our other developments across Scotland. McCarthy & Stone believes it offers considerable open space.*

*The building has been set back off the building line to protect the privacy of neighbours, and balconies have been positioned and designed so that they do not have an impact on privacy. There are no windows in the south gable of the proposed development and consequently there will be no direct overlooking as a result of this development. While a roof terrace is proposed on the southern section of the development, the roof terrace is set several metres in from the gable and those who occupy the roof terrace will not be able to obtain views into the adjacent properties as a result.*

*It is important to note that this is a specialised retirement development, which differs significantly from a residential development. As such it must be assessed in its own terms.*

### **Retention of former Malcolm Sargent House building**

A number of consultees enquired whether the existing building, formerly known as Malcolm Sargent House, could be retained.

*Response from McCarthy & Stone*

*We appreciate that Malcolm Sargent House holds a very special place in the hearts of local people and there is an attachment to the building.*

*Our proposed development must be purpose built to enable the type of specialist care and facilities for older people and to comply with regulations set by the Care Inspectorate. As such it is not possible to retain the existing building, which will be replaced.*

*If our application is successful we are willing to consider how we can acknowledge the former home within the development and incorporate some elements of the previous building within the design.*

### **Memorabilia within former Malcolm Sargent House**

A number of stakeholders asked questions during the consultation about items of memorabilia within Malcolm Sargent House and whether specific items could be donated to the community.

*Response from McCarthy & Stone*

*The building remains in the ownership of CLIC Sargent and any requests for specific items of memorabilia should be made directly to them. We have passed all requests during the consultation to CLIC Sargent who, at that time, offered the following response which was shared via our communication consultants with key stakeholders:*

### **Response from CLIC Sargent in regard to requests from memorabilia – April 2017**

*Many of the items from the house and play equipment which were in good condition have already been distributed to CLIC Sargent's Homes from Home accommodation, including Glasgow and Edinburgh, so that families staying there during their child's treatment can benefit from them. We have also already donated items including children's items, furniture and catering equipment to a number of local and Scottish charities for children and the homeless.*

*We have recently received a number of requests for items that remain at the property. We will review all of these requests to carefully consider how these remaining items can be put to best use and we will certainly be fully considering your requests as part of this. However, our team working on the decommissioning of the property are not due back at the property for a few weeks and we're not*

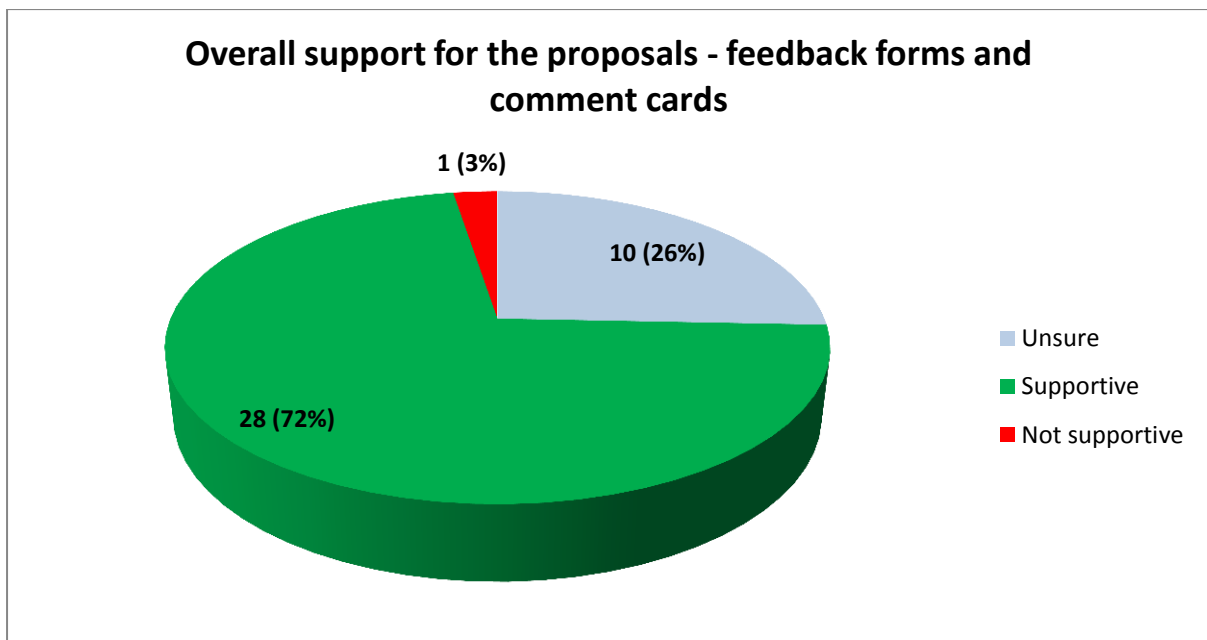
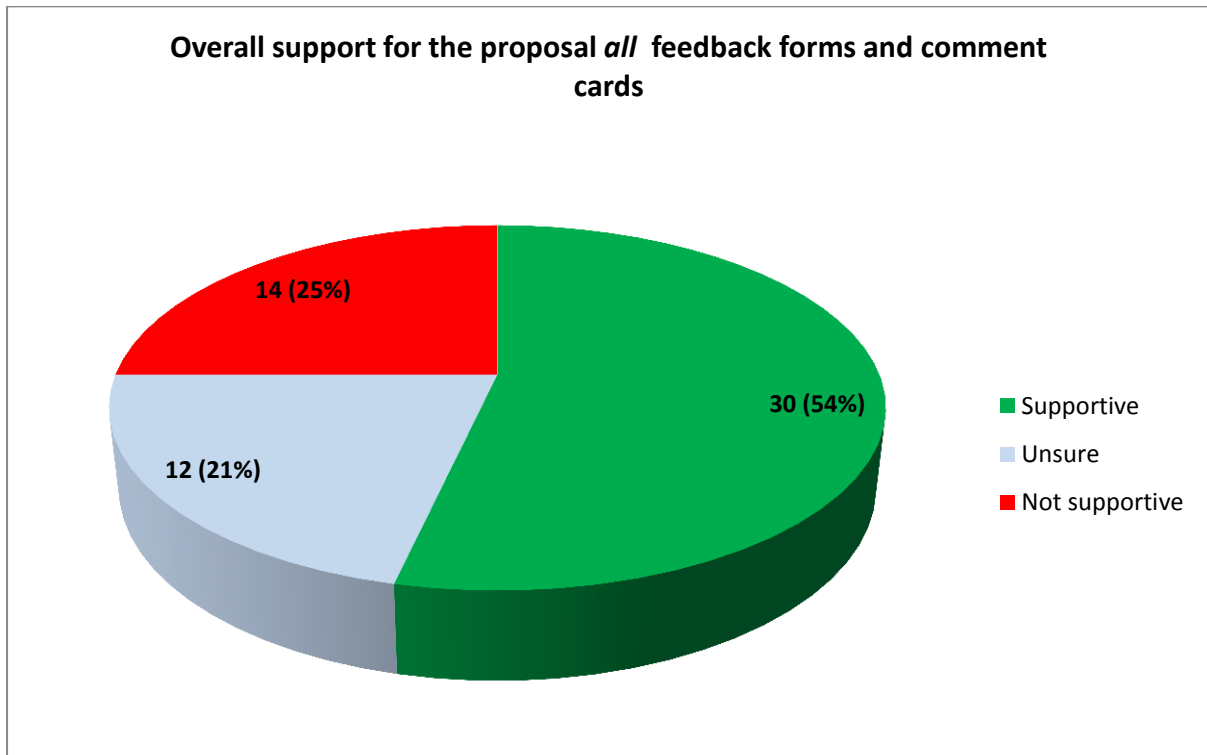
*in a position to make a definitive decision on some of these items at this stage. I would hope to be able to give you a clearer response on this in the next couple of months and will ensure that we get back to you at this time.*

**Further information**

Further information on the consultation report is available from Pagoda Porter Novelli, 4 Eyre Place, Edinburgh, EH3 5EP t: 0131 556 0770 or e: [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

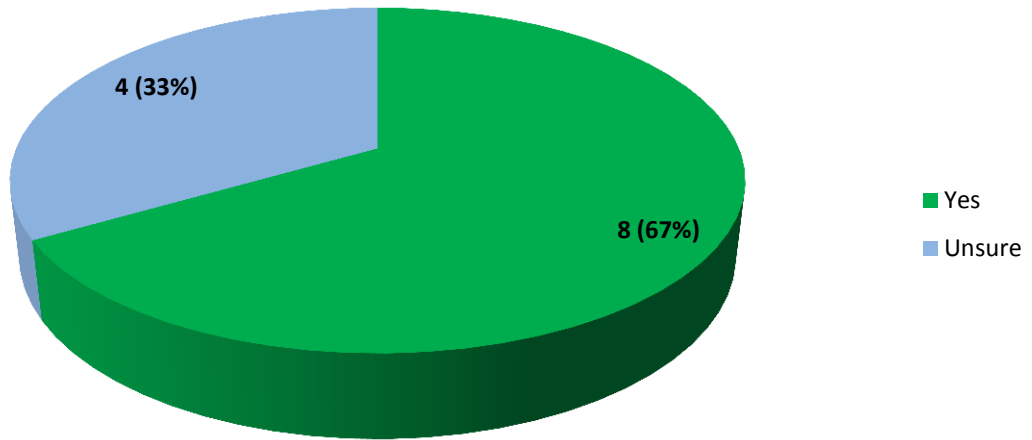
**CHARTS**

**SUPPORT FOR THE PROPOSAL**

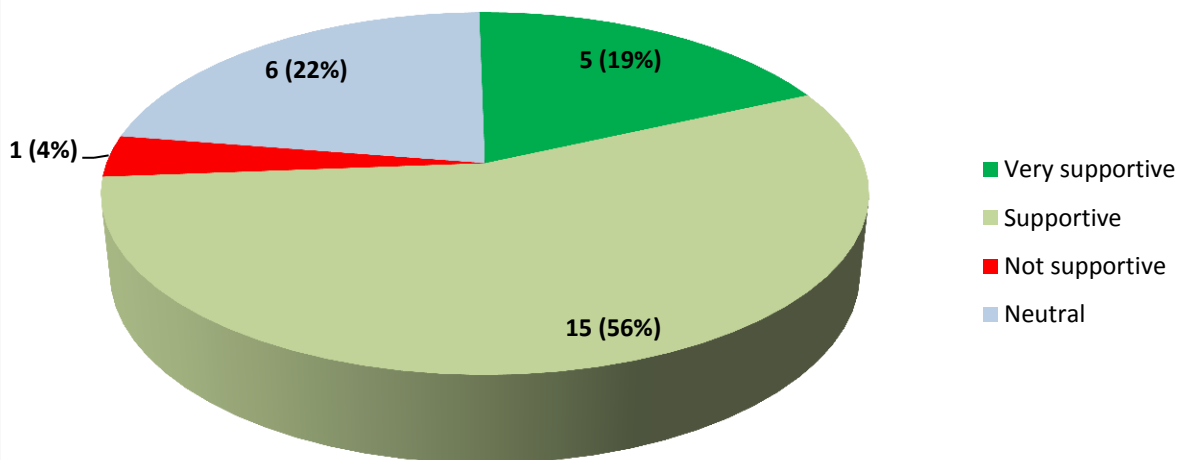




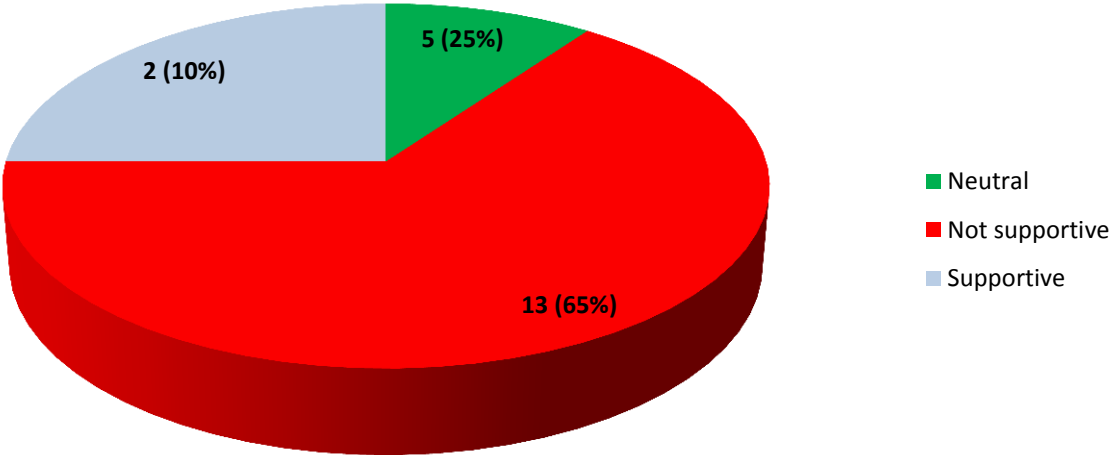
### Comment cards - support for the proposal



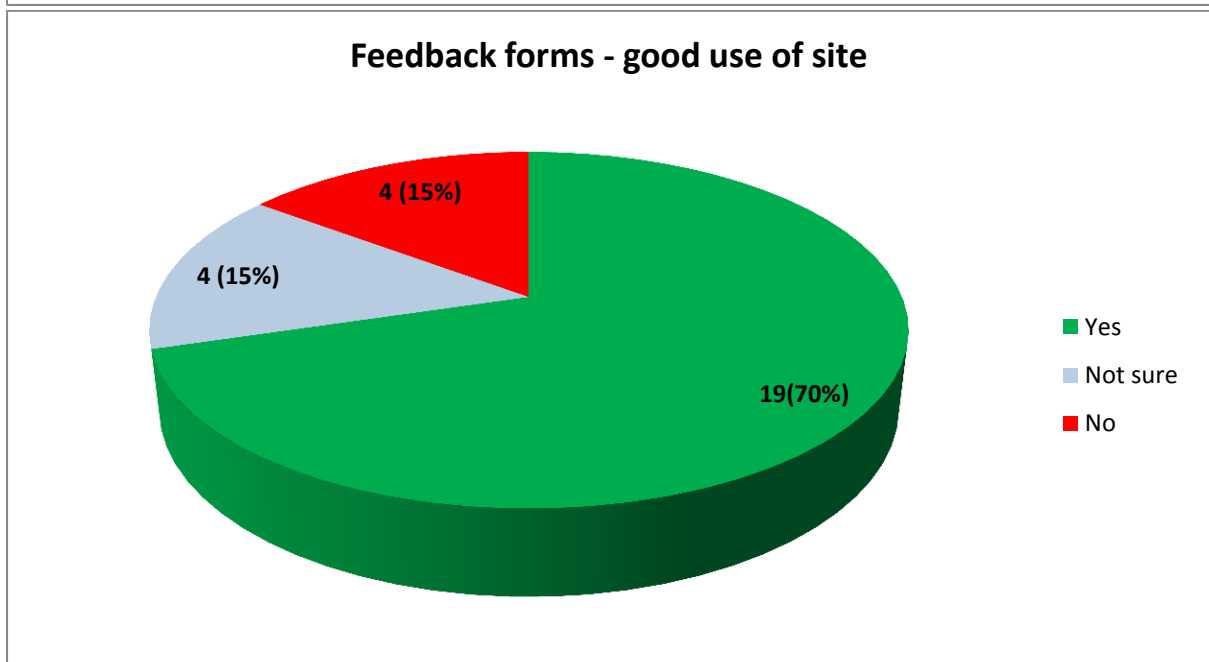
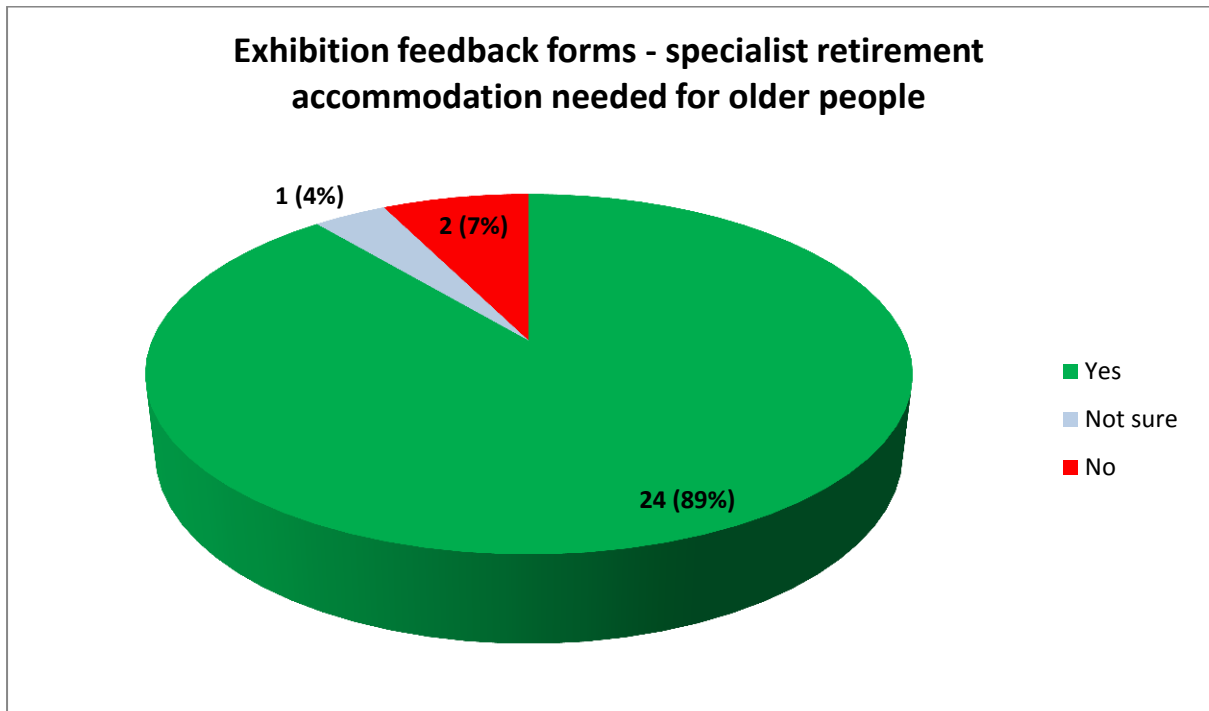
### Exhibition feedback forms - support for the proposal



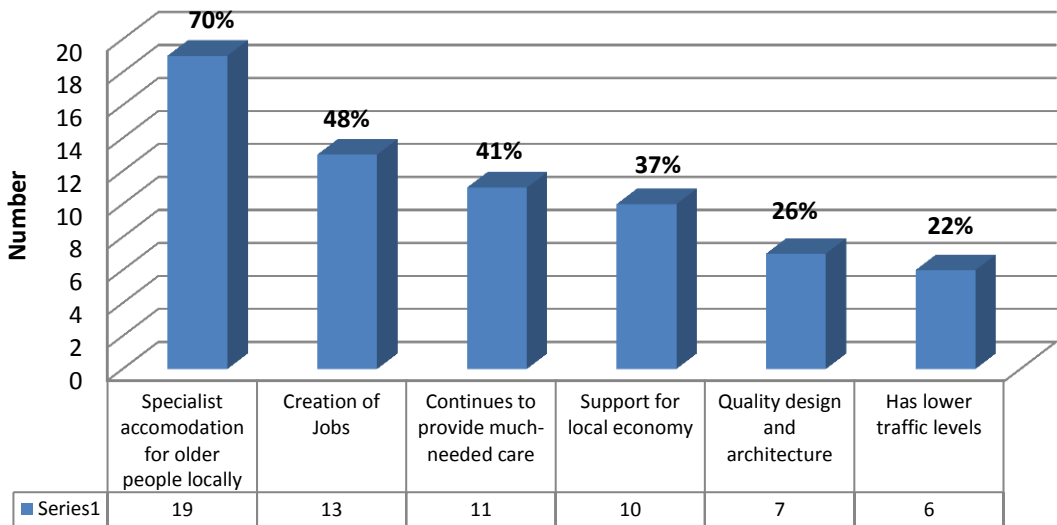
**Website feedback - support for the proposal**



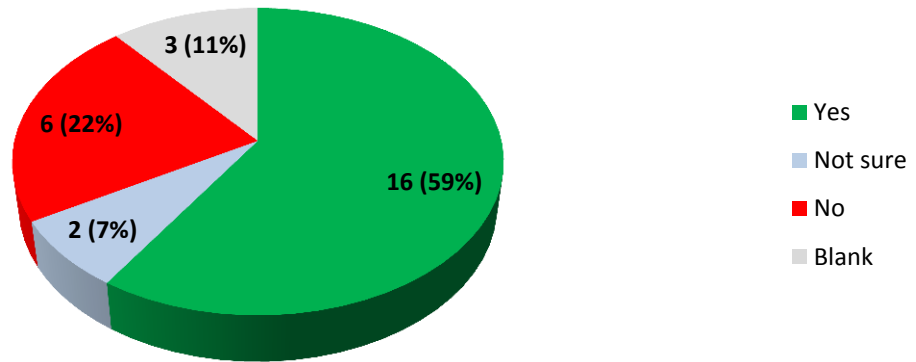
## EXHIBITION FEEDBACK FORMS



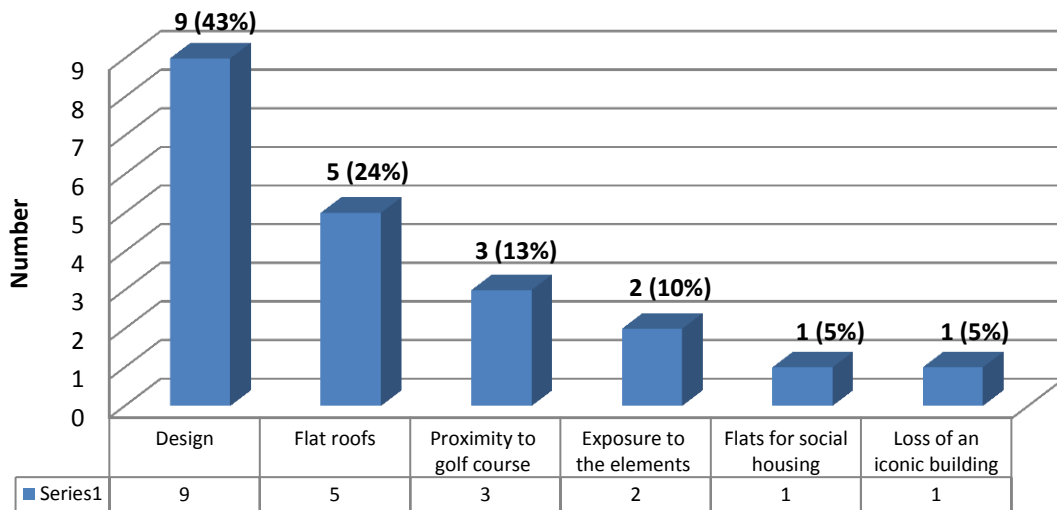
### Feedback Forms - elements that appeal



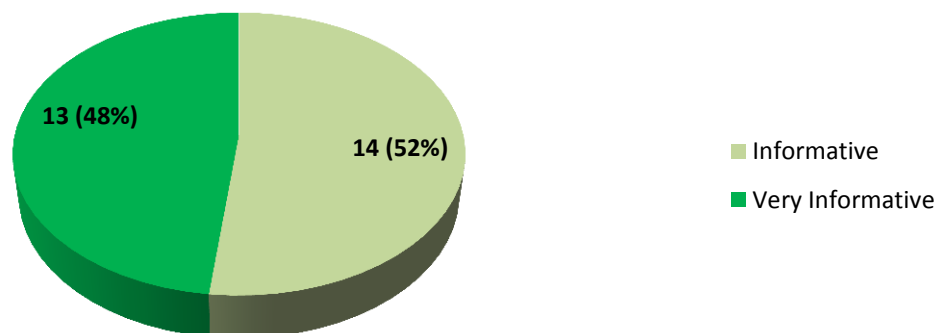
### Feedback forms - elements that do not appeal



### Exhibition feedback forms - elements that do not appeal

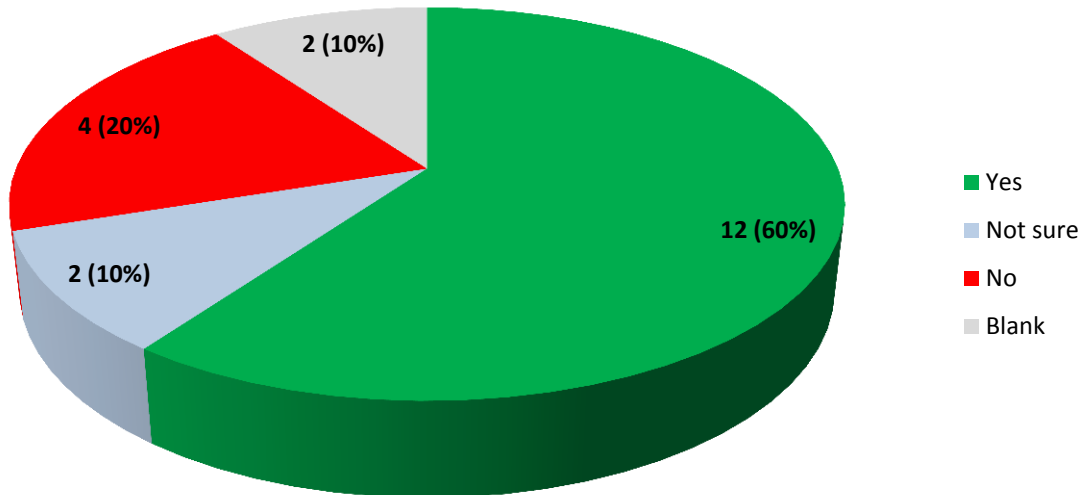


### Exhibition feedback forms - how informative was the consultation?

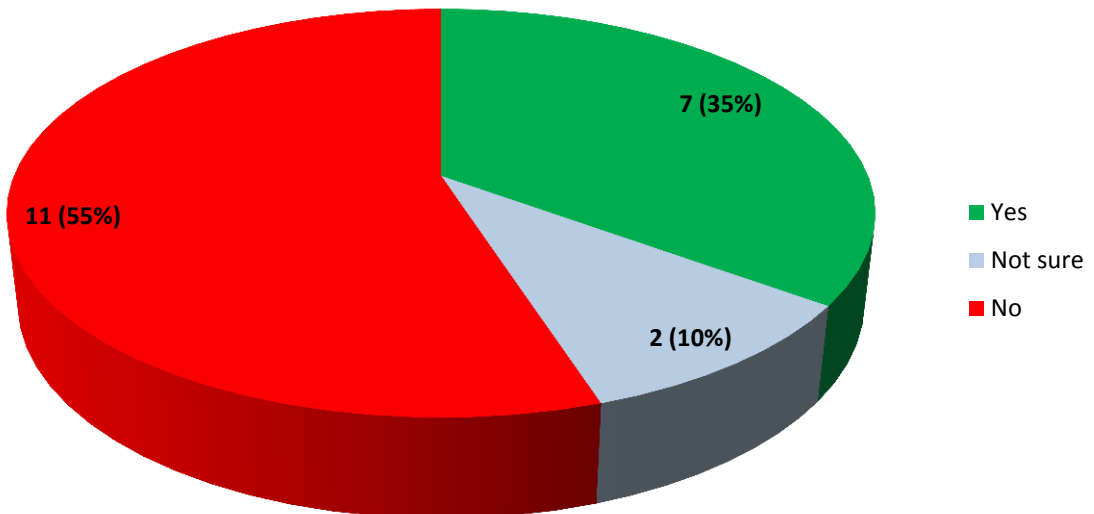


**WEBSITE FEEDBACK FORMS**

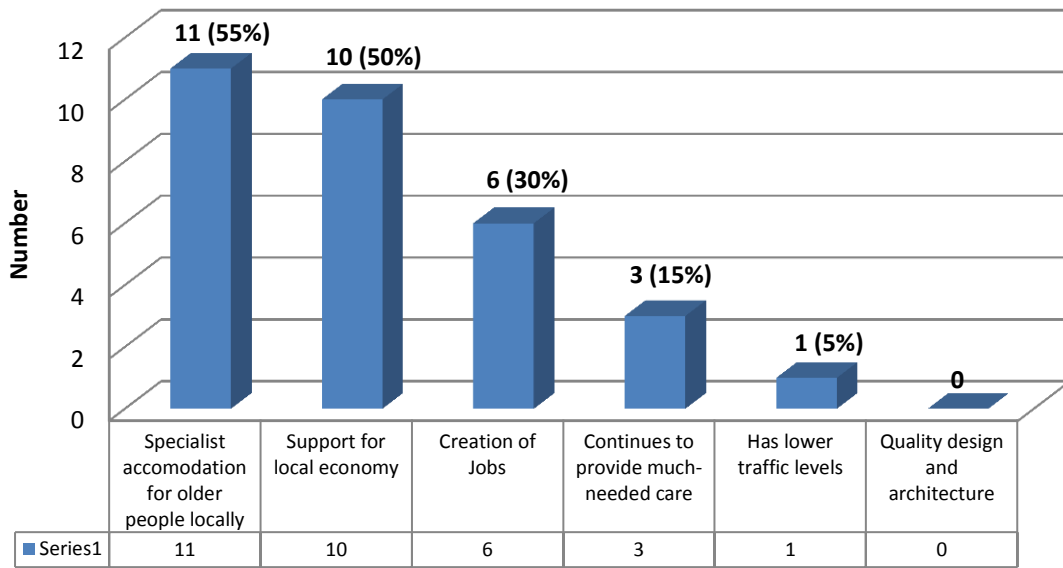
**Website feedback - specialist retirement accommodation needed for older people**



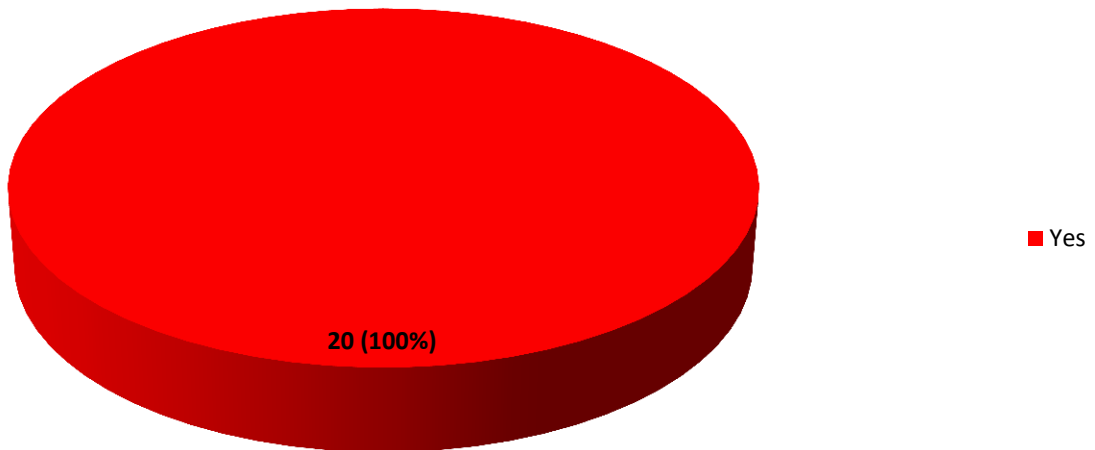
**Website feedback - good use of site**



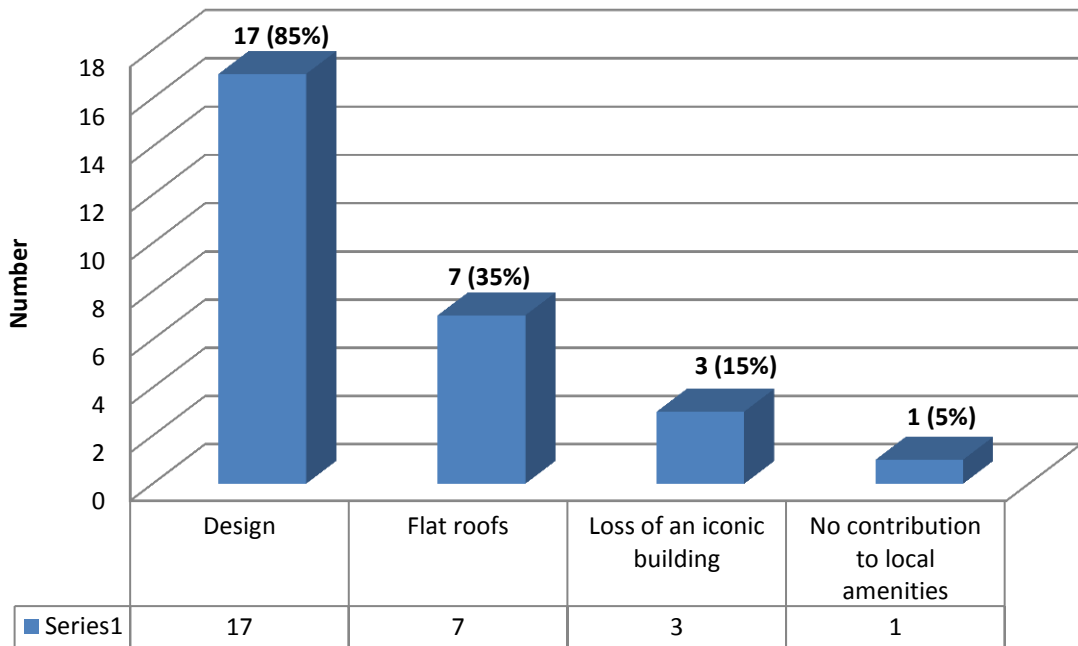
### Website feedback - elements that appeal



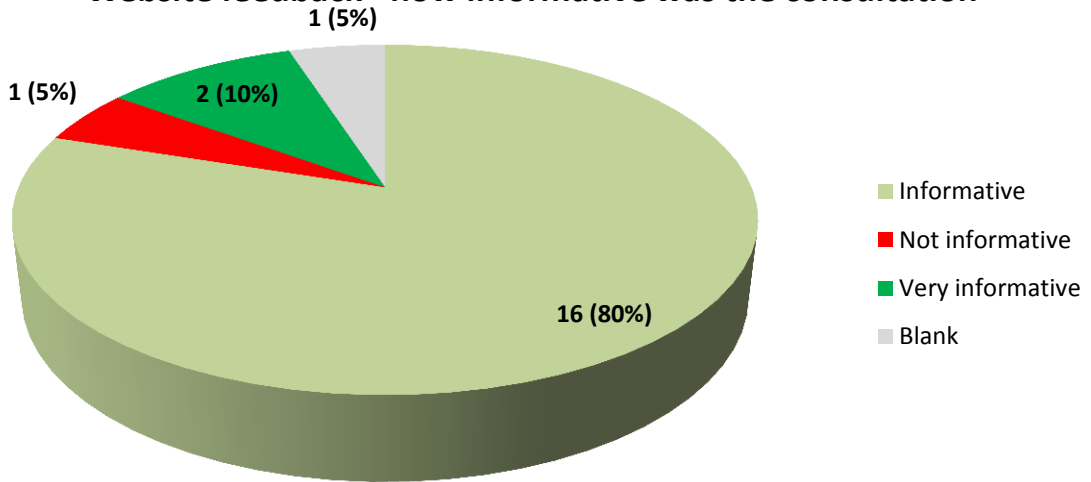
### Website feedback - elements that do not appeal



### Website feedback - elements that do not appeal



### Website feedback - how informative was the consultation





## **APPENDICES:**

1. PAN and statement of community consultation
2. PAN Press Release
3. Stakeholder list and invites to stakeholder day and public exhibition
4. Prestwick North Community Council Representation
5. Exhibition panels used at the Public Exhibition
6. Feedback form available at Public Exhibition, stakeholder event & online
7. Advert publicising exhibition
8. Press release publicising exhibition
9. Distribution area for newsletter
10. Newsletter and comment card
11. Website screen grabs
12. Feedback form and comment responses from exhibition

# 1. PAN and statement of community consultation

Planning Ref No.

## Planning Service

### PROPOSAL OF APPLICATION NOTICE

Under the Town and Country Planning  
(Development Management Procedure) (Scotland) Regulations 2008



*The Planning Authority will respond within 21 days of receiving the Notice. It will advise whether the proposed Pre-Application Consultation (PAC) is satisfactory, or if additional notification and consultation above the statutory minimum is required. The minimum consultation activity includes consultation with the relevant Community Council(s), the holding of a public event, and its advertisement. Please refer to the Councils Guide for Developers Pre-application consultation in South Ayrshire at <http://www.south-ayrshire.gov.uk/planning/> This includes links to information on Community Council contacts and the definition of 'Major' and 'National' developments.*

#### 1. Applicant/Agent Details:

APPLICANT DETAILS:	
Name/Key Contact	
Company Name	Your Life Ltd / Somerset Care (McCarthy and Stone)
Address (Including Post Code)	11000 Academy Park
	Gower Street
	Glasgow
	G51 1PR
Contact Telephone Number(s)	0141 420 8300
Email	mccarthyandstone@pagodapr.com
Address/Website	

AGENT DETAILS:	
Name/Key Contact	Campbell Purves
Company Name	The Planning Bureau Ltd
Address (Including Post Code)	11000 Academy Park
	Gower Street
	Glasgow
	G51 1PR
Contact Telephone Number(s)	0141 420 8320
Email	campbell.purves@theplanningbureau.ltd.uk
Address/Website	

2. State the postal address of the prospective Development Site. If there is no postal address, describe its location. In order to identify the site, show its outline on an Ordnance Survey based plan (1:2500 scale) and attach it to the completed Notice.

<b>Site Address</b> (including Post Code)	22 - 24 Links Road	
	Prestwick	
	KA9 1QG	

3. Describe in general terms the development to be carried out, the class of development (National or Major), site area, gross floor space of proposed buildings and an indicative number of proposed dwellings (if any).

<b>Description of Development</b>	Proposed Development of 'Extra Care' Accommodation (Assisted Living) for the elderly - (major application)
-----------------------------------	--

3a.

<b>Class of Development</b> (Please tick ✓)	<b>National</b>	<b>Major</b>
		✓

3b.

<b>Area of site</b> (Hectares)	0.55
-----------------------------------	------

3c.

<b>Gross floor space of building(s)</b> (Square Metres)	6180
--	------

3d.

<b>Indicative Number of Dwellings</b>	n/a
---------------------------------------	-----

4. State which Community Councils have received a copy of this Proposal of Application Notice. The minimum statutory requirement is that you consult every Community Council whose area is within or adjoining the land where the proposed development is situated.

<b>Community Council(s)</b>	PRESTWICK NORTH COMMUNITY COUNCIL

5. Provide the following details of your proposals to publish an advertisement in a local newspaper circulating in the locality in which the development is situated.

<b>Name of Local Newspaper(s)</b>	Ayrshire Post / Troon and Prestwick Times Details of advert will be sent to South Ayrshire Council with the PAC Report
<b>Requirements</b> (Refer to notes below)	<b>Text which is to be included in the advertisement</b>
(a)	Proposed Development of 'Extra Care' Accommodation (Assisted Living) for the elderly at 22 - 24 Links Road, Prestwick, KA9 1QG
(b)	Further information can be obtained at mccarthandstone@pagodapr.com or via the website mccarthandstoneconsultation.co.uk/prestwick or via the free phone no. 0800 088 04322 or at McCarthy and Stone, 11000 Academy Park, Gower Street, Glasgow, G51 1PR
(c)	Public Exhibition on the 30 <sup>th</sup> March 2017 at the 65 Club, 65 Main Street Prestwick
(d)	Comments can be made in writing to mccarthyandstone@pagodapr.com or through the Freephone number 0800 088 4322. Further information can be accessed at mccarthandstoneconsultation.co.uk/prestwick
(e)	Please note that comments on the proposals during this pre application process are not formal representations. These can be made to South Ayrshire Council's Planning Service once the formal planning application is submitted.

**Notes:**

- (a) Description and location of the proposed development.
- (b) Details as to where further information on the proposed development may be obtained.
- (c) The date, time and venue of the public event.
- (d) A statement explaining how and by when persons wishing to make comments on the proposed development can do so to the prospective applicant.
- (e) A statement explaining that comments made to the prospective applicant are not representations to South Ayrshire Council and if the prospective applicant submits a planning application there will be an opportunity to make direct representations to South Ayrshire Council's Planning Service.

6. Provide details of at least one public event where members of the public may make comments to the prospective applicant as regards the proposed development.

<b>Form of Public Event</b>	<b>Public Consultation Event</b>
<b>Date</b>	30 <sup>th</sup> March 2017
<b>Time</b>	3pm – 7pm
<b>Venue</b>	65 Club, Main Street, Prestwick
<b>Details of how the event is to be advertised</b>	Ayrshire Post / Troon and Prestwick Times
<b>Details of who is to be invited to the event</b>	Please see accompanying statement on consultation from Pagoda PR

7. Provide a general account of what further consultation is being proposed.

<b>Consultation Details</b>	Please see accompanying statement on consultation from Pagoda PR
-----------------------------	--

8. Provide details of the **additional** consultation activity proposed. State when such consultation will take place, with whom it will be with and what form it will take.

<b>When</b> <small>(eg time, date, frequency, etc.)</small>	<b>With Whom</b> <small>(eg Community Council, Residents Associations, Neighbourhood Group, Neighbours, Local Interest Groups, etc)</small>	<b>Form of Consultation</b> <small>(eg letters, adverts, meetings, contributors, etc)</small>
Please see statement on community consultation		

---

*A Planning Application for a national or major development cannot be submitted less than 12 weeks from this date and without the statutory requirements having been undertaken. The application must be accompanied by the PAC report.*

5. Provide the following details of your proposals to publish an advertisement in a local newspaper circulating in the locality in which the development is situated.

<b>Name of Local Newspaper(s)</b>	Ayrshire Post / Troon and Prestwick Times Details of advert will be sent to South Ayrshire Council with the PAC Report
-----------------------------------	---

<b>Requirements</b> (Refer to notes below)	<b>Text which is to be included in the advertisement</b>
(a)	Proposed Development of 'Extra Care' Accommodation (Assisted Living) for the elderly at 22 - 24 Links Road, Prestwick, KA9 1QG
(b)	Further information can be obtained at mcccathandstone@pagodapr.com or via the website mcccathandstoneconsultation.co.uk/prestwick or via the free phone no. 0800 088 04322 or at McCarthy and Stone, 11000 Academy Park, Gower Street, Glasgow, G51 1PR
(c)	Public Exhibition on the 30 <sup>th</sup> March 2017 at the 65 Club, 65 Main Street Prestwick
(d)	Comments can be made in writing to mcccathandstone@pagodapr.com or through the Freephone number 0800 088 4322. Further Information can be accessed at mcccathandstoneconsultation.co.uk/prestwick
(e)	Please note that comments on the proposals during this pre application process are not formal representations. These can be made to South Ayrshire Council's Planning Service once the formal planning application is submitted.

**Notes:**

- (a) Description and location of the proposed development.
- (b) Details as to where further information on the proposed development may be obtained.
- (c) The date, time and venue of the public event.
- (d) A statement explaining how and by when persons wishing to make comments on the proposed development can do so to the prospective applicant.
- (e) A statement explaining that comments made to the prospective applicant are not representations to South Ayrshire Council and if the prospective applicant submits a planning application there will be an opportunity to make direct representations to South Ayrshire Council's Planning Service.

6. Provide details of at least one public event where members of the public may make comments to the prospective applicant as regards the proposed development.

<b>Form of Public Event</b>	<b>Public Consultation Event</b>
<b>Date</b>	30 <sup>th</sup> March 2017
<b>Time</b>	3pm – 7pm
<b>Venue</b>	65 Club, Main Street, Prestwick
<b>Details of how the event is to be advertised</b>	Ayrshire Post / Troon and Prestwick Times
<b>Details of who is to be invited to the event</b>	Please see accompanying statement on consultation from Pagoda PR

7. Provide a general account of what further consultation is being proposed.

<b>Consultation Details</b>	Please see accompanying statement on consultation from Pagoda PR
-----------------------------	--

8. Provide details of the **additional** consultation activity proposed. State when such consultation will take place, with whom it will be with and what form it will take.

<b>When</b> <small>(eg time, date, frequency, etc.)</small>	<b>With Whom</b> <small>(eg Community Council, Residents Associations, Neighbourhood Group, Neighbours, Local Interest Groups, etc)</small>	<b>Form of Consultation</b> <small>(eg letters, adverts, meetings, contributors, etc)</small>
Please see statement on community consultation		

---

*A Planning Application for a national or major development cannot be submitted less than 12 weeks from this date and without the statutory requirements having been undertaken. The application must be accompanied by the PAC report.*

**Statement on Community Consultation**

**Former Malcolm Sargent House, Prestwick**

This statement outlines the community consultation process which will be promoted by the applicant of the proposed Planning Application. To assist them in their work, the applicant will be supported by Pagoda Porter Novelli on community consultation.

The consultation aims to offer members of the public and local community representatives' opportunities to:

- be informed about the proposal via a range of materials such as newsletters, websites and media coverage
- engage with the development team through individual meetings and a planned public exhibition
- provide feedback and comments on the proposal, which will be reviewed by the team and considered prior to a planning application being submitted.

The following stakeholders have been identified to be engaged in the wider consultation process:

Stakeholder	Details
Community Council	Prestwick North Community Council
Local ward councillors - Prestwick (ward 2)	Cllr Ian Cochrane
	Cllr Hugh Hunter
	Cllr Helen Moonie
	Cllr Margaret Toner
Constituency MP	Dr Philippa Whitford MP
Constituency MSP	John Scott MSP
South Scotland Regional MSPs	Claudia Beamish MSP
	Rachael Hamilton MSP
	Emma Harper MSP
	Joan McAlpine MSP
	Colin Smyth MSP
	Paul Wheelhouse MSP
Community Groups	Brian Whittle MSP
	BuyMSH Appeal Group
	Statutory consultees Local residents



The timetable outlines the community consultation process over the minimum 12 week period.

#### February 2017

- Notification of submission of PAN and forthcoming consultation to BuyMSH, community council, local ward councillors, constituency and list MSPs and MP
- PAN announcement press release to local press
- Priority key stakeholder meetings to discuss plans and meet the development team
- A freephone 0800 088 4322 information line and email address ([mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)) launched for public enquiries

#### March 2017

- Stakeholder invites issued to all key stakeholders and immediate neighbours for stakeholder exhibition on 24 March at Prestwick Bowling Club
- Newsletter issued to local residents with invitation to attend a public exhibition
- Launch website – [mccarthyandstoneconsultation.co.uk/Prestwick](http://mccarthyandstoneconsultation.co.uk/Prestwick) - with details of the proposal and facility to leave feedback
- Advert for public exhibition placed in the Ayrshire Post and Troon/Prestwick Times over seven days in advance – press releases also sent to all local media
- A public exhibition held at: 65 Club, 65 Main Street, Prestwick – 30<sup>th</sup> March
- Consideration of consultation responses

#### April 2017

- Consultation deadline for feedback form or comment cards being returned by post
- Completion of Pre-Application Consultation report
- Planning application finalised and submitted, considering community consultation feedback
- Press release issued and briefings issued to stakeholders

Communications activity will include on-going pro-active work with local media. The freephone number and email address will stay live throughout the consultation and application process.

The results and outcomes of this consultation will be contained in the Pre-Application Consultation (PAC) report. This will include details of any legitimate substantive concerns raised during the consultation to which the applicants are giving further consideration. This will be made available to all stakeholders and will be posted on the website for the community to view.

The format of the PAC report will comply with the requirements of the Planning Department of South Ayrshire Council, including presentation of quantitative data, level of detail required, and other relevant material.

## 2 PAN Press Release

**Issued:** 11 February 2017

### **McCarthy & Stone to continue care at Malcolm Sargent House**

Plans for an Assisted Living care development for older people, a first of its kind for Ayrshire, are being proposed to redevelop the former Malcolm Sargent House site in Prestwick.

Leading retirement builder, McCarthy & Stone, have been selected by owners CLIC Sargent to redevelop the site and continue the area's investment in providing valuable care, after the charity closed the holiday home last year.

The proposed development will provide much needed housing locally for homeowners aged over 70, including the frail elderly, with additional care and support needs. Run in partnership with Somerset Care, Assisted Living offers older homeowners independent living with access to tailored packages of care and support, as and when they need it.

The development proposal includes a mix of over 60 one and two bedroom apartments with access to a range of shared living spaces in a safe and secure environment including a lounge, serviced restaurant, guest suite for visitors and attractive landscaped gardens. It is overseen by a House Manager and 24 hour care staff.

If given planning permission, it will create up to 80 construction jobs and 20 jobs within the development across a range of care and domestic positions. Assisted Living has also been proven to relieve pressure on local health services, reducing visits and time spent in hospital and delaying or preventing a move into full-time nursing care.

McCarthy & Stone has submitted a Proposal of Application Notice (PAN) to South Ayrshire Council and will consult the local community about its plans over the next few months. The proposal will be designed to reflect the character of the surrounding area and artist impressions and plans will be displayed at a public exhibition to be announced.

Russ Stewart, Development Director of McCarthy & Stone in Scotland said: "We are pleased to be consulting on bringing Assisted Living to Prestwick. Suitable sites for this type of development are in short supply, so it is a good opportunity to reinvest in the local area and benefit the community."

"We know that Malcolm Sargent House has a special place in the hearts of local people and the families it has supported, so we're keen to ensure the plans are sensitively designed and pleased that the site will continue to provide care for people in need."

*Kate Lee, Chief Executive of CLIC Sargent, said: "After making the difficult decision to close CLIC Sargent's holiday programme, we are pleased that McCarthy & Stone will be continuing the caring tradition of the site, meeting a real need in the area and providing local employment.*

*"We are hugely grateful to our staff, volunteers and supporters for their many years of support of the holiday service. Now it is time for the charity to look to the future and its pledge to one day be able to offer its vital support services to every young life struck by cancer across Scotland and the UK."*

Prestwick will be McCarthy & Stone's fourth Assisted Living development in Scotland. Similar developments are situated at Glasgow, Aberdeen and Edinburgh.

**ENDS**

## **13 Stakeholder list and invites to stakeholder day and public exhibition**

### **Stakeholder lists**

#### **Prestwick Ward Councillors**

- Cllr Ian Cochrane
- Cllr Ian Hunter
- Cllr Helen Moonie
- Cllr Margaret Toner

#### **MSPs**

- John Scott
- Claudia Beamish
- Colin Smyth
- Rachel Hamilton
- Brian Whittle
- Emma Harper
- Joan McAlpine
- Paul Wheelhouse

#### **MP**

- Phillipa Whitford

#### **Community Groups**

- Prestwick North Community Council
- Prestwick South Community Council
- Prestwick Golf Club Management Committee
- Ayrshire Holiday Dreams Foundation
- Opportunities in Retirement Ayr
- Opportunities in Retirement Troon
- Probus Ayr

## Stakeholder invite to stakeholder exhibition

---

Dear xxx,

### **Consultation invite for proposed Assisted Living (extra care) development, Prestwick**

On behalf of our client, McCarthy & Stone, I would like to invite you to a consultation regarding the proposed redevelopment of the former Malcolm Sargent House site at 22-24 Links Road, Prestwick.

McCarthy & Stone is proposing to replace Malcom Sargent House with a specialist Assisted Living (extra care) development for people over the age of 70, who require additional care and support. The care will be delivered by YourLife Management, a partnership between McCarthy & Stone and Somerset Care, which is regulated by the Care Inspectorate.

Assisted Living is designed specifically for older homeowners, including the frail elderly, to provide flexible personal and domestic care as and when they need it. Care staff are available on site 24 hours a day and developments feature a wide range of supported living spaces including a serviced restaurant, lounge and guest suite for visitors. The average age of residents for this type of care facility in Scotland is 81, and once completed this would be the fourth development of its kind in Scotland offering much needed specialised care for older people locally.

McCarthy & Stone is aware of the sensitivities which surround this site so want to ensure that everyone has an opportunity to be consulted on its plans to ensure the site is used to continue to provide specialised care to people who are in need.

We are consulting local elected representatives and immediate neighbours ahead of a public exhibition later in March to discuss and obtain feedback on the draft plans. A drop-in session is arranged at **Prestwick Indoor Bowling Club, Bellevue Road, Prestwick, KA9 1NW on Friday 24 March between 5pm and 7pm**. Short 1:1 meetings are also available during this time.

Representatives from McCarthy & Stone's development team will be available to discuss the plans and drawings, and answer any questions.

There will be a further opportunity to view the plans at a public exhibition planned for later this month. Further details for this will be announced shortly.

I would be grateful if you could confirm your attendance by contacting me to arrange a convenient meeting time on 0131 556 0770 or freephone 0800 088 4322, during office hours, or emailing [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

Kind regards

Moray

## Stakeholder invite to public exhibition

---

Dear xxx,

### **Public Exhibition invite for proposed Assisted Living (extra care) development, Prestwick**

On behalf of our client, McCarthy & Stone, I would like to invite you to a public exhibition regarding the proposed redevelopment of the former Malcolm Sargent House site at 22-24 Links Road, Prestwick.

McCarthy & Stone is proposing to replace Malcom Sargent House with a specialist Assisted Living (extra care) development for people over the age of 70, who require additional care and support. The care will be delivered by YourLife Management, a partnership between McCarthy & Stone and Somerset Care, which is regulated by the Care Inspectorate.

Assisted Living is designed specifically for older homeowners, including the frail elderly, to provide flexible personal and domestic care as and when they need it. Care staff are available on site 24 hours a day and developments feature a wide range of supported living spaces including a serviced restaurant, lounge and guest suite for visitors. The average age of residents for this type of care facility in Scotland is 81, and once completed this would be the fourth development of its kind in Scotland offering much needed specialised care for older people locally.

McCarthy & Stone is aware of the sensitivities which surround this site so want to ensure that everyone has an opportunity to be consulted on its plans to ensure the site is used to continue to provide specialised care to people who are in need.

We are consulting with the public at our public exhibition to discuss and obtain feedback on the draft plans. The exhibition will be at **65 Club, 65 Main Street, Prestwick, KA9 1JN on Thursday 30 March between 2pm and 7pm**. Short 1:1 meetings are also available during this time.

Representatives from McCarthy & Stone's development team will be available to discuss the plans and drawings, and answer any questions.

I would be grateful if you could confirm your attendance by contacting me to arrange a convenient meeting time on 0131 556 0770 or freephone 0800 088 4322, during office hours, or emailing [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

Kind regards

Moray

## Posts to BUYMSH Facebook advertising the stakeholder and public exhibitions



**BUYMSH** 😞 feeling meh.

23 March · 🌐

**Urgent Notice:**

For all those interested in Malcolm Sargent House in Prestwick, McCarthy & Stone will be holding the following 2 consultation dates to answer questions and announce their future plans;

Friday 24th March, 5-7pm, Prestwick Indoor Bowling Club is for stakeholder groups: members of the community council and other local groups, immediate neighbours, who border or look onto the development, and elected representatives.

The Public Exhibition is next Thursday 30th March and everyone is welcome at the 65 Club, 65 Main Street, Prestwick from 2pm to 7pm. Please pop along and air your views and find out what they propose to build. ❤️ <https://>



**65 Club**

65 Main St, Prestwick KA9 1JN

MAPS.GOOGLE.CO.UK



**BUYMSH** shared their post.

30 March · 🌐

All those interested in the future of Malcolm Sargent House - public consultation takes place tonight! Get along if you can and give your views. Here's the details;



**BUYMSH** 😞 feeling meh.

23 March · 🌐

👍 Like Page

**Urgent Notice:**

For all those interested in Malcolm Sargent House in Prestwick, McCarthy & Stone will be holding the following 2 consultation dates to answer questions and announce their future plans;

Friday 24th March, 5-7pm, Prestwick Indoor Bowling Club is for stakeholder groups: members of the community council and other local groups, immediate neighbours, who border or look onto the development, and elected representatives.

The Public Exhibition is next Thursday 30th March and everyone is welcome at the 65 Club, 65 Main Street, Prestwick from 2pm to 7pm. Please pop along and air your views and find out what they propose to build. ❤️ <https://>



**65 Club**

65 Main St, Prestwick KA9 1JN

MAPS.GOOGLE.CO.UK

## 14 Prestwick North Community Council Representation

REPRESENTATION OF BEHALF OF PRESTWICK NORTH COMMUNITY COUNCIL (PNCC) RE:

17/00158/PRE-APPLICATION NOTICE ( PAN) :PROPOSED ASSISTED LIVING DEVELOPMENT BY MCCARTHY & STONE ( Mc&S) ON SITE OF FORMER MALCOLM SARGENT HOUSE ( MSH), 22-24 LINKS ROAD, PRESTWICK.

### 1.Preamble.

The PNCC is grateful for the opportunity to be able to submit formal comments on these draft proposals as discussed at our meeting with Mc&S on 28 March and as displayed at a public exhibition on 30 March.

### 2.Development.

PNCC supports the general principal of Assisted Living as an alternative use for this site. We would prefer that it is provided within the existing buildings, however we are prepared to accept that this is a specialist operation requiring a bespoke building, and sadly the site will need to be redeveloped including demolition of the existing buildings.

This being the case, as a matter of principle,we would like the existing buildings represented architecturally, and artifacts included, in any new development .

### 3.Planning Framework.

We understand that South Ayrshire Council ( SAC ) will not be preparing a site development brief, but will refer the developer to the Local Development Plan ( LDP ) and supplementary planning guidance ( SPG) to control and guide the development of the site .

The site is allocated as 'residential ' in the LDP, and forms a finger of land protruding into the Green Belt on its north and east sides , and Open Space on the west boundary. The Prestwick Golf Course, being the 'Birthplace of Open Golf', is within the Green Belt on the north and east boundaries.

### 4 Response to planning framework.

This site is a prominent,sensitive and unique development opportunity, and as such PNCC considers it as the "Jewel in The Crown" , and that it should only be developed with an iconic, landmark built form.

### 5.The proposal

We understand the developer has not prepared a site assessment of constraints and opportunities, yet detailed drawings have been prepared.

We understand the developer has held informal discussions with SAC planners and has chosen to take a contemporary design solution, as this appears to be favoured by one of the planners.

At the community involvement stage,we were disappointed to note that a traditional architectural design was not exhibited as an option for discussion.A contemporary design was displayed and



appeared to be a fait accompli, rather than options to be discussed.

The proposal is a 'standard product' with brick and render external materials and balconies over three and four levels, with a flat roof, consisting of 65 flats and support facilities, plus 52% car parking, and limited open areas.

#### 6. Observations and objections to the proposal.

6.1 As the site protrudes into the Green Belt, and is adjacent to the Birthplace of Open Golf, any proposed development should therefore not offend this unique setting, but be a bespoke, iconic design solution appropriate for such a setting. The current proposals are unacceptably bland and inappropriate to the setting and character of this location.

6.2 It is fundamentally contrary to the LDP Residential policy for windfall sites (LDP, page 33) in that:

- The access along a private driveway does not meet ARA Highway design standards as it is too narrow.
- A scheme of 65 flats will generate more traffic on Links Road, which is already over capacity following recent flat developments there.
- The visibility splay requirements onto Links Road cannot be met as there is a wall to the right hand side, and third party land over which the applicant doesn't have control, to the left hand side.
- There are inadequate on-site parking arrangements of only 52% (34 spaces) for a 65 unit development.
- The site will be overdeveloped. The proposed building footprint is approx 50% larger than the existing building. The proposed footprint is too large, occupying some 27% of the site. The density is therefore too high.
- The proposal is some 7-8 metres in front of the building line of the existing building, and in part, 4-5 metres in front of the building line of the adjacent townhouses, making it more prominent to the Open Space to the north. To the south, the proposal extends beyond the existing building footprint by some 15-20 metres, which we feel is inappropriate adjacent to the Green Belt.
- The layout and form is "standard product", and the external materials are out of character with the location, and indeed brick is unsuitable for the microclimate at this location. (Reference damage to adjacent building's brickwork by storm damage).
- The proposal is out of character in that the standard brick exterior does not reflect the area's vernacular of slate pitched roofs and external materials of render and dressed stone.
- The scale, mainly four storey is out of character with the area. Three storey mainly, possibly with an iconic 5 storey tower might be an alternative.
- The amenity of adjacent town houses will be detrimentally affected by the scale and proximity of the proposal.

- The proposal does not appear to have adequate on site public open space , although we note there is a roof terrace, however this could be detrimental to the privacy of the adjacent town houses.

In conclusion, we make no apology for the wholesale criticism of Mc&S 's proposals. We are grateful to be afforded the opportunity to comment. However, we genuinely believe this site is a unique development opportunity for them, for Prestwick and for South Ayrshire. As such it deserves more respect and a better solution than submitted. It deserves an iconic design. We hope our comments portray the strong community feelings about the history of this site, and look forward to seeing a proposal which does justice to it.

PNCC / MT / April 2017

## 15 Exhibition panels used at the Public Exhibition

### The proposal



We are proposing to develop a specialised Assisted Living development in Prestwick for people over the age of 70 who require additional care and support. It will be the first of its kind in Ayrshire, and the fourth in Scotland.

Assisted Living provides flexible personal care and domestic support available 24 hours a day.

The development will include 65 apartments for homeownership with access to a range of shared living spaces and facilities including:

- table serviced restaurant offering freshly prepared meals 365 days a year
- homeowner's lounge and function room
- attractive landscaped gardens
- wheelchair access throughout
- secure video entry access and 24 hour emergency call system
- guest suite for visiting family or friends
- buggy store
- 34 car parking spaces, including disabled parking
- staff room / office
- internal laundry
- roof terrace



View from the Esplanade

Freephone information line:

0800 088 4322

Email:

[mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

[@mccarhystone](https://twitter.com/mccarhystone)

[mccarhystone](https://www.facebook.com/mccarhystone)

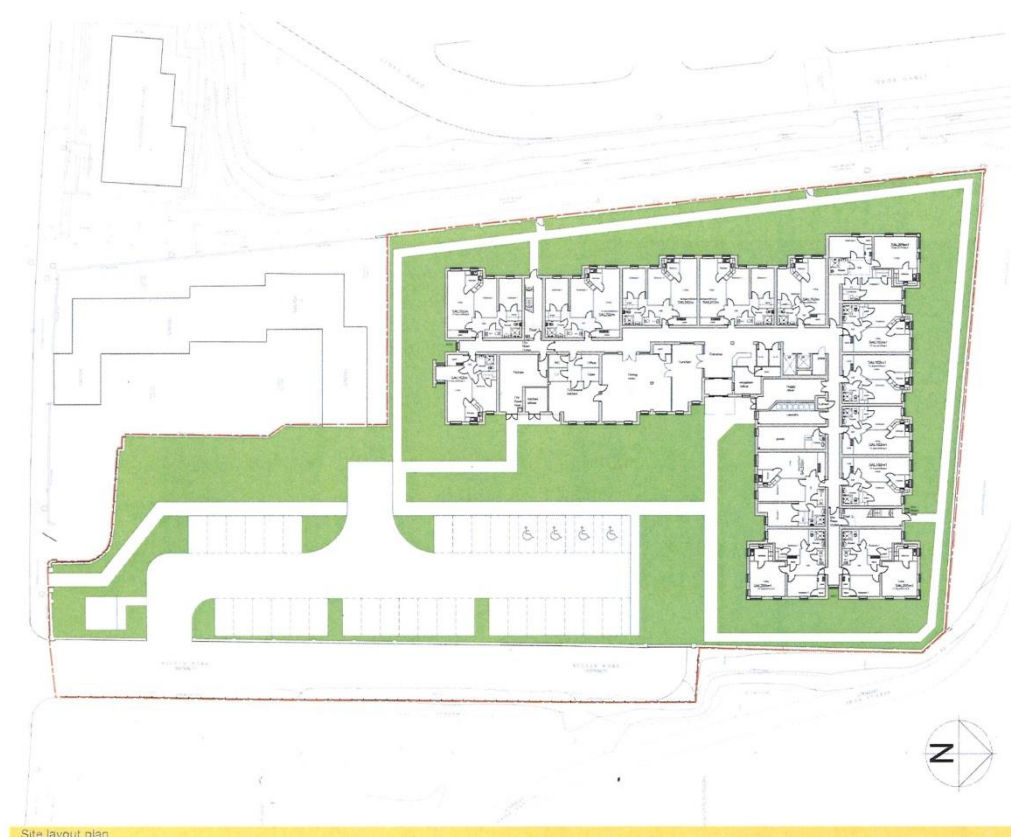
[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

## The site

Following the decision to close the facility, CLIC Sargent approached McCarthy & Stone to redevelop the site at 22-24 Links Road in Prestwick, known as the former Malcolm Sargent House, to continue providing much-needed care, following the closure of its holiday home.

The approx 0.6 ha site is located to the north of Links Road, just to the west of Prestwick town centre. The site is bounded by Prestwick Golf Club to the north and east, Links Road to the south and 3 storey town houses to the south. Further west, beyond Links Road, a large car park is present and further west is the Firth of Clyde coastline. The surrounding area is predominantly residential with commercial facilities located along the seafront.



It is within walk distance to the train station and the town centre with a wide range of shops and services.



Site layout plan

Freephone information line:  
0800 088 4322

Email:  
mccarthyandstone@pagodapr.com

 @mccarhystone  
 mccarhystone

[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

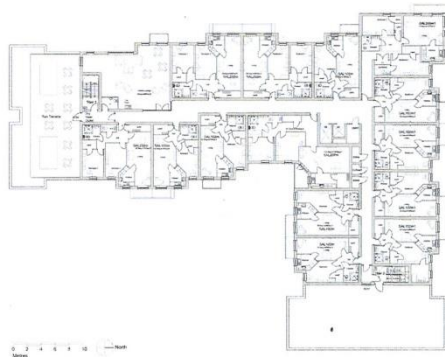
# Benefits of the proposal

The proposal will provide a wide range of community benefits including:

- continues to provide much-needed care at this site
- introduces new accommodation for older people
- provides personal care packages and domestic support
- helps older people to downsize, releasing family homes for sale locally
- lower traffic levels compared to other site uses
- high-quality, contemporary design to complement local area
- supports the local economy, sustaining shops and services
- is considered to be a good neighbour
- will be an active part of community life
- allows CLIC Sargent to provide its essential charitable services in Scotland




Proposed ground floor plan



Proposed third floor plan

Freephone information line:  
0800 088 4322

Email:  
mccarthyandstone@pagodapr.com

 @mccarthystone  
 mccarthystone

[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

# Our approach to design

Our review of possible design options and initial discussions with the planning department have influenced the plans on show today.

The design concept is to provide a prestigious, contemporary building while meeting the specific needs of our customers and reflecting the urban seafront location of the site.

## The design:

- Complements the surrounding area by using a mixture of building materials including rendered walls and buff brick projections
- Reflects the heights of buildings, which vary from 3 to 4-storeys along the seafront. The building rises from 3-storeys at its southern gable to a 4-storey corner block (with raised parapet) at its NW corner before stepping down again along its eastern elevation to 3-storeys.
- Includes balconies for all apartments to take advantage of the beautiful views across the coastline and/or the golf course
- Some of the balconies have been gathered within projecting frames, providing a dynamic movement to the façades.
- Features a flat roof to help reduce the overall building mass whilst providing a contemporary aesthetic to this area of Prestwick
- Respects the existing apartments immediately adjacent to the site
- Respects the original building boundaries and is set back from the embankment facing the coastline
- Includes high-quality landscaped gardens



Freephone information line:

0800 088 4322

Email:

[mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

 @mccarthystone

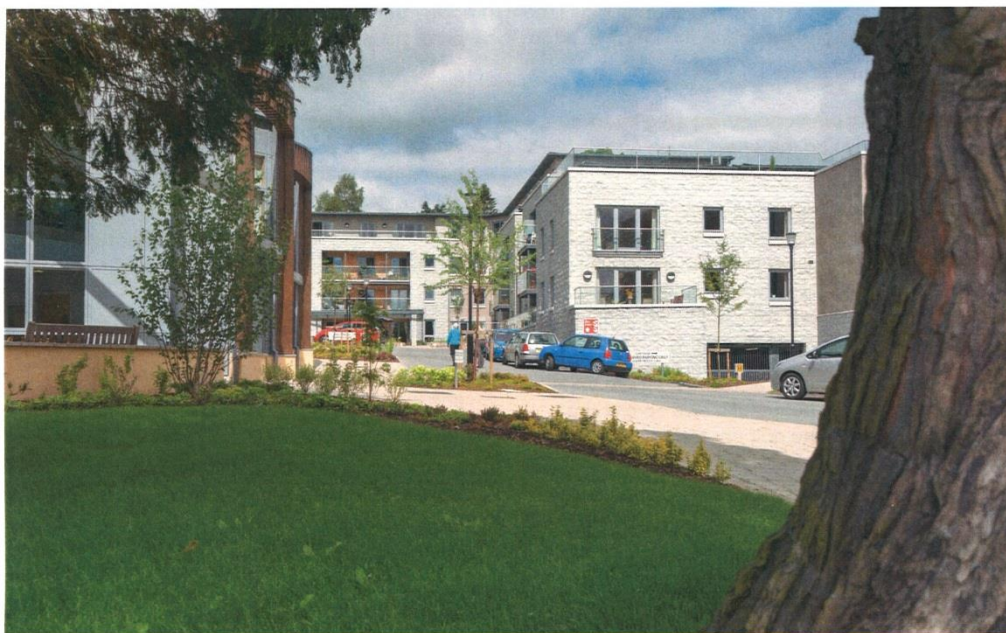
 mccarthystone

[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

## Similar developments, proposed and existing



McCarthy & Stone has a strong track record of providing high quality housing tailored to older people. We have three existing Assisted Living developments in Scotland including:



Aberdeen (Cults)





Glasgow (Giffnock)



Edinburgh (Barrton)

Freephone information line:  
0800 088 4322

Email:  
mccarthyandstone@pagodapr.com

 @mccarthystone  
 mccarthystone

[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)



View from the Esplanade

Freephone information line:  
0800 088 4322

Web:  
[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

Email:  
[mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

[@mccarthyandstone](https://twitter.com/mccarthyandstone)  
[mccarthyandstone](https://www.facebook.com/mccarthyandstone)



Burying a time capsule with pupils from Giffnock Primary in the garden of our local Assisted Living development



Sponsoring the local rugby team in North Berwick helping them to continue developing the club and grow community sports opportunities



Proactively calling for local causes to support, where every small donation can help make a difference

Freephone information line:  
0800 088 4322

Email:  
[mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

[@mccarthyandstone](https://twitter.com/mccarthyandstone)  
[mccarthyandstone](https://www.facebook.com/mccarthyandstone)

[www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)



## 16 Feedback form available at Public Exhibition, stakeholder event & online

### Proposal for retirement development Prestwick Feedback Form



Thank you for taking the time to visit our exhibition.

We are keen to hear your views on how we can prepare the best possible plans before we submit a planning application to South Ayrshire Council.

Please complete this form by the closing date of **14 April 2017**. You can either place it in the ballot box or take it away with you and return in a freepost envelope (provided).

Comments and questions can also be directed to our freephone information line on **0800 088 4322** or email us at [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

Please include an email address so we can keep you informed about our proposals and respond to any questions. If you do not wish to be kept informed please tick the relevant box.

Please complete using BLOCK CAPITALS

Name:

Address:

Postcode:

Email:

Telephone:

If you are completing this form on behalf of you and a partner or spouse please tick this box

If you would prefer not to be kept informed of progress on this proposal please tick this box

Continued over page

**Please note:** Closing date for return of this form is 14 April 2017. Comments and feedback provided on this proposal are not formal representations on the planning application. These can be made to South Ayrshire Council after the planning application has been submitted.

Your personal information will be held and processed strictly in accordance with the provisions of the Data Protection Act 1998. It will not be passed to third parties outside the planning team for marketing purposes.

1. What is your overall impression of the proposal? (tick only one)

Very supportive  Supportive  Neutral  Not supportive

2. Which of the following elements of the proposal appeal to you? (tick all that apply)

Creation of specialist accommodation for older people locally

Support for local economy

Quality design and architecture

Has lower traffic levels compared to other site uses

Development continues to provide much-needed care

Creation of jobs

Other (please give details)

3. Are there any elements of the proposal that do NOT appeal to you?

Yes  No  Not sure

If answered yes, please give details:

4. Do you think more specialist accommodation, including care, is needed for older people?

Yes  No  Not sure

5. Do you think the proposal is a good use for this site?

Yes  No  Not sure

6. How informative have you found this consultation?

Very informative  Informative  Not informative  Don't know

7. Please provide details of any additional comments you would like to make below:

# 17 Advert publicising exhibition

Public Exhibition



**Improving housing choices for older people in Prestwick**



McCarthy & Stone is proposing to redevelop the former Malcolm Sargent House site at 22-24 Links Road, Prestwick into a specialised Assisted Living (extra care) development for people over 70, who require additional care and support.

It will include 65 high-quality one and two bedroom apartments set within attractive landscaped gardens, designed to complement the characteristics and mix of the surrounding architecture.

Assisted Living is designed specifically for older homeowners, including the frail elderly, to provide flexible personal and domestic care as and when they need it. Care staff are available 24 hours a day and developments feature a wide range of supported living spaces including a serviced restaurant, lounge and guest suite for visitors.

The average age of residents in Scotland is 81, and if successful this would be the fourth development of its kind in Scotland offering highly needed specialised care for older people locally.

Before planning application is submitted local people are invited to a public exhibition to meet the team, view the proposals and provide feedback at:

**65 Club, 65 Main St, Prestwick KA9 1JN**

**On 30 March 2017 from 2pm to 7pm**

Members of the development team will be available to answer any questions.

**Getting in touch**

For more information about the consultation freephone 0800 088 4322 or email [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

@McCarthyStone

Please note comments on the proposal are not formal representations. These can be made to South Ayrshire Council once the planning application has been submitted.

Tuesday March 21, 2017

AVR ADVERTISER, TROON TIMES and CARROCK HERALD 11

News

**NEWS IN BRIEF**

**Cannabis claim**

A MAN has been reported and charged for allegedly being found in possession of cannabis plants worth up to £2000.

Police Officers attended a property on Ardrossan Crescent in Prestwick in light of a search on March 15 with a Sheriff search warrant.

Over the Police Officers had searched the property of the 38 year old, the Ayr Advertiser Service understands that the cannabis plants were found.

**Drink drive rap**

A MAN has been arrested for allegedly driving a motor vehicle while over the influence of alcohol.

It is reported that in the late hours of Saturday March 18, a 40 year old man was seen driving a large motorway vehicle in Management Street in Troon, under the influence of alcohol.

The Ayr Advertiser Service understands that when he was breathalysed, the man was over the limit. He is due to appear in court Monday March 20.

**Store proves a glass act**

By Fiona Smith  
[fsmith@scotfairs.co.uk](mailto:fsmith@scotfairs.co.uk)

A PRESTWICK gift store has been named one of the best gift retailers in the UK and has been awarded a Gold in the Green Gift Retailer Awards this year.

The 65 Club Gift & Home Store in Prestwick will be among the winners in every corner in London on Thursday, May 4 and are joined this year by 1000 other retailers.

Gift shop owner Heather Macleod said: "We're really excited to be a finalist because you normally expect this to happen to a shop in the cities like Glasgow and Edinburgh, but I don't expect them to pick us from a small town like Prestwick as we haven't been open for a long time so it is an accolade to be regarded as a finalist."

The Green Gift Retailer Awards are now in their 10th year and are awarded by Prestwick Gift & Home magazine in cooperation with the UK's best gift retailers across the retail spectrum.

Sue Marks, Editor of Prestwick Gift & Home, said: "These dedicated awards for gift retailers have been successfully in existence over the years and are now consistently well-

known for being true accolades of excellence."

"There was a huge entry this year, with more retailers than ever, and it was a real pleasure to see so many of our local retailers nominated by a panel of experts."

The winners of this year's prestigious gift retailing awards - The Green 2017 will be revealed at an awards lunch at the Grosvenor House in London.

All retail finalists were invited as a result of an industry-wide poll of gift supporters, supplemented by direct mail and validation by a panel of experts.

McCarthy & Stone is proposing to redevelop the former Malcolm Sargent House site at 22-24 Links Road, Prestwick into a specialised Assisted Living (extra care) development for people over 70, who require additional care and support.

It will include 65 high-quality one and two bedroom apartments set within attractive landscaped gardens, designed to complement the characteristics and mix of the surrounding architecture.

Assisted Living is designed specifically for older homeowners, including the frail elderly, to provide flexible personal and domestic care as and when they need it. Care staff are available 24 hours a day and developments feature a wide range of supported living spaces including a serviced restaurant, lounge and guest suite for visitors.

Members of the development team will be available to answer any questions.

65 Club, 65 Main St, Prestwick KA9 1JN

On 30 March 2017 from 2pm to 7pm

Members of the development team will be available to answer any questions.

Getting in touch

For more information about the consultation freephone 0800 088 4322 or email [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com)

@McCarthyStone

Please note comments on the proposal are not formal representations. These can be made to South Ayrshire Council once the planning application has been submitted.

## 18 Press release publicising exhibition

### Local community invited to view plans for Assisted Living development

Local residents and community groups are invited to give feedback on plans for a new high-quality Assisted Living (extra care) development for older people in Prestwick.

The development is planned on the site of the former Malcolm Sargent House at 22-24 Links Road. Leading retirement builder, McCarthy & Stone, has been selected by CLIC Sargent to redevelop the site and continue the area's investment in providing valuable care, after the charity closed the holiday home last year.

The proposed development will be the fourth Assisted Living development in Scotland, and a first for Ayrshire. It will include 65 high-quality one and two bedroom apartments set within attractive landscaped gardens, designed to complement the characteristics and mix of the surrounding architecture.

Assisted Living is designed specifically for older homeowners, including the frail elderly, to provide flexible personal and domestic care as and when they need it. Care staff are available 24 hours a day and developments feature a wide range of supported living spaces including a serviced restaurant, lounge and guest suite for visitors.

Artist impressions and architectural drawings will be available to view at a public exhibition being held at Club 65, 65 Main Street, Prestwick KA9 1JN on Thursday 30 March, 2017, between 2pm and 7pm. Representatives from the development team will be available to discuss the plans and answer questions.

Russ Stewart, development director at McCarthy & Stone in Scotland said: "We are pleased to be put forward plans for an Assisted Living development in Prestwick which will continue much-needed care for local people at this site. We understand the importance of Malcolm Sargent House to the local community and we hope to bring forward plans that are sympathetic to this.

"Our Assisted Living developments are proven to benefit communities and helps to relieve pressure on local health services. Homeowners support local shops and services and we employ a number of companies during the construction process, as well as permanent staff within the development once it is open, further boosting the local economy."

"We are committed to consulting with communities and value the feedback we receive greatly so encourage people to attend the exhibition."

If you are unable to attend the public exhibition, or would like further information, McCarthy & Stone has provided a dedicated freephone information line (**0800 088 4322**) or visit [www.mccarthyandstoneconsultation.co.uk/prestwick](http://www.mccarthyandstoneconsultation.co.uk/prestwick)

To find out more about Retirement Living with McCarthy & Stone, visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk) or call 0800 919 132.

**ENDS**



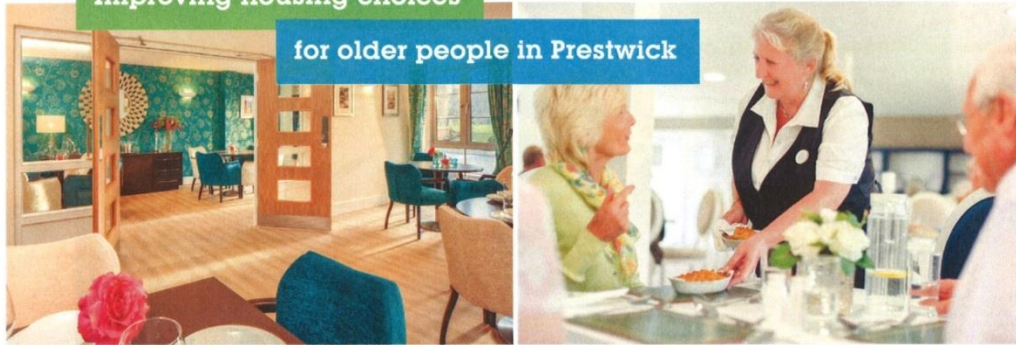
## 20 Newsletter and comment card

### Invitation to our public exhibition



#### Improving housing choices

#### for older people in Prestwick



### The proposal

McCarthy & Stone is proposing to redevelop the former Malcolm Sargent House site at 22-24 Links Road, Prestwick into a specialised Assisted Living (extra care) development for people over 70, who require additional care and support.

CLIC Sargent made the difficult decision to close Malcolm Sargent House in June 2016, following a public consultation. While it fully recognised the excellent service provided, the facility was only used by around 5% of the families it supported. Against increasing operational costs, the charity took the decision to close the house and prioritised investment in its Scottish services including social workers, specialist nurses and its Home from Home facilities based in Glasgow and Edinburgh, which charity users indicated was a more valuable resource for them.

CLIC Sargent approached McCarthy & Stone to redevelop the site, creating a specialised care facility for the elderly which would address an identified local need within Prestwick.

Assisted Living is designed specifically for older homeowners, including the frail elderly, who wish to remain independent in their own homes. It provides flexible personal and domestic care as and when they need it, with care staff available 24 hours a day and a wide range of supported living spaces including a table service restaurant, shared lounge and guest suite for visitors.

### Benefits of the proposal

- continues to provide much-needed care at this site
- introduces new accommodation for older people
- provides personal care packages, as well as domestic assistance
- helps older people to downsize, releasing family homes for sale locally
- low levels of traffic generation compared to other site uses
- high-quality, contemporary design to complement local area
- supports the local economy, sustaining shops and services
- is considered to be a good neighbour and an active part of the local community
- provides CLIC Sargent the ability to continue its charitable care in Scotland

### Invitation

McCarthy & Stone is aware of the sensitivities which surround this site. As part of our commitment to community consultation, we would like to invite you to a public exhibition to view the proposals and provide us with feedback before we submit a planning application to South Ayrshire Council.

Please join us at: **65 Club, 65 Main St, Prestwick KA9 1JN**

On: **30 March 2017 Between: 2pm and 7pm**

Members of the development team will be available to answer questions.

**Please note:** Comments and feedback on these proposals are not formal representations on the planning application. These can be made to South Ayrshire Council after the application has been submitted.



### What is Assisted Living?

**Assisted Living offers an affordable alternative to residential care or nursing homes for people over the age of 70 who need additional care and support. The average age of a resident in Scotland is 81**

It is delivered by YourLife Management, our care and management company set up in partnership with Somerset Care, which is regulated by the Care Inspectorate.

Older homeowners can access tailored packages of personal and domestic care according to their individual needs. It supports them to live independent, healthy and active lives, in their own home with assistance available 24 hours a day. In addition to tailored care provision, it can include:

- help with mobility problems
- medication monitoring
- assistance with rehabilitation and exercise programmes
- help with dressing/undressing, washing, bathing and grooming
- domestic assistance (cooking, cleaning, laundry, shopping etc.)

We currently have three developments in Scotland in Glasgow, Edinburgh and Aberdeen but there is increasing demand for this type of accommodation from older homeowners.

### Who we are

We are regarded as the leading provider of private retirement housing, providing over 4,500 homes in Scotland for owner-occupiers. We pride ourselves on individually designing each of our developments to meet the needs of homeowners and reflect the character of the surrounding area.

We are committed to ensuring older people can continue to enjoy their independence, with the knowledge that help and support are never far away.

We are the only housebuilder to have gained the top rating in the Home Builders Federation's Customer Satisfaction Survey every year since it was introduced in 2005.

### Getting in touch

If you would like further information about the proposed development, please freephone **0800 088 4322**, email [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com) or visit <http://mccarthyandstoneconsultation.co.uk/prestwick>

For more information about McCarthy & Stone, visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk) or follow us on Twitter or Facebook at **@McCarthyStone**

McCarthy & Stone Retirement Lifestyles Ltd, Unit 11000, Academy Park, Gower Street, Glasgow, G51 1PR

Business Reply Plus  
Licence Number  
RSJX-USSE-RYAL



McCarthy & Stone  
Prestwick Community Consultation  
c/o Pagoda Porter Novelli  
4 Eyre Place  
Edinburgh  
EH3 5EP

### We value your views\*

Title (Miss/Mrs/Ms/Mr/Other)	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Postcode	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

Do you support these proposals?    YES     NO     UNSURE

Would you like to be kept informed about the proposal?    YES     NO

\*PLEASE COMPLETE IN BLOCK CAPITALS

### Any additional comments

We welcome feedback from the local community. Your views are important and must be taken into consideration together with environmental, conservation and economic factors, when redeveloping sites.

The closing date for receiving comments is **13 April 2017**.

#### Data Protection

Your details will not be released to third parties or companies outside the planning team for marketing purposes. You may attach this form to the front of a small (DL) envelope, with the freepost details showing, if you wish to write more, or keep your details from being on show.

Please note: Comments are not formal representations on the planning application. These can be made to South Ayrshire Council after the application has been submitted.



## 21 - Website screen grabs

The screenshot shows the top section of the McCarthy & Stone website. At the top right, there is a search bar with the text "Search ..." and a magnifying glass icon. Below this, the website's logo "McCarthy & Stone" is displayed with a butterfly icon, followed by the tagline "The UK's leading retirement housebuilder". To the right of the logo, the website URL "www.mccarthyandstone.co.uk" is shown, along with links for "News" and "Contact us". A large green button with the text "Call 0800 088 4322" and a speech bubble icon is also present. Below the header, a green navigation bar contains the following menu items: "Home", "Proposals", "Sustainability", "Landscaping", "Benefits", and "Timeline". A secondary green bar below the navigation bar displays the word "Prestwick". On the left side, there is a vertical menu with three items: "About McCarthy & Stone", "Proposals", and "Assisted Living". To the right of this menu is a large photograph of an elderly man and a young boy smiling together, with the boy holding a model airplane.

### Welcome

Welcome to our website which aims to provide you with information on McCarthy & Stone's proposals to develop the former Malcolm Sargent House site at 22-24 Links Road, Prestwick into a specialised Assisted Living (extra care) development for people over 70.

#### Background

McCarthy & Stone's proposals include 65 high-quality one and two bedroom apartments set within attractive landscaped gardens, designed to complement the characteristics and mix of the surrounding architecture. The development will be fourth Assisted Living development in Scotland, and a first for Ayrshire. Similar developments are situated at Glasgow, Aberdeen and Edinburgh and is run in partnership with Somerset Care.

Assisted Living is designed specifically for older homeowners, including the frail elderly, who wish to remain independent in their own homes. It provides flexible personal and domestic care as and when they need it, with care staff available 24 hours a day and a wide range of supported living spaces including a table service restaurant, communal lounge and guest suite for visitors.

[Click here](#) to get the latest updates on our proposals and have your say about the proposals.

CLIC Sargent also made a statement on the closure of Malcolm Sargent House, [click here](#) to view it.

### Community Consultation

Thank you to all those who have attended our consultation events and provided us with valuable feedback. If you haven't managed to see the proposed plans head over to the proposal page and give us your feedback by [clicking here](#).

### Contact us

If you have any other questions or comments you can get in touch via the contact us page, via the project's freephone information line on **0800 088 4322**.

### Life at McCarthy & Stone



### Generations of pride



### Latest News

20/03/2017

*Local community invited to view plans for Assisted Living development*

15/02/2017

*McCarthy & Stone to continue care at Malcolm Sargent House*

### Register for updates

## Proposals

### Draft proposals

McCarthy & Stone is proposing to redevelop the former Malcolm Sargent House site at 22-24 Links Road, Prestwick into a specialised Assisted Living (extra care) development for people over 70. This type of development will ensure that the site is used to continue providing much-needed care for people locally.

Assisted Living is designed specifically for older homeowners, including the frail elderly, who wish to remain independent in their own homes. It provides flexible personal and domestic care as and when they need it, with care staff available 24 hours a day and a wide range of supported living spaces including a table service restaurant, communal lounge and guest suite for visitors. Find out more here.



It will include 65 high-quality one and two bedroom apartments set within attractive landscaped gardens, designed to complement the characteristics and mix of the surrounding architecture.

If given planning permission, it could create up to 80 construction jobs and up to 17 jobs within the development across a range of care and domestic positions. Assisted Living has also been proven to relieve pressure on local health services, reducing visits and time spent in hospital and delaying or preventing a move into full-time nursing care.



View from the North West

To view the proposals in detail please click on the links below. Please note these are draft proposals and are subject to change.

To view the proposals in detail please click on the links below. Please note these are draft proposals and are subject to change.

- [Site Plan](#)
- [Proposed development images](#)
- [Ground floor plan](#)
- [First floor plan](#)
- [Second floor plan](#)
- [Third floor plan](#)

### Contact us

If you have any other questions or comments you can get in touch via the [contact us page](#) or via the project's freephone information line on **0800 088 4322**, or email [mccarthyandstone@pagodapr.com](mailto:mccarthyandstone@pagodapr.com).

### Register for updates

### Latest News

20/03/2017

*Local community invited to view plans for Assisted Living development*

15/02/2017

*McCarthy & Stone to continue care at Malcolm Sargent House*

## 12 Feedback form and comment responses from exhibition

Postcode	Overall Impression of the proposal?	Elements that appeal						(please give details)	Elements that do not appeal?		Retirement homes needed?	Good use of site?	How informative was consultation?	Any Further Comments
		accommodation for older people	Support for local economy	Quality design and architecture	lower traffic levels	provide much needed care	Creation of jobs		If yes, what?					
KA9 1QU	Supportive	Y	Y			Y	Y		Don't like the fact that the design doesn't feature traditional stone and or brick that would fit better into the conservation area	Y	Y	Informative		
KA9 1HZ	Supportive	Y	Y	Y		Y			A proportion (however modest) of flats provided for less well off residents as 'social housing'	Y	Y	Informative		
KF7 4BH	Supportive	Y		Y	Y				The elevation treatment shows no regard to the materials or style of the area (not withstanding the immediate neighbours) and could be anywhere. Please rethink. Also modification required to take building out of golf ball reach.	Y	Y	informative		
KF7 4BH	Supportive	Y		Y	Y				The elevation treatment shows no regard to the materials or style of the area (not withstanding the immediate neighbours) and could be anywhere. Please rethink. Also modification required to take building out of golf ball reach.	Y	Y	informative		
KA7 2QG	Not supportive							none of the above	unsightly, modern, flat roofed building would look out of place next to a very historic golf course	N	N	informative	it would be sacrilege to pull down an old Victorian villa and the arts and crafts building next to it.	
KA9 2HY	neutral			Y				do not approve of flat roofs		Y	Y	informative		
KA9 1PU	neutral							only comment - flat roof, prefer sloping		Y	Y	informative		
KA9 1JW	neutral	Y	Y				Y			Y	N S	informative	a wee mini bus would prove great asset to the older generation	
KA9 1QH	neutral		Y				Y		current 'l' shaped design give the golf club concerns from a health and safety point of view with potential for golf balls to strike the corner of the building/ 't' shape would work better	NS	N S	informative	rectangular shape of building looks out of keeping with most of the sandstone buildings in the links road vicinity	
KA9 1RH	neutral						Y		the loss of yet another iconic building within Prestwick	N	N	informative	agree with the ethos of the development but wish it could happen without the destruction of a treasured building	

KA9 2DT	neutral	Y							the modern flat roof design is somewhat boxy and utilitarian. Would personally prefer a more traditional design with traditional roof and if possible reflecting some of the architectural features of the original two dwelling houses incorporated in the existing building	Y	N S	informative	
KA9 2BH	supportive	Y			Y	Y			site is quite exposed to the elements	Y	Y	informative	
KA9 2BH	Very Supportive	Y	Y			Y	Y			Y	Y	very informative	
KA9 1QL	Supportive	Y	Y		Y	Y	Y		prefer maintenance of 'character' buildings	Y	Y	very informative	
KA9 2BP	Supportive	Y	Y	Y		Y	Y		flat roofs	Y	Y	very informative	
KA9 2BP	Supportive	Y	Y	Y		Y	Y		flat roofs	Y	Y	very informative	
KA9 1BJ	Very supportive	Y		Y		Y	Y	better use of site		Y	Y	very informative	reservations about flat roof design but otherwise good luck and compliments on the project
KA9 1QL	Supportive	Y	Y		Y	Y	Y	would like a pitched roof and architecture to 'marry' more favourably with other buildings in the area		Y	Y	very informative	
KA9 1QL	Supportive	Y	Y		Y	Y	Y	would like a pitched roof and architecture to 'marry' more favourably with other buildings in the area		Y	Y	very informative	
KA9 2DY	Supportive	Y	Y	Y	Y	Y	Y		the design could be more in keeping with designs of buildings in links road	Y	Y	very informative	was interesting to have the opportunity to come and view the proposals
KA9 2AY	Very supportive	Y	Y	Y	Y	Y	Y			Y	Y	very informative	
KA9 2AY	Very supportive	Y	Y	Y	Y	Y	Y			Y	Y	very informative	
KA8 00U	Supportive	Y				Y	Y		flat roofs of design	Y	Y	very informative	
KA9 1BJ	Very supportive	Y	Y	Y		Y	Y			Y	Y	very informative	
KA9 1QU	Supportive	Y							scale, massing and contemporary design. Overdevelopment of site. Lack of respect for Prestwick vernacular	Y	N	informative	assessment of site opportunity not available to inform design. Alternative design options should be made available.
KA9 1QU	Supportive	Y							scale, massing and contemporary design. Overdevelopment of site. Lack of respect for Prestwick vernacular	Y	N	informative	assessment of site opportunity not available to inform design. Alternative design options should be made available.
KA9 1HY	Supportive	Y			Y				too close to the sea - stormy. Difficult for elderly people when very windy, less of them use cars so more on foot.	Y	N S	informative	

### 13 - COMMENT CARDS

Town	Postcode	Do you support these proposals?	Would you like to be kept informed?	Any Additional Comments
Prestwick	KA9 2JW	yes	yes	
Prestwick	KA9 1QL	Yes		
Prestwick	KA9 1PB	Yes	Yes	I wish I could be considered for one of these properties. 3 years to wait - why not 55+over
Prestwick	KA9 1AW	Yes		
Prestwick	KA9 1BJ	Yes		Please do not send adverts
Prestwick	KA9 1PL	Yes	Yes	This would be an excellent use of the buildings or for new mccarthy & Stone building similar to the one at the other end of the esplanade
Prestwick	KA9 1QU	Yes	Yes	
Prestwick	KA9 1PL	Yes		
Prestwick	KA9 1PL	Unsure	Yes	
Prestwick	KA9 1RH	Unsure	Yes	While I agree with the project ethos I would prefer if it could be carried out without decimation of the characteristics and wealth of Prestwick seafront
Prestwick	KA9 1PN	Unsure	yes	
Prestwick	KA9 1FQ	Unsure	Yes	The increase of traffic on an already busy road!

**WEBSITE FEEDBACK FORMS**

Postcode	Overall Impression of the proposal?	Elements that appeal							(please give details)	Elements that do not appeal? If yes, what?	Retirement homes needed?	Good use of site?	How informative was consultation?	Any Further Comments
		accommodation for older people	Support for local economy	Quality design and architecture	Has lower traffic levels	provide much needed care	Creation of jobs	Other						
KA9 1QU	Not supportive	y							Poor design	Y	N	Very informative	Support representation by Prestwick north community council	
KA9 2JJ	Not supportive	Y				Y			The building architecture is extremely banal and a blight to the local landscape. The design should be in keeping with Prestwick's history and reflect the building aesthetic of the local community and surrounding landmarks. In particular, the beachfront promenade and world-wide historic golf course. Take a look at the architecture of the homes, hotels and B&B's along Prestwick Promenade and design your building to be reflective of and consistent with this style.		N	Informative	Old Prestwick golf course has an amazing history. As the location of the first ever 12 British Open Golf Championship's, it is a global landmark that attracts a very large number of international (and national) golfers to its course consistently year after year, yet has been very poorly promoted. Prestwick, it's beach and surrounding areas is an attraction for many non-golfing visitors. Yet systematically the local hotel businesses have slowly disappeared, mainly due to these generally family run businesses retiring out of the industry. A hotel with rooms that give the option of ocean or golf course facing views would be a welcome and prosperous entity but the architectural design should be at the forefront.	
KA9 1AH	Not supportive				Y		Y	I think this design is completely unsuited to the coastal area and the traditional builds along the sea front. Not only that, it looks extremely large and clumsy next to the existing buildings, and will not only	The unappealing modular 'lego' shape, height of structure, flat roof and the stonework are completely out of character and are not visually attractive. Existing buildings could easily be adapted.	N	N	Informative	I do not believe this is a good site for elderly accommodation. The stormy and exposed conditions make it unrealistic for them to enjoy the outdoors for most of the year. There have been plenty of other sites bulldozed by our local council which would have been far more appropriate and protected from the	

									impose over them, but the world famous golf course behind. A modern design like this is just not suited to Prestwick Beach and I am horrified it is even being considered. The town is at last recognising the appeal of a conservation area, and enough monstrosities have been built down Links Road so i strongly object to such an ugly design.					elements.
KA9 1JN	Not supportive	Y	Y				Y			The design is totally out of place with the landscape. A huge flat roof right on the sea front of the Firth of Forth? In my view absolute madness and won't last one rainy, gale battered winter. Then come spring you'll have a seagull colony nesting on the roof. Please think again and spend some of your profits building a decent design that will fit in with Prestwick seafront and last the test of time. Take a cue from the handsome old buildings you're about to demolish and give the town something to love and cherish. That's how you will win support for your project.	Y	NS	Informative	In general, I believe that more elderly accommodation is a good thing. The development may be more welcome with a better design. People are already quite hostile because the Malcolm Sargent house was a well loved part of the town and many feel that McCarthy and Stone are going to profit at the expense of the families who holidayed here. If you want to get my support you need to at least propose a decent building.
KA9 1DB	Supportive	Y	Y							The design of the building is not in keeping with the local area. Also I would not have thought a flat roof would be a good idea given the Scottish weather and also due to the location, seagulls would be likely to nest on it and they are incredibly aggressive when they have young so might divebomb the home owners or visitors.	Y	Y	Informative	
KA9 1DB	Supportive	Y	Y							The design of the building is not in keeping with the local area. Also I would not have thought a flat roof would be a good idea given the Scottish weather and also due to the location, seagulls would be likely to nest on it and they are incredibly aggressive when they have young so might divebomb the home owners or visitors.	Y	Y	Informative	
KA9 1DB	Supportive	Y	Y							The design of the building is not in keeping with the local area. Also I would not have thought a flat roof would be a good idea given the Scottish weather and also due to the location, seagulls would be likely to nest on it and they are incredibly aggressive when they have young so might divebomb the home owners or visitors.	Y	Y	Informative	
dd8 5js	Not supportive	Y								This redevelopment is ugly and spoils the character of a very sensitive area - the Prestwick seafront. Leave the beautiful old and iconic building alone.	NS	N	Informative	

KA9 1DB	Supportive	Y	Y							The design of the building is not in keeping with the local area. Also I would not have thought a flat roof would be a good idea given the Scottish weather and also due to the location, seagulls would be likely to nest on it and they are incredibly aggressive when they have young so might divebomb the home owners or visitors.	Y	Y	Informative	
KA9 1DB	Supportive	Y	Y							The design of the building is not in keeping with the local area. Also I would not have thought a flat roof would be a good idea given the Scottish weather and also due to the location, seagulls would be likely to nest on it and they are incredibly aggressive when they have young so might divebomb the home owners or visitors.	Y	Y	Informative	
KA91QX	Neutral	Y	Y			Y	Y	Y	The concept of assisted living for the elderly I love, it addresses needs of our local elder community who want and deserve a level of independence with support, and helps free family size housing stock as the respected older generation downsize. Available family homes being at a minimal in Prestwick currently yet in demand. Will the assisted living be for our local elderly within our community is the question? The design is not appropriate for our sea front, as its important the character of the area and community are retained. Call me a cynic yet my hope is this is truly a community lead assisted living scheme and not a guise for developers to drop in, cash in and check out?	The concept of assisted living for the elderly I love, it addresses needs of our local elder community who want and deserve a level of independence with support, and helps free family size housing stock as the respected older generation downsize. Available family homes being at a minimal in Prestwick currently yet in demand. Will the assisted living be for our local elderly within our community is the question? The design is not appropriate for our sea front, as its important the character of the area and community are retained. Call me a cynic yet my hope is this is truly a community lead assisted living scheme and not a guise for developers to drop in, cash in and check out?	Y	Y	Informative	The concept of assisted living is wonderful, however I believe it's very important to be sensitive to the active discussions challenges and massive support in our community to retain the historic character of our town and sea front. The building design sadly does not meet these views from General local discussion and social media posts. There must be a way to design a sustainable, economical building to meet the needs of the elderly whilst blending with the local architecture and being sensitive to local heritage. I love modern architecture however I feel this design lacks creativity and sensitivity to the local landscape, and neighbouring architecture. Address the aesthetic design and you would have a wave of support.



KA91QX	Neutral	Y	Y			Y	Y	Y	The concept of assisted living for the elderly I love, it addresses needs of our local elder community who want and deserve a level of independence with support, and helps free family size housing stock as the respected older generation downsize. Available family homes being at a minimal in Prestwick currently yet in demand. Will the assisted living be for our local elderly within our community is the question? The design is not appropriate for our sea front, as its important the character of the area and community are retained. Call me a cynic yet my hope is this is truly a community lead assisted living scheme and not a guise for developers to drop in, cash in and check out?	The concept of assisted living for the elderly I love, it addresses needs of our local elder community who want and deserve a level of independence with support, and helps free family size housing stock as the respected older generation downsize. Available family homes being at a minimal in Prestwick currently yet in demand. Will the assisted living be for our local elderly within our community is the question? The design is not appropriate for our sea front, as its important the character of the area and community are retained. Call me a cynic yet my hope is this is truly a community lead assisted living scheme and not a guise for developers to drop in, cash in and check out?	Y	Y	Informative	The concept of assisted living is wonderful, however I believe it's very important to be sensitive to the active discussions challenges and massive support in our community to retain the historic character of our town and sea front. The building design sadly does not meet these views from General local discussion and social media posts. There must be a way to design a sustainable, economical building to meet the needs of the elderly whilst blending with the local architecture and being sensitive to local heritage. I love modern architecture however I feel this design lacks creativity and sensitivity to the local landscape, and neighbouring architecture. Address the aesthetic design and you would have a wave of support.
KA10 7EX	Not supportive									The design is drab, uninspiring, dreary and totally out of sympathy with the neighbourhood, despite the council's best efforts to fill Links Road with similar boxes. It would replace a much loved building which as both a hotel and as the Malcolm Sargent home provided a valuable community service with boxes which I hope i will never have to live in in my later years	Y	N	Informative	
Ka88pe	Not supportive						Y			The building is too high , too long and out of character for the area and an eye sore! It would end up the ideal nesting ground for seagulls !	N	N	Informative	
Ka9 2eb	Not supportive						Y			The design which is an absolute carbuncle and not remotely in keeping with either the town of Prestwick or, more specifically, the seafront.  If this passes planning control then questions must be asked about the quality of the officers of South Ayrshire Council and of the motives, probably purely commercial, of McCarty and Stone.	NS	N	Very informative	While there is no issue with the use of the site for the proposed purposes, the current design is completely unacceptable.

Ka9 2 nd	Not supportive		Y				Y			This building looks soulless. flat roof !!!! Are you kidding, with all the seagulls down there it's just going to be a breeding frenzy on it.	N	N	Informative	
Ka9 1HT	Not supportive									<p>The design of the building is very disappointing. The Welcome element of the webpage describes the development as 'designed to complement the characteristics and mix of the surrounding architecture.' This design is almost identical to the McCarthy and Stone flats which were erected in Alloway approx 2 years ago - an area where the architecture was primarily developed in the 80's and 90's. However, McCarthy and Stone believe that this design also blends into an area where the architecture was primarily developed pre 1900? I'm confused as to how the company could reach this conclusion. These are stock plans which take no local area into consideration.</p> <p>Engaging the services of an architect to actually design a building with more local materials such as sandstone would be preferable. It would go some way to making this a more popular proposal within the town and lessen pressure on councillors to reject the plans. For a lot of people in the town this proposal is the last straw - the area has already lost a number of buildings which have been replaced with designs that are destroying the character of that area. People were already upset after Malcolm Sargent house was closed and although McCarthy and Stone have an opportunity to redress this issue by taking a positive approach by way of a sympathetic architectural design - they are not going to take it. I am really struggling to find anything positive from McCarthy and Stone's intentions for this site. Profit comes before the interests of the local community or the development's future residents with this poor quality design. Dressing it up with 'consultations' is just a further insult to the people of the town really.</p>	N	N	Not informative	<p>"a specialised Assisted Living (extra care) development for people over 70. This type of development will ensure that the site is used to continue providing much-needed care for people locally." - this statement omits the details that it will be run for profit and not by either the NHS or a charity. The webpage also contains a link - "McCarthy &amp; Stone to continue care at Malcolm Sargent House" A bit misleading, some would say dishonest.</p> <p>One of the most frustrating things about this whole matter is that despite these pages being created to facilitate 'consultations,' we all know that the plans will go ahead regardless. Thanks for helping to chip away at my home town's heritage without a second thought - enjoy the profits.</p>
Ka9 2JP	Not supportive		Y							I do not like the style of the building, it does not 'blend' in with the area. it will add nothing to the 'landscape'. This is yet again a company buying a traditional style building and demolishing it as it doesn't 'fit' into the category of 'lets put as many properties as possible' on a site to make money. Prestwick is losing it's heritage due to this attitude of builders/developers and Councils who pass the plans.		NS		When will architects and companies spend time and money to utilise what is there, rather than demolish and start from nothing? This development looks similar to number 17 Links Rd which locals and residents call Colditz or Stalag 17.

KA9 1QG	Not supportive								totally inappropriate for the area, not in keeping. Looks horrendous, and far, far too large. Proposal to demolish a historical building very unwelcome. Additional traffic on Links Road / Ardayre will be dreadful, local roads cannot handle current traffic, let alone additional for 65 flats. Prestwick already has a large retirement flats housing at the south end of the beach, additional very large retirement flats mean elderly will dominate the local age group / demographic. We need a balance of age groups on the seafront for a vibrant community.	Y	N	Informative	
KA9 1QG	Not supportive	Y							<p>The design looks massive in scale. A huge solid block. I couldn't see anything of architectural interest. No wow factor. Some balconies to the front do not constitute a wow factor.</p> <p>Looking at the design in the surrounding area, there are a mix of standards to look at. The recent developments on Links Road have not gone down well in the community. Indeed, there is such a strong feeling that the character of Prestwick is being lost, that we now have a conservation area in place for the first time, and this includes Links Road but stops at Ardayre Rd. I would hope that, when you submit a design for the area, you look at the beautiful older buildings, and don't base your design on the "prison blocks" erected on Links Road. The community won't thank you for a bland, huge development.</p> <p>Increased sanitation provision? As a potential neighbour of yours, what impact will 65 flats make to the area. What has Scottish Water said? Traffic congestion is already bad on Links Road at times, due to more people parking on Links Road. How much disruption will a major development cause during construction, and after when people have moved in?</p> <p>How will McCarthy &amp; Stone contribute to the amenities in the area? Would they contribute to an outdoor adult gym on the seafront for people of all abilities? The question was asked at PNCC, and no commitment was offered aside from "South Ayrshire Council will ask for a contribution".</p> <p>It was put to me by one of the consultants that McCarthy &amp; Stone could provide the bookends for Prestwick's beach, since there's already a development at the other side. I don't see huge, bland designs bookending our beach as a positive thing.</p>	Y	N	Informative	Why weren't the public able to consider one than one design? It was stated to me by one of the consultants, plus during Prestwick North Community Council, that an earlier design had been shown to officers of South Ayrshire Council - a more traditional one - and I think it would have been helpful if the public could have given feedback on more than one design.

The scale feels all wrong.

Do older people like living in 4th floor apartments? Isn't the trend moving towards smaller, one or two level developments? And is a windy seafront the right place to build a 4 (or higher, as was mentioned as an option during PNCC) storey development? My windows rattle and whine when the wind gets up.

It's a wonderful location for a smaller development. I hope subsequent designs from you embrace that.

