



## Proposals for the redevelopment of land at

## Station Road and The Moors, Thatcham



CGI – Station Road frontage

### Introduction

Following consultation with the local community and Planning Officers at West Berkshire Council, McCarthy & Stone is pleased to announce that it has now submitted a planning application for the redevelopment of land at Station Road and The Moors, Thatcham with high-quality Retirement Living and Retirement Living PLUS (Extra Care) accommodation.

The redevelopment of this site offers the opportunity to deliver much-needed specialist housing for older people and to assist the Council in meeting its identified housing needs.

This newsletter contains information on the submitted plans and the benefits that this development can deliver to the area.

### The scheme at a glance

The submitted application seeks to redevelop the site with:

#### Retirement Living Accommodation

- 40 one- and two-bedroom Retirement Living Apartments for private sale to over 60s
- Tailored communal facilities, including a Club Lounge, and a guest suite

#### Retirement Living PLUS (Extra Care) Accommodation:

- 52 one- and two-bedroom Retirement Living PLUS (Extra Care) apartments for private sale to over 70s
- Tailored community facilities, including a Club Lounge, a wellness suite, a guest suite, and a counter-service bistro restaurant

#### Across the site:

- 51 on-site car parking spaces for homeowners, staff, and visitors
- Cycle and mobility scooter storage with charging points
- New landscaping and boundary treatments, including attractive communal gardens for homeowners
- A single vehicular access into the site from The Moors

### High-quality design

We understand that the design of the scheme is very important to local people.

Before we began designing the proposal, our appointed architects spent time carefully researching the architecture and character of the local area to create a sensitive design that responds to the context of the site.

The neighbouring Thatcham Conservation Area was an important consideration for our architects, particularly in relation to the frontage onto Station Road. We are proposing a more traditional, pitched-roof form for this streetscene, including tile-hanging, dormers, stone detail, and steeply-pitched gables as a sensitive response to the Conservation Area.

Given the local architecture is more contemporary to the north of the proposal site, the Retirement Living building and the internal aspect of the Retirement Living PLUS building have a more modern, flat-roofed design which incorporates a high-quality palette of building materials, including locally distinctive brickwork, through coloured render, stone banding, and large format glazing.

The proposed buildings are predominantly three storeys in height, with a four storey element included as part of the of the Retirement Living building.

### Residents have their say

It was important to us that the local community were given the opportunity to view and comment on the proposals before a formal planning application was submitted.

To achieve this, we carried out a programme of community consultation, which included meetings with neighbouring residents and local representatives, as well as a public exhibition to which the wider community was invited to attend.

We are delighted that 90% of the feedback we have received indicates support for the development in principle.



CGI – View from The Moors



CGI – Internal view of the Retirement Living PLUS building

## Addressing the Council's identified housing need

The Office of National Statistics predicts that, by 2033, there will be an additional 3.5 million older households in England alone. This reflects a 60% increase on today, yet only 2% of current housing in the UK is specifically designed to meet the needs of older people.

Local older residents should have the opportunity to stay close to their home town and their family. This specialist retirement accommodation will help to satisfy a specific local need for older people in West Berkshire, which has been acknowledged by the Council.

In *The Berkshire Strategic Housing Market Assessment (February 2016)*, for example, it states that a further **2,239 units** of specialist retirement housing for older people are required in West Berkshire in the period 2013-36.

It is important that the needs of older people are not overlooked. Purpose-built accommodation better meets the needs of older people, delaying the requirement for residential care.

We strongly believe the development will be an asset to Thatcham and represents the ideal opportunity to assist the Council in meeting an acknowledged and growing local housing need.

## Local benefits

- **Specialist retirement accommodation**, fulfilling an identified local need.
- **Release of much-needed homes:** 45% of homeowners entering a McCarthy & Stone development move from within a five-mile radius, thereby releasing much-needed family homes back into the local market.
- **Stimulating the housing market:** c. £13 million is the average total value of housing released by typical Retirement Living and Retirement Living PLUS (Extra Care) developments.
- **Boost to the local economy:** On average, each development represents an investment of around £5 million into the local economy and 78% of homeowners use local shops at least once a week.
- **Employment opportunities for local people:** Around 60 local companies are employed on a typical development to support our construction team and each Extra Care scheme creates up to 17 new job opportunities on site open.
- **Streamlined health and social care provision:** Visiting health professionals can visit several homeowners during one visit, which is a more efficient use of public services.
- **Reduced impact on the NHS:** As accommodation is designed for impaired mobility, homeowners find it easier to return home after staying in hospital and spend fewer nights in hospital than on average for this age group.
- **Saving money:** Specialist housing addresses the reasons why many older people are forced to move into residential care. On average, for each year that someone delays or is prevented from moving into residential care, the state saves £28,080 per year.
- **No additional impact on school places.**

By its very nature, specialist retirement accommodation is regarded as a 'passive' form of residential development and considered to be an entirely 'sympathetic neighbour', with extremely low levels of car ownership and traffic generation.

## Getting in touch

The plans have now been submitted to West Berkshire Council and will be determined by this authority in the coming months. You can view the submitted plans via the Council's website, using the application reference: **18/01111/FULEXT**

We hope that you find this newsletter helpful. If you have any further queries regarding the submitted plans, please feel free to contact the project team on **0800 298 7040** or email **feedback@mccarthyandstone-consultation.co.uk**. You can also visit the project's dedicated website at **mccarthyandstoneconsultation.co.uk/thatcham**.

To find out more about us, please visit **www.mccarthyandstone.co.uk**

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

To find out more, please visit **www.mccarthyandstoneconsultation.co.uk/thatcham**