

Proposals for the redevelopment of land at 3-5 Craven Road, Reading



Welcome

Berkshire Healthcare NHS Foundation Trust and McCarthy & Stone have been working together to prepare an application for the redevelopment of land at 3-5 Craven Road, Reading. This redevelopment will not only help to bring forward much-needed older persons housing in Reading, it will also enable Berkshire Healthcare NHS Foundation Trust and Royal Berkshire NHS Foundation Trust to safeguard the provision of Children's & Adolescent Mental Health Services along with other vital children's services in the area.

We have now submitted a revised planning application to Reading Borough Council for the redevelopment of the site with 25 Retirement Living apartments that have been sensitively designed to integrate into the local vernacular.

There is a great need for homes of all tenures in Reading, including affordable, open market and private rent. By providing much-needed older person's accommodation, McCarthy & Stone will not only help free up housing in the market, but will also provide monetary affordable housing contributions, thereby assisting all areas of need within the local housing market.

Enabling vital improvements to local NHS Services

Berkshire Healthcare NHS Foundation Trust, who own the land, will be relocating the children's mental health services currently provided on site to the University of Reading as the site no longer has the capacity or suitability to meet current and future needs.

The move to University of Reading will enable Berkshire Healthcare NHS Trust to expand its services, which will also provide for children and young people with eating disorders. The sale of the land will therefore enable the Trust to provide future improvements for mental health and wellbeing services for children, young people and families.

In addition, Royal Berkshire NHS Foundation Trust, who currently provide the Dingley Children's Outpatient Centre from the temporary buildings on the site, will also be relocating to the new building at the University of Reading. This will enable both Trusts to provide fully integrated services for young people who need developmental assistance, mental health care and complex illness support.

The scheme at a glance

McCarthy & Stone previously submitted an application in February 2016 for 39 Retirement Living apartments. Following further liaison with Officers, this application was withdrawn.

The revised proposal represents a reduced redevelopment of the site, which now provides **25** one and two-bedroom Retirement Living apartments for private sale:

- One building of two and a half and three storeys in height, reflective of the neighbouring properties;
- A design which responds sensitively to the traditional architectural character in the area;
- A palette of local materials including red brick, tile hanging and clay pantiles;
- Retention of the existing vehicular access from Craven Road;
- Space for internal mobility scooter storage with charging points; and,
- An attractive communal garden, creating a pleasant residential environment.

We have carefully considered our design to integrate with the surrounding vernacular, and we believe that these proposals represent the best opportunity for the redevelopment of this site whilst also enabling the safeguarding and improvement of children's and adolescent mental health services.

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 satisfy a specific local need for older people in Reading, which has been acknowledged by the Council.

The Berkshire Strategic Housing Market Assessment (2016) indicates that the population of over 65s in Reading will increase by around 64% in the period up to 2036. On this basis, it predicts that a total of 1,189 additional specialist retirement dwellings will be needed for older people in Reading by 2036.

Policy DM7 of the Reading Borough Council Local Plan Issues and Options 2016 document states that ***“for the most part, accommodation that supports more independent living is required, rather than large new nursing homes. This may include extra-care housing, supported living and sheltered housing.”***

Importantly, purpose-built accommodation better meets the onset and increasing problems of mobility, delaying the need for residential care.

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

Our retirement apartments

Retirement Living is all about creating a safe and secure environment for our homeowners to continue to live an active and independent later life. Homeowners have their own front doors and privacy just as they did in their previous homes, and they are free to join in community activities within the development or to pursue their own interests as they please.

Apartments can be occupied by people aged 60 or over and are provided for outright sale, although the average age of residents upon purchase is 79. The majority of homeowners moving in to our developments already live in the local area.



Benefits of this proposal:

- Enabling the expansion of NHS Children's & Adolescent Mental Health Services within Reading;
- The provision of additional funding for young people's NHS health services in Reading from the sale of the land;
- Enabling the integration of young people's mental health services with specialist children's services for development and complex illnesses;
- Much-needed Retirement Living accommodation provided for local people;
- Ideal location, close to public transport links, shops and services;
- An attractive building for this brownfield site;
- A sensitive neighbour for those living near to the site;
- Enhanced landscaping on the site;
- Low levels of traffic generation and car ownership;
- Sufficient car parking provided on site;
- Support for the local economy, with homeowners typically choosing to use local shops and services on a regular basis;
- Typically most homeowners moving to a McCarthy & Stone development move from within a 5 mile radius of the development, releasing family housing back into the market;
- Significant financial contributions through the Government's New Homes Bonus Scheme.

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.

Questions?

The plans have now been submitted to Reading Borough Council and will be determined by this authority in the coming months. If you would like to find out more about the submitted plans you can contact our freephone information line on **0800 298 7040** or email us at **feedback@mccarthyandstone-consultation.co.uk**.

The full application is available to view on the Council's website (www.reading.gov.uk)

If you have any comments, please let us know by filling in the enclosed feedback form. We look forward to hearing from you and hope you find this newsletter useful.

Business Reply
Licence Number
RRSK-HLBX-XBHL



Consultation Response Remarkable Group Ltd
Craven Road, Reading
The Pump House
Garnier Road
WINCHESTER
SO23 9QG

We value your views*

Title (Miss/Mrs/Ms/Mr/Other)	
First Name	
Surname	
Address	
Postcode	
Telephone	
Email	
Do you support these proposals?	☐ YES ☐ NO

*PLEASE COMPLETE IN BLOCK CAPITALS

Any additional comments

We welcome feedback from local residents and stakeholders on our proposals to redevelop land at 3-5 Craven Road, Reading. McCarthy & Stone believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Data Protection

All personal details relating to feedback provided are kept securely in the UK and will be used by the McCarthy & Stone planning team for planning evaluation purposes only. No personal information will be provided to third parties or used for marketing purposes. You may attach this feedback form to a DL Envelope if you wish to write more, or keep details from being on show.

Statement of Community Involvement

Land at 3-5 Craven Road,
Reading

December 2015



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Executive Summary

McCarthy & Stone is committed to consulting the local community regarding its proposed redevelopment of land at 3-5 Craven Road, Reading. Residents and stakeholders were given the opportunity to provide their feedback regarding the proposals at all stages of the public consultation via a number of different channels. A freephone information line was made available throughout the planning process for interested parties to receive further information and provide their feedback to the project team.

The consultation process included offering early one-to-one meetings with local residents, third party groups and key stakeholders to view the proposals prior to them being displayed to the wider community. These meetings were held on Tuesday 20 October 2015 at the Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ.

A public exhibition was also held on Thursday 19 November 2015 at the Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ, to which over 2,000 local residents and businesses were invited to attend, alongside 24 key stakeholders. Nine people signed the visitor's book at the public exhibition, with feedback forms available for attendees to record their views. To date, following the exhibition, five feedback responses have been received.

Residents and stakeholders were given the opportunity to provide their feedback at all stages of the public consultation and, where possible, these comments would have been addressed in the proposals submitted.

McCarthy & Stone is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

This document provides a chronological account of the pre-application consultation.

1. INTRODUCTION

- 1.1 McCarthy & Stone has acquired an interest in land at 3-5 Craven Road, Reading, and is proposing to redevelop the site with a high-quality, Retirement Living scheme.
- 1.2 McCarthy & Stone is committed to consulting local stakeholders and the local community with regard to its planning applications. As a result, McCarthy & Stone has a strong track record of consulting and communicating with members of the local community, local councillors, community groups and other relevant third party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by McCarthy & Stone in respect of its proposal for the site.
- 1.4 This document will provide a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and the activity that McCarthy & Stone proposes to undertake post application.
- 1.5 In order to assist with the community consultation and communication, McCarthy & Stone appointed Remarkable Engagement, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.6 All feedback received is accounted for and represented within this document.

2. BACKGROUND

2.1 Proposal site

- 2.1.1 The site is land at 3-5 Craven Road, Reading. This brownfield site is currently occupied by a building that was formerly a part of the hospital and is owned by the Berkshire Healthcare NHS Foundation Trust.
- 2.1.2 The proposal site is situated a short walk away from the town centre, making it a highly sustainable location for specialist housing for older people.

2.2 Proposal

- 2.2.1 McCarthy & Stone's plans propose the introduction of 39 new high-quality Retirement Living units comprising of one and two bedrooms. The proposals would introduce a sensitively designed building, creating an appropriate relationship with the surrounding area.
- 2.2.3 The apartments feature a high specification of communal and shared facilities to address residents' everyday needs. These include a residents' lounge, refuse room, lift, a camera entry system linked to residents' TVs and a guest suite allowing for friends and relatives to stay overnight when needed.
- 2.2.4 McCarthy & Stone's proposal would provide high-quality communal gardens and attractive areas of landscaping to further enhance the local street scene and wider area.

3. PRE-APPLICATION CONSULTATION

3.1 Statement of Community Involvement

- 3.1.1 McCarthy & Stone has complied with the Government's National Planning Policy Framework (NPPF) which states that *'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.'*
- 3.1.2 The NPPF also highlights that *'good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'*
- 3.1.3 Reading Borough Council's Statement of Community Involvement (SCI) sets out that it positively promotes pre-application discussions.
- 3.1.4 Reading Borough Council adopted its Statement of Community Involvement in March 2014, pertinent points raised have been included below:

"7.1 The Government has identified the importance of applicants engaging with the local community prior to making a planning application, as part of the pre-application process. Paragraph 189 of the National Planning Policy Framework states that a local planning authority:

"... should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications."

7.2 The Council agrees with this emphasis on engaging the community from the outset. It can result in an improved scheme which takes the needs of the existing community into account, and a better relationship between the developer and the community that carries through the application process and beyond. This is particularly the case for proposals that are sensitive or of a significant scale.

7.5 Promoters of significant or sensitive development schemes should have regard to the principles set out in section 4 of this SCI. They should pay particular attention to the need to properly plan and resource community involvement exercises. In particular, the following measures should be taken:

- Developers should prepare a project plan for pre-application involvement and consultation to be discussed and agreed with the case officer. The case officer will provide assistance in identifying and providing contact information for local representatives, groups and individuals who should be invited by the applicant to become involved in the proposals. This will include local residential and other property, representatives of community groups, including local Councillors, relevant statutory and non-statutory consultees, statutory undertakers and any other bodies or individuals to*

which such information is deemed relevant by the local planning authority. Where proposals relate to the historic environment, the developer will be required to consult a number of organisations with interests in these matters

- *The developer's project plan should include details of the scope of the community involvement including which stakeholders will be engaged, timescales and milestones, materials that will be made available to the community and stakeholders and the venues proposed for holding interactive events. Website development resources should also be highlighted.*
- *The project plan should also discuss the need for local authority officer resources as part of the involvement process. Reading Borough Council already faces considerable pressure on planning staff resources. The Council cannot therefore guarantee to make staff resources available to assist involvement exercises or to attend public events. As a minimum, as part of pre-application discussions and correspondence, case officers from the Planning Section will:*
 - *Provide information and advice on consultees and stakeholders relevant to involvement in a particular proposal;*
 - *Provide information and advice on potential venues for public interactive events;*
 - *Facilitate involvement with elected members where necessary;*
 - *Appraise and provide comment and advice on a community involvement project plan prepared by the developer/potential applicant; and*
 - *Arrange for links or material to be loaded onto the Council's website.*
- *Case officers will make efforts to attend events and take part in involvement exercises as observers, if time and resources allow. Where officer attendance or assistance in preapplication involvement exercises is specifically requested by a developer/potential applicant, and this is agreed on a "without prejudice" basis by the Planning Manager, any cost to the local authority will be charged to the developer/potential applicant at the Council's standard rates for officer time and any materials.*
- *On the most significant or sensitive proposals, where very wide community interest is anticipated, it would be advisable to discuss community involvement arrangements with the community at the initial stage. Council officers can help to identify where this is likely to be required. Such initial approaches to the community and stakeholders should offer a range of involvement approaches and express willingness to meet groups or hold exhibitions/meetings to explore proposals. They should invite suggestions from the community and stakeholders on how involvement should take place to best meet the needs of the community. Prospective applicants should discuss with the community matters such as possible venues for exhibitions, meetings and other events, and the timing of those events to meet the needs of all in the community. This will be particularly important in involving hard to reach and specific groups within the community.*

- *Developers should prepare circular information on the developer/applicant's intentions to make a planning application and develop a particular site. Developers should discuss the form and content of the information to be provided with the local planning authority. Such circular information shall be designed to include a means to feed back appropriate responses either by prompted questions or through other written and digital communication.*
- *Developers should widely distribute such information as may be agreed by the local planning authority by posting to household addresses and other addresses determined in conjunction with and agreed by the local planning authority.*
- *Developers should arrange and provide at least one interactive involvement event designed to enable all consultees to attend, receive information, participate and feed back information on their area and its community and their views on possible development or other change in the area.*
- *Such an event might take the form of a place check, enquiry by design event, exhibition and workshop, a planning for real exercise, public meeting or similar, facilitated interactive event. The timing and arrangements for the event should be set out in the project plan. It is advisable for developers to discuss the time, location, illustrative materials, facilitation arrangements and event programme with the local planning authority. The local planning authority must be invited to send representatives to observe and, if appropriate, to participate in any event.*
- *Developers should provide a website of relevant information or provide digital images and information (or a suitable document such as a document in .pdf format) that can be put on the planning page of the Reading Borough Council Website.*
- *Developers or prospective applicants will be expected to prepare a public report of community involvement for submission with a significant or sensitive planning application (as defined in this SCI), detailing the extent of the community involvement exercise carried out, reporting all views and responses and indicating the actions or changes that have been carried out or that it is proposed are carried out in order to meet the views and concerns raised by the community involvement. Where no actions or changes are proposed, the report should explain why this is the case.*

7.6 In order to meet these requirements, a prospective applicant will need to allow considerable time for carrying out pre-application involvement."

- 3.2.1 During the pre-application period, meetings were sought with planning officers alongside relevant statutory bodies.

3.2 One-to-one Stakeholder Briefings

3.3.1 McCarthy & Stone felt it was important to discuss the early proposals for the site's redevelopment with local residents and stakeholders in advance of the wider community consultation. Therefore, a series of individual one-to-one briefings for local stakeholders, elected councillors and representatives of third party groups were offered on Tuesday 20 October 2015. The briefings were offered between 10am and 5.30pm at the Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ.

3.3.2 An invitation letter was distributed to local residents and key stakeholders on 2 October 2015. The following stakeholders were invited to attend a one-to-one meeting with the McCarthy & Stone project team to receive a briefing on the early proposals:

- Reading Borough Council lead councillors
- Councillor Jan Gavin (ward member)
- Councillor Tony Jones (ward member)
- Councillor David Absolom (ward member)
- Reading Borough Council Planning Committee
- Mr Robert Wilson MP
- Age UK Reading
- Reading Civic Society
- Redlands and University Area Neighbourhood Action Group (NAG)
- League of Friends of the Royal Berkshire Hospital
- Reading School

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

3.3.4 A copy of this letter has been included in the Appendices.

3.3.5 The following representatives requested to attend a one-to-one meeting with the project team:

- Bob Purdum – United Reform Church
- Mr Jeremy Goodwin
- Mr Philip Gordon

3.3.6 Each one-to-one meeting held broadly covered:

- Information about McCarthy & Stone's Retirement Living apartments
- A review of the site
- Background to the application
- Details of the initial proposals for the site
- An outline of the proposed consultation process and timeframe of the proposals
- Questions and answers

3.3.7 Representatives from McCarthy & Stone were on hand to answer questions and make notes of comments made before, during and after the briefings.

3.3.8 The one-to-one stakeholder briefings allowed McCarthy & Stone to provide specific answers to questions and talk attendees through the early proposals for the scheme. It was also an opportunity for McCarthy & Stone to obtain and consider such feedback prior to submission of the planning application.

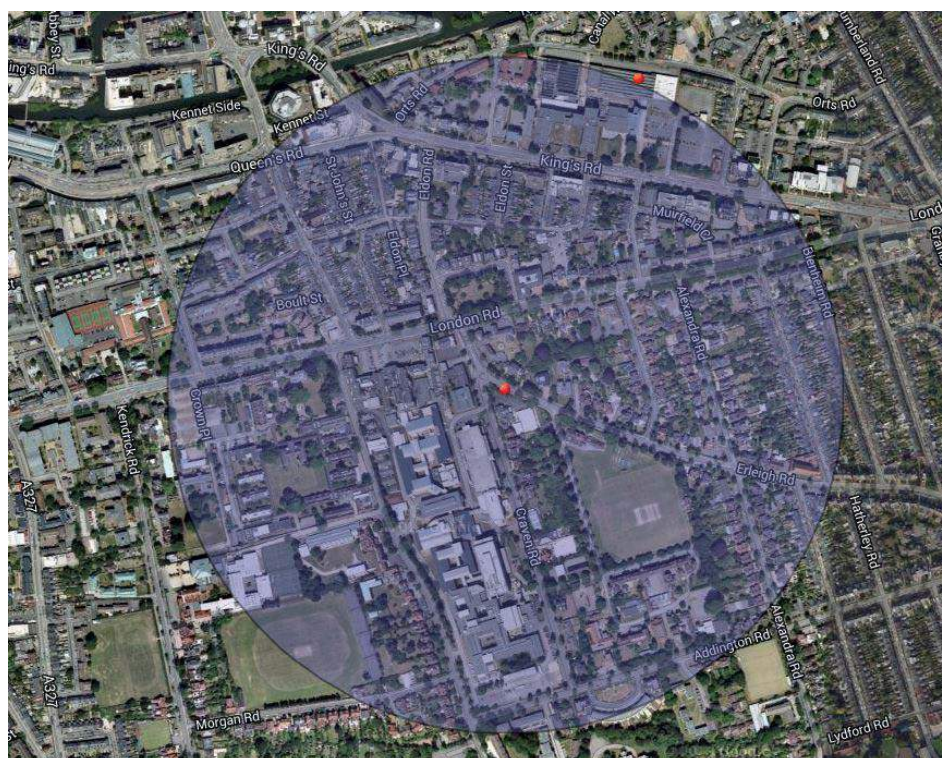
3.3.9 At the meetings copies of the proposed site layout and sketches of the proposed development options were available to talk attendees through.

3.3 Public Exhibition

3.4.1 McCarthy & Stone held a public exhibition to display its proposals for the redevelopment of land to the rear of Station Parade, Virginia Water, on Thursday 19 November 2015 between 3.30pm and 7pm, at the Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ.

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

3.4.3 An invitation and feedback postcards were distributed to over 2,000 households and businesses in the local area, advising them of the proposals. A further 24 invitations were issued to key stakeholders within the local community. All of the invitations were distributed on 4 November 2015. The below map illustrates the distribution area.



Invitation newsletter distribution area



Sample of newsletter type

3.4.4 A copy of the invitation newsletter can be found in the Appendices.

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

3.4.6 The invite letters also contained a postage-paid feedback card allowing recipients to provide the project team with their early impressions, irrespective as to whether they were able to attend the public exhibition. This allowed McCarthy & Stone to get an even wider feedback response from the community.

3.4.7 An invitation was also issued to the following local stakeholders. They were invited to attend a 2pm to 3pm preview session of the plans prior to the main exhibition.

- Reading Borough Council lead councillors
- Councillor Jan Gavin (ward member)
- Councillor Tony Jones (ward member)
- Councillor David Absolom (ward member)
- Reading Borough Council Planning Committee
- Mr Robert Wilson MP
- Age UK Reading
- Reading Civic Society
- Redlands and University Area Neighbourhood Action Group (NAG)
- League of Friends of the Royal Berkshire Hospital
- Reading School

3.4.8 Feedback postcards and forms allow and encourage recipients to provide the project team with their comments on the proposals. This allows McCarthy & Stone to get an even wider feedback response from the local community.

3.5 Exhibition Display

3.5.1 On the day the public exhibition was attended by approximately nine individuals. The exhibition displayed details about the proposal ahead of submitting a planning application, which included information about:

- McCarthy & Stone's history and vision
- McCarthy & Stone's Retirement Living apartments
- How McCarthy & Stone cares for the environment
- How McCarthy & Stone seeks to create happier, healthier and longer lives

- [illegible]

- A ballot box to deposit completed feedback forms
- A copy of the consultation area
- Copies of plans which illustrated details about the proposed development
- Pens and pads of paper
- Direction signs to lead attendees into the venue
- An opportunity to request further information

3.5.5 Feedback forms could either be filled in at the venue or posted back by using the supplied postage-paid envelopes. These were then collated and the feedback analysed. A copy of the feedback form is included within the Appendices.

3.5.6 Representatives of the project team were available to answer questions throughout the exhibition. Those in attendance included, Mr Gareth Kendall, Mr Ian Hann, Mr James Green and Ms Annalie Davy. There were also two representatives of Remarkable Engagement in attendance, Mr Miles Willshire and Mr Andrew Ovenden.

3.6 Dedicated Website

3.6.1 A website was set up displaying information about the proposals and is being updated throughout the public consultation and planning process. The website is hosted at www.mccarthyandstone-consultation.co.uk/reading.



Website home page

3.6.2 The website address was printed on the newsletter, exhibition feedback forms and relevant correspondence.

3.6.3 The website includes:

- Information about the proposals
- Information about McCarthy & Stone

- An online feedback form
- Information about the public exhibition
- Relevant plans and layout
- Information about Retirement Living

3.6.4 The website home page was viewed a total of 28 times throughout the consultation process.

3.7 Post-paid and 0800 Comment Facility

3.7.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

3.7.2 The telephone number used (0800 298 7040) was in operation Monday to Friday between the hours of 8:30am and 5:30pm. Outside of these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.

3.7.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

3.7.4 A freepost envelope was available (to take away) by all public exhibition attendees. Feedback postcards issued prior to the exhibition also included free-postage to encourage feedback.



Example of the typical feedback cards sent prior to the exhibition

3.8 Review of comments

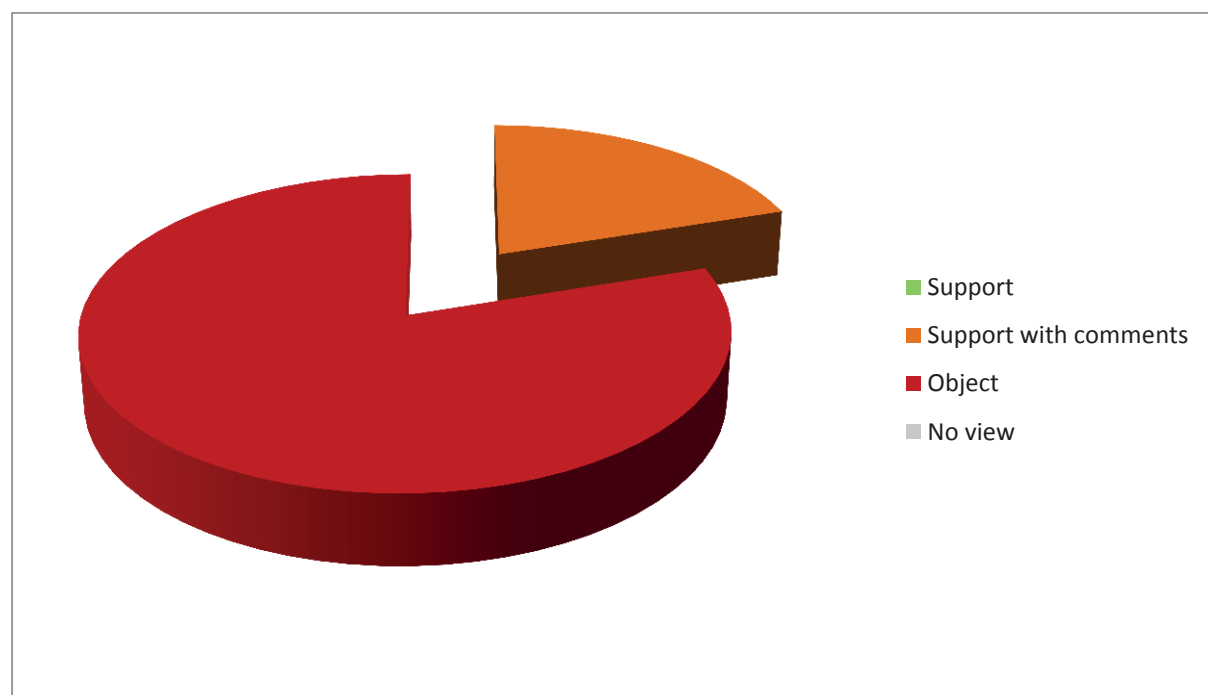
FEEDBACK ANALYSIS

Proposals for the redevelopment of land at 3-5 Craven Road, Reading

Overall results received up until 30 November 2015

(All percentages in this document have been rounded up to the nearest whole number)

Type of Feedback	Support	Support with comments	Object	No view	Total
Postcard	0	0	1 (100%)	0	1 (100%)
Feedback Form	0	1 (33%)	2 (66%)	0	3 (100%)
Email	0	0	1 (100%)	0	1 (100%)
Total	0	1 (20%)	4 (80%)	0	5 (100%)



Overview

McCarthy & Stone held a public exhibition to display its proposals for the redevelopment of land at 3-5 Craven Road, Reading with Retirement Living accommodation. The exhibition took place between 3:30pm and 7pm at the Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ.

Residents, local stakeholders and third party groups were invited to attend the exhibition and speak with the project team.

A total of **nine** individuals signed the visitors' book, with a total of **five** feedback responses received via one pre-paid postcard, one email and three feedback forms. 80% of the respondents were in objection to the proposals, while 20% of the responses received were supportive in principle, either stating outright support for the proposals or giving support with specific reservations.

It is important to note that while the majority of respondents were in objection to the proposals; because of the limited feedback received, these respondents were immediate neighbours of the site and therefore those that would be most affected by these proposals.

Most of the respondents were supportive in principle of the provision of this specialist form of housing for the area; however, feedback received indicates that local residents have a variety of comments and concerns regarding the proposals.

Due to the limited number of responses, it has not been possible to identify any recurring issues or concerns.

Overall, respondents indicated that they felt the consultation undertaken was informative.

The analysis will be divided into individual sections in order to address the specific questions asked via the different feedback forums.

Below is a top-line breakdown of all comments received from the feedback forms, postcards and the online feedback form.

NB: *The table below summarises the comments and concerns of all postcards, feedback forms and feedback via online submission, received to up to 30 November 2015 (one postcard, one email and three feedback forms).*

Analysis of all five feedback responses

Summary of negative comments:

Theme	Total
Respondents were concerned about potential overlooking	2
Respondents requested the building be at least back 7m from the road	2
Respondent felt that the site was the wrong location for these proposals	1
Respondent raised concerns regarding traffic in the area	1
Respondent felt the designs could look more modern	1
Respondent felt it was a shame to 'lose some characterful old buildings'	1
Respondent felt that there are too many units proposed	1
Respondent stated that they would like to see vegetation retained on the corner of Erleigh Road	1
Respondent expressed concerns that the proposals would result in a loss of light	1

Summary of positive comments:

Theme	Total
Respondent felt that the proposals would be better than an office block	1

Breakdown of the responses to the specific questions featured on the feedback forms

NB: *The postcards and online feedback forms did not address the same specific questions which feature on the feedback forms, and are therefore analysed separately below. The first part of the analysis relates only to the three feedback forms received, it should also be noted that not all respondents provided a comment to each question asked on the feedback forms or simply answered 'Yes' or 'No'.*

How informative have you found the consultation?					
Total responses	Very informative	Somewhat informative	Not informative	Don't know	Blank
3	3	0	0	0	0

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"I knew nothing beforehand"</i>	Denmark Road
<i>"The plans and the CGI were quite clear"</i>	Erleigh Road

Do you welcome the provision of specialist housing for local older people in your area?					
Total responses	Yes	Yes with comments	No	No view	Blank
3	2	1	0	0	0

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"Yes, but this is by far the wrong area"</i>	Denmark Road
<i>"Yes, probably better than an office block"</i>	Erleigh Road
<i>"Yes"</i>	New Road

Do you consider that this is a good use of this site for specialist housing for local older people?					
Total responses	Yes	Yes with comments	No	No view	Blank
19	2	0	1	0	0

The following table provides examples of comments received in addition to this question:

Comment	Road
<i>"Not at all"</i>	Denmark Road
<i>"Yes"</i>	Erleigh Road
<i>"Yes"</i>	New Road

Do you have any comments on the design and layout of the proposals?

NB: The table below shows the comments and concerns received in response to this question on the feedback form.

Comments received:

Comment	Road
"I find your designs too t___ and retro. The site could take something striking and modern"	New Road
"The number of units is probably appropriate, but the design and layout could be modified to take account of the interests of the most affected local residents"	Erleigh Road

How did you hear about this consultation?

NB: The table below relates only to the three feedback forms received.

Method	Frequency
Direct mail	1
Neighbours	1
Via Reading Civic Society	1

General comments received via the feedback forms, online feedback forms and postcards:
Do you have any general comments about the proposals? / Any additional comments

The analysis of additional comments received via the postcards have also been incorporated into this part of the summary.

NB: The tables below show the comments and concerns of all postcards, online feedback forms and feedback forms received to date.

Examples of comments on feedback forms:

Comment	Road
"It's a shame to lose some characterful old buildings"	New Road
"Traffic congestion takes place daily. All roads in the area lead to this road junction at the car park entrance to the hospital, only to find the car park full. The hospital serves several million people, plus emergencies and sirens"	Denmark Road
"The four storey building close to the roundabout impacts unnecessarily on the local area. With quite small adjustments our concerns could be met"	Erleigh Road

4 Post-Application Consultation

4.1 On-going Stakeholder Engagement

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

4.2 Updating Materials

- 4.2.1 The following website, www.mccarthyandstone-consultation.co.uk/reading will be updated at the following points during the application process:

- Upon submission, details of the proposals will be available online
- During the process additional information will be posted
- When a decision has been made

4.3 Letters to Interested Parties

- 4.2.1 A letter will be sent to the following groups and individuals, informing them that the application has been submitted, alongside addressing the main comments raised throughout the consultation:

- Reading Borough Council lead councillors
- Councillor Jan Gavin (ward member)
- Councillor Tony Jones (ward member)
- Councillor David Absolom (ward member)
- Reading Borough Council Planning Committee
- Mr Robert Wilson MP
- Age UK Reading
- Reading Civic Society
- Redlands and University Area Neighbourhood Action Group (NAG)
- League of Friends of the Royal Berkshire Hospital
- Reading School

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

5. APPENDICES

- **Copy of the one-to-one stakeholder meeting invitation letter**
- **Copy of the stakeholder letter of invitation to the exhibition**
- **Copy of the exhibition boards**
- **Copy of the exhibition newsletter**
- **Copy of the feedback form**

«Title»
«Address_1»
«Address_2»
«Address_3»
«Address_4»
«Postcode»

2 October 2015

Information line: 0800 298 7040

Dear «Salutation»,

Improving accommodation choice for older people in Reading.

At McCarthy & Stone we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

As you may be aware, we are proposing to redevelop land at 3-5 Craven Road, Reading. As a result, we are now in the early stages of discussions with Reading Borough Council about redeveloping the site with a Retirement Living scheme.

We are committed to engaging with the local community regarding this proposal and have commenced a pre-application consultation programme. The aim is to inform local people and obtain feedback which, where possible, will be incorporated into the final proposals. Remarkable Engagement is working with us to assist with our public consultation process.

Given your role within the community, we would like to invite you to an individual meeting to discuss the preliminary proposals and to obtain your initial feedback. Our project team will be available to meet with you on **Tuesday 20 October 2015** at a mutually convenient time slot of your choice. The meeting will be held at **Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ.**

Should you consider such a meeting to be of interest, please contact me on the project's information line number 0800 298 7040 to arrange a mutually convenient timeslot. For your information, those residents living closest to the proposed site have also been offered an opportunity to arrange an individual meeting with the project team.

In the meantime, please contact me or my colleague Andrew Ovenden on the project's information line if you require further information or would like to arrange a meeting on **Tuesday 20 October 2015.**

We look forward to hearing from you.
Yours sincerely,



Miles Willshire
On behalf of McCarthy & Stone

«Title»
«Address_1»
«Address_2»
«Address_3»
«Address_4»
«Postcode»

4th November 2015

Information line: 0800 298 7040

Dear «Salutation»,

Improving the housing choice for older people in Reading

At McCarthy & Stone, we are focused on providing high-quality homes and services to make later life a happy and rewarding experience.

As part of our commitment to community engagement, we have arranged a public exhibition to display our proposals to the wider community for the redevelopment of land at 3-5 Craven Road, Reading, with Retirement Living accommodation. The enclosed newsletter has been sent to more than 2,000 residents and stakeholders, inviting them to an exhibition of the initial proposals on **Thursday 19th November 2015** between **3.30pm and 7pm** at **Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ**.

Given your position in the local community, we would like to extend an invitation for you to view the latest proposals at our dedicated stakeholder preview session, which will take place on:

Thursday 19th November 2015
2pm – 3pm
Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ

You are, of course, welcome to attend during the main exhibition if this is more convenient for you. The aim of the exhibition is to provide details about the scheme to the community whilst members of the project team will be on hand to answer any questions. The exhibition also provides us with the opportunity to receive your feedback which, where possible, will help inform the final plans prior to submission.

We look forward to seeing you on **Thursday 19th November 2015**. However, if you are unable to attend and would like some further information or have any additional questions at this stage, please do not hesitate to contact our freephone information line on **0800 298 7040** and speak to myself or my colleague, **Andrew Ovenden**, or email us at: **feedback@mccarthyandstone-consultation.co.uk**.

You can also visit our website at **www.mccarthyandstone-consultation.co.uk/reading** for further information. Updates will be placed on the website at different stages of the project.

Yours sincerely,



Miles Willshire
For and on behalf of McCarthy & Stone

Welcome to our exhibition

We are McCarthy & Stone. We provide high-quality apartments and services to make later life a happy, healthy and rewarding experience

Our history and vision

Since building our first development in 1977, we have become Britain's leading retirement housebuilder. We have built c. 50,000 apartments in more than 1,000 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our homeowners; from the design of our apartments to our on-site care and support services, the requirements of later living are always at the front of our mind.

Our exhibition today displays our initial proposals for building one of our developments in your local area and we look forward to hearing your views.

Thank you for your time.

Our approach means 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.



McCarthy & Stone logo



HBF 10 Years Customer Satisfaction award



WhatHouse? Awards 2014 winner



The 50+ Awards winner



Top Track 250 award

We're online, why not join us at www.mccarthystone.co.uk

facebook.com/mccarthystone youtube.com/user/mccarthystone

twitter.com/mccarthystone linkedin.com/company/mccarthy-&-stone

Life with us

Our Retirement Living developments

Our developments are designed to meet the needs of people in later life. They offer our homeowners an active, independent lifestyle in a safe and secure environment among like-minded people.

Each development is built to 'Lifetime Homes' standards, with step-free access throughout the scheme, and all apartments are adaptable for wheelchair use. Bathrooms are level-access, taps are easy to use and switches and sockets are at an appropriate height.

Apartments can be occupied by people aged 60 or over and are provided for outright sale, although the average age of residents upon purchase is 77. The majority of homeowners entering our schemes live in the existing area.

Homeowners have their own front doors and privacy just as they did in their previous family homes and they are free to join in community activities within the development or to pursue their own interests as they please.

Apartments feature a high specification of shared facilities to address residents' everyday needs, including a homeowners' lounge, refuse room, lift, a camera entry system linked to residents' TVs and a guest suite allowing friends and relatives to stay overnight when needed.

Estate management and support services are provided by us – no third party is involved. Fully-trained House Managers are based at each scheme and oversee the efficient running of the development, acting as a good neighbour for our residents.

Attractive outdoor spaces

We seek to ensure that all of our developments have high-quality outside space for our homeowners to enjoy. The images below provide some recent examples of landscaped gardens which we have provided in our schemes.

Our developments are designed to blend attractively with their surroundings. We recognise that excellent gardens and landscapes turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Where possible, existing trees and shrubs will be retained and new plants will be added. We aim to enhance the boundaries of our developments with new planting to improve the overall look of the scheme.

Our own management company will maintain the grounds on behalf of our homeowners to ensure they develop and mature to enhance both the building and the local neighbourhood.



Caring for the environment

A sustainable way of living

We work hard to build environmentally friendly developments, with each scheme having high standards of insulation and energy efficiency. In a recent survey, 51% of our homeowners said their heating bills were less compared to their previous property.

Our sites are usually on previously developed land, that are close to towns, local shops, facilities and transport links, which means that our homeowners have a reduced reliance on their own cars and a smaller 'carbon footprint'.

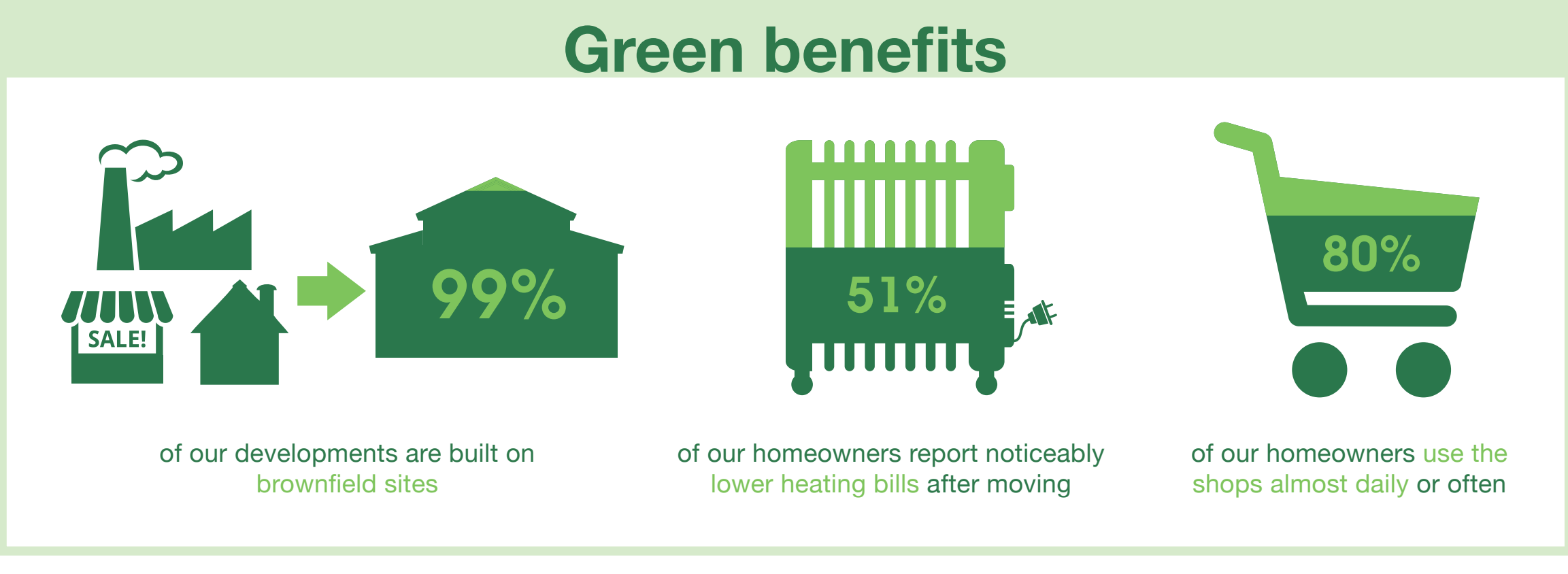
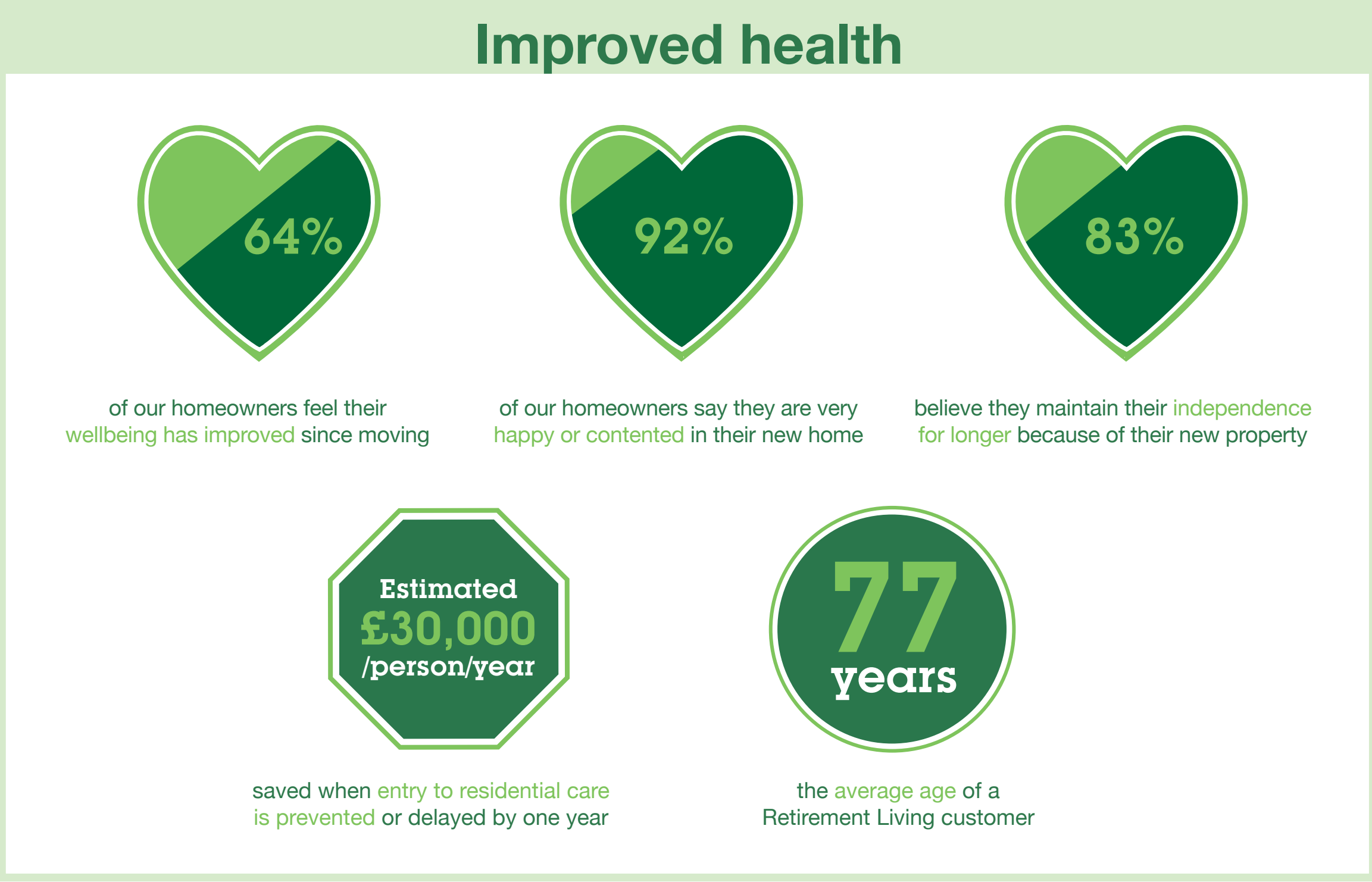
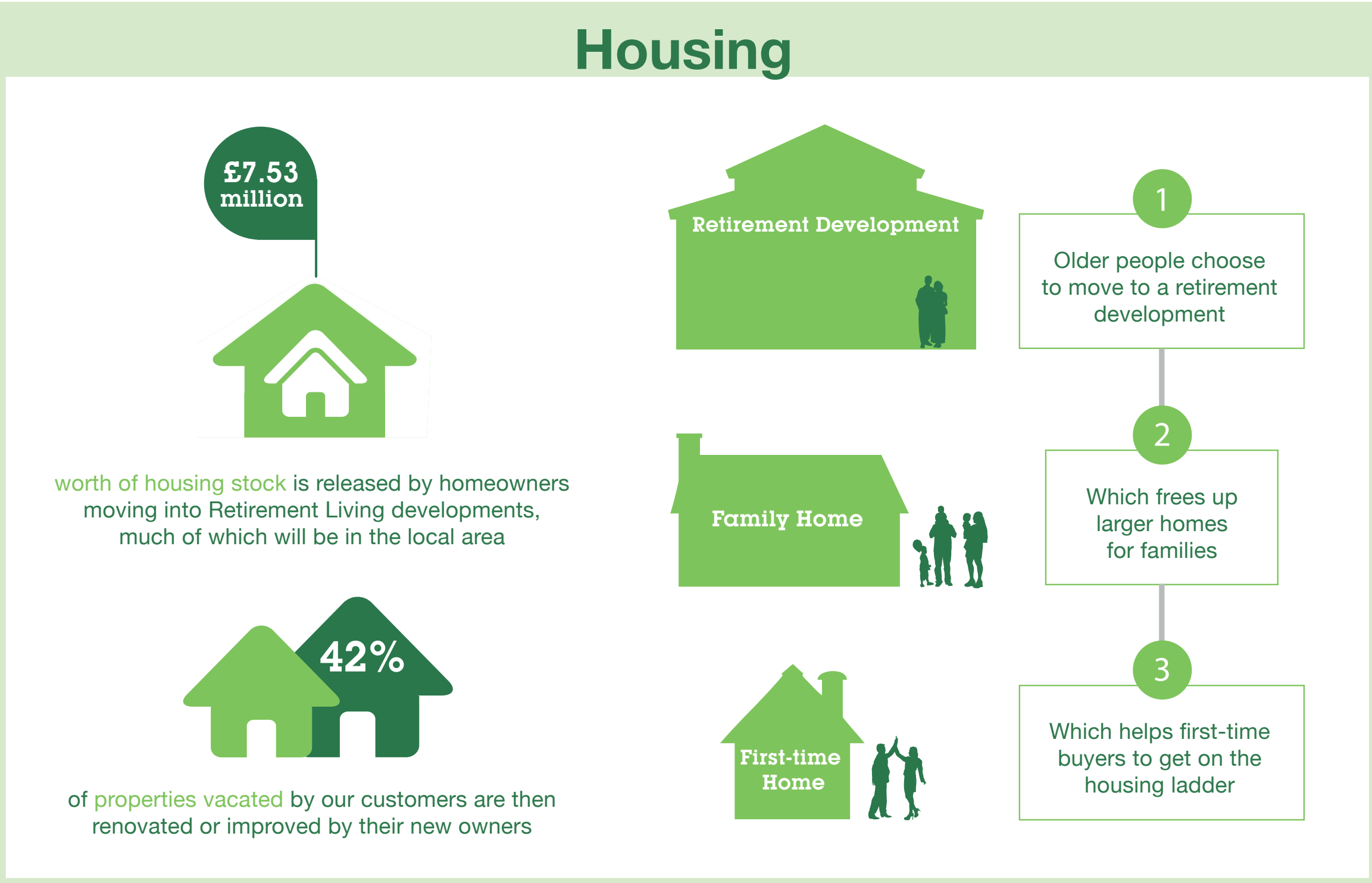
Indeed, in later life, the decision to move to specialist accommodation located closer to the shops and services that they place most reliance on, often goes hand in hand with relinquishing their car. Of those who do decide to keep hold of their car initially, many will often decide to sell it after a year or so when they realise that it is no longer essential to maintaining their independence.

We also manage every aspect of the construction process and we look to ensure that our activities have regard to site neighbours and the general public.

Typical apartment layouts



Retirement Living Development benefits




McCarthy & Stone
The UK's leading retirement housebuilder

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

Enhancing your local area

Land at 3-5 Craven Road, Reading

About the site

Following a detailed review of the need for specialist housing for older people in Reading, McCarthy & Stone has commissioned award-winning architects, Williams Lester, to prepare proposals for the redevelopment of land at 3-5 Craven Road, Reading.

The site, formerly part of the hospital and owned by the Berkshire HealthCare NHS Foundation Trust, is currently occupied by a mix of large Victorian and more recent pre-fab buildings. The rest of the site is given over to tarmac car parking. A high brick wall defines much of the site boundary onto Erleigh Road, with hedge and shrub planting to the street boundaries.

The site is located close to Reading town centre on a main bus route. There are also local shops and amenities closer to the site. We believe the site offers an opportunity to redevelop the land with sensitively-designed Retirement Living accommodation.

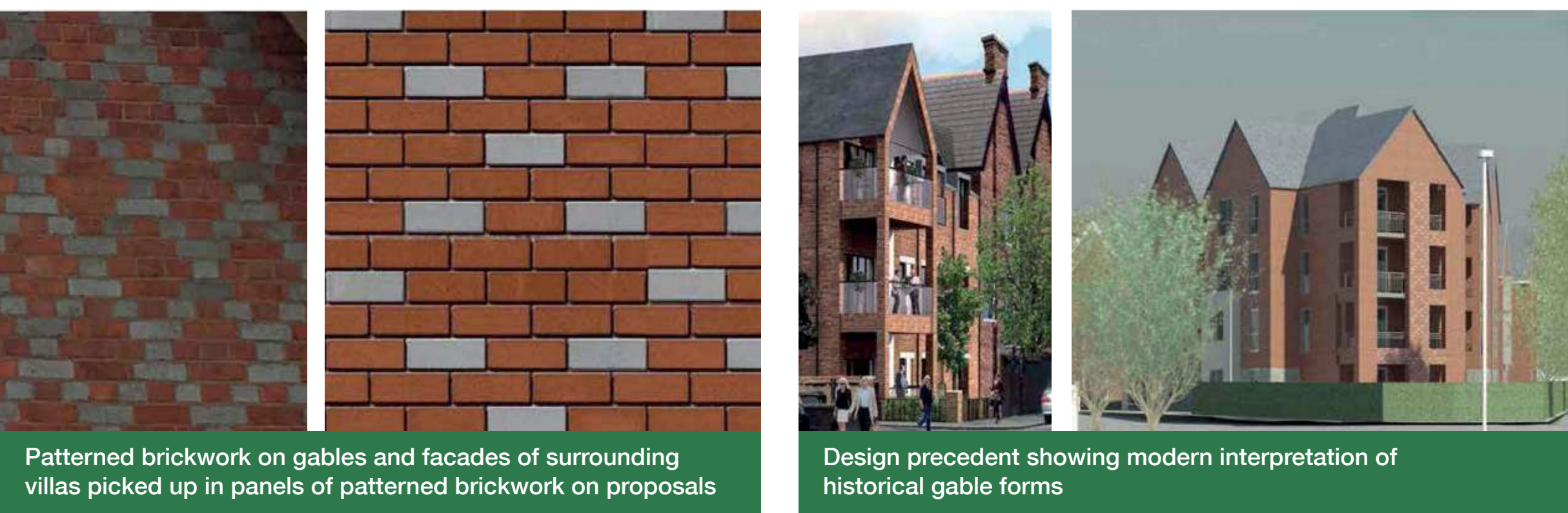
Characteristics of the local area

Before we begin designing any proposal, our team of architects spends time carefully researching the architecture and character of the local area.

The site falls in a largely residential area, with, commercial buildings to the west. The Alexandra Road conservation area sits to the east of the site.

The built context is varied. Along Craven Road to the south of the site sits a line of large detached Victorian villas, characterised by prominent gables and distinctive brick patterns and details. The character across Craven Road to the west is very different, with a larger scale of commercial buildings within the Royal Berkshire Hospital. To the east along Erleigh Road are larger blocks facing on to a tree lined avenue. Prominent gables and brick detailing are common features of this area.

The site is screened by a number of existing trees, which have been taken into account when developing the positioning of the site entrance.



Our Approach to Design

We design our schemes to express an individual character of their own to meet the needs of our residents and reflect the surrounding area. We understand the importance of local architecture in Reading and are looking to mark this important site with a building of quality that reflects its position in the area.

The proposals include:

- A high-quality Retirement Living development featuring around 39 one and two bedroom apartments for private sale
- One building of predominantly three residential storeys, arranged to form a prominent design feature onto the roundabout
- A quality proposal that responds positively to the local context, considering the local Victorian precedent, utilising gable forms with a single line of windows
- The design incorporates panels or brick patterning, primarily on gables between windows. These panels perform an important function in the composition of the design
- A proposed vehicular access into the site from Craven Road
- Parking for around 30 cars, proposed mainly towards the back of the site
- Space for internal mobility scooter storage with charging points, reflecting the site's sustainable location near to the local centre
- Attractive landscaping and boundary planting which will give the development a 'green' backdrop
- Sufficient separation distance between the proposed building and the neighbouring properties to ensure their amenity is protected

We have carefully considered our design to compliment the architectural style of the local area. Rich brick detailing and gable silhouettes are characteristic of the better building stock neighbouring the site. These elements have been successfully incorporated within the design, to achieve a building which is harmonious and in keeping with its local context.



About Williams Lester Architects

Williams Lester Architects is a multi-disciplined firm of architects based in Ringwood on the Hampshire and Dorset border.



Since its formation in 1987 the practice has successfully completed a wide variety of architectural commissions.

Their skilled team can provide comprehensive urban, concept and planning design solutions along with in-depth knowledge to take a project through tender and into construction.


McCarthy & Stone
The UK's leading retirement housebuilder

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

November 2015

Invitation to our public exhibition

Improving the housing choices of older people in Reading


McCarthy & Stone
The UK's leading retirement housebuilder



Aerial view of the site

Welcome

At McCarthy & Stone, we focus on providing high-quality homes and services to make later life a happy and rewarding experience.

As you may already be aware, we are proposing to redevelop land at 3-5 Craven Road, Reading. As a result, we are in discussions with Reading Borough Council concerning the redevelopment of the site with a Retirement Living scheme.

As part of our commitment to community engagement, we would like to invite you to our public exhibition to meet our team, view the proposals and provide us with your feedback on our plans before we submit a planning application. Details of the exhibition are found on the reverse of this invitation and if you have any comments at this early stage we would love to hear from you.

Please also take a moment to complete the attached postage paid feedback form.

Who we are

We are the UK's leading provider of retirement housing, providing 70% of all specialist accommodation for owner-occupiers in later life. We pride ourselves on individually designing each of our developments to meet the needs of our residents and to reflect the character of the surrounding area.

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

Find out more at our public exhibition

Please join us at: **Watlington House Trust, 44 Watlington Street, Reading, RG1 4RJ**

On: **Thursday 19th November 2015** Between: **3:30pm and 7pm**

Members of our team will be available to talk you through the scheme and answer any questions you may have.

To find out more, please visit www.mccarthyandstone-consultation.co.uk/reading



Our Retirement Living apartments

We recognise that getting older can present challenges. That is why everything we do is built around the needs of our residents; from the design of our apartments, to our fully trained House Managers based at each scheme.

Our apartments are specifically designed to meet the needs of people in later life. They offer our residents an active, independent lifestyle in a safe and secure environment among like-minded people.

Residents have their own front doors and privacy just as they did in their previous family homes. They are free to join in community activities or to pursue their own interests as they please, but safe in the knowledge that help and support is on hand.

Our apartments can be occupied by people over 60 years of age, although the average age of residents upon purchase is 78.

Find out more at our public exhibition

Please join us at our public exhibition at:

**Watlington House Trust, 44 Watlington Street,
Reading, RG1 4RJ**

On: Thursday 19th November 2015

Between: 3:30pm and 7pm

Members of the team will be available to talk you through the scheme and answer any questions you may have.

Benefits of this proposal

- Much-needed specialist Retirement Living accommodation provided for local people
- An attractive new building which positively contributes to the local area.
- Support for the local economy in Reading – the residents of a typical McCarthy & Stone scheme spend £670,000 locally each year
- High-quality landscaped amenity space
- Sufficient car parking
- Low levels of traffic generation and car ownership
- Typically most residents moving to the McCarthy & Stone development move within a five mile radius of their new home, therefore releasing family housing back into the market
- An average of £2.23 million invested in employing construction workers (including subcontractors)
- Typically, £7.53 million worth of housing stock is released by homeowners moving into Retirement Living developments

Getting in touch

If you would like further information at this stage, please visit the project's dedicated website at www.mccarthyandstone-consultation.co.uk/reading or contact our freephone information line number on **0800 298 7040**.

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

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

To find out more, please visit www.mccarthyandstone-consultation.co.uk/reading

Proposals for land at 3-5 Craven Road, Reading

As part of our proposal to build specialist housing for older people at the above site, we are keen to hear your views on how we can prepare the best possible plans before we submit a planning application.

Our proposals seek to redevelop this site with Retirement Living housing for people in later life, providing a mix of one and two bed apartments for sale.

Please take a moment to complete this form and either place it in the ballot box, or return it to us using the freepost envelope provided by **Monday 30th November 2015**. Your views will be carefully considered before a planning application is submitted to the local authority in the coming months.

We are also happy to receive comments and questions; please email us at feedback@mccarthyandstone-consultation.co.uk or call our freephone information line on **0800 298 7040**.

Alternatively you can view the plans and comment via our website www.mccarthyandstone-consultation.co.uk/reading.

Please include your contact details in the space provided below so that we can keep you informed about how our proposals are progressing and respond to any questions you may have.

Thank you for your time.

Name:

Address:

Postcode:

Email:

Telephone:

Please do not keep me informed of updates to this application ☐

Please take a moment to complete this form and either place it in the ballot box, or return it to us using the freepost envelope provided.

Email: feedback@mccarthyandstone-consultation.co.uk Call: **0800 298 7040**

How informative have you found the consultation?

Very informative ☐

Somewhat informative ☐

Not informative ☐

Don't know ☐

What is the reason for this

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

How did you hear about this consultation?