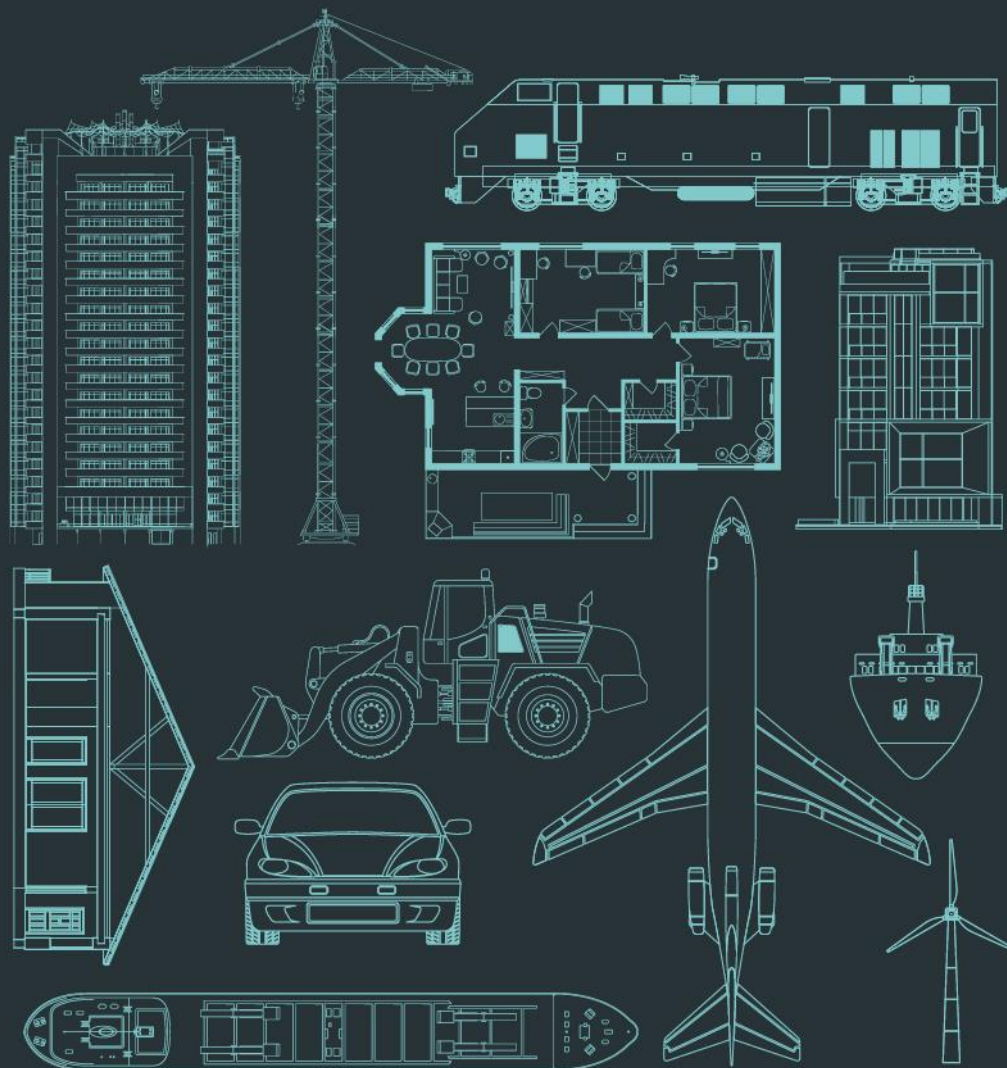




Statement of Community Involvement (SCI) **Land at Jessiefield, Spath Road/ Lancaster Road, Didsbury**

Created for McCarthy Stone

February 2023

The ideas and information contained within this report and any other associated documents are of a confidential nature and must not be passed on to any third party without the prior written consent of BECG.

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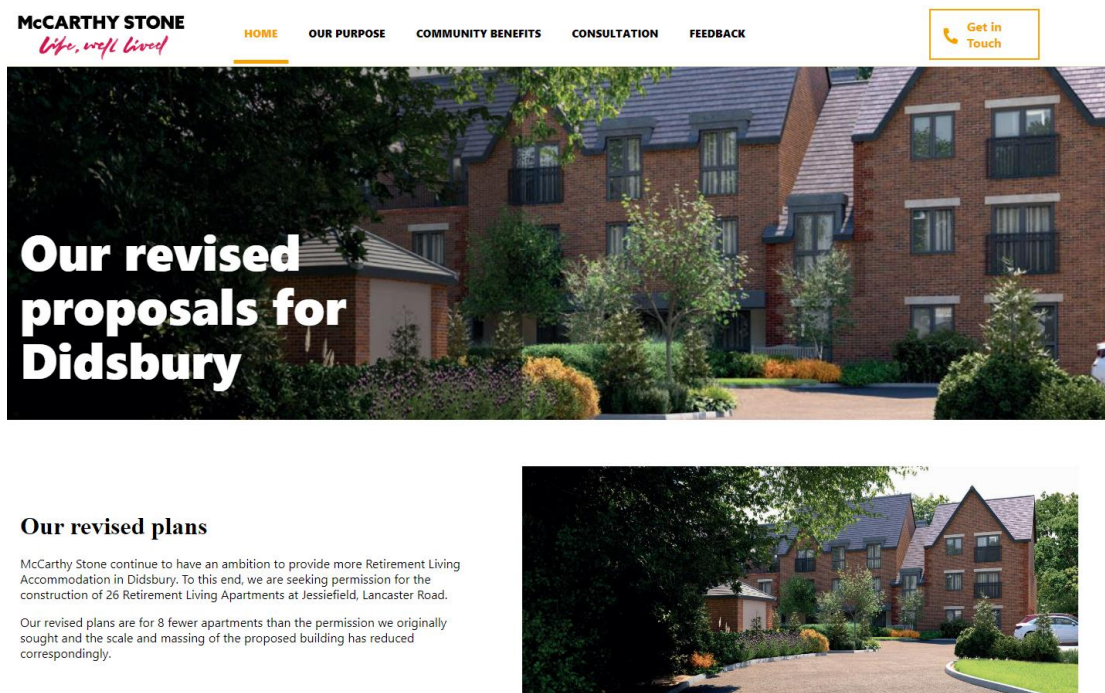
Executive Summary

McCarthy Stone is committed to consulting with the local community regarding its proposals to develop land at Spath Road / Lancaster Road, Didsbury with Retirement Living accommodation, car parking and landscaping.

This report details consultation undertaken on a revised scheme for the site following the refusal of the original plans in December 2020.

Residents and stakeholders were given the opportunity to provide feedback regarding the proposals at all stages of the public consultation and via several different channels, including online feedback forms on the virtual consultation and via postage paid feedback cards issued with the project newsletter. A freephone information line, a feedback email address and a dedicated website were also made available throughout the course of the pre-application planning stages for interested parties to receive further information and to provide their feedback to the project team.

Prior to launching the wider consultation, online meetings were offered to local stakeholders. Following this a virtual public consultation was held from **Monday 7th November until Monday 21st November 2022**, which over 200 addresses close to the site were invited to view. The virtual consultation was viewed 45 times during this period. An online feedback form was available as part of the virtual consultation for attendees to record their views.



The screenshot shows the McCarthy Stone website with the tagline 'Life, well lived'. The navigation menu includes HOME, OUR PURPOSE, COMMUNITY BENEFITS, CONSULTATION, and FEEDBACK. A 'Get in Touch' button is visible in the top right. The main heading reads 'Our revised proposals for Didsbury'. Below this, the text states: 'Our revised plans' and 'McCarthy Stone continue to have an ambition to provide more Retirement Living Accommodation in Didsbury. To this end, we are seeking permission for the construction of 26 Retirement Living Apartments at Jessiefield, Lancaster Road. Our revised plans are for 8 fewer apartments than the permission we originally sought and the scale and massing of the proposed building has reduced correspondingly.' A photograph of the proposed brick apartment building is shown on the right.

A virtual consultation website, providing information regarding McCarthy Stone and their proposal for Didsbury, was available between Monday 7th November and Monday 21st November 2022 at mccarthystoneconsultation.co.uk/didsbury

The revised proposals received a mixed response from members of the local community. Some comments reiterated previous opposition to development of the site, raising issues about the size of the development, concerns about parking provision and the loss of greenery at the site. However, there were also a number of positive responses expressing the need for high-quality specialist retirement living accommodation in Didsbury.

McCarthy Stone has carefully reviewed all of the feedback received. The main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

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

1. Introduction

- 1.1 McCarthy Stone, the UK's leading developer and manager of retirement communities, is exploring options for the development of land at Jessiefield off Spath Road / Lancaster Road. Following the refusal of its previous planning application in December 2020, McCarthy Stone is now bringing forward a revised proposal for a new specialist retirement community at the site.
- 1.2 McCarthy Stone is committed to consulting stakeholders and the local community about its planning applications. As a result, McCarthy Stone has a strong track record of involving and communicating with members of the local community, community groups, local councillors and other relevant third-party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by McCarthy Stone in respect of its new proposals for the site. It provides a chronological account of the consultation activity that has been undertaken and the activity that McCarthy Stone proposes to undertake before determination of the application.
- 1.4 To assist with the community consultation and stakeholder engagement, McCarthy Stone has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.5 All feedback received is accounted for and represented within this document.

2. Background

2.1 Proposal site

- 2.1.1 The proposal site is situated on land at Spath Road / Lancaster Road, Didsbury, and is currently occupied by a large house known as Jessiefield.
- 2.1.2 The proposed development would meet a local need for specialist retirement living accommodation, with the Manchester Local Plan (2012) highlighting a growing need for suitable homes for older people to downsize to, as well as a need for specialist housing with extra care. The plan recognises that the elderly population is increasing and that there is a shortage of housing for elderly people, particularly with regards to the South Manchester District Centres including Didsbury.

Retirement Living accommodation:

- 2.1.3 McCarthy Stone is proposing to deliver a high-quality scheme featuring one apartment building of two, two and a half and three-storeys with a total of 26 Retirement Living apartments. These will comprise a mix of one-and-two-bedroom units which will be available for purchase, rent and part-rent part-buy. All have access to shared facilities, including a residents' lounge, guest suite and a mobility scooter storage room with charging points.



Proposed site plan as displayed on the virtual consultation website from Monday 7th November to Monday 21st November 2022

Design and height

- 2.1.4 The proposal site is located at Spath Road / Lancaster Road, Didsbury and is currently occupied by large house known locally as Jessiefield. The proposals would make use of a traditional palette of materials that would complement the existing architecture in the area.
- 2.1.5 McCarthy Stone's proposals for Jessiefield have evolved following reflection on the reason for refusal of the original plans. While Manchester City Council gave a number of reasons for refusal, the appeal to the planning inspector was only refused on the basis of its scale and massing. Therefore, the size of the proposed building has been reduced as well as the number of apartments from 34 to 26.
- 2.1.6 The proposed apartment buildings will consist of a 3-storey block, with 2-storey elements, set within landscaped outdoor space.



Preliminary sketch of elevations

Car parking and access

- 2.1.7 Vehicular access to the site will be provided via an existing access road off Spath Road.
- 2.1.8 As part of the development, McCarthy Stone will provide 19 on-site car parking spaces for use by residents, staff, and visitors.

- 2.1.9 Retirement Living schemes are associated with low traffic generation, especially at peak times, with low levels of car ownership when compared to open market developments. This is particularly the case given the highly sustainable location of the proposed development, with excellent access to local public transport routes and within easy walking distance to local amenities such as shops, cafes and restaurants.

Landscaping and trees

- 2.1.10 The site currently has generous grounds, including a small, wooded area to the south. McCarthy Stone would retain the majority of trees on the site, including the southern woodland, and improve the remaining grounds with high-quality landscaping. The grounds would be maintained on an ongoing basis by an in-house grounds maintenance team.

3. Consultation

3.1 Statement of Community Involvement

The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

National Planning Policy Framework (2021)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 McCarthy Stone has had regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.4 It goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They 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 and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*
- 3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *“the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.”*
- 3.1.6 Manchester City Council adopted its current **Statement of Community Involvement (SCI)** in June 2018 which sets out how developers should consult and engage with the community when preparing planning applications.
- 3.1.7 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving

communities in the preparation of Local Development Documents and considering planning applications.

- 3.1.8 Manchester City Council's adopted SCI encourages planning applicants to engage with local communities, prior to making a formal application, specifically in section 9.

"Development proposals that will require major developer contributions (through section 106 agreements) in order for permission to be granted, where the contributions will be beneficial to the community.

"We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged.

"Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community. This will mean that there are likely to be fewer objections once an application is submitted."

- 3.1.9 Government guidance and the Manchester City Council's SCI encourage pre-application discussions and community involvement. As a result, McCarthy Stone's consultation programme had several key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors, and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow people to become actively involved in the process
- To identify and address any issues raised by the local community and stakeholders

- 3.1.10 Therefore, McCarthy Stone has undertaken the programme of community consultation on its revised plans the site outlined in this Statement of Community Involvement.

3.2 One-to-one stakeholder meetings

- 3.2.1 McCarthy Stone felt it was important to discuss its proposals for the site's development with local stakeholders as part of the wider community consultation, offering the opportunity to attend one-to-one briefings with members of the McCarthy Stone project team.

- 3.2.2 The following stakeholders were invited to attend a one-to-one meeting with the McCarthy Stone project team to receive a briefing on the revised proposals:

- Councillor for Didsbury West – Councillor John Leech (Liberal Democrat)
- Councillor for Didsbury West – Councillor Greg Stanton (Labour)

- Councillor for Didsbury West – Councillor Debbie Hilal (Labour)
- Member of Parliament for Manchester, Withington – Jeff Smith MP (Labour)

3.2.4 All three of the ward members arranged for an in-person meeting with the project team. As a result, two meetings were held.

3.2.5 While the MP expressed an interest in attending the meeting with the team alongside the Labour ward members, he was unavailable to attend on the day.

3.2.6 Feedback from the ward members was mixed, with some expressing concerns about the low ratio of car parking spaces to residents. Other concerns voiced included the impact on wildlife and trees at the site and concern about increased traffic associated with the proposals. Some councillors did note that there is a need for more retirement housing in Didsbury and made positive comments about the design.

3.3 Virtual Consultation Newsletter

3.3.1 To maximise the reach of the consultation and to encourage feedback from the local community, McCarthy Stone held a virtual exhibition of the plans. This was available online from Monday 7th November to Monday 21st November 2022 and was hosted on a dedicated project website, www.mccarthystoneconsultation.co.uk/didsbury.

3.3.2 An invitation newsletter and feedback postcard with return postage paid envelopes were distributed to circa 200 households and businesses in the local area. This provided information about McCarthy Stone, the proposals and how to engage with the consultation. The invitations were distributed by first class post on Friday 4th November 2022 to the area shown on the map below.



Consultation newsletter distribution area

3.3.3 The two-page A4 invitation newsletter contained the following:

- Background to the site
- Site layout plan and details of the site
- Details of the virtual consultation
- An overview of the revised proposals
- Comparison image to previous scheme
- Information about McCarthy Stone
- Details about Retirement Living accommodation
- Benefits of the proposed development

WELCOME

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

As you may be aware, McCarthy Stone submitted an application to redevelop land at Lancaster Road with Retirement Living accommodation in October 2020.

We are now bringing forward a revised application for a new Retirement Living scheme following the refusal of the initial plans.

Our updated scheme has carefully considered the reasons for refusal of the previous application. The new application is smaller than the original plans with a reduced massing to respect the character of the area. The development will now consist of a reduced number of 26 apartments compared to the original proposal for 34 apartments.

As part of our commitment to community engagement, we are currently consulting local people and elected representatives on our proposals.

We would like to invite you to our virtual consultation to view the updated proposals and provide us with your feedback on our new scheme.

If you have any comments, please take a moment to let us know your thoughts by completing the online feedback form on the virtual consultation website. If you do not have access to the internet, you can complete the enclosed feedback card and return it to us in the postage paid envelope.



WE WANT TO HEAR FROM YOU

Leave your feedback, comments and questions by contacting the project team on:

- 0800 298 7040 (Freephone)
- feedback@mccarthystoneconsultation.co.uk
- www.mccarthystoneconsultation.co.uk/didsbury
- McCarthy Stone Didsbury Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester M2 6FW

FIND OUT MORE VIA OUR VIRTUAL EXHIBITION

If you would like more information or have any questions, you can find out more at our virtual consultation by visiting:

www.mccarthystoneconsultation.co.uk/didsbury
between Monday 7th November - Monday 21st November 2022

If you are unable to access the internet, please contact us on the freephone line 0800 298 7040, and you'll be able to speak to a member of the project team.



The virtual consultation invitation newsletter

3.3.4 A copy of the invitation newsletter for Didsbury can be found at Appendix 6.1.

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

3.3.6 The invitation letters also contained a postage paid feedback card allowing recipients to provide the project team with their thoughts and comments, irrespective of whether they were able to view the virtual consultation.

3.4 Media Relations

3.4.1 To ensure the wider community was aware of the consultation, a detailed press release was issued to local media publications, including the Manchester Evening News, Place North West and The Business Desk and Messenger Newspapers. The press release contained the following information:

- Details of the public consultation
- An overview of the proposals
- A summary of nearby amenities

- Benefits of the proposed development
- McCarthy Stone's contact information including the freephone information line, project email and the website address

3.4.2 A copy of the press release and media clippings can be found in Appendix 6.2.

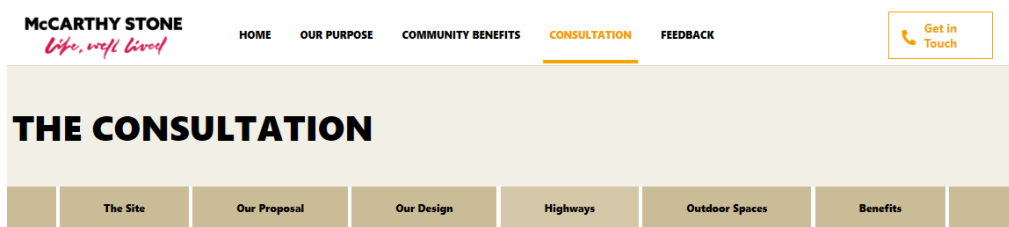
3.5 Virtual Consultation Website

3.5.1 A virtual consultation website was created to display information about the proposals. The website will be updated throughout the public consultation and planning process. The website is hosted at www.mccarthystoneconsultation.co.uk/didsbury.

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

3.5.3 The virtual consultation 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 accommodation
- An overview of the updated scheme
- How the site could be sensitively developed with Retirement Living accommodation, including sketch perspectives and site layouts
- McCarthy Stone's approach to sustainability
- How McCarthy Stone seeks to create happier, healthier, and longer lives
- Benefits to the local economy and community
- Online feedback form



Our Proposal

Our plans for new Retirement Living Accommodation, providing choice for older people in the local area, have been devised following reflection on the feedback on our previous scheme. Our revised proposals comprise:

- 26 Retirement Living apartments set across one building of a mix of two and three storeys
- A palette of traditional materials that will complement the architecture in the area
- Parking for 20 cars throughout the development, including visitors' spaces, as well as disabled spaces
- Retention of the existing vehicle access point from Spath Road
- Pedestrian access throughout the development and onto both Spath Road and Lancaster Road
- Beautifully landscaped outside spaces to encourage social interaction, as well as the retention and enhancement of the majority of trees along the boundaries of the site, creating a pleasant residential environment
- Tailored communal facilities, including a residents' lounge and a guest suite for when relatives and friends come to visit

Evolution of the plans

McCarthy Stone's vision for Jessiefield has evolved following reflection on the reason for refusal of our original plans. While Manchester City Council gave a number of reasons for refusal, our appeal to the Planning Inspectorate was only refused on the basis of its scale and massing. To this end we have reduced the size of our proposed building and the number of apartments from 34 to 26.

We believe that our revised proposals will breathe life in to this underutilised site and provide genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years.

Please scroll down to view comparisons between the current site, our original proposal and our revised proposals.

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME

A virtual consultation providing information regarding McCarthy Stone and their proposal for land at Spath Road / Lancaster Road, Didsbury was held between Monday 7th November and Monday 21st November 2022 at <https://mccarthystoneconsultation.co.uk/didsbury>

3.5.4 Screenshots of the virtual consultation can be found in Appendix 6.3.

3.5.5 Feedback forms could be filled in on the virtual consultation. These were then collated, and the feedback analysed.

Let us know your feedback

We are keen to hear your views to help inform Manchester City Council's decision making process. Please take a moment to complete our online feedback form via the have your say page.

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

Title	Email
First Name	Telephone
Last Name	Address

Age group

Under 13 13-17 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85+

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

☐ Email ☐ Post ☐ Telephone

NEXT

[Privacy Statement](#)

The online feedback form

3.5.6 A copy of the feedback form can be found at Appendix 6.4

3.6 Post-paid and 0800 Comment Facility

3.6.1 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.

3.6.2 The telephone number used (**0800 298 7040**) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside 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.

3.6.3 Feedback postcards issued prior to the virtual consultation included postage paid envelopes to encourage feedback.

Privacy Statement

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with McCarthy Stone and its project team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and McCarthy Stone will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Involvement (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

BECG acts on behalf of McCarthy Stone to run public consultation activities.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals for land at Lancaster Road, Didsbury. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when developing sites.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other)

First Name or Initial

Surname

Postcode

Age Group (please circle)

Under 13 13-17 18-24 25-34 35-44 45-54
55-64 65-74 75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Telephone

Email

Do you support these proposals?

YES

NO

***PLEASE COMPLETE IN BLOCK CAPITALS**

Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.

Any additional comments about McCarthy Stone's proposals

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com. You can also find McCarthy Stone's Privacy Statement at mccarthyandstone.co.uk/privacy-and-cookies.

20347/0222

An example of the postage-paid feedback card sent with the project newsletter prior to the virtual consultation

4. Review of Comments

4.1 Feedback Responses

4.1.1 The deadline for feedback on the plans was Monday 21st November 2022.

Total no. of responses	Supportive, including outright support and support with comments	Objection, comments raising primarily concerns	Unsure/neutral stance or no comments
7	2	5	0
(100%)	(29%)	(71%)	(0%)

4.1.2 Of the seven responses to the virtual consultation, 29% of respondents outlined their support for the proposals and 71% raised concerns about certain aspects or objected to the scheme.

4.1.3 Most of the positive comments received were in support of the provision of retirement living accommodation, recognising a local need.

4.1.4 Those who objected to the plans primarily raised concerns about loss of greenery, parking provision, building scale.

4.1.5 Other respondents registering objections believe that specialist housing for older people is not needed in Didsbury.

4.1.6 The analysis has been divided into individual sections to address the specific questions asked via the different feedback mechanisms.

4.1.7 **Below is a top-line breakdown of all comments received from the postage paid reply cards and the virtual consultation feedback forms.**

NB: The table below summarises the comments and concerns of all postage paid reply cards, feedback forms and online feedback received up to Tuesday 22nd November 2022 (three reply postcards and four virtual exhibition online feedback forms).

Analysis of all seven feedback responses

Theme	Total
Retirement Living accommodation is needed	3
Improvement on previous plans	1
Attractive design	1
Concerns related to access, parking and traffic	3
Issues raised regarding the size and scale	3
Loss of greenery and potential impact on wildlife	3
Specialist housing for older people is not needed in Didsbury	3
Privacy/overlooking concerns	2
Properties will not be affordable	2

4.1.8 Below is a breakdown of the responses to the specific questions featured on the virtual exhibition online feedback forms.

Q1. Do you welcome the provision of specialist housing for local older people in your area?

Do you welcome the provision of specialist housing for local older people in your area?					
Total no. of responses	Yes	Yes, with comments	No	Non-committal	No answer
4	1	1	2	0	0
(100%)	(25%)	(25%)	(50%)	(0%)	(0%)

Of the four respondents to the online feedback form, one stated that they welcomed the provision of specialist housing for local, older people in Didsbury, with another one stating that they welcomed it in the area but had reservations about the proposal site.

The two respondents who stated that they do not welcome the provision of specialist housing for older people in Didsbury gave the reason of not wanting retirement accommodation at the Jessiefield site.

Positive comments	Road
<i>"I completely welcome the provision of specialist housing for older people in this and all areas.</i> <i>I firmly believe that older people have as much right to reside in the M20 area of South Manchester as any other group and that this should not solely be the preserve of the affluent."</i>	Spath Road

Q2. Do you consider that this is a good use of this site for specialist housing for local, older people?

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	Non-committal	No answer
4	1	0	3	0	0
(100%)	(25%)	(0%)	(75%)	(0%)	(0%)

This question received less positive feedback. Some of the respondents expressed they felt that the site should be used as family housing.

Positive comments	Road
<i>"On balance, yes I do, having weighed up the pros and cons in the round and listened to arguments for and against, many of which I fully understand."</i>	Spath Road

Q3. Do you have any comments on the design and layout of the proposals?

Do you have any comments on the design and layout of the proposals?				
Total responses	Supportive	Negative	Suggestions	No answer
4	1	3	0	0
(100%)	(25%)	(75%)	(0%)	(0%)

Positive comments	Road
<i>"I feel that the revised proposals are a significant improvement on their predecessors and would provide an excellent site for older people to live.</i> <i>The design of the buildings are not dissimilar to many of those in the East Didsbury area and are a needed resource. It is positive that the scheme has been rethought in a way more sympathetic to the local area.</i> <i>The scheme appears to balance independence and support (if needed) in what is without doubt, on the whole, a safe, green area of southside Manchester for older people."</i>	Spath Road

Q4. Do you have any general comments about the proposals?

Do you have any general comments about the proposals?				
Total responses	Supportive	Negative	Suggestions	No answer
4	1	3	0	0
(100%)	(25%)	(75%)	(0%)	(0%)

Positive comments included	Road
<i>"Were this a dedicated greenfield site then that would be a different matter (for example Marie Louise gardens) and I would be the first to object, but this house was, if I understand a very large, unlisted privately owned property.</i> <i>In terms of affordability and need, the redevelopment would enable many older people to live in an area of their choice as opposed to smaller number occupancy."</i>	Spath Road

4.2 Response to Comments

- 4.2.1 All comments received have been reviewed by the project team and where possible amendments were made to the proposal.
- 4.2.2 Feedback could be provided via a range of different channels: directly to the project team via the online feedback form and postage paid reply cards; the project email inbox and also via the project freephone line.

- 4.2.3 The issues raised via these channels are covered in the application documents which accompany this document.
- 4.2.4 During the consultation feedback review period, McCarthy Stone's project team responded directly to specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 4.2.5 The issues which arose during the consultation process and McCarthy Stone's response to each are detailed below:

Positive feedback: Positive feedback was typical for a McCarthy Stone development – 29% of the feedback responses expressed support for development of the site with Retirement Living accommodation. Support was primarily registered for:

- **The need for Retirement Living accommodation in Didsbury**

McCarthy Stone's response:

McCarthy Stone is pleased with the engagement from the local community during the consultation period. The number of comments received for this site is less than for a typical McCarthy Stone proposal, however as this scheme is for a revised application, we expect that this is the reason for the lower response rate. Regardless, we are pleased that residents have taken the time to provide some positive feedback.

Negative feedback: Some residents made us aware of their concerns via the various feedback channels. A detail of these key concerns can be found below:

Concerns related to traffic and access: Concern was raised regarding the potential for the development to result in extra vehicles on the roads and how this would impact pre-existing traffic issues.

McCarthy Stone's response:

Residents of McCarthy Stone developments have proportionately lower car ownership than developments of similar numbers of properties. Furthermore, due to residents being retirees, most journeys made by private car are outside of peak hours and so the impact on the local highway network is minimal. As part of our application, we have commissioned a Transport Statement and this shows that the likelihood is that our proposals will have no material impact upon traffic flows or lead to increased demand for on-street parking.

Concerns related to the size and scale of the building and how this may result in properties being overlooked: Some respondents mentioned that they were concerned about the scale of the building and how it may overlook adjacent properties.

McCarthy Stone's response:

McCarthy Stone has taken onboard the reasons for the previous scheme's refusal and in its September submission, has significantly reduced the size of the building. The revised proposals are for a smaller number of apartments set across a mostly 3-storey building with elements of 2 and 2.5-storeys, whereas the previous refused proposals included 4-storey elements. Through consultation with Manchester City Council's Planning Department additional revisions have been made to the design to further mitigate the visual impact of a development of this scale and massing. The site also benefits from a significant number of mature trees that will be retained and used to provide a screen and ensure the privacy of the site's closest neighbours. Visually Verified images comparing the refused scheme to the scheme as of December 2022 are illustrated below.



Refused scheme



Updated scheme (December 2022)



Refused scheme



Updated scheme (December 2022)

Concern regarding on-site parking provision: A number of respondents stated that they felt the number of on-site car parking spaces proposed for the development is insufficient and would result in vehicles parking on surrounding streets.

McCarthy Stone's response:

The proposed parking provision is put forward based on McCarthy Stone's experience at developments across the country, including similar sites to that proposed in Didsbury. Vehicle ownership rates at McCarthy Stone developments are typically low and we are confident that there is sufficient parking provision proposed for the site and that parking issues on neighbouring streets will not be exacerbated by the development.

The proposed number of car parking spaces are assessed in the Transport Statement which accompanies the planning application.

Concerns over perceived loss of greenery and the impact on wildlife: Some respondents mentioned that they were concerned about the loss of greenery on this site and how this could impact on wildlife.

McCarthy Stone's response:

McCarthy Stone recognises the value of outdoor green spaces and how important these are for resident's wellbeing. The proposals for Didsbury would retain the majority of the trees on site including the southern woodland. The remainder of the grounds would include high-quality landscaping for future residents of the development to use as communal gardens.

As part of our application, we have also submitted ecology surveys that consider any wildlife that currently inhabits the site. As a result of these surveys, we take measures such as avoiding nesting seasons to minimise our impact on and protect wildlife.

Perceived lack of a need for this type of accommodation in Didsbury: Other respondents felt that there is no need for specialist housing for older people in the area.

McCarthy Stone's response:

The Manchester Local Plan (2012) highlights a growing need for suitable homes for older people to downsize to, as well as a need for specialist housing with extra care due to a significant increase in the elderly population. As such, McCarthy Stone have recognised an additional need for further accommodation in Didsbury. In addition, the specialist nature of the accommodation and the community created at the developments has been shown to reduce demand on health services. This arises from the reduction in social isolation that the environment of a McCarthy Stone development enables and the nature of the accommodation which is more suited to the needs of residents previously under-occupying a family home without adaptations.

Concerns regarding the affordability of the properties: Some responses questioned if the properties would be affordable for local older people

McCarthy Stone's response:

McCarthy Stone properties are priced in-line with the local housing market in the area. The majority of occupants of new McCarthy Stone properties move from within a 4-mile radius and therefore are more than likely to be selling a family-sized home within the area to downsize to our apartments.

Furthermore, McCarthy Stone offers a range of options available to residents including private sale, part-rent, part-buy and rental options.

5. Continued Engagement

5.1 On-going Stakeholder Engagement

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

5.2 Updating Materials

- 5.2.1 The project website, <https://mccarthystoneconsultation.co.uk/didsbury>, will be updated ahead of determination of the application and once a decision has been made.

6. Appendices

6.1 Consultation invitation newsletter

6.2 Community consultation press release and media clippings

6.3 Screenshots of the virtual consultation

6.4 Online feedback form

6.1 Consultation invitation newsletter

NOVEMBER 2022 - INVITATION TO VIEW UPDATED PLANS

Providing much-needed accommodation
for older people in Didsbury

McCARTHY STONE
Life, well lived

WELCOME

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

As you may be aware, McCarthy Stone submitted an application to redevelop land at Lancaster Road with Retirement Living accommodation in October 2020.

We are now bringing forward a revised application for a new Retirement Living scheme following the refusal of the initial plans.

Our updated scheme has carefully considered the reasons for refusal of the previous application. The new application is smaller than the original plans with a reduced massing to respect the character of the area. The development will now consist of a reduced number of 26 apartments compared to the original proposal for 34 apartments.

As part of our commitment to community engagement, we are currently consulting local people and elected representatives on our proposals.

We would like to invite you to our virtual consultation to view the updated proposals and provide us with your feedback on our new scheme.

If you have any comments, please take a moment to let us know your thoughts by completing the online feedback form on the virtual consultation website. If you do not have access to the internet, you can complete the enclosed feedback card and return it to us in the postage paid envelope.



WE WANT TO HEAR FROM YOU

Leave your feedback, comments and questions by contacting the project team on:

- 0800 298 7040 (Freephone)
- feedback@mccarthystoneconsultation.co.uk
- www.mccarthystoneconsultation.co.uk/didsbury
- McCarthy Stone Didsbury Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester M2 6FW



FIND OUT MORE VIA OUR VIRTUAL EXHIBITION

If you would like more information or have any questions, you can find out more at our virtual consultation by visiting:

www.mccarthystoneconsultation.co.uk/didsbury
between Monday 7th November - Monday 21st November 2022

If you are unable to access the internet, please contact us on the freephone line 0800 298 7040, and you'll be able to speak to a member of the project team.

OUR REVISED PROPOSALS

Our virtual consultation portal hosts several images comparing our revised proposals to our original scheme.

Our virtual consultation portal hosts several images comparing our revised proposals to our original scheme. The images to the right show the original and revised elevations when viewed from the entrance to the site from Spath Road.

More comparisons are available online at:
<http://www.mccarthyconsultation.co.uk/didsbury>



Original

OUR RETIREMENT LIVING APARTMENTS

Our Retirement Living developments enable our residents to continue to live independent and healthy lives in their own home.

Our properties can be occupied by people aged 60 or over and are provided for outright sale, rent and part-rent part-buy. The average age of residents upon entry is 79 and the majority of residents moving into our developments already live in the local area.

Designed to make life a little easier

Residents live in their own property with its own front door and privacy just as they had in their previous family homes. They are free to join in community activities or to pursue their own interests as they please, but always with the comfort and knowledge that help and support is on hand.

The properties are all designed to be 'care ready' and are fully wheelchair accessible. They are built to generous internal space standards and incorporate features designed to help residents maintain their independence, such as 24-hour emergency call points, secure camera entry systems, accessible bathrooms, eye level ovens and cupboards, good lighting, and switches / electrical sockets at a raised height to reduce bending.

Estate management, care and support is provided by McCarthy Stone Management Services, our in-house care and management company, which is regulated by the Care Quality Commission (CQC) in England and its equivalent bodies in Scotland and Wales.

Stunning shared spaces

Along with the benefits of independent living within their own property, residents are able to enjoy activities in the shared spaces within the apartment development.

These include a shared lounge and a guest suite for when friends and family come to stay. All our developments also include beautifully landscaped outside spaces which enhance both the buildings and the local neighbourhood, as well as providing a social area for homeowners to come together which is, importantly, accessible to older people.

These shared spaces within retirement communities help to combat loneliness in later life more effectively, as there is a ready-made community available. We make this a priority within our developments, ensuring that a range of activities, trips and opportunities to make new friends are available to our homeowners.



Revised

BENEFITS OF THE PROPOSAL

- Much needed specialist Retirement Living accommodation provided for local older people;
- A carefully redesigned scheme that is sympathetic to the surrounding area and addresses the reasons for the previous application's refusal;
- Ideal location close to public transport links to shops and services;
- A sensitive neighbour for those living near to the site;
- Sufficient on-site car parking;
- Low levels of traffic generation and car ownership;
- Support for the local economy, with residents choosing to use local shops and services;
- Family housing is released back on to the local market.

UNABLE TO GET ONLINE?

If you are unable to access the internet, please contact us on the freephone line, 0800 298 7040, and you'll be able to speak with a member of the project team.

You can also write to us at McCarthy Stone Didsbury Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW

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

6.2 Community consultation press release and media clippings



FOR IMMEDIATE RELEASE

2 November 2022

Revised plans for retirement accommodation in Didsbury set to provide boost for elderly community in south Manchester

The UK's leading Retirement Living Developer, McCarthy Stone has submitted new plans for a high-quality development of apartments at Spath Road/Lancaster Road, Didsbury.

McCarthy Stone has had an ambition to expand their provision of specialist housing for elderly people in Didsbury, capitalising on the fantastic range of amenities locally.

Their latest application is for a modest development of apartments in a single building, comprised of 26 in total. It comes after McCarthy Stone carefully reviewed the feedback and concerns of local residents and planning officers about a previous application and subsequent appeal for 34 apartments on the same site.

The new development will benefit from impressive landscaped gardens, 20 car-parking spaces and a relaxing residents' lounge for communal use. The building will also feature an array of traditional materials to ensure that the development compliments the existing architecture in the local area.

Residents will be able to make use of the excellent transport links located nearby, including the high-frequency Metrolink tram service and bus stops connecting the area to Altrincham, Stockport and Manchester city centre.

The new scheme provides a great opportunity to enhance the local housing choice by providing beautifully appointed apartments for private sale, rent and part rent-part buy.

McCarthy Stone has now launched a public consultation to receive feedback from the public on the revised plans. Those looking to find out more about the plans or to give feedback can do so via the virtual consultation which is available from 7th November to 21st November at www.mccarthystoneconsultation.co.uk/didsbury.

Representatives from McCarthy Stone met with local ward councillors last month to hear their views on the proposals ahead of the wider public consultation.

Ian Wilkins the Divisional Managing Director North, McCarthy Stone said:

"We are thrilled to bring forward this scaled-back scheme that will provide a huge boost to the retirement community in south Manchester."

"Our proposals for Didsbury will help to address an increasing demand for retirement accommodation in the area, providing housing choice for older people, whilst freeing up the wider housing market for local families and first-time buyers further down the chain in an area with high demand for of these types of homes."

"We are eager to hear from the public about their views on our proposals and encourage people to go online, view the proposals and provide their feedback."

Anyone who is unable to view the plans online but would like further information can call McCarthy Stone's project team via their Freephone information line on 0800 298 7040 or via email at feedback@mccarthystoneconsultation.co.uk.

- ENDS -

For more information contact:

Sean Fielding

sean.fielding@becg.com

0161 359 4105

Notes to the Editor:

About McCarthy Stone:

McCarthy Stone is the UK's leading developer and manager of retirement communities. Its customers maintain their independence within a beautiful, secure, contemporary private home, while enjoying the peace of mind that help and care is on hand if needed. Its communities make a positive difference to the lives of its customers and the organisation is focused on supporting and championing the role, wellbeing and happiness of older people in society.

McCarthy Stone has two main product ranges – Retirement Living, and Retirement Living PLUS. Retirement Living developments provide independence in private apartments designed specifically for the over-60s, as well as facilities such as communal lounges and guest suites that support companionship. Retirement Living PLUS developments, which are a form of Extra Care housing, are designed specifically for the over-70s, offer all of this plus more on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site CQC-regulated care and support packages to assist those needing additional help.

All developments built since 2010 are managed by the company's in-house management services team, providing peace of mind that it will look after customers and their properties for the long term. As of November 2021, McCarthy Stone operates 475 developments across the UK for more than 20,000 people.

McCarthy Stone's commitment to quality and customer service continues to be recognised by residents. In March 2021, the Group received the full five-star rating for customer satisfaction from the Home Builders Federation for the sixteenth consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

For further information, please visit www.mccarthystone.co.uk



Home / North West / Property / Retirement home company revises plans for Didsbury development

Retirement home company revises plans for Didsbury development



Proposals for the Didsbury scheme

Property
November 04 2022
Neil Hodgson



Write a comment



Retirement living developer, McCarthy Stone, has submitted new plans for an apartments scheme at Spath Road/Lancaster Road, Didsbury.

The firm has had an ambition to expand its provision of specialist housing for elderly people in Didsbury, capitalising on a range of amenities locally.

The latest application is for a modest development of apartments in a single building, comprised 26 in total. It comes after McCarthy Stone reviewed the feedback and concerns of local residents and planning officers about a previous application and subsequent appeal for 34 apartments on the same site.

The new development will benefit from landscaped gardens, 20 car-parking spaces and a relaxing residents' lounge for communal use. The building will also feature an array of traditional materials to ensure that the development complements the existing architecture in the local area.

Residents will be able to make use of the excellent transport links located nearby, including the high frequency Metrolink tram service and bus stops connecting the area to Altrincham, Stockport and Manchester city centre.

The apartments will be available for private sale, rent and part rent-part buy.

McCarthy Stone has now launched a public consultation to receive feedback on the revised plans.

Representatives from McCarthy Stone met with local **Ward** councillors last month to hear their views on the proposals ahead of the wider public consultation.

Ian Wilkins, divisional managing director North, McCarthy Stone, said: "We are thrilled to bring forward this scaled-back scheme that will provide a huge boost to the retirement community in south Manchester.

"Our proposals for Didsbury will help to address an increasing demand for retirement accommodation in the area, providing housing choice for older people, whilst freeing up the wider housing market for local families and first time buyers further down the chain in an area with high demand for of these types of homes.

"We are eager to hear from the public about their views on our proposals and encourage people to go online, view the proposals and provide their feedback."

[Previous Article](#)

[Next Article](#)



6.3 Screenshots of the virtual consultation

McCARTHY STONE
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HOMEOUR PURPOSECOMMUNITY BENEFITSCONSULTATIONFEEDBACK

Get in Touch

THE CONSULTATION

The Site

Our Proposal

Our Design

Highways

Outdoor Spaces

Benefits

The Site

The site of our proposed Retirement Living Scheme is located at the junction of Lancaster Road and Spath Road, close to Didsbury Village. It is currently occupied by a large house known locally as Jessiefield, which has sadly fallen in to a state of disrepair. We are seeking to demolish this property and replace it with a high-quality development of 26 Retirement Living apartments.

Our new apartments will be just a short walk from the wide range of local amenities on offer in Didsbury Village, allowing residents to benefit from being within reasonable walking distance of places to pick up most day-to-day essentials. If needing to travel further afield, our site's proximity to reliable local bus links to Stockport, Altrincham, The Trafford Centre and Manchester, and the tram link to the city centre and beyond, will reduce new residents' need to rely on private vehicles.

The site currently has generous grounds, including a small wooded area to the south. McCarthy Stone would retain the majority of trees on the site, including the southern woodland, and improve the remainder of the grounds with high-quality landscaping. The grounds would be maintained on an ongoing basis by our in-house grounds maintenance team.

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME



Community Benefits

Our Proposal

THE CONSULTATION

	The Site	Our Proposal	Our Design	Highways	Outdoor Spaces	Benefits	
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Our Proposal

Our plans for new Retirement Living Accommodation, providing choice for older people in the local area, have been devised following reflection on the feedback on our previous scheme. Our revised proposals comprise:

- 26 Retirement Living apartments set across one building of a mix of two and three storeys
- A palette of traditional materials that will complement the architecture in the area
- Parking for 20 cars throughout the development, including visitors' spaces, as well as disabled spaces
- Retention of the existing vehicle access point from Spath Road
- Pedestrian access throughout the development and onto both Spath Road and Lancaster Road
- Beautifully landscaped outside spaces to encourage social interaction, as well as the retention and enhancement of the majority of trees along the boundaries of the site, creating a pleasant residential environment
- Tailored communal facilities, including a residents' lounge and a guest suite for when relatives and friends come to visit

Evolution of the plans

McCarthy Stone's vision for Jessiefield has evolved following reflection on the reason for refusal of our original plans. While Manchester City Council gave a number of reasons for refusal, our appeal to the Planning Inspectorate was only refused on the basis of its scale and massing. To this end we have reduced the size of our proposed building and the number of apartments from 34 to 26.

We believe that our revised proposals will breathe life in to this underutilised site and provide genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years.

Please scroll down to view comparisons between the current site, our original proposal and our revised proposals.

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME



The Site

Our Design

THE CONSULTATION

The Site	Our Proposal	Our Design	Highways	Outdoor Spaces	Benefits
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Our Design

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

Our team of architects have spent time carefully redesigning the scheme to address the reasons for the previous application's refusal. The new design is sympathetic to the surrounding area, with a significantly reduced building scale with less apartments that strives to protect the amenity of the neighbouring residents.

The layout of the site will allow space for car parking at the front of the site to set the building back from the street and retain the existing mature trees to mitigate the appearance of the apartments whilst also providing privacy to residents and neighbours. At the south of the site, residents will benefit from a communal area set within landscaped gardens.

We have carefully considered our design, to breathe new life into a previously developed site. Our proposals represent an exciting opportunity to bring forward high-quality, low maintenance homes in a vibrant area, whilst providing genuine choice for older people so they can continue to live locally in a home that meets their needs and aspirations in their later years.



Our Proposal

Highways

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME

THE CONSULTATION

The Site	Our Proposal	Our Design	Highways	Outdoor Spaces	Benefits
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Highways

Vehicular access to the site will be provided from the existing access off Spath Road. Access provided through this route will meet all required safety measures through discussions with the Local Highways Authority.

The proposal includes 20 on-site car parking spaces for residents, staff and visitors. The car parking layout has been designed so that new planting and landscaping will mitigate the visual impact of parked vehicles. The proposed development will include disabled spaces and charging points for electric vehicles.

The level of parking provision has been discussed with officers at Manchester City Council and takes into account the low levels of traffic generation and car ownership associated with this type of development and the highly sustainable location which will mean most residents won't need to rely on a private vehicle.

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME



Our Design

Outdoor Spaces

THE CONSULTATION

The Site

Our Proposal

Our Design

Highways

Outdoor Spaces

Benefits

Outdoor Spaces

Residents of our existing schemes tell us how much they value high-quality outside space, and we know how important it can be for their health and wellbeing. Our proposal for Didsbury includes landscaped gardens, as well as outdoor seating and improvements to the site boundaries, through new shrub and tree planting.

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

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

Development Status:
Planning Submitted

FEEDBACK

FIND YOUR NEW HOME



Gardens at McCarthy Stone Oak Grange, Northwich



Gardens at McCarthy Stone Lawson Grange, Wilmslow

Highways

Benefits

THE CONSULTATION

[The Site](#)

[Our Proposal](#)

[Our Design](#)

[Highways](#)

[Outdoor Spaces](#)

[Benefits](#)

Benefits

The Manchester Local Plan (2012) highlights a growing need for suitable homes for older people to downsize to, as well as a need for specialist housing with extra care. The plan recognises that the elderly population is increasing and that there is a shortage of housing for elderly people, particularly with regards to the South Manchester District Centres including Didsbury where new or specialist housing is required to provide alternative high quality housing for people wishing to downsize.

This proposal will help to address a need for specialist accommodation for local older people in Didsbury and the wider region, helping to meet the current and future needs of Manchester's residents.

Over the past few years, we have produced a number of reports which examine the impact that retirement communities can have on residents, the economy and society-at-large.

These reports can be found on the Community Benefits page, or by clicking the below links:

- **Silver Saviours for the High Street:** the economic benefits of having more older people near the high street
- **Chain Reaction:** the impact of new retirement accommodation on the property ladder, freeing up existing housing stock at all levels and reducing the need for new build homes
- **Sustainable Living:** how specialist accommodation helps to decarbonise the housing market and rejuvenate brownfield sites
- **Healthier and Happier:** the health and wellbeing improvements of living in specialist retirement accommodation and the fiscal savings it provides to both its residents and the NHS/social care

[Outdoor Spaces](#)

[Feedback](#)

Development Status:
Planning Submitted

[FEEDBACK](#)

[FIND YOUR NEW HOME](#)

6.4 Online feedback form

McCARTHY STONE
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HOMEOUR PURPOSECOMMUNITY BENEFITSCONSULTATION**FEEDBACK**

Get in Touch

Feedback

We welcome your feedback. You can let us know your thoughts below.

If you have any other questions or comments at this early stage, you can also contact us via the project's freephone information line on 0800 298 7040.

Let us know your feedback

We are keen to hear your views to help inform Manchester City Council's decision making process. Please take a moment to complete our online feedback form via the have your say page.

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

Title

Email

First Name

Telephone

Last Name

Address

Age group

Under 13

13-17

18-24

25-34

35-44

45-54

55-64

65-74

75-84

85+

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

☐ Email☐ Post☐ Telephone

NEXT

[Privacy Statement](#)

Let us know your feedback

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

PREVIOUS

NEXT

[Privacy Statement](#)

Let us know your feedback

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

[PREVIOUS](#)

[NEXT](#)

[Privacy Statement](#)

Let us know your feedback

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

[PREVIOUS](#)

[NEXT](#)

[Privacy Statement](#)

Let us know your feedback

Do you have any general comments about the proposals

[PREVIOUS](#)

[NEXT](#)

[Privacy Statement](#)

Let us know your feedback

Please give your thoughts on the consultation process

[PREVIOUS](#)

[NEXT](#)

[Privacy Statement](#)