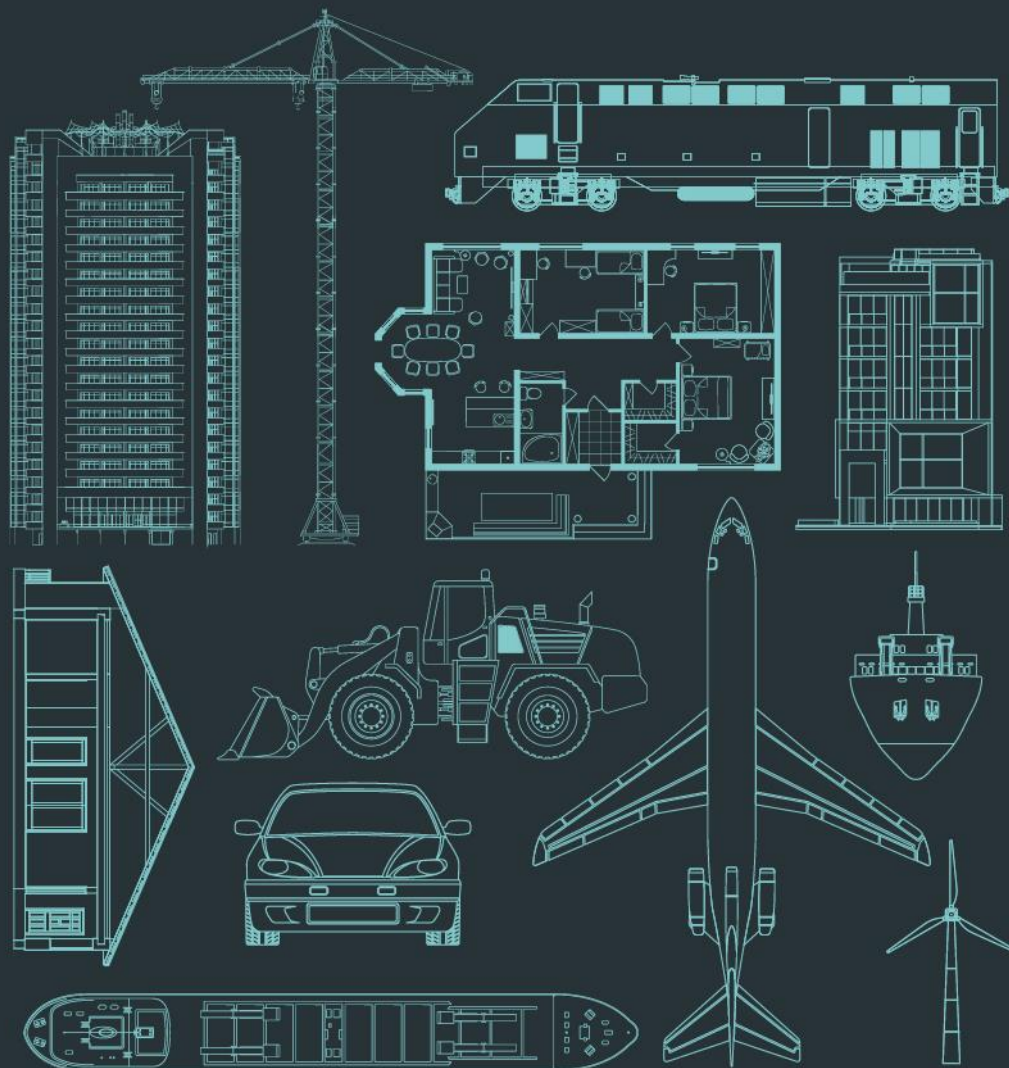




Statement of Community Involvement

Land at Spath Road/Lancaster Road, Didsbury

Created for McCarthy & Stone

September 2020

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Executive Summary

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

Residents and stakeholders were given the opportunity to provide feedback regarding the proposals at all stages of the public consultation via a number of different channels, including a virtual exhibition with live chat function 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.

The consultation has been designed to respond to the social distancing restrictions in place due to Covid-19, with consultation directed towards digital formats. This has ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

One-to-one online meetings were offered to local stakeholders and near neighbours. Additionally, a virtual public exhibition was available online from Wednesday 12 August 2020 until Wednesday 26 August 2020. Invitations to view the virtual exhibition were sent via a newsletter to over 1,000 households and businesses and to local stakeholders. The virtual exhibition was attended by 77 local residents and stakeholders in this period. Online feedback forms were available as part of the virtual exhibition for attendees to record their views.



A virtual public exhibition, providing information regarding McCarthy & Stone and their proposal for Didsbury, was held between Wednesday 12 August and Wednesday 26 August at <https://mccarthyandstoneconsultation.co.uk/didsbury/virtual-exhibition/>

McCarthy & Stone has carefully reviewed all the feedback received to date, and 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, following the submission of the application, 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 Living accommodation, has acquired an interest in land at Spath Road/Lancaster Road/, Didsbury, known as Jessiefield and is proposing to redevelop the site with high-quality Retirement Living apartments designed for local, older people.
- 1.2 McCarthy & Stone is committed to consulting local stakeholders and the 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, community groups, local councillors and other relevant third-party groups.
- 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 submission.
- 1.5 In order to assist with the community consultation and communication, McCarthy & Stone appointed BECG, 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

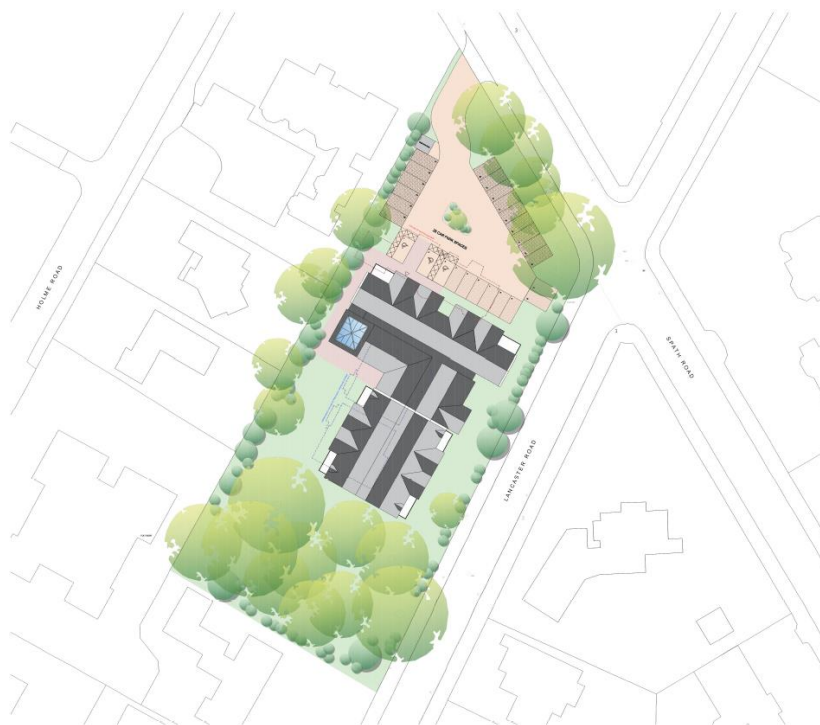
- 2.1.1 The proposal site is located on land at Spath Road/Lancaster Road, also known as Jessiefield and is currently occupied by one, large, detached property fronting Spath Road and a surrounding garden running along Lancaster Road.
- 2.1.2 The proposal site is located close to many amenities in both Didsbury Village and West Didsbury. It is serviced by a regular bus that serves local routes and provides access into Manchester city centre. The site is also close to the Metrolink network, providing further access into the city and making the site a highly sustainable location for specialist housing for older people.



A red-line outline of McCarthy & Stone's site in Didsbury

2.2 Proposal

- 2.2.1 McCarthy & Stone's plans propose the introduction of 35 new, high-quality Retirement Living apartments comprising of one and two bedrooms.
- 2.2.2 Retirement Living accommodation is specifically designed to meet the needs of people in later life, with a House Manager overseeing each scheme. They offer residents an active, independent lifestyle in a safe and secure environment.
- 2.2.3 The proposals would also include secure parking on-site, offering 26 parking spaces for residents and visitors. Access to the site will be via the existing Spath Road entrance, providing access for vehicles and pedestrians at the furthest point from the Lancaster Road junction.
- 2.2.4 The proposed building consists of two wings; one at four storeys fronting Spath Road, the other at two and a half storeys to the rear of the site, between Lancaster Road and Holme Road.
- 2.2.5 McCarthy & Stone's proposal would provide extensive new landscaping, including attractive communal gardens for residents and new boundary treatments, further enhancing the proposed development and the character of the local area.



A copy of the proposed site plan

3. Pre-application 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 (2018)

- 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."*

Manchester City Council, Statement of Community Involvement (2018)

- 3.1.6 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.

3.1.7 Manchester City Council formally adopted its Statement of Community Involvement (SCI) in 2018. The SCI sets out that applicants are encouraged to engage with individuals, local communities, and other stakeholders. It provides the following advice:

“Developers should be mindful that the Council will need to satisfy its public sector equality duty when making planning decisions, so as well as consulting with the public, we will encourage developers to consult with various parties, which could include equalities groups, as well as with specific infrastructure and service providers who can advise developers on any need for increased provision of services etc.

“The following methods are likely to be suitable and should be used as appropriate:

- *Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views*
- *Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments*
- *A website set up by the developer*
- *Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments*
- *Social media used by the developer to advertise the development and associated consultation events.”*

3.1.9 Government guidance and the Manchester City Council’s SCI encourages pre-application discussions and community involvement. As a result, McCarthy & Stone’s public consultation programme had a number of 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, prior to submitting the formal planning application for the site, McCarthy & Stone undertook a detailed programme of community consultation, as outlined in the following documentation.

3.2 Contacting Statutory Bodies

- 3.2.1 During the pre-application discussions, meetings were sought with planning officers alongside relevant bodies including a pre-application meeting held on 7th February 2020. To keep the planning officer(s) informed from the outset, a consultation benchmarking document was issued prior to consultation commencing, which outlined the proposed consultation McCarthy & Stone was going to undertake.
- 3.2.2 The meetings with officers provided an important opportunity to discuss the draft proposals with officers and receive their feedback at an early stage.

3.3 One-to-one meetings

- 3.3.1 McCarthy & Stone felt it was important to discuss the early proposals for the site's redevelopment with local stakeholders and near neighbours in advance of the wider community consultation. Therefore, a series of individual one-to-one briefings for local stakeholders, elected councillors, neighbouring residents and representatives of third-party groups was organised on Wednesday 29 July 2020. The briefings were offered between 9.30am and 5.00pm and were hosted virtually using an online platform.
- 3.3.2 An invitation letter was distributed to all identified interested parties on Saturday 22 July 2020. 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:
- 36 residential addresses in the immediate vicinity of the proposal site
 - Members of Manchester City Council's Cabinet
 - Members of Manchester City Council's Planning Committee
 - Ward Members for Didsbury West
 - Member of Parliament for Manchester Withington
 - Didsbury Civic Society
 - West Didsbury Residents' Association
- 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 and email address.
- 3.3.4 **A copy of both the resident and stakeholder invitation letters have been included in Appendix 1.**

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

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

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

3.3.7 The following representatives and local residents requested to attend a one-to-one meeting with the McCarthy & Stone team:

- Occupiers of Lancaster Road, Holme Road and Spath Road
- Councillor John Leech, Manchester City Council
- Councillor Richard Kilpatrick, Manchester City Council
- Councillor Greg Stanton, Manchester City Council
- Jeff Smith, Member of Parliament for Manchester Withington

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 feedback prior to submission of the planning application.

3.3.9 The main issues and topics arising from the discussions centred on:

TREE RETENTION AND LANDSCAPING

- Tree retention/removal
- Landscaping and garden spaces

DESIGN

- Material palette
- Internal road/pedestrian network
- Heights and massing

NEIGHBOURING PROPERTIES

- Privacy and amenity of neighbouring properties
- Impact on neighbours

TRAFFIC

- Access into site
- Highways

PROPOSALS

- Timescales and construction
- Management and House Manager's role

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

3.4 Virtual Exhibition

3.4.1 To ensure McCarthy & Stone could provide a safe and inclusive consultation within the social distancing restrictions, a virtual public exhibition of the draft plans was held, hosted on the project website, that allowed the local community to both explore the initial proposals in detail and respond to them with their views, comments, and suggestions. The virtual public exhibition was open for comments on the project's website between Wednesday 12 August 2020 and Wednesday 26 August 2020.

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



A screenshot of the virtual exhibition hosted on

<https://mccarthyandstoneconsultation.co.uk/didsbury/virtual-exhibition/>

3.4.3 An invitation newsletter was distributed to 1,000 local households and businesses on Tuesday 11 August 2020 advising them of the proposals. The invitations were sent to those homes and businesses thought to be most affected by the proposals within the immediate and wider vicinity of the site. The following map illustrates the distribution area.



A map depicting the virtual consultation invitation distribution area

3.4.4 The following stakeholders were also invited to view the virtual consultation:

- Members of Manchester City Council's Cabinet
- Members of Manchester City Council's Planning Committee
- Ward Members for Didsbury West
- Member of Parliament for Manchester Withington
- Didsbury Civic Society
- West Didsbury Residents' Association

3.4.5 The invitation newsletter contained the following:

- Background to the site
- An aerial view and details of the site
- Details of how to access the virtual consultation and leave feedback
- An overview of the proposals
- The local housing need
- Benefits of the proposals
- McCarthy & Stone's contact information including the freephone information line, email and the website address

3.4.6 A copy of the invitation newsletter can be found in Appendix 2.

3.4.7 A press release was also distributed to the Manchester Evening News and the South Manchester News.

3.4.8 Representatives of the project team were available to answer questions through a live chat function on the website on Tuesday 25 August 2020, to answer any specific questions about the concept of specialist retirement housing.

3.4.9 The virtual consultation displayed details about the proposal, which included information about:

- Site plans and elevations about the proposed scheme
- McCarthy & Stone's history and vision
- McCarthy & Stone's Retirement Living accommodation
- How McCarthy & Stone cares for the environment
- How McCarthy & Stone seeks to create happier, healthier and longer lives
- Benefits to the local economy

3.4.10 Copies of the virtual consultation display boards can be found in the Appendix 3.

3.4.11 Local residents could provide their views by submitting the feedback form on the project website, emailing our project team via feedback@mccarthyandstone-consultation.co.uk with comments or questions, or calling the freephone information line on 0800 298 7040.

3.4.12 To ensure that as many members of the community could provide feedback as possible, the project team also offered to send hard copies of the exhibition materials and a feedback form alongside a pre-paid envelope to provide comments on the plans, for those without access to the internet.

3.4.13 A copy of the feedback form is included within the Appendix 4.

3.5 Media Relations

3.5.1 To ensure the wider community was aware of the public exhibition a detailed press release was issued to local media publications. Articles providing information about the event were subsequently published in the *Manchester Evening News* and the *South Manchester News*.

3.5.2 The press release contained the following information:

- Background to the site
- Details of the virtual exhibition
- A brief overview of the proposals
- The local housing need
- Benefits of the proposals
- McCarthy & Stone's contact information including the freephone information line, email, Freepost and the website address

3.5.3 **A copy of the press release is included in the Appendix 5.**

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.mccarthyandstoneconsultation.co.uk/didsbury

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

3.6.3 The website includes:

- An overview of the proposals
- Relevant plans and layout
- Information about the virtual exhibition
- Information about McCarthy & Stone
- Information about Retirement Living accommodation
- Information about landscaping
- Benefits of the proposals
- Consultation timeline
- An online feedback form

3.6.4 The website home page was viewed a total of 137 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-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.

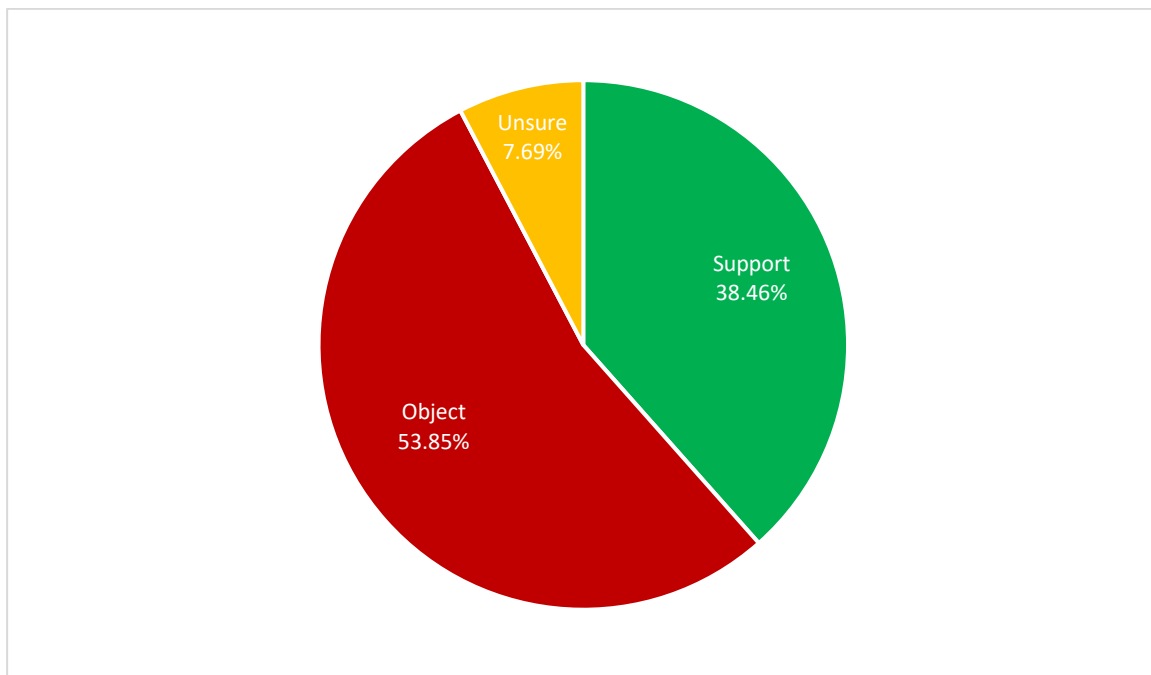
3.7.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

3.7.4 Feedback postcards were issued with the newsletter for the virtual exhibition, including a freepost envelope to encourage feedback.

3.7.5 **A copy of the feedback postcard can be found in Appendix 6.**

3.8 Review of Comments

3.8.1 Overall results received up to Wednesday 26 August 2020



3.8.2 **38%** of the **13** responses received supported the proposals, whilst **seven** respondents expressed concerns regarding elements of the scheme.

3.8.3 Overall, respondents expressed a range of comments regarding the proposals; **seven** recurring themes have been identified. These include:

- An appreciation of the scheme and the proposed design
- A concern that there may need to be more car parking provided to avoid on-street parking
- Questions regarding access in and out of the site
- Feeling that a development for older people could work better at another site
- Desire to retain much of current green space and landscaping
- Perception that the scheme represents overdevelopment
- Impact on local roads

3.9 Specific feedback from the virtual exhibition

NB: The table below summarises the comments and concerns of all postcards, feedback forms and online feedback received up to Wednesday 26 August 2020 from the c.1,000 invitations sent to local residents and stakeholders (four postcards, two emails and four virtual exhibition online feedback forms)

Analysis of all 13 feedback responses:

Theme	Total
Likes the plans	3
Not enough car parking spaces/will increase street parking	6
Access in and out of the site could increase traffic and may damage Lancaster Road	6
May reduce green space onsite	1
Not the right location	3
Scheme will be an overdevelopment of the site	2
Consultation period is not long enough	2

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

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	0	2	1	1	0
(100%)	0%	50%	25%	25%	0%

Of the two respondents that stated they were in favour of the provision of specialist housing for local older people, both left an additional comment. One asked for adequate space for recreation for future residents, the other asked for local roads to be resurfaced. The one objector to the scheme that responded via the online feedback form stated that they felt the site should provide affordable housing for younger people. One other respondent provided no view on the scheme.

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	0	0	3	1	0
(100%)	0%	0%	75%	25%	0%

Do you have any comments on the design and layout of the proposals?				
Total responses	Positive	Negative	Non-committal	No answer
4	0	1	2	1
(100%)	0%	25%	50%	25%

Constructive comments	Road
<i>"Should the above requirements be met then I'm sure the local residents would struggle to object to the scheme."</i>	Lancaster Road

Do you have any general comments about the proposals?				
Total responses	Positive with comments	Negative	Non-committal	No answer
4	1	0	0	3
(100%)	25%	0 %	0%	75%

Constructive comments included	Road
<i>"It's always a good idea to provide quality retirement housing but this proposal has an excessive number of units for the site."</i>	Lancaster Road

3.10 Response to Comments

- 3.10.1 All comments received have been reviewed by the project team and where possible amendments were made to the proposal. Many of the issues raised are covered in the application documents which accompany this response.
- 3.10.2 During the consultation feedback review period McCarthy & Stone's project team responded directly to a number of specific enquiries and questions relating to the proposals and individual response letters were drafted and issued.
- 3.10.3 The main issues which arose during the pre-application consultation process and McCarthy & Stone's response to each are detailed below:

Positive feedback: More than 38% of the feedback received generally acknowledged that there is a need for older person's accommodation in Didsbury, while more general positive comments were also received for the quality of the plans and the proposed design.

McCarthy & Stone's response: *McCarthy & Stone is pleased by the positive response it has received from local people for its proposals. There is a significant need for specialist accommodation for older people in Didsbury, with the over 65s population expected to increase by 48% over the next 20 years. The project team has endeavoured to create a high-quality scheme that is in keeping with the local area while addressing the housing needs of the elderly. Further information on the submitted design is detailed in the 'Design and Access Statement'.*

Parking: Six respondents questioned whether the car parking spaces provided by this scheme would be enough to stop future residents and visitors parking on the surrounding streets.

McCarthy & Stone's response: *McCarthy & Stone schemes, by their very nature, tend to have a minimal impact on local highway networks, with lower levels of traffic generation and car ownership when compared with open market schemes, particularly given their sustainable locations. Furthermore, those residents that do own a car are less likely to travel during peak times.*

This site also benefits from being a close walking distance to many amenities in Didsbury Village and West Didsbury, as well as excellent public transport links both locally and to Manchester city centre with both regular local bus services and the Metrolink network nearby.

Access & traffic: Six respondent felt that access in and out of the site could cause issues on roads local to the site.

McCarthy & Stone's response: *Access is proposed to be from Spath Road and has been designed to be at the furthest point from the Lancaster Road junction. It is considered that the*

impact of the proposed scheme on local traffic flows will be acceptable. More information regarding transportation can be found within the 'Transport Statement' submitted as part of the application documents.

Landscaping: Respondents were keen to ensure that the development would incorporate a good level of green space, high-quality landscaping and the retention of existing greenery.

McCarthy & Stone's response: *McCarthy & Stone's proposal would provide extensive new landscaping, including attractive communal gardens for residents and new boundary treatments, further enhancing the proposed development and the character of the local area.*

The proposals have been designed to fit comfortably within the plot. This allows for many of the existing trees and the landscape character to be retained, including the mature trees to the front boundary with Spath Road. A significant section of the rear of the site has been kept completely free from development in order to retain the mature trees covered by Tree Preservation Orders.

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.mccarthyandstoneconsultation.co.uk/didsbury 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
- Once a decision has been made

4.3 Letters to Interested Parties

- 4.3.1 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:

- 36 residential addresses in the immediate vicinity of the proposal site
- Members of Manchester City Council's Cabinet
- Members of Manchester City Council's Planning Committee
- Ward Members representing Didsbury West ward
- Member of Parliament for Manchester Withington
- Didsbury Civic Society
- West Didsbury Residents' Association
- Anyone else that has engaged in the consultation process or registered for updates

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

4.4 Continued Media Contact

- 4.4.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to the Manchester Evening News and the South Manchester News. The press release will contain the following information:

- A brief history of the site
- Notification that the application has been submitted
- An overview of the proposals

- Information regarding the consultation which has taken place
- McCarthy & Stone's contact information including the free phone information line number and the website address

5. Appendices

- 5.1 Appendix 1: One-to-one meeting invitation letters
- 5.2 Appendix 2: Virtual exhibition invitation newsletter
- 5.3 Appendix 3: Virtual exhibition boards
- 5.4 Appendix 4: Feedback form
- 5.5 Appendix 5: Virtual exhibition press release
- 5.6 Appendix 6: Feedback postcard

5.1 Appendix 1: One-to-one meeting invitation letters

22 July 2020

Information line: 0800 298 7040

Dear Resident

Improving the housing choices of older people in Didsbury

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

We have recently acquired an interest in land at ~~Jessiefield~~ at the junction of ~~Spath~~ Road and Lancaster Road in Didsbury and are in the process of working up proposals for its redevelopment, into Retirement Living accommodation.

We are committed to meaningful community engagement regarding this proposal and have commenced a pre-application consultation programme. Because of the social distancing restrictions in place due to Covid-19, the consultation programme will be directed towards digital and postal formats. The aim is to inform local people including residents, businesses and interest groups, as well as to obtain feedback, which would, where possible, be incorporated into the final proposals. Built Environment Communications Group (BECG) is working with us to assist in the public consultation process.

Given that you are a ~~neighbour~~ to the site, we would like to invite you to an individual virtual meeting to discuss the preliminary proposals with you and hear your initial feedback on the plans. Our project team will be available to meet with you on **Wednesday 29th July 2020** at a pre-arranged time of your choice between **09.30am and 5pm**. The meetings will be held virtually using the online platform GoToMeeting or via telephone if you'd prefer.

Should you consider such a virtual meeting to be of interest, please contact Carole Riley at BECG on the project's information line number – **0800 298 7040** – to arrange a mutually convenient 30-minute timeslot. We will be booking slots on a first come, first served basis and I would like to therefore encourage you to call at your earliest convenience to book an appointment.

In addition, prior to submitting a planning application, we will be holding a two-week virtual public exhibition for the wider community to view and comment on the preliminary proposals. We will provide more details about this, including the dates it will be open, ~~in the near future~~.

In the meantime, please do not hesitate to contact Carole on the freephone information line on **0800 298 7040** or email us at feedback@mccarthyandstone-consultation.co.uk if you require further information or would like to arrange a meeting on 29th July 2020.

I look forward to hearing from you.

Yours faithfully,

Ian Wilkins
Regional Managing Director
McCarthy & Stone

22 July 2020

Information line: 0800 298 7040

Improving the housing choices of older people in Didsbury

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

As you may already be aware, we are proposing to redevelop land at Jessiefield at Spath Road/Lancaster Road in Didsbury. As a result, we're in the early stages of discussions with Manchester City Council about redeveloping the site with specialist Retirement Living accommodation.

We are committed to meaningful community engagement regarding this proposal and have commenced a pre-application consultation programme. Because of the social distancing restrictions in place due to Covid-19, the consultation programme will be directed towards digital and postal formats. The aim is to inform local people including residents, businesses and interest groups, as well as obtain feedback, which would, where possible, be incorporated into the final proposals. Built Environment Communications Group (BECG) is working with us to assist in the public consultation process.

Given your role within the community, we would like to invite you to an individual virtual meeting to discuss the preliminary proposals and to obtain your initial feedback on the plans. Our project team will be available to meet with you virtually on Wednesday 29th July at a pre-arranged time of your choice between **09.30am to 5pm**. The meeting will be held virtually using the online platform GoToMeeting.

Should you consider such a meeting to be of interest, please contact Carole Riley at BECG on the project's information line number – **0800 298 7040** – to arrange a mutually convenient 30-minute timeslot. We will be booking slots on a first come, first served basis and I would like to therefore encourage you to call at your earliest convenience to book an appointment.

In addition, prior to submitting a planning application, we will be holding a two week virtual exhibition for the wider community to view and comment on the preliminary proposals. Full details about how this can be accessed and the dates it will be open will be shared with you in due course.

In the meantime, please contact Carole on the freephone information line on **0800 298 7040** or email us at feedback@mccarthyandstone-consultation.co.uk if you require further information or would like to arrange a meeting on 29th July 2020

I look forward to hearing from you.

Yours sincerely,

Ian Wilkins
Regional Managing Director
McCarthy & Stone

5.2 Appendix 2: Virtual exhibition invitation newsletter

Invitation to our virtual exhibition - August 2020

Improving the accommodation choices for older people in Didsbury



Welcome

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

We have recently acquired an interest in land at Jessiefield, Spath Road/ Lancaster Road, Didsbury and are in the early stages of working up proposals for the site's redevelopment with around 35 Retirement Living apartments for private sale, as well as rent and part rent-part buy.

To ensure a safe and inclusive consultation in the current social distancing restrictions that are in place due to Covid-19, the consultation programme will be directed towards digital and postal formats.

We would like to invite you to our virtual exhibition to meet our team, view the proposals and provide us with your feedback on our plans before we submit a planning application.

If you have any comments at this early stage, we would like to hear from you. Please take a moment to complete the enclosed feedback card and return it 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@mccarthyandstone-consultation.co.uk
- www.mccarthyandstoneconsultation.co.uk/didsbury
- McCarthy & Stone Didsbury Consultation, Freepost RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT

Who we are

Since building our first development in 1977, we have become the UK's leading developer and manager of retirement communities. We have sold over 56,000 apartments across more than 1,200 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 support services, the requirements of later living are always at the front of our mind. Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance, and enriching the lives of our homeowners.

If you have any comments at this early stage, we would like to hear from you. Please take a moment to complete the enclosed feedback card and return it in the postage-paid envelope.

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 public exhibition by visiting www.mccarthyandstoneconsultation.co.uk/didsbury between Wednesday 12th August and Wednesday 26th August 2020.

Members of the team will be available to talk you through the scheme and answer any questions you may have, via a live chat function that will be available on Tuesday 25th August from 1pm-5pm.

Our Retirement Living apartments

Retirement Living creates safe and secure environments for our customers to continue to live an active, independent 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, although the average age of residents upon purchase/moving in is 79. The apartments are provided for outright sale, as well as rent and part rent-part buy. The majority of homeowners moving into our developments already live in the local area.

Designed to make life a little easier

Our developments are carefully designed with the needs of older residents in mind, with step-free access throughout the building.

The apartments are all built to generous internal space standards, are adaptable for wheelchair use, and incorporate features designed to help homeowners maintain their independence; such as 24-hour emergency call points, level-access bathrooms, good lighting, and switches / electrical sockets at a raised height to reduce bending.

Every Retirement Living development has its own House Manager - someone to manage the day-to-day running of the development and to be on hand during office hours.

Stunning shared spaces

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

These include a shared lounge and a guest suite for when friends and family come to stay. All of our developments also include beautifully landscaped outside spaces which enhance both the building and the local neighbourhood, as well as providing a social area for residents 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.



Benefits of this proposal

- Much needed specialist Retirement Living accommodation provided for local people;
- Ideal location, close to public transport links (including the Metrolink), shops and services;
- A sensitive neighbour for those living near to the site;
- Increased landscaping on the site;
- Low levels of traffic generation and car ownership;
- Sufficient car parking;
- 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 currently live within a 4 mile radius from the development, releasing family housing back onto the market.

We want to hear from you

We are committed to meaningful community engagement regarding our proposals for Didsbury. Due to the impact of COVID-19 and current government social distancing guidance, we will be holding a virtual public exhibition of our proposals. You can join our virtual public exhibition by visiting www.mccarthyandstoneconsultation.co.uk/didsbury.

Between: Wednesday 12th August and Wednesday 26th August 2020.

You will be able to view the plans and provide your feedback via an online feedback questionnaire, or you can email your views to feedback@mccarthyandstone-consultation.co.uk.

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 as well as arranging for copies of the virtual exhibition display material to be sent in the post.

You can also write to us at McCarthy & Stone Didsbury Consultation, Freepost RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT.

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

5.3 Appendix 3: Virtual exhibition boards

We are McCarthy & Stone Welcome to our exhibition



Our history and vision

Since building our first development in 1977, we have become the UK's leading developer and manager of retirement communities. We have sold over 58,000 properties across 1,300 developments.

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 support services, the requirements of later living are always at the front of our mind. We are dedicated to celebrating the role of older people in society and providing vibrant communities to enable them to continue to be fulfilled in later life.

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 less than 3% of current housing in the UK is specifically designed to meet the needs of older people.

It is important that the housing needs of older people are not overlooked. Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance, and enriching the lives of our homeowners.

Our exhibition 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.

Responding to Covid-19

Our retirement developments are unique, providing independent living within private apartments alongside flexible on-site community facilities and support. This means that our homeowners have been safer and more supported than if they had been living alone during the Coronavirus pandemic.

Our developments have adapted during the pandemic, to support our homeowners, tackling the need for PPE and supporting our most vulnerable residents by delivering home meals, shopping and providing crucial medical supplies. The specialist nature of our developments and our committed staff have meant that infection rates in our communities were 27% lower than the general over 65 population and four times lower than the over 85s.



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.



We're online. Join us at www.mccarthyandstone.co.uk

facebook.com/mccarthyandstone

twitter.com/mccarthyandstone

youtube.com/user/mccarthyandstone

linkedin.com/company/mccarthy-&-stone

A rapidly ageing population



Statistics were sourced from: Population projections from the Office of National Statistics 2017

What is Retirement Living?

Retirement Living creates safe and secure environments for our homeowners to continue to live an active, independent life with oversight care provided by our management company, and via our emergency call system. 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, as well as shared ownership, rent and part rent-part buy. The average age of residents upon purchase is 79, and the majority of homeowners moving into our developments already live in the local area.

Designed to make life a little easier

Our developments are carefully designed with the needs of older homeowners in mind, with step-free access throughout the building.

The apartments are all built to 'Lifetime Homes' standards and are adaptable for wheelchair use. They are built to generous internal space standards and incorporate features designed to help homeowners maintain their independence; such as 24-hour emergency call points, level-access bathrooms, good lighting, and switches / electrical sockets at a raised height to reduce bending.

All the independence, none of the worry

Having to maintain a large property can be a burden, especially for someone living on their own. That's why every Retirement Living development has its own fully-trained House Manager – someone to manage the day-to-day running of the development and to be on hand during office hours. Our House Managers act as a 'friendly neighbour' and helps to arrange many of the social activities that take place in our developments.

We are experts in the experience of growing older, and constantly adapt our offering to the changing needs of our homeowners, with flexible on-site services, including electric car clubs in some of our developments. Homeowners also have a camera entry system linked to the TV in their apartment, and the peace of mind of having our 24-hour emergency call service available at the push of a button. Estate management and support services are provided by us – no third party is involved.



c.4 miles

average distance moved by our customers

c.£13 million

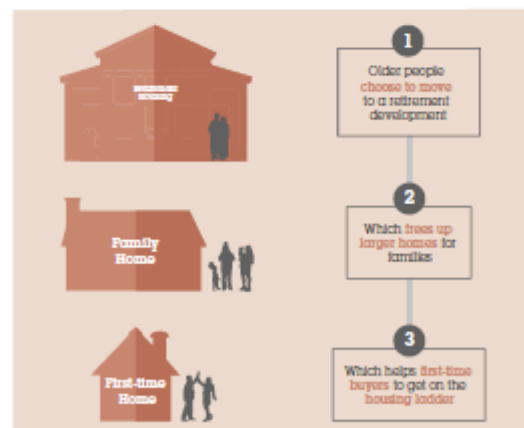
total value of local housing freed up by an average Retirement Living development



42% of vacated properties are renovated and improved by new owners



average equity released by our customers after buying one of our apartments



Statistics were sourced from: Internal data from McCarthy & Stone, 2018, and the Local Area Economic Impact Assessment by the Institute of Public Care at Oxford Brookes University, 2014.



Improving quality of life



c. 9 out of 10 homeowners said their new property improved their quality of life

94%

of homeowners said that their new home is easier to maintain

92.5%

of our homeowners would recommend us to a friend

96%

of our homeowners said they feel safe and secure in their new property

50%

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

79 years

the average age of a Retirement Living homeowner

£3,500

Average health and social care saving per person per year when someone moves to retirement housing

£35,000

Average yearly cost of residential care in a care home

10,000

Social events held every month across our retirement communities

10 years younger

the average 80 year old feels this much younger after moving to specialist retirement accommodation

Supportive and secure communities

Later life is filled with possibility, and we believe there is vitality in togetherness that gives people purpose and a sense of fulfilment. Along with the benefits of independent living within their own apartments, homeowners are able to enjoy activities in the shared spaces within the development.

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

The shared spaces provided with our retirement communities help to combat loneliness in later life more effectively. A ready-made supportive community is available for homeowners to access, whilst retaining their independence and involvement in the wider local area, as they choose. We make this a priority within our developments, ensuring that a range of social activities, events, organised outings and opportunities to make new friends are available to all its homeowners.

Statistics were sourced from: HBF survey of customers (2018), Internal homeowner survey (2017), Demos (2017) Internal data (2017), Economic Impact Assessment by the Institute of Public Care at Oxford Brookes University (2014), Living Bulletin (2017), HCA (2013), Healthier and Happier: An analysis of the fiscal and wellbeing benefits of building more homes for later living prepared by WPI for Homes for Later Living (September 2018)

A sustainable way of living

We work hard to build environmentally friendly developments, with each scheme having high standards of insulation and energy efficiency. The majority of our homeowners could save around £1,200 per year on running costs when compared with their previous property.

Our sites are usually on previously developed land and 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, 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.



Supporting the local community



Statistics were sourced from: • The Local Area Economic Impact Assessment prepared by the Institute of Public Care at Oxford Brookes University, 2014. • Housing markets and independence in old age, University of Reading, 2011. • A Better Life Report by Roger Tym & Partners in 2004

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
**Redevelopment of land at Spath Road/
Lancaster Road, Didsbury**



Welcome

Welcome to our virtual exhibition for our proposals to redevelop land at Spath Road/
Lancaster Road in Didsbury, with new high-quality Retirement Living accommodation.



Red-line boundary of site

Leave your comments

We want to know what you think about our plans for Didsbury. We encourage you to complete an online feedback form so we can understand your thoughts, and suggestions.

So before you leave, do not forget to share your views with us and help shape our plans. Alternatively, you can contact a member of the project team - details of which can be found in the 'About us' section.

We hope you enjoy the virtual exhibition.

Enhancing your local area Redevelopment of land at Spath Road/ Lancaster Road, Didsbury



Our approach to design

The scheme has been designed to fit comfortably within its mature, landscaped plot, allowing the retention of the majority of existing trees and landscape character. The building consists of 2 wings, one at 4 storeys fronting Spath Road, the other at 2 and a half storeys to the rear of the site, articulated with a series of projecting gables reflecting some of the local Victorian villas. A traditional material palette of red brickwork with projecting brick detailing and tiled roofs responds to local character, whilst the window proportions and feature glazed panels add a contemporary feel. Please see below sample images of architecture in the area.

Access and parking

Access to the site will be available via Spath Road, providing an entrance for vehicular and pedestrian access at the furthest point from the Lancaster Road junction.

Proposals are also in place for car parking for the use of future residents and guests. There will be 27 spaces placed within landscaped parking courtyards. Given the lower levels of traffic generation and car ownership associated with this type of development, it is anticipated that the air quality in the surrounding area will not be affected by our proposals.



Projecting double gable with full height square bay with single windows.



Modern development with contemporary design including projecting gables with square bay windows and glass balconies on top.



Four storey corner turned with full height gable on side with three storey square bay.



Eastern elevation from Lancaster Road



Western elevation from Holmes Road

Enhancing your local area Redevelopment of land at Spath Road/ Lancaster Road, Didsbury



Local need

The ideal location in Didsbury will benefit the homeowners, with local amenities on their doorstep, including shops, restaurants, and health care facilities. The area also has excellent public transport links with local bus services stopping close by and excellent links into Manchester City Centre via the Metrolink.

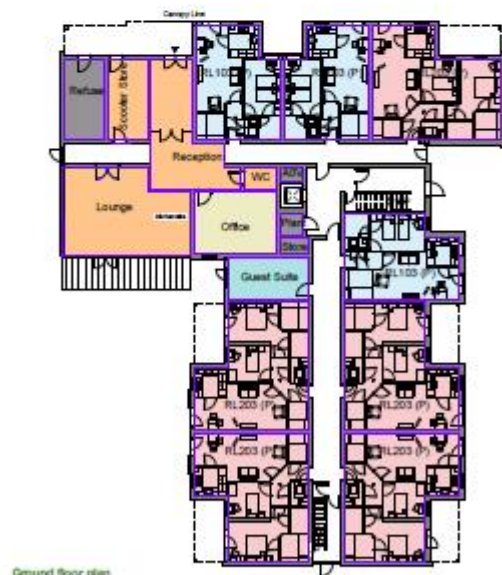
The proposed development will comprise of around 35 Retirement Living apartments exclusively available for the over 60s. However, the average age of our homeowners upon moving into a development is 79.

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

All estate management is provided in-house by McCarthy & Stone.

The proposals include:

- A high-quality scheme with around 35 one-bedroom and two-bedroom apartments
- Tailored shared facilities such as a communal lounge, a hotel-style guest suite and elegantly landscaped gardens
- Refuse store, and mobility scooter storage with charging points
- A 24-hour emergency-call service
- Provision of around 27 on-site car parking spaces
- High-quality, professionally landscaped gardens around the site which will enhance the area and create a pleasant residential environment
- The improvement of the existing boundary treatments including the introduction of additional shrubs and trees
- Ideal location within Didsbury, with a great range of local amenities close by
- Low levels of traffic generation and car ownership
- Support for the local economy
- Release of family-sized housing in the area back onto local markets



Enhancing your local area Redevelopment of land at Spath Road/ Lancaster Road, Didsbury



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 in 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.

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.



Existing scheme at Wilmslow



Existing scheme at Hartford



Proposed site layout

Leave your comments

Do not forget! We want to know what you think about our plans for Didsbury. We encourage you to complete an online feedback form so we can understand your thoughts, and suggestions.

So before you leave, do not forget to share your views with us and help shape our plans. Alternatively, you can contact a member of the project team - details of which can be found in the 'About us' section. We hope you have enjoyed the virtual exhibition.

5.4 Appendix 4: Feedback form

Feedback Form



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 the McCarthy & Stone group companies 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 Consultation (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 to develop land at Spath Road/Lancaster Road, Didsbury into specialist Retirement Living accommodation. 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:

Please return your completed form in the enclosed postage paid envelope
by Thursday 27th August 2020.

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?

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. 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.

Website: www.mccarthyandstoneconsultation.co.uk/didsbury

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

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No. 6622231, Registered in England and Wales

5.5 Appendix 5: Virtual exhibition press release



For immediate release

XX August 2020

McCarthy and Stone launches virtual public exhibition on plans for Didsbury

McCarthy and Stone, the UK's leading developer and manager of retirement communities, is showcasing its proposals to redevelop land at Jessiefield at the junction of Soath Road and Lancaster Road in Didsbury, to provide high-quality retirement apartments.

The plans would deliver Retirement Living accommodation, specially designed to meet the needs of people in later life. The local community is encouraged to find out more and provide their feedback at our virtual public exhibition which will be available online from **Wednesday 12th August to Wednesday 26th August 2020** at www.mccarthyandstoneconsultation.co.uk/didsbury. The online exhibition will also include a live chat session on **Tuesday 25th August between 1pm and 5pm** where people will be able to speak directly with a member of the project team.

McCarthy and Stone's proposal would deliver a sensitively designed development of around 35 Retirement Living apartments to help meet local need for this type of accommodation. The apartments will be ideally situated, close to local amenities and with a provision of on-site parking. Retirement Living developments are built to generous internal space standards and incorporate features designed to help customers maintain their independence; such as 24-hour emergency call points, level-access bathrooms, good lighting, and switches / electrical sockets at a raised height to reduce bending.

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

"Our plans provide a fantastic opportunity to deliver much-needed specialist Retirement Living accommodation to Didsbury. The site is ideally located for people to access local shops and services with good public transport links across the wider region."

"We're proposing a sensitive design that respects the character of the local area. We want to hear local views before we finalise our planning application. I'd encourage people to go online and view the virtual exhibition where they'll be able to complete our online feedback form."

McCarthy and Stone has a wealth of experience delivering retirement accommodation. Their developments allow people to retain the independence and privacy of their own home, with the knowledge that support, if needed, is on hand.

Anyone who is unable to view the plans online but would like further information can call McCarthy and Stone's Freephone information line on **0800 298 7040**.

ENDS –

For more information contact:

Carole Riley

carole.riley@becg.com

t. 0161 359 4113

m. 07778 313 468

Notes to the Editor:

McCarthy & Stone is the UK's leading developer and manager of retirement communities, with a significant market share. The Group buys land and then builds, sells and manages high-quality retirement developments. It has built and sold more than 58,000 properties across more than 1,300 retirement developments since 1977 and is renowned for its focus on the needs of those in later life.

There is growing demand for retirement communities. There are currently 12.2 million people aged 65 or over, rising to 17.4m by 2043, representing a 43% increase¹. For those aged 85 or over, the increase will be larger, from 1.6m to 3.0m, representing an 87% increase. Research shows that 33% of those aged 65 or over are interested in moving, equating to c.4 million people².

McCarthy & Stone has two main product ranges – Retirement Living and Retirement Living PLUS – which provide mainly one and two-bedroom apartments across the country with varying levels of support and care for older people. 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 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 flexible 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 over the long term. This is a key part of how McCarthy & Stone seeks to enrich its customers' lives. This commitment to quality and customer service continues to be recognised by residents. In March 2020, the Group received the full five-star rating for customer satisfaction from the Home Builders Federation for the fifteenth consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

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

¹ ONS population projections (2018)

² YouGov research for McCarthy & Stone (2019)

5.6 Appendix 6: Feedback postcard

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 the McCarthy & Stone group companies 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 Consultation (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 the development of land at Spath Road/ 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

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. 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.

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