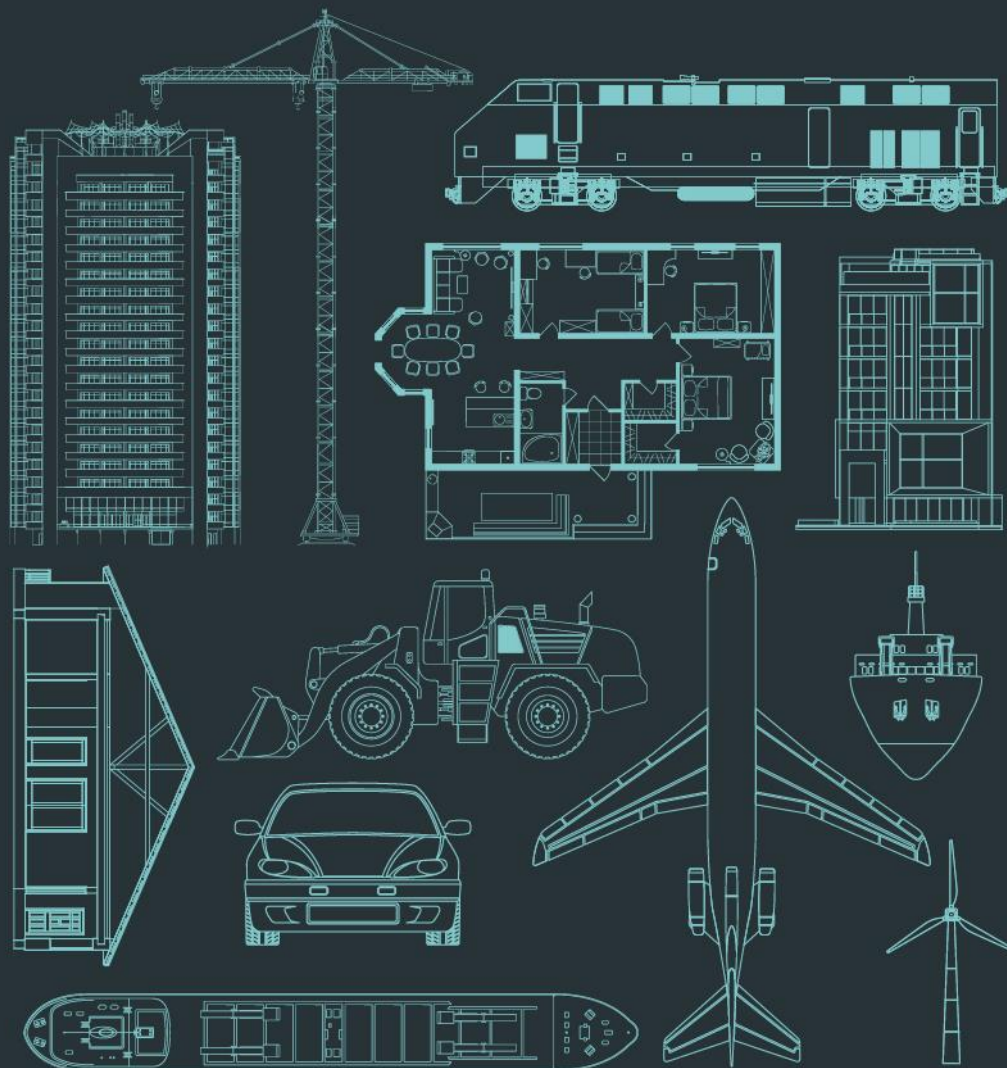




Yew Tree Lane, Northern Moor, Manchester

Statement of Community Involvement

Prepared for Liberty Care Developments

July 2022

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Executive Summary

Liberty Care Developments (Liberty) is committed to engaging with local communities regarding redevelopment proposals. This document outlines the engagement activity undertaken regarding its proposals to redevelop Yew Tree Manor nursing home on Yew Tree Lane in Northern Moor, Manchester with a brand-new, purpose-built care home.

The proposal represents a circa £15m investment, would help to meet local demand for care home beds and would create 60 full-time equivalent jobs. If approved, the proposed care home will provide 59 beds with exceptional facilities that meet the modern standards expected and required by those in care.

Residents and stakeholders were provided information about the proposals and given the opportunity to make their views known at all stages of the engagement activity, including:

- One-to-one meetings with stakeholders and local neighbours
- Freephone information line number
- Feedback email address

During the public engagement Liberty held one meeting with two of the Northenden ward members and three separate meetings with neighbouring properties. Liberty felt it important to arrange these meetings, so that people had an opportunity to view the proposals, ask questions and share any concerns.

Liberty 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 Background

1.1 The site

- 1.1.1 The proposal site is the existing Yew Tree Manor nursing home on Yew Tree Lane in Northern Moor, Manchester.



Location plan showing the proposed nursing home

1.2 Proposal

- 1.2.1 Liberty is bringing forward a full planning application to redevelop and replace the existing Yew Tree Manor nursing home.
- 1.2.2 The proposal comprises of a 59-bedroom nursing home with exceptional facilities that meet the modern standards expected and required by those in care. The plans also include generous landscaping and 21 parking spaces.
- 1.2.3 Vehicular access will make use of the existing access point off Yew Tree Lane. Delivery vehicles will use a separate smaller entrance on Willenhall Road.
- 1.2.4 The proposed nursing home will create up to 60 new full-time equivalent jobs and represents an investment of circa £15m into Manchester.

2 Engagement

2.1 National Planning Policy Framework (July 2021)

- 2.1.1 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 2.1.2 Liberty Care Developments has paid 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.”*
- 2.1.3 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.”*
- 2.1.4 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.”*

2.2 Manchester City Council's Statement of Community Involvement

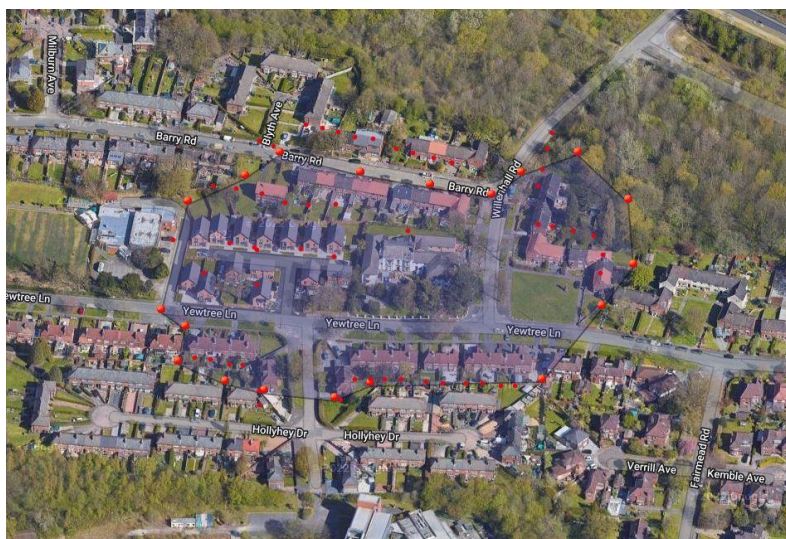
- 2.2.1 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.
- 2.2.2 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.
- 2.2.3 Government guidance and Manchester City Council's SCI both encourage pre-application discussions and community involvement. Therefore, prior to submitting the formal planning application for the site, Liberty undertook a programme of community consultation, as outlined in the following documentation.

2.3 Stakeholder liaison

- 2.3.1 Liberty is committed to engaging with and hearing the views of local stakeholders and elected representatives.
- 2.3.2 Prior to announcing the proposals to the wider public, Liberty wrote to the following local stakeholders to offer a briefing on the proposals:
- **Cllr Bev Craig** – Leader of Manchester City Council
 - **Cllr Joanna Midgley** – Deputy Leader
 - **Cllr Gavin White** – Executive Member for Housing and Employment
 - **Cllr Sam Lynch** – Northenden Ward Member
 - **Cllr Mary Monaghan** – Northenden Ward Member
 - **Cllr Sarah Russell** – Northenden Ward Member
- 2.3.3 In response to this letter Liberty held a meeting with two of the three ward members for Northenden on Tuesday 28th June at 10am. This meeting took place via Microsoft Teams.
- 2.3.4 **A copy of this early engagement letter is included at Appendix 1.**

2.4 Engagement with immediate neighbours

- 2.4.1 Liberty felt it was important to discuss the proposals for the redevelopment of the site with immediate neighbouring residents.
- 2.4.2 An invitation letter was sent to 55 neighbouring properties offering one-to-one meetings with the project team and provided details of the Freephone information line and consultation email address. These meetings were offered to provide an opportunity to view the proposals, ask questions and share any concerns.
- 2.4.3 The following map illustrates the distribution area:



A copy of the distribution area for the neighbour one-to-one letters

2.4.4 **A copy of the one-to-one meeting request letter can be found in Appendix 2.**

2.4.5 Three 30-minute one-to-one meetings were held with four local residents during the consultation. In line with public health advice, these meetings took place via the Microsoft Teams platform.

2.4.6 Each one-to-one meeting broadly covered:

- A brief introduction to Liberty Care Developments
- A review of the proposal site
- The background to the application
- Details of the proposals for the site
- Discussion and Q & A

2.4.7 The meetings allowed Liberty to provide specific answers to questions and talk attendees through the proposals. The topics discussed during the meetings included:

- Access arrangements to the site
- Timescales for the redevelopment
- Boundary treatment
- Delivery arrangements
- Improvements to a run-down site

2.5 Media Relations

2.5.1 To ensure the wider community were aware of the proposals and submission of the application a press release was issued to local media outlets. The press release contained the following information:

- An overview of the proposals, including a CGI image
- Information about Liberty Care Developments
- Benefits the proposals would bring to the local area
- Dedicated project contact information including the freephone information line and email address

2.5.2 The press release was issued to local media outlets including Manchester Evening News, Place North West and The Business Desk on Thursday 14 July 2022.

2.5.3 Examples of the press coverage that the press release secured can be found below:

- [Liberty lodges plans for £15m Manchester care home](#)
- [£15m redevelopment plans for care home site will create 60 jobs](#)

2.5.4 **A copy of the press release can be found at Appendix 3.**

2.6 Dedicated project email address & freephone information line

- 2.6.1 A project email address (feedback@consultation-online.co.uk) was available for residents and stakeholders to send through their feedback.
- 2.6.2 Throughout the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposal, or to register their comments via telephone.
- 2.6.3 The telephone number (**0800 298 7040**) was in operation Monday to Friday between the hours of 9am and 5.30pm. Outside of these hours, a voicemail facility was available for messages to be left which were responded to at the earliest opportunity.
- 2.6.4 Information was given to callers where possible, and if questions were of a technical nature, these were passed on to project team members for a response.

3 Response to Comments

- 3.1.1 The main issues/questions which arose during the community engagement process and Liberty's associated response to each is detailed in the table below:

Comment	Response
Support for the site's redevelopment	Liberty is delighted that some of the sites nearest neighbours are supportive of the proposals to redevelop Yew Tree Manor Care Home. The plans will help to meet local demand for care home beds in the area. If approved, the proposed care home will provide 59 beds with exceptional facilities that meet the modern standards expected and required by those in care.
Boundary Treatment	Some of the sites nearest neighbours mentioned that the boundary fences are in poor condition at present. Liberty prides itself on creating attractively landscaped environments where its residents want to spend time. As such, wherever needed high-quality 1.8m fences will be provided thereby improving the security of the site and its neighbours.
Concern around privacy and overlooking	Some of the sites nearest neighbours on Cherry Blossom Close asked whether some bedrooms within the new nursing home would overlook their property.

	Liberty is acutely aware of the importance of privacy for both its residents and surrounding neighbours. As such, on the western boundary the only overlooking windows will be from the corridors rather than bedrooms thereby ensuring the privacy of all parties.
Loss of trees on site	One neighbouring resident highlighted that much of the tree life on the existing site is poor quality and makes the site look unappealing. As part of the planning application Liberty has commissioned a Tree Survey. This survey confirmed that much of the existing tree life on site is of poor quality or diseased. If permission is granted, Liberty will remove these trees and replace with new semi mature trees where possible. Any trees that are in good condition around the site boundary will be retained wherever possible.

- 3.1.2 None of the feedback received from stakeholders or neighbours requested any material design changes to the scheme.

4 Appendices

Appendix 1: Stakeholder engagement letter

Appendix 2: Neighbour one-to-one meeting request Letter

Appendix 3: Press release

4.1 Appendix 1: Stakeholder Engagement Letter



[Insert name]
Member's Services Office
Manchester City Council PO Box 532
Town Hall Extension
Manchester
M60 2LA

25th April 2022
Information line: 0800 298 7040

Dear Councillors,

Meeting request: Transforming care provision at Yew Tree Lane, Northern Moor

I am writing to let you know about Liberty Care Developments' investment proposals for the Yew Tree Manor nursing home site at Yew Tree Lane in Northern Moor. Prior to submitting a planning application, I would welcome the opportunity to meet with you and brief you on our proposals to provide a brand-new, purpose-built care home at the site.

As you may be aware, the existing facility at the site is dated and no longer meets the standards expected of modern care facilities. We believe our proposals provide an opportunity to sensitively redevelop the site and to help address a growing demand for care home beds in the area.

Our plans offer significant benefits including:

- A high-quality scheme featuring 58 much-needed beds in a new, modern care home
- A substantial improvement to the existing provision such as wet room en-suites
- Sensitive and considerate redevelopment of the site to enhance its appearance
- Care provision in a location that is well connected by public transport providing convenient access for visitors and staff
- Substantial investment in the local economy and support for well-paid skilled jobs for local people

Liberty Care Developments, www.libertycaredevelopments.com, is a well-established property development company with over 30 years of expertise in the industry. We are committed to working with residents and stakeholders to understand the local community's aspirations for the site before submitting a planning application at the end of May.

Given your role as Northenden Ward Members, we would welcome the opportunity to meet with you to discuss our vision and answer any questions you may have.

My colleague Tom Andrews at BECG, will be in touch to see if a mutually convenient time to meet can be arranged. If you have any questions in the meantime, please feel free to contact him by emailing tom.andrews@becg.com or by calling 0161 359 4116.

Yours Sincerely,

Andrew Baddeley

Managing Director
Liberty Care Developments

4.2 Appendix 2: Resident one-to-one meeting request letter

ADDRESS BLOCK



1 July 2022

Information line: 0800 298 7040

Dear Neighbour,

Transforming care provision at Yew Tree Lane, Northern Moor

Liberty Care Developments are bringing forward proposals to provide a brand-new, purpose-built care home. The plans would redevelop the site of the existing Yew Tree Manor nursing home site on land off Yew Tree Lane in Northern Moor, Manchester.

Our plans are to sensitively redevelop the site to help meet the local demand for care home beds in Northern Moor. The proposals seek to deliver 59 new beds in a modern facility with improved provisions to meet the modern standards and needs of those in care.

Our proposals offer significant benefits including:

- A high-quality scheme featuring 59 much-needed, beds in a new, modern care home
- A substantial improvement to the existing provision such as wet room en-suites
- Sensitive and considerate redevelopment of a dated site to enhance its appearance
- Care provision in a location that is well connected by public transport providing convenient access for visitors and staff
- Substantial investment in the local economy and support for well-paid skilled jobs for local people

Liberty Care Developments, www.libertycaredevelopments.com, is a well-established property development company with over 30 years of expertise in the industry. We are committed to working with residents to understand the local community's aspirations prior to submitting a planning application.

As an immediate neighbour to the site, we would like to invite you to an individual virtual meeting to discuss the preliminary proposals and to hear your initial feedback on the plans. Our project team will be available to meet with you on Thursday 14th July 2022 at a pre-arranged time between 10am and 5pm. The meetings will be held virtually using the online platform Microsoft Teams, or via telephone if you'd prefer.

If a meeting would be of interest, then please contact my colleague Tom Andrews at BECG using the Freephone Information Line, 0800 298 7040 or email: tom.andrews@becg.com to arrange a mutually convenient time.

Yours Sincerely,

Andrew Baddeley

Managing Director, Liberty Care Developments

4.3 Appendix 3: Press release

Press release
14 July 2022



Liberty Care Developments submits plans to transform the care provision at Yew Tree Lane

Liberty Care Developments have submitted proposals to redevelop the site of the existing Yew Tree Manor nursing home site on land off Yew Tree Lane in Northern Moor, Manchester with a brand-new, purpose-built care home.

The proposal will see the creation of 60 full-time equivalent local jobs and represents an investment of circa £15m into Manchester. The plans will help to meet local demand for care home beds in the area. If approved, the proposed care home will provide 59 beds with exceptional facilities that meet the modern standards expected and required by those in care.

Andrew Baddeley, Managing Director of Liberty Care Developments, said:

"We are thrilled to announce our plans for Northern Moor, currently there is a significant undersupply of care homes that meet modern standards, and the need for these types of facilities will only increase with an ageing population and people living longer."

"The existing Yew Tree Manor Care Home is outdated and no longer fit for purpose, we believe this scheme will substantially improve the quality offer of care accommodation in the area."

"The proposal will deliver high-quality 24-hour care for local elderly residents who can no longer safely live in their own homes. With registered nurses on site and a retained GP, the development will help ease pressures on existing GP surgeries and hospitals."

The home will provide a range of specialist care for local elderly people near their family and friends, with built-in infection control measures that many older care homes cannot provide. After consulting with the local community and its representatives, Liberty Care Developments has now submitted its planning application to Manchester City Council.

Anyone who would like to find out more details about Liberty Care Developments proposal can contact a member of the project team by emailing feedback@consultation-online.co.uk or calling 0800 298 7040.

Information Ends

1