

April 2017

# Statement of Community Involvement

Serpentine Road, Cleckheaton

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## Executive Summary

McCarthy & Stone is committed to consulting with the local community regarding its proposed development of land off Serpentine Road, Cleckheaton, with 43 Retirement Living apartments comprising one and two bedrooms, an 83-bed care home facility and on-site affordable townhouses.

Residents and stakeholders were given the opportunity to provide their feedback regarding the proposal at all stages of the public consultation via a number of different channels. A Freephone information line and dedicated website were made available throughout the course of the consultation programme, and will be following submission, for interested parties to receive further information and provide their feedback to the project team.

Consultation included offering early one-to-one meetings with councillors, neighbouring residents and third-party groups to enable stakeholders to view the proposals prior to them being displayed to the wider community. These were offered on an appointment basis on Wednesday 15 February 2017, between 10.00am and 5.00pm at Premier Inn, Dyehouse Drive, Cleckheaton BD19 6HG.

A public exhibition was also held on Wednesday 8 February 2017 between 3.00pm and 7.00pm at Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR, to which 997 local residents and businesses were invited to attend. The proposal was further publicised by a press release issued to local newspapers encouraging residents to find out more and comment on the scheme. On the day 64 individuals attended the public exhibition, and feedback forms were available for attendees to record their views.

Overall, 29 pieces of feedback were received during the consultation process, 100% of which support the plans.

McCarthy & Stone remains committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and stakeholders remain informed and updated about the proposal.

## 1. INTRODUCTION

1.1 McCarthy and Stone, the UK's leading retirement housebuilder, is bringing forward proposals to develop land off Serpentine Road, Cleckheaton, with high-quality Retirement Living accommodation, a care home and affordable housing.

- 1.2 McCarthy & Stone is committed to consulting stakeholders and the local community about its planning application. As a result, McCarthy & Stone has a strong track record of consulting and communicating with local residents, community groups, 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 programme undertaken by McCarthy & Stone and the joint applicants in respect of its proposal for land off Serpentine Road, Cleckheaton.
- 1.4 This document provides a chronological account of the consultation activity that has been undertaken within the pre-submission stages and the post-submission activity that McCarthy & Stone proposes to undertake.
- 1.5 In order to assist with the community and stakeholder consultation, McCarthy & Stone appointed Remarkable Group, 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 The site

- 2.1.1 The site is located off Serpentine Road, Cleckheaton, and benefits from an existing planning permission for a large Tesco superstore.
- 2.1.2 The site is situated around 400 metres to Cleckheaton town centre facilities.



Aerial view of the site

## 2.2 Proposal

- 2.2.1 The proposal would deliver a sensitively designed mixed use scheme of Retirement Living apartments, a care home and affordable housing that enhances the surrounding area. Retirement Living apartments are specifically designed to meet the needs of people in later life, with a House Manager overseeing the scheme. The development would offer homeowners an active, independent lifestyle in a safe and secure environment. The proposed apartments would feature a high specification of shared facilities to address homeowners' everyday needs, including a homeowners' lounge and refuse room, lift, mobility scooter store and a guest suite, allowing for friends and relatives to stay overnight when needed.
- 2.2.2 The proposals include 43 one and two-bed apartments with 30 parking spaces, an 83-bed care home with 25 parking spaces and affordable townhouses with parking spaces.
- 2.2.3 The proposal would provide high-quality communal gardens and attractive areas of landscaping to further enhance the entire scheme and wider area.

## 3. PRE-APPLICATION CONSULTATION

### 3.1 Statement of Community Involvement

McCarthy & Stone has consulted in respect of the Government's National Planning Policy Framework (NPPF) which states that 'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.'

The NPPF also highlights that "good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

- 3.1.1 Kirklees Cabinet adopted its Statement of Community Involvement (SCI) on 22nd September 2015. The SCI provides guidance on how they will consult the local community on development proposals.
- 3.1.2 Against this background, prior to submitting the formal planning application for the site, McCarthy & Stone undertook a detailed programme of community consultation, as detailed in this document.

## 3.2 Contacting Statutory Bodies

3.2.1 During the pre-application discussions, meetings were held with Kirklees District Council's Planning Officers, on the 15 December 2016 and 24 March 2017.

## 3.3 One-to-one Stakeholder Briefings

3.3.1 McCarthy & Stone, Darrington Health Care and Leeds Federated Housing Association felt it was important to discuss the early proposals for the redevelopment of the site with local stakeholders and immediate residents. Therefore, a series of individual one-to-one briefings for local stakeholders, elected councillors, neighbouring residents and representatives of third-party groups were organised for Wednesday 15 February 2017. The briefings were offered on an appointment basis between 10.00am and 5.00pm at Premier Inn, Dyehouse Lane, Cleckheaton, BD19 6HG.

3.3.2 An invitation letter was distributed to all identified stakeholders on Tuesday 6 February 2017. The following stakeholders were invited to arrange a one-to-one meeting with the McCarthy & Stone project team:

- Relevant cabinet members of Kirklees District Council
- The councillors for Cleckheaton ward, where the site is located
- The Member of Parliament for Batley & Spen
- Local interest groups
- Occupiers/owners of houses immediately neighbouring the site

3.3.3 The initial correspondence outlined the proposed plans for the development of the site and invited recipients to arrange a one-to-one meeting. It also included details of the Freephone project information line number.

3.3.4 Each one-to-one meeting planned to broadly cover:

- Information about McCarthy & Stone's Retirement Living schemes, Darrington Health Care and Leeds Federated Housing Association
- A review of the site
- The background to the application
- Details of the initial proposals for the site
- An outline of the proposed consultation process and timeframe of the proposals

- Questions and answers

3.3.5 Representatives of McCarthy & Stone and Darrington Health Care were available to answer questions and make notes of comments made before, during and after the briefings.

3.3.6 The one-to-one stakeholder briefings were to allow the applicants to provide specific answers to questions and talk attendees through the early proposals for the scheme. They also provided an opportunity for McCarthy & Stone and Darrington Healthcare to obtain and consider feedback prior to the submission of the planning application.

3.3.7 Councillor Viv Kendrick attended a meeting to enquire generally about the plans for the site. Cllr Kendrick was supportive of the plans to bring more accommodation for older people to the area.

3.3.8 Representatives from the Spen Valley Civic Society attended to offer his and the Society's support to the proposals. He was encouraged to see the derelict site being redeveloped.

3.3.9 One local resident attend who also supportive of the plans and was happy to see the site being put to good use for the whole community.

3.3.10 A copy of the letter sent to residents can be found at Appendix I and a copy of the letter sent to stakeholders can be found at Appendix II.

### **3.4 Public Exhibition**

3.4.1 McCarthy & Stone and Darrington Health Care held a public exhibition to display the proposals for Cleckheaton on Wednesday 8 March 2017 between 3.00pm and 7.00pm. The exhibition was held at Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR.

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

3.4.3 An invitation newsletter and feedback postcards were distributed to 997 households and businesses in the local area advising them of the proposals. These invitations were sent to those homes and businesses thought to be most affected by the proposals within the immediate vicinity and were distributed to land on doorsteps on Wednesday 1 March. The following map illustrates the distribution area.



Invitation newsletter distribution area

3.4.4 The A4 invitation newsletter contained the following:

- Information about McCarthy & Stone, Darrington Health Care and Leeds Federated Housing Association
- Details of the public exhibition
- An overview of the proposals
- Background to the site
- The overall vision for the site

- The proposed design principles
- An aerial view, photos and details of the site

3.4.5 The invitation also displayed the details of McCarthy & Stone's Freephone project information line and the dedicated project website address ([www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)) to allow people to access or request further information.

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

3.4.7 An invitation was also issued to the following local stakeholders:

- Members of Kirklees Council, including relevant cabinet members, the Planning Committee and the local councillors for the site
- The Member of Parliament for Batley & Spen
- Representatives of local third-party groups

A copy of the invitation newsletters can be found at Appendix IV.

### 3.5 Media Relations

3.5.1 To ensure the wider community was aware of the proposals, a detailed press release was issued to local newspapers. The press release contained the following information:

- An overview of the proposals
- A background to McCarthy & Stone and Darrington Health Care
- Details of how to view the plans and the various methods that individuals could provide their feedback to members of the development team, including the Freephone information line and the dedicated website address

A copy of the press release can be found at Appendix V.

### 3.6 Exhibition Display

3.6.1 On the day, the public exhibition was attended by 64 individuals. The exhibition displayed details about the proposal ahead of submitting a planning application including:

- McCarthy & Stone's history and vision
- McCarthy & Stone's Retirement Living schemes
- How McCarthy & Stone seeks to create happier, healthier and longer lives
- Darrington Health Care's plans
- Details of Leeds Federated Housing Association
- Benefits to the local economy

Copies of the exhibition display boards can be found at Appendix VI.

3.6.2 The following materials were also available:

- Copies of the display boards
- Copies of the invitation newsletter
- Feedback forms
- A visitor's book, for registering attendance
- Freepost envelopes for the feedback forms
- Copies of McCarthy & Stone's Retirement Living brochure
- Copies of McCarthy & Stone's Life and Living Magazine

3.6.3 The exhibition also provided:

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

3.6.4 Feedback forms could either be completed at the venue or posted back by using the supplied postage-paid envelopes. These were then collated and the feedback analysed.

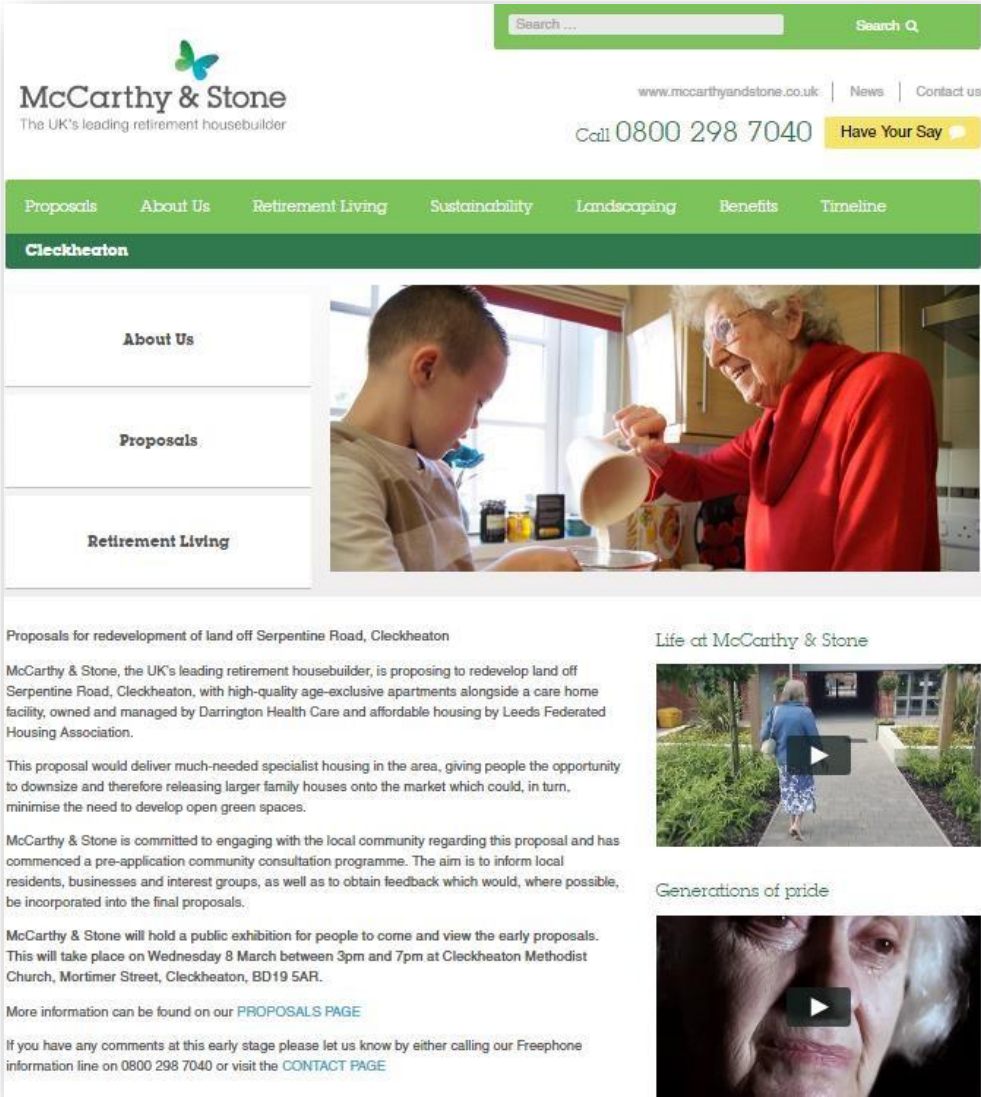
A copy of the feedback form can be found at Appendix VII.

3.6.5 Representatives of the project team were available to answer questions throughout the exhibition, including two members of staff from McCarthy & Stone, a planning

consultant from The Planning Bureau Ltd, one architect from Darnton B3, one architect from Alston Murphy and two representatives from Remarkable Group.

### 3.7 Dedicated Website

3.7.1 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/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton).



Screenshot of the dedicated consultation website

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

3.7.3 The website includes:

- Information about the proposals
- Information about McCarthy & Stone, Darrington Health Care and Leeds Federated Housing Association
- An online contact form to provide feedback or ask questions
- Information about the public exhibition
- Relevant plans and layout
- Information about Retirement Living schemes

3.7.4 The website home page was viewed a total of 181 times at the time of writing this report.

### 3.8 Post-paid responses and Freephone information line

3.8.1 During 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 the telephone.

3.8.2 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 voicemail facility was available for messages to be left and responded to at the earliest opportunity to ensure queries or concerns were addressed.

3.8.3 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.

3.8.4 A postage-paid envelope was available for all public exhibition attendees to take with them. Feedback postcards issued prior to the exhibition also included postage-paid to encourage local comments.

Business Reply Plus  
Licence Number  
RTHX-GHUX-UEAG





Exhibition Response Remarkable Group Ltd  
Serpentine Road, Cleckheaton  
Consultation Response  
Imperial Court  
2 Exchange Quay  
SALFORD  
M5 3EB

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**We value your views\***

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

First Name

Surname

Address

Postcode

Telephone

Email

Do you support these proposals?    YES     NO

\*PLEASE COMPLETE IN BLOCK CAPITALS

**Any additional comments**

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

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

A feedback postcard

## 4 Review of Comments

4.1.1 The following review includes all comments received up to Tuesday 25 April 2017, including postal responses and postcards.

4.1.2 McCarthy & Stone’s plans for Cleckheaton received 29 responses from the those consulted. 100% of responses support the plans for the site.

Total no. of responses	Supporters	Non-Committal	Objectors
29	29 (100%)	0	0

4.1.3 One email and 9 feedback postcards were received, with 19 completed feedback forms received either at or following the public exhibition which a total of 64 individuals attended.

4.1.3 The following is a selection of comments made throughout the feedback process:

- “Just what Cleckheaton needs”
- “very good for the town”
- “this development will improve the area considreably”
- “This project is needed in the area”
- “I think this the best use for this site”

Below is a summary of the responses from the exhibition feedback forms, of which 19 were received. These figures do not include the pre-exhibition postcards.

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

Yes	Non-Committal	No
19 (100%)	0	0

4.1.5 All respondents welcomed specialist housing for older people in the area. Below are some of the responses to this question:

Comment	Address
“yes - very strongly, excellent use of non-greenbelt land”	Hightown Road
“Yes this development will improve the area considerably and is ideally located for different amenities which will be easily accessible”	Booth Street
“Yes. Very good for the area”	South Parade

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

Yes	Non-Committal	No
19 (100%)	0	0

In total 100% of respondents believed this was a good site for specialist housing for older people.

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

Below is a collation of the points raised more than once by respondents

Comment	Frequency
No comments	8
Very well thought out	3
Looks very good	4

**4.1.8 Do you have any general comments about the proposals?**

Below is a selection of responses to this question.

Comment	Address
“We are totally supportive”	Whitechapel Road
“very good use of the site”	Booth Street
“Very pleased using a brownfield site. Also good use of landscaping for site.”	Booth Street

**4.2 Pre-exhibition feedback cards**

4.2.1 Pre-exhibition feedback cards were sent to 997 residents and businesses surrounding the site, accompanying an exhibition newsletter, encouraging local residents to provide initial feedback and inviting them to attend the public exhibition.

Total no. of responses	Supporters	Non-Committal	Objectors
9	9 (100%)	0	0

4.2.2 The feedback cards offered respondents the chance to submit comments on the proposals. A collation of these is provided in the table below:

Comment	Frequency
General support	9

**4.3 Response to Comments**

4.3.1 All comments received were reviewed by the project team and, where possible and appropriate, amendments were made to the proposal. Feedback was also given at the exhibition and questions were answered. Many of the issues raised are covered in the application documents which accompany this document.

The main topics which arose during the pre-application consultation process and McCarthy & Stone’s response to each are detailed below.

4.3.2 **Support for the development of the site:** Throughout the consultation process and at the public exhibition, it became clear that the plans would receive huge support from the local community. Overall 100% of the responses received were supportive of the development, with many saying the development was much needed locally.

McCarthy & Stone, Darrington Health Care and Leeds Federated Housing Association are very pleased with the levels of support received from the local community regarding its proposals. Providing additional housing choice could ensure larger homes are

available for families and those who currently live in Cleckheaton; helping to ensure they do not have to move away to find suitable accommodation for their needs.

The care home facility will provide a home for the most vulnerable elderly members of the community in safety and security. The affordable housing helping to ensure local families are provided with high-quality housing at below market rate.

## 5 POST-SUBMISSION ENGAGEMENT

### 5.1 Ongoing Stakeholder Engagement

5.1.1 Given the interest shown by some 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 consultation website ([www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)) will be updated at the following points during the application process:

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

### 5.3 Letters to Interested Parties

5.3.1 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:

- The local councillors who represent the site
- Relevant Cabinet members of Kirklees District Council
- Members of Kirklees District Council's Planning Committee
- Member of Parliament for Batley & Spen
- Representatives of local third-party groups
- Residents who have expressed an interest in being updated on the proposals

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



## 6. APPENDICES

- **Appendix I:** One-to-one resident meeting invitation letter
- **Appendix II:** One-to-one stakeholder meeting invitation letter
- **Appendix III:** Stakeholder letter of invitation to the exhibition
- **Appendix IV:** Newsletter of invitation to the exhibition
- **Appendix V:** Press release
- **Appendix VI:** Exhibition boards
- **Appendix VII:** Feedback form

- **Appendix I:** One-to-one resident meeting invitation letter

Name

Address 1

Address 2

Address 3

Postcode

xx February 2017

Information line: 0800 298 7040

Dear Resident,

#### Improving accommodation choice for older people in Cleckheaton

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

We have recently acquired an interest in land off Whitcliffe Road, Cleckheaton, and are in the process of working up a proposal for its redevelopment into a high-quality residential scheme, including Retirement Living accommodation and a care home development.

We are committed to engaging with the local community regarding this proposal and have commenced a pre-application community consultation programme. The aim of this is to inform local people such as residents, businesses and interest groups, whilst also allowing for feedback to be received. The feedback will be taken into account, where possible, when finalising the proposal. Remarkable Engagement, a specialist communications agency, has been recruited to assist with this public consultation process.

Given that you are a neighbour to the site, we would like to invite you to an individual meeting to discuss the preliminary proposal. Our project team members would be available to meet with you on **Wednesday 15<sup>th</sup> of February 2017** at a pre-arranged, half-hour, timeslot of your choice, between **10am and 5pm**. The meetings will be held at **Premier Inn Bradford South, Dyehouse Drive, Cleckheaton, BD19 6HG**.

Should you consider such a meeting to be of interest please contact Chris Midgley at Remarkable Engagement, on the Freephone project information line number 0800 298 7040 to arrange a mutually convenient timeslot. **We'll be booking slots on a first-come, first-served basis.**

We will also be holding an exhibition to present our plans and gather feedback from the wider community. We will let you know when this is to take place in the near future.

In the meantime, please do not hesitate to contact Chris on the dedicated project information line if you require further information.

We look forward to hearing from you.

Yours faithfully,

  
Steve Secker

- **Appendix II:** One-to-one stakeholder meeting invitation letter

«Title»  
«Address\_1»  
«Address\_2»  
«Address\_3»  
«Postcode»

**6 February 2017** **Information line: 0800 298 7040**

Dear «Salutation»

**Improving accommodation choice for older people in Cleckheaton**

As you may be aware, McCarthy & Stone has acquired an interest in land off Whitcliffe Road, Cleckheaton, and is in the process of working up a proposal for its redevelopment into a high-quality residential scheme, including Retirement Living accommodation and a care home development.

McCarthy & Stone is committed to engaging with the local community regarding this proposal. Therefore we have commenced a pre-application community consultation programme. The aim of this to inform the local community of the plans and obtain feedback which will then be taken into account, where possible, when finalising the proposal. Remarkable Engagement, a specialist communications agency, has been appointed to assist McCarthy & Stone with this public consultation process.

Given your role in the community, McCarthy & Stone would like to invite you to an individual meeting to discuss the preliminary proposal and hear your initial feedback on the plans. The McCarthy & Stone project team will be available to meet with you on **Wednesday the 15<sup>th</sup> February 2017** at a pre-arranged, half-hour, timeslot, between **10am and 5pm**. The meeting will be held at **Premier Inn Bradford South, Dyehouse Drive, Cleckheaton, BD19 6HG.**

Should you consider such a meeting to be of interest, please contact Chris Midgley at Remarkable Engagement, on Freephone **0800 298 7040** to arrange a mutually convenient timeslot. **We will be booking slots on a first come, first served basis and I would like to encourage you to call at your earliest convenience to book an appointment.**

We will also be holding an exhibition to present our plans and gather feedback from the wider community. We will let you know when this is to take place in the near future.

In the meantime, please do not hesitate to contact Chris on the dedicated project information line if you require further information.

Yours sincerely

  
Steve Secker  
Regional Managing Director (North East Region)

- **Appendix III:** Stakeholder letter of invitation to the exhibition

«Title»  
«Address\_1»  
«Address\_2»  
«Address\_3»  
«Address\_4»  
«Postcode»

**01 March 2017** **Information line: 0800 298 7040**

Dear «Salutation»,

**Improving the housing choice for older people in Cleckheaton**

At McCarthy & Stone, we are focused on providing high-quality homes and services to make later life a happy and rewarding experience. As part of our commitment to community engagement, we have arranged a public exhibition to display our proposals to the wider community for the development of land off Serpentine Road, Cleckheaton, with Retirement Living accommodation. The proposals also include a care home facility and affordable housing.

The enclosed newsletter has been sent to around 1000 residents and stakeholders, inviting them to an exhibition about the initial proposals on **Wednesday 8 March 2017 between 3pm and 7pm at Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR.**

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

**Wednesday 8 March 2017**  
**Between: 2pm – 3pm**  
**At: Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR**

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

We look forward to seeing you on **Wednesday 8 March**. However, if you are unable to attend but would like further information, or have any additional questions at this stage, please do not hesitate to call our Freephone information line, 0800 298 7040, or email us at [feedback@mccarthyandstone-consultation.co.uk](mailto:feedback@mccarthyandstone-consultation.co.uk).

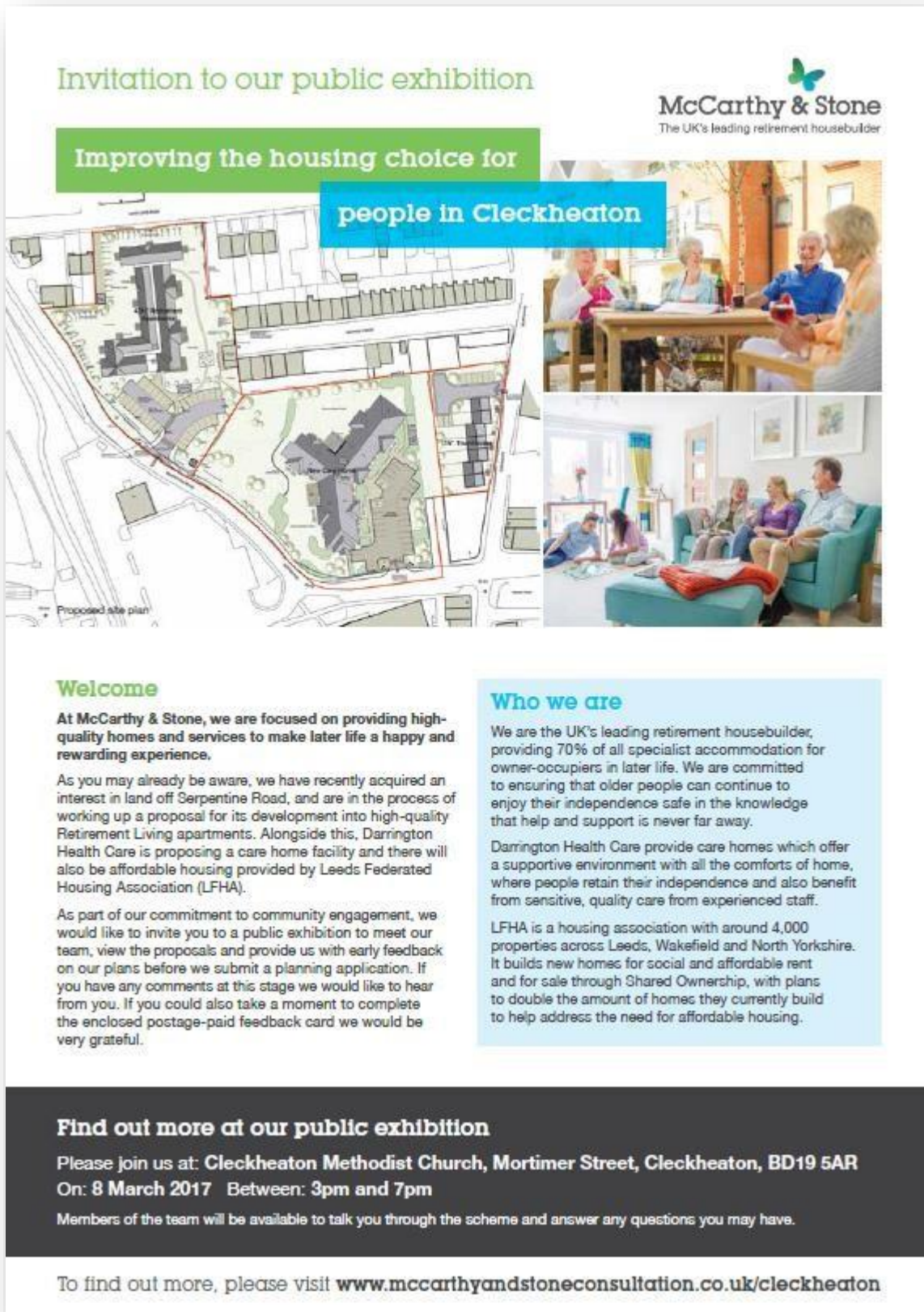
You can also visit our website at [www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)

Yours sincerely,



**Chris Midgley**  
**Remarkable Engagement, on behalf of McCarthy & Stone**

**Appendix IV: Newsletter of invitation to the exhibition**



The poster features a central graphic with a site plan on the left and two photographs of people on the right. The site plan is labeled 'Proposed site plan' and shows various building footprints and green spaces. The top right of the graphic contains the McCarthy & Stone logo and tagline. A green banner at the top reads 'Invitation to our public exhibition'. Below it, a blue banner reads 'Improving the housing choice for people in Cleckheaton'. The top right photograph shows four people sitting around a table, and the bottom right photograph shows a group of people sitting on a sofa in a living room.

**Invitation to our public exhibition**

**McCarthy & Stone**  
The UK's leading retirement housebuilder

**Improving the housing choice for people in Cleckheaton**

**Welcome**

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

As you may already be aware, we have recently acquired an interest in land off Serpentine Road, and are in the process of working up a proposal for its development into high-quality Retirement Living apartments. Alongside this, Darrington Health Care is proposing a care home facility and there will also be affordable housing provided by Leeds Federated Housing Association (LFHA).

As part of our commitment to community engagement, we would like to invite you to a public exhibition to meet our team, view the proposals and provide us with early feedback on our plans before we submit a planning application. If you have any comments at this stage we would like to hear from you. If you could also take a moment to complete the enclosed postage-paid feedback card we would be very grateful.

**Who we are**

We are the UK's leading retirement housebuilder, providing 70% of all specialist accommodation for owner-occupiers in later life. We are committed to ensuring that older people can continue to enjoy their independence safe in the knowledge that help and support is never far away.

Darrington Health Care provide care homes which offer a supportive environment with all the comforts of home, where people retain their independence and also benefit from sensitive, quality care from experienced staff.

LFHA is a housing association with around 4,000 properties across Leeds, Wakefield and North Yorkshire. It builds new homes for social and affordable rent and for sale through Shared Ownership, with plans to double the amount of homes they currently build to help address the need for affordable housing.

**Find out more at our public exhibition**

Please join us at: **Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR**  
On: **8 March 2017 Between: 3pm and 7pm**

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

To find out more, please visit [www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)



### McCarthy & Stone Retirement Living apartments

We recognise that getting older can present challenges. That is why everything we do is built around the needs of our homeowners: from the design of our apartments which specifically meet the needs of people in later life, to our fully trained House Managers, who are based at each scheme.

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

#### Darrington Health Care homes

Darrington homes are privately owned and managed by people with years of experience in running successful care homes. They create safe, welcoming environments where everyone who has been entrusted to their care can live happily and with dignity.

#### LFHA Homes

LFHA provide high quality housing, working with local communities to make neighbourhoods places people want to live and others want to move to.

### Benefits of this proposal

- Much-needed specialist Retirement Living accommodation provided for local people
- A care home facility for the most vulnerable members of the community
- 7 affordable townhouses
- Ideal location in Cleckheaton, with good public transport links, shops and services nearby
- A design which contributes positively to the local area and new developments close by
- High-quality landscaped communal gardens surrounding the development
- 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

### Find out more at our public exhibition

Please join us at our public exhibition at:

**Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR**

On: **8 March 2017**

Between: **3pm and 7pm**

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

### Getting in touch

If you would like further information at this stage, please visit the project's dedicated website at [www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton) or contact our freephone information line number on **0800 298 7040**.

To find out more about us, please visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

McCarthy & Stone Retirement Lifestyles Limited, Registered Office 4<sup>th</sup> Floor, 100 Holdenhurst Road, Bournemouth BH8 8AQ, No. 8622231, Registered in England and Wales

To find out more, please visit [www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)

- **Appendix V:** Press release

**For immediate release**

**1 March 2017**

**Plans to go on display for Serpentine Road, Cleckheaton**

Following the announcement that McCarthy and Stone, the UK's leading retirement housebuilder, has acquired land off Serpentine Road, Cleckheaton, the developer is seeking feedback from local residents on its proposals for the site.

The scheme will be a joint venture between McCarthy and Stone, Darrington Health Care and Future Lease. It will comprise a mix of residential accommodation including 43 Retirement Living apartments, 83 bed care home facility, seven affordable townhouses, on-site car parking and professionally landscaped gardens.

The community is invited to view the plans for the site at a public exhibition from 3 – 7pm on 8 March 2017 at Cleckheaton Methodist Church, Mortimer Street, Cleckheaton, BD19 5AR.

Steve Secker, Regional Managing Director (North East) for McCarthy and Stone, said:

*"I would encourage all those who live in the surrounding area to attend the exhibition; this is their chance to influence how the finished site will look.*

*"We have spent time carefully researching the local area to ensure that our proposal will enhance Cleckheaton and provide much needed specialist accommodation for the older population. By including a care home facility and affordable housing the redeveloped site will have something to offer for the whole community.*

*"At the public exhibition members of our project team will be on hand to answer questions and listen to feedback."*

McCarthy and Stone has a wealth of experience delivering Retirement Living accommodation. The developments allow people to retain the independence and privacy of their own home, the opportunity to enjoy the company of others and the knowledge that support, if needed, is on hand. Developments include communal facilities such as a homeowners' lounge, guest suite and lift access to all floors.

Darrington Health Care, which currently owns three specialist care homes and Future Lease, in partnership with Leeds Federated Housing, will develop the care home and affordable housing aspects respectively.

To find out more about this development see [www.mccarthyandstoneconsultation.co.uk/cleckheaton](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton)

- ENDS -

**Notes to editors:**

McCarthy and Stone North East Region is based in York and has development sites across the North East of England.

McCarthy and Stone is the UK's leading retirement housebuilder with a c.70% share of the owner-occupied market. We buy land and then build, sell and manage high quality retirement developments. We have sold c.50,000 apartments across more than 1,000 locations since 1977. Our Northern Regions have offices based in York and Altrincham and has development sites across the North of England and Wales.

At McCarthy and Stone everything we do is built around a belief that later life can be rich, rewarding and fulfilling. We believe it is an opportunity to rediscover the things you love and explore new territory. Helping people make the most of it is our purpose and our passion, so on a daily basis we strive to think differently and care more about transforming later life.

Over the past 35 years, we have become Britain's leading provider of retirement apartments, pioneering the concept of purpose-built accommodation for older people. We provide 70% of this type of accommodation, having built more than 45,000 apartments in 1,000 different schemes. We also have a range of financial and estate management products and services specifically designed to help people live later life to the full.

We offer a choice of different types of retirement developments that includes Retirement Living and Assisted Living. Our Retirement Living developments offer the independence of retaining home ownership while living in an apartment specifically designed for later life; provide more time to embrace the possibilities of later life through reduced maintenance and admin, as well as peace of mind and companionship. Assisted Living developments offer all of this, plus a helping hand through flexible care and support packages that make life that little bit easier.

McCarthy and Stone offers the widest variety of award-winning one and two bedroom apartments that are for sale in over 200 locations across the UK.

For further information, visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

- **Appendix V: Copy of the exhibition boards**

# Enhancing your local area

## Redevelopment of land off Serpentine Road, Cleckheaton

### About the site

Following a detailed review of the need for housing in Cleckheaton, we are now in the early stages of working up proposals to redevelop the land off Serpentine Road, which has existing planning consent for a large Tesco supermarket.

The proposals are for high-quality Retirement Living apartments developed by McCarthy & Stone, a Darrington Health Care owned and managed care home facility and affordable homes by Future Lease in partnership with Leeds Federated Housing Association. Ideally located, the site is within walking distance of local amenities, with regular bus routes providing easy access to the wider area and the facilities and services located therein. We believe that this proposal provides an opportunity to deliver a sensitive development that will improve housing choice for older people in the local area.

### Attractive outside spaces

We seek to ensure that all of our developments, in conjunction with our partners, have high-quality outside space for our homeowners to enjoy. Our developments are designed to blend attractively with their surroundings. We recognise that excellent gardens and landscaped form a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

The boundaries of the development will be improved with new planting, adding the appearance of the development. 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.

The landscaping will ensure the currently derelict site is no longer an eyesore for local residents.



Site plan



Aerial view of the site

### Our approach to design

Before we begin designing any proposal, our team of architects spend time carefully researching the architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings. We design our schemes to express an individual character of their own and to meet the needs of our homeowners.

The proposals for this portion of the site include:

- A Retirement Living block with around 43 apartments comprising both one and two-bedroom units
- 30 car parking spaces
- A unique design which respects and complements its surroundings, retaining the local character
- High-quality, professionally landscaped gardens throughout the site which will enhance the area

Using a palette of materials sympathetic to those found in in the local area, our design team have devised a scheme that pays respect to the unique character of the area.



Artist's impression of McCarthy & Stone apartments



Elevation of proposed McCarthy & Stone development



The existing site



The existing site



Existing development - Cottingham



Existing development - Renshaw




Existing development - Shearwell Bridge



McCarthy & Stone  
The UK's leading retirement housebuilder

McCarthy & Stone Retirement Livingcare Limited, Registered Office 4th Floor, 150 Huddersfield Road, Bournemouth BH4 4ND, No. 0852271, Registered in England and Wales


 Click on Tools to convert to PDF.

# The wider development Redevelopment of land off Serpentine Road, Cleckheaton

## The Proposals

The proposed Retirement Living accommodation is part of a wider site. McCarthy & Stone is also seeking planning permission for a scheme that includes:

- A 60 bed, three-storey care home with 25 parking spaces, owned and managed by Darrington Health Care
- 7 affordable townhouses, with parking, by Leeds Federated Housing Association (LFHA)

The addition of the care home and affordable housing will mean this derelict site will be brought back into use to the benefit of the community.



## Darrington Health Care

Darrington Health Care provide care homes which offer a supportive environment with all the comforts of home, where people retain their independence and also benefit from sensitive, quality care from experienced staff.

The proposed home will provide care and housing for some of the most vulnerable members of the Cleckheaton community. Designed to create a safe, welcoming environment this development will ensure everyone who has been entrusted to our care can live happily and with dignity.

The development will include:

- 25 car parking spaces
- Landscaped gardens
- Lift access throughout the development
- Catering facilities
- Comfortable communal lounge rooms



## Leeds Federated Housing Association

LFHA is a housing association with around 4,000 properties across Leeds, Wakefield and North Yorkshire. It builds new homes for social and affordable rent and for sale through Shared Ownership, with plans to double the amount of homes they currently build to help address the need for affordable housing.

Leeds Federated Housing Association is proposing high-quality two storey townhouses, to ensure they are in keeping with existing homes in the area.



McCarthy & Stone Retirement Living Ltd, Registered Office 49 Floor, 138 Huddersfield Road, Huddersfield, HD6 2AG, Tel: 0800 771, Registered in England and Wales

- **Appendix VI: Feedback Forms**

## Feedback Form



### Proposals for redevelopment of land off Serpentine Road, Cleckheaton

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

Our proposal seeks to redevelop this site with high-quality age-exclusive apartments alongside a care home facility, owned and managed by Darrington Health Care and affordable housing by Leeds Federated Housing Association.

Please take a moment to complete this form and either place it in the ballot box, or return it to us using the postage-paid envelope provided by 15 March 2017. Your views will be carefully considered before a planning application is submitted to the local authority in the coming months.

We are also happy to receive comments and questions, please email us at [feedback@mccarthyandstone-consultation.co.uk](mailto:feedback@mccarthyandstone-consultation.co.uk) or call our Freephone information line on **0800 298 7040**.

Alternatively you can view the plans and comment via our website [www.mccarthyandstoneconsultation.co.uk/cleckheaton/](http://www.mccarthyandstoneconsultation.co.uk/cleckheaton/).

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

Thank you for your time.

Name:

Address:

Postcode:

Email:

Telephone:

Please do not keep me informed of updates to this application

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

Email: [feedback@mccarthyandstone-consultation.co.uk](mailto:feedback@mccarthyandstone-consultation.co.uk) Call: **0800 298 7040**

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No. 6622231, Registered in England and Wales

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?

All information will be held in accordance with the data protection act (1998) for use by Remarkable Group on behalf of McCarthy & Stone as part of a planning application. Comments might be included in reports which may be made publicly available; we will not publish names of individuals. Please tick this box if you do not want us to make your response publicly available