



Hallmark Care Homes

Public Consultation attendance and responses on development proposed at Pound Place, Roundstone Lane, Angmering

Public consultation took place at the Angmering Library on Wednesday 21st March between 4pm and 7pm

The Proposal

The redevelopment of the site known as Pound Place, Roundstone Lane, Angmering for a 71 bed care home with 30 car parking spaces.

The level of care offered within the proposed new home would provide 24/7 personal, nursing and specialist dementia care for the frail senior population in and around Angmering.

Hallmark Care Homes

The company is family owned and started in the care business in 1997. There is a genuine interest from the owners to improve the lives of frail elderly people and supporting people living with dementia. Hallmark own 16 care homes in South Wales and the south of England, the nearest home to Angmering being Maycroft Manor in Brighton.

The company's Chief Executive, Avnish Goyal, is the Chair of Care England and participates, encourages and supports many worthwhile charities and the shareholders actively encourage their team to make a difference wherever they can.

The new build properties over 8 years have achieved 6 national Pinders Design Awards which recognises excellence in architectural, interior and landscaping designs which stimulate and encourage residents to lead full and active lives in their care home.

Hallmark are recognised for their leadership in innovation and amazing living environments.

Communications with the Neighbourhood

On March 12th Hallmark sent letters to 28 immediate properties around the boundaries of Pound Place to invite them to meet with the Hallmark team, their town planner, architect and arboriculturalist to review the proposed development plans ahead of a planning application being submitted.

The Parish Councillors were invited to attend the meeting by way of an email to the Administrator for distribution. A poster was requested and provided to display at the Parish Council inviting the wider community of Angmering.

The purpose was to establish whether there were any concerns over the proposed development which could be mitigated by re-design, landscaping and the nature of the operation.

There was a steady flow of 20 attendees in the three hours including three Parish Councillors. We were pleasantly surprised at the level of support that the neighbours showed for the development, especially the architectural style of the property.

There was obvious concerns over the loss of trees, and the arboriculturalist was able to answer their questions, letting them know the condition of the trees and make recommendations for replacement trees or planting along the boundary where there was a relationship with their property.

Most common comments by attendees	Hallmarks Response and Commitment
Loss of trees	Many of the trees, especially those on the boundary are non-native and showing signs of bio-mechanical distress (splits in the trunk and branches). Where trees are proposed to be removed, a replacement planting scheme will be designed introducing more native species of trees and hedging, a variety of colour, with wildlife and bird enhancing environments, improving upon the current array of trees. A large selection of trees are proposed to remain to the boundary of the site.
Impact on the wildlife	In the landscape design there will be provision for new habitats and choices made on plant, tree and shrub species that attract wildlife to the spaces in and around the gardens.
What other uses could the site be used for?	The site has a planning consent on the site for a residential development dating back to April 2015 which has not been implemented.

Most common comments by attendees	Hallmarks Response and Commitment
What benefits does a care home bring to the community?	The home will provide care, support and a safe living environment for many people who will be moving from their family home. This will release properties to the market, addressing some of the shortfall in housing provision locally. The care home will bring job opportunities for a wide range of skills and also provide business opportunities locally to supply food, hairdressing, therapies, entertainers, newsagents, pharmacies, florists to name a few. The home and Hallmark will support local charities and community events and welcome volunteers to engage with residents. Visitors are welcome to use our café and engage with the home on the many fun themed days organised. The local authority have not consented any new build care homes for about 15 years, reflecting the lack of facilities and variety of care homes for individual needs and budgets.

Most common comments by attendees	Hallmarks Response and Commitment
Will there be enough parking for the care home and the staff?	The parking standards are set by local and government policy and we believe that we have exceeded the minimum standards set. The company will encourage car sharing, cycling to work, use of the local bus services and work with the team to consider how shift patterns can assist with the need to use local transport. There are several shifts over the course of the day and a steady flow of traffic to and from the site, decreasing significantly after 7pm.
Will the traffic movements be better or worse than if the site was built for residential?	We believe our development proposal will be better and this will be confirmed by the findings of the Transport Statement.

Most common comments by attendees	Hallmarks Response and Commitment
How are the GP Practice and Pharmacies going to cope with 72 new patients?	Should the scheme get a planning approval, communications will be encouraged between our operational team and the GP's to establish how they can support the home. Many residents in the home will be local and their GP service will not need to be changed. There will be team and nurses on site to deal with any minor ailments, reducing the need for GP home visits for the elderly living at home, and they can elevate any major health issues directly to the hospital services, relieving the burden on GP's to provide this service. The medication provision is placed with a larger supplier that will deliver medications for multiple prescriptions and repeat prescriptions. This could be the local pharmacy if their business can accommodate the home, but there are other services such as Boots that will supply the home.

Most common comments by attendees	Hallmarks Response and Commitment
We really like the architecture, where have you taken your influence from?	Looking at the local modern and historic buildings in and around the immediate area and providing a very traditional style of building that looks homely and will not not overpower the surrounding neighbourhood. The design is very much an 'arts and crafts' influence.

Attendance and Feedback

Address of attendee	Comments
32 Brougham Grove	Pleased that through road not planned, no issues with the proximity of build to the house. Wishes to see trees to boundary but would prefer something easier to maintain. Concerned about the noise from the construction site and lighting to have minimal impact on the property.
4 Lambert Way	Have no objections to the proposed development. Lives opposite and welcome the retention or replanting of trees along the boundary with Lambert Way.
Parish Councillor	No comments
18 Brougham Grove	Happy with what was shown. Would rather have a care home than a housing development.

6 Lambert Way	Important to retain or replace trees and landscaping especially taking into account local wildlife. Building design appears very sympathetic to services being provided. Important for facility to develop links with local community – consider offering respite beds or daycare. Would support development at this stage – await sight of formal planning application.
Parish Councillor	No comments
3 Compass Close	Building looks good in proposal, nice to be able to speak with developers and planner and Hallmark team. I will be interested in hearing more as the project progresses.
51 East Drive	No comments

14 Lambert Way	Overall impression of the plans is favourable. Concerns regarding increased traffic along Roundstone Lane. Parking area looks relatively small for the size of the building. Hopefully would not spill out on to neighbouring residential sites. Would prefer to keep the conifers which act as a screen and house various wildlife. Would encourage scheme to lose most or even all of the large conifers and replant with prettier more manageable trees. Is the parking plot large enough? Is it likely to be extended?
Parish Councillor	No comments
22 Brougham Grove	No comments
24 Brougham Grove	Strong concerns over removal of trees, loss of wildlife, loss of trees during nesting etc. Would be very keen to keep the pine cone tree especially behind their garden, although all would be nice.

2 Bramley Cottages	Pleasant architecture. Need to ensure sufficient staff car parking spaces. Screening from Roundstone Lane by existing Leylandi needs to be preserved. Replacement tree planting in other areas need to be sufficiently mature specimens.
3 attendees declined to register or comment	