

STATEMENT OF COMMUNITY INVOLVEMENT

Proposed 64-Bed Dementia Care Centre

at

Land to the Rear of Bairds Farm Shop, Climping,
Littlehampton



BRACKLEY INVESTMENTS LTD

MAY 2018

1. Introduction

This document covers the community involvement undertaken by Brackley Investments Ltd for the preparation and submission of a planning application for a 64-bed Dementia Care Centre on Land to the Rear of Bairds Farm Shop, Climping, Littlehampton. The site covers 2.08 acres of land situated off the A259, behind the existing Bairds Farm Shop.

This document should be read in conjunction with the submitted Planning Statement, Independent Assessment of Need and the Design & Access Statement.

The following information within this Statement of Community Involvement (SCI) outlines our approach and methodology to both inform and engage with the local residents, Parish Council and Arun District Council planning department. Included are responses and information drawn from the consultations which have both informed and guided our approach to the development of the site.

Through our engagement with the local community we have ensured that as many people as possible have had the opportunity to comment and influence the proposed development. This consultation with the community is an ongoing approach as we intend to continue engaging with all key stakeholders as the application progresses.



2. Consultation Methodology

Through public consultation we looked to engage with as many stakeholders as possible to best inform the proposed development. These included the following:

1. *Arun District Councillors (Ward and Neighbouring Ward Members)*

Cllr Haymes, Cllr Ambler and Cllr Buckland were all personally invited along to our public consultation event to learn more about our proposal with all three attending.

2. *Clymping Parish Council*

All Clymping Parish Councillors were invited along to the public information day to engage with the proposal. Brackley also attended Parish Council meetings to ensure that the councillors were made aware of the progress of a planning application and the proposals.

3. *Arun District Council Planning Officers*

Brackley Investments submitted a pre-application enquiry on 24th May 2017 for the erection of 64 Dementia Care Units. This involved a formal written response and site visit with an officer.

4. *Climping and Local Villages Local Residents*

Local residents were invited to a public consultation day to give them the opportunity to gain a further understanding of our proposal and to give feedback and thoughts on the design, layout and location of the scheme.

Each stakeholder has had the opportunity to engage and input into the development process to form a comprehensive solution that seeks to meet both the developer and care providers needs whilst catering to the views of the local community. These inputs are critical and need to be incorporated into a potential proposal as they generate design improvements.



3. Public Information Day

Prior to submission of a planning application we engaged with local residents through an open public consultation day. The public information day enabled us to clarify the location of the development and explain the current proposal and thought process behind the design of the building and also to ascertain information of any local issues that could influence development.

Promotion & Advertising

The public information day was held on Thursday 19th April at Climping Village Hall, Church Lane, Climping. This location was chosen due to the proximity to the site and the local residents of Climping village. The village hall is both prominent and accessible therefore visibility of the event is increased along with the potential footfall. The event was open from 2:30pm to 6:30pm to ensure that as many available people could attend.

The information day was advertised throughout the local area with several posters (*Appendix A*) present at publically accessible and visible areas. Below is a map indicating the locations that advertisement posters were located. We included Ford and Climping to mirror the potential catchment area of the proposed dementia care centre.



These were put up at the locations identified on 27th March 2018, 3 weeks before the event to enable as many local residents and passers-by to acknowledge and potentially attend the information day.



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Images showing posters in some of the identified locations



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Alongside this we hand delivered over 350 leaflets advertising the event to local residents of Clymping. These were posted on the 27th March 2018 to ensure the village residents were aware of the proposed development and given enough notice to enable their attendance. The Map below indicates the area leaflets were posted against the site location.



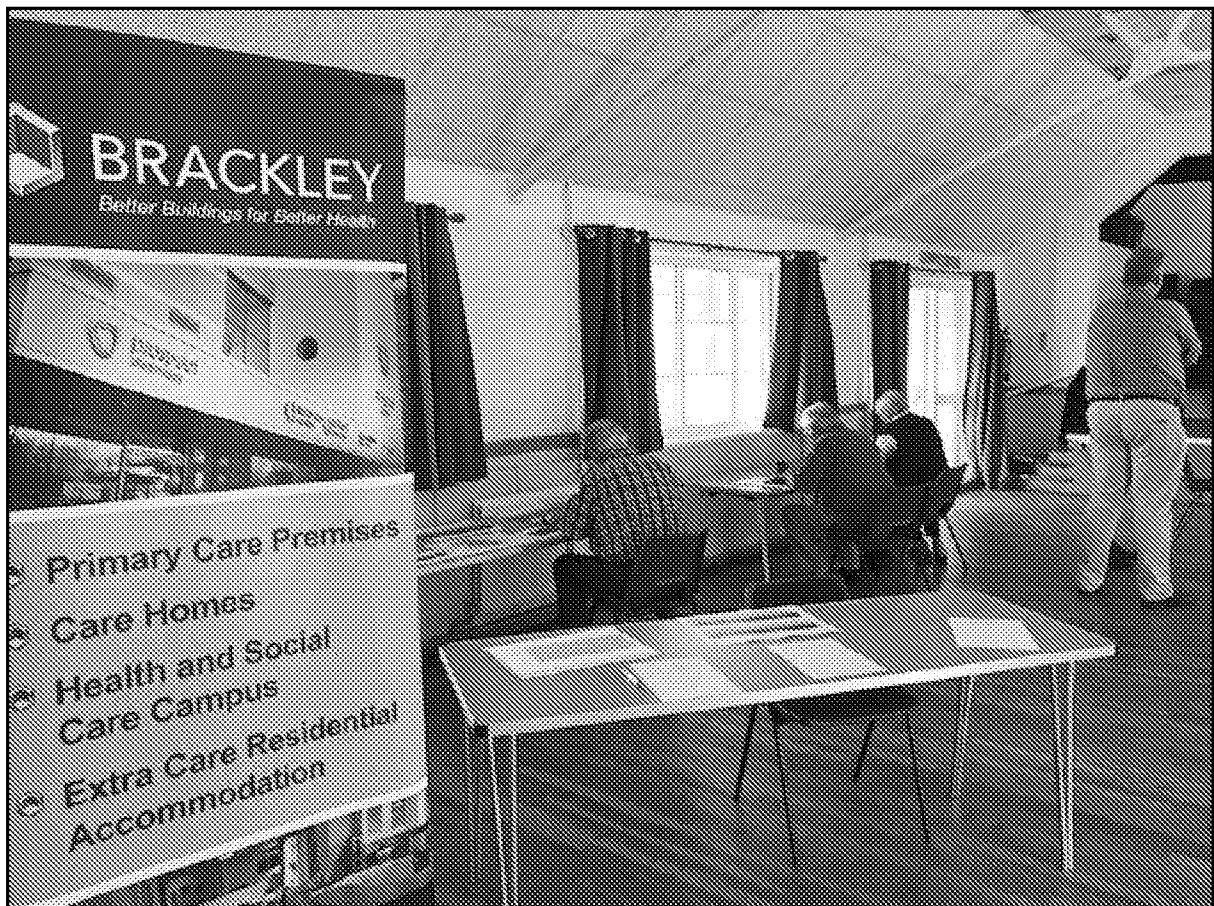
The Parish Council were very helpful and publicised the flyer on the Clymping Parish Council website (www.clymping.org.uk) to ensure further public visibility.

The Public Information Day

Following our extensive advertisement campaign, the day was well attended and set up as indicated within the pictures overleaf to enable people to circulate and engage with those from the development team and experts utilised on the proposal.



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Present at the Public Information Day were the following members of the development team:

- Jeff Moore - *Principal Director, Brackley Investments*
- Andy Marshall - *Planning Director, Brackley Investments*
- Victoria Turner - *Senior Development Surveyor, Brackley Investments*
- Jordan Langdon-Bates - *Development Surveyor, Brackley Investments*
- James Wallace - *Director, Hunters*
- Juan McNicholl - *Senior Architect, Hunters*

We provided refreshments to encourage local residents to stay and learn about our proposal in as much detail as possible. This enables them to give better in-depth responses and also enable us to answer all questions and queries they had regarding the proposal. Please see appendix C for the display boards used to present our proposal to the public. Alongside this we provided handout versions and a video presentation showing the proposed building in-situ.

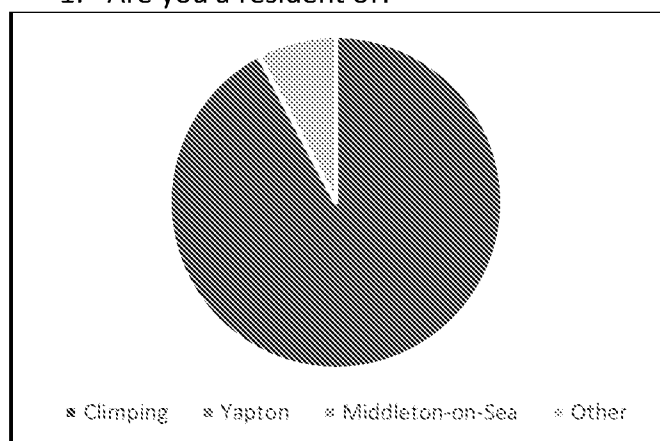
Public Consultation Response Findings

Through the public information day, we wanted to draw as much information and public opinion on both the proposal along with any information that the public may have that could help inform and guide the development. Local knowledge is invaluable in creating a development that best suits both the needs of the residents that the development will serve but also those surrounding the site that will experience its impact.

The majority of attendees at the public information day were local residents of Climping that had either received flyers through the post or seen one of the public posters around the village or on the parish council website. In all, 28 people attended with 14 leaving their contact details enabling us to keep those who wanted, up to date with the progress of the planning application and development process.

At the public information day, we provided a short questionnaire for visitors to fill out to give feedback on our proposal (*Appendix B*) to help guide the development process. The questionnaire was formulated to enable us to obtain information that could both be useful and informative to our proposed development. The following information is from the 13 responses we received on the day along with 1 surveys that were taken away, filled in and returned to us.

1. Are you a resident of?

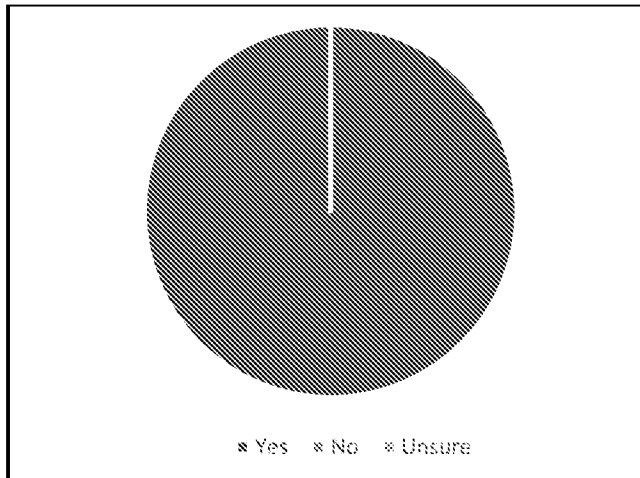


The majority of attendees were local to Climping village that filled out a questionnaire. However not all filled out a questionnaire but did make it known how local they were to the site.



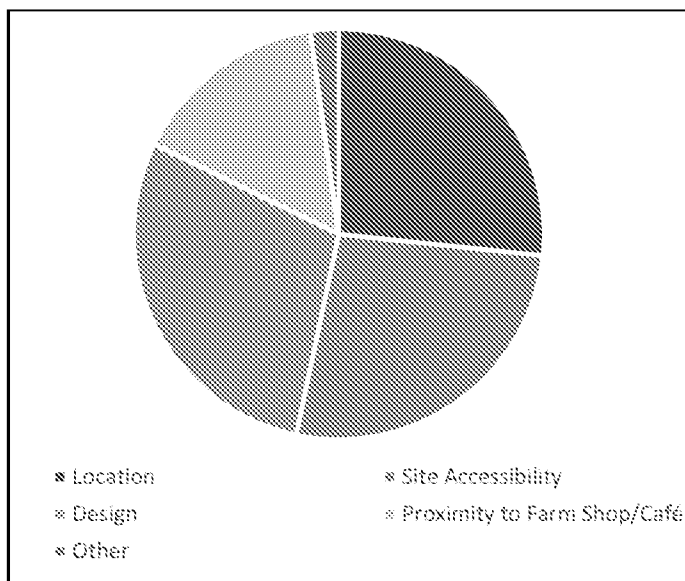
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2. This development will provide access to local specialist high quality dementia care. Do you agree there is a need for specialist dementia care for older people in this area?



All those that responded to our survey agreed with the need for a specialist dementia care centre within the local area.

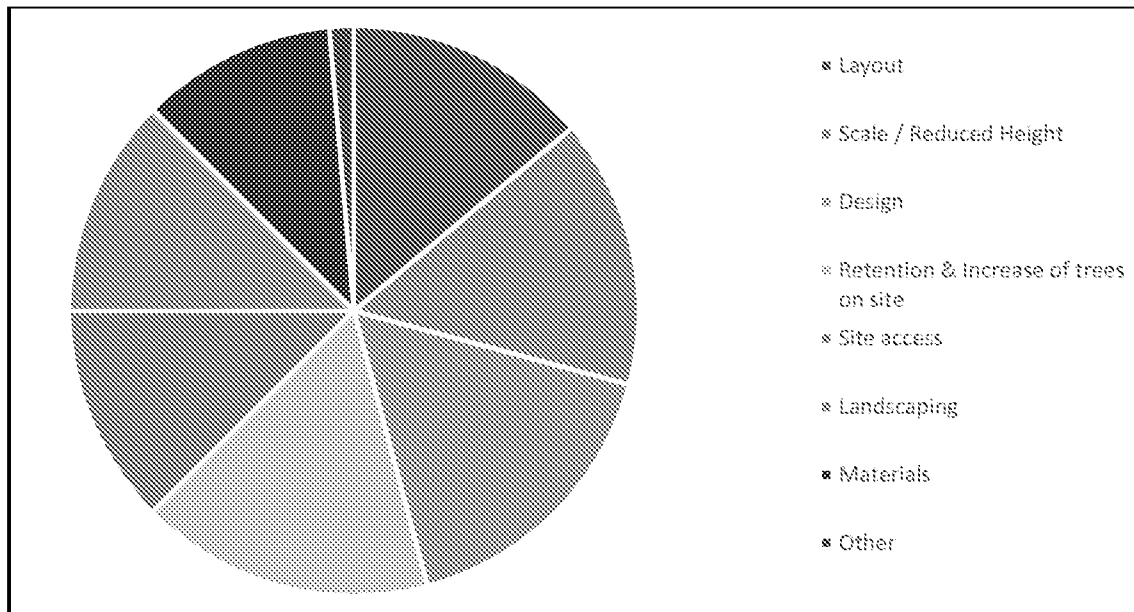
3. Overall, what do you like about the proposal?



The majority of responses were positive towards the design and location of the development with specific comments noting that the design is “not too intrusive” and the location is ideal to “fulfil a need”. There was also a lot of support for the site accessibility in terms of public transport and links along the A259.

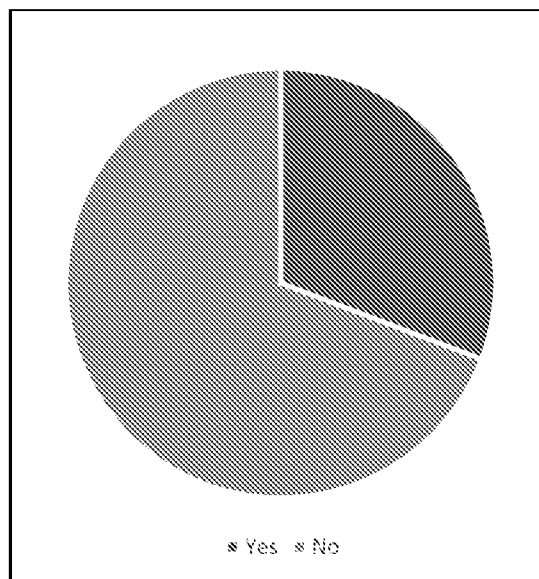


4. What do you like about the proposed development?



The majority of responses noted that they liked the scale and design of development on site with the reduced building height being of particular interest. Attendees were also happy to see the retention of trees on site and noted that the increase in number was a positive alongside the need to provide variety within the species used. One respondent noted that the proposal would “enable employment locally”.

5. Do you have any concerns about the development?



75% of respondents did not have any concerns, however those that did noted they were happy as long as the development didn't “grow any bigger” and that access was in line with council requirements and they were “kept clean during construction”. One respondent noted that they had “concerns over access, however this seems to be covered”.

6. What one element is most important to you about the development?

Respondents were keen to iterate that the most important aspect of the development was the fact we were meeting a highly required care need in a location that was poorly provided for currently. Another noted the sites containment within the surrounding buildings was important to reduce the impact on the landscape with others stating that they liked the design and it was in keeping with the Climping Vernacular.

7. Any other comments?

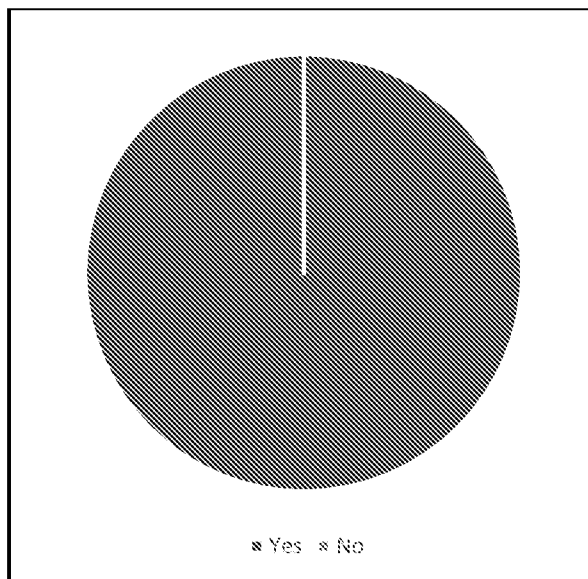
Respondents noted the following key positive points:

- agrees with need in this area
- old people deserve to be looked after in modern facilities and comfort
- all good, all questions answered positively

With some minor concerns regarding:

- Great concept as long as affordable
- that the development will remain as it is & development does not expand.

8. Did you find the public information day useful and informative?



100% of respondents said that the day was useful to understand fully the development intentions. Key points that were raised noted that the information provided *“addressed my planning concerns”* and that it was *“well displayed and very informative”*. One especially noted that the *“video presentation was useful”*

Key Findings

The first major positive point from the public information day is the overwhelming support and evidence showing that the public believe there is a need for specialist dementia care within this locality as **100% of respondents indicated that they saw a need.**

There was limited negativity on the day and within the questionnaire responses they note a positive response to the design, location and scale of development which responds to the local area character.



Parish Council Meeting

Following our public consultation meeting Brackley presented to Clymping Parish Council on the 22nd May during their Annual General Meeting (AGM). We presented to the majority of the council with a large number of members of the public present. Many of these were unable to attend the public consultation day and therefore gave them a further opportunity to vocalise their views. Present from Brackley were:

- Andy Marshall, *Planning Director, Brackley Investments*
- Jordan Langdon-Bates, *Development Surveyor, Brackley Investments*

This enabled those present to gain a detailed understanding of the proposal prior to submission and the steps we have taken improving the design following the extensive pre-application discussions with Arun DC and local residents. We were also able to field any further questions that the public and Parish Council had in regard to our proposal. Points raised in the meeting are outlined below:

- Potential traffic impact on the A259
- Type of development and number of care beds proposed
- Scale of building

The parish council members and members of the public that were in attendance were overall positive towards our scheme.



4. Conclusion

Following extensive consultation with several key stakeholders, the local residents and Arun District Council; there has been substantial support for the 64-bed specialist dementia care centre.

Very few concerns were raised by the local residents and councillors that engaged with us through our public information day with many keen to see the delivery of a modern and viable care centre to meet the long term need of the local community and potential residents.

We have taken on board all points raised through both our public consultation day and the pre-application response to inform and progress the proposal to planning application stage.

As noted within the previous section, the council pre-app response was mixed with some area (principally design) requiring further work. This has been addressed through several design iterations. Further pre-application enquiries with the Planning Department have not been possible.



Appendix A

Public Information Day

Proposed Dementia Care Centre on Land to the Rear
of Baird's Farm Shop, Climping



Thursday 19th April, 14.30-18.30pm

At Climping Village Hall, Church Lane, off A259, Climping
BN17 5SN

Refreshments and feedback questionnaires to be provided



Appendix B

Proposed Dementia Care Centre
Land to the Rear of Bairds Farm Shop, Climping

Feedback Questionnaire

1. Are you a resident of: *(please tick box)*

Climping	
Yapton	
Middleton-on-Sea	
Other <i>(please state)</i>	

2. This development will provide access to local specialist high quality dementia care. Do you agree there is a need for specialist dementia care for older people in this area?

YES	
NO	
UNSURE	

3. Overall, what do you like about the proposal?

Location	
Site accessibility <i>(by car, bus & foot)</i>	
Design	
Proximity to Farm Shop & Cafe	
Other <i>(please state)</i>	

4. What do you like about the proposed development?

Layout	
Scale / Reduced Height	
Design	
Retention & increase of trees on site	



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Site access	
Landscaping	
Materials	
Other (<i>please state</i>)	

5. Do you have any concerns about the development of this site?

YES (<i>please state your concerns</i>)	
NO	

6. What **ONE** element is most important to you about the development? (*eg. Design, type of development, traffic, materials, care need, type of care, jobs, trees, proximity to public transport, etc...*)

7. Any other comments?

8. Did you find the Public Information Day useful & informative?

YES (<i>please state what you liked</i>)	
NO (<i>please state what we could improve</i>)	

Please complete and hand in or return to: **Brackley Investments Ltd**, Unit 6 Lower Farm Barns, Bainton Road, Bucknell, Bicester, Oxfordshire, OX27 7LT; [REDACTED]



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Appendix C

