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-----Original Message-----

From: Andy Marshall [REDACTED]

Sent: 10 July 2018 11:50

To: Carole Adler

Cc: Planning

Subject: Re: Bairds Farm dementia home development.

Dear Mrs Adler

Thank you for taking the time to write to me yesterday. I had read your objection of 3 July and note that your email below is now also online. Taking the both together, I would like to address the points you raise as follows:

Support

We refer to positive local support as that is exactly what we received at our Public Information Day on 19 April - both on the day in conversation with members of the public, and through the results of the questionnaire - which

was fairly worded and provided opportunity for both positive and negative comment. The full results of the completed questionnaires are included within our submitted Statement of Community Involvement - which I trust you have read.

Our approach is very much one of local engagement - at the Parish Council meeting of 22 May the public response to our presentation was largely positive, and as such we sought to secure such support by asking local residents if they would do so.

We wrote to over 250 local residents and businesses and the responses thus far stands at 36 letters of support and 9 objections.

Strategic Gap

As you'll be aware, due to the lack of housing land supply, relevant policies otherwise restricting development can be considered out of date, however Arun's Strategic Gap policy doesn't place a blanket ban on all development, and our proposal has been carefully sited and designed so as to minimise both physical and visual impact. The site is essentially an 'infill' plot between the Farm Shop and housing along Climping Street - and neither extends the built form to the east or west, and the extent of tree cover and boundary hedgerows will largely screen the development from wider views.

Thus, our Landscape Visual Impact Assessment concluded that such harm would be limited, and must be weighed against the great many benefits of the scheme, including job creation and delivering specialist care which is undoubtedly needed.

Lack of Local facilities

The proposal is for a dementia care centre - not merely elderly housing: residents will not be leaving the premises unattended and do not require local shops and facilities. The facility is entirely self-contained with all the facilities it needs for residents and visitors.

The key attributes for a facility such as the proposed are for good public transport access and a degree of prominence, together with an outlook for residents which is 'active' rather than passive. The site has been agreed as suitable by our Charitable Trust clients HMT.

Alternative uses

Brackley Investments are solely care sector developers - we have no interest in alternative uses for the site, and as a C2 residential institution use, planning permission would be needed for any change to market housing (C3), Hotel (C1) or indeed any other use.

Traffic

Concerns as to the additional travel movements associated with the development appears to be the main reason for several of the other neighbour objections, however the development will generate very few vehicle movements (less than 10 extra cars onto the peak hour period) as the residents do not have cars, staff work off-peak shift patterns, and most visitors would also tend to visit in the evenings or weekends, although the number of visitors to dementia centre residents can often, and sadly, be very low.

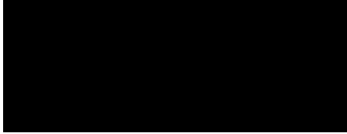
The site already has planning permission as a dog training centre, which could generate more peak hour traffic than the proposed use such is the limited extent of additional traffic from a dementia centre.

I trust the above allays your fears but should you have any remaining queries please don't hesitate to contact me and I would be more than happy to meet with you to discuss further, either personally or at a future Parish Council meeting.

Yours sincerely,

Andy

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On 09/07/2018, 10:45, "Carole Adler" 

>I write as a resident if Climping Street.

>You say you have positive comments. I wonder how many you have received from Climping residents living south of the A259? Everyone I have spoken to who actually lives in close proximity does not want a development of the kind you are proposing on that site.

>Whilst nobody would argue there is a need for dementia care in our country as a whole, that particular location is wrong - a residential development of that extent is out of keeping with the character of the strategic gap - there are no other large residential developments in the gap and nor should there be. It is supposed to be protected.

>You say you've given people an opportunity to express views by writing. In fact you've sent a one sided letter to be signed and returned to Mrs Gardner at Arun. There is no space for an objection but only ' I support '. That is intrinsically unfair. I hope the planning officer has an open mind and is not influenced by your pushy tactics. I'm sure your reasons for this development are not purely for the well being of dementia sufferers but more for the profit you are likely to make.

>The parish councillors were unanimous in their objection to your planning application.

>C Adler

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>Sent from my iPhone