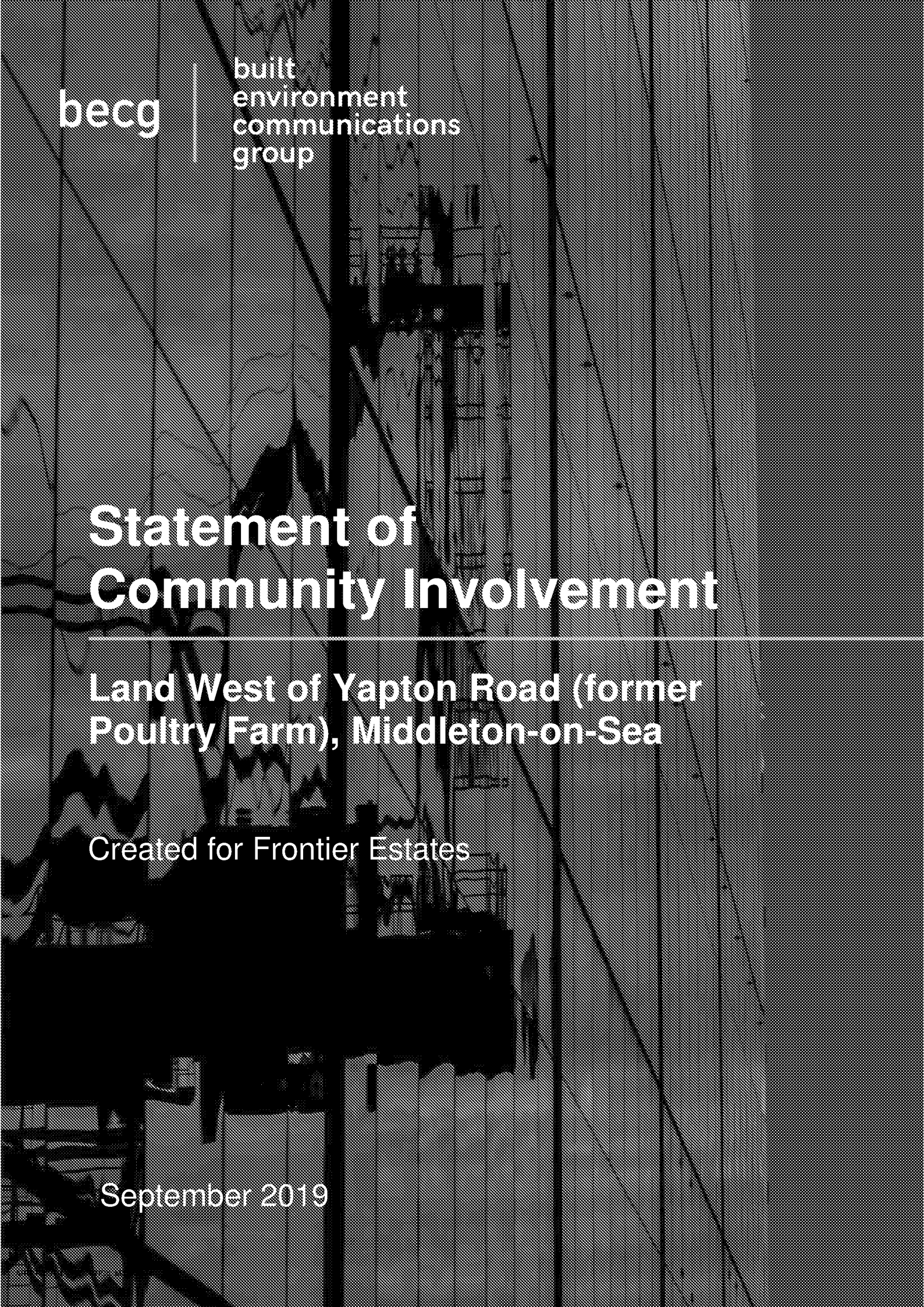


The background of the entire page is a grayscale, high-contrast photograph of an offshore oil or gas rig. The rig's complex structure, including its towers, platforms, and various pipes, is silhouetted against a lighter sky. The image has a grainy, textured appearance, typical of a halftone or dithered print.

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Statement of Community Involvement

**Land West of Yapton Road (former
Poultry Farm), Middleton-on-Sea**

Created for Frontier Estates

September 2019

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Executive Summary

Frontier Estates and its development team are committed to consulting the local community regarding the proposed redevelopment of land west of Yapton Road (former Poultry Farm), Middleton-on-Sea.

Residents and stakeholders were given the opportunity to give their feedback regarding the proposals at all stages of the public consultation via several different channels. A freephone information line and email address were made available throughout the course of the planning stages for interested parties to receive further information and provide their feedback to the project team.

Pre-application consultation also included an early briefing letter sent via email to local parish councillors, ward members and relevant portfolio holders at Arun District Council. This was to provide an outline of the proposals prior to them being displayed to the wider community. The letter was sent on **Monday 22nd July 2019**.

A public exhibition was held on **Thursday 22nd August 2019**, to which approximately **1,000** local residents and businesses were invited to attend. On the day of the public exhibition, around **100** individuals attended. Feedback forms were available for attendees to record their views.

Constructive feedback was received in the form of comments, concerns and suggestions, with the main comments relating to the level of onsite car parking provision, the site's drainage plans given the recent history of flooding within the local area, and safety concerns regarding the access to the site which involves crossing a public footpath. Frontier Estates has carefully reviewed all the feedback received to date and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

Following the submission of the application, Frontier Estates will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

Frontier Estates has consulted separately with the local planning authority and the local highways authority through the formal pre-application procedure. The responses received and a summary of how the scheme has evolved in response to these comments is provided in the Planning Policy Statement accompanying this application.

1. Introduction

- 1.1 This Statement of Community Involvement has been prepared on behalf of Frontier Estates as part of a full planning application for a care home on land west of Yapton Road (former Poultry Farm), Middleton-on-Sea.
- 1.2 This document has been produced with the aim of clearly and concisely detailing the community consultation undertaken by Frontier Estates in respect of its proposals for the site.
- 1.3 This document provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and, in addition, the activity that Frontier Estates plan to take as the proposals progress.
- 1.4 In order to assist with the community consultation and communication, Frontier Estates appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.5 All feedback received is accounted for and represented within this document.

2. Background

2.1 Proposal site

- 2.1.1 Following the adoption of the Arun District Council Local Plan, the site now falls within the built-up area of the settlement and is identified as suitable for development as part of the FP17 land allocation.
- 2.1.2 Planning permission was granted in February 2017 for the site's redevelopment with a total of 13 residential dwellings and associated landscaping, parking and access.
- 2.1.3 The built form of this planning permission was oriented to lie adjacent to the eastern and northern boundaries of the site with amenity space to the south. The principle for redeveloping this site has been established through its inclusion in the settlement boundary and the approval of residential development on the site.



A satellite image depicting the proposal site in Middleton-on-Sea

2.2 Proposal

- 2.2.1 Frontier Estates' plans propose the delivery of a much-needed, new 66-bedroom care home, which will complement the mix of uses in the area (both existing and proposed). The proposal comprises:
- A low-rise, sensitively designed two-storey development with varied roof heights and elevational treatments, to create the appearance of a linked rather than continuous built form
 - Landscaped amenity areas and sensory gardens, with comprehensive planting across the site, including the long-term retention, management and enhancement of the majority of trees around the boundaries of the site

- Spacious communal and amenity spaces, incorporating a café / bar / lounge, cinema room, activity rooms, lounges, dining spaces, children's playroom and quiet rooms
- An on-site kitchen and laundry
- 24-hour care provision and dedicated staff facilities, including a lounge, training area and changing rooms
- Resident bedrooms that are all equipped with en-suite bathrooms, designed for safety and accessibility
- A total of **29 on-site car parking spaces**, with dedicated spaces for electric charging points, deliveries and ambulances, **this was increased from 26 spaces following feedback from local residents at the public exhibition**



CGI of the proposed development

3. Pre-application Consultation

3.1 Statement of Community Involvement

- 3.1.1 In carrying out its pre-application consultation, Frontier Estates and its development team gave due regard to the most recent version of the National Planning Policy Framework (2018) which states in 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.”

- 3.1.2 Arun District Council's adopted its Statement of Community Involvement in 2012. The pertinent section of the SCI is highlighted below:

“9.3 The Council recommends that developers adopt at least one of the consultation methods listed in Table 5 (see below) in advance of submitting planning applications for both minor and major applications.

The type and nature of this consultation however will vary depending on the complexity and scale of the development proposed. The appropriate level of consultation will be discussed with the applicant at the pre-application meeting.”

Table 5 Pre-Application consultation methods		
Approach	Major Applications	Minor Applications
Public meetings – on more controversial schemes, a wider audience can debate and discuss proposals	✓	
Public exhibitions – exhibitions held locally to the proposal can provide information and raise interest	✓	
Workshops – allow stakeholders and community groups to discuss in detail particular issues at an early stage of a development proposal. Professional independent facilitators may be considered as part of this process.	✓	
Planning for Real – uses simple models as a focus for people to put forward and prioritise ideas on how their area can be improved	✓	
Town & Parish Councils – important way of raising interest locally and provides access to a network of local community groups	✓	✓

<i>Media – radio and local press can enable a wide audience to be reached. Documents and processes can be explained in simple, appropriate language</i>	✓	✓
<i>Mail drop – this would provide communities with information on proposed future involvement events</i>	✓	
<i>Street survey questionnaires – important method of obtaining the views of individuals or groups that would otherwise be difficult to obtain e.g. full time employed at transport nodes and leisure centres</i>	✓	
<i>Specialist community involvement consultant - this should be considered in order to devise overall strategy and run specific events</i>	✓	
<i>Notify neighbours – this can address concerns early on in the process and applications may be revised having regard to legitimate concerns raised</i>	✓	✓
<i>Website – all relevant documents can be provided online through dedicated web pages facilitated by the Council or applicant, keeping residents informed of consultation events etc. This method may also include web-based questionnaires</i>	✓	✓

3.1.3 Government guidance and Arun District Council's SCI encourages pre-application discussions and community involvement. As a result, the public consultation programme had a number of key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow people to become actively involved in the process
- To identify and address any issues raised by the local community and stakeholders

3.1.4 Therefore, prior to submitting the formal planning application for the site, Frontier Estates together with its development team undertook a detailed programme of community consultation, as outlined in the following documentation.

3.2 Contacting Statutory Bodies

3.2.1 During the pre-application discussions, meetings were sought with planning officers alongside relevant bodies, including pre-application meetings. Details of these discussions are set out in the Planning Statement and the various technical background studies accompanying the planning application.

3.3 Stakeholder Letters

- 3.3.1 Frontier Estates' felt it was important to communicate the early proposals for the site's development with Middleton-on-Sea Parish Council, Arun District Council Ward Members and relevant Portfolio Holders in advance of the wider community consultation. Therefore, a letter regarding the plans was emailed on **Monday 22nd July 2019**.
- 3.3.2 The letter included an outline of the proposals and an explanation of the community consultation that was due to take place. It also invited members of the Parish Council and Arun District Council to comment on the plans and provided the dedicated information line number for any further questions.

3.4 Public Exhibition

- 3.4.1 Frontier Estates held a public exhibition to display its initial proposals for the redevelopment of the site on **Thursday 22nd August 2019** between **3.00pm and 7.00pm**, at **St. Nicholas Church, Elmer Road, Middleton-On-Sea, Bognor Regis PO22 6ET**.
- 3.4.2 The purpose of the public exhibition was to present the proposals to the wider community and gain additional feedback prior to submitting a full planning application.



Photos taken at the public exhibition on Thursday 22nd August 2019

- 3.4.3 An invitation newsletter was distributed to more than **1,000** households and businesses in the local area advising them of the proposals. The invitations were sent to those homes and businesses thought to be most affected by the proposals within the immediate vicinity and were distributed on **Wednesday 7th August 2019**. The following map illustrates the distribution area.



A map depicting the exhibition invitation distribution area

3.4.4 The invitation newsletter was also distributed to key stakeholders, including the Middleton-on-Sea Ward Members and the Middleton-on-Sea Parish Council.

3.4.5 The A5 invitation newsletter contained the following:

- Background to the site
- An aerial view and details of the site
- Details of the public exhibition
- Information about Frontier Estates

3.4.6 A copy of the invitation newsletter issued to residents can be found in the Appendices.

3.4.7 The invitation also displayed the details of Frontier Estates' freephone information line and email address to allow people to request further information.



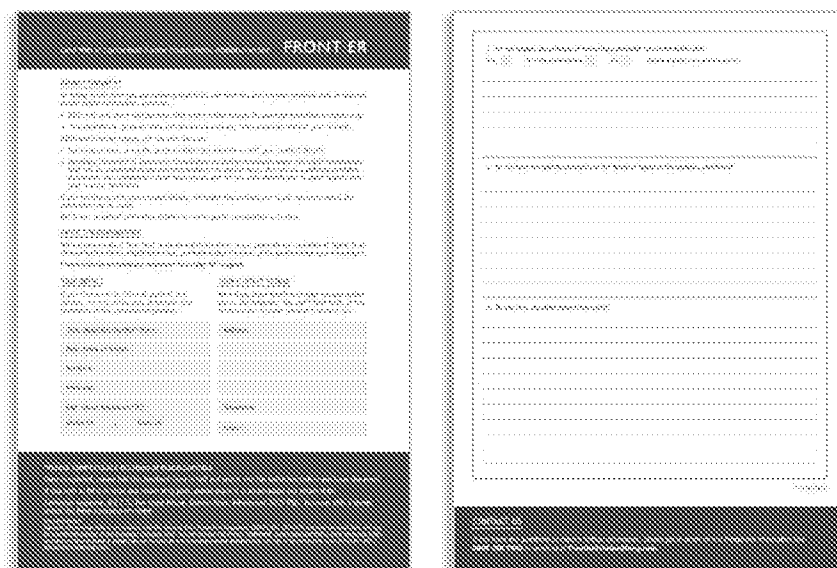
3.5 Exhibition Display

3.5.1 The exhibition displayed details about the proposals ahead of submitting a planning application. A copy of the exhibition display boards can be found in the appendices, which included the following information:

- Welcome
- Policy context, planning history and older person's housing need
- An overview of the proposals
- Design approach and landscaping
- Drainage, highways and access
- About Frontier
- Next steps

The following materials were also available at the exhibition:

- 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 pads of paper
- Direction signs to lead attendees into the venue
- An opportunity to request further information



3.5.2 Feedback forms could either be filled in 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 is included within the Appendices.

3.5.3 Representatives from Frontier Estates, QED Planning, Edmund Williams and Built Environment Communications Group (BECG) were available to answer questions throughout the exhibition.

3.6 0800 Comment Facility

- 3.6.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.
- 3.6.2 The telephone number used (**0800 298 7040**) was in operation Monday – Friday between the hours of **9.00am and 5.30pm**. Outside of these hours, a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure that information was readily available, and that queries or concerns were addressed.
- 3.6.3 Information was given to callers where possible and, if questions were of a technical nature, these were passed on to project team members.

3.7 Response to Consultation

3.7.1 Approximately **100** local residents and stakeholders attended the public exhibition and **15** feedback responses were received via **15** feedback forms.

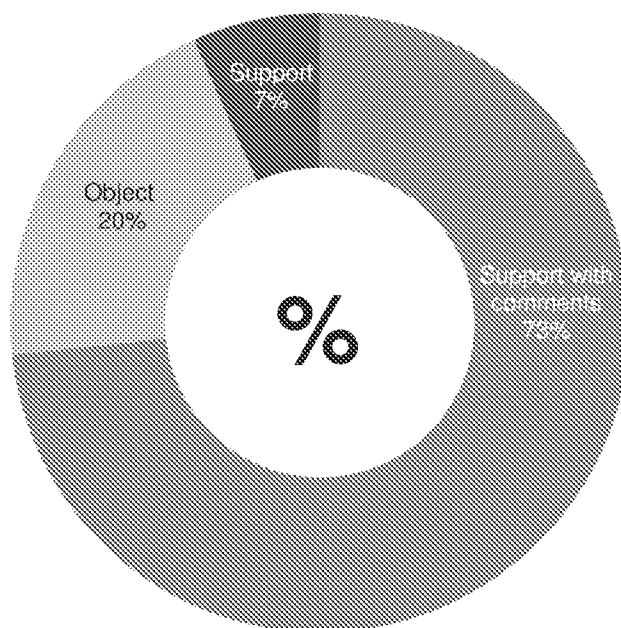
3.7.2 Overall results received from all responses to the consultation up to **Friday 30th August 2019**.

Total no. of responses	Support	Support with Comments	Object	No view
15	1	11	3	0
(100%)	(7%)	(73%)	(20%)	(0%)

3.7.3 **80%** of the responses received were supportive overall, of which, **73%** expressed support with specific comments. **20%** of respondents objected to the proposals.

3.7.4 Whilst the feedback received was mixed, it is important to note that almost **80%** of respondents indicated that they supported the principle of older persons' accommodation on-site.

3.7.5 Respondents expressed a range of comments regarding the proposals; five of these have been identified as recurring comments. These are:

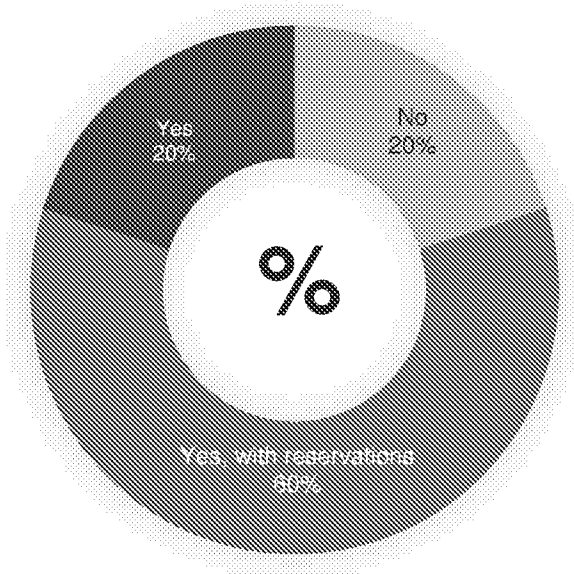


- **Not enough parking provision on-site**, with concerns that this will lead to parking on nearby roads; particularly Silver Birch Drive, Yapton Road and Ancton Lane
- **Whether the site has sufficient drainage provision**, given the recent history of flooding within the area, particularly along Yapton Road
- **Increase in traffic congestion around the site**
- **Speed limit on Yapton Road** should be reduced to 20MPH from 30MPH to improve safety around the site
- **Access to the site is over a public footpath**; adequate signage needed to address safety concerns because the path is regularly used by dog walkers and cyclists

3.7.6 Below is a breakdown of the responses to the specific questions featured on the feedback forms.

Do you support the principle of providing a specialist care home at this site?

The following tables provides examples of comments received in response to this question.



Positive Comments	Road
<i>"A much-needed facility for the area, attractively designed and well thought through. A well organised exhibition and displays."</i>	Juniper Close
<i>"Certainly, preferable than 13 new homes. Agree that the site would service a local need. Agreed it is currently an eyesore and a playground for acts of vandalism and noise."</i>	Silver Birch Drive
<i>"It has to be better than the unsightly mess at present."</i>	Hadley Close

Concerns and Reservations	Road
<i>"Access path from Silver Birch Drive is necessary for current residents to park their cars both sides, how will lorries get in? Suggest access via original gated road by farmhouse on roundabout. There are five exits on the wick roundabout by Morrisons, so it is possible. I'm glad the footpath and trees will be preserved; dogs walk freely here and children on way to Larkfield Recreation Ground. Might there be danger to them if vehicles emerge suddenly to cross the path?"</i>	Juniper Close

<i>"The possible effects of climate change (esp. flooding) have been totally underestimated. Judging by the disastrous impact of the 2012 floods on the Yapton Road, I feel the measures being proposed by the developers may actually exacerbate problems elsewhere. Also was I the only person who noticed the little exhibition outside the hall about 'old Middleton' - now under the seal"</i>	Address not provided
<i>"The principle is fine, but you have not included nearly enough car parking for staff, visitors, deliveries etc. Which will impact on the surrounding roads."</i>	Address not provided
<i>"This development will be made in the middle of a working community. We hope the build process will be managed appropriately and ensure minimal disruption during the estimated 12-14-month process."</i>	Yapton Road
<i>"In spite of assumptions made, I do not believe the demand is here for a large newbuild. It will impact on the existing smaller provision, and larger care homes are not able to deliver the 'personal touch.' It will adversely impact the green area and create traffic parking problems and have repercussions on staff in the area from other homes."</i>	Sutherland Close
<i>"Size of proposed building and number of residents and staff would have a significant and detrimental impact on the local setting and environment, both visual and physical."</i>	Silver Birch Drive
<i>"I am concerned that there will not be enough parking for staff plus visitors. I am not convinced by the argument that most staff will live within walking/biking distance and public transport to Middleton is very poor. (The 600 service has just been reduced and the 700 stop requires negotiating part of Yapton Road with no pavement and crossing the notorious Comet Corner Junction. Added pressure on the local GPs is also of concern."</i>	Yapton Road
<i>"To leave Silver Birch Drive and turn left into Yapton Road is difficult. Traffic speeds from the village to the A259, never slowing down at the roundabout."</i>	Alder Way
<i>"Very concerned regarding traffic at 2 junctions - Comet Corner and Roundabout at end of Ancton Lane."</i>	Ancton Lane
<i>"Parking on site should be improved."</i>	Buckingham Court

Do you have any specific comments on the design or layout of the proposed care home?

The following tables provides examples of comments received in response to this question:

Positive Comments	Road
<i>"We like the proposed plan and appreciate the clear effort made to have it blend in with the surrounding housing."</i>	Yapton Road
<i>"Design/layout looks attractive and easy on the eye. Hopefully reality will fully match the design. Hopefully a landscape gardening team will regularly attend to onsite maintenance and boundary areas, particularly to the rear of Silver Birch Drive."</i>	Silver Birch Drive
<i>"I think the design and layout looks very nice. I like the openness and the retention of all the mature trees. I am pleased the natural hedgerow is to be retained and maintained along Yapton Road. I would however like to see a very low retaining wall built on the pavement side to prevent nettles, brambles and debris from the hedge base encroaching on and narrowing the width of the pavement as it does now. This would make maintaining this much easier as well."</i>	Yapton Road

Concerns and Reservations	Road
<i>"There does not seem to be enough parking provision for staff, visitors, medical service visitors, contractors etc. Some of whom will need to stay for several hours. I understand there are no plans to incorporate solar panels in the roofs: this is a must!"</i>	Juniper Close
<i>"Much emphasis was placed by your reps about how the drainage, environment constraints of the existing planning consent would be met. Most visitors, including me, would not have known what there are and would probably have thought them inadequate if they had. I didn't notice any solar panels on the simulation of the new building. Will they be all-electric or will gas (soon to be phased out) be supplied?"</i>	Address not supplied
<i>"Bland, uninspired and without character. Not a home, more of a hospital."</i>	Sutherland Close
<i>"Proximity of side of building to Spencer's Lane (public footpath). Potential lack of close boarded fencing or bushes, trees etc. to Spencer's Lane."</i>	Silver Birch Drive
<i>"The size of the proposed building is out of scale and proportion with surrounding residential developments and is positioned closer to existing properties than the previously agreed plan to 13 houses. The proposed care</i>	Silver Birch Drive

home size greatly exceeds the building footprints of the 13 houses previously approved, increasing the proposed built space to incorporate gardens, driveways and roads of the previous scheme."	
"More parking space will be needed. Silver Birch Drive is quite narrow and should not be used as an extension car park for the care home. If you are employing a 100 staff over a 24 hour/7-day week you should plan for at least 20 car parking spaces."	Alder Way
"Slightly concerned about the proposed number of parking spaces."	Ilex Way

Do you have any other general comments?

The following tables provides examples of comments received in response to this question:

Concerns and Reservations	Road
"Number of vehicles using lane known as Yapton Road have significantly already increased and it has become a racetrack. Suggestion: reduce speed to 20 MPH. Exit via roundabout from Silver Birch Drive and Acton Lane is blind so improvement needed: 20MPH? Extra vehicles will need to use comet corner junctions which is a dangerous nightmare to cross for Middleton drivers. Suggest road improvement here before building starts."	Juniper Close
"The area has an excessively high proportion of old people, depressing so, I am one of them. If we thought we might be prioritised for places in your Care Home, we might feel better about it! But not so, I was told. I do not live in Silver Birch Drive, but I met people who do, and they were upset by your plans. There must be some way of compensating local residents when new developments (not just yours) disrupt their lives short or long term. The Parish already has targets set by the government regarding the number of new homes they are obliged to allow in the coming years. How many new homes will be offset by your 66-bed development? At least 13 on the existing planning consent, I should hope."	Address not supplied
"The east-west footpath on the southern edge of the site is heavily used by dog-walkers. Traffic in and out of the care home will need to be made aware of this, good speed control signage is essential. The roundabout on Yapton Road junction with Acton Way and Silver Birch Drive is already dangerous: vehicles on Yapton Road regularly exceed the 30MPH speed limit. A 20MPH limit is highly desirable. Could the existing farm gate on Yapton Road be used for access to the site, especially during the construction phase?"	Juniper Close
"Concerns are traffic on Yapton Road, noise, overflow parking in the area if 26 spaces not enough, mud and dirt on roads when building is taking place, flooding."	Yapton Road
"I hope it does not go ahead. It's very hard for our care homes that have been trading happily and successfully in the area. Now to get staff and this will suck even more out of the market."	Sutherland Close

<i>"Whilst Spencer's Lane is in the domain of WSCC, I hope it will not become the car park for contractors' vehicles or the waiting place for heavy vehicles using the site. I would like to see a bollard or two in place once demolition has taken place and the nursing lane boundary early established, if only a temporary one."</i>	Silver Birch Drive
<i>"Environmental impact: construction traffic relating to ground works and building of such a large development will have a significant impact on the local environment. Vehicular movements relating to the operation of such a large facility. Light pollution relating to interior and exterior lighting 24 hours a day. Noise pollution. Wastewater and drainage."</i>	Silver Birch Drive
<i>"As an original resident of Silver Birch Drive, I have seen a move away from the quiet, countryfied residential calm of the area. Increased housing and traffic have taken its toll. Most residents in the area leading to the spur road occasionally park on the road. Could planners please consider a possible need for double yellow lines outside properties on SBD and consider a possible need for double yellow lines outside properties on SBD and speed restrictions. I do feel that 26 parking spaces may be insufficient, concerned that visitors to the area will park vehicles on SBD increasingly and completely block the road (narrow already)."</i>	Silver Birch Drive
<i>"I do worry about the risk of flooding and hope that adequate drainage is put in place to cope with all the additional roof area planned. Thank you for the exhibition and the chance to feedback. Thank you also for taking notice and cutting all the brambles and nettles back along the public footpath, I hope you will do the same along the pavement in Yapton Road as my husband and I just have to do it and arrange for it to be swept."</i>	Yapton Road
<i>"Having lived here for over 50 years and traffic increases over the years both the junction and roundabout have been scenes of many accidents. Proposed home will generate even more chaos on Yapton Road which is horrendous at times."</i>	Ancton Lane
<i>"Very important: have you investigated historical flooding on the site near to the Yapton Road area? I came to live in Buckingham Court in February 2003 and at that time I regularly drove along Yapton Road to use Comet Corner. When the field flooded, areas were fenced off, presumably to protect animals from harm."</i>	Buckingham Court
<i>"Concerned about the impact on the local doctors' surgeries."</i>	Ilex Way
General Comments	Road
<i>"Only to be kept informed of progression and changes."</i>	Hadley Close

3.8 Response to Comments

- 3.8.1 All comments received from stakeholders and members of the public have been considered by the project team and, where possible, amendments were made to the proposal. Many of the issues raised are addressed within the Design and Access Statement and other documents submitted as part of the planning application.
- 3.8.2 During the consultation feedback review period, Frontier Estates' project team responded directly to a number of specific enquiries and questions relating to the proposals. Feedback was also given at the exhibition and questions were answered. The key themes of comments are below:

Parking: The majority of respondents raised concerns over the number of car parking spaces provided and the potential for on-street parking.

Frontier Estates' response: The car parking provision proposed for visitors and staff is in accordance with Arun District Council's parking guidelines. However, following feedback received, Frontier is now proposing to provide **29 spaces**, instead of 26. This would be delivered alongside cycle and motorcycle parking, an ambulance bay, a set down area and a delivery bay. Furthermore, there are no resident staff and Frontier Estates does not anticipate that more than 50% of staff would travel in their own cars. In this case, with 66 bedrooms and a maximum of 20-25 staff on-site at any one time, provision for 29 spaces fully meets the parking guideline.

Therefore, it is considered that the number of parking spaces provided as part of this application is ample for residents, staff, and visitors.

Adequate drainage systems: A number of concerns were raised as to whether the site meets sufficient drainage requirements.

Frontier Estates' response: While the site has been found to have a very low risk of flooding, Frontier has prepared a site-specific surface water drainage strategy that includes a range of Sustainable Drainage Systems (SuDs). The strategy also includes a restricted water discharge point to the existing drainage ditch to the south of the site, which will be enhanced to ensure there is suitable overflow capacity from the site.

Traffic: Some respondents raised concerns over a possible increase in traffic congestion that the care home would bring to the area.

Frontier Estates' response: A detailed highway audit has been undertaken, which highlighted that the forecasted level of traffic generated from the care home will be relatively low, and its main periods of activity will not typically coincide with peak hours. It is, therefore, unlikely that the proposed care home will have a material impact on the local highway network.

4. Post-Application Consultation

4.1 On-going Stakeholder Engagement

- 4.1.1 Given the interest shown by residents and stakeholders, Frontier Estates will ensure that information continually flows through existing channels to interested parties.

4.2 Letters to Interested Parties

- 4.2.1 A letter will be sent to key stakeholders, including the Parish Council and local Ward Members as well as immediate neighbours and anyone else that has engaged during the consultation process, which will inform them that the application has been submitted, alongside addressing the main comments raised throughout the consultation.
- 4.2.2 Those who requested further information by telephone, letter or email will be responded to in the most appropriate manner.

5. Appendices

- Copy of the public exhibition invitation newsletter
- Copy of the letter to stakeholders
- Copy of the public exhibition display boards
- Copy of the public exhibition feedback form