

**Retirement Villages Developments Chester Ltd
Boughton Heath
Consultation Report
September 2020**



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1. Introduction

This report has been created by Font Communications on behalf of client Retirement Villages Developments Ltd (hereafter referred to as ‘the applicant’) to set out the pre-application consultation activities undertaken by the applicant and its professional team in support of a retirement village at Boughton Heath, Chester.

A detailed description of the proposed development is provided in the Planning Statement and Design and Access Statement. However, a summary is set out below.

The applicant is proposing to build the development on the former Beechmoor Garden Centre on Whitchurch Road. The project will include up to 147 extra care apartments, available to buy and rent, alongside open spaces, and amenities, such as a community shop, café and wellness suite, which would be open to local people. The Site already has consent for a retirement village gained by another developer.

The £32m retirement village would help to meet the demand for this type of accommodation in the Borough and reduce pressure on the NHS through the care it would provide onsite. The development would also help to free up family housing, provide a boost to the local economy, creating 30 jobs when complete, plus additional jobs during construction, and bringing extra income for the Council through business rates.

Retirement Villages has been developing and managing purpose built, retirement communities for nearly 40 years with 16 villages across the UK. The villages meet the demand for the increasing level of care needed as residents age without the sterile institutional atmosphere and loss of independence of care homes and hospitals. They offer a more positive choice, providing a supported and social environment that people want to downsize into, a choice that is otherwise resisted which often leads to social isolation and increased accidents at home. Most remain residents until the end of their days.

The applicant is committed to meaningfully engaging local residents and stakeholders and took an open and inclusive approach to consultation. The consultation was undertaken in two stages. The first stage, in May, introduced the idea of the development to the local community and sought initial feedback which was fed into the evolving design. The second stage, which took place in August, provided information on the evolved scheme and how feedback from stage one had influenced the design.

As the consultation was undertaken during COVID-19 lockdown a public event was not possible. However, a variety of offline and online methods were used to reach out to a wide audience.

This included:

- Varied methods of engagement, including community contact points; information on the dedicated Retirement Villages Chester website; a newsletter including a questionnaire sent directly to local residents and businesses; a live Q&A webinar; and promotion of the consultation through social media channels
- A series of virtual meetings offered and held with key stakeholders and interested parties
- A proactive approach to engagement with the media

This report presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and, where appropriate, taken into account in the development of the planning application. These comments have assisted in understanding the issues that are of most concern to consultees; especially those residing in the surrounding local community.

2. Methodology

2.1 National policy on consultation

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

While there is no legal requirement to undertake pre-application consultation on most planning applications, it is widely recognised that involving local communities leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), revised in February 2019, encourages applicants to undertake pre-application consultation. Paragraph 39 states: "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community."

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: "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" (Paragraph 40).

2.2 Cheshire West & Chester's Statement of Community Involvement (SCI)

All local planning authorities are required by law to adopt a Statement of Community Involvement (SCI) setting out how consultation takes place on planning issues. Most SCIs also provide guidance to developers on how they should undertake pre-application consultation within the local community.

In designing the engagement strategy for the retirement village, the applicant has taken into account the recommendations in Cheshire West & Chester's SCI. The SCI encourages developers involved in 'significant' planning applications to carry out "independent public consultations prior to the submission of schemes, providing the community with an early opportunity to become involved in proposals for their area". It suggests that this could take the form of public exhibitions, meetings workshops or media coverage.

The approach to engagement was agreed with the planning officer at Cheshire West & Chester ahead of launching the consultation.

2.3 Font Communications

Specialist consultants Font Communications were engaged to design and implement consultation on the retirement village and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning applications.

3. Consultation methods

3.1 Overview of consultation

The first stage of consultation was launched on 6th May and closed on 22nd May. The second stage of consultation launched on 11th August and closed on 28th August.

Due to the limitations of consulting during the COVID-19 lockdown the applicant was not able to hold a public event or any face-to-face meetings. However, the team adapted the approach to include a variety of other online and offline methods to ensure a wide reach. These are outlined below.

The consultation approach, including the distribution area, was agreed with the planning officer at Cheshire West & Chester Council in advance.

3.2 Identifying stakeholders

As part of the consultation, various local stakeholders in the vicinity of or with a likely interest in the proposal were identified.

The stakeholder list included:

- Councillors and officers at Cheshire West & Chester Council
- The relevant Member of Parliament for the Site
- Great Boughton and Christleton Parish Councils
- Other interest groups such as community groups, cycling groups, heritage groups, business groups
- Local schools in the surrounding area

3.3 Engagement with local planning authority

Various pre-application discussions were held with Cheshire West & Chester Council and Chester Design Review Panel at an early stage in the project's development to assist in gaining an understanding of key issues. Further detail can be found in the Planning Statement.

3.4 Newsletter

During the first stage of consultation a newsletter was sent to 4359 homes and businesses within the local area. The newsletter introduced the project, provided details of the consultation, publicised the contact channels and included a tear off questionnaire which could be returned to the project team via Freepost. The newsletter can be viewed at Appendix 1. The distribution area for the newsletter can be viewed at Appendix 2.

During the second stage of consultation a further newsletter was sent to the same distribution area. This provided further detail on the scheme and how feedback from stage one consultation had influenced the evolving plans. It also publicised an upcoming live Q&A and included a tear off questionnaire which could be returned to the project team via Freepost. The second stage newsletter can be viewed at Appendix 1.

3.5 Project website

Launched on 6th May 2020, the dedicated project website www.chesterretirementvillage.co.uk/ was created to provide visitors with information about the scheme, the consultation, detailed FAQs, and acted as a hub for further updates as the project developed. The website also included the questionnaire which people were able to complete online and a video introducing the scheme (see below).

During stage two the website was updated with detail on the proposed scheme, an overview of the feedback received during stage one, and how this had influenced the evolving design. Given that the applicant was unable to hold a public event to display information about the proposals, a Consultation Overview Document (see below) was created which contained additional information to that included in the newsletter. A further video was also created where the architect, Tim Riley from RCKa, talked through the document.

The website was promoted through the stakeholder letters, newsletter, press releases, advert and social media channels. It can be viewed at Appendix 3.

3.6 Video

During stage one of the consultation, a video was created which was posted on the website and promoted through social media channels. This featured members of the project team introducing the project and outlining the Retirement Villages approach.

During the second stage of consultation another video was created which provided detail on the proposed scheme, an overview of the feedback received during stage one, and how this had influenced the evolving design. This video talked through the Consultation Overview Document published during the second stage of consultation.

3.7 Questionnaires

During both stages of consultation, a questionnaire was developed to seek feedback on the proposed retirement village. Consultees were able to either complete the questionnaire in hard copy (if they received a copy of the newsletter in the post) or on the project website. Interested parties outside of the distribution area for the newsletter could also request a hard copy of the questionnaire by phone or email. The questionnaire can be viewed in the newsletters at Appendix 1.

3.8 Letters to neighbours

During both stages of consultation, and recognising the limitations imposed by the COVID-19 lockdown the most immediate neighbours to the Site were sent a letter, enclosing a copy of the newsletter. This invited respondents to get in touch should they wish to arrange a phone call or video meeting with the project team. The letters can be viewed at Appendix 4. None of the recipients chose to arrange a meeting.

3.9 Stakeholder letters and meetings

All identified stakeholders were written to upon the launch of both stages of consultation, enclosing a copy of the newsletter. A copy of the letters can be viewed at Appendix 5.

Letters to stakeholders proactively offered the opportunity to have video or phone calls with members of the project team, to discuss the proposed development in further detail and address any questions directly.

Meetings were held with:

- Christleton Parish Council
- Great Boughton Parish Council
- Cllr Keith Board, Cheshire West & Chester Council
- Cllr Steve Collings, Cheshire West & Chester Council
- Cllr Stuart Parker, Cheshire West & Chester Council

- Cllr Mark Williams, Cheshire West & Chester Council
- Cllr Matt Bryan, Cheshire West & Chester Council
- Cycling Chester
- Cycling UK
- Hoole Tennis Club
- Chester Civic Society

3.10 Consultation Overview Document

Given that the applicant was unable to hold a public event to display information about the proposals, a 29 page Consultation Overview Document was created which contained additional information to that included in the newsletter. It outlined the feedback received during stage one and how this had been taken on board in the evolving design. It provided additional visuals, giving an indication of how the development might look, information about the amenities proposed for the Site and further information on open spaces, transport and access, and sustainability and wellbeing. The Consultation Overview Document can be viewed at Appendix 6.

A video was also created where the architect, Tim Riley from RCKa, talked through the document which was posted on the website and promoted through social media channels.

3.11 Live Q&A

Recognising that a public or face-to-face event was not possible due to the COVID-19 lockdown the applicant held a live Q&A webinar during the second stage of consultation which was attended by various members of the project team. This was advertised in the newsletter, via the press release and social media channels and took place on 19th August. Attendees were able to submit their questions in advance or during the event via the chat function.

3.12 Community contact points

There are an established a set of community contact points for the scheme which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: info@chesterretirementvillage.co.uk
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)

Contact with the team was recorded and responded to where a response was requested or appropriate. A holding response was issued to enquiries that required a response which took longer to collate or where the information was not immediately available. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

3.13 Advert

At the start of each stage of consultation a half-page advert was placed in the Chester Chronicle which also included a Facebook post on the Cheshire Live Partners facebook page. This advertised the consultation and the community contact points.

The adverts posted can be viewed at Appendix 7.

3.14 Press releases

As part of the consultation strategy, the applicant took a proactive approach with local and regional media outlets, in order to encourage participation in the consultation and inform a wider audience of the proposed development.

A launch press release was issued to media outlets in May to provide an overview of the proposed development and advertise the consultation. A further press release was issued during the second stage of consultation. These can be viewed at Appendix 8.

The releases were covered in the Chester Chronicle and Chester Standard, as well as publications in the property and business sector including Place North West, North West Business Desk and North West Insider.

3.15 Social media

Dedicated twitter and Facebook channels were set up at the outset of the consultation for the project. Paid for advertising was used to reach out to a wider audience and the team also engaged with existing community groups on Facebook to promote the consultation and encourage participation. Example posts can be viewed at Appendix 9.

4. Feedback

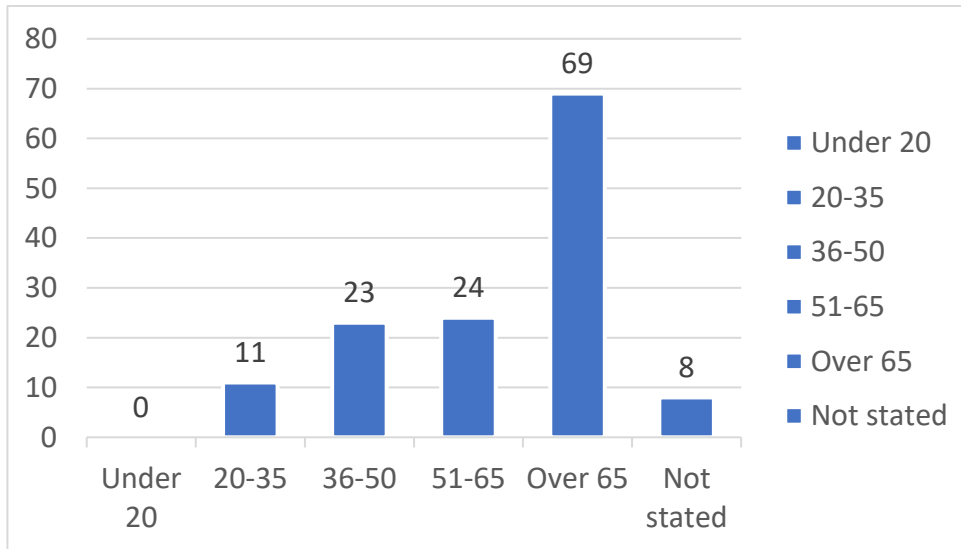
This section of the report provides an overview of the comments that were made throughout the consultation. This encompasses feedback from the variety of methods and channels outlined in the previous section of the report, including views received via responses to the questionnaire and via calls and emails.

4.1 Questionnaires

Stage one

During stage one 135 questionnaires were completed (98 hard copies and 37 online via the website).

The questionnaire sought to understand the demographic of those who participated. The breakdown of ages of respondents (where stated) is shown below.



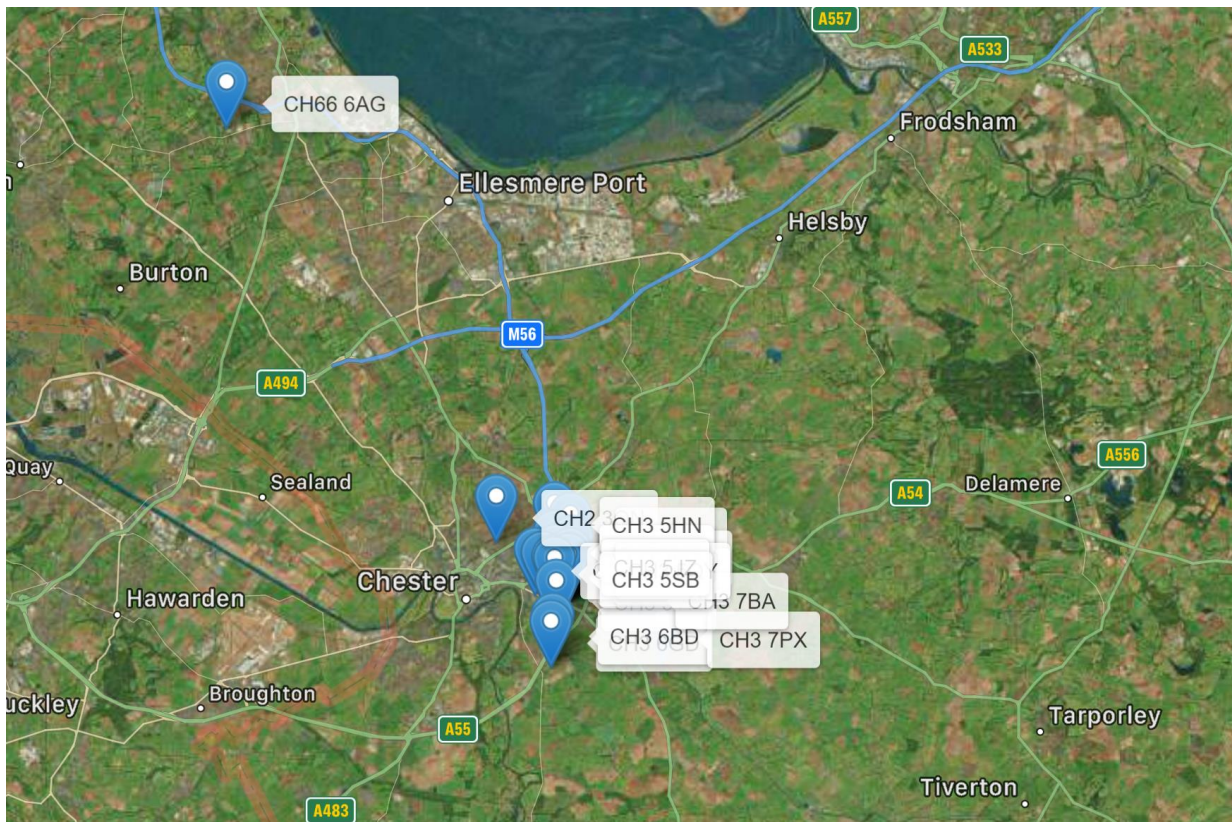
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The images below show (where stated) the postcodes of people who completed the questionnaire.

Hard copy



Online



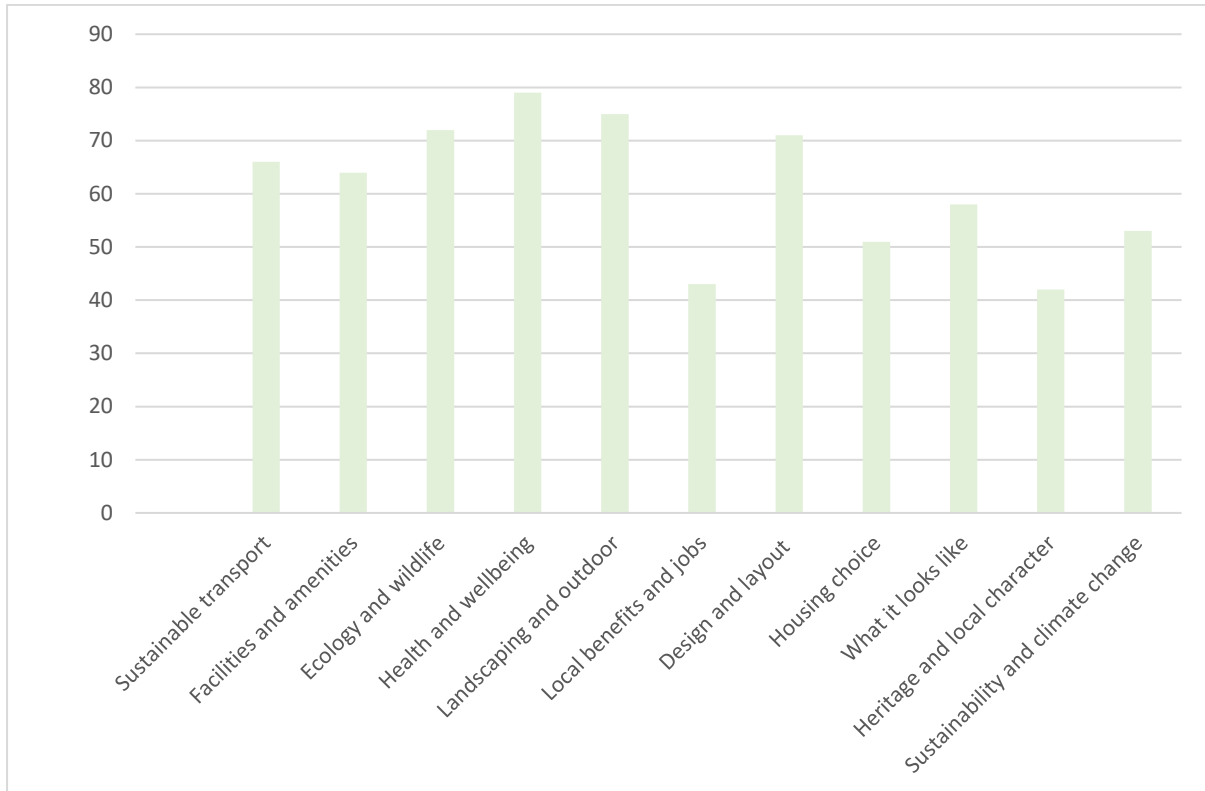
Question 1 - How do you think we can best ensure the development benefits and is part of the local community?

A variety of comments were received in relation to this question.

- Some people expressed support for the development, whereas others felt the Site shouldn't be developed.
- A number of respondents raised concerns about local traffic issues being made worse and questioned how people could safely access the village due to its location next to the 'hamburger' roundabout.
- Many respondents welcomed the involvement of the local community in developing the plans.
- Most people were supportive of providing facilities that the local community can use but that they shouldn't compete with what's already there. A small number of respondents didn't feel that local people would use the facilities.
- It was felt that housing at the Site needed to be affordable for local people.
- Some people questioned whether this was the right location for a retirement village given its proximity to busy roads and existing air quality issues in the area.
- With regard to the design, respondents felt that there should be a series of buildings integrated into the landscape, that buildings should be in keeping with the local area and that the village shouldn't be gated, and that visual impact should be minimised.
- Protecting and enhancing the environment was also considered important by some respondents.
- Some respondents raised concerns about any impacts during construction.

Question 2 What are the main things we should be considering as we design the Retirement Village?

The most common answer to this question was health and wellbeing, followed by landscaping and outdoors, ecology and wildlife, and design and layout.

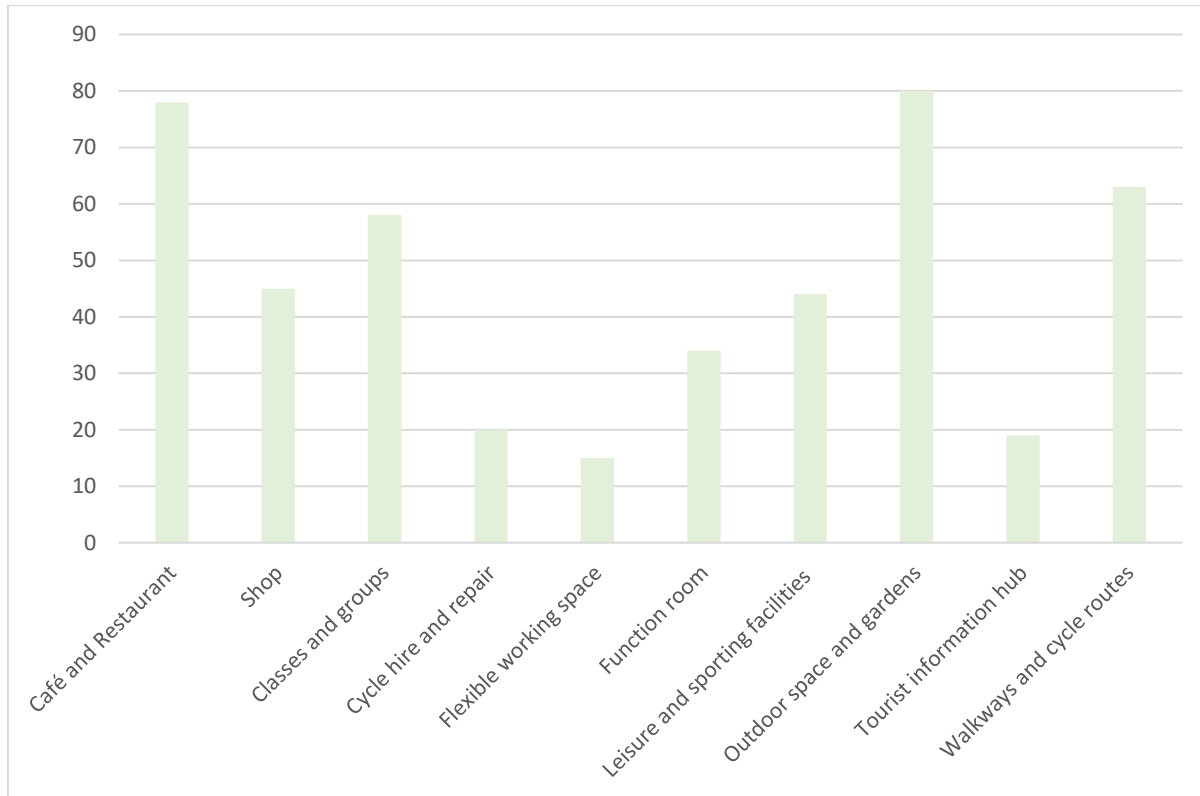


Additional comments included:

- Concerns about traffic and access to the Site
- How to limit noise from the junction
- Comments that the development was not needed or in the wrong location
- The importance that the development should provide green areas and open spaces
- That facilities could include a library and space for events such as tea dances
- Consider the environmental impact, local wildlife and the sustainability of the project
- Designs more in keeping with the local area than consented plans
- Provision of plenty of parking on Site

Question 3 As part of the development we're looking at what facilities and amenities we can provide that can be used by everyone in the local area and people using the park and ride. What kind of facilities would you like to see?

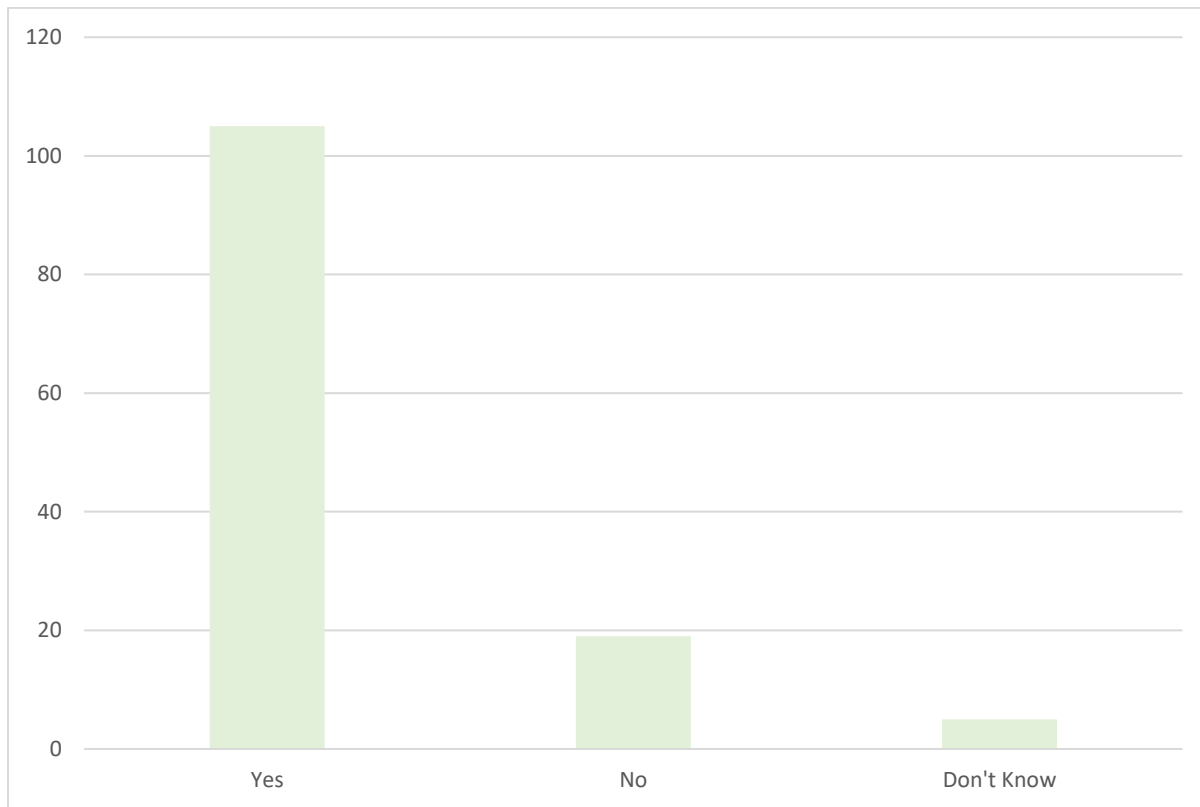
The most common answer was outdoor space and gardens, followed by café and restaurant, then walkways and cycle routes.



Additional comments included:

- While generally people welcomed the provision of facilities and amenities that local people could use some felt that the area didn't need any more facilities
- While some people welcomed a function room, others felt there was already provision in the area
- There was a mixed reaction on the shop with some welcoming it whereas others raised concerns that it could compete with what's already in the area
- Other suggestions included: Hairdressers, medical provision, rentable spaces for community groups, workspaces or pop ups, a swimming pool, a bowling green and a snooker room

Question 4 Do you think there is a need for housing that enables local people to remain part of the community as they age?



Question 5 Tell us the best things about living in Boughton Heath and your aspirations and hopes for the area.

A variety of comments were received including:

- That it is both close to the city centre and the countryside
- There is an excellent range of small shops, schools and amenities
- It has friendly people and a strong community
- The area benefits from good transport links
- It is a pleasant area which is safe and quiet with lots of green spaces
- It has a mix of ages

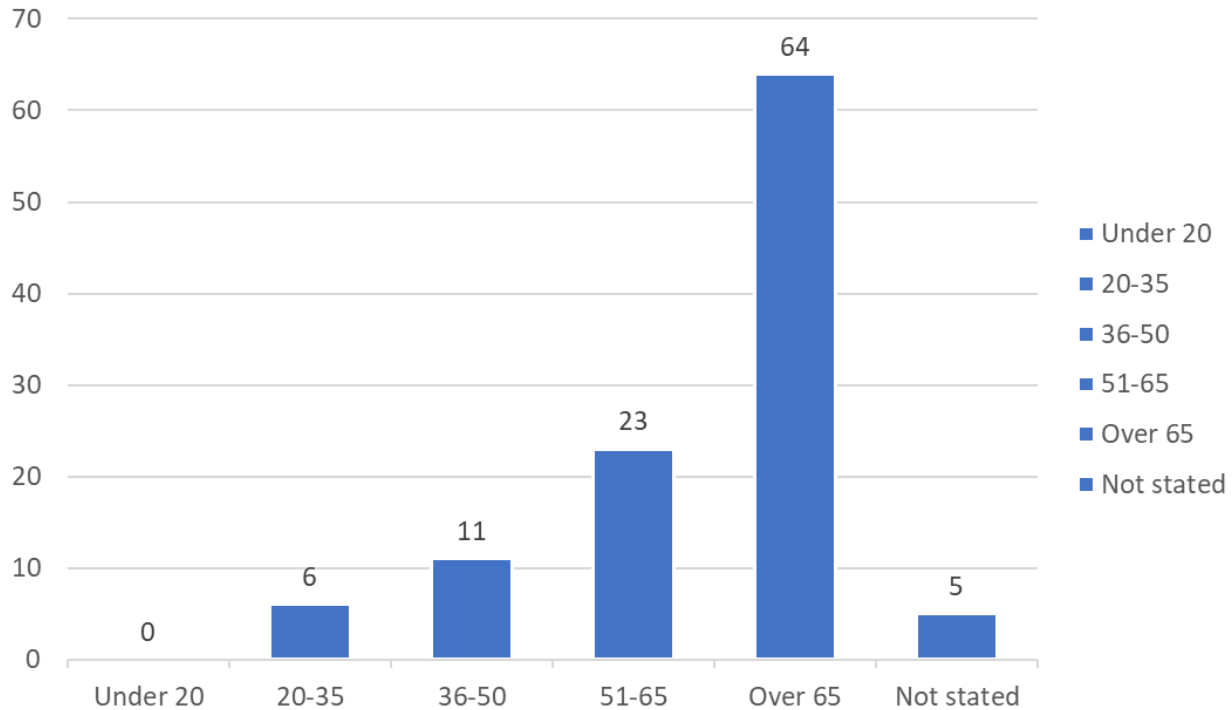
Question 6 Please use this space to add any other comments

There were also a variety of general comments made which are covered under section 4.4 below.

Stage two

During stage two 109 questionnaires were completed (77 hard copies and 32 online via the website).

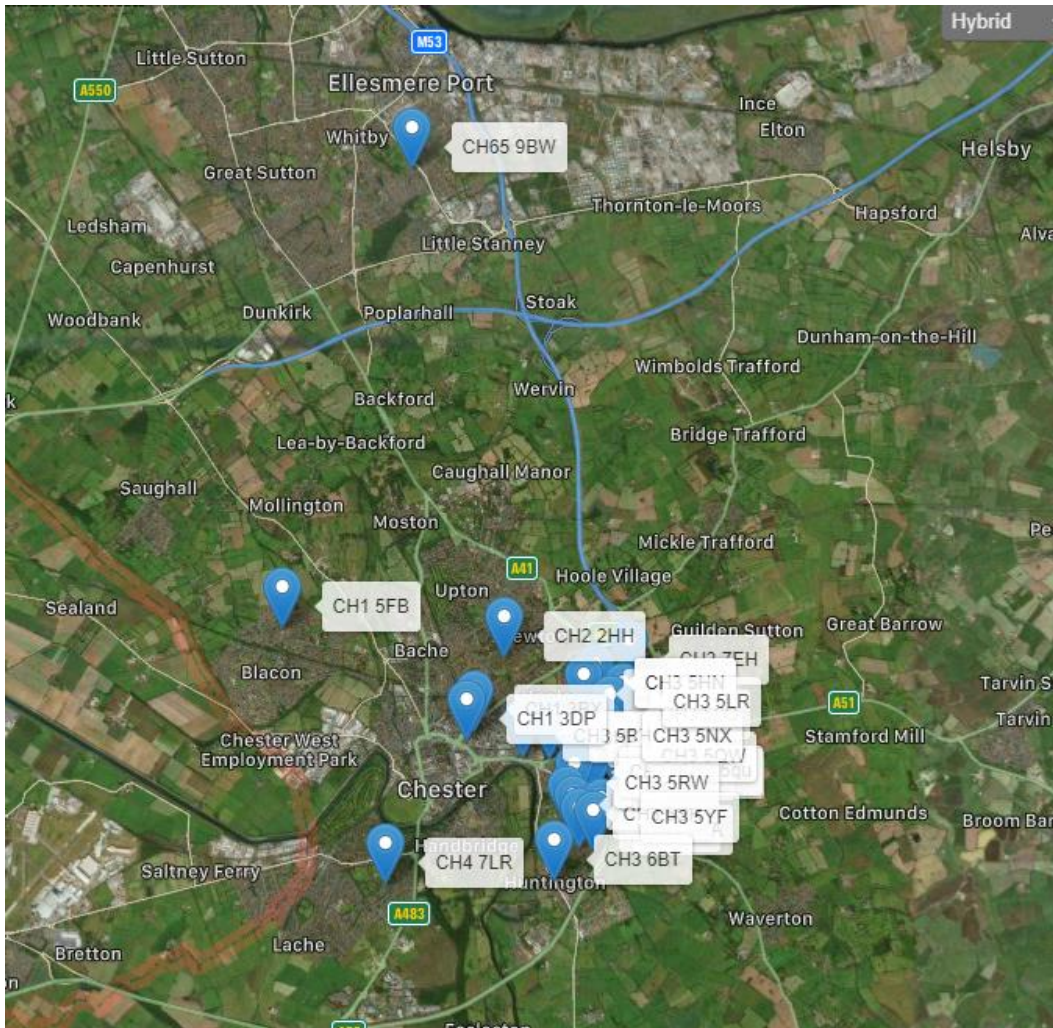
The questionnaire sought to understand the demographic of those who participated. The breakdown of ages of respondents (where stated) is shown below.



The images below show (where stated) the postcodes of people who completed the questionnaire.

Hard Copy





Question 1 What do you think about the plans to build six villas and the proposed layout of the buildings?

The majority of respondents agreed with the plans to build six villas and the proposed layout of the buildings. Others felt that the buildings and density were too high and raised concerns about the visual impact. Some respondents raised concerns about the ability of residents to access their apartments in the event of lifts breaking and questioned whether the apartments would have balconies.

A number of respondents felt that the location of the Site next to the ‘hamburger’ roundabout was inappropriate. Others raised concerns about the impact of additional traffic in the area and the impact this would have on local air quality. Some respondents pointed out that bus passes couldn’t be used on the Park and Ride.

The proposals for open and landscaped areas was welcomed with the suggestion that residents could get involved in maintaining the gardens.

Question 2 What do you think about the proposed facilities and amenities that will be available for local people to use?

Nearly two thirds of respondents felt that the proposed provision of facilities and amenities for local people was a good thing. A small proportion felt that the facilities weren’t needed, as there is already adequate existing provision in the local area, or that they wouldn’t be used by local people because of difficulty accessing the Site. Some people felt that the facilities should only be available for residents to use. The remaining didn’t state either way or were neutral.

Question 3 What do you think about the plans to create walking and cycling routes through the site and include cycle hire at the retirement village?

The majority of respondents supported the plans to create walking and cycling routes through the Site. A small proportion felt that the routes and cycle hire wouldn't be used due to the proximity of the Site to busy roads. It was also suggested that people using the Park and Ride wouldn't use the routes as they would be carrying shopping. A number of respondents questioned where the walking and cycling routes would go. Others felt they would need to be clearly marked. Some people questioned whether residents would use the routes, with the suggestion that electric bikes are provided.

Question 4 Please use this space to make any other comments.

There were a variety of general comments made which are covered under section 4.4 below.

4.2 General enquiries

During the consultation period 20 enquiries were received via the community contact channels. These covered a variety of topics including: interest in living at the development, requests for further information on supply chain opportunities, questions regarding traffic and the provision of facilities for people with mobility issues.

All enquiries were responded to on an individual basis.

4.3 Register Interest

During the consultation there were 50 people registered their interest in living at the retirement village via the contact form on the website.

4.4 Feedback from stakeholder meetings

The feedback from meetings held with stakeholders during the two stages of consultation is summarised below.

Stakeholder	Summary of feedback
Christleton Parish Council	The Parish Council felt that the aesthetics of the designs were more in keeping with the local area than the consented scheme. However they raised concerns about the increase in height and numbers of homes compared to the current scheme, particularly in view of the closeness of the development to the Boughton Heath 'Hamburger' junction and the effect that such a large number of occupants and associated staff and commercial traffic may have on traffic and so on air quality.
Great Boughton Parish Council	Great Boughton Parish Council believe the development at Beechmore Nursery will provide a positive contribution to the wellbeing of our residents and are therefore in general in support of the development of a Retirement Village at the Site in Boughton Heath. However, the council does have some significant concerns about the impact on the existing road infrastructure and the resulting access issues. The council also believe that this development should move forward in collaboration with all interested parties for the benefit of all concerned.

Cllr Stuart Parker, Cheshire West & Chester Council, ward councillor	Felt that the design and scale has significantly improved compared to the consented plans for the Site and welcomed the integration with the local community. He had concerns about the location near to the Hamburger roundabout and whether sufficient parking provision was being provided.
Cllr Mark Williams, Cheshire West & Chester Council, ward councillor	Felt that the design was much better than the plans currently consented for the Site but questioned how many residents would use the Park and Ride.
Cllr Keith Board, Cheshire West & Chester Council, neighbouring ward councillor	Agreed that something needed to happen at the Site and asked various questions regarding height and massing and cost of apartments. Felt that improving walking and cycling routes would be a positive thing. Stated that the bus service is limited in the evenings and that people can't use bus passes on the Park and Ride.
Cllr Steve Collings, Cheshire West & Chester Council, neighbouring ward councillor	Happy with the proposals and the employment opportunities although felt that local people would be concerned about traffic issues around the Sainsbury's roundabout. Welcomed anything that would contribute to the climate change agenda e.g. landscaping, trees, carbon savings.
Cllr Matt Bryan, Cheshire West & Chester Council, Climate Emergency Lead	Felt that the approach being taken was 'brilliant' and the type of sustainable development Cheshire West & Chester wants to be seeing. Suggested linking in with the Council's Walk, Cycle, Thrive agenda.
Cycling Chester	The location isn't ideal as getting across the Hamburger roundabout isn't easy. Cycling Chester is mapping out cycle routes in the area which it would be good for Retirement Villages to link into. Could the Site link to Caldley Valley Park? Will there be communal cycle parking as well as for apartments?
Cycling UK	Cycling UK is coordinating a cycling plan for the five parishes in the area which will be submitted to Cheshire West & Chester (CWAC) in September and which Retirement Villages could link into. Improved wayfinding and signage in the area would be welcome. Work with existing cycle shops on the provision of cycle hire.
Hoole Tennis Club	Discussed the opportunity to join up with the tennis club too provide exercise and social events.
Chester Civic Society	Felt it is a well thought out scheme and approved of the street and communal feel. However, felt the high number of apartments was resulting in buildings being too tall. Also felt that the number of parking spaces was insufficient, particularly for visitors. Have concerns about noise pollution.

4.5 Themes

There were a number of common themes and questions raised during the consultation. These are set out in the table below with sample comments.

Topic	Sample comments
Support	<ul style="list-style-type: none"> • An excellent idea, long overdue for the area. • Sounds good and much needed. • Well I'm in agreement and a great location! • Looks really impressive
Opposed	<ul style="list-style-type: none"> • Terrible idea. Don't do it. It is in the wrong place and dangerous as the roundabout (Hamburger) already can't cope with traffic. • I think it is a dreadful idea. Close to hamburger roundabout causing more traffic problems. Traffic pollution for people living there. 5 storeys too imposing. You are in cloud cuckoo land if you think people will cycle there! • Don't build it not needed, not wanted! • Not acceptable however you could even consider building at this site for older people. Too high pollution levels from nearby roads - traffic noise.
Traffic impacts	<ul style="list-style-type: none"> • I still think the extra traffic from vehicles of the site occupants will be a problem to the already busy road system in the area. • We are concerned about the number of units being proposed, adjacent to an already at times saturated, roundabout. How many cars are anticipated and have any studies been carried out to assess the effect of increased traffic at the roundabout? • More traffic at a dangerous junction/ area. • Having lived in Boughton for almost 40 years I have some concerns over extra traffic on the Sainsburys roundabout as people get confused over the road's layout now.
Access to the Site	<ul style="list-style-type: none"> • Problems with pedestrian crossings already (too many lanes to cross) even younger people don't feel safe! • Good idea - although the access and traffic by the "hamburger" roundabout is a concern. • Concerned on how we could access the village by foot! Considering the extremely difficult hamburger roundabout to negotiate. • I agree in principle with the plan as long as access to/from the site is designed with the elderly in mind.
Parking provision	<ul style="list-style-type: none"> • The parking doesn't look accessible or sufficient for carers/staff, visitors or residents.

	<ul style="list-style-type: none"> • There are absolutely not enough parking spaces to even begin to fulfill the needs of the residents • The functioning of the site appears to depend on use of the Park & Ride site so that minimal parking is provided within the development. Would there be space provided on-site for visiting professionals, e.g. care workers, health professionals?
Park and Ride	<ul style="list-style-type: none"> • Park & Ride is NOT free to bus pass holders being 'retirement people'. • People using the park and ride mostly come to shop - they wouldn't be hiring your bikes due to baggage - its already difficult to manage. • We're not sure people will drive to Park and Ride, then hire a bike - it's a scary route into town by bike along the main road, and how would you bring shopping back form town on a bike?
Walking and cycling	<ul style="list-style-type: none"> • Through the site to where? The site is hemmed in by two dual carriageways and has very busy truck road in front of it, so not particularly safe for cyclists. • As an older cyclist myself I welcome safe cycling routes, but I cannot ignore the hazards created by the 'hamburger'. • Covered, secure cycle racks are a great asset if you want to encourage cycling.
Site location	<ul style="list-style-type: none"> • All very well on paper. But I certainly do not wish to live between the Sainsbury's roundabout and the P&R.
Facilities and amenities	<ul style="list-style-type: none"> • Amazing. We don't have access to coffee shops that a) aren't in a main road b) open late and close early. The proposed gym and swimming pool facilities are also a great plus and we would definitely use them. • All the facilities amenities sound great and to have them all in one place would be convenient. • Pointless. No one will visit them especially without parking facilities. • Totally unnecessary, causing more traffic. We have plenty local shops in Boughton. • We do not believe the community would benefit from more shops, coffee shops etc. We have enough local shops that already struggle for business.
Housing	<ul style="list-style-type: none"> • I would welcome the project and the sooner the better - a definite need • Boughton Heath already has retirement/care homes. I do not want Boughton Heath to become the "Dead" centre of Chester. • Yes more homes for the older folk. It's a government future forecast. • Accommodation at affordable price.

	<ul style="list-style-type: none"> • Are the villas affordable?
Design	<ul style="list-style-type: none"> • I like the layout of the buildings and feel that this type of development should be welcomed • Six villas are fine and the overall look of your project looks good. • I am fully supportive of the plans and think the layout takes full advantage of the space given. • Too many units crammed onto site. 3-5 storeys too high. • Concerned that the villas proposed would be there to five storeys high when they are to house aged people who are most mobile.
Green and open spaces	<ul style="list-style-type: none"> • Park area and green space provision sounds nice. • Not to overdevelop the site, there should be a lot of green areas with trees. There should be a lot of trees/ greenery around the perimeter to help minimise the negative health impacts of living on a very busy junction that is in use 24 hours. • Sounds good, but very little space for greenery.
Air quality	<ul style="list-style-type: none"> • I would say investigate air quality, pollution levels (NO2) in this area first, all data is available on Cheshire West website. Last reading for nearest diffusion tubes was over 40vg/m3 • I can walk with difficulty but with the M55 so close I fear that the air quality will be very polluted. • I do worry about the air quality at that busy area and the impact on air quality of the inevitable increase in traffic that will result. • Concerned about air quality and emissions from the park and ride, the A41 and the very busy A55. Has air quality been tested pre-lockdown? Will it be monitored after building completion?
Environment	<ul style="list-style-type: none"> • I believe it to be paramount that you stand by that ethos and become more aware of the impact on wildlife. Not just in the products you use (weed killers etc) but also the habitats of birds and mammals. • I like the staggered approach, and the fact that plenty of trees/plants etc will be planted so it will be aesthetically pleasing as well as good for local wildlife • It would be good if you could incorporate a wildlife pond into the community gardens. • Hope you will provide lots of trees, plants and wildlife areas. Good for environment and people's well-being.

Sustainability	<ul style="list-style-type: none"> • This is a brilliant idea. Anything that encourages walking and cycling around Chester is to be encouraged. The only sustainable way to deal with the traffic chaos of the city is to get people out of their cars. • Insulate your buildings very well, may cost more initially - but save the environment now and heating costs for owners.
Health and Wellbeing	<ul style="list-style-type: none"> • It's difficult to see from the image if the apartments have balconies it has become evident that balconies are a beneficial open space during lockdown and periods of ill health or isolation. • Has consideration been given to the availability and accessibility of local health services if bringing a safe number of elderly people to the area. • Please just focus on making this a nice place for older people and ensuring their social and wellbeing needs are adequately met.
Noise	<ul style="list-style-type: none"> • Pollution and noise levels are high, not conducive to restful retirement. • How to limit noise from the busy junction. • No doubt your proposed buildings will also be subject to the noise and vibrations we experience daily/nightly.
Jobs and supply chain	<ul style="list-style-type: none"> • More jobs, better accommodation for residents • Provide jobs locally - open facilities to local residents. • Use local people when building and local jobs if possible.
Construction impacts	<ul style="list-style-type: none"> • Any traffic calming measures that could be put in place during construction or completion would obviously help though and elevate local concerns. • There is enough congestion on Whitchurch Road without causing more, during the building of said complex and after construction is complete. • Not cause chaos during building - we had all the disruption when the roundabout hamburger was constructed.
Community engagement	<ul style="list-style-type: none"> • Provide facilities and activities to bring in the local community i.e. - groups and activities for the elderly that live at home and have mild dementia. Also work with local schools/ nurseries/ pet rescues to enhance residents' lives. • Keep in touch with the local community throughout the planning process. • As you are clearly doing - asking the local community what they would like to see in the development.

5. Responses

All of the comments received during the consultation have been carefully considered and where appropriate taken into account in the development of the planning application. This section of the report sets out how the applicant has responded to the issues raised during the consultation.

Topic	Response
Traffic impacts	<p>A Transport Assessment and Travel Plan have been submitted in support of the Application. The Transport Assessment demonstrates that the Site is highly accessible by a range of sustainable modes of transport, with a plethora of walking and cycling routes close to the Site providing convenient access to local community facilities. Furthermore, it has been demonstrated that the Site sits in an excellent location to take advantage of the numerous public transport links, including the adjacent Park and Ride facility offering regular services into Chester.</p> <p>The proposed development would further enhance the accessibility of the Site by providing a range of mobility measures aimed at reducing car use/demand. This includes a mobility hub, EV charging, the implementation of a Travel Plan that seeks to promote active travel, promotion of the adjacent Park and Ride site and an internal layout that is suitable for all users.</p> <p>The Transport Assessment concludes that the proposed development is likely to generate a total of 35 two-way vehicular movements during the AM network peak period (08:00 – 09:00) and a total of 26 two-way vehicular movements during the PM network peak period (17:00 – 18:00). This equates to approximately circa 1 additional vehicle every two minutes on the highway network. The impact on the highway network is demonstrated to be 1% or less in the peak hours. Therefore, the proposed development would not cause any issues on the local highway network.</p> <p>The applicant appreciates the concerns of the local community in relation to the ‘hamburger’ roundabout and understands that Cheshire West & Chester is undertaking an assessment of the junction in light of local concerns. While it is outside of the applicant’s scope to radically change the local road network they are committed to working collaboratively with Cheshire West & Chester and other stakeholders, including local Parish Councils, to help find a solution. This could include providing a financial contribution to the cost of any wider solution and ensuring that</p>

	<p>the design of the proposed scheme is sufficiently flexible to allow future alternative solutions to come forward.</p>
<p>Access to the site</p>	<p>Access into the proposed development is from Whitchurch Road along the northern boundary of the Site. This will be the point of ingress and egress for all modes of travel. The proposed access allows for two-way movement into the development from Whitchurch Road, whilst restricting right-turn movements onto Whitchurch Road from the Site. This, along with inclusion of appropriate visibility splays, ensures safe access to and from the Site for vehicles.</p> <p>The new access junction has also been designed to link to the existing footpath on Whitchurch Road and would provide safe access into the development for pedestrians and cyclists. Within the development itself, vehicular traffic is directed to the access road along the western edge of the Site. This ensures pedestrians and cyclists can use the central street safely. Refuse and servicing vehicles will use the central street; however, trips will be infrequent and outside core daytime hours and would not impact on the use of this route for pedestrians and cyclists.</p> <p>In comparison to the consented plans for the Site, the proposed development includes improved connections by foot and cycle and connections to the Park and Ride so that residents would be better connected, less reliant on private cars, and the development would be more accessible to the local community. Residents will also benefit from on-site facilities such as the community shop, café and wellness suite ensuring that they don't feel isolated.</p>
<p>Parking provision</p>	<p>The proposed development includes car parking for 75 spaces and an allowance has been made for 20% of these spaces to be active electric vehicle charging spaces and 20% passive (future provision). Parking in the northern part of the Site will be available for both residents and visitors whereas parking along the western edge will largely be for residents only in the neighbouring Villas.</p> <p>In line with the aim to reduce single-car occupancy, several car parking spaces have been designed to be 're-greened' in the future, i.e. returned to landscaping as and when the spaces are no longer required. When this occurs will depend on the outcome of future travel behaviour, monitored, and surveyed through a Site wide Travel Plan.</p>

	<p>The number of parking spaces proposed has been derived by gathering evidence from car ownerships levels from other Retirement Villages facilities around the country and the typical parking demand at each of these facilities. This recognises the fact that the car ownership levels in retirement villages are lower than typical residential schemes and that the site is located in close proximity to existing community facilities, regular bus services into Chester and a local shopping centre accessible by either walking or cycling. Further details can be found in Appendix F of the Transport Assessment.</p>
Park and Ride	<p>Like many other Park & Ride sites across the country, the Boughton Heath Park & Ride could serve a broader range of people and not only be for those accessing the city centre to shop, for example commuters and students. Residents will be able to use the Park & Ride service along with the existing services that operate along Whitchurch Road. The inclusion of a mobility hub on site that provides residents with help and assistance on all travel matters will encourage greater use of sustainable modes. Home deliveries will be just one part of the mobility strategy designed to reduce the reliance upon the private car.</p>
Walking and cycling	<p>The improvements to the crossing over Whitchurch Road will encourage pedestrian and cycle access and allow for wider connections to the canal cycle network. As a result of the consultation, additional cycle stands have been added to the scheme.</p>
Site location	<p>The principle of redeveloping the Site for a retirement village has already been established through the existing planning permission and this permission remains a fully implementable fallback position.</p>
Facilities and amenities	<p>The facilities and amenities proposed for the development have been designed to not compete with existing provision.</p>
Housing	<p>A Needs Assessment has been submitted in support of the application which identifies that there is significant unmet need for extra care homes in the local area and across Cheshire West & Chester. The apartments being proposed at the retirement villages will be available to both buy and rent. The proposed retirement community is intended to be primarily for people already living within the area and being attractive and affordable to local people is what will make it successful. Whilst people buying/renting properties will do so on a private basis and will need access to the capital and/or income required, the pricing will reflect local affordability.</p>
Design	<p>Following feedback during the consultation the proposed overall height of the buildings was reduced. By introducing a series of villas, staggering the layout of the buildings</p>

	<p>(which also have a smaller footprint and narrower frontages) and screening with planting and trees, the visual impact of the proposals is reduced compared to the plans currently approved for the site.</p> <p>Following consultation, the visual impact of the proposals has been reduced by:</p> <ul style="list-style-type: none"> • Reducing height generally. • Reducing the height of the buildings towards the edges of the site. • Reducing the height of the northern elevations to improve sunlight penetration. • Reduced the frontage width of the building closest to Whitchurch Road. • Reduced the height of the ground level for the building closest to Whitchurch Road. • Turned gables and reduced the number of apartments to reduce height. • Retained the mature tree to the northern boundary of the site. • Introduced additional rows of trees between Whitchurch Road and the buildings.
<p>Green and open spaces</p>	<p>Green and open spaces are a key feature of the development with a series of attractive yet functional communal spaces provided. These include:</p> <ul style="list-style-type: none"> • The Communal Square: This will be a publicly accessible square at the heart of the development with seating where buildings spill out to animate the space. • Communal Terrace: The communal terrace will spill out from the restaurant and lounge, offering a social place for residents to sit and dwell and participate in outdoor activities. • The Street: This will be a communal space for residents that will physically and visually connect the Rows in the northern part of the Site with the Villas in the south. It includes a mix of hard and soft landscaping and provides a space for socialising and gathering. • Communal Gardens – The communal gardens will be strategically positioned between the Villas either side of The Street and will include a mix of formal and informal green spaces and planting for residents and visitors to enjoy. There will be the opportunity to include sensory planting with movement, colour, and scent in these area as well as seating to encourage people to sit, dwell and socialise. • Ecology Buffer – The ecological buffer around the perimeter of the Site will be retained and enhanced as part of the proposed development with native tree and shrub planting to promote existing and new habitats in this location.

	<ul style="list-style-type: none"> Wetland habitat – A new wetland habitat will be created along the southern boundary of the Site. This offers a natural contemplation space with seating for residents to enjoy and engage with nature.
Air quality	<p>An Air Quality Assessment has been submitted in support of the application which demonstrates that air quality levels within the Site are well below relevant air quality standards. The scheme has been designed to mitigate against the impacts of air pollution, including:</p> <ul style="list-style-type: none"> Locating accommodation away from the northwest boundary. Encouraging pedestrian movement in the centre of the site. Introducing a wild-flower meadow on flat roofs. Encouraging the use of bikes and electric cars. Introducing trees that have properties to help combat and reduce air pollution in the atmosphere.
Environment	<p>An Ecological Appraisal has been submitted in support of the application. Biodiversity at the Site will increase significantly (with a 33% biodiversity net gain) with measures including, additional trees and planting, a new wetland habitat and bat and bird boxes.</p>
Sustainability	<p>A Sustainability Statement has been submitted in support of the application. This demonstrates how the proposals promote the highest levels of sustainability in terms of striving to be an exemplar low carbon development that not only provides comfort for its residents but encourages and enhances their well-being and mobility in an environment that has been designed to be resilient to the effects of climate change through its landscaping and design. The proposals go above and beyond what is required by planning policy and Building Regulations and should set the bar in terms of energy and sustainability standards for future developments across the Borough.</p> <p>Overall, the proposals are of an outstanding and innovative design quality which promote high levels of sustainability and help raise the standard of design more generally within the local area. This conclusion is advocated by the Cheshire West and Chester Design Review Panel who consider the proposals to be “an excellent piece of integrated design that could be considered an exemplar for future reference when complete”.</p>
Health and Wellbeing	<p>Improving the health and wellbeing of both residents and the wider community has been an important part of the applicant’s thinking when developing the proposals. This starts with providing homes that can better serve the long term needs of residents</p>

where they can live as independently as they wish with plenty of opportunities for social interaction and access to care. Homes are all generous in size with lots of natural light and adaptable to residents' way of life. External amenity space is provided to every home in the form of loggia for the villas to the south and a wide gallery arcade for the Rows to the north.

Loggia are generous in area, have a direct connection to bedrooms and living rooms, are inset to provide more shelter and privacy and wide enough for exercise. The gallery arcades are south facing, sheltered and deep enough to support active use directly off apartment living rooms.

The communal facilities, including a lounge, restaurant, bar, wellness area and extensive gardens, will support our residents to have an active and sociable lifestyle that can also be shared with friends and family.

A Health Impact statement has been submitted in support of the application. This demonstrates that the proposals would significantly enhance the health and well-being of its residents as well as the local community by:

- Providing on-site care to ensure the well-being of its elderly residents. The proposed development would provide a minimum of 1.5 hours of personal care to residents per week and this care can be increased as and when it is required. This will help to reduce pressure on local community and health facilities. This could result in a saving to the NHS and care services of at least £1.6m per year.
- Implementing a Travel Plan and providing a mobility hub on Site to encourage active travel.
- Providing access to high-quality landscaped spaces with seating for people to sit, dwell, relax or socialise.
- Increasing biodiversity across the Site.
- Providing meeting spaces and a restaurant/bar and cafe to provide a place for residents and the community to socialise and interact.
- Providing a well-being suite with a gym, treatment room and pool to allow residents and members to partake in physical activities.
- Providing accessible homes that can meet the changing needs of current and future occupiers.
- Providing sustainable buildings to help ensure reductions in overheating and excess winter deaths due to cold and injuries.

	<ul style="list-style-type: none"> • Introducing water features and wildlife into the development to create more pleasant external background noise. • Introducing trees and a roof top wildlife meadow to help combat and reduce air pollution in the atmosphere.
Noise	<p>A Noise Assessment has been submitted in support of the application. This outlines the measures in place to minimise external noise for residents and visitors to acceptable levels:</p> <ul style="list-style-type: none"> • The buildings and communal areas have been located and orientated away from the northern and western boundary. • Loggias (an inset balcony – covered and enclosed on three sides to provide more privacy) are proposed instead of open balconies. • Heavy walls and triple glazing in the buildings. • The introduction of acoustic fences and walls as appropriate. • Encouraging the use of water features as part of the landscape strategy to provide background noise to the gardens. • Encouraging wildlife into the site with specific planting and integrated natural wildlife habitats to provide background noise.
Jobs and supply chain	<p>The development will create 30 jobs on site as well as around 300 direct and indirect jobs during construction. The development represents an investment of over £39 million during construction. The development will support £1.5 million economic output in the supply chain and lead to £1.5 million consumer spend in the local economy every year.</p> <p>The applicant is committed to ensuring local people and companies have access to the jobs and supply chain opportunities offered by the proposal. Retirement Villages prioritises supply chain spend within 25 miles of the site to ensure economic benefits are felt locally.</p>
Construction impacts	<p>During the construction phase of the development, there is potential for dust and noise to be generated. However, this would be managed in accordance with standard best practice measures and enforced through a Construction Management Plan. It is likely that a Construction Traffic Management Plan (CTMP) will be conditioned as part of any future planning consent. The CTMP will identify the routes available for construction traffic both entering and leaving the site and the sensitive time periods where construction traffic will not be permitted to access/egress the site. Similarly, the CTMP will describe what facilities will be needed on site such as wheel-washing and</p>

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	construction workforce car parking facilities in order to avoid construction workers parking off-site.
Community engagement	The applicant will continue to engage with the local community and stakeholders during the planning and construction of the retirement village. The village has been designed to integrate with the local community and once built Retirement Villages will maintain and develop the links with the local community and groups developed during the planning phase.

6. Conclusion and Next Steps

Throughout this report, the applicant has demonstrated that pre-application engagement and consultation has been inclusive and proportionate to the proposed development. The consultation has also responded to the potential challenges presented by COVID-19 restrictions.

The applicant has placed community and stakeholder involvement at the core of the pre-application programme. By using a variety of methods – including setting-up community contact points; creating the project website; distributing community newsletters and questionnaires; a live Q&A: social media channels; and issuing press releases – the applicant has encouraged involvement and ran a continuous engagement campaign over two stages of consultation and over a number of weeks.

The consultation has influenced the design of the proposals in a number of ways including:

- The heights of the buildings and frontage widths have been reduced generally and in particular regarding the Whitchurch Road elevation.
- The landscape design has been enhanced to provide a greater variety of spaces, introduce the wetland area and improve access.
- Additional tree planting has been added along Whitchurch Road in particular.
- Facilities such as the Studio and Function Room have been rearranged to allow direct access for the public from the public areas.
- Cycle infrastructure for visitors has been added.
- Landscape features have been enhanced to provide background noise and improve air quality.
- The pedestrian and cycle route to the Community Square has been widened and landscaping enhanced to improve wayfinding and the arrival experience.
- Ecology measures have been enhanced to provide a net gain in biodiversity.
- The tower has been made more slender without adding height.
- The gaps between buildings have been widened.

The channels used during the consultation period will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line; and proactive measures to update and inform stakeholders following submission and consideration of the applications. Following submission of the application the applicant plans to update the community and stakeholders on the detail of the final submitted plans.

7. Appendices

Appendix 1 – Newsletter (first stage)



A NEW VISION FOR BOUGHTON HEATH

We're working on an alternative vision for the former Beechmoor Garden Centre site which will address many of the points raised about the previous proposal and look at how we can deliver benefits for local people. We want to work with you to develop a place that local people can be proud of and that benefits you and your community.

HOW IS RETIREMENT VILLAGES DIFFERENT?

Our retirement villages provide homes where people can continue to live as they wish but with the support they need to make that possible. Most people move only a short distance to live within our homes, so they can maintain their existing routines and social connections. Designed to be an extension of the existing community, our villages provide a range of amenities, services and outdoor spaces which help people to stay active, healthy and sociable in ways that work for them. Most health needs can be met through our wellbeing services and our care agency with greater support available when needed. We also believe that our villages should be open and useful places for people living nearby so we're looking at what amenities we can provide that local people can also use.

LOCAL BENEFITS

The main benefit for the local area is the potential amenities that local people will be able to use and we're looking for your views on what these should be. We're also looking at how we could provide facilities for people using the Boughton Heath Park and Ride next door, such as a cafe and shop.

The development would also provide a boost to the local economy creating around 30 jobs when the site is completed, plus additional jobs during construction, and bringing extra income for the Council through business rates.

HOW CAN YOU GET INVOLVED?

We're at an early stage of working up the plans and want to get your views to feed into the design process. This isn't a tick box exercise and your input can really help us shape the proposals.

Usually we'd want to hold an event where you can chat to the project team and ask any questions, however in the current pandemic we're having to adapt our approach. There are still a number of ways you can get involved:

- Fill in the questionnaire attached to this newsletter and pop it in the post (it's free!)
- Take a look at our website www.chesterretirementvillages.co.uk where you can also fill in the questionnaire or ask a question
- Get in touch using the contact details on the back of this newsletter

Feedback from this first stage of consultation will be used to inform the design as it progresses. We will then be consulting again, later in the year, on the proposed plans we have developed.

WHY DO WE NEED A RETIREMENT VILLAGE?

Everyone knows that our society is getting older and more of us are living longer. The retirement village would give local people (perhaps you, your friends or family) more choices as they consider their housing needs as they age. Our retirement communities mean people can continue living life as they choose for longer, living independently within a supportive community where care and support are available when they need it. Evidence suggests that moving into a well-designed retirement village community helps maintain people's health, happiness and wellbeing.



HAVE YOUR SAY

Please complete this questionnaire, tear off the slip, fold in half and glue together. Then just pop it in the post – no need to add a stamp!

Need more space? You can write to us using the contact details on the back of the newsletter or fill the questionnaire online.

All consultation responses must be submitted by **22nd May 2020**.

Q1: How do you think we can best ensure the development benefits and is part of the local community?

Q2: What are the main things we should be considering as we design the Retirement Village?

Q3: As part of the development we're looking at what facilities and amenities we can provide that can be used by everyone in the local area and people using the park and ride. What kind of facilities would you like to see?

Q4: Do you think there is a need for housing that enables local people to remain part of the community as they age?

Q5: Tell us the best things about living in Boughton Heath and your aspirations and hopes for the area.

Please use this space to add any other comments

ABOUT YOU

Name: _____ Address: _____
 Email: _____ Phone: _____
 Age: Under 20 20 - 35 36 - 50 51 - 65 Over 65

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Would you like to be kept updated about the project? Yes No Don't know

If so, please state how: Email Post



Freepost HAVE YOUR SAY

NEXT STEPS

This stage of consultation will close on 22nd May 2020 so please send us your comments before then. Your feedback will be used to help shape the proposals and we will then come back with a second stage of consultation later in the year, although you can get in touch with the team at anytime following the consultation, we expect to submit a planning application to Cheshire West & Chester Council in the summer. As part of the application we will be undertaking various assessments looking at topics such as:

- Sustainable transport and how we can encourage people to use modes other than cars.
- The design of the village and how it fits into the local surroundings
- How we can reflect and celebrate the historic character of Chester
- How we can preserve and enhance local wildlife and ecology
- How we can maximise benefits to local people

We will have more information on these assessments during the next stage of consultation.

GET IN TOUCH

Got a question? There are a number of ways you can get in touch with the team or find out more.

Write to us at the freepost address **Freepost HAVE YOUR SAY** (No stamp needed)

Contact us on 0800 689 1095 or info@chesterretirementvillages.co.uk

Visit the website www.chesterretirementvillages.co.uk and submit a question or comment

Find us on facebook [@retirementvillageschester](https://www.facebook.com/retirementvillageschester) or twitter [@retrechester](https://twitter.com/retrechester)





COMMUNITY NEWSLETTER APRIL 2020

www.chesterretirementvillage.co.uk

Retirement Villages is proposing to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road, Boughton Heath, Chester.

The site has existing planning permission, gained by another developer, for a retirement village, however we are working up a new vision for the site. We want your feedback to help us create a place that benefits everyone in the local community.

Inside this newsletter you will find more information on our approach and a questionnaire where you can tell us what you think. This is the first stage of consultation on the plans and will be followed by another stage later in the year.

Retirement Villages Story

Retirement Villages has been developing and managing purpose-built, retirement communities throughout the UK for nearly 40 years. Inspired originally by retirement communities in America, often built around golf courses and extensive leisure facilities, the idea was adapted to meet the very different lifestyles, needs and ambitions of older people in the UK.

We have 16 villages across the UK, each in a beautiful setting and in select locations across the country. We place community and wellbeing at the heart of our villages, encouraging interaction between residents and the wider community.

The Chester retirement village will be the first in a new generation of developments that are designed to promote even better ways of life and community.



Appendix 1 – Newsletter (second stage)



Freepost HAVE YOUR SAY

TRANSPORT AND ACCESS

You told us that traffic is already an issue in the local area, particularly around the 'hamburger' roundabout, and that we needed to think about how to ensure safe access for residents and visitors.

We've been thinking hard about sustainable transport and how we can encourage people to use modes other than the car, such as walking and cycling. It is unlikely that we will be able to make significant changes to the 'hamburger' roundabout but we are looking to ensure that there are safe and convenient pedestrian crossings to connect people to the retirement village.

We've also been talking to the local parish councils and cycle groups about how we can help with their plans to improve and open up local walking and cycling routes. We're also thinking about including a sustainable transport hub at the retirement village with cycles for hire meaning that people using the Park and Ride could cycle into Chester.

SUSTAINABILITY AND WELLBEING

We're hoping that the retirement village can become an exemplar of sustainable design and are looking at things like low-energy buildings, use of renewable energy sources, electric car charging as well as encouraging green modes of transport.

How we can improve the wellbeing of both our residents and the wider community has been an important part of our thinking. This starts with providing homes that can better serve the long term needs of residents where they can live as independently as they wish with plenty of opportunities for social interaction and access to care. Homes are all generous in size with lots of natural light and adaptable to residents' way of life. The communal facilities, including a lounge, restaurant, bar, wellness area and extensive gardens, will support our residents to have an active and sociable lifestyle that can also be shared with friends and family.



NEXT STEPS

Please get involved in the consultation and tell us what you think. Following this second stage of consultation we'll come back to show you the final plans later in the Summer as we submit a planning application to Cheshire West & Chester.



COMMUNITY NEWSLETTER JULY 2020

www.chesterretirementvillage.co.uk

Retirement Villages is proposing to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road, Boughton Heath, Chester. We want to work with you to develop a place that local people can be proud of and that benefits you and your community.

During May we held the first stage of consultation on our plans. We've been busy looking at all your feedback and using this to help shape our plans for the site. We're now launching the second stage of consultation which closes on 28th August 2020. In this newsletter you can see how the plans are developing and find out how to have your say.

HAVE YOUR SAY

Thank you for taking part in the first stage of consultation earlier this year. We had lots of useful suggestions which we're taking into account as we develop the plans.

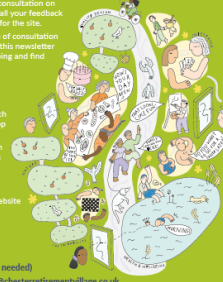
Please take a look at the information in this newsletter and then you can let us know what you think by filling in the attached questionnaire and popping it in the post (it's free!).

We've lots more information on our website www.chesterretirementvillage.co.uk including more on how the design has evolved following your feedback.

You can also:

Write to us at the freepost address: Freepost HAVE YOUR SAY (no stamp needed)
Contact us on 0800 489 1095 or info@chesterretirementvillage.co.uk
Find us on Facebook [@retirementvillageschester](https://www.facebook.com/retirementvillageschester) or Twitter [@retirechester](https://twitter.com/retirechester)

Join our live online Q&A on **Wednesday 19th August 6.30-7.30pm**. For more details and to register visit the website.



THE PLANS

During the first stage of consultation you told us that the buildings should be in keeping with the local area, with thought given to the scale and size, and integrated with green areas and open space.

In response, we're proposing a series of villas set within the landscape which will help to reduce the visual impact of the development and ensure it integrates into the local area. You told us that one of the best things about living in Boughton Heath is that it's close to the city and the countryside. So we've been working hard to ensure that the scheme reflects both the character of Chester and the Cheshire countryside.



There will be up to 147 apartments across the six villas which will be available to buy and rent. The villas range between three and five storeys, located away from the site edges and screened with planting and trees so they are less visible from Whitchurch Road. By staggering the layout of the buildings, which also have a smaller footprint and narrower frontages, we can reduce the visual impact of the proposals and better reflect the character of the local area compared to the plans currently approved for the site.

FACILITIES AND AMENITIES

We want to encourage the local community and people using the Park and Ride to enjoy the public spaces at the retirement village. We've taken on board your views on what kind of facilities you'd like to see and that these shouldn't compete with what's already in Boughton Heath.

We're planning:

- A small 'community shop' (perhaps selling vegetables from the local allotments alongside key groceries like milk and bread) which will be run by us and shouldn't compete with what's already in the local area
- We're also planning a café where you can sit and enjoy a coffee or grab a takeaway on your way to the Park and Ride
- We're looking at a wellness suite with a gym, swimming pool and treatment rooms, which local people could use (providing you don't arrive by car!)



OPEN SPACES

You will be able to walk and cycle into the site and enjoy the community square and surrounding landscaped spaces. We know that green spaces and planting are really important for the wellbeing of our residents (and visitors) so we're going to be planting a lot of trees, plants and flowers!



HAVE YOUR SAY

Please complete this questionnaire, tear off the slip, fold in half, moisten and glue together. Then just pop it in the post – no need to add a stamp!
Need more space? You can write to us using the contact details on the front of the newsletter or fill the questionnaire in online.

All consultation responses must be submitted by **28th August 2020**.

Q1. What do you think about the plans to build six villas and the proposed layout of the buildings?

Q2. What do you think about the proposed facilities and amenities that will be available for local people to use?

Q3. What do you think about the plans to create walking and cycling routes through the site and include cycle hire at the retirement village?

Q4. Please use this space to make any other comments.

ABOUT YOU

Name _____ Address _____
Email _____ Phone _____

Age: Under 20 20 - 35 36 - 50 51 - 65 Over 65

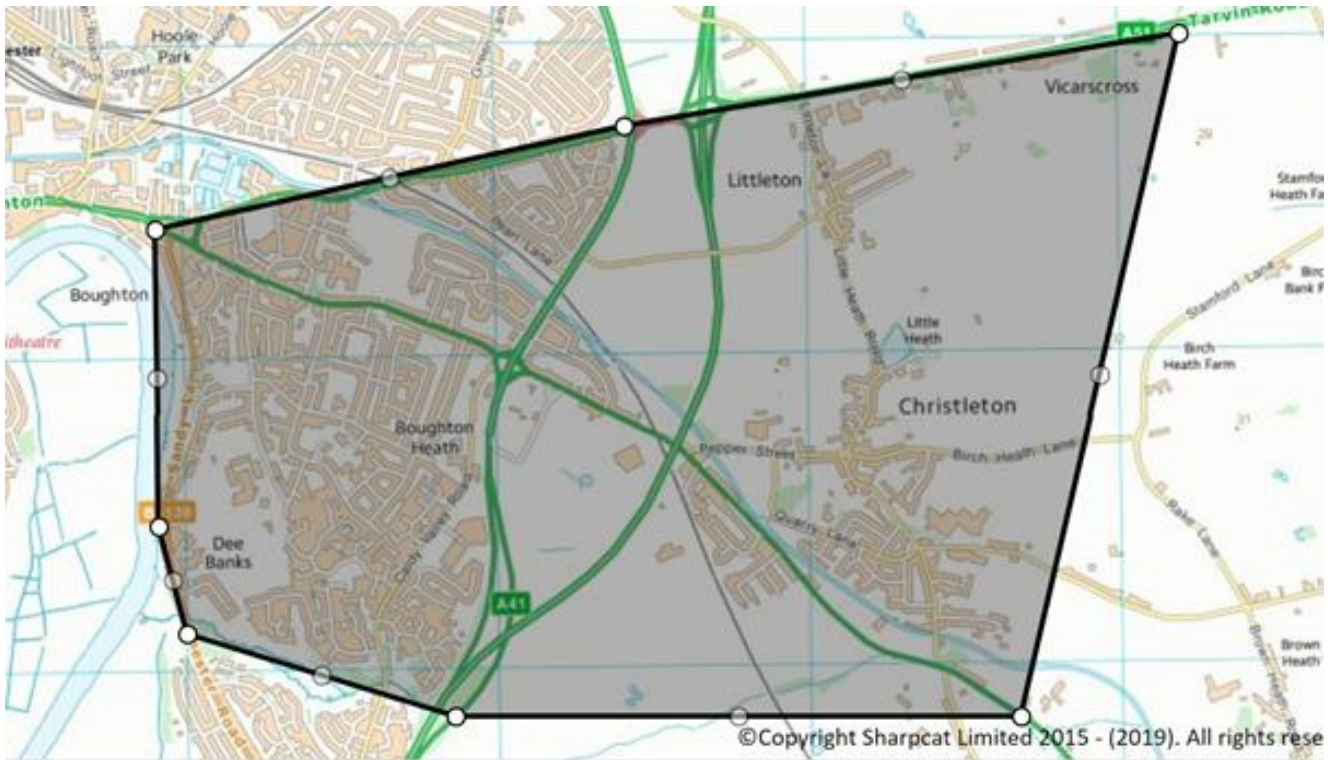
This information is optional but will help us to analyse the information you have provided more effectively and enable us to help you out on the project in the future.

Would you like to be kept updated about the project? If so, please state how:

Yes / No Email Post

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Appendix 2 – Newsletter distribution area



Appendix 3 – Website






RETIREMENT VILLAGES CHESTER

Retirement Villages is proposing to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road, Boughton Heath, Chester. As we work up a vision for the site, we want your feedback to help us create a place that benefits everyone in the local community.

[THE PLANS](#) [ABOUT US](#) [HAVE YOUR SAY](#)

[DOWNLOAD NEWSLETTER](#)



CONSULTATION

The second stage of consultation on the plans closed on 28th August. To find out how your feedback so far has helped shape the plans watch this video or you can view our Consultation Overview document [here](#).

▶ 0:00 / 9:20



A NEW VISION FOR BOUGHTON HEATH

We've now completed two stages of consultation on our plans to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road, Boughton Heath, Chester. We're busy looking at all your feedback and using this to help shape our plans for the site and we'll come back to show you the final plans later in the year as we submit a planning application to Cheshire West & Chester.




THE PLANS

During the first stage of consultation you told us that the buildings should be in keeping with the local area, with thought given to the scale and size, and integrated with green areas and open space.

In response, we're proposing a series of villas sat within the landscape which will help to reduce the visual impact of the development and ensure it integrates into the local area.

You told us that one of the best things about living in Boughton Heath is that it's close to the city and the countryside. So we've been working hard to ensure that the scheme reflects both the character of Chester and the Cheshire countryside.

There will be up to 147 apartments across the six villas which will be available to buy and rent. The villas range between three and five storeys, located away from the site edges and



LOCAL BENEFITS

We want to encourage the local community and people using the Park and Ride to enjoy the public spaces at the retirement village. We've taken on board your views on what kind of facilities you'd like to see and that these shouldn't compete with what's already in Boughton Heath.

We're planning:

- A small 'community shop' (perhaps selling vegetables from the local allotments alongside key groceries like milk and bread) which will be run by us and shouldn't compete with what's already in the local area
- We're also planning a café where you can sit and enjoy a coffee or grab a takeout on your way to the Park and Ride
- We're looking at a wellness suite with a gym, swimming pool and treatment rooms, which local people could use (providing you don't arrive by car!)
- Open spaces and a community square
- Walking and cycling routes through the site
- A sustainable transport hub with car parking spaces




ABOUT US

Retirement Villages has been developing and managing purpose built, retirement communities throughout the UK for nearly 40 years. Inspired originally by retirement communities in America, often built around golf courses and extensive leisure facilities, the idea was adapted to meet the very different lifestyles, needs and ambitions of older people in the UK.

We have 16 villages across the UK, each in a beautiful setting and in select locations across the country. We place community and wellbeing at the heart of our villages, encouraging interaction between residents and the wider community. We have consistently won recognition within the industry, receiving national awards for our villages as well as prizes for outstanding landscaping and gardens.

The Chester retirement village will be the first in a new generation of developments that are designed to benefit and be part of the local community.





HAVE YOUR SAY

The second stage of consultation on the plans closed on 28th August. We're now analysing all your feedback as we prepare the planning application. To find out how your feedback from stage one helped shape the plans you can view our Consultation Overview document [here](#).

Even though the consultation has closed you can still get in touch with the team:

- Write to us at the freepost address
Freepost HAVE YOUR SAY (No stamp needed)
- Contact us on 0800 689 1095 or
info@chesterretirementvillage.co.uk
- Find us on facebook [@retirementvillageschester](#) or
twitter [@retirechester](#)

Watch the recent Live Q&A we held on the plans below.



FREQUENTLY ASKED QUESTIONS

Got a question? If it's not answered in the FAQs below just get in touch [here](#).

WHAT IS PROPOSED?

We are proposing to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road, Boughton Heath, Chester. The former Beechmoor Garden Centre site has existing planning permission, gained by another developer, for a retirement village, however we are working up a new plan. This alternative vision will address many of the points raised about the previous proposal and look at how we can deliver benefits for local people. We want to work with you to develop a place that local people can be proud of and



NEWS

Read our latest news and blogs here.

10
AUG
2020

CHESTER RETIREMENT VILLAGE PLANS REVEALED

Retirement Villages has launched the second stage of consultation on its plans to build a new retirement village near Chester.

[read more](#)





CONTACT US

Got a question? There are a number of ways you can get in touch with the team or find out more.

- Write to us at the freepost address
Freepost **HAVE YOUR SAY**
- Contact us on 0800 689 1095 or
info@chesterretirementvillage.co.uk
- Find us on facebook
[@retirementvillageschester](#) or twitter
[@retirechester](#)
- Submit a question or comment via the enquiry form below



Appendix 4 – Neighbour letters

Consultation on new plans for a Retirement Village in Boughton Heath

Dear neighbour,

I'm writing to let you know about our plans to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road and to get your feedback as a nearby resident.

You may have previously seen proposals brought forward by a different developer, however we are creating a new vision for the site. We're at an early stage of working up the plans and want to get your views to feed into the design process. This isn't a tick box exercise and your input can really help us shape the proposals.

We've been developing and managing purpose-built retirement communities throughout the UK for nearly 40 years. We have 16 villages across the UK, each in a beautiful setting and in select locations across the country.

We want to work with you to develop a place that local people can be proud of and that benefits you and your community. Designed to be an extension of the existing community, our villages provide a range of amenities, services and outdoor spaces which help people to stay active, healthy and sociable in ways that work for them.

We believe that our villages should be open and useful places for people living nearby so we're looking at what amenities we can provide that local people can also use.

Inside the attached newsletter you will find more information on our approach and a questionnaire where you can tell us what you think. As one of our closest neighbours, we'd also like to offer you the chance to speak to a member of the team to discuss any questions you may have. If you'd like to set up a time to speak please contact us on 0800 689 1095 or info@chesterretirementvillage.co.uk.

Feedback from this first stage of consultation will be used to inform the design as it progresses. We will then be consulting again, later in the year, on the proposed plans we have developed. You can find out more by visiting our website www.chesterretirementvillage.co.uk.

Yours sincerely

Latest consultation on new plans for a Retirement Village in Boughton Heath, Chester

Dear

I'm writing to let you know about the latest phase of consultation on our plans to build a £32m retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road in Boughton Heath.

Since the first stage of consultation in May this year, we have been reviewing the feedback received and using it to shape the plans for the site.

We are looking to build up to 147 apartments, available to buy and rent, alongside open spaces and amenities, such as a community shop, café and wellness suite, which would be open to local people.

We are proposing a series of villas, ranging between three and five storeys. Set back from the road and screened with planting and trees they will be less visible than the plans currently approved for the site, which was gained by another developer.

We are hoping that the development can become an exemplar of sustainable development and help tackle the climate change emergency in Cheshire West & Chester, with cycle hire, electric car charging points, low energy buildings and use of renewable energy sources.

Inside the attached newsletter you will find more information on our approach and a questionnaire where you can tell us what you think. As one of our closest neighbours, we'd also like to offer you the chance to speak to a member of the team to discuss any questions you may have. If you'd like to set up a time to speak please contact us on 0800 689 1095 or info@chesterretirementvillage.co.uk.

You can find out more by visiting our website www.chesterretirementvillage.co.uk.

Best wishes



Appendix 5 – Stakeholder letters

Consultation on new plans for a Retirement Village in Boughton Heath, Chester

Dear

I'm writing to let you know about our plans to build a new retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road in Boughton Heath and to request a discussion.

As you may be aware, previous plans for the site were brought forward by another developer and granted on appeal in 2019. We're working on an alternative vision for the site which will address many of the points raised about the previous proposal and look at how we can deliver benefits for local people.

The development will meet an identified need for private extra care facilities in the local area and give local people more choices when they consider their housing needs as they age. The project will also see £32m invested into Boughton Heath, additional business rates for the Council, as well as around 30 jobs when the site is completed and construction jobs.

We've been developing and managing purpose-built retirement communities throughout the UK for nearly 40 years. We have 16 villages across the UK, each in a beautiful setting and in select locations across the country.

Designed to be an extension of the existing community, our villages provide a range of amenities, services and outdoor spaces which help people to stay active, healthy and sociable in ways that work for them.

We believe that our villages should be open and useful places for people living nearby so we're looking at what amenities we can provide that local people can also use. This could include facilities which may encourage more people to use the Boughton Heath Park and Ride next door, such as a café and shop.

We are due to launch the first stage of consultation on the plans in the coming weeks and I attach a copy of the newsletter that we'll be sending to people living in the local area.

Before we launch the scheme in the public domain I would welcome the opportunity to have a discussion with you about our approach. A member of the team will be in touch to see if we can arrange a time to speak.

Latest consultation on new plans for a Retirement Village in Boughton Heath, Chester

Dear

I'm writing to let you know about the latest phase of consultation on our plans to build a £32m retirement village on the site of the Beechmoor Garden Centre on Whitchurch Road in Boughton Heath.

Since the first stage of consultation in May this year, we have been reviewing the feedback received and using it to shape the plans for the site.

We are looking to build up to 147 apartments, available to buy and rent, alongside open spaces and amenities, such as a community shop, café and wellness suite, which would be open to local people.

We are proposing a series of villas, ranging between three and five storeys. Set back from the road and screened with planting and trees they will be less visible than the plans currently approved for the site, which was gained by another developer.

We are hoping that the development can become an exemplar of sustainable development and help tackle the climate change emergency in Cheshire West & Chester, with cycle hire, electric car charging points, low energy buildings and use of renewable energy sources.

The retirement village would provide a boost to the local economy creating 25 jobs when the site is completed, plus additional jobs during construction, and bringing extra income for the Council through business rates.

We are launching the next phase of consultation on the plans which closes on 28th August 2020. I attach a copy of the newsletter that we'll be sending to people living in the local area.

The team would welcome the opportunity to have a discussion with you and update you on our progress. We will be in touch to see if we can arrange an online meeting.

Best wishes



Appendix 6 – Consultation overview document



Boughton Heath

Consultation
August 2020



Our Approach

Our retirement villages provide homes where people can continue to live as they wish but with the support they need to make that possible. Designed to be an extension of the existing community, our villages provide a range of amenities, services and outdoor spaces which help people to stay active, healthy and sociable in ways that work for them. We also believe that our villages should be open and useful places for people living nearby so we will be providing amenities that local people can also use.

"... Our vision is to create vibrant integrated communities that support people to stay active, healthy and sociable in later life..."



Appendix 7 – Consultation adverts



RETIREMENT VILLAGES
CHESTER

We are proposing to build a new retirement village on Whitchurch Road in Boughton Heath, Chester and we want you to help us shape it.

Our retirement communities provide homes where people can continue to live as they wish but with the support they need to make that possible.

We believe that our villages should be open and useful places for people living nearby so we're looking at what facilities we can provide that local people can also use.

Get involved and let us know what you would like to see at the retirement village. The consultation closes on 22nd May 2020.

To find out more and have your say:
Call 0800 689 1095
Email info@chesterretirementvillage.co.uk
Visit www.chesterretirementvillage.co.uk
Write to Freepost HAVE YOUR SAY

Find us on facebook @retirementvillageschester or twitter @retirechester



RETIREMENT VILLAGES
CHESTER

Retirement Villages is proposing to build a new retirement village on the site of the Beechmoor Garden Centre in Whitchurch Road in Boughton Heath, Chester.

Following the first stage of consultation earlier this year we are now looking for feedback on our evolved plans.

We want to encourage the local community and people using the Boughton Heath Park and Ride to enjoy the public spaces at the retirement village.

We'd like to know what you think about our plans to include a small community shop, café, gym, swimming pool and treatment rooms. Local people will also be able to walk and cycle through the site and enjoy the public open spaces and community square.

Get involved and tell us what you think. The consultation closes on 28th August 2020.

To find out more and have your say:
Call 0800 689 1095
Email info@chesterretirementvillage.co.uk
Visit www.chesterretirementvillage.co.uk
Write to Freepost HAVE YOUR SAY

Find us on facebook @retirementvillageschester or twitter @retirechester



Appendix 8 – Press release (launch and second stage)

PRESS RELEASE For immediate release

CONSULTATION LAUNCHED ON CHESTER RETIREMENT VILLAGE

Retirement Villages has launched a consultation to gather views on its plans to build a new retirement village near Chester.

Proposed for the former **Beechmoor** Garden Centre on **Whitchurch** Road, Boughton Heath, local residents are being called on to help shape the proposals.

The site has existing planning permission, gained by another developer, also for a retirement village. Retirement Villages acquired the site last year and is at the early stages of working up a new vision for a purpose-built retirement community.

Designed to be an extension of the existing community, the village will provide a range of amenities, services and outdoor spaces which could also be used by people living in the area. The consultation is looking for views on what these potential amenities could be, including the potential to provide facilities for people using the Boughton Heath Park and Ride next door, such as a café and shop.

The £32m retirement village would also provide a boost to the local economy creating 25 jobs when the site is completed, plus additional jobs during construction, and bringing extra income for the Council through business rates.

Guy Flintoft, Planning Director, Retirement Villages said: "We all know that society is ageing and more of us are living longer. Our retirement villages provide homes where people can continue to live as they wish, and to enjoy all the things that matter to them, but with the support they need to make that possible.

"We believe that our villages should be open and useful places for people living nearby, so we're looking at what amenities we can provide that local people can also use, such as a café or shop. There will also be plenty of outdoor space that will be open to the public. We're at an early stage of working up the plans and we're keen to hear from local people what they want to see at the village. Obviously, at the moment we can't hold any events or chat to people face to face but there are plenty of other ways people can get involved."

Newsletters have been sent to over 4000 households and businesses around the site and local people are being asked to return the attached questionnaire or visit the project website www.chesterretirementvillage.co.uk to fill in the questionnaire online.

People can also get in touch by:

- Writing to the freepost address **Freepost HAVE YOUR SAY** (no stamp needed)

This first stage of consultation closes on 22nd May 2020 and will be followed by another stage later in the year when the designs are set to be revealed. Following the consultation, Retirement Villages hopes to submit a planning application in the summer.

Retirement Villages has been developing and managing purpose built, retirement communities for nearly 40 years with 16 villages across the UK.

Architects **RCCA** have been appointed to design the village. Known for their socially responsive architecture, they are looking at how the design can promote a sense of community and encourage people to interact.

For further information:

Rebecca Estwell: rebecca@fontcomms.com / 07827 353113

Notes to Editors:

About Retirement Villages

Retirement Villages has been developing and managing purpose built, retirement communities throughout the UK for nearly 40 years. Inspired originally by retirement communities in America, often built around golf courses and extensive leisure facilities, the idea was adapted to meet the very different lifestyles, needs and ambitions of older people in the UK.

The company was purchased by European insurance and investment company, AXA, in 2017, and has a £100m development pipeline.

We have 16 villages across the UK, each in a beautiful setting and in select locations across the country. We place community and wellbeing at the heart of our villages, encouraging interaction between residents and the wider community. We have consistently won recognition within the industry, receiving national awards for our villages as well as prizes for outstanding landscaping and gardens.

The Chester retirement village will be the first in a new generation of developments that are designed to benefit and be part of the local community.

CHESTER RETIREMENT VILLAGE PLANS REVEALED

Retirement Villages has launched the second stage of consultation on its plans to build a new retirement village near Chester.

Proposed for the former **Beechmoor** Garden Centre on **Whitchurch** Road, Boughton Heath, the developer has revealed details of the scheme which will include up to 147 apartments, available to buy and rent, alongside open spaces and amenities, such as a community shop, café and wellness suite, which would be open to local people.

Since the first stage of consultation in May this year, Retirement Villages has been reviewing the feedback received and using it to shape the detailed plans for the site.

Responses showed it was important to local people that the new buildings be in keeping with the local area, with thought given to the scale and size and how they integrate with green and open spaces. In response, Retirement Villages is proposing a series of villas, ranging between three and five **storeys**. Set back from the road and screened with planting and trees they will be less visible than the plans currently approved for the site, which was gained by another developer.

Guy Flintoft, Planning Director, Retirement Villages said: "We know that one of the main issues people had with the previous plans for the site was the design of the buildings. So, we've put a lot of time and effort into taking on board local feedback and looking at the character of the local area. We're proposing a series of villas which will be set back from the road and screened with planting and trees so they are less visible from **Whitchurch** Road."

Designed to be an extension of the existing community, the village will provide a range of amenities and outdoor spaces to complement those available to residents, which local people will be able to use. These include:

- A small 'community shop' which could sell vegetables from the nearby allotments alongside key groceries like milk and bread
- A café for use by local people and those using the Park and Ride
- A wellness suite including a gym, swimming pool and treatment rooms
- Open spaces and a community square
- Walking and cycling routes through the site
- A sustainable transport hub with cycles for hire meaning people using the Park and Ride could cycle into Chester

Guy went on to say: "During the last consultation we asked the local community what sort of amenities they would use. It was important to people that we didn't include facilities that would compete with what's already in Boughton Heath so we've taken that on board. We hope the village will be an asset to Boughton Heath, not only encouraging a high quality of life to those residents that live there, but also bringing amenities and green spaces to those living in the surrounding area."

The latest phase of consultation closes on 28th August 2020. A live online Q&A will be held as part of the consultation on Wednesday 19th August from 6.30pm to 7.30pm. People can sign up by visiting the website www.chesterretirementvillage.co.uk where they can also fill in an online questionnaire.

People can also get in touch by:

- Writing to the freepost address **Freepost HAVE YOUR SAY** (no stamp needed)
- Calling 0800 689 1095 or emailing info@chesterretirementvillage.co.uk
- Following on **facebook** @retirementvillageschester or twitter @retirechester

Following this second stage of consultation, Retirement Villages is set to reveal the final plans later in the year, when a planning application is due to be submitted.

The £32m retirement village would provide a boost to the local economy creating 25 jobs when the site is completed, plus additional jobs during construction, and bringing extra income for the Council through business rates. The site has existing planning permission, gained by another developer, also for a retirement village.

Retirement Villages has been developing and managing purpose built, retirement communities for nearly 40 years with 16 villages across the UK.

The village is being designed by award winning architects **RCCA** with Barton Willmore the planning consultant. Font Communications is managing the consultation.

For further information:

Rebecca Estwell: rebecca@fontcomms.com / 07827 353113

Notes to Editors:

About Retirement Villages

Retirement Villages has been developing and managing purpose built, retirement communities throughout the UK for nearly 40 years. Inspired originally by retirement communities in America, often built around golf courses and extensive leisure facilities, the idea was adapted to meet the very different lifestyles, needs and ambitions of older people in the UK.

The company was purchased by European insurance and investment company, AXA, in 2017, and has a £100m development pipeline.

We have 16 villages across the UK, each in a beautiful setting and in select locations across the country. We place community and wellbeing at the heart of our villages, encouraging interaction between residents and the wider community. We have consistently won recognition within the industry, receiving national awards for our villages as well as prizes for outstanding landscaping and gardens.

Appendix 9 – Social media pages

