



HIGHWOOD

# VISION DOCUMENT

PROPOSED BEST IN CLASS  
CARE HOME

LAND EAST OF CHICKENHALL LANE  
EASTLEIGH

JUNE 2024



# CHICKENHALL LANE

OUR VISION FOR A PURPOSE-BUILT CARE HOME TO HELP MEET THE NEEDS OF OLDER PEOPLE IN EASTLEIGH

THIS DOCUMENT HAS BEEN PREPARED BY HIGHWOOD TO DEMONSTRATE HOW LAND EAST OF CHICKENHALL LANE, IN EASTLEIGH, HAMPSHIRE IS A PRIME AND SUITABLE LOCATION FOR PROVISION OF A PURPOSE-BUILT CARE HOME FOR OLDER PEOPLE - TO HELP MEET LOCAL NEEDS.



## SUMMARY OF PROPOSALS

- Site Area**  
The site is circa 0.97 ha of existing grassland with various storage buildings.
- Amount and Use**  
70 bed care home – use class C2
- Access**  
The site will utilise an upgraded existing access on to Chickenhall Lane and safeguard land for future upgrades to the Chickenhall Link Road / Bishopstoke Road roundabout.
- Scale**  
3-storey care home.
- Appearance and Materials**  
Buildings will be contemporary in form and detailing to reflect local context.



This document presents our exciting plans, which aims to transform this currently underutilised and sustainably located site by introducing the provision of a specialist care home for older people – for which there is a particular critical need in the local area.

Our proposal offers modern care facilities that will seek to create an environment where the residents have a sense of ‘home’ belonging and wellbeing.

As a reputable developer with a track record of delivering high-quality, sustainable care home developments, Highwood is dedicated to creating

places that not only fulfill the increase of care needs but also enrich the lives of the residents and the surrounding community.

The Chickenhall Lane development is no exception, as it embodies our commitment to innovation, design excellence, and holistic community development.

Development at the site is capable of being delivered taking into account the Barton River and its flood zone constraints, and retaining existing landscape features.

In this document, we outline the key principles, goals and features of the proposed development.

Through careful consideration of architectural design, sustainability practices, and community engagement, Highwood envisions the Chickenhall Lane development as a testament to our unwavering dedication to enhancing the living experience for all.





# ABOUT HIGHWOOD

## A MISSION TO MAKE THE CENTRAL SOUTH A BETTER PLACE TO LIVE

Highwood is a multi-award-winning, trusted property developer and constructor with a mission to make the Central South a better place to live. We develop high quality housing for the open market, build-to-rent and affordable sectors as well as specialist retirement housing and care home schemes.

In recent decades we've delivered a vast portfolio of distinctive projects that are underpinned by sensitive development. With a focus that sits firmly on legacy and considered placemaking, we're helping to deliver significant benefits for the communities we serve that will endure for generations to come.



Our Head Office at Upper Ashfield Farm, Romsey, Hampshire.

## SUSTAINABILITY AND THE ENVIRONMENT FIRST, ALWAYS

Highwood's responsibility to sensitive, sustainable development applies to every area of our core activities. From the application of technologies that improve the thermal performance of our buildings to an ESG policy that commits funds from every project we deliver to a community project, we're determined to make a difference that counts.

Our Carbon Zero journey is in full flight - we're embracing forward-thinking technologies that ensure we put sustainability and the environment first, always. Every design we undertake is supported by a resilient sustainability strategy that's flexible and remains sufficiently robust for the future - for everyone.

## RECENT ACCOLADES

We were proud to be listed again as 'One of the 100 Best Companies to Work for in the South-East' by Best Companies, a landmark project was heralded the South Coast Property Awards' Residential Development of the Year and we became a 'Solent Quality Place' award winner.

All this following prestigious Sunday Times' Profit Track and Fast Track rankings, Fast Rising Property Business winners as well as 1000 Companies to Inspire Britain and BREEAM nods.

We're very proud to be ranked among the very best in the UK property industry.





# CONTEXT - WIDER AREA

## EASTLEIGH BOROUGH

The site is located to the east of Chickenhall Lane, within the borough of Eastleigh, in Hampshire.

Eastleigh Borough covers an area of approximately 79 square kilometers. It comprises a mix of urban, suburban, and rural areas, and has a population of around 135,000.

The borough is situated strategically between the cities of Southampton to the south and Winchester to the north, Fareham to the east and Test Valley to the west, making it a borough with excellent connectivity and access to major urban centres.

Eastleigh Borough boasts excellent transport links, making it a key transportation hub in the region.

It is served by major roads, including the M27 and M3 motorways, which facilitate easy access to London, the South Coast, and beyond.

Public transport is well-developed, with regular rail services from Eastleigh, Southampton Airport Parkway railway stations connecting to London, Bournemouth, and Portsmouth.

Additionally, Southampton Airport offers domestic and European flights, enhancing the borough's connectivity. The economy of Eastleigh Borough is robust and diverse, with key sectors including retail, manufacturing, aviation, and services.

The borough is home to several business parks and industrial estates, including Barton Park to the west of the site, providing a range of employment opportunities.

## EASTLEIGH AND BISHOPSTOKE

The site is located on the eastern edge of the town of Eastleigh, approximately 500m from the town centre, bus station and Eastleigh Railway Station.

Bishopstoke local centre is approximately 650m to the east of the site.

There are a wide range of shops, services and facilities available within easy access of the site.

Eastleigh's development began in the 19th century, catalyzed by the arrival of the railway. Originally a small village, the town expanded rapidly with the establishment of a railway works in 1891, leading to significant urban growth. Eastleigh gained municipal borough status in 1936, highlighting its growing importance.

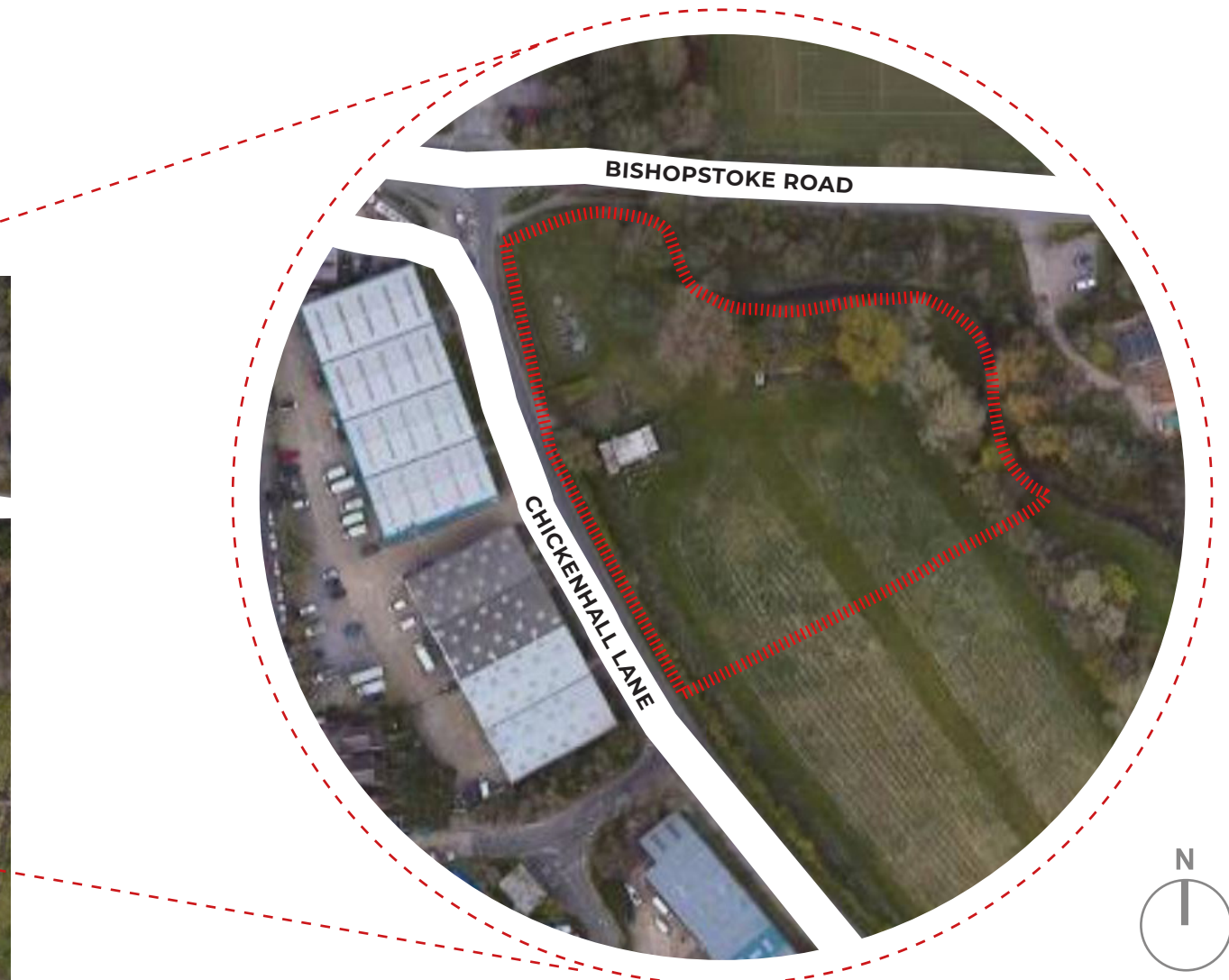
Eastleigh has a diverse population, with a mixture of young families, professionals, and increasingly, retirees. The population has been steadily increasing, reflecting the town's appeal.

THE SITE IS LOCATED CLOSE TO THE MANY SHOPS, SERVICES AND FACILITIES AVAILABLE IN THE LOCAL AREA AND IS JUST 500M FROM EASTLEIGH TOWN CENTRE





# SITE AND SURROUNDING AREA



Not to scale. Imagery from Google Maps

## THE SITE AND SURROUNDINGS

The 0.97ha site currently consists of grassed fields and areas of hard standing with existing 'container'- style structures located towards the western boundary.

The site is bound to the north by the busy B3037 Bishopstoke Road which links Eastleigh with Bishopstoke and Fair Oak, and to the west by Chickenhall Lane, which serves a large area of industrial and employment uses located in Barton Park and other Industrial Estates located to the west of Chickenhall Lane.

The site is accessed from a gated entrance to Chickenhall Lane.

To the north of Bishopstoke Road and its roundabout junction with Chickenhall Lane is a five-storey office building currently occupied by Abri and other employment and residential uses to the west in and around Dutton Lane.

The site is contained by hedgerow and tree boundary planting to the

north and west, with mature trees lining the eastern boundary with the Barton River – a tributary of the River Itchen.

The site topography is relatively flat with a fall to the southeast.

Beyond the river to the east is the Youth Options Outdoor Learning Centre and to the northeast are the Bishopstoke Road Playing Fields.





# LOCAL CONTEXT IMAGES



1 Chickenhall Lane junction with Bishopstoke Road looking south-east across the site.



2 Current site entrance to Chickenhall Lane (looking east)



3 Chickenhall Lane looking north towards the Abri building - site hedgerow boundary on the right and Barton Park Industrial Estate on the left.



4 Bishopstoke Road looking west (taken from NE of the site). The site is not visible due to strong vegetation along Bishopstoke Road.



5 Abri building viewed from Bishopstoke Road junction with Chickenhall Lane looking north.



Location



# SITE PHOTOGRAPHS



1 View from site entrance into site



2 Existing site buildings and hardstanding area



3 View from industrial estate opposite site looking east



4 View of site entrance from Chickenhall Lane



5 Hedge and tree line boundary along Chickenhall Lane looking south



6 Hedge and tree line boundary along Chickenhall Lane looking north



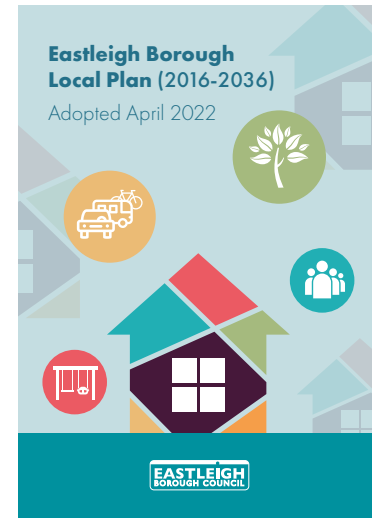
# PLANNING POLICY CONTEXT

The development plan for the area is:

- Eastleigh Borough Local Plan 2016- 2036 (EBLP)
- Hampshire Minerals and Waste Plan 2013 (HMWP)

Material considerations include:

- The National Planning Policy Framework (NPPF), most recently updated in December 2023.
- National Planning Practice Guidance (PPG).



The EBLP was adopted in April 2022. The Policies Map (extract opposite) shows that the site is:

- Outside of, but contiguous with the identified 'Urban Edge' of Eastleigh (Policy S2)
- In 'Countryside' (Policy S5); and within a 'Settlement Gap' (Policy S6)
- Located close to the Barton River, a tributary of the River Itchen, an internationally designated SSSI and SAC (Policy DM11).
- Chickenhall Lane is a 'Long Term Safeguarded Road Route' (Policy E6) and its junction with Bishopstoke Rd is shown for 'Junction Improvement' (Policy DM13). Bishopstoke Road is a 'Strategic Footpath/Cycleway' (Policy S12).

Strategic policies in the EBLP relevant to the proposals are summarised below.

## Policy S1

Outlines the measures that applicants and EBC should adopt to deliver sustainable development.

## Policy S2

Promotes the delivery of a minimum 14,580 new dwellings over the plan period. The policy also aspires to provide 144,050sqm. of new employment development and related infrastructure and facilities. Criterion S1(iv) of the policy states "The Council will monitor the delivery of the of all types and tenures of homes to ensure housing needs are met."

## Policy S3

The council will focus as much new housing as possible within the existing urban areas, with the remainder on greenfield sites to meet more local needs.

The supporting text explains the total supply identified falls short of the 14,580 dwellings required for the plan period, a shortfall of 5,186 dwellings (albeit this has been reduced to 2,614 following completions in recent years). The inspector who examined the local plan recommended this shortfall, which will occur in the later years of the plan period, should be addressed by an early review of the local plan. To date, this has not yet been progressed beyond an early 'call for sites'.

**There are no site-specific allocations in the local plan that address the identified needs for specialist housing for older people and the provision of care homes under Use Class C2.**

## Policy S5

There is a presumption against new development in the countryside other than for countryside uses or those facilitated by other policies in the plan. Where granting permission for countryside sites the Council will seek to protect and enhance the intrinsic character and biodiversity of the area, mineral resources, etc.

## Policy S6

Development within the Settlement Gap will be permitted provided that:

- It would not undermine the physical extent and/or visual separation of settlements.
- It would not have an urbanising effect detrimental to the character of the countryside, or the separate identity of the adjoining settlements.

In this case, the Settlement Gap between Eastleigh and Bishopstoke.



## Policy S12

The Council will seek to create new and improve existing links in the borough and this includes along Bishopstoke Road to the north of the site.

Development Management Policies in the EBLP are also of importance to the consideration of the proposals:

- DM1 General Criteria
- DM2 Environmentally Sustainable Development (BREEAM Excellent)
- DM3 Adaptation to Climate Change
- DM5 Managing Flood Risk
- DM6 Sustainable Surface Water and Watercourse Management
- DM8 Pollution
- DM9 Public Utilities and Communication
- DM10 Water and Waste Water
- DM11 Nature Conservation
- DM13 Transport
- DM14 Parking
- DM16 Workforce Training Requirements
- DM24 Creating a Mix of Housing
- DM25 Delivering Older Peoples Housing
- DM29 Dwellings with Higher Access Standards.

## POLICY DM25 - DELIVERING OLDER PEOPLES HOUSING

Policy DM25 – Delivering Older People’s Housing is a key policy which sets out how the Council will plan for the delivery of this specialist form of housing in a scenario where there are no specific allocations for such housing in the council’s adopted local plan.

Para 5.124 of the plan outlines that in the next twenty years the population of Eastleigh Borough will change with an estimated increase of 24% in the number of people aged 65 and over living in the Borough and an increase of 5% of people over 85 or over.

This will lead to an increasing number of older people requiring accommodation, estimated to increase by 24%.

Policy DM25 states that:

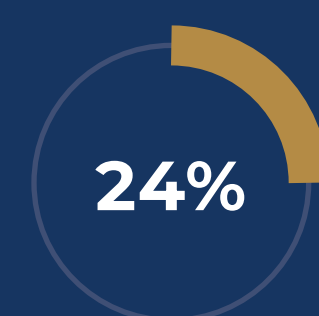
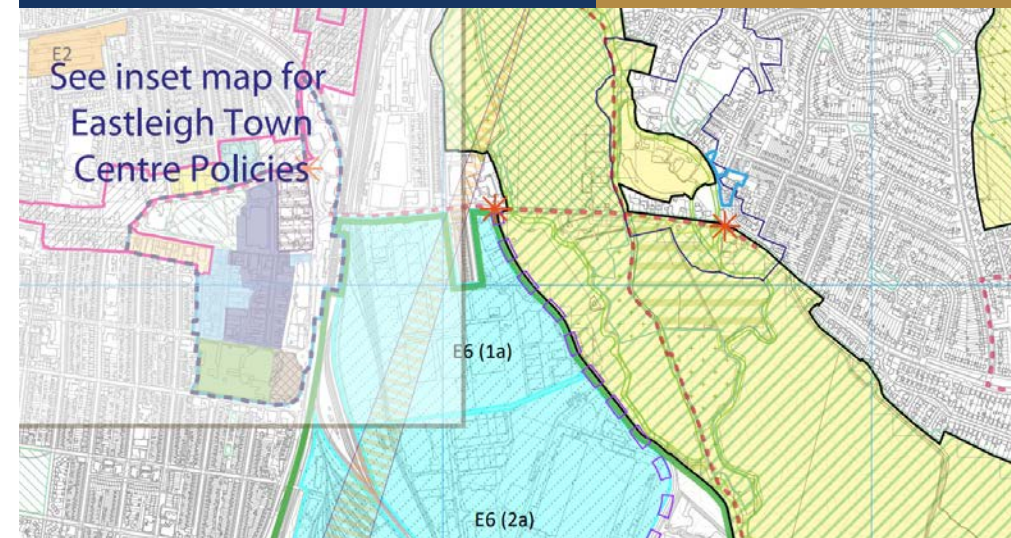
1. New development should seek to respond to the requirements of an ageing population by increasing the supply of specialist and accessible housing.
2. The Council will support the provision of accommodation suitable for the needs of older people.

Proposals should be:

- a. Located in a sustainable locations with good access to the public transport network.
- b. Close to local facilities that residents can use , ideally extra care housing should be in or close to a local centre.
- c. Well integrated into the local community.



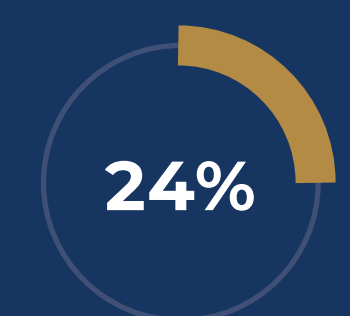
The following sections of this statement explain how the proposals have been formulated to accord with the development plan and why, given the needs of an ageing population are currently unmet, this is a suitable location for a care home, despite being located within a 'Settlement Gap' and 'Countryside'.



**INCREASE OF PEOPLE AGED 65 AND OVER LIVING IN THE BOROUGH OF EASTLEIGH**



**INCREASE OF PEOPLE AGED 85 AND OVER LIVING IN THE BOROUGH OF EASTLEIGH**



**ESTIMATED INCREASE OF OLDER PEOPLE REQUIRING ACCOMMODATION**



# CARE NEED ASSESSMENT

## CARE DEMOGRAPHICS

In considering proposals against Policy DM25, it is necessary to first establish the requirements of the ageing population to meet DM25 criterion 1.

The following sections describe Highwood's role in the identification of suitable sites for new care homes across the south of England and how national and local demographics relevant to the Chickenhall Lane site indicate that this is an ideal location for a new care home to meet currently unmet needs.

## TRUSTED DATA

We utilise evidence and analytics from Carterwood, the respected property adviser dedicated to social care that acts for 85 per cent of the top 20 care home group operators. Its analytical insights are widely regarded as the most respected industry tool in establishing the suitability of a site for a care home; our initial review of the site we are proposing was completed using Carterwood data.

Carterwood's analytics software provides ready access to the key data required to make an informed decision on a potential scheme, which includes demand and supply of care home beds, staffing pool, population size and the age demographic of the local population, etc.

Our recommendations for this scheme are also underpinned by Highwood's experience of sourcing and a track record for delivering successful care homes for 20 years.

"WE SHARE THE SAME FOCUS ON SAFETY, SECURITY, COMFORT AND PEACE OF MIND, WHICH IS EVERYTHING OUR RESIDENTS VALUE IN A NEW HOME. HAVING THE SAME OUTLOOK AS HIGHWOOD IS HELPING US TO DELIVER A NEW GENERATION OF EXTRA CARE LIVING FOR PEOPLE OVER THE AGE OF 55."

OWEN CHESHIRE  
CONSTRUCTION PROJECT MANAGER, HOUSING 21.

## HIGHWOOD'S ROLE IN THE DELIVERY OF CARE HOMES

Our expertise at Highwood lies in our full-service offering that encompasses land sourcing and acquisition and trusted in-house planning and construction resources.

Our vision is to make the Central South a better place to live by creating sustainable and quality communities that will have a lasting positive legacy on our communities and environment. We partner the UK's most respected care operators and healthcare providers to deliver high-end retirement and care schemes that provide the very best care, accommodation and lifestyles for the over 55s

## A SELECTION OF OUR CARE AND RETIREMENT PROJECTS TO DATE

### CARE AND EXTRA CARE PROJECTS

- Fatcher School  
60-bed care home
- Rowner Rd, Gosport  
86-bed care home
- Sturminster Newton  
60-bed care home
- Rowner Rd, Gosport  
32-bed psychiatric unit
- Welshmill Lane, Frome  
70-bed care home
- Cross Road, Weymouth  
70-bed care home
- Bournemouth Road, Lyndhurst  
50-bed care home
- Botley Road, Fair Oak  
60-bed care home
- Victoria Road, Netley  
65-bed care home
- Abbotswood, Romsey  
60-bed care home
- Waterloo ville  
80-bed care home
- St Mary's Portsmouth  
60-bed care home
- Adderbury  
60-bed care home
- Camberley  
90-bed care home
- Wareham  
64-bed care home
- Woking  
60-bed care home
- Liphook  
60-bed care home
- Ascot  
80-bed care home
- Egham  
80-bed care home
- New Milton  
60-bed care home
- Basingstoke  
70-bed care home
- Botley Grange  
64-bed care home
- Ferndown  
57-bed Care home
- Eastleigh Police Station  
80-bed care home
- Otterbourne  
64-bed care home
- Abbas Combe  
55-bed care home
- Horndean  
60-bed care home

### RETIREMENT PROJECTS

- Fatcher School  
50-unit retirement scheme
- North Stoneham Park local centre  
26 retirement apartments
- Camberley  
12 Assisted Living apartments
- Durrants 3A  
Care village with 20 extra care cottages
- Durrants 3B-C  
Care village with 22 cottages and 24 apartments
- Horndean  
120 Assisted Living apartments
- Victoria Road, Netley  
9 retirement apartments
- Redlands Lane, Fareham  
6 retirement bungalows
- Salisbury Rd, Andover  
64-bed retirement scheme
- Waterloo ville  
48-bed Extra Care scheme
- Westergate  
60 Extra Care apartments



# THE NATIONAL PICTURE

## THE DEFINITION OF A CARE HOME AND ITS CATEGORIES

The Care Quality Commission (CQC), the sector's regulator, defines a care home as: "a place where personal care and accommodation are provided together. People may live in the service for short or long periods. For many people, it is their sole place of residence and so it becomes their home, although they do not legally own or rent it. Both the care that people receive, and the premises are regulated."

The CQC is responsible for registering and monitoring care homes across all care sectors as well as other forms of care provision, such as domiciliary care agencies. The regulation of health and adult social care is governed by the Health and Social Care Act 2008.

For the purposes of planning, a Highwood care home will fall within Use Class C2 - residential institution.

There are two types of CQC registration categories for homes:

### 1. RESIDENTIAL AND PERSONAL CARE HOMES



These provide personal care (as opposed to nursing care) to the elderly. They provide short-term and long-term accommodation and offer help with personal hygiene, continence management, food and diet management, counselling and support, simple treatments, personal assistance with dressing, mechanical or manual aids, and assistance with going to bed.

### 2. CARE HOMES WITH NURSING



These offer the same services as personal care homes, with registered nurses also being available to provide nursing care 24 hours per day, to care for residents with complex health issues that can only be administered by nursing staff.

In addition to the above home-level registration, care homes can opt to specialise in the type of care they provide, such as elderly frail or caring for those with dementia and/or other specialist forms of care. In our assessment, we have considered need for two care categories:

#### ● Total market

All beds and all registration categories for elderly care, including both care homes with and without nursing. As there is no industry-recognised method of differentiating between the exact need for nursing and the exact need for personal care beds, we therefore consider the 'total market'.

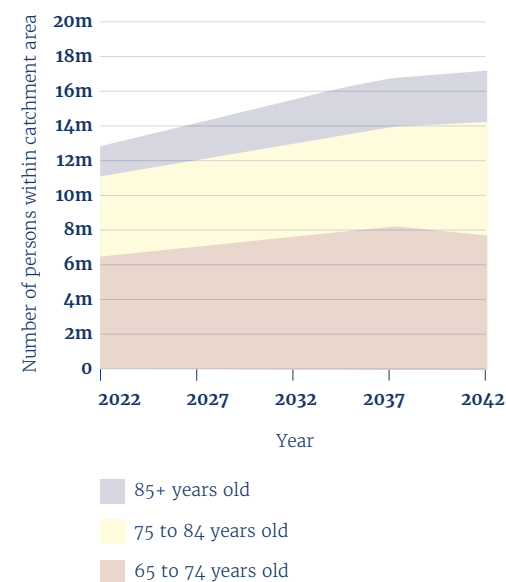
#### ● Specialist dementia

A subset of 'total market' beds (as described above) to assess the supply of specialist dementia beds vs the gross need for specialist dementia beds.

## UK ELDERLY POPULATION TRENDS

The elderly UK population is set to grow dramatically over the coming years (see table below), and the predicted rapid increase in the elderly population is likely to continue to drive demand for both non-residential care, such as extra care schemes and other accommodation options, as well as care home beds.

UK elderly population trend



## NATIONAL PROVISION OF CARE HOMES

The below table analyses the supply by year of first registration and identifies the significant proportion of homes registered both prior to and during the 1990s. As a broad generalisation, care homes registered from 1990 are likely to include en-suite bedrooms and those registered from 2010, full en-suite wet rooms.

The table helps demonstrate that there has been a significant slowdown in the supply of new stock into the market since the 1990s; the consequential impact is the vast majority of existing stock being no longer fit-for-purpose.

Covid-19 has demonstrated the importance of the quality of accommodation and building layouts in order to cope with infection control within care homes. Indeed, en-suites became a necessity in equipping care homes to deal with infection spread and, with the supply of homes during and prior to the 1990s generally not containing en suites, there is a heavy emphasis on new stock to be fit-for-purpose.

### Existing elderly care bed supply

| Year              | Care homes    | Total registered beds | % of total beds by age banding |
|-------------------|---------------|-----------------------|--------------------------------|
| 2020s (2020-)     | 227           | 14,033                | 3.1                            |
| 2010s (2015-2019) | 568           | 33,362                | 7.3                            |
| 2010s (2010-2014) | 650           | 37,233                | 8.1                            |
| 2000s             | 1,064         | 58,650                | 12.8                           |
| 1990s             | 3,913         | 174,931               | 38.00                          |
| 1980s             | 3,332         | 110,106               | 23.9                           |
| Pre-1980s/unknown | 932           | 31,607                | 6.9                            |
| <b>Total</b>      | <b>10,686</b> | <b>459,922</b>        | <b>100</b>                     |

Source: subscribed data sources, Carterwood - updated August 2022

"THERE IS A GROWING NEED FOR EXCELLENT CARE IN HIGH-QUALITY ENVIRONMENTS IN THE REGION. WE INSTRUCT HIGHWOOD BECAUSE THE STANDARDS OF CONSTRUCTION, PROJECT MANAGEMENT AND DEVELOPMENT EXPERTISE ARE EXCELLENT. THIS IS WHY WE CONSULT WITH HIGHWOOD FOR OUR NEW LUXURY CARE HOME PROJECTS."

KEN MACKENZIE  
DEVELOPMENT DIRECTOR, CINNAMON RETIREMENT LIVING



# THE LOCAL MARKET – A NEED ASSESSMENT

OUR ANALYSIS OF ALL AVAILABLE DATA HAS LED TO A CONCLUSION THAT THE CATCHMENT FOR THE SITE HAS A SUBSTANTIAL NEED. THE FOLLOWING INSIGHTS INDICATE THE SITE IS IDEAL FOR A NEW CARE HOME TO ACCORD WITH POLICY DM25 (1. & 2.)

## DEMAND FOR CARE BEDS WITHIN TWO MILES OF THE SITE

As can be seen from the table below, the demographics in the area around the subject site demonstrate a significant shortfall of beds. This is calculated by the number of people expected to need a care bed in the area less the number of both existing and consent-granted beds.

This not only shows there are 136 people expected to be without access to the care they so vitally need, but also an area which is at least 2 care homes short of fulfilling demand.

This is a demand that is only expected to substantially grow. LaingBuisson’s Care Homes for Older People UK Market Report (31st edition), states that the percentage of the UK population over the age of 85 is forecast to multiply by more than four times, from c. 1.68 million in 2020 (2.4 per cent of the population) to c. 7.09 million in 2111 (8.7 per cent of the population).



The definition of demand as specified by the Department for Communities and Local Government ‘Estimating Housing Need’ paper (2010) is: “the quantity and quality of housing which households will choose to occupy given their preferences

and ability to pay (at given prices).” This is what leads us to assess existing local stock in order to gain an accurate gage on the quantity and quality of current options for care users.

### Care demographics within two-mile radius of site.

| Number of Beds Shortfall (inclusive of existing and granted permissions) | Population size | % of the population aged over 85 (national average = 2.7%) | Staffing Pool |                 |
|--|-----------------|--|---------------|-----------------|
|  |                 |  | Nurses        | Care Assistants |
| 136 bed shortfall  | 125,113         | 2.9%   | 1,380         | 4,174           |

## COMPETITION

Whilst the definition of demand as described relates to general housing, the same government paper defines ‘need’ as: “shortfalls from certain normative standards of adequate accommodation.” This is also relevant in the context of Policy DM25 criterion 2.

The table below shows the existing stock within a two-mile radius of the site. We have highlighted homes in **gold** that either have a CQC rating of ‘Requires Improvement’ or ‘Inadequate’ as well as those that do not have all en-suite beds as these are deemed to

be of insufficient quality to be fit for purpose.

The effect of this is 3 homes with a total of 125 beds being discounted thereby creating an even greater shortfall of demand around the subject site.

### Existing elderly care bed supply

| Care Home                    | Operator               | Registration Date | Distance from Site | CQC Rating | Number of beds | Number of en-suites |
|------------------------------|------------------------|-------------------|--------------------|------------|----------------|---------------------|
| Alston House Care Home       | Hamberley Care Homes   | 2023              | 0.6                | N / A      | 84             | 84                  |
| Orchard Gardens              | Anchor                 | 2015              | 0.7                | Good       | 48             | 48                  |
| Stoke Knoll Rest Home        | Mr & Mrs R C Northover | 1987              | 0.9                | Good       | 25             | 3                   |
| Fleming House Care Home      | Hampshire CC           | 1994              | 1.3                | Good       | 55             | 20                  |
| Otterbourne Grange           | Bethesda Care          | 1986              | 1.7                | Good       | 25             | 25                  |
| Chandlers Ford Care Home     | HC-One                 | 1995              | 1.8                | Reqs. Imp. | 45             | 30                  |
| Challoner House              | Barchester Healthcare  | 1995              | 1.9                | Good       | 49             | 46                  |
| Oaklands House Care Centre   | Future Care Group      | 1990              | 2.0                | Good       | 78             | 72                  |
| BrendonCare Otterbourne Hill | BrendonCare            | 2018              | 2.0                | Good       | 64             | 64                  |
| Speedwell Court              | The Abbeyfield Society | 2019              | 2.2                | Good       | 80             | 80                  |

## POPULATION/AGE DEMOGRAPHICS

The area around the subject site has a large existing population, just over 125,000 people living in a three-mile catchment around the site. Of this population, 2.9% of residents are aged

over 85; a figure which, according to Carterwood research alongside LaingBuisson’s Care Homes for Older People UK Market Report, is expected to multiply by four times within the

next 90 years. This will drive demand even higher for elderly people seeking the care they so desperately need.

An outline of our experience and expertise and case study examples of the delivery of selected previous Highwood care home schemes are provided at the end of this document – see page 51.



# A SUSTAINABLE LOCATION

POLICY DM25 REQUIRES PROPOSALS TO BE IN SUSTAINABLE LOCATIONS, WITH ACCESS TO PUBLIC TRANSPORT, CLOSE TO LOCAL FACILITIES AND WELL INTEGRATED INTO THE LOCAL COMMUNITY.

## EASY ACCESS TO A WIDE RANGE OF SHOPS, SERVICES AND FACILITIES

The site is located on the eastern edge of Eastleigh, just a 500m walk to Eastleigh town centre, with the wide range of shops, services and facilities available there. These include Lidl, M&S and Sainsbury's supermarkets, a cinema, theatre, restaurants and cafes, post office, churches, medical facilities, pharmacies and library.

Immediately opposite the site is a petrol station with a shop. There are also pubs, shops and cafes available along Bishopstoke Road, including a Tesco Express, and more facilities available within the nearby Bishopstoke local centre, which is also within walking distance of the site.

Bishopstoke Road is well served by existing wide pedestrian pathways and there is a well established public rights of way network in the local area.

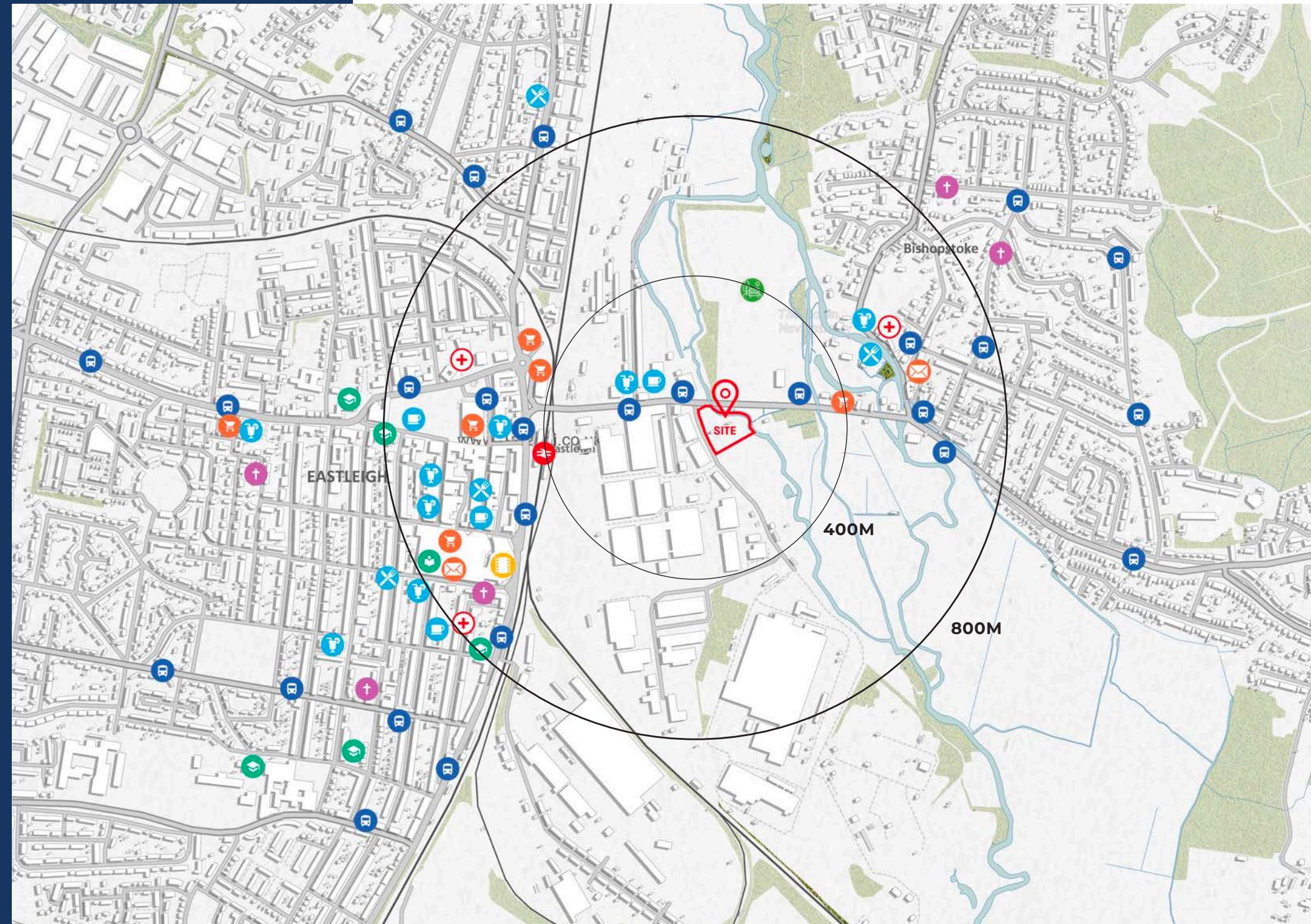
## EXCELLENT ACCESS TO PUBLIC TRANSPORT

The site is located along the route of existing high-frequency bus services offered by Xelabus (X15 and X17) and Bluestar (2 and 3) which offer connections between Eastleigh, Southampton, Fair Oak and Hedge End.

Eastleigh bus station in the town centre offers regular connections to the wider area including the Blue Star 1 which travels between Southampton and Winchester.

Eastleigh railway station is 400m from the site and provides regular direct train services to London, Southampton, Winchester, Portsmouth, Romsey and Salisbury.

Southampton Airport is also only 2.5Km to the south of the site, providing air routes to major UK cities as well as European destinations.



Policy DM25 - Proposals should be:

- a. Located in a sustainable locations with good access to the public transport network. ✓
- b. Close to local facilities that residents can use, ideally extra care housing should be in or close to a local centre. ✓
- c. Well integrated into the local community. ✓

THE SITE CAN THEREFORE BE CONSIDERED AN EXCELLENT LOCATION FOR DEVELOPMENT OF A CARE HOME WHEN CONSIDERED AGAINST THE CRITERIA OF LOCAL PLAN POLICY DM25

### KEY

- Bus Stop
- Train Station
- Shop
- Post Office
- Health / Chemist
- School / Nursery
- Library
- Place of Worship
- Cafe
- Takeaway
- Pub / Bar
- Cinema
- Airport
- Recreation Area



# COUNTRYSIDE AND GAP LANDSCAPE CONSIDERATIONS

## POLICIES S5 AND S6

Whilst being an ideal site for consideration for a care home under the criteria set out in Policy DM25, the site is outside of the 'urban edge' of Eastleigh. The site is within an identified Settlement Gap between Eastleigh and Bishopstoke and Countryside.

Policies S5 and S6 are therefore relevant, but for reasons set out in the following sections, do not in our view preclude the opportunity for development at the site in the manner proposed.

## LANDSCAPE - CONTEXT

The site is located on the eastern edge of Eastleigh and is accessed from Chickenhall Lane along its western boundary. To the north, it is bounded by Bishopstoke Road (B3037) and to the east by the River Barton, which runs through the western part of the Itchen Valley, separating Eastleigh and Bishopstoke.

The southern site boundary is open and runs through a medium-sized grazing field. The eastern and southern site boundaries follow the flood zone extents.

Whilst the site is currently occupied by agricultural land and forms part of the River Itchen character area, it is also influenced by the adjacent roads and the settlement edge to the west, which comprises several large buildings of industrial/commercial nature.

This area of Eastleigh forms part of a large business park, which extends up to the railway and the Southampton Airport.

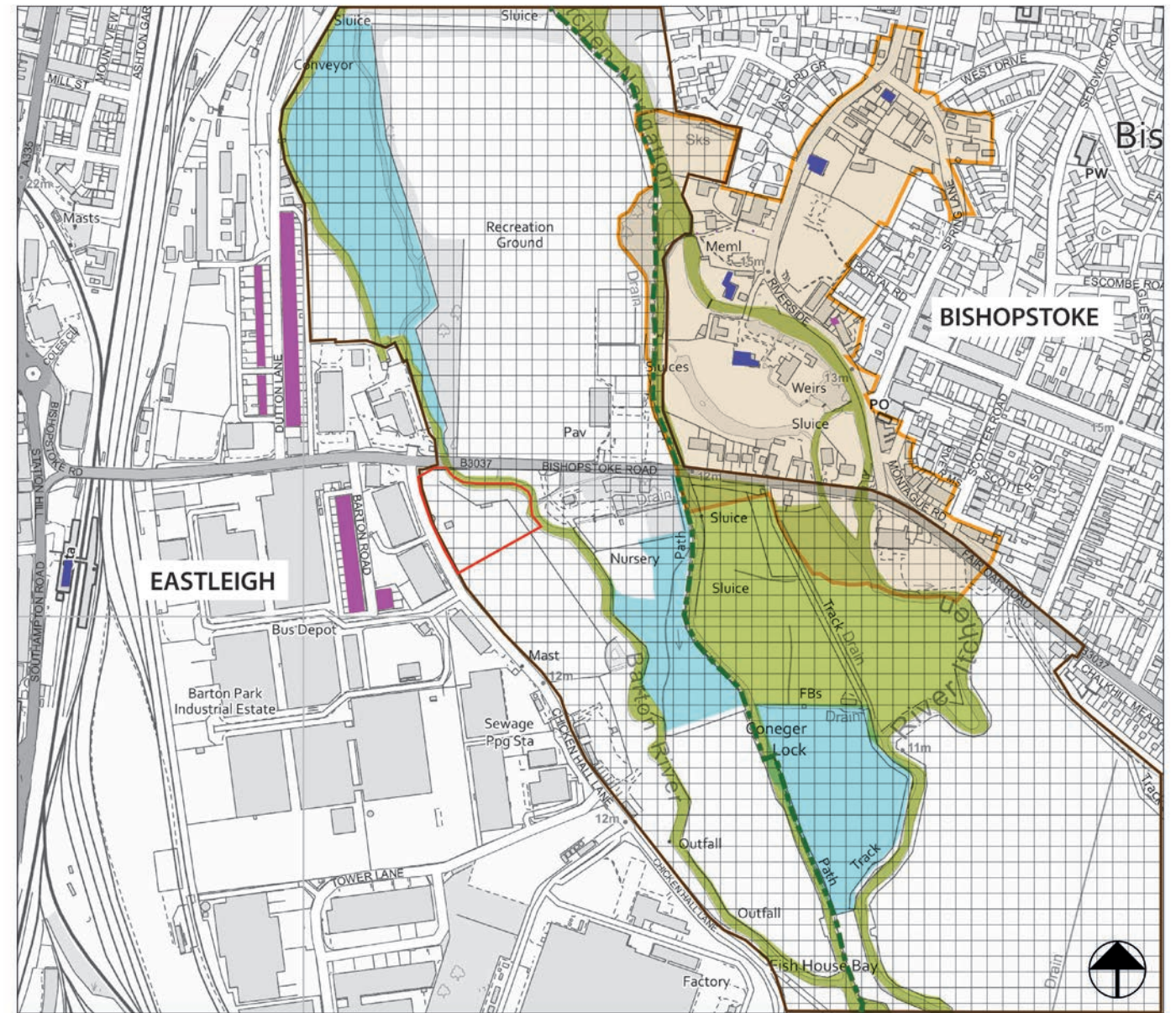
There are no landscape designations within the site or its context.

The local area, however, comprises areas designated as Sites of Importance for Nature Conservation (SINC) and a Site of Special Scientific Interest (SSSI), which covers the watercourses and wetlands within the Itchen Valley.

There are several heritage assets in the local area, however, their relationship / intervisibility with the site is very poor / negligible. To the east, partly within the western area of Bishopstoke and partly within the Itchen Valley, lies Bishopstoke Conservation Area.

The site is completely screened from this heritage asset and even in winter, when no foliage is present, views towards the site are likely to be heavily filtered by existing, mature vegetation.

The Conservation Area contains Stoke Common Historic Park and Garden, four Listed Buildings and one Locally Listed Building. A cluster of Locally Listed Buildings (mostly terraced residential housing) is also located to the west of the site, but views towards the site are predominantly obscured by the large business park buildings, located immediately to the west of the site.



- Site boundary
- Nature Conservation Designations**
- Sites of Importance for Nature Conservation
- Sites of Special Scientific Interest
- Heritage Designations**
- Bishopstoke Conservation Area
- Listed Buildings
- Locally Listed Buildings
- Other Designations**
- Settlement Gap
- The Itchen Way



# COUNTRYSIDE AND GAP LANDSCAPE CONSIDERATIONS

## LANDSCAPE - CHARACTER

The site is in the central part of the Area 2: Upper Itchen Valley Landscape Character Area (LCA), as illustrated in the Landscape Character Assessment for Eastleigh Borough 2012.

This distinctive area is created by the River Itchen, which cuts through the Eastleigh-Bishopstoke ridge. The valley sides are steep and partially urbanised in the narrow part of the floodplain to become more open at the wider part of the floodplain.

In the context of the site, the western boundary of the LCA runs along the edge of Eastleigh where the sidings and works primarily associated with the railway and the sewage works in Chickenhall Lane are located.

Immediately to the north of Bishopstoke Road council-managed recreation grounds are located on the floodplain. They have a range of facilities, including a sports centre, children's playground, artificial football pitches and grass rugby pitches.

The Upper Itchen Valley LCA has the following Key Characteristics:

- Flat uninterrupted pasture of floodplain with absence of tree cover;
- Contrast between open pasture and wooded and urbanised valley sides;
- Natural and man-made water courses crisscrossing the valley floor;
- Fragmented wetland habitats;
- The parkland associated with The Mount Hospital;
- The open floodplain and recreation grounds separate the two settlements of Eastleigh and Bishopstoke.

The Eastleigh-Bishopstoke Settlement Gap shares all key landscape characteristics with the Itchen Valley LCA, as they both cover broadly the same area.

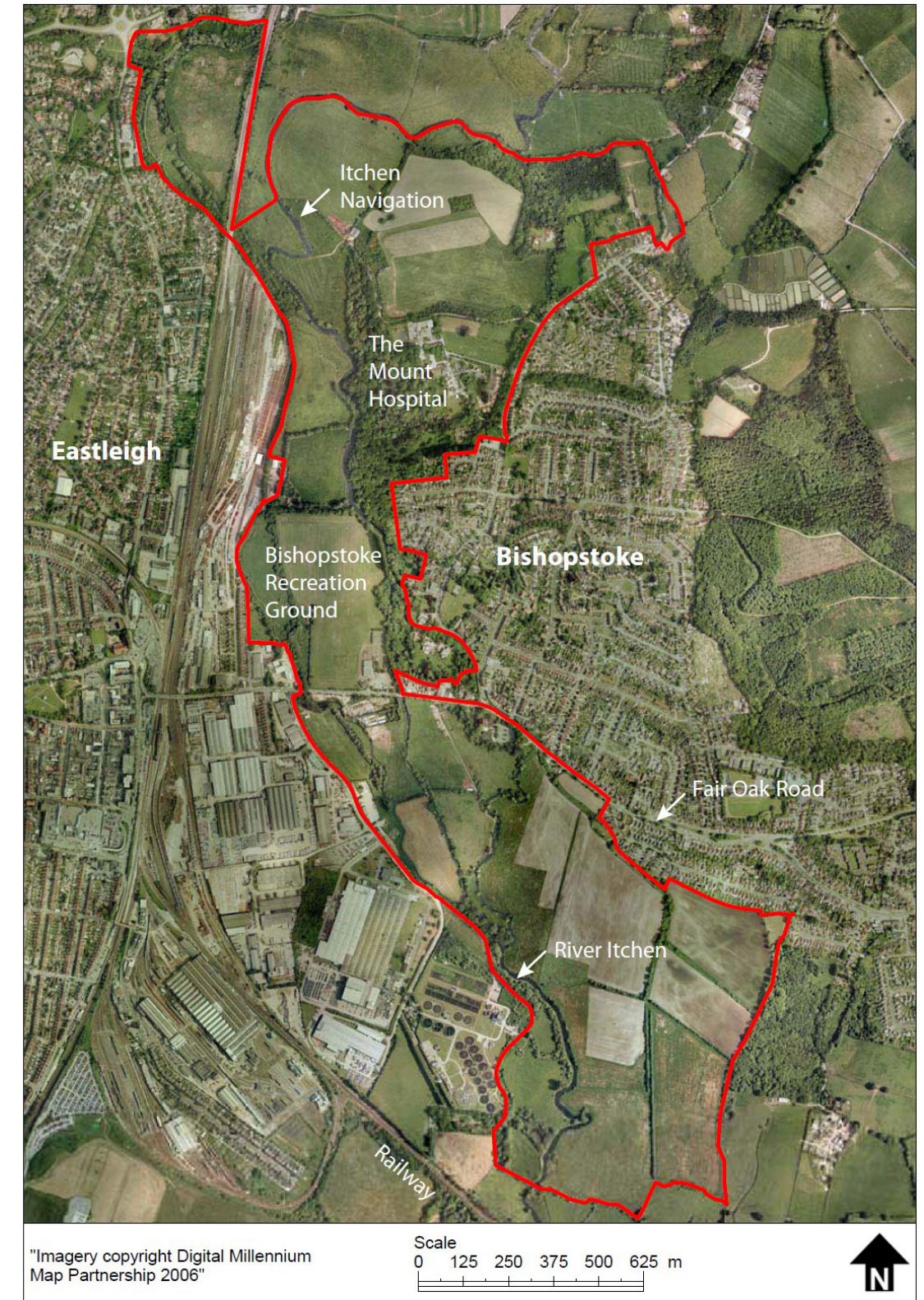
In terms of perceptual aspects of settlement separation, the key area of the gap are the floodplains and recreation grounds, as they create the strongest sense of openness and distance between Bishopstoke and Eastleigh.

Whilst the more vegetated areas along the western Bishopstoke Road and the River Barton, which meanders through the valley to the east of the site, also form part of the gap and undoubtedly contribute to its undeveloped character, they seem slightly less sensitive in terms of gap function than the nearby open areas, as views towards and across the site are shorter, often interrupted by vegetation and partially influenced by the tall structures along the Eastleigh industrial edge.

This is evident from the visual analysis in the following section.

THE KEY AREA OF THE GAP ARE THE FLOODPLAINS AND RECREATION GROUNDS, AS THEY CREATE THE STRONGEST SENSE OF OPENNESS AND DISTANCE BETWEEN THE SETTLEMENTS

## Area 2: Upper Itchen Valley





# COUNTRYSIDE AND GAP LANDSCAPE CONSIDERATIONS

## VISIBILITY AND VIEWS

Viewpoints 1 to 4 illustrate the key views towards the site from Chickenhall Lane and the junction with Bishopstoke Road near the north-western site corner. The site's interior is well screened by the boundary hedgerow, however, in winter months the site will become more visible. The urbanising effect of Bishopstoke Road and the large industrial buildings immediately to the west of the site is apparent.

Viewpoints 5 and 6 illustrate the contained nature of views from Bishopstoke to the east of the site. The existing mature vegetation along the road provides an impenetrable visual barrier and obscures all views into the site. Similarly, Viewpoint 7 from a local pub car park along Bishopstoke edge (Fair Oak Road) shows that no views of the site are available from the east. This is unlikely to change in winter months due to the density of vegetation within the valley.

Finally, Viewpoints 8 to 10 illustrate views towards the site from the Itchen Way – they are heavily contained by vegetation and the site is screened by mature tree line along the River Barton and other areas within the Itchen Valley. The industrial / business park units along Eastleigh settlement edge can be glimpsed through vegetation and are a negative feature in views from this important footpath. The sheds / buildings immediately to the west of the site are largely screened.



Chickenhall Lane from south of the site looking north 1



Chickenhall Lane looking north east towards site 2



Chickenhall Lane from opposite existing site entrance, looking east towards site - Abri Building on left 3



Bishopstoke Road at the junction with Chickenhall Lane looking south 4

See Page 41 for Viewpoint Locations Plan





Bishopstoke Road east of River Barton bridge looking west 5



Fair Oak Road - public house car park looking west 7



The Itchen Way east of the site looking west 8



Bishopstoke Road at Recreation Ground access looking west 6



The Itchen Way east of the site looking west 9



The Itchen Way south east of the site looking north west 10

See Page 41 for Viewpoint Locations Plan



# COUNTRYSIDE AND GAP LANDSCAPE CONSIDERATIONS

## LANDSCAPE AND VISUAL ANALYSIS - CONCLUSIONS

Following desktop study and field survey, we have identified the following key landscape characteristics in the context of the requirements of Policies 1.CO and 2.CO:

- The site is located within the western most edge of the area designated as a Settlement Gap;
- The adjacent Eastleigh settlement edge has a locally urbanising effect and is a detractor in visual amenity and landscape terms;
- Flood zones to the east of the site to inform the planning application extent and boundary;
- An ecologically sensitive area is located along the River Barton immediately to the east of the site;
- Tree planting along the eastern site boundary;
- Mature boundary hedgerow along the western site boundary (Chickenhall Lane);
- Potential glimpses of the site in winter from Chickenhall Lane, Bishopstoke Road and from the Itchen Way.
- Disused structures and paddocks within the site (negative feature).

To address these issues, in particular the presence of the settlement gap and the site's contribution to the Itchen Valley's landscape character and visual amenity, we propose the following landscape principles for the emerging care home development within the site:

- Set the development back from the Bishopstoke Road / Chickenhall Lane junction to reduce the development's visual effect on the key route between Eastleigh and Bishopstoke;
- The northern part of the site, adjacent to Bishopstoke Road, should be used for landscape improvements, including tree planting, to screen not only the proposed development but also partially soften the existing industrial edge of Eastleigh, therefore improving the amenity for people leaving / arriving Eastleigh;
- Protect and retain vegetation along the eastern site boundary, which is located along a landscape and ecologically sensitive area;
- Protect as much tree planting within the site as possible;
- Provide areas of tree and shrub planting along the southern site boundary which would not only screen the proposed development but also partially soften the existing industrial edge of Eastleigh in views from the south and east;
- Provide landscape and Green Infrastructure (GI) enhancements along the site boundaries and across the entire site to better integrate it into the surrounding landscape and create a better, softer edge to Eastleigh.



## THE PLANNING CASE

### CONCLUSION - POTENTIAL TO DELIVER A SUSTAINABLE DEVELOPMENT

In terms of principle, the key planning considerations in this case are:

- Need for a care home - not being met.
- Site is sustainable - close to shops, services and facilities and public transport in accord with Policy DM25.
- Context is such that there will be minimal harm to the intrinsic value of the Countryside in this location. The proposals are appropriate despite Policy S5 given DM25 and identified unmet needs.

- Some loss of gap against S6 criteria. However, the development of the site will maintain a meaningful gap between the settlements, meaning that Policy S6 should not be considered determinative, given the unmet need for the care facility and the significance of Policy DM25.
- In terms of principle, we would conclude that the proposals should be granted planning permission (all else being acceptable) as they would comprise sustainable development under the NPPF, being in general accord with an up to date development plan.

- Should a contrary view be taken on development plan accordance (e.g. due to perceived impacts on gap and Policy S6 or countryside and Policy S5), we would argue that that the proposals should be considered positively in any event in the planning balance, as harms arising would be minimal and outweighed by the significant material consideration of the benefits of a new care home in a sustainable and accessible location in the context of a critical national and local need that is not currently being met.



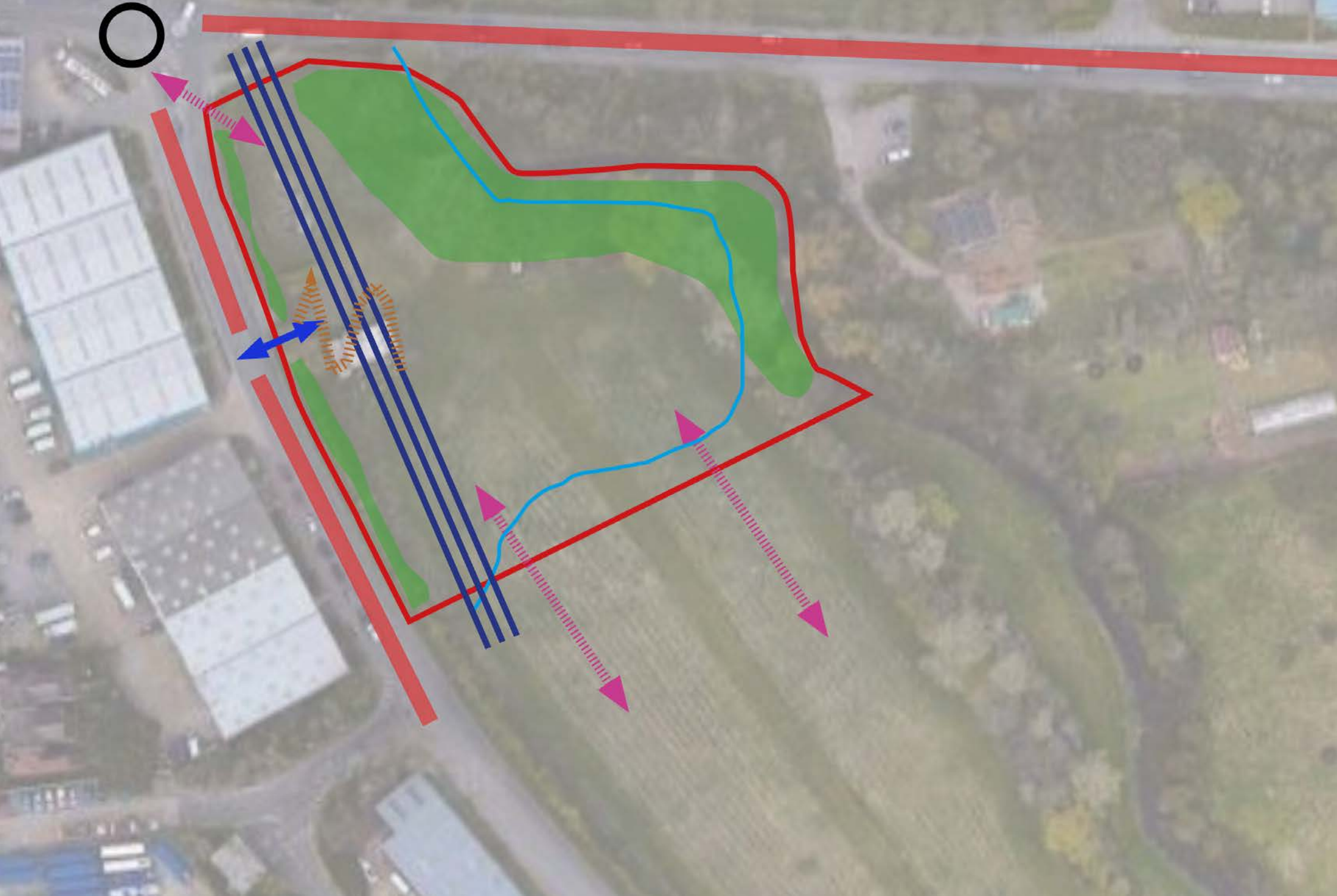
# SITE CONSTRAINTS

THE DIAGRAM ILLUSTRATES THE FOLLOWING CONSTRAINTS FOR THE SITE:

- Within Countryside and Settlement Gap – need to consider landscape
- Areas around the River Barton are within Flood Zones 2 and 3
- River Barton is subject to environmental designations
- The site is bounded by Bishopstoke Road and Chickenhall Lane to the north and west which experience high volumes of heavy traffic
- Industrial areas to the west
- The site has boundary tree and hedgerow vegetation
- Underground utilities in the form of foul sewers are subject to easements, where development must be located outside of.

**KEY**

- Area under Highwood control
- Existing Buildings / Hardstandings
- Busy Junction
- Dense tree / Hedge mass
- Potential road noise
- Existing accesses to site from Chickenhall Lane
- Potential visual impact
- Flood Zone
- Services Easement





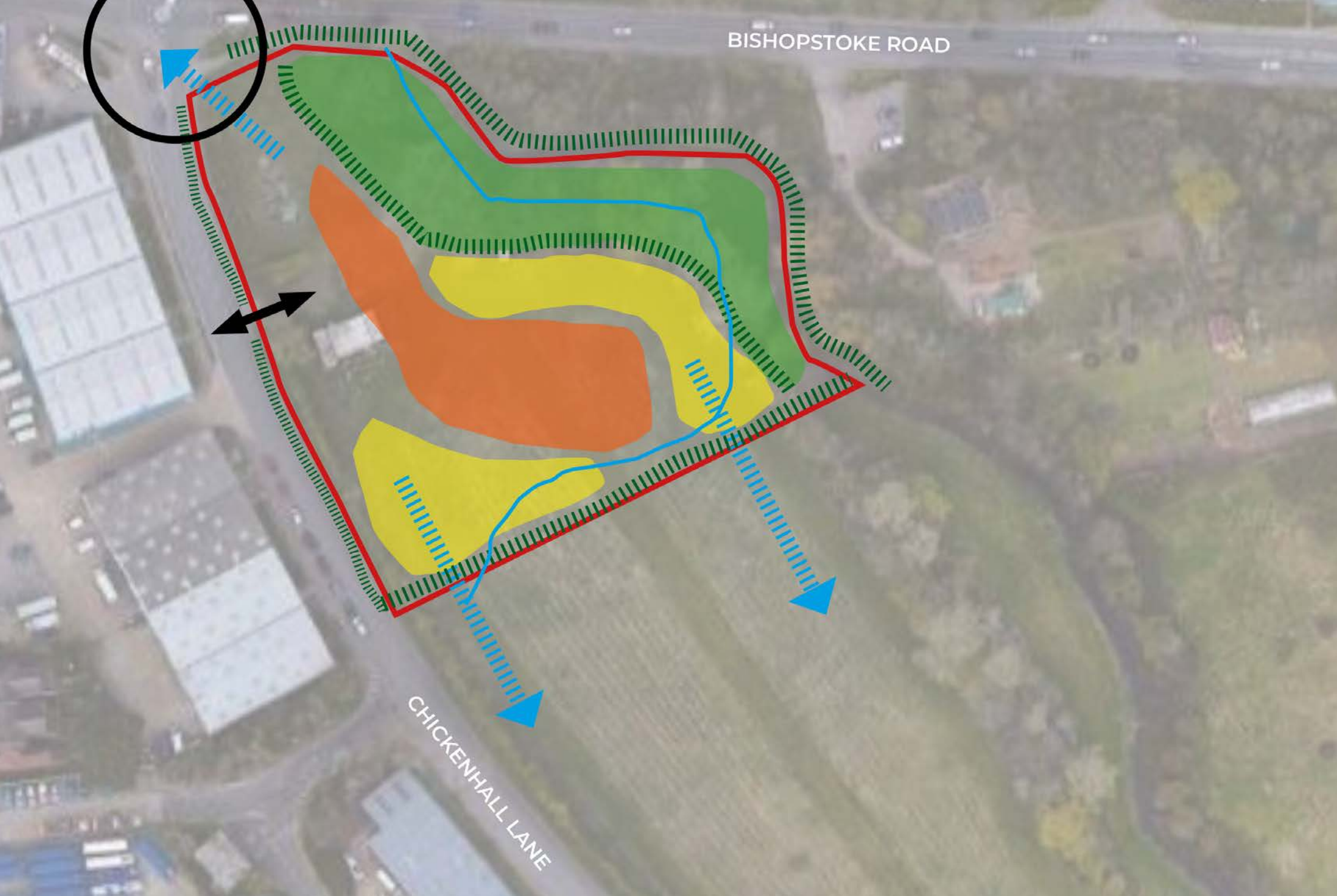
# SITE OPPORTUNITIES

**THE DIAGRAM ILLUSTRATES THE FOLLOWING OPPORTUNITIES FOR THE SITE:**

- Ensure net developable area respects utilities and flood risk constraints
- Strengthen site and boundary planting to maintain important landscape elements
- Provide buffers to protect ecological and environmental designations
- Safeguard land for future highways upgrades to important junction
- Orientate buildings to make most of views and to provide garden areas with good amenity. Build to a standard that deals with noise impact
- Upgrade site access to Chickenhall Lane
- Planning application red line to be located entirely outside of Flood Zones 2 and 3.

**KEY**

-  Area under Highwood control
-  Best opportunities for views out of site
-  Scope to safeguard land for strategic highway improvements
-  Scope to improve boundary planting / vegetation
-  Best opportunity for site access
-  Net Developable Area
-  Opportunities to provide gardens
-  Flood Zone will influence application red line boundary





# DESIGN DEVELOPMENT 1

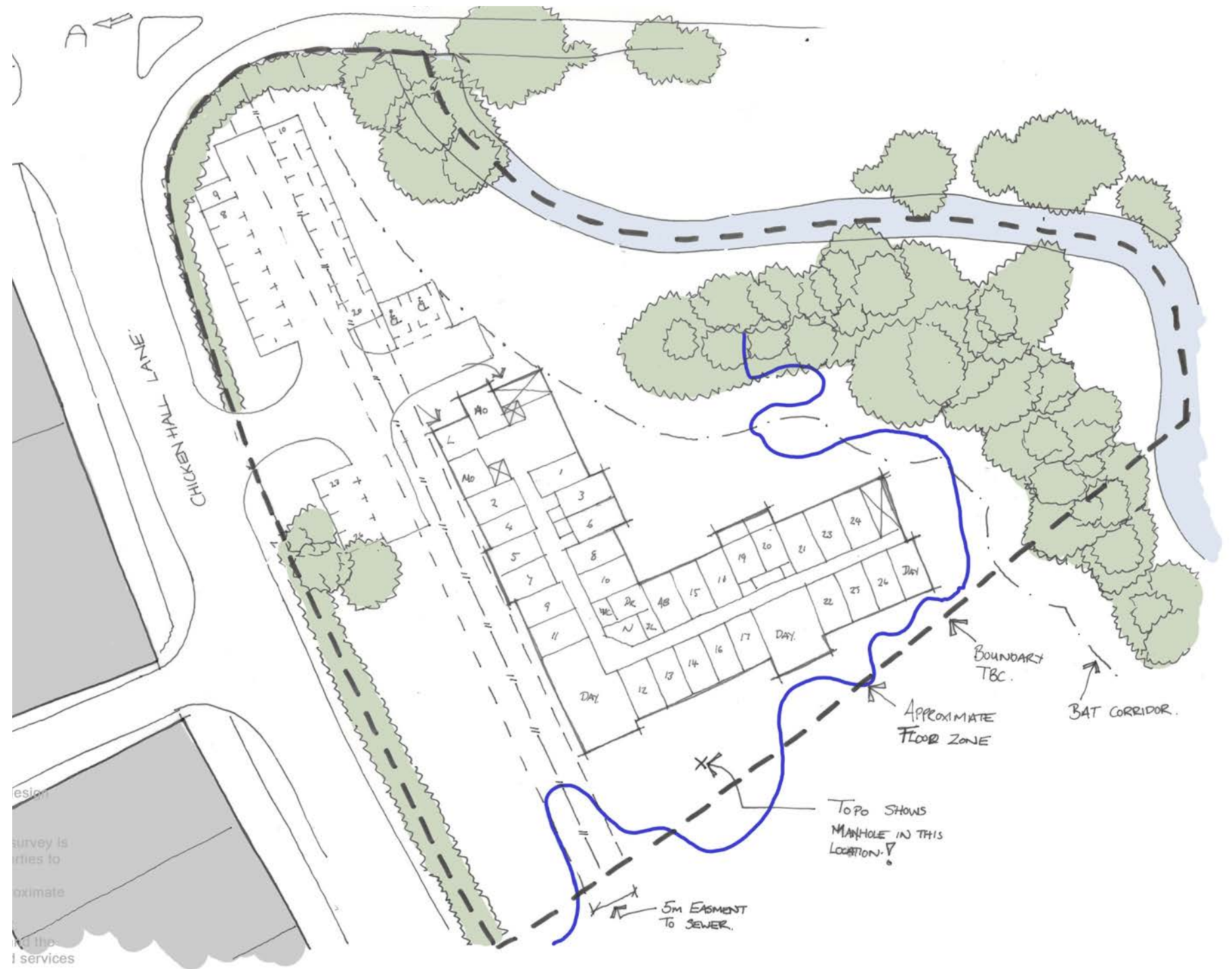
The initial design response sketch opposite shows a scheme for a potential 80 bed care home. This would be over 4 floors of with the top floor reserved for services and back of house facilities.

The layout is pushed towards the southern boundary away from the busy junction to the north and is also positioned to sit outside both the services easement and flood zone.

This in turn positions the building back away from the boundary with Chickenhall lane allowing the existing site access point to be retained with the parking between the western boundary

and the proposed building footprint. Sufficient parking has been provided along with a services turning and drop off area.

The constraints of the site naturally create an "L" shaped building footprint that allows day spaces to be positioned with a south facing aspect, as well as creating a protected courtyard space formed by the building and the mature tree line along the east boundary.





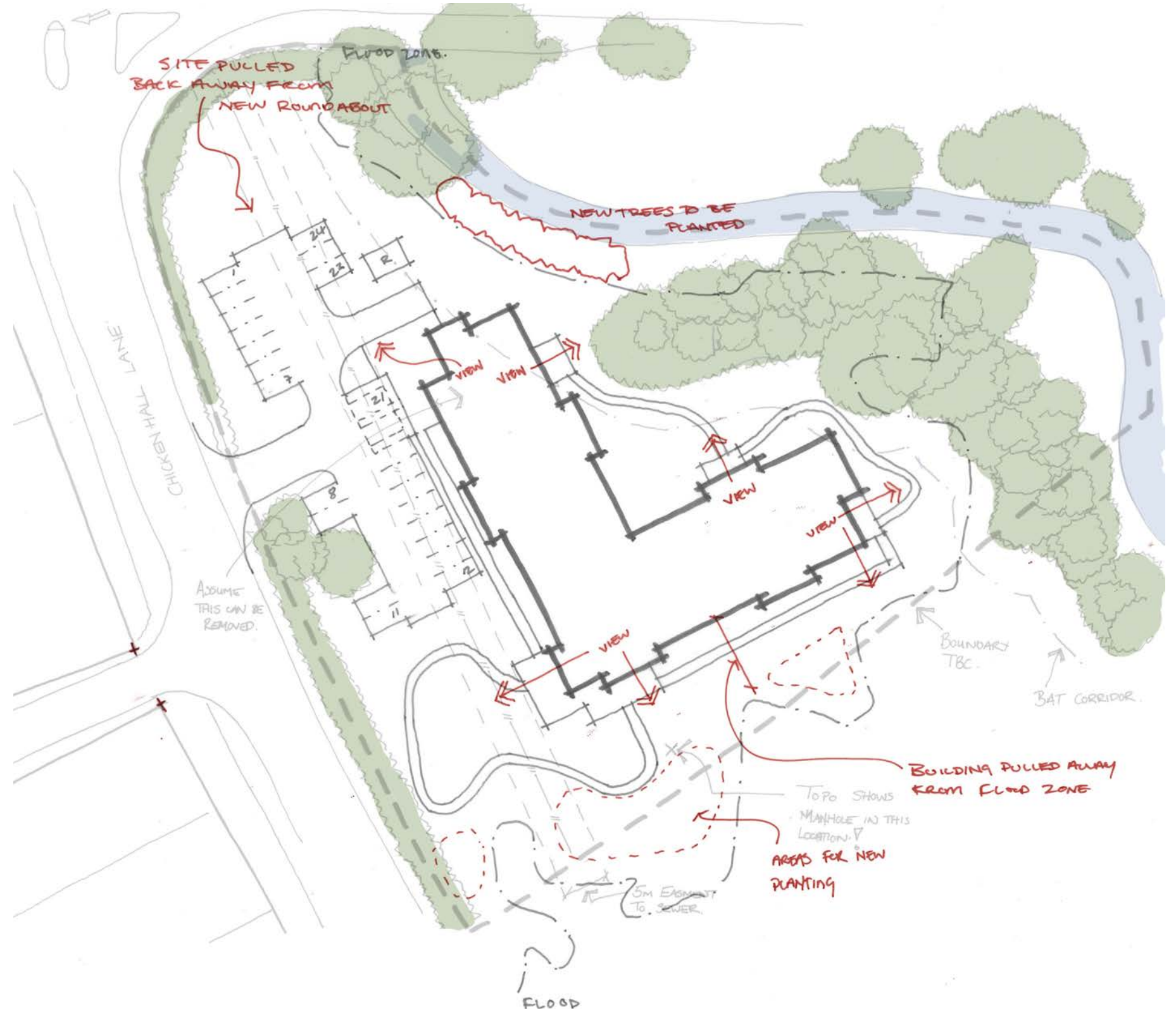
## DESIGN DEVELOPMENT 2

The initial design response sketch was revisited following design team meetings, in which it was discussed that the proposed development should be positioned away from the main road junction between Chickenhall Lane and Bishopstoke Road. The purpose of this was to reduce the effect of noise from the road traffic and maintaining the gap in the landscape.

As a result the parking has been adjusted, moving south, utilising the existing site entrance position.

The building design has been adjusted to now provide a reduced number of bedrooms, (70 down from 80). This will be spread over 4 floors with the top floor used for the back of house and services provision. As the number of bedrooms has reduced the building mass has reduced allowing the foot print to be moved further away from the flood zone line without effecting the existing tree line and staying out of the services easement.

Areas for additional landscaping / tree planting has been identified to aid with the biodiversity net gain, and provide screening to the south boundary. New trees are to be planted to replace those removed in the north east corner of the site along the river line.





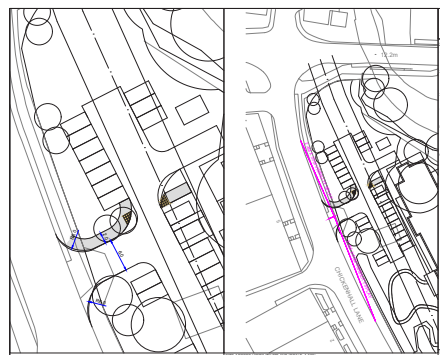
# PROPOSED LAYOUT

The site plan shown opposite is our latest site layout. This shows the site boundary highlighted with a red line.

The yellow line indicates the proposed extent of the curtilage of the care home and the blue line the extent of flood plain.

The site boundary is therefore shown entirely outside of any areas at risk of flooding.

The Landscaping layout shown is largely diagrammatic and it is the intention a full landscape design will be developed ahead of application submission, taking on board any feedback from the council and other consultees.



The proposed access largely retains the existing to Chickenhall Lane, taking the form of a bellmouth arrangement that measures 6m x 5m radius on the northern side and 7m radius on the southern side, with a 2m footway to tie into the existing footway on Chickenhall Lane. The footway continues into the site (see drawing 024.0060-0001), equipped with dropped kerbs and tactile paving.

Vehicle tracking (see drawing 024.0060-0004) shows two-way vehicle movement can occur without conflict. Adequate visibility splays are provided.

### Car Parking

Eastleigh Borough's adopted Residential Standards SPD (2009) state that for 'Nursing and Rest Homes' 1 space per 6 beds plus one space per 1 staff member is required.

In line with the accepted methodology at our approved, 'Moorhill' development (ref: F/22/94034), we have assumed a maximum of 22 staff members on site at any one time. Therefore, for the proposed development of 70 beds, this would require 12 spaces plus up to 22 car parking spaces for staff, totalling 34 spaces for the development.

At Moorhill, it was agreed that 13 staff would drive when the highest number of staff (22) were anticipated to be on site and therefore we are proposing this again, making provision for 24 car parking spaces. Taking into consideration that this site is located in a more sustainable location when compared to Moorhill, the level of parking proposed should be considered acceptable.

Car parking space dimensions measure 2.5m x 5m with a 6m reversing distance, which is in excess of the guidance outlined within Manual for Streets.

### Cycle Parking

1 space per 6 staff is to be provided, equating to 4 cycle spaces. EV and Disabled Spaces The SPD states that a minimum of 5% of residential spaces should be designated for blue badge use, which would equate to 1.2 spaces. Therefore, 2 disabled spaces will be provided.

As per Building Regulations Document Part S, 5 spaces with cable routes in addition to 1 active space will be provided.

Boundary line TBC to safeguard junction upgrade



Site Plan (note: red line boundary adjusted to keep out of flood zone).

## AREA SCHEDULE

Gross Internal Area

|              | Beds      | Area            |
|--------------|-----------|-----------------|
| Ground Floor | 22        | 1137 sqm        |
| First Floor  | 24        | 1104 sqm        |
| Second Floor | 24        | 1104 sqm        |
| Third Floor  | 0         | 595 sqm         |
| <b>Total</b> | <b>70</b> | <b>3941 sqm</b> |



# FLOOR PLANS

The building is arranged into an L-shaped plan functioning with 1 care group per floor, entrance and communal day space are located at the northern end of the L which stacks vertically through the building.

Services and back of house rooms have been proposed at a stepped in third floor to reduce visibility from ground level. Each floor works as one single care group, and they have their own day spaces and terraces as well as access to other shared facilities.

Day spaces have been positioned to the south west corner to provide views out onto the landscaped gardens. With further day spaces located to look into the rear garden and provide views towards the trees and river.

- Dayspaces
- Bedrooms
- Circulation
- Staff Areas
- Sanitary
- Stores

## Schedule of Accommodation

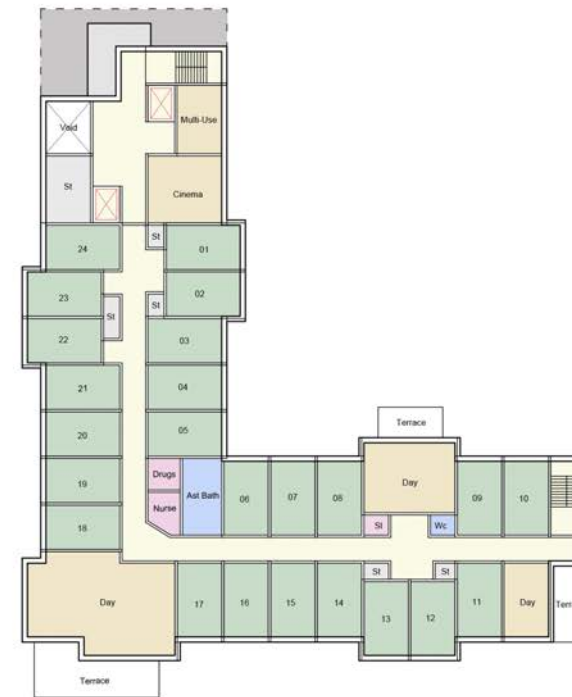
GF - 22 Beds

FF - 24 Beds

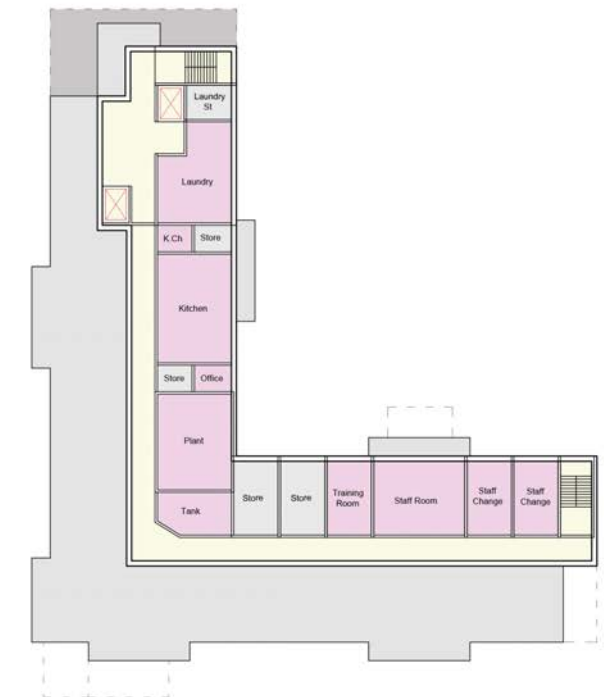
SF - 24 Beds

TF - Services

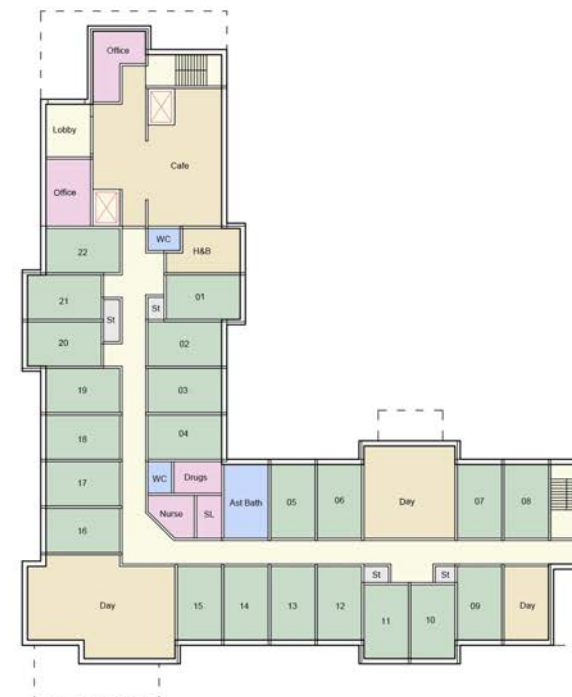
Total = 70 beds @ 55-56 sqm/bed



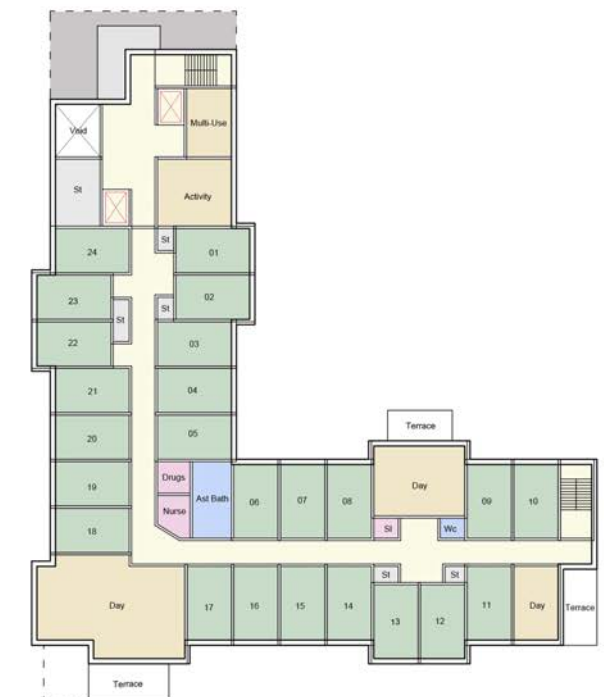
Frist Floor Plan - 24 Beds



Third Floor Plan - BOH



Ground Floor Plan - 22 Beds



Second Floor Plan - 24 Beds

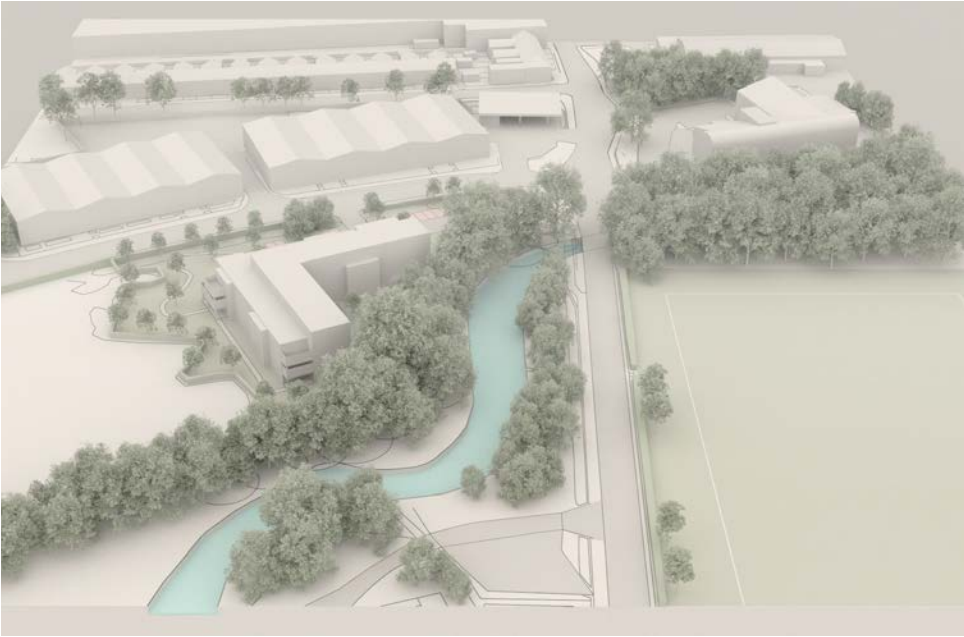
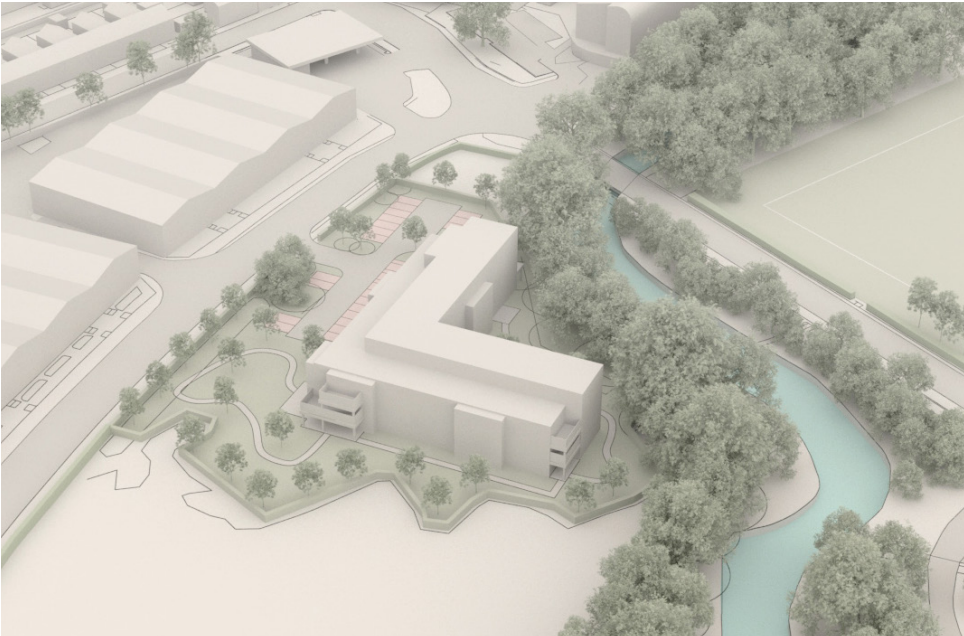


# MASSING

The visualisations here show emerging massing studies in context with surrounding roads, buildings and trees. These were prepared to allow us to analyse the impact of the proposal on neighbouring properties, and understand key relationships with the main road.

These images demonstrate that the building is set at a considerable distance from neighbouring buildings and will have little impact on them. It can be seen that the building sits parallel to the west boundary line, maximising garden spaces to the south and creating a court yard garden to the east.

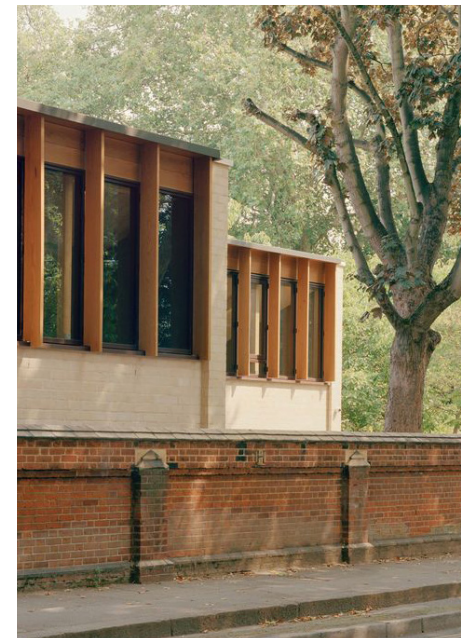
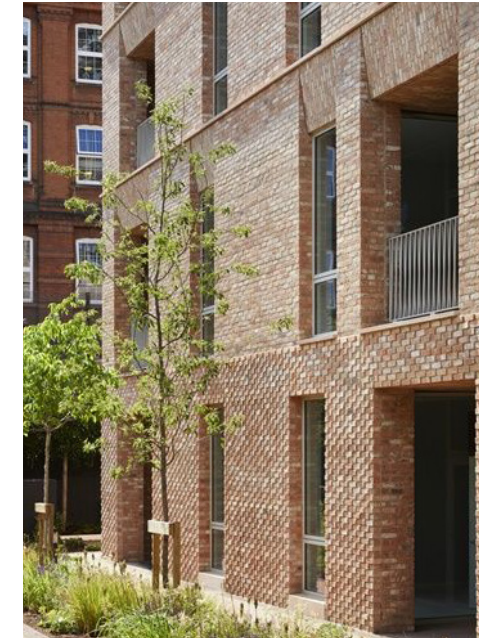
The design is based on a contemporary flat roof approach that has been adopted to minimise heights all along the building. The top floor has been stepped in away from the main elevation to help reduce visual appearance, providing opportunity to change the building materials to further help reduce the massing.





# APPEARANCE

Architectural Precedents



**HARRIS IRWIN**  
architects



# ELEVATIONS - MATERIALS

The proposed design intends to use exposed light-red multi stock brick as main material, with an imitation timber cladding for the second floor volume and feature windows details. This selection of materials has been kept simple, earthy-toned and in rough finishes to provide a more natural, calmly and less urban feeling to the elevations, enhancing the edge-of-woodland character of the Site.

Window proportions between ground and first floors keep to a symmetrical

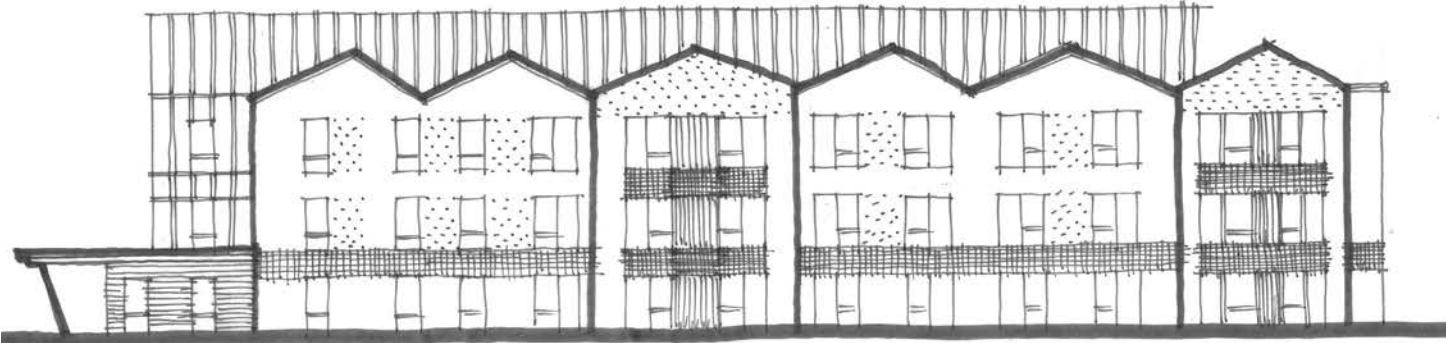
proportions and sized to allow as much natural daylight into the residential spaces behind.

Strong horizontal forms are proposed in order to highlight every storey in the building. This is achieved in ground, first floor and second floor with the use of brick in different brick bonds and patterns. The top floor is perceived as a top box cladd in timber, a contrasting material to the brick, which is also set back from the main

face of the elevations below in order to control the apparent scale of the elevations and express a feeling of lightness.

A flat roof design has been adopted in order to minimise heights and lower the visual impact of the building.

To the right, a series of design sketches and material palette are presented. These show a part of the design evolution of the project.



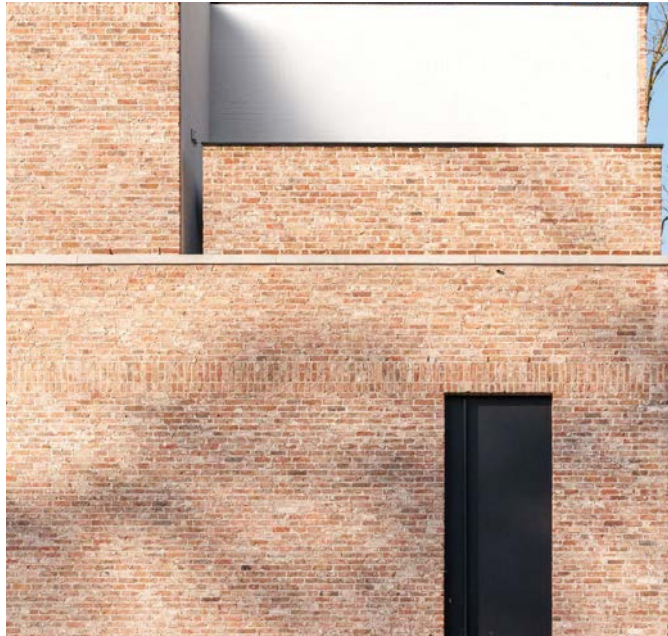
Concept Sketch Elevation (West)



Timber cladding detail



Brick detail, decorative projecting brickwork



Brick tones and bonding details







# DEVELOPING EXCEPTIONAL CARE SCHEMES, CREATING INCREDIBLE PARTNERSHIPS

Since 2010, Highwood has created an inspirational portfolio of retirement living, care home and care village developments for some of the UK's leading care operators and healthcare providers. Today we're proud the Highwood name is synonymous with high-end retirement and care development that deliver more for our care partners.

Our expertise lies in a full-service offering that can encompass land sourcing, land acquisition, a proven in-house planning solution and an award-winning construction resource. Indeed, our strength as a construction partner who builds and delivers

prestigious, large-scale care and retirement schemes with such effectiveness is what continues to fuel our achievements in this dynamic sector.

Every scheme we create is bespoke and tailored to the high specifications and standards expected of the operator and underpinned by a sensitive approach to construction and meticulous project management.

Our success in this competitive sector can be attributed to the incredible partnerships we have forged with many of the UK's leading care operators and specialist healthcare providers and who share our vision to provide the very best care, accommodation and lifestyles for the over 55s.



"HIGHWOOD IS RECOGNISED ACROSS THE INDUSTRY FOR DELIVERING NEXT-GENERATION CARE, RETIREMENT AND CARE VILLAGE AND COMMUNITY SCHEMES. TO KNOW THAT WE'RE HELPING TO CHANGE THE LIVES OF SO MANY WHO ARE TOUCHED BY OUR DEVELOPMENTS IS TESTAMENT TO THE METICULOUS WORK OF OUR PROJECT TEAMS AND PARTNERS."

PHIL PROSSER,  
MANAGING DIRECTOR, HIGHWOOD.



## PARTNERING FOR PROJECT SUCCESS

Highwood is, at its heart, a partnership business and the relationships we have forged and continue to nurture sit at the heart of the Highwood success story. This is evident in the schemes we deliver for the UK's leading care home operators we partner, who include:





CASE STUDY



# BARRS AVENUE NEW MILTON

A LUXURY CARE HOME WITH 57 EN SUITE ROOMS PROVIDING RESIDENTIAL, DEMENTIA AND RESPITE CARE FOR CINNAMON CARE COLLECTION.



"THERE IS A GROWING NEED FOR EXCELLENT CARE IN HIGH-QUALITY ENVIRONMENTS IN THE REGION. WE INSTRUCT HIGHWOOD BECAUSE THE STANDARDS OF CONSTRUCTION, PROJECT MANAGEMENT AND DEVELOPMENT EXPERTISE ARE EXCELLENT. THIS IS WHY WE CONSULT WITH HIGHWOOD FOR OUR NEW LUXURY CARE HOME PROJECTS."

KEN MACKENZIE  
DEVELOPMENT DIRECTOR, CINNAMON RETIREMENT LIVING



Highwood has constructed a prestigious new care home in conjunction with Cinnamon Care Collection at Barrs Avenue in the coastal town of New Milton in Hampshire.

Highwood has enjoyed a successful relationship with Cinnamon that has spanned eight care projects and a number of award-winning schemes. The organisation has been recognised as one of the Top 20 Recommended Care Home Groups in the country by the UK's leading care home reviews website, carehome.co.uk.

### AN ENVIRONMENT FOR THOSE LIVING WITH SPECIALIST NEEDS

Mornington Court is a project that was negotiated directly with care partner, Cinnamon, and now provides 57 en suite bedrooms offering residential, dementia and respite care. Dementia care is delivered within a dedicated part of the care home within an environment created for those living with dementia along with activities and events to help meet the needs of its residents.

### SUCCESSFULLY HANDED OVER TO CINNAMON IN SUMMER

Work commenced on the Barrs Avenue project in January 2019 and, despite the onset of the Covid-19 pandemic and its considerable impact on Highwood's work on site, the project was concluded in accordance with the agreed timeline.

The Barrs Avenue, now known as Mornington Court, was successfully handed over to our care partner, Cinnamon, in summer 2020.





## CASE STUDY



# ROYAL COURT NETLEY

ONE OUR MOST HIGH-PROFILE COMBINED RETIREMENT AND CARE PROJECTS.



"MY WIFE AND I MOVED TO ROYAL COURT AFTER 25 YEARS LIVING IN A DETACHED HOUSE IN A SMALL TOWN. THE APARTMENT IS LARGE COMPARED TO OTHER RETIREMENT APARTMENTS, HAVING BEEN FINISHED TO THE HIGHEST STANDARDS AND INCLUDES ALL THE LATEST EQUIPMENT. WE DECIDED TO BUY OUR APARTMENT AS IT OFFERS SO MUCH WITH EVERYTHING WE NEED CLOSE AT HAND. WE WOULD FIND IT HARD TO FIND A BETTER APARTMENT OR LOCATION."

PETER STRONG  
RESIDENT, ROYAL COURT

Royal Court is a stunning development comprising nine, one and two-bedroom luxury retirement apartments and a 65-bedroom care home.

The land, which incorporated the grounds of a former special needs school, had been the subject of much speculation and a challenging market, but Highwood successfully secured the site and embarked on a complex, but comprehensive planning bid.

We were granted planning consent for our proposals that included a complete refurbishment of the main house and the development of a new care home, which would enhance the existing

building and its delightful coastal environment. The application for the overall scheme was met with approval and support from Eastleigh Borough Council. The authority saw the value in providing much-needed accommodation for residents looking for dedicated, stylish retirement living and high-quality nursing care when required.

### IMPECCABLE CARE FACILITIES

Set close to the shores of one of the south coast's premier sailing waters and within the beautiful Netley Abbey

Conservation Area, Royal Court was a considered scheme that put luxury, security and impeccable care facilities for its residents first. The nine apartments featured concierge services, luxurious specifications, private landscaped gardens and stunning views across Southampton Water.

Following two grand launches, this exclusive waterside retirement development opened its doors to its first residents and interest in the prestigious new care home was an overwhelming triumph.





# OUR ETHOS

## AN ETHOS THAT DRIVES EVERY MEMBER OF THE HIGHWOOD TEAM AND A MISSION TO GO FURTHER.

To ensure the success of every property transaction we undertake and deliver, Highwood is proud to embrace these fundamental tenets:

- To create a great, inspiring place to work with valuable financial rewards to our employees.
- To keep sustainability and the environment at the core of our future growth.
- To deliver sustainable, high quality land schemes with a sense of place and legacy always at the heart of what we do.



# CONCLUSION

The proposed development will make a valuable contribution with the provision of specialist residential facilities for older people in Eastleigh, for which there is an identified unmet need.

The proposals accord with local plan Policy DM25 – the site is in a sustainable location, close to shops, services and facilities and to local transport options for future residents, visitors and staff to utilise.

The care home represents a use of the site which can contribute positively to the community and will ensure the

highest quality care is available to the older generations in the area as well as providing new job opportunities and a boost to the local economy.

The proposals seek to respond positively to the site and its surroundings and will retain an identifiable gap between settlements if released to meet the critical overriding need.

We look forward to working with the council and other stakeholders to achieve an exemplary development through an iterative and positive planning and consultation process.

## COMMITTED TO OUR ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) POLICY

Our mission to develop sensitively and to build sustainably applies to every area of our core activities. Our development designs are always underpinned by a sustainability strategy that's flexible and remains sufficiently robust for the future. Highwood is committed to becoming operationally carbon zero by 2025.

## AN ESG PROMISE THAT PUTS OUR COMMUNITIES AND THEIR ENVIRONMENTS FIRST

We're also proud to stay faithful to an ESG policy that puts our communities and their environments first.

Highwood promises to donate £5000 for every project we deliver that must be spent on a community project. Our site teams are tasked with the decision of what form that project will take, but from designing and building a new play area for a local children's nursery to planting trees, we're already making a difference that counts.

## A RESILIENT SUSTAINABILITY STRATEGY

As the construction industry continues to advance towards its carbon zero objectives, Highwood is embracing new technologies that help us put sustainability and the environment first.

We're committed to forward-thinking solutions that help us meet our carbon-zero goals and we're experienced in applying technologies that improve the thermal performance of our buildings. We do this by using renewable and low carbon technologies, such as air source heat pumps, solar thermal, solar photovoltaic roof systems and all electric heating systems wherever possible.

For more information about Highwood or any of our projects, please contact us today.



THE HAY BARN, UPPER ASHFIELD FARM HOE LANE, ROMSEY, HAMPSHIRE, SO51 9NJ

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# HIGHWOOD

CREATING SUSTAINABLE, QUALITY  
COMMUNITIES FOR ALL AGES

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**An award winning business:**

South Coast Property Awards Residential Development of the Year 2022 | Solent Quality Place Award 2022

One of the 100 Best Companies to Work for in the South-East 2021 and 2022 | One of Property's 5 Best Companies to Work For in 2021

South Coast Property Awards Housebuilder of the Year 2019