



HIGHWOOD

BANNER 1

WELCOME TO OUR PUBLIC CONSULTATION

WE'RE PLEASED TO INVITE YOU TO PARTICIPATE IN THIS ONLINE CONSULTATION REGARDING OUR DRAFT PROPOSALS FOR A NEW 80-BED SPECIALIST CARE HOME DEVELOPMENT ON LAND OFF BROADWAY LANE, BOURNEMOUTH.



IF YOU WOULD LIKE TO CONTACT US REGARDING THESE PROPOSALS OR SUBMIT YOUR FEEDBACK, PLEASE EMAIL US AT PLANNING@HIGHWOODGROUP.CO.UK

PLEASE PROVIDE ANY COMMENTS OR FEEDBACK BY 13 JULY 2026.

SUMMARY OF PROPOSALS

Site Area:
0.78ha

Amount and Use:
80-bed specialist care home – single-occupancy rooms, each equipped with a full ensuite wet room. Communal areas, including lounges, dining rooms, activities room and hair salon. Associated landscape, parking and infrastructure.

Access:
The primary vehicular access will be from Broadway Lane via the creation of a new access point.

Scale:
The front elevation, facing Broadway Lane, is a 2.5-storey building, with a pitched roof with red/brown plain tiles. To the rear the building is a three-storeys with a flat roof and parapet detailing. The overall appearance and materials reflect the local vernacular and the character of the locality and takes cues from the nearby Conservation Area.

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BANNER 2

ABOUT HIGHWOOD

WE'RE A MULTI-AWARD-WINNING TEAM WITH DECADES OF EXPERIENCE CREATING INSPIRATIONAL HOMES, COMMUNITIES AND CARE ENVIRONMENTS ACROSS THE SOUTH COAST.



CARE HOMES

Our powerful portfolio of successful care projects includes prestigious care homes, extra care accommodation and retirement communities – all set in coveted locations that have set the standard for a new generation of discerning residents. In doing so, we've earned the respect of our care operator and development partners and the wider property industry.

NEW HOMES

Our new homes portfolio spans high-quality housing across the open-market, build-to-rent and affordable sectors – all underpinned by sympathetic land acquisition and sensitive development. These schemes range from small, considered projects to large-scale inner-city regeneration and landmark new homes developments.



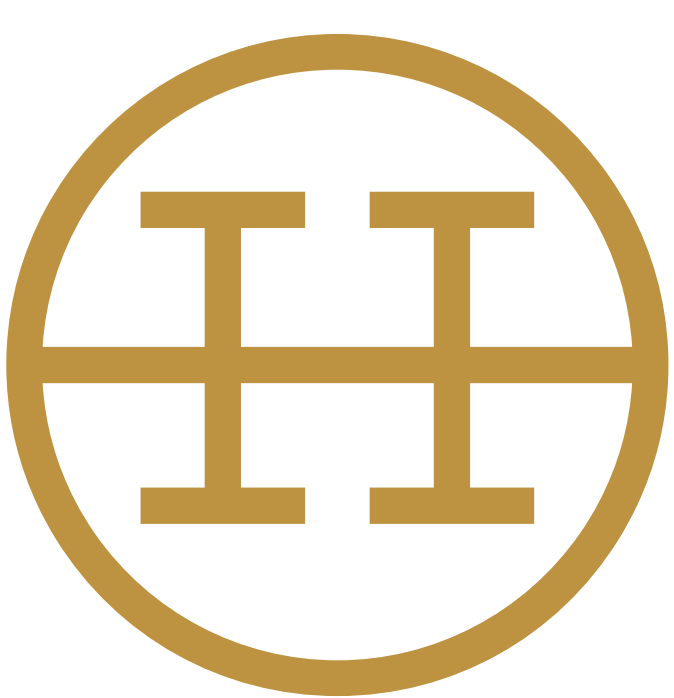
WE'RE HELPING TO ENHANCE THE LIVES OF THOSE IN THE COMMUNITIES WE SERVE WITH MEANINGFUL BENEFITS THAT WILL ENDURE FOR GENERATIONS TO COME.

We're property professionals who are all experts in our fields. Under the same formidable roof, you'll find specialists in everything from acquisition and planning to surveying, project management and other dedicated construction services. What's common to all of us is a shared vision that prioritises legacy development, a focus on high quality, sustainable materials and always has considered placemaking at its heart.



Winner of the Sustainable Development of the Year
South Coast Property Awards 2026

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BANNER 3

THE NEED FOR THE DEVELOPMENT

THE PROPOSALS SEEK TO ADDRESS AN ESTABLISHED AND SIGNIFICANT UNMET NEED FOR A SPECIALIST CARE HOME IN BOURNEMOUTH.

BCP has an older-than-average population, and the number of residents aged 65 and over is expected to rise significantly in the coming years, increasing demand for this type of housing.

There is significant shortfall in care home provision both within the local 3-mile market catchment and across BCP more widely. By 2029, the earliest the proposed care home could open, there will be a need for 742 full market standard care bedrooms in 3 miles and 1,092 across the whole of BCP. This unmet need is a significant material consideration.

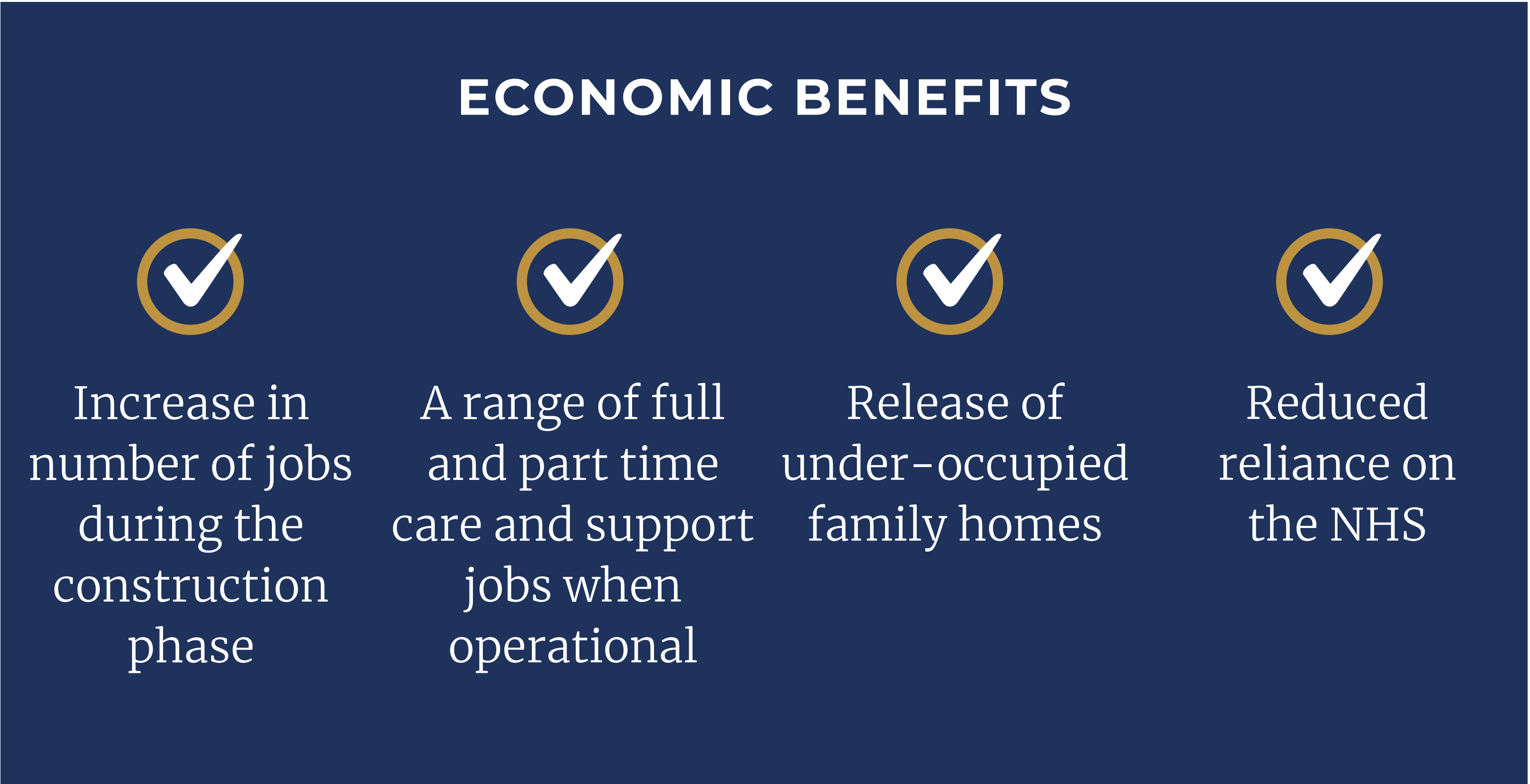
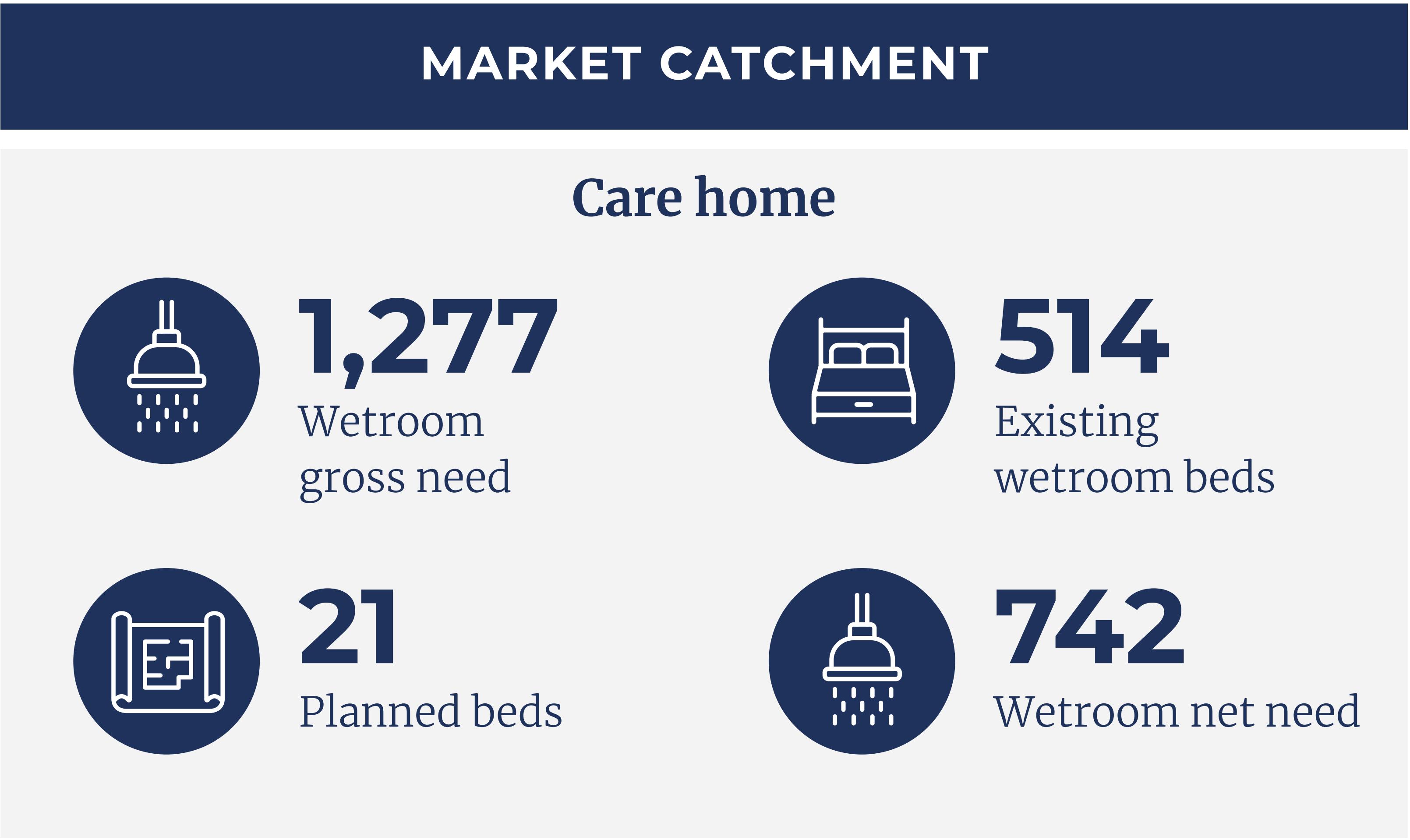


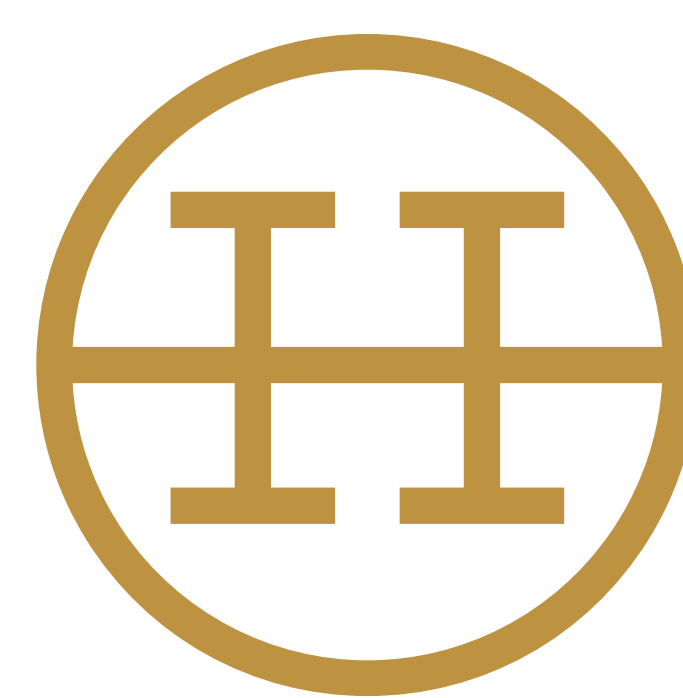
The proposed development would help meet this need by providing a modern care home designed to support elderly nursing, residential and dementia care in a high-quality and flexible environment.

The development would also generate a range of social and economic benefits, including the potential release of under-occupied family housing and reduced pressure on the NHS through a lower demand for medical appointments and support services.



KEY FIGURES





HIGHWOOD

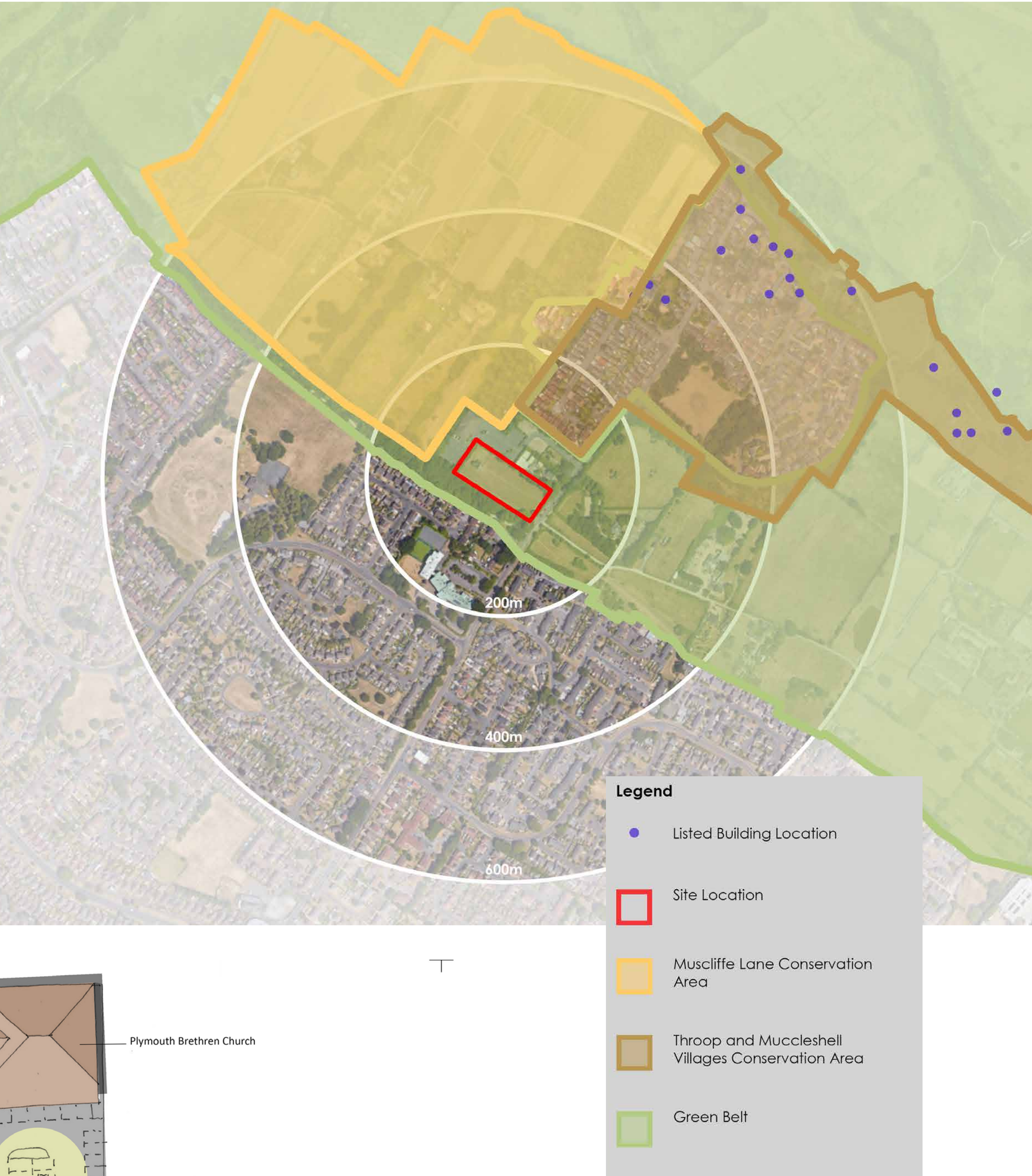
BANNER 4

SITE AND SURROUNDINGS

THE SITE IS LOCATED ON THE EDGE OF BOURNEMOUTH, IMMEDIATELY NORTH OF MUSCLIFFE AND TO THE SOUTH OF THROOP AND IS CURRENTLY USED AS A HORSE Paddock.

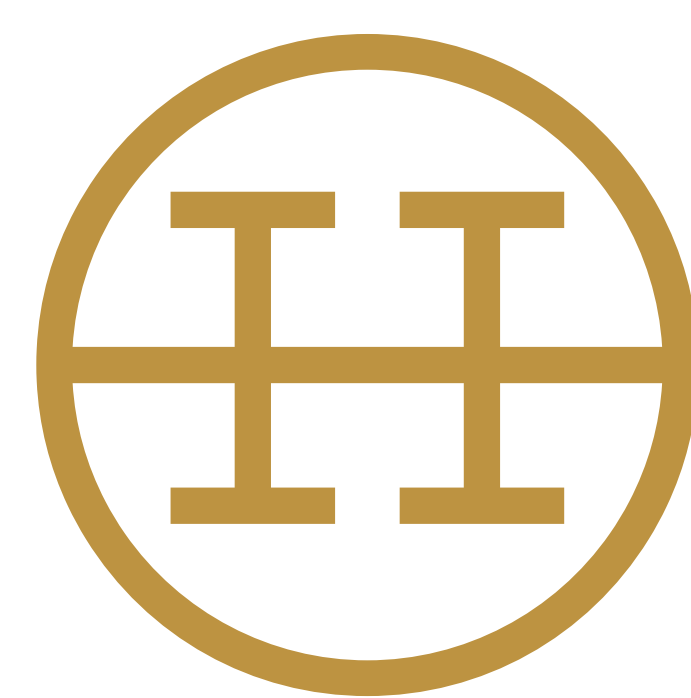
The site extends to 0.78ha. It is bounded by Broadway Lane to the east, existing residential properties to the south and north, the Plymouth Brethren Christian Church to the north.

The location offers the opportunity to provide a care home close to local residents and a range of local facilities, including shops, community facilities and healthcare services to meet needs not currently being provided elsewhere in the area.



A public right of way runs immediately west of the site, linking Broadway Lane with Muscliffe Lane and helping to connect the site to the surrounding area.

The site is also well served by public transport, with a bus stop approximately 50m away on Broadway Lane and further services nearby on Harbeck Road. Bournemouth Train Station is around 5 km away and can be reached by bus or cycle.



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BANNER 5

LOCAL CONTEXT



LOCATION 1



LOCATION 2



LOCATION 3



LOCATION 4



LOCATION 5



LOCATION 6



1. 208 & 210 MUSCLIFFE LANE



4. 177 BROADWAY LANE



2. 127 BROADWAY LANE



5. 115 & 117 BROADWAY LANE

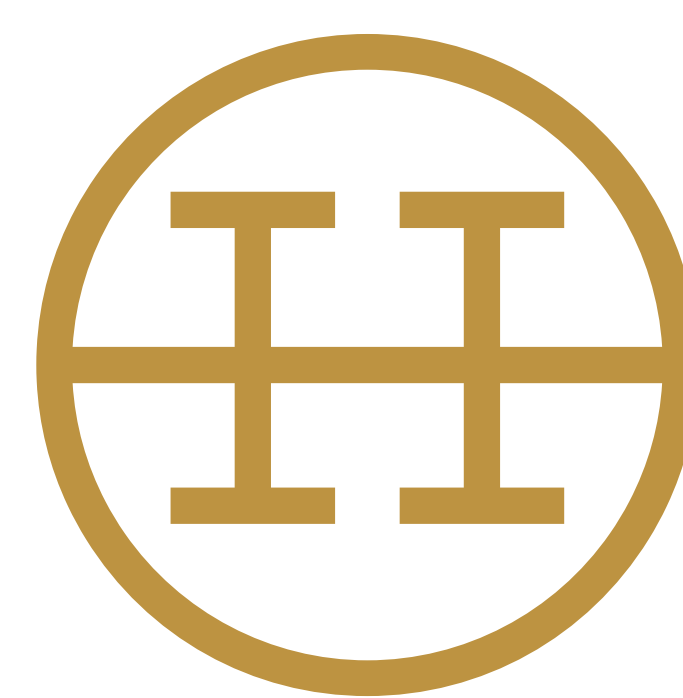


3. 193 - 258 BROADWAY LANE



6. 169 BROADWAY LANE





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BANNER 6

A SUSTAINABLE SITE

THE SITE IS WELL LOCATED IN RELATION TO PEDESTRIAN, CYCLE AND PUBLIC TRANSPORT INFRASTRUCTURE. IT IS WITHIN A SHORT WALK OF A NUMBER OF FACILITIES AND AMENITIES INCLUDING BUS STOPS, COMMUNITY CENTRE, CONVENIENCE STORE AND A MEDICAL CENTRE.

The location of the site thereby provides an excellent opportunity to encourage the use of sustainable transport for visitors and staff. Frequent bus and rail services are available, which presents an opportunity to promote sustainable travel for staff commuting.



The site will be served via one point of vehicular access. This is to be in the form of a new access along Broadway Lane and north of the existing track. The access design has been informed by discussions with highway officers and ensures pedestrian provision is prioritised along Broadway Lane.

A separate pedestrian access is provided into the site. A Road Safety Audit has been undertaken to ensure the proposals are safe and the design will be amended to reflect any comments raised.

PARKING

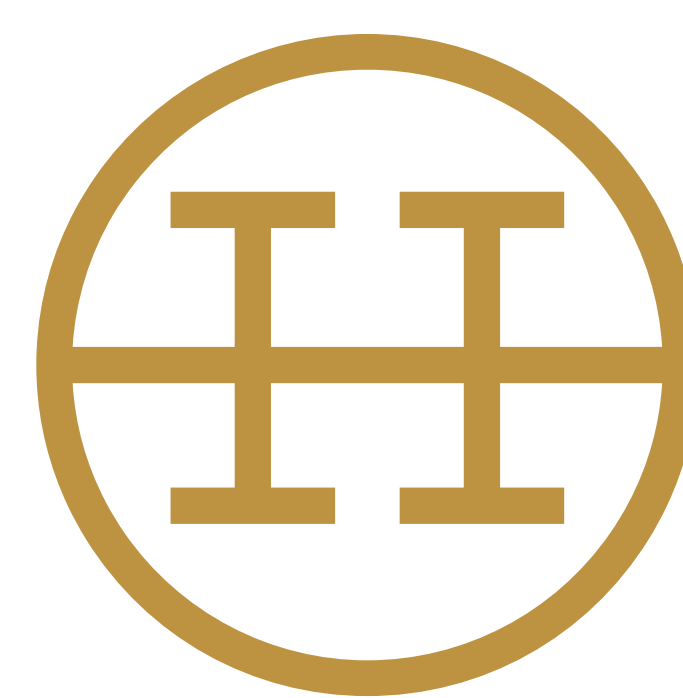
The proposed quantum of car and cycle parking provided has been considered against Bournemouth, Christchurch and Poole’s guidance to ensure a suitable provision is included. A total of 29no. car parking spaces are proposed, of which 2no. will be disabled spaces.

EV provision will also be included, as will a larger bay for delivery/emergency vehicles.

HIGHWAY IMPACT

An assessment has been undertaken to determine the impact of the development on the operation of the highway. The proposed development is anticipated to generate 12 vehicle movements in the peak period 0800 – 0900 period, eight vehicle movements in the evening peak period 1700 – 1800 period. Across the day, circa 145 vehicle movements are anticipated (0700 – 1900). The forecast level of vehicle movements is low and is not expected to materially affect the operation or capacity of the local highway network.



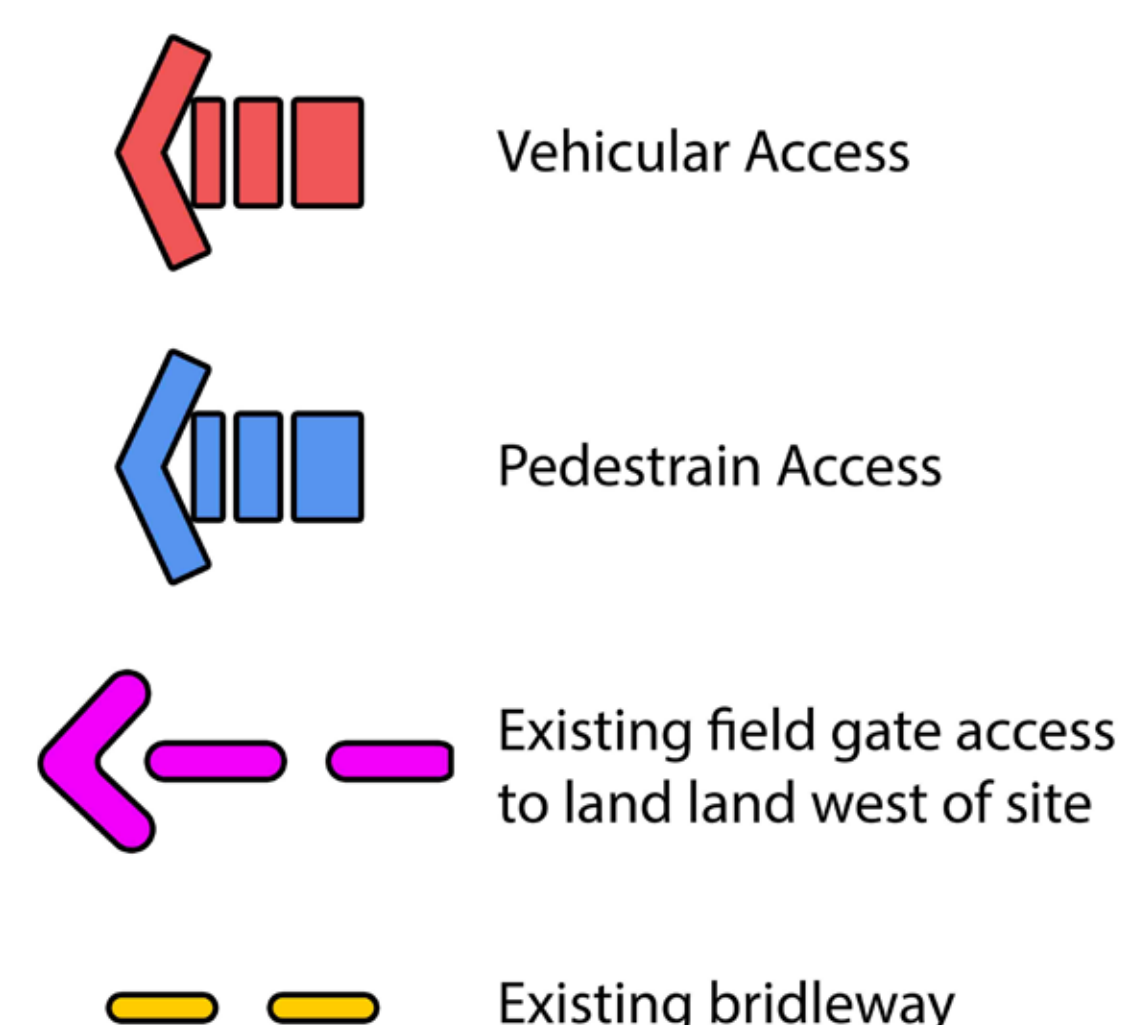


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BANNER 7

DRAFT PROPOSALS AND CONTEXT-LED DESIGN

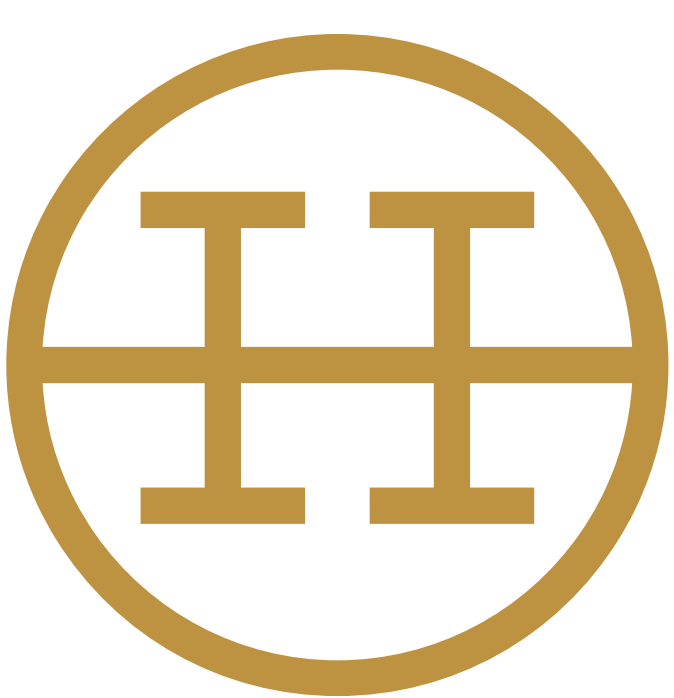
THE PROPOSALS HAVE BEEN SHAPED BY THE
CHARACTER OF THE SITE AND ITS SURROUNDINGS.



Existing vegetation along Broadway Lane would largely be retained, apart from where access is required, helping to maintain the green character of this part of the lane. The care home is set back from the road behind a landscaped frontage incorporating hedgerow retention, new tree planting, parking and servicing.



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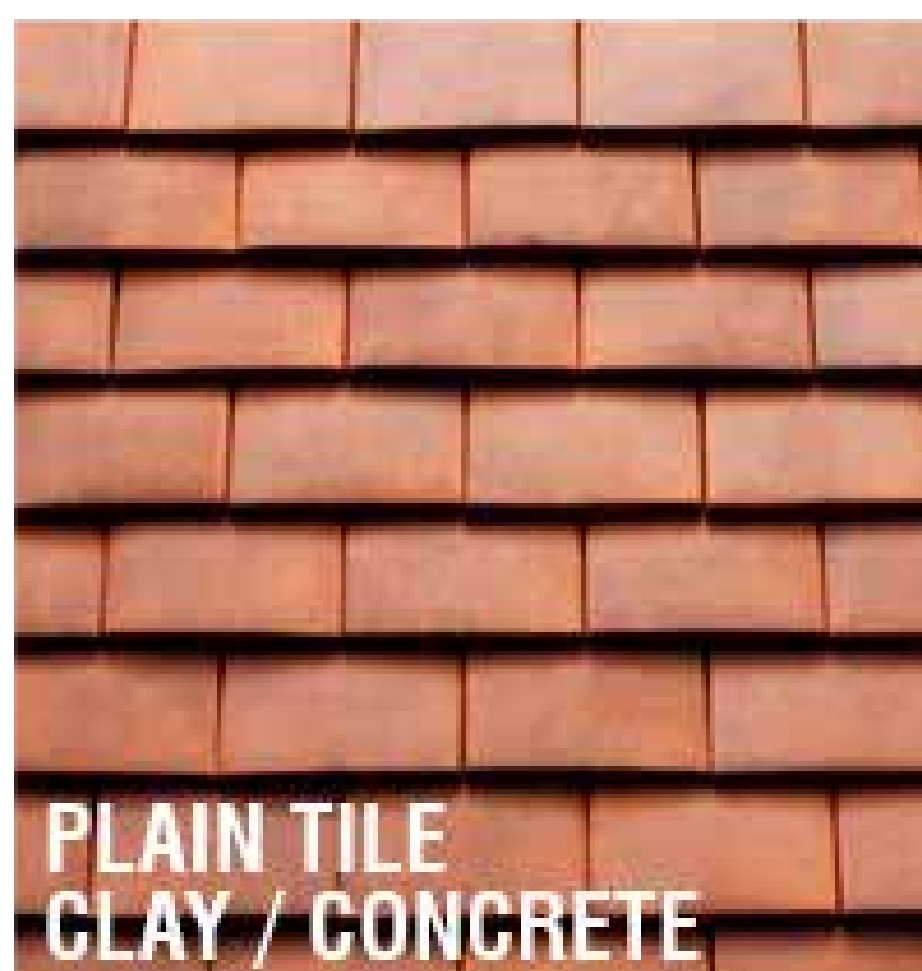
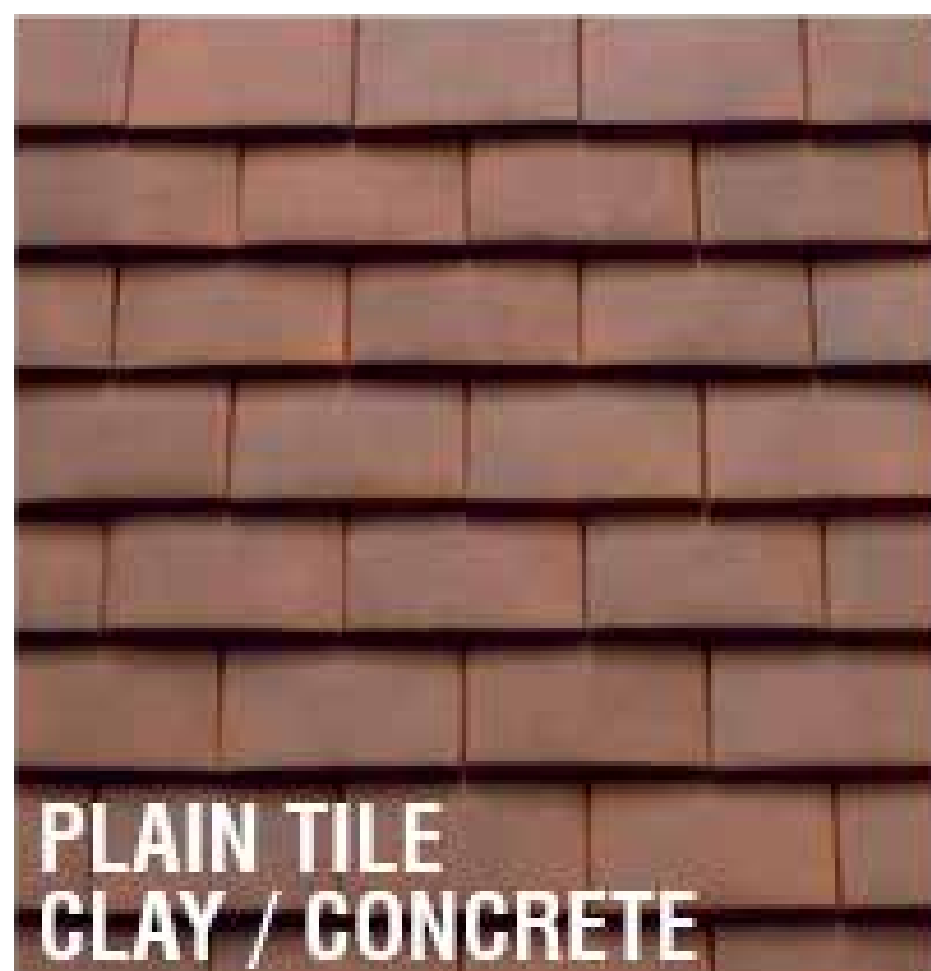
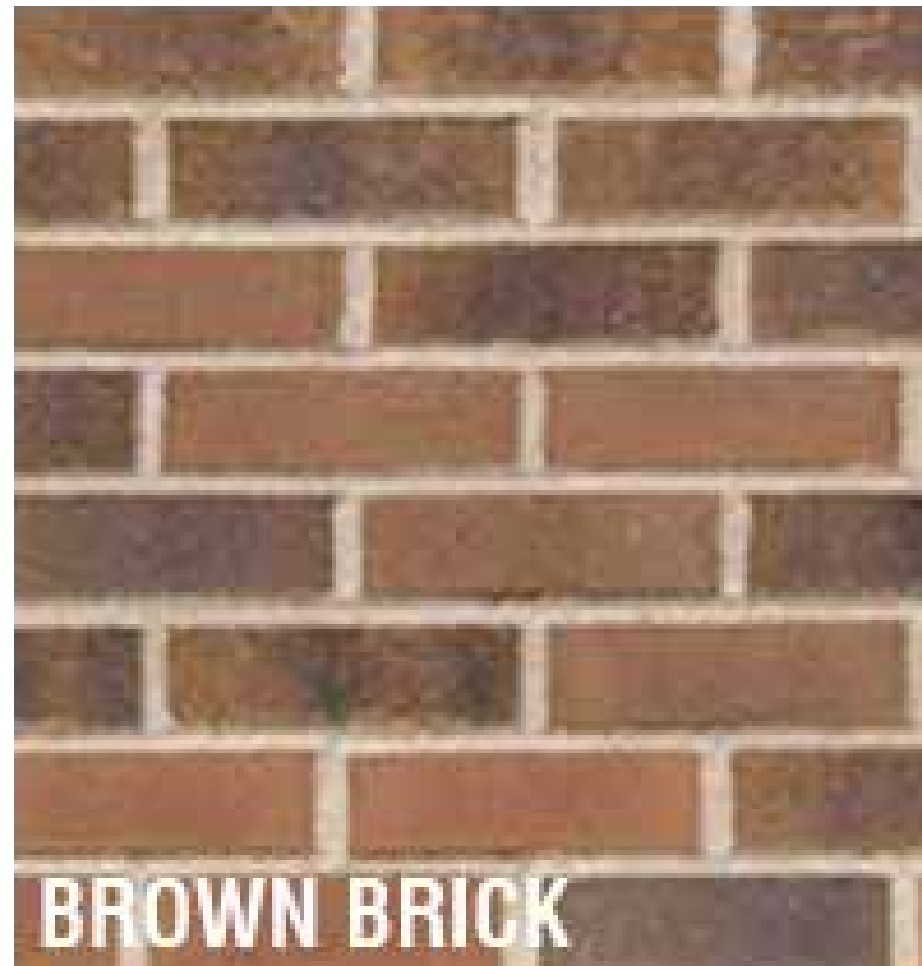
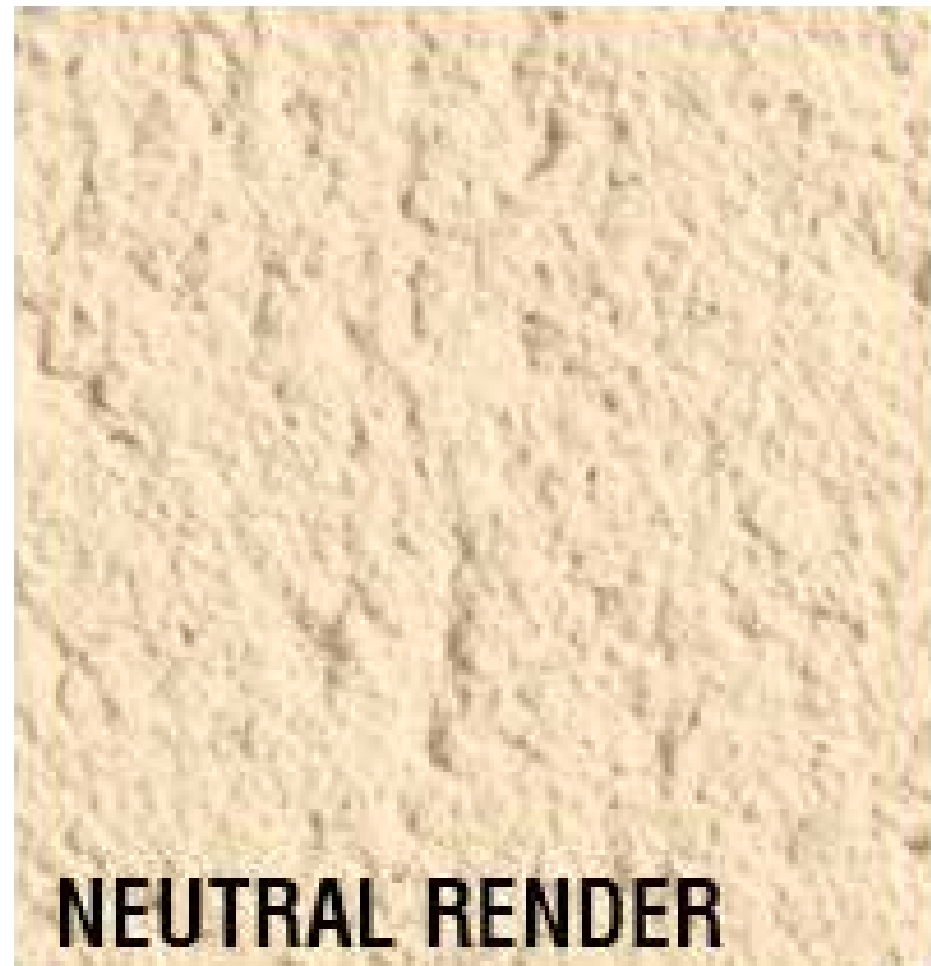
BANNER 8

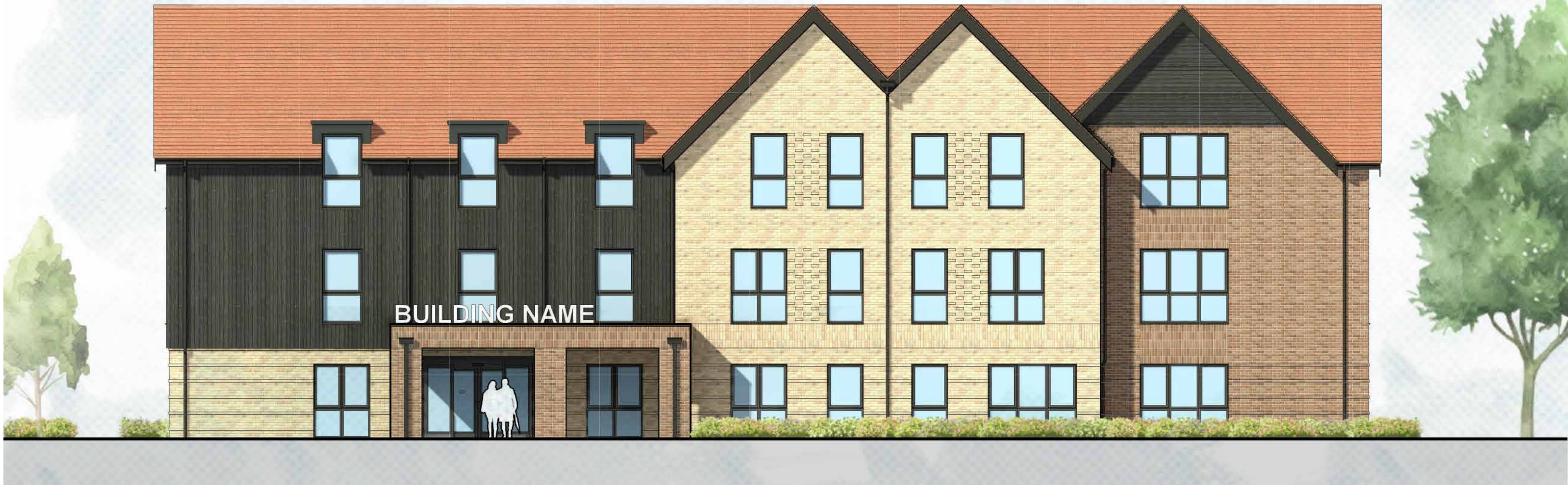
DRAFT PROPOSALS AND
CONTEXT-LED DESIGN

The Broadway Lane frontage has been carefully designed to reflect the scale and appearance of nearby buildings.

It would present as a 2.5-storey building with a pitched tiled roof, dormer features and materials influenced by the local vernacular and Conservation Area, including cream and red/brown brick.

Behind the main frontage, the building would be three storeys with a flat roof and parapet detailing. This helps reduce its perceived height and visual massing, while views from the nearby bridleway would remain limited by separation from the boundary, existing vegetation and enhanced planting.

	PRIMARY	SECONDARY	
ROOF	 PLAIN TILE CLAY / CONCRETE	 SLATE	 PLAIN TILE CLAY / CONCRETE
WALL	 BROWN BRICK	 WHITE RENDER	 NEUTRAL RENDER
	 SOLDIER COURSE / LINTIL		 DARK TIMBER BOARDS



EAST ELEVATION



SOUTH ELEVATION



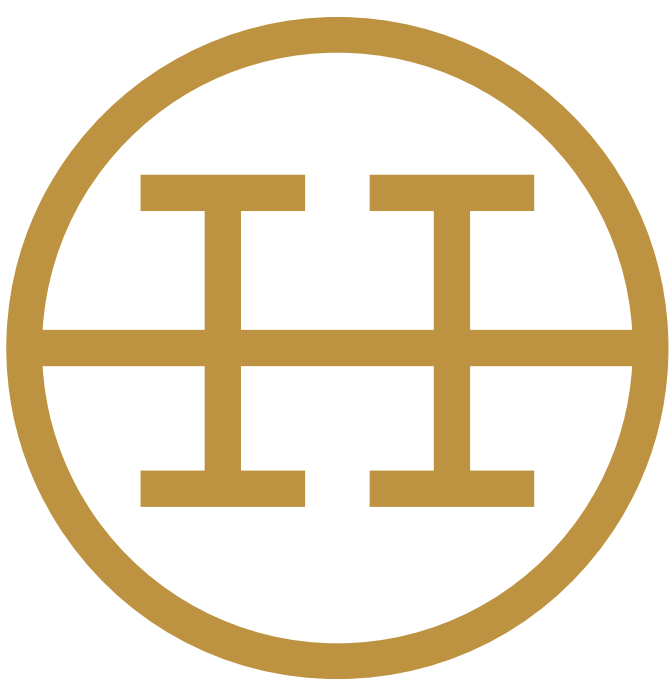
NORTH ELEVATION



WEST ELEVATION

The proposed eastern frontage would reference the Arts and Crafts style reflecting the 1920’s Homes for Heroes houses within the Muscliffe Lane Conservation Area, in response to the character and appearance of the neighbouring Conservation Areas.

Existing trees and hedgerows around the boundary of the site are one of the sites main features. The intention is to retain as many of these as possible and strengthen them where we are able with additional planting. This will help support wildlife, create attractive views, reduce views of the proposed development and help deliver biodiversity net gain.



BANNER 9

KEY BENEFITS OF THE PROPOSALS

PLANNING CONTEXT

BCP Council has just launched the first stage of consultation on the new local plan, which will guide where new homes, jobs and community facilities and infrastructure goes. The Consultation acknowledges the plan will need to address the current housing crisis by providing a range of new market and affordable housing. BCP Council are unable to accommodate this need within the urban area and therefore must look to the Green Belt surrounding the conurbation to meet those needs.

Whilst the site is in the Green Belt, the significant level of need presents a very special circumstance that will warrant the release of the site from the Green Belt. In particular, the site has been assessed by BCP Council as making a limited contribution to several of the key purposes of the Green Belt.

The proposed care home will not only help to meet a need for specialist care facilities, it will also result in the release of existing homes in the local area back into the market and reduce pressure on the NHS.

THE PROPOSED DEVELOPMENT IS BROUGHT FORWARD AHEAD OF THE LOCAL PLAN AS THERE IS SIGNIFICANT NEED TO BE MET NOW - AND THE LOCAL PLAN WILL TAKE SEVERAL YEARS BEFORE IT IS ABLE TO ADDRESS THAT NEED.

The care home represents a use of the site that 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 respond positively to the site, its surroundings and local landscape.

The social, economic and environmental benefits from the proposed development are set out on the visual below:

KEY FIGURES

ECONOMIC BENEFITS		SOCIAL BENEFITS	ENVIRONMENTAL BENEFITS
Construction phase Over the assumed 18-month build period £11.5m Development investment Up to 62.4 direct jobs Up to 21.1 indirect jobs £2.7m salary expenditure £8.2m gross value added	Operational phase Annual recurring benefits 78.4 Direct FTE jobs Up to 26.4 indirect jobs £3.6m salary expenditure £827K other operational expenditure £3.7m gross value added	Improved individual health management and quality of life Alleviation of NHS delayed discharges Reduced need for NHS appointments Addressing the need for better quality beds Appropriate homes for the needs of the community Reduced unpaid carers burden	Improved travel efficiency reducing CO² emissions Environmental impact considered during the development and operation Improved energy efficiency compared to existing homes



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BANNER 10

THANK YOU & NEXT STEPS

THANK YOU FOR PARTICIPATING IN OUR CONSULTATION.
WE WELCOME ANY FEEDBACK OR COMMENTS YOU MAY
HAVE ON OUR PROPOSALS.

Please let us know your views online, by email or post.

🌐 **Online:** www.highwoodgroup.co.uk/broadwaylane

@ **By email:** planning@highwoodgroup.co.uk

✉ **By post:** Highwood Group, The Hay Barn, Upper Ashfield Farm, Hoe Lane, Romsey, Hampshire SO51 9NJ

PLEASE PROVIDE ANY COMMENTS OR FEEDBACK BY 13 JULY 2026.

NEXT STEPS

1

The project team will review and consider all feedback and comments.

2

Site assessments and surveys (such as highways, ecology, drainage) will be completed and a final scheme formulated.

3

A planning application will be submitted to BCP Council in the summer.

4

BCP will consider the planning application and there will be further opportunity for public and stakeholder comment as part of the formal planning consultation process.



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