



HIGHWOOD

BANNER 1

WELCOME TO OUR CONSULTATION ON DRAFT PROPOSALS FOR THE DEVELOPMENT OF LAND EAST OF WHITSBURY ROAD



THE PROPOSALS COMPRISE THE DEVELOPMENT OF A PURPOSE-BUILT, SPECIALIST CARE HOME AND SIX CHALET BUNGALOWS TO HELP MEET LOCAL NEED.

Our proposals aim to make best use of this sustainably located site, which is allocated in the local plan for development under Policy SS17, by introducing specialist accommodation for older people – for which there is a particular critical need in the local area. Our proposal offers a unique blend of modern care facilities alongside new homes that will seek to create a harmonious environment where the residents have a sense of home, belonging and wellbeing..

The following banners explain the background and nature of our draft proposal. They set out the key considerations and benefits of the development and how you can make your views known ahead of a planning application being made to New Forest District Council.

Members of the Highwood team will be available at the exhibition should you have any questions or wish to discuss anything. We welcome your feedback or comments on any aspect of our proposal at the exhibition, online, by post or by email.

SUMMARY OF PROPOSALS

The site forms part of strategic site 17 as allocated in the New Forest District Local Plan Part 1.

Site Area:

The site is circa 1.21 hectares.

Amount and Use:

70 bed care home – use class C2

6-no. Bungalows – use class C3

Access:

The site will utilise a new access to Whitsbury Road, built to required standards with pedestrian footway linkages to adjoining paths.

Scale:

Care home – 2 storeys

Chalet Bungalows – 1/1.5 storeys (i.e. upper rooms contained within roof space)

Appearance and Materials:

Buildings will be contemporary in form and detailing with materials referencing the local vernacular.

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BANNER 2

ABOUT HIGHWOOD

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.

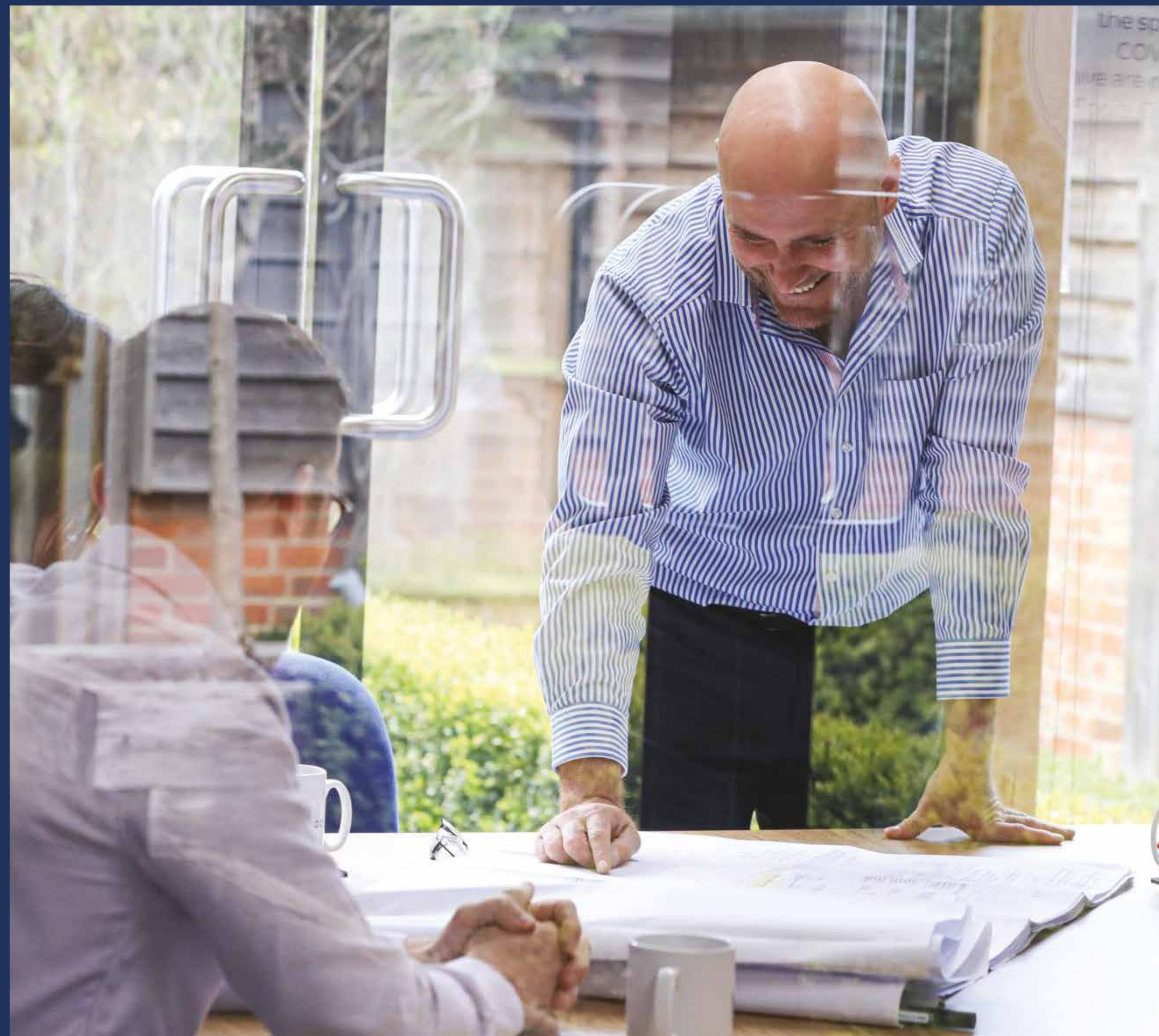
In recent decades we've delivered a vast portfolio of distinctive projects that are underpinned by sensitive development. With a focus that sits firmly on legacy and considered placemaking, we're helping to deliver significant benefits for the communities we serve that will endure for generations to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

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.



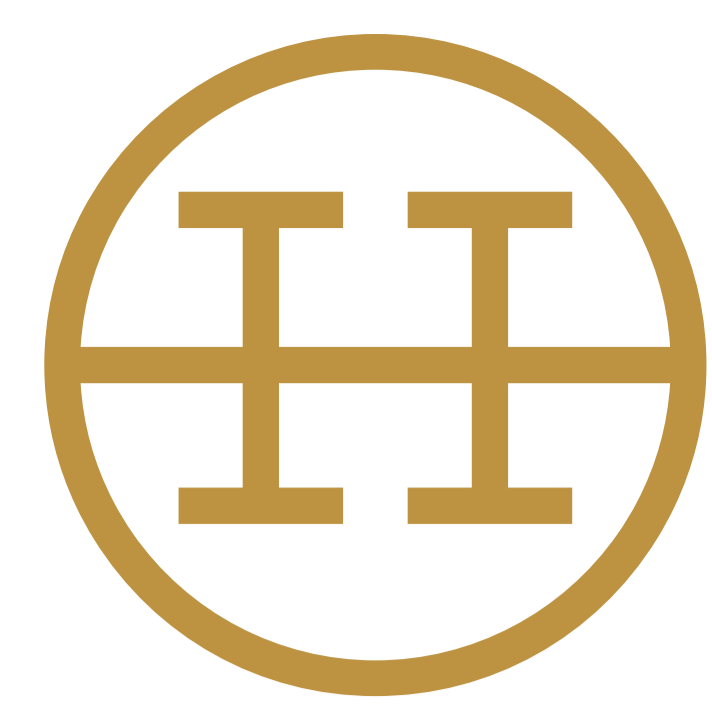
SUSTAINABILITY AND THE ENVIRONMENT FIRST, ALWAYS

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.



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BANNER 3

LOCAL AREA – SITE AND SURROUNDINGS

THE SITE IS LOCATED ON THE NORTHERN SETTLEMENT EDGE OF FORDINGBRIDGE, EAST OF WHITSBURY ROAD AND MEASURES APPROXIMATELY 1.21 HECTARES IN AREA.

The site is formed of grass pasture currently, with existing mature boundary trees and hedgerows, but is allocated for development in the New Forest District Local Plan Part 1 (under Strategic Site Policy SS17) for residential-led development and open space.

To the west, the site is bounded by Whitsbury Road which runs north-south and to the north, east and south by neighbouring residential properties and their curtilages.



Beyond the site's northern boundary, public footpath 83 runs east-west, connecting the Fryern Court Road and Whitsbury Road junction with Lower Burgate and the A338 Salisbury Road to the east of the village. Beyond that to the north are homes, and businesses at Glasshouse Studios, which are accessed off Fryern Court Road.

Beyond Whitsbury Road to the west is an ongoing residential development by Pennyfarthing Homes at 'Whitsbury Green' for 64 new homes and extensive public open space, part of the same SS17 Strategic Site.

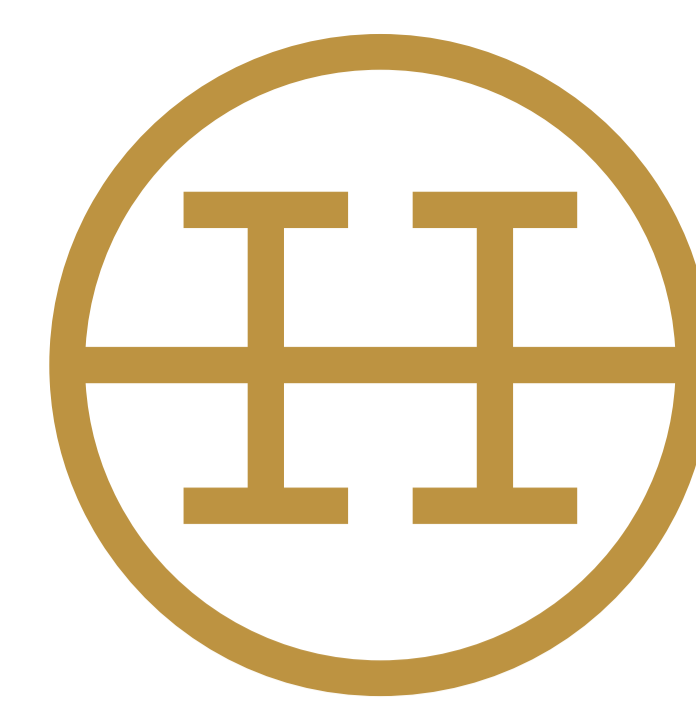
Also part of the SS17 area is 'Augustus Park', a development of circa 145 homes and open space, located south-east of the site beyond the curtilage of neighbouring Newton House.



FORDINGBRIDGE

Situated on the western edge of the New Forest National Park, Fordingbridge is one of the highest order settlements in terms of population, shops, services and facilities within the west of the New Forest District.

The town centre offers a variety of independent shops, traditional pubs, essential services and employment, fostering a vibrant community atmosphere.



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PLANNING CONTEXT

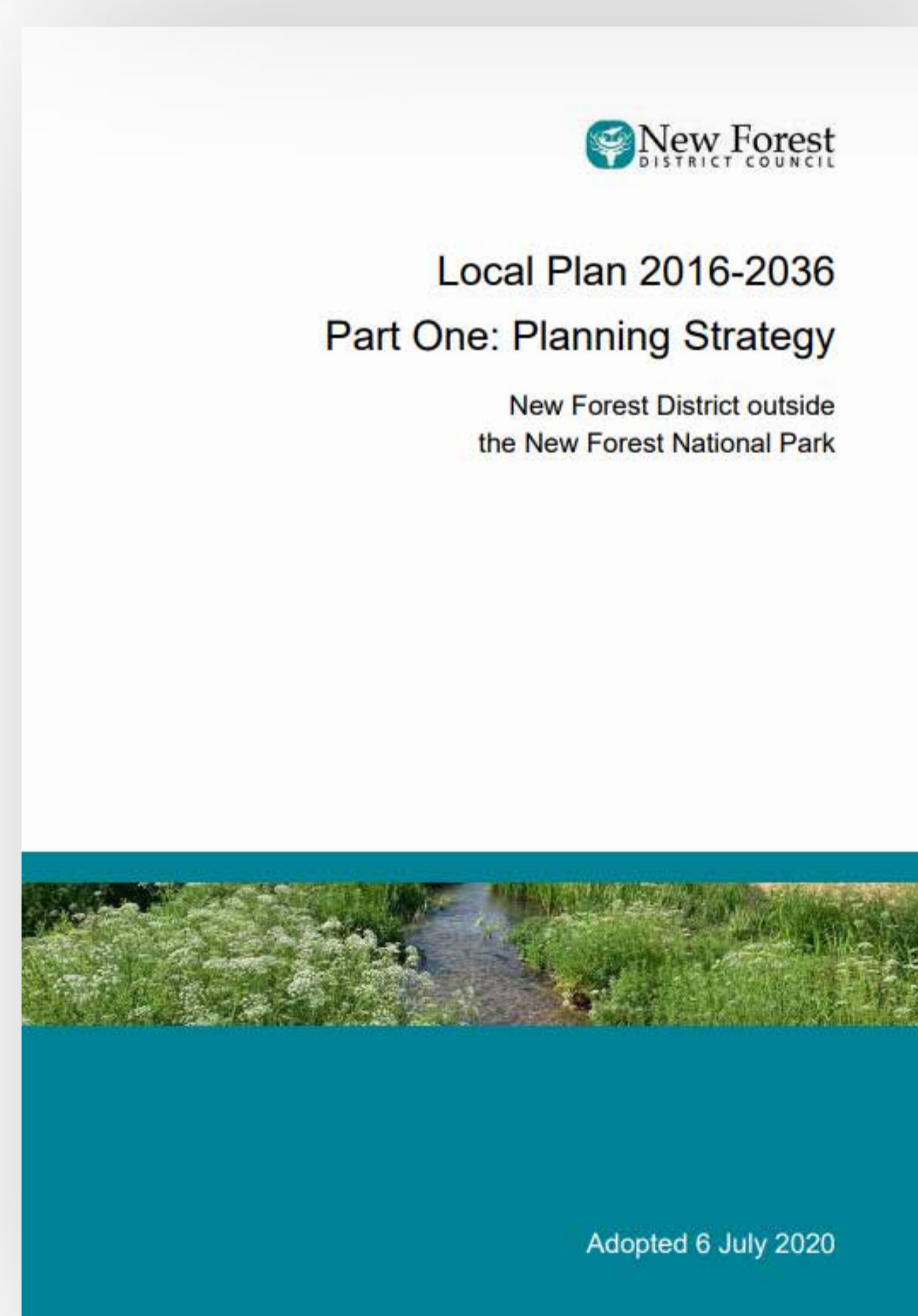
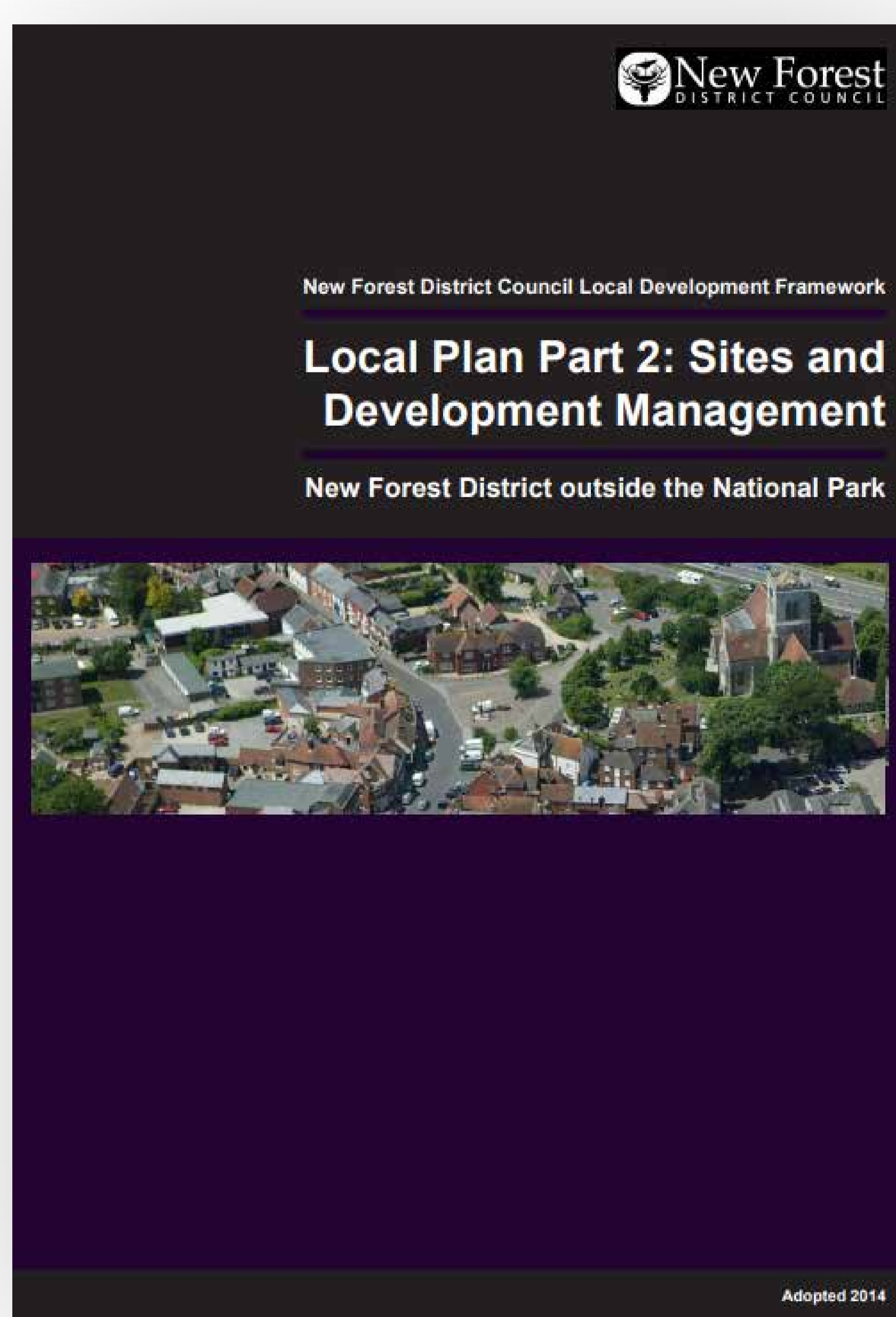
THE COUNCIL'S SPATIAL STRATEGY

The site is located within the built-up area of Fordingbridge and allocated for residential development through Policy SS17 of the development plan. This, along with the grant of several planning permissions elsewhere within the Policy SS17 allocation area, demonstrates that this is a sustainable location for development.

POLICY HOU3 – RESIDENTIAL ACCOMMODATION FOR OLDER PEOPLE

Policy HOU3 of the Local Plan Part 1, supports development of care homes in locations appropriate to residential use. It states: "Care homes (Use Class C2) for older people and others will be supported on sites in existing care home use, and in other locations suitable for residential use provided that there is an identifiable local need for registered care provision that cannot reasonably be met by existing care home facilities in the Local Plan sub-area".

The character of the area adjoining this site is residential and the land is allocated for residential development under Policy SS17 as described above. It is a location appropriate for residential development in principle and therefore appropriate for a C2 care home, subject to there being an identifiable local need.



POLICY SS17 – LAND AT WHITSBURY ROAD, FORDINGBRIDGE

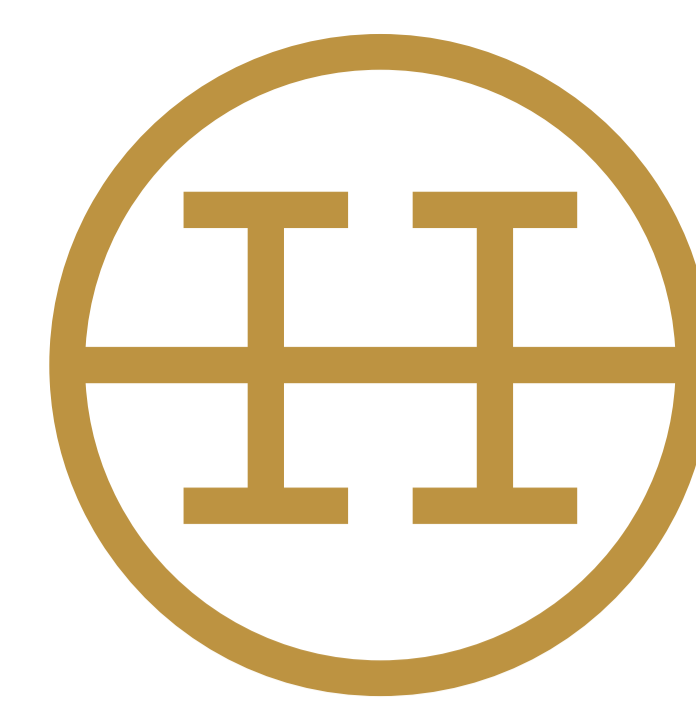
The policy allocates land to the east and west of Whitsbury Road, of which the site forms part, for 'at least' 330 homes and open space, which was in addition to 145 homes that had already been permitted within the allocation boundary at Augustus Park.

The masterplanning objectives (as they were set out at the time of allocation) were illustrated in a Concept Master Plan to create a well-designed neighbourhood, securing the protection and management of the Sweatford green corridor and to help to deliver enhanced flood management for the wider town by meeting various design and masterplanning criteria set out in the policy.

The policy envisages three distinct neighbourhoods in terms of setting, sense of place and character. Land east of Whitsbury Road referred to as a 'suburban neighbourhood focused on a corridor of high quality streets and linked spaces'.

Supporting text to the policy states that site capacity and housing mix will be tested in detail at the planning application stage and that development should generally be one and two-storey dwellings, with more intensive or higher development only where it defines key spaces and streets within the development.

The principle of residential development on the site is therefore appropriate.



BANNER 5

CARE NEED ASSESSMENT THE LOCAL MARKET

OUR ANALYSIS OF ALL AVAILABLE DATA HAS LED TO A CONCLUSION THAT THE SITE HAS A SUBSTANTIAL NEED. THE FOLLOWING INSIGHT INDICATES THAT THE SITE IS AN IDEAL LOCATION FOR A NEW CARE HOME.

DEMAND FOR CARE BEDS

As can be seen from the table below the demographics in the area around the site demonstrate a 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.



Care demographics within a three-mile to seven-mile radius of site:

Catchment around the site	Number of beds shortfall (inclusive of existing and granted permissions)	Population size	% of the population aged over 85 (national average = 2.6%)
3 miles	63 bed shortfall	11930	4.9%
4 miles	87 bed shortfall	14385	4.7%
5 miles	179 bed shortfall	29453	4.4%
6 miles	367 bed shortfall	48638	4.5%
7 miles	354 bed shortfall	59450	4.6%

This not only shows, for instance, that in the five-mile catchment there are 179 people expected to be without access to the care they so vitally need but also an area that is at least three 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 projected to multiply 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 the existing local stock in order to gain an accurate gauge on the quantity and quality of current options for care users.

Existing elderly care bed supply

Care Home	Operator	Registration date	Distance from Site	Number of beds	Number of en suites
Fordingbridge Care Home	Allegra Care	2012	0.6 miles	60	60
Allenbrook Nursing Home	Allenbrook	1994	0.5 miles	43	18
Glynn Court Residential	Oakray Care	1985	0.9 miles	31	0

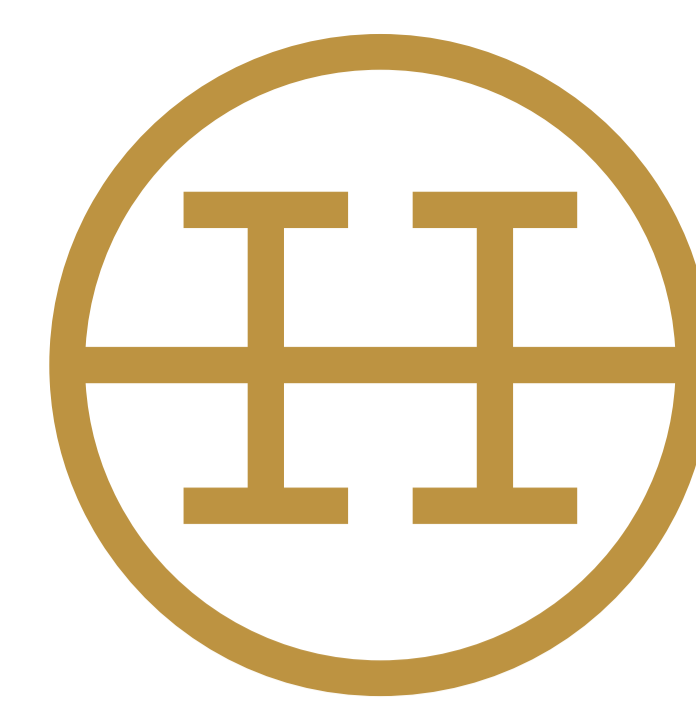
POPULATION/AGE DEMOGRAPHICS

The area around the subject site sees an existing population consisting of a percentage of residents aged over 85 substantially above the national average at 2.6%. Ranging from 4.6% to 5%, an already high number of over 85s that, 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 older people seeking the care they so desperately need.

COMPETITION

Whilst the definition of demand relates to general housing the same government paper defines “need” as ‘shortfalls from certain normative standards of adequate accommodation’. The table below shows the existing stock within a three-mile radii of the subject site whereby we have highlighted the homes that do not have nearly all en suite bedrooms. Since the Covid pandemic, en suite beds have become increasingly important to isolate and reduce the spread of infectious diseases amongst the vulnerable occupants.

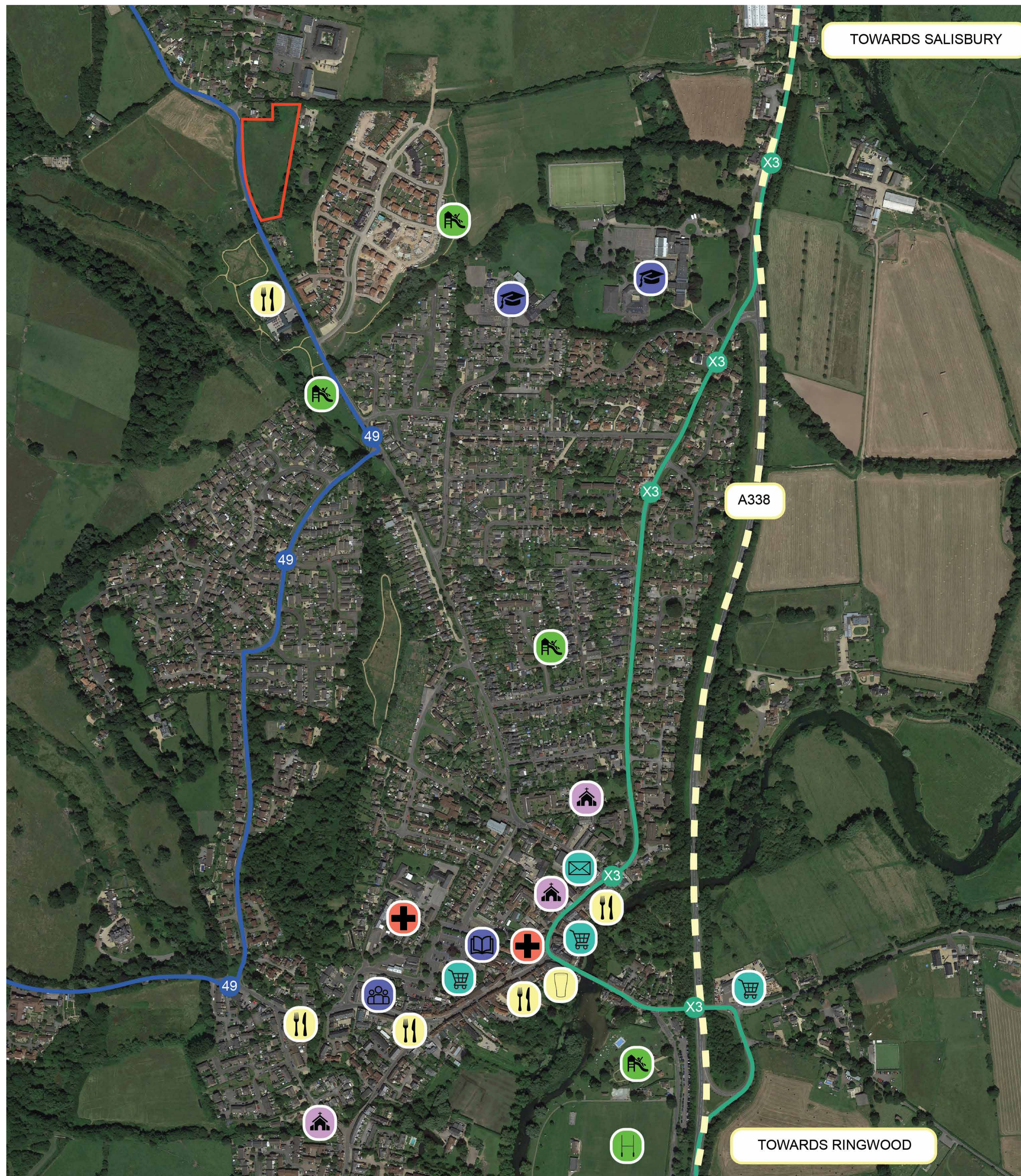
As can be seen from the table, there are just three homes in the surrounding area of which 56 of the 134 beds we have deemed to be unfit for purpose due to their lack of en suites. Therefore, within three miles of the site, there are just 78 fit-for-purpose beds available to a population with a percentage of over 85s well above the national average.



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A SUSTAINABLE LOCATION



KEY

- A338 A ROAD BETWEEN SALISBURY AND RINGWOOD
- 49 BUS SERVICE BETWEEN DAMERHAM & SALISBURY
- X3 BUS SERVICE BETWEEN SALISBURY & BOURNEMOUTH
- RUGBY CLUB
- PLAYGROUND / RECREATION AREA
- RESTAURANT / TAKE-AWAY
- PUB / BAR
- POST OFFICE
- SUPERMARKET / SHOP
- DOCTORS / PHARMACY
- SCHOOL
- LIBRARY
- COMMUNITY CENTRE
- CHURCH

LOCAL PLAN ALLOCATION

The allocation of land east of Whitsbury Road as a suburban neighbourhood focused on a corridor of high quality streets and linked spaces as part of Strategic Site SS17 in the New Forest District Local Plan Part 1. It establishes the principle that this is a 'sustainable location' for development.

LOCAL FACILITIES

The site is located on the outskirts of Fordingbridge. There is a café and several recreation grounds in the immediate area of the site. Primary and secondary schools are within a mile of the site. The area is currently part of an urban extension of the settlement with new residential development on the plots to the east and west of the site.

The site is 1.2 miles away from the village centre of Fordingbridge, containing a range of shops and services including healthcare, food and drink, library and religious buildings.

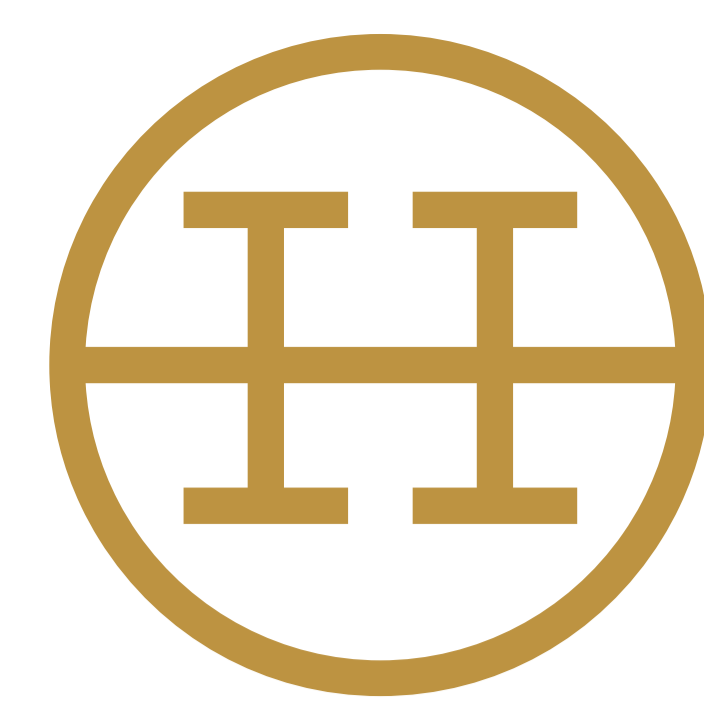
ROADS

Fordingbridge is served by the A338 between Ringwood and Salisbury providing easy connection to these two towns. The road connects to the A31 between Southampton and Bournemouth, which provides connection to the wider New Forest area.

BUSES

The site is located on the route of the existing (limited) Bus Service 49, which provides one service a week each way between Damerham and Salisbury. As further development continues in this area to the north of Fordingbridge there will be greater justification to increase the frequency of this service. The nearest current bus stop is approximately an eight-minute walk from the site along Whitsbury Road.

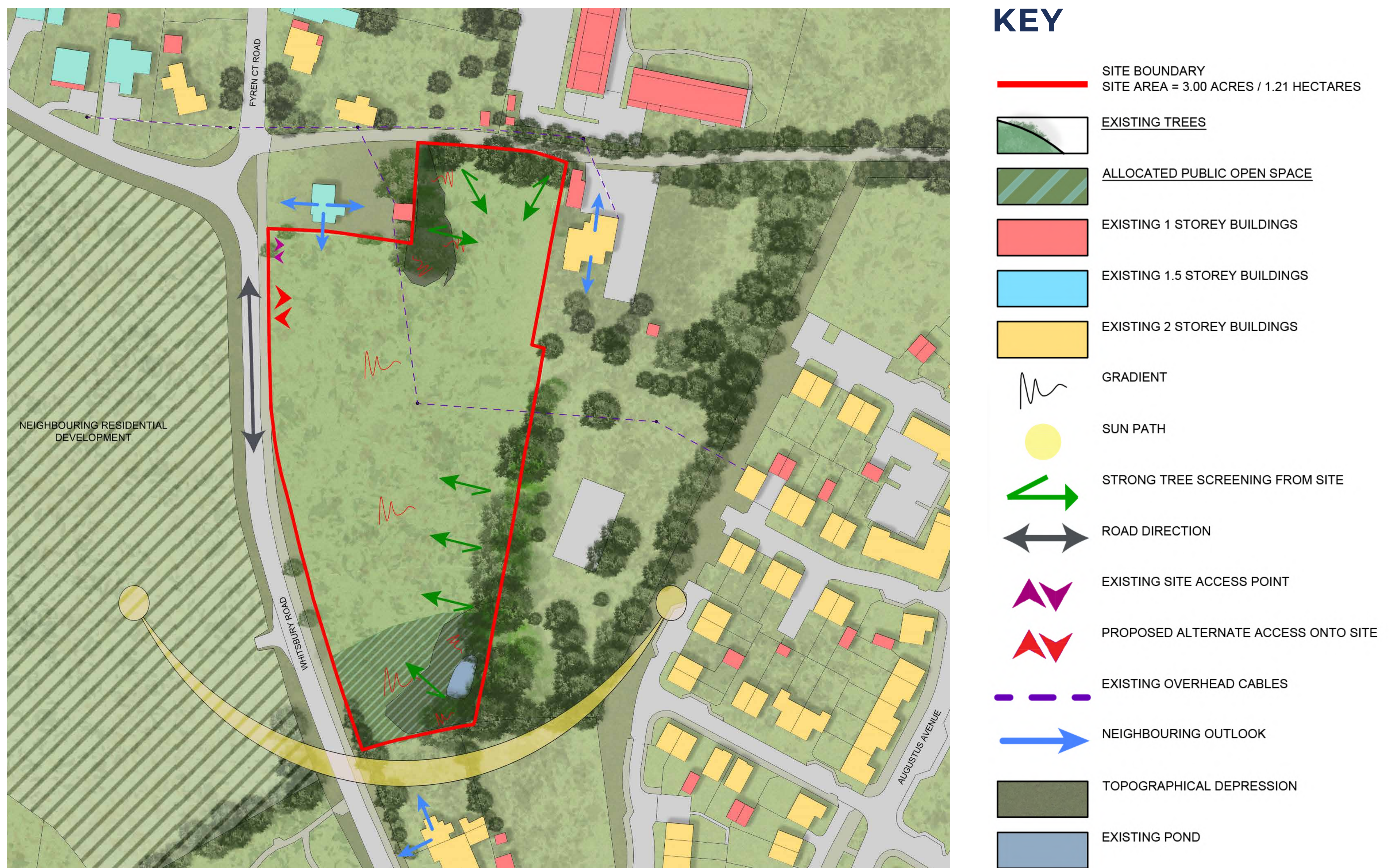
Fordingbridge is also served by the X3 bus between Salisbury and Bournemouth via Ringwood. During the day this service operates with a frequency of every 30 minutes. The nearest X3 bus stop is approximately a 16-minute walk from the site.



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BANNER 7

SITE CONSTRAINTS AND OPPORTUNITIES



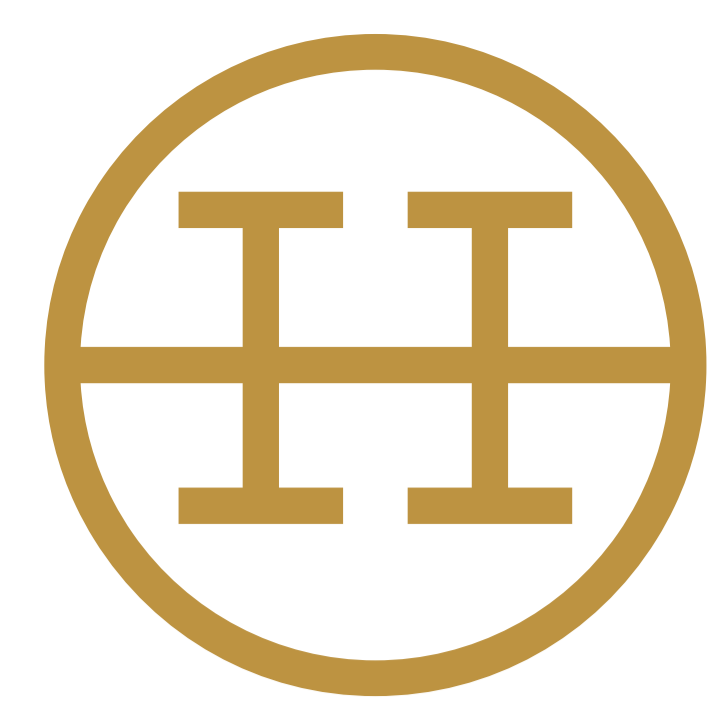
THE DIAGRAM ILLUSTRATES THE FOLLOWING OPPORTUNITIES AND CONSTRAINTS FOR THE SITE:

OPPORTUNITIES:

- Opportunity to utilise a site allocated for residential development to provide specialist accommodation for older people for which there is a critical need.
- Existing trees and hedgerows form a natural site boundary.
- Strong woodland screening to the west of the site provides a natural barrier to prevent overlooking from the development.
- Opportunities to use existing landscape features to incorporate into amenity gardens.
- Opportunity to create POS to tie in to the existing ANRG areas to the west of the site. Provision of new access to Whitsbury Road.

CONSTRAINTS:

- The site is bounded by residential properties to the north and east with a need to ensure a satisfactory level of residential amenity for those occupiers.
- The bungalow adjoining the site to the north has south-facing windows that look onto the site.
- Existing topographical depressions on the site potentially restrict developable area.
- Ponds in the north and south of the site will need to be retained and suitable buffers provided.



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THE PROPOSAL

ACCESS AND LAYOUT



The proposed site layout is strongly influenced through the surrounding context. The proposed access point was designed in collaboration with the highways consultant to ensure safe access onto site.

The setting of the care home has allowed for an area of public open space to be provided in the centre of the site, useable by both the residents of the bungalows and visitors to the care home.

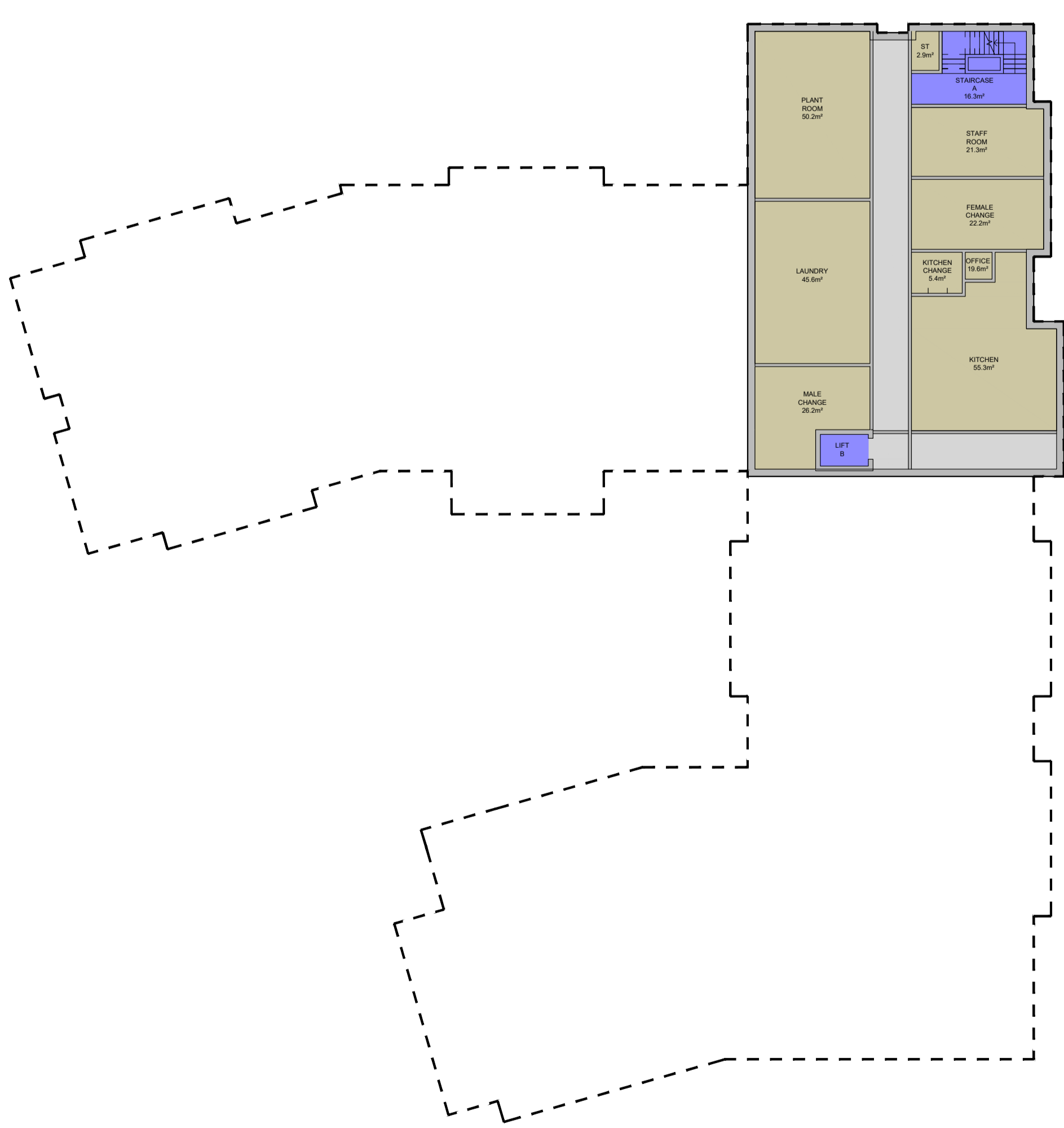
The care home itself has been designed to reduce the visual mass of the building. The scheme has been divided into a series of pavilion buildings connected by links. This will reduce the impact of the building on the setting and allows the building to correspond to the overall site boundaries.

The C-shaped plan enables the building to reflect the more residential scale on the Whitsbury Road Street Scene while respecting the surroundings with sensible separation from all boundaries.

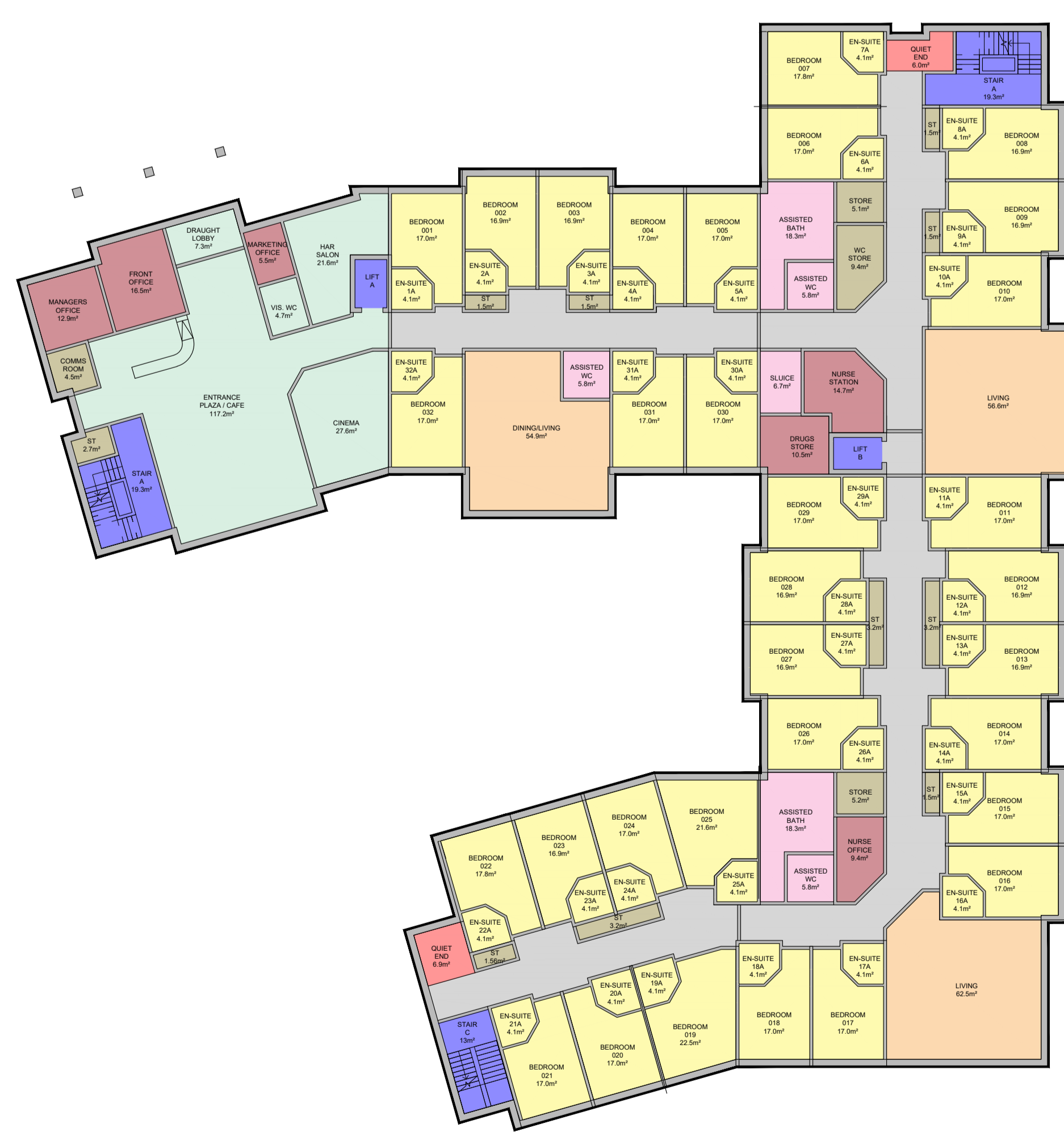
The most dominant elevation of the building faces the strong tree screening to the west of the site. The spaces around the plan form enable a variety of external landscaped gardens to be created providing recreation amenity for future residents accessed via the variety of internal communal spaces.



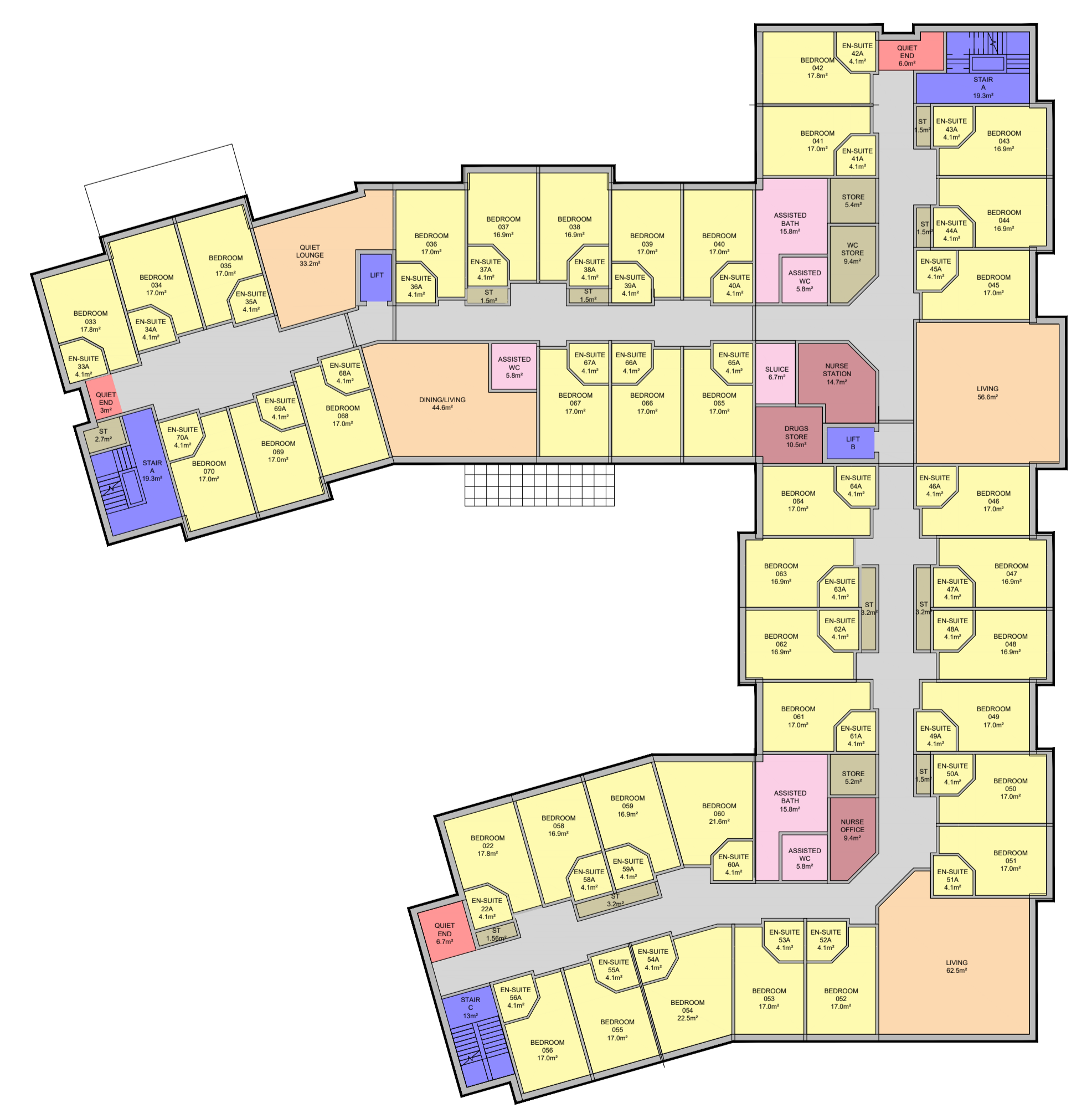
PROPOSED MASTERPLAN



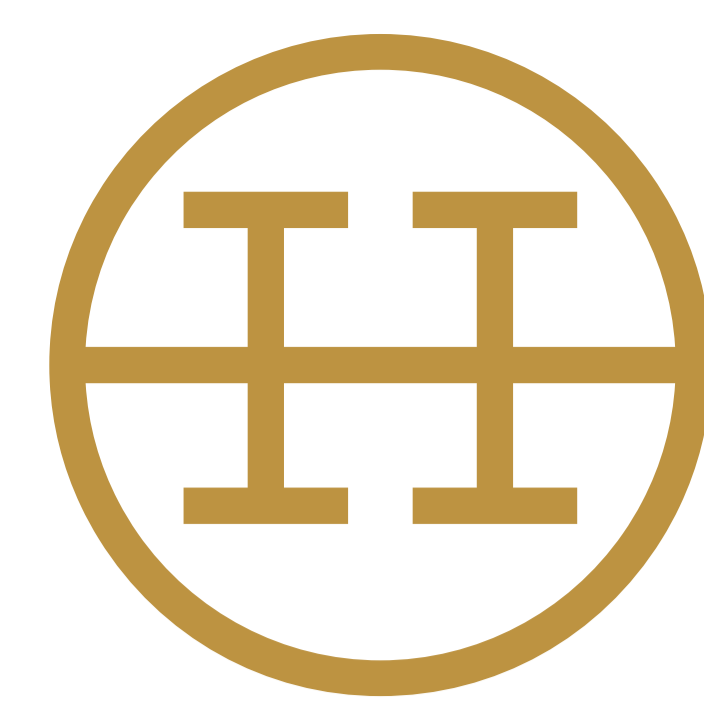
LOWER GROUND FLOOR PLAN



GROUND FLOOR PLAN



FIRST FLOOR PLAN



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BANNER 9

THE PROPOSAL

DESIGN INSPIRATION



01 - Cuttlebrook Care Home - Thame



02 - Abbots Wood Manor Care Home - Hailsham



03 - Portsdown View Care Home - Havant

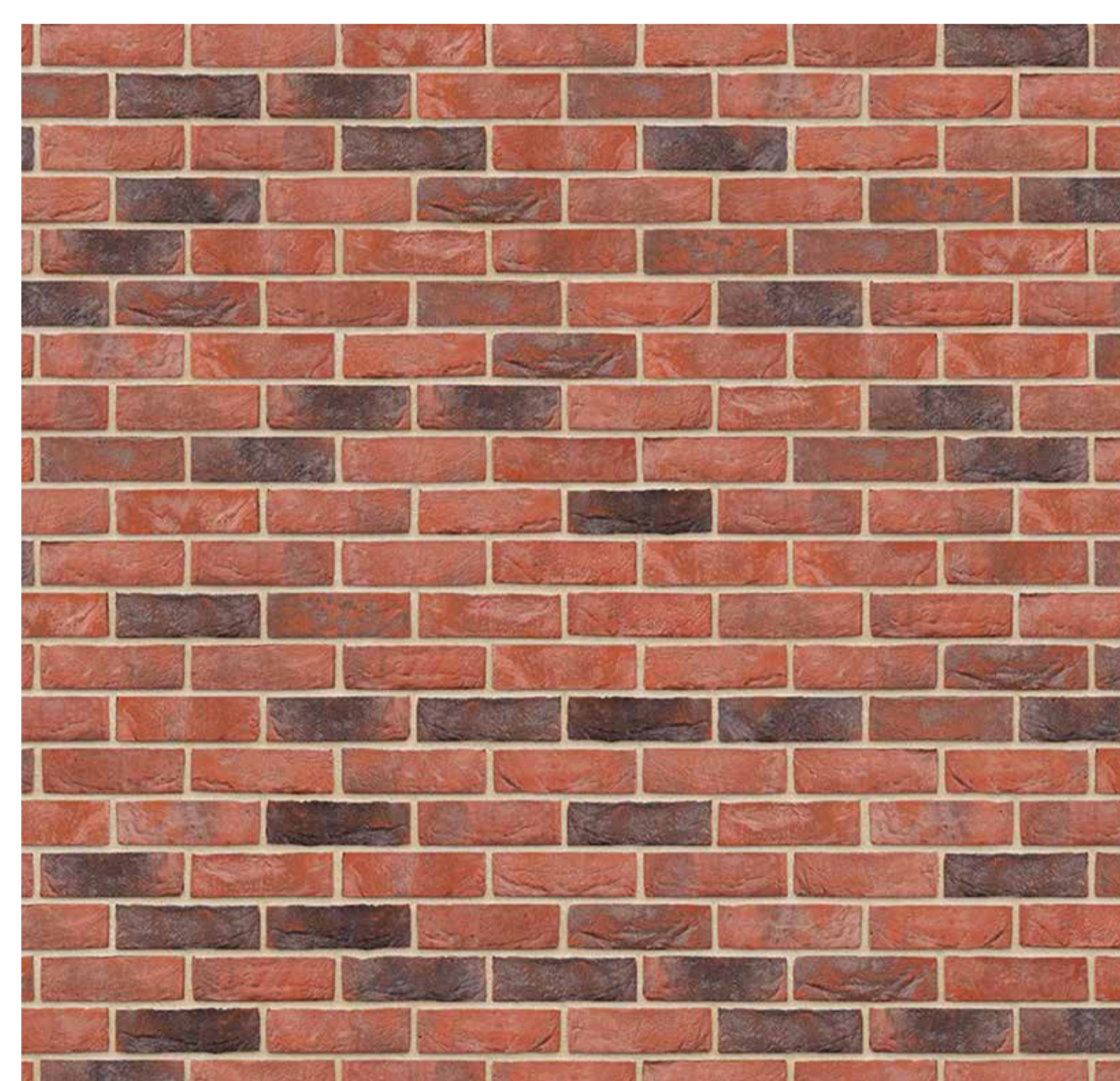


04 - Dashwood Manor - Basingstoke

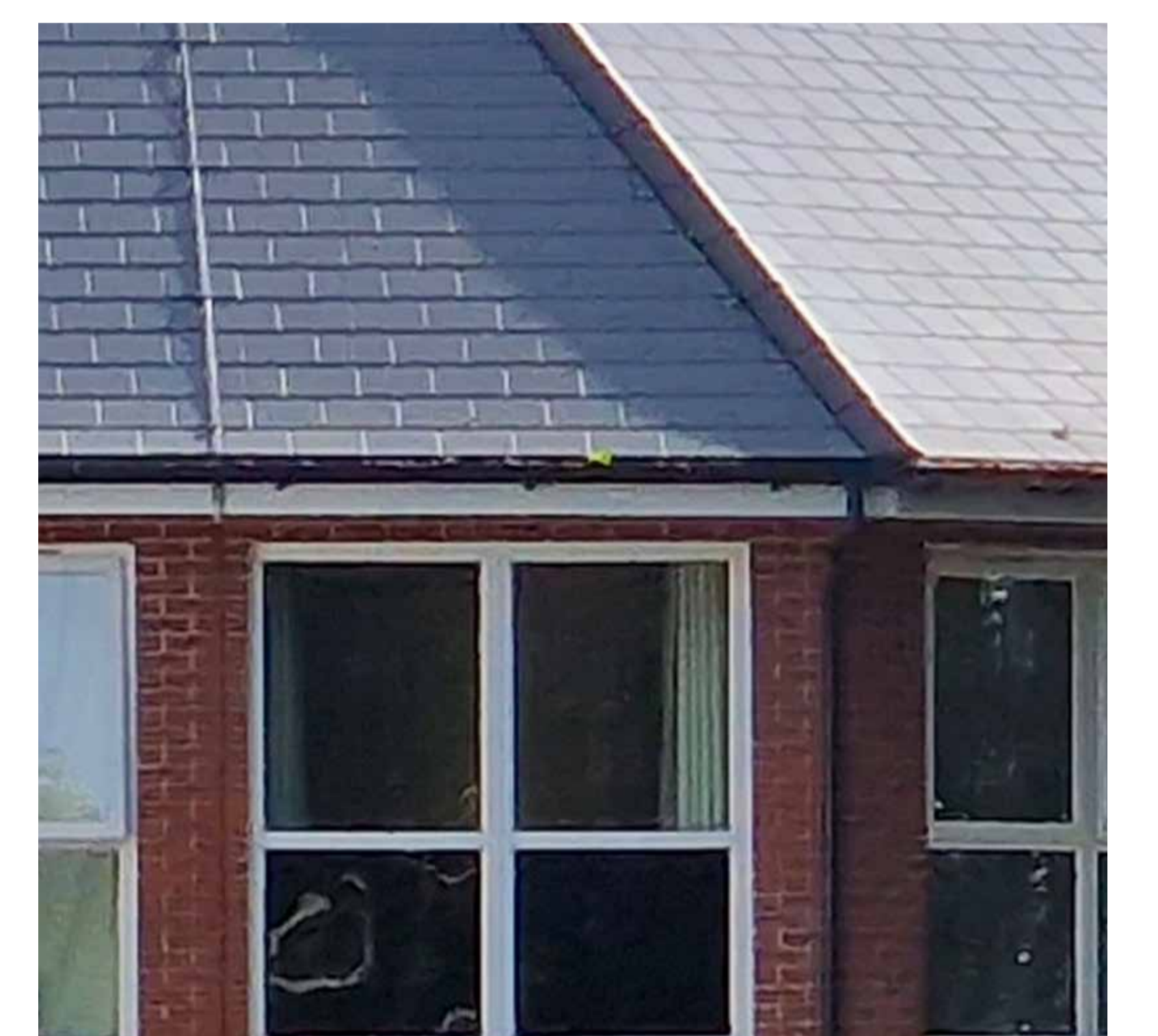
ILLUSTRATIVE MATERIALS

Across the building the material palette aims to remain simplistic in its range whilst reinforcing materials used in its surrounding context and a traditional form. The brick materials cladding and brick detailing will break up the building elevation.

Red mixed brick creates a character akin to adjacent and contextual buildings creating a varied character across the building. This will also allow a durable, robust finish of the building that will weather well. On the stair cores at the ends of the building and at key points where the bulk of the building needs to be reduced, a cladding system has been retained. This will enable the overall mass of the building to appear reduced as well as providing a contrast on key areas of the building. Feature balcony detail for key building elements provides the development with its own identity.



01 - Red multi-brick



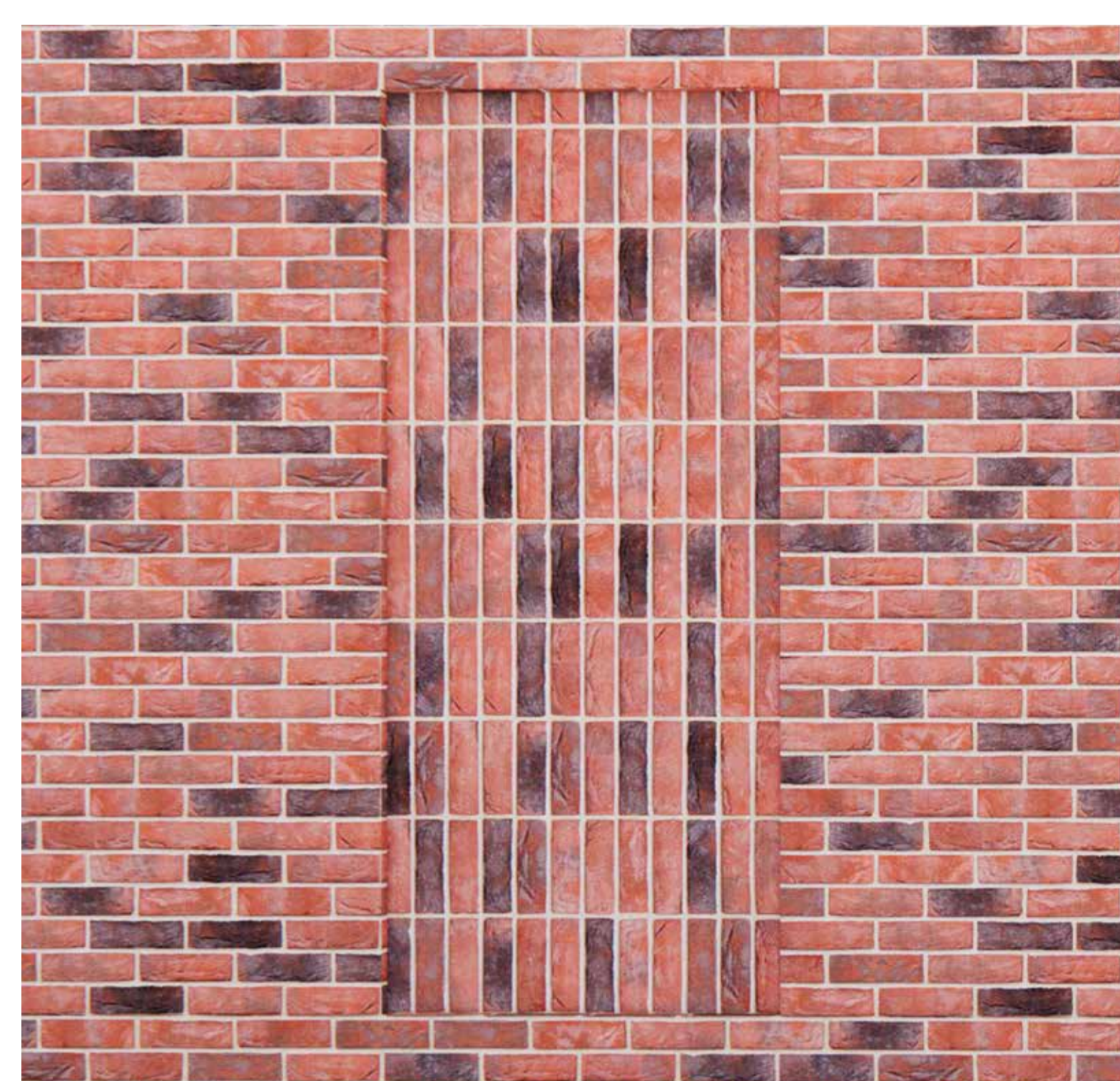
02 - Grey roof tile



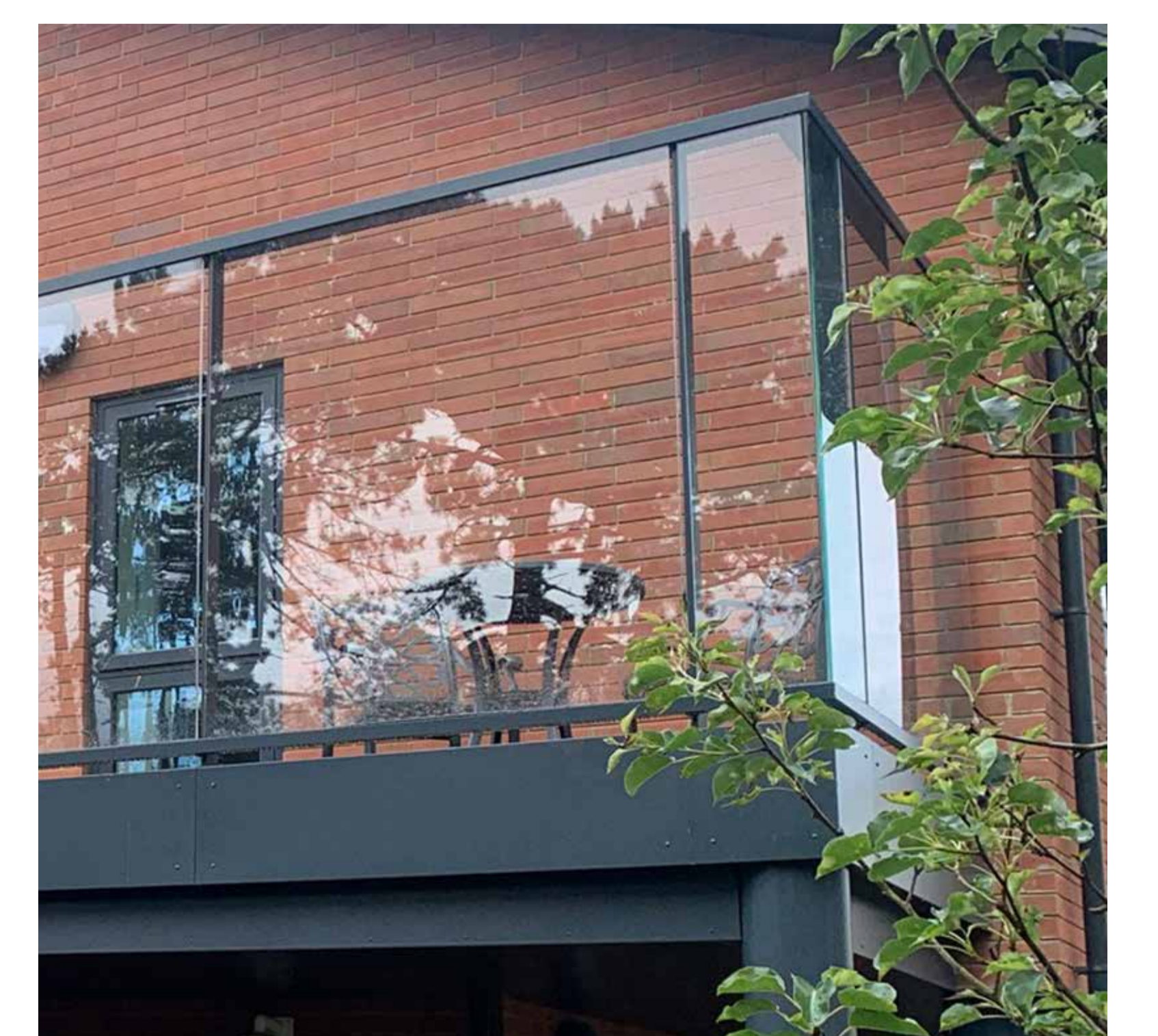
03 - Grey cladding



04 - Grey windows



05 - Recessed brick panels



06 - Balcony/glass balustrade



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BANNER 10

CONCLUSION

THE PROPOSED DEVELOPMENT WILL MAKE A VALUABLE CONTRIBUTION TO THE PROVISION OF SPECIALIST CARE FACILITIES FOR OLDER PEOPLE, FOR WHICH THERE IS AN IDENTIFIED UNMET NEED; ONE THAT CANNOT BE MET BY EXISTING CARE HOME LOCATIONS IN THE DISTRICT. THE PROVISION OF NEW HOMES WILL BE A SIGNIFICANT BENEFIT IN THE CONTEXT OF A NATIONAL HOUSING CRISIS IN AN AREA OF POOR CURRENT HOUSING LAND SUPPLY OF ONLY CIRCA THREE YEARS.

The proposals accord with local plan Policy HOU3 and are compatible with the masterplan for and strategic allocation through Policy SS17 relating to the provision of residential accommodation at this site, which is in a sustainable location, close to shops, services and facilities.

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. We aim for this to be a development of which we can all be proud.

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

THANK YOU

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

Please fill out a feedback form at the exhibition or let us know your views online, by email or post.

Online: www.highwoodgroup.co.uk/whitsbury_road_fordingbridge

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 27th September 2024.

NEXT STEPS

- 1** Our consultant team will review and consider all feedback and comments.
- 2** Site assessments and surveys (e.g. highways. Noise, ecology, flood risk etc) will be completed and a final scheme formulated.
- 3** A planning application will be submitted to New Forest District Council (NFDC) in the autumn.
- 4** NFDC 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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