



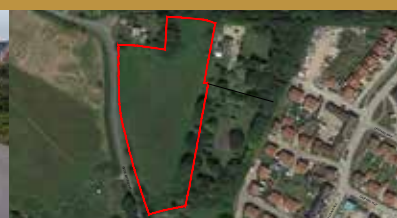
HIGHWOOD

VISION DOCUMENT

PROPOSED CARE HOME AND
6 NO. CHALET-BUNGALOWS

STRATEGIC SITE SS17
LAND EAST OF WHITSBURY ROAD
FORDINGBRIDGE

JULY 2024



LAND EAST OF WHITSBURY ROAD

OUR VISION FOR A PURPOSE-BUILT, SPECIALIST CARE HOME AND SIX CHALET-BUNGALOWS TO HELP MEET LOCAL NEEDS

THIS DOCUMENT HAS BEEN PREPARED BY HIGHWOOD TO ASSIST WITH THE PROMOTION OF PROPOSED DEVELOPMENT AT LAND EAST OF WHITSBURY ROAD, FORDINGBRIDGE IN NEW FOREST DISTRICT, HAMPSHIRE. THE SITE FORMS PART OF STRATEGIC SITE 17 AS ALLOCATED IN THE NEW FOREST DISTRICT LOCAL PLAN PART 1.

SUMMARY OF PROPOSALS

- Site Area**
The site is circa 1.21 hectares.
- Amount and Use**
70 bed care home – use class C2
6–no. chalet-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 roofspace)
- Appearance and Materials**
Buildings will be contemporary in form and detailing with materials referencing the local vernacular.



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

Our proposals offer 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 well-being.

As a reputable developer with a track record of delivering high-quality, sustainable care home developments, Highwood is dedicated to creating spaces that not only fulfill the increase of care needs but also enrich the lives of the residents and the surrounding community.

Our proposed development at Whitsbury Road, Fordingbridge 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 straight away, taking into account the site constraints, retaining existing landscape features such as established trees and hedgerows.

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 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.



SITE AND SURROUNDING AREA

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.

The parish benefits from good connectivity relative to other settlements in this part of New Forest District, with accessible road links and proximity to larger urban centres.



SITE CONTEXT

The site is located on the northern settlement edge of Fordingbridge in Hampshire, east of Whitsbury Road and measures approximately 1.21 hectares in area.

The site is currently formed of grass fields, pasture and existing trees and hedgerows. To the west, the site is bounded by Whitsbury Road, to the north by two residential properties and a public footpath behind a mature hedge, to the east by a new residential development (17/10150) and to the south by an agricultural field and a private property.

Whilst the site is currently occupied by agricultural land, it forms part of a housing allocation Strategic Site 17: Land at Whitsbury Road, Fordingbridge for residential-led mixed use development and open space, in the New Forest District Local Plan 2016-2036 Part 1: Planning Strategy.

The area to the west of the site on the opposite side of Whitsbury Road is occupied by a nearly complete residential development of Whitsbury Green (20/11469), which forms part of the same Strategic Site. This development was

granted permission in 2022 and comprises of 64 homes and associated green infrastructure, which would be located predominantly along Whitsbury Road as a linear public green open space.

Further description of the site and surroundings, including key viewpoint images are contained in the Landscape Analysis sections later in this document.



THE TOWN CENTRE OFFERS A VARIETY OF INDEPENDENT SHOPS, TRADITIONAL PUBS, ESSENTIAL SERVICES AND EMPLOYMENT, FOSTERING A VIBRANT COMMUNITY ATMOSPHERE.

PLANNING CONTEXT

RELEVANT PLANNING POLICIES AND GUIDANCE

The site lies within the administrative boundary of New Forest District Council (NFDC), where the lead development plan documents and policies most relevant to the consideration of the proposals are considered to be:



LOCAL PLAN 2016-2036 PART 1: PLANNING STRATEGY

- **Policy SS17:** Site East of Whitsbury Road, Fordingbridge
- **Policy STR1:** Achieving Sustainable Development
- **Policy STR3:** The strategy for locating new development
- **Policy STR4:** The settlement hierarchy

- **Policy STR5:** Meeting our housing needs
- **Policy ENV1:** Mitigating the impacts of development on International Nature Conservation sites
- **Policy ENV3:** Design quality and local distinctiveness
- **Policy ENV4:** Landscape character and quality
- **Policy HOU1:** Housing type, size, tenure and choice

- **Policy HOU2:** Affordable housing
- **Policy HOU3:** Residential accommodation for older people
- **Policy CCC1:** Safe and healthy communities
- **Policy CCC2:** Safe and sustainable travel
- **Policy IMPL1:** Developer Contributions
- **Policy IMPL2:** Development standards

LOCAL PLAN PART 2: SITES AND DEVELOPMENT MANAGEMENT 2014

- **DM2:** Nature conservation, biodiversity and geodiversity
- **DM10:** Residential accommodation for older people

CORE STRATEGY (SAVED POLICY)

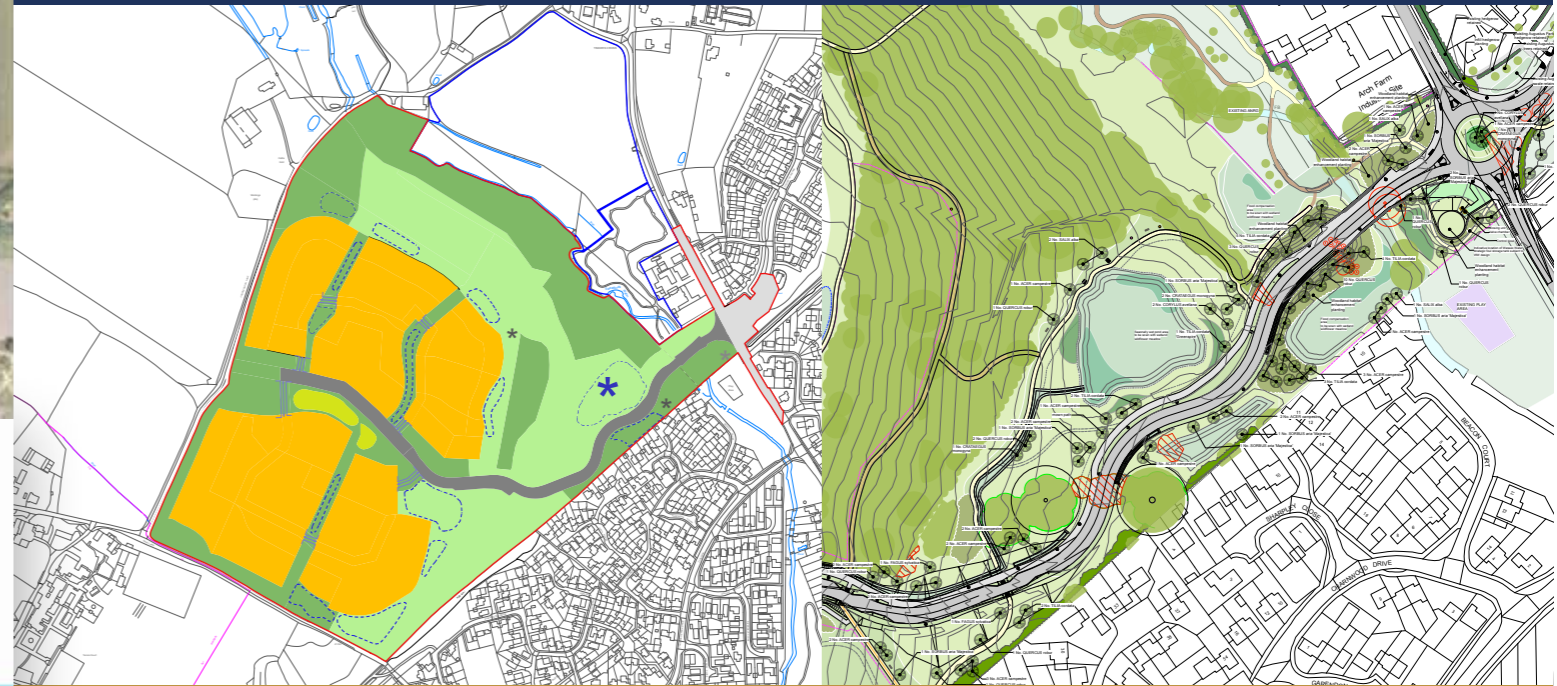
- **CS7:** Public open space

HAMPSHIRE MINERALS AND WASTE PLAN

- **Policy 15:** Safeguarding Mineral Resources

SUPPLEMENTARY PLANNING GUIDANCE AND DOCUMENTS

- **SPD:** Air Quality in New Development
- **SPD:** Housing Design, Density and Character
- **SPD:** Mitigation Strategy for European Sites
- **SPD:** Parking Standards



PLANNING HISTORY – SITE AND SS17 ALLOCATION

There is no relevant history on the pre-application site itself. Within the wider SS17 allocation area, the following applications are relevant:

17/10150 – Phase 1 ‘Augustus Park’ (Land East of Whitsbury Road), comprising the development permitted for 145 homes, SANG and public open space, prior to site allocation under Policy SS17. Granted in March 2018 subject to legal agreement.

This development has been built out in its majority, almost complete.

20/11469 – Phase 2 ‘Tinkers Cross’ (West of Whitsbury Road), for the erection of 64 dwellings, ANRG and new access on to Whitsbury Road. Granted November 2022 subject to legal agreement. This development is currently under construction.

21/10052 – Phase 6 ‘Land to West of Whitsbury Road’, an outline application for residential development and change

of use of land to Alternative Natural Recreational Greenspace and all other necessary on-site infrastructure – including full details of a new access in the form of a roundabout on Whitsbury Road to serve the ‘Phase 6’ site and ‘Phase 1’ site. Subject to a resolution to Grant at committee in January 2024, subject to completion of a Section 106 legal agreement (ongoing).

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 INSIGHTS 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.

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.

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	11,930	4.9%
4 miles	87 bed shortfall	14,385	4.7%
5 miles	179 bed shortfall	29,453	4.4%
6 miles	367 bed shortfall	48,638	4.5%
7 miles	354 bed shortfall	59,450	4.6%

"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.

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 below table 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 below, 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.

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.

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 36.

A SUSTAINABLE LOCATION

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

ROADS

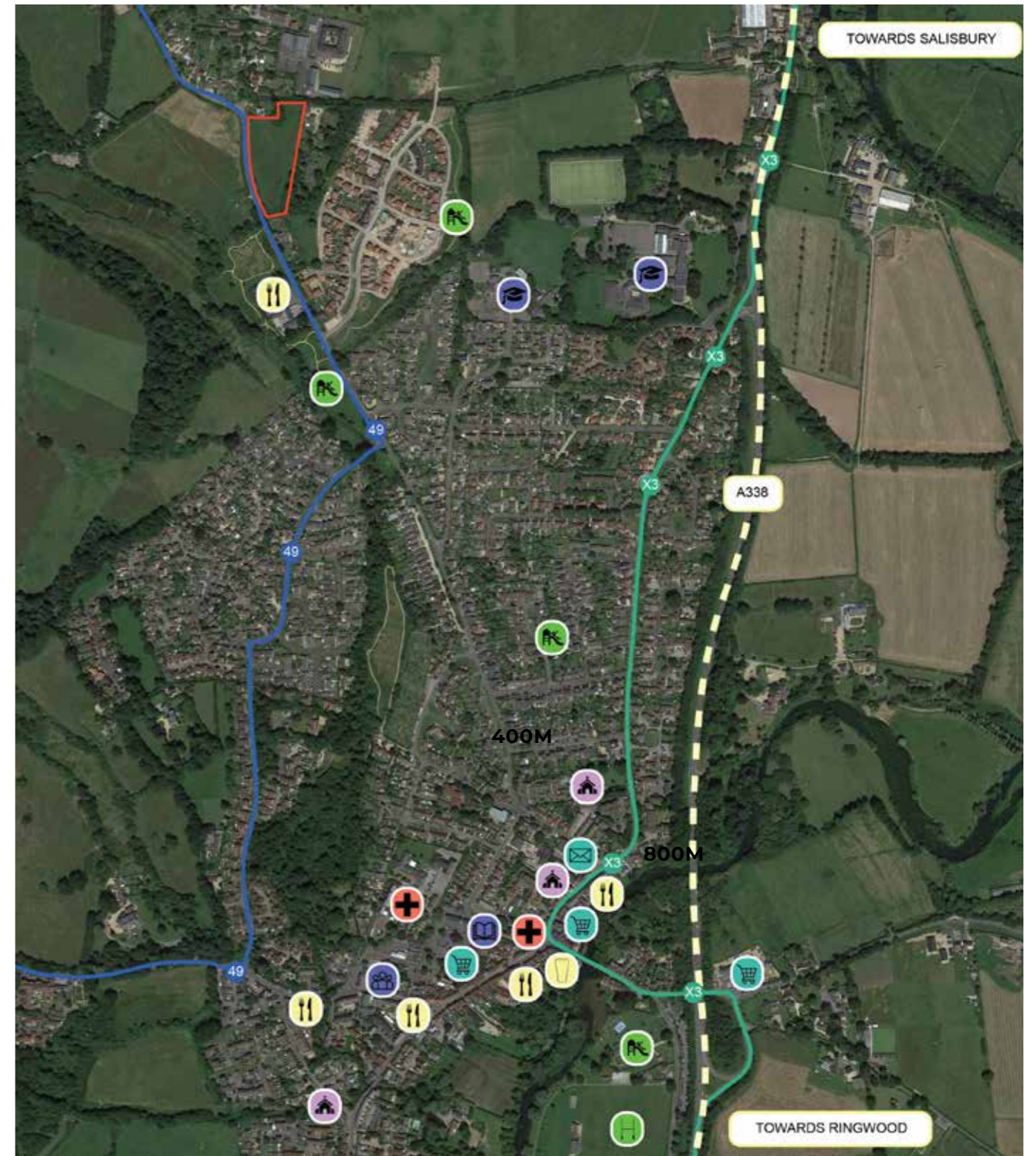
Fordingbridge is served by the A338 between Ringwood and Salisbury providing easy connection to these two towns. The road connects to the A31 between Southampton and Bournemouth, which provides connection to the wider New Forest area.

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.

THE SITE IS 1.2KM AWAY FROM THE VILLAGE CENTRE OF FORDINGBRIDGE, CONTAINING A RANGE OF SHOPS AND SERVICES INCLUDING HEALTHCARE, FOOD AND DRINK, LIBRARY AND RELIGIOUS BUILDINGS.



KEY

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

LANDSCAPE ASSESSMENT

THE SITE IS LOCATED ON THE NORTHERN SETTLEMENT EDGE OF FORDINGBRIDGE, EAST OF WHITSBURY ROAD. TO THE WEST, THE SITE IS BOUNDED BY WHITSBURY ROAD, TO THE NORTH BY TWO RESIDENTIAL PROPERTIES AND A PUBLIC FOOTPATH BEHIND A MATURE HEDGE, TO THE EAST BY A NEW RESIDENTIAL DEVELOPMENT (17/10150) AND TO THE SOUTH BY AN AGRICULTURAL FIELD AND A PRIVATE PROPERTY.

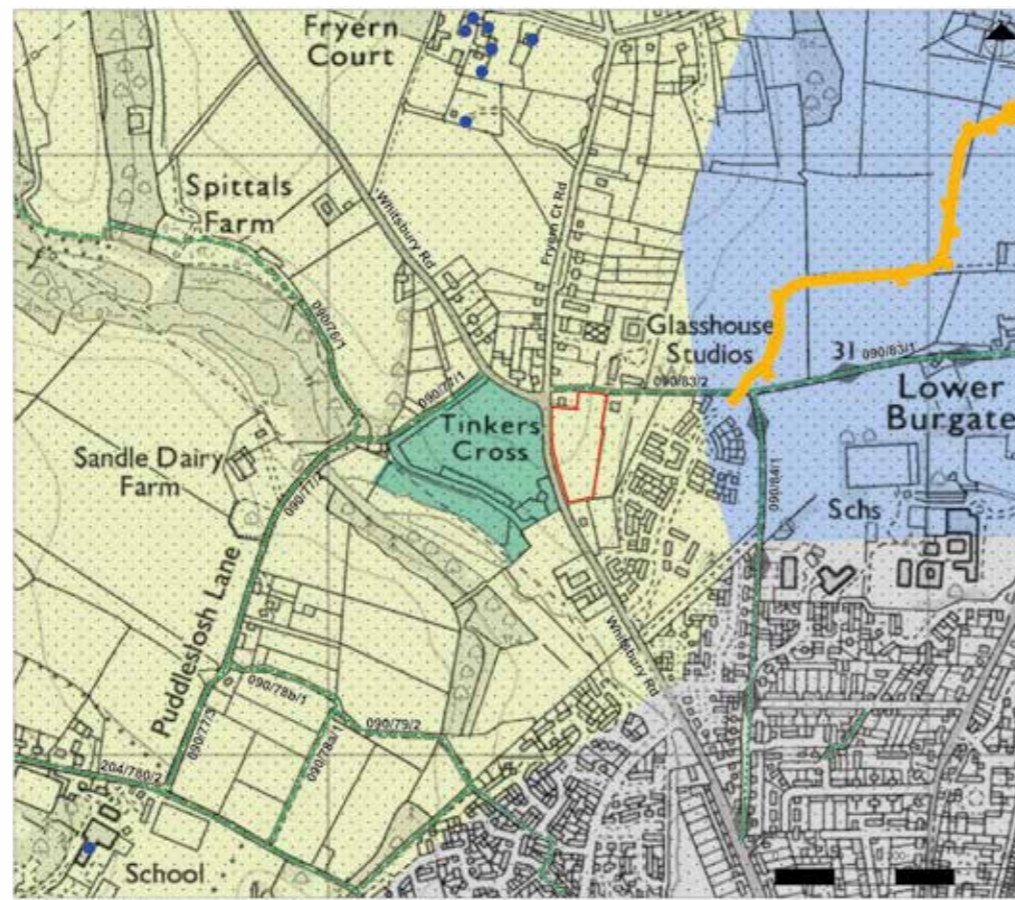
Whilst the site is currently occupied by agricultural land, it forms part of a housing allocation Strategic Site 17: Land at Whitsbury Road, Fordingbridge for residential-led mixed use development and open space, as shown in New Forest District Local Plan 2016–2036 Part 1: Planning Strategy on pages 166–170.

The area to the west of the site on the opposite side of Whitsbury Road is occupied by a nearly complete residential development of Whitsbury Green (20/11469), which forms part of the same Strategic Site. This development was granted permission on 9 February 2022 and comprises 64 homes and associated green infrastructure, which would be located predominantly along Whitsbury Road as a linear public green open space.

There are no landscape designations within the site or its local context. The only ecological designation of relevance is a Tree Preservation Order no 0027/14 which is situated on the boundary with the new development to the east of the site.

There are few heritage assets in the local area – they comprise a group of Grade II Listed Buildings at Fryern Court to the north of the site. There is no intervisibility between the site and those heritage assets.

The surrounding rural area has a well-developed network of Public Rights of Way (PRoW), which include popular local footpaths and the long-distance



Avon Valley Path, which is located on the other side of the recently constructed development to the east.

In addition to the new residential developments in the local area, Burgate Link Road, which will connect the Augustus Avenue residential development with the A338 at Upper Burgate, is under construction to the east of the site.



The site and most of the study area (defined by the extents of mapping on the context plan) are located within National Character Area (NCA) 135 Dorset Heaths. Whilst landscape characterisation on a national level is useful in setting the context for the proposed development and describing the overall character for large study areas or developments, we consider that the most appropriate level of detail for this initial appraisal is provided within the New Forest District Council's own landscape character assessment, which divides the District into smaller, local Landscape Character Areas (LCA). These local character areas are more appropriate to the scale of the proposed development and its likely impact.

The New Forest District Landscape Character Assessment: Main Report produced in 2000 provided a comprehensive integrated landscape and townscape assessment of the New Forest District Area. The entire study area is located within the LCA 6 Upper Avon Valley and the only Landscape Character Type (LCT) Enclosed Farmland and Woodland, which covers the central and western parts of the study area, including the site, outside the urban area of Fordingbridge. The north eastern part of the study area is located within the LCT River Terrace Farmlands, but this character type is not likely to be affected by the proposed development due to the lack of any material views from this area.

The key characteristics of the LCA 6 Upper Avon Valley provided in the study are repeated in the 2015 study for the New Forest National Park and are as follows:

- Broad open valley containing the meandering River Avon and enclosed to the east by a steeply wooded ridge.
- Gently meandering river with stone bridges at minor crossing points.
- Large areas of unimproved neutral grassland and open water meadows of high nature conservation importance.
- Large settlements of Fordingbridge and Ringwood in the floodplain are historic crossing points of the river.
- Main A338 runs the length of the valley with minor crossings in an East-West direction.
- Church towers are features, protruding from trees within the floodplain.
- Timber framed thatched cottages are a feature of the valley.
- Open bodies of water, resulting from gravel extraction, function as important breeding grounds and habitats for wintering wildfowl as well as recreational lakes.
- Distant views to steep wooded slopes.

The relevant landscape management principles are:

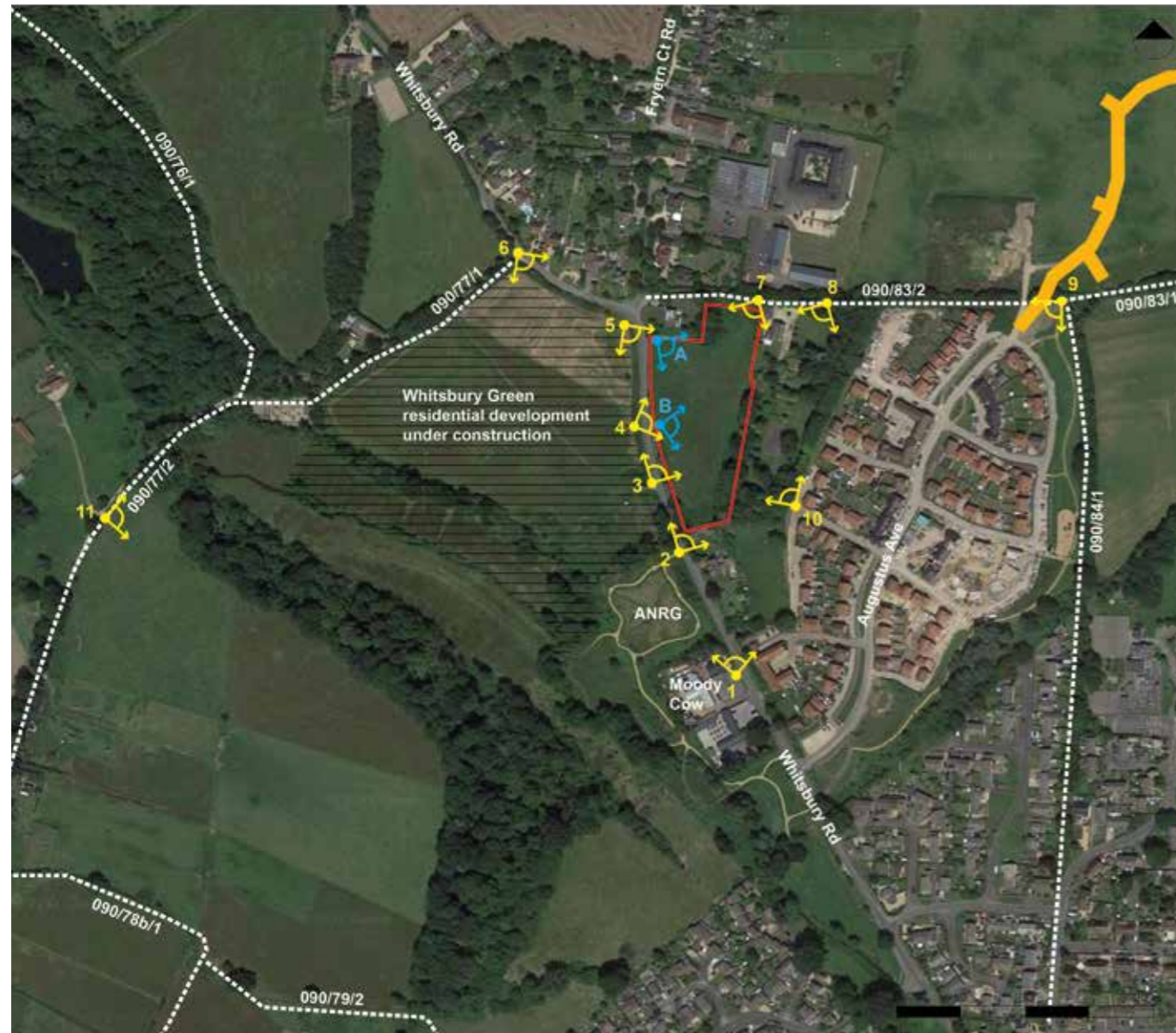
- Sustainable management of existing woodlands by thinning, coppicing and/or replanting will ensure that these important features are conserved as a visual backdrop to the floodplain and a valuable wildlife habitat.
- New planting of species indigenous to the area, and of local provenance, will be most easily integrated into the environment.
- The management of grassland as hay meadows and unimproved grazing marsh, maintaining increased ground water levels and shallow winter flooding, will help to extend the area of water meadows which are a highly valued, and historic, feature of the valley.
- The area is likely to include some suitable sites for the rare black poplar, which is the subject of a national recolonisation programme.
- The conservation of veteran trees should be a priority as they are particularly important features of the area.

The study also contains a list of principles for built form:

- Settlements are characteristically small and dispersed; any new development should be designed to follow this pattern.
- Built development which would obscure views over the valley, should be avoided for example continuous ribbon development along roadsides.
- Views across the floodplain to settlements should be conserved and enhanced, perhaps by creating opportunities for views from the road or by using planting to frame selected views.
- Stone bridges are characteristic features of the landscape and merit careful conservation.
- Timber beamed red brick cottages with thatch are the traditional built form. Red brick ornate Victorian cottages are also a locally characteristic feature as are white painted cottages with slate roofs and weatherboarding on agricultural buildings.

VISIBILITY AND VIEWS

The site is well contained in the local landscape due to topography, vegetation and adjacent built form. Once the neighbouring Whitsbury Green scheme is complete, the site will be practically surrounded by residential developments and will form part of a large strategic development area.



KEY

- Site boundary
- Residential development under construction
- Burgate Link Road under construction
- Public Rights of Way (Hampshire)
- 📍 Viewpoint locations
- 📍 Site panorama locations



Whitsbury Rd at Moody Cow shop 1



Whitsbury Rd at ANRG entrance 2



Whitsbury Rd at construction site entrance 3



Whitsbury Rd at new residential development entrance 4



Whitsbury Rd junction with Fryern Ct Rd 5



Whitsbury Rd junction with Puddleslosh Ln 6



North of the site 7



North east of the site 8



Crossing with Burgate Link Rd 9



Residential development east of the site 10



Puddleslosh Ln at dairy farm access 11

VISIBILITY AND VIEWS

To the north, the site can be glimpsed through a gap in a hedgerow along the PRoW no 83, which is illustrated by viewpoint 7, however, most views from this footpath are completely contained by vegetation, as illustrated by Viewpoint 8.

The site is not visible from any areas to the east. This includes footpaths,

such as the PRoW no. 83 or Avon Valley Path (PRoW no 84), which are represented by Viewpoint 9. At this viewpoint, located at the junction of both paths, the site is completely obscured by new development and the construction area of Burgate Link Road. Viewpoint 10 shows typical views of the site from the residential edge to the east of the site – the interior of the

site is screened by mature vegetation along the site boundary.

There are no views of the site from any distant areas to the west of the site, which include elevated countryside along Puddlesloh Lane (PRoW no 77) or its junction with Whitsbury Road in Tinkers Cross (see Viewpoints 11 and 6), respectively.



North western site corner **A**



Central western site boundary **B**

The main area of site visibility is along Whitsbury Road, which is adjacent to the site's western boundary. The changing site visibility from this local road is illustrated by a series of Viewpoints. Viewpoint 1, located near the Moody Cow shop to the south of the site, does not provide views of the site due to roadside vegetation and a slight road curvature. When travelling from the south, limited views of the site become available near the existing pedestrian access point to the ANRG space, just near the south western corner of the site (see Viewpoint 2), to become more open along the section of Whitsbury Road which is adjacent to the site boundary (Viewpoints 3 and 4). Viewpoint 5 provides views of the existing site access along Whitsbury Road.

In addition to the Viewpoint photographs, which represent various receptors around the site with different degrees of site visibility, we have also taken two site photographs to illustrate its main components: boundary vegetation (predominantly hedgerows), an open meadow in the western part of the site and the well treed area in the east, which forms backdrop of views from Whitsbury Road – see Site Views A and B, as marked on the Viewpoint Context Plan.

LANDSCAPE AND VISUAL ANALYSIS

Following our desktop study and field survey undertaken in June 2024, we have identified the following key landscape issues to be considered in the design of the proposed development:

- The site is allocated for residential development as part of the wider Strategic Site 17, as shown in New Forest District Local Plan 2016–2036 Part 1;
- The development to the west of the site, Whitsbury Green, is at its last construction stages;
- Whilst there are no designated ecological areas in the vicinity of the site, the eastern part of the site contains mature tree planting, including a small group of trees covered by a TPO at the site boundary;
- Mature boundary hedgerow along the western site boundary (Whitsbury Road);
- Potential views of the site from the proposed ANRG area, which is being constructed along Whitsbury Road as part of Whitsbury Green development, and from the development's future residential edge;
- Properties adjacent to the northern edge of the site;
- The southern part of the site is proposed as 'potential open space' in the local plan (as part of Strategic Site 17 masterplan).

To address the above issues, in particular the future Whitsbury Green development and the emerging residential of Whitsbury Road, we propose the following landscape principles for the development within the site:

- Create a pleasant, green edge to Whitsbury Road to respect views from the proposed ANRG under construction and future residential character of this section of Whitsbury Road;
- Set the development back from the street frontage or visually break down any large buildings (such as the proposed care home) into smaller wings/parts to respect the residential nature of this part of the Strategic Site and to create the variety and architectural detail typical for residential areas;
- Soften the proposed development edge with planting and, wherever possible, create green open spaces supplemented by tree and amenity planting.
- Protect, retain and manage vegetation within the eastern part of the site, according the landscape management principles from the NFDC character studies, to conserve this feature as a visual backdrop to views and a valuable wildlife habitat;
- Provide landscape and Green Infrastructure (GI) enhancements along the site boundaries and across the entire site to better integrate it into the surrounding landscape;
- New planting should consist of species indigenous to the area, and of local provenance, if possible.

PLANNING CASE

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



THE COUNCIL'S SPATIAL STRATEGY

The Council's spatial strategy, as set out in Policies STRA 1 – 9 of the Local Plan Part 1 seeks to provide for sustainable development by locating new residential development primarily within the towns and larger villages and by retaining and supporting the Green Belt. More generally, the policy also seeks to safeguard the countryside and coast from encroachment by built development.

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 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.

The masterplanning objectives (as they were set out at the time of allocation) were illustrated in a Concept Master Plan (see below) 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.

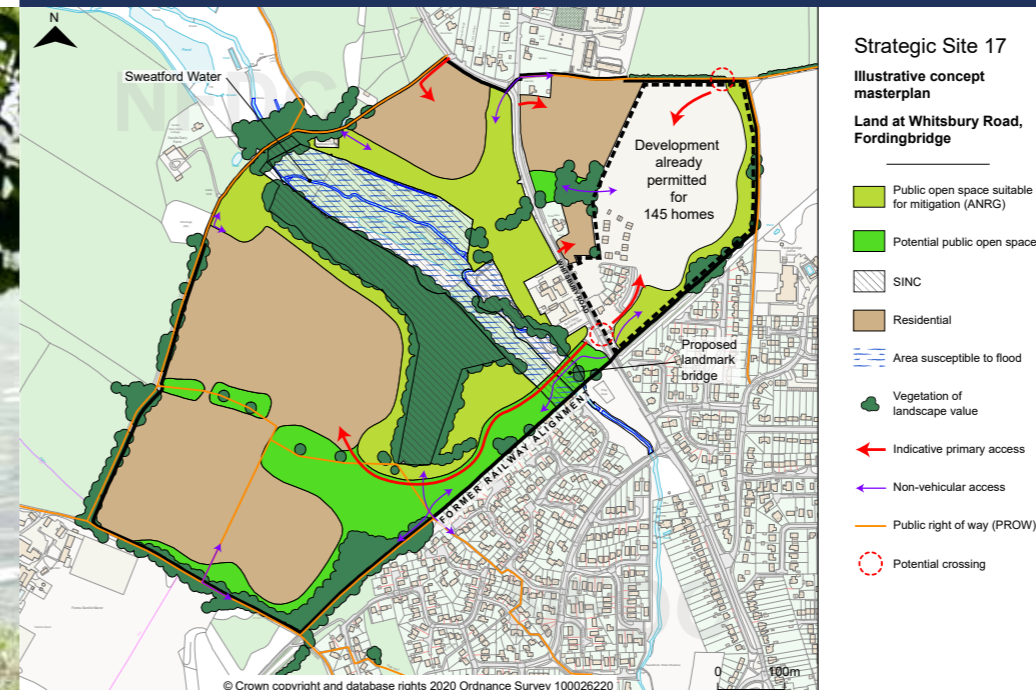
The policy envisages three distinct neighbourhoods in terms of setting, sense of place and character, with a gradual transition to lower densities and detached properties along rural edges including Puddleslosh Lane and Marl Lane which are located west of Whitsbury Road:

- The land east of Whitsbury Road as a suburban neighbourhood focused

on a corridor of high-quality streets and linked spaces.

The policy highlights site-specific considerations to be addressed including:

- The developers of Strategic Site 16: Land to the north of Station Road, Strategic Site 17: Land at Whitsbury Road, and Strategic Site 18: Land at Burgate will be required to work cooperatively with each other and with Wessex Water to deliver a suitable foul sewer connection to the Fordingbridge treatment works.



- Access to the site will be from a roundabout on Whitsbury Road, with access to the south west side from a bridge crossing Sweatford's Water.

- Contributions towards the provision of formal open space on Strategic Site 16: Land to the north of Station Road and/or Strategic Site 18: Land at Burgate.

- The loss of healthy specimen trees to accommodate development or provide access should be minimised.

- The preparation of a detailed site-specific Flood Risk Assessment (FRA) will be required which should demonstrate that there will be no inappropriate development within Flood Zone 3b.

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. The scheme includes an element of specialist care accommodation for older people in the form of a 60-bed care home that falls within residential use class C2 of the use classes order (alongside the 6no. class C3 chalet-bungalows).

The "Housing Supply and Delivery" section of the national Planning Practice Guidance allows for other forms of residential development to count towards an area's housing land supply. This includes an allowance for residential care homes.

The "Housing for Older and Disabled People" section confirms this at paragraph ref. ID: 63-016a-20190626. The Guidance also highlights that the need to provide housing for older people is **critical**.

**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.

This is the same principle as applied by the Council in their determination of a similar scheme for a 66-bed care home that was allowed under application 23/10172 on part of an allocated site (MAR3 – Land South of Hythe Road) at ‘Land south of Hythe Road & East of St Contest Way’ in Marchwood earlier this year.

The Justin Garner Consulting evidence base of Objectively Assessed housing need to support the Local Plan Part 1 also considered the specialist housing needs for the aging population, supplemented by demographic projections for the plan area, identifying that there would be significant increases in the percentages of the total population falling within older age categories would need housing designed to cater for their health and mobility needs as residents live longer.

The report predicted 970 care bed spaces would be required in the District over the plan period, with 203 in the

Avon Valley and Downlands ‘sub-area’. We have demonstrated in the previous sections using the latest Carterwood data how there is a critical national and local need that is not being planned for or met in the District or local catchment. The provision of 60 bed spaces would make a significant contribution towards that target, weighing heavily in favour of the scheme.

OTHER CONSIDERATIONS

AFFORDABLE HOUSING

As a care home falling within use class C2, this is excluded from the requirement to provide affordable housing, consistent with supporting text to Policy HOU3 which at para 6.28 states:

“6.28 On-site provision of affordable housing will be sought on sheltered and extra care housing schemes, also in the form of sheltered and extra care housing, having regard to the viability implications of any communal or care facilities and services provided”.

The level of care within the scheme’s care home is in line with a ‘Residential Care Home & Nursing Home’ as defined in planning practice guidance para. ID: 63-010-20190626. I.e. this is beyond the level of care that would bring the facility within ‘Extra Care or Housing with Care’, which HOU3 would seek an affordable housing contribution on.

Policy HOU2 requires all new developments of 11 or more dwellings, or of more than 1,000 sqm gross internal area of residential floorspace [i.e. class C3], to provide affordable housing. Six chalet-bungalows at a floorspace below 1000 sqm is proposed and therefore no affordable housing is required.

NUTRIENT NEUTRALITY

The planning application will be accompanied by a Nutrient Balancing Assessment demonstrating how the proposals will achieve nutrient neutrality – to be realised through the purchase of off-site nutrient mitigation credits and secured by way of Grampian condition.

BIODIVERSITY NET GAIN

The planning application will be accompanied by a BNG Assessment and calculator demonstrating how the proposals will achieve a minimum of 10% biodiversity net-gain.

MITIGATION MEASURES TO ADDRESS IMPACTS ON NATURE CONSERVATION SITES, POS, DESIGN AND ACCESS

In accordance with the Mitigation for Recreational Impacts on New Forest European Sites SPD, the proposals will provide an area of ANRG within the scheme, to form part of the wider ANRG strategic scheme in the surrounding area, delivered under the Policy SS17 allocation – including extensive open space to the west of Whitsbury Road and at Augustus Park, secured under applications 17/10150 and 20/11469. The NFDC online ‘Live Calculator’ for ANRG and POS requirements states that for six new (2-bed) dwellings as proposed, the following is required:

Occupants	12.6
Min. ANRG rqd	0.10
Informal POS rqd	0.03
Play space rqd	0.00
Formal POS rqd	0.02
Total OS rqd	0.15

The following sections describe how we are addressing design, access and other development management policies within our emerging proposals. Any future planning application will be accompanied by a full suite of reports and supporting information to demonstrate how development plan and other planning policy and guidance is complied with.

CONCLUSION

The proposals accord with the development plan which is the starting point for the consideration of planning applications, notwithstanding any other material considerations. The proposals should therefore benefit from the presumption in favour of sustainable development under paragraph 11 of the NPPF which encourages approving development

proposals that accord with an up-to-date development plan without delay.

Not only would the scheme make a significant contribution to the supply of specialist housing for the elderly, it would also result in the release of predominately under occupied housing locally. It is commonplace that residents moving in to care do so from a family home they have occupied for many years, potentially as single occupants of larger family homes, thereby releasing those homes to the open market.

Whilst the site is allocated for housing, the principle of a care home provides a specialist form of housing for which there is a significant need. The PPG and NPPF support this form of residential care to contribute towards meeting housing need – the PPG even describes the need to plan for this type of accommodation as being critical. The principle of the development should therefore be considered acceptable.

The scheme would deliver economic benefits during construction but also provide employment in a range of roles supporting the operation of a care home, including building and grounds maintenance as well as nursing/care staff, management etc. It would achieve environmental benefits of delivering major scale development in an urban area capable of supporting such a scale of development. It would have social benefits of delivering much needed specialist care housing, in an area where there is a shortfall in the supply of housing and the significant welfare benefits for residents in need of such care and support.

These benefits contribute to the delivery of a sustainable development in accordance with development plan policy STR1 and the NPPF.

SITE CONSTRAINTS AND OPPORTUNITIES

THE DIAGRAM ILLUSTRATES THE FOLLOWING 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.

KEY

 SITE BOUNDARY	 STRONG TREE SCREENING FROM SITE
 EXISTING TREES	 ROAD DIRECTION
 ALLOCATED PUBLIC OPEN SPACE	 EXISTING SITE ACCESS POINT
 EXISTING 1 STOREY BUILDINGS	 PROPOSED ALTERNATE ACCESS ONTO SITE
 EXISTING 1.5 STOREY BUILDINGS	 EXISTING OVER-HEAD CABLES
 EXISTING 2 STOREY BUILDINGS	 NEIGHBOURING OUTLOOK
 GRADIENT	 TOPOGRAPHICAL DEPRESSION
 SUN PATH	 EXISTING POAD



DESIGN DEVELOPMENT 1

The site layout (Image 1) has evolved based upon analysis established from the site constraints and opportunities.

Key features of the principles include:

- Illustrating the building positions, articulation and relationships to the external landscaped environment and neighbouring residential context.
- Residential units located upon entrance into development and at intersecting junctions create identifiable nodes assisting users in navigating through the development.
- Residential units located to the site frontage provide continuity of existing build line established by existing dwellings to the north.
- L shaped care home footprint creates the opportunity to provide an identifiable entrance upon approach.
- Proposed position care home plan form maximises presence along street scene.
- The proposed site strategy demonstrates a sensitive design approach which respects existing trees and land depressions.

The principles of the site layout discussed above although address certain constraints, falls short on the points below:

- Bulk of care home building fronting Whitsbury Road thus appearing too large and overbearing on street scene.
- Number of residential units proposed creates a cramped environment with limited open space and relief among units.
- Site layout provides no opportunity for open space allocation.
- Care home footprint provides limited variety of associated external amenity gardens.

Additional design development is required to further evolve the site principles. This is explored in detail in the next section.



DESIGN DEVELOPMENT 2

The site layout has evolved based on the principles set out in the previous section.

Key features include:

- Rationalisation of the residential units to provide smaller number of units. This provides more relief among units with further landscaping margins.
- The access point into the care home land parcel has been relocated further to the west providing more efficient layout.
- Proposed care home re-organised to a C-shaped plan and re-positioned on the site to reduce the mass of the building along Whitsbury Road frontage.
- C-shaped plan form of care home provides a variety of care home external amenity gardens.



CONCEPT PLAN

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.

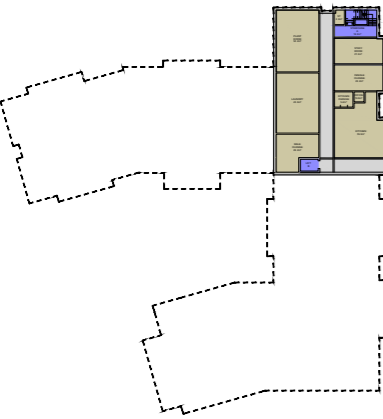
The setting of the care home has allowed for an area of public open space to be provided in the centre of the site, useable by both the residents of the chalet-bungalows and visitors to the care home.

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.

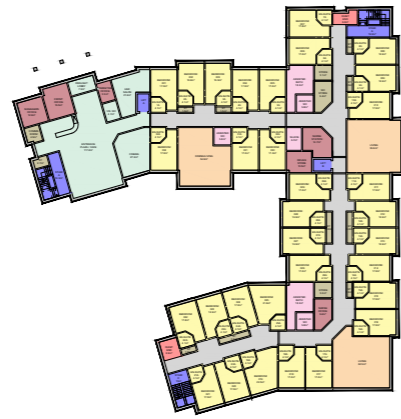
The C-shaped plan enables the building to reflect the more residential scale on the Whitsbury Road Street Scene while respecting the surroundings with

sensible separation from all boundaries. The most dominant elevation of the building faces the strong tree screening to the west of the site where there is no public vantage point.

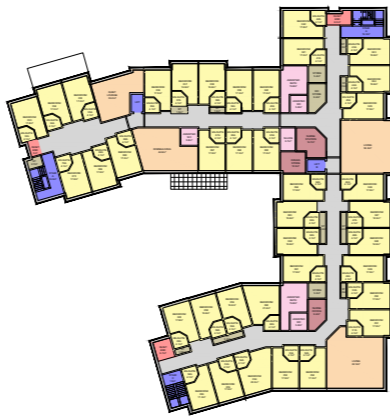
The spaces around the plan enable a variety of external landscaped gardens to be created providing recreation amenity for future residents accessed via the variety of internal communal spaces.



LOWER GROUND FLOOR PLAN



GROUND FLOOR PLAN



FIRST FLOOR PLAN



INSPIRATION



01 – Cuttlebrook Care Home – Thame



02 – Abbots Wood Manor Care Home – Hailsham



03 – Portsdown View Care Home – Havant



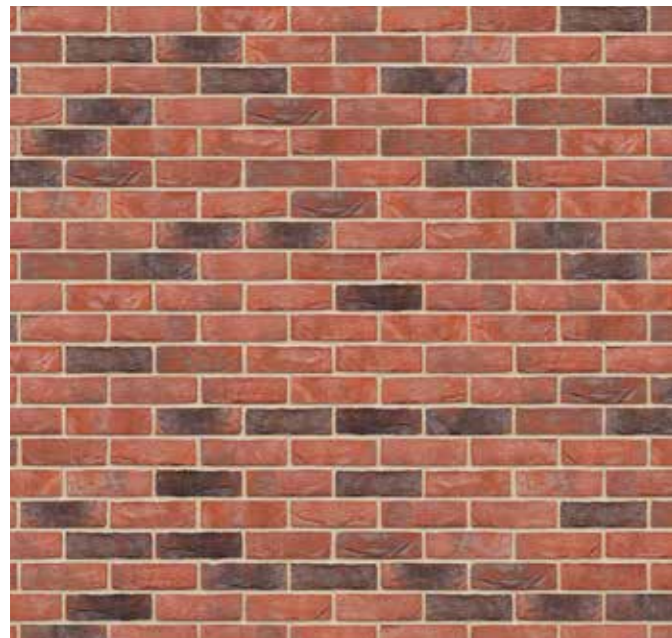
04 – Dashwood Manor – Basingstoke

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



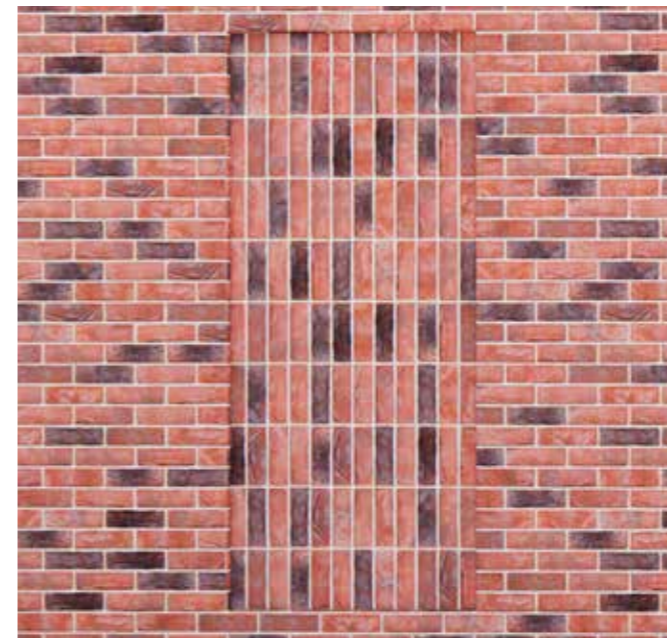
02 - Grey roof tile



03 - Grey cladding



04 - Grey windows



05 - Recessed brick panels



06 - Balcony/glass balustrade

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.

Read more about Highwood's experience in the care and retirement sector, then talk to us about creating a development package that will give you the very best return on your investment.



"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

- 
 57 EN SUITE
BEDROOMS
- 
 PRIVATE
DINING
- 
 BIG SCREEN
CINEMA
- 
 CAFE
- 
 HAIR & NAIL
SALON

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.



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 to the provision of specialist care facilities for older people, for which there is an identified unmet need, one which 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 3 years.

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 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.

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 and to local transport options for future residents, visitors and staff to utilise.

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.



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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