

RD/ER

24th May 2016

Mrs Ann Wright
62 Well Lane
Malpas
Cheshire
SY14 4QH

Sent by Post & Email

Dear Mrs Wright

RE: Potential Site – High Street, Tarporley

You will recall at our meeting on 26th February, 2016 that you suggested that a public consultation event be held to gauge support for a potential retirement living development. As you are aware we held a public exhibition on 21st April, 2016 where the vast majority of the feedback received was positive and in support of our initial proposals.

In total 75 people attended the exhibition and feedback cards were received from 45 on the day and a further 16 through the post. In total 45 expressed support and only 16 objected; thus almost 75% of the feedback was in support of the scheme.

We do not find this surprising given the existing and growing need for specialised accommodation for older people within Cheshire West and more specifically Tarporley itself. The Cheshire West and Chester 2013 Strategic Housing Market Assessment (SHMA) (July 2013) highlights that *'over the next few decades, there will be a 'demographic shift' with the number (and proportion) of older people increasing. Over the period 2010 to 2030 the number of residents of pensionable age and over is expected to increase from 71,800 to 108,000 (or by 50.4%). The number aged 75 and over is expected to increase by 79.6% (from 28,000 in 2010 to 50,300 by 2030).'*

The SHMA notes that ensuring a range of appropriate housing provision for older people is *'a major strategic challenge for the Council'*. Indicating that there is *'a degree of interest in new forms of older persons' accommodation, for instance open market dwellings, sheltered accommodation and extra care housing'*. The SHMA recognises that *'providing a wider range of older persons' accommodation has the potential to free-up larger family accommodation'*.

The Local Plan Part One (January 2015) recognises that the *'borough has an ageing population which will lead to specific accommodation needs'* and that *'providing a wider range of older persons' accommodation also has the potential to free up family accommodation'*. The Plan considers it appropriate to encourage the provision of smaller family homes of two to three bedrooms in order to enable new households to get on the housing ladder, and for older households to downsize. The Local Plan refers to the SHMA and highlights the recommendation that the range of housing options available to older people should be diversified, with the development of open market housing marketed to older people.

In terms of Tarporley itself, the Neighbourhood Plan highlights the relatively high proportion of older people compared to England and Cheshire West and Chester. It goes on to set out Policy TH3 – Housing for Older People which states, *"new housing, including nursing homes and older persons accommodation, which is designed to meet older peoples' needs, either as part of mixed developments or as separate schemes, will be encouraged"*. Our proposed Retirement Living housing will provide modern, purpose built accommodation, in keeping with the needs and aspirations of older people within Tarporley.

Given the local support and acknowledged need for our scheme we are now looking as to how best to progress with our proposals. We believe that the best way forward would be to promote the site within the emerging Cheshire West and Chester Local Plan (Part Two) Land Allocations and Detailed Policies. We understand that informal consultation on the preferred approach, draft policies and allocations is likely to take place this Summer and we intend to make a representation to Cheshire West that the site be allocated for older persons housing and a public car park/village green. We do not believe another site could provide the car park and village green in such a central location and believe they would make a material contribution to the village.

We hope to make our submission to the Council shortly so that the site can be included in the emerging consultation. In light of the positive feedback from the public we would be grateful if the Parish Council would be able to support our proposed representation.

In response to the query raised in your email of 23rd May 2016, we sent 1008 newsletters to properties across Tarporley, (115 commercial and 893 residential). As with all McCarthy & Stone consultations, we use the site as the centre of the consultation area and draw up a radius that covers around 1000 properties.

On top of this we also sent letters to:

- Ward members
- Parish Council
- Cabinet members
- Planning Committee members
- The MP

We would be pleased to have the opportunity of further discussions with you prior to submitting our representation and if you require any further information please do not hesitate to contact us. We look forward to working with you on this scheme which will deliver much-needed specialised accommodation for local older people.

Yours sincerely

A handwritten signature in black ink, appearing to read 'R Dean', with a stylized flourish at the end.

Richard Dean
Land Director
North West Region