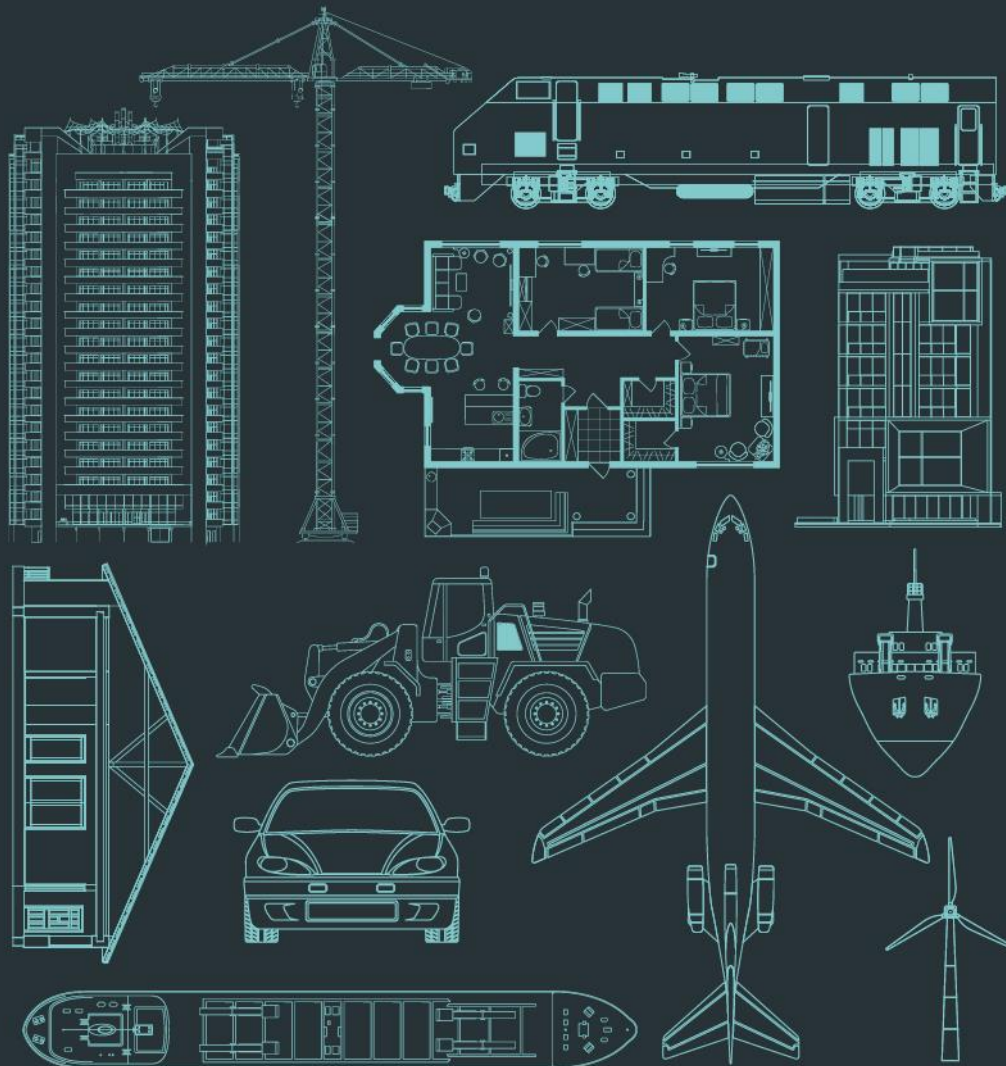


becg



## Statement of Community Involvement (SCI) – Land at Oakfield, Sale

Created for McCarthy Stone

November 2022

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The ideas and information contained within this report and any other associated documents are of a confidential nature and must not be passed on to any third party without the prior written consent of BECG.

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# Executive Summary

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McCarthy Stone is committed to consulting with the local community regarding its proposals to develop land at Oakfield, Sale with Retirement Living accommodation, car parking and landscaping.

Residents and stakeholders were given the opportunity to provide feedback regarding the proposals at all stages of the public consultation. This incorporated several different channels, including online feedback forms on a project website and postage paid feedback cards issued with the project newsletter. A freephone information line, and a feedback email address were also made available throughout the course of the pre-application planning stages for interested parties to receive further information and to provide their feedback to the project team.

The consultation has been designed to maximise the opportunity to participate through having a comprehensive digital element. Hard copies of the consultation materials were available by post on request. This ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

Pre-consultation meetings were held with local stakeholders and site neighbours in October and a virtual public consultation was held from **Monday 7th November until Monday 21st November 2022**. More than 2,000 addresses close to the site were invited to view this. The virtual consultation was viewed 73 times during this period. An online feedback form was available as part of the virtual consultation for attendees to record their views.



### Exciting new proposal

Thank you for taking the time to learn more about our proposals. We have acquired an interest in land at Oakfield, Sale and are bringing forward an exciting proposal for a new specialist retirement community.



### Our Vision

Our vision involves redeveloping the site to provide a new Retirement Living development together with indoor communal facilities, high quality landscaped gardens and on-site car parking.

Please visit our [Virtual Consultation](#) to learn more about our proposals to redevelop the site with specialist retirement accommodation.

*A virtual consultation website, providing information regarding McCarthy Stone and their proposal for Oakfield, was available between Monday 7<sup>th</sup> November and Monday 21<sup>st</sup> November 2022 at <https://mccarthystoneconsultation.co.uk/oakfield>*

The feedback received about the preliminary plans was mixed, with some positive responses expressing the need for this type of facility in the area and interest in purchasing apartments. Other feedback from residents raised concerns about building scale, while others mentioned that they were concerned about the construction impact.

McCarthy Stone has carefully reviewed all the feedback received to date. The main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

McCarthy Stone is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

# 1. Introduction

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- 1.1 McCarthy Stone, the UK's leading developer and manager of retirement communities, is exploring options for land at Oakfield, Sale and is bringing forward an exciting proposal for a new specialist retirement community.
- 1.2 McCarthy Stone is committed to consulting stakeholders and the local community about its planning applications. As a result, McCarthy Stone has a strong track record of consulting and communicating with members of the local community, community groups, local councillors and other relevant third-party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by McCarthy Stone in respect of its proposal for the site.
- 1.4 This document provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and the activity that McCarthy Stone proposes to undertake post application.
- 1.5 To assist with the community consultation and communication, McCarthy Stone has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.6 All feedback received is accounted for and represented within this document.

## 2. Background

### 2.1 Proposal site

- 2.1.1 The proposal site is situated on land off Oakfield, Sale, adjacent to the existing McCarthy Stone development, Michael Court.
- 2.1.2 The proposed development would meet a local need for specialist retirement living with The Older People's Commissioning Strategy 2009 – 2011 finding that in Trafford there would be a 23% increase in the number of people aged 65 and over, from 2008 to 2025. It is expected that there would be 25% more people aged 65 to 69 years and a 56% increase in the number of people aged 85 years and above in the same period.

#### Retirement Living accommodation:

- 2.1.3 McCarthy Stone is proposing to deliver a high-quality scheme featuring an apartment block with a total of 25 Retirement Living apartments. These will comprise a mix of one-and-two-bedroom units which will be available for purchase, rent and part-rent part-buy. All have access to shared facilities for homeowners, including a residents' lounge, guest suite and a mobility scooter storage room with charging points.



*Proposed site plan as displayed on the virtual consultation website from Monday 7<sup>th</sup> November until Monday 21<sup>st</sup> November 2022*

## Design and height

- 2.1.4 The proposal site is on land off Oakfield, Sale. There is no dominant architectural style on Oakfield, and a variety of different styles are represented in the surrounding properties. As such, McCarthy Stone's proposals for Oakfield seek to be aesthetically pleasing and sympathetic to nearby properties by utilising attractive materials such as red brickwork.
- 2.1.5 The proposals have been developed to be consistent with the policies set out in Trafford Borough Council's Local Plan.
- 2.1.6 The proposed Retirement Living building will consist of a mix of 2.5, three and four-storeys.



*Preliminary sketch of elevations as displayed on the virtual consultation website from Monday 7<sup>th</sup> November to Monday 21<sup>st</sup> November 2022*

## Car parking and access

- 2.1.7 Vehicular access to the site will be provided via the existing northern access road off Oakfield while the current southern access will be closed off.
- 2.1.8 As part of the development, McCarthy Stone will provide 16 on-site car parking spaces for use by residents, staff, and visitors.

2.1.9 Retirement Living schemes are associated with low traffic generation, particularly at peak times, with low levels of car ownership when compared to open market developments. This is particularly the case given the highly sustainable location of the proposed development, with excellent access to local public transport routes and within easy walking distance to local amenities such as shops, cafes, and restaurants.

#### **Landscaping and trees**

2.1.10 New high-quality landscaping and tree planting is proposed around the site to ensure that the development blends into the surrounding area which benefits from several mature trees. The grounds will be maintained by McCarthy Stone on an ongoing basis.



## 3. Pre-application Consultation

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### 3.1 Statement of Community Involvement

#### The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

#### National Planning Policy Framework (2021)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 McCarthy Stone has had regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.4 It goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*
- 3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *“the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.”*
- 3.1.6 Trafford Borough Council adopted its current **Statement of Community Involvement (SCI)** in August 2021, which sets out how developers should consult and engage with the community when preparing planning applications.
- 3.1.7 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving

communities in the preparation of Local Development Documents and considering planning applications.

3.1.8 Trafford Borough Council's adopted SCI encourages planning applicants to engage with local communities, prior to making a formal application, specifically in sections 5.8 and 5.9.

*5.8 The Council does encourage all developers of major, significant or contentious applications to undertake consultation with the local community and relevant agencies, such as Highways England, the Environment Agency and Transport for Greater Manchester, prior to the submission of a planning application.*

*5.9 Council Officers will encourage developers to engage with the local community. Virtual exhibitions, if appropriate, will be encouraged for major or particularly contentious schemes.*

3.1.9 Government guidance and the Trafford Borough Council's SCI encourage pre-application discussions and community involvement. As a result, McCarthy Stone's consultation programme had several key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors, and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow people to become actively involved in the process
- To identify and address any issues raised by the local community and stakeholders

3.1.10 Therefore, prior to submitting the formal planning application for the site, McCarthy Stone undertook a detailed programme of community consultation, as outlined in this Statement of Community Involvement.

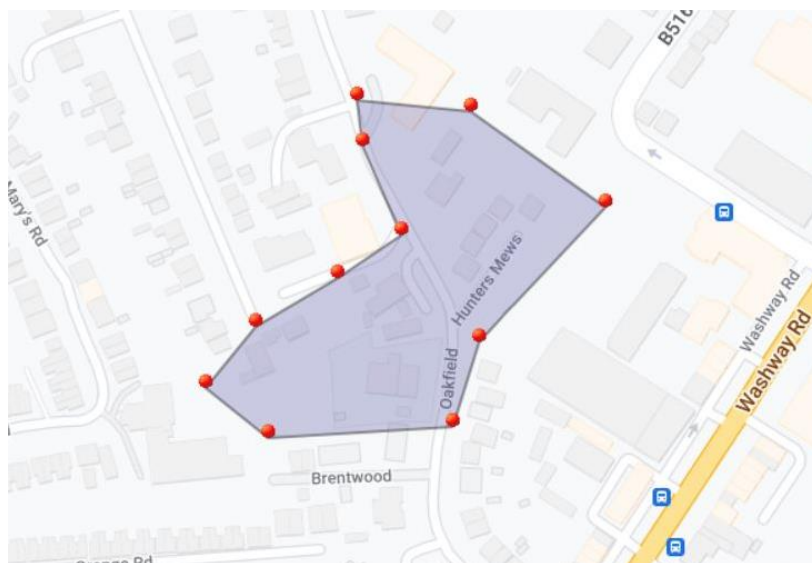
## **3.2 One-to-one meetings**

3.2.1 McCarthy Stone felt it was important to discuss its preliminary proposals for the site's development with local stakeholders and site neighbours as part of the wider community consultation, offering the opportunity to attend one-to-one briefings with members of the McCarthy Stone project team.

3.2.2 Notification of the McCarthy Stone's plans and the intention to conduct a community consultation was sent to the councillors for Ashton Upon Mersey ward, which includes Oakfield, on 27<sup>th</sup> September 2022.

3.2.3 The above notification was also sent to the MP for Altrincham and Sale West, Sir Graham Brady MP.

- 3.2.4 The project team also visited the adjacent McCarthy Stone residence, Michael Court to allow the residents to ask any questions they may have about the proposed development.
- 3.2.5 An invitation letter was distributed to near neighbours on Monday 3<sup>rd</sup> October 2022 carrying an invitation to attend a one-to-one meeting with the McCarthy Stone project team to receive a briefing on the preliminary proposals.
- 3.2.6 The initial correspondence outlined the proposed plans for the development of the site and invited recipients to attend a one-to-one meeting. It also included details of the freephone information line number and project email address. A copy of both the one-to-one stakeholder email and one-to-one neighbouring resident letter have been included in **Appendix 6.1 and 6.2**.
- 3.2.7 Of the 11 neighbouring addresses, one neighbour requested a one-to-one meeting with members of the project team to discuss details of the proposed development. The below image illustrates the location of the neighbouring addresses invited to a meeting.
- 3.2.8 The neighbouring residents that attended the one-to-one meeting expressed concerns about the proximity of the building to their property and it was agreed that the architect would move the building forward to create more distance.



*Image showing the location of the 11 neighbouring addresses invited to attend one-to-one meetings with members of the project team*

### 3.3 Virtual Consultation Newsletter

- 3.3.1 To maximise the reach of our consultation materials, McCarthy Stone held a virtual exhibition to display its proposals for the development of land off Oakfield, from Monday 7<sup>th</sup> November until

Monday 21<sup>st</sup> November 2022. The virtual consultation was hosted online, on a dedicated project website and can be found at [www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)

3.3.2 The purpose of the virtual consultation was to present the proposals to the wider community and gain additional feedback prior to submitting a planning application.

3.3.3 An invitation newsletter and feedback postcard with return postage paid envelopes were distributed to circa 2,000 households and businesses in the local area providing information about McCarthy Stone, the proposals and how to engage with the consultation programme. The invitations were distributed by first class post on Monday 7<sup>th</sup> November 2022. The following map illustrates the distribution area.



*Image depicting the residential and business addresses targeted in the consultation invitation newsletter distribution area*

3.3.4 The two-page A4 invitation newsletter contained the following:

- Background to the site
- Site layout plan and details of the site
- Details of the virtual consultation
- An overview of the proposals
- Information about McCarthy Stone
- Details about Retirement Living accommodation
- Benefits of the proposed development

Providing much-needed accommodation for older people in Sale

**WELCOME**

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, enabling older people to maintain their independence for longer.

We are currently exploring an option to redevelop land at Oakfield, Sale, adjacent to our existing development Michael Court.

Our plans are for the construction of 25 Retirement Living apartments for private sale, rent and part rent-part buy.

As part of our commitment to community engagement, we are currently consulting local people and elected representatives on our proposals.

We would like to invite you to view our virtual consultation for our proposals for Oakfield and provide us with your feedback on the plans before we submit a planning application to Trafford Council.

If you have any comments, please take a moment to let us know your thoughts by completing the online feedback form on the virtual consultation website. If you do not have access to the internet, you can complete the enclosed feedback card and return it to us in the postage paid envelope.

**WHO WE ARE**

Since completing our first development in 1977, we have become the UK's leading developer and manager of retirement communities. We have sold over 58,000 retirement living properties in more than 1,300 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our residents; from the design of our properties to our on-site support services, the requirements of later living are always at the front of our mind.

Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance and enriching the lives of our residents.



**WE WANT TO HEAR FROM YOU**

Leave your feedback, comments and questions by contacting the project team on:

- 0800 298 7040 (Freephone)
- feedback@mccarthystoneconsultation.co.uk
- www.mccarthystoneconsultation.co.uk/oakfield
- McCarthy Stone Oakfield Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester M2 6FW

**FIND OUT MORE VIA OUR VIRTUAL EXHIBITION**

If you would like more information or have any questions, you can find out more at our virtual consultation by visiting: [www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield), between Monday 7th November - Monday 21st November.

If you are unable to access the internet, please contact us on the freephone line 0800 298 7040, and we can arrange for copies of the virtual consultation information to be sent in the post.

*The virtual consultation invitation newsletter*

- 3.3.5 A copy of the invitation newsletter for land off Oakfield can be found at Appendix 6.3.
- 3.3.6 The invitation also displayed the details of McCarthy Stone's freephone information line, email address and the project's dedicated website address to allow people to request further information.
- 3.3.7 The invitation provided an opportunity to request hard copies of the consultation materials by phone for any individuals unable to access the internet.
- 3.3.8 The invitation letters also contained a postage paid feedback card allowing recipients to provide the project team with their thoughts and comments, irrespective of whether they were able to view the virtual consultation. This allowed McCarthy Stone to get a wide range of feedback from the community.

### 3.4 Media Relations

3.4.1 To ensure the wider community was aware of the consultation, a detailed press release was issued to local media publications, including The Manchester Evening News, The Messenger, Place North West and The Business Desk. The press release contained the following information:

- Background to the site
- Details of the virtual consultation
- A brief overview of the proposals
- Benefits of the proposed development
- McCarthy Stone's contact information including the freephone information line, project email and the website address

3.4.2 A copy of the press release and media clippings can be found in Appendix 6.4.

### 3.5 Virtual Consultation Website

3.5.1 A virtual consultation website was created to display information about the proposals. The website will be updated throughout the public consultation and planning process. The website is hosted at [www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield).

3.5.2 The website address was printed on the newsletter and other relevant correspondence.

3.5.3 The virtual consultation displayed details about the proposal ahead of submitting a planning application, which included information about:

- McCarthy Stone's history and vision
- McCarthy Stone's Retirement Living accommodation
- An overview of the proposed development
- How the site could be sensitively developed with Retirement Living accommodation, including sketch perspectives and site layouts
- McCarthy Stone's approach to sustainability
- How McCarthy Stone seeks to create happier, healthier, and longer lives
- Benefits to the local economy and community
- Consultation timeline
- Online feedback form

## THE CONSULTATION

The Site Our Proposals Our Design Highways Outdoor Spaces Local Need and Benefits

### The Site

The proposed development is located on land to the west of Oakfield, Sale and will be accessed via the northern entrance point to the existing apartment development, which will be demolished.

Following the success of the development at Michael Court, McCarthy Stone has acquired an interest in the site and believes it is in a suitable and sustainable location to provide much-needed retirement accommodation for people later in life in Sale.

Future residents of the proposed development will be within easy access of local amenities, including shops, cafes, and restaurants. Sale also benefits from excellent public transport links with local bus routes and tram services allowing easy access to the wider region. The site will link with local pedestrian routes, providing connections into the town centre facilities and nearby amenities.



#### Enhancing your local area

Development Status:  
Pre-Submission

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

*A virtual consultation providing information regarding McCarthy Stone and their proposal for land off Oakfield, Sale was held between Monday 7<sup>th</sup> November and Monday 21<sup>st</sup> November 2022 at <https://mccarthystoneconsultation.co.uk/oakfield>*

3.5.4 Screenshots of the virtual consultation can be found in Appendix 6.5.

3.5.5 The virtual consultation also provided:

- Online feedback forms
- A downloadable brochure
- An opportunity to request further information

3.5.6 All virtual consultation information was available to download directly from the website as a print-ready brochure. This brochure could also be posted to anyone that requested hard copies of the consultation materials. A copy of the downloadable brochure can be found in **Appendix 6.6**.

3.5.7 Feedback forms could either be filled in on the virtual consultation or requested by post and returned using the supplied postage paid envelopes. These were then collated, and the feedback analysed.

**PRIVACY STATEMENT**

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the McCarthy Stone group companies for planning evaluation purposes only.
  - Your identifiable, personal data will not be used for any other purposes without your consent.
  - BECG and McCarthy Stone will use your data to:
    - Send you updates about the project (where you provide us with your contact details).
    - Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.
- If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of McCarthy Stone to run public consultation activities.

**ABOUT THE CONSULTATION**

We welcome feedback from local residents and stakeholders on our proposals to redevelop land at Oakfield Road, Sale. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Please return all feedback using either the freepost envelope enclosed or via email at [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk).

**YOUR DETAILS**

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13 13-17 18-24 25-34 35-44  
45-54 55-64 65-74 75-84 85+

**YOUR CONTACT DETAILS**

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address:

Telephone:

Email:

**\*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS**

Once completed, please return this feedback form using the freepost envelope enclosed.

If you have any further questions or would like more information, please contact us on the freephone line 0800 298 7040 referencing the project name 'McCarthy Stone - Oakfield' with your name and contact details, and a member of the project team will respond to your query.

**How informative have you found the consultation?**

Very informative  Somewhat informative  Not informative  Don't know

What is the reason for this

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

How did you hear about this consultation?

**Data Protection**

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation (EU) 2016/679 (the "UK GDPR"), and a former part of the law of England and Wales, Scotland, and Northern Ireland (by virtue of section 1 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy, and find out how to make a Subject Access Request at the following website address [becg.com/tp](http://becg.com/tp) or by contacting us on 01962 293 939 / [dataprotection@becg.com](mailto:dataprotection@becg.com). You can also find McCarthy Stone's Privacy Statement at [mccarthystone.co.uk/privacy-and-cookies](http://mccarthystone.co.uk/privacy-and-cookies).

Email: [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk) Call: 0800 298 7040

McCarthy & Stone Retirement Lifestyles Limited, Registered Office 4th Floor, 100 Holdenhurst Road, Bournemouth BH8 8AQ  
No. 69.22231, Registered in England and Wales

*The feedback form*

3.5.8 A copy of the feedback form can be found at Appendix 6.7.

### 3.6 Post-paid and 0800 Comment Facility

3.6.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

3.6.2 The telephone number used (**0800 298 7040**) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.

3.6.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

3.6.4 Feedback postcards issued prior to the virtual consultation included postage paid envelopes to encourage feedback.



## Privacy Statement

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with McCarthy Stone and its project team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and McCarthy Stone will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Involvement (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

BECG acts on behalf of McCarthy Stone to run public consultation activities.

## Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address   
  
  
  
Telephone   
Email

Do you support these proposals?  YES  NO

**\*PLEASE COMPLETE IN BLOCK CAPITALS**

Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.

## About the Consultation

We welcome feedback from local residents and stakeholders on our proposals for land at Oakfield, Sale. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when developing sites.

## Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other)   
First Name or Initial   
Surname   
Postcode   
Age Group (please circle)  
Under 13  13-17  18-24  25-34  35-44  45-54  
 55-64  65-74  75-84  85+

Any additional comments about McCarthy Stone's proposals

## Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](http://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com). You can also find McCarthy Stone's Privacy Statement at [mccarthyandstone.co.uk/privacy-and-cookies](http://mccarthyandstone.co.uk/privacy-and-cookies).

20347/0222

*An example of the postage-paid feedback card sent with the project newsletter prior to the virtual consultation*

## 4. Review of Comments

### 4.1 Feedback Responses

4.1.1 The deadline for feedback from the online feedback forms, postage paid reply postcards and email and freephone channels was Tuesday 22<sup>nd</sup> November 2022.

Total no. of responses	Supportive, including outright support and support with comments	Objection, comments raising primarily concerns	Unsure/neutral stance or no comments
8	4	2	2
(100%)	(50%)	(25%)	(25%)

4.1.2 Of the eight responses to the virtual consultation, 50% of respondents outlined their support for the proposals and 25% raised concerns about certain aspects or objected to the scheme.

4.1.3 Most positive comments received were from those who expressed an interest in purchasing one of the apartments.

4.1.4 Those who objected to the plans raised concerns such as height and massing, construction impact and lack of a need for specialist housing in the area.

4.1.5 The analysis will be divided into individual sections to address the specific questions asked via the different feedback mechanisms.

4.1.7 **Below is a top-line breakdown of all comments received from the postage paid reply cards and the virtual consultation feedback forms.**

NB: The table below summarises the comments and concerns of all postage paid reply cards, feedback forms and online feedback received up to Tuesday 22<sup>nd</sup> November (five reply postcards and three virtual exhibition online feedback forms).

#### Analysis of all eight feedback responses

Theme	Total
<b>Interest in purchasing an apartment:</b> comments included or related to an expressed interest in the sale of the units upon completion	4
<b>Retirement Living accommodation is needed</b>	3
<b>Concerns about the proposed height of the building</b>	1
<b>No more housing is needed in Sale</b>	1
<b>Construction impact:</b> comments included or related to concerns about the impact of the construction phase on existing properties	1

4.1.8 Below is a breakdown of the responses to the specific questions featured on the virtual exhibition online feedback forms.

Q1. Do you welcome the provision of specialist housing for local older people in your area?

Do you welcome the provision of specialist housing for local older people in your area?					
Total no. of responses	Yes	Yes, with comments	No	Non-committal	No answer
3	2	1	0	0	0
(100%)	(66.7%)	(33.32%)	(0%)	(0%)	(0%)

Of the three respondents to the online feedback form, two stated that they welcomed the provision of specialist housing for local, older people in Sale, with one stating that while they welcomed it, it must maintain the established feel of a neighbourhood.

**Q2. Do you consider that this is a good use of this site for specialist housing for local, older people?**

Do you consider that this is a good use of this site for specialist housing for local, older people?					
Total responses	Yes	Yes, with comments	No	Non-committal	No answer
3	2	1	0	0	0
(100%)	(66.7%)	(33.3%)	(0%)	(0%)	(0%)

This question received a similar level of positive feedback. Positive comments related to the need for this type of development in Sale. One of the respondents said while they do think the use of the site for the provision of housing for older local people is a good idea, they felt that the proposed building would be too high.

**Q3. Do you have any comments on the design and layout of the proposals?**

Do you have any comments on the design and layout of the proposals?				
Total responses	Supportive	Negative	Suggestions	No answer
3	2	1	0	0
(100%)	(66.7%)	(33.3%)	(0%)	(0%)

**Q4. Do you have any general comments about the proposals?**

Do you have any general comments about the proposals?				
Total responses	Supportive	Negative	Suggestions	No answer
3	0	0	2	1
(100%)	(0%)	(0%)	(66.7%)	(33.3%)

## 4.2 Response to Comments

4.2.1 All comments received have been reviewed by the project team and where possible amendments were made to the proposal.

- 4.2.2 Feedback could be provided via a range of different channels: directly to the project team in the one-to-one meetings; via the online feedback form and postage paid reply cards; the project email inbox and also via the project freephone line.
- 4.2.3 The few issues raised via these channels are covered in the application documents which accompany this document.
- 4.2.4 During the consultation feedback review period, McCarthy Stone's project team responded directly to specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 4.2.5 The issues which arose during the pre-application consultation process and McCarthy Stone's response to each are detailed below:

**Positive feedback:** Positive feedback was typical for a McCarthy Stone development – 50% of the feedback responses expressed support for development of the site with Retirement Living accommodation. Support was primarily registered for:

- **The need for Retirement Living accommodation in Sale**
- **Interest in purchasing an apartment**

**McCarthy Stone's response:**

McCarthy Stone is pleased with the engagement from the local community during the consultation period. While the number of comments is lower than typical for a McCarthy Stone proposal, we assume that this indicates a lack of objection to the scheme but we are pleased that those residents who have taken the time to provide feedback were mainly positive.

**Negative feedback:** Some residents made us aware of their concerns via the various feedback channels. A detail of these key concerns can be found below:

**Concerns about the proposed height of the building:** One respondent mentioned that they were concerned about the scale of the building and how it may overlook adjacent properties.

**McCarthy Stone's response:**

From the initial near neighbour meetings, McCarthy Stone have since revised the scheme to be situated further away from the nearest neighbour on Ashlands. The 4-storey sections of the proposed apartment building are situated towards the front of the site in order to provide necessary distance to any neighbouring properties and ensure that natural light will not be prevented from reaching into the curtilage of the residences in the surrounding area. The section of the apartment building closest to residential properties on Ashlands is 2.5-storeys to be sympathetic to the nearby residents and have no greater impact on their properties than a 2.5-storey house.

**Concerns related to the construction phase:** Another respondent raised concerns about, if the development is approved, how construction may impact on the surrounding properties.

**McCarthy Stone's response:** McCarthy Stone are committed to being a respectful neighbour. McCarthy Stone directly employs a site manager whose role it is to liaise with nearby residents throughout construction. This enables neighbours to raise any concerns about the impact of construction directly with the site manager and ensure that they are resolved promptly.

**Comments relating to a lack of a need for specialist housing for older people:** Some respondents expressed a view that there is already a sufficient amount of retirement accommodation in Sale.

**McCarthy Stone's response:** Trafford Borough Council has identified a need for specialist housing for older people in the borough. Research has found that there would be a 23% increase in the number of people aged 65 and over, from 2008 to 2025 in Trafford. Following the success of the Michael Court development, McCarthy Stone have recognised an additional need for further accommodation in Sale. In addition, the specialist nature of the accommodation and the community created at the developments has been shown to reduce demand on health services. This arises from the reduction in social isolation that the environment of a McCarthy Stone development enables and the nature of the accommodation which is more suited to the needs of residents previously under-occupying a family home without adaptations.

# 5. Post-Application Consultation

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## 5.1 On-going Stakeholder Engagement

5.1.1 McCarthy Stone will ensure information continually flows through existing channels to interested parties.

## 5.2 Updating Materials

5.2.1 The project website, <https://mccarthystoneconsultation.co.uk/oakfield>, will be updated at the following points during the application process:

- Upon submission, details of the proposals will be available online
- During the process, additional information will be posted
- Once a decision has been made

## 5.3 Newsletters to Interested Parties

5.3.1 A newsletter will be sent to the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:

- Councillor for Ashton Upon Mersey – Councillor Shona Gilbert
- Councillor for Ashton Upon Mersey – Councillor Ben Hartley
- Councillor for Ashton Upon Mersey – Councillor Tony O'Brien
- Member of Parliament for Altrincham and Sale – Sir Graham Brady
- Supporters identified from our virtual consultation

5.3.2 Those who request further information by telephone, letter or email will be responded to in the most appropriate manner.

## 5.4 Continued Media Contact

5.4.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to local media publications, including Place North West, The Manchester Evening News, The Business Desk, Your Local Voice and Messenger Newspapers. The press release will contain the following information:

- A brief history of the site
- Notification that the application has been submitted
- An overview of the proposed development
- Information regarding the consultation which has taken place

- McCarthy Stone's contact information including the freephone information line number and the website address



## 6. Appendices

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- 6.1 One-to-one stakeholder meeting invitation letter
- 6.2 One-to-one neighbouring resident invitation letter
- 6.3 Consultation invitation newsletter
- 6.4 Community consultation press release and media clippings
- 6.5 Screenshots of the virtual consultation
- 6.6 Print-ready consultation brochure
- 6.7 Consultation feedback form

## 6.1 One-to-one stakeholder meeting invitation letter



3rd October 2022

Information line: 0800 298 7040

Dear **XX**,

### Improving the housing choices of older people in Sale

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, to enable older people to maintain their independence for longer.

We have recently acquired an interest in land at Oakfield, Sale alongside our existing Michael Court development. We believe the site is ideally located to provide specialist accommodation for older people, within walking distance of local shops and services.

We are in the early stages of designing our proposals for the site's development with new specialist retirement accommodation, together with landscaping and on-site car parking.

We are committed to community engagement for the proposal and have commenced a pre-application consultation programme. The consultation programme will mainly be undertaken using primarily digital and postal formats. The aim is to inform local people, including residents, businesses and interest groups, as well as to obtain feedback on the plans. Where possible this feedback will be incorporated into the final proposals. Built Environment Communications Group (BECG) is working with us to assist in the consultation process.

Given your role in the local community, we would like to invite you to an individual meeting to discuss the preliminary proposals with you and hear your initial feedback on the plans. Members of our project team will be available to meet with you on **Monday 10<sup>th</sup> October 2022** at a pre-arranged time between **10.00 am and 5.00 pm**. The meetings will be held in-person at **The LifeCentre, 235 Washway Rd, Sale, M33 4BP**. Alternatively, if an in-person meeting is not possible we are happy to facilitate a virtual meeting on a different date.

If a meeting is of interest, please contact Sean Fielding at BECG on the project's information line number - **0800 298 7040** or by emailing [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk) – to arrange a 30-minute timeslot.

Prior to submitting a planning application, we will be holding a virtual consultation for the wider community to view and comment on the preliminary proposals. We will provide more details about this in due course.

I look forward to hearing from you.

Yours sincerely,

Ian Wilkins  
Divisional Managing Director North  
McCarthy Stone

c/o BECG, WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW  
0800 298 7040 | [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk) | [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

McCarthy & Stone Retirement Lifestyles Limited, Registered Office: 4<sup>th</sup> Floor, 100 Holdenhurst Road, Bournemouth, BH8 8AQ  
No. 6622231, Registered in England and Wales

## 6.2 One-to-one neighbouring residents meeting invitation letter



### ADDRESS BLOCK

XX October 2022

Information line: 0800 298 7040

Dear Resident,

#### Improving the housing choices of older people in Sale

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, to enable older people to maintain their independence for longer.

We have recently acquired an interest in land at Oakfield, Sale alongside our existing Michael Court development. We believe the site is ideally located to provide specialist accommodation for older people, within walking distance of local shops and services.

We are in the early stages of designing our proposals for the site's development with new specialist retirement accommodation, together with landscaping and on-site car parking.

We are committed to community engagement for this proposal and have commenced a pre-application consultation programme. The consultation programme will mainly be undertaken using digital and postal formats. The aim is to inform local people, including residents, businesses and interest groups, as well as to obtain feedback. Where appropriate, this feedback will be incorporated into the final proposals. Built Environment Communications Group (BECG) is working with us to assist in the consultation process.

As an adjacent neighbour to the site, we would like to invite you to an individual meeting to discuss the preliminary proposals and to hear your initial feedback on the plans. Our project team will be available to meet with you on **Monday 10<sup>th</sup> October 2022** at a pre-arranged time between **10.00am and 4.30pm**. The meetings will be held in-person at **The LifeCentre, 235 Washway Rd, Sale, M33 4BP**.

If a meeting is of interest, please contact Sean Fielding at BECG on the project's information line number - **0800 298 7040** or by emailing [feedback@mccarthyandstone-consultation.co.uk](mailto:feedback@mccarthyandstone-consultation.co.uk) – to arrange a 30-minute timeslot. We will be booking slots on a first come, first served basis and I would encourage you to call at your earliest convenience.

Prior to submitting a planning application, we will also be holding a virtual consultation for the wider community to view and comment on the preliminary proposals. We will provide more details about this in due course.

In the meantime, please do not hesitate to contact Sean on the freephone information line on **0800 298 7040** or email us at [feedback@mccarthyandstoneconsultation.co.uk](mailto:feedback@mccarthyandstoneconsultation.co.uk) if you require further information or would like to arrange a meeting on **Monday 10<sup>th</sup> October 2022**.

I look forward to hearing from you.

Yours faithfully,

Ian Wilkins  
Divisional Managing Director North  
McCarthy Stone

c/o BECG, WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW  
0800 298 7040 | [feedback@mccarthyandstoneconsultation.co.uk](mailto:feedback@mccarthyandstoneconsultation.co.uk) | [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

McCarthy & Stone Retirement Lifestyles Limited, Registered Office: 4<sup>th</sup> Floor, 100 Holdenhurst Road, Bournemouth, BH8 8AQ  
No. 6622231, Registered in England and Wales

## 6.3 Consultation invitation newsletter

NOVEMBER 2022 - INVITATION TO OUR VIRTUAL EXHIBITION

Providing much-needed accommodation  
for older people in Sale

**McCARTHY STONE**  
*Life, well lived*

### WELCOME

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, enabling older people to maintain their independence for longer.

We are currently exploring an option to redevelop land at Oakfield, Sale, adjacent to our existing development Michael Court.

Our plans are for the construction of 25 Retirement Living apartments for private sale, rent and part rent-part buy.

As part of our commitment to community engagement, we are currently consulting local people and elected representatives on our proposals.

We would like to invite you to view our virtual consultation for our proposals for Oakfield and provide us with your feedback on the plans before we submit a planning application to Trafford Council.

If you have any comments, please take a moment to let us know your thoughts by completing the online feedback form on the virtual consultation website. If you do not have access to the internet, you can complete the enclosed feedback card and return it to us in the postage paid envelope.

### WHO WE ARE

Since completing our first development in 1977, we have become the UK's leading developer and manager of retirement communities. We have sold over 58,000 retirement living properties in more than 1,300 different locations.

We recognise that getting older presents challenges, so that's why everything we do is built around the needs of our residents; from the design of our properties to our on-site support services, the requirements of later living are always at the front of our mind.

Our retirement communities bridge the gap between family housing and care, removing concerns about home maintenance and enriching the lives of our residents.



### WE WANT TO HEAR FROM YOU

Leave your feedback, comments and questions by contacting the project team on:

- 0800 298 7040 (Freephone)
- [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk)
- [www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)
- McCarthy Stone Oakfield Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester M2 6FW

### FIND OUT MORE VIA OUR VIRTUAL EXHIBITION

If you would like more information or have any questions, you can find out more at our virtual consultation by visiting:

[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield), between Monday 7th November - Monday 21st November.

If you are unable to access the internet, please contact us on the freephone line 0800 298 7040, and we can arrange for copies of the virtual consultation information to be sent in the post.



## WE WANT TO HEAR FROM YOU

We are committed to meaningful community engagement regarding our proposals for Oakfield. For the convenience of local people, we will host our proposals on a virtual consultation portal so that they can be accessed at any time. For those without access to the internet physical copies of information are also available on request. You can view our virtual consultation portal by visiting:

[www.mccarthyandstoneconsultation.co.uk/oakfield](http://www.mccarthyandstoneconsultation.co.uk/oakfield)  
Between:

**Monday 7th November - Monday 21st November.**

You will be able to view the plans and provide your views via an online feedback questionnaire, or you can email your views to [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk).

### BENEFITS OF THE PROPOSAL

- Much needed specialist Retirement Living accommodation provided for local older people;
- Ideal sustainable location close to public transport links, shops and services;
- Improved site boundaries with new shrub and tree planting;
- A sensitive neighbour for those living near to the site;
- Sufficient on-site car parking;
- Low levels of traffic generation and car ownership;
- Support for the local economy, with residents typically choosing to use local shops and services on a regular basis;
- Typically, most residents moving to a McCarthy Stone development move from within a 4-mile radius of the development, releasing family housing back into the market.

## OUR RETIREMENT LIVING APARTMENTS

**Our Retirement Living developments enable our residents to continue to live independent and healthy lives in their own home.**

Our properties can be occupied by people aged 60 or over and are provided for outright sale, rent and part rent-part buy. The average age of residents upon entry is 79 and the majority of residents moving into our developments already live in the local area.

### Designed to make life a little easier

Residents live in their own property with its own front door and privacy just as they had in their previous family homes. They are free to join in community activities or to pursue their own interests as they please, but always with the comfort and knowledge that help and support is on hand.

The properties are all designed to be 'care ready' and are fully wheelchair accessible. They are built to generous internal space standards and incorporate features designed to help residents maintain their independence, such as 24 hour emergency call points, secure camera entry systems, accessible bathrooms, eye level ovens and cupboards, good lighting, and switches / electrical sockets at a raised height to reduce bending.

Estate management, care and support is provided by McCarthy Stone Management Services, our in-house care and management company, which is regulated by the Care Quality Commission (CQC) in England and its equivalent bodies in Scotland and Wales.

### Stunning shared spaces

Along with the benefits of independent living within their own property, residents are able to enjoy activities in the shared spaces within the apartment development.

These include a shared lounge and a guest suite for when friends and family come to stay. All our developments also include beautifully landscaped outside spaces which enhance both the buildings and the local neighbourhood, as well as providing a social area for residents to come together which is, importantly, accessible to older people.

These shared spaces within retirement communities help to combat loneliness in later life more effectively, as there is a ready-made community available. We make this a priority within our developments, ensuring that a range of activities, trips and opportunities to make new friends are available to our residents.

## UNABLE TO GET ONLINE?

If you are unable to access the internet, please contact us on the freephone line, **0800 298 7040**, and you'll be able to speak with a member of the project team and arrange for copies of the virtual consultation information to be sent in the post.

You can also write to us at **McCarthy Stone Oakfield Consultation, Freepost RTYC-TZRU-ARGA, BECG, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW**

McCarthy & Stone Retirement Lifeways Limited. Registered Office 4th Floor, 100 Holdenhurst Road, Bourneville, Birmingham, B27 6JH. Registered in England and Wales

## 6.4 Community consultation press release and media clippings



**For immediate release**

**8<sup>th</sup> November 2022**

### **McCarthy launches virtual consultation for plans in Sale**

McCarthy Stone, the UK's leading developer and manager of retirement communities, has acquired an interest in land at Oakfield, Sale and is bringing forward proposals to redevelop the site with high-quality retirement accommodation, specially designed to meet the needs of people in later life.

The proposed development would complement McCarthy Stone's existing scheme, Michael Court, which is located on an adjacent site.

The local community is encouraged to find out more about the plans and provide their feedback at a virtual consultation which will be available **until Monday 21<sup>st</sup> November** at <http://www.mccarthystoneconsultation.co.uk/oakfield>.

McCarthy Stone is committed to engaging with the local community and has already held meetings with close neighbours of the site to give them an opportunity to discuss the initial proposals on a one-to-one basis.

McCarthy Stone's proposal would deliver a sensitively designed development of around 25 Retirement Living apartments. The apartments would be situated near local shops and services, with on-site parking, and landscaped gardens. McCarthy Stone's Retirement Living developments also feature communal facilities such as a residents' lounge, mobility scooter charging and storage room, guest suite and lift access to all floors.

Ian Wilkins the Divisional Managing Director North, McCarthy Stone said:

*"Our plans provide a fantastic opportunity to deliver much-needed Retirement Living accommodation. The site is ideally located for residents to access local shops and services, with connectivity providing transport links across the wider region.*

*"Our proposals for Sale will help to address a demand for retirement accommodation in the area, providing housing choice for older people, whilst freeing up the wider housing market for local families and first-time buyers further down the chain in an area with high demand for these types of homes.*

*"We are encouraged by comments from those residents we have met with so far and would like to hear views on our proposals from more local people. I'd encourage people to go online and view the proposals, where they'll be able to complete our online feedback form."*

Feedback will help McCarthy Stone to understand local thoughts and suggestions on [our](#) planning application to Trafford Council.

Anyone who is unable to view the plans online but would like further information can call McCarthy Stone's project team via their Freephone information line on **0800 298 7040** or via email at [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk).

- ENDS -

For more information contact:

Sean Fielding

[sean.fielding@becg.com](mailto:sean.fielding@becg.com)

0161 359 4105

**Notes to the Editor:**

About McCarthy Stone:

McCarthy Stone is the UK's leading developer and manager of retirement communities. Its customers maintain their independence within a beautiful, secure, contemporary private home, while enjoying the peace of mind that help and care is on hand if needed. Its communities make a positive difference to the lives of its customers and the organisation is focused on supporting and championing the role, wellbeing and happiness of older people in society.

McCarthy Stone has two main product ranges – Retirement Living, and Retirement Living PLUS. Retirement Living developments provide independence in private apartments designed specifically for the over-60s, as well as facilities such as communal lounges and guest suites that support companionship. Retirement Living PLUS developments, which are a form of Extra Care housing, are designed specifically for the over-70s, offer all of this plus more on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site CQC-regulated care and support packages to assist those needing additional help.

All developments built since 2010 are managed by the company's in-house management services team, providing peace of mind that it will look after customers and their properties for the long term. As of November 2021, McCarthy Stone operates 475 developments across the UK for more than 20,000 people.

McCarthy Stone's commitment to quality and customer service continues to be recognised by residents. In March 2021, the Group received the full five-star rating for customer satisfaction from the Home Builders Federation for the sixteenth consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

For further information, please visit [www.mccarthystone.co.uk](http://www.mccarthystone.co.uk)

Home / North West / Property / Retirement living group unveils plans for £10m Sale scheme following land deal

## Retirement living group unveils plans for £10m Sale scheme following land deal



Property  
November 08 2022  
Neil Hodgson

Write a comment

in | | f

| |

A £10m retirement home is proposed for a site in Sale after McCarthy Stone, a developer and manager of retirement communities, acquired land at Oakfield.

It plans to redevelop the site with high quality retirement accommodation, specially designed to meet the needs of people in later life.

The proposed development would complement McCarthy Stone's existing scheme, Michael Court, which is located on an adjacent site.

The local community is encouraged to find out more about the plans and provide their feedback at a virtual consultation which will be available until Monday, November 21.

McCarthy Stone said it is committed to engaging with the local community and has already held meetings with close neighbours of the site to give them an opportunity to discuss the initial proposals on a one-to-one basis.

The company's proposal would deliver a sensitively designed development of around 25 retirement living apartments.

### Related Articles



They would be situated near local shops and services, with on-site parking, and landscaped gardens.

McCarthy Stone's Retirement Living developments also feature communal facilities such as a residents' lounge, mobility scooter charging and storage room, guest suite and lift access to all floors.

Ian Wilkins the divisional managing director North, McCarthy Stone, said: "Our plans provide a fantastic opportunity to deliver much needed Retirement Living accommodation. The site is ideally located for residents to access local shops and services, with connectivity providing transport links across the wider region.

"Our proposals for Sale will help to address a demand for retirement accommodation in the area, providing housing choice for older people, whilst freeing up the wider housing market for local families and first time buyers further down the chain in an area with high demand for these types of homes."

He added: "We are encouraged by comments from those residents we have met with so far and would like to hear views on our proposals from more local people. I'd encourage people to go online and view the proposals, where they'll be able to complete our online feedback form."

The feedback will help McCarthy Stone to understand local thoughts and suggestions on its planning application to Trafford Council.

[Previous Article](#)

[Next Article](#)





## 6.5 Screenshots of the virtual consultation

**McCARTHY STONE**  
*Life, well lived*

HOME OUR VISION COMMUNITY BENEFITS **VIRTUAL CONSULTATION**

Get in Touch


# THE CONSULTATION

**The Site**

The proposed development is located on land to the west of Oakfield, Sale and will be accessed via the northern entrance point to the existing apartment development, which will be demolished.

Following the success of the development at Michael Court, McCarthy Stone has acquired an interest in the site and believes it is in a suitable and sustainable location to provide much-needed retirement accommodation for people later in life in Sale.

Future residents of the proposed development will be within easy access of local amenities, including shops, cafes, and restaurants. Sale also benefits from excellent public transport links with local bus routes and tram services allowing easy access to the wider region. The site will link with local pedestrian routes, providing connections into the town centre facilities and nearby amenities.



Site plan for land off Oakfield, Sale

Enhancing your local area

Development Status:  
Pre-Submission

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

# THE CONSULTATION

- The Site
- Our Proposals**
- Our Design
- Highways
- Outdoor Spaces
- Local Need and Benefits

## Our Proposals

We have recently acquired an interest in land at Oakfield, Sale and are in the early stages of working up proposals for the site's redevelopment. We would like to provide new, specialist retirement apartments complemented by indoor communal facilities, high-quality landscaping and on-site car parking.

Our plans for a new, vibrant retirement community, providing choice for older people in the local area comprise:

- A high quality scheme featuring around 25 Retirement Living apartments
- Communal facilities within the apartment building including a residents' lounge, balcony terrace, guest suite, internal refuse store, and mobility scooter storage with charging points
- 24-hour emergency call service
- Provision of on-site car parking spaces, including disabled bays, for homeowners, staff and visitors
- Low levels of traffic generation and car ownership given the sustainable location of the site
- Ideal location in Sale, a short walk from local shops, town centre amenities and public transport connections
- High quality, professionally landscaped gardens around the site, improving the site boundaries with new shrub and tree planting as well as the retention of most existing trees on site
- Support for the local economy through increased local spending
- Release of family sized housing in the area back onto local markets as residents downsize to our apartments

All estate management is provided in-house by McCarthy Stone.

Our proposal for land at Oakfield presents a valuable opportunity to bring forward a specialist retirement community in Sale following the success of the neighbouring Michael Court development, meeting a local need for this type of accommodation whilst releasing family sized homes back onto the local market.



### Enhancing your local area

Development Status:  
**Pre-Submission**

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

# THE CONSULTATION

The Site	Our Proposals	<b>Our Design</b>	Highways	Outdoor Spaces	Local Need and Benefits
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## Our Design

As with every McCarthy Stone Retirement Living development, a community feel is encouraged with communal spaces and a limited number of apartments, so that residents can get to know their neighbours.

Before we begin designing any proposal, our team of architects spend time researching the architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings.

The layout of the site will allow space for car parking at the front of the site to set the building back from the street and retain the existing mature trees to mitigate the appearance of the apartments whilst also providing privacy to residents and neighbours. At the south of the site, residents will benefit from a communal terrace set within landscaped gardens.

We have carefully considered our design, to breathe new life into a previously developed site. Our proposals represent an exciting opportunity to bring forward high quality, low maintenance homes in a vibrant town, whilst providing genuine choice for older people so they can continue to live locally in a home that meets their needs and aspirations in their later years.



01 - Front



02 - South

Elevations of McCarthy Stone's proposals for land at Oakfield, Sale



03 - West



04 - East

Elevations of McCarthy Stone's proposals for land at Oakfield, Sale

### Enhancing your local area

Development Status:  
**Pre-Submission**

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

# THE CONSULTATION

- The Site
- Our Proposals
- Our Design
- Highways**
- Outdoor Spaces
- Local Need and Benefits

## Highways

Vehicular access to the site will be provided via the existing northern access off Oakfield. The highways scheme will be subject to a full Traffic Statement.

The proposals include 16 car parking spaces for residents, staff and visitors. The car parking layout has been designed so that new planting and landscaping will mitigate the visual impact of parked vehicles. The proposed development will include disabled spaces and allocated visitor spaces.

The level of parking provision has been calculated to take into account the low levels of traffic generation and car ownership associated with this type of development, and the highly sustainable location which will mean most residents won't need to rely on a private vehicle.



Proposed site layout of McCarthy Stone's proposals for land at Oakfield, Sale

### Enhancing your local area

Development Status:  
**Pre-Submission**

[DOWNLOADABLE BROCHURE](#)

[FIND YOUR NEW HOME](#)

# THE CONSULTATION

- The Site
- Our Proposals
- Our Design
- Highways
- Outdoor Spaces**
- Local Need and Benefits

## Outdoor Spaces

Residents of our existing schemes tell us how much they value high-quality outside space, and we know how important it can be for their health and wellbeing. Our proposal for Sale includes landscaped gardens, as well as outdoor seating and improvements to the site boundaries, through new shrub and tree planting.

Our developments are designed to blend in with their surroundings. We recognise that high quality gardens and landscaping turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Our own management company will maintain the grounds on behalf of our residents to ensure they develop and mature to enhance both the building and the local neighbourhood.



Example of McCarthy Stone gardens at Michael Court, Sale

### Enhancing your local area

Development Status:  
Pre-Submission

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

# THE CONSULTATION

The Site	Our Proposals	Our Design	Highways	Outdoor Spaces	Local Need and Benefits
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## Local Need and Benefits

The Older People's Commissioning Strategy 2009 – 2011 found in Trafford, that there would be a 23% increase in the number of people aged 65 and over, from 2008 to 2025. It is expected that there would be 25% more people aged 65 to 69 years and a 56% increase in the number of people aged 85 years and above in the same period.

McCarthy Stone developments have a positive impact on the local economy as they are typically located on or close to high streets and local centres, as is the case with the proposed development for land at Oakfield, Sale. This ensures that residents have easy access to local shops and services and boosts spending in the local economy.

This spending by older people can help maintain local outlets from the newsagents and the hairdressers to the bakery, pub, and local cafe – the shops and community spaces which make vibrant local communities.

On average, every retirement living property frees up two other homes in the chain in the local area. Here in Sale that could be up to 50 properties released back on to the market. Furthermore, the residents of a typical 25-unit retirement development generate over £300,000 of spending per year, nearly £200,000 of which goes to local shops, supporting retail jobs and keeping shops open.

### Enhancing your local area











Development Status:  
Pre-Submission

DOWNLOADABLE BROCHURE

FIND YOUR NEW HOME

### BENEFITS

McCarthy Stone's specialist retirement housing has a number of benefits to the local high street, as well as wider health and social benefits:

-  Average health and social care saving of £3,500 per person, per year when someone moves into a retirement community
-  Rates of COVID-19 infections in McCarthy Stone communities were significantly lower than among people of the same age in wider society
-  The average 80-year-old feels a decade younger after moving in
-  An average of £555,000 of spending each year per retirement development, with more than 50% of this spent in the local high street, providing an important boost to the local economy
-  A potential saving of £2.1 billion to the state every year in NHS and social services costs
-  Most McCarthy Stone customers move from within a 4-mile radius, releasing housing back into the market for families and first-time buyers
-  Our customers are around half as likely to have falls than they would have in their previous homes
-  Every 2 in 3 moves into retirement housing enables a first-time buyer to join the housing market
-  Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia
-  The creation of up to 91 new and permanent jobs through construction, management and repairs, high street jobs and within the developments

**McCARTHY STONE**  
*Life, well lived*

# **PROPOSALS FOR RETIREMENT LIVING ACCOMMODATION ON LAND AT OAKFIELD, SALE**

**DOWNLOADABLE BROCHURE**

[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)

**0800 298 7040**

[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)

## MCCARTHY STONE'S PROPOSALS FOR SALE

### EXCITING NEW PROPOSAL

Thank you for taking the time to learn more about our proposals. We have acquired an interest in land at Oakfield, Sale and are bringing forward an exciting proposal for a new specialist retirement community.

### OUR VISION

Our vision involves redeveloping the site to provide a new Retirement Living development, together with indoor communal facilities, high quality landscaped gardens and on-site car parking.

### PROJECT STATUS

As part of our commitment to community engagement, we are currently consulting the local community and elected representatives. These conversations about our proposals will help us to finalise our planning application.

We want to know what you think about our plans and we encourage you to complete the feedback form on this website. This will help us to understand your thoughts and adapt our plans, where possible, with your suggestions ahead of submitting a planning application to Trafford Council.



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[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)



## OUR VISION

### THE SITE

The proposed development is located on land to the west of Oakfield, Sale and will be accessed via the entrance point to the existing apartment development, which will be demolished.

Following the success of the development at Michael Court, McCarthy Stone has acquired an interest in the site and believes it is in a suitable and sustainable location to provide much-needed retirement accommodation for people later in life in Sale.

Future residents of the proposed development will be within easy access of local amenities, including shops, cafes, and restaurants. Sale also benefits from excellent public transport links with local bus routes and tram services allowing easy access to the wider region. The site will link with local pedestrian routes, providing connections into the town centre facilities and nearby amenities.



Proposed site layout of McCarthy Stone's proposals for land at Oakfield, Sale

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# CONSULTATION

## OUR PROPOSALS

We have recently acquired an interest in land at Oakfield, Sale and are in the early stages of working up proposals for the site's redevelopment. We would like to provide new, specialist retirement apartments complemented by indoor communal facilities, high-quality landscaping and on-site car parking.

Our plans for a new, vibrant retirement community, providing choice for older people in the local area comprise:

- A high-quality scheme featuring around 25 Retirement Living apartments
- Communal facilities within the apartment building including a residents' lounge, balcony terrace, guest suite, internal refuse store, and mobility scooter storage with charging points
- 24-hour emergency-call service
- Provision of on-site car parking spaces, including disabled bays, for homeowners, staff and visitors
- Low levels of traffic generation and car ownership given the sustainable location of the site

- Ideal location in Sale, a short walk from local shops, town centre amenities and public transport connections
- High-quality, professionally landscaped gardens around the site, improving the site boundaries with new shrub and tree planting as well as the retention of most existing trees on site
- Support for the local economy through increased local spending
- Release of family-sized housing in the area back onto local markets as residents downsize to our apartments.

All estate management is provided in-house by McCarthy Stone.

Our proposal for land at Oakfield presents a valuable opportunity to bring forward a specialist retirement community in Sale following the success of the neighbouring Michael Court development. This will meet a local need for this type of accommodation whilst releasing family-sized homes back onto the local market.



Proposed site plan for McCarthy Stone's proposals for land at Oakfield, Sale

0800 298 7040[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)

## OUR DESIGN

As with every McCarthy Stone Retirement Living development, a community feel is encouraged with communal spaces and a limited number of apartments, so that residents can get to know their neighbours.

Before we begin designing any proposal, our team of architects spend time researching the architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings.

The layout of the site will allow space for car parking at the front of the site to set the building back from the street and retain the existing mature trees to mitigate the appearance of the apartments whilst also providing privacy to residents and neighbours. At the south of the site, residents will benefit from a communal terrace set within landscaped gardens.

We have carefully considered our design, to breathe new life into a previously developed site. Our proposals represent an exciting opportunity to bring forward high-quality, low maintenance homes in a vibrant town, whilst providing genuine choice for older people so they can continue to live locally in a home that meets their needs and aspirations in their later years.



West Elevation



South Elevation



East Elevation



North Elevation

Elevations of McCarthy Stone's proposals for land at Oakfield, Sale

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## HIGHWAYS

Vehicular access to the site will be provided via the existing access off Oakfield. The highways scheme will be fully consulted on with the local Highways Authority and compliant with required safety standards.

The proposals include 16 car parking spaces for residents, staff and visitors. The car parking layout has been designed so that new planting and landscaping will mitigate the visual impact of parked vehicles. The proposed development will include disabled spaces and allocated visitor spaces.

The level of parking provision has been calculated to take into account the low levels of traffic generation and car ownership associated with this type of development, and the highly sustainable location which will mean most residents won't need to rely on a private vehicle.



Site plan of McCarthy Stone's proposals for land at Oakfield, Sale

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## OUTDOOR SPACES

Residents of our existing schemes tell us how much they value high-quality outside space, and we know how important it can be for their health and wellbeing. Our proposal for Sale includes landscaped gardens, as well as outdoor seating and improvements to the site boundaries, through new shrub and tree planting.

Our developments are designed to blend in with their surroundings. We recognise that high quality gardens and landscaping turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Our own management company will maintain the grounds on behalf of our residents to ensure they develop and mature to enhance both the building and the local neighbourhood.



Example of McCarthy Stone gardens at Michael Court, Sale

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## FEEDBACK

We want to know what you think about our plans. We would appreciate it if you could take the time to complete our online feedback form so we can understand your thoughts and suggestions.

If you would prefer to provide your feedback by telephone or post, please call a member of the project team on our Freephone information line **0800 298 7040** or by email at [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk)

A member of the team will be able to record your feedback over the phone or send you a hardcopy of our feedback form with a freepost reply envelope.



**0800 298 7040**

[www.mccarthystoneconsultation.co.uk/oakfield](http://www.mccarthystoneconsultation.co.uk/oakfield)

## 6.7 Consultation feedback form

### Feedback Form



#### PRIVACY STATEMENT

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the McCarthy Stone group companies for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and McCarthy Stone will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of McCarthy Stone to run public consultation activities.

#### ABOUT THE CONSULTATION

We welcome feedback from local residents and stakeholders on our proposals to redevelop land at Oakfield Road, Sale. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Please return all feedback using either the freepost envelope enclosed or via email at [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk).

#### YOUR DETAILS

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

#### YOUR CONTACT DETAILS

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Title (Miss/Mrs/Ms/Mr/Other):	Address:
First Name or Initial:	
Surname:	
Postcode:	
Age Group (please circle): Under 13 13-17 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85+	Telephone:
	Email:

#### \*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please return this feedback form using the freepost envelope enclosed.

If you have any further questions or would like more information, please contact us on the freephone line 0800 298 7040 referencing the project name 'McCarthy Stone - Oakfield' with your name and contact details, and a member of the project team will respond to your query.

How informative have you found the consultation?

Very informative  Somewhat informative  Not informative  Don't know

What is the reason for this

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

How did you hear about this consultation?

#### Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](http://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com). You can also find McCarthy Stone's Privacy Statement at [mccarthyandstone.co.uk/privacy-and-cookies](http://mccarthyandstone.co.uk/privacy-and-cookies).

Email: [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk) Call: 0800 298 7040

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