



STATEMENT OF COMMUNITY
INVOLVEMENT
Lawnfield, 1 Westmorland Road,
Maidenhead SL6 4HB

Boutique Care Homes
October 2023



Contents

| | |
|--------------------------|----|
| Executive Summary | 3 |
| Introduction | 4 |
| Stakeholder Consultation | 5 |
| Feedback Analysis | 12 |
| Conclusion | 13 |
| Appendices | 14 |



Executive Summary

This Statement of Community Involvement (SCI) has been prepared by Chess Engage on behalf of Boutique Care Homes, referred to hereafter as the “Applicant”. It relates to a planning application for the Lawnfield site, 1 Westmorland Road, Maidenhead SL6 4HB (referred to as the “Application Site”). For the purpose of this proposal, on a site with considerable local interest, a holistic and comprehensive approach has been taken towards community consultation which exceeds the requirements within the Localism Act 2011, National Planning Policy Framework, and the Statement of Community Involvement for the Royal Borough of Windsor & Maidenhead.

The final development proposals have been informed by pre-application discussions with the Royal Borough of Windsor & Maidenhead planning team.

The objective of the consultation was to ensure that local residents, political stakeholders, community stakeholders and elected representatives were made fully aware of the emerging development proposals and had an opportunity to provide their feedback to the Applicant.

To date the consultation has consisted of the following activities:

| ACTIVITY | DATE |
|--|---------|
| Initial contact with Boyn Hill and Belmont ward councillors, and the Cabinet Members for Adults and Planning | 6.6.23 |
| Initial contact with the CEOs of Frimley ICB and Healthwatch | 21.6.23 |
| Project website (www.lawnfieldmaidenhead.co.uk) went live | 3.7.23 |
| First community newsletter distributed locally | 6.7.23 |
| Meeting with Cllrs Adam Bermange, George Shaw and Simon Bond | 12.7.23 |
| Initial contact with the Maidenhead Civic Society, the Maidenhead Neighbourhood Forum, Boyn Hill Infants School, the Gurdwara Society, and All Saints Church | 21.7.23 |
| Second community newsletter distributed locally with details of forthcoming public and online exhibitions | 14.7.23 |
| Face-to-face exhibition | 24.7.23 |
| Virtual exhibition | 25.7.23 |
| Meeting with Fr Jeremy Harris, Vicar, All Saints Church Boyn Hill | 15.9.23 |
| Neighbours' community newsletter distributed locally | 5.10.23 |

Table 1. Timeline of consultation events.

A total of 27 people attended across the two public consultation events that were held—the face-to-face exhibition and the virtual exhibition. This included the ward member for the neighbouring ward of Belmont, Cllr Simon Bond, as well as representatives of both the Maidenhead Neighbourhood Forum and All Saints Church.



A total of three written responses were received from the two events that took place prior to submission. These were all positive, with the respondents expressing strong support for what they said was a much-needed facility.

At the events, the conversations were relatively positive overall. Where nearby neighbours expressed concerns around access, parking or overlooking, the project team endeavoured to provide satisfactory answers in order to reassure attendees as far as possible, emphasising Boutique Care Homes' intention above all to act as a considerate neighbour during the construction phase and longer term as the site operator. One-to-one meetings were offered to any attendees who wished to have more detailed discussions on the proposals.

Prior to the exhibitions and throughout the consultation process, the Applicant has kept all the political and community stakeholders listed in Table 1 fully informed in view of their importance within the community.

Introduction

This report aims to provide details of the extensive community consultation undertaken to date in relation to the development of the Application Site, and outlines the comments received and how the Applicant has sought to respond.

The Application Site proposals are a full application for the proposed erection of a building to form a residential care home (Use ClassC2) with access, parking, landscaping and associated works, following demolition of all existing buildings on the site. The Application Site is on a corner plot in Westmorland Road, currently occupied by a residential dwelling and outbuildings.



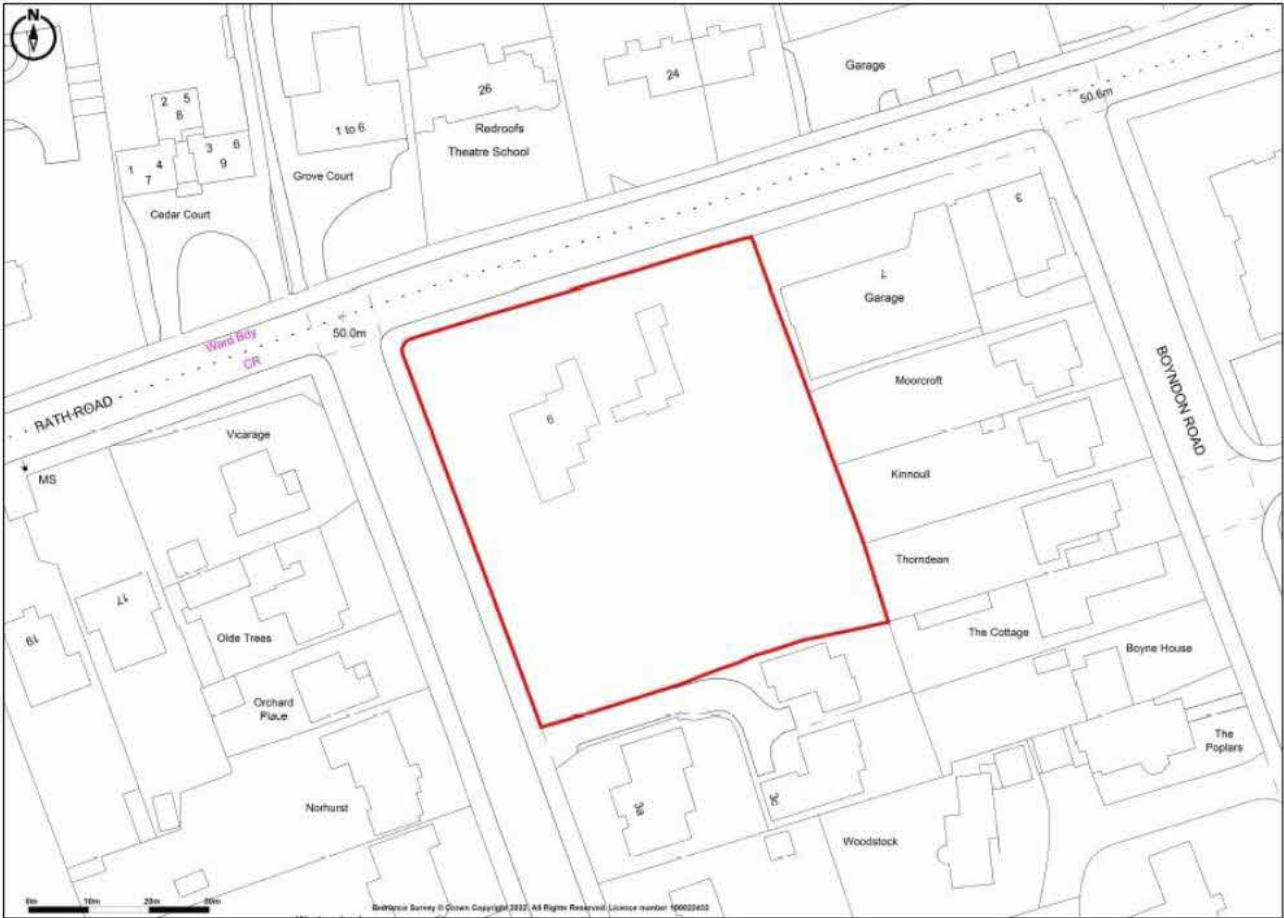


Figure 1. The Application Site.

Stakeholder Consultation

Consultation Programme

The Applicant believes it is important to engage with local stakeholders, in accordance with the provisions of the Localism Act 2011, the National Planning Policy Framework 2021, and the Royal Borough of Windsor & Maidenhead’s SCI.

The Localism Act 2011 introduced “..a new requirement for developers to consult local communities before submitting planning applications for certain developments. This gives local people a chance to comment when there is still genuine scope to make changes to proposals..to further strengthen the role of local communities in planning.”

The National Planning Policy Framework (NPPF) states that local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the areas. The NPPF adds that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.

Good quality preapplication discussion enables better coordination and improved outcomes for the community. In addition, the NPPF acknowledges that whilst applicants are not required to do so by law, they should seek to engage with the local community,



and where relevant, with statutory and non-statutory consultees before submitting their applications. This has the benefit of ensuring that decisions can be taken by the local planning authority in a timely manner.

Methodology and Rationale

The consultation programme followed a structured programme of engagement with the aim of ensuring that it reached key stakeholders via a number of different avenues. In order to ensure that the consultation process was accessible, and mindful that not everyone has access to the internet, the Applicant ensured that throughout, information was circulated on paper, and that the contact details for the project were made available on paper and online.

Project Website

Ensuring that interested parties, including residents and elected politicians, have a reliable and accessible source of information formed a key part of the consultation process. See Appendix 1 for screenshots of the website.

At the time of writing there have been 108 visits to the project website (66 desktop, 41 mobile and one tablet).

The website went live on 3 July and consists of three pages:

Home: sets out the background of the site, introduces Boutique Care Homes and details the proposals

Consultation: provided information for the face-to-face and virtual exhibitions; hosted a recording of the virtual exhibition following the event

Contact Us: provides a five-question feedback survey that can be submitted directly to the project team

All pages included a named contact, phone number and email address for the Applicant's communication consultants Chess Engage, ensuring that stakeholders had and continue to have a point of access to the project team.

It is the intention of the Applicant that on submission of the planning application, the website will be updated to reflect this. The website will provide details of the submitted application and provide information on how stakeholders can comment. It will continue to be updated as the application progresses towards consideration by the Planning Committee.

Community Newsletters

There were two community newsletters distributed on 6 July and 14 July to the area in Appendix 3, encompassing approximately 600 homes and businesses. The first newsletter introduced Boutique Care Homes, and detailed the site development proposals and their benefits. The second newsletter advertised the face-to-face and virtual exhibitions.



Subsequently, a third neighbours' community newsletter was distributed on 5th October to the immediate site neighbours - 118 properties - to the area in Appendix 10 summarising the key matters arising from the consultation events and the project team responses for each, providing a point of contact for further information.

The first, double-sided A4 community newsletter can be seen at Appendix 2, and the second, single-sided A4 community newsletter can be seen at Appendix 4. The subsequent double-sided A4 neighbours' community newsletter can be seen at Appendix 9.

Exhibition

The Applicant held a face-to-face exhibition on Monday 24 July from 3pm to 7pm at All Saints Church Hall.

To raise awareness of the exhibition and to encourage as many people as possible to attend, a single page A4 invitation (Appendix 4) was produced and distributed on 14 July to residents within the same distribution area that had been used for the previous community newsletter.

Information about the proposals was displayed on banners in the room (Appendix 5), and members of the project team were available to discuss the proposals in detail and answer any questions. Consultants from Chess Engage were in attendance to support the project team and encourage attendees to complete a feedback form.

The attendees included the ward member for the neighbouring ward of Belmont, Cllr Simon Bond, as well as representatives of both the Maidenhead Neighbourhood Forum and All Saints Church. A heatmap approximating attendees' addresses as reported on the sign-in sheet, available at Appendix 6, shows that many nearby neighbours came to the event.





Figure 2. The space as it was set up for the exhibition.

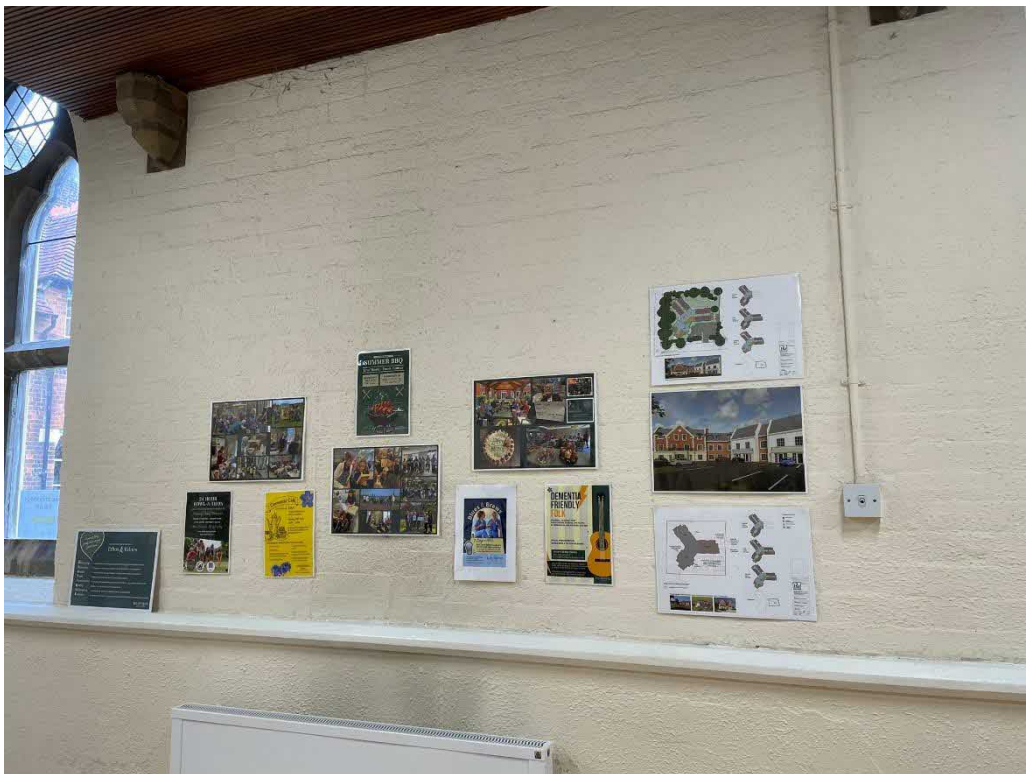


Figure 3. In addition to the banners, further information was provided on a section of the wall.





Figure 4. The project team discusses the proposals with attendees.



Figure 5. The project team discusses the proposals with attendees.

Several of the conversations at the event were positive in tone. Where concerns were expressed, these tended to be from nearby neighbours with questions about access to the scheme and the



traffic associated with it, the adequacy of the proposed amount of car parking, and possibilities of overlooking. The project team addressed each of these subjects in detail, and endeavoured to reassure attendees as far as possible. In particular, the project team emphasised Boutique Care Homes' status as the operator of the facility, and its responsibility and intention to act as a considerate neighbour where all of these issues are concerned. One-to-one meetings were offered to any attendees who wished for a more detailed discussion, with members of the project team providing their personal details so that these could be arranged.

Attendees were encouraged to fill out feedback forms which were available to be completed either on paper or on two iPads that were provided. The feedback form is included at Appendix 7.

Respondents were asked five questions which are set out below.

1. *Do you agree that there is a need for specialist care accommodation in Maidenhead?*
All three respondents strongly agree.
2. *Learning from Covid, the need for a purpose-built care home is apparent. Do you welcome this in the area?*
All three respondents strongly agree.
3. *The site layout has been carefully designed to ensure that the existing trees are retained. Do you agree that this is important?*
Two respondents strongly agree, and one agrees.
4. *Care homes reduce the impact on local health services by providing care on-site for those who need it most. Do you support this?*
All three respondents strongly agree.
5. *If you have any additional comments please use the space below.*

| |
|--|
| Make sure you keep on top of the parking!! |
| Well thought out. A much needed facility. |
| From personal experience I understand the urgent need for purchase built care homes in the Maidenhead area. I am strong supporter of this important project. |

It is notable that none of the neighbours who had expressed concerns elected to submit written feedback during or after the event. The low response rate—along with the absence of negative feedback—suggests that the scheme is less contentious than we might usually expect proposals of this nature to be.

Virtual Exhibition

The Applicant held a virtual exhibition the following day, Tuesday 25 July, from 6pm to 7pm. This allowed members of the public who had been unable or had not wished to attend the face-to-face exhibition to view the plans and listen to members of the project team speak about the proposals whilst being able to type as many questions as they wished throughout the session.



The information presented during this event was the same as that presented at the face-to-face event. The presentation slides can be found at Appendix 8.

Attendees' questions formed the basis of the Q&A at the end of the presentation. A consultant from Chess Engage posed the questions and they were each answered by a member of the project team. For those who were unable to attend either of the consultation sessions but wanted to view the information, a recording of the virtual exhibition was uploaded to the project website.



Feedback Analysis

The table below analyses the feedback from residents and from the wider community, addressing concerns and questions raised during the consultation. The format of each issue seeks to summarise the feedback in order to provide a response from the Applicant and wider project team.

| ISSUE | RESPONSE |
|---|---|
| How will issues of potential overlooking to neighbouring dwellings be addressed? | To address overlooking of neighbouring properties, the buildings have been moved away and there are no windows on the end elevations closest to the neighbouring properties. |
| What provision will there be for parking; will this be sufficient without causing overspill to Westmorland and other local roads? | Based on experience of our existing care homes, we have carefully designed the car park to accommodate sufficient parking spaces for what we believe is the maximum number of cars likely to ever visit the proposed home at any one time. We also actively manage the car park and work with the staff and visitors to use alternative modes of transport wherever possible and operate a green travel plan within the home. |
| Will the facility cater for local needs and be within the reach of the local community in terms of cost? | The care home is designed and managed to become part of the local community. We hold training sessions on dementia. We actively work with local community groups, children's nurseries and schools. Our policy is to offer the best possible levels of care at a competitive price point offering family members peace of mind whilst we are caring for their family member. |
| How will you ensure that the trees and green outlook are not impacted by the development proposals? | The care home building has been moved and carefully designed to fit around the key, historic trees within the garden. The building is set back away from the boundaries on all sides so the existing tree boundary will remain, wherever possible. Many of the trees on site have not been well maintained in recent years and we will actively manage the gardens to improve and enhance the tree screen and planting around the site. |



Conclusion

The Applicant has clearly demonstrated their commitment to conduct a comprehensive programme of political and community engagement, and has worked to ensure that residents and political and community stakeholders have been involved at every stage of the pre-submission process. Their feedback, together with the pre-application discussions with RBWM, have directly informed the submission.

Feedback has resulted in the following changes to the proposals:

The original proposals submitted at the Pre-Application were for a “T” shaped building. Following feedback from the planning officer the scheme was amended to a “Y” shape with 3 equally sized wings.

The revised “Y” shape now has a better relationship with the existing trees along the boundary of the site and increases the root protection zones and allows the current screening of the site to remain in place.

The amended building shape addresses the initial concerns raised of bulk, mass and scale by condensing it's impact on the wider environment.

The façade of the building has been changed in direct response to the planning offers comments and more characterful approach has been taken.

We have listened to our neighbours and pulled back the building from the boundary and removed windows.

Finally, the Applicant is committed to continued community engagement after submission, and to build lasting relationships as a part of the local community.



Appendices

Appendix 1 – Website screenshots

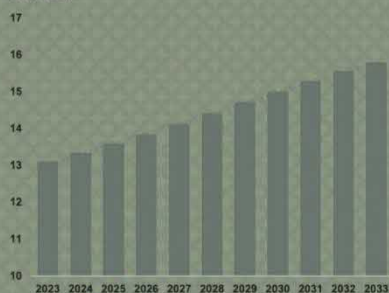
The screenshot shows the website for 'BOUTIQUE CARE HOMES'. The header includes the company name and navigation links for 'Home', 'Consultation', and 'Contact Us'. The main heading is 'Lawnfield, 1 Westmorland Road, Maidenhead, SL6 4HB'. Below this, there is introductory text: 'Boutique Care Homes has recently acquired Lawnfield, 1 Westmorland Road, Maidenhead, SL6 4HB. We have exciting plans for the site which will benefit the whole community. Our proposal is to redevelop the site into a purpose built care home. However, before we submit any plans to the council, we want to engage with our new neighbours first.' A map shows the site location in a residential area. The next section is 'Who are Boutique Care Homes?' with text: 'Boutique Care Homes primarily operate across the south of England, developing and delivering purpose built, state of the art care homes which can include a focus on dementia care. Boutique Care Homes understand how care homes function and are able to design and to meet those specific requirements. Boutique Care Homes' attention to detail makes sure that we get it right, every time, and build places where residents can relax and feel at home.' The 'Our Proposals' section features six icons with descriptions: 1. A person in a bed icon with text 'Approx. 70 care beds to help address unmet need'. 2. An icon of two people with text 'Outward facing facility at the heart of the community'. 3. An icon of three houses with text 'Increase to local housing supply'. 4. An icon of trees with text 'Biodiversity net gain'. 5. An icon of stacked coins with text 'Reducing costs and pressures on local health and social care services'.



The Need for Care Homes

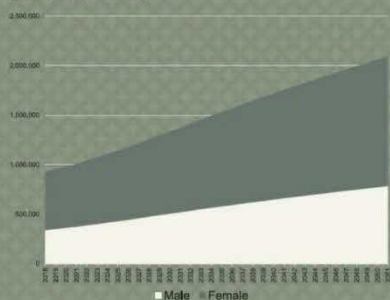
As we all know, the UK population is getting older. As a result the need for specialist accommodation and demand is more than ever.

UK Population Projections For 65+, Million



Knight Frank Research

Projected Number of People Living With Dementia – UK



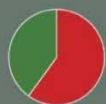
Alzheimer's Research UK

Why This Site?

In Windsor & Maidenhead, not only is there a lack of care beds but the majority of the existing stock is not purpose built. During Covid, the need for purpose built care homes was apparent and Boutique Care Homes' proposals will deliver this much needed facility for the local area.

IN A 10 MINUTE CATCHMENT AREA OF OUR SITE:

Existing Care Home Stock:



- Not Purpose Built
- Purpose Built

Under Supply of Care Beds:



243 CARE BEDS NEEDED
IN THE NEXT 10 YEARS

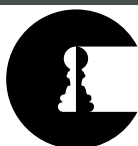
Knight Frank Needs Assessment 2023

Contact Us

For further information, please contact
Philip Corthorne:
philip.corthorne@chessengage.com
07956 232878

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WEBSITE DESIGNED BY CHESS ENGAGE



Consultation

A face-to-face public exhibition was held on Monday 24 July, and the same information was presented in our webinar on Tuesday 25 July. Both events provided residents with the opportunity to view the proposals, ask questions and provide feedback. A recording of the webinar is available to view below.



Virtual Exhibition



Contact Us

For further information, please contact
Philip Corthorne:
philip.corthorne@chessengage.com
07956 232878



Contact Us

Name Address Email

1. Do you agree that there is a need for specialist care accommodation in Maidenhead?

- Strongly agree*
- Agree*
- Neutral*
- Disagree*
- Strongly disagree*

2. Learning from Covid, the need for a purpose built care home is apparent. Do you welcome this in the area?

- Strongly agree*
- Agree*
- Neutral*
- Disagree*
- Strongly disagree*

3. The site layout has been carefully designed to ensure that the existing trees are retained. Do you agree that this is important?

- Strongly agree*
- Agree*
- Neutral*
- Disagree*
- Strongly disagree*

4. Care homes reduce the impact on local health services by providing care on-site for those who need it most. Do you support this?

- Strongly agree*
- Agree*
- Neutral*
- Disagree*
- Strongly disagree*

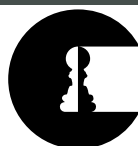
If you have any additional comments please use the space below.

By checking, I agree to share my form responses.

Submit

Contact Us

For further information, please contact
Philip Corthorne:
philip.corthorne@chessengage.com
07956 232878



Appendix 2 – Community newsletter

BOUTIQUE CARE HOMES

Dear Neighbour,

Boutique Care Homes has recently acquired Lawnfield, 1 Westmorland Road, Maidenhead, SL6 4HB.

We have exciting plans for the site which will benefit the whole community. Our proposals is to redevelop the site into a purpose built care home.

However, before we submit any plans to the council, we want to engage with our new neighbours first.

Yours faithfully,

Boutique Care Homes



Site Location

Who are Boutique Care Homes

Boutique Care Homes primarily operate across the south of England, developing and delivering purpose built, state of the art care homes which can include a focus on dementia care.

Boutique Care Homes understand how care homes function and are able to design and to meet those specific requirements. Boutique Care Homes' attention to detail make sure that we get it right, every time, and build places where residents can relax and feel at home.



Our Proposals



Approx. 70 care beds to help address unmet need



Outward facing facility at the heart of the community



Increase to local housing supply



Biodiversity net gain



Reducing costs and pressures on local health and social care services



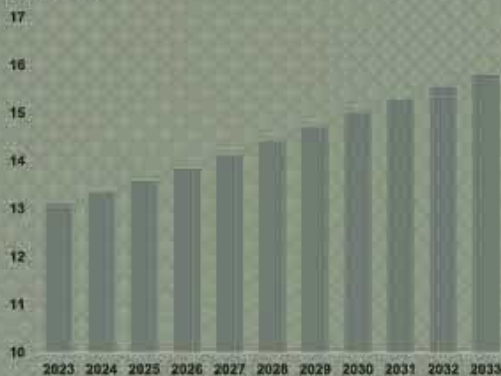
BOUTIQUE

CARE HOMES

The Need For Care Homes

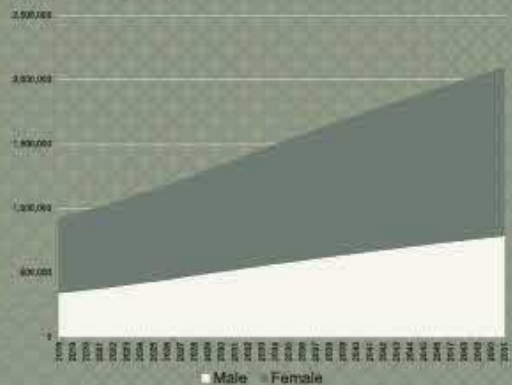
As we all know, the UK population is getting older. As a result the need for specialist accommodation and demand is more than ever.

UK Population Projections For 65+, Million



Knight Frank Research

Projected Number of People Living With Dementia – UK



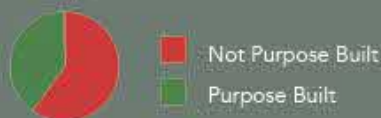
Alzheimer's Research UK

Why This Site?

In Windsor and Maidenhead, not only is there a lack of care beds but the majority of the existing stock is not purpose built. During Covid, the need for purpose built care homes was apparent and Boutique Care Homes' proposals will deliver this much needed facility for the local area.

IN A 10 MINUTE CATCHMENT AREA OF OUR SITE:

Existing Care Home Stock:



Under Supply of Care Beds:



Knight Frank Needs Assessment 2023

What Happens Next?

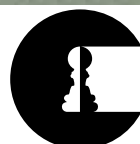
Over the next few weeks, we will be sending out another newsletter inviting you to a face to face public exhibition and an online event. This is where we will present our proposals and will give you an opportunity to provide feedback on our plans.

Please visit www.lawnfieldmaidenhead.co.uk to sign up for updates regarding our plans.

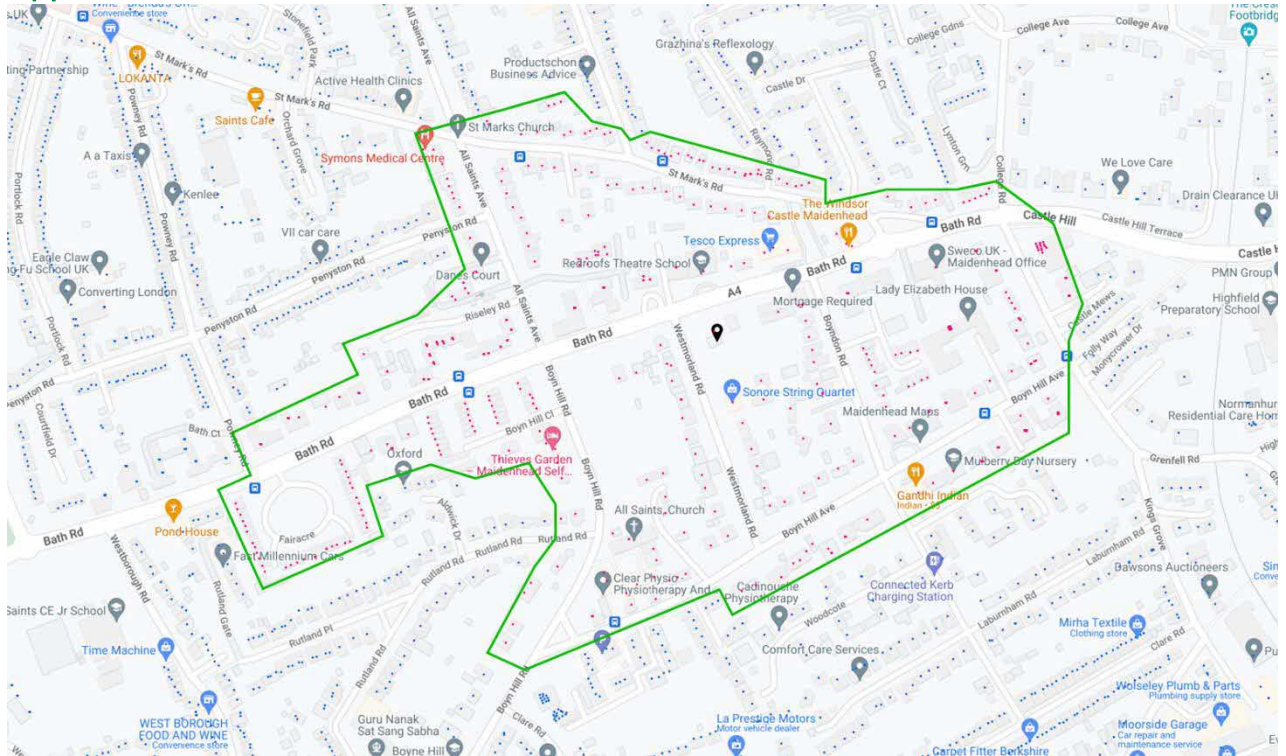
Contact Us

For further information please contact Philip Corthorne:

✉ philip.corthorne@chessengage.com ☎ 07956232878



Appendix 3 – Distribution area



Appendix 4 – Invitation to consultation events

BOUTIQUE

CARE HOMES

Dear Neighbour,

As you may know, Boutique Care Homes has recently acquired Lawnfield, 1 Westmorland Road, Maidenhead, SL6 4HB.

Recently, we sent out a newsletter introducing ourselves and expressing that we want to engage with yourselves about our forthcoming proposals. We are excited to showcase our plan which is to redevelop the site into a circa 70 bed purpose built care home.

We invite you to attend a public exhibition to provide you with further details on our plans and to hear your views. We are offering two separate events; however the same material will be displayed and therefore if you wish to attend, then it is only necessary to attend one event. Both events will provide residents with the opportunity to view the proposals, ask questions and provide feedback.

Yours faithfully,

Boutique Care Homes

OPTION A: Face-To-Face Exhibition

DATE: Monday 24th July
DROP IN TIME: 3pm - 7pm
LOCATION: All Saints Church,
Church Close, Maidenhead, SL6 4HE



OPTION B: Virtual Exhibition

You will be able to view the material from
the comfort of your own home.

DATE: Tuesday 25th July START TIME: 6pm

How To Sign Up For Our Online Exhibition:

1. Visit www.lawnfieldmaidenhead.co.uk
2. Click on the Consultation tab on the top menu bar
3. Register your attendance beforehand
4. An email will be sent to you confirming your attendance

Please follow the instructions on the email

What if I can't make either option?

If you are unable to attend the exhibitions, a recording and the materials will be uploaded to the website: www.lawnfieldmaidenhead.co.uk shortly after.

Who are Boutique Care Homes

Boutique Care Homes primarily operate across the south of England, developing and delivering purpose built, state of the art care homes which can include a focus on dementia care.

Boutique Care Homes understand how care homes function and are able to design and to meet those specific requirements. Boutique Care Homes' attention to detail make sure that we get it right, every time, and build places where residents can relax and feel at home.



If you have any questions or comments, please get in touch:

☎ 07956 232 878 ✉ philip.corthorne@chessengage.com



Appendix 5 – Exhibition banners

Welcome

Who are Boutique Care Homes

Boutique Care Homes develop and deliver purpose built, state of the art care homes which includes a focus on dementia care.



Boutique Care Homes understand how care homes function and are able to design to and meet those specific requirements. Our attention to detail makes sure that we get it right, every time, and build places where residents can relax and feel at home.

We are a promoter, developer and most importantly an operator meaning that this scheme is not speculative and high standards and delivery is key throughout the process.



Internal images of one of our existing care homes

BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk

The Site



Site Location

We recognise that there is a vacant large residential house on the site.



The project team considered adapting Lawnfield, but given the restraints of the existing buildings, a purpose built care home is the only way forward to deliver first class accommodation.

BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk

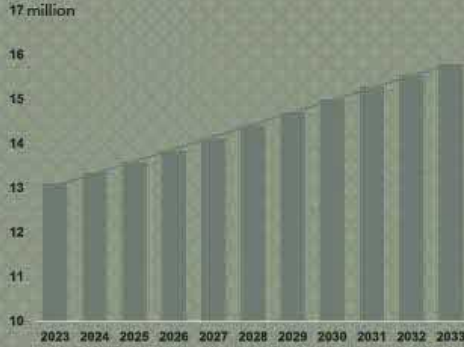


The Need

The Need For Care Homes

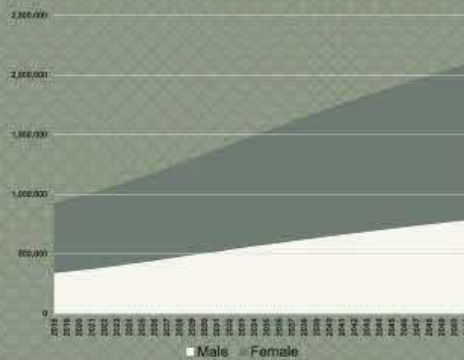
As we all know, the UK population is getting older. As a result the need for specialist accommodation and demand is more than ever.

UK Population Projections For 65+



Knight Frank Research

Projected Number of People Living With Dementia – UK



Alzheimer's Research UK

There is currently a national shortage of purpose built care homes, especially those catering for more complex needs like dementia. A large number of care homes which are older will struggle to meet emerging standards and to remain viable.

BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk

Why This Site?

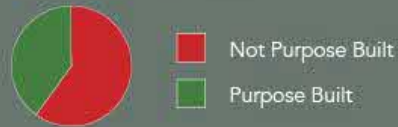
In Windsor and Maidenhead, not only is there a lack of care beds but the majority of the existing stock is not purpose built.

IN A 10 MINUTE CATCHMENT AREA OF OUR SITE:

Under Supply of Care Beds:



Existing Care Home Stock:



Knight Frank Needs Assessment 2023

The need for purpose built care homes has been elevated over the last few years during the COVID pandemic.

Our proposals will deliver the modern standards everyone expects and our elderly population deserves.



BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk



The Proposals



70 care beds to help address unmet need



Outward facing facility at the heart of the community



21 Car parking spaces



Environmentally sustainable building



Care beds counts towards the council's housing land supply & free's up under occupied family housing



Employment opportunities & Economic benefits
(For every £1 spent on the development a further 76p will be spent in the local economy)



Care homes have been proven to reduce the impact on local health services by providing levels of care and support for those who would use local services



View from entrance looking at care home entrance

BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk

Site Context

We recognise that the site proposals will change the current site layout.

It is worth noting that close-by to Lawnfield, there are a number of similar sized buildings. Our proposals are similar in massing and in height to these.



Site Layout

After careful consideration and number of alterations, the project team has designed the site layout below to ensure that:

- The existing mature trees are retained
- The site will continue to be well screened
- The proposed building is now at the centre of the site/away from the road



BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk



Feedback

We are keen to hear your feedback on our proposals, our project team will be available if you have any questions.

You can find the exhibition materials you have seen today and the feedback form on our website.

There are four ways that you can provide your feedback:



Fill in the form at the end of the exhibition



Fill in the form on the iPad provided



Visit our website at lawnfieldmaidenhead.co.uk



Post a copy of the feedback form to the freepost address

Contact Details:

 philip.corthorne@chessengage.com

 www.lawnfieldmaidenhead.co.uk

 07956 232 878

 Chess Engage, FREEPOST, RUCX-YZCS-BGGU, 26 Denbigh Street, London, SW1V 2ER

Next Steps

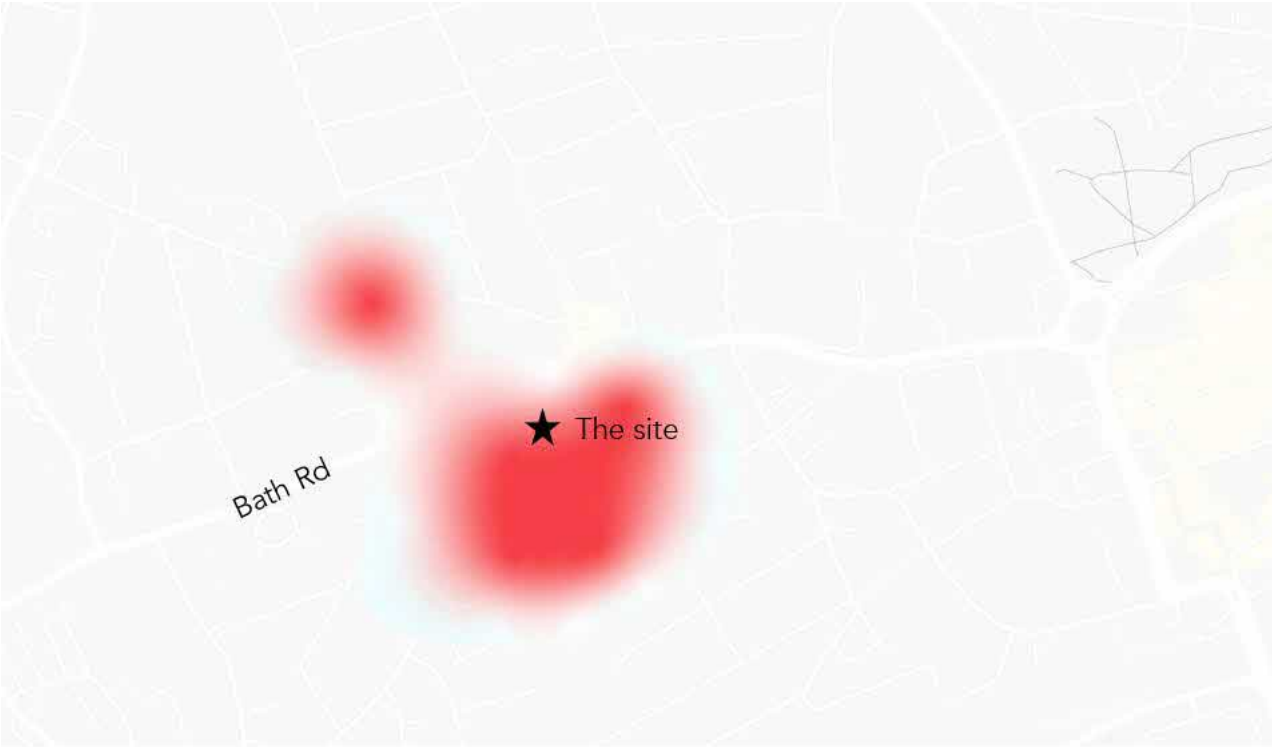


BOUTIQUE
CARE HOMES

www.lawnfieldmaidenhead.co.uk



Appendix 6 – Heatmap of exhibition attendees' addresses



Appendix 7 – Feedback form

BOUTIQUE CARE HOMES

Lawnfield Feedback Form

Dear Resident,

Thank you for taking the time to attend today's exhibition of our proposals for Lawnfield. Please feel free to ask members of the project team any questions you may have.

Please complete and return this form today or mail it back to us using the freepost address:
Chess Engage, FREEPOST, RUCX-YZCS-BGGU, 26 Denbigh Street, London, SW1V 2ER
You can also download a form from our website www.lawnfieldmaidenhead.co.uk

Under the 2018, Data Protection Act, Chess Communications Ltd has a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you have provided it for: in this case, preparation and submission of a planning application for this application. We will only hold your information for as long as necessary to fulfil this purpose. Your information will only be shared with the project team for the purpose of informing the proposals.

I agree to have my data kept in accordance with the disclaimer above

I would like to be kept informed of the proposals' progress

About you

Name

Address

Postcode

Email

Questions

1. Do you agree that there is a need for specialist care accommodation in Maidenhead?

Strongly agree Agree Neutral Disagree Strongly disagree

2. Learning from Covid, the need for a purpose built care home is apparent. Do you welcome this in the area?

Strongly agree Agree Neutral Disagree Strongly disagree

3. The site layout has been carefully designed to ensure that the existing trees are retained. Do you agree that this is important?

Strongly agree Agree Neutral Disagree Strongly disagree

4. Care homes reduce the impact on local health services by providing care on-site for those who need it most. Do you support this?

Strongly agree Agree Neutral Disagree Strongly disagree

If you have any additional comments please use the space below:



Appendix 8 – Virtual exhibition presentation slides



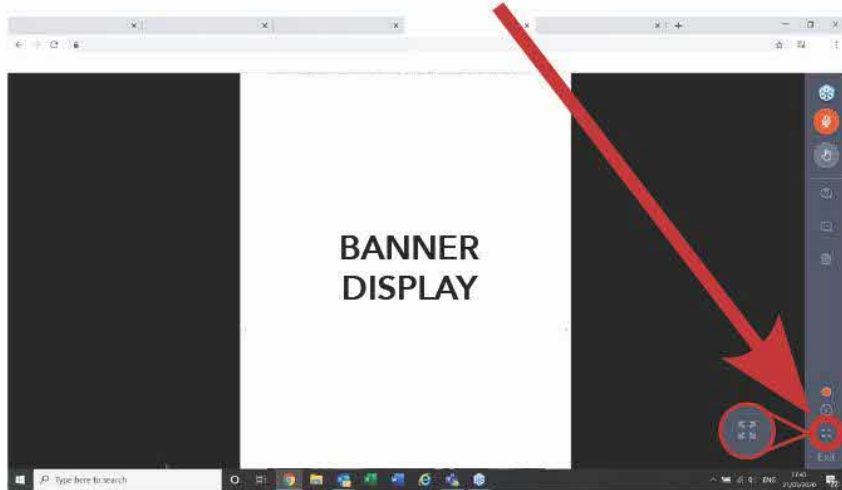
Thank you for attending, this exhibition will start shortly.

HOW TO USE THE SOFTWARE:

PLEASE TURN THE VOLUME ON YOUR COMPUTER HIGH SO THAT YOU CAN HEAR US

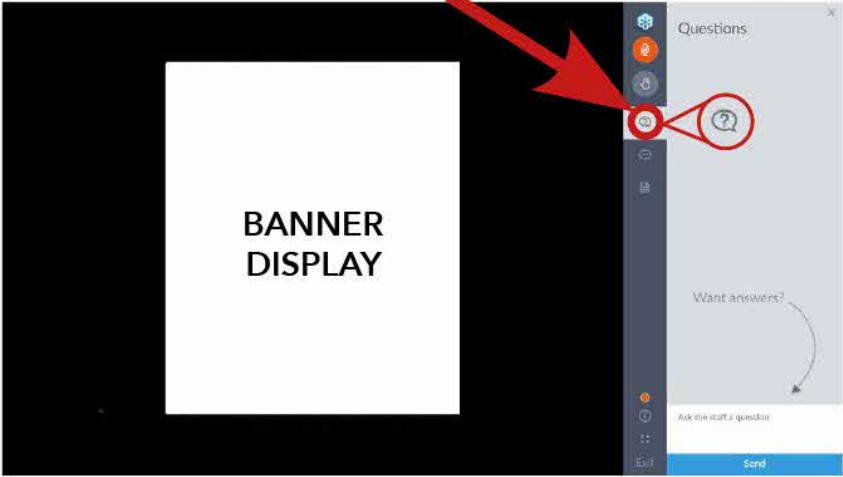
STEP 1:

Please enter full screen mode by clicking here:



STEP 2:

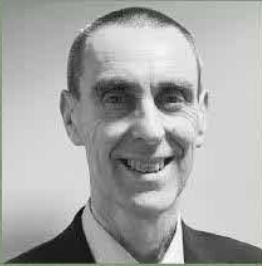
To ask questions throughout the presentation please click the question icon:
Answers will be sent to your email after the exhibition.



Philip Corthorne
Chess Engage



Meet The Team



David Lobb
Boutique Care Homes



Alex King
Misson Town Planning



Philip Corthorne
Chess Engage

BOUTIQUE
CARE HOMES





Who are Boutique Care Homes?

Boutique Care Homes develop and deliver purpose built, state of the art care homes which can include a focus on dementia care.

We understand how care homes function and are able to design to and meet those specific requirements. Our attention to detail makes sure that we get it right, every time, and build places where residents can relax and feel at home.

We are a promoter, developer and most importantly an operator meaning that this scheme is not speculative and high standards and delivery is key throughout the process.



Internal images of one of our existing care homes

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The Site

We recognise that there is a vacant large residential house on the site.

The project team considered adapting Lawnfield, but given the restraints of the existing buildings, a purpose built care home is the only way forward to deliver first class accommodation.



Site Location

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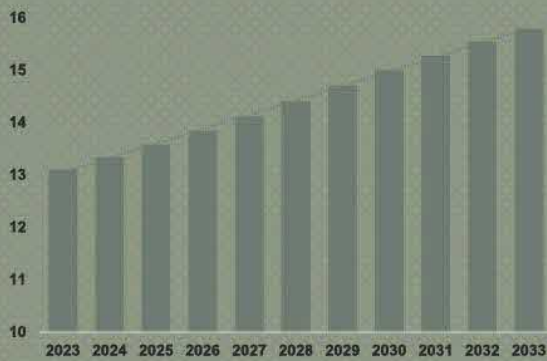


The Need For Care Homes

As we all know, the UK population is getting older. As a result the need for specialist accommodation and demand is more than ever.

UK Population Projections For 65+

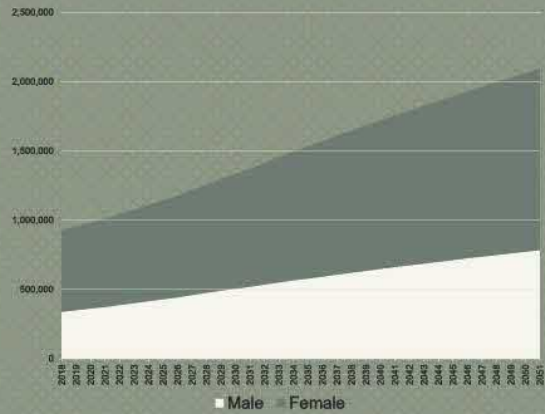
17 million



Knight Frank Research

There is currently a national shortage of purpose built care homes, especially those catering for more complex needs like dementia. A large number of care homes which are older will struggle to meet emerging standards and to remain viable.

Projected Number of People Living With Dementia – UK



Alzheimer's Research UK





Why This Site?

In Windsor and Maidenhead, not only is there a lack of care beds but the majority of the existing stock is not purpose built.

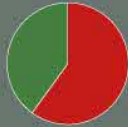
IN A 10 MINUTE CATCHMENT AREA OF OUR SITE:

Under Supply of Care Beds:



243 CARE BEDS NEEDED
IN THE NEXT 10 YEARS

Existing Care Home Stock:



Not Purpose Built

Purpose Built

Knight Frank Needs Assessment 2023

The need for purpose built care homes has been elevated over the last few years during the COVID pandemic.

Our proposals will deliver the modern standards everyone expects and our elderly population deserves.





The Proposals



70 care beds to help address unmet need



Outward facing facility at the heart of the community



21 Car parking spaces



Environmentally sustainable building



Care beds counts towards the council's housing land supply & free's up under occupied family housing



Employment opportunities & Economic benefits
(For every £1 spent on the development a further 76p will be spent in the local economy)



Care homes have been proven to reduce the impact on local health services by providing levels of care and support for those who would use local services





The Proposals



View from entrance looking at care home entrance

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Site Context

We recognise that the site proposals will change the current site layout.

It is worth noting that close-by to Lawnfield, there are a number of similar sized buildings. Our proposals are similar in massing and in height to these.



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CARE HOMES





Site Layout

After careful consideration and number of alterations, the project team has designed the site layout below to ensure that:

- The existing mature trees are retained
- The site will continue to be well screened
- The proposed building is now at the centre of the site/away from the road



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CARE HOMES





Next Steps



June 2023

Launch of project website



July 2023

Working with partners and stakeholders



July 2023

Public Exhibition



Late Summer

Planning application submitted





Feedback

Thank you for attending this evening's presentation. Please let us have your feedback so that we can consider your responses, to help shape the proposals for the site.

You can:



Fill in form at the end of the exhibition



Visit our website
lawnfieldmaidenhead.co.uk



Contact our team:
philip.corthorne@chessengage.com
07956 232878

Thank You!





Q&A

BOUTIQUE
CARE HOMES



BOUTIQUE CARE HOMES

1 Westmorland Road, Maidenhead, SL6 4HB

Dear Neighbour,

You will have heard from us recently about our exciting development proposals for a purpose built care home. We were delighted to see several of you at our July community consultation event at All Saints Church, and our online consultation event. A recording of the online event can be accessed via our website:
www.lawnfieldmaidenhead.co.uk/public-consultation

There is a general recognition of the need for this facility, and the potential local benefits. However, a number of points were raised, which we'd like to take this opportunity to address to our immediate neighbours in this newsletter, ahead of submission of a planning application to the Royal Borough of Windsor and Maidenhead.

Boutique Care Homes are committed to being a good neighbour to our local community now and in the future. We hope you find the content of this newsletter informative and helpful, but should you wish to raise any further questions with us, please do not hesitate to get in touch, using the contact details overleaf.

Yours faithfully,

Boutique Care Homes



Site Location



View from entrance looking at care home entrance



BOUTIQUE

CARE HOMES

Please find below the matters that were raised during the consultation and how we are addressing the main issues in the responses below.



How will issues of potential overlooking to neighbouring dwellings be addressed?

To address potential overlooking of neighbouring properties, the building has been moved away from the boundary and there are no windows on the end elevations closest to the neighbouring properties.



What provision will there be for parking; will this be sufficient without causing overspill to Westmorland Road and other local roads?

Based on experience of our existing care homes, we have carefully designed the car park to accommodate sufficient parking spaces for what we believe is the maximum number of cars likely to visit the proposed home at any one time. We also actively manage the car park and work with the staff and visitors to use alternative modes of transport wherever possible and operate a green travel plan within the home.



How will you ensure that the trees and green outlook are not impacted by the development proposals?

The care home building has been moved and carefully designed to fit around the key, historic trees within the garden. The building is set back away from the boundaries on all sides so the existing tree boundary will remain, wherever possible. Many of the trees on site have not been well maintained in recent years and we will actively manage the gardens to improve and enhance the tree screen and planting around the site.



Will the facility cater for local needs and be within the reach of the local community in terms of cost?

The care home is designed and managed to become part of the local community. We hold training sessions on dementia. We actively work with local community groups, children's nurseries and schools. Our policy is to offer the best possible levels of care at a competitive price point offering family members peace of mind whilst we are caring for their family member.



How will the construction impact be managed to minimise noise and disruption to the local community?

There will be a site manager who will make themselves known to immediate neighbours ahead of construction and provide their contact details. There will be a construction management plan which will be actively managed throughout, and this will include the arrangements for deliveries, which will be carefully phased.

For further information please visit www.lawnfieldmaidenhead.co.uk to sign up for updates regarding our plans.

Contact Us

For further information please contact Philip Corthorne:

✉ philip.corthorne@chessengage.com ☎ 07956232878



Appendix 10 – Distribution area





www.chessengage.com

info@chessengage.com

0207 399 2280

