

The Rapleys logo consists of the word "RAPLEYS" in white, uppercase, sans-serif font, centered within a horizontal rectangular bar. The bar is divided into three colored sections: green on the left, a darker green in the middle, and blue on the right.

Statement of Community Involvement on behalf of  
CARE (Little Court) Ltd

LITTLE COURT, HAVERHILL ROAD,  
LITTLE WRATTING, HAVERHILL,  
CB9 7UD

February 2021

Our Ref: SGP/20-01437

The care. logo features the word "care." in a lowercase, sans-serif font. Below it, in a smaller, all-caps, sans-serif font, is the text "CENTRAL AND REGIONAL ESTATES LTD". The logo is contained within a white rectangular box.

---

## Contents

Quality Assurance .....	1
1 Introduction.....	2
2 Purpose .....	3
3 Community Engagement Activities .....	5
4 Consultation Feedback .....	7
5 Reply to Consultation Responses.....	8
6 Recommendations.....	10
7 Summary and Conclusions.....	11

## Appendices

Appendix 1	On-line exhibition boards
Appendix 2	Public Exhibition Event Flyer
Appendix 3	Aerial photograph of flyer distribution area

---

## QUALITY ASSURANCE

This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2008.

Created by:	Samuel Palmer BSc (Hons) MSc MRTPI Samuel.Palmer@rapleys.com
Signature:	
Checked by:	Richard Sykes-Popham MRICS Richard.Sykes-Popham@rapleys.com
Signature:	

---

## 1 INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Rapleys LLP on behalf of CARE (Little Court) Ltd (CARE) (“The Applicant”) in support of a full planning application for a specialist dementia care village at Little Court, Haverhill Road, Little Wrating (“The Site”).
- 1.2 This purpose of this statement is to details the pre-application consultation activities undertaken in preparation of the planning application and to detail and analyse the responses received by the local community, along with the steps which the applicant has taken to address the matters which have arisen.

---

## 2 PURPOSE

2.1 There are two matters to consider here: the purpose of community engagement and the purpose of statements of community involvement as they relate to the planning process (of which this is an example).

### COMMUNITY ENGAGEMENT / PUBLIC CONSULTATION

2.2 Community engagement, which in this case has taken the form of public consultation, is increasingly encouraged in the planning process. The National Planning Policy Framework places particular emphasis on developers and prospective applicants engaging with the communities who lie close to or may be affected by their development proposals. Used in this way community engagement usually takes place at some point prior to the submission of a planning application.

2.3 There are many reasons for undertaking pre-application public consultation. The main reasons are as follows:

- To inform people about a proposed development prior to a planning application being submitted;
- To engage the local community and stakeholders in the planning process;
- To give interested parties the chance to express their views on the proposed development;
- To gain particular insight or detailed information which is relevant to the scheme;
- To gauge local opinion in view of the status of comments of interested people as a material consideration in the planning decision making process; and
- To identify ways in which a proposed development could be improved.

2.4 It is worth noting that pre-application public consultation is not and does not function as a referendum on development proposals. Planning law states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. The views of local communities and the wider public are just one such material consideration. Accordingly, in deciding a planning application the outcome of the public consultation exercise must be weighed in the planning balance along with what the relevant planning policy says and all other material considerations.

2.5 It is also worth noting that community engagement, including pre-application consultation, is not a statutory requirement. The outcome of the community engagement process does not bind the developer to any particular course of action. However, whether the developer observes the findings of the process or not, they remain a material consideration in the determination of any related planning application, as is the extent to which the developer has observed them.

### STATEMENT OF COMMUNITY INVOLVEMENT

2.6 Statements of community involvement as they relate to the pre-planning application and planning application processes are intended to:

- explain the purpose of the community engagement process as it relates to the particular proposal;
- explain how the developer or prospective applicant has engaged with the local community and the relevant stakeholders;

- 
- report on and analyse the output of the community engagement process (in this case the consultation responses);
  - provide a response or responses on the behalf of the community engagement initiator/organiser (usually the developer), if appropriate; and
  - recommend or identify actions which may be necessary or appropriate in view the output of the community engagement process.

### 3 COMMUNITY ENGAGEMENT ACTIVITIES

3.1 This section provides details of the consultation process including how it was publicised, what the process comprised and how responses were made.

#### CONSULTATION PROCESS TIMELINE

3.2 The table below details the sequence of events comprising the consultation process.

Date	Action / Event
Mid-late November 2020	Distribution of flyers inviting local residents and stakeholders to attend the on-line public consultation events.
26th November 2020	Distribution of flyers to Great Wrattling Parish Council, Kedington Parish Council and the One Haverhill Partnership providing details of online public exhibition and inviting them to attend one of two public consultation events held via Zoom.
3 <sup>rd</sup> December 2020	First on-line public consultation event held
4 <sup>th</sup> December - 18 <sup>th</sup> December 2020	Online public exhibition detailing the proposals and inviting comments goes live. An email address and postal address are provided for comments to be sent to.
5 <sup>th</sup> December 2020	Second on-line public consultation event held
14 <sup>th</sup> December 2020	Online public exhibition closes and final day for submitting comments.

#### ONLINE PUBLIC EXHIBITION

3.3 The online exhibition comprised a series of 13 exhibition 'boards' (Appendix 1). The purpose of the boards was to inform interested parties about all aspects of the site and the proposed development, including the following:

- the applicant
- the CARE model / concept
- how and why the site had been selected and been considered appropriate
- the need for the proposed facility
- the site
- the proposals and how they had been prepared in the context of the site and associated considerations including landscape, highways, flood risk, drainage, ecology and sustainability matters
- the next steps following the consultation events, including the proposed submission of a planning application
- how comments could be made..

---

3.4 The exhibition was live for 14 days until the 18<sup>th</sup> December 2020 to allow ample time for respondents to review the information and respond. There were a total of 112 visits to the webpage with an average time spent on the page of 5 minutes and 58 seconds.

#### COMMUNITY CONSULTATION EVENTS

3.5 Two community consultation events were held via Zoom on the following dates and times:

- Thursday 3<sup>rd</sup> December 2020 - 4:00pm - 5:00pm
- Saturday 5<sup>th</sup> December 2020 - 11:00am - 12:00pm

3.6 The dates and times were selected with the intention of enabling maximum participation from local residents other interested parties.

3.7 Both events took the form of a 30-minute presentation, based on the exhibition boards, followed by a circa 30-minute questions and answers session.

3.8 The events were held wholly on-line due to COVID related restrictions and in consideration of the health and safety of everyone involved.

#### PUBLICITY

3.9 A flyer was prepared to inform interested parties of the online public exhibition and to invite them to attend one of two community consultation events. The flyer is reproduced at **Appendix 2**.

3.10 The flyer provided details for accessing the online exhibition and how to register for the consultation events. The flyer invited comments and provided a postal address and an e-mail address for this purpose.

3.11 The flyers were distributed, by hand, to local residents and stakeholders. A marked-up aerial photograph showing the area in which flyers were distributed can be found at **Appendix 3**.

3.12 Great Wrating Parish Council and Kedington Parish Council were contacted separately and invited to attend the events.

#### ATTENDANCE

3.13 Members of the project team were on hand at the online events to answer any questions from those who attended. This included the applicant (Central and Regional Estates Ltd), architect (Jordan + Bateman) and planning consultant (Rapleys).

3.14 Three people (excluding project team members) attended the event on the 3<sup>rd</sup> December and a further three people (again, excluding project team members) attended the event on the 5<sup>th</sup> December. A total of six people therefore attended the events over the two dates.



---

## 4 CONSULTATION FEEDBACK

4.1 This section summarises the matters raised during the consultation events. The applicant's responses to these and any resulting recommendations are set out in the following sections.

### ONLINE PUBLIC EXHIBITIONS

4.2 As set out in the previous section a total of six people attended the two online exhibition events. Comments were received verbally as part of the question and answers part of the events.

4.3 In general attendees were complimentary about the proposed model and supported the principle of what was presented.

4.4 Questions were raised regarding the level of engagement and consultation that had taken place to date with health and social care stakeholders. A further query was raised in respect of whether the proposals would be reliant on state funded care provision.

4.5 An e-mail containing comments was received on the 17th December 2020 from a resident local to the site who made the following comments:

- The potential of the proposed care village to add traffic on top of the existing estates being built out in close proximity could have a negative impact;
- Safety concerns for vehicles, cyclists and pedestrians entering and exiting the proposed development;
- Whether a speed limit adjustment would be possible to remedy the highway safety concerns raised; and
- The potential for a future highway cycle and footpath to be provided in both directions along Haverhill Road and whether this might make the road and grass verges unsafe.

4.6 A second e-mail was received from a different respondent. It was complementary about the proposed concept / model of the village and sought information about the engagement and consultation that has taken place with health and social care stakeholders.

4.7 Overall, the feedback from the online public exhibition and public consultation events was positive.

---

## 5 REPLY TO CONSULTATION RESPONSES

- 5.1 This section sets out the applicant's responses to the comments and queries received where it is appropriate and reasonable to do so.

### COMMENTS IN SUPPORT OF THE PROPOSALS

- 5.2 Generally, those who attended the online exhibition event and responded via email were supportive of the proposed care model on which the proposals are based.
- 5.3 The acknowledgement of the need for the type of facility that is proposed is welcomed. The positive feedback relating to the concept and how it will operate for dementia patients was gratefully received.

### GENERAL COMMENTS / QUERIES / CONCERNS

- 5.4 Some comments were raised relating to the safety of the proposed access and egress from Haverhill Road given the existing highway speed limit and the potential increase in vehicle movements associated with nearby developments currently being built out.
- 5.5 The proposed access from the highway is fundamental to the proposals. The applicant has instructed a Transport consultant to consider and design access arrangements that are appropriate for the proposed use and local highways context.
- 5.6 The application is accompanied by a Transport Assessment which provides full details of the proposed access arrangements. This has been informed by a survey of vehicle speeds and movements along Haverhill Road in the vicinity of the site. The proposed access will provide suitable visibility in both directions to ensure users and visitors can safely access and egress the site.
- 5.7 With regard to the provision of a footpath / cycleway to the north of the site, along Haverhill Road, this is not considered necessary in the context of the site's location and the proposed use. Instead it is proposed that foot and cycle connectivity with the existing public right of way which runs immediately to the east of the site will be provided, which will connect the proposed development to the wider public rights of way and highways network to the south, including the new development to the south of the site (Great Wilsey).
- 5.8 A query about the extent to which the applicant had engaged with health and social care stakeholders was raised.
- 5.9 The applicant has undertaken considerable engagement with health and social care stakeholders in selecting the site and in preparing the proposals. Details of this engagement are set out in the Statement of Need which supports the application.
- 5.10 At the online exhibition it was asked whether the proposals would be reliant on state funded care provision. The applicant advised at the time that state involvement would be encouraged within the constraints of 'household' groups<sup>1</sup> but that it would not be making any assumptions about the existence of state funded spaces and could operate without needing to have any residents receiving public funding for their care.

---

<sup>1</sup> This has to do with the way that residents are grouped for communal living based primarily on their background.

---

## COMMENTS OBJECTING TO THE PROPOSALS

5.11 None received.

---

## 6 RECOMMENDATIONS

6.1 Following the consultation process, a number of recommendations were made to the design team, the purpose of which was to respond positively to the issues and matters raised through the consultation process, in areas where the applicant considered it was appropriate to do so. The recommendations are summarised below:

- The applicant should review the proposed access junction to provide suitable visibility splays in both directions. This should be informed by further detailed technical work relating to speed limits and trip generation;
- The applicant should review the ability to access the existing PROW to the east of the site. The proposals should review the provision of access to this this directly from the site. The proposals should review the upgrading of the footpath to a bridleway to enable the use of cycles also;
- Continued engagement with health stakeholders should be undertaken

---

## **7 SUMMARY AND CONCLUSIONS**

- 7.1 The applicant has undertaken a proportionate public consultation exercise as part of the preparation of the planning application. This has involved an online public exhibition and two public consultation events via Zoom.
- 7.2 The consultation was thorough despite the prevailing COVID-19 pandemic and associated restrictions (and the potential difficulties for informing interested parties and providing them with sufficient opportunity to comment on the development proposals).
- 7.3 The responses received were generally supportive of the proposals and the operating model on which the proposals are based.
- 7.4 No objections were received.
- 7.5 The applicant has been proactive in responding to the comments and questions that were received, as set out within this report.
- 7.6 The National Planning Policy Framework (2019) strongly supports the use of pre-application public engagement through the process of preparing planning applications. Paragraph 128 states that ‘applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot’. The applicant has conducted early, proactive and effective engagement with the local community in this case and can demonstrate local support for the proposed development. We would feedback received are a material consideration which weigh in favour of granting planning permission for the proposed development.

---

**APPENDIX 1: ONLINE EXHIBITION EVENT BOARDS**

# Welcome



Welcome to our pre-planning application public consultation. The purpose of this consultation is to present the current proposals for the provision of a specialist dementia care village at Little Court, Haverhill Road in Little Wrattling, and invite feedback and comment.

## Who we are

Strawberry Care and its sister company, Central and Regional Estates Ltd (CARE) were founded in 2017 with the goal of bringing the unique Hogeweyk dementia care concept to the UK.

CARE will secure planning permission for and build specialist dementia care villages which will be run by Strawberry Care. Strawberry Care will be a partially employee owned company. It will employ over 150 staff who will benefit from enhanced

salaries, employee benefits and a profit share from the performance of the business.

Strawberry Care is run by architect, Philip Jordan, and chartered surveyor, Stuart Harris, and is based at Chantry Mill in Haverhill. Both Philip and Stuart have longstanding connections to the Haverhill area.

## This Exhibition

We are at an early stage in the preparation of our proposals and are taking this opportunity to share them with you and seek your views and comments.

The content of this consultation will be subject to the planning process and the subsequent preparation and submission of a full planning application.

We are unlikely to submit a planning application until early next year (2021).

This exhibition is structured around providing the following information:

- The concept behind the proposals and their specialist nature;
- Why Haverhill and Little Court represent the most suitable location;
- Why there is a need for this type of facility in this location;

- Details of the proposed Site;
- Further details of the proposals themselves in the context of associated planning considerations; and
- Details of the energy and sustainability credentials of the proposals.

Full details regarding how you can provide your comments are provided at the end of the exhibition.

Comments are welcomed via one of the following methods:

- Verbally at one of our Zoom events
- By e-mail
- By post

We would request that any comments are returned by 18th of December 2020. Your feedback is important to us and will help inform our proposals as we work towards the submission of a planning application next year.

## Location Map



Little Court

## The Concept



*The overarching concept is the provision of a specialist dementia care village based on the model developed by Hogeweyk in Holland which has received worldwide acclaim. We have been working with the Directors of Hogeweyk to develop the concept for the UK market.*

The proposed village will accommodate 120 people living with severe dementia. Residents will live in groups in six-bedroom apartments, sharing day to day life with those who have similar backgrounds and values and socialising with others in the village who have common interests.

### *“Living life as normal”*

The key concept of the model is “living life as normal”. In practice this means the following:

- *Small group living;*
- *Meaningful occupation;*
- *Social Activities; and*
- *Freedom to roam within a safe environment.*

The primary objective of the model is to provide an environment where residents are safe and are therefore allowed as much personal freedom to live as natural a life as their condition allows. The buildings are arranged around streets and squares which provide safe spaces for the residents to use.

The village will provide facilities, clubs and activities for residents including a pub, restaurant, supermarket, village hall and hobby rooms. Residents’ care programmes will allow and encourage them to remain active and engaged.

The layout of the village will provide small and intimate squares and streets to help residents feel at ease. These external spaces are crucial to allowing freedom to wander for residents in a manner which both feels safe and is safe.

The village will be operated by a partially employee-owned company.

At present there are no other homes or villages in the UK offering anything similar to what is proposed at Little Court. Small group living is rare in conventional care homes. Most new homes are based on hotel style layouts with rooms off corridors and central dining and recreation facilities. This approach has significant shortcomings for general care but particularly so for dementia care. Further issues with this conventional approach have been highlighted by the COVID-19 pandemic.





## Why Haverhill



*CARE is a new company formed for the specific purpose of bringing the Hogeweyk model of Dementia care to the UK and establishing it as part of the UK's dementia care offer.*

CARE centred its search for a site for its first scheme on Haverhill. Its reasons for choosing Haverhill are as follows:

- CARE is based in Haverhill. The company believes that the first village should be located close to where it is based so as to ensure that the construction and operation of its first facility can be closely managed and monitored.
- There is a good level of awareness of dementia locally and a desire to respond to the demand that the disease places on the local area. Locating the care village at Little Court will support and build upon local initiatives and will enable the village to benefit from them.
- CARE has engaged extensively with various stakeholders over the past 18 months (including local dementia groups and charities, local clinical commissioning groups, local doctors' groups, Suffolk County Council, local members and MPs). All responses have been positive and supportive of the chosen location (as well as the proposals more generally).
- Haverhill has a large labour force which includes the skilled and managerial labour which the care village will need.
- Haverhill is well served by services and facilities – another advantage for staff and, to a lesser extent, residents of the care village. Various initiatives are

afoot to grow and improve these as the town grows.

- Haverhill has good road links with the rest of Suffolk and into Essex and Cambridgeshire.

### Why Little Court

Once it had chosen Haverhill as its area of search CARE adopted a sequential approach to site selection. This approach concluded the following:

- As part of the sequential approach to selecting a site 12 possible sites were identified;
- Of these 12 sites only two were found to be suitable;
- Of the two suitable sites only one was available – Little Court, Little Wratting;
- In the absence of any other available and suitable sites from the list of sites assessed, Little Court satisfies the sequential test as no sequentially preferable sites were identified; and
- The adoption of the sequential approach to site selection has enabled CARE to establish the optimal site for their proposed development taking into account all of the relevant considerations.

A number of criteria were used to assess the potential sites identified. One of the qualitative criteria employed was the need for calm surroundings. This is a key criterion given the specialist nature of the proposed care village.

### Alternative Sites



Little Court

## The need for the proposed 'village'



*The elderly UK population is set to grow dramatically over the next 10 years and beyond and the predicted rapid increase in the over 65 population is likely to continue to drive demand for all types of care.*

Estimates of need for additional dementia specific care beds by 2025/6 vary between 56,000 and 70,000.

The number of people within a 20-minute drive of Little Court who are expected to require care will rise by 1,615 to 5,060 by 2028. Within 10 miles of Little Court the number of people requiring care is expected to rise by 374 to 967.

Our estimates suggest that there will be over 8,000 dementia sufferers living within 20 minutes of the site by 2028 and 1,760 living within 10 miles of the site by the same date.

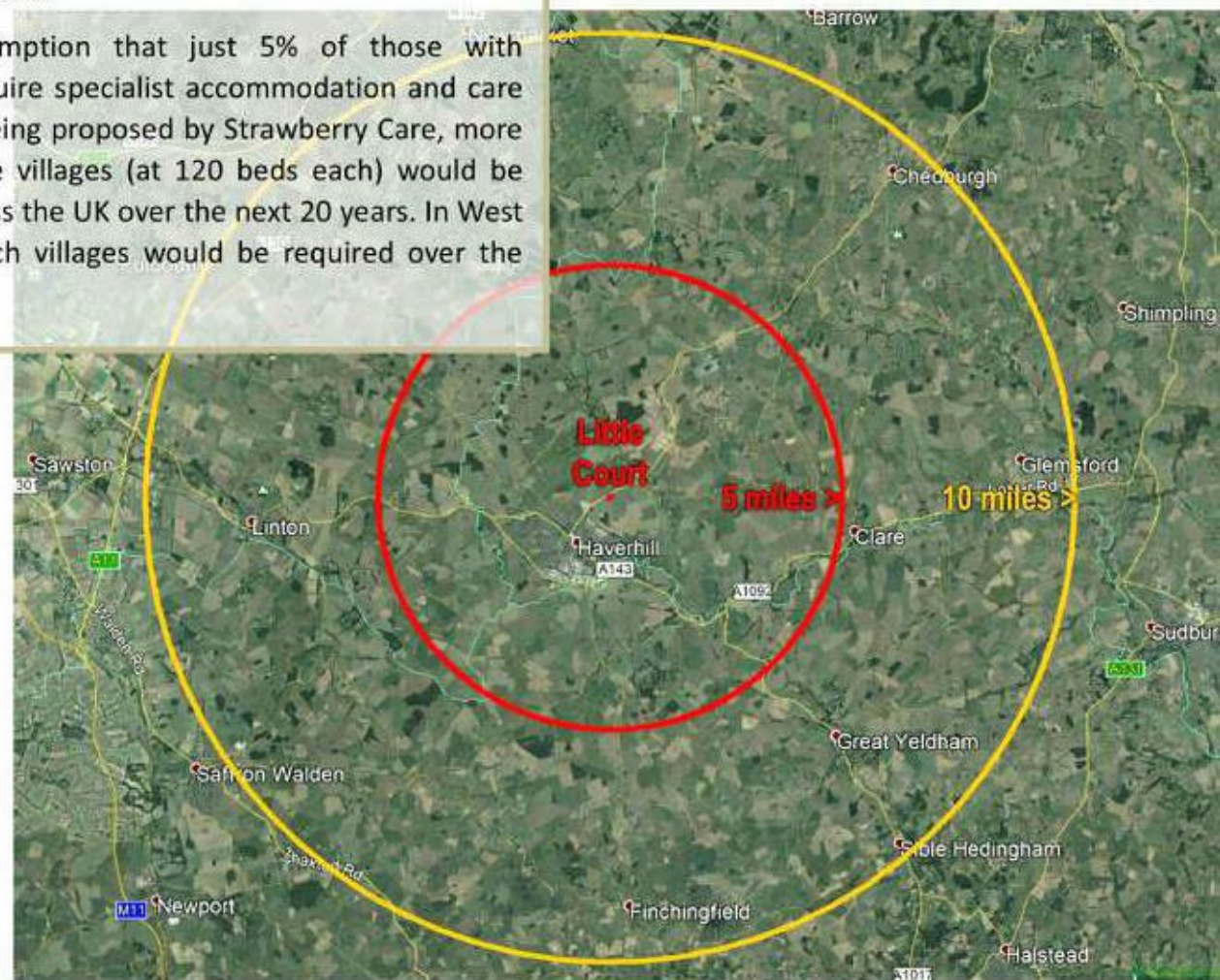
The nearest care home catering specifically for dementia is Brookwood Manor at Little Waldingfield

near Sudbury. Brookwood Manor is 18 miles from Little Court (37 minutes' drive) and provides 28 beds.

Accordingly, dementia specific care needs within both 10 miles and 20 minutes' drive of Little Court are completely unmet and will remain so unless new provision is made.

On the assumption that just 5% of those with dementia require specialist accommodation and care of the type being proposed by Strawberry Care, more than 650 care villages (at 120 beds each) would be required across the UK over the next 20 years. In West Suffolk 13 such villages would be required over the same period.

Catchment Areas



*At this moment in time there is no provision in the UK of the type of specialist dementia care proposed for Little Court.*

Little Court

## The site



*The site lies immediately to the south of Haverhill Road in Little Wratting, 1.9km north east of Haverhill town centre*

The site is the residential property known as Little Court. It extends to 2.4 hectares and is roughly rectangular in shape.

Little Court comprises a large 2 storey dwelling with a stable and manège to the east, paddocks to the south and tennis court to the west. It is accessed from the A143 to the north.

### Site Assessment

Our proposals have been informed by a careful assessment of the site and its context. The findings of the main aspects of this assessment work are as follows.

#### Landscape and visual matters

The site's context is going to be heavily influenced by the north-east Haverhill (Great Wilsey) and north-west Haverhill developments over the next few years (particularly the rural context to the south west of the site).

A tree belt and small parcel of land (circa 8 hectares) will separate the site from the northern extent of Great Wilsey.

The Parish can be viewed as comprising four settlement character areas - A, B, Ca and Cb (see plan opposite), findings in respect of these areas are as follows:

#### Area A

- Built character is diverse and lacks cohesion;
- Individual plots are, for the most part, visually separated by trees;
- Broadlands Hall is the dominant presence in the locality and still appears overall as a manor house set amongst informal treed grounds;
- The overall character of the land associated with Little Court and its equine elements are that of a low key, small scale rural estate fringed by woodland/trees and containing a mix of parkland and urban fringe characteristics; and
- Trees and woodland comprise the strongest visual component in external views.

#### Area B

- Built character is unexceptional and will be subsumed into the emerging urban margins of Haverhill.

#### Areas Ca and Cb

- Built character is cohesive and distinctive; and
- The relative quality of some buildings is recognised by designation.

### Landscape Character Areas



# The Site



## Trees

The site's boundaries comprise a mixture of mature hedgerows (some of which are punctuated by trees) and groups of trees. A few smaller trees and groups of trees sit within the site.

The proposed development will retain as many of the site's existing trees and hedgerows as possible.

## Ecology

The site has been a family home since it was constructed in 1935.

The majority of the site is regularly maintained garden land (mainly lawns) and paddocks. Save for its trees and hedges therefore it is likely to be of limited ecological value

## Highways

Initial assessment indicates that:

- the site is likely to be able to be accessed by a priority T junction from the A143 (Haverhill Road);
- an access with visibility splays of 215m in both directions can be achieved at a 2.4m setback (the necessary requirements for 60 mph roads); and
- an access of 5.5m or more in width can be achieved

## Flood risk

The site lies in Flood Zone 1 and therefore has a low risk of flooding.

## Noise

The main source of noise at the site is the A143 (Haverhill Road).

Initial assessment indicates that a suitable noise environment will be able to be achieved within the proposed care village (both internally and externally) using a combination of:

- build-off distance;
- retention of existing landscape planting;
- layout and design of built form; and
- building fabric specification (including windows and ventilation).

The interactions of some of these observations and considerations are illustrated in the opposite opportunities and constraints plan.

## Opportunities and Constraints



# The Proposals



*Our proposals are at an early stage and are still evolving. We still have further assessment and design work to undertake. Only once our proposals are closer to being finalised can we start to prepare a planning application.*

At present our proposals comprise:

- 20 x six-bedroom apartments (providing 120 resident places in eight separate buildings)
- Central amenity building of circa 1,500m<sup>2</sup> containing:
  - shop; café/restaurant; pub; communal hall; offices for dementia outreach; accommodation for circa 16 staff
- Club/hobby/treatment/counselling rooms (circa 200m<sup>2</sup> total);
- Vehicle parking (circa 70 spaces); and
- A comprehensive and integral landscaping scheme (structural and internal).



## Planning

The main planning considerations for our proposals are:

### Principle of development

Pre-application advice from the local planning authority indicates that the principle of the providing the proposed dementia care village at Little Court may be acceptable if it can be demonstrated that the need for the development exists and that there are no sequentially preferable sites.

We have conducted a detailed assessment of need which has been based on the assumption that just 5% of those with dementia require specialist accommodation and care of the type being proposed by CARE, more than 650 care villages (at 120 beds each) would be required across the UK over the next 20 years. In West Suffolk 13 such villages would be required over the same period.

We have adopted a sequential approach to finding a site for our proposed care village. The process found:

- 12 possible sites;
- only two suitable sites (of the 12 possibilities);
- Of the two suitable sites only one was available – Little Court, Little Wrattling;
- In the absence of any other available and

suitable sites from the list of sites assessed, Little Court satisfied the sequential test; and

- The adoption of the sequential approach therefore allowed us to establish the optimal site for their proposed development taking into account the relevant planning considerations.

### Landscape and visual matters

Preliminary assessment of the proposals suggests that:

- The initial scheme design, which was selected from a number of options, incorporates the elements of local rural distinctiveness;
- Given the proposals' operational requirements the overall height and built character of the indicative scheme are considered an appropriate response to the site's rural context;
- The indicative scheme allows for the preservation of existing mature trees and boundary hedging wherever practicable - this will help the development to be assimilated into its surroundings from the outset;
- New tree and other planting would aid the integration of the development into the landscape.

The proposals are therefore likely to be able to be delivered without giving rise to significant landscape and visual impacts.

# The Proposals



## Highways and transport

Initial assessment indicates that a safe vehicular and pedestrian accesses to the site (which comply with national and local standards and guidance) are able to be achieved.

There is an existing footway (which is continuous from Haverhill) on the northern side of Haverhill Road that terminates at Jessamine Cottage, 200m to the west of the site. As part of the site access measures a new section of footway will be proposed in order to connect the site with the existing footway. As the footpath is on the opposite side of Haverhill Road to the site a crossing facility (likely uncontrolled) will be required.

Due to the nature of the proposals the peak hour traffic impact is anticipated to be low, with vehicle trips relating to staff and visitors as opposed to residents. Shift patterns and visiting hours will mean that most trips will take place outside peak periods.

## Layout

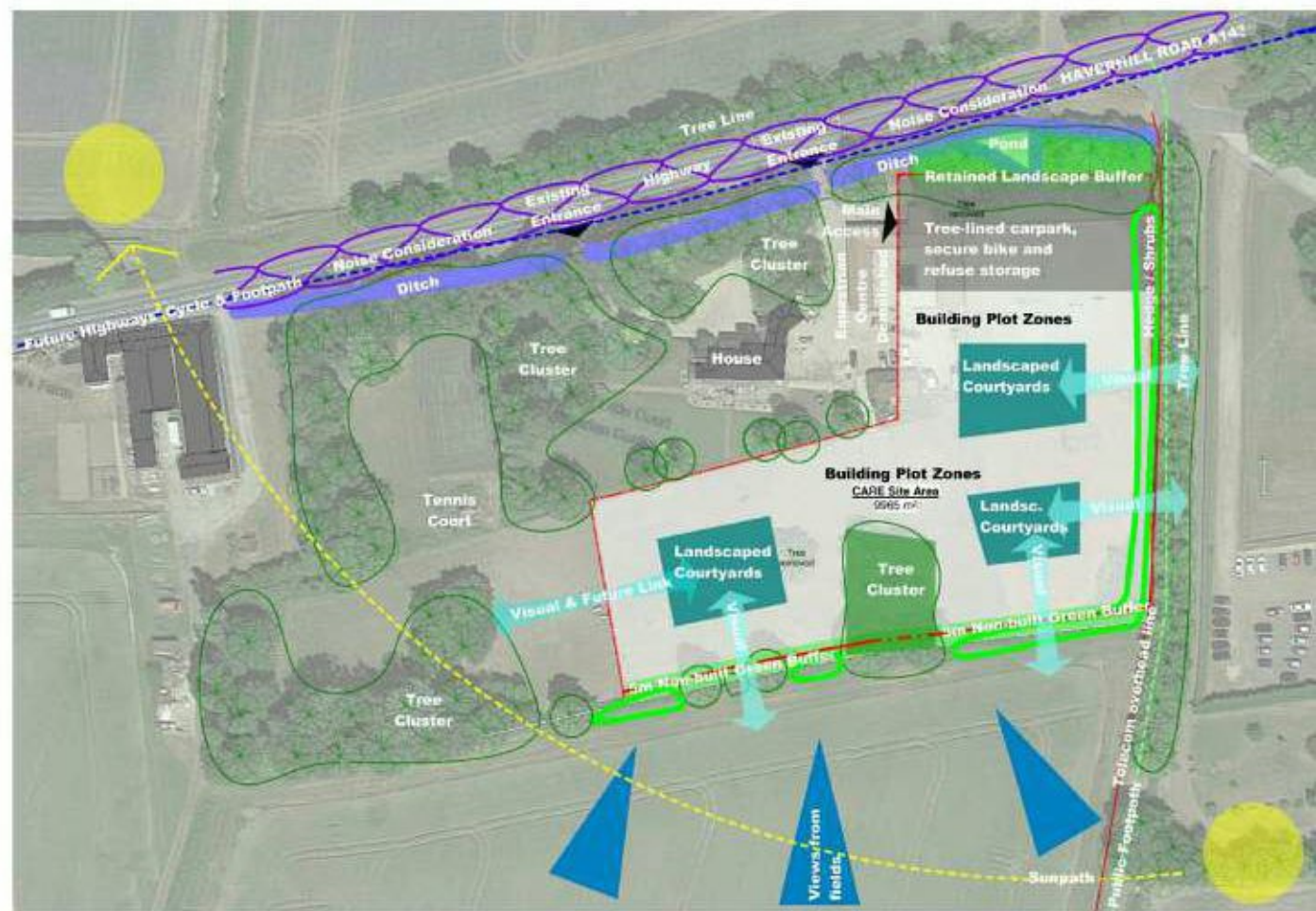
The care village is proposed to occupy a 'L' shaped area of land, extending to 1 hectare, at the eastern end of the 2.4 hectare Little Court site.

The layout of the proposed care village is heavily influenced by the way it needs to function for its future occupants.

It is intentionally and necessarily primarily inwards looking. The buildings are arranged around streets, courtyards and squares which will be extensively landscaped with sensory planting and will be open for residents to access freely.

Streets and squares will be small and intimate because large spaces without boundaries are known to cause nervousness and disorientation in those living with dementia (due to a reduced ability to process their environment). It is common for people living with dementia to walk close to walls and other significant features which can provide reference points and a feeling of safety.

## Access and Landscape Strategy



# The Proposals



## Uses

The village will include a shop, a pub, a restaurant and a village hall. The provision of these facilities makes an important contribution to allowing residents to live as normal and as full a life as possible.

The buildings providing the accommodation will form the boundary of the site. Gaps between buildings will be discreetly fenced and planted to provide the safe environment required.

While the accommodation will be dual aspect, access will be via the internal courtyards and streets allowing residents to wander at will in a safe environment.

Buildings will be laid out in irregular groups around the streets and courts.

## Design

Detailed design principles have yet to be established but are likely to include:

- 2 storey development;
- Variation of building heights; and
- Variation of roof pitches and orientations

## Functions



# Landscape



The external spaces proposed are intended to provide a smaller version of the streets and squares that residents would have been familiar with before the onset of their disease. They will allow residents to navigate more easily around the village and will encourage them to engage in the everyday activities they previously enjoyed.



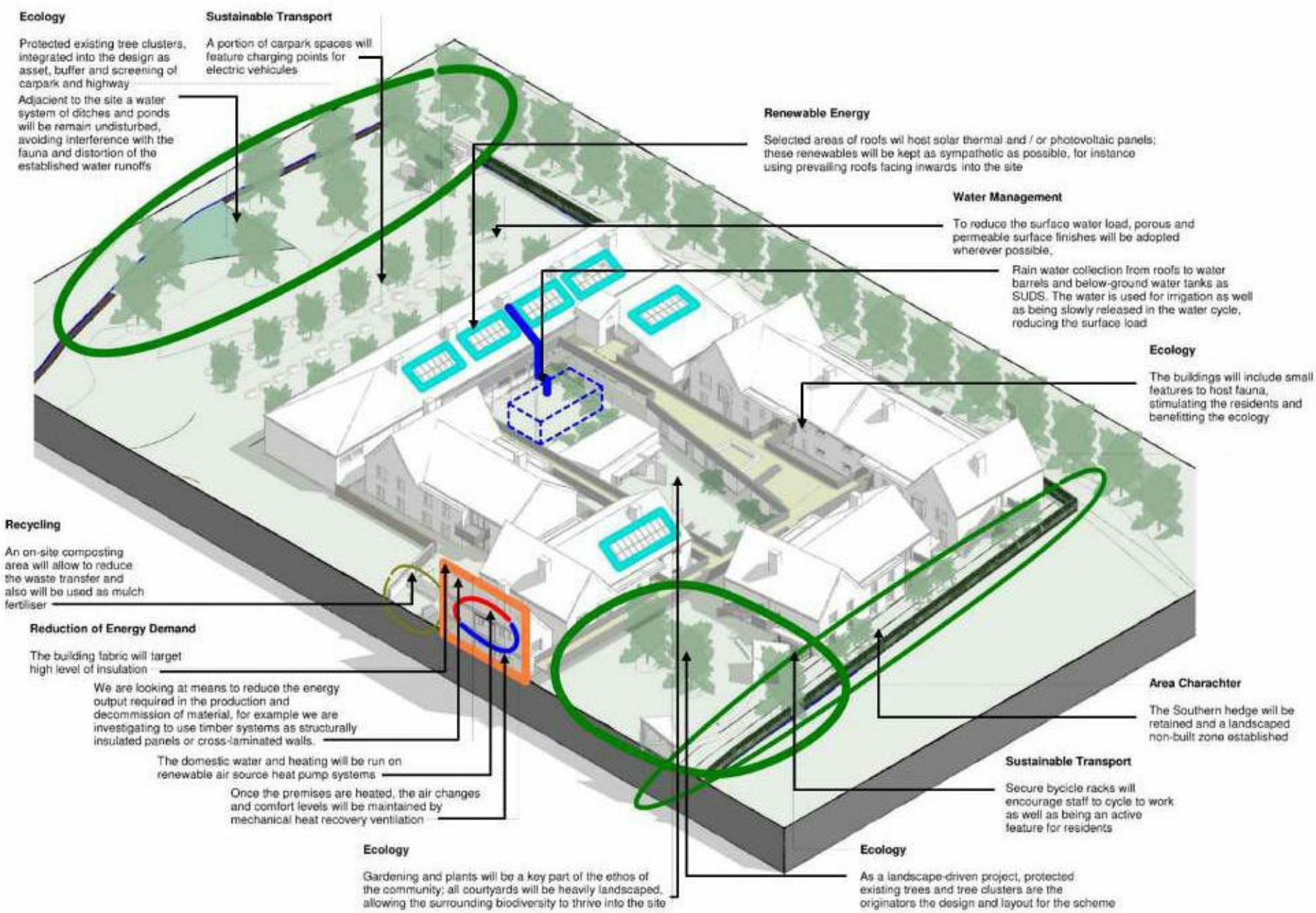
Little Court



# Sustainability



The proposed development will target energy efficiency and high levels of sustainability through:



- We have also tried to make our proposals as sustainable as possible by:
- Extending the footway on the northern side of Haverhill Road as far as the site;
  - Connecting the site to the local public rights of way network;
  - Coordinating our staff travel to maximise use of sustainable transport and making the most efficient use of private vehicle journeys; and
  - Providing a pool of electric bikes for our staff who live within cycling distance of the site.

## Next steps



Our work so far and our anticipated next steps are depicted in the below timeline.

This exhibition is part of a pre-planning public consultation whose purpose is:

- to notify you of our proposals;
- to detail and explain what we are proposing and why we are proposing it;
- to seek your comments; and
- to aid the scheme design process.

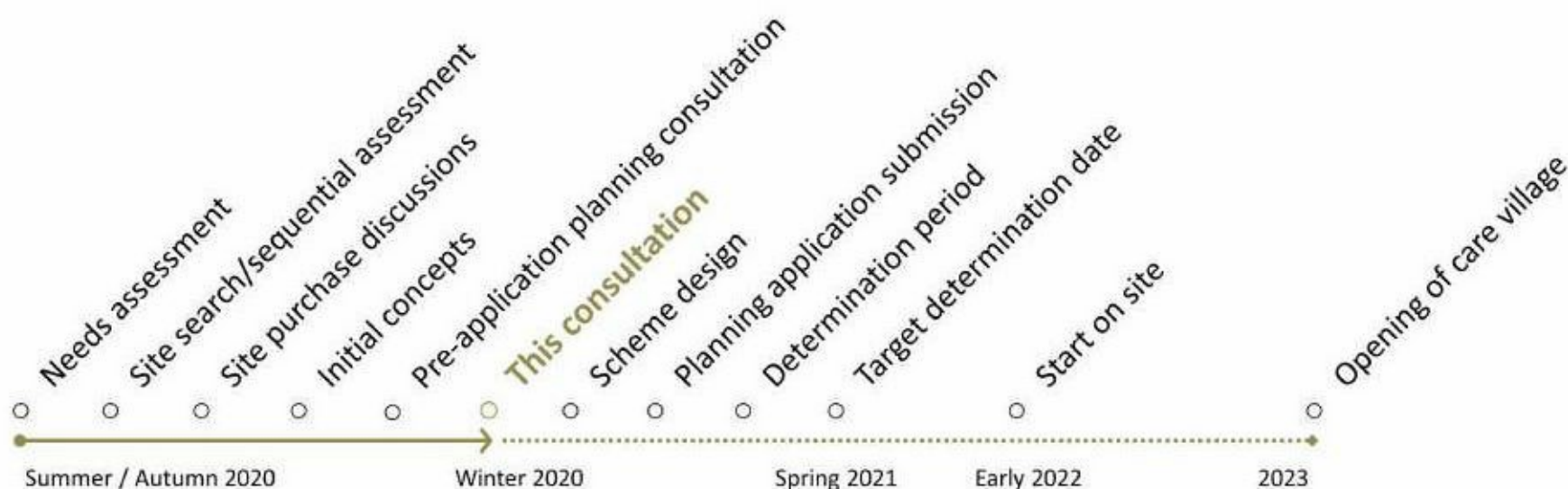
A further (statutory) public consultation will take place as part of the planning application process once a planning application has been submitted.

### Other engagement

We have engaged extensively with various stakeholders over the past 18+ months. These stakeholders include local dementia groups and charities, local clinical commissioning groups, local doctors' groups, Suffolk County Council, local members and our MP. All of the responses received have been positive and supportive of the of the proposals.

In October we met the local planning authority as part of a pre-application advice request. The authority has subsequently issued its advice which highlights

the importance of demonstrating the need for the development and the credentials of the site with respect to the sequential approach to site selection. The advice also covered the various environmental and technical considerations the proposals will need to address and encouraged the adoption of measures to maximise the sustainability of the proposals.



### Can you help us?

We'd like your feedback.

You can send your to:

[info@strawberrycare.co.uk](mailto:info@strawberrycare.co.uk)

or

The Gothic Building,  
Chantry Mills, High Street,  
Haverhill, CB9 8AZ

Please let us have your comments by 18th December 2020.

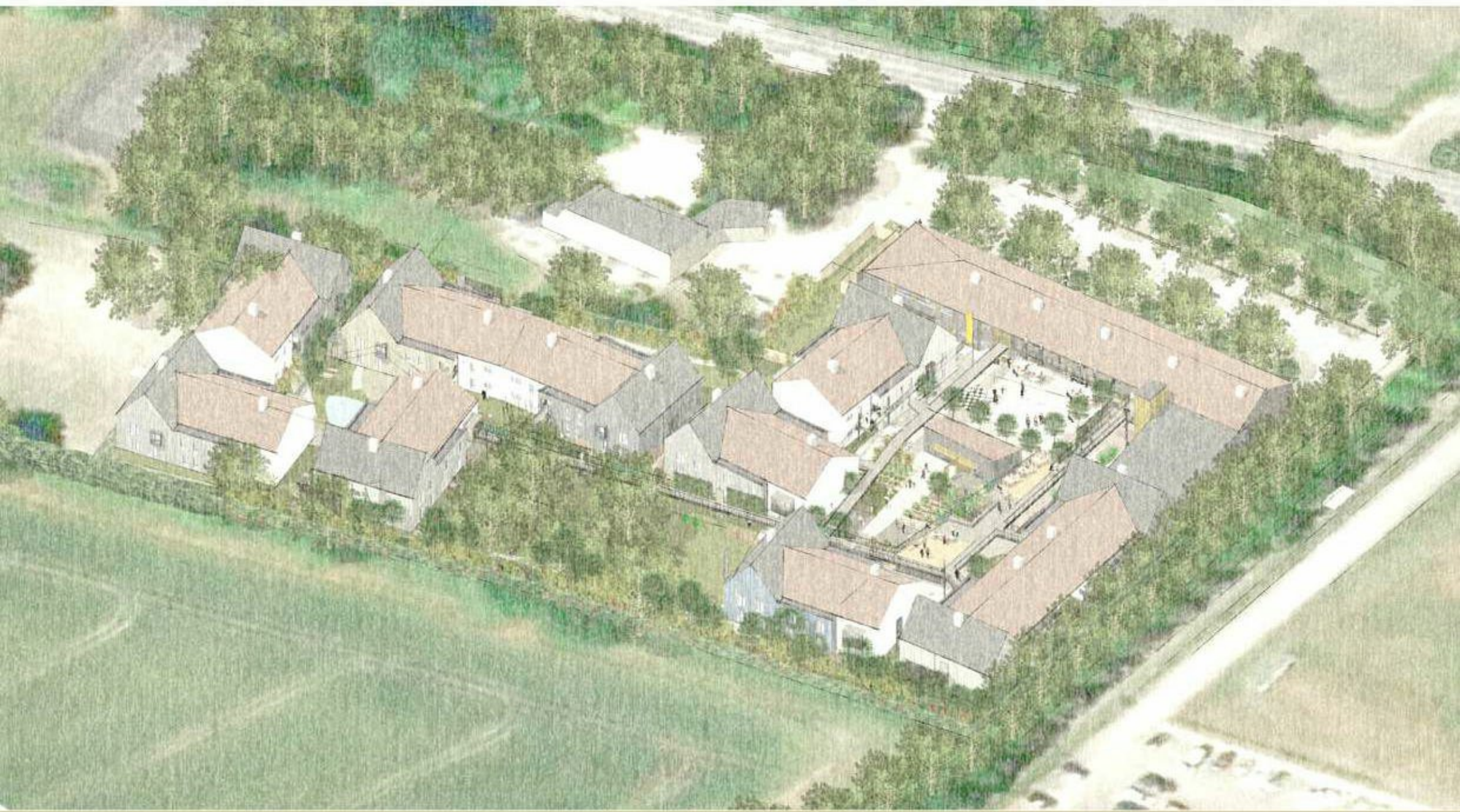
Your feedback is important because it will help inform, steer and test our planning and design work.

All of the comments you make will be shared with our design team and will be analysed, summarised and reported on as part of any planning application we submit.

Thank you for taking the time to review our exhibition and for your feedback.

Little Court

## Early Artist's Impression



Little Court

---

**APPENDIX 2: ONLINE EXHIBITION EVENT FLYER**

# A Pioneering Dementia Care Village for Little Wratting, Haverhill



Strawberry Care

Strawberry Care, specialising in a groundbreaking and globally acclaimed method of caring for those living with all forms of dementia, as successfully developed in The Netherlands, are proposing to create a care village at Little Court, Haverhill Road, on the A143.



Local residents and their council representatives are invited to attend two community consultation events to:

- find out more about the proposed care village and the way it will operate;
- view plans and drawings of the proposed care village;
- learn about the planning considerations and how we have arrived at the proposed design, and
- share their views on the proposals.

The events will take the form of a presentation followed by a Q & A session.

Events will be held virtually on Zoom. Register on the links below.

**Thursday 3rd December, 4:00pm - 5:00pm:** <https://bit.ly/little-court0312>

**Saturday 5th December, 11:00am - 12:00pm:** <https://bit.ly/little-court0512>

In addition to the two community events, an online exhibition will be available at [www.rapleys.com/little-court](http://www.rapleys.com/little-court) for 14 days from Thursday 3 December. You are invited to view the exhibition and provide any comments, by e-mail or post, by 18th December 2020.

The Gothic Building,  
Chantry Mills, High Street,  
Haverhill, CB9 8AZ



Email: [info@strawberrycare.co.uk](mailto:info@strawberrycare.co.uk)

---

APPENDIX 3 - AERIAL PHOTOGRAPH OF FLYER DISTRIBUTION AREA

