



Statement of Community Involvement

'Longford Park Care Home' Proposed Development

Banbury

November 2022

About Longford Park Care Home

Site History

Since outline planning permission was granted in 2009 the Longford Park Development has seen over 1000 dwellings, a school and a community centre built.

The site on Longford Park Road is surrounded by Canal Lane, Robins Way, and Linnet Road. It is currently a piece of privately owned land with no public access and is part of the wider development and Master Plan for the area.

Design Code

The care home proposal seeks to fall within the design code where operationally possible. The footprint and orientation of the home is designed to present an engaging courtyard entrance. Proportions, materials, and the design of the building will take cues from the surrounding new development. Trees and hedgerows will be retained where possible, and new planting will also be incorporated into any landscape strategy.

Why Is A New Build Preferred To Refurbishment/Conversions?

Care home operators are now preferring to invest in brand new, purpose-built facilities, not conversions. The main reasons being that they do not provide the operational environment required to meet the growing and complex needs of the residents as well as the Care Quality Commission (CQC), as well as ensuring that they can future-proof their businesses.



The Plan for Longford Park Care Home

A bespoke, state-of-the-art care facility to accommodate the growing needs of the elderly population in Banbury and the surrounding areas. Longford Park Care Home has been specifically designed to replace two established but ageing local care homes and deliver the highest levels of service in a post pandemic world.



Purpose built, it will provide a much-improved space for residents to enjoy, employing the latest design knowledge, and offer the best possible facilities.



It is likely that all current staff will be transferred, and new employment will also be generated, creating additional income for the area.



The site is already allocated for development as part of the Council's planning policy and is currently privately owned with no public access.



The Council's Local Plan has outlined a need for additional extra care and specialist housing for an ageing population.

It is our opinion that the development of Longford Park Care Home will benefit Banbury in the following ways:

- Provide approximately £20m of investment into the town, while potentially employing a number of local subcontractors during the development stage.
- Support around 100 skilled nursing and care jobs for residents of the town and surrounding areas, as well as creating a bespoke, new working environment.
- Provide a brand new and modern care facility to benefit local elderly residents that require around the clock care, specialising in residential and dementia care.
- Replace two older, smaller facilities based in converted buildings which are not suitable to the ever-evolving needs of a modern care home resident.
- Create new local facilities that will be made available to the general public
- Will help to support local business

About Mercian

Mercian have over half a century of experience and expertise in site and property development. They understand the needs of all parties and deliver using their creative vision, attention to detail but with honesty and pragmatism.

Our philosophy and approach to development is underpinned by our core values of trust, integrity, and partnership. Our track record and ability to deliver is testament to the long-standing relationships we have enjoyed with our partners, whether they are occupiers, funders, or part of the project team.

We approach every development with the same rigorous attention to detail, whilst maintaining a clear vision of what we are trying to achieve in an ever-changing industry.

We can make decisions in a timely manner, and it is this agile approach that provides certainty for our partners and our schemes.



About Taylor and Taylor

Taylor and Taylor is an established family-run business that operates two care homes in Banbury accommodating 40 and 59 beds respectively.

Offering nursing, respite and specialist dementia care, each home has a wide range of facilities to enhance residents' quality of life while professional, experienced carers who go above and beyond to create a calm, friendly and caring environment.

Relocation And New Build Benefits

Nursing homes must provide the best possible care. That means constant investment in facilities and staff. Covid has made that challenges even greater but for those with foresight and a desire to put patients first, it will create opportunities to benefit all. That's why Taylor and Taylor wish to bring their two homes onto one site in a bespoke facility, designed to accredited standards to ensure they provide the best possible environment for those with cognitive difficulties.

Staff: Staff will move across to Longford Park and experience the best facilities in the area. They will be joined by new recruits to manage the bigger operation. From 99 beds currently, provision is planned to increase to 128 allowing the growing local demand for care homes to be accommodated in the future.

Community: Longford Park Care Home will be part of the community by opening its doors for local residents to use parts of its facilities, such as the Café and meeting areas.

Facilities: Improved facilities will include en-suite bedrooms, café, multiple activity rooms and dining rooms, cinema, hairdressers, a car park with extensive provision for bicycles and landscaped gardens.

Care: Taylor and Taylor aim to offer person-centred care to every person that will live in our home and ensure that the care that each resident receives is completely tailored to their needs and wishes. They not only look at physical health and medical requirements, but also wellbeing and happiness, as they believe they are just as important.

Investment: By investing in a new purpose-built facility, Taylor and Taylor believe they can improve care provision now and for many years to come, benefitting the people of Banbury for generations.

Specialist Dementia Care

Part of the new home will specifically concentrate on specialist dementia care, where there is a distinct lack of provision in the local and wider area with very few facilities that are designed to provide the best possible environment for those with cognitive difficulties.

Local Authority Engagement

Mercian Developments understand the need to engage with local authorities at all stages.

They have worked with Cherwell District Council at the pre-application stage to ensure that our submission is reflective of the design and policy requirements of the local plan, and moving forward will be available to answer any further questions as and when required.



General Public Information and Publicity

Mercian understand communication with the public is vital. During the public consultation process, they outlined the proposed plans to the residents of the town and county via a comprehensive publicity campaign using both traditional and digital media including:

Website

Mercian created a factual website (www.longfordparkcarehome.co.uk) using various relevant organisations, references, and sources to confirm the proposed plans for the site, also information about operators Taylor and Taylor. Most importantly a facility for comments by the public with Mercian responding to all comments if relevant (appendix 1 for the complete list of comments received via the website).



Press Release

A press release (appendix 2) was sent to the local relevant media with factual information including CGI visuals and a site plan offering Mercian for comment, and again directing readers and listeners to the website to comment. The following media organisations were on the distribution list:



Summary

Media

During the two-week public consultation period (1-14 November) Mercian Developments invested in a comprehensive plan of engagement. This included a website with the facility for local people to give their comments about Mercian's proposal which form part of this document. Also, the website included a Q&A, answering as many questions as possible.

A press release for the local media was created directing readers and listeners to the website all trying to ensure as much public engagement as possible.

Only one comment was received via the website...in summary:

- From a resident on Canal Lane; the comment states that developer Bovis told this resident during the sales process that the land wasn't to be built on.

Response:

- The Applicant, Mercian Group, has acquired this site and is seeking to develop it independently of the developer of the wider residential development. Whilst the Applicant had no involvement in the sale of any neighbouring property (and any information provided to prospective buyers), we can confirm that the development site has long formed part of the permitted Bankside Phase 1 development (Parcel A) and was originally intended to form part of the wider residential development.

The approved documents (namely the Design Code) advocate the development of terraced buildings of 2-3 storeys in this location with the aim of establishing a new 'Village Centre'. It is understood that the plot did not come forward for development due to contractual issues which have now been addressed. Given the amount of time that has passed, the potential use of the site has been reassessed and the development of a Residential Care Home (C2) is considered to be a good fit integrating well with the residential character of the area and the commercial uses which are expected to be built to the south of the Site, eventually forming the 'Village Centre'.

The design of the Proposed Development has been developed with regard to the relevant planning policies and guidance documents, and ensures that a suitable separation distance is maintained between buildings and gardens to avoid any adverse impact upon residential amenity."

Meetings

In addition, Mercian ensured various members of the local authorities and councils, as well as all other interested parties were kept informed and facilitated the following:

- Pre-application meetings with Cherwell District Council Planning Officers x 1



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Appendix 1

All comments received via the website and date of Mercian response

Banbury	02/11/2022	<p>I live right opposite this site on Canal Lane next door to the current horse stables. Why am I finding out about this now and have not had a letter through my door. Looks like this has been on the table for quite some time (before we bought our house). Clearly Bovis told us lies to get us to part with our money. We were told this land wasn't able to be built on. You say there is high line hedging so there is no view inside the development. We'll I beg to differ. Every morning I open my blinds when I wake up and look out the window. At the moment, I see the entire green field with sheep in. Once this is built, all I will see is a huge building. So, it can be views inside the development, by the four houses down Canal Lane looking out into the green field which will turn into a huge building. Disappointed is an understatement of the lies we were told by the developers to get us to buy our house. And now, we will most likely see a depreciation of value in our house when we eventually decide to sell.</p>	<p>The Applicant, Mercian Group, has acquired this site and is seeking to develop it independently of the developer of the wider residential development. Whilst the Applicant had no involvement in the sale of any neighbouring property (and any information provided to prospective buyers), we can confirm that the development site has long formed part of the permitted Bankside Phase 1 development (Parcel A) and was originally intended to form part of the wider residential development.</p>
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Appendix 2

Press Release

PRESS RELEASE: 31 October 2022

Banbury firm announces plans for new state-of-the-art care home in the town

A Banbury care home operator has submitted plans for a brand-new facility in the town which includes opening up some amenities for use by the local community. Local firm Taylor and Taylor operate two care homes in Banbury and the proposed new home will futureproof local provision by bringing all residents and staff onto one bespoke planned and created site.

Benefitting from the latest design and building standards, including enhanced infection control due to Covid, the proposed Longford Park Care Home will have 128 en-suite bedrooms, café, multiple activity rooms and dining rooms, cinema, hairdressers, a car park with extensive provision for bicycles and landscaped gardens. Part of the new home will specifically concentrate on specialist dementia care, where there is a distinct lack of provision in the local and wider area with very few facilities that are designed to provide the best possible environment for those with cognitive difficulties.

Also, as a local business, Taylor and Taylor want to be part of the local community and will make some of the care home facilities available to the surrounding population such as the community rooms and cafe. This will help the residents to engage with a larger pool of people with locals benefiting from amenities right on their doorstep.

The planning application is being managed by developers The Mercian Group who encourage people to visit www.longfordparkcarehome.co.uk for the detailed proposals and visuals with the opportunity to comment.

Taylor and Taylor is an established family-run business that operates two care homes in Banbury - accommodating 40 and 59 beds respectively. The proposed purpose-built care home on Longford Park Road will house these two established sites.

Charles Taylor, CEO of Taylor and Taylor said, "Nursing homes must provide the best possible care. That means constant investment in facilities and staff. Covid has made these challenges even greater, but we have the desire to put patients first and wish to create a home to benefit all.

"That's why we wish to bring our existing homes onto one site in a state of the art, bespoke designed facility to ensure top quality care provision is futureproofed."

Mr Taylor continued, "Staff will move across to Longford Park and experience the best facilities in the area. They will be joined by new recruits to manage the bigger operation. From 99 beds currently, provision is planned to increase to 128 allowing the growing local demand for care homes to be accommodated in the future.

"But as a local firm we want to do more and be part of the fabric of the community. That's why we intend to open our doors for local residents to use parts of its facilities, such as the Café and community areas. This will help our residents engage with a larger pool of people

"And by investing in a new purpose-built facility, we believe we can improve our care provision now and for many years to come, benefitting the people of Banbury for generations."

Mercian Group are managing the application and have a long-standing pedigree of developing care homes bespoke for the needs of the local area.

Luke Brittain, Land Director at Mercian Group said, "We have been working with both Taylor and Taylor and Cherwell District Council for several months to evolve our plans. Subject to planning consent, we are looking to deliver a brand new, state of the art care home we feel will offer a much-needed opportunity for the growing population of Banbury who need daily care to live in a home of the highest standards.

"With all this in mind, we really feel our proposed developed is a very strong proposition"

Mercian Group's Luke Brittain concluded saying, "Care home operators are now preferring to invest in brand new, purpose-built facilities, not conversions. The main reasons being that they do not provide the operational environment required to meet the growing and complex needs of the residents, as well as ensuring that they can future-proof their businesses"

-ENDS-

For more information, please contact Julian Fisher, Townhouse Communications on 07970 715809 or julian.fisher@townhousecomms.co.uk

Spokespeople from Mercian are available for further comment.
Images: CGI of Longford Park care home and site plan are attached to this press release