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Statement of Community Involvement Boorley Green

Prepared for McCarthy Stone and Imperial Homes
Updated February 2026

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1. Executive Summary.

1.1 Introduction

- 1.1.1 McCarthy Stone and Imperial Homes (hereafter known as 'the Applicant') have developed plans for 50 one-and two-bedroom Retirement Living apartments on land at Oak Cottage, Winchester Road, Boorley Green, as well as communal facilities, extensive landscaping, and associated parking and two detached dwellings.

This Statement of Community Involvement has been produced with the aim of clearly and concisely outlining and detailing the community consultation in respect of the proposals for the scheme and includes the consultation feedback from this process.

- 1.1.2 The Applicant appointed Cavendish Consulting (Cavendish), a specialist communications consultancy, to join the project team to assist with the stakeholder and resident engagement and communication regarding the project. Cavendish has produced this report to outline this process and the feedback received.
- 1.1.3 **The consultation outlined in this Statement primarily pertains to engagement undertaken to support the submission of an application to redevelop the site with 52 Retirement Living apartments and two detached dwellings (reference: F/24/97945). This application was refused by the Local Area Committee in June 2025.**
- 1.1.4 The first-round of engagement involved a hybrid consultation with one-to-one meetings offered to stakeholders and neighbouring residents as well as a virtual exhibition held between **Tuesday 28th May – Sunday 16th June 2024**. This followed the circulation of invitation and information newsletter to residents and stakeholders with a reply card and freepost envelope to provide written comments.
- 1.1.5 **The Applicant has since made a number of amends to the scheme to address the previous feedback received both during consultation and following submission of the first application. The Applicant undertook a further round of engagement ahead of submission of its amended proposals to update the community and provide another opportunity to give feedback.**
- 1.1.6 This further round of consultation took place in January–February 2026. This comprised a locally distributed newsletter and an updated virtual exhibition available between **Wednesday 21 January and Wednesday 4 February 2026**, supported by the existing feedback channels.
- 1.1.7 During the public consultation, residents and stakeholders were able to provide feedback via several different channels via an online feedback form on the scheme's website, as well as a project email address (feedback@mccarthystoneconsultation.co.uk), and Freephone telephone number **(0800 298 7040)**.
- 1.1.8 This report documents the activities, findings and outcomes derived from the consultation process, and details how the Applicant has responded to community feedback.

26

Submitted pieces of feedback regarding the proposals for Boorley Green

297

Website views throughout the duration of both consultation periods

2,047

Newsletters issued to addresses situated in the distribution zone near the site for the first round of engagement in 2024

112

Updates sent to immediate neighbours and those that engaged with the previous application.

54%

Generally welcome the provision of specialist housing for older people in the area

2

Rounds of consultation

34

Days of public consultation across both consultations

2. Summary of consultation.

Timeline

1.

In line with the Applicant's commitment to community engagement, a hybrid approach to consultation was proposed.

This included in-person one-to-one meetings offered to neighbouring properties and stakeholders prior to the wider community engagement, to enable them to view the proposals, provide their feedback to the team and ask questions.

The Applicant also carried out a wider virtual public consultation for the proposals. The main aim of the consultation was to advise on the proposals for the Site and gather feedback on the Applicant's proposals.

2.

A consultation invitation was drafted and distributed to approximately 2,047 residents and businesses surrounding the Site, providing details of the virtual consultation and other contact details, which was distributed on **Tuesday 28th May 2024**. Information about the scheme and Imperial Homes and McCarthy Stone was also outlined.

3.

Prior to the virtual exhibition, one-to-one invitations were sent to neighbouring properties and key stakeholders to offer the opportunity to meet with the project team to receive a briefing about the proposals in greater detail.

31 neighbouring properties were offered to book in a one-to-one meeting at the **Boorley Green Community Centre** on **Tuesday 23rd April 2024**. Only one neighbour requested to meet with the team.

4.

The public consultation was held between **Tuesday 28th May – Sunday 16th June 2024**. The virtual exhibition website can be found via: www.mccarthystoneconsultation.co.uk/boorleygreen and was viewed a total of 220 times over the consultation period.

5.

A feedback form (reply card) and freepost return envelope were delivered alongside the consultation notice, ensuring ample opportunity for participation. This feedback form was available on the website.

6.

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

The telephone number used (**0800 298 7040**) was in operation **Monday – Friday** between the hours of **9:00am and 5:30pm** for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.

The email address used was feedback@mccarthystoneconsultation.co.uk and was detailed in all correspondence distributed to the local community.

Overall, 25 pieces of feedback were submitted to the project team. There was moderate support for the proposals, with positive comments regarding the need for this type of development. Constructive comments were also received regarding the access to local facilities, impact on healthcare in the area and access to transport links.

7.

Following the refusal of the August 2024 planning application in June 2025, the Applicant undertook a second stage of community engagement to present the revised proposals and gather further feedback ahead of re-submission. Key local representatives were re-engaged regarding the plans in January 2026, alongside the wider community newsletter being distributed.

A two-page consultation newsletter was distributed to local residents and businesses in January 2026, setting out the key amendments to the scheme, including the reduction in the number of apartments from 52 to 50, removal of dormers on key frontages, relocation of mobility scooter and bin storage, and associated changes to parking.

An updated virtual exhibition was made available between **Wednesday 21st January and 4th February 2026**, enabling residents to review the revised plans and submit comments. Feedback could be provided via the online form, Freephone number, dedicated consultation email address, or by returning the postal reply card. All feedback received during this re-consultation period has informed the final scheme prior to submission.

3. The Site and local context.

3.1 Site context



Aerial view of the site

- 3.1.1 The site is located on land at Oak Cottage, Winchester Road, Boorley Green.
- 3.1.2 This site is an allocated housing site that lies immediately to the north of Oak Cottage and to the east and south of the major new residential estate of Boorley Green.
- 3.1.3 The amended proposals by the Applicant consist of plans for 50 one-and two-bedroom Retirement Living apartments as well as communal facilities, extensive landscaping, and associated parking and two detached dwellings.
- 3.1.4 The plans will help meet a strong, recognised local need for specialist accommodation in a cohesive community designed to cater for a range of later living needs.

3.2 Policy context

- 3.2.1 The Applicant has complied with the Government's National Planning Policy Framework (NPPF) (2024) which states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."* The NPPF also highlights that *"good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."*
- 3.2.2 Eastleigh Borough Council's adopted Statement of Community Involvement (2023) states that *"Applicants should engage with the local community at the pre-applications stage and feedback influence the development"*.

- 3.2.3 The Applicant detailed the proposed engagement method for the first round of consultation with the Principal Planning Officer at Eastleigh Borough Council ahead of consultation beginning to confirm they were appropriate.
- 3.2.4 The Applicant sought to incorporate these points into its engagement programme. Government guidance and the Council's SCI encourages pre-application discussions and community involvement at an early stage in the design process.
- 3.2.5 The Applicant have adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of potential stakeholders and local residents.

4. Community engagement.

4.1 First Round Consultation process

- 4.1.1 The consultation process for this proposal comprised a virtual public consultation through the project website (www.mccarthystoneconsultation.co.uk/boorleygreen), supported by a newsletter mailing to the local area and contact points (dedicated freephone number and email address) for enquiries.
- 4.1.2 The virtual consultation was open for comments between **Tuesday 28th May – Sunday 16th June 2024**. Around **220 individuals** viewed the virtual consultation website during the engagement period.
- 4.1.3 Neighbouring residents and local stakeholders were also offered one-to-one meetings with the team.

4.2 Contacting statutory bodies

- 4.2.1 Pre-application discussions were held with officers at Eastleigh Borough Council and will continue throughout the submission and determination period. These discussions have been invaluable in helping to ensure that the planning application as submitted is consistent with local planning policy.

4.3 Neighbour engagement

- 4.3.1 McCarthy Stone felt it was important to offer the opportunity to discuss the proposals for the site's redevelopment with local stakeholders and residents alongside of the wider community consultation.
- 4.3.2 A letter was sent to 31 neighbouring properties on **Thursday 11th April 2024** notifying them of the plans offering a meeting to discuss the proposals with members of the project team at a pre-booked time on **Tuesday 23rd April 2024** at **Boorley Green Community Centre, 121 Wallace Avenue, Southampton**. Of those that were invited to meet with the team, just one neighbour requested to meet with the team.
- 4.3.3 A copy of the neighbour invitation letter and distribution area can be found in the Appendices.
- 4.3.4 The meeting provided the opportunity for the Applicant to present the proposals and respond to the neighbour's queries around drainage, boundary treatments and road safety.

- 4.3.5 As part of the second round of engagement for the revised proposed, the Applicant provided a further opportunity for neighbouring properties to meet with the team, on request.

4.4 Stakeholder engagement

- 4.4.1 From an early stage, the Applicant has been committed to engaging with the local political and community stakeholders.
- 4.4.2 An initial letter was sent via email on **Wednesday 3rd April 2024** that provided an overview of the proposals and also offered the opportunity to meet with the project team following the local elections. This letter was sent to:
- Leader of Eastleigh Borough Council
 - Cabinet Member for Planning for Eastleigh Borough Council
 - Cabinet Member for Housing for Eastleigh Borough Council
 - Ward Members for Botley on Eastleigh Borough Council
 - Division Member for Botley and Hedge End North on Hampshire County Council
 - MP for Eastleigh
- 4.4.3 A copy of the letter, sent via email, is included in the Appendices.
- 4.4.4 An email was also distributed to the above stakeholders and Botley Parish Council on **Friday 10th May 2024** to follow up and again once the consultation had launched on **Thursday 23rd May 2024**.
- 4.4.5 A meeting was subsequently organised with Botley Parish Council on **Tuesday 28th May 2024** and a telephone briefing took place with ward member Cllr Dave Kinloch.
- 4.4.6 The meeting provided the team the opportunity to present the proposals to members of the Parish Council, and respond to queries regarding the plans. Parish, ward and County representative Cllr Rupert Kyrle was also in attendance for the meeting.
- 4.4.7 The key comments and concerns brought up during the meeting, and also clarified in a subsequent email (a copy of which can be found in the Appendices), included the following:
- Scale
 - Number of apartments proposed
 - Biodiversity
 - Pedestrian access and road safety
 - Parking provision
 - Consultation
- 4.4.8 The above stakeholders were also contacted for the follow up round of consultation to outline the amended plans for the site and offer a meeting with the team. A meeting was subsequently arranged with Botley Parish Council on **Tuesday 24th February 2026**. This provided the

opportunity to outline the amendments to the proposed scheme and enable Parish members to ask questions about the plans.

4.4.9 The key comments raised during the meeting were as follows:

- Number of parking spaces proposed and potential for overspill surrounding the site
- Improved design
- Sustainability – notably heat recovery and management
- Footpath upgrades around the site to improve accessibility
- Affordable housing
- Community integration
- Broader community engagement

4.4.10 Contact remained open with all stakeholders throughout the consultation via the use of the consultation email address (feedback@mccarthystoneconsultation.co.uk) and the consultation telephone number (**0800 298 7040**).

4.5 Media relations

4.5.1 To ensure the wider community was aware of the virtual consultations, a press release was issued to local media publication Eastleigh News and Daily Echo on **Tuesday 28th May 2024** to advise of the virtual consultation. Coverage was subsequently received in the Eastleigh News on **Tuesday 28th May 2024**.

4.5.2 A copy of the media release is included in the Appendices.

4.5.3 Social media adverts were run during the first consultation period through Meta, to encourage users to take part in the consultation and visit the project website. The Meta adverts (see the Appendices) had a reach of 10,337 people in total and led to 655 website clicks.

4.6 Consultation website

4.6.1 A website was set up displaying information about the proposals and was updated throughout the public consultation.

4.6.2 The website is hosted at: www.mccarthystoneconsultation.co.uk/boorleygreen and held the virtual consultation between **Tuesday 28th May – Sunday 16th June 2024**, as well as **between Wednesday 21st January – Wednesday 4th February 2026**, and will continue to be updated throughout the planning process.

4.6.3 The website address was printed on the invitation newsletter and relevant correspondence. The website includes:

- Overview of the proposal
- Site location plan, including aerial view
- Details of the virtual exhibition
- Perspective visuals of the proposed development

- Details about design and appearance
- Outline of the community engagement process
- Contact details and opportunity to provide feedback

4.6.4 The website was viewed by a total of 220 individuals over the consultation period. Although the feedback period is now closed, the website will remain live and will be updated with key information as required.

4.7 Invitation flyer

4.7.1 A two-page newsletter was distributed via Royal Mail to approximately 2,047 homes and businesses around the proposal site on **Tuesday 28th May 2024**. The addresses to which the newsletter was sent were chosen due to their proximity to the site.

4.7.2 The invitation newsletter contained the following information:

- Overview of the proposals
- Information about Imperial Homes and McCarthy Stone
- Information about the virtual exhibition and public exhibition
- Methods of feedback, including via email, Freephone line, and website
- A reply card and freepost envelope to provide written feedback on the proposals

4.7.3 A copy of the newsletter and distribution area can be found in the Appendices.

4.8 Feedback form

4.8.1 Feedback forms were available online as part of the virtual exhibition. The invitation newsletter featured a hard copy reply card version of the questions featured on the virtual feedback form. A copy of the feedback form can be found in the Appendices.

4.9 Resubmission Engagement (January - February 2026)

4.9.1 Following the refusal of the previous planning application in June 2025, the Applicant undertook a further round of community engagement to present the revised proposals and invite additional feedback prior to re-submission.

4.9.2 A two-page consultation newsletter was distributed to approximately **101** immediate neighbouring properties and those that had engaged in the previous round of consultation, as well as the local stakeholder previously engaged with in January 2026, outlining the key changes to the scheme.

4.9.3 A refreshed virtual exhibition on the project website detailed above was made available between **21st January and 4th February 2026**, enabling residents to view the updated proposals in detail.

- 4.9.4 Residents were able to provide feedback using the same multi-channel approach as the previous consultation, including the online feedback form, dedicated email address, Freephone information line, and the enclosed postal reply card. During this period, the project team received one piece of feedback and one feedback email. All responses received through this second consultation have been reviewed in full and have informed the refinement of the final application.

4.10 Pre-paid post, email address and 0800 freephone

- 4.10.1 Local residents and stakeholders could also provide feedback and ask the project team questions by email via feedback@mccarthystoneconsultation.co.uk. This email address was also provided on the exhibition invitation and consultation website.
- 4.10.2 All feedback received through the email inbox was acknowledged, and where required responses were given.
- 4.10.3 During the consultation, access to a freephone voicemail service was offered to those who wished to find out more about the proposals or to register their comments via telephone.
- 4.10.4 The freephone number (**0800 298 7040**) used was operational throughout the consultation period and remains live. The information line provided a voicemail facility for messages to be left and responded to by the project team.
- 4.10.5 Information was given to callers where possible, and, if questions were of a technical nature, these queries were passed on to project team members for a response.
- 4.10.6 Over the course of the consultation, a total of 25 feedback forms were received. The responses have been analysed in Section 5 of the document.

5. Review of comments.

5.1 Overall feedback received.

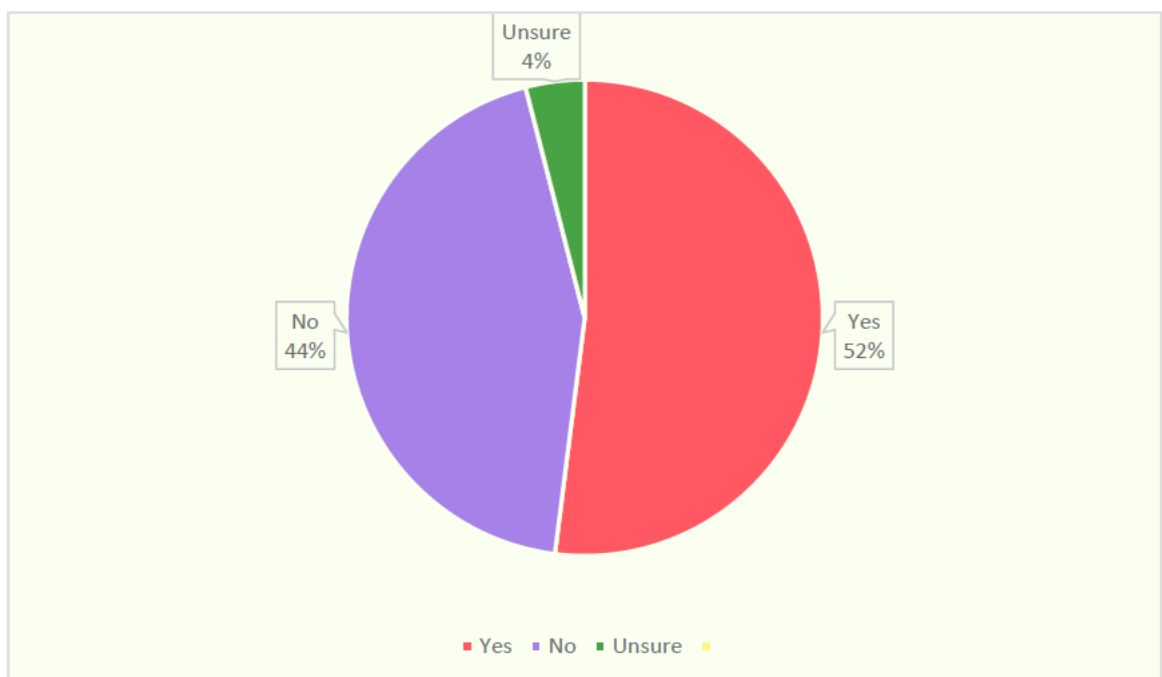
- 5.1.1 During the first initial advertised consultation period from **Tuesday 28th May – Sunday 16th June 2024**, a total of 25 responses were received. Four additional responses provided no age confirmation and therefore have not been included within the analysis. Three of these were in objection and one was in support of the application.
- 5.1.2 Two emails were also received: one in support of the proposals, and one citing a number of concerns including the impact on local healthcare and roads and lack of local shops. They also queried the development not being in the Local Plan.
- 5.1.3 Overall, 13 responses were received via the physical feedback forms that were GDPR compliant. The remaining 12 responses were received via the online feedback form available on the website.
- 5.1.4 During the resubmission engagement undertaken between **Wednesday 21st January and Wednesday 4th February 2026**, a further round of feedback was invited following the circulation of an updated consultation newsletter and the launch of a refreshed virtual exhibition. The feedback questions remained the same for both rounds of engagement with the community.
- 5.1.5 In total, **one** written response and **one** email were received across all engagement channels, including the online feedback form, dedicated consultation email address, Freephone line and postal reply card.
- 5.1.6 Feedback received during this period reflected a mixture of support for the revised approach, particularly the reduction from 52 to 50 apartments and the design amendments, and ongoing concerns relating to access to local services, transport provision and the suitability of the site for specialist accommodation. A summary of the themes raised during the resubmission consultation, and the Applicant's response to these, is set out in Section 5 of this report.
- 5.1.7 A summary of the number of responses that were received and analysed can be found below:

Type of feedback form received	Number
First Round	25
Resubmission Engagement	1
TOTAL	26

5.2 Feedback analysis (first round)

- 5.2.1 The below analysis, charts and tables illustrate the feedback received in the first round of consultation via the online and physical feedback forms.
- 5.2.2 This section will progress through the questions found in the feedback form and portray and analyse the findings.

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



- 5.2.3 Overall, of those who responded to Question 1 regarding welcoming the provision of specialist housing for local older people in their area, over 50% responded yes, whilst 44% responded no. 4% of respondents were unsure about the provision of specialist housing.

Q2. Which benefits of the proposals are most important to you?

- 5.2.4 Respondents were also asked for what reasons they generally supported the provision of specialist housing for local older people in their area, with these multiple-choice points illustrated below.



- 5.2.5 When asked about which aspects of the proposals are most important to them, 9 respondents answered that the provision of specialist housing for older people was the most important.
- 5.2.6 This was followed by 'relieving pressure on greenfield sites' and the 'release of family-sized and starter homes back onto the local market', which was answered by 7 and 6 respondents respectively. Only one respondent answered that they think it would increase spending on the high street, whilst 6 respondents answered "other".
- 5.2.7 Respondents were also given the option to choose 'Other' and a free-text box was provided to elaborate. Some examples of these can be seen below:

Positive Comments

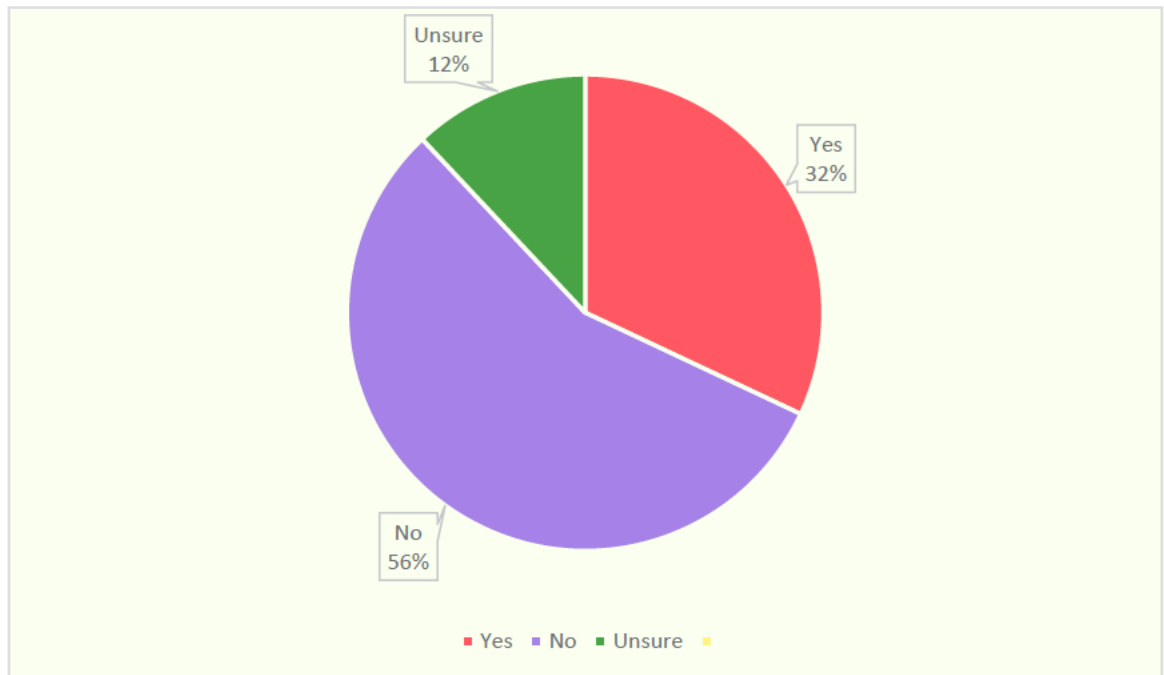
- "Creation of jobs"
- "Fewer cars on the road, hopefully."

Constructive Comments

- "There are no benefits. Hedge End and Botley have inadequate NHS GP and Dental provision now, additional housing regardless of the proposed use will just make the situation worse. The area is already overcrowded with huge housing development already taking over every available green space around Boorley and will lead to greater amounts of traffic and carbon footprint."
- "None of the above – all questions seek support and you do not have mine."

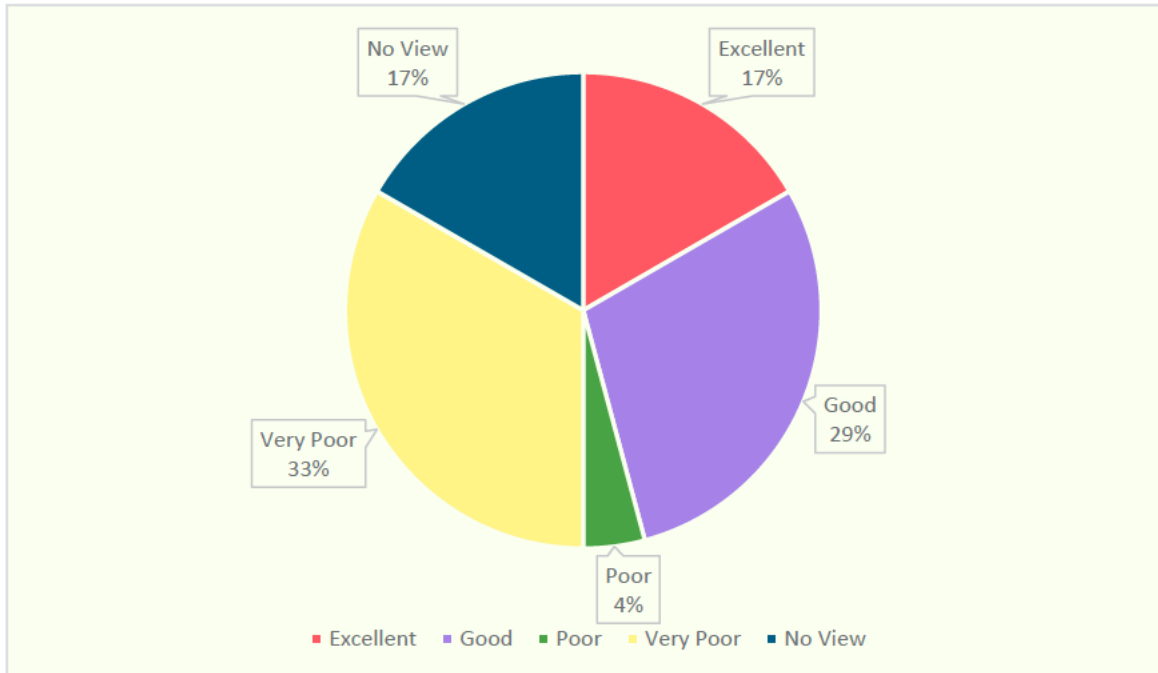
- 5.2.8 Based on the comments that were provided for this question, whilst there was a general agreement that the provisions will help the local area, there are some concerns regarding the lack of amenities and a belief that the plans could lead to greater traffic and loss of green spaces.

Q3. Do you think this scheme represents a good use of the proposed site?



- 5.2.9 When asked if they thought that the scheme represents a good use of the proposed site, 32% of respondents answered with 'Yes' whilst 56% responded with 'No'. 12% of respondents were unsure if the scheme represents a good use of the proposed site.

Q4. What do you think about the design of the scheme?



5.2.10 This question asked respondents for their views regarding the design of the proposal. Of those who responded to the question, 46% of respondents answered with “Excellent” or “Good” whilst 36% responded with “Poor” or “Very Poor”. 16% of respondents had no view on the design of the scheme.

5.2.11 **The virtual feedback form allowed respondents to expand and provide detail on the specifics of the scheme’s design.**

5.2.12 Based on the comments that were provided for this question, the responses mainly focused on the location of the site rather than the layout. There was one positive comment about the design, but the constructive comments mainly mentioned the lack of facilities in the area and especially lack of access into Winchester.

5.2.13 Other examples of the comments provided have been listed below:

Positive Comments
“It’s what the local area needs.” “Looks to be a good layout and spec providing no deviations are put in place during planning stages.”
Constructive Comments
“I don’t know a lot about schemes of this nature, however our concerns are that NHS services in the area are under a huge amount of pressure due to the number of homes recently built in the area with no extra provisions. This means you can’t find a dentist to even register at or get a GP appointment. There is also not currently a huge transport network in the area with only the number 3 running through Boorley Green. Will this be difficult for some of the older community to travel if they chose to buy? I know a lot of the older community choose to travel by bus rather than have their own car.”

- *"There are plenty of care homes in the immediate vicinity"*
- *"Nowhere near facilities - located close and with necessary scooter access to Botley vis to the new underpass / drug dealing graffiti trashed underpass under the new roads. Further trashing the countryside - GO BUILD ON BROWN FIELD where town based facilities are better accessed and leave a small space of Botley left for at least some wildlife rather than see it all killed on roads after eviction"*
- *"As mentioned already there is already huge amounts of residential building work taking place in Boorley Park which the inconvenience of construction traffic and noise. There is one main road (Winchester Rd), that is already very busy during the working day. Traffic noise and congestion will be massively increased as residents move in to the houses be constructed now and this will just get worse as the only vehicle access for construction traffic to the proposed site will be via Winchester Rd."*
- *"Lack of permeability of the site to pedestrian, mobility scooter and cycle traffic. If built the residents will only be able to safely come and go via car. Many might be too infirm to drive and rely on mobility scooters. Access should be provided to the shared use path adjacent to the site as well as specific provision to cross Winchester Street by foot, mobility scooters and bike. The large numbers of individual units and associated careers will require a lot of parking and increased traffic onto Winchester Street. Lack of public open space provision. Lack of communal spaces. Lack of cycle parking Lack of renewable energy provision. No grey water recycling. Increased burden on local water system and associated flooding risk"*

Q5. Do you have any further comments about the proposals?

- 5.2.14 This question offered respondents the opportunity to provide more general considerations and views about the proposals. The question provided a comment box, where respondents could leave any concerns or queries related to the overall proposal.
- 5.2.15 The responses on this question were mixed with some future sales interest. There were also a few comments mentioning that there is a lack of NHS services in the area, lack of amenities and that there are already enough nursing homes in the area.
- 5.2.16 Examples of the comments provided, and other topics mentioned have been listed below:

Positive Comments

- *"Are they going to be strict on age people can move in ? I will be 60 in the year it's constructed!"*

Constructive Comments

Amenities

- *"Insufficient amenities in the area for the elderly, limited public transport here."*
- *"Boorley Green does not have local retail jobs or businesses to support"*
- *"This is the totally wrong place for this. There are no facilities in this area - Botley village is too far to walk and there is a limited bus service. Doctors & Dentists are either too busy or full. A car is essential here to do anything and you don't have enough parking for this size of development."*
- *"Where are the shops, public transport, doctors, dentists, chemists, etc."*
- *"Find an area for this proposal that does not build on one of the few remaining green areas. Also ensure that the local amenities and services (NHS), are adequate for the amount of residents in the locality. Currently Hedge End and Botley do not have sufficient GP and Dental provision for the existing residents let alone the expected increase in local population expected once the existing house building programme is finished."*

Parking

- *"Not enough parking. Provides no benefit or infrastructure that the housing estate needs."*

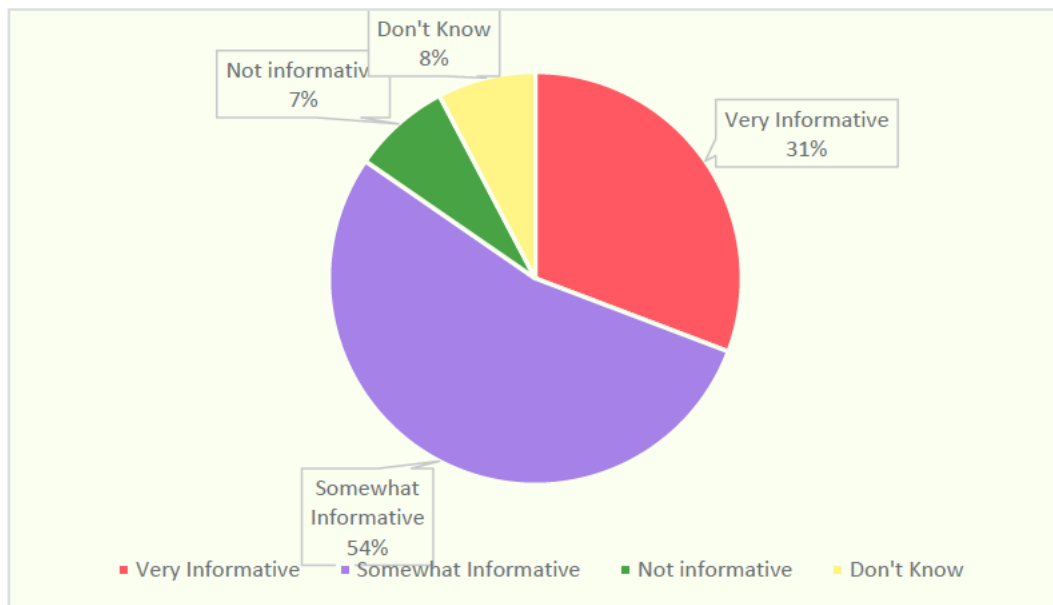
Location

- *"In the wrong place and more housing not needed."*
- *"This area is already getting busier & busier. We can't get a GP appt now!!"*

Lack of need

- *"We already have a nursery home in Woodhouse Lane."*
- *"No further homes, housing schemes or care/ retirement properties are needed in this area"*

Q6. How informative have you found the consultation?

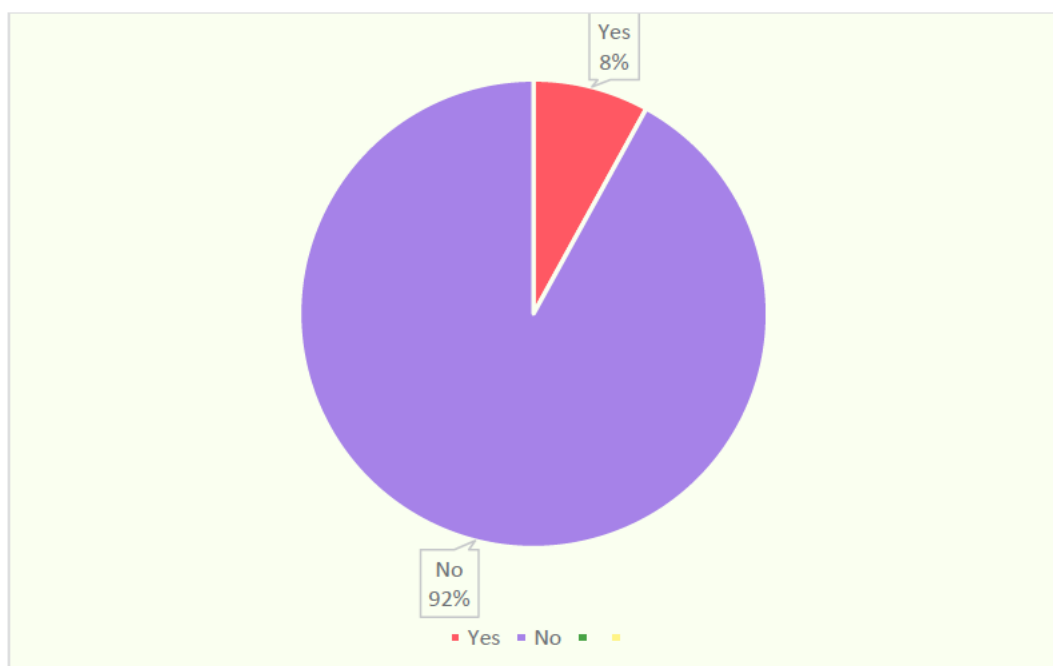


5.2.14 This question allowed residents to provide the Applicants and Cavendish with their view on the consultation process, with 85% of respondents answering they found it either "Very Informative" or "Somewhat Informative" whilst 7% responded with "Not informative". 8% responded with "Don't know" when asked about how informative they found the consultation.

5.2.15 A follow-up question: '*What is the reason for this?*' invited respondents to comment.

5.2.16 Only one respondent provided an answer to this question, commenting "*Totally biased the developer with £ the object*" for this follow-up question.

Q7. Would you like to register your interest as a potential purchaser of one of our homes?



- 5.2.17 The final question asked respondents if they would be interested in purchasing one of the homes in the development. While 92% were not interested in purchasing, 8% did express an interest.

5.3 Feedback received via email or phone

- 5.3.1 Two feedback emails were received during the consultation period, one in support of the application, the other providing further commentary on postal feedback, noting that the proposed development is not in the Eastleigh Local Plan, the area does not require additional housing, any development will increase pressure on the NHS and local roads and lack of local amenities.

5.4 Feedback analysis (resubmission engagement)

- 5.4.1 The resubmission consultation replicated the established multi-channel approach, including a refreshed virtual exhibition, a locally distributed newsletter and opportunities to respond via the online form, dedicated consultation email address, Freephone information line and postal reply card.

- 5.4.2 Despite these efforts, only one piece of feedback was received during the resubmission engagement period. While limited in number, the submission has been reviewed in full and has been taken into account in the refinement of the final planning application.

- 5.4.3 The following section summarises the themes raised within this response and outlines how the Applicant has considered the comments as part of the updated scheme,

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

- 5.4.4 The one respondent stated that they do generally welcome the provision of specialist housing for local older people in their area.

Q2. Do you think this scheme represents a good use of the proposed site?

- 5.4.5 The one respondent stated that they do believe the scheme represents a good use of the proposed site.

Q3. What do you think about the design of the scheme?

- 5.4.6 The respondent stated that they felt the design of the scheme was “Good”.

Q4. Which benefits of the proposals are most important to you?

- 5.4.7 This question asked respondents which benefits of the proposals were most important to them, providing a list of options.

5.4.8 In response to this, the respondent stated that the following aspects of the proposals were the most important:

- Release of family-sized and starter homes back onto the local market,
- Provision of specialist housing for older people

Q5. Do you have any further comments about the proposals?

5.4.9 As with the previous round of consultation, this question provided a free text space for the respondents to leave any further comments about the proposals.

5.4.10 In response to this, the respondent left the following comment:

- *"More parking spaces are needed as you have more houses than spaces"*

5.5 Feedback received via email or phone

5.5.1 One feedback email was received during the consultation period. The email was from a neighbouring resident who submitting an enquiry around the layout on the provided indicative site plan.

5.5.2 Additionally, Botley Parish Council emailed the project team to offer the chance to present the proposals at their Planning and Highways Committee meeting on Tuesday 24th February 2026, an offer which the team took up.

6. Response to comments.

6.1 Applicant's responses to feedback received

Key theme raised

Feedback received	Applicant's response
Overdevelopment of the site	In response to concerns that the proposals represent an overdevelopment of the site, the applicant made several adjustments to the proposals. These included reducing the number of apartments from 52 to 50, removing dormers on key elevations, revising parking levels, and relocating external storage.
Strain on local services and infrastructure	Independent research by WPI Economics has found that retirement developments overall have a reduced cost to and impact on the NHS and social care services. This is because the purpose-built nature of the accommodation results in less trips and slips and reduces bed blocking by enabling them to return home, safe in the knowledge that support is on hand.
Access to local amenities	The proposed development would include a pedestrian link to the existing pavement on Winchester Road, which provides a direct link to the island crossing to the north of the site, and by extension, a link to the bus service in Boorley Green, which connects to the wider area.
Need for retirement accommodation	There is a significant need for this type of development both nationally and locally, and it is important that communities address the current and future needs of their residents. It is anticipated that over 65s will increase to around 23% of the overall population in Eastleigh by 2036. Therefore, as outlined in the Eastleigh Borough Council's Local Plan, there is a significant need for an increase in specialised accommodation for older people.

Parking	McCarthy Stone parking provision has been informed through our independent research on parking trends across our sites across the country. The updated plans comprise of Sufficient levels of car parking on-site, with around 37 spaces for the Retirement Living development, including disabled and electric vehicle charging bays, alongside external scooter storage space, as well as four car parking space for the two detached dwellings. The parking strategy will ensure that the site is wholly self-contained and should not lead to any overspill on to local roads. The move to specialised accommodation is 'needs based' and will often go hand-in-hand with choosing to give up car ownership. The provision will ensure that EV charging is available as well as mobility scooter parking. McCarthy Stone schemes, by their very nature, tend to have a minimal impact on local highway networks, with lower levels of traffic generation and car ownership when compared with open market schemes, particularly given the tenure and age of those moving in.
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7. Post-submission engagement.

7.1 Ongoing engagement

- 7.1.1 The Applicants are committed to ongoing communication and engagement with stakeholders and the local community, and the contact details outlined in all correspondence will remain in place for residents to ask any questions throughout the planning process.
- 7.1.2 Once the application has been resubmitted, The Applicants will notify key political stakeholders to keep them informed of key updates throughout the planning process, as well as neighbouring properties and those that registered their interest during the consultation.

7.2 Updating materials

- 7.2.1 The following website, www.mccarthystoneconsultation.co.uk/boorleygreen will be updated at the following points during the application process:
- Upon submission, details of the proposals were available online
 - During the process, additional information was posted
 - Once a decision has been made

7.3 Continued media contact

- 7.3.1 To ensure the wider community is aware of the submission of the planning application, a detailed press release will be issued to local publications. The press release will contain the following information:
- A brief history of the site
 - Notification that the application has been submitted
 - An overview of the proposals
 - Information regarding the consultation which has taken place
- McCarthy Stone contact information including the free phone information line number and the website address.

8. Conclusion.

8.1 Concluding statement

- 8.1.1 Over the initial public consultation period of just over two weeks, a wide range of opportunities were provided for local residents, businesses and stakeholders to review the proposals, ask questions, provide feedback, voice concerns and engage directly with the project team. Multiple platforms of engagement were deployed to aid accessibility and maximise participation. A further period of engagement was subsequently undertaken in January–February 2026 to present the revised proposals, ensuring stakeholders had an opportunity to comment ahead of resubmission.
- 8.1.2 Across both stages of consultation, there is evidence that respondents positively engaged with elements of the proposals, most notably the principle of delivering a retirement community. During the first round of consultation, the key themes raised related to perceived limitations in local amenities and services. During the resubmission engagement, only a single response was received; however, the comments provided have been reviewed in full and taken into account in the refinement of the final application
- 8.1.3 Opportunities to provide feedback and engage with the project team were available online, by phone, by post and by email throughout both rounds of consultation. These channels ensured that residents and stakeholders could submit comments in a format convenient to them, including via updated virtual exhibition materials during the resubmission period.
- 8.1.4 The Applicants would like to thank all members of the local community and stakeholders who participated in the consultation, provided feedback, or sought further information. Although only one response was received during the resubmission engagement, all feedback has been carefully considered. The Applicants will continue to engage with the local authority, key stakeholders and the surrounding community throughout the determination process and beyond.

9. Appendices.

Appendix A – Stakeholder 1-2-1 Letter



McCARTHY STONE
Life, well lived

2 April 2024

Information line: 0800 298 7040

Dear Councillor,

Improving the housing choice for older people in Boorley Green

I am writing to you on behalf of McCarthy Stone, the UK's leading developer and manager of retirement communities and Imperial Homes, a local, Curridge-based developer offering exceptional quality homes.

We have recently acquired an interest in land at Oak Cottage, Winchester Road, Boorley Green. As you may be aware, this site is an allocated housing site that lies immediately to the North of Oak Cottage and to the east and south of the major new residential estate of Boorley Green. McCarthy Stone and Imperial Homes will shortly bring forward draft proposals for retirement and residential homes on the site.

There is a growing demand for specialist retirement housing that provides genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years. Our proposals would help to fulfil this demand, and deliver vital older persons housing, that would contribute towards the Council's identified need.

We are committed to engaging with the local community regarding this proposal and will commence a pre-application community consultation programme in the coming months. The aim will be to inform local people such as residents, businesses and interest groups, as well as obtain feedback on the proposals. Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process.

Given that the Eastleigh Borough Council elections take place in early May, we will be back in touch following these, to invite you to a briefing to present our plans, discuss your initial feedback and to respond to any questions you may have at this stage. In the meantime, please find attached a document that provides more details about McCarthy Stone as well as the social, economic and housing benefits of specialist retirement housing.

We will write to you again in due course, however, if you have any queries, please do not hesitate to contact my colleague Hannah Anderson-Jones at Cavendish via - 0800 298 7040 – or via email at Feedback@mccarthystoneconsultation.co.uk.

We look forward to hearing from you.

Yours sincerely,

Simon Broomfield
Divisional Development Director
McCarthy Stone Southern Division

c/o Cavendish Consulting, Jellicoe House, Grange Drive, Hedge End, Southampton SO30 2AF
0800 298 7040 | feedback@mccarthystoneconsultation.co.uk | www.mccarthystone.co.uk

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

[illegible]

Appendix E – Resident 121 Letter



McCarthy Stone
Life, well lived

11 April 2024

Information line: 0800 298 7040

Dear Resident,

Improving housing choice for older people in Boorley Green

I am writing to you on behalf of McCarthy Stone, the UK's leading developer and manager of retirement communities and Imperial Homes, a local, Curridge-based developer offering exceptional quality homes.

We have recently acquired an interest in land at Oak Cottage, Winchester Road, Boorley Green. As you may be aware, this site is an allocated housing site that lies immediately to the North of Oak Cottage and to the east and south of the major new residential estate of Boorley Green. McCarthy Stone and Imperial Homes will shortly bring forward draft proposals for retirement and residential homes on the site.

We are committed to engaging with the local community regarding our preliminary plans and have commenced a pre-application consultation programme. The aim is to inform local people such as residents, businesses and interest groups, as well as obtain feedback on the proposals. The consultancy Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process.

As you are a neighbour of the site, we would like to invite you to an individual meeting where we can present our initial plans, discuss the proposals and listen to your feedback. Our project team would be available to meet with you at **Boorley Green Community Centre, 121 Wallace Avenue, Southampton, SO32 2RQ on Tuesday 23 April 2024 at a pre-arranged timeslot of your choice between 10am and 5.30pm.**

If you would like to arrange a meeting, please contact Hannah Anderson-Jones on the project's freephone information line – 0800 298 7040 – to arrange a timeslot. We will be booking appointments on a first come, first served basis, so we would encourage you to call at your earliest convenience to book an appointment.

In addition, following our initial meetings with neighbours, we will progress our plans further and then hold a public exhibition for both nearby residents and the wider community to view and comment on the preliminary proposals. We will inform you about this once a date, time and venue has been confirmed.

If you have any questions or wish to meet with us to discuss the proposals further, then please do not hesitate to contact my colleague Hannah Anderson-Jones at Cavendish Consulting via – **0800 298 7040** – or email at **feedback@mccarthystoneconsultation.co.uk**

We look forward to hearing from you.

Simon Broomfield
Divisional Development Director
McCarthy Stone Southern Division

c/o Cavendish, Jellieoe House, Grange Drive, Hedge End, Southampton SO30 2AF
0800 298 7040 | feedback@mccarthystoneconsultation.co.uk | www.mccarthystone.co.uk
McCarthy & Stone Retirement Livestyles Limited, Registered Office: 4th Floor, 100 Holdenhurst Road, Bournemouth BH8 8AA
No. 5622231. Registered in England and Wales

Appendix E – Email to Botley Parish Council

McCARTHY STONE *Life, we'll build*

By Email to Botley Parish Council

Freephone information line: 0800 298 7940

XX June 2024

Dear Janet,

RE: Proposals for land at Oak Cottage, Winchester Road, Booterley Green

Thank you again for providing McCarthy Stone with the opportunity to meet with members of the Parish Council to discuss its proposals for the above site.

During the meeting, a number of queries were raised regarding scale and number, highways, and we wanted to write to you to provide some further information on these matters in addition to the detail given during the meeting, ahead of submission of our application.

Scale

McCarthy Stone has carefully considered the existing Local Plan allocation, as well as the emerging Botley Neighbourhood Plan and the Foreman Homes planning decision.

In its decision against the previously refused application for 31 dwellings on the site, the Inspector noted that an increase in dwellings on the site should be "considered a benefit" and that there is "no information to justify why 'approximately 22' dwellings should be the maximum number of dwellings that the site is able to deliver."

We believe that the proposals make best use of the site, whilst preserving the character and setting within the Winchester Road street scene through a carefully considered layout and scale.

The development would form a two-and-a-half storey building on its frontage, replicating the scale of development surrounding the site. The building has been broken up to give the appearance of three residential dwellings, further emulating the existing street pattern.

Our plans would sit comfortably back within the envelope of the site, ensuring that the majority of trees along the boundaries can be retained and enhanced. This will ensure that the existing character of the site from Winchester Road and the Public Right of Way will be retained.

Biodiversity

McCarthy Stone is committed to ensuring the proposals adhere to the 10% Biodiversity Net Gain requirements in its future application for the site. We have instructed an ecology consultant to conduct a thorough appraisal of the existing site as well as review the proposed landscaping plans.

It is hoped that McCarthy Stone will be able to achieve an on-site Net Gain of 10%, through a package of measures including bat and bird boxes, as well as the provision of new and varied habitat opportunities for wildlife. If required, off-site contributions will be made to ensure that the ENG requirements can be met.

Pedestrian access

The proposed development would include a pedestrian link to the existing pavement on Winchester Road, which provides a direct link to the island crossing to the north of the site, and by extension, a link to the bus service in Booterley Green. As part of the application, McCarthy Stone has instructed a highways consultant to undertake a thorough survey of the road, including traffic movements and speeds. This

via Cavendish Consulting, Jellison House, Orange Drive, Hedge End, Southampton SO30 2AF
0800 298 7940 | info@mcCarthyandstone-consultation.co.uk | www.mcCarthyandstone.co.uk

McCarthy & Stone Retirement Livingways Limited, Registered Office 4th Floor, 100 Horden Road, Bournemouth, BH6 5AQ
No. 0022291, Registered in England and Wales

document will be submitted with the application for review by both Eastleigh Borough Council and Hampshire County Council.

Parking

McCarthy Stone parking provision has been informed by both Eastleigh Borough Council's parking standards and through our independent research on parking trends across our sites across the country. The research identifies an average car parking demand of 0.55 spaces per apartment, which includes 0.1 spaces per apartment for visitors. A minimum of 1 disabled visitor space should also be provided within the development.

The parking research therefore suggests a minimum of requirement for 29 parking spaces to serve the 52 Retirement Living apartments. For this part of the development, McCarthy Stone is proposing 35 spaces, which is considered acceptable based on the accessibility, type, and use of the site. In addition, the two three-bedroom dwellings will have a further two car parking spaces each, ensuring adequate provision across the site.

Should a minibus service be desirable by future homeowners to facilitate additional support moving around the area, this is something that could be explored at the time, with the support of the on-site staff.

Consultation

McCarthy Stone is holding a virtual consultation for two and a half weeks on its proposals for the site, which was agreed as acceptable by Eastleigh Borough Council's Principal Planning Officer, prior to the launch of the engagement process.

We initially offered meetings to the immediate neighbouring properties of the site in April 2024, and only received one request to meet with the team, and one email from a local resident expressing their support for this type of housing.

Our wider consultation has been advertised by post to around 2,000 local residents and businesses surrounding the site, with a freepost reply card and envelope to provide written feedback. The newsletter provides details of how to get involved, including providing contact details for the project team (telephone and email) and how to request a physical copy of the proposals, should they be unable to access the internet.

The virtual consultation has also received press coverage in both the Daily Echo and Eastleigh Local News, and we have undertaken local area targeted Meta advertising of the plans to maximise engagement.

Whilst we appreciate that you would like to have seen an in-person event, it was felt that given the low uptake of meetings from the neighbouring dwellings, and the level of development that is underway in Booterley Green, a virtual consultation was a suitable approach to speaking with the community.

We hope that you have found this additional information useful. However, if you have any further queries regarding the proposed development, please do not hesitate to get in touch with my colleague Hannah Anderson-Bowles at Cavendish via - 0800 298 7940 - or via email at

McCarthy Stone Southern Division

Appendix G – Local Newsletter/Community invite

Delivering much-needed homes for older people in Boorley Green

May 2024 – Invitation to our virtual exhibition



WELCOME

McCarthy Stone, the UK's leading developer and manager of retirement communities and Imperial Homes, a local, Cambridge-based developer offering exceptional quality homes are bringing forward plans to develop a new specialist retirement community and residential homes in Boorley Green.

The proposed site is located on land at Oak Cottage, Winchester Road, Boorley Green, and is an allocated housing site that lies immediately to the North of Oak Cottage and to the east and south of the major new residential estate of Boorley Green. McCarthy Stone and Imperial Homes are looking to bring forward proposals for 52 one- and two-bedroom Retirement Living apartments, as well as communal facilities, extensive landscaping, and associated parking and two semi-detached dwellings for open market sale.

It is anticipated that over 65s will increase to around 23% of the overall population in Eastleigh by 2036. Therefore, as outlined in the Eastleigh Borough Council's Local Plan, there is a significant need for an increase in specialised accommodation for older people.

As part of our commitment to community engagement, McCarthy Stone and Imperial Homes have begun a community consultation programme. This is to inform local people of the proposals and gather early feedback which, where possible, will be used to inform the plans prior to their submission to Eastleigh Borough Council.

Please take the time to visit our virtual consultation, learn more about our plans for Boorley Green and let us know what you think!

OUR PROPOSALS

- Delivering much-needed Retirement Living accommodation for local older people
- Plans for 52 one- and two-bedroom specialist apartments in a singular building, all designed to meet the needs of the local ageing population
- Two new semi-detached three-bedroom homes for local families
- The proposal also contains a Residents' Lounge, forming a hub of activity which spills onto a communal garden as well as a hotel style guest suite and mobility scooter store
- An attractive development with a design approach taking inspiration from the local area
- Associated landscaping and planting, including a communal garden and courtyard for both residents and guests to enjoy
- Sufficient on-site car parking, for residents, visitors, and staff
- Low levels of traffic generation and car ownership

WHO ARE MCCARTHY STONE?

At McCarthy Stone, we are focused on providing high quality homes and services to make later life a happy, healthy, and rewarding experience.

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

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

We believe that Retirement Living is so much more than downsizing into a more suitable home. It's an opportunity to embrace a new way of life, to have the freedom to live a lifestyle with more choice and more time to do the things they enjoy.

BENEFITTING THE COMMUNITY

Typically, most residents moving to a McCarthy Stone development move within a 5-mile radius of the development. Older people downsizing into this McCarthy Stone community, would release at least 104 family-sized and starter homes back onto the local market. This residential shift would allow younger people and families the opportunity to move into their ideal home, while relieving pressure on developing local greenfield sites.

With 52 homes proposed for the site, residents of this development would be expected to spend around £635,500 each year, £369,700 of which would be

in local shops and businesses. Therefore, this new community would provide a vital boost to businesses in Boorley Green, helping to support local retail jobs and keep shops open.

Each person living in a McCarthy Stone specialist retirement community enjoys a reduced risk of health challenges, including slips & trips. This reduced health risk can create savings to the local social care service and the NHS of almost £3,500 per year per resident. Therefore, this new community would be expected to save the local health and social care service of £235,900 each year.



Indicative view of the Retirement Living building as seen from Winchester Road

McCarthy Stone Retirement Communities Limited. Registered Office: 4th Floor, 180/182 Tottenham Road, Bournemouth, BH4 6AQ, N016422731, Registered in England and Wales

Appendix H – Feedback Form and Reply Card

Privacy Statement

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

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

Cavendish and McCarthy Stone will use your data to:

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

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

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

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals to develop on land at Oak Cottage, Winchester Road, Boreley Green. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when developing sites.

Your Details

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

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

First Name or Initial

Surname

Address

Postcode

Telephone

Telephone

Age Group (please circle)

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

Feedback

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

Yes No Unsure

Do you think this scheme represents a good use of the proposed site?

Yes No Unsure

What do you think about the design of the scheme?

Excellent Good No view Poor Very poor

Do you have any further comments about the proposals?

How informative have you found the consultation?

Very informative Somewhat informative

Not informative Don't know

Would you like to register your interest as a potential purchaser of one of our homes?

Yes No

Which benefits of the proposals are most important to you?

Savings to the local social care service and NHS

Increased spending on the high street

Release of family-sized and starter homes back onto the local market

Creation of jobs

Relieving pressure on greenfield sites

Provision of specialist housing for older people

Other

Data Protection

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

21562/0524

Feedback Form

MCCARTHY STONE
Life, well lived

ABOUT THE CONSULTATION

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

Please return all feedback by **Sunday 16 June 2024** using either the freepost envelope enclosed or via email at: feedback@mccarthystoneconsultation.co.uk.

PRIVACY STATEMENT

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

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

Cavendish and McCarthy Stone will use your data to:

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

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

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

YOUR DETAILS

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

Address

First Name or Initial

Surname

Postcode

Age Group (please circle)

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

Telephone

Email

I do not wish to provide personal details but can confirm that I am over the age of 13 ☐

We will use these details to contact you and update you on the proposals. If you would like to be kept up to date with these proposals, please tick this box ☐

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation (EU) 2016/679 (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU.

You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address: cavendishconsulting.com/data-protection or by contacting us on 01962 893 893 / dataprotection@cavendishconsulting.com.

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

Yes No Unsure

Which benefits of the proposals are most important to you?

Savings to the local social care service and NHS

Increased spending on the high street

Release of family-sized and starter homes back onto the local market

Provision of specialist housing for older people

Relieving pressure on greenfield sites

Other

Do you think this scheme represents a good use of the proposed site?

Yes No Unsure

What do you think about the design of the scheme?

Excellent Good No view Poor Very poor

What is the reason for this?

Do you have any further comments about the proposals?

How informative have you found the consultation?

Very informative Somewhat informative

Not informative Don't know

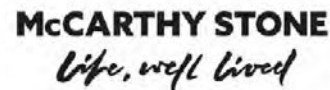
What is the reason for this?

Would you like to register your interest as a potential purchaser of one of our homes?

Yes No

Email: feedback@mccarthystoneconsultation.co.uk Call: 0800 298 7040

McCarthy & Stone Retirement Living/Les Limited, Registered Office: 4th Floor, 100 Haldenbury Road, Bournemouth BH8 8AQ. No. 662231, Registered in England and Wales



For immediate release

May 2024

McCarthy Stone launches virtual consultation on plans for Boorley Green

McCarthy Stone, the UK's leading developer and manager of retirement communities, and local Curdridge-based developer Imperial Homes are bringing forward proposals to redevelop a site allocated for development in Boorley Green.

The local community is encouraged to find out more about the plans and provide their feedback at a virtual consultation which is available online until **Sunday 16 June 2024** at mccarthystoneconsultation.co.uk/boorleygreen

McCarthy Stone and Imperial Homes are committed to engaging with the local community and has offered meetings to neighbours of the site and local elected representatives to discuss the initial proposals.

The Eastleigh Local Plan outlines a growing need for this type of accommodation, and the proposals would help to address this, allowing local older people the opportunity to move into a more suitable home, while staying close to friends and family in Boorley Green.

McCarthy Stone and Imperial Homes' proposals would see the site redeveloped to provide 52 one- and two-bedroom Retirement Living apartments for those aged over 60, as well as shared facilities within the development, including a homeowners' lounge, extensive landscaping, and associated parking alongside two semi-detached dwellings for open market sale.

On the proposals, Simon Broomfield, Divisional Development Director for McCarthy Stone Southern said:

"We are pleased to reveal our plans to deliver much-needed Retirement Living accommodation in Boorley Green. Our proposals would help to address a demand for retirement accommodation in the area, providing housing choice for older people, whilst freeing up the wider housing market for local families and first-time buyers further down the chain."

"We are keen to develop a scheme that positively contributes to the local community. We want to hear local views on our proposals before we finalise our planning application. I'd encourage people to go online and view the proposals, where they'll be able to complete our feedback form."

Residents of this proposed development would benefit from reduced health challenges, including slips and trips. Independent research by WPI Economics determines that this reduced risk of health challenges means that residents of a 52 home McCarthy Stone development would be expected to generate savings to the NHS of around £235,900 per year. Simon Broomfield added:

"Our plans for Boorley Green provide a valuable opportunity to improve the health and wellbeing of local older people, whilst also supporting significant cost savings to the NHS and local social care services."

"By 2032 there will be five million people over eighty living in the UK – if just one in eight were housed in a home suitable for later living this could generate total fiscal savings across the NHS and social services of £2.1bn per year."

Feedback on the proposals will be accepted until **16 June 2024** and will be considered by McCarthy Stone and Imperial Homes, where possible, helping to inform the final plans that will be submitted to Eastleigh Borough Council.

Anyone who is unable to view the plans online but would like further information can call McCarthy Stone and Imperial Homes' project team via their Freephone information line on **0800 298 7040** or via email at feedback@mccarthystoneconsultation.co.uk.

- ENDS -

McCARTHY STONE

Life, well lived

HOME

PROPOSALS

BENEFITS

Have your say

PROPOSALS FOR
LAND AT **OAK
COTTAGE,
WINCHESTER
ROAD, BOORLEY
GREEN**

Thank you for taking the time to learn more about proposals for the redevelopment of land at Oak Cottage, Winchester Road, Boorley Green.

Our vision involves developing this site with specialist Retirement Living accommodation together with indoor communal facilities, high quality landscaped gardens and on-site car parking, as well as residential housing.



VIRTUAL EXHIBITION

We want to know what you think about our plans. Our virtual exhibition is being held **until 16th June 2024**, to introduce our emerging proposals for the site and invite feedback.

Once you have had an opportunity to review the information, we encourage you to complete a virtual feedback form so we can understand your thoughts and suggestions.

Your feedback, where possible, will be used to inform the plans prior to their submission to Eastleigh Borough Council.

Alternatively, if you have any questions regarding the proposals, or wish to submit feedback via phone or email, you can contact a member of the project team on **0800 298 7040** or feedback@mccarthystoneconsultation.co.uk.

Have your say

WHY DO RETIREMENT
COMMUNITIES
MATTER ?



Have your say

PROPOSALS FOR LAND AT OAK COTTAGE, WINCHESTER ROAD, BOORLEY GREEN

McCarthy Stone and Imperial Homes are bringing forward proposals to develop land at Oak Cottage, Winchester, Boorley Green, to provide a new, specialist retirement community, comprising:

A reduced risk of health challenges,
creating savings to the local social care
service and the NHS of almost £3,500
per year per resident

Older people downsizing would release family-sized and starter homes back onto the market, a necessity for the local housing market

A high-quality Retirement Living development featuring 52 one- and two-bedroom retirement apartments

More information about our proposals



20th January 2026

Information line: 0800 298 7040

Dear Neighbour,

Improving the housing choice for older people in Boorley Green

I am writing to you on behalf of McCarthy Stone, the UK's leading developer and manager of retirement communities, to provide you with an update on our proposals for land at Oak Cottage, Winchester Road, Boorley Green.

As you may be aware, we submitted proposals in August 2024 for the sensitive and sustainable redevelopment of this allocated site with 52 one- and two-bedroom Retirement Living apartments, alongside two new detached houses. The proposals were set within a generously landscaped setting, with the retention and enhancement of existing boundary trees and new communal gardens for homeowners, pedestrian links to the surrounding amenities and facilities and on-site car parking.

While these plans were recommended for approval by Eastleigh Borough Council's Planning Officers, who outlined that there is a recognised need for older person's accommodation within the borough, we were disappointed that the proposals were refused in June 2025 by the Hedge End, West End & Botley Local Area Committee.

Since the refusal of our application last year, we have been reviewing and refining our proposals for the site, and have made a number of amendments that seek to address the reasons for refusal. These changes include reducing the overall number of apartments proposed from 52 to 50 apartments, as well as adjustments to the design such as the removal of dormers from the Winchester Road and public footpath frontages.

We remain committed to delivering much-needed retirement housing that provides genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years. We will shortly submit a new application for the site, which will comprise 50 high-quality one- and two-bedroom Retirement Living apartments, with associated communal facilities, alongside two detached three-bedroom homes.

We are keen to engage with the local community to provide further information on our amended plans, and the opportunity to give feedback before we submit our application to Eastleigh Borough Council.

c/o Cavendish Consulting, Jellicoe House, Grange Drive, Hedge End, Southampton SO30 2AF
0800 298 7040 | feedback@mccarthystoneconsultation.co.uk | www.mccarthyandstone.co.uk

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

Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process. Please find enclosed a newsletter providing further details on how to have your say on our plans.

Given you are a neighbour of the site, we would like to invite you to a briefing to present our amended plans for the site, discuss your feedback and to respond to any questions you may have. Should you consider such a meeting to be of interest, please contact Hannah Anderson-Jones at Cavendish Consulting to arrange a mutually convenient timeslot.

If you have any queries in the meantime, please do not hesitate to contact my colleague Hannah Anderson-Jones via - **0800 298 7040** – or via email at Feedback@mccarhystoneconsultation.co.uk.

We look forward to hearing from you.



Simon Broomfield
Development Director
McCarthy Stone



BY EMAIL

January 2026

Information line: 0800 298 7040

Dear Councillor,

Improving the housing choice for older people in Boorley Green

I am writing to you on behalf of McCarthy Stone, the UK's leading developer and manager of retirement communities, to provide you with an update on our proposals for land at Oak Cottage, Winchester Road, Boorley Green.

As you are likely aware, we submitted proposals in August 2024 for the sensitive and sustainable redevelopment of this allocated site with 52 one- and two-bedroom Retirement Living apartments, alongside two new detached houses. The proposals were set within a generously landscaped setting, with the retention and enhancement of existing boundary trees and new communal gardens for homeowners, pedestrian links to the surrounding amenities and facilities and on-site car parking.

While these plans were recommended for approval by Eastleigh Borough Council's Planning Officers, who outlined that there is a recognised need for older person's accommodation within the borough, we were disappointed that the proposals were refused in June 2025 by the Hedge End, West End & Botley Local Area Committee.

Since the refusal of our application last year, we have been reviewing and refining our proposals for the site, and have made a number of amendments, which seek to address the reasons for refusal. These changes include reducing the overall number of apartments proposed from 52 to 50 apartments, as well as adjustments to the design such as the removal of dormers from the Winchester Road and public footpath frontages.

We remain committed to delivering much-needed retirement housing that provides genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years. We will shortly submit a new application for the site, which will comprise 50 high-quality one- and two-bedroom Retirement Living apartments, with associated communal facilities, alongside two detached three-bedroom homes.

Ahead of this, we are reaching out to the local community and representatives, to provide further information on our plans, and the opportunity to give feedback before we submit. The aim will be to inform local people such as residents, businesses, and interest groups, as well as obtain feedback on the proposals. Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process. Please find enclosed a newsletter that has been sent to neighbouring properties and those that

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0800 298 7040 | feedback@mccarthyandstoneconsultation.co.uk | www.mccarthyandstone.co.uk

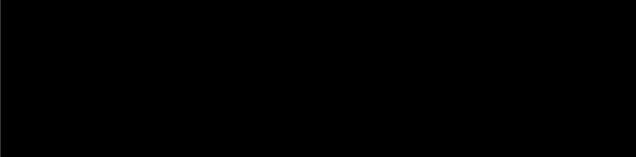
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No. 6622231, Registered in England, and Wales

previously engaged with the plans, providing them with details on how to have their say on our amended plans.

Given your role, we would like to invite you to a briefing to present our updated plans for the site, discuss your feedback and to respond to any questions you may have. Should you consider such a meeting to be of interest, please contact Hannah Anderson-Jones at Cavendish Consulting to arrange a mutually convenient timeslot.

In the meantime, please do not hesitate to contact my colleague Hannah Anderson-Jones via - **0800 298 7040** - or via email at Feedback@mccarhystoneconsultation.co.uk.

We look forward to hearing from you.



Simon Bloomfield
Development Director
McCarthy Stone



Invitation

to our virtual consultation

Improving the housing choice for older people in Boorley Green

McCarthy Stone, the UK's leading developer and manager of retirement communities, is pleased to reconsult with local residents on its updated proposals for land at Oak Cottage, Winchester Road, Boorley Green.

As you may be aware, McCarthy Stone previously submitted an application in August 2024 for the site's redevelopment with up to 52 Retirement Living apartments alongside two three-bedroom detached homes. Despite support from Eastleigh Borough Council's officers and the benefits of the scheme, the application was refused by councillors in June 2025.

Since the refusal of our application last year, we have been reviewing and refining our proposals for the site, and have made a number of amendments which seek to address the reasons for refusal. These changes include reducing the overall number of apartments proposed from 52 to 50 apartments, as well as adjustments to the design such as the removal of dormers from the Winchester Road and public footpath frontages.

We remain committed to delivering much-needed retirement housing that provides genuine choice for older people, so that they can continue to live locally in a home that meets their needs and aspirations in their later years. We will shortly submit a new application for the site, which will comprise 50 high-quality one- and two-bedroom Retirement Living apartments, with associated communal facilities, alongside two detached three-bedroom homes.

As part of our commitment to community engagement, McCarthy Stone is informing local people of the proposals prior to their submission to Eastleigh Borough Council. Please take the time to visit our virtual consultation, learn more about our plans for Boorley Green and let us know what you think!

Our public consultation

When?

Our virtual exhibition will be live between **Wednesday 21 January - Wednesday 4 February 2026**.

Access the consultation by visiting the below website or scanning the QR code below. www.mccarthystoneconsultation.co.uk/boorleygreen



How can you comment on the plans?

- ▶ Complete on the online feedback form on the consultation website.
- ▶ Complete and return the enclosed feedback card in the postage paid envelope.
- ▶ Provide comments via email to feedback@mccarthystoneconsultation.co.uk
- ▶ Provide comments via the Freephone line via **0800 298 7040**.

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

All feedback received will be evaluated and considered before a planning application is submitted.

McCarthy Stone
Retirement living your way

Benefits

-  Make significant savings of around £3,500 per resident, per year in NHS and social services costs
-  Release under-occupied family housing back onto the local market, which will in turn improve the supply of homes for first-time buyers further down the chain
-  Create new and permanent jobs through construction, management and repairs within the development
-  Deliver homes on a brownfield site, helping to reduce pressure from greenfield development
-  Improve the wellbeing of those living on the site in the future, with residents half as likely to be lonely
-  Reduce the risks of slips and trips, with residents half as likely to have falls than in their previous home
-  Deliver a highly sustainable building with biodiversity improvements
-  Every 2 in 3 moves enables a first-time buyer to join the housing market

Amendments to our plans

- ▶ A reduction in the number of homes proposed from 52 to 50 one- and two-bedroom apartments
- ▶ The removal of dormers from the Winchester Road frontage and along the northern elevation facing the public footpath, to reduce the visual scale of the building
- ▶ The relocation of the bin storage and mobility scooter storage to the exterior of the building
- ▶ The reduction of the number of parking spaces from 43 to 41, reflective of the reduction of the number of apartments

Who is McCarthy Stone?

At McCarthy Stone, we are focused on providing high quality homes and services to make later life a happy, healthy, and rewarding experience.

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

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

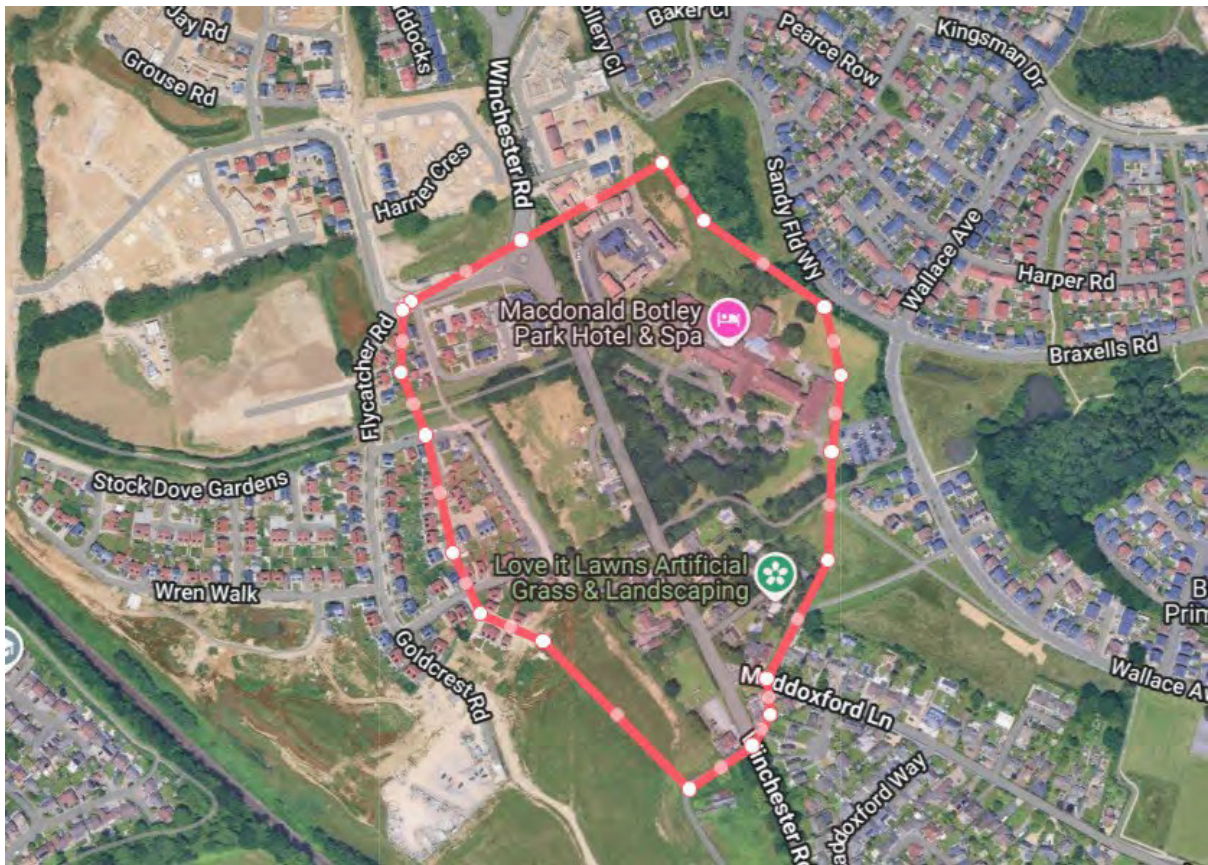
We believe that Retirement Living is so much more than downsizing into a more suitable home. It's an opportunity to embrace a new way of life, to have the freedom to live a lifestyle with more choice and more time to do the things they enjoy.

All developments built since 2010 are managed by our in-house management services team, Your McCarthy Stone, providing peace of mind that we will look after customers and their properties for the long term.



McCarthy Stone
Retirement living *your way*

Appendix N – Resubmission Distribution Area



Appendix O – Website Update

McCarthy Stone
Retirement living your way

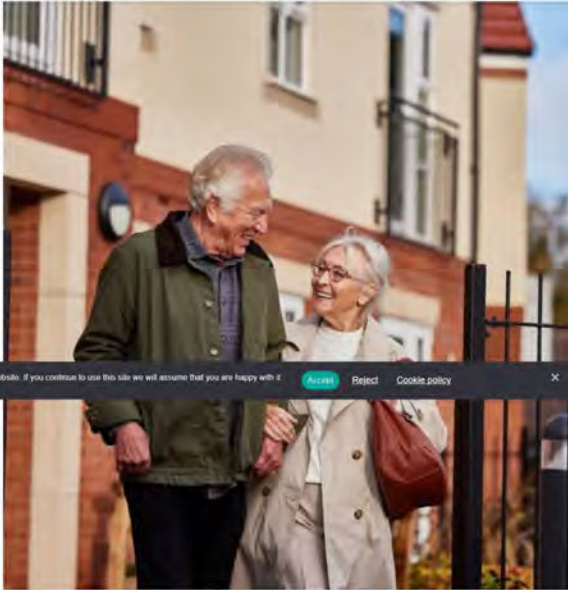
[Home](#) [Proposals](#) [Benefits](#)

Have your say

Proposals for land at Oak Cottage, Winchester Road, Boorley Green

Thank you for taking the time to learn more about our amended proposals for the redevelopment of land at Oak Cottage, Winchester Road, Boorley Green.

We submitted proposals in August 2024 for the sensitive and sustainable redevelopment of this allocated site with 52 one- and two-bedroom Retirement Living apartments, alongside two new detached houses. The proposals were set within a generously landscaped setting, with the retention and enhancement of existing boundary trees and new communal gardens for homeowners, pedestrian links to the surrounding amenities and facilities and



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Eastleigh Borough Council's Planning Officers, who outlined that there is a recognised need for older person's accommodation within the borough, we were disappointed that the proposals were refused in June 2025 by the Hedge End, West End & Botley Local Area Committee.

Since the refusal of our application last year, we have been reviewing and refining our proposals for the site, and have made a number of amendments, which seek to address the reasons for refusal.

VIRTUAL EXHIBITION

We want to know what you think about our updated plans. Our virtual exhibition is being held until **4th February 2026**, to introduce our amended proposals for the site and invite feedback.

Once you have had an opportunity to review the information, we encourage you to complete a virtual feedback form so we can understand your thoughts and suggestions.

Your feedback, where possible, will be used to inform the plans prior to their submission to Eastleigh Borough Council.

Alternatively, if you have any questions regarding the amended proposals, or wish to submit feedback via phone or email, you can contact a member of the project team on **0800 298 7040** or feedback@mcCarthyStoneconsultation.co.uk.

Have your say

WHY DO RETIREMENT COMMUNITIES MATTER?



Proposals for land at Oak Cottage, Winchester Road, Boorley Green

McCarthy Stone and Imperial Homes are bringing forward updated proposals to develop land at Oak Cottage, Winchester, Boorley Green, to provide a new, specialist retirement community, comprising:

Shared facilities within the Retirement Living development, including a residents' lounge, management offices, along with a high-quality landscaped communal garden and private outdoor space for residents, plus approximately 37 parking spaces

A reduced risk of health challenges creating savings to the local social care service and the NHS of almost £3,500 per year per resident

Older people downsizing would release family-sized and starter homes back onto the market, a necessity for the local housing market

More information about our proposals

Our commitment to Community Engagement

As part of our commitment to community engagement, we have commenced a community consultation programme to inform local people of our initial proposals and gather feedback. A virtual exhibition is being held from **Wednesday 21 January - Wednesday 4 February 2026** to introduce our updated proposals for the site and invite feedback.

We look forward to listening to your feedback before a planning application is submitted to Eastleigh Borough Council.

You can find out more about our plans here.



CAVENDISH