

Planning application weekly update
Town and Country Planning Act, 1990 (as amended)

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[illegible]

Approved by the Vale of Glamorgan Council

For Consideration

[illegible]

Delivering much-needed homes for older people in Cowbridge



WELCOME

McCarthy Stone is bringing forward plans to develop a new specialist retirement community, together with a separate office block, on land at Darren Farm, Darren Hill, Cowbridge.

We are proposing to develop the site with 50 one- and two-bedroom Retirement Living apartments together with a separate office block, as well as communal facilities, extensive landscaping, and associated car parking.

As part of our commitment to community engagement, McCarthy Stone has 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 Vale of Glamorgan Council.

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

FIND OUT MORE VIA OUR PUBLIC CONSULTATION

When?

Our virtual exhibition will be live between **Thursday 29th June** and **Thursday 27th July 2023**

We will also be holding a public exhibition on **Tuesday 18th July 2023**

At: **Cowbridge Town Hall, Town Hall Square, High Street, Cowbridge CF71 7DD**

Between: **4.00pm - 7.00pm**

Members of the project team will be on hand to answer any questions and provide further information on the proposals.

Access the consultation by visiting the below website
www.mccarthystoneconsultation.co.uk/cowbridge-en

How can you comment on the plans?

- Complete 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**

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.

OUR PROPOSALS

- Delivering much-needed Retirement Living accommodation for local older people
- Plans for 50 one- and two- bedroom specialist apartments, all designed to meet the diverse needs of the local ageing population
- The provision of a 1,600sqft office block for the vendor
- An attractive development with a design approach taking inspiration from the local vernacular
- Associated landscaping and planting, including a communal garden for both residents and guests to enjoy
- A sensitive neighbour for those living near to the site
- Sufficient on-site car parking, for residents, visitors and staff
- Low levels of traffic generation and car ownership

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 100 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 50 homes proposed for the site, residents of this development would be expected to **spend £611,111 each year, £385,555 of which would be in local shops and businesses**. Therefore, this new community would provide a vital boost to businesses in Cowbridge, 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 dementia and slips & trips. This reduced health risk creates savings to the local social care service and the NHS of almost **£3,500 per year**. Therefore, this new community would be expected to save the local health and social care service of **£226,850 each year**.



UNABLE TO GET ONLINE?

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.

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