

Statement of Community Involvement ADDENDUM

LIFECARE RESIDENCES

GONDAR GARDENS | LONDON BOROUGH OF CAMDEN

OCTOBER 2017

curtin&co



Introduction

ABOUT LIFECARE

LifeCare Residences (LCR) is an international retirement village operator with communities in the United Kingdom and New Zealand, and with 35 years of experience in the sector. LCR takes a fresh approach to providing housing for people over the age of 70; offering residents an independent lifestyle in their own home, but also with access to 24-hour nursing care and emergency assistance, if required.

In the UK, LCR owns and operates Battersea Place; Grove Place in Hampshire; and Somerleigh Court in Dorchester. LCR is a founding member of the Associated Retirement Community Operators (ARCO) representing the retirement community sector in the United Kingdom.

ABOUT CURTIN&CO

Curtin&Co is a specialist in community and political stakeholder communications which prides itself on acting as a mediator between potential developers and the communities within which they are working. Curtin&Co has been instructed by LifeCare to engage with key stakeholders in the pre-submission phase of contact. We have undertaken this work following the public exhibitions and engagement organised by AR Urbanism. This report is an addendum to that work and the full SCI submitted and is intended to be read in conjunction with it.

THE SITE AND ITS PLANNING HISTORY

The site is located in Fortune Green ward, London Borough of Camden and comprises a disused reservoir and a Site of Nature Conservation Interest (SINC). The reservoir was decommissioned in 2002 and subsequently acquired by Linden & Wates in 2010. LCR acquired the site in June 2016.

The Gondar Gardens Reservoir site is owned by LifeCare Residences (LCR) who are providers and operators of retirement communities. LCR's model for these developments includes a range of leasehold apartments with nursing support facilities, as well as a dedicated nursing home facility.

LCR is proposing to develop the reservoir site in accordance with this model. The process of community engagement described in this document has been carried out before submitting the planning application to ensure that the final proposal has been informed by local views.

LIFECARE'S PROPOSAL

LCR proposals include 82 self-contained extra care apartments and a 15-bed nursing home. The site is surrounded on all four sides by housing.

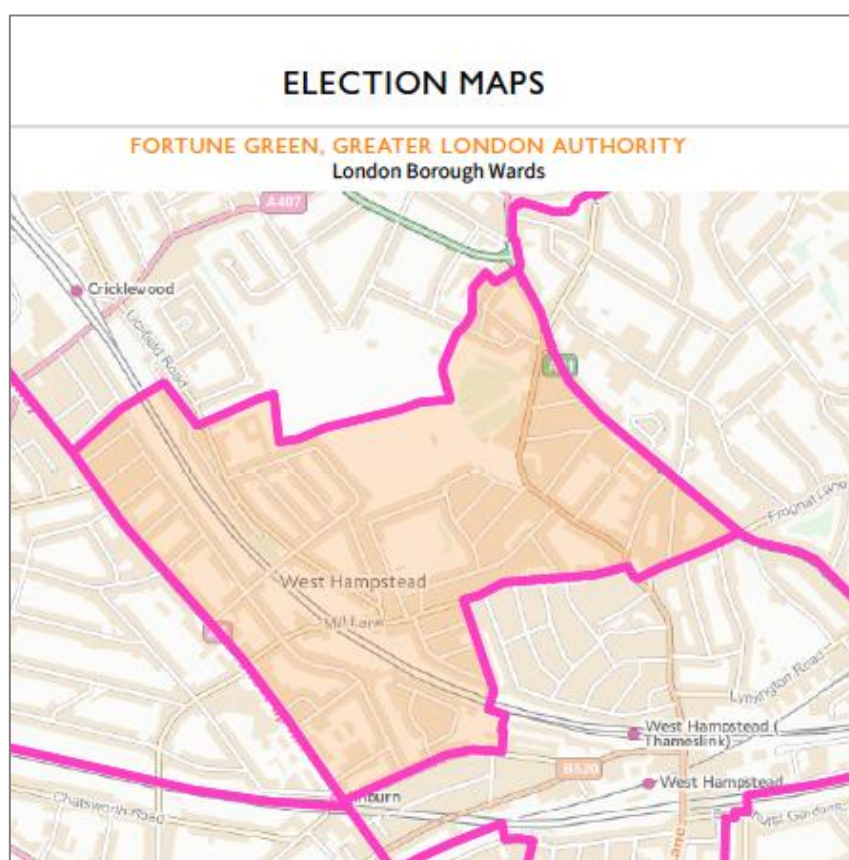


THE CURRENT POLITICAL POSITION

The ward in question, Fortune Green, is split between two Labour and one Lib Dem councillors. All three members were approached as a part of Curtin&Co's work, alongside the Cabinet Member for Planning.

CONTACT PROGRAMME

FORTUNE GREEN WARD



Consultation

COUNCILLOR FLICK REA – Monday October 23rd

Curtin&Co and LCR met with Councillor Flick Rea to brief her on the proposals and to share with her the feedback and the amendments which had been made as a result of previous comments.



COUNCILLOR LORNA RUSSELL – Tuesday October 24th

Curtin&Co and LCR met Councillor Lorna Russell to brief her on the proposals and to share with her the feedback and changes that had been made to the proposals as a result. Councillor Russell met Curtin&Co and LCR on site and had an opportunity to view the area and walk around the reservoir. The conversation was then taken off site where there was a discussion over the proposals to ensure that Councillor Russell was informed and that she could ask questions.

COUNCILLOR DANNY BEALES

Curtin&Co have exchanged emails with Councillor Beales confirming the offer of a meeting if needed. Councillor Beales offered to meet if it was required.

SUMMARY

The conversations undertaken have been both frank and constructive. It was recognised as extremely important that contact was made with local ward councillors before the submission of an application to fulfil the aim of inclusive engagement ahead of the formal consultation process being undertaken by the Council.

The essential message and purpose of the meetings was to inform key stakeholders of the proposals to date and to initiate a discussion which would have a positive impact on the submitted proposals. The meetings undertaken also supported LCR's view that inclusive consultation leads to the development of better schemes and that this will, ultimately, help them in offering a much-needed service within the community. As representatives of a wider community, LCR was keen to understand the views of local residents and what they would consider to be a positive development proposal.

POST-SUBMISSION

Curtin&Co will support LifeCare in their aim of continuing engagement with stakeholders during the post-submission phase. The aim will be to ensure that key information is provided in a timely fashion and that engagement is inclusive and constructive as the application progresses. This programme of work will be responsive and reflect the best practices in community and political stakeholder communication in accordance with both the Localism Act and NPPF.