

Community Consultation for Proposed Care Home for Land East of Bullockstone Road, Herne Bay

1 WELCOME / ABOUT ASPIRE

A proposed new care home for Bullockstone Road, Herne Bay



Welcome to our public consultation

Aspire LPP is pleased to share its emerging proposal for a new care home on land east of Bullockstone Road, Herne Bay.

We are at an early stage in the process and would like to hear the views of local residents, business and other stakeholders before submitting a planning application to Canterbury City Council.

Your feedback will help the project team understand local priorities and consider how to refine the proposals as the scheme progresses.

The proposed care home would meet a need for additional care accommodation for the UK's and Herne Bay's growing population of older people.

There is a minimum need of 852 care home beds by 2040 in Canterbury, however the higher growth scenario suggests that the need would be closer to 1,082.



About Aspire LPP

Aspire LPP is a specialist residential care home developer, dedicated to delivering bespoke care homes for leading care operators across the UK.

Each home is tailored to meet the operational needs of its provider, helping to create high quality care environments for residents, staff and visitors.

Aspire is committed to designing developments that respect local character and architectural style, while supporting care provision within the community.

OUR COMMITMENT



PEOPLE FIRST

Create a safe, comfortable and dignified environment for future residents by providing high quality care environments for residents, staff and visitors.



BESPOKE DESIGN

Our bespoke designs are tailored to resident and operator needs whilst respecting the local character of the area and its surroundings.



SUSTAINABILITY

Our care homes incorporate sustainability via landscaping, biodiversity enhancements and renewable technologies whilst also providing an attractive place for residents and visitors to use.



COMMUNITY FIRST

Purpose-built care homes provide services on-site and help reduce pressure on local health services but also provide employment and wider local benefits.



Thank you for taking the time to get involved and help shape this exciting new development.

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2 SITE CONTEXT

The Site and its allocation



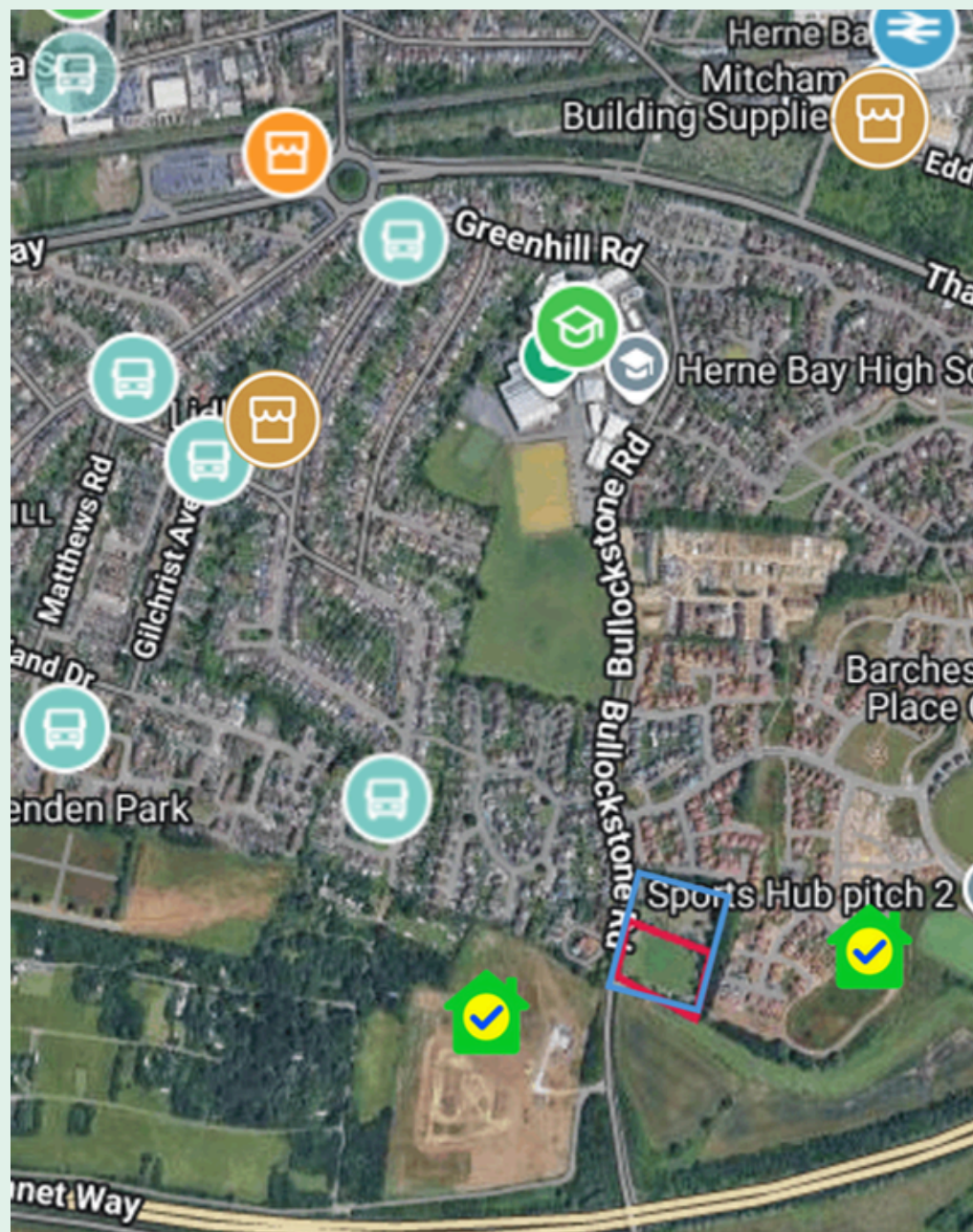
Site Context and Location

The Site is located east of Bullockstone Road in Herne Bay.

The Site is within the Urban Area of Herne Bay and is well related to local services, public transport connections and the wider Herne Bay community.

The Site is well positioned between new housing developments that are currently under construction (CA/22/02012/FUL and **XX**), reflecting the area's planned residential growth and connectivity.

SITE LOCATION



KEY

- Train Station
- Bus Stop
- Shops
- Schools
- New Residential Development
- The Site
- Emerging Allocation

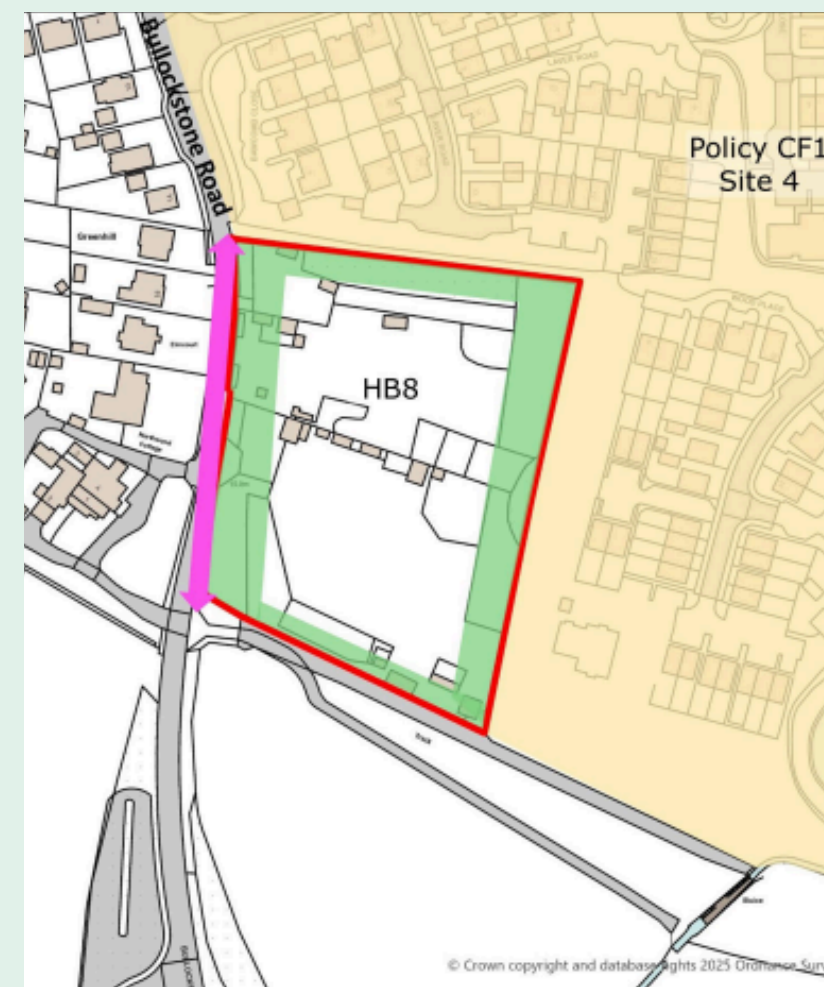
Emerging allocation (Policy HB8- Land to the East of Bullockstone Road)

Canterbury City Council is currently preparing a new Local Plan to make sure that new homes are built in a co-ordinated and sustainable way, rather than through ad hoc development. The plan allocates land for housing in the most suitable locations, taking account of transport links, local services and environment constraints.

Though Draft Policy HB8, the Council is allocating Land to the East of Bullockstone Road for residential development. As a care home is a place for people to live, a new care home is a suitable, appropriate and efficient use of the land.

It also directly responds to the Council's evidence base and recommendations, which identifies a specific need accommodate additional care home bedspaces and specialist older persons' accommodation in urban areas, such as Herne Bay, over the plan period. The Council's assessments anticipate a need of between 852 - 1,082 care home beds by 2040.

The southern part of the Site can accommodate a purpose-built care home with up to 75 bedrooms across two storeys (plus additional residential dwellings or other uses on the northern part of the allocation) and would therefore make a meaningful and deliverable contribution towards meeting that identified need, as well as contributing to the Council's wider housing needs.



Key

- Site boundary
- Opportunities for walking/cycling connectivity
- Open space/biodiversity opportunities
- Carried Forward 2017 Strategic Site Allocations (CF1)

KEY POINTS



ESTABLISHED DEVELOPMENT PRINCIPLE

The Site is already identified for residential development, so the principle of developing the land has already been accepted through the Council's own Local Plan process.



SUITABLE AND SUSTAINABLE LOCATION

The Site sits alongside existing homes and new residential schemes, placing it within an established and growing community; an inherently sustainable location where development is well-supported by surrounding uses.



WELL-CONNECTED TO HERNE BAY

Located in the Herne Bay Urban Area, the Site benefits from convenient access to local services, public transport, and community facilities, supporting easy day-to-day living for residents and visitors.



CLOSE TO EXISTING NEIGHBOURHOODS

The location enables older residents to remain within their community, maintaining connections with family, friends, and familiar surroundings; supporting wellbeing and continuity of care.



WITHIN THE SETTLEMENT BOUNDARY

Being inside the defined Urban Area, and proposed for new residential development by the Council, means that the principle of development is supported and aligns with planning policy to ensure that the area grows in an appropriately planned way.



LOWER EVERYDAY IMPACTS

Compared to traditional housing, a care home for elderly people and those in need of care creates fewer daily traffic movements, parking pressures and demand for school places, offering a more managed and balanced form of development.



SUPPORTS LOCAL CARE NEEDS

This accessible location is well suited to meeting an identified need for specialist older persons' accommodation, helping to strengthen local care provision within the community.



EMERGING RESIDENTIAL ALLOCATION

The Site is part of a residential allocation in the emerging Local Plan, so a purpose-built care home for the elderly is an appropriate use for the Site and will meet evidenced needs for the local community.

Community Consumption for Proposed Care Home for Land East of Bullockstone Road, Herne Bay

3 THE PROPOSED DEVELOPMENT

A high-quality care home in a landscaped setting

WHY A CARE HOME HERE?

A purpose-built care home would deliver high-quality, specialist accommodation for older people, providing a safe, comfortable, and supportive environment tailored to their needs.

Located within the Herne Bay Urban Area, the Site aligns with planning policy by directing development to sustainable locations with established infrastructure, services, and accessibility.

The care home would help in meeting evidenced local care needs, enabling residents to remain close to their families and communities, while offering a calm, well-managed form of development that integrates sensitively with its surroundings.

SITE PLAN



COMMUNITY BENEFITS



Biodiversity net gain and ecological improvements for wildlife



Retained and new landscaping to maintain the character and calmness of the area



Lower strain on local infrastructure, including more managed traffic movements



Helps relieve pressure on health and care services by providing dedicated care accommodation

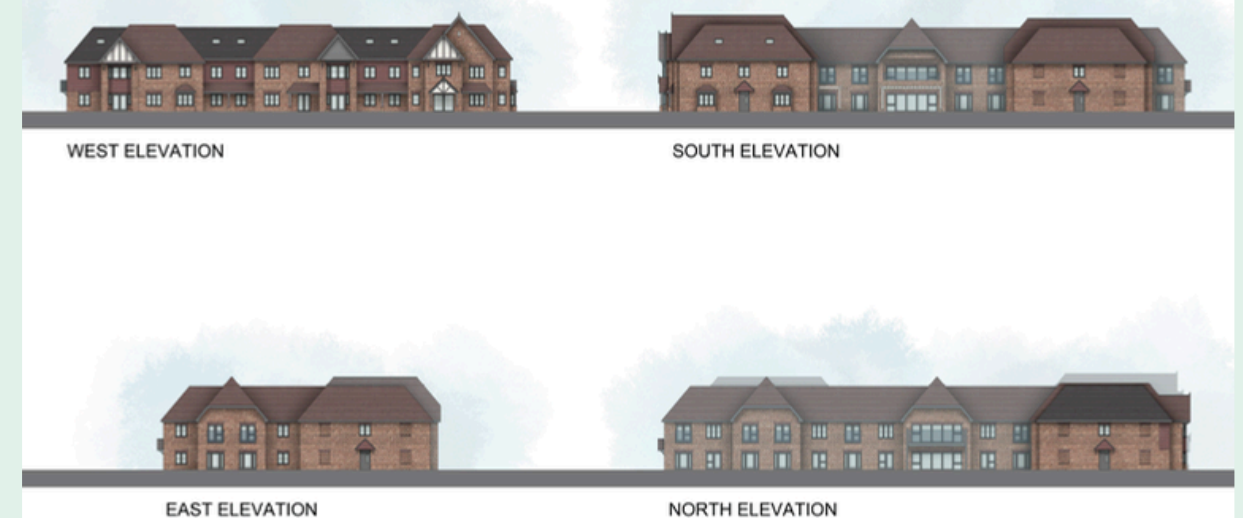


Creates local jobs and helps families keep loved ones nearby and supported

BLOCK PLAN



BUILDING APPEARANCE - ELEVATIONS



A RESIDENT-FOCUSED ENVIRONMENT



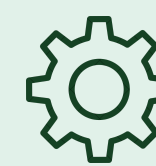
Safe, accessible and comfortable place for residents to live.



Landscaping and biodiversity enhancements support the wider environment.



Supports residents, visitors and families with high-quality care close to home.



Provides employment and operates with managed access, parking and servicing.

This proposal has been designed to deliver a high-quality, purpose-built care home that meets the needs of residents while enhancing the local environment and contributing positively to the Herne Bay community.

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CARE NEED, LOCATION AND CONSTRUCTION MANAGEMENT

Meeting local care needs in an accessible and allocated location

WHY CARE HOMES ARE NEEDED

There is a growing national and local need for specialist care accommodation for older people. The Government's National Planning Guidance recognises that the need to provide housing for older people is critical, with the number of people aged 85 and over projected to increase from 1.6 million in 2016 to 3.2 million by 2041.

There is a minimum need of 852 care home beds by 2040 in Canterbury, however the higher growth scenario suggests that the need would be more like 1082.

Canterbury cannot currently demonstrate a five-year supply of land for residential care homes.

There is also a qualitative need for new care homes that meet modern standards and expectations of the residents and their families.

- Many existing care homes are older, smaller and/or no longer fit for purpose and often lack modern facilities.
- New purpose-built homes provide high quality accommodation, including improved accessibility, nursing facilities, reduced infection-transmission measures, energy efficiency and resident wellbeing.
- The proposed home would provide modern en-suite wetrooms for all residents (rather than shared bathrooms that older care homes have), helping deliver dignified, high-quality care in safe surroundings close to local communities.



1.6m to 3.2m

People aged 85+ in England, 2016 to 2041



Substantial growth

Scale of growth to 2040 projected to be between 14,000 and 16,850 of those aged 65+ in Canterbury



852 - 1,082

Care home beds needed in Canterbury by 2040

WHY THIS LOCATION?

- Allocated for residential development in the Council's emerging Local Plan under Policy HB8
- Within the Urban Area of Herne Bay
- Accessible to local services, shops and bus routes
- Located close to established residential neighbourhoods
- Provides a quieter and familiar setting for residents
- Daily activity from staff and visitors can increase natural surveillance along Bullockstone Road
- Suitable size for a care home, landscaping and on-site parking



PARKING AND MOVEMENT

Care homes generate fewer trips and lower traffic impacts than traditional residential development, with lower trip generation, fewer daily vehicle movements overall, and staggered shift patterns out of peak times, and visits more evenly spread throughout the day and week.

The Site will accommodate all parking requirements for its users on-Site. As well as plentiful standard bays, it also includes disabled bays, electric vehicle charging bays and an ambulance / delivery space.

Residents would not typically not have their own cars due to the typical nature of their care requirements, so the parking will be used by staff and visitors.



MANAGING TEMPORARY CONSTRUCTION IMPACTS

If planning consent is granted, Aspire would seek to minimise negative impacts as much as possible.

- A Construction Management Plan will be prepared in conjunction with the Council to address traffic, deliveries, waste, dust and noise, amongst other matters.
- We will take feedback and concerns on board during both the planning and construction phases.
- We will provide updates on any road disruption and key construction milestones to those most likely to be affected.

COMUNITY BENEFITS



Achieves biodiversity net gain and provides additional ecological improvements for wildlife.



Maintains the character and calmness of the area.



Less strain on local infrastructure, schools and traffic, helping relieve pressure on the NHS and public services.



Creates local jobs and training opportunities during construction and operation.



Helps families keep loved ones nearby and supported within their community.

This proposal responds to a clear need for care accommodation in Herne Bay and seeks to deliver a purpose-built care home on an allocated, accessible site while managing impacts responsibly.

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WHY A CARE HOME RATHER THAN A HOUSING DEVELOPMENT?

Delivering local care needs with fewer everyday impacts than a conventional housing scheme

A HOUSING DEVELOPMENT WOULD MEAN



Pressure on local infrastructure

Housing brings families, placing immediate demand on oversubscribed schools and nurseries, and other local infrastructure.



More cars on the road

Residents typically own multiple cars, take frequent trips during peak hours, and add greater congestion on local roads.



Parking pressure on local streets

Multiple cars per household increase demand for on-street parking and the risk of overspill in surrounding residential areas.



Greater potential for disturbance

Higher density housing areas can bring increased risk of noise, late-night activity and anti-social behaviour.



Families may have to look elsewhere

Older residents may need to move far from their local area to find suitable care, separating them from family and friends.



Jobs only during construction

Construction creates temporary jobs, but there are no long-term employment benefits once built.

A CARE HOME WOULD PROVIDE



No demand for school places

A care home generates zero demand on local education or childcare services, removing pressure on already stretched facilities.



Fewer car movements

Due to the acuity of care being provided, residents will not drive. Trips are limited to staff shift changes, visitors and scheduled deliveries, keeping local roads quieter.



Managed parking on-site

Parking is provided entirely on-site for staff and visitors, with no overspill onto surrounding streets.



A quieter, safer neighbourhood

Care homes are professionally managed, quiet environments with staff on-site 24/7, providing natural surveillance and helping maintain the character of the area.



Keeps families and loved ones nearby

Local care allows older residents to stay close to family, friends and their familiar community.



Helps free up family homes

Providing local care options encourages downsizers to move, freeing up existing larger homes for younger families.



Permanent local jobs

A care home creates around 50 full-time equivalent jobs in care, nursing, catering, maintenance, management and support roles. It also supports local suppliers and services.