

# Community Consultation for Proposed Care Home for Land East of Main Street, Pershore

## 1 WELCOME / ABOUT ASPIRE

### A proposed new care home for Main Street, Pershore



#### Welcome to our public consultation

Aspire LPP is pleased to share its emerging proposals for a new care home on land to the east of Main Street, Pershore.

We are at an early stage in the process and would like to hear the views of local residents, businesses and other stakeholders before submitting a planning application to Wychavon District 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 growing population of older people.

There is a need for 678 care home beds by 2041 in Wychavon. This is the highest demand for care home beds required across South Worcestershire.



#### 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.



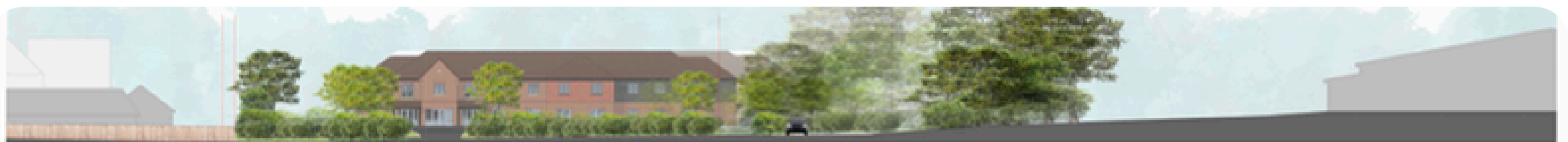
#### Sustainable Development

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

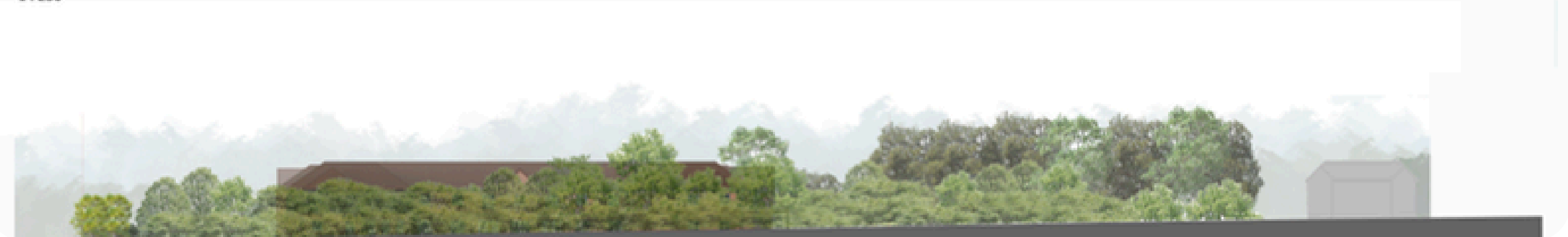


#### Support Communities

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



1 ELO3(FE 250(West) Street Elevations -AA  
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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



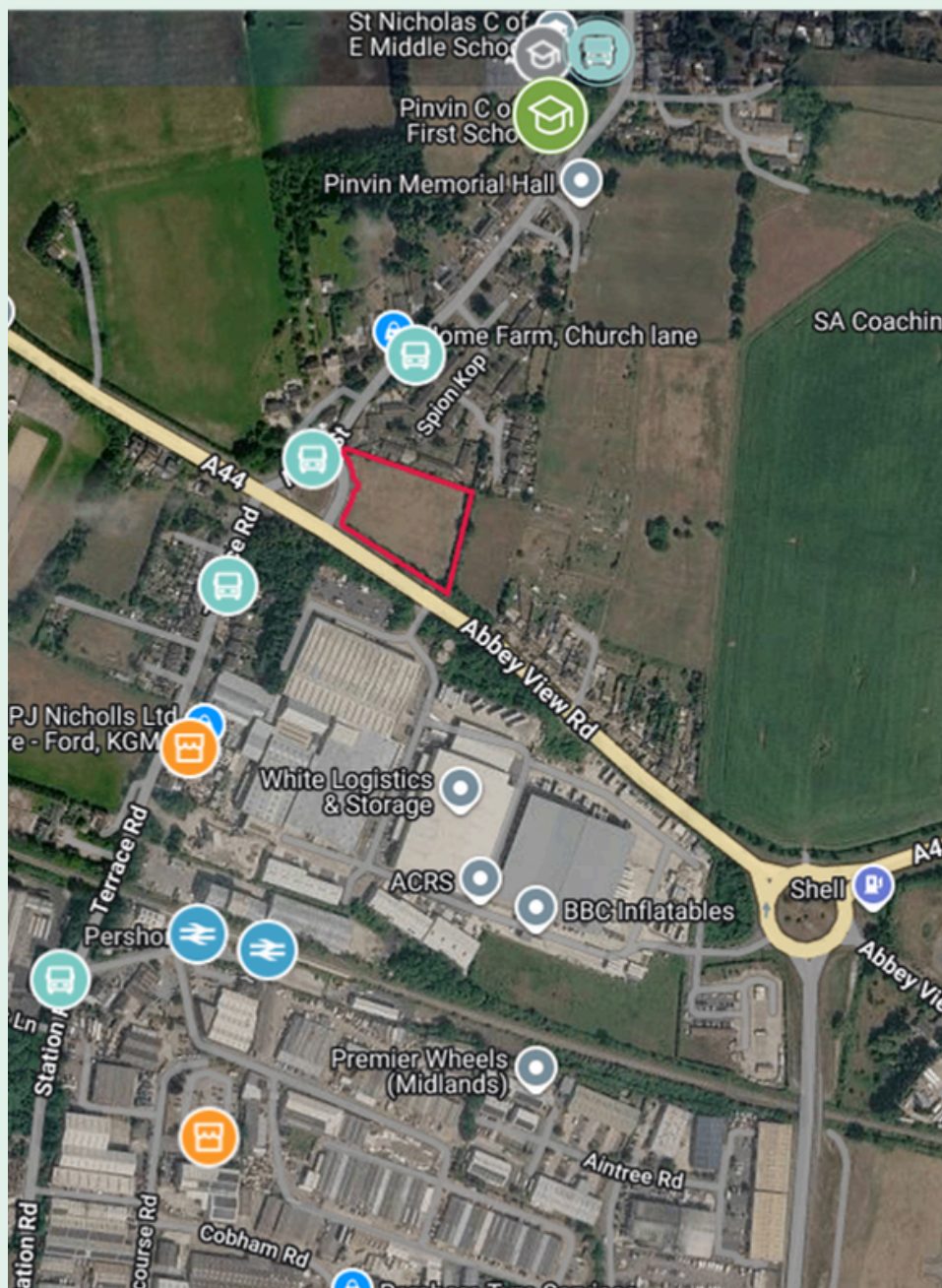
#### SITE CONTEXT AND LOCATION

The site is located east of Main Street, Pershore, WR10 2DJ.

The site is immediately adjacent to, and between, the Pinvin and Pershore communities. It is well related to local services and public transport connections.

As a care home is a place for people to live, it is a suitable use in the wider context and will be a good neighbour.

#### SITE LOCATION



#### KEY

- Train Station
- Bus Stop
- Shops
- School
- The Site

#### PERSHORE CGI



#### KEY POINTS



#### WELL-CONNECTED TO PERSHORE

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.



#### SUITABLE AND SUSTAINABLE LOCATION

The site's position immediately adjoining and between the settlements of Pinvin and Pershore presents a logical and sustainable opportunity for development. Its location enables easy access to existing infrastructure, services, and transport links, supporting well-integrated growth.



#### LOWER EVERYDAY IMPACTS

A care home for elderly people and those in need of care creates minimal daily traffic movements, limited parking pressures as all parking requirements will be met on the Site, and no demand for school places, offering a 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.



#### MEETING CARE NEEDS

The Council's Local Plan supports the provision of housing for older people where a clear need is demonstrated, the design meets specific requirements, and there is good access to local amenities for residents, staff, and visitors. This proposal fully aligns with these criteria, delivering a well-designed scheme in a highly accessible location.

This board explains the site's context, showing its location and local connections.

# Community Consumption for Proposed Care Home for Land East of Main Street, Pershore

## 3 THE PROPOSED DEVELOPMENT

A high-quality care home in a landscaped setting

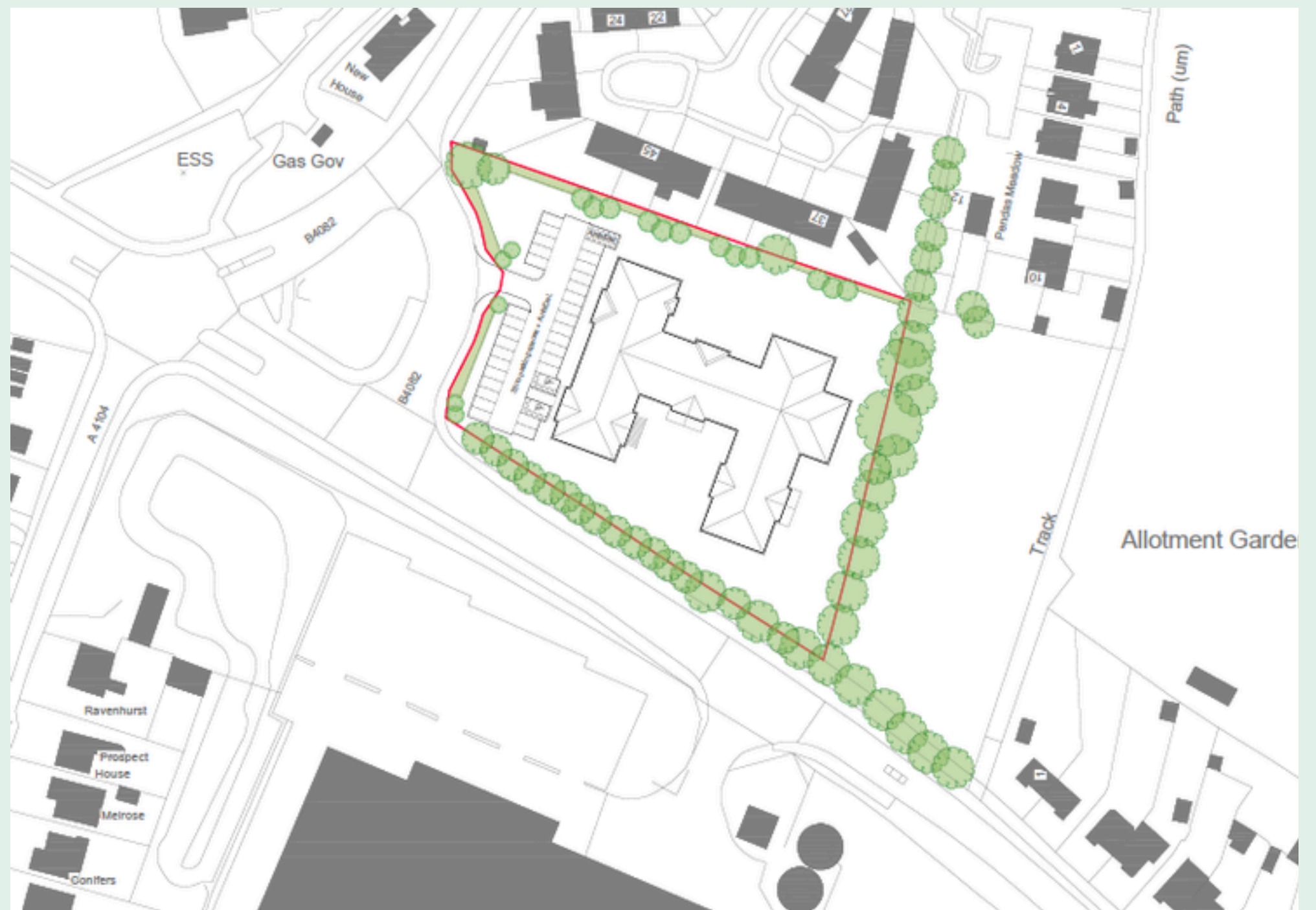
### WHY A CARE HOME HERE?

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 between Pinvin and Pershore, the Site aligns with planning policy by directing development to sustainable locations with established infrastructure, services, and accessibility.

The care home will help to meet 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 that helps 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 - STREET SCENES



### A RESIDENT-FOCUSED ENVIRONMENT



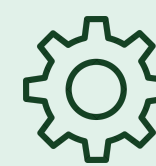
Safe, accessible and comfortable place for residents to live.



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 Pershore and Pinvin community.

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## 4

### 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. National planning guidance recognizes 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 need for 678 care home beds by 2041 in Wychavon. This is the highest demand for care home beds required across South Worcestershire.

There is also a qualitative need for new care homes that meet modern standards and expectations of 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, measures to reduce infection-transmission, 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.



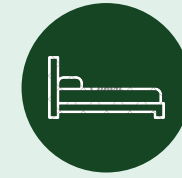
**1.6m to 3.2m**

People aged 85+ in England, 2016 to 2041



**Substantial growth**

in 2023, 27% of the population in Wychavon are projected to be aged 65 years or over, up from 24% in 2022.



**678 beds**

Residential care home beds needed in Wychavon by 2041

#### WHY THIS LOCATION?



Well located between Pinvin and Pershore



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 in the local area



Suitable size for a care home, landscaping and on-site parking



#### PARKING AND MOVEMENT

Care homes generate low trips and low traffic impacts, with few daily vehicle movements overall, helped by staggered staff 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.

- 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.