

CAVENDISH

Insight. Influence. Creativity.

Statement of Community Involvement (SCI)

Created for McCarthy Stone

September 2025

The ideas and information contained within this report and any other associated documents are of a confidential nature and must not be passed on to any third party without the prior written consent of Cavendish Consulting

Contents.

1.	Introduction.....	6
2.	Background.....	7
2.1.	Proposal site.....	7
2.2.	Design and Height.....	8
2.3.	Car parking and access.....	9
2.4.	Landscaping and trees	9
3	Pre-application Consultation.....	10
3.1	Statement of Community Involvement.....	10
3.2	Engagement with stakeholders.....	11
3.3	Neighbour letter.....	13
3.4	Public consultation newsletter.....	13
3.5	Virtual consultation website	14
3.6	Online survey	15
3.7	Media relations	16
3.8	Freephone enquiry line.....	16
4	Feedback analysis.....	17
4.1	Overview	17
4.2	Common themes.....	18
4.3	Results.....	19
4.4	Response to comments.....	22
5	Post-application Engagement.....	25
5.1	On-going stakeholder engagement.....	25
5.2	Updating materials.....	25
5.3	Notification to interested parties.....	25
5.4	Continued media contact.....	26

6	Appendices.	27
6.1	Stakeholder communication	28
6.2	Neighbour letter	29
6.3	Consultation invitation newsletter	31
6.4	Virtual consultation	33
6.5	Online Survey	36
6.6	Press Release	39

Executive Summary.

McCarthy Stone is committed to consulting with the local community regarding its proposals to develop the land adjacent to Bamford Mews, Bamford. The proposals are for specialist Retirement Living accommodation and older persons' bungalows together with associated car parking and high-quality soft and hard landscaping.

Residents and stakeholders were given the opportunity to provide feedback regarding the proposals at all stages of the public consultation. The consultation was conducted via several different channels, including online feedback forms on a project website, a bespoke online survey and postage paid feedback cards with a project newsletter. A freephone information line and a feedback email address were also made available throughout the pre-application consultation period for interested parties to request further information and provide their feedback to the project team.

The consultation has been designed to maximise the opportunities to participate through having a comprehensive digital element. Hard copies of the consultation materials were available by post on request. This ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

A virtual public consultation was held from Wednesday 10th September to Wednesday 24th September 2025 which over 1,000 addresses surrounding the site were written to and invited to view. Social media ads were also run, promoting the consultation to users within a 12km radius of the site. The virtual consultation was responded to by 59 users during this period. An online feedback form was available as part of the virtual consultation for visitors to the website to record their views.

Proposals for Bamford

Thank you for taking the time to visit our virtual exhibition about our proposals for the development of the land adjacent to Bamford Mews.

Our vision involves developing this site with specialist Retirement Living accommodation, including both apartments and bungalows. Our properties are exclusively for those aged over 60, with the apartment block also housing communal facilities and being accompanied by high quality landscaped gardens and on-site car parking.

We hope you find our virtual exhibition informative.



A virtual consultation website, providing information on McCarthy Stone and their proposal for Bamford was available between Wednesday 10th and Wednesday 24th September 2025 at

<https://mccarthystoneconsultation.co.uk/bamford>

McCarthy Stone thanks all respondents to the consultation, who provided useful, constructive feedback that has helped to finalise the details of this application.

Several respondents welcomed the provision of specialist retirement accommodation for local people alongside the potential for the development to enable the release of family-sized and starter homes back on to the local market as reasons for their support. Expressions of interest in occupying one of the new homes, alongside benefits to the local economy and health services were also among positive responses received.

Several respondents provided constructive feedback on the potential increase in traffic and the adequacy of parking at the development. Other residents stated that they were concerned about the availability of health services to serve residents of the proposed development. A number of respondents opposed development on land which they referred to as Green Belt. However, the site was removed from the Green Belt and was allocated for development in the Places for Everyone plan.

McCarthy Stone has carefully reviewed all the feedback received to date. The main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

McCarthy Stone is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

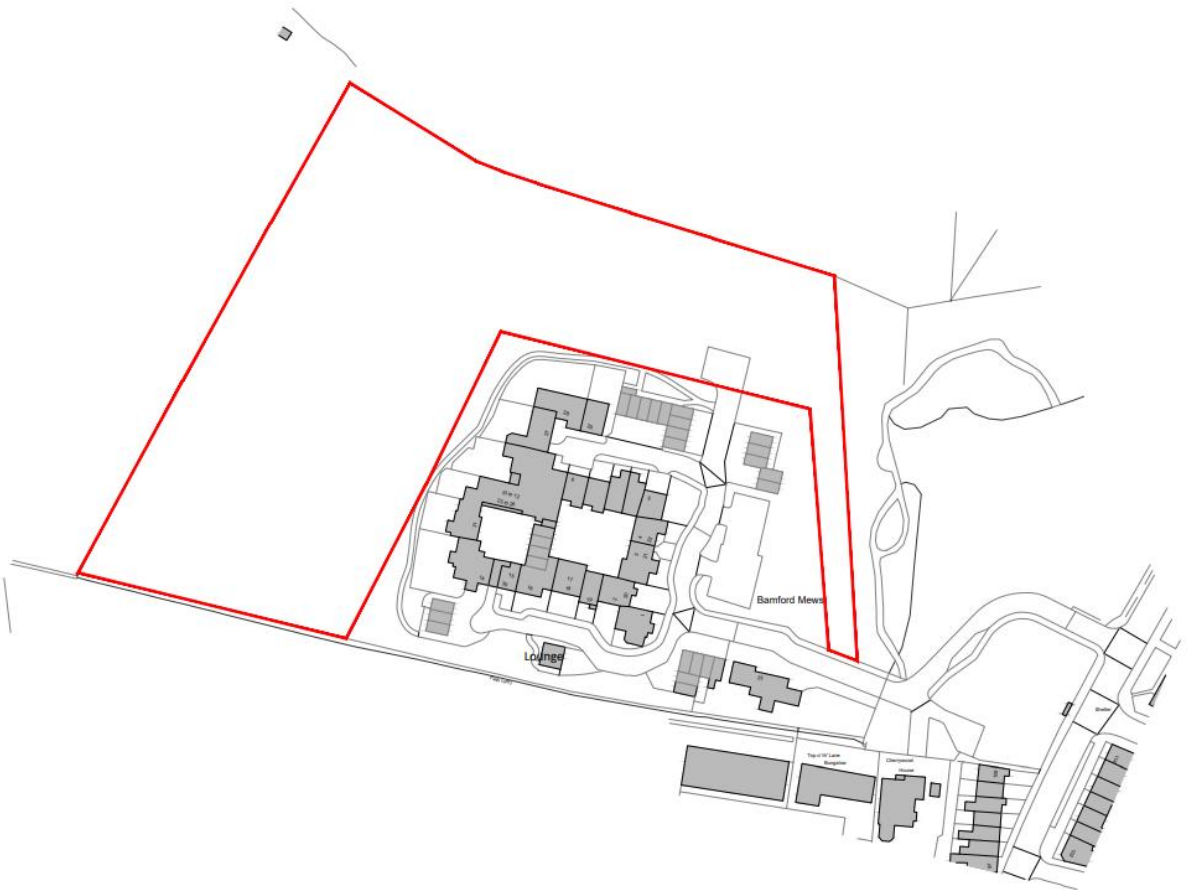
1. Introduction.

- 1.1.1 McCarthy Stone, the UK's leading developer and manager of retirement communities, has acquired an interest in land adjacent to Bamford Mews, off Norden Road, Bamford, and is bringing forward an exciting proposal for a new specialist retirement community.
- 1.1.2 McCarthy Stone is committed to consulting stakeholders and the local community about its planning applications and has a strong track record of engaging with members of the local community, community groups, local councillors and other relevant third-party stakeholders.
- 1.1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by McCarthy Stone in respect of its proposal for the site. It provides a chronological account of the consultation activity that has been undertaken during the pre-application stages of the planning application and the activity that McCarthy Stone proposes to undertake post submission.
- 1.1.4 In order to assist with the community consultation process, McCarthy Stone appointed Cavendish, a specialist communications consultancy, to form part of its wider project team for the proposed development.
- 1.1.5 All feedback received is accounted for and represented within this document.

2. Background.

2.1. Proposal site

2.1.1 The site is located off Norden Road, Bamford.



A location plan showing the proposal site off Norden Road, Bamford.

2.1.2 The proposed site is in a suitable, sustainable location, and would provide residents with both much-needed accommodation in later life and a comfortable, high standard of living. Future residents of the development will benefit from frequent bus links to local destinations and Rochdale Railway Station for trips to the wider region.

- 2.1.3 McCarthy Stone is proposing to deliver a high-quality scheme featuring 49 Retirement Living apartments and 18 bungalows. The apartments will comprise a mix of one- and two-bedroom units and the properties will be available for private sale. The apartment residents will have access to shared facilities for homeowners, including a residents' lounge and a mobility scooter storage store with charging points.



Proposed site plan as displayed on the virtual consultation website from Wednesday 10th September to Wednesday 24th September 2025 at <https://mccarthystoneconsultation.co.uk/bamford>

2.2 Design and Height

- 2.2.1 The proposal site is adjacent to Bamford Mews, off Norden Road, within a wider site allocated for the development of new homes by Rochdale Council. McCarthy Stone's proposals for this site would remain in-keeping with surrounding developments by utilising a complementary architectural style and being aesthetically pleasing.
- 2.2.2 The proposed Retirement Living apartment building is 3-storeys tall throughout. This design is sympathetic to the scale, massing and style of surrounding development.
- 2.2.3 The proposed layout of the site is an L-shaped apartment building in the southern portion of the site with the bungalows in the northern portion.
- 2.2.4 Between the built form and the west boundary of the site, space is reserved for high-quality communal gardens.



An artist's impression of the proposals as displayed on the virtual consultation website from between Wednesday 10th September to Wednesday 24th September at <https://mccarthystoneconsultation.co.uk/bamford>

2.3 Car parking and access

- 2.3.1 Vehicle access to the site would be via a continuation of Bamford Mews.
- 2.3.2 As part of the Retirement Living apartment development, McCarthy Stone will provide 33 spaces for the residents, staff and visitors. This will be to the east of the apartment block. Each bungalow will have provision for driveways large enough to accommodate two cars.
- 2.3.3 Retirement Living schemes are associated with low traffic generation, particularly at peak times, with low levels of car ownership when compared to open market developments. This is particularly the case given the highly sustainable location of the proposed development, with excellent access to local public transport routes and within easy walking distance to local amenities such as shops, cafes, and restaurants.

2.4 Landscaping and trees

- 2.4.1 Existing trees on the site will be retained as much as possible, along with new high-quality landscaping and tree planting being proposed. This is to ensure that the development provides a pleasant environment and increased opportunities for biodiversity on the site. The layout of the site is designed to maintain privacy between the proposal and the surrounding residential buildings. The grounds will be maintained by McCarthy Stone on an ongoing basis.

3 Pre-application Consultation.

3.1 Statement of Community Involvement

The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

National Planning Policy Framework (2024)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 McCarthy Stone has paid regard to the NPPF at Paragraph 40 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*
- 3.1.4 It goes on to highlight at Paragraph 41 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*
- 3.1.5 Paragraph 42 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*
- 3.1.6 Rochdale Borough Council has a Statement of Community Involvement (SCI), which sets out how developers should consult and engage with the community when preparing planning applications.

- 3.1.7 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.
- 3.1.8 Rochdale Borough Council adopted its current **Statement of Community Involvement** (SCI) in August 2021, which sets out how developers should consult and engage with the community when preparing planning applications.
- 3.1.9 Rochdale Borough Council's adopted SCI encourages planning applicants to engage with local communities, prior to making a formal application, specifically in section 5.10

5.10 For significant development proposals, the Council has adopted guidance to encourage applicants/developers to consult with the local community before submitting their application. This enables applicants to explain their proposals, receive feedback on which they might be able to act, create an atmosphere of genuine interest in the views of the local community and provide more certainty about any level of concern and the issues of concern.

- 3.1.10 Both Rochdale Borough Council's SCI and government guidance encourage pre-application discussions and community involvement. As a result, McCarthy Stone's consultation programme had a number of key objectives including:
- To encourage input from the local community, including residents, interest groups, councillors and businesses
 - To provide the community with a genuine opportunity to provide feedback on the plans
 - To allow people to become actively involved in the process
 - To identify and address any issues raised by the local community and stakeholders
- 3.1.11 Therefore, prior to submitting the formal planning application for the site, McCarthy Stone undertook a detailed programme of community consultation, as outlined in this Statement of Community Involvement.

3.2 Engagement with stakeholders

- 3.2.1 McCarthy Stone felt it was important to discuss its preliminary proposals for the site's development with local stakeholders as part of the wider community consultation, offering the opportunity to attend a meeting with members of the McCarthy Stone project team.

3.2.2 An initial notification of McCarthy Stone's plans and the intention to conduct a community consultation was sent to local stakeholders, on Thursday 4 September 2025. Including:

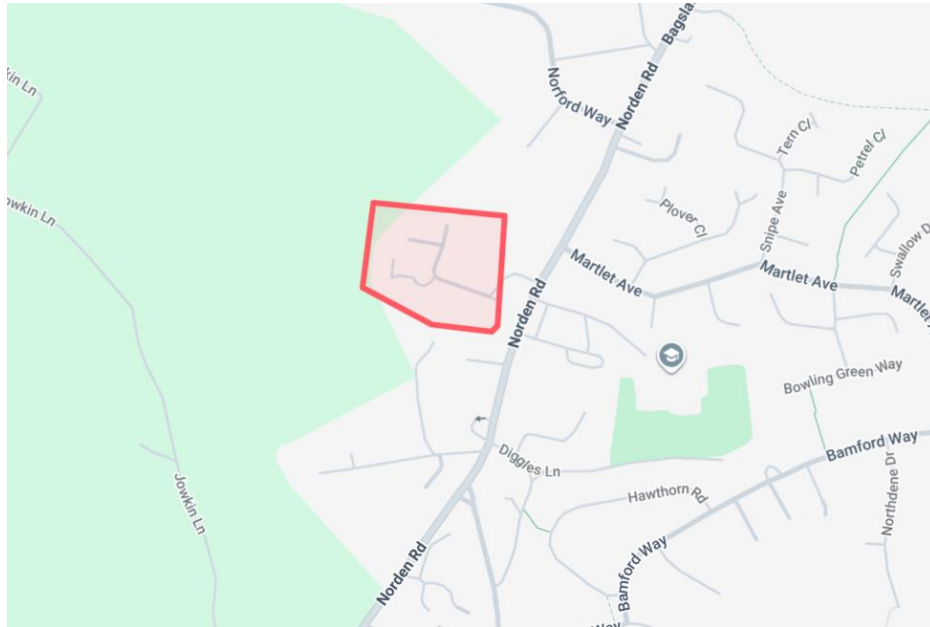
- Elsie Blundell MP – Heywood and Middleton North - Labour
- Councillor Stephen Anstee – Bamford - Conservative
- Councillor Philip Beal – Bamford - Conservative
- Councillor Angela Smith – Bamford – Conservative

3.2.3 Councillors Anstee, Beal and Smith accepted a meeting and this was arranged as a virtual meeting with the project team on Monday 22 September.

3.2.4 **A copy of the stakeholder communication has been included in Appendix 6.1**

3.3 Neighbour letter

- 3.3.1 Individual letters offering a 1-2-1 meeting were sent to the 34 addresses closest to the site as these were considered to be most impacted by the proposals. Three households requested meetings to discuss the project. The catchment area for the invitation letter is shown below:



- 3.3.2 A copy of the neighbour letter has been included in Appendix 6.2

3.4 Public consultation newsletter

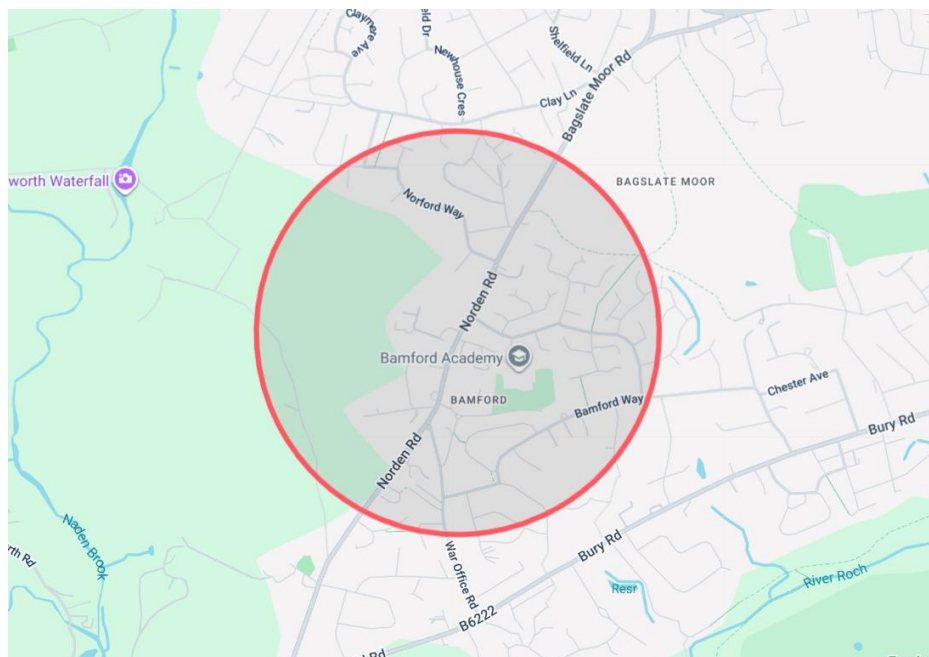
- 3.4.1 McCarthy Stone held a virtual consultation on proposals to redevelop land adjacent to Bamford Mews, off Norden Road, Bamford **from Wednesday 10th September to Wednesday 24th September**. The virtual consultation was online, on a dedicated project website and can be found at <https://mccarthystoneconsultation.co.uk/bamford>
- 3.4.2 The purpose of the virtual consultation was to present the proposals to the wider community and gain additional feedback prior to submitting a planning application.
- 3.4.3 An invitation newsletter was distributed to around 1,000 households and businesses in the local area providing information about McCarthy Stone, the proposals and how to engage with the consultation programme. The invitations were distributed by second class post, to begin landing on **Wednesday 10th September 2025**, in line with the start of the consultation period.

3.4.4 The two-page A4 invitation newsletter contained the following information:

- Background to the site
- Indicative site location plan
- Details of the project website and virtual consultation (including a QR code to directly link into the website)
- An overview of the proposals
- Details about Retirement Living
- Email and freephone contact details

3.4.5 A copy of the invitation newsletter can be found at Appendix 6.3.

3.4.6 The catchment area for delivery of the newsletter is shown below:



3.4.7 The invitation newsletter also displayed details of McCarthy Stone's freephone information line, email address and the project's dedicated website address to allow people to request further information.

3.4.8 The invitation provided an opportunity to request hard copies of the consultation materials by phone for any individuals unable to access the internet.

3.5 Virtual consultation website

3.5.1 A virtual consultation website was created to display information about the proposals. The website will be updated throughout the public consultation and planning process. The website is hosted at <https://mccarthystoneconsultation.co.uk/bamford>

- 3.5.2 The website address was printed on the newsletter and other relevant correspondence.
- 3.5.3 Between **Wednesday 10th September and Wednesday 24th September**, 59 members of the public responded to the virtual consultation.
- 3.5.4 The virtual consultation displayed details about the proposal ahead of submitting a planning application, which included information about:
- McCarthy Stone's vision
 - An overview of the site and the proposed development
 - The Retirement Living accommodation including elevations and site layout plan
 - The Approach to Design
 - Highways Matters
 - Outdoor Spaces
 - Consultation timeline
- 3.5.5 **Screenshots of the virtual consultation can be found in Appendix 6.4.**
- 3.5.6 The virtual consultation also provided:
- Online feedback form
 - An opportunity to request further information
- 3.5.7 Feedback forms could either be filled in on the virtual consultation or requested by post and returned using the supplied postage paid envelopes. These were then collated, and the feedback analysed.

3.6 Online survey

- 3.6.1 A bespoke online survey was hosted to maximise engagement and accessibility. The survey provided an outline of proposals and gave respondents the opportunity to share their views on McCarthy Stone's proposal in Bamford.
- 3.6.2 The survey was hosted between Wednesday 10th and Wednesday 24th September 2025. Paid advertising was used across Facebook and Instagram to promote the consultation to those within 12km of the proposed site. 53 people took part in the survey.
- 3.6.3 **Screenshots of the online survey can be found at Appendix 6.5.**

3.7 Media relations

3.7.1 To ensure the wider community was aware of the consultation, a detailed press release was issued to local media publications, including The Manchester Evening News. The press release contained the following information:

- Background to the site
- Details of the virtual consultation
- A brief overview of the proposals
- Benefits of the proposed development
- McCarthy Stone's contact information including the freephone information line, project email and the website address

3.7.2 A copy of the press release can be found in Appendix 6.6.

3.8 Freephone enquiry line

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

3.8.2 The telephone number used (0800 298 7040) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside these hours, a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries and concerns were addressed.

3.8.3 Information was given to callers where possible and if questions were of a technical nature, these were passed on to the project team.

4 Feedback analysis.

4.1 Overview

- 4.1.1 The following review includes all comments received up to and including **24 September 2025**, including through the online virtual consultation, freephone and postal responses. **59 respondents** provide answers to the survey or online feedback form.

Total no. of responses	Supportive, including outright support and support with comments	Objection, comments raising primarily concerns	Unsure/neutral stance or no comments
59	33	18	8
(100%)	(55.9%)	(30.5%)	(13.6%)

- 4.1.2 The consultation received **59 responses** via the consultation website, online survey, feedback forms and email inbox. Of the responses, 55.9% of respondents outline their general support for the proposals and 30.5% raised concerns about certain aspects or objected to the scheme.
- 4.1.3 As evidenced from the positive feedback received, many respondents recognised the need for new housing for older people in Bamford, given the ageing nature of the population. Respondents also believed that the proposals represented a good use of the site with others registering their interest in a property.
- 4.1.4 Most of the concerns raised expressed scepticism that the level of parking provision proposed would be sufficient and general opposition to land that respondents incorrectly described as Green Belt.
- 4.1.5 Other constructive comments noted concerns about an increase in pressure on local services, such as the availability of GP appointments.
- 4.1.6 The analysis will be divided into individual sections to address the specific comments provided in response to each question.

4.2 Common themes

4.2.1 Below is a top-line breakdown of all comments received from the consultation feedback form, telephone and email channels.

NB: The table below summarises the comments and concerns of all calls and emails, paper feedback forms and online feedback received up to and including Wednesday 24 September 2025. Not all respondents completed all the questions.

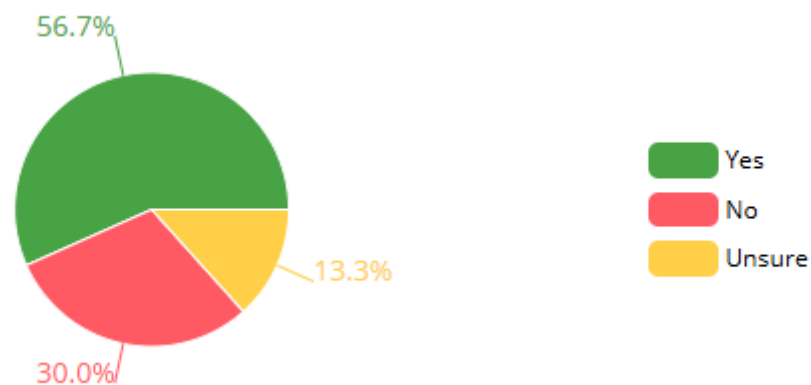
Common themes identified during responses

Theme	Total
General opposition	8
Concerns around traffic/parking provision	7
Concerns about the impact on wildlife habitats	4
Comments relating to pressure on local infrastructure or services	2

4.2.2 Below is a breakdown of the responses to the specific questions featured on the consultation feedback forms available online and at the in-person event.

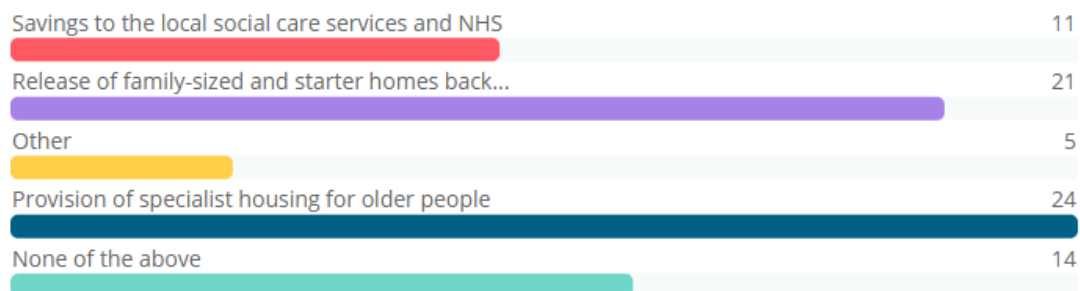
4.3 Results

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



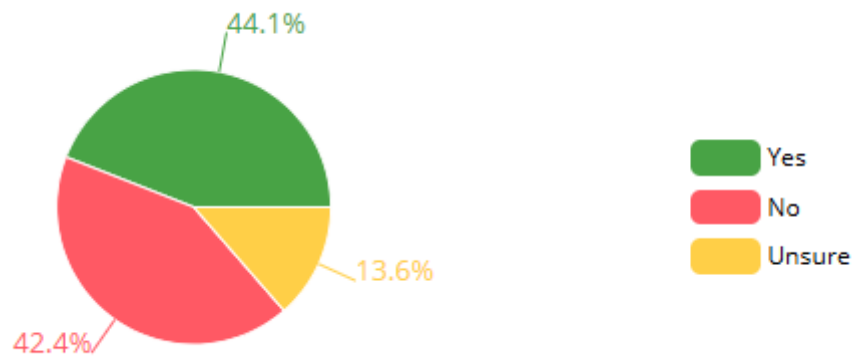
4.3.2 A majority of respondents were found to be welcoming of specialist retirement housing in Bamford, with 30% of those who answered suggesting that they weren't.

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



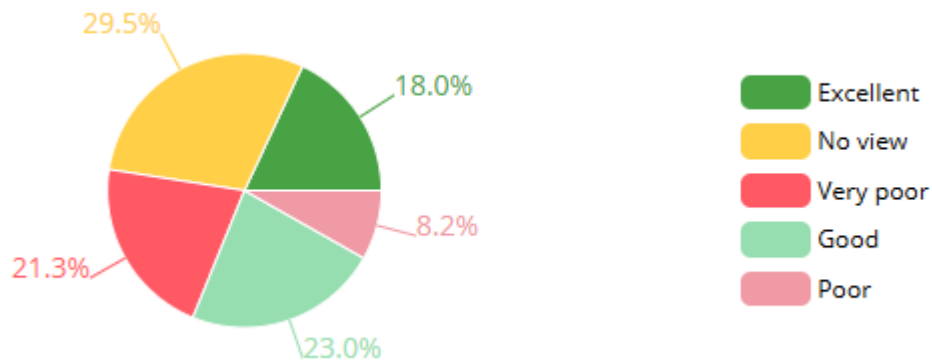
4.3.4 The most popular response to this question was that the provision of specialist housing for older people was the most important benefit of the proposal, with 24 people marking it as important for them. The release of family and starter homes back onto the market also showed significant popularity as a benefit of the plans. Respondents also indicated that savings to local care services is a significant benefit of a McCarthy Stone development in Bamford.

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



4.3.6 Respondents were evenly split on whether the proposal was a good use of the site. This sentiment is perhaps reflected in comments which oppose development on the Green Belt but recognise that this is a relatively passive proposal, with one respondent describing it as the “least bad” option.

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



4.3.8 41% of respondents rated the design of the scheme as either 'Excellent' or 'Good', this is in contrast to the 29.5% of respondents that chose the 'Poor' or 'Very poor' options.

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

- 4.3.10 An opportunity was provided to give general comments relating to the proposed scheme. Respondents used this opportunity to reiterate their perspectives on the proposed development, with some comments reflecting positively on the proposed type of development. Some residents expressed opposition to development in the area, generally.

Positive comment	Address
<i>The build of bungalows is a fantastic idea. We live in a lovely 4 bed family home in Norden, we've been looking for a suitable bungalow and await the detail.</i>	Great Flatt
Constructive comments and reservations	Address
<i>Although the plan would be the best of a bad option, it really would be a great loss of land for local wildlife and an open space.</i>	Bamford Mews

4.4 Response to comments

- 4.4.1 All comments received have been reviewed by the project team and, where possible, amendments were made to the proposal.
- 4.4.2 Feedback could be provided via a range of different channels: via the online feedback form/survey; the project email inbox and via the project freephone line.
- 4.4.3 The concerns raised via these channels are covered in the application documents which accompany this document.
- 4.4.4 During the consultation feedback review period, McCarthy Stone's project team responded directly to specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 4.4.5 The issues which arose during the pre-application consultation process and McCarthy Stone's response to each are detailed below:
- 4.4.6 **Positive feedback:** Positive feedback was typical for a McCarthy Stone development – several respondents expressed support for development of the site with Retirement Living accommodation. Support was primarily registered for:
- The need for specialist housing for older people in Bamford
 - Support for investment in developing the area
 - Interest in purchasing a home
 - Freeing up of homes in the area for other purchasers
 - Increased spend in the local high street
- 4.4.7 **McCarthy Stone's response:** McCarthy Stone would like to thank residents and respondents for their responses regarding its proposals for Bamford.
- 4.4.8 **Negative feedback:** Some residents made us aware of their concerns via the various feedback channels. A detail of these key concerns can be found below:

Negative Feedback	Explanation	McCarthy Stone's Response
Concerns about the level of parking provision:	Some respondents stated that they felt the volume of traffic on the road would be an issue for this development and future residents, and that the number of parking spaces was insufficient.	Residents of McCarthy Stone's specialist retirement developments have proportionately lower car ownership and usage than nonspecialist developments of a similar numbers of properties. Furthermore, due to residents being retirees, most journeys made by private car are outside of peak hours and so the impact on the local highway network is minimal. As part of our application, we have commissioned a Transport Statement, and this shows that the likelihood is that our proposals will have no material adverse impact upon the operation of the local highway network or upon road safety.
Comments relating to local infrastructure:	Some respondents expressed that they felt the proposals may put further strain on local infrastructure.	Most occupants of new McCarthy Stone properties move from within a 5-mile radius and are therefore often already registered with local health services. In addition, the specialist nature of the accommodation and the community created at the developments has been shown to reduce demand on health services. This arises from the reduction in social isolation that the environment of a McCarthy Stone development enables and the specialist nature of the accommodation which is more suited to the needs of residents previously under-occupying a family home without adaptations.
General opposition	Some respondents expressed general opposition to development, often referring to the proposal site as "Green Belt"	The proposal site is located within a wider strategic allocation, made to enable development in the area. As such, the site was removed from the Green Belt at the point of the adoption of the strategic plan, Places for Everyone.
Concern about the loss of wildlife habitats as a result of the development	Some respondents spoke of the inhabiting of the land by a range of wildlife species and were concerned about the impact on these	Given that the site is allocated for development some analysis will already have been conducted and found that the impact on habitats and wildlife would be acceptable. Further surveys and analysis have been undertaken as part of the planning application, the results of which are included in the suite of documents submitted to the Council. The development will be required to deliver an overall 10% biodiversity net gain, and so any

		loss of habitat here will be more than offset through this mechanism.
--	--	---

5 Post-application Engagement.

5.1 On-going stakeholder engagement

- 5.1.1 McCarthy Stone will ensure information continually flows through existing channels to interested parties.

5.2 Updating materials

- 5.2.1 The project website, <https://mccarthystoneconsultation.co.uk/bamford> will be updated with information about the application process:
- Upon submission, details of the proposals will be available online
 - During the process, additional information will be posted
 - Once a decision has been made

5.3 Notification to interested parties

- 5.3.1 A notification will be sent to the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:
- Elsie Blundell MP – Labour
 - Councillor Stephen Anstee - Conservative
 - Councillor Philip Beal - Conservative
 - Councillor Angela Smith - Conservative
- 5.3.2 Those who requested further information by telephone, letter or email will be responded to in the most appropriate manner.

5.4 Continued media contact

5.4.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to local media publications, including The Manchester Evening News. 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 proposed development
- Information regarding the consultation which has taken place
- McCarthy Stone's contact information including the freephone information line number and the website address

6 Appendices.

6.1 - Stakeholder communication

6.2 – Neighbour letter

6.3 – Consultation newsletter

6.4 – Consultation website

6.5 – Online survey

6.6 – Press release

6.1 Stakeholder communication



BY EMAIL

4 September 2025

Information line: 0800 298 7040

Dear Councillor,

Improving the housing choice for older people in Bamford

I am emailing to introduce myself as a Development Director for McCarthy Stone. As you may know, McCarthy Stone is the UK's leading developer and manager of retirement communities, operating over 534 developments across the UK for more than 21,500 people.

We have recently acquired an interest in land adjacent to Bamford Mews off Norden Road, Rochdale.

McCarthy Stone is now bringing forward proposals to deliver around 49 age-exclusive Retirement Living apartments and 18 bungalows. The apartment development will have an on-site manager on weekdays and include communal spaces comprising a shared lounge, landscaped gardens and associated car parking.

McCarthy Stone is committed to promoting, supporting and championing the role, wellbeing and happiness of older people in society. Our homeowners maintain their independence within a beautiful, secure, contemporary private home, while enjoying the peace of mind that help and care is on hand, if needed.

As you are likely aware, 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.

More needs to be done to meet the significant need for older persons housing, to ~~realise~~ the benefits for older people, the economy and society at large that specialist later living accommodation can bring about. From delivering savings of c.£3,500 per person, per year for the NHS for every homeowner living within a dedicated retirement development, to freeing up homes for families and first-time buyers and reducing pressure to build on greenfield sites – retirement accommodation can genuinely benefit everyone in society.

We will carry out wider public consultation on the above proposals shortly. The aim will be to inform local people such as residents, businesses, and interest groups, as well as obtain feedback on the proposals. Ahead of this, we are offering individual briefings with nearest neighbours to the site. Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process.

c/o Cavendish Consulting, WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW
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

Given your role, we would like to invite you to a virtual briefing to present our plans and to discuss your initial feedback and respond to any questions you may have at this stage. The meetings will be held virtually via Microsoft Teams. Should you consider such a meeting to be of interest, please contact Sean Fielding at Cavendish to arrange a mutually convenient timeslot.

We will write to you again at the right time, to provide you with details of our upcoming public consultation. In the meantime, please do not hesitate to contact my colleague Sean Fielding via - **0800 298 7040** – or via email at Feedback@mccarthystoneconsultation.co.uk.

We look forward to hearing from you.

Yours sincerely,

Sam Brownhill
Development Director
McCarthy Stone

6.2 Neighbour letter



[DATE]

Information line: 0800 298 7040

Dear Resident,

Proposals to deliver a new retirement community in Bamford.

At McCarthy Stone, we strive to create healthier and happier lives through our retirement communities, to enable older people to maintain their independence for longer.

We have recently acquired an interest in land adjacent to Bamford Mews (shown overleaf) off Norden Road, Rochdale. The proposals comprise of around 49 one- and two- bedroom Retirement Living apartments and 18 bungalows. The apartment building will have a onsite house manager on weekdays and includes communal facilities comprising a residents' lounge, landscaped gardens and associated parking.

We are committed to engaging with the local community regarding this proposal and will shortly commence a pre-application consultation. The consultancy Cavendish Consulting (Cavendish) is working with us to assist with the public consultation process, which will take place in September.

Given that you are a near neighbour to the site, we would like to invite you to an individual briefing meeting to discuss your feedback and to respond to any questions you may have at this stage. Our project team would be available to meet with you virtually via Microsoft Teams at a pre-arranged timeslot of your choice.

Should you consider such a meeting to be of interest, please contact Sean Fielding on the project's freephone information line number – **0800 298 7040** or via email at feedback@mccarthystoneconsultation.co.uk to arrange an appointment.

We look forward to hearing from you.

Yours sincerely,

Sam Brownhill
Development Director
McCarthy Stone

CAVENDISH

6.3 Consultation invitation newsletter



Invitation

to our virtual exhibition

Improving the housing choice for older people in Bamford

McCarthy Stone is bringing forward plans to develop a new Retirement Living community, in land adjacent to Bamford Mews, off Norden Road.

McCarthy Stone is looking to bring forward proposals on this site for around 49 one- and two- bedroom Retirement Living apartments and 18 bungalows. The apartment block will have an on-site house manager on weekdays and include communal facilities, landscaped gardens and associated parking. The bungalows will have dedicated parking of two spaces each as well as private garden space.

There is a clear and growing need for specialist older persons' housing in Bamford, which our proposals aim to help address. This would allow local older residents the opportunity to move into more suitable, accessible homes while remaining close to their friends, families, and support networks. Rochdale's Local Plan recognises this need.

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

Find out more via our public consultation

When?

Our virtual exhibition will be live between **Wednesday 10th September - Wednesday 24th September**. Access the consultation by visiting the below website or scanning the QR code down below. www.mccarthystoneconsultation.co.uk/bamford

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**

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



McCarthy Stone
Retirement living your way



Our proposals

- ▶ Delivering much-needed Retirement Living accommodation, with around 49 one-and two-bedroom specialist apartments and 18 bungalows, all designed to meet the needs of the local ageing population.
- ▶ The apartment block also contains a residents' lounge, forming a hub of activity as well as communal gardens and an external mobility scooter store.
- ▶ Sustainable location, close to shops and amenities in Bamford.
- ▶ An attractive development with a design approach taking inspiration from the local area.
- ▶ New landscaping and planting, including a communal garden for both residents and guests to enjoy.
- ▶ Sufficient on-site car parking, with around 33 car parking spaces for residents, staff and visitors to the apartment block and two spaces for each bungalow.

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 an allocated site helping to reduce pressure on unallocated greenfield sites
-  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

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 homes 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 apartments within our 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*

6.4 Virtual consultation

McCarthy Stone
Retirement living *your way*

[Home](#) [Proposals](#) [Benefits](#) [Have your say](#)

Proposals for Bamford

Thank you for taking the time to visit our virtual exhibition about our proposals for the development of the land adjacent to Bamford Mews.

Our vision involves developing this site with specialist Retirement Living accommodation, including both apartments and bungalows. Our properties are exclusively for those aged over 60, with the apartment block also housing communal facilities and being accompanied by high quality landscaped gardens and on-site car parking.

We hope you find our virtual exhibition informative.



Our Proposal for Bamford

The emerging proposals for the site's redevelopment look to provide new Retirement Living apartments and bungalows, as well as communal facilities serving the apartment block, extensive landscaping, and associated car parking.

Low levels of traffic generation and car ownership.

Delivering much-needed Retirement Living accommodation for local older people.

Plans for around 49 one- and two-bedroom specialist apartments and 18 bungalows, all designed to meet the diverse needs of the local ageing population.

[More information about our proposals](#)

Our Retirement Living Developments

Scooter storage

A mobility scooter and cycle storage facility with secure, easy access in and out of the building

Communal lounge

A social space that forms the heart of our developments, with a vibrant, buzzing calendar of social events

Landscaped gardens

Beautifully landscaped outside spaces for residents to enjoy

Our commitment to Community Engagement

Our virtual consultation will run from **Wednesday 10th September - Wednesday 24th September**

This website will remain accessible throughout the entire planning process.

McCarthy Stone is carefully reviewing all the feedback received. This will play a vital role in shaping the planning application we submit to Rochdale Council.



FAQs

+ WHAT IS INCLUDED IN THE SERVICE CHARGE?

+ CAN I BUY A RETIREMENT PROPERTY FOR MY PARENTS?

+ ARE PETS ALLOWED?

+ CAN I RECEIVE MOVING-IN HELP?

+ WHAT WILL THE IMPACT ON TRAFFIC BE FROM THE PROPOSED DEVELOPMENT?

+ HOW CAN I USE THE COMMUNAL SPACES?

+ WILL THERE BE ENOUGH PARKING FOR THE DEVELOPMENT?

+ IF THE DEVELOPMENT IS DELIVERED, HOW WILL CONSTRUCTION BE MANAGED?

+ HOW LONG WILL THE DEVELOPMENT TAKE TO BUILD?

The benefits

Local need and Benefits

There is a considerable shortfall of this type of accommodation both nationally and locally, and it is important that communities address the current and future needs of their residents.

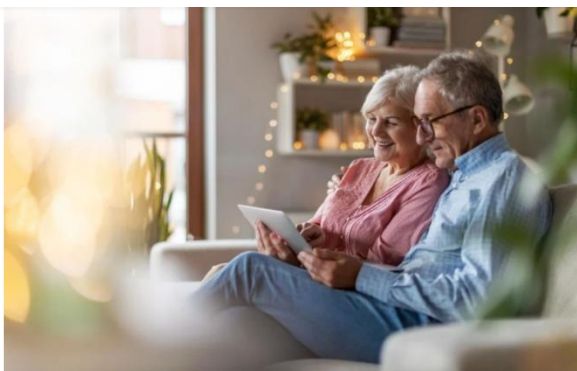
Rochdale's Local Plan recognises this need, highlighting that the borough has an ageing population—with 16.5% of residents aged 65 or over and a particular concentration in Bamford.

This is further demonstrated by the Office of National Statistics, which shows that the age groups over 50 years old are making up a higher proportion of the local population in comparison to 2011.

To meet this need, the Local Plan includes policies that actively support the development of retirement housing and extra-care schemes, ensuring that the needs of Rochdale's older population are met now and into the future.

As such, there is a void to fill and ensure adequate choice in the market that meets this need.

[Find out more](#)



Have your say

Great places to live, for the life you want to live

[Have your say](#)

CAVENDISH

How a McCarthy Stone development can benefit the whole community.

Providing specialist retirement accommodation is vital to cohesive local communities, it is tailored to meet the requirements of local older people and is proven to reduce social care costs, increase spending on local high streets, and release family-sized housing onto the local property market. Independent research by WPI Economics for the Homes for Later Living group shows the proposals for a retirement community in Bamford, could:



Create savings to the local health service and the NHS of almost £3,500 per person per year, through a reduced risk of health challenges, including slips & trips. Therefore, this community could help to relieve pressure on the local health service.



Release family sized and starter homes back onto the market, as many residents moving to a McCarthy Stone development move within a 5-mile radius of the development.



Generate spending which would be in local shops and businesses. Therefore, this new community would provide a vital boost to businesses in Bamford, helping to support local retail jobs and keep shops open.

**September
2025**

Public Consultation



**October
2025**

Submission of planning application



**Winter
2025/26**

Rochdale Council undertakes statutory consultation on the proposals



**Spring
2026**

Rochdale Council to determine the application (subject to change)



**Autumn
2026**

Expected to start construction (subject to planning)



Please take a moment to complete our online feedback form below. 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

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank. For GDPR purposes, and for your feedback to be included within the consultation process, we need confirmation that you are over the age of 13.

[Skip](#)

Step 1/9

McCarthy Stone's proposals for Bamford

McCarthy Stone is bringing forward proposals to develop land to the rear of Bamford Mews, to provide a new, specialist retirement community, comprising:

A high-quality Retirement Living apartment block featuring 49 one and two-bedroom retirement apartments, and 18 self-contained bungalows each with dedicated parking and private garden space.



[Next](#)

6.5 Online Survey

[Skip](#)

Step 1/9

McCarthy Stone's proposals for Bamford

McCarthy Stone is bringing forward proposals to develop land to the rear of Bamford Mews, to provide a new, specialist retirement community, comprising:

A high-quality Retirement Living apartment block featuring 49 one and two-bedroom retirement apartments, and 18 self-contained bungalows each with dedicated parking and private garden space.



[Next](#)

Back

Skip

Step 2/9

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

Yes



No



Unsure



Back

Skip

Step 3/9

Choose up to 7

Which benefits of the proposals are most important to you?

(Select all that apply)

Savings to the local social care services and NHS



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



Relieving pressure on greenfield sites



Increased spending on the high street



Provision of specialist housing for older people



Other



None of the above



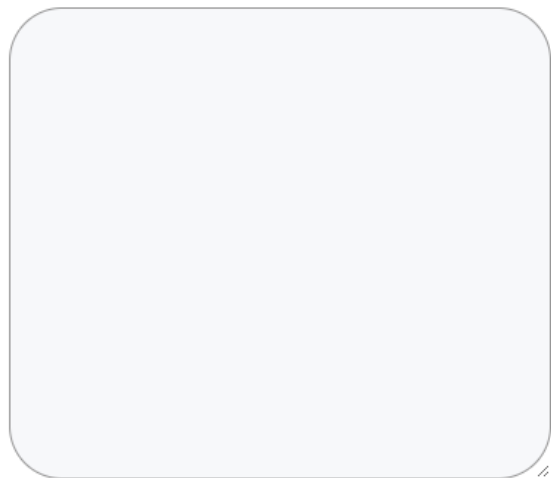
Back

Skip

Step 4/9

0/1000 characters

Other please specify



Next

6.6 Press Release



For immediate release

10 September 2025

McCarthy Stone launches consultation on plans for land adjacent to Bamford Mews

McCarthy Stone, the UK's leading developer and manager of retirement communities is bringing forward proposals to develop land adjacent to Bamford Mews, which forms part of a wider allocation for development in the Places for Everyone plan.

The local community is encouraged to find out more about the plans and provide their feedback during a virtual consultation which is available online from **Wednesday 10th September until Wednesday 24th September 2025** at www.mccarthystoneconsultation.co.uk/bamford.

McCarthy Stone's proposals would see this site developed to provide 49 one- and two-bedroom Retirement Living apartments as well as a communal lounge, high-quality communal garden space and associated car parking. 18 bungalows would also be developed, each with their own private gardens and dedicated parking.

On the proposals, Sam Brownhill, Development Director for McCarthy Stone said:

"We are pleased to reveal our emerging plans to deliver a new specialist retirement development in Bamford. Our proposals for Bamford would help to address a demand for retirement accommodation in the area. The development would provide housing choice for older people, whilst freeing up family homes in the area for local people 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 people's views on our proposals before submitting a planning application to Rochdale Council. I'd encourage people to go online and view the plans, where they'll be able to complete our feedback form."

A high percentage of over-65s own their own home. Enabling them to move makes a significant contribution to unlocking the housing market, freeing up under-occupied accommodation and much needed local family housing for local people.

Independent research by WPI Economics shows that every McCarthy Stone apartment sold generates two moves further down the housing chain, and in certain circumstances this may be more. This means that by developing specialist accommodation for older people, people at all stages of the housing ladder can be supported to find a home that suits their needs.

Sam Brownhill added: *"Our plans for Bamford will help address a need for retirement accommodation, whilst at the same time releasing existing family homes onto the market and bringing forward a site consistent with adopted local policy."*

Feedback on the proposals will be accepted until **Wednesday 24th September 2025** and will be considered by McCarthy Stone, where possible, helping to inform the final plans that will be submitted to Rochdale Council.

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

