



GUILD LIVING: EPSOM STATEMENT OF COMMUNITY INVOLVEMENT.

December 2019



ENGAGEMENT
ACTIVITIES.

5

Public consultation events
across the Borough.

400

Local residents attended
the exhibitions.

72

Written feedback
Forms received.

20,000

Invitation leaflets sent
in Epsom & Ewell.



SUMMARY.

Guild Living, henceforth referred to as 'the Applicant', is bringing forward plans for a unique later living community on land adjacent to Epsom Hospital.

Through summer and autumn 2019, the Applicant has engaged with a wide range of stakeholders and local residents, including Chris Grayling MP, councillors, planning officers and community groups.

More than 20,000 leaflets were sent to households across the borough inviting residents to its consultation events. Over 400 people attended the events with 72 providing written feedback at the events and on the project website.

- People who supported the concept of a later living community were positive about the facilities provided, and supported plans for an improved public realm. People particularly favoured introducing a wellness centre, health hub and café/restaurant.
- Some attendees were concerned about the proposed height of the development, with a proportion of these concerned about the overall design.
- A minority of respondents raised concerns about potential parking and traffic issues.

WE ARE GUILD LIVING.

Our mission is to enable older people to live extraordinary lives.

We're passionate about later living – but not as you currently know it. The time has come to look at ageing in a whole new way. Led by academic research, we're developing a deep understanding of the loves, fears, wants and needs of older people to deliver innovative alternatives to the underwhelming options currently available.

Working in partnership with Legal & General, one of the UK's most trusted institutions, we're creating third age "communities for life" in the heart of towns and city centres right across the country. Guild Living will offer a range of living options – including sale or rental – in beautifully crafted environments that are designed to transform the physical, emotional, cognitive and financial wellbeing of every individual.

At Guild Living, we believe that individually we are great, and together we are extraordinary.



WHY

LATER LIVING.

148,071

Over 75s within 10 miles of Epsom Hospital.

23%

Predicted increase in Surrey's 65+ population
over the next 12 years.

2030

The year the UK's 85+ population
will reach **3,400,000**.

5,755

Over 75s in Epsom Borough with more than one
long-term medical condition.

THE PLANS.

THE PLANS.

The Applicant's plans for a later living community in Epsom have been carefully designed to address intergenerational needs – supporting the needs of older people in the area while improving the public realm and providing facilities for the wider Epsom community.

Private living

Beautifully designed homes with flexible, open plan interiors

Communal spaces

A nursery, cafes and restaurants encourage social interaction with friends and family

Community benefits

Cafes, restaurants and retail amenities open to the wider Epsom community

Wellness facilities

A gym, hydrotherapy pool and treatment rooms – all open to the wider community

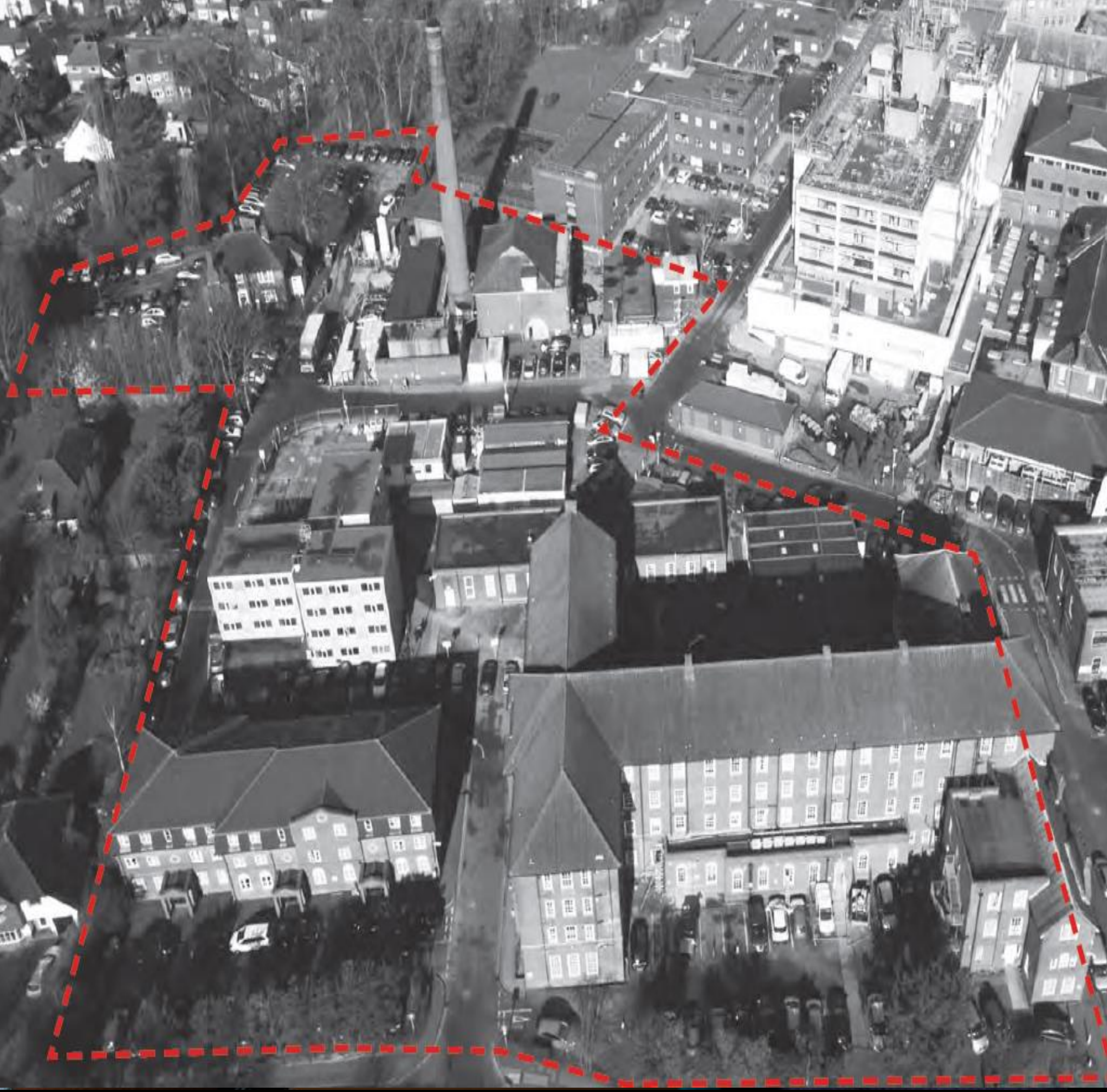
Health hub

A space for therapy and treatment

Flexible communal spaces

Cinema, library, arts & crafts and multi-faith room, provide variety and choice





BACKGROUND.

In March 2018, Epsom and St Helier University Hospitals NHS Trust announced that it would be selling surplus land to Legal & General. Guild Living, in partnership with Legal & General, is now bringing forward plans to deliver an innovative later living community on the site, providing:

- Over £15 million investment released
- Relieved pressure on NHS services
- Transitional care suites
- New accommodation for key hospital workers
- Improved public realm and landscaping
- Improved amenities for workers and visitors
- Employment opportunities for local people

CONSULTATION POLICY.

The Applicant has carried out a comprehensive consultation that delivers the best practice as established in the requirements of local and national planning frameworks and BREEAM.

National Planning Policy

Developments should:

“be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. Plans should be kept up-to-date, and be based on joint working and co-operation to address larger than local issues.”

Epsom & Ewell Planning Policy

Developers should:

“consult with the local community before submitting planning applications which are likely to generate public interest. Such consultation should be accessible and clear to the whole community. The council welcomes and encourages discussions with applicants before planning applications are submitted. “





CONSULTATION.

From July to October 2019, the Applicant consulted with a range of local residents and stakeholders:

- Meetings with stakeholders including Chris Grayling MP, Council leadership, ward councillors and Woodcote Epsom Residents Society, Woodcote Millennium Green Trust, and the Epsom Civic Society
- Invitation leaflets posted to more than 20,000 homes and businesses
- Personalised letters sent to over 300 site neighbours
- Public consultation events held across the Borough in Epsom, Ewell and Stoneleigh, attracting 400 people and producing 72 feedback forms on paper and online
- Broad press coverage of the events
- Dedicated project website – <https://www.guildlivingepsom.co.uk/>
- Dedicated project email address and hotline

LEAFLET DISTRIBUTION.

Leaflets were posted to 20,650 addresses inviting them to the public consultation events.



A map of the leaflet distribution area

 GUILD LIVING

YOU'RE INVITED

It's time for a new way to age. It's time to live well.

We are bringing forward proposals for a new community close to Epsom Hospital. Plans on display across the borough.

10
Oct

Epsom Market,
Epsom Clock Tower,
KT19 8EB

🕒 10am - 3pm

15
Oct

Bourne Hall,
Spring Street,
Ewell,
KT17 1UF

🕒 4pm - 6pm

WE HOPE YOU'LL ENJOY IT
WWW.GUILDLIVING.CO.UK

INTRODUCING GUILD LIVING.

Guild Living, working in partnership with Legal & General, is an operator and service provider specialising in later living and redefining the experience of ageing in Epsom.



A CHILDREN'S NURSERY
A CHILDREN'S NURSERY, A COMMUNAL CAFE, RESTAURANTS AND AMENITIES WILL ENCOURAGE SOCIAL INTERACTION



INDEPENDENT LIVING APARTMENTS
QUALITY, PURPOSE-BUILT APARTMENTS DESIGNED TO MAINTAIN INDEPENDENCE



TRANSITIONAL CARE SUITES FOR PATIENT CARE
ONE-BED SUITES OFFERING CARE FOR PATIENTS OUTSIDE OF HOSPITAL



WELLNESS CENTRE WITH GYM AND POOL
A SPECIALIST WELLNESS CENTRE, OPEN TO THE LOCAL COMMUNITY, PROVIDING GYM, POOL AND TREATMENT ROOMS



HEALTH HUB FOR THERAPIES AND TREATMENT
SPACE FOR THERAPY, TREATMENT, AND LOUNGE AREAS OPEN TO THE LOCAL COMMUNITY



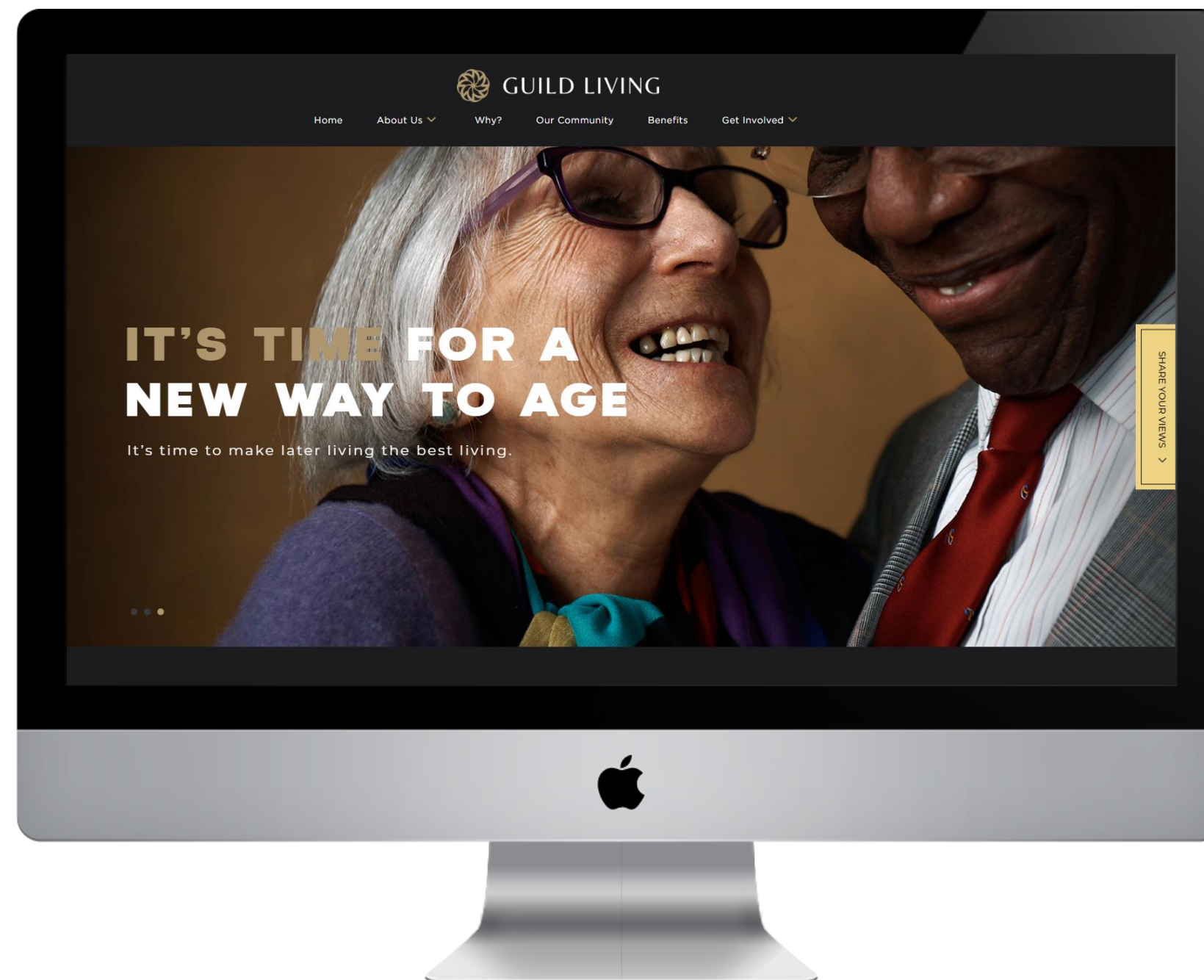
QUALITY LANDSCAPING
LANDSCAPED PUBLIC AREAS WILL ENCOURAGE CONNECTIVITY AND BRING THE OUTDOORS TO THE DOORSTEPS OF RESIDENTS

Side 1

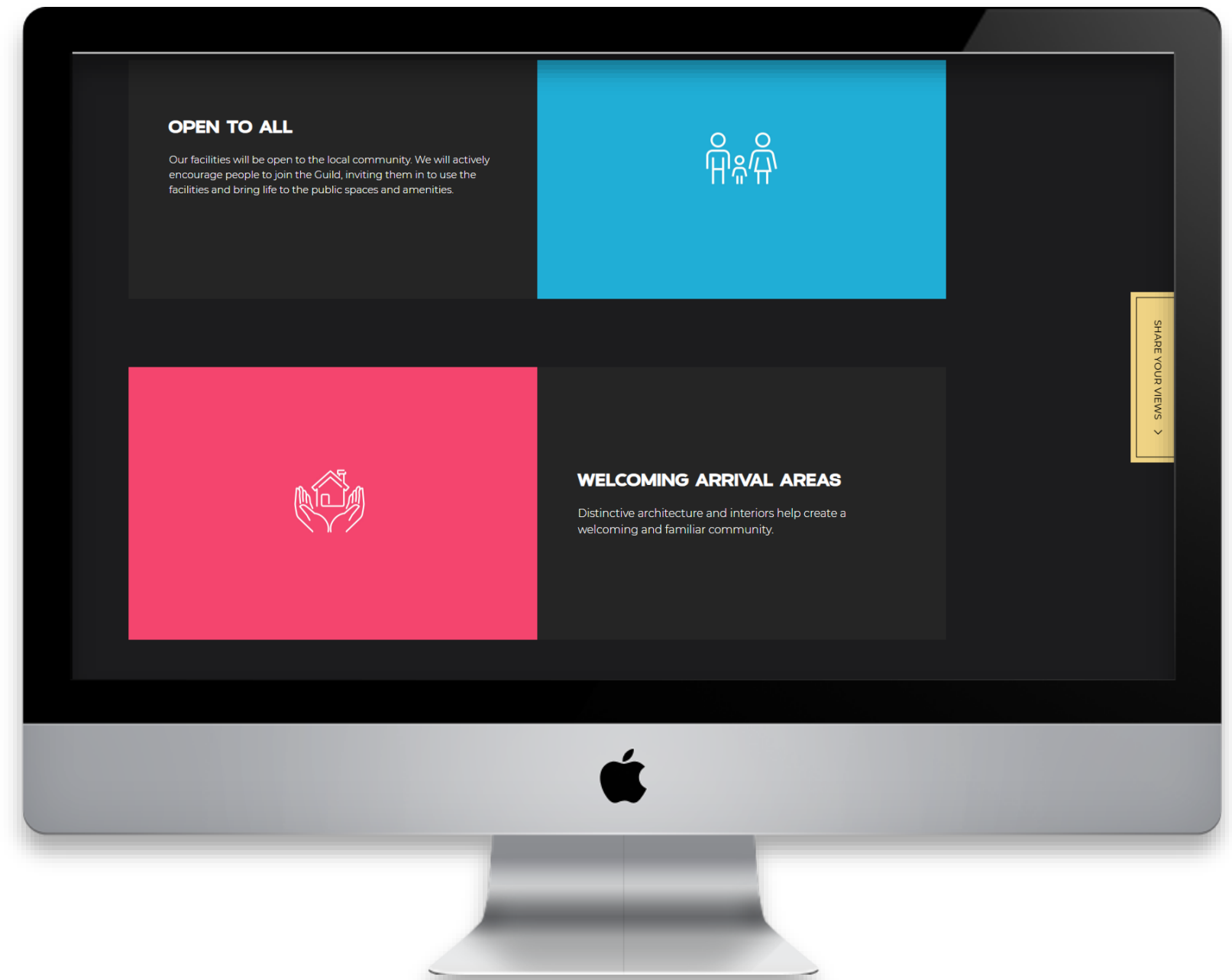
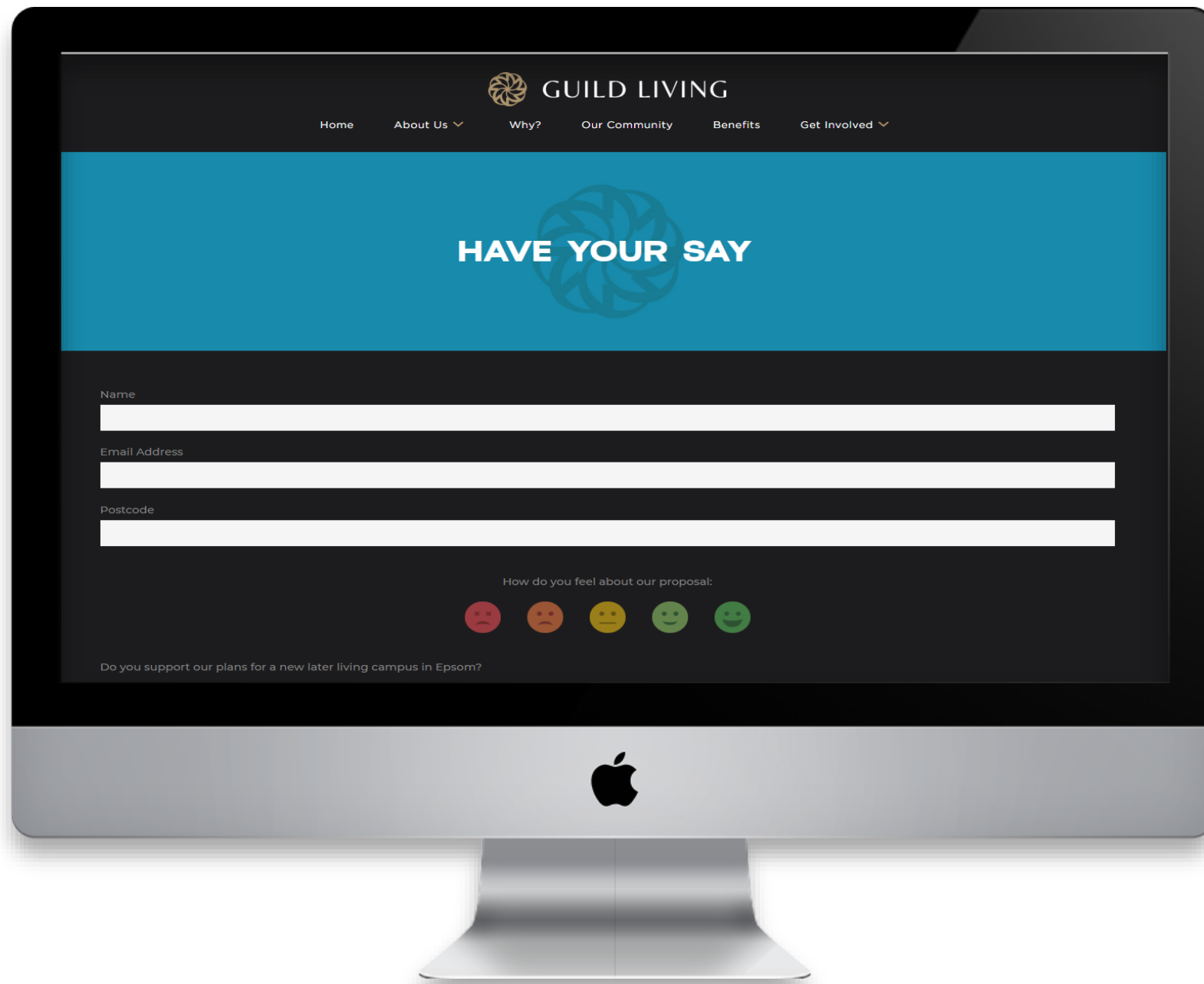
Side 2

PROJECT WEBSITE.

A dedicated project website - www.guildlivingepsom.co.uk - was set up to provide residents with information.



PROJECT WEBSITE.



S

News > Surrey News > Epsom Hospital

Images released of new plans for Epsom Hospital land as public consultations continue

This comes as the public are being encouraged to have their say on Guild Living's plans in a series of consultations

SHARE

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2 COMMENTS

By [Alec Evans](#) Community Reporter

13:58, 15 OCT 2019

NEWS

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Ad




A trip to Barbados for 2. On us.

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Guild Living Plans For Epsom Hospital Site



admin

11/10/2019

News

 GUILD LIVING

YOU'RE INVITED.

It's time for a new way to age. It's time to make later living the best living.

Guild Living has announced plans for a vibrant new later living community close to Epsom Hospital, combining a focus on independent, active lives with a beautiful living environment. Before submitting a planning application, Guild Living is holding events across the borough and inviting residents to offer feedback on its proposals. The consultation process is a great opportunity for the local community to get involved.

The consultation will be held over four days:

- Epsom Market, Epsom Clock Tower, KT19 9EB, Thursday, 10 October 2019, 10am – 3pm
- Epsom Hospital Car Park, Off Woodcote Road, KT18 7EG, Saturday, 12 October 2019, 10am – 3pm

EVENTS

- Go Sport Pop-Up Sports Festival
 - 26/10/2019 – 03/11/2019
 - Epsom
- Halloween walk on the dark side
 - 01/11/2019
 - Ewell
- Poppy Appeal
 - 02/11/2019
 - Epsom
- Concert – A Night of Baroque Music
 - 02/11/2019
 - Epsom
- Epsom Ghost Trail
 - 02/11/2019
 - Epsom

Submit Your Event Here

RECENT POST

- Appeal for witnesses after racially aggravated public order offence in Epsom
- Epsom Common Association Autumn Newsletter 2019
- Shaping the right plan for Epsom & Ewell proposal from Chris Grayling MP
- Changes to parking charges in Epsom & Ewell
- Investment in Epsom healthcare facilities

PRESS
COVERAGE.

Local press such as *Get Surrey* and *What's On in My Town* published several stories publicising the Applicant's public exhibitions.

PUBLIC EXHIBITIONS.

Almost 400 people attended the Applicant's events and exhibitions across the Borough, with 72 feedback forms received on paper and online:

- Epsom Fun Day – Sunday, 15 September
- Epsom Market – Thursday, 10th October
- Epsom Hospital – Saturday, 12th October
- Bourne Hall, Ewell – Tuesday, 15th October
- Stoneleigh Community Library – Tuesday, 22nd October

The exhibition boards are available in Annex I.



FEEDBACK.

OVERALL REPORT.

At the consultation events and via the project website, the Applicant received 72 feedback forms on the proposals. We asked:

Do you support the proposals for a new later living campus in Epsom?



Positive

17 people felt positive about the proposals.



Neutral

12 people felt neutral about the proposals.



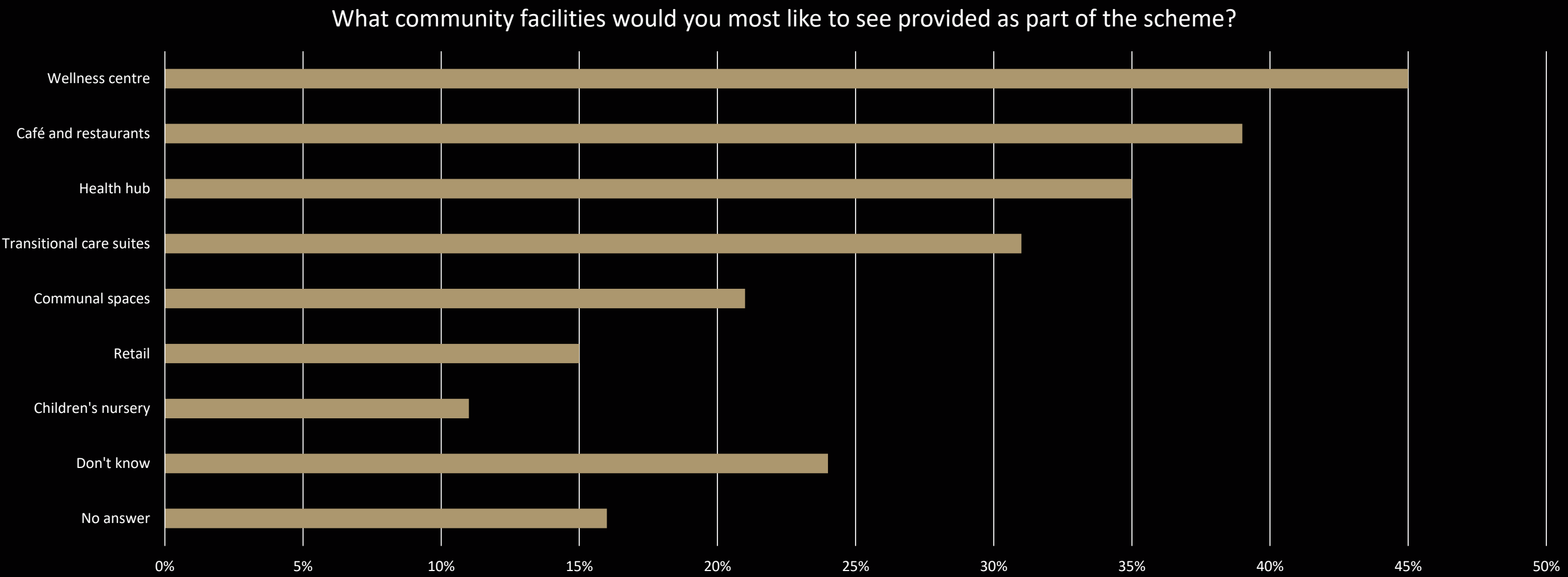
Negative

43 people felt negative about the proposals.

OVERALL REPORT.

Residents were also given a choice of seven community facilities and asked to pick their top three.

Residents most wanted to see a wellness centre, health hub and café/restaurants.



COMMUNITY ACCESS.

We also asked:

Do you agree that the communal facilities
should be open for the wider Epsom
community?



Yes

39 residents said yes.



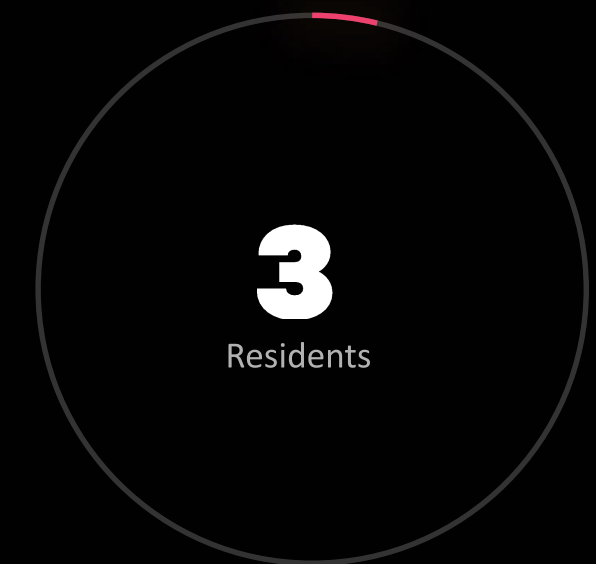
No

8 residents said no.



Don't know

22 residents didn't know.

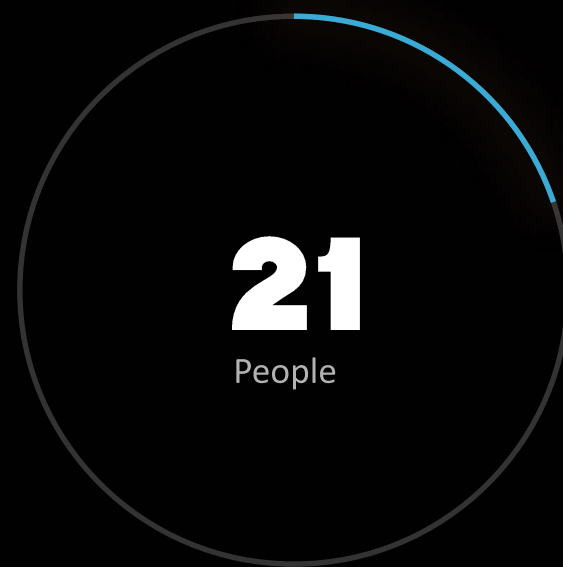


No answer

3 residents didn't provide
an answer.

FURTHER COMMENTS.

Out of the 72 feedback forms received, 58 residents provided more detailed comments on the proposals.



Concept

21 people supported the concept of a later living community and the need for redevelopment.



Height and design

43 people were concerned over the height of the plans as well as the overall design of the development.



Parking and traffic

15 people were concerned about potential parking and traffic issues.



FEEDBACK MAP.

The home locations of people who provided feedback.

ENGAGEMENT FOLLOWING CONSULTATION.

Following public exhibitions the Applicant has continued to engage with the Council and local stakeholder groups, including:

8th November

Epsom and Ewell Borough Council Planning Committee.

11th November

Epsom and Ewell Borough Council Planning Officers.

12th November

Woodcote Millennium Green Trust.

9th December

Epsom Civic Society.
