HEATHBOURNE GREEN

Bushey, Hertsmere

Statement of Community Involvement

Doc Ref: HBG40

May 2024

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Statement of Community Involvement

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May 2024

Table of content

Executive Summary. 3

1. Introduction. 7

1.1 Introduction 8
1.2 The Site 8
1.3 Engagement Overview 8
1.4 The Proposals 10
1.5 Project Team 11
1.6 Key Consultation Statistics 13
1.7 Summary of Key Themes 14

2. Background and Approach. 15

Introduction. 15

2.1 Planning Description 16
2.2 Policy Framework 16

3. The Engagement Process. 18

3.1 Aims of Engagement 19
3.2 Engagement Summary 19
3.3 Focussed engagement 20
3.4 Community Listening 32
3.5 Public Consultation 33

4. Focussed Engagement – Feedback. 44

5. Community Listening – Feedback. 54

5.1 Summary of Hertsmere Community Listening 55
5.2 Overall Feedback Received 56

6. Public Consultation – Feedback. 85

7. Response to Feedback. 97

8. Post Submission Engagement. 103

9. Conclusion. 105

Executive Summary.

Trulocom, an experienced, innovative and award-winning social care operator and developer, with roots in Hertsmere, is seeking to create a new, inclusive and intergenerational community for an ageing population in Bushey, known as Heathbourne Green.

The ambition behind the development is to create an exemplar and award-winning, age-friendly community that meets the needs of an increasingly ageing population by focusing on health and wellbeing. Heathbourne Green will reclaim a former landfill site, where the land is of poor agricultural quality (unsuitable for food production), by providing much needed specialist housing across a mix of housing types and tenures, together with areas of landscaping and community open space, health services, and a range of amenities currently missing from Bushey.

Trulocom has committed to ensuring that those that live and work in Hertsmere have not only had the opportunity to help shape the vision but have also been able to work alongside the Project Team to collaborate in the creation of the vision and design brief for Heathbourne Green. Trulocom, as the long-term landowner has fostered relationships over the past six years, since 2017, with officers, councillors, and the local community to establish a vision for the Site. Prior to commencing the engagement process, Trulocom undertook research into previous, local public consultations such as the Bushey Country Club and Aldenham Parish Council to identify innovative and inclusive methods to engage with the community and understand previous consultation outputs, independent from Trulocom's engagement process.

An exemplary and comprehensive pre-application consultation process partnering with local and national organisations, surpassing expectations set out in local and national policy, was undertaken in advance of submitting a planning application to Hertsmere Borough Council. This engagement was further complemented by a range of direct and targeted engagement conducted by the Design Age Institute of The Helen Hamlyn Centre of Design as part of the Royal College of Art in addition to the Oxford Institute for Population Ageing, which allowed Trulocom and its team to work towards co-producing elements of the proposals.

Furthermore, throughout the engagement process, Trulocom together with its project team developed a Best Practice Report, which responded to all aspects of feedback provided by officers, politicians, local groups, expert researchers, design review panels, design charettes and members of the local community. This document proved invaluable in evolving the proposals in direct response to feedback and has aided in discussions about how responses from a variety of stakeholders have contributed to the proposals, and how the proposals themselves have been, at least in part, co-designed through direct response to feedback.

For outcomes from Trulocom's extensive community engagement across design review panels, research partners and community listening, please see: 'Exemplar Age-friendly and Inclusive Placemaking: Innovation, Research & Best Practice' also known as Best Practice Report. This report has been submitted as part of the planning application documentation. Please note the specific chapters in the Best Practice Report to review for the community engagement outcomes as below:

- Chapter 1 - Academic Research
- Chapter 4 - Design Review
- Chapter 5 - Community Listening
- Chapter 6 - Schools Engagement

The consultation strategy deployed, as outlined in this report, was to use a wide variety of methods and mediums to ensure an inclusive programme of events. The engagement was split across five phases:

- Social Listening (May 2022)
- Focussed Engagement (September 2022 – November 2023)
- Community Listening (July 2023 – August 2023)
- Public Consultation (October 2023 – December 2023)
- Post Consultation Community Engagement (January 2024 – May 2024)

The reach of these engagement methods was aided by social media adverts, where appropriate, and by holding events in a range of locations across the borough. Trulocom also partnered with experts in the fields of public engagement, inclusive design, and the ageing population to assist in the consultation process.

This exceptional approach has ensured that the local community and stakeholders have had multiple opportunities to engage with both the principles that underpin the proposals. Local residents had the chance to participate in a variety of focussed engagement activities and a Community Listening exercise, which looked at living and ageing well more generally around the borough and county. Additionally, many residents participated in the formal Public Consultation, that utilised digital and in-person methods, which engaged directly on the emerging proposals prior to the submission of a planning application. The entire process allowed the project team to gain important feedback from a large variety of stakeholders and initiated a process of dialogue between applicant and resident that, Trulocom hopes, will continue beyond the pre-application phase. Trulocom further hopes that the community will participate actively in future activities in order to create a scheme that is truly community-focused and co-produced.

This engagement, surpassing what is ordinarily expected for residential developments of this scale, is a testament to Trulocom's commitment to the local community and should be a material planning consideration for this application. This engagement process has ensured that the local community's voices have been heard at every stage of pre-application discussions.

The proactive approach deployed throughout the engagement process has resulted in proposals that align with the community's needs and wants, including the provision of infrastructure enhancements and the delivery of key amenities. It is evident that community engagement has underpinned the delivery of Heathbourne Green's uniquely social objective: To demonstrate that planning can achieve a quality of development which is so thoughtful and holistically designed that it can set new standards for age-friendly design and create a place where quality of life and the ability to live well can genuinely be enhanced.

Through engagement with local residents and stakeholders, Trulocom has identified and mitigated potential negative impacts of development on the community, such as minimising reliance on the private car, as well as providing a wealth of long-term benefits, including new homes, including for key workers and older people, as well as jobs, and improved local facilities, which have been enhanced through engaging and taking on board feedback from the local community. The exemplary approach to pre-application engagement has supported and influenced a scheme that demonstrates a compelling case for Very Special Circumstances to justify this development.

The project team has reviewed all the feedback received to date, and comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application. Following submission of the application, the team will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

1. Introduction.

1.1 Introduction

This Statement of Community Involvement (SCI) has been prepared by Cavendish Consulting on behalf of Trulocom (the Applicant), to accompany an outline planning application for the proposed site (known as Heathbourne Green), located at Land South of Elstree Road, Bushey. This report provides details of the programme of community engagement undertaken by Trulocom in relation to the proposed development of the Site and forms part of the application to Hertsmere Borough Council. Please note that all responses provided by residents have been quoted verbatim within this report.

Trulocom proposes to create an exemplar age-friendly community through placemaking that is aspirational and underpinned by research from world leading institutions that meets the needs of an increasingly ageing population through different levels of activity and care, adds to the quality of life and reduces dependency on healthcare and social services by focusing on health and wellbeing.

1.2 The Site

Heathbourne Green will reclaim a former landfill site, where the land is of poor agricultural quality (unsuitable for food production), by providing much needed specialist housing across a mix of housing types and tenures, together with areas of landscaping and community open space, health services, and a range of amenities currently missing from Bushey.

1.3 Engagement Overview

Cavendish Consulting was appointed to perform a comprehensive community consultation and public affairs role to manage pre-application consultation with neighbouring residents and interested stakeholders regarding the proposals for Heathbourne Green.

The consultation and engagement that has taken place has gone above and beyond what might usually be required or expected for a planning application of this scale, and Trulocom has been determined at every stage of engagement, whether formally focused on the scheme or not, to ensure that stakeholders and members of the local community have had optimal opportunity to engage throughout a process spanning two years.

Trulocom developed a strategy to facilitate engagement with the local community and ensure residents and stakeholders had sufficient information and opportunities to provide feedback on the proposals. Trulocom therefore adopted a multi-staged consultation process, consisting of:

- Expert Research including work from the Helen Hamlyn Centre for Design, the Oxford Institute of Population Ageing and the National Academy for Social Prescribing.
- Early Community Engagement
- Stakeholder Engagement
- Officer Engagement
- Community Listening
- Public Consultation
- Post Consultation Community Engagement

These phases were conducted with several research partners to ensure a wide reach and to utilise the expertise of a range of relevant professionals.

1.4 The Proposals

Trulocom is bringing forward proposals for up to 1,300 new homes, of which a minimum of 40% of the homes (excluding private C2) will be affordable (this equates to 36% of total homes and 36.5% of the total habitable rooms) comprising a diverse, innovative, and balanced mix of housing types and tenures in an attractive landscaped and natural setting which will create a truly mixed, cohesive, and sustainable community catering largely for an ageing population.

This will include:

- Age-appropriate Intergenerational Housing – allows for different generations to live together, with each maintaining independent living while having the opportunity to come together in shared spaces.
- Stacked Bungalows – created to target households who may no longer need their multi-storey family homes but have not reached the stage of life where they require more compact living or care/support.
- Housing with Care – a form of assisted living which provides residents with their own homes, with additional on-site facilities for medical and functional care needs, the peace of mind of emergency alert response, and facilities and programmed activities for a continuing social life.
- Housing with Support – purpose-built self-contained dwellings, with additional communal spaces and facilities.
- Discounted Market Sale – an affordable home ownership tenure, whereby homes are sold at a discount to market to eligible buyers in order to give households a helping hand onto the property ladder.
- On-site/Key Worker Rent – affordable low-cost rent homes designated for local key workers and those specifically working on site, predominantly in health and social care roles.
- Social Rent – Social Rent with Support homes will be let to households in need of accessible or supported housing, with the following groups prioritised:
    - Widows and widowers
    - Young adults with learning disabilities
    - Individuals with a need for support (by virtue of age or disability)

Heathbourne Green will offer an integrated health and wellness hub; publicly accessible open spaces; local independent shops and cafes; as well as providing a home for a range of charitable social enterprises; and community led organisations whose primary purpose is to improve the physical and mental wellbeing of Heathbourne Green residents and the wider community.

1.5 Project Team

Core Team

- **Trulocom / TLC Care** – Developer & operator
- **Quod** – Planning, health strategy and stewardship, development economics and Environmental Impact Assessment
- **LDA Design** – Landscape masterplan
- **Patel Taylor** – Master planner and architect

Specialist Teams

- **i-Transport** – Sustainable transport
- **Logika** – Noise, air quality, surface water
- **Ecology Solutions** – Ecology and biodiversity
- **RSK** – Soil investigations & civil engineers
- **Hodkinsons** – Sustainable energy
- **RPS** – Archaeology & historic environment
- **Edmond Shipway** – Cost, logistics, MEP, utilities infrastructure
- **Ecolyse** – Climate change adaptation
- **Lightpad** – Lighting
- **Pinsent Mason** – Delivery
- **Cavendish Consulting** – Communications and engagement
- **Scott White and Hookins** – Structural & drainage engineer
- **Churchill & Partners** – Retail placemaking
- **Maze** – Fire
- **FLAC** – Arboriculture
- **CBRE** – Health
- **Knight Frank** – Residential and Commercial advice
- **AND** – Commercial research

Research Partners

- **The Helen Hamlyn Centre for Design** – Inclusive Design
- **Carterwood** – Elderly Care Homes research
- **National Academy for Social Prescribing** – Integrated community care
- **University of Stirling** – Dementia Services Development Centre
- **Conductor** – Market Research
- **The Oxford Institute of Population Ageing** – Intergenerational communities
- **Pragma** – Socioeconomic research

1.6 Key Consultation Statistics

3 Public exhibitions

2000+ Website views

10,800+ Addresses notified as part of Public Consultation

300+ doors knocked on

525+ surveys completed

125,000+ impressions on social media

100+ stakeholder meetings

1.7 Summary of Key Themes

During the Public Consultation, the following key themes were raised by residents:

- The provision of healthcare facilities is a positive addition to the local area.
- The development must help address local traffic issues and queries about accessibility to the site.
- The impact of the development on the surrounding road network and general concerns over highways.
- A development of this type needs to have facilities that cater to all ages to promote intergenerational living whilst recognising local demographics and culture.
- There may be a potential risk of flooding to the site and to surrounding roads. Drainage infrastructure needs to be improved.
- The impact on local infrastructure, such as healthcare provisions.
- There is a need for new homes, including new affordable homes.
- Availability of public transport infrastructure in the local area.
- Loss of Green Belt land.

2. Background and Approach.

2.1 Planning Description

Outline application (with all matters reserved except access) to reclaim a previous landfill site to create an exemplar and innovative phased Intergenerational Continuing Care Community development based on principles of social prescribing and Age Friendly place-making. The development will comprise of: a range of types and tenures of C2 and C3 residential units; C2 care facilities; clubhouse building; other buildings and lifestyle facilities providing a range of Class E, F1, F2 and sui generis uses; open spaces, park and natural green spaces, play and outdoor sports facilities, community growing facilities and ancillary Class E and F2 amenities; a new transport hub and related transport facilities, together with associated vehicular means of access, parking, cycle routes and footpaths; and infrastructure works to provide drainage, utilities and associated services.

2.2 Policy Framework

In carrying out its pre-application consultation, Trulocom has given due regard to the most recent version of the National Planning Policy Framework (2023) which states in Paragraph 40:

"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."

Trulocom has also given due regard to Hertsmere Borough Council's Statement of Community Involvement (2021) which states that:

"*6.6 We encourage developers to enter into early discussions with us through our formal, chargeable, pre-application process. At this stage, planning officers can advise developers whether an application is likely to be 'sensitive', such as one that is likely to attract a large amount of public interest, and whether they need to carry out further consultation with the community. In any case, we will strongly urge developers to undertake early engagement with the local community in developments that are likely to have a significant effect on the local area."*

The consultation strategy has been designed to meet and exceed the requirements for public engagement and local consultation as laid out in the NPPF and in Hertsmere Borough Council's Statement of Community Involvement.

This Statement is submitted to set out the type of community involvement undertaken, the views expressed, and the changes made, in accordance with Hertsmere Borough Council's expectations, as outlined below.

3. The Engagement Process.

3.1 Aims of Engagement

Trulocom was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals. Over the past 18 months, Trulocom has been listening, engaging, and communicating with residents and organisations across Hertsmere to truly understand the local need in Hertsmere and in Bushey.

The programme therefore sought:

- To hear from residents about the challenges facing Hertsmere in relation to ageing, health, and housing.
- To build a relationship with the local community.
- To enable a constructive dialogue between local stakeholders, the community, the project team, and Trulocom.
- To ensure that everyone who wanted to participate in any event or to share their views during the consultation was able to do so, by holding an accessible and inclusive programme.
- To raise awareness of the emerging vision for Heathbourne Green and discuss the public benefits of an application of this kind.

The latter stages of engagement, including the Public Consultation, sought to gather views on the emerging vision for Heathbourne Green which could help shape the proposals prior to submitting a planning application.

3.2 Engagement Summary

Trulocom developed a strategy to facilitate engagement with the local community and ensure residents and stakeholders had sufficient information and opportunities to provide feedback on the proposals. Trulocom therefore adopted a multi-staged consultation process, consisting of:

- Social Listening (May 2022)
- Focussed Engagement (September 2022 – November 2023)
- Community Listening (July 2023 – August 2023)
- Public Consultation (October 2023 – December 2023)
- Post Consultation Community Engagement (January 2024 – May 2024)

These phases were conducted with several research partners to ensure a wide reach and to utilise the expertise of a range of relevant professionals.

Further ad-hoc engagement continued beyond the above three phases, including liaising with relevant political and community stakeholders, which assisted Trulocom in effectively responding to feedback obtained throughout the three primary phases of consultation.

3.3 Focussed Engagement

Social Online Listening

Trulocom appointed Conductor, a company specialising in market research to carry out a research exercise with a focus on Bushey and the surrounding area to help to understand the local community, including their general likes and dislikes, and to generate recommendations for the development of an intergenerational community in Bushey. This utilised local social media as well as local blogs and online forums.

Local Resident Focus Groups

In October 2022, Trulocom held online focus groups which included members of the later living community; local young families; and local residents.

These focus groups allowed Trulocom to gain insight into the types of audiences that a development like Heathbourne Green could serve, as well as the various property types, tenure, outdoor spaces, layout preferences, and parking features that might be desired by the local community.

Borough and County Wide Surveys

In partnership with Conductor, an online survey was carried out by Trulocom with circa 35 questions to the target audience, which focused on people aged 25 and over, living in the administrative boundaries of Hertsmere, Watford, Three Rivers, Barnet, and Harrow. The survey was undertaken to understand the housing concerns and aspirations of those who might live in Heathbourne Green, as well as what might appeal to them.

The full report outlining the results of these surveys can be found in Appendix A.

Key Worker Employer Surveys

Trulocom spoke to and surveyed employers of key workers in Hertsmere on current and possible future housing challenges for their employees (including key workers not involved in the delivery of health and social care such as teachers) and using this to help identify ways in which affordable housing provision for key workers in the local area can be improved. The employers represent a total of 630 employees who work in Hertsmere, which include a mix both part-time and full-time employees.

Local Consultations

Trulocom carried out thorough research on previous consultations undertaken in the local area to ensure exemplar pre-application engagement with the local community was undertaken. Trulocom reviewed processes and outputs of the Bushey Country Club Consultation and the Aldenham Parish Council consultation to understand residents' views and ensure Trulocom's engagement process was innovative and accessible to the community.

Critical to learning from prior consultations was the necessity to make all material easy to understand and accessible, and that at every stage, transparency was maintained between residents and the developer. As well as being helpful in building buy-in with the community, it ensures that misinformation and disinformation on the proposals is mitigated as far as possible. Ensuring that the local community has access to clear and accurate information ensures that they are more likely to provide constructive feedback rather than simply objecting to the proposals out of hand.

In addition to analysing the output of the consultation, Trulocom met with the organisers to discuss feedback and the consultation processes.

Third Sector and Charity Engagement

Trulocom has spent valuable time engaging with NGOs and third sector organisations across the borough and county, understanding their impactful work and exploring ways in which collaboration can be achieved for the benefit of the community. A summary of meetings with third sector groups and local charities can be found below, in chronological order. Engagement with some of these groups is ongoing.

Engagement Initiation	Organisation	Engagement Summary
April - May 2022	Friends of Reveley Lodge	Discussed the vision of the scheme and possibility of working together.
Aug 2022	The UK Men's Shed	Visited Camden and Frome Sheds and discussed the model for setting up a shed in Hertsmere.
Aug 2022	Edventure	Introduced through National Academy for Social Prescribing. Discussed best practice and a similar social enterprise model to implement locally in Hertsmere.
Oct 2022	Bushey Forum	Engaged in focus groups and discussed evolving plans to understand the needs of local residents surrounding housing. Trulocom later attended the Bushey Forum Annual General Meeting on Tuesday 20 February 2024to present an overview of the proposals and host a Question and Answer session allowing the Forum to provide verbal feedback on a range of issues surrounding the proposals and hear from the project team and Applicant about the community that it intends to foster and develop. Further information can be found on this event below this table.
Jan 2023	Communities First	Discussed organisations to connect with, what is missing in the local community, the proposed community hub on-site, working together with workstream leads at Communities First to vision board what the

		ideal community provision could look like. Recruitment challenges due to lack of key affordable housing also discussed.
Jan 2023	Herts Sports Partnership & Live Longer Better	Discussed ways to keep people active in later life for longer in addition to sharing connections. Trulocom completed e-learning on active ageing and became a Live Longer Better Champion.
Jan 2023	Red Trust Bushey	Engaged with pioneering lead and discussed options to support Red Trust Bushey and collaborate.
Jan 2023	Small Acts of Kindness	Discussed the scheme's vision and synergy with Small Acts of Kindness's objectives and options to support each other through space provision.
Jan 2023	Autism Hertfordshire	Discussed the various spaces being proposed at the development for community uses and Autism Hertfordshire community space requirements.
Jan 2023	Good for Goods	Discussed shared objectives between Good for Goods and Trulocom, in addition to opportunities for a community hub and requirements. and what a community hub on the site could look like, including Good for Good's space requirements
Jan 2023	Home Start	Discussed Home Start's space requirements for a potential venue on the development.
Feb 2023	Sunnyside Rural Trust	Discussed future partnership and collaboration, bringing Sunnyside Rural Trust to Hertsmere to support the local needs of the

		community. Attended health and community workshop organised by Trulocom.
Feb 2023	The Red Shed	Discussed the scheme's vision and the requirements of a dementia friendly allotment and associated spaces.
Feb 2023	One Vision	Discussed One Vision's strategy and future growth plans.
Feb 2023	Herts Local Enterprise Partnership	Introduced emerging proposals and explained the significant economic value (and benefits) the scheme would provide for the local area and the Borough more widely.
Mar 2023	Herts Help	Discussed Herts Help's work on social prescribing and the increased need for their work combating loneliness and social isolation, in addition to future collaboration with Trulocom.
Mar 2023	Green Connections	Further discussed the emerging proposals and how Green Connection's ideas could feed into the developing plans for the scheme. Attended health and community workshop organised by Trulocom.
Apr 2023	Dance to Health	Discussed benefits of dance to fall prevention and space requirements to run Dance to Health programmes at the Site.
Apr 2023	Step2Skills Hertfordshire	Discuss S2Skills existing demand to run training courses across the county and how the scheme might be a potential avenue to deliver some of these courses, as well as the emerging vision for the various aspects of the development.

Apr 2023	Department of Work and Pensions	Agreed to work together to help support older people back into work, including through providing upskilling and spaces for people to receive support on CV writing and building confidence.
Apr 2023	Pages Care Farm	Discussed the scheme's vision and opportunities to collaborate including Pages Care Farm's desire to expand.
May 2023	Age UK Herts	Discussed biggest challenges facing older people in Hertfordshire, age-appropriate housing and working together to support the needs of older people in the area.
Jun 2023	Bushey United Synagogue	Following dialogue commenced during the Local Plan promotion of the site. Bushey United Synagogue's requirements in detail and how the development's proposals can support local Jewish community.
Jul 2023	Herts University	Discussed the vision for the scheme and brainstormed opportunities to collaborate with education, mentorship, enterprise, health and community care as key drivers for a partnership moving forward.
Jul 2023	Watford and West Herts Chamber of Commerce	Discussed the vision for the scheme and how Trulocom can be supportive of local community groups. Discussed potential introductions with other community groups. Attended health and community workshop, organised by Trulocom.
Feb 2024	Luminary Bakery	Discussed opportunities to create space for women who have gone through gender-based

		violence, providing them with an opportunity to learn how to bake and enter the job market with 121 support from the charity.
Mar 2024	Clink Prison Charity	Discussed Trulocom's vision and the possibility of bringing young trained chefs (inmates) into Heathbourne Green's cookery school to provide them with the opportunity to build their culinary skills to help inmates re-enter the world of work once their sentence is complete.
Mar 2024	Herts Independent Living Service/Board of VCFSEA	During discussions with Trulocom, the organization expressed its shared vision in supporting the older community to stay independent for longer in Hertfordshire with the CEO expressing a desire to increase support in Hertsmere and Bushey.
Mar 2024	Well Grounded Jobs	Trulocom discussed the opportunity of creating a community roastery where those living locally who have multiple barriers to employment could work and provide coffee to local businesses and communities.

Trulocom is also part of the Live Longer Better Hertfordshire revolution, advocating the importance of Active Ageing across the county.

Trulocom has also maintained a relationship with the Bushey Forum and presented an overview of the proposals at its Annual General Meeting on Tuesday 20 February 2024, at which it obtained feedback from the Forum's committee members and from local residents in Bushey.

In addition to working with local organisations, Trulocom has engaged with Hertfordshire County Council and NHS West Herts and Essex ICB. Engagement with the Council includes speaking with and seeking advice from the following departments:

- Public Health Evidence and Intelligence

- Public Health Services
- Healthy places
- Adult Care Services
- Herts Growth Board

Throughout the engagement process, Trulocom engaged with several national organisations. Discussions included sharing the vision of Heathbourne Green, understanding best practice, commissioning research to inform the proposals and opportunities to further develop Trulocom's evolving plans in addition to learning of opportunities for partnerships and gaining guidance from SMEs in the topics of ageing. The following organisations were engaged with:

- National Academy for Social Prescribing – March 2022
- Ageing Better & Centre for Ageing Better - May 2022
- International Longevity Centre - September 2022
- Oxford Institute for Population Ageing - November 2022
- Helen Hamlyn Centre for Design - November 2022
- National Innovation Centre for Ageing & VOICE – October 2022
- University of Stirling Dementia Services Development Centre - March 2023
- Space. Matter. Soul - April 2023
- Quality of Life Foundation - May 2023
- ARCO - June 2023

As well as the formal meetings above, Trulocom has continued to maintain relationships with the above organisations to understand their vital work in the community and to explore ways in which collaboration can be achieved for the benefit of the community.

Design Charettes

In addition to internal and county wide Design Review Panels, Trulocom conducted peer reviews with respected architects from across the UK to critique the designs, to ensure that Trulocom remains focused on creating a truly exemplar scheme that aligns with its vision of delivering a new, needs-based model for ageing and living in Hertsmere.

It is anticipated that further Design Charettes will be coordinated by Trulocom at further stages in the planning process and, if outline permission is granted, in discussions about reserved matters applications.

Health and Community Workshop

Trulocom hosted a virtual workshop to better understand the need for health and social care provision in Bushey and the wider Hertsmere community. Professionals from across the healthcare sector, including the not-for-profit sector, joined the workshop, including Sunnyside Rural Trust, Green Connections, Hertfordshire County Council, and the University of Oxford. During the workshop, discussions were raised on the importance of ageing well and social prescribing, and how these two elements could be facilitated at Heathbourne Green. Engagement on the issues raised in this workshop were further discussed in meetings with the Herts and West Essex Integrated Care Board Social Prescribing and Community Resilience Team.

Engaging the next generation

On 15 November 2023, Trulocom hosted a stand at Generation Hertsmere, a careers fair where close to 800 students from secondary schools in the borough attended to discover more about their future career options. Trulocom used this opportunity to engage with students aged 15-18 years old from across the borough to gather their thoughts on ageing, age friendly places, what makes intergenerational interaction meaningful to them and understanding what they value most as they age.

The work carried out at this event was specifically praised as “exemplar” by a representative of Hertsmere Borough Council, who also said that they would seek to conduct a similar engagement activity for future council projects, including the Local Plan consultation.

Bushey Forum AGM Presentation and Q&A

On 20 February 2024, the Application and the project team attended the Bushey Forum AGM, where they presented the vision for Heathbourne Green to the committee and the Forum’s membership. A Question and Answer session was also held to respond to queries raised by residents, and to clarify how our proposals benefit the local area and its residents. The meeting was attended by Cllr Seamus Quilty of Hertfordshire County Council and Cllr Paul Morris of Hertsmere Borough Council. The presentation is available in Appendix B.

Additional Research Partnerships

In addition to practical work done to engage the local community by the project team, Trulocom commissioned The Helen Hamlyn Centre for Design (HHCD) to conduct a scoping report to

explore the topic of age-inclusive multigenerational and intergenerational environments and neighbourhoods. Design-based research techniques were used to highlight the inclusive characteristics needed to innovate in this field, something Trulocom has been keen to do. The full scoping report results can be found in Appendix C.

Given the unique nature of the research conducted, the scoping study was framed around the themes of:

- Built Environment: Spatial Design
- People & Community
- Services, Systems and Schemes

Based on a thorough literature review, these overarching themes were further developed into 12 sub-themes. These sub-themes were elaborated upon towards defining the characteristics and aspirations for a truly age-friendly community. These themes were detailed through expert interviews and design engagement activities with the local community in Bushey.

The scoping study produced by HHCD allowed for the development of a foundation of research to envision aspirational multigenerational living in the UK, with particular attention given to retired individuals, given the existence of an ageing population. The scoping study has provided fresh insight for the field to conduct further, more in-depth research, and demonstrates that there is a real opportunity to improve intergenerational living in the UK through inclusive and creative approaches.

In addition, throughout the engagement process, advice was sought from, and Trulocom worked with the Oxford Institute of Population Ageing and the National Academy for Social Prescribing, two expert organisations in the field.

During the Public Consultation phase of engagement, HHCD produced additional mapping and interview-based research, which sought to build on the work done in the scoping study. This additional community engagement report can be found in Appendix D.

Officer Engagement

From an early stage, Trulocom has engaged with officers from Hertsmere Borough Council. Trulocom has consistently engaged with officers, members, and the local community over a long

period of time, since 2018, and preceded the preparation and publication of the draft Local Plan for Hertsmere in 2021. During that early period, Trulocom signed a Planning Performance Agreement (PPA), which enabled regular meetings, addressing both high-level and detailed discussions about the proposals, and which featured a process through which Trulocom submitted draft versions of evidence-based technical reports for review and feedback from officers. That phase of work enabled Trulocom to benefit from invaluable feedback from planning and specialist officers on a range of relevant planning issues. This also enabled officers to stay informed about Trulocom's vision for the development and design of the emerging development proposals. This process culminated in the allocation in the Draft Local Plan of the site for mixed, residential development with a significant component of housing for older people.

Subsequently, Trulocom and officers have continued a dialogue about the various planning issues affecting the site. Officers have been consistently kept up to date on the nature of the emerging proposals and of the engagement and design development which Trulocom has undertaken. Representatives from Hertsmere Borough Council were invited to and attended each of Trulocom's Design Review meetings and the review sessions held with the Hertfordshire County Council Design Review Panel. Officers also attended Trulocom’s Public Consultation events and provided helpful feedback on the proposals.
Since the third quarter of 2023, the intensity of engagement with officers has increased, and the parties agreed a revised PPA, which has enabled a structured approach to review and feedback on emerging planning application documents.

Trulocom is grateful to officers for their constructive engagement and invaluable feedback at all stages of the engagement process.

Political Engagement

Trulocom has, in pre-application discussions with stakeholders, engaged with a wide variety of political stakeholders to seek to respond to the concerns and questions raised by local residents and their representatives and to help Trulocom to understand the issues which the scheme must address and to brief them about the proposals as they continue to evolve. This includes ward councillors and neighbouring ward councillors. Ahead of the Public Consultation, Trulocom

wrote to all councillors at Hertsmere Borough Council regarding the proposals and the upcoming consultation.

In addition to the meetings with political stakeholders, the following councillors attended one or more of the drop-in exhibitions or the preview session as part of the Public Consultation:

Name	Party	Ward	Other Relevant Role(s)
Cllr Alpha Bird Collins	Labour	Borehamwood Hillside	
Cllr Aaditya Kaza	Labour	Borehamwood Hillside	
Cllr Prabhakar Kaza	Labour	Borehamwood Kenilworth	
Cllr Alan Matthews	Liberal Democrat	Bushey North	Portfolio Holder for Housing and Housing Development
Cllr Paul Morris OBE	Conservative	Bushey Heath	
Cllr Nik Oakley	Labour	Borehamwood Kenilworth	Portfolio Holder for Planning, Infrastructure and Transport
Cllr Alan Plancey	Conservative	Borehamwood Brookmeadow	
Cllr Miles Ponder	Liberal Democrat	Bushey St James	Chair of Planning Committee
Cllr Meenal Sachdev	Conservative	Bentley Heath and the Royds	
Cllr Chris Shenton	Conservative	Bushey St James	

Following the public consultation, Trulocom presented its proposals at the Bushey Forum's AGM. This event was attended by Cllr Seamus Quilty and Cllr Paul Morris (both ward councillors for Bushey Heath); Deputy Leader of the Council, Cllr Paul Richards; Chair of Planning Committee, Cllr Miles Ponder; and other councillors.

3.4 Community Listening

From 20 July 2023 to 31 August 2023, Cavendish Consulting was commissioned on behalf of Trulocom to conduct a Community Listening exercise with a view to collecting feedback, through a survey. This survey was presented via a website (www.tlc.your-views.com), and screenshots of the survey can be found in Appendix E. 201 responses were submitted as part of the Community Listening exercise; the results of which can be found on page 51. The purpose of the survey was to ascertain how residents in Hertsmere feel towards living and ageing, as well as what they like and do not like about their local area. Trulocom partnered with The Helen Hamlyn Centre for Design, part of the Royal College of Art, and the Oxford Institute of Population Ageing, from the University of Oxford, to receive alternative forms of feedback on living and engaging through interactive engagement methods that was not specific to the proposals at Heathbourne Green, but rather focused on the principles that the proposals have been developed on.

To maximise community engagement, Trulocom and its partners hosted five street stalls across Hertsmere (Radlett, Bushey Heath, Bushey St James, Borehamwood, and Potters Bar), one door-knocking session in Bushey North and a social media campaign. These were done, where possible, in partnership with local businesses on the high street, and were done both within and outside of the school holidays, and at varied times of day (morning, afternoon, and over lunchtime) to ensure as wide a demographic spread and breadth of feedback as possible.

The events were held on the following dates:

Street Stalls

- 20 July 2023, Radlett
- 21 July 2023, Bushey Heath
- 23 July 2023, Borehamwood
- 11 August 2023, Bushey St James
- 30 August 2023, Potters Bar

Door Knocking

- 8 August 2023, Bushey North

Further door knocking sessions took place as part of the Public Consultation.

Social Media Campaign

To advertise the exercise to a wider audience, three social media campaigns were launched, each targeting the following age demographics:

- 18-40
- 40-65+
- All ages

The adverts ran from 8 August 2023 to 20 August 2023. During their lifespan, the adverts cumulatively reached **24,324** individual users, and **1,022** users clicked on the link to the survey. Screenshots of the social media adverts can be found in Appendix F.

3.5 Public Consultation

Invitation Flyer

The consultation was promoted via an A4 flyer (which can be found in Appendix G) which included the dates, times and venues of the public exhibition, and information about the consultation website. The flyer was distributed to **10,877** residential and business addresses surrounding the site and in the wider area on 14 November 2023 to advertise the Public Consultation. A map of the distribution area to which the flyer was sent can be found in Appendix H. The flyer was distributed by a third-party company.

The flyer introduced the site and provided information on Trulocom and its vision for the site, as well as the following details:

- The location of the site
- Date of the consultation period
- A summary of the proposals
- Invitation to the in-person public exhibitions
- Information on the website and virtual exhibition
- Contact information

Other Advertising Channels

To advertise the consultation to a wider audience, a social media advert was launched, which was online between 17 November 2023 and 22 November 2023. This advert contained information about the in-person public exhibitions as well as containing a link to the website. A

screenshot of the advert can be found in Appendix I. This advert reached over 41,000 users and was clicked on 31 times.

In addition, two other adverts were deployed following the public exhibitions in order to direct users to the online feedback form and obtain residents feedback on the proposal:

- The first advert, found in Appendix J, contained a series of various illustrative sketches of the proposals and was live from 28 November 2023 to 1 December 2023. It reached 22,327 users and the link was clicked 17 times.
- The video advert, which can be found in Appendix K, contained a series of brief clips from a longer video found on the project website (referenced on page 38) was live from 12 December 2023 to 17 December 2023, and was viewed by 3,729 users and was clicked on 154 times.

Cumulatively, the three adverts (which spanned between 17 November 2023 and 17 December 2023) were viewed 75,367 times by a total of 67,671 users from the across the surrounding area.

In-Person Exhibition Events

Three drop-in public exhibition events were held on:

- 22 November 2023, 4pm – 7pm, Allum Hall and Manor House, 2 Allum Lane, Elstree, Hertfordshire, WD6 3PJ
- 23 November 2023, 3pm – 7pm, Niland Conference Centre, 93 Elstree Road, Bushey Heath, Hertfordshire, WD23 4EE
- 26 November 2023, 10am – 2pm, Reveley Lodge, 88 Elstree Road, Bushey, WD23 4GL

The venues were chosen due to their proximity to the Site, to capture a wide audience, and to support local organisations and businesses. Banners were set out focusing on various aspects of the proposals and wider vision for the scheme. Copies of these banners can be found in Appendix L.

A preview session was held from 3pm to 4pm on 22 November 2023 for Hertsmere Borough Council Councillors, allowing councillors to speak with the project team and discuss the proposals prior to the exhibition opening to the wider public.

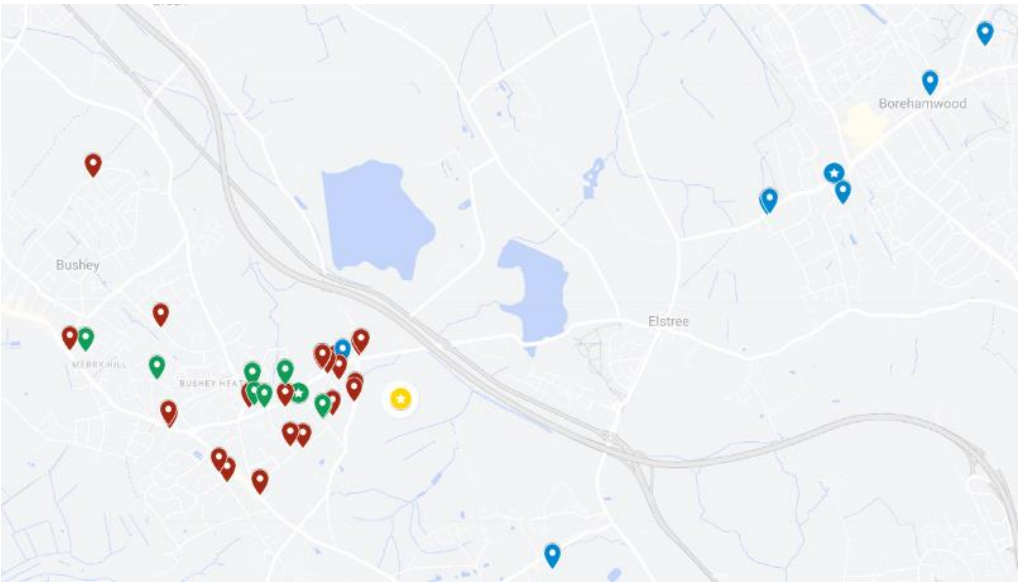
In total, the exhibition was attended by 127 individuals, in addition to five councillors during the preview.

During the public exhibition, Trulocom employed alternative forms of engagement to provide a wider range of feedback.

On arrival at the Public Consultation, attendees were asked to plot on a map where they live in the surrounding area. Attendees were also provided with an A4 summary sheet, outlining the key benefits of the development proposals, a screenshot.

The following markers represent attendees from each exhibition (note that this was not obligatory and was not completed by every attendee):

- Blue – 22 November, Allum Manor and Hall, Borehamwood
- Red – 23 November, Niland Conference Centre, Bushey Heath
- Green – 26 November, Reveley Lodge, Bushey Heath



Pictorial representation of markers from attendees

During the public exhibition, commonly raised themes included:

- The associated health and wellbeing benefits that the scheme would provide, including both the range of facilities on-site as well as the extensive landscaping proposals.

- The significant provision of jobs and economic benefit that the proposals would generate.
- The risk of flooding to the site and surrounding roads.
- The increase in traffic and accessibility to the site.
- The loss of Green Belt land.

At each exhibition, attendees were given the opportunity to provide their view on the proposals and the following questions by leaving a tag on a eucalyptus tree homegrown by young adults working at Sunnyside Rural Trust. The following prompts were used to encourage attendees to think about a variety of aspects of living and ageing well.

- How are you feeling today?
- What do you like about the area in which you live?
- What does 'ageing well' mean to you?
- What does an 'age-friendly' environment or neighbourhood mean to you?
- What brings you most joy as you age?
- How do you feel about getting older?
- In your view, what are the best ways to combat loneliness and isolation in older people?
- As you age, do you think your current home will be well suited to your needs?
- How do you feel your local area could better meet your cultural and religious needs?

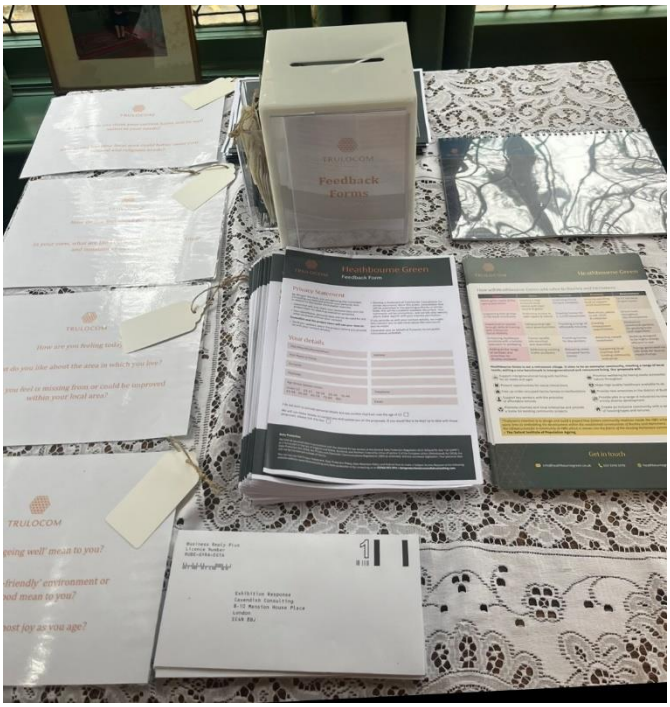


Image of the feedback table at the third exhibition at Reveley Lodge

The prompts and the idea of presenting ideas on a tree were received positively, and residents were grateful for the opportunity to provide feedback in this unique manner. In total, 22 comments were hung on the tree.

Below is a selection of the responses:

I love getting older! People need to change the rhetoric. (Exhibition 1)
I am pleased to hear that you are working with Sullivan buses to improve the 306 route. (Exhibition 2)
Love the idea of this being a community. For local people & offering employment, housing and leisure. (Exhibition 3)
Don't fight things you have no control over. (Exhibition 1)
Good health & control of your life. (Exhibition 2)
Very keen on any proposals which mixes old and young more. (Exhibition 3)

The following pages contains photos from the three exhibitions.

Allum Manor and Hall, Borehamwood – 22 November 2023

Niland Conference Centre, Bushey Heath – 23 November 2023

Reveley Lodge, Bushey Heath – 26 November

Door Knocking

On 12 December 2023, members of the project team knocked on approximately 130 doors on the following roads with a view to directly engaging those residents closest to the site with the Public Consultation:

- Clarence Close
- Clay Lane
- Howard Close
- Lane Gardens
- Magnaville Road
- Paynesfield Road
- Warwick Close
- Willow Dene

This exercise was targeted at ensuring that residents were able to submit comments and feedback before the closure of consultation on 17 December 2023. Project team representatives either spoke to residents about their views; completed an online form using 4G-enabled iPads; or (when no resident was available to open the door), posted a summary flyer (as found in Appendix M) through the door.

Broadly, residents responded to this exercise positively, having meaningful, often in-depth conversations with the project team, with two residents specifically praising the extensive consultation and engagement with the local community that had taken place. Some residents had already completed a form, either online or at one of the in-person exhibitions; however, several residents took a paper feedback form from the project team representatives to complete and post.

The project team intends to consider doing another session of doorknocking to nearby residents following submission of a planning application.

Project Website

A dedicated website for the project was essential to Trulocom's engagement with the wider community on the Heathbourne Green proposals. The information presented during the in-person public exhibitions was displayed on the website, in addition to an online feedback form and information on how to contact the project team. The website can be found at www.heathbournegreen.co.uk. The website has been live from 16 October 2023, and the digital consultation has been accessible since 22 November 2023. Screenshots of the various pages on the website can be found in Appendix N.

A video was also published on the Home page of the project website, and clips were taken for the purposes of social media advertising, which showed a breadth of testimonies from members of local and national groups and charities, as well as representatives of the project team. The video has accrued over 700 views to date, with over 1,400 impressions.

The website featured:

- Introduction to Trulocom and the project team
- Information about the ambitions for Heathbourne Green
- A summary of community engagement undertaken and outcomes to date
- The emerging proposals
- Next steps
- A contact us page
- An online feedback form

The proposals tab on the website mirrored the information presented on the banners displayed at the in-person exhibitions. The following pages were displayed:

- Our Proposals
- Local Plan Context
- Heathbourne Green
- Community Connections
- Sustainability
- Community Benefit
- Community Feedback
- Added value to Bushey and Hertsmere

Presenting the proposals online allowed users to explore the proposals at their own convenience either in addition to or instead of attending an in-person exhibition. The website also featured contact information, providing users with the opportunity to contact the project team directly.

During the four-week consultation period, the website was viewed 848 times by 120 users. Four responses were received via the digital feedback form provided.

Following the public consultation period, an earlier version of the Best Practice Report was published on the website which outlined the points raised both through discussions with officers and the engagement process more widely, alongside how Trulocom has responded to this feedback.

Feedback Form

During the consultation process, residents were given the opportunity to input their views on the proposals via a feedback form. At the in-person exhibitions, residents were offered a feedback form to complete during the event, or to take home with a business reply envelope. The feedback form was also accessible online, and a paper copy of the feedback form was available on request to be sent to residents' addresses.

The feedback form asked eight questions using varying formats, including written responses, a ranking system, and a scale of 1-10. The questions covered multiple different aspects of the proposals to provide residents with the opportunity to comment on various elements relating to the scheme.

Both the online and print feedback form (the latter of which can be found in Appendix O) were identical in their content.

Business Reply, Email Address and 0800 Freephone

During the consultation, access to a freephone voicemail telephone line was offered to those who wished to find out more about the proposals or to register their comments over the phone. The telephone number used was in operation Monday to Friday between the hours of 9:00 am and 5:30 pm. Outside of these hours, a voicemail facility was available for messages to be left.

An email address (info@heathbournegreen.co.uk) was made available for residents to contact the project team and submit queries. These were monitored and replied to as appropriate in coordination with Trulocom.

Business reply envelopes were made available at the public exhibition, allowing feedback forms to be posted back free of charge.

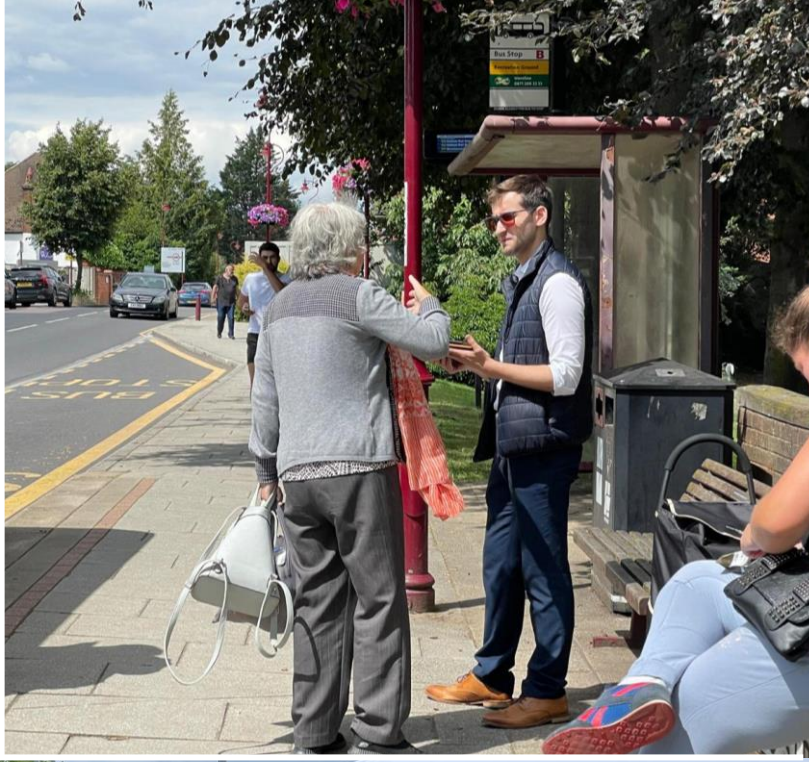
Feedback

The consultation period ran from 22 November 2023 to 17 December 2023 and all written feedback received during this period is assessed within this SCI.

The project team also gathered informal and verbal feedback from attendees at the three exhibitions and considered this following the public consultation. This feedback broadly aligned with the written feedback provided.

During the consultation period, the Application received 23 responses. 19 of these were hard copy feedback forms (of which nine were collected during the public exhibitions and ten were received via business reply), and four were filled in online.

A map of the full postcodes provided by residents can be found below, though it was not obligatory to provide this (the approximate site location is indicated in green):



4. Focussed Engagement – Feedback.

Social Online Listening

The research carried out by Trulocom found that the local environment, community, and wellness are key conversation drivers, and that the local community strives for outstanding outdoor spaces that provide socialisation and mobilisation for all, including older residents.

The most common themes referenced included an increase in multi-faith community spaces and retail areas, as well as community-building opportunities in the local area.

Local Resident Focus Groups

Trulocom held three local focus groups of between five and six participants and lasting approximately 90 minutes. This allowed Trulocom to gain insight into the types of audiences that a development such as that being proposed at Heathbourne Green could serve, as well as the various property types and tenures, outdoor spaces, layout preferences, and parking features that might be desired by the local community.

Overall, it was clear from the focus groups that property ownership is generally preferred rather than renting, with spacious living areas, large amounts of green space, and property types that can be future proofed for energy efficiency.

Borough and County Wide Surveys

Over 500 responses were collected from around Hertsmere and the surrounding area. Overall, over 80% of adults responding who lived in the surveyed area reported that a new development such as the one proposed at Heathbourne Green would be either 'appealing' or 'very appealing'. Amongst those that would consider living in a new development such as Heathbourne Green, the top reasons why they would consider it were: The sense of safety created by a development of this nature (82%); the focus on wellbeing and positive lifestyle (80%); and its closeness to nature (79%). Over half mentioned reasons associated with both age-diversity and ethnic-diversity and the fact that Heathbourne Green would be a part of a more ethnically diverse community focused on intergenerational living.

Key Worker Employer Surveys

Four Hertsmere-based employers of key workers were surveyed by Trulocom's team to understand any current and future housing challenges faced by their employees. Employers raised the following pertinent points:

- All employers reported that housing affordability presents a major concern for low-income employees, especially those individuals in their 20s and 30s who may be earning up to c. £30,000.
- Several employers reported that recruitment has, and continues to, become more challenging.
- Some employers commented on instances of overcrowding in homes, such as large families sharing smaller properties or HMOs.
- All employers reported that employees were increasingly deciding to move away from the area to locations where they were able to better able to rent privately or to get on the property ladder.

Below are a sample of quotes from employers:

- *"We've had more than one instance of non-local applicants accepting a job offer, only to have to withdraw acceptance once they are unable to secure accommodation that they can afford in the area…this means we cannot recruit the level of talent we used to."*
- *"Overcrowding is common amongst staff – one family of five are sharing a 2-bed property, and many couples are having to live in a room within a shared house."*
- *"Two employees recently left the area and moved to the North of England due to not being able to buy. They had been privately renting and were not able to purchase a home through an affordable home ownership scheme."*
- *"We pay a fair salary in the current market, but this doesn't stretch to cover local housing prices. Other areas have similar salaries, but the housing is more affordable."*
- *"Some employees use public transport to travel distances to work, but this can be unreliable. It also presents a problem for single women when travelling when dark."*

Third Sector and Charity Engagement

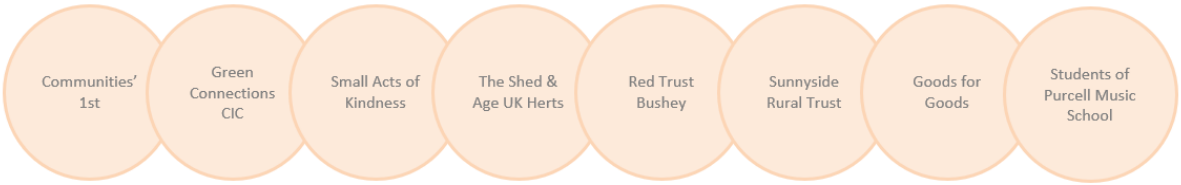
Trulocom has spent a significant amount of time over the past 20 months meeting with third sector and other charitable organisations from around the county and borough. A non-

exhaustive list of meetings that have been held with key charitable and third sector organisations can be found on page 19.

The purpose of these meeting was to:

- Understand the efforts and community impact of the work carried out by third sector and charity organisations.
- Explore the ways in which Trulocom can support and further maximise the impact of the work of these organisations.
- Collaborate and work cooperatively to co-produce a scheme designed around social prescribing and designed to incorporate the work of these and other groups.
- Establish whether there was a need for shared and other spaces to be used at the site to support the growth and positive work of these types of groups.

The project team has spoken with over 100 different local third sector organisations (some of which can be found below) to understand how Trulocom can support their varied efforts in serving the most vulnerable in Hertsmere.



Trulocom's third sector engagement has highlighted:

- The significant benefits and value that social prescribing delivers nationally and locally, with more work being needed in this space in Hertsmere.
- An evident need for local, appropriately-designed, inclusive spaces to help foster community connection and cohesion across all age groups, enhancing diversity and inclusivity more widely.
- The clear opportunity for third sector organisations operating at county level to expand their provision to support those more locally in Hertsmere.
- The enthusiasm across the sector to form long term local partnerships to create something truly exemplar that benefits the most vulnerable in the local area.

Design Charettes

Through a series of Design Charettes in 2023, the project team discussed master planning, design concept, approach to massing, and other issues related to the wider design of the development, as well as beginning to consider several scheme details. Several key takeaways from the Design Charettes included:

- Using the existing tree heights as a guide to inform building height is a good idea.
- It is important to consider how the buildings will fit landscape views including the modulation of built mass. The principle of mid-rise buildings at 6-7 storeys seems appropriate, with opportunities for detailed design accents to be considered.
- Given that it may be required for the ground levels of the site to be higher than what currently exists, the buildings may end up sitting higher in the landscape in order to reduce the amount of material being removed from the site. Consideration will be needed as to how the buildings are arranged and Trulocom should consider the use of existing topography as much as possible would be preferable.
- Participants discussed the use of the term 'plateau' and 'great lawn' to refer to the site, as it forms a 'local valley' in the area and has characteristics similar to village lawns.
- Trulocom needs to ensure that the landscaped mound reduces ground-level views of the M1 and that projected planting on the mound screens views to the M1.
- Consideration of adding parking underneath the mound might be beneficial if it were directly accessible from the west.
- There is support for the concept of remaking the landscape and aligning it with historic patterns of landscape character.
- Elevate the role of landscaping in the masterplan and avoid uniform building styles around the lawn, allowing more flexibility with wider development plots. Suggestions were made to wrap the lawn around the woodland to change the view.
- Advised to create setbacks from the lawn for buildings, placing them in blocks to the east and west. Adjust the green space in the western area to flank the lawn instead of being in the middle. Keep the retention basin at the base of the western area.
- The stepping of the main lawn should be aligned North-South and grass areas should be centrally managed. Building

plots should be designed to frame the edges and accommodate level changes.

- The under-croft car parking should minimise export of material and use landfill material. It should support access from the south and Trulocom should explore placing the car park on the former landfill area rather than drive cutting into it.
- The character and design of the area between the stream valley and the market square need to be clearly defined. This area could accommodate the 'mobility hub', which could allow for some surface parking for visitors, and help animate the area.
- A key motivation for people to live in this development would be its connections with landscape and nature and should therefore serve as a key consideration throughout the design of the development.
- Fronts and backs of plots and buildings need to be clearly defined, and outdoor uses need to reflect and support proposed uses. Ground floor uses, such as the various retail and commercial aspects of the development, need to be made as active and vibrant as possible to create a thriving and bustling area.
- Participants discussed the development of a design code for development and discussed how the landscape framework will provide context for these buildings.

The following page contains photos from the series of Design Charettes.

Health and Community Workshop

During the workshop, discussions were raised on the importance of ageing well, and how this can be facilitated at Heathbourne Green.

Overall, the need for amenities and services for people suffering from Dementia was an important topic, in addition to the ways in which Trulocom's proposals can help combat social isolation and support people to maintain their independence as they age through a supportive community and intergenerational living. Furthermore, attendees commented on the benefits of social prescribing, and how a holistic approach to health and wellbeing can support the NHS. Several key themes were identified during the healthcare workshop:

- The vision of Heathbourne Green focuses on open space and community gathering points to facilitate a supportive community which facilitates intergenerational living.
- The site is located near the M1, on the outskirts of Bushey, bordering Stanmore, with a number of natural reserves nearby which are suitable for walking and exploring.
- The clustered design approach of the scheme promotes a 15-minute neighbourhood concept for easy access.
- Key elements of Heathbourne Green includes a town square, clubhouse, health hub, a lawn, and residential areas.
- The proposed development complements the natural environment with a clear spatial structure.
- Participants suggested creating a mental map through the Market Square and establishing distinctive open spaces.
- Departure from conventional play areas for age-adaptive planning.
- Introduction of the Basin Walk along Tykes Water for a pleasant streamside park.
- A walkway which leads to the central hub connecting the Market Square to public transport.
- The design unfolds into softer spaces beyond the Market Square, including a winter garden.
- Emphasis on creating year-round spaces that foster social interaction and community cohesion.
    - Distinctive features include a physic garden, the green, linear park, and London LOOP.
    - The importance of diverse parks, meadow spaces, and noise attenuation on the eastern side was raised.
    - The need for natural play areas with sensory elements for interactive and low-maintenance play.
    - Proposing versatile concepts like physic gardens for health and creative purposes.
    - Caution about overusing community allotments and instead suggesting voluntary or complementary planting and fruit orchards (such as Sunnyside Rural Trust).
    - Exploration of unique opportunities for distinctive and seasonally dynamic design.
    - During the workshop, the importance of accessible pathways for wheelchair users and those with mobility issues, in addition

to space for young parents and prams was highlighted.

- An emphasis was made amongst participants on partnerships and coordination between services and stakeholders.
- The importance of maintaining realistic insights into the challenges of social prescribing, funding constraints, and the role of charities within the new Heathbourne Green communit

Engaging the Next Generation

Trulocom and TLC Care hosted a stand at Generation Hertsmere, a careers fair for secondary school students in the borough, to discover more about their future career options.

Trulocom used this opportunity to engage with about 800 students, aged 15-18 years old from across the borough to gather their views on topics including ageing; age friendly places; what makes intergenerational interaction meaningful to them; and what they value most as they age.

Students from 11 schools from around the borough attended, including:

• Bushey Meads	• Falconer	• Mount Grace
• Chancellors	• Forest House	• Queens
• Dame Alice Owens	• Grange Academy	• Yavneh
• Elstree Screen Arts Academy	• Hertswood Academy	

Image of students' answers to questions at the careers fair stand

5. Community Listening – Feedback.

5.1 Summary of Hertsmere Community Listening

This section analyses the feedback received from the Community Listening exercise carried out in July and August 2023. From 20 July 2023 to 31 August 2023 feedback was gathered through a survey to provide an understanding of how residents in Hertsmere feel towards living and ageing, as well as what they like and do not like about their local area.

During the engagement period, a total of 201 responses were received, through online and in-person surveys.

Overall, respondents reported that they feel overwhelmingly positive about their local area given the convenient links to London, whilst maintaining a quiet, community-orientated, village feel. However, whilst residents thought positively about their local area, there were several respondents who thought that improvements could be made, including to the local highway network; the variety of retail provision; and, importantly, that health and social care provisions, particularly for older people, could be improved.

According to the 2021 Census, Hertsmere has the second largest Jewish population of any borough in the UK, and Bushey Heath (the Site's ward) has the sixth largest Jewish community of any ward in the country, outside of London. In addition to the large Jewish population of Hertsmere, census data illustrates a growing Hindu population in the Borough. The rapidly growing Jewish and Hindu populations in Hertsmere therefore presents a unique demographic perspective, as many residents feel that their cultural and religious needs are met. This is due to the large amount of religious infrastructure and shops catering to specific dietary requirements, such as Kosher. With respect to the topic of ageing, a high proportion of residents identified ways in which the local area could be more accommodating to older people, for example, in the types of leisure and retail amenities in the area. Many residents commented that there should be more social clubs for elderly residents, and several residents cited the dwindling amount of good quality health facilities, such as GP surgeries, dentists, and opticians, as well as social care services.

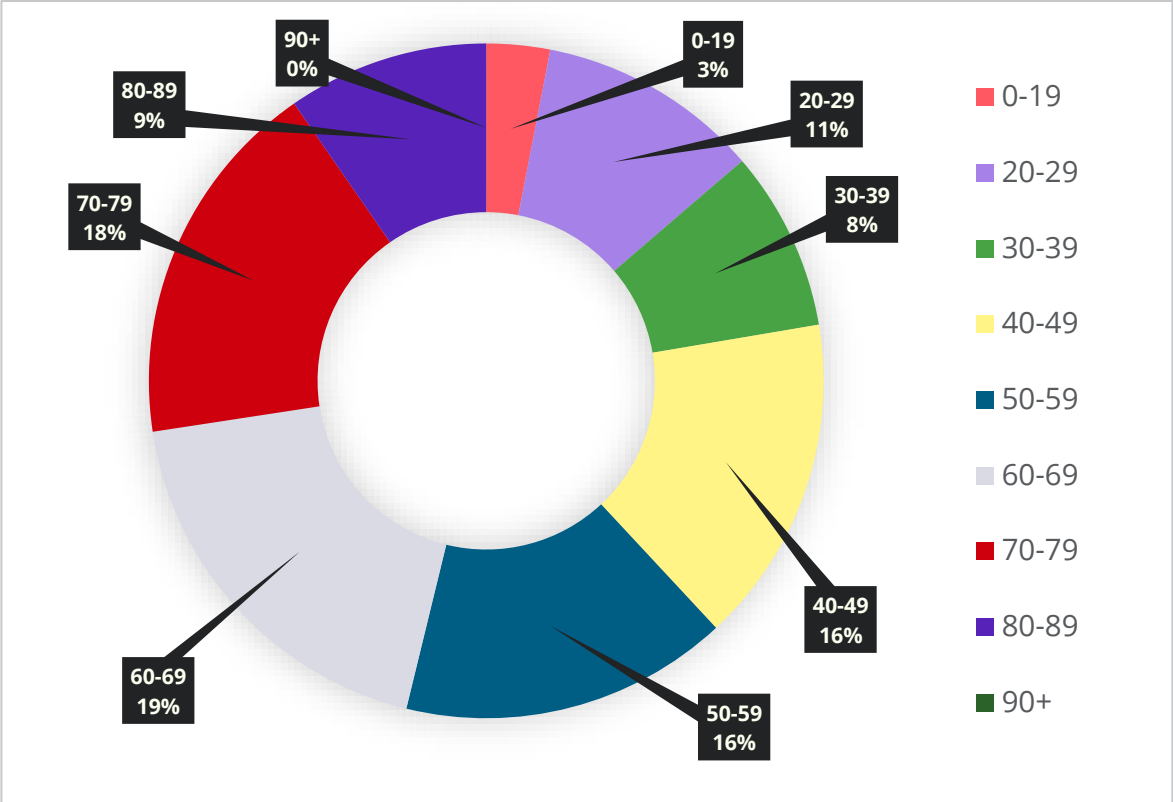
Finally, and particularly significant to Trulocom's proposals for developing an exemplar community at Heathbourne Green, there was noticeable sentiment amongst residents that although their current home might presently be suitable for use, they may be quite likely to

consider alternatives to their current living arrangements, either via retrofitting their current accommodation, or by relocating to suitable, often rightsized, or downsized, housing, which might better meet their needs. This is often reported to be because of the size of one's garden, stairs in a house, or other factors that are impacted by mobility.

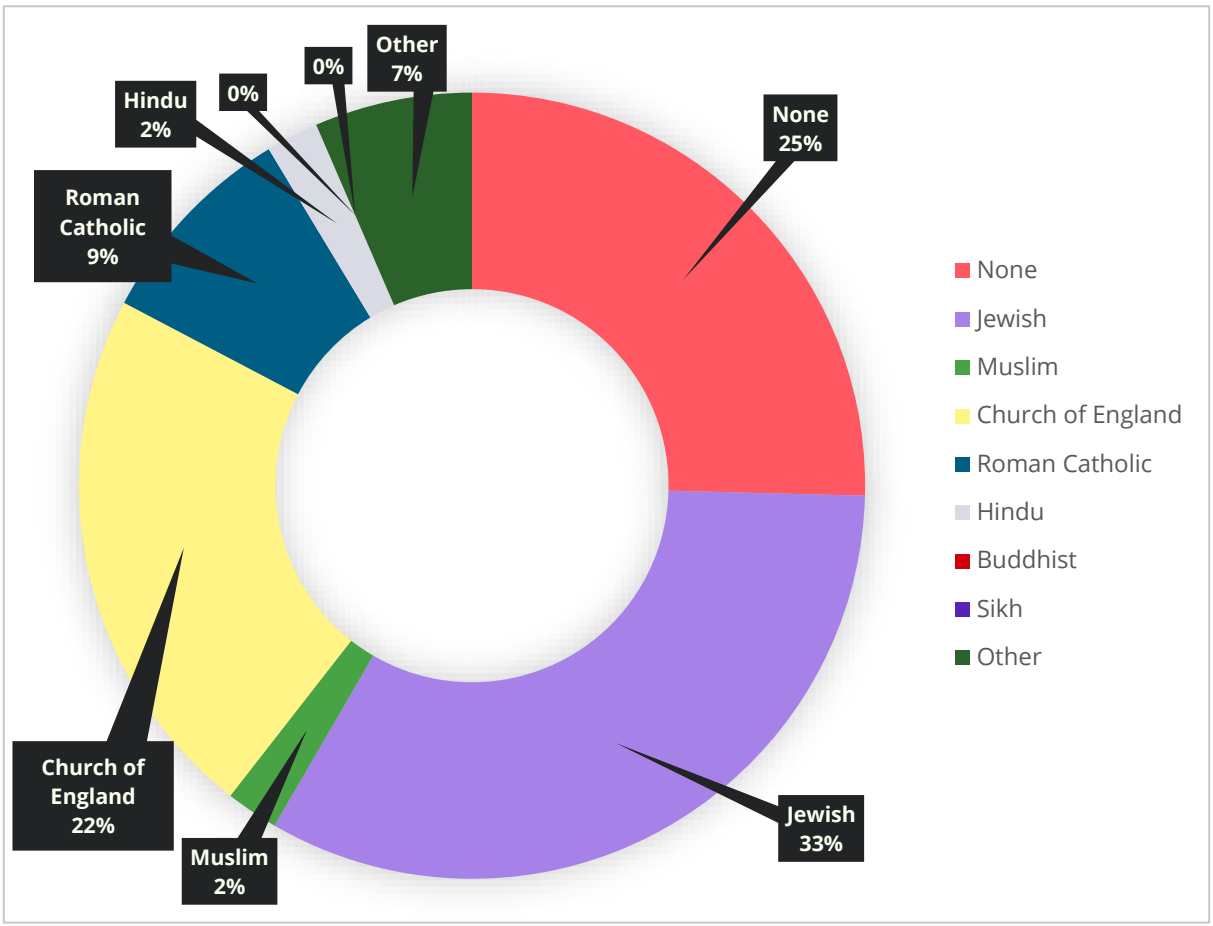
5.2 Overall Feedback Received

The following section provides a selection of comments and responses gathered during the Community Listening exercise, separated by the specific questions featured on the survey.

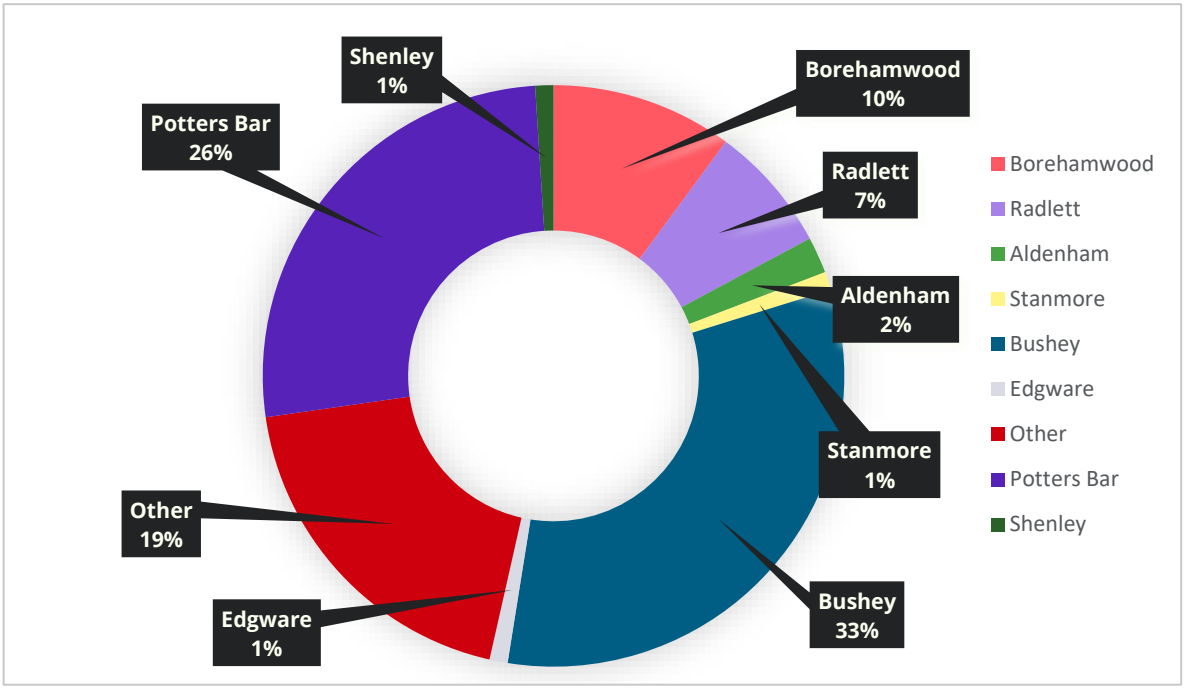
Question 1: What is your age? Please select from the brackets below:								
0-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90+
6	**21**	**17**	**31**	**31**	**37**	**35**	**19**	**0**

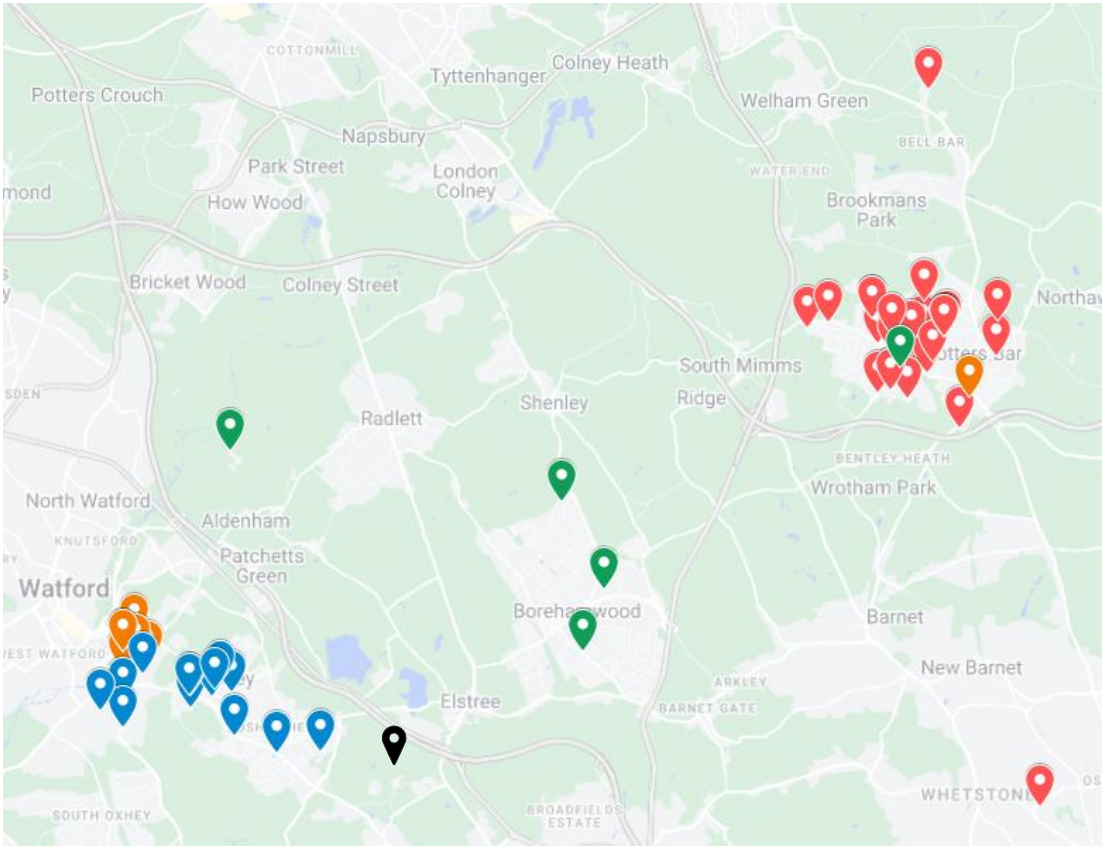


Question 2: What religion, or religious denomination or body do you belong do?								
None	Jewish	Muslim	Church of England	Roman Catholic	Hindu	Buddhist	Sikh	Other
47	**61**	**4**	**41**	**16**	**4**	**0**	**0**	**12**



Question 3: Where do you live in the local area?



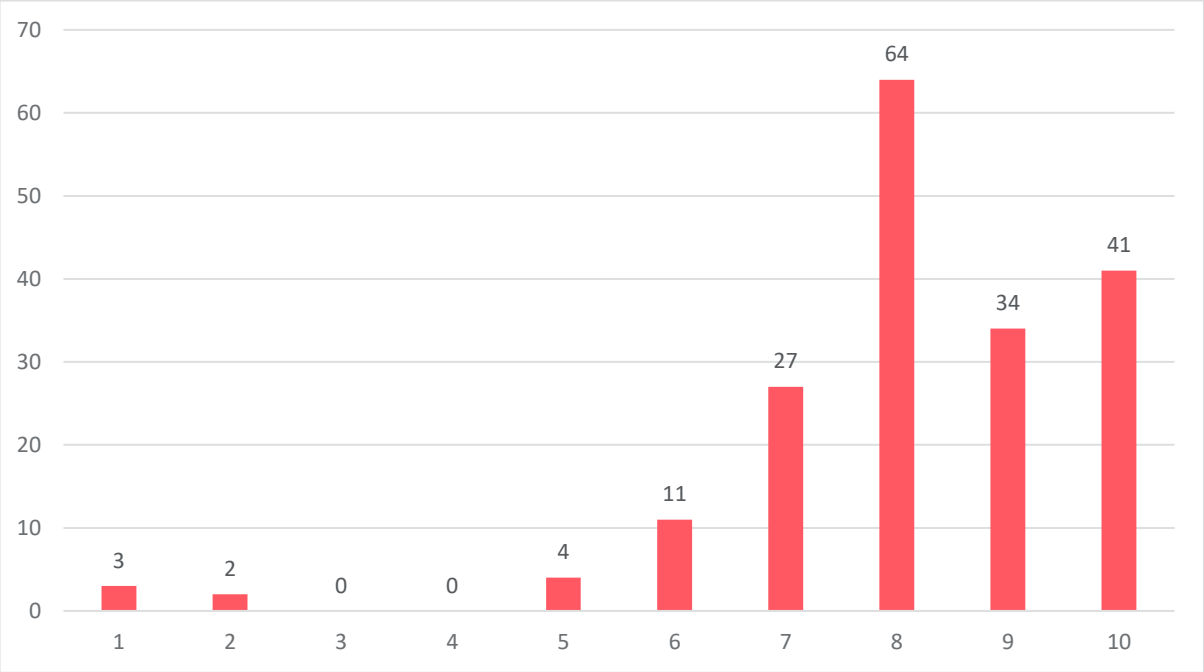


Each marker represents a postcode provided by respondents to question 3 of the survey.

- Orange: Bushey St James street stall
- Blue: North Bushey door- knocking
- Red: Potters Bar street stall
- Green: Online
- Black: Approximate site location

Note: Cavendish Consulting has the ability to present an interactive version of this map, which can be zoomed in and examined more closely if required.

Question 4: On a scale of 1- 10, how much do you like the area in which you live?									
1	2	3	4	5	6	7	8	9	10
3	**2**	**0**	**0**	**4**	**11**	**27**	**64**	**34**	**41**



The vast majority of respondents considered their area in a positive way, with 75% of respondents rating their local area an 8 out of 10 or higher, resulting in an average of respondents scoring their area an 8 out of 10. Overall, it can be said that there is a highly positive sentiment and residents have a broadly positive view of the area in which they live, however, there are a small number of individual anomalies who report that they dislike their local area.

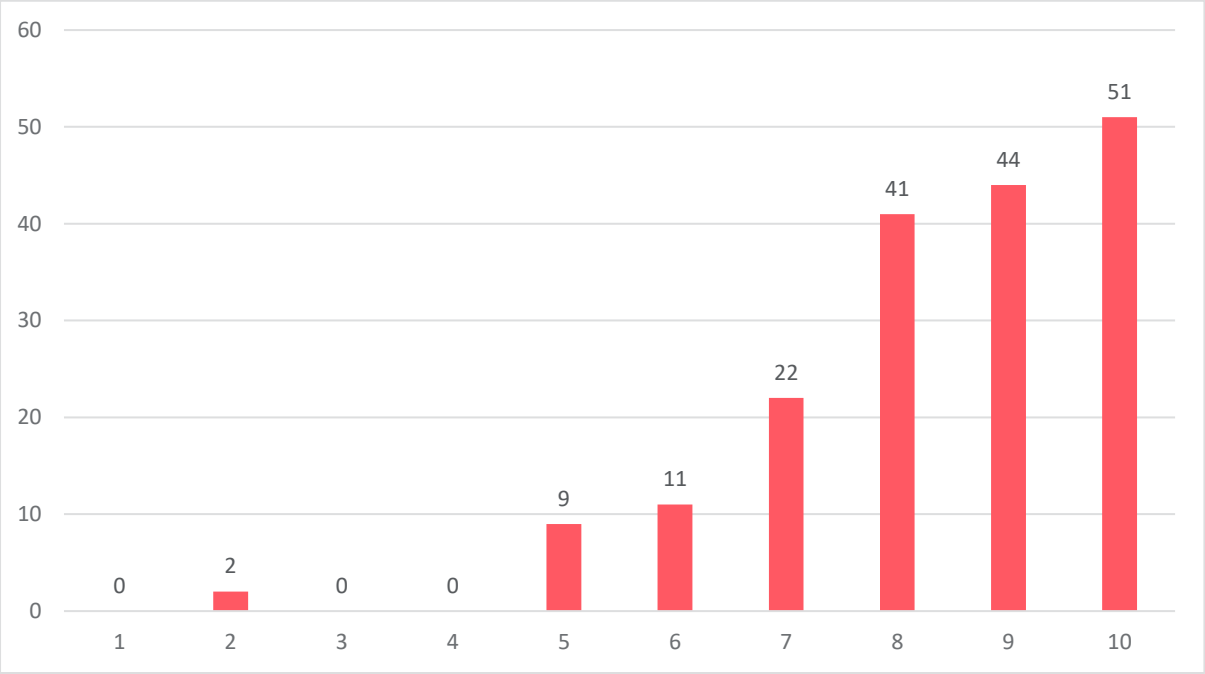
Below are some indicative qualitative responses from some of the questions (Note that these responses are taken from all surveys so may not be applicable to all areas):

Question 5: What specifically do you like about the area in which you live?
Like the area generally, nice people. Easily commutable, good walking routes, things to do (Bushey St James)
Schools, community, amenities, location to London (Borehamwood)
Quiet, safe, green, good doctors, good convenience shops (Borehamwood)
Close to relations (North Bushey)
Little village feel, everything you need (Radlett)

The following question aims to explore how welcome one feels within their local area:

Question 6: What do you feel is missing from or could be improved within your local area?
Parking for older people, care for older people in this area needs improving, need greater care for elderly (Bushey St James)
Not really, more facilities for new homes, more doctors (Bushey Heath)
More spaces for community to get together (Borehamwood)
High street needs more cafés, lacking social groups and activities (Borehamwood)
Better bus service, cinema, tube (Radlett)

Question 7: How welcome do you feel in your local area?									
1	2	3	4	5	6	7	8	9	10
0	**2**	**0**	**0**	**9**	**11**	**22**	**41**	**44**	**51**



Overall, the majority of residents feel welcome in their local area, and whilst this question naturally correlates to how much a resident likes the area (in Question 1), it is interesting to see a slightly higher skew towards the highest rating.

The following tables contain a series of qualitative results in response to questions relating to ageing and ageing well within the local community.

Question 8: What does 'ageing well' mean to you?
Having a sense of community, family, safety, and good health. For younger people, ageing well is getting on the housing ladder (Online)
Having a good community and family connections nearby (Borehamwood)
Access to shops and transport, trains and buses (Potters Bar)
Having access to community and the opportunity to socialise Doing things Accessibility and transport (Radlett)
Health and good care (Radlett)

Question 9: What does an 'age-friendly' environment or neighbourhood mean to you?
A place where you can feel safe. Age without judgement. active community. People who are aware of dementia. (Borehamwood)
All ages coming together Facilities for all ages Gyms , spaces to walk the dog, restaurants (Borehamwood)
More affordable housing. (Radlett)
Inclusive. Convenience/walking distance (Bushey Heath)
Providing amenities that suit both young and old with easy access to them. Not to be afraid about going out and about (North Bushey)

Question 10: How do you feel about getting older?
Need to plan for the future (Bushey Heath)
Don’t like it, but happy to still be alive, would like more GP appointments, healthcare is very important (Bushey St James)
Worried as don't want to lose my independence (Radlett)
Excited for future but don't want to lose people and experiences (Borehamwood)
Perfectly comfortable with that (Online)

Question 11: In your view, what are the best ways to combat loneliness and isolation in older people?
Good circle of friends Local clubs in the community Knowledge of knowing what available (Radlett)
Community events where they can meet young and old – talk and play games Things they can go to and people can come to them to interact Intergenerational interactions (Borehamwood)
Get outside, get out if the house and mix with people (Potters Bar)
Covid has had a big impact. Continued socialising needed. Avoid isolation (Bushey Heath)
Exercise, walking, swimming (Radlett)

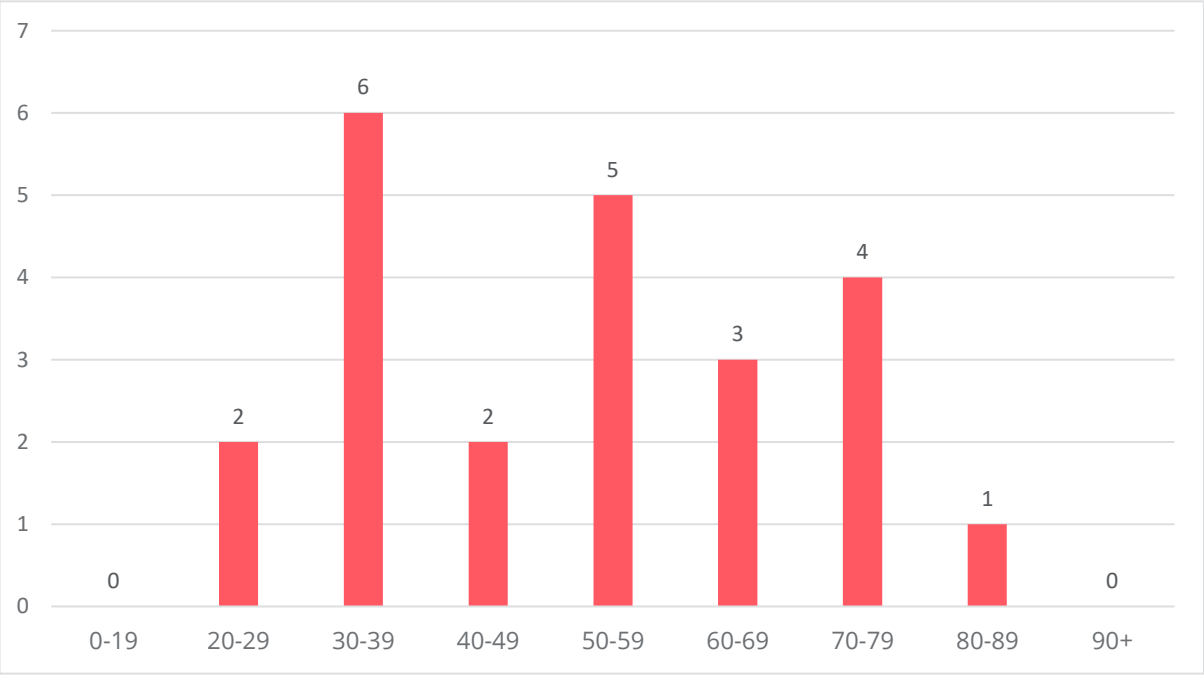
Question 12: As you age, do you think your current home will be well suited to your needs?
It's too big as it's a family home. I'd downsize but would stay in the local area (Borehamwood)
No. Multiple floors (Radlett)
Its fine but might be more challenging if I get less mobile (Borehamwood)
Yes. Ground floor with terrace. Good grounds (Bushey Heath)
Yes- would stay in home if possible. Would never more from area (Bushey Heath)

Question 13: Do you feel that your local area meets your cultural and religious needs? What could be done to improve this?
Yes, family and friends are a mix of Jewish, Iranian and Christian and this area meets those needs (Bushey Heath)
More opportunities to bring people from different faith groups together Lots of different faiths – community space to bring them together is needed (Borehamwood)
Think it does, diverse community (Radlett)
We don't have a permanent place for the synagogue so would be good to have a more fixed place but otherwise good. Nice community (Borehamwood)
Good and nice community (Bushey Heath)

Bushey North Ward – Door Knocking

On 8 August 2023, members of the project team conducted a door knocking session in Bushey North ward. Over a period of four hours, 24 responses were collected. Below is a selection of feedback and comments gathered within the Bushey North ward.

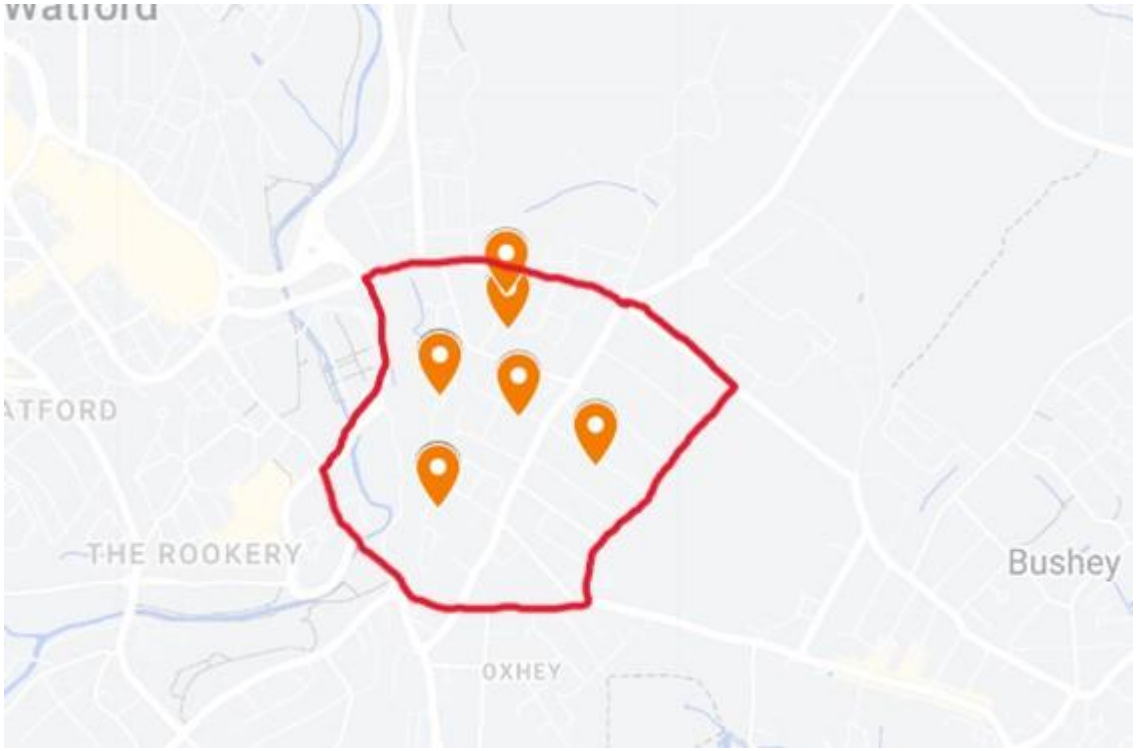
Question 1: What is your age? Please select from the brackets below:								
0-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90+
0	**2**	**6**	**2**	**5**	**3**	**4**	**1**	**0**



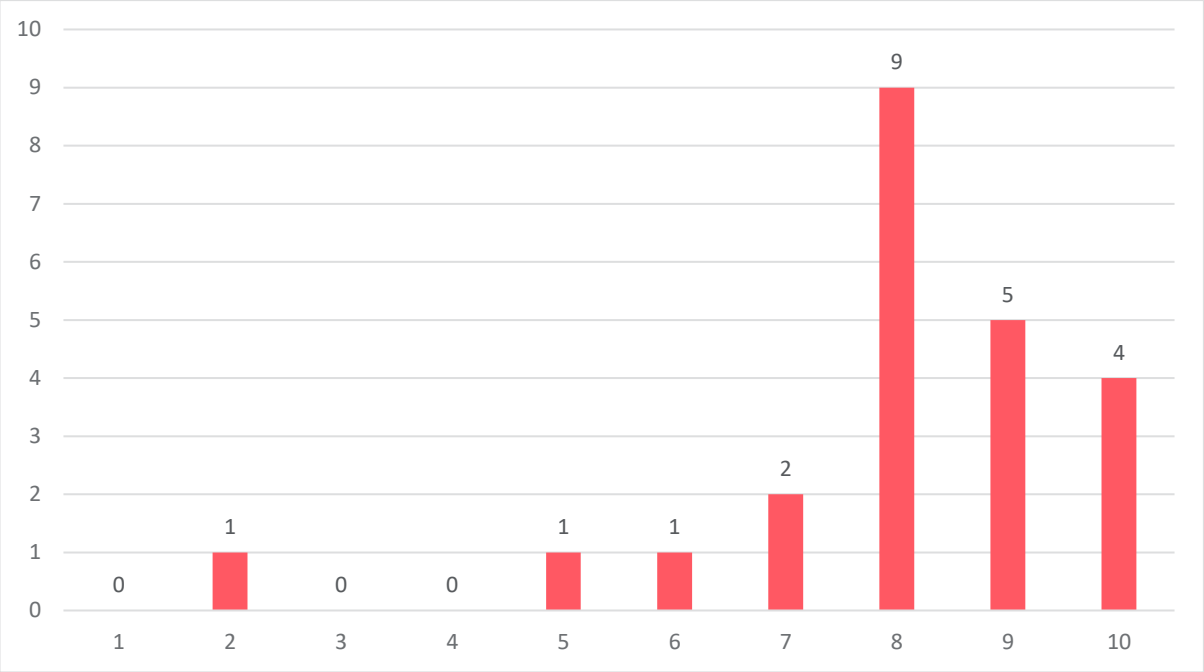
Question 2: What religion, or religious denomination or body do you belong do?								
None	Jewish	Muslim	Church of England	Roman Catholic	Hindu	Buddhist	Sikh	Other
12	**0**	**0**	**5**	**0**	**2**	**0**	**0**	**3**

Question 3: Where do you live in the local area?

Each marker represents a postcode provided by respondents to Question 3 of the survey gathered during the Bushey North door-knocking, which took place within the approximate red-line area, below. This question, as with the rest of the survey, was not compulsory.



Question 4: On a scale of 1- 10, how much do you like the area in which you live?									
1	2	3	4	5	6	7	8	9	10
0	**1**	**0**	**0**	**1**	**1**	**2**	**9**	**5**	**4**



Question 5: What specifically do you like about the area in which you live?

Recurring themes
Green spaces and the countryside
The community and residents
Living in a safe and quiet environment
Living close to London and the available public transport
Availability of shops

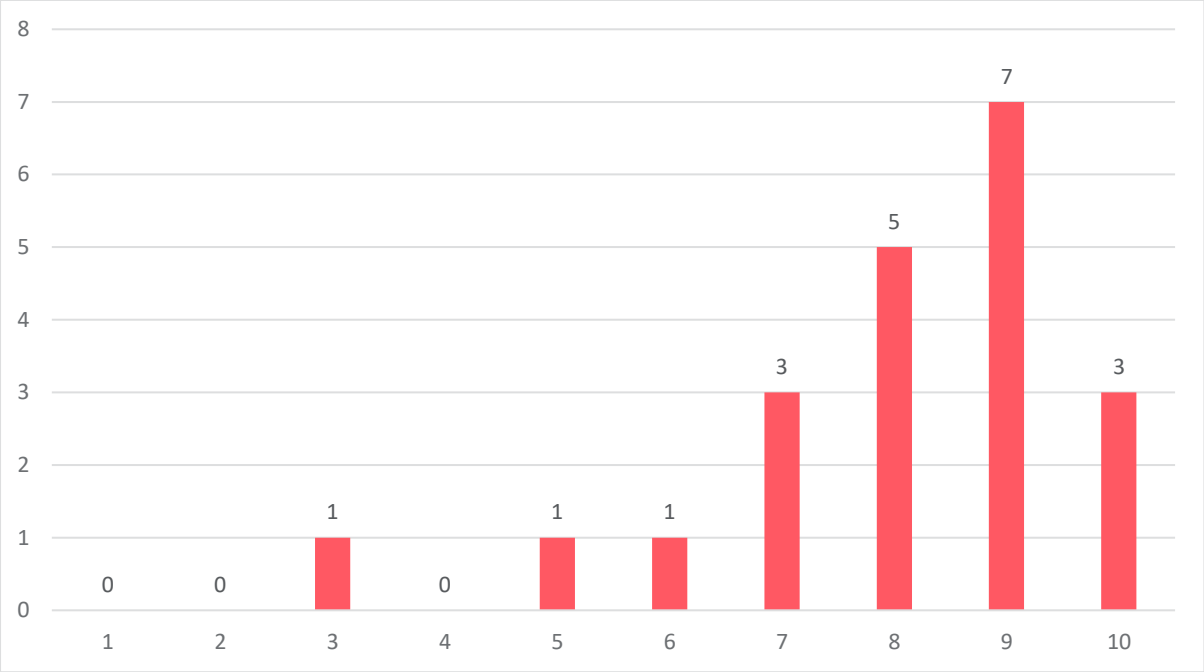
Sample of comments
Close to train station with easy access into London. Sense of community. Easy access to shops and other amenities. Also countryside only a 10/15 minute drive away.
Close to relations.
Nice little close, been here a long time.
Grew up here, feels safe, easy access.
Environment – quiet. Open space.

Question 6: What do you feel is missing from or could be improved within your local area?

Recurring themes
Traffic and roads
Transport services
Quieter
Multiple respondents stated 'nothing'

Sample of comments
Public transport. Buses and trains at unreliable. Need more fitness groups and classes for over 50s.
Traffic, noise, pollution, overpopulation.
Bit more of a communal feel.
Very expensive, more homes for first time buyers.
Footpaths and connections.

Question 7: How welcome do you feel in your local area?									
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
0	**0**	**1**	**0**	**1**	**1**	**3**	**5**	**7**	**3**



Question 8: What does 'ageing well' mean to you?

Recurring themes
Maintaining good health
Living close to family and friends
Exercising and staying fit
Access to care facilities and medical infrastructure
Socialising

Sample of comments
Good health, social, activities.
Having family and friends.
Healthy, access to good hospitals.
Still active, socialising.
Independence.

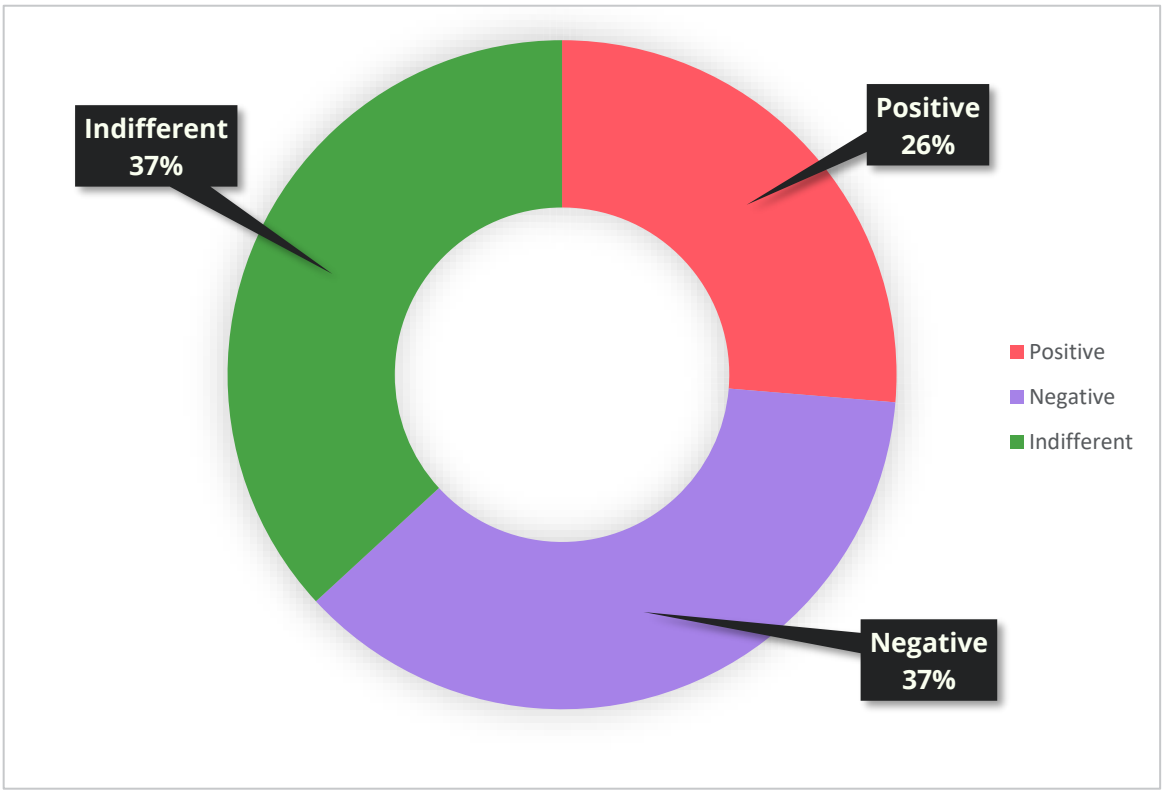
Question 9: What does an 'age-friendly' environment or neighbourhood mean to you?

Recurring themes
Accessibility
Seating
Interaction between age groups
Access to amenities, transport and shops
Surrounded by people of a similar age
A strong community and good neighbours
Inclusion

Sample of comments
Being able to access all that goes on in the local community and being close to grown up children and their families and staying close to friends. Feeling fit and well to continue to do the things that I enjoy like watching sport eating at restaurants etc.
Extra seating, benches, better buses, more retirement places. Flats with a separate kitchen. Not enough space in houses for recycling bins.
Good access, friendly, good for disabilities. Bus stops with better seating and showing waiting times. Better bus travel for over 60s.
Inclusion regardless of age, safety and care.
Needs to cater to all ages, ramps for buggies and wheelchairs.

Question 10: How do you feel about getting older?

The following responses have been grouped based on their sentiment.



Sample of comments
Worries where country is going and prices. Retirement age going up and wages aren't. More worried about kids
I just want to be healthy and near good hospitals.
Young at heart but scary. Especially for mental health.
As long as I'm healthy.
No problem. Inevitable.

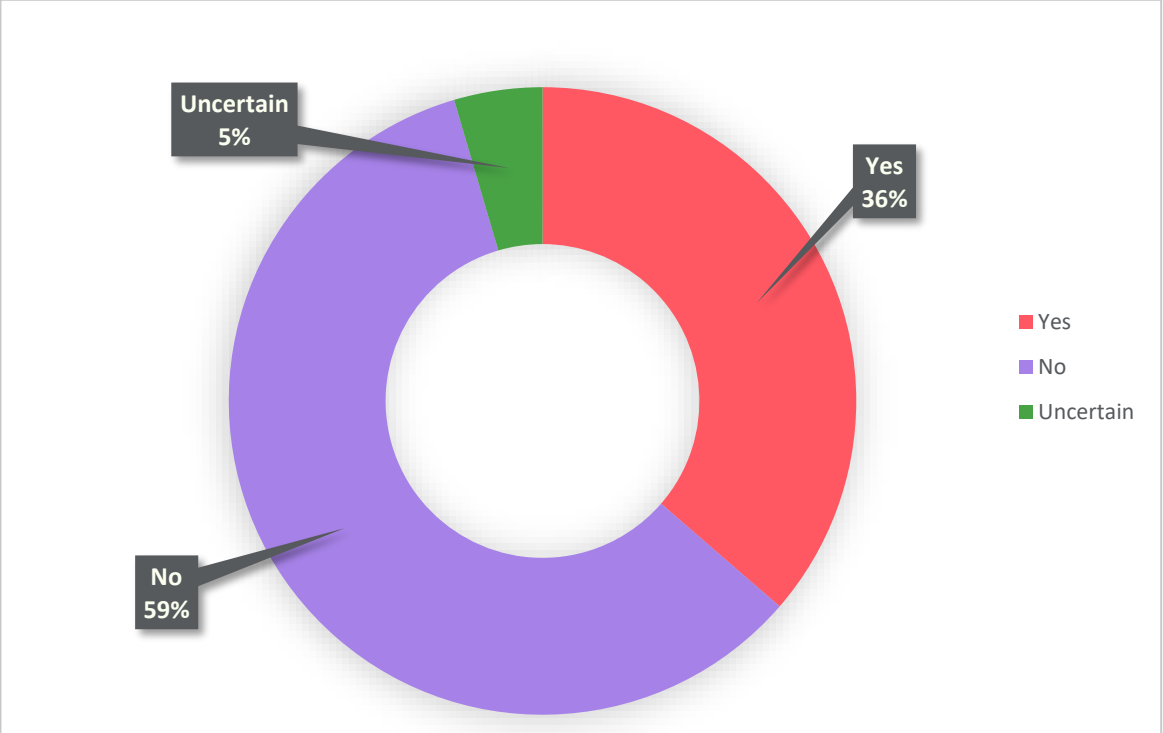
Question 11: In you view, what are the best ways to combat loneliness and isolation in older people?

Recurring themes
Organisations and groups for older people
A strong community and good neighbours
Socialising
Staying in contact with family and friends
Attending activities and events

Sample of comments
Having social groups that cover a variety of activities that would suit the majority. Letting them know what is available maybe with leaflets as not everyone has access to the internet.
Clubs they can access, community groups, get together for tea.
Not many groups for older people, regular outlet, perhaps an exercise class.
Friends, community.
Social care improvements critical.

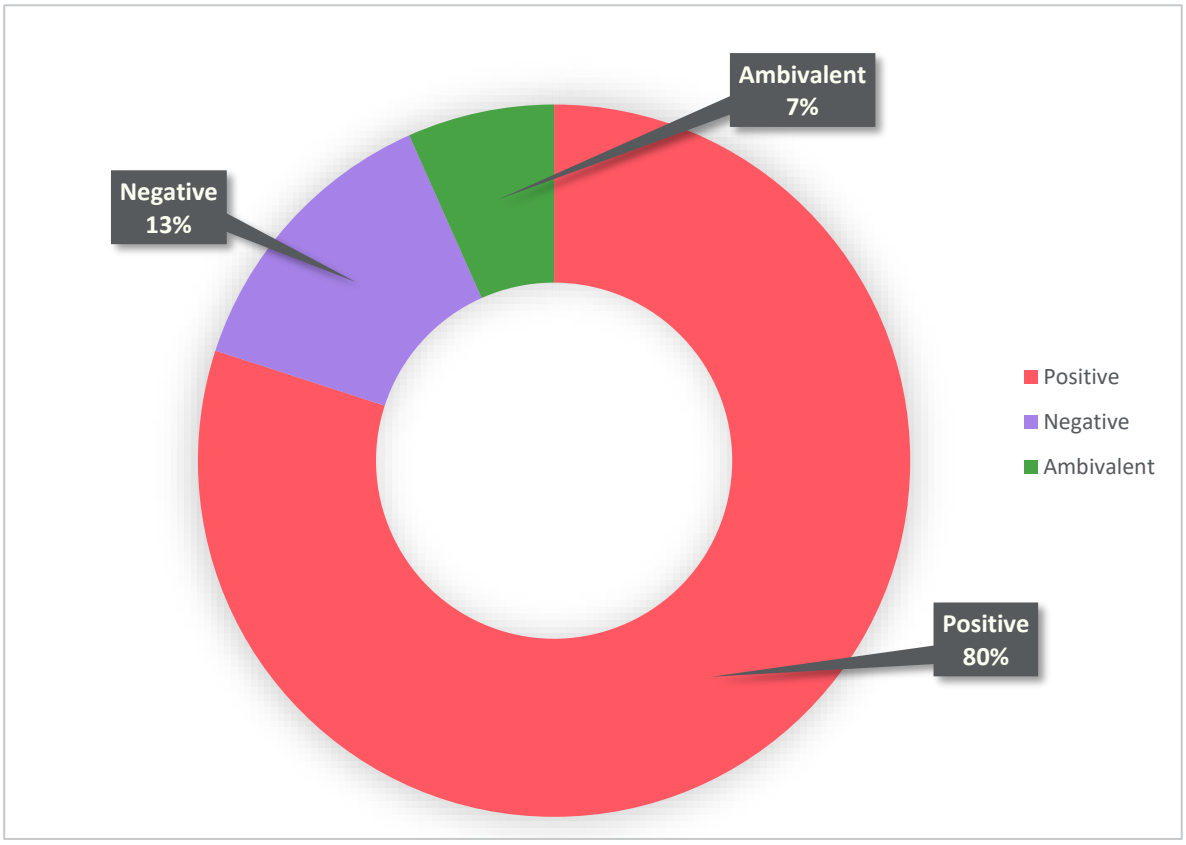
Question 12: As you age, do you think your current home will be well suited to your needs?

The following responses have been grouped based on their sentiment.



Sample of comments
Probably won't be. Need to downsize but not to a flat.
It's already getting too much. The garden is too much.
Good for now.
I'd need to move as it's not suited.
Well suited.

Question 13: Do you feel that your local area meets your cultural and religious needs? What could be done to improve this?



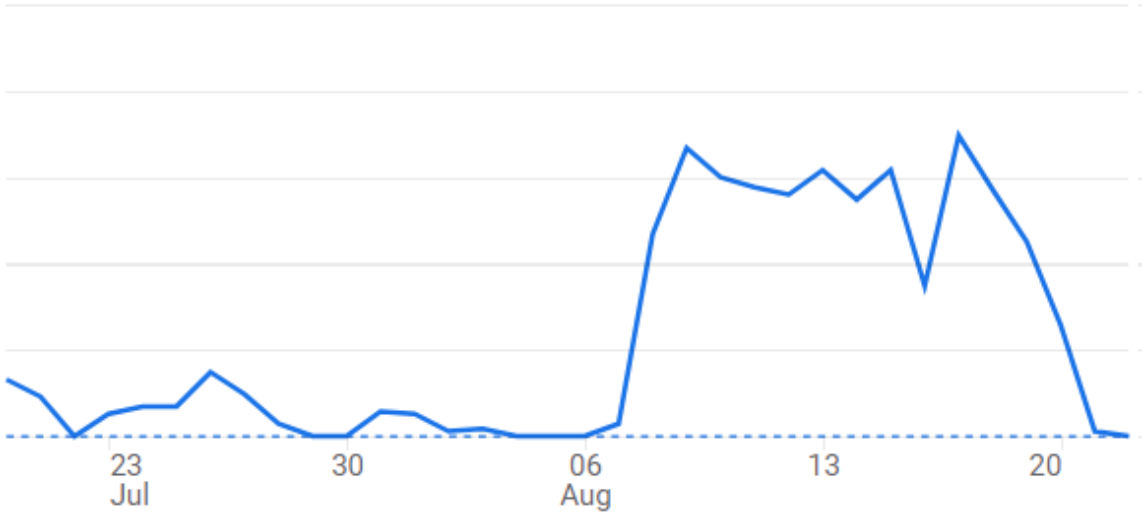
Sample of comments
Lots of religions.
Meets it well.
Not bad.
Feel included in community.
More could be done. Needs more regular social events for young ones.

Social Media Advert and Website Metrics.

Over the lifetime of the social media adverts, which ran from 8 August 2023 to 22 August 2023, the adverts were reached by 20,288 individual users, and the link to the survey was clicked on 1,022 times in total.

These metrics demonstrate a successful campaign that ultimately shared the work that Trulocom has done to engage the local community on the key principles on which the scheme is developed. This is evidenced by the relatively high Click-Through Rate (CTR) of 2.05%, compared to the worldwide average CTR for Facebook ads within the Real Estate industry of approximately 1.19% (as of March 2023).[1] This high CTR represents the enticing content that was presented to users, which made use of video and carousel functions.

The image below demonstrates the number of users that visited the survey website and the increased viewership it received during the lifetime of the social media campaign.



The campaign was split into three adverts, which aimed to cater to a variety of age ranges:

- An advert catering to older demographics (40-65+).
- An advert catering to younger demographics (18-40).
- An advert catering more broadly to users (18-65+).

[1] https://www.statista.com/statistics/345885/facebook-advertising-ctr/

Across the entire campaign, the most common age ranges to view the adverts was 35-44, which reached a total of 4,960 nearly 25% of the campaign's total reach. This can be put down to the high number of users in that age bracket.
Overall, during the lifetime of the social media campaign, the survey website was viewed a total of 1,119 times.

A heatmap showing the number of users in the surrounding Hertsmere area who visited the website during the social media campaign can be found below:

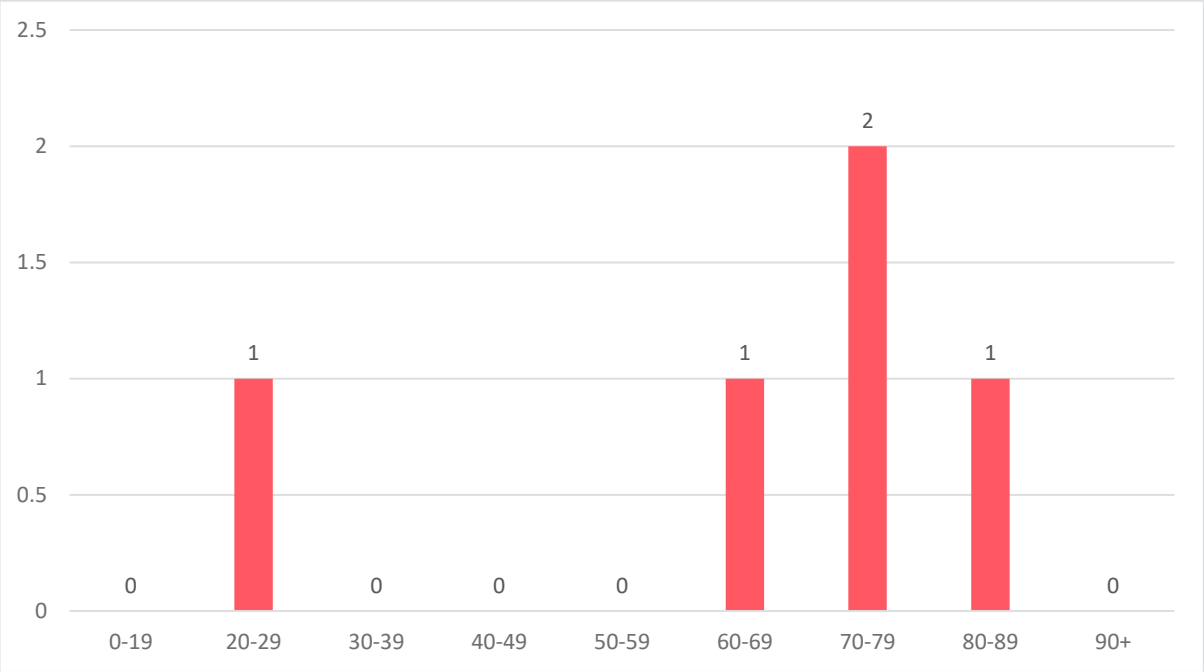
It is important to note that the heatmap only displays the approximate area rather than the exact location that the user is. Equally, for example, even though someone might have filled the survey in Watford, they may live in Borehamwood or Radlett.

Ultimately, it is evident that despite the adverts being highly engaging and attractive, encouraging a high click through rate, it is possible that both the topic and length of the survey was simply too long to encourage users to complete it unless directly prompted (i.e. in person, at a street stall). Notwithstanding, it is clear from the wide reach and click throughs of the campaign that the topic clearly resonated, at least to an extent, with a large portion of the population and of users in the nearby area.

Below is a selection of feedback and comments gathered from respondents of the survey online.

Question 1: What is your age? Please select from the brackets below:

0-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90+
0	**1**	**0**	**0**	**0**	**1**	**2**	**1**	**0**

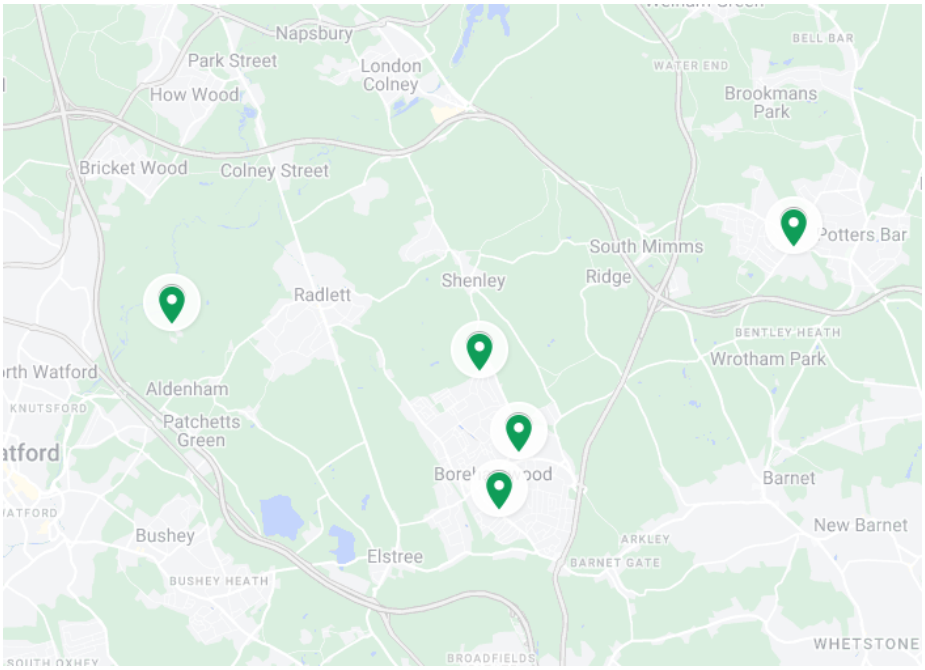


Question 2: What religion, or religious denomination or body do you belong do?

None	Jewish	Muslim	Church of England	Roman Catholic	Hindu	Buddhist	Sikh	Other
0	**2**	**0**	**1**	**1**	**0**	**0**	**0**	**0**

Question 3: Where do you live in the local area?

Each marker represents a postcode provided by respondents to Question 3 of the survey gathered online.



Question 4: On a scale of 1- 10, how much do you like the area in which you live?

1	2	3	4	5	6	7	8	9	10
0	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**1**	**1**

Question 5: What specifically do you like about the area in which you live?

Lived here for 41 years so more familiar then anywhere else.
Friends, proximity to London and London transport. Good transport links. Good library.
Not much – lots of new soulless flats, very little community feel.
Wide pavements. Good community facilities and retail provision.
Peaceful and quiet and feels like living in the country but is near to the West End.

Question 6: What do you feel is missing from or could be improved within your local area?
Variety of shopping options, too many eateries.
Better public transport, more support for older people (perhaps a club aimed at over 60's). More understanding from the local GP surgeries, online appointment booking and triage is a nightmare for older people with poor IT skills.
Less pedestrian crossings on the high street. Improve mini roundabout at the station.

Question 7: How welcome do you feel in your local area?									
1	2	3	4	5	6	7	8	9	10
0	**0**	**0**	**0**	**0**	**1**	**1**	**0**	**1**	**0**

Question 8: What does 'ageing well' mean to you?
Nothing.
Being active and healthy with good social circle and social opportunities.
Being able to live with dignity in my own home and not continually worrying about how I'm going to eat and pay my bills.
Having a sense of community, family, safety, and good health. For younger people, ageing well is getting on the housing ladder.
Nothing.

Question 9: What does an 'age-friendly' environment or neighbourhood mean to you?
Communication. Not being alone.
Good affordable transport links, not everyone has a car or access to one. Safe environment, friendly neighbours. Responsive services. Social opportunities, communal opportunities for socialising.
Good transport (busses) that run on time, caring medical practitioners that have empathy with, and understand, the elderly
Having good communal facilities nearby as well as retail and health amenities. Level paving and disability accessible.

Question 10: How do you feel about getting older?
Scary. Being older makes you reflect on what you may have missed in earlier life. Health issues are a burden.
Fairly positive.
A bit frightened since I've been in my 70's, you seem to become invisible or looked upon as useless with no real value. It can also be lonely; friends are hard to come by.
Fine at this stage. Professing to the next stage of life is natural.
Perfectly comfortable with that.

Question 11: In your view, what are the best ways to combat loneliness and isolation in older people?
Encouragement for afternoon tea.
Ensuring that people with mobility issues or other disabilities/ both visible and noticeable have some form of check in person facilitated through primary care as their condition/situation should be known to primary care.
A council that has access to names and addresses of local people (perhaps through the voting register or with help from NHS records held by GP's) stay in touch with the elderly, provision of facilities / clubs aimed at the elderly would help.
Social clubs, varied activities, and being close to a community and loved ones.
Meeting others in a similar situation.

Question 12: As you age, do you think your current home will be well suited to your needs?
It suits my needs now but with a health condition that might mean it will deteriorate its possible it will not in the future.
Not sure.
No it won't, stairs, big gardens and general maintaining of is getting the better of me – problem is if I sell it I'll only be able to afford a small flat in a very impersonal block.
Not right now. Am renting and would like to buy.
Yes

Question 13: Do you feel that your local area meets your cultural and religious needs? What could be done to improve this?
Religious needs are plenty to choose from if wanting to. British culture is a let-down.
As I've got older I've become less religious so that doesn't bother me, I'm not due what you mean by 'cultural needs' – I'm white British.
Yes for the most part.

Conclusion

Overall, it was encouraging that a wide range of residents from across Hertsmere chose to engage with our Community Listening exercise, with respect to age, religion, and geographic location. The results of this report can therefore be seen to represent a cross-section of residents' views on living and ageing in the local area.

Residents have an overwhelmingly positive view about where they live, including the types of services, amenities, and facilities offered to suit their day to day needs and lifestyles. This is likely due to factors such as their sense of community and their proximity to family and friends. However, there were several respondents who reported a lack of a substantial provision of high-quality specialist accommodation and the need to increase the quality of care for elderly people.

Respondents generally feel welcome in their local area, with most providing a very high rating (i.e. 8, 9, or 10 out of 10), which heavily contributes towards community satisfaction.

The qualitative results collected highlight some of residents' key priorities in their community, especially when progressing in age. This includes safety, access to good healthcare facilities, access to amenities, and intergenerational interactions. Pertinently, whilst many respondents reported that their homes currently broadly suit their needs, there was a significant number of respondents who expressed concerns about the future suitability of the local housing stock for an ageing population. Respondents noted potentially limiting factors such as stairs or large gardens (which are inherently difficult to maintain), and some alluded to downsizing or rightsizing in the future as their health needs develop. Furthermore, respondents had a clear view about how loneliness and isolation in older people can be tackled. Many residents believed that this could be combatted through staying active and leading a healthy lifestyle and having regular social interactions with friends and family. This is an important aspect when considering social prescribing and its impact on overall wellbeing.

In addition, most residents reported having their cultural and religious needs met, which is likely due to the large amount of communal infrastructure already present. This notably applied to areas of higher Jewish populations. Therefore, while existing cultural provisions are of high quality, there is scope to improve or expand these facilities, especially given the growing Jewish population in the area.

Ultimately, the findings above underpin the importance of developing a strong sense of community and providing high-quality, accessible amenities as core tenets of placemaking. Regarding the delivery of specialist elderly accommodation, it is equally important that the existing and future needs of an ageing population are met by delivering specialist elderly accommodation, futureproofing development, and creating accessible infrastructure such as the implementation of level paving and ramps.

This exercise provided substantial quantitative and qualitative evidence that residents overwhelmingly have a clear view about what might improve their local area and the range of services and amenities that should be readily available and easy to access by both new and existing residents of Hertsmere. Residents also agree that any future development that aims to serve the needs of the local community must respond to the unique and specific needs of residents in the surrounding area.

All comments from the Community Listening exercise have played a pivotal role in Trulocom's ongoing community engagement efforts. This feedback was subsequently utilised alongside evidence gathered in workshops and throughout the Public Consultation to shape the design of the development and to ensure that the views, needs, and wants of the local community are incorporated into the proposals.

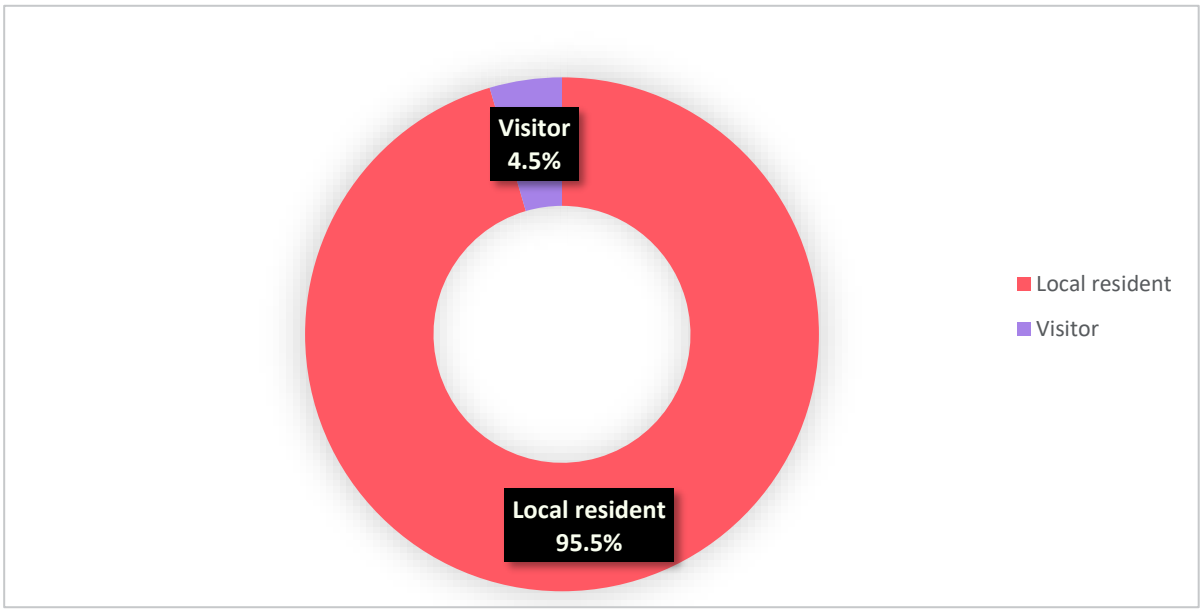
6. Public Consultation – Feedback.

A deadline on 17 December 2023 was set for all feedback submissions. This feedback analysis reviews all feedback received up to this date.

During the consultation period, Trulocom received a total of 23 responses, of which 19 of these were hard copy feedback forms, and out of these, nine were collected during the exhibitions, and ten were received via business reply. Four were received via the online form on the project website. Not every question was mandatory. Additionally, between 14 November 2023 and 17 December 2023 the project team received two further items of feedback via email.

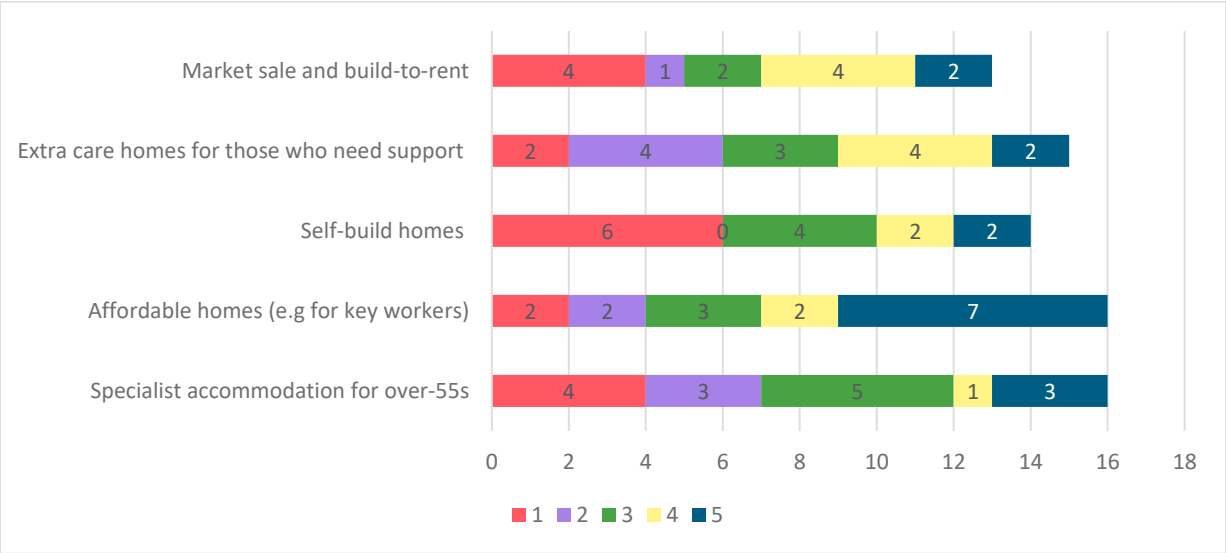
1. What is your relationship to the site?

Local resident	Local councillor	Visitor	Business owner	Other	Total
21	0	1	0	0	22
95.5%	0%	4.5%	0%	0%	100%



Most people who attended the Public Consultation and filled out a feedback form were local residents.

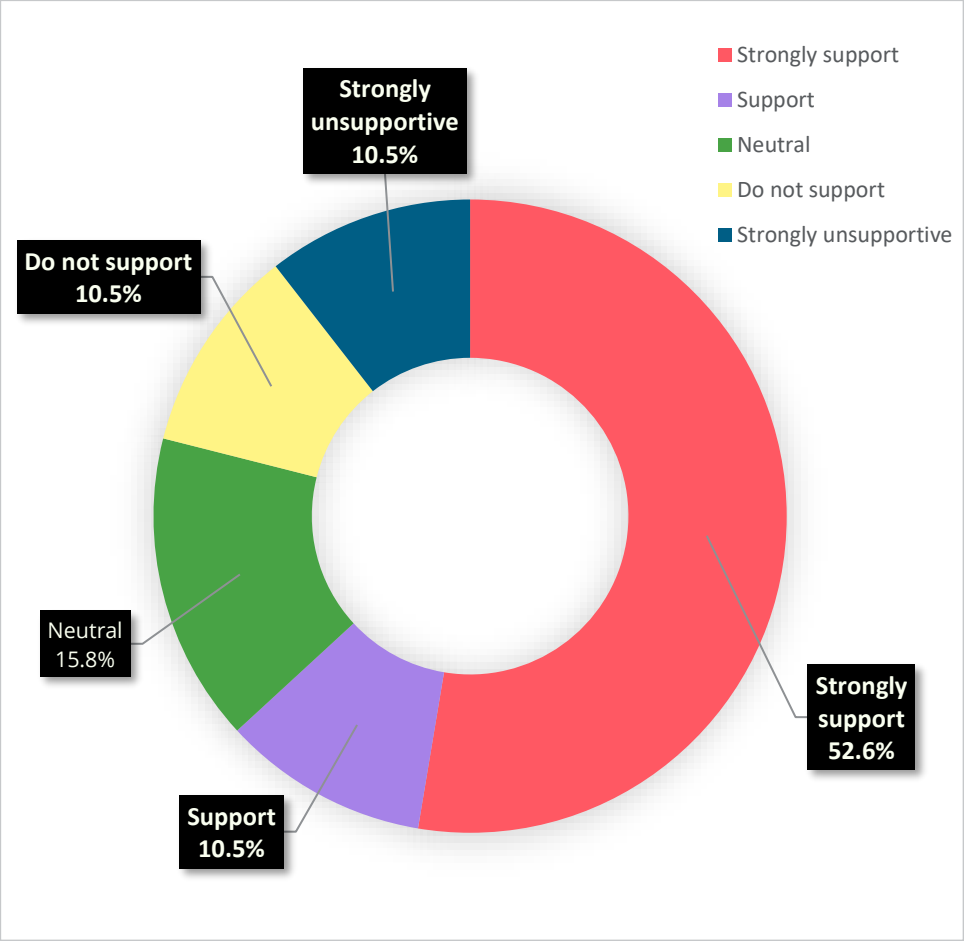
2. To create a truly and inclusive and diverse community, we will be providing a range of housing types to cater for all needs. On a scale of 1 to 5 (with 5 being the highest) which types of housing do you think are most needed in the local area?



There was a mixed view as to whether market sale and build-to-rent properties are needed in the area. This was mirrored closely for extra care homes. There was a clear sign that self-build homes were not desired by local residents, and there was a slightly negative view about the need for specialist accommodation for over-55s. The only option provided which received more than three votes for it being the most needed was affordable homes (including affordable housing for key workers).

3. The proposals at Heathbourne Green include a new GP surgery and a health hub. To what extent do you support these proposals?

Strongly support	Support	Neutral	Do not support	Strongly unsupportive	Total
10	2	3	2	2	19
52.6%	10.5%	15.8%	10.5%	10.5%	100%

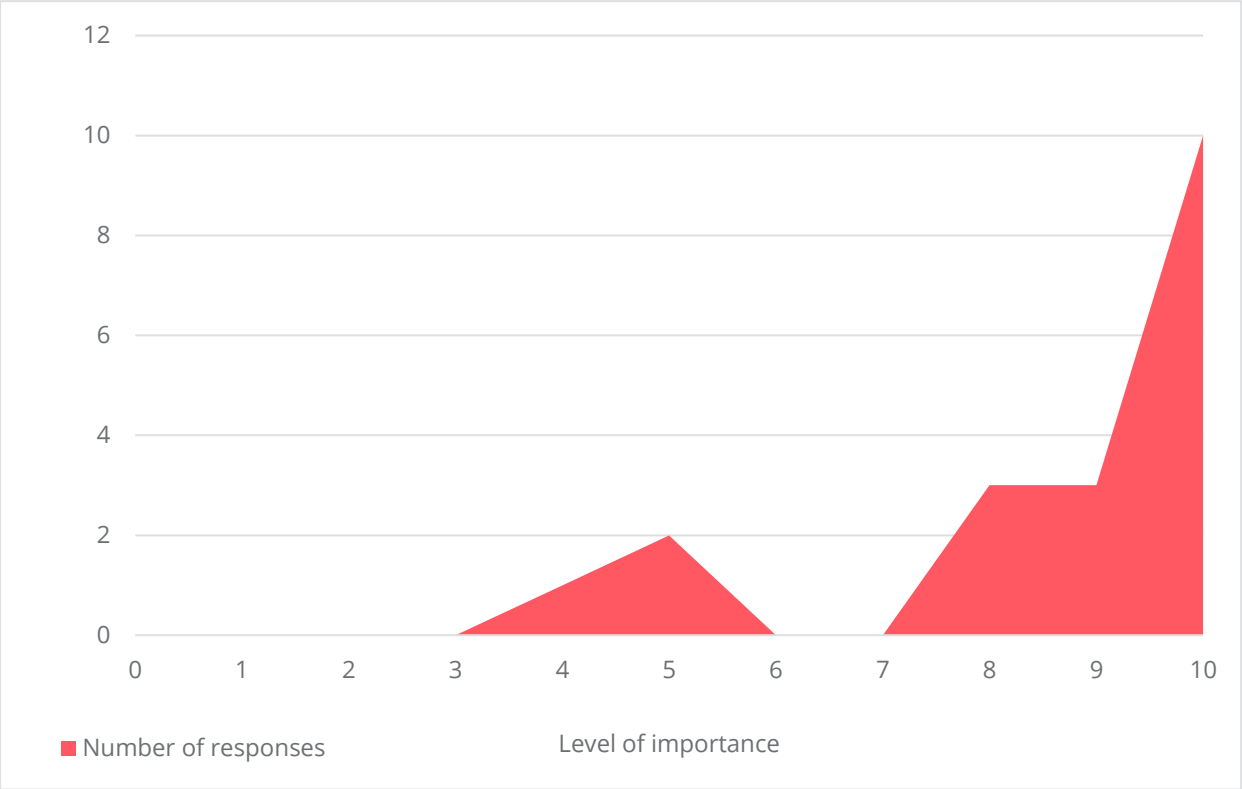


One of the key themes raised by residents at the exhibitions was that the existing healthcare provision in Bushey is lacking, and any moves to provide more healthcare facilities would be broadly welcomed. These comments are mirrored in the responses given by residents via answers to this question.

4. On a scale of 1 to 10, how important do you consider landscaping and green space as a part of a new intergenerational community?

Strongly disagree | Strongly agree

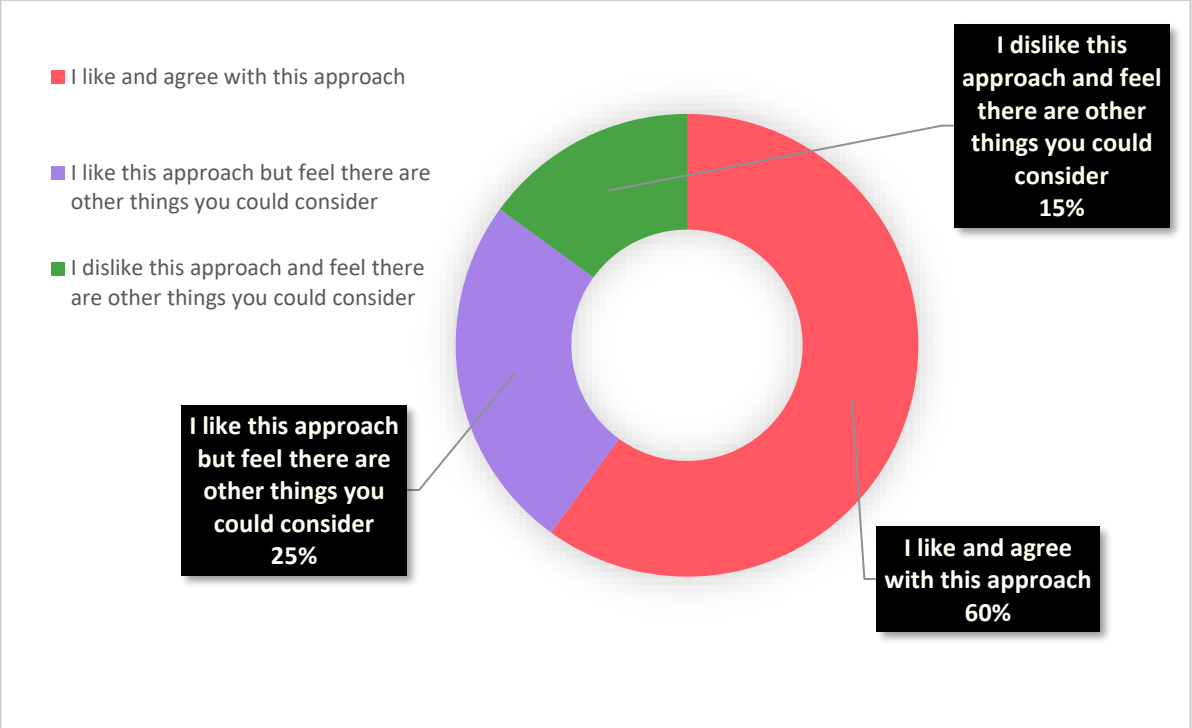
0	1	2	3	4	5	6	7	8	9	10	Total
0	0	0	0	1	2	0	0	3	3	10	13
0%	**0%**	**0%**	**0%**	**5.3%**	**10.5%**	**0%**	**0%**	**15.8%**	**15.8%**	**52.6%**	**100%**



The vast majority of responses agreed that providing new landscaping and accessible green space that could be enjoyed by both new and existing residents would be welcomed. Many residents specifically commented about the importance of green and open spaces in the context of ageing well.

5. We have taken steps to ensure the proposals can accommodate the older residents of Heathbourne Green, such as level paving throughout the site, wayfinding and dedicated on-site healthcare and wellness facilities. To what extent do you agree with this approach to address the needs of an ageing population?

I like and agree with this approach	I like this approach but feel there are other things you could consider (please specify below)	I dislike this approach and feel there are other things you could consider	Total
12	5	3	20
60%	**25%**	**15%**	**100%**



The vast majority of respondents agreed with the general approach that Trulocom has adopted in accommodating older residents within Heathbourne Green. Some residents (25%) commented that there might be additional ideas that could be adopted in Trulocom's plans to meet the evolving needs of the ageing population in Hertsmere.

Please tell us more about why you selected that answer.

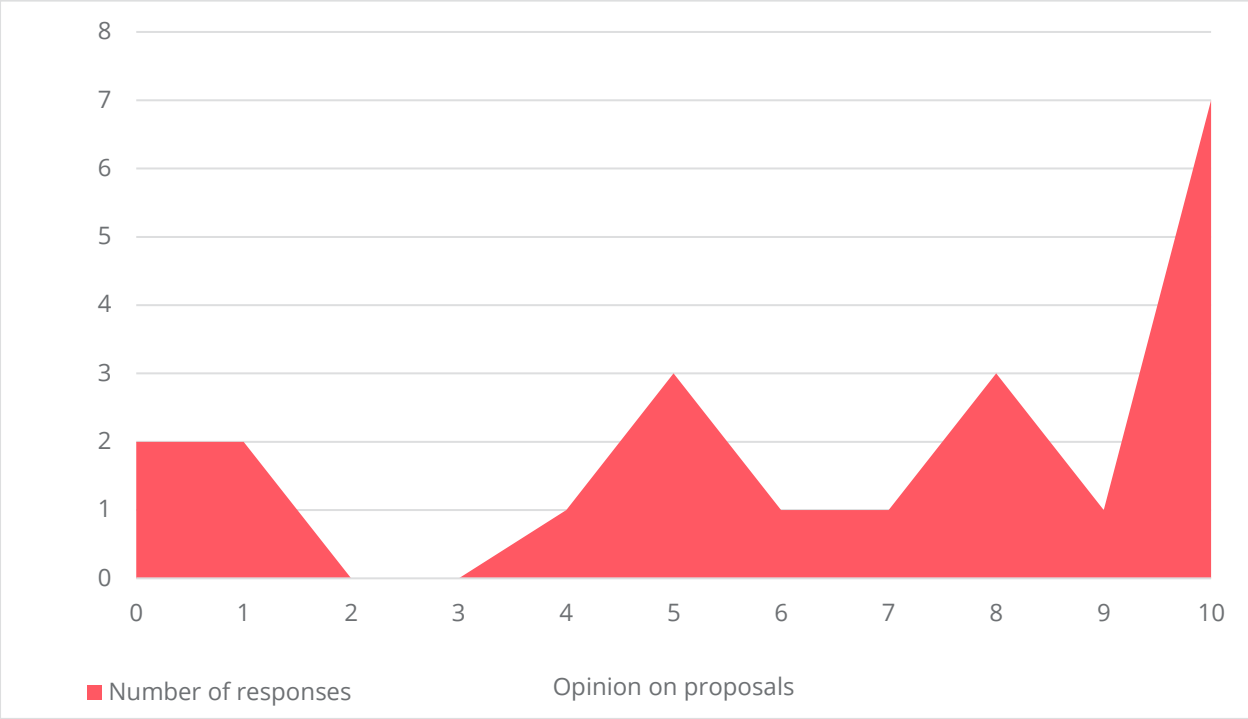
One of the benefits sited for the new construction is the provision of living space for the elderly. Whilst this is important there are already several retirement homes in the vicinity. So it does make sense to add another one nearby if the multi-generational aspect of the wider area is to be maintained.
I like these ideas, but I am wary to the extent that these promised can be delivered. With large waiting lists, and a shortage of medical staff and care workers, I worry that just building the infrastructure is not enough. Concrete measures need to be in place to make sure these services are able to meet all needs.
Although you state that the development will be intergenerational, most emphasis seems on the older residents... thus "intergenerational" appears a token gesture!!!
Provision of on -site maintenance in case things are broken. Even changing a light – bulb can be a challenge when you get older.
Need massive overhaul of transport planning. Flooding remediation.
The location is totally unsuitable for older people. There is no reliable public transport or shopping facilities in the immediate area
The idea is good but you haven't considered the traffic impact on our Bushey countryside. Making road lanes larger with traffic lights makes us in the middle of traffic congestion not less. We will be living like on a dual carriage.
Bench seating in areas lighting of main area get together afternoon clubs (play cards etc) Lunch clubs
From past experience, nine times out of ten, 90% of the proposed plans do not come to fruition. Organisations say what people want to hear, then it too late to do anything.
Pavements should be wide. Most of the pavements local to this area are dangerous, for elderly people, disable people or mothers with prams.

We are older couple looking to our future ne[e]ds
DO NOT KNOW AT THIS STAGE
Our local healthcare centre Manor View is excellent and caring but definitely overstretched.

6. We are proposing a range of facilities at the heart of Heathbourne Green, including local shops, cafes, restaurants, event and training space, workspace, open spaces and premises for local charities. On a scale of 1-10, what do you think about these proposals?

Strongly disagree **Strongly agree**

0	1	2	3	4	5	6	7	8	9	10	Total
2	2	0	0	1	3	1	1	3	1	7	21
9.5%	**9.5%**	**0%**	**0%**	**4.8%**	**14.3%**	**4.8%**	**4.8%**	**14.3%**	**4.8%**	**33.3%**	**100%**

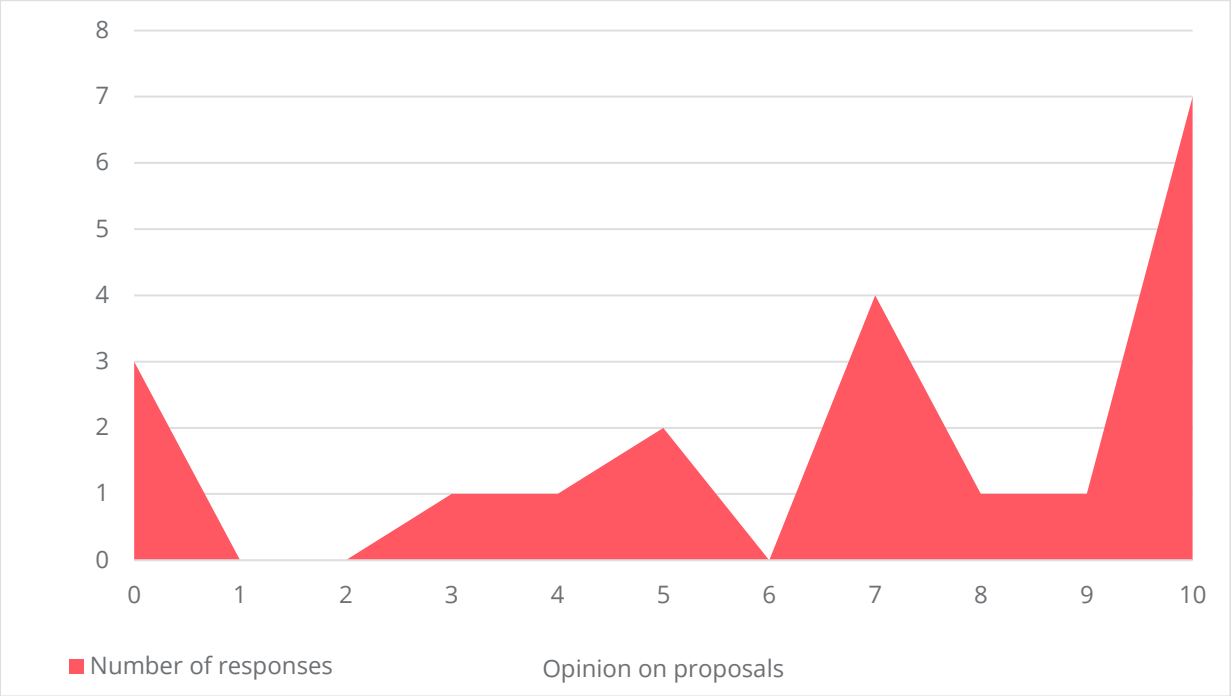


Whilst a majority of respondents thought that the variety of spaces and facilities being proposed were positive additions to the area, some residents either entirely disagreed or had a more nuanced view on this aspect of the proposals.

7. In order to reduce congestion locally and to improve connections to and from Bushey, we are proposing a number of measures at Heathbourne Green. These include improvements to the junction of Elstree Road and Heathbourne Road, as well as the provision of a new transport hub, footpaths and cycle paths. On a scale of 1-10, what do you think about these proposals?

Strongly disagree **Strongly agree**

0	1	2	3	4	5	6	7	8	9	10	Total
3	0	0	1	1	2	0	4	1	1	7	20
15%	**0%**	**0%**	**5%**	**5%**	**10%**	**0%**	**20%**	**5%**	**5%**	**35%**	**100%**



The vast majority of residents who submitted a feedback form were highly supportive of the improvements being proposed as part of the proposals, whilst other residents were somewhat sceptical about the efficacy of the changes being proposed.

8. Have you got any further comments or feedback regarding our proposals?

Responses are direct quotes from feedback forms provided.

Sounds very good, we need these to free up family homes. Just make sure access issue is well addressed.
High quality retirement accommodation is required with the ability to purchase, with aesthetically pleasing outlook and location.
I do not agree with building a synagogue or mosque this will cause more traffic problems and congestion to local residents. We already have problems with Emmanuel College and Avanti School. Too many developments in this area, should move this place to Radlett, lots of space!!
Agree we need affordable homes in the area but seeks new developments in the area, the "affordable" properties, people on low/middle wages still can't afford the properties.
The area does not need healthcare G.P. surgery or 55+ housing. Just needs NHS revamped especially admin side
[Heathbourne] road, has bad flooding issues right across the road. Also at the bottom of Elstree Rd where it meets the A41. Which have been tackled many times without success.
I would absolutely support this development if I could be persuaded that the current traffic situation during peak times would not get even worse. At a time where sustainable communities are needed more than ever, it just feels like this goes against the grain with what actually is a car-led scheme with over 3,000 cars planned to support the number of dwellings and the demographic that needs to buy the majority of them if the scheme is to be commercially viable ie. multi-car households.
We currently have issues with flooding on Heathbourne road leading up to the small roundabout with Elstree Road. This patch of the road has been repaired several times over the last two decades, but the flooding still remains. Having a large construction in the area could add to the drainage problem. We enjoy the peacefulness and greenery of the area and think this would be lost with the construction of the proposed living village. Residents in the area have paid a lot of money

to be able to live in this area and enjoy the peaceful greenery and character. This huge construction would destroy that and I feel would also reduce the value of the area

It seems very ambitious. Seems a good idea, but only if there are facilities such as GP surgery. Otherwise Bushey Heath will be overwhelmed.

As a local resident, these proposals are going to cause absolute chaos and disruption in the area. Once built, even with the traffic proposals, the roads will be considerably busier that they are now, including our small side road which already has traffic jams in the morning,

All fab. Great work, please build soon!

If your aim really is to provide homes across generations you need to plan for a Primary School. Local schools are already full and not walking distance from the proposed site. Sketches around your display areas portray mobility scooters/wheelchairs/bicycles but not prams or buggies! Intergenerational??? I think not!!!

Have already raised likelihood of drainage problems on this site

As a resident of the area for 27 years, I strongly object to this proposal. I have concerns on a number of fronts and the majority of benefits highlighted in the proposal appear to be for residents of the new development and virtually no benefits to present residents in the area.
We currently have issues with flooding on Heathbourne road leading up to the small roundabout with Elstree Road. This patch of the road has been repaired several times over the last two decades, but the flooding still remains. Having a large construction in the area could add to the drainage problem.
We enjoy the peacefulness and greenery of the area and think this would be lost with the construction of the proposed living village. Residents in the area have paid a lot of money to be able to live in this area and enjoy the peaceful greenery and character. This huge construction would destroy that and I feel would also reduce the value of the area.
The Heathbourne Green website states how community engagement has been conducted and 'provided an understanding of how residents in Hertsmere feel about ageing within the local area, what aspects of the area appeal to them, and what aspects

might need improvement' (Hertsmere Green Website). This is a vague description that does not provide explicit examples of how the concerns of residents living in the immediate vicinity have been considered during both the construction phase and final build.
I am concerned about flooding risks on the site. It was explained to me how you plan to deal with this, but it remains to be seen if these plans will be effective.
Swim England Herts Finance Officer. Keen to talk to us regarding trying to provide this

A range of further points were raised, and several points previously raised by residents were repeated in this question. Some residents cited existing concerns with drainage, whilst others provided feedback on varied aspects of the scheme. Several residents also commented that the proposals presented were extremely ambitious, especially those to provide new health and social care facilities.

7. Response to Feedback.

Summary of key themes

Trulocom has noted and acknowledged several key themes which arose following submission of feedback during the Public Consultation and in previous stages of engagement with the local community. These comments have been summarised and reflected below, along with an explanation as to how Trulocom has considered the feedback within the wider proposals. Primarily, the following key themes were raised:

- Design and suitability of homes
- Health and wellbeing provision in the local area
- Provision of religious infrastructure
- Planning and phasing of the development
- Movement, connectivity, and traffic management
- Suitability of local drainage infrastructure and flood mitigation

Design

Comments

At the Community Listening stage, the suitability of existing housing stock was raised as a concern. Particularly amongst the older population, many residents voiced their concern that their homes would need adapting, or they would need to move. Things like the size of the garden, stairs, or access to bathrooms were cited as things that would make staying in existing homes a challenge.

Response

Heathbourne Green aims to provide a range of mostly single level home types, each with dedicated and sheltered outdoor space, and including access to care suitable to changing needs.

Homes at Heathbourne Green are proposed to be generously sized to meet different living styles and mobility needs, with a range of home types to suit the spread of people in the community. The blocks will be served by multiple lifts and benefiting from low-maintenance private terraces.

Furthermore, homes at Heathbourne Green are proposed to each benefit from a combination of private, shared, and publicly accessible spaces, providing flexibility for intimate family meals, social gatherings, and large community events.

Health and wellbeing

Comments

Those who participated in the consultation raised access to healthcare as a worry. Some noted that there are a limited number of GP places available, and it is already difficult to get an appointment, which would become harder with the inclusion of a new community.

Response

Heathbourne Green proposes to include dedicated Extra Care home alongside a large proportion of homes sized to adapt to changing mobility needs.

Primary Care provision will be provided as part of the application, to accommodate new residents at Heathbourne Green. Proposed primary and secondary care on-site would support the health and social care needs of both new and existing residents.

Central to the proposal is that Heathbourne Green will be designed in such a way as to imbed healthy living within the development. Trulocom's ambition is to create a community that promotes health and wellbeing, with easy access to nature, work, and leisure in close proximity to home, homes that meet people's needs. This will allow people to live independently for longer and therefore being less reliant on NHS services.

In addition, the proposals include land for use as a hospice, which would be the first hospice in Hertsmere.

Provision of Religious Infrastructure

Comments

There was an understanding amongst many residents that whilst the existing infrastructure (such as synagogues, temples, and churches), was established, there is scope to expand the already existing provision. In one case, there was some confusion about the type of religious space being provided.

Response

Trulocom is considering ways to provide a new space for the rapidly expanding Jewish community in Bushey, possibly by way of a satellite site for Bushey United Synagogue. It is also

considering ways to expand community provision for the local Hindu community, possibly by providing a new temple on-site for both new and existing residents to utilise. Trulocom is not anticipating providing a new church or mosque at this time.

Planning and phasing

Comments

Feedback noted that a phasing strategy should be submitted as part of the application, to ensure that the site is built out in such a way as to promote footfall and vibrancy as the community develops. The phasing plan should also include construction methodology and indicate when major and potentially disruptive construction works will take place.

Response

Planning and phasing strategies are addressed in the application.

Transport and Connectivity

Comments

Traffic and transport emerged as a concern for some local residents throughout the focused engagement, Community Listening, and Public Consultation phases.

Residents were keen to see a coordinated approach to connectivity, to ensure that Heathbourne Green is linked to existing local centres. The Design Review Panel (DRP) suggested that the project team explore if there is a Local Walking and Cycling Infrastructure Plan (LWCIP) so that any on site proposals can complement and contribute to a coordinated wider network.

Response

The project team acknowledged this as a concern and has taken steps to create an integrated and appropriate transport strategy that ensures connectivity between Heathbourne Green and the existing community in enhanced by walking, cycling, and public transport links.

Hertsmere Borough Council is in the process of developing their LCWIP, which Trulocom is following and has also walked the routes between Heathbourne Green and the local schools and High Road alongside Hertfordshire County Council officers to agree the extent of any

enhancements.. The transport and movement strategy is targeted at improving the local transport network for both new and existing users.

Trip analysis and surveys have been undertaken to get an accurate picture of the number of trips and movements likely to occur on site. This work captures 'surges' of trips, such as those that might be generated accessing a place of worship and is therefore an accurate representation of the peak movement times. The transport networks adjacent to and surrounding Heathbourne Green have been tested and upgraded to ensure that that can accommodate the uplift in local trips, and provide material improvements to the existing situation.

Comment

The need to improve the local public transport network was raised frequently during the Public Consultation. The frequency of the 306 and 306A buses was a common issue discussed by residents living in close proximity to the site.

Response

Within the proposals Trulocom is actively engaging with Hertfordshire County Council as well as local bus operators, Sullivan, and TfL to agree a strategy for increasing the frequency of existing services and providing new bus services to the site and the surrounding area. This will enable young people to visit their grandparents independently, in addition to providing the younger generation with the freedom to travel beyond their immediate neighbourhood, whilst delivering options for people who do not have access to a car.

Drainage

Comment

Some residents cited existing concerns with drainage in the local and what Trulocom can be doing to mitigate this.

Response

The development actively includes Sustainable Drainage Systems (SuDS) to limit surface water runoff to the existing rate, preventing an increase. Several meetings with Hertfordshire County Council as the lead local flood authority as well as the Environment Agency have occurred, and SuDS will also provide amenity and biodiversity benefits. Trulocom's emerging drainage strategy

aligns with guidance and planning policy; however, the project team will always look to improve local situations where this is possible.

Trulocom is currently surveying the existing ditches and are undertaking site specific hydraulic modelling. This modelling will quantifiably show the existing and proposed floodplain and will work to ensure that the development does not increase flood risk in the locality.

8. Post Submission Engagement.

Trulocom remains committed to engaging with the local community throughout the planning process. Trulocom will therefore be considering additional means to consult with the local community following the submission of a planning application. This could include hosting a Question & Answer event or further exhibitions to inform the local community about the application and how the proposals have evolved.

Trulocom will continue to consult the local community and stakeholders throughout subsequent reserved matters applications.

In addition to regular engagement on planning applications, Trulocom also intends to set up a Community Steering Group, which represents the breadth of the community, to support Trulocom's evolving proposals and to ensure that they meet the needs of local residents.

9. Conclusion.

At all stages of the pre-application process, Trulocom has consistently demonstrated an exemplary commitment to creating a project that goes beyond both the formal policy requirements and the feedback of the local residents and the community.

Trulocom has surpassed ordinary expectations by actively seeking the input of all aspects of the community, and throughout the course of over many years, extending efforts beyond the immediate borough to engage residents in neighbouring areas. All public engagement activities were designed to be inclusive through making a variety of considerations, such as ensuring that events were not held over the Sabbath (Friday evening or Saturday), that all venues were accessible to wheelchair users, and that any food provided at any events was Vegan or Kosher certified. This extensive and inclusive outreach has allowed Trulocom to thoroughly explore community perspectives, resulting in a proposal that caters to the preferences and goes beyond requirements of the local area more than any residential developer might be expected to undertake for a development of this scale.

Trulocom's efforts in consulting the local community and local stakeholders have sought to meet a commendable standard in the planning application process and have led to genuine engagement with local residents that incorporates, where possible, their feedback into the proposals. Examples of this include accessibility (e.g. level paving), the variety of retail and community space focused on improving health and wellbeing, and how Trulocom caters to the varied religious needs of the local community.

Trulocom has undertaken exceptional community engagement that has significantly informed our proposals. This engagement, surpassing what is ordinarily expected for residential developments of this scale, is a testament to Trulocom's commitment to the local community and should be a material planning consideration for this application. This has ensured that the local community's voices have been heard at every stage of pre-application discussions.

The proactive approach deployed throughout the engagement process has resulted in proposals that align with the community's needs and wants, including the provision of infrastructure enhancements and the delivery of key amenities. It is evident that community engagement has underpinned the delivery of Heathbourne Green's uniquely social objective: To demonstrate that planning can achieve a quality of development which is so thoughtful and holistically designed

that it can set new standards for age-friendly design and create a place where quality of life and the ability to live well can genuinely be enhanced.

Through engagement with local residents and stakeholders, Trulocom has identified and mitigated potential negative impacts of development on the community, such as minimising reliance on the private car, as well as providing a wealth of long-term benefits, including new homes, including for key workers and older people, as well as jobs, and improved local facilities, which have been enhanced through engaging and taking on board feedback from the local community. The exemplary approach to pre-application engagement has supported and influenced a scheme that demonstrates a compelling case for Very Special Circumstances to justify this development.

Trulocom will continue to engage with stakeholders and members of the local community following submission of a planning application and during subsequent phases of this project.

CAVENDISH

Insight. Influence. Creativity.

Statement of Community Involvement Appendices

Created for Trulocom

May 2024

Appendices.

Appendix A – Conductor Report: Key Findings and Insights: Heathbourne Green

Appendix B – Bushey Forum Presentation

Appendix C – The Helen Hamlyn Centre for Design: Scoping Report (containing feedback gathered during Trulocom's Community Listening exercise held on Bushey High Street)

Appendix D – The Helen Hamlyn Centre for Design: Community Engagement Report (containing feedback gathered during Trulocom's Public Consultation)

Appendix E – Community Listening Survey: www.tlc.your-views.com

Appendix F – Community Listening Social Media Adverts

Community Listening Social Media Adverts: 40-65+

Community Listening Social Media Adverts: 18-65+

Community Listening Social Media Adverts: 18-40

Appendix G – Invitation Flyer

Appendix H – Distribution Area

Appendix I – Public Exhibition Social Media Advert

Appendix J – Post-Exhibition Social Media Advert

Appendix K – Post-Exhibition Social Media Video Advert

Appendix L – Public Consultation Banners

Appendix M – Summary of Proposals Handout

Appendix N – Heathbourne Green Website: www.heathbournegreen.co.uk

Appendix O – Paper Feedback Form

Appendix A.

Conductor Report: Key Findings and Insights: Heathbourne Green

CAVENDISH

Key Findings and Insights: Heathbourne Green

TLC
November 2022

CONDUCTOR

1. An Ageing Population

"one of the most significant social transformations of the twenty-first century"

What do we know?

- There is £800 billion of housing wealth in the retiring cohort
- The UK will have 3.8 million people aged 80+ by 2025 with the projected senior housing market (retirement housing & housing with care) only consisting of 819,102 (forecast from Knight Frank) by then
- This means a supply demand mismatch
- The 55+ age group is most happy when living in their own home, in a secure environment, within close proximity to green spaces and local services. Forming part of a community is crucial: being loved and giving love, alongside with helping others is fundamental to their wellbeing.

Closer to home

- We see a considerably older population in the area especially in the immediate Bushey Heath compared to the UK average
- 70–79-year-olds are leaving the Borough
- 80+ are moving back in
- But overall, the outflow of 55+ is larger than the inflow

Overall, what does this mean?

- There are not enough housing options available to the ageing population
- Many want to initiate an equity release in order to rightsize and / or to help their children get on the housing ladder
- In doing so they want to feel safe, part of a community and have a purpose

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2. Keep the locals, attract Londoners

What do we know?

- In recent years, many people have revisited how and where they want to live
- There is a huge trend towards more green space and safety is a top priority for most

Closer to home

- A third of people are leaving Hertsmere for neighboring Hertfordshire counties
- A third of people entering the borough come from the North Outer London Boroughs especially from neighboring Barnet and Harrow

Overall, what does this mean?

This is not just a scheme for locals and in order to ensure there is enough absorption for the development, the net will need to be cast wider than the immediate surrounds and will need to cater to a range of needs and life stages.

For those moving from London they:

- May be moving back to be closer to family and loved ones
- Want a change of pace and lifestyle
- Want to live in a secure environment
- Want more green space and nature
- Will want more for their money

For the locals

- In order to retain them, they need optionality
- They may want a new build or a place that is purpose built for their needs
- They will be price sensitive no matter what their life stage

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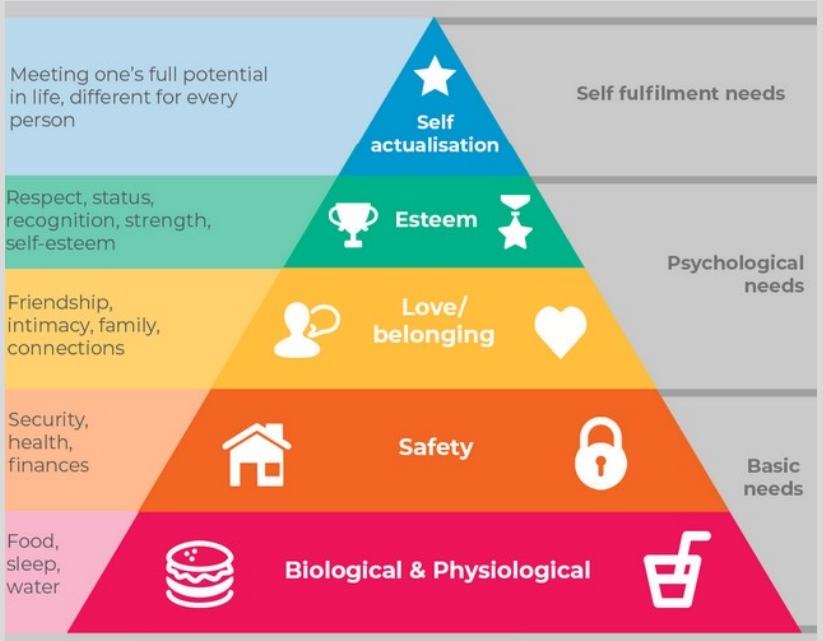
3. Give people what is most important to them first



What do we know?

- The temptation is to deliver the bells and whistles first, before ensuring basic human needs are met (reference Maslow's Hierarchy)
- So, for example basic needs such as financial security, health and wellness and safety must be fulfilled before connection and community

Closer to home

It is imperative we listen to the results gleaned during the evidence gather process and speak to these needs:

- Private outdoor space is the most desirable feature for those that are likely to live in the development
- The top considerations factors are also the key pillars of Heathbourne Green- safety, wellbeing, nature, and convenience.
- People want to own their own homes (this is still associated with financial security)

Overall, what does this mean?

- For the target audience to consider the development, it is important to prioritise key requirements when planning the spaces and places such as private outdoor space and safety/security
- The medical facilities are a win as is the access to nature
- Ensuring there is a way to get on the ladder at Heathbourne Green (from affordability perspective) as well as taking care of the convenience factors like car parking, are essential

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4. Think creatively about the home

What do we know?

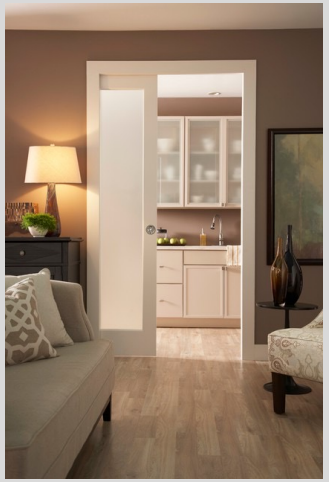
- People are working from home more
- Access to nature and green space has become increasingly important
- Space to entertain is key
- Retaining privacy and security whilst being part of a community is essential

Closer to home

- Most require two or three bedrooms and two bathrooms
- Living space is very important and takes priority over the number and size of the bedrooms (although would be a preferable compromise)
- A home office/ study space is desired
- The older generation prefers separate kitchens whereas the younger generation find open plan kitchens more desirable

Overall, what does this mean?

- The majority of homes should be 2 and 3 bedrooms with at least two bathrooms and a large living space
- The living space should be large enough for entertaining and friends/family gatherings
- It should have an open plan kitchen with an optional room divider / ability to close off or open up
- The master bedroom should be the largest in size and should have an ensuite
- If two bedrooms, the second bedroom should be large enough to double up as an office
- If three bedrooms, the third could be a study



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5. Cater to mindset and life stage … not age

What do we know?

- The ageing population do not want to live in an “old people's home” nor do the younger generation for that matter

- Mixing the young and intergenerational and old has proven health and wellbeing benefits to all

Closer to home

- It was very clear from the focus groups that the younger generation do not want to feel part of a “retirement village”
- We also know in the 55+ age groups the younger cohort are most likely not retired, very active and do not want to be treated like they are old
- Also let’s not forget there could be grandparents who are 55 or parents with 10-year-olds who are 55

Overall, what does this mean?

- By identifying the commonalities, it is possible to create a truly intergenerational place that caters for various life stages
- On a practical level, the development will need to be nuanced to attract the broad range of audience required to create an intergenerational community. Younger families and elderly will both be attracted to an onsite GP or Dentist for example, but the older cohort will want to understand support and mobility requirements as they age, whilst the younger cohort will be thinking about schools and childcare.

If a successful intergenerational place is to be achieved, the overarching mindset and values will be applicable to all, yet the day to day needs and requirements will differ.

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6. Be cognisant of the bank balance

What do we know?

- Interest rates are rising making it harder to get mortgages
- Rental properties are in demand and the case for BTR/SFR is generally strong
- Inflation is seeing many squeezed, even at the margins
- People are more aware of energy bills than ever, and energy efficient and smart homes are increasingly sought after

Closer to home

- There is a clear link between how much someone currently spends and their future budget; i.e. we see no big jumps like moving from £800,000 detached home to a £300,000 flat
- Most have lower budgets than their current properties' mortgage or rent (around 10% lower); especially true for homeowners in higher value properties (above £550,000) who seem inclined to downsize

Overall, what does this mean?

- New hybrid working practices coupled with a squeeze on finances and / or the desire for an equity release event may mean that a whole new market is opened up with those potentially looking to move further afield to a comparably affordable place where they can still fulfil their "property wish list". and tougher times people would most likely be prepared to move further afield than stay in their neighbourhood where their money will stretch further into their property wish list
- Overall, it is imperative that the homes at Heathbourne Green are aspirational yet still remain attainable and that service charges across the development are finely balanced with the extra value add the services and amenities will bring.

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Insights: More Detailed Summaries

DEMOGRAPHICS

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DEMOGRAPHIC SUMMARY

UK RESIDENTIAL TRENDS

- Tight supply, historic low interest rates, accumulated household wealth and a desire for more space and greenery have conspired to produce double-digit house price growth over the last year. However, in July 2022 there were signs of slowing house price growth and cooling buying demand.
- There will be a 500,000-home shortfall from the 1.5m homes that need to be built over the next five years to meet demand.
- We see increased numbers of more mature renters remaining within or re-entering the private rental sector, with 45-65 year-olds making up 24%; up by 6% over the last decade.

LATER LIVING

Global

- The increase in the proportion of older people has been described as "one of the most significant social transformations of the twenty-first century".
- The assisted living facilities market is expected to be the fastest growing segment in the retirement communities market.

The UK

- The UK's ageing population is triggering a supply and demand mismatch in later living solutions. Substantial growth of the later living market is required to keep up with age-related growth.
- Investments into Integrated Retirement Communities reached record levels. There are indicators that the UK could be at the beginning of an inflection point for investment, much like in the USA over a decade ago.
- There is £800billion of housing wealth in the retiring cohort.
- The UK will have 3.8 million people aged 80+ by 2025 with the projected senior housing market (retirement housing & housing with care) only consisting of 819,102 (forecast from Knight Frank) by then
- A range of different housing options are required in order to meet a broad spectrum of need and aspiration.
- Only 5% of senior housing stock is for rental, providing an opportunity to deliver a mix of later living tenures at Heathbourne Green with added benefits for either sale rental of help with sale of family home and inheritance tax planning for example.

Later Living trends

- The 55+ age group is most happy when living in their own home, in a secure environment, within close proximity to green spaces and local services. Forming part of a community is crucial: being loved and giving love, alongside with helping others is fundamental to their wellbeing.

KEY WORKERS

- Given the high percentage of female key workers, it is advised to priorities the needs and requirements of women.
- Furthermore, there is an opportunity to provide onsite creche/nursery service for this cohort depending on the number of key worker homes.

MIGRATION

- There is an inflow of young individuals, not necessarily with children
- An outflow of 55-69 year olds potentially due to a lack of suitable rightsizing opportunities
- Although there is an outflow of 70-79 year olds, this could be due to a lack of suitable rightsizing and later living product
- A positive inflow of 80+ showing demand from this cohort in the area.
- It is unlikely Heathbourne Green will only attract residents from the immediate vicinity. It could also be an attractive offer for those moving from the North Outer London Boroughs. These migration groups represent almost a quarter of all positive inflow into Hertsmere.

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DEMOGRAPHIC SUMMARY

BUSHEY & ITS CATCHMENTS

- Given the high ownership rates, there will be demand for owned properties, potentially from those selling nearby homes to then buy at Heathbourne Green. However, a rental product/s should not be ruled out.
- We see a considerably older population in the area especially in the immediate Bushey Heath compared to the UK average. However, a real mix of young old, rightsizing and baby boomers are present in the catchment areas.
- With 56% of people working at senior manager level, Hertsmere provides an affluent audience
- The local market is somewhat unusual with a higher sales price per sq ft for houses than for flats. This might be explained by the strong demand for houses from families in the catchment
- Household incomes across the different catchments, do not reach far enough to afford a mortgage for the average house prices yet these households may have other means to support their purchase.
- The high number of large houses (25% compared to UK average of 18%), coupled with a high proportion people aged 55+, indicates there is a potential for rightsizing across all primary catchments.
- We see above average sales values across the board and some significant values being achieved for flats especially new build (17% for one beds and 29% for 2 beds) across Bushey - showing demand for a high-end flat product.
- Bushey is a more attainable area than the other catchments; making it an attractive proposition to those moving from surrounding areas.
- To provide access to the more mainstream components of the market will require considering 1 and 2-bed flat options with possibly a mid-range specification. The envisaged larger high-end flats will have a much smaller traditional market.
- The existing market points to a high proportion of 2 beds along with 1 beds in Bushey (Heath).
- Bushey Heath represents an area that has some of lowest rental flat costs within the catchments. A relatively affordable, high quality rental product could draw people from these catchments.
- The average rental value for a flat in Bushey Heath is almost £1,300pcm. Heathbourne Green could provide an attractive product that sits below that average price.
- Across the catchment areas. the percentage of income spent on rent remains comfortably within the UK average for 1-3 bed flats on dual income basis and within the average for a 1 bed flat on a single income basis.
- As a rental option, large size upper quartile flats will stretch the current market, careful consideration will need to be given to the amount offered, different size options and the split with sales.
- As a rental option, large size upper quartile flats will stretch the early retiree market on an income basis. Careful consideration will need to be given to the amount offered, different size options and the split with sales.
- The sales market to early retirees is one of the strongest options available for Heathbourne Green. This can be looked at in a variety of creative ways where a certain service level and amenities is still included as a hybrid BTR model and also building a bridge to the integrated community aspect.
- Hertsmere has a significant gap between affordable housing options and the above average levels of key workers. The provision of affordable rental flats that Heathbourne Green is trying to achieve will be a key selling point for its integration into the local community.
- The level of discount required for single key workers compared to average rent suggests that the build of these flats should be basic rather than higher-end and that promoting sharer options would provide better value for the scheme.
- The ability to promote dual income (or greater households) would allow Heathbourne Green to keep key worker spend at UK average levels, minimise discount levels and maintain an average standard of apartment.
- Options to further explore:
  - Identify how older local individuals can be convinced to rightsize from their high-equity homes.
  - A BTR solution tailored to people aged 55+

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SOCIAL LISTENING

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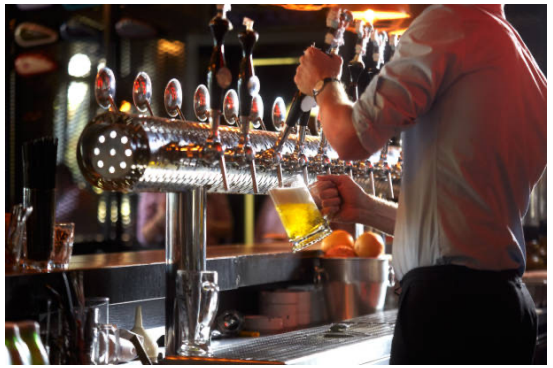
SOCIAL LISTENING SUMMARY

Connectivity is a leading topic within conversation around Bushey and its surrounding areas.
Parking availability, traffic congestion, and train links to the city are the key drivers of discussion around connectivity.

Twitter is the leading platform for conversation. Residents use it to share information about local news and activities, while forums are used to seek advice on issues such as schools and rent.

Green spaces and sustainability initiatives drive positive discussion of Bushey and the surrounding areas. Residents use green spaces for family leisure, and work together to keep the area clean by community initiatives to pick up litter and plant trees.



Synagogues are not only used as a place of worship. They are also as a place of gathering, charity events, and local seminars on Jewish history. Different religious groups appear to live in harmony, but do not appear to communicate or collaborate in any significant way.

Residents wish for increased availability and friendliness from their local GPs. Maintaining their health is important to local residents, who participate in physical activity via marathons and community fitness programmes.

There is a need for more facilities around key transport hubs. The required facilities include pubs and car parks. Disability friendly access is also wanted in local train stations for a more inclusive environment.

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SOCIAL LISTENING SUMMARY

Lifestyle is the biggest driver of positive conversation about the community, with residents supporting local entertainment facilities such as museums, restaurants, and marketplaces.

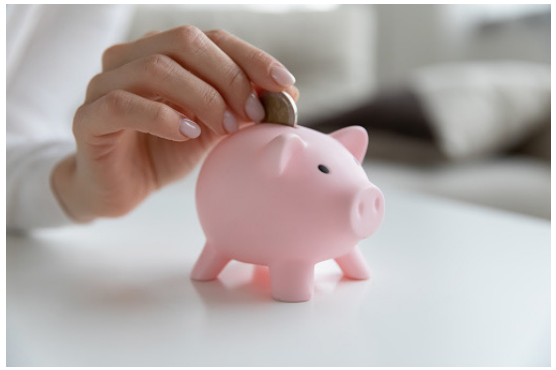
Elders wanting to join a larger retirement community, also prioritise a friendly environment and an open, safe space, especially for LGBTQ+ minority groups. There are also calls for more intergenerational living spaces with the possibility for in-home care and easy access to loved ones.

Healthcare is a significant driver of complaint, especially in the Watford area, with residents dissatisfied at poor healthcare services at the local hospital..

The condemnation about healthcare is not universal; some residents show appreciation for the hospital and its staff.

Key workers need more affordable housing with good accessibility to their place of work. Providing housing developments at low rent for key workers would go some way towards meeting these needs, in addition to existing solutions such as government loans, flat sharing, and office conversions.

Affordability and safety are key needs for people looking for later living accommodation. In addition to safe living spaces with assisted care technologies, they consider downsizing to cheaper and more appropriately sized accommodation.



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SOCIAL LISTENING: OPPORTUNITIES AND IDEAS

THE LARGEST CONVERSATION DRIVERS ARE:

Environment, Connectivity and Lifestyle. These are what people desire and talk about the most and are some of the cornerstones of the Heathbourne Vision and should continue to be built upon and developed further.

Obstacles to medical access are a real concern, supporting the requirement for an onsite GP, minor surgery unit and dentist. This is especially cited as a concern for families or those with elderly parents.

Wellness is a key conversation driver with pursuit of the great outdoors a favourite pastime of many – links with a local golf course for residents, a putting green or driving range / space on site with professional lessons, could be a drawcard.

Themes around socialisation and mobilsation have emerged with the example of the Stanmore Steppers being cited (an initiative created by practitioner Laura Mitham drives resident interest in walking and improves patients' socialisation while increasing their mobilisation whilst in hospital) to lower loneliness and increase mobility. A walking initiative on the scheme for residents would be well received as well as other social prescribing initiatives.

There are emerging themes of retail being centred around community. Places for people to meet up with neighbours, friends and visiting family, will be essential.

Furthermore, community building initiatives which incorporate the environment, biodiversity, sustainability and wellbeing, will be highly regarded. One suggestion could be community growing such as a partnership with https://www.incredibleedible.org.uk/ or Heathbourne's own allotment /planting initiative. Perhaps even a greenhouse for winter months?

Technology to support later living and keep people in their homes without assistance for longer could create an interesting and publicity worthy partnership - https://www.intelligentlilli.com/ .

Looking at sustainability, traffic congestion and parking issues, could Heathbourne Green provide an electric shuttle bus for those commuting from the anticipated transport hub? Also how do those that are less mobile move around the site?

The evidence supports a multi-faith community – as there is already a deep spiritual respect for one another within the community, as well as for a multi-generational one – supported by mentions of Pydar in Cornwall (https://www.pydar.co.uk/) where community and affordable rent (key workers) is important.

"It will be home to exciting, diverse and multi-generational housing and a new innovative learning and living environment to help grow both a vibrant local community and Cornwall's wider economy." Pydar

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SURVEY

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SURVEY: KEY INSIGHTS

- The key considerations of private outdoor space, car parking, and access to facilities remain constant; however, creating energy-efficient homes that have a large living space and extra storage space would be welcomed.
- We need to take into consideration that only a small comparative proportion of 55+/s think their home is not suitable to meet their future mobility needs. This may not be an issue in converting on other aspects within the development, but mobility should not take front and centre stage of messaging around key selling points.
- Given that 60% of the 55+'s are not planning to move and think that their current property could suit their future mobility needs, it will be a challenge to convince them to rightsize. We will need to look at the overall development appeal and layout, that could otherwise convince them.
- However, overall we see 56% in larger houses looking to move and those in 1 and 2 bed apartments wanting to potentially upsize so there could be a sweet spot between the two in terms of product delivered.
- Some consideration needs to be taken since the proposed 55+ audience finds it least appealing and wealthier younger families who currently rent find it more so. However, there is still ability to sway older individuals since many are still undecided about such a development.
- It is encouraging to see that the top considerations factors are also the key pillars of Heathbourne Green- safety, wellbeing, nature, and convenience.
- Core themes have emerged around providing a high-quality safe place with green spaces and having the convenience of medical facilities nearby (which is a bonus for all ages).
- Ownership is the ideal option for the survey respondents where 20% of renters want to own in the future coupled with those who can go from a mortgage to owning outright, giving Heathbourne a large and growing pool of potential owners.
- Rental options should still not be ignored but instead provide a better way of living with solutions around adequate parking and storage.
- However, rental options at Heathbourne Green may be a hard sell as although people are spending a healthy amount of their income on rent; they are not willing to spend more; for some, their budgets are even shrinking.
- This coupled with a circa 10% BTR premium will make this less desirable for renters who already cite high rental costs as one of their key issues with their current property.
- If a BTR product is to be considered, it would be worthwhile to inform people of the benefits of BTR and that it can be an option not just for younger individuals or couples but, older individuals too. The other benefits of BTR is that is is more quickly leased up than a for sale product thereby creating vibrancy early on in the development if delivered first and, it could be the feeder for future more expensive phases as renters covert to buyers.
- No matter what property type people are currently in, all (apart from studios) want a change. When focusing on the 55+ age group, bungalows are the clear outright winner.
- Overall, people are slightly more willing to comprise on the size of their bedrooms (as opposed to the number) to achieve a larger living space.
- Private outdoor space is a must, and a high-quality large open plan living space would be very appealing to the vast majority. Second kitchens are commercially not worth consideration.
- People overwhelmingly want private outdoor space. It is the single most important consideration over and above the layout of the property.
- 55+'s would definitely like to have fewer bedrooms and 3-bed properties should be built with 2 bathrooms. 1 or 2-bed properties could come with one bathroom and a w/c.
- When looking at current property value vs future spend, despite fluctuations seen in the individual price bands, there is a strong positive correlation between value of current home and spending more on a future home.
- Cars are the main mode of transport for all potential audiences, even those from north London. Given the appeal from the wealthier individuals and locals along with the lack of car parking being an issue for the Core 2 group; providing adequate parking is essential.

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PARTICIPANT SURVEY: DETAIL

THREE IN FIVE FIND THE CONCEPT OF LIVING IN THE NEW DEVELOPMENT APPEALING

- Overall, over three in five (62%) of adults living in Barnet, Harrow or in areas within South Hertfordshire (this refers to Hertsmere, Watford, Three Rivers, St. Albans, Welwyn Hatfield or Broxbourne) find the new development appealing. Figures are similar amongst those living in the London areas (61%) and the three key South Hertfordshire areas (60%).
- One in five (20%) find it 'very appealing', while about a tenth (13%) find the concept unappealing. A quarter (26%) have no opinion.
- Thinking about the proposed concept further, over half (56%) would consider living in an environment like this (with results at 55% for both the London and the three key South Hertfordshire areas), where about a sixth (16%) say they would definitely consider it. About a quarter (28%) were undecided.
- Among those that would consider (or are undecided about) living in a new development such as this, the top reasons why they would consider it are down to its safety (82%), its focus on wellbeing (80%) and its closeness to nature (79%).
- Over half mentioned reasons associated with diversity: over half would consider it to be a part of a more age-diverse community (58%) and 54% to be part of a more ethnically-diverse community.

HOUSES AND BUNGALOWS WOULD BE THE MOST SOUGHT-AFTER PROPERTY TYPES

- If they were to move into a development of this kind, most (77%) say that a house or bungalow would most suit their current living and financial situation. Only about a quarter (23%) say a studio or flat would meet their current needs.
- Asked what is most appealing about the development, the sense of safety and security (92%) and green spaces (91%) hold the most appeal, alongside healthcare and medical facilities, and high-quality specification homes (both 89%). Over 80% find at least one of the factors appealing.

THE AVERAGE BUDGET FOR THOSE LOOKING TO OWN THEIR NEXT PROPERTY IS JUST OVER £530K

- Among those looking to buy their next property, the average budget is £531,500. This is slightly higher for those living in the three key South Hertfordshire areas (£545,635 compared to £540,194 for the London areas).
- Among those that would be looking to rent, the average monthly budget for renting a property is £889. Looking at areas, there is quite a large difference between the two:
- In the London areas, this budget increased to £951
- In the three key South Hertfordshire areas, the budget is £710.

MOST REQUIRE TWO OR THREE BEDROOMS AND TWO BATHROOMS

- About three quarters (73%) would be living with family if they moved property. About a third (33%) would be living with their partner without children, or with their partner with children (28%).
- Looking at space required, the average amount of bedrooms required is between 2 and 3, with 1-2 bathrooms required alongside this. These results are the same for both the London and the three key South Hertfordshire areas.
- Over three quarters (77%) find the concept of a bigger living space most appealing – particularly in having a bigger living space and smaller bedrooms (48%). Having a bigger living space is even more important for those living in the three key South Hertfordshire areas (82% compared to 75% of those living in the London areas).

PRIVATE OUTDOORS SPACE IS THE MOST DESIRABLE FEATURE IN A PROPERTY, SPECIFICALLY A PRIVATE GARDEN

- For two thirds (68%), a private outdoor space is something they would be looking for in a new property – and a similar amount (63%) say this is the single most important feature. A large open plan kitchen or living space is next on the list (44%), with 28% saying this is the single most important feature.
- When ranking the types of private outdoor space, they would be looking for (amongst those that said this was important to them), a private garden came out overwhelming on top, with the majority (84%) saying this was the type of private outdoor space they'd be looking for. Results are even higher amongst those living in the three key South Hertfordshire areas (89% compared to 80% of those living in the London areas).

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FOCUS GROUPS

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FOCUS GROUP DISCUSSIONS: KEY INSIGHTS

APPEAL

- People aged 55+ find the development more appealing than those aged 25-54. The younger group feels like the product is suitable for retirement but doesn't cater for their needs

PROPERTY TYPES

— All groups would require convincing to live in a flat. However, the 55+ group is more open to the idea of living in a flat.

OUTDOOR SPACE

Private outdoor space is very important across all groups. For the 55+ group the outdoor space should be large enough to entertain and it should be easy to maintain. They would consider a terrace. The younger group requires more space, they prefer a private garden over a terrace.

TENURE

Preferred tenure across all groups is ownership. All are open to rent before purchasing.

LAYOUT PREFERENCES

- A large living room/ seating areas is considered as one of the most important features of a home across all groups. The size of the living room takes priority over the size and number of bedrooms.
- The 55+ group requires 2/3 bedrooms and at least 2 bathrooms. Those aged 25-54, require more bedrooms and prefer for all of them to be ensuite.
- The younger generation prefers open plan kitchens, whereas those aged 55+ prefer a separate kitchen. A second kitchen is not a key requirement.
- A separate study/ office area is important to those aged 25-54, whereas the 55+ group are happy for the second bedroom to double up as a study

PARKING

At least 2 parking spaces and additional visitor parking is required across all groups

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Heathbourne Green Future Participants

PRIMARY CORE AUDIENCE

The primary core audience consists of people aged 55+. They are predominantly male and have grown-up children who no longer live at home or who are moving out over the next few years. They love spending time in nature and in their private outdoor garden. Their activities evolve around cooking and well-being. Although their current home does not necessarily support their changing needs, this group will need to be persuaded to move. If they were to change home, they would downsize and preferably live in a bungalow.

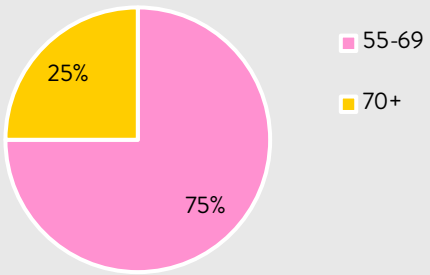
Vital Statistics:

- 60% male, 40% female
- Average age 65, majority aged 55-69 (75%)
- Average of one child living at home. Child's average age is 22yo (50% are 23+ yo)
- 70% from Watford & Three Rivers, 30% from Hertsmere
- Household Income: £51,200 / annum (Household Income of Retirees: £47,600 / annum)
- 65% retired; 34% employed
- Almost half have no degree, a third have an undergraduate degree. Working in Healthcare, Building/ Property, or IT
- Religion: 27% Christian, 20% Jewish
- Commute to Work: Drive (30%), Train (25%), No Need to Commute (20%)

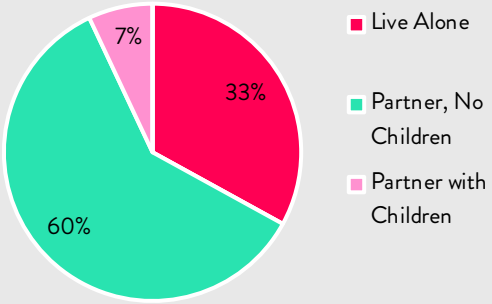
Current Issues / problems to solve for them:

1. None
2. Doesn't Support my Mobility Needs
3. Home not Energy Efficient

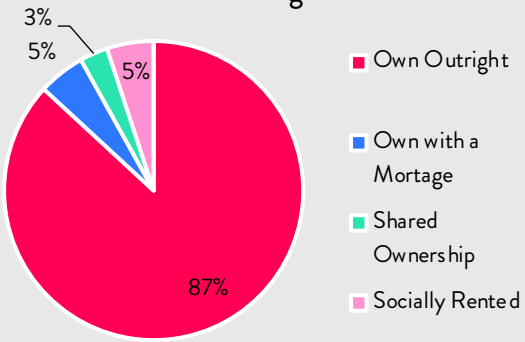
Age



Future Household Makeup



Preferred Housing Tenure



MOST ATTRACTIVE ASPECTS >>> LAYOUT CONSIDERATION>>> MARKETING MESSAGES:

Consideration:
- Closer to Nature, Focus on well-being, Lifestyle Change/ Convenience

Appeal:
- Green Spaces, High-Quality Specification Homes, Sense of Safety & Security

Property Wanted:
- Bungalow, Semi-Detached, Flat/ Apartment

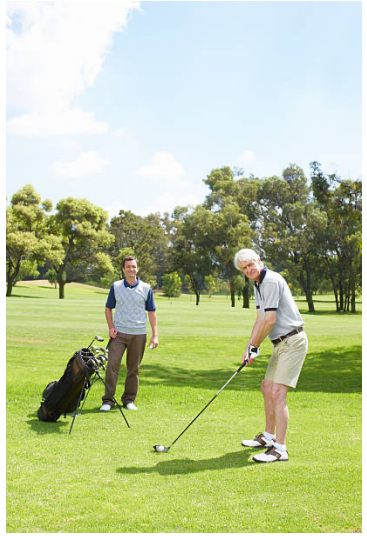
Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Smaller closed-off kitchen with large open plan living space

Outdoor Space
- Private Garden (90%)

2.5 Bedrooms Wanted	**-0.7** Change in Bedrooms
1.6 Bathrooms Wanted	**1.4** Cars Owned

£587,300 Sales Budget



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Charts: Age- refers to the current age breakdown of the survey respondents; **Future Household Makeup**- refers to the household makeup of the participants if they were to live in a development like this; **Preferred Housing Tenure**- refers to how the survey participants would live in a development like this given their affordability.

SECONDARY CORE AUDIENCE

The secondary core audience comprises people aged between 24 and 44 years old. This younger cohort consists mainly of families with children, living in either Barnet or Harrow. They have a higher household income and are willing to spend this on rent. The majority is eager to move (70%) and would prefer a detached home with a car parking space and more storage. This group is very busy as they juggle work and family life. They enjoy spending time outdoors with the family and are always looking for activities for their little ones.

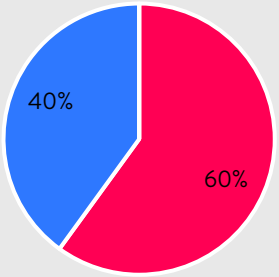
Vital Statistics:

- 45% male, 55% female
- Average age 34, majority aged 25-34 (60%)
- Average of 1.5 children living at home. Child's average age is 7yo (65% between 3 and 12yo)
- All from Barnet or Harrow
- Household Income: £66,300 / annum
- 90% employed (70% full-time, 15% part-time, 5% self-employed)
- 38% have an undergraduate degree, 35% have a master's or above. Working in IT, Hospitality/ Entertainment or Healthcare
- Religion: 35% Christian, 17% Hindu
- Commute to Work: Drive (40%), Tube (25%)

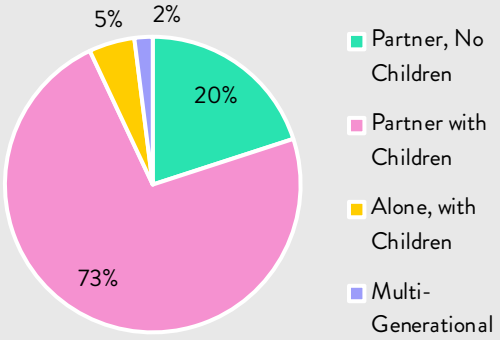
Current Issues / problems to solve for them:

1. None
2. Lack of Car Parking
3. Lack of Storage Space

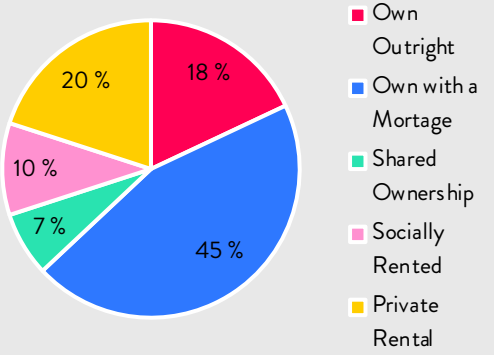
Age



Future Household Makeup



Preferred Housing Tenure



MOST ATTRACTIVE ASPECTS >>>
LAYOUT CONSIDERATION>>>
MARKETING MESSAGES:

Consideration:
- Closer to Nature, Its Safety, Focus on well-being

Appeal:
- Sense of Safety & Security, Green Spaces, Healthcare & Medical Facilities

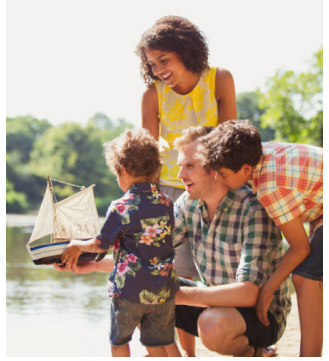
Property Wanted:
- Detached, Semi-Detached, Terraced

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Fewer Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Private Study

Outdoor Space
- Private Garden (78%)

3.0 Bedrooms Wanted	+0.1 Change in Bedrooms
1.9 Bathrooms Wanted	1.2 Cars Owned
£607,500 Sales Budget	£1,223 Rental Budget [pcm]



PROFILE 1: RIGHTSIZERS

The rightsizers are mostly aged 45+, with children in their late teens who no longer live at home or will move out in the next few years. This group is looking to downsize to free up equity to fund their retirement or to help their children get on the property ladder. They are keen to move into a home that is safe, energy efficient and is low maintenance. They have an active lifestyle and love spending time with friends and family and require space to entertain both indoor and outdoor.

Vital Statistics:

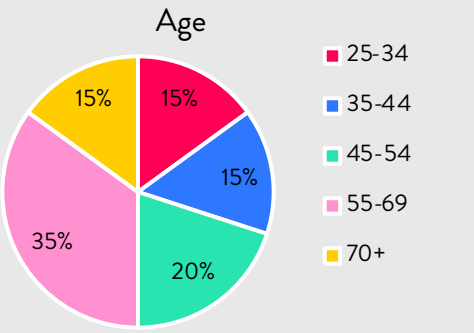
- 55% male, 45% female
- Average age 54, majority aged 45+ (70%)
- Average of 1.2 children living at home. Child's average age is 18yo (majority aged 13-17yo- 40%)
- 55% from Barnet or Harrow, 20% from Hertsmere, 20% from Watford or Three Rivers
- Household Income: £55,800 / annum (Household Income of retirees: £46,800 / annum)
- 40% either have no degree or have an undergraduate. Working in Finance/ Insurance, Healthcare, IT or Transport/ Logistics
- Religion: 20% Christian
- Commute to Work: Drive (37%), Tube (25%), No Need to commute (15%)

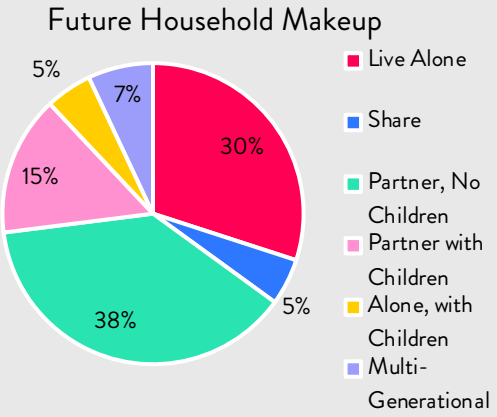
Current Issues / problems to solve for them:

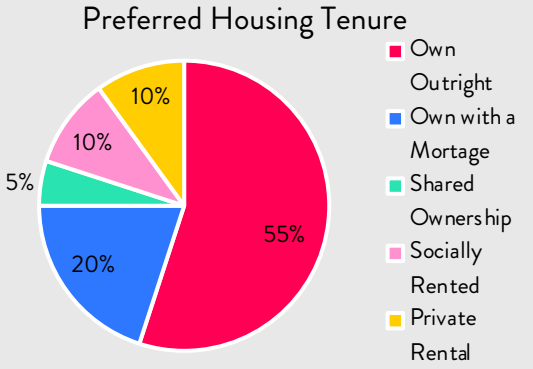
1. None
2. Home not Energy Efficient
3. Doesn't Support my Mobility Needs

Favourite brands:

JOHN LEWIS & PARTNERS · LE CREUSET · daylesford ORGANIC · M&S







MOST ATTRACTIVE ASPECTS >>> LAYOUT CONSIDERATION>>> MARKETING MESSAGES:

Consideration:
- Its Safety, Focus on well-being, Closer to Nature

Appeal:
- High-Quality Specification Homes, Sense of Safety & Security, Green Spaces

Property Wanted:
- Bungalow, Flat/ Apartment, Semi-Detached

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Private Study

Outdoor Space
- Private Garden (75%)

2.2 Bedrooms Wanted	-1.6 Change in Bedrooms
1.7 Bathrooms Wanted	1.4 Cars Owned
£578,700 Sales Budget	£887 Rental Budget [pcm]

PROFILE 2: PRIVATE RENTERS

Most private renters are younger than 44yo, they are mostly female and have younger children (average age 5yo). They are currently renting because they like the flexibility that comes with renting or because they struggle to get on the property ladder. They are actively looking to move to accommodate the changing needs of their growing family, their future home could be rental or owned but has to have private outdoor space and also accommodate a space to work from home.

Vital Statistics:

- 30% male, 70% female
- Average age 37, majority aged 25-34 (50%)
- Average of 1.4 children living at home. Child's average age is 5yo (85% under 13yo)
- 70% from Barnet or Harrow, 20% from Watford
- Household Income: £41,400 / annum
- 35% have no degree and a further 45% have an undergraduate degree. Working in Healthcare, Hospitality/ Entertainment, Education or Transport/ Logistics
- Religion: 40% Christian, 10% Muslim
- Commute to Work: Tube (30%), Drive (25%), Bus (25%)
- Preferred future rental type: 57% Private Landlord, 25% BTR

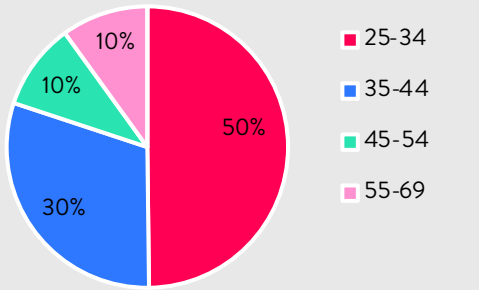
Current Issues / problems to solve for them:

1. Rent Costs
2. Living Space
3. Lack of Storage Space

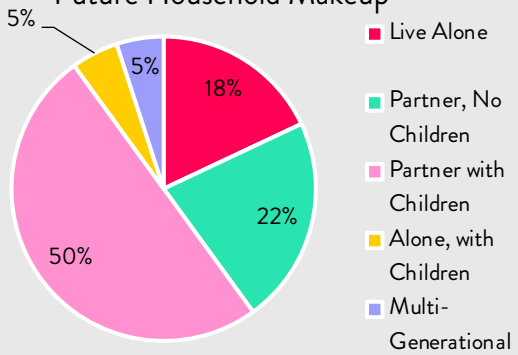
Favourite brands:

amazon Etsy IKEA Boots

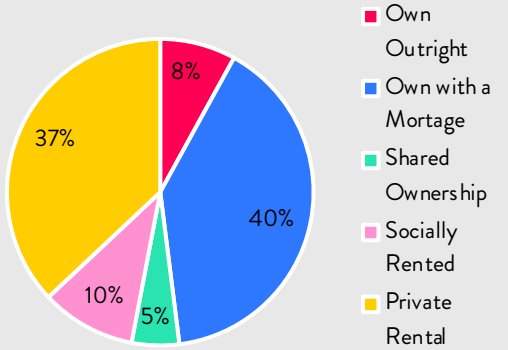
Age



Future Household Makeup



Preferred Housing Tenure



MOST ATTRACTIVE ASPECTS >>> LAYOUT CONSIDERATION>>> MARKETING MESSAGES:

Consideration:
- Possibility of a larger home, Focus on well-being, Its Safety

Appeal:
- Sense of Safety & Security, Green Spaces, High-Quality Specification Homes

Property Wanted:
- Detached, Semi-Detached, Flat/ Apartment

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Private Study

Outdoor Space
- Private Garden (80%)

2.2 Bedrooms Wanted	0.0 Change in Bedrooms
1.6 Bathrooms Wanted	0.8 Cars Owned
£394,200 Sales Budget	£1,066 Rental Budget [pcm]

PROFILE 3: FAVOURING FLATS

This group's preferred property type is a flat. What stands out about this demographic is that many live alone (48%) and their household income is at the lower end, working in sectors such as hospitality and healthcare. They will mainly be first-time buyers. They focus on their health and well-being and want to be close to nature.

Vital Statistics:

- 50% male, 50% female
- Average age 49, majority aged below 54yo (65%)
- Average of 1.3 children living at home. Child's average age is 10yo (48% between 13-22yo)
- 60% from Barnet or Harrow, 15% from Hertsmere, 15% from Watford or Three Rivers
- Household Income: £37,500 / annum
- 50% have no degree, 40% has an undergraduate degree. Working in Hospitality/ Entertainment, Healthcare or Education
- Religion: 22% Christian, 13% Jewish
- Commute to Work: Drive (35%), Tube (35%)

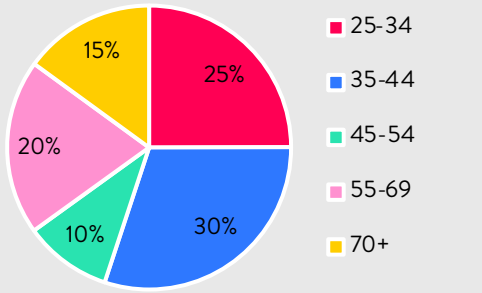
Current Issues / problems to solve for them:

1. None
2. Rent Costs
3. Living Space

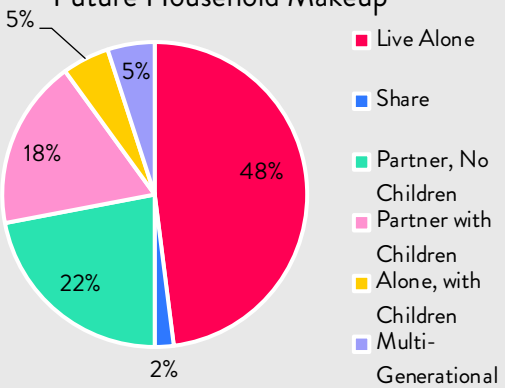
Favourite brands:

ebay NETFLIX SAMSUNG adidas

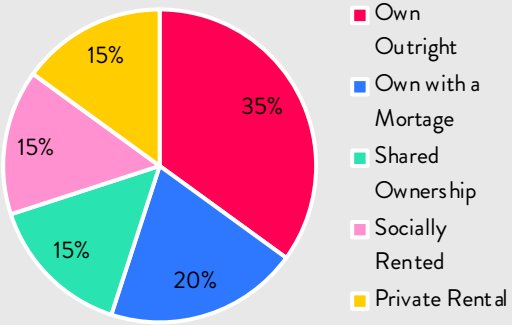
Age



Future Household Makeup



Preferred Housing Tenure



MOST ATTRACTIVE ASPECTS >>>
LAYOUT CONSIDERATION>>>
MARKETING MESSAGES:

Consideration:
- Focus on well-being, Its Safety, Closer to Nature

Appeal:
- Green Spaces, High-Quality Specification Homes, Sense of Safety & Security

Property Wanted:
- Flat/ Apartment

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Smaller closed-off kitchen with large living space

Outdoor Space
- Private Garden (62%)

1.8 Bedrooms Wanted	-0.2 Change in Bedrooms
1.3 Bathrooms Wanted	0.8 Cars Owned
£381,100 Sales Budget	£820 Rental Budget [pcm]

PROFILE 4: NEEDING SUPPORT

This older demographic consists mainly of people aged 55+ whose current home doesn't support their changing mobility needs. They don't want to downsize but are interested in moving to a decent-sized lateral home that is safe and provides additional facilities for reduced mobility. The majority of this group will live with their partner or alone.

Vital Statistics:

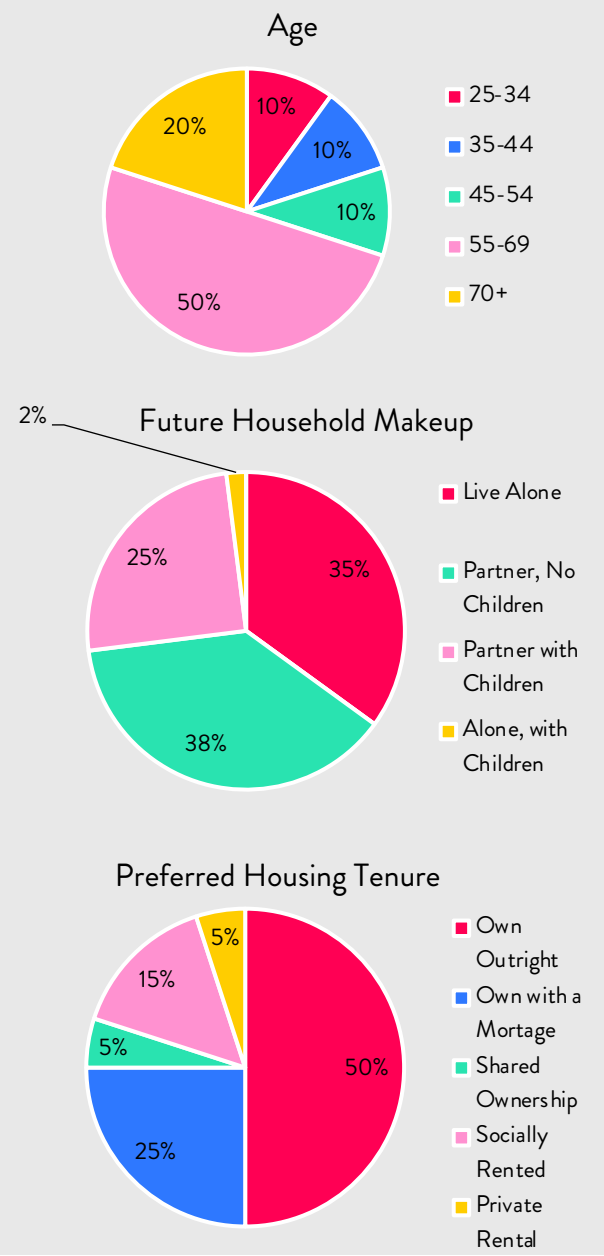
- 50% male, 50% female
- Average age 59, majority aged 55+ (70%)
- Average of 1.1 children living at home. Child's average age is 17 (67% between 6 and 17yo)
- 65% from Barnet or Harrow, 20% from Hertsmere, 15% from Watford or Three Rivers
- Household Income: £49,900 / annum (Household Income of retirees: £36,900)
- 55% employed, 35% retired
- Half have no degree. Working in Healthcare, Government/ Public Sector, IT or Education
- Religion: 28% Christian, 17% Jewish
- Commute to Work: Drive (40%), Tube (20%), No Need to commute (16%)

Current Issues / problems to solve for them:

1. Doesn't Support my Mobility Needs
2. Too Distant to Loved Ones
3. Home not Energy Efficient

Favourite brands:

goodfood M&S Waterstones ALDI



MOST ATTRACTIVE ASPECTS >>> LAYOUT CONSIDERATION>>> MARKETING MESSAGES:

Consideration:
- Its Safety, Facilities for Extra Care/ Assisted Living, Closer to Nature

Appeal:
- High-Quality Specification Homes, Healthcare & Medical Facilities, Sense of Safety & Security

Property Wanted:
- Bungalow, Semi-Detached, Flat/ Apartment

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Private Study

Outdoor Space
- Private Garden (75%)

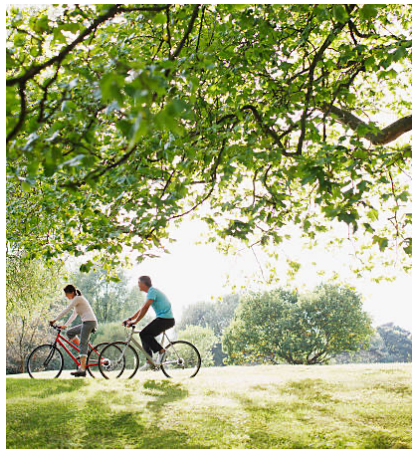
2.5 Bedrooms Wanted

-0.5 Change in Bedrooms

1.8 Bathrooms Wanted

1.1 Cars Owned

£579,100 Sales Budget



PROFILE 5: AFFLUENT MOVERS

This affluent demographic is actively looking to purchase a new family home. They are highly educated and live a very comfortable life. For their next home they want to ensure their children are in a safe and secure neighbourhood and can attend good schools. They want the family to be closer to nature and enjoy time outdoors.

Vital Statistics:

- 55% male, 45% female
- Average age 51, all age groups but mostly those aged 45-54 (25%)
- Average of 1.5 children living at home. Child's average age is 12 (65% between 6 and 17yo)
- 65% from Barnet or Harrow, 15% from Hertsmere, 15% from Watford or Three Rivers
- Household Income: £78,400 / annum
- 40% have a master's degree or above. Working in IT, Healthcare or Education
- Religion: 40% Christian, 15% Jewish & 10% Hindu
- Commute to Work: Drive (48%), Tube (18%), Train (15%) No Need to commute (12%)

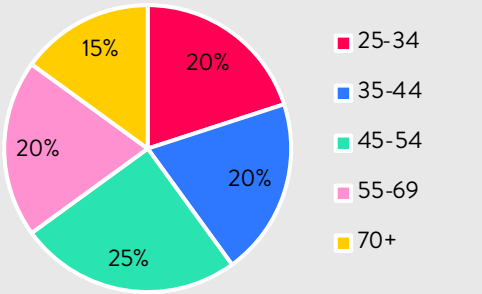
Current Issues / problems to solve for them:

1. Lack of Car Parking
2. Home not Energy Efficient
3. Doesn't Support my Mobility Needs

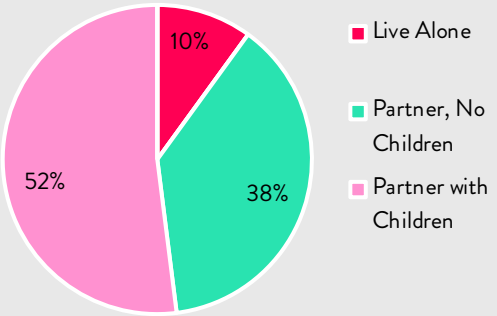
Favourite brands:

WAITROSE & PARTNERS · Mindful Chef · HUNTER · TESLA

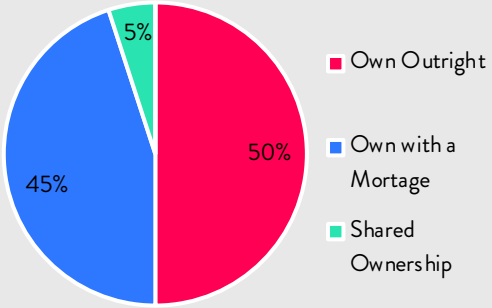
Age



Future Household Makeup



Preferred Housing Tenure



MOST ATTRACTIVE ASPECTS >>> LAYOUT CONSIDERATION>>> MARKETING MESSAGES:

Consideration:
- Its Safety, Closer to Nature, Focus on well-being

Appeal:
- High-Quality Specification Homes, Sense of Safety & Security, Green Spaces

Property Wanted:
- Detached, Bungalow, Semi-Detached

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Smaller closed-off kitchen with large living space

Outdoor Space
- Private Garden (85%)

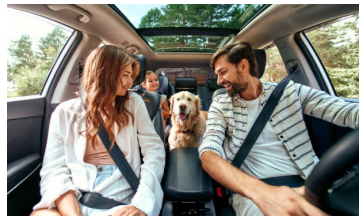
3.3 Bedrooms Wanted

-0.3 Change in Bedrooms

2.3 Bathrooms Wanted

1.4 Cars Owned

£730,800 Sales Budget



PROFILE 6: BUNGALOW LOVERS

This demographic would ideally like to live in a bungalow. The comfort of a single level floorplan in combination with private outdoor space is what appeals to them. Most of this group is aged 55+, the majority still works and is very active. They want to get prepared for the next chapter of their life and be in a home that is suitable for future reduced mobility requirements.

Vital Statistics:

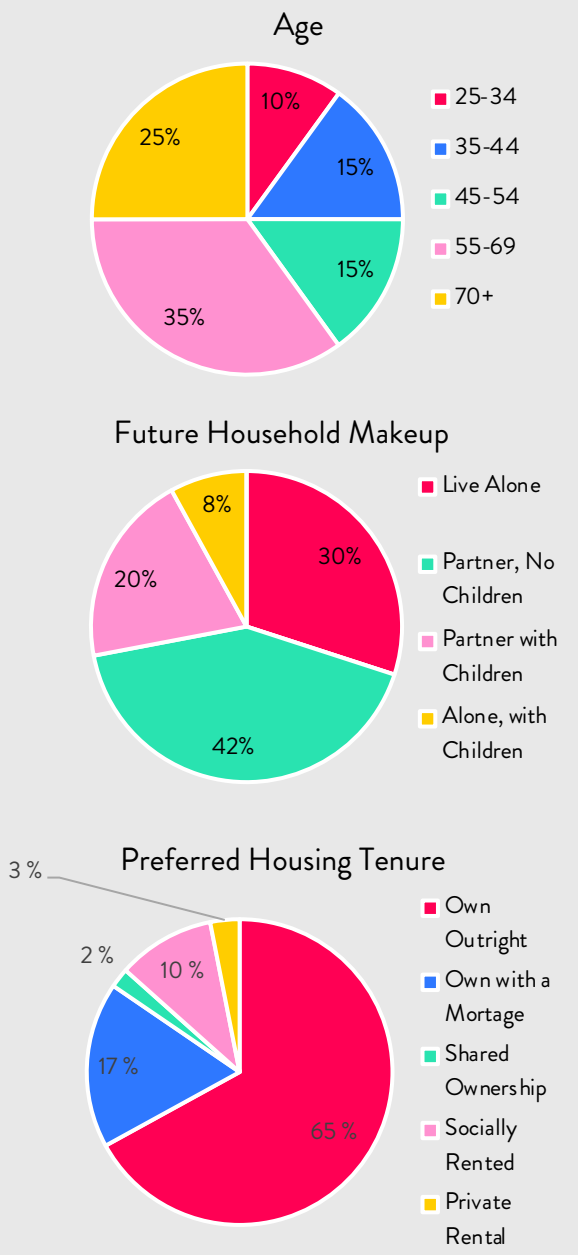
- 45% male, 55% female
- Average age 57, majority aged 55+ (60%)
- Average of 1.3 children living at home. Child's average age is 16 (67% between 6 and 17yo)
- 50% from Barnet or Harrow, 30% from Watford or Three Rivers, 20% from Hertsmere
- Household Income: £50,800 / annum (Household Income of retirees: £44,100)
- 55% employed (40% full-time, 10% part-time, 5% self-employed), 40% retired
- Almost half has no degree, a quarter has either an undergraduate or master's and above. Working in Healthcare, Transport/ Logistics, IT or Hospitality/ Entertainment
- Religion: 38% Christian, 10% Jewish, 10% Hindu
- Commute to Work: Drive (55%), Bus (17%)

Current Issues / problems to solve for them:

1. Home not Energy Efficient
2. None
3. Doesn't Support my Mobility Needs

Favourite brands

VOLVO LAURA ASHLEY Sainsbury's M&S



MOST ATTRACTIVE ASPECTS >>>
LAYOUT CONSIDERATION>>>
MARKETING MESSAGES:

Consideration:
- Its Safety, Closer to Nature, Facilities for Extra Care/ Assisted Living

Appeal:
- High-Quality Specification Homes, Sense of Safety& Security, Green Spaces

Property Wanted:
- Bungalow

Living Space vs. Bedroom Trade-off:
- Bigger Living Space, Smaller Bedrooms

Layout Appeal:
- Private Outdoor Garden, Large Open Plan Kitchen, Private Study

Outdoor Space
- Private Garden (85%)

2.5 Bedrooms Wanted

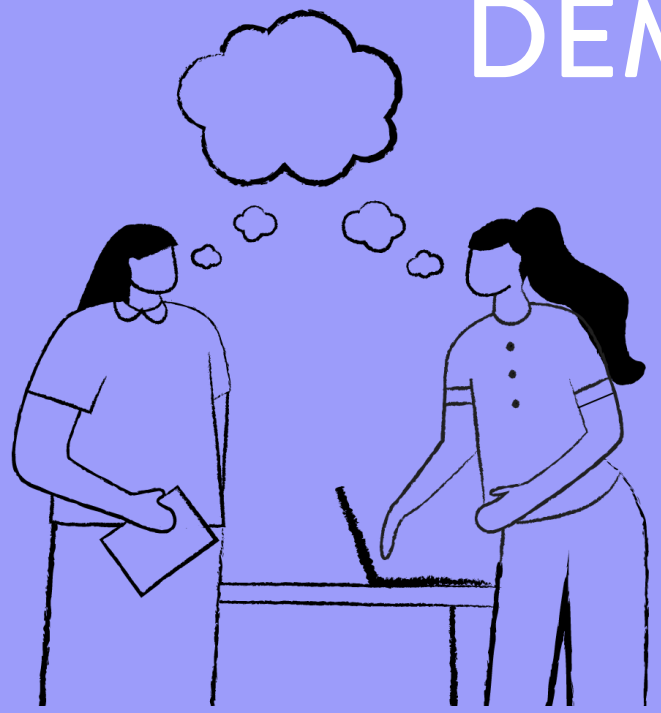
-0.6 Change in Bedrooms

1.8 Bathrooms Wanted

1.4 Cars Owned

£593,300 Sales Budget

DEMOGRAPHIC APPENDIX



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EXECUTIVE SUMMARY: HEATHBOURNE GREEN

CATCHMENT AREA METHODOLOGY:

We split the catchments into two different categories and will analyse the data in this report in relation to these two catchments

1) **The primary planning catchment**, consisting of the whole western part of Hertsmere, encompassing four sub catchments: Bushey Heath, Bushey, Elstree and Radlett-Aldenhamm

2) **The secondary catchment**, including areas outside of Hertsmere but still within 5 miles of Heathbourne Green. These regions include Stanmore, Pinner & Hatch End, Moor Park, Watford, and Highwood Hill.

HERTSMERE MIGRATION PATTERNS

- Overall, more people are moving into Hertsmere than there are people moving out. However, amongst people aged 55+, the outflow is larger than the inflow
- Clear inflow from North Outer London - London Boroughs of Barnet, Harrow, Enfield, Brent and Haringey represent a third of all inflow into Hertsmere
- 28% of all outflow from Hertsmere goes to Hertfordshire
- International migration slowed down (due to Covid) but there has been a 10-year high of domestic migration into the area
- There is a large inflow of younger individuals into Hertsmere (20-29yos), mainly without children
- Moderate transiency (inflow and outflow as a % of the population) at 14.4% which is significantly above the UK overall average of 2.1%

HOME OWNERSHIP CHARACTERISTICS

- Within the planning catchment, homeownership is between 65-72%, which is above the UK average of 63%
- Within the secondary catchments, ownership is just above half for the more urban city locations like Stanmore and Watford- in line with the London average- 53%

RENTAL CHARACTERISTICS

- In line with the UK overall, the levels of the Private Rented Sector (PRS) are higher than socially rented housing across all catchments (apart from Watford)

AGE

- Across all catchments (except for Watford), at least a third of the population is aged 55+
- The average age in Bushey Heath is higher than the national average (47 vs a national average of 40)

EMPLOYMENT

- Employment in Hertsmere is varied, without a clear leading industry. However, 56% of the working population works at senior manager level

LATER LIVING SUPPLY

- The supply of assisted living/ later living within 5 miles of Heathbourne Green is very limited, especially the supply of rental options

KEY WORKERS

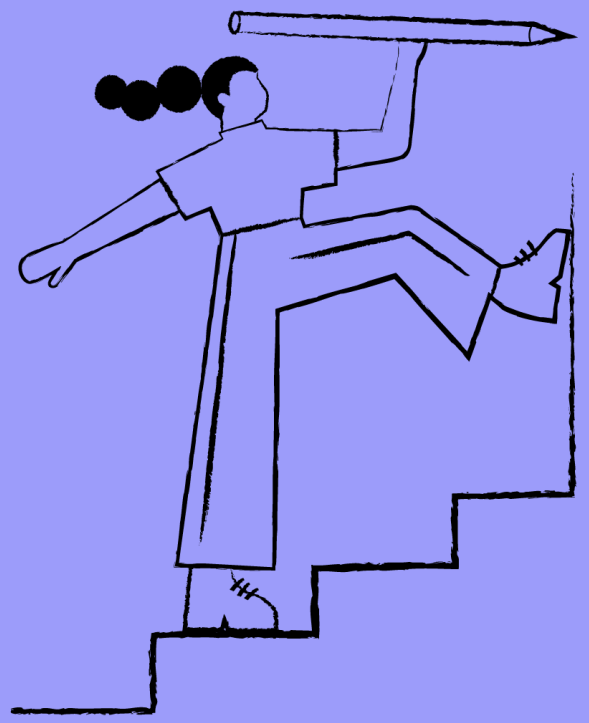
- It is estimated that 45% of Hertsmere individuals classify as key workers. This figure is considerably higher than the number of key workers in all surrounding areas (Hertfordshire 34%, (North) London: 30%)

SALES MARKET

- The local market is somewhat unusual with a higher sales price per sq ft for a house than for a flat. This can be explained by the strong demand for houses from families in the catchment
- The majority of the for-sale stock in primary catchment consists of houses
- Bushey has above average sales values for flats, especially for new build flats (1-bed and 2-bed flats)
- Mortgage availability is strong for 1-bed flats at both the single and particularly dual income earners. For 2-bed flats the affordability remains strong for dual income earners. The market for 3-bed flats is very thin for single income earners (less than 20%). However, just over half of dual income households would have access

RENTAL MARKET

- The rental market across all catchments is dominated by flats (70-85% for the primary catchments, 66-80% for the secondary catchments)
- The existing market points to a high proportion of 2 beds across all primary catchments
- Bushey Heath has some of lowest rental flat costs across the catchments
- The rental market is considerably more uniform than the sales market
- Rental affordability is high across all catchments, especially for dual incomes. >90% would be able to afford renting a 1-bed flat



SURVEY APPENDICES

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PARTICIPANT SURVEY: DETAIL

An online survey was carried out with circa. 35 questions to the potential target audience.

Targets and Response:

- We targeted a range of age groups from 25 upwards
- Coming from Hertsmere, Watford, Three Rivers, Barnet, or Harrow
- We received, 523 responses - 319 from Barnet or Harrow; 204 from south Hertfordshire- 51 from Hertsmere, 103 from Watford or Three Rivers, and 50 from other South Hertfordshire counties

The Results were analysed into three groups:

- Total- whole audience
- Core 1 - Respondents who are:
  - 55+ from Hertsmere, Watford or Three Rivers
  - Core 1 was selected because it is representative of a potential target audience consisting of elderly locals who are likely to downsize
- Core 2 Respondents who are:
  - Young individuals (30-40yo) who are either couples or have children between 0 and 5yo coming from North London
  - Core 2 was selected because it is representative of a potential target audience based on migration patterns of young individuals settling down and starting a family in Hertsmere and who are still likely to want to live in a flat
- Many of the questions by design were repeats where one asked their current living preferences and the other their likely preferences should they move. These were analysed against each other to show issues with existing arrangements and future desires.
- Other important results have also been split by Gender, Age, Income, Region, Household Type, Owner vs Renter, Current flat vs. house resident, current number of bedrooms and by religion

CURRENT FACTORS & ISSUES WITH THEIR PROPERTY:

- The top three factors why people choose their current property are very different from their top three issues with it
- The most important factor is Private Outdoor Space (overwhelmingly) followed by car parking and access to facilities
- The top three issues are their home not being energy efficient, lack of storage space followed by three factors evenly weighted - lack of car parking, distance to loved ones and lack of living space
- When looking at the 55+, the majority say that their current property is suitable or will be with a few modifications to fit their needs

LIKELIHOOD OF MOVING:

- 43% of people are not planning to move, when looking at the 55+'s that figure increases to 60%. If people are likely to move it would be within 2 years

DEVELOPMENT APPEAL:

- The current proposed development has three-fifths approval rating with just over half considering it. It is the younger individuals who find the concept most appealing. This should not rule out the 55+ as may of them are still undecided meaning they can be convinced if the right proposal comes along
- Furthermore, the largest appeal comes from the wealthier individuals and those currently living in flats
- There is no significant difference in appeal from the different regions, however the local of Hertsmere are the most likely to consider it (at nearly 70%)
- There are four key considerations reasons and these align with the developments core themes of Safety, Convenience, being Closer to Nature and Wellbeing

LIVING REQUIREMENT (HOUSEHOLD MAKEUP):

- There is minimal divergence in the current and likely make up of the household within the development. These would vary substantially by age. 55+ would most likely be couples and some living alone while younger audiences would be in families and some living alone

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PARTICIPANT SURVEY: DETAIL

LIVING REQUIREMENT (PROPERTY TYPE):

- Like with the household make up, the type of property tenure wanted is dependant on age. Older individuals would be most likely to purchase outright. The younger individuals would me likely to purchase with mortgage and some would be looking for shared ownership
- 91% of current renters rent from a private landlord, but only 61% would want to continue that way. The largest beneficiary would be ownership with a mortgage (almost 20% more), but from a rental perspective BTR is gaining a lot of traction especially with the younger, London females
- Currently most individuals live in a semi-detached property. The largest change is the want for a bungalow especially from the 55+ (from 4% to around 40%)

LIVING REQUIREMENT (LAYOUT):

- A private outdoor garden is the most important aspect to all potential residents (no matter the age)
- Internally
  - When asked between a trade-off between a larger living space with bedrooms; 74% would prefer a larger living space. With that living space to be a large and open plan
  - With the trade-off between fewer or smaller bedrooms as a compromise to the larger living space; there is no clear answer. However, over 40% would want smaller bedrooms; this is even more pronounced with the 55+ (55%)
  - When looking at bedrooms; rightsizing support does exist where the older individuals do have more bedrooms and would want to move into a smaller home (average reduction of 0.7 from 3.4 bedrooms)
  - Those currently in 4-bed houses would want to reduce to 3-beds on average, but the largest change is from the 5+ (currently average of 6 bedrooms); they would rightsize to 3.6 bedrooms
  - There is also a clear link between the number of bedrooms and bathrooms people want- one less bathrooms to the number of bedrooms. A one bed flat would still like on average 1.3 bathrooms

LIVING REQUIREMENT (AFFORDABILITY):

Sales

- On average, £620k is the current value of people's property, with their next budget being £531k (14% less)
- For the 55+ their current property value is £666k and their budget is £560k (16% less, pointing towards the desire for an equity release)
- The largest value comes from the 4+ bed properties, currently valued at £895k, they would be willing to still spend the most yet, £150k less (19% lower) than their current value
- Former renters who want to buy a property are willing to spend on average £391k

Rental

- The largest rental band is between £500pcm and £750pcm with the average being £970pcm; from the budget perspective it will remain in the same band but the budget is £889pcm (19% lower)
- Households from Barnet and Harrow do rent more but also spend more on it with the average being £1050pcm and their new budget being £951pcm (8% lower)

WORK & COMMUTING:

- Driving is the main mode of transport, irrelevant of any criteria. Almost all of the younger audiences have to commute to work, while only 40% of 55+ actually work. A further 19% of the 55+ that work do not need to commute to work
- Over 50% of the audience have one car with the average being 1.2 per household. For the local 55+ audience that is 1.4 cars per household
- Individuals with higher incomes have more cars. Households earning between 0 and £70k, have between 1.1 and 1.4 cars. However, households earning over £100k have an average of 2 cars, with over half owning 2 or more cars.

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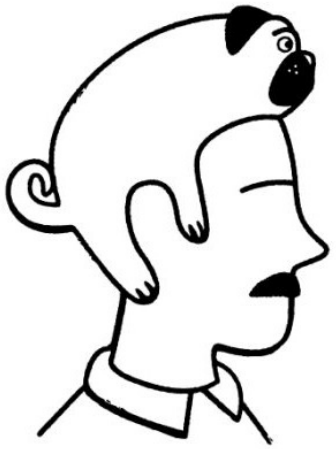
Thank you



THOUGHTS
AND
QUESTIONS

CONDUCTOR

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Private & confidential

Appendix B.

Bushey Forum Presentation

CAVENDISH

Heathbourne Green

An opportunity to set a new benchmark for the future of retirement living in the UK

Bushey Forum Meeting – Tuesday 20th February 2024

Introductions

Agenda

- Introductions
- Local Need
- Community Listening
- Our Approach
- Our Vision
- Our Proposals
- Benefits to Hertsmere
- Q&A

Who are we?

- Award winning operators and developers in the social care sector and specialists in older peoples housing and housing with care

- Our experience in delivering high-quality care services means we understand the unique needs and aspirations of an ageing population

- Since 2018, we have collaborated with Hertsmere Borough Council, contributing expertise in social care and leveraging deep community roots in Bushey and wider Hertsmere.

- We are working alongside a best-in-class team to help us shape our proposals for Heathbourne Green

TRULOCOM

tlgroup TLC CARE

Trulocom
Client, Developer & Operator

Patel Taylor

Patel Taylor
Master planner and Architect

Quod

Quod
Planning, Health Strategy and Stewardship, Development Economics

LDA DESIGN

LDA Design
Landscape masterplan

CAVENDISH

Cavendish
Communications

i-Transport

i-Transport
Sustainable transport

Local Need

Strategic Drivers: Housing, Health & Lifestyle

Heathbourne Green

- The ageing time bomb facing Hertsmere.
  - The working age population is forecast to fall whilst the population over 75 is forecast to increase by more than 50% (2020-2036).
  - Significant implications for the local economy and for local government.
- Forecast increase in Dementia, and the need for care for an increasing proportion of the community.
- Housing stock is currently unsuited for the future:
  - 8,730 older households have two or more spare bedrooms in Hertsmere.
  - 88% increase in value 2010-2020 – the impact on families and on key workers
  - Consequences for Hertsmere: Existential challenges requires new thinking

- Health care sector is under pressure now with pressures increasing:
  - The role the private sector can play
  - Evidence of health benefits of extra care…
  - …and of social prescription
  - Benefits of engaging the local community and charity network
- Why Bushey?
  - Higher % of older people
  - High house prices
  - Limited amenities and services

The older population is growing much faster in Hertsmere

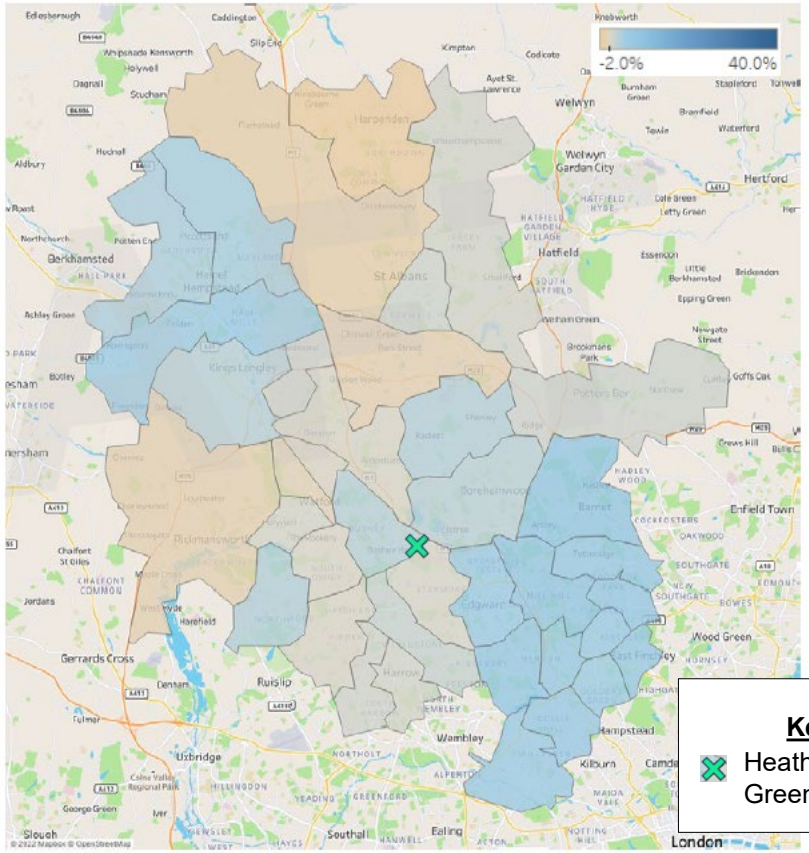
Hertsmere's ageing population

The local area is densely populated with 75% of the population of Hertsmere concentrated in the west of the Borough.

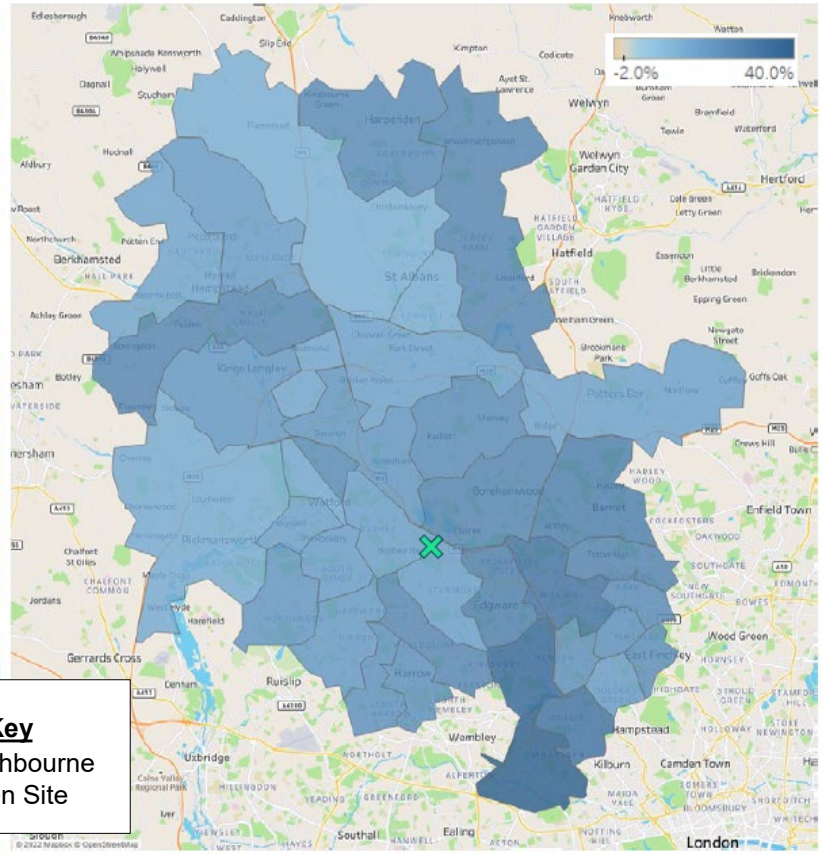
- c.140,000 people live within a 15-min drive of the proposed Heathbourne Green Development.

*"There is projected to be a **44% increase** in the 65+ population to 2036, accounting for at least a third of total population growth."*
South West Hertfordshire Local Housing Needs Assessment ('LHNA')

Total Population Growth to 2031



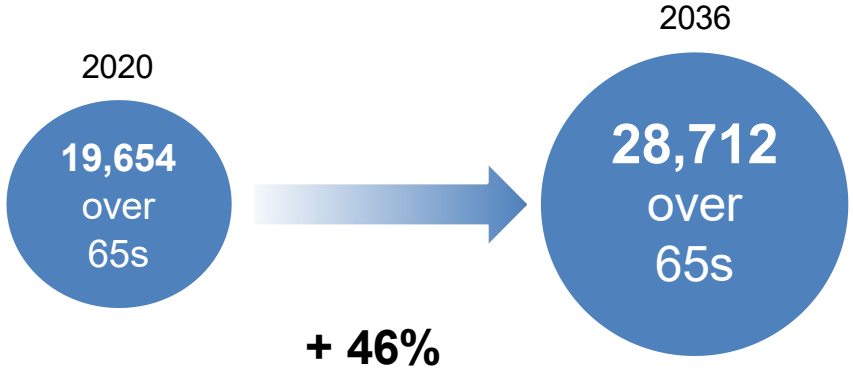
65+ Population Growth to 2031



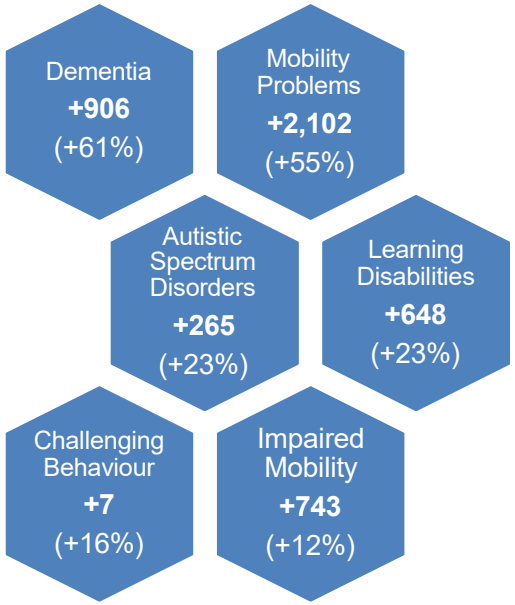
South West Hertfordshire Local Housing Needs Assessment ('LHNA'), 2020

Hertsmere's need for age-appropriate housing

- Hertsmere's population is growing with a shortage of homes to meet demand
- Working age population due to fall with the older population expected to double between 2020- 2036
- By 2040 c.9000 older people living alone in Hertsmere (+2,200 from 2023) and over 8,000 65+ requiring help with domestic tasks and self care
- More older people are living in unsuitable homes exacerbating social isolation with no suitable alternative
- 8730 households aged 65+ have 2 or more spare bedrooms whilst younger families struggle to find affordable family housing
- Need for a minimum of c.2,600 age-appropriate homes for over 75s most in need.



Projected Increase in Disabilities in Hertsmere 2020 - 2036



Sources: Census Data / ONS / SW Herts Local Housing Needs Assessment/ POPPI

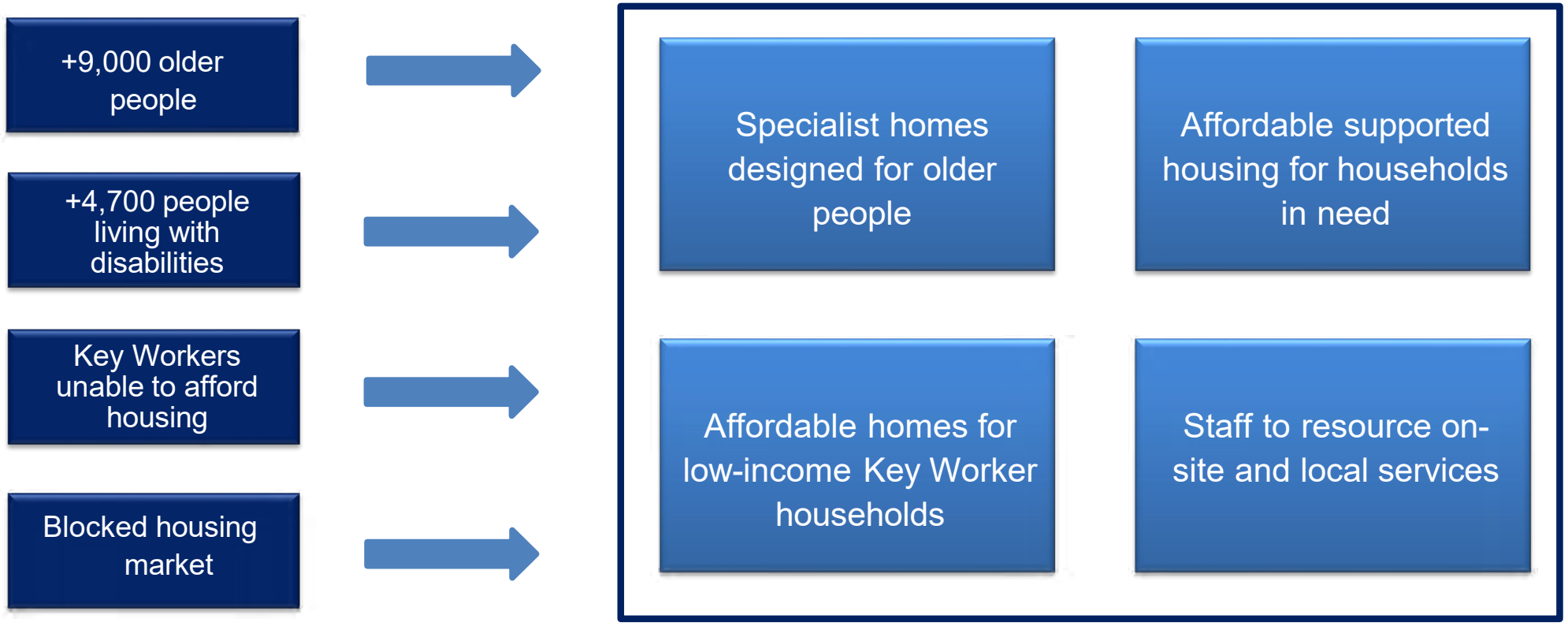
Local need for affordable homes for working households esp. key workers

- In the last 10 years, house prices have grown on average by 88% to £547,500 in Hertsmere
- Severe shortage of affordable rental homes
- Hardest hit are key workers - 15,600+ key workers in Hertsmere*
- Many are eligible for social housing but not allocated due to the lack of local delivery
- Recruitment and retention of key workers is impacting local employers particularly in health and social care
- Providing high quality services in Hertsmere is impacted, to the detriment of local people

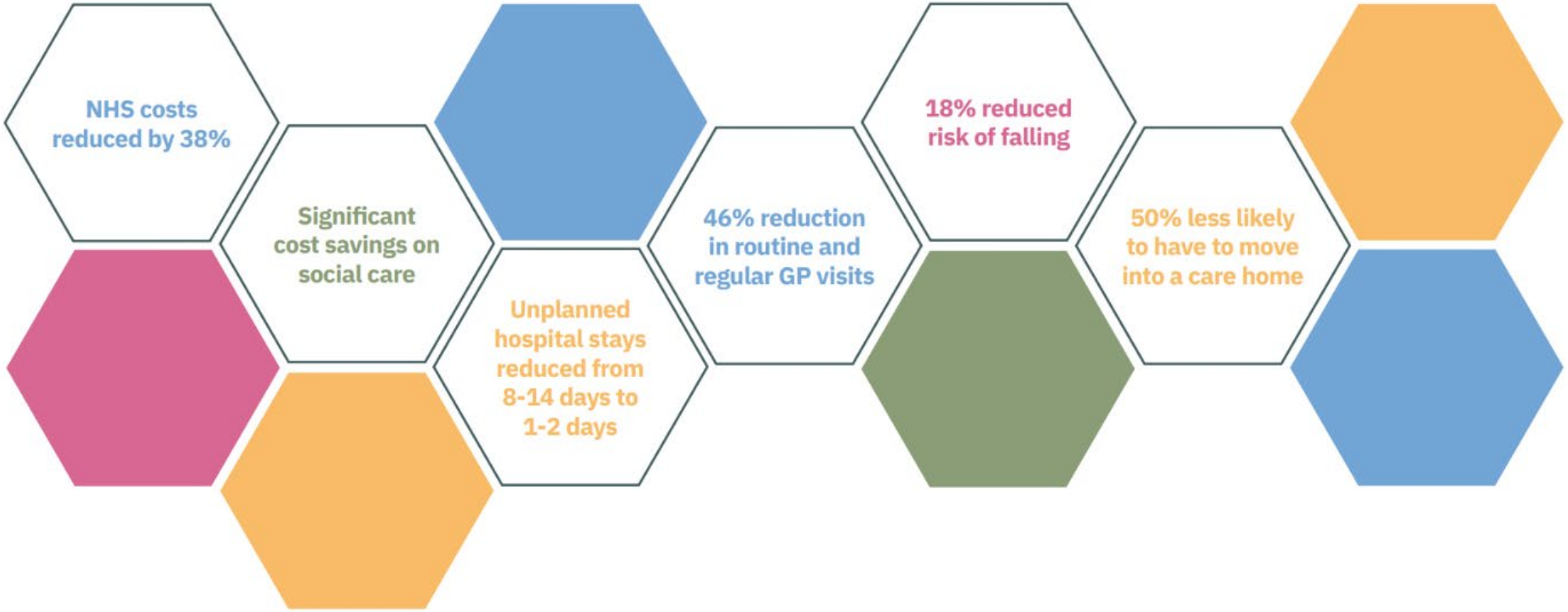
Occupation	Annual Income	Monthly Housing Budget	1 Bed Market Rent	Shortfall per month
Care Worker	£20,000	£580	£1,300	-£720
Nurse	£33,000	£960		-£340
Occupational Therapist	£31,000	£900		-£400

Annual Survey of Hours and Earnings (ASHE) (2022)
Property Data (January 2024)
* Census Data (2021)
**(HSCC Report).

What does Hertsmere need to help address these challenges?



Extra Care housing results in reduced reliance on and more efficient use of health services



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Improving local access to healthcare in Bushey, taking learnings from across the Borough

- Evident need in Bushey for healthcare expansion to meet current and future demand and reduce pressure on NHS
- Research commissioned shows clear demand for additional primary care, diagnostics and post-acute rehabilitation services in Bushey

Primary Care

- Increasing demand for GP services
- Hertsmere Infrastructure Delivery Plan shows shortfall of c.3k patients in Bushey and c.21k in Hertsmere
- GP surgeries in Bushey are constrained with no capacity to expand / broaden services

Diagnostics

- NHS waiting times across ICB increased significantly post COVID
- 30% of people waiting over 6 weeks for certain diagnostics
- Limited providers within a 20 min drive

Post Acute Rehabilitation

- Increasing numbers of joint replacement procedures whom require post-acute rehab
- No facilities available with a 45 min drive of the site
- Very limited post-acute services nationally

End of Life Care

- Significant increase in palliative and end of life care over next 20 years - # of deaths per year in the UK to rise by 1/3 by 2040
- Hertsmere currently does not have a hospice

TRULOCOM

Bushey’s centres don’t meet local needs

Local expenditure

Heathbourne Green can provide services to retain spending locally, reduce the need to travel and provide complementary shops and facilities for Bushey residents.

Bushey retains only 20.4% of convenience spending

Bushey retains only 16.7% of comparison spending

There is considerable scope for this spending to be retained in Bushey, adding to the local economy and providing jobs for Hertsmere residents.

Local demand for services

HBC conducted a survey on redevelopment options for the Bushey Country Club.

Residents confirmed a need for a wide range of new services and facilities, including **overwhelming support** for:

- Open green space;
- Community space / hall;
- Children’s play / family space; and
- Leisure and hospitality facilities.

The most sought after leisure and retail options were:

- Cafés and restaurants, including outdoor seating;
- Local, independent retailers of both convenience and comparison goods;
- Event spaces for hire; and
- Fitness facilities, including a gym / pool.

Community Listening

Understanding the needs of the community

Listening to local residents, third sector organisations and multi-faith groups

- We've engaged with over 100 local third sector organisations to understand how we can support their efforts in servicing those who need it most in Hertsmere. For example:

Communities' 1st
Green Connections CIC
Small Acts of Kindness
The Shed & Age UK Herts
Red Trust Bushey
Sunnyside Rural Trust
Goods for Goods
Students of Purcell Music School

- We've spoken to over 500+ local residents to understand what people love about their community and opportunities for improvement. For example:

Bushey Forum
Bushey United Synagogue
Hindu Council & Hindu Forum of Britain
Later Living, Multi-Faith & Young Families Focus Groups
Bushey Door Knocking
Hertsmere Health and Social Care Round Table
Hertsmere Community Listening Street Stalls
Local residents survey
Hertsmere secondary schools

- We've cast the net county wide and nationally to understand opportunities to meet a need which doesn't exist in the local area to better connect communities and deliver even greater social impact. For example:

National Academy for Social Prescribing
Helen Hamlyn Centre for Inclusive Design
Oxford Institute of Ageing Population
Hertfordshire Local Enterprise Partnerships
Herts Poverty Food Alliance
Age UK Herts & Hertswise Dementia Support
Step2Skills

We partnered alongside local businesses as part of our early community engagement

3 Public exhibitions

2000+ Website views

10,800+ Addresses notified as part of Public Consultation

300+ doors knocked on

525+ surveys completed

125,000+ impressions on social media

100+ stakeholder meetings

Sept 2022 Social Listening Exercise

Oct 2022 Local resident focus groups

Nov 2022 Borough and County Wide Surveys

March - Oct 2022 Employer surveys

Oct 2022 - Oct 2023 Third sector and charity engagement

Jan - April 2023 Design Charrettes

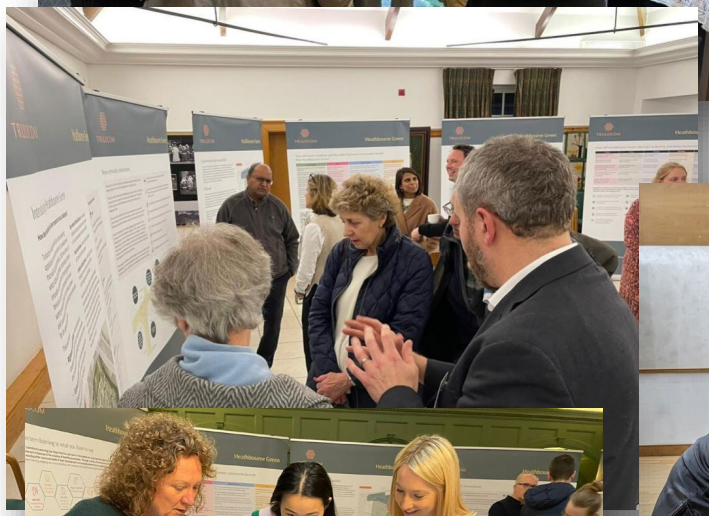
July - Aug 2023 Borough wide community listening street stall

Oct 2023 Health and Social Care Workshop

Nov 2023 Secondary School Engagement

Nov 2023 Public Consultation

Public Consultation Learnings



During the Public Consultation, the following key themes emerged:

- Provision of healthcare facilities is a positive addition to the local area
- A development of this nature requires facilities to cater to all ages to promote intergenerational living
- Potential risk of flooding to the site and to surrounding roads
- Clear need for new homes, including new affordable homes
- Perception the development must help address local traffic issues, existing road infrastructure and queries about accessibility to the site –
- Availability of public transport services in the local area
- Loss of Green Belt land

Our Approach

Adopting a ‘best in class’ approach to research and design

Trulocom have commissioned best practice research from the country's leading institutions in the ageing and inclusive design sector to create something extraordinary. A scheme designed around socially connected communities that support healthy ageing and independence.

Royal College of Art DESIGN AGE® INSTITUTE

Royal College of Art THE HELEN HAMLYN CENTRE FOR DESIGN

'***Creating connected communities*** in Heathbourne Green will see spaces designed to ***serve and stimulate interaction between people*** in different life stages and with different religions, abilities and socio-economic backgrounds.

– HHCD

National Academy for Social Prescribing

'Following the social prescribing principles faithfully, actively contributes to ***creating a safer and more inclusive society.***'

'Learning new skills, being physically active, serving others, and ***creating social connections*** all underpin a positive lifestyle ensuring people get the most out of daily life'

– NASP

The Oxford Institute of Population Ageing

'A guiding principle of Heathbourne Green is the creation of neighbourhood clusters with a clear identity and sense of place. The clusters help ***secure a rich lifestyle*** and ***sense of community from the outset***'

– Oxford Institute of Ageing Population

Trulocom have visited well recognised communities and places in search for best practice examples to learn from

Livewell Kew
Integrated GP Surgery & Wellness Activities in one place

Edventure & Old Town, Frome
Social enterprise workshop supporting young people into work and community fridge

Bromley By Bow
Integrated community hub and health centre focused on creating healthy vibrant communities

Poundbury
Recognised for its thriving high streets, beautiful parks and accessibility to all

Welborne Garden Village
Creating an exemplar place where residents come together to form a thriving community

Design shaped by expert input and peer review

Architectural Charette Panel

Bob Allies
Allies and Morrison

Paul Eaton
Allies and Morrison

Melissa Dowler
Bell Phillips

Ashmi Thapar
Bell Phillips

Stuart Piercy
Piercy & Company

Yannis Halkiopoulos
Piercy & Company

Neil Deely
Metropolitan Workshop

Pia Berg
Metropolitan Workshop

Keith Bradley
FCBStudios

Independent Design Review Panel

Paul Finch OBE
DRP Chair

Anthony Davies
Sustainability

Noel Farrer
Landscape

Richard Coleman
Townscape

Sadie Morgan OBE
Design

Mark Hallet
Development

Robin Nicholson
Architecture

Hertsmere Design Review Panel

Tim Riley
DRP Chair

Annabel Keegan
Urban Design

Steve Burr
Architecture

Mehron Kirk
Landscape

Design Council Panel

Roland Karthaus
Chair

Vincent Wang
Development

Jo Blundell
Design for Ageing

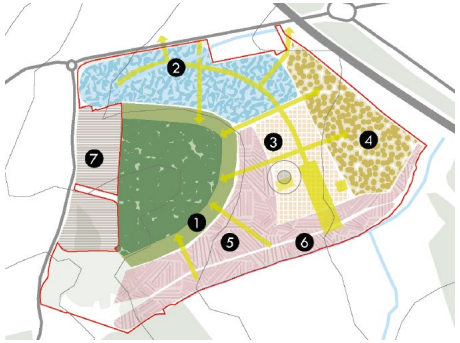
Jayne Earnscliffe
Access design

Design shaped by expert input and peer review

- **2020**
  Design Council CABE panel including specialists in Design for Later Living, Care and Ageing.
- **2022-23**
  Independent Design Review Panel with nationally recognised specialists in Landscape, Urban Design, Architecture and Sustainable Development.
- **2023**
  Design ‘charette’ workshop with panel of 5 respected residential Architects providing critique and new ideas.
- **2023**
  Hertsmere Borough Council Design Review Panel providing local viewpoints and transport specialism.

Evolution through review

- Height and massing scales down to thresholds with existing neighbourhoods and countryside.
- Integration of the Woodland with access along the east boundary and reinforced tree planting.
- On street visitor car and cycle parking close to shops and services.
- More activities and places designed for families and children as well as the ageing population.
- A mix of shops and services for everyday needs at a range of affordability.
- Learning from local context with recognisable spatial sequences and clusters of similar style.



Our Vision

Building a connected community designed for the needs of an ageing population

Vision

What

To **reclaim a previous landfill** site with an exemplar and sustainable intergenerational scheme **designed to meet the needs of an increasing and ageing population**.

A place designed to improve **health, wellness and lifestyle**, delivering positive social impact through creating a low carbon, happy, thriving community where people can age well, **serving Bushey and meeting local needs**.

Why

Taking a holistic approach to people's health is proven to **improve quality of life and emotional wellbeing**.

How

Heathbourne Green will be built on four interdependent pillars providing sustainable social infrastructure and social networks that deliver maximum social value and quality of life for the community.

Health

Integrated primary medical care with community development, focused on prevention as well as cure.

Wellness

Providing a range of leisure, recreation and places of worship, enhancing emotional, spiritual, and physical wellbeing.

Lifestyle

Providing opportunities for social connection and integration including event pavilion, clubhouse, restaurants and crafts centre.

Enterprise

Fostering community service, social mobility and social entrepreneurship, through training and upskilling across all ages and background, supporting the local economy and businesses through sustainable ventures and affordable workspace.

Community

- We have engaged with a range of local charitable social enterprises that require space to enable their continued service within the community
- Providing space at Heathbourne Green for these organisations to co locate sits at the heart of our social prescription model.
- We are passionate about supporting these organisation to thrive; creating a person-centred community of care that generates natural onsite activity and encourages community residents' involvement through volunteering

- **The Shed:** A working shed and social space designed to tackle social isolation and loneliness by empowering local communities
- **Sunnyside:** Social enterprise providing employment and training opportunities for adults with learning disabilities through horticulture, nurturing food from fork to plate and animal therapy
- **Small Acts of Kindness:** Reducing loneliness and isolation for older people by connecting communities with kindness
- **Purcell:** Britain's oldest music school for young musicians in the heart of Bushey. Music promoting intergenerational social connection, cultural cohesion and delivering positively benefits to ageing well

Wellness

- Open workshop space where generations come together working on practical and creative projects for the local community whilst improving their own mental health in the process.
- Talking Benches & cafes to encourage places to meet combating loneliness and isolation.
- Open space with seating areas in and amongst trees to create mindful moments as well as opportunity for social connection.
- Shared allotments used by all including local dementia group run by local wildlife charity.

Spaces for pure relaxation

Talking benches

Shared allotments

Green spaces creating mindful moments

Lifestyle

- Innovative art and craft spaces for exhibitions, studios, workshop space also serving as a friendly place to meet people.
- Community enterprise becomes a way of life – ‘A library of things’ means one item is reused multiple times saving time and space.
- Healthy nourishing food that makes people feel good, with waste being recycled to compost or used to fill the local community fridge for those in need.
- Connecting people through love of cooking with a cookery school by day and restaurant by night bring younger and older generations together
- Multi-purpose space used to support community cultural events.
- Heathbourne Green will be a community resource for culture, intergenerational knowledge sharing and community togetherness

Arts and crafts studios

Library of things

Multi-purpose spaces

Fresh nourishing produce

Cookery School / Restaurant

Health

- Integrated and holistic approach to healthcare within a placemaking setting – social prescribers working hand-in-hand with primary care practitioners to manage clinical and non-clinical needs.
- Outpatient diagnostic centre with focus on meeting needs of the Greater London population.
- Clinics including post surgery, rehab and step down supporting long term physical and mental health.
- High street health including dentist, pharmacy and optician.
- Flexible space meeting health needs on site
- Delivery options consider public and private partnerships, charitable elements, general innovative delivery strategies
- Desire to work with the NHS and community stakeholders to deliver a financially self-sustaining facility rooted in the social prescribing model

'Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity'

World Health Organisation

Outpatient & diagnostics care

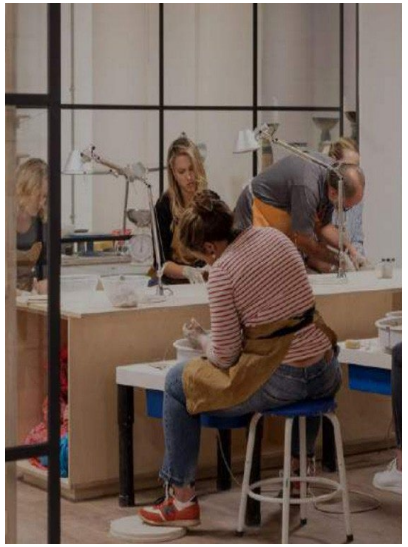
Post surgery rehabilitation

Integrated Primary, Private & Community Care

High Street Health

Enterprise

- Providing ‘make and do’ space that creates inclusive opportunities and encourages social mobility for all the community.
- Igniting social entrepreneurial spirit through community service, upskilling, training across all ages and experience.
- Supporting the local economy, employment and businesses through creation of sustainable community initiatives and social ventures. A true investment in building skills to encourage local employability
- Shared, affordable and hybrid working space that foster innovation and creativity encouraging network and relationship building.



Make & Do Spaces

Community Enterprise

Upskilling entrepreneurs through training workshops

Affordable Working Spaces

Outdoor Spaces

- Shared allotments and community gardening space connecting people over the love of home-grown food
- Curated spaces in nature encouraging canvas painting, mindful yoga and exercise routes
- Local Fetes, Family Picnics, Diversity Festivals and Summer BBQs on the ‘Great Lawn’
- Outdoor Farmers Markets connecting HBG and wider Bushey residents in HBG’s market square selling home grown local produce

Outdoor Physical Activity

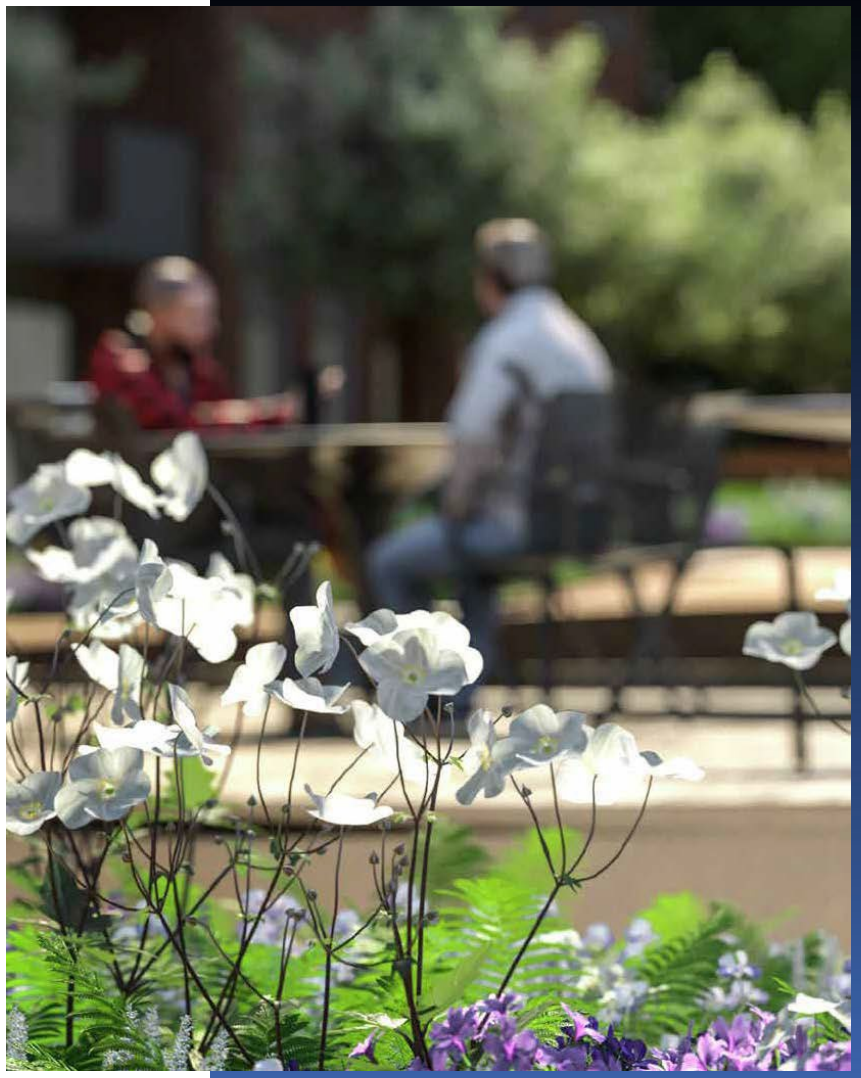
Shared Allotments & Community Gardening

Locally grown and sold produce

Outdoor Events on Great Lawn

Redefining later living – exceeding all precedents

- Despite extensive research and several examples of good practice, we cannot find a precedent for a truly connected community, designed to meet the needs of an ageing population with health, wellness and social prescription at its heart.
- Heathbourne Green **will set a new standard** in how an ageing population can be cared for whilst meeting the needs of the wider community regardless of age, faith, race or mobility.
- Fostering health, wellness, community and enterprise and **underpinned by the concept of social prescribing and a connected community**, we will support residents in an active future where they can ‘age in place’ and thrive.
- A community that also considers carers and key workers.
- In a way that’s never been done before in the UK, through thoughtful placemaking and social prescribing, we will return the freedom and personal connections that may have hampered many due to ill-health or personal loss.
- **And create a thriving addition to Bushey, available to all**.



Who will live here?

Rightsizers

Older individuals and couples moving from a family house to an accessible, single-storey home.

Local workforce

Working age individuals and young families working on site or in local businesses in service and health.

People needing care

People with physical and mental care needs living within a community with nearby healthcare.

Families

Working age families living in homes with a mix of tenures and types, allowing for intergenerational flexibility.

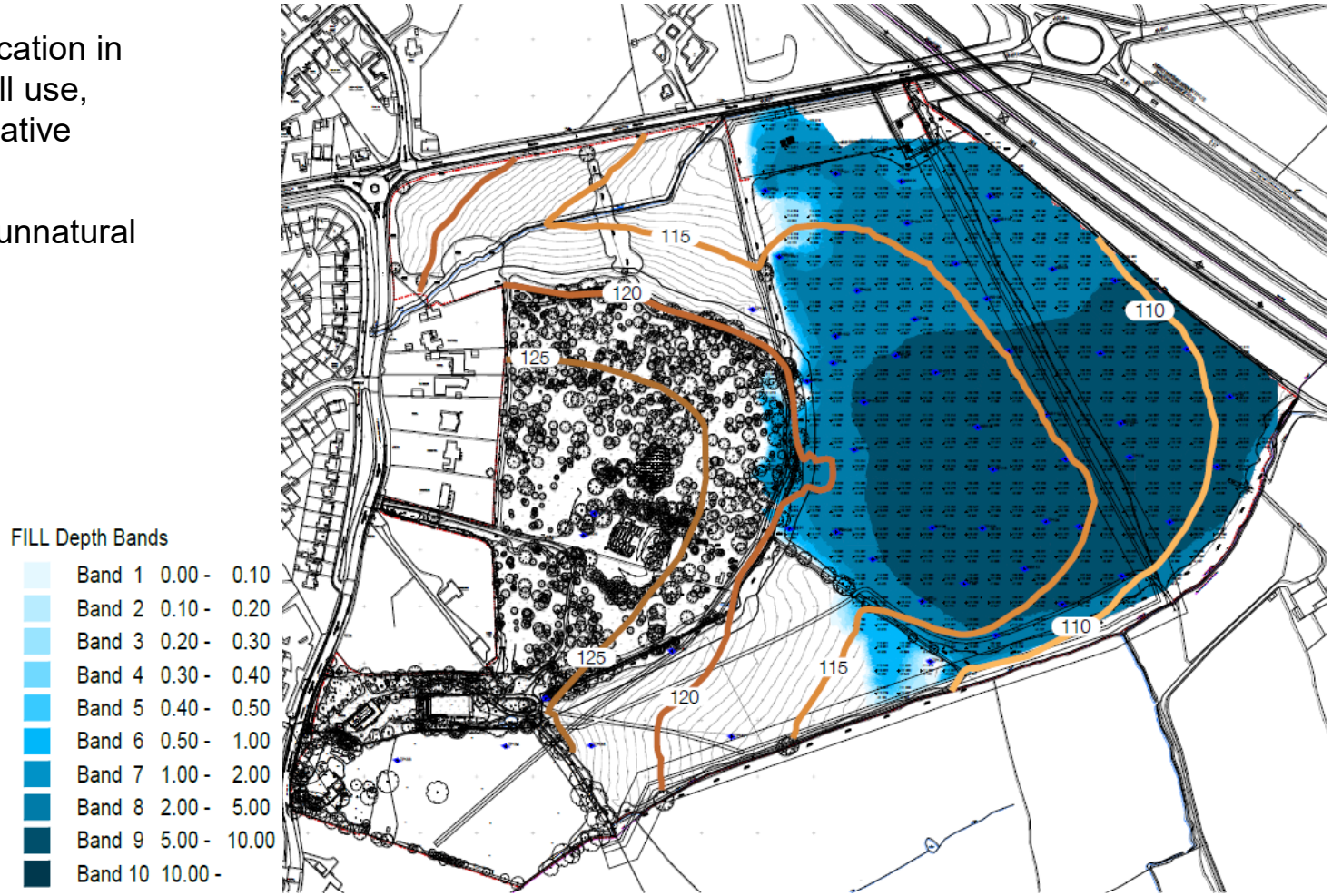
The overwhelming majority of our homes are designed to be adaptable and accessible for all allowing residents to age in place

Our Proposals

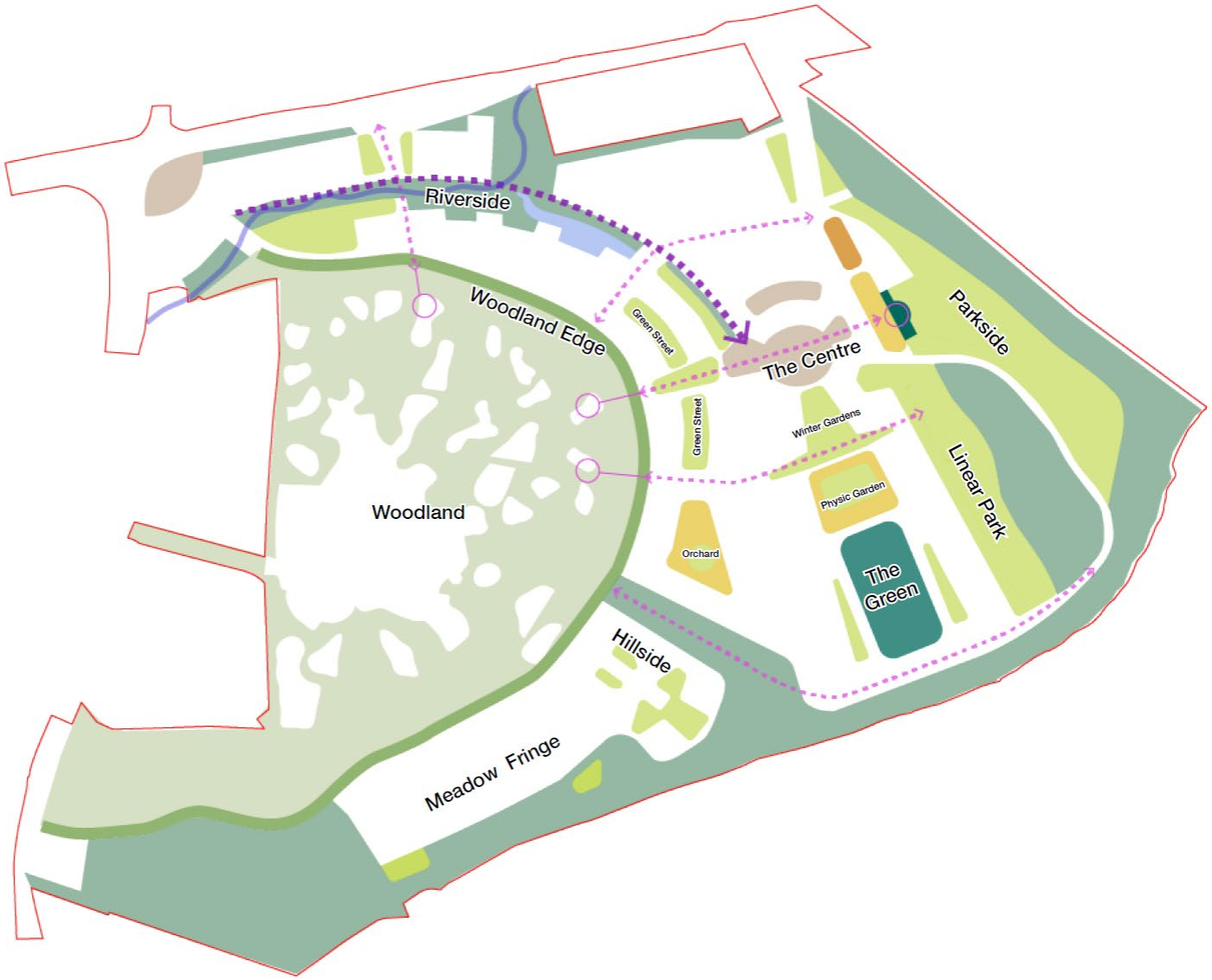
A large proportion of the site is ‘landfill’ created to accommodate construction waste

- The extent of the former landfill use is large, covering the majority of the site.
- The site was consented for landfill use despite its location in the Green Belt. However, due to the previous landfill use, the land quality is poor and unsuitable for any alternative Green Belt use, such as agriculture.
- The landfill placed on the Green Belt resulted in an unnatural ‘pillow’ on the landscape.

Topographical plans showing the location of landfill on site



Landscape Led Masterplan



Public open spaces accessible to all

The Winter Garden

- Covered glass structure containing lush indoor gardens
- Space for all weather activities and classes
- Provides intimate social spaces year round

Market Square

- Creates a community heart to Heathbourne Green
- Informal central seating area underneath a grove of trees
- Venue for farmers markets, craft fairs and other events
- Restaurant/ café seating spill out at the edges
- Fun playable surface water feature to cater to children

Wetland and riverbank enhancements renaturalising Tykes Water and reducing surface water flood risk

Junction improvements to improve safety and traffic flows in the wider area

Active travel highways improvements connecting back to Bushey

Faith centres serving the development and the neighbouring community

Linear water features for habitat and wayfinding

Mobility hub connecting between vehicles, public transport links, cycling and personal mobility

Accessible woodland edge

Publicly accessible park sheltered from the M1 by landforming and dense tree planting

Linear park along the London Loop with gardens, playspace and extensive planting

Vibrant Market Square lined with cafes and restaurants

Winter Garden giving year-round access to outdoor space

Cascading ponds creating sustainable drainage and natural water habitats

Sensory Physic Garden growing food, herbs and spices

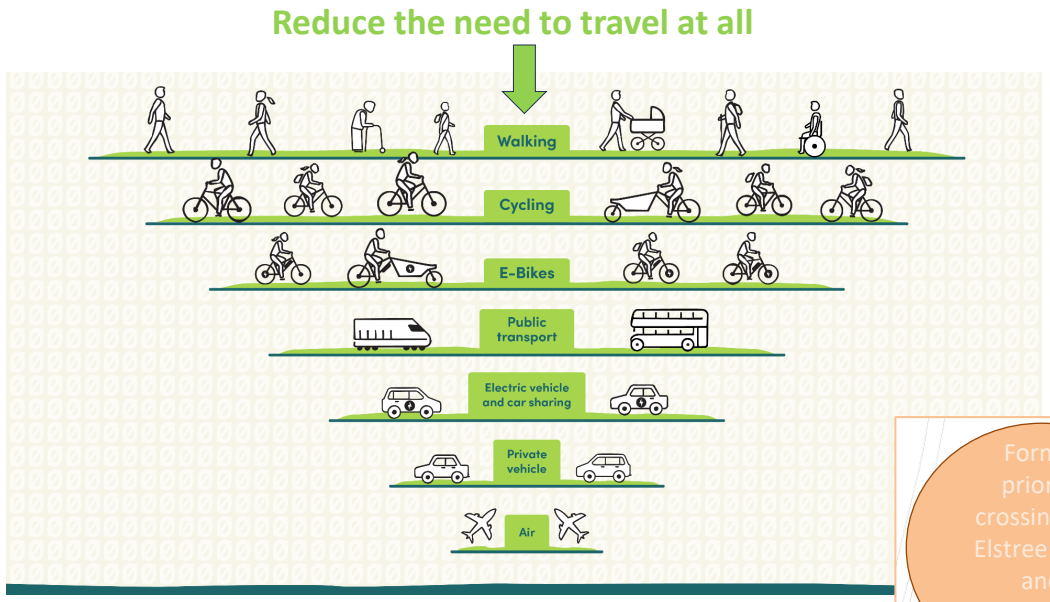
Flexible open green space for informal sports and events

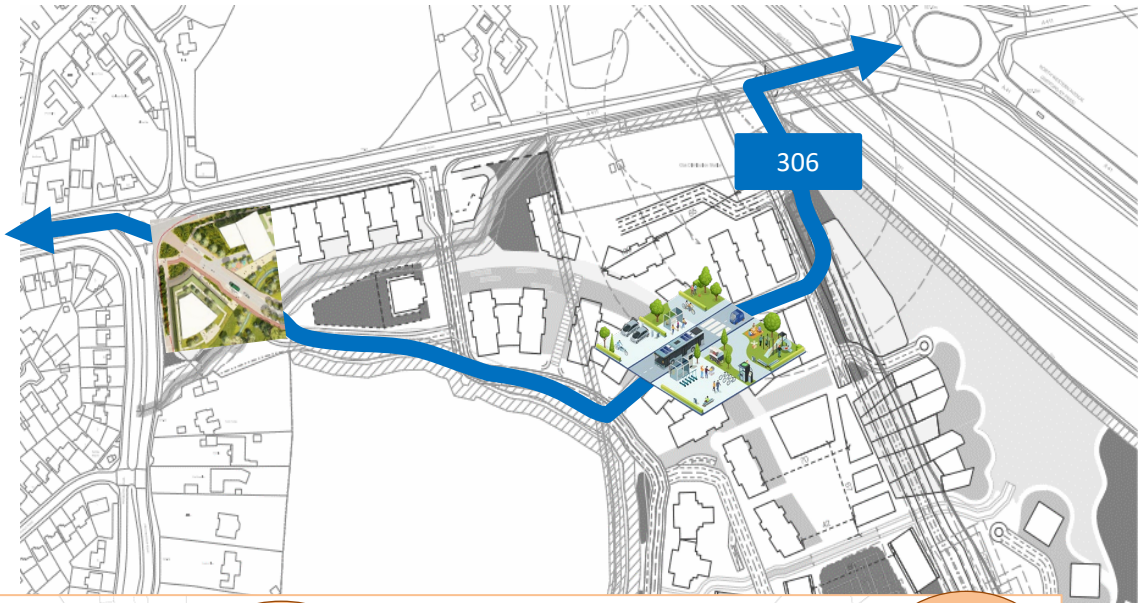
Community orchard serving restaurants and charitable enterprise

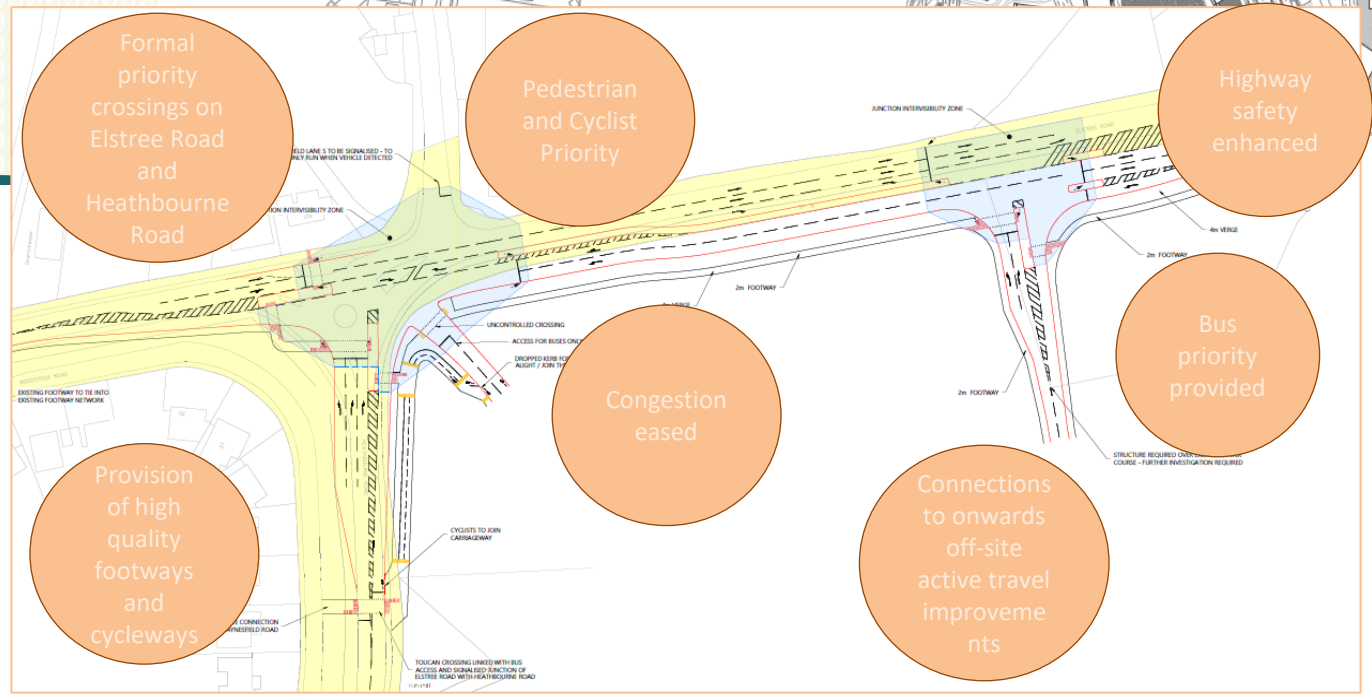
- Access to high quality landscaped open spaces
- Up to 1,300 new age-friendly homes across a range of tenures
- Places to eat and drink, shop and socialise
- Spaces for charities and community organisations
- Long term stewardship of the place
- Public transport connections and highways improvements

TRULOCOM

Achieving Sustainable Accessibility







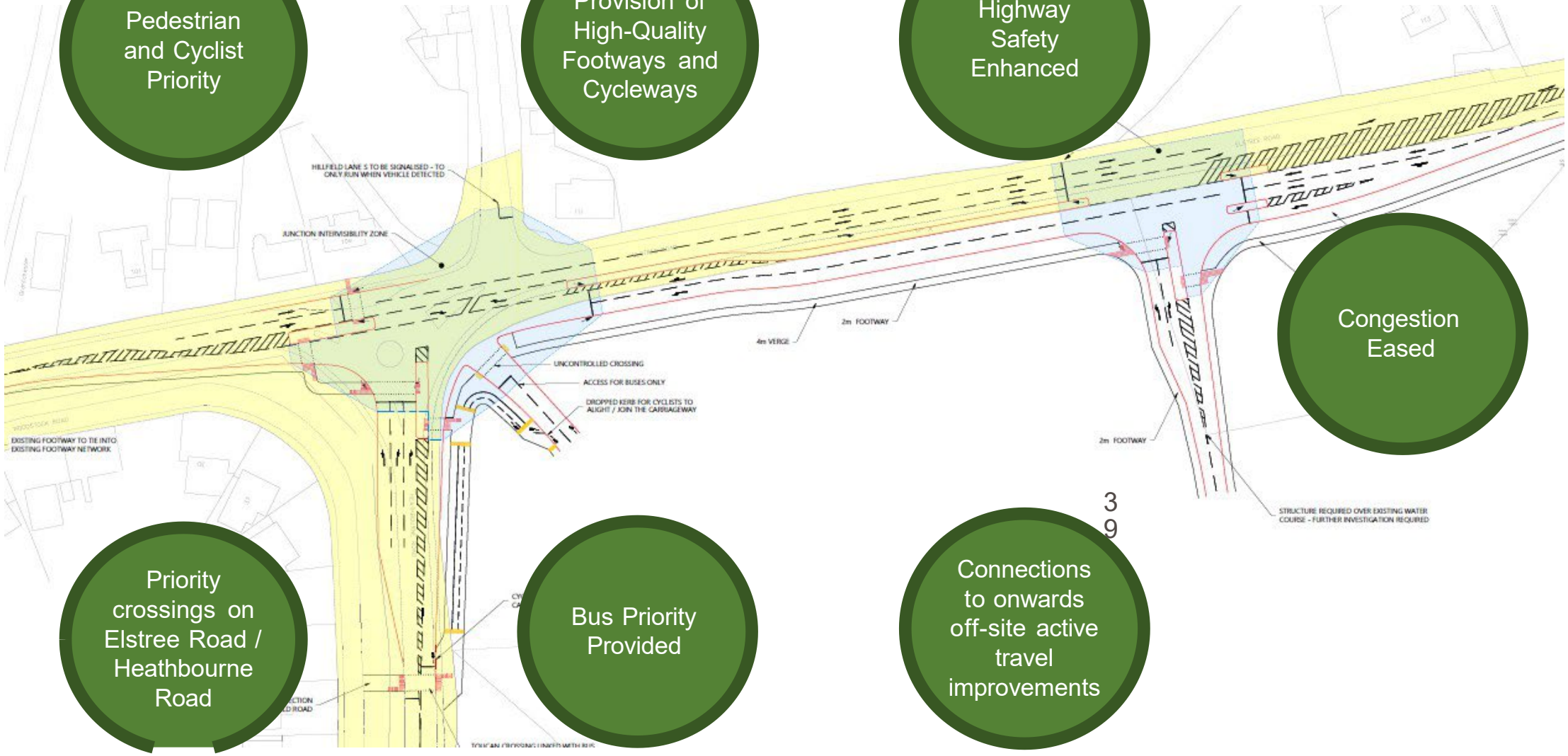
- Optimising **internalisation** and localisation of trips
- **20 minutes** settlement
- Designed to **influence** mode choice
- **Mobility hub**
- Supporting **micro-mobility**
- Embrace **accelerated change**
- Bus **opportunities**
- **Future proofing** (autonomous and drone)

The proposed highway network and junction design

Pedestrian and Cyclist Priority

Provision of High-Quality Footways and Cycleways

Highway Safety Enhanced



Congestion Eased

Priority crossings on Elstree Road / Heathbourne Road

Bus Priority Provided

Connections to onwards off-site active travel improvements

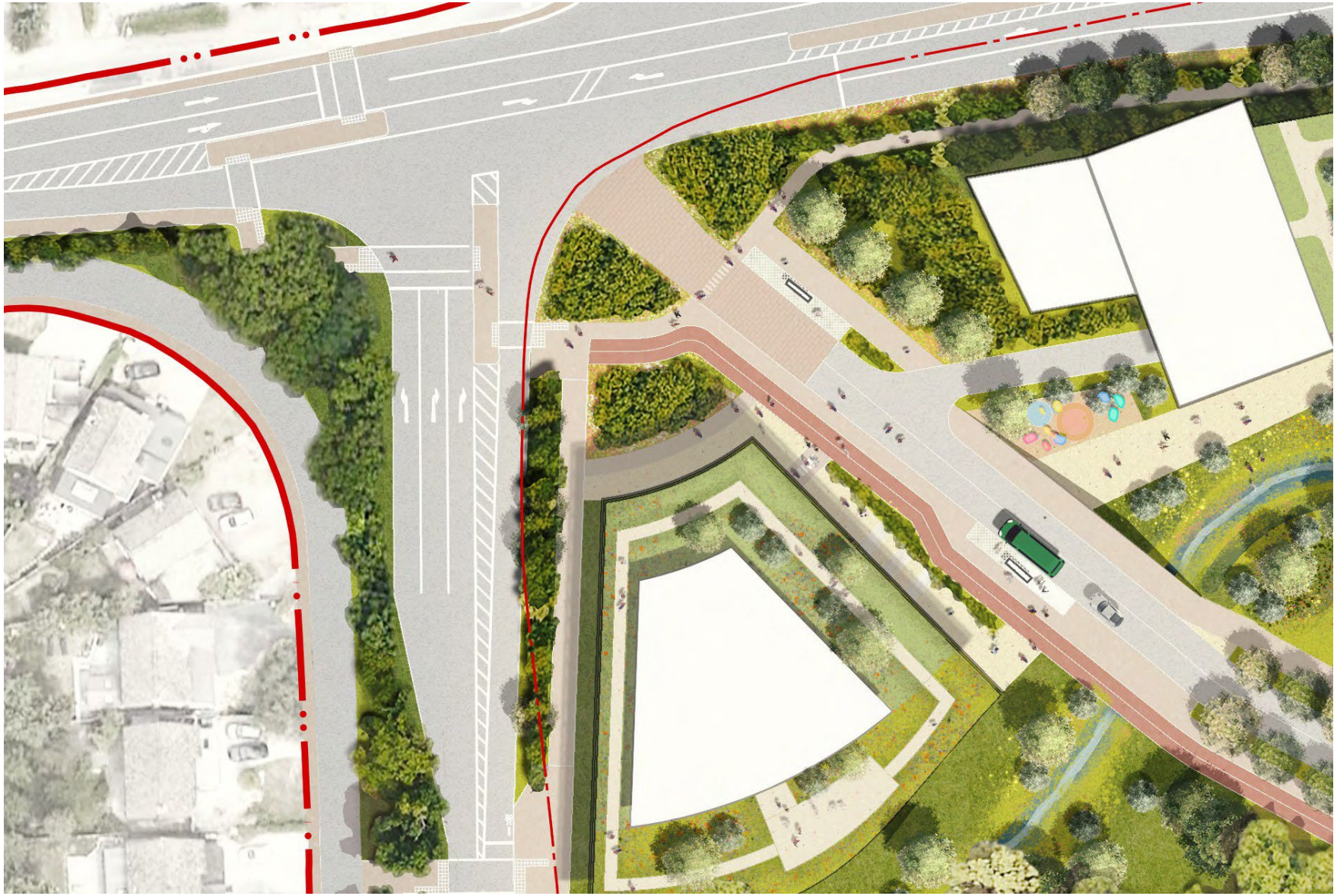
TRULOCOM

Illustrative Plan
Main Entrance

NW corner of the site is set back and is welcomed and identified by passing through a wider naturalistic green space as a gateway experience- through which buses, pedestrians and cyclists can enter and follow a route down to the river corridor

A strengthened and retained naturalistic green buffer along both Elstree Road and Heathbourne Road that reinforces the greenbelt language giving the experience of passing through a naturalistic landscape and provides separation and set back for the pedestrian walkway and the built form

A green setting for the Synagogue and its associated garden space



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Flooding and Drainage

We are aware of the current local flooding issues and, whilst our emerging drainage strategy aligns with guidance and planning policy, we will always look to improve local situations where this is possible.

Multiple meetings with Hertfordshire County Council and the Environment Agency have occurred to discuss the current flooding challenges. A full Flood Risk Assessment will be submitted with the application for approval by the flood authorities.

The development actively includes Sustainable Drainage Systems (SuDS) to limit surface water runoff, preventing an increase as well as providing amenity and biodiversity benefits.

We are currently surveying the existing ditches and are undertaking site specific hydraulic modelling – land is being made available through the Heathbourne Green development which is essential to resolve the current flooding issue.

This modelling will quantifiably show the existing and proposed floodplain and will ensure that the development does not increase flood risk in the surrounding area.

Scheme Image - Aerial View

Benefits to Bushey & Hertsmere

Benefits to Bushey & Hertsmere

Heathbourne Green will set a new standard in how an ageing population can be cared for whilst meeting the needs of the wider community regardless of age, faith, race or mobility.

Fostering health, wellness, community and enterprise and underpinned by the concept of social prescribing and a connected community, we will support residents in an active future where they can ‘age in place’ and thrive.

It would:

- meet the needs of Hertsmere's ageing population;
- free up under occupied homes in Hertsmere;
- provide affordable homes and dedicated homes for carers and key workers;
- provide a range of new amenities in the district of Bushey;
- support high quality health care available to all;
- reduce pressure on existing services;
- promote local enterprise and provide a home for existing community projects; and
- **create a thriving and vibrant addition to Bushey, available to all.**

Q&A

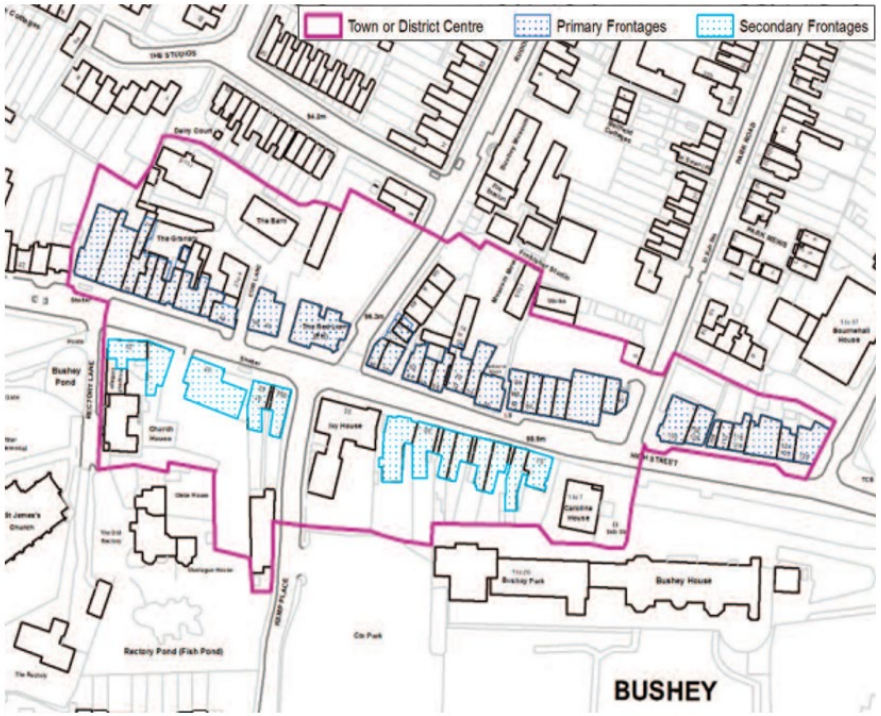
Appendix

Bushey has two small local centres

Despite a population of c.27,000, Bushey has grown incrementally to develop 2 relatively small district centres: Bushey High Street and Bushey Heath High Road,

Both district centres are tightly constrained with a dominance of non-specific retail services.

Figure 1.1: Bushey High Street District Centre, as defined in the Hertsmere Local Plan 2012-2027 (November 2016)



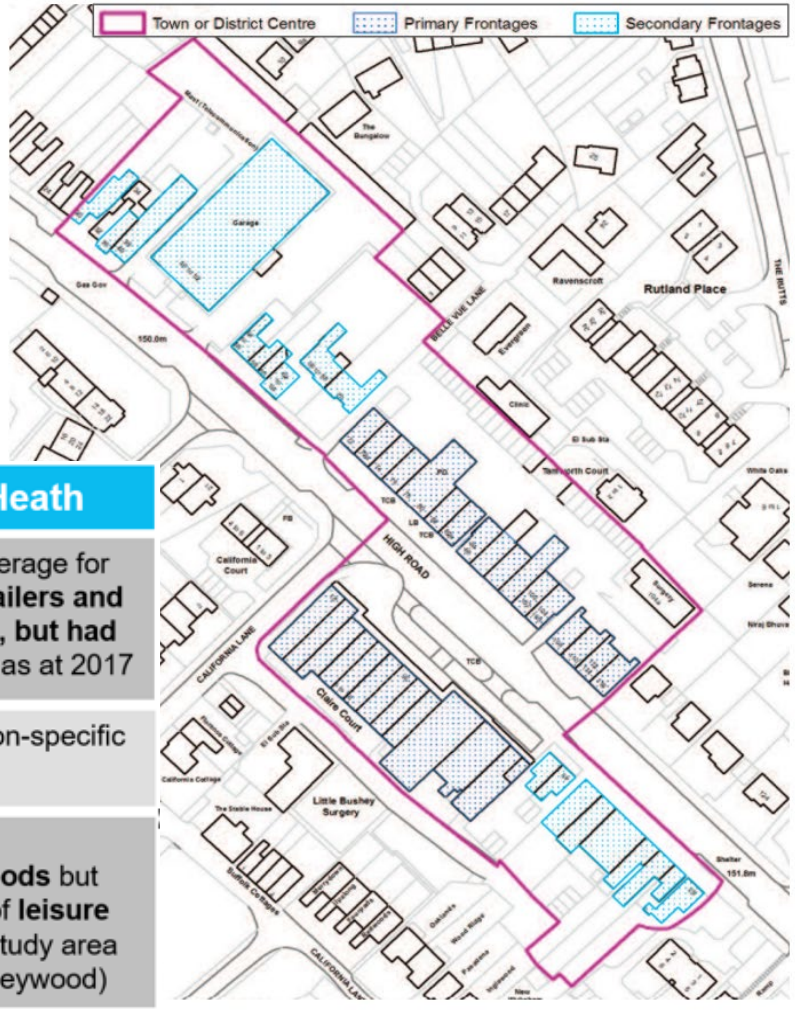
Bushey

Below the UK average for **convenience retailers, comparison retailers and vacant units** (as at 2017)

Strong offer of non-specific **retail services**

Good offer of **leisure services and financial and business services** (many of which are property services)

Figure 1.2: Bushey Heath High Road District Centre, as defined in the Hertsmere Local Plan 2012-2027 (November 2016)



Bushey Heath

Below the UK average for **comparison retailers and leisure services, but had no vacant units** as at 2017

Strong offer of non-specific **retail services**

Strong offer of **convenience goods** but the lowest offer of **leisure services** in the study area (along with Chorleywood)

Source: SW Herts Retail and Leisure Study (2018)

Meeting the needs of low-income households in Hertsmere – Social Rent homes

- 2,339 Social Rent homes are underoccupied, 1,647 of which have one spare bedroom and 692 with 2 or more spare bedrooms, meaning there is **a minimum of c. 3,000 spare bedrooms across Hertsmere's social rented stock**.
- Facilitating the re-allocation of these under occupied homes back into the affordable sector would help to optimise the efficiency of the social rented stock.

Occupancy of Hertsmere Housing by Tenure

Occupancy Rating	Owned	Social Rented	Private Rented / Rent Free	Total
+ 2 or more bedrooms	12,895	692	839	**14,426**
+ 1 bedroom	9,976	1,647	2,114	**13,737**
Total Underoccupied	**22,871**	**2,339**	**2,953**	**28,163**

Census 2021

HBG Design Review Panel (DRP): Chairman Summary

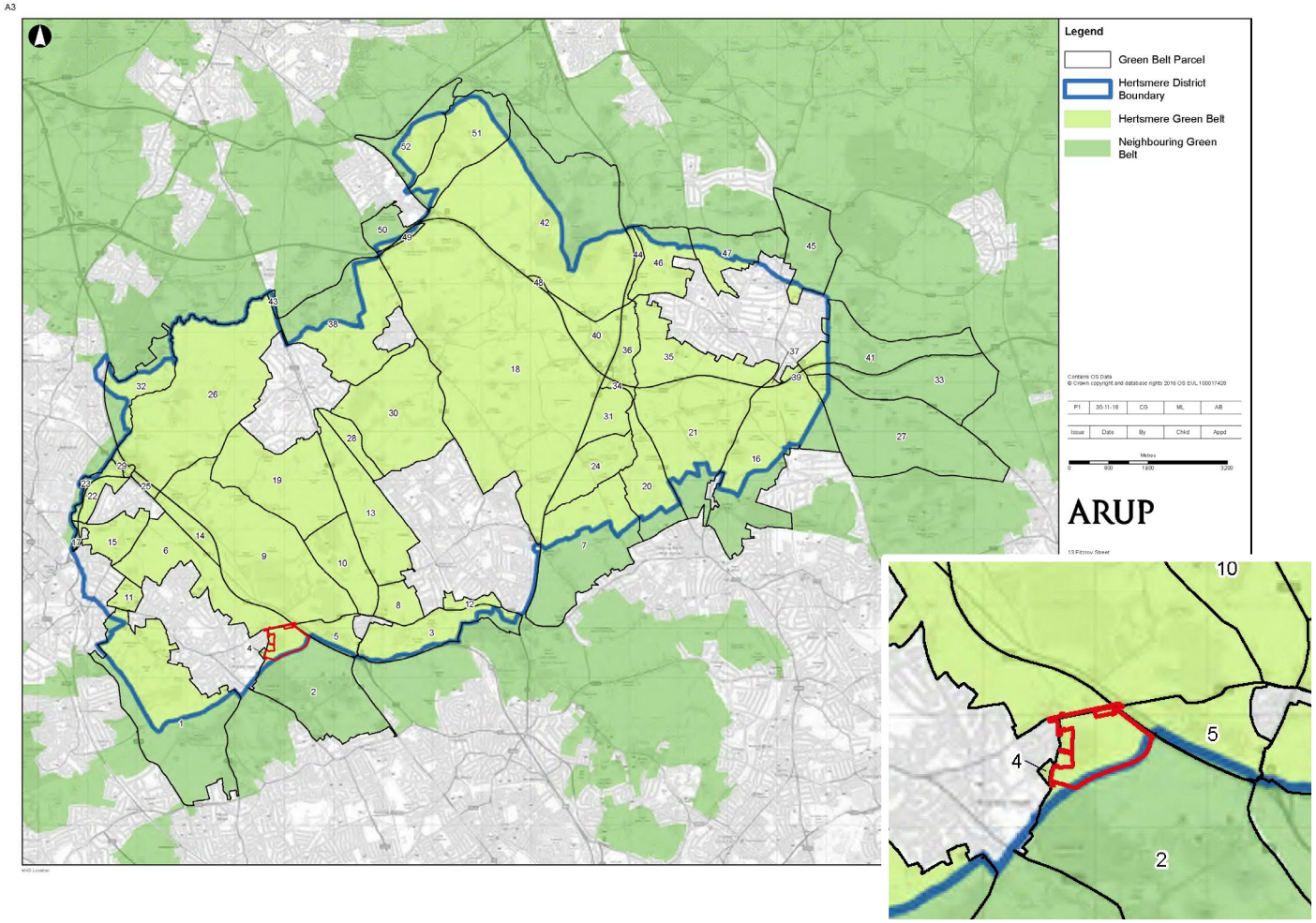
- The panel continues to admire the ambition for this project:
  - There was a general welcome for the further work and development of the masterplan since the last DRP, underwritten by rigorous logic
  - The landscape-led strategy was setting the scene for distinctive architecture
  - The tightening up of space was generally applauded
  - The overall feeling was that it was ‘all coming along well’

- In response to a question from Hertsmere about quantum and density, the panel chair noted that our view, expressed at previous reviews, was that the site would benefit from significant density and a level of population that would keep it ‘busy and buzzy’, not just in the summer. Footfall would be important to promote the local economy and support the substantial amenity elements envisaged across the site

- It should be said that the panel has consistently supported the idea of development on what is a green belt site, on the basis of the quality of the design thinking presented and the way it responds to the mixed-use characteristics of Bushey and its environs. We have noted the attention given during design evolution to linkages, materials and landscape, and in the latest iteration the moderation of height

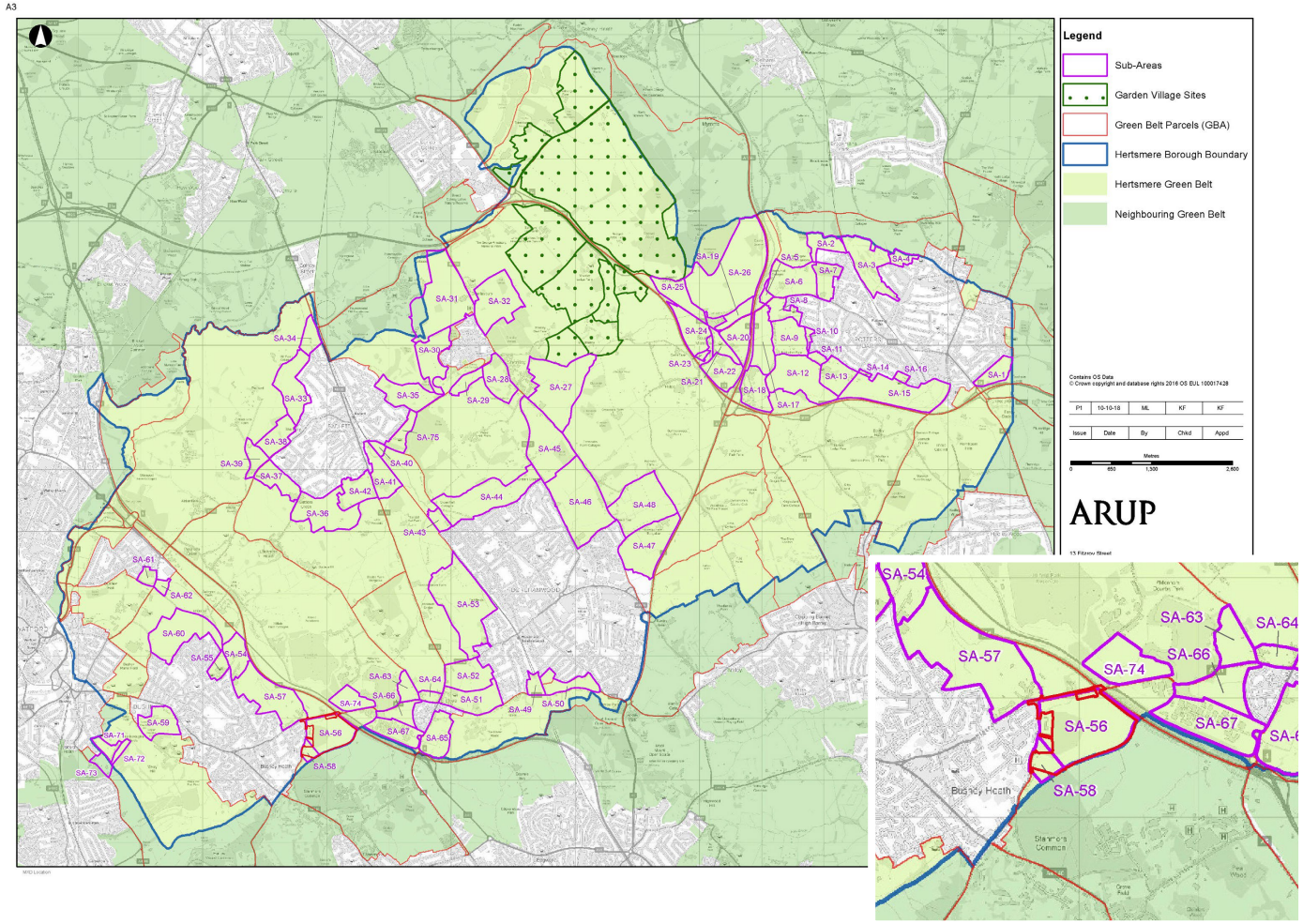
Stage 1 Green Belt Assessment (ARUP, 2016)

- Site forms part of Parcel 2
- Parcel 2 is much larger than the Site, extending between Bushey and Stanmore
- Stage 1 Assessment highlights differences in character across Parcel but did not recommend subdivision (despite discernible differences)



Stage 2 Green Belt Assessment (ARUP, 2019)

- Majority of the Site falls within Sub-area SA-56
- Stage 2 Assessment records:
  - Plays no role in checking the unrestricted sprawl of large built-up areas
  - Plays some role in preventing neighbouring towns from merging – but acknowledging that the M1 to the east of the sub-area provides a durable boundary which would prevent the actual coalescence
  - Plays some role in safeguarding the countryside from encroachment- but acknowledging parts of the site are enclosed and the sense of rurality is diminished by existing built form
  - Plays no role in preserving the setting and special character of historic towns



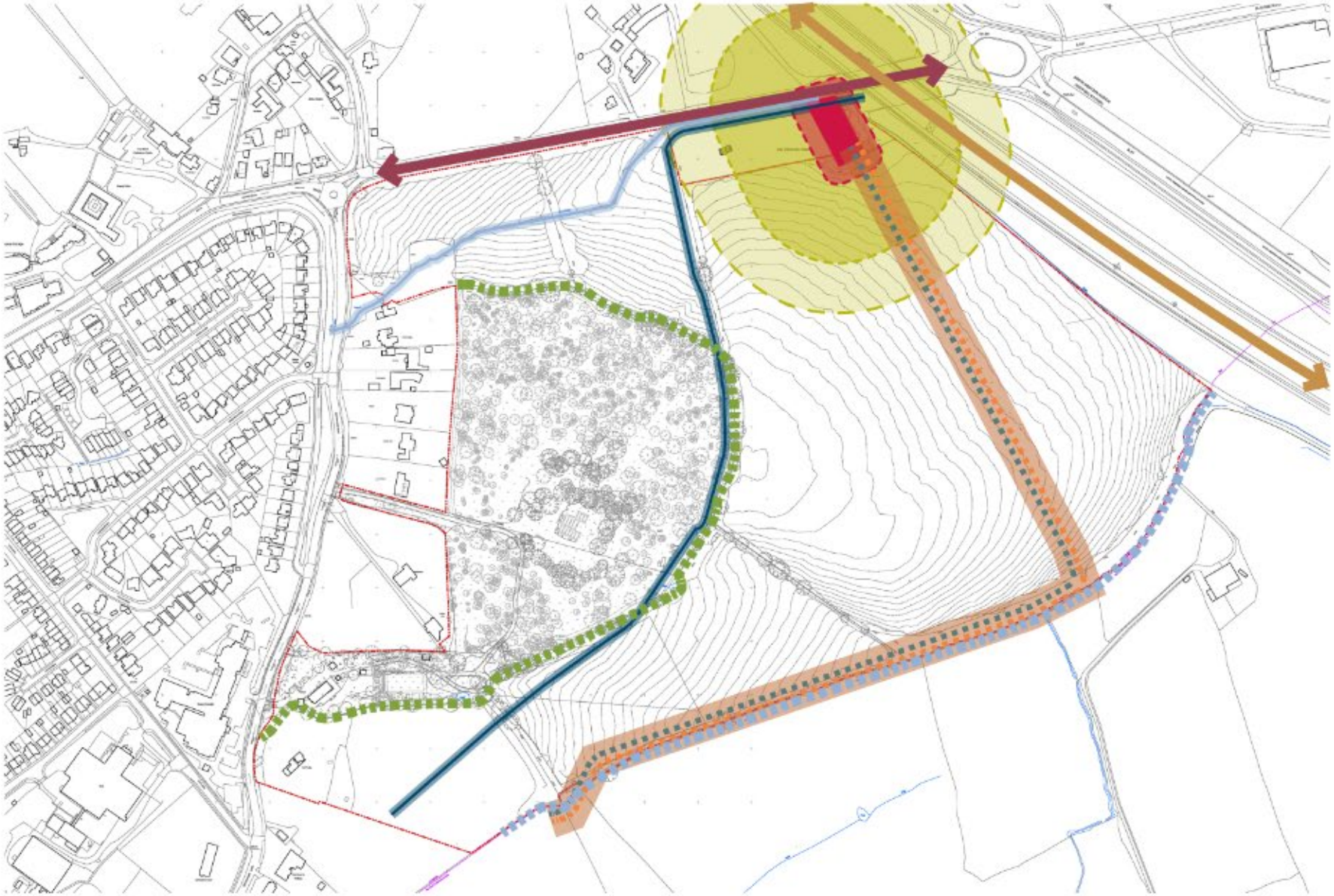
Site plan
Key physical features

Infrastructure features

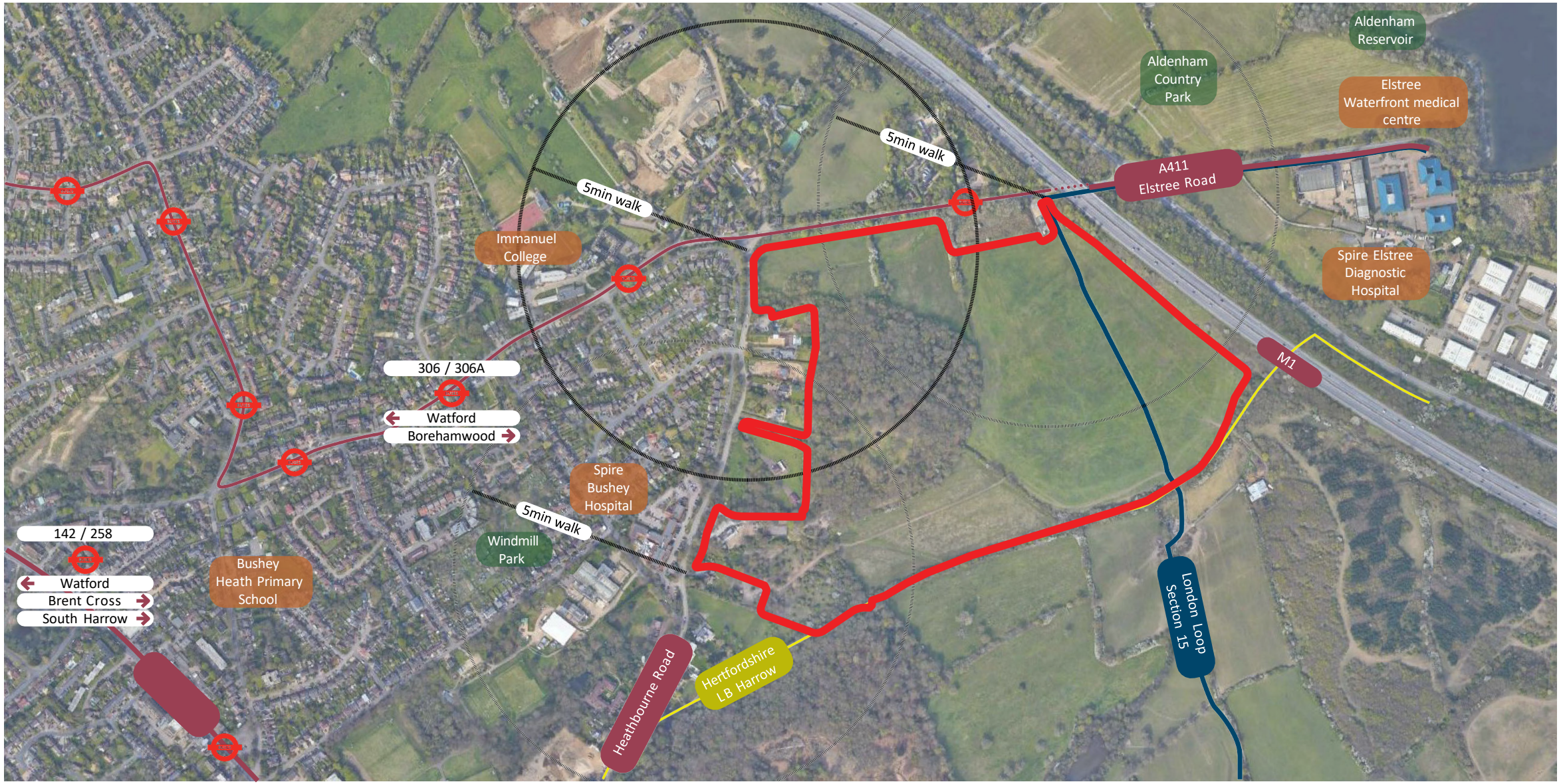
- Key transport distributor route along northern boundary
- Elevated motorway & embankment along eastern boundary
- Water main and buffer
- Gas main and buffer
- Elstree Road gas distribution station
- Elstree Road gas distribution station buffer
- 85m Outer Zone exclusion based
- 30m conservative outer zone

Natural features

- Tykes Water and buffer
- Culverted ditch along southern boundary
- Root protection to trees along woodland edge



Local context and travel connections



Relationship with Bushey's urban and green spaces

Boundary of Bushey within the WD23 postcode district

Heathbourne Green Site boundary

Local centre

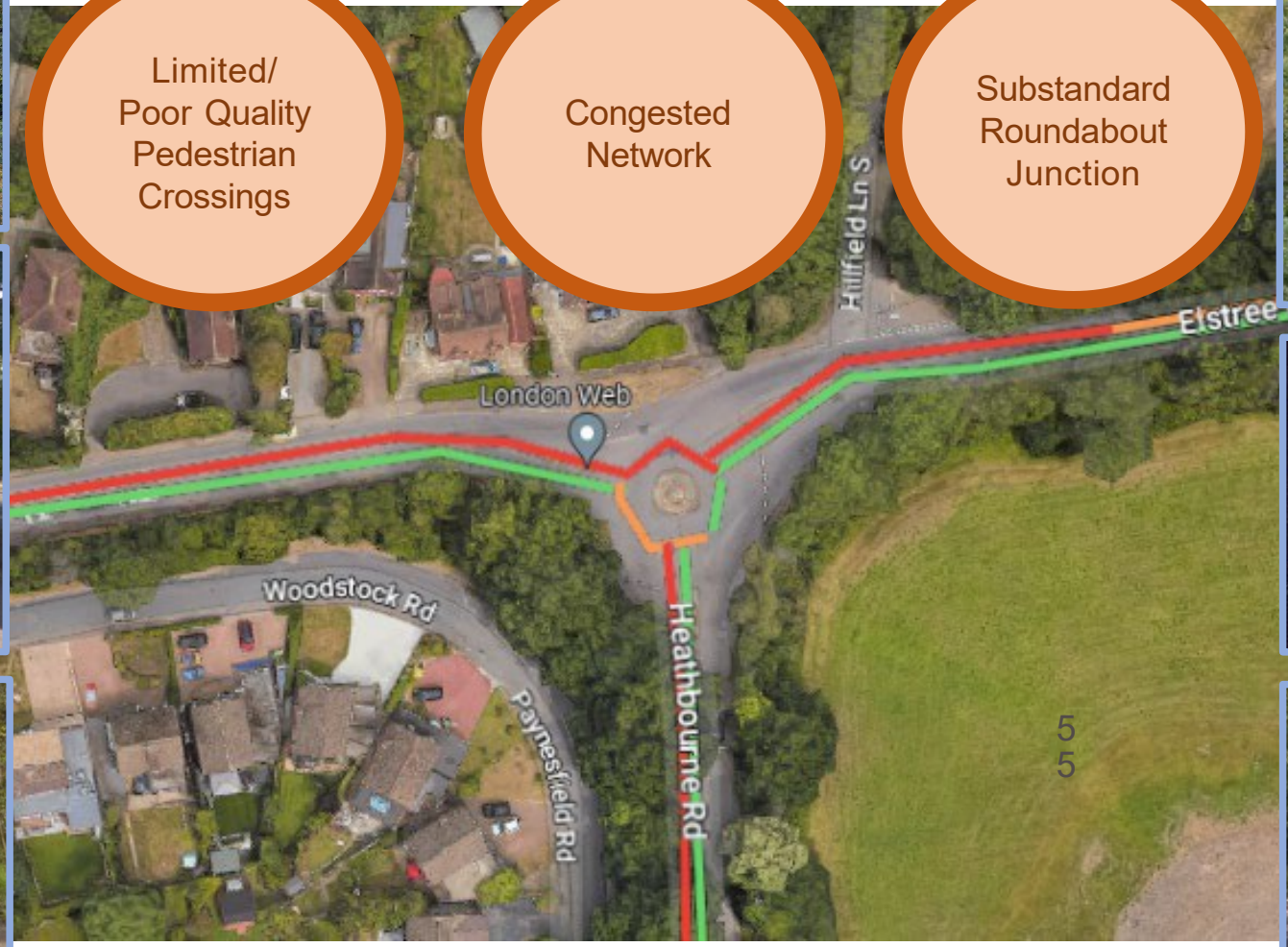
- The site falls within the Bushey town boundary (WD23 postcode area).
- It is naturally part of Bushey and does not extend beyond the town boundary into the open countryside.
- It has defensible boundaries from the M1 to the north, boundary landscaping and a stream to the south.

The existing highway network and junction design

Limited/ Poor Quality Pedestrian Crossings

Congested Network

Substandard Roundabout Junction



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Appendix C.

The Helen Hamlyn Centre for Design: Scoping Report (containing feedback gathered during Trulocom's Community Listening exercise held on Bushey High Street)

CAVENDISH

Bushey x HHCD

September 2023

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Content

- Executive Summary
- Introduction
- Research Strategy and Themes
- Literature Review
  - **Built Environment**
  - **Services, systems and schemes**
  - **People and Community**
- Manifesto of Intent
- Interviews
- Summary
- Community Engagement
- Expert Interview
- Summary

Introduction

The following report summaries key findings from a scoping study undertaken by the Helen Hamlyn Centre for Design in partnership with TLC. The intention of the study was to explore the topic of age-inclusive multigenerational environments, and use design research to highlight the inclusive characteristics required to innovate in this space. This is a complex and underexplored space, in order to undertake a manageable scoping study the research was strategically framed around: built environment and spatial design; people and community; and services, systems and schemes. Based upon an initial literature review, these overarching themes were further expanded into 12 sub-themes for exploration. These 12 sub-themes were elaborated upon towards defining the characteristics and aspirations for an truly ‘age-inclusive village’. These themes were validated and further detailed through expert interviews and design engagement activities with the local community in Bushey.

This scoping study allowed us to create a foundation of research to envision aspirational multigenerational living in the UK, with special attention given to retired populations. With the themes now being established there is potential for further deep dive research and development focusing upon specific areas of interest, to ensure the inclusive intention is realised and co-designed with groups and individuals in the community. The report demonstrates that there is real opportunity to impact intergenerational living in the UK through inclusive and creative approaches.

Research Strategy

Stage 1 : Review of material provided by TLC and relevant literature
Stage 2 : Client Engagement
Stage 3 : Community Engagement

Themes are identified by the HHCD research team and are used to explore sub-themes identified in the review of the material provided by TLC. These are then brought to TLC for discussion to direct further research and community engagement.

The three themes are used as lenses to explore the sub-themes. Based on the limitations, strategic reviews of the sub-themes are considered and set out with the colour coding.

The sub-themes are limited to two research themes as a parameter, this does not mean that other themes are not relevant within the sub-themes. These have been discussed and set by the HHCD research team.

Themes

Built Environment: Spatial Design

People & Community

Services, Systems & Schemes

Themes

Built Environment: Spatial Design

People & Community

Services, Systems and Schemes

Sub-Themes

1. Accessibility beyond just mobility
2. Socio-Economic
3. Zoning and place
4. Intergenerational care
5. Diversity of people and architecture
6. Community accessibility needs
7. Connecting communities
8. Target Groups
9. Interacting communities
10. Providing care by caring (Integrated services)
11. Technology
12. Right sizing

Sub-Themes: Defined (Page 1)

1	**Accessibility beyond just mobility**	Further research into accessibility groups in addition to mobility groups such as Autism, Dementia, Dyslexia and Dyspraxia.	Built Environment: Spatial Design People & Community
2	**Socio - Economic**	Further research is necessary to evaluate how spaces can be inclusive for members of economically diverse communities.	Systems, Services & Schemes People & Community
3	**Zoning and Place**	Further research into the zoning and placemaking within the area and the impact this can have on the well-being of the community. Focus groups include Public Resources, Public Transport, Care/Health facilities, Residential and Commercial.	Built Environment: Spatial Design People & Community
4	**Intergenerational care**	Further research into intergenerational contact and the potential benefits participants experience.	Systems, Services & Schemes People & Community
5	**Diversity of people and space**	Spaces for embracing diversity can involve: - The architectural styles themselves - The use of the buildings - The phenomenology of environments - Places designed for different ability needs - Places design for dynamic functions (e.g. market space)	Built Environment: Spatial Design
6	**Community accessibility needs**	15% of the population have some form of disability, a number that is significantly rising with age. It can therefore be expected that a large number of residents of Heathbourne green will have some form of accessibility need. This needs to be taken into account from the planning stage. - What would a day in the life of an extreme user look like? - Would the 15 minute town still make sense in these scenarios? - What are some new ideas of placemaking that focus on inclusion?	Systems, Services & Schemes People & Community

Sub-Themes: Defined (Page 2)

7	**Community accessibility needs**	Different experiences and different spaces. What are some things we should be mindful of when we are designing spaces for people in different life stages and with different religions, abilities and socio-economic backgrounds.	Systems, Services & Schemes People & Community
8	**Target Groups**	The target audience for an inclusive, accessible and barrier free community can be more diverse than just people who are ageing. - Can we expand the definition of care? Care is not an age thing but a life circumstantial construct. This space could also provide for families with one or more members with accessibility needs. - LGBTQI+ are mentioned in one of the reports, but were not further progressed. Would it be possible to include them? - Coined as pink pound, members of the community have higher earnings and disposable income on average.	People & Community
9	**Interacting Communities**	Additionally to changing the zoning of the community, it would be beneficial to give residents in different life stages the opportunities to meet and interact. Could this be done through social prescribing and spaces that promote engagement? Example: Allotments are great for people who have the capacity to take care of them, but a community garden which is cared for by a group of residents will provide access to gardening for people who have limited time or ability.	Built Environment: Spatial Design
10	**Providing care by caring**	How can we enable residents to take ownership of their own health? Helping people with mobility difficulties to stay home for longer by delivering supplies to them denies them of the opportunities to go outside and stay connected to the community. Further research into this could inform ways of mobilising people and supporting services to create a thriving community, that continues to thrive with age.	Systems, Services & Schemes People & Community

Sub-Themes: Defined (Page 3)

11	**Technology**	It is important to have an honest approach to what technology can and cannot do. A proper concept for the use of technology in the community is needed as this can benefit residents' independence and safety for example through fall detection devices, voice user interfaces, interactive alarm systems.	People & Community
12	**Right Sizing**	Exploring the potential of using 'Right Sizing' to embrace the dynamic nature of urban living. References include: - Global examples of how this is done - The impact of these 'Right Sizing' campus communities - A 'Popular Culture' perspective on 'Right Sizing' - Suggestions on strategy	Built Environment: Spatial Design

Built Environment: Spatial Design

Interior & Exterior

Introduction

The built environment can hugely impact our well-being as well as many other factors. Within this research section the themes explored specifically are:

1. Accessibility beyond just mobility

3. Zoning and place

5. Diversity of people and space

9. Interacting communities

12. Right sizing

The built environment can be an enabler, for activities to take place, communities to come together, education, celebration and development.

Therefore, the strategies and potential impacts of spatial interventions inside and outside will be explored through this section to inform potential intervention for Bushey as well as critiques based on case studies.

Neurodivergent Spatial Considerations

In a study by The State of Aging 2022 (reference), they revealed that Musculoskeletal disorders are the highest cause of poor health to over 50s; however, mental disorders follow as the next highest impacting. Therefore, we should be looking at our built environment with mobility as a focus for everyone to benefit from, as well as the physiological impact of the environment.

The report focused on the neurological conditions of:

- Autism
- Dementia
- Dyslexia/Dyspraxia

The Alzheimer's Society report found that there are over **850,000 people living with dementia** in the UK and the amount is estimated to rise to 1 million by 2025.

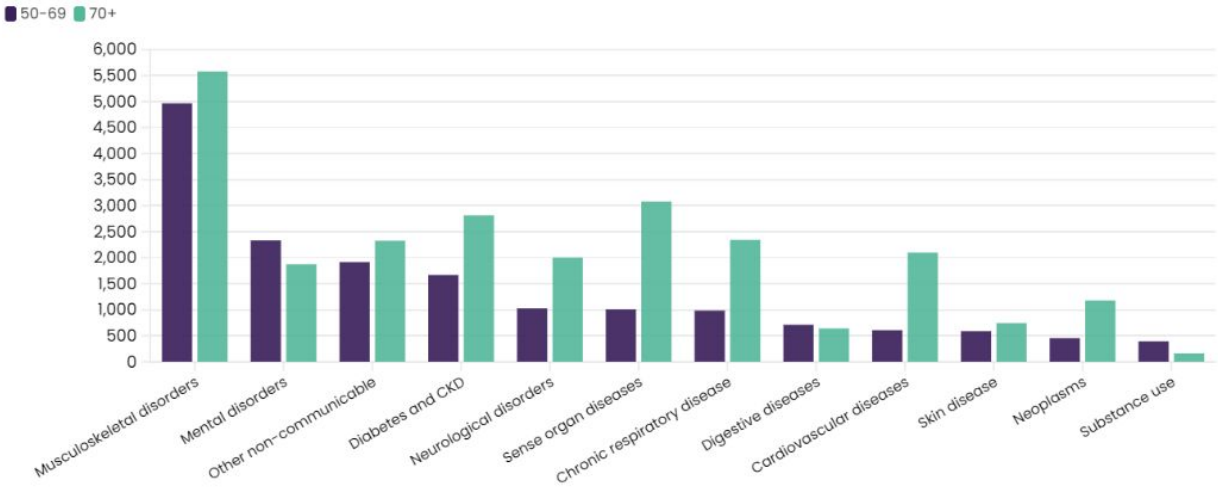
It is estimated that **1 in 100 people are diagnosed with autism** (Baird, Simonoff, and Pickles 2006 ; Brugha et al. 2009)

The Dyslexia Centre of Utah states that **15-20% of the population have a language-based disability,** dyslexia being the most common.

10% of the UK population are diagnosed with dyspraxia.

Musculoskeletal disorders cause the most years in poor health for people aged 50 and over

Years lost to disability from non-communicable diseases per 100,000 population, England, 2019



Source: Global Burden of Disease, Get the data

The State of Ageing 2022 - Centre for Ageing Better (Reference)

Spatial Design Themes

Lighting

Transitions

Decluttering Environments

Acoustics

Layout/Space

Familiarity

Corridors

Retreat Space

Outdoor Spaces

Lighting

Lighting has importance for the visual impact on a space as well as the sensory experience. For those with sight difficulties, lighting can impact the safety and potentially prevent falls. However, lighting also has the ability to calm, and improve quality of sleep.

The form of lighting, whether that be artificial or natural has been researched heavily over the years strongly indicating natural lighting is preferable when designing for inclusive environments (Mcallister, 2010; Pilar et al, 2011).

The brightness of the lighting can have a negative impact on those with autism where bright or direct light is concerned, frequently being considered uncomfortable and/or painful.

Therefore suggestions for lighting are:

- Natural light where possible
- Using glare reducing lighting or surfaces
- Avoiding fluorescent, flickering or ‘buzzing’ lights
- Avoid rapidly changing lights (instead using slow dimmers)
- Using warm spectrum LED lights

Within the Design for the Mind study, it was identified that lighting was regarded as the most important consideration in the built environment. The participants recognised its impact on their ability to relax, focus, navigate and orientate through the day. LED lighting was identified as a long term solution that provides flexibility and control to the lighting environments within a space.

Transitions

Transitions can be distressing, especially for those with autism or dementia. To mitigate this stress or negative impact there is a need for building up to the event by promoting anticipation (Pilar et al, 2012). Ways of doing this include:

- Previewing a space before entering it (Ahrentzen & Steele, 2009): This applies to the space itself or a space where an activity will take place, for a person to have agency in the process (Fleming & Purandare, 2010; Smith & Sharp, 2013; Ahrentzen & Steele, 2009).
- Sensory experience: The spaces between the current environment and new environment need to be considered at a sensory scale. This involves addressing the smells; feel of spaces (including temperature and materials); visuals which relate to lighting; sounds that they encounter; as well as unexpected changes in taste of common flavours (e.g. different tap waters in different boroughs)

The sensory experience is often understood as five senses - touch, sight, taste, sound and smell. However, consider the 12 as suggested by Rudolf Steiner's Study of the Senses (reference):

- Touch
- Life
- Self-movement
- Balance
- Smell
- Taste
- Vision
- Temperature
- Hearing
- Language
- The conceptual
- The ego senses

These, when balanced, can provide a healthy sense experience impacting the body and mind.

Decluttering Environments

The decluttering of spaces is suggested to benefit those with dementia and autism, with the removal of visual clutter and distractions (Brand, 2010; Khare & Mullick, 2010; Ahrentzen & Steele, 2009; Alzheimer's Australia, 2004).

In terms of spatial design and mobility, it is well recognised that removing unnecessary obstacles from the surroundings is recommended for reducing trips or falls (Department of Health, 2015).

Acoustics

Sound has been highlighted to be an area of significance when designing spaces for neurodivergent people, with people living with dementia or autism being identified as more sensitive to noise. Key design features to be considered are:

- Acoustic control panels or absorbing material
- The use of non-reflective acoustic materials

Limit or Avoid:

- Limiting the directions that sound comes from
- Addressing noise pollution, and directing spaces away from these (e.g. airports, busy roads, building sites etc.)

Layout of Space

When considering the design of a space, it needs to be imaginable and predictable for participants involved in activities, to help those that may struggle to construct a mental image of an environment (Brand, 2010; Pilar et al, 2012).

This could be done through preparing someone in advance before visiting a space or ensuring that it follows a similar spatial phenomenology. For example, a medical waiting room will have certain design features that we understand to be associated with those spaces (e.g. medical posters, wipe down furniture, easy clean floors, bright artificial lights etc.)

- Avoid open plan design spaces to minimise over stimulation
- Spaces should be allocated a function and designed specifically for that
- Generous spaces can help people in scoping a situation and feeling more comfortable to participate
- Consider a mixture of spaces for 1:1 or smaller group activities to take place in

Familiarity

Providing stable and familiar environments is important when designing environments for neurodivergent people (McManus et al 2010; Dementia Services Development Centre, 2013). With this comes the need to provide a clarity of use which can be indicated by the furnishings and designs of a room. These provide phenomenologies as to how the space should be used with a sense of familiarity, even if it is a new space for an individual to encounter.

Any forms of change can have negative impacts on people especially those with dementia. Therefore, designing in opportunities for familiarity can address this within the personalisation of a space and following elements of design phonomena. This should be considered within the designs of spaces as well as the transition from one space to another.

A company called True Doors has been providing Door Wrapping services to give dementia patients in assisted living facilities the familiarity of their own front door. This has had a positive impact on individuals. Design concepts like this could have potential benefits to specific groups, and this is a case study of cost effective design interventions for positive impact.

Image reference: True Doors

Corridors

Corridors are identified as being intimidating spaces for people living with dementia. The impact of these spaces on the senses is highlighted by the acoustics and associated concentration of people using the space at a given time. With it being an area of high traffic, these transitional spaces should be supplemented with alcoves or bays at intemittentate stages to provide a break from the flow of traffic.

In addition to this, the Dementia Services Development Centre (2013) and the Department of Health (2015) identified that long corridors should be avoided and made wide enough to prevent overcrowding. This is to allow people to pass comfortably and prevent overwhelming environments being created.

Curved walls or corners within corridors have been found to reduce the acoustic reverberations and help in managing the sound waves within spaces (Beaver, 2006).

Retreat Spaces

Quiet spaces should be integrated into architectural design schemes. These spaces being used for recalibrating, relaxing and taking a break. These retreat or withdrawal spaces can be integrated into the internal architecture as well as the urban landscape.

Nature prescribing has been highlighted for its health benefits for all, with phenomenons such as Attention Restoration Theory being associated with enhancing people's cognitive abilities by being surrounded by nature.

Consider the activities that can take place within these retreat spaces, whether they are inside or outside, and the furnitures that influence the use of these spaces.

Below is a landscape architecture case study by Atelier Z+ in Shanghai called Rest Area, which provides public facilities as well as a viewing space out to the river with bench seating.

Image reference: Min Yang

Image reference: Min Yang

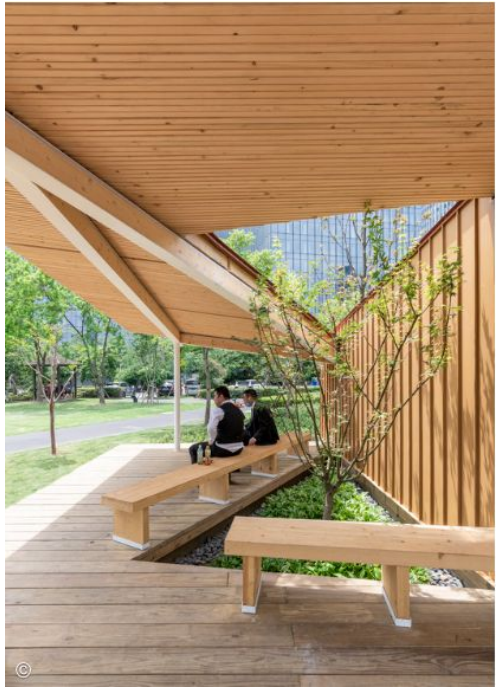


Image reference: Min Yang

Directional seating and architectural composition frame views to areas of nature. Natural materials, zoned spaces and tiered levels create intimate, calm spaces of rest.

Seating options place people shoulder to shoulder directing guests to look out to the views rather than at each other, enabling more opportunity for individual reflection and contemplation.

Outdoor Space

Outdoor spaces should be designed for all abilities to encounter independently. Within this, there should be consideration for:

- Signage/wayfinding
- Surrounding architecture (commercial or residential)
- Paths/Surfaces
- Steps/Slopes
- Handrails
- Lighting
- Day and night

This is to ensure that people can choose when they wish to encounter these spaces and develop their own connections and familiarities based on their experience. This is recommended for autistic people and people living with dementia. These authentic and organic relationships with the space are supported by the need for easy initial access, with open views and intimate spaces to encounter. These can be situation along transitional spaces between necessary functional architectural elements embedded in routines, to inform passing encounters and lead to more familiarity resulting in a higher chance of the spaces being used.

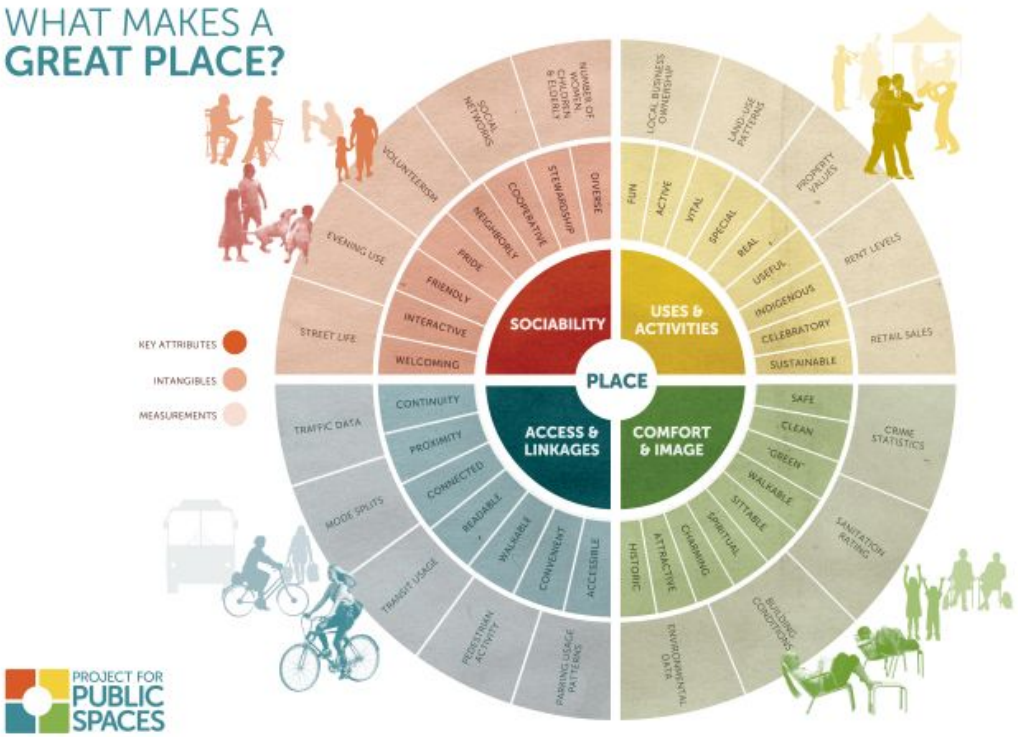


Image reference : Project for Public Spaces

3. Zoning and place

The way we understand the built environment and its impact on our health has evolved over the years. Distinctions around differing physical environments was defined by Federal, Provincial and Territorial Advisory Committee on Population Health (FPTAC) in 1999, as:

- Homes
- Schools
- Work-places
- Parks
- Business Areas
- Roads

However, the influence of built environments resonates in additional ways impacting human wellbeing through factors such as:

- Exercise
- Crime
- Transportation
- Governance
- Law
- Social relationship
- As well as housing

We are seeing more of this coming into practice within urban planning to account for increased populations and demand for more accessible environments.

The importance of a community taking ownership of a new changes or structures within their neighbourhood is vital to the success of sustainable integration. Ways of providing ownership to the community can be, for example in the form of visual murals, public art by local artists, events informed by the community. However, all of these need to consider the spaces themselves and how the community comes together to utilise them. It is through building these community focused spaces with the aim of providing space for safe and healthy encounters that we can then produce spatial design that serves their cognitive and physical health.

"Some places are romantic, and some places are depressing. There are places that are confusing, places that are peaceful, places that are frightening, and places that are safe. We like some places better than others. Place matters."

- Frumkin (2003:1451)

5. Diversity of people and space

Broadly defined characteristics describing the types of encounters needed to nourish different age groups can be broken down as follows:

Young Children	A need for stimulating senses and physical/motor activities
Youth	A need for contact and play. Their contact is based on a need for independence as well as safety inside and outside
Adults	Similar needs to 'Youth' with the additional need to accommodate their influencers (family, children, elderly or other life factors)
Seniors	Their psychological needs are highly focused on their mobility as well as their mental and physical abilities

Additional factors to consider are gender and social status impacts on people's ability to thrive and enjoy spaces.

Therefore, there is a need to focus on the physical space, but also to consider the temporal factors key to creating a dynamic environment for the community to come together, taking ownership towards creating a lasting sense of belonging. Through this, communities come together to support one another, potentially informing more social good and accountability within the maintenance of the area.

9. Interacting Communities

Social interaction between people is important to create thriving communities. This is blocked or enabled by the spaces that they encounter and how they encounter them. The transitional spaces and “walkability” of a urban design can provide multiple opportunities for engagement. Therefore by looking at the intersections in pathways and commuting routes, spaces for interaction can be identified.

Five common forms of interaction are:

- Accomodation
- Cooperation
- Conflict
- Competition
- Exchange

Exchange, cooperation and accommodation lend themselves to stabilizing communities. However conflict and competition are regarded as changing factors in social spaces and interactions.

Within the “*Social interactions in urban public places”* study by Caroline Holland et al, 2007, it is identified that urban public spaces are capable of bringing people together in different ways, for example cultural grouping, planned meetings with friends, meeting through common interests, local social connections, and multigenerational family activities.

However, it was identified that there is siloing of generations spatially. There was a differentiation between the time of day that older and younger people use public spaces, as well as colonisations of spaces by certain groups. The survey suggested that older people, feel safer with the presence of visible security (e.g. personnel) monitoring the spaces. It was also found that there was minimal interaction between strangers that were of different generations. Therefore, considering methods of exchange, accommodation and cooperation integrated into the landscapes and architecture could provide opportunity for multigenerational interaction within communities.

Design considerations for interacting communities through public space:

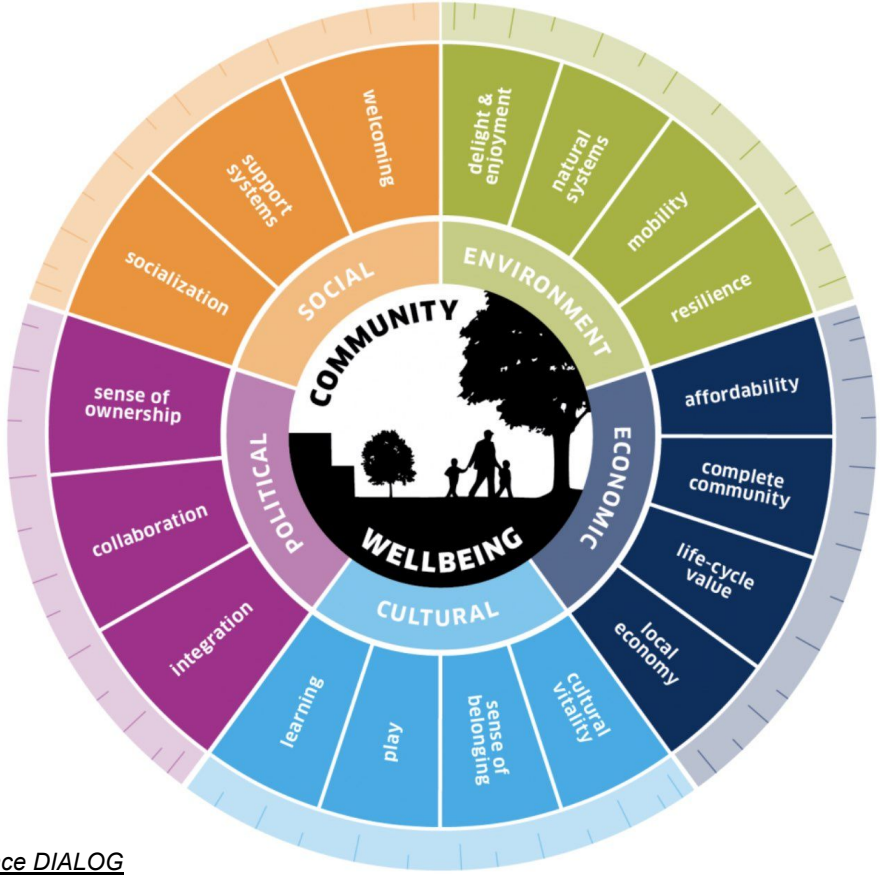
- **Inclusive public toilets**: these need to be designed for access for all. Public facilities is commonly understood to be a key factor in people planning their public engagement activities.
- **Parking:** Disabled parking and family parking to be prioritised for visitors
- **Street furniture**: The placement of street furniture should be well considered to ensure it avoids sub-optimal external factors (e.g wind tunnels etc.) and has attractive viewpoints.
- **Spatial prohibitions:** In most cases, spatial restrictions informed by signage prove to be arbitrary.
- **Signage**: To ensure visitors are aware of what is on offer as well as general navigation

9. Interacting Communities

To avoid exclusion in the public spaces provided, it is key for local residents or future inhabitants to be involved in informing the use of the spaces. By providing them with agency, this element of ownership and participation enables positive associations with the proposed spaces and advocates for its use.

Spaces have predefined phenomologies which determine how people assume they should use the spaces, these can be informed by the spatial characteristics as well as time of day. Therefore, there should be consideration for how communities can benefit from the space throughout day and night. Areas that are found to be quieter afford themselves to low-level antisocial behaviour, therefore the introduction of monitoring may be required or further design nidges, affordances, and consideration to address the potential risk.

When allocating the spaces and the use of them consider, is it better to have spaces for people who are ‘doing nothing’ or spaces that are ‘doing nothing’. Whilst regeneration can make beautiful looking spaces, it is the people that inhabit them and use them that bring them to life. Therefore, local engagement with potential residents and stakeholders is key in understanding the specific local needs for the community, to then inform the catalyst for creating spaces that enable organic interactions within intergenerational communities.



A visual representation of The Community Wellbeing Framework. Image Reference DIALOG

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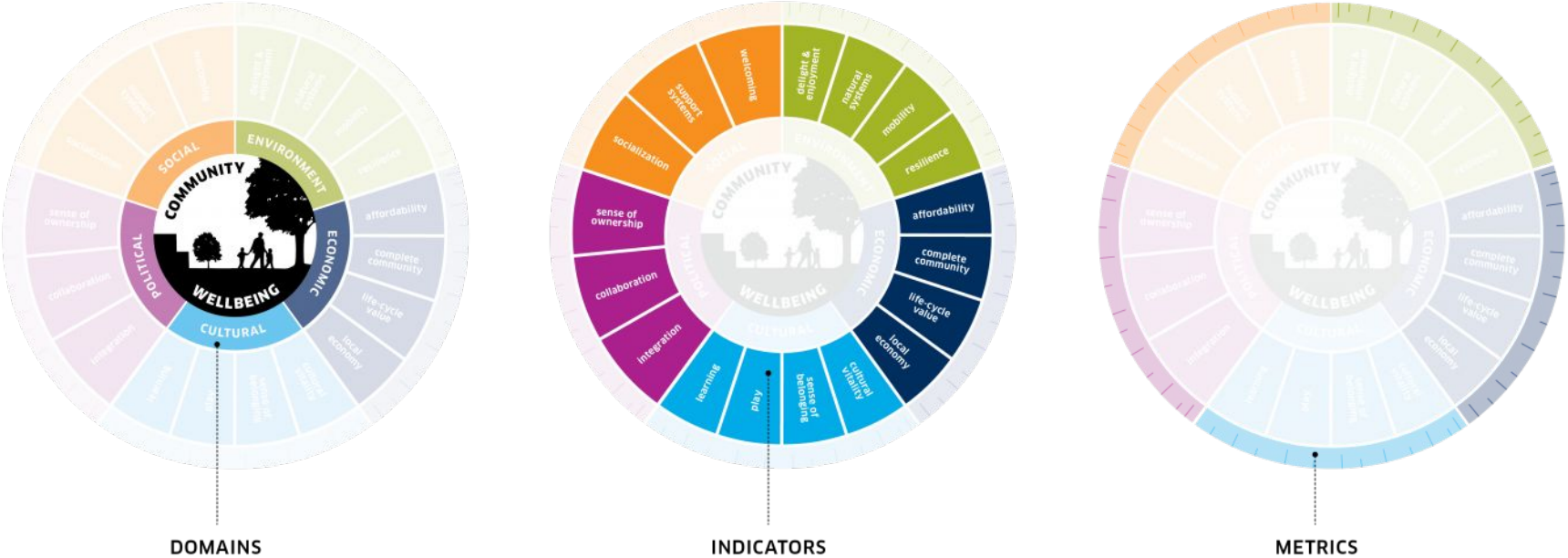


"The Community Wellbeing Framework was designed to be an open-ended and self-determined guide for built environment design professionals. It provides easy-to-use approaches to examine design features that contribute to community wellbeing and facilitates decision-making among owners and users of place (the community) to enable the place (the project) to contribute, and continue to contribute throughout its life, to the wellbeing of the community." (reference)

12. Right Sizing

"Rightsizing is the process of understanding how you live in your home, uncluttering your life, and then moving to a new space (often smaller than your previous one) in which you can fully utilise each room."

- Willow Valley Communities

The quote provided is from the American life planning community, Willow Valley Communities. Their business is based on creating a luxury retirement for 55+ aged people, offering customisable spaces down to the cabinets, floors and countertops. Included in the monthly service fee is lifecare covering - short or long-term personal care, skilled nursing care or memory support.

The amenities that are on offer include:

- Multiple Culinary Options
- A fitness Centre
- Aquatics Centre
- Day Spa
- Cultural Centre
- Dog park

These services and options provided by the Willow Valley Communities offer a multitude of incentives to join the community at an earlier stage before care is necessarily needed, to be able to enjoy the resources. With this, is future assurance, knowing you are in the right place to gain physical or mental support as needed.

Willow Valley Communities has been featured in The Wall Street Journal:

"*The residents of a retirement community in the heart of Amish country are proving what experts on ageing have been saying for years: Older adults are as keen on new technologies as anyone else.*

Willow Valley Communities, a 2,600-resident campus in Lancaster, America, has a tech centre staffed by volunteers. People can drop in for tech help or get their computers fixed. It also has an active computer club and an Apple products group that offer resident-taught classes."

When spaces and communities enable the empowerment of individuals to embrace new challenges, we can enable those people to thrive. This type of community has been designed with stimulation in mind but also incentivisation. The residents are given choices rather than schedules, they are challenged to try new things. Through the phenomenology of the spaces like spas, fitness centres and dog walking parks, what is being created is a social collective experience with the ability to form new routines and relationships authentically. The design of these spaces will have significance in the inclusivity, accessibility, enjoyment and repeated visits to these spaces. However, what needs to be highlighted is the importance of the multiple methods of stimulation and activities being offered. With a range of activities, both inside and outside, the offerings have the potential to provide variety and incentive to people to join the community.

Strategic forms of living space and scale are frequently depicted and critiqued in popular culture, cinema being a common medium for expressing dystopian fears. Examples include the film Vivarium, released in 2020 references a couple that move to a suburban area of 'chocolate box' houses that line the streets. They live out their existence and are surrounded by others going through the same patterns of life without any control or choice.

This highlights the importance of choice in addition to reflective and supported processes when undertaking 'Right Sizinging'. The rules, implications and guidelines need to be defined and clear. Additionally, there is a need for further consideration of opting out or changing circumstances.

Another example in cinema was the film High-Rise (2015), another dystopian film based on social classes dictating the size, quality and level in which they are situated. The tower is aimed to be self-sufficient and appealing so that no-one will ever need to leave. This leads to carnage as those that serve the elite and the elite themselves have spatial barriers and social barriers caging them.

With regards to the general community of Bushey, the formalisation of Right Sizing would have to be approached carefully to avoid negative impacts such as:

- Creating a temporary sense of 'home' within the area
- Potential resistance from those that have live in the property for an extended period
- Negative or Anxious associations to Right Sizing Reviews or surveys
- Greater social divide

Services, Systems and Schemes

Introduction

Careful design of systems, service models and schemes are essential for a thriving community. Within this research section the themes explored specifically are:

1. Accessibility beyond just mobility

2. Socio-economic

4. Intergenerational care

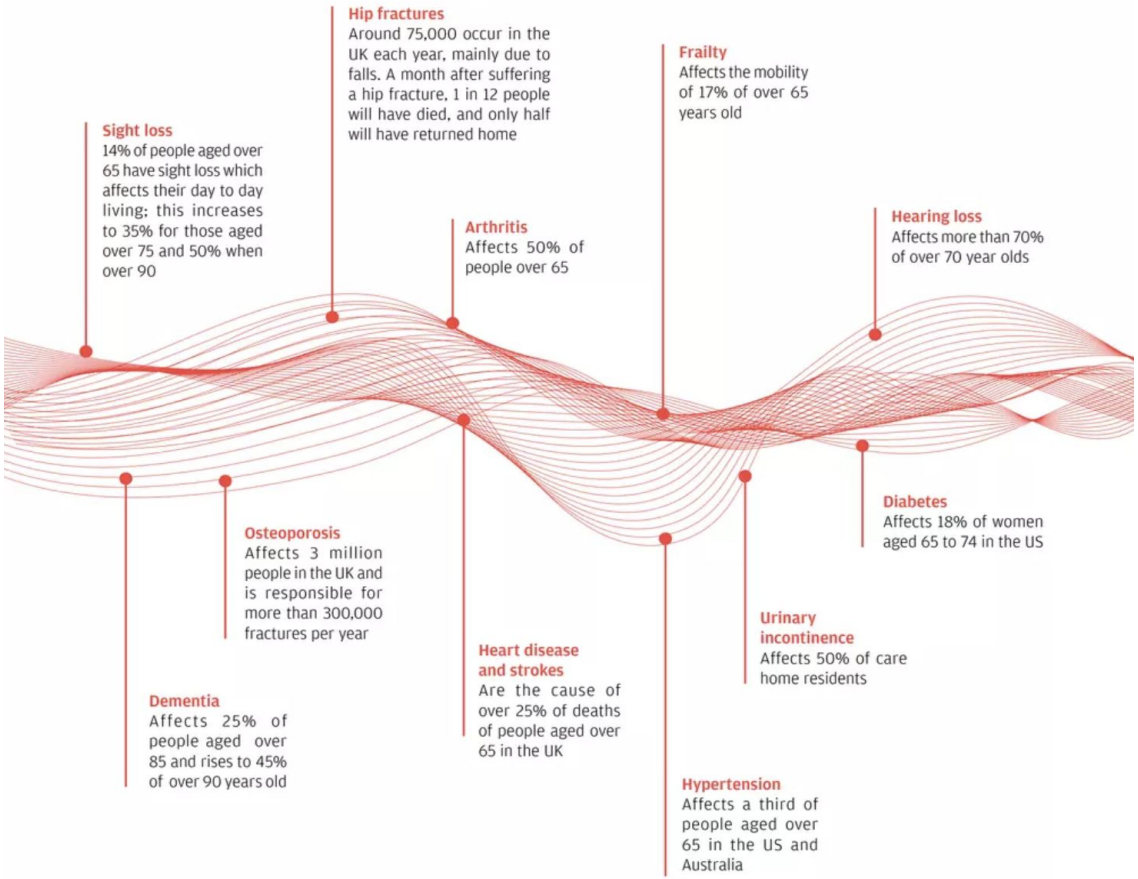
6. Community accessibility needs

10. Providing care by caring

Systems, services, and schemes play a crucial role in building welcoming and inclusive neighbourhoods in which to live. They can provide equitable and fair access to resources for people, help build a sense of independence and autonomy, and facilitate interactions for an intergenerational and diverse community.

1. Accessibility beyond just mobility

On average, older adults spend most of their last decade of life with some form of disability, as illustrated by the diagram on the right from AgeUK. These special health needs have major implications for lifestyle and living arrangements beyond mobility alone. Designing for a range of sensory and cognitive profiles could benefit the strategic planning as a way to build a more inclusive and future-proofed community.



Multigenerational living brings together a spectrum of generations with different spending behaviours and financial profiles implying that more financing options and service offerings are essential for fair and equitable living. This is particularly relevant in the current context of the 'cost of living crisis'.

Making financial information and advice accessible to people, and introducing different financing options is key to fair and equitable multigenerational and diverse living. Pertinent issues around economic concerns that service provision could address include -

Accredited/trusted home improvement agencies providing handyperson services, who carry out essential advice and works in older people's home, at defined rates

Bank issuing workers to visit the area giving consultation services to advise on financial concerns

Low financial resilience is a major driver of vulnerability in the UK.

In May 2022, 12.9 million UK adults had low financial resilience – **1 in 4 (24%) of all UK adults**. These are people who are in financial difficulty, or who could quickly find themselves in difficulty if they suffer a financial shock, because, for example, they have little to no savings or are heavily burdened by their domestic bills or credit commitments.

There are stark differences in our results across different demographic groups. Consumers who were f**emale, younger, unemployed, working in the gig economy, renters, or in an ethnic minority group, were more likely in May 2022** to have low financial resilience or be in financial difficulty. FCA report, intergenerational differences, 2020)

An interesting example of a private sector programme which addresses financial challenges to multigenerational living can be found in Belgium. This programme offers the Intergenerational Family loan, whereby reduced rate loans are offered to low-income families who want to adapt their property to allow them to house older relatives. This is a financial incentive scheme which rewards social cohesion and diverse community development.

Even when consumers are engaged and seek financial advice or support, this can be confined to a particular product, such as mortgage or long-term investment, rather than a consumer's wider circumstance. Product specific financial advice is not always sufficient under the emerging, more fluid life cycle in which consumers prioritise more complex financial objectives simultaneously. Younger generations pursue less standardised working patterns and have to manage evolving and competing financial priorities, such as repaying student debt and paying into pensions, which could jeopardise their short term financial resilience. (FCA report, intergenerational differences, 2020)

It is worth exploring the role of banks and financial services in helping people with their financial worries. For example, banks could issue advisors to visit the site giving small consultation services to discuss non product specific financial concerns. This ensures that information is accessible to people, which facilitates higher and earlier engagement with financial planning.

Lower income homeowners or renters who do not have the ability to afford large scale preventative retrofit and home adaptations often worry about repairing, maintaining, insuring and heating their homes. Another exemplary effort to alleviate these burdens is the provision of handyperson services from a home improvement agency, who carry out small essential works in people's homes. (Neighbourhoods of the future, 2019)

4. Intergenerational care

Multigenerational living offers the opportunity to connect multiple generations and reduce isolation. A multigenerational approach prioritises mixed-use communities that facilitate social engagement and companionship. Connecting people across generations is essential for strong social equity in communities – closer and more regular intergenerational interactions can catalyse a cultural shift in the narrative around ageing and minimise generation based stereotypes that could cause social divide. (reference)

Designing an intergenerational communities involves discussion around questions of governance, participation and consensus building. A workshop bringing a diverse group of stakeholders and future residents together could create a space to facilitate meaningful intergenerational engagement, where they can voice their concerns and differences in the interest of creating a shared vision of living. This process helps create communities that are resilient.

Intergenerational engagement can take many forms such as:

1. Mentor/ mentee relationships and mutual learning
2. Shared spaces (e.g. parks and playgrounds)
3. Designed activities/services (e.g. companionship schemes)

1. Mentor/ mentee relationships:

The teaching and learning of skills can provide a great opportunity for generations to engage in mutual interests. A study in Australia identified several physical skills that are often taught and learned at the park, including bike riding, ball skills, swinging and climbing skills. The provision of these park features could allow mentor and mentee relationships from one generation to another to form. Another scheme that creates multigenerational teaching and learning opportunities while creating affordable housing options is in the Netherlands, where younger people can find living arrangements in adult care centres, such as nursing homes, where they can pay nominal or no rent in exchange for services like teaching art or music.(reference).

2. Shared spaces

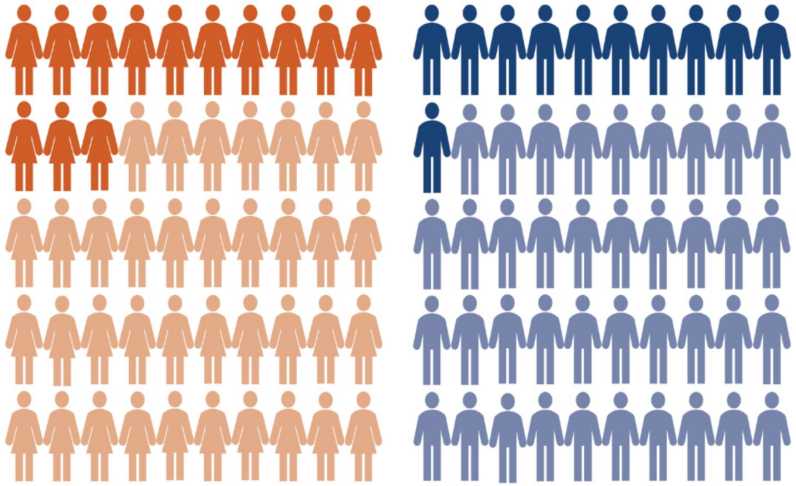
Co-locating services aimed at different age groups is an excellent way to connect generations together. Examples include putting nursery services and older person care under the same roof. A programme in Japan connects child care with nursing homes. Through proximity of such services, the programme encourages intergenerational interactions. Residents of the programme reflected that the children who visited them brought joy and energy to the nursing home (reference). Studies have linked social interaction with less loneliness, delayed mental decline, lower blood pressure and reduced risk of disease and death among older people. For children, these intergenerational interactions have been shown to enhance social and personal development (reference).

3. Designed activities/services

An example of shared intergenerational experiences is co-participation and interactions through sedentary and active activities in public spaces, such as mixed park use. This could be achieved by creating well-designed activity spaces for citizens of all ages, balancing fitness, rehabilitation and play elements (reference). Examples of this include placing outdoor chess sets for senior citizens next to children's playgrounds, or designing pathways that enable older adults to walk while children ride bikes, to allow for conversations and explorations together, which in turn enhance the social connectedness between the generation (reference).

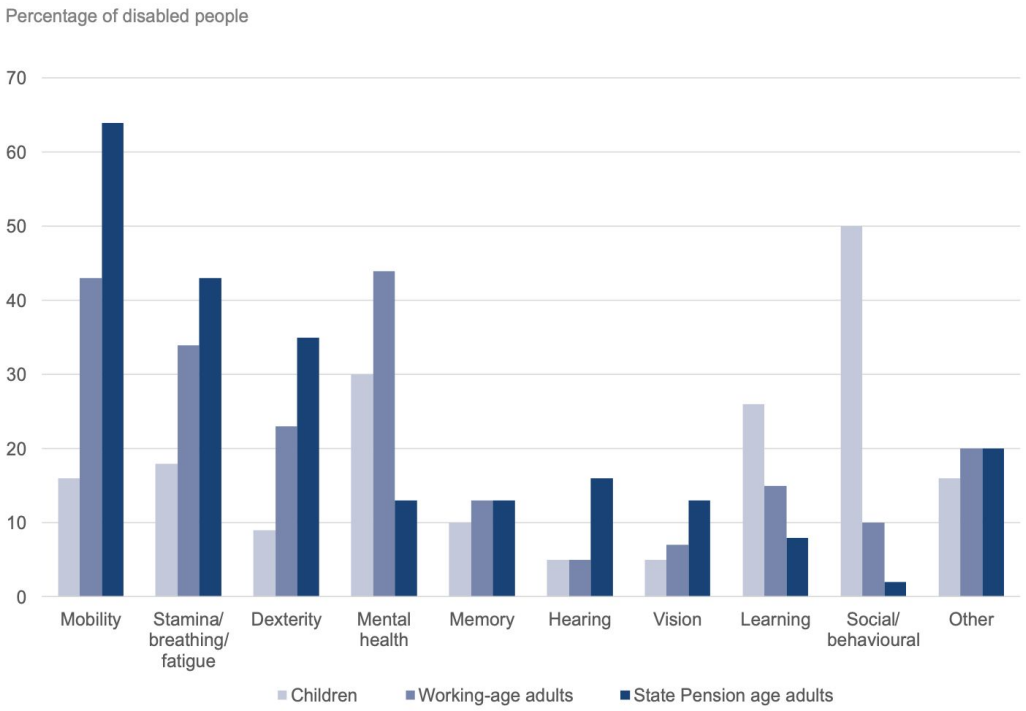
Designing for future self philosophy: Designing for community accessibility needs from a strategic point of view.

Creating lifetime neighbourhoods that are age-proofed and future-proofed, is not just about reduced ability in old age, but the diversity of all ages and circumstances making the community friendlier for everyone. Inclusive design considers the diverse spectrums of current and future needs, to allow for flexibility and adaptation to change.



In 2021 to 2022, 24% of people were disabled. A higher proportion of females than males were disabled, 13 in every 50 females compared with 11 in every 50 males.

Accessibility that considers disability across all ages allows for more inclusive multigenerational living. A report by the UK government suggests that disabled children, working-age adults and state pension age adults experiences different types of impairments, which highlights that their needs for services changes over time. In designing a community that is inclusive to all, it is important to consider the range of impairment profiles. The graph on the right shows the most common disabilities experienced by the different age groups.



Graph Reference: Gov.uk

Encouraging residents to take control of their lives by designing care services driven by people's wishes and feelings, enabling people to enjoy life, relationships and hospitality, on their terms.

Creating schemes that enable people to stay connected to the community

Great care allows people to lead their own lives, address community relationships and keep the routines of life they are used to. Care homes run by Dementia Village associates in the Netherlands and WCS Care in the UK design care services with a philosophy driven by people's wishes and feelings, enabling people to enjoy life, relationships and hospitality while taking control of their own lives.

One home run by WCS Care in CastleBrook is designed around the everyday rhythms of life. Residents cook in their own kitchen, where there is a choice of meals. They are encouraged to do things for themselves as much as possible. Using the same approach, the laundry facility is run like a traditional launderette, where staff are trained to work with their 'customers' so they can do as little or as much of their own laundry as they wish. Similarly, the on-site health clinic that offers GP and dentistry services consist of a waiting room to mimic the experience of the real world as closely as possible. The scheme also aims to boost the amount of time residents spend outside to an hour and a half per week as a way to encourage an active lifestyle. (reference)

People and Community

Introduction

Social environments and interaction are key factors to quality of life as well as physical and mental health. To support these we have identified the following research themes.

2. Socio-Economic

3. Zoning and place

4. Intergenerational Care

6. Community Accessibility Needs

7. Connecting Communities

8. Target Groups

10. Providing Care by Caring

It is estimated that loneliness impacts 15-30% of the general population and 40% of people over the age of 70 in the UK. According to Age UK **more than a million older people** say they go over **a month without speaking** to a friend, neighbour or family member.

Combating loneliness is therefore a necessity in order to preserve peoples independence and health as they age. To achieve this, we have identified seven themes where people can be brought together in an innovative and inclusive intergenerational community.

The Heathbourne Green intergenerational community will bring together a diverse group of residents in relation to age, ability, cultural background, employment amongst other factors. Individual economic factors like savings, income, financial provisions and planning and care related costs will affect residents' financial resilience and spending abilities.

24% of all UK adults had a low or very low financial resilience in May 2022, meaning that these people are threatened by financial difficulties in case of an unforeseen change in circumstances. This rate is much higher for certain groups like people with disabilities, the elderly and members of ethnic minorities. (reference, reference 2) These groups have at the same time a lower average income than the rest of the population. Having care needs or disabilities is also linked to considerable additional costs to take part in daily life activities, for example for higher transport costs, support services, and aids and adaptations to the living environment. While more recent data on the cost of disability for the individual in the UK is missing, a study conducted by Marcello Morciano and others in 2015 found that an older person with disabilities would require a household income which is 62% higher than a person without disabilities to achieve the same standard of living.(reference) This number is higher than in all 30 european countries examined in a study by Morris and Zaidi (reference). If we are to create a genuinely diverse community it is expected that many residents of the Heathbourne Green development will be financially vulnerable due to being part of the aforementioned groups.

From a people and community perspective it is important to enable all residents to participate in the Heathbourne Green community regardless of their financial ability. Three areas have been identified to ensure the development of an economically inclusive environment:

- Non-Commercial appeal
- Scaled commercial offerings
- Non-Profit collaboration

Non-Commercial appeal:
In order to give all residents the opportunity to participate in the community it is important to provide non-commercial interaction facilities and activities. A very successful example of this are outdoor sports facilities (from biking to boules), which are free to use and have a very low access barrier. Other opportunities are social and community groups, for example a community gardening group as well as free public events. By making these activities and provisions attractive to all residents, they also act as contact zones for people of different (economic) backgrounds, connecting members of different communities and strengthening the social cohesion in the development.

Scaled commercial offerings:
The plans for the heathbourne green development included lists of potentially suitable commercial outlets for the centre of the development. These were regularly brands and chains targeted at an affluent audience with considerable amounts of disposable income. To offer an attractive town centre, it is important to include vendors which appeal to all members of the community from the financially most restricted to the affluent. A mix of different businesses, ensures that the commercial part of the project will be attractive to customers within and outside of the community.

Non-profit collaboration:
It is vital for the residents to have access to financial services. These are normally focused on commercial advice provided by banks, financial institutions and advisers. To serve economically vulnerable members of the community, it is important to provide access to impartial, unbiased and trustworthy financial advice without commercial interest. This could be ensured by providing space for non-profit organisations like Citizens Advice, The Money Charity, or the Money Advice Trust on a regular basis in order to facilitate access to their services.

The layout of a community determines who does and who does not meet, interact and engage with one another. Giving people the opportunity to engage with a range of people is of key importance to create a community in which people feel like they belong. It is important to provide opportunity for both, active as well as passive interactions, this ensures people have choice in how they want to interact in line with their needs, interests and perceptions of the setting. The layout of the development offers the opportunity to foster active as well as passive interaction, contact and connection between all residents. (reference)

Actions to utilise the full potential of the layout of the development could be:

- **Concentric layout placing the most vulnerable residents at the centre of the community**

- **Providing low barrier contact zones throughout the environment**

Concentric Layout:
In order to enable all members of the Heathbourne Green community to partake in public life it is important to give thorough consideration to how the residents with the highest accessibility needs give thorough consideration to how central elements of the development. This enables these residents to be closer to vital services as well as communal life, lowering the barriers for participation and enabling them to be active members of the community for longer. This approach has been used successfully for several years by an intergenerational care community in the Netherlands (reference). Following a concentric layout ranging from the most vulnerable residents in the centre to the most independent residents in the outer parts of the development meets the needs of all residents in regards to their respective needs and abilities.

Providing Contact Zones throughout the environment:
A contact zone can be any space, feature or provision which offers the opportunity to connect with other members of the community. As mentioned before, these contact zones give residents the choice to engage in an active or passive way and should enable residents to interact with all parts of the community, not just their microenvironments. These contact zones can include benches around a playground, a community garden, outdoor sports facilities and small pocket gardens and playgrounds in parts further away from the centre of the community. (reference)

4. Intergenerational Care

Intergenerational communities need to build an environment that enables and encourages older people to take on an active role in their environment. Older adults need to have clear opportunities to contribute to their community, for example by giving them a sense of purpose and satisfaction. This can be achieved by facilitating change based on the wealth of experience and skills older community members have to offer.

Emlet and Moceri conducted research with members of age friendly communities on social connectedness and identified the following three key themes are:

- **Social Reciprocity:** Community members voiced the importance of social reciprocity, giving and receiving to/from one's community. Both were seen as equally important and participants articulated the need to be able to give back to the community. This giving back can happen in a variety of ways, for example through age-friendly volunteering opportunities
- **Meaningful Interactions:** Apart from the giving and receiving to experience social connectedness, participants stressed the need for interactions and experiences to be meaningful for all participants. This includes volunteering roles that are considered useful and important to the communities, rather than just a way to kill time.
- **Structural Needs/Barriers:** The sample group in this study was divided, while some part provided insights on how they contribute to their community, an equal number of participants were frustrated with the lack of organised meaningful volunteering opportunities, or the lack of communication around the few roles available (reference)

In an Australian case study conducted around an intergenerational playgroup in a residential care setting for the elderly, the researchers identified four themes of intergenerational activities. These key themes are:

- **Learning from each other**
  It was observed by the researchers that the participating children were mirroring the adults' behaviours and learned new skills from the older participants. For the care home residents the playgroup provided a reason to think, reflect and act upon their own experiences and childhood.

- **Appreciating experience in the moment**
  During the time in the playgroup many care home residents conveyed positive experiences and appreciate the present as it was happening.

Oh I feel very happy...because I see the children enjoying themselves and you can see they're concentrating and they like the toys, and they like dressing up and doing things.
(Emma-client)

- **Connecting through play**
  The differently aged playgroup participants were able to connect with each other through play as described in the following account:

  "A new family ... joined [the IGP] today. Upon entering the room, the young boy [Peter] looked around the room and spotted "Brian" [client] sitting on the far edge of the room. Peter immediately approached Brian standing right in front of his chair and pointed at his glasses. There was silence and Brian responded by pointing at Peter's glasses. They smiled at each other, as if a mutual agreement to be friends. No words. For the remainder of the playgroup, they played a throwing and catching ball game, 'tag' and didn't leave each other's side. It was later in conversation with the caregiver that I discovered Peter had only recently gotten glasses and so naturally when he saw Brian, their commonality sparked their friendship.
  (Observation session 2)"

- **A sense of home and community**
  Participants developed a sense of community with the other members of the playgroup. It was seen as a safe and accepting space where participants were able to relax while engaging in social interactions. This was also particularly true for the children's caregivers, who benefitted from the social connection during the group. (reference)

7. Connecting Communities

While it is widely acknowledged that diversity is an advantage for communities and organisations, it can also create problems. Different views, habits, and cultures can lead to misunderstandings, social tension and concern (reference). To ensure a truly diverse, interacting community it is paramount to facilitate exchange between residents of different backgrounds and, to create a feeling of belonging, a shared identity which supplements everyone's individual identity.

Actions to connect communities could be:

- Multifaith prayer services
- Equal importance of all communities

Multifaith prayer services:
Connecting members of different faith communities could be achieved through emphasising the similarities between all groups and the shared belief in a greater power (reference). This could be achieved by hosting regular multifaith prayer services in addition to the regular activities in for example, the synagogue and at the temple. By hosting these gatherings in places of worship, people of other faiths are invited to visit these spaces and connect with the other communities.

Equal importance of all communities:
In order to make all members of the community feel valued and equal it is important that all communities are celebrated and acknowledged where appropriate. This includes balance in emphasising celebrations of one group compared to holidays of other faiths. The public celebration of minority holidays and observances can also create a feeling of belonging and being seen (reference).

Many governments around Europe, as well as the European Commission, are investing heavily in new technologies to support independent living for the older generation. Smart home solutions are increasingly common in new homes and they are being adopted by older people in increasing numbers for fundamental tasks. (The silver economy paper, European commission, 2018)

Technology will be central to care communities. One example of the use of technology in a care home in Castle Brook, UK is overnight acoustic monitoring. Sensors monitor sound levels in residents' rooms using algorithms that react to a range of noises. They then send email alerts to the monitoring station, which helps staff to assess whether any assistance is needed. (reference)

Similarly, Intelligent Lilli offers non-intrusive monitors with a set of sensors that monitor movement and temperature, to identify the patterns and trends of everyday life such as hydration levels and bathroom visits. This helps carers to identify when abnormalities occur that might indicate a change in health condition (reference)

The MacArthur Foundation describes successful ageing as 'the ability to maintain three key behaviours or characteristics: low risk of disease and disease-related disability; high mental and physical function; and active engagement with life.'

While technology could be used to support later living and keep people in their homes without assistance for longer, screen-based interactions and the future of automated care creates a challenge for addressing one's social self. (Neighbourhoods of the future pg 196/197) Some services such as delivering groceries and supplies to care recipients' doors could deny them of an active and connected social life and increase a sense of isolation. The European Commission has identified that Silver consumers prefer to take frequent small trips: two out of three older people shop at least twice a week, which is more than necessary, suggesting other motivations. (The silver economy paper, European commission, 2018) While technological services could enable automation of everyday life activities, it is important to consider the risk of inactivity, isolation and loneliness.

Use of technology to enable independence: enabling residents to take ownership of their own health/ independence.

In delivering humanised care, technology must not be used to define new behaviours or change existing ones. Instead, it must respond sensitively to people's needs and seamlessly support them in a way that does not undermine independence nor increase social inclusion. (Neighbourhoods of the future P196/197) Community support is key for active and healthy ageing. Technology can play its part in mobilising and engaging the local community in the challenge of care, to help exchange skills and knowledge and support formal and informal care networks.

Manifesto of Intent

Survey review

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Manifesto of Intent

A questionnaire created by the HHCD research team was presented to the TLC team and partners on the Bushey Development to identify the shared understanding and intent for the project. The questions were aligned with the twelve themes identified. The aim of this being to identify any gaps to address, as well as collaboratively constructing the delivery teams current ‘manifesto of intent’.

A thematic analysis of the answers submitted was conducted to highlight the main factors for each question.

Colour coding has been used to highlight common themes for the readers benefit and is based on the researchers interpretation of the information.

THEMES

- Health and Wellbeing
- Social interaction
- Age based
- Activity
- Place/space
- **Emotional**
- **Economic**
- Community Groups

Manifesto of Intent: Page 1 of 2

1. Describe the Bushey Site in a one line statement.	2. The Bushey development is designed for the needs	3. Quality of life for me means...	4. At the heart of a community, there should be...	5. Spaces that promote well-being should include...	6. The benefits of brining generations together are...	7. Three essential buildings needed to serve the community
15 min neighbourhood	Everybody	15 min neighbourhood	Social	Sensory	**Prevent loneliness**	Health
Ageing population	Ageing population	Access to nature	Human Centred	Accessible transitional spaces	Sharing wisdom	Community
Health	All abilities	Sports	**Cost of Living**	Community	Challenging ageism	Transport
Intergenerational	Key workers	Empowerment	Up-skilling	Nature	Connecting	Education
Social interaction	Wider community	Living conditions	Open Access	Fork to plate	Integrated community	Upskilling
Public Space	Families	Physical Wellbeing	Enterprise		Care by proximity	"Clubhouse"
Sustainable		Mental Wellbeing	**Happiness**		Meaningful interactions	Religion
Landfill		Spiritual Wellbeing			Communication	Wellbeing
Poor ecological value		Healthy Lifestyle				
		Social Connectivity				

The graphic above provides a thematic overview of the answers to fifteen questions set by the HHCD research team. Colour coding indicates themes of: Health and Wellbeing, Social interaction, Age based, Activity, Place/space, Emotional, Economic and Community Groups

Manifesto of Intent: Page 2 of 2

8. Accessibility should be present within the design of the following...	9. What does a thriving, connected community look like?	10. What specific groups of people are catered for in the Bushey development?	11. Where and how will communities come together?	12. What does care mean to you?	13. What is the role of technology in inclusive communities for health?	14. What other value can technology bring to the community?	15. What's the potential impact of rightsizing?
Everywhere	Social interaction	Key workers	Multiple	Togetherness	Monitoring	Deliveries/logistics	Less maintenance
Access	Community Care	Care workers	Open spaces	Individuality	**Overwhelming**	Communication	**Financial**
Landscape	Self Governed	Retired	Outside	**Independence**	**Enabler**	Support	Efficiency
Sensory design	**Empowered Care**	Neurodiverse	"Clubhouse"	Holistic	Accident prevention	Connectivity	Dynamic lifestyle
Travel	**Sustainable Funding**	Motor disability	Religion	**Dignity**	**Promote independence**		Prioritising
	Togetherness	Young families	Co-work/Work				Appropriate use
		Religious groups	Commercial				

The graphic above provides a thematic overview of the answers to fifteen questions set by the HHCD research team. Colour coding indicates themes of: Health and Wellbeing, Social interaction, Age based, Activity, Place/space, Emotional, Economic and Community Groups

Manifesto of Intent

Following the thematic analysis of the answers, several concepts were raised that would benefit from further consideration and defininition.

These concepts were raised repeatedly and have great potential within the design scheme. Therefore, considering how these concepts may be integrated or defined further could provide strength in informing a inclusive and intergenerational community.

Consider for example, a range of people who would need a “15 minute neighbourhood” and why they would need it, or who would need sensory design considerations for their environmental experience?

To explore how these concepts integrate into the final designs, a workshop for people-centred co-design explorations, design and critique could be a practical solution. This could be part of a future work package within the HHCD/TLC partnership.

To ensure ongoing representation of the ‘user’s voice potentially a form of user capture, such as project specific personas could be created based on workshop participants, or from other user engagements. Further support in developing personas for this is recommended.

CONCEPTS

15 min neighbourhood

"Clubhouse"

Promote independence

Dynamic lifestyle

Sensory design

Empowered Care

Challenging ageism

Community Engagement

Conducted by the HHCD research team

Community Engagement

Location: Bushey High Street, London

Methodology: multiple ‘design provocations’ we produced, to capture opinions of locals as well as place based insights. Specifically - mapping, interviews and postcard submissions.

Aim: to capture loca opinions on the area as well as insight into how the area serves their needs. The aim being to engage with a diverse group of people that all visit or live in the Bushey area currently.

Get involved

We are here to listen to you...

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Get involved

Using the map and coloured dots, indicate:

- Where you meet with friends and family?
- Where you see the most diversity?
- Where you visit most often?
- What areas do you avoid?
- What’s your favourite spot to visit?

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Community Engagement Findings : Mapping

The graphic to the right provides a visual of all of the information gathered around the place based questions and answers.

Place-Based

Data gathered in the map was gathered in the 4 hour period pitched up in Bushey high street with multiple forms of engagement for the public to share their thoughts on their local area.

Coloured dots were placed as a place-based indication and response to colour coded question below. Numbers on the map indicate multiple votes for the same location.

Where you meet with friends and family?

Watford, Zumba

Where you see the most diversity?

Watford x 2, Everywhere, Lack of young families, Football ground, Zumba

Where you visit most often?

Oxhey Park, Bushey Grove Leisure Centre, chemists, petrol stations, Aspire leisure centre, high street, shops

What areas do you avoid?

Stanmore, Water Lane (dodgy dealings), Colne Way (busy road by ASDA), Watford

What's your favourite spot to visit?

Stanmore woods, Bushey Village cafés, Bushey Grove Leisure Centre, restaurants

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Community Engagement Findings: *"What is missing?"*

The graphic to the right provides a visual of all of the answers given as to what is missing in the local area.

What is missing in your local area?

Data was gathered in the 4 hour period pitched up in Bushey high street with multiple forms of engagement for the public to share their thoughts on their local area.

Within this engagement, locals were asked "What is missing in you local area?" and their responses captured .

Shops

- "Children's clothes"
- "More independent coffee shops"
- "M&S"
- "Toy shops"
- "More independent clothes shops"
- "Clothes shops for younger people"
- "Modern travel companies"

General

- "Repurposing heritage sites"
- "More in the Bushey village area"
- "More in the Bushey village area"
- "Day time focused facilities (young people don't want to come here & most places close at 4pm)"

Nature

- "Greener! More nature"

Hospitality

- "Falafel shops"
- "Coffee bars"
- "Shawarma"

Infrastructure

- "Need speed bumps for slower driving"
- "Speed limits"

Parking

- "Parking"
- "Free Parking"
- Free parking for longer - to use local shops

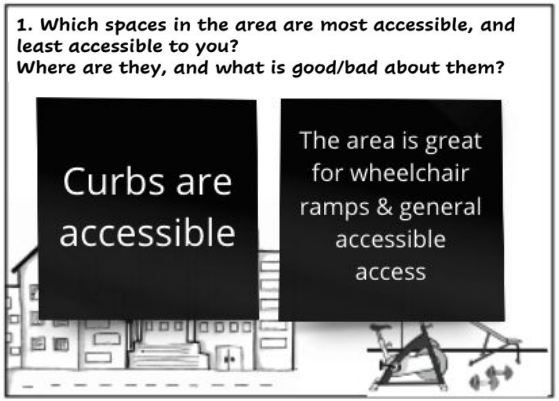
Leisure

- "Cinema with free parking"
- "If the water park works"
- "Theatre"

Community Engagement Findings: *Interviews & Postcards*

The graphics and information to the right display a selection of the findings focused on a series of questions presented to locals and visitors of the Bushey High Street.

1. Accessibility beyond just mobility



2. Socio-Economic

Is there anywhere in your local community where you feel economically excluded?

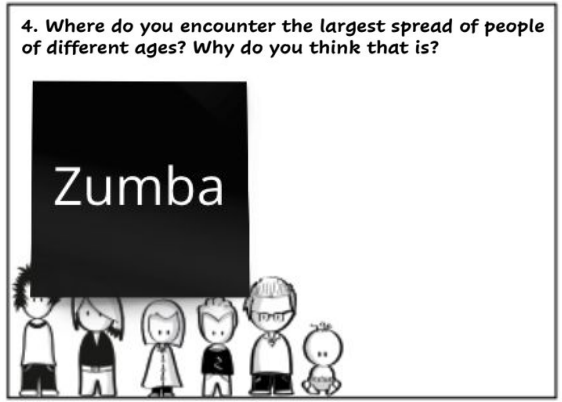
- Interview n.5-6: *"Here is high end but we don't feel excluded."*
- Interview n.7: *"Shops (cost of living crisis)"*

3. Zoning and place

Are there any places in your local area that you avoid? If so, why?

- Interview n.1: *"Places where youngsters play with bikes."*
- Interview n.3: *"Places where schools are coming out, busy areas where people move. Festivals instead are more static and I enjoy them."*

4. Intergenerational care



- Interview n.4: *"Shopping centres have more young people. Highstreet older people."*
- Interview n.5-6: *"Bushey is predominantly for older people."*
- Interview n.7: *"Lots of diversity of people. It doesn't worry us, it's pleasant around here. Welcoming area for us."*

5. Diversity of people and space

Where do you see people of different cultures come together, whether that be through an event or casual everyday encounters?

- Interview n.1: *"It's well balanced all around."*
- Interview n.2: *"Schools are very mixed."*
- Interview n.3: *"Lovely and diverse cultures. Mix of all ages."*
- Interview n.4: *"Local King George Park"*
- Interview n.7: *"Cafes, food, leisure places"*

Community Engagement Findings: *Interviews & Postcards*

The graphics and information to the right display a selection of the findings focused on a series of questions presented to locals and visitors of the Bushey High Street.

6. Community accessibility needs

What does your community do to support each other? What could be done better?

- Interview n.1: *"Carnivals, Town Crier, Local magazine, Music bands. It's a very active community."*
- Interview n.2: *"Parish concerts."*
- Interview n.5-6: *"Small businesses support each other."*
- Interview n.7: *"[It being a] Jewish area, open armed, welcoming, encompassing. Friday mornings are busy (Based on religious/cultural ceremonies)"*

7. Connecting communities

- Interview n.1: *"Feel comfortable everywhere."*
- Interview n.2: *"Yes, everything is at a walking distance."*
- Interview n.4: *"Very nice community"*

8. Target Groups

Are there any groups of people that are prominent in your local community?

- Interview n.2: *"Jews, Asians, Christians, all ages."*
- Interview n.4: *"Most white/English. It's an older & traditional community."*
- Interview n.7: *"Jewish communities being integral. Under 40s (local)"*

9. Interacting communities

What events or spaces would make you want to visit an area?

- Interview n.1: *"Bushey Mead park."*
- Interview n.2: *"Any lighting events / Christmas lighting, festivals, Bushey performing art festival taking place next to the 3 main pubs."*
- Interview n.4: *"Town centres but there is too much traffic."*
- Interview n.7: *"Festivals at Bushey - summer. Community festival. [There are] no street markets. Saturdays in schools, festivals or fetes."*

Which spaces have you encountered that have brought communities together?

- Interview n.1: *"Football club - all ages there."*
- Interview n.2: *"Charity events, parks, festivals, gardens."*
- Interview n.3: *"King George Festivals, parks, lake, Bushey village, London spiritual centre (temple), S James church."*

Community Engagement Findings: *Interviews & Postcards*

The graphics and information to the right display a selection of the findings focused on a series of questions presented to locals and visitors of the Bushey High Street.

10. Providing care by caring (Integrated services)

How can people support their neighbours better?

- Interview n.2: *"Street parties."*
- Interview n.3: *"Talking and acknowledging what is going on."*
- Interview n.4: *"Make shops for elders."*
- Interview n.7: *"Shopping for other people during Covid [in] apartment blocks."*

11. Technology

How could people use technology at home to help them as they age?

- Interview n.1: *"My mother is 86. She uses all technologies such as facetime, uses tablets, etc. I find this difficult. There are too many questions and passwords so I give up."*
- Interview n.2: *"There is the assumption that everyone has a smartphone. How can an old person pay for the car park if they don't have a smartphone? Educational sessions at the library may be a good option to help old people with tech."*
- Interview n.3: *"I'm worried about safety and scam but technology is good to keep in touch, checking alarms and for independence."*
- Interview n.4: *"For our age we feel we are well connected."*
- Interview n.7: *"All the smart systems - all phone access"*

12. Right sizing

Would you rather stay in the same house for your life or change homes to accommodate your changing needs? And why?

- Interview n.1: "We moved into a 3 bedroom house. We will stay there."
- Interview n.2: "I downsized to a 4 bedroom house. It was 6 bedrooms before. In 10 years I would move into a flat but for now my children want me to stay because we have a garden and kids can play there."
- Interview n.3: "I would stay and adapt it to my needs."
- Interview n.4: "We already downsized to a 4 bedroom house - 1 room is for the dog."
- Interview n.5-6: "I would stay and maybe adapt the house later. 2nd person: I would change."
- Interview n.7: "We have downsized"

What would the perfect day as a retired person involve for you?

- Interview n.1: *"Go to the gym, cook, watch TV, meet friends at cafes."*
- Interview n.2: *"Walking dog, see my family."*
- Interview n.3: *"Gardening/allotments, talking to friends, meeting other friends for a coffee, meeting my husband in the afternoon, cooking."*
- Interview n.4: *"If there is nice weather: I would go to the park in the morning, in the afternoon I would go out shopping and in the evening I would have a lovely dinner in a nice restaurant."*
- Interview n.5-6: *"I would travel with no timescale, like if I were on holiday all the time."*
- Interview n.7: *"Voluntary work, lunch with friends, see grandchildren, coffee"*

Researchers Summary

During the public engagement, locals were engaged and curious about the research being conducted. There was a confusion as to why everyone should be interested in healthy ageing and how the insights from young and middle aged adults was relevant. There was a perspective of not needing to consider designing for ageing unless you were disabled or were in your later years.

This provides insight into a local narrative of ageing and a perspective of not thinking about one's future needs in terms of ageing and its potential impact.

There is a thriving Jewish community that was highlighted by our interviewees as being "open armed" and "welcoming". The participants embraced the local cultures and found that there is "Lots of diversity of people". However, multiple participants highlighted there being an ageing population locally, as well as teenage participants stating that there needs to be more on offer for younger people locally. It was found that many people travel to Watford for their leisure activities including shopping and socialising.

There were several statements around the demand for green spaces and references to recently declined building development proposals in Bushey. Is is to be noted that the current resources in the area of Bushey High street were noted to be too busy and there being a need for more "independent coffee shops" and leisure activities on offer. Therefore, providing new assets to the area as a priority to serve the locals offers an opportunity to bring together the local community as well as creating a "destination spot".

Is it to be noted that with regards to right-sizing, locals when asked if they would stay in the same house or want to change house to accommodate their needs, participants stated:

- Interview n.1: *"We moved in a 3 bedroom house. We will stay there."*
- Interview n.2: *"I downsized to a 4 bedroom house. It was a 6 bedrooms before. In 10 years I would move in a flat but for now my children want me to stay because we have a garden and kids can play there."*
- Interview n.3: *"I would stay and adapt it to my needs."*
- Interview n.4: *"We already downsized to a 4 bedroom house - 1 room is for the dog."*
- Interview n.5-6: *"I would stay and maybe adapt the house later. 2nd person: I would change."*
- Interview n.7: *"We have downsized"*

These interviews highlighted a perspective on "rightsizing" with downsizing being a commonly understood process; however, the scale of the property potentially being more reflective of a chosen lifestyle rather than the inhabitants basic needs. Therefore, further insight into specific local groups or specific personas needs to outline a right sizing methodology this would be beneficial in understanding how individuals can have agency as needed in the process.

Expert Interview

Conducted by the HHCD research team

Expert Interview: Jane

Jane is 76 years old and lives alone. She has one son who is in his 40's and has never been married. She has gradually lost her sight over the past 15 years. She still has little central vision left and uses a white cane when walking.

Approximately 10 years ago Jane moved from a three story house to a new community in suburban south east London.

In this conversational interview Jane shared her views on many topics relevant to the Heathbourne Green development. The full interview transcript can be found in the annex to this report.

15 Minute City

> *"I would not like to be totally bound towards the local Sainsbury's that hikes up its prices compared to a big Sainsbury's you know, in these smaller kind of communities, they work on a huge margin."*
> *Jane*

Talking about the 15 minute city, Jane put an emphasis on wanting to have choice. It is important to her, that while convenient to have all daily provisions close by, she prefers to be able to choose to go somewhere else and have the services at hand that enables her to do so. Due to her sight loss, it is especially important to her to have a choice of public transportation that connects her to other places directly, without the need to interchange.

Interacting Communities

> *"I value being able to close my door. I'm not lonely. But I know there's all sorts of activities and things I can plug into, if I feel the need to talk to people."*
> *Jane*

Jane at different times in the conversation stated the importance of being able to take part in community activities on one hand, but, on the other hand wants to be able to withdraw from the community, when she chooses.

This is an important insight, as it emphasises the need for community activities with different levels of commitment. It also highlights the importance of making residents feel like they can join activities, even if they mostly choose not to.

Bringing different needs together

> *"[...]because I can't see and I have very, very limited sight. If they're running in front of me. I'm frightened of tripping over them. Even though I'm using a cane, white cane. People don't take any notice of it. And they don't say to their children: Be careful, this lady can't see; you know, she's using a cane."*

When living in communities, Jane sees it as very important that residents are mindful and informed of each others needs. This is especially important for residents with accessibility needs which make them more vulnerable. The quote above highlights how different needs of community members can be contradictory while all being valid. While the children's need for play is fundamental to their development, this can pose difficult for Jane if it happens in spaces which she has to navigate.

Reconciliation of the needs and expectations of different community groups was a recurring theme in the conversation. Due to Jane's experience of living in a community, she is very aware of the conflict potential and is witnessing some of it first hand:

Expert Interview: Jane

> *"[...]there's flats, where people are moving, that cost a million quid. And they're trying to mix it with social housing. So you're getting a large difference in class, [...] if you go down to my garage, underneath garage, you've got Porsches, BMW's and so on, and the garage is constantly being broken into. People are starting to get that mentality that the great unwashed are coming to take away our lifestyle [...]"*

More research is needed on how to bring these different communities together and how to address potential conflict early on, so it doesn't lead to a fragmentation of the community.

Downsizing

Jane is in a position to give first hand information on the experience of downsizing as she has moved from her three story house to a one story three bedroom apartment approximately 10 years ago. The decision to downsize came due to her declining sight loss and her wish to stay independent.

> *"if I'm going to move to somewhere, that's going to keep me as independent as possible, I need to either put in a lift in a big house with three, three bathrooms where I lived with my cat, or rethink the thing and buy off plan."*

Jane described the experience of downsizing as surprisingly liberating, especially decluttering 70 years of amassed belongings, which she felt, freed her up mentally.

Being valuable to the community

> *"Because even though my mobility's a bit shot, like I've still retained some sight, you know, so I can still do lots of reports and research and stuff like that. for various organisations, and keep my mind active and feel as though you know that I'm valid, I'm of value still, and I'm not kind of on the scrapheap and I still have good ideas and etc, etc."*

Apart from being independent, feeling valuable for and valued in the community is of key importance to Jane. At 76 years of Age she is actively involved in research and advocacy work, which provides her with a sense of purpose.

An ideal community provides opportunities for residents of all abilities to not only take part in activities, but also shape the community and take on responsibilities suitable for them. This helps to make all voices of the community heard and shape the community to the needs of all.

Summary

By Chris McGinley and Rama Gheerawo

Summary

According to housing charity Crisis, the UK has an estimated backlog of four million homes missing from the national housing market. This housing deficit will not be adequately addressed even if the Government's current target to build 300,000 homes a year is reached. The ongoing housing shortage being experienced in the UK is at a critical point, and within this there is an estimated shortfall of nearly 500,000 senior living housing units (before factoring in expected growth in the 65+ population). Part of the response to these challenges can be embodied in new multigenerational living propositions.

These propositions must be developed to be inclusive, connected, and both socially and economically sustainable. The built environment can be a great enabler, hence inclusive and purposeful design of physical space and temporal factors are essential to create homes and dynamic community environments where residents can flourish and feel a sense of belonging. On average, older adults spend most of their last decade of life with some form of disability, hence creating accessible lifetime neighbourhoods that are age-proofed and future-proofed is not just about catering to disability, but about all our future selves and a diversity of everyday lifespan experiences. Inclusive design considers such diverse spectrums, including current and future needs, to allow for flexibility and adaptation. Part of this process includes challenging stereotypes of age and ability, and actively creating designs that avoid segregation based on misinformed perceptions. Designing neighbourhoods for a lifetime involves not only accommodating reduced abilities in old age but also the diverse needs of all age groups, promoting flexibility and adaptability.

Multigenerational communities need environments that enable and encourage all people to take an active role in their setting. Older adults need to have clear opportunities to contribute to their community, to foster a sense of purpose and satisfaction. Beyond age, recognizing the equal importance of all communities within a space is vital for fostering social inclusivity and ensuring that every member feels valued and acknowledged.

Summary (cont.)

Successful community cohesion requires a spectrum of generations with diverse backgrounds be brought together, this includes financial profiles for fair and equitable living. Through this, communities can come together to support one another, potentially informing more social good and accountability within the area.

The spaces, systems, services, and schemes within an environment will increasingly play a crucial role in building welcoming and inclusive neighbourhoods in which to live. These factors can help towards providing equitable and fair access to resources for people, help build a sense of independence and autonomy, and facilitate interactions for an intergenerational and diverse community. In terms of technology, human-centred experiences dictate that interventions should not impose new behaviours or disrupt existing ones; instead, they should sensitively respond to individuals' needs, seamlessly supporting them without compromising independence or social inclusion. Consider for example one factor where technology is frequently presented as a ‘silver bullet’, loneliness, which impacts 15-30% of the general population and 40% of people over the age of 70 in the UK. Technology is a single component within the larger context of social environment; however, considering the configuration of space and community determines who does and does not meet, who interacts, who engages in meaningful ways, who benefits physically and mentally by being part of the design intent. Giving people the opportunity to engage is of key importance to creating a community in which people feel like they belong. It is important to provide opportunity for both active and passive interactions, this ensures people have choice in how they interact in line with their needs. Empowering residents to shape their health and wellbeing experience based on their preferences enhances their lives, promoting enjoyment of their life and relationships on their own terms.

Co-design is critical in the process of creating inclusive multigenerational spaces but is often practically missing. To avoid exclusion in the built environment and public space, it is key for residents and potential future inhabitants to be involved in informing spaces, and more importantly their own future homes. By providing people with agency in this process, a sense of authorship and ownership through participation will create positive associations with the proposed spaces and advocates for its positive use. This should be an ongoing dialogue, once the spaces are created members of the community should continue to feel valued, engaged, celebrated and acknowledged. This approach encourages communities to unite, maintain a sense of belonging, and support one another.

Appendix

Appendix 1.

Responses collected from interviews with 7 members of public in the 4 hour period pitched up on Bushey High Street 28 July 2023. Questions were asked and captured by a HHCD Associate Researcher.

1. Accessibility beyond just mobility:

Which spaces in your local area are most accessible, and least accessible to you? Where are they and what is good/bad about them?

- Interview n.1: Pavements sometimes are uneven. The least accessible are the pedestrian crossing points. The most accessible are parks.
- Interview n.2: It is reasonable accessible
- Interview n.3: Most accessible: Bushey Garden, Warren Lake, all open spaces are all fine.
- Interview n.4: Quite accessible. it's a flat area
- Interview n.5-6: It's a good environment.
- Interview n.7: Not noticed now, maybe when in a wheelchair

2. Socio-Economic

Is there anywhere in your local community where you feel economically excluded?

- Interview n.1: No.
- Interview n.2: No.
- Interview n.3: No.
- Interview n.4: No.
- Interview n.5-6: Here is high end but we don't feel excluded.
- Interview n.7: Shops (cost of living crisis)

3. Zoning and place

Are there any places in your local area that you avoid? If so, why?

- Interview n.1: Places where youngsters play with bikes.
- Interview n.2: Not here. In Bushey downhill people don't feel safe - (heard on FB residents group)
- Interview n.3: Places where schools are coming out, busy areas where people move. Festivals instead are more static and I enjoy them.
- Interview n.4: No, it's a nice place to live.
- Interview n.5-6: Not here. Edgware is a bit unsafe/ untidy / many drunks, it's weird. Harrow is not safe. Bushey is fine.
- Interview n.7: Maybe, people with mobility issues avoid the high street because of limited parking

4. Intergenerational care

Where do you currently encounter the most diversity of people of all ages? Please elaborate on these spaces

- Interview n.1: Highstreet. All ages and races.
- Interview n.2: Pubs are frequented by all people. It's a well mixed community and family oriented.
- Interview n.3: All village, cafes.
- Interview n.4: Shopping centres have more young people. Highstreet older people.
- Interview n.5-6: Bushey is predominantly for older people.
- Interview n.7: Lots of diversity of people. It doesn't worry us, it's pleasant around here. Welcoming area for us.

5. Diversity of people and space

Where do you see people of different cultures come together, whether that be through an event or casual everyday encounters?

- Interview n.1: It's well balanced all around.
- Interview n.2: Schools are very mixed.
- Interview n.3: Lovely and diverse cultures. Mix of all ages.
- Interview n.4: Local King George Park
- Interview n.5-6: We only work here. In the business there is not diverse culture.
- Interview n.7: Cafes, food, leisure places

6. Community accessibility needs

What does your community do to support each other? What could be done better?

- Interview n.1: Carnivals, Town Crier, Local magazine, Music bands. It's a very active community.
- Interview n.2: Parish concerts.
- Interview n.3: Whatsapp groups (very local and road based).
- Interview n.4: Active local church, very active Whatsapp group - day and night chats.
- Interview n.5-6: Small businesses support each other.
- Interview n.7: [It being a] Jewish area, open armed, welcoming, encompassing. Friday mornings are busy (Based on religious/cultural ceremonies)

7. Connecting communities

Do you feel connected to your local community?

- Interview n.1: Feel comfortable everywhere.
- Interview n.2: Yes, everything is at a walking distance.
- Interview n.3: Very.
- Interview n.4: Very nice community
- Interview n.5-6: Only work here. N/A
- Interview n.7: Well connected, busy, social, some bigots

8. Target Groups

Are there any groups of people that are prominent in your local community?

- Interview n.1: No answer.
- Interview n.2: Jews, Asians, Christians, all ages.
- Interview n.3: Not really.
- Interview n.4: Most white/English. It's an older & traditional community.
- Interview n.5-6: Jews.
- Interview n.7: Jewish communities being integral. Under 40s (local)

9. Interacting communities

What events or spaces would make you want to visit an area?

- Interview n.1: Bushey Mead park.
- Interview n.2: Any lighting events / Christmas lighting, festivals, Bushey performing art festival taking place next to the 3 main pubs.
- Interview n.3: Festivals. There are a lot of festivals here.
- Interview n.4: Town centres but there is too much traffic.
- Interview n.5-6: Parks.
- Interview n.7: Festivals at Bushey - summer. Community festival. [There are] no street markets. Saturdays in schools, festivals or fetes

Which spaces have you encountered that have brought communities together?

- Interview n.1: Football club - all ages there.
- Interview n.2: Charity events, parks, festivals, gardens.
- Interview n.3: King George Festivals, parks, lake, Bushey village, London spiritual centre (temple), S James church.
- Interview n.4: King George Park.
- Interview n.5-6: N/A.
- Interview n.7 : N/A

10. Providing care by caring (Integrated services)

How can people support their neighbours better?

- Interview n.1: Simple things, general help.
- Interview n.2: Street parties.
- Interview n.3: talking and acknowledging what is going on.
- Interview n.4: Make shops for elders.
- Interview n.5-6: N/A.
- Interview n.7: Shopping for other people during Covid [in] apartment blocks.

11. Technology

How could people use technology at home to help them as they age?

- Interview n.1: My mother is 86. She uses all technologies such as facetime, uses tablets, etc. I find this difficult. There are too many questions and passwords so I give up.
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Would you rather stay in the same house for your life or change homes to accommodate your changing needs? And why?

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What would the perfect day as a retired person involve for you?

- Interview n.1: Go to the gym, cook, watch TV, meet friends at cafes.
- Interview n.2: Walking dog, see my family.
- Interview n.3: Gardening/allotments, talking to friends, meeting other friends for a coffee, meeting my husband in the afternoon, cooking.
- Interview n.4: if there is nice weather: I would go to the park in the morning, in the afternoon I would go out shopping and in the evening I would have a lovely dinner in a nice restaurant.
- Interview n.5-6: I would travel with no timescale, like if I were on holiday all the time.
- Interview n.7: Voluntary work, lunch with friends, see grandchildren, coffee

Sebastian Roeck
I started the recording. So as I have shared with you before, I've got a few talking points for us. Which we're just going to talk through. It's not I'm not asking you superscripted questions, it's more of a conversation between us where I gauge where you just voice your opinions. I didn't rate at that anyway. So. And our first talking point is the 15 Minute neighbourhood. And I don't know if you've heard that term before. So the idea of a 15 minute neighbourhood, is that everything you need for your daily life...

Jane
Oh, I see. Yes, it's within 15 minutes

Sebastian Roeck
... is within 15 minutes. And so this is supposed to become a 15 minute neighbourhood. And I wanted to talk with you. If you have any thoughts on that. Also considering just your personal needs, how you how you're living right now, compared comparing it to your situation right now, how far away or how close your provisions are that you need daily

Jane
Yeah, I mean, I currently live I don't know if you remember that last meeting. I kind of live in a new build community, or Kidbrooke village, which is Barclay homes. So I live in a block, which is not sheltered housing, but contains all different ages, sort of people that are pregnant people with young children. And I think I'm the oldest one in my particular block. And it's somewhere where I, I moved, I bought off plan in 2016, because I was downsizing from my home house on three floors. So this flat has 24 hour concierge, swimming pool. It's all on one level, lift, whatever to meet my needs. Now that I'm coming up to my 80s You know, so that it would kind of be flexible enough to incorporate those with wide doorways, etc. And over the road, there's Sainsbury's and bus stops and stuff like that to get me where I want to go. And the thing about 15 minutes I know that I'm you know, obviously I live in London in the suburbs. But I would not like to be totally bound towards the local Sainsbury's that hikes up its prices compared to a big Sainsbury's you know, in these smaller kind of communities, they work on a huge margin. Because they're often franchised. And I like some days, I like to take the bus or the tube up to Oxford Street or Regent Street and go to go to John Lewis. And sometimes I just want to stay local. So if I'm in the 15 Minute community I would find it quite frustrating I think. And I kind of my, my needs or my wants are to be able to get up maybe take a bag of sandwiches up to the V&A. I spent the whole day there. Even though it's quite a distance and go to a free lecture or something. So come to the push. Yes. Okay. It'd be great if everything was within 15 minutes. So if I, if I really was unable to walk or Yeah, you know, obviously, you need to have things at hand. But I don't think I'm at that stage yet. And I don't want to be at that stage.

Sebastian Roeck
I am gauging something else there as well. You're talking a lot about getting away from the community to an extent, the ability to travel.

Jane
Yeah. I like to have a choice.

Sebastian Roeck
Connection is very important for you, I am gauging. So connectedness to the outside, having the ability to just take public transport.

Jane
Yes. It's that Freedom Pass, which is coming up to 50 years now. I mean, my views might be very different to somebody else's, because I've never married. And I don't mind living alone. I like living alone. And I would find it very difficult to live with somebody else. Possibly my son Jack is the only person I could live with that. I don't think he'd say the same about me. But, so I value being able to close my door. I'm not lonely. But I know there's all sorts of activities and things I can plug into, if I feel the need to talk to people. But in the community where I live, there's a new nursery that opened there's two new schools for children, Catholic and, and state school. And lots

of kind of a very active community centre that's just out that I'm kind of involved with. So you know, so we're looking at building a community here in Kidbrooke village. I've got away from what you you last asked me Sorry, I've been.

Sebastian Roeck
That's how this interview can go, we just move through themes. And if we don't get to one that I have on my list, then I will bring it up.

Jane
I think that some people I mean, some of my friends who have been married and now kind of widowed. They find, find it much harder, because obviously, they've got to take on. Some of them got to take on new tasks that was done by their partner or whatever. But I haven't had that problem. And I think I've seen in the past, what's happened to people as they grow old, and I've taken steps by choice of housing, making sure I've got enough money to live on, etc. Not that it's a great amount. So that most of my needs are addressed. And I don't have I don't have I'm not I don't spend a lot of money because I was brought up obviously after the war, you know, when rationing was around. So I was brought up in a generation that makes the best of things and makes lots of suits, and, you know, whatever and, and reuses rubber bands, much to my son's disgust [laughing], and sort of make do and mend in a much better way, than may be children nowadays. And obviously, you know, I don't I don't I, because of my, my blindness, I don't go out at nighttime. So the kind of cost of going to theatres and stuff is not, not that I particularly enjoy going to the theatre, but those sorts of expensive activities. You know, I'm not involved with. As long as I got my radio and my cat, and a comfortable living space. That's fine.

Sebastian Roeck
You were talking about community and how you value being able to shut the door and be alone? How do you find living in an intergenerational community where there's, I guess, a lot of life around you?

Jane
I specifically chose these flats, because they're very well insulated. Because I really resent having noise from neighbours, or whatever impinging on my space. And that's a kind of big no, no, as far as I'm concerned. And I do find it sometimes difficult. Both dealing with young children around out of control whose parents don't control them. Because one, they're very, very noisy, and I find I can't think, and it kind of makes me feel unstable, if they're shouting and screaming all the time. And also, because I can't see and I have very, very limited sight. If they're running in front of me. I'm frightened of tripping over them. Even though I'm using a cane, white cane. People don't take any notice of it. And they don't say to their children: Be careful, this lady can't see; you know, she's using a cane. So make sure you get out of her way and give us and people are very bad about recognising disability. I know we're going a bit off stream. But I think that's true for a lot of older people with late onset sight loss and hearing loss, not limited mobility, more balance problems, because if you're, if you're moving quickly, it's easy to fall. So where I live, the pavements are well lit. There's no trees, tree roots to trip over. So I can actually get around quite easily. But that's just my particular problem. But I think it also, it also belongs to a lot of people who are over 75.

Sebastian Roeck
Yes, and a lot of other people who are under 75. We think about tree routes. Try being in a wheelchair when you have London walkways. Yeah, it's the city is overall just not accessible at all.

Jane
Mind you, I love trees, and I wouldn't want to see them disappear. But I mean, it's also I mean, the other thing is about often younger people, and I know this sounds really kind of miserable and old person speaking. But they're very, they're not very sensitive to what other people's abilities can be, you know, and that's when they're using cycles on pavements, that's when they're using electric scooters, you know, on walkways, and whatever. And they don't, their actions are about how it fits them and their entitlement, but they don't kind of carry it forward to think I might want to do this activity, but how does that impinge on somebody else's freedom to you know, live within a community or move about in a community. So I feel that's getting worse.

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Sebastian Roeck
Yeah, that makes sense. Because you were mentioning the electric scooters, can you just outline your opinion of them a bit?

Jane
I think they are dreadful. I think they're dangerous. And luckily, now within our residence committee, we're pushing; not necessarily me; but pushing for electric scooters not to be allowed in people's flats because of the fire risk. Same way as having barbecues, on balconies or whatever. But they go so fast. And people don't ride them in a very sensible way. And if sometimes got children in front of them, taking them to school, they're not wearing helmets. And I mean, it's so dangerous. I mean, they're going at 15 to 20 miles an hour. And I mean, I think they can also go faster if they're kind of tweaked. And it's the same as with cyclists. They're not paying anything about road tax and insurance, you know, and, and it's also very unclear, in that they're going against the Highway Code. And yet, police don't give them a fixed fine notice. So you kind of say, oh, no, could you get off your scooter, you know, really kind of whatever. And they will say, Oh, well stop me. You know, who's gonna stop me? So it's stupid having rules unless they're enforced? You know, and if you're on a pavement, you know, fine having a scooter, but get off it the same with a bike?

Sebastian Roeck
I suspect, and correct me if I'm wrong, but I suspect that it must be quite difficult for you as well, because they are electric. You don't hear them coming?

Jane
It's the same with electric cars if I'm crossing the road?

Sebastian Roeck
Do you have any solution to that yet to that problem so far?

Jane
Well, I took I took part in some design work that was going on at Imperial. I think it was Imperial [note: Imperial College], you know, when they were doing the different

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they're just, I mean, what's the worst is people just dropping off electric bikes and electric scooters on the pavement. So if you're coming along with your white cane, it's so easy to trip over them or nearly trip over. People just don't; instead of kind of bringing them up by a wall, people just drop them in the pavement without, without even considering that that might be difficult for people with prams or mobility scooters or, you know, sight loss or whatever. [...]The worst thing is when cyclists ring their bells. So get out of the way I'm coming and I think fuck you, where am I supposed to go? And I think pavements, especially in dense communities, are such contested spaces. Because you're dealing with people, you know, with pushchairs, you're dealing with people with toddlers, you're dealing with mobility, scooters, you're dealing with school children, on push scooters, you're dealing with this. You know, and then, you know, you come up with people in my are they're all segways. You know, and you think, get get the fucking road? You know, the pavements are for pedestrians, you know, protected spaces, you know, not for vehicles, especially, especially when there was a newly built cycle, not cycle path, cycle lane that's been built, and they don't use that they prefer the pavement. And you sort of say, you know, this is a pedestrian pavement, you know, why are you in this, you know, cycling on this, and this is for middle aged people. And they say, well, it's safer for us, you know, and I said, Well, there's a cycle lane next door. And they say yes, but even so that's kind of dangerous. I prefer to go on pavement but I, so I then say, but you present a problem for me, and older people, because we can't get out of the way, quick enough. And we lose our balance. But it's about me. And because I think that's part of the problem, that if you're going to have community of different ages, people have actually got to be prepared to think more as a community and the community needs of all groups, rather than just their own age cohort.

Sebastian Roeck
What do you think? How could this work? How could we get people in a community? Or how could we actually make an environment a community rather than if we think about all the tenements and London, the social housing, they never really became a community? How can we ensure that something becomes a community.

Jane
They were in the 50s, and the 60s, where I grew up, you know, and people would leave their door open and you'd say to your neighbour, I'm going down the shops now you want anything while I'm down there, or, you know, whatever, and, and people and if my mother went out, she would say to the neighbour, look, I'm leaving Jane and Sally on their own, no, can we keep an eye on, you know, children were pulling up plants or destroying trees. A neighbour would say, don't do that. But nowadays that get a mouthful, say, who you doing speaking to my child like that, you know, whatever. So it's about the whole community agreeing. reasonable rules and ways of behaviour being accepted by everyone. And being pleased by everyone. I'm saying pleased in quotation marks. So they need to sign up to that. Does that make sense?

Sebastian Roeck
Yes, that makes sense. If I understand, right, do you mean there has to be a consensus on what everyone wants.

Jane
I think that, yes. And I think that happened in very stable working class communities that I grew up in, in London, you know, the 50s, and the 60s. But I think as communities get less and less stable, there's not a kind of philosophy that carries through because people bring in all kinds of different expectations. That's might be because of their age cohort, it might be because of their class differences. It might be because they come from abroad, you know, different standards or different ways of doing things. And then then that sets up precedents about why should I do something if that person's not playing ball? Hmm. You know what I mean?

Sebastian Roeck
Yeah, that makes sense.

Jane
societies are more fluid now than they used to be.

Sebastian Roeck
Probably more fleeting, also. People moving more often.

Jane
like, where I live, because it's flats, people will move in with babies and toddlers. But as soon as the kids get to about five or six, they're looking for houses with gardens. So they move out.

Sebastian Roeck
Yeah, there we're getting to another interesting topic, and you've already mentioned that before. So you talked before about that you were downsizing, that you have

downsized. And now you're talking about families who need to upsize. What was your experience with downsizing your very personal experience? How did you come to the decision to do it? Wasn't it not for you?

Jane
It was difficult because I mean, I had a house that was on three levels. And I was kind of in mice beginning just turning 70. And I was finding I'd had knee replacement. And I was finding it very difficult to get downstairs. And I thought in 10 years time, I'm not going to be able to do stairs in this house at all. And So I bought off plans, I bought a penthouse with a big balcony all round on the three sides to give me some answer space. Which was near to where I used to live. So I'm still in touch with old friends.

Sebastian Roeck
As you're saying it sounds like a very practical decision. And if you don't want to talk about that, that's completely fine. But on an emotional level...

Jane
Yeah, I mean, I mean, there was so much clutter, you know, obviously 70 years, and there was all Jack's paintings and exercise books, and, you know, this, and that, that I kept for him, you know, in his first pair of shoes. And I thought, like, he's 40, yeah, or whatever, I think he was about 30. And I thought, Well, no, it's up to him, but I'll give it to him, I've kept it for him, you know, and, but I'm not prepared to keep it any longer. He's a grown up, you know, whatever. So that all went to him. So he kept some things, you know, whatever. And there was a whole lot of stuff from my parents house. And I kept that rule of, if I hadn't used in 10 years, then it went out, you know, either went into the rubbish, or to the charity shop, or else Jack had it. So I kind of skipped down here, and it was so liberating, I couldn't believe it. I feel so free of all this kind of memories and kind of clutter and whatever. But part of it was also I kept the kind of main things. But it was a very liberating experience. And it was about and it was about drawing a line under who I was and who I was becoming and whatever. And I was thinking about, you know, you know, our, our conversation and what I thought we were going to talk about, and I was going to say to you that actually since I've retired, when I was 60 I was dreading kind of being, you know, unemployed, what, not not working or whatever. But it's been the most creative period of my life. Because I've been freed up from childcare responsibilities, I've been freed up from worrying about work deadlines, and sitting at my desk on a Sunday, doing some, you know, doing the kind of whatever. And I've actually, you know, if I don't feel up to doing something I won't do it if I want to listen under the duvet to radio four to a play. I'll do it. It's a kind of wonderful sense of freedom. If you've been the extension, especially I think you for women who've been an extension of your child. And also your job or whatever, that I can actually become a person in my own right in many respects. I know that sounds a bit over the top.

Sebastian Roeck
No it doesn't, it actually sounds very understandable. That sounds great for you.

Jane
So there's nothing to fear when you get old you could as long as you've got your hair as long as you've got your health and I mean, my big fear is about cognitive. You know about getting into venture and whatever. Because even though my mobilities a bit shot, like I've still retained some sight, you know, so I can still do lots of reports and research and stuff like that. for various organisations, and keep my mind active and feel as though you know that I'm valid, I'm of value still, and I'm not kind of on the scrapheap and I still have good ideas and etc, etc.

Sebastian Roeck
That is really important. So for you, it has been a very positive experience to leave all that clutter behind and actually go and live somewhere smaller. I'm just thinking your house before was probably detached, right?

Jane
No, I lived in lots of houses, because I used to buy houses and do them up, you know, and kind of gentrify well gentrify them and whatever, and then sell them on. So it's lovely, being free of plaster. And spirit of that whole thing about renovating houses and being responsible for that, because now obviously, I live in a brand new flat, three bedroom flat or whatever, you know, with a swimming pool, and a cinema room, and this and that, you know, on site. So that's another layer of responsibility that I've kind of left behind. I mean, that there's also negative in a way because I used to enjoy taking a house and choosing the tiles and making it look, well in my view, acceptable and desirable. And it's the same thing, like there's things I can't do now, like I can't do long haul flights. So I don't go to the States anymore. Bangkok or, or whatever. So my, my world shrunk in many ways, physically, but not my mind. So that's fine. And, yes, there's places I would have loved to have visited during my life that I know, I will never be able to. And things I would love to have done that I don't. But, you know, you can't do everything you know. And you just have to go with well, you know, I didn't do it

and accept it. And it's a bit like losing your sight. Because it's like, I think I've said to you before that you might not be able to do travel, because I can't do trains because of the platform, you know, for the platform, train. And you might not be able to go from A to B, but you can go from A to C to D to B and you just have to rethink what you can do and what's within your limitations and practice that so it's about making maps about how you can achieve what you want to which might not be I mean, there's things obviously you've never ever been able to do or I'm never going to be able to go skiing, okay. But there's still lots of things I can do. If I think round the problem, and what is the best way of approaching it, and how can I still achieve that?

Sebastian Roeck
I'm wondering, with your, as you were just saying as your physical world, became smaller, do you nowadays are you interested in community activities? Do you take up community activities within your community? Do you engage with your community in that way?

Jane
I do. But only on my own terms. Like, I'm not very good. I mean, I can, I can chat to people and socialise for short periods of time. But I don't suffer fools very gladly. And that's when I get very impatient. And I mean, I'm telling you that in confidence so I, I don't generally meet up with older people generally, because they're real moaners. I know, I know, it's a vast generalisation. But I can't bear people who moan you know, you sort out your life. But you don't know, you know, if you, if something is not right, you do something about it, like you get your MP involved or your local councillor or, or I don't know, whatever. Don't moan, because that's so corrosive, I get so fed up with it. And frustrated. And I, and I feel very tempted. And I don't say it because it's kind of a bit like blackmail. You know, I've got no fucking sight, and you're you can see, so get off your ass and do it, you know, there's no excuse. You see where, but I would never say that, you know, because obviously, some people have lived a different way than I have. Because I suppose bringing my child up on my own. You had so many balls to manage. So it was a very good preparation. And you actually had to put your own ambitions and aims, what you wanted from life on hold, because you had a child, or a dog or whatever. So it's about deferring gratification in a way. So I don't know if I'd be very good in a community, you see. And I'm not very good about asking for help. I feel that's a failure on my part.

Sebastian Roeck
So do you think so what would you think would be the advantages of living in a community because you're talking about help?

Jane
I don't know if I'd want to live in necessarily want to live in a community. I mean, I am in a community, but there's no pressure on me to take part in activities. I mean, I do remember the residence committee and you know, I run groups and various other things and kind of very politically active both with a big P, small p, and lots of advocating on behalf of health services and stuff. But I like to be in charge, I'm the bossy one. I'm not very good. I'm not very good at what's the word of delegating.

Sebastian Roeck
What kind of groups are you running? Can you elaborate on that a bit.

Jane
I'm kind of involved with British carers. So I run support groups, for people, for people with partners who are suffering from dementia, and I also kind of legally responsible under power of attorney for a friend of mine who's got dementia. So I do a lot of his organisation. And as you know, I do research for UCL and also for the Royal Free. So I am on a 10 year research project, developing a new service for older people as a research associate.

Sebastian Roeck
As you're living in kind of a community as you're living in a new development, yes. What would you name are the worst mistakes made in terms of inclusivity accessibility in the built environment?

Jane
well there are silly things like the main roads that divides our community is quite a fast road because it leads on to the A2, you know, the Dover road as a cross crossings don't have audio crossings, like you know, when the when, when it's safe to cross. Just trying to think I mean, obviously, they put on a bus service now that takes that can get me down to North Greenwich station. So I can pick up the Jubilee line. But the bus takes more or less three quarters of an hour to get there. Before I start out on my journey, because it stops off on so many stops. And there was supposed to be when this when this state was being built a spur from the DLR, well, that didn't, that didn't come to anything. Don't know, I think that the other thing is about kind of infrastructure is not terribly good as far as this estate's growing and growing. And they're also after a estate's being built alongside it. And a lot of the green space

hasn't been adopted by the local council. They will only adopt that when it's finally finished in 2030. So us people who are resident here and owner occupiers are having to pay for the upkeep of the children's playground and the catered Parker step, the green, green spaces, replenishing the plants and the lawns and whatever out of our service charge, which the service charge comes to about five grand a year. So we are providing resources for the much wider communities who are not contributing to the cost. And that kind of sets up quite a lot of friction. Really. And that's partly because, you know, the local, the way, Barclay Homes got the land from the local council, because it used to be a single state, which was totally razed to the ground. But that wasn't thought terribly well through. So that kind of infrastructure at the moment is, you know, we're, we, as residents are paying for that a bit. It's being used by a much, much wider community. I think if any kind of new community that's being built, it has to be that there is some way that is adopted by the local council or the kind of local bits like roads and stuff like that.
Because if people are using facilities that could be a kind of a bit of a problem.

Sebastian Roeck
How important are things like green spaces to you?

Jane
Oh, incredibly important because you know, I used to get off you know, when I've been a day in town, like get back here. And I mean, it's only 20 minutes on the train from London Bridge. I can immediately get up where I don't use the train. But if I get off at Kidbrooke station, I can immediately smell how fresh the air is and also kind of provide shade for me if need to sit down, there's lots of kinds of seating so I can actually sit down and retrieve.

Sebastian Roeck
Seating that's another good point.

Jane
the only problem with seating is that it gets taken over by drugs. at the moment, we've got starting to get a bit of a problem with school children using the green space from the school down the road. And so they're smoking dope in the grounds, sort of during their lunch hour, which is fine. But I think we're getting kind of a lot of dealers that are kind of hanging around now.

Sebastian Roeck
That's what you don't want.

Jane
Yes, exactly. So we're all very conscious that it used to be called the farrier estate, and Royal Mail wouldn't deliver there, because it was so dangerous. It was really grim. And, of course, that's all been pulled down. But it's kind of notorious. And when I tell people, you know, I've gone to live where they go: no, the Ferrier estate! might say why it's quite different. And I think that's the problem that, in some ways, is going to be getting worse, because there's flats, where people are moving, that cost a million quid. And they're trying to mix it with social housing. So you're getting a large difference in class, which is fine by me. But I think it might cause problems further down the line in the haves and have-nots, because we're, if you go down to my garage, underneath garage, you got Porsches, BMW's and so on, and the garage is constantly being broken in. And people are starting to get that mentality that the great unwashed are coming to take away our lifestyle. So there's a kind of beginning of thought, okay, as it gets, as it gets bigger, and people don't know each other so well.

Sebastian Roeck
That would have been my next question. Or that is my next question. Still, when you're describing that, different people of different class backgrounds coming together and living close to each other. So we want different classes to come together. But do you see any chance for different classes actually mixing socially?

Jane
Theoretically, as a good socialist, yes, I can. But I think I think it's hard work. And I think constant communication is needed. You know, it's the million dollar question really is not, you know, it's like, we've got a kind of village village square Pegler square and it's the kind of village centre you know where the GP surgery is it's a Sainsbury's it's the bus, it's a train station. And they have a market there on a Sunday on, you know, farmers market and whatever. And, you know, within flats, you know, it's it's the centre of blocks of flats, I live on the other side of the road. But what they've been having now is advertising, the Sunday brunch experience with live music. And of course, everyone say, the loud music. I'm in my flat I don't want fucking loud music on a Sunday morning. I just want to lay in I don't want kind of, you know, whatever. And other people are saying, Oh, but it's lovely having some live music at lunchtime and whatever. And it's about irreconcilable kind of wants I don't know how you square that circle. Because everyone has a right to, you know, a peaceful existence and silence

and to be not not have noise pollution. And yet other people actually enjoy that. So whose rights Trump other people's rights?

Sebastian Roeck
You're quite right with who's gonna square that circle

Jane
And I think, you know, the splits are not just between class, they're between different age cohorts as well, you know, younger people have got different interests, and then like music and lots of activity, whereas someone of my age group just wants a peaceful, quiet, you know, unremarkable life where there's not overstimulation or whatever. So, you know, men and men and women are different, you know, there's different genders kind of preferences or whatever, I don't want to go into the pub in the centre, you know, there's, there's rugby on or, or the football. You know, I just want to sit there with a quiet pint, you know, I don't want to be watching, you know, Sky Sports. So it's about and it's not big enough to, to be able to cater for different tastes. So everyone has just one say one part that has to cater for different needs and different tastes and different lifestyles. And that's really hard. Because generally, we go to somewhere, we choose somewhere that actually suits us. And that is a big question of how to bring that to capital. And how'd you get that consensus? Because I think you can get that consensus in very small communities in very small mixed communities. You know, so there's a kind of sweet spot size, where you can have a community engagement and that it gets when it gets to a certain size, then people split off into their different groups. I mean, obviously, there's, you know, that's a vast generalisation because you can get small communities where someone who might be different is very ostracised, and kind of a witch, or kind of, you know, is an outsider and they, they can have very different difficult lives in that sense. So, you know, small communities No, not necessarily kind of whatever, but it's hard, isn't it? So, it's nice to have things on tap, but that's why I like being able to close my, lock my door. So I was when I want to go on to the duvet, listen to the radio. I don't know where I'd be without my radio.

Sebastian Roeck
I've got one last talking point. Yeah. And that's a quick one, actually. Probably. It's technology. I would like to know from you, is there technology that makes your life easier? Technology that you use? Is that something essential to you? Something that's just nice to have? Or are you independent from that?

Jane
I don't use my, I don't use my phone. Well apart from finding out when the bus is coming, because, like, I can't see the screen, and my hands are too arthritic to do, you know, the small thing. And I think that's true for a lot of over 75. And they can't afford the broadband connection of a smartphone or whatever. And I've actually use my laptop quite a lot, I mean, either to zoom or whatever, because I'm writing reports. So I use a lot of kind of Excel spreadsheets and stuff like that. But I'm not a great lover of IT tech, because it invariably goes wrong. People who design flats, they are obviously male, and obviously 35. Because they've put in all these sorts of gadgets, which they obviously thought were terribly on trend. So in order to get into the main building, people have to kind of put in the number they want, and it comes through on one's phone to release the button, so comes onto your mobile phone. So you can say no, I'm sorry, I'm in Hemel Hempstead or, or yes, you can come in. And I will just release the buttons so that you can get into the building, then come up to the seventh floor where I live. And invariably, when people ring, I can't find my phone. So rather than having something sensible, like you used to have whereby there'd be a camera in your hallway, showing the person there that you could then release, it's got to be a phone. And a lot of people don't have phones, or else they only have landline phones. So that's kind of one example of it's gone wrong. And everything is electronic, like getting in and out of the building with Fobs and whatever. And if there was a breakdown in electronics, I couldn't get out of my flat, get down to the ground floor, I couldn't get out of the building, I'd be trapped in the building. And it's crazy. And it's kind of a world gone mad, from the whole thing about everything being Digital by Default now. So you've got swathes of working class, older people who are really kind of deprived of being involved in the community, because all information is now online, you know, especially health information and local council services, and things that you can only apply for online and they don't have the equipment, they don't have the knowledge, they might not have families that do it for them or whatever. So in fact, they're politically disenfranchised in that sense. And, you know, I find myself constantly at meetings, certainly in the health services, where someone jumps up and says, Oh, we've got this wonderful app for such and such and such and such. And I find myself having to constantly put up my hand and say, terribly sorry, but the over 75's who are the heaviest users of health and social care resources on top line, you have to retain hardcopy staff as well as thing, you know, one size doesn't fit all. And I think that's, however, thoughtful someone might be who's in their 20s it doesn't occur to them that people aren't online. And that's because we live such atomized lives. As I think I've said to you before, You know, there's Sunday lunch, you know, you don't get grandpa, Uncle Jim, kids, and whatever around a dinner table, they're often their own

rooms, you know, having their meals. So the young person doesn't get to see Uncle Jim, who can't cut up his meat because his hands are too frail, or whatever. So there's that knot that interchanges exposure to different generations and what they might be grappling with. Obviously there is some good stuff coming on stream, with pressure pads for fall detection, monitoring people with dementia out in the community and stuff that kind of aids, but you have to keep it within reason. Does that make sense?

Sebastian Roeck
Yes it does, this has been really insightful Jane. Thank you so much for talking to me about this, I will end the recording now.

Appendix D.

The Helen Hamlyn Centre for Design: Community Engagement Report (containing feedback gathered during Trulocom's Public Consultation)

CAVENDISH

Community Engagement Activity

Reporting on Mapping exercise and interviews

November 2023

Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Overview:

The following document presents insights from a short series of three public engagement activities that extended the Scoping Research project -

'Heathbourne Green, Bushey x HHCD'.

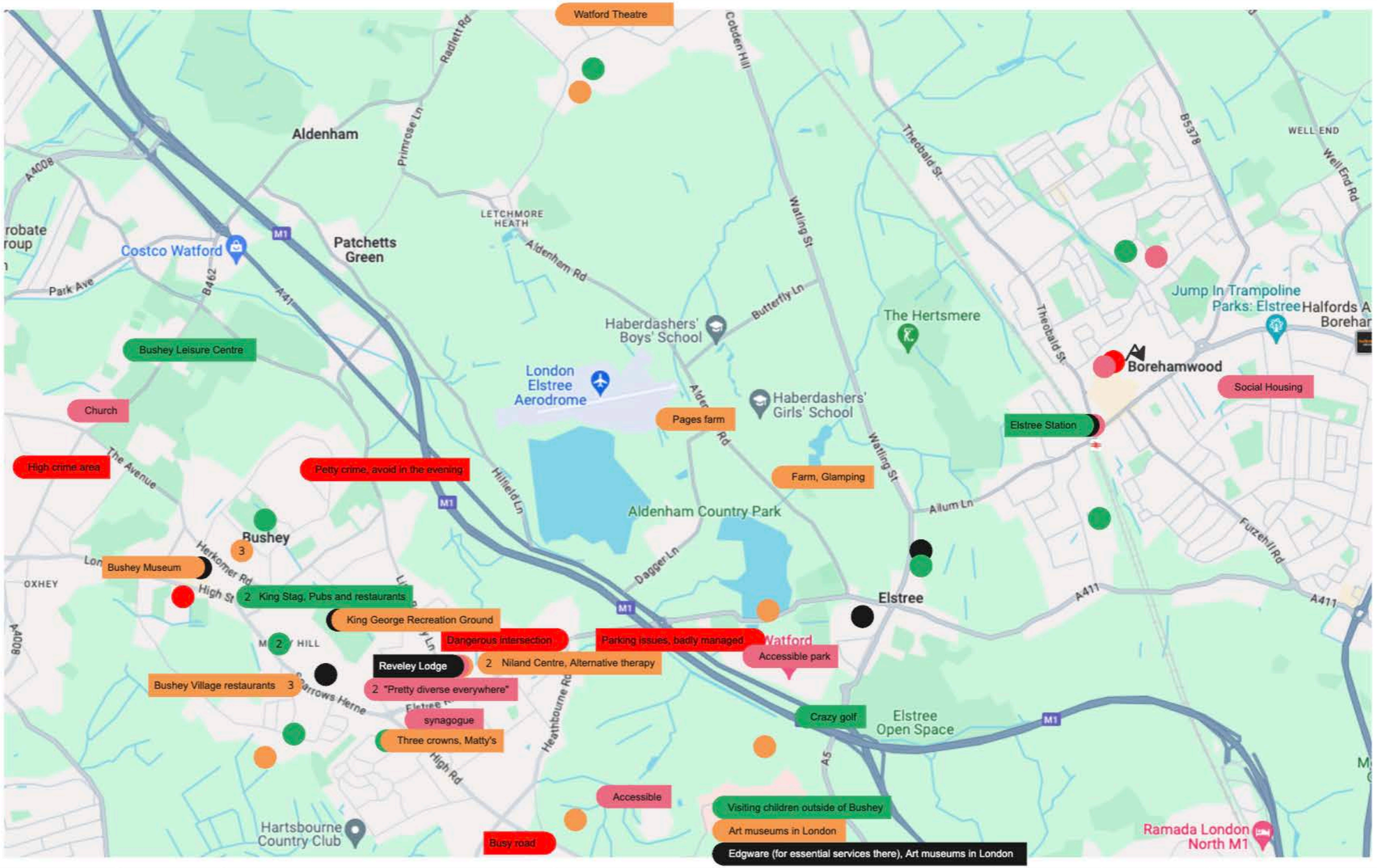
Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Place-Based

During this phase of public engagement data was gathered on a map of the area over a four-hour period. A stall was set up on Bushey High Street, with multiple formats for engagement provided in order for the public to share thoughts on their local area.

Coloured dots were placed as a place-based indicators and in response to colour coded questions (listed below). The Numbers indicate multiple votes for the same location.

- **Where you meet with friends and family?**
- **Where do you see the most diversity?**
- **Where do you visit most often?**
- **What areas do you avoid?**
- **What's your favourite spot to visit?**



Royal College of Art
THE HELEN HAMLYN CENTRE FOR DESIGN

Mapping Activity Analysis

Bushey November 2023 across 3 events. Researchers were asking for participants to answer questions a place coloured dots to indicated locations aligned with the questions.

Public Engagement:

Amongst the places that people would avoid, 40% of responses related to avoiding areas with crime and petty theft at certain times of the day. 60% related to dangerous roads and parking. A common concern in the development plan was in relation to the site's location and its potential impact on local traffic. Using the map, several locals highlighted existing concerns about safety and congestion at the small roundabout between Elstree Road and Heathbourne Road. They expressed worries that the proposed development would place extra burden on the traffic congestion in this area. Residents have emphasised that this is the preferred route for accessing the A41 and traveling to Watford, Edgware, and London.

Although participants acknowledged the planned services available on-site would bring greater convenience, they highlighted the necessity of driving frequently to visit family and friends who live outside of Bushey and the local area - this is reflected on the map through green dot placement being spread out. This provides insights into potential transportation networks not only facilitating connection within Bushey, but also beyond, as a way to relieve traffic congestion and improve safety.

Beyond accessing essential services and meeting friends and family, participants mentioned the need to use their car to reach towns with theatres, museums and art galleries. The data representing people's favourite spots to visit revealed a gap in the local scene for art and theatre. Other 'favourite spots' range from Pages farms, glamping sites and green belt (for leisure, intergenerational activities, greenery and nature), Niland Centre and Reveley Lodge (for beautiful architecture and landscapes), Bushey Museum, restaurants and pubs (for group gatherings and meeting people in the community).

Bushey museum, synagogue and churches were identified as the location where people come together for volunteering work and women's groups. These places are seen as institutions that 'look after' the community, especially in terms of embracing diversity, hence they are frequently pointed out as spaces where people see the most diversity. Overall, most interviewees mentioned that the area is 'pretty diverse everywhere'. On the day of engagement, some participants mentioned that one of the scheme's initiatives to bring communities together might be duplicate services already offered by religious institutions in the local area. There may be opportunities to work with these institutions to explore what is currently serving/could better serve the community.

Bushey engagement in November 2023 across 3 events.

Researchers asked questions highlighted in top rows of each table. Responses are presented in the table rows below each question.

	Q5. Rightsizing
	Would you rather stay in the same house for your life or change homes to accomodate your changing needs? And why?
Interview 1	Don't want to be in flats. Doesn't work for everyone, been there 35 years. Too much stuff
Interview 2	The houses for downsizing aren't something I want to move into (currently in a 4 double bed with a large garden)
Interview 3	The family need to be able to visit, so it wouldn't work. Cost of moving too high
Interview 4	Its it the right thing to do? Ability to maintain the house goes down but there is the emotional connection as well as capacity for grand children to stay (5 bedroom house)
Interview 5	N/A
Interview 6	Don't have the need to do it. Close to places to go to, connected to communities, green belt and London Loop
Interview 7	It does apply, houses are too big for some to manage, there is emotional attachment to larger properties but they are too big for them
Interview 8	N/A
Interview 9 (Nun from Priory)	Essential. I have been trying to persuade my mother. When the time came, it was too late, she needed support to transition
Interview 10 (24 year old local resident)	If we don't have enough houses it's a great solution. Schemes like this are great to address the housing crisis. It should be an intergenerational pact
Interview 11	Essential. But hard in a society of a buyers economy. Renting economy may be better suited. Equity. No downsizing opportunities in the local area, as there is a need for large open space for entertaining
Interview 12	Considering inheritance tax etc, there is a financial drive but an emotional connection
Interview 13 (Sunny Side)	Logical, great idea.Solve the housing crisis by supporting housing stock. There needs to be incentives with the house serving them. How do you transition with care? Don't agree with room penalties. Council house stock needs better management.
Interview 14 (Local Ex-Councillor)	N/A

	Q6. What would the perfect day as a retired person look like for you?
Interview 1	Go out locally, dinner and bowls
Interview 2	Cooking, having spaces for hosting, reading, exhibitions, churches, cemeteries and travel
Interview 3	N/A
Interview 4	N/A
Interview 5	N/A
Interview 6	Walks (green belt, london loop), close to family, alternating weekend dinner, cooking, hosting
Interview 7	Time with family
Interview 8	Line dancing, ballroom dancing, walking clubs
Interview 9 (Nun from Priory)	Allotments with standing gardens, space for play
Interview 10 (24 year old local resident)	Non-clinical, independance, support needed, in control
Interview 11	Entertaining family and spaces for all. Ease of living at home with adapted interventions like stairlift. Family holidays, snooker and bridge
Interview 12	Giving back to the community not just entertaining, volunteering
Interview 13 (Sunny Side)	N/A
Interview 14 (Local Ex-Councillor)	Making memories with the grandchildren and having less responsibilities

Questionnaire Responses

Bushey engagement in November 2023 across 3 events.

Researchers asked questions highlighted in top rows of each table. Responses are presented in the table rows below each question.

	Q3. Interacting Communities
	Which spaces have you encountered that have brought communties together?
Interview 1	The Trust - Reverly Lodge
Interview 2	Town for lunch but London for exhibitions e.g. Tate Britain and V&A.
Interview 3	Revely Lodge, Bushey Museum, Watford palace theatre, Pump House
Interview 4	N/A
Interview 5	Synagogue
Interview 6	Museum, U3A, neighbours are friendly
Interview 7	Synagogue, with outreach opportunities. Three Crowns Pub fundraising. Bushey festival. King George Park.
Interview 8	St Peter's Church
Interview 9 (Nun from Priory)	Church, Ridley Lodge.
Interview 10 (24 year old local resident)	Religious spaces for events
Interview 11	Stanmore Common, Old Bushey, Countryman site, Golf Club, Backlers Green. More considered site planning and infrastructure is needed.
Interview 12	Parents in parks and green space.
Interview 13 (Sunny Side)	Hemel Old Town litter picking, planting and restoring streets.
Interview 14 (Local Ex-Councillor)	King Georges Park by maintaining it

	Q4. Providing Care By Caring (integrated services)
	How can people support their neighbours better?
Interview 1	Not really
Interview 2	By volunteering, but i'm too busy
Interview 3	By volunteering, people aged 50+ with more time for volunteering
Interview 4	N/A
Interview 5	N/A
Interview 6	Groups and volunteering
Interview 7	Show and interest, chat and get to know eachother door to door
Interview 8	Creating a network and connecting people
Interview 9 (Nun from Priory)	Interaction, very cut off. Needing to have transport and easy access to resources (e.g. GP)
Interview 10 (24 year old local resident)	Events to bring communities together through spaces e.g. festivals and events
Interview 11	N/A
Interview 12	Through health and fitness. Housing schemes to keep families locally so they can support each other. Keep traditions together.
Interview 13 (Sunny Side)	Baby sit, pet sit, snow shoveling, selfless acts of kindness for locals/neighbours, acts of service
Interview 14 (Local Ex-Councillor)	To be able to knock and ask for help

Questionnaire Responses

Bushey engagement in November 2023 across 3 events.

Researchers asked questions highlighted in top rows of each table. Responses are presented in the table rows below each question.

	Q1. Community Accessibility Needs
	What does your community do to support each other? What could be done better?
Interview 1	Never felt the need due to being the Treasurer of the Trust
Interview 2	Not involved in the community
Interview 3	N/A
Interview 4	N/A
Interview 5	Synagogue : Brings families who have lost family members. Resolves problems on their behalf
Interview 6	Bushey U3A meeting once a month. Museum steward volunteering. A need for art groups and ladies groups.
Interview 7	Young people supporting locals with clearing roads, putting bins out, checking if groceries are needed.
Interview 8	Neighbours that are close by will be around, but not very much.
Interview 9 (Nun from Priory)	N/A
Interview 10 (24 year old local resident)	A need to include younger groups.
Interview 11	Medical facilities are important to solve problems as a community rather than just relying on the NHS.
Interview 12	Businesses were supporting GP surgeries.
Interview 13 (Sunny Side)	The community "tucks people in" making it a safe place. They clean streets.
Interview 14 (Local Ex-Councillor)	Nominating local spokespersons, outside of the council that sit between locals and councils

	Q2. Connecting Communities
	Do you feel connected to your local community? Please Explain.
Interview 1	Not really, I don't need it.
Interview 2	No, I'm too busy.
Interview 3	Yes, through involvement in the museum and Trust for 50 years.
Interview 4	Small connected community. Close to the family, children and grandchildren.
Interview 5	Yes, through the Jewish community. We are very looked after.
Interview 6	Yes, I know everyone, communicate frequently and groups come together.
Interview 7	Very connected in the community. On the street and local areas.
Interview 8	Feel connected through St Peter's Church.
Interview 9 (Nun from Priory)	Masses of connection through the priory. Disconnections occur due to ability of residents in relation to age and frailty.
Interview 10 (24 year old local resident)	Excluded as a young person, don't identify with the community.
Interview 11	Transport across the borough is a big issue.
Interview 12	No, because of work (Accountant and Lawyer)
Interview 13 (Sunny Side)	As an individual and as a business/charity. It makes it feel safer.
Interview 14 (Local Ex-Councillor)	Through intergenerational activities: nature trails in the local park.

Questionnaire Responses

Bushey engagement in November 2023 across 3 events.

Researchers asked questions highlighted in top rows of each table. Responses are presented in the table rows below each question.

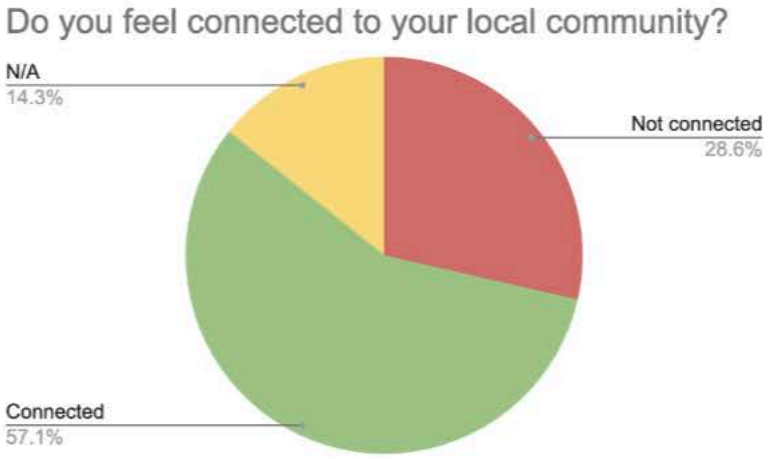
Response	Question
	What is missing in your local area?
Response 1	Activities for younger people (Intergenerational Spaces)
Response 2	Nothing is missing, can't fit new activities in current schedule
Response 3	Nothing is missing, the synagog provides what we need in the Jewish community
Response 4	Football club would be nice to have, but nothing essential is missing in Bushey
Response 5	Disability care, encouragement for people 65+ to be active, going out living life
Response 6	Knowing what is going on
Response 7	A more prominent location for things to take place
Response 8	There is a lot more going on than expected
Response 9	Medical centres/ Medical care/NHS
Response 10	Road infrastructure
Response 11	Needs to be safer - improvement on mini roundabout
Response 12	Projects that give people a sense of purpose and leadership
Response 13	Man made lake with water based activities for homes to link to
Response 14	Public transport
Response 15	Primary healthcare provision (urgent healthcare)

Public Engagement: Questionnaire

14 interviews were conducted over the three Trulocom events held in November 2023. Interviewees were asked if they were local to the area, if so they were invited to share their thoughts on 6 questions. This was in combination with a mapping activity; however, the mapping data includes input from semi-structured engagements, that were less time consuming and more conversational.

Community

Community as a theme was the subject of 3 of our 6 questions focusing on accessibility, connection and interaction. The 14 interviewees responses were categorised into Connected, Not connected and N/A (for answers that were not definitive).



57.1% Feel **Connected** to their local community
28.6% Feel they are **Not Connected** to their local community

It is important to consider the limitation within this dataset, it represents a small group of 14 people, and although indicative is not a definitive representative of the fuller Bushey community. However, what it did highlight was a pattern young people not feeling part of the community due to factors such as the high prices of properties making it harder to live locally, as well as the community engagement offerings not being suited to their needs or interests.

[I am] "Excluded as a young person, don't identify with the community." - Interviewee 10, a 24 year old local resident

In addition to this, a recurring topic initiated by the interviewees was positive engagement happening locally, which is highly community led through nature trails, local charities, neighbourly activities and local acts of kindness. The current community spirit is something to be embraced and further enhanced and enabled towards creating a safer and more desirable location for all.

Inclusivity

There are distinct cultural needs for the diverse community in Bushey, with religious architecture/settings being referenced as places for supporting and connecting communities. This is a way of bringing people together through shared values and beliefs, and is an established and positively-perceived area to develop.

Transport was identified as a limiting factor in terms of community connectivity, with highlighted issues being: availability of buses; increased cost of buses; parking issues based on traffic for school drop off/pick up; disabled access transport.

Right Sizing

The concept of rightsizing is something that was described as being "essential" by several interviewees, with an understanding that the housing crisis and cost of living crisis are impacting these, and these are issues being experienced nationwide. However there were several factors raised that were identified as potential barriers:

- Incentive: Why would someone want to move out of their home?
- When is the right time?
- Emotional Connection
- The transition across (cost and health impact)
- Lifestyle
- Hosting

Potential incentives raised were: to free up cash for family to receive early inheritance, less maintenance to do to a home and to do something to address the housing crisis.

General thoughts

"The more affluent an area, the more lonely it is" was a comment from a local resident. Expanding upon this it was considered that through the connected wall of terrace building that neighbours are nudged to interact, and with this comes connectivity. This was discussed as being fundamental for creating a community that acts towards a shared intention and better experience for all, through acts of kindness, and selfless neighbourly behaviours. Detached homes detach people from their neighbours and create more distance in relationships, locally impacting community connectivity. This tension coudl be further unpacked to identify design opportunities.

There is a demand for nature and access to nature on site in the form of:

1. Open green parks
2. Nature walks
3. Lakes

This is part of the current landscape of the site and is something that the local residents wish to have more access to as well as ways to enjoy it.

Implications for long-term impact need to be considered, and through community building and embedding civic pride in the area, this could be achieved. Authentic engagement with the community can ensure perspectives are valued and considered in future developments. There is potential for a sense of shared ownership of the public spaces, and similar areas. This could incorporate charities such as Sunny Side for mutual benefit, supporting the use of green spaces and maintenance for social good.

What is missing?

The question *"What is missing in your local area?"* was presented to the participants, the responses are listed below.

Response	Question
	What is missing in your local area?
Response 1	Activities for younger people (Intergenerational Spaces)
Response 2	Nothing is missing, can't fit new activities in current schedule
Response 3	Nothing is missing, the synagog provides what we need in the Jewish community
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Response 12	Projects that give people a sense of purpose and leadership
Response 13	Man made lake with water based activities for homes to link to
Response 14	Public transport
Response 15	Primary healthcare provision (urgent healthcare)

Key Themes

The key themes raised when asked *"What is missing in your local area?" are:*

- Intergenerational
- Ways of being active
- Healthcare
- Nothing missing
- Communication
- Infrastructure
- Transport
- Spaces for activity
- Safety
- Nature
- Engagement activities

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Royal College of Art
THE HELEN HAMLYN
CENTRE FOR DESIGN

Appendix E.

Community Listening Survey: www.tlc.your-views.com

TLC CARE

TLC Community Listening Survey

TLC Care, a local social care and older person's housing operator, is conducting a research exercise to understand people's experiences and feelings in relation to living and ageing in Hertsmere. We would appreciate you completing the survey below.

Step 1 of 3

33%

Privacy Statement

By completing this form, you are agreeing that TLC Care along with its project partner Cavendish, can hold and process your personal data in relation to this community listening exercise.

Your personal data will only be used to understand people's experiences and feelings in relation to living and ageing in Hertsmere. Your identifiable, personal data will not be used for any other purposes without your consent.

Data

1. What is your age? Please select from the brackets below:

- ○ 0-19
- ○ 20-29
- ○ 30-39
- ○ 40-49
- ○ 50-59
- ○ 60-69
- ○ 70-79
- ○ 80-89
- ○ 90 +

2. What religion, or religious denomination or body do you belong do?

- ○ None
- ○ Jewish
- ○ Muslim
- ○ Church of England
- ○ Roman Catholic
- ○ Hindu
- ○ Buddhist
- ○ Sikh
- ○ Other

3. What is your postcode?

4. What is your email address?

NEXT

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CAVENDISH

TLC CARE

TLC Community Listening Survey

TLC Care, a local social care and older person's housing operator, is conducting a research exercise to understand people's experiences and feelings in relation to living and ageing in Hertsmere. We would appreciate you completing the survey below.

Step 2 of 3

66%

Questions

5. On a scale of 1- 10, how much do you like the area in which you live?

(Strongly dislike) (Strongly like)

1 2 3 4 5 6 7 8 9 10

6. What specifically do you like about the area in which you live?

7. What do you feel is missing from or could be improved within your local area?

8. How welcome do you feel in your local area?

(Not at all welcome) (Very welcome)

1 2 3 4 5 6 7 8 9 10

9. What does 'ageing well' mean to you?

PREVIOUS NEXT

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CAVENDISH

TLC CARE

TLC Community Listening Survey

TLC Care, a local social care and older person's housing operator, is conducting a research exercise to understand people's experiences and feelings in relation to living and ageing in Hertsmere. We would appreciate you completing the survey below.

Step 3 of 3

100%

10. What does an 'age-friendly' environment or neighbourhood mean to you?

11. How do you feel about getting older?

12. In your view, what are the best ways to combat loneliness and isolation in older people?

13. As you age, do you think your current home will be well suited to your needs?

14. Do you feel that your local area meets your cultural and religious needs? What could be done to improve this?

Data Protection

We process all personal data in accordance with the UK General Data Protection Regulation, the EU General Data Protection Regulation 2016/679 (together the "GDPR") and the Data Protection Act 2018. Your personal data will not be transferred outside the European Economic Area (the EU member states plus Norway, Iceland and Liechtenstein). You can see our full Privacy Notice, Data Protection Policy, Data Retention Policy and find out how to exercise any of your data subject rights at the following website address: https://cavendishconsulting.com/data-protection/. If you have any questions or concerns about the way we are processing your personal data, please contact us on 01962 893 893 or email dataprotection@cavendishconsulting.com.

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Privacy - Terms

PREVIOUS

SUBMIT

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CAVENDISH

TLC CARE

TLC Community Listening Survey

TLC Care, a local social care and older person's housing operator, is conducting a research exercise to understand people's experiences and feelings in relation to living and ageing in Hertsmere. We would appreciate you completing the survey below.

Thank you for completing our survey.

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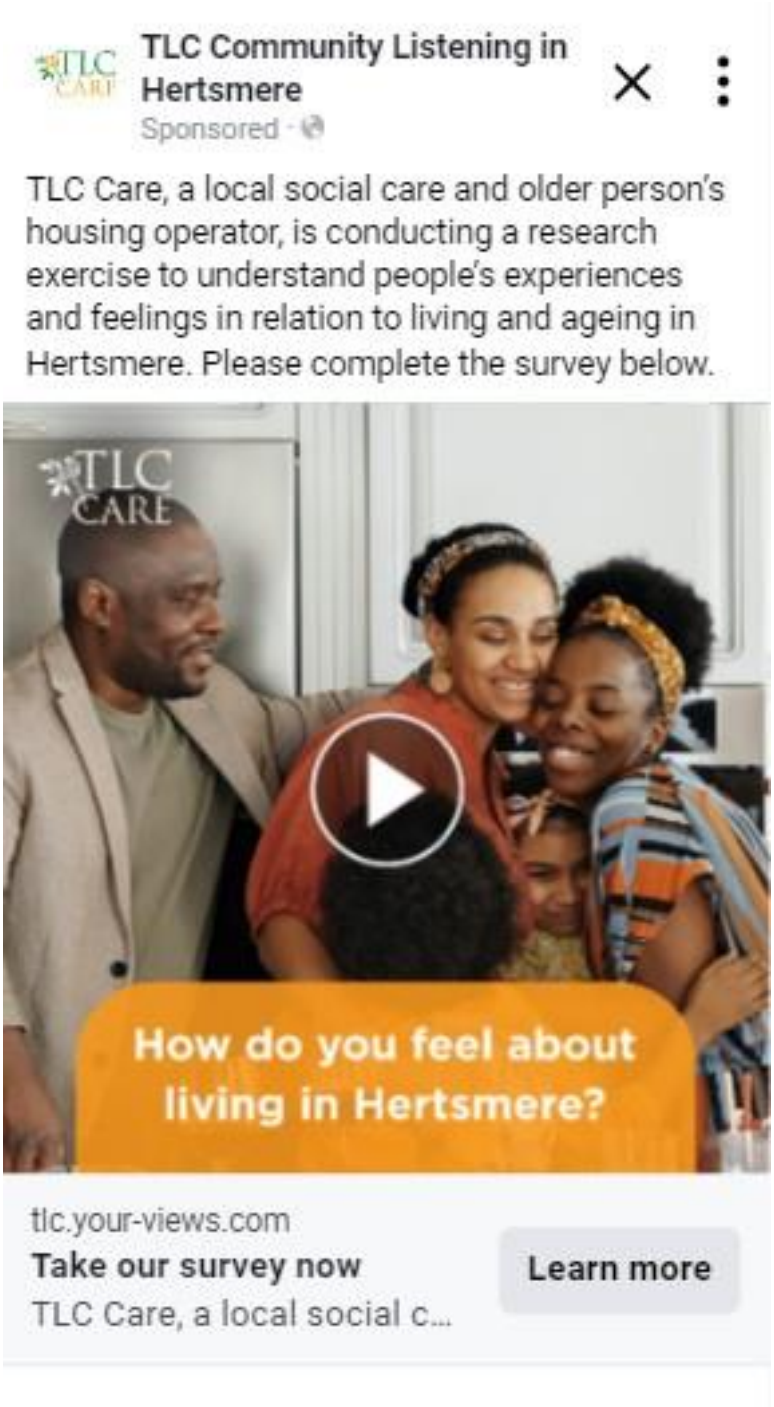
Appendix F.

Community Listening Social Media Adverts

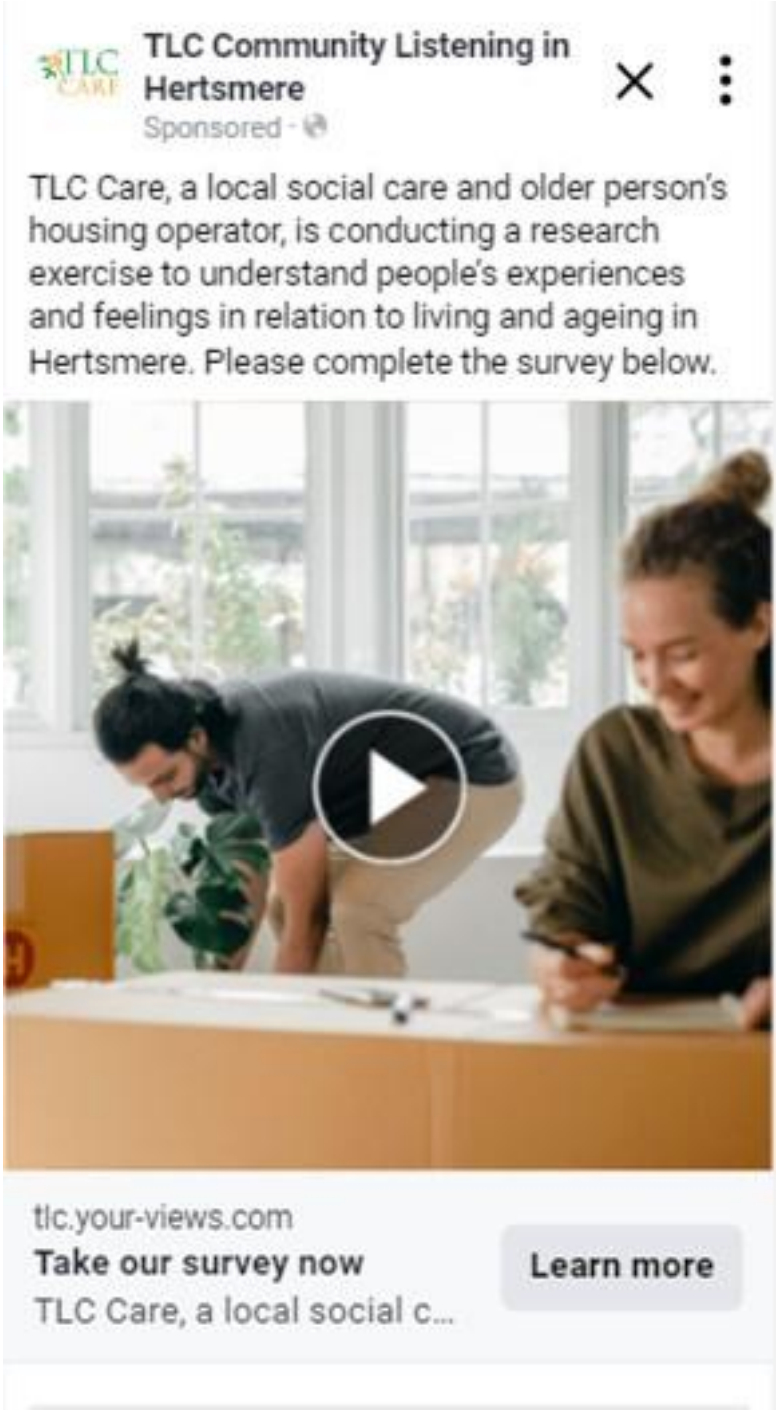
CAVENDISH

Community Listening Social Media Adverts: 40-65+

Community Listening Social Media Adverts: 18-65+



Community Listening Social Media Adverts: 18-40



Appendix G.

Invitation Flyer

CAVENDISH

TRULOCOM

Heathbourne Green

Public Exhibition Invitation

The Site

Trulocom is seeking planning permission to create a new community in Hertsmere that lies on the edge of Bushey Heath. Our vision is to set a new benchmark for intergenerational placemaking for the ageing residents of Hertsmere, unlike anywhere in the UK. Heathbourne Green will reclaim a former landfill site, by providing much needed specialist housing across a mix of housing types and tenures, together with areas of landscaping and community open space, health services and a range of amenities currently missing from Bushey.

Our Vision

Our vision is to create an exemplar age-friendly community through placemaking, that meets the needs of an increasingly ageing population through different levels of activity and care, adds to the quality of life and reduces dependency on healthcare and social services by focusing on health and wellbeing

About Trulocom

We are care operators and developers in the social care sector and specialists in older peoples housing and housing with care.

As one of the UK's only Investor in People Platinum and Hospitality Assured 'World Class' social care business, we have a passion for delivering high-quality care services and our team, backed by years of experience, understands the unique needs of an ageing population.

CAVENDISH

Public Consultation

We will shortly be launching a public consultation, providing an opportunity for residents and the community to provide comments and feedback on our emerging proposals for Heathbourne Green.

The consultation will run from **Wednesday 22 November – Sunday 17th December**. You can access the consultation online via the following website link: **heathbournegreen.co.uk**

Public Exhibitions

We are pleased to invite you to our public exhibitions where we will be presenting our proposals. This will be an opportunity to find out more information on our plans, speak with members of the project team, and provide you with an opportunity to leave your feedback.

Join us for our public exhibition events:

Wednesday 22 November 4pm – 7pm

Allum Manor House & Hall, 2 Allum Lane, Elstree, Herts WD6 3PJ

Thursday 23 November 3pm – 7pm

The Niland Conference Centre, 93 Elstree Road, Bushey Heath, Bushey WD23 4EE

Sunday 26 November 10am – 2pm

Reveley Lodge, 88 Elstree Road, Bushey Heath, WD23 4GL

It is important for us to hear the feedback of the local community. If you are unable to attend the public exhibition, our proposals will be available online at: **heathbournegreen.co.uk**

How to get involved

If you have any questions, please contact us:

info@heathbournegreen.co.uk heathbournegreen.co.uk 020 3398 1590

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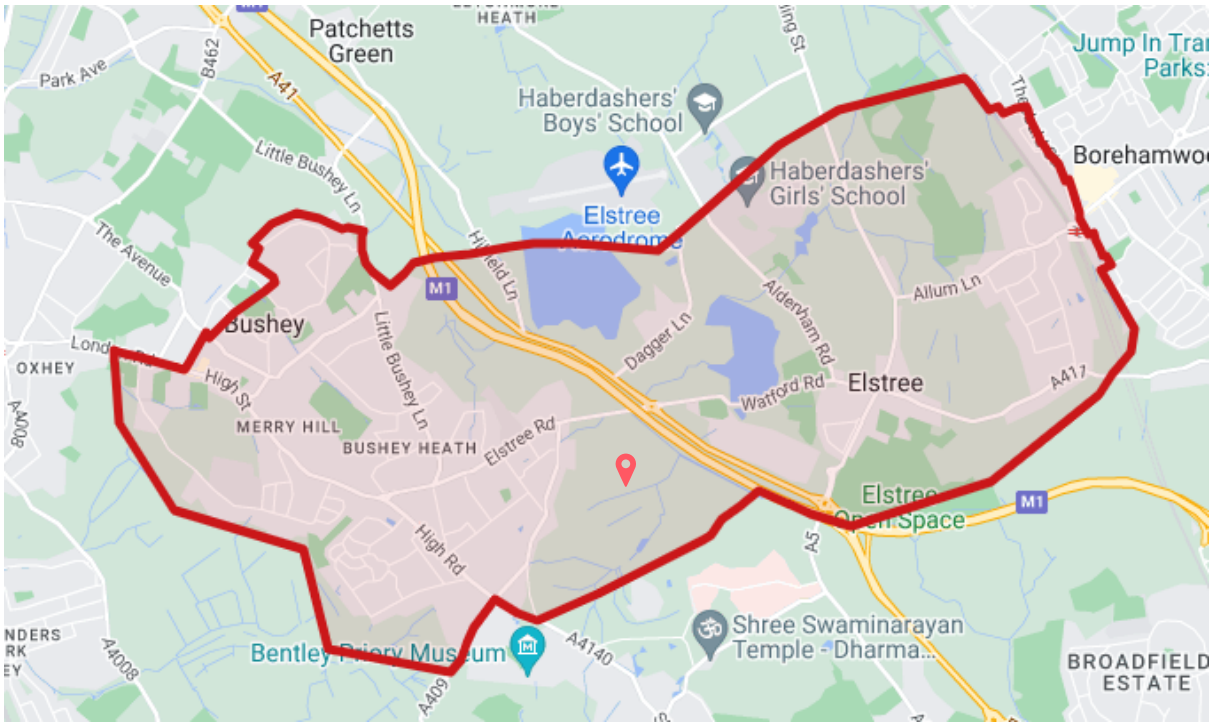
Appendix H.

Distribution Area

CAVENDISH


Patchetts Green
HEATH
Park Ave
B462
A41
Little Bushey Ln
Haberdashers' Boys' School
Haberdashers' Girls' School
Elstree Aerodrome
Borehamwo
The Avenue
M1
Bushey
Little Bushey Ln
Dagger Ln
Aldenham Rd
Allum Ln
OXHEY
High St
MERRY HILL
BUSHEY HEATH
Elstree Rd
Watford Rd
Elstree
A417
Elstree Open Space
High Rd
Shree Swaminarayan Temple - Dharma...
Bentley Priory Museum
A4140
A409
A4008
BROADFIELD ESTATE

CAVENDISH

Appendix I.

Public Exhibition Social Media Advert

Trulocom's plans for Heathbourne Green

Sponsored ·

Trulocom, part of TLC Group, is bringing forward its plans for a new community called Heathbourne Green, based around a new model for living and ageing well.

Join us at one of our exhibitions on the following dates:

- Wednesday 22nd November, Allum Manor House & Hall, Elstree, WD6 3PJ – 4pm – 7pm

- Thursday 23rd November, Niland Conference Centre, Bushey Heath, WD23 4EE – 3pm – 7pm

- Sunday 26th November, Reveley Lodge, Bushey Heath, WD23 4GL – 10am – 2pm

heathbournegreen.co.uk

Get involved with our public consultation today!

Learn more

Appendix J.

Post-Exhibition Social Media Advert

Trulocom's plans for Heathbourne Green
Sponsored ·
Have your say on Trulocom's proposals! 💬
View now and share your thoughts with us.
#TrulocomPublicConsultation
#HeathbourneGreen
Have your say!
Learn more
Have yo

Appendix K.

Post-Exhibition Social Media Video Advert

Trulocom's plans for Heathbourne Green
Sponsored ·

Reminder to have your say and provide your feedback to Trulocom's public consultation by Sunday 17th December.

We want to hear your thoughts on our emerging proposals for Heathbourne Green, a new intergenerational neighbourhood in Bushey, which includes:

🌳 Over 10Ha of open space
🏥 A new GP and health facilities
🚚 Improvements to the local highway network
🏘️ Affordable housing, including for key workers

Hear what some of our friends and partners have to say about the proposals.

Our consultation closes on Sunday 17th December.

more

Trulocom's plans for

Learn more

4 2 comments

Like Comment Share

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Appendix L.

Public Consultation Banners

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TRULOCOM

Heathbourne Green

Our Vision

Welcome to our consultation for Heathbourne Green, an opportunity to set a new benchmark for the future of ageing and living in the UK, with Bushey Heath leading the way for residents of Hertsmere.

We are keen to hear and understand the thoughts of residents on the issues connected with the ageing population and what is missing from the local area to ensure that Heathbourne Green is a thriving community that benefits both new and existing, younger and older residents alike.

Our vision for Heathbourne Green is to create a new landscape-led sustainable and multi-generational community in Hertsmere that embodies the principles of ageing well in a happy and healthy way. The proposals seek to create an intergenerational community set in an attractive landscape that brings people together in a natural environment in purposeful ways, promoting shared activities and social relationships. We aim to deliver an exemplar, age-friendly, integrated extension to Bushey Heath that will not only support Hertsmere in meeting the needs of its ageing population but will also improve the wellbeing and quality of life of all people living in the area.

Our healthy place-based approach is designed around the interdependent pillars of:

Health: Accessible and high-quality medical facilities, providing primary and community care focussed on prevention before cure

Wellness: A range of leisure and recreational activities and extensive nature and green spaces, contributing positively to physical and emotional wellbeing

Lifestyle: Opportunities for social integration and learning, bringing together multiple generations to foster a sense of community at all ages

Enterprise: Supporting the local economy through social enterprise, creating jobs for all ages.

By incorporating these pillars into the vision, the proposed intergenerational nature of Heathbourne Green will bridge the divide between younger and older generations, where people can age in a community with vibrancy and dignity in a home that is right for them. Our proposals will enable residents to feel part of a larger, diverse community, adding to their healthy years and allowing them to stay happier and healthier in their homes for longer.

Trulocom – Who We Are

Trulocom, part of TLC group, is an operator and developer in the social care sector, and a specialist in older people's housing and housing with care. We currently operate nine award winning care facilities across London and the South East, each with a focus on enriching residents' lives and providing an outstanding level of care. Our local experience and integration with the local community sets us apart from developers or housebuilders and provides us with a platform to set new standards for a new community which recognises and meets local needs.

Core Team

Our project team includes experts in their specialist fields to deliver a groundbreaking development of exemplar quality.

TRULOCOM

TLC CARE

Quod

Patel Taylor

LDĀDESIGN

CAVENDISH CONSULTING

Get in touch

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TRULOCOM

Heathbourne Green

Tackling today's housing and health crisis

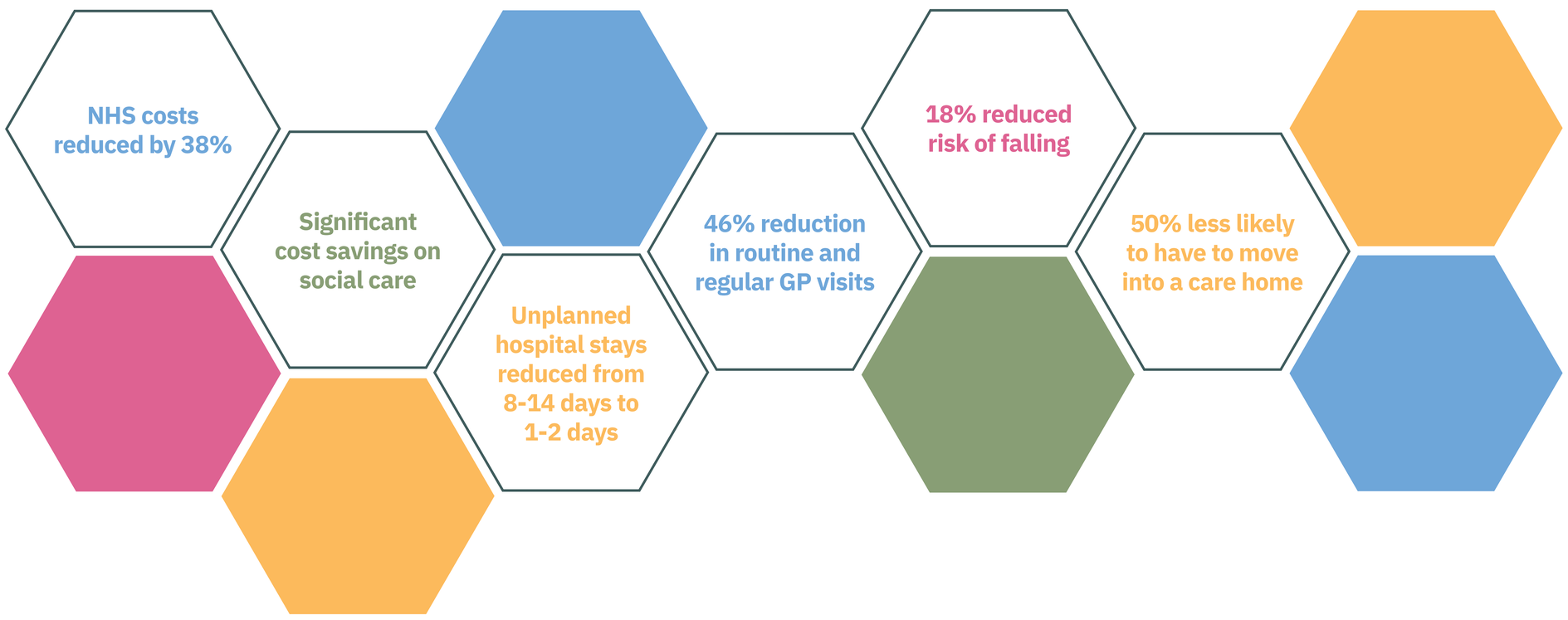
National:

- The UK's elderly population is growing; the Government predicts that 25% of the population will be over 65 by 2041, up from 18.6% today.
- Despite this, there is a severe and growing shortage of specialist retirement housing and demand is forecast to outstrip supply by 37% by 2040.
- The majority of the UK's existing stock is not designed to meet our needs as we age, leading to increased risk of falls in the home, social isolation and NHS backlogs as local councils struggle to find homes with the right level of support as people recover from illness.
- If the supply of age-friendly homes were to be increased, it is estimated that 50,000 fewer new homes would need to be built each year as better choice would result in fewer people under occupying family homes.
- The UK's housing crisis can also impact the care we receive as we age, with many of those who work in the care sector being unable to access the local housing markets as rental levels and mortgage rates outstrip wages.
- The gap between social rents and market rents is increasing, making accessing the housing market challenging for those in lower income roles, including key workers.

Hertsmere:

- In Hertsmere, there is projected to be a 44% increase in the 65+ population to 2036.
- 28,000 Hertsmere households are under occupying their homes, with 8,318 households under occupying family homes in Bushey.
- There are over 9,000 key workers living in Hertsmere, many of whom are eligible for social housing but are unlikely to be allocated an affordable home due to current lack of delivery.
- An ageing population will increase requirements on already stretched health and care services in the Borough.
- There is a significant under supply of housing locally in the borough. The Hertsmere Local Plan states that "the minimum annual local housing need set out in Planning Practice Guidance indicates a need for the delivery of 724 homes a year".
- Between 2020 and 2036, there is a predicted increase of 61% of dementia cases, and 55% in mobility problems in Hertsmere.
- There are no rehabilitation facilities available within a 45-minute drive of Heathbourne Green.

The benefits of Extra Care housing provision



Source: The ExtraCare Charitable Trust (2019)

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TRULOCOM

Heathbourne Green

How are these challenges impacting Hertsmere residents?

Adam and Sara

Adam and Sara, a couple who live in Potters Bar, want to live closer to Sara's Dad, David, who is looking to move out of the family home to a smaller home with no stairs due his mobility issues. Adam and Sara want to create their dream family home, to support Sara's father as he ages, and to allow David to spend quality time with his grandchildren, at the community facilities at Heathbourne Green. It is important to Adam and Sara that they live in walking distance of a local synagogue and kosher store. David, meanwhile, is looking for the right type of accommodation to suit his evolving needs as he ages, including somewhere that caters for both his physical and mental health as well as his religious needs.

Vinu & Sanjay

Vinu and Sanjay have been living in Bushey for over 40 years. They still live in their family home as a couple, even though their children have moved out. Sanjay has dementia and Vinu has mobility difficulties, and their existing home does not meet either of their needs. They are keen to stay in the local area amongst their existing community connections but have been unable to downsize to a suitable home that is close to the healthcare facilities they require and that meets their social, cultural and health needs.

Lucy

Lucy owns a small creative business that she currently runs from a spare room in her house. She is a young professional and lives with her parents in Bushey. Lucy has grown up in the local area and wants to stay in the area. She has lots of friends nearby and enjoys socialising at local cafes and restaurants. Lucy loves living in Bushey, being in proximity both to central London and to the countryside. Lucy would like to stay in the area, but she can't afford to rent a flat in Bushey that would give her enough space to grow her creative business. She would like access to a space where she could host creative evening classes and ideally benefit from working alongside other businesses.

Sofia

Sofia is a geriatrician working in Elstree. She is a single mother of two young children, and her income means that she is unable to live close to work and has to commute by taking two buses from Enfield Town. She has moved a number of times, and can only rent her home, and would like to find a long-term home she can buy. Sofia is keen to join clubs to get to know her neighbours but does not have the time owing to her long commute and childcare commitments. She wants to be part of a community where her children can grow up safe and happy, and she also needs easy access to shops and other facilities to make the most of her limited time.

Get in touch

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TRULOCOM

Heathbourne Green

Heathbourne Green's context and evolution...

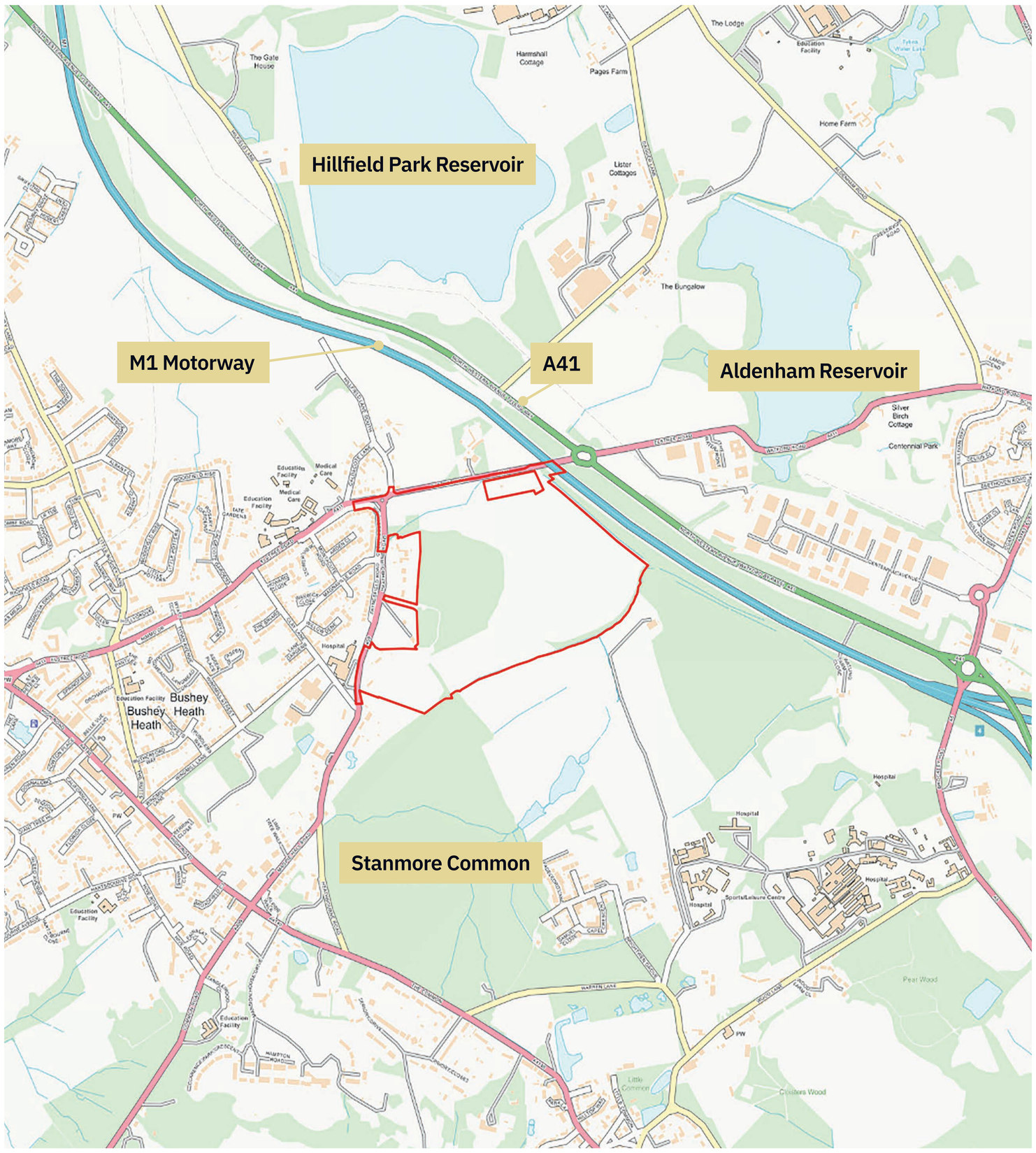
Local Plan Context

Heathbourne Green was identified as a suitable site for development in the previous draft Local Plan. The allocation provided for the creation of a sustainable new neighbourhood, with a significant proportion of specialist housing for older people, a local centre and a GP surgery, as well as for 40% of all new homes to be affordable housing. The new community would also provide for a range of lifestyle retail, employment, and communal spaces, as well as spaces that could be used by faith groups.

The site is formerly a land fill site with poor quality agricultural potential. The site is within the Green Belt, and any development will need to demonstrate Very Special Circumstances to secure approval. There are a considerable number of 'very special circumstances' that are outlined in this exhibition, that illustrate the significant benefits of Heathbourne Green which we believe outweigh any the impacts of building on this former landfill site.

Heathbourne Green would create a ground-breaking approach to healthy placemaking and community planning. The site is well-connected to the existing centres of Bushey, Elstree and Borehamwood and provides an opportunity to create an integrated, vibrant community in Hertsmere. We believe that Heathbourne Green would be a remarkable place to live.

The site is enclosed by the strong boundary of the M1 and A41, which means creating an extension to Bushey at Heathbourne Green would not create a precedent for further development or risk the merging of towns. The development would be well designed with strong green edges and sensitive development massing which would limit any sense of encroachment of urban development on the countryside and any other harms would be minimised through careful design and planning.



Get in touch

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TRULOCOM

Heathbourne Green

Introducing Heathbourne Green

How does Heathbourne Green respond to local challenges?

Trulocom is looking to submit an outline planning application in the coming months for a development that will include approximately 1,300 new homes, of which 40% will be affordable, comprising a diverse, innovative and balanced mix of housing types and tenures in an attractive landscaped and natural setting which will create a truly mixed, cohesive and sustainable community catering most especially for an ageing population.

This will include:

- **Rightsizer market homes** – older people and couples moving from a family house to accessible and more appropriately designed single storey home
- **Extra care homes** – older or younger people with physical and mental care needs living within a community with nearby healthcare
- **Key worker affordable homes** – working age individuals and young families working on site or in local businesses in services and health
- **Social rent homes** – older and younger people with need of additional support
- **Family self build homes** – working age families building a home to their own specification with intergenerational flexibility

Heathbourne Green will offer an integrated health and wellness hub, publicly accessible open spaces, local independent shops and cafes as well as providing a home for a range of charitable social enterprises and community led organisations whose primary purpose is to improve the physical and mental wellbeing of Heathbourne Green residents and the wider community.

Indicative masterplan

The proposals aim to include:

Health

- a new health and wellness hub with GP services, post surgery rehab and diagnostics
- a hospice
- high street healthcare facilities
- extensive walking routes to promote walking as part of daily exercise

Wellness

- new public open spaces including an informal park, new walking routes a village green, play areas and physic gardens
- shared dementia friendly food production facilities
- talking benches
- outdoor community and event space

Lifestyle

- a new accessible mobility hub
- onsite nursery
- restaurants, cafes, shops
- visitor accommodation
- places of worship

Enterprise

- affordable hybrid working space
- ‘make and do’ spaces for start-up businesses
- social enterprise community hub
- training centre with opportunities for upskilling and options to build apprenticeship skills in local sectors

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TRULOCOM

Heathbourne Green

New community connections

A key part of our vision is to create a connected accessible community. We have placed mobility at the heart of the development to achieve just this.

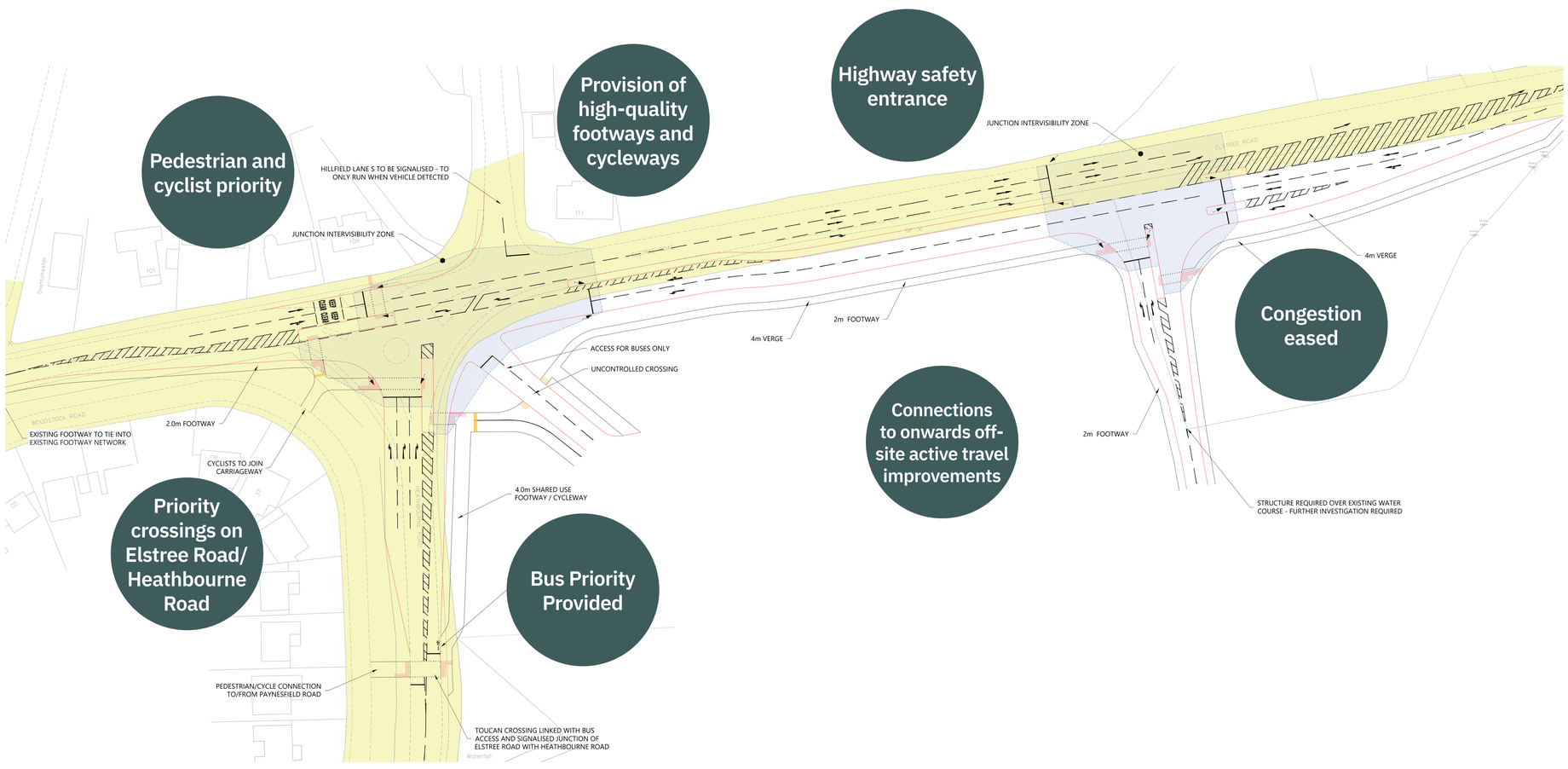
The site, bounded by Elstree Road, Heathbourne Road, and the M1, currently has limited public access except for an eastern public footpath (part of the London LOOP long-distance route). While buses do pass by, the existing stops lack adequate facilities.

On site and off-site pedestrian and cycling enhancements are proposed to promote healthy movement within Heathbourne Green but also to connect with the wider neighbourhood of Bushey, creating safe walking and cycling routes.

As part of the proposals, we are actively engaging with Hertfordshire County Council as well as local bus operators, Sullivan, and TfL to agree a strategy for providing new bus services to the site and the surrounding area. These will be secured by way of financial contribution as part of a Section 106 agreement with Hertsmere. Part of our proposal to improve the local highway network also includes making enhancements to the mini-roundabout junction at Elstree Road and Heathbourne Road to improve traffic flow.

The proposals aim to integrate with the Bushey community removing barriers and establishing connections and providing open space for the immediate and local community. In order to achieve this, we will implement the following measures:

- Improvements to bus services and increased frequencies and more reliable journey times
- A safe and more efficient junction at Elstree Road and Heathbourne Road to reduce queuing times for car traffic and improve safety for other road users
- Safe walking routes across the site and into neighbouring local centres
- Level paving throughout the site to ensure accessibility for all
- Cycle parking and safe cycling infrastructure to promote active travel
- Protection and enhancement of the existing LOOP
- Provide attractive green space
- Provide safe natural places for children to play
- Provide places to dwell on journeys within the site



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TRULOCOM

Heathbourne Green

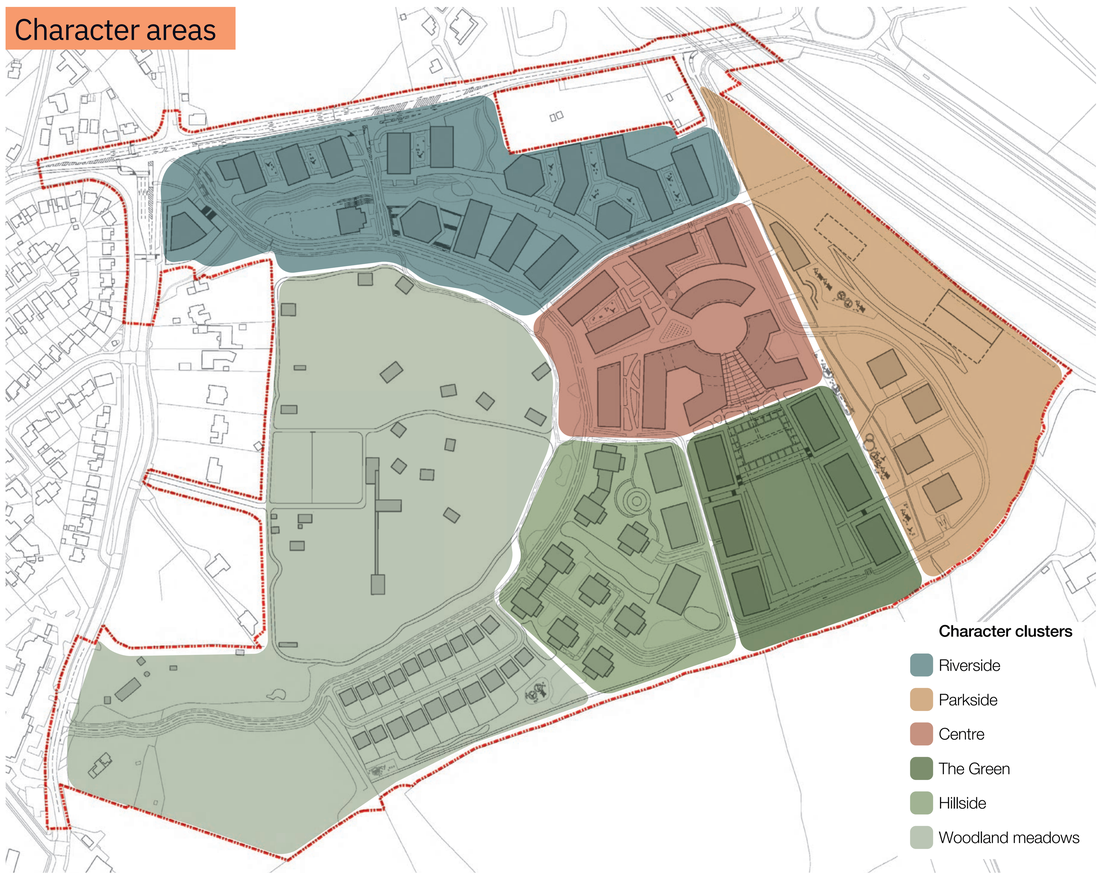
Environment and sustainability

As part of the proposals, the project team is committed achieving at least a 10% biodiversity net gain. This will be done through new planting and creation of accessible green spaces as well as retaining the on-site woodland for both new and existing residents to enjoy. Our proposals for Heathbourne Green are landscape-led, with green space and wildlife being delivered for all to enjoy. In addition, we are taking active measures to both preserve existing habitats and to create new ones, leading to a further increase in eco-diversity.

Drainage

The development actively includes Sustainable Drainage Systems (SuDS) to limit surface water runoff to the existing greenfield rate, preventing an increase. Meetings with Hertfordshire County Council have occurred, and SuDS will also provide amenity and biodiversity benefits. Our emerging drainage strategy aligns with guidance and planning policy, however we will always look to improve local situations where this is possible and would welcome recommendations on how to achieve this.

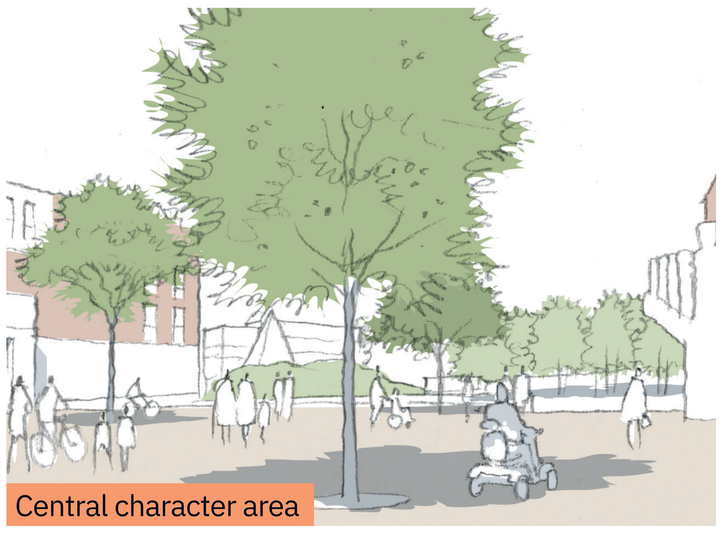
We are currently surveying the existing ditches and are undertaking site specific hydraulic modelling. This modelling will quantifiably show the existing and proposed floodplain and will work to ensure that the development does not increase flood risk in the locality.



Indicative sketch imagery

Riverside character area

Central character area


Central character area

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TRULOCOM

Heathbourne Green

How will future residents and the wider Hertsmere community benefit from Heathbourne Green?

Vinu & Sanjay	Sofia	Adam and Sara	Lucy
Healthcare needs are met in the integrated health hub Dementia-friendly spaces with way-finding that provides a sense of safety and security Vinu meets her friend from Elstree to enjoy 'dance to health' classes at the health centre weekly, designed to help improve strength and balance and meets up for a regular daily walk through the attractive open spaces Downsizing to a suitable home has freed up their family home for a young family who have been struggling to get on the property ladder Multiple leisure facilities available Living space to accommodate host family and grandchildren at weekends Frequently visit the dementia friendly allotments where they bring home produce to make delicious plant-based dishes	Access to affordable key worker housing Living in proximity to work, able to cycle from the transport hub to her job – saving commuting costs Plenty of retail options – including affordable local convenience Local pub is family friendly where she can meet neighbours, friends and socialise Nursery easily accessible for pick up and drop offs Attends mummy and toddler yoga in the health hub on Saturday morning Sofia's children can play in local safe areas and connect with nature	Self-build opportunity to create a custom home that meets Sara and Adam's family needs On Wednesdays, David takes the grandchildren to play at the on-site children's play areas Specific space allocated for Jewish community activities on site, where the family can see friends, and good links to nearby local kosher restaurants and cafés Reduction of social isolation for grandfather, David, as he is close to his child, Sara, and grandchildren Multigenerational living in one place that meets the evolving needs of the entire family Adam and Sara enjoy their favourite local restaurants in nearby Bushey and Borehamwood, whilst enjoying the variety of global grocers for locally grown produce to cook with during the week David visits the SHED social club at Heathbourne Green on a Tuesday and Thursday morning and meets up with similarly aged people	Affordable rental units to allow her to move out of her parents' home Sees her friends in Bushey regularly by jumping on a bike to meet them in their favourite local coffee shop on Bushey High street Communal gardens for summer BBQs and a glass of wine with friends on the Village Green Creative enterprise spaces where Lucy can grow her business and host evening classes A well-connected location for visits to London Easy access to green space for mental wellbeing, exercise and walking her dog

Heathbourne Green provides opportunities for social interaction, physical activity and tailored consistent care all of which improve personal health, psychological and social wellbeing and reduces isolation and loneliness amongst the most vulnerable in the community.

Get in touch

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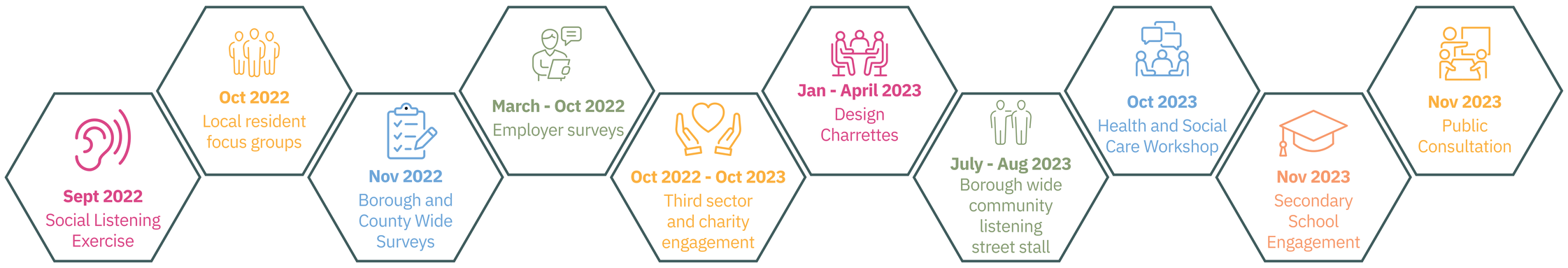
TRULOCOM

Heathbourne Green

We've been listening to what you have to say

We are committed to ensuring that those that live and work in Hertsmere not only have the opportunity to help shape the future plans and vision but also work alongside us to collaborate in the creation of Heathbourne Green. Through a series of community-focused engagement programmes, Trulocom has built an understanding of the wants and needs of both the local and surrounding community to create proposals that deliver for new and existing residents alike. We have been listening, engaging and communicating with residents and organisations across the borough to truly understand the local need in Hertsmere and Bushey:



Social Online Listening (Sept 2022) to gather qualitative data about what really matters to local residents when it comes to health, housing and community.

Local Resident Focus Groups (Oct 2022) with families, older people and cultural groups to understand what 'home' and 'ageing' means to them.

Borough and County Wide Surveys (Nov 2022) collating over 500 responses to understand how residents feel about their current housing and their future housing needs.

Employer Surveys (Mar-Oct 2023) completed by prominent Hertsmere organisations providing insight into the requirements for affordable key worker housing in Bushey.

Third Sector and Charity Engagement (Oct 22 – Oct 2023) with over 150 organisations across the county and borough, understanding their challenges and ways we can support their growth and expansion.

Design Charrettes (Jan-April 2023) – a peer review bringing together respected architects to critique and help shape the emerging design of Heathbourne Green.

Borough Wide Community Listening (July-August 2023) – working with the Helen Hamlyn Centre for Design and Oxford Ageing, as well as door knocking finding out how local residents and business feel about where they live, what they love and what could be improved.

Health & Community Workshops (Oct 23) – Virtual workshop to understand the need for healthcare provisions in Bushey and the wider Hertsmere community.

Secondary school students engagement (Nov 2023) – Speaking to 15-18 year olds in Hertsmere to understand the younger generation's view on ageing and how they feel about growing older in their community.

We have worked with experts in the field to further understand the national picture with respect to creating an exemplary intergenerational community.

Trulocom has commissioned best practice research from the country's leading institutions in the ageing and inclusive design sector to create something extraordinary. Heathbourne Green is a scheme designed around socially connected communities that support healthy ageing and independence.

'A guiding principle of Heathbourne Green is the creation of neighbourhood clusters with clear identity and sense of place. The clusters help secure a rich lifestyle and sense of community from the outset' – **Oxford Institute of Population Ageing**

'Creating connected communities in Heathbourne Green will see spaces designed to serve and stimulate interaction between people in different life stages and with different religions, abilities and socio-economic backgrounds' – **Helen Hamlyn Centre for Design**

Get in touch

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TRULOCOM

Heathbourne Green

How will Heathbourne Green add value to Bushey and Wider Hertsmere

People	Place	Housing	Economy	Environment
Meeting the needs of the ageing population	Creating a new inclusive local centre with town square & green	Improving choice for local residents	Keeping spending local to support small businesses	10.93 hectares of open space
Supporting faith groups in the local community	Improving access to open space & nature	Creating homes for c. 1,200 households	New shops, places to eat, drink & celebrate	Street trees throughout the development
Investment in people through skills & training with a focus on Social Mobility	Safeguarding high value greenbelt sites	Providing a range of affordable housing	Creating employment opportunities	Productive communal gardens for growing fruits and vegetables
Enhancing healthcare provision with a holistic approach to wellbeing	Former landfill site enriched and diversified	Providing homes for key workers	Attracting inward investment	Building designed to be highly energy efficient in use
Adding to the range of facilities and amenities for Bushey residents	Addressing existing traffic problems	Releasing under occupied family homes	Supporting local charities and funding community enterprise	Energy generated via site wide Air Source Heath Pumps

Heathbourne Green is not a retirement village. It aims to be an exemplar community, meeting a range of local needs, setting a new benchmark in intergenerational and retirement living. Our proposals will:

- Support intergenerational living with facilities for all needs and ages
- Present opportunities for social interactions
- Create an inclusive community with a range of housing types and tenures
- Support key workers with the provision of affordable tenures
- Provide jobs in a range of industries to create a truly diverse development
- Make high quality healthcare available to all
- Prioritise wellbeing by having easily accessible nature throughout
- Provide new amenities in the district of Bushey
- Free up under-occupied family homes in Hertfordshire
- Promote charities and local enterprise and provide a home for existing community projects

***"Trulocom's intention is to design and build a project that fosters community relations inside the HBG scheme, at the same time as embedding the development within the established communities of Bushey and Hertsmere...to provide the infrastructure for a community at HBG which is woven into the fabric of the existing Hertsmere communities."* – The Oxford Institute of Population Ageing**

Get in touch

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Appendix M.

Summary of Proposals Handout

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Heathbourne Green

How will Heathbourne Green add value to Bushey and Hertsmere

People	Place	Housing	Economy	Environment
Meeting the needs of the ageing population	Creating a new inclusive local centre with town square & green	Improving choice for local residents	Keeping spending local to support small businesses	10.93 hectares of open space
Supporting faith groups in the local community	Improving access to open space & nature	Creating homes for c. 1,200 households	New shops, places to eat, drink & celebrate	Street trees throughout the development
Investment in people through skills & training with a focus on Social Mobility	Safeguarding high value greenbelt sites	Providing a range of affordable housing	Creating employment opportunities	Productive communal gardens for growing fruits and vegetables
Enhancing healthcare provision with a holistic approach to wellbeing	Former landfill site enriched and diversified	Providing homes for key workers	Attracting inward investment	Building designed to be highly energy efficient in use
Adding to the range of facilities and amenities for Bushey residents	Addressing existing traffic problems	Releasing under occupied family homes	Supporting local charities and funding community enterprise	Energy generated via site wide Air Source Heath Pumps

Heathbourne Green is not a retirement village. It aims to be an exemplar community, meeting a range of local needs, setting a new benchmark in intergenerational and retirement living. Our proposals will:

- Support intergenerational living with facilities for all needs and ages
- Present opportunities for social interactions
- Free up under-occupied family homes in Hertfordshire
- Support key workers with the provision of affordable tenures
- Promote charities and local enterprise and provide a home for existing community projects
- Prioritise wellbeing by having easily accessible nature throughout
- Make high quality healthcare available to all
- Provide new amenities in the district of Bushey
- Provide jobs in a range of industries to create a truly diverse development
- Create an inclusive community with a range of housing types and tenures

"Trulocom's intention is to design and build a project that fosters community relations inside the HBG scheme, at the same time as embedding the development within the established communities of Bushey and Hertsmere...to provide the infrastructure for a community at HBG which is woven into the fabric of the existing Hertsmere communities."
– The Oxford Institute of Population Ageing

Get in touch

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Appendix N.

Heathbourne Green Website: www.heathbournegreen.co.uk

TRULOCOM

Heathbourne Green

An opportunity to set a new benchmark for the future of ageing and living in the UK

We are care operators and developers in the social care sector and specialists in older peoples housing and housing with care.

As one of the UK's only Investor in People Platinum and Hospitality Assured 'World Class' social care business, we have a passion for delivering high-quality care services and our team, backed by years of experience, understands the unique needs of an ageing population.

Our vision

We aim to create a new sustainable and connected community in Hertsmere, known as Heathbourne Green, that embodies the principles of ageing well.

Our vision is for an exemplar, age-friendly extension to Bushey Heath that will better support Hertsmere in meeting the needs of an ageing population unlike anywhere in the UK. Our place-based approach is underpinned by social prescribing and designed around the interdependent pillars of:

Health

Accessible and high-quality medical facilities, providing primary and community care and encouraging prevention before cure.

Wellness

A range of leisure and recreational activities, contributing to healthy emotional and physcial wellbeing.

Lifestyle

Opportunities for social integration and learning, bringing together multiple generations.

Enterprise

Supporting the local economy and creating an age-diverse working environment.

By incorporating the above, the proposed intergenerational nature of the development will bridge the divide between older and younger generations, where people can age with vibrancy and dignity in surroundings that allow them to feel part of a larger, diverse community, adding to their healthy years.

Core team

TRULOCOM TLC CARE Patel Taylor LDĀDESIGN Quod

Research Partners

Royal College of Art THE HELEN HAMLYN CENTRE FOR DESIGN · Improve decision making carterwood · National Academy for Social Prescribing · CONDUCTOR · The Oxford Institute of Population Ageing · PRAGMA · AND · Churchill & Partners

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Why Heathbourne Green

Background

National:

- The UK's elderly population is growing dramatically, with 12.5 million people aged 65+ and six million aged over 75 currently living in the UK.
- The Government predicts that a quarter of the population will be over 65 by 2041 and there is already a severe and growing shortage of specialist retirement housing.
- The Government recognises that we must improve the diversity and supply of housing options for older people and boost the supply of specialist accommodation.
- It is estimated that appropriate rightsizing and the release of under occupied homes would result in 50,000 fewer homes being needed to be built each year nationally.

Hertsmere:

- In Hertsmere, there is projected to be a 44% increase in the 65+ population to 2036, accounting for at least a third of local population growth.
- 75% of the population of Hertsmere is concentrated in the west of the Borough.
- The care needs of Hertsmere residents irrespective of age is increasing with a projected 61%+ increase in residents in the borough suffering from Dementia up to 2036.
- 28,000 Hertsmere households are under occupying their homes, with 8,318 households under occupying in Bushey.
- Rightsizing homes for an ageing population would release under occupied homes, creating a fairer housing market.
- An ageing population will increase requirements on already stretched health and care services in the Borough.

Heathbourne Green will create an age-friendly community.
It takes a well-documented need and strives to do something exceptional to meet it.

Our Vision

Our vision is to create an exemplar age-friendly community through placemaking that is aspirational, that meets the needs of an increasingly ageing population through different levels of activity and care, adds to the quality of life and reduces dependency on healthcare and social services by focusing on health and well-being.

Heathbourne Green will reclaim a former landfill site, where the land is of poor agricultural quality (unsuitable for food production and for inhabiting wildlife), by providing much needed specialist housing across a mix of housing types and tenures, together with areas of landscaping and community open space, health services and a range of amenities currently missing from Bushey.

What benefits will Heathbourne Green deliver to Bushey and Hertsmere:

- Much needed age-friendly homes keeping older people safe, healthy, and living independently for longer. This in turn will free up existing larger homes for use by families in Hertsmere.
- Reduced pressure on critically stretched healthcare and social services in Hertsmere by directly combating loneliness and isolation with on-site health and wellness facilities designed around social prescribing.
- A place designed to support residents in an active future, where they can age in place and thrive in a connected community, setting new standards in meeting the needs of an ageing population.
- The development will be accessible, affordable, and available to all, adding missing amenities and services for the benefit of Bushey as a whole.
- Key worker housing will be provided for care and other public sector workers
- The range of services, amenities, and good quality affordable housing responds uniquely to needs in Bushey and would not be viable on allocated housing land.
- Click here to see a full list of the benefits our proposals will provide.

The site is ideally placed to meet this need:

- Heathbourne Green is a former landfill site, incapable of productive agricultural use and is unsuitable for both food production and for inhabiting wildlife.
- The site is enclosed by the strong boundary of the M1 and A41 meaning that it would not create a precedent for sprawl or risk the separation between Bushey, Elstree and other settlements – it 'belongs' to Bushey.
- The development will be truly landscape-led, evolving through public consultation and an exceptional process of design review to respect its location and to meet the government's objectives for building beautiful.

Heathbourne Green is not just a retirement village. It aims to be an exemplar community, meeting a range of local needs, setting a new benchmark in intergenerational and retirement living, with social prescribing at its heart.

Environment Impact Assessment

Trulocom has voluntarily commissioned an Environmental Impact Assessment (EIA) process, the first step of which has been to undertake a scoping study. The EIA scoping study is not a planning application. Instead, it aims to understand the potential environmental effects associated with developing the site. From this, the design of the proposed development can take any identified impacts into account and incorporate measures to prevent, reduce or mitigate these effects or create enhancements. It is an opportunity to learn about the site and how the environment issues influence the design of the development.

The EIA Scoping Report, which reports the findings of the scoping study, has now been submitted to Hertsmere Borough Council – reference 23/1485/E12. The report accompanies a request for the Council's views on the environmental information to be provided with the planning application. The EIA Scoping Report sets out how the next stages of the EIA process will be approached and can be viewed here. Comments on the EIA Scoping Report can be made on the same link.

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Community Engagement

We are committed to ensuring that those that live and work in Hertsmere not only have the opportunity to help shape the future plans and vision but also work alongside us to collaborate in the creation of Heathbourne Green.

Over the past 18 month we have been listening, engaging and communicating with residents and organisations across the borough to truly understand the local need in Hertsmere and Bushey:

- **Social Online Listening (Sept 2022)** to gather qualitative data about what really matters to local residents when it comes to health, housing and community.
- **Local Resident Focus Groups (Oct 2022)** with families, older people and cultural groups to understand what 'home' and 'ageing' means to them.
- **Borough and County Wide Surveys (Nov 2022)** collating over 500+ responses to understand how residents feel about their current housing and their future housing needs.
- **Employer Surveys (Mar-Oct 2023)** completed by prominent Hertsmere organisations providing insight into the requirements for affordable key worker housing in Bushey.
- **Third Sector and Charity Engagement (Oct 22-Oct 23)** with over 15 organisations across the county and borough, understanding their challenges and ways we can support their growth and expansion.
- **Design Charettes (Jan- April 2023)** – a peer review bringing together respected architects to critique and help to shape the emerging design of Heathbourne Green.
- **Borough Wide Community Listening (July – August 2023)** – Working with the Hatch Hamlyn Centre for Design and Oxford Ageing, as well as door knocking finding out how local residents and businesses feel about where they live, what they love and what could be improved.
- **Health & Community Workshops (Oct 23)** – We held a roundtable workshop with sector specialists to understand the needs of the local community with respect to ageing and healthy wellbeing, from representatives of local charities and healthcare experts both in Hertsmere and more widely across Hertfordshire.
- **Engaging the next generation (Nov 2023)** – by discussing the topic of ageing and intergenerational living with hundreds of young people from across the Borough at the Generation Hertsmere careers fair.
- **Bushey Forum AGM Presentation and Q&A (Feb 2024)** – Our team attended the Bushey Forum AGM to present our vision to its members and representatives of the local community.

Feedback from our ongoing community engagement has provided an understanding of how residents in Hertsmere feel about ageing within the local area, what aspects of the area appeal to them, and what aspects might need improvement. Feedback was also sought to understand the challenges people face as they get older, including in relation to social isolation, loneliness, living with dementia and the suitability of their current housing.

Trulocom believes in putting people first, ensuring we are creating a community that benefits existing and future residents. We have developed, and continue to develop, open and honest relationships with the local community and with local stakeholders to work closely to develop ideas and curate exciting new ways of working and placemaking.

Timeline

Click on each milestone on our Community Engagement Timeline to find out more.

- **Sept 2022** – Social Listening Exercise
- **Oct 2022** – Local resident focus groups
- **Nov 2022** – Borough and County Wide Surveys
- **March – Oct 2023** – Employer surveys
- **Oct 2022- Oct 2023** – Third sector and charity engagement
- **Jan – April 2023** – Design Charettes
- **July – Aug 2023** – Borough wide community listening street stall
- **Oct 2023** – Health and Social Care Workshop
- **Nov 2023** – Engaging the next generation
- **Feb 2024** – Bushey Forum AGM Presentation and Q&A

Social Online Listening

(September 2022)

Trulocom conducted a research exercise with a focus on Bushey and the surrounding area to start to understand the local community, including their general likes and dislikes, and to generate recommendations for the development of an intergenerational community in Bushey. This utilised local social media as well as within local blogs and online forums.

Our research found that the **local environment, community,** and **wellness** are key conversation drivers, and that the local community strives for outstanding outdoor spaces that provide socialisation and mobilisation for all, including older residents. An increase in **multi-faith community spaces**, **retail areas**, as well as **community-building opportunities** were also commonly cited as being highly regarded and needed in the local area.

Local Resident Focus Groups

(October 2022)

In October 2022, Trulocom held three focused online discussions with members of the later living community; local young families; and local Jewish and Hindu residents.

These focus groups allowed Trulocom to gain insight into the types of audiences that a development like Heathbourne Green could serve as well as the various property types and tenure, outdoor spaces, layout preferences, and parking features that might be desired by the local community.

Overall, it was clear from the focus groups that **property ownership** is generally preferred, with **spacious living areas**, large amounts of **green space**, and property types that can be **future-proofed for energy efficiency**.

Borough and County Wide Surveys

(November 2022)

In partnership with Conductor, an online survey was carried out with circa 35 questions to the potential target audience, which focused on a range of age groups aged 25 and over, coming from Hertsmere, Watford, Three Rivers, Barnet, and Harrow. The survey was undertaken to understand the housing concerns and aspirations of those who might live at Heathbourne Green, as well as what might appeal to them in a scheme such as this. Over 500 responses were collected from around Hertsmere and the surrounding area.

Overall, over 80% of adults living in the surveyed area reported that a new development such as the one proposed at Heathbourne Green would be either 'appealing' or 'very appealing'. Amongst those that would consider living in a new development such as Heathbourne Green, the top reasons why they would consider it were: The **sense of safety** created by a development of this nature (82%); the focus on **wellbeing and positive lifestyle** (80%); and its **closeness to nature** (79%). Over half mentioned reasons associated with both **age-diversity** and **ethnic-diversity** – the fact that Heathbourne Green would be a part of a more ethnically diverse community focused on **intergenerational living**.

Employer Surveys

(March – October 2023)

We have spoken to organisations across Hertsmere on current and possible future housing challenges for their employees (including key workers not involved in the delivery of health and social care), and using this to help identify ways in which affordable housing provision for workers in the local area can be improved.

Third Sector and Charity Engagement

(October 2022 – October 2023)

We have spent valuable time engaging with NGOs and Third Sector organisations across the borough and county, understanding their impactful work and exploring ways in which we can help work together for the benefit of the community.

We are also part of the Live Longer Better Hertfordshire revolution, advocating the importance of Active Ageing across the county.

Design Charettes

(January – April 2023)

In addition to our internal, borough and county wide Design Review Panels, we have conducted peer reviews with respected architects from across the UK to critique our designs, which keeps us focused on creating a truly emerglar scheme.

Borough Wide Community Listening

(July – August 2023)

Partnering with the Royal College of Art, Trulocom's team held a series of street stalls and conducted a door-knocking exercise in various locations across Hertsmere to ascertain the views of local residents in respect of living and ageing in the borough. Over 200 responses were received.

Overall, residents reported that whilst they rated their local area highly, there were aspects that could be improved, such as the local **retail amenities**, the local **highway network**, and increasing the quality and quantity of **social care provision**, particularly for older people. Furthermore, many residents commented that their existing home may not be suitable for their needs in the future and that **rightsizing** might be the preferred option when exploring next steps as an alternative to moving into a care home.

Health Workshops

(October 2023)

We hosted a virtual workshop to better understand the need for healthcare provisions in Bushey and the greater Hertsmere community. We were joined by professionals from across the healthcare sector, including Turnyside Rural Trust, Green Connection, Hertsmere County Council, and the University of Oxford. During the workshop, discussions were raised on the importance of aging well, and how this can be facilitated at Heathbourne Green. Overall, the need for amenities and services for people suffering from **dementia** was an important topic, in addition to the ways in which Trulocom' s proposals can help combat **social isolation** and support people to maintain their independence as they age through a supportive **community** and **intergenerational living.** Furthermore, attendees commented on the benefits of **social prescribing,** and how a **holistic approach to health and wellbeing** can support the NHS.

Engaging the next generation

(November 2023)

Trulocom and TLC Care hosted a stand at Generation Hertsmere, a careers fair where close to 800 students from secondary schools in the borough attended to discover more about their future career options. We used this opportunity to engage with students aged 15-18 years old from across the borough to gather their thoughts on ageing, age friendly places, what makes intergenerational interaction meaningful to them and understanding what they value most as they age.

Bushey Forum AGM Presentation and Q&A

(February 2024)

On 20th February 2024, the project team attended the Bushey Forum AGM, where we presented our vision for Heathbourne Green to the committee and the Forum's membership. A Question and Answer session was also held to respond to queries raised by residents, and to clarify how our proposals benefit the local area and its residents. To view our presentation, click here. We will continue to engage with local residents constructively throughout the planning process.

Click here to find out what the emerging themes are coming out to the community engagement so far...

Wider Community Workshop

We will be hosting a workshop which will be held for the wider community, alongside our more formal public consultation. For more information, please register your interest on our website here.

Public Consultation

For more information about our public consultation, register your interest on our website here.

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Our Vision

Welcome to our consultation for Heathbourne Green, an opportunity to set a new benchmark for the future of ageing and living in the UK, with Bushey Heath leading the way for residents of Hertsmere.

We are keen to hear and understand the thoughts of residents on the issues connected with the ageing population and what is missing from the local area to ensure that Heathbourne Green is a thriving community that benefits both new and existing, younger and older residents alike.

Our vision for Heathbourne Green is to create a new landscape-led sustainable and multi-generational community in Hertsmere that embodies the principles of ageing well in a happy and healthy way. The proposals seek to create an intergenerational community set in an attractive landscape that brings people together in a natural environment in purposeful ways, promoting shared activities and social relationships. We aim to deliver an exemplar, age-friendly, integrated extension to Bushey Heath that will not only support Hertsmere in meeting the needs of its ageing population but will also improve the wellbeing and quality of life of all people living in the area.

Our healthy place-based approach is designed around the interdependent pillars of:

Health: Accessible and high-quality medical facilities, providing primary and community care focussed on prevention before cure

Wellness: A range of leisure and recreational activities and extensive nature and green spaces, contributing positively to physical and emotional wellbeing

Lifestyle: Opportunities for social integration and learning, bringing together multiple generations to foster a sense of community at all ages

Enterprise: Supporting the local economy through social enterprise, creating jobs for all ages.

By incorporating these pillars into the vision, the proposed intergenerational nature of Heathbourne Green will bridge the divide between younger and older generations, where people can age in a community with vibrancy and dignity in a home that is right for them. Our proposals will enable residents to feel part of a larger, diverse community, adding to their healthy years and allowing them to stay happier and healthier in their homes for longer.

Trulocom – Who We Are

Trulocom, part of TLC group, is an operator and developer in the social care sector, and a specialist in older people's housing and housing with care. We currently operate nine award winning care facilities across London and the South East, each with a focus on enriching residents' lives and providing an outstanding level of care. Our local experience and integration with the local community sets us apart from developers and housebuilders and provides us with a platform to set new standards for a new community which recognises and meets local needs.

Core Team

Our project team includes experts in their specialist fields to deliver a groundbreaking development of exemplar quality.

TRULOCOM · TLC CARE · Quod · Patel Taylor · LDĀDESIGN · CAVENDISH

Tackling today's housing and health crisis

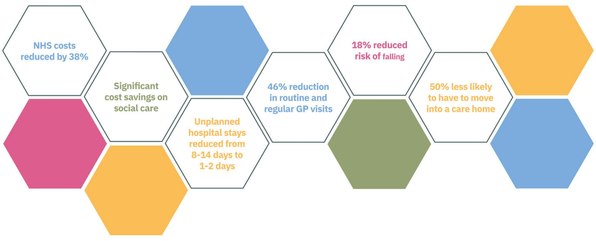
National:

- The UK's elderly population is growing, the Government predicts that 25% of the population will be over 65 by 2041, up from 18.6% today.
- Despite this, there is a severe and growing shortage of specialist retirement housing and demand is forecast to outstrip supply by 37% by 2040.
- The majority of the UK's existing stock is not designed to meet our needs as we age, leading to increased risk of falls in the home, social isolation and NHS backlogs as local councils struggle to find homes with the right level of support as people recover from illness.
- If the supply of age-friendly homes were to be increased, it is estimated that 50,000 fewer new homes would need to be built each year as better choice would result in fewer people under-occupying family homes.
- The UK's housing crisis can also impact the care we receive as we age, with many of those who work in the care sector being unable to access the local housing markets as rental levels and mortgage rates outstrip wages.
- The gap between social rents and market rents is increasing, making accessing the housing market challenging for those in lower income roles, including key workers.

Hertsmere:

- In Hertsmere, there is projected to be a 44% increase in the 65+ population to 2036.
- 28,000 Hertsmere households are under occupying their homes, with 8,318 households under occupying family homes in Bushey.
- There are over 9,000 key workers living in Hertsmere, many of whom are eligible for social housing but are unlikely to be allocated an affordable home due to current lack of delivery.
- An ageing population will increase requirements on already stretched health and care services in the Borough.
- There is a significant undersupply of housing locally in the borough. The Hertsmere Local Plan states that "the minimum annual local housing need set out in Planning Practice Guidance indicates a need for the delivery of 724 homes a year"
- Between 2020 and 2036, there is a predicted increase of 61% of dementia cases, and 55% in mobility problems in Hertsmere.
- There are no rehabilitation facilities available within a 45-minute drive of Heathbourne Green.

The benefits of Extra Care housing provision



How are these challenges impacting Hertsmere residents?

Adam and Sara

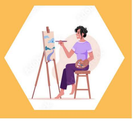
Adam and Sara, a couple who live in Potters Bar want to live closer to Sara's Dad, David who is looking to move out of the family home to a smaller home with no stairs due his mobility issues. Adam and Sara want to create their dream family home, to support Sara's father as he ages, and to allow David to spend quality time with his grandchildren, at the community facilities at Heathbourne Green. It is important to Adam and Sara that they live in walking distance of a local synagogue and kosher store. David, meanwhile, is looking for the right type of accommodation to suit his evolving needs as they age, including somewhere that caters for both his physical and mental health as well as his religious needs.

Vinu & Sanjay

Vinu and Sanjay have been living in Bushey for over 40 years. They still live in their family home as a couple, even though their children have moved out. Sanjay has dementia and Vinu has mobility difficulties, and their existing home does not meet either of their needs. They are keen to stay in the local area amongst their existing community connections but have been unable to downsize to a suitable home that is close to the healthcare facilities they require and that meets their social, cultural and health needs.

Lucy

Lucy owns a small creative business that she currently runs from a spare room in her house. She is a young professional and lives with her parents in Bushey. Lucy has grown up in the local area and wants to stay in the area. She has lots of friends nearby and enjoys socialising at local cafes and restaurants. Lucy loves living in Bushey, being in proximity both to central London and to the countryside. Lucy would like to stay in the area, but she can't afford to rent a flat in Bushey that would give her enough space to grow her creative business. She would like access to a space where she could host creative evening classes and ideally benefit from working alongside other businesses.



Sofia

Sofia is a geriatrician working in Elstree. She is a single mother of two young children, and her income means that she is unable to live close to work and has to commute by taking two buses from Enfield Town. She has moved a number of times, and can only rent her home, and would like to find a long-term home she can buy. Sofia is keen to join clubs to get to know her neighbours but does not have the time owing to her long commute and childcare commitments. She wants to be part of a community where her children can grow up safe and happy, and she also needs easy access to shops and other facilities to make the most of her limited time.

Next | Local Plan Context

Have your say

Feedback

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Heathbourne Green's context and evolution…

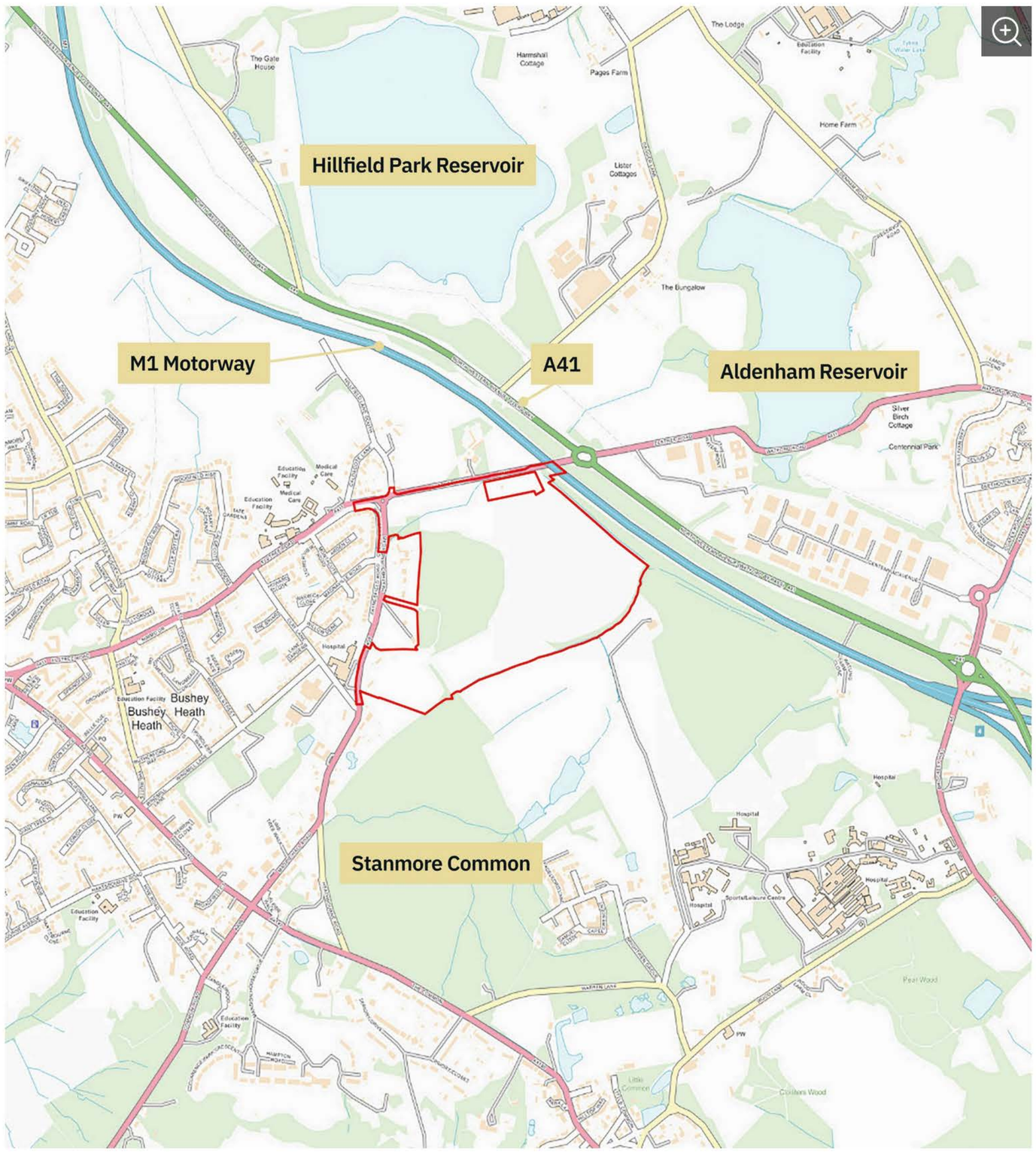
Local Plan Context

Heathbourne Green was identified as a suitable site for development in the previous draft Local Plan. The allocation provided for the creation of a sustainable new neighbourhood, with a significant proportion of specialist housing for older people, a local centre and a GP surgery, as well as for 40% of all new homes to be affordable housing. The new community would also provide for a range of lifestyle retail, employment, and communal spaces, as well as spaces that could be used by faith groups.

The site is formerly a landfill site with poor quality agricultural potential. The site is within the Green Belt, and any development will need to demonstrate Very Special Circumstances to secure approval. There are a considerable number of 'very special circumstances' that are outlined in this exhibition, that illustrate the significant benefits of Heathbourne Green which we believe outweigh any the impacts of building on this former landfill site.

Heathbourne Green would create a ground-breaking approach to healthy placemaking and community planning. The site is well-connected to the existing centres of Bushey, Elstree and Borehamwood and provides an opportunity to create an integrated, vibrant community in Hertsmere. We believe that Heathbourne Green would be a remarkable place to live.

The site is enclosed by the strong boundary of the M1 and A41, which means creating an extension to Bushey at Heathbourne Green would not create a precedent for further development or risk the merging of towns. The development would be well designed with strong green edges and sensitive development massing, which would limit any sense of encroachment of urban development on the countryside. Any other harms would be minimised through careful design and planning.



Back | Our Proposals

Next | Heathbourne Green

Have your say

Feedback

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Introducing Heathbourne Green

How does Heathbourne Green respond to local challenges?

Trulocom is looking to submit an outline planning application in the coming months for a development that will include approximately 1,300 new homes, of which 40% will be affordable, comprising a diverse, innovative and balanced mix of housing types and tenures in an attractive landscaped and natural setting which will create a truly mixed, cohesive and sustainable community catering largely for an ageing population.

This will include:

- **Rightsizer market homes** – older people and couples moving from a family house to accessible and more appropriately designed single storey home
- **Extra care homes** – older or younger people with physical and mental care needs living within a community with nearby healthcare
- **Key worker affordable homes** – working age individuals and young families working on site or in local businesses in services and health
- **Social rent homes** – older and younger people with need of additional support
- **Family self build homes** – working age families building a home to their own specification with intergenerational flexibility

Heathbourne Green will offer an integrated health and wellness hub, publicly accessible open spaces, local independent shops and cafes as well as providing a home for a range of charitable social enterprises and community led organisations whose primary purpose is to improve the physical and mental wellbeing of Heathbourne Green residents and the wider community.

Indicative masterplan

The proposals aim to include:

Health

- a new health and wellness hub with GP services, post surgery rehab and diagnostics
- a hospice
- high street healthcare facilities
- extensive walking routes to promote walking as part of daily exercise

Wellness

- new public open spaces including an informal park, new walking routes a village green, play areas and physic gardens
- shared dementia friendly food production facilities
- talking benches
- outdoor community and event space

Lifestyle

- a new accessible mobility hub
- onsite nursery
- restaurants, cafes, shops
- visitor accommodation
- places of worship

Enterprise

- affordable hybrid working space
- ‘make and do’ spaces for start-up businesses
- social enterprise community hub
- training centre with opportunities for upskilling and options to build apprenticeship skills in local sectors

Back Local Plan Context

Next Community Connections

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New community connections

A key part of our vision is to create a connected and accessible community. We have placed mobility at the heart of the development to achieve just this.

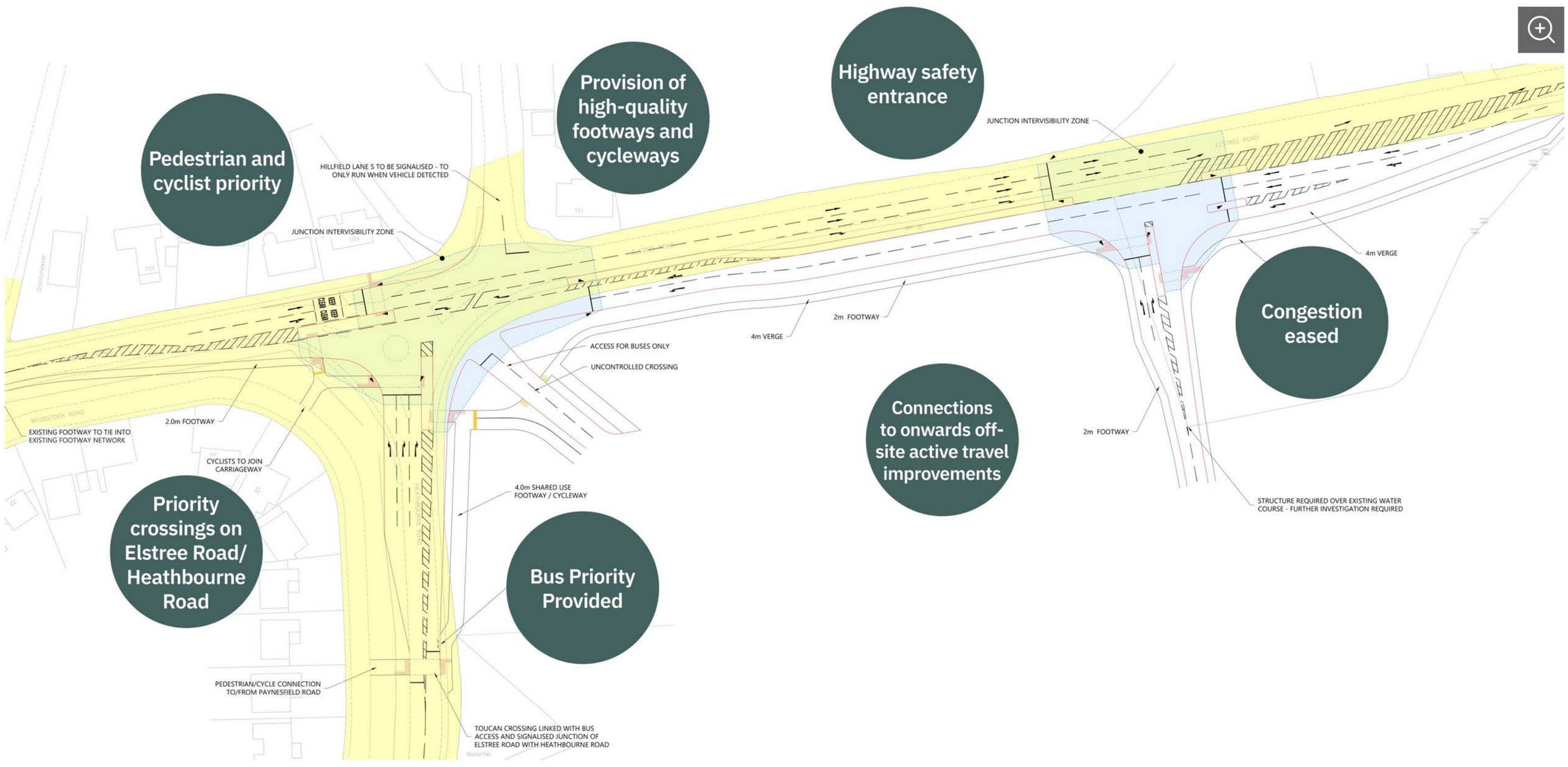
The site, bounded by Elstree Road, Heathbourne Road, and the M1, currently has limited public access except for an eastern public footpath (part of the London LOOP long-distance route). While buses do pass by, the existing stops lack adequate facilities.

On site and off-site pedestrian and cycling enhancements are proposed to promote healthy movement within Heathbourne Green but also to connect with the wider neighbourhood of Bushey, creating safe walking and cycling routes.

As part of the proposals, we are actively engaging with Hertfordshire County Council as well as local bus operators, Sullivan, and TfL to agree a strategy for providing new bus services to the site and the surrounding area. These will be secured by way of financial contribution as part of a Section 106 agreement with Hertsmere. Part of our proposal to improve the local highway network also includes making enhancements to the mini-roundabout junction at Elstree Road and Heathbourne Road to improve traffic flow.

The proposals aim to integrate with the Bushey community by removing barriers, establishing connections, and providing open space for the immediate and local community. In order to achieve this, we will implement the following measures:

- Improvements to bus services and increased frequencies and more reliable journey times
- A safe and more efficient junction at Elstree Road and Heathbourne Road to reduce queuing times for car traffic and improve safety for other road users
- Safe walking routes across the site and into neighbouring local centres
- Level paving throughout the site to ensure accessibility for all
- Cycle parking and safe cycling infrastructure to promote active travel
- Protection and enhancement of the existing LOOP
- Provide attractive green space
- Provide safe natural places for children to play
- Provide places to dwell on journeys within the site



Back | Heathbourne Green | Next | Sustainability

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Feedback

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Environment and sustainability

As part of the proposals, the project team is committed to achieving at least a 10% biodiversity net gain. This will be done through new planting and creation of accessible green spaces as well as retaining the on-site woodland for both new and existing residents to enjoy. Our proposals for Heathbourne Green are landscape-led, with green space and wildlife being delivered for all to enjoy. In addition, we are taking active measures to both preserve existing habitats and to create new ones, leading to a further increase in eco-diversity.

Drainage

The development actively includes Sustainable Drainage Systems (SuDS) to limit surface water runoff to the existing greenfield rate, preventing an increase. Meetings with Hertfordshire County Council have occurred, and SuDS will also provide amenity and biodiversity benefits. Our emerging drainage strategy aligns with guidance and planning policy, however we will always look to improve local situations where this is possible and would welcome recommendations on how to achieve this.

We are currently surveying the existing ditches and are undertaking site specific hydraulic modelling. This modelling will quantifiably show the existing and proposed floodplain and will work to ensure that the development does not increase flood risk in the locality.

Indicative sketch imagery

Riverside character area

Central character area

Central character area

Back Community Connections

Next Community Benefit

Have your say

Feedback

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How will future residents and the wider Hertsmere community benefit from Heathbourne Green?

Vinu & Sanjay

Healthcare needs are met in the integrated health hub

Dementia-friendly spaces with way-finding that provides a sense of safety and security

Vinu meets her friend from Elstree to enjoy 'dance to health' classes at the health centre weekly, designed to help improve strength and balance and meets up for a regular daily walk through the attractive open spaces

Downsizing to a suitable home has freed up their family home for a young family who have been struggling to get on the property ladder

Multiple leisure facilities available Living space to accommodate host family and grandchildren at weekends

Frequently visit the dementia friendly allotments where they bring home produce to make delicious plant-based dishes

Sofia

Access to affordable key worker housing

Living in proximity to work, able to cycle from the transport hub to her job – saving commuting costs

Plenty of retail options – including affordable local convenience

Local pub is family friendly where she can meet neighbours, friends and socialise

Nursery easily accessible for pick up and drop offs

Attends mummy and toddler yoga in the health hub on Saturday morning

Sofia's children can play in local safe areas and connect with nature

Adam and Sara

Self-build opportunity to create a custom home that meets Sara and Adam's family needs

On Wednesdays, David takes the grandchildren to play at the on-site children's play areas

Specific space allocated for Jewish community activities on site, where the family can see friends, and good links to nearby local kosher restaurants and cafés

Reduction of social isolation for grandfather, David, as he is close to his child, Sara, and grandchildren

Multigenerational living in one place that meets the evolving needs of the entire family

Adam and Sara enjoy their favourite local restaurants in nearby Bushey and Borehamwood, whilst enjoying the variety of global grocers for locally grown produce to cook with during the week

David visits the SHED social club at Heathbourne Green on a Tuesday and Thursday morning and meets up with similarly aged people

Lucy

Affordable rental units to allow her to move out of her parents' home

Sees her friends in Bushey regularly by jumping on a bike to meet them in their favourite local coffee shop on Bushey High Street

Communal gardens for summer BBQs and a glass of wine with friends on the Village Green

Creative enterprise spaces where Lucy can grow her business and host evening classes

A well-connected location for visits to London

Easy access to green space for mental wellbeing, exercise and walking her dog

Heathbourne Green provides opportunities for social interaction, physical activity and tailored consistent care all of which improve personal health, psychological and social wellbeing and reduces isolation and loneliness amongst the most vulnerable in the community.

Back Sustainability

Next Community Feedback

Have your say

Feedback

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We've been listening to what you have to say

We are committed to ensuring that those that live and work in Hertsmere not only have the opportunity to help shape the future plans and vision but also work alongside us to collaborate in the creation of Heathbourne Green. Through a series of community-focused engagement programmes, Trulocom has built an understanding of the wants and needs of both the local and surrounding community to create proposals that deliver for new and existing residents alike. We have been listening, engaging and communicating with residents and organisations across the borough to truly understand the local need in Hertsmere and Bushey:

Social Online Listening (Sept 2022) – Gathering qualitative data about what really matters to local residents when it comes to health, housing and community.

Local Resident Focus Groups (Oct 2022) – With families, older people and cultural groups to understand what 'home' and 'ageing' means to them.

Borough and County Wide Surveys (Nov 2022) – Collating over 500 responses to understand how residents feel about their current housing and their future housing needs.

Employer Surveys (Mar-Oct 2023) – Completed by prominent Hertsmere organisations providing insight into the requirements for affordable key worker housing in Bushey.

Third Sector and Charity Engagement (Oct 22 – Oct 2023) – Engaging with over 150 organisations across the county and borough, understanding their challenges and ways we can support their growth and expansion.

Design Charrettes (Jan-April 2023) – Peer review, bringing together respected architects to critique and help shape the emerging design of Heathbourne Green.

Borough Wide Community Listening (July-August 2023) – Working with the Helen Hamlyn Centre for Design and Oxford Ageing, as well as door knocking finding out how local residents and business feel about where they live, what they love and what could be improved.

Health & Community Workshops (Oct 23) – Virtual workshop to understand the need for healthcare provisions in Bushey and the wider Hertsmere community.

Secondary school students engagement (Nov 2023) – Speaking to 15-18 year olds in Hertsmere to understand the younger generation's view on ageing and how they feel about growing older in their community.

We have worked with experts in the field to further understand the national picture with respect to creating an exemplary intergenerational community.

Trulocom has commissioned best practice research from the country's leading institutions in the ageing and inclusive design sector to create something extraordinary. Heathbourne Green is a scheme designed around socially connected communities that support healthy ageing and independence.

***'A guiding principle of Heathbourne Green is the creation of neighbourhood clusters with clear identity and sense of place. The clusters help secure a rich lifestyle and sense of community from the outset'* – Oxford Institute of Population Ageing**

***'Creating connected communities in Heathbourne Green will see spaces designed to serve and stimulate interaction between people in different life stages and with different religions, abilities and socio-economic backgrounds'* – Helen Hamlyn Centre for Design**

Back Community Benefit Next Added value to Bushey and Hertsmere

Have your say

Feedback

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How will Heathbourne Green add value to Bushey and Wider Hertsmere

People	Place	Housing	Economy	Environment
Meeting the needs of the ageing population	Creating a new inclusive local centre with town square & green	Improving choice for local residents	Keeping spending local to support small businesses	10.93 hectares of open space
Supporting faith groups in the local community	Improving access to open space & nature	Creating homes for c. 1,200 households	New shops, places to eat, drink & celebrate	Street trees throughout the development
Investment in people through skills & training with a focus on Social Mobility	Safeguarding high value greenbelt sites	Providing a range of affordable housing	Creating employment opportunities	Productive communal gardens for growing fruits and vegetables
Enhancing healthcare provision with a holistic approach to wellbeing	Former landfill site enriched and diversified	Providing homes for key workers	Attracting inward investment	Building designed to be highly energy efficient in use
Adding to the range of facilities and amenities for Bushey residents	Addressing existing traffic problems	Releasing under occupied family homes	Supporting local charities and funding community enterprise	Energy generated via site wide Air Source Heath Pumps

Heathbourne Green is not a retirement village. It aims to be an exemplar community, meeting a range of local needs, setting a new benchmark in intergenerational and retirement living. Our proposals will:

Support intergenerational living with facilities for all needs and ages

Present opportunities for social interactions

Create an inclusive community with a range of housing types and tenures

Support key workers with the provision of affordable tenures

Provide jobs in a range of industries to create a truly diverse development

Make high quality healthcare available to all

Prioritise wellbeing by having easily accessible nature throughout

Provide new amenities in the district of Bushey

Free up under-occupied family homes in Hertfordshire

Promote charities and local enterprise and provide a home for existing community projects

***"Trulocom's intention is to design and build a project that fosters community relations inside the HBG scheme, at the same time as embedding the development within the established communities of Bushey and Hertsmere...to provide the infrastructure for a community at HBG which is woven into the fabric of the existing Hertsmere communities."* – The Oxford Institute of Population Ageing**

Back | Community Feedback | Next | Have your say

Have your say

Feedback

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TRULOCOM

Next steps

Public Consultation

Our public consultation has now closed. Please sign up using the form below to be kept updated with our proposals.

Community Workshop

As part of our consultation with the local community, we are organising a workshop to gather views on our emerging proposals. This event will be advertised shortly.

Sign up

Please sign up to the form to receive a notification when this is made available.

Name (Required)

Title | First name or initial | Last name

Email (Required)

Telephone

Postcode

☐ I agree to the privacy policy. (Required)

I'm not a robot reCAPTCHA Privacy - Terms

Submit

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TRULOCOM

Contact us

If you would like to get in touch with, we would love to hear from you!
Please use the form or contact details below.

Freephone: 020 3398 1590

Email: info@heathbournegreen.co.uk

Sign up

Please sign up using the form to receive updates about our proposals.

Name (Required)

Title

First name or initial

Last name

Email (Required)

Telephone

Postcode

I agree to the privacy policy. (Required)

I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

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Appendix O.

Paper Feedback Form

CAVENDISH

TRULOCOM

Heathbourne Green

Feedback Form

Privacy Statement

By filling in this form, you are agreeing that Cavendish Consulting can hold and process your personal data in relation to this public consultation exercise.

- Cavendish will only share your personal data with the project team for planning evaluation purposes.
- Your identifiable, personal data will not be used for any other purposes without your consent.

Cavendish and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask more about the comments you've made.

Cavendish acts on behalf of Trulocom to run public consultation activities.

Your details

Title (Miss/Mrs/Ms/Mr/Other):	Address:
First Name or Initial:	
Surname:	
Postcode:	
Age Group (please circle): Under 13 13-17 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85+	Telephone: Email:

I do not wish to provide personal details but can confirm that I am over the age of 13 ☐

We will use these details to contact you and update you on the proposals. If you would like to be kept up to date with these proposals, please tick this box ☐

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU.

You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address cavendishconsulting.com/data-protection or by contacting us on **01962 893 893 / dataprotection@cavendishconsulting.com.**

CAVENDISH

1. **What is your relationship to the site?**

Local resident ☐ Local councillor ☐ Visitor ☐ Business owner ☐

Other (Please specify) _____

2. **To create a truly and inclusive and diverse community, we will be providing a range of housing types to cater for all needs. On a scale of 1 to 5 (with 1 being the highest) which types of housing do you think are most needed in the local area?**

Specialist accommodation for over-55s ☐

Extra care homes for those who need support ☐

Affordable homes (e.g for key workers) ☐

Market sale and build-to-rent ☐

Self-build homes ☐

3. **The proposals at Heathbourne Green include a new GP surgery and a health hub. To what extent do you support these proposals?**

Strongly support ☐ Support ☐ Neutral ☐ Do not support ☐ Strongly unsupportive ☐

4. **On a scale of 1 to 10, how important do you consider landscaping and green space as a part of a new intergenerational community?**

Strongly disagree — Strongly agree

0 1 2 3 4 5 6 7 8 9 10

CAVENDISH

5. **We have taken steps to ensure the proposals can accommodate the older residents of Heathbourne Green, such as level paving throughout the site, wayfinding and dedicated on-site healthcare and wellness facilities. To what extent do you agree with this approach to address the needs of an ageing population?**

I like and agree with this approach ☐

I like this approach but feel there are other things you could consider (please specify below) ☐

I dislike this approach and feel there are other things you could consider ☐

Please tell us more about why you selected that answer.

Comment:

6. **We are proposing a range of facilities at the heart of Heathbourne Green, including local shops, cafes, restaurants, event and training space, workspace, open spaces and premises for local charities. On a scale of 1-10, what do you think about these proposals?**

Strongly disagree — Strongly agree

0 1 2 3 4 5 6 7 8 9 10

Do you have additional comments relating to the non-housing uses proposed?

Comment:

7. **In order to reduce congestion locally and to improve connections to and from Bushey, we are proposing a number of measures at Heathbourne Green. These include improvements to the junction of Elstree Road and Heathbourne Road, as well as the provision of a new transport hub, footpaths and cycle paths. On a scale of 1-10, what do you think about these proposals?**

Strongly disagree — Strongly agree

0 1 2 3 4 5 6 7 8 9 10

Tell us more about why you selected this option.

Comment:

8. **Have you got any further comments or feedback regarding our proposals?**

Comment:

TRULOCOM

info@heathbournegreen.co.uk

heathbournegreen.co.uk

020 3398 1590

CAVENDISH