

Boutique Care

Site – 171 Evendons Lane, Wokingham, Berkshire, RG41 4EH





1 Introduction

1.1 This statement has been prepared on behalf of Boutique Care Propco (Wokingham) Ltd) for the re-development of the site for a care home at the site known as 171 Evendons Lane, Wokingham, Berkshire, RG41 4EH, relating to condition 37 of the grant Planning Permission for, *“Outline application with all matters reserved except for access, for the proposed erection of a 64-bed care home (Use Class C2) with site access, parking, hard and soft landscaping and other associated works following demolition of existing commercial buildings.* under reference; 231531.

1.2 The above condition 37 stated the following;

- No development shall take place until a Communications Plan has been submitted to and approved in writing by the Local Planning Authority. The Communications Plan shall specify methods of communication between local residents and the developer and/or contractors, including the creation of a liaison group to meet in accordance with an agreed schedule during construction. The Plan shall be carried out as approved until the final completion of the development.

1.3 The below sections set out the works and exercises that have been undertaken in order to discharge the condition, which include but are not limited to offers or meetings, leaflet drops, websites and other communication tools.

2 The applicant.

2.1 Boutique Care Homes is part of the Churchgate group, which has over 20 years' experience in land acquisition and development projects specialising in bespoke new care homes.



- 2.2 Care home developments and operations are the main focus of the company. Given their operational model they have a complete understanding of the care home market from the design and planning process, construction, right through to the operation and management of completed homes.
- 2.3 Boutique's best practice approach to all projects undertaken by their in-house teams of designers together with our professional partners in the fields of acquisition, construction and delivery of planning, brings together the specialist skills required in today's environment to deliver successful projects.
- 2.4 Boutique Care Homes is a family owned, award-winning provider of specialist residential, dementia and respite care for older adults.

Community Engagement

- 2.5 One of the core parts of Boutiques business model as the owner, developer and operator is to ensure that their care homes become a major contributor to the local community in the following ways:
- They arrange activities both inside the care home as well as activities in the local communities. One of their care homes recently organised a dementia aware jazz event in a local theatre that was extremely well attended by the local town.
 - Offering the bistro as a rest stop and hub for emergency services professionals with access to toilet facilities, teas, coffees, cakes and biscuits as part of our Blues & Brews initiative.
 - Engaging with local schools and toddler groups to create intergenerational programmes within our environments.
 - Becoming a hub of information, supporting individuals to make better decisions about care, for those in later life and holding workshops and information sessions for anyone in the local community.



- Boutique see their café as being a hub for local health professionals giving them free access to toilet facilities, teas, coffees, cakes and biscuits.
- Boutique will be a hub of information and act as guides to those needing support caring for a loved one living with dementia. It can be incredibly difficult to know what the right answers are for those who have never experienced anyone living with dementia. Their staff are all trained by organisations such as the Alzheimer's Society on the latest best practice and are well placed to offer advice and support and their expert team will be able to support those in the local community through guidance and advice based on their experiences.
- This assistance can be offered through our Dementia Support Groups, Dementia Cafes and Dementia Friends training delivered in the local community
- Supporting local charities with fundraising initiatives to continue their good work
- Utilising local businesses to support our care home providing additional job creation indirectly within the local area.

3 Works Undertaken

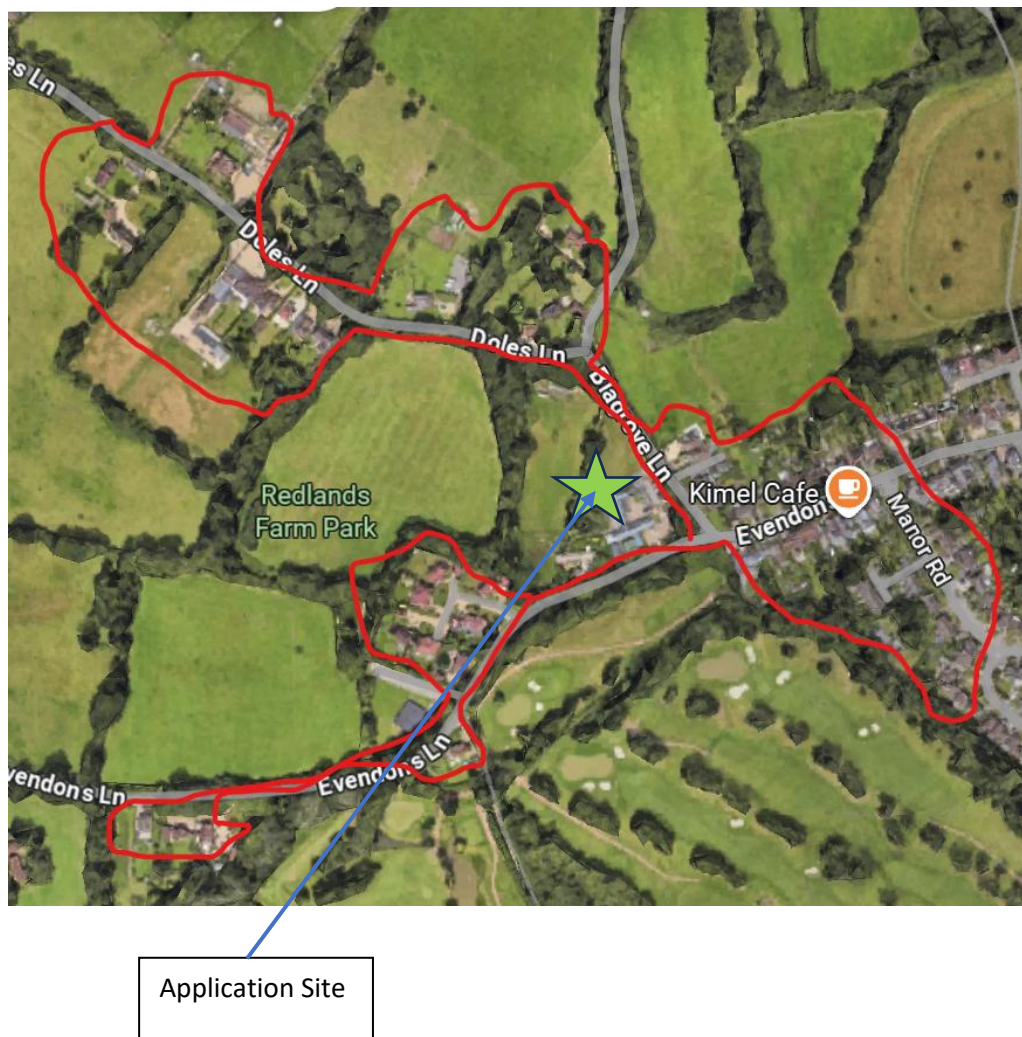
- 3.1 The following section sets out the types and methods of communication which have been undertaken to ensure that the local community have been made aware of the development, and are able to communicate with the applicant as appropriate.

Communications with local consultees.

- 3.2 Local ward members and the Town Council were contacted via email on the 7th July 2025. This email provided a copy of letter, and offered a meetings to discuss the proposal and its development moving forward (Appendix 1) To date we have had no response to this.

Consultation with local community,

- 3.3 In an effort to work with all the neighbours of the site and to keep them informed the applicant hand delivered a newsletter (Appendix 2) to all local neighbours shown in the plan below in July 2025. This was over 180 households in the local search area as set out within the plan below.



- 3.4 The leaflet that was been hand-delivered to the immediate neighbours of the site (delivery area highlighted in red above). The leaflet informs the local community of Boutique's ambitions for the site and its development and their desire to work collaboratively with them. It also outlines Boutique's operational approach and their

commitment to developing the site with the help and guidance of the local community.

Site Hoarding

- 3.5 Below are images of the site hoarding which not only secure the site as a whole. Further to this as can be seen from the images below they also act as both an information point and advertisement for the site.







Site Website

- 3.6 One of the more innovative ways that Boutique are working is that the website that would usually be used for launching the care home, has been bought forward to communicate what is happening on site.

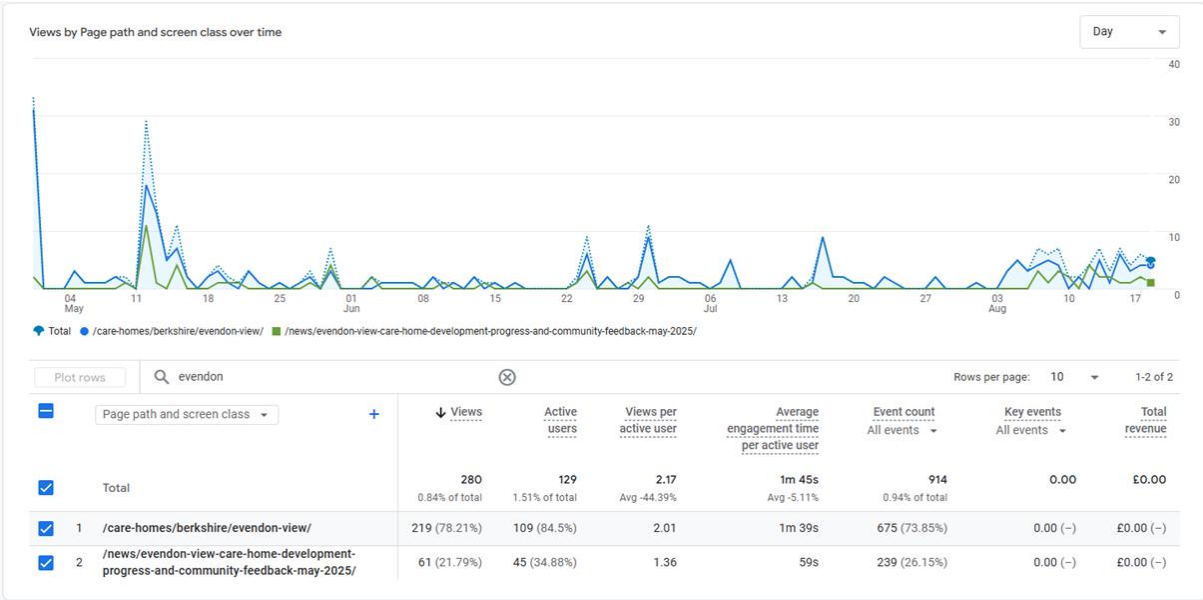
(<https://www.boutiquecarehomes.co.uk/care-homes/berkshire/evendon-view/>)

- 3.7 This sets out the what is proposed, how it will operate, offers latest updates, gives a development timeline, show the plans as submitted for the reserved matters application, and has and FAQ section. Further to this the website also offered the ability to message the applicant with any queries.

- 3.8 Following the installation of the hoarding along our boundary fronting Blagrove lane, as shown above. This also directs people to the website for information, following



installation of the hoarding, and the newsletter the traffic for the website was as below;



3.9 As can be seen from the above the applicant has used every effort to communicate with the local community and to keep them updated as to the process of the development.

4 Compliance with Condition

4.1 Following through consideration of the condition and its requirements the following outputs have been identified;

- *methods of communication between local residents and the developer and/or contractors,*
- *creation of a liaison group to meet in accordance with an agreed schedule during construction.*



- 4.2 We believe that we have clearly demonstrated that the scheme and communications strategy have gone beyond the actual requirement of the condition. These communications have clearly set out the method taken to inform the local community and stakeholders.
- 4.3 In relation to the second element, we have continually offered meetings and engagement with the local community, to date we have had no responses. We are not in a position to create a liaison group if there are no interested parties who wish to engage – other than the developers’ obligations, and their ethos to establish a community-based development.
- 4.4 As such as based upon the details provided in section 3 we believe that we have complied with the requirements of the condition. If there are concerns this must be balanced against the tests of planning conditions as set out within paragraph 55 of the NPPF;
- necessary;
 - relevant to planning;
 - relevant to the development to be permitted;
 - enforceable;
 - precise; and
 - reasonable in all other respects.



5 Conclusion

- 5.1 The above sections clearly set out that the rationale and steps taken to ensure that the local community are consulted and have the ability to engage with the process if they wish. As such we believe that the above strategy clearly sets out a process that would accord with the requirements of Condition 37, which should be discharged on this basis.



APPENDIX 1 – Local Stakeholder communication

From:
To:
Cc:
Subject:
Date:
Attachments:



Dear Sir/Madam

Site - 171 Evendons Lane, Wokingham, RG41 4EH
Proposal – Reserved Matter Planning Application in relation to Outline Planning Consent; 231531

I am pleased to inform you that my client, Boutique Care Homes, has purchased the above site. They will shortly be submitting a reserved matters planning application, following the grant of outline planning permission for a new care home at 171 Evendons Lane.

Attached to this email is a leaflet that has been hand-delivered to the immediate neighbours of the site. This leaflet informs the local community of Boutique's ambitions for the site and its development and their desire to work collaboratively with them. It also outlines Boutique's operational approach and their commitment to developing the site with the help and guidance of the local community.

Boutique prides itself on engaging with local people to deliver a development that, as far as possible, benefits all stakeholders – including but not limited to, neighbours, consultees, and others – and utilises local skills, services, and suppliers wherever possible.

Should you wish to meet with members of the Boutique team to discuss the forthcoming planning submission, we would be delighted to arrange a meeting to discuss the opportunity and to explain its delivery and the benefits it will bring, as well as addressing any queries you may have.

Please feel free to email or call me on the details below to discuss.

Kind regards,

Alex King - Managing Director

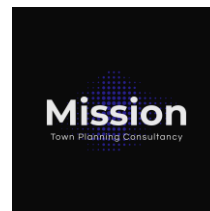
Mission Town Planning Ltd

Tel; 07538151774

alex@missiontownplanning.com



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APPENDIX 2 – Newsletter

EVENTDON VIEW

BY BOUTIQUE CARE HOMES

Dear Neighbour.

1st May 2025

I am writing to inform you that Boutique Care Homes has purchased the land and buildings at 171 Evendons Lane, Wokingham, from Bewley Homes. As you may be aware, consent has been granted for a new care home to be developed on this site.



Boutique Care Homes is a small, family-run care home group with over 20 years' experience in land acquisition and development. We have earned a strong reputation for delivering high-quality residential, commercial, and care home projects. Our in-house team, alongside trusted partners, manages every stage—from design and planning to construction and long-term operation—ensuring the successful delivery of each development.

We pride ourselves on creating the highest standard of care environments. Our homes have been recognised in several national awards, including being named a finalist for "Property Developer of the Year" by LaingBuisson in 2021 and 2022, and by HealthInvestor in 2022. In 2023, Boutique Care Homes was awarded Best Small Care Home Group in the UK at the 25th National Care Awards. We were also named one of the UK's Top 20 Small Care Home Groups in both 2024 and 2025.



EVENDON VIEW

BY BOUTIQUE CARE HOMES

Since acquiring the site, you may have noticed some activity along the boundary. Our first step was to install hoarding along Blagrove Lane to safely screen development activity. To enable this, it was necessary to prune back overgrown vegetation along the roadside. In doing so, we were pleased to uncover several previously obscured drains, which should help to improve local drainage along Blagrove Lane.



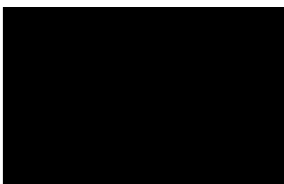
The current phase involves site surveys and ground investigations. These will be followed by initial ecological and archaeological assessments. Meanwhile, we are finalising the design for our new care home, commencing pre-start planning conditions, and progressing our Reserved Matters application.

To keep you informed, we've created a dedicated website, www.evendonview.care, which will share updates on the proposals, design progress, and offer a way to send feedback as part of our resident engagement. Comments submitted by **31st May 2025** will be considered ahead of our Reserved Matters application with construction is expected to begin later this year, following demolition.



To discover more about Boutique Care Homes and our current portfolio—including forthcoming homes in Hythe, Kent, and Burgess Hill, West Sussex—please visit www.boutiquecarehomes.co.uk.

Yours Sincerely,



David Lobb, Land and Planning Director.