

PURPOSE OF THIS CONSULTATION

WELCOME

This consultation is presented on behalf of Churchill Retirement Living and invites you to view and provide feedback on the initial proposals to redevelop an assembly site comprising a number of residential properties at Toynbee Road and Romsey Close, in Eastleigh. The consultation is made up of a number of information boards including the following:

- The Purpose of the Consultation
- Introduction to Churchill Retirement Living
- Planning Policy
- Housing Need
- Benefits of Older People's Housing
- Location & site
- Context
- Constraints & opportunities
- Design evolution
- Indicative plans
- Preliminary views
- Next steps

We value your comments on the proposed development. The comments are considered following the consultation to help steer the proposals prior to a planning application being submitted to the Local Planning Authority. How Churchill Retirement Living has considered your comments will be detailed in a Statement of Community Involvement that will support any planning application.

THE PROPOSAL

The proposal is for the redevelopment of a combined site at Toynbee Road and Romsey Close, Eastleigh, SO50 9DB, and the erection of circa. 83 retirement living apartments with associated communal areas, parking and landscaping.

VISION

The vision for the site is to deliver a development that meets our customers' needs and the local need for retirement apartments whilst also enhancing the character and appearance of the area and making a positive contribution locally in terms of social, economic and environmental benefits.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.



INTRODUCTION TO CHURCHILL RETIREMENT LIVING

WHO ARE CHURCHILL RETIREMENT LIVING LTD?

Churchill Retirement Living (CRL) is a privately-owned British Company, highly trusted and respected within the housing industry. CRL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active, independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 160 developments and sold over 5,000 units. Through our group company, Churchill Estates Management we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

Churchill is a company built on integrity and trust. Our focus on design excellence and build quality is supported by an ongoing commitment to the successful management of our developments for the long term, providing an independent lifestyle that meets the needs of our 10,000+ apartment owners.

Our developments not only provide well documented benefits to our customers but also to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses.

"People living in specialist retirement homes typically experience reduced health risks, contributing to fiscal savings to the NHS and social care services of c. £3,500 per person per year." Healthier and Happier – Homes for later Living, September 2019.

Typically, our customers downsize from a 3 or 4 bedroom family home. For each retirement property bought it is estimated that two houses are freed up down the housing chain (Chain Reaction - August 2020)



CRL is an award winning business having recently won a number of prestigious industry and wider business awards including;

- **The WhatHouse Awards. The only retirement housebuilder ever to have been awarded 'Housebuilder of the Year' and in 2019 was again named 'Best Medium Housebuilder'**
- **The HBF Customer Satisfaction Survey. Churchill has consistently retained its top '5 star' status having been recommended by more than 90% of customers**

Summarised below are some of CRL's key statistics;

- **7,545 apartments under management**
- **Five regional offices around the country**
- **Over 600 employees across the group**

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



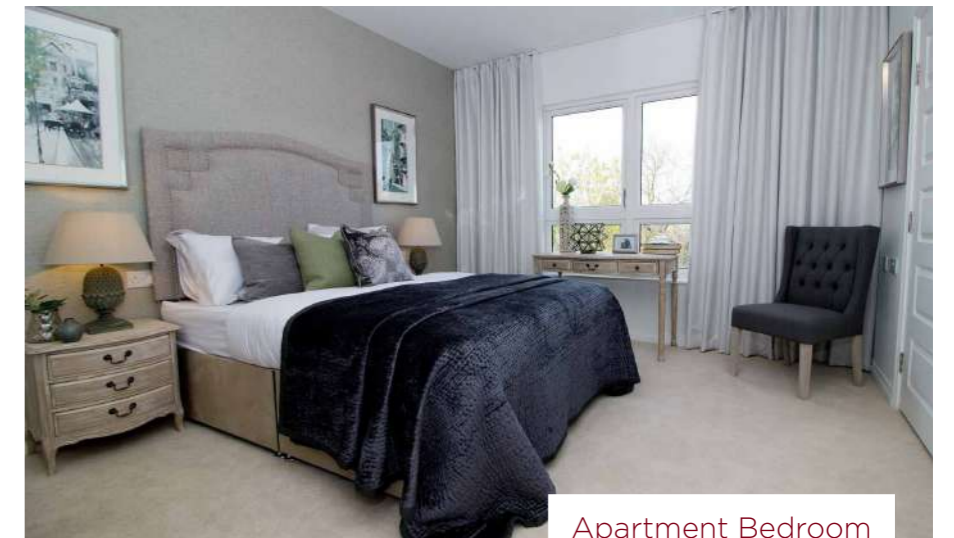
Guest Suite



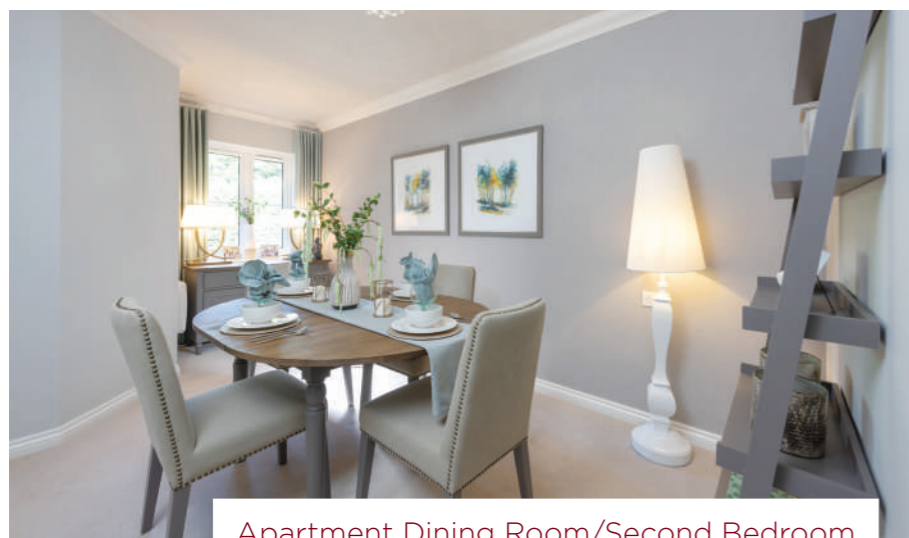
Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

HOUSING NEED

A NATIONAL NEED

It has been widely acknowledged that the UK has a housing crisis. Not enough homes are being built to meet the needs of the population. National Planning Policy includes Planning Practice Guidance on 'Housing for older and disabled people' to assist Councils in preparing planning policies on housing for these specialist groups. This sets out that providing housing for older people is "critical".

People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million.

Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

A LOCAL NEED

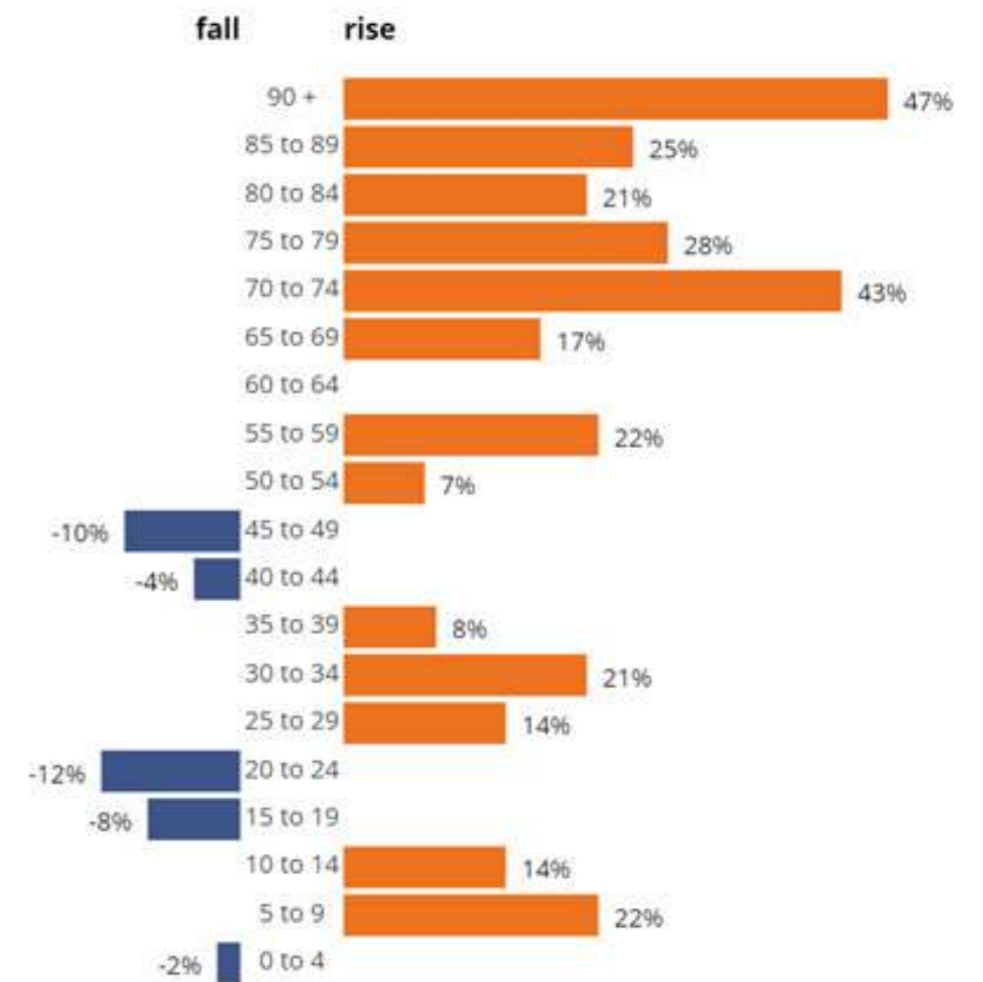
Eastleigh has an established ageing population.

The 2021 Census Data identifies that there has been an increase of 28.2% in people aged 65 years and over between 2011 and 2021, as shown adjacent. This is significantly higher than the national average of 20.1%.

The Council's SHMA report (2014) simultaneously identifies there is a growing need for older persons housing within the housing market area. Consequently, there is an additional need for 3,980 sheltered open market homes up to 2030 to meet the growing demand.

The need for older persons housing is also discussed in the Council's Local Plan (2022) where the development of specialist accommodation is supported. The Local Plan sets out in the next twenty years the population of Eastleigh Borough will change with an estimated increase of 24% in the number of people aged 65 and over living in the Borough and an increase of 5% of people over 85. This will lead to an increasing number of older people requiring accommodation, estimated to increase by 24%.

The 2018 sub-national population projections also identify that in 2018 Eastleigh's population of persons aged over 80 was 5.4%, this figure is expected to increase to 8.9% by 2043. This shows an 88.9% increase in people aged 80 years and over which is higher than the national average.



Population change (%) by age group in Eastleigh 2011- 2021 (source ONS data)

BENEFITS

Older peoples housing produces a large number of significant economic, social and environmental benefits.

ECONOMIC

Retirement housing gives rise to many economic benefits:

- Each person living in a home for later living enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per person per year (Homes for Later Living September 2019).
- With circa 83 units proposed, at a ratio of 1.3 people per apartments, there will be around 108 occupants. At a saving of £3,500 each per year, this equates to a saving of £378,000 per year in local NHS and social care costs in comparison to mainstream housing. This is a significant economic benefit.
- Moves into retirement housing, frees up larger under occupied family homes. Every move into retirement housing generates two moves further down the housing chain, sometimes more. Thus, freeing up properties for young families and first-time buyers.
- A recent report entitled Silver Saviours for the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45-unit retirement scheme, the residents generate £550,000 of spending a year, £347,000 of which is spent on the high street, directly contributing to keeping local shops open.
- An average retirement scheme will support the following new jobs:
 - 85 construction jobs
 - 1 permanent job in repairs and renovations
 - 2.3 permanent jobs in management and care
 - 3.2 permanent jobs on the local high street (residents are basket shoppers and will do their shopping locally)



Our developments free up family housing by enabling older people to downsize - a typical 41 unit retirement development generates approx 92 moves in the chain



A development that maximises the use of previously developed land reducing pressure on greenfield sites



£3,500 P/A

Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

SOCIAL

Retirement housing gives rise to many social benefits:

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

ENVIRONMENTAL

The proposal provides a number of key environmental benefits by:

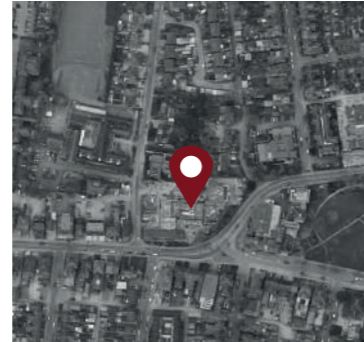
- Making more efficient use of land thereby reducing the need to use limited land resources for housing.
- Providing housing in close proximity to services and shops which can be easily accessed on foot thereby reducing the need for travel by means which consume energy and create emissions.
- Providing shared facilities for a large number of residents in a single building which makes more efficient use of material and energy resources.
- The proposal includes renewable technology through the use of solar panels to assist in the reduction of CO2 emissions.
- All areas of the building will be lit using low energy lighting and where applicable utilise

BENEFITS



The economic benefits of the proposed development at **Romsey Close and Toynbee Road, Eastleigh, Hampshire**

The proposed development at Romsey Close and Toynbee Road will stimulate economic growth, assist meeting Eastleigh's housing requirements and add to the authority's revenues.



The proposal



83
Retirement Units

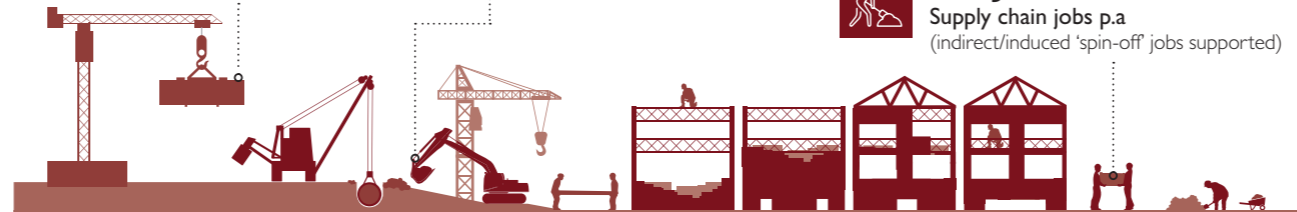
Construction benefits

£14.6m
Construction value
(total construction cost)

£26.6m GVA
Economic output
(additional GVA p.a.)

146 Jobs
Construction jobs p.a.
(1.6 years build period)

177 Jobs
Supply chain jobs p.a.
(indirect/induced 'spin-off' jobs supported)



Operational and expenditure benefits

6 Jobs
Direct jobs
(additional jobs supported by the new retirement development)

£643,000
Resident expenditure
(within local shops and services p.a.)

5 Jobs
Supported jobs
(from increased expenditure in local area)

£239,000
Economic output
(additional GVA p.a.)



Wider benefits

166
Potential existing homes
(released for other buyers)

£378,000
Fiscal savings contribution
p.a. (to the NHS)

LICHFIELDS



OUR TYPICAL CUSTOMER



“

The Churchill team couldn't have done anything more for me, and it was great having someone to say 'Sit down and leave it all to us' - I wasn't expecting to get so much help! It meant little or no concern, I could just relax and let other people take care of the details.

I've moved house lots of times before, but never on my own. My wife was always the one who would take charge of things, so it was a bit daunting thinking I'd have to do it all without her. That's why it was so lovely to have it all taken care of for me, and I was kept informed throughout so I knew what was happening.

The removal company gave lots of helpful advice, and when it came to moving day my Senior Move Adviser Kim was there as an extra pair of hands to make the whole day run smoothly. I also got to stay in the Lodge's Guest Suite the night before I moved in, which was just what I needed after a long journey from Lancashire down to Cornwall. Just another thing that was just taken care of without me having to worry about it."

Barry Perkins (Perran Lodge, Newquay)



“

The Millstream team work very hard but still maintain their warm and caring approach as they help new apartment Owners move here and settle in. I'd like to thank them for creating such a warm, settling and happy home for me and my dog Molly."

Barbara Roberts (Lockyer Lodge, Sidford)



“

"We were rattling around in a four bedroom house that was far too big for us. We decided the time was right for us to downsize, and the pandemic didn't put us off from making the move. Our bowling colleague Bob recommended Churchill, and now he's our next-door neighbour!"

"Our new apartment is very warm and cosy, everything is nice and new, and we have a very nice outlook from our balcony across the bay to St Michael's Mount. We've seen some beautiful sunrises. We also enjoyed a 'pasty and prosecco' welcome party in the Owners' Lounge when we first moved in, which gave us a chance to meet people. Everyone was very welcoming and we're looking forward to getting to know them all."

Mike and Jackie Richards (Mount's Bay Lodge, Penzance)

PLANNING POLICY

Planning applications are required to be determined in accordance with a Local Authorities Development Plan unless material consideration indicates otherwise. Other Material considerations include the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG).

National Planning Policy

The revised NPPF was updated on 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied.

The Government's policy, as set out in the NPPF, is to boost significantly, the supply of housing. Paragraph 60 reads:

“To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.”

In June 2019 the PPG was updated to include a section on Housing for Older and Disabled People, recognising its importance. Paragraph 001 states:

“The need to provide housing for older people is critical. People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million. Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems. Therefore, an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking” (emphasis added).

Paragraph 003 recognises that *“the health and lifestyles of older people will differ greatly, as will their housing needs, which can range from accessible and adaptable general needs housing to specialist housing with high levels of care and support.”* Thus a range of provision needs to be planned for.



PLANNING POLICY

Local Development Plan

Eastleigh Borough Councils Development Plan consists of the Eastleigh Borough Local Plan 2016-2036 which was adopted in April 2022. The site falls within the settlement boundary of Eastleigh which is designated as Tier 1 settlement Local Plan, Main Town and Service Centres. The site is also located within the Urban Edge (as set out on the Local Plan Policies Map) where there is a presumption in favour of new development, subject to meeting the requirements of the policies set out in the Local Plan.

In respect of the location of new residential development, Strategic policy S3 (Location of new housing) states the Borough Council will focus as much new housing development as possible within the existing urban areas. Policy DM23, (Residential development in urban areas) goes on to set out criteria that should be met in order for new dwellings to be permitted. New dwellings will be permitted provided that; where feasible the scheme provides a mix of dwelling types and sizes to meet local needs, including dwellings capable of adaptation to meet changing needs over time and housing for older people, affordable housing provision in accordance with requirements as set out in DM28 and a minimum density of 40 dwellings per hectare.

The consultation site falls within the Eastleigh Urban Renaissance Quarter, specifically the Residential, Office and Community Area. Policy E4 of the Local Plan advises that the Council will encourage well-designed, people-intensive development within these areas. Furthermore, Policy E4 goes on to state that development of predominantly 3 storeys will be permitted and development higher than 3 storeys will be appropriate where development reflects local distinctiveness and would contribute towards a positive relationship with the surrounding area. Redevelopment within the Urban Renaissance Quarter provides the opportunity to enhance the quality and design of the building stock in the area.

In relation to older people housing, Policy DM25 (Delivering Older Peoples Housing) sets out that the Council will support the provision of accommodation suitable for the needs of older people. The policy goes on to set out criteria that should be met:

- Located in sustainable locations with good access to the public transport network
- Close to local facilities that residents can use
- Well integrated into the local community.

It is considered that the consultation proposal complies with the criteria set out above being in proximity to existing services and facilities and close to local transport links.

Principle of Redevelopment

The site is located within the Urban Renaissance Quarter where development is supported. The site is located within close walking distance to a range of shops and facilities. The residents will be able to walk into the town centre to support the local services and facilities. The proposal will provide older peoples housing where there is an identified need for the growing elderly population in Eastleigh.

Overall, the proposal will provide redevelopment of a brownfield site which is situated within an area where there is a presumption in favour of new development given the sites location in the designated Urban Edge. This proposal will provide much needed housing for older persons, where there is a clear need, thus providing social and economic benefits and freeing up family housing elsewhere in the market. Subsequently, it will deliver sustainable development in accordance with the Eastleigh Borough Local Plan and the NPPF.

The development will provide much needed 1 and 2 bed apartments for older people. The principle of development on the site for this type of use is considered to be acceptable.



SITE AND CONTEXT PHOTOS

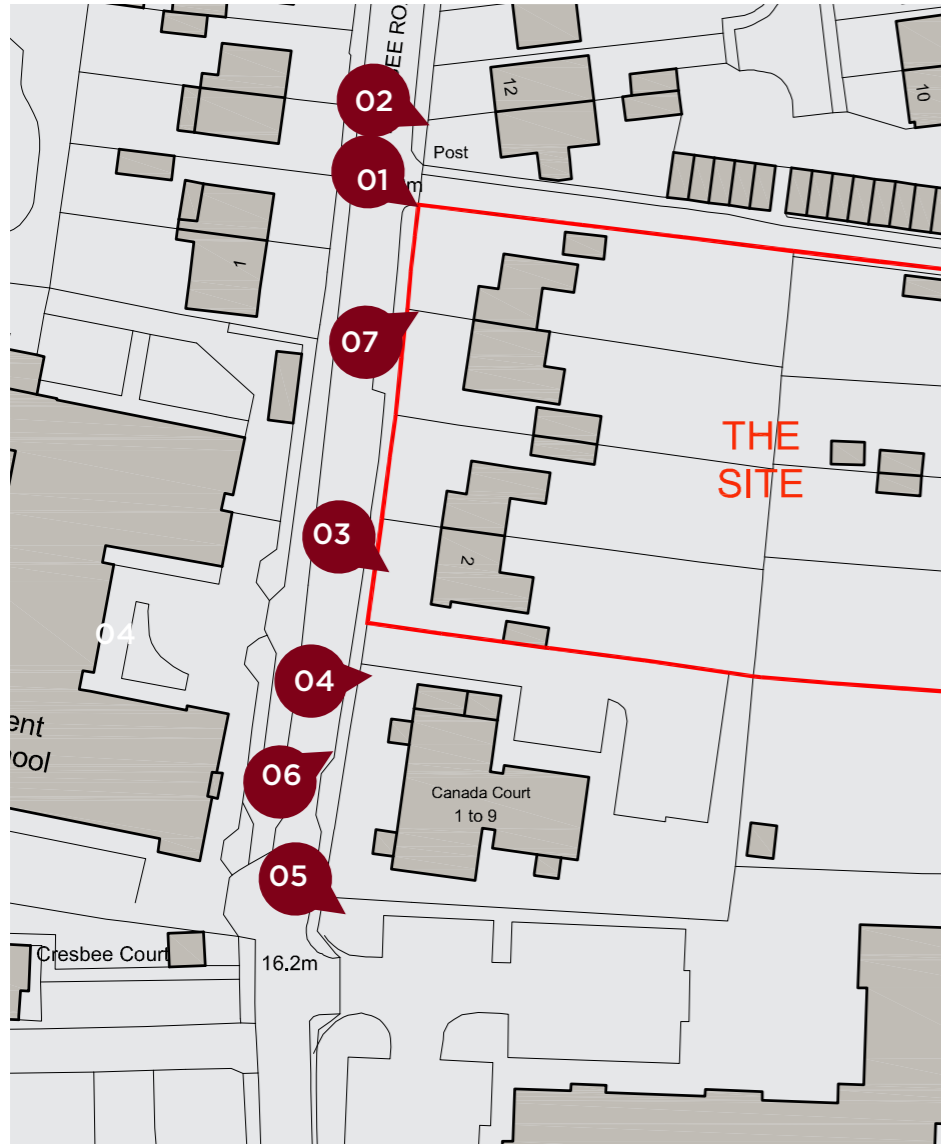


Photo Location



SITE CONTEXT PHOTOS

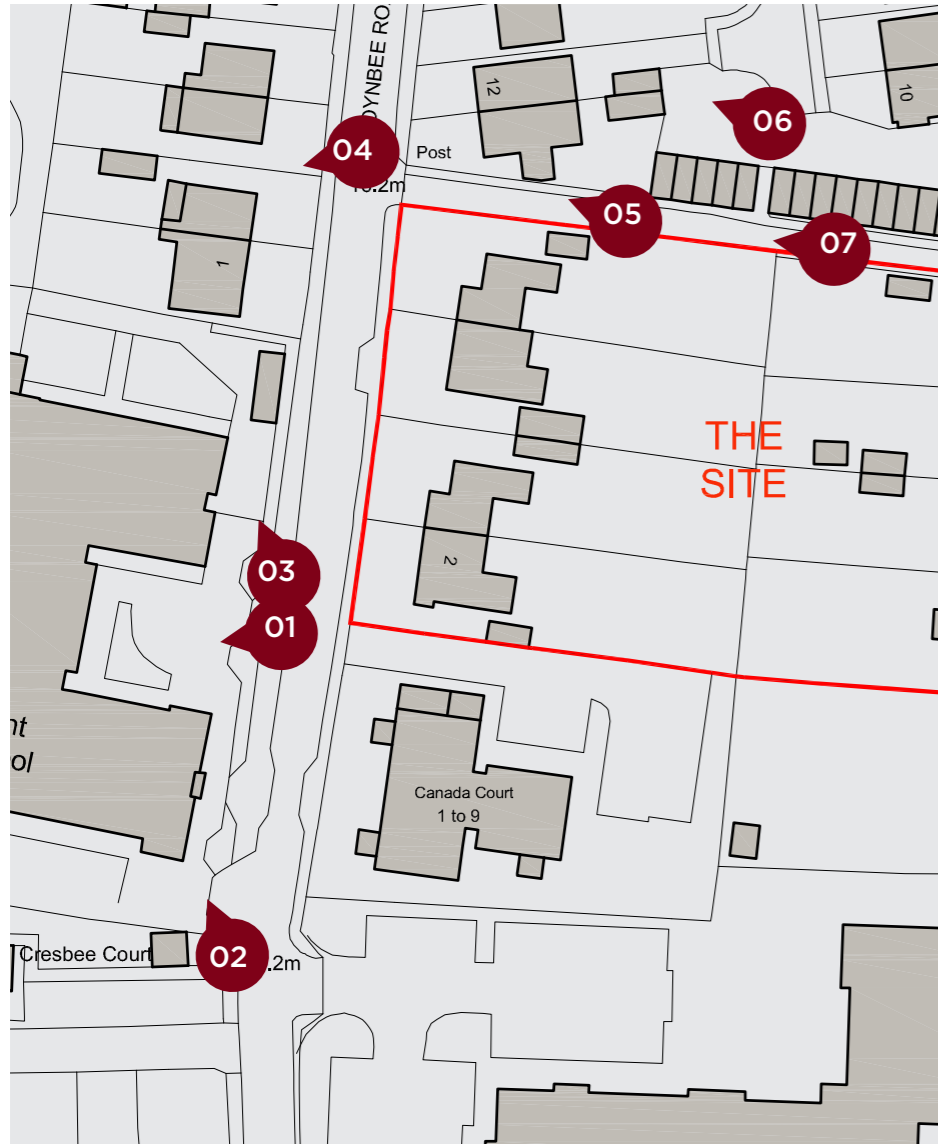


Photo Location



SITE AND CONTEXT PHOTOS

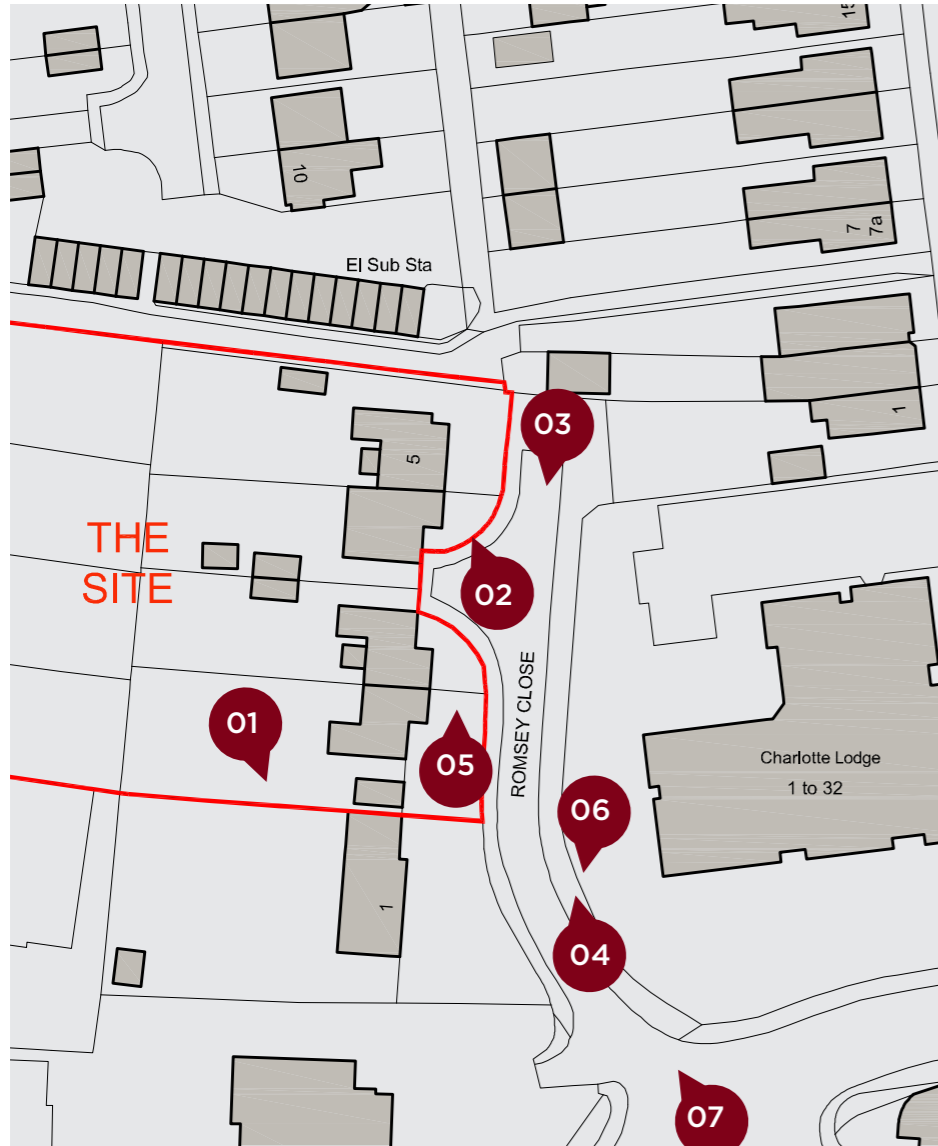


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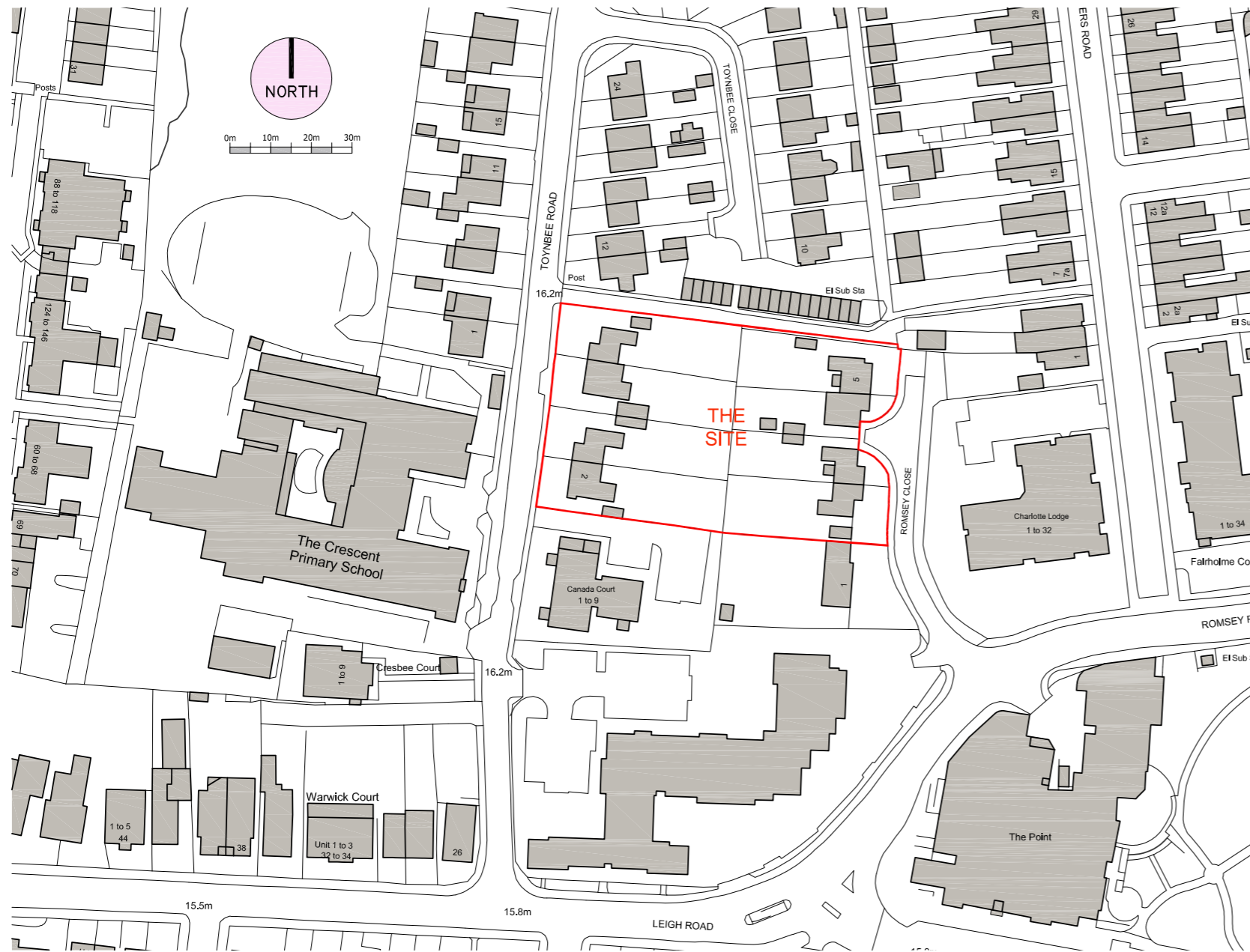
WIDER CONTEXT PHOTOS



Photo Location



LOCATION MAP



Location Plan

The site is generally flat and level and there are no topographical features that present any constraints to construction.

The site's northern boundary is marked by a timber fence along a pedestrian alley which leads to a block of garages serving houses on Toynbee Close, and continues further east connecting onto Archers Road.

The western site boundary forms a frontage with Toynbee Road, and opposite the site is the Crescent Primary School and semi-detached dwelling houses.

To the south of the site is a recently built block of flats at Canada Court, and the redevelopment of the former police station site contains contemporary style 3 and 4 storey flat roofed blocks.

To the east is another recent 4 storey block of flats at Charlotte Lodge (an existing Churchill Retirement Living development) as well as rear gardens to houses on Archers Road.

SITE & CONTEXT DESCRIPTION

The site is a broadly rectangular plot of land of circa 0.41 Ha, with road frontages to Toynbee Road at the west and Romsey Close at the east, and situated to the north of Eastleigh town centre.

The site is an assembly of 8 residential dwellings - 2,4,6 and 8 Toynbee Road, and 2,3,4 and 5 Romsey Close.

The site is within a development area outlined in The Eastleigh Borough Local Plan called The Eastleigh Town Renaissance Quarter (see below). This is an area of the town that is earmarked for higher density developments.

The existing residential dwellings consist of conventional two storey semi-detached houses. The houses are constructed in red brick, with traditional pitched tiled roofs. Each house sits within its own defined plot with a small front garden facing the road, and longer rear gardens at the centre of the plot.

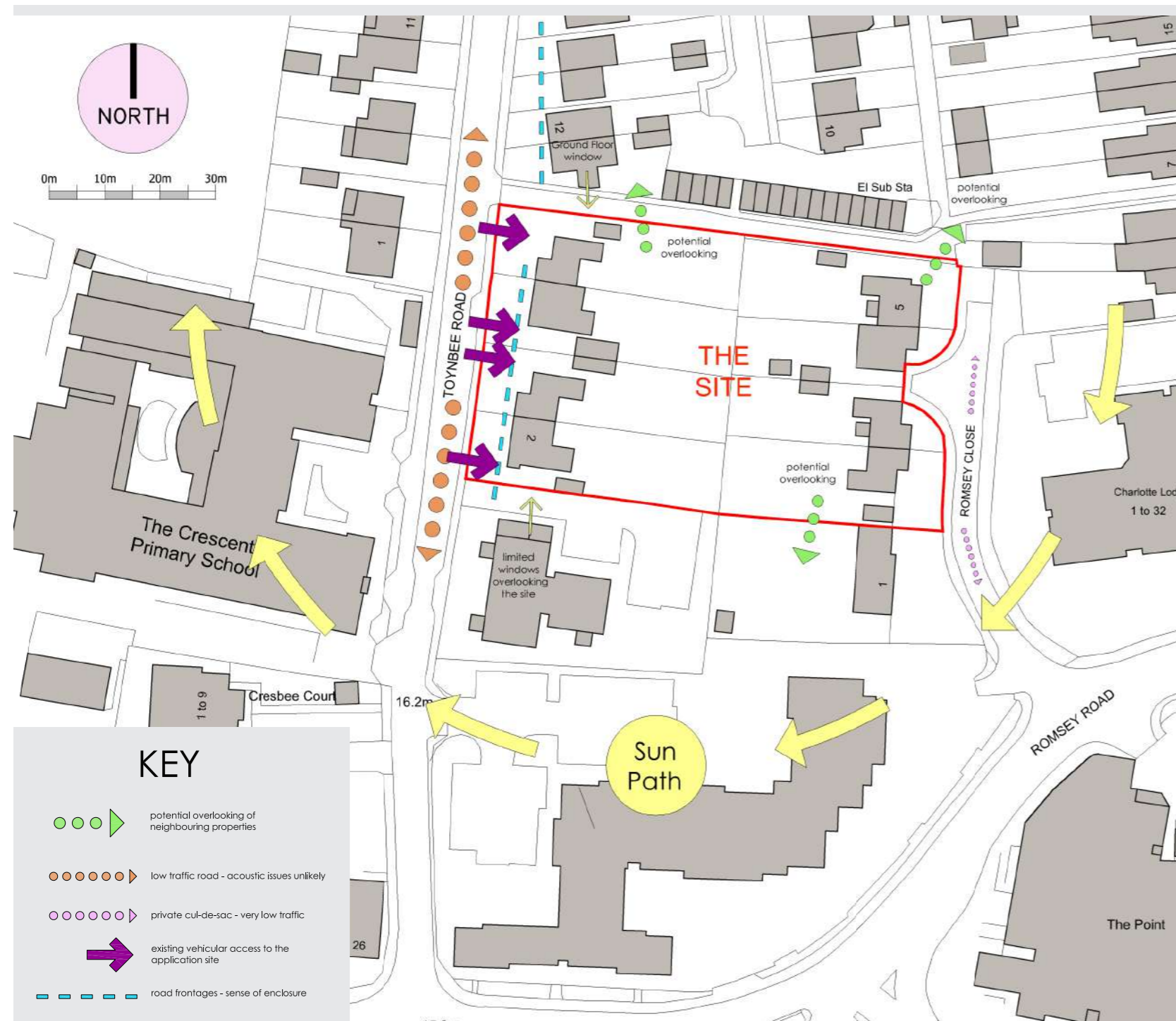
Each existing dwelling has its own pedestrian and vehicular access from either Toynbee Road or Romsey Close.

The site is well located within easy walking distance of shopping and other social facilities in the town. Eastleigh railway station is approximately 600m from the site, and local bus and coach connections are situated in the town centre.

Extract from Renaissance Quarter map



CONSTRAINTS



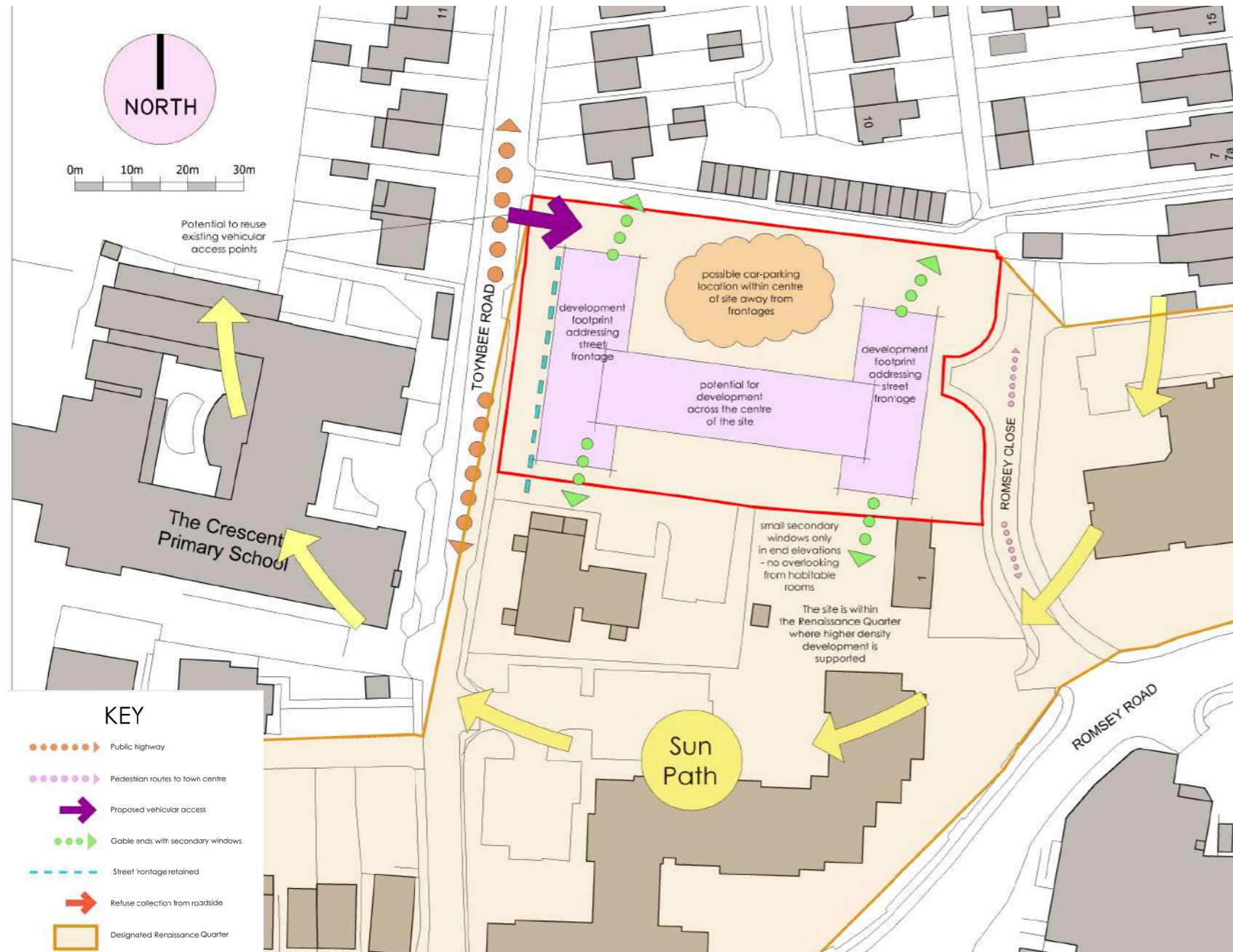
The site has a small number of potential constraints

There are residential properties around the site, therefore consideration has to be given to potential overlooking and impact on their privacy and amenity.

The site fronts on to two roads. To the east Romsey Close is a private cul-de-sac with a very low volume of traffic. To the west, Toynbee Road, although a public road, still has relatively low vehicular traffic, but does have some potential for acoustic issues.

There is a primary school opposite the site on Toynbee Road, but given that the majority of the playground and sports areas are located to the rear of the school, there should not be issues with noise or privacy.

OPPORTUNITIES



The site presents a number of development opportunities

The natural topography of the site has no notable constraints in terms of levels or any other topographical features, and enables the practical potential for buildings anywhere across the plot.

Given its location within the Renaissance Quarter, where a higher density development is encouraged, there is clear scope to accommodate a building of greater height and size than the existing dwellings.

Development along each public frontage will maintain the street enclosure, which is characteristic of the area, whilst an extension of a building footprint across the middle of the site is possible.

Retaining the existing vehicular access at the north of the site enables the provision of a central courtyard within the north of the plot as on-site car parking.

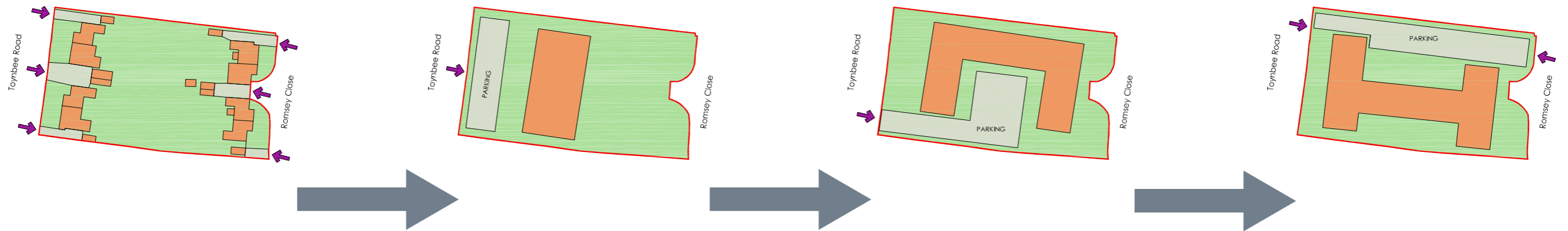
Whilst any new development could potentially overlook adjacent properties, sensitive consideration of the positioning of windows and distances to boundaries can ensure that the development respects the neighbours amenity.

Whilst a larger total building footprint might increase the overall site coverage there will still be an opportunity for ample landscaped amenity space around the proposed development

DESIGN EVOLUTION

As part of the exploration to find the most suitable urban solution for the site, several studies were undertaken to ascertain the most appropriate footprint for the site, and the best location for car parking.

BUILDING DISPOSITION & PARKING LOCATION



EXISTING

- Multiple vehicular access points.
- Parking spaces close to site frontage - visually amenity of street diminished.
- Large developable area in centre of site.



LINEAR BLOCK CENTRAL BLOCK

- Parking area directly off street.
- Restricted access to much of the building by fire services - potential hazard.
- Under-utilised land at east of site.
- Sufficiently wide building footprint is achievable in the centre of the site.



C-SHAPED BLOCK

- Parking away from frontages.
- Central courtyard gives poor aspect for residents, with inefficient parking and access.
- Northern building frontage too close to site boundary.



EXTENDED H-SHAPE

- Strong street frontage to both Toynbee Road and Romsey Close.
- Parking provided within the site away from public realm.
- Efficient building footprint utilising available space whilst providing pleasant aspects for all residents and ample landscaped amenity.
- Potential access from both roads can be utilised.

DESIGN EVOLUTION - INDICATIVE SITE PLAN



One bed apartment



Two bed apartment



Communal space / Circulation



External patio and private amenity



Internal lift serving all floors



Resident's garden access

INDICATIVE ELEVATIONS



Indicative West Elevation - facing Toynbee Road



Indicative East Elevation - facing Romsey Close

INDICATIVE ELEVATIONS



Indicative North Elevation - facing car park



Indicative South Elevation

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of land at Toynbee Road and Romsey Close, your time is much appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into the feedback form on our website.

Feedback received will be considered by Churchill Retirement Living and where feasible inform further development of, or changes to the design and layout of the proposed development.

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in Spring 2023.

Once again, thanks for your time.

