

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 the land adjacent Belle Vue House. 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 Housing
- Aerial View of site
- Existing Site & Belle Vue House
- Opportunities & Constraints
- Design Evolution
- Existing and Proposed Site Plans
- Typical Floor Plan
- Proposed Contextual Elevations
- CGI's and 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 Engagement that will support any planning application.

EXISTING SITE

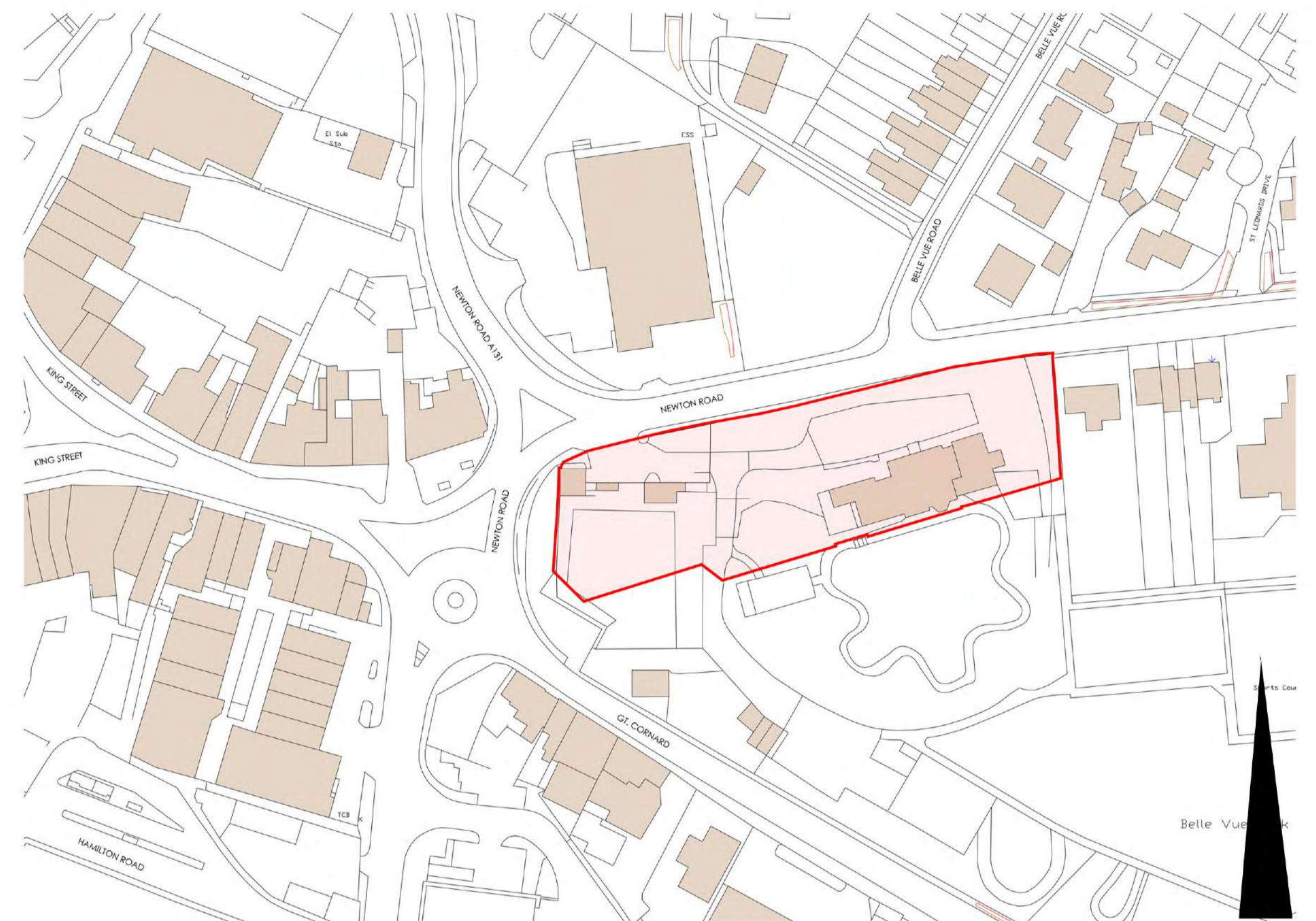
The application site is a sloped, rectangular parcel of land being approximately 0.57 hectares which includes Belle Vue House. The site lies at the intersection of Newton Road and Cornard Road fronting the town's inner one way system.

Belle Vue House is a locally listed Victorian villa and former council office building with former outdoor swimming pool and BMX park. The application site also consists of a number of brick built buildings to the south west and a compound area with overgrown vegetation and a variety of mature trees. There is also a steep incline from west to east from the main entrance up towards Belle Vue House.

To the south west of the site, there is King's Road comprising local amenity, shops, cafes and restaurants. To the south east lies Belle Vue Park and adjacent tennis courts. The site fronts two main roads - Newton Road, and Cornard Road and is enclosed by a brick retaining wall along the sites south west key frontage facing the main roundabout.

VISION

Churchill Retirement Living's vision for the site is to deliver a development that meets our customers' needs and the local need for retirement apartments whilst also contributing to the character of Newton Road, Sudbury and making a positive contribution locally in terms of social, economic and environmental benefits.



Location Plan



The existing application site enclosed on one side by an existing retaining wall

WHO ARE CHURCHILL RETIREMENT LIVING?

Churchill Retirement Living Limited is an award-winning, family run company specialising in both building and managing Retirement Living homes for older people. The company was established in 2003 and they are a market leader in the provision of private retirement apartments.

The apartments are purpose built exclusively for sale to older people (specifically over 60's with the average age of purchasers being 79) with a package of estate management services.

The decision to purchase this type of development is predominantly needs based, with residents forced to move as their existing property is no longer suitable or they can no longer access the shops or services that they need. By moving to an age-friendly environment with a community of like-minded people isolation and loneliness are reduced.

Churchill Retirement Living have been awarded a 5 star rating in customer satisfaction by owners and over 90% of owners would recommend Churchill Retirement Living to friends and family.

Over the years, we are proud to have achieved numerous awards that are recognised and highly regarded throughout the retirement industry. Recent awards have included:

HBF 5 Star Rating 2021

In a customer satisfaction survey that was carried out by the Home Builders Federation (HBF) and the National House Building Council (NHBC), Churchill Retirement Living was awarded a maximum 5 star rating for customer service for another year.

Top 100 Best Companies to Work for 2020

Churchill Retirement Living placed 3rd in the Sunday Times Top 100 Best Companies to Work For in the UK. This is the 9th time they have been named in a Top 100 listing, and its 5th consecutive year in the Top 100 Best Medium-Sized Companies to Work For category, competing against companies with up to 3,500 employees. They were once again the only housebuilder to feature on the list.

What House? Award 2019

At the 2019 WhatHouse? Awards, they were delighted to be awarded Gold for "Best Medium Housebuilder" at this prestigious award ceremony.



Typical Developments



Churchill

Retirement Living



Planning Applications are required to be determined in accordance with the development plan unless material consideration indicates otherwise.

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"

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.

Local Development Plan

The relevant Development Plan Documents to be considered in the proposal are:



- Babergh Local Plan 2006 saved policies
- Core Strategy 2014

Below are the key policies from each policy document that can be considered as relevant to the proposals.

Local Plan 2006

- CN1 - Design Standards
- CN6 - Listed Buildings - Alteration/Extension/Change of Use
- CN8 - Development in or near Conservation Areas
- HS39 - Special Needs Housing
- SD04 - Sudbury Town - Mixed Use Areas - Residential Development
- TP15 - Parking Standards - New Development

Core Strategy 2014

- CS3 - Strategy for Growth and Development
- CS13 - Renewable/Low Carbon Energy
- CS15 - Implementing Sustainable Development in Babergh
- CS18 - Mix and Types of Dwellings
- CS19 - Affordable Housing

The Redevelopment Principle

The principle of residential use on the site is considered acceptable. The proposal will make efficient use of land in a sustainable location. It will provide much needed 1 and 2 bed apartments and help free up family housing elsewhere. The principle is considered acceptable.

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 disable people' to assist Councils in preparing planning policies on housing for older and disable people. 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.

The 2014-based Subnational Population Projections identifies that England's population will grow by 4,427,000 in people aged 60 and above between 2014 and 2030, this equates to a 35.56% increase in population.

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.

Date	2011
Geography	Tendring
	value
All usual residents	138,048
Age 0 to 4	6,753
Age 5 to 7	3,940
Age 8 to 9	2,562
Age 10 to 14	7,671
Age 15	1,627
Age 16 to 17	3,380
Age 18 to 19	2,963
Age 20 to 24	6,709
Age 25 to 29	5,672
Age 30 to 44	21,166
Age 45 to 59	26,984
Age 60 to 64	11,348
Age 65 to 74	18,828
Age 75 to 84	12,797
Age 85 to 89	3,653
Age 90 and over	1,995
Mean Age	45.7
Median Age	48.0

A recent report by Knight Frank 'Senior Housing Development Update 2021' finds in relation to the provision of older peoples housing "...forecasts suggest development will continue to rise, with the number of specialist seniors housing units in the UK anticipated to grow by 9% over the next five years to just short of 820,000 units."

"...the rate of delivery will still be dwarfed by the UK's ageing population, deepening the existing mismatch between supply and demand."

A Local Need

The age profile of the population can be drawn from Census data.

The current development plan policies CS18 of the Core Strategy and Saved Policy HS39 of the Local Plan 2006 both support the delivery of specialised accommodation to meet older persons needs.

The emerging Joint Local Plan and its evidence base is the most update position in respect to identifying housing needs for older persons in the district. **The SHMA identifies that the population of older persons in Babergh is 26.2% and projections indicate that the population aged 65 or over is going to increase in the Ipswich Housing Market area by 57.8% to 2036.**

The SHMA recognises that there is an increasing need for the provision of older persons accommodation; 1369 additional units in Babergh made up of 1125 sheltered housing, 106 enhanced sheltered housing, and 138 extra car housing.





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



A development that maximises the use of previously developed land reducing pressure on Greenfield sites for development.



Our developments bring health and social care savings - Each person living in a Home for Later Life saves the NHS & Social Services approximately £3500 per year.



Economic and social benefits of older people using local shops, services and facilities.

Our residents are basket shoppers and primarily tend to shop locally - supporting local businesses and communities.



Due to its sustainable location, retirement living housing reduces the need to travel by car.

Residents often relinquish the use of their car and instead shop locally on foot or by public transport.



A scheme that allows for independent living whilst at the same time reducing security worries for older people and providing companionship.

This helps to reduce isolation and loneliness.



A report called 'Healthier and Happier' by WPI Strategy for Homes for Later Living sets out that, 'housing with support, or Retirement Living age restricted housing, typically for those aged 60 and above, with communal lounges and other facilities such as a shared laundry and a guest room.

Importantly, support is provided by an on-site manager who is dedicated to the running of the development. Schemes are typically between 30 to 60 units in size'.



The publication of 'Healthier and Happier' by WPI Strategy for Homes for Later Living recent research has been published in a report 'Chain Reaction'. The report identifies that:

- Three million people over 65 want to downsize but can't
- Enabling them to do would free up 2 million spare bedrooms in larger homes ideally suited for young families with children.
- The chain impact would be a major positive for first time buyers, with roughly two in every three retirement properties built releasing a home suitable for a first-time buyer.
- Every retirement property sold generates at least two moves further down the housing chain.



In February 2021, Homes for Later Living published the 'Silver Saviours for the High Street'. The publication details how new retirement properties create more local economic value and more local jobs than any other type of residential housing.

Older peoples housing produces a large number of significant Economic, Social and Environmental benefits.

Economic Benefits

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 year (Homes for Later Living September 2019).
- 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)

Social Benefits

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 Benefits

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 daylight and movement sensor controls.