

# 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 for 41, 41a & 43 Barnhorn Road, Little Common, Bexhill, TN39 4QB.

The consultation consists 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;
- Location;
- The site;
- Context;
- Constraints & Opportunities;
- Design evolution;
- Indicative plans;
- Artist impressions;
- 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 have considered your comments will be detailed in a Statement of Community Engagement that will support any planning application.

## THE PROPOSAL

The proposal is for the demolition of 3 dwelling at the site of 41, 41a & 43 Barnhorn Road, Little Common, Bexhill, TN39 4QB and the erection of accommodation for later life; comprising circa 35 no. one and two-bed apartments with associated communal areas, parking and landscaping.

## VISION

Churchill Retirement Livings 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 Little Common and making a positive contribution locally in terms of socio, 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.



Churchill development @ Chichester





# INTRODUCTION TO CHURCHILL RETIREMENT LIVING

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, Millstream Management Services Limited, we retain the operation, management, care and responsibility of every apartment of our completed developments.

Our commitment to developing excellence and quality on every occasion rests in our continuing to provide the lifetime needs and communal services requirements of each of our 10,000+ resident home 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. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market.

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 were again named 'Best Medium Housebuilder'.
- The HBF Customer Satisfaction Survey. Churchill retain the top '5 star' status having been recommended by more than 90% of our customers.
- The Sunday Times 100 Best Companies to Work For. In 2019 Churchill achieved 2nd place in this prestigious business award and in 2020 we achieved 3rd place.

Summarised below are some of CRL's key statistics;

- 132 developments built since 2003 with 4,948 apartments sold.
- 7,545 apartments under management.
- Owned and contracted land bank of 3,009 plots.
- Five regional offices around the country.

All land purchases and developments are funded from existing company resources and revolving credit facilities, and no external valuations or other external approvals are required for land acquisitions.

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues, who advise on planning related and public consultation matters. This is explained in more detail further on within this document.

# PLANNING POLICY & HOUSING NEED

## PLANNING POLICY FRAMEWORK

The Development Plan comprises the Core Strategy, adopted September 2014, the Development and Site Allocations Local Plan, adopted 2019 and a small number of saved policies of the Local Plan 2006.

Bexhill is the largest settlement in Rother district where development will be focused (Policy OSS1 (iii)). Policy OSS4(vii) encourages effective use of land within development boundaries.

Policy CO5 from the Core Strategy and Policy DHG5 from the Development and Site Allocations Plan both encourage an increase in the range of available housing options for older people.

Policy EN3 requires high design quality which contributes positively to the character of the site. The proposal has been designed following a thorough and empathetic understanding of the site and surrounding area.

All the units will meet the national space standards and the higher accessibility standards required by part M4(2) of the building regulations as required by policy DHG3 and DHG4.

The proposal will provide a sufficient number of spaces to meet the needs of the development as required by policy TR4.

The development will include a comprehensive energy strategy and achieve water consumption of no more than 110l per person per day, in accordance with policies DRM1 and SRM1.

The proposal will deliver much needed housing in a highly suitable and sustainable location in accordance with the requirements of the NPPF.

## 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.

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.”

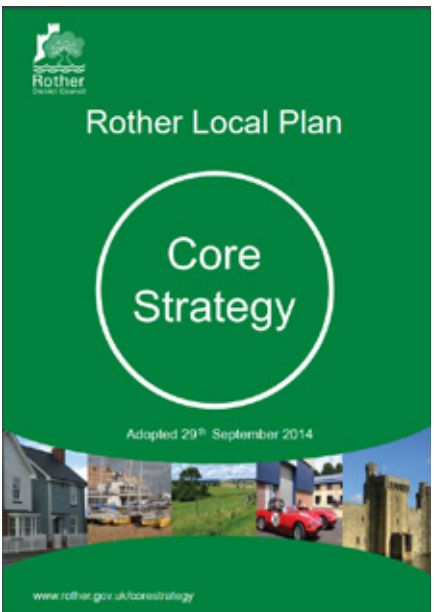
## THE LOCAL NEED

The recent 2021 census data has revealed that there were more people than ever aged 65 years and over in England. Between 2011 and 2021 there has been an increase of 17.2% in people aged 65 years and over. In particular there has been a 49% increase in those aged 70 to 74.

The recent Housing and Economic Needs Assessment (August 2020) prepared for the emerging local plan shows that Rother has a much higher proportion of people over 65 (32.8%) compared to the national average (18.2%).

The GLH demographic projections show an increase in the population aged 65 and over of 16,091 between 2019 and 2039. This represents a 52% growth in those aged 65 and over.

The assessment acknowledges that there is a current deficit in all types of older person accommodation and by 2039 this only increases. There is a particular need for sheltered leasehold housing. There is a predicted shortfall of 2,920 older person housing units by 2039 and of this, 1,133 are required as leasehold sheltered housing, as per the type of housing proposed.



# THE BENEFITS OF OLDER PEOPLE HOUSING

## THE 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 year** (Homes for Later Living September 2019).
- With circa 35 apartments proposed, at a ratio of 1.3 people per unit, there will be around 45 occupants. At a saving of £3,500 each per year, this equates to a saving of **£157,500 per year in local NHS and social care costs**, in comparison to mainstream housing. This is a significant economic benefit.
- 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 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.

## 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.

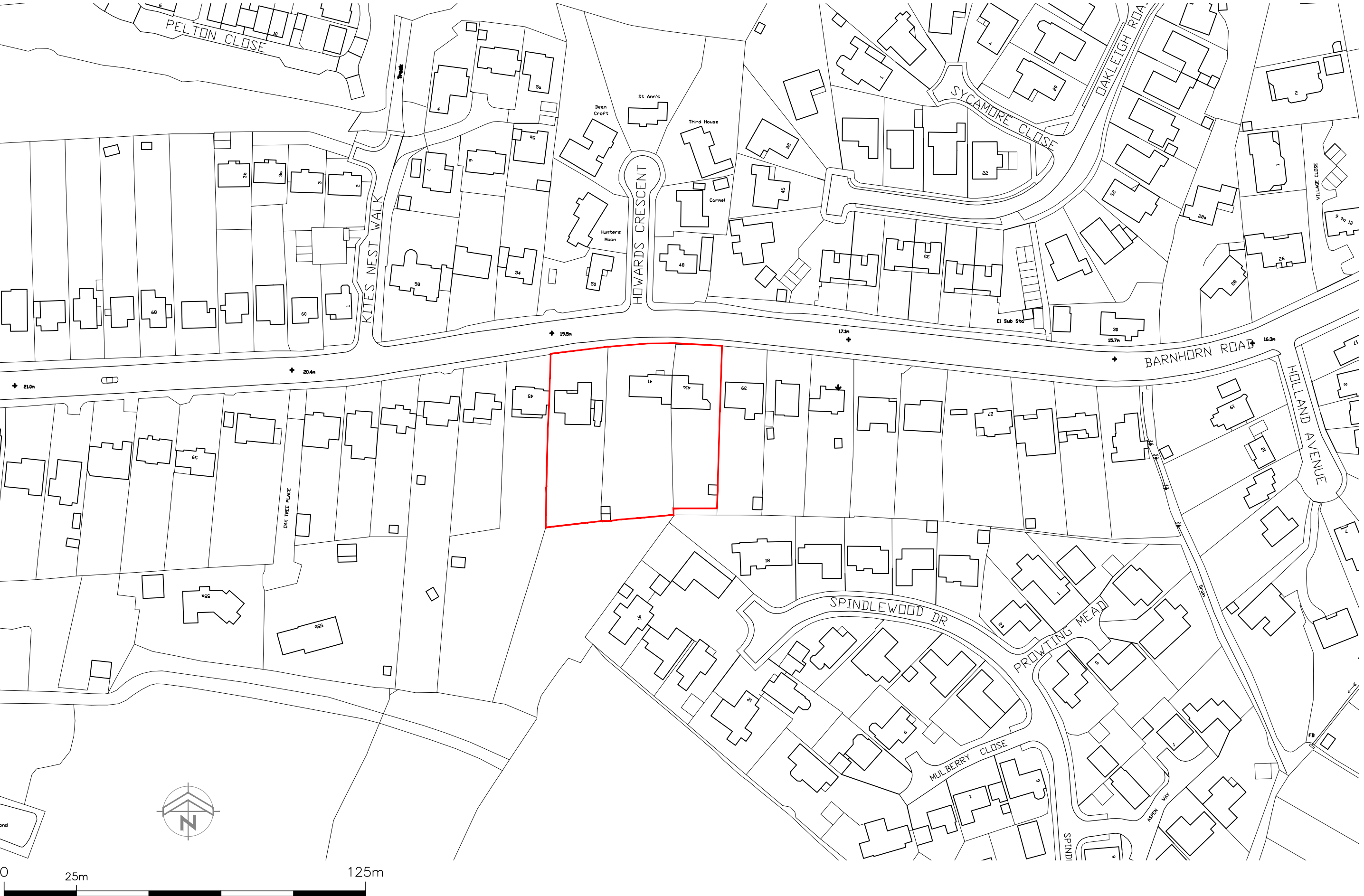
## ENVIRONMENTAL

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 daylight and movement sensor controls.



THE LOCATION





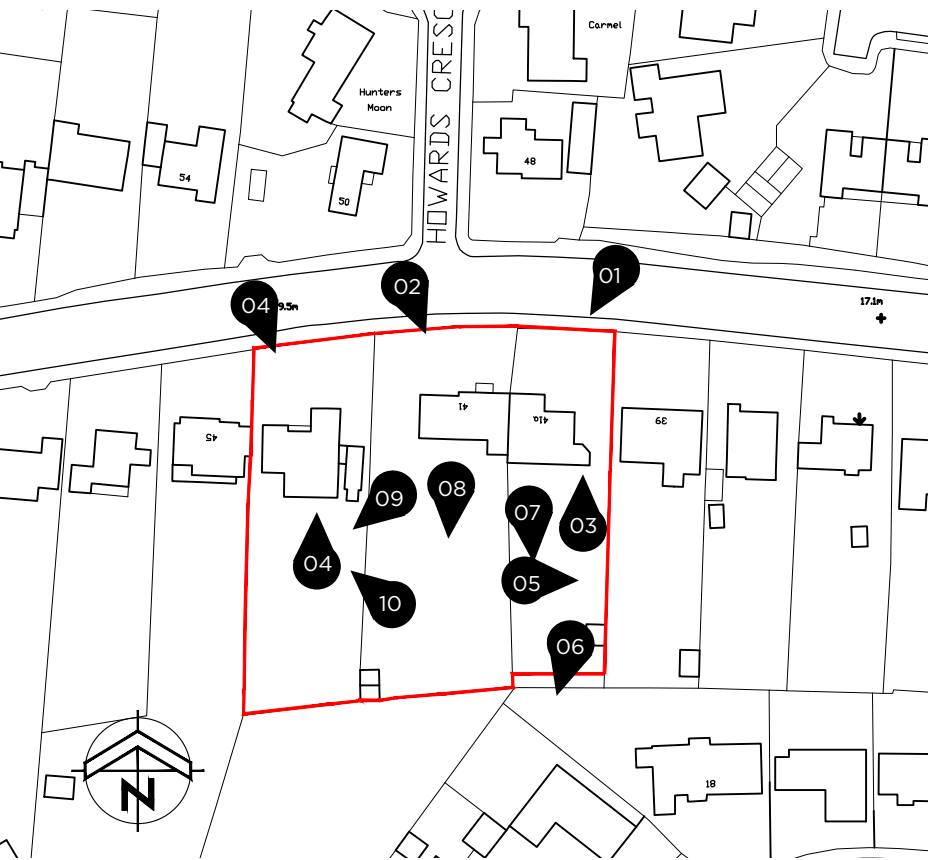
## THE SITE \_ 01



- The site is square in shape, measuring approx 60m north to south and east to west. It is approximately 3586m<sup>2</sup> (0.36Ha).
- The site is relatively level across the frontage with a slight incline of 1.3m from east to west. The fall from north is more extreme and is approx 2.5m at its central axis (approximately 1 storey).
- The site comprises of 3 no dwellings, one no detached bungalow (no 43) and a pair of semi detached 2 storey homes (no 41 and 41a). No 41 dates circa 1930 and extended to include 41a around 1955. No 43 was built circa mid 60s / early 70s. All houses have had modifications / extensions since there time of construction.
- Construction is traditional and the primary material red / brown brick laid in a stretcher bond with red / brown roof tiles with a mix of hips and gables. Hipped ends benefit from bonnet tiles.
- On 41 and 41a the main brick is accompanied by white painted render with mock Tudor boarding (frontage only) and to a lesser extent red vertical tile hanging cladding; the use of which is restricted to the feature gable and bay to the rear.
- Features include: Red brick chimneys, UPVC windows with brick headers, full and half dormers to frontage, bonnet tiles, feature gables, cat slide roofs, and single storey porches.
- All properties benefit from individual vehicle accesses and drives to the front of the building line. Drives typically cover 50%+ of the overall fore-garden space. Each drive could comfortable fit 5 or 6 cars. Surface finishes are a mix of gravel and tarmac,
- The northern curtilage is a varying mix of timber picket fencing and low red brick walls with close board timber above. The boundaries can be considered quite open with the exception of no 41 which is screened from the road by a dense 2m(h) coniferous hedge. All other boundaries to the sides and rear comprise of close board timber fences of varying condition.
- Boundaries to the sides and rear are complemented by dense boundary planting / trees meaning any invisibility between neighbouring gardens is limited to a few localised gaps in the vegetation.



THE SITE \_ 02





## CONTEXT \_ 01

- The character along Barnhorn Road is typically defined by a mix of one and two storey detached and semi detached dwellings. The appearance is traditional with properties dating from the 1930s onwards.
- There is a slight incline along Barnhorn Road from east to west, across the width of the site this change in level is approximately 1.3m.
- The spacing between properties is typically quite tight and restricted to first floor above adjoining single storey garages. Limited foliage is visible behind the building line to the south side of Barnhorn Road due to the steep change levels from north to south.
- Parking and private driveways generally situated to the front of the properties with varying degrees of planting / fore-gardens. However the context has a verdant quality. There is little to no street planting and the verdant setting is primarily provided by foliage within private ownership.
- Front boundaries vary with a mix of picket and close board timber fencing, metal railings, low walls of brick and flint, and open hedgerows.
- Due to the natural curvature of the road approaching glimpses towards the site are limited to a few properties in either direction.
- The palette of built materials is typically red brick and white render with limited and sparing use of red vertical hanging tiles / mock Tudor boarding. Windows white UPVC casements. Black UPVC rainwater goods, and a mix of white / black fascias and soffits finished in timber or UPVC.
- Roofs are generally hipped with feature gable / hipped projections. Gabled properties are less common especially to the south side of the street. Roof finishes are a mix of clay / concrete tiled in varying hues of red / brown with bonnet tiles to hips and half round ridge tiles of matching colour to the main roof.
- Barn hips, dormers (pitched and flat topped) and roof lights are present in the street scene however there use is typically restricted to rooms in the roof of single storey dwellings.
- Features common to the street scene include: A mix of brick / render frontages
- There is one grade II listed building approx 35m to the north of the site on Howards Crescent. This building is a remaining part of a cloister of buildings that formed Howards Farm one of the earliest recorded buildings along the road. Invisibility between the site and the designated asset is limited to views south out of Howards Crescent which was constructed between 1930 and 1955 and resulting in the demolition of the wider cloister of buildings associated with the farm.
- The site and its context does not form or is part of any designated areas etc.





CONTEXT \_ 02





CONTEXT \_ 03





CONTEXT \_ 04





CONTEXT \_ 05





CONTEXT \_ 06





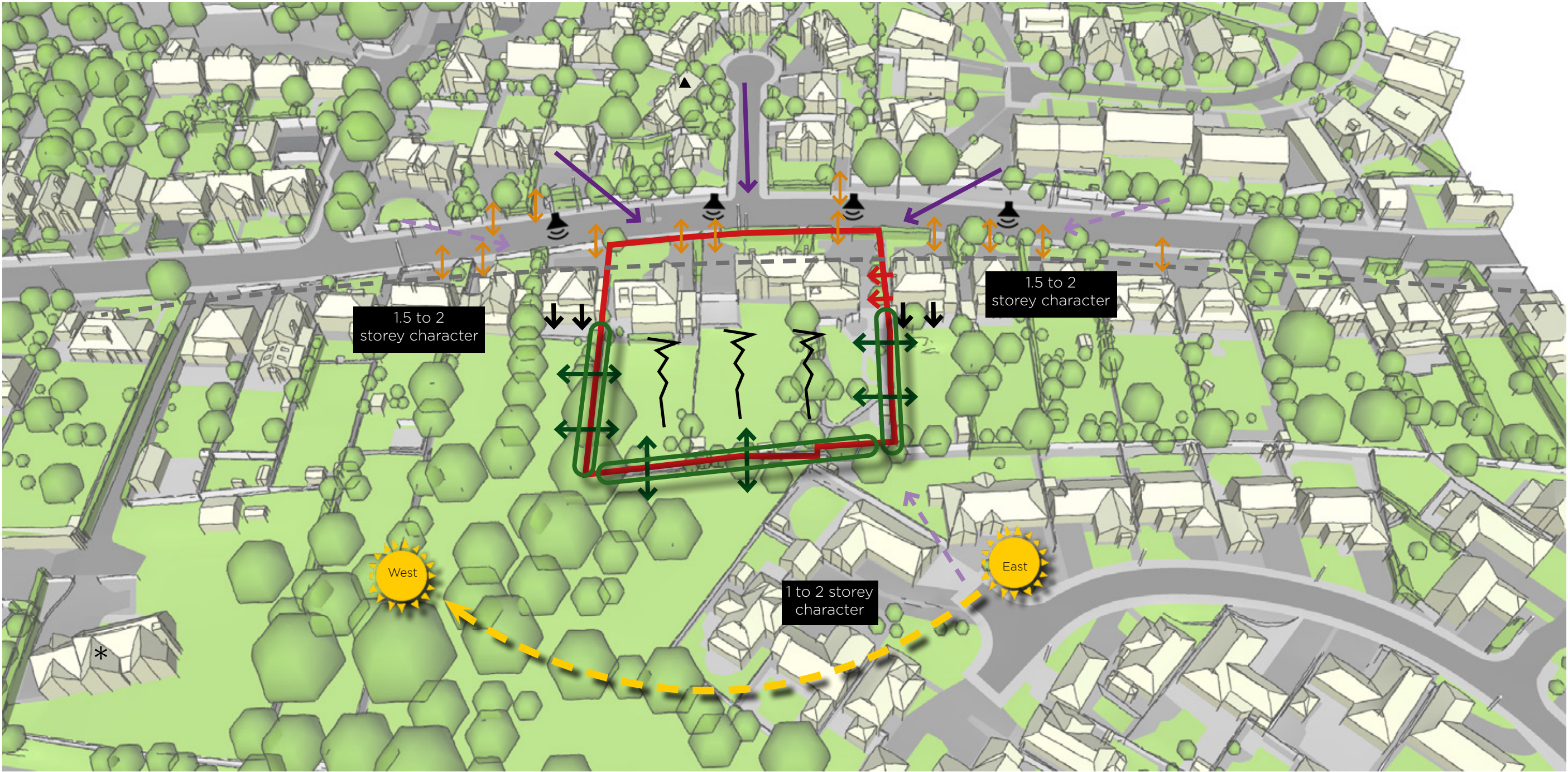
CONTEXT\_07



1 storey    1.5 storey    2 storey    2.5 storey    3 storey    4 storey



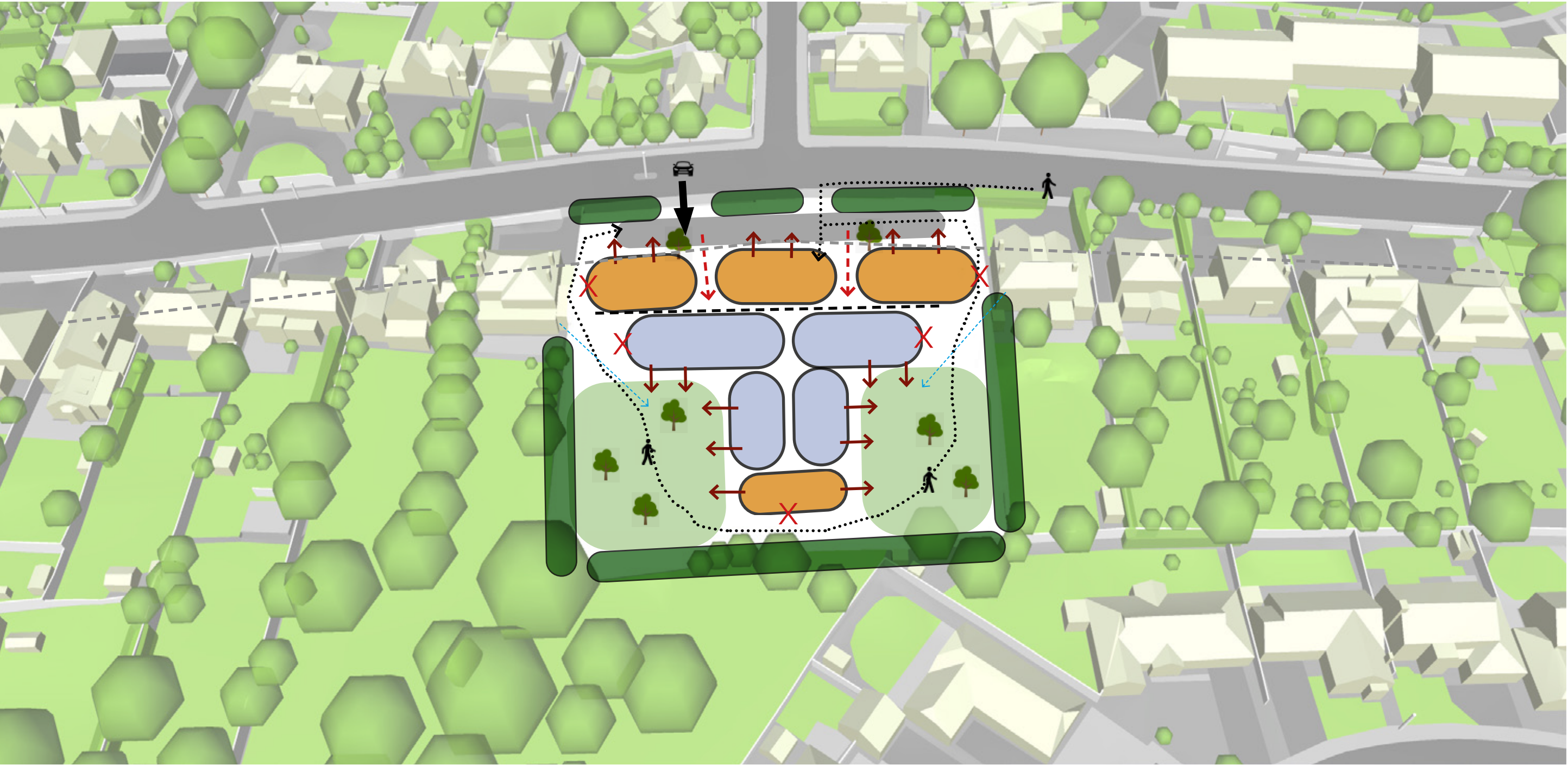
CONSTRAINTS



- |  |   |  |   |
|--|---|--|---|
|  | Principle outlook from neighbouring residences. |  | Established vegetative boundaries of trees and hedges     |
|  | Secondary windows in neighbouring flanks        |  | Fall across the site of approx 1 storey                   |
|  | Principal Views towards the site                |  | Existing vehicular accesses                               |
|  | Restricted glimpses of the site                 |  | Established building line                                 |
|  | Noise / traffic pollution                       |  | Listed building   |
|  | Relationship with neighbouring properties       |  | Example of development permitted to rear of building line |



OPPORTUNITIES



- 2 storey potential
- 2.5 storey potential (taking advantage of natural fall across site)
- Indicative split level line
- Car park to frontage - similar to existing situations along the majority of Barnhorn Road
- Established existing boundary planting to be supplemented by new trees and hedges
- South facing professionally landscaped amenity taking advantage of sunlight throughout the day

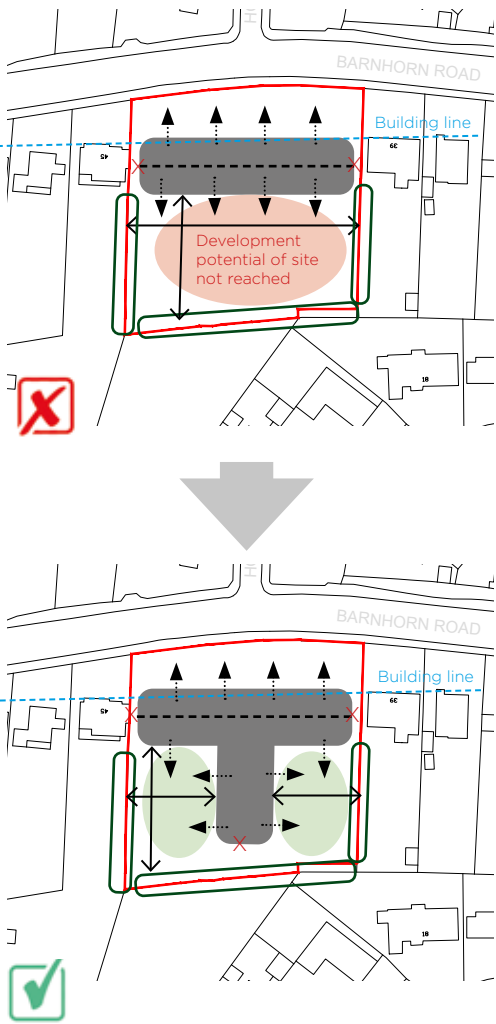
- Existing building line to be maintained
- Frontage to be broken into smaller components through contrasting breaks and recesses in the building line.
- Segregated pedestrian route into the site with walks around the building to promote healthy living for residents.
- Vehicular access to make use of existing cross over. Reduction of access points and vehicular movements from the existing situation.
- Southerly aspect flats behind frontage to be cut back to reduce overall depth of building to depth commensurate with existing dwellings.

- Flank elevations - No primary windows and any windows to be made obscure.
- New native trees as part of a comprehensive landscape strategy to promote biodiversity and healthy living.
- Good separation with neighbours - potential outlook for flats.



DESIGN EVOLUTION

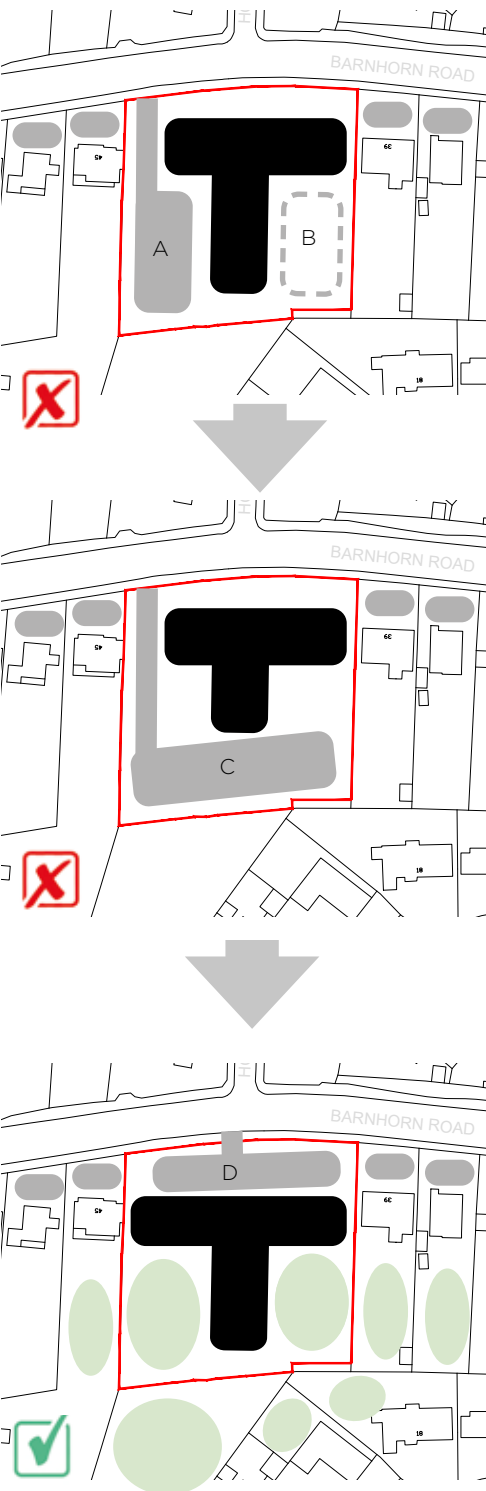
BUILDING DISPOSITION



- Existing and established boundary planting
- Main outlook for apartments
- Sufficient separation
- Flank elevation - no proposed outlook
- Indicative change in level

PARKING

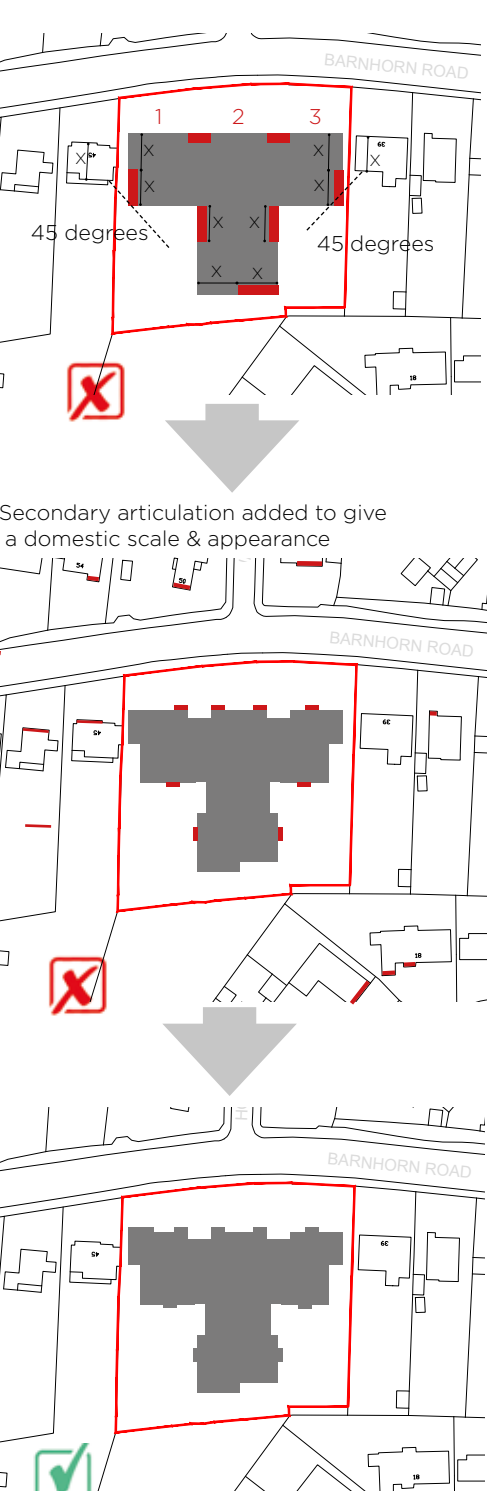
A, B C -Poor relationships with neighbours, uncharacteristic of area, steep drive which is unsuitable for intended demographic, access near adjoining drives and limited space for landscaping.



D-Parking to the front characteristic of area  
Centralised access away from adjoining properties  
Minimal change in levels  
Proposed amenity adjacent adjoining amenity

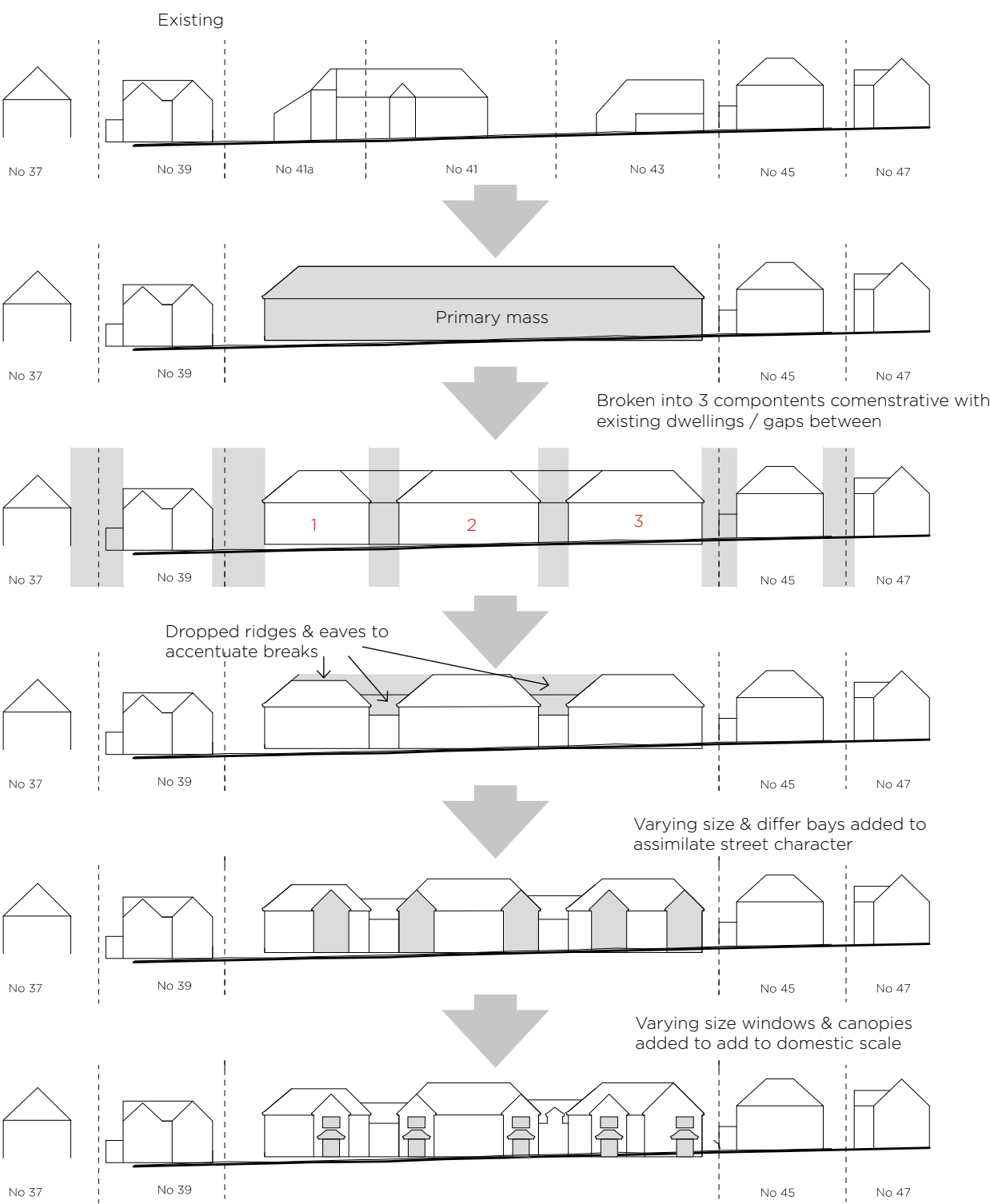
ARTICULATION - PLAN

Steps added at ends to reduce overall depth and cut back to avoid sight lines from neighbouring windows



Secondary articulation added to give a domestic scale & appearance

ARTICULATION - FRONTAGE





INDICATIVE SITE PLAN scale 1:500



- Site boundary
- 1 bed room apartment
- 2 bed room apartment
- Communal areas
- Existing buildings to be demolished
- Dotted line indicative of ground / lower ground floor split.

- 01 Vehicular access using existing cross over
- 02 Segregated pedestrian access
- 03 Bin collection point
- 04 Parking for 12 cars
- 05 Entrance to development
- 06 Owners lounge / communal facilities
- 07 Dry riser / fire fighting stairs
- 08 Refuse
- 09 Mobility scooter / cycle storage
- 10 Communal amenity space
- 11 Substation
- B Balconies





INDICATIVE STREET SCENE scale 1:200



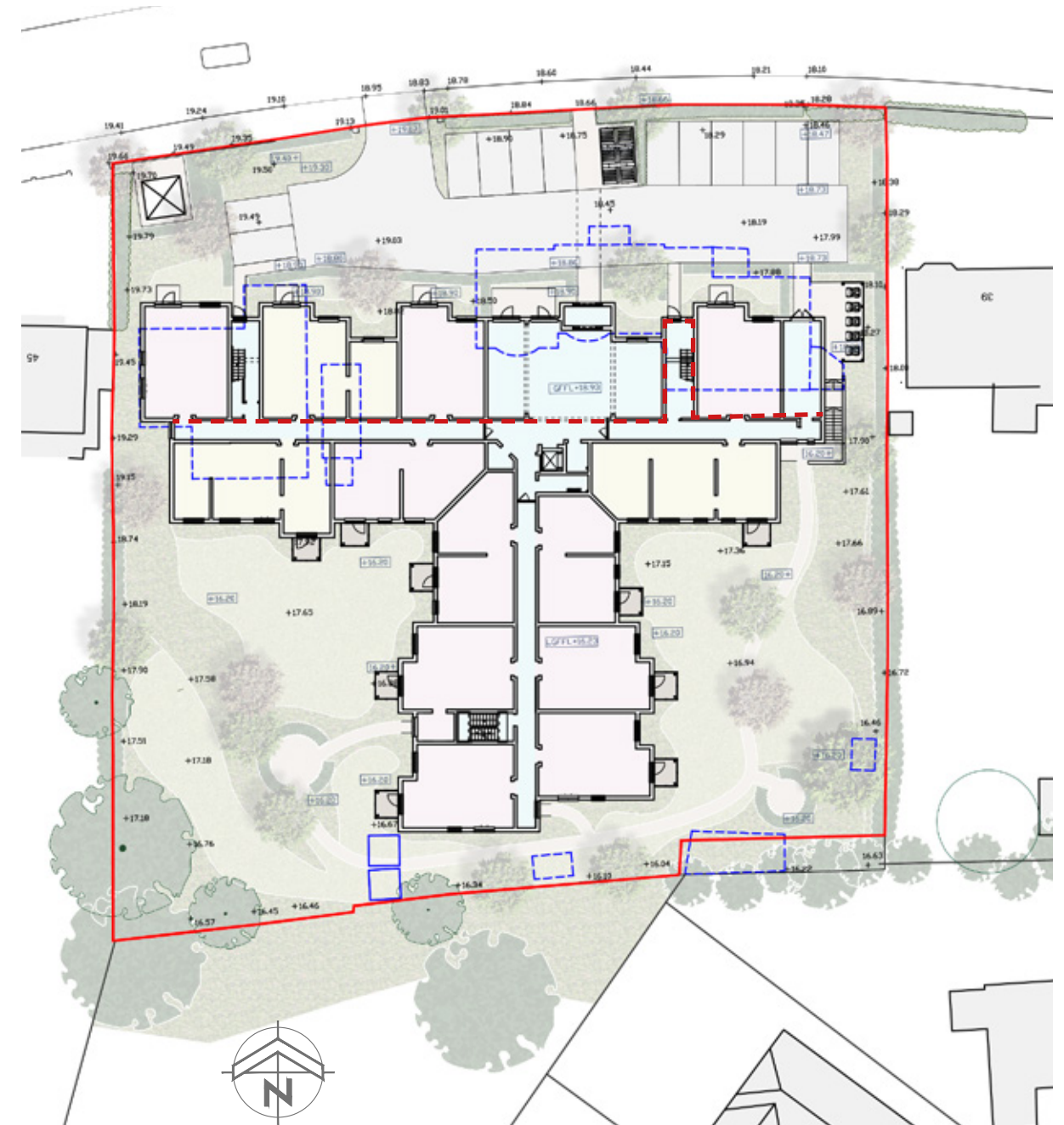


INDICATIVE SECTION scale 1:200





# INDICATIVE SITE DISTANCES / LEVELS PLAN scale 1:500



+??.??	Existing level (without box)
<div style="border: 1px solid black; padding: 2px;">+??.??</div>	Existing level (with box)
■ ■ ■	indicative of split level between ground and lower ground floor





## ARTIST IMPRESSIONS



Proposed view from western approach along Barnhorn Road



Proposed view from eastern approach along Barnhorn Road

## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the site at 41, 41a & 43 Barnhorn Road, Little Common, Bexhill, TN39 4QB, your time is appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into an email. Please include the words '**Barnhorn Road**' within the email subject title and send it to:

**[info@planningissues.co.uk](mailto:info@planningissues.co.uk)**

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

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in September 2022.