

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 the land at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP.

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;
- Indicative plans;
- Artist impression;
- 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 redevelopment the land at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP, and the erection of accommodation for later life; comprising circa 40 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 the area 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.



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 apartment schemes in desirable locations across the UK, for those older people looking for an independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 190 developments and sold over 6,000 units. Through our group company, Churchill Estates Management, we retain the operation, management, care and responsibility of our completed developments.

Our commitment to developing excellence and quality on every occasion rests in our drive to meet the lifetime needs and aspirations of each of our 10,000+ resident home owners.

Our developments not only provide well documented benefits to our customers but also significant social and economic benefits to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses; reduce pressure on local health and social care services; and help to free-up 'under-occupied' local homes for local families and first time buyers.

"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." (Source: 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. For every 3 apartments sold, evidence shows that a first time buyer purchases one of the properties in the chain that we create.

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;

- Over 190 developments built and over 6,000 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 Ltd, which advises on planning related and public consultation matters.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



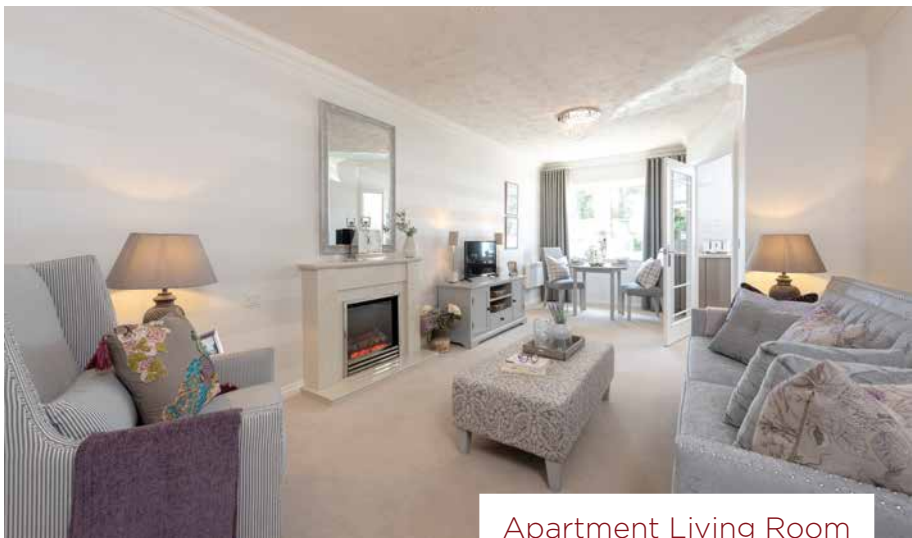
Coffee bar



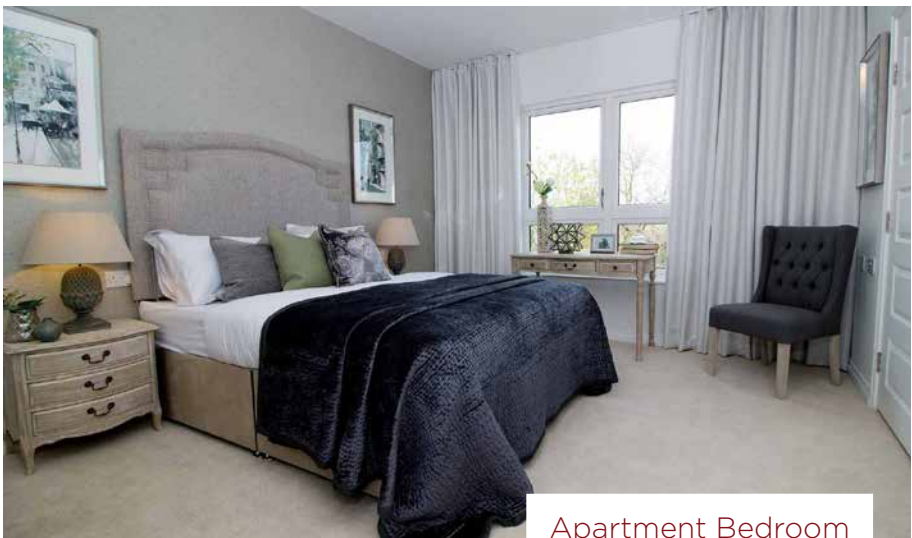
Guest Suite



Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

PLANNING POLICY & HOUSING NEED

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

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The revised NPPF was updated on the 5th September 2023 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.

PLANNING POLICY

The policies guiding the future of development in Hassocks can be found in the Mid-Sussex District Plan 2014-2031 (adopted March 2018), the Hassocks Neighbourhood Plan (adopted July 2020) and the Site Allocation Development Plan Document (adopted June 2022). There is also an emerging District Review which is currently at regulation 19 stage, which was published in November 2023. Formal adoption of this plan is expected in 2024, and as such moderate weight can be awarded to the policies.

MID-SUSSEX DISTRICT PLAN 2014-2031 (2018)

The relevant policies within the District Plan in relation to the redevelopment to older persons housing are listed below:

- DP4 (Housing)
- DP6 (Settlement Hierarchy)
- DP26 (Character and Design)
- DP27 (Dwelling Space Standards)
- DP28 (Accessibility)
- DP30 (Housing Mix)
- DP31 (Affordable Housing)
- DP37 (Trees, Woodland, Hedgerow)
- DP38 (Biodiversity)
- DP39 (Sustainable Design and Construction)
- DP41 (Flood Risk and Drainage)

HASSOCKS NEIGHBOURHOOD PLAN (2020)

The relevant policies within the Hassocks Neighbourhood Plan in relation to the redevelopment to older persons housing are listed below:

- Policy 4 (Managing Surface Water)
- Policy 5 (Enabling Carbon Zero)
- Policy 9 (Character and Design)
- Policy 14 (Residential Development Within and Adjoining the Built-Up Area Boundary of Hassocks)
- Aim 4 (Housing Mix)
- Policy 17 (Affordable Housing).

SITE ALLOCATIONS DEVELOPMENT PLAN DOCUMENT (2022)

The relevant policies within the Site Allocations DPD in relation to the redevelopment to older persons housing are listed below:

- SA39 (Specialist Accommodation for Older People and Care Homes)

PLANNING POLICY & HOUSING NEED

PRINCIPLE OF DEVELOPMENT

Policy DP6 (Settlement Hierarchy) from the District Plan recognises Hassocks as a larger village acting as a Local Service Centre whereby development is appropriate. It further identifies any infilling and redevelopment will be required to demonstrate that it is of an appropriate nature and scale, and not cause harm to the character and function of the settlement.

The site, situated within a prominent location just to the east of the Hassocks local centre, currently comprises of two detached residential dwellings set within large plots. This proposal seeks to sensitively redevelop the site by delivering age restricted residential, falling under Use Class C3, which is an already established use on both sites. The design has been carefully produced following a detailed analysis of the context of the area.

As residential is already an established use on this site, the principle of residential redevelopment is accepted.

The development will provide much needed 1- and 2-bedroom apartments of specialist accommodation for older persons, of which there is a significant unmet need in the Mid-Sussex District Area.

The Local Development Plan recognises the critical need for older persons housing. Policy DP30 from the District Plan identifies housing developments should meet the current and future needs of different groups in the community, including older people.

In addition to the above, Policy SA39 from the Site Allocations Development Plan Document, the Council acknowledge there is a need for older persons housing. With this, the policy states proposals for specialist accommodation for older people will be supported where it falls within the Built-Up Area, and the development is demonstrated to be sustainable.

Emerging Policy DPH4 from the Emerging District Review Plan states there is an estimated need for net 801 additional dwellings of housing with support (retirement living or sheltered housing) up to 2038.

In tandem to the proposed delivery of housing, which is in critical need, another advantage of older person's housing is that it benefits the wider housing market by freeing up family housing elsewhere in the district.

Overall, the proposal will provide redevelopment of a brownfield site which is situated within a highly sustainable location. The proposal will provide much needed housing for older people, as well as meeting the requirements of the local development plan.

PLANNING POLICY & HOUSING NEED

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.

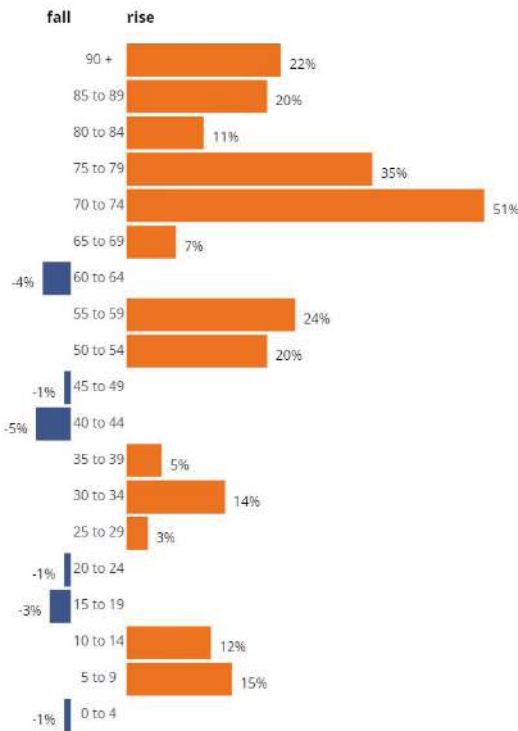
Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

LOCAL NEED

As recorded in the 2021 Census, there are more people than ever aged 65 years and over in England. Subsequently, more than one in six people were aged 65 years and over.

In Mid-Sussex, this is no different. Between 2011 and 2021, there has been an increase of 24.5% in people aged 65 years and over. With a more notable increase in persons aged 70-74, with an exponential increase of 51%. As such, there is a clear ageing population in the Mid-Sussex area.

Population change (%) by age group in Mid Sussex, 2011 to 2021



The 2018 Sub-National Household Projections also show that there has been a significant increase in persons aged 65 years and over in Mid-Sussex. In 2018, there were 30,496 persons aged 65 and over which is estimated to increase to 45,023 by 2043. This shows an increase of 67.7% of people over the age of 65 between 2018 and 2043.

In October 2021, Mid-Sussex District Council published their latest Strategic Housing Market Assessment SHMA. This report identifies there is expected to be an overall population growth of 33,000 people by 2038: with 14,000 of this being people over the age of 65 years. This equates to people aged 65 accounting for 42.5% of the total projected population change between 2021 and 2038. The table below shows this.

Table 8.2 Projected Change in Population of Older Persons, 2021 to 2038

	2021	2038	Change	% Change
Under 65	122,514	141,473	18,959	15.5%
65-74	16,408	21,872	5,463	33.3%
75-84	10,932	15,760	4,828	44.2%
85+	4,913	8,662	3,749	76.3%
Total	154,768	187,766	32,999	21.3%
Total 65+	32,253	46,293	14,040	43.5%
Total 75+	15,845	24,422	8,577	54.1%

Source: Demographic Projections

This exponential growth is further discussed within the SHMA (2021) in relation to the future projected need for suitable older persons housing. This has been calculated and identifies for ‘housing with support’ (retirement living), there is a shortfall of 816 units to 2038. 801 of these units are required in the open market housing sector. This data set has been shown below.

Table 8.7 Specialist Housing Need using Adjusted Shop@Review Assumptions, 2021-38

		Housing Demand per 1,000 (75+)	Current Supply	Current Demand	Current Shortfall/ Surplus	Additional Demand to 2038	Shortfall/ Surplus to 2038
Housing with Support	Market	69	874	1,087	213	588	801
	Affordable	35	844	557	-287	302	15
Total (Housing with Support)		104	1,718	1,644	-74	890	816

The availability of a range of suitable accommodation options for older people can help release family housing, improve quality of life, and reduce the need for residential care. Therefore, there is a clear and identifiable need for older persons housing the in the Mid-Sussex District area, to which this proposal will help to meet this need.

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.

BENEFITS TO THE COMMUNITY

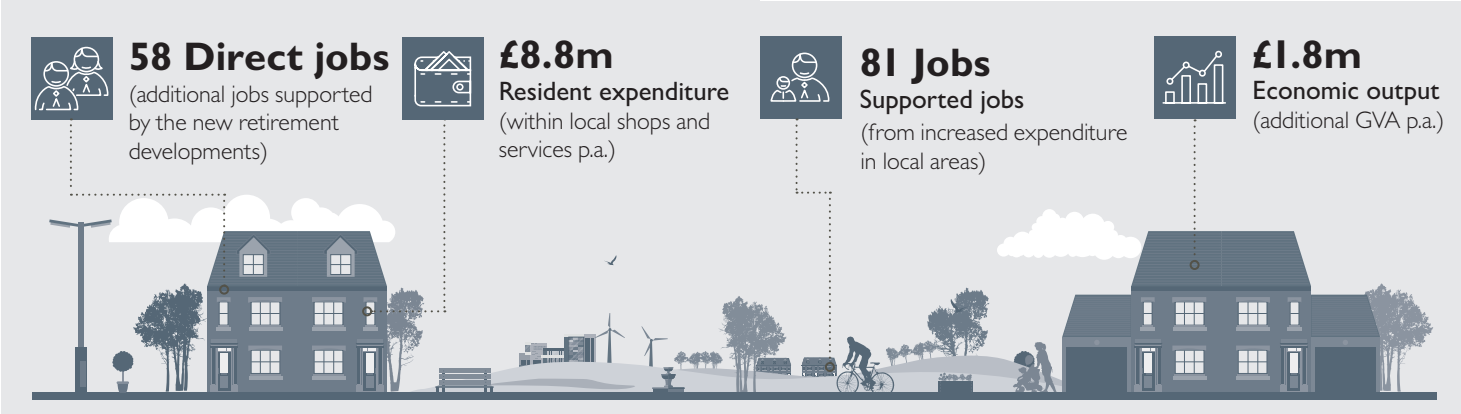
The following information illustrates the economic benefits of consented schemes in 2022/23 :



Construction benefits



Operational and expenditure benefits



Community and wider benefits



LOCATION PLAN 1:1250 @ A3

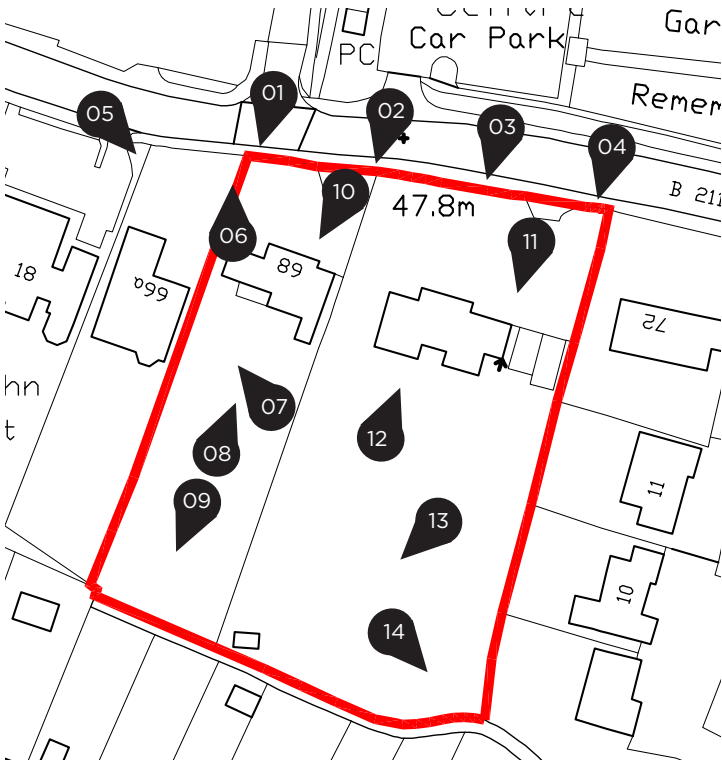


SITE DESCRIPTION

- The site is located to the south of Keymer Road and is situated between Keymer and Hassocks villages.
- Keymer Road borders the northern site boundary, while houses and their private gardens border the site to the east and west.
- To the south, a brook borders the site, and beyond this there are more residential properties and associated private gardens.
- The site is roughly rectangular in shape with an area of approximately 0.45 ha.
- The site slopes down to the south west, with a fall of approximately 4m across the site down to the brook located on the southern boundary.
- The site is currently occupied by two large houses (nos. 68 & 70) and their associated gardens.
- Both residential plots have one-and-a-half to two storey properties with garages to the side and extensive front gardens including lawns and mature trees and driveways.
- The remainder of the site comprises the large back gardens off these houses.
- Both properties have an area of hard surfacing adjacent to the houses and large lawn areas with mature trees present along the site boundaries.
- Both gardens include several small outbuildings/garden sheds.
- Existing vehicular and pedestrian access to each of the properties on site is via Keymer road, with hard landscaped driveways sloping down into the site.
- Views of the two properties from Keymer Road are heavily screened by mature landscaping to the frontage, with passing opportunities to glimpse the existing builds provided at the two access points.

THE SITE

The images below highlight the site as seen from Keymer Road and associated private amenity to the rear (see key plan below).

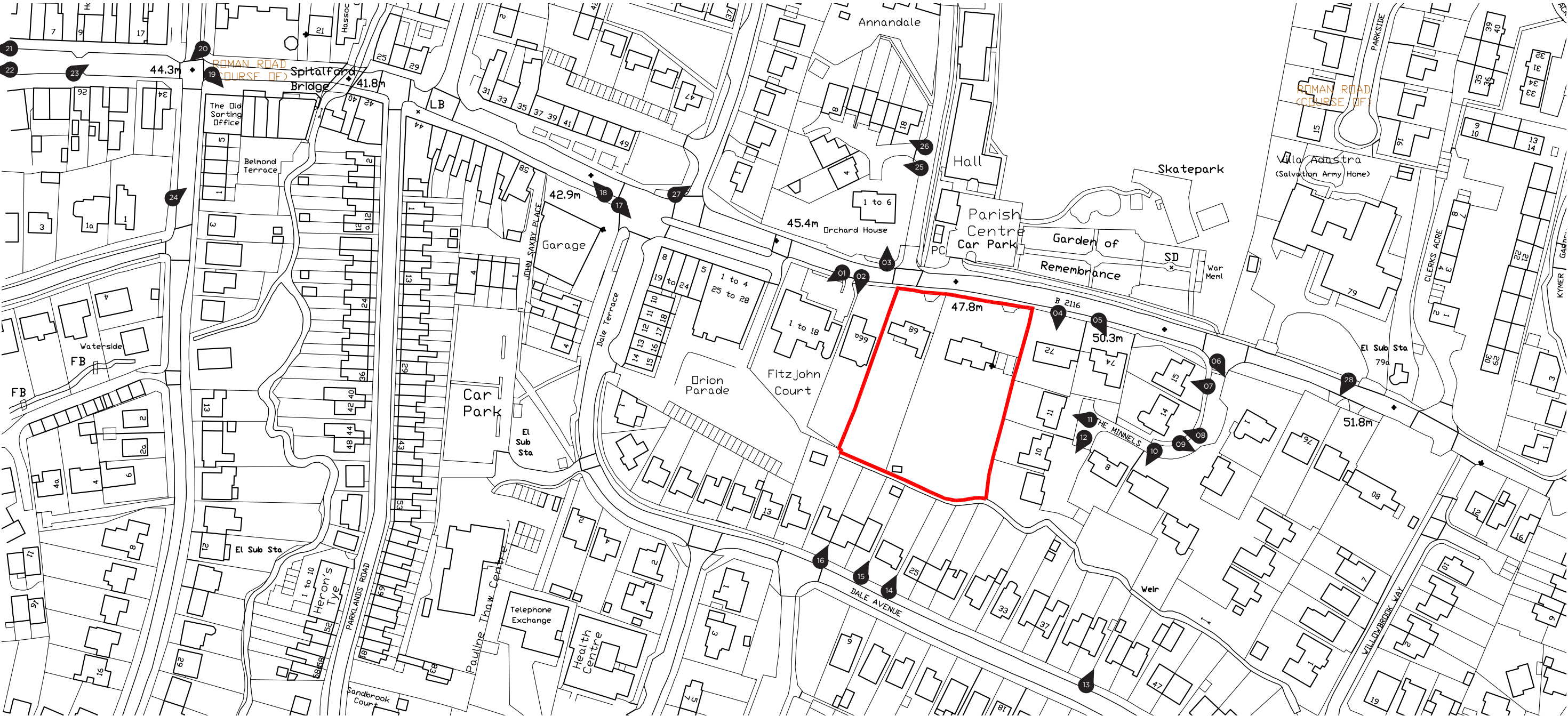


CONTEXT _ 01

- The character along Keymer Road is typically defined by two to three storey dwellings and a mix of detached, semi detached dwellings and terrace properties of traditional appearance.
- There is an incline along Keymer Road from west to east, across the width of the site this change in level is approximately 1.4m.
- 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 dense foliage / mature trees within private ownership.
- Front boundaries vary with a mix of picket fencing, metal railings, low walls of brick and flint, and open hedgerows.
- The palette of built materials is vast, however typically consists of red/buff brick and white render / white painted brick with limited and sparing use of red vertical hanging tiles and weatherboarding.
- Windows tend to be white UPVC casements.
- There is a mix of white / black fascias and soffits finished in timber or UPVC, while rainwater goods tend to be black UPVC.
- Roofs are a mix of hips and gables finished with concrete tiles 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.



(see key plan - context_02)



CONTEXT _ 03

The following images highlight a range of architectural detail, scale and massing within the surrounding context, as well as indicating views towards the site from surrounding streets (see key plan - context_02).



CONTEXT _ 04



CONSTRAINTS

Constraints that affect the potential for a successful urban development have been highlighted in the image below.



OPPORTUNITIES

The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, highlighted in the image below.



INDICATIVE SITE PLAN 1:500 @ A3

The image below shows the proposed Site Plan, Ground floor plan, car parking and extent of landscaping.



- Site boundary
- 1 bed room apartment
- 2 bed room apartment
- Communal areas
- Existing buildings to be demolished

- 01 Vehicular access
- 02 Segregated pedestrian access
- 03 Bin collection point
- 04 Parking for 14 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 seating / amenity space
- 11 Substation



INDICATIVE STREET SCENE & ELEVATION

Following extensive site analysis and design work, below is the proposed elevation to Keymer Road.



INDICATIVE SITE DISTANCES PLAN 1:500 @ A3

The plan below highlights proposed boundary distances as well as distances to neighbouring properties.



0 10m 50m



ARTIST IMPRESSION

The visual below illustrates the proposed development in context when viewed from Keymer Road.



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the site at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP, 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 the feedback form on the website.

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 development.

Once again, thanks for your time.

