

# 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 154 & 156 New Hythe Lane, Larkfield, Aylesford, ME20 6PS.

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 2 dwelling at the site of 154 & 156 New Hythe Lane, Larkfield, Aylesford, ME20 6PS. 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



Churchill development @ Haywards Heath



# 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 for Tonbridge and Malling currently comprises the Core Strategy (2007), Development Land Allocations DPD (2008), Tonbridge Central Area Action Plan (2008), Managing Development and the Environment DPD (2010) and the ‘saved’ policies of the Tonbridge and Malling Borough Local Plan (1998).

Given the age of the development plan documents in the Local Plan Framework, policies need to be read in conjunction with the NPPF.

The relevant policies in the Core Strategy (2007) in relation to the redevelopment of the site for older persons’ housing are listed below:

- CP1 – Sustainable Development
- CP2 – Sustainable Transport
- CP11 – Urban Areas
- CP15 – Housing Provision
- CP17 – Affordable Housing
- CP24 – Achieving a High Quality Environment

Relevant policies in the Managing Development and the Environment DPD (2010) include:

- CC3 – Sustainable Drainage
- NE4 – Trees, Hedgerows and Woodland
- NE2 – Habitat Networks
- NE3 – Impact on Biodiversity
- OS3 - Open Space Provision
- SQ1 – Landscape and Townscape Protection and Enhancement
- SQ8 - Road Safety, Transport and Parking

## SUPPLEMENTARY PLANNING DOCUMENTS

The proposal will also give due consideration to the following Supplementary Planning Documents (SPD):

- Kent Design Guide
- Affordable Housing SPD
- Managing Development and the Environment SPD

## 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.

People are living longer lives and the proportion of older people in the population is increasing. The 2014-based Subnational Population Projections identifies that England’s population will grow by 4,427,000 individuals aged 60 and over between 2014 and 2030, this equates to an increase of 35.56%.

National Planning Policy includes Planning Practice Guidance on ‘Housing for older and disabled people’ to assist Councils in preparing local planning policies for the delivery of housing to meets the needs of its older residents. This sets out that providing housing for older people is ‘critical’.

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

The age profile of the population can be drawn from the 2018 population projections from the Office for National Statistics. This advises that the Tonbridge and Malling area had 24,537 persons aged 65 and over in 2018, accounting for 18.8% of the total population. This demographic is however projected to increase by 12,828 individuals, or 52%, to 37,365 persons by 2043. The population aged 65 and over is expected to increase to account for 24% of the total population of the Borough by 2043.

Notably however the number of individuals aged 80 and over, who are generally more likely to be frail and in need of long-term assistance, is expected to increase more sharply over the same period. In 2018 there were 6,587 persons aged 80 and over. The number of people in this age range is forecasted to increase by 5,673 individuals, or 86%, to 12,260 persons between 2018 and 2043.

Tonbridge and Malling	65-69	6,468	8,449
Tonbridge and Malling	70-74	6,818	8,616
Tonbridge and Malling	75-79	4,664	8,040
Tonbridge and Malling	80-84	3,496	6,204
Tonbridge and Malling	85-89	2,034	3,702
Tonbridge and Malling	90+	1,057	2,354
Tonbridge and Malling	All ages	130,508	154,347

# 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:

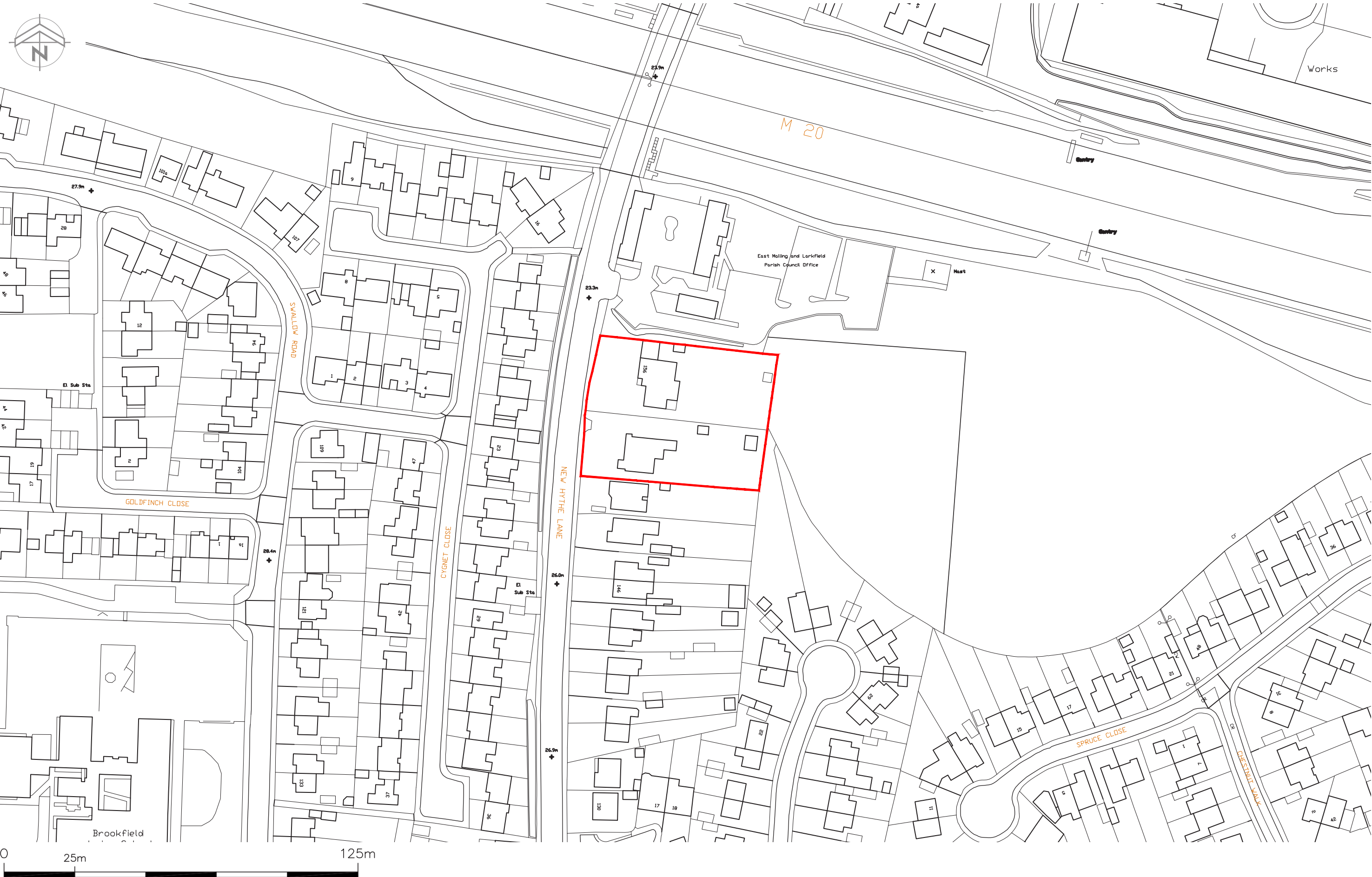
- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, 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.

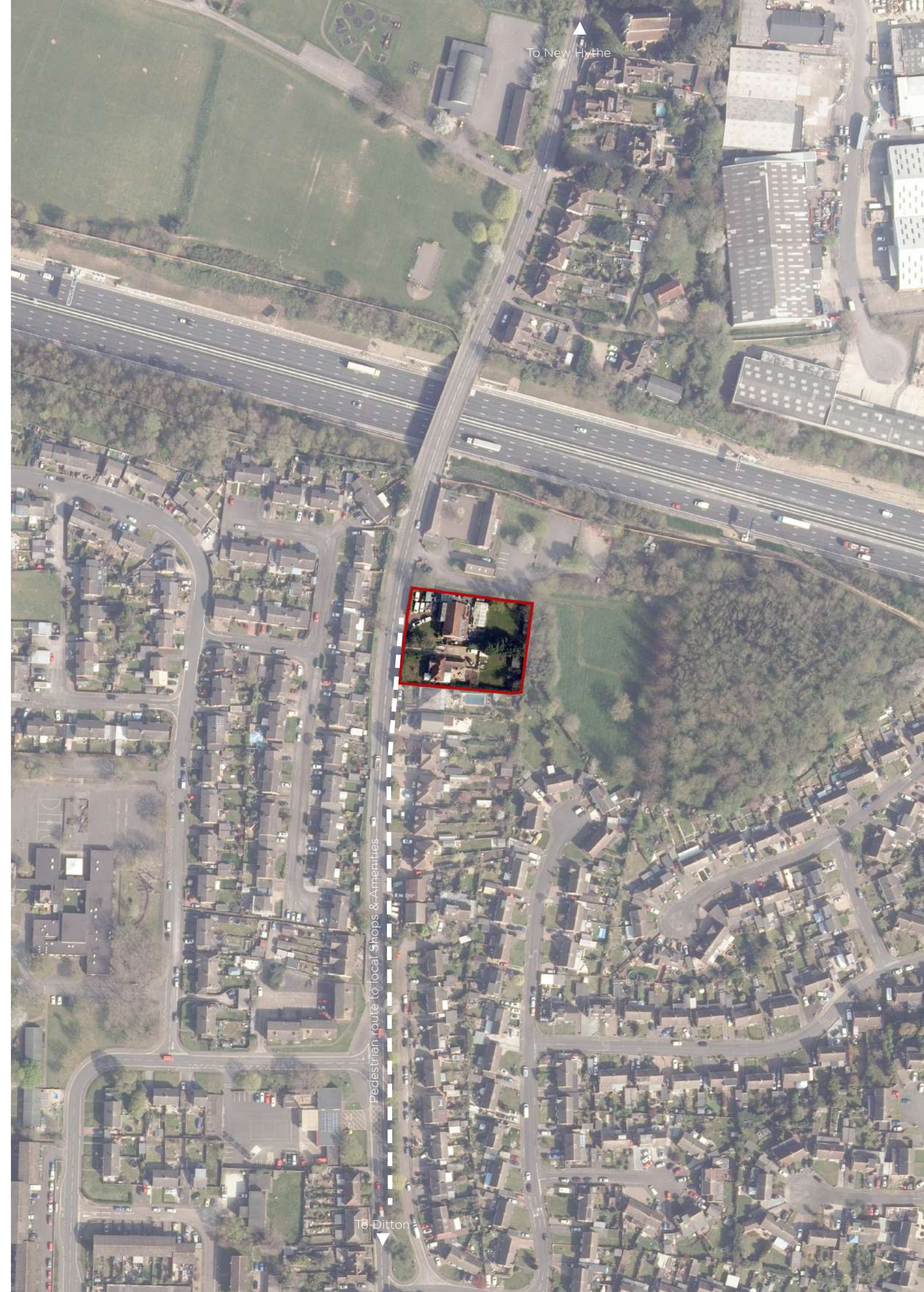
THE LOCATION





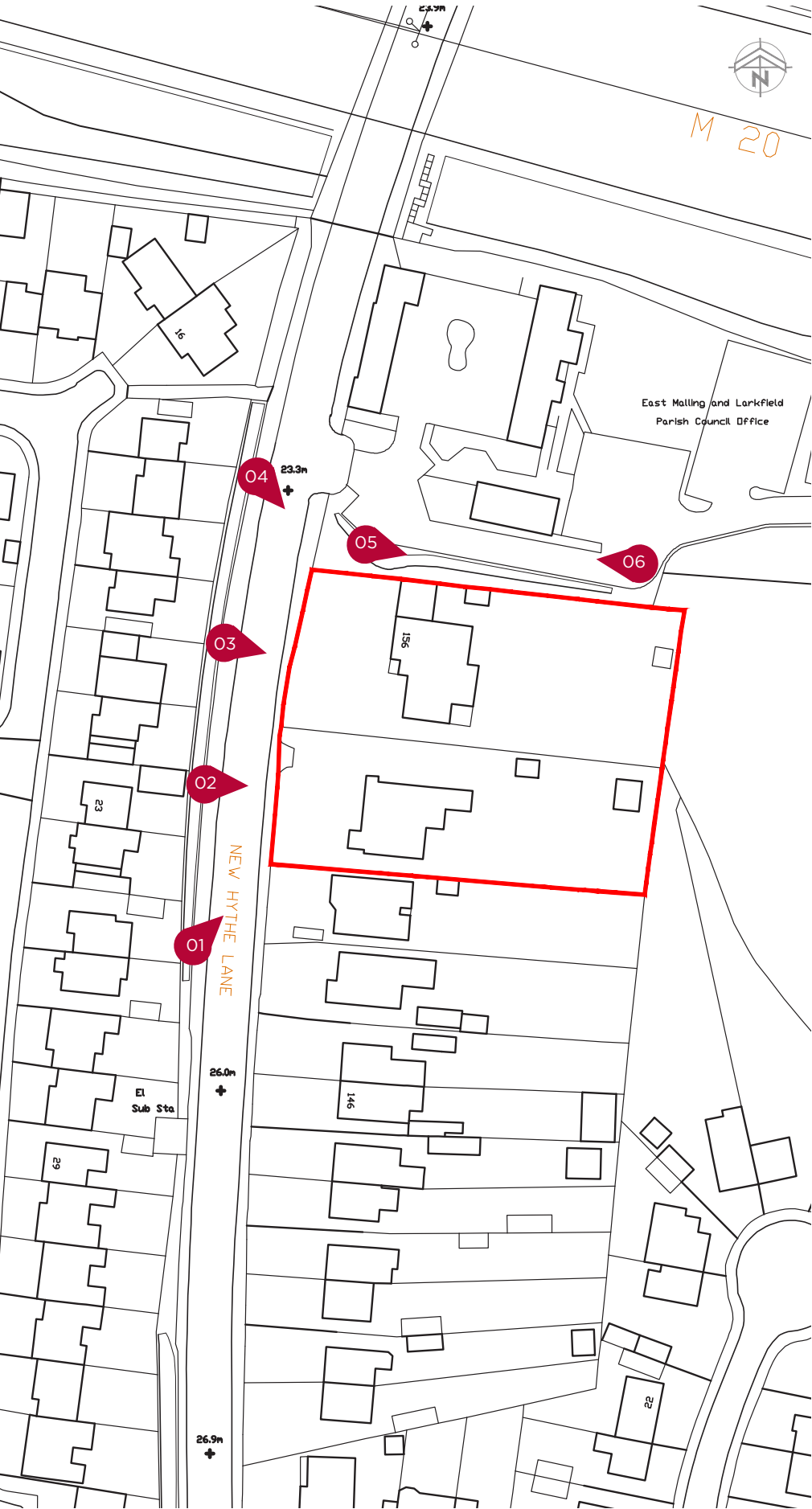
## THE SITE \_ 01

- The site is located on New Hythe Lane, Ditton which is a highly accessible location with a range of amenities positioned within walking distance, such as restaurants and supermarkets – most notably a Morrison's store 450m south of the site.
- The site is also well connected to public transportation, with the nearest bus stops located 250m south of the site, providing access to the highly frequent 71 service between Maidstone and Snodland. The site is also located near to New Hythe railway station, which is located 1.5km northeast of the site and provides direct services to locations including Paddock Wood, Maidstone and Strood.
- Located on the eastern side of New Hythe Lane just south of the M20, the site consists of two residential detached properties (no.154 & no.156) set back from the pavement edge, with driveways sloping up to the frontage and large private gardens to the rear. The residential properties are traditional in style and two storeys in height, featuring mixed red brick, white render, weatherboarding and feature gables.
- The area is predominantly residential and dwellings along New Hythe Road are typically 2 - 2.5 storeys in height, with the ground floor level raised above the highway.
- Building type, scale and massing is broadly consistent in the surrounding vicinity; residential dwellings are traditional in form and range from one to 3 storey. However, appearance varies from property to property, with a mix of projecting gable features, pitched and hipped roofs, and a wide range of materiality.
- No.152 adjacent to the southern boundary is a single storey dwelling built around the same time as the existing dwellings on-site, clad in white textured render.
- The rear façades of 2 storey traditional terraces along Cygnet Close orientate towards the site across the highway to the west. The terraces are raised above the highway above a large retaining wall and screened by mature trees. These terraces are built in buff brick and feature brown hanging tiles and chimney stacks.
- To the north of the site two 2-storey properties sit back from highway within associated Parish Council land, with a single storey property built right up to the pavement edge. Properties feature mixed buff and red brick, contrasting brick banding, dog-tooth detailing and a mix of hipped and gabled roofs.





THE SITE \_ 02





THE SITE \_ 03



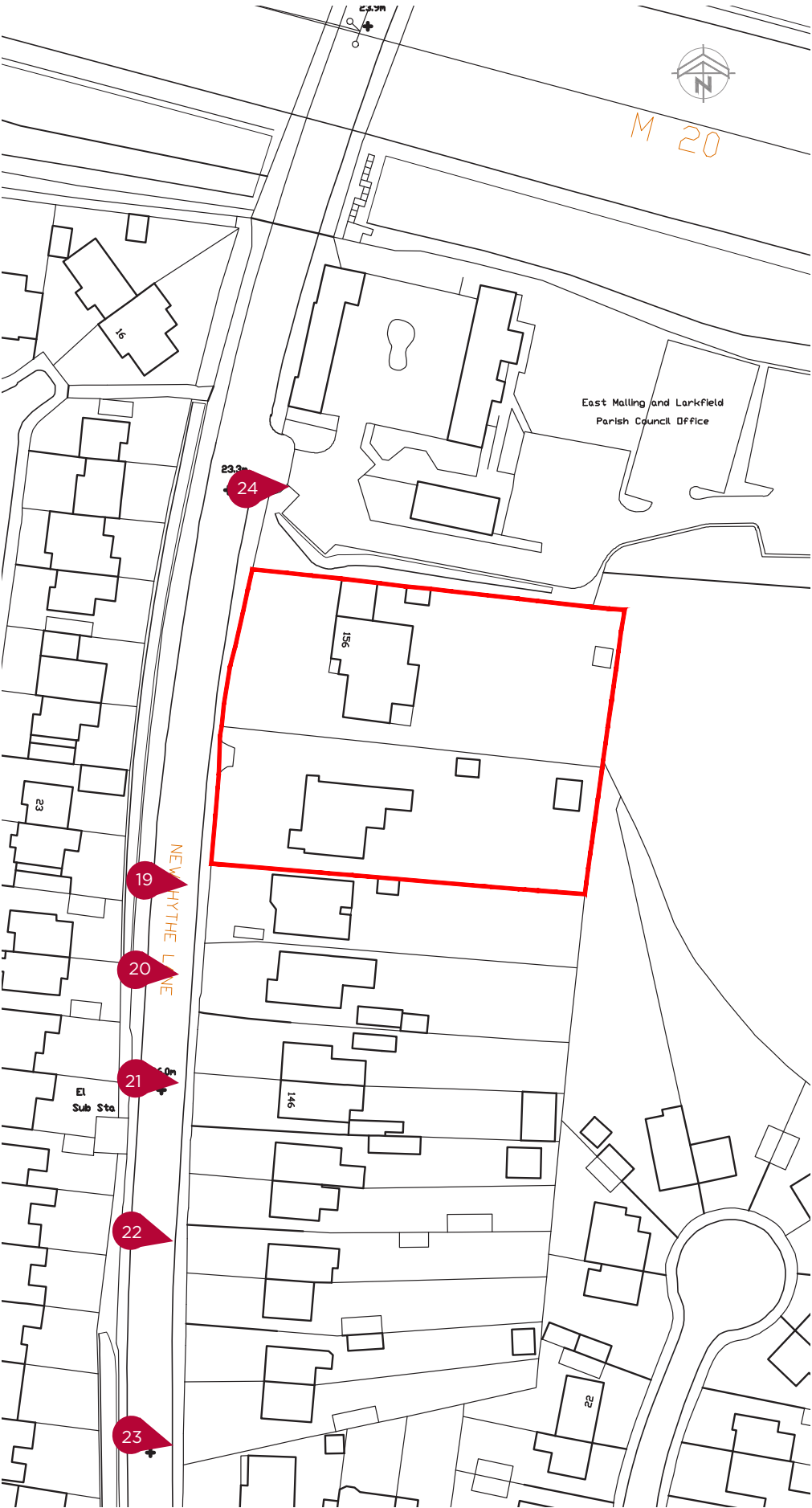


THE SITE \_ 04



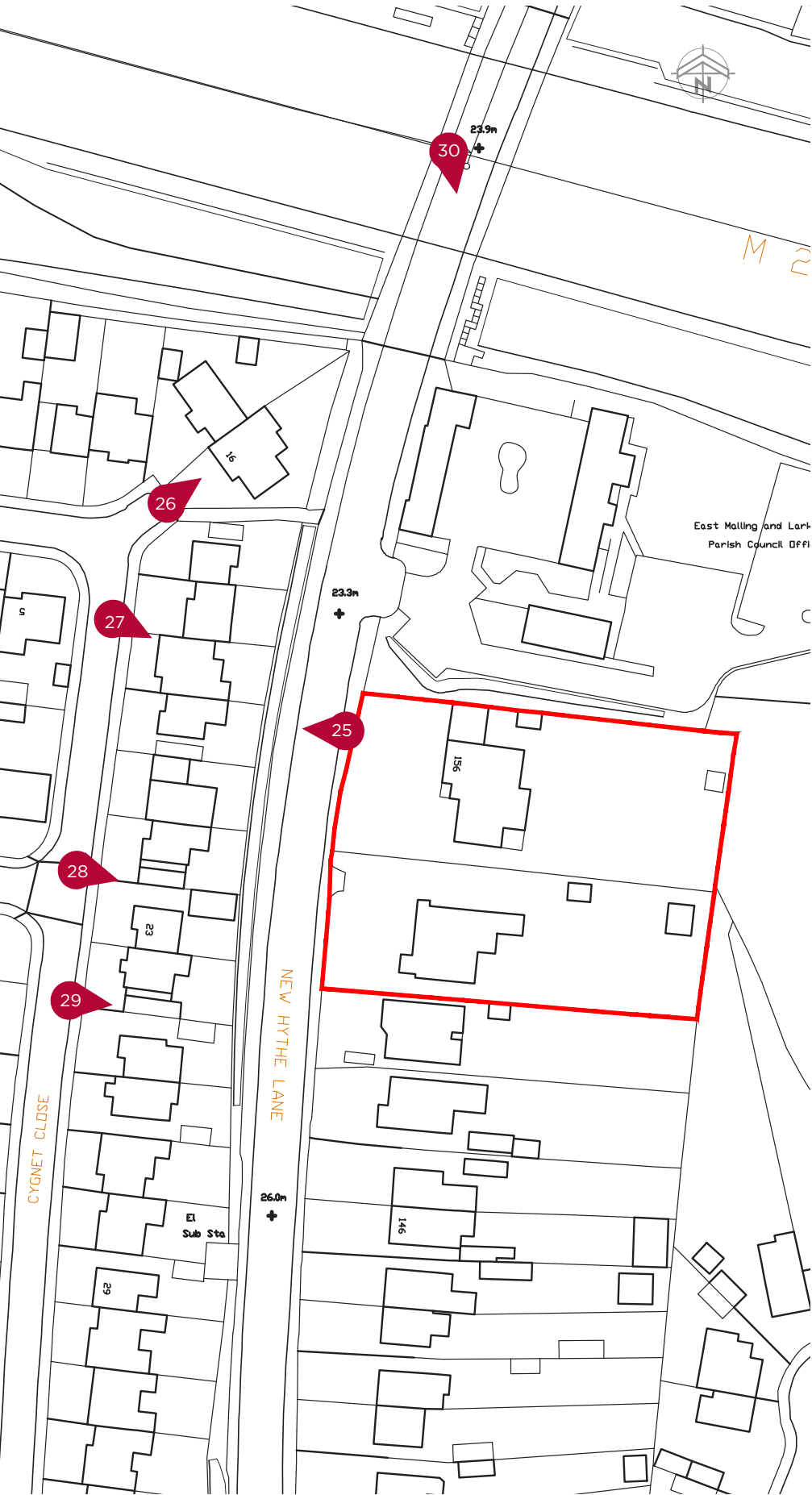


CONTEXT \_ 01



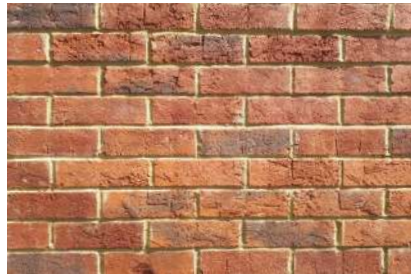
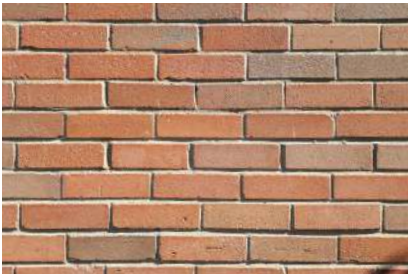


CONTEXT \_ 02





CONTEXT \_ 03





CONTEXT \_ 07

Storey Heights map



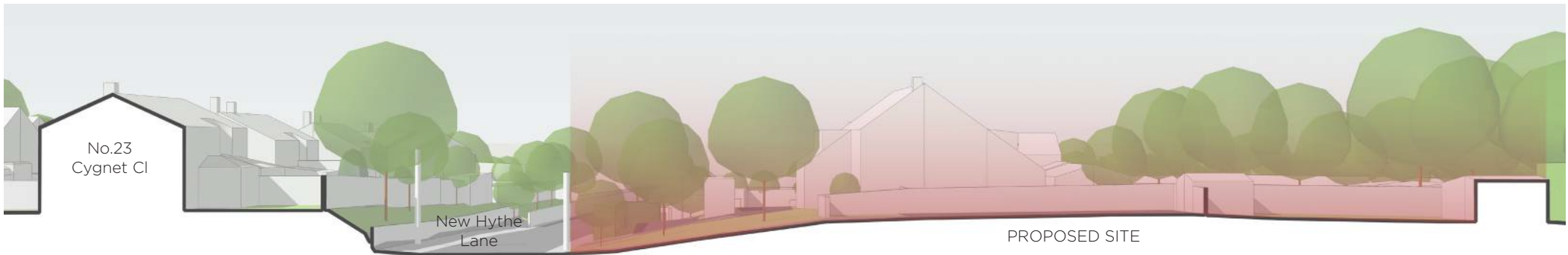
1 storey 2 storey 2.5 storey 3 storey Buildings of a sizable mass / footprint



CONSTRAINTS



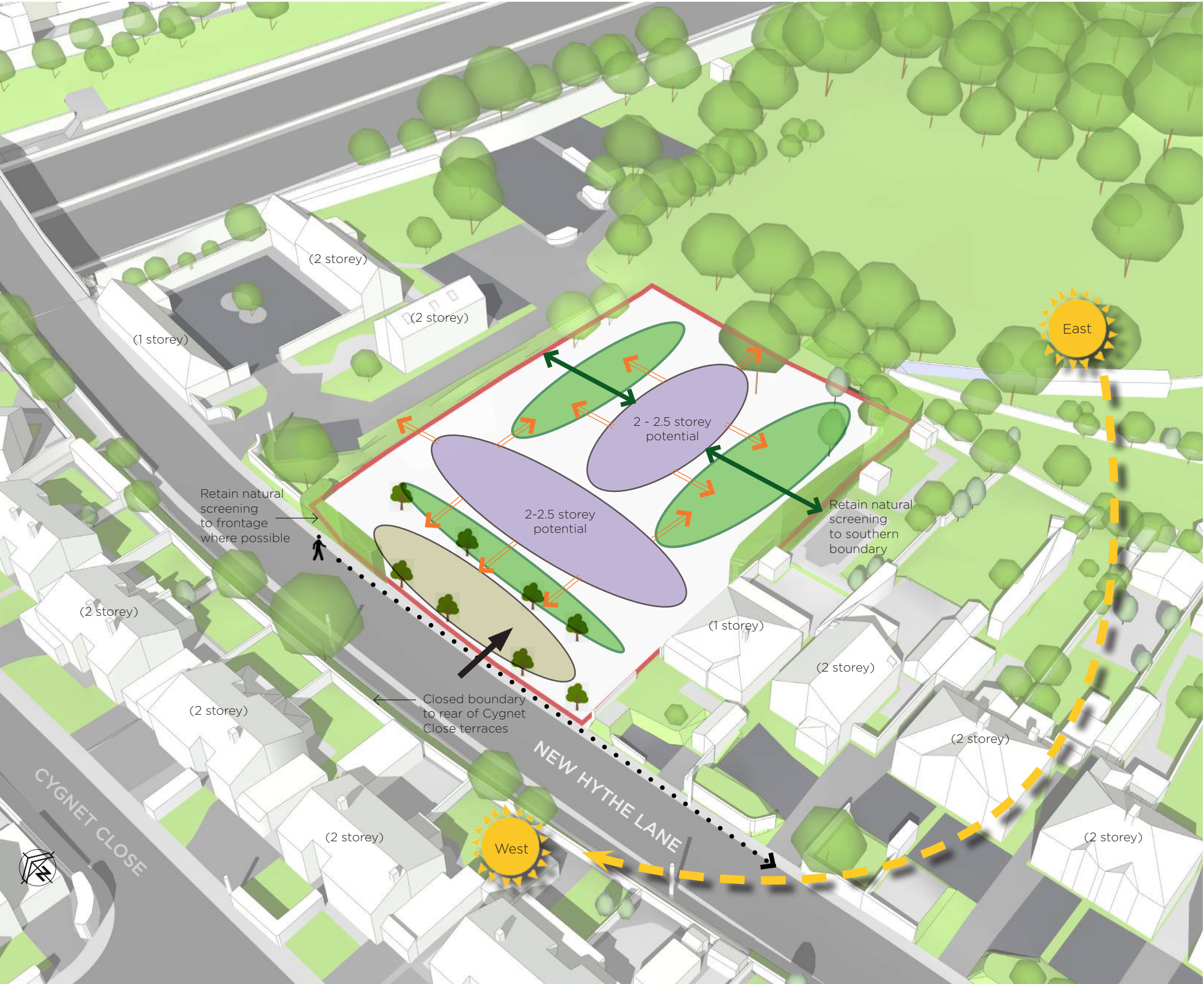
- Site boundary
- Primary frontage
- Noise / traffic pollution
- Existing green buffer
- Existing ramped vehicular / pedestrian access
- Principal Views towards the site
- Boundaries shared with neighbouring residential properties
- Area of hardstanding
- Gradient / Bank



This indicative section illustrates the existing site levels in relation to the immediate context, with Cygnet road retained at a higher level before dropping down to New Hythe Lane. The levels then ramp back up along the existing access to No.154.



OPPORTUNITIES

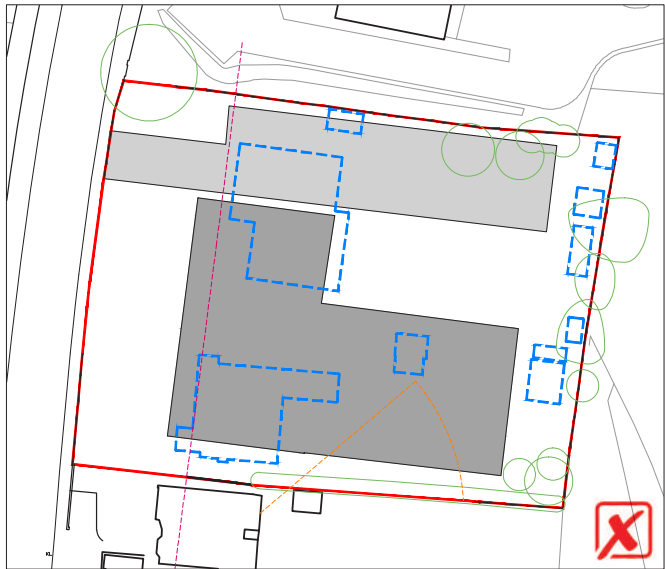


- Site boundary
- Accommodation outlook orientation
- Pedestrian route into town
- Improvement to existing planting and areas of private amenity
- Existing vehicular / pedestrian access point
- Views toward site screened by natural landscaped buffer
- Good separation to boundary
- Development mass
- Hardstanding / Parking - Access level lowered to allow pedestrian access at a 1 in 20 gradient and reducing the ground floor level / overall development ridge height.
- Increased Street Planting / screening to surround areas of hardstanding.

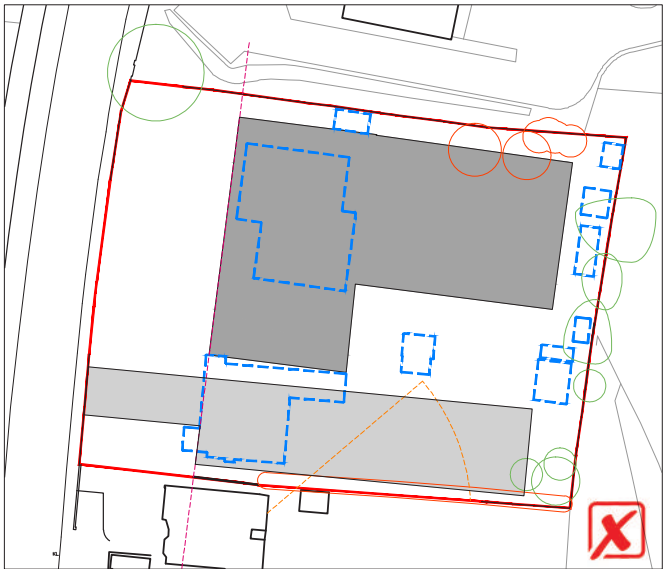


# DESIGN EVOLUTION

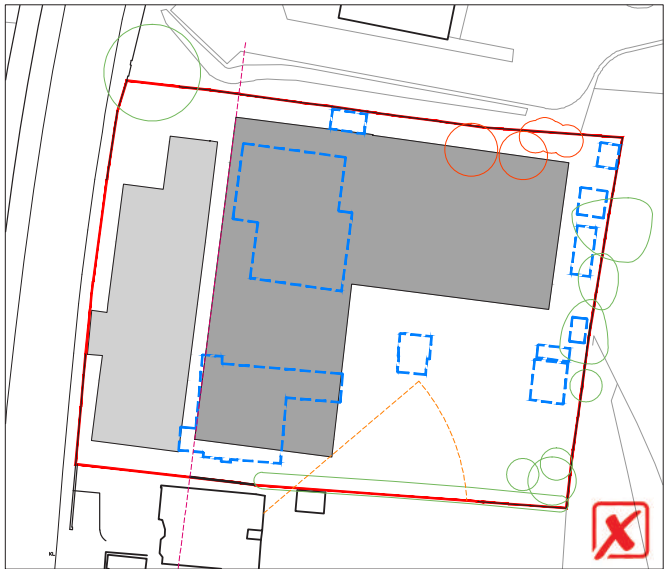
## BUILDING DISPOSITION / PARKING



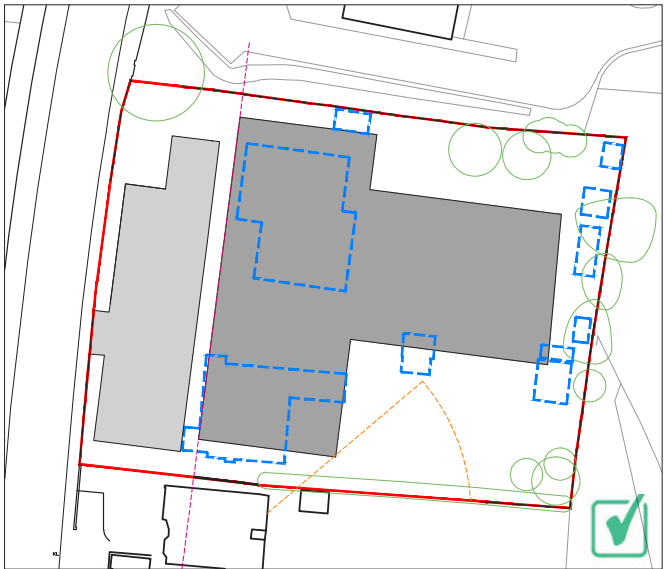
- Forward of existing building line
- Overbearing proximity to southern boundary
- Reduced development potential



- Improved relationship with southern boundary (no.152)
- Overbearing proximity to northern boundary
- Existing screening to boundaries compromised
- Reduced development potential

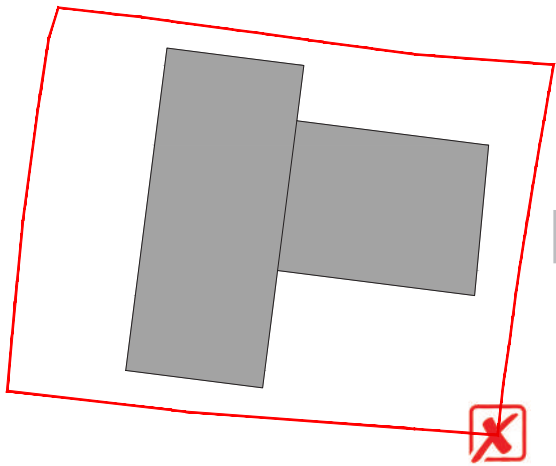


- Improved development potential
- Parking to front characteristic of area
- Overbearing proximity to southern boundary
- Existing screening to north boundary compromised

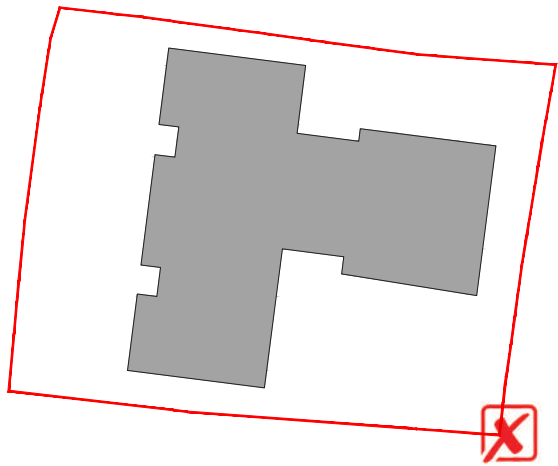
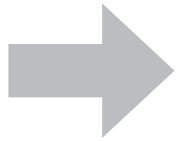


- Maximised development potential
- Good distance to north and south boundaries
- Existing screening to north and south boundaries retained
- Existing building line

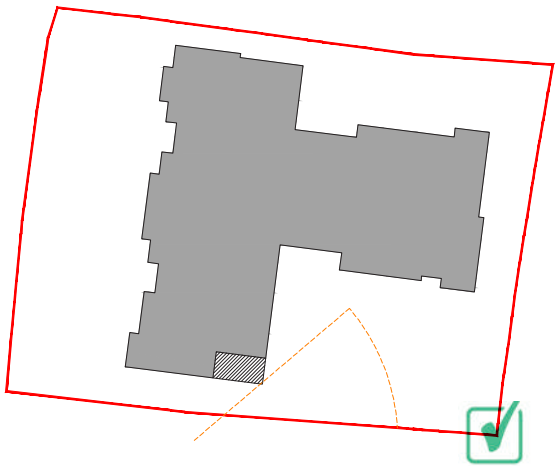
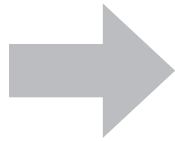
## ARTICULATION - PLAN



Initial Block divided into two (frontage and rear leg)



Steps added to reduce overall depth and divide the two block further, with emphasis on creating clear breaks to the frontage

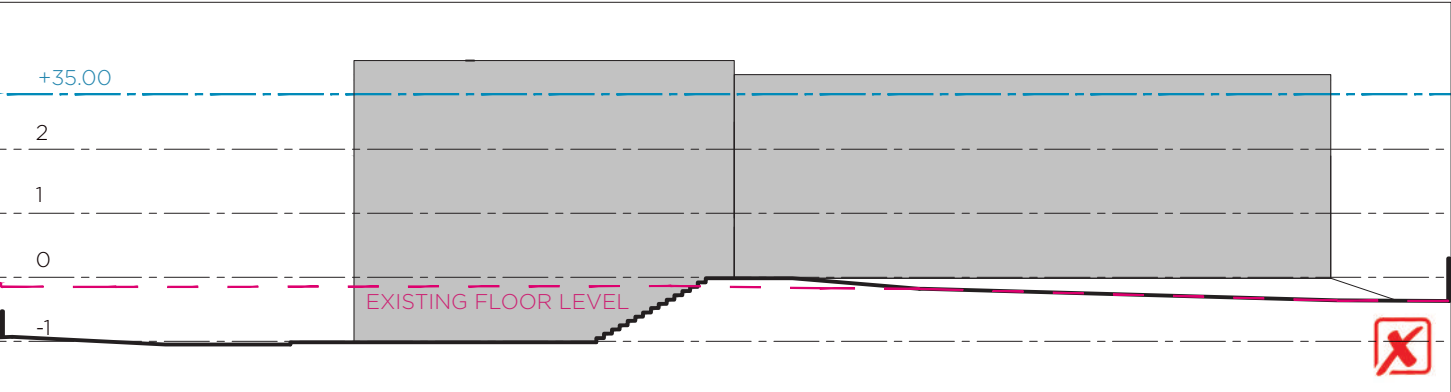


Secondary articulation added to give a domestic scale & appearance / Building cut back to allow for sight lines from neighbouring properties.

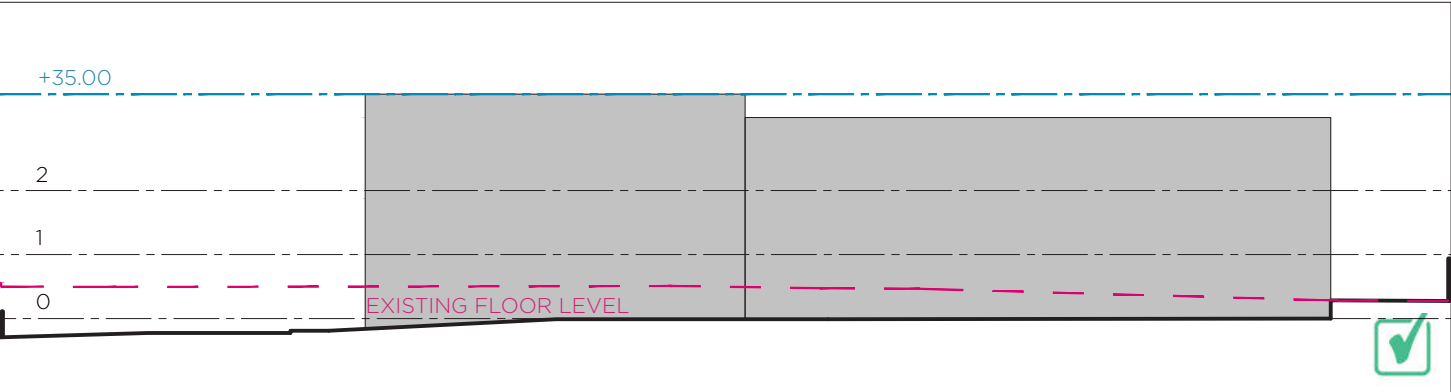


DESIGN EVOLUTION

SITE LEVELS

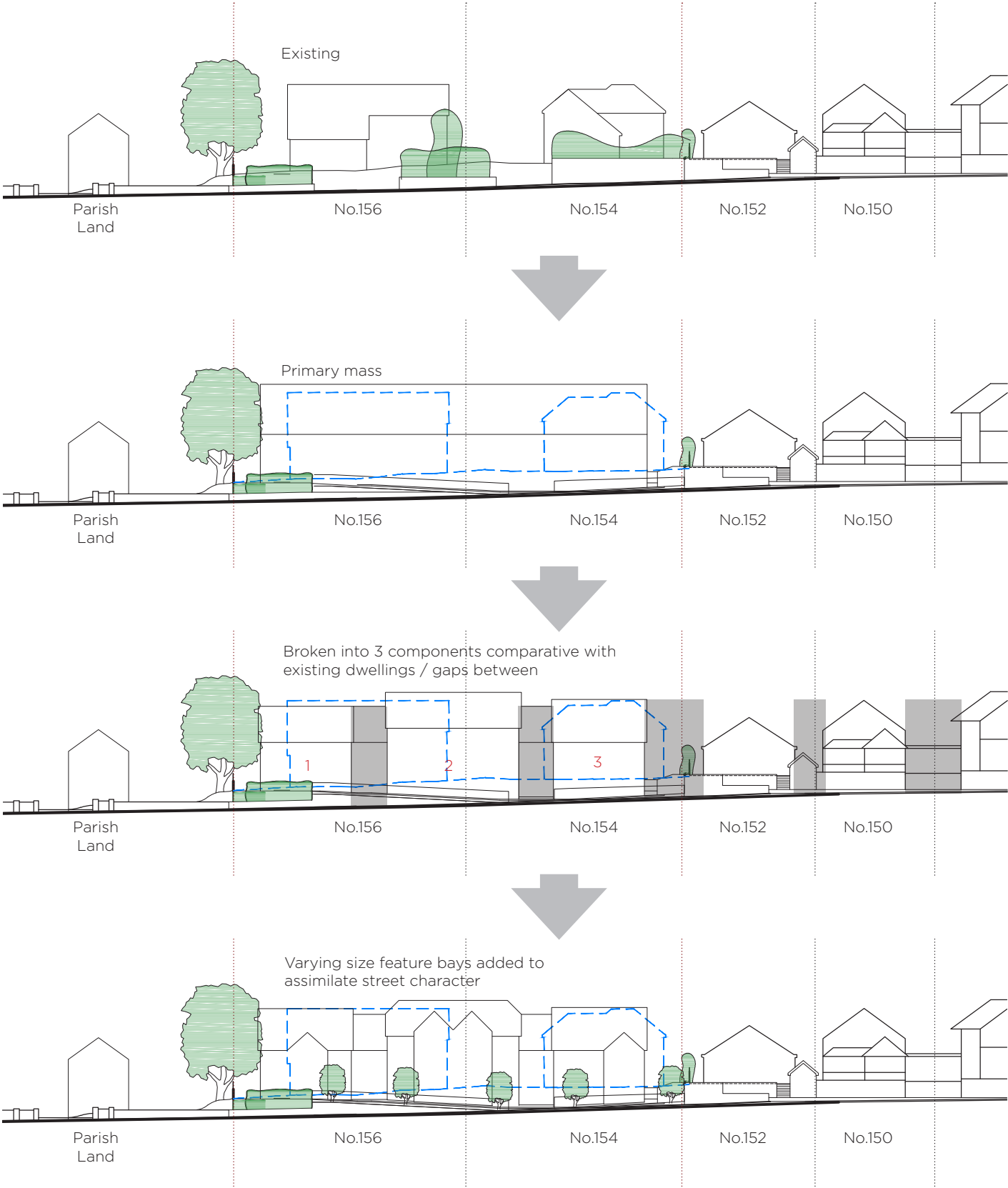


SPLIT LEVEL SITE : Proposed lower ground floor to the frontage (level -1) that then steps up a level at the rear leg. To achieve an acceptable balance between digging the frontage and filling the rear leg, the above indicates ridge heights would fall above +35.00, increasing the overall perceived height of the development.



LEVEL SITE : Proposal that maintains the same ground floor level from the frontage to the rear. The proposal would allow for pedestrian access from the access to the main entrance (max 1:20 gradient), banking up to existing boundary levels. The removal of the split level brings the rear ridge height down below +35.00, and with the ground floor level reduced the fronting ridge can be lowered to suit.

ARTICULATION - ELEVATION





INDICATIVE SITE PLAN scale 1:500

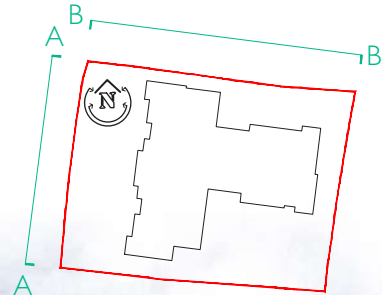


- Site boundary
- 1 bed room apartment
- 2 bed room apartment
- Communal areas
- 01 Proposed vehicular entrance via existing access.
- 02 Segregated pedestrian entrance to development
- 03 Owners lounge / communal facilities
- 04 Dry riser stairs
- 05 Seating area in residents garden
- 06 Internal Refuse store
- 07 Mobility scooter store
- 08 Substation (TBC)
- 09 Guest Suite





INDICATIVE STREET SCENE scale 1:200



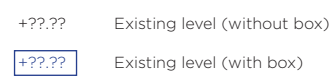
A-A : NEW HYTHE LANE INDICATIVE STREET SCENE



B-B : INDICATIVE NORTHERN ELEVATION



INDICATIVE SITE DISTANCES / LEVELS PLAN scale 1:500





## ARTIST IMPRESSIONS \_ 01



View of proposal looking south down New Hythe Lane



## ARTIST IMPRESSIONS \_ 02



View of proposal from the highway (in front of No.152 New Hythe Lane)



## ARTIST IMPRESSIONS \_ 03



View of the proposed frontage with recessed links clad in dark weatherboarding



## ARTIST IMPRESSIONS \_ 04



Proposed mix of materials / Main entrance features with reference to the existing palette of the surrounding context.

## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the site at 154 & 156 New Hythe Lane, Larkfield, Aylesford, ME20 6PS, 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 '**LARKFIELD**' 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 October 2022.