

# PURPOSE OF THIS CONSULTATION

## WELCOME

This consultation is presented on behalf of Churchill Living and invites you to view and provide feedback on the initial proposals for the land at The Windmill Inn & no.34 Mill Lane, Rustington, West Sussex, BN16 3JN.

The consultation consists of a number of information boards including the following:

- The Purpose of the Consultation;
- Introduction to Churchill Living;
- Planning Policy & Housing Need;
- Benefits of Older People Housing;
- Location;
- The Site;
- Context;
- Planning History (Existing Consent);
- 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 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 of the land at The Windmill Inn & no.34 Mill Lane, Rustington, West Sussex, BN16 3JN, and the erection of retirement housing; comprising circa 25 no. one and two-bed apartments and 3 cottages with associated communal areas, parking and landscaping.

## VISION

Churchill 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 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.

Examples of Churchill developments within sensitive context :



# INTRODUCTION TO CHURCHILL LIVING

Churchill Living is a privately-owned British Company, highly trusted and respected within the housing industry. Churchill Living 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.

Churchill Living 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 Churchill Living'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.

Churchill Living 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



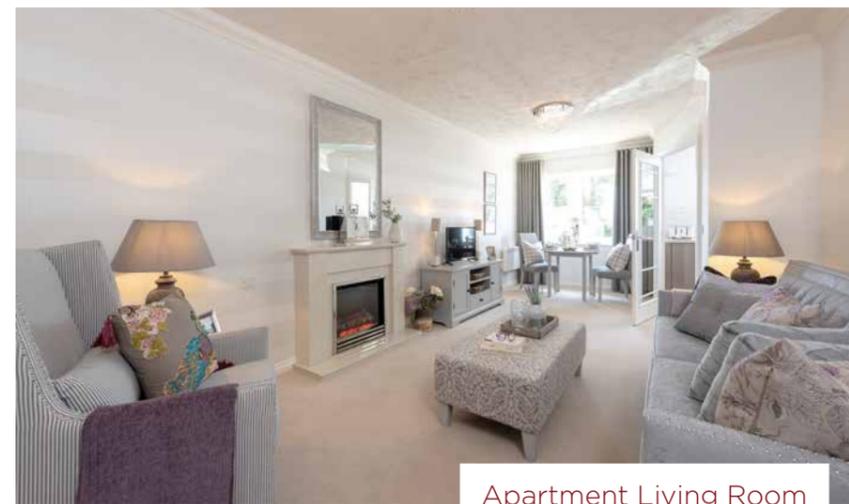
Coffee bar



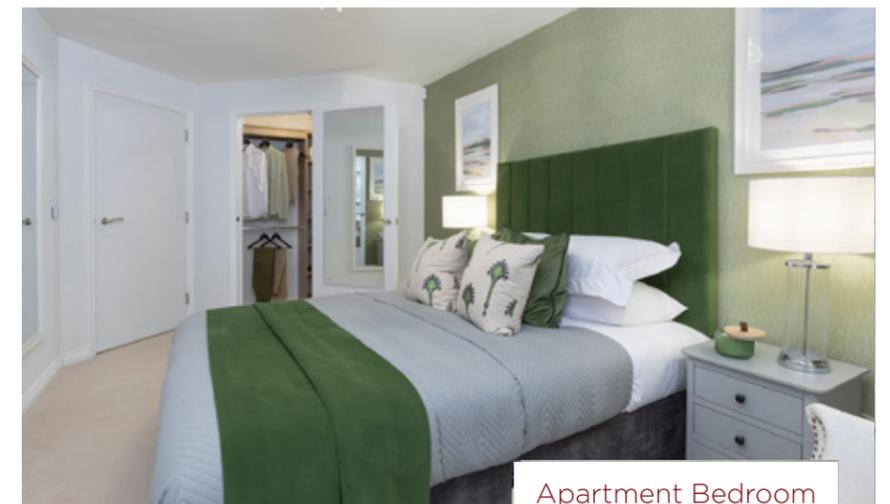
Guest Suite



Landscaped Gardens



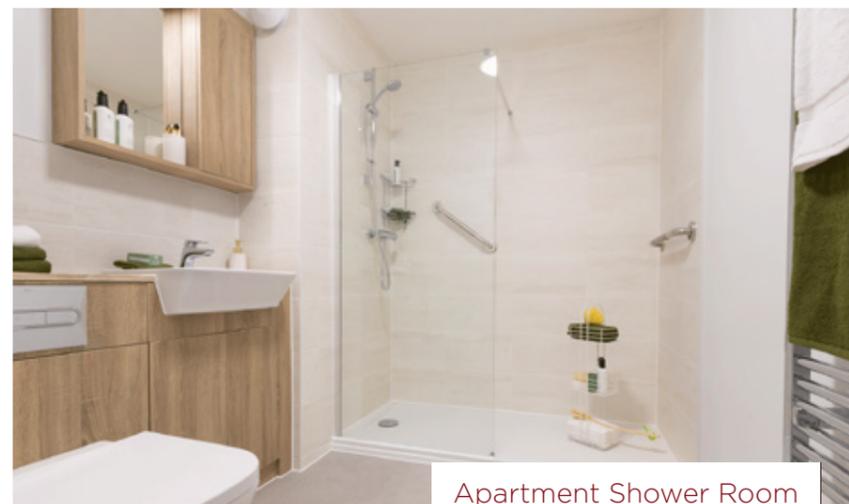
Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

# PLANNING POLICY

Planning applications are required to be determined in accordance with a Local Authorities Development Plan unless material considerations indicate 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 20th December 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 significantly boost 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.

The policies guiding the future of development for this site can be found in the Arun Local Plan 2011-2031 (adopted in 2018) and the Rustington Neighbourhood Plan (adopted 2014).

Arun District Council have started preparations on the Arun Local Plan Update 2023-2041, which is currently at the early stages of preparations. The Council have since published a Direction of Travel Document consultation (published in March 2024). At this time, limited weight can be awarded to the draft policies.

## **Arun Local Plan 2011-2031 (2018)**

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

- Policy SD SP2 – Built Up Area Boundary
- Policy H DM1 – Housing Mix
- Policy AP SP2 – Affordable Housing
- Policy H DM2 – Independent Living and Care Homes
- Policy D SP1 – Design
- Policy D DM1 – Aspects of Form and Design Quality
- Policy D DM2 – Internal Space Standards
- Policy OSR DM1 – Open Space, Sport and Recreation
- Policy ECC SP1 – Adapting to Climate Change
- Policy ECC SP2 – Energy and Climate Change Mitigation
- Policy ECC DM1 – Renewable Energy
- Policy ENV DM4 – Protection of Trees
- Policy ENV DM5 – Development and Biodiversity
- Policy W SP1 – Water
- Policy W DM1 – Water Supply and Quality

## **Rustington Neighbourhood Plan (2014)**

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

- Policy 2 - Housing Design
- Policy 4 - Sustainable Drainage
- Policy 6 - Local Employment

# PLANNING POLICY

## Principle of Development

The site currently comprises of The Windmill Inn Public House and a detached two storey residential property. The public house comprises of the main building, a large rear garden area and associated parking court.

This proposal seeks to redevelop the Windmill Inn Public House and adjacent residential properties by delivering age restricted residential, falling under Use Class C3. 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 Arun district.

In addition to meeting a significant unmet housing need, another advantage of older persons housing is that it provides social, economic, and environmental benefits to the wider community, including increased expenditure on the local high street, and freeing up family housing elsewhere in the district.

The development plan recognises the need for this type of accommodation through Policy H DM2 (Independent Living and Care Homes) which identifies the Council will support the development of independent living and care homes.

Given the site currently comprises of the Windmill Inn public house, Policy OSR DM1 (Open Space, Sport and Recreation) has been considered. The Council identify that they will seek to protect community facilities, unless it can be demonstrated that the use is surplus to requirement, or the proposed development will be providing replacement or equivalent facilities.

Policy 6 of the Neighbourhood Plan states the loss of existing employment or business use will be protected unless it can be demonstrated the use is no longer viable.

An application was granted permission in 2022 for the extension and remodelling of the existing public house to form a 20-bedroom hotel (planning reference R/60/22/PL), this suggests that the current use as a public house is not viable, and the owners were looking to repurpose the pub into a hotel with a larger restaurant and to provide indoor spa facilities. However, it is since come to light that the redevelopment to the hotel is no longer a viable or suitable option for the vendor, resulting in their need to sell.

An assessment of the local pubs and bars within a 2-mile radius has also been undertaken to determine the number of pubs, bars and social clubs that will remain within the local area. This has concluded that there are 13 local pubs and 12 bars/social clubs remaining within a 2-mile radius of the Windmill Inn Public House site.

In addition to the above, there is a critical need for older persons housing in the local area, which is coupled with the social, economic, and environmental benefits that this scheme will provide. Therefore, the proposal to redevelop this site to older persons housing is considered to be appropriate and in compliance with the Council's development plan when read as a whole.

# 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.

# HOUSING NEED

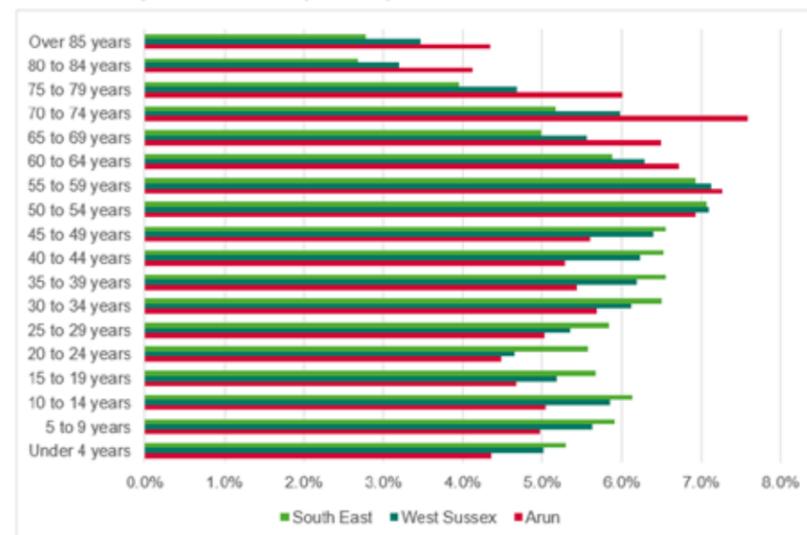
## LOCAL NEED

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.

This is no different in Arun, with a 19.3% increase in people aged 65 years and over between 2011 and 2021. More notably, there has been a 40% increase in people aged 70-74 years in the district which shows an exponential increase.

Arun DC have recently issued a draft Arun Housing Need Review (2023) which acknowledges the ONS 2021 Mid-Year data estimates as being heavily skewed towards an older demographic, with 28.5% of the population being 65 years and over. The table shown below highlights the ageing population in Arun in comparison to West Sussex and the Southeast.

Table 3.1 Population Structure (mid 2021)



Source: ONS Mid-Year Population Estimates

In addition to the above, in 2016 the Council published their Updated Housing Needs Evidence. The report identifies in 2015 there was a total supply of 2,750 units of specialist older persons housing in the district, this includes 1,647 units of market specialist housing and 960 affordable housing units. This is shown in the table below. In accordance with the estimated increase in people aged over 65 years, the Council conclude a potential need for 2,257 specialist homes for older people between 2011-2031 to be able to keep up with the demand. This is concluded in the table below.

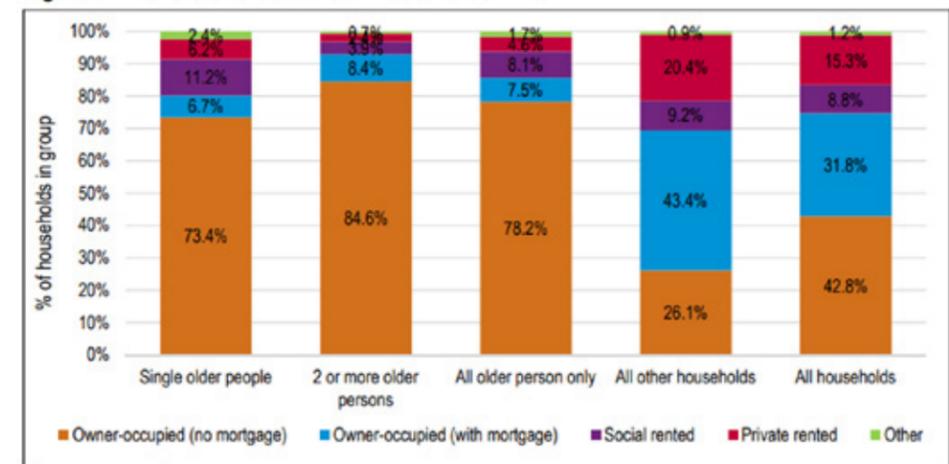
Table 25: Current Supply of Specialist Housing for Older People (2015)

Type of housing	Market	Affordable	Total	Supply per 1,000 aged 75+
Sheltered	1,647	960	2,607	121
Extra-Care	68	73	141	7
<b>Total</b>	<b>1,715</b>	<b>1,033</b>	<b>2,748</b>	<b>128</b>

Source: Housing LIN

In terms of home ownership, the 2016 report goes on to identify older person households in Arun are typically owned outright (no mortgage), this equates to 78% of the older person households. This data set has been shown below. Therefore, by increasing the provision of suitable older persons accommodation, this would help release family housing into the wider housing market, subsequently aiding other purchasers within the district. Therefore, it is clear to see in Arun there is a clear and identifiable need for specialist older persons housing, to which this proposal will help to meet this need.

Figure 8: Tenure of Older Person Households – Arun



Source: 2011 Census

# 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 30 apartments proposed, at a ratio of 1.3 people per unit, there will be around 39 occupants. At a saving of £3,500 each per year, this equates to a saving of **£136,500 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.
- 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

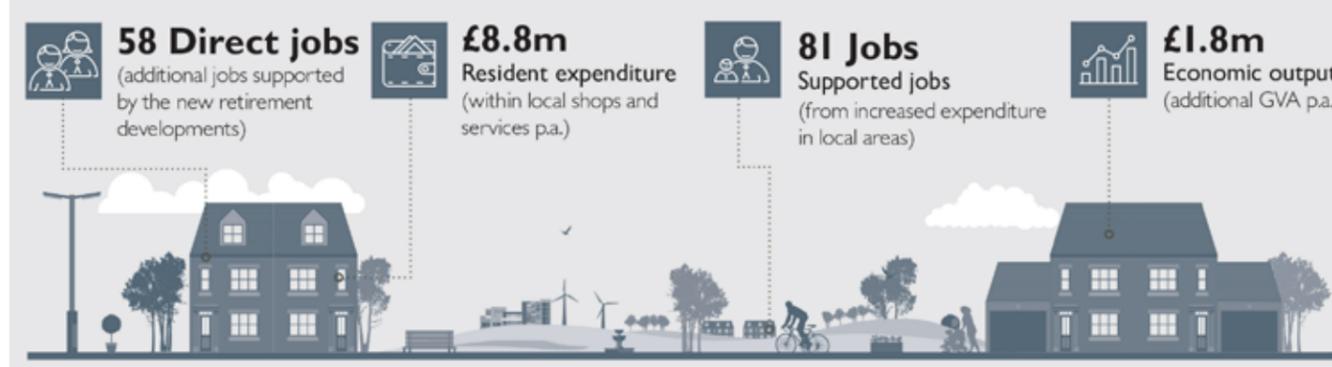
The following information illustrates the economic benefits resulting from Churchill Living's consented schemes during the 2022/23 period :



## Construction benefits



## Operational and expenditure benefits



## Community and wider benefits



## LOCATION PLAN 1:1250 @ A3



## SITE DESCRIPTION

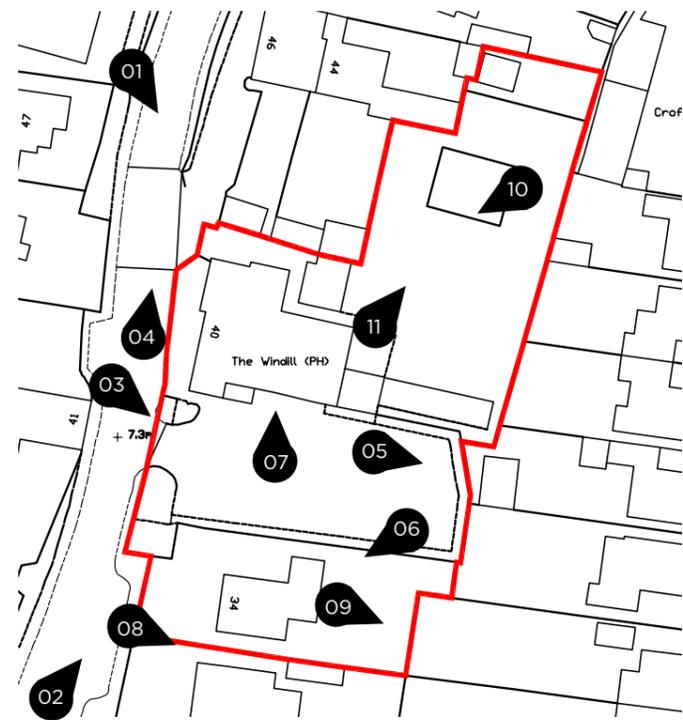
- The site is located to the east of Mill Lane, about 0.5 km to the north of Rustington village centre, and approximately 2.5 km to the northeast of Littlehampton town centre. Croft Works, which comprises dilapidated storage buildings, lies to the northeast, while Mill Lane borders the western part of the site. The remaining parts of the site are bound by residential properties and associated rear amenity / outbuildings.

*NOTE: The croft works has planning permission for the demolition of existing dilapidated storage buildings and erection of 2 no. detached 3-bedroom chalet bungalows with associated car barns, gardens, car parking & landscaping. [ref: R/197/20/OUT]*

- The site is an irregularly shaped plot of land with an area of approximately 0.31 ha, sloping gently down towards the northeast with a 1m fall (approx) across the site.
- The majority of the site is occupied by The Windmill Inn, which includes a two-storey building fronting the western boundary (Mill Lane), adorned with white render at ground floor and red tile hanging above.
- The Windmill Inn has consent for the 'Extension and remodelling of existing public house to form hotel with 20 No bedrooms and associated parking and landscaping.' [ref: R/60/22/PL]
- Immediately to the north of the main building is a narrow concrete surfaced area which forms a driveway leading to two wooden shed/storage structures.
- The pub garden is situated to the east of the main building and extends northwards. The areas within the garden immediately adjacent to the pub are paved, with a canopied area present in the southern section of the garden. Although planting is minimal, there is a line of low quality mature trees tight to the eastern boundary.
- A fenced area to the north of the pub garden includes a storage building and a small yard for additional storage.
- The pub car park is located to the south of the pub building and generally consists of hardstanding with a narrow grass verge running along the site boundary.
- The car park extends the full depth of the site, creating a large break in the Mill Lane Street scene that exposes the rear of no. 11 & 15 Fircroft Crescent.
- The southern part of the site consists of No. 34 Mill Lane; a two storey chalet bungalow with room in the roof, multi red brick walls and a red/brown tiles barn-hipped roof. A makeshift driveway fronts Mill Lane, and rear amenity to the east of the dwelling includes two paved patios, two sheds and a lawn.
- No 44 and 46 to the north of the site are locally listed buildings. Now converted into cottages, they previously formed the original Windmill Inn prior to the erection of the more recently constructed public house on the application site (mid 20th Century).

# THE SITE

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



# CONTEXT 01

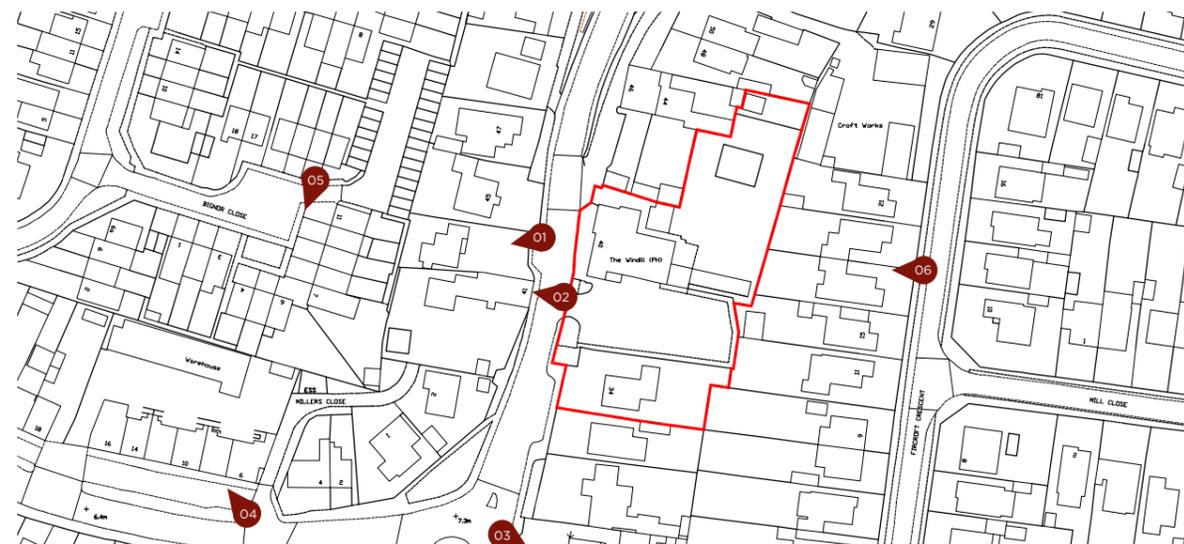
Rustington has origins dating back to the Saxon era, with several historical buildings still standing. During the Victorian era, Rustington saw growth as a seaside resort, leading to the construction of numerous Victorian villas and cottages.

The inter-war period brought about suburban expansion, with many Arts and Crafts style houses built during this time.

The village experienced significant residential development in the post-World War II era. This period saw the construction of various housing estates, reflecting modernist influences and functional design.

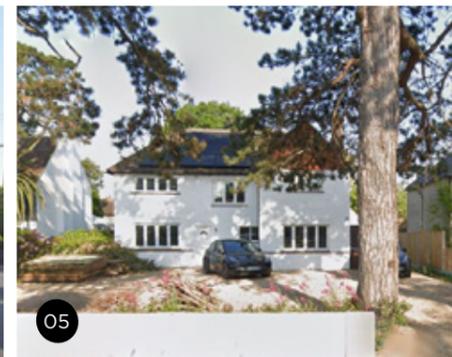
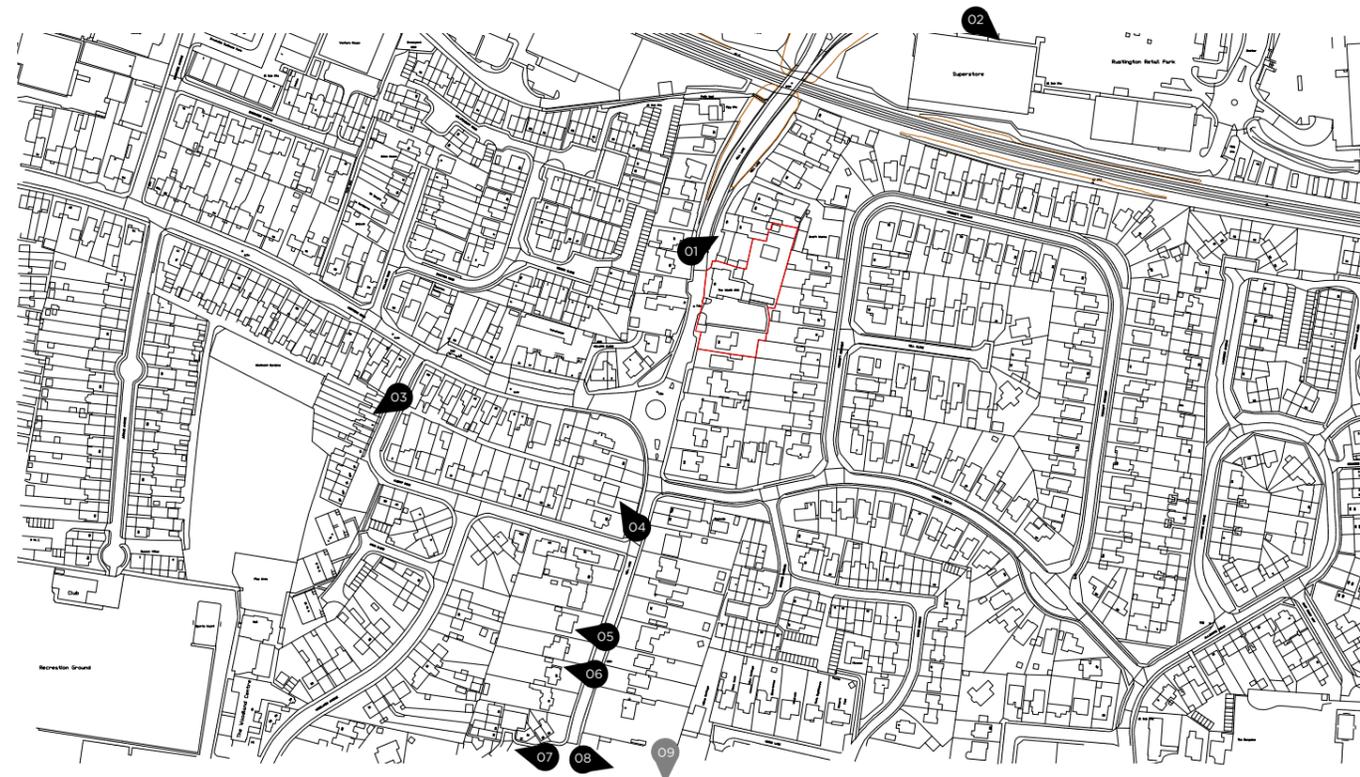
Rustington has continued to evolve with new residential and commercial developments. Contemporary architecture blends with the existing architectural heritage to maintain a cohesive aesthetic.

- The site is located in an area of Rustington that showcases a blend of architectural styles, reflecting its rich history and modern development.
- The surrounding context of the site is suburban in character, surrounded by residential uses. Neighbouring properties are detached and semi-detached dwellings built in a range of architectural styles.
- Mill Lane comprises of a high proportion of 20th-century buildings set within generous gardens, with properties to the east and west generally of late 20th-century origin set within smaller plots.
- Building heights in the surrounding area are typically 1 to 2 storeys with large dual-pitched roofs. However, there are examples of larger scale developments in the local area - Abbotswood, a 3 Storey flatted development, is located at the southern end of Mill Lane.



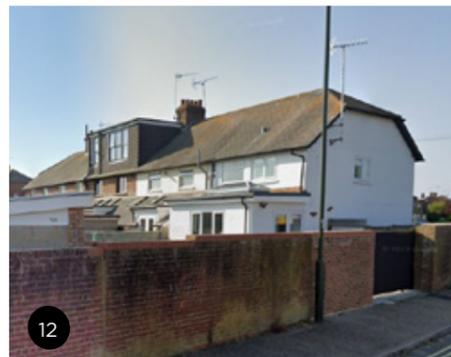
# CONTEXT 02

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.

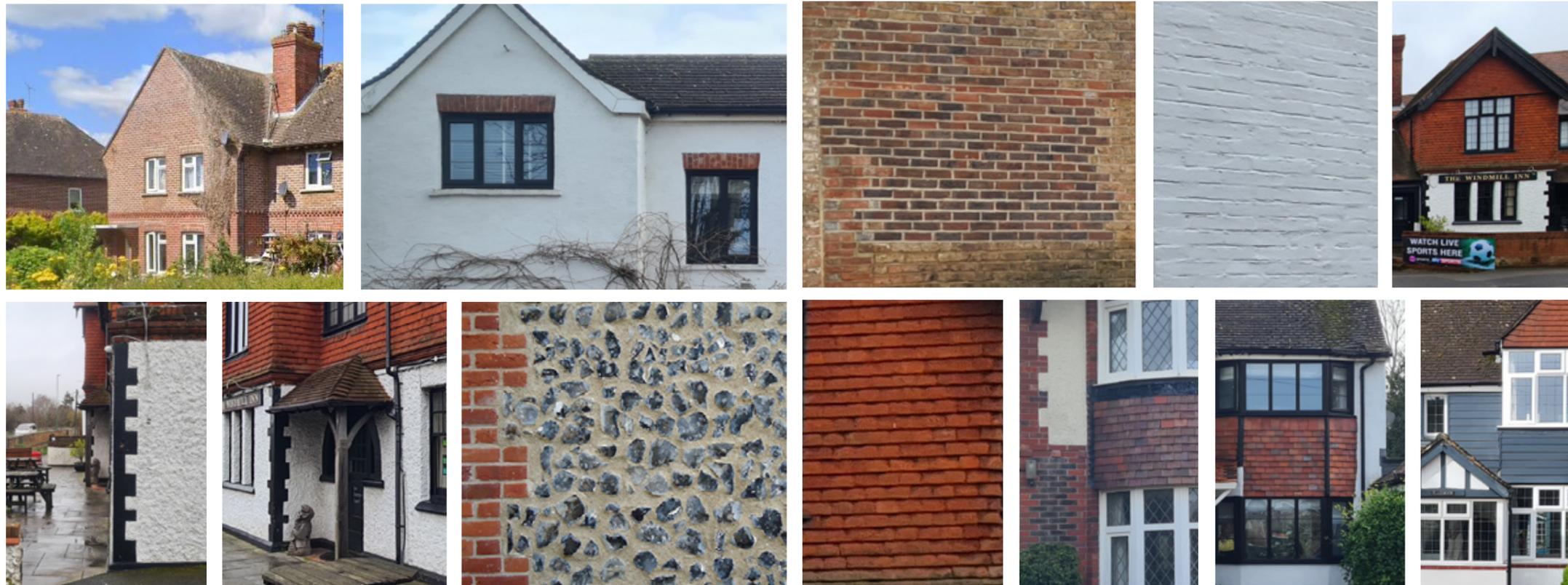


# CONTEXT 02

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.



## CONTEXT 03 - MATERIALS & DETAILING



The design vernacular ranges from traditional flint or rendered walls paired with slate or thatched roofs, to red brick and tiled roofs. Rendered walls are generally painted white, cream or pastel colours.

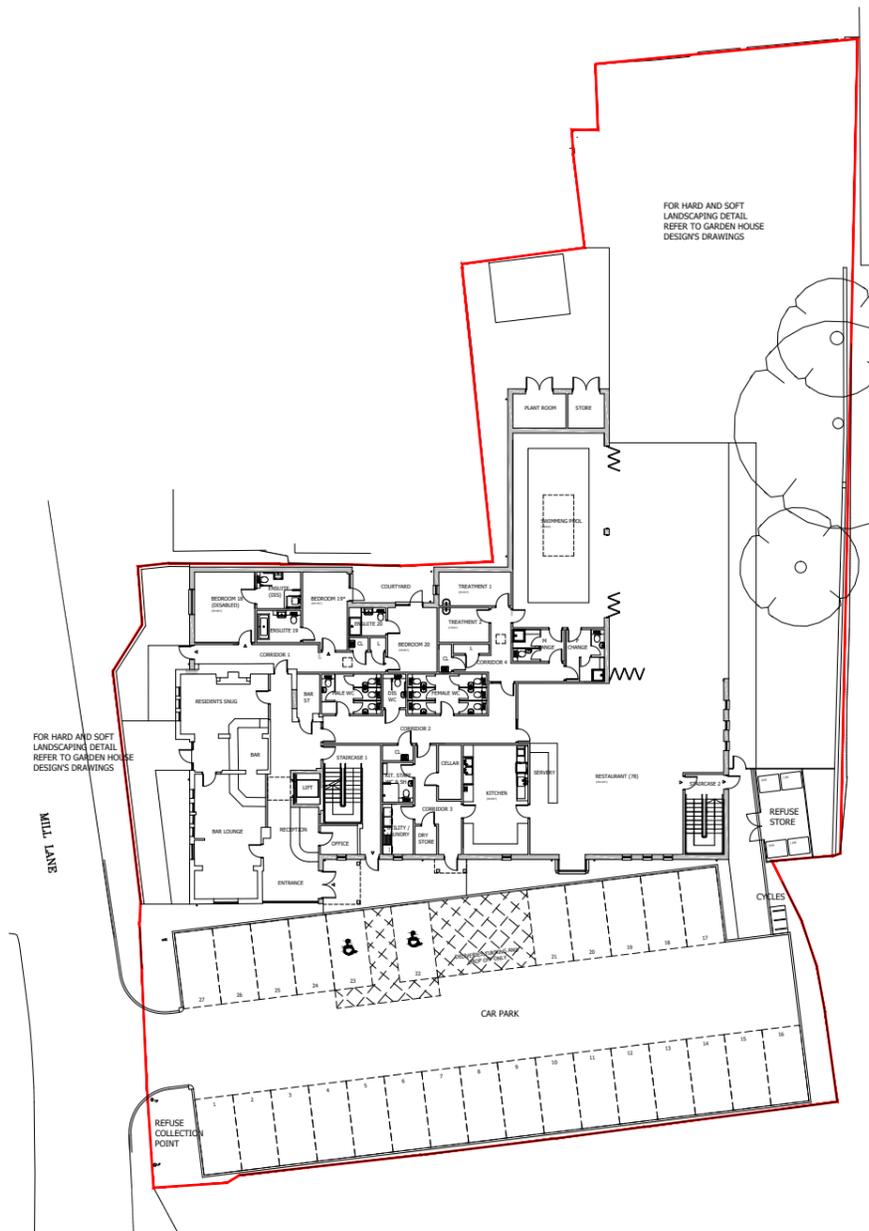
Common architectural features include :

- Tile Hanging
- Multi Red Brick
- Render / Painted Brick (White)
- Red / Brown Roof Tiles
- Flint
- Decorative chimney stacks
- Brick banding
- Feature quoins
- Splayed Brick Headers
- Weatherboarding

# PLANNING HISTORY : THE WINDMILL INN (PROPOSED SITE)

## PLANNING CONSENT [R/60/22/PL]

Planning permission was granted in July 2022 for the extension and remodelling of the existing public house to form a 20-bedroom hotel, including the reconfiguration of the existing car park to provide 27 spaces. The application involves demolition of the existing single storey extensions to the side and rear of the existing building and construction of a 1.5 storey extension to the rear, 2 storey side extension (7.8m high) and single storey extension (2.9m high) to the northwest to provide a spa treatment room and an indoor pool, in addition to conversion of the existing roof space. The main entrance to the hotel will be from the side car park.



SITE PLAN



WEST ELEVATION



SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION

# PLANNING HISTORY : THE CROFT WORKS

## PLANNING CONSENT [R/197/20/OUT]

Outline planning permission was granted at appeal (04/10/2021) for the demolition of existing dilapidated storage buildings and the erection of 2 no. detached 3-bedroom chalet bungalows with associated car barns, gardens, car parking & landscaping at Croft Works, 52 Mill Lane, Rustington, BN16 3JN in accordance with the terms of the application, Ref R/197/20/OUT.



SITE PLAN



NORTH ELEVATION



EAST ELEVATION



WEST ELEVATION



SOUTH ELEVATION

# CONSTRAINTS

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



- |  |                           |                                     |                            |
|--|---------------------------|-------------------------------------|----------------------------|
| Existing vehicular / pedestrian access | Existing Street Frontage  | Site boundary                       | Existing pedestrian access |
| Primary views orientating towards site | Noise / traffic pollution | Storey heights                      | Locally Listed             |
| Area of hardstanding / Parking         | Existing trees            | Land topography / direction of fall |                            |

# OPPORTUNITIES

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



- Opportunity to improve the current gap in the street scene by removing the existing car park and extending the proposal across the frontage.
  - Maximise zones of amenity / landscaping around the proposal. Enhance biodiversity through removal of hardstanding.
  - Additional boundary planting to provide appropriate level of natural screening / BNG Enhancement.
- ↔ Excellent separation distances between active frontages and neighbouring boundaries / amenities.
  - Proposal parking screened by existing and supplementary planting.
  - ➔ Existing access adapted to form segregated vehicle / pedestrian access.
- ● ● ● 🚶 Short level walk for pedestrians and owners to the local amenities.
  - Opportunity for small scale dwellings / cottages to rear of site, as seen in the surrounding area.
  - ↔ Breaks in frontage comparable with breaks between neighbouring dwellings.

# CHURCHILL LIVING PROPOSAL : INDICATIVE SITE PLAN

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 Level pedestrian access
- 03 Substation access
- 04 Parking for 13 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



# CHURCHILL LIVING PROPOSAL : INDICATIVE SITE DISTANCES PLAN

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



# CHURCHILL LIVING PROPOSAL : INDICATIVE STREET ELEVATION [SCALE 1:200 / 1:500]



# CHURCHILL LIVING PROPOSAL : INDICATIVE ELEVATIONS - COTTAGES [SCALE 1:200]



# CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



# CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the land at The Windmill Inn & no.34 Mill Lane, Rustington, West Sussex, BN16 3JN, 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 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.

