

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 to redevelop the land that forms part of the car parking currently serving The Compass Suites; accessed from the Green in Aldridge. The consultation is made up of a number of information pages including the following:

- Purpose of the Consultation
- Introduction to Churchill Retirement Living
- Planning Policy
- Typical Development Features
- Precedent Developments
- Housing Need
- Benefits of Older Persons' Housing
- Location & Site
- Context
- Planning History
- Aldridge- Coleman Lodge by Churchill Retirement
- Constraints & Opportunities
- Design Evolution
- Indicative Street Scenes
- Preliminary Views
- 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 Involvement that will support any planning application.

THE PROPOSAL

The proposal is for the redevelopment of land comprising part of the car park for the Compass Suites, and the former tennis courts and garden land of the Grade II Listed Manor House, into 49 retirement living apartments with associated communal facilities, vehicular access, car parking and landscaping. The application will also reconfigure the south of the site to provide 50 car parking spaces for use by the Compass Suites.

VISION

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

WHO ARE CHURCHILL RETIREMENT LIVING LTD?

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;

- **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

WALSALL SITE ALLOCATION DOCUMENT (2019)

The Walsall Site Allocation Document (SAD) forms part of the statutory development plan for Walsall Borough Council. The relevant policies within the SAD in relation to the redevelopment of the site for older persons' housing are listed below:

- HC2: Development of Other Land for Housing
- HC3: Affordable Housing and Housing for People with Special Needs
- EN1: Natural Environment Protection, Management and Enhancement
- EN5: Development in Conservation Areas
- OS1: Open Space, Sport and Recreation

BLACK COUNTRY CORE STRATEGY (2011)

The relevant policies within the Black Country Core Strategy considered relevant to the proposal are listed below:

- CSP4: Place Making
- HOU1: Delivering Sustainable Housing Growth
- HOU2: Housing Density, Type and Accessibility
- HOU3: Delivering Affordable Housing
- ENV1: Nature Conservation
- ENV2: Historic Character and Local Distinctiveness
- ENV3: Design Quality
- ENV5: Flood Risk, Sustainable Drainage Systems and Urban Heat Island
- ENV6: Open Space, Sport and Recreation
- ENV8: Air Quality

WALSALL UNITARY DEVELOPMENT PLAN (2005)

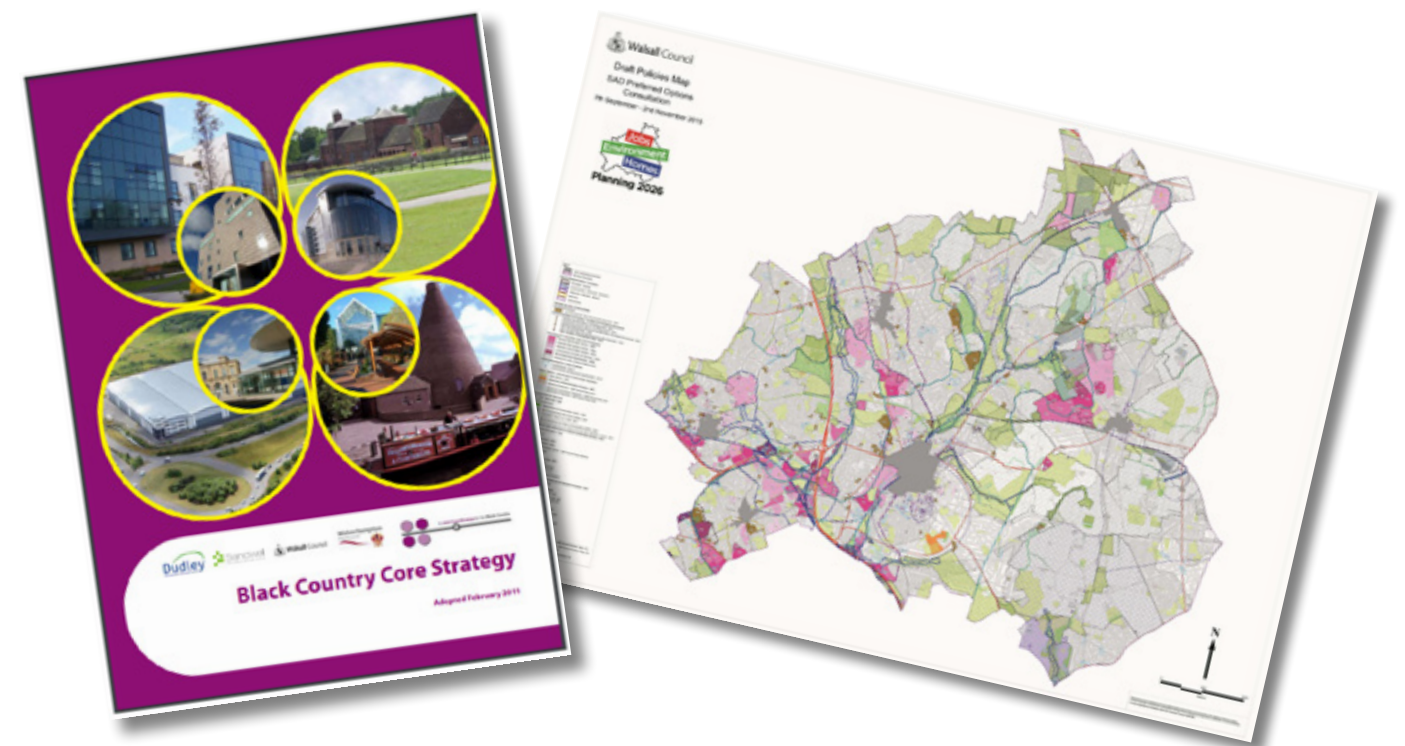
The proposal will also be considered against the relevant 'saved' policies of the Unitary

Development Plan which includes the following:

- Policy ENV14: Development of Derelict and Previously-Developed Sites
- Policy ENV18: Existing Woodlands, Trees and Hedgerows
- Policy ENV23: Nature Conservation and New Development
- Policy ENV27: Buildings of Historic or Architectural Interest
- Policy ENV32: Design and Development Proposals
- Policy ENV33: Landscape Design
- Policy S4: The Town and District Centres: General Principles
- Policy S8: Housing in Town Centres
- Policy LC8: Local Community Facilities

THE REDEVELOPMENT PRINCIPLE

The proposal will make efficient use of previously developed land in a sustainable location close to the town centre. It will provide much needed 1 and 2 bed retirement living apartments and help free up family housing elsewhere within the Borough. The principle of residential development on the site is considered acceptable.



TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



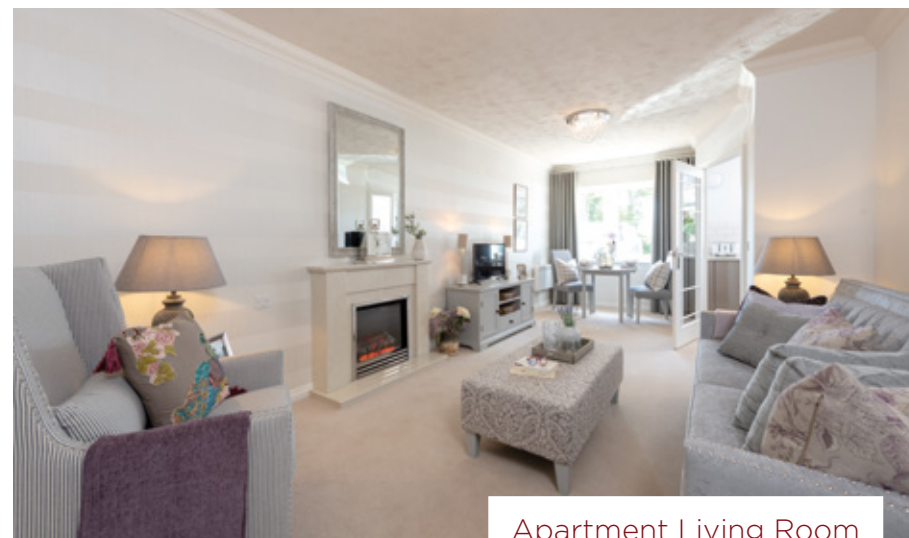
Coffee bar



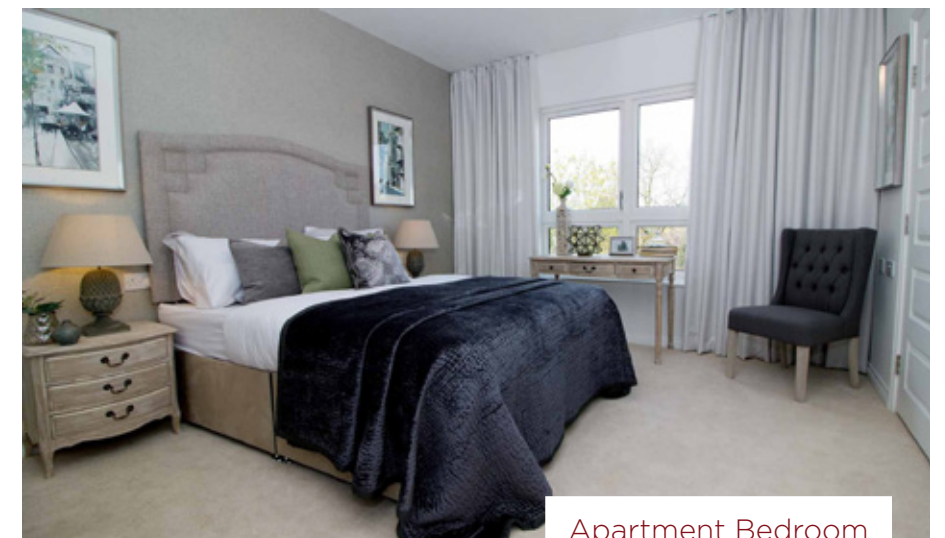
Guest Suite



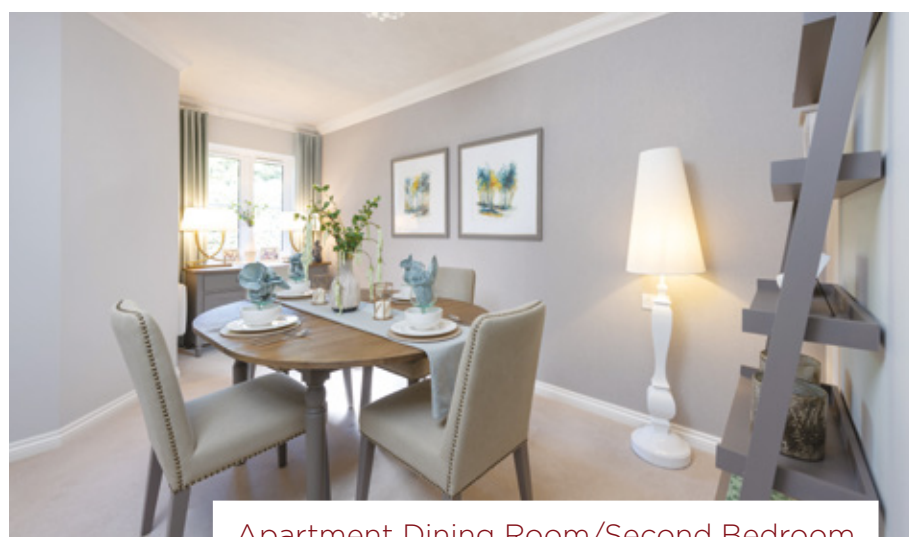
Landscaped Gardens



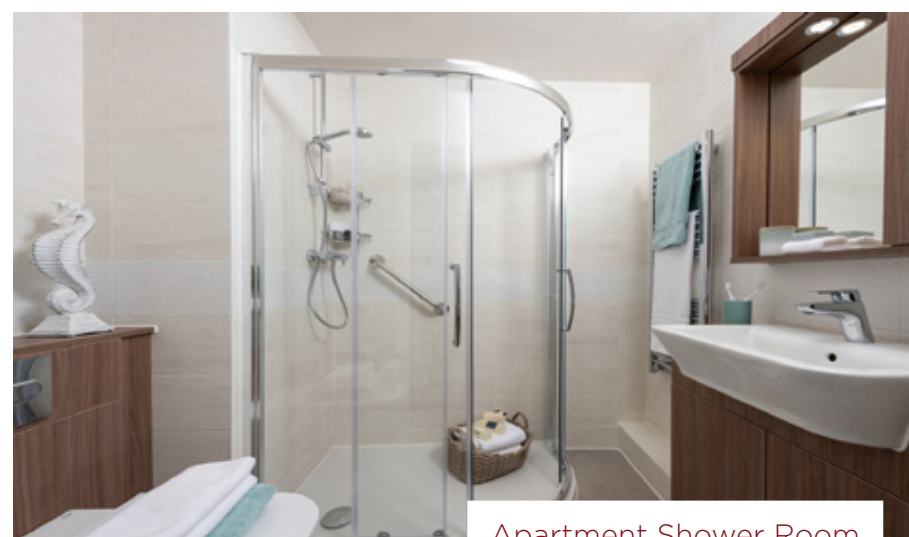
Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

PRECEDENT DEVELOPMENTS

RECENTLY COMPLETED CRL DEVELOPMENTS



SHIRLEY



SALISBURY



KNOWLE



TAVISTOCK



RUDDINGTON



RUDDINGTON

HOUSING NEED

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 disabled people' to assist Councils in preparing local planning policies for the delivery of housing to meet the needs of its older residents. 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 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 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 there were 49,866 persons aged 65 and over in 2018, accounting for 17.6% of the total population of Walsall Borough. This age range is projected to increase by 13,912 individuals, or 28%, to 63,778 between 2018 and 2043. The population aged 65 and over is expected to increase to account for 19.6% of the total population of the Borough by 2043.

In 2018 there were 14,023 persons aged 80 and over, individuals who are more likely to be frail and in need of long-term assistance. The number of people in this age range is forecasted to increase by 6,023 individuals, or 43%, to 20,046 between 2018 and 2043. The population aged 80 and over is anticipated to represent a higher proportion of Walsall Borough's residents, accounting for 4.9% of the total population in 2018 and increasing to 6.2% by 2043.

BENEFITS OF OLDER PEOPLE HOUSING

Older peoples housing provides 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 49 units proposed, at a ratio of 1.3 people per apartment, there will be around 63 occupants. At a saving of £3,500 each per year, this equates to a saving of £220,500 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)

SOCIAL

- 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.



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



A development that maximises the use of previously developed land reducing pressure on greenfield sites



£3,500 P/A

Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement living housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

LOCATION MAP



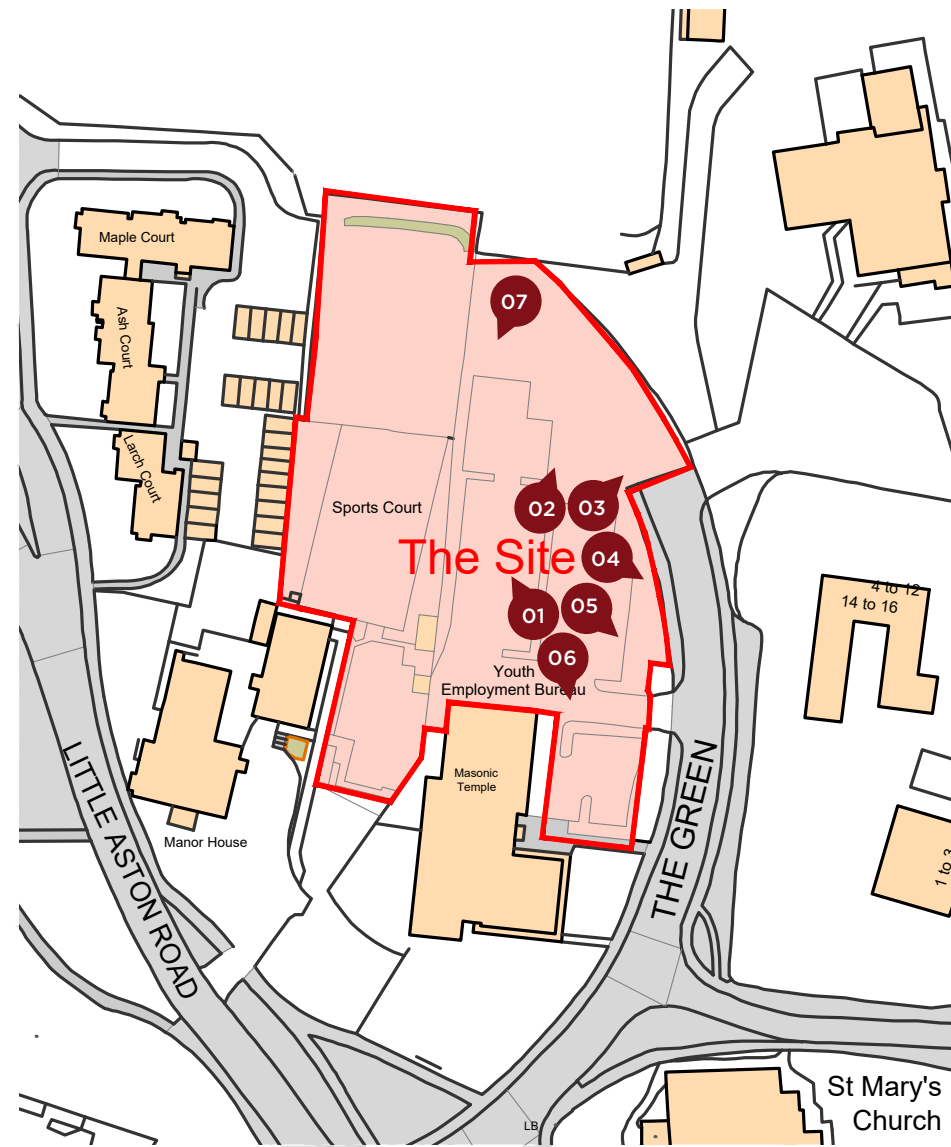
0m 50m 100m 150m 200m

SITE & CONTEXT DESCRIPTION

- The site comprises part of the car park for the Masonic Hall, and the former tennis courts and garden land of the Grade II Listed Manor House.
- The Manor House, with its tennis courts and gardens, formerly operated as a youth centre that ceased operations in 2016. The land is currently used as temporary accommodation and the former tennis courts are in poor condition and inaccessible to the public
- The site is in a sustainable location within 150 metres of Aldridge town centre and the shops, services and public transport facilities located therein.
- The site is wholly within the Aldridge Conservation Area and there are several Listed Buildings close to the site, notably Aldridge Manor and St Mary's Church.
- The site is 1.2 acres in area and broadly level throughout. The former tennis courts and lawns are mostly flat but slightly higher in level than the car park. There is a raised bank of 2m to the northern boundary.
- The site is well screened from the north and the east by existing trees and to the south and west by the existing buildings on Little Aston Road and Noddy Park Road respectively.
- The pattern of development surrounding the site is of large standalone buildings set in landscaped grounds.
- There is a strong precedent of 3-storey development in the surrounding area, with some examples of 4-storey buildings.
- The site has no policy designations that would prohibit the redevelopment of the site, provided the design does not adversely affect the setting of the Listed Building or Heritage Assets.
- The existing layout of the car park for the Compass Suites is inefficient and can be reconfigured to provide 50 car parking spaces in a smaller area to the south of the site, which allows the north of the site to be redeveloped.

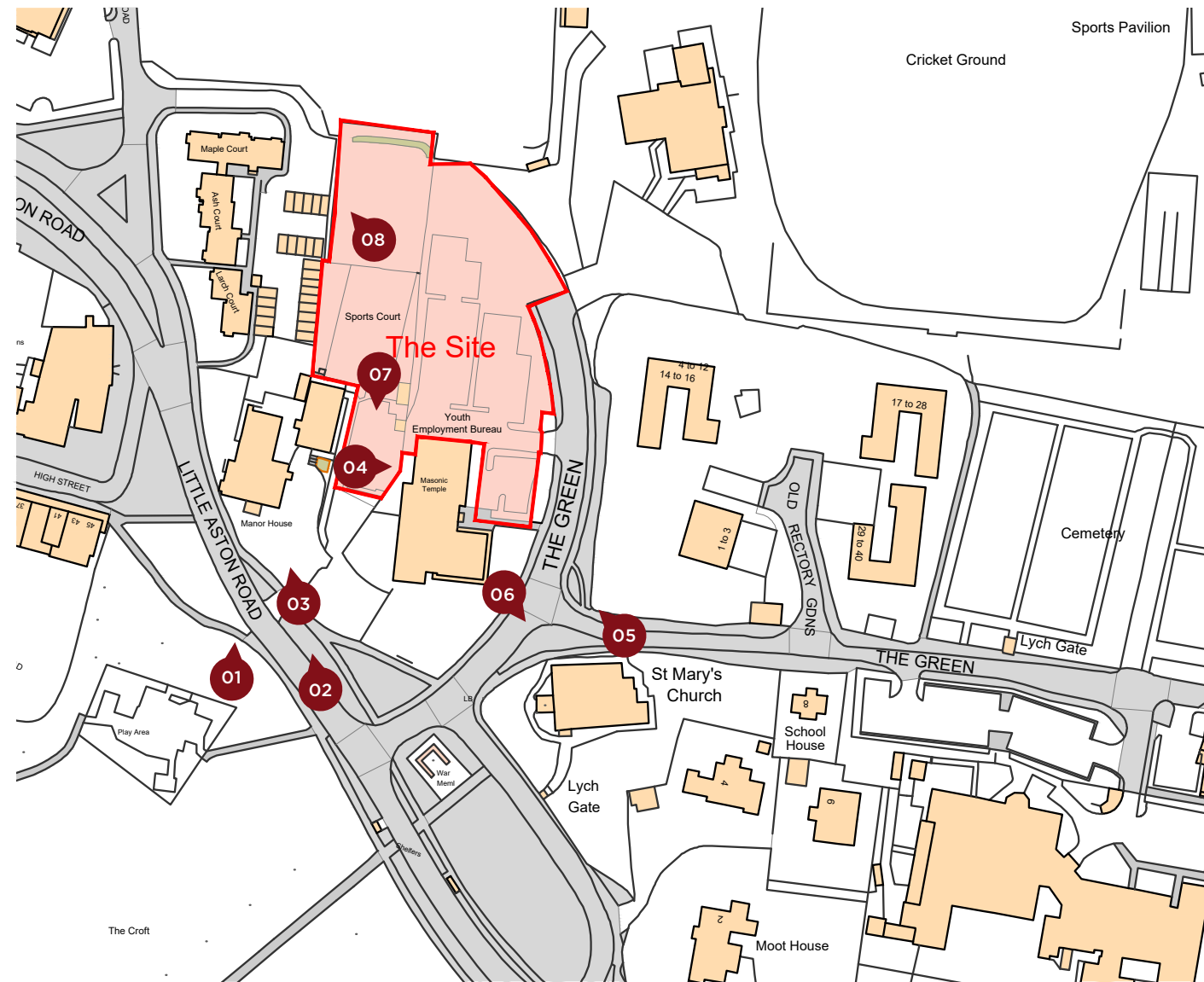
SITE PHOTOS

Location map -photos taken from the site.



CONTEXT

Context photos taken around the site



PLANNING HISTORY

McCarthy & Stone had an application refused on the site for 48 Extra Care apartments in February 2021 (Application No: 20/0103). This proposed initially an entirely 4 storey contemporary building, albeit some later revisions reduced parts of the building. The Initial elevations submitted appear to be entirely 4 storey but revised down to part 3 /4 storey).

The Churchill Retirement Living proposal for the development of the site has considered the existing site conditions and have taken into account the reasons for refusal in the recent McCarthy Stone decision.

The key aims of the design approach and site layout are to:

- Minimise the impact of the development on the setting of the listed Manor House to the southwest of the site by locating the main bulk of the built form away from the southern site boundary.
- Retain and protect the majority of the 'Category B' trees on the northern and eastern site boundaries by locating the building and parking toward the western and southern site boundaries.
- Provide building massing that respects the historic character and building forms of the Aldridge Conservation Area.

The proposed Churchill Retirement Living scheme is smaller in scale and massing allowing for a greater level of amenity space provision. It does not propose terraced cottages close to the Grade II Listed Manor House and has been moved further away from the Manor House reducing the visibility and prominence of the building from Little Aston Road.

Rather than pursue a contemporary design, Churchill Retirement Living are proposing a traditional design approach which draws upon some of the local architectural detailing found close to the site.



PROPOSED CHURCHILL GROUND FLOOR LAYOUT



REFUSED MCCARTHY STONE GROUND FLOOR LAYOUT



PROPOSED CHURCHILL SKETCH MASSING MODEL



REFUSED MCCARTHY STONE SKETCH MASSING MODEL

PLANNING HISTORY (continued)



REFUSED MCCARTHY STONE APPLICATION VIEW FROM LITTLE ASTON ROAD

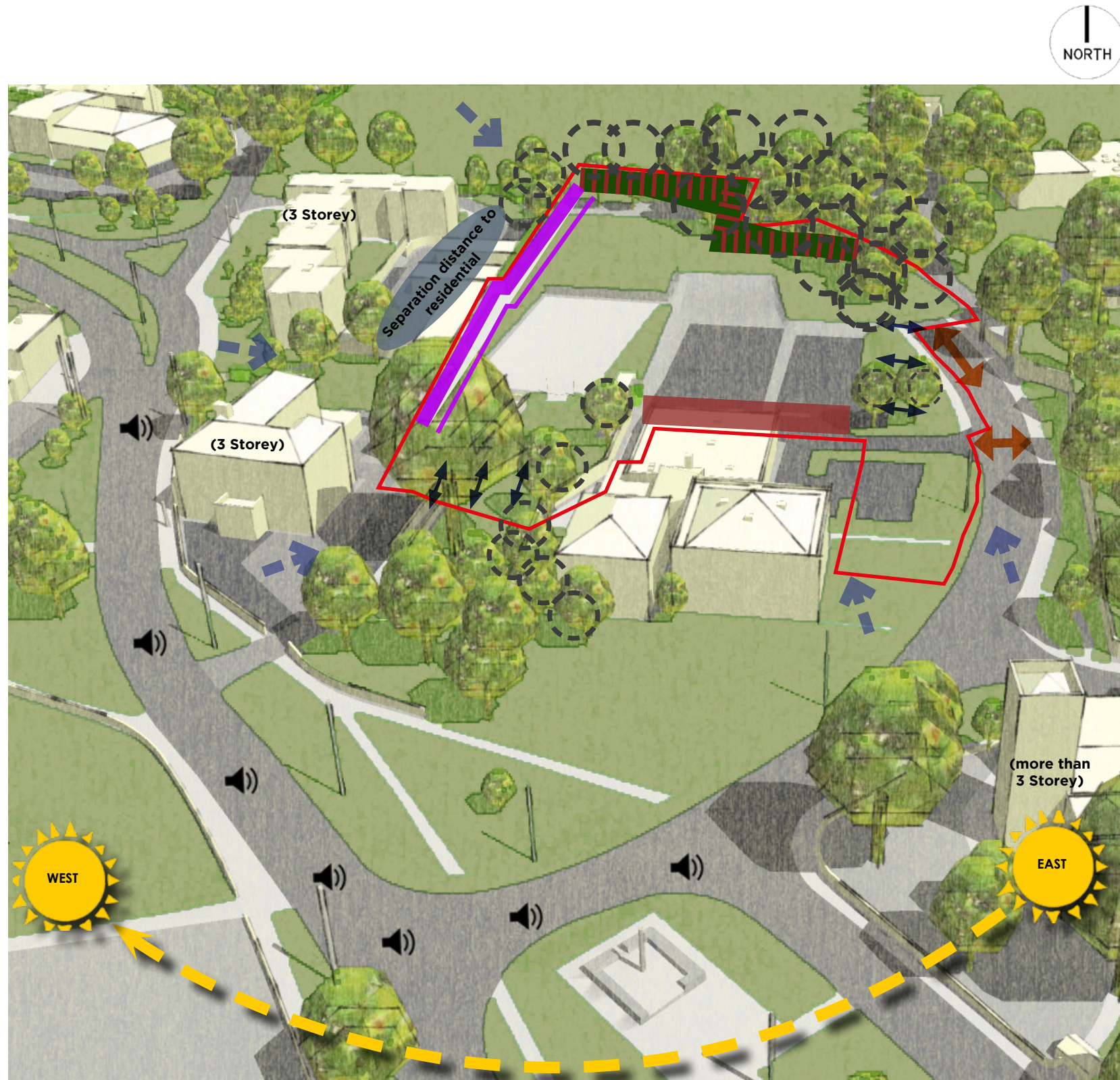














REFUSED MCCARTHY STONE APPLICATION VIEW FROM THE GREEN



REFUSED MCCARTHY STONE APPLICATION EAST ELEVATION

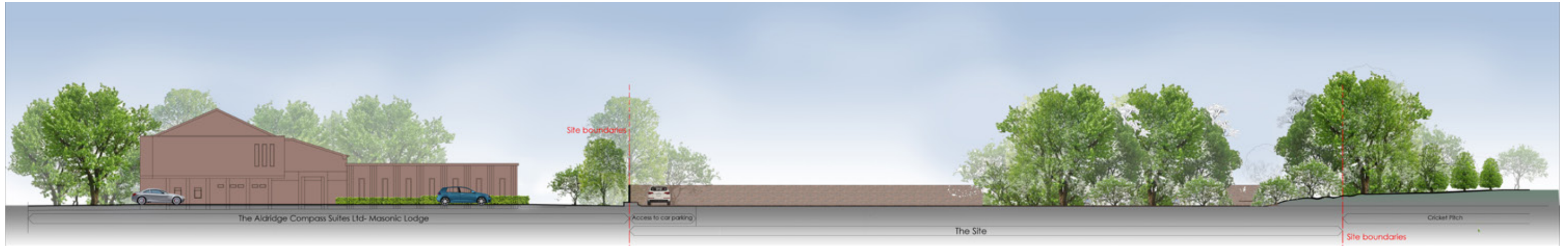
CONSTRAINTS



-  Site boundary
-  Existing vehicular / pedestrian accesses
-  Primary frontage (Unrestricted views into / out of site)
-  Secondary frontage (Glimpses into / out of site)
-  Noise / traffic pollution.
-  Notable existing trees to be considered
-  Existing vegetative buffer
-  Existing amenity
-  Level change
-  Limited view
-  Retaining wall
-  Overlooking to residential properties

CONSTRAINTS

EXISTING STREET SCENE - EAST ELEVATION- THE GREEN n.t.s.



EXISTING STREET SCENE - SOUTH ELEVATION- LITTLE ASTON ROAD n.t.s.



SCALE BAR



OPPORTUNITIES



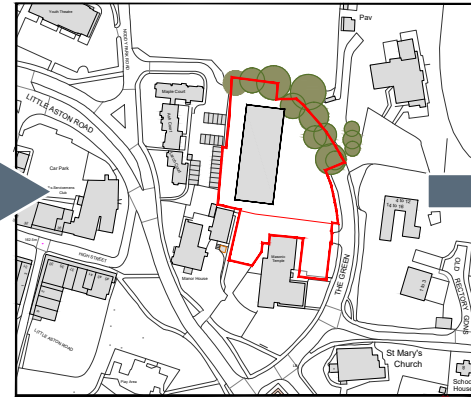
-  Site boundaries
-  Singular vehicular access
-  Good separation to boundary - Active frontage
-  Natural landscape buffer - Acoustic and visual impact mitigation
-  Potential landscaping improvement to existing landscaping along boundaries shared with neighbouring properties
-  Potential zone for private amenity / secluded landscape walks
-  Short walking proximity to shops
-  Proposal mass to help integrate into context
-  Acute views towards the site screened by natural landscape buffer / mature trees
-  Parking to frontage - characteristic of immediate context
-  Bus stop
-  Residential Road
-  Heritage - Listed - architectural assets
-  Pedestrian access

DESIGN EVOLUTION

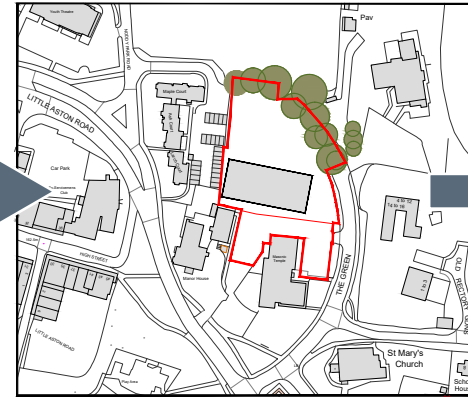
BUILDING DISPOSITION



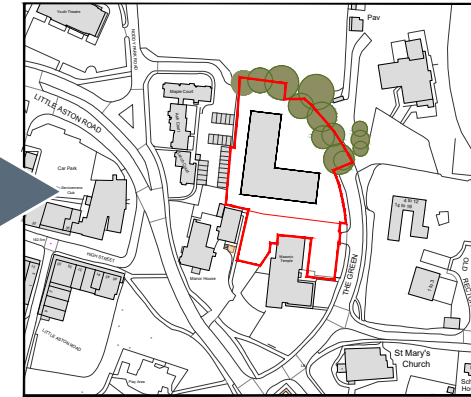
Existing



Linear block
Not viable



Linear block
Not viable



'L' Shape block
Close to south boundary

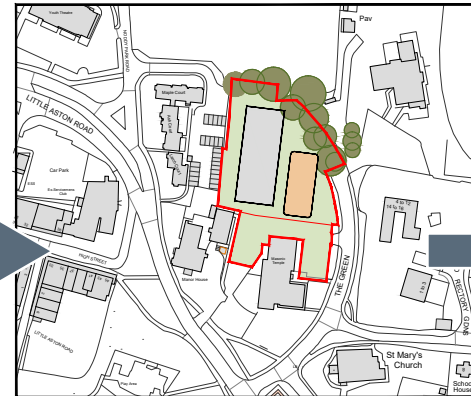


'Extended T' Shape block

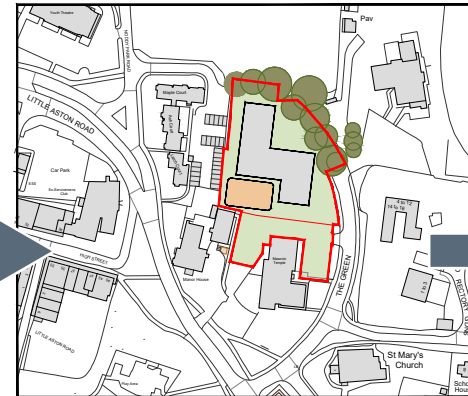
PARKING LOCATION



Existing



Facing The Green
Limited amenity

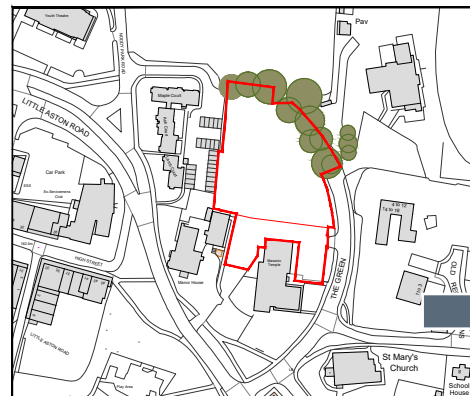


To the south corner
Not enough parking



To the south & east corner
Frontage parking.

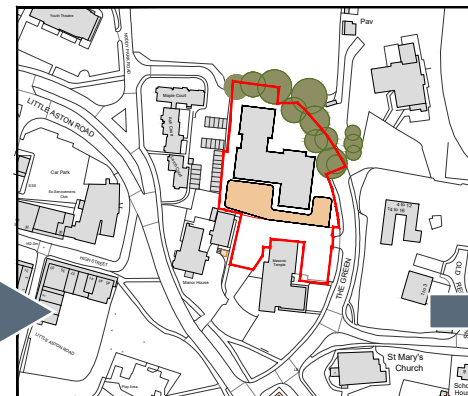
ARTICULATION



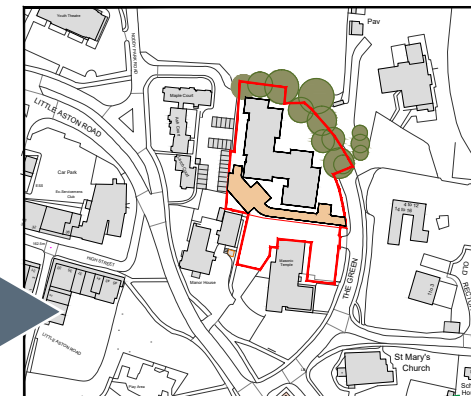
Existing
Large detached properties with
gaps/breaks of various widths



As the preferred building disposition
and car parking layout introduced,
the building mass requires
articulation

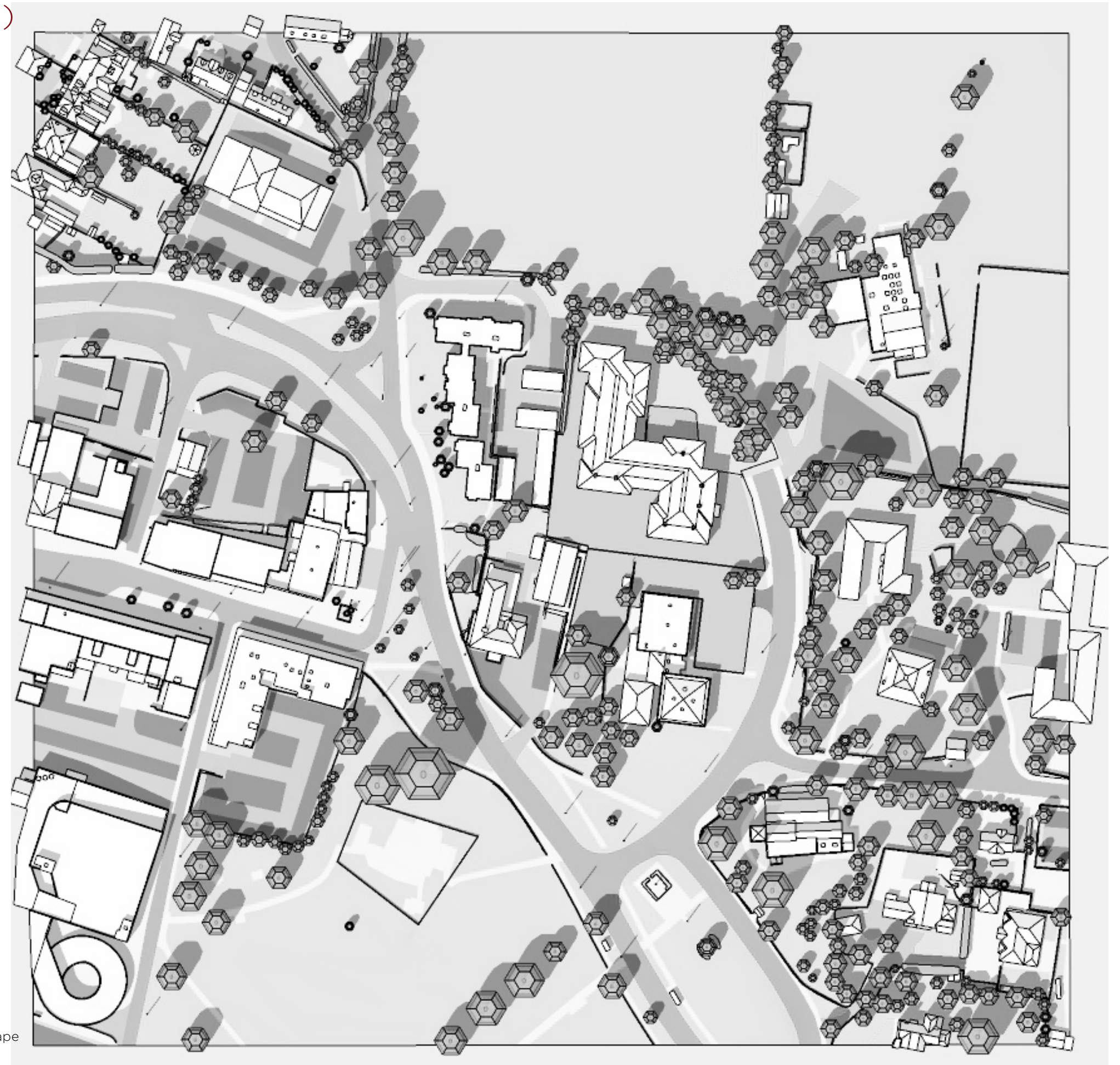


Primary breaks / recesses introduced
into mass to spilt into several smaller
components.



Secondary articulation added
through the projections to further
break components into comparable
& domestic scale appropriate to the
area.

DESIGN EVOLUTION (continued)









- The proposals sit within the site,
- The proposals integrate well in context,
- The scheme benefits from existing trees, vegetation and landscape,
- The scheme enhances the screen and add more green buffer/ landscape

DESIGN EVOLUTION (continued)

Site Plan- n.t.s.



-  One bed apartment
-  Two bed apartment
-  Communals and Circulation
-  Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
-  Internal refuse store
-  Garden access

INDICATIVE STREET SCENE - EAST ELEVATION (n.t.s.)



INDICATIVE SOUTH ELEVATION (n.t.s.)

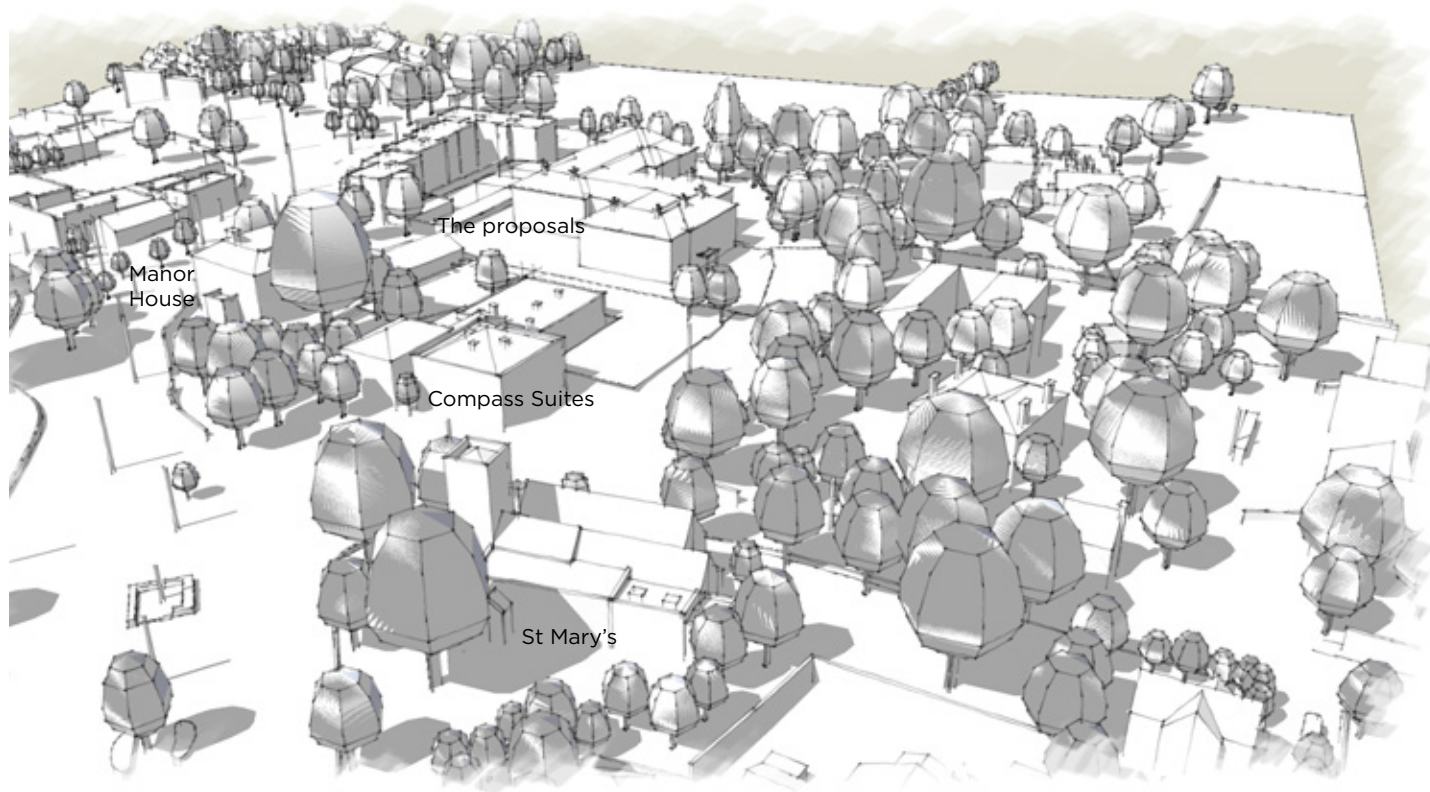


INDICATIVE STREET SCENE - SOUTH ELEVATION (n.t.s.)

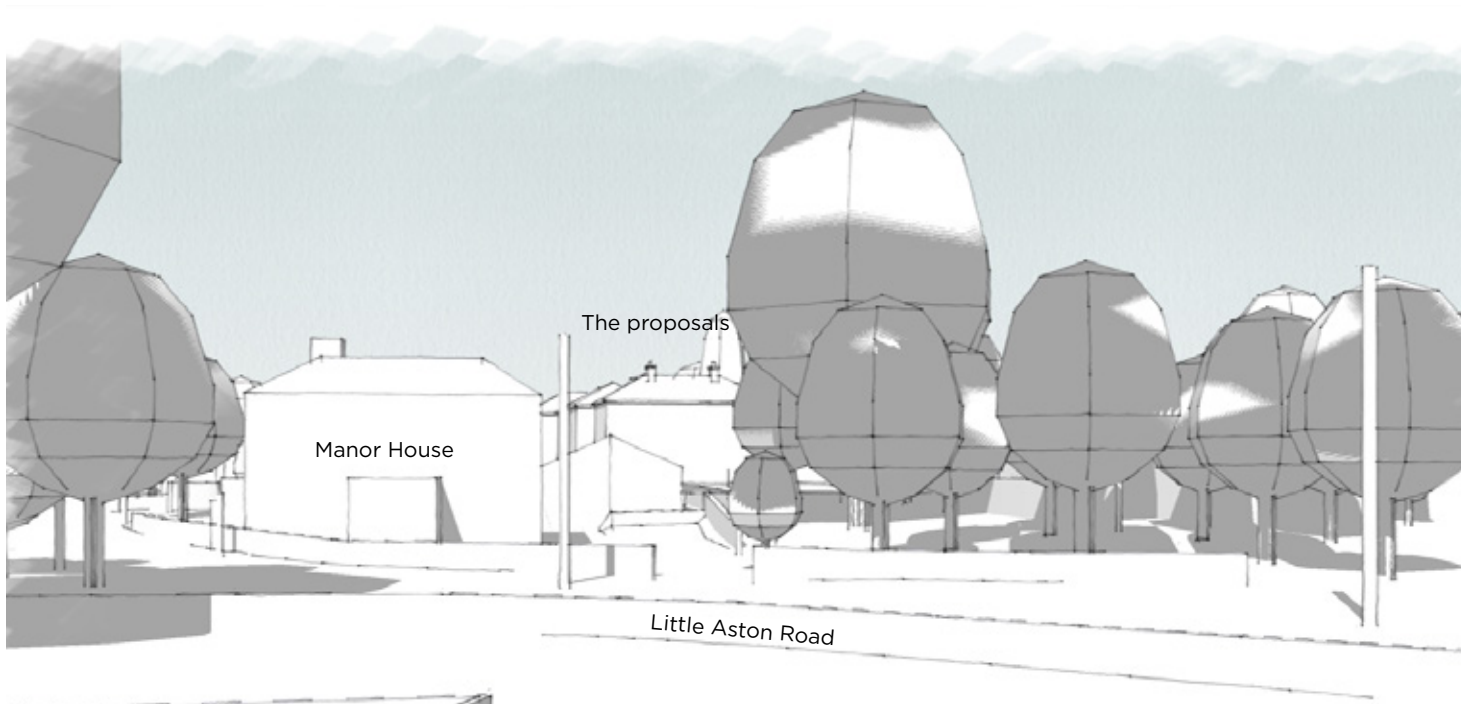
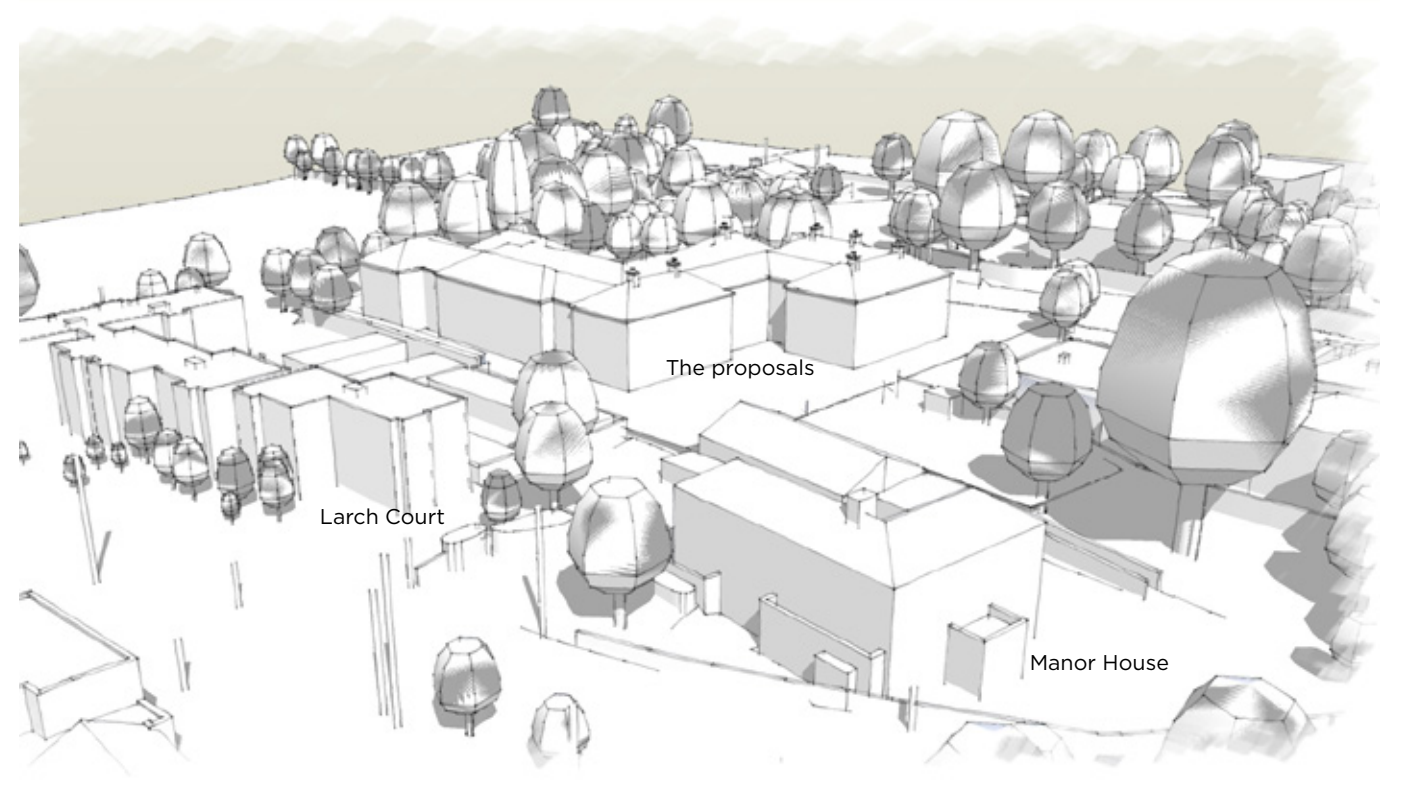


PRELIMINARY VIEWS TOWARDS SITE - PROPOSED SCHEME

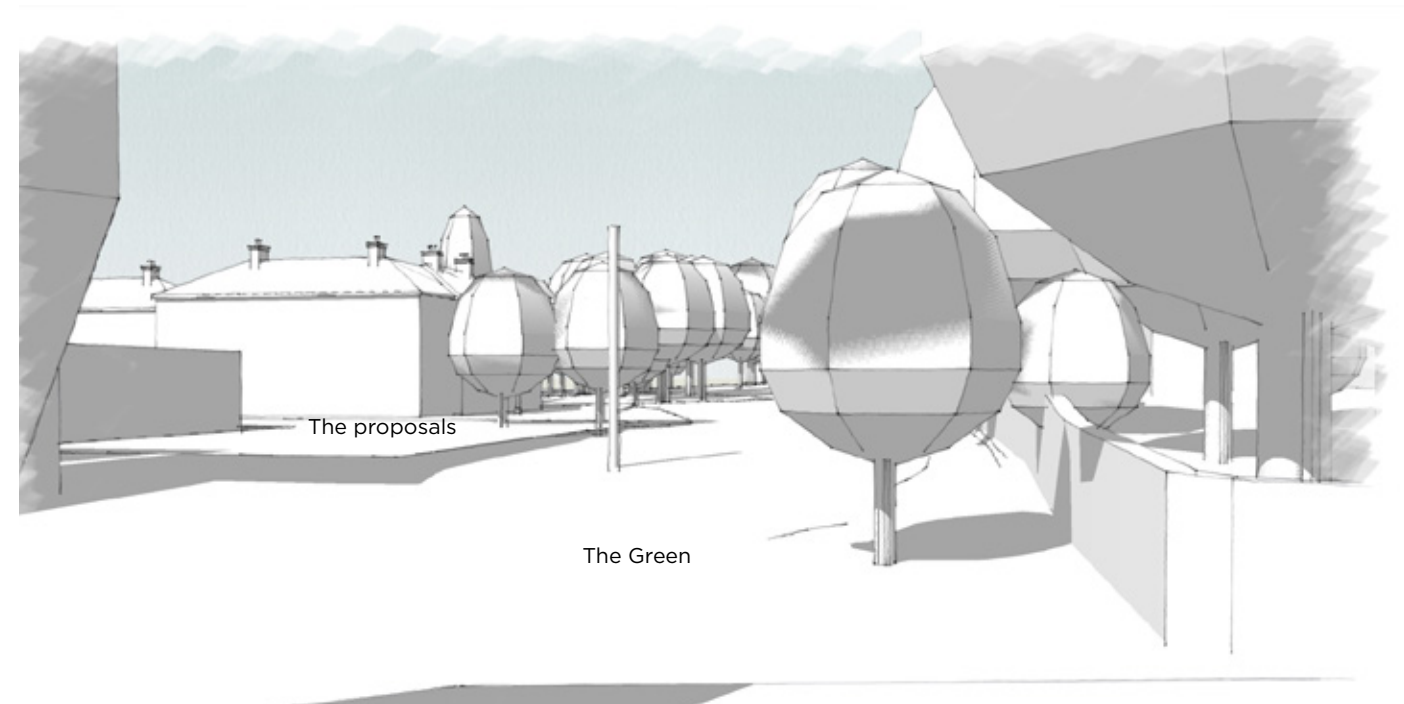
Proposed view from the south east towards the site



Proposed view looking north westerly from Little Aston Road towards the site



Proposed view looking north easterly along towards the site



Proposed view looking north westerly from the Green towards the site

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of Aldridge 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 scheme.

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

Once again, thanks for your time.

