

# 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 vacant Tesco Supermarket site in Brewery Court, Cirencester. The consultation is made up of a number of information boards including the following -

- **The Purpose of the Consultation**
- **Introduction to Churchill Retirement Living**
- **Benefits of Older People Housing**
- **Housing Need**
- **Planning Policy**
- **Location & Site**
- **Context Photographs**
- **Constraints & Opportunities**
- **Design Evolution**
- **Indicative Site Plan**
- **Preliminary CGI 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 comprehensive redevelopment of the vacant buildings and associated land that comprises the vacant Tesco Supermarket (The Site) with construction of a retirement housing development with one and two bedroom apartments and associated communal facilities, vehicular access, car parking, landscaping and 3 ground floor retail units.

## VISION

Churchill Retirement Living's vision for the site is to deliver a development that meets our customers' needs whilst also contributing to the character of Cirencester, 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 and enhances the character and appearance of the area.



ANDREWS LODGE, CHIPPENHAM



MCINDOE LODGE, EAST GRINSTEAD



LIBERTY LODGE, BURY ST. EDMUNDS

# 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, Churchill Estates Management (CEM) we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

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Churchill is a company built on integrity and trust. Our focus on design excellence and build quality is supported by an ongoing commitment to the successful management of our developments for the long term, providing an independent lifestyle that meets the needs of our 10,000+ apartment owners.

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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.

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. Churchill has won the GOLD Award in the 'Best Retirement Home Developer' category at the WhatHouse? Awards 2023. Before this category has been created, Churchill was the only retirement housebuilder ever to have been awarded 'Housebuilder of the Year'.**
- **The HBF Customer Satisfaction Survey. Churchill retain the top '5 star' status having been recommended by more than 90% of our customers in 2024.**
- **In The Sunday Times Best Places to Work 2023, Churchill Retirement Living was ranked in the Top 10 'Best Big Organisations to Work For'.**

Summarised below are some of CRL's key statistics -

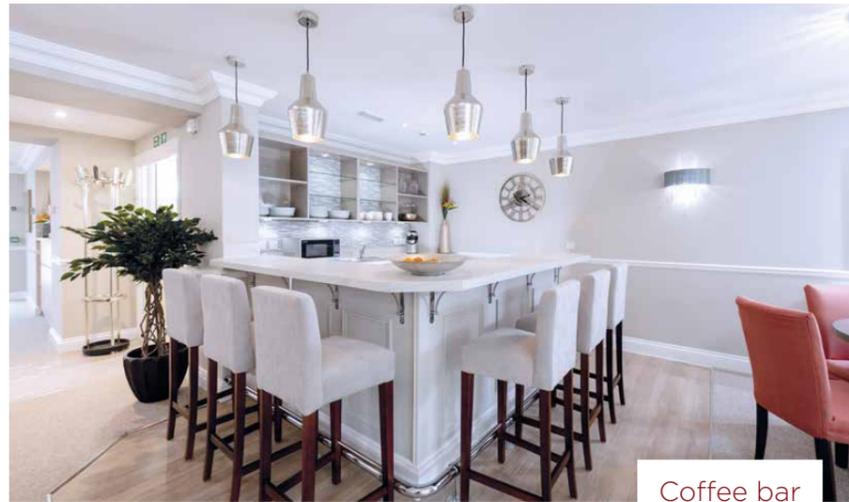
- **Over 9,000 apartments under management.**
- **Seven regional offices around the country.**

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, which advises on planning related and public consultation matters.

# TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



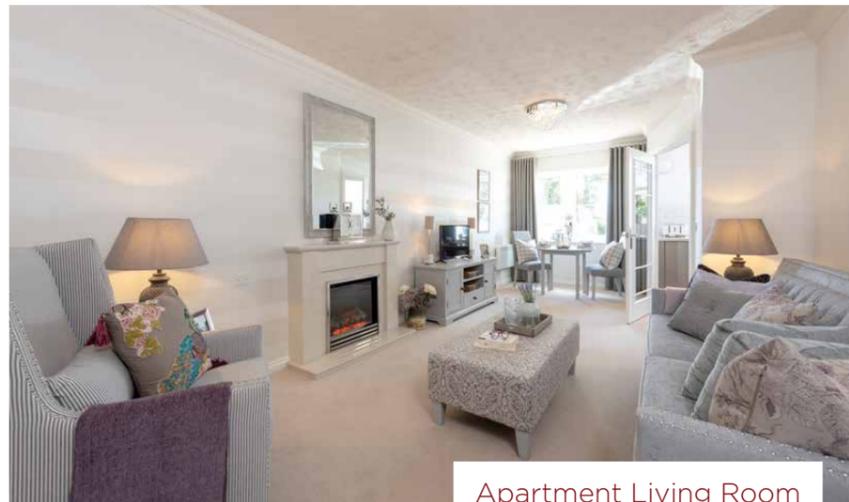
Coffee bar



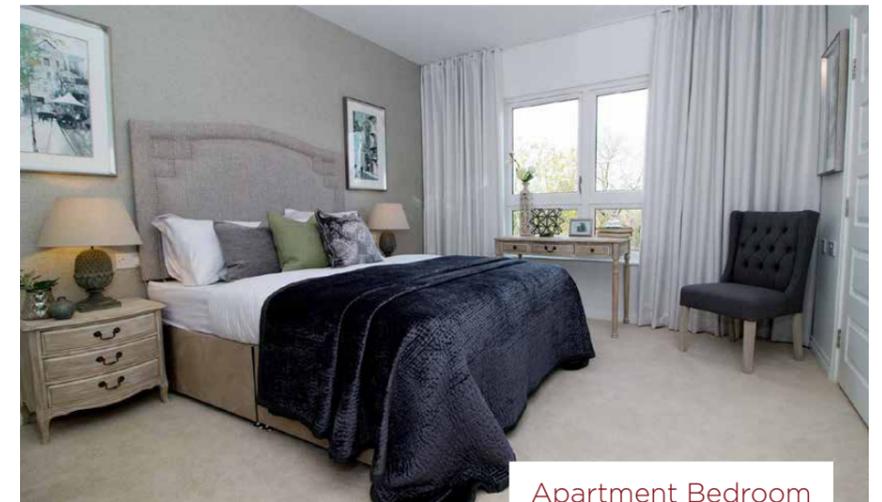
Guest Suite



Landscaped Gardens



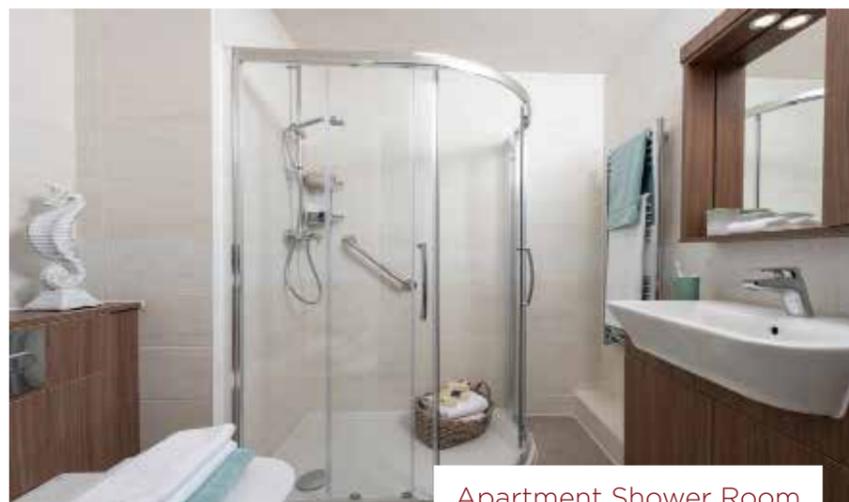
Apartment Living Room



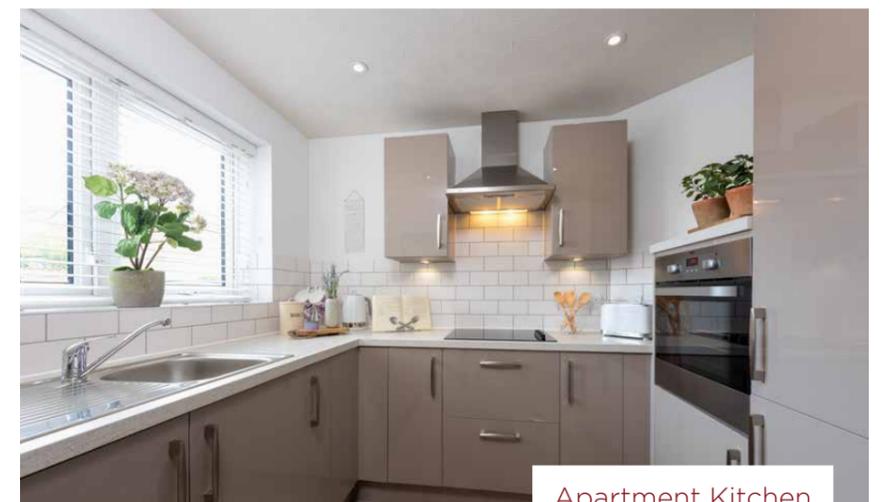
Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

## OUR TYPICAL CUSTOMER



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*“The things I like best about Jubilee Lodge are the spacious and well laid out apartments, and the Owners’ Lounge which is a perfect place to socialise and meet new Owners.*

*“As Jubilee Lodge is so close to town, it is easy to walk to the shops, library, park, pubs and cafes – it’s a perfect location.”*

*“Also being local, I can still see my friends and go to my U3A meetings as well. It’s the best move I’ve made!*

*“I wanted to downsize, especially after seeing my late brother and sister-in-law move to a Churchill apartment in Thame. I went to stay with them in their Guest Suite and was impressed, so when a Churchill Lodge was being built near me I was very interested. I decided this was where I wanted to be and here I am!*

*“Tracey our Lodge Manager is invaluable, if you ever have any problems you just have to ask and she will do her best to sort them out. She is also great at organising events for everyone to enjoy and she is very friendly. It’s great fun here and we all have a good laugh.”*

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*“Moving to our beautiful Churchill apartment has given us a new lease of life. Freedom to do what we want, when we want, and not having to worry about looking after a big house and its maintenance.*

*“We are safe and secure in the knowledge that security in our apartment is second to none. We’ve joined an amazing community of other Owners and can join in activities when we want to, but also have privacy should we need it. Having a Lodge Manager on site is also very helpful so that we can chat to them if we ever have a problem.*

*“When we decided to retire we discussed the possibility of downsizing to a bungalow, however it soon became clear that firstly we didn’t want to spend time refurbishing our new home, and secondly we wanted that sense of community. We came across Dovehouse Lodge and we have never looked back.”*

*“Dovehouse Lodge is in a perfect location. It’s so close to the lovely market town of Hitchin with so many coffee shops and restaurants, a market square where you can sit and enjoy many activities, a market several times per week where you can browse, and amazing walks in and around the vicinity.*

*“You don’t need a car as the town is only ten minutes’ walk away. Or if you want to stay closer to home Dovehouse Lodge has beautiful gardens where you can sit and enjoy the sunshine. I’ve taken up such a range of hobbies since moving here. I was never a big walker, but now I go out to enjoy the surrounding area with my husband all the time. My friends here go to lots of classes, like dancing, and I do too.*

*“When we told people we were moving to a retirement apartment, they often assumed we were moving to a care home. But Churchill offers totally independent living. True, there’s always someone to talk to if things aren’t going well and no one is ever forgotten about. But if you want to be left to your own devices, that’s fine too.”*

”



“

*“We are delighted with the peace and quiet and the wonderful outlook over the beautiful garden which we no longer have to care for.”*

*“We enjoy the communal activities and time spent with other Owners over coffee and meals. We enjoy the new peace of mind we have living here and the freedom that living in a Churchill development provides, together with the benefit of our kind Lodge Manager.*

*“Although we were already thinking of moving to a smaller, more manageable property from our old 5 bedroom house, Jean started to have some health issues which highlighted the reasons even more as to why a smaller property would suit us at this time in our lives.*

*“Our family were really supportive of our decision and could see the benefits to us of downsizing.”*

”

# BENEFITS

## 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.

## ECONOMIC

- Each person living in a retirement living homes 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. 65 units proposed, at a ratio of 1.3 people per apartment, there will be around 85 occupants. At a saving of £3,500 each per year, this equates to a saving of £297,500 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)

## ENVIRONMENTAL

- 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 developments free up family housing by enabling older people 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 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

# 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. People are living longer lives and the proportion of older people in the population is increasing.

Across England, the 2021 Census showed around 18% of people were aged 65 years and over. This is a higher percentage than ever before. 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

In Cotswold District the 2021 Census showed 26.1% of people were aged 65 years and over. **This is higher than the national average**. The 2018 sub national household projections show that between 2018 and 2043 the greatest population increase in Cotswold District is predicted in those aged 75 and over.

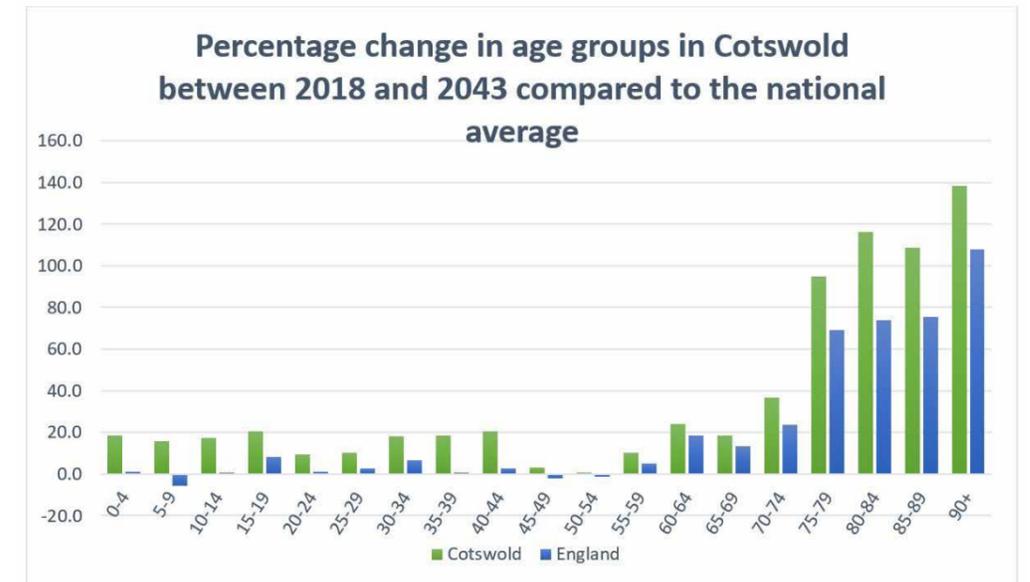
The graph shows a 94% increase in those aged 75 and over between 2018 and 2043, and over 100% increase in each of the age groups aged 80 and over. This is significantly higher than the national average.

The Gloucestershire Care Home Strategy promotes independence in old age. It seeks to reduce the number of people placed in residential care homes and enable people to remain in their own homes and communities, for as long as possible.

The Gloucestershire Local Housing Needs Assessment (September 2020) identifies a need for 2,332 additional extra care and sheltered housing units in Cotswold between 2021 and 2041.

The recent Cirencester Neighbourhood Plan identifies that “the town has an above average proportion of people 65+ years for England (23.4% versus 18%)”. It goes on to acknowledge that within the town there are limited housing opportunities for older people to downsize.

The Local Housing Needs Assessment highlights that “The provision of suitable housing in the community which older people find desirable and suitable to live in as they age will release a considerable number of larger properties which will then be available for families”.



# PLANNING POLICY

## NATIONAL PLANNING POLICY

The National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England and how these are expected to be applied.

Paragraph 60 sets out the Government’s objective to **significantly boost the supply of housing**. Paragraph 63 has recently been amended to explicitly state that plan makers need to plan for housing for older people, including those who require retirement housing.

Making effective use of land in urban areas is explicitly stated as helping to mitigate climate change and deliver sustainable development. Paragraph 124(c) requires decision makers to **“give substantial weight to the value of using suitable brownfield land within settlements for homes”**.

The Planning Practice Guidance (PPG) is a material consideration when taking decisions on planning applications. The PPG provides guidance on how policies in the NPPF should be implemented.

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”**.

“Offering older people, a better choice in 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 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.” This range of housing and support needs to be planned for.



# PLANNING POLICY

## LOCAL PLANNING POLICY

The Development Plan for Cotswold District Council is the Cotswold District Local Plan (2011-2031) (adopted August 2018). The Council is preparing a partial update and consultation was recently undertaken on this and the draft Cirencester Town Centre Masterplan SPD.

The emerging Cirencester Neighbourhood Plan was also consulted on in March 2024. Cirencester is identified as a principal settlement in the District in Policy DS1.

This is a brownfield site in the settlement boundary, in a highly sustainable location. It is in accordance with Policy DS2 which encourages development within settlement boundaries.

The Government is also championing the redevelopment of brownfield sites, with the recent consultation seeking to give significant weight to the benefits of delivering homes on brownfield land.

The draft Town Centre Masterplan SPD identifies the site as part of a wider area for: Mixed use: residential with a focus on leisure, evening entertainment, community and retail.

The masterplan acknowledges that new residential dwellings will be introduced in the town centre, creating an attractive place to live. This will be important to give an uplift to the daytime and evening population, which will help to support the viability of all the other uses.

The draft Neighbourhood Plan identifies the area as 'The Brewery', which is a key site in the regeneration of the town centre.

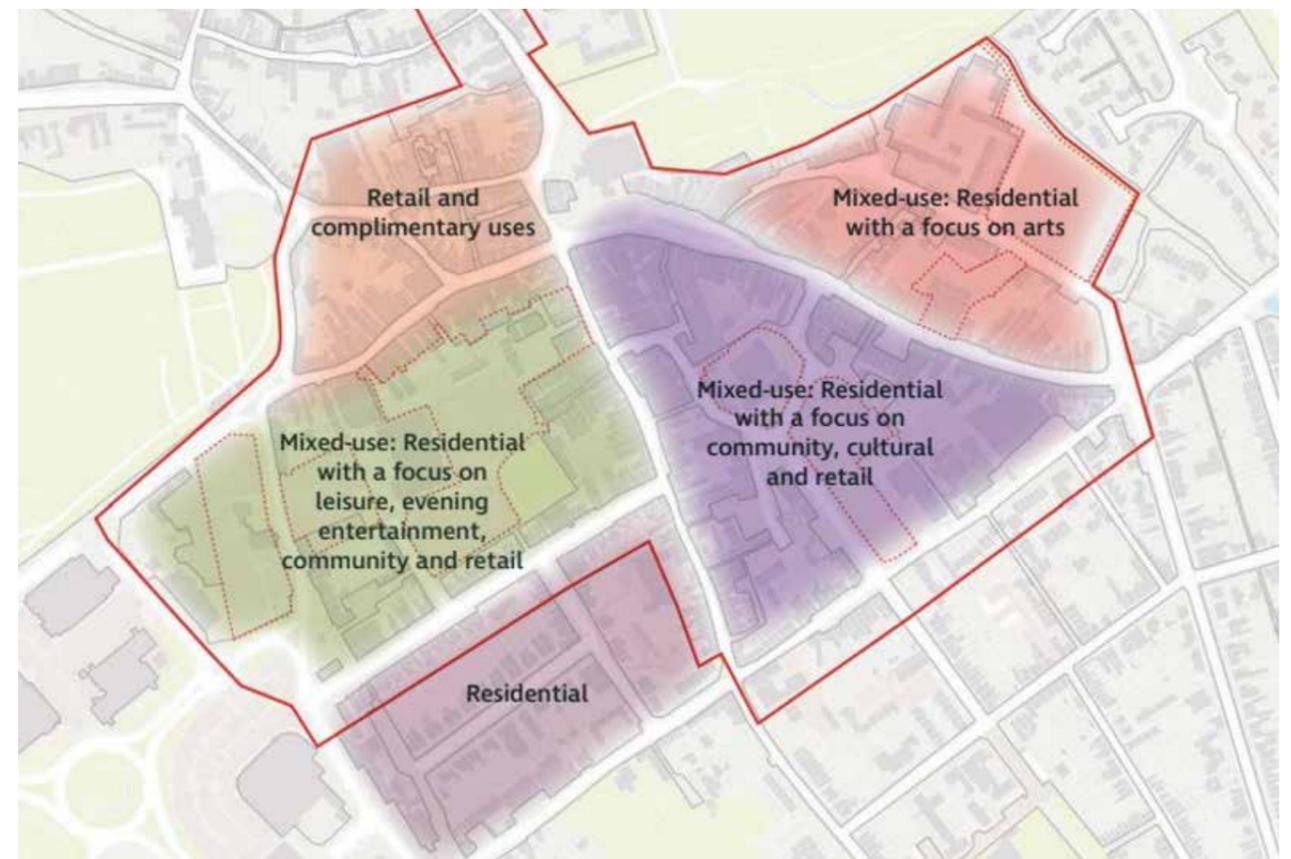
Policy H4 acknowledges the need for housing for older people and provides support for such development subject to a range of criteria being met.

The existing building is identified as a negative building in the Conservation Area. The proposed design will respect and enhance the character and appearance of the locality in accordance with Policy EN2.

Overall, the proposal will provide redevelopment of a brownfield site which is situated within a highly sustainable location. This proposal will provide much needed housing for older people as well as important regeneration within the town centre.

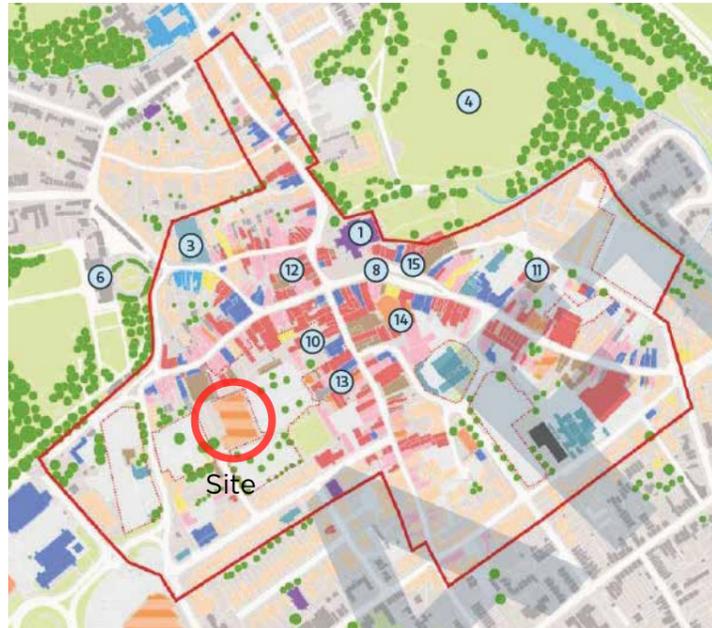
### OLD STATION/BREWERY CHARACTER AREA

*Proposals for mixed use development led by residential and with, where appropriate, leisure, evening entertainment, community and small scale retail uses at ground floor level will be permitted. Proposals must avoid conflict or incompatibility with the Framework Masterplan SPD or other relevant Local Plan policies.*

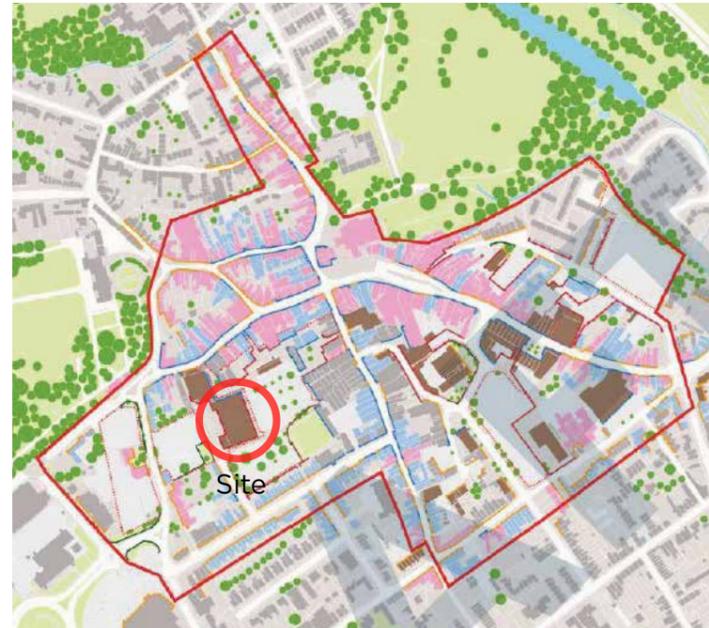


# PLANNING POLICY

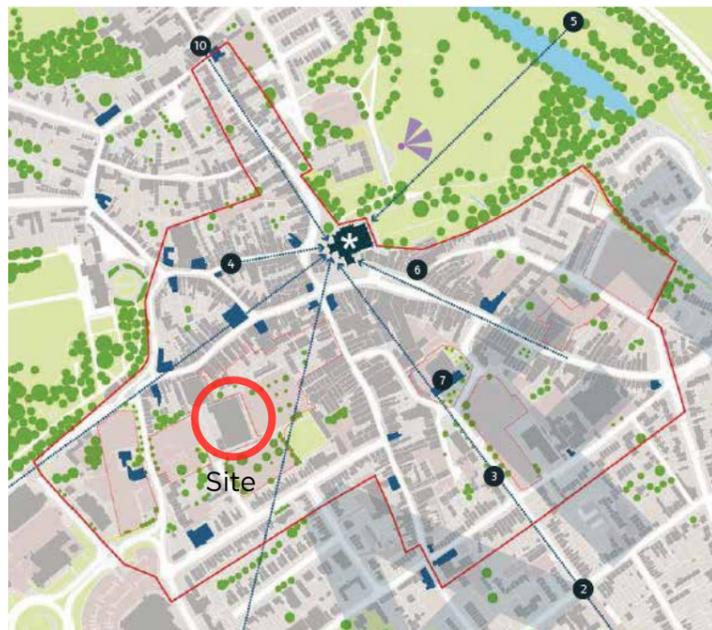
## CIRENCESTER EMERGING MASTERPLAN - FEBRUARY 2024



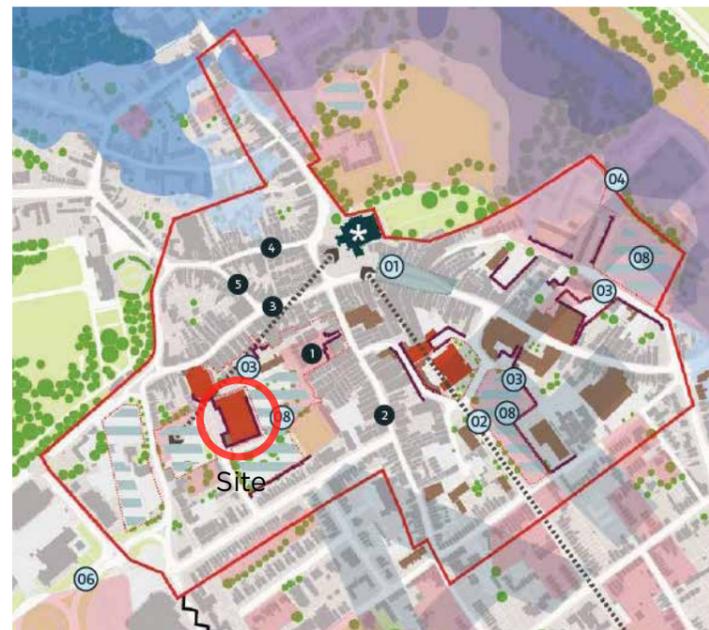
Notable Buildings



Architectural Quality



Views and Vistas



Town Constraints

Published in February 2024, the Cirencester Framework Masterplan (Masterplan SPD for Cirencester: Initial Ideas) undertakes a detailed analysis of Cirencester.

Page 17 (Notable Buildings) identifies the Tesco Supermarket (in orange and yellow stripes) as a large convenience store.

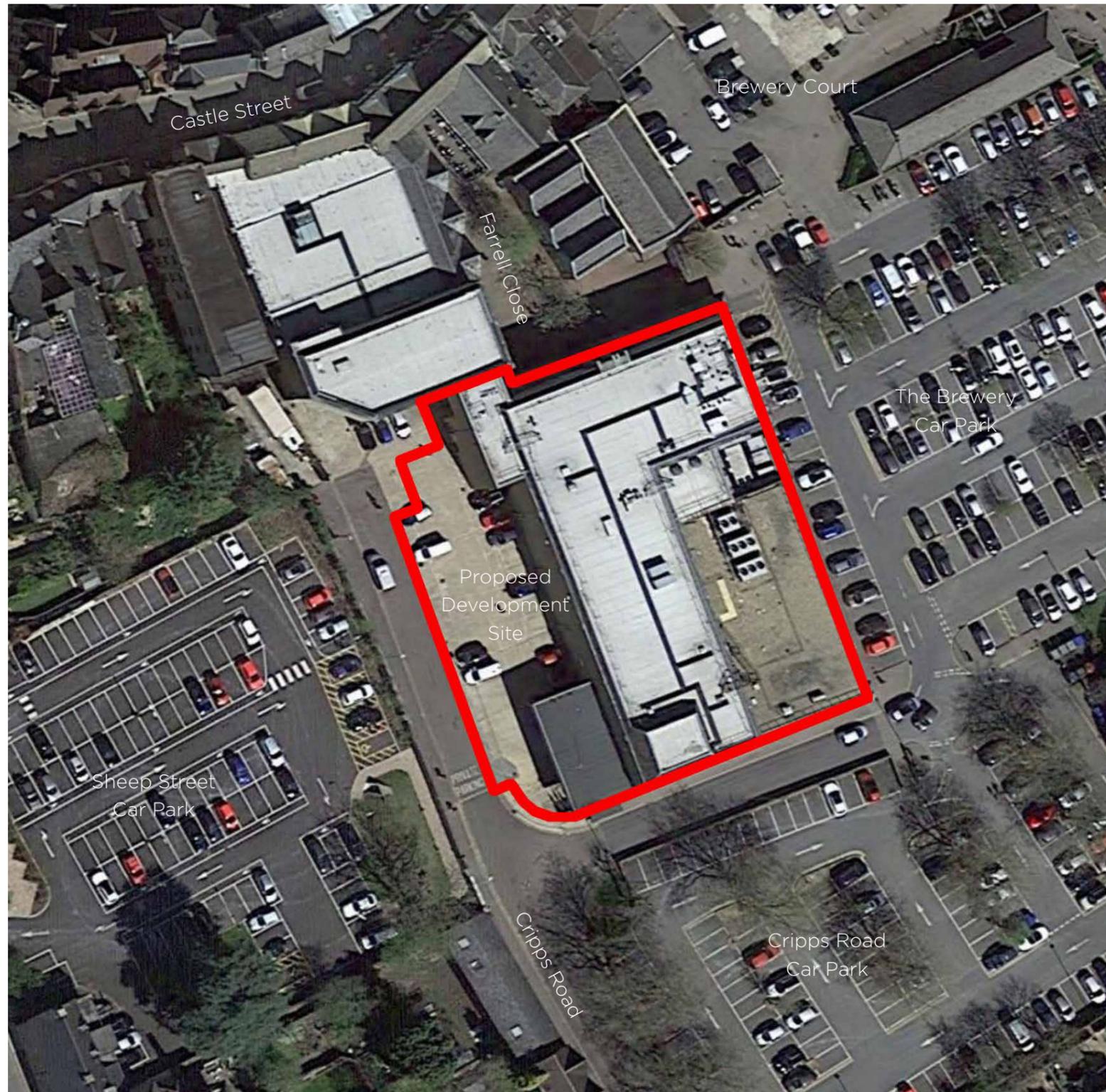
Page 37 (Architectural Quality) notes that the Tesco supermarket (in brown) as a 'negative building' with 'poor quality edges condition'.

Page 39 (Views and Vistas) notes the importance of being able to view St. Johns Baptist church from vantage points from within the town, and that these should be preserved, enhanced and created, where possible.

Page 41 (Town Constraints) notes that the Tesco supermarket is a 'visual barrier' to St. Johns Baptist from Sheep Street with 'poor quality edges condition' (lined in dark red).

It goes on to state that "The town-centre is dominated by views towards the tower of St. John (the) Baptist (sic) with shorter views towards focal points. However, poorly proportioned, mostly identified as 'large-scale', bulk-massing and uneven roof-scape, create visual disruption towards the Church. In particular, the Tesco superstore and the adjacent development fronting Castle Street, the Police Station building, undermine the quality of these views."

## LOCATION MAP



Site Aerial (not to scale)

## SITE & CONTEXT DESCRIPTION

Cirencester is the largest town in the Cotswolds in Gloucestershire. It has a population of just over 20,000.

The town lies on the River Churn, a tributary of the River Thames. The town was originally founded by the Romans and was known as 'Corinium'.

The site, identified by the red boundary line is the former Tesco Supermarket off Cripps Road in Cirencester, constructed in 1976.

The site lies behind the shopping parade that fronts Castle Street, located at the north-eastern end of the town centre, accessed from Brewery Court. It lies within the Cirencester Conservation Area.

The site is bounded by the pedestrianised Farrell Close / Brewery Court to the north, the Brewery municipal car park to the west and south, Cripps Road to the south and Sheep Street car park to the east.

The site is broadly rectangular in shape and is approximately 0.29 hectares in area, measuring approximately 60m north-south and 52m east-west.

The eastern half of the site is generally tarmacadam and concrete hard surfacing, the western half of the site is the supermarket. The supermarket is not a stand-alone building and is connected to the rest of the shopping parade.

The existing point of access is from the south eastern corner of the site in to the service yard, and the pedestrian access from the northern side of the site underneath the weather canopy that connects in to the existing parade. The access / service yard is shared by 'Steppes Travel' and 'Relish', to the north-eastern corner of the site.

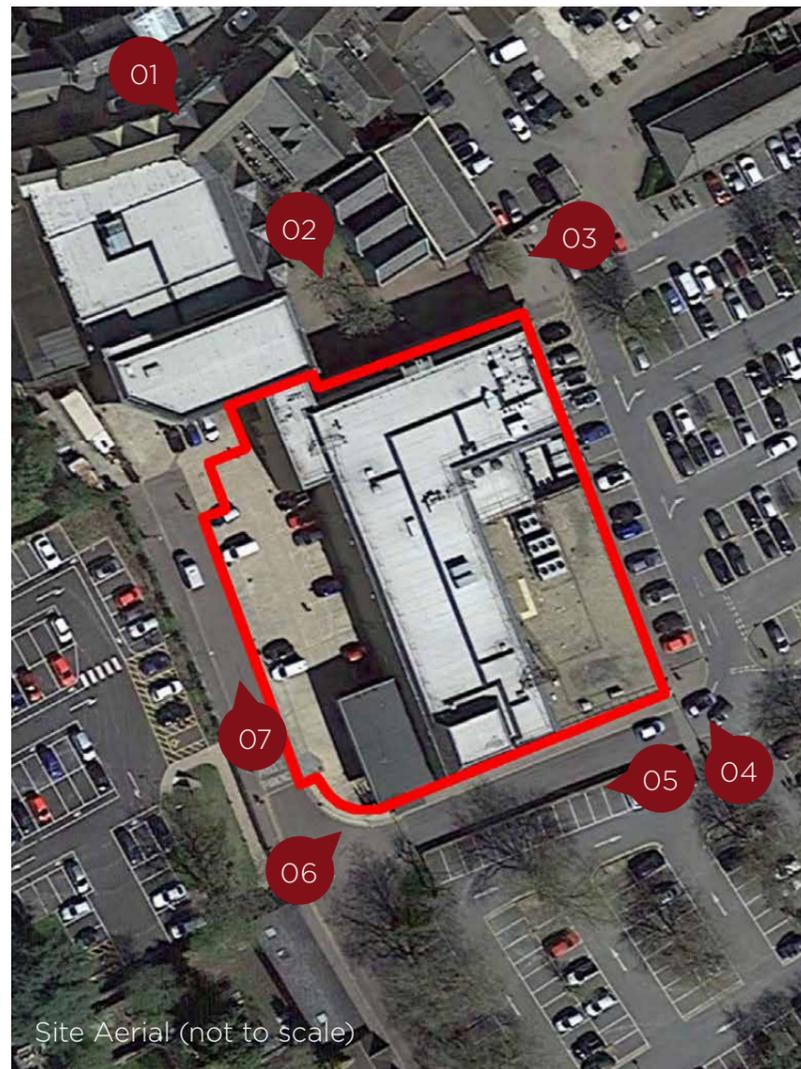
The existing supermarket is roughly 3 domestic storeys in height. It is a very monolithic and plain structure with very few windows or features.

The facing material is a yellowy-pink coloured block. Where visible, the roof appears to be pitched, crowned and slate finished, set back behind a parapet.

The pedestrian canopy covers the north and north-eastern sides of the supermarket; a large, blue metal framed canopy covers the service yard access doors to the south eastern corner of the building.

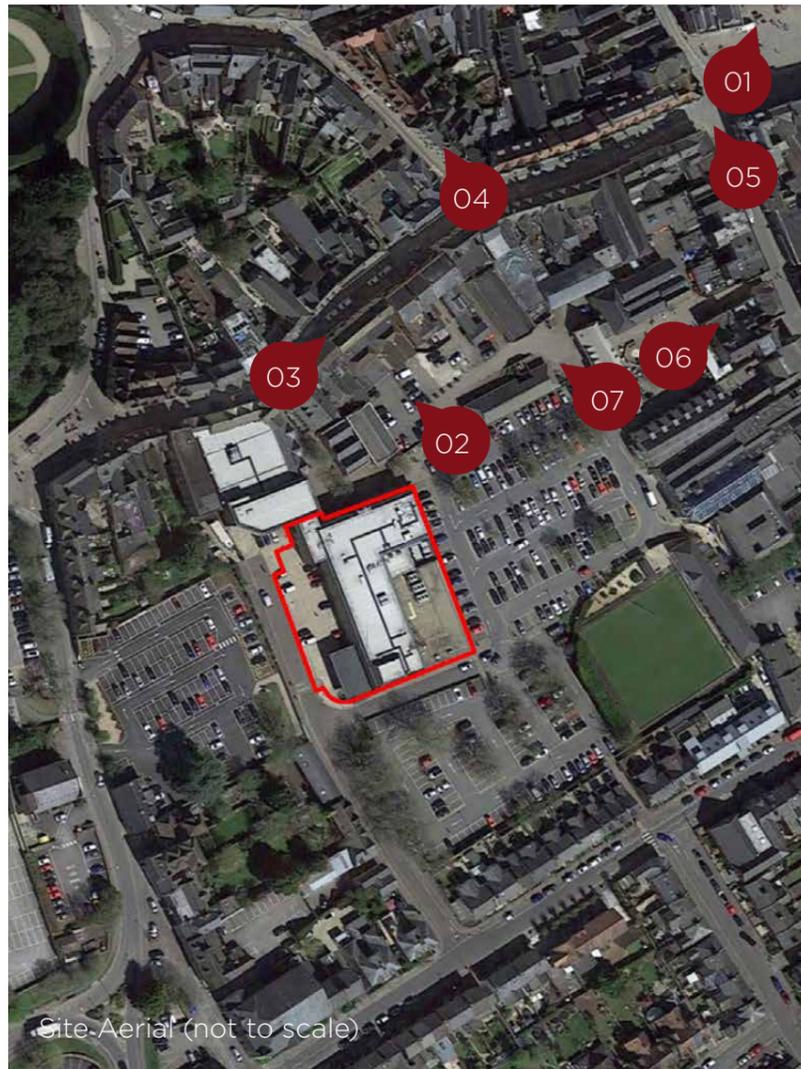
# SITE PHOTOS

The images below are of the existing vacant Tesco Supermarket in the context and setting of its surrounds.



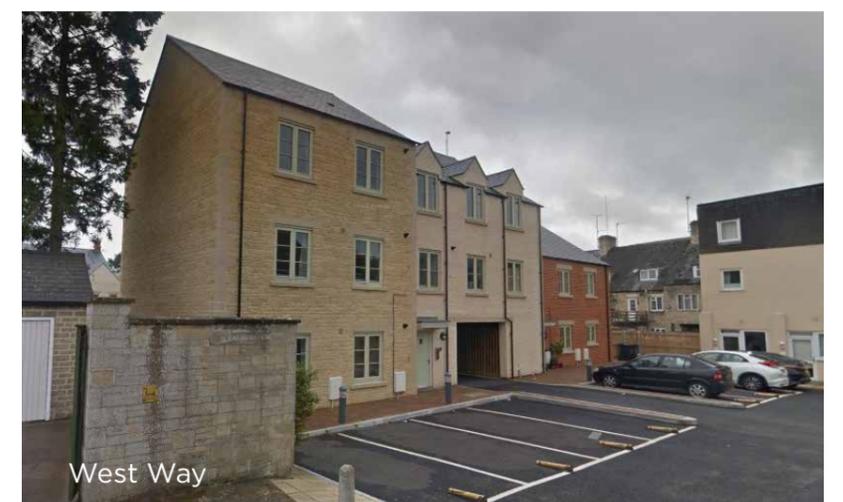
# CONTEXT PHOTOS

The images below are of the existing buildings in the setting of the site. Modern and historic development sits side-by-side. They range in a variety of ages, heights and styles.

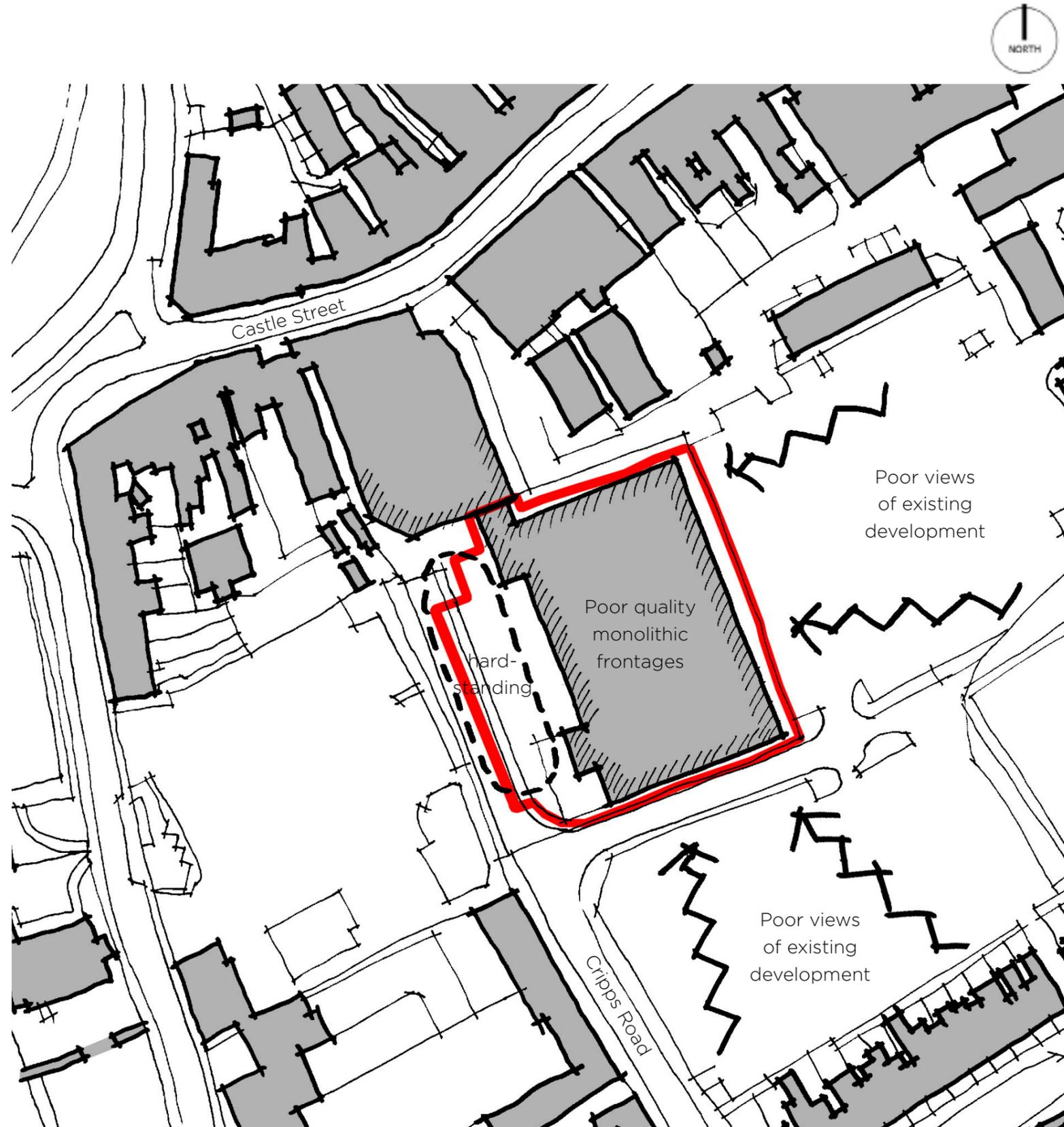


# CONTEXT PHOTOS

The images below are of the newer buildings that are in the adjacent area in Cirencester. They range in a variety of heights, materials and styles.



## SITE CONSTRAINTS

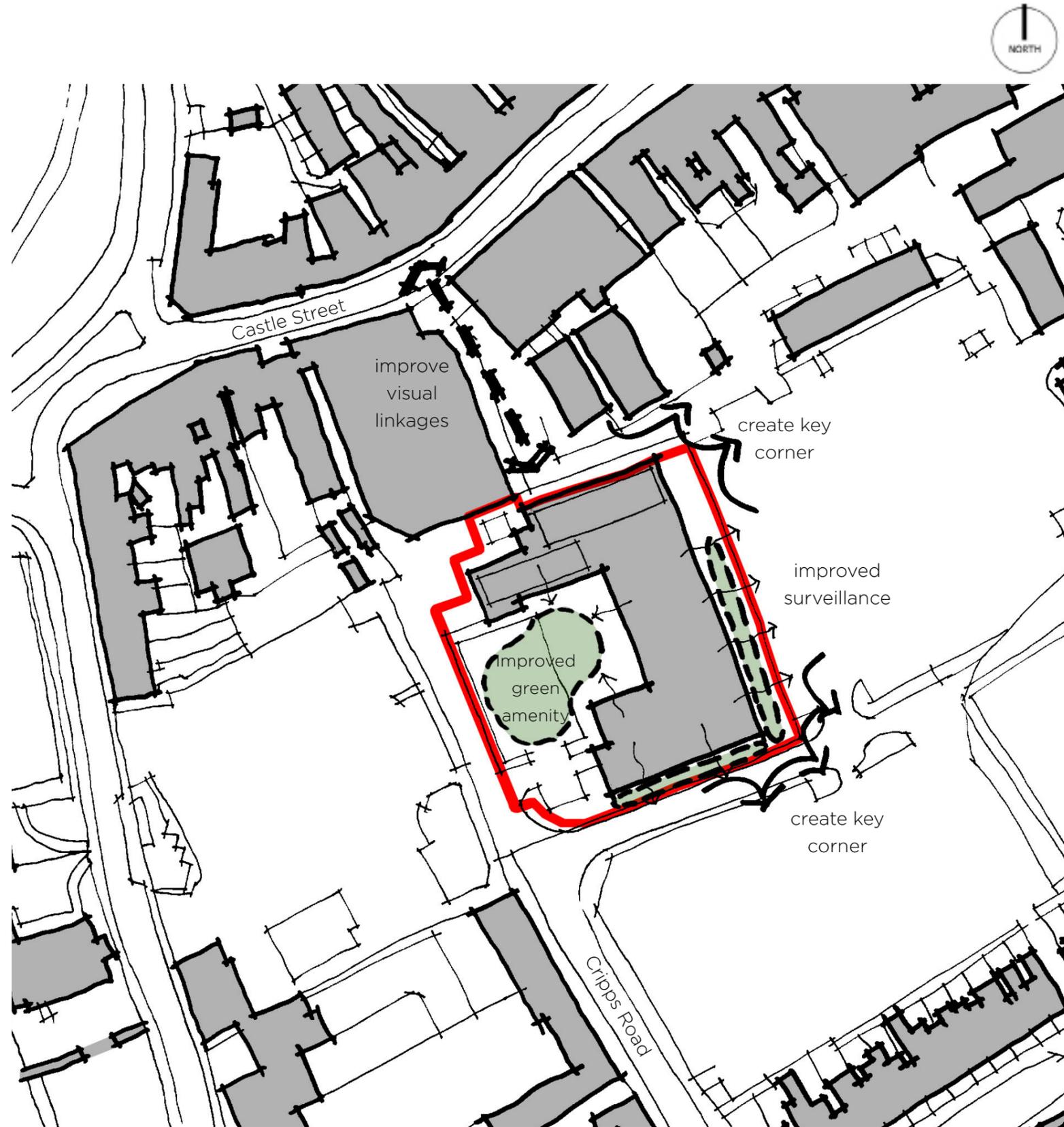


Sketch illustrating the constraints that affect the site

The site has numerous constraints that affect the potential for a successful urban development, including but not restricted to the following -

- The site sits in a 'backwater' part of the town centre, between the compact rear of the Castle Street burgage plots and the open areas of the surrounding car parks.
- Site sits adjacent to an Ancient Monument (Corinium Roman Town).
- The supermarket has been vacant for nearly a year - redevelopment is required to regenerate the area.
- The Tesco Supermarket is an incongruous monolithic block within the town centre, sat behind the town centre.
- The existing building is seen as a 'negative building' within the town centre Conservation area, as noted in the Cirencester Framework Masterplan, p.41.
- The supermarket facade is comprised of materials that are not consistent with the aesthetic of the rest of the town.
- The supermarket scale is 'retail' rather than 'residential'; the supermarket lacks any 'domestic' scale features.
- The existing building employs no natural visual surveillance of the site or surrounding site; there are very few windows that can encourage this.
- There are no attractive pedestrian urban connections that link the site to Castle Street or the Niccol Centre and beyond.
- There is no biodiversity or green habitats that contribute to the site.
- The underpass connecting the supermarket with Farrell Close obstructs a key view of St. John Baptist from Sheep Street car park.

## SITE OPPORTUNITIES



Sketch illustrating the opportunities afforded to the site

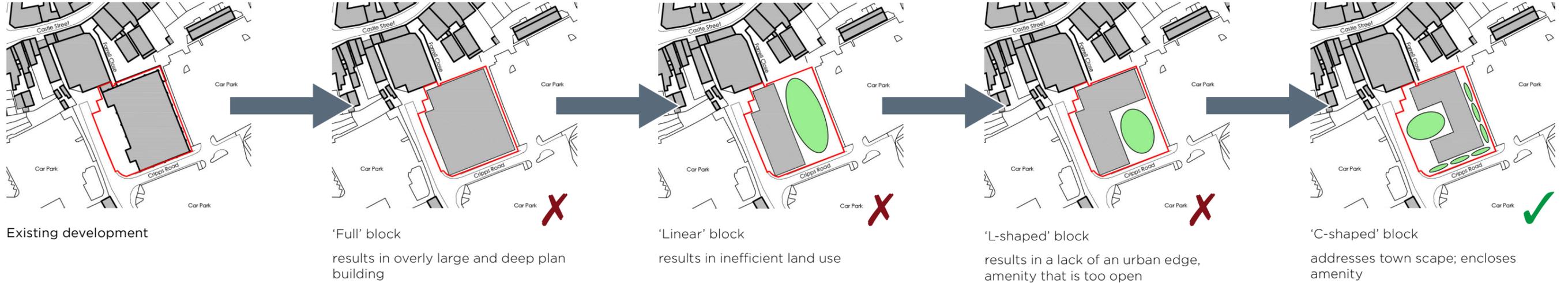
The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, including but not restricted to the following -

- An opportunity to create a new mixed-use development behind Castle Street, creating activity, street scene, vitality and vibrancy to the area.
- Improvement of the general area adjacent to an Ancient Monument.
- The introduction of active frontages, along with natural and passive surveillance.
- Improvement of existing pedestrian linkages between Brewery Court and Castle Street.
- Creation of a 'positive building' within the town centre Conservation Area.
- Creation of façades comprised of materials that are consistent with the aesthetic of the rest of the town.
- The scale of the new development to be residential in scale rather than retail.
- Service areas to the rears of Castle Street to be screened.
- Creation of green boundaries, biodiversity and green habitats that will contribute to the area.
- Create a new view from Sheep Street car park to St. John Baptist.
- Create an aesthetic that could be read in conjunction with the permitted Cinema development, should it be brought forward.

# DESIGN EVOLUTION

The images below illustrate the methodology of best placement of the footprint of the building, the shape of the building, the disposition of car parking and landscaping, and building articulation.

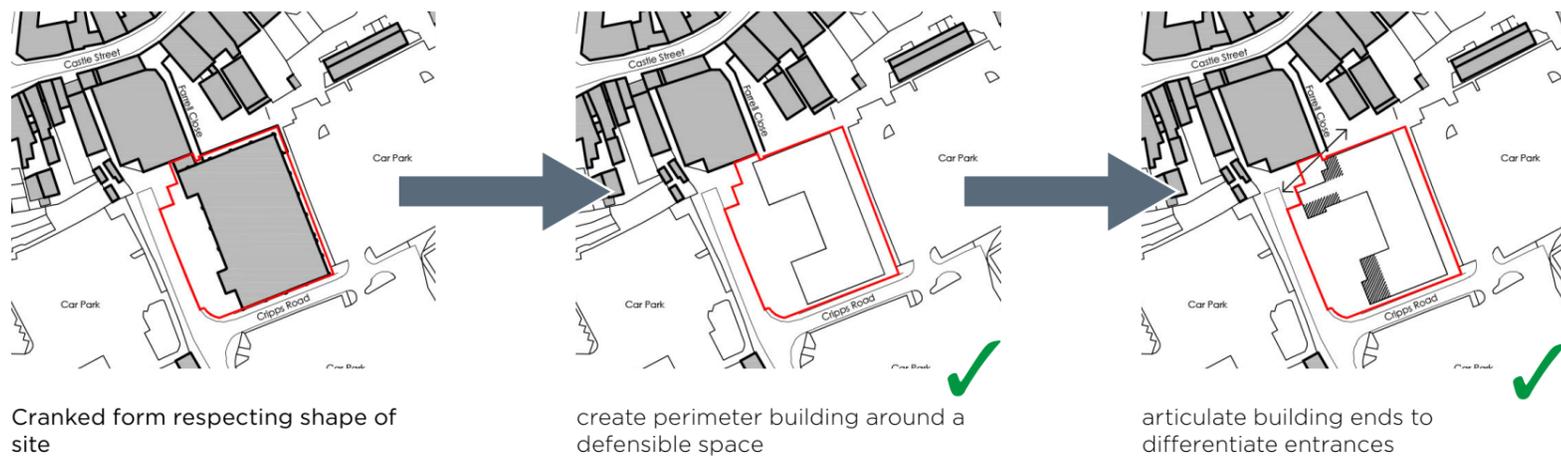
## BUILDING DISPOSITION



## PARKING LOCATION



## ARTICULATION

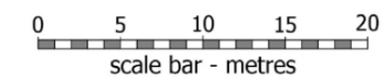


# PROPOSED SITE LAYOUT

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



-  One bed apartment
-  Two bed apartment
-  Owner's Lounge
-  Internal circulation
-  Communal lift
-  Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
-  Ground floor retail units
-  Covered refuse store
-  Open refuse store
-  External buggy store
-  External patio
-  Amenity space



PROPOSED 3D VISUAL VIEW TOWARDS THE PROPOSED DEVELOPMENT  
LOOKING SOUTH FROM FARRELL CLOSE



PROPOSED 3D VISUAL VIEW TOWARDS THE PROPOSED DEVELOPMENT  
LOOKING NORTH FROM CRIPPS ROAD CAR PARK



PROPOSED 3D VISUAL VIEW TOWARDS THE PROPOSED DEVELOPMENT  
LOOKING NORTH WEST FROM SHEEP STREET CAR PARK



PROPOSED 3D VISUAL VIEW TOWARDS THE PROPOSED DEVELOPMENT  
LOOKING EAST FROM BREWERY COURT CAR PARK



# INFLUENCES AND PROPOSED MATERIALS

Below are examples of materials and detailing that have been used in the local area that are intended to be used as part of the proposed development.



uPVC windows



slate tiles and dormer windows



panels and glass



cornices and dormers



yellow render and black downpipes



shopfronts



textured brick



Metal framed balconies



Textured brick



Metal hoop-topped railings



Rendered panels



slate effect roof tiles and mansard dormers



Stone cornices



Modern Shopfronts

## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the vacant Tesco Supermarket site; 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.



'Gentle Density Diagram' (page 99) from the 'Living with Beauty' report by the Building Better, Building Beautiful Commission (January 2020)

