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 brownfield site on Station Road in Hungerford. 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's Housing
- Planning Policy
- Housing Need
- Site Context & Description

- Site Photos
- Constraints & Opportunities
- Design Evolution
- Indicative Plans
- Indicative Elevations
- 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 has 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 construction of circa 50 retirement living apartments and 2 detached cottages, with associated communals, parking and landscaping.

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 Hungerford 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 provides high quality contemporary accomodation.







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, we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

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.

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 was again named 'Best Medium Housebuilder'
- The HBF Customer Satisfaction Survey. Churchill has consistently retained its top '5 star' status having been recommended by more than 90% of customers

Summarised below are some of CRL's key statistics;

- 7,545 apartments under management
- Five regional offices around the country
- Over 700 employees across the group

TYPICAL DEVELOPMENT FEATURES

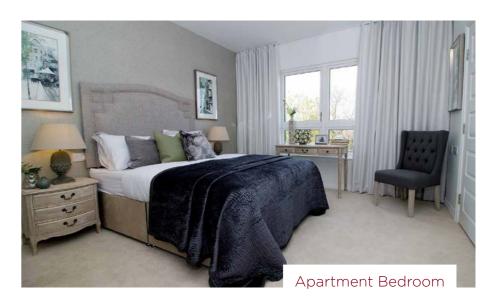


















OUR TYPICAL CUSTOMER





The Churchill team couldn't have done anything more for me, and it was great having someone to say 'Sit down and leave it all to us' - I wasn't expecting to get so much help! It meant little or no concern, I could just relax and let other people take care of the details.

I've moved house lots of times before, but never on my own. My wife was always the one who would take charge of things, so it was a bit daunting thinking I'd have to do it all without her. That's why it was so lovely to have it all taken care of for me, and I was kept informed throughout so I knew what was happening.

The removal company gave lots of helpful advice, and when it came to moving day my Senior Move Adviser Kim was there as an extra pair of hands to make the whole day run smoothly. I also got to stay in the Lodge's Guest Suite the night before I moved in, which was just what I needed after a long journey from Lancashire down to Cornwall. Just another thing that was just taken care of without me having to worry about it."

Barry Perkins (Perran Lodge, Newquay)





The Millstream team work very hard but still maintain their warm and caring approach as they help new apartment Owners move here and settle in. I'd like to thank them for creating such a warm, settling and happy home for me and my dog Molly."

Barbara Roberts (Lockyer Lodge, Sidford)





"We were rattling around in a four bedroom house that was far too big for us. We decided the time was right for us to downsize, and the pandemic didn't put us off from making the move. Our bowling colleague Bob recommended Churchill, and now he's our next-door neighbour!"

"Our new apartment is very warm and cosy, everything is nice and new, and we have a very nice outlook from our balcony across the bay to St Michael's Mount. We've seen some beautiful sunrises. We also enjoyed a 'pasty and prosecco' welcome party in the Owners' Lounge when we first moved in, which gave us a chance to meet people. Everyone was very welcoming and we're looking forward to getting to know them all."

Mike and Jackie Richards (Mount's Bay Lodge, Penzance)

BENEFITS OF OLDER PEOPLE'S HOUSING

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 person per year (Homes for Later Living September 2019).
- Moves into retirement housing, fees up larger under occupied family homes. Every move into retirement housing generates two moves further down the housing chain, sometimes more. Thus freeing up properties for young families and first time buyers.
- 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

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.



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



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 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 Council's in preparing planning policies on housing for these specialist groups. This set 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.

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 on Census Day in 2021.

Offering older people a 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 2021 Census data. West Berkshire, as set out in the figure adjacent, identifies that there has been an increase of 33.8% in people aged 65 years and over. This is significantly higher than the UK average of 20.1%. In addition, it is identified that people between the ages of 70-74 have move than doubled between 2011 and 2021.

Therefore, as shown in the 2021 Census data, it is clear to see that West Berkshire has an ageing population.

In conjunction with the above, within the emerging Local Plan Evidence base, the 2020 Housing Evidence suggests that the percentage increase from 2018 to 2036 in the number of over 65's in the district, is expected to be 49.2%.

The Strategic Market Housing Assessment (2016) identifies that in 2016, there was a supply of 722 marketed specialised housing units for older persons. However, it has been acknowledged that there is a significant unmet need for older persons accommodation within West Berkshire. Therefore, it is highlighted that there is an additional need of 1,994 units to accommodate the rising demand for older persons housing within the West Berkshire area.

The age profile of the population can be drawn from the 2018 population projections from the Office of National Statistics. This advises that there were 29,919 persons aged 65 and over in 2018, accounting for 18.8% of the total population of West Berkshire. This age range is expected to increase by 14,859 individuals or 49.6% to 44,778 people between 2018 and 2043. The population aged 65 years and over is expected to increase to account for 28.4% of the total population of the District by 2043.

Furthermore, the 2018 sub-national population projections also identified that in 2018, West Berkshire's population of persons over 80 years was 4.78%, this figure is expected to increase to 9.97% by 2043, which is significantly higher than the national average. This shows an 107% increase in people aged 80 years and over.

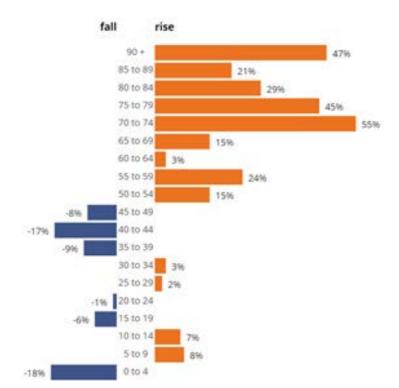


Figure 1: Population Change (%) By Age in West Berkshire, 2011 to 2021. Source: 2021 Census

3. Age range	Population		
	2019	2036	% Change
0-4	8,800	7,655	-13%
5-9	10,300	7,964	-22.6%
10-14	10,400	8,925	-14.1%
15-19	9,400	8,749	-6.9%
20-24	7,000	6,955	-0.6%
25-29	7,900	8,266	4.6%
30-34	8,700	7,711	-11.3%
35-39	9,600	8,339	-13.1%
40-44	10,300	9,181	-10.8%
45-49	11,900	9,739	-18.1%
50-54	12,500	10,148	-18.8%
55-59	11,400	10,309	-9.5%
60-64	9,700	10,375	7%
65-69	8,500	10,860	27.8%
70-74	8,500	10,129	19%
75-79	5,800	8,226	41.8%
80-84	4,000	6,130	53.2%
85+	3,800	7,410	95%
Total	158,500	157,070	-0.9%

Figure 2: Projected demographic change across West Berkshire 2019-2036

PLANNING POLICY

NATIONAL PLANNING POLICY FRAMEWORK

The revised National Planning Policy Framework (NPPF) was updated on 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied.

Paragraph 60 set out in the revised NPPF is to boost significantly, the supply of housing, it 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."

The revised NPPF looks at delivering a sufficient supply of homes, Paragraph 62 identifies within this context, the size, and type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies including older people.

One of the core principles of the NPPF is to encourage the effective use of land by reusing land that has been previously developed (brownfield land). The site has been out of use and vacant for a number of years, the scheme will deliver circa 50 specialist residential units, associated parking and landscaping, delivering a range of social, economic and environmental benefits making efficient use of this vacant brownfield site.

The key documents which make up the West Berkshire Local Development Plan are:

- Core Strategy Development Plan Document (DPD) adopted 16 July 2012
- Housing Site Allocations Development Plan document adopted 9 May 2017
- The West Berkshire District Local Plan 1991-2006 (Saved Policies 2007)

The West Berkshire Core Strategy Development Plan

The relevant policies within the Core Strategy Development Plan Document in relation to the redevelopment of the site to older persons housing on this proposal site are listed below:

- Area Delivery Plan Policy 1: Spatial Strategy
- Area Delivery Plan Policy 5: North Wessex Downs AONB
- Policy CS1: Delivering New Homes
- Policy CS4: Housing Type and Mix
- Policy CS6: Affordable Housing
- Policy CS9: Location and Type of Business Development
- Policy CS14: Design Principles
- Policy CS15: Sustainable Construction and Energy Efficiency

Employment Land Review

The Employment Land Review within the Local Plan Review: Evidence Base identifies that the Station Road Protected Employment Land comprises a number of small clusters with a mix of older light industrial and office units either side of the railway line, of which the site is part of. However, it has been found that the Protected Employment Area boundary should be redrawn to exclude the formerly occupied warehouse that is within the rail station car park (former Oakes Bros site).

The relevant policies within the **Housing Site Allocations Development Plan Document** in relation to the redevelopment of the site to older people housing on this proposal site are listed below:

- Policy P1: Residential Parking for New Development
- Policy SP5: Responding to Climate Change

There are no relevant policies within the **West Berkshire Local Plan - Saved Policies** in relation to the redevelopment of the site to older people housing on this proposal site.

Principle of Development

The Proposal will make efficient use of land in a sustainable location. it will provide much needed 1 and 2 bed apartments and help free up family housing elsewhere.

The site is a vacant, brownfield site, and the proposal seeks to deliver age restricted residential housing for which there is a significant need within the area.

Therefore, the site is considered to be in a sustainable and suitable location for specialist accommodation for older persons.



SITE & CONTEXT DESCRIPTION



The Site is located in Hungerford, just to the west of the town centre, accessed from Station Road. Roughly 0.3 hectares, the Site is vacant, and most recently comprised of a 96 space car park accessed via the Network Rail car park, and a small parcel of land to the rear of the Railway Tavern, accessible from Station Road.

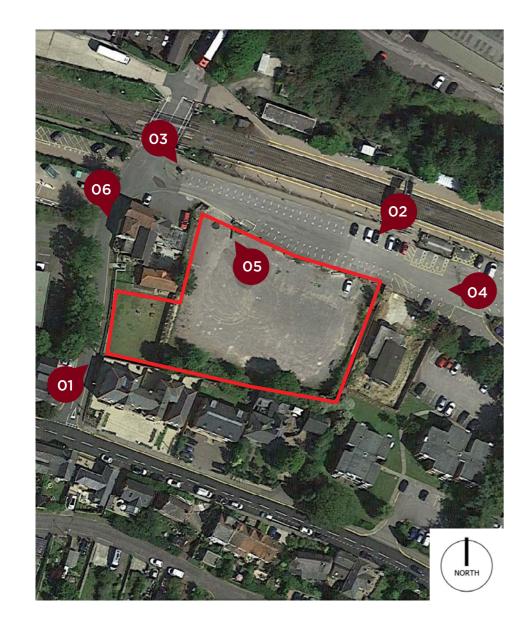
The previous building on site was a warehouse, demolished in 2009. From that date the site had been in use as a car park, with planning being granted in early 2013 to temporarily change the use from industrial to car parking. This use class expired in 2016 and the site has been vacant since then.

The site is bounded to the north by the Network Rail car park, and to the south by the rear of properties fronting on to Park Street. To the west of the site is the Railway Tavern and Station Road beyond, and to the east is a derelict ambulance station which had an approval to demolish and build 6 flats in 2013.

There is a band of mature trees along the southern boundary of the site, all located beyond the retaining wall and on the banking up to the neighbouring properties.



SITE PHOTOS







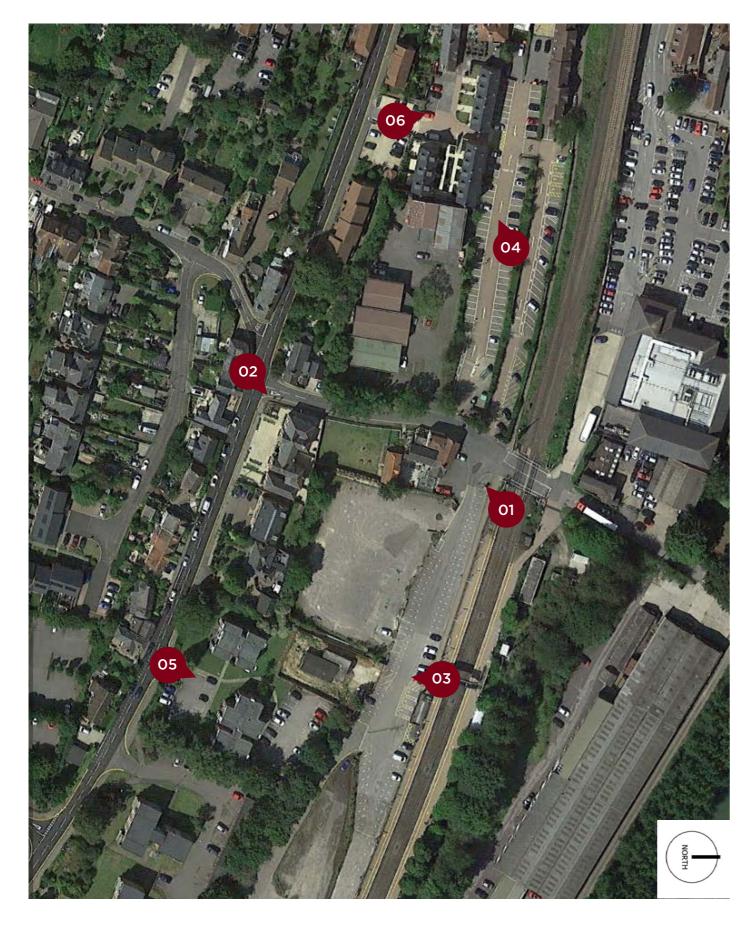








CONTEXT















PREVIOUSLY APPROVED SCHEME





The site is a brownfield, vacant site with recent planning history for residential redevelopment, adjacent to the railway station and a short walk from the town centre. The previous planning consent established larger built form on the site.

Planning permission was granted in March 2019 for a development of 30 apartments and associated works with a coffee shop (18/00837/FULEXT). This is a material planning consideration for the redevelopment of this site.

The proposal was a 4 and 5 storey development, dropping to 3 storey at the western end.

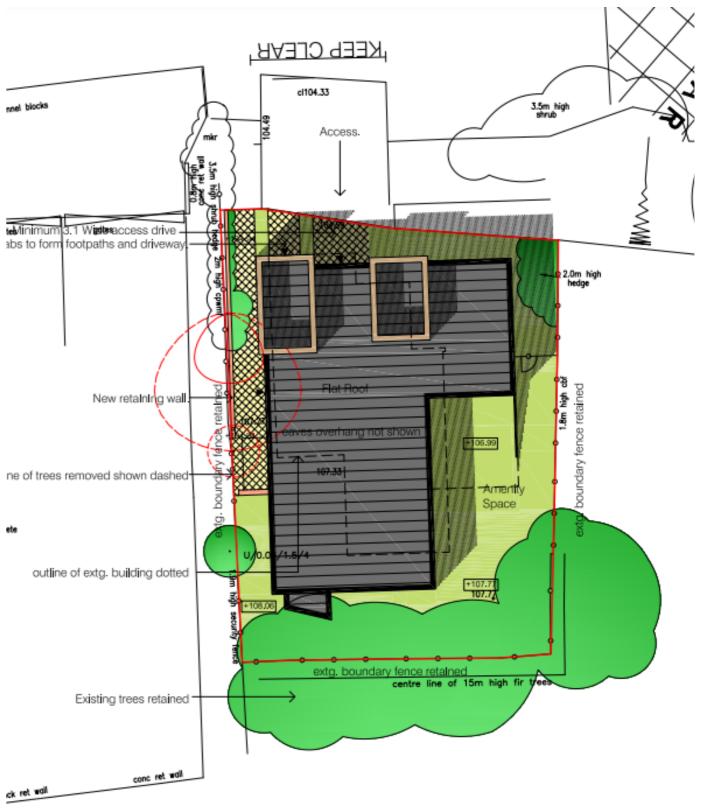
Drawings courtesy of Pro Vision ©2023 www.pro-vision.co.uk

NEIGHBOURING SITE - PREVIOUSLY APPROVED SCHEME



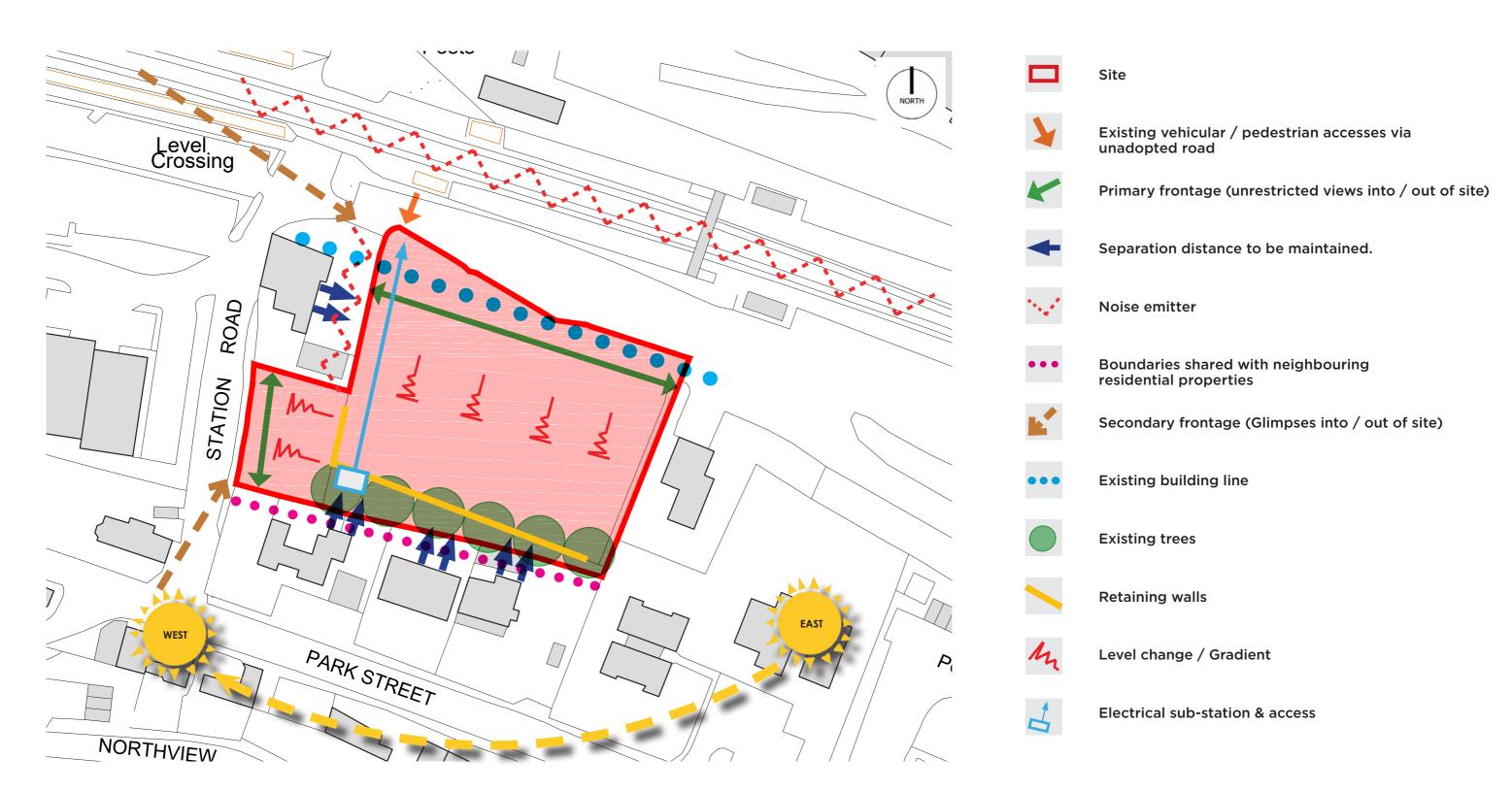
Planning permission was granted in July 2014 for the demolition of the ambulance station to the east of the site, and the development of 6 apartments and associated works (13/02436/FULD).

This site has since been subject to several futher applications of a similar bulk and massing, with one currently pending concideration (21/02780/FULMAJ).



CONSTRAINTS

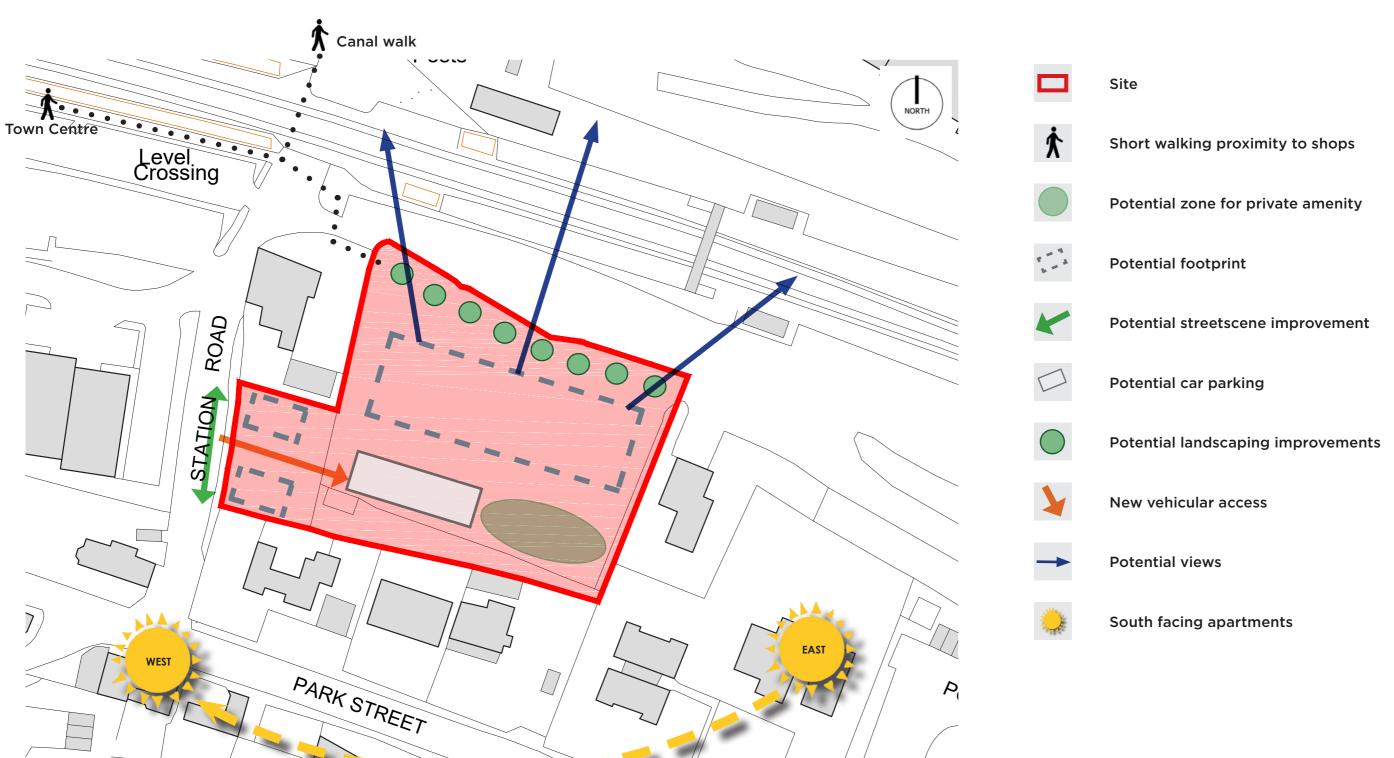
The image below identifies the potential constraints in relation to the site.



OPPORTUNITIES

NORTHVIEW

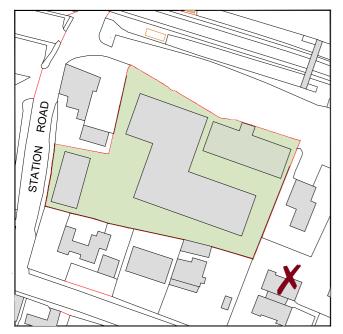
The image below identifies the potential opportunities in relation to the site.



DESIGN EVOLUTION

As part of the exploration for the most suitable urban solution for the site, several studies were undertaken to ascertain the most appropriate footprint for the site, and the most appropriate location for car parking.

BUILDING DISPOSITION



'Z' Shape block

Results in unnacceptable separation with properties to the south.



'T' Shape block

Reduces the overlooking to the south, strengthens frontage onto the railway line.



'L' Shape block

Moves access to Station Road and increaes separation with properties to the south.



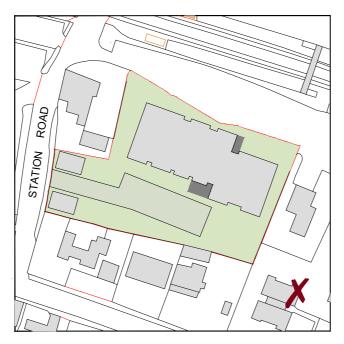
Staggered linear block

Maximises separation and removes apartments overlooking the Railway Tavern.

ARTICULATION



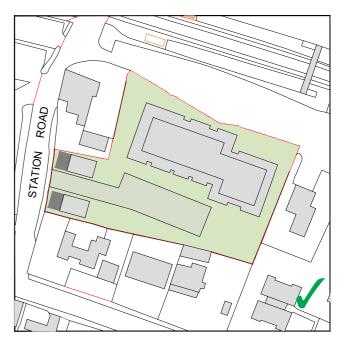
Break massing of building up into series of smaller blocks.



Introduce corner recess to create additional amenity space.



Reduce massing of building by setting back the top floor.



Cottages set back from Station road to improve setting within streetscene.

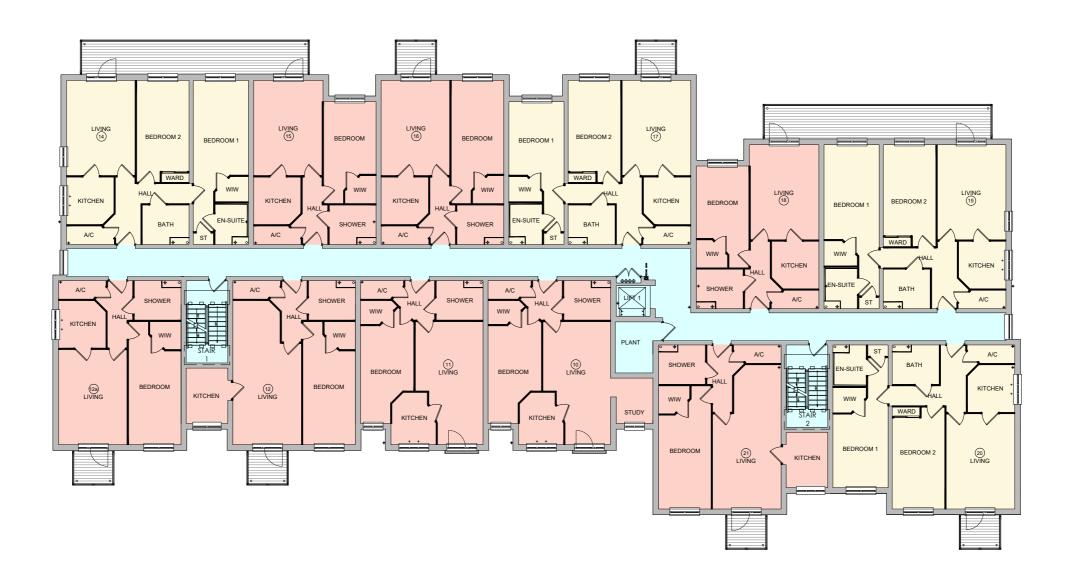
INDICATIVE SITE PLAN

Scale 1: 500



TYPICAL FLOOR PLAN

Scale 1 : 200



INDICATIVE ELEVATION



South Elevation



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the vacant brownfield site on Station Road in Hungerford; 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.

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in early 2023.

Once again, thank you for your time.



North Elevation - facing railway station

