

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 Kingsfield Care Home, Jubilee Way, Faversham, ME13 8GD. The consultation consists of a number of information boards including the following:

- The Purpose of the Consultation;
 - Introduction to Churchill Retirement Living;
 - Planning Policy & Housing Need;
 - Benefits of Older People Housing;
 - Location;
 - The site;
- Context;
 - Constraints & Opportunities;
 - 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 Kingsfield Care home, Jubilee Way, Faversham, ME13 8GD and the erection of accommodation for later living; comprising circa 48 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 it will also address the local need for later living apartments whilst 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.



INTRODUCTION TO CHURCHILL LIVING

Churchill Living (CL) is a privately-owned British Company, highly trusted and respected within the housing industry. CL 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 200 developments and sold over 8,300 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 Ltd is a leading UK specialist in the development of purpose-built apartments designed to meet the needs of older people, enabling them to enjoy an active, independent and sociable lifestyle in their retirement.

All our developments are designed exclusively for the over 60s in self-contained one and two-bedroom apartments encouraging our Owners to maintain their independence and new friendship in a safe and secure environment.

In 2023, we have won a number of prestigious industry awards including:

- WhatHouse? Awards winning a Gold Award in the Best Retirement Home Developer category
- Winners of ARMA ACE Awards for Outstanding Customer Service
- Named one of the Top 10 Best Places to Work by The Sunday Times
- We received 5 star HBF Customer Satisfaction rating for the 8th consecutive year, with our highest ever rating of 97.1%

Summarised below are some of our Full Year 2023 Performance figures and operating statistics:

- £174.3m revenue for the year to June 2023
- £25.8m operating profit for year to June 2023
- 241 retirement living developments built since 2003
- 9,566 units under management (2024)
- Nine offices around the country

All land purchases and developments are funded from existing company resources and revolving credit facilities, and no external valuations or external approvals are required for land acquisition.

Churchill Living Ltd has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in for 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 details further on within this document.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



Guest Suite



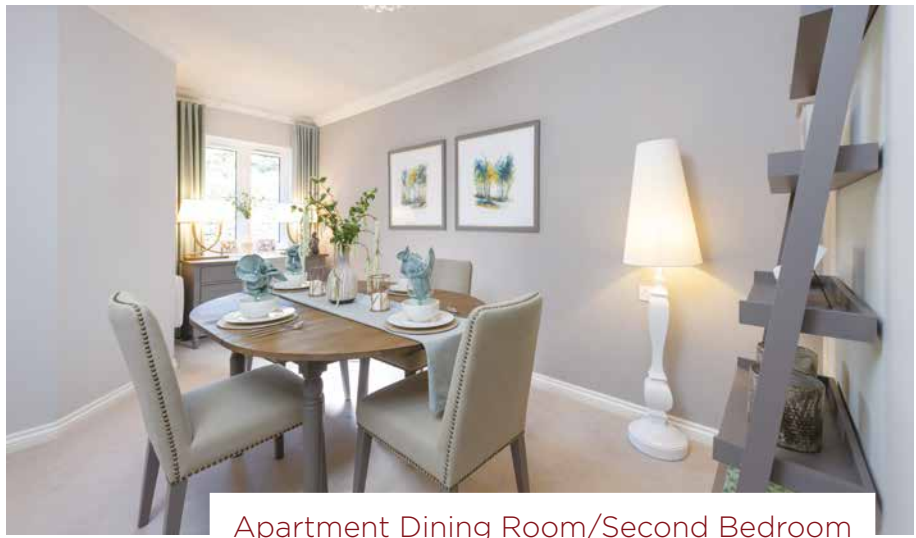
Landscaped Gardens



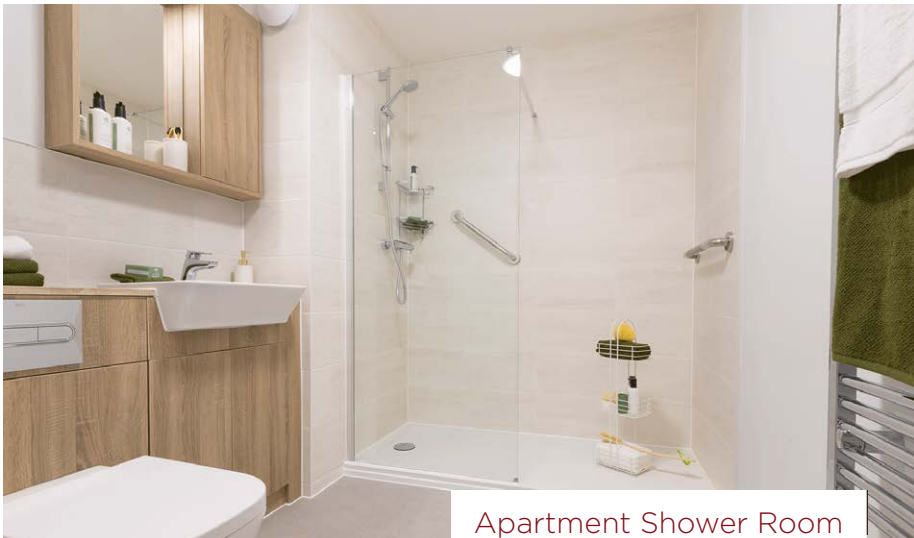
Apartment Living Room



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 (Reference ID: 63-001-20190626) 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 (Reference ID: 63-003-20190626) 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 Development Plan for Swale Borough Council which is made up of the Bearing Fruits Local Plan for the plan period 2014 to 2031 and was adopted in July 2017.

LOCAL PLANNING POLICY

The relevant policies within the Bearing Fruits Local Plan in relation to the redevelopment of the Kingsfield Care Home in Faversham to older persons housing as listed below:

- POLICY ST1: DELIVERING SUSTAINABLE DEVELOPMENT IN SWALE
- POLICY ST2: DEVELOPMENT TARGETS FOR JOBS AND HOMES 2014-2031
- POLICY ST3: THE SWALE SETTLEMENT STRATEGY
- POLICY ST4: MEETING THE LOCAL PLAN DEVELOPMENT TARGETS
- POLICY ST7: THE FAVERSHAM AREA AND KENT DOWNS STRATEGY
- POLICY CP2: PROMOTING SUSTAINABLE TRANSPORT
- POLICY CP3: DELIVERING A WIDE CHOICE OF HIGH-QUALITY HOMES
- POLICY CP4: REQUIRING GOOD DESIGN
- POLICY CP5: HEALTH AND WELLBEING
- POLICY CP7: CONSERVING AND ENHANCING THE NATURAL ENVIRONMENT
- POLICY CP8: CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT
- POLICY DM7: VEHICLE PARKING
- POLICY DM8: AFFORDABLE HOUSING
- POLICY DM14: GENERAL DEVELOPMENT CRITERIA
- POLICY DM17: OPEN SPACE, SPORTS AND RECREATION PROVISION
- POLICY DM19: SUSTAINABLE DESIGN AND CONSTRUCTION
- POLICY DM20: RENEWABLE AND LOW CARBON ENERGY
- POLICY DM21: WATER, FLOODING AND DRAINAGE
- POLICY DM28: BIODIVERSITY AND GEOLOGICAL CONSERVATION
- POLICY DM28: WOODLANDS, TREES AND HEDGES
- POLICY DM33: DEVELOPMENT AFFECTING A CONSERVATION AREA
- POLICY IMPI: IMPLEMENTATION AND DELIVERY PLAN

PRINCIPAL OF DEVELOPMENT

The site benefits from having an historic mixed-use (employment and residential) allocation relating to a wider site as well as extant consent and a completed development of a care home (C2 Use Class) building, which adds support to the principle of development.

The site formed part of a historic allocation of a wider site entitled ‘Eurosite Centre’ in the previous development plan (Swale Borough Council Local Plan Review 2005) for mixed use development. There was also a site-specific development brief for the site prepared on behalf of Swale Borough Council pursuant to the historic development plan allocation.

While the historic allocation of the site did not specifically call for a care home at this location, its supporting Development Brief indicated that commercial development areas can include C2 Residential Institutions. The replacement of this care home facility with retirement housing is justified in terms of its social and economic benefits as well as the need for older persons accommodation in the locality. Indeed, Faversham has an ageing population and a demonstrated need for retirement housing.

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 Council's 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.

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. In Swale there has been an increase of 27.3% in people aged 65 years and over.

Given the dramatic growth in the older population, there is likely to be an increased requirement for specialist housing options. The Housing Market Assessment (June 2020) confirms there are 577 units of sheltered Housing for older people in the Borough currently alongside 58 Extra care units. The table below seeks to demonstrate the potential demand for these accommodation types in Swale in 2038 according to local housing need projections. The model identifies a requirement for 439 additional specialist units of sheltered housing for older people and 77 additional Extra care units in Swale. The overall requirement for 516 additional specialist units for older people represents 3.3% of the total household growth for the period 2022-2038.

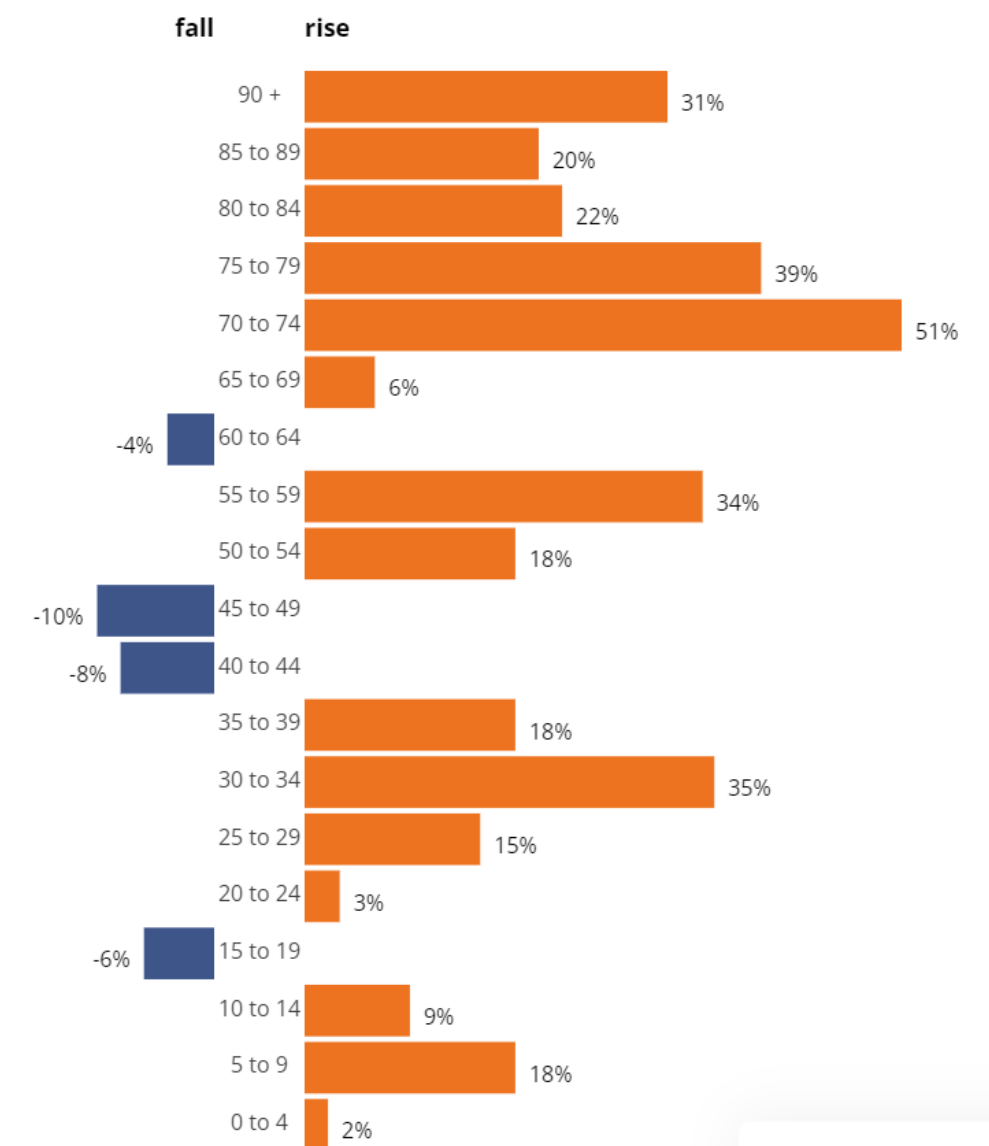


Figure 1: Population Change (%)
by age group in Swale, 2011 to 2021 - (Census 2021)

Table 6.2 Projected requirement for specialist accommodation in Swale over the plan period			
Type of specialist accommodation	Base profile (2022)	Profile 2038	Additional units required
Sheltered Housing for older people	577	1,016	439
Extracare Housing	58	135	77
Total	635	1,151	516

THE BENEFITS OF OLDER PEOPLE HOUSING

THE BENEFITS

Older peoples housing produces a large number of significant Economic, Social and Environmental benefits.

ECONOMIC

Later Living 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 48 apartments proposed, at a ratio of 1.3 people per unit, there will be around 62 occupants. At a saving of £3,500 each per year, this equates to a saving of **£218,400 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 later living 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

Later Living housing gives rise to many social benefits:

- Churchill Living 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.

BENEFITS TO THE COMMUNITY

The following information illustrates the economic benefits of consented schemes in 2022/23 :



Construction benefits



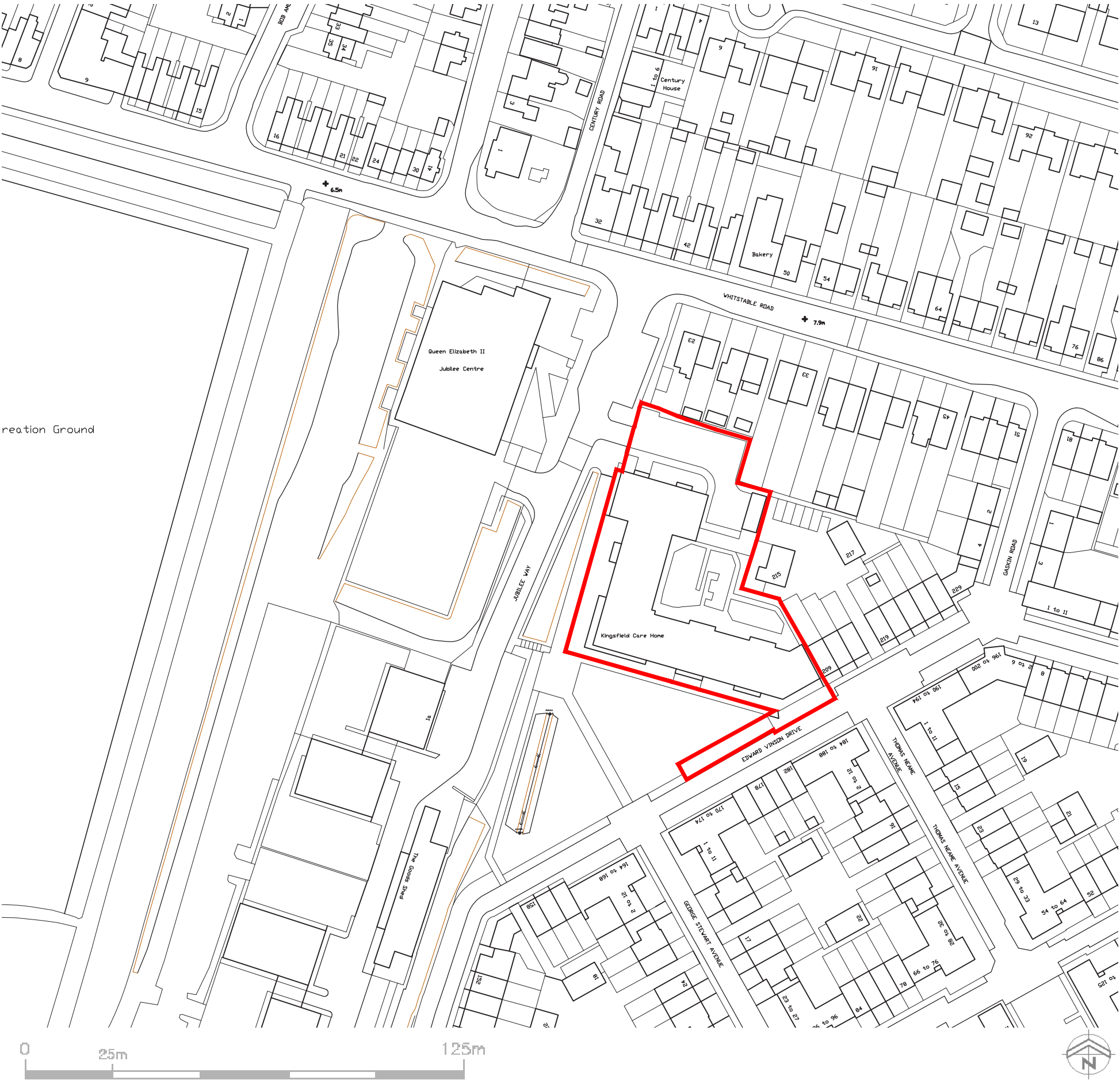
Operational and expenditure benefits



Community and wider benefits



LOCATION PLAN 1:1250 @ A3



SITE DESCRIPTION

The site measures approximately 0.39 hectares and is relatively flat and level. It is set at a lower level than Jubilee Way to the west with a slope feature present immediately to the west of site.

The site currently lies vacant and is closed off from the public. It is broadly triangular in shape with an odd spur of land to the south of the site allowing for additional car parking. Existing access is gained off Jubilee Way at the north-west corner of the site, with an area of hardstanding used for car parking positioned to the north of the plot.

A small structure at the eastern end of the car park was previously used for bin and other waste storage.

Within the central part of the site, soft landscaping is present with areas of grass, as well as bushes and trees. Trees and bushes are also present along the northern boundary of the site.

The southern and western part of the site is occupied by an unused care home, which is a rough L shape and of two to three storeys in height. The care home closed in 2018. This is believed to have been for safety issues and non-compliant fire remedial issues.

The site is bounded by residential properties to the north and the east. An area of public open space is present along the southern border and the western border of the site is Jubilee Way and footpath.

Jubilee Way rises along the western boundary and is quite elevated above the site at the SW corner of the site.

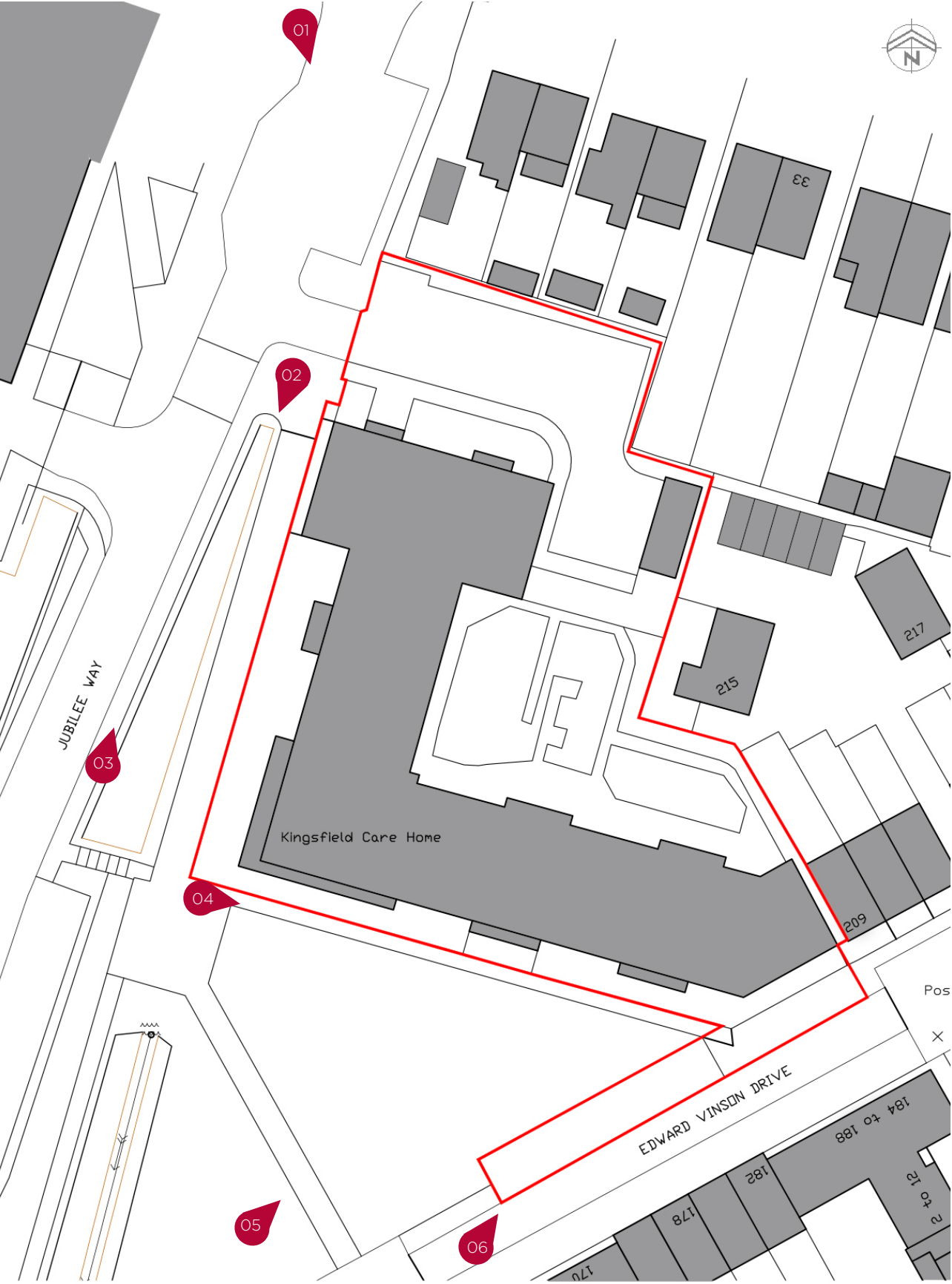
The site is outside and adjacent to the Faversham Town Conservation Area and a Grade II listed building is located 50m to the south of the site.

The site benefits from an extant planning consent as part of a wider site for the erection of 289 residential dwellings comprising 186 flats and 103 houses and 15,064 sqm of commercial floorspace with associated access, amenity space, landscaping and parking and laying out of the car park for Queen Elizabeth II Jubilee Centre (Reference: SW/05/1375). As part of that approval, the site was approved as a 60-bed nursing home, a surgery and a children's nursery.

THE SITE



LOCAL CONTEXT PHOTOGRAPHS



CONTEXT PHOTOS 02

The following images highlight the local architectural detail, scale, massing and material use within the surrounding context.



The site is part of a pocket of residential housing that was developed around 2010 on a former fruit packing factory. The former Care home on the site is built in a similar style to surrounding development. The building aesthetic is modern, with white, black and blue cladded gables a dominant feature within this housing development. Red and brown brick is used throughout and there is a vertical emphasise to the appearance. The majority of development is 3 storeys in height. Roof materials tends to be red and brown concrete tiles (pantiles are often the preferred profile).



WIDER CONTEXT

The site is located to the east of Faversham, an ancient market town. It is located in a highly accessible location with a range of amenities within walking distance, including restaurants, supermarkets and independent retailers. The site is approximately 600m northeast of Faversham Station and 750m southeast of Faversham town centre.

The site is outside of the Faversham Town Conservation Area, which lies directly to the South West of the site, it then stretches to the west, taking in the Recreation Ground and Town Centre area. The Conservation Area also spreads to Faversham Cemetery, located to the SE of the site.

The parcel of modern development incorporating the site is not included within the the Conservation Area.

There is a Grade II listed building to the south of the site known as the Former Goods Shed (to Faversham Station), located approximately 50m to the south of the site.

To the south and south west lies former industrial warehouses which are now in use as commercial office space. On the opposite side of Jubilee Road is the Queen Elizabeth II Jubilee sports centre.

Further to the west and only a short walk away is a large expanse of grass and tree lined footpaths known as Faversham Recreation Ground.

The wider area along Whitstable Road and to the north and west of the Recreation Ground is characterised by rows of small grained 2 storey terraced housing, situated in grid patterns. These properties were built at the start of the 20th Century with further post war terrace housing built within vacant spaces along these roads.












Concentrated directly to the south and east of the site is more recent development constructed at the same time as Kingsfield Care Home and of a similar style. This area in light blue on the map provides a pocket of modern development that is distinctive to any other housing within the town. The area was once a fruit packing factory and most dwellings are 3 storeys in height and built using cladding, red and brown brick and red / brown roof tiles. All buildings tend to have a similar aesthetic throughout this new housing development.



CONSTRAINTS


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



-  Existing vehicular / pedestrian access
-  Long views towards the site
-  Existing Building line
-  Frontage with public realm
-  Foul Sewer through the site
-  Outlook from rear windows of residential properties
-  Site boundary
-  Storey heights
-  Route into the town centre
-  Conservation Area
-  Existing Tree screening
- NOTE - There is an existing Flood flow route through the site

OPPORTUNITIES



-  Opportunity to follow and enhance the existing footprint and storey heights
-  Active frontage which faces the public realm
-  Views across green space or active street
-  South and West facing apartments maximised
-  Existing building line retained
-  Majority of parking court hidden from public realm
-  Private amenity hidden from public realm
-  Existing vehicular access retained
-  Flank wall - no over looking
-  Site Boundary

INDICATIVE SITE PLAN 1:500 @ A3

The image below shows the proposed Site Plan, car parking and internal arrangements at ground floor level.



- Site boundary
- 1 bed room apartment
- 2 bed room apartment
- Communal areas
- Cottages

- 01 Vehicular access
- 02 Segregated pedestrian access
- 03 Bin collection point
- 04 Parking for 19 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
- 11 Substation
- 12 Secondary Parking for owners and visitors
- 13 Secondary gated pedestrian route

INDICATIVE ELEVATIONS

Following extensive site analysis and design work, below are the proposed elevations.

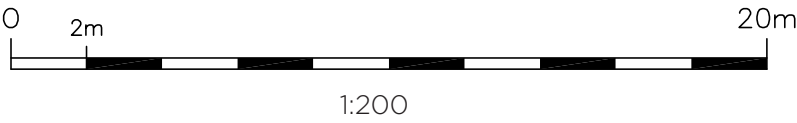


Southern Elevation



Proposed Access

Western Elevation (Jubilee Way)



ARTIST IMPRESSION 01

The visual below illustrates the proposed development in context when viewed from Jubilee Way



Existing View

ARTIST IMPRESSION 02

The visual below illustrates the proposed development in context when viewed across the public green space from Edward Vinson Drive



Existing View

ARTIST IMPRESSION 03

The visual below illustrates the proposed development in context when viewed from the north of the site along Jubilee Way



Existing View

ARTIST IMPRESSION 04

The visual below illustrates the proposed development in context when viewed from Edward Vinson Drive



Existing View

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the land at Kingsfield Care home, Jubilee Way, Faversham, ME13 8GD, 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.



Faversham Town Centre