

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 to redevelop the Former Youth Centre of Kingswinford. The consultation is made up of a number of information boards including the following -

- The Purpose of the Consultation
 - Introduction to Churchill Living
 - Typical Development features
 - Benefits of Older People Housing
 - Planning Policy
 - Location & Site
- Constraints & Opportunities
 - Design Evolution
 - Indicative Plans
 - 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 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 demolition of the existing building on site and the comprehensive redevelopment of the land that comprises the Former Youth Centre of Kingswinford (The Site) with construction of a retirement housing development of circa. 49 one and two bedroom apartments and associated communal facilities, with vehicular access, car parking and landscaping. The proposals include a provision of a new open space with multi-use games area and children’s play area.

VISION

Churchill Living’s vision for the site is to deliver a development that meets our customers’ needs and the local need for retirement apartments whilst also enhancing the character of Kingswinford High Street, the local area and surroundings by 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

WHO ARE CHURCHILL LIVING LTD?

Churchill Living (CL) is a privately-owned British Company, highly trusted and respected in the housing industry. CL 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.

The company has undertaken almost 200 developments and sold over 8,300 units. Through a group company, Churchill Estates Management, CL retain the operation, management, care and responsibility of every apartment of all its 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.

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.



CL 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 retains the top **'5 star' status** having been recommended by more than 97% of our customers in 2023.

In **The Sunday Times Best Places to Work 2023**, Churchill Living was ranked in the **Top 10 Best Big Organisations to Work For**.

Summarised below are some of CL's key statistics;

- £174.3m revenue for year to June 2023
- £25.8m operating profit for year to June 2023
- 192 developments built since 2003 with 6,615 units sold as at June 2023
- 9,042 apartments under management
- Owned and contracted land bank of 3,603 units across 114 sites at June 2023
- 5 regional offices supported by 4 additional area 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.

CL 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.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



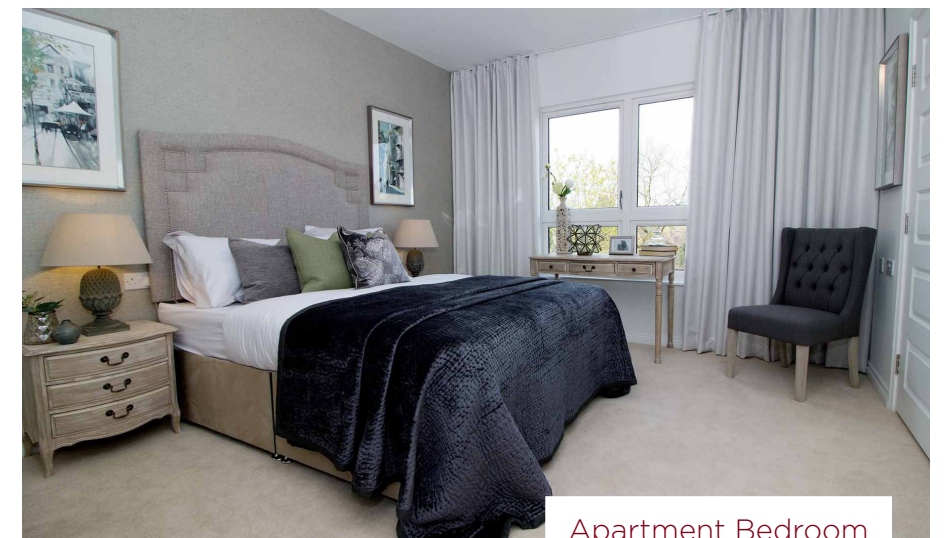
Guest Suite



Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

OUR TYPICAL CUSTOMER



“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.”

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“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.”

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BENEFITS OF OLDER PEOPLE HOUSING

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 home 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 64 occupants living in the apartment block. At a saving of £3,500 each per year, this equates to a saving of £224,000 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



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

PLANNING POLICY

PLANNING POLICY

Planning applications are required to be determined in accordance with a Local Authorities Development Plan unless material considerations indicate otherwise. Other Material considerations including the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG).

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The revised NPPF was updated on the 20th December 2023 and sets out the government’s planning policies for England and how these are expected to be applied.

The Government’s policy, as set out in the NPPF, is to significantly boost the supply of housing. Paragraph 60 reads:

“To support the Government’s objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.”

In June 2019, the PPG was updated to include a section on Housing for Older and Disabled People, recognising its importance. Paragraph 001 states:

“The need to provide housing for older people is critical. People are living longer lives “The need to provide housing for older people is critical. People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million. Offering older people, a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems. Therefore, an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking”.

Paragraph 003 recognises that “the health and lifestyles of older people will differ greatly, as will their housing needs, which can range from accessible and adaptable general needs housing to specialist housing with high levels of care and support.” Thus, a range of provision needs to be planned for.

PLANNING POLICY

The policies guiding the future of development in Kingswinford can be found in the Black Country Core Strategy (adopted in 2011) and the Dudley Borough Development Strategy (2017). Dudley Metropolitan Borough Council have started preparations on the Dudley Local Plan 2041. The emerging plan is currently at the early stages, with the regulation 18 consultation document being consulted on in December 2023. Formal adoption of the emerging plan is expected in 2026, and therefore at this stage limited weight can be awarded to the draft policies.

Black Country Core Strategy (2011)

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

- Policy HOU1 – Delivering Sustainable Housing Growth
- Policy HOU2 – Housing Density, Type and Accessibility
- Policy HOU3 – Delivering Affordable Housing
- Policy TRAN2 – Managing Transport Impacts of New Development
- Policy ENV3 – Design Quality
- Policy ENV5 – Flood Risk, Sustainable Drainage Systems and Urban Heat Island
- Policy ENV6 – Open Space, Sport and Recreation
- Policy ENV7 – Renewable Energy

Dudley Borough Development Strategy (2017)

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

- Policy S6 – Urban Design
- Policy S7 – Landscape Design
- Policy S17 – Access & Impact of Development on the Transport Network
- Policy S29 – Public Open Space
- Policy S31 – Children’s Play Areas
- Policy S33 – Playing Fields
- Policy L1 - Housing Development, Extensions and Alterations to Existing Dwellings
- Policy L2 - Supported Accommodation
- Policy L3 - Affordable Housing in New Development

PLANNING POLICY

PRINCIPLE OF DEVELOPMENT

The site currently comprises of the Former Kingswinford Youth Centre which has been closed to the public for circa 10 years (closing in 2014). The site still incorporates a children’s play park and part of a basketball court which are still in use and accessible to the public. The current children’s play area and basketball court has been identified as in a poor state of repair and is considered to be nearing the end of its functional life. In terms of its location, the site is sustainably located just off High Street, to the east of the main district centre of Kingswinford.

This proposal seeks to redevelop the Former Youth Centre by delivering age restricted residential, falling under Use Class C3. The development will provide much needed 1- and 2-bedroom apartments of specialist accommodation for older persons, of which there is a significant unmet need in the Dudley MBC area.

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

The Development Plan recognises the need for this type of accommodation through Policy L2 of the Development Strategy (2017) which identifies the Council will support the provision of accommodation for people with specific needs, including the ageing population.

Policy S29 (Public Open Space) from the Dudley Development Strategy states development proposals which impact areas of Public Open Space will be assessed against the criteria of Core Strategy Policy ENV6, and criteria set out in the NPPF at paragraph 74 (or superseded policies).

Policy ENV6 of the Core Strategy identifies development that would reduce the overall value of open space, sport and recreation networks in the Black Country will be resisted. Development that would increase the overall value of the open space, sport and recreation will be encouraged, especially in areas of deficiency.

Furthermore, Policy S31 (Children’s Play Areas) from the Dudley Development Strategy identifies where a development proposal results in the loss of existing children’s play-space, planning permission will only be granted if a replacement facility of equivalent or better quantity or quality is provided.

In terms of Policy ENV6, the Kingswinford Youth Centre has been closed for circa 10 years, with a subsequent replacement facility already being provided within the same catchment area. This therefore establishes that the facility had been surplus to requirements, and consequently fulfills the criteria of Policy ENV6.

In addition to the above, to overcome the loss of the existing children’s play-space and part of the basketball court, Churchill Living have been working closely with Dudley MBC to establish the principle of redeveloping these facilities on land just to the south of the site. The new facilities will include a Multi-Use Games Area (MUGA) and a children’s play-area for ages between 2-14 years. This replacement facility, will result in a qualitative and quantitative improvement of the existing facilities. Therefore, it complies with Policy S31.

It is therefore considered that both Policy ENV6 and Policy S31 have been considered as part of this redevelopment proposal and overall, the proposal will provide redevelopment of a brownfield site which is situated within a highly sustainable location. Not only will the proposal be providing a betterment to children play facilities by way of a new playpark and Multi-Use Games Area, but the proposal will also be providing much needed housing for older people, as well as meeting the requirements of the local development plan.



SITE & CONTEXT DESCRIPTION

AERIAL VIEW MAP- N.T.S.



SITE DESCRIPTION

- The site is owned by Dudley Metropolitan Borough Council and comprises of a disused youth centre building with associated car parking, a children's play area and part of a basketball court. The youth centre was built in the 1970s but has been unoccupied for 10 years.
- The site measures 0.3 ha and has a vehicular access off the High Street. The existing building on the site comprises of vacant offices attached to a sports hall and changing rooms. It is a two-storey brick building, mainly flat roofed with a pitched roof at a higher level in the centre. To the rear of the building lies the children's play area and in the south east corner lies part of the basketball court. The site does not fall within a conservation area and there are no listed building nearby, the trees on site are not protected by way of a Tree Preservation Order (TPO).
- The wider context to south west and south is also in the ownership of the Borough Council. This comprises of the Kingswinford Community centre, a single storey brick building with associated parking accessed off the High Street and public open space, which includes a football pitch. The public open space and football pitch are accessible via the public footpath to the west of the community centre.
- To the north east of the site is the Health Centre, a two-storey brick building with associated landscape. Directly opposite the site lies Hampshire House, a 2 to 3 storey brick built office building, with telecommunication masts on its roof. Adjacent to the west of Hampshire House are two storey properties which have commercial uses at ground floor.
- The site is in a sustainable location within 500 metres of Kingswinford town centre and has a bus stop within 40m to the east of the vehicular entrance.
- There are a variety of building heights ranging from single storey to five storeys with a mixed character of architectural styles in the area. A mix of flat roofed building and pitched roofs, where pitches are relatively shallow. Typical storey heights of residential properties in the vicinity range from single storey to 2.5 storey in a mix of detached, semi-detached and terraced.
- There is a mixed vernacular and scale of dwellings in the immediate context which creates a varied massing and dwelling character.
- The development site however is not coherent by adjacent developments patterns.

SITE PHOTOS

EXISTING SITE PHOTOGRAPHS- 1



SITE PHOTOS MAP- N.T.S.



02



04



01



03



05

SITE PHOTOS

EXISTING SITE PHOTOGRAPHS- 2

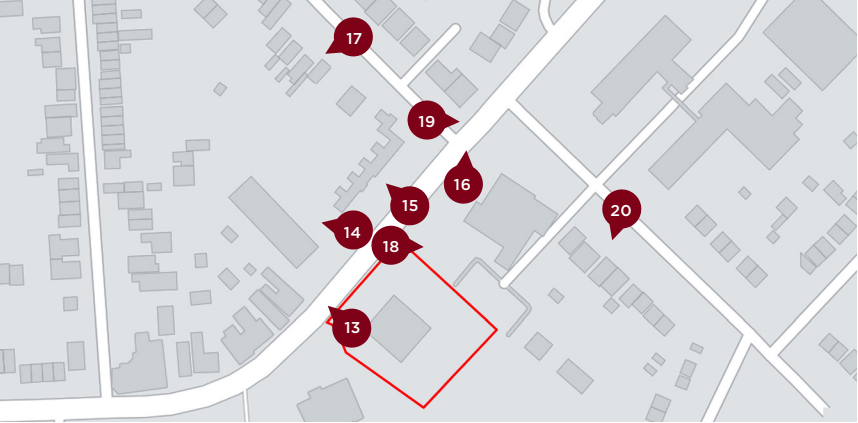


SITE PHOTOS MAP- N.T.S.



SITE PHOTOS

SITE PHOTOGRAPHS- IMMEDIATE CONTEXT



MAP TO SITE CONTEXT PHOTOS - N.T.S.



AERIAL 3D CONTEXTUAL MODEL

SITE HIGHLIGHTS

The site sits in a sustainable location like:

- Fronting High Street on a prominent location
- Surrounded by open space around
- Close to local shops and amenity
- Next to sport facilities
- Next to park and green open spaces
- Level route to local facilities
- On the bus route
- A re-use of a previously developed site
- Scale of High Street characterised by large footprints in large plots in the immediate vicinity

