

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 Jewson site at Fore Street, Exmouth. The consultation is made up 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's Housing
- Location & site
- Context
- 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 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 redevelopment of the Jewson site at Fore Street, Exmouth, EX8 1HX, and the erection of circa. 54 retirement living apartments with associated communal areas, parking and landscaping. The proposal includes 2 or 3 independently functioning retail units. At the north east section of the site will be a small terraced development of 6 retirement cottages.

VISION

The 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 and appearance of the area and making a positive contribution locally in terms of social, economic and environmental benefits.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.



INTRODUCTION TO CHURCHILL RETIREMENT LIVING

WHO ARE CHURCHILL RETIREMENT LIVING LTD?

Churchill Retirement Living (CRL) is a privately-owned British Company, highly trusted and respected within the housing industry. CRL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active, independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 160 developments and sold over 5,000 units. Through our group company, 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. For each retirement property bought it is estimated that two houses are freed up down the housing chain (Chain Reaction - August 2020)



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**
- **The Sunday Times Top 100 Best Companies to Work For. In 2019 Churchill achieved 2nd place in this prestigious business award followed by a 3rd place in 2020**

Summarised below are some of CRL's key statistics;

- **7,545 apartments under management**
- **Five regional offices around the country**
- **Over 600 employees across the group**

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

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales.

The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



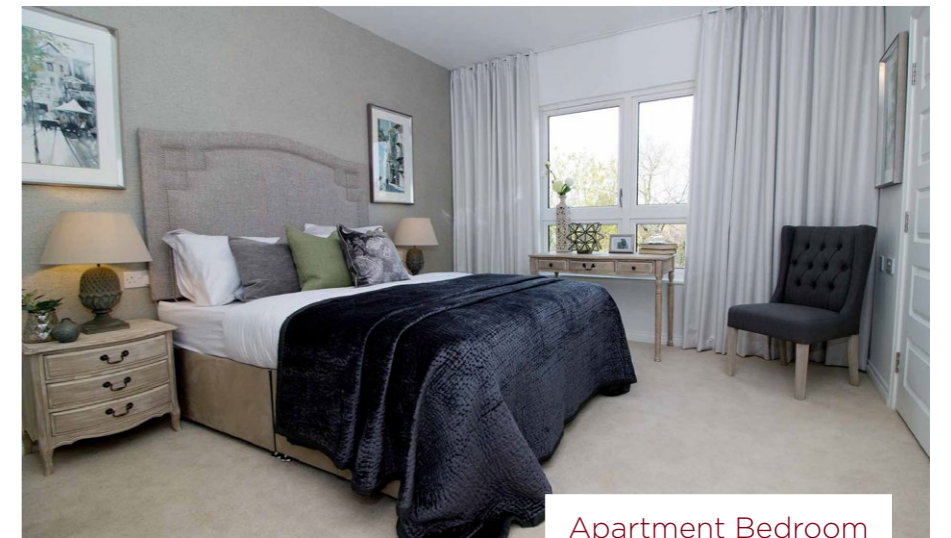
Guest Suite



Landscaped Gardens



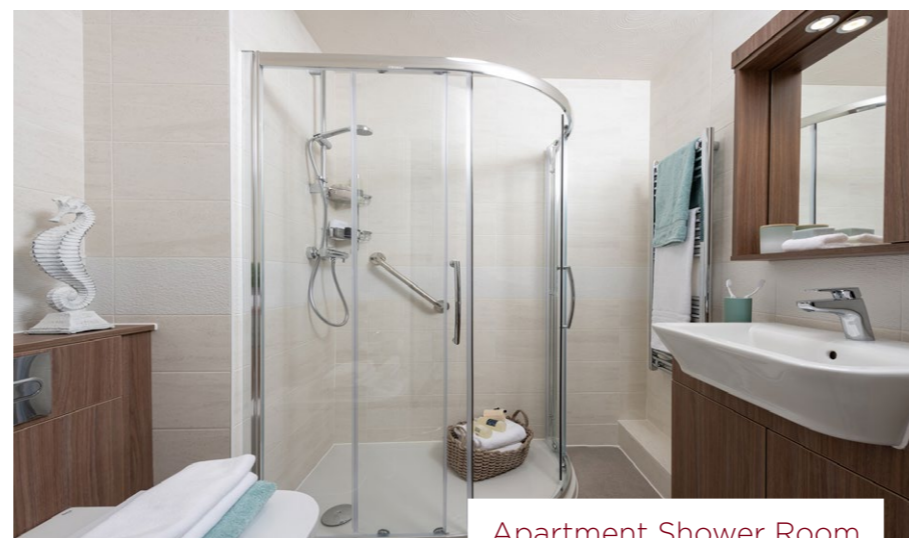
Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

HOUSING NEED

A NATIONAL NEED

It has been widely acknowledged that the UK has a housing crisis. Not enough homes are being built to meet the needs of the population. National Planning Policy includes Planning Practice Guidance on 'Housing for older and disabled people' to assist Councils in preparing 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.

A LOCAL NEED

East Devon has an established ageing population.

The 2018 sub-national population projections identify that in 2018 East Devon's population of persons over the age of 65 was 30.1%. This is a significantly higher percentage of older persons than the national average of 18.6%. Notwithstanding this already high population figure, it is expected to rise to 37% of the total population, presenting a 64.1% increase of older persons in East Devon between 2018 and 2043. This equates to around 1 in 3 persons in East Devon aged 65+

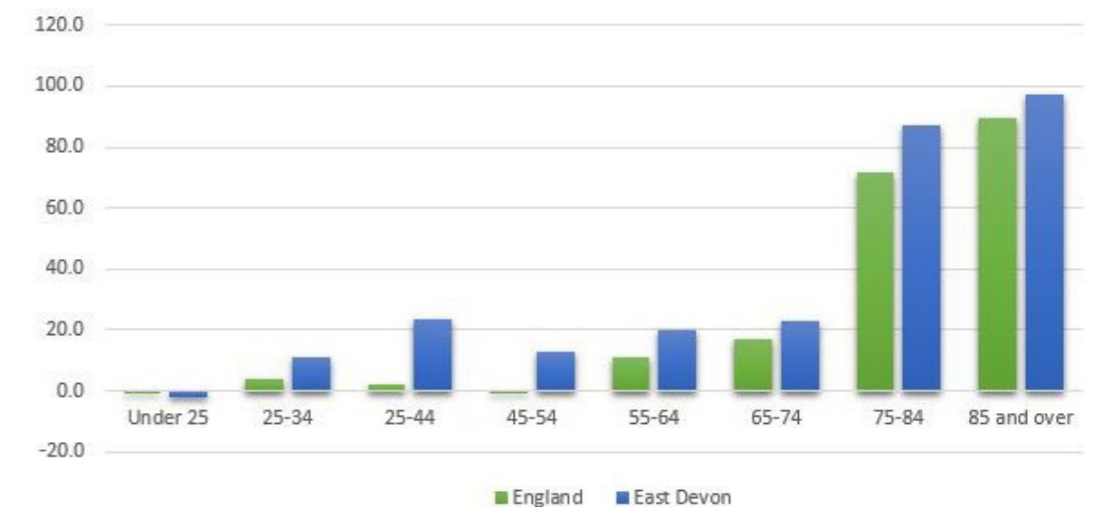
Breaking down the age groups further, the graph opposite shows a huge predicted growth of 97.3% of those aged 85 and over in East Devon compared to 89.5% nationally. The numbers of those aged 85 and over are predicted to almost double between 2013 and 2043.

The Local Housing Needs Assessment (2020) identifies that there is a predicted increase of 12,900 households by 2040, with 92% of these households headed by someone who is over the age of 65. Many are already established and living in existing homes but their needs will change over time.

The Local Housing Needs Assessment forecasts a need for a further 6,412 housing units for older persons, including sheltered housing and Extra Care housing, to meet demand over the plan period. Of these 3,317 should be for sheltered housing of the type proposed



Percentage Population Change 2018-2043



BENEFITS

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, frees 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



£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

BENEFITS

Operational and expenditure benefits



15 Direct jobs

(additional jobs supported by the new retirement development)



£465,000

Resident expenditure (within local shops and services p.a.)



6 Supported jobs

(from increased expenditure in local area)



£470,000

Economic output (additional GVA p.a.)



Wider benefits



£11,000

Business rates (p.a.)



120

Potential existing homes (released for other buyers)



£273,000

Fiscal savings contribution p.a. (to the NHS)

LICHFIELDS



Construction benefits



£10.9m

Construction value (total construction cost)



£17.8m GVA

Economic output (additional GVA p.a.)



112 Jobs

Construction jobs p.a (1.6 years build period)



135 Jobs

Supply chain jobs p.a (indirect/induced 'spin-off' jobs supported)



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)

PLANNING POLICY

NATIONAL PLANNING POLICY FRAMEWORK

The National Planning Policy Framework (NPPF) sets the Government's overarching planning framework that guides development nationwide.

The NPPF sets out the Government's clear intention to significantly boost the supply of new homes (paragraph 60). There is an intention to deliver 300,000 new homes a year.

Paragraph 119 sets out that this means making as much use as possible of previously developed land. The Government is championing the take up of brownfield land by encouraging the remediation of degraded or contaminated spaces, promoting the development of under-utilised land thereby reducing the need to use limited land resources.

Paragraph 86f recognises that residential development often plays an important role in ensuring the vitality of centres and encourages residential development on appropriate sites.

The NPPF seeks to achieve healthy, safe and inclusive places (paragraph 92). These are fundamental principles of the scheme proposed. These are key benefits that residents are looking for when they seek to move to a Churchill Retirement Living scheme.

PLANNING PRACTICE GUIDANCE

The Planning Practice Guidance (PPG) provides guidance on how policies in the NPPF should be implemented. The PPG sets out that the need to provide housing for older people is critical. It acknowledges that 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 health and social care systems.

The PPG is clear that "Where there is an identified unmet need for specialist housing, local authorities should take a positive approach to schemes that propose to address this need".

DEVELOPMENT PLAN

The Development Plan comprises the East Devon Local Plan 2013-2031, adopted in 2016 and the Exmouth Neighbourhood Plan, adopted in 2019. The Council is currently preparing an emerging local plan.

The adopted East Devon Local Plan Strategy 2 identifies Exmouth as the largest town in Devon and is classified as an important commercial and residential centre. Strategy 3 encourages the re-use of brownfield land for developments, to minimise the harm and enhance the biodiversity, quality and character of the landscape. Policy EN1 of the Neighbourhood Plan supports developments within the Built-up Area Boundary.

The site is located within close walking distance to a range of shops and facilities. A provision of retail units will be delivered on site. The residents will be able to walk into the town centre to support the local services and facilities. The proposal will support the vitality and viability of the town centre in accordance with Policy E9.

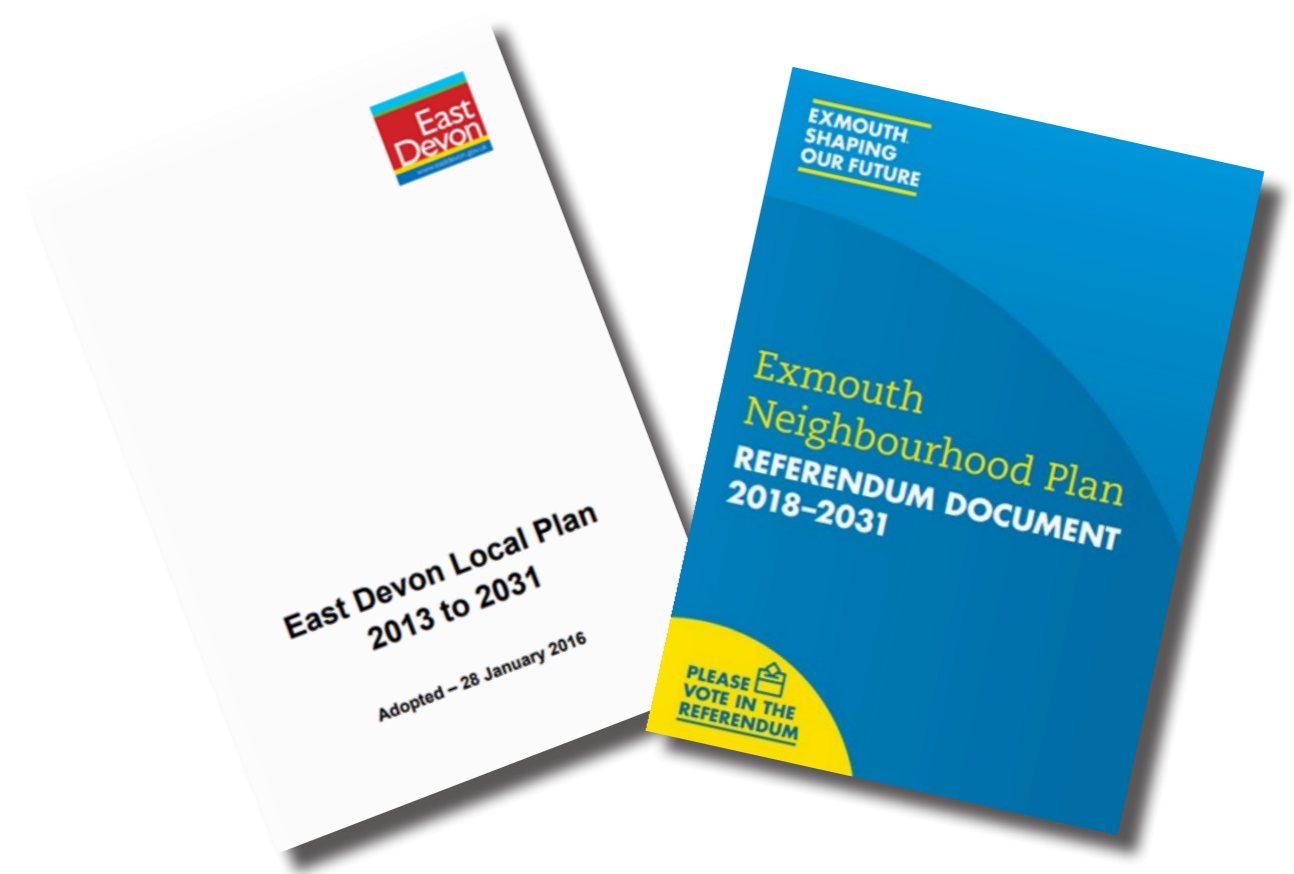
In 2011 a Masterplan for Exmouth was produced. The site is included as part of a wider regeneration area described as the New London Inn Quarter. The masterplan seeks a mixed-use redevelopment to include retail, residential, office, parking and potentially hotel space. The mix of residential and retail uses proposed is in accordance with this masterplan and will support the regeneration of this area.

Strategy 36 of the adopted Local Plan and Policy 38 of the emerging Local Plan support the delivery of specialist housing for Older Persons. The homes will all be accessible and adaptable for older people. Policy H1 of the Neighbourhood Plan sets out a presumption in favour of Accessible and Adaptable homes to ensure a balanced housing stock for a range of age groups within the town.

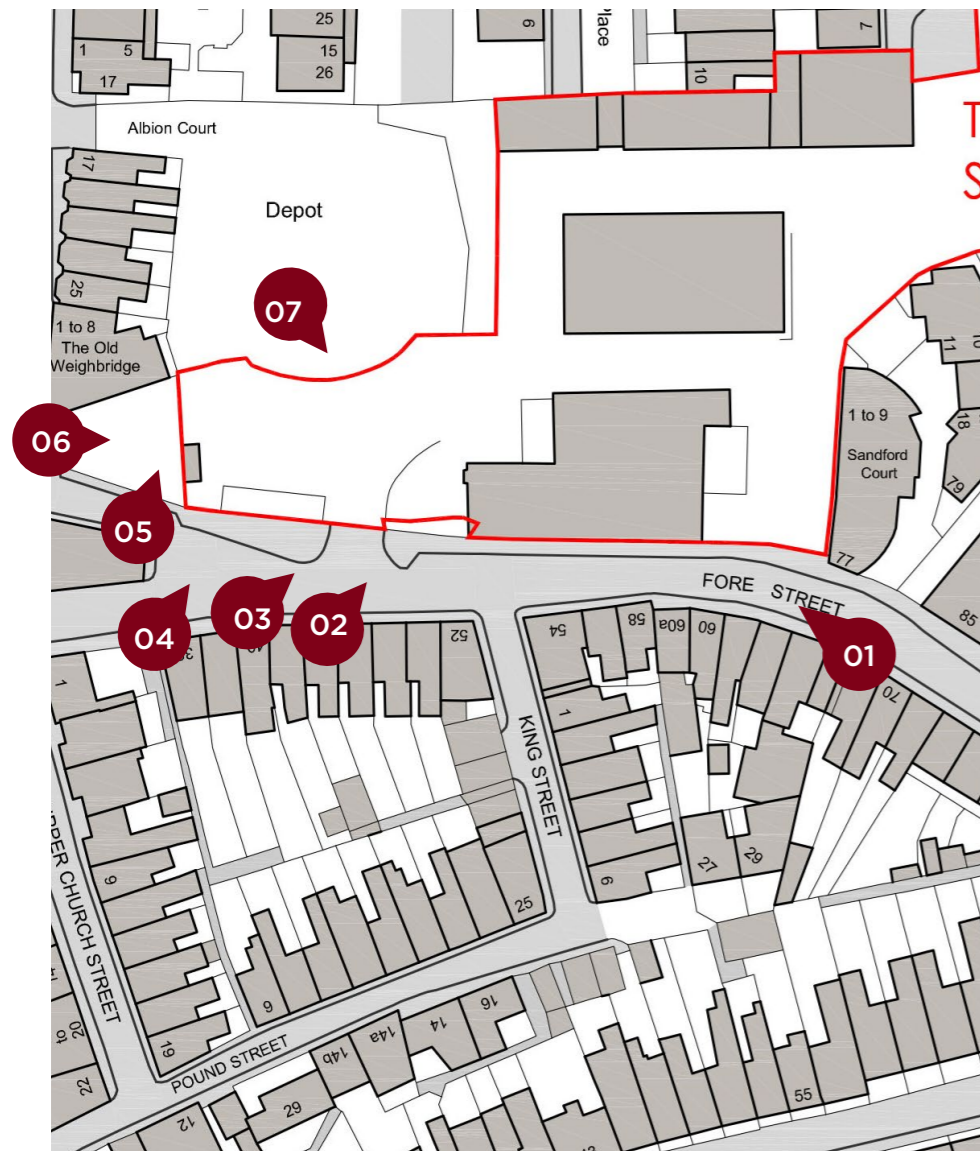
A high quality landscaping scheme will surround the main apartment building and the provision of private amenity space accompanying the cottages. The level of amenity space will be in accordance with the external amenity space requirements set out in Strategy 43 and D2.

The scheme will include solar panels and electric vehicle charging points to meet the requirements of Strategy 38.

Overall, the proposal will provide redevelopment of a brownfield site which is situated within an area recognised as in need of regeneration; in a highly sustainable location. This proposal will provide much needed housing for older persons, providing social and economic benefits and freeing up family housing elsewhere in the market. Subsequently, it will deliver sustainable development in accordance with Strategy 3, 22 and the NPPF.



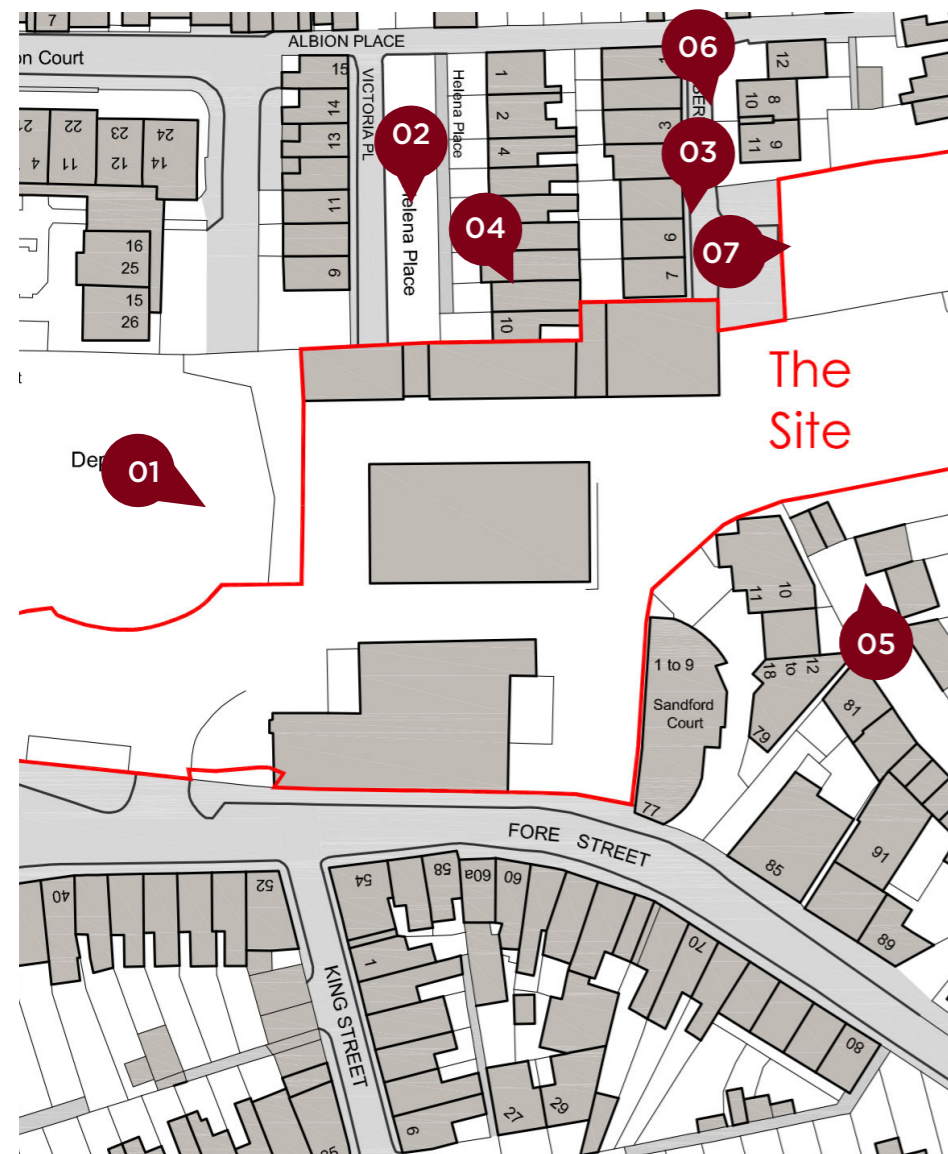
SITE PHOTOS



MAP



SITE PHOTOS



MAP



IMMEDIATE CONTEXT PHOTOS

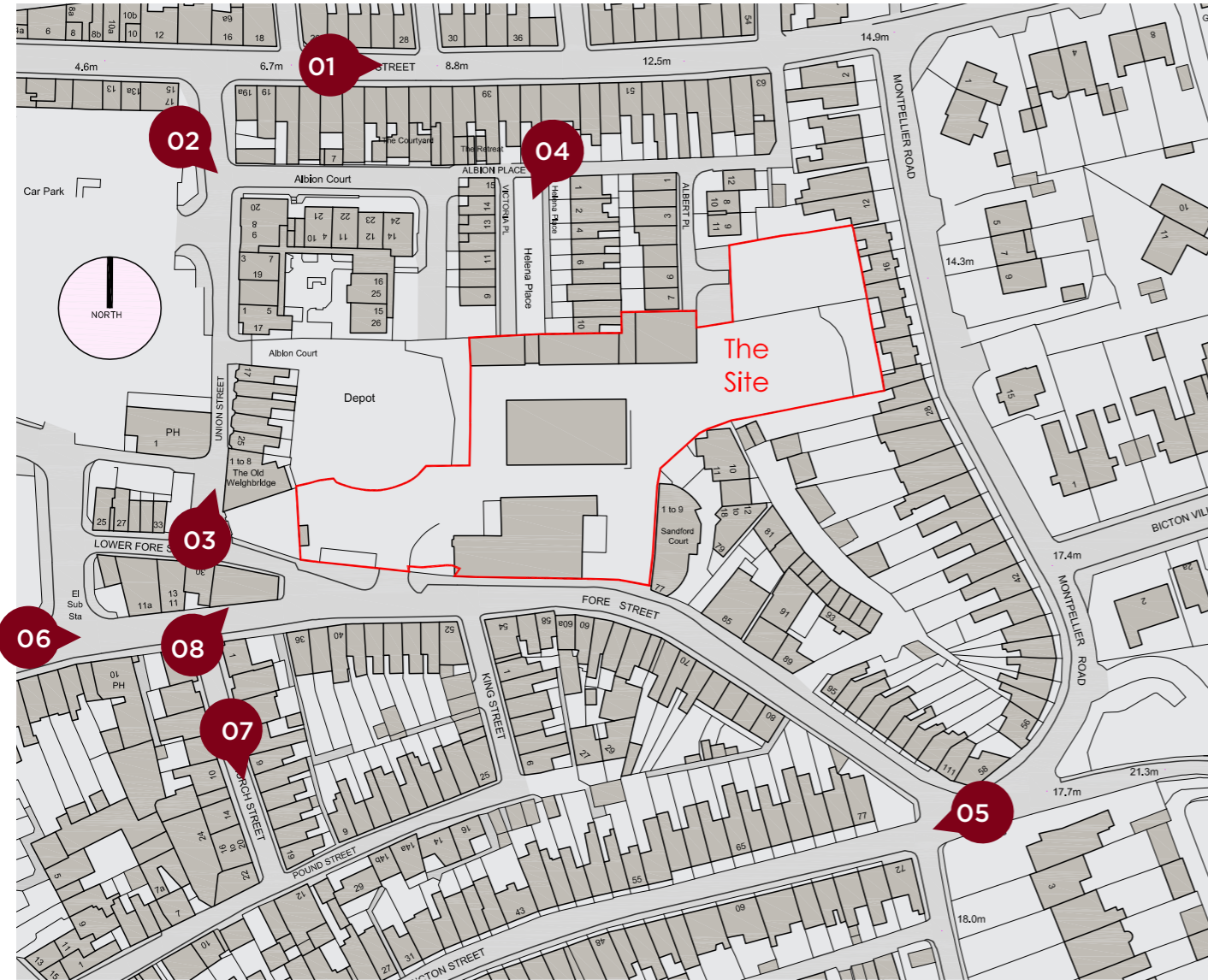


MAP

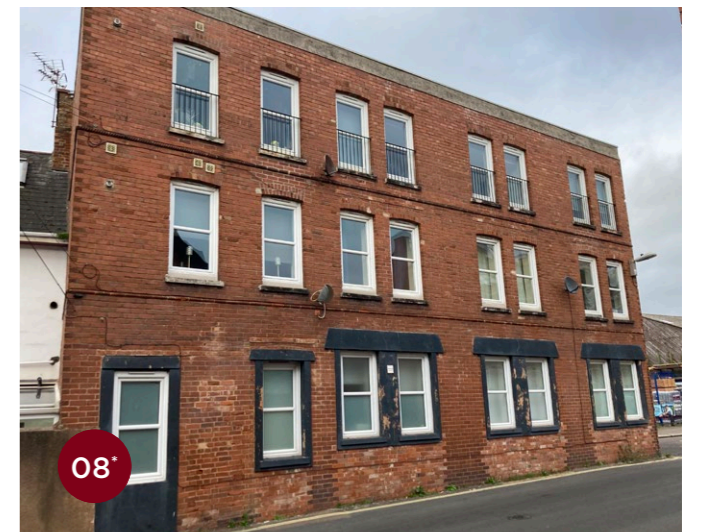


WIDER CONTEXT PHOTOS

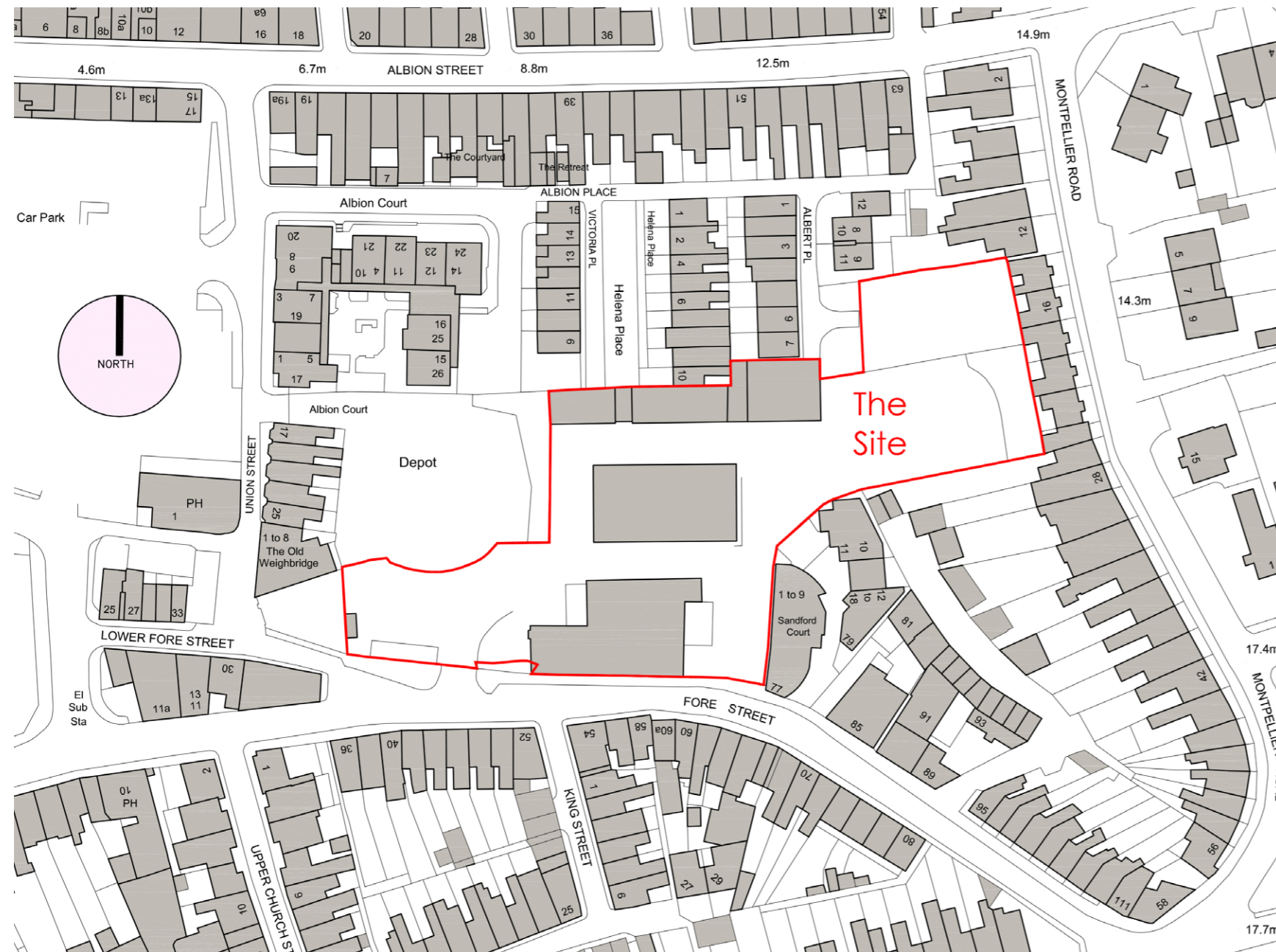
2.7 WIDER CONTEXT PHOTOGRAPHS



MAP



LOCATION MAP



SITE & CONTEXT DESCRIPTION

The site is an irregular plot of land of circa 0.53 Ha, situated on Fore Street, to the East of the town centre of Exmouth.

The site comprises parts of the old town gas works, and has more recently been in use as a builders merchant. Jewson are currently planning to consolidate their operation on the Withycombe Village Road site.

The area around the site is a transitional zone between the commercial retail area to the West on Church Street, Rolle Street and High Street and the more residential character to the North, South and East of the site.

The site contains a number of large brick buildings, originally dating from the gas works use, but now housing various sales, storage and office functions relating to the current operations.

Most of the site other than the buildings consists of hard standings used as car parking and external storage, although the North East section is presently overgrown and unused.

There are two existing vehicular entrances to site, both accessed from Fore Street at the South of the site.

The site is well located within easy walking distance of shopping and other social facilities in the town. Exmouth railway station is approximately 500m from the site, and local bus and coach connections are situated nearby on Rolle Street.

The site is sloping in nature and falls by a maximum of approximately 6m from East to West, and by 3m from North to South, but there are a number of distinct plateaus within the site rather than one continual slope.

The eastern end of the site's southern street frontage is dominated by a large monolithic brick building housing the main Jewson retail outlet and offices. This building directly abutting the rear of the public pavement, and a high brick wall and gateway enclose the end of this frontage.

The site shares a boundary with a public carpark to the North West. This car park is at a lower level than the site and there are various retaining walls and banking with a high mesh fence. This boundary also has a number of trees close to, but outside the development site boundary.









Along much of the Northern boundary the existing large brick buildings on that part of the site directly abut the ends of the terrace houses, gardens and roads at Victoria Place and Albert Place providing a strong sense of enclosure.

Along the Eastern part of the site the flank walls of a recently built 3 storey block of flats at Sandford Court, directly abuts the boundary, but this development has evidently been designed to avoid principal windows in habitable rooms directly facing into the proposed development site.

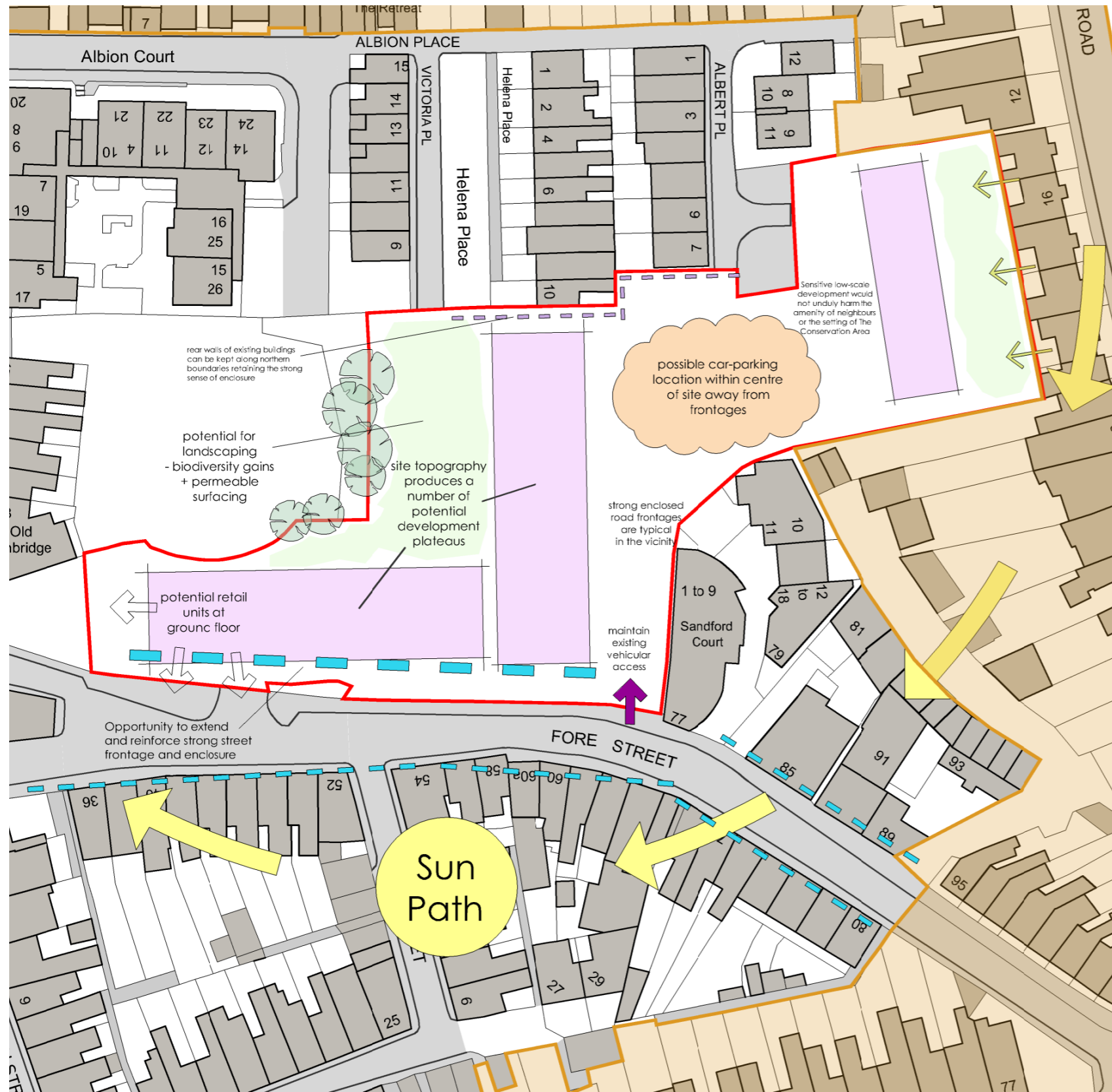
CONSTRAINTS



KEY

-  sloping site / level changes
-  notable views into the site
-  potential overlooking of neighbouring properties
-  Existing trees on or near site - possible protection issues?
-  low traffic road - acoustic issues unlikely
-  existing vehicular access to the application site - only viable position?
-  road frontages - sense of enclosure
-  Conservation Area

OPPORTUNITIES



The site presents a number of development opportunities

The natural topography of the site, whilst sloping over its entire extent does comprise a number of plateaus within it that would enable the construction of buildings at different levels across the plot.

Whilst the North Eastern section of the site is surrounded by residential properties, some of them Listed Buildings within the Conservation Area, there is clear scope to accommodate a building of sensitive size and height.

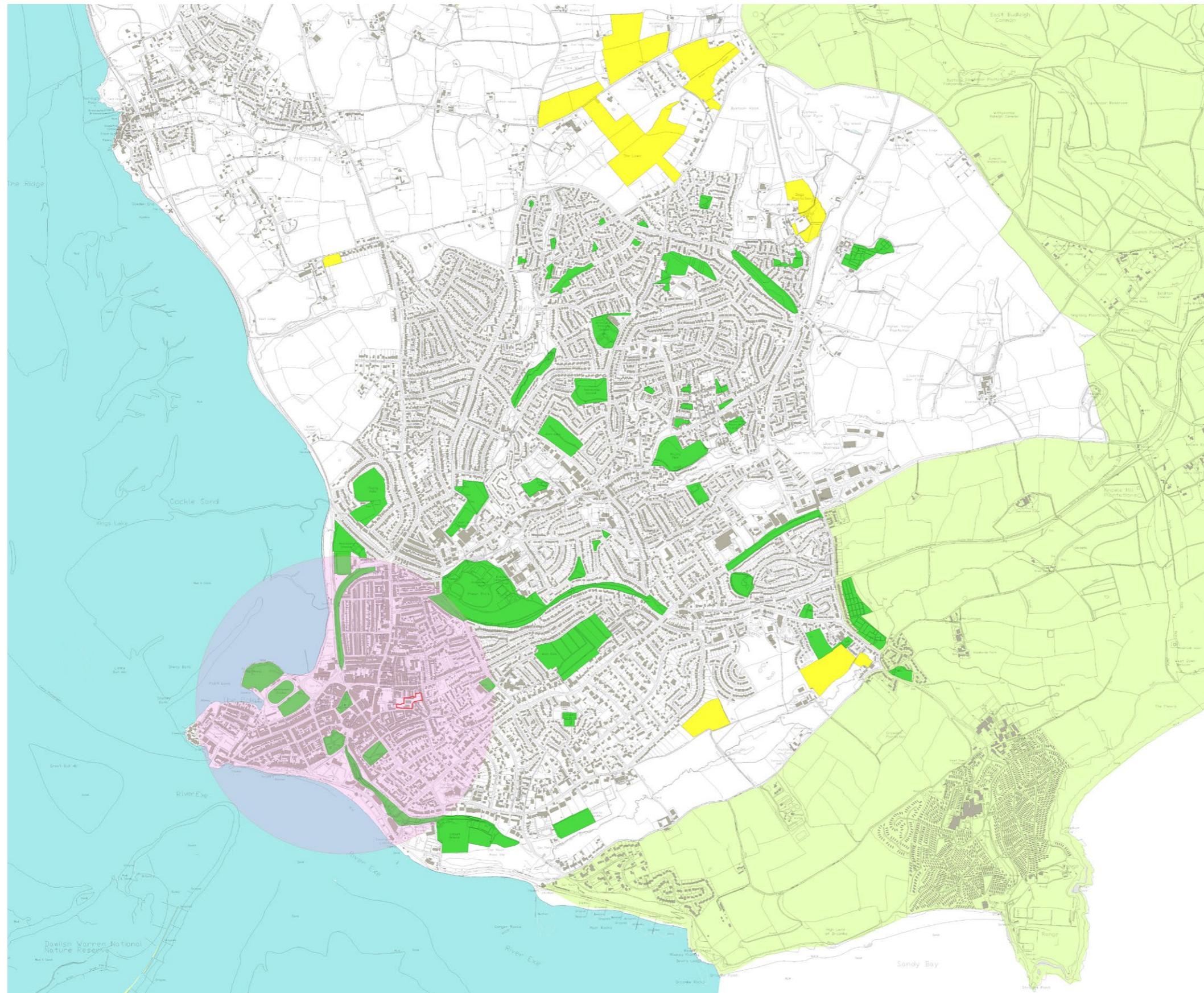
Retaining the existing vehicular access adjacent to Sandford Court enables the use of a central courtyard within the site as on-site car parking.

The site can accommodate a building footprint along a north-south axis through the centre of the site, whilst the potential for a building along Fore Street will enable an extension and reinforcement of the strong street frontage and enclosure that is a prevalent feature in the local context.

The differences in site levels could potentially be addressed by a split-level development.

Whilst the existing site has an area of overgrown scrub land in the north-east, much of the site is currently hard surfacing. A redevelopment for residential use gives the opportunity to introduce more green landscaping within the site increasing both biodiversity and permeable surfacing.





EMERGING HOUSING ALLOCATIONS



This plan shows the potential housing allocations in the emerging local plan.

They are all in the setting of the Area of Outstanding Natural Beauty (AONB)

KEY

-  AONB
-  RAMSAR / SSSI
-  Recreation Areas, Allotments, Accessible open space
-  Emerging Proposed Allocations
-  Proposed Site
-  0.5 mile radius from town centre

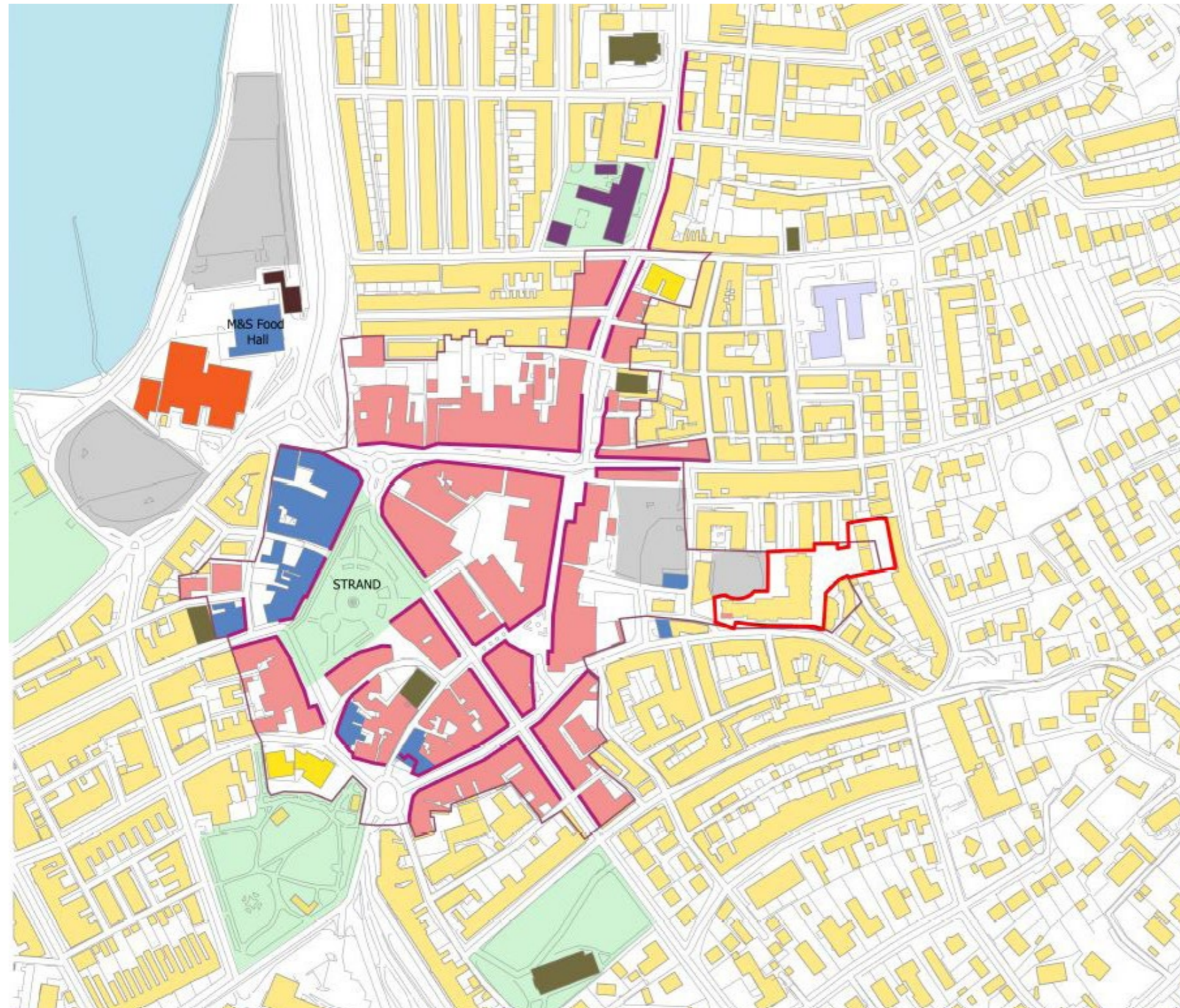
LAND USE ANALYSIS - EXISTING



This plan shows the existing land uses surrounding the site.

- Site Boundary
- Town Centre Shopping Area
- Primary Frontage
- Predominantly Residential with Other Uses
- Recreation Areas & Accessible Open Space
- Predominantly Ground Floor Pubs & Restaurants with Residential / Office Uses above
- High Street with Predominantly Ground Floor Shops with Residential / Office Uses above
- Education
- Place of Worship
- Car Parking
- Leisure Centre
- Civic / Community Uses
- Train Station
- Builders merchant
- Police Station
- River Exe

LAND USE ANALYSIS - PROPOSED



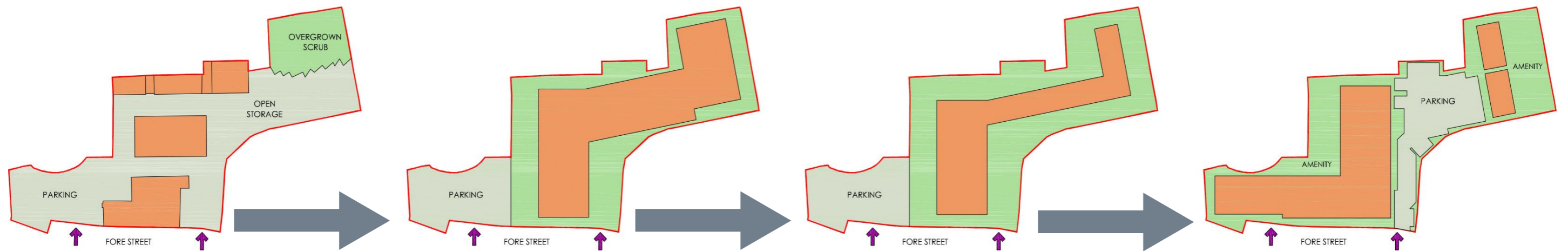
This plan shows the proposed redevelopment is similar to the land uses surrounding the site.

- Site Boundary
- Town Centre Shopping Area
- Primary Frontage
- Predominantly Residential with Other Uses
- Recreation Areas & Accessible Open Space
- Predominantly Ground Floor Pubs & Restaurants with Residential / Office Uses above
- High Street with Predominantly Ground Floor Shops with Residential / Office Uses above
- Education
- Place of Worship
- Car Parking
- Leisure Centre
- Civic / Community Uses
- Train Station
- Builders merchant
- Police Station
- River Exe

DESIGN EVOLUTION

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

BUILDING DISPOSITION & PARKING LOCATION



EXISTING

- Large hard landscape areas surround the existing buildings.
- Parking directly fronting onto Fore Street.
- Eastern section of site currently overgrown and under-utilised.



LINEAR BLOCK 1

- Parking area directly off street.
- Restricted access to much of the building by fire services - potential hazard.
- Sufficiently wide building footprint is achievable in the centre of the site.
- Sufficiently wide building footprint is not achievable into the north-east - over-development issue.



LINEAR BLOCK 2

- Parking area directly off street.
- Building footprint in centre of site is sufficiently wide.
- Reduced width footprint in north-east results in an inefficient and unattractive design.
- Missed opportunity to reinforce street enclosure and provide active frontage.



L-SHAPED BLOCK + COTTAGES

- The main building reinforces the street frontage on Fore Street
- Parking now provided within central courtyard away from public realm.
- Smaller separate building blocks provide more sympathetic development in north-east section of the site.
- Significant improvement in provision of soft landscaping across the site.

DESIGN EVOLUTION - INDICATIVE SITE PLAN



One bed apartment



Two bed apartment or cottage



Communal space / Circulation



External patio and private amenity



Retail shop unit



Resident's garden access



Internal lift servicing all floors

INDICATIVE ELEVATIONS



Indicative South Elevation - facing Fore Street



Indicative East Elevation - facing access drive and parking

PRELIMINARY CGI IMAGES OF PROPOSED DEVELOPMENT

view along Fore Street and Lower Fore Street showing the proposed Churchill Retirement Living development



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Jewson site in Exmouth; your time is much appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into the feedback forms, either here at the exhibition today, or if you prefer later on our website.

Feedback received 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 August 2022.

Once again, thanks for your time.

