

# 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 No. 2 Station Road, Great Shelford. 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 Housing
- Aerial View of site
- Photosheet
- Design Evolution
- Constraints & Opportunities
- Proposed site Plan
- Floor Plans
- Proposed 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 have considered your comments will be detailed in a Statement of Community Engagement that will support any planning application.

## EXISTING SITE

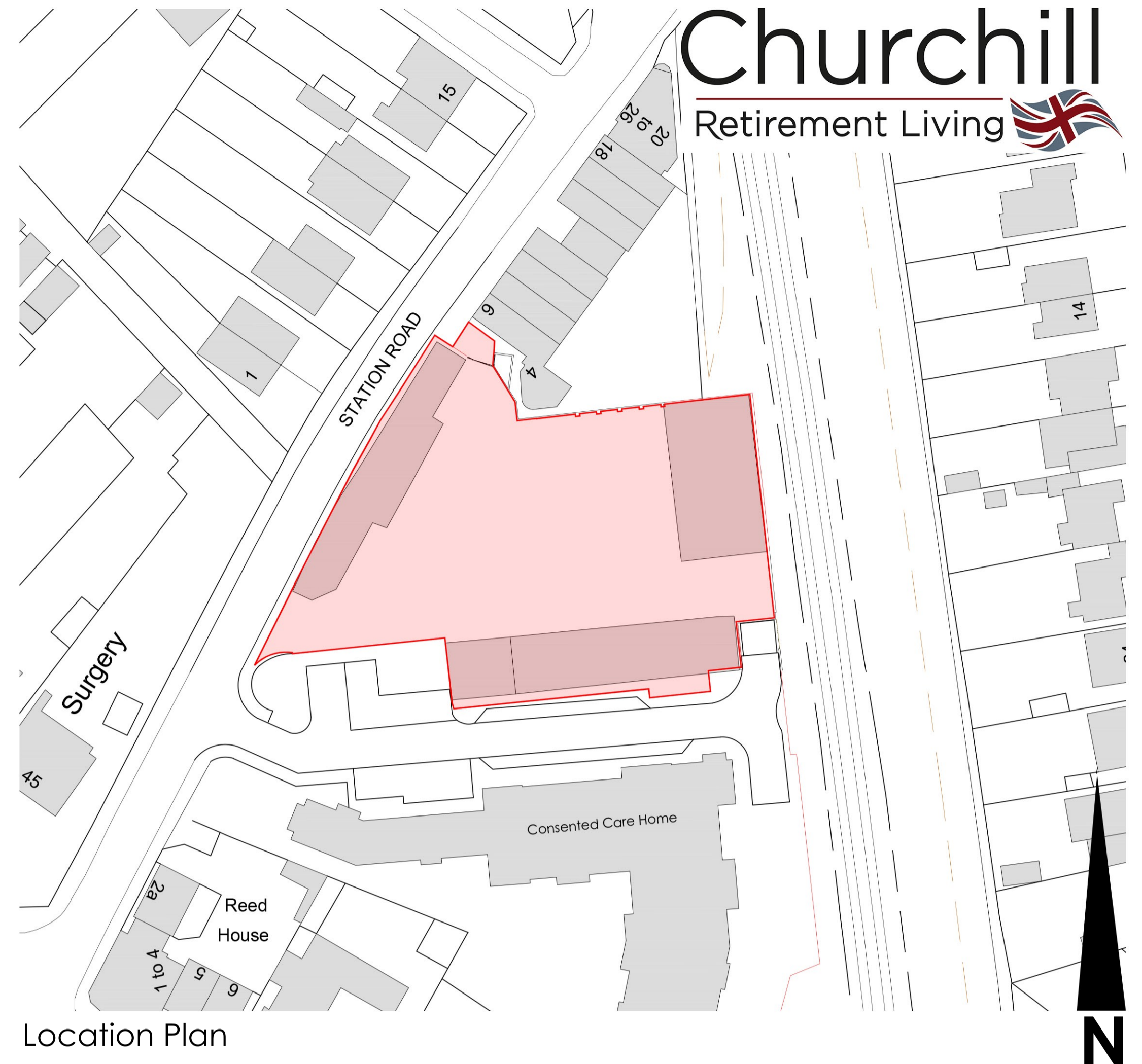
The site is a flat parcel of land extending to approximately 0.75 acres.

The existing premises are in use as offices and light industrial, and comprise a series of single and two storey buildings finished in painted brick, render and metal roofing.

To the south of the site, there is a recently consented new care home and to the east there is a railway line. The site fronts onto Station Road to the west and has a recently completed housing development to the north.

## 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 Great Shelford and making a positive contribution locally in terms of socio, economic and environmental benefits.



Location Plan



The existing building on site



## WHO ARE CHURCHILL RETIREMENT LIVING?

Churchill Retirement Living Limited is an award-winning, family run company specialising in both building and managing Retirement Living homes for older people. The company was established in 2003 and they are a market leader in the provision of private retirement apartments.

The apartments are purpose built exclusively for sale to older people (specifically over 60's with the average age of purchasers being 79) with a package of estate management services.

The decision to purchase this type of development is predominantly needs based, with residents forced to move as their existing property is no longer suitable or they can no longer access the shops or services that they need. By moving to an age-friendly environment with a community of like-minded people isolation and loneliness are reduced.

Churchill Retirement Living have been awarded a 5 star rating in customer satisfaction by owners and over 90% of owners would recommend Churchill Retirement Living to friends and family.

Over the years, we are proud to have achieved numerous awards that are recognised and highly regarded throughout the retirement industry. Recent awards have included:

### HBF 5 Star Rating 2021

In a customer satisfaction survey that was carried out by the Home Builders Federation (HBF) and the National House Building Council (NHBC), Churchill Retirement Living was awarded a maximum 5 star rating for customer service for another year.

### Top 100 Best Companies to Work for 2020

Churchill Retirement Living placed 3rd in the Sunday Times Top 100 Best Companies to Work For in the UK. This is the 9th time they have been named in a Top 100 listing, and its 5th consecutive year in the Top 100 Best Medium-Sized Companies to Work For category, competing against companies with up to 3,500 employees. They were once again the only housebuilder to feature on the list.

### What House? Award 2019

At the 2019 WhatHouse? Awards, they were delighted to be awarded Gold for "Best Medium Housebuilder" at this prestigious award ceremony.



Typical Developments



# Churchill

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## Retirement Living





Planning Applications are required to be determined in accordance with the development plan unless material consideration indicates otherwise.

Material considerations include the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG).

## National Planning Policy

The revised 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.

The Government's policy, as set out in the NPPF, is to boost significantly, 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 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.



## Local Development Plan

The relevant Development Plan Documents to be considered in the proposal are:

- South Cambridgeshire Local Plan 2018

Below are the key policies from each policy document that can be considered as relevant to the proposals.

### Local Plan 2018

Policy S/2 - Objectives of the Local Plan

Policy S/7 - Development Frameworks

Policy S/8 - Rural Centres

Policy CC/1 - Mitigation and Adaption to Climate Change

Policy H/9 - Housing Mix

Policy H/10 - Affordable Housing

NH/14 - Heritage Assets

### The Redevelopment Principle

The principle of residential use on the site is considered acceptable. 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 principle is considered acceptable.



## 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 disable people' to assist Councils in preparing planning policies on housing for older and disable people. 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.**

The 2014-based Subnational Population Projections identifies that England's population will grow by 4,427,000 in people aged 60 and above between 2014 and 2030, this equates to a 35.56% increase in population.

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.

Date	2011
Geography Tendring	
	value
All usual residents	138,048
Age 0 to 4	6,753
Age 5 to 7	3,940
Age 8 to 9	2,562
Age 10 to 14	7,671
Age 15	1,627
Age 16 to 17	3,380
Age 18 to 19	2,963
Age 20 to 24	6,709
Age 25 to 29	5,672
Age 30 to 44	21,166
Age 45 to 59	26,984
Age 60 to 64	11,348
Age 65 to 74	18,828
Age 75 to 84	12,797
Age 85 to 89	3,653
Age 90 and over	1,995
Mean Age	45.7
Median Age	48.0

A recent report by Knight Frank 'Senior Housing Development Update 2021' finds in relation to the provision of older peoples housing *"...forecasts suggest development will continue to rise, with the number of specialist seniors housing units in the UK anticipated to grow by 9% over the next five years to just short of 820,000 units."*

*"...the rate of delivery will still be dwarfed by the UK's ageing population, deepening the existing mismatch between supply and demand."*

## A Local Need

The age profile of the population can be drawn from Census data.

The Local Plan at Paragraph 7.3 starts to identify the growing need for accommodation to suit the needs of older persons. It advises that the District has **'an ageing population with growth forecasts between 2001 to 2021 of 95% for the 60-74 age group and 108% for those over 75.'**

Paragraph 7.38 recognises that older people will need or prefer smaller or specialised accommodation which is easier to manage than the family home.

The Cambridgeshire Older People Strategy states that **'In Cambridgeshire, we expect to see the number of people over 65 grow by around a third over the next ten years, with a clear expectation that this will put pressure on services. The number of older people will grow faster than the population as a whole.'**

The Strategy sets out a vision that includes; **'Older people remain independent, living in homes that are appropriate to their needs and actively engaged in their communities for as long as possible.'**

Both the Cambridgeshire Older People Strategy and the Adult Social Care Market Position Statement from 2018-19 both indicate of the increasing challenges to adult health care services in the County as a result of a growing ageing population. The challenges escalating through a lack of available funding and resources. It is clear that the provision of

