



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.



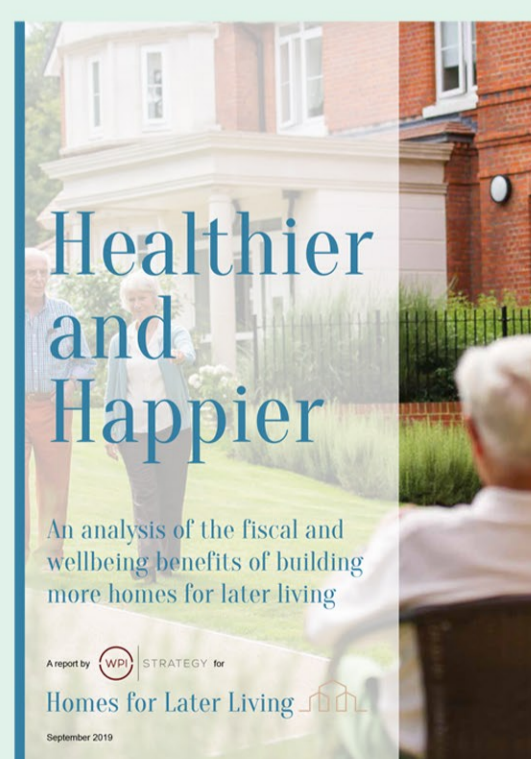
Due to its sustainable location, retirement living housing reduces the need to travel by car.

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.



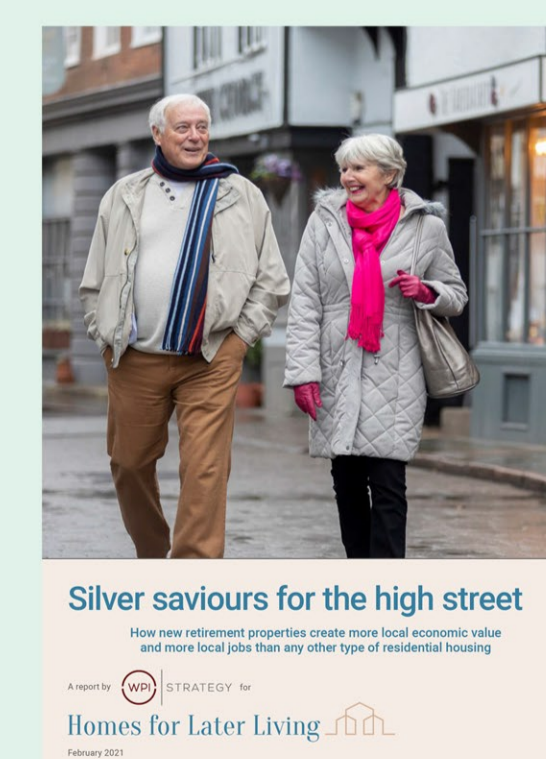
A report called 'Healthier and Happier' by WPI Strategy for Homes for Later Living sets out that, 'housing with support, or Retirement Living age restricted housing, typically for those aged 60 and above, with communal lounges and other facilities such as a shared laundry and a guest room.

Importantly, support is provided by an on-site manager who is dedicated to the running of the development. Schemes are typically between 30 to 60 units in size'.



The publication of 'Healthier and Happier' by WPI Strategy for Homes for Later Living recent research has been published in a report 'Chain Reaction'. The report identifies that:

- Three million people over 65 want to downsize but can't
- Enabling them to do would free up 2 million spare bedrooms in larger homes ideally suited for young families with children.
- The chain impact would be a major positive for first time buyers, with roughly two in every three retirement properties built releasing a home suitable for a first-time buyer.
- Every retirement property sold generates at least two moves further down the housing chain.



In February 2021, Homes for Later Living published the 'Silver Saviours for the High Street'. The publication details how new retirement properties create more local economic value and more local jobs than any other type of residential housing.

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

Economic Benefits

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 year (Homes for Later Living September 2019).
- With circa 36 units proposed, at a ratio of 1.3 people per apartment, there will be around 52 occupants. At a saving of £3,500 each per year, this equates to a saving of £163,800 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)

Social Benefits

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 Benefits

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.

Aerial View of Site





Photo A



Photo B



Photo C



Photo D



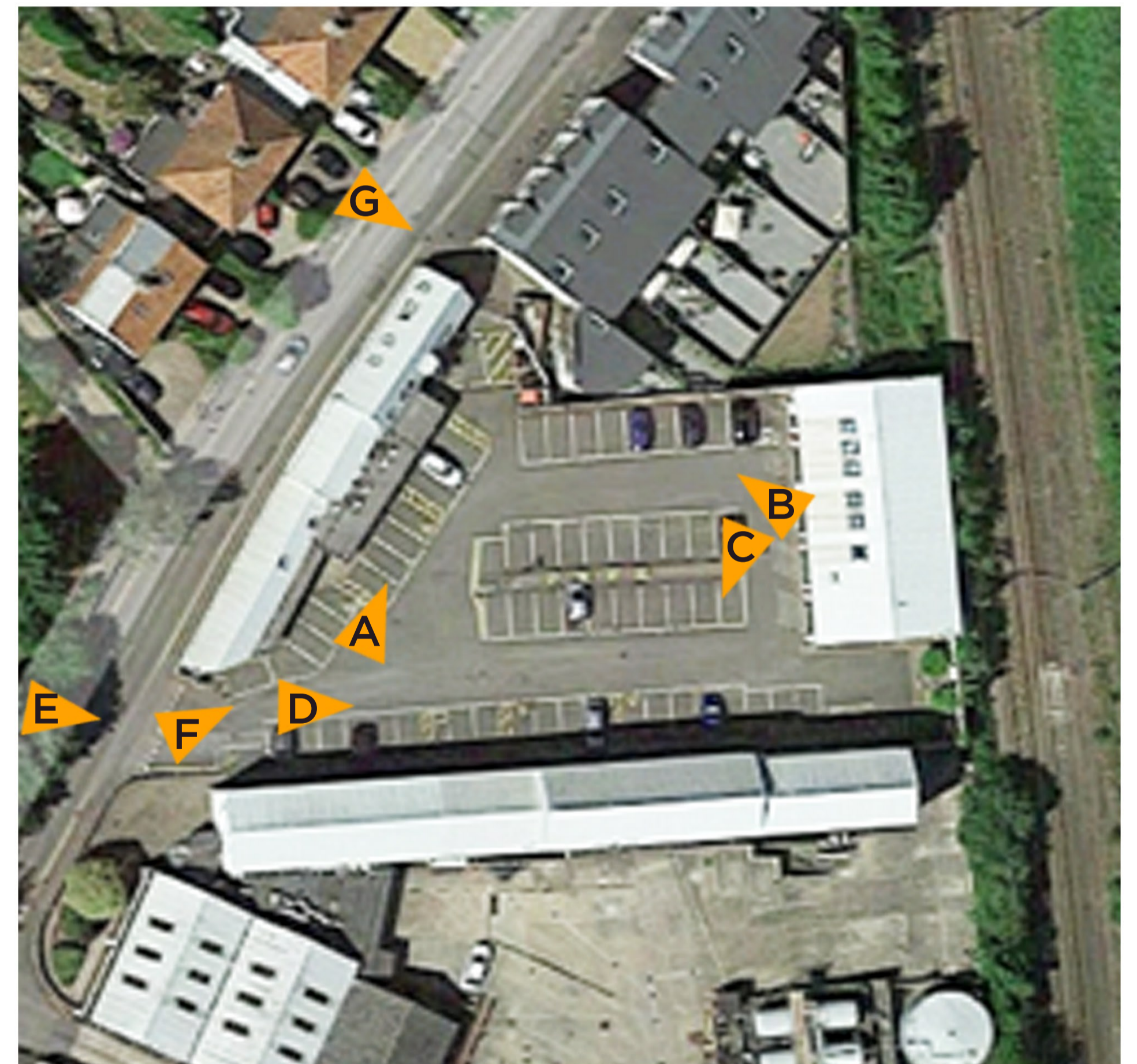
Photo E



Photo F



Photo G



Key Plan