

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 a site on the corner of Railway Street & Bircherley Street, Hertford. The consultation is made up of a number of information boards including the following:

- The Purpose of the Consultation;
- Introduction to Churchill Retirement Living;
- Housing Need;
- Benefits;
- Planning Policy;
- Aerial View of Site
- Existing Planning Permission
- The Existing Site
- Wider context Site Plan
- Photosheet
- Design Evolution
- Constraints & Opportunities;
- Proposed Site Plan
- Sketch Views
- Proposed Contextual Elevation
- A Typical Floor Plan
- Comparison Diagrams
- 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.

THE PROPOSAL

The proposal is for the erection of circa 36 one and two bedroom retirement living apartments with associated communals, parking and landscaping.

VISION

Churchill Retirement Livings 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 Seaford and making a positive contribution locally in terms of socio, economic and environmental benefits.

The proposal is for a retirement housing development of circa 36 flats with one and two bedroom apartments and associated communal facilities, vehicular access, car parking and landscaping.

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, Millstream Management Services Limited, we retain the operation, management, care and responsibility of every apartment of our 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.

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.

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 were again named 'Best Medium Housebuilder'.
- The HBF Customer Satisfaction Survey. Churchill retain the top '5 star' status having been recommended by more than 90% of our customers.
- The Sunday Times 100 Best Companies to Work For. In 2019 Churchill achieved 2nd place in this prestigious business award and in 2020 we achieved 3rd place.

Summarised below are some of CRL's key statistics;

- 7,545 apartments under management.
- Owned and contracted land bank of 3,009 plots.
- Five regional 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.

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, who advise on planning related and public consultation matters. This is explained in more detail further on within this document.

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 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.

POPULATION DEMOGRAPHICS

The 2021 Census data shows that there were more people than ever before in the older age groups; the proportion of the population who were aged 65 years and over was 18.6% (16.4% in 2011).

Overall, in England, there has been an increase of 20.1% in people aged 65 years and over, an increase of 3.6% in people aged 15 to 64 years, and an increase of 5.0% in children aged under 15 years from 2011 to 2021. This data is represented in Diagram 1.

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

Diagram 2 shows how East Hertfordshire compares. There has been an increase of 28.5% in people aged 65 years and over, an increase of 5.5% in people aged 15 to 64 years, and an increase of 5.3% in children aged under 15 years.

The population has continued to age. Across England, more than one in six people (18.4%) were aged 65 years and over on Census Day in 2021. This is a higher percentage than ever before.

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

The West Essex and East Hertfordshire Strategic Housing Market Assessment (2015) identifies the projected growth in population aged 75 or over living in communal establishments in the District, as 529 persons, between 2011-2033.

The East Hertford Local Plan supports a gross increase of at least 530 bed-spaces of C2 provision, primarily to help meet the accommodation needs of older people who need to live in an environment which provides residential or nursing care. However, other people including young people, people with physical disabilities or sensory needs, people with learning difficulties and other vulnerable people may also require specialist accommodation.

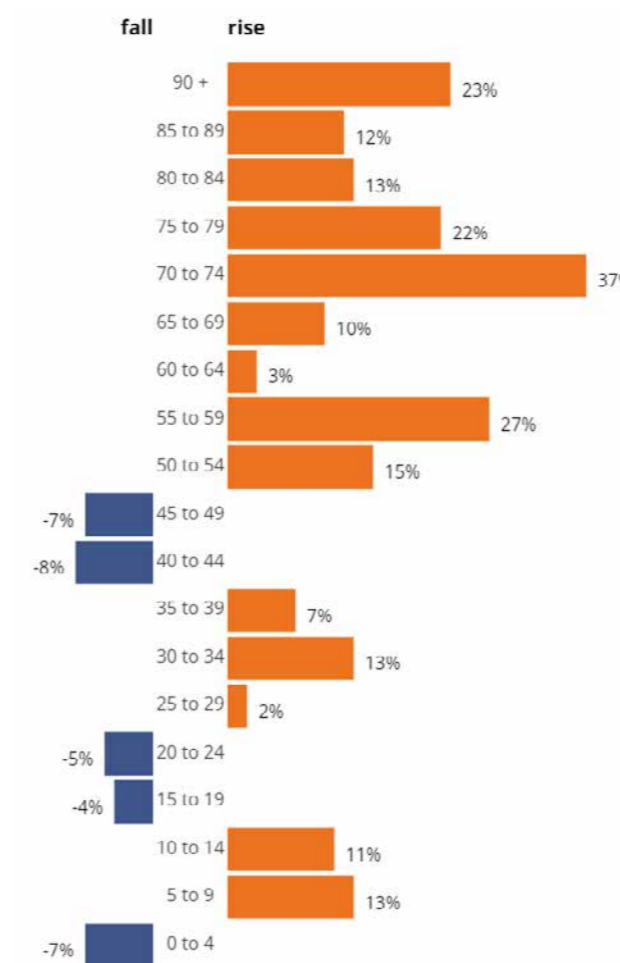


Diagram 1: Population change (%) by age group in England, 2011 to 2021

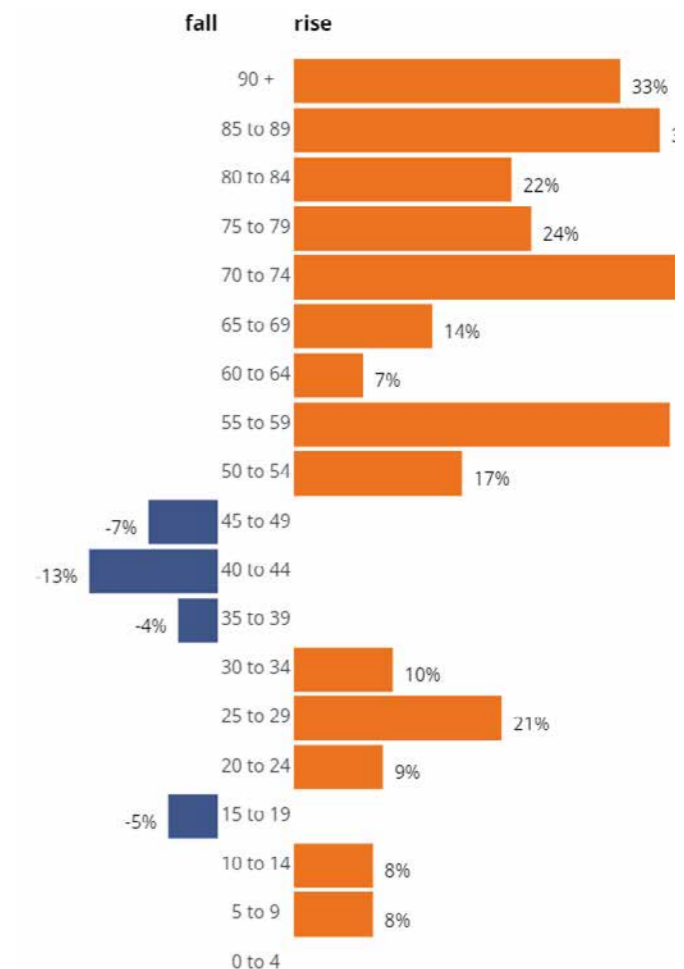


Diagram 2: Population change (%) by age group in East Hertfordshire, 2011 to 2021

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 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)



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

Retirement housing gives rise to many social benefits:

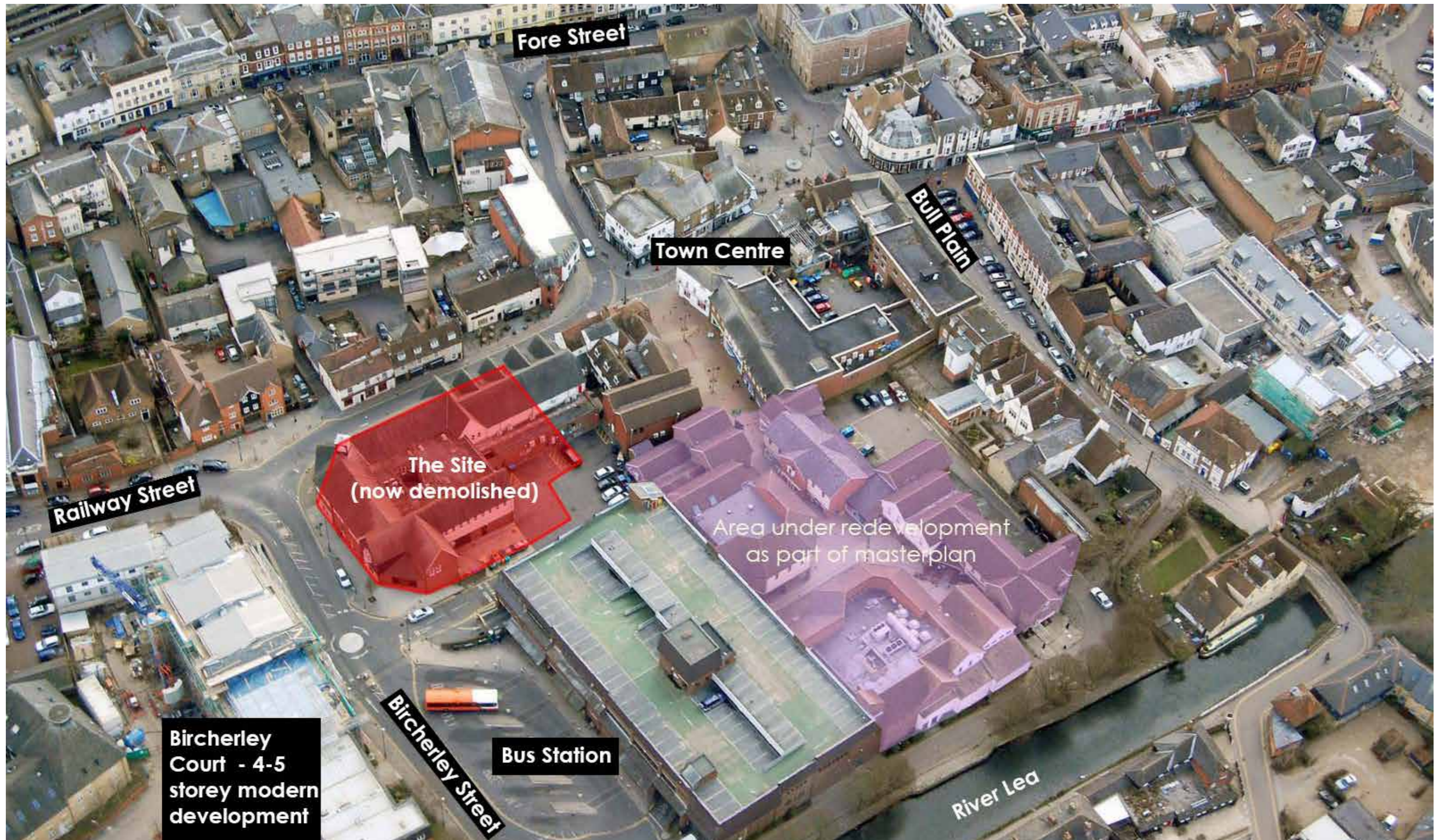
- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, 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.

AERIAL VIEW OF SITE



Aerial View of the site facing south. This image was taken pre-demolition of the former buildings on the site.

EXISTING PLANNING PERMISSION

APPLICATION REF 3/17/0392/FUL

The Application site which forms part of a wider redevelopment proposal has planning permission (planning application 3/17/0392/FUL), for a mixed-use redevelopment scheme approved in January 2018.

There was a later revised proposal approved in November 2020 (3/19/2614/FUL). The part of the site subject of this pre application has planning consent for a 4 storey hotel with the ground floor comprising of a restaurant and hotel lobby and one retail unit. Within application 3/19/2614/FUL, the site was proposed as a hotel as per the original consent with a ground floor restaurant however with a different external design.

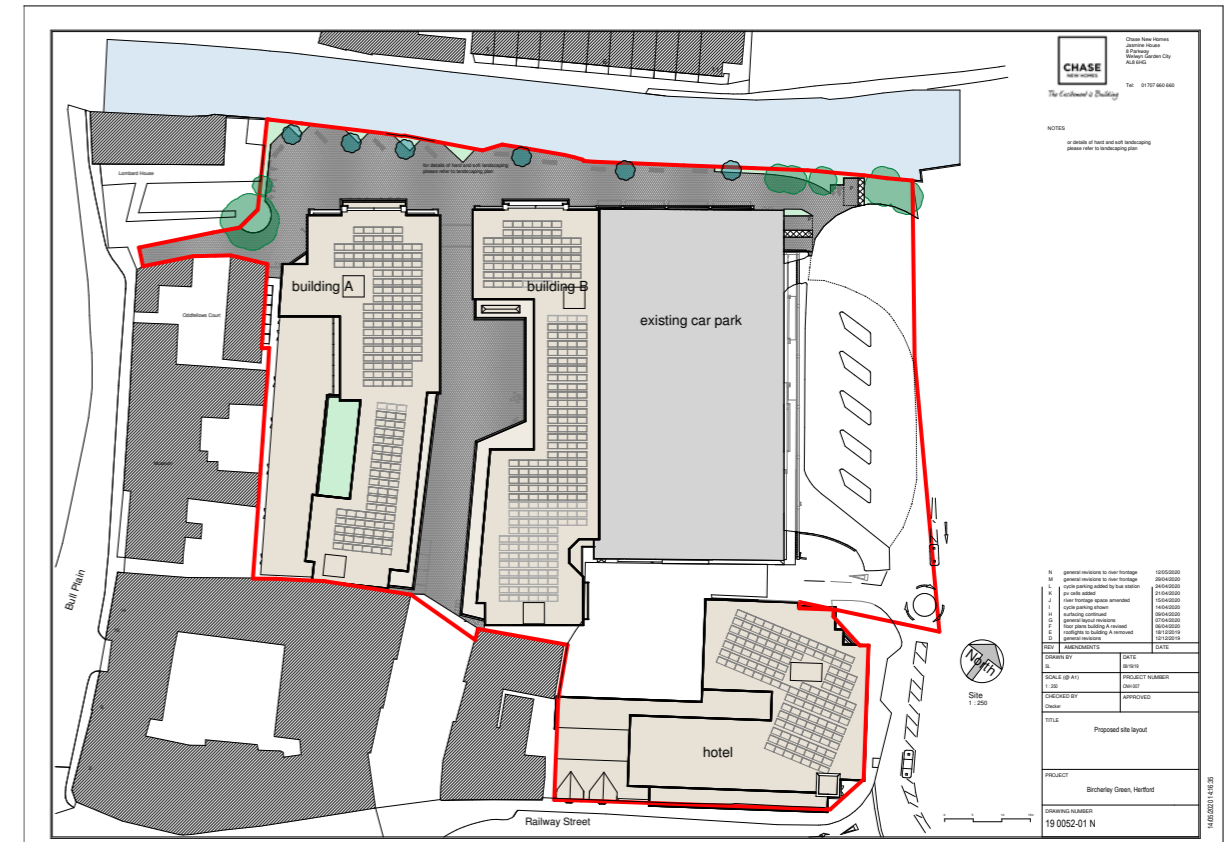
The site is currently vacant and was formally in use as Centurion House, a mixed use building comprising residential and commercial units.

The site, which forms part of a wider Bircherley Green redevelopment proposal, benefits from planning permission for a hotel, albeit this has not been implemented. This planning application proposes a residential development with ground floor retail units.

Given the approved hotel use and the sites former mixed use the principle residential development is already established on the site, as is the retail / town centre uses. The scheme proposes ground floor retail units which will support the vitality of the town centre and accords with East Herts Local Plan. Whilst the hotel has consent, the building has not been delivered, and as such Churchill Retirement Living's proposal seeks to provide an alternative use on this site. Given there is no hotel on site, nor has it been commenced, it is considered that the replacement of the hotel use with a residential led development and retail on the ground floor is acceptable in principle and accords with the Development Plan.

The UK faces a rapidly growing and ageing population. The proposal will make efficient use of land in a sustainable location. The proposal will provide redevelopment of a brownfield site in a sustainable location. It will provide much needed housing for older people, providing social and economic benefits and freeing up family housing elsewhere in the market. It will deliver sustainable development in accordance with policies within the East Herts Local Plan.

The principle of redevelopment is therefore considered acceptable and in accordance with the Development Plan.

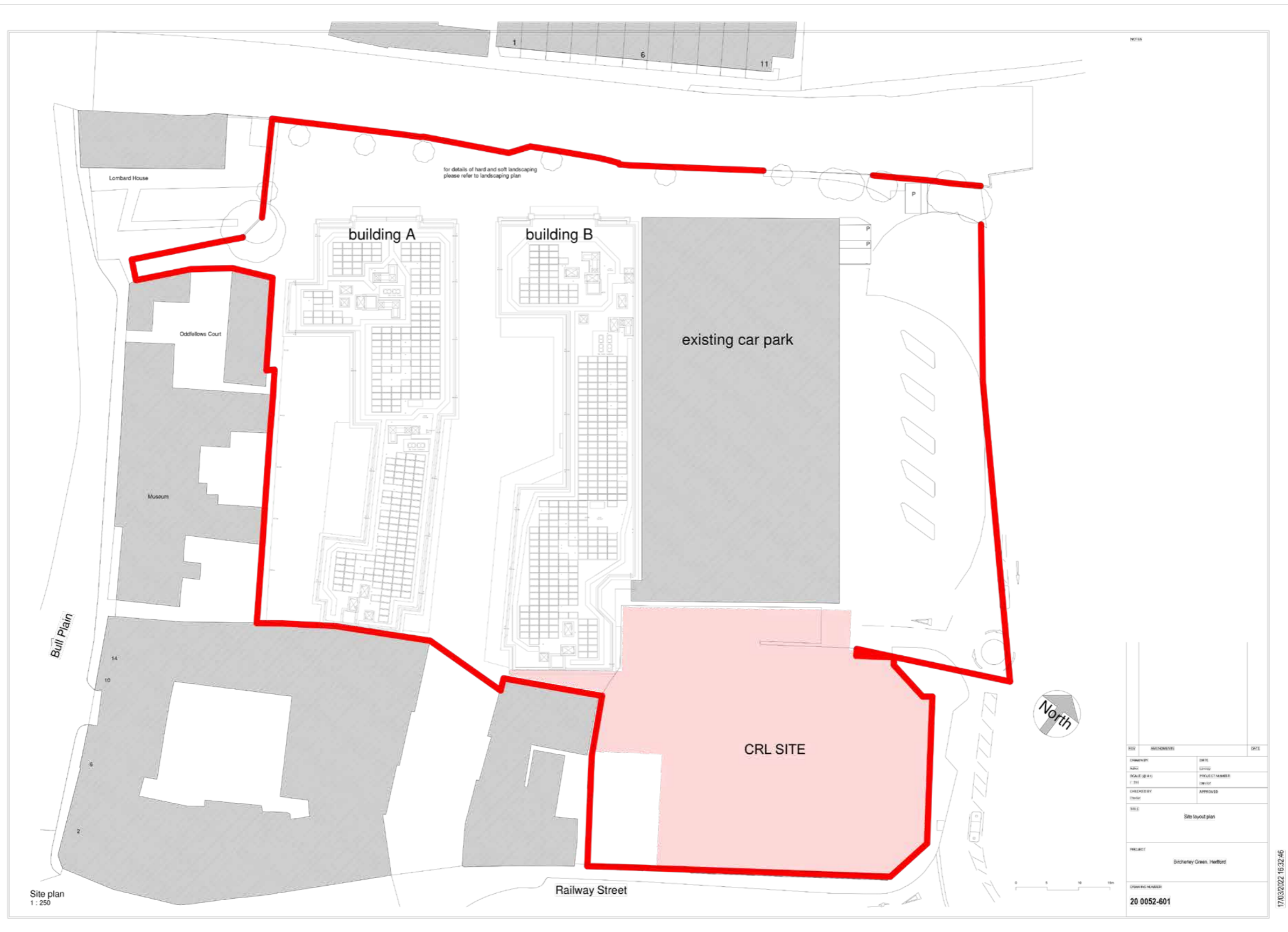


Existing planning permission - proposed ground floor masterplan



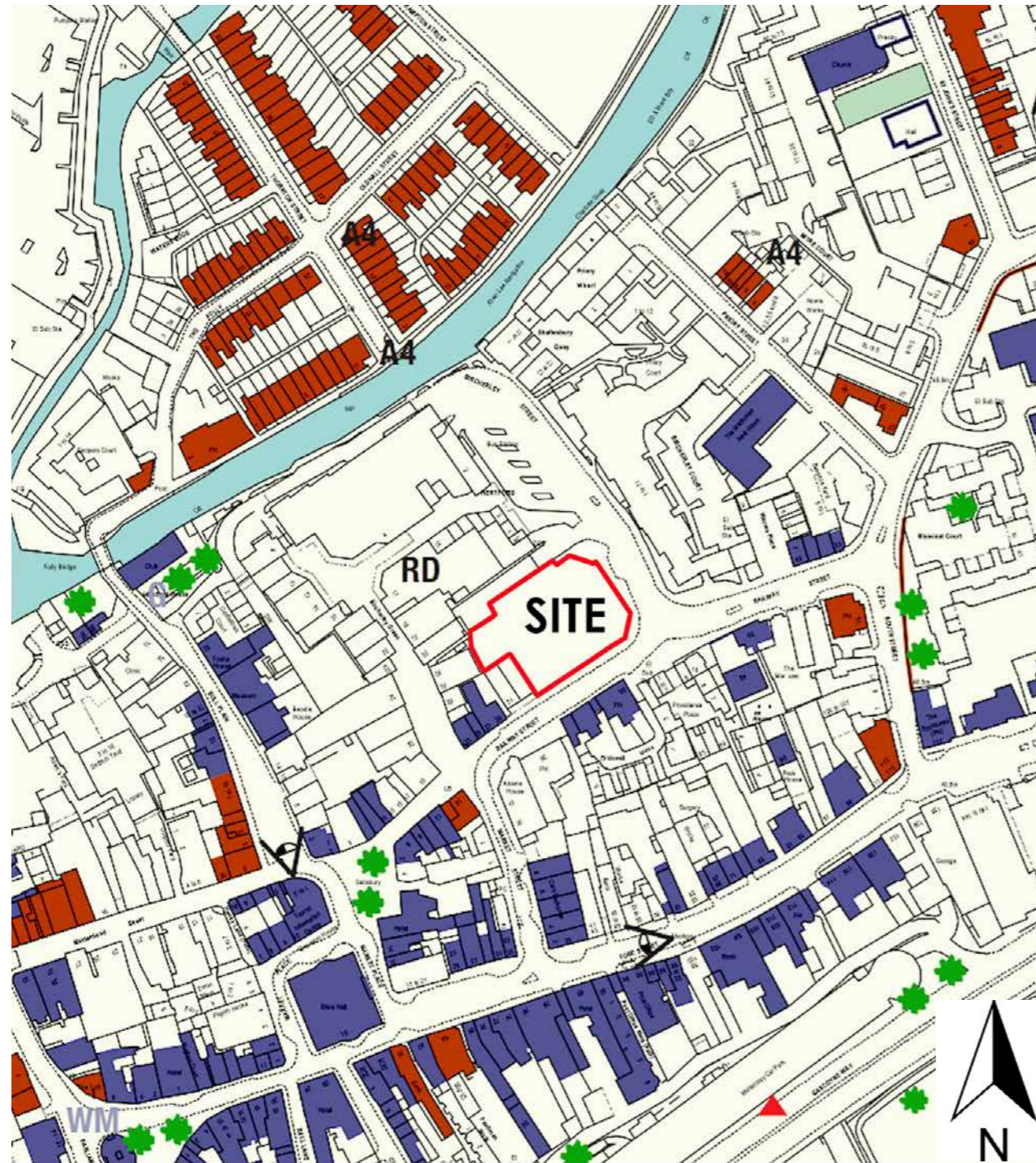
Existing planning permission - proposed hotel elevations

WIDER CONTEXT SITE PLAN



Bircherley Green Shopping Centre Master Plan April 2022 - with CRL site included in pink hatch

THE EXISTING SITE



- | | | | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
|  | Application site |  | General location of important trees / hedgrows, to be protected within parameters of legislation |
|  | Listed buildings / structures |  | Important views to be protected |
|  | Important buildings in the curtilages of listed buildings |  | Proposed enhancements |
|  | Unlisted buildings to be protected from demolition |  | Important water features to be protected |
|  | Walls / Railings |  | Conservation Area |

SITE CONTEXT AND DESCRIPTION

The site is in a sustainable location and falls within the Primary Shopping Area and within both the primary and secondary shopping frontages, adjacent close to shops, services and public transport facilities.

The site is vacant land and was formerly in use as Centurion House, comprising a mix of residential and commercial uses' (Use Class: E and C3) The site area is: 0.155 Hectares.

The site is broadly square and is relatively flat but falls from north to south by circa 0.5m.

The site which forms part of a wider redevelopment proposal benefits from planning permission (planning application 3/17/0392/FUL), approved in January 2018 for a mixed-use redevelopment scheme. There was a later revised proposal approved in November 2020 (3/19/2614/FUL).

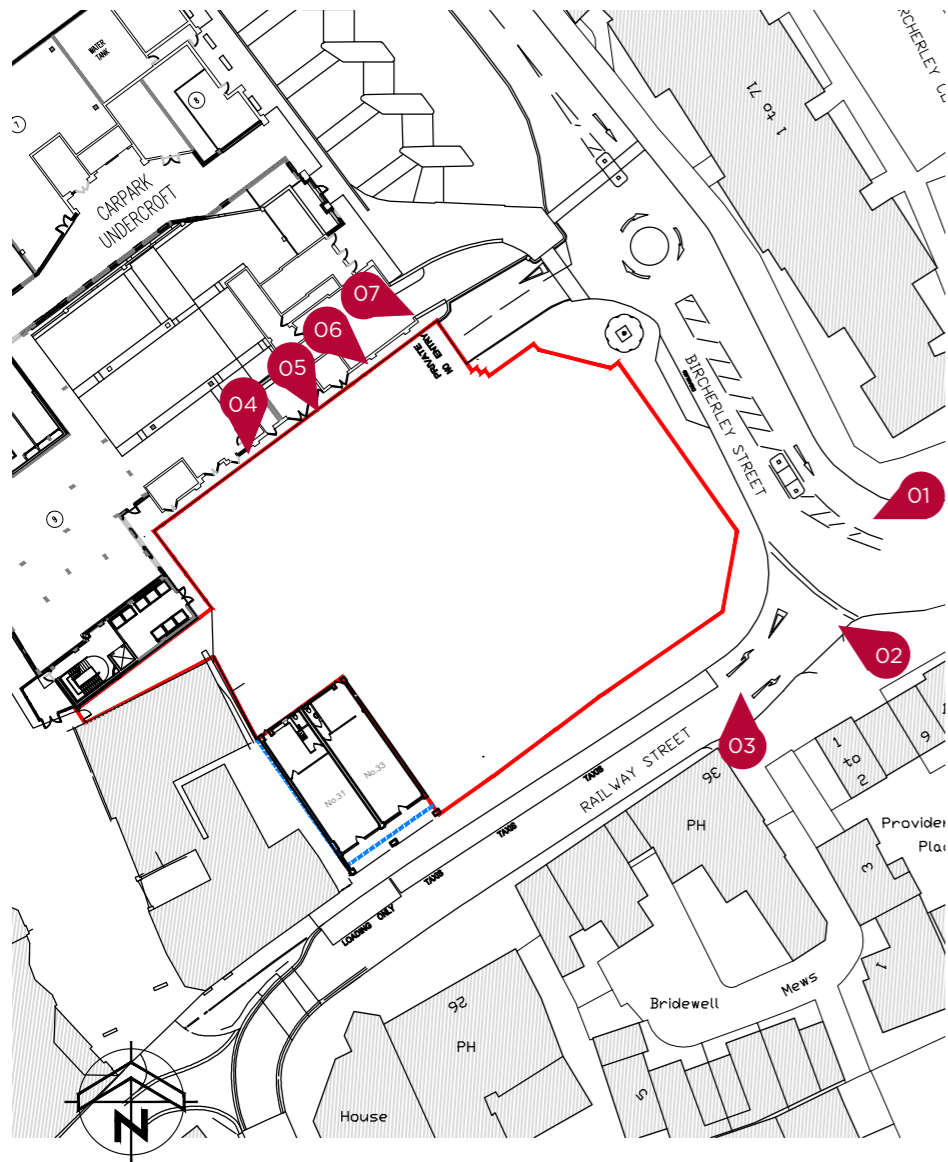
The site falls within the Hertford Conservation Area and lies within Character Area 1 (Central Historic Core). There are a number of listed buildings within the vicinity of the site.

The adopted Hertford Town Centre Urban Design Strategy identifies the site within 'The Salisbury Quarter'. It is noted within the strategy that the site will be a 'Reinforced gateway' to the town centre.

There is an opportunity to provide a scheme that defines this area as a gateway in to the centre of Hertford.



PHOTOSHEET



View west towards site from the corner of Bircherley Street and Railway Street



View North-West towards site with Bircherley Street Car Park in the background



View east towards Bircherley Court



View south from Car Park towards rear of 31 and 33 Railway Street



View South over site towards 28 - 36 Railway Street



View south-east towards 10 Railway Street and Quaker Meeting House



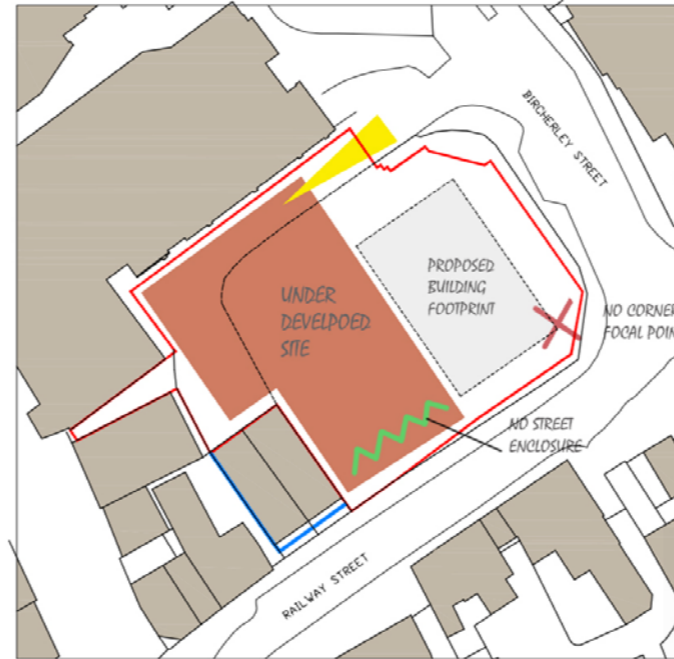
View south-east from Car Park towards Bircherley Court

DESIGN EVOLUTION



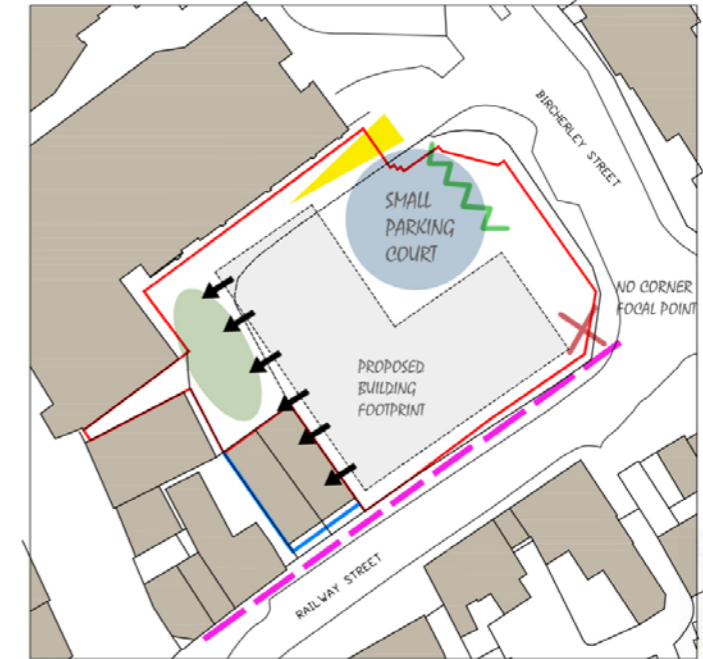
1. 'I' Shaped footprint fronting Railway Street

- No street enclosure along eastern boundary
- Under developed site
- No corner focal point opportunity
- Good enclosure to Railway Street
- Existing access retained



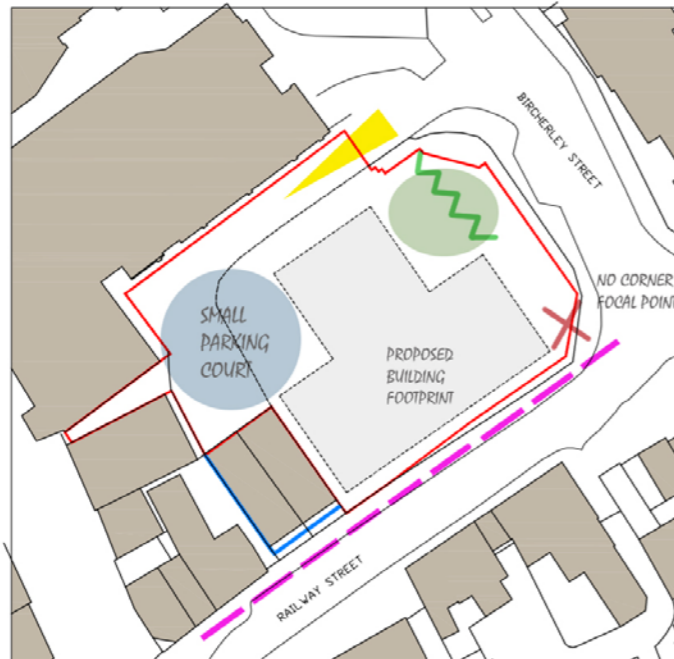
2. Short 'I' Shaped footprint fronting Bircherley Street

- No street enclosure along Railway Street
- Under developed site
- No corner focal point opportunity
- Good enclosure to Bircherley Street
- Existing access retained



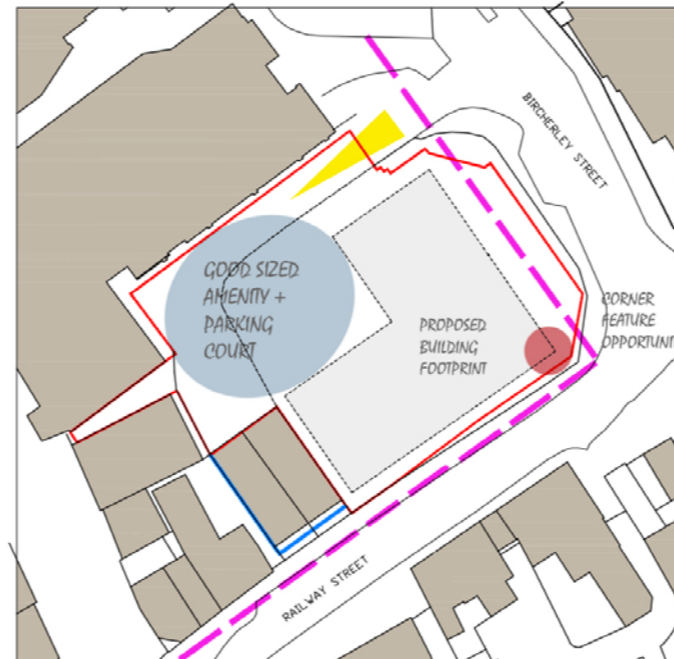
3. 'L' Shaped footprint fronting Railway Street

- No street enclosure along Bircherley Street
- Poor outlook along western side of scheme
- No corner focal point opportunity
- Parking and amenity courts too small
- Good enclosure along Railway Street
- Existing access retained



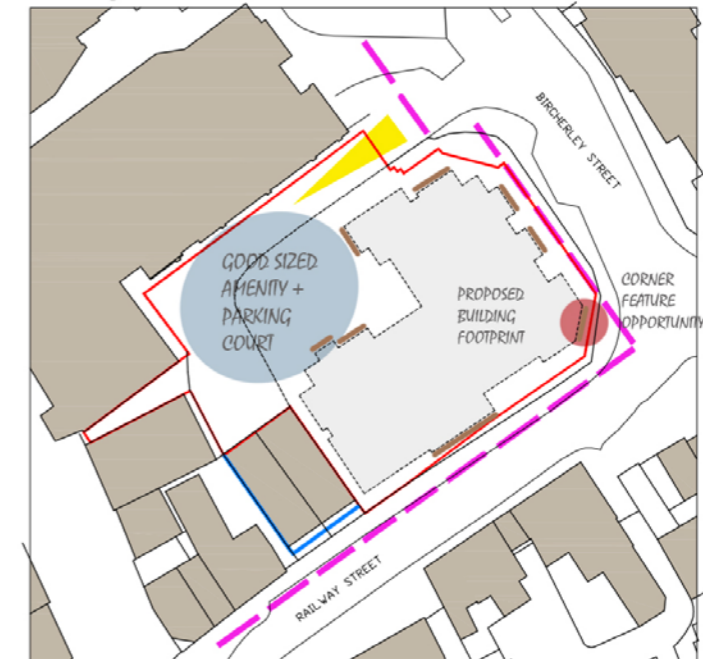
4. 'T' Shaped footprint fronting Railway Street

- No street enclosure along Bircherley Street
- No corner focal point opportunity
- Parking and amenity courts too small
- Good enclosure along Railway Street
- Existing access retained



5. 'L' Shaped footprint fronting both Streets

- Good street enclosure on both frontages
- Corner focal point opportunity
- Good combined parking and amenity courts
- Building lines respected
- Existing access retained



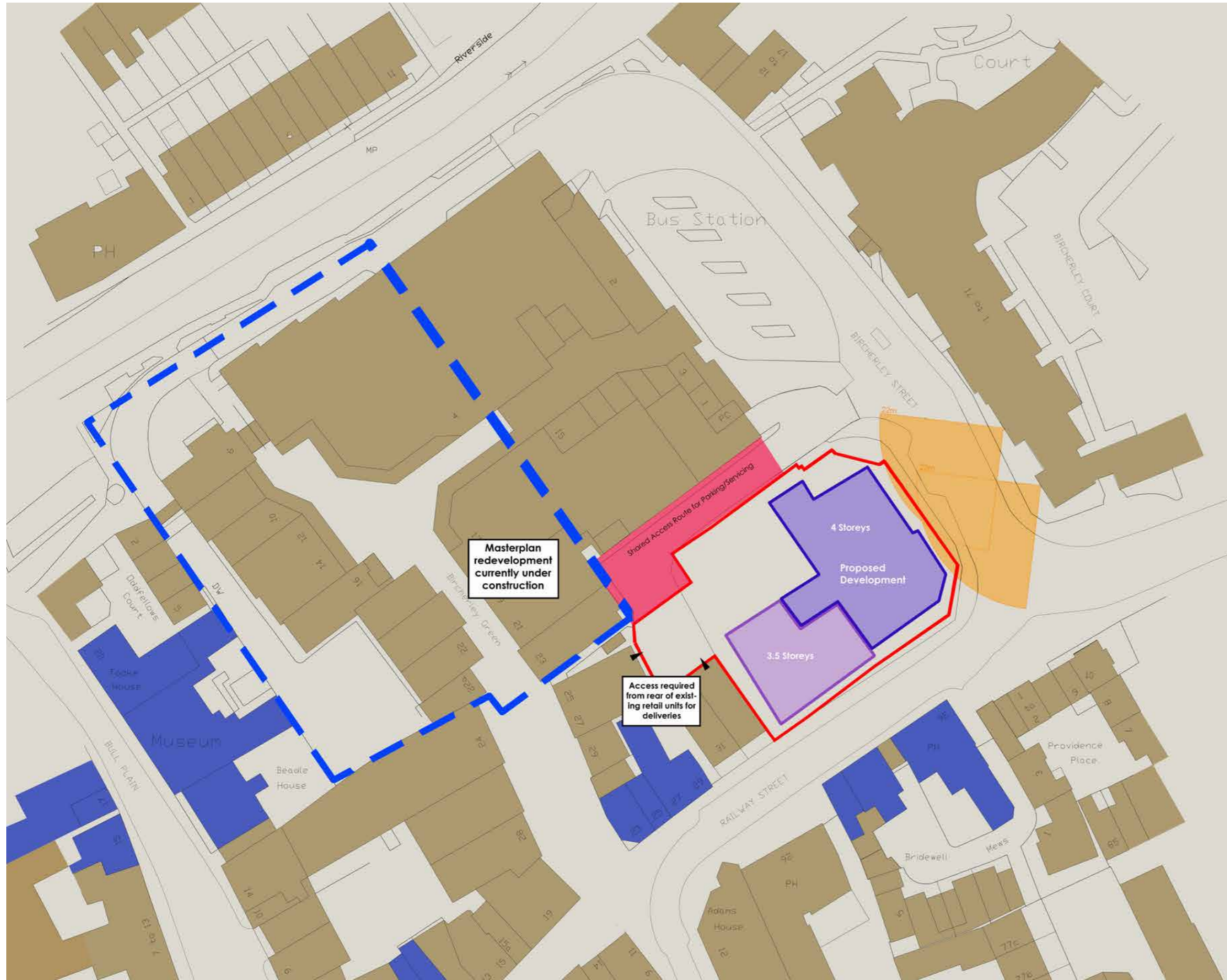
6. 'L' Shaped footprint fronting both Streets

- Good street enclosure on both frontages
- Corner focal point opportunity
- Good combined parking and amenity courts
- Building lines respected
- Bays, set backs and detailing
- Existing access retained

CONSTRAINTS



OPPORTUNITIES

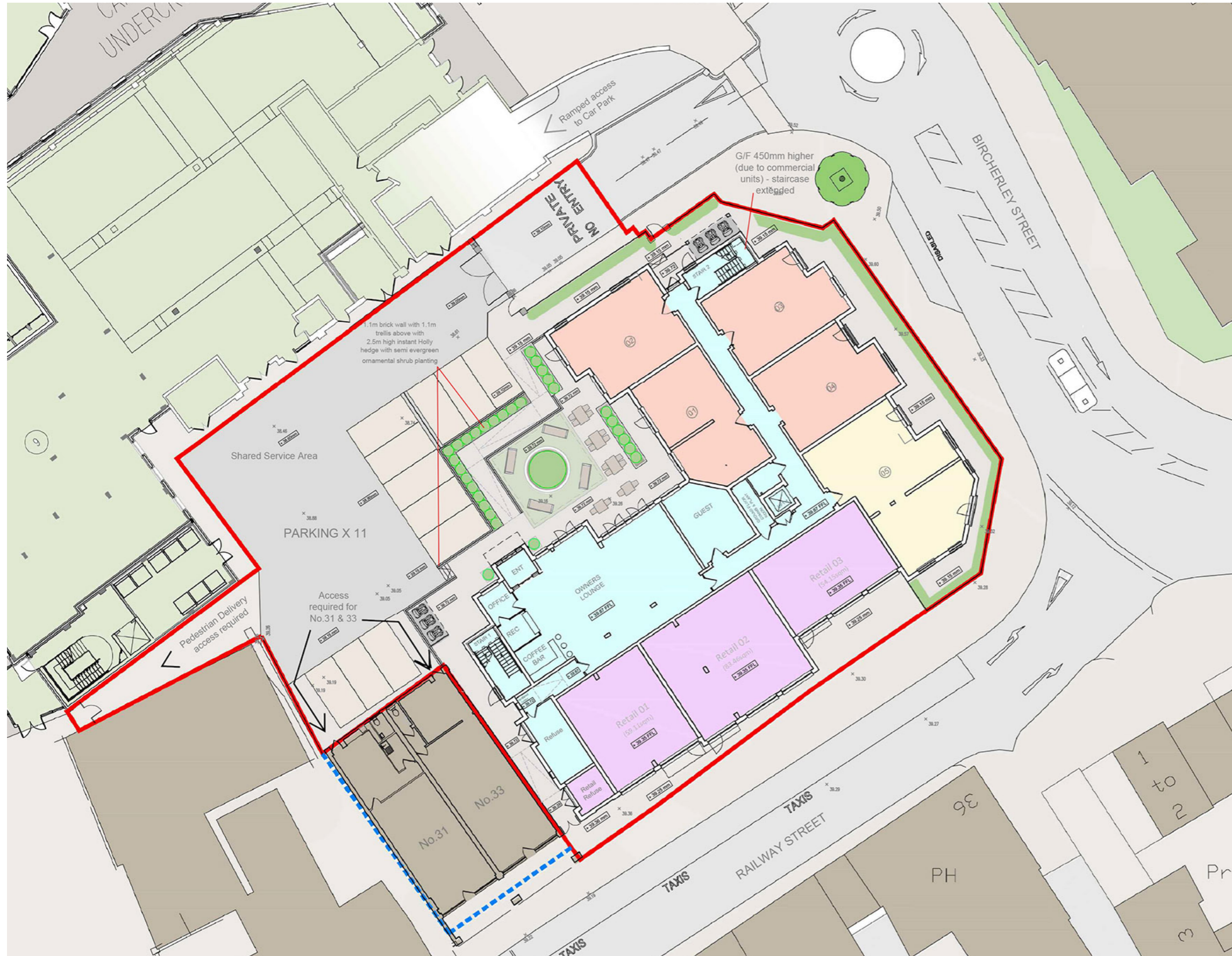


KEY

- Surrounding Buildings
- 4 Storey
- 3.5 Storeys
- Listed Buildings
- Shared Access Route
- Overlooking Site Lines
- Conservation Area



INDICATIVE SITE PLAN



- 1 bed Apartment
- 2 bed Apartment
- Communal Areas
- Retail

SKETCH VIEWS



View A - Towards the junction of Railway Street and Bircherley Street



View B - Along Railway Street



View C - Along Bircherley Street

PROPOSED CONTEXTUAL ELEVATIONS

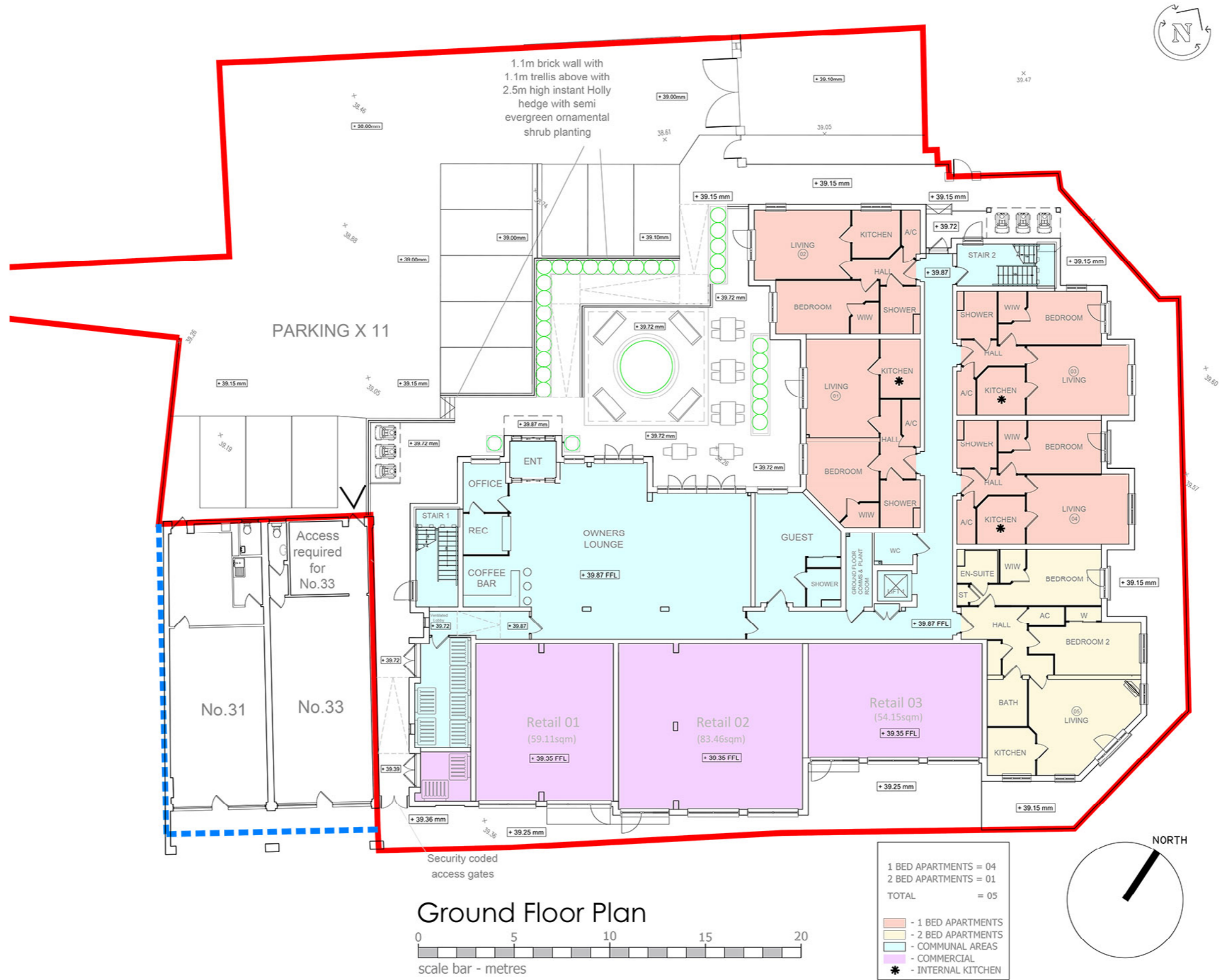


Railway Street (South) Elevation



Bircherley Street (East) Elevation

TYPICAL FLOOR PLAN (nts)



COMPARISON DIAGRAMS

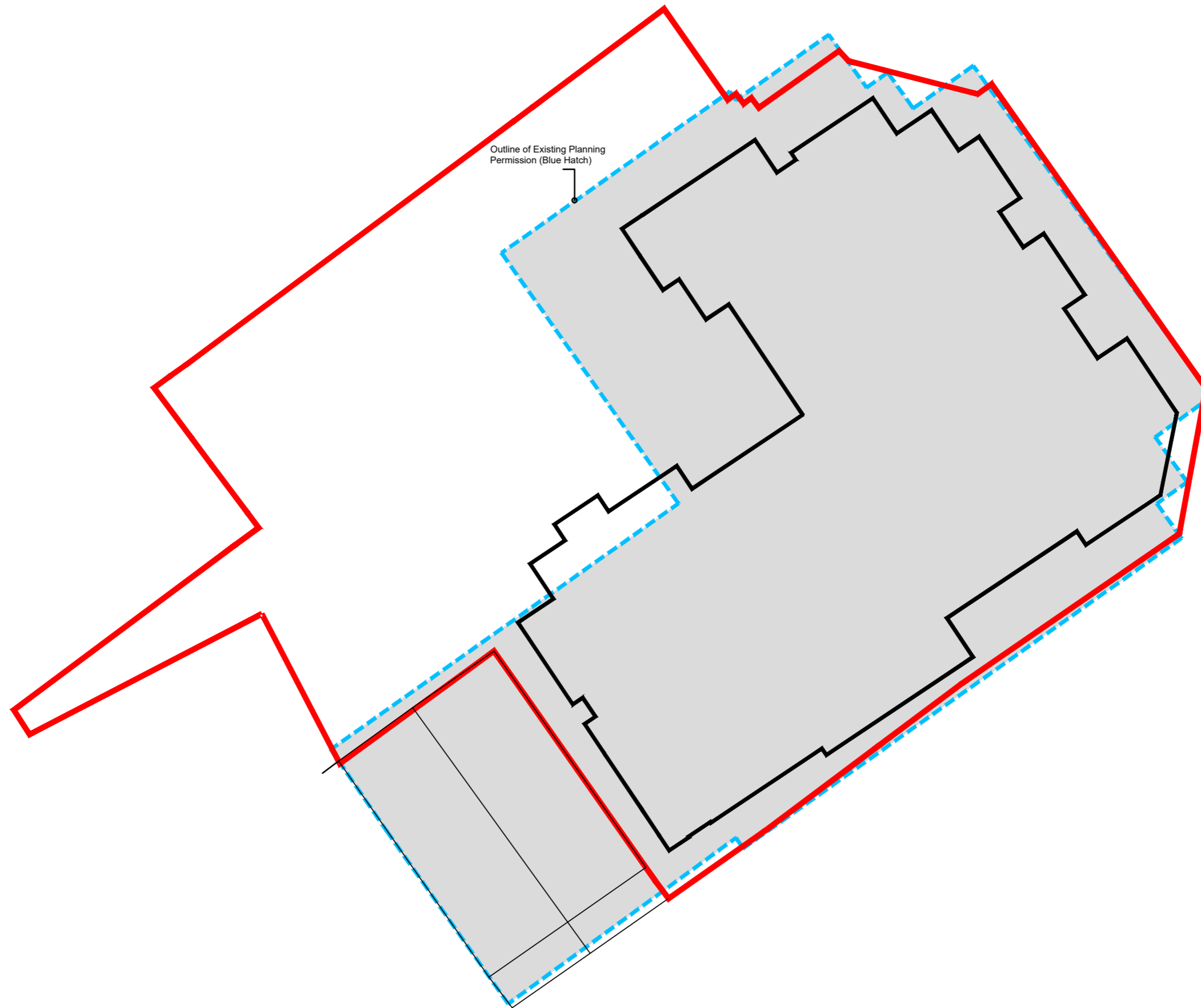
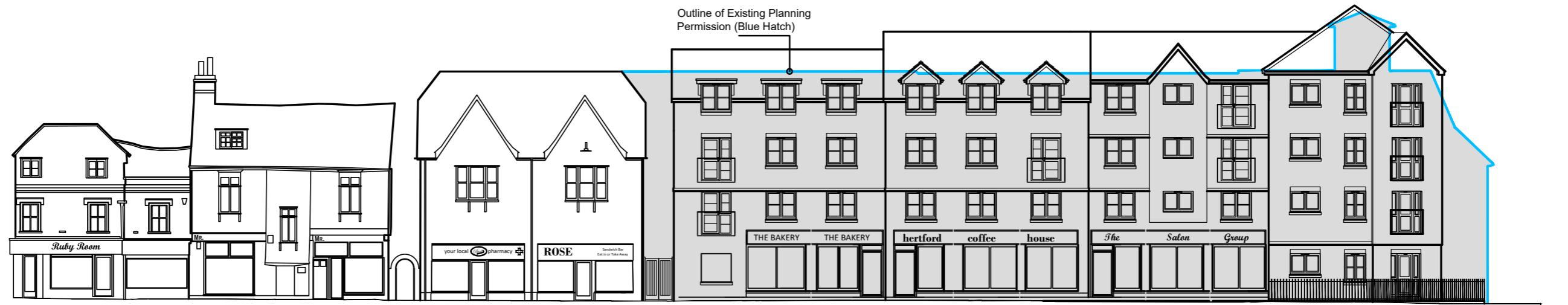
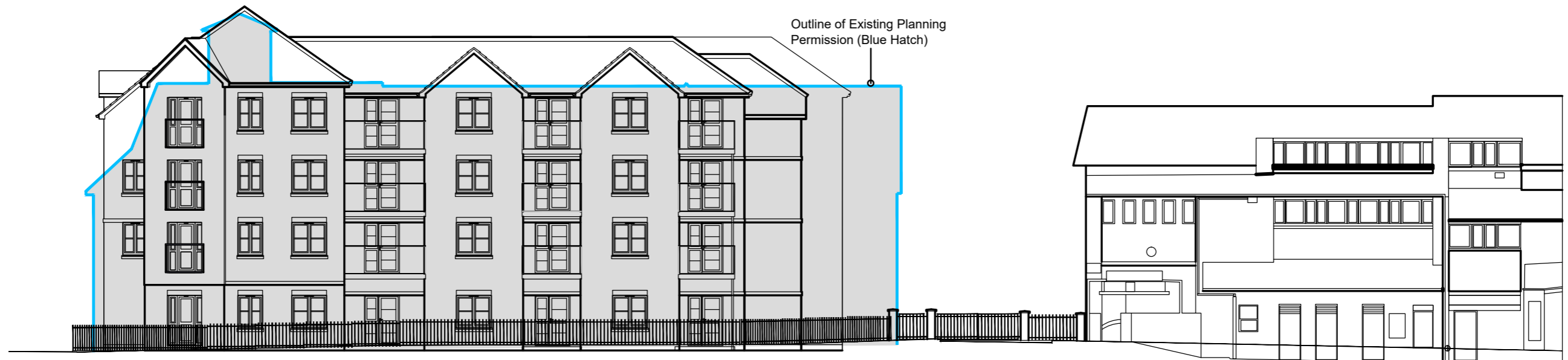


Diagram comparing the footprint of the existing Hotel planning permission with the outline of the proposed Churchill Retirement Scheme

COMPARISON DIAGRAMS



Railway Street



Bircherley Street

Diagrams comparing the outline of the Existing Hotel planning permission with the proposed Churchill Retirement Scheme

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the corner of Railway Street & Bircherley Street, Hertford, 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 Retirement Living and where feasible inform further development of, or changes to the design and layout of the proposed scheme.

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in late 2022.

Once again, thanks for your time.

