

# 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 Former Oadby Swimming Pool and Tennis Courts. The consultation is made up of a number of information boards including the following -

- The Purpose of the Consultation
- Introduction to Churchill Retirement 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 Retirement 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 Oadby Swimming Pool and Tennis Courts (The Site) with construction of a retirement housing development of circa. 50 one and two bedroom apartments and associated communal facilities, 6 x 2 Bed cottages and 1 x 2 bed bungalow with vehicular access, car parking and landscaping.

## 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 enhancing the character of Oadby and 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 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 170 developments and sold over 5,000 units. Through our group company, Churchill Estates Management (CEM) 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. 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 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.

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



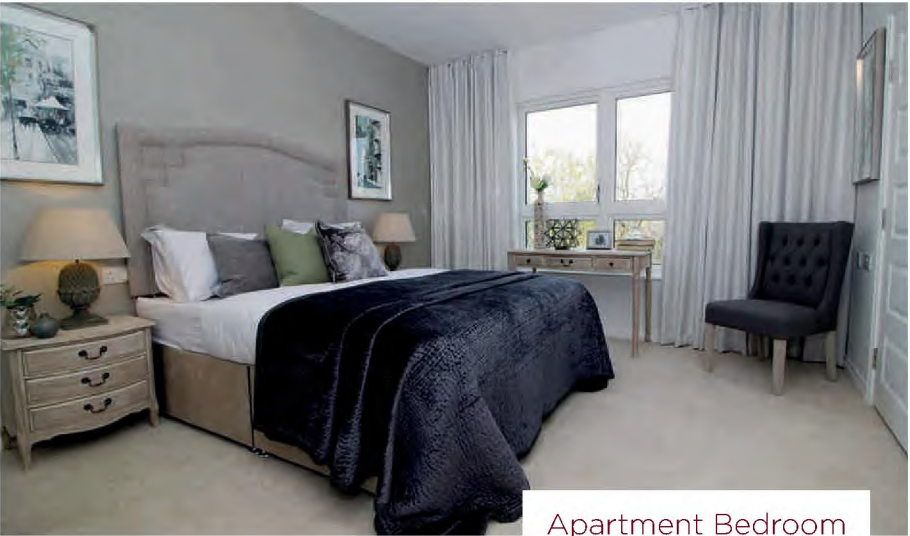
Guest Suite



Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

# 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. 57-units proposed, at a ratio of 1.3 people per apartment, there will be around 74 occupants living in the apartment block. At a saving of £3,500 each per year, this equates to a saving of £259,000 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

## NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

Government policy 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.” Paragraph 62 identifies within this context, the size, and type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies including older people.

Paragraph 69 of the NPPF acknowledges that small and medium sized sites make an important contribution to meeting housing requirement of an area and are often built out relatively quickly. Paragraph 120(c) states that substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs. The Government recognises at Paragraph 124 that planning policies and decisions should support development that makes efficient use of land.

Consequently, the overriding message in the NPPF is one of sustainable development.

## PLANNING PRACTICE GUIDANCE

The Planning Practice Guidance (PPG) is a material consideration when taking decisions on planning applications. The PPG provides guidance on how policies in the NPPF should be implemented.

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” (emphasis added).

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 FRAMEWORK

The development plan for The Councils development plan consists of the **Borough Local Plan 2011-2031** (adopted in 2019).

The relevant policies in relation to the redevelopment of the site for older persons’ housing are listed below:

- Policy 1 – Principle of Sustainable Development
- Policy 2 – Spatial Strategy for Development in the Borough
- Policy 5 – Improving Health & Wellbeing
- Policy 9 – Open Space Sport and Recreation Facilities
- Policy 11 – Housing Choices
- Policy 13 – Affordable Housing
- Policy 15 – Urban Infill Development

- Policy 37 – Biodiversity and Geodiversity
- Policy 38 – Climate Change, Flood Risk and Renewable Low Carbon Energy
- Policy 39 – Sustainable Drainage and Surface Water
- Policy 44 – Landscape and Character
- Policy 45 – Local Green Space
- Policy 46 – Infrastructure and Developer Contributions

## Supplementary Planning Documents

The proposal will also give due consideration to the following Supplementary Planning Documents (SPD):

- Residential Development SPD
- Developer Contributions SPD
- Guidelines for Parking and Servicing
- Conservation Areas SPD



# PLANNING POLICY

## PRINCIPLE OF DEVELOPMENT

The Local Plan states a requirement to deliver 2,960 new homes over the Plan period to 2031. To help meet this requirement, the Council has allocated land for residential development.

The former swimming pool and public car park are allocated for residential development in Policy 2, with a minimum capacity of 32 units. The site is also included in the brownfield register (Ref: OWBCBFL/001). The redevelopment of these facilities to residential uses has already been established as acceptable through both the Local Plan preparation process and the Council’s disposal process.

The site incorporates the former tennis courts to the south, which falls outside the abovementioned housing allocation. There is a presumption against the loss of public open space and recreational facilities in both local (Policy 9) and national policy (Para. 99 of the NPPF), unless it can be demonstrated that the existing facility is no longer required or that a replacement facility will be provided.

The site is owned by the Council who have advised that the existing tennis courts are reaching the end of their functional lives. The monies generated by the sales will be used by the Council to enhance the facilities at Ellis Park. To that end the Council is progressing plans for the Ellis Park Community Hub, which will incorporate a new clubhouse for the Oadby Bowling Club as well as other recreational and community facilities. The monies generated from the sale of the site to Churchill Retirement Living will enable this development.

The principle of redevelopment to retirement living accommodation is therefore considered acceptable.

## THE NEED FOR OLDER PERSONS’ HOUSING

The Planning Practice Guidance acknowledges that the need to provide housing for older people is ‘critical’. This is significant as no other specific form of development is referred to as ‘critical’ in either the NPPF or the PPG.

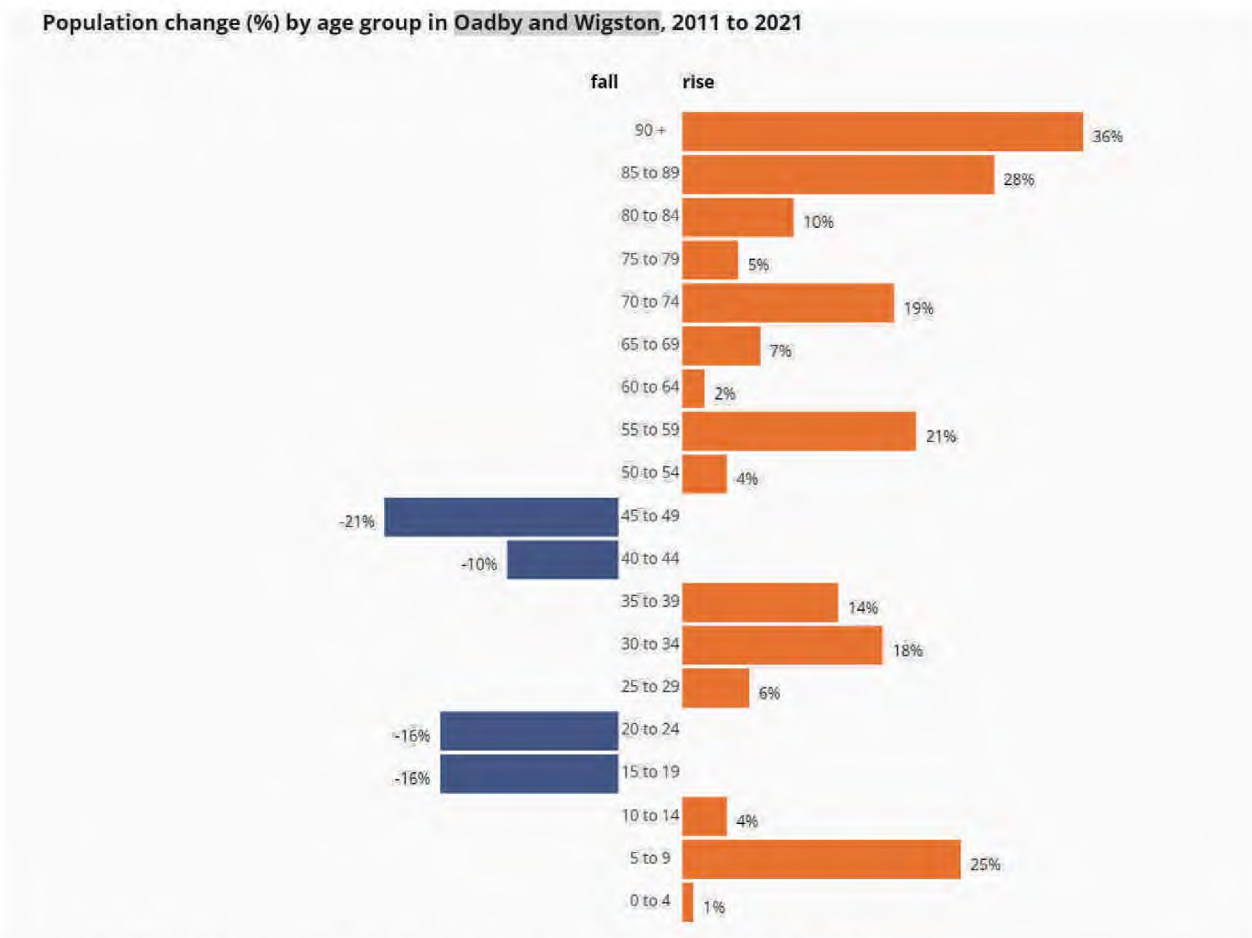
The age profile of the population can be drawn from the 2018 population projections from the Office for National Statistics. This identifies that the population size of Oadby & Wigston Borough was 132,196 in 2018, of which 12,264 persons were aged 65 and over, comprising 21.5% of the total population. The population aged 80 and over, who are generally more likely to be frail and in need of long-term assistance comprises 3,993 persons or 6.9% of the population.

The population projections advise that the population aged 65 and over is projected to increase by 2,989 persons by 2043, accounting for 24.5% of the total population of the Borough.

The number of individuals aged 80 and over is expected to increase more sharply over the same period and is forecasted to increase to 6,103 (+52.8%).

The Leicester & Leicestershire HELAA (2017) concludes that Leicestershire’s older-age (65+) population is projected to grow by 7%% between 2011-2036. A minimum need of 678 units of specialist accommodation for older people is identified by 2036.

The PPG is clear: “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.” From all of the above it can be concluded that there is a need for retirement living apartments in the Borough. The proposed development would provide these much-needed older people homes.



Accessed via: <https://www.ons.gov.uk/visualisations/censuspopulationchange/E07000135/>

## LOCATION MAP

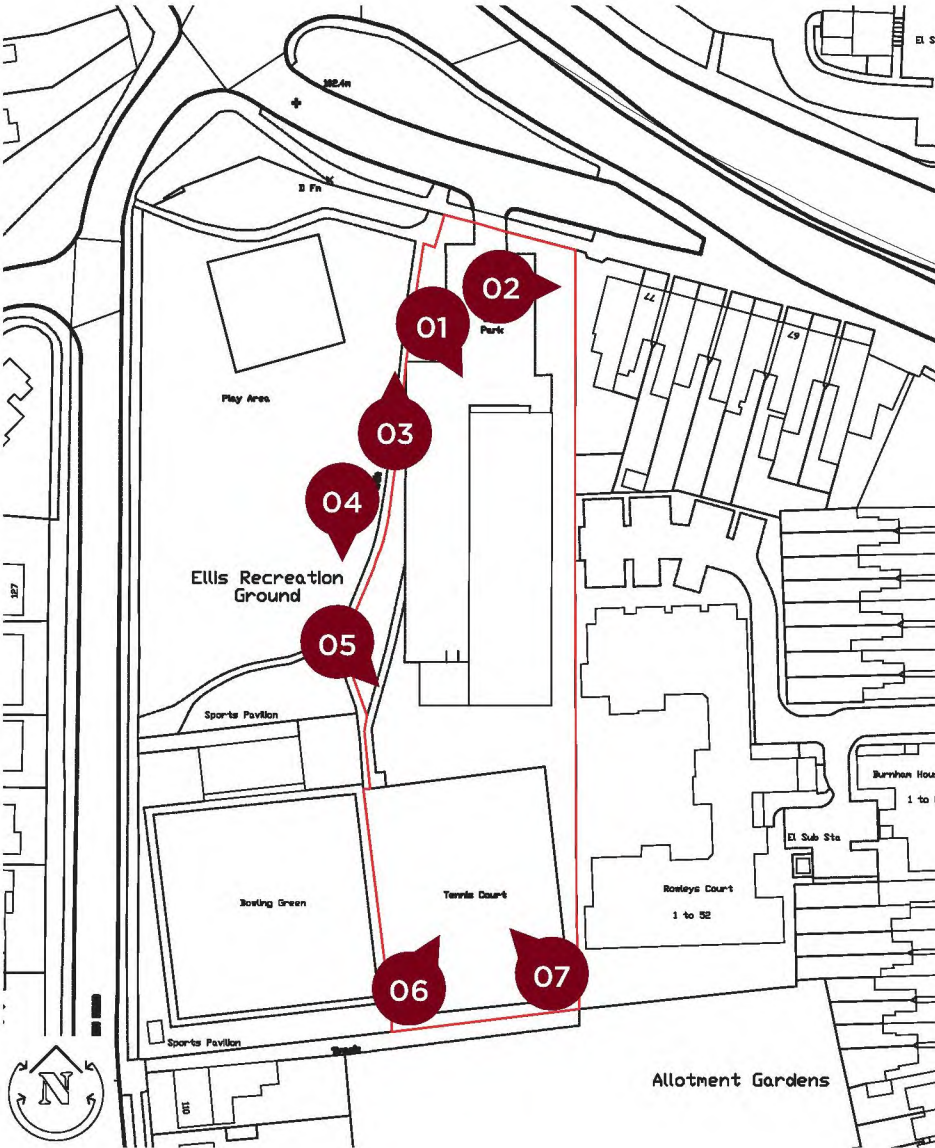


## SITE & CONTEXT DESCRIPTION

- The site comprises of the Ellis Park public car park, the former Oadby Swimming Pool, as well as three open-air tennis courts.
- The Swimming Pool has been closed since 2014 and, along with the car park, has been allocated for residential redevelopment since 2019.
- The site is in a sustainable location, to the west of the town's primary shopping area, close to shops, services and public transport facilities.
- The site is roughly rectangular in shape and runs from north to south.
- It is adjacent to Ellis Park, a large green space which incorporates a children's play area and Oadby Bowls Club.
- There is no significant planning history on the site.
- The site is not within a Conservation Area but is a short distance from the Oadby Court Conservation Area.
- The site is not within the vicinity of any listed buildings.
- There is an opportunity to provide a well-suited, contemporary building which provides an attractive landmark at the gateway to the town centre.

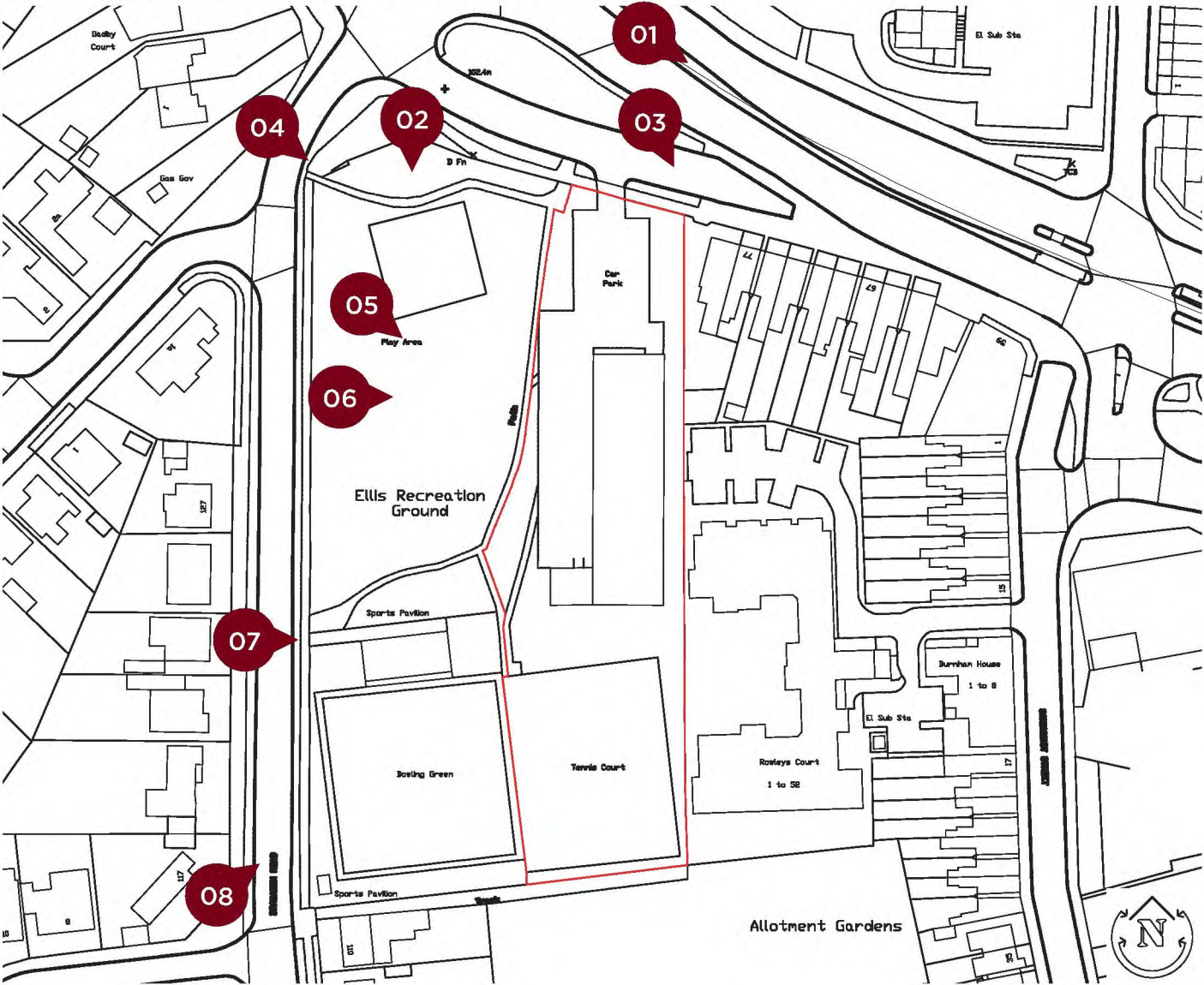
SITE PHOTOS

2.4 EXISTING SITE PHOTOGRAPHS

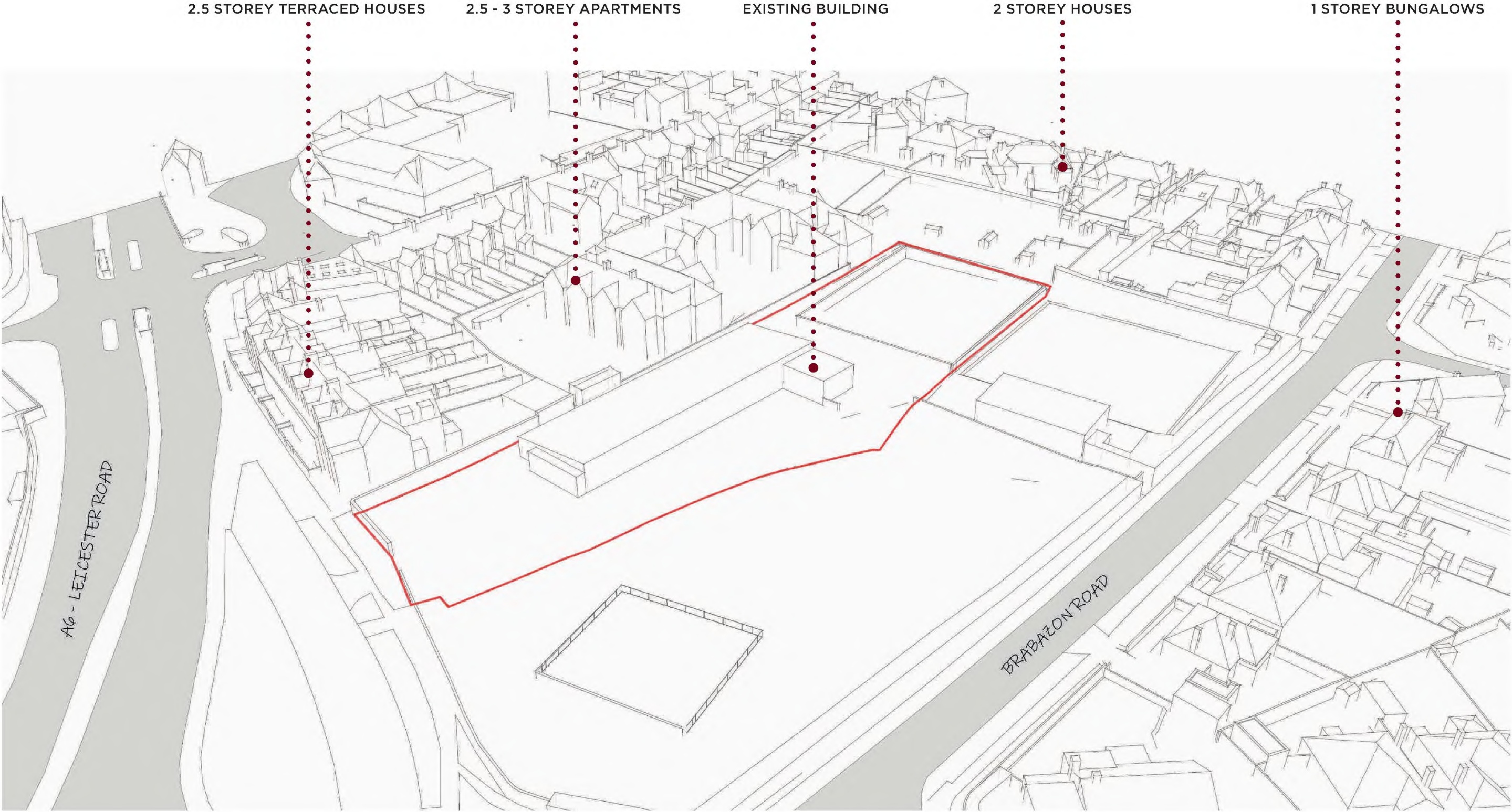


CONTEXT PHOTOS

2.5 IMMEDIATE CONTEXT PHOTOGRAPHS



AERIAL 3D CONTEXTUAL MODEL



Scale around Site

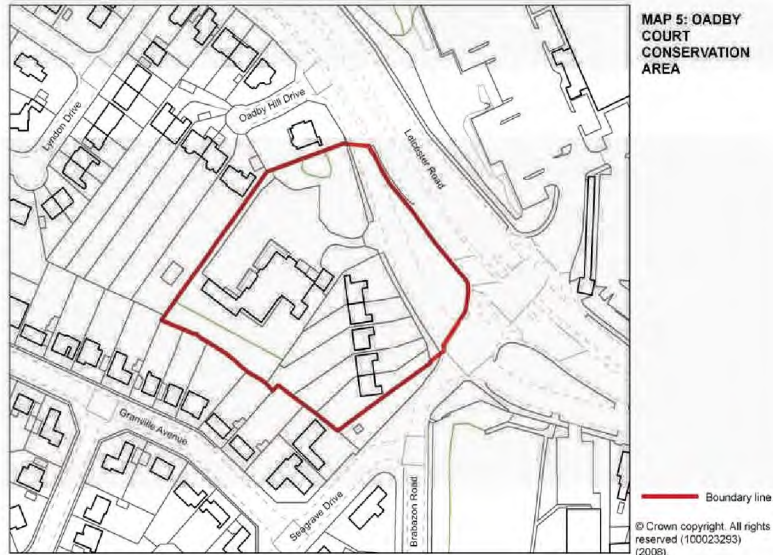
# OADBY COURT CONSERVATION AREA

Although the site is not located within a Conservation Area, it does sit to the east of the Oadby Court Conservation Area. This Conservation Area is small and contains only six properties – five 1930s Modernist-Style residential dwellings and mid-C19 Brook’s House (formerly Oadby Hill) - a former residential dwelling currently in use as offices. None of these properties are Listed Buildings, although they are of local significance.

The Conservation Area sits behind a grass verge with extensive planting that provides good screening from the A6 dual carriageway and ASDA supermarket beyond. From the north, it is barely visible save for the trees which surround Brook’s House. The modernist dwellings can be observed from the east and south along Brabazon Road - however Brook’s House is screened extensively by trees from these angles also.

The Conservation Area Appraisal outlines that these five modernist dwellings were constructed on land which was previously garden area for Brook’s House – and in fact the subject Site can be seen listed as ‘Recreation Ground’ on the 1930 OS map contained within the Appraisal. All the properties in the Oadby Court Conservation Area have been modified in some way, however they still retain significance as a group and for the town.

Looking wider, most of the buildings in the vicinity of the site are of C20 construction, and many are built on the former grounds of Brook’s House. The nearest Listed Building is 21 Church Street, which is around half a mile from the Site.



OADBY COURT CONSERVATION AREA



C19 BROOK'S HOUSE - AS VIEWED FROM OADBY COURT



NOS 4 & 5 OADBY COURT

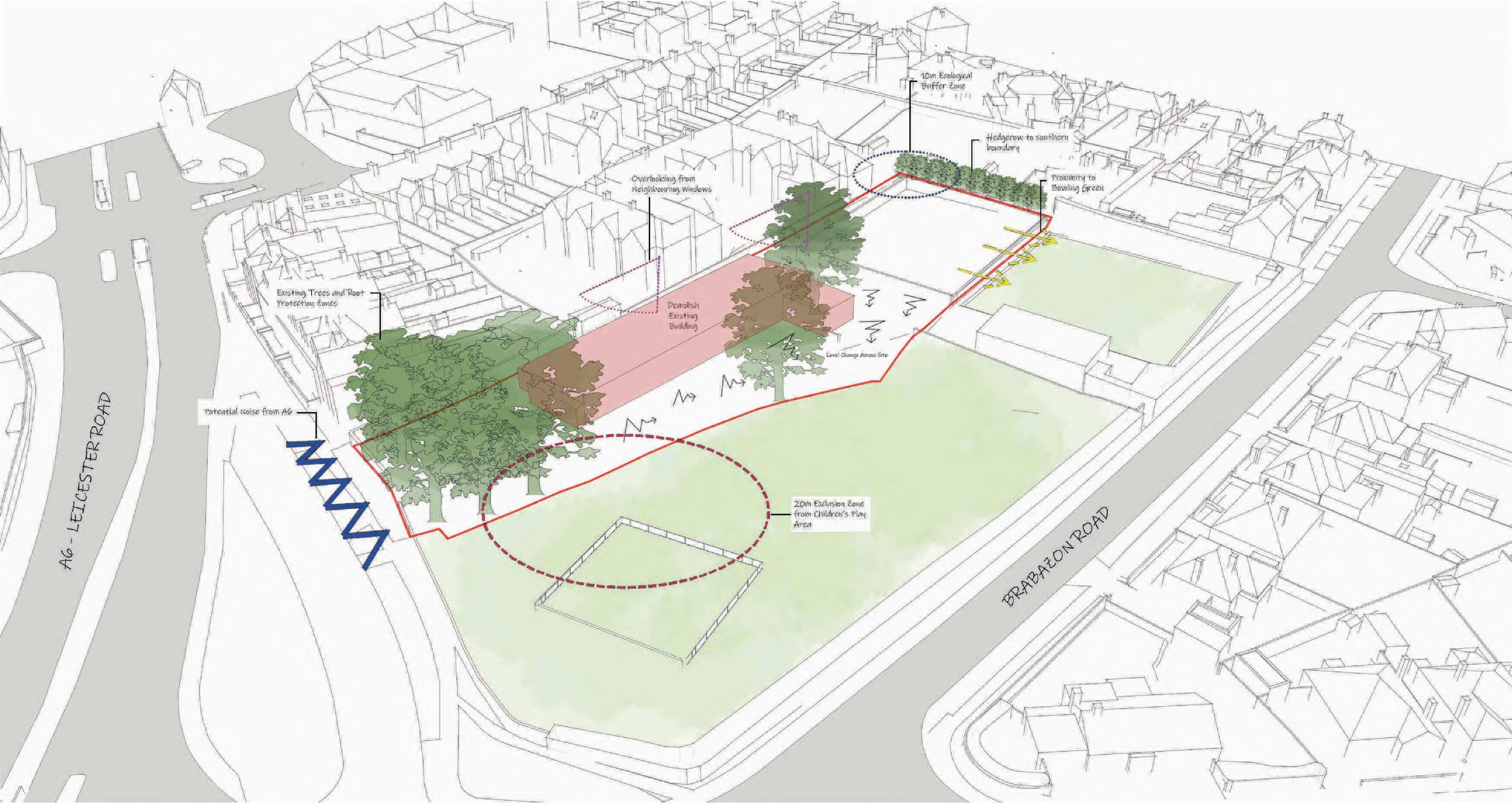


NO 3 OADBY COURT

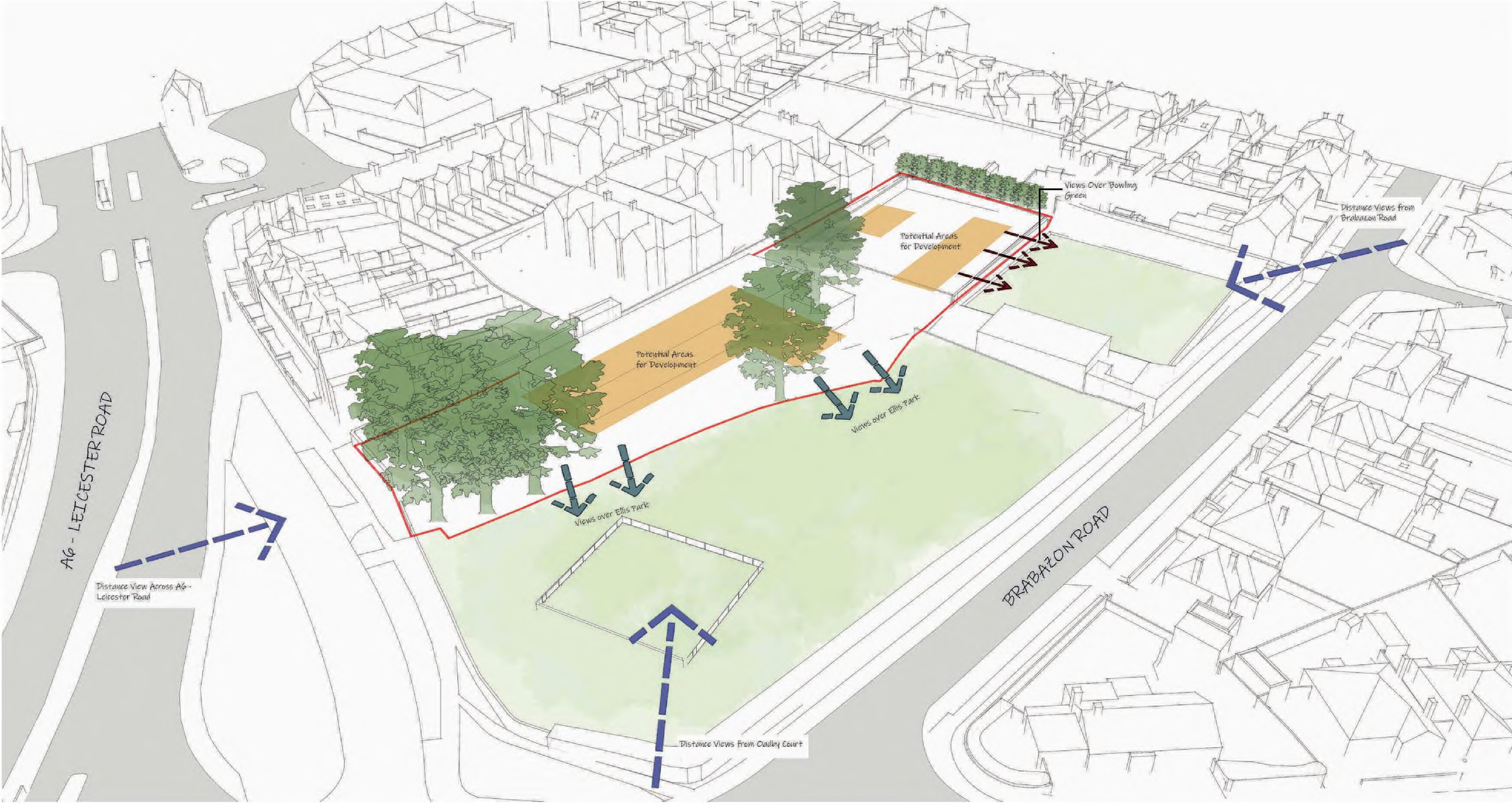


NOS 1 & 2 OADBY COURT

CONSTRAINTS



OPPORTUNITIES



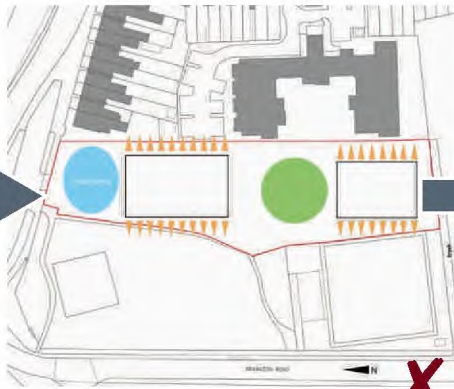
# DESIGN EVOLUTION

The images below illustrate the methodology of best placement of the footprint of the building, the shape of the building, the disposition of car parking and landscaping, and building articulation.

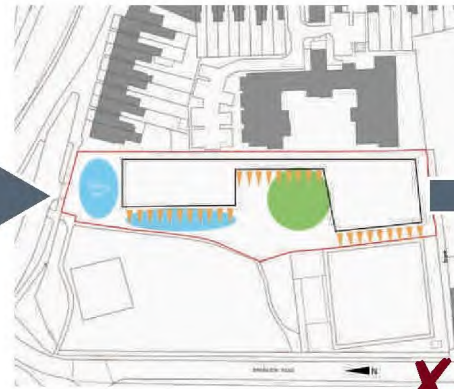
## BUILDING DISPOSITION



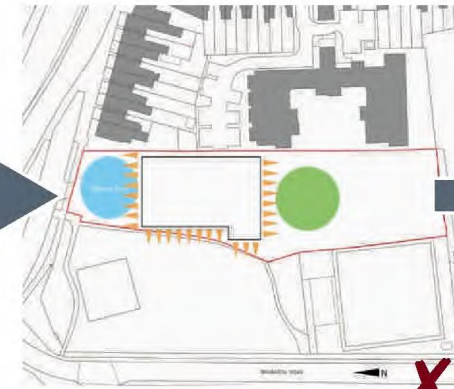
Existing development



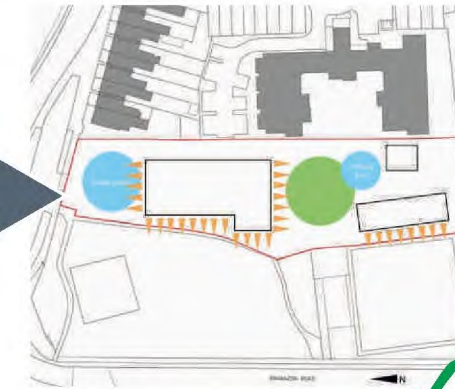
2 Apartment blocks results in segregated apartment blocks and inefficient development



Long Apartment Block results in over-development, doesn't make use of park views, too dominant



Compact Apartment Block underdevelopment, development concentrated in front of site



Compact Apartment Block and Cottages addresses park well, preserves views through site, respects existing site conditions

## PARKING LOCATION



Existing parking



Parking in existing location clashes with proposed building, takes away amenity area on park side



Parking to west of plot takes away amenity area on western side clashes with building footprint



Parking to east of plot frees up western boundary to take full advantage of views, will generate too many vehicle movements on bdy



Parking compact and allows for taking optimum advantage of views

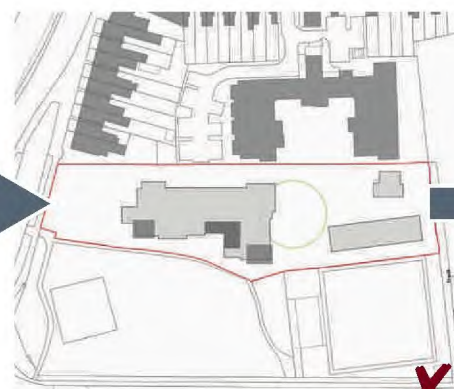
## ARTICULATION



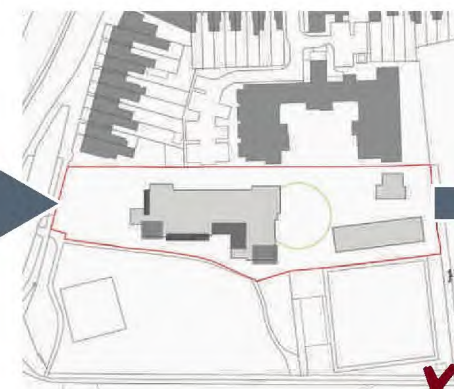
Terraces/ a mix of different building heights/forms



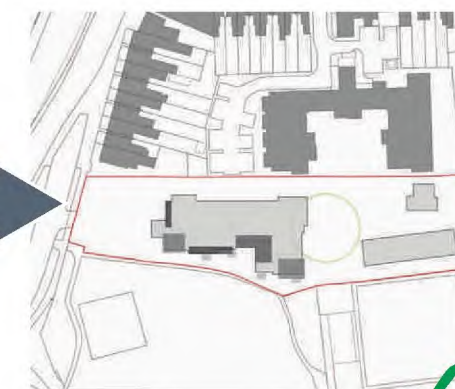
Focal points on corners of building - four storeys



Focal points on corners of building, recess in internal corner



Focal points on corner of building, recess in internal corner, large windows over looking park and street



Focal points on corner of building, recess in internal corner, large windows overlooking park and street, balconies to take advantage of views.

# DESIGN PRECEDENTS

There are a wide variety of design styles within the vicinity of the Site; the flat-roofed, modernist style buildings of Oadby Court, low rise, hipped roof post-war dwellings across Brabazon Road, flat roofed two and four storey buildings on The Parade and the traditional pitched roof appearance of Rowleys Court.

A varied material palette can be observed throughout the town. In the vicinity of the subject Site alone, there are examples of two storey red brick terraces, 20th century former office blocks which feature render and large areas of glazing, two and a half storey pitched roof painted and rendered dwellings and a three-storey mixed-use building of yellow and brown bricks with rendered infill panels.

Many recent mid-to-high density residential developments in the UK feature limited but high-quality material palettes. Brick is the favoured material in these schemes, with many consisting of one brick type enhanced using detail panels. In some cases, these might be bricks laid in an opposing direction to majority of bricks or laid in a less common bond. In some cases, these might be recessed or expressed panels, or contrasting areas of brickwork.

## Examples of Varied Palette of Materials and Design Styles in Oadby



## Examples of Brick Detailing on Residential Schemes



Image Courtesy: <https://www.architectsjournal.co.uk/building/nas-hawkinsbrowns-st-johns-hill-created-a-new-london-vernacular/>



Image Courtesy: <https://stanfortharchitects.co.uk/work/stoughton-house-leicester/>



Image Courtesy: <https://sandersstudios.co.uk/#/brickfields/>



Image Courtesy: [www.stephentaylorarchitects.co.uk/project/house-on-work/](https://www.stephentaylorarchitects.co.uk/project/house-on-work/)

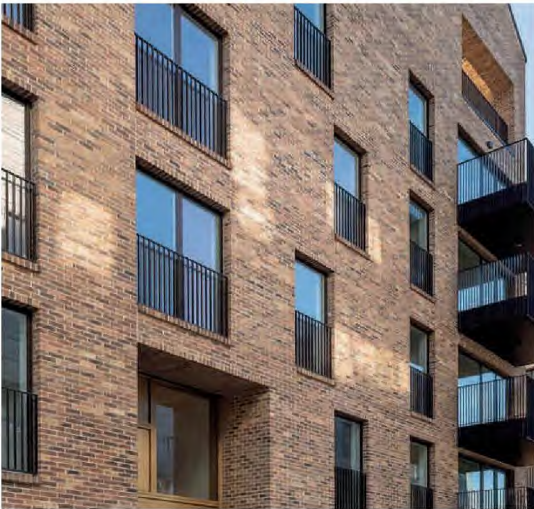


Image Courtesy: <https://www.karakusevic-carson.com/projects/branch-place-colville-estate>

PROPOSED SITE LAYOUT



# CONTEXTUAL ELEVATION TO OADBY COURT/A6

Following extensive site analysis and design work, below is the proposed elevation to Oadby Court/ A6 in Context



# PROPOSED ELEVATIONS

Following extensive site analysis and design work, below is the proposed western elevation, overlooking Ellis Park



Below is the proposed eastern elevation.



## PHOTO-MONTAGE VIGNETTES



Vignette from A6 Verge - Existing



Vignette from A6 Verge - With Proposed Building

## PHOTO-MONTAGE VIGNETTES



Vignette from Brabazon Road



Vignette from Brabazon Road - With Proposed Building

## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Swimming Pool and Tennis Court Site in Oadby.

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 development.

Once again, thanks for your time.

