

# PURPOSE OF THIS CONSULTATION

## WELCOME

This consultation is presented on behalf of Churchill Living and Weatherstone Properties Group, inviting you to view and provide feedback on the initial proposals for the land at Seaford Constitutional Club, Crouch Lane, Seaford, BN25 1PU.

The consultation consists of a number of information boards including the following:

- The Purpose of the Consultation;
  - Introduction to Churchill Living;
  - Planning Policy & Housing Need;
  - Benefits of Older People Housing;
  - Location;
  - The site;
- Context;
  - Planning History (Existing Consent);
  - Constraints & Opportunities;
  - Indicative plans;
  - Artist impression;
  - 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 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 redevelopment the land at Seaford Constitutional Club, Crouch Lane, Seaford, BN25 1PU, and the erection of retirement housing; comprising circa 44 no. one and two-bed apartments with associated communal areas, parking and landscaping.

## VISION

Churchill 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 the area 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.

Examples of Churchill developments within sensitive / historic context :



# INTRODUCTION TO CHURCHILL LIVING

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

Throughout our history we have undertaken over 190 developments and sold over 6,000 units. Through our group company, Churchill Estates Management, we retain the operation, management, care and responsibility of our completed developments.

Our commitment to developing excellence and quality on every occasion rests in our drive to meet the lifetime needs and aspirations of each of our 10,000+ resident home owners.

Our developments not only provide well documented benefits to our customers but also significant social and economic benefits to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses; reduce pressure on local health and social care services; and help to free-up 'under-occupied' local homes for local families and first time buyers.

"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." (Source: 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. For every 3 apartments sold, evidence shows that a first time buyer purchases one of the properties in the chain that we create.

CL 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 CL's key statistics;

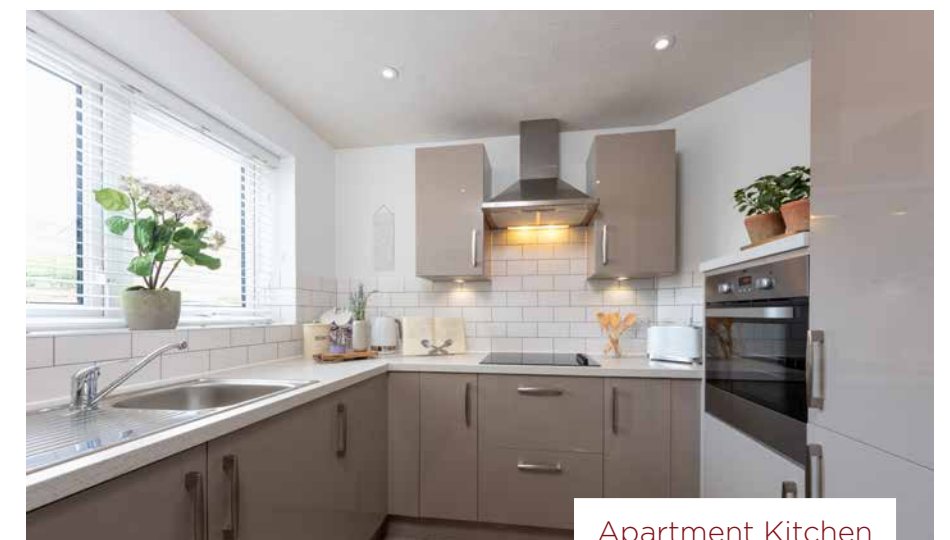
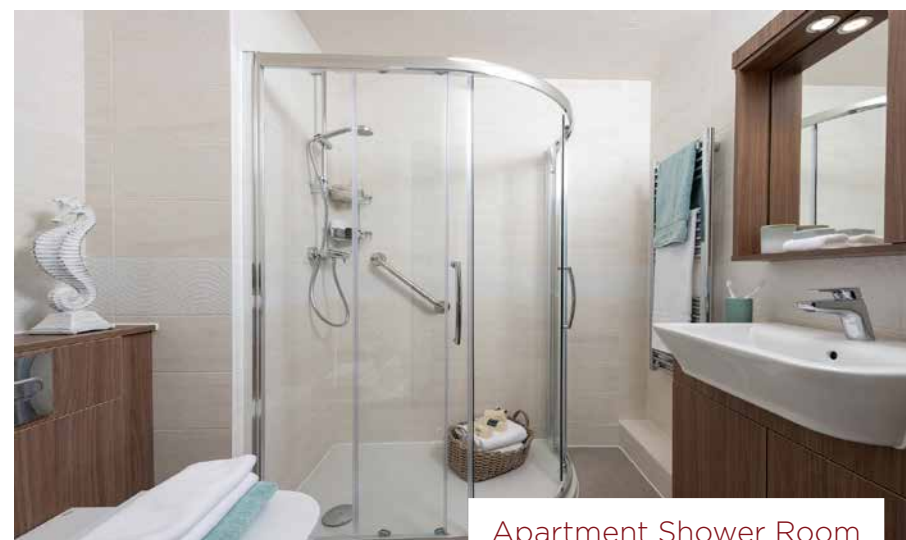
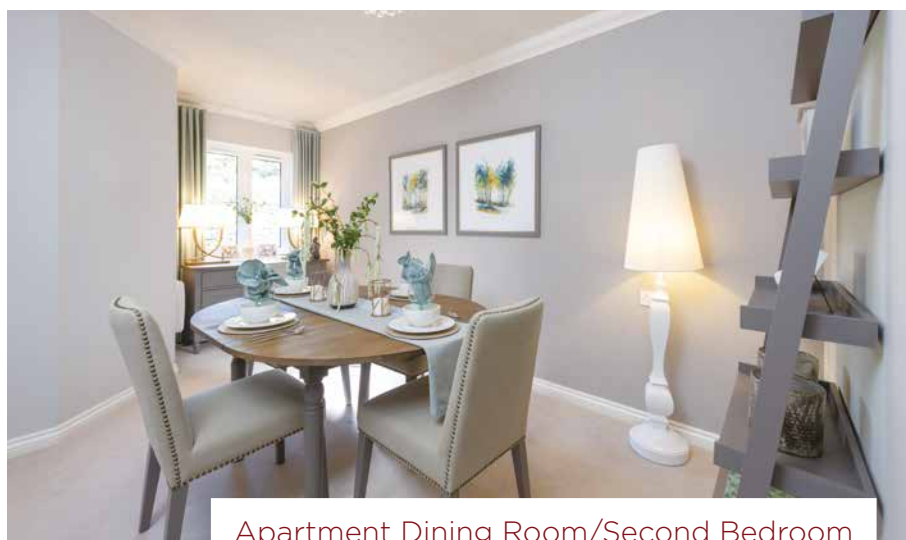
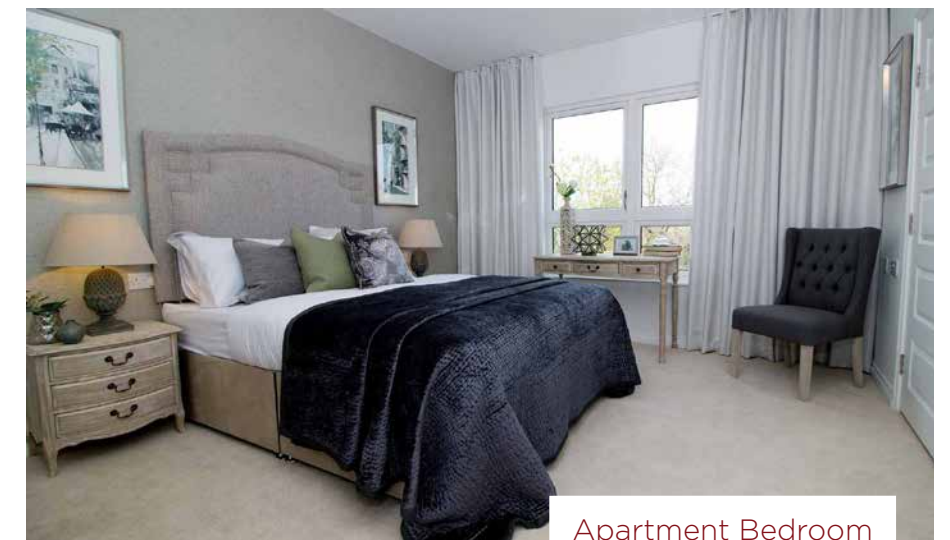
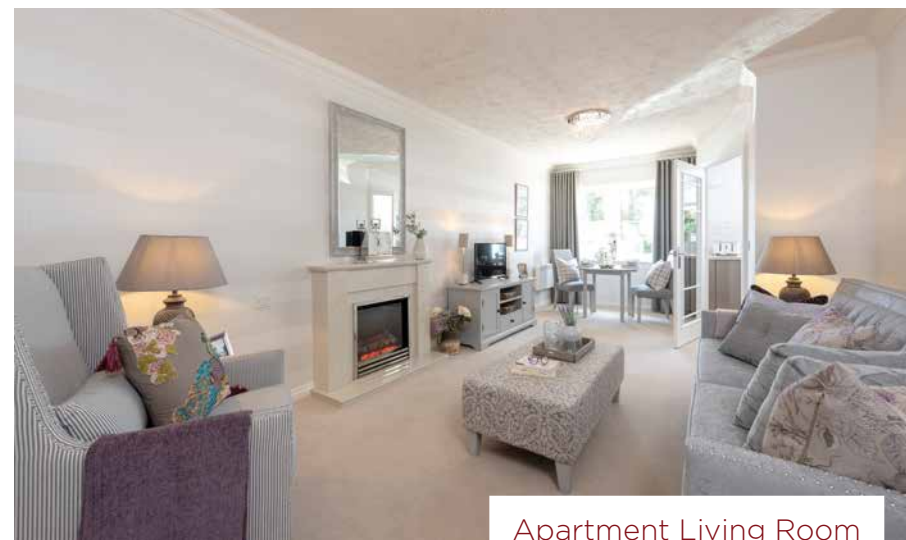
- Over 190 developments built and over 6,000 apartments sold.
- 7,545 apartments under management.
- Owned and contracted land bank of 3,009 plots.
- Five regional offices around the country.

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.

CL 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 Ltd, which advises on planning related and public consultation matters.



## TYPICAL DEVELOPMENT FEATURES





# PLANNING POLICY

The Councils development plan consists of the Lewes Core Strategy: Local Plan Part 1 (2016) and the Local Plan Part 2 :Site Allocations and Development Management Policies (2020) and the Seaford Neighbourhood Plan (2019).

## Lewes Core Strategy: Local Plan Part 1 (2016)

The Local Plan Part 1 (2016) forms part of the statutory development plan for the whole of Lewes District where the site falls. The relevant policies within the Local Plan Part 1 (2016) in relation to the redevelopment to older people housing on this proposal site are listed below.

- Spatial Policy 1 (Housing Provision)
- Spatial Policy 2 (Distribution of Housing)
- Core Policy 1 (Affordable Housing)
- Core Policy 2 (Housing Type)
- Core Policy 7 (Infrastructure)
- Core Policy 8 (Green Infrastructure)
- Core Policy 10 (Natural Environment and Landscape Character)
- Core Policy 11 (Built Environment)
- Core Policy 12 (Flood Risk)
- Core Policy 13 (Transport)
- Core Policy 14 (Renewable and Low Carbon Energy)

## Lewes District Local Plan Part 2 Site Allocations and Development Management Policies (2020)

The relevant policies within the Lewes District Local Plan Part 2 Site Allocations and Development Management Policies (2020) in relation to the redevelopment to older people housing on this proposal site are listed below.

- Policy DM1: Planning Boundary
- Policy DM15: Provision for Outdoor Playing Space
- Policy DM20: Pollution Management
- Policy DM21: Land Contamination
- Policy DM22: Water Resources and Water Quality
- Policy DM23: Noise
- Policy DM24: Protection of Biodiversity and Geodiversity
- Policy DM25: Design
- Policy DM26: Refuse and Recycling
- Policy DM27: Landscape Design
- Policy DM30: Backland Development
- Policy DM35: Footpath, Cycle and Bridleway Network

## Seaford Neighbourhood Plan 2017 – 2030

The relevant policies within the Seaford neighbourhood Plan in relation to the redevelopment to older people housing on this proposal site are listed below:

- Policy SEA1 (Development within or affecting the South Downs National Park)
- Policy SEA2 (Design)
- Policy SEA17 (Brownfield Development)
- Community Aspiration 1 (Seafront and Tourism)
- Community Aspiration 4 (Climate Change and Flooding)
- Community Aspiration 5 (Infrastructure)
- Community Aspiration 6 (Services for young people)
- Community Aspiration 7 (Policing)
- Community Aspiration 8 (Recycling)
- Community Aspiration 9 (Transport and air quality)

## Emerging Local Plan

Lewes District Council is preparing its new Local Plan with the aim of providing the planning framework to 2040. The Council held a Regulation 18 consultation in February 2024.

There has been no further update to the emerging Local Plan, although it is identified within the Local Development Scheme that the Examination in Public (Reg.24) is due to take place in Autumn/Winter 2025.

## The Redevelopment Principle

The principle of residential use on the site has been established through the recent planning consent on the site (ref LW/22/0356) for the redevelopment to provide a part 3.5 / part 4.5 storey building to provide 40 Retirement Living apartments for older persons, with associated communal facilities, parking and landscaping and replacement club at Seaford District Constitutional Club.

Similarly, Core Policy 7 (Infrastructure) of the Local Plan Part 1 seeks to protect against the loss of community facilities. Therefore to accord with this policy, the current Constitutional Club is seeking to relocate to a site 0.5 miles to the west of the proposal site. Therefore, the community facility will not be lost and Core Policy 7 can be accorded with.

The principle of retirement living on this site is therefore considered acceptable.





# HOUSING NEED

## 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.

The Government have published a consultation document on proposed reforms to the national planning policy framework on the 30th July 2024. The consultation for the revised NPPF document closed on the 24th September 2024, which seeks to understand views on the proposed approach to the revised NPPF, as well as views on a series of wider national planning policy reforms.

Within this draft consultation document, paragraph 63 proposes to include the following changes (highlighted) ‘Within this context of establishing need, the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies (including but not limited to, those who require affordable housing; families with children; older people including for retirement housing, housing-with-care and care homes; students; people with disabilities; service families’ travellers; people who rent their homes and people wishing to commission or build their own homes).

These changes present the first time specialist retirement housing has been specifically identified in the National Planning Policy Framework. This subsequently highlights the importance of meeting the housing requirements for the ageing population.

## LOCAL NEED

The 2021 Census data advises that there are 26,500 people aged 65 + in the district, of which 13,100 are aged 80+. The proportion of the population aged 65+ in Lewes District is 27% and 13% for those aged 75+. This is substantially higher than the equivalent populations in England which are 18% and 9% respectively.

The Lewes Housing Need Assessment was published in 2023. This highlights that between 2020 and 2040, the older population aged 75 and over is projected to increase from around 13% to around 19% of the total population. The additional 7,779 individuals represent a 58% increase in the older population over 20 years.

The Housing Needs Assessment (2023) suggests there is an overall need for 1,953 specialist dwellings which are required from the beginning of the plan period in 2020 to the end of the plan period in 2040. The figure below shows that from the 1,400 sheltered housing requirement across the district, 933 of these should be provisioned as leasehold. This presents a significant unmet need of which this proposal will cater for.

Type	Affordable	Market	Total
Housing with care (e.g. extra care)	Includes: enhanced sheltered housing for rent + extra care housing for rent + housing based provision for dementia	Includes: enhanced sheltered housing for sale + extra care housing for sale	552
	241	311	
Sheltered housing	Conventional sheltered housing for rent	Leasehold sheltered housing	1,400
	467	933	
Total	708	1,245	1,953

Source: Housing LIN, AECOM calculations

# THE BENEFITS OF OLDER PEOPLE HOUSING

## THE 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 44 apartments proposed, at a ratio of 1.3 people per unit, there will be around 58 occupants. At a saving of £3,500 each per year, this equates to a saving of **£203,000 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)



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.



# BENEFITS TO THE COMMUNITY

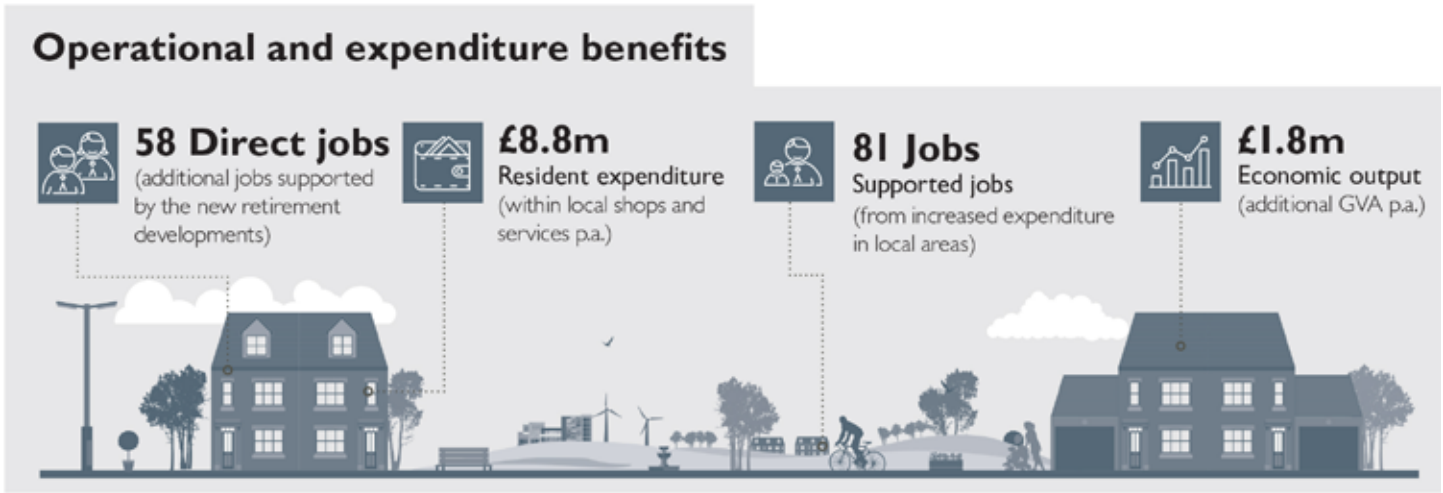
The following information illustrates the economic benefits resulting from Churchill Living's consented schemes during the 2022/23 period :



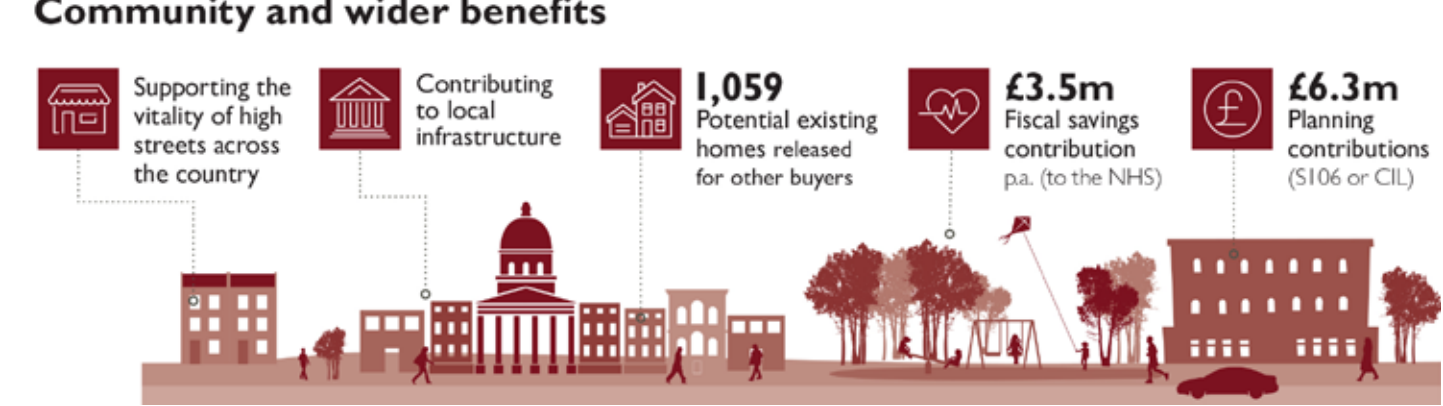
## Construction benefits



## Operational and expenditure benefits



## Community and wider benefits



## LOCATION PLAN 1:1250 @ A3

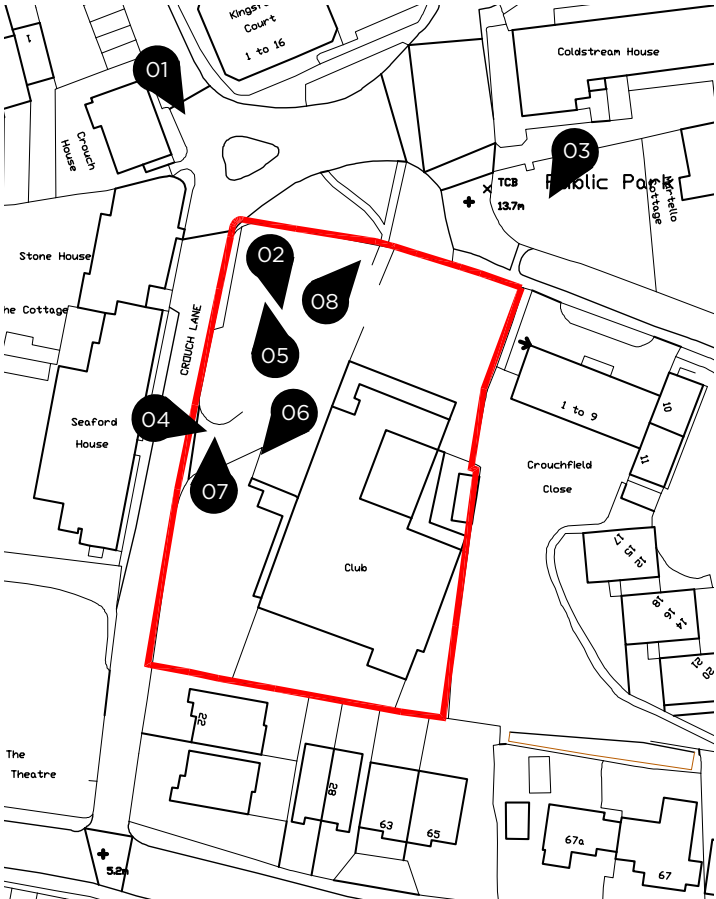


## SITE DESCRIPTION

- Situated at the junction of Crouch Lane and East Street, at the heart of Seaford, the application site is currently occupied by the Seafood & District Constitutional Club building, covering an area of approximately 0.30 acres.
- The two-story main building of the existing Seafood & District Constitutional Club dominates the central part of the site, surrounded by areas of hard standing and soft landscaping.
- Accessible from Crouch Lane to the west, the site enjoys excellent connectivity via a network of roads, footpaths, and public transport routes to the nearby town centre and surrounding areas.
- Located about 0.4 miles south of Seaford railway station and town centre, the site is nestled within a residential area at the crossroads of Crouch Lane, East Street, and Steyne Road, facing onto Crouch Lane.
- Adjacent to the Seaford Town Centre Conservation Area and several listed buildings, the site lies on a slope with a gradual descent of approximately 2.5m from north to south.
- The frontage along Crouch Lane is predominantly hard standing, with sizable green areas at the northern and southern ends. Retaining walls enclose the site perimeter.
- The immediate vicinity boasts a mix of multi-storey flatted developments and two-story residential housing in both traditional and contemporary styles. North of East Street and Crouch Lane, multi-storey flatted developments dominate, while Steyne Road features two / three-story terraced housing.
- Brickwork and render are the prevailing materials, complemented by occasional weatherboarding.
- The facade of the existing building combines tile hanging, flint, and brickwork elements.
- Recent developments showcase an array of render finishes, red brick accents, and weatherboarding, often reflecting the blend of traditional and contemporary materials in the area.
- Pitched roofs, hipped roofs, and mansard roofs, typically adorned with clay tiles, are characteristic features of the area's architectural landscape.



THE SITE



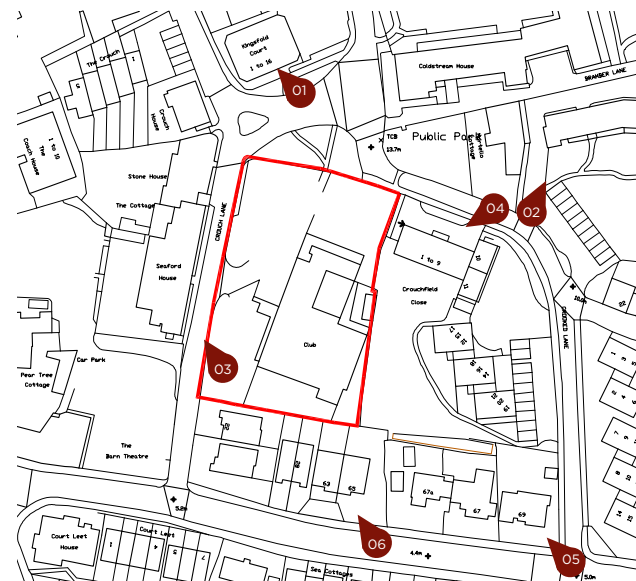


## CONTEXT\_01

Seaford is famed for its picturesque coastal location, nestled between the South Downs and the English Channel. This geographical backdrop has deeply influenced the town's architectural evolution, seamlessly merging natural beauty with built heritage. An impressive feature of Seaford's built environment lies in its architectural diversity. Within the town, there is a blend of residential, commercial, and institutional structures, each contributing to its distinct character. From charming cottages in the old town to contemporary developments along the coast, a wide array of architectural styles enrich both the immediate and broader local context.

The vicinity surrounding the site showcases a diverse mix of apartments and houses, varying in age, architectural design, and scale. 4.5 (1) to 6 storey (2) flatted developments along East Street and Bramber Close are clad with brick / tile hanging and white render respectively. Crouch Lane hosts a 4.5 storey flatted development (3) characterised by brick and weatherboarding, and adjacent to the eastern site boundary along Crooked Lane stands a 5 storey development (4) with a rendered façade. Smaller residential properties along Steyne Road feature brick, render, and tile hanging (5&6).

Moving beyond the immediate site context, this architectural diversity continues. Period dwellings and buildings exhibit façades adorned with a mix of tile hanging, flint, and brickwork. Recent developments showcase an assortment of render, red brick accents, and weatherboarding, reflecting a blend of traditional and contemporary materials within the area. Roofing predominantly comprises pitched roofs, often clad with clay tiles and occasionally slate tiles, with mansard roofs being a common feature in both traditional and modern constructions.





# CONTEXT \_ 02

The following images highlight a range of architectural detail, scale and massing within the surrounding context, as well as indicating views towards the site from surrounding streets.





CONTEXT \_ 02





# PLANNING HISTORY : EXISTING PLANNING CONSENT [APP/P1425/W/23/33152]

The latest planning application for the site was for ‘redevelopment to provide a part 3.5/part 4.5 storey building to provide 40 retirement Living apartments for older persons, with associated communal facilities, parking, and landscaping and replacement club’ (reference LW/22/0356). This application was refused. However, it was allowed on appeal dated 29th August 2023. The below shows the proposed building.



SITE PLAN



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



VERIFIED VIEW 01



VERIFIED VIEW 02



VERIFIED VIEW 03

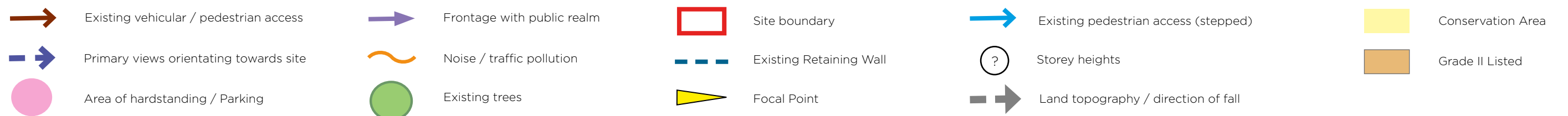


VERIFIED VIEW 04



## CONSTRAINTS

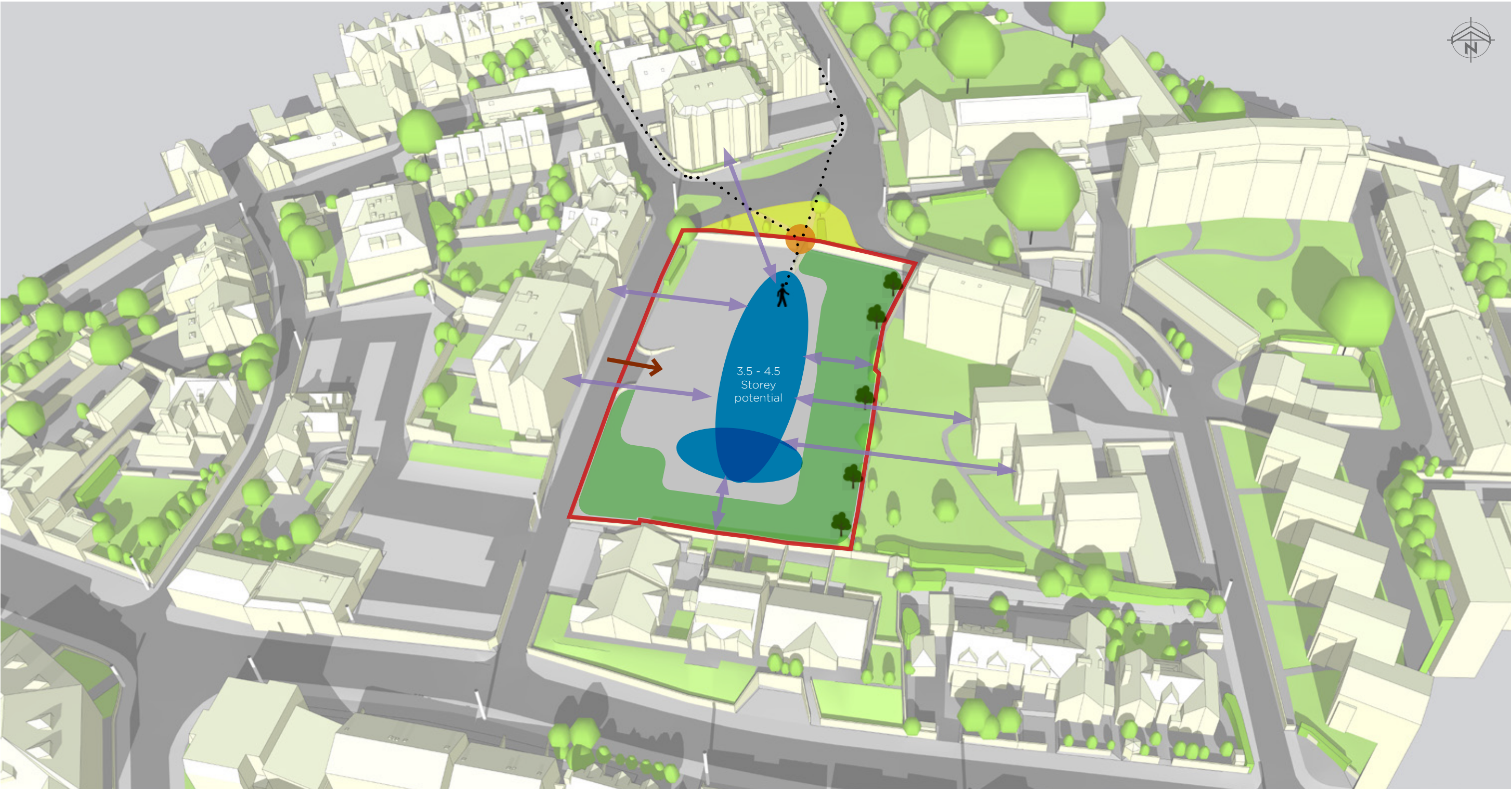
Constraints that affect the potential for a successful urban development have been highlighted in the image below.














# OPPORTUNITIES

The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, highlighted in the image below.



- |   |   |  |   |   |  |
|---|---|--|---|---|--|
|  | Opportunity to reposition the proposed footprint centrally within the site boundary, increasing distance to the eastern boundary and the Crouchfield Close development opposite |  | Excellent separation distances between active frontages and neighbouring boundaries / amenities |  | Short level walk for pedestrians and owners to the local amenities |
|  | Maximise zones of amenity / landscaping around the proposal. Enhance biodiversity through removal of hardstanding   |  | Proposal parking screened by existing and supplementary planting                                |  | Proposed Level Pedestrian Access (step free)                       |
|  | Additional boundary planting to provide appropriate level of natural screening  |  | Existing access adapted to form segregated vehicle / pedestrian access                          |  | Enhance public landscaping area / pedestrian access                |



# CHURCHILL LIVING PROPOSAL : INDICATIVE SITE PLAN

The image below shows the proposed Site Plan, Ground floor plan, car parking and extent of landscaping.



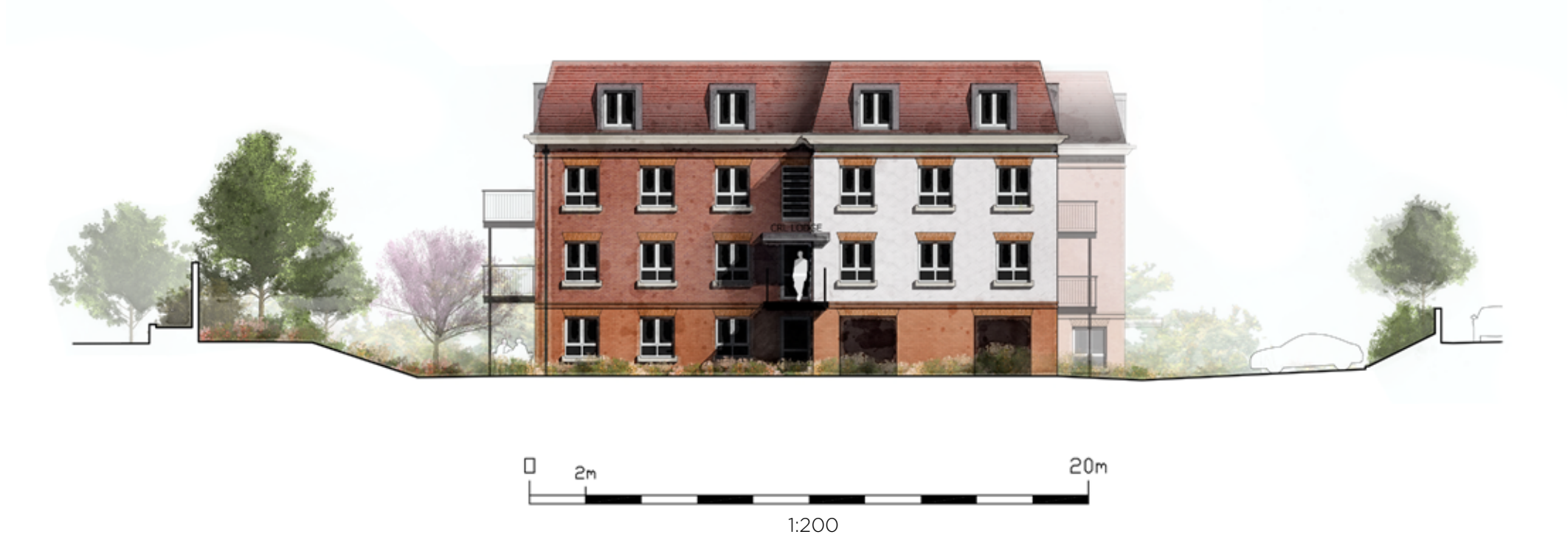
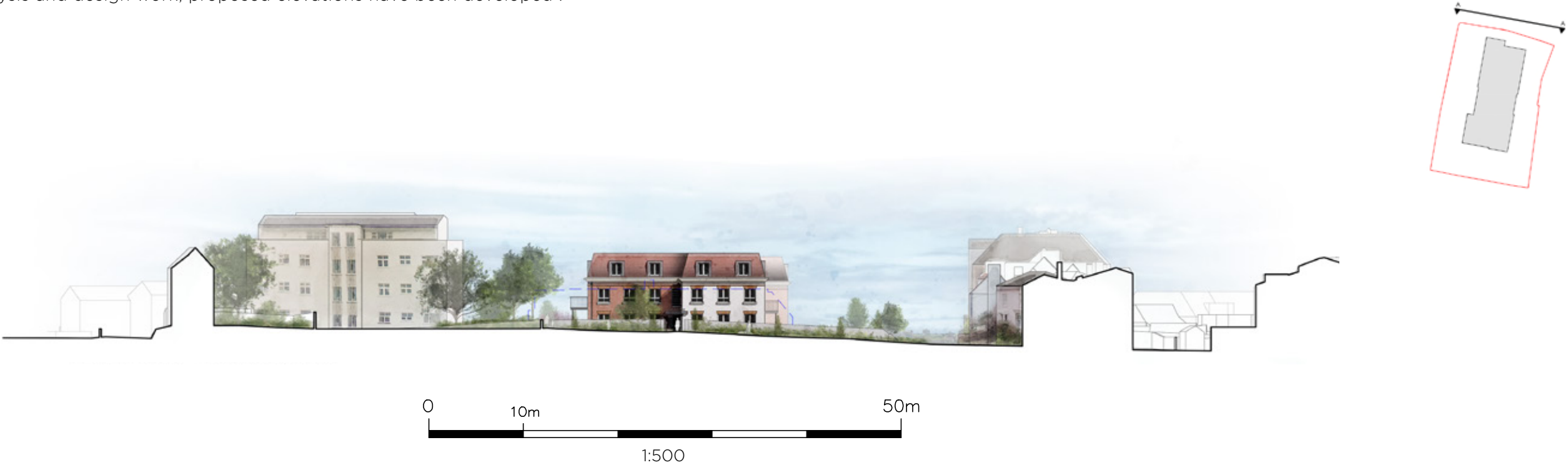
- Site boundary
- 1 bed room apartment
- 2 bed room apartment
- Communal areas
- Existing buildings to be demolished

- 01 Vehicular access
- 02 Level pedestrian access
- 03 Substation access
- 04 Parking for 15 cars (inc 2 x undercroft parking spaces)
- 05 Entrance to development
- 06 Owners lounge / communal facilities
- 07 Dry riser / fire fighting stairs
- 08 Refuse
- 09 Mobility scooter / cycle storage
- 10 Communal seating / amenity space



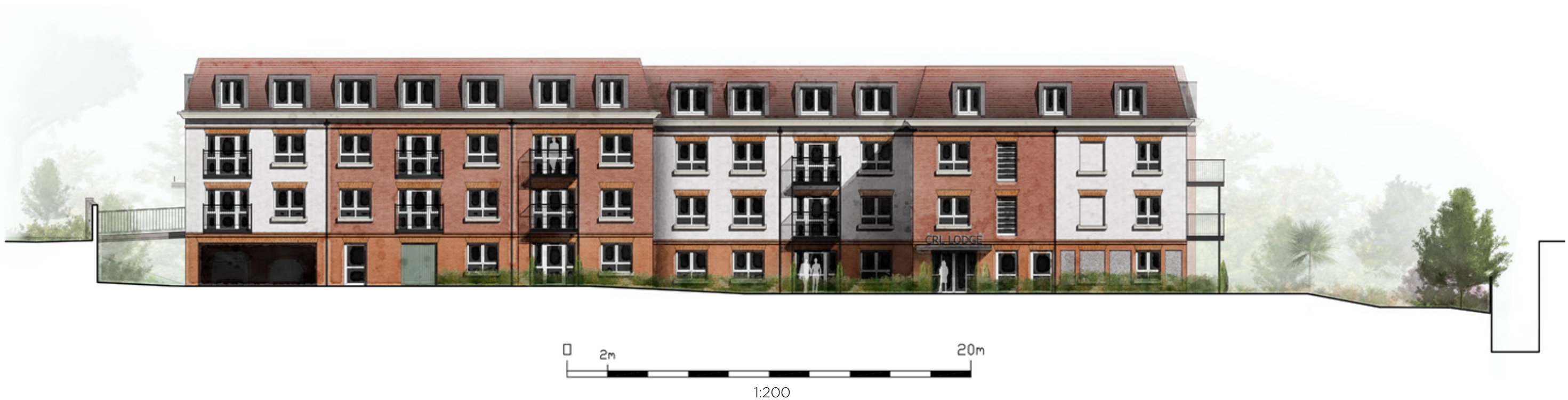
# CHURCHILL LIVING PROPOSAL : INDICATIVE EAST STREET ELEVATION [A-A]

Following extensive site analysis and design work, proposed elevations have been developed :





CHURCHILL LIVING PROPOSAL : INDICATIVE CROUCH LANE ELEVATION [B-B]

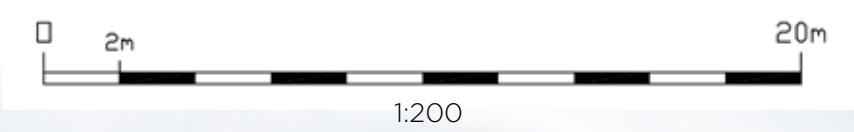




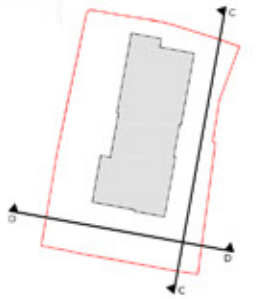
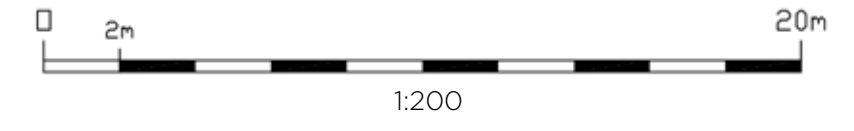
CHURCHILL LIVING PROPOSAL : INDICATIVE REAR ELEVATIONS



ELEVATION C-C



ELEVATION D-D





# CHURCHILL LIVING PROPOSAL : INDICATIVE SITE DISTANCES PLAN 1:500 @ A3

The plan below highlights proposed boundary distances as well as distances to neighbouring properties.





## CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION

The visual below illustrates the proposed development in context when viewed from East Street.





## CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION

The visual below illustrates the proposed development in context when viewed from Crouch Lane.





## CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION

The visual below illustrates the proposed development in context when viewed from Steyne Road.





## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the land at Seaford Constitutional Club, Crouch Lane, Seaford, BN25 1PU, 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 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.

