

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 Buzz Bingo site in Banbury. 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’s Housing**
 - **Location & site**
- **Context**
 - **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 has 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 former Buzz Bingo building at the corner of Castle Street and North Bar Street, Banbury, OX16 0TH, and the erection of circa. 80-85 retirement living apartments with associated communals, 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 contributing to the character of Banbury. and making a positive contribution locally in terms of social, economic and environmental benefits.

The proposal is for a retirement housing development of circa. 80-85 one, two- and three-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 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**
- **The Sunday Times Top 100 Best Companies to Work For. In 2019 Churchill achieved 2nd place in this prestigious business award followed by a 3rd place in 2020**

Summarised below are some of CRL's key statistics;

- **7,545 apartments under management**
- **Five regional offices around the country**
- **Over 600 employees across the group**

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, which advises on planning related and public consultation matters.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



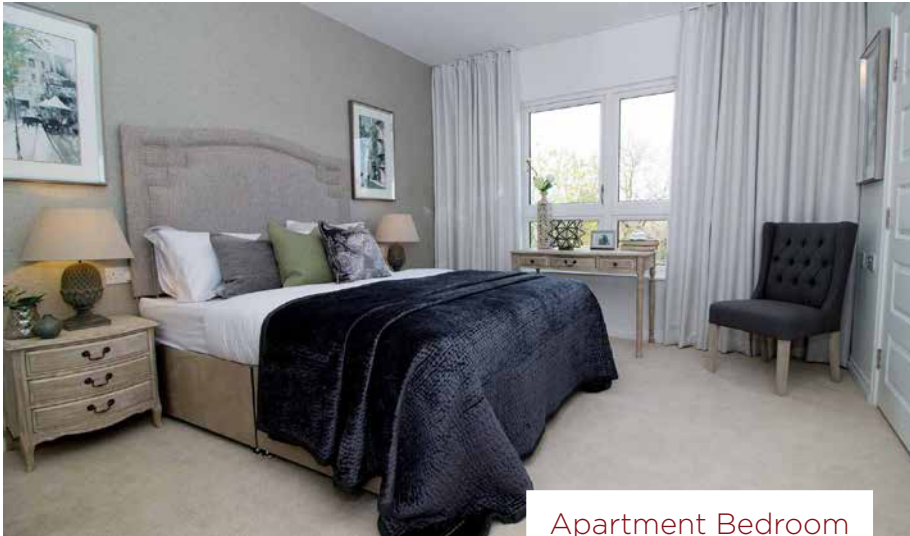
Guest Suite



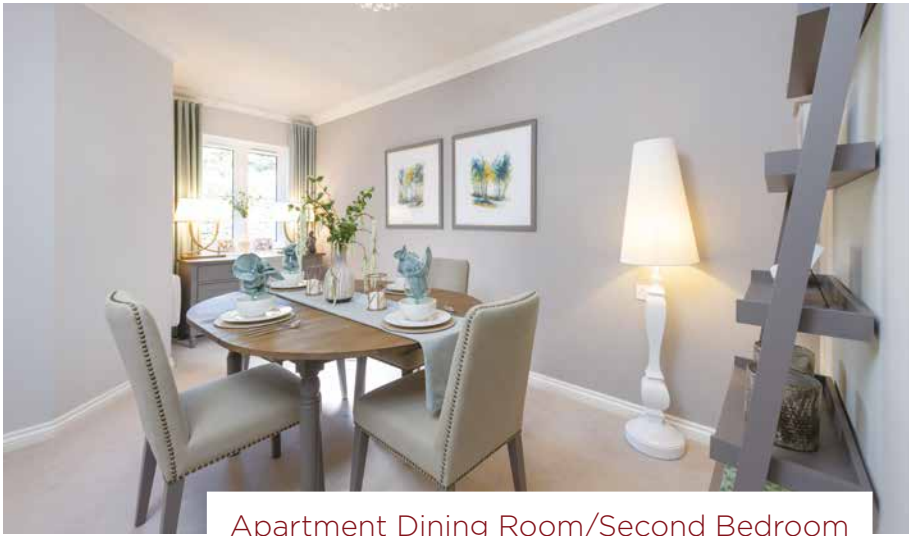
Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

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 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.

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

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

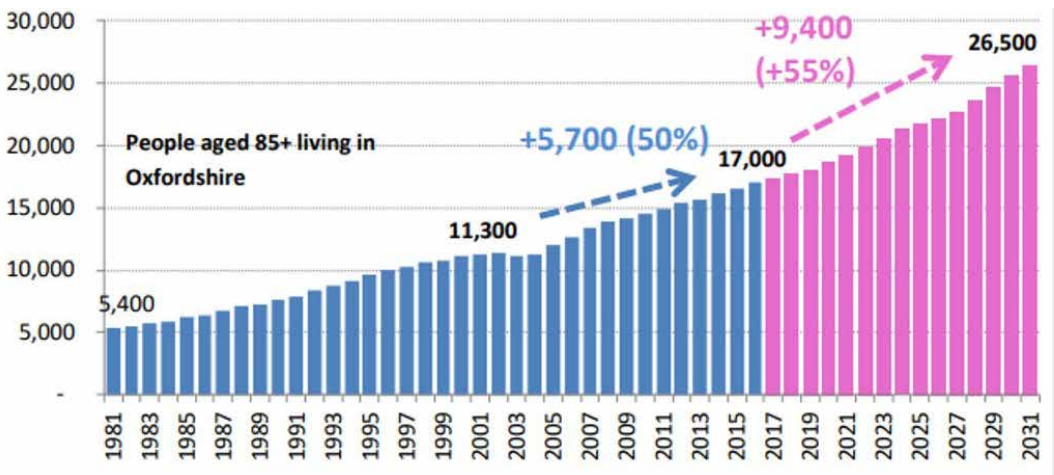
For Oxfordshire, the number of people aged 85 and over is expected to increase by 55%, with an additional 9,400 people between 2017 and 2031.

Recent data shows when comparing the Oxfordshire districts, Cherwell is expecting to see the highest growth in the number of people aged 65 and over.

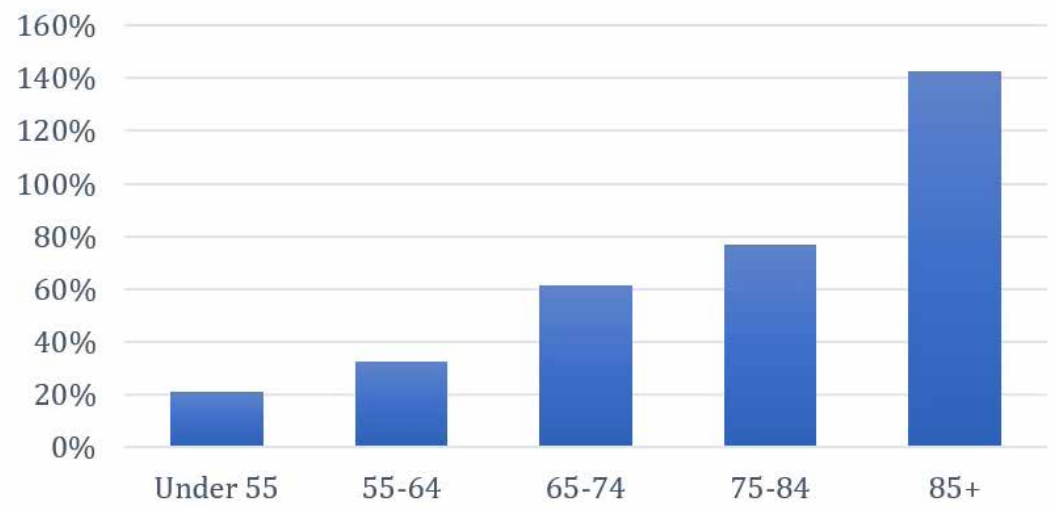
Within Cherwell, the growth in the older population between 2011 and 2031 is set out below. This shows the number of over 65s is expected to increase by 62%, but for those aged over 85, there is expected to be 142% increase over the 20 year period.

The Oxfordshire Housing Needs Assessment (2014) shows a shortfall of between 696 units and 1,436 units of specialist housing for older people.

The Cherwell Housing Strategy acknowledges life expectancy of people in Cherwell is higher than the national average and the district is expected to see a substantial increase in the older person population. The Housing Strategy acknowledges the specific increase in those aged over 85 resulting in a significant increase in the demand for accommodation that is suited to an older population.



Projected Change in Population of Older Persons in Cherwell 2011 to 2031



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 person per year (Homes for Later Living September 2019).
- Moves into retirement housing, fees up larger under occupied family homes. Every move into retirement housing generates two moves further down the housing chain, sometimes more. Thus freeing up properties for young families and first time buyers.
- 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

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.



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

OUR TYPICAL CUSTOMER



“

The Churchill team couldn't have done anything more for me, and it was great having someone to say 'Sit down and leave it all to us' - I wasn't expecting to get so much help! It meant little or no concern, I could just relax and let other people take care of the details.

I've moved house lots of times before, but never on my own. My wife was always the one who would take charge of things, so it was a bit daunting thinking I'd have to do it all without her. That's why it was so lovely to have it all taken care of for me, and I was kept informed throughout so I knew what was happening.

The removal company gave lots of helpful advice, and when it came to moving day my Senior Move Adviser Kim was there as an extra pair of hands to make the whole day run smoothly. I also got to stay in the Lodge's Guest Suite the night before I moved in, which was just what I needed after a long journey from Lancashire down to Cornwall. Just another thing that was just taken care of without me having to worry about it.”

Barry Perkins (Perran Lodge, Newquay)



“

The Millstream team work very hard but still maintain their warm and caring approach as they help new apartment Owners move here and settle in. I'd like to thank them for creating such a warm, settling and happy home for me and my dog Molly.”

Barbara Roberts (Lockyer Lodge, Sidford)

“

“We were rattling around in a four bedroom house that was far too big for us. We decided the time was right for us to downsize, and the pandemic didn't put us off from making the move. Our bowling colleague Bob recommended Churchill, and now he's our next-door neighbour!”

“Our new apartment is very warm and cosy, everything is nice and new, and we have a very nice outlook from our balcony across the bay to St Michael's Mount. We've seen some beautiful sunrises. We also enjoyed a 'pasty and prosecco' welcome party in the Owners' Lounge when we first moved in, which gave us a chance to meet people. Everyone was very welcoming and we're looking forward to getting to know them all.”

Mike and Jackie Richards (Mount's Bay Lodge, Penzance)

PLANNING POLICY

NATIONAL PLANNING POLICY FRAMEWORK

The National Planning Policy Framework (NPPF) sets the Government’s overarching planning framework that guides development nationwide.

The NPPF sets out the Government’s clear intention to significantly boost the supply of new homes (paragraph 60). There is an intention to deliver 300,000 new homes a year.

Paragraph 119 sets out that this means making as much use as possible of previously developed land. The Government is championing the take up of brownfield land by encouraging the remediation of degraded or contaminated spaces, promoting the development of under-utilised land thereby reducing the need to use limited land resources.

Paragraph 86f recognises that residential development often plays an important role in ensuring the vitality of centres and encourages residential development on appropriate sites.

The NPPF seeks to achieve healthy, safe and inclusive places (paragraph 92). These are fundamental principles of the scheme proposed. These are key benefits that residents are looking for when they seek to move to a Churchill Retirement Living scheme.

PLANNING PRACTICE GUIDANCE

The Planning Practice Guidance (PPG) provides guidance on how policies in the NPPF should be implemented. The PPG sets out that the need to provide housing for older people is critical. It acknowledges that 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 health and social care systems.

The PPG is clear that “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”.

DEVELOPMENT PLAN

The development plan for Cherwell consists of the Local Plan Part 1 2011-2031 (adopted 2015), saved policies of the Cherwell Local Plan 1996 and the Local Plan Partial Review (Oxford’s Unmet Housing Need) (adopted 2020).

The site is allocated under Policy Banbury 8: Bolton Road Development Area. The Council have also adopted a Banbury Vision and Masterplan SPD. This includes the site within area 1, which is identified as in need of regeneration. This encourages three to four storey development on the site.

This is an important site, which will assist with the wider regeneration of the town centre. The proposal is in keeping with the scale of existing buildings whilst maximising the use of previously developed land. It will deliver an effective and efficient use of brownfield land in accordance with policy BSC2.

There is a local housing need. The Council are unable to demonstrate a 5 year land supply and this is an available and suitable site to deliver some of this much needed housing. It will reduce the need for greenfield development elsewhere in accordance with the NPPF.

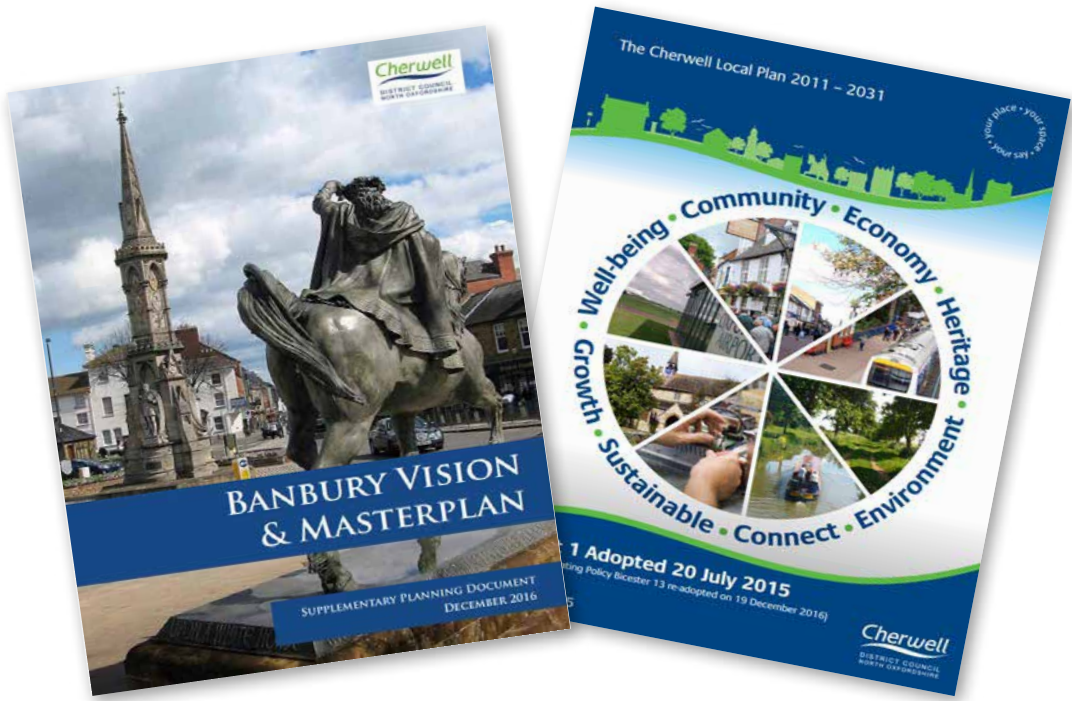
The proposal will meet the needs of older people, as well as freeing up family housing further down the housing chain, meeting the requirements of policy BSC4.

The proposal will incorporate solar panels and deliver a sustainable form of development in accordance with policies ESD1, ESD2 and ESD3.

The design has been carefully considered and reflects the historic character of the area in accordance with policy ESD15. The proposal will significantly open up the setting of the grade II listed Trelawn House, as well as delivering the tree lined avenue on Castle Street, in accordance with the Banbury Vision and Masterplan SPD.

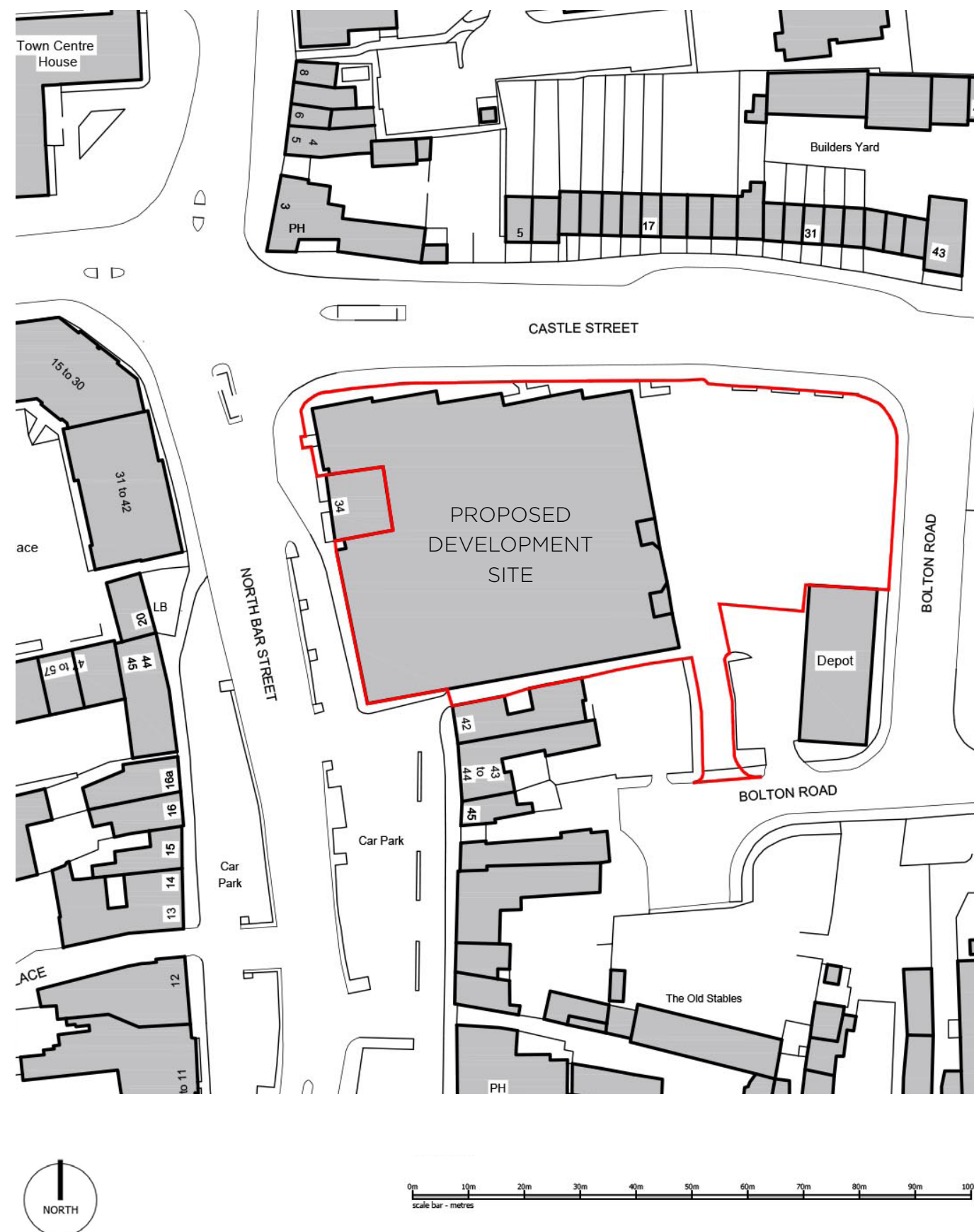
Overall the proposal will provide much needed redevelopment of a largely vacant brownfield site in a sustainable location. It will significantly enhance the character and appearance of the area and open up the setting of Trelawn House. The development will provide much needed housing for older people, providing wider social and economic benefits and freeing up family housing elsewhere in the market.

The proposal responds to site specific Policy Banbury 8, the Banbury Vision and Masterplan SPD and also the wider development plan and NPPF.



LOCATION MAP

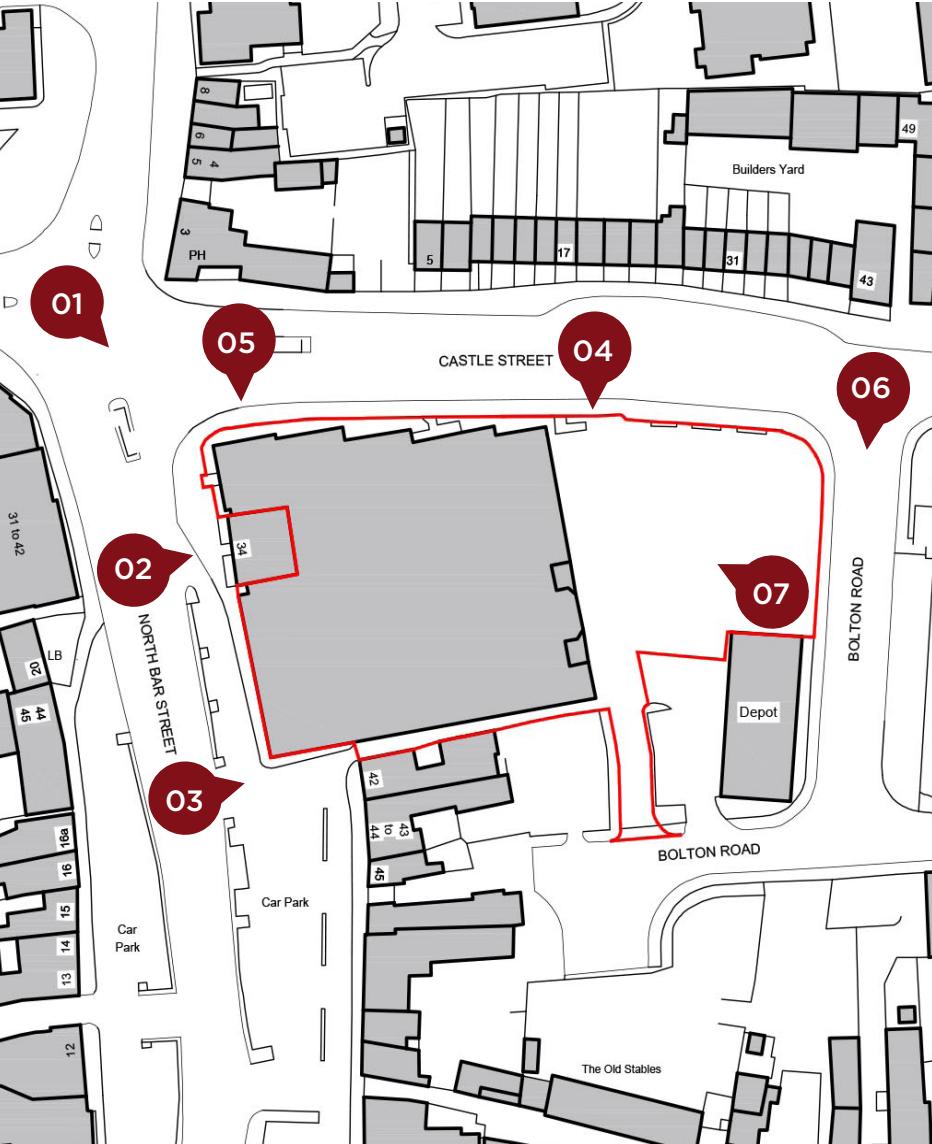
Scale 1 : 1250



SITE & CONTEXT DESCRIPTION

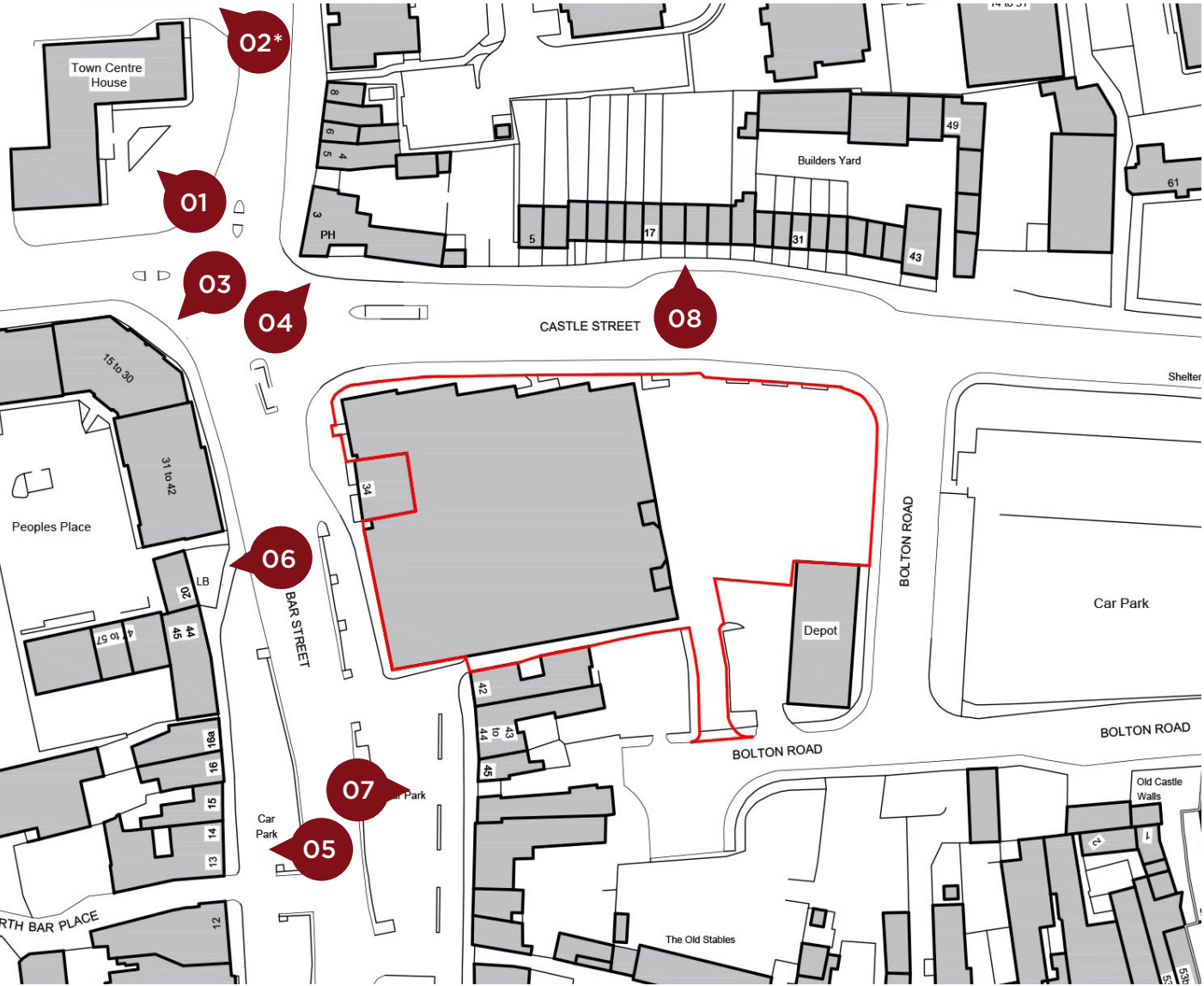
- The site comprises a single large detached industrial building to the corner of Castle Street and North Bar Street. The current building envelops Trelawn House, an existing Grade-II Listed property which fronts North Bar Street.
- The site is broadly rectangular in shape and is 0.50Ha, measuring approximately 58m in length from north to south, and 105m from east to west. The site is sloping; there is a rise from the front of the site to rear of approximately 3.25m.
- The site addresses two main roads within Banbury; the northern boundary fronts onto Castle Street which leads east to Castle Quay Shopping Centre, the western boundary fronts onto North Bar Street, a historic thoroughfare on the western side of the town, which leads to the historic High Street and the Banbury Cross statue.
- The eastern boundary fronts onto Bolton Road, a side road which acts as a service road that leads to rear ends of the majority of the burgage plots in the immediate area. The south boundary is formed by a pedestrian walkway that separates the site from 42 North Bar Street.
- The character of the area is mixed. It contains older terraced buildings and dwellings, ranging from 2.5 to 3.5 stories in height, generally from the late Georgian or early Victorian period. The majority are sited towards the back edge of the footway. On the corner of North Bar Street and Warwick Road is a modern 4 storey development
- Immediately to the east of the site is the Bolton Road long stay car park, which contains no built form.
- The site is designated with in the Banbury Vision & Masterplan Document (December 2016) as 'development site 8', with an aspiration to improve the frontage to Castle Street, with strategic landscaping. The northern half of Castle Street lies within the Banbury Conservation Area.
- The predominate building material to Castle Street is red brick and the building typology is traditional. The main brick is supplemented by a palette of light renders and stone flat-arched heads and cills. The prevalence of stone becomes more dominant further to the south of the site.
- The roof ridge lines along Castle Street and North Bar Street are relatively continuous, only broken by the different heights of the dwellings and internal gables. There are few irregular gaps and breaks between properties and roof finishes are predominalty grey tile.
- Common features include chimneys, feature gables, uPVC glazing with glazing bars, stone headers and cills, dormer windows (some with pitched roofs) above and bonnet tiles to roof hips.
- There are very few boundary hedges / trees to soften the strong built forms along Castle Street and North Bar Street. Frontage boundaries are defined by lthe buildings presentling themselves directly to the back edge of footway.

SITE PHOTOS

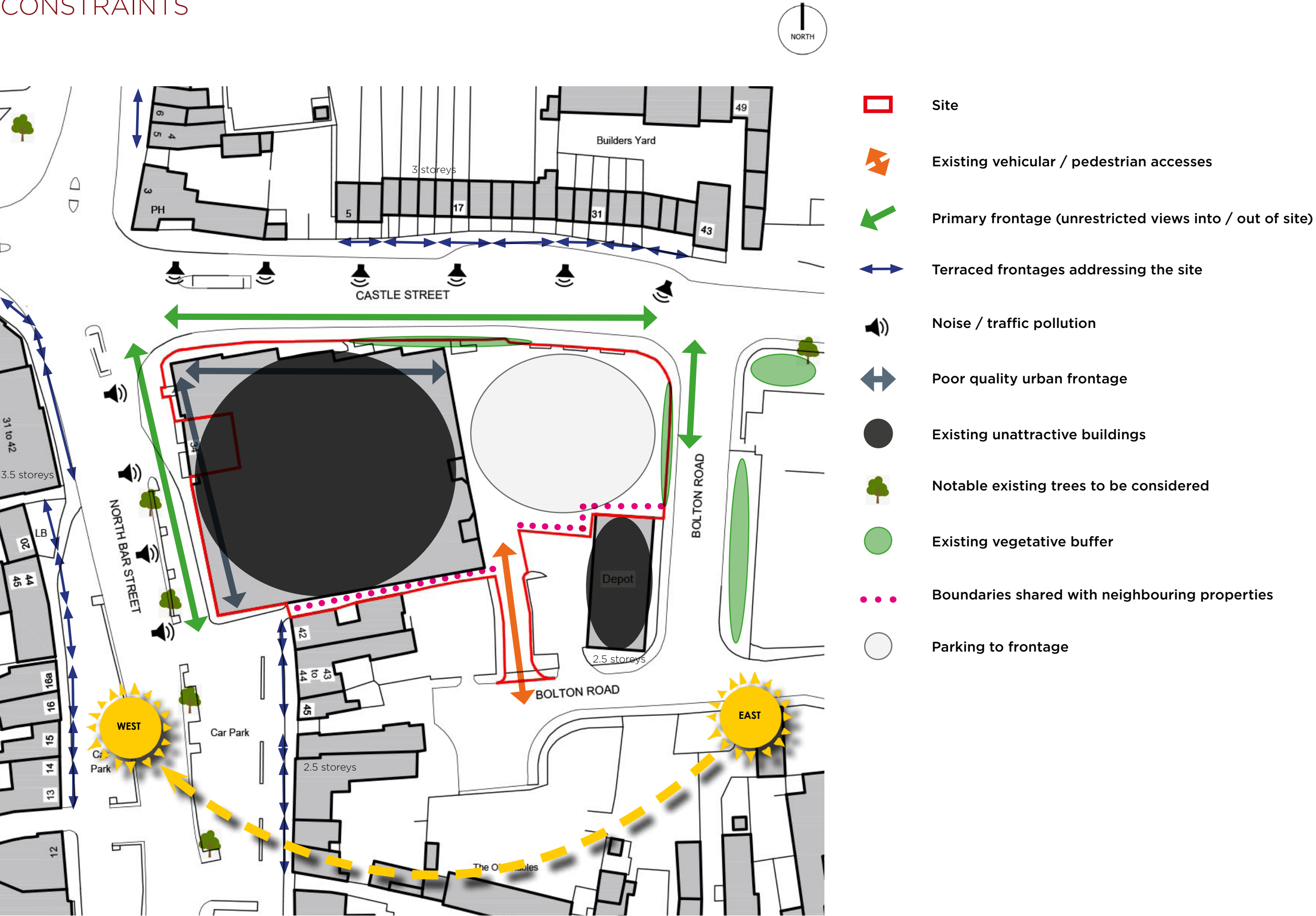


CONTEXT

Note - some of the context photos are taken of development slightly beyond the area shown on the above map. These are indicated with a

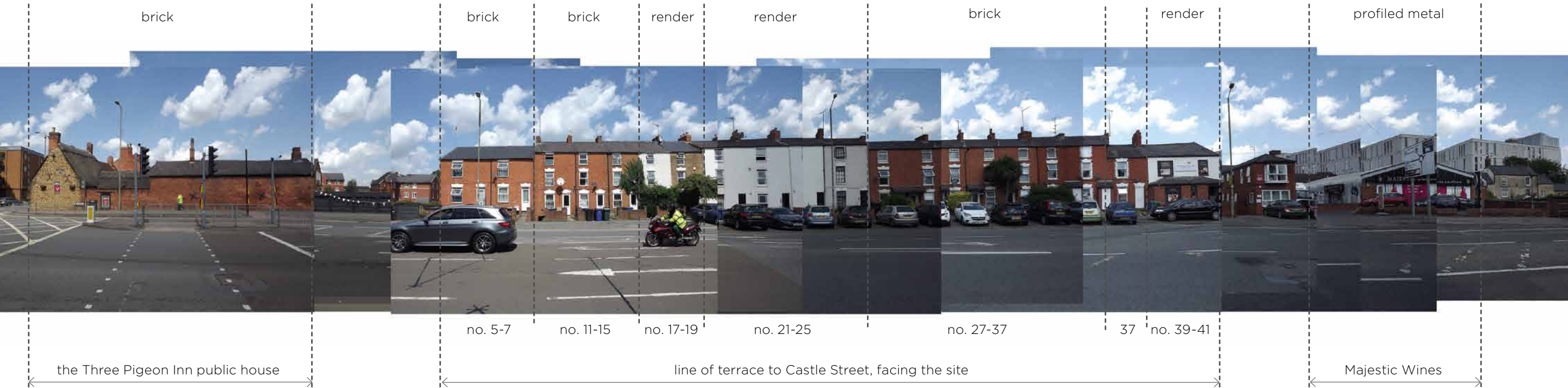


CONSTRAINTS



CONSTRAINTS

EXISTING STREET SCENE - NORTH SIDE OF CASTLE STREET



EXISTING STREET SCENE - SOUTH SIDE OF CASTLE STREET

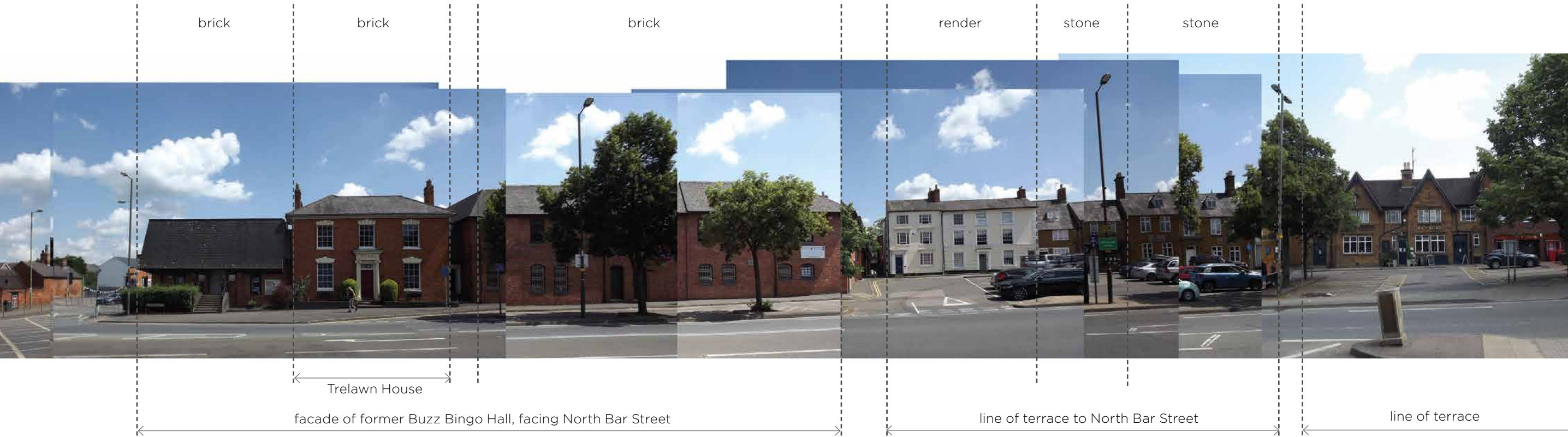


CONSTRAINTS

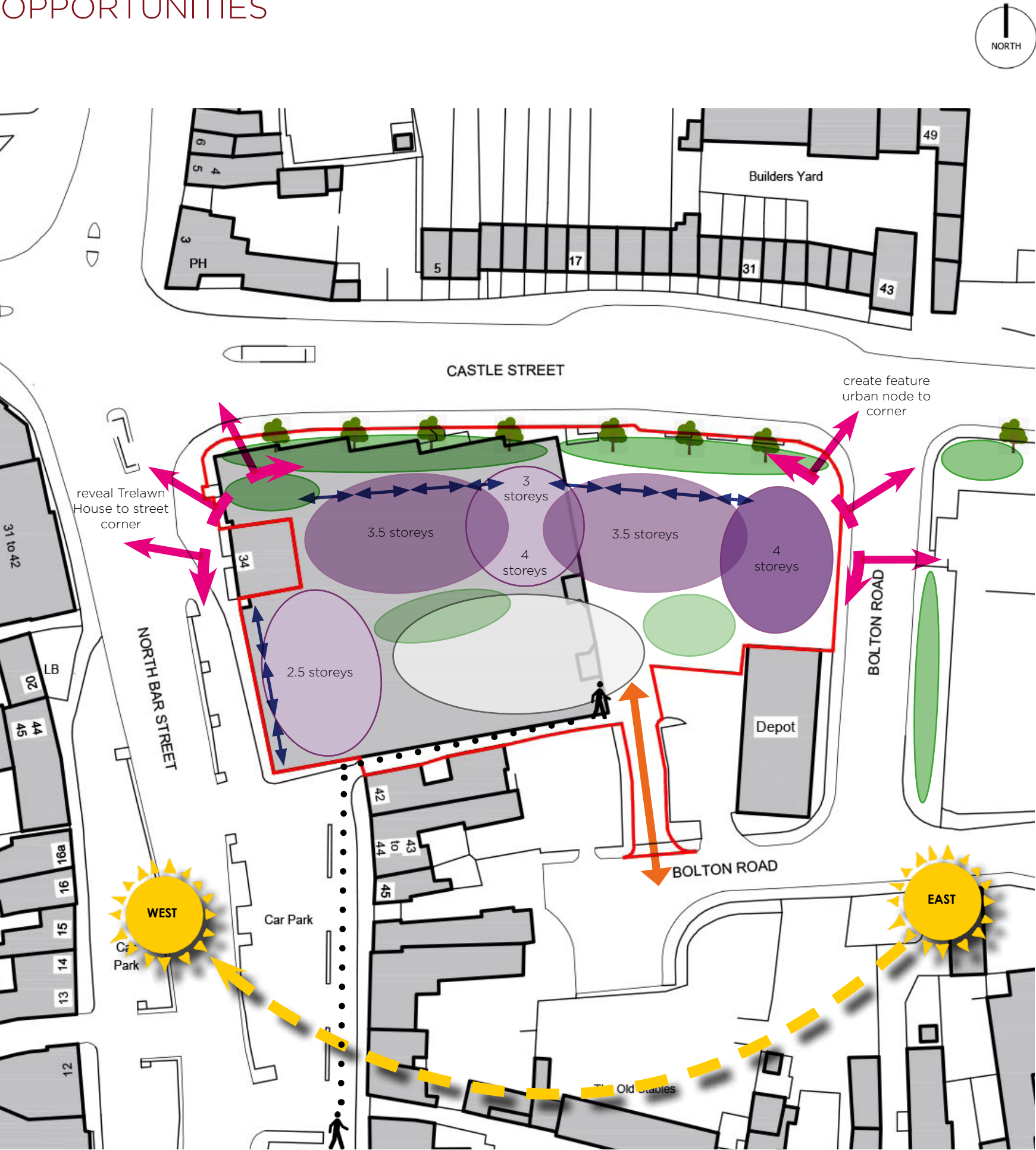
EXISTING STREET SCENE - WEST SIDE OF NORTH BAR STREET












EXISTING STREET SCENE - EAST SIDE OF NORTH BAR STREET



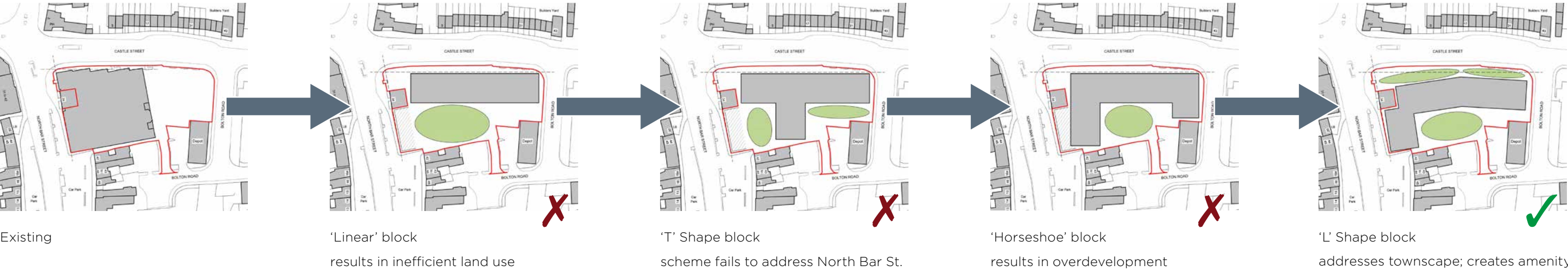
OPPORTUNITIES



-  Site
-  Retain singular pedestrian / vehicular access
-  Active terraced frontage
-  Creation of new natural landscape buffer - acoustic and visual impact mitigation
-  Creation of new feature nodes within urban fabric
-  Potential landscaping improvement to Castle Street and edge of Conservation Area
-  Potential zone for private amenity/secluded landscape walks
-  Short walking proximity to shops
-  Parking to rear - characteristic of immediate context

DESIGN EVOLUTION

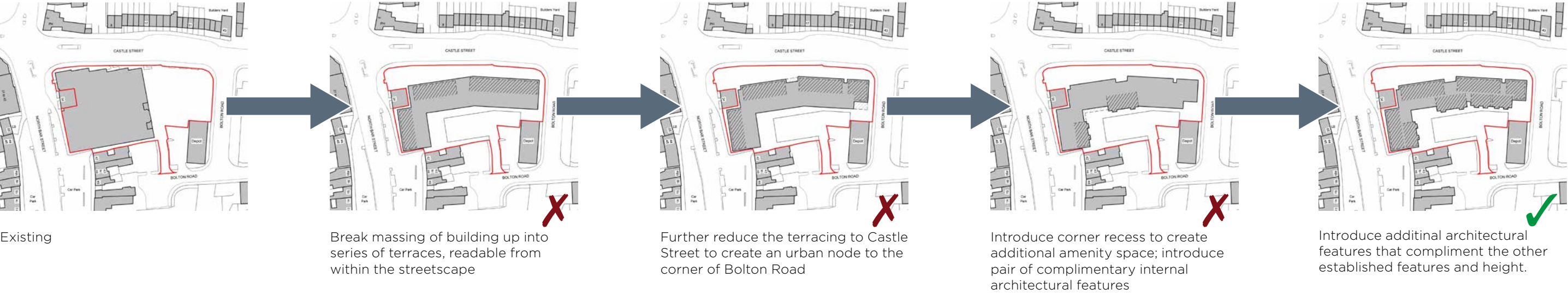
BUILDING DISPOSITION



PARKING LOCATION



ARTICULATION



DESIGN EVOLUTION (continued)

Scale 1 : 500



- One bed apartment
- Two bed apartment
- Communals / Circulation
- Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
- Internal refuse store
- Internal buggy store
- Internal lift servicing all floors
- External patio and private amenity
- New London Plane trees to Castle Street
- Resident's parking spaces
- Resident's garden access

INDICATIVE ELEVATION TO CASTLE STREET

Scale 1 : 200



Bolton Road

Castle Street

North Bar Street

INDICATIVE ELEVATION TO NORTH BAR STREET

Scale 1 : 200



INDICATIVE ELEVATION TO BOLTON ROAD

Scale 1 : 200



PRELIMINARY VIEWS TOWARDS SITE - PROPOSED

Proposed view looking south-east from North Bar Street towards Trelawn House and proposed development site



Proposed view looking north-east along North Bar Street towards Trelawn Hose and proposed development site

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Buzz Bingo site in Banbury; 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 development.

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in December 2021.

Once again, thanks for your time.

