

PURPOSE OF THIS CONSULTATION

WELCOME

This consultation is presented on behalf of Churchill Living and invites you to view and provide feedback on the initial proposals to redevelop the former Lidl site adjacent to Penzance Boating Pool. The consultation is made up 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 & Site
- Context
 - Constraints & Opportunities
 - Indicative Plans
 - Preliminary Elevations
 - 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 Involvement that will support any planning application.

THE PROPOSAL

The proposal is for the comprehensive redevelopment of this vacant site, with the construction of circa 55 flats (of one and two bedroom apartments), 6 two bedroom cottages, and associated communal facilities, vehicular access, car parking and landscaping.

VISION

Churchill 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 Western Promenade Road, in Penzance, 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 LIVING

WHO ARE CHURCHILL LIVING LTD?

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 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 200 developments and sold over 10,000 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.

“With first class Customer satisfaction at the heart of the business, we’ve been changing retirement living for the better for over 20 years. We continually strive to be the retirement housebuilder of choice for those looking to enjoy independence, security and peace of mind.”

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.

CL is an award-winning business having recently won a number of prestigious industry and wider business awards including;

- **The WhatHouse Awards.** Churchill has won the **GOLD Award in the ‘Best Retirement Home Developer’** category at the WhatHouse? Awards 2024. Before this category has been created, Churchill was the only retirement housebuilder ever to have been awarded ‘Housebuilder of the Year’.
- **the HBF Customer Satisfaction Survey.** Churchill retains the top **‘5 star’ status** having been recommended by more than 90% of our customers for a 9th consecutive year in 2024.
- In **The Sunday Times Best Places to Work 2023**, Churchill Living was ranked in the **Top 10** Best Big Organisations to Work For.

Summarised below are some of CL’s key statistics;

- Over 10,000 apartments under management
- Seven regional offices around the country

CL has a full complement of in-house professionally qualified Architects, Technologist, 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 is well documented that the UK faces an ageing population. The recently released Census data shows that on Census Day in 2021 there were more people than ever aged 65 years and over in England.

Between 2014 and 2039 over 70% of projected household growth will be made up of households with someone aged 60 or over. The 2018 sub national population projections predict that the number of people aged 65 and over will increase from 10.8 million to 13.8 million by 2035. This means around one in five of the total population will be aged 65 and over in 10 years' time, which will become one in four by 2050.

Despite 18.6% of the population currently being aged 65 and over, retirement housing, including extra care housing, accounts for only around 2.6% of the homes across the UK.

A LOCAL NEED

The 2021 Census shows for Cornwall, around 25.3% of the population are aged 65 and over. This compares with the national average of 18%, showing a much higher proportion of older people in the district.

The Strategic Housing Market Assessment supporting the local plan identified the number of people aged 65 or more in Cornwall will increase by 435 over the plan period and includes a doubling in the numbers of people aged 85 and over. Paragraph 2.25 of the local plan identifies this as a strategic challenge to ensure there is a range of appropriate housing provision for older persons. Policy 2a identifies this challenge as a key target and also seeks the provision of 2,550 bed spaces in communal establishments for older persons specialist accommodation. Policy 6 on housing mix supports accessible and specialist housing and on sites of 200 dwellings or more the provision of specialist accommodation including extra care provision. This is all positive but forms of independent Retirement Living need to be provided close to local shops, facilities and public transport and on smaller brownfield sites.

Cornwall Council's Specialist Housing for Older People report (2015) identifies by 2030 there will be a need for an additional 10,000 conventional sheltered homes.

Cornwall Council have a Housing SPD adopted in February 2020 which highlights there remains a significant need for housing options for older people, by 2020 nearly a quarter of residents will be over 65. For example, Cornwall Council has identified that it needs to support the development of an additional 3,535 units of Extra Care by 2025 to meet predicted demand.

The Draft Penzance Neighbourhood Plan sets out key issues and challenges, one being older people are in houses too big for them, unable to downsize.



BENEFITS OF RETIREMENT LIVING

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.



Our schemes free up family housing by older people looking 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

ECONOMIC

- Each person living in a retirement living homes 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 61 units proposed, at a ratio of 1.3 people per apartment, there will be around 79 occupants. At a saving of £3,500 each per year, this equates to a saving of £276,500 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 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

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.



Due to its sustainable location, retirement living 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

CHURCHILL'S 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 CEM 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)

POLICY

THE CORNWALL LOCAL PLAN (2010 - 2030)

The development plan consists of the Cornwall Council Local Plan (adopted 2016), the adopted Site Allocations Development Plan (adopted 2019), and the Climate Emergency DPD (adopted 2023). Penzance Draft Neighbourhood Plan has gone through examination and is likely to be adopted this year. The relevant policies of the development plan in relation to the redevelopment of the site to older persons accommodation are listed below –

- Policy 1 (Presumption in Favour of Sustainable Development)
- Policy 2 (Spatial Strategy)
- Policy 2a (Key Targets)
- Policy 3 (Role and function of places)
- Policy 6 (Housing Mix)
- Policy 8 (Affordable Housing)
- Policy 10 (Managing Viability)
- Policy 12 (Design)
- Policy 13 (Development Standards)
- Policy 16 (Health and Wellbeing)
- Policy 21 (Best use of Land and Existing Buildings)
- Policy 22 (European Protected Sites)
- Policy 23 (Natural Environment)
- Policy 24 (Historic Environment)
- Policy 25 (Green Infrastructure)
- Policy 27 (Transport and Accessibility)
- Policy 28 (Infrastructure)

The site forms an allocation within the Site Allocations Development Plan, ref no. PZ-M3. The policy requirements set out a mixed use site that comprises one or more of the following uses A3/A4/A5 Retail Uses; approximately 500sqm of B1 office and 500sqm of B1c light industrial employment uses; D1/D2 uses (Now Use Class E). This site allocation is also evident within the Emerging Neighbourhood Plan under Policy PEN11: Penzance (Wherry Town / Waterfront).

The Site Allocations DPD was adopted in November 2019, technically, given the age of this policy (5 years old), the policy can be deemed as ‘out of date’. In addition, the site has been vacant for circa 8.5 years and it has not come forward for redevelopment within this time.

Policy 3 (Role and Function of Places) from the Local Plan states that new development up to 2030 will be accommodated in accordance with the following hierarchy: 1 The delivery of housing, community, cultural, leisure, retail, utility and employment provision will be managed through a Site Allocations DPD or Neighbourhood Plans. The policy goes on to list the neighbourhood plan locations which includes Penzance, the Penzance Neighbourhood Plan has not yet been adopted, it has gone through examination and is expected to be ‘made’ this year. The draft Penzance Neighbourhood Plan includes the site as an allocation referenced in Appendix 9 as an existing allocation site.



POLICY

The National Planning Policy Framework (NPPF) was updated in December 2024. One of the principal changes is the standard method for assessing housing need (Paragraph 78) and it is now mandatory that local authorities are required to plan for the resulting housing need. For Cornwall Council, the requirement goes from 2,707 dwellings per year to 4,454 dwellings.

The new version of the NPPF (2024) adds explicit reference to the need to consider key policies. These are listed as those for directing development to include sustainable locations, making effective use of land and securing well designed places. The addition to 11(d) has put emphasis on the re-use of brownfield sites in sustainable locations which is relevant to the application site. Moreover, the new NPPF contains a significant emphasis on the efficient use of land and specifically underutilised and brownfield sites.

The site is currently vacant and has been for several years. Paragraph 125 (formerly 124) has been enhanced in relation to brownfield sites. At point (c) new wording has been added stating: **“Planning Policies and decisions should....give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land.”**

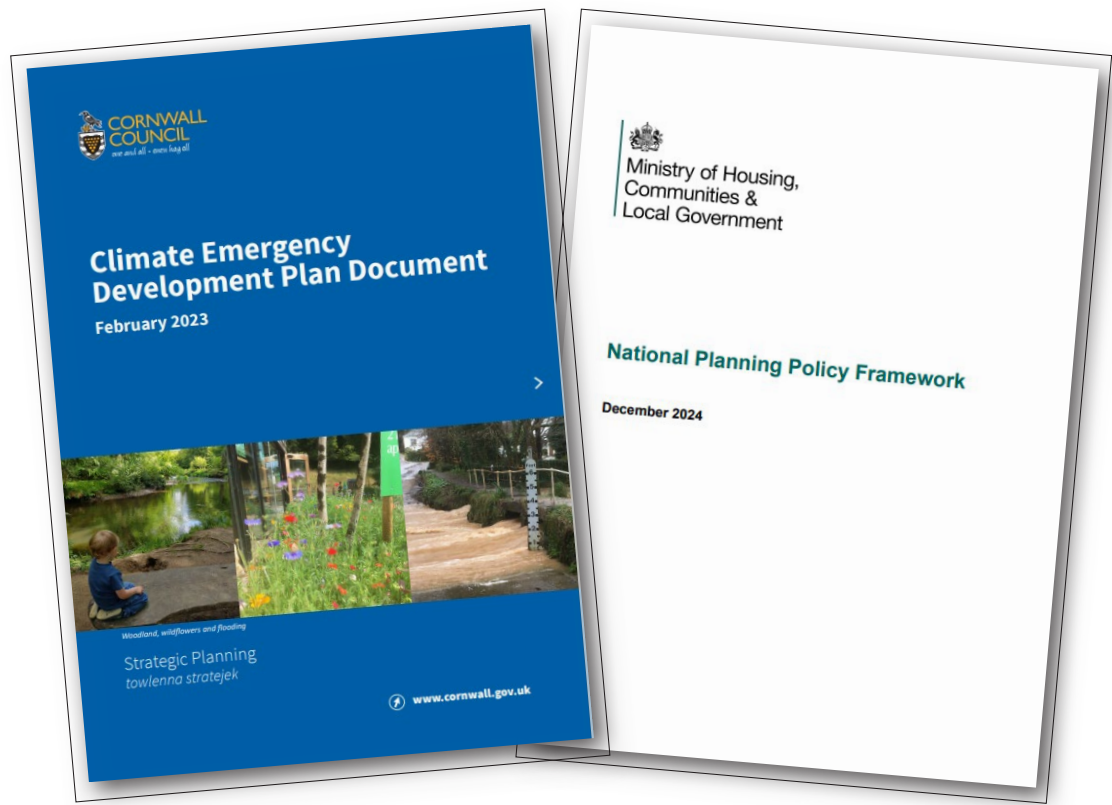
At point (d) it states **“...promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively”**

In relation to the former Lidl site, it is without doubt that this is a vacant, underutilised and suitable brownfield site which is in much need of redevelopment. Therefore, the re-use of the site is wholly in accordance with paragraph 125 of the NPPF.

CLIMATE EMERGENCY DPD

The DPD has been prepared following Cornwall's declaration of a climate emergency in 2019. This DPD is part of the Council's plans towards a carbon neutral Cornwall. Clearly, all the policies within the document are relevant to achieving that goal, we have however identified some which are more pertinent to the proposed development :

- Policy C1 (Climate Change Principles)
- Policy G2 (Biodiversity Net Gain)
- Policy TC1 (Town Centre Development Principles)
- Policy TC3 (Diversification of Uses in Town Centres)
- Policy TC4 (Density of Development in Town Centres)
- Policy T1 (Sustainable Transport)
- Policy T2 (Parking)
- Policy SEC1 (Sustainable Construction)
- Policy CC4 (Sustainable Drainage System Design)



LOCATION



- The site is located to the north of Western Promenade Road, approximately 1 km to the southwest of Penzance town centre. The site is bounded by the Larriggan River to the west, a rugby club with associated pitch and buildings to the north, a supermarket and petrol filling station to the east and Western Promenade Road to the south. The coastline is approximately 60 m to the south of the site
- The site is an irregularly shaped plot of land with an area of approximately 1.25 acres / 0.506 hectares.
- Former structures (associated with a foodstore) have been demolished down to ground level but the former floor slab has been left in place. As a result, the site is generally flat and level but there is a slight raise in level in the footprint of the former building due to the presence of a concrete floor slab. Former external areas are noted to consist of asphalt surfaced car parking.
- The site boundaries are generally defined by a mix of metal fencing and wooden hoarding. A gate has been placed in the hoarding on the southern boundary to provide access to the site off Western Promenade Road.
- Numerous semi-mature and mature trees are present along river Larriggan to the west and to the north of the site.

History of the Site

- The County Series Town Plan of 1877 indicates that the site was occupied by Lariggan Corn Mill at that time and included a large building in the southern half of the site and landscaped grounds, including trees, footpaths and several small outbuildings in the northern half. The Larriggan River is shown to the west of the site and a tributary was present to the east and then the south before entering the Larriggan River, via a sluice, beyond the southwestern corner of the site. A second sluice was present outside the southeastern corner.
- The 1936 map edition shows that former mill structures had been demolished and an omnibus depot occupied the site at that time.
- The 2003 map edition shows that the omnibus depot had been demolished and a foodstore had been constructed together with car parking areas. By 2019, it appears that the site was vacant (although the building was still present) and a new supermarket had been constructed to the east.

SITE PHOTOS



SITE CONTEXT PHOTOS



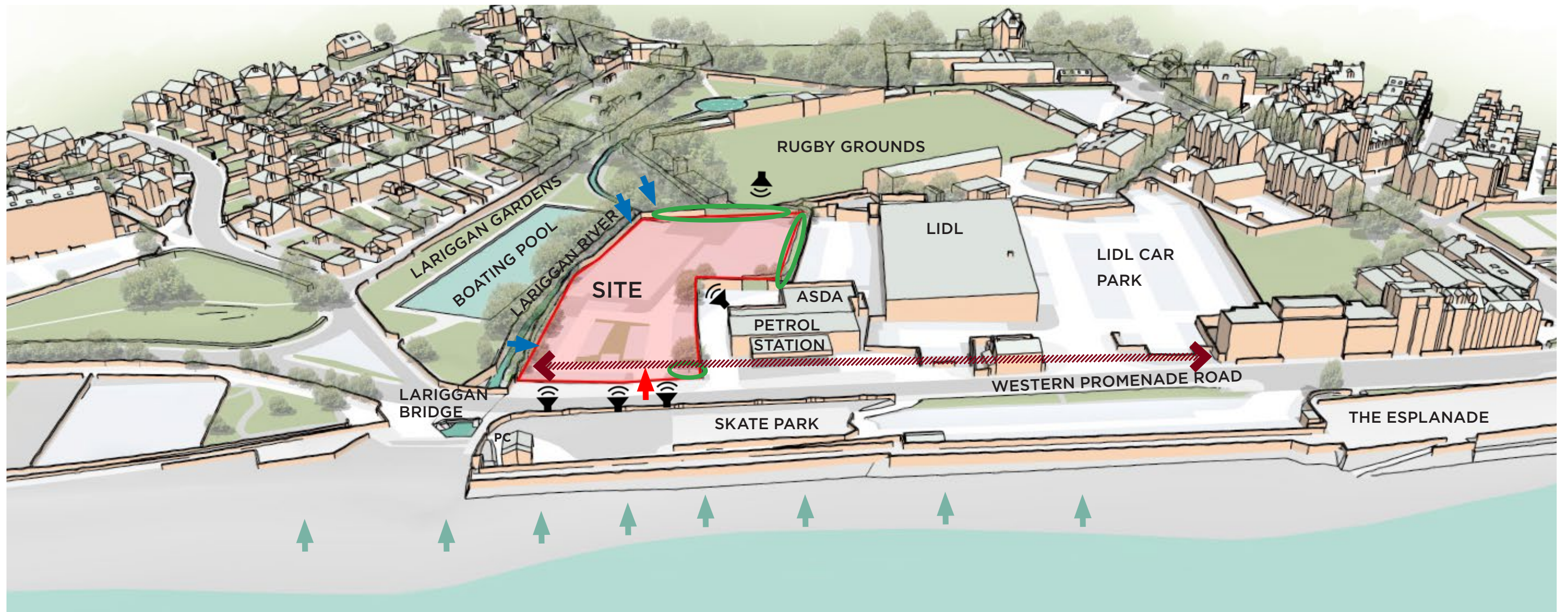
CONTEXT PHOTOS



CONTEXT PHOTOS



SITE CONSTRAINTS



Site Boundary



Existing vehicular & pedestrian access



Noise sources surrounding the Site



Areas of hardstanding (tarmac, concrete and remaining slab of the former Lidl building) cover the majority of the Site.



Existing unkempt hedging and brambles



Poor quality primary frontage

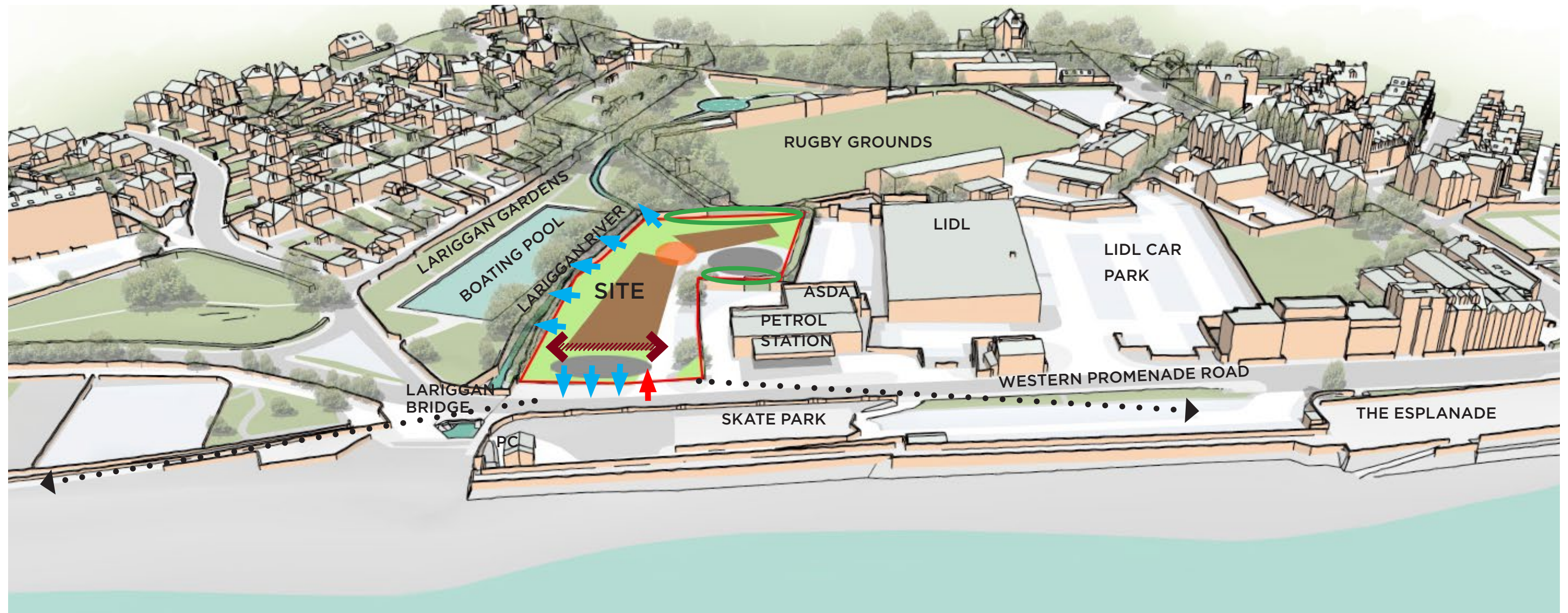
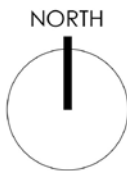


Flooding risk - fluvial (Larrigan River)



Flooding risk - coastal

SITE OPPORTUNITIES



Site Boundary



Re-use vehicular & pedestrian access



Opportunity to create areas of high quality landscaping and improve Biodiversity



New high quality primary frontage to enhance quality of the area



New residential accommodation will Improve active and passive surveillance- opportunity to reduce antisocial behaviour



Good pedestrian links to Penzance town centre and Newlyn - reduced car reliance



Reduced areas of hardstanding - parking provision based on end-users needs; parking divided into 2 areas lowering the visual impact.



Shared raised amenity area between 2 proposed blocks.



Raised finished floor level (to address flooding) will create opportunity for improved views towards the sea and Larrigan River.



Improve vegetative buffer along the site boundary

INITIAL SKETCH PROPOSAL

OVERVIEW OF EXISTING SITE



OVERVIEW OF PROPOSED SITE

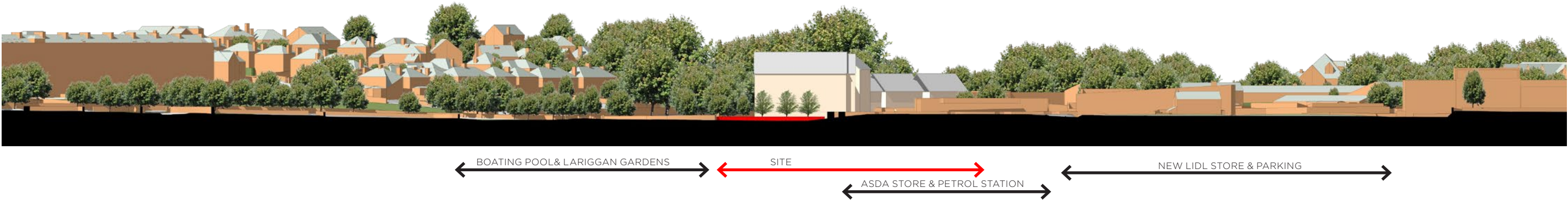


PROPOSED SITE LAYOUT



- One bed apartment
- Two bed apartment
- Communal Areas/ Circulation
- Owners Lounge
- Patio
- Main Entrance
- Fire fighting stair
- Internal refuse store
- Guest Room
- Buggy Store
- Lift
- New landscaped areas - visual effect
- New landscaped areas - improved biodiversity
- Car parking spaces
- Retirement cottages

INDICATIVE ELEVATIONS

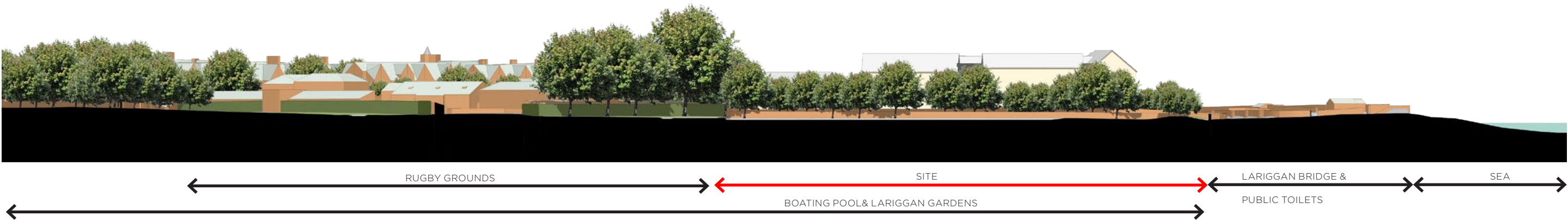


INDICATIVE STREET SECTION/ SOUTH ELEVATION



INDICATIVE SOUTH ELEVATION

INDICATIVE ELEVATIONS



INDICATIVE SECTION through Larrigan Gardens/ WEST ELEVATION



INDICATIVE WEST ELEVATION

INDICATIVE ELEVATIONS



INDICATIVE SECTION / EAST ELEVATION



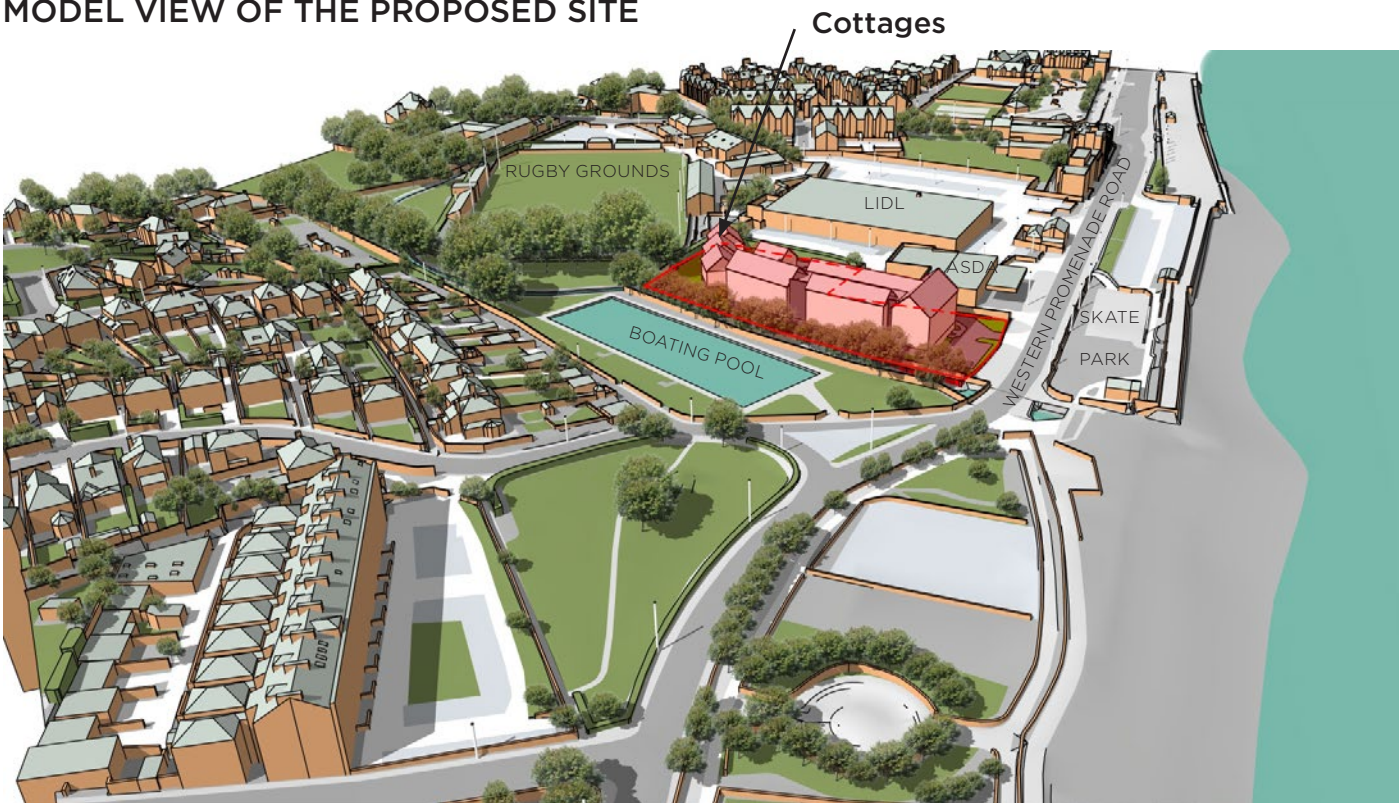
INDICATIVE EAST ELEVATION

INDICATIVE PROPOSAL

MODEL VIEW OF THE EXISTING SITE



MODEL VIEW OF THE PROPOSED SITE



EXISTING AND PROPOSED MODEL VIEWS



Southeast Elevation



Southwest Elevation

INDICATIVE COTTAGE ELEVATIONS



INFLUENCES AND PROPOSED MATERIALS

Below are examples of materials and detailing that have been used in the local area that are intended to be used as part of the proposed development.



Slate-effect roof tiles



White fascias



Flat roof lead-effect dormers



Stone



Render



Cast stone portico



Black brickwork



Slate-effect hang tiles



PVs



White uPVC windows



Re-wilded landscaping

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Lidl site; 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 scheme.

The next step is continued consultation and ongoing discussions with the Local Planning Authority with the potential submission of a planning application in Spring 2025.

Once again, thanks for your time.



Former Lidl Site