

# 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 Primary School site on Page Road. 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 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 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 a retirement housing development of circa 39no. flats with one and two bedroom apartments and associated communal facilities, vehicular access, car parking and landscaping, at the corner of Page Road (west and south), Staple Hill, Bristol, BS16 4NE.

## 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 Staple Hill, 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 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



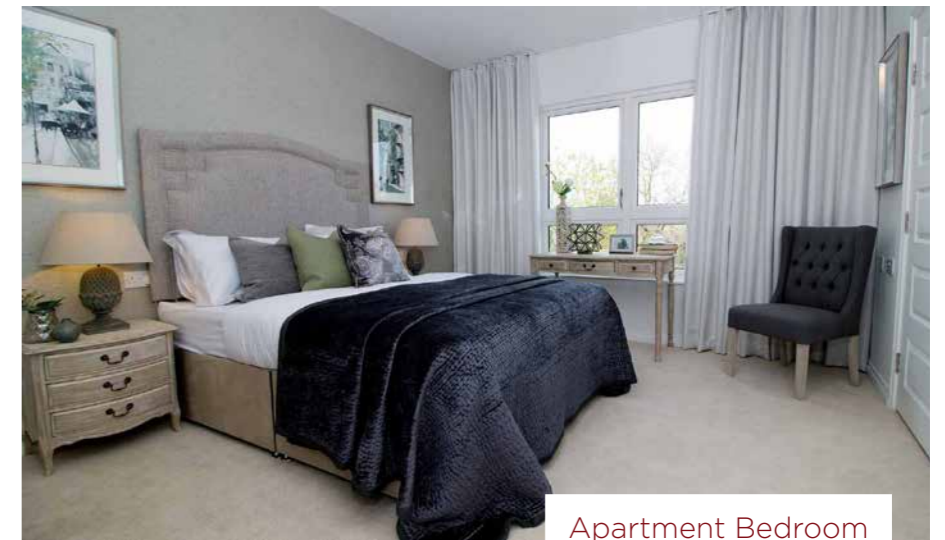
Guest Suite



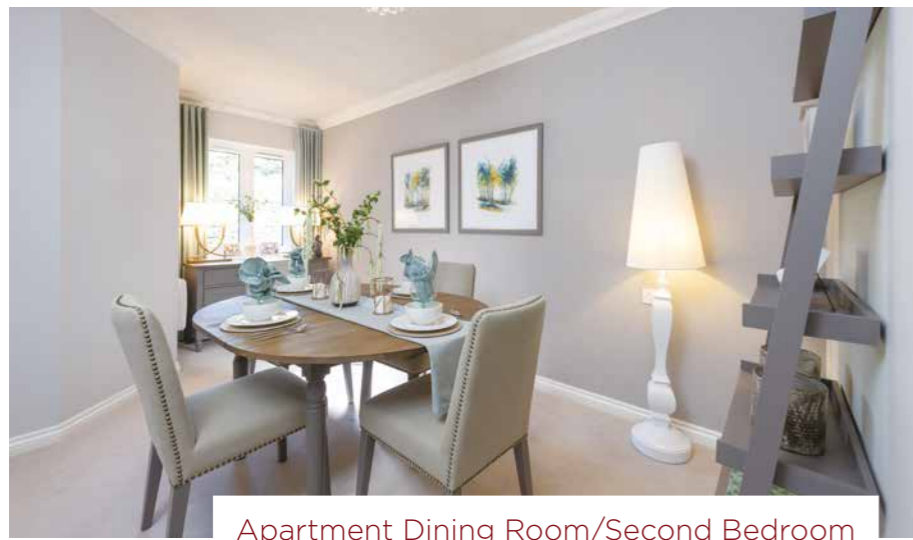
Landscaped Gardens



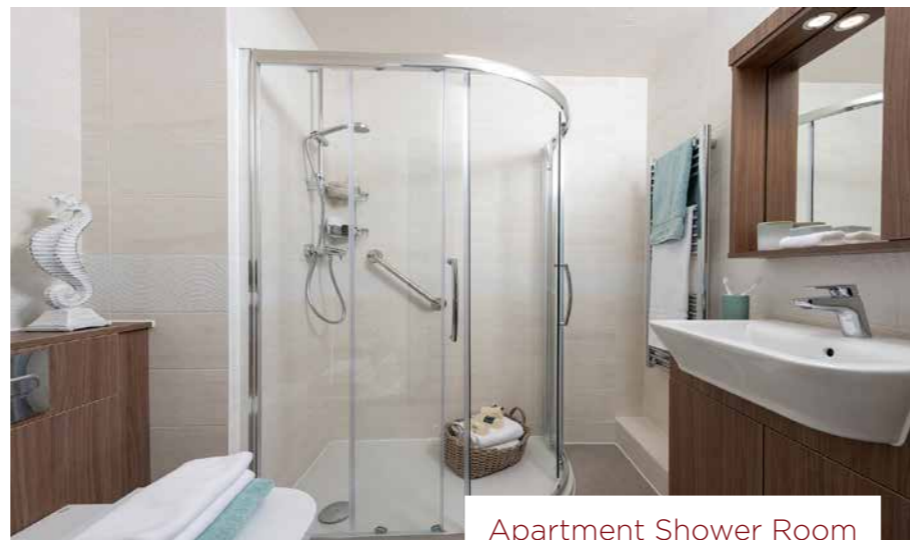
Apartment Living Room



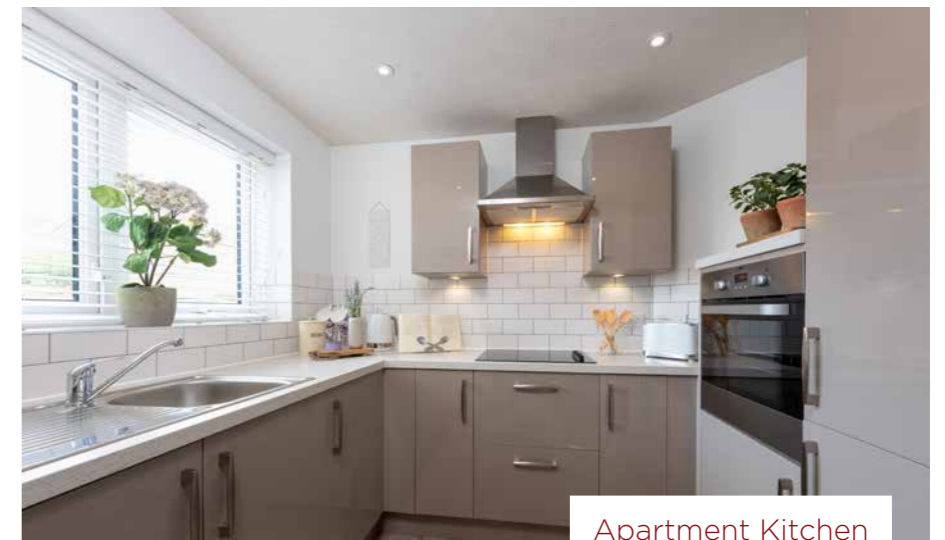
Apartment Bedroom



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 disable people' to assist Councils in preparing planning policies on housing for older and disable people. This sets out that providing housing for older people is 'critical'.

People are living longer lives and the proportion of older people in the population is increasing.

The recently released Census 2021 data shows that on Census Day in 2021 there were more people than ever aged 65 years and over in England, with more than one in six people (18.4%) being over the age of 65.

The recent House of Lords Built Environment Committee Report sets out that this ageing population must be reflected in the types of new homes built, particularly as there will be an increase in older people living alone (January 2022).

## A LOCAL NEED

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

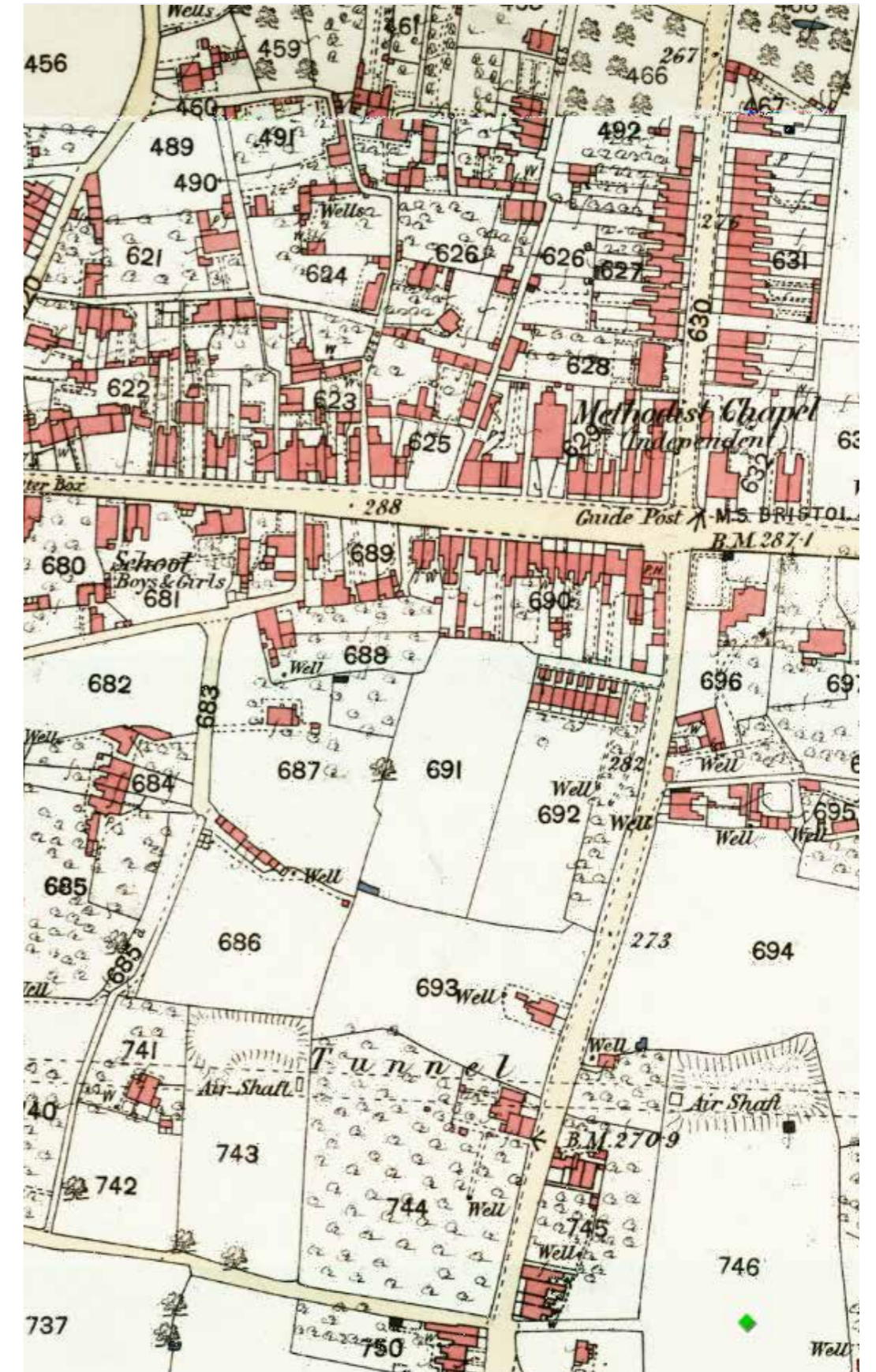
The Census 2021 data shows the total population of South Gloucestershire area being 290,400, of which 54,100 people are over the age of 65 which equates to 18.6% of the population.

With the figures identifying that 29,368 are over the age of 60, equating to 34% of the current population of South Gloucestershire District.

The Local Housing Needs Assessment (September 2021) supporting the West of England Spatial Strategy highlights an unmet need in 2020 for 2,624 units of privately owned sheltered housing accommodation in South Gloucestershire.

This is a significant level of unmet need. Between 2020 and 2035 there is estimated to be a further need of 1,044 units of privately owned sheltered housing, creating a total need of 3,669 private retirement houses in South Gloucestershire across the plan period.

| S GLOS            |        | Rate per 1,000 persons aged 75+ | Gross need 2020 | Existing supply | Unmet need in 2020 | Additional need 2020-35 | Overall need  |
|-------------------|--------|---------------------------------|-----------------|-----------------|--------------------|-------------------------|---------------|
| Sheltered Housing | Owned  | 120                             | 3,215           | 591             | +2,624             | +1,044                  | +3,669        |
|                   | Rented | 60                              | 1,608           | 1,518           | +90                | +522                    | +612          |
| Extra Care        | Owned  | 40                              | 1,072           | 353             | +719               | +348                    | +1,067        |
|                   | Rented | 31                              | 831             | 329             | +502               | +270                    | +771          |
| <b>TOTAL</b>      |        | <b>251</b>                      | <b>6,725</b>    | <b>2,791</b>    | <b>+3,934</b>      | <b>+2,184</b>           | <b>+6,119</b> |



# 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 well-being 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



£3,500 P/A

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

## **SOUTH GLOUCESTERSHIRE LOCAL PLAN: CORE STRATEGY ADOPTED DECEMBER 2013**

The Core Strategy forms part of the statutory development plan for the whole of South Gloucestershire. The relevant policies within the Core Strategy in relation to the redevelopment of the site to older people housing on this proposal site are listed below.

- **CS1** **High Quality Design**
- **CS4a** **Presumption in favour of sustainable development**
- **CS5** **Location of Development**
- **CS15** **Distribution of Housing**
- **CS17** **Housing Diversity**
- **CS18** **Affordable Housing**
- **CS25** **Communities of the north fringe of Bristol Urban Area**

## **POLICIES, SITES AND PLACES PLAN (2017)**

The Policies, Sites and Places (PSP) plan forms part of the South Gloucestershire Local Plan, together with the Core Strategy. The relevant policies within the Core Strategy in relation to the redevelopment to older people housing on this proposal site are listed below.

- **PSP8** **Residential Amenity**
- **PSP16** **Parking Standards**
- **PSP17** **Heritage Assets and the Historic Environment**
- **PSP43** **Privaty Amenity Space Standards**

## **EMERGING POLICY PLANNING POLICY**

The emerging South Gloucestershire Local Plan 2020 is currently being prepared, with anticipated adoption in 2024. The West of England are preparing a Spatial Development Strategy, first round of consultation scheduled for Spring 2022, and examination anticipated Summer 2023.

## **NPPF**

Para. 60 - Supporting the need of groups with specific housing requirements

Para. 69 - Role of small and medium sized sites in meeting housing need

Para. 120c - Substantial weight applied using brownfield sites within settlement for new homes

Para 124 - Efficient use of land

## **THE REDEVELOPMENT PRINCIPLE**

The principle of a residential use is established on the vacant site is considered acceptable.

The proposal will make efficient use of land in a sustainable location. It will provide much needed 1 and 2 bed apartments and help free up family housing elsewhere.



## LOCATION MAP



AERIAL IMAGE OF PROPOSED DEVELOPMENT SITE

## SITE & CONTEXT DESCRIPTION

- The Site is located in Staple Hill, a suburb north-east of the city of Bristol, South Gloucestershire.
- The Site lies at the corner of Page Road (west and south), adjacent to 'Red X' Dance Studio, 'Staple Hill Stars' Pre-School and opposite to Staple Hill Primary School. Immediately to the west is Page Road Short Stay car park.
- The site comprises of a single plot which until 2019 housed Staple Hill Primary School. It was demolished in 2019, and the site has been cleared of all other outbuildings and vegetation, with the exception of a large tree and brick retaining wall to the north-eastern corner. The site is bounded on its western and southern sides by a tall stone wall with stone piers and wrought iron railings.
- The site is broadly square in shape and is 0.24Ha, measuring approximately 58m in length from north to south, and 49m from west to east. The site slopes approximately 1.5m from north, to south.
- The site addresses Page Road on its western and southern boundaries, and is elevated by approximately 1 metre above the level of the footway along it's southern boundary. The stone wall, stone piers and railings rise another 1.5m above this level.
- The eastern boundary with the Pre-School comprises of a dwarf concrete retaining wall and a 2.4m high V-mesh metal security fencing with green anti-observation mesh on top if it.
- The northern boundary with the Dance Studio comprises of a 1.8m close-boarded timber fence sat on top of a bare-faced dwarf concrete retaining wall, as the level of the Dance Studio is at a higher elevation than the site. The northern most boundary beyond the aforementioned tree is bounded by a tall stone wall.
- The character of the area is mixed. It contains stone-faced terraced dwellings, generally from the late Victorian period, 3-storey brick flatted developments from the 1970's and 2010's, post-War rendered semi-detached properties and larger stand alone buildings from the 19th, 20th and 21st centuries (the Pre-School, Community Hall and Primary School respectively).
- The site does not lie within a Conservation Area;

# SITE PHOTOS

The Site is an empty site adjacent to Brookridge House and 'Staple Hill Stars' Pre-school. It sits within a transition zone between the High Street to the north and residential areas to the south.



extent of the Site facing Page Road (west)

# CONTEXT PHOTOS

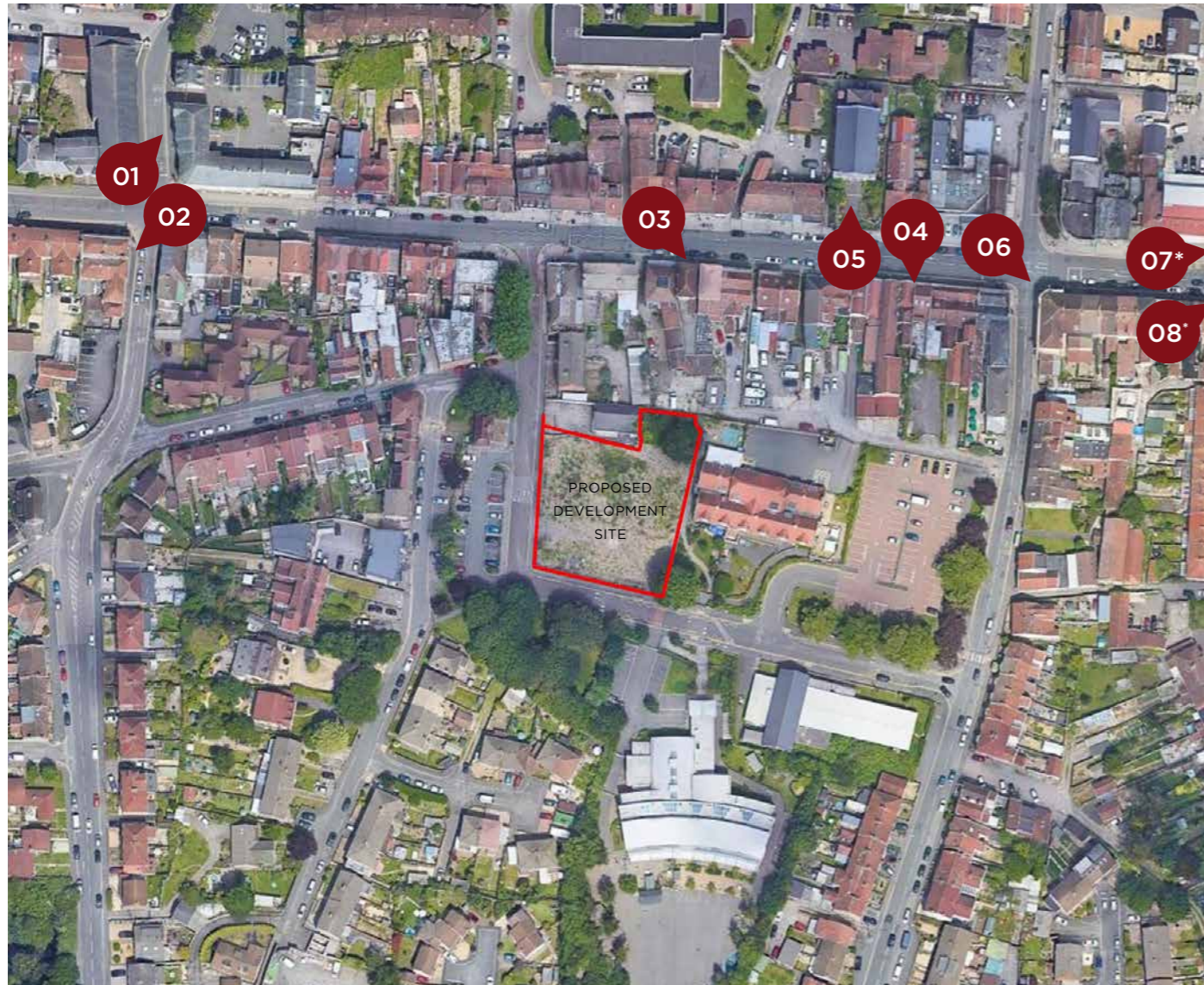
The typology of structures adjacent to the site is mixed, ranging from single storey to three storeys, with finishes ranging from red brick, pebble dashed, render and panelling.



# WIDER CONTEXT PHOTOS

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

The typology of structures surrounding the site is mixed, generally ranging from two to three storeys, with finishes ranging from red brick, rough stone with stone detailing, buff brick and render.

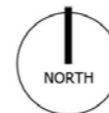


# SITE CONSTRAINTS

Constraints to development include the proximity of any proposals with its' immediate neighbours, adjacent good quality trees, road noise the appearance of the existing cleared site.











CONSTRAINTS PLAN OF PROPOSED DEVELOPMENT SITE



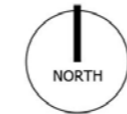
# SITE OPPORTUNITIES

Opportunities for the Site include the potential development to re-complete the streetscene, created a landmark corner building, and provide a quantum of new good quality landscaping.



-  Site
-  New pedestrian / vehicular access
-  Active frontage
-  Creation of new private amenity
-  Creation of new feature node within urban fabric
-  Retention of existing feature trees
-  Short walking proximity to shops
-  Parking to rear out of direct view

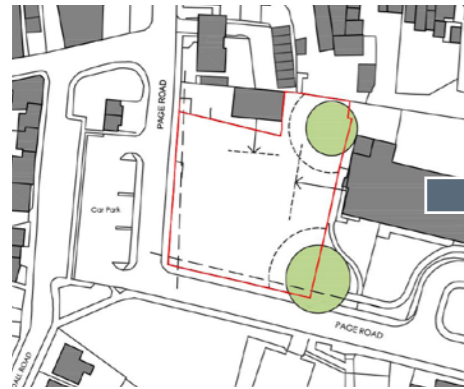
CONSTRAINTS PLAN OF PROPOSED DEVELOPMENT SITE



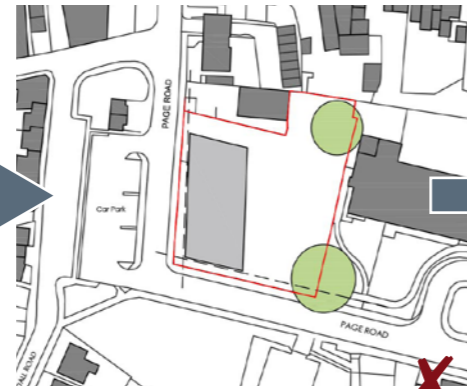
# DESIGN EVOLUTION

The studies below seek to balance optimising the capacity of the site without over-developing it, providing parking in a sensible location, and creating an urban form with appropriate landscaping.

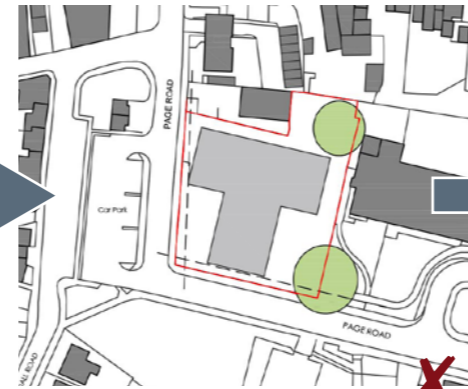
## BUILDING DISPOSITION



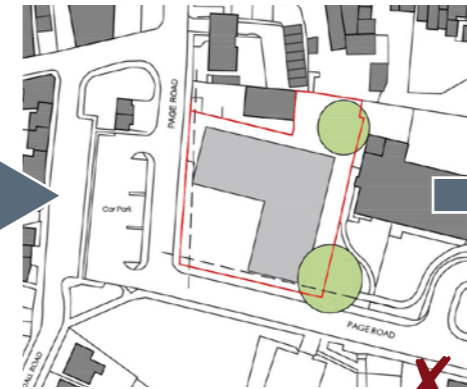
Existing plan



'Linear' block  
results in inefficient land use



'T' Shape block  
scheme fails to address Page Road (s)



Inverted 'L' block  
results in overlooking of neighbours



'L' Shape block  
addresses townscape; hides parking

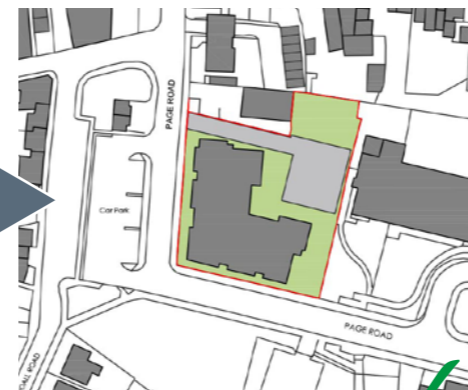
## PARKING LOCATION



Existing plan



Car park off Page Road (s)  
results in issues with adjacent tree



Car park off Page Road (w)  
minimal parking area, more amenity

A linear block demonstrates underdevelopment, whilst a T-shaped represented over-development, and an inverted L-shaped block created overlooking issues to the neighbouring boundaries. Naturally, an L-shaped block addressing the street corner was the most appropriate footprint.

Parking access from the south would be unachievable without disturbing the root protection zone to the London Plane tree, so locating the access from the west was the optimal solution.

The height of these are three storeys which is reflective of the Brookridge Court adjacent and Kendall Court opposite. A semi-recessed and set-back top floor is proposed; this will be apparent but be less visible from the road than a full 4 storey proposal.

## ARTICULATION



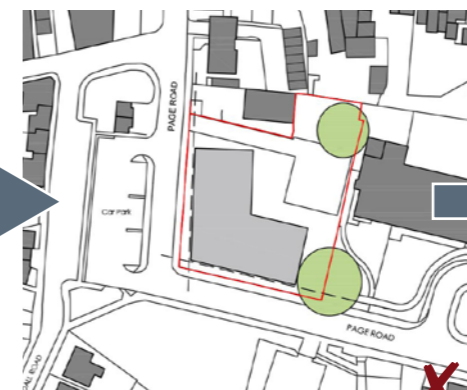
Existing plan



Frontage and feature corner



Massing and definition



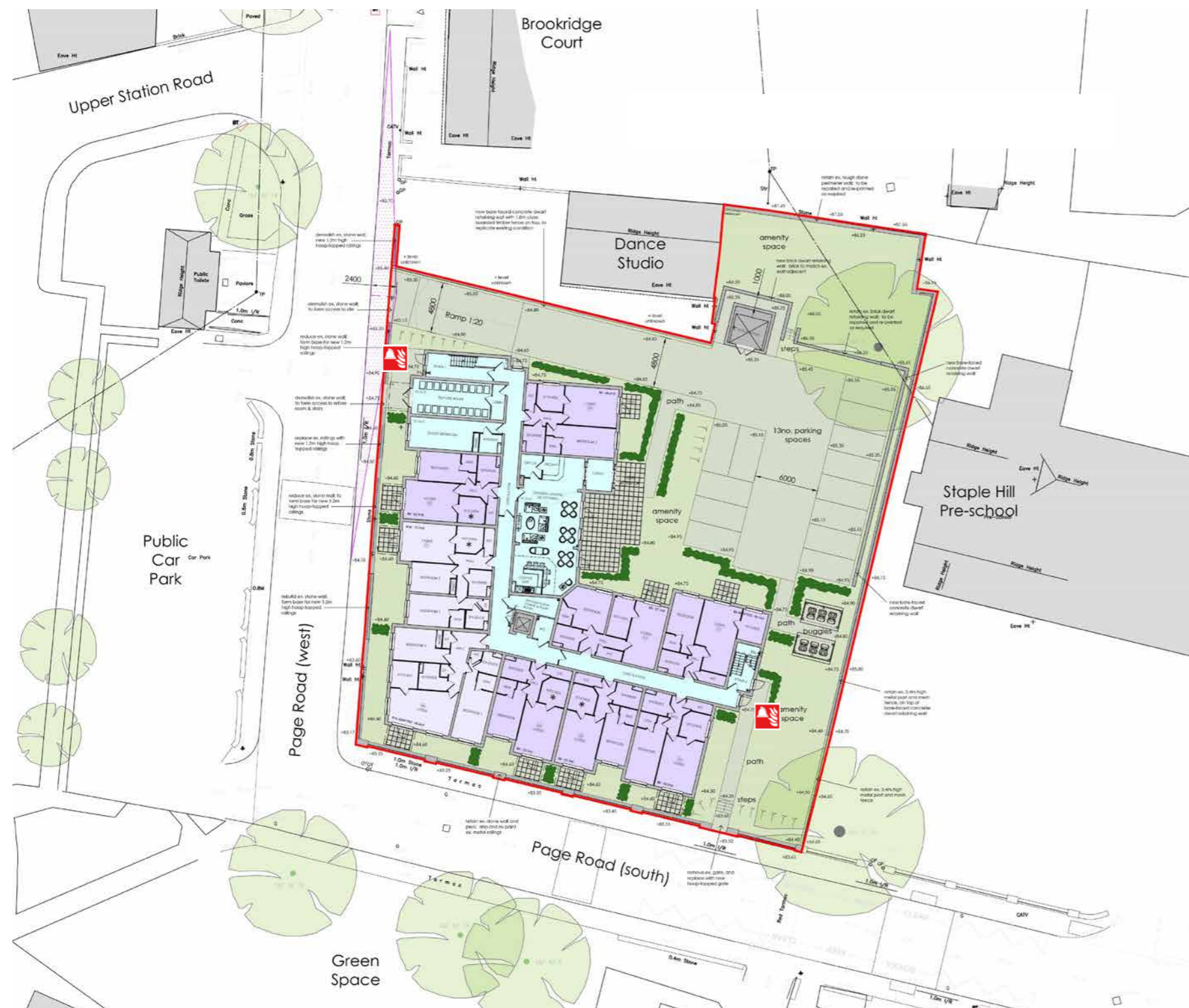
Footprint similar to Pre-school



Further articulation to frontages

# PROPOSED SITE PLAN

The proposal is for an L-shaped building that fronts the corner of Page Road (south and west) with parking and amenity tucked in behind. The main access is proposed off Page Road (west).



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



Owners Lounge



Owners Lounge Patio

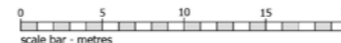


Car Park



Scale 1 : 500

SCALE BAR



# INDICATIVE ELEVATION TO PAGE ROAD (WEST)

The proposal is for 3-storey development that fronts the corner of Page Road (south and west) with a distinct and set back top floor.



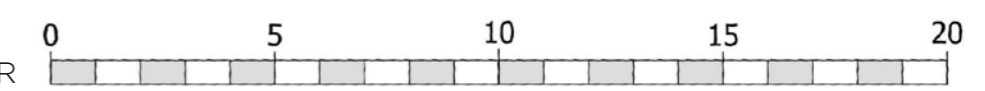
# INDICATIVE ELEVATION TO PAGE ROAD (SOUTH)

Scale 1 : 125



Scale 1 : 125

SCALE BAR



# PRELIMINARY VIEWS TOWARDS SITE - PROPOSED

The proposal is for 3-storey development that fronts the corner of Page Road (south and west) with a distinct and set back top floor.

Proposed view looking north-east



Proposed view looking east



Proposed view looking south-east



Proposed view looking north-west



## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Staple Hill Infant School 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 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 with the potential submission of a planning application in September 2022.

Once again, thanks for your time.

