

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 Edwina Mountbatten House site in Romsey. 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 the comprehensive redevelopment of the vacant buildings and associated land that comprises Edwina Mountbatten House (The Site) with construction of a retirement housing development of circa. 47 flats with one and two bedroom apartments and associated communal facilities, vehicular access, car parking and landscaping.

VISION

Churchill Retirement Living's vision for the site is to deliver a development that meets our customers' needs and the local need for retirement apartments whilst also contributing to the character of Romsey, and making a positive contribution locally in terms of socio, economic and environmental benefits.

The proposal is for a retirement housing development of circa 47no. flats with one and two 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, Churchill Estates Management (CEM) we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

Churchill is a company built on integrity and trust. Our focus on design excellence and build quality is supported by an ongoing commitment to the successful management of our developments for the long term, providing an independent lifestyle that meets the needs of our 10,000+ apartment owners.

Our developments not only provide well documented benefits to our customers but also to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses.

"People living in specialist retirement homes typically experience reduced health risks, contributing to fiscal savings to the NHS and social care services of c. £3,500 per person per year." Healthier and Happier – Homes for later Living, September 2019.



Typically, our customers downsize from a 3 or 4 bedroom family home. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market.

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

- **The WhatHouse Awards. The only retirement housebuilder ever to have been awarded 'Housebuilder of the Year' and in 2019 was again named 'Best Medium Housebuilder'.**
- **The HBF Customer Satisfaction Survey. Churchill has consistently retained its top '5 star' status having been recommended by more than 90% of customers.**

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



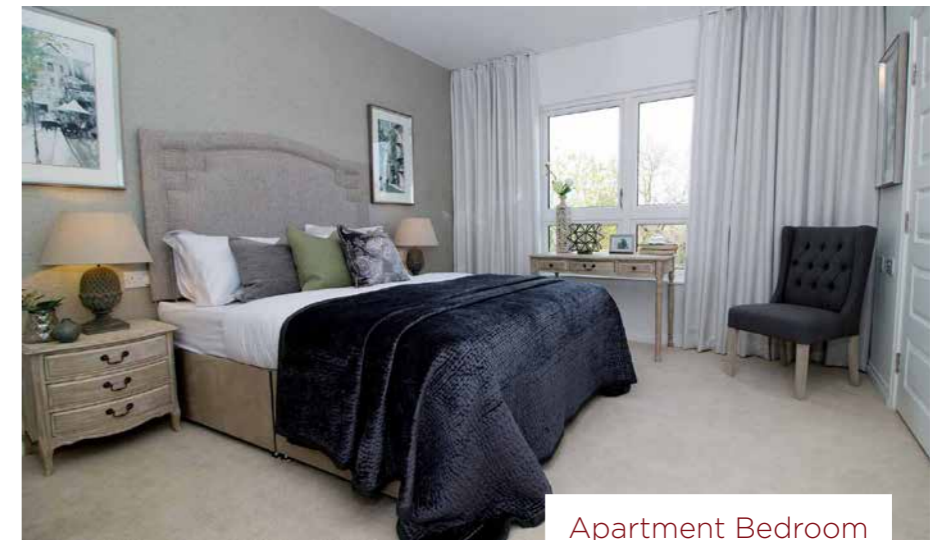
Guest Suite



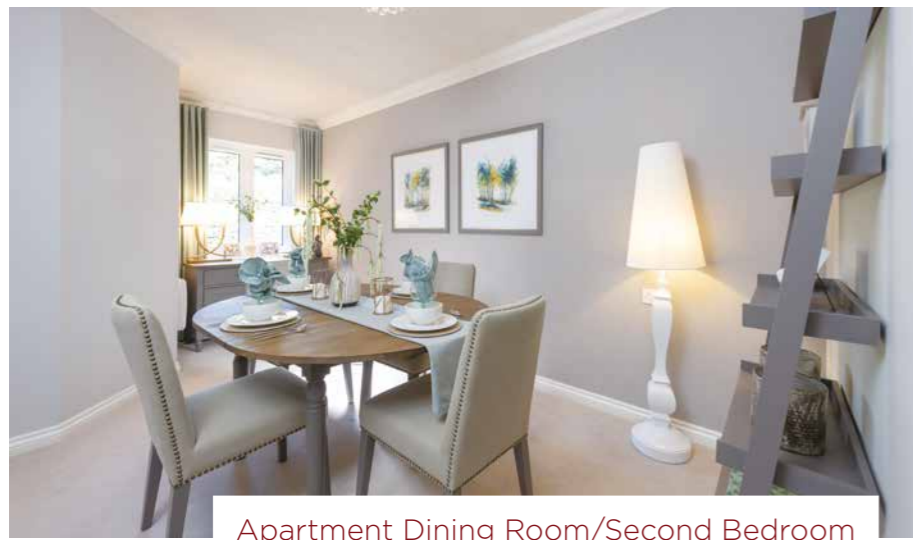
Landscaped Gardens



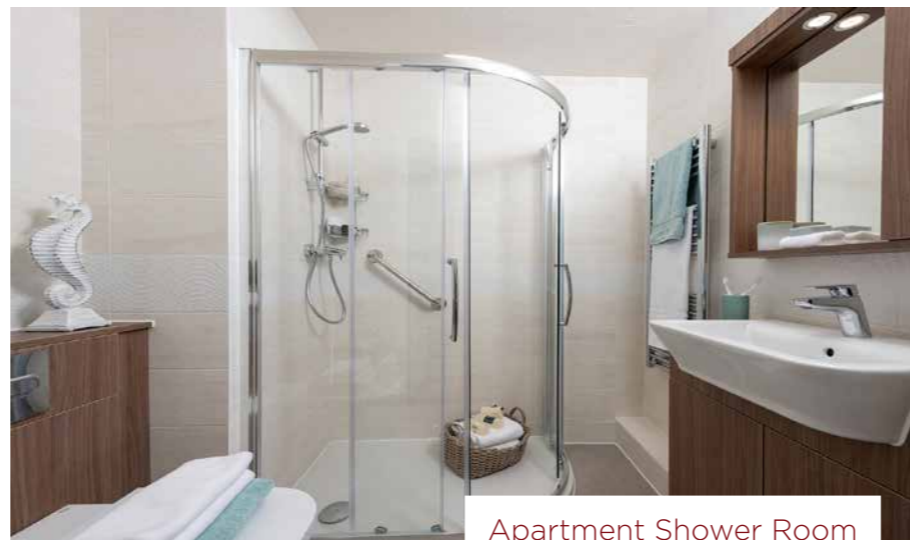
Apartment Living Room



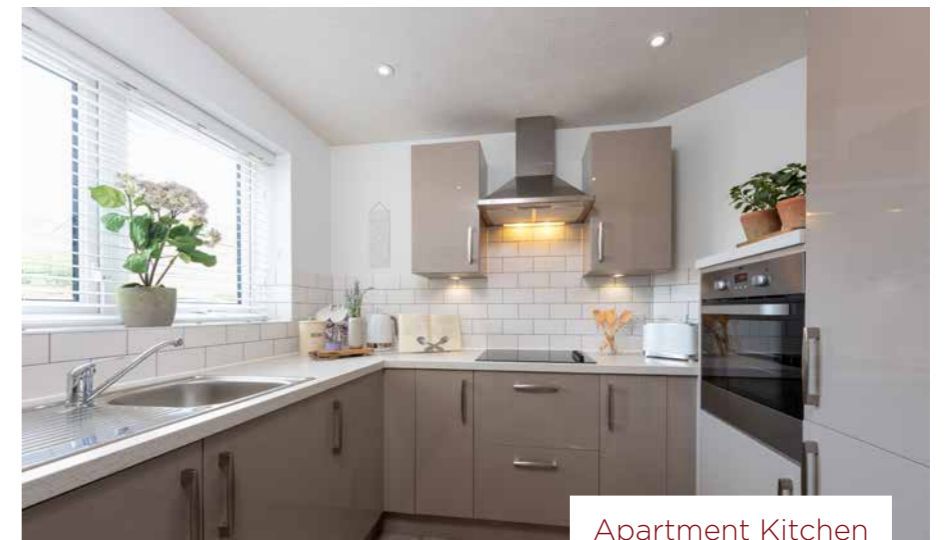
Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

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. 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 will grow by 4,427,000 in people aged 60 and above between 2014 and 2030, this equates to a 35.56% increase in population.

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

The age profile of the population can be drawn from Census data. Test Valley, identifies an age profile with a mean age of 41.4 and a median age of 43.0. However, the figures identify that **29,720 are over the age of 60, equating to 25.5% of the current population of the borough.**

The 2011 Census data identifies that 3,932 homes within the borough are owned or shared ownership that belong to those aged 65 and over. Which is the biggest tenure category for the over 65's, with Social Rented as 1,299 and private rented or living rent free at 471.

The Test Valley Housing Needs Marketing Assessment (2022) indicates that over a 10 year period the older population within the borough is expected to increase by 24.5%, compared to an increase of 19.2% in England. Additionally, the 85+ age group is expected to increase by 64.6% which is almost double the population change in England (38.5%).

A key theme within the SHMA report (2014) is older person housing. The SHMA states that as of 2020, it was estimated that 22% of the population of Test Valley was aged 65 and over, this compares with 22% for the County, 20% regionally and 19% nationally.

The SHMA goes onto address housing solutions and it is noted that retirement apartments can prove very popular if they are well located in terms of access to facilities and services, and environmentally attractive (e.g. have a good view).



BENEFITS

SOCIAL

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

ECONOMIC

- Each person living in a retirement living 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. 47-units proposed, at a ratio of 1.3 people per apartment, there will be around 61 occupants. At a saving of £3,500 each per year, this equates to a saving of £213,500 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)

ENVIRONMENTAL

- Making more efficient use of land thereby reducing the need to use limited land resources for housing.
- Providing housing in close proximity to services and shops which can be easily accessed on foot thereby reducing the need for travel by means which consume energy and create emissions.
- Providing shared facilities for a large number of residents in a single building which makes more efficient use of material and energy resources.
- The proposal includes renewable technology through the use of solar panels to assist in the reduction of CO2 emissions.
- All areas of the building will be lit using low energy lighting and where applicable utilise daylight and movement sensor controls.



Our developments free up family housing by enabling older people to downsize - a typical 41 unit retirement development generates approx 92 moves in the chain



A development that maximises the use of previously developed land reducing pressure on greenfield sites



Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

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

THE ROMSEY LOCAL PLAN (2016)

The Test Valley Local Plan was formally adopted by the Council in January 2016, providing a framework for Test Valley up to 2029. The relevant policies within the Local Plan in relation to the redevelopment to older persons housing on this proposal site are listed below -

- **Policy SD1** (Presumption in Favour of Sustainable Development)
- **Policy COM1** (Housing Provision 2011-2029)
- **Policy COM2** (Settlement Hierarchy)
- **Policy COM7** (Affordable Housing)
- **Policy E1** (High Quality Development in the Borough)
- **Policy E7** (Water Management)

The Local Plan also identifies there is an aging population. It is noted to help support older people there will be an increased demand in sheltered, extra care housing and housing specifically designed to meet the needs of older people. The Council will consider positively if they help meet the Council's Housing Strategy aims.

HOUSING STRATEGY 2020-2025

Theme 3 - Meeting the Challenge of an Ageing Population acknowledges the ageing population within the Test Valley Borough. The Council have identified the priority of developing a range of alternative housing options for older persons, actively encouraging downsizing to free up family homes.

In accordance with the above, the 2021 Census data also identifies that on Census Day there was a 29.5% increase in people aged 65 years and over in the Test Valley. This is significantly higher than the UK average of 20.1%. Most notably, people falling within the age bracket 70-74 years more than doubled between 2011-2021 (showing a 52% increase). Therefore, there is an acknowledged ageing population with Test Valley.

SOUTH OF ROMSEY TOWN CENTRE MASTERPLAN REPORT (2020)

The site also falls within the South of Romsey Town Centre: Masterplan Report (2020). The aim of the masterplan is to strategically regenerate Romsey Town Centre. Romsey Future also seeks to safeguard the town's future as a vibrant and thriving market town, interacting with its surrounding communities. Given these aims, it is considered the proposal of retirement living will positively contribute to this strategic Masterplan by way of enhancing the vitality and viability of the town centre.

THE REDEVELOPMENT PRINCIPLE

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



LOCATION MAP

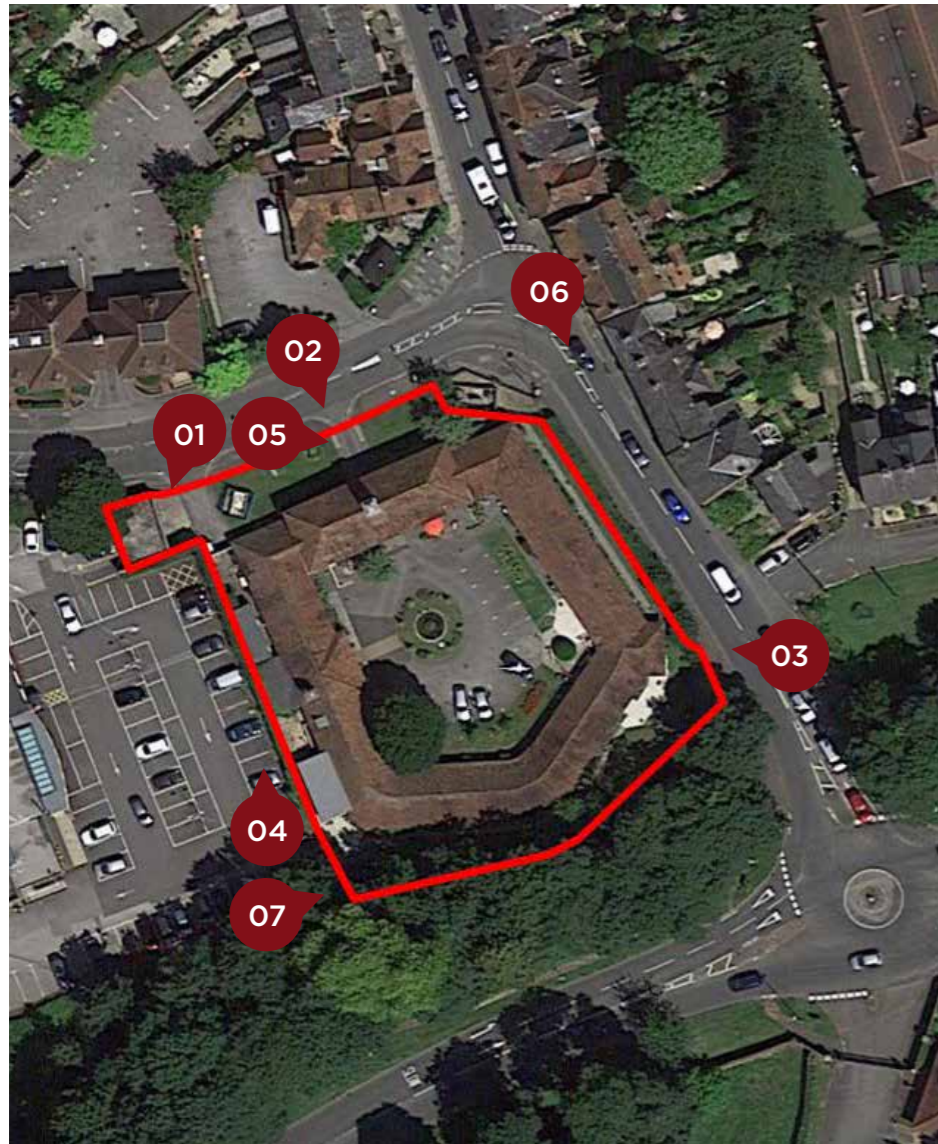


SITE & CONTEXT DESCRIPTION

- The Site, identified by the red boundary is Edwina Mountbatten House, a former Care Home. The site sits to the corner of Broadwater Road and Palmerston Street, and is set back from the A27 Bypass Road.
- The site lies to the south of the historic core of Romsey, and it lies outside Romsey Conservation Area, however the site is very much in the setting of the Conservation Area.
- The site is bounded by Broadwater Road to the north, Palmerston Road to the east, a masonry wall separating the site with the car park to Croxfield Hall to the west, and trees and Tadburn Lake to the south adjacent to the A27.
- The site is broadly square in shape and is approximately 0.305 hectares in area, measuring 60.5m north-south and 55m east-west. The site is generally flat with some soft landscaping to the northern and eastern boundaries, and the central courtyard.
- The existing points of vehicular and pedestrian access are from Broadwater Road to the north boundary, as this is the only part of the site that enjoys a degree of level access. The site sits approximately 1.5m above the level of Palmerston Street and the A27.
- The Care Home is a roughly pentagonal-shaped building with a central courtyard. It is generally a single-storey brick building with punched openings and white uPVC windows, and a clay-tile pitched roof, with the exception of the northern elevation that is two-storeys tall. The courtyard is accessed from an undercroft in the northern elevation.
- An open electricity sub-station lies outside of the site to the north-eastern corner of the site, and an existing single-storey garage lies with the site to the north-western corner of the site.
- The character of the immediate area is that of terraces, cottages and townhouses sat on the kerbside of historic burgage plots. The roads are narrow and the density of the existing properties is tightly knit.
- Squat two-storey buildings with simple detailing sitting directly adjacent to three-storey buildings with grander detailing and proportion is common to the area.

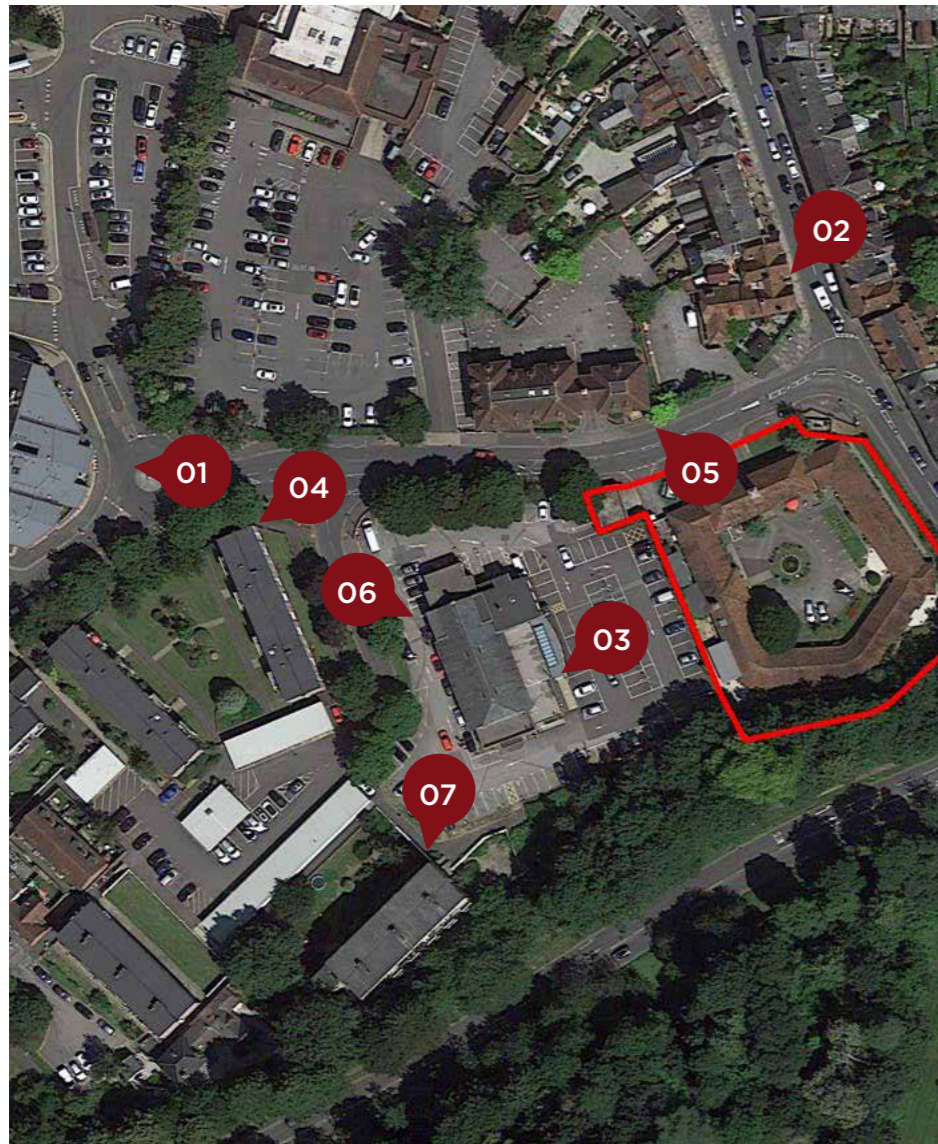
SITE PHOTOS

The images below are of the existing, now disused, Edwina Mountbatten House Care Home in the context and setting of its surrounds.



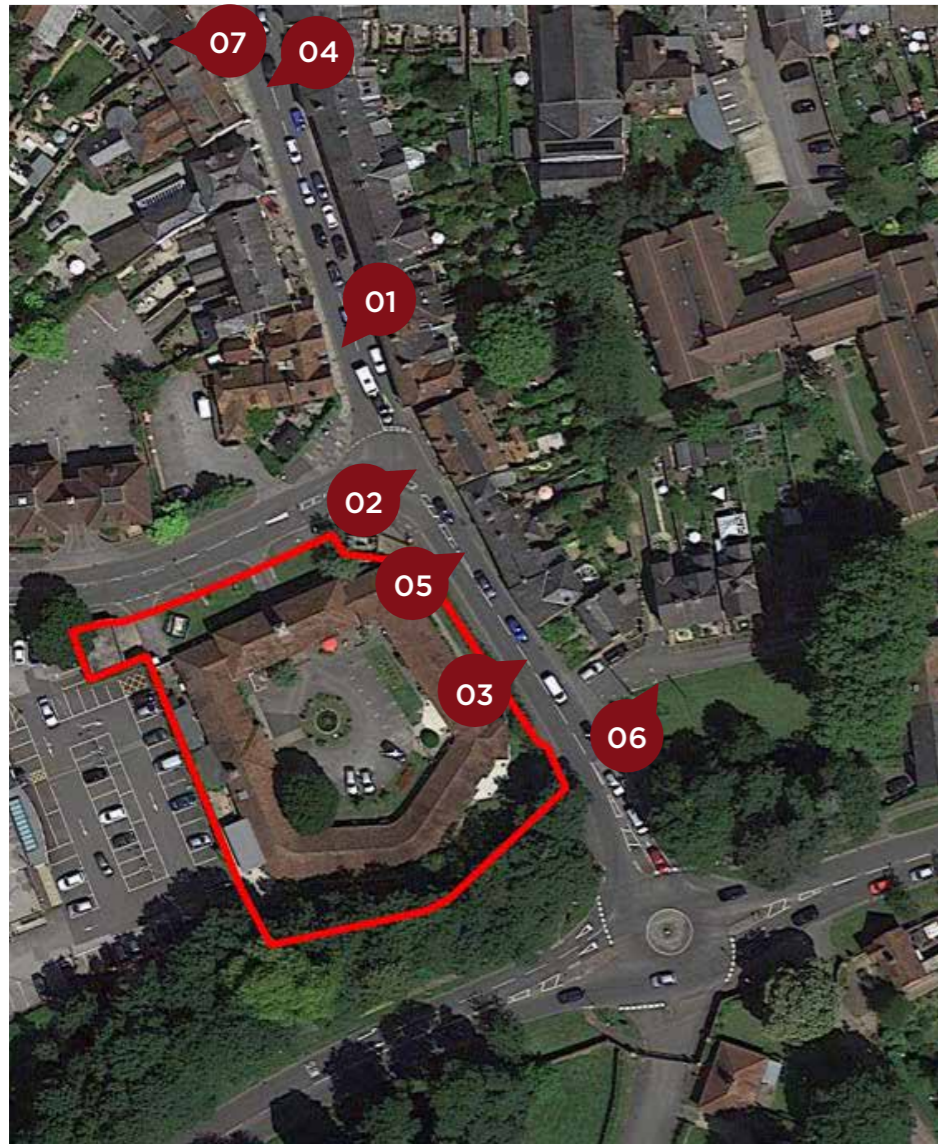
CONTEXT PHOTOS

The images below are of the existing buildings in the setting of Edwina Mountbatten House. Modern and historic development sits side-by-side. They range in a variety of ages, heights and styles.



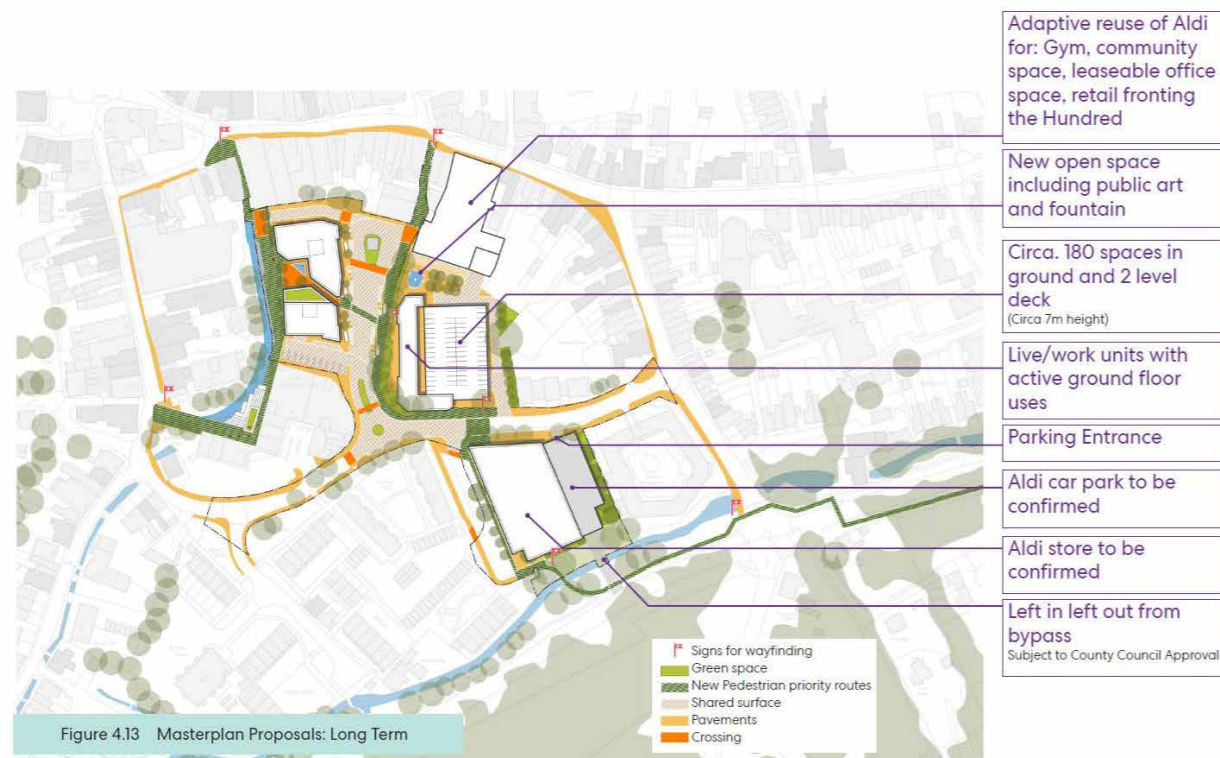
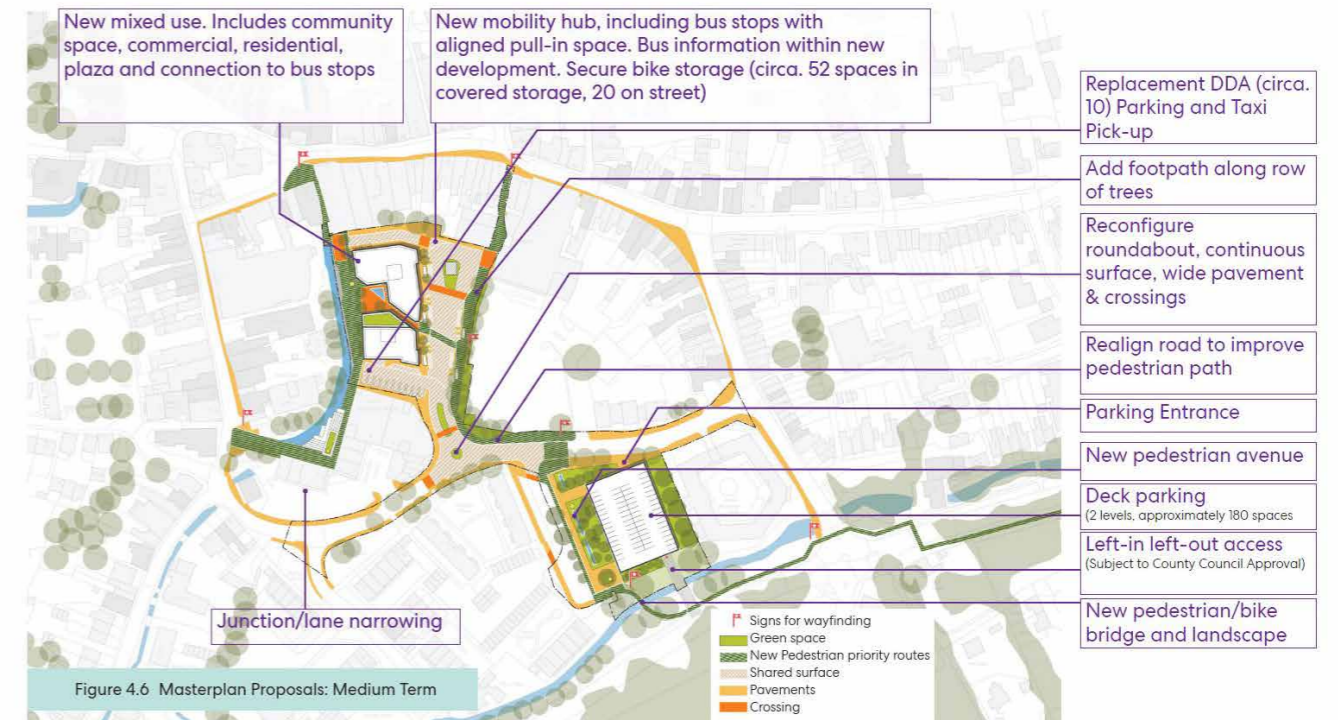
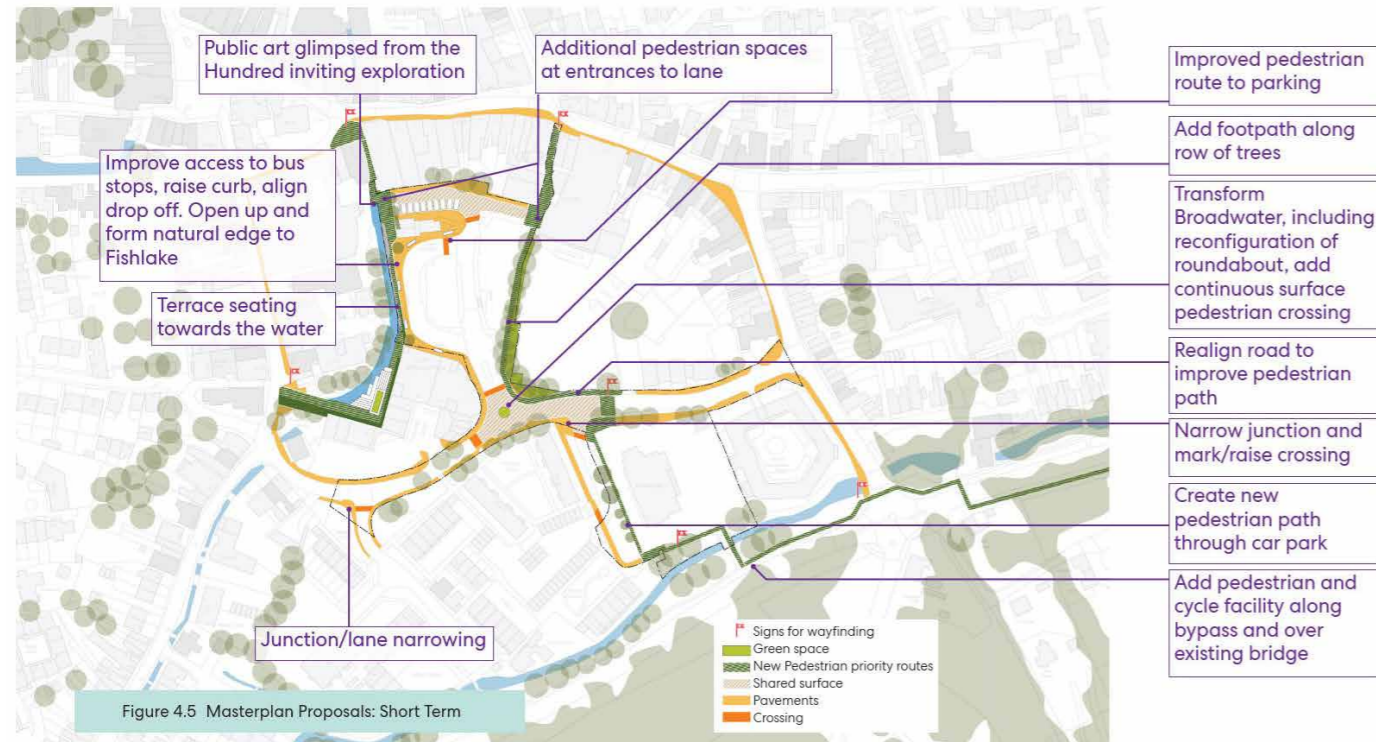
CONTEXT PHOTOS

The images below are of the existing buildings that are in the adjacent area to and opposite of Edwina Mountbatten House. They range in a variety of ages, heights and styles.

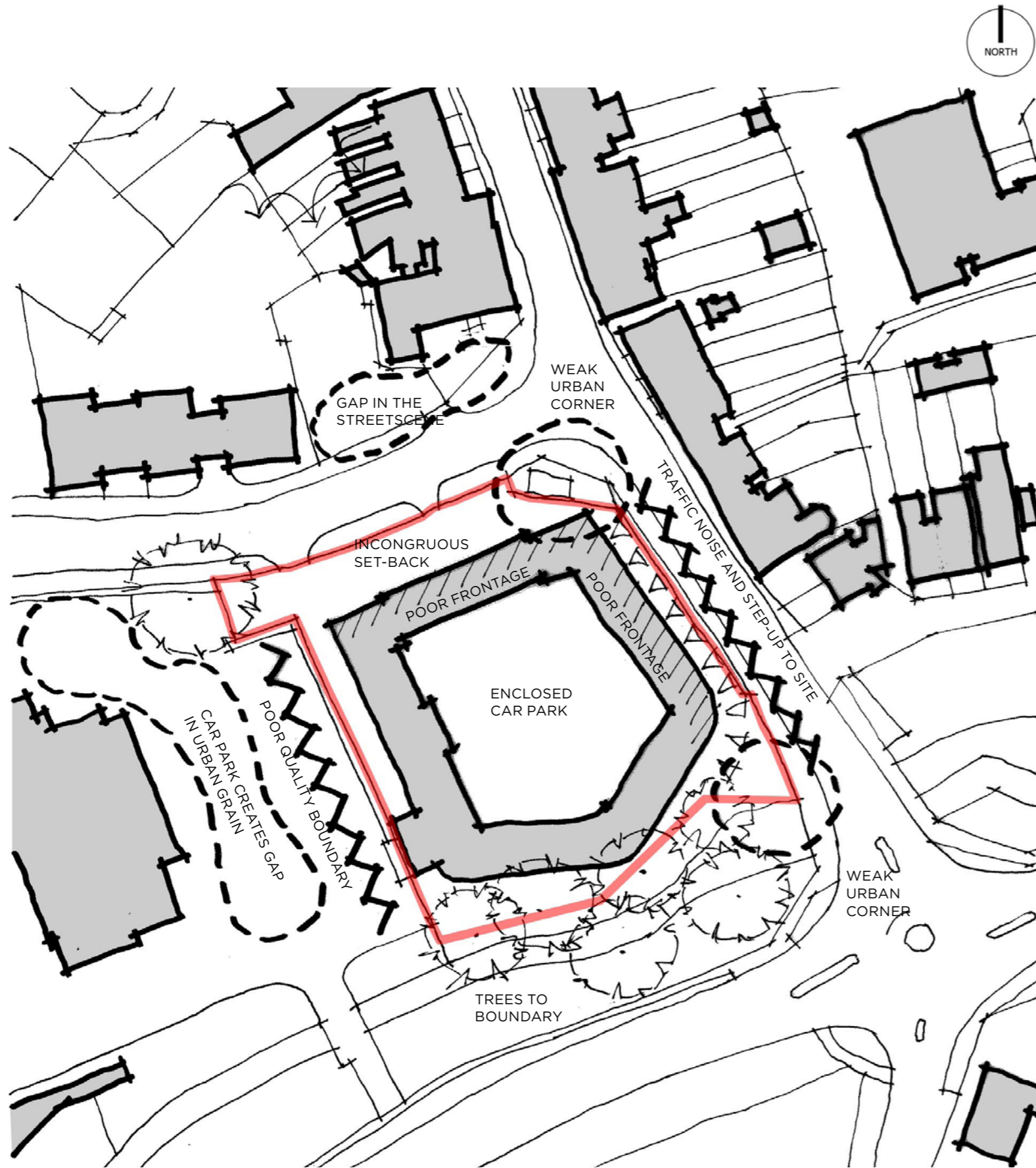


SOUTH OF ROMSEY TOWN CENTRE MASTERPLAN (2020)

The images below are of the short, medium and long-term proposals for south Romsey town centre as they are progressed. Note that Edwina Mountbatten House lies outside of these proposals.



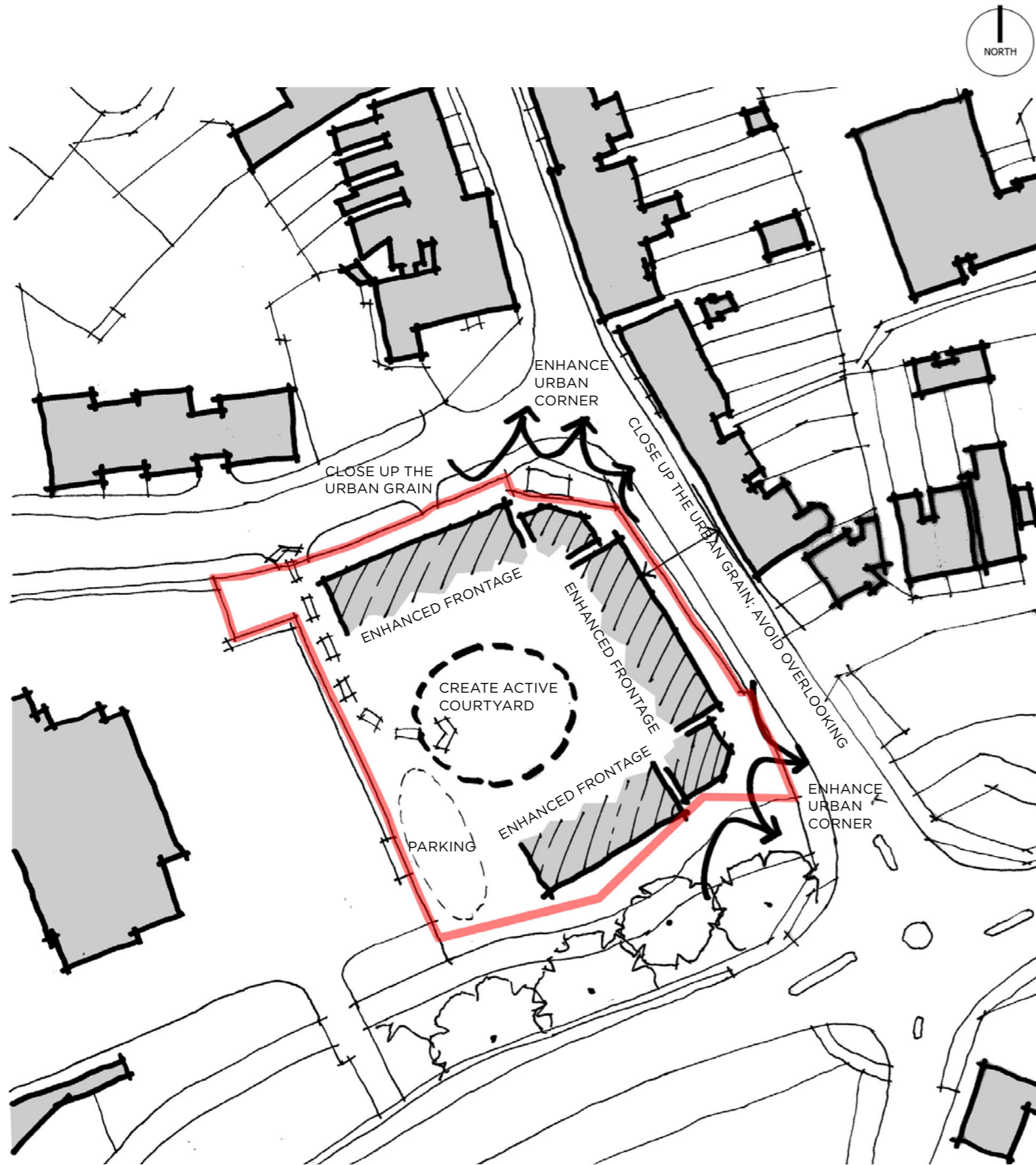
CONSTRAINTS



The site has numerous constraints that affect the potential for a successful urban development, including but not restricted to the following -

- The site is mostly in Flood Risk Zone 2, with a small part in Flood Zone 3; potentially subject to periodic flood events.
- The existing building is predominately single-storey which is lower in height than the rest of the surrounding buildings.
- Existing building is of relatively low density compared to other development in the area.
- Building set back from road frontage to northern boundary, exacerbating the gap in the street scheme on the opposite side of the road.
- Elevational treatment of existing Care Home unsympathetic and incongruous to Palmerston Street and Broadwater Road frontages.
- As a courtyard development, the existing Care Home's urban form is incongruous to the urban pattern or grain to the area.
- Weakly-designed building corners fail to address the junctions surrounding the site.
- Disused building with unsympathetic elevations and massing.
- Traffic noise and exhaust pollution from Bridge Street.
- Site levels restrict pedestrian or vehicular connectivity or permeability to northern boundary only.
- Trees to southern boundary.

OPPORTUNITIES



The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, including but not restricted to the following -

- Creation of a new urban gateway building that completes the streetscene.
- Creation of strong, detailed, high-quality and architecturally sympathetic frontages to Palmerston Street and Broadwater Road.
- Front the proposals away from the poor quality western boundary.
- Utilise the principles of 'Gentle Densification' to increase the density and height of this disused site.
- Set forward the scheme to Broadwater Road to tighten up the existing urban grain.
- Create feature corners within the proposals to address and enhance the existing street corners.
- Creation of new vehicular permeability into the site.
- Creation of better quality amenity space.
- Creation of new private and public amenity spaces within the site.
- Creation of better quality active and passive surveillance to the general area.

DESIGN EVOLUTION

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

BUILDING DISPOSITION

Existing development

Linear block results in inefficient land use ❌

'L' Shape block results in inefficient land use ❌

'T' Shape block scheme fails to address Broadwater Rd. ❌

'C' Shape block addresses townscape; creates identity ✅

PARKING LOCATION

Existing parking

Off Broadwater Road clashes with building footprint ❌

Off Palmerston Street clashes with building footprint ❌

Internally located parking hides parking from road ❌

Parking re-arranged to create more internal amenity ✅

ARTICULATION

Large detached properties with gaps/breaks of various widths

Steps / cut backs introduced to ends of block to mitigate overlooking and overall depth of building. ❌

Primary breaks / recesses introduced into mass to spilt into several smaller components. ❌










Secondary articulation added through the projections/gable features etc. to further break components into comparable & domestic scale appropriate to the area. ❌

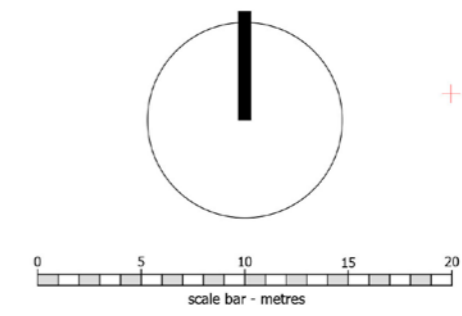
Secondary articulation added through the projections/gable features etc. to further break components into comparable & domestic scale appropriate to the area. ✅

PROPOSED SITE LAYOUT

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



-  One bed apartment
-  Two bed apartment
-  Owners Lounge
-  Internal circulation
-  Communal lift
-  Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
-  bin store
-  Covered buggy store
-  External amenity space



CONTEXTUAL ELEVATION TO PALMERSTON STREET

Following extensive site analysis and design work, below is the proposed elevation to Palmerston Street in context.



CONTEXTUAL ELEVATION TO BROADWATER ROAD

Following extensive site analysis and design work, below is the proposed elevation to Broadwater Road, in context.



CONTEXTUAL ELEVATION TO A27 BYPASS ROAD

Following extensive site analysis and design work, below is the proposed elevation to A27 Bypass Road in context.



CONTEXTUAL ELEVATION TO FACING CROSFIELD HALL

Following extensive site analysis and design work, below is the proposed elevation facing Crosfield Hall in context.



INFLUENCES AND PROPOSED MATERIALS

Below are examples of materials and detailing that have been used on both Mottisfont Lodge and Abbey Lodge that are intended to be used as art of the proposed development.



Red roof tiles

White uPVC casement windows; red multi brick

Fully-dormered windows

Decorative over-door canopies

Slate-effect roof tiles

Cast stone heads and cills; white painted brickwork

Red brick faced chimneys

CGI VIEW FROM PALMERSTON STREET OF PROPOSED DEVELOPMENT

The image below illustrates the proposed development in context when viewed from Palmerston Street, looking south.



CGI VIEW FROM A27 BYPASS ROAD OF PROPOSED DEVELOPMENT

The image below illustrates the proposed development in context when viewed from A27 Bypass Road, looking north-east.



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former Edwina Mountbatten Care Home in Romsey; 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.

Once again, thanks for your time.

