

## 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 site at Prentice Road, Stowmarket, Suffolk. 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
- Aerial View of site
- The Existing Site
- Photosheet- Land Parcel A
- Photosheet- Land Parcel B
- Constraints & Opportunities
- Design Evolution
- Proposed Contextual Elevations
- Proposed site Plan
- Proposed Floor Plan
- 3D Visuals
- 3D Aerial View
- 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 Engagement that will support any planning application.

## VISION

The vision for the site is to deliver a development that meets customers' needs and the local need for retirement apartments whilst also contributing to the character of Prentice Road, Stowmarket and making a positive contribution locally in terms of social, economic and environmental benefits.



Location Plan



The Site viewed from Navigation Approach.

## WHO ARE CHURCHILL RETIREMENT LIVING?

Churchill Retirement Living Limited is an award-winning, family run company specialising in both building and managing Retirement Living homes for older people. The company was established in 2003 and they are a market leader in the provision of private retirement apartments.

The apartments are purpose built exclusively for sale to older people (specifically over 60's with the average age of purchasers being 79) with a package of estate management services.

The decision to purchase this type of development is predominantly needs based, with residents forced to move as their existing property is no longer suitable or they can no longer access the shops or services that they need. By moving to an age-friendly environment with a community of like-minded people isolation and loneliness are reduced.

Churchill Retirement Living have been awarded a 5 star rating in customer satisfaction by owners and over 90% of owners would recommend Churchill Retirement Living to friends and family.

Over the years, we are proud to have achieved numerous awards that are recognised and highly regarded throughout the retirement industry. Recent awards have included:

### HBF 5 Star Rating 2021

In a customer satisfaction survey that was carried out by the Home Builders Federation (HBF) and the National House Building Council (NHBC), Churchill Retirement Living was awarded a maximum 5 star rating for customer service for another year.

### Top 100 Best Companies to Work for 2020

Churchill Retirement Living placed 3rd in the Sunday Times Top 100 Best Companies to Work For in the UK. This is the 9th time they have been named in a Top 100 listing, and its 5th consecutive year in the Top 100 Best Medium-Sized Companies to Work For category, competing against companies with up to 3,500 employees. They were once again the only housebuilder to feature on the list.

### What House? Award 2019

At the 2019 WhatHouse? Awards, they were delighted to be awarded Gold for "Best Medium Housebuilder" at this prestigious award ceremony.



Typical Developments



# Churchill

Retirement Living 

## National Planning Policy

The revised National Planning Policy Framework (NPPF) was updated on 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied.

The Government's policy, as set out in the NPPF, is to boost significantly, the supply of housing. Paragraph 60 reads:

*"To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay."*

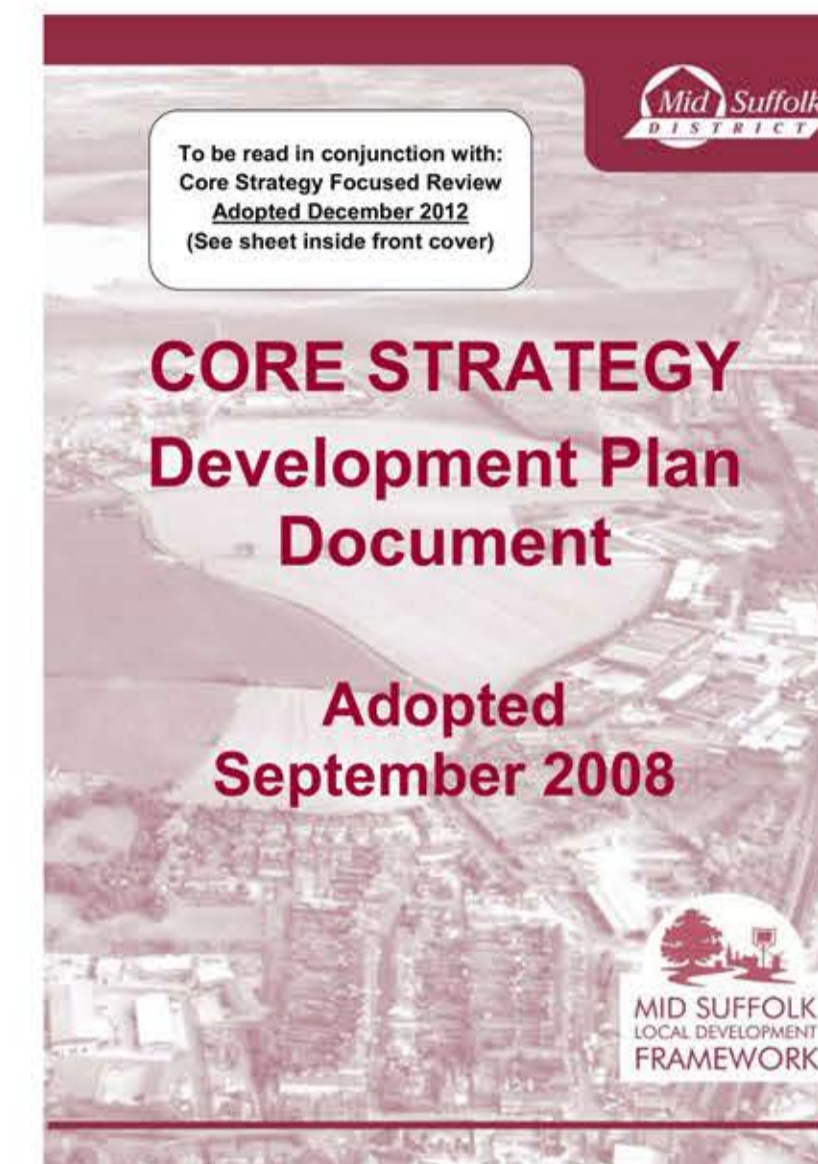
In June 2019 the Planning Practice Guidance (PPG) was updated to include a section on Housing for Older and Disabled People, recognising its importance. Paragraph 001 states:

**"The need to provide housing for older people is critical.** People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million. Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems. Therefore, an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking"

Paragraph 003 recognises that *"the health and lifestyles of older people will differ greatly, as will their housing needs, which can range from accessible and adaptable general needs housing to specialist housing with high levels of care and support."* Thus a range of provision needs to be planned for.

## DEVELOPMENT PLAN

The Development Plan comprises the Mid Suffolk Core Strategy (2008) and Review (2012), the Mid Suffolk Local Plan (1998) and the Stowmarket Area Action Plan (2013). The Council is currently preparing an emerging local plan.



The adopted Mid Suffolk Core Strategy policy CS1 identifies Stowmarket as a town, where sustainable growth can take place. In addition, policy CS7 encourages the re-use of brownfield land for development, setting a target of 50% of dwellings being built on this type of land.

The site is located within close walking distance to a range of shops and facilities in the town centre, as well as the Stowmarket train station. Maximising the use of this previously developed site will help to reduce the need for greenfield development elsewhere, in accordance with the NPPF.

The site falls within the Station Quarter mixed use allocation, Policy 5.6 of the Stowmarket Area Action Plan. The site has planning permission for the development of 93 residential apartments with associated car parking and amenity space (ref no. DC/19/01482).

The proposed scheme will reflect the character and scale of the approved scheme, with high quality design in accordance with policies GP01 and H13 of the Local Plan.

The housing mix will be a combination of 1 and 2 bed apartments and meet the needs of older people, in accordance with emerging policy LP07 which acknowledges the need for older persons housing within the plan area.

A high quality landscaping scheme will surround the main apartment building, there is a rooftop garden and private amenity space accompanying the cottages. This will meet the requirements within emerging policy LP26

Overall, the proposal will provide redevelopment of an allocated brownfield site in a sustainable location. It will provide much needed housing for older people, providing social and economic benefits and freeing up family housing elsewhere in the market. It will deliver sustainable development in accordance with policies FC1, FC1\_1 and the NPPF.

## A NATIONAL NEED

It has been widely acknowledged that the UK is facing a national housing crisis. Not enough homes are being built to meet the needs of the population.

People are living longer lives and the proportion of older people in the population is increasing. The 2014-based Subnational Population Projections identifies that England's population will grow by 4,427,000 individuals aged 60 and over between 2014 and 2030, this equates to an increase of 35.56%.

National Planning Policy includes Planning Practice Guidance on 'Housing for older and disabled people' to assist Councils in preparing local planning policies for the delivery of housing to meets the needs of its older residents. This sets out that providing housing for older people is 'critical'.

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.

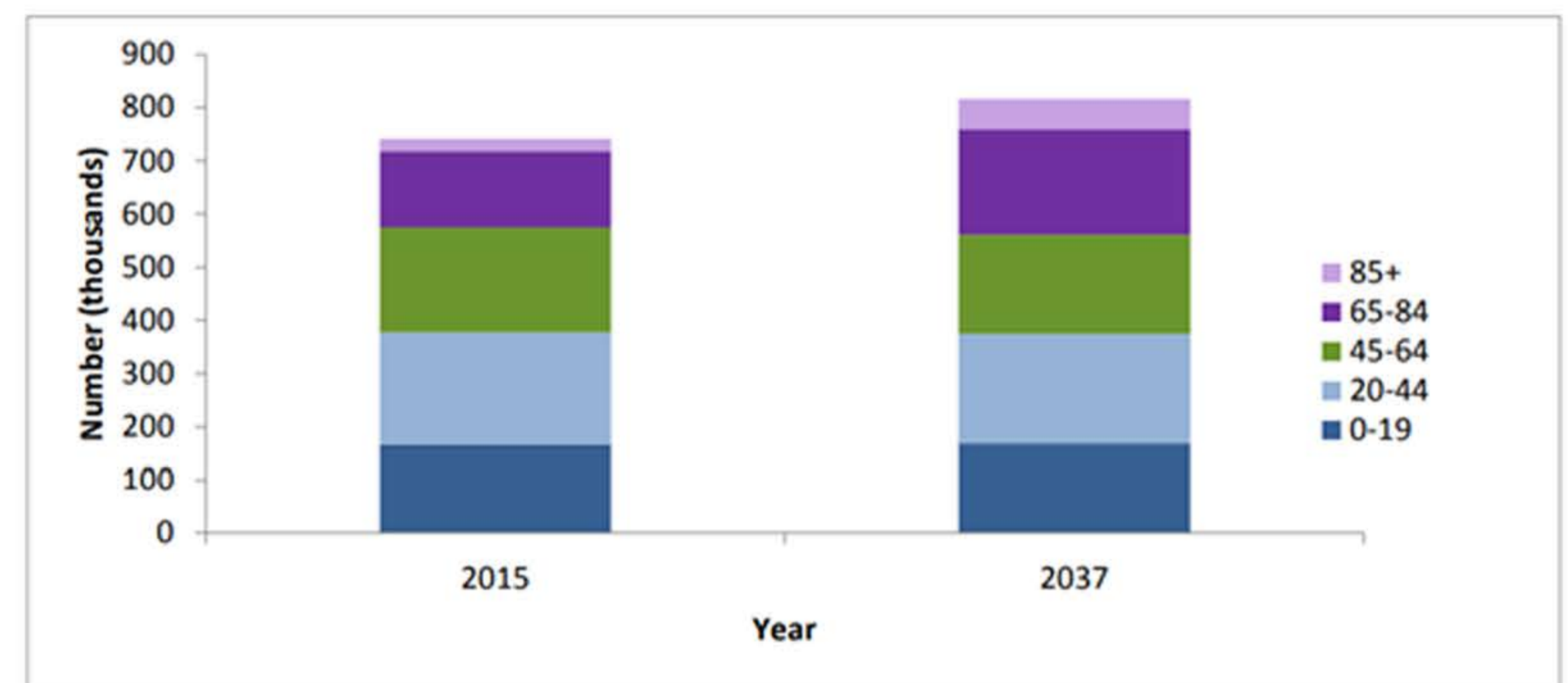
## A LOCAL NEED

Suffolk's population is forecast to increase by 10% between 2015 and 2037. As shown in the graph opposite, this increase will be driven by older age groups, with a 54% increase in over 65s.

The 2018 sub national population projections show the same level of growth in Mid-Suffolk. Between 2018 and 2043 there is predicted to be a 66% increase in the number of persons aged over 65.

The 2017 Strategic Housing Market Assessment identifies there are currently 874 sheltered housing units in Mid-Suffolk and by 2036, there is an estimated need for 1,629. This is therefore an additional need for 755 standard sheltered housing units. There is a further need for 7 enhanced sheltered housing units and a need for 176 units of extra care housing.

The Adult and Community Services Market Position Statement (2015-2016), set out by Suffolk County Council recognises the importance of staying independent for as long as possible and thus promotes the development of specialist accommodation for older persons.



Source: ONS sub-national population projections mid-year 2014

Source: Suffolk Housing and Health Report (March 2018)



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



A development that maximises the use of previously developed land reducing pressure on Greenfield sites for development.



Our developments bring health and social care savings - Each person living in a Home for Later Life saves the NHS & Social Services approximately £3500 per year.



Economic and social benefits of older people using local shops, services and facilities.

Our residents are basket shoppers and primarily tend to shop locally - supporting local businesses and communities.



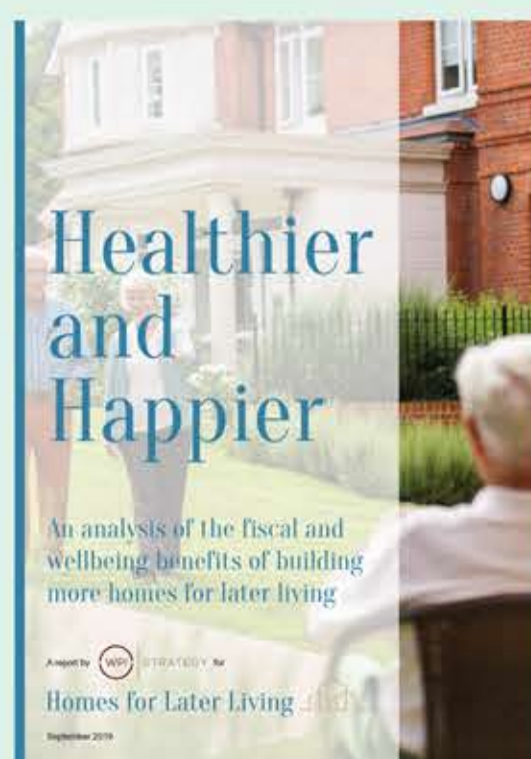
Due to its sustainable location, retirement living housing reduces the need to travel by car.

Residents often relinquish the use of their car and instead shop locally on foot or by public transport.



A scheme that allows for independent living whilst at the same time reducing security worries for older people and providing companionship.

This helps to reduce isolation and loneliness.



A report called 'Healthier and Happier' by WPI Strategy for Homes for Later Living sets out that, 'housing with support, or Retirement Living age restricted housing, typically for those aged 60 and above, with communal lounges and other facilities such as a shared laundry and a guest room.

Importantly, support is provided by an on-site manager who is dedicated to the running of the development.



The report 'Chain Reaction' identifies that:

- Three million people over 65 want to downsize but can't
- Enabling them to move would free up 2 million spare bedrooms in larger homes ideally suited for young families with children.
- The chain impact would be a major positive for first time buyers, with roughly two in every three retirement properties built releasing a home suitable for a first-time buyer.
- Every retirement property sold generates at least two moves further down the housing chain.



In February 2021, Homes for Later Living published the 'Silver Saviours for the High Street'. The publication details how new retirement properties create more local economic value and more local jobs than any other type of residential housing.

# Aerial View of Site



## SITE & CONTEXT DESCRIPTION

- The site is in a sustainable location within close proximity to Stowmarket town centre and the shops, services and public transport facilities located therein.
- The site seeks is 0.29 hectare site spread over two plots of land at the south east end of Prentice Road. Prentice Road splits the two plots.
- The site is currently cleared and forms part of a wider site with planning permission for 93 units and a care home. The site forms part of the 'Station Quarter' Mixed Use allocation in the Stowmarket Area Action Plan.
- The care home to the north is being brought forward by another developer as phase 1.
- The site is largely covered by hardstanding. The River Gipping flanks the South West boundary which is heavily lined with large mature trees. An existing public footpath bridge crosses the River Gipping to the south which gives easy access to local surrounding amenities.
- Gipping Way is located to the west of the site and Navigation Approach to the south.





IMAGE A



IMAGE B



IMAGE C



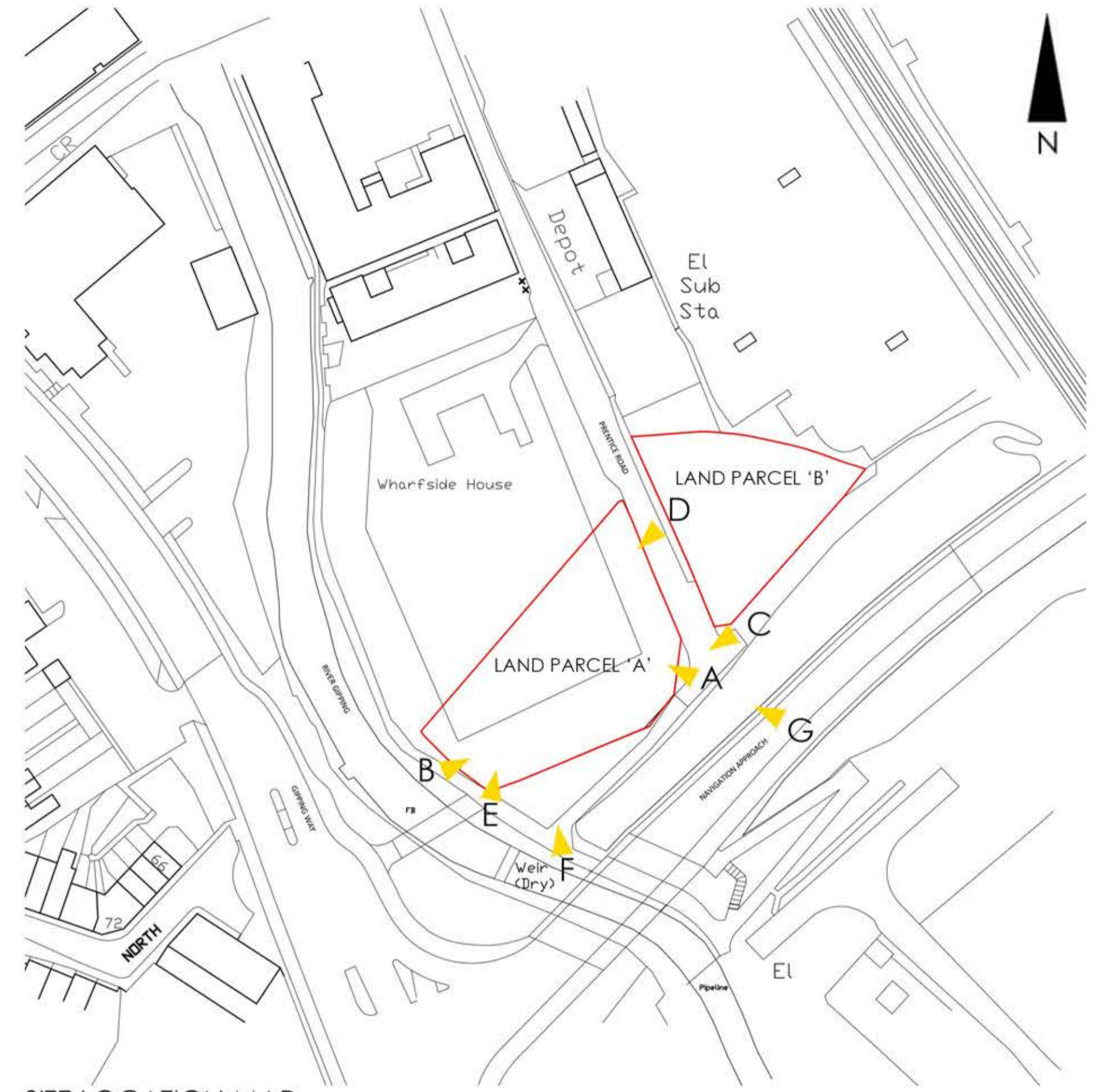
IMAGE D



IMAGE E



IMAGE F



SITE LOCATION MAP



IMAGE G





IMAGE A

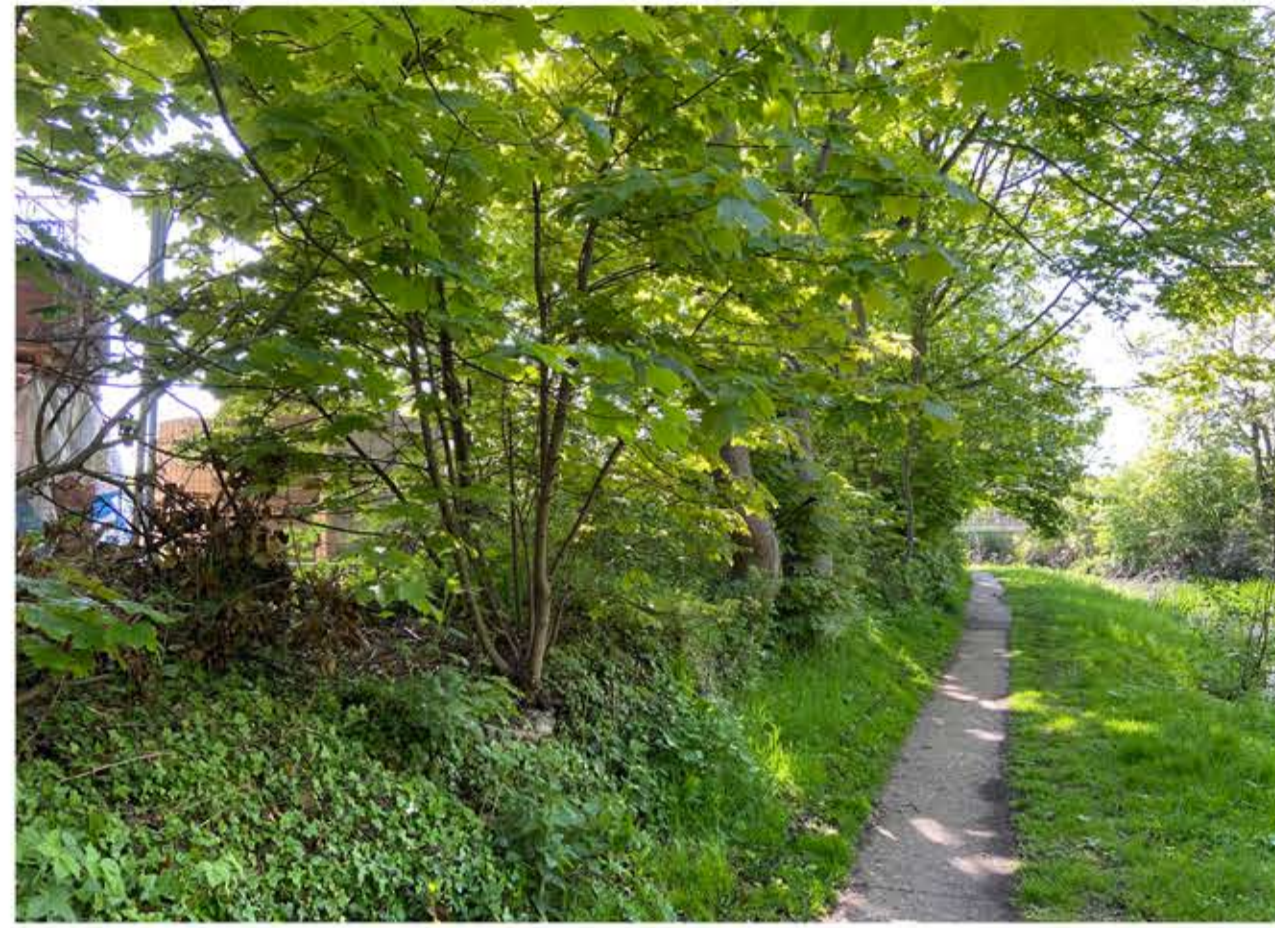


IMAGE B



IMAGE C



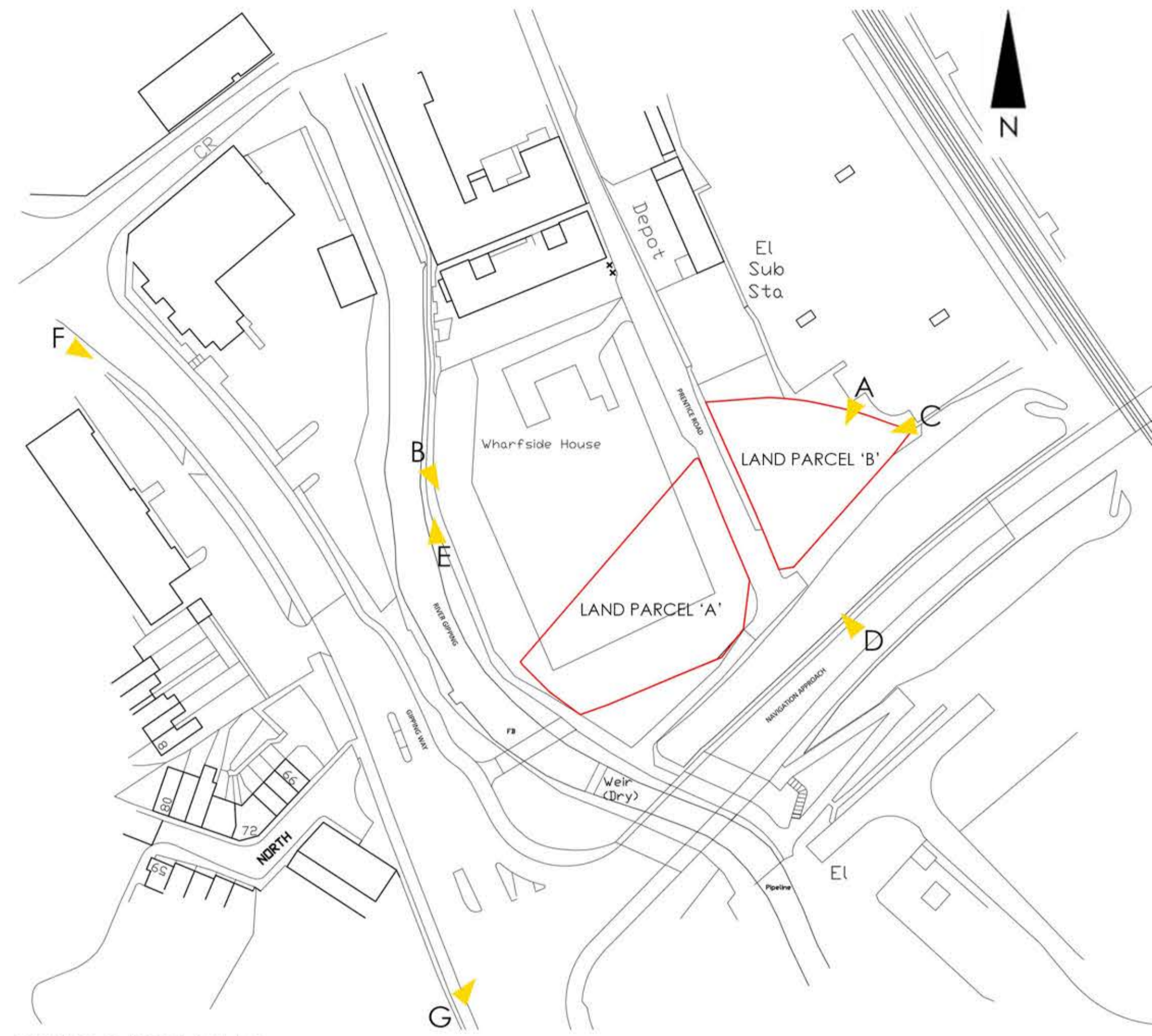
IMAGE D



IMAGE E



IMAGE F



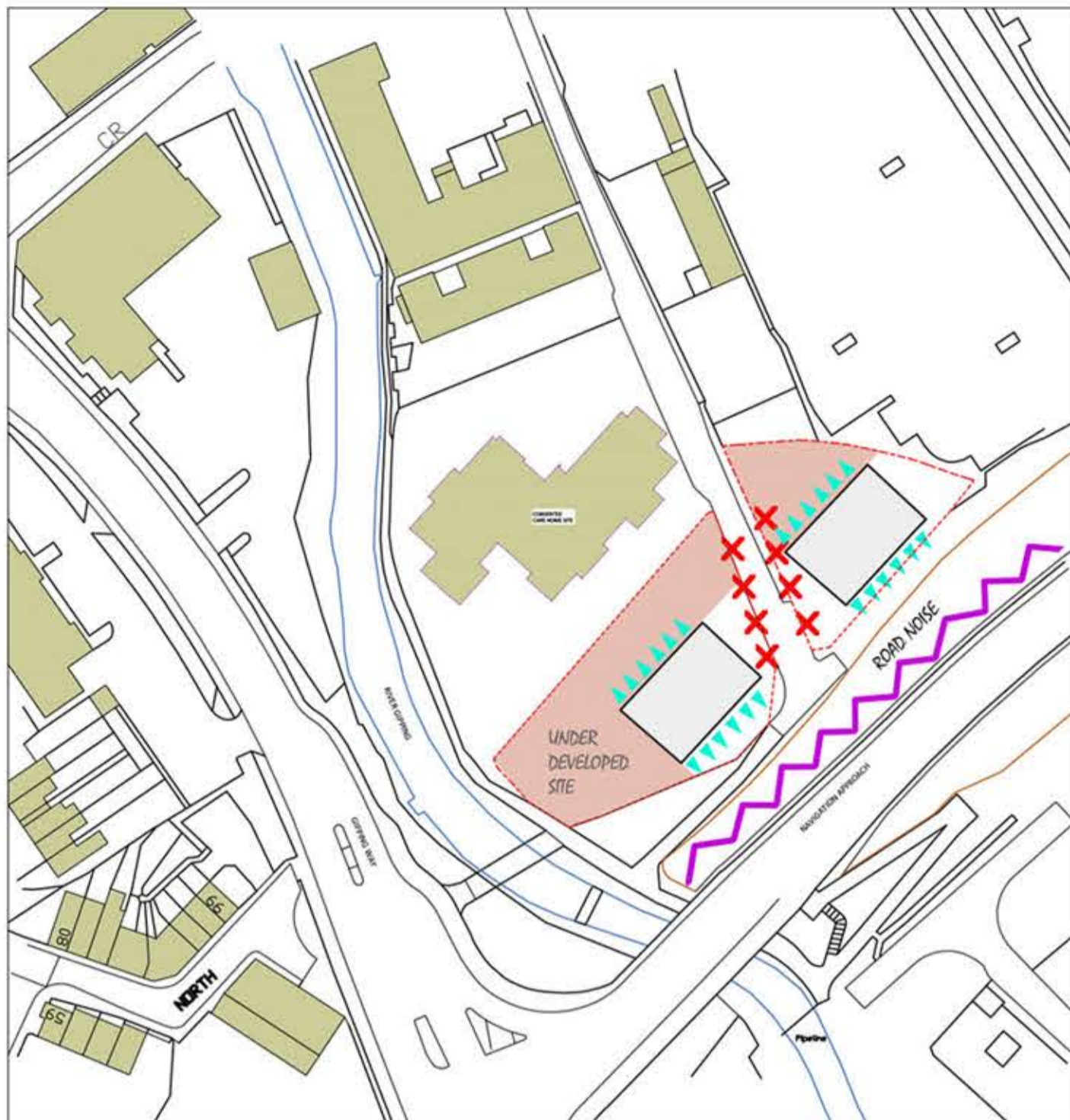
SITE LOCATION MAP



IMAGE G

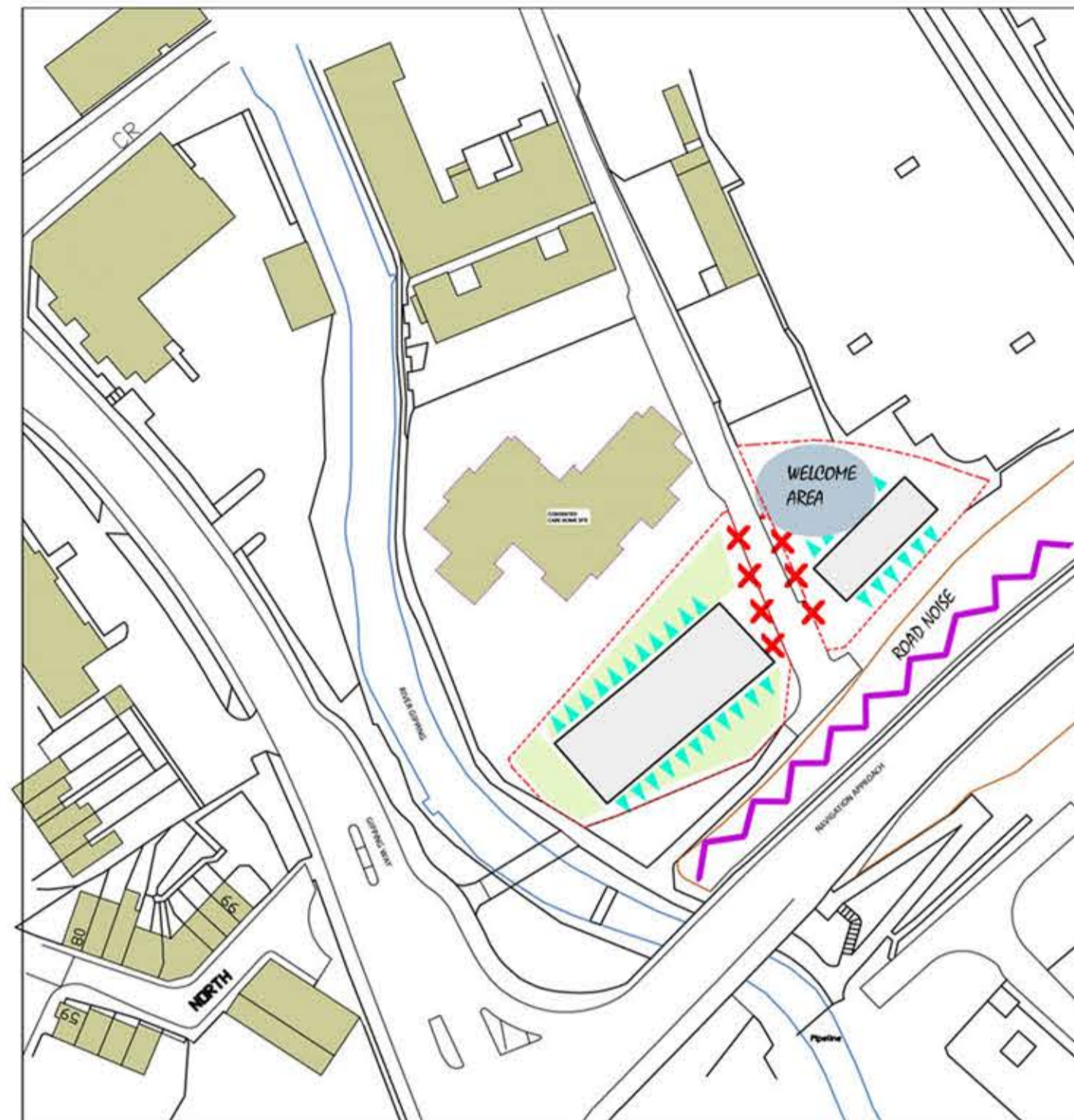
# Constraints & Opportunities





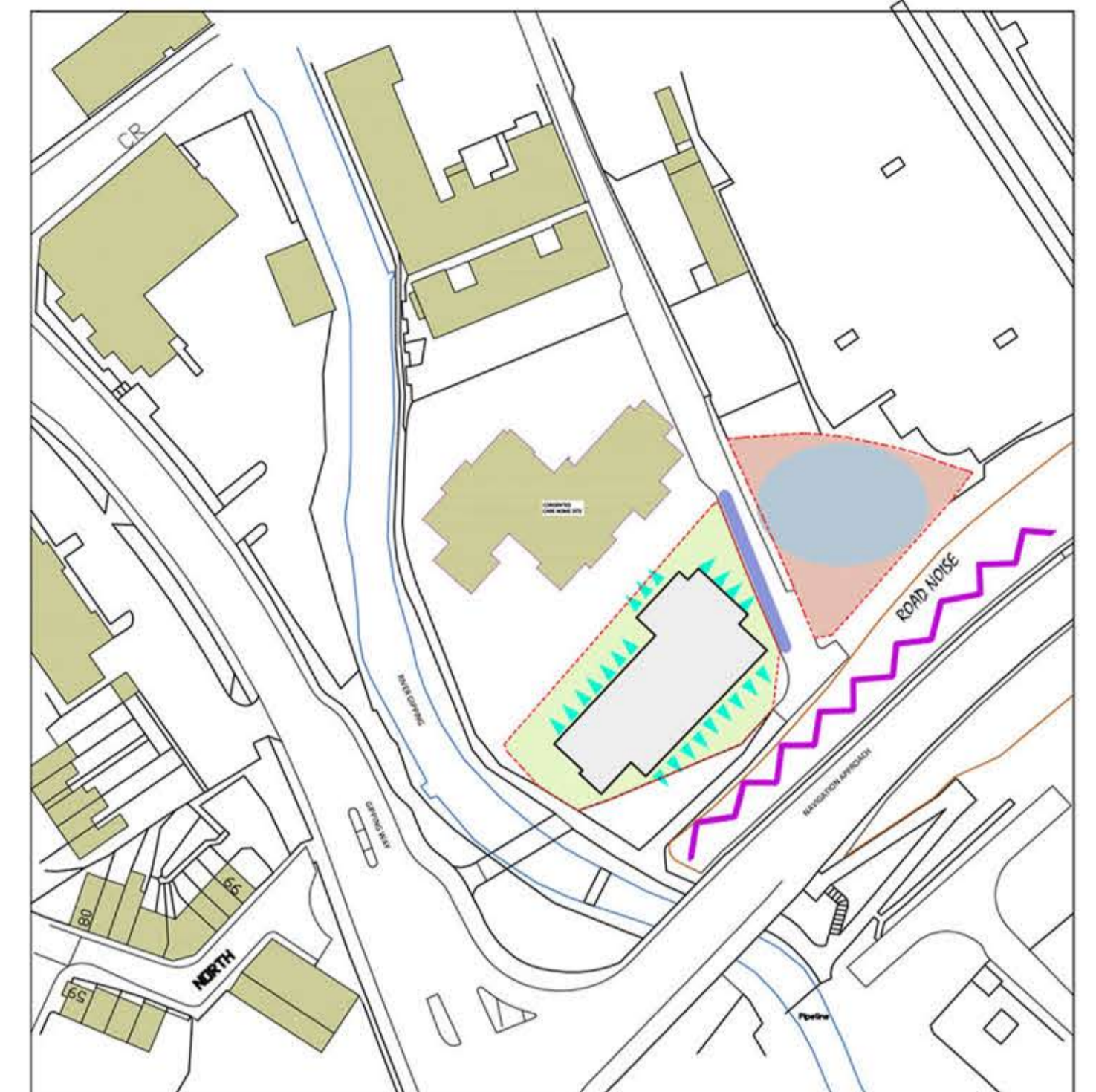
1. 2 x small blocks facing Navigation Approach

- Under developed site
- Development sited too close to busy road
- Too much space for parking and amenity
- no frontage to Prentice Road



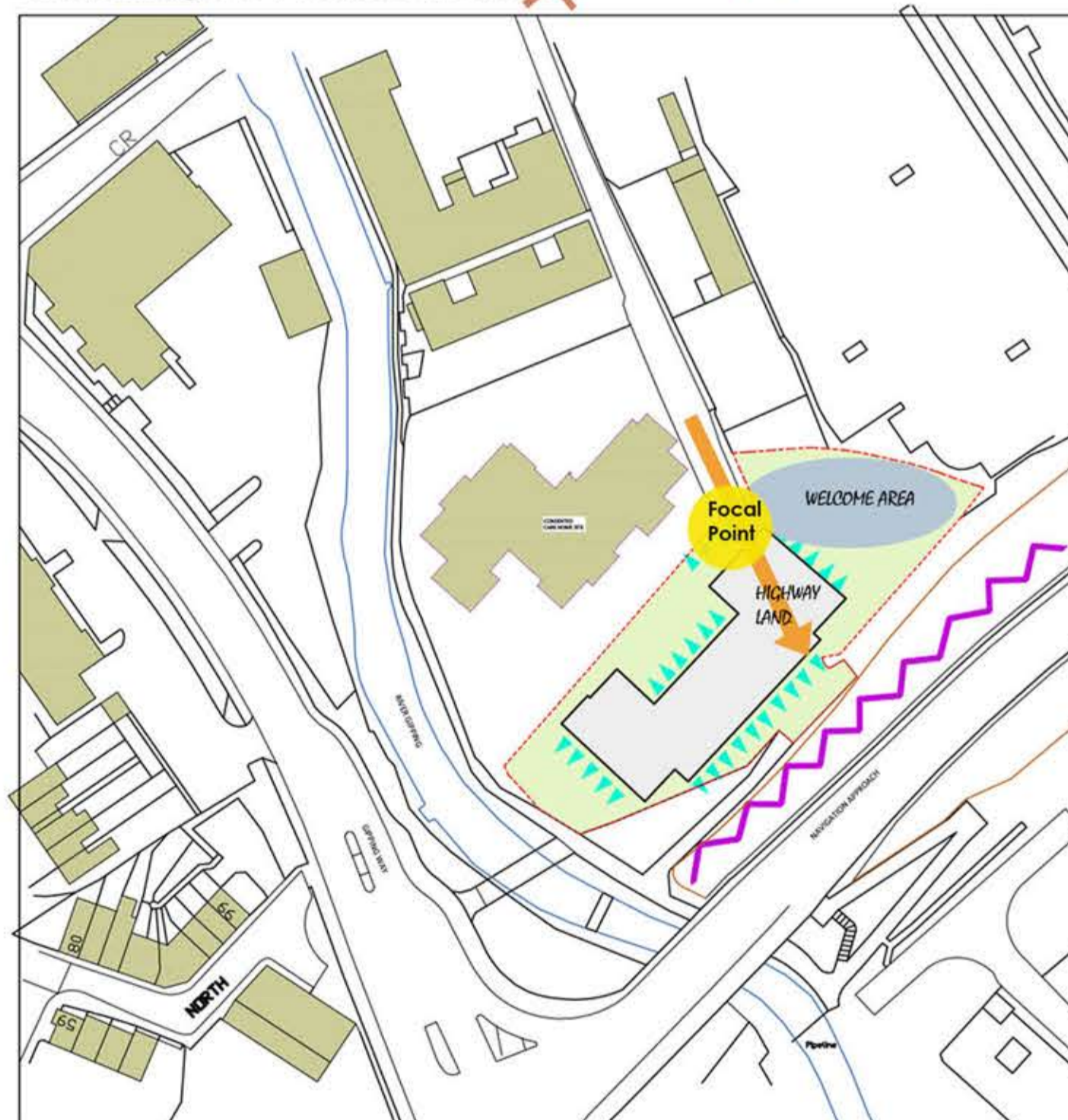
2. 2 x larger blocks facing Navigation Approach

- Site is well developed
- No frontage to Prentice Road
- Reduced space for parking and welcome area
- Amenity areas fragmented



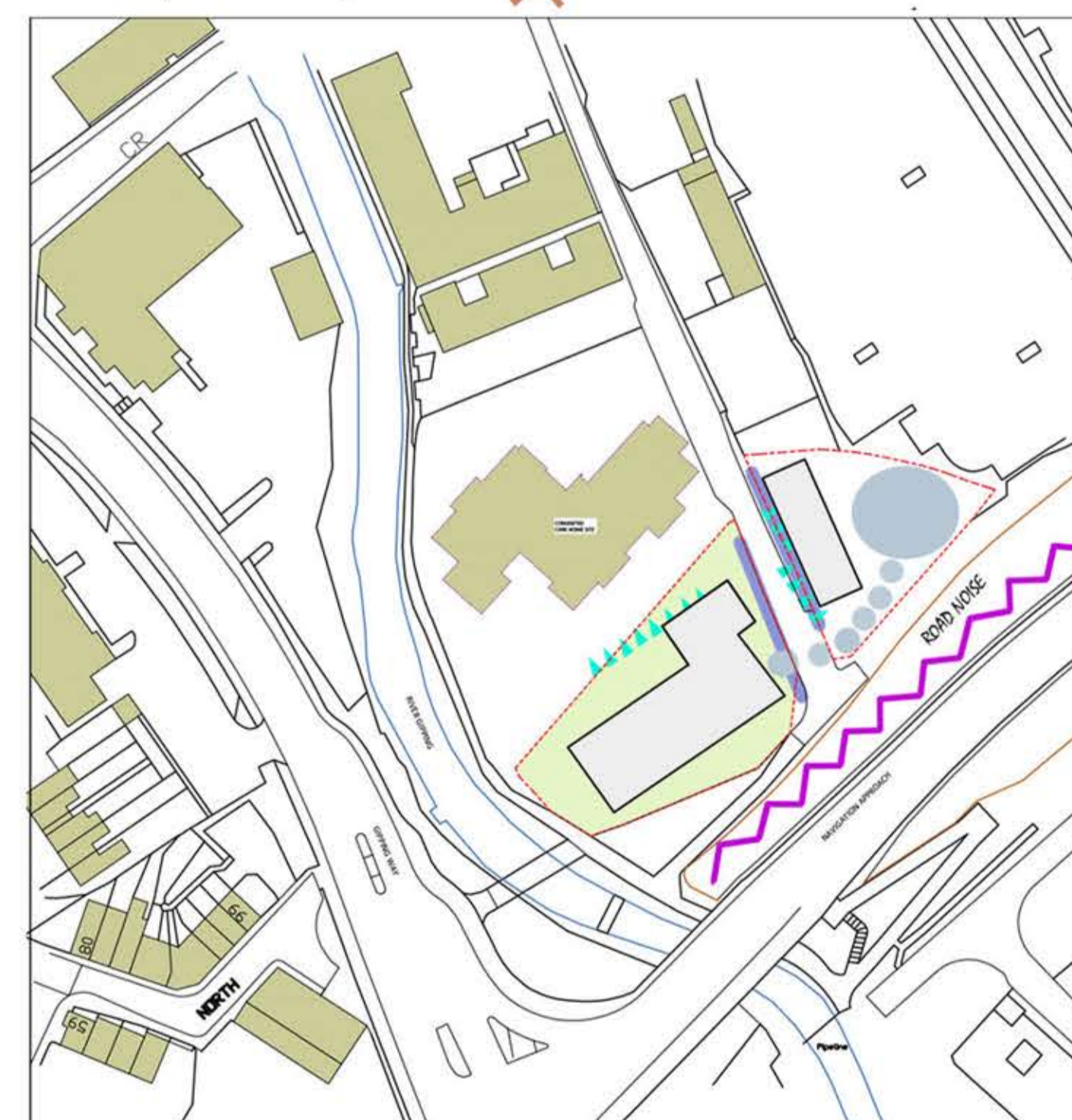
3. 1 x Larger block on Site 'A'

- Site 'A' is well developed
- No development on Site 'B'
- Some frontage to Prentice Road
- Site 'B' should have small development on it



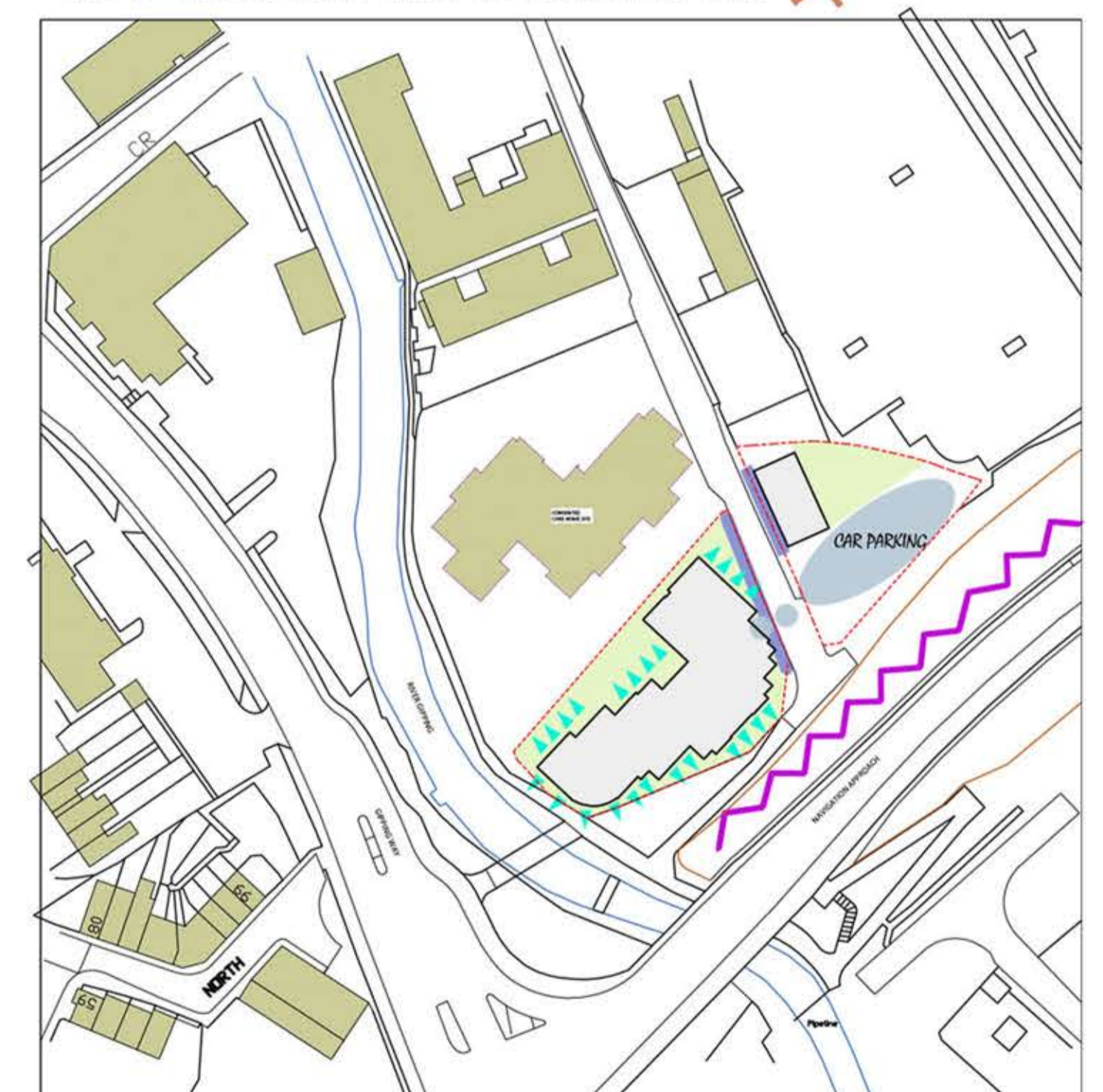
4. 1 x site and 1 x larger block

- Site well developed
- Good sized welcome area / parking and amenity
- Larger site incorporates Highways Land
- Focal point



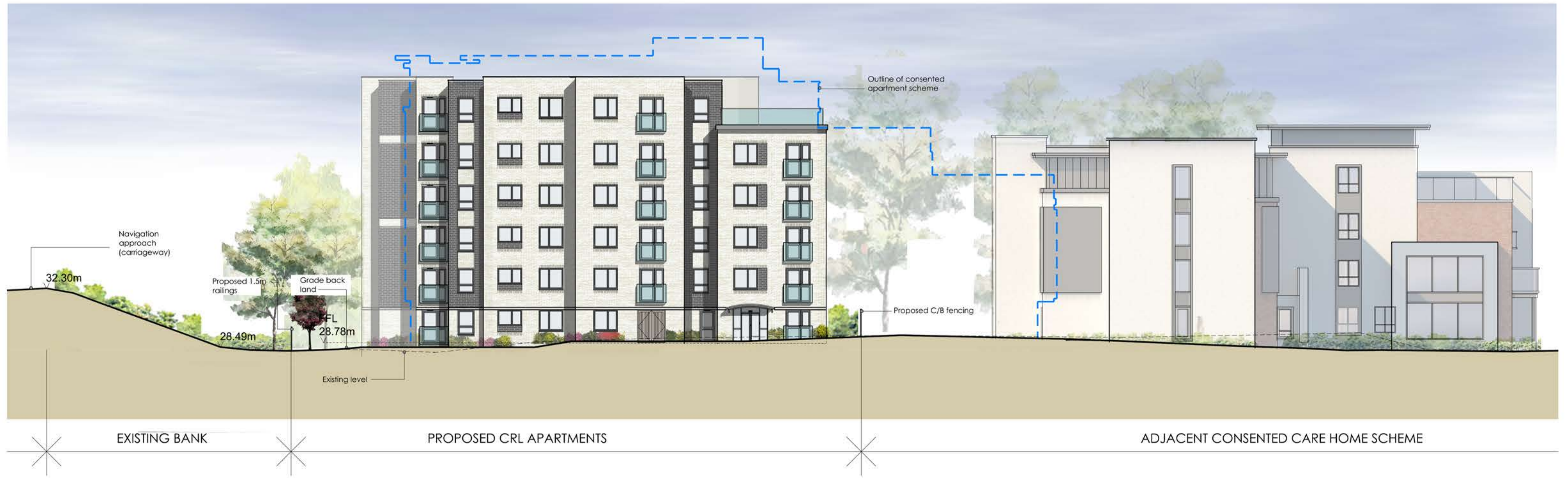
5. 2 x larger blocks facing fronting Prentice Road

- Both Sites well developed
- Frontage on both sides of Prentice Road
- Welcome area small and not near main entrance

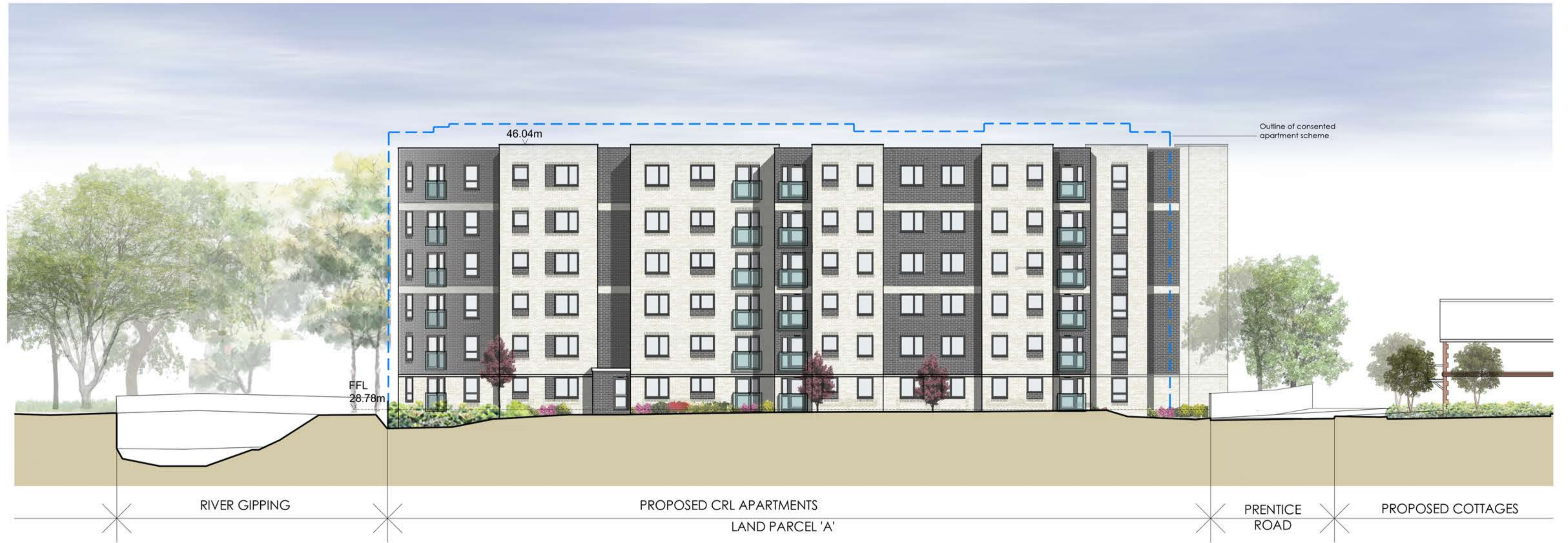


6. 1 x larger block and cottage block facing fronting Prentice Road

- Both Sites well developed
- Frontage on both sides of Prentice Road
- Good sized car parking and amenity
- Sufficient Amenity space



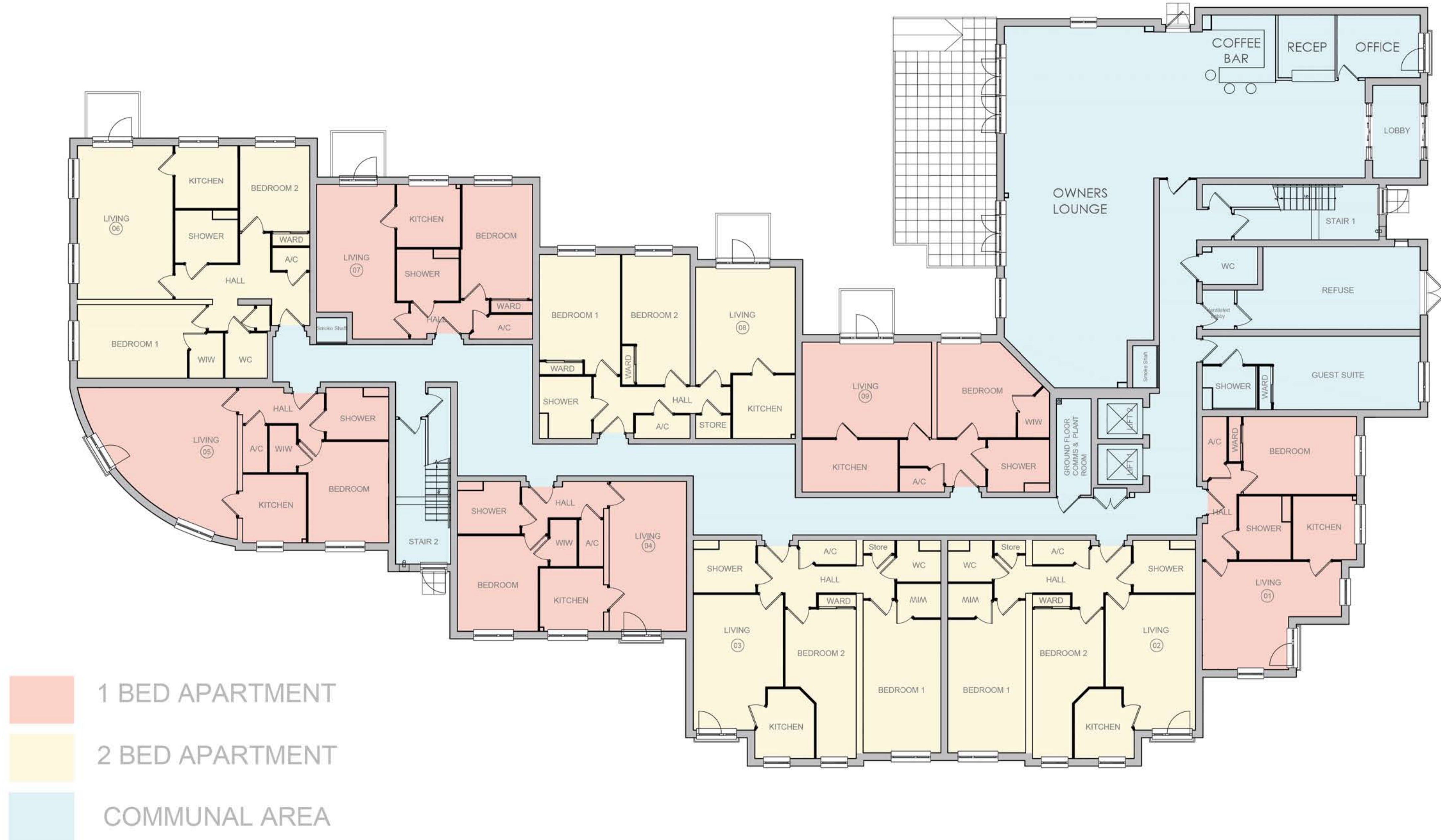
North East Elevation



South East Elevation



# Proposed Floor Plan





View from Gipping Way / Navigation Approach corner junction



View looking south down Prentice Road



3D Model Aerial Perspective



# Next Steps

Thank you for taking the time to review our initial proposal for the proposed scheme on Prentice Road, Stowmarket, your time is much appreciated.

We would be most grateful if you could take the time to fill in the online feedback form or put any comments or questions into an email. Please include the words "Stowmarket Consultation" within the email subject title and send it to:

[info@planningissues.co.uk](mailto:info@planningissues.co.uk)

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 scheme.

The next step is continued consultation and ongoing discussions with the Local Planning Authority, with the potential submission of a planning application in June 2022.

Once again, thank you for your time.

