

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 supermarket site on Upper Galdeford in Ludlow town centre. 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 Engagement Report that will support any planning application.

THE PROPOSAL

The proposal is to redevelop the former supermarket site on Upper Galdeford to provide retirement living accommodation.

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 contributing to the character of Ludlow and making a positive contribution locally in terms of social, economic and environmental benefits.

The proposal is for a retirement housing development of circa 45 one and two bedroom apartments and associated communal facilities, vehicular access, car parking and landscaping; as well as retail provision of 2 units on the ground floor.

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 operation, management, care and responsibility of every apartment of our completed developments.

Our commitment to developing excellence and quality on every occasion rests in our continuing to provide the lifetime needs and communal services requirements of each of our 10,000+ resident home 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**

Summarised below are some of CRL's key statistics;

- **Over 8,000 apartments under management**
- **Owned and contracted land bank of over 3,000 plots**
- **Five regional offices around the country**
- **Over 600 employees across the group**

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



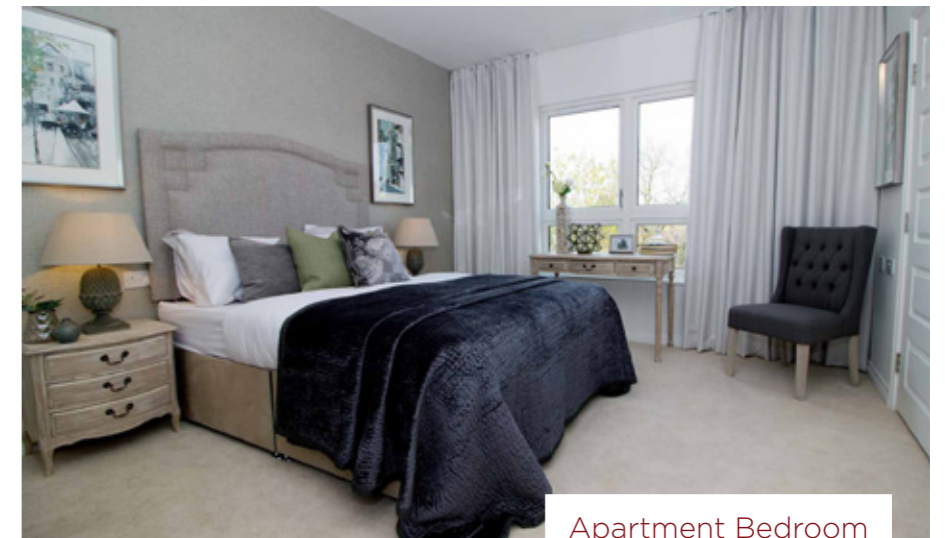
Guest Suite



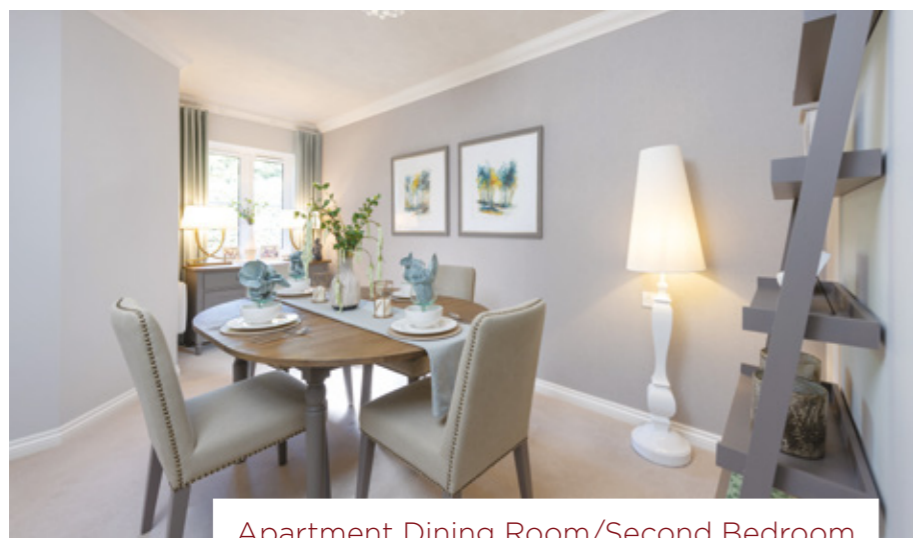
Landscaped Gardens



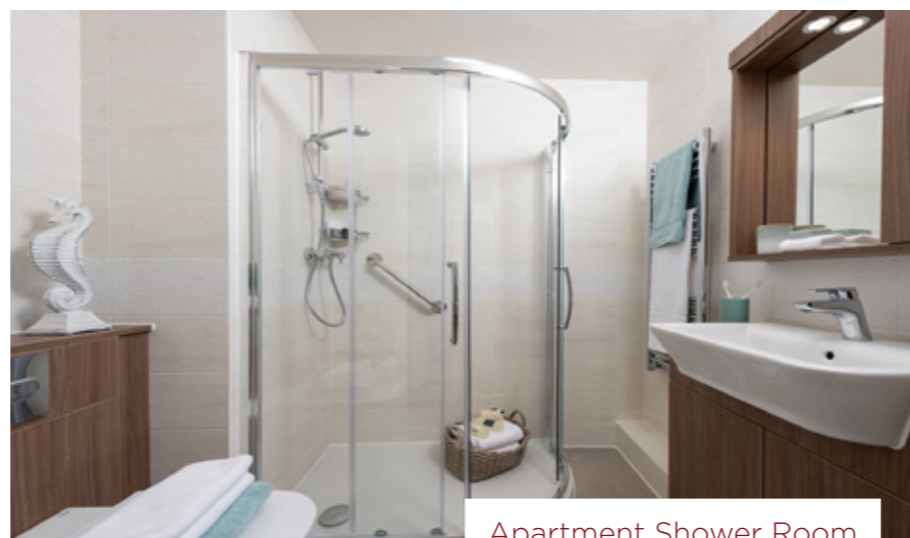
Apartment Living Room



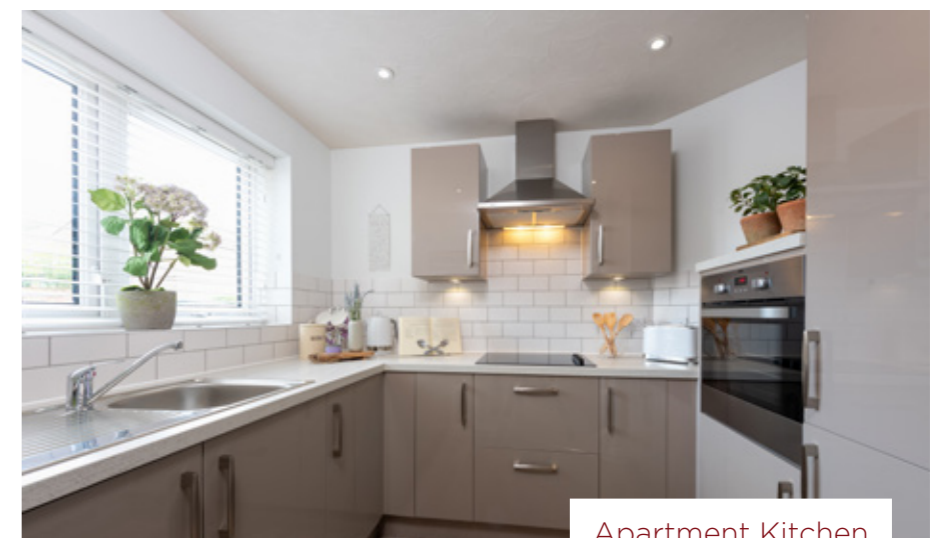
Apartment Bedroom



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.

The Census 2021 data shows the total population of Shropshire being 323,600 which is an increase of 5.7% from 2011. The 65 years and over age bracket makes up 25.3% of the population comprising of 82,000 people.

The latest Strategic Housing Market Assessment for Shropshire from September 2020 indicates Households aged 65-84 years are projected to increase by 42.8% in Shropshire by 2038. This level of growth is above estimated growth nationally and regionally (41.0% and 32.8% respectively).

Furthermore, households of 85 years and over are projected to significantly increase by 130.5%, more than doubling in size from 6,900 households in 2016 to 15,900 by 2038.

As illustrated from the table opposite, taken from the Strategic Housing Market Assessment, there is a projected need of 3,868 sheltered/retirement housing units required by 2038 which is an increase of 3,063 units from the existing stock.

The Council's Authority Monitoring Report (published 2020) acknowledges Shropshire has an ageing population with people living longer and more independently. As such, the housing needs of older persons is a priority with greater housing options required.

Analysis of future need for specialist older person accommodation				
Current Provision	Current Number of Units	Number aged 75 and over (MYE 2017)	Number aged 75 and over 2038 (2014-based SNPP)	Change in need
		Ratio of Population to current provision	Ratio applied to 2038 population	
Sheltered / Retirement Housing	3,868	0.110	6,931	3,063
Extra-care / Supported Living Housing	518	0.015	928	410
Residential / Nursing Home Care (beds)	3,219	0.091	5,768	2,549
Total	7,605		13,628	6,023

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.

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 45 units proposed, at a ratio of 1.3 people per apartment, there will be around 59 occupants. At a saving of £3,500 each per year, this equates to a saving of £206,500 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 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



£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 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 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)

POLICY

SHROPSHIRE LOCAL DEVELOPMENT FRAMEWORK

The key documents which make up the Shropshire Local Development Framework are:

- Core Strategy DPD - adopted 24 February 2011
- Site Allocations and Management of Development Adopted Plan - adopted 17 December 2015

The relevant policies within the **Core Strategy** in relation to the redevelopment of the site to older people's housing on this proposal site are listed below:

- Policy CS1: Strategic Approach
- Policy CS3: The Market Towns and Other Key Centres
- Policy CS6: Sustainable Design and Development Principles
- Policy CS11: Type and Affordability of Housing

The relevant policies within the **Site Allocations and Management of Development Plan** in relation to the redevelopment of the site to older people housing on this proposal site are listed below:

- Policy MD1: Scale and Distribution of Development
- Policy MD2: Sustainable Design
- Policy MD3: Delivery of Housing Development
- Policy MD10a: Managing Town Centre Development
- Policy MD13: Historic Environment

LOCAL PLAN REVIEW

In addition to the above adopted policies, Shropshire Council is at an advanced stage of a Local Plan Review. The draft Shropshire Local Plan (2016 - 2038) was submitted to the Secretary of State for examination on 3 September 2021. The relevant policies from the draft Local Plan are listed below:

- Policy SP2: Strategic Approach
- Policy SP3: Climate Change

- Policy SP4: Sustainable Development
- Policy SP5: High Quality Design
- Policy SP7: Managing Housing Development
- Policy DP1: Residential Mix
- Policy DP3: Affordable Housing Provision
- Policy DP9: Managing and Supporting Town Centres
- Policy DP11: Minimising Climate Change
- Policy DP23: Conserving and Enhancing the Historic Environment

THE REDEVELOPMENT PRINCIPLE

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



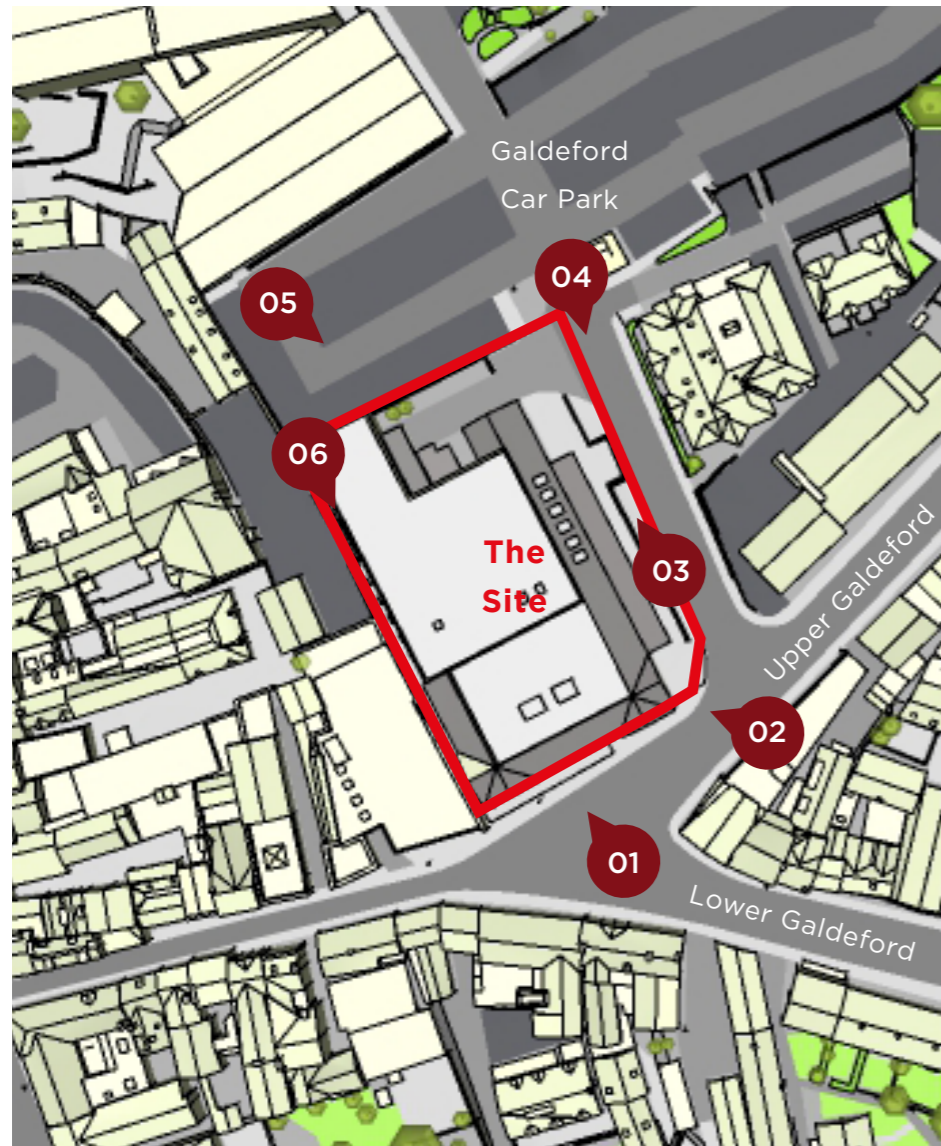
SITE & CONTEXT DESCRIPTION

- The site is located within Ludlow, on the edge of the historic town centre beyond the eastern extent of the Town Wall where Tower Street, Upper Galdeford and Lower Galdeford converge.
- At the eastern entrance to the town centre, the site is bound by the Upper Galdeford Road to the south, the entrance road to Galdeford Car Park to the east, car parking and the library frontage to the north and a single storey shop (One Stop inc. Post Office) and the town centre buildings to the west.
- There are houses and apartments to the south and west on Upper Galdeford Road. The site comprises a former Co-Operative / Budgens food store and is a low rise modern building with some traditional architectural detailing.
- The proposed development site occupies a parcel of land at the high point in the town's topography. A change in ground level at the eastern site boundary, in line with the prevailing rise from east to west, allows a consistent floor level within the existing supermarket building.
- The site benefits from good public transport links with bus stops in close proximity and the railway station within easy walking distance. A taxi rank on the street to the south also aids vehicle access to this part of the town.
- The adjacent Pay and Display Car Park is Ludlow's largest central car park and which has easy access to local neighbourhoods and, via the A49, access to surrounding areas.
- Vehicles are not permitted to enter Tower Street to the west, given it's one-way designation.
- Footpaths occupy the site on it's eastern and western boundaries providing links to the many pedestrian routes which thread their way through the medieval structure of the town centre.
- The site is located outside but adjacent to the Ludlow and Galdeford Conservation Areas. There are a number of listed buildings in close proximity. These are sited along the main streets of the market town and would not be affected by the proposal.
- The late 20th Century development that occupies the site, with it's large footprint and monolithic appearance, is at odds with the historic burgage plot development pattern in the town centre.



SITE PHOTOS

The proposed development site is currently occupied by a vacant supermarket building and has footpaths running along its eastern and western boundaries.



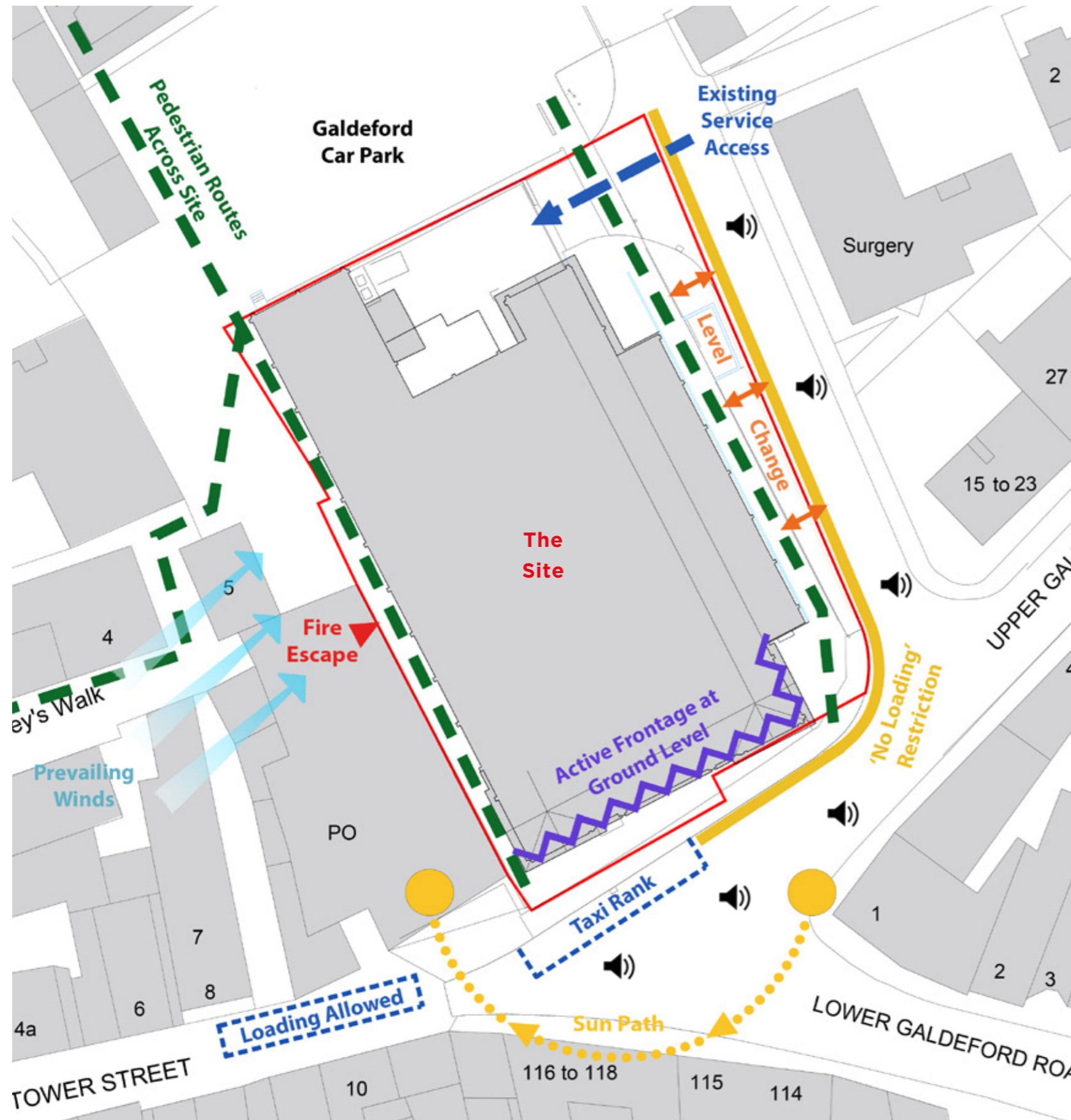
CONTEXT







The proposed development site is located at the point where the commercial buildings of the town centre and Tower Street meets the more residential character of Upper and Lower Galdeford.



CONSTRAINTS

The urban location of the development site brings with it existing constraints that must be considered when developing the design proposals.



-  Site Boundary
-  Existing vehicular access
-  Existing pedestrian accesses
-  Primary Shopping Frontage
-  Noise / traffic pollution.
-  Level Change

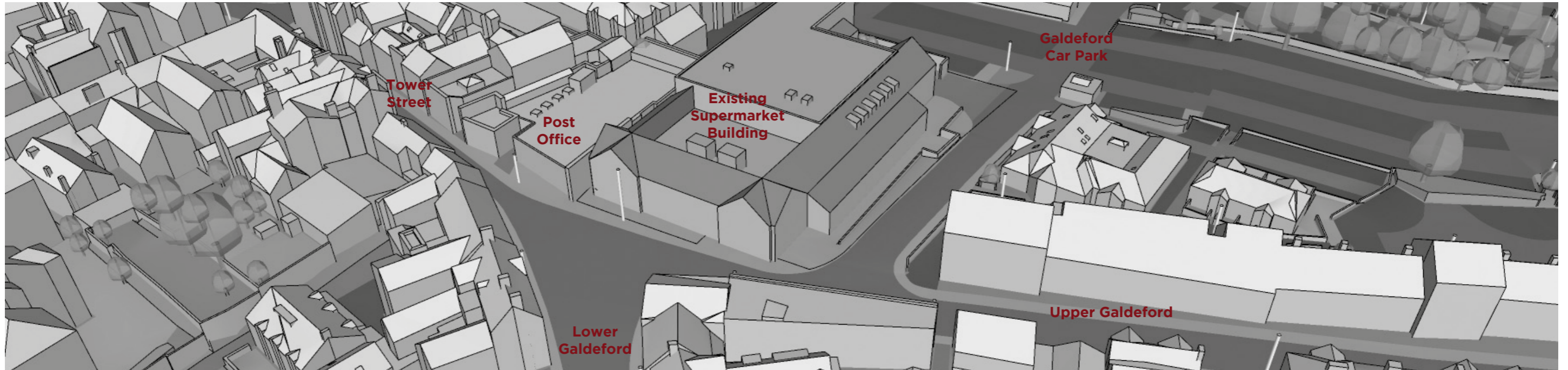
The circulation routes, both vehicular and pedestrian, which are located at the site boundaries are a major constraints on the development. The proposed access to the site and area that is available to be developed will need to respond appropriately to these existing circulation routes.

The prevailing medieval pattern of development (narrow plots with building frontages close to the back of the pavement) will need to be respected in order that the proposed development is suited to the character of the town centre.

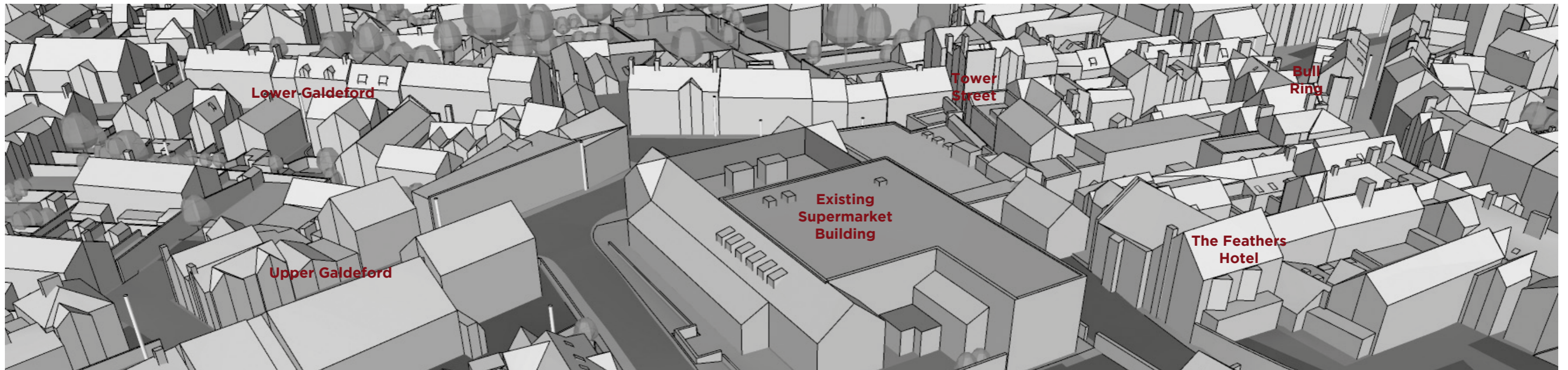


CONSTRAINTS

EXISTING STREET SCENE - AERIAL VIEW LOOKING NORTH

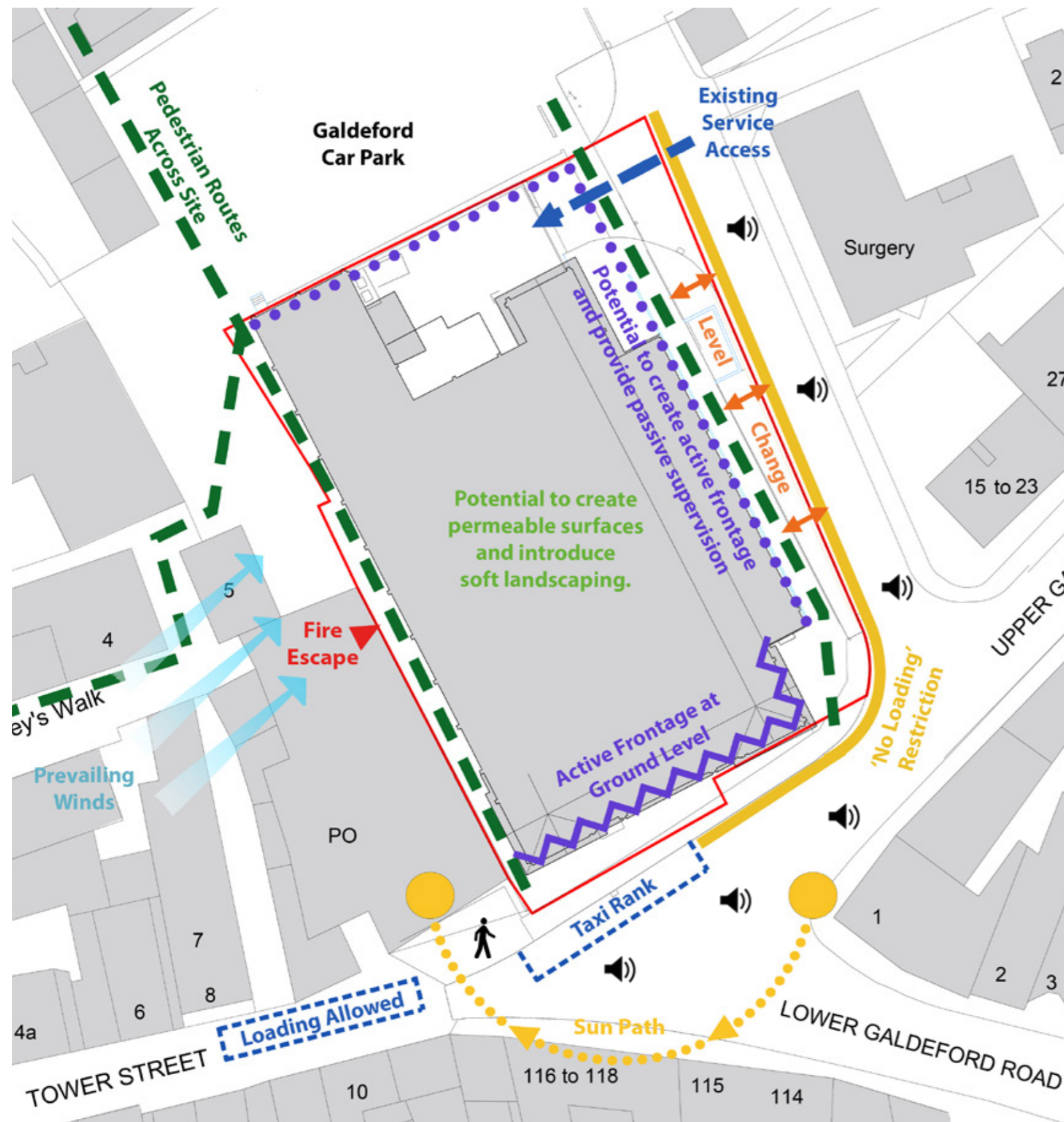









EXISTING STREET SCENE - AERIAL VIEW LOOKING SOUTH



OPPORTUNITIES

The redevelopment of the vacant supermarket plot offers the chance to improve the quality of the urban environment in this part of the town centre.



-  Site Boundary
-  Existing vehicular access
-  Existing pedestrian accesses
-  Existing Primary Shopping Frontage
-  Noise / traffic pollution.
-  Level Change
-  Short Walk / Proximity to Shops

The existing building presents blank façades at street level on its northern, eastern and western sides. The redevelopment of the site offers the opportunity to introduce windows and doors in these locations creating activity that is visible from the highways and providing passive supervision of these public areas.

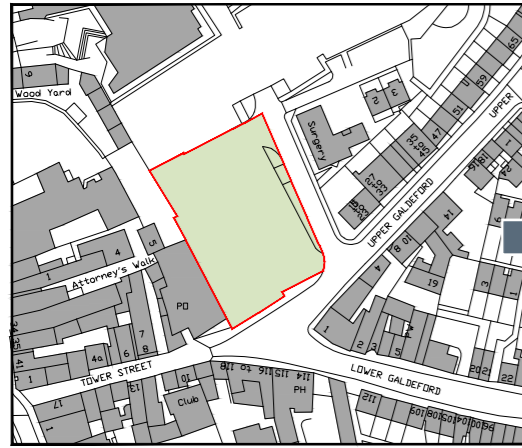
The site is currently entirely covered by either building or areas of paving. The proposed development has the opportunity to introduce further soft landscape and planting into this part of the town. The 'softening' of areas of the site will bring benefits in terms of visual amenity, biodiversity and reduced surface water run-off to the surroundings.



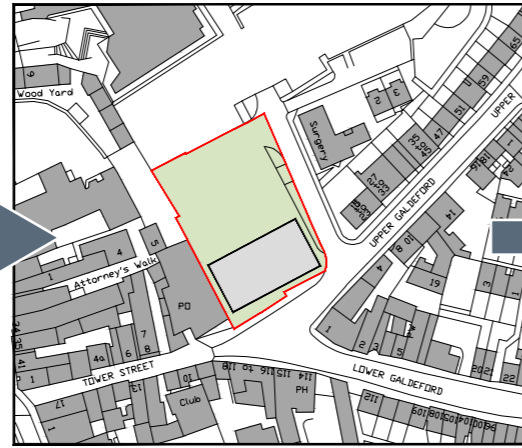
DESIGN EVOLUTION

In order to make the best use of the site a number of options for the position of the building and associated facilities were considered as a part of the design development process.

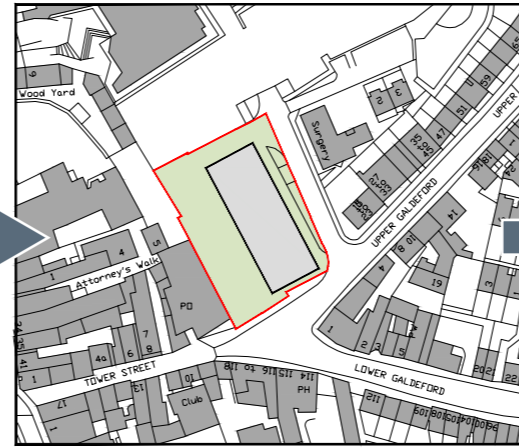
BUILDING DISPOSITION



Existing



Frontage block: inefficient land use

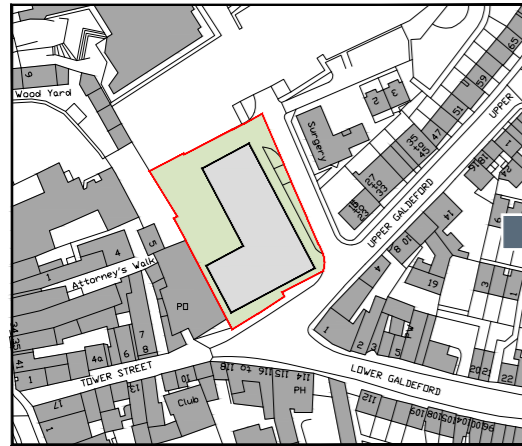


Linear Block: inappropriate street frontage to south

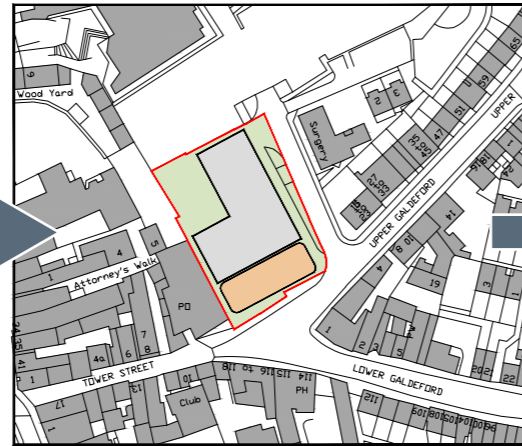


'L' Shaped Block: efficient land use, appropriate street frontage

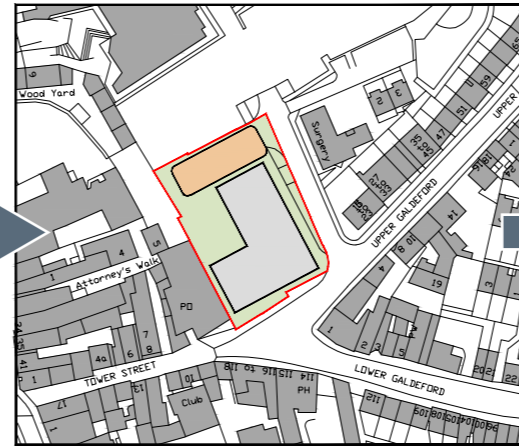
PARKING LOCATION



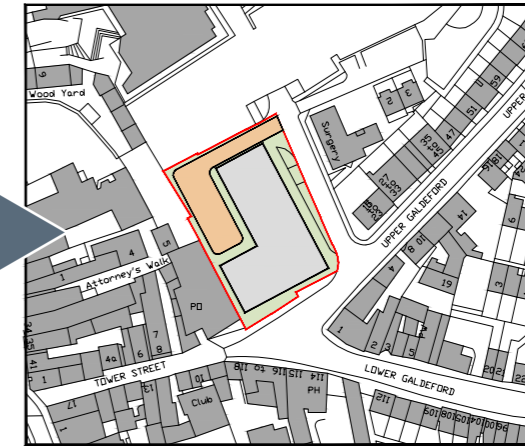
'L' Shaped Block



Frontage Parking: Does not reflect character of area

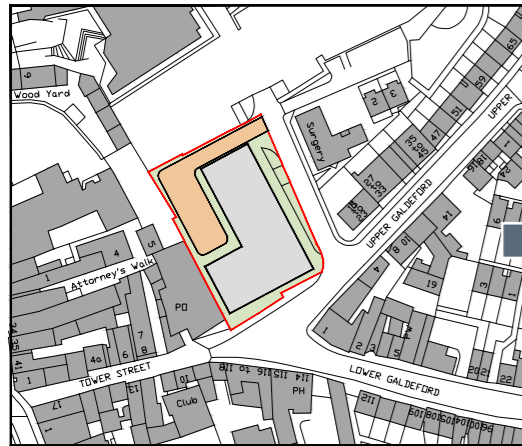


Rear Parking: reduces block size significantly

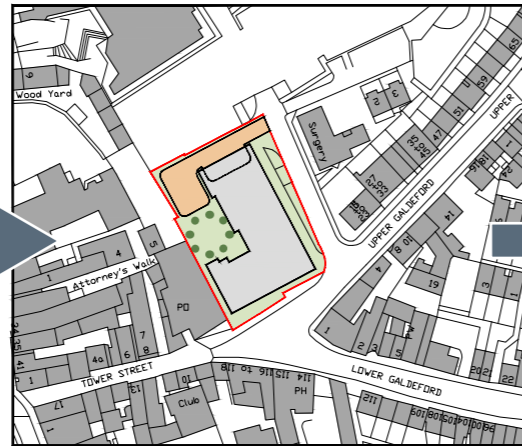


Courtyard Parking: Uses existing access, efficient layout.

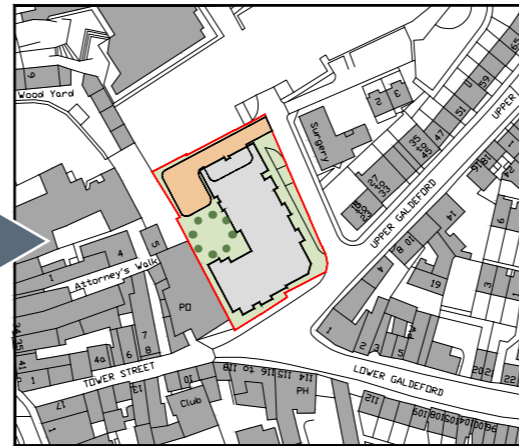
ARTICULATION



'L' Shaped Block with Courtyard Parking



Undercroft Parking to create space for central courtyard







Building façades articulated to break down mass of block

DESIGN EVOLUTION (continued)

Proposed Site Plan



-  One bed apartment
-  Two bed apartment
-  Communal Areas and Circulation
-  Retail Units
-  Fire fighting stair
-  Internal refuse store
-  Garden access



INDICATIVE STREET SCENE - Upper Galdeford / Tower Street

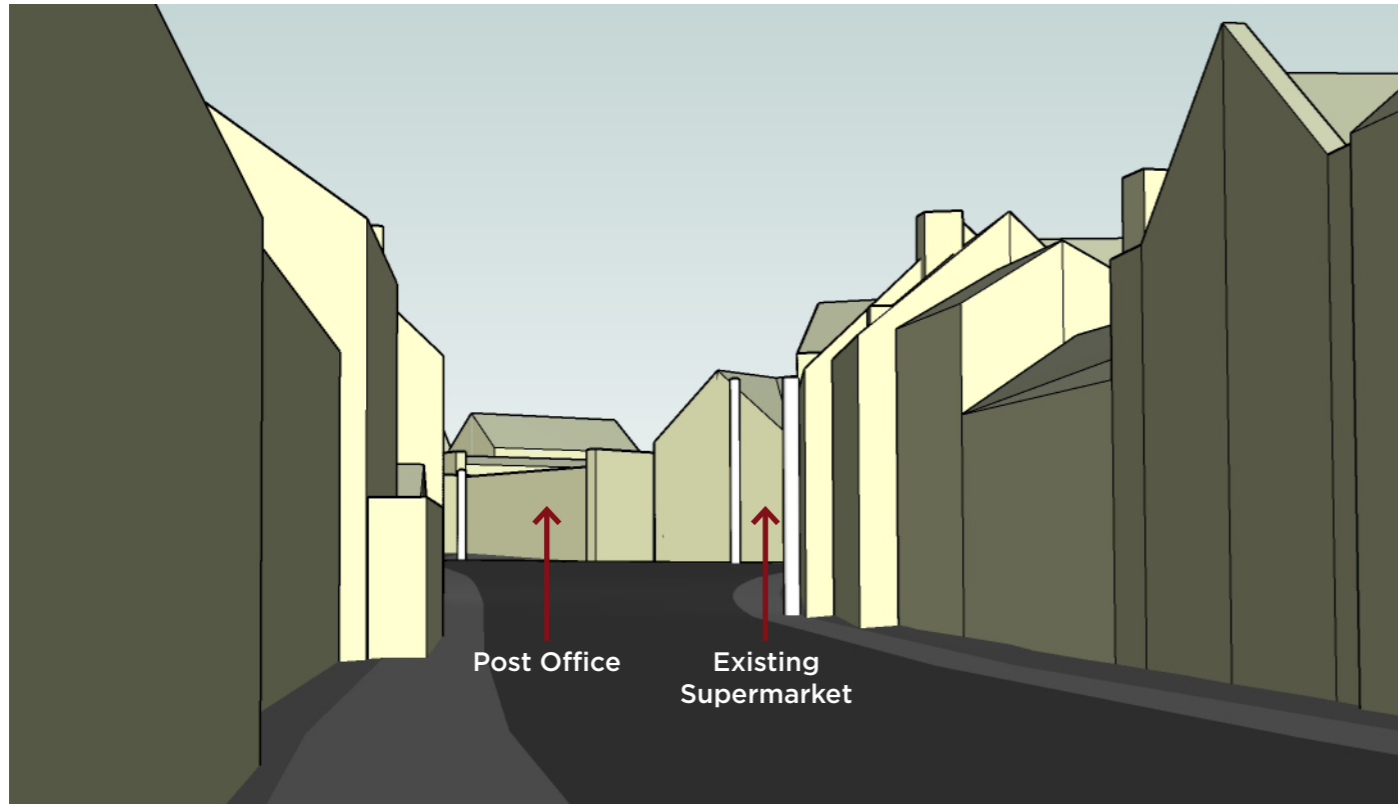


INDICATIVE EAST ELEVATION

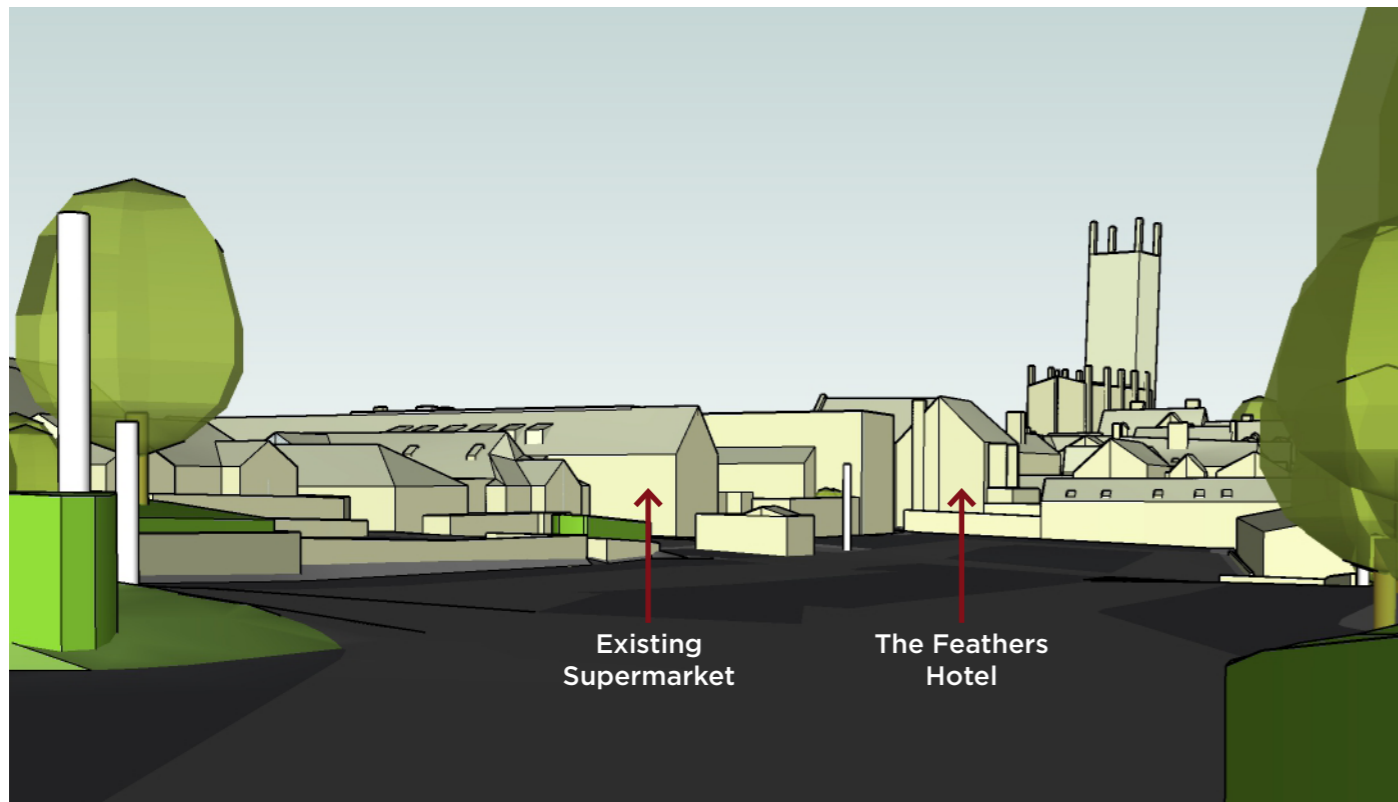


PRELIMINARY VIEWS TOWARDS SITE - EXISTING & PROPOSED

Existing view looking north along Lower Galdeford towards site



Proposed view looking north along Lower Galdeford towards site



Existing view looking west from Station Drive towards site



Proposed view looking west from Station Drive towards site

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the former supermarket site on Upper Galdeford, 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 scheme.

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

Once again, thanks for your time.

