SHAFTESBURY, CHURCHILL RETIREMENT LIVING

STATEMENT OF COMMUNITY INVOLVEMENT

AUGUST 2023

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devcomms

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1. Introduction and Background

This Report on Community Involvement has been prepared by Development Communications Ltd (DevComms) in support of a planning application by Churchill Retirement Living Ltd for the proposed development of part of the former Cattle Market which is a vacant brownfield site located on Christy's Lane.

The proposals comprise up to 41 retirement living homes with communal areas and associated car parking. Given the nature of the proposals and location of the site, Churchill Retirement Living are committed to undertaking widespread engagement with all key stakeholders prior to submitting a planning application.

A comprehensive engagement programme was developed by DevComms, which utilised a range of methods to engage with the local community stakeholders, in particular the residents close to the development site.

DevComms is dedicated to property communications consultancy which specialises in public engagement on new development proposals. DevComms has undertaken community and stakeholder engagement on behalf of Churchill Retirement Living.

This report provides and overview of the pre-application engagement activities undertaken, including with the key identified stakeholders and the methods used to attempt engagement with them. This report forms part of a comprehensive suite of documents submitted in support of the application proposal and should be read alongside them.

2. Policy Background to Consultation

2.1 National Policy

The National Planning Policy Framework (NPPF) recommends that developers engage with local communities during the pre-application stage, referred to as 'frontloading'. Paragraph 39 of the NPPF states: "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community".

Local Planning Authorities are to encourage developers to engage with the local community, even when not required by law, before submitting applications (NPPF paragraph 40). Early pre-application consultation with statutory consultees is also supported in the NPPF (paragraph 41).

2.2 Local Policy

Dorset Council's Statement of Community Involvement (SCI) sets out how and when to involvement the community and other interested stakeholders in the preparation of planning policy documents and in the consideration of planning applications.

The current Statement of Community Involvement was adopted by the previous North Dorset Council in 2006:

"Given the complexities of the planning system, it is crucial that local communities, individuals and local groups are given all opportunities so understand and participate in the planning system. The Council's SCI seeks to address this by detailing community involvement. Through effective consultation and communication, stakeholders and the public are enabled to express their views."

2.3 Best Practice

In addition to the requirements and advice in the NPPF and the Council's SCI, DevComms and Churchill have sought to ensure all materials prepared to reflect the following best practice principles:

- Prepare 'plain English' clear, concise and understandable briefing material.
- Make information and material accessible to the local community.
- Publicise the proposals and online consultation.
- Contact local community and individuals likely to have most interest in the proposals - to explain the approach to consultation, provide a briefing on the proposals and seek their feedback.

2.4 Data Protection

A disclaimer was included on the online feedback forms which detailed how collected data would be used. This detailed that in undertaking public engagement with the local community, Development Communications Limited is a registered Data Controller under the General Data Protection Regulations (GDPR).

At all times, processing of personal data is carried out in accordance with GDPR regulations, with the feedback form providing an 'opt-in' and 'opt-out' option and information on respondents' rights under GDPR.

Only data required for the purposes of the consultation was requested on the feedback form.

The feedback collated during the engagement exercise is held by DevComms and will only be used for the purposes of consultation and research on the proposals. The feedback received is detailed in this Report on Community Engagement submitted to Dorset Council.

Consultation respondents will only be contacted again in the future in relation to the application proposals if they have explicitly stated that they would like to be kept updated.

3. Rationale and Approach to Stakeholder Engagement

Given the nature of the proposals and the location of the site, Churchill was committed to undertaking engagement with all key stakeholders prior to submitting a planning application.

A comprehensive engagement programme was developed by DevComms, which utilised a range of methods to engage with all key political and community stakeholders including:

3.1 Local Politicians

In order to ensure the proposed plans conformed with local policy and market requirements as far as possible, it was considered important to engage with the elected representatives for the site ward, as well as the leading and most relevant members of Dorset Council.

Initial telephone calls and emails were made to the two ward members representing the Shaftesbury Town Ward in July 2023 (Appendix A), this included:

- Councillor Derek Beer (Liberal Democrats, Shaftesbury Town)
- Councillor Tim Cook (Liberal Democrats, Shaftesbury Town)

Introductory emails were also made in July 2023 to the most relevant and leading Councillors on Dorset Council, including the Portfolio Holder for Planning. (Appendix A).

It was considered salient to consult with Shaftesbury Town Council and dialogue has been opened with Councillor Edwyn-Jones. Councillor Virginia Edwyn-Jones is the Chair of the Shaftesbury Town Council as well as a member of its Planning & Highways Committee and the Shaftesbury Chamber of Commerce.

At the time of writing a presentation has been set up to occur at Shaftesbury Town Council on 6 September at 6pm. This presentation will provide an overview of the plans as well as the consultation and its results.

3.2 Local Community

Consultation Invite mailing

A public consultation was conducted by DevComms on behalf of Churchill Retirement Living. The consultation was publicised via an information mailing sent, on 18 June 2023, to 278 residential and commercial addresses close to the site, which directed consultees to a dedicated project website providing information about the proposed development, including a virtual exhibition as well as a mechanism to provide feedback or contact the consultation team. (Appendix B).

The public consultation was conducted over a two-week period between Monday 24 July 2023 to Sunday 6 August 2023.

Media Advertisement

In order to notify a wider range of residents and local stakeholders, an advertisement went out in the Dorset Echo on 24 July 2023.

Project Website

An effective means of providing detailed information to a large number of people is through a dedicated, project-specific website. (Appendix C).

Details of the website were included in the letter to residents and politicians. The Churchill Retirement Living Shaftesbury website can be accessed at https://consultwithyou.co.uk/churchill/shaftesbury and included details of the proposals and downloads of key documents.

The website also included a virtual reality exhibition as well as an interactive comments form, which can be used to provide feedback asking a series of multiple choice and free form questions.

Contact details were also provided on the website so members of the community can contact the team to ask questions and provide comments.

The website also provided background information on retirement living communities and Churchill Retirement Living as a leader provider of such communities.

4. Feedback and Comments Received

This section provides a breakdown of the feedback received during the public consultation.

Feedback was received through the online feedback form available on the project website.

The proposals were publicised to a wide local audience via a mailing to 278 residential and business addresses, providing details of the online consultation.

In addition, a paid advertisement was published in the Dorset Echo on 24 July 2023 which promoted the project website and provided a brief overview of the site location and plans.

The project website received 148 views from 20 different users from 25 July 2023 to 6 August 2023. In total, two responses were received through the website by the end of the consultation period. There was one feedback response received via post.

Given the large number of residents made aware of the proposals and the level of traffic to the project website, the feedback received represents a small sample of the community and demonstrates that the vast majority of local residents who were made aware of the proposals did not feel the need to provide feedback and were likely apathetic or accepting of the proposals.

A detailed breakdown of the feedback provided is available at Appendix D and a short summary is provided below:

- The principle of redeveloping this vacant brownfield site for retirement housing was supported by one respondent and a mix of views were expressed with other respondents expressing opposition.
- Most respondents recognised the benefits of the proposals in terms of the opportunity for increasing footfall and expenditure at shops and services within Shaftesbury Town Centre.
- The feedback also recognised that the proposals would significantly reduce the risk of health challenges and contribute savings to the NHS of approximately £3,500 pa.
- While there was support expressed for the proposed design, a mix of feedback was provided on the design.
- A single respondent raised comments regarding parking.

5. Responses to Comments Raised

As outlined above, all comments received have been collated and analysed in order to understand the main areas of interest arising from the consultation.

Responses covering the key planning related and mostly frequently raised issues are provided below.

Further detail can also be found in the technical reports submitted in support of the planning application.

5.1 Traffic Impact

Parking

With regard to the raised concern form a respondent during the consultation period, we have undertaken an analysis of the parking situation. The typical age profile of those currently living at a Churchill Retirement community is an 80- year-old widow. Generally, 50% of residents also come from within a 5-mile radius of the location. Given the above age-profile, residents of Churchill communities tend to not have cars.

It is also generally found that those who do initially have cars tend to give them up soon after moving into a lodge as they find they no longer need it given the sustainable location and neighbourly living environment.

At this stage, the proposals include 41 retirement apartments, providing 14 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

As retirement living is a very different operational use than residential apartments or care home developments, Churchill have developed an evidence base of research undertaken across several existing Churchill Retirement Developments.

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand is forecast to be in the region of 11.48 parking spaces.

Churchill is proposing 14 parking spaces at a ratio of 0.34 spaces per apartment. Given this exceeds the forecast parking demand, it is likely to exceed the need for parking at any given time and is therefore considered to be appropriate, especially given the town centre location meaning that a wide range of everyday services are within a short walk from the site.

The research undertaken across several existing Churchill Retirement Developments was undertaken to better understand the operational demands of the developments to inform the design of future developments. The research identified an average car parking demand at existing sites of 0.28 spaces per apartment. It is therefore generally found that occupant give up their cars soon after moving into a lodge as they find they no longer need it.

Impact of Construction Traffic

It is expected that a Construction Management Plan will be provided during the planning process which will set out the ways in which the impact from construction will be managed and mitigated, including in respect of vehicle movements to and from the site.

Increased Traffic and Noise Control

The planning application includes a comprehensive Transport Assessment which will identify the additional vehicle movements generated by the proposed development. The Transport Assessment will assess the impact of any such additional vehicles on the local highway network and propose appropriate mitigation measures to be brought forward following discussions with the LPA during the Planning process.

A full transport statement has been submitted in support of the planning application.

5.2 Need & Viability

The age profile of the population can be drawn from Census data showing that North Dorset (where Shaftesbury is situated) has 27.7% of the population is 65+ years old. This is significantly greater than the average for England and Wales which sits at 18.6% of its population being over 65+ years. This large proportion of older people means that this area is in most requirement of catered developments which allow the ageing population to remain independent.

According to the North Dorset District Summary of the Eastern Dorset 2015 Strategic Housing Market Assessment (SHMA), a key driver of change in the housing market over the next 20-years is expected to be the growth in population of older persons. The SHMA reports that the total number of peopled aged 55 and over, in North Dorset, is expected to increase by 34% over the period 2013-2033; with this comparing to just 7% as an increase in overall population growth.

The SHMA goes on to say that "given the ageing population... there is likely to be an increased requirement for specialist housing options moving forward".

During consultation with Councillor Edwyn-Jones, a number of points were raised regarding other suitable site options as well as disadvantages of the current site for residential use. After careful analysis from Churchill, it was decided that these alternative sites would not be at all suitable for the type of development that is proposed.

Suitability of the site for retirement living

The Former Cattle Market site (of which the Churchill Retirement Scheme is parcel of) has been earmarked for redevelopment for several years; including within the 2008 North Dorset Joint Retail Assessment (Vol 2). Throughout the North Dorset Local Plan Part One, mixed-use redevelopment on the wider site has been encouraged, including the provision of community facilities, retail and housing.

Since the adoption of the Local Plan, the wider site has been developed by Lidl for convenience retail and associated car parking, which has generated a significant number of job opportunities. The remaining element of the site, identified as 'land for future disposal' in the approved Lidl planning documents, has since been left vacant and underused. Therefore, Churchill's proposal to provide retirement living on the remaining vacant brownfield site would accord with the mix of uses as set out in the North Dorset Local Plan.

In terms of employment use, the Council's review of the Functional Economic Market Area (which includes Shaftesbury) concludes there is an oversupply of employment land. In addition, it is understood there has been very limited viable interest shown from other potential employment uses.

It is also material to note that Dorset Council's latest Housing Land Supply position for North Dorset is understood to confirm the Council can only demonstrate 4.27 years of housing land supply.

In the case of the former Cattle Market site, there are no environmental land classifications that would prevent the grant of planning permission for residential development, and it is considered that the delivery of new specialist retirement housing would deliver substantial benefits for residents and any impacts would be mitigated as part of the planning application. The lack of a housing land supply in this part of Dorset must also be reviewed in tandem with the overarching national policy position that specialist older persons housing is in critical need.

Suggestion of alternative sites

During engagement it was suggested that alternative sites in Shaftesbury should be considered for retirement living development, such as the former ATS garage site on New Road.

The former ATS Euromaster is a site that Churchill previously considered when it was marketed in 2017 and sold to Renaissance Freeholds Ltd who secured planning consent but did not build out the planning permission. The site was subsequently sold on again to Westcoast Developments in 2022 who are now looking to sell the site on themselves after securing a new planning consent.

Despite due consideration, the site is not suitable for Churchill Retirement Living due to the considerable number of technical constraints, primarily in relation to the site levels which would have an adverse impact on the buildability. The significant varying topography of this site also has significant implications on build cost, which is likely to be a contributing factor as to why the site has not been built out to date and being sold on again, despite having secured two planning consents.

As such, the site was not considered a viable or suitable option, and subsequently enquiries were made to the remaining element of the Lidl site.

5.3 Design

The proposal comprises a 3-storey residential development. This is in keeping with the wider mixed-use character of the surrounding townscape and would introduce a positive public realm into a currently vacant and inactive brownfield site.

The proposed design of the retirement living development would be in an area which is defined by buildings of minimal local distinctiveness. Despite this, the design has taken into consideration the surrounding built form and reflects traditional materials present in the area (red brick) but avoids the introduction of a pastiche historic building which would be out of context and character in this area.

Through the proposed design, the redevelopment prevents the introduction of a bland and visually uninteresting development within the Site. Whilst the building has a level of visual interest, its overall appearance through materials and colour palette will not distract attention away from the approaches to/from Shaftesbury historic core along Christy's Lane.

6. Conclusion

In order to ensure that the local community was fully briefed and provided with an opportunity to comment on the plans, a detailed public engagement was carried out.

The consultation included a consultation invite mailing to local residents and a project specific website, accessible 24/7. A project phone line and email address were also made available so that all relevant stakeholders were able to provide feedback and ask questions.

Feedback received during the public engagement period has been analysed and summarised as part of this report.

Feedback was received from three local residents via the project website, which was viewed 148 times from 20 users, it is important to note that the consultation letter was issued to 278 residential and business addresses.

The above information displays the majority of local residents who were made aware of the proposals did not feel the need to provide feedback and were likely apathetic towards the proposals.

The feedback captures a range of viewpoints, highlighting the significance of purpose-built homes for health benefits and local economy. While opinions vary, a notable portion is cautious about redeveloping the vacant site for retirement housing. Diverse responses on design indicate an openness to new ideas. Addressing parking concerns based on feedback underscores the community's commitment to inclusive planning.

Going forward, Churchill Retirement Living is committed to continuing to engage with the local community and to work together to resolve concerns as far as possible.

APPENDIX A

INTRODUCTORY EMAIL TO LOCAL POLITICIANS

Churchill Retirement Living - Former cattle site off Christy's Lane, Shaftesbury

James Mallinson
To cllrmary.penfold@dorsetcouncil.gov.uk
Cc [redacted]

Public Presentation - Shaftesbury - compressed (003).pdf
3 MB

Reply | Reply All | Forward

Wed 19/07/2023 11:52

Dear Councillor Penfold,

I am writing to you on behalf of Churchill Retirement Living, and further to the voicemail left this morning, to provide you with an overview of emerging proposals for a new retirement living community in Shaftesbury. While the site is not within your ward I thought you may have an interest as Vice Chair of the NAPC.

The proposed site is on part of the former cattle site off Christy's Lane, Shaftesbury. As you will know, part of site has recently been developed as a Lidl supermarket and Churchill is now consulting on plans for the remaining part of the vacant brownfield site opposite the supermarket.

Situated off Christy's Lane (A30) near the Pound Lane Roundabout and within walking distance of shops and services in the centre of Shaftesbury, the site is in a sustainable and well-connected location. We therefore believe the site will make the perfect location for a new retirement community and would bring significant benefits to the local community, including increased footfall and expenditure in Shaftesbury's high street.

The proposals would also benefit from the proposed pedestrian and cycle improvements that are to be delivered as part of the Lidl development providing a shared footway/cycleway along Christy's Lane as well as a pedestrian crossing across Christy's Lane.

Churchill Retirement Living's proposals are to positively redevelop this vacant brownfield site for a retirement community of 41 apartments.

Public Consultation

We will shortly be issuing a letter invite to residents close to the site to promote our dedicated online public consultation website. A press release will also be issued to local news outlets and an advert will also be placed later this week.

Our plans for the site will be available to view via our virtual exhibition, launching on Monday 24 July until Sunday 6 August.

Residents will be able to provide feedback online using an integrated feedback form and also contact the team via our information office. The website will be available to view online at:

www.consultwithyou.co.uk/churchill/shaftesbury (Launching on Monday 24 July)

I hope this brief introduction is helpful. Should you have any questions, or if you would like to meet with us, please do not hesitate to contact me by return email, or by telephone on my mobile on 07584 680 787.

Benefits

Much research has been undertaken on the benefits of purpose-built retirement communities in our town centres and Churchill's proposals for Shaftesbury will make a significant contribution in terms of social and environmental benefits, including:

Supporting local businesses – The site is well-located to shops and essential services in Shaftesbury, reducing the need to travel by car and delivering a significant uplift in local expenditure at local shops and businesses.

Regeneration of an important site – The proposals would bring this site into positive and beneficial use and make a significant contribution locally in terms of social, economic and environmental benefits.

Meeting the need for retirement living – Dorset Council recognises the need for older persons housing in the North Dorset area. Likewise, at a local level, the Shaftesbury Neighbourhood Plan (adopted in 2021) also supports the development of suitable housing to meet the needs of older people.

In Dorset, the population of older persons has grown and is expected to continue to grow exponentially. The 2021 Census Data identifies there has been an increase of 24.8% in people aged 65 years and over between 2011 and 2021. This is significantly higher than the UK average of 20.1%. In addition, people between the ages of 70-74 have doubled between this time. Therefore, it is evident from the 2021 Census Data that Dorset has a clear ageing population.

The 2022 Housing Needs Assessment, undertaken by Dorset Council, suggests that in 2019, 29.1% of Dorset's population were over the age of 65 years. This figure is greater than the neighbouring Council (Bournemouth, Poole and Christchurch), and significantly higher than the national average of 18.4%. The report goes on to identify the projected change in population of older persons between 2021-2038; for Dorset the projections show an increase of 41,400 people aged 65 years and above.

Therefore, the Council are estimating that a total of 14% of the overall housing need in the district between 2013-2033 will need to be for specialist housing for older people. Similarly, by 2038 Dorset Council recognise there is an estimated need for 4,422 additional specialist dwellings for older people, showing a significant un-met need.

Freeing up market homes – With regards to under-occupied housing stock, the Council acknowledge in North Dorset that 56.6% of older persons housing has an under-occupancy rate of 2 or more rooms. Therefore, the development of retirement living accommodation not only supplies a housing stock which is in critical need, but it also frees up housing stock onto the housing market. This subsequently has a positive knock-on effect for first time buyers and people wishing to move up the housing ladder.

Reducing demands on health and social services – Retirement communities are shown to reduce the risk of health challenges for elderly people as well as improving safety and security. Research has shown that retirement communities contribute savings to the NHS and social care services of approximately £3,500 per resident, per year.

Kind regards

James Mallinson

For and on behalf of Planning Issues and Churchill Retirement Living

devcomms

James Mallinson | Director | Head of South West
01296 678 320 | 07584 680 787
J.Mallinson@devcomms.co.uk | www.devcomms.co.uk

APPENDIX B

CONSULTATION INVITE MAILING

planningissues
TOWN PLANNING AND ARCHITECTURE

Churchill House, Parkside
Christchurch Road, Ringwood
Hampshire BH24 3SG
Telephone 01425 462372
Fax 01425 462101

21 July 2023

Dear Resident,

Invite to comment on proposals for new Retirement Community at the former Cattle Market in Shaftesbury.

Churchill Retirement Living welcome your feedback on proposals it is currently preparing for a high-quality retirement living community on part of the Former Cattle Market, adjacent to the new Lidl store and the Tesco supermarket off Christy's Lane, Shaftesbury.

We believe the site will make the perfect location for a new retirement community, within walking distance of shops and services in the centre of Shaftesbury, the proposed development would bring additional footfall and increase local expenditure. A new retirement living development in this location would also meet the local need for new homes specifically for older people.

Churchill Retirement Living's proposals are to positively redevelop this vacant brownfield site for a retirement community of 41 apartments.

Churchill Retirement Living has a proven track record in Shaftesbury, as demonstrated by the highly successful and popular retirement community at Hardy Lodge on Coppice Street. This highlights both the need and viability of this type of development, as well as the positive impact it can have on the community.

Retirement living communities, like the one proposed by Churchill, offer a multitude of benefits that align with the principles of sustainable development. These communities positively impact individuals and the community as a whole throughout their lifespan., including:

Supporting local businesses – The site is well-located to shops and essential services in Shaftesbury, reducing the need to travel by car and delivering a significant uplift in local expenditure at local shops and businesses.

Regeneration of an important site – The proposals would bring this site into positive and beneficial use and make a significant contribution locally in terms of social, economic and environmental benefits.

Meeting the needs of older people – Dorset Council recognises the need for older persons housing in the North Dorset area. Likewise, at a local level, the Shaftesbury Neighbourhood Plan (adopted in 2021) also supports the development of suitable housing to meet the needs of older people.

In Dorset, the population of older persons has grown and is expected to continue to grow exponentially. Therefore, the Council are estimating that a total of 14% of the overall housing need in the district between 2013-2033 will need to be for specialist housing for older people. Similarly, by 2038 Dorset Council recognise there is an estimated need for 4,422 additional specialist dwellings for older people, showing a significant un-met need.

P.T.O

Freeing up market homes – With regards to under-occupied housing stock, the Council acknowledge in North Dorset that 56.6% of older persons housing has an under-occupancy rate of 2 or more rooms. Therefore, the development of retirement living accommodation not only supplies a housing stock which is in critical need, but it also frees up housing stock onto the housing market.

Reducing demands on health and social services – Retirement communities are shown to reduce the risk of health challenges for elderly people as well as improving safety and security. Research has shown that retirement communities contribute savings to the NHS and social care services of approximately £3,500 per resident, per year.

Find out more

Further details regarding our plans for part of the former Cattle Market site, can be reviewed online via our virtual exhibition, launching on Monday 24 July until Sunday 6 August. You can also provide feedback online using the integrated feedback form. The website will be available to view online at:

www.consultwithyou.co.uk/churchill/shaftesbury

If you are unable to view the plans online, you can also contact DevComms, our community representatives, freephone on 0800 080 3168, or by email at churchill@devcomms.co.uk. Please make sure that the subject of the email references 'Shaftesbury'.

Thank you for taking the time to provide feedback on our proposals and should you want further information on Churchill Retirement please visit www.churchillretirement.co.uk.

Yours faithfully,

Planning Issues Limited

APPENDIX C

PROJECT WEBSITE SCREENSHOTS

Churchill Retirement Living

A new Churchill Retirement community in Shaftesbury

Welcome

This consultation is presented on behalf of Churchill Retirement Living and invites you to provide feedback on our initial proposals to build a new high-quality retirement community on part of the Former Cattle Market site off Christy's Lane, Shaftesbury.

Part of the site has recently been developed as a Lidl supermarket and Churchill is now consulting on plans for the remaining part of the site, which is a vacant brownfield site in a sustainable location that benefits from links to many shops and services in Shaftesbury.

Churchill Retirement Living's vision is to positively redevelop this site for a retirement community that will meet the local need for retirement living as well as positively contribute to the local economy by generating additional footfall and expenditure to shops and services in the nearby Shaftesbury High Street.

Churchill Retirement Living has a proven track record in Shaftesbury, as demonstrated by the highly successful and popular retirement community at Hardy Lodge on Coppice Street. This highlights both the need and viability of this type of development, as well as the positive impact it can have on the community.

This website provides a wide range of information regarding the site, our plans and more information regarding Churchill Retirement Living's communities. You can review this information using the tabs on the website and by looking at our virtual exhibition.

This website provides a wide range of information regarding the site, our plans, our company as well about other Churchill retirement communities. You can review this information using the tabs on the website and by looking at our virtual exhibition.

Your views

We value your feedback on our proposed development so please provide your views via our **feedback page.**

Your comments will be used to help evolve the proposals prior to a planning application being submitted to the Local Planning Authority. How your comments have been considered will be detailed in a Statement of Community Involvement that will support the future planning application for the site.

Please don't hold off in expressing any support for the proposals, as this will assist in the determination of the planning application.

A new Churchill Retirement community in Shaftesbury

What is Retirement Living?

Churchill Retirement Living 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 is proud to be 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 but with the typical purchasers being 79+ years old) with a package of estate management services.

The decision to purchase a Retirement Living home is predominantly needs based, with our customers being forced to move as their existing property is no longer suitable, or has become unmanageable, or they can no longer access the shops or services that they need on a regular basis, or the loss of a partner has given rise to a sense of lonliness.

By moving to an age-friendly community of like-minded people isolation and loneliness are significantly reduced.

Churchill Retirement Living has 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.

For further information keep reading below, or you can visit our Frequently Asked Questions on our company website - Retirement Living FAQs

Making a difference in the community

Specialist retirement housing offers wide-reaching benefits that meet the three pillars of sustainable development – economic, environmental, and social. These benefits also apply to individuals,local communities, and society as a whole. The wide-reaching benefits of retirement living include:

Maintaining independence in a supportive community

Retirement living is about enjoying a new independent lifestyle in an neighbourly and age friendly environment. In many ways, living in a retirement apartment is no different from living in any other home. Each apartment has its own front door, modern kitchen and shower rooms and, in some cases, direct access to landscaped communal gardens.

By moving to a Churchill Retirement Community of like-minded people, isolation and loneliness are significantly reduced as are anxieties related to the maintenance of the home and to safety and security experienced by many older people, enabling our residents to enjoy greatly improved health and general wellbeing.

Supporting local businesses

Well-located to shops and essential services, reducing the need to travel by car and delivering a significant uplift in local expenditure.

Recent research, published by Homes For Later Living, has shown that on average people living in a retirement community generate £550,000 of local spending per year, £347,000 of which is spent on the local high street, directly contributing to keeping shops open, creating new jobs and enabling high streets to thrive.

Reducing demands on health and social services

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 year (Homes for Later Living Report - September 2019).

On a selection of national 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 to housing specially designed for later living, such as that provided by Churchill Retirement Living.

Making the local housing market more efficient

Research has shown that by providing homes at the top of the housing ladder, which better meet the needs and aspirations of older people, specialist retirement housing developments of the kind delivered by Churchill Retirement Living free up homes for families that need extra space to move into and that through the chain effect, free up more homes for first-time buyers.

Every retirement living home that is sold generates two or more moves further down housing chain and roughly two in every three retirement properties built releases a home suitable for a first-time buyer in the housing chains created.

Ongoing maintenance and peace of mind

With a full time lodge manager and maintenance team, Churchill Retirement Living allows our customers to say goodbye to maintenance. The communal upkeep and maintenance of the development including the gardens are all taken care of, so our customers can forget about all those irritating, time-consuming jobs when they move into a Churchill apartment.

Our owners also have the huge advantage of a 'lock up and leave' lifestyle enabling them to simply lock up and leave their apartment in safe hands for weekends away and holidays.

Download the Chain Reaction Report

Download the Healthier and Happier Report

Download the Silver Saviours Report

Download the Too Little Too Late Report

Award winning communities

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:

5 STAR HOME BUILDER CUSTOMER SATISFACTION HBF 2023 HOME BUILDERS FEDERATION

What House? AWARDS 2019 GOLD WINNER

HBF 5 Star Rating 2021

In a customer satisfaction survey undertaken by the Home Builders Federation (HBF) and National House Building Council (NHBC), Churchill Retirement Living was awarded a maximum 5-star rating for customer service for another year, having received this accolade for the past 7 years.

WhatHouse? Award 2019

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

A new Churchill Retirement community in Shaftesbury

Part of the Former Cattle Market site, Shaftesbury

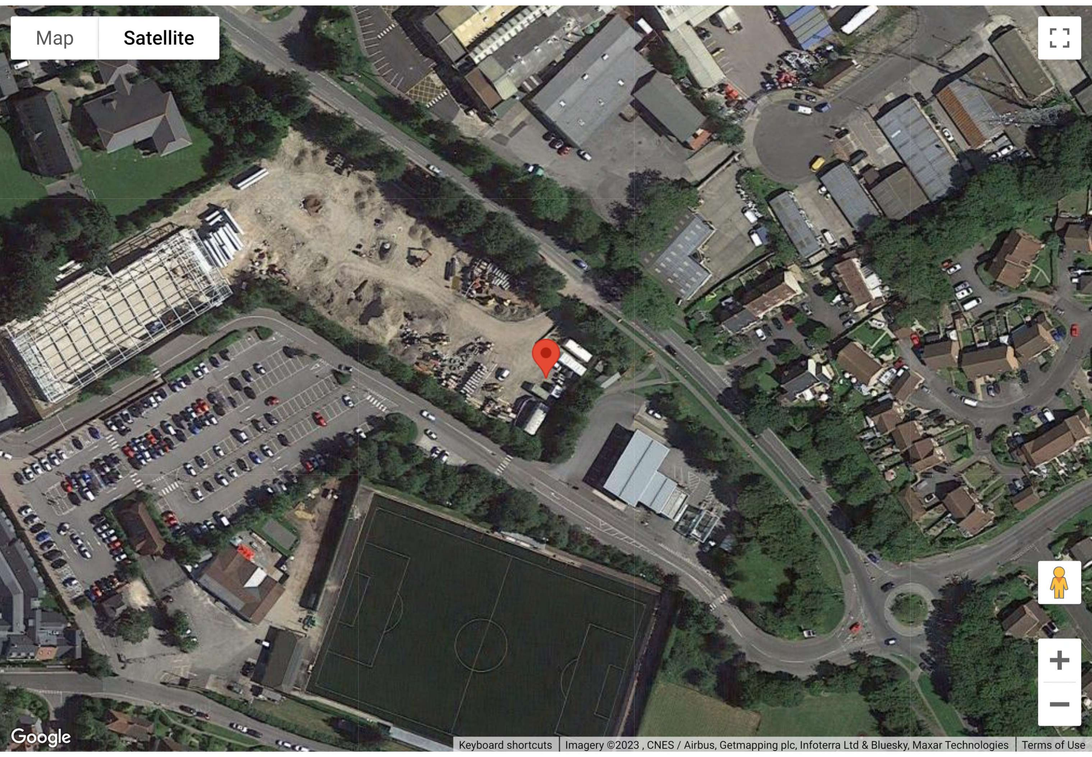
The proposed site is on part of the Former Cattle Market site off Christy's Lane in Shaftesbury, directly opposite the new Lidl supermarket and in close proximity to the Tesco supermarket.

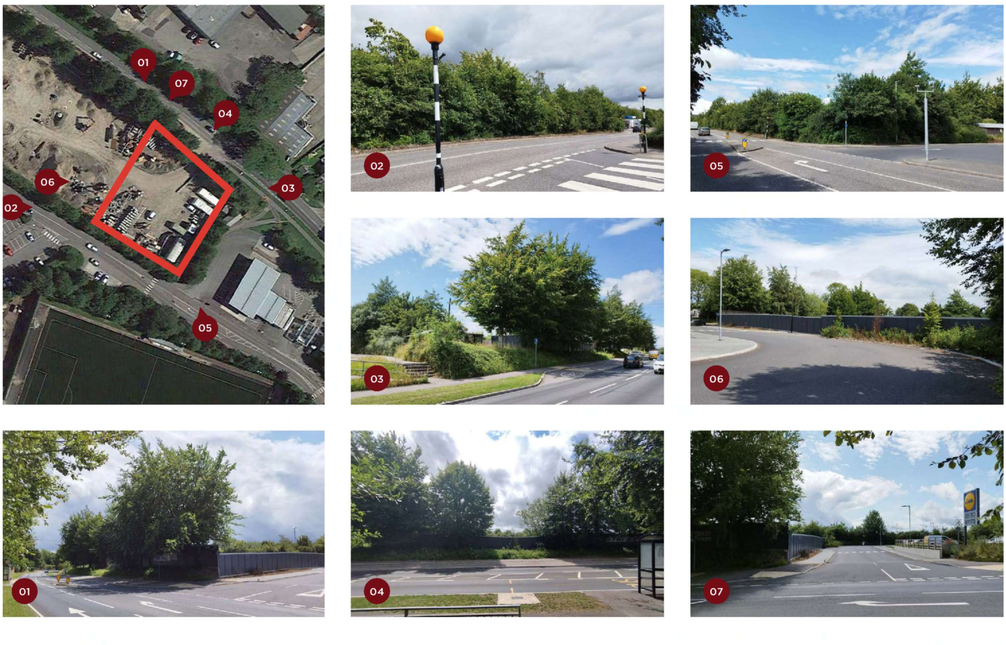
The site is currently a vacant brownfield site without any current use and the principle of new development has been established by the development of the Lidl supermarket on the opposite part of the site.

Situated off Christy's Lane (A30) near the Pound Lane Roundabout and within walking distance of shops and services in the centre of Shaftesbury, the site is in a sustainable and well-connected location. We therefore believe the site will make the perfect location for a new retirement community and would bring significant benefits to the local community, including increased footfall and expenditure in Shaftesbury's high street.

The proposals would also benefit from the proposed pedestrian and cycle improvements that are to be delivered as part of the Lidl development providing a shared footway/cycleway along Christy's Lane as well as a pedestrian crossing across Christy's Lane.

Interactive Map showing the location of the site





Images of proposed site

A new Churchill Retirement community in Shaftesbury

Our Proposals

Churchill Retirement Living's vision is to deliver a retirement living development, which takes full advantage of the town centre adjacent location and meets the local need for retirement apartments.

The proposed development would consist of 41 apartments for retirement living.

All developments by Churchill Retirement Living include high-quality external amenity spaces designed for passive exercise and the visual enjoyment of the residents over 60 years of age, rather than active recreational uses. Planting is considered for longevity, colour all year, seasonal change, maintenance and local native biodiversity.

Benefits

Much research has been undertaken on the benefits of purpose-built retirement communities in our town centres and Churchill's proposals for Shaftesbury will make a significant contribution in terms of social and environmental benefits, including:

Supporting local businesses – The site is well-located to shops and essential services in Shaftesbury, reducing the need to travel by car and delivering a significant uplift in local expenditure at local shops and businesses.

Regeneration of an important site – The proposals would bring this site into positive and beneficial use and make a significant contribution locally in terms of social, economic and environmental benefits.

Meeting the needs of older people – By moving to a Churchill Retirement Community of like-minded people, isolation and loneliness are significantly reduced as are anxieties related to the maintenance of the home and to safety and security experienced by many older people, enabling our residents to enjoy greatly improved health and general wellbeing.

Freeing up market homes – With regards to under-occupied housing stock, the Council acknowledge in North Dorset that 56.6% of older persons housing has an under-occupancy rate of 2 or more rooms. Therefore, the development of retirement living accommodation not only supplies a housing stock which is in critical need, but it also frees up housing stock onto the housing market. This subsequently has a positive knock-on effect for first time buyers and people wishing to move up the housing ladder.

Reducing demands on health and social services – Retirement communities are shown to reduce the risk of health challenges for elderly people as well as improving safety and security. Research has shown that retirement communities contribute savings to the NHS and social care services of approximately £3,500 per resident, per year.

Car Parking

The typical age profile of those currently living at a Churchill Retirement community is an 80-year-old widow. Generally, 50% of residents also come from within a 5-mile radius of the location. Given the above age-profile, residents of Churchill communities tend to not have cars. It is also generally found that those who do initially have cars tend to give them up soon after moving into a lodge as they find they no longer need it given the sustainable and neighbourly living environment.

The proposals include 41 retirement apartments and 14 unallocated parking spaces.

As retirement living is a very different operational use than residential apartments or care home developments and given their sustainable locations, Churchill have developed an evidence base of research undertaken across several existing Churchill Retirement Developments.

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand for 41 retirement apartments is forecast to be in the region of 11.48 parking spaces.

Churchill is proposing 14 parking spaces at a ratio of 0.34 spaces per apartment. Given this exceeds the forecast parking demand, it is likely to exceed the need for parking at any given time and is therefore considered to be appropriate, especially given the town centre location meaning that a wide range of everyday services are within a short walk from the site.

Need for retirement living

Dorset Council recognises the need for older persons housing in the North Dorset area.

In Dorset, the population of older persons has grown and is expected to continue to grow exponentially, with the Council's Strategic Housing Market Assessment report (2015) identifying the total number of people aged 75-84 is expected to increase by 59.6% over the period of 2013-33, similarly people aged 85+ are expected to increase by 127.6% over this time. Therefore, the Council are estimating that a total of 14% of the overall housing need in the district between 2013-2033 will need to be for specialist housing for older people.

Similarly, at a local level, the Shaftesbury Neighbourhood Plan (adopted in 2021) also supports the development of suitable housing to meet the needs of older people.

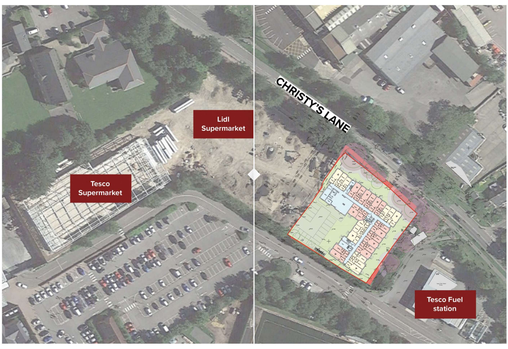
According to the Shaftesbury Neighbourhood Plan 2019-2031, at present 1 in 4 of the population of North Dorset is over 65. This population is set to increase and "there will be an increasing need for buildings suited to this use". This accords with the Government's industrial strategy which sets out a vision to drive productivity improvements across the UK and identifies a key challenge of catering for an ageing society; with this challenge being "particularly relevant to Shaftesbury where 25% (and rising) of the current population is in the 65+ age group."

With regards to under-occupied housing stock, the Council acknowledge in North Dorset that 56.6% of older persons housing has an under-occupancy rate of 2 or more rooms. Therefore, the development of retirement living accommodation not only supplies a housing stock which is in critical need, but it also frees up housing stock onto the housing market. This subsequently has a positive knock-on effect for first time buyers and people wishing to move up the housing ladder.

Additional information, including before and after slider plans are provided below. You can slide left and right to see before and after images.

You can also see our virtual exhibition on the exhibition tab.

Before and After slider



Proposed site plan

Images showing proposed building elevations

East elevation

North elevation

Virtual Exhibition

Further information regarding our exciting proposals for the site in Shaftesbury is available in the interactive virtual exhibition below. You can find out more by navigating around the exhibition room and clicking in the display boards and items on the table.

You can download a copy of the exhibition boards and other materials using the buttons below:

Exhibition Boards

Churchill Retirement Living

A new Churchill Retirement community in Shaftesbury

Feedback

Thank you for taking the time to review our plans for part of the Former Cattle Market site in Shaftesbury.

We would be grateful if you could take a moment to provide your comments using the feedback form below.

We welcome your views, positive or otherwise, on both the principle and the detail of our development proposals.

The feedback received will help to positively evolve our future planning application for the site, and will assist in the presentation and determination of that application. How your comments have been considered will be detailed in a Statement of Community Engagement that will be submitted in support of the planning application for the site.

Please provide your views below

1. Purpose-built homes for older people are shown to significantly reduce the risk of health challenges and contribute savings to the NHS of approximately £3,500 pa. How important a consideration is this?

Not important at all | Not important | Undecided | Important | Very important

2. Research published by Homes For Later Living has shown that retirement communities can generate £550,000 of local spending per year, £347,000 of which is spent on the local high street, directly contributing to local shops and jobs. How important a consideration is this?

Not important at all | Not important | Undecided | Important | Very important

3. To what extent do you support the principle of redeveloping this vacant brownfield site for retirement housing?

Oppose | Tend to oppose | Undecided | Tend to Support | Support

4. To what extent do you support the design of the proposed retirement living proposals? (3)

Oppose | Tend to oppose | Undecided | Tend to support | Support

5. Do you have any comments on the design of the scheme?

Please enter at least 0 more characters. You have 300 of 300 total characters remaining.

6. Are you interested in purchasing a home at our new retirement community?

Yes, for me | Yes, for a family member | No

7. Your details*

Your name

Your house number and street name

Your postcode

Your email

Your age range

Please select…

Are you happy that we will contact you in the future?*

Please select…

8. Please provide any further thoughts below

Please enter at least 0 more characters. You have 450 of 450 total characters remaining.

Please confirm you're not a robot*

Read our Privacy Statement

Submit Feedback

Contact us

If you have any questions on the proposals, or on Retirement Living, please feel free to get in touch with the development team using the contact details below:

Phone: 0800 080 3266
Email: churchill@devcomms.co.uk

Alternatively, you can provide feedback using the form above.

Churchill

Retirement Living

A new Churchill Retirement community in Shaftesbury

Register for interest in our new Retirement Community

If you are interested in becoming part of our future new Retirement Community in Shaftesbury, or elsewhere, please contact our sales team so you can register interest in purchasing a new home within the proposed development.

Please contact enquiries@crl.co.uk or call 0800 077 4535

APPENDIX D

CONSULTATION FEEDBACK TABLES

Question 1: Purpose-built homes for older people are shown to significantly reduce the risk of health challenges and contribute savings to the NHS of approximately £3,500 pa. How important a consideration is this?

Answer	Count
Not important at all	1
Not important	0
Undecided	1
Important	0
Very Important	1

Question 2: Research published by Homes For Later Living has shown that retirement communities can generate £550,000 of local spending per year, £347,000 of which is spent on the local high street, directly contributing to local shops and jobs. How important a consideration is this?

Answer	Count
Not important at all	1
Not important	0
Undecided	0
Important	1
Very Important	1

Question 3: To what extent do you support the principle of redeveloping this vacant brownfield site for retirement housing?

Answer	Count
Oppose	2
Tend to oppose	0
Undecided	0
Tend to support	0
Support	1

Question 4: To what extent do you support the design of the proposed retirement living proposals?

Answer	Count
Oppose	0
Tend to oppose	1
Undecided	0
Tend to support	0
Support	1
No answer	1

Question: "Please provide any further thoughts below"

Comment Summary
A single respondent raised concerns over parking availability.