


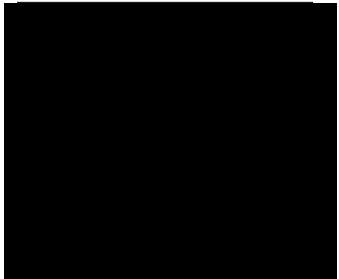


LAND TO THE WEST OF SOUTH STREET, BRIDPORT

STATEMENT OF COMMUNITY INVOLVEMENT

Prepared for Churchill Living

August 2024

Documentation Production Record			
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1.0 INTRODUCTION AND BACKGROUND

This Report has been prepared by DevComms in review of the public engagement undertaken in support of a planning application by Churchill Living (CL) for a new high-quality retirement community at the Hanson and J.C. Phillips & Son site west of South Street in Bridport.

The site is currently an active builders' merchant specialising in sand, gravel and paving, located close to the River Brit. J.C. Phillips & Son have decided to close their operations on the site and Churchill is therefore bringing forward proposals to redevelop the site.

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

With a mixture of cottages and apartments, the present proposals represent an exciting opportunity to transform a riverside space into a much-needed retirement village. The development would create approximately 50 apartments and 25 cottages.

Given the nature of the proposals and the location of the site, Churchill Living is 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 a dedicated property communications consultancy which specialises in public engagement on new development proposals. DevComms has undertaken community and stakeholder engagement on behalf of Churchill Living.

2.0 POLICY BACKGROUND AND 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. Excellent 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

Due to Dorset Council's formation as a Unitary Authority in April 2019, the current Development Plan documents adopted by the Borough and District Councils that existed prior to the Unitary formation continue to apply for the area they covered previously.

However, a single Statement of Community Involvement (SCI) for the Dorset Council area, which also relates to minerals and waste policy, was adopted in January 2020.

The SCI states that public and stakeholder engagement is an important part of the plan-making process as it allows knowledge and expertise to be gathered from a wide range of perspectives.

The SCI identifies that the NPPF encourages pre-submission consultation with the local community and further states that the council aims to:

- "Seek the views of residents, statutory bodies, landowners, developers, infrastructure and service providers, community organisations, businesses and visitors as early as possible in the process."
- "Provide a range of opportunities and consultation methods that are inclusive, appropriate, cost effective and timely."
- "Make documents available upon request, in alternative formats, such as large print and audio and other languages, where possible."
- "Keep people and groups informed of progress and let them know of future consultation events."

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.

3.0 OVERVIEW OF 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:

- Dorset Council officers
- All members of Bridport Town Council
- Dorset Council ward members for Bridport ward – Councillors Sarah Williams, Kelvin Clayton and Dave Bolwell.
- Dorset Council Cabinet Members
- Local community – residents and businesses situated close to the site and stakeholder groups, including Bridport U3A, Bridport Area Neighbourhood Plan; and, Bridport Tourist Information Centre.

3.1 **Local Politicians**

Dorset Council Bridport ward members

It was considered appropriate to brief the Dorset Council ward members for the Bridport ward, in which the site is located.

Initial contact with local politicians was made on 28 February 2024 to notify elected members of Churchill's emerging plans for the site. This included a written overview of the proposals a copy of the consultation boards and an offer to meet with each of the ward members. Where telephone numbers were listed on the Council's website, telephone calls and voicemails were also made.

Initial correspondence also provided information on the public consultation arrangements.

Further email correspondence was issued on 12 March as no response was received from the initial email in February.

A copy of the information boards can be found in Appendix A.

Bridport Town Council

It was considered appropriate to brief Bridport Town Council via the Town Clerk. Initial contact was made on 28 February 2024 by email and telephone to notify Parish Councillors of Churchill's emerging plans for the site.

A meeting was arranged and attended with the Bridport Town Council on Monday 22 July 2024. Design, the principle of housing for older people, as well as the proposed elevations and layout were discussed.

3.2 Local Community

A crucial part of the pre-submission consultation was ensuring that residents situated around the site were notified of the proposals and provided with an opportunity to comment on the scheme. This included both residents living close to the proposed site and the wider community.

Consultation Invite Mailing

Letters were issued on 29 February 2024 to circa. 234 residential and business addresses bordering and within close proximity to the site in the Bridport Ward. The letter provided an overview of the proposals and invited residents to submit their comments on the proposal via the project website.

A sample copy of the invite is included in Appendix B.

Local Paper

A press release was issued to Bridport News and an article was published on 8th March 2024. As well as including an overview of the proposed development, the article publicised the consultation details.

A copy of the article is included in Appendix C.

Project website

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

Details of the website were included in the letter to residents. The CRL Street website can be accessed at www.consultwithyou.co.uk/churchill/bridport and included details of the proposals alongside an interactive sliders displaying the plans for the site and including downloads of key documents.

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

In addition, the website included a virtual reality public exhibition with downloadable exhibition boards.

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 Living as a leading provider of such communities.

Between the Monday 4 March and Sunday 17 March, the project website received 458 views from 71 users, who spent an average time of 5 minutes 41 seconds viewing the website.

Screenshots of the project website are provided at Appendix D.

Information office

All materials, including letters and the project website, provided residents with a freephone telephone number and email address where the team could be reached.

4.0 FEEDBACK AND COMMENTS RECEIVED

Eleven responses were received through the project website. The following section provides a breakdown of the responses received to each question of the feedback form.

Consultation invites were sent to 234 residential and business addresses in the local area and the consultation was promoted via the local press.

During the consultation dates, the dedicated project website garnered a total of 458 views from 71 different users. On average each user viewed the for 5 minutes 41 seconds.

Given the breadth of the publication of the consultation to the community and the level of online traffic to the project website, the limited level of feedback suggests that the proposed redevelopment is not contentious. It also suggests that neighbours are unconcerned by the proposed design, as the majority of website viewers did not feel the need to provide comments.

The feedback received identified the following broad views:

- The majority of respondents recognised that the benefits arising from purpose-built homes for older people to local health services and the NHS were important.
- The benefits for local businesses in terms of local expenditure increases arising from purpose-built homes for older people were recognised by the majority of respondents.
- The most common response was to support the principle of development with five respondents confirming support for the principle of redeveloping this brownfield site for retirement housing.
- The feedback relating to the design of the proposed development returned a mix of views with some detailed comments raised.

Question 1

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

Response	Count
Very Important	2
Important	4
Undecided	2
Not Important	2
Not Important at all	1

The majority of respondents recognised that the significant benefits arising from purpose-built homes for older people to local health services and the NHS were important, with six respondents recognising this was either important or very important.

Just three respondents felt this was not important and two were undecided.

Question 2

In response to 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?”**

Response	Count
Very Important	2
Important	4
Undecided	2
Not Important	2
Not Important at all	1

The importance of benefits for local businesses in terms of local expenditure increases arising from purpose-built homes for older people was recognised by the majority of respondents; with just three respondents not considering this an important consideration.

Question 3

In response to question 3: **“To what extent do you support the principle of redeveloping this brownfield site for retirement housing?”**

Response	Count
Supportive	5
Tend to Support	0
Undecided	1
Tend to Oppose	1
Oppose	4

The most common response to question three was to support the principle of development with five respondents confirming support for the principle of redeveloping this brownfield site for retirement housing. One respondent was undecided and four respondents opposed the principle of development. One respondent tended to oppose.

Question 4

In response to question 4: **“To what extent do you support the design of the proposed retirement living proposals?”**

Response	Count
Supportive	3
Tend to Support	1
Undecided	3
Tend to Oppose	1
Oppose	3

The feedback relating to the design of the proposed development returned a mix of views with four respondents identifying support for the design, three respondents remaining undecided and four respondents identifying that they oppose the design.

The feedback form sought further comments on the proposed design at question 5, which is summarised below.

Question 5

In response to question 5: **“Do you have any comments on the design of the scheme?”**

- Comment regarding the importance of high-quality outside space for each apartment, including communal and private outdoor spaces.
- Query regarding the deterrence of seagulls.
- Query regarding energy efficiency of the proposed development.
- Several positive comments were included in the feedback including the following statements:
 - “Excellent use of a brownfield site with lovely river views. It will certainly brighten up that corner of Bridport. Just what is needed.”
 - “An excellent proposed site layout. Especially providing Cottages as well as Apartments. Very good use of the river frontage.”
 - “The appearance looking east seems similar to existing buildings between this site & upstream so this proposal seems very much in keeping.”

Questions 6 and 7

Questions 6 and 7 sought personal information that is not reported in this document.

Question 8

In response to question 8: **“Please provide any further thoughts below”**, the following broad feedback was received.

- Numerous queries were received in relation to question 8 from those interested in moving into the development in the future. Respondents raised queries regarding pricing, delivery programme and made expressions of interest. Responses also expressed a desire for priority to be given to local residents.
- Concerns expressed about the adequacy of existing local healthcare services.
- A number of responses expressed the sentiment that there is a need for more affordable housing for younger people in Bridport.
- Query regarding site access and the possibility for congestion.
- Query regarding the possibility of flood risk

5.0 RESPONSE TO COMMENTS RAISED

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

Responses covering the key planning related and most 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:

Site Access

The site benefits from existing accesses from South Street as well as a possible access from Dr Roberts Close. The proposed development will provide a single vehicular access on South Street and two separate pedestrian/cycle accesses (also suitable for mobility scooters) from South Street and Dr Roberts Close.

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.

5.2 Need & Viability

The identified need for housing for the elderly

Dorset Council published a Housing Needs Assessment (HNA) in 2022 as part of the evidence base for the emerging Dorset Local Plan. This report, published in 2019, highlighted that the population of over 65's in Western Dorset was 35.6%. By contrast the 2021 Census showed that 18.4% of the UK population were aged 65 years and over.

This part of the population is acknowledged to be growing and to require new specialist accommodation. The HNA (2022) identifies an estimated need in Dorset for 4,422 additional specialist dwellings. There is a current supply of 2,603 units, but a current demand of 3,046 units and an additional demand of a further 1,584 units up until 2038. There is therefore a shortfall of 2,027 units in Dorset.

By moving to a Churchill 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.

Housing for younger people

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 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. Further information can be read in the WPI Strategy report - Homes for Later Living - "Chain Reaction".

5.3 Healthcare

Retirement communities reduce the risk of health challenges by reducing social isolation and loneliness for elderly people as well as improving safety and security.

The proposals will reduce the demand on local health and social services as studies have shown that each person living in a retirement community enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per year, per resident (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 Living.

5.4 Environmental Impact:

External spaces and Biodiversity

The proposed development will provide a significant betterment in respect of landscaping and biodiversity. The current site is predominantly hard standing and Churchill's proposals would provide new outdoor and green amenity gardens on the site.

The proposals will meet the requirements of the Environment Act 2021 which mandates all new developments should achieve at least a 10% net gain in biodiversity units.

All developments by Churchill Living provide high quality external amenity space designed for passive exercise and the visual enjoyment of 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.

Churchill Living have won awards for excellence for their landscaped gardens.

The application will be supported by a Landscape Strategy and Ecological Appraisal.

Sustainable proposals

The proposal provides a number of key environmental benefits by:

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

5.5 Flood risk

The proposed development includes specific design features that are designed to mitigate flood risk, particularly the inclusion of voids beneath the building. This design approach will ensure that the development will not result in any offsite displacement of flood waters, in the event of a flood event.

6.0 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.

Consultation invites were sent to 234 residential and business addresses in the local area and the consultation was promoted via the local press.

During the consultation dates, the dedicated project website garnered a total of 458 views from 71 different users. On average each user viewed the for 5 minutes 41 seconds.

Eleven responses were received through the project website. The following section provides a breakdown of the responses received to each question of the feedback form.

Given the breadth of the publication of the consultation to the community and the level of online traffic to the project website, the limited level of feedback suggests that the proposed redevelopment is not contentious. It also suggests that neighbours are unconcerned by the proposed design, as the majority of website viewers did not feel the need to provide comments.

The feedback received identified the following broad views:

- The majority of respondents recognised that the benefits arising from purpose-built homes for older people to local health services and the NHS were important.
- The benefits for local businesses in terms of local expenditure increases arising from purpose-built homes for older people was recognised by the majority of respondents.
- The most common response was to support the principle of development with five respondents confirming support for the principle of redeveloping this brownfield site for retirement housing.
- The feedback relating to the design of the proposed development returned a mix of views with some detailed comments raised.

The detailed comments received were collated and analysed in order to understand the main areas of interest arising from the consultation. Responses covering the key planning related and most frequently raised issues are provided within this document.

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

APPENDIX A

SAMPLE COPY OF
INFORMATION BOARDS

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 Hanson and Phillips Depot site at South Street, in Bridport. The consultation is made up of a number of information boards including the following:

- The Purpose of the Consultation
- Introduction to Churchill Retirement Living
- Housing Need
- Benefits of Older People's Housing
- Typical Development Features and Typical Customers
- Location & site
- Context
- Planning Policy
- Constraints & Opportunities
- Design Evolution
- Indicative plans and sketched 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 has considered your comments will be detailed in a Statement of Community Involvement that will support any planning application.

THE PROPOSAL

The proposal is for the redevelopment of the Hanson and Phillips Depot, Bridport, and the erection of circa. 50 retirement living apartments and around 25 cottages with associated communal areas, parking and landscaping.

Vision

The vision for the site is to deliver a development that meets our customers' needs and the local need for retirement accommodation whilst also enhancing the character and appearance of the area and making a positive contribution locally in terms of social, economic and environmental benefits.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.



INTRODUCTION TO CHURCHILL RETIREMENT LIVING

Who are Churchill Retirement Living Ltd?

Churchill Retirement Living (CRL) is a privately-owned British Company, highly trusted and respected within the housing industry. CRL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

The company has undertaken almost 200 developments and sold over 7,000 units. Through a group company, Churchill Estates Management, CRL retain the operation, management, care and responsibility of every apartment of all its completed developments.

“With first class Customer satisfaction at the heart of the business, we’ve been changing retirement living for the better for over 20 years. We continually strive to be the retirement housebuilder of choice for those looking to enjoy independence, security and peace of mind.”

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.** Churchill has won the **GOLD Award** in the ‘**Best Retirement Home Developer**’ category at the **WhatHouse? Awards 2023**. Before this category has been created, Churchill was the only retirement housebuilder ever to have been awarded ‘Housebuilder of the Year’.
- **The HBF Customer Satisfaction Survey.** Churchill retains the top ‘**5 star**’ status having been recommended by more than 97% of our customers in 2023.

Summarised below are some of CRL’s key statistics;

- **Over 9000 apartments under management**
- **Seven regional offices around the country**

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.

HOUSING NEED

A National Need

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

Recognising the issues being faced, the Government has recently set up a task force to help improve the housing options for older people. The task force will work across housing, health and care sectors with the aim of driving an increase in the volume and range of housing options for older people.

The Homes for Later Living Report notes the need to deliver 30,000 retirement and extra care houses a year in the UK to keep pace with demand (September 2019).

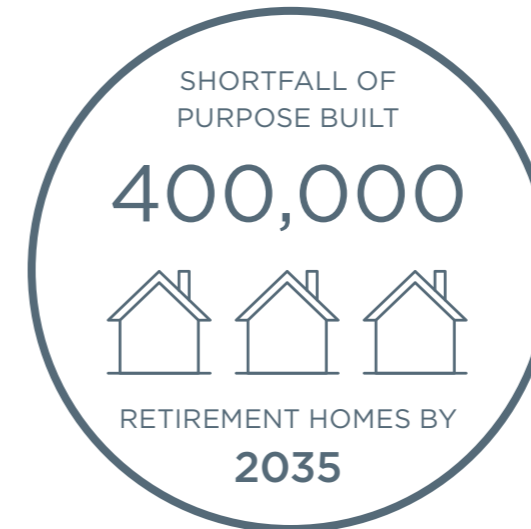
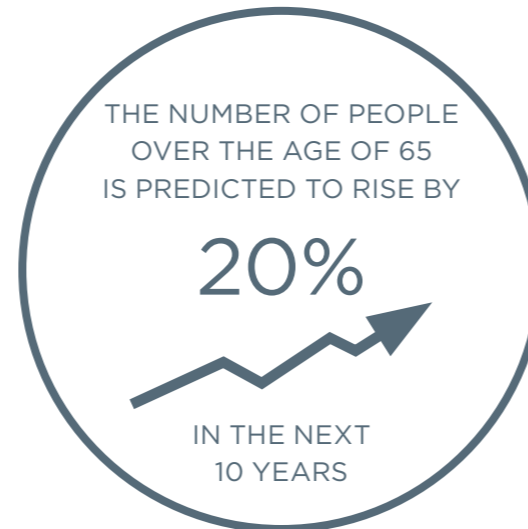
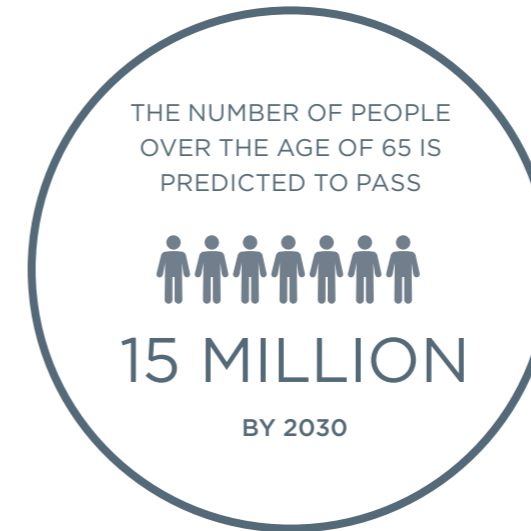
Local Need

The 2021 Census data identifies that more than one in six people (18.4%) were aged 65 years and over on Census Day in 2021. This is a higher percentage than ever before. In regard to how this compares in Dorset, the 2021 Census Data identifies there has been an increase of 24.8% in people aged 65 years and over. Mostly notably, there has been a 50% increase in people aged 70-74 years old. This is an exponential increase in population.

Policy H5 (Retirement Living Development) from the Bridport Neighbourhood Plan states a new or extended retirement living development will:

- Be located within a defined development boundary and be of an appropriate scale in relation to its setting
- Be located so as to afford reasonable level and easy access to shopping and social facilities whether on foot or by use of mobility scooter or similar
- Demonstrate a proven need for the development in the neighbourhood plan area or its closely surrounding parishes.

In 2022, the Council published a Housing Needs Assessment as part of the evidence base for the new Dorset Local Plan. This report highlights in 2019, the population of over 65's in Western Dorset was 35.6%, higher than the next greatest population which was the Isle of Purbeck at 32.2%



This growing population also results in a growing housing requirement for specialist accommodation. The Housing Needs Assessment (2022) identifies in the Dorset area there is an estimated need for 4,422 additional dwellings with support or care. More specifically, for Housing with Support (open market), there is a current supply of 2,603 vs a current demand of 3,046. These figures coupled with an additional demand of 1,584 up until 2038, there is a calculated shortfall of 2,027 units of specialist Housing with Support (open market).

Therefore, it is accurate to evaluate that there is a significant demand, and unmet need in the district for this type of housing.

BENEFITS OF OLDER PEOPLE'S HOUSING

"Well-designed places include a variety of homes to meet the needs of older people, including retirement villages, care homes, extra-care housing, sheltered housing, independent living and age-restricted general market housing. They are integrated into new settlements with good access to public transport and local facilities."

National Design Guide Paragraph 117

Older peoples housing produces a large number of significant Social, Economic and Environmental benefits.

Social

Retirement housing gives rise to many social benefits:

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of 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

Retirement housing gives rise to many economic benefits:

- Each person living in a home for later living enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per year (Homes for Later Living September 2019).
- With circa 75 units proposed, at a ratio of 1.3 people per apartment, there will be around 97-98 occupants. At a saving of £3,500 each per year, this equates to a saving of £341,250 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 generally basket shoppers and will do their shopping locally)

Environmental

The proposal provides a number of key environmental benefits by:

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



Our 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

TYPICAL DEVELOPMENT FEATURES



Secure Main Entrance from Parking



Owners' Lounge



Owners' Patio



Concierge Reception Lodge Manager



Typical Guest Suite



Typical Coffee Bar

OUR TYPICAL CUSTOMER



“

The Churchill team couldn't have done anything more for me, and it was great having someone to say 'Sit down and leave it all to us' - I wasn't expecting to get so much help! It meant little or no concern, I could just relax and let other people take care of the details.

I've moved house lots of times before, but never on my own. My wife was always the one who would take charge of things, so it was a bit daunting thinking I'd have to do it all without her. That's why it was so lovely to have it all taken care of for me, and I was kept informed throughout so I knew what was happening.

The removal company gave lots of helpful advice, and when it came to moving day my Senior Move Adviser Kim was there as an extra pair of hands to make the whole day run smoothly. I also got to stay in the Lodge's Guest Suite the night before I moved in, which was just what I needed after a long journey from Lancashire down to Cornwall. Just another thing that was just taken care of without me having to worry about it."

Barry Perkins (Perran Lodge, Newquay)



“

The Millstream team work very hard but still maintain their warm and caring approach as they help new apartment Owners move here and settle in. I'd like to thank them for creating such a warm, settling and happy home for me and my dog Molly."

Barbara Roberts (Lockyer Lodge, Sidford)



“

"We were rattling around in a four bedroom house that was far too big for us. We decided the time was right for us to downsize, and the pandemic didn't put us off from making the move. Our bowling colleague Bob recommended Churchill, and now he's our next-door neighbour!"

"Our new apartment is very warm and cosy, everything is nice and new, and we have a very nice outlook from our balcony across the bay to St Michael's Mount. We've seen some beautiful sunrises. We also enjoyed a 'pasty and prosecco' welcome party in the Owners' Lounge when we first moved in, which gave us a chance to meet people. Everyone was very welcoming and we're looking forward to getting to know them all."

Mike and Jackie Richards (Mount's Bay Lodge, Penzance)

SITE DESCRIPTION

The site is located in Bridport, approximately 0.6 km to the south of the town centre.

The site is an irregular plot of land of circa 1.05 hectares.

The site is bounded by South Street to the east of the site, with Dr Roberts Close and a number of residential properties to the north. The River Brit is present along the western and southern site boundaries, with a tributary, the River Asker, immediately to the southeast. Beyond the River Asker, a brewery is situated approximately 25m south of the site. The River Brit flows southwards, to reach the sea at West Bay, approximately 2km to the south.

The site is considered to be a Sui Generis use as building suppliers.

Existing buildings provide storage for building materials and accommodation for associated office /staff facilities.

Aggregates and various stone products are kept along the flood wall and the boundary with the neighbouring residential building.

Parts of the site look unused with discarded materials, tools and vehicles left there to rust. Boundary fences are in need of work or replacement.

The site is well located within easy walking distance of shopping and other social facilities, with Bridport town centre being approximately 600m away, where there are local bus and coach connections to nearby towns and villages, and to the nearby city of Dorchester, whose centre is around 15 miles to the east.



Aerial image of Site, based on CityVision model (not to scale)

EXISTING SITE PHOTOGRAPHS

The below photographs have been taken from within the site and illustrate the existing buildings, parking and manoeuvring spaces and materials stored on site in the context of neighbouring buildings.

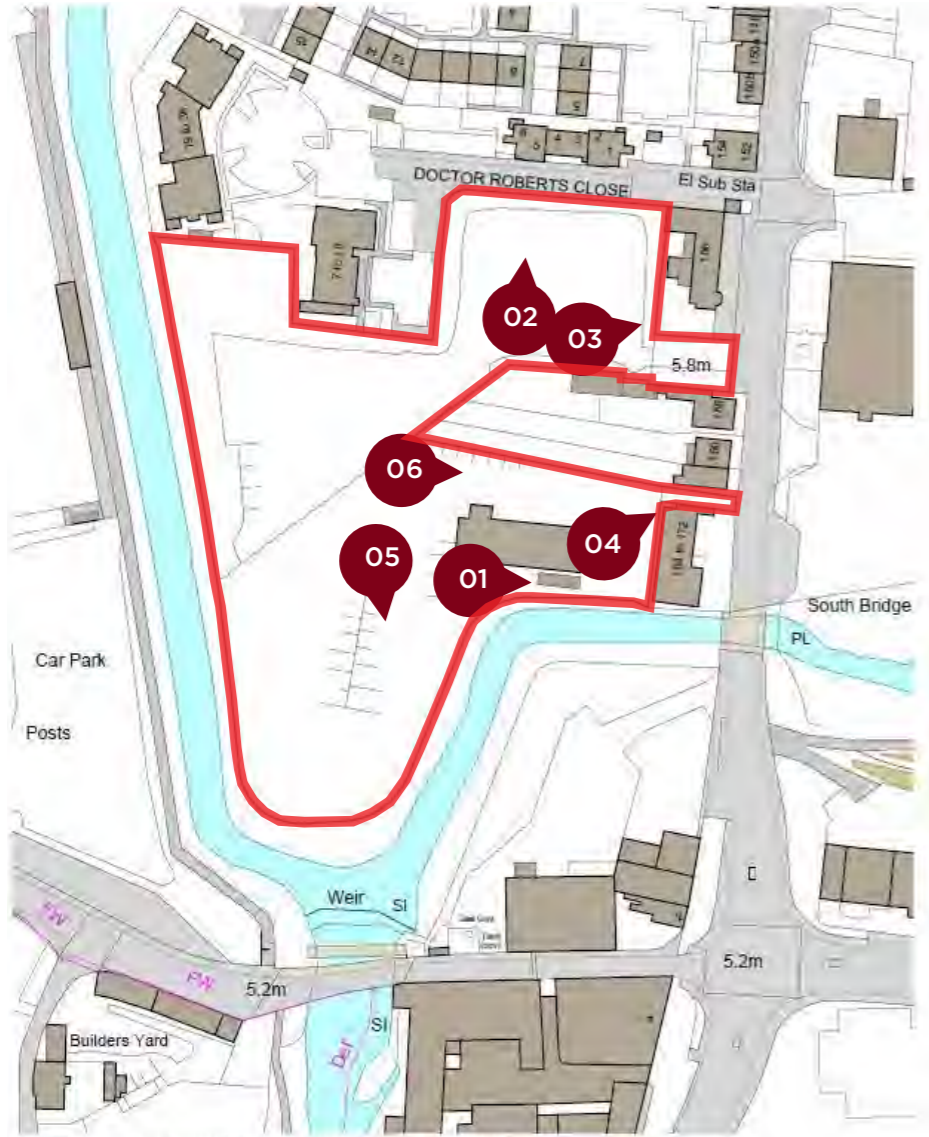


Photo Location



LOCAL CONTEXT PHOTOGRAPHS

The below images illustrate the immediate context of the site along the South Street.

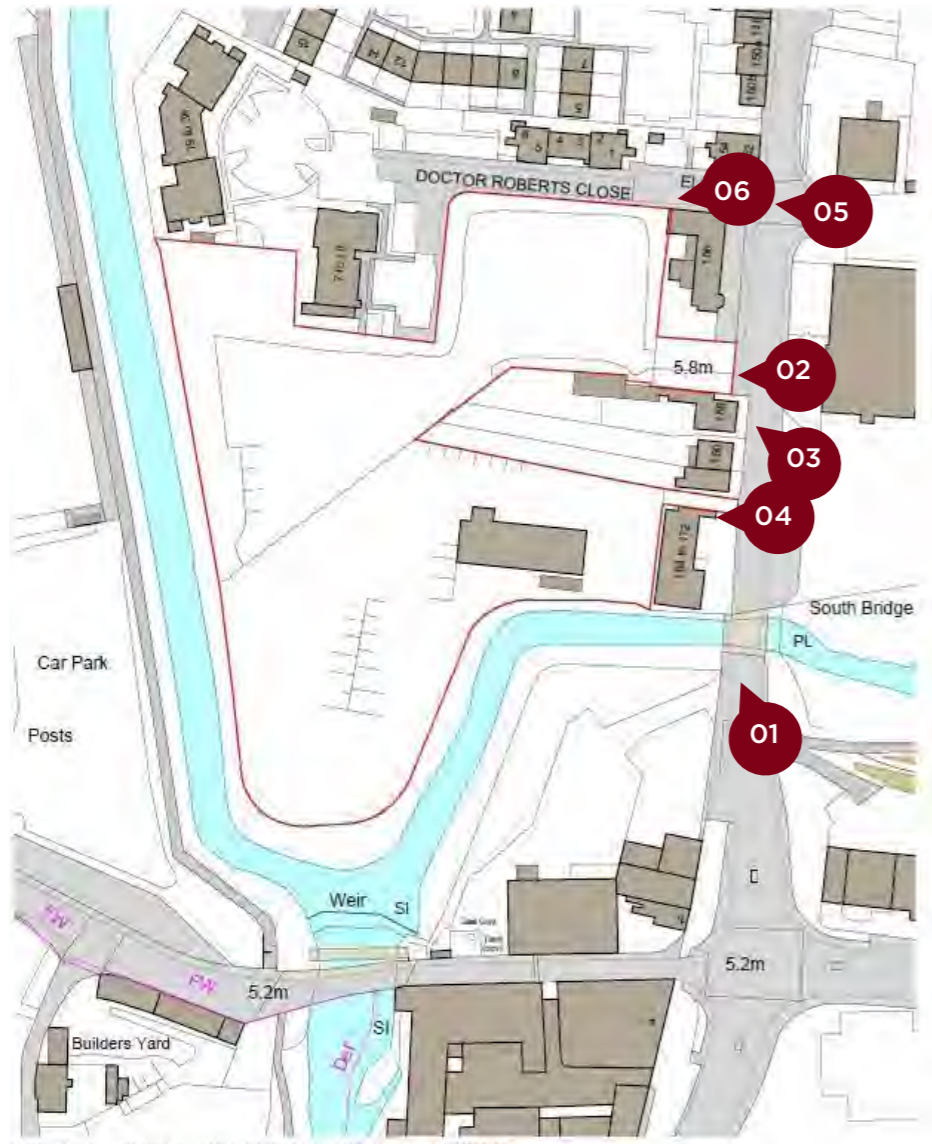


Photo Location



LOCAL CONTEXT PHOTOGRAPHS

The below images illustrate the immediate context of the site including views from the bridge showing the flood gate and the Listed Bridport Old Brewery and Maltings.

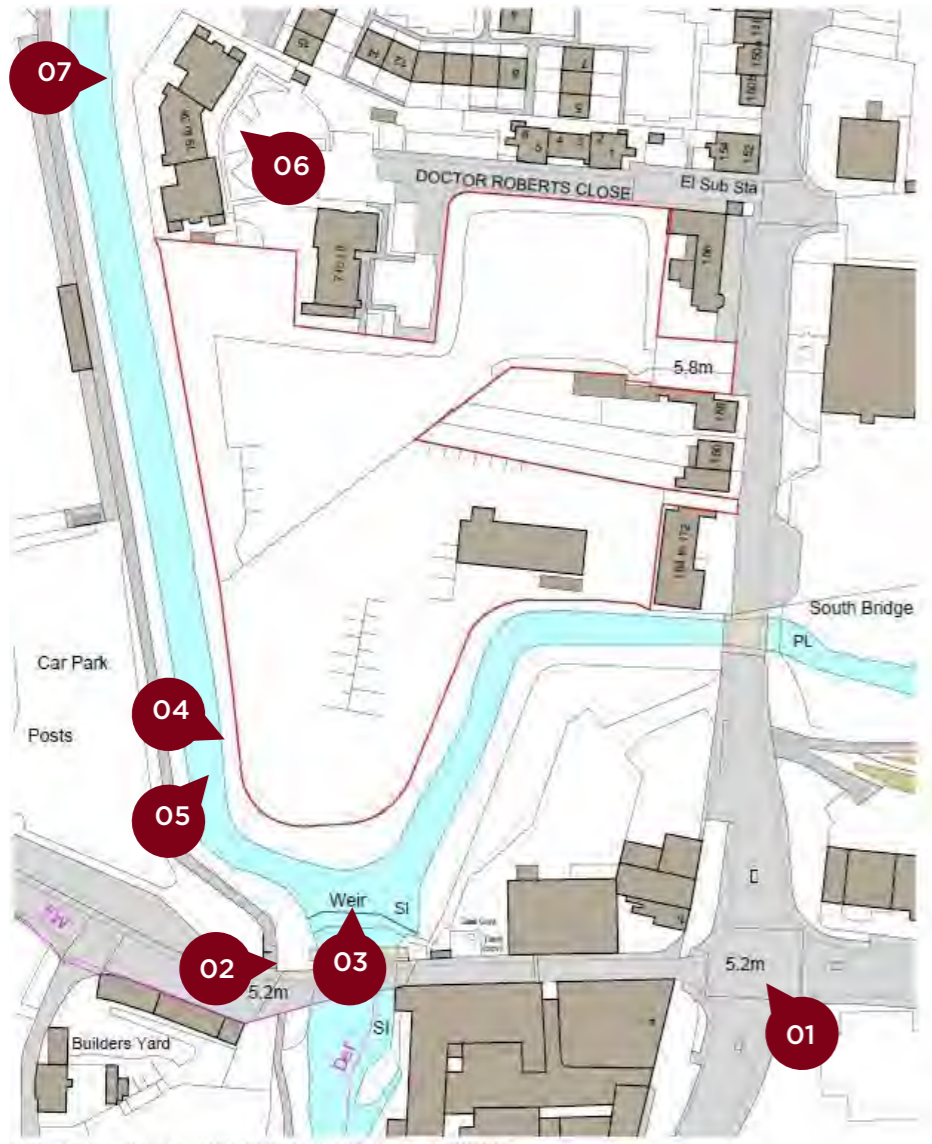
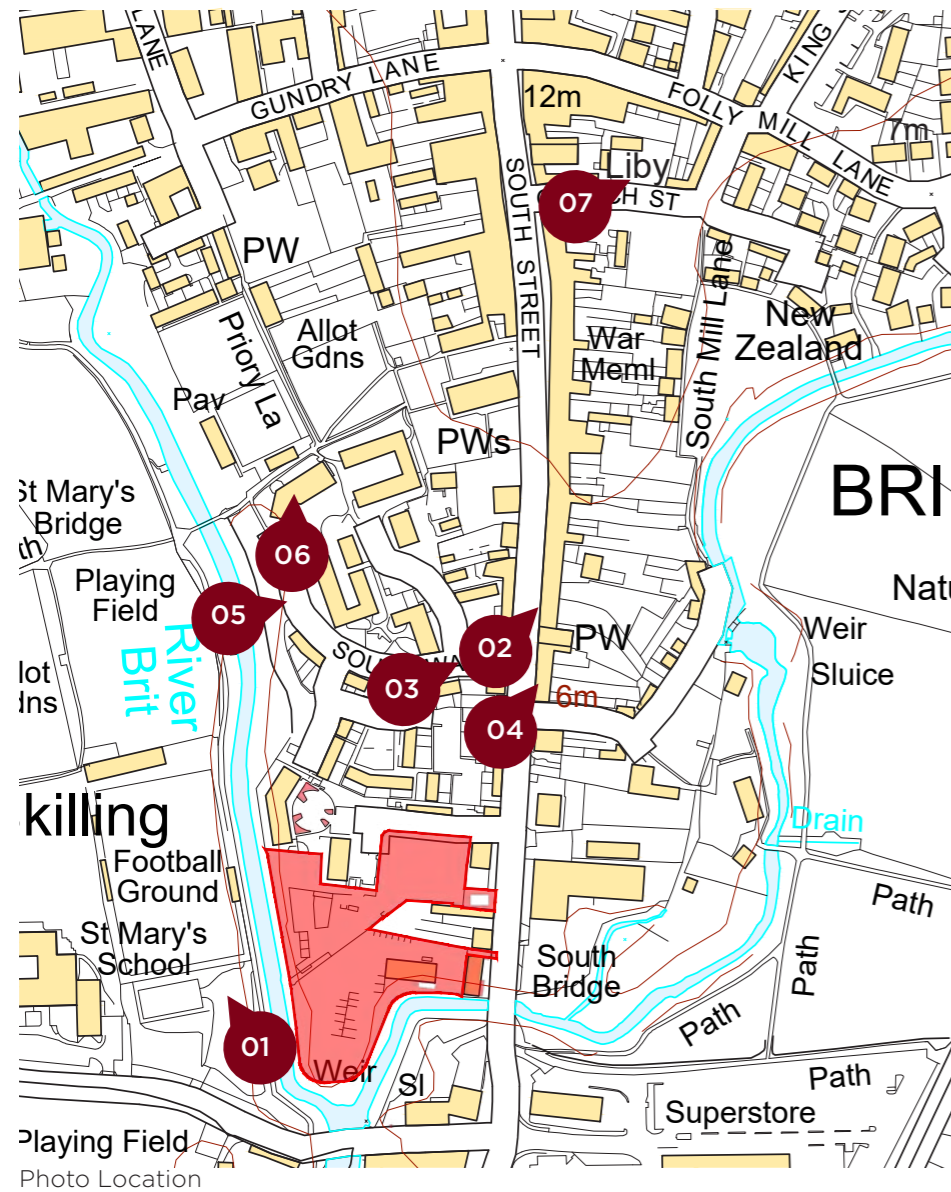


Photo Location



WIDER CONTEXT PHOTOGRAPHS

The below images illustrate wider context and include photographs taken along South Street and of developments similarly positioned to The Site - away from the main road, with connections to River Brit.



01 Large tarmac area of the football club car park.



02 Coursed rubble stone properties, with stone and brick detailing in between brick properties.



03 Coursed rubble stone properties, with stone and brick detailing in between brick properties.



04 Natural colour and painted render finish used along brick chimneys and slate roofs.



05 Mixture of brick and concrete tiles used on more modern properties facing the river.



06 Mixture of brick, render, slate and concrete tiles used on more modern properties in the area.



07 Red brick with stone detailing in between coursed stone properties.

PLANNING

Planning Policy

West Dorset forms part of the Dorset Council Unitary Authority, which had formed with East Dorset District Council, Purbeck District Council, North Dorset District Council and Weymouth and Portland Borough Council in 2019. Dorset Council are preparing a District wide Local Plan, however until its adoption the adopted development framework of the now dissolved West Dorset District Council must be accorded with. This comprises of:

- West Dorset, Weymouth and Portland Local Plan (adopted in 2015).
- Bridport Neighbourhood Plan (adopted in May 2020)



West Dorset, Weymouth & Portland Local Plan (2015)

The relevant policies within the West Dorset, Weymouth and Portland Local Plan (2015) in relation to the redevelopment to older persons housing on this site are listed below:

- INT1 (Presumption in Favour of Sustainable Development)
- ENV4 (Heritage Assets)
- ENV5 (Flood Risk)
- ENV10 (The Landscape and Townscape Setting)
- ENV11 (The Pattern of Streets and Spaces)
- ENV12 (The Design and Positioning of Buildings)
- ENV15 (Efficient and Appropriate Use of Land)
- ENV16 (Amenity)
- SUS1 (The Level of Economic and Housing Growth)
- SUS2 (Distribution of Development)
- ECON3 (Protection of Other Employment Sites)
- HOUS1 (Affordable Housing)
- COM7 (Creating a Safe and Efficient Transport Network)
- COM9 (Parking Standards in New Developments)

Bridport Neighbourhood Plan (2020)

The relevant policies within the Bridport Neighbourhood Plan (2020) in relation to the redevelopment to older persons housing on this site are listed below:

- Policy CC2 (Energy and Carbon Emissions)
- Policy CC3 (Energy Generation to Offset Predicted Carbon Emissions)
- Policy H1 (General Affordable Housing Policy)
- Policy H4 (Housing Mix & Balanced Community)
- Policy H5 (Retirement Living Development)

- Policy L2 (Biodiversity)
- Policy COB1 (Development in the Centre of Bridport)
- Policy D4 (Mix of Uses)
- Policy D5 (Efficient Use of Land)
- Policy D8 (Contributing to the Local Character)
- Policy D12 (HAPPI (Housing our Ageing Population: Panel for Innovation) Principles.

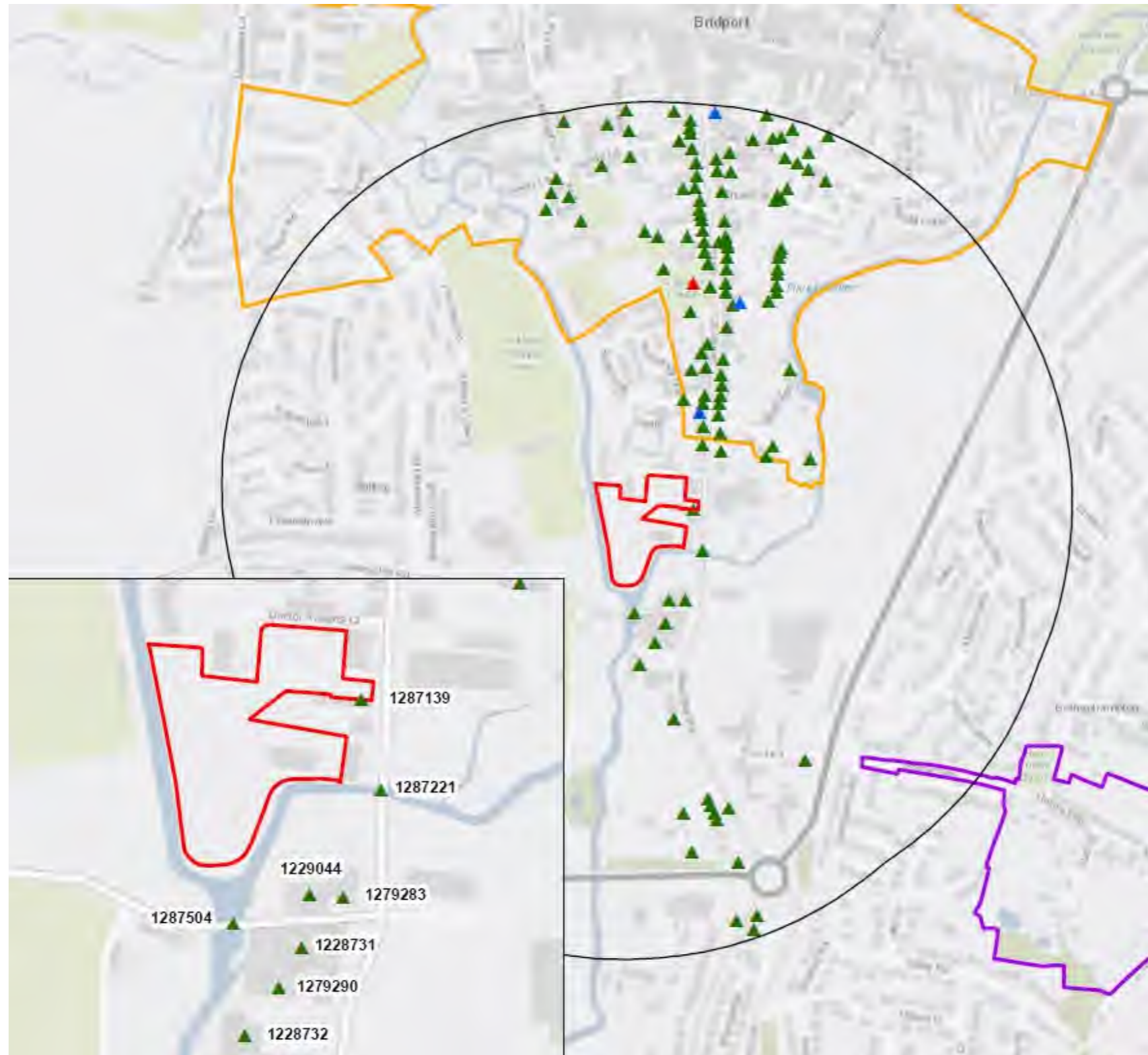
Principle of Development

The site, located within close proximity to the Bridport town centre, is currently considered to be an unattractive, underutilised brownfield site in a highly sustainable location. The site also falls in close proximity to the Bridport Conservation Area and is considered to be generating a negative impact to its setting and subsequent surrounding designated heritage assets.

As such, this proposal seeks to sensitively redevelop this site by delivering age restricted residential housing. The redevelopment will provide much needed 1- and 2-bedroom apartments, as well as retirement cottages, of which there is a significant need for this type of housing in the district. Furthermore, the redevelopment of this site to older persons housing will benefit the wider housing market by freeing up family housing elsewhere in the district. Therefore, the site has been considered to be in a sustainable location for specialist accommodation for older persons.

PLANNING

Heritage and Conservation



Heritage Assets Map- extract from Heritage assessment (not to scale)

Listed Buildings

As illustrated, there are a total of 120 Listed Buildings within 500 m of the Site. These comprise one Grade I, three Grade II* and 116 Grade II Listed Buildings. The majority of these lie within Bridport Conservation Area.

Within close proximity to the Site lie the following Grade II Listed Buildings:

- 158 South Street (National Heritage List for England (NHLE): 1287139) which is located immediately adjacent to the boundary of the Site;
- South Bridge (NHLE: 1287221) which lies c. 30 m east of the Site;
- Bridport Old Brewery, Maltings, Former Mineral Water Plant and Cottages over 50 m south/south east of the Site (NHLE: 1228731, 1228732, 1229044 AND 1279290);
- 2 West Bay Road c. 70 m south/south east of the Site (NHLE: 1279283); and a
- Bridge over the River Brit c. 40 m to the south (NHLE: 1287504).

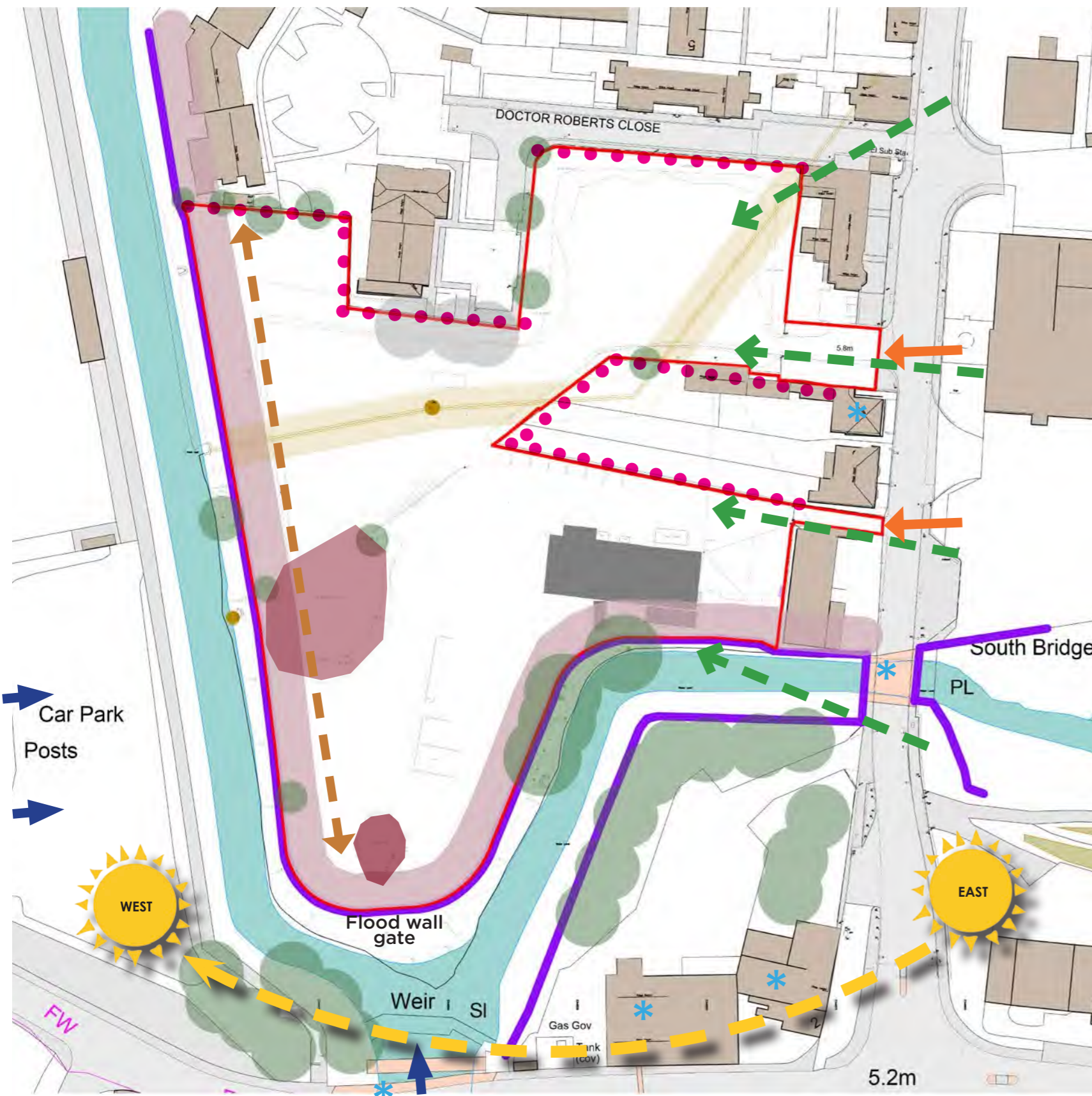
Conservation Areas







The site lays outside of Bridport Conservation Area, which is located c. 50 m north of the Site and outside of Bothenhampton Conservation Area located c. 370 m south east of the Site.



CONSTRAINTS

The image below identifies the potential constraints in relation to the site.



-  Site
-  Existing vehicular / pedestrian accesses
-  Primary frontage (unrestricted views into / out of site)
-  Secondary frontage (Glimpses into / out of site)
-  Boundaries shared with neighbouring residential properties
-  Key views
-  Existing trees
-  Existing buildings on site
-  Heaps of soil mixed with discarded materials and vehicles
-  Sewer overflow with easement
-  Listed Buildings/ Structures
-  Flood defence wall
-  Easement along the flood defence wall is required by EA for repair and maintenance, restricting development area and impacting on soft and hard landscape proposal.

Access for heavy vehicles and machinery to the flood wall gate requirements impacting on layout and specification of hard surfaces.

The site is adjacent to the River Brit and lies within Flood zones 2 and 3. The finished floor level is to be set at AOD 6.7m, so raised from 0.2m to 1.8m above current ground level.

Irregular shape site that slopes down from North to South.

High risk of contamination identified by Desk Study Report by Crossfield Consulting due to former Gas Works on Hanson site.

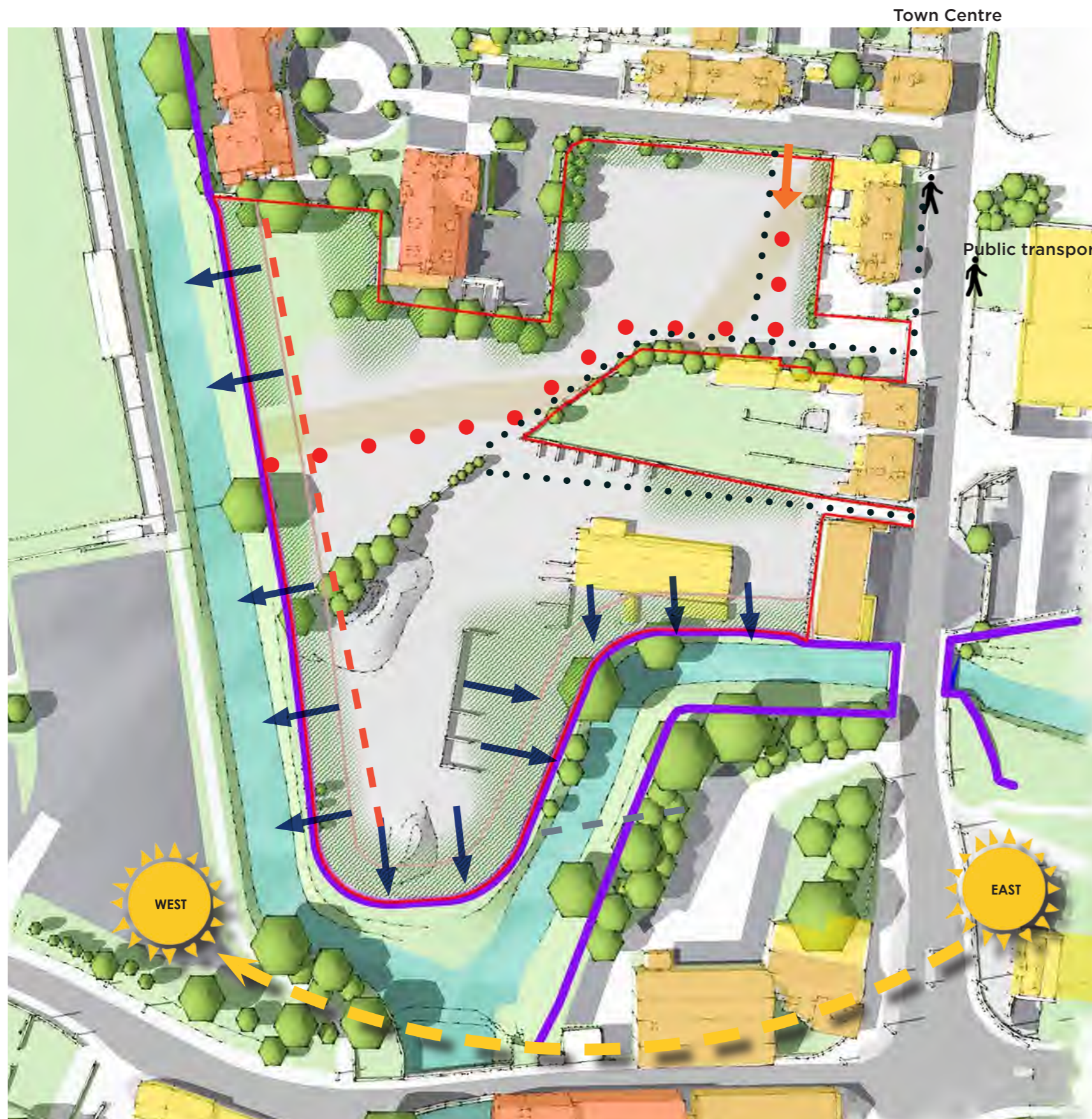
Combined sewer overflow requires a 7.8m easement (3.9m either side of the centreline).














Majority of the site covered with gravel and concrete to allow storage of aggregates and other building materials.

Existing accesses with restricted visibility splays

OPPORTUNITIES

The image below identifies the potential opportunities in relation to the site.



-  Site
-  Short walking proximity to public transport
-  New vehicular access with better visibility splay
-  Potential vehicular movement along the route of sewer overflow
-  Potential pedestrian links
-  Improved soft landscaping and biodiversity
-  Potential streetscene improvement
-  Attractive views
-  Improved access to flood wall
-  Flood wall
-  1-1.5 Storey height or equivalent
-  2 Storey height or equivalent
-  2.5-3 Storey height or equivalent

Site close to Bridport Town Centre and within walking distance to amenities.

Site benefits from attractive views of the river and Listed buildings and surrounding hills in the distance.

Opportunity to improve biodiversity and increase soft landscaping.

Improved views by removal of unattractive heaps of materials and rusting vehicles.

Improve street scene and frame the settlement.

Reduce risk of contamination getting to River Brit.

Enhance setting of Listed Buildings.

Maximise potential of underused site within Bridport.

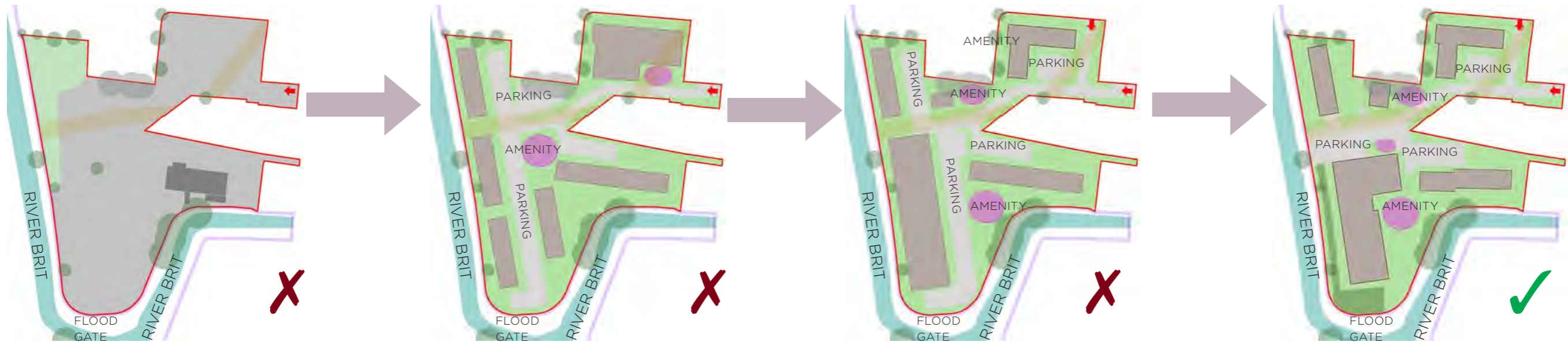
Provision of much needed retirement accommodation within a sustainable area on a brownfield site.

Benefits that relate to retirement homes - social, economical and environmental.

DESIGN DEVELOPMENT

BUILDING DISPOSITION & PARKING LOCATION

As part of the exploration to find the most suitable urban solution for the site, studies were undertaken to ascertain the most appropriate building footprints on the site, and the best location for car parking and amenity areas around the buildings.



Existing site

- Unattractive buildings and materials storage impacting setting of Listed Buildings and distant views from Skilling Hill Road
- Underused site within Bridport
- Lack of natural surveillance
- Contamination from the site potentially getting into the river
- Restricted access to some parts of the flood wall
- Materials stored next to flood wall - potential for wall damage

Main Block next to site entrance and Cottages to the rear of the site.

- Entrance to the building visible from site access
- Pedestrian access and links improved
- Good natural surveillance
- Building over existing sewer overflow
- Parking for apartments away from main entrance
- Small amenity area, insufficient for whole development
- A 2.5-3 storey block close to Listed Buildings and existing residential properties.
- Insufficient visibility splay

Main block along River Brit with vehicular route in the centre, cottages in the north corner.

- Entrance to the building visible from the main vehicular route
- Pedestrian access and links improved
- Good natural surveillance
- Car park and amenity area close to main building for easy access
- Proposed buildings and balconies restricting access to flood wall.
- Soft landscaped areas divided by the access route to the flood wall gate
- Building footprint very elongated and could look out of place viewed from Skilling Hill Road

Reduced footprint block and increased soft landscaping - Current Design.

- Entrance to the building visible from the main vehicular route
- Pedestrian access and links improved
- Good natural surveillance
- Car park and amenity area close to main building for easy access
- Attractive soft landscaped areas maximised improving biodiversity and setting of Listed Buildings
- Building footprint reduced and moved away from flood wall.
- Car parking optimised and located in the centre of the site minimising the visual impact

PROPOSED DESIGN

Proposal



The site layout and careful positioning of the buildings responds to the urban grain and the public realm, whilst maintaining a safe and secure amenity for residents.

The proposed 1.5-2 storey cottages, despite being set on a raised platform due to potential flooding, reflect the height of the neighbouring buildings.

Their disposition ensures that privacy and daylight of existing properties isn't affected.

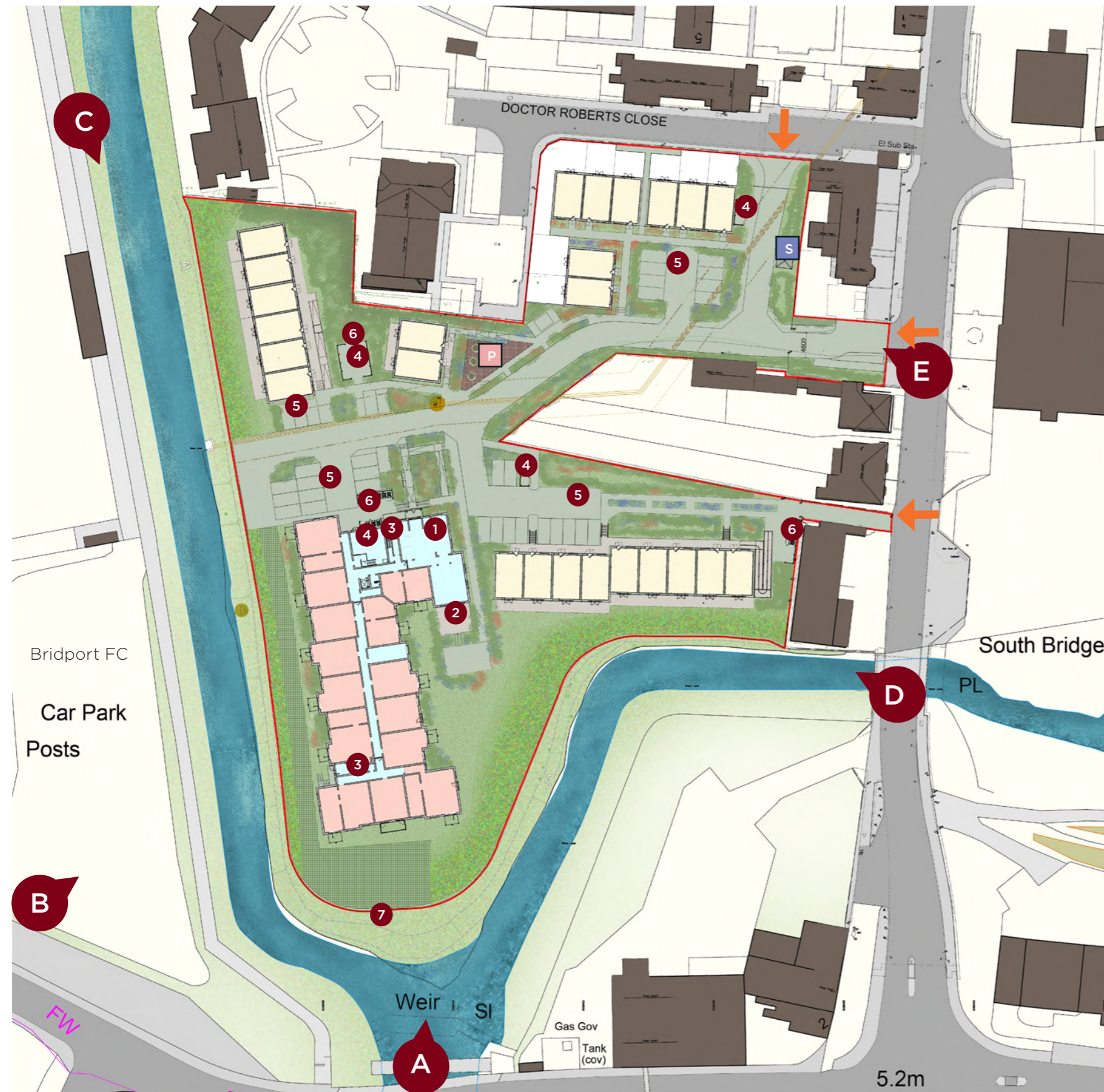
The scale of the main building is proposed to be 2.5-3 storeys and it is positioned in the centre of the site, further away from existing residential properties, so only glimpsed views of it will be available from South Street.




















The proposed layout consists of the following features:

- New vehicular access from the northern corner of the site off the Doctor Roberts Close.
- The internal vehicular route forms a spine of the proposal providing access to the properties, parking areas and to the flood wall. The rest of the access route leading to the flood gate is proposed to be permeable and allow planting (i.e. a heavy duty Grasscrete)
- Parking located in the centre of the site to minimise its visual impact and the use of hard landscape surfacing.
- Pedestrian access encouraged by the improved existing site accesses and formation of the link to the Doctor Roberts Close.
- Buildings aesthetic influenced by traditional historic and newer development in the area.
- Amenity gardens and terraces for the residents, accessed from the building and footpaths.
- Secure, monitored main entrance adjacent to the car park.
- Good separation distances to all boundaries, with overlooking reduced to a minimum. North-western cottages designed to avoid overlooking.
- Layout respects existing roads.
- Scale of the proposals respects existing adjacent properties.
- Ground Floor level is set at +6.70 AOD.

PROPOSED DESIGN

Proposed Site Plan



-  SITE entrance points (vehicular and pedestrian)
-  Apartments
-  Cottages
-  Communal / Circulation
-  1 Main entrance to reception, office and Owners' Lounge
-  2 Owners' Lounge patio
-  3 Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
-  4 Refuse store
-  5 Parking spaces
-  6 Buggy store
-  7 Flood Wall gate
-  Existing Overflow sewer and easement
-  P Communal Piazza
-  S Substation
-  A View A is taken from over the River Brit and the Bridge, next to the Bridgeport Old Brewery.
-  B View B is taken from the entrance to Bridport FC Club car park to show the relationship between the proposal in a wider context, from the most exposing view point.
-  C View C is a view looking in a Southern direction from footpath along the river
-  D View D is taken from the South Bridge to show the relationship between the proposal and the existing development fronting South Street.
-  E View E is taken from South Street and show the relationship between the proposal and the two buildings flanking the existing site access.

PROPOSED DESIGN

Proposed View A

Shows the proposal from a viewpoint over the River Brit and the Bridge, next to the Bridgeport Old Brewery.



PROPOSED DESIGN

Proposed View B

Shows the proposal I from the entrance to Bridport FC Club car park to show the relationship between the proposal in a wider context, from the most exposing view point.



PROPOSED DESIGN

Proposed View C

Shows the proposal looking in a Southern direction from the footpath along the river Brit, next to existing development at Doctor Roberts Close.



PROPOSED DESIGN

Proposed View D

Shows the proposal from the South Bridge to show the relationship between the proposal and the existing development fronting South Street..



PROPOSED DESIGN

Proposed Views E&F

View E is taken from South Street and show the relationship between the proposal and the two buildings flanking the existing site access.



View F is taken from proposed path next to the Listed Building 158 South Street and shows the proposed cottages with associated parking.



PROPOSED DESIGN

Proposed Views G

View G is taken from the centre of the site and shows proposed cottages, amenity areas and the main building.



PROPOSED DESIGN

Materials

“The materials used for a building or landscape affect how well it functions and lasts over time. They also influence how it relates to what is around it and how it is experienced. The scale, form and appearance of a building influence what materials may be appropriate for its construction. Materials should be practical, durable, affordable and attractive. Choosing the right materials can greatly help new development to fit harmoniously with its surroundings.”

National Design Guide Paragraph 30



Aspiration - Cleals Buildings and 2 West Bay Road

Brick, stone and light coloured render are the most common combination of materials in the wider area. Our site analysis has shown that the render tends to badly stain and therefore requires a lot of maintenance.

The proposed materials have therefore been rationalised and we have concentrated on a more limited, high quality and self-finished material palette. This includes Ibstock Brunswick Red brick as a ‘base’ material with a darker red, Brunswick Antique Red, to provide contrast.

Use of dark and light mortar often adds a subtle variation while smooth red brick heads and/or buff stone or brick detailing add interest. The proposed design will follow those principles.

To emphasise the entrance to the main building and add to legibility of the scheme traditional cast stone portico is proposed.

Slate roofs are prevailing, but concrete tiles are also used on more recent developments, as shown in the photo-log.

Limited amount of light grey render or painted brick at ground level, for easy maintenance, is proposed to add interest.



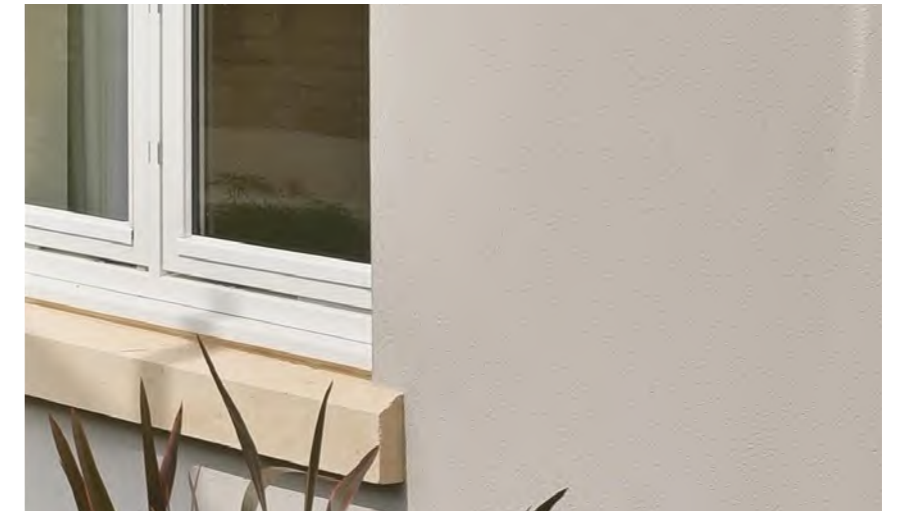
1. Brunswick Red



2. Brunswick Antique Red brick with light mortar.



3. Entrance Canopy - Cast Stone Traditional Portico



4. Walls - Grey Render with Cast Stone Sill



5. Slate Roof with white uPVC Fascias and Soffits



6. Dormer Windows - Stormking lead-effect GRP dormers with white uPVC windows inset.

NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the Hanson and Phillips Depot site at South Street, in Bridport, your time is much 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 our website.

Feedback received will be considered by Churchill Retirement Living and where feasible may inform further development of, or changes to the design and layout of the proposed development.

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application in April 2024.

Once again, thank you for your time.



Proposed Aerial View of the site

APPENDIX B

SAMPLE COPY OF THE
INVITE

BY POST ONLY

28 February 2024

Dear Resident,

Invite to comment on proposals for new Retirement Community at the former J.C. Phillips & Son site west of South Street in Bridport.

Churchill Retirement Living welcome your feedback on proposals it is currently preparing a new high-quality retirement community of cottages and apartments at the former J.C. Phillips & Son site west of South Street in Bridport. J.C. Phillips & Son have taken the decision to close their operations on the site and Churchill are therefore bringing forward proposals to redevelop the site.

As a site close to everyday facilities on South Street, we believe the site will make the perfect location for a new retirement community of cottages and apartments which will meet the local need for specialist housing for older people, as well as positively contribute to the local economy by bringing additional footfall and expenditure to local shops and services.

Generally, 50% of Churchill residents move from within 5-miles of the site, so the development will also help to free up homes in the local housing chain representing a real benefit for local families and first-time buyers.

Churchill have positive history in Bridport having previously delivered a highly successful and popular retirement community, at Alfred Lodge on Rax Lane in Bridport. Alfred Lodge exemplifies the need for, and viability of, this type of development and the benefits to the area.

Further details regarding our plans for the site can be reviewed online via our virtual exhibition and website, **launching on Wednesday 6 March until Wednesday 20 March**. 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/bridport

(launching on Wednesday 6 March)

If you are unable to view the plans online, you can also contact DevComms, our community representatives, freephone on 0800 080 3266, or by email at churchill@devcomms.co.uk. Please make sure that the subject of the email references 'Bridport'.

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

COPY OF THE ARTICLE

Churchill Retirement Living ask for views on Bridport plans

8th March

Plans for new apartments and cottages (*Image: Churchill Retirement Living*)

Plans for a new housing development for older people near Bridport town centre have been unveiled.

Inspired by

The multi-million pound scheme is earmarked for a significant site off South Street.

Churchill Retirement Living is preparing a planning application for a proposed new 'independent living retirement development' which would consist of 50 apartments and 25 cottages.

They want to redevelop the site of Hanson and J.C. Phillips and Son builders' merchants.

According to the developers, the homes will be designed for local people over the age of 60 who want to carry on living independently as they get older whilst enjoying safety, support and a social life.

If approved, this would be another retirement development in the area after McCarthy Stone built its luxury 'retirement living' apartments, named Gordon Court, on the former Mountjoy School site in Flood Lane.

As reported, when the apartments were released for off-plan sales, prices were said to start from £250,000 for a one-bedroom apartment and from £399,000 for a two-bedroom.

Plans for the Churchill site are available for public viewing through a consultation link which is live for two weeks from now.



Churchill says that prospective owners would have the benefits of safety, security and peace of mind, as the apartment building will include a lodge manager, a 24-hour careline, an owners' lounge and guest suite for friends and family to visit.

Developers have said that the proposed development 'would be expected to bring around £580,000 per year of extra spending to the local high street.' They added that this would also help to generate around £340,000 of savings each year for local health and social care services 'by enabling older people to enjoy a healthier, safer and more independent lifestyle.'

A spokesperson for Churchill Retirement Living, said: "Retirement housing is the most effective form of residential development for generating local economic growth, local jobs, and increasing high street spend as it brings regular shoppers closer to the town centre.

"Our proposed development would help improve the health and wellbeing of those who live there and meet the housing needs of many older people in Bridport and the surrounding area. Our plans to regenerate this previously developed site will also help to reduce the need for greenfield development to meet the urgent demand for new homes in the local area."

The spokesperson added that a formal planning application has been 'prepared' but not yet submitted.

"We are keen to gather feedback and give local people the opportunity to have their say on these exciting plans."

Bridport Town Councillor David Rickard said: "Bridport is a very welcoming town, but there is a demand for affordable housing in the area which we should be looking into.

"It's just one of those things that, however you feel about it, is going to happen."

To view the plans, visit <https://consultwithyou.co.uk/churchill/bridport>

APPENDIX D

SCREENSHOTS OF
PROJECT WEBSITE

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 at the Hanson and J.C. Phillips & Son site west of South Street in Bridport. The site is currently an active builders' merchants specialising in sand, gravels and paving, located close to the River Brit.

J.C. Phillips & Son have taken the decision to close their operations on the site and Churchill are therefore bringing forward proposals to redevelop the site.

Churchill Retirement Living's vision for the site is to deliver a new retirement community of cottages and apartments which will meet the local need for specialist housing for older people as well as positively contribute to the local economy by bringing additional footfall and expenditure to local shops and services.

Generally, 50% of Churchill residents move from within 5-miles of the site, so the development will also help to free up homes in the local housing chain representing a real benefit for local families and first-time buyers.

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.

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 loneliness.

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.

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.

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.

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.

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.

[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:



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.

The Hanson and J.C. Phillips & Son site

The site is located to the west of South Street in Bridport and boarded by the River Brit on its South and West boundaries. There is also a Weir on the South boundary. The local area is characterised several commercial uses, including the adjacent Palmers Brewery site, as well as areas of existing residential development in the local area close to the site.

The proposed site is brownfield and currently occupied by Hanson and J.C. Phillips & Son Ltd, a builders merchant specialising in sand, gravels and paving. J.C. Phillips & Son have taken the decision to close their operations on the site and Churchill are therefore bringing forward proposals to redevelop the site.

As an active yard with aging commercial storage and office buildings, the site does not currently positively contribute to the local street screen or to the setting of the River Brit which runs along the southern edge of the site. The redevelopment of the site is therefore an opportunity to positively improve the setting of the local area, including views of the site from the bridge on Skilling Hill Road and reducing the level of large vehicles visiting the site.

The site is also in a very accessible location and well served by a wide range of local amenities including shops services and green space all accessible by foot, on bicycle and by mobility scooter.

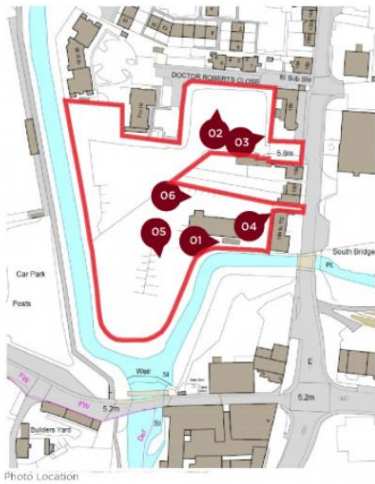
For example, there is a large Morrisons supermarket 0.1 miles away, the Fisherman's Arms public house is 430 feet from the site, Asker's Meadow is 0.2 miles away from the site and the Bridport Community Orchard and Bowling Club are just 0.3 miles from the site.

Interactive Map showing the location of the site





Plan showing the Hanson and J.C. Phillips & Son Ltd site



Images of proposed site
(click to expand)

Our Proposals

Churchill Retirement Living's vision is for a new retirement living community, which makes better use of the site's riverside and sustainable location; meets the local need for retirement homes for older people on a brownfield site; and, visually and economically enhances the character of the immediate area close to the site.

With a mixture of cottages and apartments, the present proposals represent an exciting opportunity to transform a river side space into a much-needed retirement village. The development would create approximately 50 apartments and 25 cottages.

All developments by Churchill Retirement Living include high quality external amenity space for the benefit of residents. Churchill's lodges also provide an abundance of communal amenities including a residents' lounge, coffee bar and guest apartment, as well as an on-site mobility buggy store.

Benefits

Supporting local businesses – The site is well-located to shops and essential services in South Street in Bridport 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.

Reducing demands on health and social services – Retirement communities reduce the risk of health challenges by helping to reduce social isolation and loneliness for elderly people as well as improving safety and security.

Car Parking

The typical age profile of those currently living a Churchill Retirement Community is an 80-year-old widow. Generally, 50% of residents also come from within 5-miles of the location. The age profile of Churchill community residents tends not to have cars.

It is also generally found that those who 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.

The proposed development includes 25 cottages with 25 allocated parking spaces and 50 apartments with 28 unallocated parking spaces.

Based on Churchill's extensive experience of retirement living development, it is considered that this level of parking is more than enough to cater for the proposed new community.

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. For the present 50 apartments, this would equate to a needed 14 spaces.

Churchill is proposing 28 unallocated parking spaces for the 50 apartments. This level of parking would therefore exceed the likely parking demand of spaces (0.28 spaces per apartment) and represents a ratio of 0.62 spaces per apartment.

Given the proposed parking will exceed 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 or cycle from the site.

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](#).

Need for retirement living

Dorset Council published a Housing Needs Assessment (HNA) in 2022 as part of the evidence base for the emerging Dorset Local Plan. This report, published in 2019, highlighted that the population of over 65's in Western Dorset was 35.6%. By contrast the 2021 Census showed that 18.4% of the UK population were aged 65 years and over.

This part of the population is acknowledged to be growing and to require new specialist accommodation. The HNA (2022) identifies an estimated need in Dorset for 4,422 additional dwellings.

There is a current supply of 2,603 units, but a current demand of 3,046 units and an additional demand of a further 1,584 units up until 2038. There is therefore a shortfall of 2,027 units in Dorset.



View of proposal over the River Brit and the Bridge, next to the Old Brewery.



View from the entrance to Bridport FC Club car park to show the relationship between the proposal in a wider context



View a Southern direction from the footpath along the river Brit, next to existing development at Doctor Roberts Close.





Aerial view of the site



Virtual Exhibition

Further information regarding our exciting proposals for the site in Bridport 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](#)

Feedback

Thank you for taking the time to review our plans for Bridport.

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 detail in a Statement of Community Engagement that will be submitted in support of the planning application for this 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 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?

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?

7. Your details*

Your name

Your house number and street name

Your postcode

Your email


Your age range

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

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*

I'm not a robot  reCAPTCHA
Privacy - Terms

[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.



[Home](#)

[Retirement Living](#)

[The Site](#)

[Our Proposals](#)

[Virtual Exhibition](#)

[Your Views](#)

[Register Interest](#)

Register for interest in our new Retirement Community

If you are interested in becoming part of our future new Retirement Community in Bridport, 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



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