



GREAT SHELFORD, CHURCHILL RETIREMENT LIVING

STATEMENT OF COMMUNITY INVOLVEMENT

19 OCTOBER 2021



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1. 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 Retirement Living (CRL) for the proposed redevelopment of No. 2 Station Road, Great Shelford.

Given the nature of the proposals and the 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 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 Retirement Living.



2. PLANNING 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. Good quality pre-application discussion enables better co-ordination 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

South Cambridgeshire District Council adopted the Greater Cambridge Statement of Community Involvement (SCI) on 1 July 2019.

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

"South Cambridgeshire District Council encourage applicants to carry out early engagement with the LPA and the local community before submitting a planning application."

"Developers are strongly encouraged to undertake community engagement at this stage of the planning process, particularly where development is likely to have significant impacts on local communities or where the site is particularly sensitive. It is however not compulsory."

"Section 122 of the Localism Act 2011 introduced a duty for developers to consult local communities before submitting planning applications for certain developments. For development proposals that fall outside of the requirements of the Localism Act, the LPA encourage pre-application consultation with local communities and key stakeholders. This allows those likely to be affected by the development to raise potential issues and to make suggestions. This in turn might reduce local opposition, increase the chances of a timely and positive decision from the LPA and improve the resulting quality of development."



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 Statement of Community Involvement submitted to South Cambridgeshire District 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. PRE-APPLICATION ENGAGEMENT

The pre-application engagement has included an on-site pre-app meeting with the case officer in April 2021. In addition, a positive meeting was also undertaken with Great Shelford Parish Council. Comments and concerns raised during the pre-app meeting were addressed by Churchill representatives in a detailed discussion.

In October 2021, Churchill undertook an online, public consultation to provide information about the proposals. The consultation included an interactive project website with an online feedback mechanism. The public consultation was publicised through letters to local residents and an advert placed in the local press. More detail is provided in section 4 below.

A sample copy of the advert is included at Appendix A.

The feedback received from the pre-application process and public consultation has been crucial in helping shape the Planning Application.



4. 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 community stakeholders including:

- South Cambridgeshire District Council (SCDC) Officers
- Great Shelford Parish Council
- Local Politicians – Key South Cambridgeshire District Councillors, including the ward members for Shelford Ward
- Local Community – residents and businesses situated close to the site in the Shelford ward.

4.1 Local Politicians

It was considered appropriate to brief the ward members for Shelford ward, in which the site is located. Phone calls and emails were issued to the relevant politicians providing them with an overview of the proposals and announcing the online public consultation. The emails also offered the opportunity to provide further information if required.

4.2 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.

Consultation Invite Mailing

Letters were issued on 24 September 2021 to circa 494 residential addresses adjacent to and within close proximity to the site in Shelford 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.



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. During the consultation, the CRL Great Shelford website was available at <https://consultwithyou.co.uk/churchill/shelford> and included details of the proposals alongside an interactive slider 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 16 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 Retirement Living as a leading provider of such communities.

Screenshots of the website are provided at Appendix C.



5. FEEDBACK AND COMMENTS RECEIVED

19 responses were received through the Great Shelford micro project website. The following provides a breakdown of the responses received to each question of the survey:

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?”**

Description	Count
Very Important	3
Important	9
Undecided	4
Not important	0
Not important at all	3
Total	19

Of those giving a view on question 1, most respondents (63%) felt that the significant benefits arising from purpose-built homes for older people to local health services and the NHS were important or very important. Just 3 people felt that this was not an important consideration, whilst 4 remained 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?”**

Description	Count
Very important	0
Important	11
Undecided	5
Not important	0
Not important at all	3
Total	19



Just 3 resident felt that the benefits for local businesses in terms of local expenditure increases arising from purpose-built homes for older people was not important, whilst the importance of this benefit was recognised by 11 residents who felt it was an important consideration.

Question 3:

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

Description	Count
Support	7
Tend to support	5
Undecided	4
Tend to oppose	0
Oppose	3
Total	19

The feedback shows that 12 respondents (63%) were supportive of the proposed development in principle and that the proposals were only opposed by 3 respondents (15%).

Question 4:

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

Description	Count
Support	5
Tend to support	4
Undecided	6
Tend to oppose	1
Oppose	3
Total	19



Of those giving a view on question 4, 9 respondents were supportive of the proposed design of the retirement scheme. Whilst 6 people remained undecided, only 4 respondents objected to the design of the retirement living proposals.

The main comments, raised 2 or more times, in response to question 6 regarding the design of the scheme were:

Comment	Count
Width of pathway on Station Road	12
General Support for proposals	3
Development's proximity to pavement	2
Overdevelopment	2
Impact insufficient parking will have on local roads	2
Concern regarding elevations of proposal	2

The most repeated comments drawn from the response submissions in the freeform section are as follows:

Comment	Count
Blank	5
General query regarding proposal	4
Width of pathway on Station Road	4
Landscaping	2
Impact insufficient parking will have on local roads	2
Congestion caused by increased traffic	2

Overall, the feedback showed that the majority of respondents recognised the important of the benefits that the scheme could provide in terms of health and social care provision locally and in terms of significant increases in expenditure at local businesses.

Most respondents were also supportive of the principle of providing purpose-built homes for older people in this location.

Finally, most residents had concerns regarding the width of the pavement on Station. Some respondents also raised reservations regarding the parking and the perceived impact increased traffic will have upon the local area.



6. 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.

6.1 Planning Issues

Width of pathway on Station Road

One of the main comments raised during the consultation related to the narrow nature of the public footpath adjacent to the site along Station Road.

The proposals provide the opportunity for the width of the footpath that runs along Station Road, adjacent to the development, to increase to 2m, which is consistent with the width of most public footpaths. The increased pathway width will enhance pedestrian safety ensuring anybody with a mobility impairment has the ability to access the development using the footpath.

6.2 Traffic Impact

Congestion caused by Increased Traffic

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.

Parking/ Impact insufficient parking will have on local roads

The proposed car parking is intended for resident use only, which is often commonplace for Churchill Retirement Communities. Staff and visitors to all of Churchill's developments are encouraged to utilise public transport and walking / cycle routes to the site.

A full transport statement has been submitted with the planning application. 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.



6.3 Design

Concerns regarding elevations of proposals

It was commented that storey heights were a key issue, particularly as the current site premises comprise a series of a single and two-storey buildings. The proposed design of the building does take into consideration the site location and is in keeping with the heritage of the local area.

6.4 Environmental Impact

Landscaping & Biodiversity

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

The quality of landscape provision within Churchill Retirement Living's developments is important to prospective residents and indeed Churchill Retirement Living have won awards for excellence for their landscaped gardens.



7. 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.

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.

Respondents acknowledged the importance of the proposals in terms of providing purpose built retirement homes, economic benefits of locating residential homes within easy reach of local facilities and redeveloping a vacant site for beneficial use.

A number of comments were also raised regarding the design of the building that have been taken into consideration as part of the planning application.

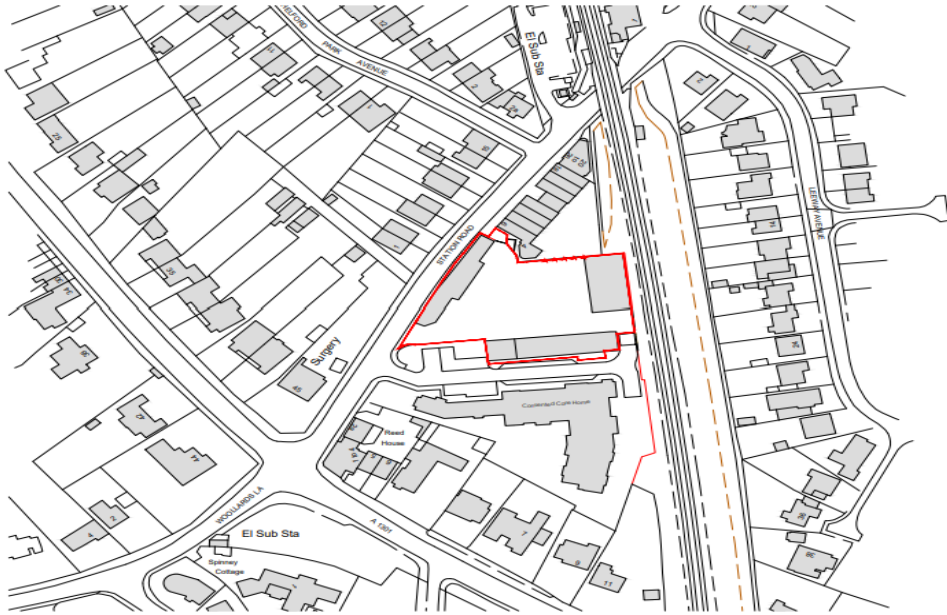


APPENDIX A

ADVERT PUBLICISING ONLINE CONSULTATION



ONLINE PUBLIC CONSULTATION



Churchill Retirement Living would like your feedback on proposals it is currently preparing for a high quality, purpose-built retirement development at Station Road, Great Shelford

You are invited to view the proposal plans online and to give your views via the following link:

www.consultwithyou.co.uk/churchill/shelford

The plans will be available online from the 1st October 2021 - 8th October 2021. Feedback can be made online using the integrated feedback form.



APPENDIX B

INVITE TO CONSULTATION TO RESIDENTS



24 September 2021

Dear Resident

Invite to comment on proposals for new Retirement Community at No. 2 Station Road, Great Shelford.

Churchill Retirement Living welcome your feedback on proposals it is currently preparing for a high quality, purpose - built retirement living development at No.2 Station Road, Great Shelford.

The existing premises are in use as offices and light industrial, and comprise a series of a single and two-storey buildings finished in painted brick, render and metal roofing. 3 of the 4 buildings on the site are currently vacant and have been for a number of years. The remaining building recently became vacant in July as the building was not fit for the tenants use.

The site is in an accessible location adjacent to public transport links and is within easy walking distance to local shops and everyday facilities.

The existing premises were in use as offices and light industrial, and comprise a series of a single and two-storey buildings finished in painted brick, render and metal roofing.

Retirement living developments have very specific design requirements. This, along with an analysis of the site and context, has led the Churchill's Design Team to create a concept for the proposed development which is both appropriate for the site and in-keeping with its surroundings.

Churchill Retirement Living are inviting you to view the proposal plans online and provide comments on the proposed retirement living development. The plans for the development proposal will be available for you to view at your leisure at the following link:

<https://consultwithyou.co.uk/churchill/shelford>

The plans will be available online from the 1 October to 8 October 2021. Feedback can be made online using the integrated feedback form.

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 'Great Shelford'.

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

SCREENSHOTS OF PROJECT WEBSITE AND EXHIBITION BOARDS



A new Churchill Retirement community in Great Shelford

[Home](#)

[Retirement Living](#)

[The Site](#)

[Our Proposals](#)

[Your Views](#)

[Register Interest](#)

Welcome

This consultation is presented on behalf of Churchill Retirement Living and invites you to and will provide feedback on our initial proposals to redevelop No. 2 Station Road, Great Shelford.

Churchill Retirement Living's vision for the site is to deliver a development that meets our customer's needs and the local need for retirement apartments, whilst also contributing positively to the character and appearance of Great Shelford and making a significant contribution locally in terms of social, economic and environmental benefits. The proposals would also bring a long-term vacant site into positive and beneficial use.

This website provides a wide range of information regarding the site and, our plans, plus information about Churchill Retirement Living's retirement communities. You can review this information using the tabs on this website and by looking at our [virtual exhibition](#).



Your views

We would 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 Engagement that will support the future planning application for the site.

Please don't hold off in expressing your 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 a 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.

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.

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.



Top 100 Best Companies to Work for 2020

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



WhatHouse? Award 2019

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



No. 2 Station Road, Great Shelford Site

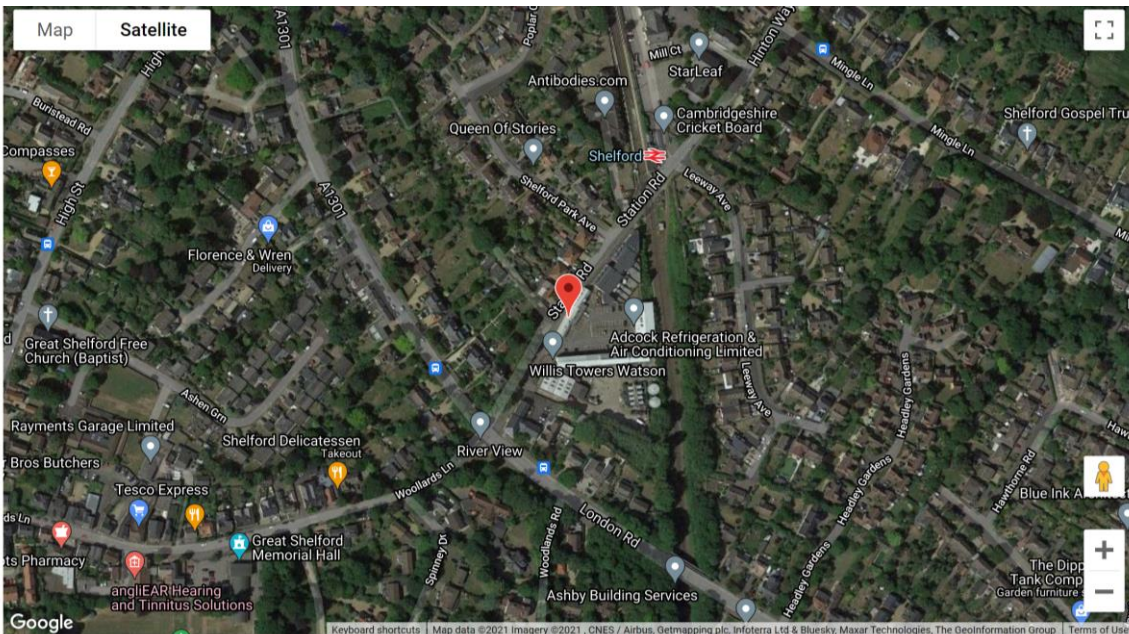
The site is a flat parcel of land extending to approximately 0.75 acres.

The existing premises are in use as offices and light industrial, and comprise a series of single and two-storey buildings finished in painted brick, render and metal roofing. 3 of the 4 buildings on the site are currently vacant and have been for a number of years. The remaining building will shortly become vacant as the tenants consider it to be no longer fit for use.

To the south of the site, there is a recently consented new care home in construction and to the east there is a railway line. The site fronts onto Station Road to the west and has a recently completed housing development to the north.



Images of the existing site



Interactive Map showing the location of the site

Our Proposals

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

Additional information, including before and after slider plans, is also provided below the virtual exhibition. You can slide left and right to see before and after images.



Before and After slider showing the elevations of the existing and proposed development

Please slide left and right to see before and after elevations of the site



Before and After slider showing existing and proposed site plan

Please slide left and right to see before and after site plans



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

[Exhibition Boards - 1 to 4](#)

[Exhibition Boards - 5 to 8](#)

[Exhibition Boards - 9 to 12](#)

[Exhibition Boards - 13 to 16](#)

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 No. 2 Station Road, Great Shefford. The consultation is made up of a number of information boards including the following:

- The Purpose of the Consultation;
- Introduction to Churchill Retirement Living
- Planning Policy
- Housing Need
- Benefits of Older People Housing
- Aerial View of site
- Photosheet
- Design Evolution
- Constraints & Opportunities
- Proposed site Plan
- Floor Plans
- Proposed Elevations
- Next Steps

We value your comments on the proposed development. The comments are considered following the consultation to help steer the proposals prior to a planning application being submitted to the Local Planning Authority. How Churchill Retirement Living have considered your comments will be detailed in a Statement of Community Engagement that will support any planning application.

EXISTING SITE

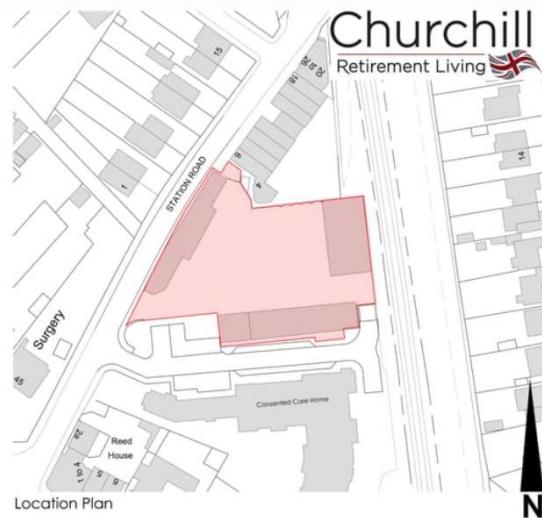
The site is a flat parcel of land extending to approximately 0.75 acres.

The existing premises are in use as offices and light industrial, and comprise a series of single and two storey buildings finished in painted brick, render and metal roofing.

To the south of the site, there is a recently consented new care home and to the east there is a railway line. The site fronts onto Station Road to the west and has a recently completed housing development to the north.

VISION

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



Location Plan



The existing building on site

WHO ARE CHURCHILL RETIREMENT LIVING?

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

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

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

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

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

HBF 5 Star Rating 2021

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

Top 100 Best Companies to Work for 2020

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

What House? Award 2019

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



Typical Developments



Churchill
Retirement Living 

Planning Applications are required to be determined in accordance with the development plan unless material consideration indicates otherwise.

Material considerations include the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG).

National Planning Policy

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

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

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

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

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

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



Local Development Plan

The relevant Development Plan Documents to be considered in the proposal are:

- South Cambridgeshire Local Plan 2018

Below are the key policies from each policy document that can be considered as relevant to the proposals.

Local Plan 2018

Policy S/2 - Objectives of the Local Plan

Policy S/7 - Development Frameworks

Policy S/8 - Rural Centres

Policy CC/1 - Mitigation and Adaption to Climate Change

Policy H/9 - Housing Mix

Policy H/10 - Affordable Housing

NH/14 - Heritage Assets

The Redevelopment Principle

The principle of residential use on the site is considered acceptable. The proposal will make efficient use of land in a sustainable location. It will provide much needed 1 and 2 bed apartments and help free up family housing elsewhere. The principle is considered acceptable.

Housing Need

A National Need

It has been widely acknowledged that the UK has a housing crisis. Not enough homes are being built to meet the needs of the population. National Planning Policy includes Planning Practice Guidance on 'Housing for older and disable people' to assist Councils in preparing planning policies on housing for older and disable people. This sets out that providing housing for older people is 'critical'.

People are living longer lives and the proportion of older people in the population is increasing.

In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million.

The 2014-based Subnational Population Projections identifies that England's population will grow by 4,427,000 in people aged 60 and above between 2014 and 2030, this equates to a 35.56% increase in population.

Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

Date	2011
Geography Tending	
	value
All usual residents	138,048
Age 0 to 4	6,753
Age 5 to 7	3,940
Age 8 to 9	2,562
Age 10 to 14	7,671
Age 15	1,627
Age 16 to 17	3,380
Age 18 to 19	2,963
Age 20 to 24	6,709
Age 25 to 29	5,672
Age 30 to 44	21,166
Age 45 to 59	26,984
Age 60 to 64	11,348
Age 65 to 74	18,828
Age 75 to 84	12,797
Age 85 to 89	3,653
Age 90 and over	1,995
Mean Age	45.7
Median Age	48.0

A recent report by Knight Frank 'Senior Housing Development Update 2021' finds in relation to the provision of older peoples housing "...forecasts suggest development will continue to rise, with the number of specialist seniors housing units in the UK anticipated to grow by 9% over the next five years to just short of 820,000 units."

"...the rate of delivery will still be dwarfed by the UK's ageing population, deepening the existing mismatch between supply and demand."

A Local Need

The age profile of the population can be drawn from Census data.

The Local Plan at Paragraph 7.3 starts to identify the growing need for accommodation to suit the needs of older persons. It advises that the District has '**an ageing population with growth forecasts between 2001 to 2021 of 95% for the 60-74 age group and 108% for those over 75.**' Paragraph 7.38 recognises that older people will need or prefer smaller or specialised accommodation which is easier to manage than the family home.

The Cambridgeshire Older People Strategy states that '**In Cambridgeshire, we expect to see the number of people over 65 grow by around a third over the next ten years, with a clear expectation that this will put pressure on services. The number of older people will grow faster than the population as a whole.**'

The Strategy sets out a vision that includes; '**Older people remain independent, living in homes that are appropriate to their needs and actively engaged in their communities for as long as possible.**'

Both the Cambridgeshire Older People Strategy and the Adult Social Care Market Position Statement from 2018-19 both indicate of the increasing challenges to adult health care services in the County as a result of a growing ageing population. The challenges escalating through a lack of available funding and resources. It is clear that the provision of





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



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



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



Economic and social benefits of older people using local shops, services and facilities.
Our residents are basket shoppers and primarily tend to shop locally - supporting local businesses and communities.



Due to its sustainable location, retirement living housing reduces the need to travel by car. Residents often relinquish the use of their car and instead shop locally on foot or by public transport.



A scheme that allows for independent living whilst at the same time reducing security worries for older people and providing companionship.
This helps to reduce isolation and loneliness.



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

Importantly, support is provided by an on-site manager who is dedicated to the running of the development. Schemes are typically between 30 to 60 units in size'.



The publication of 'Healthier and Happier' by WPI Strategy for Homes for Later Living recent research has been published in a report 'Chain Reaction'. The report identifies that:

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



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

Benefits of Older People Housing - Sheet 2

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

Economic Benefits

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 36 units proposed, at a ratio of 1.3 people per apartment, there will be around 52 occupants. At a saving of £3,500 each per year, this equates to a saving of £163,800 per year in local NHS and social care costs, in comparison to mainstream housing. This is a significant economic benefit.
- A recent report entitled Silver Saviours for the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45 unit retirement scheme, the residents generate £550,000 of spending a year, £347,000 of which is spent on the high street, directly contributing to keeping local shops open.

An average retirement scheme will support the following new jobs:

- 85 construction jobs
- 1 permanent job in repairs and renovations
- 2.3 permanent jobs in management and care
- 3.2 permanent jobs on the local high street (residents are basket shoppers and will do their shopping locally)

Social Benefits

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.

Environmental Benefits

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.

Aerial View of Site



Photosheet - Site



Photo A



Photo B



Photo C



Photo D



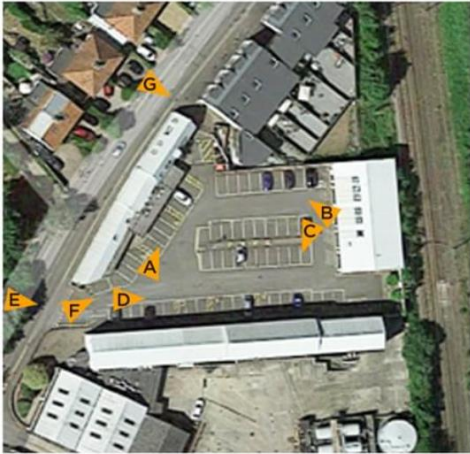
Photo E



Photo F



Photo G



Key Plan

Photosheet - Context



Photo A



Photo B



Photo C



Photo D



Photo E



Photo F



Photo G



Photo H



Key Plan

Site Opportunities



Site Constraints





1. 'L' Shaped footprint fronting Station Road

- Creates awkward relationship with the site to the south
- Inefficient use of site.



2. Kinked 'L' Shaped footprint

- Improved relationship with the site to the south
- Close proximity to Railway line
- Large number of north facing apartments
- Potential overlooking to No. 4 of development to the north



3. Kinked 'T' Shaped footprint

- Improved relationship with No. 4 of development to the north
- Close proximity to Railway line
- Large number of north facing apartments
- Reduced depth and extension of road frontage to improve streetscape
- Increased area available for parking.



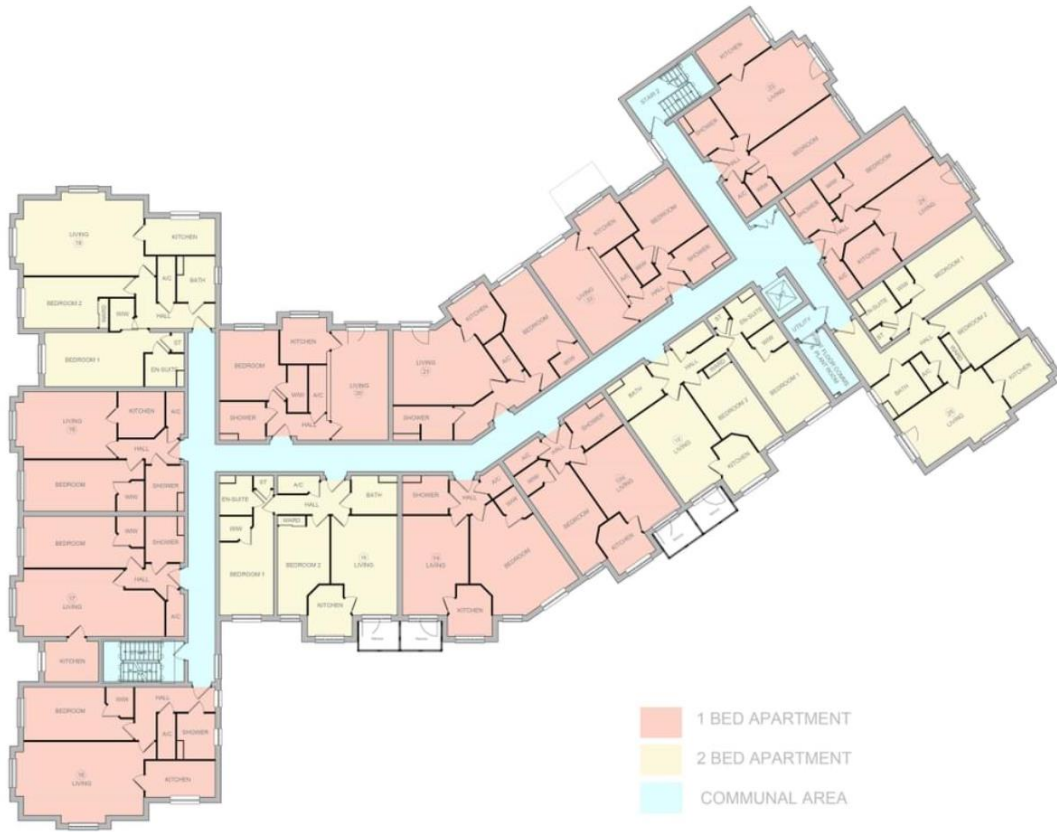
4. Kinked 'T' Shaped footprint

- Improved relationship with the railway line
- Reduced number of apartments facing the care home to the south
- Reduced number of north facing apartments
- Improved amenity areas and separation from site boundaries
- Parking area moved further to the rear of the site

Proposed Site Plan



Typical Floor Plan



Station Road Elevation



Station Road Elevation Proposed



Station Road Elevation Existing



Next Steps

Thank you for taking the time to review our initial proposal for the redevelopment of No. 2 Station Road, Great Shelford, 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 an email. Please include the words "Great Shelford Consultation" within the email subject title and send it to:

info@planningissues.co.uk

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

The next step is continued consultation and ongoing discussions with the Local Planning Authority, with the potential submission of a planning application in September 2021

Once again, thank you for your time.



Feedback

Thank you for taking the time to review our plans for Great Shelford.

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 fiscal 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 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 on 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

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.



Changing perceptions of development

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