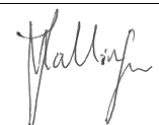


## WEST DIDSBURY, CHURCHILL RETIREMENT LIVING

### STATEMENT OF COMMUNITY INVOLVEMENT

NOVEMBER 2023



| Document Production Record |                  |                                                                                      |                  |
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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) of the former Greenfinch Public House car park and associated buildings, 108 Palatine Road, West Didsbury, M20 3ZA, Manchester.

The proposal comprises of 37 retirement living apartments with associated communal facilities, and, with associated vehicular access, car parking and landscaping.

The wider site received planning permission (Ref:133740/FO/2022) for the conversion of the Greenfinch Pub to offices and apartments, which is nearing completion. The planning permission also includes the redevelopment of the car park for 9 new houses. The principle of infilling the former car parking area has therefore been established by the Council.

Churchill Retirement Living's proposals would be consistent with the accepted redevelopment for residential use and would provide a purpose-built retirement development meeting the local need for this type of accommodation.

Given the nature of the proposals and the location of the site, Churchill Retirement Living are 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 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. 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. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

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

### **2.2 Local Policy**

Manchester City Council's Statement of Community Involvement (SCI) was adopted in June 2018.

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

"We believe that early engagement has significant benefits to improve both the efficiency and the effectiveness of the planning system for all parties, including the potential outcome for the community. Developers are, therefore, encouraged to engage with stakeholders, including local communities, at an early stage in the production of masterplans, planning frameworks or before submitting a planning application."

"A range of methods should be used to suit a range of stakeholders' needs, which could include a website, letters, emails, social media, leaflets and questionnaires as described in chapters 7 and 9 of the SCI."

### **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 Manchester City 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. 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:

- Local politicians – Members of Manchester City Council's Cabinet, including the Leader of the Council and the Cabinet Member responsible for planning.
- Local politicians – Members representing the Didsbury West ward in which the site is located.
- Local community – residents and businesses situated close to the site.
- Local community – West Didsbury Residents' Association

#### **3.1 Local Politicians**

It was considered appropriate to brief the ward members for Didsbury West ward, in which the site is located, as well as the relevant members of Manchester City Council's Cabinet. 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 and included a PDF document containing information exhibition boards.

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

As well as written communication with local politicians' on-site meetings were held on the site in order to provide an opportunity for locally elected representatives to discuss the proposals in person. On-site meetings were held on the following dates:

- Wednesday 8 November 2023 – Councillor Debbie Hilal and a representative of West Didsbury Residents' Association
- Wednesday 6 December 2023 – Councillors John Leech and Richard Kilpatrick

#### **3.3 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 14 November 2023 to circa. 297 residential addresses bordering and within close proximity to the site in the Didsbury West Ward. The letter provided an overview of the proposals and invited residents to submit their comments on the proposal via the project website.

All letters were issued in envelopes with the tagline "Information about Churchill Retirement Living development proposals" in order to ensure letters were not disregarded by mistake.

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

## **Advert in Local Media Outlet**

An advert was taken out in the Manchester Evening News on the 20<sup>th</sup> of November 2023 in order to promote the proposed development as well as the feedback opportunities available

A copy of the advertisement 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 Churchill West Didsbury website can be accessed at [www.consultwithyou.co.uk/churchill/westdidsbury](http://www.consultwithyou.co.uk/churchill/westdidsbury) 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 Retirement Living as a leading provider of such communities.

Between 20 November 2023 and 26 November 2023, the project website received 189 views from 40 users, who spent an average time of 3 minutes 8 second 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.

### **West Didsbury Residents' Association**

A representative of the West Didsbury Residents' Association was invited and attended an onsite meeting on Wednesday 8 November 2023.



## 4. FEEDBACK AND COMMENTS RECEIVED

As is noted above, the public consultation was advertised to 297 addresses close to the site, as well as publicised in an advertisement in the Manchester Evening News.

As a result of the publication of the consultation website, 196 views were made to the website and on average visitors to the website spent 3 minutes 11 seconds reviewing the material provided.

Of those people who visited the website only 40% of visitors viewed the “proposals” page to learn more about the proposals and just 22.5% of visitors visited the feedback page to provide their views. Just one respondent provided a completed feedback form.

This respondent provided a negative response to all questions and their freeform response queried the need for retirement living in this location, which is considered in detail in section 5 below.

The project information office also received one telephone call from a local resident calling on behalf of themselves and a friend, both interested in acquiring a flat within the development in the future. Given the early stage of the proposals, this indicates that there is an unmet demand for retirement living apartments in this area.

The very limited level of feedback received suggests that the proposed development is not contentious, given the site has been vacant for some time and benefits from a residential planning permission. It also suggests that the neighbours are unconcerned, or supportive, of the proposed retirement use and design, as the vast majority of website viewers did not feel the need to provide comments.

The level of feedback should also be seen in the context of being promoted directly to 297 residential and business addresses within the vicinity of the site and the project website received 196 visits.

A breakdown of the response received to each question of the survey is provided at Appendix E.



## **5. RESPONSE TO COMMENTS RAISED**

As outlined above, only one feedback form was received, and this was wholly negative.

Matters raised in this feedback form are detailed below and 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 Parking**

The typical age profile of those currently living at a Churchill Retirement community is an 80-year old widow. Generally, 50% of residents also come from within a 5-mile radius of the location. Given the above, residents of Churchill communities tend to not have cars.

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

The proposal includes 37 retirement apartments and 15 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

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

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand is forecast to be in the region of 10.36 parking spaces.

However, on this site Churchill is proposing 15 parking spaces at a ratio of 0.4 spaces per apartment.

Given this exceeds the forecast parking demand, it is likely to exceed the need for parking at any given time and is therefore considered to be appropriate, especially given the well-connected and sustainable location providing a wide range of everyday services within a short walk from the site.

The site is also immediately adjacent to tram and bus stops on one of the principal routes serving the south of Manchester (Palatine Road) providing easy access into the city centre.

A full Transport Statement has been submitted with the planning application.



## **5.2 Suitability of the site for residential development**

Churchill Retirement Living's proposed site comprises the car park associated with the former Greenfinch Public House.

The pub itself has been converted in part for office use under planning permission (Ref:133740/FO/2022) for offices and apartments. The same planning permission also found the car park to be an acceptable site and location for new residential development.

The site is a vacant brownfield site in a key location and its redevelopment for retirement use would bring the site into beneficial use, while also meeting the need for purpose-built retirement accommodation and produce a betterment of the street scene through significant investment from Churchill.

The area close to the site is very well served by shops and services with commercial and community units in close proximity to the site, including the shopping parade on Lapwing Lane and the district centres of West Disbury (c350m). Services and essential amenities include a Tesco Express supermarket 0.2 miles (or a 5-minute walk) away from the site, as well as a Co-Op Food and Convenience store also 0.2 miles (or a 7-minute walk) from the site.

The site is immediately adjacent to tram and bus stops on one of the principal bus routes serving the south of Manchester (Palatine Road).

## **5.3 Need & Viability**

The Didsbury West population comprises among the largest proportion of older people (11% in 2020), compared with the rest of the city. This is expected to increase to 14% by 2031.

As is identified in the adopted Manchester Core Strategy and the emerging Places for Everyone regional Plan, there is a shortage of housing for the elderly (for further detail see the Planning Statement). Our proposal would address this shortage in the area where the need for purpose-built homes for older people is most prevalent.

A Churchill Retirement Living development would constitute a significant investment in the type of housing needed in West Didsbury, in order to keep the ageing population living independently for longer.



## 6. CONCLUSION

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

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

Consultation invites were sent to 297 residential and business addresses in the local area. The consultation was also promoted via an advert in the local press.

During the consultation dates, the dedicated project website garnered a total of 196 views. One feedback form was received through the dedicated project website.

Feedback received during the public engagement period has been analysed and summarised as part of this report, with responses provided where necessary.

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.

ENDS



## **APPENDIX A – INVITE TO CONSULTATION SENT TO RESIDENTS**

14 November 2023

Dear Resident,

**Invite to comment on proposals for a new Retirement Community at the Car Park of the former Greenfinch Public House, Palatine Road, West Didsbury.**

Churchill Retirement Living welcomes your feedback on proposals it is currently preparing for a high-quality retirement living community at the vacant car park of the former Greenfinch Public House, 108 Palatine Road, West Didsbury, M20 3ZA, Manchester.

The site has recently received planning permission (Ref:133740/FO/2022) for the conversion of the Greenfinch Pub to offices and apartments, which is underway. The planning permission also includes the redevelopment of the car park for 9 new houses and the principle of infilling the former parking area with residential has therefore been established by the Council.

Churchill Retirement Living's proposals are to positively redevelop this vacant, brownfield site for a retirement community of circa. 37 apartments with associated parking and landscaped communal gardens.

We believe this site will make the perfect location for a new retirement community. The convenient location is well connected to shops and essential services, on Lapwing Lane and Burton Road, and a retirement development would signify a significant local investment resulting in a large increase in expenditure and footfall for local shops. The site is immediately adjacent to tram and bus stops on one of the principal bus routes serving the south of Manchester (Palatine Road).

The site is a long-term vacant brownfield site in a key location and its redevelopment for retirement use would bring the site into beneficial use, while also meeting the need for purpose-built retirement accommodation and produce a betterment to the street scene through significant investment from Churchill.

**Find Out More**

Further details regarding our plans for the vacant car park of the former Greenfinch Public House, Palatine Road, can be found and reviewed online via our virtual exhibition, launching on 20 November and ending on 26 November. You can also provide feedback online by using the integrated feedback form. The website will be available to view online at:

[www.consultwithyou.co.uk/churchill/westdidsbury](http://www.consultwithyou.co.uk/churchill/westdidsbury)

(Launching on 20 November)

If you are unable to view the plans online or have any additional queries, you can contact DevComms, our community representatives, freephone on 0800 080 3168, or by email at [churchill@devcomms.co.uk](mailto:churchill@devcomms.co.uk). Please make sure that the subject of the email references 'West Didsbury'.

Thank you for taking the time to provide feedback on our proposals and should you want further information on Churchill Retirement Living please visit [www.churchillretirement.co.uk](http://www.churchillretirement.co.uk).

Yours faithfully,

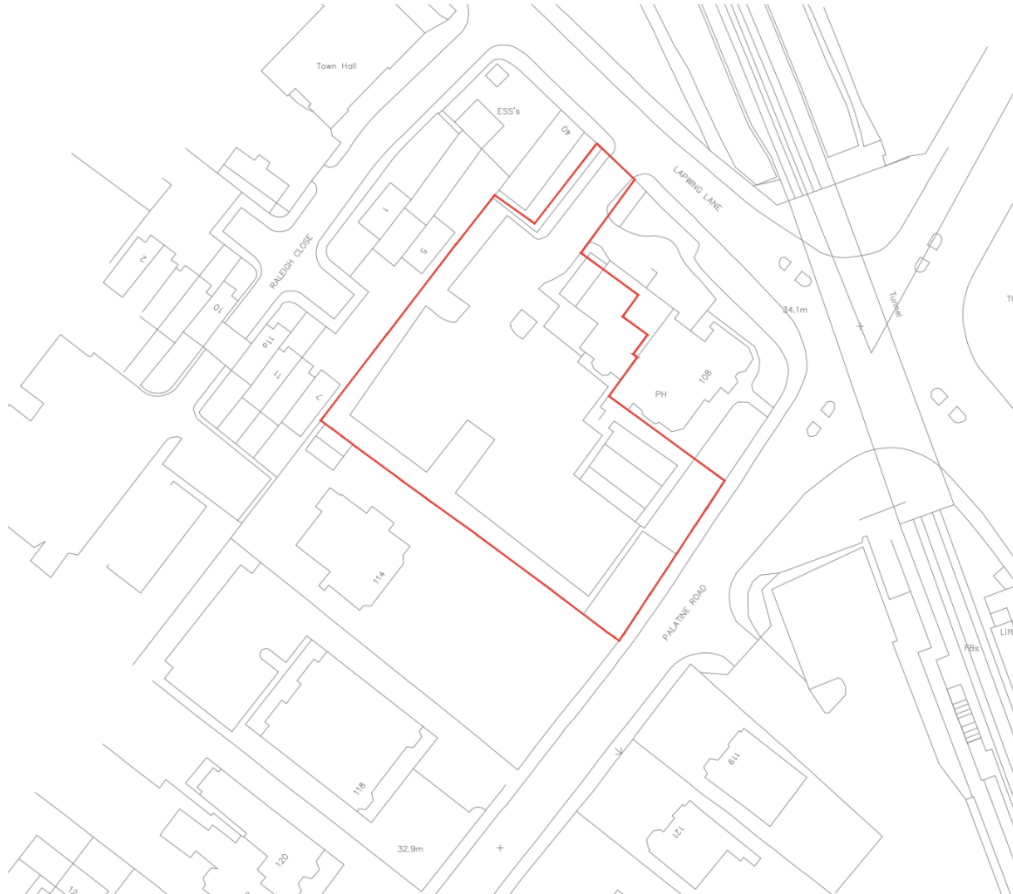
Planning Issues Limited



## **APPENDIX B – SAMPLE COPY OF ADVERT PLACED IN MANCHESTER EVENING NEWS**



## ONLINE PUBLIC CONSULTATION



Churchill Retirement Living would like your feedback on proposals it is currently preparing for a high quality purpose-built retirement development on land at the Former Greenfinch Public House, 108 Palatine Road, Manchester M20 3ZA.

**You are invited to view the proposed plans online and to give your views via the following link, which will be live from Monday 20<sup>th</sup> November to Sunday 26<sup>th</sup> November 2023:**

**[www.consultwithyou.co.uk/churchill/westdidsbury](http://www.consultwithyou.co.uk/churchill/westdidsbury)**

Feedback can be left online using the integrated feedback form.



## **APPENDIX C – SAMPLE COPY OF EXHIBITION 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 at Lapwing Lane, Didsbury. The consultation is made up of a number of information boards including the following: -

- Introduction to Churchill Retirement Living
- Planning Policy
- Housing Need
- Location & Site Photographs
- Site Constraints & Opportunities
- Indicative Site Plan
- Indicative Floor Plans
- Indicative Elevations
- Indicative Site Visuals
- 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 Involvement that will support any planning application.

### THE PROPOSAL

The proposal is for the comprehensive redevelopment of the vacant site with the erection of retirement living accommodation comprising 37 no. one and two-bed apartments with associated communal areas, parking and landscaping.

### VISION

Churchill Retirement Living's vision for the site is to deliver a scheme that meets our customers' needs and the local need for retirement apartments whilst also contributing to the character of Didsbury. It will assist in 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 with a proposed building that responds to the character and appearance of the area.





## INTRODUCTION TO CHURCHILL RETIREMENT LIVING

### WHO ARE CHURCHILL RETIREMENT LIVING LTD?

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

Throughout our history we have undertaken over 160 developments and sold over 5,000 units. Through our group company, Churchill Estates Management we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

Churchill is a company built on integrity and trust. Our focus on design excellence and build quality is supported by an ongoing commitment to the successful management of our developments for the long term, providing an independent lifestyle that meets the needs of our 10,000

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. For each retirement property bought it is estimated that two houses are freed up down the housing chain (Chain Reaction - August 2020)

CRL is an award winning business having recently won a number of prestigious industry and wider business awards including;

- **The WhatHouse Awards.** The only retirement housebuilder ever to have been awarded 'Housebuilder of the Year' and in 2019 was again named 'Best Medium Housebuilder'.
- **The HBF Customer Satisfaction Survey.** Churchill has consistently retained its top '5 star' status having been recommended by more than 90% of customers.
- **The Sunday Times Top 100 Best Companies to Work For.** In 2019 Churchill achieved 2nd place in this prestigious business award followed by a 3rd place in 2020.

Summarised below are some of CRL's key statistics;

- **7,545 apartments under management.**
- **Five regional offices around the country.**
- **Over 600 employees across the group.**

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales.

The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

## PLANNING POLICY

### NATIONAL PLANNING POLICY FRAMEWORK

Government policy 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."* Paragraph 62 identifies within this context, the size, and type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies including older people.

Paragraph 69 of the NPPF acknowledges that small and medium sized sites make an important contribution to meeting housing requirement of an area and are often built out relatively quickly. Paragraph 120(c) states that substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs. The Government recognises at Paragraph 124 that planning policies and decisions should support development that makes efficient use of land.

Consequently, the overriding message in the NPPF is one of sustainable development.

### PLANNING PRACTICE GUIDANCE

The Planning Practice Guidance (PPG) is a material consideration when taking decisions on planning applications. The PPG provides guidance on how policies in the NPPF should be implemented.

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"* (emphasis added).

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.

### PLANNING POLICY FRAMEWORK

The development plan for the Council currently comprises of the Core Strategy (2012). As the Local Plan is now over five years old, its policies need to be read in conjunction with the NPPF.

The extant consent (133740/FO/2022) establishes that the redevelopment of the public house and infill residential development on the former car park is acceptable. The principle of residential development is therefore already established as acceptable.

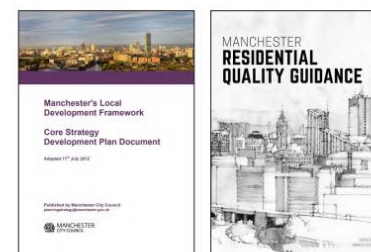
Other policies in the Local Plan which may be relevant to the redevelopment of the site for older persons' housing are listed below:

- Policy SP1: Spatial Principles
- Policy EN3: Heritage
- Policy DM1: Development Management
- Policy H1: Overall Housing Provision
- Policy H6: South Manchester
- Policy H8: Affordable Housing
- Policy EN1: Design Principles & Strategic Character Areas
- Policy EN3 Heritage
- Policy EN 4: Reducing CO2 Emissions by Enabling Low and Zero Carbon Development
- Policy EN 8: Adaptation to Climate Change
- Policy EN 14: Flood Risk
- Policy EN 15: Biodiversity and Geological Conservation
- Policy EN 16: Air Quality
- Policy PA 1: Developer Contributions
- Policy DM 1: Development Management

### SUPPLEMENTARY PLANNING DOCUMENTS

The proposal will also give due consideration to the following Supplementary Planning Documents (SPD):

- Guide to Development in Manchester SPD (2007)
- Providing for Housing Choice SPD (2008)
- Special Needs and Supported Housing SPG (1998)
- Manchester Residential Quality Guidance (2017)



## HOUSING NEED

### 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.

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

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

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

### A LOCAL NEED

The age profile of the City can be determined by form 2021 Census data advises that there are 52,168 people aged 65 and over in the City. The Census advises that there were 12,663 aged 80 and over in 2021, which is the demographic which is generally more likely to be frail and in need of long-term assistance.

The ONS Population projections (2018) advise that population aged 65+ will increase to 73,101 by 2043, an increase of 20,933 individuals (40.1%). The population aged 80+ is projected to increase more sharply over the same period, with an additional 7,335persons (57.9%), with a resultant total of 19,998.



## THE BENEFITS OF OLDER PEOPLE HOUSING

### THE BENEFITS

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

#### 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 37 apartments proposed, at a ratio of 1.3 people per unit, there will be around 48 occupants. At a saving of £3,500 each per year, this equates to a saving of **£168,000 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)



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.

### 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 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 into housing specifically designed for later living.

### 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.

## HISTORICAL CONTEXT 01

### CONSERVATION AREAS

The site is located within the Albert Park Conservation Area is situated approximately four miles south of Manchester city centre, in West Didsbury. It is principally an area of housing but also includes a district shopping centre on Burton Road, a smaller group of shops on Barlow Moor Road, schools, public houses and a number of churches.

The Conservation Area was designated in March 1988 and the boundaries are Barlow Moor Road to the south, Withington Hospital and Government buildings to the west, the disused Midland railway line to the north and Palatine Road to the east, the latter being a common boundary with the Blackburn Park Conservation Area. The Ballbrook Conservation Area is also to the east of the Site.

In the middle of the 19th century the Albert Park area was occupied by fields and farmsteads in the townships of Didsbury and Withington.

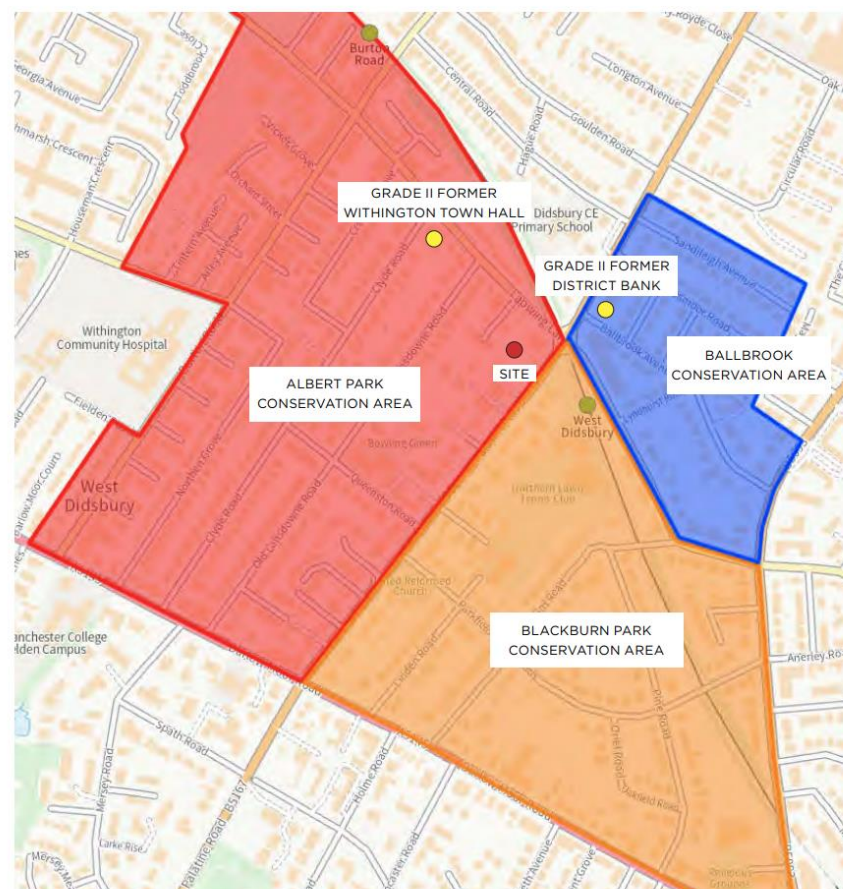
The site is close to where Lapwing Farm once was, which was the largest farm residence in the Conservation Area. It stood close to where Palatine Road would later form a junction with Lapwing Lane. Palatine Road was authorised by Act of Parliament in 1861 and opened in 1862, the houses along it being developed thereafter.

During the late Victorian period the area bounded by Palatine Road, Barlow Moor Road and Lapwing Lane was developed with housing, mainly three-storey pairs of semi-detached properties, slightly less grand than those fronting Palatine Road. A private residence called Summer Hill was built on the site during this period.

### THE SITE

The houses along Palatine Road were typically a mixture of detached and semi-detached villas, set within generous garden plots. Corner buildings were typically larger and set within large plots, as was the case with Summer Hill with its substantial garden, which now makes up most of the site.

Summer Hill was in use as a school during the late 1880s and 1890s. In the early 20th century Summer Hill was a residence and doctors' surgery, before being used as a hostel for men trying to get back into society. Later it became the Greenfinch Public House with the grounds becoming the car park.



CONSERVATION AREA MAP SHOWING ALL 3 AREAS



## HISTORICAL CONTEXT 02

### LISTED BUILDINGS

Within the immediate context of the Site are two Listed Buildings:

- Grade II Former Withington Town Hall is located approximately 35 m North West of the Site, built c. 1880-1890. Constructed of buff brick with dressings of red brick and red terracotta, it has a slate roof.
- Grade II Former District Bank is located approximately 70 m East of the Site within the Ballbrook Conservation Area. This is an early 20th century bank of Tudor Revival style, constructed of brick with applied mock timber framing and cement render panels, with Westmorland slate covered roof.

There are no known Locally Listed Buildings (Non-Designated Heritage Assets) within the vicinity of the site.

### TOWNSCAPE CHARACTER CONTEXT

The townscape in the immediate vicinity of the site is dominated by the busy junction of Lapwing Lane and Palatine Road, and its associated infrastructure. The site forms part of the western corner plot of the junction.

Beyond the junction, the surrounding townscape is predominantly made up of residential dwellings of mixed date. These range from late 19th century to early 21st century in date. Along Palatine Road 19th century development is predominant, and consists of detached and semi-detached villas, set within generous plots, typically two to two and half storey in height, with tall storey heights, in buff brickwork with a lot of architectural detailing to their façades. To the east and west 19th century residences are typically more modest, consisting of semi-detached and terraced houses set in comparatively smaller plots. These are two to two and half storey in height, constructed of red brick with pitched, slated roofs.

Gap sites within the immediate vicinity of the site have been infilled by 20th and 21st century residences of varying quality, of up to 4 storeys in height.

Along Palatine Road, buildings are typically set back from the footway behind low stone or brick walls. Historically the residences had front gardens, which have almost entirely been converted into driveways in the vicinity of the site, and trees are retained in a number.



GRADE II FORMER WITHINGTON TOWN HALL



GRADE II FORMER DISTRICT BANK



TYPICAL VICTORIAN VILLAS ALONG PALATINE ROAD IN ALBERT PARK CONSERVATION AREA

## SITE LOCATION



AERIAL VIEW OF THE PROPOSED DEVELOPMENT SITE

# SITE PHOTOGRAPHS



## EXTANT PLANNING PERMISSION

There is an extant Planning Permission for the site. **Application No: 133740/FO/2022**

**Description:** Change of use and conversion of former Greenfinch Public House including selective demolition to provide office accommodation (use class E) and 3 apartments (use class C3), and redevelopment of site to provide 9 dwellings (use class C3) with associated works including landscaping and car parking.

**Approved:** 09 August 2022

The existing building (former Public House) has now been converted into offices and apartments in line with the permission and to a very high standard.



**COMPLETED CONVERSION INTO OFFICES (LEFT)**



**PALATINE ROAD ELEVATION**



**LAPWING LANE ELEVATION**



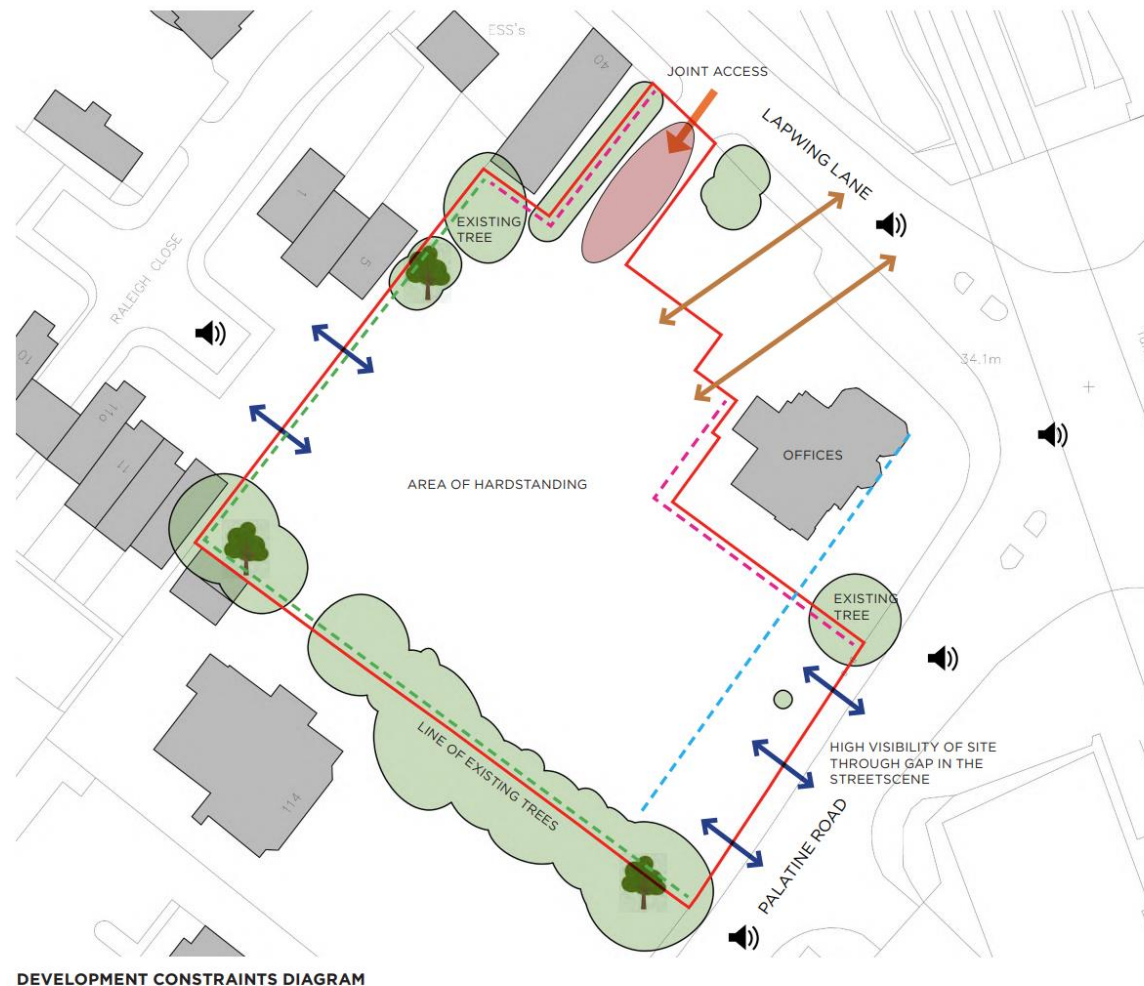
OVERALL SITE AREA = 4045.91 m<sup>2</sup>  
AREA OF HARDSTANDING = 1550.48 m<sup>2</sup>  
AMENITY AREA = 1465.73 m<sup>2</sup>



OVERALL SITE AREA = 4045.91 m<sup>2</sup>  
AREA OF HARDSTANDING = 1162.98 m<sup>2</sup>  
AMENITY AREA = 1560.13 m<sup>2</sup>

## SITE CONSTRAINTS

- Frontage to Lapwing Lane - The Lapwing Lane frontage is currently dominated by the entrance to the car park, with no strong building line extending across or beyond the Site to the North West, until the Former Town Hall. The current appearance of the site in views along Lapwing Lane does not enhance the understanding or appreciation of the historic environment and is not considered to contribute to the Conservation Area.
- Consider joint access arrangements and parking for existing building.
- Privacy distances from neighbouring properties.
- Consider measures to mitigate noise from road.



DEVELOPMENT CONSTRAINTS DIAGRAM

## SITE OPPORTUNITIES

- There is the potential for the redevelopment of the site, if undertaken sympathetically and appropriately, to preserve the historic environment. This would be achieved through the introduction of an appropriate design scheme which respects and reflects characteristics which contribute to the character and appearance of the urban form of the area. This will ensure that the overall character and appearance of the Conservation Area is preserved.
- Whilst redevelopment of the site would result in infill of a previously open and undeveloped site, its historic (garden) character has previously been lost and the existing car park conveys an element of poor townscape value. Redevelopment of the site, despite its infill, would enable the improvement of this element of the site.
- A sympathetic redevelopment which unites this area and forms an attractive connection between the existing building line south of the site and the former Greenfinch Public House is considered a positive approach.
- The design and appearance of the scheme, through height and positioning, should not overshadow or dominate the existing historic built form along Palatine Road.



**DEVELOPMENT OPPORTUNITY DIAGRAM**



## RESPONSE TO CONSTRAINTS AND OPPORTUNITIES

### DESIGN RESPONSE

The design intent is for a building that develops an underused site as recommended by the National Planning Policy Framework paragraph 11, with a building that improves and enhances the streetscenes to Palatine Road and Lapwing Lane, whilst complimenting the existing office building. The design's scale and massing will be appropriate to the area and the architectural style uses forms, architectural details and materials consistent with the character and appearance of the area.

The site will comprise a single linear building set perpendicular to and fronting onto Palatine Road. Vehicular and pedestrian access will be afforded via the existing entrance off Lapwing Lane and car parking will be in the central part of the site preventing it from being visually intrusive. The building will be three-storeys in height.

Design principles of the proposals are noted as follows:

- **Use** – residential redevelopment within the site is considered appropriate for its context.
- **Footprint** – the shape of the footprint for the building fits into the urban grain of the immediate area and creates a frontage to Palatine Road that compliments the existing building. The setback façade to Lapwing Lane provides a better townscape response to the current open expanse of car parking.
- **Positioning** – the proposed positioning of the building creates a continuous building line facing Palatine Road, in turn creating a visual and stylistic association and connection between the existing office building (former Greenfinch Public House) and the villas south of the site. Retention of the existing boundary wall and a small garden space fronting Palatine Road form an appropriate setback. Positioning the car park in front of the building off Lapwing Lane, and including hedges and trees within it, will create filtered views of the proposed building behind, which will improve the present view of a large open car park area.
- **Height** – the proposed height is considered appropriate as the building corresponds to, and does not exceed, established roof/ridge lines and building heights in the townscape. The redevelopment, through the proposed height, would not overshadow the existing building (former Greenfinch Public House) or compete visually it or with the former Town Hall.
- **Roof** – the proposed roof design use of gabled forms with secondary gables, and double gables over bay elements, facing the road frontages.
- **Scale** – the scale of the development is in keeping with other buildings in the area. The building's primary scale is broken down by secondary scale elements like the full height bays.
- **Frontages** – the elevations are articulated by full height bays with either single or double secondary gables over them common with other buildings in the area. Windows are incorporated to all elevations to avoid blank ends which will also provides passive surveillance around the building. Privacy distances to windows in neighbouring properties are good in line with recognised standards and neighbouring amenity is respected by retention of existing boundary trees augmented with additional new landscaping.

- **Orientation** – the proposed orientation of the building towards the roads is considered appropriate. It respects established building lines.
- **Windows** – are sized to suit the requirements of the rooms they serve and to meet current Building Regulation requirements (such as overheating).
- **Entrances** – external doors and patios are included to ground floor apartments which help to create active frontages.
- **Architectural detailing** – proposed detailing is modest to avoid introducing a building which detracts from the existing building, but which incorporates elements from the historic environment. Heavily moulded and ornate elements and strongly contrasting colours are avoided as these are reserved for high status public buildings. Proposed detailing includes:
  - External purlin blocks to gables.
  - Reconstructed stone lintels, cills and infill panels between openings.
  - Blue brick band courses to break up panels of brickwork.
  - Metal Juliet balconies.
- **Materials** – to be in keeping with the character and appearance of the surrounding area. Proposed roofing material is natural blue slate, walls are to be buff brick to match that of the immediate area with blue brick banding. Lintels, cills and feature panels are to be reconstructed stone of a colour to match local stone. Windows and doors are to be white uPVC casement type. These are preferred to timber being the most practical to operate for elderly homeowners, as they are not susceptible to swelling like timber. Sliding sash windows are very difficult to operate for this age group. Juliet balconies will be black painted metal.
- **Colour palette** – neutral colour palette sympathetic to the surrounds.
- **Boundary treatments** – the existing stone wall and black painted metal railings fronting Palatine Road and Lapwing Lane will be retained. The South Western and North Western boundaries which have close boarded fences and brick walls are to be retained and repaired where necessary. Boundaries will be augmented with new planting.
- **Landscaping** – a landscaping scheme will be prepared by Consultant Landscape Architects as part of a Planning Application. Trees to boundaries will be retained and additional trees will be planted to boundaries and within the proposed car park. Landscaped garden areas are proposed in front of the proposed building on Palatine Road. A new native species dense hedge will be planted behind the boundary to create privacy and assist with noise reduction. Landscaped gardens will be formed along the South West side of the building to create a more private amenity area for homeowners. The area between the building and car park on the North East side will have a patio area for use by homeowners along with grassed areas and hedging. Planting within the car park will filter views of the building from Lapwing Lane.

## INDICATIVE SITE PLAN

The proposal is for a 3 storey Retirement Living scheme is a single building, containing circa. **37 apartments**, with an owners' lounge, associated outdoor amenity and car parking.

Car parking for the development is located to the north of the building accessed from Lapwing Lane, which directly allows access the main entrance. Pedestrians will be able to access the site from Lapwing Lane as well as a secondary access Palatine Road.

- 01 Proposed vehicular entrance via existing access
- 02 Segregated pedestrian entrance to development
- 03 Owners lounge / communal facilities
- 04 Dry riser stairs
- 05 Seating area
- 06 Internal Refuse store
- 07 Mobility scooter store
- 08 Landscaped gardens

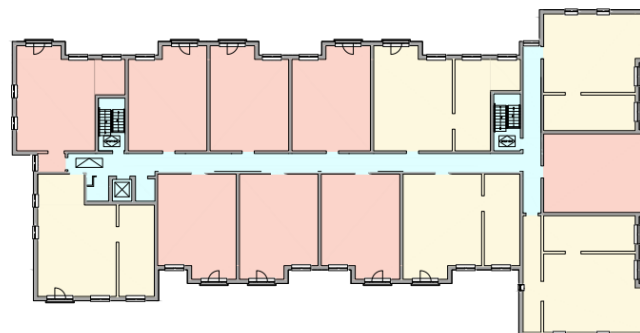
One bed apartment  
Two bed apartment  
Communal / Circulation



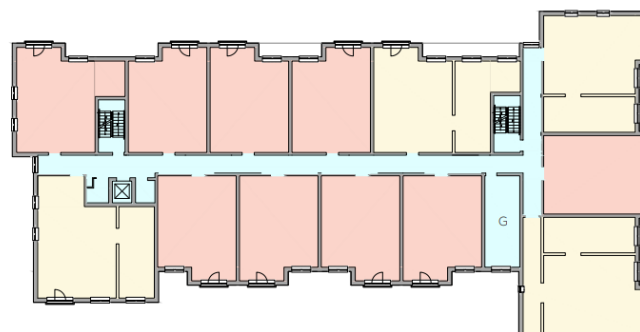


## INDICATIVE FLOOR PLANS

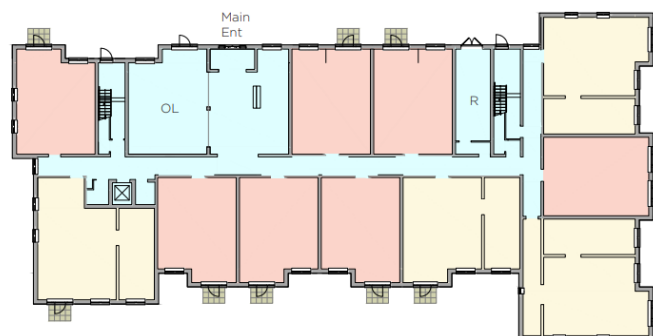
SECOND FLOOR PLAN



FIRST FLOOR PLAN



GROUND FLOOR PLAN



- One bed apartment
- Two bed apartment
- Communal / Circulation
- OL Owners lounge
- R Refuse
- G Guest Suite



## INDICATIVE ELEVATIONS



ELEVATION A - PALATINE ROAD



ELEVATION B - LAPWING LANE



## INDICATIVE SITE VISUALS



VIEW 1 - PALATINE ROAD



## INDICATIVE SITE VISUALS



VIEW 2 - PALATINE ROAD

## INDICATIVE SITE VISUALS



VIEW 3 - LAPWING LANE

## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the site at Lapwing Lane, Didsbury; your time is appreciated.

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

The next step is continued consultation and ongoing discussions with the Planning Authority with the potential submission of a planning application over the coming months.

Once again, thanks for your time.





## **APPENDIX D – SCREENSHOTS OF PROJECT WEBSITE**

# Churchill

## Retirement Living



## A new Churchill Retirement community in West Didsbury

[Home](#)[Retirement Living](#)[The Site](#)[Our Proposals](#)[Virtual Exhibition](#)[Your Views](#)[Register Interest](#)

### Welcome

This consultation is presented on behalf of Churchill Retirement Living and invites you to provide feedback on our emerging proposals for a new high-quality retirement community at the former car parking area to the rear of the former Greenfinch Public House, 108 Palatine Road, West Didsbury, M20 3ZA, Manchester.

The wider site received planning permission (Ref:133740/FO/2022) for the conversion of the Greenfinch Pub to offices and apartments, which is nearing completion. The planning permission also includes the redevelopment of the car park for 9 new houses. The principle of infilling the former car parking area has therefore been established by the Council.

Churchill Retirement Living's proposals would be consistent with the accepted redevelopment for residential use and would provide a purpose-built retirement development meeting the local need for this type of accommodation.

The site is in a highly connected and sustainable location close to local shops, facilities and immediately adjacent to tram and bus stops on one of the principal routes serving the south of Manchester (Palatine Road).

New retirement living homes, near everyday services, create considerable uplift in footfall and spending in local shops and support jobs on the high street. Research shows that a new retirement living community will generate extra spending in the region of £420,000 per year in the local high street. This will particularly benefit the shops and facilities at Lapwing Lane and Burton Road.

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



### Your views

We value your feedback on our proposed development so please provide your views via our [feedback page](#).

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

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

## A new Churchill Retirement community in West Didsbury

[Home](#)[Retirement Living](#)[The Site](#)[Our Proposals](#)[Virtual Exhibition](#)[Your Views](#)[Register Interest](#)

### 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.

#### 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.

#### WhatHouse? Award 2019

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



## A new Churchill Retirement community in West Didsbury

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### The Site

Churchill Retirement Living's proposed site comprises the car park associated with the former Greenfinch Public House.

The pub itself has been converted in part for office use under planning permission (Ref:133740/FO/2022) for offices and apartments. The same planning permission also found the car park to be an acceptable site and location for new residential development.

The site is a long-term vacant brownfield site in a key location and its redevelopment for retirement use would bring the site into beneficial use, while also meeting the need for purpose-built retirement accommodation and produce a betterment of the street scene through significant investment from Churchill.

The area close to the site is very well served by shops and services with commercial and community units in close proximity to the site, including the shopping parade on Lapwing Lane and the district centres of West Disbury (c3050m) and Didsbury Village (c800m). Services and essential amenities include a Tesco Express supermarket 0.2 miles (or a 5-minute walk) away from the site, as well as a Co-Op Food and Convenience store also 0.2 miles (or a 7-minute walk) from the site.

The site is immediately adjacent to tram and bus stops on one of the principal bus routes serving the south of Manchester (Palatine Road).

Interactive Map showing the location of the site





AERIAL VIEW OF THE PROPOSED DEVELOPMENT SITE

Plan showing site location





## A new Churchill Retirement community in West Didsbury

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### Our Proposals

Churchill Retirement Living's vision is to deliver a retirement living development which takes full advantage of the well-connected central location.

The proposals comprise 37 apartments for retirement living alongside 13 car parking spaces, communal internal amenities and outdoor space. The proposal also includes storage for mobility buggies to aid residents to make sustainable journeys within the local area.

All developments by Churchill Retirement Living include an internal Owner's Lounge as well as 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.

### Local need for additional retirement living communities

The Didsbury West population comprises among the largest proportion of older people (11% in 2020), compared with the rest of the city. This is expected to increase to 14% by 2031.

As is identified in the Manchester Core Strategy, there is a shortage of housing for the elderly, and therefore our proposal would address this shortage in the area where the need for purpose-built homes for older people is most prevalent.

### Car Parking

The typical age profile of those currently living at a Churchill Retirement community is an 80-year old widow. Generally, 50% of residents also come from within a 5-mile radius of the location. Given the above, residents of Churchill communities tend to not have cars.

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

The proposal includes 37 retirement apartments and 13 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

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

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand is forecast to be in the region of 10.36 parking spaces.

However, on this site Churchill is proposing 13 parking spaces at a ratio of 0.35 spaces per apartment.

Given this exceeds the forecast parking demand, it is likely to exceed the need for parking at any given time and is therefore considered to be appropriate, especially given the well-connected and sustainable location providing a wide range of everyday services within a short walk from the site.

The site is also immediately adjacent to tram and bus stops on one of the principal routes serving the south of Manchester (Palatine Road) providing easy access into the city.

### A wide range of benefits

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



### Supporting Local Businesses

The development is situated within the vicinity of various shopping centre 'high street' areas; including the shopping/amenity centres of Lapwing Lane and Burton Road, both just a few minutes' walk away. Numerous shops and facilities are widely available, at these locations, which will benefit from additional patronage by the residents of the proposed retirement community.

The occupants of retirement living typically have a good level of disposable income, having downsized and released considerable equity, and tend to shop frequently. Therefore, the spending power of the 'grey pound' has the unique ability to revitalise local high streets. 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.

### 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.

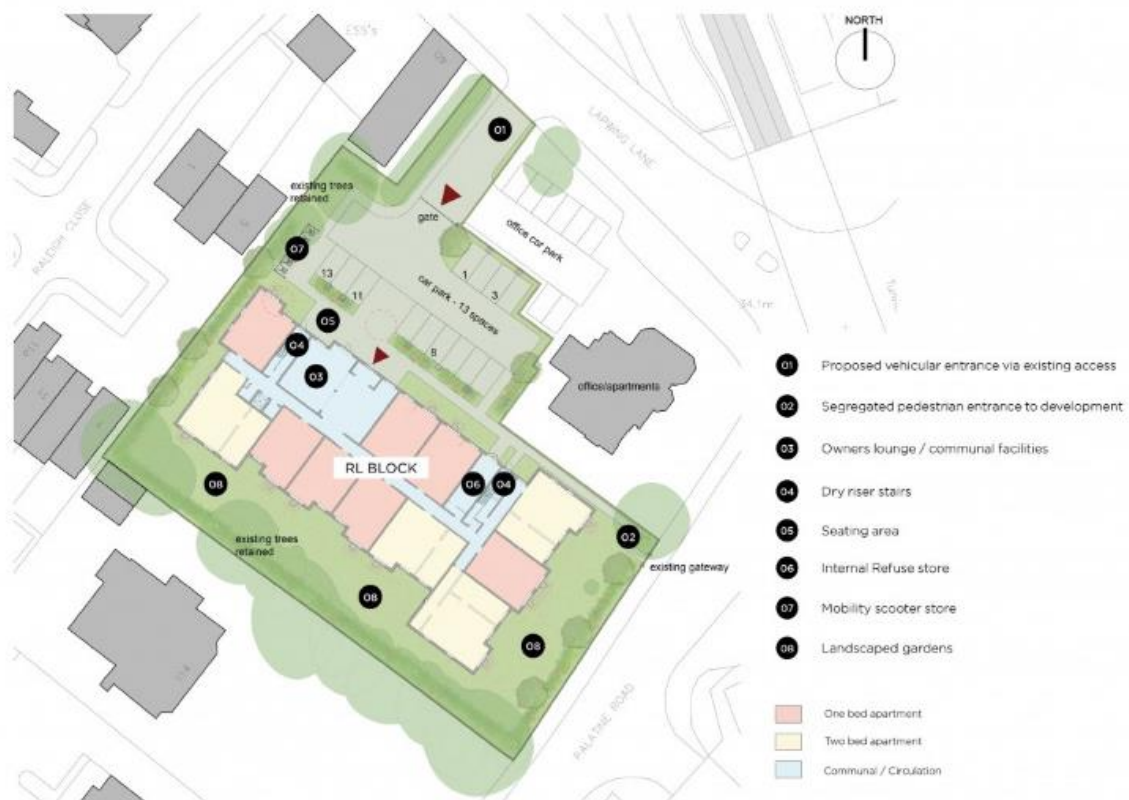
### Reducing Demands on Health and Social Services

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

### Freeing Up Market Homes

Research has shown that by providing homes at the top of the top of the housing ladder, which better meets the needs and aspirations for 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 through the chain effect, free up more homes for first-time buyers.

## Proposed site plan



## Proposed Elevations



ELEVATION A - PALATINE ROAD

Elevation from Palatine Road



ELEVATION B - LAPWING LANE

Elevation from Lapwing Lane

## Artist impressions



VIEW 2 - PALATINE ROAD

Artist's impression from Palatine Road

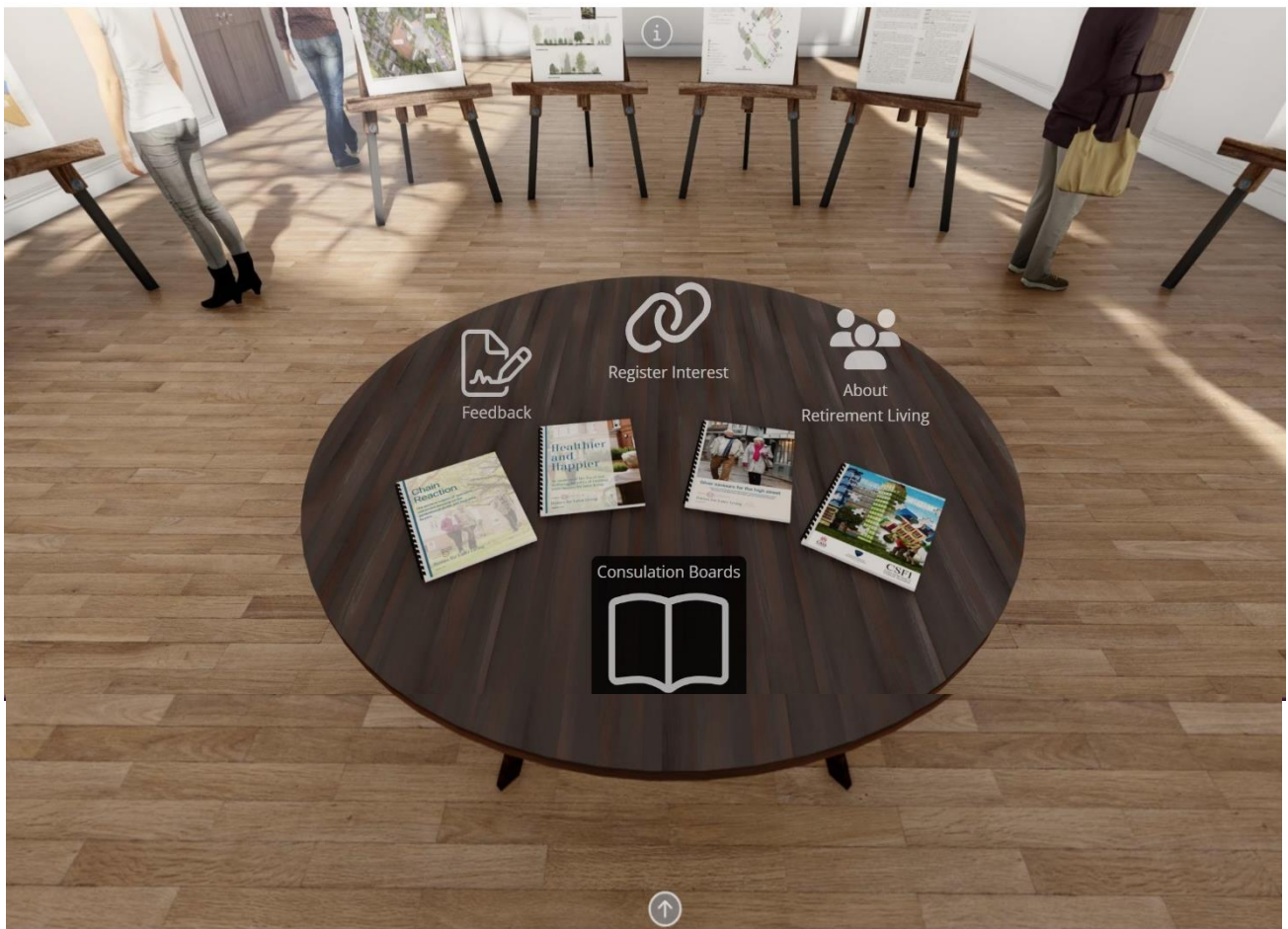


VIEW 3 - LAPWING LANE

Artist's impression from Lapwing Lane

## Virtual Exhibition

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

## A new Churchill Retirement community in West Didsbury

[Home](#) [Retirement Living](#) [The Site](#) [Our Proposals](#) [Virtual Exhibition](#) **[Your Views](#)** [Register Interest](#)

### Feedback

Thank you for taking the time to review our plans for West Didsbury.

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

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

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

### Please provide your views below

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

Not important at all      Not important      Undecided      Important      Very important



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

Not important at all      Not important      Undecided      Important      Very important



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

Oppose      Tend to oppose      Undecided      Tend to Support      Support



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

Oppose      Tend to oppose      Undecided      Tend to support      Support



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

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

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



#### 7. Your details\*

Your name

Your house number and street name

Your postcode

Your email

Your age range

Please select... ▼

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

Please select... ▼

#### 8. Please provide any further thoughts below

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

[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](mailto:churchill@devcomms.co.uk)

Alternatively, you can provide feedback using the form above.



# Churchill

Retirement Living 

A new Churchill Retirement community in West Didsbury

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[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 West Disbury, 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](mailto:enquiries@crl.co.uk) or call 0800 077 4535



ENDS



## APPENDIX E – CONSULTATION FEEDBACK TABLES

### 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       | -     |
| Important            | -     |
| Undecided            | -     |
| Not Important        | -     |
| Not Important at all | 1     |

### 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       | -     |
| Important            | -     |
| Undecided            | -     |
| Not Important        | -     |
| Not Important at all | 1     |

### Question 3

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

| Response        | Count |
|-----------------|-------|
| Supportive      | -     |
| Tend to Support | -     |
| Undecided       | -     |
| Tend to Oppose  | -     |
| Oppose          | 1     |



#### Question 4

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

| Response        | Count |
|-----------------|-------|
| Supportive      | -     |
| Tend to Support | -     |
| Undecided       | -     |
| Tend to Oppose  | -     |
| Oppose          | 1     |

#### Question 5

In response to question 5: **"Do you have any comments on the design of the scheme?"** the following comment was made:

- "Retirement living is entirely inappropriate for the local area; this site should be used for houses and flats."

ENDS



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