

HASSOCKS, CHURCHILL RETIREMENT LIVING
STATEMENT OF COMMUNITY INVOLVEMENT
DECEMBER 2023



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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 proposed development of 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP.

The proposal comprises of 41 retirement living apartments with associated communal facilities, and, with associated vehicular access, car parking and landscaping.

Given the nature of the proposals and the location of the site, Churchill Retirement Living are committed to engaging with key stakeholders prior to submitting a planning application.

An 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

Mid Sussex District Council's Statement of Community Involvement (SCI) was adopted in 2011 and updated in 2018. The SI acts as a guide and benchmark for consulting communities in the planning application development decision making process.

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

"Applicants undertaking consultation on major or significant developments are strongly advised to conform to the principles set out in the Council's Code of Practice, to demonstrate that the consultation prior to application has been effectively undertaken and to provide the Council with the results of the process.

"Applicants should also include elected Councillors in early discussion of their proposals as guided by the Council's constitution."

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 Mid Sussex 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. 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 – Relevant members of Mid Sussex District Council, including Cabinet members, local ward members for Hassocks ward (site ward) and the adjacent Hurstpierpoint ward.
- Local community – residents and businesses situated close to the site.

3.1 Local Politicians

It was considered appropriate to brief the ward members of the Hassocks ward, in which the site is located and the adjacent ward, Hurstpierpoint ward. 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.

3.2 Local Community

A crucial part of the pre-submission consultation was ensuring that residents situated around the site were notified of the proposals and provided with an opportunity to comment on the scheme.

Consultation Invite Mailing

Letters were issued on Friday 24 November 2023 to circa. 214 residential addresses bordering and within close proximity to the site in the Hassocks Ward. The letter provided an overview of the proposals and invited residents to submit their comments on the proposal via the project website.

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

Local Media

A press release was issued on Friday 24 November and was picked up by the Sussex World on the same day. The press release promoted the proposed development as well as details of the consultation materials and project website.

A copy of the press release 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 Hassocks website can be accessed at www.consultwithyou.co.uk/churchill/hassocks 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 the 24 November 2023 and 3 December 2023, the project website received 976 views from 340 users, who spent an average time of 2 minutes 5 seconds viewing the website. Of those people who visited the home page only 17.6% of visitors visited the feedback page to provide their views.

Screenshots of the project website are provided at Appendix D.

Information office

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

4. FEEDBACK AND COMMENTS RECEIVED

Ten responses were received through the project micro project website.

The proposals were directly advertised to 214 residential and business addresses within the vicinity of the site and via a press release in the local press.

Between the 24 November 2023 and 3 December 2023, the project website received 976 views from 340 users, who spent an average time of 2 minutes 5 seconds viewing the website. Of those people who visited the home page only 17.6% of visitors visited the feedback page to provide their views.

The following provides a breakdown of the responses received to each question of the survey:

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 (5)	3
Important	2
Undecided	3
Not Important	1
Not Important at all (1)	1

The feedback to question 1 shows that half of respondents felt that the reduction of risk of health challenges and the contribution of fiscal savings to the NHS is an important consideration; with three respondents being undecided.

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 (5)	3
Important	1
Undecided	3
Not Important	2
Not Important at all (1)	1

Four respondents recognised the benefits that the proposed development would offer the local economy and nearby shops and services. Three respondents remained undecided and three disagreed that this was an important consideration.

Question 3

“To what extent do you support the principle of redeveloping this vacant site for retirement housing?”

Response	Count
Supportive (5)	2
Tend to Support	2
Undecided	2
Tend to Oppose	1
Oppose (1)	3

Feedback showed differing views as to the principle of redeveloping the site for retirement living with four respondents providing a positive answer and four respondents raising opposition. Two residents were undecided.

Question 4

“To what extent do you support the design of the proposed retirement living proposals?”

Response	Count
Supportive (5)	1
Tend to Support	2
Undecided	3
Tend to Oppose	1
Oppose (1)	3

Feedback showed a split of views respondents with regards to Question 4. With four respondents raising concerns with the design of the proposed building. Three respondents were supportive and three were undecided.

Question 5

In response to question 5: **“Do you have any comments on the design of the scheme?”**, the following comment themes were produced.

- Comment regarding highways impact
- Query regarding the level of car parking
- Query regarding location of site access
- Query regarding the need for a retirement living community in Hassocks
- Comment regarding scale of proposed building in residential area
- Query regarding surface water flooding
- Comment regarding the need for internal lifts to upper floors.
- retirement use.

Question 8

“Please provide any further thoughts below”

- Interest in living within the proposed development as an opportunity to move back to Hassocks.
- Support for the need for more purpose built retirement living housing in the local area.
- Query regarding surface water drainage.
- Request to see the east-facing elevation.
- General positive comment – “Great Scheme”

Many of the comments raised in response to question 5 were also repeated in relation to question 8.

5. RESPONSE TO COMMENTS RAISED

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

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

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

5.1 Traffic Impact:

Impact of Construction Traffic

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

Increased Traffic and Noise Control

The planning application includes a comprehensive Transport Assessment which will identify the additional vehicle movements generated by the proposed development.

The Transport Assessment will assess the impact of any such additional vehicles on the local highway network and propose appropriate mitigation measures to be brought forward following discussions with the LPA during the Planning process.

Parking

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.

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

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

At this stage, 15 spaces are proposed for the 41 retirement apartment.

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

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such, regarding the 41 apartments, the parking demand is forecast to be in the region of 11.5 parking spaces.

Churchill is proposing 15 parking spaces, to cater for the apartments, at a ratio of 0.36 spaces per apartment.

Given this exceeds the forecast parking demand, it is likely to exceed the need for parking at any given time and is therefore considered to be appropriate, especially given the town centre location meaning that a wide range of everyday services are within a short walk from the site. The site is also serviced by various transport links making the site highly connected and sustainable; includes the close Canterbury West train station that would provide quick and easy access to places further afield for the residents of the proposed retirement community.

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

Location of proposed site access

The location of proposed site access has been decided due to surrounding tree constraints. This has been deemed acceptable in a Road Safety Audit undertaken with West Sussex County Council.

5.2 Need for retirement living

Within the Council's Local Development Plan, there are several policies identifying the critical need for developing and retaining housing specialised to accommodate older people. This need for specialist housing in the district is reflected in the 2021 Office for National Statistics Data, whereby there has been an increase of 24.5% of people aged 65 years and over, between 2011 and 2021. More notably, there has been an increase of 51% in people aged 70-74.

In addition to this, in 2020 Mid-Sussex District Council published a Housing for Older People Topic Paper. This topic paper delves into the current and future need of providing specialised accommodation for older people. It is estimated that in 2031 there will be a need for 1,499 units of C3 sheltered housing, and specifically 651 units of open-market accommodation.

In October 2021, Mid-Sussex District Council published their latest Strategic Housing Market Assessment (SHMA). This report identifies there is expected to be an overall population growth of 33,000 people by 2038, with 14,000 of this being people over the age of 65 years. This equates to people aged 65 accounting for 42.5% of the total projected population change between 2021 and 2038. The SHMA also identifies a need for around 800 housing units specifically for older persons.

Therefore, in light of the above, it is clear that Mid-Sussex District Council has a significant current and future un-met need for specialist accommodation for older persons, to which this proposal will cater to.

5.3 Residential amenity

Overshadowing and separation distances

Queries were raised from residents living in The Minnells regarding the proximity of the building to existing properties in this location. The proposals have evolved to ensure the proposed building is situated an appropriate and suitable distance from existing properties. A plan showing the distances between the proposed retirement living building and existing properties is submitted with the planning application and shows that the development achieves separation distances of between 15m to 33m between properties at The Minnells. The proposed building is therefore a suitable distance from the properties and will therefore not result in overshadowing.

In addition, the trees along the eastern boundary of the site are protected and will provide a good level of screening to the properties. As these trees are protected and we have been working with our tree consultants to ensure no harm will come to these trees as a result of the development.

External seating area close to the eastern boundary

On the matter of noise from the external seating area close to the eastern boundary. This is a secondary patio area, meaning there is also the option of another patio adjacent to the owner's lounge. The age-profile of residents who reside in a retirement lodge are not considered to be noisy, there is also an on-site lodge manager who will ensure any irregular noisy activities are outside of anti-social hours.

5.4 Landscaping and environment

Landscaping and 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.

Considerable care has been taken to evolve a site layout that retains the protected trees on the site's North and East boundaries which will provide an important and established screen of the proposed development for those residents living at The Minnells and Dale Avenue respectively.

Much of the landscaping to the north fronting Keymer Road will be retained with a small area cleared in order to establish a new site access while retaining a strong landscaped boundary along the site's frontage. This new access has been strategically placed so as to not impact any of the protected trees along Keymer Road.

While there will be the removal of some planting within the central area of the site, this is largely planting that has been historically used to divide private gardens and does not include any protected trees. Churchill are also working closely with a landscaping consultant to ensure the most appropriate landscaping solutions are provided on site. This includes the planting of native and evergreen tree species.

Surface Water drainage

The Flood Risk Assessment submitted with the planning application shows that the proposed development is located within Flood Zone 1 and is not susceptible to flooding from surface water, groundwater, infrastructure, or artificial sources.

To ensure the development is safe throughout its lifetime, the planning application includes a surface water strategy which accounts for a 1 in a 100 year critical storm event and also against climate change (45%).

Infiltration drainage is not viable; therefore, surface water runoff will be attenuated on-site and discharged at greenfield rates to the watercourse located on the southern boundary. This solution would provide a 64% betterment compared to the existing arrangements. All new on-site drainage will remain private and will be designed in accordance with Building Regulations Part H and CIRIA C753).

6. CONCLUSION

In order to ensure that the local community was fully briefed and provided with an opportunity to comment on the plans 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.

The proposals were directly advertised to 214 residential and business addresses within the vicinity of the site and via a press release in the local press.

Between the 24 November 2023 and 3 December 2023, the project website received 976 views from 340 users, who spent an average time of 2 minutes 5 seconds viewing the website. Of those people who visited the home page only 17.6% of visitors visited the feedback page to provide their views.

Ten feedback forms were received through the dedicated project website showing a range of views on the proposals. Feedback showed acknowledgement that the proposed development would provide significant benefits to the local economy and in terms of reducing the risk of health challenges and the subsequent contribution of fiscal savings to the NHS. The need for the development was also recognised by some respondents, with one respondent expressing interest in returning to Hassocks to live in this type of development.

A range of queries and concerns were raised which have been considered and, where appropriate, responded to 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.

APPENDIX A

INVITE TO CONSULTATION SENT TO RESIDENTS



21 November 2023

Dear Resident,

Invite to comment on proposals for 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP.

Churchill Retirement Living welcome your feedback on proposals it is currently preparing for a high-quality retirement living community in Hassocks.

The site is located at 68 & 70 Keymer Road, Hassocks which comprises two residential houses with associated outdoor space. The owners of 68 & 70 Keymer Road have made the decision to sell the land for development and Churchill has acquired the site for new development of homes built for older people.

Churchill Retirement Living's proposals are to bring this site into beneficial use for a retirement community of 40 apartments alongside parking, communal amenities and communal outdoor spaces.

Careful consideration has been taken to evolve a site layout that retains the protected trees on the site's north and east boundaries which will provide an important and established screen of the proposed development for those residents living at The Minnells and Dale Avenue, respectively. Much of the landscaping to the north, fronting Keymer Road, will be retained with a small area cleared in order to establish a new site access while retaining a strong landscaped boundary along the site's frontage. This new access arrangement has been strategically placed as to not impact any of the protected and visually important trees along Keymer Road.

We believe the site will make a perfect location for a new retirement community. The convenient location of the proposed development would bring additional footfall and increase local expenditure; especially with the shops and facilities along Keymer Road. The site is also adjacent to Adastra community centre and Adastra Park. Retirement living communities like the one proposed by Churchill, offer a multitude of benefits that align with the principles of sustainable development. These developments positively impact individuals and the local community as a whole throughout their lifespan.

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

Supporting Local Businesses

This site is well-connected to shops and essential services in Hassocks, reducing the need to travel by car and delivering a significant uplift in local expenditure at local shops and businesses. The high street area along Keymer Road is instantly accessible with the nearest supermarket/shops around a minutes' walk away; therefore, these local shops stand to benefit greatly and will be able to cater for the amenity and consumer needs of the new residents.

P.T.O



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 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 through the chain effect, subsequently freeing up more homes for first-time buyers.

Meeting the Needs of Older People

Between 2011 and 2021, there has been an increase of 24.5% in people aged 65 years and over in Mid Sussex. With a more notable increase in persons aged 70-74 by 51%. As such, there is a clear ageing population in the Mid-Sussex area.

In October 2021, Mid-Sussex District Council published their latest Strategic Housing Market Assessment (SHMA). This report identifies there is expected to be an overall population growth of 33,000 people by 2038, with 14,000 of this being people over the age of 65 years. This equates to people aged 65 accounting for 42.5% of the total projected population change between 2021 and 2038. The SHMA also identifies a need for around 800 housing units specifically for older persons.

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.

Find out more

Further details regarding our plans for 68 & 70 Keymer Road, can be found on our project website, launching 24th November until 3rd December 2023. 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/hassocks

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

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 B

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 for the land at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP.

The consultation consists of a number of information boards including the following:

- The Purpose of the Consultation;
- Introduction to Churchill Retirement Living;
- Planning Policy & Housing Need;
- Benefits of Older People Housing;
- Location;
- The site;
- Context;
- Constraints & Opportunities;
- Indicative plans;
- Artist impression;
- 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.

THE PROPOSAL

The proposal is for the redevelopment the land at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP, and the erection of accommodation for later life; comprising circa 40 no. one and two-bed apartments with associated communal areas, parking and landscaping.

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 the area and making a positive contribution locally in terms of socio, economic and environmental benefits.

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





INTRODUCTION TO CHURCHILL RETIREMENT LIVING

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 apartment schemes in desirable locations across the UK, for those older people looking for an independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK. Throughout our history we have undertaken over 190 developments and sold over 6,000 units. Through our group company, Churchill Estates Management, we retain the operation, management, care and responsibility of our completed developments.

Our commitment to developing excellence and quality on every occasion rests in our drive to meet the lifetime needs and aspirations of each of our 10,000+ resident home owners.

Our developments not only provide well documented benefits to our customers but also significant social and economic benefits to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses; reduce pressure on local health and social care services; and help to free-up 'under-occupied' local homes for local families and first time buyers.

"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." (Source: Healthier and Happier – Homes for later Living, September 2019).

Typically, our customers downsize from a 3 or 4 bedroom family home. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market. For every 3 apartments sold, evidence shows that a first time buyer purchases one of the properties in the chain that we create.

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 were again named 'Best Medium Housebuilder'.
- The HBF Customer Satisfaction Survey. Churchill retain the top '5 star' status having been recommended by more than 90% of our customers.
- The Sunday Times 100 Best Companies to Work For. In 2019 Churchill achieved 2nd place in this prestigious business award and in 2020 we achieved 3rd place.

Summarised below are some of CRL's key statistics;

- Over 190 developments built and over 6,000 apartments sold.
- 7,545 apartments under management.
- Owned and contracted land bank of 3,009 plots.
- Five regional offices around the country.

All land purchases and developments are funded from existing company resources and revolving credit facilities, and no external valuations or other external approvals are required for land acquisitions.

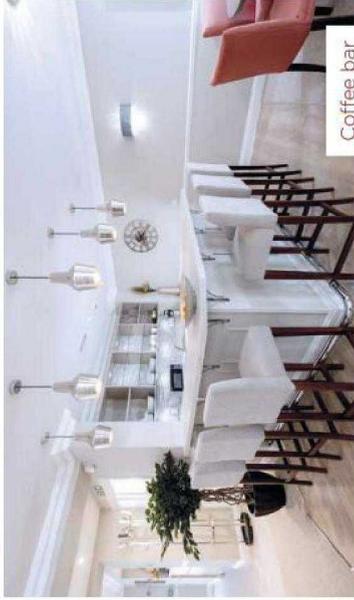
CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process, from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues Ltd, which advises on planning related and public consultation matters.



TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



Guest Suite



Landscaped Gardens



Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen



PLANNING POLICY & HOUSING NEED

Planning applications are required to be determined in accordance with a Local Authorities Development Plan unless material considerations indicate otherwise. Other Material considerations including the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG).

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The revised NPPF was updated on the 5th September 2023 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.

PLANNING POLICY

The policies guiding the future of development in Hassocks can be found in the Mid-Sussex District Plan 2014-2031 (adopted March 2018), the Hassocks Neighbourhood Plan (adopted July 2020) and the Site Allocation Development Plan Document (adopted June 2022). There is also an emerging District Review which is currently at regulation 19 stage, which was published in November 2023. Formal adoption of this plan is expected in 2024, and as such moderate weight can be awarded to the policies.

MID-SUSSEX DISTRICT PLAN 2014-2031 (2018)

The relevant policies within the District Plan in relation to the redevelopment to older persons housing are listed below:

- DP4 (Housing)
- DP6 (Settlement Hierarchy)
- DP26 (Character and Design)
- DP27 (Dwelling Space Standards)
- DP28 (Accessibility)
- DP30 (Housing Mix)
- DP31 (Affordable Housing)
- DP37 (Trees, Woodland, Hedgerow)
- DP38 (Biodiversity)
- DP39 (Sustainable Design and Construction)
- DP41 (Flood Risk and Drainage)

HASSOCKS NEIGHBOURHOOD PLAN (2020)

The relevant policies within the Hassocks Neighbourhood Plan in relation to the redevelopment to older persons housing are listed below:

- Policy 4 (Managing Surface Water)
- Policy 5 (Enabling Carbon Zero)
- Policy 9 (Character and Design)
- Policy 14 (Residential Development Within and Adjoining the Built-Up Area Boundary of Hassocks)
- Aim 4 (Housing Mix)
- Policy 17 (Affordable Housing).

SITE ALLOCATIONS DEVELOPMENT PLAN DOCUMENT (2022)

The relevant policies within the Site Allocations DPD in relation to the redevelopment to older persons housing are listed below:

- SA39 (Specialist Accommodation for Older People and Care Homes)



PLANNING POLICY & HOUSING NEED

PRINCIPLE OF DEVELOPMENT

Policy DP6 (Settlement Hierarchy) from the District Plan recognises Hassocks as a larger village acting as a Local Service Centre whereby development is appropriate. It further identifies any infilling and redevelopment will be required to demonstrate that it is of an appropriate nature and scale, and not cause harm to the character and function of the settlement.

The site, situated within a prominent location just to the east of the Hassocks local centre, currently comprises of two detached residential dwellings set within large plots. This proposal seeks to sensitively redevelop the site by delivering age restricted residential, falling under Use Class C3, which is an already established use on both sites. The design has been carefully produced following a detailed analysis of the context of the area.

As residential is already an established use on this site, the principle of residential redevelopment is accepted.

The development will provide much needed 1- and 2-bedroom apartments of specialist accommodation for older persons, of which there is a significant unmet need in the Mid-Sussex District Area.

The Local Development Plan recognises the critical need for older persons housing. Policy DP30 from the District Plan identifies housing developments should meet the current and future needs of different groups in the community, including older people.

In addition to the above, Policy SA39 from the Site Allocations Development Plan Document, the Council acknowledge there is a need for older persons housing. With this, the policy states proposals for specialist accommodation for older people will be supported where it falls within the Built-Up Area, and the development is demonstrated to be sustainable.

Emerging Policy DPH4 from the Emerging District Review Plan states there is an estimated need for net 801 additional dwellings of housing with support (retirement living or sheltered housing) up to 2038.

In tandem to the proposed delivery of housing, which is in critical need, another advantage of older person's housing is that it benefits the wider housing market by freeing up family housing elsewhere in the district.

Overall, the proposal will provide redevelopment of a brownfield site which is situated within a highly sustainable location. The proposal will provide much needed housing for older people, as well as meeting the requirements of the local development plan.

PLANNING POLICY & 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. National Planning Policy includes Planning Practice Guidance on 'Housing for older and disabled people' to assist Councils in preparing planning policies on housing for these specialist groups. 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.

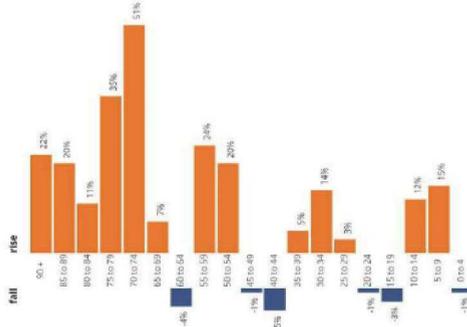
Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

LOCAL NEED

As recorded in the 2021 Census, there are more people than ever aged 65 years and over in England. Subsequently, more than one in six people were aged 65 years and over.

In Mid-Sussex, this is no different. Between 2011 and 2021, there has been an increase of 24.5% in people aged 65 years and over. With a more notable increase in persons aged 70-74, with an exponential increase of 51%. As such, there is a clear ageing population in the Mid-Sussex area.

Population change (%) by age group in Mid-Sussex, 2011 to 2021



The 2018 Sub-National Household Projections also show that there has been a significant increase in persons aged 65 years and over in Mid-Sussex. In 2018, there were 30,496 persons aged 65 and over which is estimated to increase to 45,023 by 2043. This shows an increase of 67.7% of people over the age of 65 between 2018 and 2043.

In October 2021, Mid-Sussex District Council published their latest Strategic Housing Market Assessment SHMA. This report identifies there is expected to be an overall population growth of 33,000 people by 2038; with 14,000 of this being people over the age of 65 years. This equates to people aged 65 accounting for 42.5% of the total projected population change between 2021 and 2038. The table below shows this.

Table 8.2 Projected Change in Population of Older Persons, 2021 to 2038

	2021	2038	Change	% Change
Under 65	122,514	141,473	18,959	15.5%
65-74	16,408	21,872	5,463	33.3%
75-84	10,832	15,760	4,828	44.2%
85+	4,913	8,662	3,749	76.3%
Total	154,768	187,766	32,999	21.3%
Total 65+	32,253	46,293	14,040	43.5%
Total 75+	15,845	24,422	8,577	54.1%

Source: Demographic Projections

This exponential growth is further discussed within the SHMA (2021) in relation to the future projected need for suitable older persons housing. This has been calculated and identifies for 'housing with support' (retirement living), there is a shortfall of 816 units to 2038. 801 of these units are required in the open market housing sector. This data set has been shown below.

Table 8.7 Specialist Housing Need using Adjusted Shop@Review Assumptions, 2021-38

Housing Support	with Market Affordable (Housing with Support)	Housing Demand per 1,000 (75+)	Current		Additional Demand to 2038		Shortfall/ Surplus to 2038
			Supply	Demand	Shortfall/ Surplus	Demand	
		69	874	1,087	213	588	801
		35	844	557	-287	302	15
		104	1,718	1,644	-74	890	816

The availability of a range of suitable accommodation options for older people can help release family housing, improve quality of life, and reduce the need for residential care. Therefore, there is a clear and identifiable need for older persons housing in the Mid-Sussex District area, to which this proposal will help to meet this need.

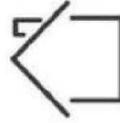
THE BENEFITS OF OLDER PEOPLE HOUSING

THE BENEFITS

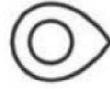
Older peoples housing produces a large number of significant Economic, Social and Environmental benefits.

ECONOMIC

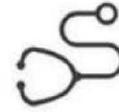
- Retirement housing gives rise to many economic benefits:
- Each person living in a home for later living enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately **£3,500 per year** (Homes for Later Living September 2019).
 - With circa 35 apartments proposed, at a ratio of 1.3 people per unit, there will be around 45 occupants. At a saving of £3,500 each per year, this equates to a saving of **£157,500 per year in local NHS and social care costs**, in comparison to mainstream housing. This is a significant economic benefit.
 - A recent report entitled Silver Saviours for the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45 unit retirement scheme, the residents **generate £550,000 of spending a year, £347,000 of which is spent on the high street**, directly contributing to keeping local shops open.
 - An average retirement scheme will support the following new jobs:
 - 85 construction jobs
 - 1 permanent job in repairs and renovations
 - 2.3 permanent jobs in management and care
 - 3.2 permanent jobs on the local high street (residents are basket shoppers and will do their shopping locally)



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.

SOCIAL

Retirement housing gives rise to many social benefits:

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

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.



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.



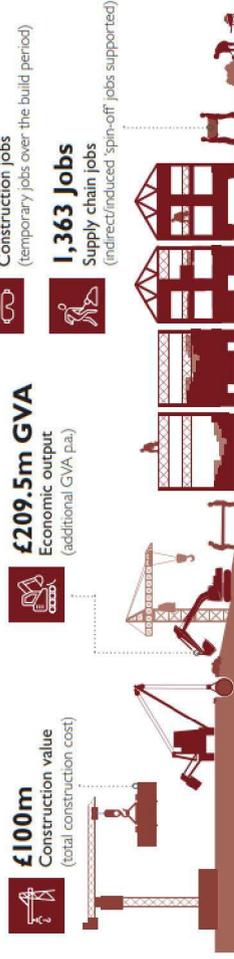
A scheme that allows for independent living whilst at the same time reducing security worries for older people and providing companionship. This helps to reduce isolation and loneliness.

BENEFITS TO THE COMMUNITY

The following information illustrates the economic benefits of consented schemes in 2022/23:



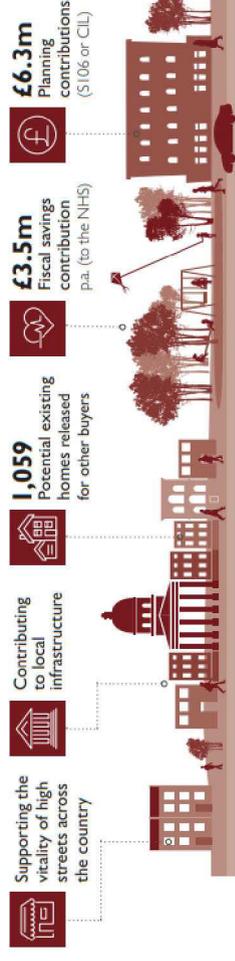
Construction benefits



Operational and expenditure benefits



Community and wider benefits





SITE DESCRIPTION

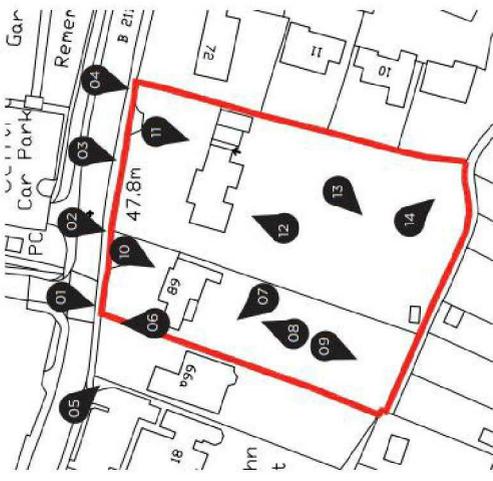


- The site is located to the south of Keymer Road and is situated between Keymer and Hassocks villages.
- Keymer Road borders the northern site boundary, while houses and their private gardens border the site to the east and west.
- To the south, a brook borders the site, and beyond this there are more residential properties and associated private gardens.
- The site is roughly rectangular in shape with an area of approximately 0.45 ha.
- The site slopes down to the south west, with a fall of approximately 4m across the site down to the brook located on the southern boundary.
- The site is currently occupied by two large houses (nos. 68 & 70) and their associated gardens.
- Both residential plots have one-and-a-half to two storey properties with garages to the side and extensive front gardens including lawns and mature trees and driveways.
- The remainder of the site comprises the large back gardens off these houses.
- Both properties have an area of hard surfacing adjacent to the houses and large lawn areas with mature trees present along the site boundaries.
- Both gardens include several small outbuildings/garden sheds.
- Existing vehicular and pedestrian access to each of the properties on site is via Keymer road, with hard landscaped driveways sloping down into the site.
- Views of the two properties from Keymer Road are heavily screened by mature landscaping to the frontage, with passing opportunities to glimpse the existing builds provided at the two access points.



THE SITE

The images below highlight the site as seen from Keymer Road and associated private amenity to the rear (see key plan below).

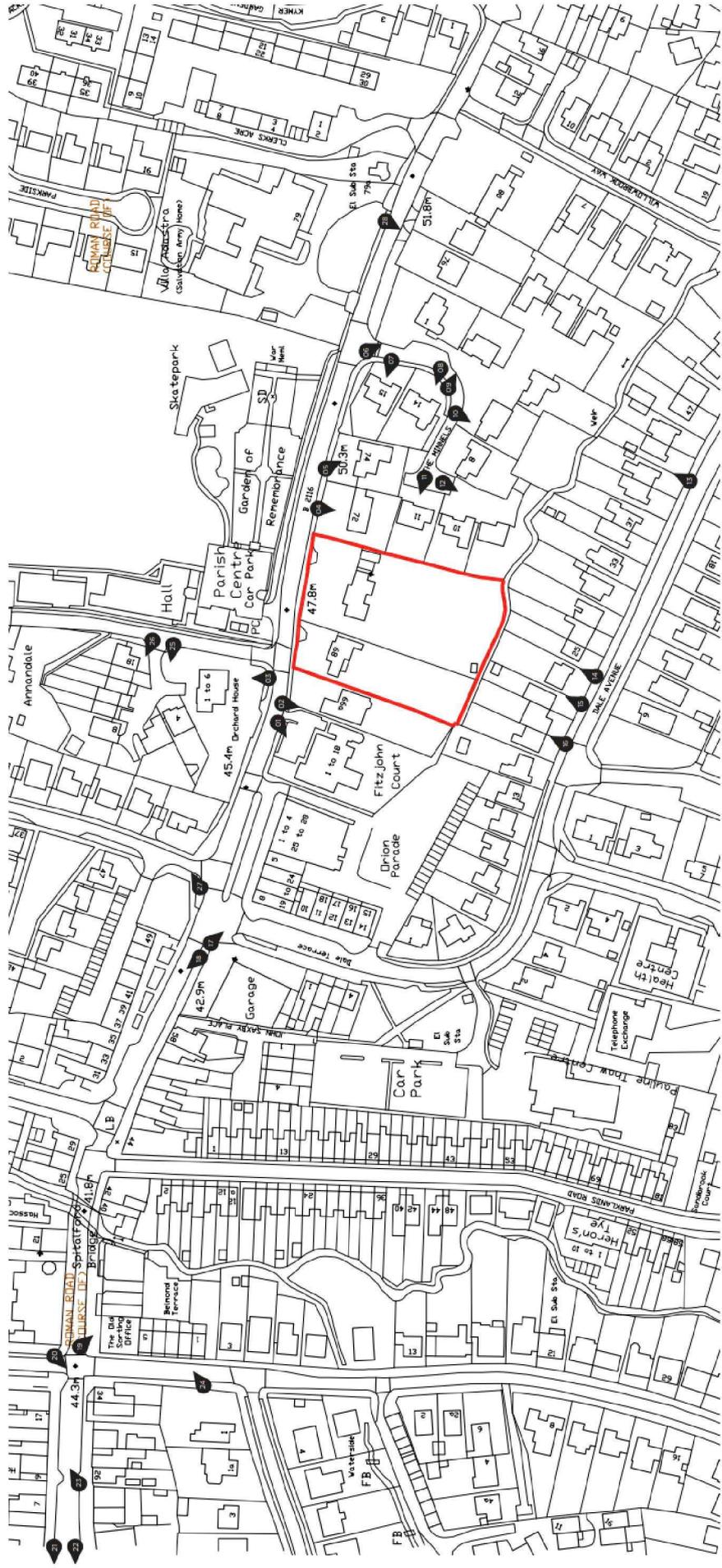


CONTEXT _ 01

- The character along Keymer Road is typically defined by two to three storey dwellings and a mix of detached, semi detached dwellings and terrace properties of traditional appearance.
- There is an incline along Keymer Road from west to east, across the width of the site this change in level is approximately 1.4m.
- Parking and private driveways generally situated to the front of the properties with varying degrees of planting / fore-gardens, however the context has a verdant quality.
- There is little to no street planting and the verdant setting is primarily provided by dense foliage / mature trees within private ownership.
- Front boundaries vary with a mix of picket fencing, metal railings, low walls of brick and flint, and open hedgerows.
- The palette of built materials is vast, however typically consists of red/buff brick and white render / white painted brick with limited and sparing use of red vertical hanging tiles and weatherboarding.
- Windows tend to be white UPVC casements.
- There is a mix of white / black fascias and soffits finished in timber or UPVC, while rainwater goods tend to be black UPVC.
- Roofs are a mix of hips and gables finished with concrete tiles in varying hues of red / brown with bonnet tiles to hips and half round ridge tiles of matching colour to the main roof.
- Barn hips, dormers (pitched and flat topped) and roof lights are present in the street scene.



(see key plan - context_02)





CONTEXT _ 03

The following images highlight a range of architectural detail, scale and massing within the surrounding context, as well as indicating views towards the site from surrounding streets (see key plan - context_02).



CONTEXT _ 04





CONSTRAINTS

Constraints that affect the potential for a successful urban development have been highlighted in the image below.





INDICATIVE SITE PLAN 1:500 @ A3

The image below shows the proposed Site Plan, Ground floor plan, car parking and extent of landscaping.



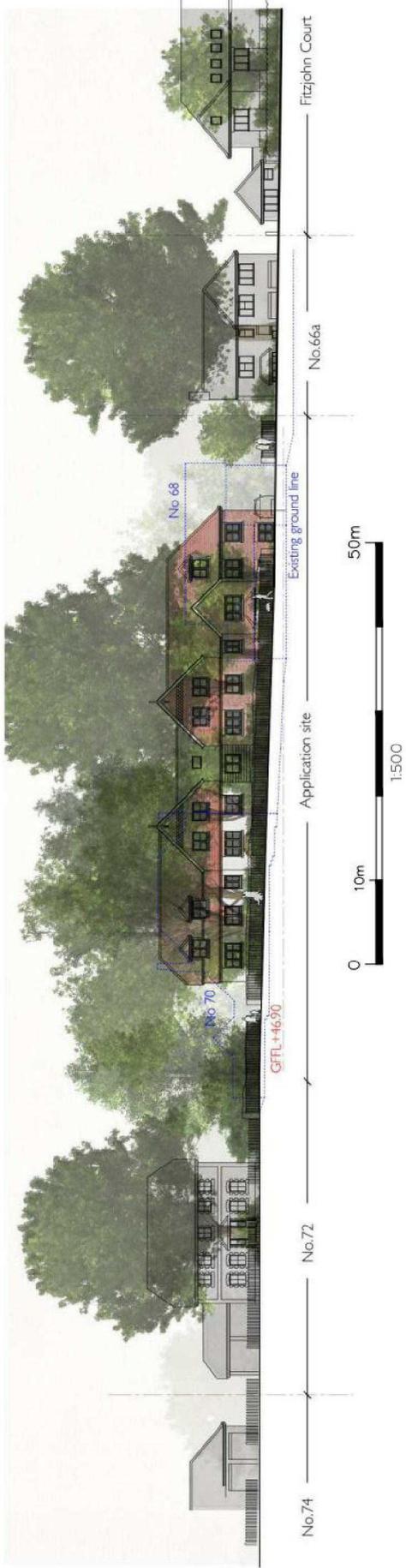
- | | | | |
|---|-------------------------------------|---|-------------------------------------|
|  | Site boundary |  | Vehicular access |
|  | 1 bed room apartment |  | Segregated pedestrian access |
|  | 2 bed room apartment |  | Bin collection point |
|  | Communal areas |  | Parking for 14 cars |
|  | Existing buildings to be demolished |  | Entrance to development |
| | |  | Owners lounge / communal facilities |
| | |  | Dry riser / fire fighting stairs |
| | |  | Refuse |
| | |  | Mobility scooter / cycle storage |
| | |  | Communal seating / amenity space |
| | |  | Substation |





INDICATIVE STREET SCENE & ELEVATION

Following extensive site analysis and design work, below is the proposed elevation to Keymer Road.





INDICATIVE SITE DISTANCES PLAN 1:500 @ A3

The plan below highlights proposed boundary distances as well as distances to neighbouring properties.





ARTIST IMPRESSION

The visual below illustrates the proposed development in context when viewed from Keymer Road.





NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the site at 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP, your time is appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into the feedback form on the website.

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

Once again, thanks for your time.



APPENDIX C

SAMPLE COPY OF PRESS RELEASE



November 2023

Plans for new retirement apartments in Hassocks – LIVE CONSULTATION LINK

[Churchill Retirement Living](#) is preparing a planning application for a new independent retirement living development in [Hassocks](#), and is asking local people to share their feedback.

The proposal seeks to redevelop a site on Keymer Road in Hassocks, creating circa 41 attractive, high quality retirement apartments. It is specially designed for local over 60s who want to carry on living independently as they get older whilst enjoying the safety, support and social life that comes with being part of a retirement living community.

Apartment Owners would have the benefits of safety, security and peace of mind, with a Lodge Manager, a 24 hour Careline, Owners' Lounge and a Guest Suite for visiting friends and family, all in beautifully landscaped grounds.

Plans for the development will be available for public viewing through this live consultation link from Friday 24th November to Sunday 3rd December 2023: <https://consultwithyou.co.uk/churchill/hassocks>. Feedback can be left using the feedback form on the website.

A Churchill Retirement Living spokesperson said:

"Retirement housing is the most effective form of residential development for generating local economic growth, local jobs, and increasing high street spend as it brings regular shoppers closer to the village centre. Our proposed development would help improve the health and wellbeing of those who live there and meet the housing needs of many older people in Hassocks and the surrounding area. Our plans to regenerate this previously developed site will also help to reduce the need for greenfield development to meet the urgent demand for new homes in the local area. As we prepare to submit a formal planning application, we are keen to gather feedback and give local people the opportunity to have their say on these exciting plans."

The proposed development would bring around £318,000 per year of extra spending to the local high street. It would also help to generate around £187,000 of savings each year for local health and social care services by enabling older people to enjoy a healthier, safer and more independent lifestyle.

By giving older people in and around Hassocks the option to downsize, the proposed development would help release many larger, second-hand properties back onto the market for local families to move into, also creating opportunities for local first time buyers to get onto the ladder.

About Churchill Retirement Living:

[Churchill Retirement Living](#) specialises in purpose-built apartments designed specifically to meet the needs of older people, enabling them to enjoy an active, independent and sociable lifestyle in their retirement. Its self-contained apartments are provided for sale within a single block and sold with a lease containing an age restriction which ensures that only people of 60 years or over, or those over this age with a partner of at least 55, can live in them.

The Churchill Retirement Group has built and continues to manage over 200 developments located throughout the country. An award-winning, family run British company, with multiple top WhatHouse? Award wins over the years, Churchill has also received the maximum five-star rating in the independent HBF Customer Satisfaction Survey eight years in a row, and in March 2023 achieved a 97% customer satisfaction rating. Churchill was also named in The Sunday Times Best Places to Work 2023 where it ranked in The Top 10 Big Organisations to Work For.



APPENDIX D

SCREENSHOTS OF PROJECT WEBSITE

Churchill

Retirement Living 

A new Churchill Retirement community in Hassocks

[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 68 & 70 Keymer Road, Hassocks, West Sussex, BN6 8QP.

The owners of 68 and 70 Keymer Road have made the decision to sell their properties for development. Churchill has therefore agreed to acquire the site, subject to securing planning permission, for the development of purpose-built homes for older people.

The proposed site is in a sustainable location, characterised by residential uses. The site is in an ideal location for a retirement living development, within easy walking distance to local shops and facilities on Keymer Road and only a few minutes' walk from Hassocks train station, connecting future residents to places further afield.

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 expenditure in the region of £420,000 per year in the local high street. This will particularly benefit the shops and facilities on Keymer 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.



Churchill Retirement Living

A new Churchill Retirement community in Hassocks



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 Hassocks



The Site

The proposed site comprises two residential buildings and their associated outdoor space.

The owners of 68 and 70 Keymer Road have made the decision to sell their properties for development. Churchill has therefore agreed to acquire the site, subject to securing planning permission, for the development of purpose-built homes for older people.

The site is in a highly sustainable and suitable location in the centre of Hassocks, adjacent to the Adastral Hall and Adastral Park.

The site is well served by shops and services along Keymer Road, with a Budgens supermarket just a one-minute walk away. There are also multiple complementary businesses and services in the vicinity of the site including Adastral Hall, as well as a social club and a bowling club; all within a few minutes' walk of the site.

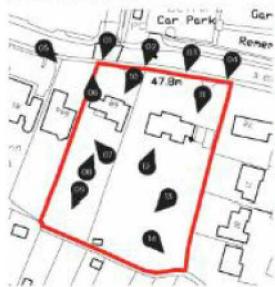
There are also various public transport links near the site with the closest being the Orion Parade Bus Stop, just 150 feet (1-minute walk) away, serviced by three different bus routes. The Hassocks train station, connecting our site to various locations further afield, is just 0.4 miles (or an 8-minute walk) away.

Interactive Map showing the location of the site



Site photos

The images below highlight the site as seen from Keymer Road and associated private amenity to the rear (see key plan below)





A new Churchill Retirement community in Hassocks

Our Proposals

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

The current proposals comprise 40 apartments for retirement living alongside 14 car parking spaces, communal amenities and outdoor space. The proposal also includes parking and storage for mobility buggies to aid residents make sustainable journeys in 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.

Landscaping

Considerable care has been taken to evolve a site layout that retains the protected trees on the site's North and East boundaries which will provide an important and established screen of the proposed development for those residents living at The Minnells and Dale Avenue respectively.

Much of the landscaping to the north fronting Keymer Road will be retained with a small area cleared in order to establish a new site access while retaining a strong landscaped boundary along the site's frontage. This new access has been strategically placed so as to not impact any of the protected trees along Keymer Road.

While there will be the removal of some planting within the central area of the site, this is largely planting that has been historically used to divide private gardens and does not include any protected trees. Churchill are also working closely with a landscaping consultant to ensure the most appropriate landscaping solutions are provided on site. This includes the planting of native and evergreen tree species.



Artist's interpretation of the proposed building in the context of Keymer Road

Local need for additional retirement living communities

Within the Council's Local Development Plan, there are a number of policies identifying the critical need for developing and retaining housing specialised to accommodate older people. This need for specialist housing in the district is reflected in the 2021 Office for National Statistics Data, whereby there has been an increase of 24.5% of people aged 65 years and over, between 2011 and 2021. More notably, there has been an increase of 51% in people aged 70-74.

In addition to this, in 2020 Mid-Sussex District Council published a Housing for Older People Topic Paper. This topic paper delves into the current and future need of providing specialised accommodation for older people. It is estimated that in 2031 there will be a need for 1,499 units of C3 sheltered housing, and specifically 651 units of open-market accommodation.

In October 2021, Mid-Sussex District Council published their latest Strategic Housing Market Assessment (SHMA). This report identifies there is expected to be an overall population growth of 33,000 people by 2038, with 14,000 of this being people over the age of 65 years. This equates to people aged 65 accounting for 42.5% of the total projected population change between 2021 and 2038. The SHMA also identifies a need for around 800 housing units specifically for older persons.

Therefore, in light of the above, it is clear that Mid-Sussex District Council has a significant current and future un-met need for specialist accommodation for older persons, to which this proposal will cater to.

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 40 retirement apartments and 14 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

As retirement living is a very different operational use than residential apartments or care 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 11.42 parking spaces.

However, on this site Churchill is proposing 14 parking spaces at a ratio of 0.354 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 connected and sustainable location providing a wide range of everyday services within a short walk from the site.



Proposed Site Plan



Proposed site plan

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 Hassocks 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 shops and services of Keymer Road, all just a couple minutes' walk away from the site.

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 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, subsequently freeing up more homes for first-time buyers.

Proposed elevations



Proposed building elevation showing the context of the street scene along Keymer Road

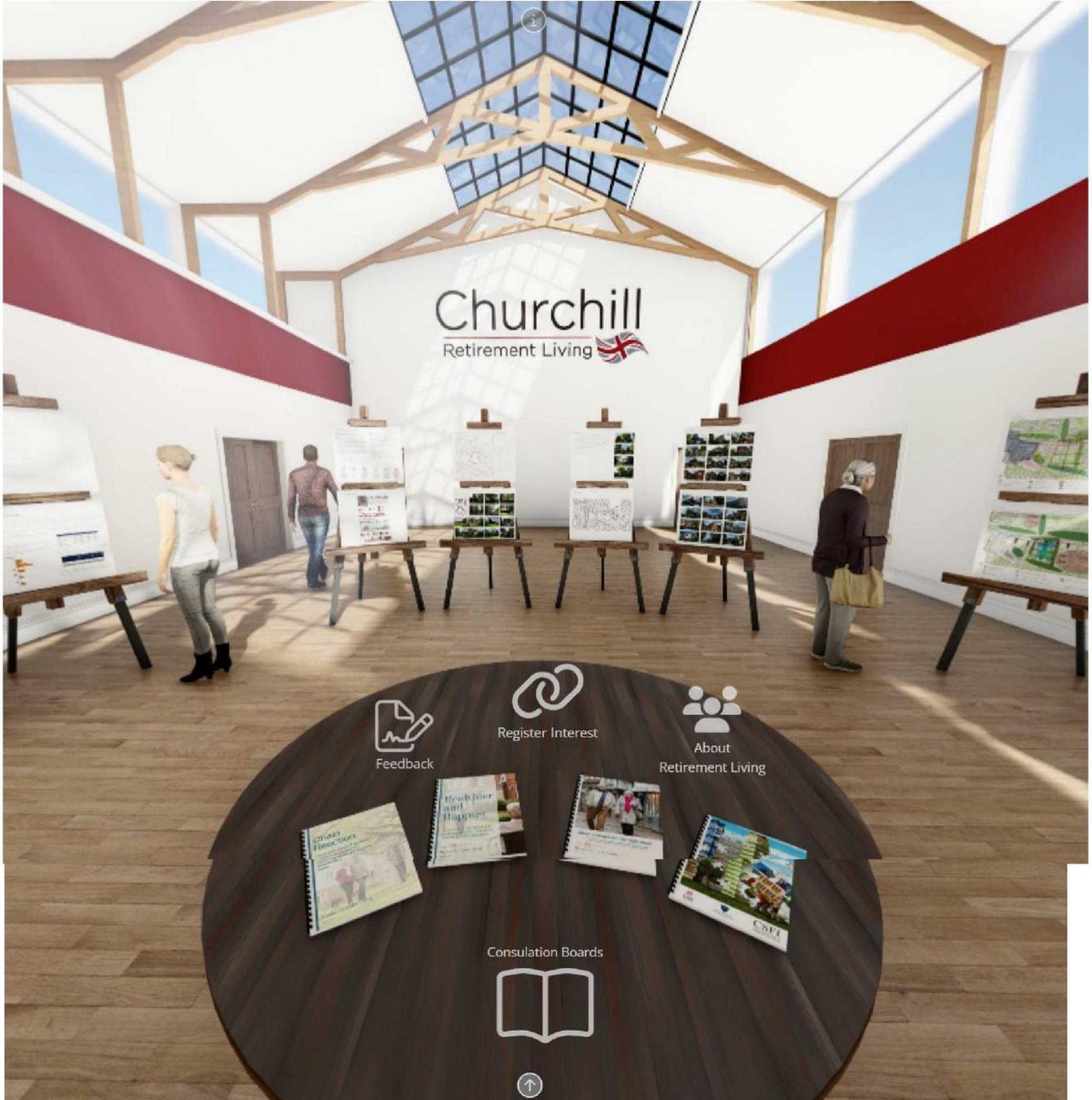


Proposed building elevation (not showing local context)



Virtual Exhibition

Further information regarding our exciting proposals for the site in Hassocks 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 Hassocks

Feedback

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

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 providing needed retirement living in this residential location?

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

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.





Churchill

Retirement Living 

A new Churchill Retirement community in Hassocks

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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 Hassocks, or elsewhere, please contact our sales team so you can register interest in purchasing a new home within the proposed development.

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



ENDS