



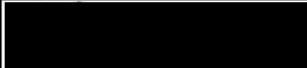

ROMSEY, CHURCHILL RETIREMENT LIVING

STATEMENT OF COMMUNITY INVOLVEMENT

JUNE 2023





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1. Introduction and Background

This Report on Community Involvement has been prepared by Develop Ltd (DevComms) in support of a planning application by Churchill Retirement Living Ltd for the proposed development of the former Edwina Mountbatten Retirement Home, on Broadwater Road, adjacent to Palmerston Street and the A27 Bypass Road.

Given the nature of the proposals and the location of the site, Churchill Retirement Living are committed to undertaking widespread engagement with all key stakeholders submitting a planning application.

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

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

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



2. Policy Background to Consultation

2.1 National Policy

The National Planning Policy Framework (NPPF) recommends that 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

On 18 January 2023, the Test Valley Borough Council approved a draft of the SCI after eight-week consultation period. Given the complexities of the planning system, it is crucial that local communities, individuals and local groups are given all opportunities so understand and participate in the planning system. The Council's SCI seeks to address this by deterring community involvement. Through effective consultation and communication, stakeholder and the public are enabled to express their views.

The SCI states that extensive involvement from the community should be facilitated through encouraging the:

"..active participation of individuals, groups, landowners and developers in the planning process through a variety of techniques such as Councill Officers attending Parish Court meetings."

The SCI states that developers should "Engage with local communities, businesses and other interested parties" as well as "understand the needs of different stakeholders and engage and consult using appropriate and relevant consultation methods, making best use of technologies".



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 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 Test Valley Borough Council.

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



3. Rationale and Approach to Stakeholder Engagement

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

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

3.1 Pre-application engagement with Council Officers

In order to ensure the proposed plans conformed with local policy and market requirements as far as possible, it was considered important to undertake a series of pre-application engagement meetings with Planning Officers at Test Valley District Council.

A preapplication was submitted to the Council on 2nd February 2023 with a response received on 18th April 2023. A summary of the comments within the pre-application are noted below:

The principle of redevelopment will be accepted provided that it is appropriate to other policies of the local plan.

Acknowledge that there is a need for older persons housing within the district.

The apartments appear to fit within a C3 residential use class.

Confirmation that the HLS position for Southern Test Valley, as at 1 April 2022 is 6.83 years of supply.

The Housing Officer would be seeking the affordable housing provision on site until such time that a viability assessment confirms this is not achievable. The Council will negotiate up to 40% provision, therefore based upon 46 units proposed the affordable housing dwellings required would be 18.4. Therefore, 18 dwellings and a financial contribution for the 0.4 part unit.

The impact of the proposed development upon the town, landscape, immediate longer views, and the character of the area and heritage assets will be very significant material planning considerations, given the site and its sensitive location.

The Conservation Officer has advised that the existing building is of no special architectural or aesthetic merit and is not historic. Whilst there would be no objection in principle to its being replaced, the design of the replacement would need to be carefully considered to avoid having too great a visual presence, being out of scale with the local context and detracting from the appreciation of the heritage assets. The Conservation Officer's advice is that the current scheme would not be successful in doing this.

There is also no clear consideration of scale of existing buildings (including listed buildings), density, urban rhythm, views in the conservation area or how the wider master plan has informed the design.

Considered the design had not been successful in trying to appear as a row of individual houses. Additional variation in the window and door sizes would be welcomed as well as detail elements that would add more visual interest.



Considered that 3 storeys may not be appropriate for the area.

Consideration should be given to the shading and outlook in relation to the tree's on the southern boundary of the site.

A tree protection plan should be submitted with the application and consideration given to the tree in the north west corner of the site in relation to the substation positioning.

No obvious concerns were raised in relation to neighbour amenity.

A Noise Impact Assessment should be submitted in support of the application.

An Air Quality Assessment should be submitted in support of the application.

The applicant, Churchill Retirement Living has looked to engage and respond to comments as part of the planning application and a summary of responses is noted below:

The application is supported by an Affordable Housing and Viability Assessment settings out we are unable to provide an affordable housing contribution.

The DAS looks to respond to the Design comments in relation to the pre-app and the below Design Review Panel comments fully, however the massing along Palmerston Street has been reduced from 3 storey.

Advice has been sought from Barrell Tree Care in relation to Root Protection Areas and tree's on the southern boundary.

The application is supported by an Air Quality Assessment and Noise Impact Assessment as requested within the pre-app.

Through the pre-application process, the application was taken to the Test Valley Design Review Panel (DRP) on 7th March 2023. The DRP comments were also provided with the pre-app response. The main comments are highlighted below and are explored within the Design and Access Statement accompanying the planning application:

The approach along Palmerston Street into the centre of Romsey is a critical and important route into the historic market town, with the application site lining the western edge of this route. The way the new building sits within the existing context, the scale and massing of the development and the materials proposed will all be essential to the success of the scheme.

The proposed scale is much greater in places than is deemed suitable for either the site or the street. The site is already positioned at a higher level than the properties on Palmerston Street and consideration should be given to this to avoid a sense of overbearing on the existing street scene.

A more detailed analysis of the site and the contextual arrangement is required to further infer the design decisions behind the current proposals. The proposed scheme unfortunately has the appearance of a fully completed scheme rather than one that is at pre-app stage, ready for discussion and further design development. Amending building typology from a u-shaped arrangement with regular room sizes either side of a central corridor, to a plan form that is better suited to the site and adjacent streets, with greater individuality and interest, will assist in creating a more successful and sensitive proposal for this site.



A more diverse and interesting plan form will in turn create more considered elevations that respond successfully to the surrounding context and the new amenity space provided. Currently the Panel feels that despite attempts to address a number of issues there is limited design input to create a scheme of merit. The height and scale of the scheme will be led by the plan form and by creating a less monolithic building opportunity will be given to create a better considered solution on an important gateway site into Romsey.

3.2 Local Politicians

It was considered appropriate to brief local politicians, including:

- Cabinet members of Test Valley Council
- Representatives for Romsey Abbey Ward (site ward)
- Representatives for Romsey Tadburn ward (adjacent to site)
- Romsey Town Council

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.

A number of meetings were held following initial engagement to provide politicians with further information, this included:

- Meeting with members of Romsey Town Council – 7 March 2023
- Councillors Philip North and Nick Adams-King – 5 April 2023

Following a public consultation, the proposals were presented to Romsey Town Council for their comments on 13th June 2023. At the meeting, the scheme was generally favourably received however the Town Council requested 3 changes which were subsequently incorporated into the design -

1. Move the area of white painted brick work in the elevation facing Palmerston Street to the south.
2. Reduce the north-western most corner of the building to 2.5 storeys and make the elevation facing Broadwater Road more symmetrical.
3. Increase the parking to 16no. spaces, to a ratio comparable to Mottisfont Lodge on Alma Road.

These have been integrated within the submitted application scheme.



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 3 May 2023 to circa. 246 residential addresses bordering and within close proximity to the site in the Romsey Abbey ward. The letter provided an overview of the proposals and invited residents to submit their comments on the proposal via the project website. (Appendix A)

Press advertising

An advert was organised for publication in the Romsey Advertiser in order to promote the public consultation to a wider local audience. (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 and politicians. The CRL Romsey website can be accessed at www.consultwithyou.co.uk/churchill/romsey and included details of the proposals and 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.

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 with Churchill Retirement Living as a leader provider of such communities.

Between the 9 May 2023 and 15 May 2023, the project website received 715 views from 155 users, who spent an average time of 4 minutes 56 seconds viewing the website.

Screenshots of the project website are provided at Appendix B.



4. Feedback and Comments Received

This section provides a breakdown of the feedback received during the consultation. Feedback was received through the online feedback forms via the project website.

The proposals were promoted to a wide local audience including a mailing to 246 residential and business addresses, providing details of the online consultation.

In total, 14 responses were received by the end of the consultation period on Monday 15 May 2023. There were 14 feedback responses received via subsequent emails to the project email address. The project website received 715 views from 155 people from Tuesday 9 May 2023 to Tuesday 15 May 2023.

Given the level of interaction with the project website, it is considered that the majority of local residents either liked the proposals, had no concerns over the proposals or were apathetic to the proposals having viewed the website.

As stated, 14 responses were received through the project website. 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 savings to the NHS of approximately £3,500 pa. How important a consideration is this?

Answer	Count
Not important at all	2
Not important	4
Undecided	1
Important	4
Very Important	3

The most common answer to question one was a recognition of the importance to the health care benefits of retirement living developments which was recognised by seven respondents.



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 consideration is this?

Answer	Count
Not important at all	2
Not important	5
Undecided	1
Important	6
Very Important	0

Feedback in relation to question 2 showed a split of opinions on the importance of the increase in local footfall and expenditure arising from retirement living developments. Respondents agreed that this was an important consideration 5 respondents felt this was not important and 2 felt it was not important at all.

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

Answer	Count
Oppose	3
Tend to oppose	0
Undecided	3
Tend to support	4
Support	4

The majority of respondents support the principle of redeveloping this brownfield site for retirement housing with eight respondents supporting or tending to support the principle of the development and just three people not supporting the principle.

Question 4 – To what extent do you support the design of the proposed retirement living development?

Answer	Count
Oppose	6
Tend to oppose	2
Undecided	3
Tend to support	0
Support	3

Whilst three respondents supported the proposed design approach, concerns were raised by most respondents.



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

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

n 5 regarding

Comment	Count
Insufficient Parking	7
Impact on character of the area	4
Concerns about light and privacy	3

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

Comment	Count
Insufficient parking	7
Impact on the character of the area	4
Concerns about light and privacy	3
Need for affordable housing	1
Preservation of existing trees	1
Impact on traffic and congestion	1
Lack of consideration for historic propertie	1
Repositioning of vehicular entrance is goc	1

Summary of Feedback Received

Feedback was received from 14 local residents via the project website, which was viewed 715 times from 155 users, it is important to note that the invite to consultation letter was issued to 246 residential and business addresses.

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

Overall, the feedback showed that more than half of respondents were supportive o principle of the development and half of all respondents felt that the significant benefits arising from purpose-built homes for older people to local health services and the NHS were eithe important or very important.

Finally, residents raised comments regarding lack of parking and impact on the character of the local area of the proposed development. These comments have been responded to part of the submitted application with the final design evolving from the public engagemen to the submission of the planning application.



5. Response to Comments Raised

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

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

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

5.1 Traffic impact

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

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

At this stage, the proposals include 46 retirement apartments, providing 14 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

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

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand is forecast to be in the region of 13 parking spaces.



Churchill is proposing 14 parking spaces at a ratio of 0.33 spaces per apartment. Given that it 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.

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

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

5.2 Design

Churchill Retirement Living recognises that the site is an important location within the gateway into Romsey Town Centre from the Bypass Road and sits adjacent to attractive buildings on Palmerston Street and Broadwater Road, such as the Prezzo restaurant and the Palmerston Street Cottages.

The current building of the former care home is dated, having been built in the late 1960's, and is in a poor state of repair externally and internally. The current building therefore detracts from the surroundings and the redevelopment of the site presents the opportunity to provide betterment on this key gateway to Romsey town centre.

In recognition of the site's key location, Churchill has been evolving the proposed design with input from local professionals. This has included presenting the plans at a design review panel with Design West, the South West Design Review Panel made up of qualified architects, landscape architects and other development professionals. The design has evolved ahead of this public consultation following feedback from the Design Review Panel as well as initial discussions with Romsey Town Council representatives.

5.3 Environmental Impact

This 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.



5.4 Need & Viability

The age profile of the population can be drawn from Census data. The age profile has a mean age of 41.4 and a median age of 43.0. However, the figures identify that 29,720 are over the age of 60, equating to 25.5% of the current population of the borough. The 2011 Census data identifies that 3,932 homes within the borough are owned or share ownership that belong to those aged 65 and over. Which is the biggest tenure category for the over 65's, with Social Rented as 1,299 and private rented or living rent free at 471.

The Test Valley Housing Needs Marketing Assessment (2022) indicates that over a 10-year period the older population within the borough is expected to increase by 24.5%, compared to an increase of 19.2% in England. Additionally, the 85+ age group is expected to increase by 64.6% which is almost double the population change in England (38.5%).

A key theme within the SHMA report (2014) is older person housing. The SHMA states that as of 2020, it was estimated that 22% of the population of Test Valley was aged 65 and over, this compares with 22% for the County, 20% regionally and 19% nationally (below).



6. Conclusion

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

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

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

Feedback was received from 14 local residents via the project website, which was viewed 715 times from 155 users, it is important to note that the invite to consultation letter was issued to 246 residential and business addresses.

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

Overall, the feedback showed that more than half of respondents were supportive of the principle of the development and half of all respondents felt that the significant benefits arising from purpose-built homes for older people to local health services and the NHS were either important or very important.

Finally, residents raised comments regarding lack of parking and impact on the character of the local area of the proposed development. These comments have been responded to as part of the submitted application with the final design evolving from the public engagement to the submission of the planning application.

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 AND MAILING AREA



04 May 2023

Dear Resident,

Invite to comment on proposals for new Retirement Community at the former Edwina Mountbatten House care home site in Romsey.

Churchill Retirement Living welcome your feedback on proposals it is currently preparing a new high-quality retirement community at the former Edwina Mountbatten House care home site, located between Broadwater Road, Palmerston Street and Bypass Road in Romsey.

Churchill acquired the Edwina Mountbatten House following a detailed sale process, which was undertaken by the Edwina Mountbatten Romsey Memorial Trust, following their decision to close the former care home in July 2022.

We believe the site will make the perfect location for a new retirement community, close to Romsey town centre, the proposed development would bring additional footfall for town centre traders and increase local expenditure. A new retirement living development in this location would also meet the local need for new homes specifically for older people.

Churchill have positive history in Romsey having previously delivered two highly successful and popular retirement communities, at Abbey Lodge on Bridge Road, and Mottisfont Lodge located on Alma Road. These exemplify the need for, and viability of, this type of development and the benefits to the area.

Further details regarding our plans for the former Edwina Mountbatten House care home site, can be reviewed online via our virtual exhibition, launching on Monday 8 May until Sunday 14th May. You can also provide feedback online using the integrated feedback form. The website will be available to view online at:

www.consultwithyou.co.uk/churchill/romsey

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 'Romsey'.

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

SCREENSHOTS OF PROJECT WEBSITE



A new Churchill Retirement community in Romsey

Welcome

This consultation is presented on behalf of Churchill Retirement Living and invites you to provide feedback on our initial proposals to build a new high-quality retirement community at the former Edwina Mountbatten House care home site, located between Broadwater Road, Palmerston Street and Bypass Road in Romsey.

Churchill acquired the Edwina Mountbatten House following a detailed sale process, which was undertaken by the Edwina Mountbatten Romsey Memorial Trust, following their decision to close the former care home in July 2022.

We believe the site will make the perfect location for a new retirement community, close to Romsey town centre, the proposed development would bring additional footfall for town centre traders and local expenditure. A new retirement living development in this location would also meet the local need for new homes specifically for older people.

Churchill has a positive history in Romsey having previously delivered two highly successful and popular retirement communities, at Abbey Lodge on Bridge Road, and Mottisfont Lodge located on Alma Road. These exemplify the need for, and viability of, this type of development and the benefits to the area.

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



Your views

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

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

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

What is Retirement Living?

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

The apartments are purpose-built exclusively for sale to older people (specifically over 60's but with the typical purchasers being 79+ years old) with a package of estate management services.

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

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

Churchill Retirement Living has been awarded a 5 star rating in Customer Satisfaction by owners and over 90% of owners would recommend Churchill Retirement Living to friends and family.

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



Making a difference in the community

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

Maintaining independence in a supportive community

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

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

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.

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

Former Edwina Mountbatten House Care Home, Romsey

The site is the former Edwina Mountbatten House care home building on Broadwater Road, Romsey.

As mentioned on the Home Page, Churchill acquired the Edwina Mountbatten House following a detailed sale process, which was undertaken by the Edwina Mountbatten Romsey Memorial Trust, following their decision to close the former care home in July 2022.

The former care home site is in a well located and sustainable town centre location with a wide range of retail shops, leisure amenities and everyday services on its doorstep, as well as bus stops close to the site for trips further afield.

Churchill Retirement Living recognise that the site is an important location within a key gateway into Romsey Town Centre from the Bypass Road and sits adjacent to attractive buildings on Palmerston Street and Broadwater Road, such as the Prezzo restaurant and Palmerston Street Cottages.

The current building of the former care home is dated, having been built in late 1960's, and is in a poor state of repair externally and internally. The current building therefore detracts from the surroundings and the redevelopment of the site presents the opportunity to provide a betterment on this key gateway to Romsey town centre.

Interactive Map showing the location of the site



Images of the vacant former Edwina Mountbatten House Care Home site

Our Proposals

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

The proposal seeks to provide 46 apartments for retirement living.

As has been mentioned, the site has historically been used as a care home (use class C2). Churchill's proposals for retirement living apartments (use class C3) therefore present a very similar use to that previously consented on the site and the general principle of redevelopment is therefore accepted.

Those typically living in a care home require a high level of care, residents of a Churchill Retirement community live a very independent lifestyle without the same care needs. In many ways, living in a Churchill apartment is no different from living in any other home, but in an age friendly environment with a neighbourly support network.

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

Benefits

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

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

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

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

Car Parking

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

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

At this stage, the proposals include 46 retirement apartments, providing 14 unallocated parking spaces in addition to secure cycle and mobility scooter parking.

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

This research has shown that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. As such the parking demand is forecast to be in the region of 13 parking spaces.

Churchill is proposing 14 parking spaces at a ratio of 0.33 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.

Design Evolution

Churchill Retirement Living recognise that the site is an important location within a key gateway into Romsey Town Centre from the Bypass Road and sits adjacent to attractive buildings on Palmerston Street and Broadwater Road, such as the Prezzo restaurant and Palmerston Street Cottages.

The current building of the former care home is dated, having been built in late 1960's, and is in a poor state of repair externally and internally. The current building therefore detracts from the surroundings and the redevelopment of the site presents the opportunity to provide a betterment on this key gateway to Romsey town centre.

In recognition of the site's key location, Churchill has been evolving the proposed design with input from local professionals. This has included presenting the plans at a design review panel with Design West, the South West Design Review Panel made up of qualified architects, landscape architects and other development professionals. The design has evolved ahead of this public consultation following feedback from the Design Review Panel as well as initial discussions with Romsey Town Council representatives.

Further details on the proposed design are included below.

Need for retirement living in Romsey

The age profile of the population can be drawn from Census data. Test Valley, identifies an age profile with a mean age of 41.4 and a median age of 43.0. However, the figures identify that 29,720 are over the age of 60, equating to 25.5% of the current population of the borough. The 2011 Census data identifies that 3,932 homes within the borough are owned or shared ownership that belong to those aged 65 and over. Which is the biggest tenure category for the over 65's, with Social Rented as 1,299 and private rented or living rent free at 471.

The Test Valley Housing Needs Marketing Assessment (2022) indicates that over a 10 year period the older population within the borough is expected to increase by 24.5%, compared to an increase of 19.2% in England. Additionally, the 85+ age group is expected to increase by 64.6% which is almost double the population change in England (38.5%).

A key theme within the SHMA report (2014) is older person housing. The SHMA states that as of 2020, it was estimated that 22% of the population of Test Valley was aged 65 and over, this compares with 22% for the County, 20% regionally and 19% nationally (below).

Older Persons Population, 2020				
	Test Valley	Hampshire	South East	England
Under 65	78.1%	78.1%	80.3%	81.5%
65-74	11.5%	11.4%	10.3%	9.9%
75-84	7.4%	7.4%	6.5%	6.1%
85+	3.0%	3.2%	2.8%	2.5%
Total	100%	100%	100%	100%
Total 65+	21.9%	21.9%	19.7%	18.5%
Total 75+	10.4%	10.6%	9.4%	8.6%

ONS Mid-Year population estimates

The SHMA goes onto address housing solutions and it is noted that retirement apartments can prove very popular if they are well located in terms of access to facilities and services, and environmentally attractive (e.g. have a good view).

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

You can also see our virtual exhibition on the [exhibition tab](#).

Before and After slider



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Proposed site plan



Images showing proposed building elevations



Palmerston Street Contextual Elevation



Broadwater Road Contextual Elevation



Bypass Road A27 Contextual Elevation



Crosfield Hall Car Park Contextual Elevation

Virtual Exhibition

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



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

[Exhibition Boards](#)

Feedback

Thank you for taking the time to review our plans for the former Edwina Mountbatten House care home in Romsey.

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 brownfield site for retirement housing?

Oppose Tend to oppose Undecided Tend to Support Support



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

Oppose Tend to oppose Undecided Tend to support Support



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

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

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

7. Your details*

Your name

Your house number and street name

Your postcode

Your email

Your age range

Please select...




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

Please select... ▼

8. Please provide any further thoughts below

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

Please confirm you're not a robot*

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.



Register for interest in our new Retirement Community

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

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

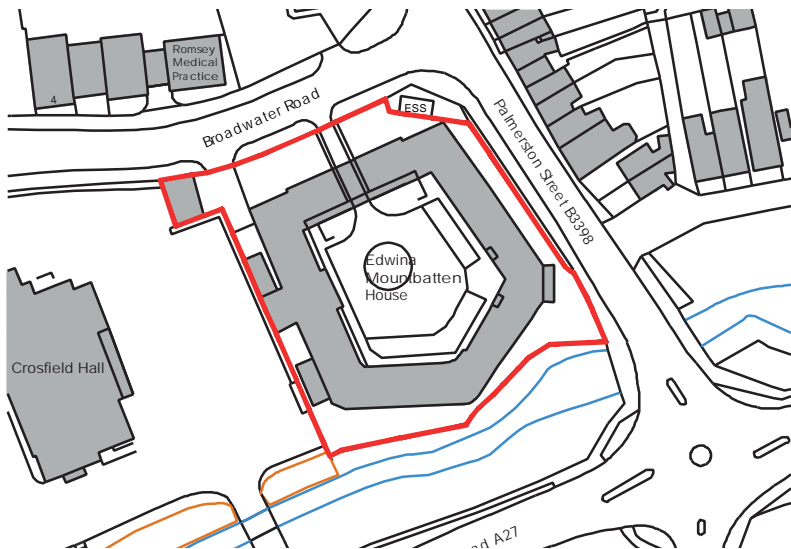


APPENDIX C

SCREENSHOT OF ADVERTISEMENT



ONLINE PUBLIC CONSULTATION



Churchill Retirement Living would like your feedback on proposals it is currently preparing for a high quality purpose-built retirement development at the site of the former Edwina Mountbatten House care home, between Broadwater Road, Palmerston Street and Bypass Road in Romsey.

You are invited to view the proposed plans online and to give your views via the following link, which will be live from Monday 8th to Sunday 14th May 2023:

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

Feedback can be left online using the integrated feedback form.

Churchill
Retirement Living 

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