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Churchill Retirement Living

Churchill Retirement Living

- Specialist housing for older people - “Retirement Living”
- Active, independent lifestyle
- In-house land buying, design, planning, construction, sales, management and re-sales/re-lets
- Manage over 200 developments (+8,500 apartments)
- Average age of purchaser - 81 years old
- Family run business - since 1994
- 5 Star HBF Customer Satisfaction
- WhatHouse - Best Retirement Home Developer 2023





HAPPI REPORTS - 1 to 6

- Highlight needs (all types and tenures)
- Raise the profile of social and economic benefits
- Promote genuine choice
- Identify barriers and opportunities to increase supply
- Enhance standards of design and management
- Exemplar Schemes and practice

HAPPI 1 - "Panel for Innovation"



HAPPI 2 - “Plan for Implementation” / HAPPI 3 - “Positive Ideas”

- Principal focus on barriers and opportunities
- Significant barrier was, and still is, Planning
- Little fiscal or other incentives to help increase supply/encourage new entrants (public and private sectors)
- Recommended Cabinet Office Task Force



10 Years on...

- Little Change!
 - Planning worse than ever?
 - No “help to rightsize” incentives
 - No incentive for new entrants into the sector
- But... Government Task Force on older People’s Housing (DLUHC and DHSC)



Great opportunity - Thanks largely to HAPPI

The Developer's Perspective

- “Consented Land” is the lifeblood of our business
- Land and Planning are intrinsically linked
- However:-
 - Need sites that meet Customer's needs and aspirations (established community; accessibility to shops services, public transport; interesting aspects; 3 storey or more).
- Design
 - Sell-able apartments
 - Build-able
 - Cost effective/viable (for develop and customer)
- “Mother Value”



The Developer's Perspective

- Still a long way to go. We need :-
- Proactive planning for specialist housing for older people
 - planning and housing policy “presumption in favour”
- Proper, robust housing needs assessment for all forms (types and tenures)
- Minimum 10% of all new housing to be specialist housing for older people (target 30,000 per annum)
- 10% of Homes England and GLA funding should be for housing for older people
- Allocation of sites
- Better Planning Balance

Conclusion

Still a long way to go, but thank goodness that HAPPI kick-started the focus on the housing needs and aspirations of our ageing population back in 2009.