

Hencote Continuing Care community

THANK YOU FOR THE OPPORTUNITY TO PRESENT TO YOU

There is an immediate need for 1,031 Extracare / Closecare units and 400 additional Care home beds in Shropshire TODAY.

Hencote will deliver a choice and range of specialist accommodation, providing the older sector of society with graduated and staged access to care at a level to meet their needs. It will include.

- 182 (1,2 & 3 bedroom) Extracare and Closecare apartments and bungalows
- 75-bed nursing home with specialist dementia unit
- Central amenities building - treatment and therapy rooms, pool and gym, lounges, restaurant, cinema room, communal gardens, landscaped setting
- Specialised graduated care for the elderly; domiciliary care for all

The £75 million project will create 155 new jobs, bring inward investment to Shrewsbury, boost the local economy, help transform care accommodation for the elderly in Shrewsbury and Shropshire, offering new lifestyle choices with bespoke care services.

The **vision**, a partnership between Senescura and LifeCare Residences, is to create a care environment which improves residents' independence and wellbeing.

Senescura - a locally based company established with the specific purpose of developing contemporary care provision in Shropshire. **LifeCare Residences** - experienced national and international operator in the care sector, specialising in later living and care accommodation.

There is a critical **current and forecast need** for this type of development across the UK, and specifically in Shropshire. The Hencote site is **suitably and sustainably located** to accommodate, these proposals, the first of their kind in Shropshire.

LifeCare Residences, Grove Place Hampshire



The Need for Specialised Accommodation with Care in Shropshire

There is an increasing need for privately delivered specialist housing with care, not just in Shropshire but nationally. Shropshire has over 50,000 people over 75; its population is ageing faster than elsewhere, 1 in 3 residents will be over 65 by the end of the decade, **Shropshire's elderly population is projected to rise by almost 50% by 2040.**

Shropshire Council recognises the requirement to increase supply to **enable older people to live in their own homes for as long as possible. However, many occupy housing which is too large and not fit for their needs as they get older.**

The few "sheltered housing" warden-assisted schemes in Shrewsbury provide no care on site. The other alternative, a move to a care home, is a **major and unattractive step from independent living**, a choice that's delayed too long until people have a fall, become ill and have to move.

A better alternative for a home owner is to be able to choose to live in specialised accommodation, providing independent living with staged access to care on-site as and when needed, where care can be graduated from low level at entry to more intensive provision as needed. **That is what Hencote will provide.**



In-depth assessment using Government accepted methodology shows a requirement for a further **1,031 units of Extracare / Closecare and 440 additional care home beds in Shropshire, at 2020.** Hencote will make a significant difference to this shortfall. If the assessment were undertaken using **Shropshire Council SHMA projections**, the need would be even greater. If proper allowance was made for **the high home ownership in Shropshire the unmet need for Extracare would be 1,743.**

- Shropshire has a **high level of home ownership and many residents can afford to make this choice**, if suitable accommodation were available.
- **The present situation does not offer this and Shropshire requires additional specialist housing** for older people.
- **The requirement is here and now**, particularly the provision of units for private sale or rent, where the existing supply is very low, in spite of high levels of home ownership.

Hencote Continuing Care Community A high quality facility for the people of Shrewsbury and Shropshire

Proposed village street through the scheme, showing lodges and two storey apartments

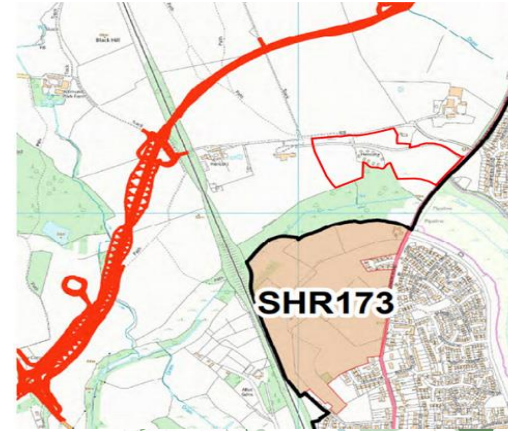
A Suitable and Sustainable Location

The **Continuing Care Community** will occupy the eastern part of the Hencote landholding adjacent to Ellesmere Road; it comprises unused land and the site approved for glamping. The winery and restaurant will continue fully operational, within the open setting of the vineyard.

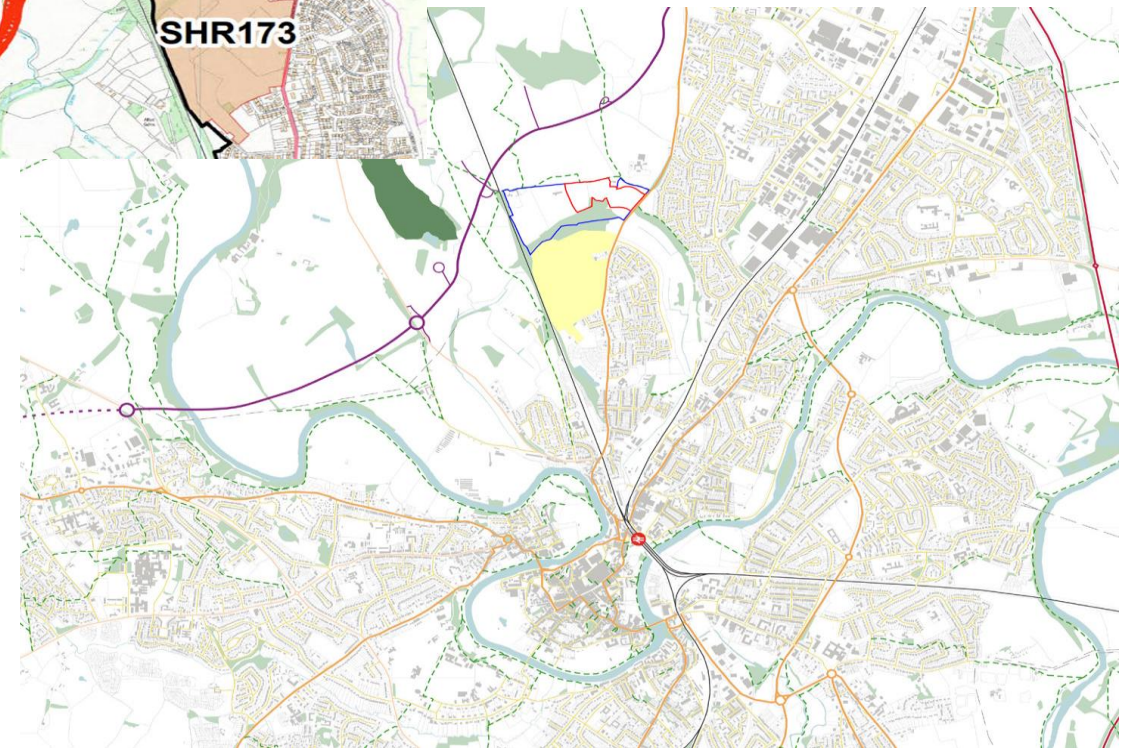
Hencote is particularly well located for delivering specialised care accommodation

- adjoining the present urban area, within the line of the proposed Relief Road
- near to the Mount Pleasant local centre and other facilities
- accessed directly from Ellesmere Road
- a key radial and public transport corridor
- linked into Shrewsbury town centre
- within reach of necessary facilities (hospital, GP surgeries and local food retail).

It is a sustainable location providing a unique, exceptional and safe environment for residents whilst maximising opportunities for integration into Shrewsbury.



A suitable and sustainable location, integrated into Shrewsbury



Site Assessment and Analysis

The following key issues have been comprehensively addressed;

- Access, connectivity and sustainable transport
- Topography and landscape
- Ecology and biodiversity
- Drainage and water quality
- Heritage and archaeology
- Ground conditions and services

The existing site access is satisfactory for the proposal. New footways on Ellesmere Road and a new traffic light controlled pedestrian crossing are proposed, enabling residents from the Mount Pleasant area to better access local footpaths. Public service buses are available for staff journeys **and the site management will operate electric minibuses for residents.**

This type of development does not generate peak hour traffic, there are no journeys to work or school runs. Traffic is low in volume and spread throughout the day, assisted by a Sustainable Travel Plan to minimise car travel. Approval of the N W Relief Road will reduce current traffic on Ellesmere Road.



The scheme will occupy the eastern part of the site, adjacent to Ellesmere Road, incorporating the existing and approved glamping area.



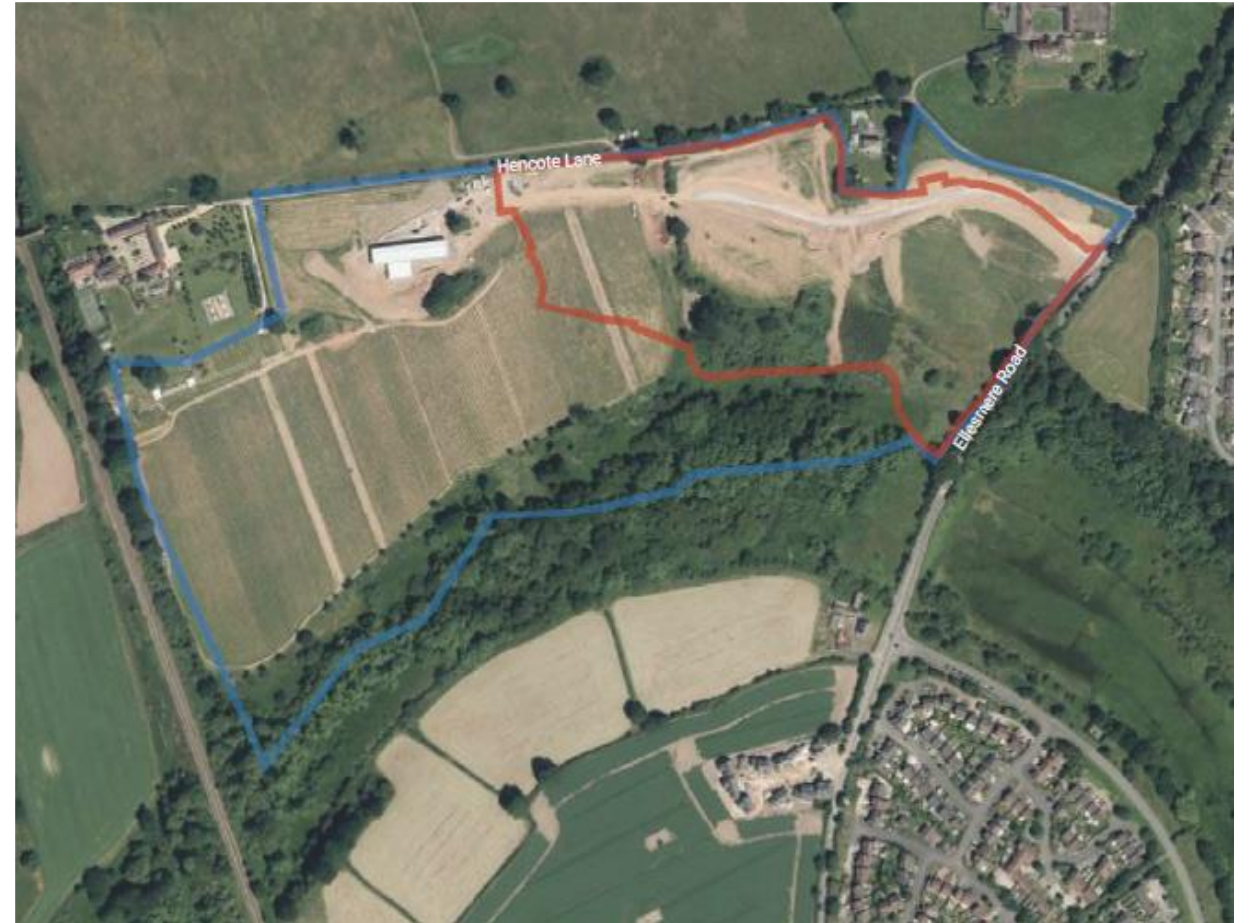
Site Assessment and Analysis

Topography and Landscape Assessment has informed the layout, design, building heights and locations, safeguarding existing trees. New tree planting will create a green framework for visual reasons and habitat creation.

Ecology, Drainage, Water Quality and Heritage The woodland area to the south is unaffected. A detailed habitat appraisal over a full season **has enabled sensitive areas to be protected, with a habitat management plan to achieve 10% bio-diversity enhancement.**

The Drainage strategy will create water bodies, wetland and fen, integral to the biodiversity plan.

The Aerial photograph shows how the scheme (within the red line) fits into the least sensitive parts of the site, where ground clearance has previously occurred, and occupying the approved glamping area.



The Proposal



Extracare and Closecare units are proposed on the level parts of the site, and carefully stepping down the slope, with the ground floors set into the topography. They are 1, 2 and 3 storeys.

A range of on-site facilities accommodated within an amenities building, including leisure pool and therapy areas, medical and wellbeing, with restaurant, lounges, meeting rooms, cinema, indoor leisure activities.

The Care Home / Dementia unit is in the lowest but most accessible part of the site, just south of the Ellesmere Road site entrance, with more intensive levels of care, its own dining areas, treatment and medical areas.

A network of routes will facilitate walking throughout the site so residents can enjoy the varied landscape, wildlife and outdoor elements that Hencote has to offer, sensory gardens, activities / bowls, nature walks etc.

Initial design options:



The Proposal

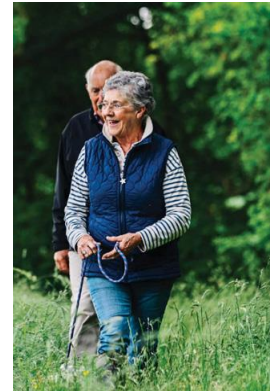
The Hencote 'Home for Life' approach enables people to live in attractive accommodation with self-containment and independence, but access to on-site care, fitness and well-being.

It will offer;

- *on site medical and care staff (24 hours)*
- *fitness, therapy, pool, gym, treatment rooms, dietary, mental and physical well-being, fitness advice and assistance.*
- *restaurant, lounge, bar, meeting rooms, cinema, library and coffee areas*
- *electric minibuses providing access to local shopping, trips into Shrewsbury and outings.*
- *clubs and activities (on-site and Shrewsbury-wide)*
- *bowls, croquet, indoor and outdoor spaces*
- *nature trails, woodland and water-side walks*

Benefits delivered

- *Reduced incidence of falls, accidents and other injuries that need medical attention*
- *On site care reduces need for emergency hospital attention and admission*
- *Reduced patient spells in hospital, early return into a cared environment*
- *On site care reduces GP visits*
- *Reduced costs to the NHS*
- *Taking pressure off Shropshire Social Services*
- *Complements 'Home First' approach*



Landscape Setting, Ecology and Biodiversity of benefit to people and wildlife.

Open space network footpaths, connectivity with nature and the outdoors, physical and mental well-being. **10% increase in biodiversity across the site.**



National Government policy

- **Laying the Foundations: A housing strategy for England 2011**
- **Government funding Initiative to stimulate the Provision and Modernisation of Specialist Housing for Older People 2012**
- **The Care Act 2014**
- **Fixing our broken housing market. Government White Paper 2017**
- **Communities and Local Government Committee 2018 “Housing for Older People”.**
- **National Planning Policy Framework (NPPF) 2018 updated in 2021**
- **Government Planning Practice Guidance (PPG) June 2019**

All the policies flag the increasing percentage of older people;

3 million homes under-occupied in England, many by older people;

the multiple benefits of specialised accommodation for older people;

significant savings to the NHS and social services

A strong and compelling body of independent research and studies also draw the same conclusions.



Economic, Social and Environmental Benefits

Hencote will deliver the NPPF 3 strands of sustainable development

SOCIAL

Health care and specialist housing delivery benefits, meeting the national and local need in Shropshire.

Beds in hospitals are blocked by elderly people. Care communities provide a safer environment. **They relieve pressure on the NHS.**

3 million homes in the UK are under occupied, a major contributor to the national housing crisis.

By releasing equity in their homes, future care becomes self-funding and older people are not a financial burden on the system.

Pressures on health care workers and the NHS eased by care provided in specialised facilities; care is at hand and anything more serious can be tackled swiftly



Benefits – Continued

A three-year study conducted by Aston University in 2015 found:

DEMAND ON NHS REDUCED

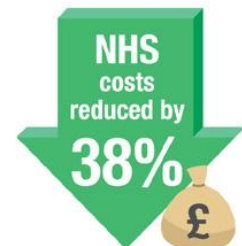
NON-RETIREMENT VILLAGE RESIDENT

From **8-14** days in hospital



RETIREMENT VILLAGE RESIDENT

to **1-2** days in hospital



19%
of initially 'pre frail'
residents returned to resilient
within 18 months of occupation



ECONOMIC

155 permanent jobs, £75 million of inward investment into Shrewsbury and Shropshire economy.

The construction stage generates **460 jobs over a 2 year period**

Five years ago Shropshire spent 46% of its annual budget on social care. **The forecast this year is over 70% (source; Shropshire Full Council report February 2021).** Private sector care delivery can assist this looming crisis.

ENVIRONMENTAL

Hencote will release 180 /200 homes onto the local housing market, reducing the need to release green field land elsewhere.

75% of staff come from the local area, avoiding the need for a lengthy commute. Access by public transport - key bus route.

Electric minibuses for staff and residents Low car use. **Energy-efficient with low carbon impact, water efficiency, low polluting.**

Habitat creation and management, 10% increase in biodiversity. Extensive new tree planting, carbon reduction.

Local Shropshire Policy

Core Strategy / Site Allocations and Management of Development Plan flag 42% increase in the older sector but do not allocate sites. Following policies provide a basis for supporting Hencote.

CS1, 2 and 3 direct development to sustainable locations.

CS5 (Countryside and Green Belt) enable schemes that bring economic and social benefits.

CS6 (Sustainable Design and Development Principles)

CS10 and 11 (type and Affordability of Housing)

CS13 (Economic Development, Enterprise and Employment)

CS17 (Environmental Networks)

Site Allocations and Development Plan Policy MD1 and S16 allocate sites and provide for **windfall opportunities**. Hencote is a suitable, sustainable and necessary windfall opportunity for a specialised type of development that is not being delivered elsewhere.

Shropshire Local Plan Review flags the need to provide for the high proportion of elderly people.

SP1 The Shropshire Test – Hencote meets every one of the Tests

SP2 Supports the delivery of specialist housing for older people.

SP5 (High Quality Design), create better places, improve sustainability, and well-being.

SP9 (Managing Development in the Countryside) allows “Required community uses and infrastructure which cannot be accommodated within settlements”.

SP10 (Shropshire Economic Growth Strategy) supports enterprise, diversifying the local economy, delivering sustainable economic growth and investment.

DP1 (Residential Mix) Residential development will be expected to provide a mix, including older people in accordance with the Strategic Housing Market Assessment (SHMA).

DP30 (Health and Wellbeing) and **DP13 (The Natural Environment)**

North West Relief Road In recognising the potential development opportunities the delivery of the NWRR may present, **windfall proposals for commercial purposes will generally be supported** where suitable access can be provided, where proposals are in line with the policies of the Local Plan.

Shrewsbury Big Town Masterplan

... bold and ambitious ... create new opportunities for businesses, residents and visitors ... attract investment and jobs into Shrewsbury...
... strengthen the sense of place ... creating new places which reflect Shrewsbury's ambition for the future...

As the Town Council Leader said at the time – “Shrewsbury is already a very special place and through this plan we want to ensure that our outstanding heritage and natural environment is enhanced and celebrated, whilst increasing what the town can offer to people of all ages and backgrounds”.

Our vision is that Hencote Continuing Care Community will become a special place, creating a new neighbourhood of which Shrewsbury will be proud, connected into the town centre, so residents can enjoy everything that Shrewsbury's special town has to offer. The scheme will bring new business and international investment, create new jobs, increase spend, boost local businesses and suppliers.

“This will be a beacon of excellence which will place Shrewsbury on the national map for the quality of its social care provision at a time when we are desperately short of solutions to our care crisis.” (Andy Stevens, chairman of Senescura)

THANK YOU

