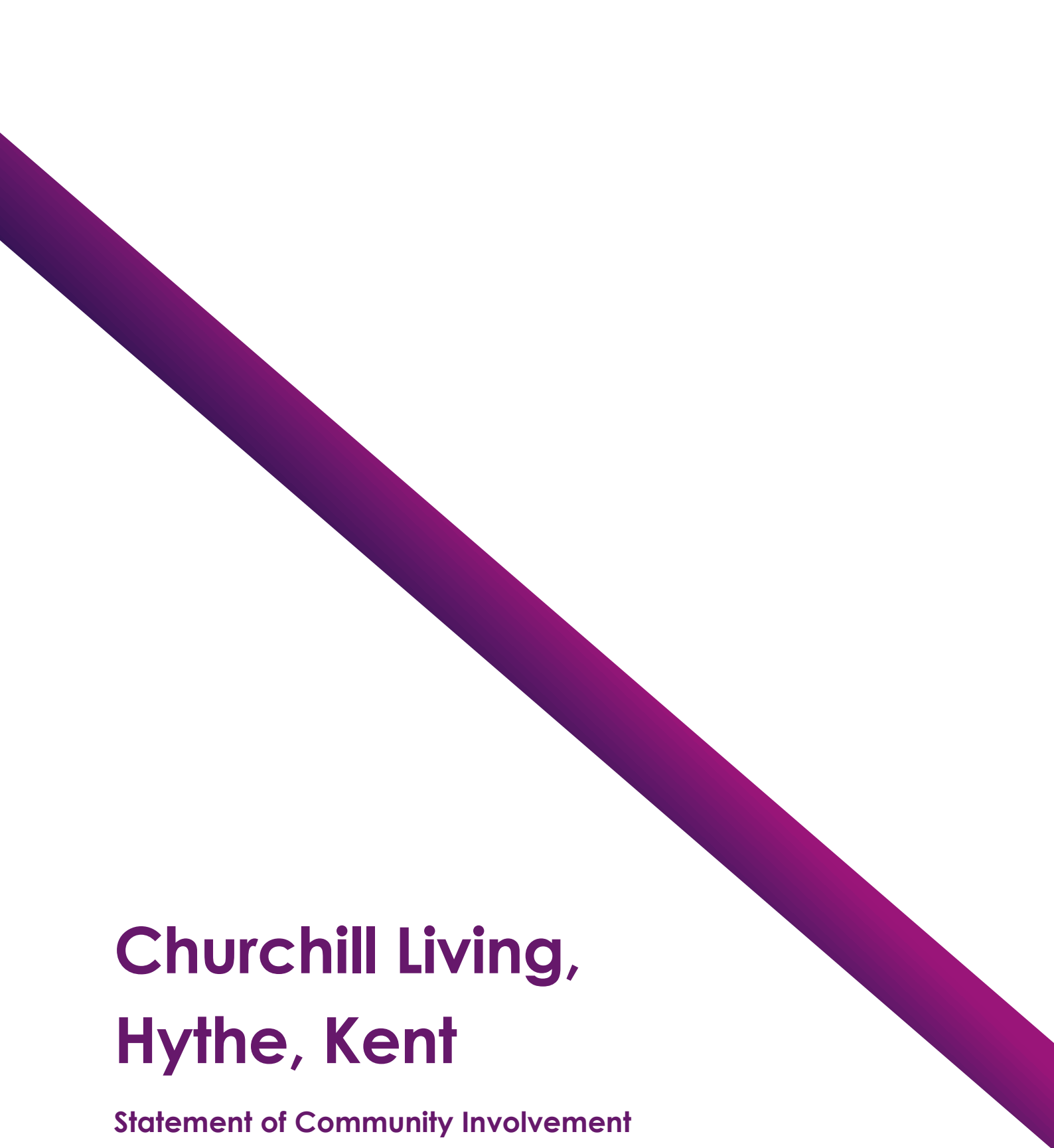
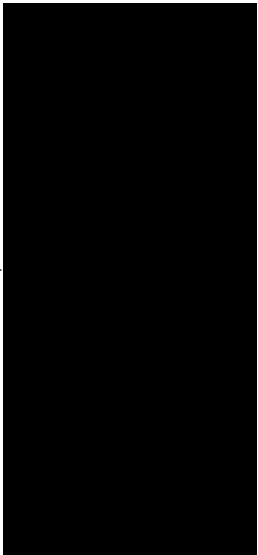




Churchill Living, Hythe, Kent

Statement of Community Involvement

June 2026

Documentation Production Record			
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1.0 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 Living (CL) for a high-quality retirement living community at the vacant former Aldi supermarket on High Street, Hythe.

Churchill's proposals are a significant opportunity to comprehensively regenerate this key town centre brownfield site, replacing the vacant building with a high-quality retirement living community and new retail units providing 179 sqm of commercial floorspace fronting the High Street and Town Square, improving the setting of this important civic space.

Churchill's proposal is for a sensitively designed high-quality apartment building consisting of 32x one-bedroom and two bedroom retirement apartments alongside a guest suite and two standalone retirement cottages.

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

An engagement programme was developed by DevComms, which utilised a range of methods to engage with community stakeholders, in particular the local residents who live within close proximity 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 Living.

2.0 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 preapplication 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

Folkestone & Hythe District Council's Statement of Community Involvement was adopted in 2022.

It sets out the ways in which the council will consult with local stakeholders surrounding development. It also states the ways in which the council itself would like to be consulted on by developers.

6.4" Applicants for all proposed developments are encouraged to discuss their proposals with those likely to be affected or to express an interest in an application. For larger or particularly sensitive developments, applicants are encouraged to consult with the local community prior to making a request for pre-application advice to the council and/or submitting a planning application."

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 the 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 privacy statement 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 Folkestone & Hythe District Council and has been anonymised.

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.

3.0 OVERVIEW OF ENGAGEMENT

3.1 Political Representatives

Local political representatives were sent email briefings on the 22 April which detailed the site plans as well as offering them a follow up session that would offer an opportunity for further discussion. The below political representatives received emails:

- Councillor Jim Martin (Green) – Leader of the Council, Site Ward Member, Hythe Ward
- Councillor Tim Prater (Liberal Democrat) – Deputy Leader of the Council
- Councillor Rich Holgate (Green) – Site Ward Member, Hythe Ward
- Councillor Anita Jones (Green) – Site Ward Member, Hythe Ward
- Councillor John Wing (Green) – Adjacent Ward Member, Hythe Rural Ward
- Councillor Jeremy Speakman (Green) – Adjacent Ward Member, Hythe Rural Ward
- Councillor John Wing (Green) – Adjacent Ward Member, Hythe Rural Ward
- Councillor Rebecca Shoob (Green) – Cabinet Member for Housing and Homelessness
- Councillors of Hythe Town Council

At the request of local representatives, a meeting was arranged on the 20 May 2026 with members of Hythe Town Council as well as ward members of Folkestone and Hythe District.

3.2 Local Groups

Local groups such as Hythe Civic Society and Hythe Business and Tourism Association also received email briefings, which detailed the site plans as well as signalling them to the online project website where comments and feedback was welcomed.

3.3 Local Residents

A two-page A4 letter was circulated to approximately 332 addresses on the 12 May 2026. The letter was attached with the tagline "Information about Churchill Living development proposals".

The letter informed local residents of the site, the proposals and provided background on Churchill Living.

The circulation of the letter was based on a consultation area that was agreed with Planning Issues based on an assessment of properties who were deemed to be directly impacted by the proposed scheme.

The letter invited residents to provide feedback via an online feedback form which could be found on the dedicated website.

It is important that during the meeting held with local representatives, a member of the team circulated physical boards to the local library at request of the Hythe library.

A full copy of the A4 letter and the consultation area can be found in the Appendix A.

3.4 Press Release

A press release was circulated amongst the Kentish Express, Kent Live and Kent Online on 18 May 2026. The press release contained information about the proposals and the project website. On the 19th May 2026 Kent online published the article on their online news website.

A copy of the press release can be found in Appendix B.

3.5 Website

A dedicated website was launched on 18 May 2026 to provide information on the project; the website also contained an online feedback form which was live during the consultation period from Monday 18 May to Sunday 31st May 2026; and continues to be available.

The dedicated website has had 396 views from 122 users during the consultation period.

4.0 FEEDBACK AND COMMENTS RECEIVED

The consultation period which lasted from Monday 18 May to Sunday 31 May 2026, informed residents of the proposals as well as offering opportunities to provide feedback. Opportunities to provide feedback were provided within the dedicated project website.

The project website gained a total of 396 views throughout the consultation period, with 122 of which being active users. The majority of users viewed the home pages, proposal page and the design page with fewer users navigating to the feedback section of the website.

The consultation was directly advertised to 332 addresses adjacent to the site via a letter delivered in an envelope with the tagline “Information about Churchill Living development proposals”.

Despite the above, the issue of a press release and the website receiving 396 views, there were only 13 feedback forms received. Not all of the respondents answered all questions.

Responses to the consultation are detailed 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?**

Comment		Combined
Not Important at all	4	4
Not Important	0	
Undecided	1	1
Important	4	7
Very Important	3	
Total 12		

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?

Comment		Combined
Not Important at all	4	5
Not Important	1	
Undecided	1	1
Important	4	6
Very Important	2	
Total 12		

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

Comment		Combined
Oppose	1	2
Tend to Oppose	1	
Undecided	1	1
Tend to Support	3	9
Support	6	
Total 12		

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

Comment		Combined
Oppose	1	4
Tend to Oppose	3	
Undecided	3	3
Tend to Support	3	5
Support	2	
Total 12		

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

Design comments were provided by 12 of 13 respondents, which can be grouped into four themes:

- Parking & loss of public car park
- Design character & appearance
- Scale, density & overdevelopment
- General Supportive comments

Questions 6 and 7 were related to personal information and therefore have been omitted from the analysis.

8. Please provide any further thoughts below

Below is a summary of comments made within the freeform section of the feedback form:

- Loss of public car park & town centre footfall (3 mentions)
- Impact on neighbouring properties at Mount Street Mews (2 mentions - overshadowing/daylight/privacy on the cottages)
- Supportive comments (4 mentions, including the Hythe Civic Society's formal response noting broad support but flagging the car park and the Town Square mosaics)
- Comment regarding design character
- Question need for retail units given perception of existing shop vacancies
- Alternative use suggestions (cinema)
- Query regarding likely pricing of homes
- Query regarding build programme and construction impacts (dust, deliveries, worker parking)

5.0 RESPONSE TO COMMENTS RAISED

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

Retirement Living Parking

The proposal includes 11 unallocated parking spaces for the apartments and 2 dedicated parking spaces for the retirement cottages, with an internal mobility scooter store.

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.

As retirement living is a very different operational use than residential or care home developments, Churchill has developed an evidence base across several existing Churchill developments. This concludes that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. This scheme is proposing a parking ratio of 0.34 spaces per apartment, which is higher than the identified demand.

Loss of Parking

There are currently 85 parking spaces in the Mount Street Car Park. However part of the car park is owned by Aldi and so forms part of this application.

The remaining car park is owned by the Council and outside of this application.

An indicative Parking Layout Plan is included with this application demonstrating how the car park could be reconfigured to provide 42 parking spaces.

Parking surveys were undertaken across 4 main town centre car parks on Friday 24 and Saturday 25 April 2026, comprising the existing Mount Street Car Park, The Paddocks, Military Road Car Park, and Portland Road Car Park.

The busiest period for Mount Street car park was at 12.30 on a Saturday. At this time, the displaced parking spaces from Mount Street can be accommodated within the other public car parks surveyed. At other times of day, there is more than sufficient capacity in the other town centre car parks.

This conclusion also reflects the surveys that accompanied the previous planning application for this site, the conclusions of which were accepted by the Highway Authority.

Overall, whilst the redevelopment will result in a loss of town centre parking, there is sufficient capacity elsewhere to accommodate local parking needs. The loss of parking should be considered against the very wide ranging benefits of regenerating this town centre site, generating additional local footfall and meeting local housing needs, among other significant benefits.

Design

Churchill Retirement Living recognise that the site is an important location within a key part of Hythe Town Centre.

The current building of the former Aldi supermarket is a large and dated building. The redevelopment of the site presents the opportunity to provide a betterment to Hythe town centre.

The key design strategy is to break the overall mass of the building into distinct design elements, creating traditional shop fronts, and the appearance of different buildings rather than a single large block. This helps to integrate the development more comfortably into the surrounding streetscape.

Importantly, Churchill's design reduces the overall height of the building when compared to the supermarket building. The proposed architecture draws directly from local vernacular features, and includes a mixture of materials and design features, providing a building of suitable scale and appearance.

The height and scale of the buildings have also been considered in conjunction with neighbouring properties, with the relationship between the proposed buildings and neighbouring properties, assimilating with the town centre environment.

Amenity impact on Mount Street Mews

Adjacent to properties on Mount Street it is proposed to provide two semi-detached retirement living cottages. The cottages, which will be separated by Mount Street and the footpaths on either side of the road, will be two storeys in height, arranged in an L shape with a pitched roof providing gable ends on the South, West and Northern elevations.

The east elevation of the cottages facing Mount Street is a blank elevation without fenestrations facing Mount Street Mews to ensure that there is no overlooking.

The existing tall stone boundary wall that forms a boundary to the site with Mount Street is to be retained and the cottages will be situated behind the existing wall.

It is therefore considered that the proposed cottages are in keeping with the local architecture and adjacent uses and will not give rise to unacceptable amenity impacts.

Need for retirement living

People are living longer lives and the proportion of older people in the population is increasing. Across England, the 2021 Census showed around 18% of people were aged 65 years and over. This is a higher percentage than ever before.

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.

The 2021 Census shows that between 2011 and 2021 there has been an increase of 22.7% in people aged 65 and over in Folkstone and Hythe. The 2022 sub national population projections show that between 2022 and 2047 the greatest population increase in Folkstone and Hythe is predicted in those aged 80 and over.

The Council's Strategic Housing Market Assessment (December 2016) identifies a need for between 2,412 and 1,279 units of older persons accommodation in the district until 2037.

Need for retail units

The provision of retail units reflects the site's prominent location on Hythe High Street and would provide an active use fronting the town square.

We understand that retail units on Hythe High Street are often let quickly with proven demand for such units.

Construction Management

A Construction and Environmental Management Plan (CEMP) will be submitted as part of the planning application. This will be agreed with the council prior to any onsite demolition or construction works commencing.

The CEMP would cover routes for construction traffic and set out any mitigation required.

The Site Manager will be responsible for keeping neighbours adjacent to the development informed of the construction progress, particularly with regards to when high frequencies of deliveries are expected. In this respect, the Site Manager will ensure that there is adequate liaison.

Construction programme

It is anticipated that the build programme will be approximately 18 months.

6.0 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 were made available to local residents and stakeholders to provide comments.

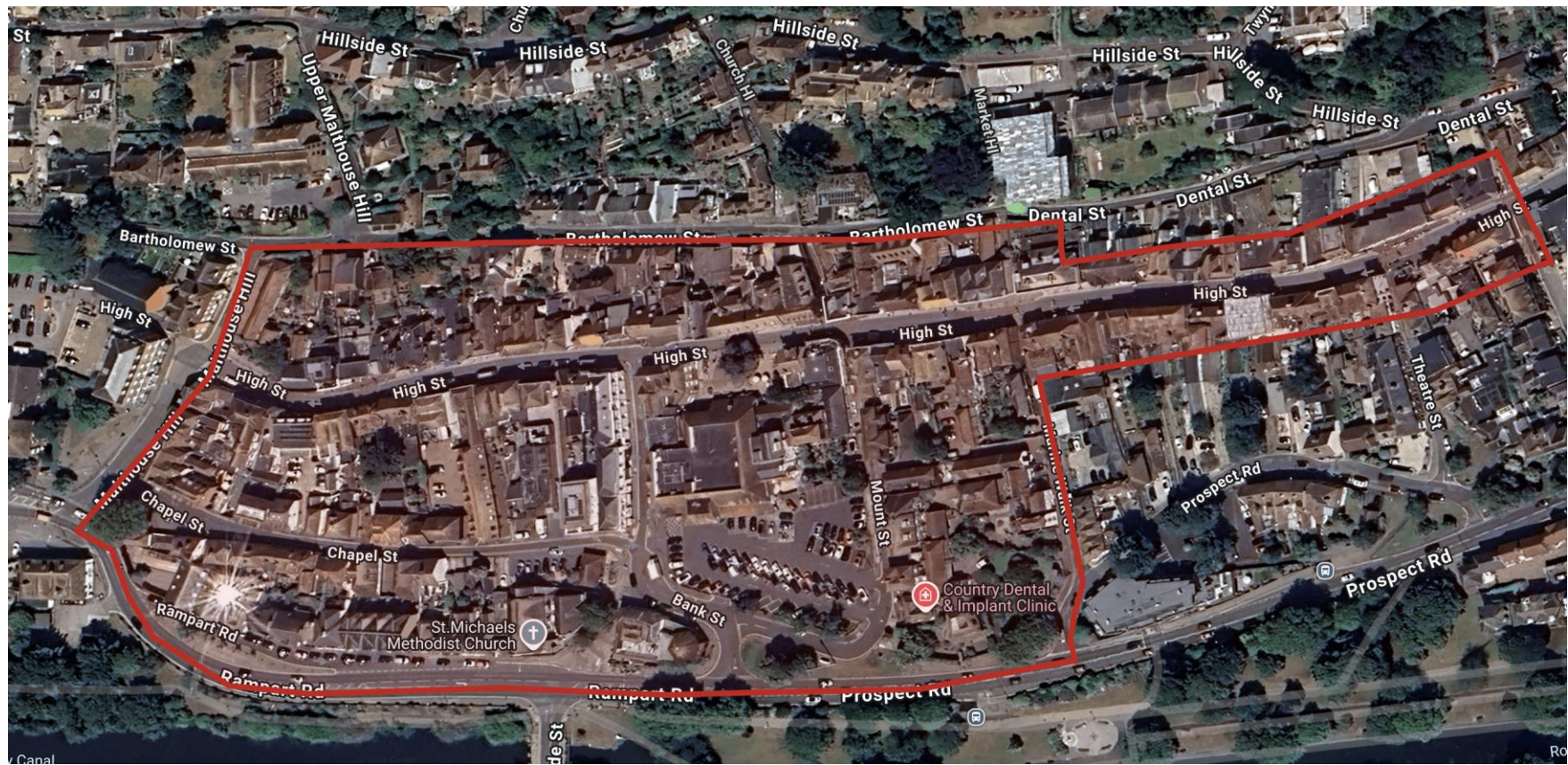
Consultation invites were sent to 332 residential and business addresses in the local area, and the consultation was promoted via the local press. The website received 396 views from 122 users during the consultation period.

The feedback received contained a balance of views with some support for the development, as well as some comments surrounding parking.

Going forward Churchill Living is committed to continuing to engage with the local community and to work together to resolve concerns as far as possible.

APPENDIX A

COPY OF LETTER TO
RESIDENTS AND THE
CONSULTATION AREA



SAMPLE COPY OF LETTER

12 May 2026

Dear Neighbour,

Invitation to comment on Churchill Living proposals for a new retirement living development at the former Aldi Supermarket, Hythe.

Churchill Living is preparing proposals for a new retirement living development at the vacant former Aldi supermarket on Hythe High Street, delivering a new retirement living community alongside new retail units at the heart of the town centre.

Our emerging proposals

Churchill Living's emerging vision for the site includes:

- A high-quality independent retirement living community of 32x one and two bedroom retirement apartments alongside a guest suite and two standalone retirement cottages.
- New retail units providing 165 sqm of commercial floorspace, fronting Hythe High Street and the Town Square.
- Replacing the vacant Aldi building with a high quality development, and greatly improving the setting of the Town Square in Hythe Town Centre.
- Generating additional footfall in the town centre and help to deliver uplifts in local expenditure at local shops and businesses in Hythe.

Have your say

Further details regarding our plans for the site can be viewed online via our project website, launching on 18 May 2026 until 31 May 2026.

The website will include information on Churchill Living, the site and Churchill's proposals. The website will include an integrated feedback mechanism so you can provide feedback at your convenience.

P.T.O

You will be able to view the website online at:

www.churchill-hythekent.co.uk

(launching on Monday 18 May)

If you are unable to view the plans online, we would be happy to provide physical copies of the consultation information. If you require these, you can contact DevComms, our community representatives, via freephone at 0800 080 3266, or by email at churchill@devcomms.co.uk (please reference 'Hythe - Kent' in the subject line).

Thank you for taking the time to provide feedback on our proposals, and should you want further information on Churchill Living, please visit www.churchill-living.co.uk.

Yours faithfully,

Planning Issues

APPENDIX B

COPY OF THE PRESS
RELEASE



18 May 2026

Churchill seeks feedback on plans for new retirement development in Hythe – [Home - Churchill Living - Hythe Kent](#)

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

The proposal seeks to redevelop the former Aldi Store, regenerating this town centre site to create circa 32 attractive, high quality one and two bedroom apartments, 2 retirement cottages and new commercial units fronting the Town Square.

The apartments and cottages will be for sale to local over 60s who want to maintain their freedom and independence as they get older whilst enjoying the safety, support and social life that comes with being part of a later living community, in a town centre location. These properties would provide the benefits of security and peace of mind, with a Lodge Manager, a 24 hour Careline system, a sociable Owners' Lounge, and a Guest Suite for visiting friends and family.

Churchill's plans for the development will be available for public viewing through this live consultation link which will be active from 18th May until 31st May: [Home - Churchill Living - Hythe Kent](#)

Feedback can be left using the feedback form on the website.

A Churchill Living spokesperson said:

"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 our plans to regenerate this previously developed site in the heart of Hythe. Delivering new homes in this well-connected location will help to regenerate Hythe town centre, and reduce the need for greenfield development to meet the urgent demand for new homes locally. By giving older people in and around Hythe the option to downsize, it will also 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."

According to independent research, the proposed development would bring around £264,000 per year of extra spending to the local high street¹ as apartment owners regularly use local shops and services. It would also help to generate around £154,000 of savings each year² for local health and social care services by enabling older people to enjoy a healthier, safer and more independent lifestyle.

-Ends-

¹ Homes For Later Living '[Silver Saviours](#)' report, 2021

² Homes For Later Living '[Happier & Healthier](#)' report, 2019

**About Churchill Living:**

[Churchill 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. 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 Living Group has built and continues to manage over 200 developments located throughout the country. An award-winning, family run British company, Churchill has achieved multiple top WhatHouse? Award wins over the years, including Gold for 'Best Retirement Home Developer' for three years running since 2023. The Company has received the maximum five-star rating in the independent HBF Customer Satisfaction Survey eleven years in a row, and was also named in The Sunday Times Best Places to Work 2023 where it ranked in The Top 10 Best Big Organisations to Work For.

APPENDIX C

SCREENSHOTS OF
CONSULTATION WEBSITE



Churchill Living Hythe, Kent

Churchill Living is bringing forward proposals to redevelop the vacant former Aldi supermarket on Hythe High Street, delivering a new retirement living community alongside new retail units at the heart of the town centre.

Welcome

Churchill Living is bringing forward proposals to redevelop the vacant former Aldi supermarket on Hythe High Street, delivering a new retirement living community alongside new retail units at the heart of the town centre.

Churchill's proposals are a significant opportunity to comprehensively regenerate this key town centre brownfield site, replacing the vacant building with a high-quality retirement living community and new retail units fronting the High Street and Town Square, improving the setting of this important civic space.

Churchill's emerging vision for the site includes:

- A high-quality independent retirement living community of 32 one and two bedroom retirement apartments alongside a guest suite and two standalone retirement cottages.
- New retail units providing 165 sqm of commercial floorspace, fronting Hythe High Street and the Town Square, reintroducing active retail frontage at the heart of the town.
- Replacing the vacant Aldi building with a high quality development, and greatly improving the setting of the Town Square in Hythe Town Centre.
- Generating additional footfall in the town centre and help to deliver uplifts in local expenditure at local shops and businesses in Hythe.

As well as bringing a vacant town centre brownfield site back into productive use, the proposals will deliver significant social, economic and environmental benefits for Hythe, restoring vitality to this key location on the High Street.

This website provides a wide range of information regarding the site and our plans, as well as details about Churchill Living's retirement communities. You can review this information using the tabs on this website.



Your Views

We would 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 Folkestone & Hythe District Council.

You can see more information on this website and by downloading our consultation boards.

[View our proposals](#) 

Benefits



Regenerating the area

The proposals would bring this vacant brownfield town centre site into positive and beneficial use, and make a significant contribution locally in terms of social, economic and environmental benefits.



Supporting local businesses

The site is extremely well-located to shops and essential services in Hythe. Providing a new residential development in this central location will help deliver a significant uplift in local expenditure at local shops and businesses.



Meeting the needs of older people

By moving to a Churchill Living 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 demand on the health services

Retirement communities reduce the risk of health challenges as residents generally remain in better health, both physically and mentally, in comparison to traditional, often older accommodation. There is level access throughout, significantly reducing the risk of trips and falls, which is one of the greatest costs to the NHS.



Freeing up 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, this helps release many larger, second-hand properties back onto the market for local families to move into. In turn smaller homes are also released which are suitable for first-time buyers.



Sheila Burch
Manns Lodge (Cranleigh)

“

The location of my new apartment couldn't be better, we're right next to the High Street and everything we need is on our doorstep. I lived a bit further out before, and whilst I can still drive at the moment it's nice to know that I won't have to rely on the car in future.

”

“

I previously lived in a three-bed semi-detached house just 500 yards away from Invicta Lodge. Moving here is the best thing I ever did, my apartment is just right and it's nice to have a bit of company around me as well as safety and security.



Michael Pope
Invicta Lodge (Westwood Cross)

”

Retirement Living

Churchill Living is an award winning, family run company specialising in building and managing communities designed exclusively for the over 60s. Churchill Living communities enhance and support a low maintenance lifestyle while offering a safe and secure retirement that provides peace of mind.

Established in 2003, Churchill is proud to be a market leader in the provision of private retirement apartments for sale exclusively to the over 60s. Churchill has been awarded a 5 star rating in Customer Satisfaction by owners, and over 90% of owners would recommend Churchill Living to friends and family.

The decision to purchase a Churchill Living home is typically needs-driven, with our residents seeking greater security, independence and peace of mind. Many customers choose to move

when their existing property is no longer suitable; or when they can no longer easily access shops and services they rely on; or when the loss of a partner has given rise to a sense of loneliness.

Moving to an age-friendly Churchill community of like-minded people enables residents to retain their independence and enjoy an active lifestyle. This supportive environment significantly reduces feelings of isolation and loneliness, and eases the burdens of maintaining a property that no longer suits their needs. Each apartment has its own front door, a modern kitchen and shower room, and in some cases, direct access to beautifully maintained communal gardens. Many also benefit from a 'lock up and leave' lifestyle, perfect for weekends away or extended holidays.

A full-time lodge manager and maintenance team provide reassurance and convenience, taking care of all communal upkeep and garden maintenance. This allows residents to spend less time on time-consuming household tasks and more time enjoying life with friends and family.

Specialist retirement housing offers wide-reaching benefits that meet the three pillars of sustainable development – economic, environmental, and social. These benefits apply to individuals, local authorities, and the wider community.

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





Robert Norrington
Beck Lodge (Park Gate)

“

I moved from a big house with a big garden that I could no longer cope with. After my wife died I'd been living there on my own for many years. My health was going downhill and I'd had some serious falls and been in and out of hospital. However, since moving to Beck Lodge I haven't had any falls, my health is so much better and I'm able to live independently. Before I just managed, but now I'm enjoying life again!

”

“

I've always lived near to Fareham but now I'm right in the centre of things and it's such a great location, with all the shops and the doctor's surgery all on my doorstep. I have a beautiful new apartment and more time on my hands to do the things I enjoy, like volunteering for a local charity.



Eileen Hutchings
Thackeray Lodge (Fareham)

”

Research published by **Homes For Later Living** has shown that a typical retirement development, of approximately 45 units, delivers the following significant benefits for the economy, local housing market and the health and wellbeing of the whole community.



£500,000 of local spending per year, £347,000 of which is spent on the local high street



Savings to health care services of approx. £3,500 per occupant annually, amounting to £156,500 /yr



Results in 80 additional moves further down the housing chain.



Release 27 first time buyers onto the market.



85 construction jobs



6 permanent jobs once operational

A welcome development – UK-wide polling shows that **68%** of people would approve of retirement housing being built near them, compared to **45%** approval for conventional apartments.

The increasing need for later living homes

As a result of advances in technology, healthcare, and lifestyle, we are living longer and are often healthier well into later life.

By 2032 there will be five million people over eighty living in the UK and each year around 700,000 people turn 65 years of age, 90% of projected house growth in the coming decades is therefore set to be amongst those aged 65 and over, taking the total number of homes owned by those aged 65 and over from 3.9 million today to at least 5 million by 2030.

It is estimated that there are approximately 3 million people in the UK over the age of 65 who want to downsize.

However, there is already a shortage of homes specifically designed for later living and this is exacerbated by delivery of new retirement living communities being well below demand. On average, just 8,000 retirement properties are built per year in the UK, with retirement living accounting for just 2% of all new homes built since 2000.

[Too Little Too Late Report](#) ↗

Silver saviours – Supporting the High Street and local economy

All Churchill Living lodges are located within half a mile, and on a flat route, to a town or city centre, meaning they are extremely well-located to enable occupants to visit local shops and essential services, often on foot or by mobility scooter.

The occupants of retirement living typically have a good level of disposable income, having downsized and released considerable equity, and tend to shop frequently. The spending power of the 'grey pound' has the unique ability to revitalise local high streets, delivering a significant uplift in local expenditure and footfall. This in turn helps keep shops open, supports and creates local jobs, enabling high streets to thrive.

These benefits mean that retirement properties create more local economic value and more local jobs than any other type of residential development.

[Silver Saviors Report](#) ↗

Healthier and Happier – fiscal and wellbeing benefits of retirement

Millions of older people live in housing that no longer suits their needs. As well as constraining larger housing stock suitable for families, there is mounting evidence that inappropriate housing is closely linked to poor health and isolation, unnecessarily increasing the strain on the social care system and the NHS.

The lack of suitable retirement housing means that, when it finally comes, their next move is to a care or residential home.

Independent research, undertaken by Homes for Later Living, shows that retirement living can significantly improve the wellbeing of older people. Living in shared communities enables residents to build new connections, enjoy social activities and spend amenity time in communal spaces, providing social interaction, support and encouraging independence.

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.

Those in later living are around half as likely to feel lonely compared to older people in other housing types. 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 Living.

[Healthier and Happier Report](#) ↗

Chain Reaction – Impact of retirement housing on generational divide.

The UK is experiencing a housing crisis and for many people below 40 the idea of owning a home has become increasingly unaffordable. For those entering retirement, there are concerns around health and how they will continue to live independently.

Older people are often in larger homes that have become unmanageable and the number of 'surplus' bedrooms in the UK is forecast to exceed 20 million by 2040, 60% of them in older households.

If all the homeowners over the age of 65 in England who wanted to move were able to do so, they would directly release one million properties back onto the market and free up two million spare bedrooms.

Enabling more older people to downsize to a retirement community would not just benefit the older generation, but also help young families looking for a family-sized home. The chain reaction through the housing market would also pave the way for more first-time buyer homes to be released.

Every retirement living home that is sold generates two or more moves further down the 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.

[Chain Reaction 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 2025

In a customer satisfaction survey undertaken by the Home Builders Federation (HBF) and National House Building Council (NHBC), Churchill Living was awarded a maximum 5-star rating for customer service for another year, having received this accolade for the past ten years.



WhatHouse? Award 2024

At the 2024 WhatHouse? Awards, we were delighted to be awarded Gold for "Best Retirement Home Developer" at this prestigious award ceremony.



The Site

Churchill Living is bringing forward proposals to redevelop the vacant former Aldi supermarket on Hythe High Street.

[About the site](#)

The site occupies a prominent position on Hythe High Street, adjacent to the Town Square.

Previous proposals to redevelop the site were submitted but stalled, leaving the site without a viable redevelopment plan. Churchill Living's proposals now represent a fresh opportunity to bring this important town centre brownfield site back into productive use.

A sustainable location

The site is located in the heart of Hythe's High Street, one of the most characterful and well-regarded town centres in Kent.

Hythe High Street offers a wide range of independent shops, cafés, restaurants, antique stores and everyday services, all within immediate walking distance of the proposed development. Healthcare services, including GP surgeries and pharmacies, are also readily accessible in the town centre.

The site benefits from good public transport connections, with bus services linking Hythe to Folkestone and the wider area. The Royal Military Canal and its associated parkland provide attractive walking routes through the heart of the town, while Hythe's seafront and beach are also within easy reach on foot.

Overall, the site is in an exceptionally sustainable and well-connected location in the heart of Hythe town centre, making it a highly suitable location for a retirement living community.



Photos of the site



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[View our proposals](#)



• • • • •



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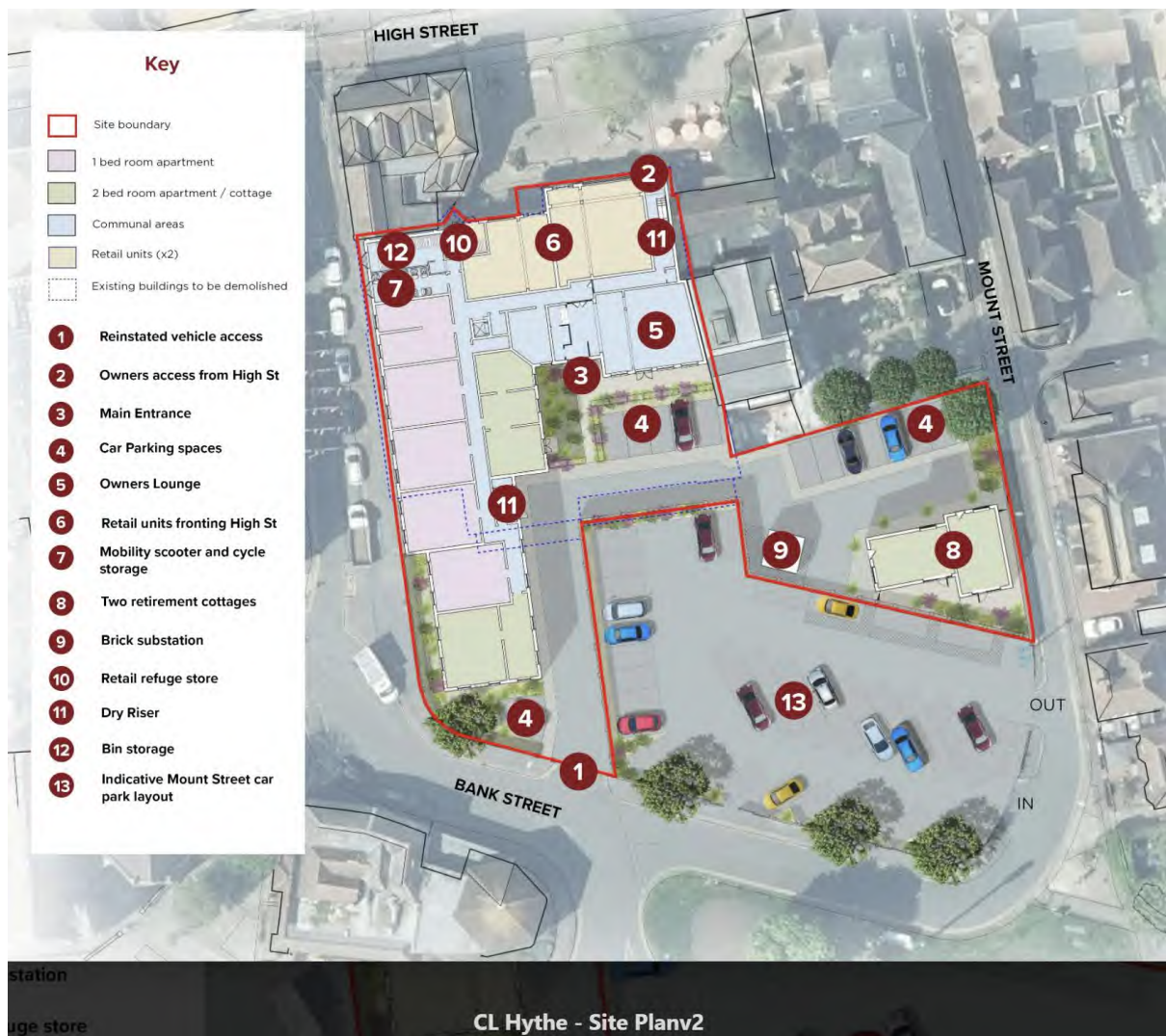
Our Proposals

Churchill Living is bringing forward proposals to regenerate the vacant former Aldi supermarket on Hythe High Street, delivering a new retirement living community alongside new retail provision.

The redevelopment will make efficient use of a vacant and brownfield town centre site in a highly sustainable location, meeting the need for specialist older persons housing whilst reintroducing activity and vitality to this key part of the High Street.

Churchill's emerging vision for the site includes:

- A high-quality independent retirement living community of 32x one and two bedroom retirement apartments alongside a guest suite and two standalone retirement cottages.
- New retail units providing 165 sqm of commercial floorspace, fronting Hythe High Street and the Town Square.
- Replacing the vacant former Aldi building with a high quality development, and greatly improving the setting of the Town Square in Hythe Town Centre.
- Generating additional footfall in the town centre and help to deliver uplifts in local expenditure at local shops and businesses in Hythe.



A new Churchill Living lodge

Churchill's proposed development would provide a high-quality independent retirement living community comprising 32 one and two bedroom retirement apartments, alongside two standalone retirement cottages. Vehicular access for retirement living residents will be from Mount Street.

Residents will benefit from a communal Owner's Lounge and coffee bar to promote social interaction and provide a space for events and gatherings. There is a guest suite for when friends and family want to come and stay.

All developments by Churchill Retirement Living provide high quality landscaping designed for the visual enjoyment of residents over 60 years of age. Planting is considered for longevity, colour all year, seasonal change, maintenance and local native biodiversity. Churchill Living have won awards for excellence for their landscaped gardens.

The proposal also includes an internal mobility scooter store for up to 10 mobility scooters.

Parking

The proposal includes 11 unallocated parking spaces for the apartments and 2 dedicated parking spaces for the retirement cottages, with an internal mobility scooter store.

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.

As retirement living is a very different operational use than residential or care home developments, Churchill has developed an evidence base across several existing Churchill developments. This concludes that Churchill's existing sites typically have a parking demand of 0.28 spaces per apartment. This scheme is proposing a parking ratio of 0.34 spaces per apartment, which is higher than the identified demand.

Need for Retirement Living

People are living longer lives and the proportion of older people in the population is increasing. Across England, the 2021 Census showed around 18% of people were aged 65 years and over. This is a higher percentage than ever before.

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.

The 2021 Census shows that between 2011 and 2021 there has been an increase of 22.7% in people aged 65 and over in Folkstone and Hythe. The 2022 sub national population projections show that between 2022 and 2047 the greatest population increase in Folkstone and Hythe is predicted in those aged 80 and over.

The Council's Strategic Housing Market Assessment (December 2016) identifies a need for between 2,412 and 1,279 units of older persons accommodation in the district until 2037.

Public consultation boards

PURPOSE OF THIS CONSULTATION

WELCOME

This consultation is presented on behalf of Churchill Living and invites you to view and provide feedback on the initial proposals for the land at Former Aldi Store, 70-72 High Street, Hythe, CT21 5AL.

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

- The Purpose of the Consultation;
- Introduction to Churchill 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 will be considered following the consultation to help steer the proposals prior to a planning application being submitted to the Local Planning Authority. How Churchill 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 of the land at Former Aldi Store, 70-72 High Street, Hythe, CT21 5AL, and the erection of retirement housing, comprising circa 32 no. one and two-bed apartments, 2 cottages, and 2 commercial units, with associated communal areas, parking and landscaping.

VISION

Churchill Living's 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.

Examples of Churchill developments within sensitive context



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Examples of Churchill developments within sensitive context:



TYPICAL DEVELOPMENT FEATURES



PLANNING POLICY

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 National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England and how these are expected to be applied.

Paragraph 61 sets out the Government’s objective to significantly boost the supply of housing. Paragraph 63 explicitly states that plan makers need to plan for housing for older people, including those who require retirement housing.

Making effective use of land in urban areas is a clear Government priority. There is a strong focus on the redevelopment of brownfield land to reduce the need for greenfield development. Paragraph 125(c) requires decision makers to *“give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused”*.

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

“The need to provide housing for older people is critical”.

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”*. This range of housing and support needs to be planned for.

The PPG also acknowledges that a wide range of complementary uses can help to support the vitality of town centres. It specifically states that *“local authorities may wish to consider locating specialist housing for different groups including older people within town centres or edge of centre locations”*, explicitly recognising the benefits that older persons housing can bring to the town centre.

HOUSING NEED

NATIONAL NEED

It has been widely acknowledged that the UK faces a housing crisis. Not enough homes are being built to meet the needs of the population.

People are living longer lives and the proportion of older people in the population is increasing. Across England, the 2021 Census showed around 18% of people were aged 65 years and over. This is a higher percentage than ever before.

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 Planning Policy

Hythe is a strategic town in the settlement hierarchy. The site has been vacant since Aldi closed in September 2019 and now forms a key site for regeneration in Hythe Town Centre.

The redevelopment of this brownfield site is supported by the Council’s Core Strategy policies SS1 and SS3. The location complies with Policy SS4 which seeks to locate retail development in town centres first.

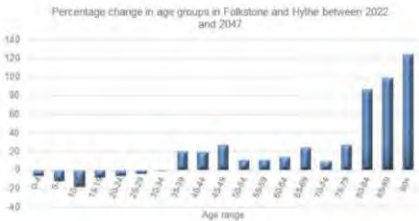
Policy CSD7 supports development of Hythe as a high quality residential and retail centre, encouraging investment in the town. The proposal will deliver this, providing commercial units fronting the High Street and Town Square and residential units on the upper floors and to the rear. This will help to reinstate a continuous shopping frontage along the High Street, with new commercial space. The residential apartments will enable residents to downsize and relocate to a town centre location to use the shops and services on a daily basis. Both uses will help to enhance the vitality and viability of Hythe and regenerate this redundant brownfield site.

The redevelopment provides the opportunity to enhance the Conservation Area and the setting of the adjacent listed buildings in accordance with Policy HE1.

LOCAL NEED

The 2021 Census shows that between 2011 and 2021 there has been an increase of 22.7% in people aged 65 and over in Folkstone and Hythe. Throughout the same period there has been a decrease of 3.6% in people aged 15 to 64 and a decrease of 4.5% in children under 15 years.

The 2022 sub national population projections show that between 2022 and 2047 the greatest population increase in Folkstone and Hythe is predicted in those aged 80 and over. The graph shows increases of 86% for those aged 80-84, 99% for 85-89 and 124% for those aged 90 and over.



The Council’s Strategic Housing Market Assessment (December 2016) identifies a need for between 2,412 and 1,279 units of older persons accommodation in the district until 2037.

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 30 apartments proposed, at a ratio of 1.3 people per unit, there will be around 39 occupants. At a saving of £3,500 each per year, this equates to a saving of **£136,500 per year in local NHS and social care costs**, in comparison to mainstream housing. This is a significant economic benefit.
- A 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)

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.



Our schemes free up family housing by older people looking to downsize - a typical 41 unit retirement development generates approx 92 moves in the housing chain.



A development that maximises the use of previously developed land reducing pressure on Greenfield sites for development.



Our developments bring health and social care savings - Each person living in a Home for Later Life saves the NHS & Social Services approximately £3500 per year.



Economic and social benefits of older people using local shops, services and facilities. Our residents are basket shoppers and primarily tend to shop locally - supporting local businesses and



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.

LOCATION PLAN 1:250 @ A3



SITE DESCRIPTION

- The site is located in the town centre of Hythe to the south of High Street.
- It is an irregularly shaped, flat site of approximately 0.24 hectares, currently occupied by a disused supermarket building and a public car park.
- The site is bounded by Mount Street to the east and Bank Street to the south and west. The area to the north of the site is occupied by commercial properties and the Town Square. A public car park is present to the southeast and extends into the site area.
- Street lighting is present across the car park area, and a limited area of managed landscaping including a mature tree, is located in the north-eastern corner.
- Historically, Hythe had a harbour, contributing to its lively and vibrant atmosphere. This historical past is reflected in the prominent Medieval and Georgian architectural styles that characterise the surrounding 3 storey mixed use properties.
- This site is located in a mixed-use area, just north of the Royal Military Canal and east of Hythe train station, with residential properties along Mount Street and by mixed-use buildings to the north and west.
- To the south, the A259 and open green space separate the site from the Royal Military Canal.
- The existing building has a street facade to the west, facing Bank Street, while all other facades are set back from street level, creating space for a small Town Square to the north and the public car park to the south.
- Pedestrian pavements bound the site to the north, west, and south.
- The site is bordered by Grade II listed buildings and a number of other buildings of Architectural merit. The site is also in the town Conservation Area.
- Hythe train station is situated approximately 0.5 miles to the west of the site, accessible on foot in around 13 minutes. The Hythe town centre is well-connected by public transport bus networks along the A259, with the nearest bus stop (Old Prospect Road Stop) located more than a 7-minute walk south of the site.
- The site offers multiple access points, with the current main entrance located in the southern car park, complemented by smaller entrances to the north and west. Vehicle access is available on the southern and eastern sides of the car park.
- Considering this context, the existing site presents an excellent opportunity for a more efficient use of space.

THE SITE

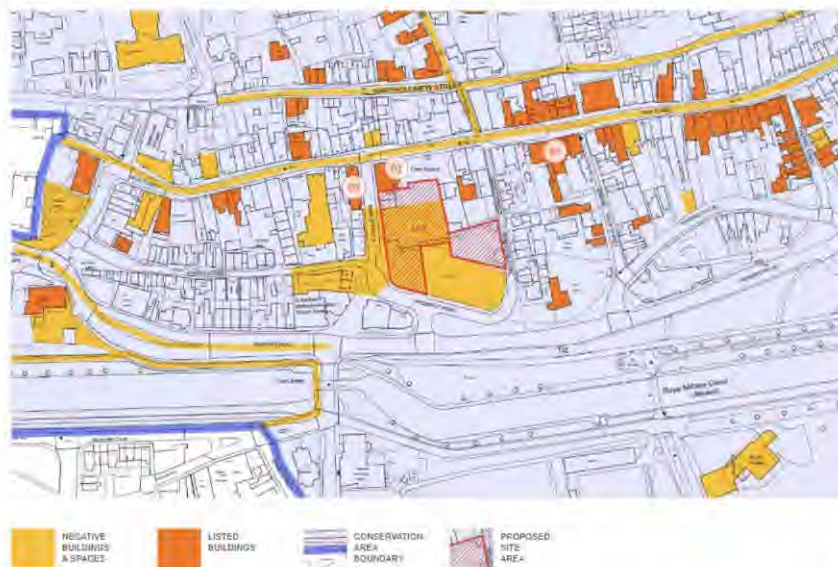
The images below highlight the site as seen from surrounding viewpoints, including the High Street, Bank Street, & Prospect Road (see key plan).



CONTEXT 01

Hythe Conservation Area / Listed Buildings

Due to its location within the historic core of Hythe there are numerous listed buildings with close proximity to the Site. The nearest scheduled monument, the Royal Military Canal, is located approximately 50m to the south of the Site. Although within close proximity to the canal, given the separation by the A259 and the location of the Site within the historic core, it is considered that there would be no harm to the scheduled monument.



55-59 High Street - Grade II Listed
 Mid-18th century (with 19th-century alterations). Built of red brick, with a gabled roof, a central bay window, and a pedimented entrance.



23-25 High Street - Grade II Listed
 Mid-18th century (with 19th-century alterations). Built of red brick, with a gabled roof, a central bay window, and a pedimented entrance.



Lloyd's Bank, 62 High Street
 Mid-18th century (with 19th-century alterations). Built of red brick, with a gabled roof, a central bay window, and a pedimented entrance.

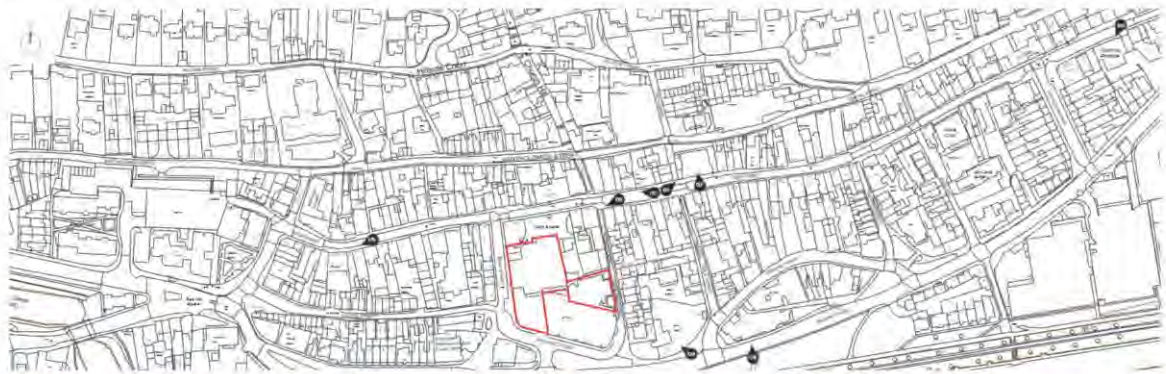
CONTEXT 02

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.



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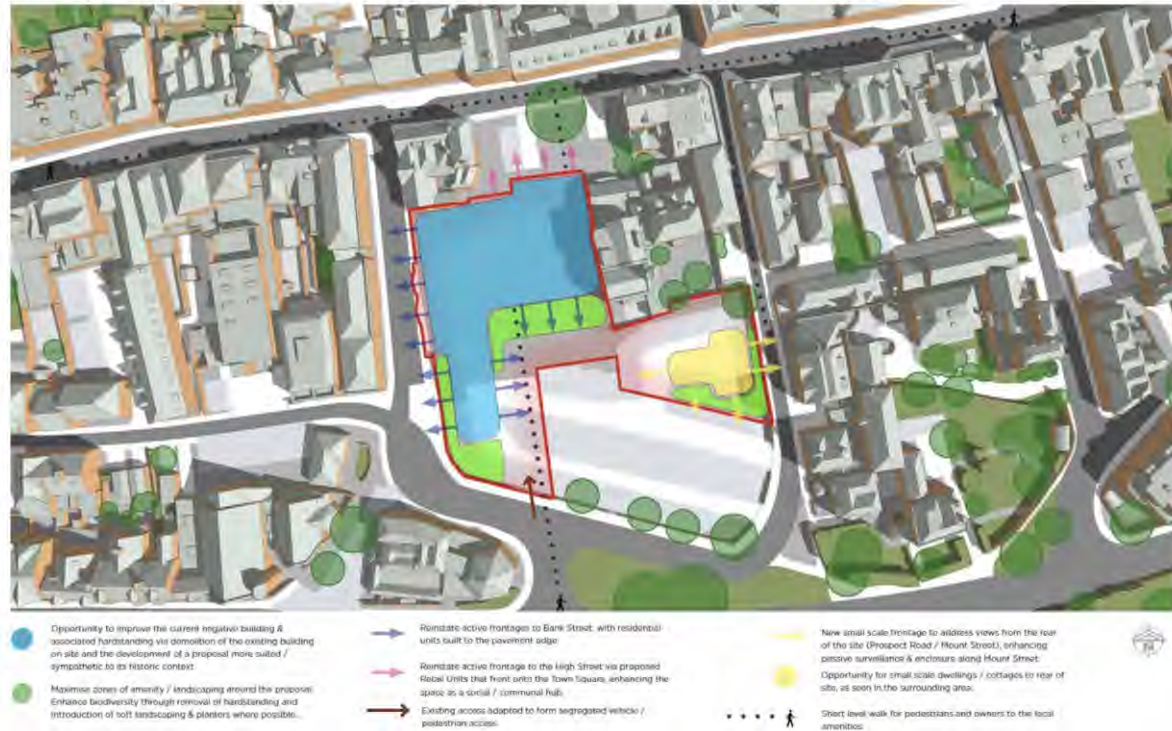
CONSTRAINTS

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



OPPORTUNITIES

The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, highlighted in the image below.



CHURCHILL LIVING PROPOSAL : INDICATIVE SITE PLAN [1:500]

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



CHURCHILL LIVING PROPOSAL : INDICATIVE ELEVATIONS [1:200]



CHURCHILL LIVING PROPOSAL : INDICATIVE COTTAGE ELEVATIONS [1:200]



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the land at Former Aldi Store, 70-72 High Street, Hythe, CT21 5AL, 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 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.



Feedback

Thank you for taking the time to review our plans for the vacant former Aldi supermarket on Hythe High Street. 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 principles and the details 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 our comments are considered will be detailed in our Statement of Community Involvement that will be submitted in support of the planning application for the site.

Please provide your views below

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 developing vacant town centre brownfield sites for housing?

☐ Oppose ☐ Tend to oppose ☐ Undecided ☐ Tend to support ☐ Support

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

☐ Oppose ☐ Tend to oppose ☐ Undecided ☐ Tend to support ☐ Support

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

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

☐ Yes, for me ☐ Yes, for a friend / family member ☐ No

7. Your Details

Your name

Your house number and street name

Postcode

Your email

Your Age

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

☐ Yes ☐ No

8. Please provide any further thoughts below

[Submit Feedback](#)

Privacy Statement

This public consultation is being conducted by Development Communications Limited (DevComms), a Data Processor, acting on behalf of Churchill Living Ltd, the Data Controller.

Your responses will be shared with and considered by Churchill Living Ltd, and DevComms, as part of the consultation process on these proposals.

Personal information will be securely stored for the duration of the project and securely destroyed/deleted on completion. Aggregated insights might be published or shared with the relevant local planning authorities as part of a planning application. No personal data will be shared as part of this process.

You can choose to stop receiving updates from us at any time by contacting us on opt-out@devcomms.co.uk or calling us on 01296 678320.

For further information please see our Privacy Policy on our website at [devcomms.co.uk](https://www.churchill-living.co.uk/privacy-policy/). Please refer to Churchill Living Ltd legal disclaimer here <https://www.churchill-living.co.uk/privacy-policy/>

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.

APPENDIX D

COPY OF PUBLIC
EXHIBITION BOARDS

PURPOSE OF THIS CONSULTATION

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

Examples of Churchill developments within sensitive context :



INTRODUCTION TO CHURCHILL LIVING

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

The company has undertaken almost 200 developments and sold over 8,300 units. Through a group company, Churchill Estates Management, Churchill Living retain the operation, management, care and responsibility of every apartment of all its completed developments. Our commitment to developing excellence and quality on every occasion rests in our continuing to provide the lifetime needs and communal services requirements of each of our 10,000+ resident home owners.

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

Our developments not only provide well documented benefits to our customers but also to the wider community. Our customers tend to shop locally providing much needed ‘daily shoppers’ for local shops and businesses.

“People living in specialist retirement homes typically experience reduced health risks, contributing to fiscal savings to the NHS and social care services of c. £3,500 per person per year.”

Healthier and Happier – Homes for later Living, September 2019.

Typically, our customers downsize from a 3 or 4 bedroom family home. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market.

Over the years, Churchill Living have achieved numerous awards that are recognised and highly regarded throughout the retirement industry. Recent success has included:

WhatHouse? Awards 2025

At the prestigious 2025 WhatHouse? Awards, we were delighted to be awarded a Gold Award in the ‘Best Retirement Home Developer’ category for the 3rd year running.

The ‘Best Retirement Home Developer’ category recognises the best developers serving the later living sector, looking at a range of factors including overall commitment and contribution to the promotion and enhancement of retirement housing. Churchill’s success in this category once again underlines the Company’s leading position in the sector, thanks to its ongoing financial strength and the quality of its developments across the country.

HBF 5 Star Rating 2026

Churchill Living received the maximum 5 Star rating for an 11th consecutive year in an independent customer satisfaction survey by the Home Builders Federation (HBF).

The annual industry survey asked Churchill owners across the country how satisfied they were with the quality of their new property and whether they would recommend their housebuilder to a friend. Well over 90% of customers said they would recommend Churchill, meaning the company once again achieved a 5 Star rating.

This award reflects Churchill’s continued focus on delivering quality homes that ensure peace of mind, independence and simplicity for customers and their families, with the added value that comes from living safely, independently and comfortably in a home designed for later life.



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.

Churchill Living 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



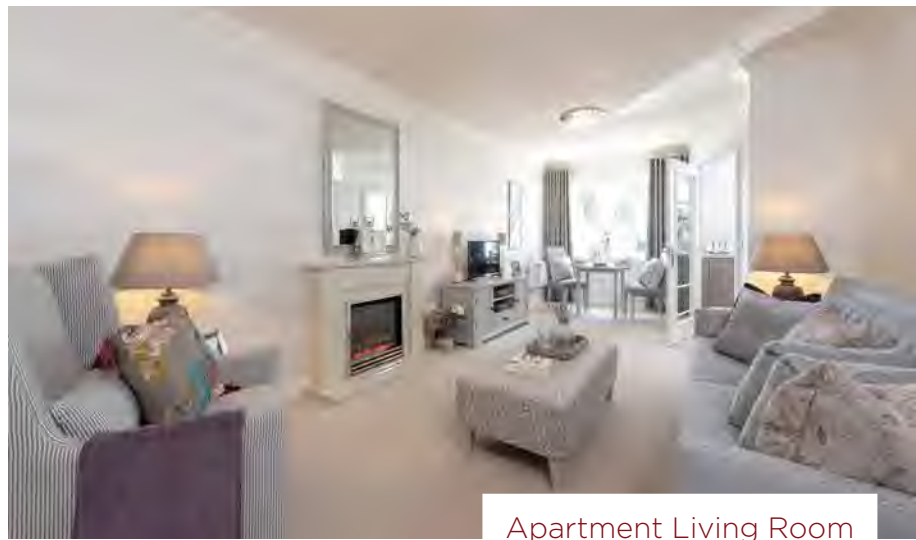
Coffee bar



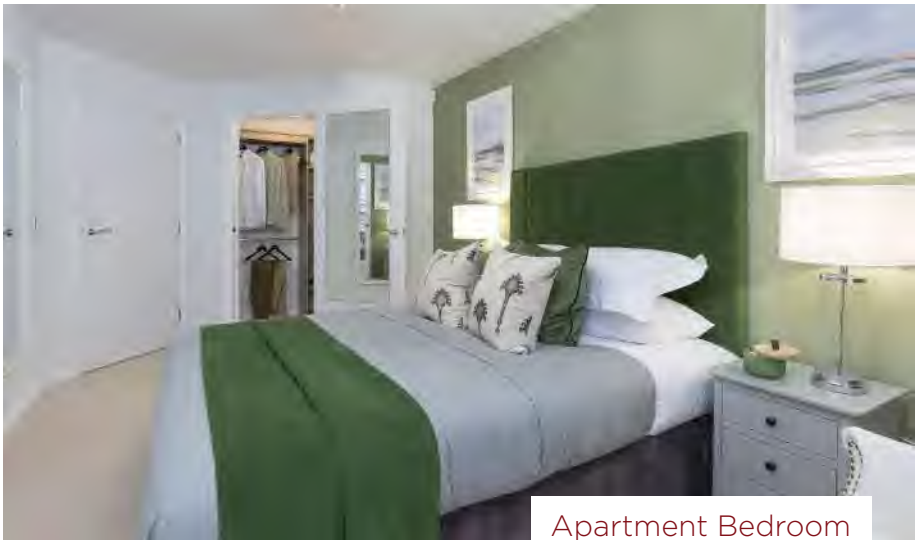
Guest Suite



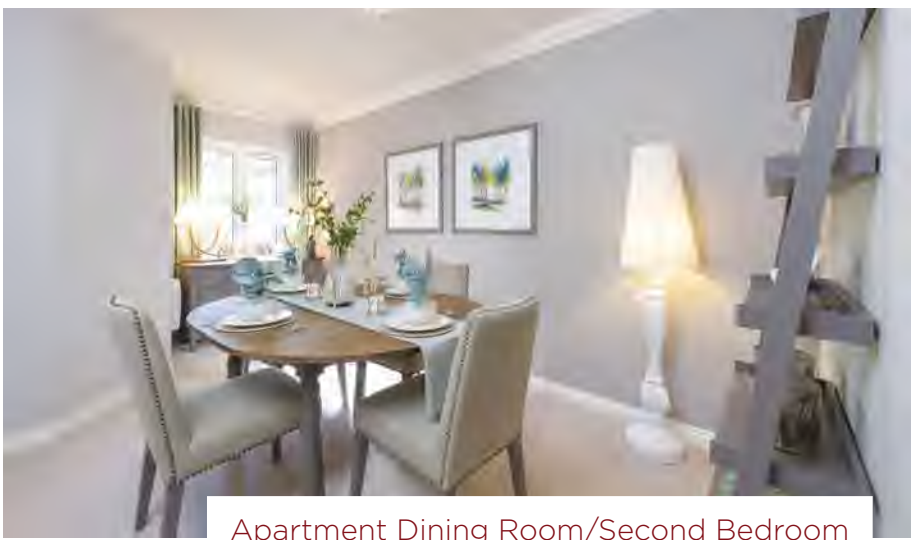
Landscaped Gardens



Apartment Living Room



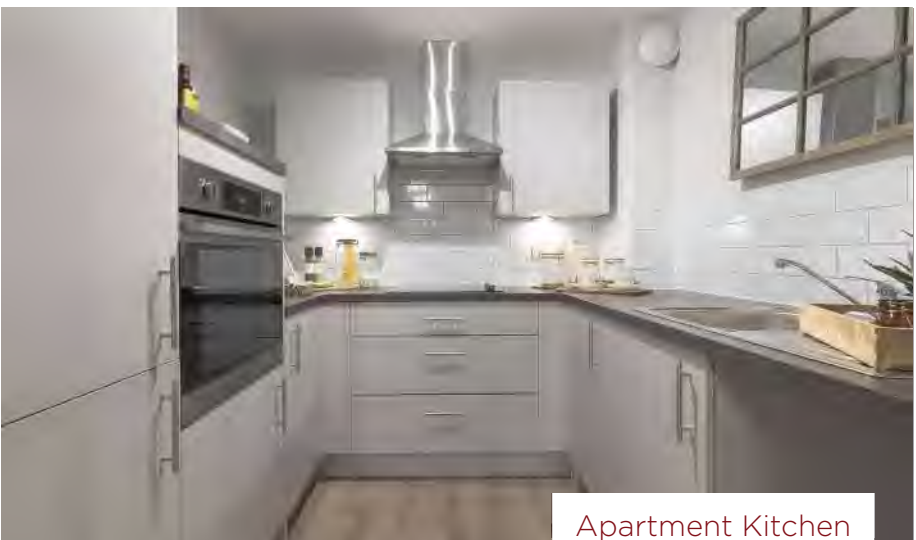
Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

PLANNING POLICY

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 National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England and how these are expected to be applied.

Paragraph 61 sets out the Government’s objective to significantly boost the supply of housing. Paragraph 63 explicitly states that plan makers need to plan for housing for older people, including those who require retirement housing.

Making effective use of land in urban areas is a clear Government priority. There is a strong focus on the redevelopment of brownfield land to reduce the need for greenfield development. Paragraph 125(c) requires decision makers to **“give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused”**.

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

“The need to provide housing for older people is critical”.

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.”** This range of housing and support needs to be planned for.

The PPG also acknowledges that a wide range of complementary uses can help to support the vitality of town centres. It specifically states that **“local authorities may wish to consider locating specialist housing for different groups including older people within town centres or edge of centre locations”**, explicitly recognising the benefits that older persons housing can bring to the town centre.

Local Planning Policy

Hythe is a strategic town in the settlement hierarchy. The site has been vacant since Aldi closed in September 2019 and now forms a key site for regeneration in Hythe Town Centre.

The redevelopment of this brownfield site is supported by the Council’s Core Strategy policies SS1 and SS3. The location complies with Policy SS4 which seeks to locate retail development in town centres first.

Policy CSD7 supports development of Hythe as a high quality residential and retail centre, encouraging investment in the town. The proposal will deliver this, providing commercial units fronting the High Street and Town Square and residential units on the upper floors and to the rear. This will help to reinstate a continuous shopping frontage along the High Street, with new commercial space. The residential apartments will enable residents to downsize and relocate to a town centre location to use the shops and services on a daily basis. Both uses will help to enhance the vitality and viability of Hythe and regenerate this redundant brownfield site.

The redevelopment provides the opportunity to enhance the Conservation Area and the setting of the adjacent listed buildings in accordance with Policy HE1.

HOUSING NEED

NATIONAL NEED

It has been widely acknowledged that the UK faces a housing crisis. Not enough homes are being built to meet the needs of the population.

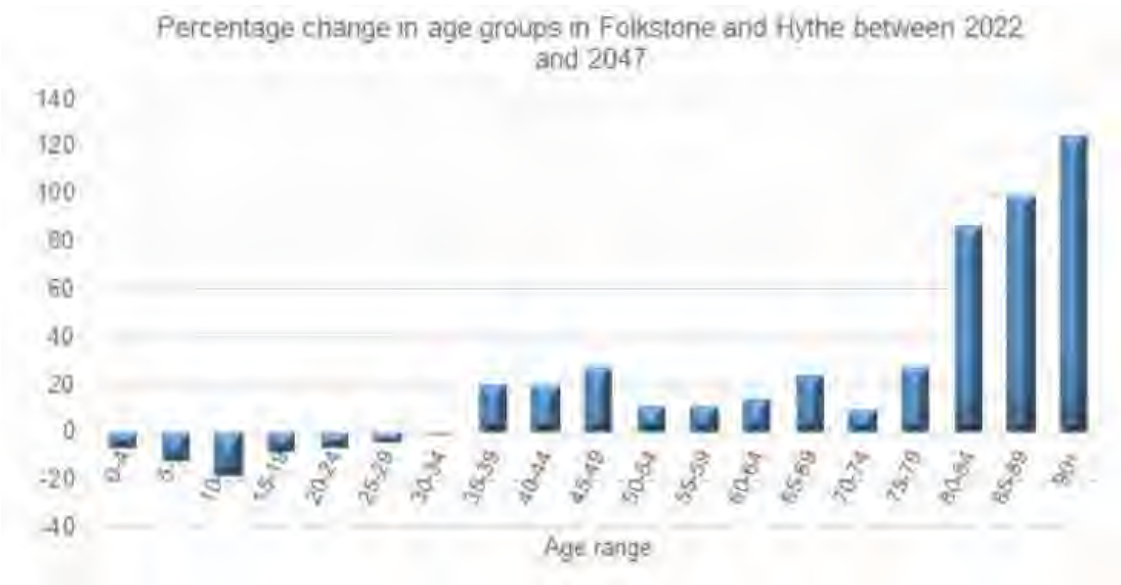
People are living longer lives and the proportion of older people in the population is increasing. Across England, the 2021 Census showed around 18% of people were aged 65 years and over. This is a higher percentage than ever before.

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

The 2021 Census shows that between 2011 and 2021 there has been an increase of 22.7% in people aged 65 and over in Folkstone and Hythe. Throughout the same period there has been a decrease of 3.6% in people aged 15 to 64 and a decrease of 4.5% in children under 15 years.

The 2022 sub national population projections show that between 2022 and 2047 the greatest population increase in Folkstone and Hythe is predicted in those aged 80 and over. The graph shows increases of 86% for those aged 80-84, 99% for 85-89 and 124% for those aged 90 and over.



The Council's Strategic Housing Market Assessment (December 2016) identifies a need for between 2,412 and 1,279 units of older persons accommodation in the district until 2037.

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 30 apartments proposed, at a ratio of 1.3 people per unit, there will be around 39 occupants. At a saving of £3,500 each per year, this equates to a saving of **£136,500 per year in local NHS and social care costs**, in comparison to mainstream housing. This is a significant economic benefit.
- A 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)

SOCIAL

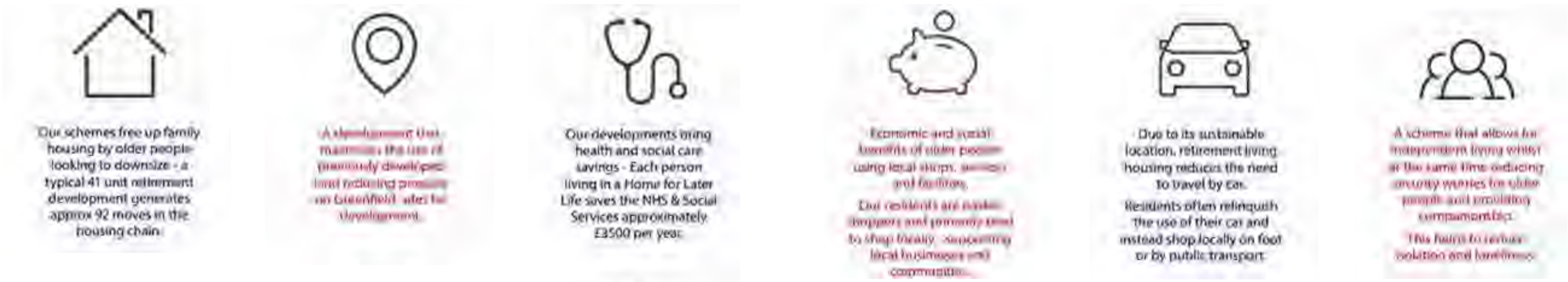
Retirement housing gives rise to many social benefits:

- 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.

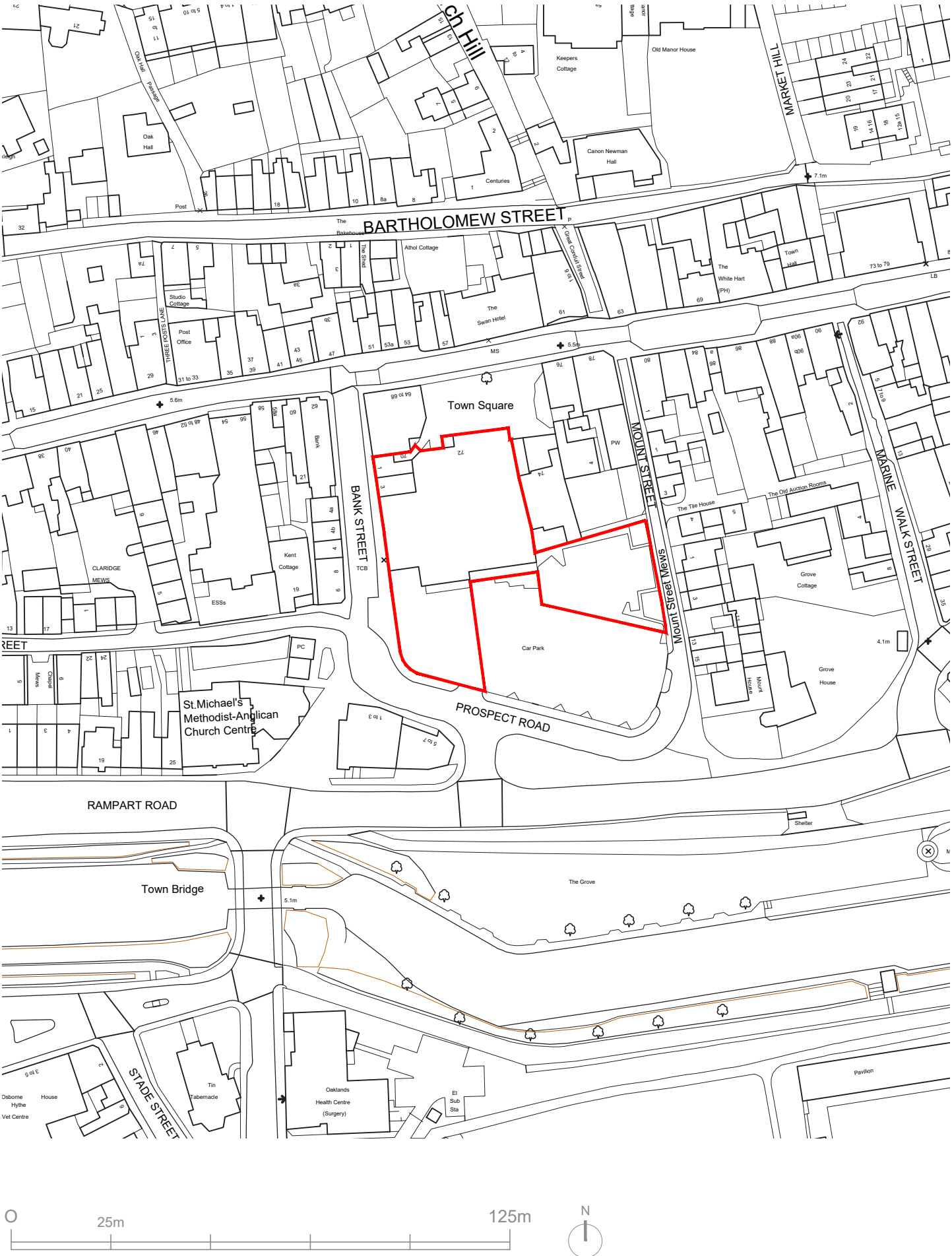
ENVIRONMENTAL

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.



LOCATION PLAN 1:1250 @ A3

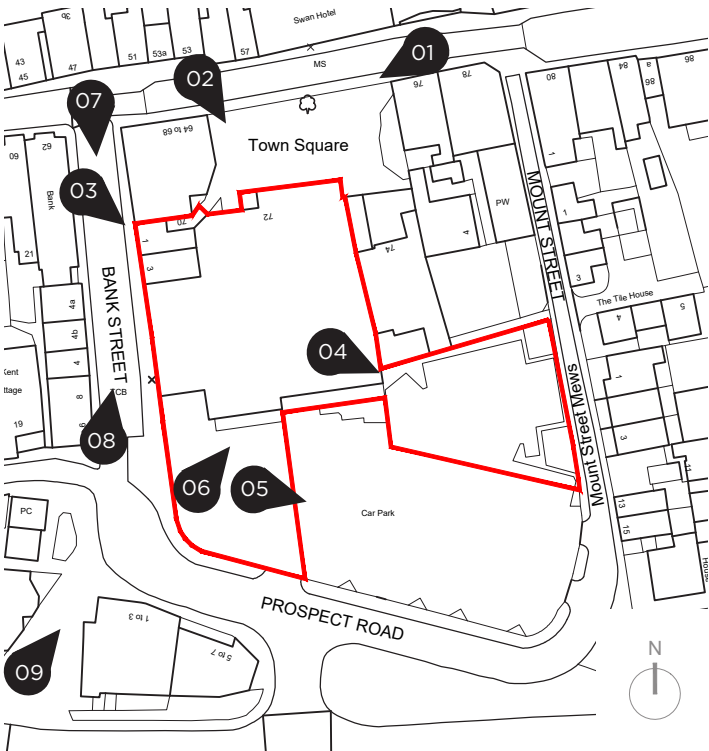


SITE DESCRIPTION

- The site is located in the town centre of Hythe, to the south of High Street.
- It is an irregular-shaped, flat site of approximately 0.24 hectares, currently occupied by a disused supermarket building and a public car park.
- The site is bounded by Mount Street to the east and Bank Street to the south and west. The area to the north of the site is occupied by commercial properties and the Town Square. A public car park is present to the southeast and extends into the site area.
- Street lighting is present across the car park area, and a limited area of managed landscaping, including a mature tree, is located in the northeastern corner.
- Historically, Hythe had a harbour, contributing to its lively and vibrant atmosphere. This historical past is reflected in the prominent Medieval and Georgian architectural styles that characterise the surrounding 3 storey mixed use properties.
- The site is located in a mixed-use area, just north of the Royal Military Canal and east of Hythe train station, with residential properties along Mount Street and by mixed-use buildings to the north and west.
- To the south, the A259 and open green space separate the site from the Royal Military Canal.
- The existing building has a street facade to the west, facing Bank Street, while all other façades are set back from street level, creating space for a small Town Square to the north and the public car park to the south.
- Pedestrian pavements bound the site to the north, west, and south.
- The site is bordered by Grade II listed buildings and a number of other buildings of Architectural merit. The site is also in the town Conservation Area.
- Hythe train station is situated approximately 0.5 miles to the west of the site, accessible on foot in around 13 minutes. The Hythe town centre is well-connected by public transport bus networks along the A259, with the nearest bus stop (Old Prospect Road Stop) located less than a 1-minute walk south of the site.
- The site offers multiple access points, with the current main entrance located in the southern car park, complemented by smaller entrances to the north and west. Vehicle access is available on the southern and eastern sides of the car park.
- Considering this context, the existing site presents an excellent opportunity for a more efficient use of space.

THE SITE

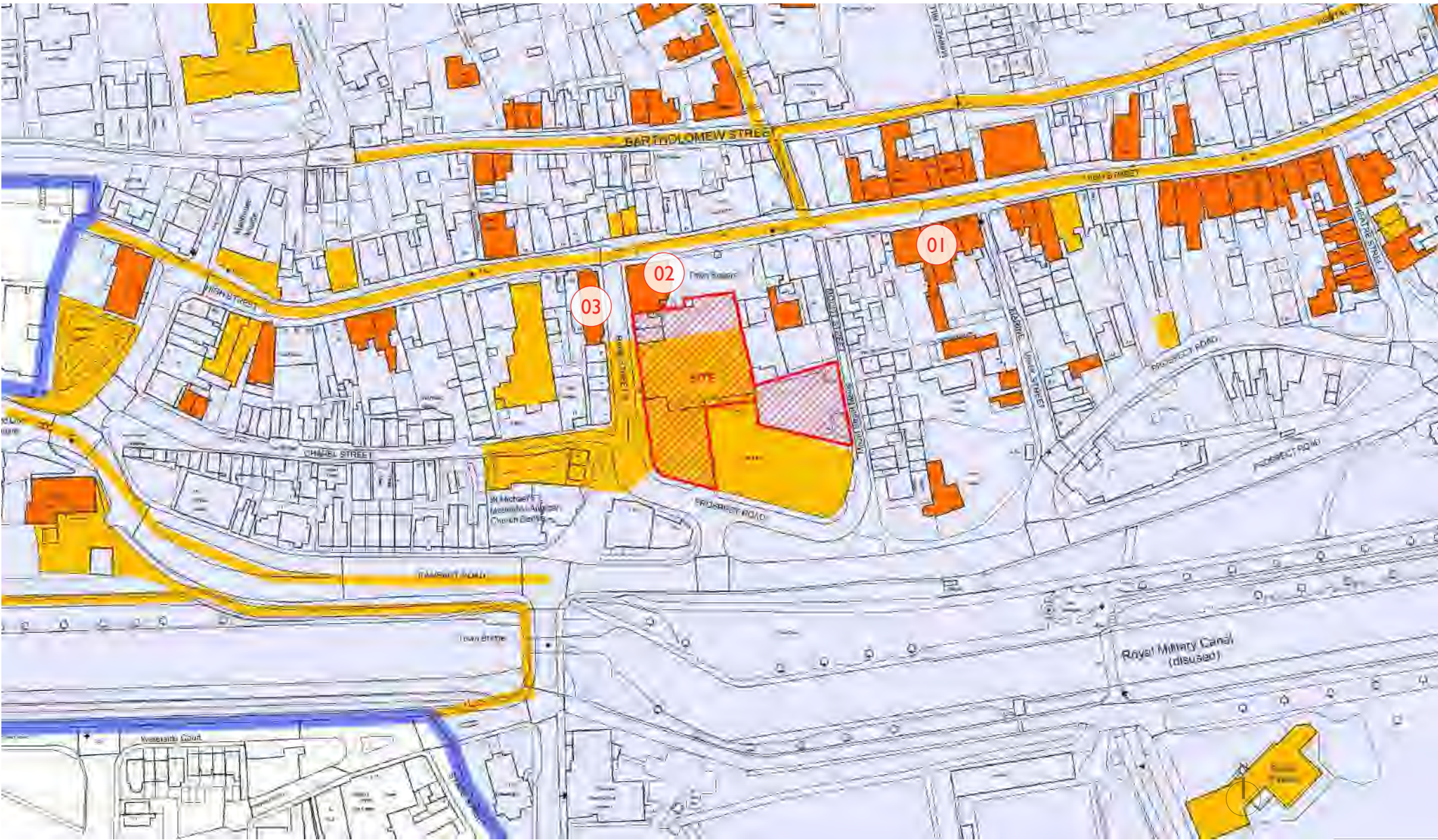
The images below highlight the site as seen from surrounding viewpoints, including the High Street, Bank Street, & Prospect Road (see key plan).



CONTEXT 01

Hythe Conservation Area / Listed Buildings

Due to its location within the historic core of Hythe there are numerous listed buildings with close proximity to the Site. The nearest scheduled monument, the Royal Military Canal, is located approximately 50m to the south of the Site. Although within close proximity to the canal, given the separation by the A259 and the location of the Site within the historic core, it is considered that there would be no harm to the scheduled monument.



NEGATIVE BUILDINGS & SPACES

LISTED BUILDINGS

CONSERVATION AREA BOUNDARY

PROPOSED SITE AREA



86-90 High Street - Grade II Listed
2.5 to 3 Storey / Red Brick / Spayed Headers / Sash Windows / Glazing Bars / Cornice Detail / Weatherboarding / Parapet



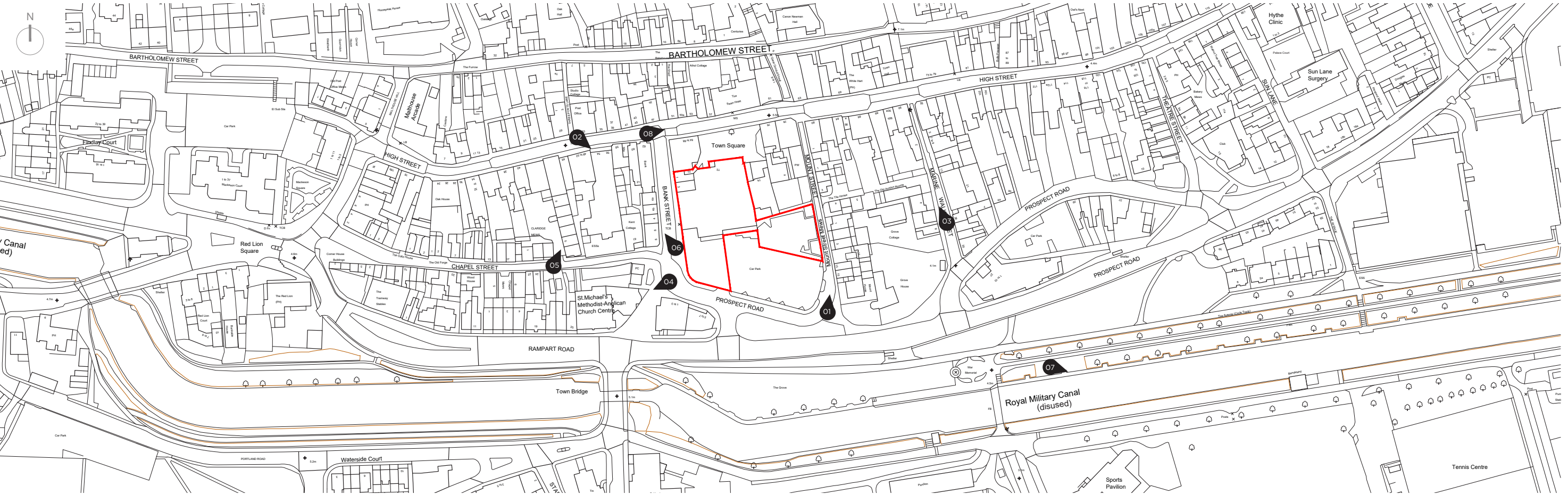
2.5 to 3 Storey / Buff Brick / Hipped Tiled Roof / Modillion Eaves
Cornice / Sash Windows / Glazing Bars / Pseudo-timber Frame



Lloyds Bank, 62 High Street
2 Storey / Stuccoed / Sash Windows / Moulded Architraves / Round Headed Ground Floor Sash Windows / Cornice Detailing

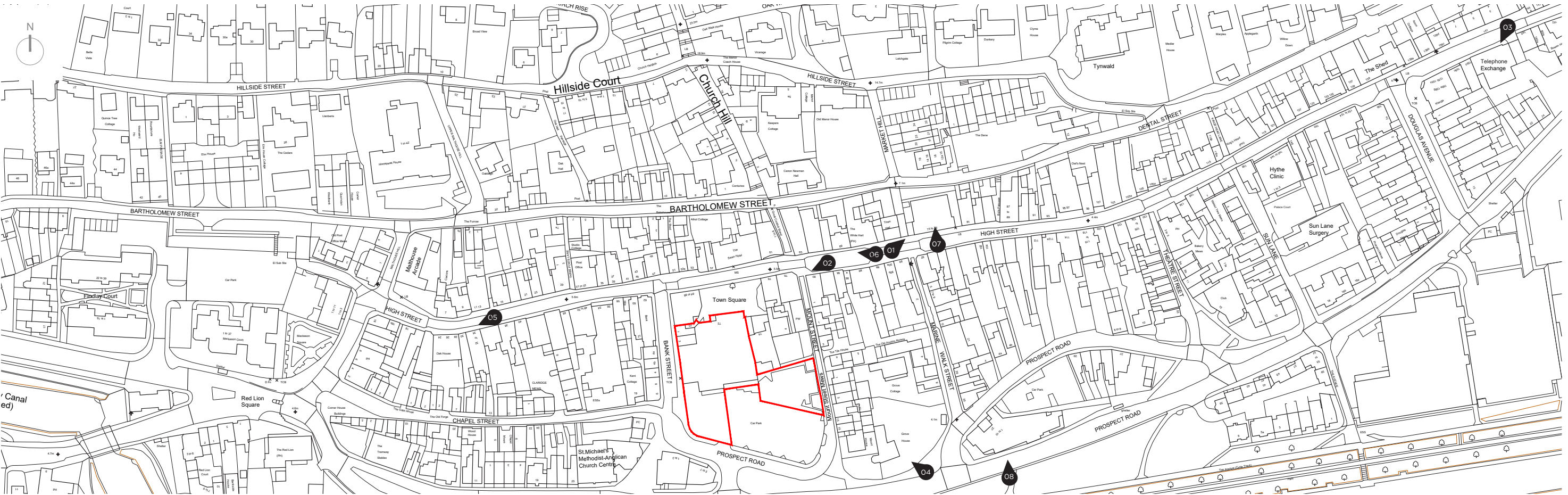
CONTEXT 02

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.



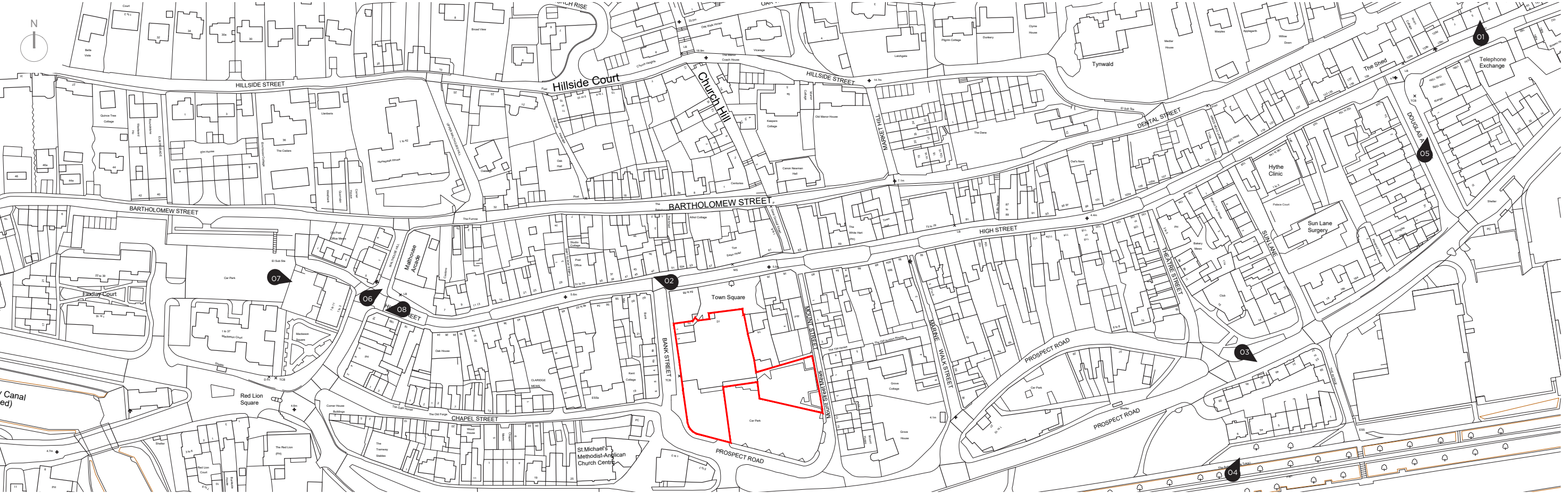
CONTEXT 02

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.



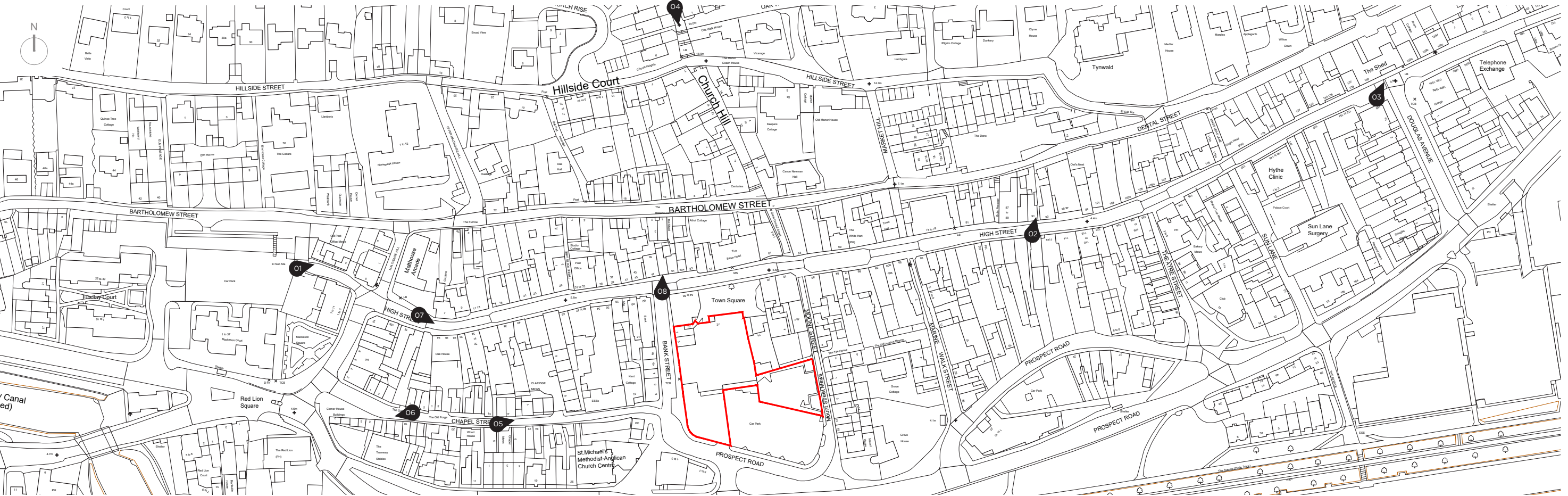
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OPPORTUNITIES

The clearance and removal of the existing structures creates numerous opportunities and potential for a successful urban development, highlighted in the image below.



-  Opportunity to improve the current negative building & associated hardstanding via demolition of the existing building on site and the development of a proposal more suited / sympathetic to its historic context.
-  Maximise zones of amenity / landscaping around the proposal. Enhance biodiversity through removal of hardstanding and introduction of soft landscaping & planters where possible..
-  Reinststate active frontages to Bank Street, with residential units built to the pavement edge.
-  Reinststate active frontage to the High Street via proposed Retail Units that front onto the Town Square, enhancing the space as a social / communal hub.
-  Existing access adapted to form segregated vehicle / pedestrian access.
-  New small scale frontage to address views from the rear of the site (Prospect Road / Mount Street), enhancing passive surveillance & enclosure along Mount Street.
-  Opportunity for small scale dwellings / cottages to rear of site, as seen in the surrounding area.
-  Short level walk for pedestrians and owners to the local amenities.



CHURCHILL LIVING PROPOSAL : INDICATIVE SITE PLAN [1:500]

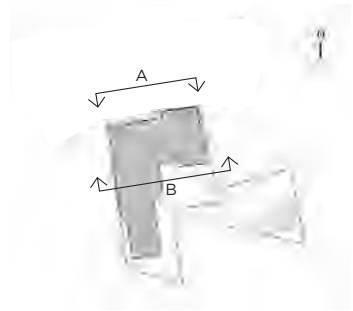
The image below shows the proposed Site Plan, Ground floor plan, car parking and extent of landscaping.



- Site boundary
- 1 bed room apartment
- 2 bed room apartment / cottage
- Communal areas
- Retail units (x2)
- Existing buildings to be demolished

- 01 Former vehicular access (Reinstated)
- 02 Owners entrance from square
- 03 Brick substation
- 04 Parking for 13 cars
- 05 Entrance to development
- 06 Owners lounge / communal facilities
- 07 Dry riser / fire fighting stairs
- 08 CL Refuse
- 09 CL Mobility scooter / cycle storage
- 10 Retail Refuse
- 11 Indicative layout for proposed car park.
In accordance with 2025 Kent Council Parking Standards

CHURCHILL LIVING PROPOSAL : INDICATIVE ELEVATIONS [1:200]



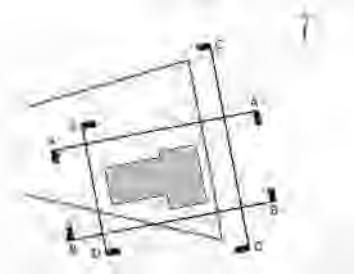
HIGH STREET ELEVATION [A]



REAR ELEVATION [B]



CHURCHILL LIVING PROPOSAL : INDICATIVE COTTAGE ELEVATIONS [1:200]



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



CHURCHILL LIVING PROPOSAL : ARTIST IMPRESSION



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of the land at Former Aldi Store, 70-72 High Street, Hythe, CT21 5AL, 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 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.



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