

Item 5B

DC/2020/00418 – Site of Former Royal British Legion, 326 Liverpool Road South, Maghull

Mr Chris Butt (Agent) – Response to Ward Councillor Statement

WORD COUNT: 650

The Applicant conducted a comprehensive community engagement programme including holding 1 to 1 meetings with key stakeholders and neighbours and a wider public exhibition prior to lodging the planning application. Changes to the scheme were made in direct response to the feedback received. Following submission there has been full engagement with your officers and the scheme's design has been amended after the discussion at the February Committee meeting and further amended to accommodate feedback from your officers. Contrary to the allegations that have been made, the Applicant has gone above and beyond the requirements within your Statement of Community Involvement and fully engaged.

The Applicant has consulted an Urban Designer and the revised scheme now before you has been enhanced with the grey cladding removed and replaced by sandstone brick – the local use of sandstone is specifically identified in the Parkhaven Area section of the Neighbourhood Plan. Together with other modifications such as the introduction of a cornice and additional fenestration on the Liverpool Road South facing elevation, the scheme's design has been improved to better respect the character and appearance of this part of Maghull and bearing in mind its canal-side location. Your officers are fully supportive of the high quality design before you.

The Applicant has also provided your officer with the additional information requested by Members in respect of car parking and sales prices at its previous development at Mayhall Court – a scheme that was completed in August 2000 and sold out in August 2002.

The scheme will also represent a multi-million pound investment that will deliver numerous planning benefits. These include:

Health and well-being:

- Each person living in housing specifically designed for later life enjoys a reduced risk of health challenges, contributing to fiscal savings to the NHS and social care services of c.£3,500 per year.
- Those in specialist housing are half as likely to have falls with resulting fractures, injuries and costly inpatient bed stays.
- Building 30,000 more retirement housing dwellings every year for the next 10 years, the estimated demand, would generate savings across the NHS and social services of £2.1 billion annually.

- The Council's own Strategic Housing Market Assessment identifies a 33% increase in the over 65 years old population and a need for between 1,319 and 1,324 units of the type proposed here up to 2036.
- Based on established 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.

Housing market:

- Every retirement property sold generates at least two moves further down the housing chain. This development of 44 apartments could therefore result in **88 additional moves** further down the chain.
- Roughly two in every three retirement properties built releases a home suitable for a first-time buyer. This development could therefore release at least **29 first time buyer** properties onto the market.

Economic benefits:

- Retirement housing creates more local economic value and more local jobs than any other residential development type.
- People living in each retirement development generate £550,000 of spending per year, £347,000 of which is spent on the local high street. Some £225,000 of this is new spending, directly contributing to keeping local shops open.
- The development will provide around **85 construction jobs** for the duration of the build, as well as **six permanent jobs and £13m in gross value added** over the lifetime of the development.

The Applicant is very keen to commence the regeneration of this site and deliver all these tangible benefits that substantially outweigh any allegation of harm.

In fact there have been no objections from the statutory consultees and there will be no adverse impact upon neighbouring residents' amenities in terms of privacy or overshadowing. Following a thorough analysis your officer has recommended approval and we respectfully request that you endorse this recommendation and grant permission for this high quality proposal.