



Our land requirements

# An introduction from our Chairman and CEO



*“We react quickly and professionally to all leads, and pay generous commissions for successful introductions”*

Spencer J McCarthy

## Built on integrity and trust

"Churchill Retirement Living is a trusted and respected retirement housebuilder with developments up and down the country from Penzance to Penrith.

We have ambitious plans for growth over the coming years, to meet the increasing demand for quality retirement housing and to further invest in our business so we can continue to be the fastest growing retirement housebuilder. This is reflected in "Growth Drive 25", our business plan, which aims to ensure that we achieve at least 1,000 apartment sales in our financial year 2024/25. This means buying good quality sites, in good locations, starting

with a target of 45+ land exchanges, in 2021/22.

We are eager to work closely with land owners, land agents and property professionals across the country to help us meet our targets. We always aim to achieve the full development potential of our sites and to generate optimum values for land owners. We also react quickly and professionally to all leads, and pay generous commissions for successful introductions.

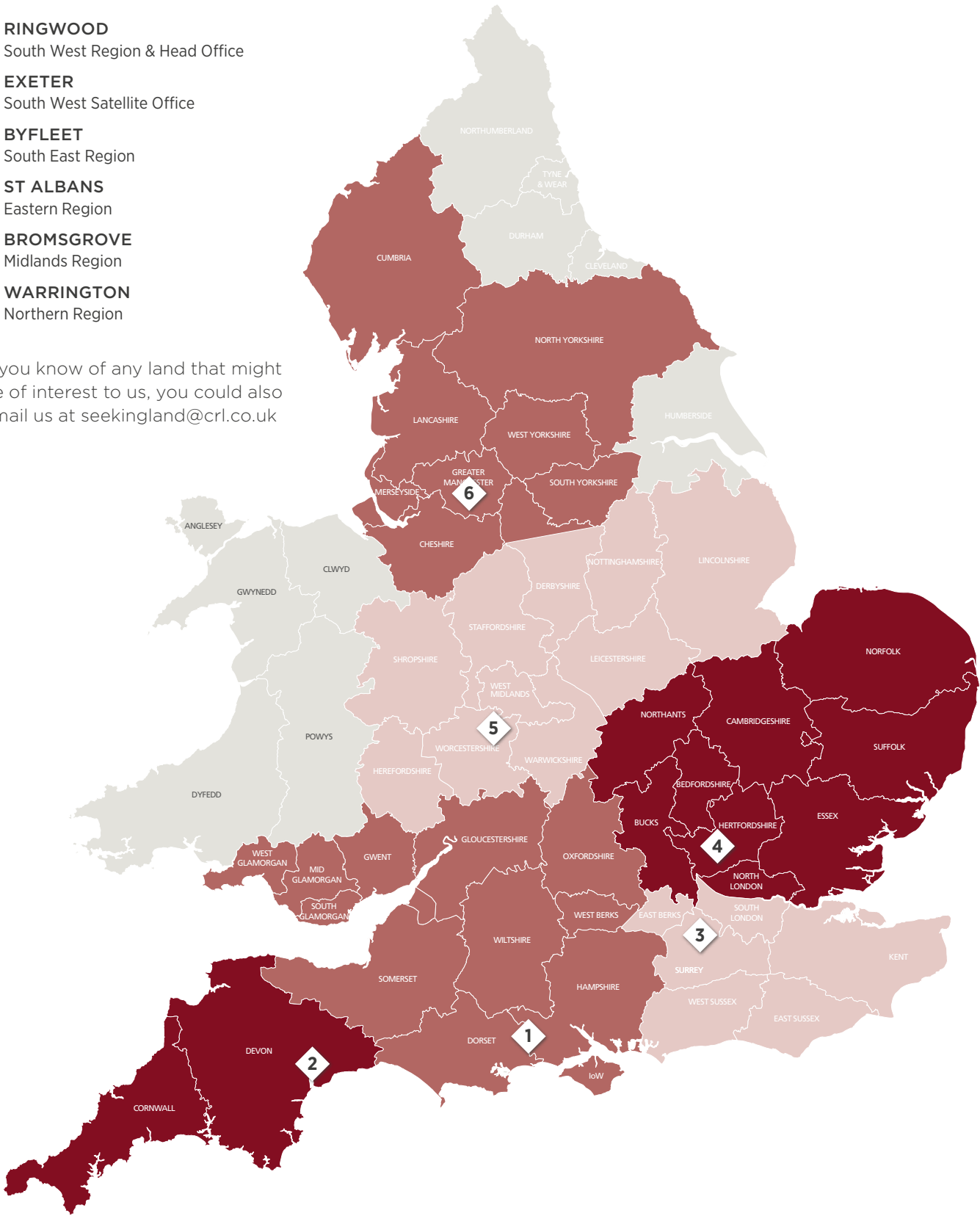
If you are aware of potential sites that meet our criteria then please get in touch. We look forward to working with you."

# Our national presence

We have a broad national presence, with offices across key areas of the UK, and we are growing. Our land teams are always searching for new sites, and we're keen to work with you. The map below represents our current office locations and contact details of our Regional Land Directors can be found at the back of this brochure. Overleaf you will find a clear list of our requirements from any piece of land.

- 1 RINGWOOD**  
South West Region & Head Office
- 2 EXETER**  
South West Satellite Office
- 3 BYFLEET**  
South East Region
- 4 ST ALBANS**  
Eastern Region
- 5 BROMSGROVE**  
Midlands Region
- 6 WARRINGTON**  
Northern Region

If you know of any land that might be of interest to us, you could also email us at [seekingland@crl.co.uk](mailto:seekingland@crl.co.uk)





# Our requirements

Having extensive experience of our Customers' needs and aspirations we have developed specific criteria for our sites:

- Regular shaped brownfield sites from 0.4-2.5 acres (0.16 - 1.0 hectares)
- With or without planning permission
- Sites within 0.5 miles of town/neighborhood shops and amenities by level walk
- Sites in high profile locations on main roads or busy local roads

Thanks to our product design we can achieve...

- High land values
- High density
- Low traffic generation
- Low parking requirements
- Release of local family housing
- "Enabling Development" for the re-provision/improvement of community facilities (e.g. libraries, surgeries, community halls, sports clubs, churches)
- Regeneration of under-used brownfield sites

Examples of good sites for us to consider would include:

- Commercial and retail
- Nursing homes
- Pubs/hotels
- Residential houses on large plots
- Site assembly of residential houses
- Builder's merchants
- Garages/car showrooms
- Petrol filling stations
- Surplus car parks (public and private)
- Schools/surplus school grounds

# You benefit too

Churchill makes land acquisition decisions quickly, unlike some competitors who go through protracted layers of board approvals in order to acquire a site. Funding is readily available and bank approvals are not required to facilitate land purchases.

**We pay generous commissions for effective introductions that lead to successful acquisitions.**





# We move fast when we acquire sites

Being a family-owned business with unsurpassed experience in our field, and with structures in place to ensure that we are nimble, we always react quickly to land introductions. Where a site meets our requirements, we get things moving fast to ensure a speedy exchange of contracts.

Albert Lodge, Abingdon

“Burn & Warne have enjoyed a fruitful and long standing working relationship with Churchill Retirement Living, whose support and communication is always first class. Naturally, there will be times when the “agent” needs the assistance and experience of the “developer” to get a site over the line, and a transparent working relationship between agent, owners and developer is vital. Churchill’s appraisals are thorough and on time, but most importantly they provide transparency, and knowing the reasons why a site is favoured or declined makes finding new sites easier.”

Neil Warne  
Managing Director,  
Burn & Warne Estate Agents



## St John’s Street, Bicester

An assembly of 4 detached family houses  
Proposed development of c.40 Retirement housing apartments  
**Less than 4 weeks from Offer Accepted to the Exchange of Contracts**

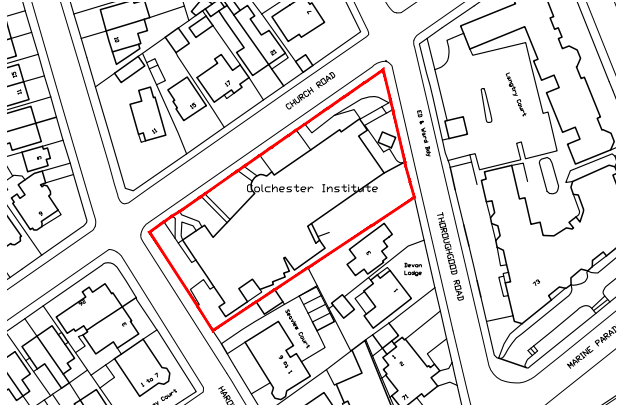


- One property purchased unconditionally, and the other three secured via Option Agreements
- Offers accepted 23.11.20
- Internal Investment Committee approval 10.12.20
- Option Agreements and Unconditional Contract Exchanged 18.12.20
- Unconditional contract completed 15.01.21



## Church Road, Clacton-on-Sea

Former Colchester Institute Technical College  
Proposed development of c.50 retirement housing apartments  
**6 weeks from Offer Accepted to the Exchange of Contracts**



- Offer Accepted 19.05.21
- Heads of Terms agreed 27.05.21
- Internal Investment Committee approval 24.06.21
- Contracts Exchanged 30.06.21



# Our Land and Planning Teams

Gary Day, our Land, Design and Planning Director, who sits on our Plc Board and provides the strategic oversight of the company's land and planning functions, has over 33 years' experience in the retirement housing sector.

"Consented land" is the lifeblood of our business, so we recognise that land, design and planning are intrinsically linked.

The close relationship that our planning and design teams have with our land departments, and the thorough research undertaken at a very early stage of the land buying process, ensures that **Churchill Retirement Living is in the best possible position to secure the best possible planning permission for the sites we purchase, as quickly as we can.**

The track record of Planning Issues, our in-house planning consultancy, is excellent and the majority of planning applications we submit gain permission at first application. Our Planners are highly experienced in both Local Government and the private sector and have a wealth of experience in planning for retirement living.

We also have a proven track record of achieving excellent results at planning appeals, including the recent pivotal decision at Fleet that was covered by the panel of leading planning QC's in an episode of "Have We Got Planning News For You" <https://havewegotplanningnewsforyou.com/jennie-daly-group-operations-director-at-taylor-wimpey-plc-s4-e6/>

To ensure that the best possible case can be put forward at appeal, we work with some of the country's leading barristers in the planning field.

We always seeks to work in partnership with local planning authorities, local communities, and other local stakeholders to ensure an appreciation of the social and economic benefits of our proposals. We aim to satisfy national and local planning policy, while designing high quality schemes that respect the amenities of neighbours and the townscape context of the site.



An issue that often arises during the planning process is the impact on the character of the area. However, we are skilled in responding to a wide variety of situations and the experience and expertise of our excellent planning and design teams, together with our reputation for good design, is such that we have successfully built in many sensitive locations (including sites in designated Conservation Areas and sites adjacent to Listed Buildings).

## Regeneration

The vast majority of our schemes are situated on brownfield sites that meet the government's agenda for sustainable development, and aid local authorities in delivering necessary housing numbers on previously developed land as opposed to greenfield sites. This can improve the quality of the urban fabric of an area and regenerate poorly utilised parcels of land within town centres - helping to bring business back to the local high street.



Salisbury site before

# Strong track record

We have a consistent track record of land acquisition over recent years:

Total number of sites purchased  
**216 sites**

Total units built (or to be built) on those sites  
**c9,000 units**  
(average c.40 units per scheme)

Our planning team also has an impressive success rate on planning applications in recent years

Two thirds of consents are achieved through local decisions and the balance via successful appeals. On those occasions when we are not able to secure a first-time planning consent, we have no hesitation in taking our proposals through the Appeal process, where we have an enviable record of success. In the past 18 months we have won 8 out of 9 Appeals – an **89% success rate**, which compares favourably to the national average for May 2020 to April 2021 of 25% (Planning Inspectorate: Official Statistics, 20 May 2021).

# Looking ahead

It all begins with land. We have embarked on £800m of investment over the coming years to support our growth plans. As a team we are extremely proud of what we do, and take great pride in delivering high quality sites to provide our customers with excellent places to live across a diverse range of locations.



Sarum Lodge, Salisbury after



# Award winning retirement living



As a well established, trusted Company, we have won numerous awards and become recognised and highly regarded throughout the retirement industry.

Our proudest achievement was at the 2016 WhatHouse? Awards, where Churchill Retirement Living came home with the overall Housebuilder of the Year award, the first retirement developer ever to receive this top accolade. We cemented this by winning Best Medium Housebuilder at the

2019 awards. Churchill Retirement Living has also had consistent success in the Sunday Times Best Companies to Work For list, achieving top three positions in recent years, and seven years of HBF 5 star rating for Customer satisfaction.

With Churchill Retirement Living, you know that you are working with an award winning Company, with a strong reputation within the industry.

“

*Having worked successfully with Churchill Retirement Living over a number of years in my role as an independent sole trader, the relationship has flourished based on mutual trust and respect. The highly experienced Land Team is very receptive to new ideas and has always been prepared to listen. I have thoroughly enjoyed working with the Company and look forward to further successes in the future.”*

Andrew H Bates MRICS - Chartered Surveyor, Andrew H Bates & Co



Tavistock site before

Fitzford Lodge, Tavistock site after



