
Seniors Housing Planning Needs Assessment

76-78 High Street, Tonbridge, Kent TN9 1EE

Prepared for McCarthy Stone
May 2021

INSTRUCTION

Purpose

Knight Frank has been instructed to prepare a needs assessment on behalf of McCarthy Stone in relation to a planning application. The report is for a proposed seniors housing scheme at 76-78 High Street, Tonbridge. The planning application is yet to be submitted at the time of writing this report.

Analysis of the population and demographics of the elderly population together with existing and future supply has been carried out in conjunction with McCarthy Stone's proposed development.

Data Sources

We have utilised several resources on a desktop basis to establish the demand and supply landscape, and whether there is a need for the proposed development.

The following sources have been used to support this report:

- ONS Census 2011 Population statistics
- ONS 2018-based population projections
- ONS 2019 mid-year population estimates
- Housing LIN
- Elderly Accommodation Counsel
- www.housingcare.co.uk
- Relevant planning departments
- Tonbridge and Malling Local Plan – Regulation 22 Submission (2019)
- West Kent Housing & Homelessness Strategy 2016-2021
- Tonbridge and Malling Strategic Housing Market Assessment March 2014
- Tonbridge and Malling Strategic Housing Market Assessment Addendum – August 2014
- 2019 Housing Need Update

Timing

The planning research has been carried out between 10/05/2021 and 21/05/2021. Any planning applications submitted after 19/05/2021 have not been researched.

Instruction Summary	
Client	McCarthy Stone
Site Address	76-78 High Street, Tonbridge TN9 1EE
Purpose of advice	Planning Needs Assessment
Date of engagement	29/04/21
Prepared by	Lauren Harwood – Associate, Seniors Housing

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I. EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

We have reviewed the demand and supply position of the proposed site, and are able to comment on the general provision of seniors housing within Tonbridge and Malling. Our analysis shows there is a significant shortfall in the number of seniors housing units within Tonbridge and Malling. Content from the Tonbridge and Malling Strategic Housing Market Assessment and West Kent Housing & Homelessness Strategy 2016-2021 documents also recognises a need to increase the provision of seniors housing. Population forecasts provided by the ONS estimate there will be significant growth in the 65+ and 75+ population which will further strengthen the argument for increased provision of specialised housing for the elderly.

Our view of Tonbridge and Malling is provided using the following key areas:

SITE & LOCATION

The site is situated in an ideal location on Tonbridge High Street, providing convenient access to a plethora of amenities. The site is in a sustainable location, benefiting from easy road access from a B-road to surrounding towns and villages, and quick access to public transport routes.

DEMOGRAPHICS

There are currently more than 11,000 seniors aged 75+ in Tonbridge and Malling local authority.

Projections suggest there will be a 22% increase in the 65+ population and a 29% increase in the 75+ population between 2019-2029, a population that will require increased provision of seniors housing

EXISTING SUPPLY

A large proportion of the existing seniors housing stock in Tonbridge and Malling is social housing, with the majority of private stock delivered pre-2010.

There is a deficit of comparable seniors housing schemes, which provide an independent lifestyle to older residents while better suiting their needs.

FUTURE SUPPLY

There are two private sheltered seniors housing schemes in the pipeline, however both of these schemes have had their applications refused.

Analysis shows that whilst there is a future pipeline of private Housing with Care stock in the area, there appears to be a shortfall of private purpose-built sheltered housing.

DEMAND AND SUPPLY BALANCE

There is an estimated current shortfall of over 1,405 private seniors housing units in Tonbridge and Malling.

Population projections suggest this gap will widen over the coming years, showing the need for a significant increase in the provision of seniors housing in Tonbridge and Malling district.

2. MARKET CONTEXT

2A. SENIORS HOUSING MARKET

Housing for the elderly population has traditionally focused around either remaining in the family home, or moving into a residential care home. Seniors housing provides an alternative option.

Seniors housing provides purpose-built specialist property for seniors. This accommodation, also referred to as senior living or retirement living, encompasses a broad range of housing options and caters for seniors who require specialist housing but who want to remain independent and benefit from the availability of on-site services and care. The sector sits in a space between general housing and care homes. There are different models which deliver increasing levels of services, including care. In the market, a wide range of terminology is used but we outlined the main terms below:

Retirement Housing:

This type of housing caters for downsizers who are typically selling or vacating their former family home and moving to a smaller apartment. Within the Retirement Housing market, there are some schemes classified as Age Restricted – this is the most basic type of specialist housing, with the main difference from mainstream housing being that the age of residents is restricted.

The majority of schemes within the Retirement Housing sector of the market provide some communal facilities and services. Occupiers have self-contained accommodation and usually there are communal services such as lounge and communal gardens. Schemes are normally centrally located and occupiers do not receive personal care. Typically, there will be a warden, although not 24/7. Apartments will normally have Use Class C3 planning unless they form part of a larger development linked with care. This form of Retirement Housing can also be referred to as Independent Living. We understand that the proposed development is a McCarthy Stone Retirement Living (RL) scheme and would therefore fit within the Retirement Housing definition.

Housing with Care:

Housing with care (also known as Assisted Living / Extra Care) is self-contained accommodation allowing residents to live independently with services (including domiciliary care) available when required. These developments typically have higher service and amenity levels compared to Retirement Housing. The accommodation allows individuals to “age in place” and offers an alternative to a care home. Typically, they are built under Use Class C2. The McCarthy Stone Retirement Living Plus (RLP) product fits within the Housing with Care definition.

Close care:

This is extra care accommodation linked to a care or nursing home. Residents are able to use the facilities in the care home.

Figure 1: Seniors housing market



* ADL = Assistance with Daily Living
Source: Knight Frank

2B. BENEFITS OF SENIORS HOUSING

We have been advised that the proposed scheme will offer Retirement Housing, a form of seniors housing providing self-contained residential apartments and communal facilities. Retirement housing allows operators to support residents who do not yet require care but find that mainstream residential housing is no longer suitable to their lifestyle.

The apartments are the residents' home and this type of property is therefore very distinct (different) to residential care homes and nursing homes where care is delivered and occupants generally do not have rights associated with one's own home.

Whilst planning permissions are often restricted to 60 years+, we would normally expect residents moving into retirement housing to be in their mid-70's. This is borne out by McCarthy Stone's experience with residents typically being in their mid 70's on occupation in their Retirement Living units.

Most of the private retirement housing market is dominated by sales on a leasehold basis although there is increasing interest in rental. We expect leaseholds to be for a minimum of 999 years with residents paying a service charge. McCarthy Stone is both developer and operator of its Retirement Living schemes and is the largest developer and operator of Private Sector Seniors Housing in the UK, with a 70% market share.

Benefits

The provision and effective delivery of seniors housing into a community can bring a plethora of social and economic benefits (further details are provided in the pre-app enquiry document supplied by the applicant):

Economy:

- The scheme will create a need for construction workers to be on-site during the build, with an indirect knock-on impact in demand for those working in the supply chain. There will be on-site staff and the need for workers due to maintenance contracts. The provision of these jobs will have wider benefits to the local economy, attracting economically active workers, and therefore increasing expenditure within the local area.
- In addition to staffing, the proposed scheme will generate additional council tax revenue. Additional revenue would also be created from stamp duty payments. The additional council tax revenue raised from the proposed scheme will qualify the council to receive the New Homes Bonus.
- Gross Value Added (GVA) measures the contribution of economic activity to an economy, and can be used as an indicator of wealth. The proposed scheme will generate an additional GVA per annum for the local economy.

Housing:

- The introduction of seniors housing would allow the release of family housing back into the market. We assume that a large proportion of demand for this scheme would be localized as research from McCarthy Stone indicates that most residents of their schemes move from within 5 miles of a development. Therefore, this would mean an immediate positive impact for the local area and wider local authority. This release of stock will not only be beneficial for housing provision targets, but could attract more economically active residents into

the area, further increase household expenditure and allow first time buyers to enter the market.

Residents:

- For the residents themselves, peace of mind is the key benefit, with their health needs, safety, security and wellbeing needs addressed by the operator. Seniors housing can tackle loneliness and isolation, providing an independent lifestyle in high quality housing within a community setting.
- There are also benefits for residents in the wider area as local residents could move to a senior unit with ease, therefore futureproofing any potential future demand for seniors housing within this area.

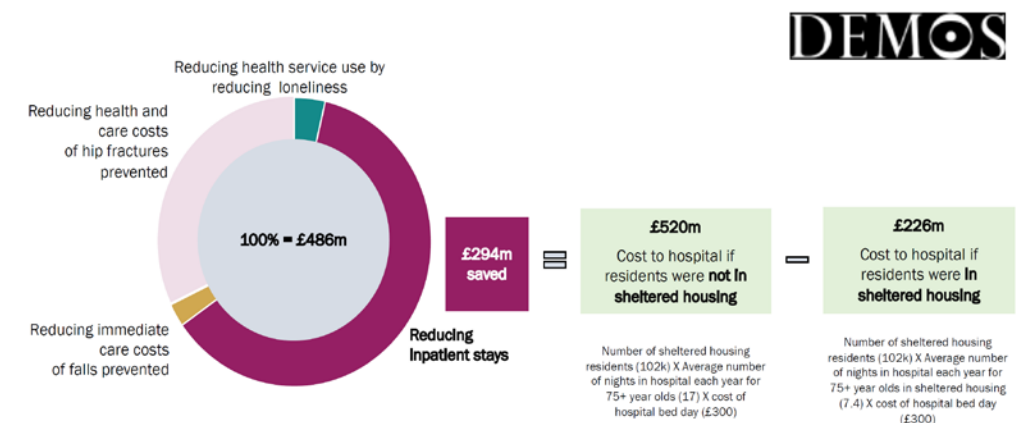
Healthcare and the NHS:

- A seniors housing scheme can ensure that residents recover faster within their "everyday" environment where they can engage in activities particularly designed for them. The social aspect with other residents can also assist with mental recovery. Ultimately, this reduces the burden on the NHS and reduces future medical costs.
- Demos have produced research on the annual NHS savings made due to specialised seniors housing, which is shown in the graphic below. Housing LIN explain that the adapted facilities present in such schemes reduce the risk of falls and therefore hip fractures and other injuries that would require medical attention.

Figure 2: Demos Annual savings made due to sheltered housing

Figure 1.75

Annual NHS savings made due to sheltered housing



Source: Demos

2C. MARKET DRIVERS

Demographics

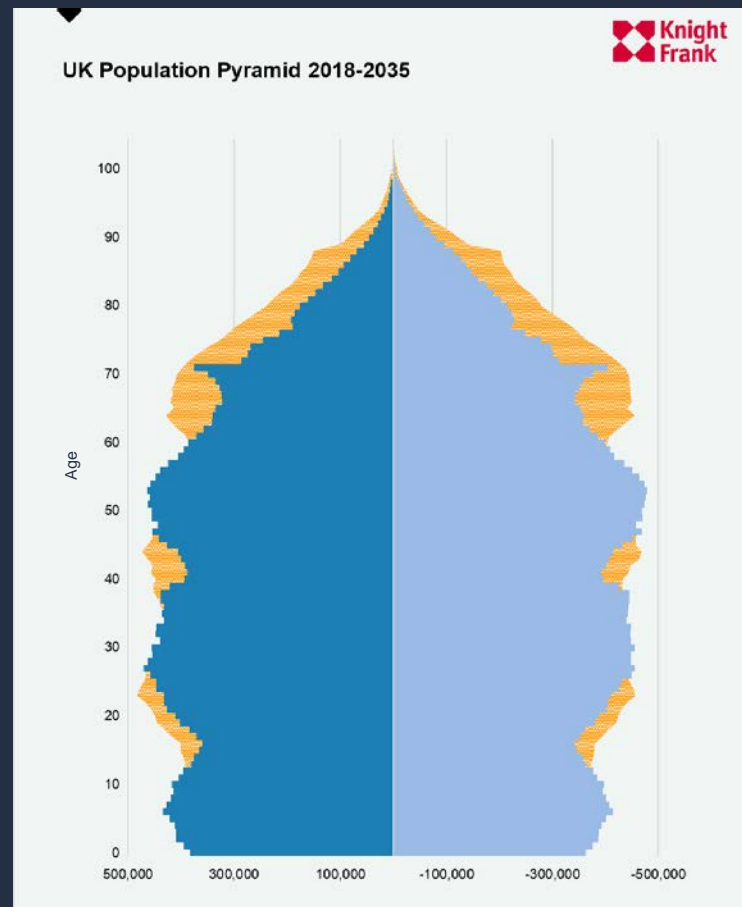
The demographics underpinning the seniors housing market can be summed up concisely: the population is set to rise in the coming years but the number of older people will increase much more rapidly as people live longer. The rapidly expanding cohort of individuals aged 75+ will trigger an increase in the proportion of the population requiring specialist seniors housing.

Figure 3: Summary of UK population profile



Source: Knight Frank, ONS

Figure 4: UK Population Pyramid



Source: Knight Frank, ONS

2C. MARKET DRIVERS

Existing supply and undersupply

There is a substantial imbalance between the rate our population is ageing and the delivery of seniors housing.

There are just over 735,000 existing seniors housing units in the UK, with 184,000 of these units either private for-sale or rental.

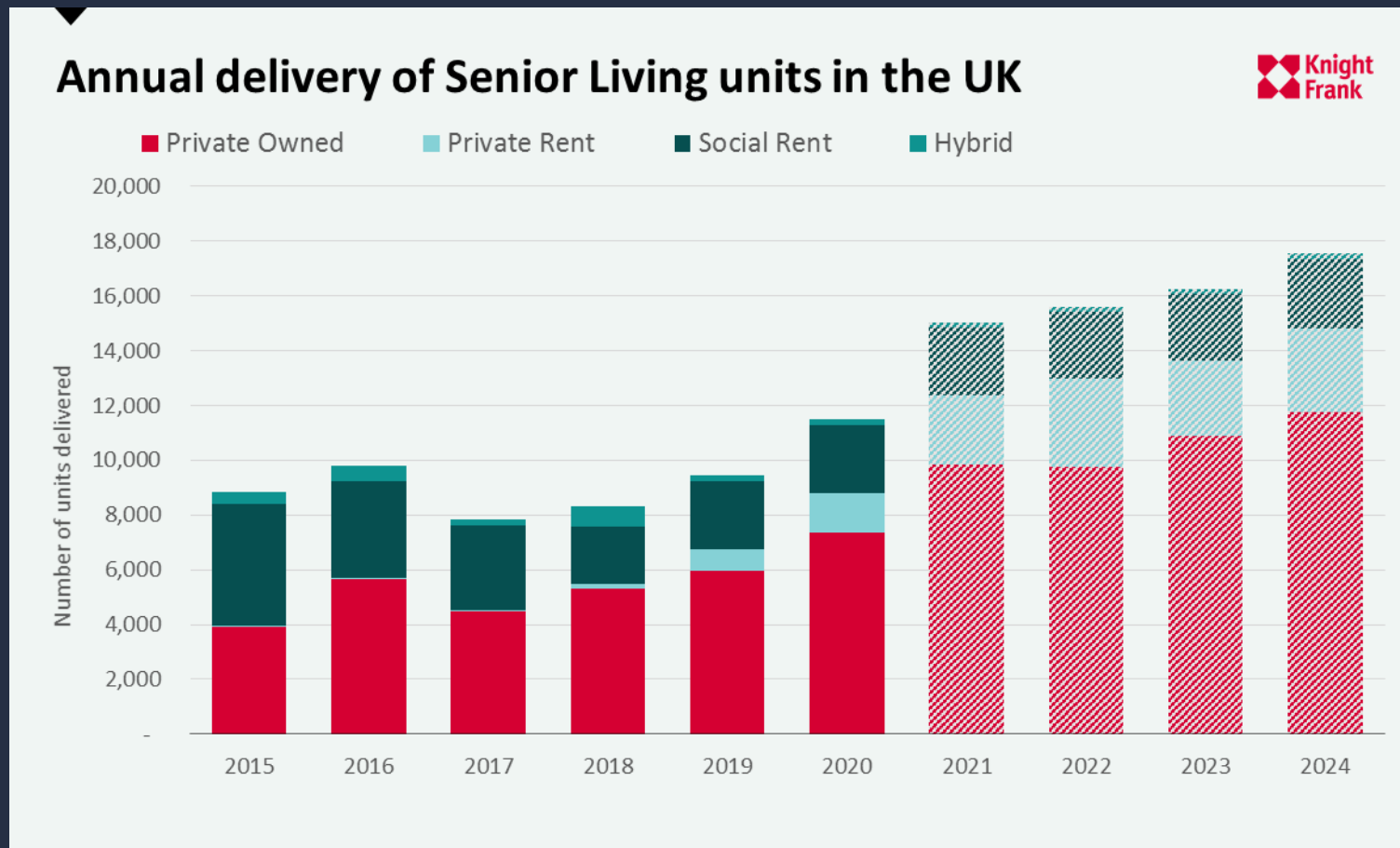
There are approximately 5,000 existing Seniors Housing private rental units in the UK, with 93% of these pepper-potted in for-sale schemes, and the remaining 7% delivered as purpose built rental schemes.

Given the growth of investment in seniors housing in recent years, an increase in delivery of seniors housing units is widely expected. We have analysed the future plans of all major operators against past delivery to forecast a 26% increase to the current stock of private living senior units by the end of 2023. 4

Our forecasts project the delivery of almost 50,000 private for-sale units and 3,500 private rental units between 2020-2024.

Despite the predicted growth in the market, it is still evident that there is an undersupply of specialist housing for seniors in the UK.

Figure 5: Annual Delivery of Seniors Housing units in the UK



Source: Knight Frank, EAC

3. PROPOSED SCHEME

3A. PROPOSED SITE SUMMARY

The Site is located on the western edge of Tonbridge Town Centre and comprises a retail building fronting the High Street and car park to the rear. Other retail and commercial buildings can be found on the High Street and to the rear a mix of residential and commercial buildings. The River Medway is located to the north west of the site. Tonbridge Castle and surrounding green space are also in close proximity.

Is it proposed that the existing site be split into two plots as shown in Figure 7 opposite. The plot to the front of the site will retain the existing commercial unit and develop 6 residential units.

McCarthy Stone Ltd are submitting a planning application for a seniors housing scheme at the rear of the site. This will be a complimentary product which will provide an alternative non-competing use to the wider residential offering in the local area. A Retirement Living (RL) scheme for older people is proposed, and will offer a total of 36 units (21 x 1 Bedroom apartments and 15 x 2 Bedroom apartments).

We understand the site already benefits from planning permission (LPA reference: 20/01122/FL) for the development of a 70 room hotel and 10 residential units. Due to the impact that Covid-19 has had on the hospitality industry in particular, we understand that a hotel is now not perceived to be a viable option at this site. However despite this, the proposed seniors housing scheme will provide a wide range of benefits (as outlined on page 8 and in the planning statement) and meet an urgent need for suitable housing for older people.

The revised application for a seniors housing scheme has considered the current consent in the design and massing of the proposed development.

Figure 6: Location of Proposed Scheme

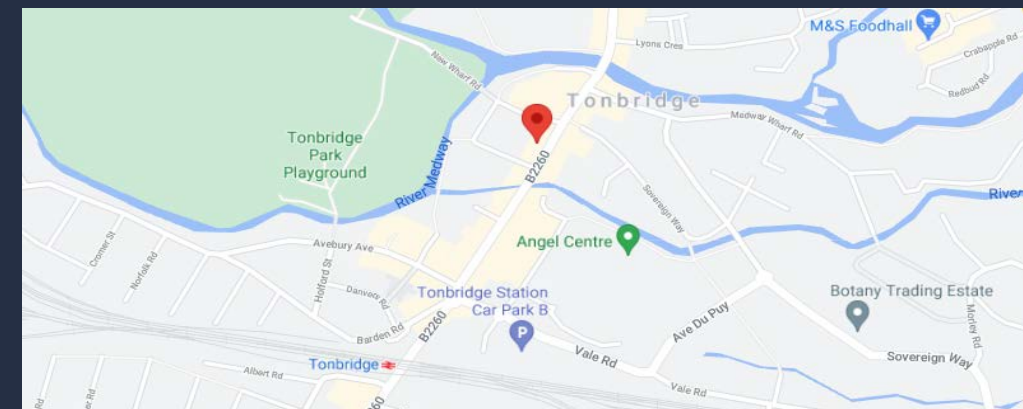
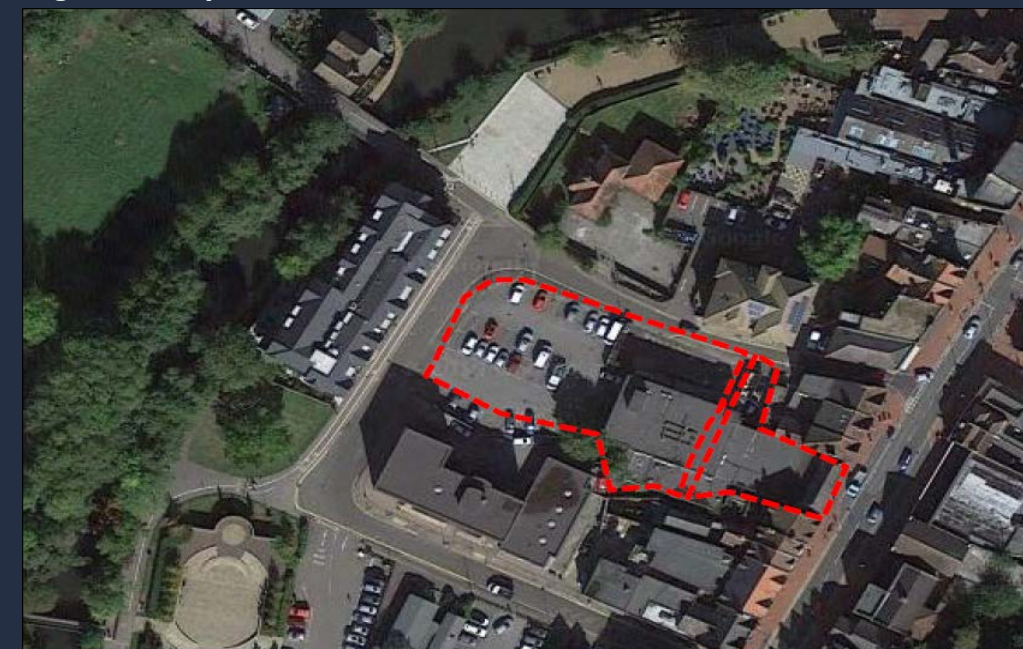


Figure 7: Proposed Site



3B. PROPOSED SITE AND SITUATION

The proposed site is located on the B2260 in the centre of Tonbridge with access to the site to be made available from River Walk/New Wharf Road.

The High Street and surrounding area offer a number of key amenities including shops, restaurants, cafes, GP surgery, banks and supermarkets.

Tonbridge Railway Station, a 5 minute walk to the south of the site, offers direct services into London in less than an hour as well as direct services to the coast with Hastings to the south and Sandwich to the east. Neighbouring town Tunbridge Wells is a short 15 minute train journey or drive away.

The distance from key amenities including public transport and GP surgeries is in line with McCarthy Stone requirements, as determined through 40 years of developing seniors housing schemes such as the proposed.

The site benefits from an abundance of easily accessible green spaces as well as outdoor leisure facilities including Tonbridge Golf Centre, Sailing Club and Tonbridge Castle and grounds.

Planning Constraints

We have looked at various planning and environmental constraints that may cause issues when seeking to undertake development at this location.

Flooding: The site is located within flood zone 3.

Conservation Areas: The property is not located within a conservation area however it is immediately adjacent to the Tonbridge Conservation Area.

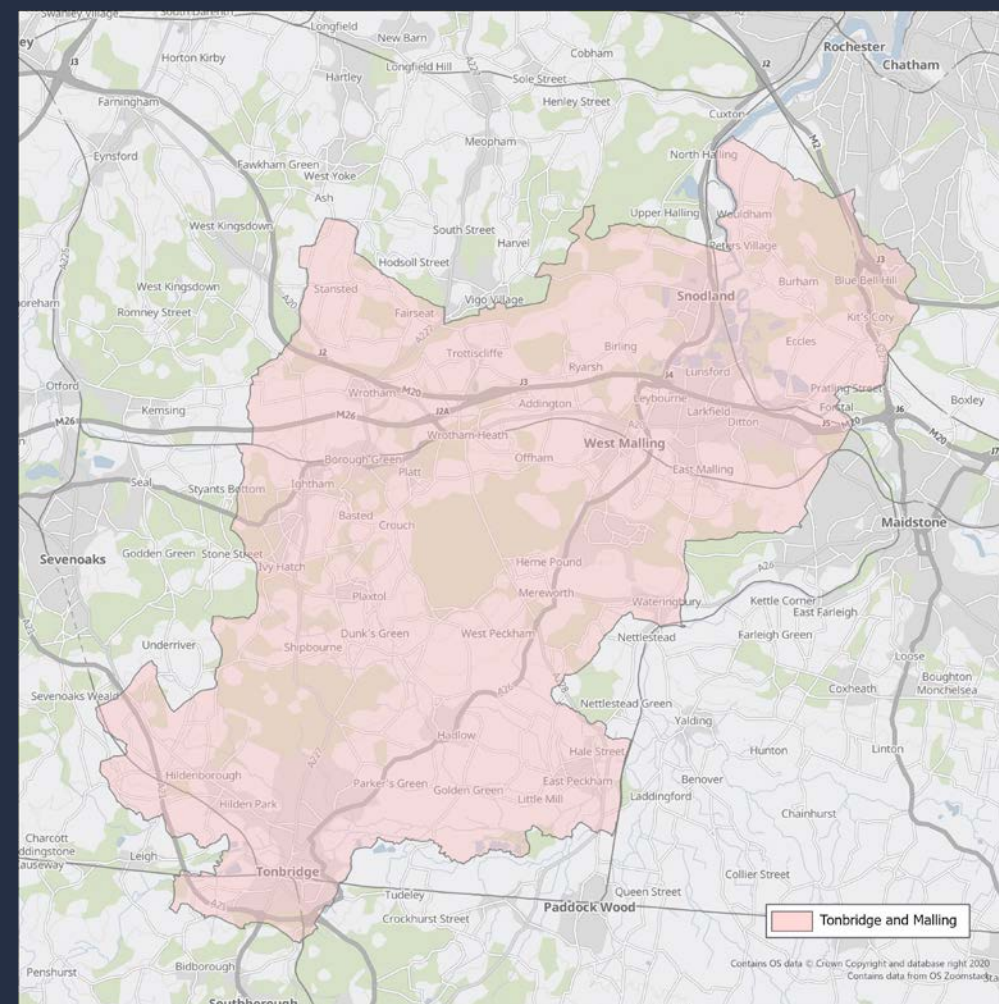
Listed Buildings: There are no listed buildings at the site. We note Tonbridge Castle located c. 680 ft as the crows fly to the north of the site is Grade I Listed.

Catchment area

For this exercise, we have identified the primary catchment area (PCA) as Tonbridge and Malling District. This is used on the basis that moving into specialist seniors housing is a locally focussed market, with new residents being typically drawn from the local area or because the individuals has a connection with the area; for example, seniors moving to be closer to family members.

We note that Tonbridge sits on the local authority boundary, therefore it is likely that there will likely be additional demand for a seniors housing product from surrounding areas of Tunbridge Wells and Sevenoaks.

Figure 8: Tonbridge and Malling local authority



3C. LOCAL PLANS AND LITERATURE REVIEW

We have undertaken a review of relevant housing documents and local plans to understand strategy around the need and provision of seniors housing. The current planning policies are based on the Local Plan adopted in 2007. We note that the council has prepared a new Local Plan for the period up to 2031 which is now in the examination stage.

The following documents have been reviewed:

- Tonbridge and Malling Local Plan – Regulation 22 Submission (2019)
- West Kent Housing & Homelessness Strategy 2016-2021
- Tonbridge and Malling Strategic Housing Market Assessment March 2014
- Tonbridge and Malling Strategic Housing Market Assessment Addendum – August 2014
- 2019 Housing Need Update

Tonbridge and Malling Local Plan – Regulation 22 Submission (2019)

This document, adapted from the adopted 2007 local plan, makes little reference to specialist accommodation for older people. In Section LP40 it states that “Major residential development of 10 or more units should provide a mix of dwelling types having regard to the evidence in the Strategic Housing Market Assessment”, with no further detail provided for seniors housing. However, the National Planning Policy Framework advises that local planning policies should reflect the need for housing of different types to accommodate different groups including older people and should plan for a mix of housing based on current and future demographic trends.

Housing & Homelessness Strategy 2016-2021, West Kent

The housing strategy for West Kent acknowledges the need to improve the housing supply across the board with one of their objectives being to “support the delivery of specialist housing that will meet the needs of older residents, including those with more complex needs such as those with dementia” (page 34).

One of the reasons this is at the forefront of the strategy is the expected growing population, the strategy states “Further pressure will come from the anticipated growth in population across West Kent over the life of this strategy, and into the next decade. The population is ageing, which is creating pressures on health resources. There has also been a growing

acknowledgement in recent years of the close links between housing, health and wellbeing.”

The strategy also acknowledges the benefits of seniors housing by highlighting the “significant levels of under-occupation, particularly amongst older person households”. The release of under-occupied properties back to the housing stock can help to reduce pressures on housing supply, particularly for families.

Page 28 of the report highlights the “mismatch between the current supply and demand” with a lack of suitable purpose-built accommodation for the elderly.

The figure below, taken from the report, highlights the projected growth of the elderly population within the borough, further emphasising the importance and need of specialist housing for seniors. It is worth noting here that the population growth in the key 75+ age cohort in Tonbridge and Malling is higher than in neighbouring Sevenoaks and Tunbridge Wells.

Population

	Sevenoaks	Tonbridge & Malling	Tunbridge Wells
Population	117,035	120,800	116,100
Projected population growth 2013–2033	+17%	+19%*	+17%
Projected household growth 2013–2033	21%	25%*	25%
Projected change in population aged 60–74 (2013–33)	23.9%	34.5%*	37.4%
Projected change in population aged 75+ (2013–33)	71%	95.1%*	83.2%*

*Figures for 2011–2031

Sevenoaks & Tunbridge Wells Strategic Housing Market Assessment: Sevenoaks & Tunbridge Wells Councils Final Report (September 2015)

SHMA Update – Implications of 2012-Based Household Projections: Ashford, Maidstone, and Tonbridge and Malling Borough Councils, Final Report (June 2015)

3C. LOCAL PLANS AND LITERATURE REVIEW

Tonbridge and Malling Strategic Housing Market Assessment March 2014

The SHMA highlights that Tonbridge and Malling borough has a “trend towards an ageing population” (5.10) with significant growth forecasts (9.11). 9.3 highlights that older people may have housing needs that differ from the wider population.

9.6 states that there is “A need to provide housing for older people as part of achieving a good mix of housing, but recognizing that many older people are able to exercise choice and control over housing options— e.g. owner occupiers with equity in their homes”.

The SHMA has used the Housing LIN toolkit to identify the need for seniors housing. Please note that this model is now out of date, and the most recent SHOP Toolkit has been used as part of this planning needs assessment.

“9.22 The data suggests that, based on the current older persons population in the borough, there is an existing need for 713 sheltered/extra-care housing units and 701 registered care units. Moving forward this need is anticipated to grow substantially with an additional 1,206 sheltered/extra-care housing units and 781 registered care spaces over the period to 2030.

“9.23 Provision of sheltered and extra care housing will count towards the identified level of overall need for housing based on the demographic projections”.

The document also adds that “9.35 The growing older population will however likely lead to some increase in requirements for specialist housing solutions. The analysis above suggests a 93% growth in older population with dementia, and a 76% increase in the older population with mobility problems. From a planning point of view, some of these people will require specialist housing such as sheltered or extra care provision.”

Table 59: Estimated Need for Specialist Housing

	Current need	Additional need (to 2030)	Total need
Sheltered – affordable	277	546	823
Sheltered – market	243	483	726
Extra care – affordable	193	177	370
Extra care – market	0	0	0
Registered care	701	781	1,482
TOTAL	1,414	1,987	3,401

Source: Housing LIN

Tonbridge and Malling Strategic Housing Market Assessment Addendum – August 2014

An addendum to the SHMA continues to outline the total need to be 520 sheltered units (as of 2014) with an additional 1,029 needed by 2030. Note this does not distinguish between tenures. It also notes that the need calculations are based on outdated data, and this is in addition to an older version of the Housing LIN SHOP Toolkit having been used.

We note no additions or amendments in the 2015 or 2016 SHMA updates.

2019 Housing Need Update

The 2019 Housing Need Update reassessed housing need within the borough and revised figures based on latest population trends. No amendments were made to the need figures for specialist housing for older people, however it does note significant growth amongst seniors population.

“2.9 The largest growth will be in people aged 65 and over. In 2031 it is projected that there will be 31,900 people aged 65 and over. This is an increase of 12,500 from 2011, representing a growth of 54% (2011-31).”

Conclusions

The review of the local plans and SHMAs for Tonbridge and Malling project a significant increase in the number of seniors in the borough, and therefore a need for specialist housing for the older age cohort. There is a clear need for provision of such accommodation to meet the needs of a growing elderly population. As of the writing of this report, our calculations show that sufficient seniors housing has not been provided to meet this need (see section 6).

4. DEMAND

4A.ASSESSING DEMAND

The process for assessing demand for seniors housing is not clear-cut. Unlike the Care Home market which relies on LaingBuisson's usage rates for care in a residential setting model, there is not a single, industry-standard model for defining demand for seniors housing.

Housing LIN have produced the Strategic Housing for Older People Resource Pack (SHOP) in 2013 which suggests two approaches for assessing this need.

A) Modelling through Care Home Demand

Although perhaps now a little dated, a paper published in 2004 estimated that about a third of the population entering a care home could have moved to a form of seniors housing as a viable alternative, with a further third who could have managed in such housing had they moved at some time earlier in their care history. Thus if you were only considering how demand for care home provision could be reduced through the delivery of seniors housing, this evidence would suggest that at least one third of residents could have been diverted to more appropriate housing with care, and possibly up to two thirds if appropriate information and advice had been available. Consideration is then given to the impact other interventions in the community could have on this demand, such as the provision of telecare, aids and adaptations, and better information.

B) Modelling from Population data

There are a number of different models for estimating demand for supported housing. "Housing markets and independence in old age" offers one model. A more detailed approach is available in 'The Older Persons' Housing Toolkit' although the assumptions on which it defines its prevalence rates are not included in the paper

Source: Housing LIN

The SHOP Toolkit provides an indication of provision levels for different types of seniors housing. This ranges from conventional sheltered (affordable) housing through to private sheltered and extra care/housing with care provision.

Table 1: Housing LIN Strategic Housing for Older People Resource Pack (SHOP)

Forms of Provision	Estimate of demand per thousand of the relevant 75+ population
Conventional sheltered housing to rent	60
Leasehold sheltered housing	120
Enhanced sheltered housing	20
Extra care housing for rent	15
Extra care housing for sale	30
Housing based provision for dementia	6

Source: Housing LIN

This approach indicates that 120 leasehold sheltered housing units (which are comparable to the Retirement Living units in the proposed scheme) are required per 1,000 people aged 75+ to meet the need. This ratio will be used to assess demand for the proposed scheme.

It is acknowledged that whilst this is widely used within the industry, the toolkit is a relative assessment of demand and therefore subject to geographic variations and the influence of new developments. Despite these limitations, we believe that this is a robust method of assessing the gap between potential demand and supply within a particular area.

It should be noted that while the SHOP toolkit only assesses demand for the 75+ population, we will include analysis for both the 65+ and 75+ population, as those aged 65-74 do occupy seniors housing and will form the basis of future demand.

4B. POPULATION

Table 2: 2019 Population estimates

Age	Tonbridge & Malling		South East		England	
	#	%	#	%	#	%
0-4	7,882	6.0%	520,700	5.7%	3,299,700	5.9%
5-9	8,688	6.6%	580,500	6.3%	3,538,200	6.3%
10-14	8,791	6.7%	561,100	6.1%	3,354,200	6.0%
15-19	7,904	6.0%	511,200	5.6%	3,090,200	5.5%
20-24	6,161	4.7%	533,000	5.8%	3,487,900	6.2%
25-29	7,027	5.3%	545,100	5.9%	3,801,400	6.8%
30-34	7,506	5.7%	550,400	6.0%	3,808,000	6.8%
35-39	8,383	6.3%	586,600	6.4%	3,733,600	6.6%
40-44	8,578	6.5%	575,400	6.3%	3,414,300	6.1%
45-49	9,910	7.5%	628,900	6.9%	3,715,800	6.6%
50-54	9,964	7.5%	661,100	7.2%	3,907,500	6.9%
55-59	9,065	6.9%	616,400	6.7%	3,670,700	6.5%
60-64	7,391	5.6%	518,600	5.6%	3,111,800	5.5%
65-69	6,414	4.9%	464,200	5.1%	2,796,700	5.0%
70-74	6,783	5.1%	482,200	5.3%	2,779,300	4.9%
75-79	4,933	3.7%	335,800	3.7%	1,940,700	3.4%
80-84	3,585	2.7%	250,400	2.7%	1,439,900	2.6%
85+	3,188	2.4%	258,500	2.8%	1,397,100	2.5%
All Ages	132,153	100.0%	9,180,100	100.0%	56,287,000	100.0%
65+ Total	24,903	18.8%	1,791,100	19.5%	10,353,700	18.4%
75+ Total	11,706	8.9%	844,700	9.2%	4,777,700	8.5%

Table 3: 2019 Population estimates indexed against England (England = 100)

Age	Tonbridge & Malling	South East
65-69	98	102
70-74	104	106
75-79	108	106
80-84	106	107
85+	97	113
75+ Total	104	108

Source of all tables and figures on this page: Knight Frank Research, ONS, 2019 mid-year population estimates,

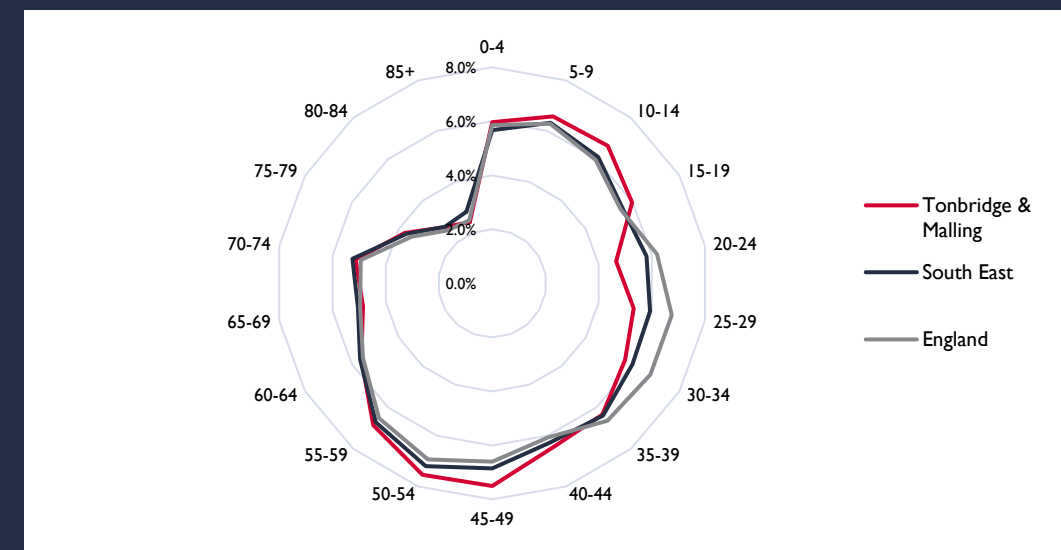
We have assessed population trends for Tonbridge and Malling and benchmarked against the following geographic areas:

- South East of England region
- England

We have assessed potential demand based on the latest Census data and 2019 mid-year population estimates.

There are currently an estimated 132,153 individuals in Tonbridge and Malling as of 2019. Of this, 8.9% of the total population are aged 75+, amounting to 11,706 individuals. The proportion of individuals aged 75+ is in line with the South East of England (9.2%) and England (8.5%).

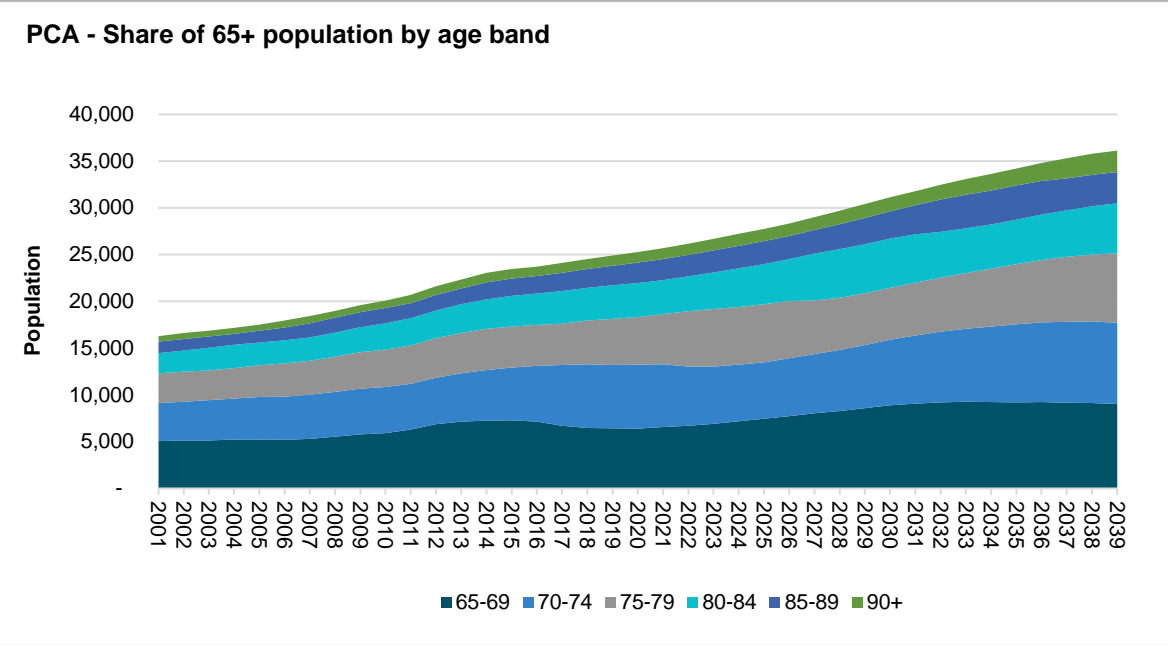
Figure 9: Breakdown of 2019 population estimates by 5 year age bands



4C. POPULATION CHANGE

The 65+ age cohort has grown at a considerably faster rate than the under-65 age groups in Tonbridge and Malling. There has been an 27% increase in the total number of individuals aged 65+ residing in Tonbridge and Malling since 2009 while over the same time period it is estimated that the number of individuals aged under 65 has only increased by 8%. Additionally, the 75+ population grew by 31% over the ten year period.

Figure 10: Tonbridge and Malling population change – 2001-2039



Source: Knight Frank Research, ONS, 2019 mid-year population estimates

Table 4: Tonbridge and Malling historic population change

	2009	2019	% change
Under-65's	98,867	107,250	8%
65-69	5,772	6,414	11%
70-74	4,892	6,783	39%
75-79	3,920	4,933	26%
80-84	2,649	3,585	35%
85-89	1,599	2,083	30%
90+	760	1,105	45%
65+	19,592	24,903	27%
75+	8,928	11,706	31%
Total population	118,459	132,153	12%

Source: Knight Frank Research, ONS, 2019 mid-year population estimates

During the 2009-2019 period, the 65+ population in Tonbridge and Malling has grown by 5,311 and the 75+ population has grown by 2,778. The largest growth in percentage terms has been within the 90+ age cohort, which has grown by 45% over the ten year period. This is followed by the 70-74 age cohort, which has grown by 39%. The older age cohorts are most likely to require and benefit from specialist seniors housing.

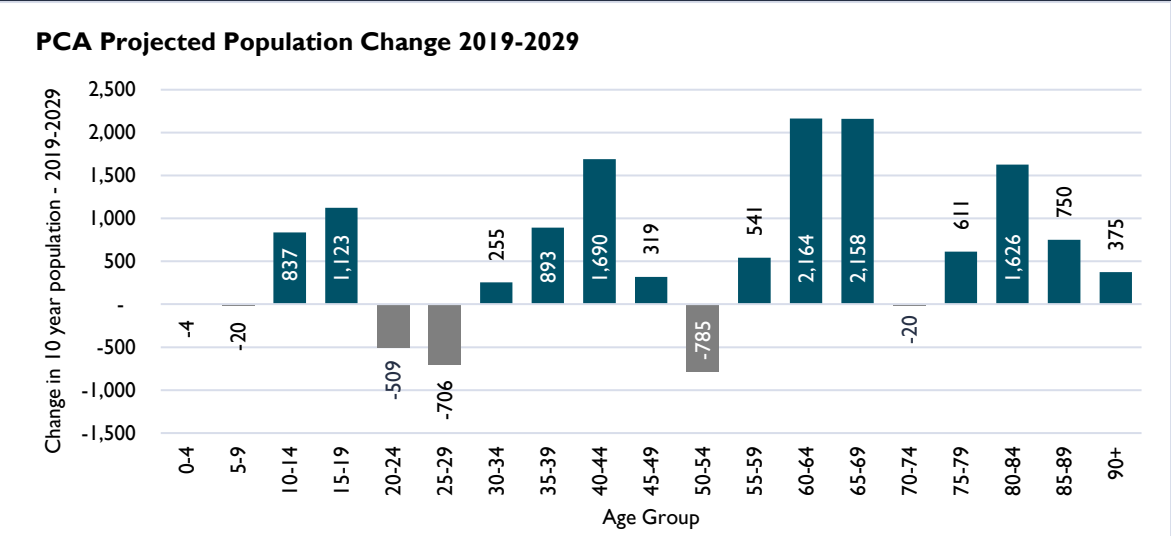
4D. POPULATION FORECASTS

Population projections from the ONS suggest that by 2029, the population of Tonbridge and Malling could have increased by 11,000 individuals from 2019.

The area will undergo substantial growth within the older age groups with the 65+ age cohort set to increase by 22% and the 75+ age cohort set to increase by 29%, whilst the population of under-65's will experience a considerably smaller increase of 5%.

The population of individuals aged 65+ will increase to a projected total of more than 30,000 individuals by 2029. In percentage terms, the largest growth will come from the 80-84 age cohort which is expected to grow by 45% during the period, followed by the 85-89 age cohort, which is expected to grow by 36% closely followed by the 65-69 and 90+ age cohorts which are expected to grow by 34%, over the same period.

Figure 11: Tonbridge and Malling Projected population change 2019-2029



Source: Knight Frank Research, ONS, 2019 mid-year population estimates, 2018-based population projections

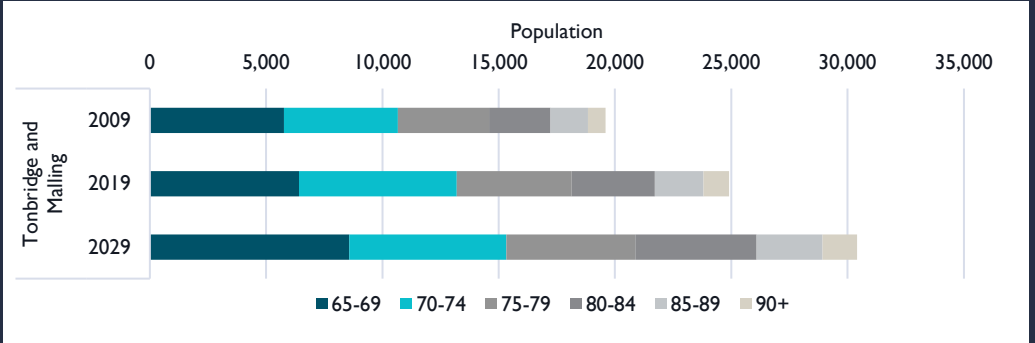
Table 5: PCA projected population change 2019-2029

	2019	2029	% change
Under-65's	107,250	113,047	5%
65-69	6,414	8,572	34%
70-74	6,783	6,763	0%
75-79	4,933	5,544	12%
80-84	3,585	5,211	45%
85-89	2,083	2,833	36%
90+	1,105	1,480	34%
65+	24,903	30,403	22%
75+	11,706	15,068	29%
Total population	132,153	143,450	9%

Source: Knight Frank Research, ONS, 2019 mid-year population estimates

As the population ages, the proportion of seniors (those aged 65+) who are in the 75+ age cohort will continue to grow. Over ten years from 2019-2029 it is expected that the 75+ population as a proportion of the 65+ population will increase by 9%.

Figure 12: 65+ Population profile – Tonbridge and Malling



Source: Knight Frank Research, ONS, 2019 mid-year population estimates

4E. DEMAND PROJECTIONS

We have used the 2019 ONS mid-year population estimates and the 2018-based ONS population projections for the 75+ population in Tonbridge and Malling for 2019 and 2029.

The Housing LIN SHOP toolkit has then provided an indicative assessment of demand for seniors housing. As outlined on page 17, we will use the ratio for leasehold sheltered housing (as this is equivalent to the McCarthy Stone RL units in the proposed scheme), which equates to 120 units per 1,000 individuals aged 75+. This is outlined in the SHOP toolkit table below:

Table 6: Housing LIN Strategic Housing for Older People Resource Pack (SHOP)

Forms of Provision	Estimate of demand per thousand of the relevant 75+ population
Conventional sheltered housing to rent	60
Leasehold sheltered housing	120
Enhanced sheltered housing	20
Extra care housing for rent	15
Extra care housing for sale	30
Housing based provision for dementia	6

Table 7: Estimated demand in Tonbridge and Malling

	2019	2029	Change #	Change %
75+ population	11,706	15,068	3,362	29%
Estimated Units Needed	1,405	1,808	403	29%

The toolkit suggests there is currently an estimated demand for 1,405 leasehold sheltered housing units in Tonbridge and Malling to cater for its existing 11,706 residents aged 75+. This is expected to rise over the next decade, with an additional 403 units required by 2029. It is therefore estimated that by 2029, there will be 15,068 individuals aged 75+ in Tonbridge and Malling, with a need for 1,808 units, a growth of almost 30% in just ten years.

Estimates for Tonbridge and Malling will differ to figures reported in the Tonbridge and Malling Local Plan, due to the use of the latest ONS population projections (2018-based), latest ONS mid-year estimates (mid-2019) and an updated HousingLIN SHOP toolkit, which were not available at the time of the SHMA. Nonetheless, it is clear from both sets of figures that there is an increasing elderly population in Tonbridge and Malling, with a growing requirement for specialist housing for seniors across the area.

Whilst this methodology is well regarded in the market, this is a relatively simplistic view of demand. The toolkit uses population rather than household levels to assess demand. We believe that seniors will move or downsize as a household rather than individuals. Moreover, this also does not take into account any wealth or affordability metrics which would need to be understood to identify the true target market. In addition, the model focuses solely on the 75+ population and additional demand for leasehold sheltered housing does exist for the under 75 population. Despite this, it is clear that the demand will continue to grow in the coming years.

5. SUPPLY LANDSCAPE

5A. SENIORS HOUSING SUPPLY

Existing Supply

Using data from the Elderly Accommodation Counsel (EAC), we have assessed the current supply of seniors housing within Tonbridge and Malling. EAC classifies schemes into the following categories:

- Age Exclusive (falls within KF definition of Retirement Housing)
- Sheltered (falls within KF definition of Retirement Housing)
- Enhanced Sheltered (some schemes are included in KF definition of Housing with Care / Extra Care)
- Extra Care Housing (KF definition of Housing with Care / Extra Care)
- Close Care Housing

We outline private provision in Tonbridge and Malling of all of the above on page 24. To assess comparable schemes to the proposed seniors housing scheme, we have focused this analysis on the mid-level care acuity and services section of the market. We have broadly used EAC definitions for Sheltered housing to compare to the McCarthy Stone RL units in the proposed scheme.

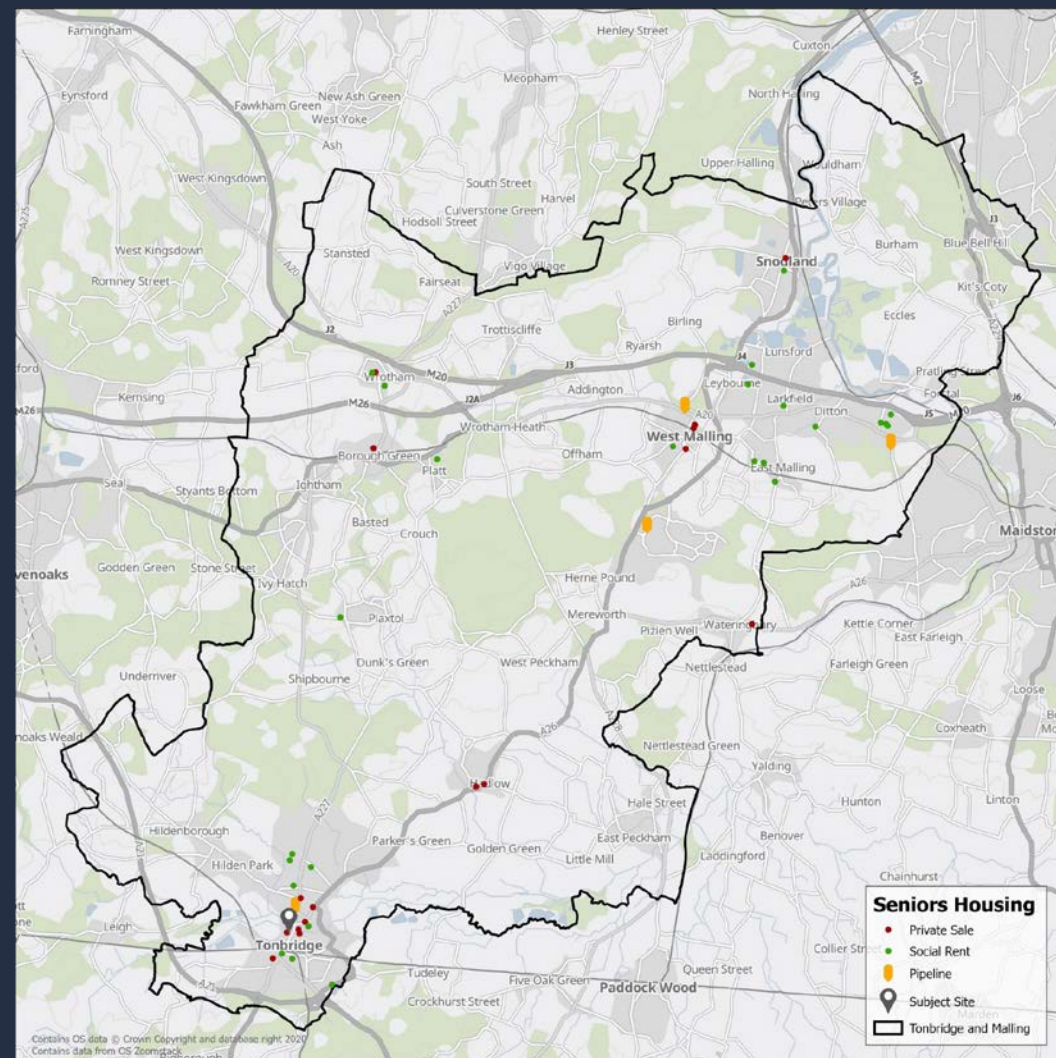
We have analysed schemes catering to the private market (both sales and rental), and therefore have excluded social housing schemes. This range encompasses schemes with different operating models at markedly different price points. Information on proposition, tenure, age, scheme size and amenity provision have been provided in Table 11.

Future Supply

We have reviewed the seniors housing pipeline in Tonbridge and Malling by identifying all schemes in the planning system with an application submitted for a private seniors housing scheme.

Using Glenigan planning portal, we have conducted a comprehensive review of all planning applications submitted over the last 3 years. This is imperative in understanding which schemes will be comparable to the proposed scheme, once completed.

Figure 13: Existing and pipeline private seniors housing map in Tonbridge and Malling



Source: Knight Frank Research, EAC, Glenigan

5B. EXISTING SENIORS HOUSING SUPPLY

There are 1,266 existing seniors housing units in Tonbridge and Malling across 45 schemes. 47% of these are private units, equating to 599 units across 20 schemes.

The majority of private stock in Tonbridge and Malling was delivered pre-2010. Since then, only 5 schemes have been built, delivering a total of 162 units. In addition, the EAC data suggests the majority of the existing private stock is regarded as either age-restricted or sheltered housing.

There are only 3 recently built (since 2010) private schemes (totaling 82 units) classed as sheltered housing within the PCA. Two of these are Churchill Retirement Living schemes offering 31 units each. The other is Park House providing 20 units – manager not known.

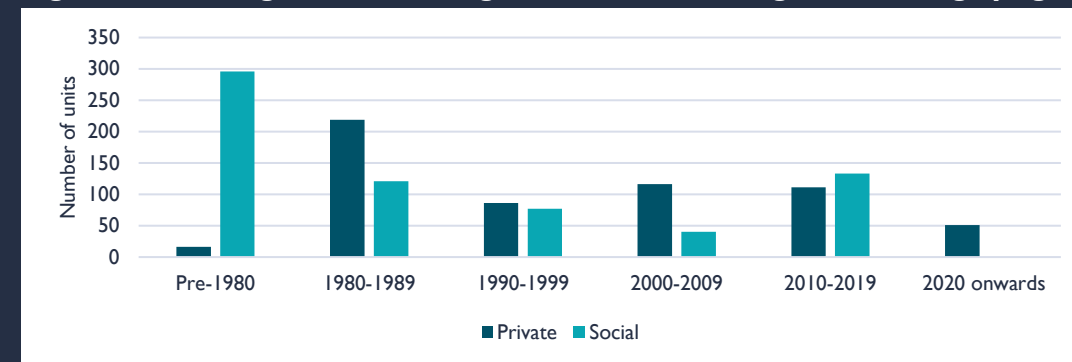
Table 8: Existing seniors housing schemes in Tonbridge and Malling

	# units	# schemes	% of total units
Private Sale or Rental	599	20	47%
Social Housing	667	25	53%
Total existing stock	1,266	45	100%

Table 9: Existing seniors housing schemes in Tonbridge and Malling by age

	Private Sale or Rental		Social Housing	
	# units	# schemes	# units	# schemes
Pre-1980	16	2	296	13
1980-1989	219	8	121	6
1990-1999	86	3	77	3
2000-2009	116	2	40	1
2010-2019	111	4	133	2
2020 onwards	51	1	-	-
Total existing stock	599	20	667	25

Figure 14: Existing seniors housing schemes in Tonbridge and Malling by age



Whilst there is a reasonable amount of private seniors housing with the local authority, there is a limited offering of recently built sheltered housing. We believe the two Churchill Retirement schemes - St Giles Lodge and Waterside Lodge, are likely to be the only comparable schemes to the proposed development. Therefore, there is not a large provision of private recently built sheltered (retirement) housing within Tonbridge and the surrounding areas.

Table 10: Summary of existing private seniors housing schemes in Tonbridge and Malling

	# Private units	# Private schemes
Existing private stock	599	20
Existing private (leasehold) sheltered stock*	414	13
Existing private (leasehold) stock built since 2010	278	7
Existing private (leasehold) sheltered stock built since 2010*	82	3
Existing comparable private schemes (leasehold)	62	2

*This does not include schemes classified as Enhanced Sheltered.

5B. EXISTING SENIORS HOUSING SUPPLY

Comparable private sheltered housing scheme

Table 11: Private schemes in Tonbridge and Malling (built since 2000)

Scheme Name	Address	Year Built	Units	Tenure	Operator	Amenities
Meadow View Court	The Orpines, Watlingbury, Maidstone, Kent, ME18 5BP	2020	51	Private Sale	Rapport Housing & Care	Lifts, Lounge, Dining, Conservatory, Hobby Room, Activities Room, Arts Crafts Centre, Hairdressing Salon
Five Furlongs Country Park	Queen Street, Paddock Wood, Tonbridge, Kent, TN12 6NX	2019	29	Private Sale	Five Furlongs Country Park	
St Giles Lodge	Shipbourne Road, Tonbridge, Kent, TN10 3DJ	2017	31	Private Sale	Churchill Retirement	Lifts, Lounge, Guest Suite
Waterside Lodge	Bradford Street, Tonbridge, Kent, TN9 1FS	2014	31	Private Rent	Churchill Retirement	Lifts, Lounge, Guest Suite, Laundry, Activities Room, Hairdressing Salon
Park House	7 The Green, Kingswood Road, Tunbridge Wells, Kent, TN2 3FT	2010	20	Private Sale	Owner/manager not known	Lifts, Lounge, Guest Suite, Laundry
Holmes Court	Medway Wharf Road, Tonbridge, Kent, TN9 1GS	2008	63	Private Sale	FirstPort	Lifts, Lounge, Guest Suite, Laundry
Castle Court	25a-29 Hadlow Road, Tonbridge, Kent, TN9 1QU	2005	53	Private Sale	FirstPort	Lifts, Lounge, Dining, Guest Suite, Laundry
Private units built since 2010			278			
Private units			599			
Comparable private units			62			

5C. FUTURE SENIORS HOUSING SUPPLY

There are just 5 schemes in the development pipeline in Tonbridge and Malling which feature seniors housing, from the pre-app stage through to planning granted. Three of these have had planning granted, with two having had their planning application refused.

To our knowledge, only two of these schemes would fall under the definition of Retirement Housing (or sheltered housing). These are the two Churchill Retirement Living schemes in Tonbridge and Paddock Wood. Current information suggests planning has been refused on both sites. If either of these were to be approved on appeal, they could potentially provide competition to the subject scheme.

As Tonbridge as a town is located on the local authority boundary, we have also reviewed the pipeline within a 10 mile radius of the site to include other local authorities. Whilst there are a number of private Housing with Care schemes in the pipeline, we have not identified any comparable private sheltered housing planning applications close by.

It should be noted that as it currently stands, none of the consented schemes in the pipeline would provide a private sheltered housing offering to residents within the local authority. As a result, this pipeline is unlikely to help to meet the growing need for sheltered leasehold housing in Tonbridge and Malling.

Private scheme

Comparable private sheltered housing scheme

Table 12: Pipeline seniors housing schemes in Tonbridge

Proposed Scheme name	Address	Developer	Description	Stage	Seniors Housing Units	Planning reference
West Malling	Land Rear Of, 239 - 259 London Road, West Malling, Kent, ME19 5AD	Retirement Villages Group	Scheme comprises reserved matters application details of appearance, landscaping, layout and scale pursuant to planning application TM/17/00506/OA (outline application the development of land to the rear of london road to consist of the development of an extra care development of 79 units (comprising of apartments and cottages) all within use class C2..	Reserved Matters Granted	79	19/02431/RM
Kings Hill Phase 3	Kings Hill Phase 3, Gibson Drive, Kings Hill, West Malling, Kent, ME19 4AQ	Anchor Trust	Scheme comprises Reserved Matters (access, appearance, landscaping, layout and scale) for area 12 for the construction of an assisted living development comprising 75 apartments comprising 22 one bedroom and 53 two bedroom (use class C3).	Under Construction	75	17/02667/RM
35 Retirement Flats	Land Rear Of, 182 High Street, Tonbridge, Kent, TN9 1BE	Churchill Retirement Living	Scheme comprises redevelopment to form 35 retirement living apartments for older persons comprising 23 one bedroom, 12 two bedrooms including communal facilities, and associated car parking and landscaping, and the repositioning of 4 existing car parking spaces.	Planning Refused	35	20/01254/FL
34 Retirement Flats	Land Rear Of, 24 - 38 Commercial Road, Paddock Wood, Tonbridge, Kent, TN12 6EL	Churchill Retirement Living	Scheme comprises demolition of the existing buildings, redevelopment to form 33 apartments for older people, guest suite, communal facilities, access, car parking, landscaping and 287 sqm of A1 retail floorspace includes sustainable drainage system.	Planning Refused	34	19/03347/FULL
Phase 2 & 3/Tonbridge & Malling SLAA URN 257	Land West Of Hermitage Lane An, 3 - 4C Hermitage Lane, East Of Units 4A 4B And 4C Mil, Mills Road Quarry Wood Industr, Aylesford, Kent, ME20 7PT	Royal British Legion Industries Ltd	Scheme comprises hybrid planning application the demolition of all buildings and structures and redevelopment to provide a new centenary village. Full planning permission for the redevelopment of the site to provide 24 assisted living apartments, 40 residential units, community hub, access roads, landscaping and parking (Phase 2). Outline planning permission for up to 35 residential units (all matters reserved) (Phase 3).	Under Construction	24	17/03513/FL
Total pipeline seniors housing units					247	
Total pipeline private seniors housing units					148	
Total pipeline private sheltered seniors housing units					69	

Source for all tables and figures on this page: Knight Frank, EAC, Glenigan

6. CONCLUSION

6A. DEMAND SUPPLY BALANCE

We have applied the Housing LIN SHOP toolkit methodology to assess the potential demand for comparable private seniors housing units in Tonbridge and Malling. This is based on a ratio of 120 leasehold sheltered housing units required per 1,000 individuals aged 75+. Current population figures (2019 mid-year estimates) have been used alongside 2018-based population projections for 2029. This has enabled us to fully understand any potential increase in 75+ population which may increase the need for greater provision.

The population and demand figures have been analysed alongside existing and pipeline supply of seniors housing in Tonbridge and Malling to estimate the potential shortfall of provision. The full supply pipeline has been assessed from pre-app stage to under construction/imminent completion. Only units with planning submitted, planning granted or under construction have been included in the current demand supply balance analysis, on the basis that these have a higher likelihood of completion compared to those in the pre-app stages.

Analysis indicates there is a current need for 1,405 private leasehold sheltered housing units in Tonbridge and Malling to provide for a 75+ population of 11,706. Assessing existing and future provision, we have calculated there to be a shortfall of 991 leasehold sheltered housing units in Tonbridge and Malling. With the 75+ population in Tonbridge and Malling projected to increase by more than 3,300 individuals, it is evident that the demand supply imbalance will grow significantly.

ONS projections forecast a significant increase in the number of individuals aged 75+ in Tonbridge and Malling. Taking into account current pipeline schemes (including those in the pre-planning stage), we estimate the shortfall of leasehold sheltered housing units will increase by 2029. Due to the lack of a significant number of pipeline developments, we estimate shortfall for leasehold sheltered housing will grow to 1,394 units. Our methodology assumes all schemes in the pipeline will be built out. In reality this may not be the case, so we might expect the actual shortfall to be even higher than illustrated in this report. In either case, it is clear that increased provision of seniors housing is required to meet the growing need in Tonbridge and Malling. Furthermore, it is evident from this analysis that there is a significant shortfall in this type of specialist seniors housing in the district.

*1 Need is based on SHOP toolkit table on page 21.

*2 includes schemes in the pipeline with either planning approved or submitted. This excludes schemes in the pre-planning stage and schemes which have had planning refused

*3 assumes all schemes currently in planning are completed and added to total supply.

Source for all tables and figures on this page: Knight Frank, Housing LIN, ONS, EAC, local authority planning portals

Table 13: Estimated current demand supply balance

Demand	
75+ population (2019)	11,706
Estimated need for units*1	1,405
Supply	
Existing leasehold sheltered housing units	414
Pipeline units with planning granted or under construction	0
Pipeline units with planning submitted	0
Total supply*2	414
Demand supply balance	
Estimated shortfall (including submitted or granted plans)	991

Table 14: Estimated future demand supply balance (2029)

Demand	
75+ population (2029)	15,068
Estimated need for units*1	1,808
Supply	
Forecast existing leasehold sheltered housing units*3	414
Pipeline units (those currently at pre-app stage)	0
Total supply*2	414
Demand supply balance in 2029	
Estimated shortfall (including all schemes in planning process including pre-apps) in 2029	1,394

7. APPENDIX

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IMPORTANT NOTE

Coronavirus (COVID – 19)

The outbreak of the Novel Coronavirus (COVID-19), declared by the World Health Organisation as a “Global Pandemic” on the 11th March 2020, has impacted global financial markets. Travel restrictions have been implemented by many countries, including the UK

In the UK, market activity is being impacted in all sectors. As at the date on this report, there is high levels of uncertainty in the market. Indeed, the current response to COVID-19 means that we are faced with an unprecedented set of circumstances on which to base a judgement.

Consequently, less certainty – and a higher degree of caution – should be attached to our opinion of pricing than would normally be the case. Given the unknown future impact that COVID-19 might have on the real estate market, we recommend that you keep our appraisal of the proposed development under review.

Disclaimer

The report has been prepared as a needs assessment on the behalf of Sample Client in relation to their planning application for the development of a seniors housing scheme at the site known as, Sample Site.

It must not be used for any other purpose. It must not be disclosed to any other parties except to the relevant planning authority. We are not advising on your planning application or providing any planning services. Sample Client agree that (and the report will be endorsed): “This report was prepared according to the information and instructions provided to us by Sample Client and is provided on a non-reliance basis. Knight Frank LLP (and our affiliates, members and employees) will have no responsibility or liability whatsoever in relation to the accuracy, reliability, currency, completeness or otherwise of its contents or as to any assumption made or as to any errors or for any loss or damage resulting from any use of or reference to the contents.” We have utilised a number of different resources to collate information on demographics and the existing care provision.

All investigations have been undertaken on a desktop basis, and whilst we have made all reasonable endeavours to ensure the accuracy of the information, we have not visited planned sites and competing schemes to qualify information.

We have relied upon the information supplied by the data sources used and assume this information to be correct for the purposes of this needs assessment report.