Vision Statement
Our Vision

The trustees of the Joseph Ogle Trust and its partners, Keystone Developments and Longhurst Group share a vision for the proposed development on the land south of Humberston Avenue.

They want to take forward a unique opportunity to provide much needed retirement and affordable housing in a manner that benefits the community of Humberston, through the provision of new homes, land for a community building, services and facilities for older people, additional public open space, foot and cycle ways.

At the heart of the proposal - and what makes it different - is the planned development of 200 retirement homes.

Our research has shown that there is considerable and growing local demand for retirement housing. The proportion of people over 65 living in North East Lincolnshire is projected to grow more quickly than the national average. By 2017 the area is projected to have 33,000 people aged over 65, a 2% annual growth rate. The rate of growth for the over 85s is higher at 2.6% a year¹.

The research also suggests that there are no other available, suitable and deliverable sites for a high quality retirement community of up to 200 dwellings in the Borough of Grimsby that could be developed in this way in the immediate timeframe.

Our long-term commitment to a development that has this retirement community at its heart is demonstrated by our track record of local development and of housing provision for older people. Keystone Developments, part of Longhurst Group, who are leading on this planning application, is an award winning member of ARHMs (the Association for Retirement Housing Managers), an organisation committed to high standards and ethics in managing retirement housing and providing services.

The proposed development comprises 25% affordable housing to be spread across the general housing and the retirement housing. Therefore, at a maximum of 400 dwellings developed at the site there will be 100 affordable homes.

¹ Older People – Assessing Health and Social Needs in North East Lincolnshire, 2008
A Vision for the Wider Community

This desire to ensure the development is an integral part of the community of Humberston has also informed our thinking on other aspects of the plans.

From the start of our discussions with Humberston Parish Council, we have been clear that we would look to introduce a cascade system to ensure priority is given to local people in terms of the affordable housing. We will also provide serviced land on the site dedicated for community use. This land is shown on the Masterplan submitted with this planning application (figure 1) and is deliberately situated in the centre of the development rather than on Humberston Avenue to encourage local people to walk, cycle or if necessary drive into the development, positioning it at the heart of community life.

Key:

Figure 1: current Masterplan – green space consolidated. The retirement homes are shown faded out to the right of this plan.
Additionally, the development has always contained a commitment that up to 30% of the site should be green open space. This will include walking and cycle routes and trim trails that will be accessible to all, not restricted to use by residents of the new homes. During the course of our pre-application consultation and following comments from the Yorkshire Design Panel the location of this open space has changed to reflect local comments and in the final Masterplan it represents a more consolidated, and therefore usable, space than in the original (figure 2 shows the plan as submitted to the Design Panel).

![DESIGN REVIEW MASTERPLAN](image)

**Figure 2** – the design review masterplan, showing the less consolidated approach to the green space

Finally, in terms of community benefits, the proposed development contains provision for a manager’s house and central hub within the retirement community. Some of the services and support provided through this facility will be specific to the residents of the retirement community, but we are also in discussions with local providers and the NHS about how it could act as a central hub for older people within Humberston. We are also talking to the neighbouring Humberston Academy about how we could fuse this hub with the work of the school to support a wider inter-generational agenda, bringing local young and old people together in a variety of potential projects.
We also gave consideration during the public consultation to the provision of allotments on the site. Following discussion with the Humberston Allotment Society, we believe that there is already sufficient local provision for allotments and have withdrawn this idea.

Responding to local views

Bringing forward a proposal for development on a site along Humberston Avenue that is not within the current local plan is not a project that Keystone and its partners have undertaken lightly. Our knowledge of the local area built up over many years of operating locally as well as through detailed research and stakeholder engagement as part of our public consultation work, helped us to understand the concerns of local people about any planned development on this site. We have also worked hard to offer as much opportunity as possible for people to have their say on the proposals, holding three public exhibitions and three workshops, setting up an interactive website and social media feeds, as well as leafleting the community with details of the project. We also arranged a visit to similar retirement communities for people to see at firsthand how they look and work.

In responding to the issues raised during the consultation period, we have paid particular attention to:

1. **Drainage**: local residents are rightly concerned that there should be no repetition of the flooding that occurred along Humberston Avenue in 2007. Following comments at the public exhibitions, we have reviewed our plans and added a second over-flow pond in the north-east corner of the site to ensure that the development will actually lessen the risk of flooding in the area.

2. **Transport**: with 50% of the houses on the site retirement homes, there will be significantly less additional traffic than if this was a market-development. A detailed transport assessment has been undertaken which identifies capacity issues at the Hewitt's Circus roundabout and Tollbar roundabout only. Therefore, an appropriate planning obligation for financial contributions towards these junctions is proposed.

3. **Visual aspects**: we have revised our plans since the public consultation to reduce any visual intrusion for residents of Glebe Road, by increasing the green open space on this side of the site and locating bungalows, not two storey houses, along the eastern boundary of the site.
Figure 3: cross section of retirement housing along the eastern boundary

We have also taken care to preserve as far as possible the established look and feel of Humberston Avenue, by locating larger houses with gardens and hedges and open space along the frontage (figures 4 and 5).

Figure 4 – Humberston Avenue, illustrative view

4. **Ecology** – by retaining as much of the existing hedgerow on the site as possible and through the careful management of the green open space, we expect to be able to enhance biodiversity on the site and will look to set up a local group of residents to help make this happen in the event of planning permission.
A Sustainable and Lasting Vision

As planned the site will offer lifelong amenities for local people; a playground for children, walks, nature trails and cycle routes for all, a hub for the community, homes for first time buyers and homes, facilities and services for older people.

Local people will be able to enjoy and value its amenities at all points in their life. And Keystone Developments, as a specialist provider of retirement homes and managed properties, is committed to being part of that fabric, for the long-term. With all its retirement developments Keystone remains on site managing the area for the lifetime of the scheme.

We are looking at all aspects of how we make the development as environmentally friendly as possible including

- Examining the potential to achieve Code 4 of the Code for Sustainable Homes for some of the homes
- Proposals for Sustainable Urban Drainage scheme on the site
- A detailed travel plan designed to increase use of sustainable forms of transport
- The provision of nature and trim trails around the site to encourage biodiversity, access to nature and healthy living.
Conclusion

The proposed development offers an opportunity to create a viable and sustainable asset for the benefit of all local residents. It will meet an identified need (retirement and affordable homes) and provide a series of services and assets to the community (land for a community centre, playground, nature and trim trails, services for older people). And it will do so in a sustainable and lasting way – not least because the lead development partner (Keystone Developments) is local and by definition of what they do, here for the long-term.
The Development Partners

The Joseph Ogle Trust

The location of the proposed development is on land south of Humberston Avenue, currently owned by the Joseph Ogle Trust. The Joseph Ogle Trust was originally set up to manage the estate of Joseph Ogle who lived at Kirby House in Humberston.

Longhurst Group

Longhurst Group is a leading independent provider of housing and care services that offer people choice, quality and dignity.

Longhurst Group’s four member companies – Friendship Care and Housing, L&H Homes, Spire Homes and Keystone Developments – own and manage 17,200 homes between them.

Working across the Midlands, the East of England and the Yorkshire and Humberside regions, they support people from all walks of life, with the shared aim of creating communities where everyone lives positively together.

Keystone Developments

Set up in December 2001, Keystone Developments is a subsidiary of Longhurst Group that specialises in private housing for sale, particularly retirement properties.

The focus of Keystone is on the ongoing needs of its customers. By creating high quality designs and sustainable new developments, it aims to provide what are truly ‘lifetime’ homes for residents.

Longhurst & Havelok Homes (L&H Homes)

It is a leading provider of affordable homes for rent and sale, as well as a specialist provider of retirement leasehold schemes, and care and support services. Operating across the East and West Midlands, the East of England, and Yorkshire and Humberside, it manages more than 7,600 properties.

L&H is highly regarded for its innovative approaches to community regeneration, resident involvement, tackling crime and anti-social behavior, and providing high quality care to older people.

L&H Homes has worked in the Grimsby area and have had a main office there since 1970, managing over 1500 properties within NE Lincolnshire, which includes General Needs housing, Supported Housing and Housing for Older People, making it the second largest landlord to Shoreline as the stock transfer company.
Humberston Avenue