

## A New Pool for Purley

### Welcome

Welcome to our consultation showing our early plans to redevelop the former Sainsbury's, multi-storey car park and leisure centre site in Purley.

Our plans will see a new modern leisure centre delivered on the site.

In order to fund the delivery of a new leisure centre we are proposing to build specialist accommodation for over 55s in a new, inclusive community setting.

In addition to this accommodation, we want to provide a range of public facilities including shops, cafes and restaurants. This will be set within the new publicly accessible, landscaped public square with a new route connecting Purley Station to the High Street.

To successfully deliver this scheme and ensure the development meets the needs of the community, we want to know what you think about our plans so far.

This will be the start of a series of public consultation events before we submit a planning application in the Autumn.

Please look through the information on display, speak to the project team and sign up to be notified about future events.

You can share your comments on our proposals by:

- Filling out a feedback form at one of our consultation events
- Scanning the QR code below to fill in our online feedback form
- Emailing us your thoughts at [consultation@purleypool.co.uk](mailto:consultation@purleypool.co.uk)

You can also visit our website [www.purleypool.co.uk](http://www.purleypool.co.uk) in your own time to find out more about our plans.

If you have any further questions, please feel free to get in touch by emailing us or calling our freephone information line on **020 3398 1590**.



## About the site

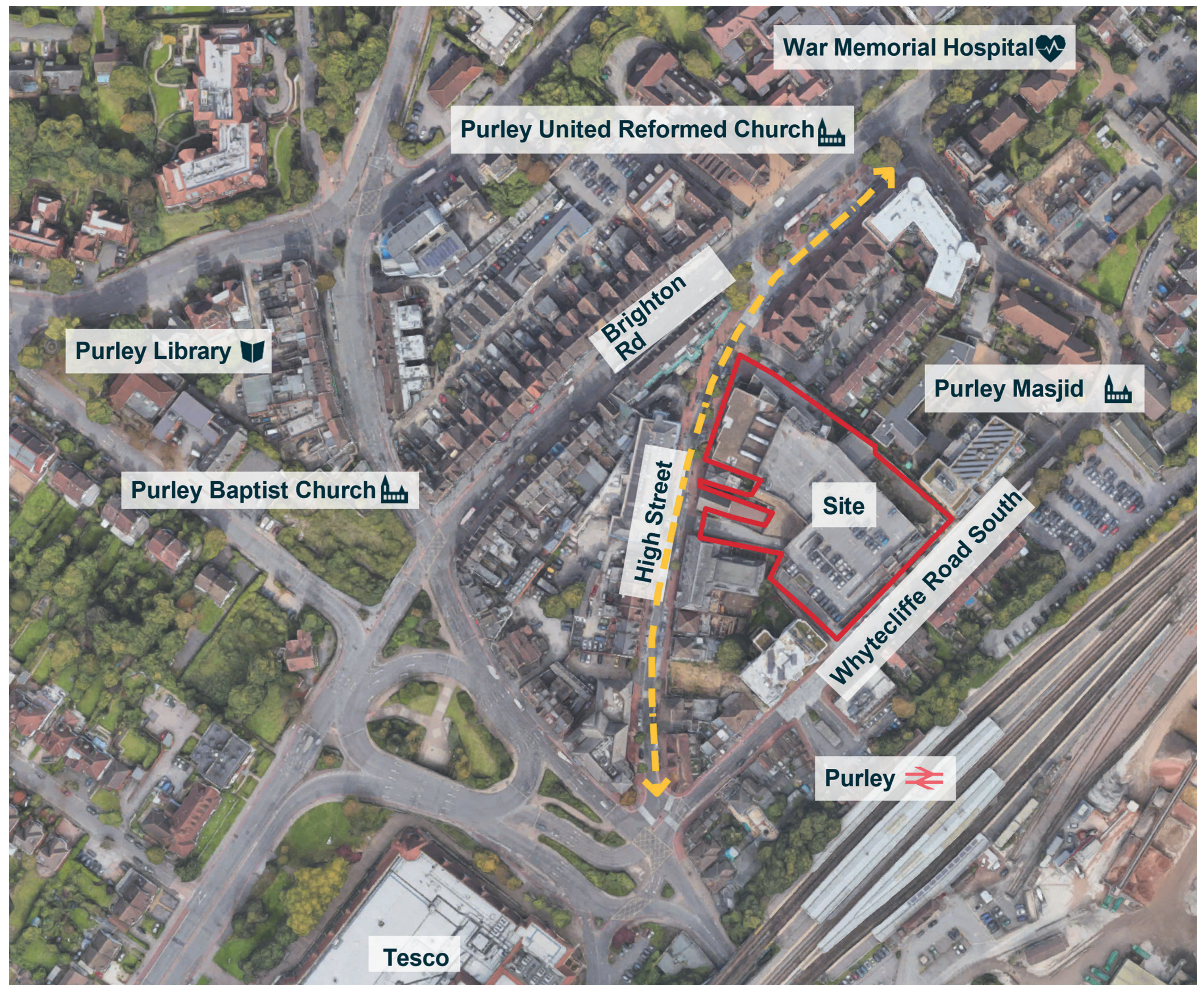
The site sits at 50 High Street, Purley, close to Purley Station. The site is located within Purley Town Centre, west of the War Memorial Hospital and south of the Purley United Reformed Church. It sits along the High Street on one side and Whytecliffe Road South on the other.

The site comprises the former Purley Leisure Centre (including the swimming pool), which has been closed since 2020, the former Sainsbury's, which was closed in 2001, a multistorey car park, and a pedestrian walkway which currently suffers from a lack of natural surveillance.

The proposed site is important for the residents of Purley as local people are keen to see a local leisure centre re-provided for use by the community.

## Planning Context

As well as being allocated for development in the Croydon Local Plan, these proposals fulfil the overarching objective to provide public benefit to the local community by delivering key local projects, social infrastructure, and enhancements to the public realm as envisaged in the Purley Strategic Framework, which was commissioned by Croydon Council.



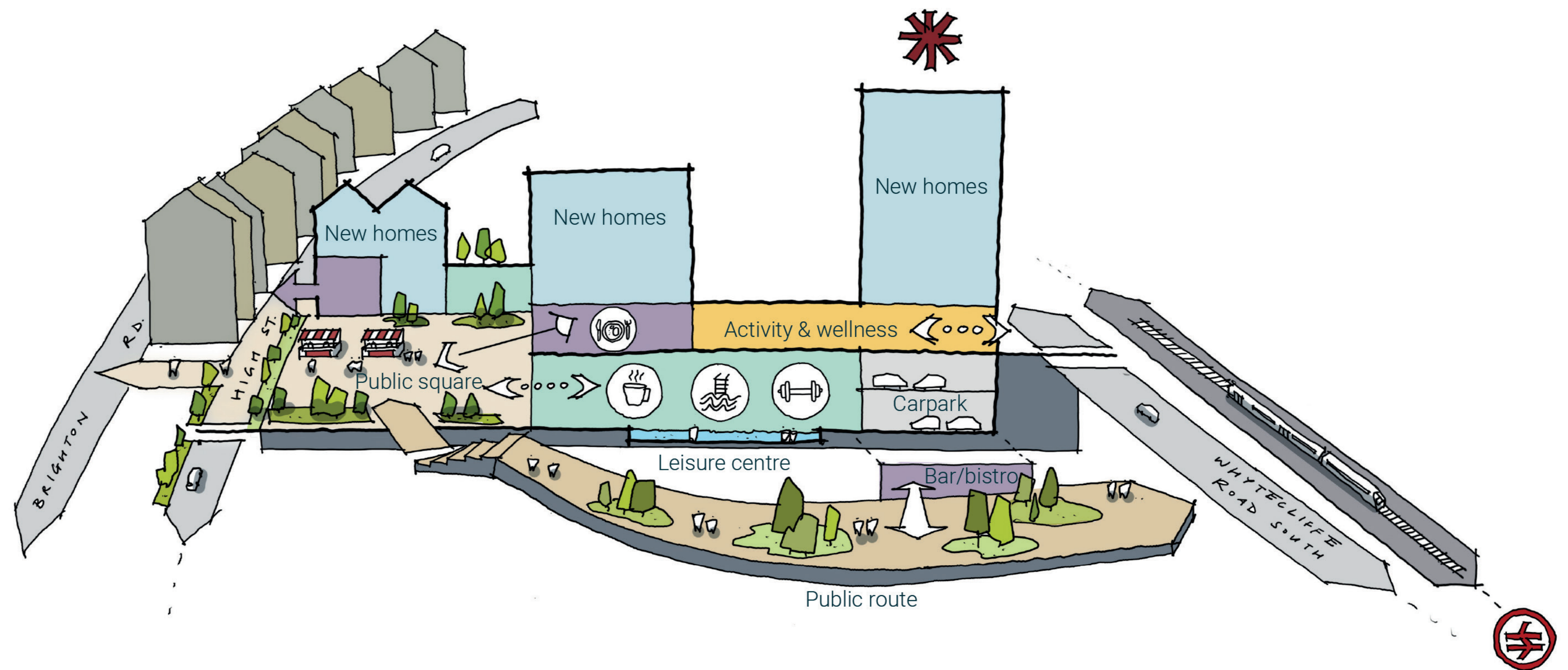
## Ambitions for the site

The project team has worked hard to create an innovative yet sensitive plan for the new Leisure Centre and the elderly care provision. Our proposals seek to deliver:

-  Comprehensively redevelop the Purley Pool Leisure Centre, multi-storey car park and Sainsbury's store site to support the Council's strategic vision and to invest in Purley Town Centre and the High Street.
-  Provide a new state-of-the-art Purley Leisure Centre including six-lane pool, training pool, gym, studio facilities, café and a public car park.
-  Introduce a new public square and a pleasant public route between the High Street and Purley Station.
-  Integrate a retirement community that promotes wellbeing and independent living through thoughtful design and an ongoing programme of social activities, much of which can be resident led. The ambition is to keep residents healthy, happy and confident for as long as possible that not only serves residents but the wider community and, in turn, reduce the burden on local healthcare services.
-  Bring more activity to Purley, generating economic activity and supporting the vitality of the town centre and the post-covid recovery.
-  Free up larger, much-needed family homes with this new, rightsizing, integrated retirement community model.
-  Provision for public car parking spaces, which would cater to the needs of the local community.

The site is currently occupied by the Purley Leisure Centre comprising indoor six-lane 25m swimming pool, teaching pool, and 70-station fitness suite, the former Sainsbury's, and a multi-storey car park.

We are keen to ascertain your views on the proposals to help us formulate plans that have the support and address the needs of the community.



## Design Evolution

The scheme has evolved from concept to proposals.

Following the development brief to include a full re-provision of the leisure centre in June 2022, the public route linking the high street to the station has moved from a central to a southern position on the site, allowing the leisure centre to be located at the High Street level. This route will be delivered to create a pleasant pedestrianised route with natural surveillance whilst dealing with a 6m height difference between Whytecliffe Road South and Purley High Street.

Feedback from officers at Croydon Council, received via pre-application meetings has further progressed the design proposals, with the addition of the public square on the High Street. The proposals have developed substantially to reduce the effects of the site constraints through the evolution of the building forms, site layouts, and height of the buildings. These have been broadly overcome through working collaboratively with officers at the Council as well as with local political stakeholders.



Version 1



Version 2









Version 3

Evolution of the plans between

## Site Layout

The proposed development intends to deliver:

-  New high street accessible Leisure Centre including six-lane pool, training pool, gym, fitness studio, café and soft play facilities
-  Public square directly off of the High Street offering flexible external community space
-  New safe public route linking Purley Station to Purley High Street
-  High-quality integrated retirement community for an 'active' and 'social' retirement consisting of circa. 245 specialist older persons' homes with the amenities being shared and accessible to the public
-  New commercial space fronting high street and public square
-  Integrated retirement community with health and wellness facilities to promote active lifestyles

## Building Heights

The proposals have been designed to provide a new market square focal point to the high street to provide flexible public space for the community. The proposed building heights increase with the natural topography of the land with a lower scale towards the more sensitive high street and a taller scale along Whytecliffe Road South. The project team has considered the viability of the site and its position in the context of the high street.

Not only have level changes been used to animate and define spaces on lower levels, building heights have been used to create a taller marker building that clearly denotes the public pedestrian route between the High Street and the station to assist with way finding for the new Leisure centre that will serve the community.

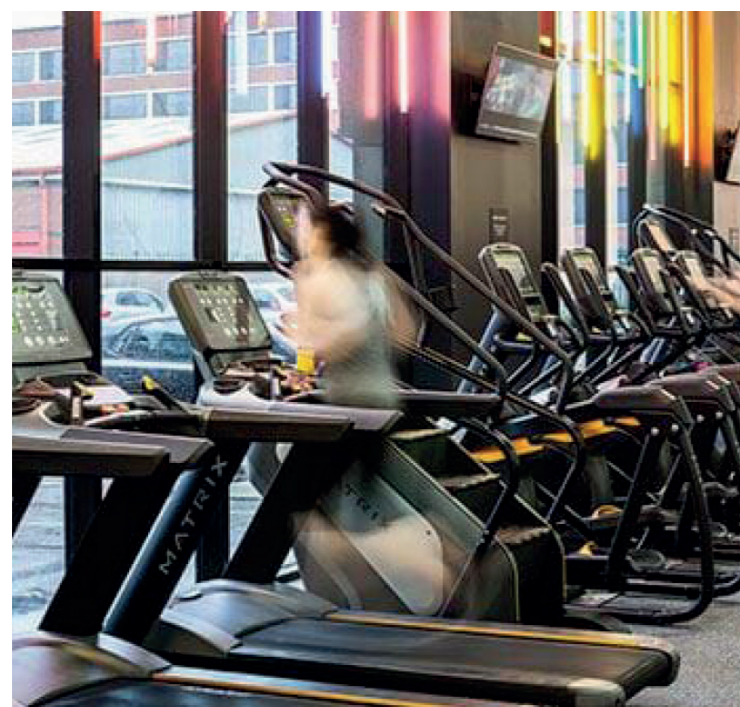


## A New Leisure Centre

Critical to aligning these proposals to the wider vision of Croydon Council for Purley is the provision of a new, modern leisure centre. This will be located at high street level with level access from the new public square.

Pedestrian access from Whytecliffe Road South via a pedestrian route as well as an accessible route from the public car park via the south of the site will also be made available.

The leisure centre will deliver on the Council's vision for enhanced leisure space that residents can enjoy, and will provide the following:



Gym



Fitness studio



Main Pool



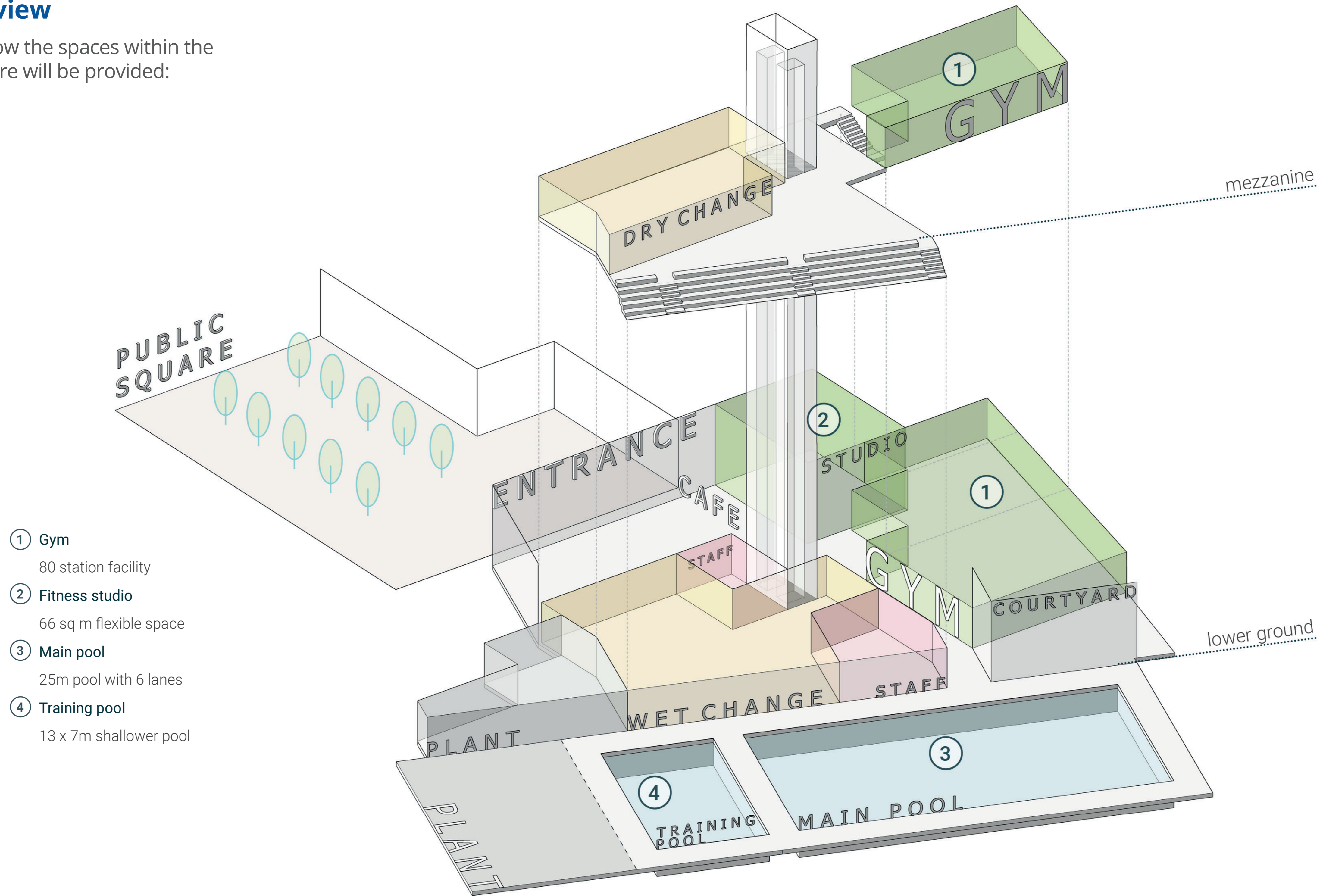
Training Pool

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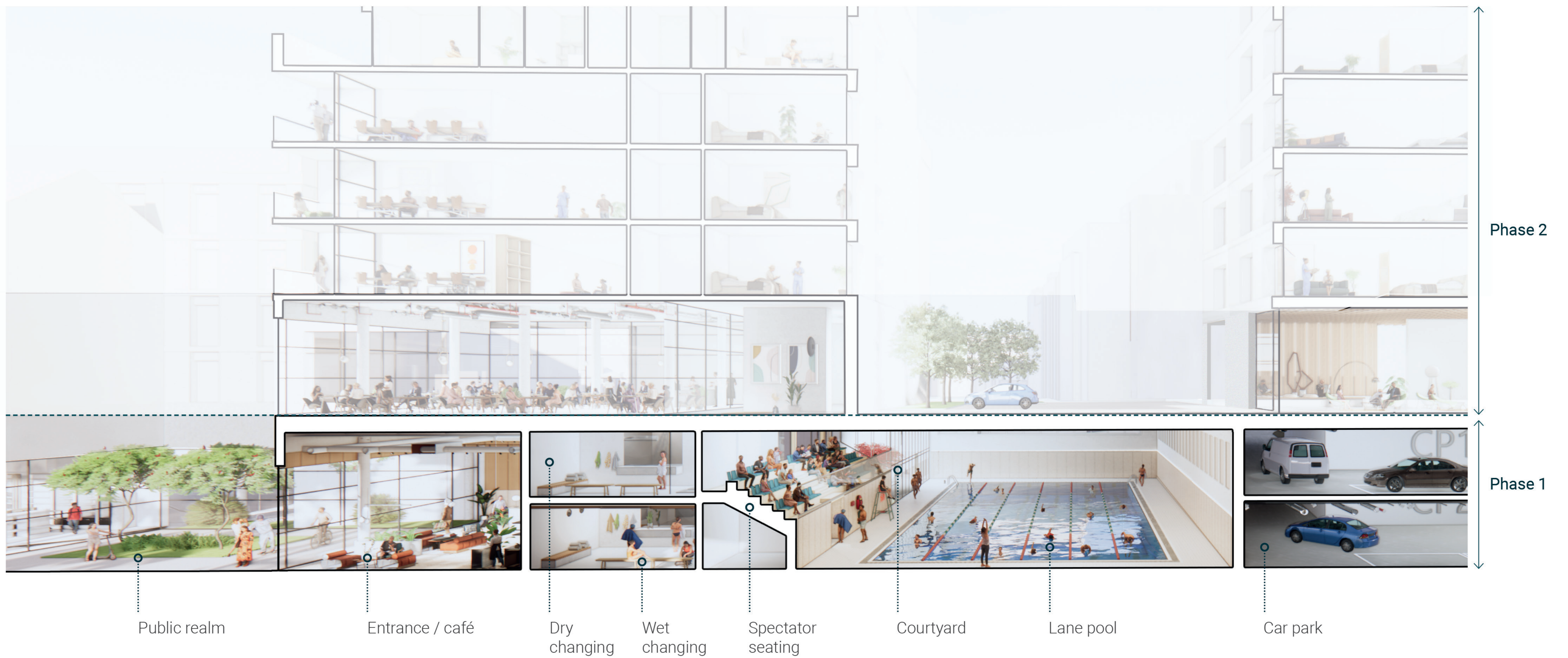
## Leisure Centre Overview

The diagram below shows how the spaces within the brief for the new leisure centre will be provided:



## Leisure Centre Phasing

Crucial to our proposals is the delivery of the leisure centre before the delivery of the specialist accommodation for elderly people. This will be delivered only following the completion of the leisure centre.





## Purley Pool

- The main pool and training pool are located on the lower ground floor.
- The pools are adjacent to the wet changing facilities and have glazed links to the entrance and gym areas.
- The main pool is 25m long with 6 lanes.
- The shallower training pool measures 13m x 7m.



## Entrance and Café

- The glazed entrance and café space lines the eastern edge of the public square and provides footfall and activation to the public realm.
- The café, situated before the turnstiles to ensure accessibility for all, provides seating that overlooks the public square and pedestrian route to the south with a dedicated servery for drinks and light snacks.
- Within the entrance area there is a reception desk with turnstiles to the leisure facilities beyond.



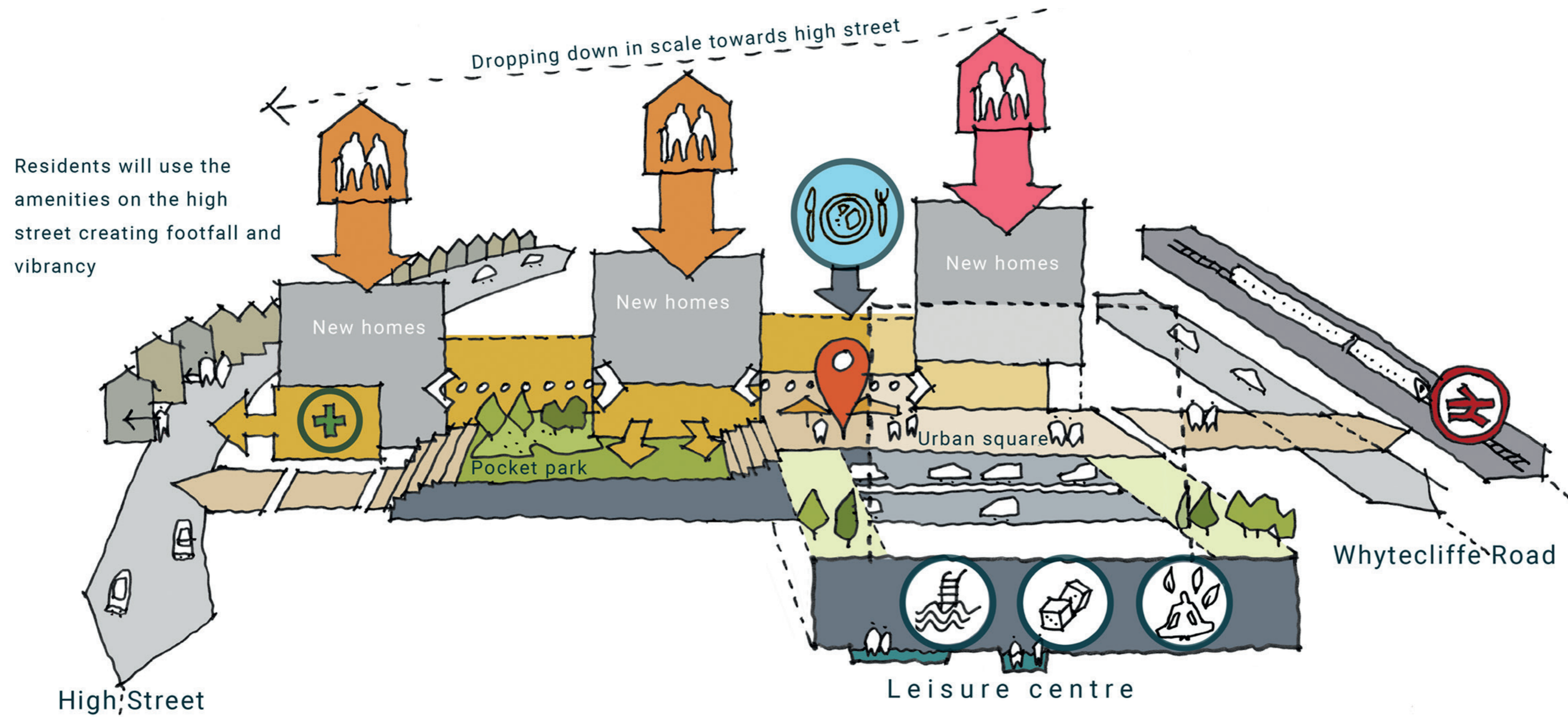
## Gym

- The leisure centre gym is located at the High Street level and mezzanine floors with glazing on either side to the courtyards providing natural light and visual connections.
- The gym has been designed to accommodate 80 equipment stations.
- The gym is accessed from the leisure centre entrance and café area at grade level, with lifts and stairs connecting users to the mezzanine level.



## Fitness Studio

- The fitness studio is located at the High Street level on the same floor as the entrance and swimming pools.
- It is a flexible space of circa 65 sq. m which can be used for yoga, dance classes, etc.



## Later Living Vision

As the population increases and ages, it is important to recognise the link between housing and health and social care.

For too long, older people have been stuck in housing that no longer meets their specific needs. The lack of bespoke, specially designed accommodation is unnecessarily drawing resources from elsewhere in the NHS and local authorities.

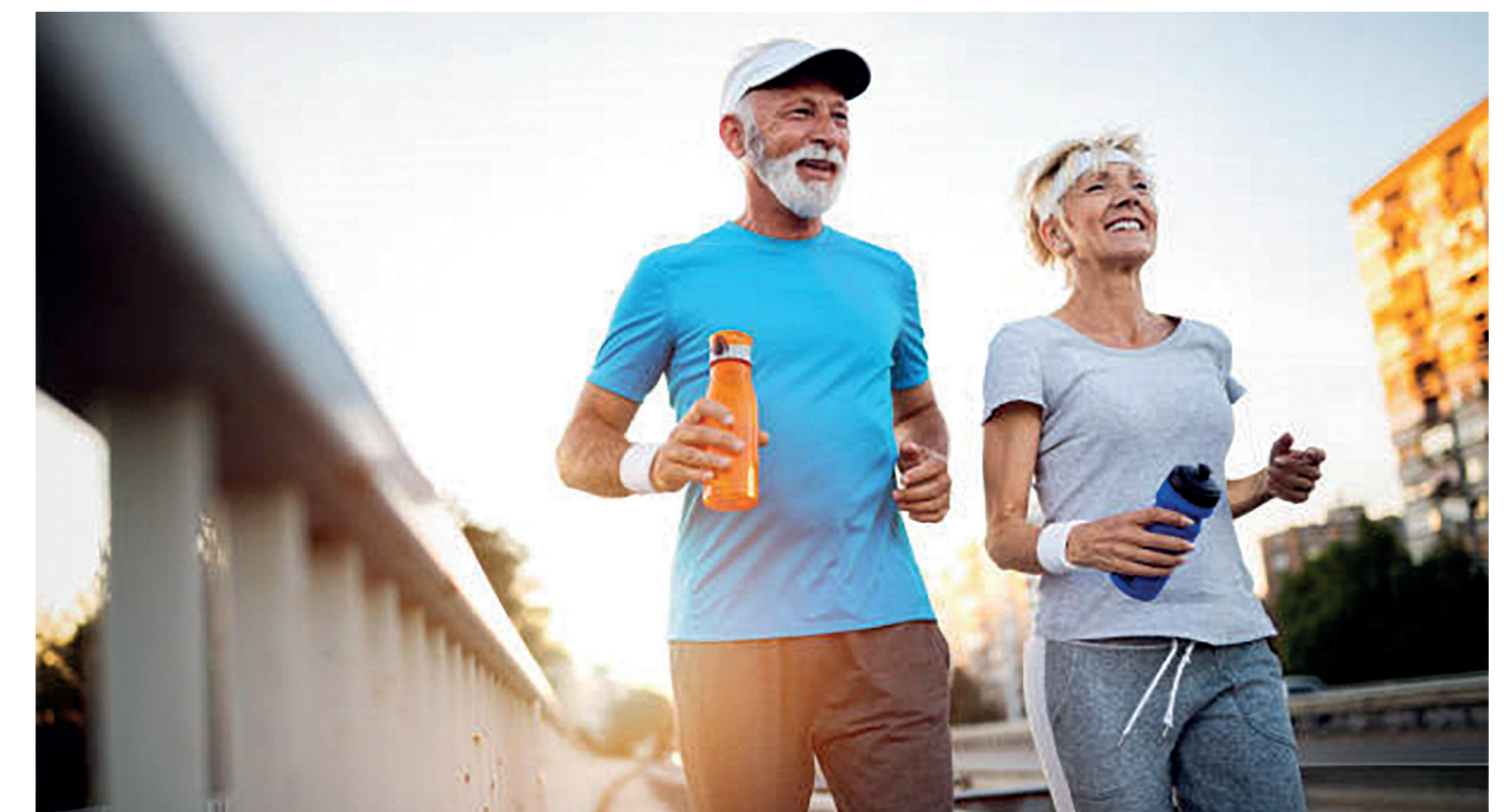
Tailored accommodation and facilities can help people to stay fit and active, improving health outcomes, maintaining independence, and improving mental health through social engagement and cohesion. In turn, this will reduce the burden on the NHS.

Increasing the supply of suitable homes for older people also frees up family homes elsewhere in the Borough to more efficiently use existing housing stock.

An on-site training school for aspiring social care professionals will encourage more people into the sector.

## Wellness

- Activity, fitness, and leisure spaces at the heart of the integrated retirement community.
- Publicly accessible spaces include the restaurant, bar/bistro and spa areas.
- Activity spaces promote health and wellbeing in residents and the wider community.



## Who does this scheme benefit?

### 1. Downsizers

A current family home no longer works for Mary, she made the positive choice to move in to the new accommodation to give her more confidence of living alone and with a degree of independence, all of which contributes to her overall health and wellbeing. At the same time, these new facilities will provide a space where residents are able to live freely whilst having access to high-quality social and specialist health services.



### 2. Those with specific health and wellbeing needs

William and Barbara moved into the new development, but William has had a stroke. One of the key benefits of this new, bespoke provision is that those who need it can receive the specific care that they need whilst not being situated too far from their loved one. In this case, Barbara was able to easily visit William whilst he received the specialist care that he needed without having to leave the proximity of his home.

Further, William and Barbara's children were able to visit William while he received his care as they could stay in accommodation for visitors. This reduces loneliness for those living in the development, ensuring that William and Barbara's wellbeing is enhanced.

### 3. Making family homes available

This scenario follows Jenny, wanting to take her first step on the housing ladder. Jenny requires relatively small accommodation and wants good connectivity for her first home. While the development does not provide specific provisions for first-time buyers, it is expected to indirectly facilitate their entry into the housing market through a unique approach.

By creating a community that caters to the needs and preferences of older people who are looking to downsize and transition into a more manageable living situation, this would free up accommodation and space that is more suitable for first-time buyers like Jenny.

In addition to the dwellings, the development offers a range of leisure facilities that can be enjoyed by residents like Jenny. These amenities enhance the appeal of the community, making it an attractive option for individuals seeking to buy their first home. The proximity of the leisure centre to Purley Station further enhances the connectivity and convenience for residents, providing easy access to transportation options and allowing them to enjoy the local facilities of the leisure centre.

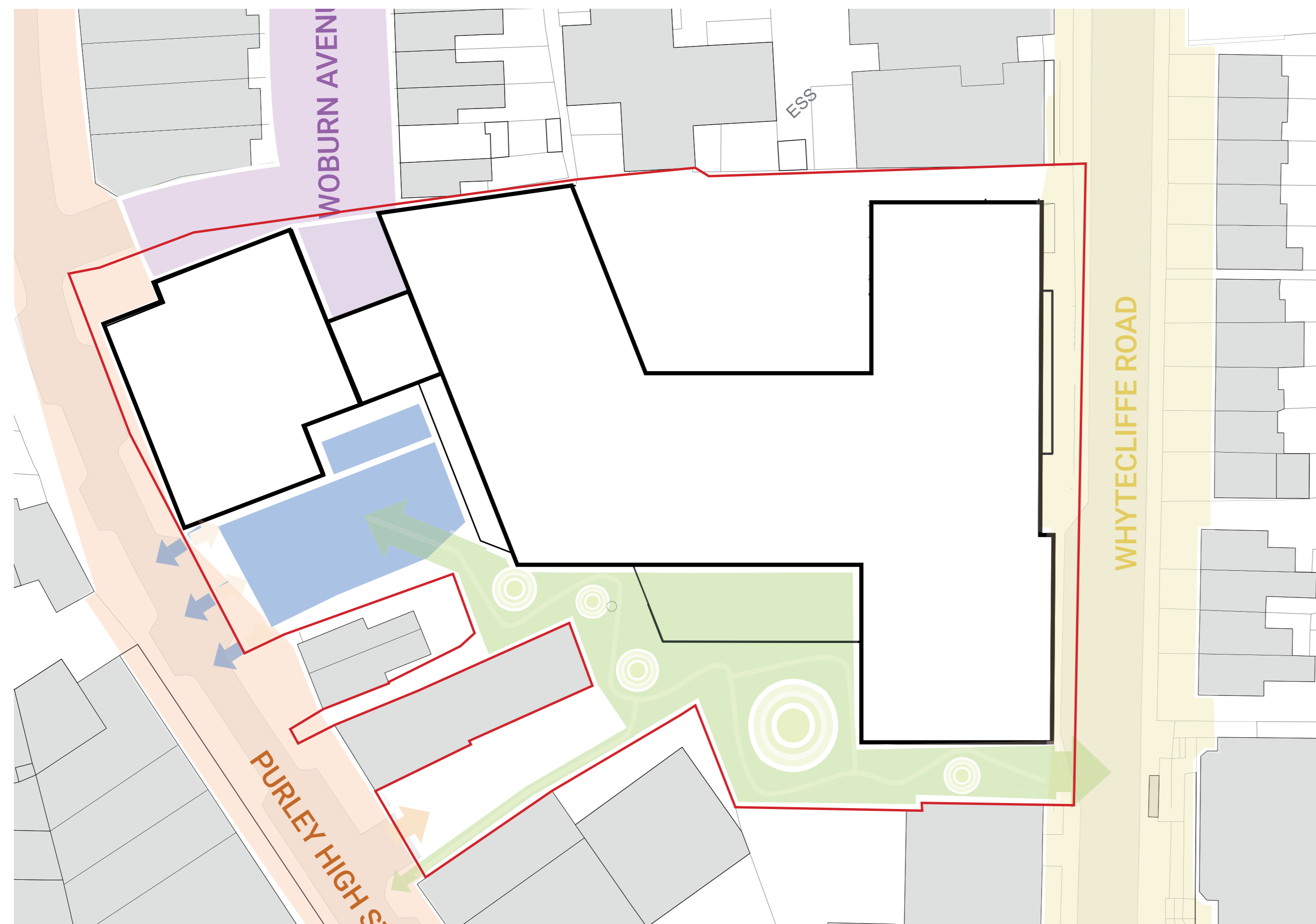
Whilst the development does not specifically cater to first-time buyers, the opportunity for them to enter the housing ladder is increased through the availability of accommodation resulting from older individuals moving into this development.



## Public Realm

Part of the proposals include a package of vibrant enhancements to the public realm, which we hope will create an enriched gateway from Purley High Street to Purley Station.

- Two new distinctive character areas are proposed, which connect and compliment adjacent uses and areas.
- Level change is used to animate and define spaces, each accessed via leisure centre lobby lifts and stairs.
- The Public Square becomes a new focal point for the High Street.
- The second, new Laneway character area is enhanced, activated and revitalised (green).



## Public Square

A new public square will become the new focal point for the High Street, activating this portion of the main road and creating now multifunctional facilities and scope for engagement with the public realm.

- Opportunity for cultural placemaking strategy which supports community-based events such as markets, cinema screen, pop-up events, and artwork.
- Seasonal activation, night and day.
- Active frontage with spill-out.



## Key benefits

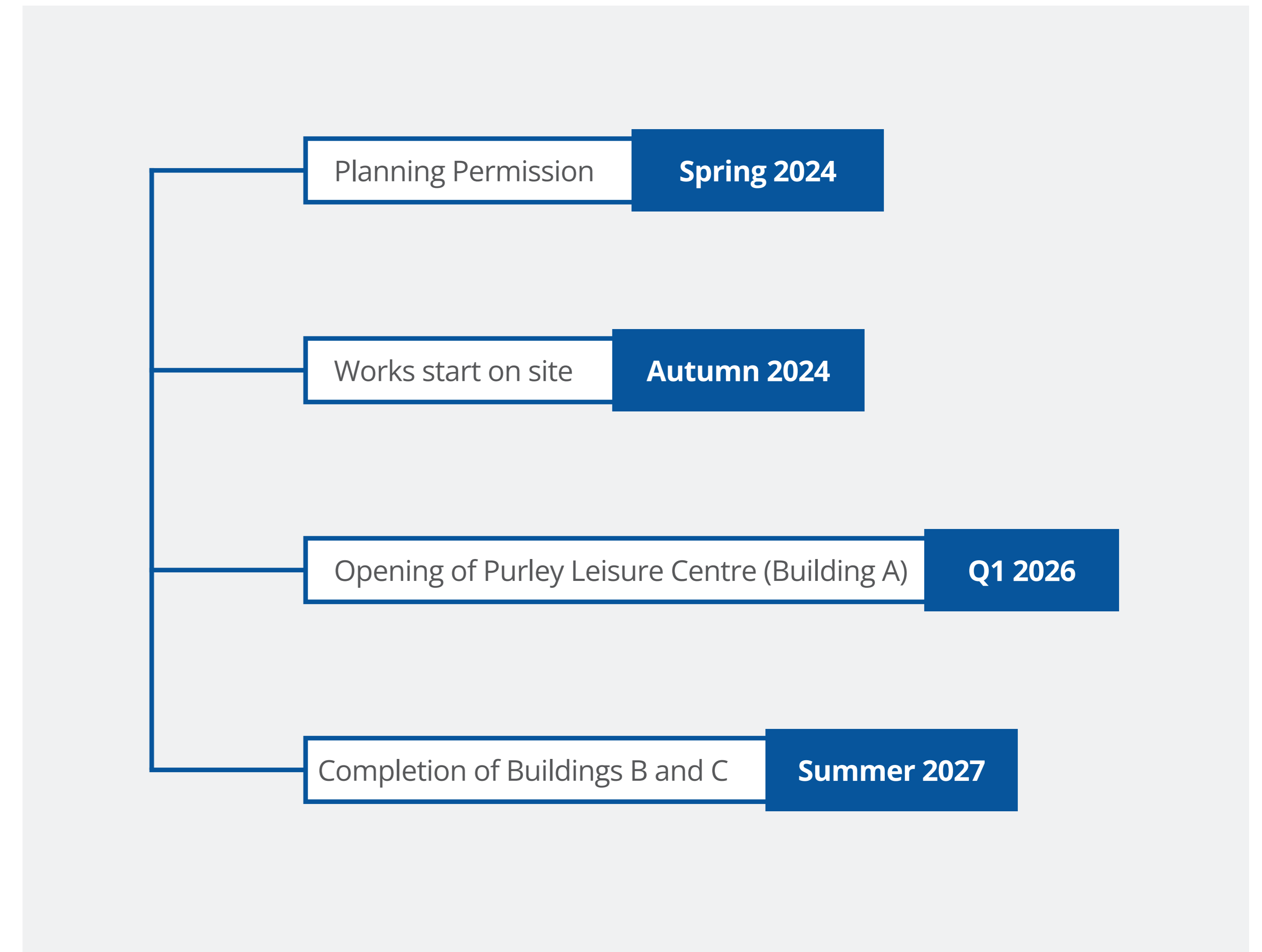
As a reminder, the new proposals will deliver:

-  A new leisure centre with a target opening date of Q1 in 2026.
-  Specialist accommodation for older people.
-  Integrated community providing first-class health and wellbeing outcomes.
-  New public realm that improves the existing high street and provides better links to Purley station.
-  Boosting high street and an improved environment for people to visit.
-  More welcoming car park environment that balances the future need for town centres to become more sustainable.
-  Cycle parking to encourage sustainable travel.
-  Creation of long-term jobs and permanent training school.
-  Provision of space for a new restaurant and café.
-  Activation of a key development site in Purley in line with the Local Plan and Purley Strategic Framework.

## Timeline for Delivery

Provided planning permission is granted by March 2024, the new centre would be opened by Q1 of 2026, just two years later.

Below, you will find an indicative timeline of key milestones.



## Have your say

Thank you for taking the time to come to our public exhibition on proposals for the new Purley Leisure Centre at 50 High Street, Purley.

This exhibition is the start of a series of engagements that the project team are undertaking to ensure the local community to provide feedback at all stages of the planning process and to enhance the quality of the new Leisure Centre and facilities.

To provide your feedback, be kept informed of the latest updates, or to register for our upcoming community workshops, please let us know by scanning the QR code below.

If you have any questions about the proposals or would like to speak to a member of the team, please get in touch using the details provided.

✉ Email: [consultation@purleypool.co.uk](mailto:consultation@purleypool.co.uk)

☎ Telephone answering service: **020 3398 1590**



## Next steps

Following this exhibition, we will be taking the following next steps:

