



Rural Housing Alliance



ENGLISH RURAL

Housing Innovation

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‘Working with communities to develop and manage affordable rural homes’



Rural Housing Alliance pledge

- ▶ Work closely with the local community and Parish Council to find the right site;
- ▶ Always give qualifying local people in housing need first priority for every home;
- ▶ Ensure that affordable homes always remain affordable;
- ▶ Build sensitively designed, high quality homes to high environmental standards;
- ▶ Provide good quality and locally sensitive management services to our residents;
- ▶ Always respond positively to the local community.



Housing associations are innovating in the way we...
increase the number of affordable rural homes



The Rural Housing Five Star Plan



Housing associations will:

- ★ Work with and for rural communities, in accordance with the rural pledge;
- ★ Increase the current level of housing supply in rural communities by 6% per year for each of the next five years;
- ★ Bid for at least 10% of HCA investment to deliver new homes in rural areas;
- ★ Ensure that homes delivered benefit the local economy, including the farming and food economy;
- ★ Meet the needs of rural communities by contributing towards five key tenures, as appropriate - homes for affordable rent, market rent, affordable home ownership, self-build and market sale.

Challenges to achieving ambition

Surprisingly the same in each region! Summarised as...

- ▶ Inconsistent approach to understanding need;
- ▶ Land availability and cost;
- ▶ Finance and investment;
- ▶ Affordability and access to mortgages;
- ▶ Approach to allocations – local authority policy and CBL;

Main focus on three priority areas for **innovation**...

- ▶ Resource Capacity; Research and engagement
- ▶ Local Politics and NIMBYism; Campaign
- ▶ Planning, Infrastructure and Viability; Policy influence

How many rural homes did housing associations deliver in 2017/18?

- ▶ Housing associations started 5,269 homes in rural areas in 2017/18, an increase of 40% compared to last year
- ▶ They also completed 5,195 homes in rural areas, an increase of 71% compared to last year
- ▶ 70% (3,674) of rural starts were delivered outside the Affordable Homes Programme (AHP), compared to 59% (3,043) of completions
- ▶ 74% (3,539) affordable starts and 68% (3,277) of affordable completions were delivered through Section 106

Housing associations are innovating in the way we... build affordable homes



*Little Stocks Close,
Kinlet, Shropshire*



- ▶ Manufactured off-site within thirty miles, a highly insulated closed-panel timber frame system;
- ▶ With no mains gas in the village, the homes are heated by ground source heat pumps utilising shared ground arrays and attracting the non-domestic tariff;
- ▶ Served by its own bio-disc sewage treatment plant;
- ▶ Designed and landscaped to be sympathetic to the open countryside against which it is set and to the local vernacular, the homes achieve excellent space standards and are light and airy, making good use of passive solar gain;
- ▶ Value was added during the school summer holiday period of the development phase by improving the drainage of the (previously waterlogged) school playing fields, under which outfall from the development passes en route to discharging into a watercourse;
- ▶ Developed subject to a S106 agreement, initial and future allocations give priority to people with a strong local connection.

Housing associations are innovating in the way we... tackle fuel poverty



*Tower Raod,
Burnham Overy,
Norfolk*

Hastoe
Group



- ▶ Six homes, one sold and five affordable;
- ▶ All Sustainable Homes Code 4 and three achieving passivhaus standard;
- ▶ In a conservation areas and also AONB;
- ▶ Winner in the Architectural Design Category of the UK Passivhaus Awards ;
- ▶ With no mains gas in the village, the homes are heated by air source heat pumps working with mechanical ventilation with heat recovery;
- ▶ Carbon emissions approx. 10% of UK average;
- ▶ Developed subject to a S106 agreement, initial and future allocations give priority to people with a strong local connection.

Housing associations are innovating in the way we... broker local partnerships



***Makmurdo Place,
Wickham Bishops,
Essex***



- ▶ Community partnership instigated by the landowner and parish council, but involving Linden Homes, English Rural and Maldon District Council;
- ▶ Rural Exceptions Site using cross-subsidy to secure '*something for everyone*';
- ▶ 27 homes in total – 15 for market sale and 12 affordable;
- ▶ 2 discounted market, 2 shared ownership and eight affordable rent;
- ▶ High proportion of bungalows throughout, market properties aimed at local older households 'right-sizing';
- ▶ All affordable homes subject to S.106 or local occupancy restrictions;
- ▶ No grant! Costs c. £1.95m. Land for free + £250k from Linden Homes. £575k from affordable sales and the remaining £1.125m internal subsidy..



Housing associations are innovating in the way we... deliver care and support



*Mill Garden, Kirkby
Stephen, Cumbria*



- ▶ Redevelopment of 1970's bedsit accommodation;
- ▶ 19 one and two bed sheltered apartments built to adapt to Extra Care Scheme standard;
- ▶ Communal Lounge and kitchenette; Communal Dining Room; Shared Resources Room; Scooter Store; Laundry; Assisted Bathing; Lift; Support staff on site; Guest room/ staff sleepover; Communal gardens and patio area;
- ▶ Each flat is light and spacious and built to lifetime home standard;
- ▶ Each tenant has a key fob to access the automatic doors within the building or pendant. The apartments are fitted with a call system which connects to the staff office during the day and a call centre out of hours;
- ▶ Offering much needed older persons' accommodation at social rent. All prospective tenants assessed to meet local occupancy requirements and have present support needs to benefit from the services offered.

Housing associations are innovating in the way we... support local enterprise



*Beech Green, Neenton,
Shropshire*



Connexus

- ▶ Community led initiative to buy the Pheasant Inn which had been closed for 5 years and also provide affordable homes;
- ▶ Housing association supported the community group Neenton BenCom through the process;
- ▶ 5 homes for market sale and 2 for shared ownership;
- ▶ Pheasant Inn was purchased and refurbished. It now provides the only community space (excluding the church) and employs 4 full time and 11 part time staff;

NHF *Rural Life Monitor 2017*

'...tracks change across three key pillars of community life – pubs, post offices and schools – and demonstrates how building just a few affordable homes in rural settlements can stem the tide.'

Housing associations are innovating in the way we... deliver services to tenants

- ▶ Developing a sector wide offer to tenants to increase transparency and accountability;
- ▶ Offer specialist services through the diversity of our experience;
- ▶ Continually reinvest our surpluses in homes and neighbourhoods;
- ▶ Respond to the changing needs of those we were established to serve;
- ▶ Making sure we are well run and secure social businesses.



An aerial photograph of a rural landscape featuring rolling green hills, a network of stone walls, and a winding road. The scene is captured from a high angle, showing the intricate patterns of the fields and the natural contours of the land. The sky is overcast, and the overall tone is somewhat muted, emphasizing the textures and colors of the landscape.

**This is our story.
The time has come to tell it.**

housing.org.uk/owningourfuture

Questions?

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