



Challenges Facing Rural Housing Associations

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A bit about Broadacres

- Established in 1993, based in Northallerton we own and manage c6,700 homes in York and North Yorkshire
- We are an exempt charity, Registered with the RSH and an Investment Partner with Homes England
- We are the only major developing Housing Association with a North Yorkshire HQ, we specialise in rural housing delivery and have delivered 700 homes in the last 5 years
- We provide excellent customer experience, delivering services and support locally and responsively
- We have an ambitious development programme, with a plan to deliver 1,000 new homes in the next 5 years
- And we're investing £2M+ pa in improving the energy performance of our homes
- We have the ambition to be 'the best rural housing association' with a focus on quality, sustainability and customer experience
- Proud supporter of the North Yorkshire Rural Housing Enablers – from the beginning
- We're here to stay, heads and hearts in North Yorkshire!



Challenges facing (rural) Housing Associations – a North Yorkshire perspective

- Existing stock vs new supply – what gives?
- Costs up, incomes capped, interest rates, inflation...
- Land and planning, Future Homes
- Taking communities with us
- Viability and delivery
- Funding
- But there are opportunities too!



Land supply

- Planning policy determines land value (not the other way round!)
- ‘The audacity of hope’
- Competition
- North Yorkshire is quite hilly!



Planning

- LA capacity – we know there are issues
- Rural Exception Site expertise?
- Local Plan development
- Complexity and timescales

Taking communities with us on the journey

- Mistrust, suspicion, resistance
- Communities changing – 2nd homes, retirees
- Is there a ‘need?’
- Time consuming and difficult, but important work



Viability and delivery

- Materials, design, net zero, transport, scale £££
- Limited PRS comparators
- Contractors and supply chain, fixed price?
- Weather!





Money

- Grant for rural housing?
- Strategic Partnership vs CME
- S106 issue
- Focus on brownfield land

Time for a takeaway...

- Challenges faced by rural housing associations are similar to those faced by all housing associations
- But there are particular, additional challenges to rural housing delivery
- However, the imperative to deliver in pursuit of sustainable rural community building is stronger than ever
- Partnerships with communities and statutory agencies are key to success
- And clarity of message about our motivation and objectives is important
- It's about more than delivering numbers, but without delivery we can't make a difference in our rural communities!



Thank you – please get in
touch!

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