



A DIFFERENT APPROACH

"Delivering the types of homes communities need"

Community Led Housing

'A Different Approach', is a community led housing model that seeks to rebalance the existing housing market by delivering a range of new and innovative housing tenures and employment solutions in rural communities based on need identified by the community, enabling them to grow and thrive.

ADA supports Community Land Trusts, Neighbour Plan Groups and Communities to provide housing solutions to meet the diverse needs of rural communities.

Quote from Richard Pillar – MD of ADA and Pillar Land Securities

“Living in a coastal village in South Devon I have first hand experience of the pressures experienced in rural and coastal areas and have witnessed the displacement of people of all ages from our villages.

My vision for ‘A Different Approach’ was to tailor housing solutions to meet the wide ranging needs and demographics of rural communities, facing significant challenges of affordability, second home ownership, displacement of the young, supporting an aging demographic and the provision of affordable housing across new and more traditional tenures.


We have proven a truly community-led approach delivers the best outcomes for local people.”

Today's Presentation

Our aim today, is to explain how, by using our A Different Approach strategies for our pilot scheme at Collaton in South Devon, we produced better outcomes for both the Local Authority, and the community as a whole.

And we are proud to say that we recently won the award for Best Housing Scheme (fewer than 500 homes) at the National Planning Awards 2023

By having done it once and having learnt how to overcome the various challenges and hurdles, it should become easier if we use this strategy more widely for others to follow our lead.



A community led, bottom-up approach to housing and affordable workplaces to ensure a thriving future for rural communities

The Context – From the Local Authority’s Perspective

South Hams and West Devon Councils cover two large AONBs with median house prices 12.6 x local incomes. Both authorities are seeking to support vibrant towns and villages and enhance the quality of life within them

Rural Housing Challenges - ‘shopping list’:

- Affordable Homes - to enable young people to remain in the community, both to rent and to buy
- Downsizing Homes - helping older people stay close to family and support networks
- Affordable custom/self-build
- Social Rent
- Start-up Business Units - Opportunities for employment

SHDC have challenges in finding development partners to cater for these needs, particularly in rural areas where development opportunities are more limited given the extent of the AONB and land availability

Exploring “A Different Approach” to delivery

- A collective working group was formed comprising elected members, senior officers, a local MP and the ADA team to formulate an approach to address the identified challenges.
- Presentation was given on findings to the Chief Executive, Elected Members and our MPs
- Elected members were encouraged to discuss with their parish councils & CLT’s the opportunity to deliver housing under the ADA approach.

Choosing a community to pilot A Different Approach - the parish of Newton and Noss

- Average house prices in the region of £800,000
- High percentage of second homeownership and holiday lets (46% in Noss Mayo).
- High housing need with an ageing demographic due to displacement of young

Identifying land to meet the local needs

- A site at Collaton was identified and secured under option by the delivery partner (ADA).
- Site was outside the settlement boundary.
- A brownfield, contaminated site but wholly within the AONB

Sites such as this would be unlikely to come forward for development, due to location and policy constraints. As such, land can be optioned at a fairer price, enabling a greater distribution of planning gain and benefit to the community if successful



Newton and Noss Community Land Trust

Our aim is to enable families and individuals with a 'Strong Local Connection', who need to rent their homes and are assessed in bands A to E by Devon Home Choice, to continue to live and work within the Parish; rebalancing and strengthening our community.

The whole of the parish is within the South Devon AONB, with very few sites suitable as building land and a high percentage of second and holiday homes; affordability and the lack of long-term lets are major problems for our community. The CLT was established to help protect the long-term sustainability of our villages.

The first task was to gain approval from the Local Authority for our own Newton and Noss Local Lettings Policy to ensure our homes were only allocated to households with a Strong Local Connection; criteria which was consulted on as part of our Neighbourhood Plan process.

Once these principals had been established, the CLT and the 'A Different Approach' team entered into a collaboration and joint planning application to deliver 18 social rented units at the pilot site at Collaton.

All planning and design costs were met by ADA as part of an integrated all encompassing housing offer; the site will be remediated, serviced and ready to go, transferred to the CLT for £1 and the homes will be built by the ADA team under an open book contract.

Our homes will be owned by the CLT on behalf of our community and, most importantly, as they are not eligible for 'Right to Buy' will be retained in perpetuity for generations to come.

Newton and Noss CLT was awarded the National Community Land Trust 'It's all about community' award in 2022



Newton & Noss
Community Housing

COMMUNITY-LED HOUSING IS ALL ABOUT UNDERSTANDING THE LOCAL NEEDS

Through extensive consultation we seek to accurately understand the housing need and demographics of the community.

This ensures the range of needs identified results in a scheme which provides for those of all ages and incomes, now and into the future.

When recommending conditional approval for the Collaton pilot scheme, the planning officer stated that significant meaningful public consultation took place both before application submission and since, including;

- A consultation website (collatonpark.com) where a feedback form was available
- On site public consultation events
- Virtual presentations and consultation events
- Village Hall consultation events
- Building on the evidence derived from focus groups and consultation undertaken by the CLT and during the Neighbourhood Plan process especially for the hard to reach groups
- Consultation with the Parish Council which continued right up to approval
- Numerous presentations for local people, existing residents and Community Groups

Of the consultation responses received (173 online forms and 182 from the various events) 90% were from people with a local connection, representing all age groups fairly evenly, although slightly higher in the 25 to 34 age bracket.



“Overview of community engagement”

<http://apps.southhams.gov.uk/PlanningSearchMVC/Home/Details/213335>

www.collatonpark.com

Responding to the challenges

35% of respondents stated they had had to move out of the parish to find more affordable accommodation. As a result of this evidence the Local Authority have allowed us to apply the Newton and Noss Local Lettings Policy to ALL of the Affordable housing tenures which ensure local people can remain, but those displaced also are able to return to the community.

The majority of respondents stated they would support new homes (both open market and affordable), of an appropriate mix to cater for a range of community needs, including;

Social Rent

Owned by the CLT and protected from Right to Acquire for those in highest need

Affordable Rent to Buy

Enabling home ownership following a period of subsidised rent and gifted deposit

Affordable Custom/Self Build

Discounted serviced plots with planning, enabling people to design and self build or commission the build of their home.



Commercial / Employment Units

Available for rent, sale or on a shared ownership basis (through a SIPP/SASS) to support local business and employment opportunities.

Down Sizing

Bungalows (over 55's) for shared ownership, rich in technology enabling older persons to stay in their homes for longer.

Multi-Generation Homes

Open market homes designed to accommodate three generations or more. Preventing loneliness and assisting in childcare & living costs.

First Time Buyer Homes

A tailored mix of smaller, more affordable homes enabling providing a lower entry level for first time buyers.

AONB Mitigation Measures

The challenge when building in an AONB is balancing the needs of wildlife, the community and the need to conserve and enhance the landscape and scenic beauty of the area.

Landscaping

- Landscape led development providing significant additional planting both on-site and off-site
- Visually recessive materials for the building elevations and roofs, to minimise the impact and blend into the landscape, help mitigate any harm to the distant views from across the valley

Environmental Benefits

- Regeneration of a contaminated, partly brownfield and under-used area of land
- Biodiversity Net Gain over the 10% required by policy; 12.62% gain in habitats and 108.51% gain in hedgerows
- 16 acres of parkland introduced with a lake

Sensitive Lighting Scheme

- Minimum street lighting within the site (only 12 lanterns in total).
- All lighting is part night controlled (switches off between 00:30 - 05:30)
- Low level bollard lighting on footpath links
- Street lighting on the public highway will be reduced height, with back-shields and Amber colour bulbs



Affordable Homes = 57

18 x Social Rent Homes (N&N CLT)

9 x Affordable custom build

8 x Down-size units for over 55's (*flexible affordable tenures)

22 x Affordable rent or Rent to Buy

The Mix

10 x 1 bed

22 x 2 bed

25 x 3 bed

Open market Homes = 68

31 x 2 bed

14 x 3 bed

23 x 4 bed

Commercial units = 12

Primary Residence Restriction on every home

THE MASTERPLAN= 125 homes in total



Additional Features

- 16 Acre Parkland with lake
- 10 x Allotments
- Community Orchard
- 2 x Play Parks
- Regatta Boat Store
- Café
- Public Changing Rooms
- Public Shower
- New Bus Stop
- Barn Owl Tower
- £570,000 in Section 106 Contributions

The Outcomes

A comprehensive planning application was submitted jointly with the CLT.



The extensive engagement and consultation resulted in a scheme which received significant local support generating a final application which, had;

- Planning officer recommendation for approval.
- Petition letter in support of proposals signed by 350 local people (many under the age of 25).
- Parish council written representation of support.
- Chair of the parish council and local ward councillor spoke in support at development committee.
- Development committee almost unanimously supported (1 abstention)
- Shortlisted in 5 awards across 10 categories (results pending)

This is despite the proposals being ‘major’ development within the AONB, outside the settlement boundary, unallocated and the LPA having a proven 5-year land supply.



Planning gain should be captured for the benefit of the community.

How can this help others

Transferable Model

We believe 'A Different Approach' provides a transferable model to rural housing delivery, with tenures to cater for all ages and demographics, throughout England, enabling communities to work with delivery partners to secure the types of homes they really need.

Fairer Distribution of Planning Gain

"Planning Gain" typically only benefits the landowner and promoter. ADA focus on bringing sites forward for development, which wouldn't ordinarily be considered policy compliant.

By working together - with a delivery partner, avoiding land agents, promoters and main contractors reduces costs and maximises the outcomes for the community.

Working with a delivery partner will ensure the wealth created through planning gain is distributed more evenly across the scheme for the benefit of all and produce better outcomes.

More Choice and Less Risk

Community Land Trusts and Not for Profit Groups are well placed to identify local need, but often unable to finance and deliver on their housing requirements. Working with a delivery partner reduces financial risk and increases likelihood of success and can help provide greater flexibility to specify the housing tenures and models which best respond to the community.

Thank you, any questions?

