

**Subject:** FW: The form 'Potential partners (Land)' was submitted

**From:** "Andy Rhoades" <Andy.Rhoades@bromford.co.uk>

**Date:** 06/03/2017 12:11

**To:** <ed@2jays.co.uk>

Hi Ed,

First and foremost I'll be honest and say that this response is not the most researched you are likely to receive but I will give you my honest and impartial views on this.

- I find it hard to believe that there would be no interest from affordable housing developers for sites in Shipston-on-Stour. This would be either a housing association or contractor that develops on behalf of an HA of which there are quite a few.
- I do however see that convincing landowners to sell for an affordable use will be challenging (land value significantly constrained by restricting to affordable tenure) particularly if the sites have merit as open market.
- The interest from Housing Associations will wane significantly if you try to implement specific, tight and onerous local connections requirements. It affects our ability to raise finance against the completed development.
- The sites are a little on the small side for the larger developing HA's but I would still expect you to get interest.
- If the affordable housing provider needs to lead on any of the HNS work to evidence need through planning it is likely to reduce interest.

In truth both sites would be too small for Bromford but I hope the information above is of some use.

Kind regards,

Andy

Andy Rhoades  
**Head of Land**  
Bromford

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**From:** [your@email.here](mailto:your@email.here) [<mailto:your@email.here>]

**Sent:** 28 February 2017 14:42

**To:** land opportunities <[land.opportunities@bromford.co.uk](mailto:land.opportunities@bromford.co.uk)>

**Subject:** The form 'Potential partners (Land)' was submitted

The form 'Potential partners (Land)' was submitted from the website.

**Name** Edward Jackson

**Company name**

**Email** [ed@2jays.co.uk](mailto:ed@2jays.co.uk)

**Telephone number** 01608 661288

**Reason for enquiry**

Dear Bromford

I believe that last autumn you were sent a link by my colleague Paul Kelly to the pre-submission draft Neighbourhood Plan for Shipston-on-Stour which we published for formal consultation with the public, statutory consultees and other interested bodies. We did not receive any comments from you on that draft so I am assuming that you did not take issue with any of our proposed policies.

In that draft Plan (now accessible at <http://www.shipstonnp.org/files/Neighbourhood%20Plan/documents/new/Draft%20Neighbourhood%20Plan.pdf>) we made proposals in Policy HSG4 (on page 40) to allocate two small plots of land to be developed for affordable, low-cost market and/or extra care housing in the 2020s (i.e. after current extensive commitments have been implemented) should an up-to-date Local Housing Needs Survey indicate that there was an unmet local need for such types of accommodation. We have received representations from a number of commercial house builders, both large and small, who maintain that this policy is unrealistic and incapable of implementation because land owners and builders would have no interest in progressing such schemes. Officers at Stratford District Council share this view.

We are therefore keen to establish whether small-scale housing developments of the scale we are proposing (approximately 16 and 25 dwellings), specifically to meet local needs, really are not viable or whether, as we hope, our Policy would be capable of being implemented by a Housing Association or other affordable housing provider.

I would welcome your views.

Kind regards

Ed Jackson  
For Shipston Neighbourhood Plan Community Team

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