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Tall Trees, Green Lane, Yarm Planning Statement

In addition to the previous planning statement and as a further response to comments made during the planning consultation, Broadacres HA and Mulberry Homes Yorkshire Limited have prepared the following statement.

As previously stated the site has been purchased by Broadacres Housing Association and the scheme will be delivered in partnership with Mulberry Homes Yorkshire, which is the sales arm of Broadacres Housing Association. In addition, Broadacres are now in contract negotiations with Yorvik Homes to deliver a part of the development.

Both Broadacres Housing Association and its sales company Mulberry Homes Yorkshire limited have delivered a number of successful developments in North Yorkshire, these include Sowerby Gateway, Leeming and the Orchard, Richmond. Both companies have worked with Yorvik Homes across North Yorkshire to deliver quality developments for mixed tenures.

The Tall Trees development is a statement development for all parties, we will be working hard to ensure that myths and stereotypes of affordable housing are dispelled, and the development sets an example of how to develop a mixed community, as we have done elsewhere, meeting the needs of a diverse population in Yarm.

Following a market assessment by our sales manager and a review of affordable housing with Stockton Borough Council, it was identified there was a limited number of 2 & 3 beds on the first phase of the development and reviewing all adjacent developments, there were some smaller units delivered but the majority of homes delivered where 3,4 & 5 bed executive type homes. The average age in Yarm is 45 and the average income was around £19,000 pa.

This highlighted a gap in the housing provision available and in order to meet the requirements of the population, developing smaller units would help address a need for younger people who wish to step on the housing ladder or those looking purchase their first property, or downsize into a smaller home.

The scheme is delivering the same number of units at 149 as per the original permission however these have been changed to a mix of 2, 3, 4 and 5 bed homes to provide a more diverse mix of properties to serve different parts of the market as identified.

70 units on the development will be traditional open market units delivered by both Mulberry Homes Yorkshire Limited and Yorvik. These will be 2, 3 4 and 5 bed roomed homes which enables each part of the market to access full home ownership.

A further 50 homes will be delivered as Low Cost Home Ownership properties. These are through the Help to Buy Shared Ownership scheme, this is one of the governments Help to Buy products. This scheme is one of many to help people get a foot on the

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property ladder and alongside the ISA scheme and as many will have been seen on other developments, the Help to Buy: Equity loan.

Shared Ownership offers the opportunity to purchase a share of the new home, if you can't quite afford the mortgage on 100% of a home. Help to Buy: Shared Ownership offers you the chance to buy a share of your home (between 25% and 75% of the home's value) and pay rent on the remaining share. The scheme allows the purchaser to staircase and purchase larger shares of the property value and progress up to full ownership in time.

Broadacres HA and its sales arm Mulberry have a long track record of delivering open market and shared ownership unit across all markets in North Yorkshire, recently delivering shared ownership properties in Malton which has proved very successful.

Currently mortgage deposits are currently varying between 5% - 15%, with most now requiring a 10-15% deposit and this has made home ownership less affordable for many people. The Shared Ownership product has therefore enabled purchases to adjust the initial purchase to suit the current mortgage offers. The type of purchasers who have bought these homes have been fire fighters, nurses, agricultural workers and teachers. This key worker market is similar to the type of purchaser we anticipate will be looking to live in the Tall Trees development. The remainder of the site will deliver 29 Affordable/Social Rented Units. In relation to the affordable rented units, these will be delivered by Broadacres Housing Association alongside Stockton Borough Council, we are fully aware of the myths and stereotypes that affordable housing attracts.

Broadacres Housing Association are a leading rural housing association and have 25 years' experience delivering affordable homes in partnership with developers, we have a dedicated Housing team to help our tenants and work with our communities to ensure they are happy and prosperous. We also maintain all of our rental properties through an in-house team meaning we have control of the high standard we expect and have accountability for ensuring our homes are well maintained and managed.

Broadacres operates across North Yorkshire, an area of high property values, where there is a significant shortage of affordable homes, and consequently many high value developments have a requirement that a proportion of homes are affordable both to buy and to rent. We have therefore wide experience of successfully managing homes in multi tenure developments in high value areas such as Boston Spa, Harrogate and York, mirroring the context at Tall Trees, Yarm.

Broadacres Corporate Strategic objectives include providing Great Homes, Great Places and a Great Customer Experience. Regarding Great Homes, our design ethos and guidance require high quality of design and build, with a consistency toward whether the homes are affordable sale or affordable rent. This ensures no demarcations between these homes within the new localities we are helping to create. We work closely with the relevant Housing Authority, in this case Stockton Borough Council, to ensure that the allocation of

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rented homes reflect context of the existing community, and that new residents make a positive contribution.

The rented homes at Tall Trees will therefore be subject to a local lettings policy in which customers will only be eligible for one of the properties if they have a family or employment connection to the local area. This will restrict eligibility to those applicants demonstrating a local connection to one or more of the wards of Eaglescliffe, Ingleby Barwick East and Yarm.

This allows customers on lower wages which would otherwise be unable to access housing in this location remain close to employment, family support networks and schools. With the current economic difficulties we believe the need for this type of accommodation will be in high demand, customers such as care workers, retail workers, and the service sector area who work for example on the close by Yarm High street or support the community with essential services would benefit from being able to access housing in this area.

Broadacres is making a £22 million investment in the Tall Trees Community and the management of our rented homes will reflect the need to ensure the success of the development and protect the investment. This will include having a dedicated Housing Officer, who works as part of a highly trained and experienced housing management team. In the event of any issues arising from breaches of tenancies Broadacres has a specialist officer who deals with serious breaches, backed up by an in-house legal team and additional legal support from Capsticks LLP.

Broadacres takes a partnership approach to dealing with instances of anti-social behaviour. Broadacres will be seeking to support and work closely with the Safer Stockton Partnership, replicating our success in working with the Safer Hambleton Hub. The Hub works as a collective partnership of statutory, non-statutory and voluntary agencies to co-ordinate multi agency problem solving in order to reduce, prevent or detect crime, disorder or anti-social behaviour across the Hambleton area. Commenting on Broadacres contribution to the Safer Hambleton Hub, Gina Allen Safer Hambleton Co-ordinator stated that; "Broadacres is an integral part of the ongoing partnership work to reduce issues and participates in the proactive problem solving processes to agree actions to seek long term resolution".

We must stress that this scheme represents a significant investment for Broadacres and Yorvik, and it is vital to us both commercially and reputationally that the scheme is viable and successful.

We recognise the concerns which are often held in relation to the management of affordable homes and again stress that this will be a mixed community with over 80% of the new homes available for a form of homeownership but also address the needs of those on lower incomes. It is therefore vital that Broadacres and its partners manages the development in a fully cohesive manner as without this it will not be a successful development for the community in Yarm. Andi McLoughlin – Broadacres

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