



HEATHLANDS GARDEN COMMUNITY

Matter H: Housing Statement

Opportunity to Deliver a Wide Range of New Homes

- H.1 The emerging masterplan for Heathlands includes a District Centre and two Local Centres together with a range of neighbourhood characters areas that will ensure ample opportunity to deliver a wide range of housing options for the whole community, from starter homes, affordable homes, homes for later living to larger homes and self-build.
- H.2 MBC acting as Master Developer, and in partnership with Homes England, will deliver a development strategy that, to accelerate delivery, will encourage diverse housing tenure options and a wide range and type of new homes attractive to the entire spectrum of the housing market.
- H.3 This will be achieved by:
- Progressing a policy framework that requires the delivery of a diverse range and type of housing products - providing variety in the market will assist in promoting rapid market absorption and build-out rates; and,
 - Progressing a master plan and policy framework that supports the provision of self-build and serviced parcels of land, to create a level playing field for all sizes of housebuilder to competitively purchase.
- H.4 The joint public partnership between the Borough Council and Homes England wholly accords with the Government's objectives in seeking to ensure the delivery of "the right homes" in "the right place" and "at the right time". Homes England's recent letter (dated 08 June 2020) confirms Heathlands unique credentials in this regard.

Delivering the Right Mix of Homes

- H.5 Heathlands will be delivered over a period of 20+ years. Over that period, it will deliver a diverse mix and tenure of new homes that will respond to both MBC's and Ashford's (given its proximity) housing needs. This will be informed by market demand and the latest Strategic Housing Market Assessment evidence available at the time each phase of the development is progressed.

Delivering Affordable Housing

- H.6 In line with Government and TCPA 'Garden City Principles' to deliver mixed-tenure homes and housing types that are genuinely affordable, 40% of all new dwellings at Heathlands will be delivered as affordable housing for local people, of which 70% would be for social rent.

Delivering Housing for Young People

- H.7 MBC's SHMA (Section 6, 2019) highlights the 'younger' person population in the Borough is expected to grow by 20% between 2019-2037. Moreover, that affordability barriers prevent many younger households from buying a home, which has led to increasing levels of private renting.
- H.8 Heathlands will contribute significantly towards meeting the housing needs of younger people, through a policy framework that will expect a range of tenures to be provided, including affordable homes, build to rent, starter homes and self-build properties.
- H.9 The District and Local Centres and surrounding neighbourhoods with different densities and character will provide opportunities for a mix of housing options for younger people and families to be delivered, including one and two-bedroom flats/ houses well suited to younger people and families.

Delivering Homes and Specialist Accommodation for Older People

- H.10 The need to provide housing for older people is critical (PPG ID: 63-001-20190626), with MBC's SHMA (2019) identifying that the number of over 65's in the Borough is expected to increase by 54% between 2019-2037. Ashford's SHMA (2014) also expects growth of 76% in older persons (comparing 2011 with 2031).

- H.11 The policy framework for Heathlands will support the provision of specialist accommodation for older people, as well as require a percentage of the new homes to be built to Lifetime Homes standard and to M4(3) of the Building Regulations to support suitable housing provision for wheelchair users.

Delivering Land for Gypsy, Travellers and Travelling Show people

- H.12 There is an existing Gypsy Travellers site within the Site area, identified by the 'star' on the Land Use Budget Plan. This site has been sensitively incorporated into the masterplan.
- H.13 It is anticipated that future policy framework will require consideration to be given to delivering land for Gypsy, Travellers and Travelling Show people as required to meet an evidenced need and this will be considered at the appropriate time.