

AFFORDABLE HOMES FOR LOCAL RESIDENTS

Thank you for attending the Falcon Communities public engagement event for proposals on land west of Reading Road and to the north of Hook, Hampshire.

The proposals will deliver up to 20 affordable homes prioritised for first time buyers who have a local connection to Hook, this may include -

- either live or work within the Parish boundary of Hook or
- were previously resident in the Parish or
- has close family members still residing in the Parish or
- needs to live in the Parish to give or receive essential support from a close family member who lives there.
- The eligibility criteria may also include essential service roles, defined as 'key workers'

The scheme will be delivered through the Entry Level Exception Site Planning Policy and has been carefully considered and designed using materials and landscaping to reflect the character and styles of Hook.

Project Consultant Team

LEADERS Romans
GROUP

Land development

Boyer

Planning & Design

STUART MICHAEL ASSOCIATES
CONSULTING ENGINEERS

Highways
Flooding & Drainage

LIZARD
Landscape Design and Ecology

Ecology & Arboriculture

WHLandscape
landscape architecture & arboriculture

Landscape

FALCON
COMMUNITIES

Who we are?

Falcon Communities is an affordable housing promoter delivering small to medium sized home ownership schemes suitable for first time buyers, key workers, and the elderly. Working closely with local communities housing need assessments are undertaken to understand the housing requirements of the Parish, delivering the right homes in the right places. Falcon Communities is part of the wider strategic land promoter Falcon Developments.



Entry Level Exception sites

Entry Level Exception Sites (ELES) are small scale housing schemes suitable for **first time buyers** (or those looking to rent their first home) that can provide one or more affordable housing tenures.

Planning Policy states that where a robust evidence base of housing need can be demonstrated and the need for such homes isn't already being met within the authority area, Local Planning Authorities should support the development of ELES. Planning Policy states that ELES should be on land which is not already allocated for housing and should not be larger than one hectare in size or exceed 5% of the size of the existing settlement.



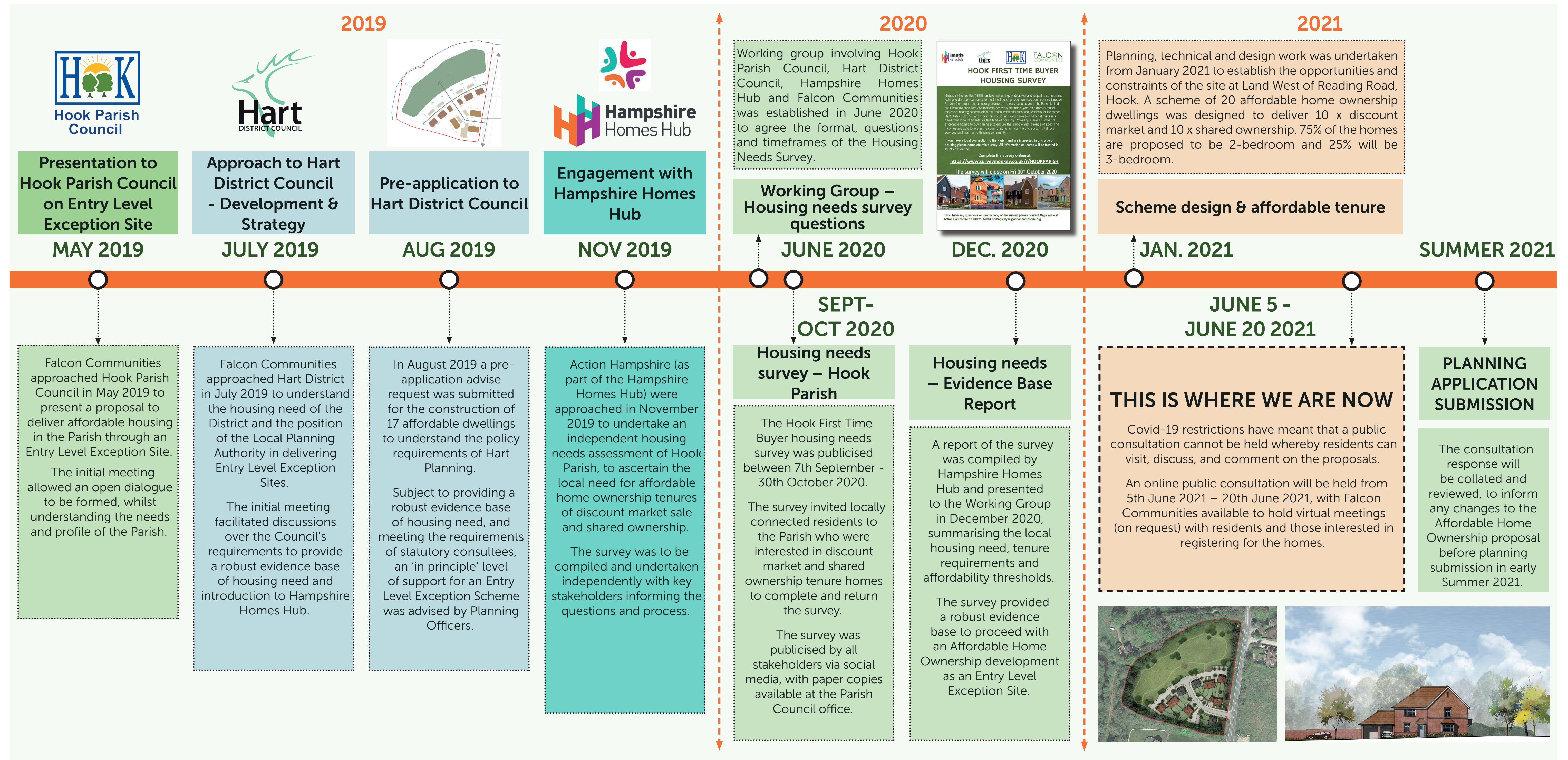
Affordable Home Ownership

The affordable home ownership tenure/s promoted within the scheme are linked to potential purchasers being **locally connected** to the Parish (through living, working, close family, key worker) and linked to local incomes levels to ensure the properties are affordable. The tenure will include -

- **Discount Market Sale** - Aimed at local residents who are on mid-level incomes and unable to afford the cost of normal market housing. The houses are discounted by a minimum of 20% of open market prices and they are linked to local incomes to ensure are affordable for prospective purchasers.
- **Shared Ownership** - Allows the purchaser to buy a share of a home (between 25% and 75% through a deposit and mortgage), whilst paying rent on the remaining share, as well as any ground rent, or service charge.

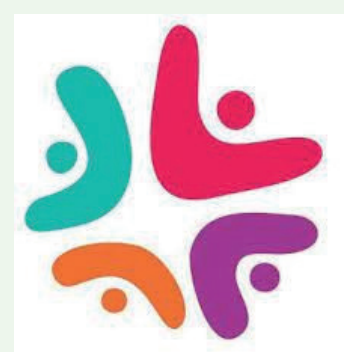
ENGAGEMENT

The project has evolved through extensive engagement as shown below in the timeline.



HOUSING NEEDS SURVEY

A working group involving Hook Parish Council, Hart District Council, Hampshire Homes Hub and Falcon Communities was established in June 2020. The Hook First Time Buyer housing needs survey invited locally connected residents to the Parish who were interested in discount market and shared ownership tenure homes to participate in the survey. The information below summarises the key findings of the survey which have influenced the proposals.



**Hampshire
Homes Hub**

Hampshire Homes Hub (part of the charity *Action Hampshire*) works to deliver community led and rural homes across Hampshire. The business conducts independent Housing Need Surveys, for Parish Councils, community groups and other companies who want to find out information about the housing situation in their area, and to understand the types of accommodation needed.

Local Connection



A local connection means that the householder either lives, or works in the Parish, or was previously resident in the Parish and has close family members still residing in the Parish, or needs to live in the Parish to give or receive essential support from a close family member who lives there. //



SUMMARY

- The survey has shown that an affordable home ownership scheme consisting of up to 20 homes with the majority being 2 bedrooms prioritised for those with a local connection to the Parish could meet a proportion of the local housing need.
- In order to be affordable the majority of discounted market sale homes would need to be priced below £250,000.
- Shared ownership homes may be more appropriate for those on lower incomes.



Hook & Hart KEY FACTS

- Zoopla sold price analysis indicates that 173 homes were sold in Hook in the last year. **The average price paid was £486,638.** This is 13 times the Hart average income of £37,082.
- The ONS data for 2019 indicates an average median house price in Hart District area of £392,000 and an average median income of £37,082. The ratio of median house price to median gross annual residence earnings 10.57 times.

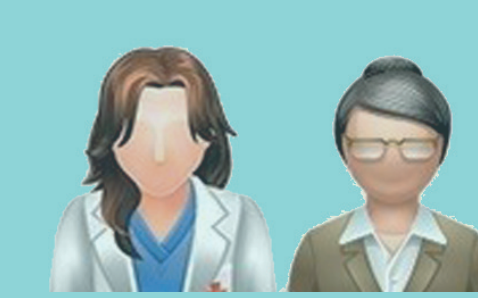
Key facts from survey – December 2020

responses received - 55



30 respondents confirmed they were first time buyers

56%



6 of those were not first time buyers but employed in the keyworker sector

11%

tenure



35 (65%) respondents confirmed their interest in buying a discounted market home

65%



15 (27%) respondents confirmed their interest in buying a shared ownership home

27%

local connection

94% respondents confirmed they had a local connection to Hook Parish area

finance



Savings

50% £10k 35% £20k 15% £30k

- 50% of respondents had savings less than £10,000
- 35% of respondents had savings between £10,000 - £30,000
- 15% of respondents had savings over £30,000
- 56% respondents stated they had other sources of income to help pay for housing costs.

Income

38% had incomes between £30,000 – £60,000

9% had incomes between £60,000 – £90,000

Household price

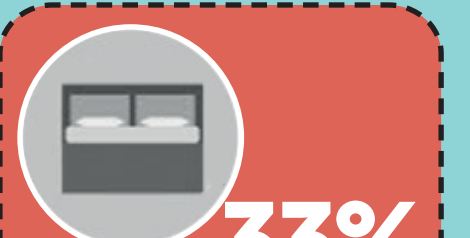
- 30 respondents are first time buyers and may be eligible for the 5% deposit
- 95% Government backed mortgages now available
- 60% of respondents were prepared to borrow between £150,000 and £250,000 to pay for a new home
- 27% of respondents were looking to buy at prices above £250,000



bedroom sizes

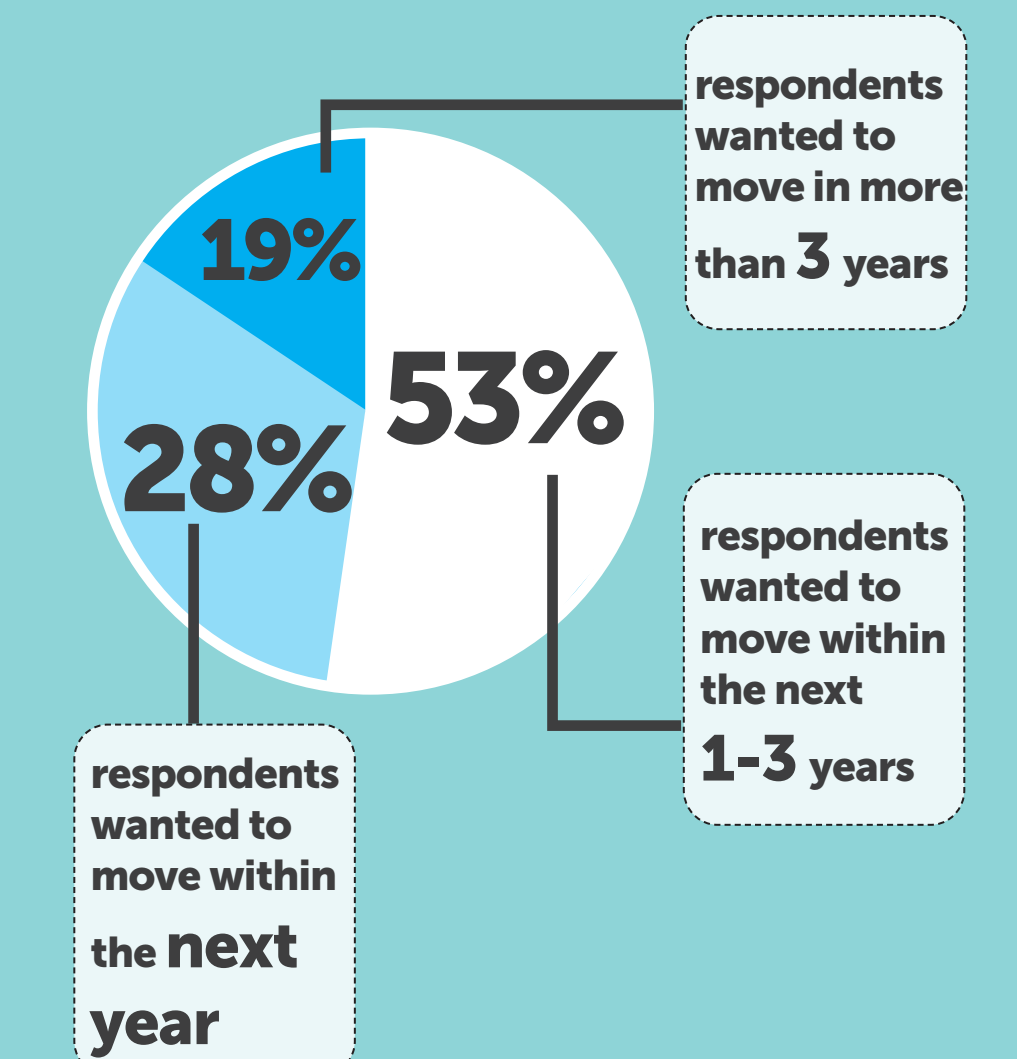


45% Looking for a two-bedroom home



33% Looking for a three-bedroom home

timeframes to move












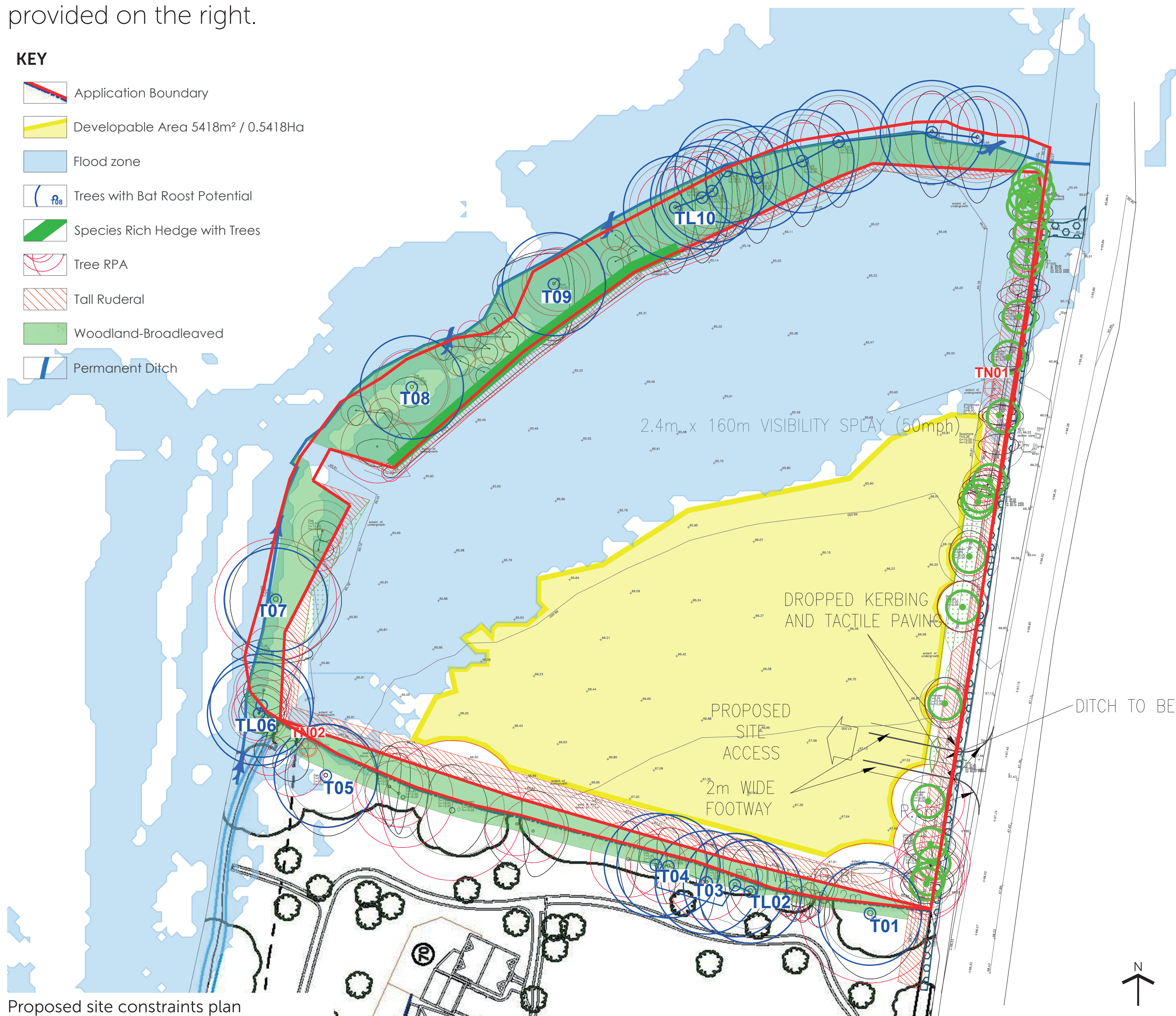
ABOUT THE SITE

Understanding site characteristics

The plan below shows the key constraints which have been identified as a result of robust technical assessments and have informed the design proposals. A summary of each technical discipline is provided on the right.

KEY

-  Application Boundary
-  Developable Area 5418m² / 0.5418Ha
-  Flood zone
-  Trees with Bat Roost Potential
-  Species Rich Hedge with Trees
-  Tree RPA
-  Tall Ruderal
-  Woodland-Broadleaved
-  Permanent Ditch



Proposed site constraints plan

Summary

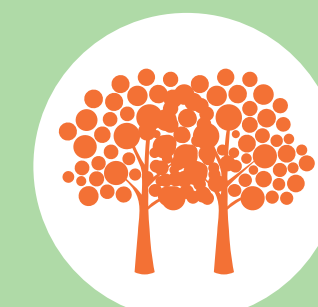


Highways & movement

The site is located directly off Reading Road to the north of Hook, which links the site to the M3. All modes access to the development will be served off Reading Road. There is potential for a footlink to connect to the existing public footpath Rotherwick 24 to the north west of the site.



Site photograph from Reading Road



Trees

An arboricultural assessment has been carried out in accordance with the BS 5837:2012. The site contains a number of Category A, B and C trees which have been retained and integrated within the proposals. Tree T13 is Category C and will be the only tree removed for safe access.



Ecology

The main body of the site is considered to have potential to provide habitat for reptiles and amphibians, while badgers, hedgehogs, bats and birds are likely to use the adjacent areas of woodland for commuting and foraging. The avoidance of development in the northern part of the site, retention of woodland and mitigation measures will prevent any contravention of the relevant legislation with regards these species.



Flooding & Drainage

Flood modeling has been undertaken and we have begun discussions with the Environment Agency. The northern part of the site is located within an area of medium risk with regards to flooding. No development has been proposed within the flood plain in this part and sustainable drainage measures have been incorporated in the proposals.



Landscape & Visual Impact

The proposed development will be physically and visually well contained on the residential edge of Hook, forming a natural extension to this part of the village. A robust landscape scheme will help further integrate the new housing into the landscape and create an appropriate setting for the development.

PROPOSALS



KEY

- 1 Proposed access
- 2 Existing tree belt retained and incorporated in design
- 3 Proposed open space
- 4 Proposed planting
- 5 Potential connection to public footpath - Rotherwick 24
- 6 Proposed no-dig paths for walking
- 7 Visitor parking integrated within design
- 8 Proposed new 2 bed and 3 bed room homes

Proposed site layout

The proposals have carefully considered a balanced mix of 2 and 3 bedroom homes that have been designed as part of the scheme.

Housing Mix



**20 nos. 2
bed and
3 bed
homes**

**15 nos.
2 bed
homes**

**5 nos.
3 bed
homes**

Design of proposed new homes

The proposals will integrate with their surroundings and provide a context responsive design response by creating a welcoming and soft northern entrance along Reading Road.

Mix of semi-detached and terraced houses have been designed in a crescent formation overlooking the proposed publicly accessible shaped parkland space.

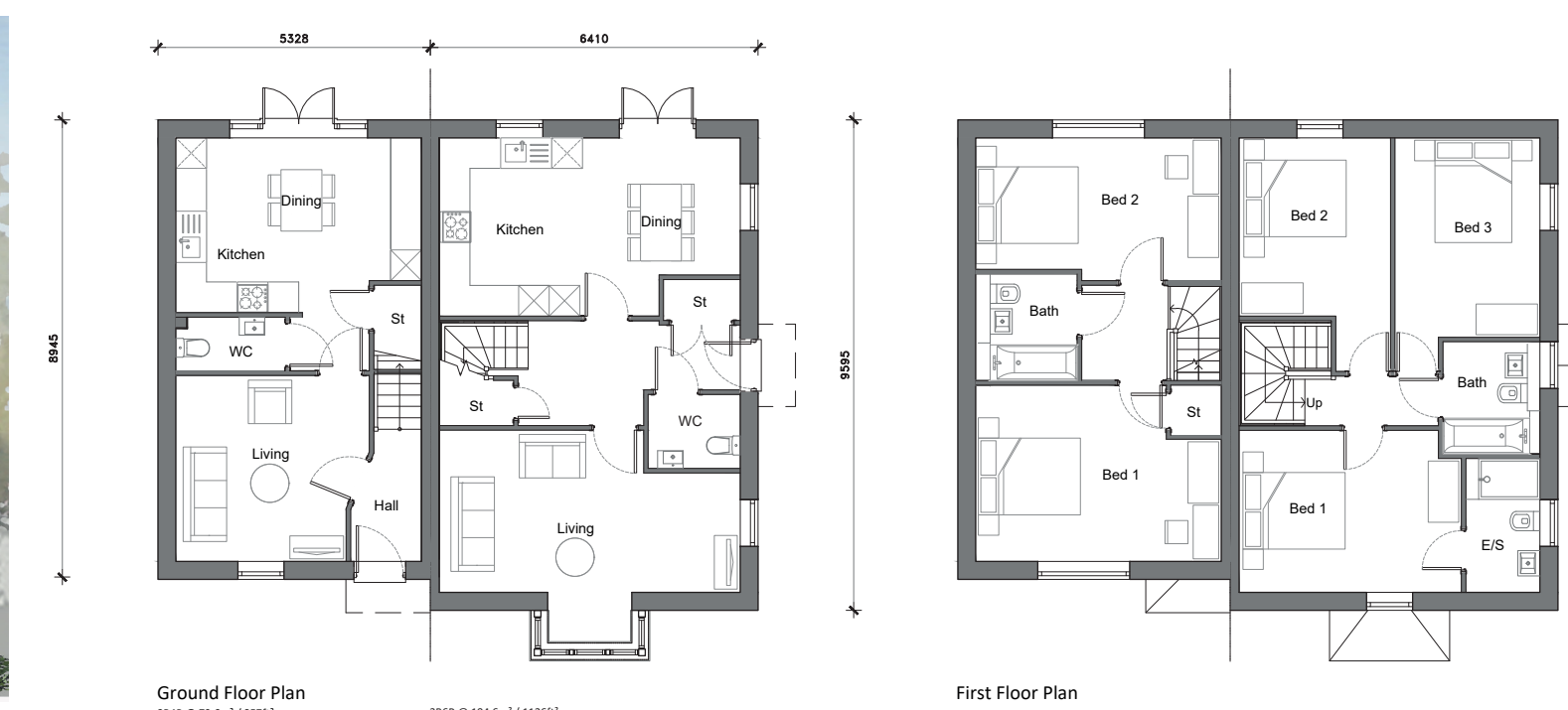
The architectural design has carefully considered the local vernacular and recommendations set out in the Parish Design Statement. The selection of proposed housetypes below show a palette of red brick, tile hanging, dark red roofs, traditional porches and detailing.



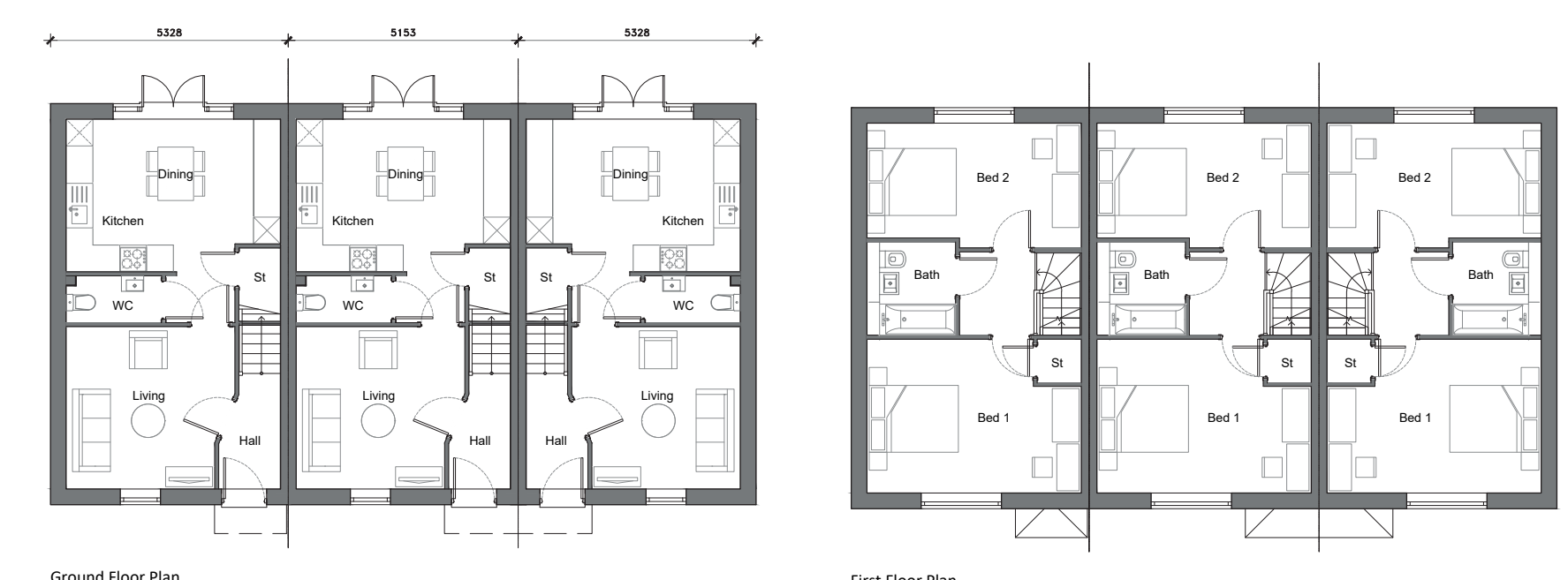
Hook Parish Design Statement,
Hook Parish Council



Proposed 3 bedroom unit - sketch elevation



Proposed 2 bedroom unit - sketch elevation



HOUSING MIX

We are proposing that 10 units are discount market houses. These are proposed to be discounted from market value by 25%. The remaining 10 units are shared ownership. The proposed schedule of accommodation is identified below, however this may change following feedback from the consultation



Proposed tenure plan

DISCOUNTED MARKET
TOTAL 10
 2BED = 7
 3BED = 3

SHARED OWNERSHIP
TOTAL 10
 2BED = 8
 3BED = 2

PLOT NO.	BEDROOM & PERSONS	AFFORDABLE TENURE	SIZE
1	3 BED 5 PERSON	DISCOUNTED MARKET	1001
2	2 BED 4 PERSON	DISCOUNTED MARKET	850
3	3 BED 5 PERSON	SHARED OWNERSHIP	1001
4	2 BED 4 PERSON	SHARED OWNERSHIP	850
5	2 BED 4 PERSON	DISCOUNTED MARKET	850
6	2 BED 4 PERSON	DISCOUNTED MARKET	850
7	2 BED 4 PERSON	SHARED OWNERSHIP	850
8	2 BED 4 PERSON	SHARED OWNERSHIP	850
9	2 BED 4 PERSON	SHARED OWNERSHIP	850
10	2 BED 4 PERSON	DISCOUNTED MARKET	850
11	3 BED 6 PERSON	DISCOUNTED MARKET	1097
12	3 BED 6 PERSON	SHARED OWNERSHIP	1097
13	2 BED 4 PERSON	SHARED OWNERSHIP	850
14	2 BED 4 PERSON	SHARED OWNERSHIP	850
15	2 BED 4 PERSON	SHARED OWNERSHIP	850
16	2 BED 4 PERSON	SHARED OWNERSHIP	850
17	2 BED 4 PERSON	DISCOUNTED MARKET	850
18	2 BED 4 PERSON	DISCOUNTED MARKET	850
19	3 BED 5 PERSON	DISCOUNTED MARKET	1001
20	2 BED 4 PERSON	DISCOUNTED MARKET	850

All eligible applicants for Discount Market and Shared Ownership housing should register their interest through the Falcon Communities consultation. Eligible applicants must register with Help to Buy for Shared Ownership

www.helptobuy.gov.uk/shared-ownership/

FEEDBACK AND NEXT STEPS

Proposed Benefits

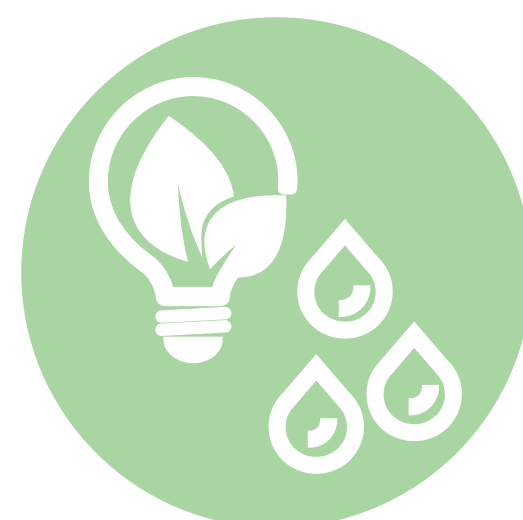
The proposals will bring forward a range of benefits to the community as shown below -



20 affordable homes for first time buyers with a local connection



High quality design inspired by local vernacular



Embedding sustainability and responding to climate change



Biodiversity enhancements, new tree and shrub planting

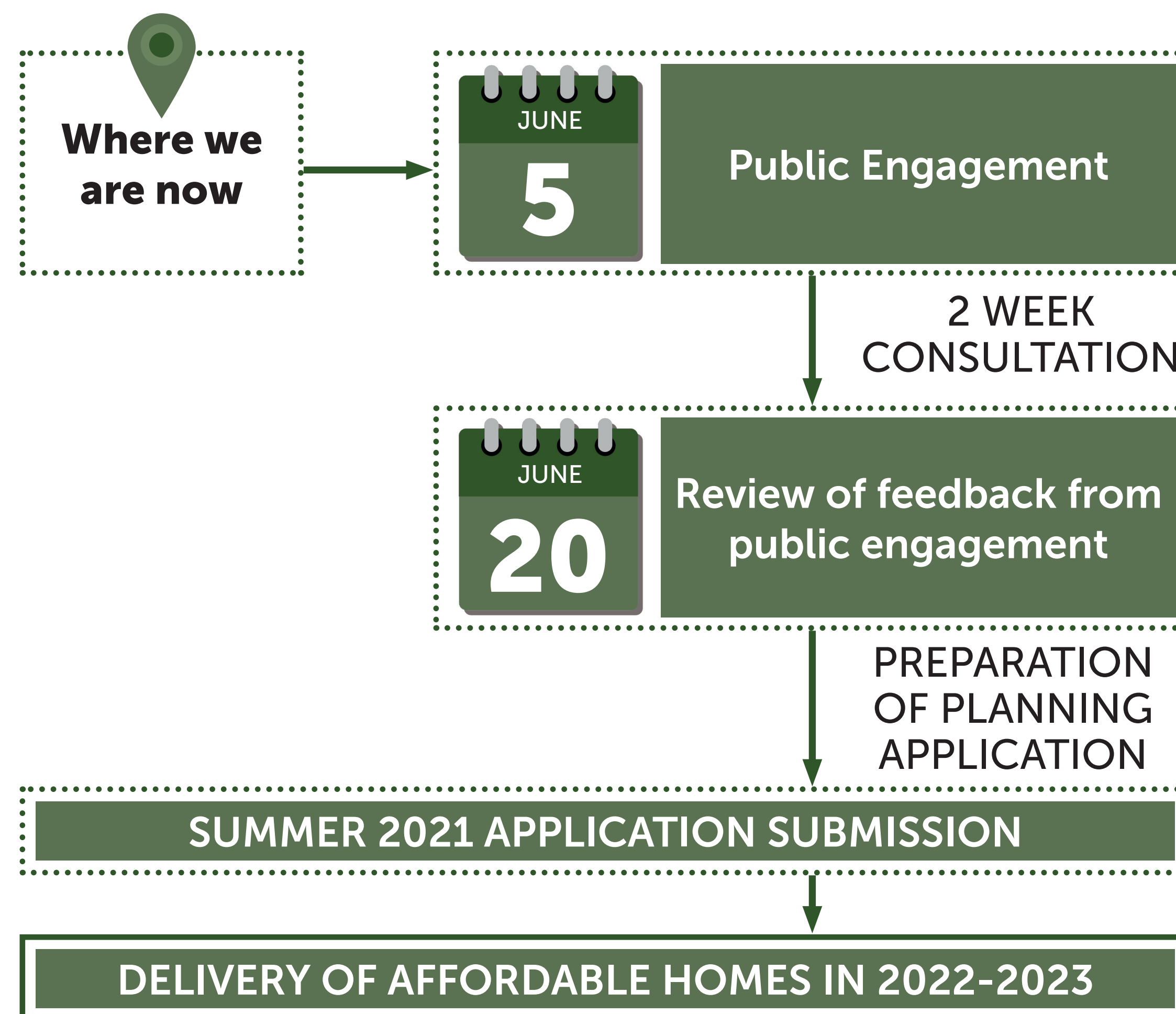


Publicly accessible community open space with informal paths



Ability to connect electric charging points across the development & cycle parking

Timeline



Contact Us

FALCON
COMMUNITIES

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Director, Falcon Developments



www.falcondevelopments.co.uk/hookconsultation



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You can **leave your feedback** using the **online form** available on Falcon Developments website



Visit www.actionhampshire.org to learn more about Hampshire Homes Hub



Proposed frontage facing public open space to the north