



5-Star Plan for rural housing

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The story so far...



A backdrop of rural service and affordability decline

- ▶ 121 rural schools closed over the past 10 years – 1 per month
- ▶ 1,894 rural post office branches closed over the past 10 years – 16 per month
- ▶ 2,500 rural shops closed over the past 10 years – 21 per month
- ▶ 1,464 rural pubs closed over the past 3 years – 41 per month
- ▶ Average age of farm holder is 59, with only 14% being under 45
- ▶ Competition in for rural property means on average prices 25% higher than in urban areas;
- ▶ Rural incomes are lower, averaging £19,700 in rural districts compared to £26,000 in urban areas;
- ▶ Much less affordable housing, 8% of rural stock compared to 20% of urban;
- ▶ A fair share of affordable rural homes would be 7,500 each year – current starts are just shy of half of this at 3,758, but up on last year by 25%!

“We have to conclude that the position facing the next generation who need to live and work in rural areas has become even tougher in recent years.” Lord Richard Best

The Rural Housing Five Star Plan



Housing associations will:

- ★ Work with and for rural communities, in accordance with the rural pledge;
- ★ Increase the current level of housing supply in rural communities by 6% per year for each of the next five years;
- ★ Bid for at least 10% of HCA investment to deliver new homes in rural areas;
- ★ Ensure that homes delivered benefit the local economy, including the farming and food economy;
- ★ Meet the needs of rural communities by contributing towards five key tenures, as appropriate - homes for affordable rent, market rent, affordable home ownership, self-build and market sale.

★ Work with and for rural communities, in accordance with the Rural Housing Alliance pledge

- ▶ Work closely with the local community and Parish Council to find the right site;
- ▶ Always give qualifying local people in housing need first priority for every home;
- ▶ Ensure that affordable homes always remain affordable;
- ▶ Build sensitively designed, high quality homes to high environmental standards;
- ▶ Provide good quality and locally sensitive management services to our residents;
- ▶ Always respond positively to the local community.



Challenges to achieving ambition

Surprisingly the same in each region! Summarised as...

- ▶ Inconsistent approach to understanding need;
- ▶ Land availability and cost;
- ▶ Finance and investment;
- ▶ Affordability and access to mortgages;
- ▶ Approach to allocations - local authority policy and CBL;

Main focus on three priority areas...

- ▶ Resource Capacity; Research and engagement
- ▶ Local Politics and NIMBYism; Campaign
- ▶ Planning, Infrastructure and Viability; Policy influence

5-star plan for rural housing – what next?

- ▶ Leading role for the Rural Housing Alliance and key partners;
- ▶ Implement action plan to address some of the major challenges;
- ▶ Review and report on what is being achieved;
- ▶ Build a strong coalition to support, deliver and expand the reach of influence;
- ▶ Talk about the 5-star plan and encourage others to support our ambition!



Questions?

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“Working with communities to develop and manage affordable rural homes”