



The North Norfolk Story

MEMBERS EVENT— THURSDAY 18TH MARCH



The Story Begins

- Once upon a time two organisations had the same issue.
- Broadland Housing Association

The Association delivery of affordable housing was slowing.

- North Norfolk District Council

New affordable accommodation forward forecast was bleak.



Chapter 1

The Conversation

- Relationship with North Norfolk was good.
- Successful scheme at Fulmodeston had paved the way.
- Time was put aside to map out a potential solution.
- Key Changes - Broadland
BHA had pulled out of the Homes England grant programme.
BHA was looking to reinvent the delivery model

Conversation – continued

- **Planning Changes**

National Planning framework had opened up.

- **Funding**

Trying to find a solution for Broadland St Benedict's.

- **Rural Housing**

Challenge on cost

Design was an increasing hurdle to gaining community support

Fulmodeston — Passiv Haus

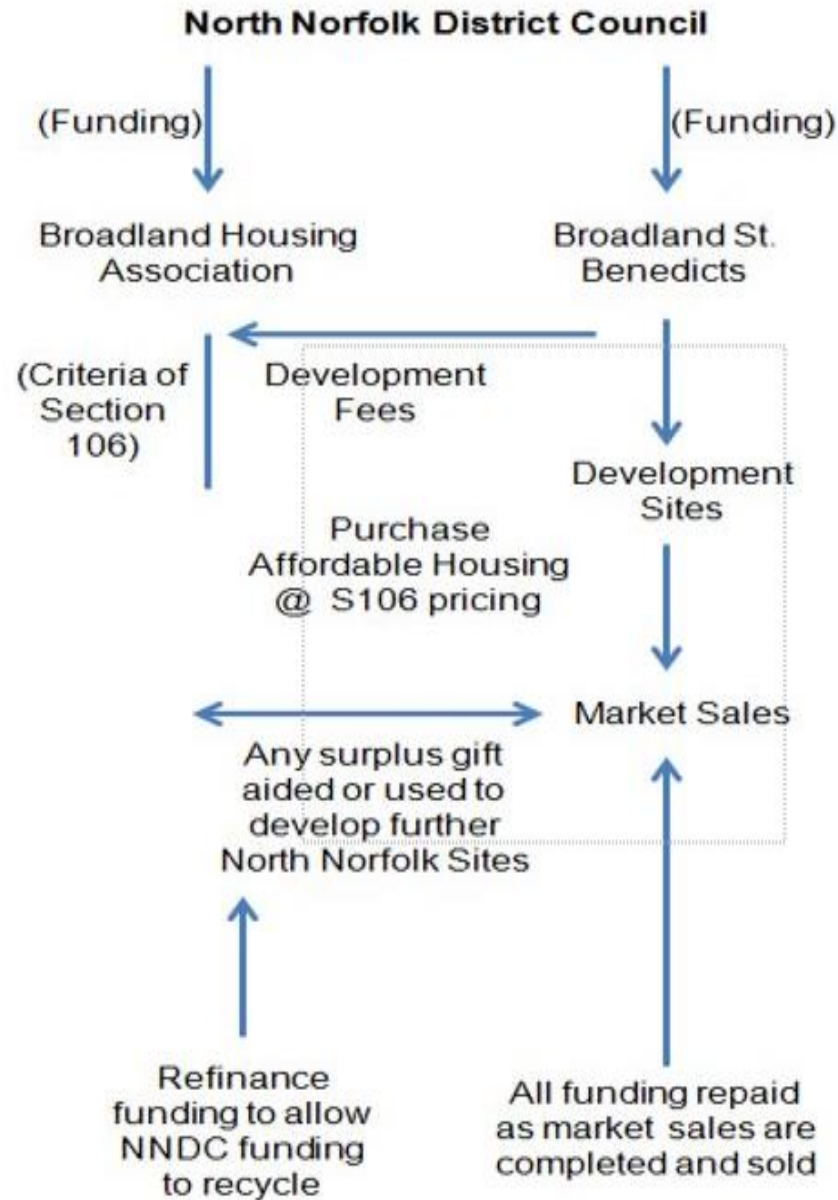
- Scheme funded by NNDC and Broadland.
- Timber frame Passiv Haus
- Built by Lovell
- Used to promote Passiv and a visit by Norwich City Council started the Goldsmith Street story.
- Won 2014 Best New Affordable Housing Scheme.
- Finalist Passiv Haus Awards 2014



Chapter 2

What could a solution look like

- A return on land for NNDC plus affordable delivery.
- To maximise the planning arena, how far can we take exception site planning.
- At the time funding would be required for Broadland St Benedict's.
- How could delivery in one village support another.
- Any market housing reflected the community as well as the affordable.
- Improve the design in Norfolk villages.
- Can we do it without grant.





Chapter 3

The Result

- **Land**

NNDC identify 5 sites.

Great Ryburgh, Binham, Trunch, Edgefield & Erpingham

- **Stody Estate**

Additional land required at Edgefield.

- **BHA**

Bodham

Chapter 3 – continued

- Property numbers 112.
- Affordable 64% and 36% Market.
- Sites connected by a single section 106.
- One viability.
- Section 106 to allow monies to move from village to village.
- Land value £1m plus.
- Loan arrangement between NNDC and both BHA and BSB.



Video of the project.

We are going to play a short video of the project, video was produced as a submission to the eastern region Town Planning Awards in 2020.

Pleased to say the project was the winner.

Chapter 4

Other outputs

Design – one of the drivers of the model.

- Bodham already had planning, so was used as a base for the model.
- Second phase of an existing scheme so we could physically see differences.
- Standard House types developed; this was important.
- Landscaping and road layouts became more important to define the schemes.
- All done as we were second guessing the timeline for building regulation changes.

Plot 1



1) Block 1

Plot 2 & 7 3 & 8 4 & 9



2) Block 2 & 6

Plot 5, 17 & 20 6, 18 & 19



3) Block 3, 10 & 14

Plot 22 21



7) Block 13

Plot 12



5) Block 8

Plot 13 14 15 16



6) Block 9

Plot 10 11



4) Block 7



Chapter 4 - continued

Bodham



Chapter 4 - continued

Bodham Phase 2



Chapter 4 Design

Highways Specification



Chapter 4 - continued

Other outputs

Planning

- Pushing the boundaries sometimes needs a rethink of approach
- Parish Council's all have a different make up.
- Viability approach.
- Committee – 5 applications all in one day.
- Putting together a team of consultants over a long period of time does pay off.

Chapter 4 - continued

Other outputs

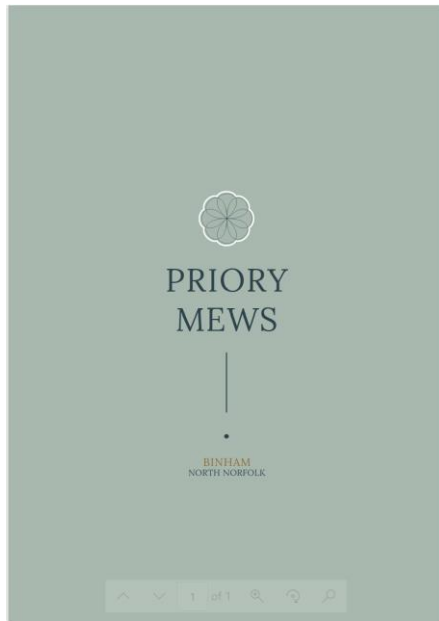
Construction

- Question was asked, why not Passiv or green credentials.
- Procured separate contractors on separate tenders.
- Didn't quite get the correct match with project.
- Limitations to our approach.
- After sales does need a look at in the future.

Chapter 4 - continued

Construction





Chapter 4 - continued

Other outputs

Sales and Marketing

- Understanding competition.
- Specification internally and externally.
- Education for agents understanding what was going on.
- Finding the right agents who would listen.
- How could we use housing need data to inform market mix.



Chapter 5

What are we doing now?

- Relationship between NNDC and Broadland still good.
- Success has bought a number of opportunities.
- Planning submitted in Happisburgh, Northrepps, Roughton, Corpusty, Hindringham
- Sites in design West Beckham, Swanton Novers, Blakeney, Salthouse and Wiveton.
- Model now starting to work in Breckland – Great Hockham, North Elmham and East Tuddenham.
- Early days of trying to get model to work in Kings Lynn.
- Model also working the centre of Norwich
www.canaryquay.com

Hindringham



Hindringham



Chapter 5

- continued

Corpusty

- At this point we are going to show a fly through of a scheme in Corpusty.
- This scheme is for 38 houses, largest village scheme we have undertaken in design.
- Unfortunately, we have a lack of music or sound to the fly through however you will have the joy of my commentary.



Corpusty Site Plan.

- Just going to discuss the surface water constraints and the future answers.
- Pick up on the future potential for biodiversity offset.
- Designed for 2025 plus.



Corpusty water solution.





Chapter 6

Covid Time - Future

Covid Time

Sales Performance – stock of 1 house out of 37 market and all shared ownership sold or under offer.

Consultation – moved to virtual rooms using Aecom and Ingleton Wood technology.

Defect's process has been complicated.

Consultation



Chapter 6 – continued

- Climate Change.
- Construction.
- Standard House Layouts – review after last 12 months.
- Bio diversity.
- Zero Carbon.
- Passiv Haus.



Acknowledgements

apart from Broadland Development Team

- Architects – Ingleton Wood, Hudson and Parsons Whitley.
- Employers Agent – Aecom and Richard Utting
- Consulting Engineers – Rossi Long
- Post Contract Design – Eddie Godden
- Energy – Ingleton Wood
- Contractors – H Smith of Honingham, Carter Homes and Wellington Construction.
- Planning – Iain Hill formally Ingleton Wood now Bidwell's.
- Nicola Turner – NNDC now Great Yarmouth BC.

THE END