

A balanced sustainable community

A Balanced Mix of Accessible Uses

Sherford has to stand on its own two feet. There is no point addressing a short term housing problem by creating an unsustainable development. Sherford will be a place to live but also a place to work, to walk, to meet others and to be entertained to be active, to shop. Residents and visitors will recognise that Sherford is a place with a distinct identity.

To do this it will have the full range of daily activities – offices, shops, pubs, hotel, entertainment, library, schools, health centres and surgeries. It also needs these to be accessible without getting in a car.

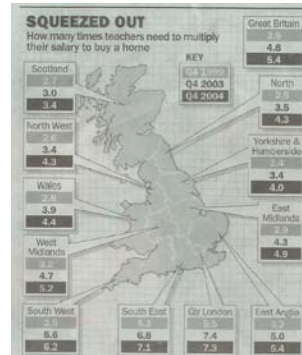
A Balanced Range of Housing

The type of people who will live in Sherford needs to be widely spread. Diverse skills, specialities, needs and ability will contribute to the dynamic of the town. Poor and better off, retired and young, professional and entrepreneur, employed and unemployed all make their mark. A balance means all these people are necessary but in the right proportions.

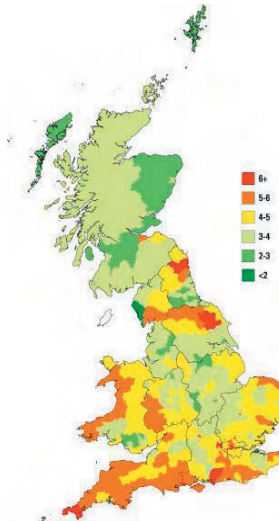
This cannot be engineered, but the type of properties built can make Sherford more or less attractive to different people. The range of types, from one bedroom flat to five bedroom detached house, is only part of the story though. Most of the beautiful places that we live in, cherish and visit, even small rural places have densities that are both wide ranging and on average higher than development produced in the last decades. Higher even than apparently challenging current Government targets. It is this high density, generally at neighbourhood centres, as much as varying densities in different locations, that are part of their beauty.



Local settlements: variations in densities



"The Housing Crisis Hits Home"
Source: The Times, 21.05.05



Source: Wilcox, S. (2005) Affordability and the intermediate housing market
Joseph Rowntree Foundation



Affordable housing above Budgens, Poundbury



London news

	No. working households	Annual Household earnings	Average House Price	House Price to Income Ratio
South Hams	5,380	33,848	200,012	5.91
Plymouth Urban Area	22,218	31,327	121,892	3.89
West Devon	3,311	31,410	179,694	5.72
South West	480,683	33,826	160,221	4.74
Great Britain	5,794,247	36,865	152,273	4.13

Figures based on working households aged 25-39 and average house prices for two and three bedroom properties
Courtesy of Professor Steve Wilcox & Joseph Rowntree Foundation (2005) Affordability and the Intermediate Housing Market
Earnings to House Price

Sherford is in many ways the product of the demand not just for housing, but for housing that is affordable. In the last 30 years the number of households has risen by 30% and over the same period there has been a 50% drop in the number of houses built. Only just over 50% of couples in their thirties can afford their own homes and this figure is projected to drop to 30% within 20 years.

But we know what happens when traditional social housing is forced on a development – it is zoned and becomes a ghetto where fear and social exclusion are the result and the community taking on this apparent burden becomes dysfunctional contributing to the onward cycle in extremes of crime, unemployment, atomised families and homelessness.

So... what do we propose:

- We will create supply to release pressure on housing demand;
- We will build the full range of housing types;
- We will not distinguish between private and affordable;
- We will deliver the majority of affordable housing at deep discounts to ensure that the less well-off have an opportunity to own as much of their own home as they can afford; and
- We will make sure that those who live in social rented homes are not identifiable or stigmatised as being in that position.

By treating affordable and private housing in the same way, both in terms of physical structure and process, we create a range of opportunities in a continuum from most deprived to most well-off in a way that is penny-blind. By making sure there is a full spread of dwellings focussed around walkable neighbourhoods with good mixed use, we will have made for an inclusive and dynamic environment to enfranchise all residents.

This will deliver the opportunity for a socially sustainable and balanced community.

Accommodation	Houses	Flats	% Houses	% Flats	Overall %
1 Bed Units	0	255	0	40	6
2 Bed Units	1183	900	25	60	30
3 Bed Units	1871	0	40	0	34
4 Bed Units	1302	0	28	0	24
5 Bed Units	319	0	7	0	6
TOTAL	4675	625	100	100	100

Source: Davitt (2005)



Local house types



SHERFORD



PUBLIC EXHIBITION