Keepmoat Homes
Regeneration House
Gorsey Lane
Coleshill
B46 1JU
01675 461 661
keepmoatcorporate.com

Ben Haywood,
Staffordshire Moorlands District Council/High Peak Borough Council

15th March 2019

Dear Ben.

Re: Ashbourne Road, Cheadle (SMD/2016/0083)

Further to the recent validation of our application for a non-material amendment to the planning permission, we held a positive progress meeting with your team this week.

By way of providing reassurance to the Council, I would like to re-confirm that our application is by no means motivated by our wish to defer our affordable housing obligations. In this instance I can confirm that by completing the non-material amendment and adding a planning condition to secure the affordable housing delivery terms, the Council will be securing the short-term security of delivery of the much needed affordable dwellings, as well as safeguarding the long term stewardship of the affordable dwellings for the residents of Staffordshire Moorlands.

Keepmoat Homes is a leading Partnership Housing provider with a significant track record of working with both Private and Public Sector organisations in order to deliver mixed tenure developments. We pride ourselves on working in partnerships to identify delivery solutions that can safeguard the delivery of much needed housing across the Country both in the open market and the affordable housing sector.

Our application is based on delivering the same number of affordable homes on the tenure basis as originally agreed during the planning process. Working with you we will agree to deliver the following affordable homes.

Shared Ownership Homes
5 x 3 Bed 5 Person Homes
2 x 2 Bed 3 Person Homes

Rented Homes
4 x 3 Bed 5 Person Homes
8 x 2 Bed3 Person Homes

These homes, will be fully integrated into the wider development.

Keepmoat is the trading name of Keepmoat Homes Limited, a company registered in England and Wales with company number 02207338, whose registered office address is at The Waterfront, Lakeside Boulevard, Doncaster DN4 5PL.

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By way of this non material amendment we will maintain the viability of the scheme and the delivery of the development. It will allow our Registered Provider partner to apply to Homes England for grant subsidy to secure the delivery of the affordable dwellings. As a result the delivery of the affordable dwellings will be safeguarded by short term delivery and long term management criteria of Homes England.

We will work with Aspire Housing Group to safeguard the delivery of the units and a letter of their support is also attached. You should be aware that Aspire Housing Group are a not for profit organisation that provides a range of affordable homes across the region. They are regulated by the former Homes and Communities Agency who are now known as Homes England (HE). Homes England are the Government's body which is charged with overseeing the delivery of affordable homes in the United Kingdom. They are directly responsible for ensuring best practice across the sector and ensuring long term sustainable management services are provided.

Aspire Housing have confirmed that the rented dwellings will be made available at locally affordable rent levels. Furthermore they are committed to working with the Council to ensure that local residents benefit from the initial lettings of the homes. They are committed to working with the Council to ensure a local nominations agreement is put in place.

They will also deliver the shared ownership homes which will be marketed to allow local purchasers to take that all important first steps on to the property ownership ladder. Initial tranche sales will range from 20% to 75% equity stakes with a rental charge being applied to the unsold element.

I trust that this additional detail will provide the level of comfort that you or local members require. In the instance that any further reassurance maybe required please let me know and we will take the appropriate measures.

I look forward to working with your team to progress this matter swiftly and safeguard the delivery of new homes to the region at the earliest opportunity.

Your sincerely,

Michael Nolan.

cc. Jane Curley, Senior Planning Officer. Staffs Moorlands

Kate Hall, Staffs Moorlands

Robert Wickham.

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