



9 Moorland Avenue
Werrington
Staffordshire Moorlands
ST9 0EQ

Monday 3rd January 2022

Dear Zoe / Werrington parish council,

RE: Development of houses SMD/2021/0694

I would firstly like to thank you for giving me the opportunity to express my concerns regarding the recent planning application for the 75 homes to be built on the land, Ash bank Road, Werrington. I was extremely disappointed to learn that 100% of these homes will be offered on an affordable homes scheme and not brought to the open market. It is my understanding this will be split 50/50 between shared ownership housing and social housing tenants.

To say I was shocked would be an understatement, especially considering the majority of builders offer up a fair 10-20% affordable housing on each new build site, usually because they are building to satisfy demand, with the demand being more new homes for open market buyers. This is also the case for Werrington and one of the reasons I was shocked to learn of the proposal – Why are they not using these buildings to satisfy the growing demand in this popular location? Why are they not giving fair chances to previous Werrington residence looking to relocate back? Why are the younger generation not been given a chance to buy in the area they grew up in? Where are the homes for first time buyers or families looking to upsize? Shared ownership is not an option for the majority of these buyers given they have the means to purchase 100% of a property due to hard work and savings – Why would they purchase 50% when they don't need to?

Werrington is an extremely sought-after area to live and an area to strive towards in terms of moving up the property market ladder. Many of my clients who look to purchase in Werrington have either saved hard to buy in the area or purchased their first home out of Werrington initially and returned when they could afford to. Shared ownership is not what my buyers want.



Cutting to the chase I feel offering 100% of these homes as shared ownership and social housing would be unfair to the people who strive to buy in Werrington. We simply do not have enough houses on the sales market to satisfy demand. This opportunity for new family homes must be opened to those looking to buy in Werrington on the open market. I have so many disappointed, proceedable buyers who have missed out this year so am in disbelief at the current proposals and would urge for this to be reconsidered.

Many Thanks for your time.

All the best.

Kind Regards

Sian Beech
Sales Manager

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