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# OUR NEW HOMES STRATEGY

# Our strategy

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We're committed to tackling the housing crisis by unlocking opportunities that **improve lives** and **benefit communities**.

Our **agile strategy** sets out our delivery framework for **investing** in new homes, underpinned by our **corporate and financial goals**.

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## ABOUT US

Alliance Homes is a leading affordable housing provider operating in the West of England, owning and managing over **6,500** homes.

With an annual turnover of **£43 million**, we have ambitious plans to build **2,000** new homes over the next **10** years.

## BUILDING ON OUR SUCCESSES

Building on an established track record of successful delivery, we have the capability and resilience to grow our programme over the next 10 years and make an even bigger impact to our customers and communities.

Since 2016, we've built more than 300 new homes, investing more than £30million. With £150m debt financing in place, and our Moody's A1 credit rating, we are well placed to deliver our plans for 2,000 homes in communities in the south west.





## More homes, now

We're in the midst of a national housing crisis. Despite economic and political uncertainty, the policy imperative and call to action could not be clearer: build more homes, now.

But that's only part of the problem. We need to build the right type of homes that people can afford in places they want to live. It's a compound issue of scale, pace and quality.

Across our operating area we experience some of the most extreme levels of under supply and affordability, impacting upon the prosperity of our customers and the communities where they live.

We recognise we have an important role to play in ending the housing crisis by working collaboratively with partners and stakeholders to drive housing growth of the right type and tenure in the right places.



*We need build the right type of homes that people can afford in places they want to live.”*

# Growing sustainably

In order to support placeshaping and deliver tailored services efficiently, we'll prioritise our investment in new homes in five local authority areas:

- North Somerset
- Bristol
- South Gloucestershire
- Bath & North East Somerset
- Sedgemoor

## Our 10-year programme

We aim to deliver 2,000 new homes over the next 10 years, increasing our portfolio by 25%. As well as low cost rent and shared ownership products, we are set up to deliver homes for sale on the open market in the future.



*We aim to deliver 2,000 new homes over the next 10 years.”*





*We recognise the importance of having strong collaborative relationships with our local authority and development industry partners.”*

## Working with our partners

We recognise the importance of having strong collaborative relationships.

We're well placed to deliver in partnership, recognising the pressure to bring about affordable homes at pace and scale, and adding value beyond our new homes investment programme by promoting practical placemaking in our communities.

We'll continue to play an active role in strategic partnerships to maximise public land and grant funding opportunities, at the same time as working collaboratively with Homes England considering options to help to support the

delivery of the objectives set out in the Homes England Strategic Plan 2018—2023:

- Unlocking land and investment
- Increasing productivity
- Driving market resilience
- Supporting local areas
- Delivering homeownership products.

## Our agile framework

Our delivery model is flexible to maximise public subsidy, consider the use of new technology and modern methods of construction, and, most importantly of all, be responsive to market conditions.

# Delivering an A\* experience

We want to provide homes that both we and our customers are proud of. We know that this is critical to maintaining customer loyalty. Our challenging target of 100% satisfaction reflects our commitment to delivering high quality homes and excellent customer service.

Using our new home quality standard, we'll ensure that contracts for new homes meet or exceed our requirements in line with a clear and measurable quality assurance framework.

We'll use our customer and contract insight to seek ongoing partnerships with developers and contractors who consistently deliver an excellent product. We'll employ our technical skills and knowledge alongside customer feedback to drive continuous improvement.

# Affordability in the south west

We will assess the cost of living and running a home when planning and designing our projects, to:

- Understand the long-term cost of running a home, particularly utilities costs
- Ensure the construction of the home maximises opportunities for affordable warmth
- Assist with accurate predictions for service charges
- 'Design out' costs where possible.



*Quality will be at the heart of what we build. We will build, safe, secure and warm homes for all our customers.”*





## Investing in local services

We will provide placemaking investment when delivering our new homes to ensure communities have the appropriate infrastructure available to support sustainable growth. This will include access to the right amenities and services, being well located, physically and digitally connected, as well as having affordable and robust long-term management and maintenance arrangements.

## Homes and places to be proud of

Building homes is about more than just bricks and mortar. Our goal is to create places that our customers are proud to call home.



*Our goal is to create places that our customers are proud to call home.”*

# Case studies

## THE CHILL, BATH

Our homes at The Chill in Bath have been developed through a Section 106 agreement with developers Linden Homes and Bloor Homes. The 38 homes are mixed tenure (14 shared ownership and 24 social rent) occupied by both families and professionals working in the city.

## TAMAR COURT, WORLE

Tamar Court is our £10million state-of-the-art extra care facility for people aged over 55. Developed with Rydon, the scheme is made up of 65 apartments (32 shared ownership and 33 affordable rent), plus a restaurant, communal spaces, landscaped garden area and a spa assisted bathing suite.

## THE BURLTONS, WOOTON-UNDER-EDGE

Our homes at The Bultons in Cromhall are designed to reflect to the traditional style of the surrounding countryside. Developed with Projectpart Homes, these homes enabled young people to take a step onto the housing ladder by allowing them to buy more affordably by taking advantage of shared ownership.



## ECOHOUSES, PORTISHEAD

These two and three-bedroom semi-detached houses at Severn Road in Portishead achieved Level 6 under the BREEAM Code for Sustainable Homes. Built to PassiveHaus standard, the houses were extensively glazed with a north-south orientation to optimize solar exposure and fitted with photovoltaic panels to provide renewable energy. Mechanical ventilation with a heat-recovery system was used to introduce fresh air into the homes.

## ST JAMES MEWS, CHARFIELD

Built in partnership with Bellway Homes, our Cotswolds scheme is a mix of shared ownership and social rent homes in an established rural community. Our houses and apartments benefited from excellent transport links to nearby cities.

## VENUS STREET, CONGRESBURY

Developed with Strongvox, our four homes at Venus Street represent fine village life. The family homes adopted the character of the rural surroundings and have paved the way for the development of more homes in the North Somerset community.

## LOCKING PARKLANDS, WESTON-SUPER-MARE

Our 22 homes at Locking Parklands are part of the multi-award-winning development on the site of the former RAF airfield, built by St Modwen Homes. The scheme's design led approach delivered attractive streetscapes popular with families, professionals and first-time buyers.



# Get in touch

To find out more about our plans to develop new homes in our south west communities visit our website: [www.alliancehomesgroup.org.uk](http://www.alliancehomesgroup.org.uk).



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