

## Regeneration Statement

### Project synopsis

Our proposal is for the design and conversion of the former Burton Mail headquarters to form a mixed-use development retaining and modernizing the existing ground floor commercial accommodation and converting the remainder of the property to form 12 apartments for affordable housing provision. This conversion will attract additional private investment separately but at the same time, for the renovation of the ground floor commercial property and conversion of the adjacent former dentist surgery into a 7-bed HMO in Burton upon Trent, East Staffordshire.

### Site Location

The site is located at 65 – 68 High Street, Burton Upon Trent, DE14 1LD, falling at the edge of the Town Centre. The site is strategically located in close proximity to the Bargates site opposite the Coors Brewery employment site.

### Aligning to the Council's Aspirations

Concurring with the East Staffordshire Local Plan, *“Development isn’t just about building houses, although we recognise that this issue is important for our communities and East Staffordshire Borough Council have a duty to ensure housing needs are met”*

The biggest change in the Council’s housing evidence base has been in the form of a new housing requirement and supporting Strategic Housing Market Area Assessment (SHMA). Our proposed development will have a positive impact on meeting the needs identified in the SHMA. Our proposed development also ties into the economic aspirations of the Borough, through the offer of a mixed-use development and the provision of affordable housing.

### Recognising the need

As illustrated in the Local Plan, the Council’s Strategic Housing Market Assessment (SHMA) consultants have provided an assessment of the housing requirement to 2031. Detailed within Table 1.2: Household growth 2012-2031, forecasts a *15% increase of Single and couple households aged < 65 to 23.8%*.

Our proposed scheme of providing 12 apartments in Burton upon Trent will be targeted at addressing this forecasted growth projection.

### Benefits of our scheme:

- **Physical Regeneration:** Our proposed scheme of 12 apartments will positively contribute towards addressing the forecasted growth of single households in East Staffordshire.
- **Economic Growth:** Information from the Strategic Housing Market Assessment shows that 67.4% of the population who live in East Staffordshire also work in the Borough demonstrating that the Borough is relatively self-contained. The regeneration of this edge of town centre site will ensure housing growth minimise commuting patterns into Burton upon Trent, which remains the principal hub for employment.

- **Environmental:** Our investment in this brownfield site will seek to embrace the heritage of the site and bring this derelict site back to life. The added benefit of our offer of 12 apartments at the edge of the town centre, recognised as East Staffordshire's principal employment zone, will minimise carbon emissions.
- **Social Impact:** measuring as one of the most valued impacts of this scheme, our proposal to offer 12 affordable housing apartments will offer targeted support to integrate vulnerable adults (defined as low-medium risk) into independent living. Given that the site is located on the edge of the Town centre, tenants will benefit from easy access (walking distance) to local services including, the local Library, Job Centre offices and the Council's Customer Service Centre (one-stop shop) at the Market Hall for advice on housing and benefits.

### **Long Term Service Provision**

Our proposal has received support from a national service provider, who have expressed interest in a long-term lease arrangement of this units, which will be operated under their Sustainable Tenancy programme. Their proven track record and unrivalled delivery model is based on a mix of 1:1 support to tenants, regular property visits and long-term life skills training. Their valuable investment enables clients to move-on into independent living arrangements.

### **Financial Proposal**

As detailed in the funding gap analysis, the provision of affordable housing is not feasible in the private funding market. We therefore seek to deliver this affordable housing provision in partnership with East Staffordshire Borough Council.

The funding gap therefore requires support of c.£240,000 for the provision of 12 affordable housing apartments for a minimum period of 10 years, equating to just £2,000 per unit per year. This demonstrated a highly efficient use of grant funding to deliver affordable housing in Burton on Trent.