

SHEFFIELD HOUSING COMPANY

A Joint Venture Housing and Regeneration Company



Why Sheffield Housing Company?

Undesirable neighbourhoods leading to housing market failure.



Why Sheffield Housing Company?

Re-think

Re-plan

Regenerate



Why Sheffield Housing Company?

Desired outcomes:

Improved Neighbourhoods:

Building a range of homes to facilitate the **long term regeneration** of Sheffield's residential suburbs while contributing to the strengthening of the **local economy**.

Delivery of High Quality Homes as a catalyst for change:

Greater **control** over the delivery of high **quality**, sustainable new homes in Sheffield, at a greater **pace** than previously achieved under other initiatives.

SHC Values:

Delivering Quality

Investing Locally

Valuing Our Environment

Championing Inclusivity

What is Sheffield Housing Company?

Company Set Up :

- Concept and planning 2007.
- May 2009 Competitive Dialogue process began to find a partner.
- 5 companies invited to bid from 90 interested parties.
- Negotiations concluded in January 2011, company established July 2011.



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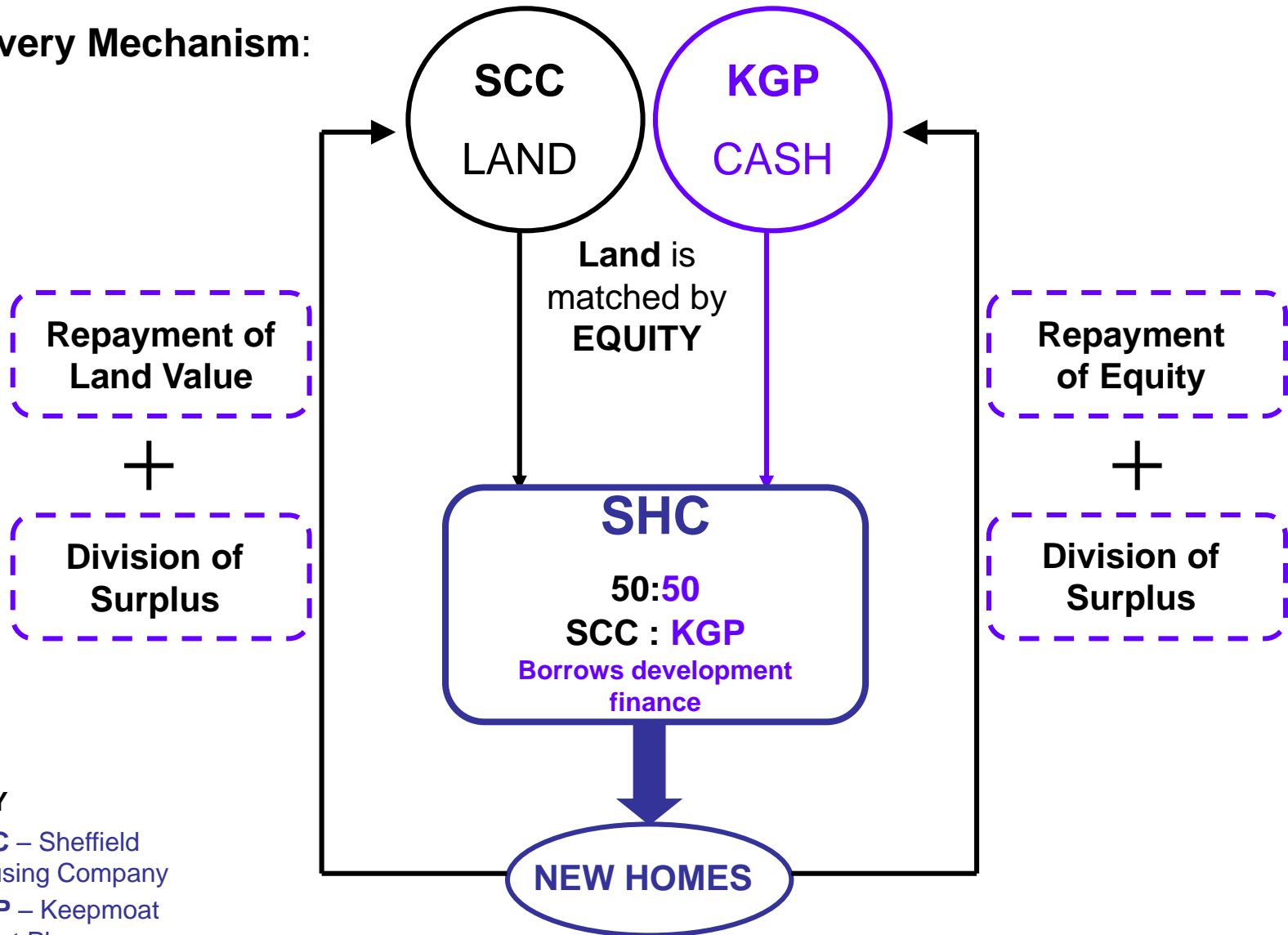


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What is Sheffield Housing Company?

Delivery Mechanism:

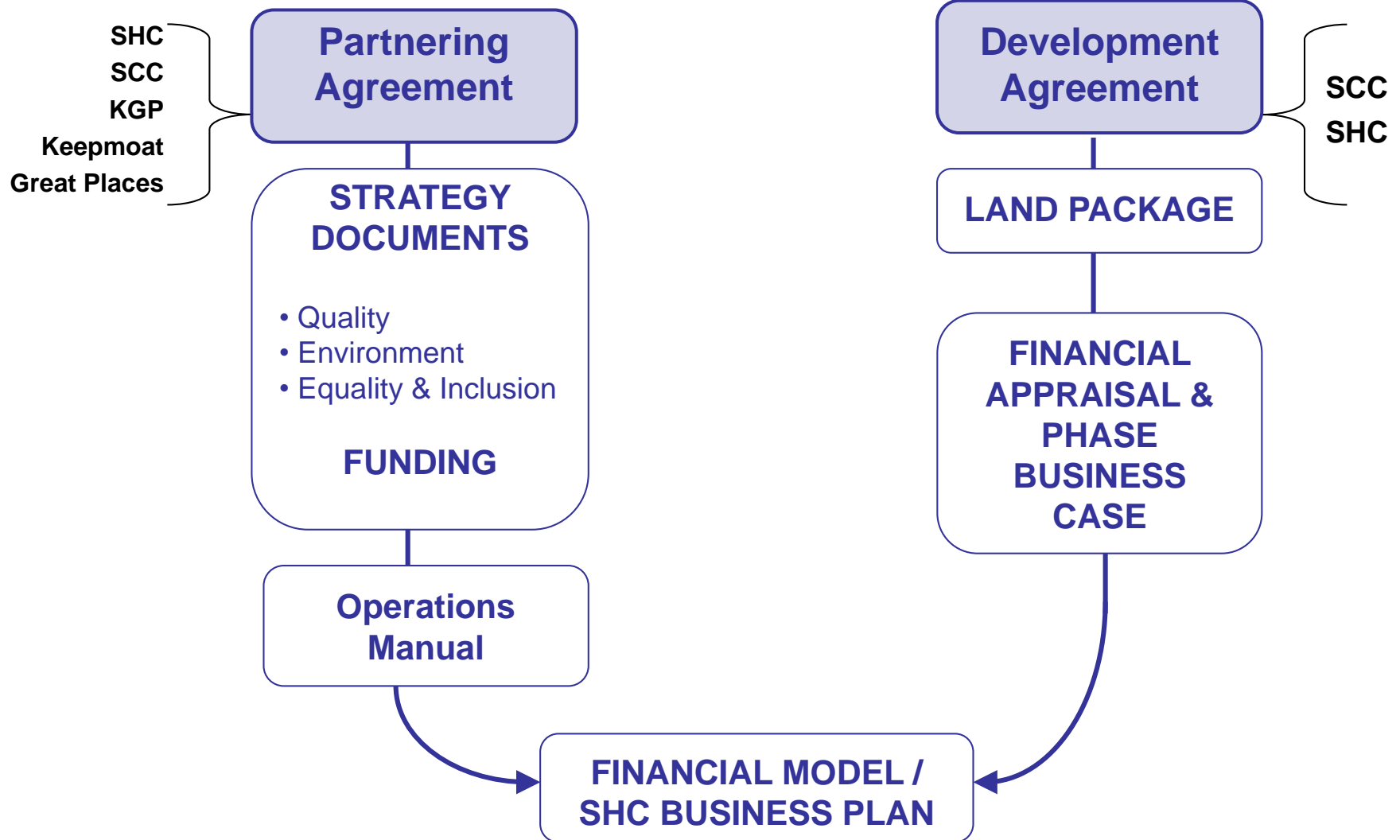


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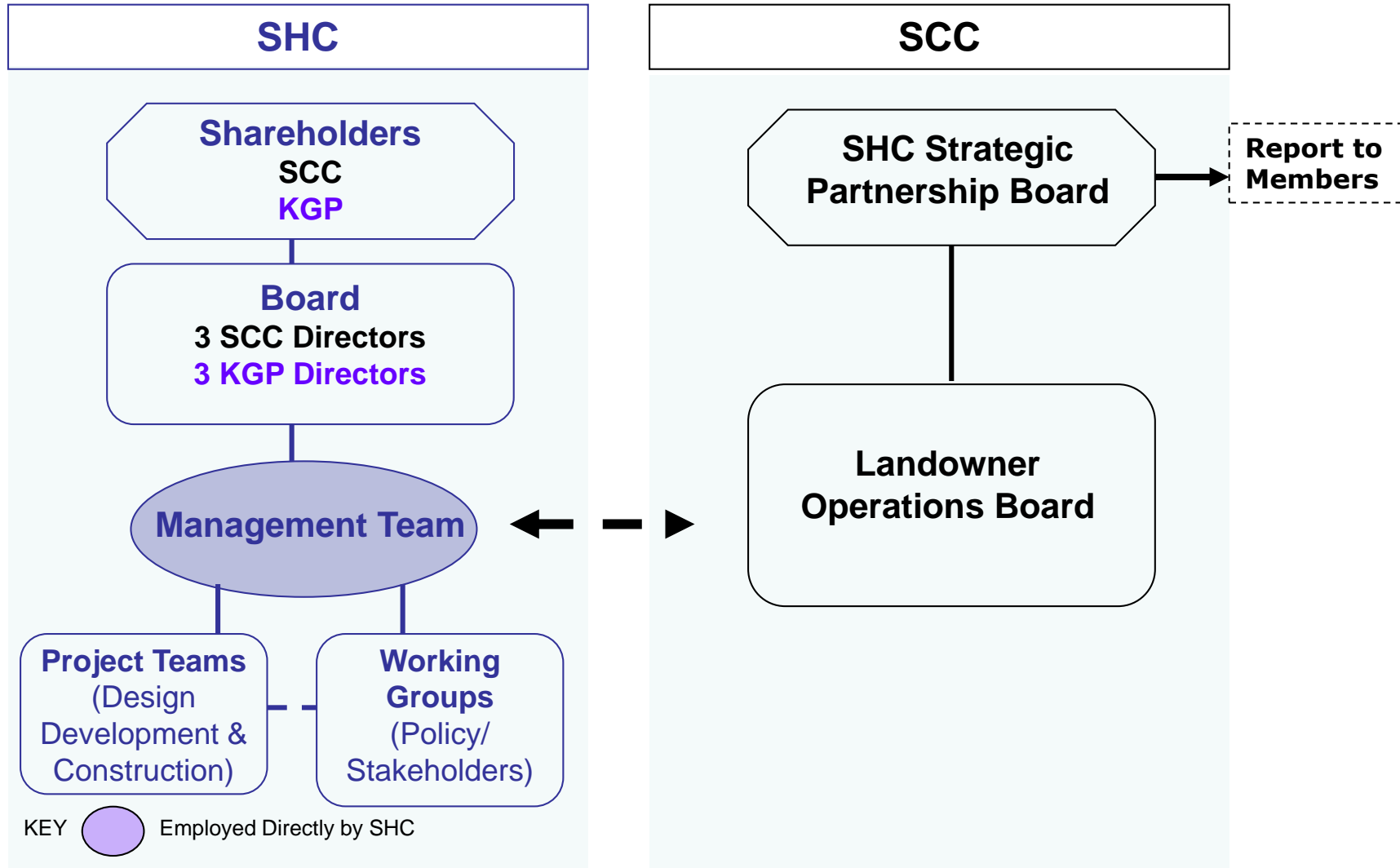
- SHC** – Sheffield Housing Company
- KGP** – Keepmoat Great Places

What is Sheffield Housing Company?

Contracts:



What is Sheffield Housing Company?



Changing Places Through Quality Housing

Delivering Quality

To build homes that will offer a high quality of life for residents for generations to come. Providing homes of different types and tenure, with the space and flexibility to adapt to the differing needs of individuals, and changing lifestyles.

Changing Places Through Quality Housing

Average internal area of New Builds in Europe (RIBA 2011)

Country	Area (m ²)
Denmark	137
Netherlands	115.5
France	113
Germany	109.2
Spain	97
Ireland	87.7
Italy	81.5
UK	76

Average size of 3 bed homes across the UK (RIBA 2011)

Region	Area (m ²)
London	119
South East	96
West Midlands	94
North East	89
East of England	88
East Midlands	87
South West	87
North West	84
Yorkshire & Humber	83

Beds / Persons	Storeys	Size (m ²)	National Space Std (m ²)	Difference (m ²)	% Difference
2B/3P	2	71.60	70.00	1.60	2
3B/5P	2	100.96	93.00	7.96	9
3B/5P	2	97.20	93.00	4.20	5
3B/5P	2	97.80	93.00	4.80	5
3B/5P	2	99.80	93.00	6.80	7
4B/6P	2	106.80	106.00	0.80	1
4B/6P	3	114.60	112.00	2.60	2

Progress to date...

430 new homes:

**300 open market sale, 84 affordable rent,
22 shared ownership, 24 private rent**

95% meet minimum space standards

84% full Lifetime Homes compliance

100% internal Lifetime Homes compliance (excl.
level access to dwelling)

20% full Mobility Homes compliance

Progress to Date...

Phase 1 :

- 3 sites, **293 homes** in total, 80% Open Market Sale, 20% Social and Affordable Rent.
- Complete.

Phase 2 :

- 5 sites, **478 homes**, 85% Open Market Sale, 5% Affordable Rent, 5% Shared Ownership, 5% Private Rent.
- All sites under construction.

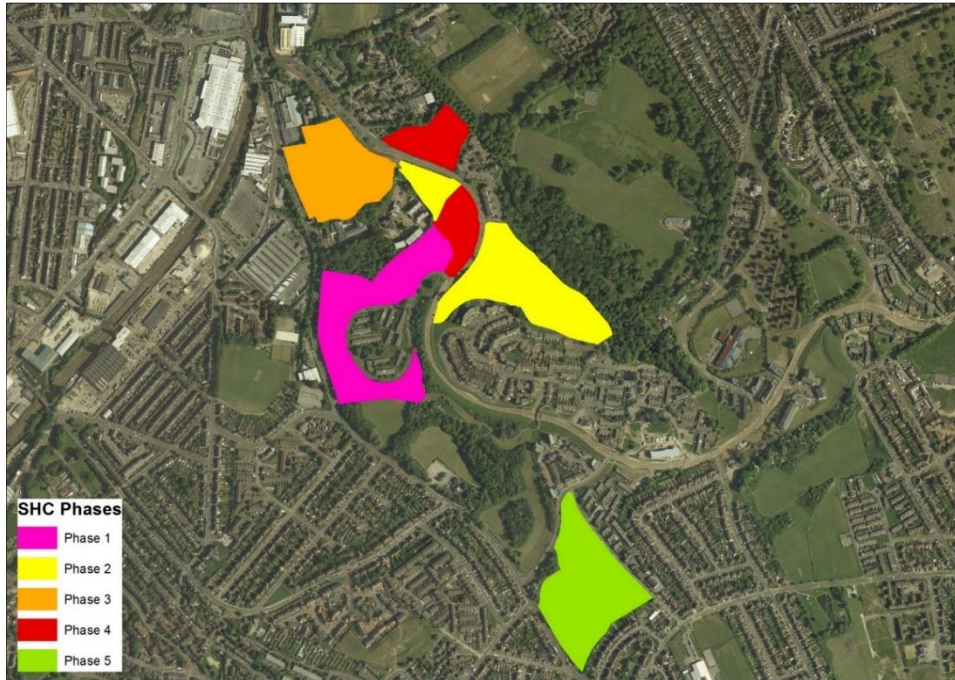
Phase 3:

- 2 sites, **333 homes**, 35% Open Market Sale, 65% Private Rented.
- All sites under construction.

Phase 4:

- 5 sites, **455 homes**, 90% Open Market Sale, 10% Shared Ownership.
- 1 site submitted for Planning approval, remaining sites due for submission early 2018.

Progress to date...



Norfolk Park

- 104 homes, OMS scheme – complete
- 110 homes/apt, OMS/PRS - under const.
- 77 homes, OMS/PRS – under const.
- 110 homes plus retail - 2019

- £0.4M investment in parks - 2018

	Initial Sales Price	Latest Sales Price	Percentage Increase
2 Beds	£130,000 (Jun 13)	£165,000 (Oct 17)	27.0%
3 Beds	£150,000 (Mar 13)	£192,000 (Nov 17)	28.0%

Progress to date...



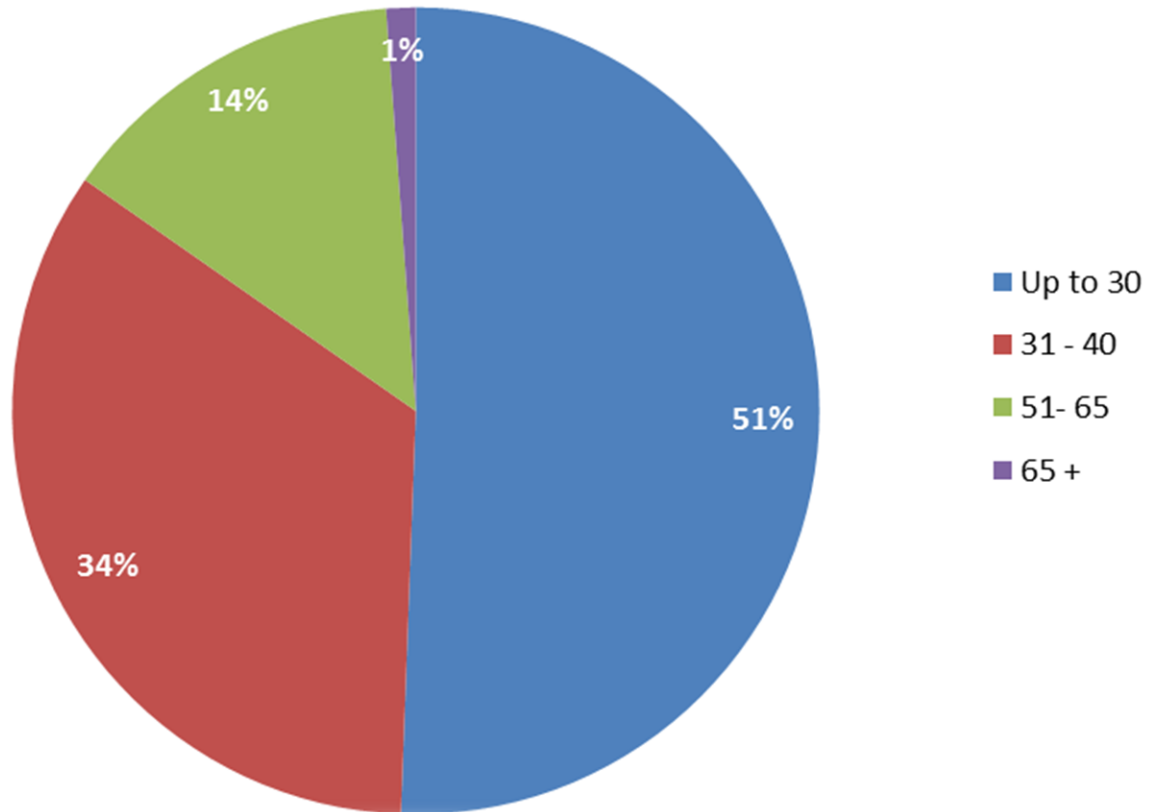
Parson Cross

- 150 homes, OMS/AH scheme – complete
- 100 homes, OMS/AH scheme – under const.
- 250 homes, OMS/AH scheme – 2019
- 50 homes, OMS scheme – 2021
- £65M retail development –complete/ongoing
- £5M school investment – complete
- £0.6M investment in parks - 2018

	Initial Sales Price	Latest Sales Price	Percentage Increase
2 Beds	£103,000 (Jan 13)	£131,000 (Oct 17)	27.2%
3 Beds	£118,500 (Feb 13)	£151,000 (Sep 17)	28.0%

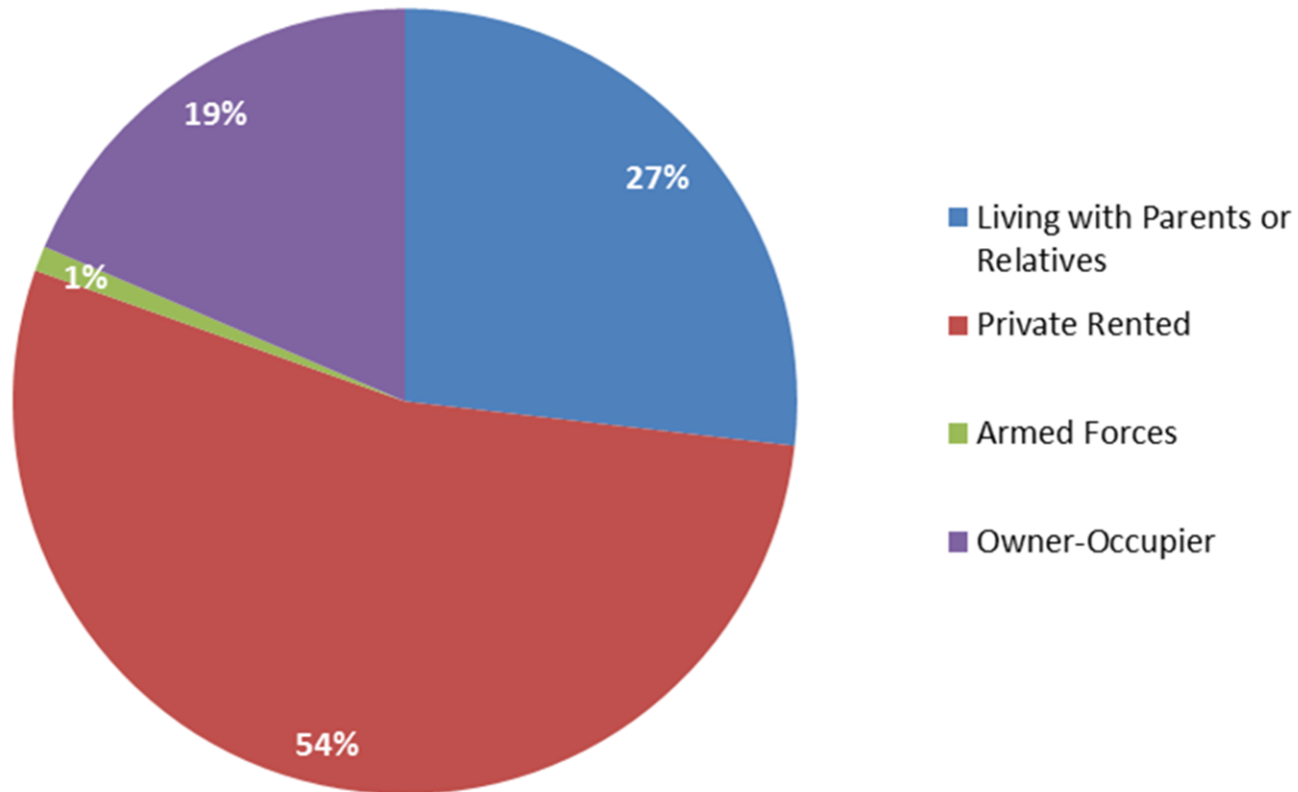
Customer data

Age of SHC Purchasers



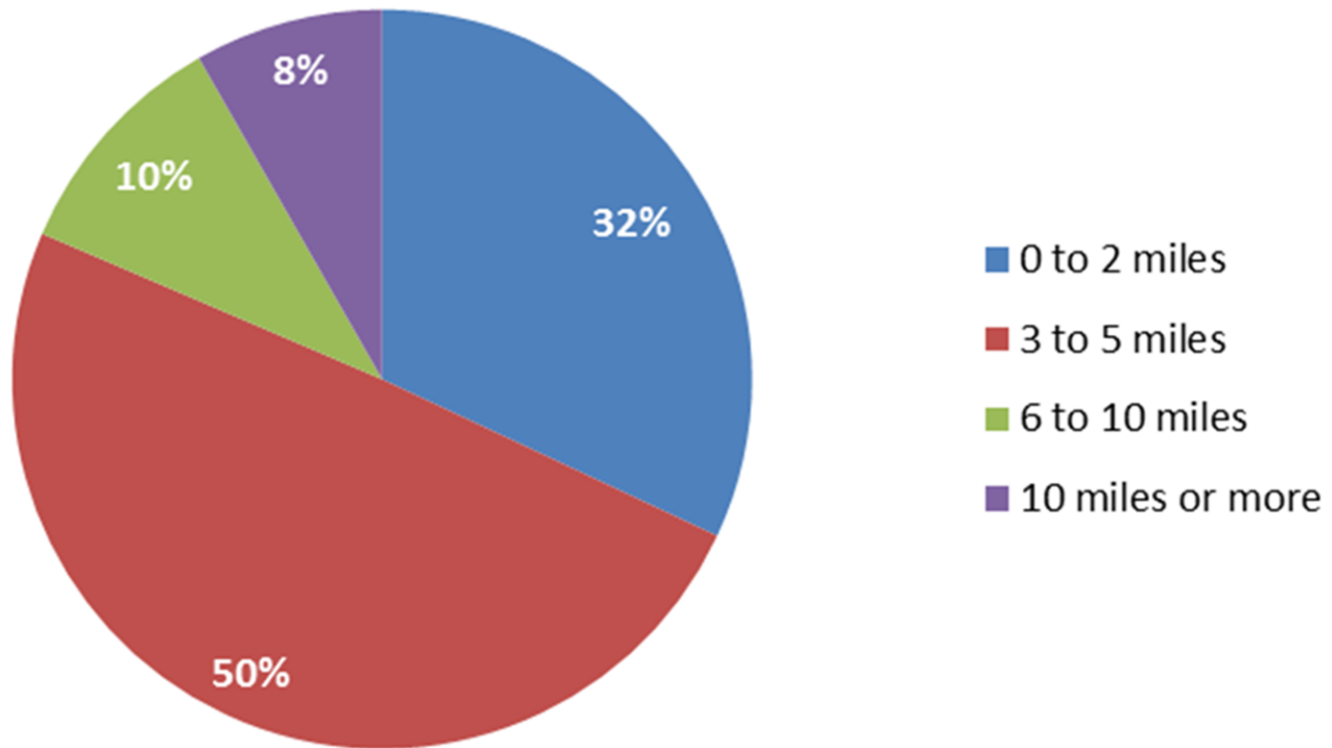
Customer data

Previous Accomodation of SHC Purchasers



Customer data

Distance moved by purchasers of SHC homes



Cutler's View
Norfolk Park
Sheffield



Brearley Forge
Parson Cross
Sheffield



Brearley Forge
Parson Cross
Sheffield







Key Learning so far...

Commitment to staff resources – Governance supported at both a senior strategic and operational level.

Robust contracts – Capture intentions as well as day to day operating mechanisms.

Incentivised delivery – To achieve original objectives and aid problem solving ensure programme delivery is in everyone's interest.



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