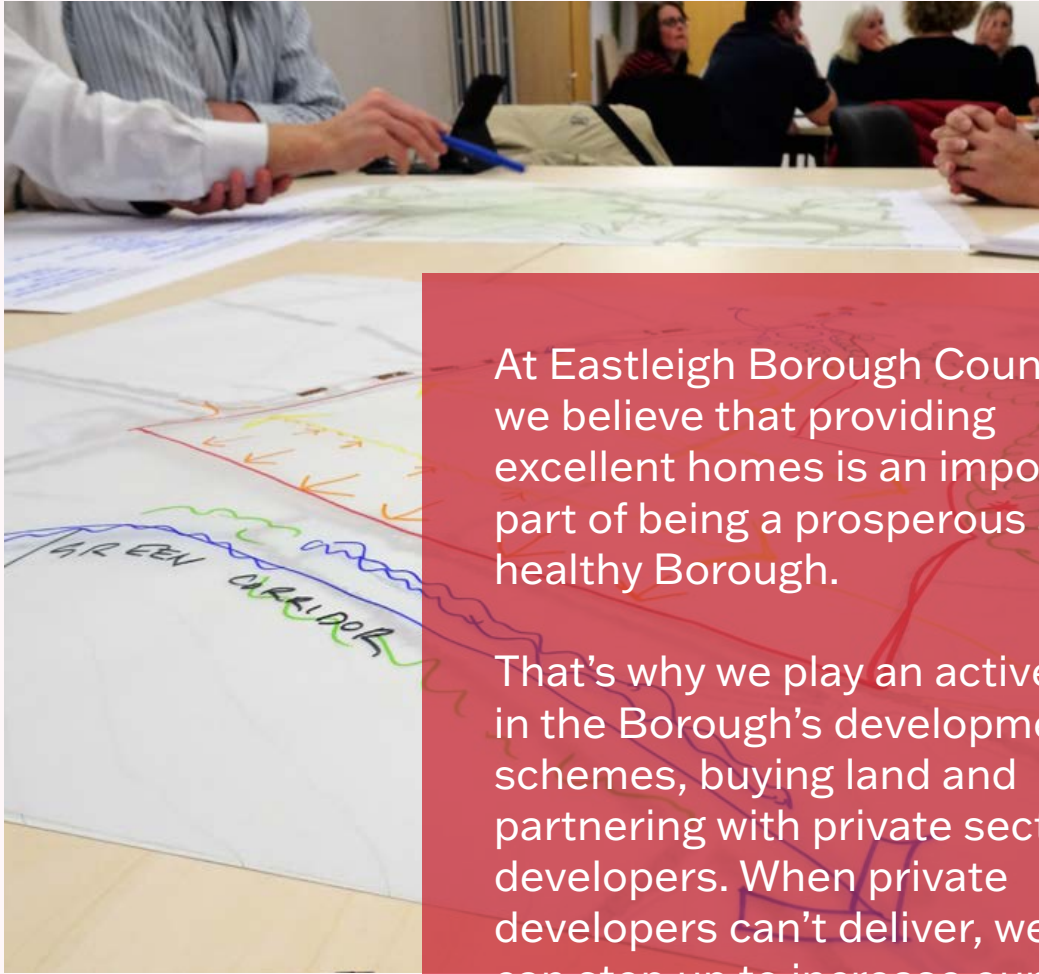




Eastleigh Homes: The right kind of developer for Eastleigh

Updated March 2025



At Eastleigh Borough Council, we believe that providing excellent homes is an important part of being a prosperous and healthy Borough.

That's why we play an active role in the Borough's development schemes, buying land and partnering with private sector developers. When private developers can't deliver, we can step up to increase our involvement.

Eastleigh Borough Council is developing land within the Borough to build much needed new homes.

There are several ways that we are supporting the development of new residential and mixed-use communities, and this document summarises what we want to achieve on sites we develop ourselves or in partnership with others.

Through our involvement in housebuilding, the places we help create should reflect our role as a local council, driven and led by local elected Councillors. Our efforts are focused on promoting thriving and healthy communities and maintaining an attractive and sustainable environment that resident's value.

We recognise that the built environment can positively impact people and communities, and our aim is to demonstrate this through our own thoughtfully planned developments.



Our developer role

In its role as a developer, the Council will be guided by a set of key principles. Our vision is to demonstrate what it is to be a developer doing the right thing for the right reason, in the best way possible.

Like all local authorities involved in housing delivery, we need to manage the tension between the roles in both promoting development and as Local Planning Authority (development management). We therefore have arrangements in place to avoid conflict, or the perception of conflict.

The driver for our development activity is helping to maintain planned housing supply whilst growing the portfolio of eastbrooke homes, and meeting the ambition of being a local authority deliverer of housing.

This policy statement will guide and inform our housing development activity over the coming years. This follows an approved corporate policy statement for housing, also updated in March 2025, which confirmed the Council's commitment to helping to deliver more of the right homes for Eastleigh Borough.

We are looking to support projects which meet our objectives, and the 'pipeline' of future Eastleigh schemes is likely to come from:

- Direct delivery on land owned by the Council (see One Horton Heath - www.onehortonheath.co.uk).
- Helping to 'unlock' sites which are stalled or not being taken forward by other developers.
- Monitoring and supporting the delivery of the emerging Local Plan allocated sites; and
- Bringing forward 'windfall' housing schemes on land owned or acquired by the Council within the urban edge (e.g. as part of a regeneration or redevelopment project).

Further details about the new communities we have helped to build in the Borough can be found at www.eastleigh.gov.uk/planning-and-building/housing-and-development



Our overarching approach:

Building the right homes...

- Helping to widen the choice of new homes for those needing and choosing to live in the Borough
- Delivering a portfolio of new homes retained by the Council and its associated companies as part of a long-term strategy
- Ensuring longevity and resilience in all our products and developments
- Making planning and design processes accessible and collaborative

The Council is becoming a stock holding authority, and in recent years has worked in partnership with housing associations and the private sector to develop and hold homes in a portfolio of company vehicles. Since 2018 over 400 new homes have been held and managed on our behalf over and beyond the provision of affordable and social-rent homes. And this number is continuing to grow. The success of sites such as Bandstand Court, Postmark Place and Bampton House in Eastleigh and Chandler's Ford drive us to keep a proportion of new build homes for rent, rather than sell. The quality and sustainability of these homes is therefore a key part of our vision. Our aim is to be a landlord of choice.

To be successful, our schemes must produce quality homes that focus on the needs of the household renting or purchasing the property and making their home in the community.

...for the right reason...

- Safeguarding delivery in line with the Council's emerging Local Plan, and ensuring an 'infrastructure first' approach to delivery
- Delivering based on need not profitability
- Driving up standards; demonstrating that it is possible to deliver high quality, policy compliant new housing developments

The Council is driven by its aim to ensure a sustainable supply of new housing is delivered in the Borough in line with the Local Plan (currently to 2036). By developing its own assets, the Council's intervention will diversify the offer available to those in housing need. The Council operates a different financial approach to the major housebuilders and other private-sector developers. This means our decisions to invest in projects are influenced by the need for social and environmental, rather than purely commercial outcomes. Our 'shareholders' are our 138,500 residents.

For example, the Council declared a climate change and environmental emergency in 2019, and our own residential development schemes should seek to meet (or exceed) targets in the Local Plan (depending on the type and scale of the scheme). Council-led schemes should help contribute to the Borough's sustainability and resilience.

...in the best way possible.

- Improving the reputation of Council housebuilding and development generally
- Benefiting our residents through the development process, using transparent and accessible engagement
- Pioneering better ways of delivering needed development that truly benefit Borough residents.

The Council already works closely with communities through its Local Area Management arrangements, and local area decision-making, and understands the impact that housebuilding has locally. We also seek to secure local benefits from development and design these in consultation with community representatives. We believe that housebuilding should be responsible and minimise the impacts on existing residents.

We will promote both contemporary and traditional design to suit the varied demands across the Borough. We also encourage innovative thinking and will encourage designers to consider all forms of construction, including off-site manufacture.



Objectives for Eastleigh Homes: What we aim to deliver

In order to achieve the ambition of being a different kind of developer, with a long-term stake in the Borough, we have identified a set of six delivery aims. The Council will also prepare specific site guidance / design briefs for individual schemes as appropriate.

These delivery aims provide a framework for our decision-making and will be used to justify our projects and designs. It will not be possible or commercially appropriate to achieve all these aims for each scheme, and there will be instances when the investment in the project will be justified by the achievement of a few key areas. For example, the Council has wider health and well-being objectives and recognises that the built environment can encourage and promote physical activity if considered at the appropriate design stage.

AIM 1: Deliver infrastructure first

Wherever possible, the Council will seek to deliver infrastructure first. This can support several benefits including:

- **Support for residents:** New housing developments need essential services like water, electricity, roads, and broadband. Without these, the quality of life for residents would be significantly impacted.
- **Economic efficiency:** Coordinating infrastructure development with housing construction can reduce costs and delays. It ensures that homes are ready for occupancy as soon as they are built.
- **Community integration:** Proper infrastructure helps integrate new housing into existing communities, providing access to schools, healthcare, and public transport. This makes new developments more attractive and sustainable.
- **Developer confidence:** When infrastructure is in place, developers are more confident in their ability to sell or rent properties. This can accelerate the pace of housing construction.
- **Environmental impact:** Planning infrastructure in advance allows for more sustainable development, reducing the environmental footprint of new housing projects.

AIM 2: Provide a more diverse supply of Housing to Borough residents

The Council's Corporate Policy Statement for Housing is about helping to deliver more of the right homes for Eastleigh Borough. It states our commitment to widening the tenure mix and choice of new homes to meet the needs of current residents, the growing population, and those seeking to move into the Borough. Building new homes provides opportunities for people looking for affordable rent, or a new home to meet their changing needs.

The Council has responsibilities for monitoring and accommodating households in the greatest needs and can pinpoint what unmet needs are. We can shape schemes providing affordable housing to better meet these needs.

We aim to help deliver homes which the market would not ordinarily deliver - notably affordable rent, private rent, low-cost home ownership products and homes for later living. We may also seek opportunities to deliver accessible and adaptable housing at higher levels than the private sector housebuilders would.

We already offer a supply of private sector rented properties in the Borough and aim to expand this stock for households who are unable to own their own home, or access homes through Hampshire Home Choice.

AIM 3: Support successful development which creates pride and a strong sense of place

We want to help build successful places with well-designed and well-built communities that are fit for purpose but also aspirational. The aim is to create healthy and sociable, walkable neighbourhoods and in our town and local centres promote well designed, high density mixed-use development. This also means properly integrated housing and other facilities that are designed to be tenure neutral and socially inclusive.

Through design, delivery and management of new housing schemes, the goal is providing homes that benefit existing and new residents. This includes a commitment to minimising the impact of construction activity, and encouraging, involving and working with local people in shaping future developments. We will seek opportunities to facilitate the timely provision of well-planned infrastructure (utilities, roads, footpaths etc) as part of our developments. Our approach is 'infrastructure first'.

We understand the need for well-considered maintenance and management arrangements and will expect all footpaths, roadways and shared surfaces to be designed to adoptable standards. Adoption of new estate roads offers certainty to residents that roads will be kept in acceptable condition in the long term. For all sites we will agree the future maintenance of a new development with the Highway Authority at the earliest possible stage.



Greener communities

AIM 4: Create an overall positive environmental impact as a result of the development

Under the 'Protecting our environment' theme within the Corporate Plan (2023-26), we are committed to tackling congestion, improving green infrastructure and building sustainably. Leading by example, and futureproofing through design, our developments should avoid contributing to the environmental challenges facing the borough. This includes reducing dependency on car ownership, reducing levels of water usage and reducing the carbon impacts of building. We will set ourselves targets to reduce energy demand (and consumption) by designing and building energy efficient homes.

In accessible locations, our projects should also maximise opportunities for encouraging sustainable transport modes including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport. Where possible our developments will make use of 'green' sustainable drainage systems and natural flood resilience to help improve water quality in the area.



Healthy Communities

AIM 5: Facilitate inclusive, healthy, sociable and supportive communities as a legacy

Whilst a key driver for delivering new housing is to maintain the timely supply of new homes, the Council's primary objective is placemaking, because the built environment can positively impact people and communities. Our developments should help provide a variety and choice of homes to suit all needs and ages, and across all tenures, homes and spaces will be designed to the same high quality. We will aim for well-designed compact places which bring people together to support local public transport, facilities and local services. We are also focused on the quality and layout of individual homes, and as part of One Horton Heath are designing house types which are ergonomic and adaptable, with an emphasis on flexible, useable living space.



Prosperous places

AIM 6: Invest in employment, skills and learning – and safeguard and create new jobs

Whilst we continue to be a prosperous Borough, the Council recognises the need to help tackle skill shortages in sectors such as construction and engineering, as well as addressing challenges faced by businesses. For example, we must recognise the increased importance of working from home and remote working. Through our development projects we will design with future flexible ways of working in mind and look for opportunities to invest and prioritise the upfront delivery of much needed infrastructure. Importantly, we will engage with network operators and ensure our new homes have fast and reliable broadband connections installed. We will also influence the way developments are built through our Employer's Requirements, ensuring investment in skills and training opportunities.

Get in Touch

To find out more about our projects and housing and development within Eastleigh please visit
www.eastleigh.gov.uk/planning-and-building/housing-and-development

For more information and enquiries relating to eastbrooke homes please visit
www.eastbrookehomes.co.uk

For more information and enquiries relating to One Horton Heath please visit
www.onehortonheath.co.uk