



THE COASTLINE PLAN DEVELOPMENT STRATEGY

2025-30

Coastline



Introduction

Development is a key focus for Coastline in our ambition to end the housing crisis in Cornwall. In particular we have an ongoing commitment to growth through building much-needed new affordable homes with an appetite to work with partners using new and existing sources of investment in Cornwall.

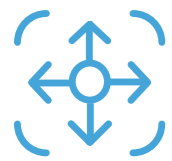
Our established commitment to the delivery of affordable new homes is evidenced by the fact that we are one of the largest housebuilders in Cornwall and consistently appear in the Inside Housing Top 10 Fastest Growing Housing Associations.

It is not only about housing numbers. Access to a good quality home should be viewed as essential, a right, providing a safe, secure and warm place to live. We are therefore committed to providing new homes that people (our customers!) want to live in, are right for their needs, and are warm and cost effective to run. Our homes are also the foundations of thriving communities and, as referenced in our Housing, Communities and Customer Experience Strategy, our vision is that Coastline communities will provide a thriving and safe environment that is accessible for all, driven by a connected community, and supported by integrated infrastructure that meets economic, environmental, educational and social needs.

Good quality, modern, homes also help Coastline meet and exceed our targets and obligations in terms of areas like energy efficiency, technical standards and quality.

Development takes time with even the smallest schemes taking one to two years from identification to the handover of completed new homes. As such there is a long term relationship between development, our communities and our business planning.

All of this means a partnership approach, working with others to deliver our aspirations including customers, communities, supply chain, funders, public bodies and other stakeholders.



Approach

Coastline's Development Strategy has been informed by comprehensive consultation with customers, stakeholders, colleagues and Board coupled with our business planning and the wider operating environment.

Our approach for development is therefore to:

- Provide high quality new affordable housing at scale
- Actively embrace the challenges of new home delivery, taking control of opportunities that arise to deliver great, customer focused, housing
- Support others in the delivery housing and communities
- Work with our partners, stakeholders and supply chain in the widest sense to ensure smooth and effective delivery and to effectively manage, reduce and mitigate risk
- Lever investment into Cornwall to facilitate that delivery of affordable housing

This might seem simple, but to do so effectively requires substantial commitment, energy and investment coupled with close working partnerships.



Our Aims



Scale

We will

- Sustainably increase direct new affordable home delivery to consistently complete 300 to 350 homes per year, monitoring and adjusting to wider economic constraints
- Work with existing and new partners to lever additional investment into Cornwall to increase affordable housing delivery (for example, Legal and General Affordable Homes)
- Actively look for strategic opportunities to provide longer term security of delivery and additional homes (for example, involvement in a strategic site or partnership with larger developer)
- Support other groups, particularly community based organisations, in the promotion and delivery of local affordable housing (for example, Homes For Cornwall or Community Land Trusts)



Tenure and geography

We will

- Deliver a range of affordable tenures including, in particular, Social Rent and Shared Ownership. A range of tenures ensures balanced communities.
- Consider private market tenures where it supports the viability and delivery of Affordable Housing
- Develop new homes across Cornwall being mindful of local demand. Where sites are at the far ends of the county appropriate allowances will be made to ensure ongoing management and maintenance can be effected.
- Continue to work with local communities in small rural areas to meet affordable local needs across the county



S106 and own build

We will

- Deliver both S106 and "own build" homes with a focus on "own build" as this generally provides better opportunity to instigate Coastline's own standards and specifications



Quality and innovation

We will

- Continue to provide high quality homes achieving high levels of customer satisfaction including the timely and efficient completion of construction remedials and defects
- Maintain a timely, customer focussed approach to resolve defects and repairs that inevitably occur in new homes
- Ensure that where possible homes exceed minimum standards for energy efficiency recognising that where viability is challenging home delivery is imperative. All new homes should reach EPC B or better. We will proactively engage with the Future Homes Standard when final details are known.
- Review and seek to reduce the carbon emissions involved in the construction of new homes
- Explore innovations that occur in the market particularly in areas such as Modern Methods of Construction or energy efficiency related. In particular the use of the connected sensors and monitoring will be developed further.
- Continue to positively embrace Biodiversity Net Gain (BNG) which is now enshrined in both local and national planning legislation. This will include further work to deliver solutions that are effective in achieving requirements whilst also providing schemes that can be managed effectively to flourish.
- Maintain an effective set of "Employers' Requirements" – our specification to ensure that there is consistency in quality and innovation across our homes



Supply chain

We will

- Work with existing and new contractors, suppliers and sub-contractors to maintain continuity of delivery for all parties
- Support and promote professionalism, innovation and training such as through support for apprenticeship schemes or trialling of products
- Be actively involved in industry groups to maximise integration across the supply chain



Funding

We will

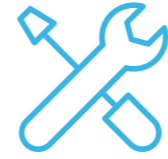
- Work with our Finance colleagues with new and existing funders to ensure appropriate funding streams are available for development finance
- Continue to work with Homes England and Cornwall Council to maintain strategic relationships and ensure grant funding is available to Coastline



Extra Care

We will

- Secure an appropriate site for the delivery of a new, additional, Coastline Extra Care scheme in Cornwall



Coastline Services Depot

We will

- Work closely with other colleagues to help source and deliver a new depot base for Coastline's repairs and maintenance team



By 2035


We will

We will remain as a major contributor of new affordable homes by continuing as one of the fastest growing housing associations (by size) in the country. By this point over half of Coastline's stock will be less than 20 years old. All new homes will be carbon neutral and in environments that positively contribute to biodiversity. Maintenance and support for customers will be assisted by homes using smart technology that pre-empt situations. A further one or two Extra Care schemes will have been developed.



Coastline

Find us on  Facebook,  LinkedIn,  Instagram,  TikTok and  Threads

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