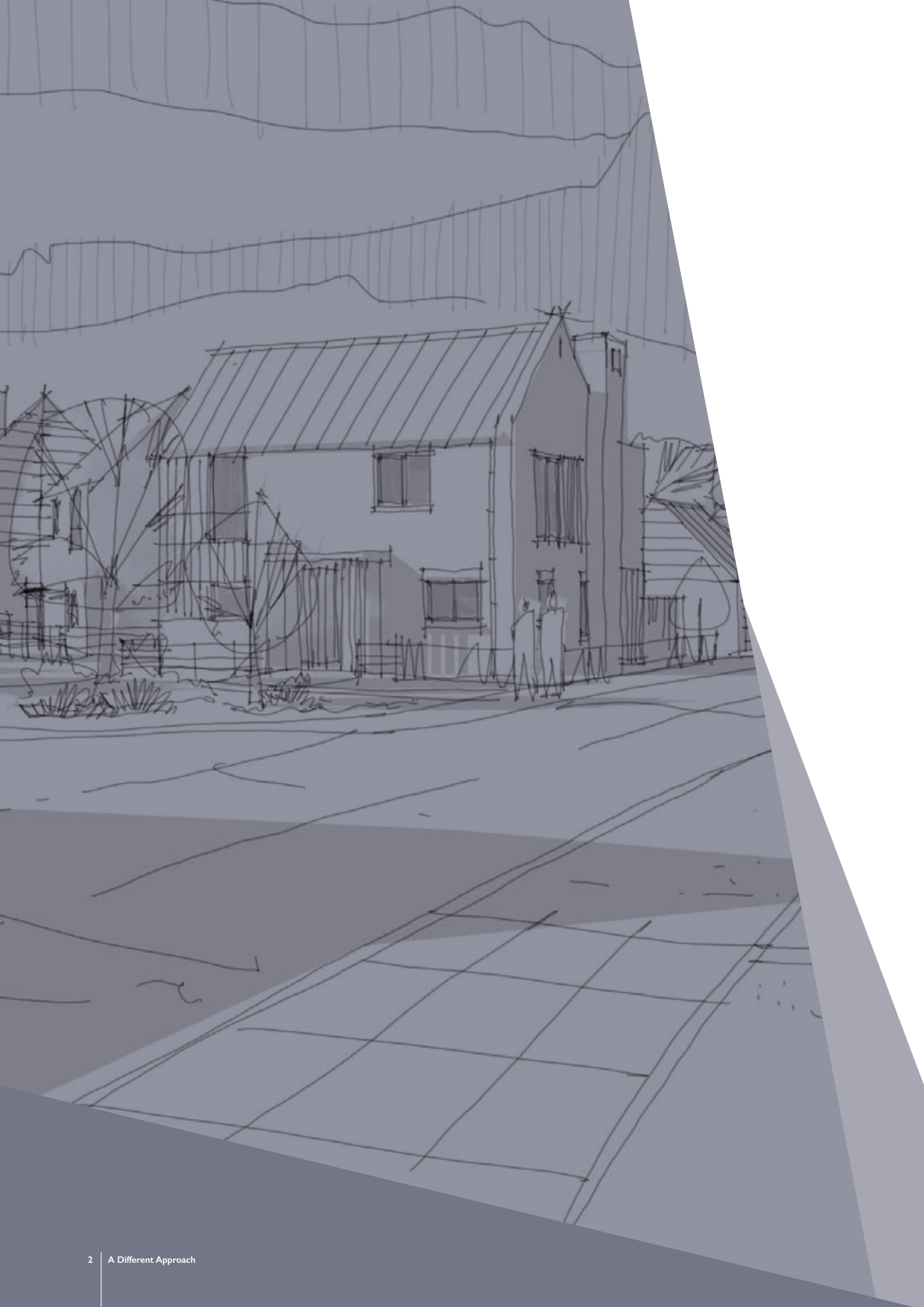


A Different Approach

Delivering the type of homes communities need





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A Different Approach: A Social Innovation Hub

What We Do

A Different Approach (ADA) is a social innovation hub dedicated to driving positive change in communities. We focus on using creative, sustainable solutions to address social, economic, and environmental challenges. Our mission is to reimagine traditional systems particularly in housing, community development, and local economies by bringing together diverse stakeholders, innovative ideas, and community-driven action.



Our Approach

We believe that true innovation happens when communities are at the center of change. Our work is built around three key principals:

Community Empowerment

We engage directly with communities to understand their needs, challenges, and aspirations. By listening closely to local residents, we co-create solutions that are not only effective but also reflect the values and needs of the people who will benefit from them. This ensures that our initiatives are meaningful, sustainable, and tailored to our rural communities.

Sustainable Development

We prioritise long-term, environmentally sustainable practices in everything we do. From building eco-friendly homes to promoting green technologies and energy efficiency, our goal is to create solutions that protect the environment while addressing pressing social needs. We also work to enhance local biodiversity and ensure that our projects integrate with the natural world.

Economic Resilience

Our work goes beyond providing housing or services; we aim to strengthen local economies by creating jobs, supporting local businesses, and fostering entrepreneurship. By developing initiatives that empower individuals and organisations within communities, we help build stronger, more resilient local economies that can thrive long after our projects are complete.



What We Offer

Innovative Housing Solutions

At ADA, we don't just build houses; we create homes that meet the unique needs of communities. Whether it's affordable housing for low-income families, tailored homes for private sale, accessible homes for elderly residents, or environmentally sustainable buildings, we design spaces that promote independence, health, and wellbeing. Our focus is on creating long-lasting homes that empower individuals and foster strong community connections.

Community-Led Projects

We believe that social innovation starts from within communities. Through partnerships with local councils, organisations, and residents, we partner projects that address specific community challenges whether that's building public spaces, supporting Community Land Trusts offering social services, or creating shared community hubs. We help turn local ideas into impactful, scalable projects.

Collaboration & Partnerships

ADA acts as a facilitator bringing together a wide range of partners, from local governments and businesses to nonprofits and community groups. We support collaboration across sectors to generate innovative solutions to complex problems. This collective approach ensures that the projects we create are multifaceted, holistic, and have broad support, creating sustainable impact.

Training and Skill Development

As part of our commitment to local economic resilience, we provide training programs that build skills in construction, sustainability, entrepreneurship, and other areas critical to community growth. These programs empower individuals, enhance their employability, and support local economies.

Our Impact

Social Change

We tackle key social issues like housing inequality, social isolation, and community fragmentation. By building affordable homes, creating intergenerational spaces, and fostering strong community networks, we help reduce social disparities and promote inclusion.

Environmental Impact

Every project we undertake is designed with sustainability in mind. From energy-efficient homes to community-led environmental programs, we work to reduce carbon footprints, enhance biodiversity, and preserve natural resources for future generations.

Economic Empowerment

Our projects create jobs, support local businesses, and invest in the local economy. We help communities become self-sustaining by focusing on creating economic opportunities that continue to grow and thrive long after the project is completed.



Call to Action: Join us in Building Thriving Rural Communities

At ADA, we believe in rethinking how communities are built and supported. We are more than just a housing developer or a social program provider - we are a hub for social innovation, where new ideas, sustainable practices, and community-driven solutions come together to create real, lasting change.

Our vision is a future where communities are not only resilient and self-sufficient but also places where people can live, work, and thrive together. Through creative problem-solving, collaboration, and a deep commitment to sustainable development, we aim to build the foundations for a better tomorrow.

Join Us

If you are passionate about making a difference in your community, we invite you to be part of our journey. Whether you're a developer, a local government official, a business owner, or a community member, there are many ways to get involved and help create a better, more sustainable future.

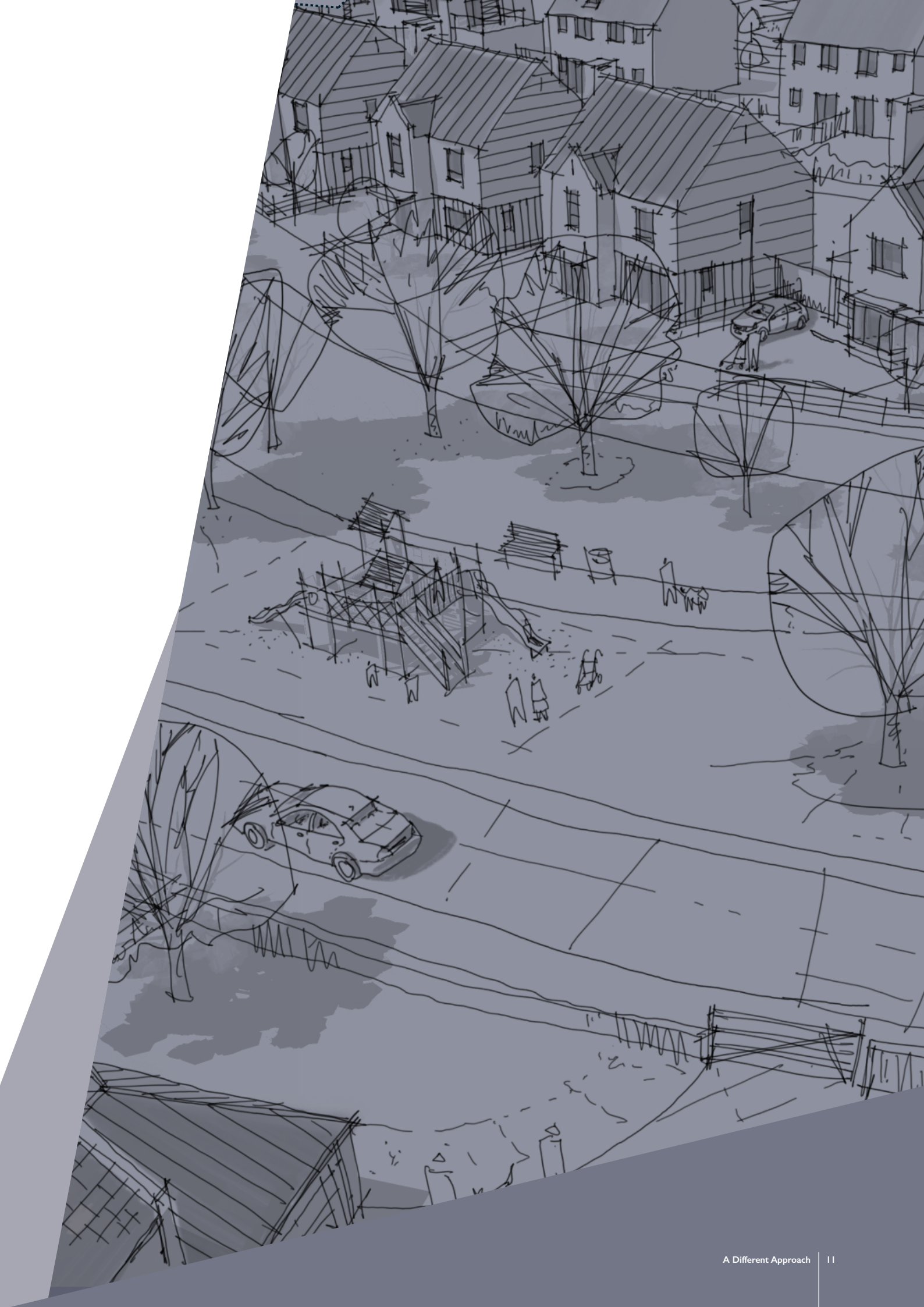


Our Vision

'A Different Approach' is about addressing the housing challenges facing communities by creating flexible, innovative housing solutions that meet local needs. We believe every community is unique, so we work closely with local groups to develop tailored housing options that suit each area's specific requirements.

Collaboration is at the heart of our approach. We give local people a voice in planning, allowing them to shape their neighbourhoods and ensure the housing we build is welcomed and needed. This creates stronger, more sustainable communities where people can live, work, and thrive together.

Our ultimate goal is to build resilient communities that can grow and adapt over time, benefiting both residents and the local economy. By focusing on local needs and encouraging community involvement, 'A Different Approach' provides lasting housing solutions for now and the future.



Delivering the Types of Homes Communities Need

Why We Need ‘A Different Approach’

Rural communities across the UK are facing significant challenges that could harm their long-term survival. While these areas are known for their beauty and close-knit communities, they are struggling with key issues that need urgent attention.

Affordable Housing Shortage: Rising property prices, driven by second homes and limited housing supply, are making it harder for local people, especially young families and workers, to find affordable homes. This is causing many residents to leave their communities, leading to displacement, and a lack of younger workers to support local businesses.

Lack of Housing for Older People: As the population ages, many older residents want to downsize but can't find affordable homes that meet their needs. This not only forces some to leave their communities but also reduces the availability of larger homes for younger families, making the housing crisis even worse.

Need for Affordable Workspaces: Small businesses are crucial for rural economies, but without affordable workspaces, many struggle to grow or even start up, limiting job opportunities and economic growth. The Devon Housing Commission has highlighted these issues, noting that government policies often fail to address the specific needs of rural areas, and that a new approach is urgently needed. A Different Approach (ADA) offers a solution by providing affordable housing options for young people, families, and older residents, as well as affordable workspaces for local businesses. ADA focusses on community-led, flexible solutions that preserve the character of rural communities while ensuring they remain sustainable and prosperous for future generations.



Our Mission

Creating Positive Change in Rural Communities

At A Different Approach (ADA), we're committed to tackling the housing crisis in rural areas by working closely with local communities and authorities. We believe that real change starts at the grassroots level, and we focus on providing affordable homes and affordable workspaces to help local economies thrive.

We want to empower communities to take the lead in solving their housing problems. By listening to local needs and working together, we can create housing that fits the community's unique challenges and future goals. A key part of our approach is supporting Community Land Trusts (CLTs)—locally run organisations that help create and manage affordable housing. This ensures homes are affordable and stay that way for future generations.

Our vision includes a variety of housing options: homes for young families to buy or rent, older residents wanting to downsize, and families needing more space. But we also focus on affordable workspaces, which are crucial for local businesses and job creation. Together, these elements will strengthen rural economies and help ensure these communities remain vibrant and sustainable for years to come.

By working together with local people and organisations, we can build rural communities where both people and businesses can thrive.



Core Values

At A Different Approach (ADA), our core values guide our mission to build thriving, sustainable, and inclusive rural communities. These values shape how we create housing solutions that meet the needs of today while preparing for the future.

Sustainability: We focus on building homes that are eco-friendly, energy-efficient, and prepared for the long term. Our goal is to reduce environmental impact and create homes that last for generations.

Biodiversity: We design homes that work in harmony with nature, protecting local wildlife and promoting healthy ecosystems. This ensures our communities remain green and healthy.

Community: We believe in creating strong, inclusive communities where everyone has a voice. By involving locals in the planning process, we build neighbourhoods that reflect their needs and aspirations.

Innovation: We embrace new technologies and creative housing solutions to address complex challenges, ensuring our designs are forward-thinking and adaptable.

Affordability: We make sure that homes are affordable to buy and maintain, helping people stay financially stable while building a future in their community.

Carbon Saving & Energy Efficiency: We prioritise reducing energy use and carbon emissions by using sustainable materials and energy-efficient designs. This helps combat climate change and lower living costs.

Collaboration: We work closely with local authorities, residents, and other partners to create housing that truly meets the needs of each community.

Inclusivity: Our homes are designed to be accessible and adaptable for people of all ages, abilities, and backgrounds, ensuring no one is left behind.

Resilience: We build homes and communities that can withstand environmental and social challenges, ensuring they remain strong and adaptable in the future.

Empowerment: We empower communities to take control of their housing solutions, fostering a sense of ownership and pride in the places they live.

By embracing these values, ADA strives to create rural communities where people can thrive in both their homes and their businesses, while also safeguarding the environment for future generations.



What are our Housing Solutions?

A Different Approach (ADA) offers a range of innovative housing solutions tailored to meet the unique needs of rural communities. Our goal is to provide diverse, affordable housing options that cater to all generations and support local economies. Here's an overview of our key housing models:

1. Community Land Trust (CLTs)

Locally controlled housing that ensures homes remain affordable for future generations, owned by the CLT, leased to a housing association and protected from right to buy, CLTs empower communities to design their own housing solutions.

2. Harmony

A multi-generational housing model that creates communities with homes for both older and younger generations, promoting social integration and reducing isolation.

3. Horizon

Designed for those over 55 looking to downsize but remain in their local community. These homes are rich in technology help older people maintain independence while freeing up larger homes for younger families.

4. Independent Living

Tailored housing solutions for adults with learning and/or physical disabilities, enabling them to live independently while receiving the necessary support.

5. Rentfirst

A rent-to-own model that allows tenants to rent at a Social Rent for the first five years and an affordable rent thereafter to help accelerate savings with an option to buy after three years, supported by a 10% gifted deposit to make homeownership more accessible.

6. Rentplus

An affordable rent-to-buy scheme where tenants pay 80% of market rent for 5-20 years and receive a 10% deposit towards buying the home, helping them save for homeownership.

7. Co-living

A shared housing model that combines private living spaces with communal areas to foster a sense of community. This is ideal for younger people and professionals, offering flexibility and affordability.

8. Vision

Custom build affordable plots of land with pre-designed home plans, allowing individuals or families to design and personalise their homes while saving on costs.



9. Multigenerational Living

Homes designed for multiple generations of a family to live together, promoting shared resources and emotional support, and reducing financial burdens.

10. Focus

A shared ownership model for small businesses in rural areas, allowing entrepreneurs to buy a stake in commercial properties, fostering local economic growth.

11. iReach

A community-based care model for individuals with nursing or dementia needs, providing tiered care levels in local care homes integrated into the community.

12. Traditional Affordable Housing

Affordable housing rented at 50-60% of local market rent, aimed at those on low to moderate incomes.

13. Unity

Temporary serviced accommodation for individuals or families facing homelessness, offering flexible, well-maintained housing with support services to help residents transition to permanent homes.

14. Private Sale

These private sale homes are designed for local residents, featuring energy-efficient designs and green spaces. Local buyers get a three-month priority, ensuring the community stays vibrant. While offering sustainable living and well connected communities.

These solutions aim to create vibrant, sustainable communities where people of all ages can live, work, and thrive, while ensuring housing remains affordable and accessible for everyone.





Community Land Trust

Empowering Rural Communities

Meeting the Needs for Affordable Homes for Local People

What Are CLTs? Community Land Trusts (CLTs) are local, community-run organisations focussed on providing affordable housing. ADA Partner gift serviced land and deliver the homes under a fixed priced contract. Homes are owned by the CLT and leased to a Housing Association ensuring homes stay affordable in perpetuity. This model keeps housing prices within reach for local people, even in high-demand areas. CLTs also support the development of local businesses, services, and green spaces, strengthening the community.

Benefits of CLTs

1. Long-Term Affordability: CLTs ensure homes stay affordable by preventing right to buy and keeping rents affordable for future generations.
2. Community Control: Local residents have a say in how housing is developed and managed, fostering a sense of pride and ownership.
3. Sustainability: Many CLTs focus on eco-friendly buildings and renewable energy, promoting environmental and social sustainability.
4. Economic Growth: CLTs can boost local economies by including shops, services, and businesses within their developments.
5. ADA Support: Through partnerships with ADA, CLTs can overcome challenges like high land costs and complex planning processes, speeding up development.

Challenges of CLTs

1. Land Costs: In areas with high demand, land is expensive and hard to acquire, slowing down CLT projects.
2. Development Costs: Building homes involves high costs for infrastructure (roads, utilities), which can be a barrier for smaller CLTs.
3. Financing: CLTs often struggle to secure funding from traditional banks, as community-led projects are seen as risky.
4. Regulatory Hurdles: The planning and approval process can be slow and complicated, causing delays.
5. Partnership Complexity: Working with housing associations can be challenging, as they may prioritise larger projects that don't align with CLT values.

Conclusion

CLTs offer a promising solution to the UK's housing affordability crisis by providing long-term, community-owned homes. They ensure local people can stay in their communities, even as housing prices rise. However, securing land, financing, and overcoming regulatory barriers can slow down progress. ADA's support can help tackle these challenges, making it easier for CLTs to deliver affordable homes and strengthen local communities.





Harmony

A Pathway to Intergenerational Living

Addressing Loneliness & Housing Needs for Older & Younger Residents

The Problem: Loneliness Among Older Adults

As people live longer, loneliness has become a major issue, especially for older adults. Studies show that loneliness is as harmful as smoking 15 cigarettes a day and increases the risk of early death. Many older people, particularly in rural areas, suffer from isolation, with limited access to social services and support.

The Solution: Intergenerational Living

One solution to this problem is intergenerational living, where people of all ages live together in the same communities. This setup fosters social connections between younger and older residents, helping reduce loneliness and creating a more supportive environment. For older adults, it provides a sense of security, knowing there are neighbours nearby for companionship or help. For younger people, especially those working in care, it offers affordable housing in areas where rent might otherwise be too expensive.

The Harmony Approach

The Harmony initiative is a practical solution that combines affordable housing and intergenerational living. It focusses on purpose-built homes for people over 55, available at social rent levels, so older residents can live independently while staying connected to their communities. The scheme includes younger tenants, particularly those working or training in the care sector, who receive affordable rent in exchange for offering support and companionship to older residents.



Key Features of Harmony

- **Affordable Housing for Care Workers:** Many care workers struggle to afford housing in rural areas. Harmony provides affordable homes to younger care workers, helping them live where they work while also offering companionship to older residents.
- **Assistive Technology:** Homes are equipped with technology like smart systems and emergency alerts, helping older adults live independently while staying safe.
- **Community Support:** Younger residents are expected to provide a certain amount of support each month to older residents, fostering mutual help and building stronger community bonds.

Benefits of Harmony

1. **Reduces Loneliness:** Older residents gain companionship and support, helping to combat isolation.
2. **Promotes Community:** Both generations interact, helping build a more connected, supportive community.
3. **Affordable for Care Workers:** Younger care workers benefit from affordable housing, reducing financial stress and making it easier for them to stay in their local communities.
4. **Tech-Enhanced Living:** Assistive technologies help older residents live safely and independently, with added support when needed.

Challenges of Harmony

1. **Funding and Sustainability:** Maintaining the scheme over the long term could be challenging if funding rates move out.
2. **Dependence on Volunteers:** Younger tenants are expected to help older residents, but if they are unable or unwilling, it could leave elderly residents without support.
3. **Limited Availability:** There may not be enough Harmony homes to meet demand, especially in rural areas with limited land.
4. **Over-reliance on Care Workers:** The model depends on having enough care workers willing to participate, which may not always be the case.
5. **Not for Everyone:** Younger tenants may not always want to live in an intergenerational setting, especially if their lifestyle or needs differ from older residents.

Conclusion

The Harmony model offers a promising solution to the challenges of loneliness, affordable housing, and care in rural communities. By fostering intergenerational living, it creates a supportive, connected environment for both older and younger residents. However, its success depends on long-term funding, careful management, and balancing the needs of all residents. If these challenges can be overcome, Harmony could serve as a model for creating stronger, more resilient communities.



Horizon

An Independent Way to Downsizing

A Flexible Housing Solution for the Over-55s

As the UK's over-65 population grows rapidly, the need for suitable housing that meets the changing needs of older adults is becoming critical. The Horizon model provides an innovative solution, offering affordable, adaptable homes that allow older adults to downsize without losing their independence or connection to their community.

What is the Horizon Model? Horizon homes are designed for people over 55 who want to downsize, offering a flexible, future-proof living space. These homes are built to meet the evolving needs of older adults, including accessibility, independence, and long-term sustainability.

Key Features of Horizon

- One and a Half Storey Design: Most of the living space, including the kitchen, lounge, bathroom, and one bedroom, is on the ground floor, making it easier to navigate as mobility changes with age. There's an upstairs bedroom and shower room for flexibility, accommodating guests or caregivers.
- Smart Technology: Horizon homes come equipped with smart devices like fall detection, smart thermostats, and health monitoring systems, helping residents stay safe and connected with family or healthcare providers.
- Shared Ownership: Residents can purchase 75% of the property, with the remaining 25% owned by a funder. They pay rent on the 25% they don't own, making it an affordable way to own a home while offering the flexibility to buy more shares over time.



Benefits of Horizon

1. **Ageing in Place:** The homes are designed to support aging in place, so residents can remain in their homes even as their needs change. The design and technology reduce the need to move to care homes.
2. **Affordability:** The shared ownership model makes it easier for older adults to enter the housing market, with lower upfront costs and rent on the portion of the home they don't own. This helps an older generation with limited income manage housing costs more effectively.
3. **Energy Efficiency:** The homes are highly energy-efficient, reducing heating and electricity costs, which is particularly helpful for those on fixed incomes.
4. **Community and Independence:** Horizon homes enable older adults to stay in their local communities, helping reduce isolation and maintain social connections. The design promotes independence while also offering flexibility for future needs.

Challenges of Horizon

1. **Rent on Remaining Equity:** Paying rent on the 25% of the home they don't own might be a financial strain for some, especially those with fixed incomes.
2. **Limited Availability:** Horizon homes are not yet widespread across the UK, so access may be limited to specific regions or require government support.
3. **Upfront Costs:** While affordable, the 75% ownership cost may still be out of reach for some older adults, especially those with limited savings or income.
4. **Scalability:** Expanding the Horizon model to meet growing demand will require significant investment and infrastructure.

Conclusion

The Horizon model provides a practical and flexible solution to housing needs for the ageing population. By offering affordable, adaptable homes with modern technology, Horizon helps older adults live independently and stay connected to their communities. Although there are challenges, such as financial strain from rent payments and the need for wider availability, Horizon presents a promising way to address the housing crisis for older adults in the UK.



Independent Living

Independent Living for People with Disabilities

In the UK, 1.8 million disabled people, including many with learning disabilities, face significant challenges in finding suitable housing. The shortage of accessible, affordable homes means many are forced to live in inadequate conditions or institutional care, hindering their ability to live independently. There's an urgent need for housing solutions that offer both independence and support, allowing disabled people to live with dignity and integrate into their communities.

What is Independent Living Housing? Independent living housing is designed to meet the unique needs of people with disabilities, enabling them to live as independently as possible while having access to support when needed. These homes come with features like wider doors, step-free access, and assistive technology to improve safety, comfort, and independence.

Key Features of Independent Living

- **Tailored Design for Disabilities:** Homes are adapted for people with physical and/or learning disabilities, with features like wider doorways, accessible kitchens, and walk-in showers. These make it easier for people with mobility issues to move around and perform daily tasks.
- **Flexible Layout:** Two-bedroom homes are common, offering space for carers or family members to stay when needed, without compromising the resident's independence. The main living areas are typically on the ground floor for easy access.
- **Assistive Technology:** Homes include smart technology such as voice-controlled systems, fall detection sensors, and remote health monitoring, helping residents manage their home safely and independently.
- **Community Integration:** Independent living homes are integrated into wider communities, which helps reduce isolation and stigma. They are usually located near public transport and local amenities to keep residents connected to their community.
- **Long-Term Stability:** These homes provide secure tenancies, offering long-term stability, especially for adults with learning disabilities who often struggle to find stable housing.

Benefits of Independent Living

1. **Increased Independence:** Residents can manage daily activities independently, boosting confidence and reducing reliance on institutional care.
2. **Better Quality of Life:** Tailored features and assistive technology create a safer, more comfortable environment, improving overall well-being.
3. **Reduced Social Isolation:** Living in mixed communities promotes social interaction, helping combat isolation.
4. **Long-Term Security:** Secure tenancies provide peace of mind, knowing they won't have to move frequently.
5. **Support for Families and Carers:** Flexible space allows family members or carers to provide support while respecting the resident's independence.

Challenges of Independent Living

1. **Housing Shortage:** There is a severe lack of suitable housing for disabled people. Only a small percentage of homes are adapted for people with disabilities, and local authorities are struggling to meet demand.
2. **Design Limitations:** While many homes are adaptable, not all meet the full range of needs for people with disabilities. Customisation for specific needs can also be expensive and difficult to achieve.
3. **Community Integration:** Some independent living homes are isolated or not fully integrated into the community, which can lead to social isolation and stigma.
4. **Support Services:** Shortages of trained carers and reliable support services make it hard for individuals to live fully independently, even in adapted homes.
5. **Affordability:** Even when homes are available, they may still be too expensive for many disabled people, especially those on fixed incomes. Additional costs for utilities, support services, and assistive technology can add up.

Conclusion

Independent living homes are a crucial solution for disabled individuals who want to live independently. However, challenges like the shortage of suitable homes, affordability issues, and the need for better community integration and support services need to be addressed. By improving housing availability, increasing investment in accessible designs, and providing better financial and care support, we can create a future where all disabled individuals have the opportunity to live independently and with dignity.





RentFirst

Your Flexible Pathway to Home Ownership

Flexible Affordable Rent to Buy

What is Rentfirst? Rentfirst is a housing model designed to help people and families who can't afford to buy a home right now. It offers affordable renting for an initial period of 5 years, with the option to buy the home later. Tenants begin by paying rent set at the local housing allowance rate (which includes service charges). After 5 years, the rent is adjusted to 80% of the market rate, still making it more affordable than typical market rents.

How It Works

- **Affordable Rent:** Tenants pay rent based on the local housing allowance for the first 5 years. After that, rent increases to 80% of the market rent, which is still lower than typical private rental prices.
- **Option to Buy:** After 3 years of renting, tenants can choose to buy the property. When they do, they receive a 10% gifted deposit, helping them avoid the usual large deposit requirement.
- **Customisable Homes:** Tenants can personalise their homes, selecting things like kitchen and bathroom finishes, giving them a sense of ownership.
- **Path to Homeownership:** Rentfirst provides a gradual pathway from renting to owning, helping tenants save for a deposit while enjoying stability and security in the rental property.



Benefits of Rentfirst

1. **Affordable Rent:** Initial rents are set at a local housing allowance level, making it easier for people to afford housing, even in high-cost areas.
2. **Gradual Path to Ownership:** Tenants can move towards homeownership with the help of a 10% gifted deposit and flexible terms.
3. **Long-Term Stability:** With a secure, long-term rental period, tenants don't have to worry about frequent rent hikes or finding new accommodation.
4. **Home Customisation:** Tenants can make personal choices about their home's design, which is not typical in affordable housing models.
5. **Support for Low-Income Families:** Rentfirst targets people who have financial barriers to homeownership, offering them a clear, structured route into the housing market.

Challenges of Rentfirst

1. **Long-Term Commitment:** Tenants need to rent for at least 3 years before buying, which may feel like a long wait for some (Unless otherwise agreed by the local authority).
2. **Limited Availability:** Rentfirst is being introduced in specific areas, so it may not be available everywhere yet.
3. **Rent Increases After 5 Years:** While the rent increase after 5 years is still affordable, it may be higher than the initial rate.
4. **Customisation Limits:** Tenants can customise parts of their home, but the options may not meet everyone's preferences.
5. **No Immediate Ownership:** Some may want to own a home sooner, but Rentfirst offers a gradual, sustainable path to homeownership.

Conclusion

Rentfirst offers a flexible and affordable way for people to move from renting to owning a home. It helps overcome financial barriers with affordable rent, a 10% gifted deposit for buying, and the ability to personalise the home. Rentfirst supports long-term stability, making it a great option for those who need time to save for a deposit while securing their future in homeownership.





RentPlus

Your Pathway to Homeownership

Affordable Rent to Buy

What is Rentplus? Rentplus is a rent-to-buy model that helps people on lower to middle incomes transition from renting to owning their own home. Tenants rent newly built homes at an affordable rate - typically 80% of market rent. After living in the property for a set period (5, 10, 15, or 20 years), tenants have the option to buy the home, with a 10% deposit gifted to them, making homeownership more accessible.

How It Works

- **Affordable Rent:** Rentplus homes are rented at a reduced rate (80% of the market rent) which helps tenants save money toward purchasing the home.
- **Gifted Deposit:** After the agreed rental period, tenants who choose to buy receive a 10% gifted deposit, helping with the upfront cost of homeownership.
- **Flexible Tenancy:** Tenants can rent for 5, 10, 15, or 20 years, depending on their situation. This gives them time to save for a deposit and build a credit history without the pressure of high rental costs.
- **No Maintenance Costs:** Rentplus homes are managed by housing associations, so tenants don't have to worry about maintenance or repair costs while they save for the future.



Benefits of Rentplus

1. **Affordable Path to Ownership:** Rentplus offers an achievable way for people to become homeowners without the typical barriers, like saving for a deposit or dealing with high rents.
2. **Gifted Deposit:** The 10% deposit help makes buying the home much more affordable.
3. **Long-Term Rent Stability:** With lower-than-market rents, Rentplus tenants can live in a stable home while they prepare to buy.
4. **Flexible Tenancy Periods:** With 5 to 20-year rental options, Rentplus allows tenants to save at their own pace.
5. **Wide Availability:** Rentplus operates in over 100 areas across the UK, including rural locations where affordable housing is harder to find.

Challenges of Rentplus

1. **Long Wait Before Purchase:** Tenants must commit to renting for a significant period before they can buy, which may be too long for some people.
2. **Market Rent Risk:** After the rental period, rents may rise to market levels, which could be unaffordable for some tenants who are unable to buy.
3. **Limited Availability:** Rentplus homes are still limited in some areas, so not everyone can access the model.
4. **No Customisation:** Unlike some other models, Rentplus doesn't allow tenants to customise their homes.

Conclusion

Rentplus offers a flexible, affordable way to move from renting to owning a home. With lower rent, a 10% gifted deposit, and the option to buy after 5 to 20 years, it provides a pathway to homeownership for many who otherwise struggle to afford it. While Rentplus helps meet long-term housing needs and is expanding across the UK, the model's long waiting periods and limited property availability may not be the right solution for everyone.



Co-living

A Flexible Housing Solution for All Ages

Co-Living in Rural Communities: A Flexible Housing Solution for All Ages

What is Co-Living? Co-living is a modern housing model where individuals have private living spaces but share communal areas like kitchens, lounges, and dining rooms. This setup encourages both privacy and social interaction, creating a sense of community. Although co-living is more common in cities, it has great potential to solve housing challenges in rural areas, offering affordable options and social connections for both younger and older residents.

For Younger People in Rural Areas: Co-living is a great option for younger individuals, such as students and young professionals, who may struggle with housing costs or social isolation in rural areas:

- **Affordable Housing:** By sharing living costs (rent, utilities, etc.), co-living makes it more affordable for young people to live independently, especially in areas where housing is expensive or scarce.
- **Social Connections:** Co-living creates opportunities for residents to meet and interact, reducing loneliness and helping to build a supportive social network in smaller communities.
- **Flexibility:** Many young people prefer flexible living arrangements. Co-living typically offers short-term tenancies, which makes it easier to move for work or personal reasons without being tied down.

For Older Adults in Rural Areas: Co-living can also be a good fit for older adults who want to stay independent while staying socially connected:

- **Affordable Housing:** Co-living can be a cost-effective option for retirees or those on fixed incomes, helping to lower housing expenses by sharing costs with others.
- **Combating Isolation:** Co-living provides a built-in community, helping to reduce social isolation by encouraging interactions in shared spaces.
- **No Maintenance:** Maintenance and repairs are handled by the provider, so older residents don't have to worry about the upkeep of their home.



Benefits of Co-Living in Rural Areas

1. **Affordability:** Co-living allows people to reduce their housing costs by sharing rent and utilities, which is particularly helpful in rural areas where affordable housing can be hard to find.
2. **Social Engagement:** It creates opportunities for social interaction, helping to reduce isolation in rural areas.
3. **Flexibility:** Short-term tenancies and flexible arrangements suit people who may need to move or adapt to life changes.
4. **Simplicity:** With maintenance taken care of, residents can focus on enjoying their home without the worry of repairs.

Challenges of Co-Living in Rural Areas

1. **Limited Availability:** Co-living spaces are still rare in rural areas, and setting them up can be costly and require significant investment.
2. **Transportation Issues:** Rural areas often lack public transport, which can make it harder for people without a car to access work or services.
3. **Infrastructure Needs:** Rural areas may need additional resources (like good internet and local amenities) to support co-living communities effectively.

Conclusion

Co-living offers an affordable, social, and flexible housing option that can address some of the unique challenges faced by rural communities. It provides affordable living and fosters connections among residents, making it a promising solution for both younger and older people. While there are challenges, such as limited availability and infrastructure concerns, co-living has the potential to improve rural housing options and build stronger, more connected communities.





Vision

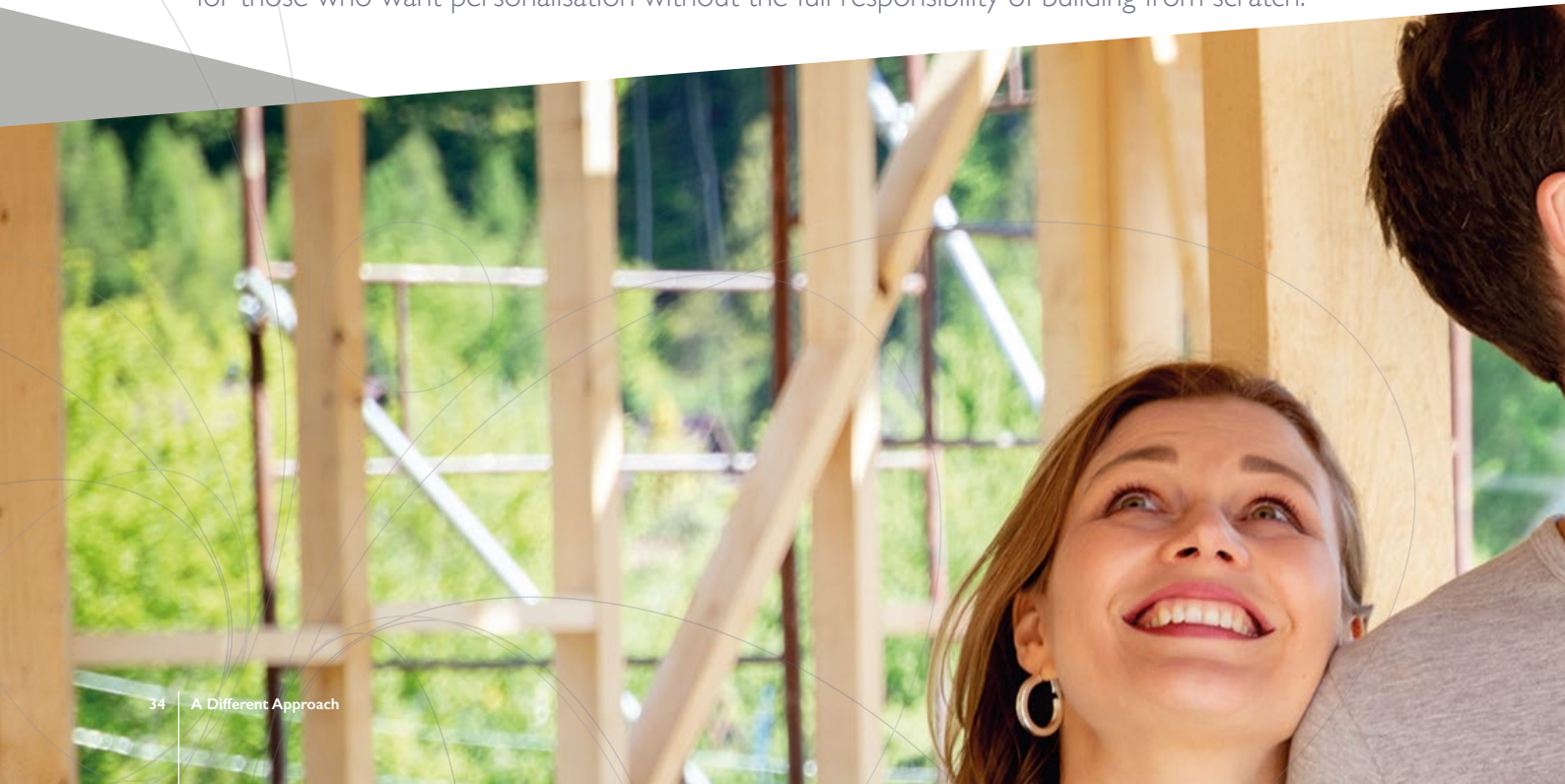
A More Personal Path to Home Ownership

Custom Build Homes: A Flexible Path to Homeownership

What is Custom Build? The Custom Build model offers an affordable way to own a home tailored to your specific needs and preferences. Buyers purchase a serviced plot of land, already equipped with utilities and access roads, at a 20% discount which the lender will accept as a deposit. They then work with ADA to design and build a home that suits their lifestyle, without the hassle of managing the entire construction process themselves.

Benefits of Vision

1. **Affordability:** The biggest advantage is the 20% discount on the land, which reduces upfront costs. With the land already serviced, buyers can start building their home sooner and avoid costly preparation work.
2. **Personalisation:** Buyers have the freedom to choose from a variety of design options—layouts, finishes, and features—that best suit their needs. This level of customisation is much greater than buying a standard home.
3. **Professional Support:** Unlike self-build projects, buyers get professional help from developers and construction experts. This ensures the project is completed on time, within budget, and meets all building regulations.
4. **Fixed-Price Add-Ons:** For those who want extra help, there are fixed-price services available, like design packages or specialised construction support. This helps manage costs and adds convenience.
5. **Energy Efficiency:** Custom Build homes can be designed to be more energy-efficient, helping to reduce long-term running costs and making them a more sustainable option.
6. **Local Economic Boost:** The model encourages the use of local materials and tradespeople, which helps support the local economy and creates job opportunities.
7. **Middle Ground Between Buying and Full Self-Build:** Custom Build homes offer a balance between buying a ready-made home and doing a full self-build project, making homeownership more attainable for those who want personalisation without the full responsibility of building from scratch.



8. **Ownership:** The cost of affordable custom build should allow for two people on average incomes with a modest deposit to be able to afford a mortgage for a three bedroomed detached home with a garage.

Challenges of Vision

1. **Financing and Upfront Costs:** While land is discounted, the total cost of construction can still be significant. Buyers need to secure financing for both the land and the construction, which can be more complex than buying an existing home.
2. **Time Investment:** Custom Build homes take longer to complete than buying an existing home. Delays in construction or supply chain issues can extend timelines, so buyers need to be prepared for this.
3. **Project Management:** While professional support is available, buyers still need to be involved in the project. This can be overwhelming for those unfamiliar with construction processes.
4. **Land Availability:** Securing discounted land can be difficult, especially in areas with limited or expensive land. Buyers may have to wait for the right plot to become available.
5. **Unexpected Costs:** Even with fixed-price add-ons, construction costs can fluctuate. Buyers should be ready for potential additional costs if complications arise.
6. **Limited Availability in Some Areas:** Custom Build opportunities are not available everywhere, especially in areas where land is scarce or expensive.
7. **Ongoing Maintenance:** Once the home is built, buyers will be responsible for its upkeep, including repairs and ensuring it remains energy-efficient.

Conclusion

The Custom Build model offers an affordable and flexible way to design and own a home that fits your specific needs. With professional support and the opportunity to personalise your living space, it provides a good alternative to traditional home-buying. While there are some challenges—such as securing financing, land availability, and project management—it remains an attractive option for many looking for a tailored home and a more affordable route to homeownership.





Multigenerational

Stronger Together

A Cost-Effective & Supportive Housing Solution

What is Multigenerational Living? Multigenerational living is when multiple generations of a family, such as grandparents, parents, and children, live together in the same home. This arrangement allows families to share living expenses (like rent or mortgage, utilities, and maintenance), reducing financial burdens and making housing more affordable.

Benefits of Multigenerational Living

1. **Cost Savings:** Sharing housing costs makes living more affordable, especially in areas with high rent or home prices. Families can live in larger homes together than they might afford individually.
2. **Emotional Support:** Having multiple generations in one home reduces loneliness, especially for elderly family members and children. It strengthens family bonds, as older members offer guidance and emotional support, while younger ones provide companionship.
3. **Caregiving Help:** Families can share caregiving duties. Grandparents might help with childcare, and younger family members can assist elderly relatives with daily tasks, reducing the need for outside caregiving services.
4. **Stronger Family Bonds:** Living together promotes closer relationships, fostering a nurturing environment where everyone has a role, whether it's helping with homework, cooking, or offering emotional support.
5. **Environmental Benefits:** By reducing the number of separate households, multigenerational living helps use resources like energy and space more efficiently, lowering individual carbon footprints and waste.



6. Flexibility: Multigenerational homes can be designed to fit different needs, such as private spaces for each generation or larger communal areas. This flexibility allows families to create a living arrangement that works best for them.

Challenges of Multigenerational Living

1. Privacy Issues: Sharing a home with multiple generations can lead to a lack of personal space, especially in smaller homes. For those used to living alone, this constant proximity may feel overwhelming.
2. Family Conflicts: Different generations may have varying ideas about parenting, household rules, or lifestyle. These differences can lead to conflicts, especially if family members don't agree on how things should be done.
3. Limited Housing Options: Finding or modifying homes to fit multigenerational needs can be difficult, especially in areas with limited housing or where properties aren't designed for multiple generations. Retrofitting an existing home can also be costly.
4. Financial Tension: If some family members can't contribute financially, it could cause strain or resentment. The financial burden might fall on those who are already carrying more of the costs, especially in cases where someone's income or financial situation changes.
5. Generational Caregiving Burden: The 'sandwich generation' (those caring for both young children and elderly parents) may experience stress from balancing the needs of both groups without enough external support.

Conclusion

Multigenerational living is a flexible and affordable housing solution that offers strong family support, reduces loneliness, and helps manage caregiving responsibilities. While it comes with some challenges - like privacy concerns, family conflicts, and caregiving stress - the benefits often outweigh the drawbacks, especially in areas with high living costs. For many families, this model provides an opportunity to strengthen relationships, share resources, and create a more sustainable, supportive home environment.





Focus

Empowering Rural Entrepreneurs

Affordable Business Spaces for Rural Entrepreneurs

What is the Focus Model? The Focus model helps rural entrepreneurs secure affordable commercial spaces through shared ownership. Instead of purchasing a property outright, business owners buy a share of a property and gradually increase their stake over time. This makes it easier for small or start-up businesses to get a foothold in a stable, long-term location without the heavy financial burden of full ownership.

Benefits of Focus

1. **Affordable and Accessible:** The shared ownership approach lowers the cost of starting a business by allowing entrepreneurs to buy into a commercial property in small, manageable shares, instead of paying for the entire property upfront.
2. **Building Equity:** As business owners gradually increase their ownership, they build equity in the property. Over time, this can turn the business space into an asset that appreciates in value, offering long-term financial security.
3. **Retirement Savings:** Entrepreneurs may also have the option to use their pension funds to buy shares in the property, which can serve as both a business investment and a way to build personal wealth for retirement.
4. **Stability and Security:** Owning part of the business property offers more stability compared to leasing, where rents can increase or leases may not be renewed. This gives business owners more control and long-term planning stability.
5. **Flexible Ownership:** Entrepreneurs can gradually increase their ownership stake in the property as their business grows, matching their investment with their business's financial capacity.
6. **Supporting Rural Economies:** By providing affordable commercial space for entrepreneurs in rural areas, the Focus model helps create jobs, boosts local services, and supports the overall economic health of rural communities.



7. Encouraging Local Entrepreneurship: The model makes it easier for entrepreneurs to start and grow businesses in rural areas, encouraging innovation and supporting a stronger local business community.

Challenges of Focus

1. Initial Cost: While the shared ownership model reduces the upfront cost, there is still an initial financial commitment. Some entrepreneurs may struggle with the deposit or the first share, especially in the early stages of their business.
2. Slow Path to Full Ownership: It may take time to fully own the property, which could be frustrating for entrepreneurs who want complete control of their space sooner.
3. Risk of Business Underperformance: If a business doesn't grow as expected, it might be difficult for the owner to buy more shares, putting a strain on their finances.
4. Property Value Fluctuations: Like any property investment, market changes can affect the value of the property, which could impact the business owner's equity.
5. Limited Availability: In rural areas, there may not be enough commercial properties available for shared ownership, or they may be in less desirable locations.
6. Maintenance Costs: Business owners are responsible for upkeep, and unexpected repair costs can be a financial burden.
7. Complex Legal and Financial Setup: The shared ownership model can be complicated in terms of legal and financial arrangements, which may be challenging for entrepreneurs without expertise in property ownership.

Conclusion

The Focus model offers a flexible, affordable way for rural entrepreneurs to secure business space, build equity, and contribute to the growth of local economies. While it comes with some challenges, like initial costs and the risk of fluctuating property values, it provides a unique path to property ownership that helps businesses thrive in rural areas.





iReach

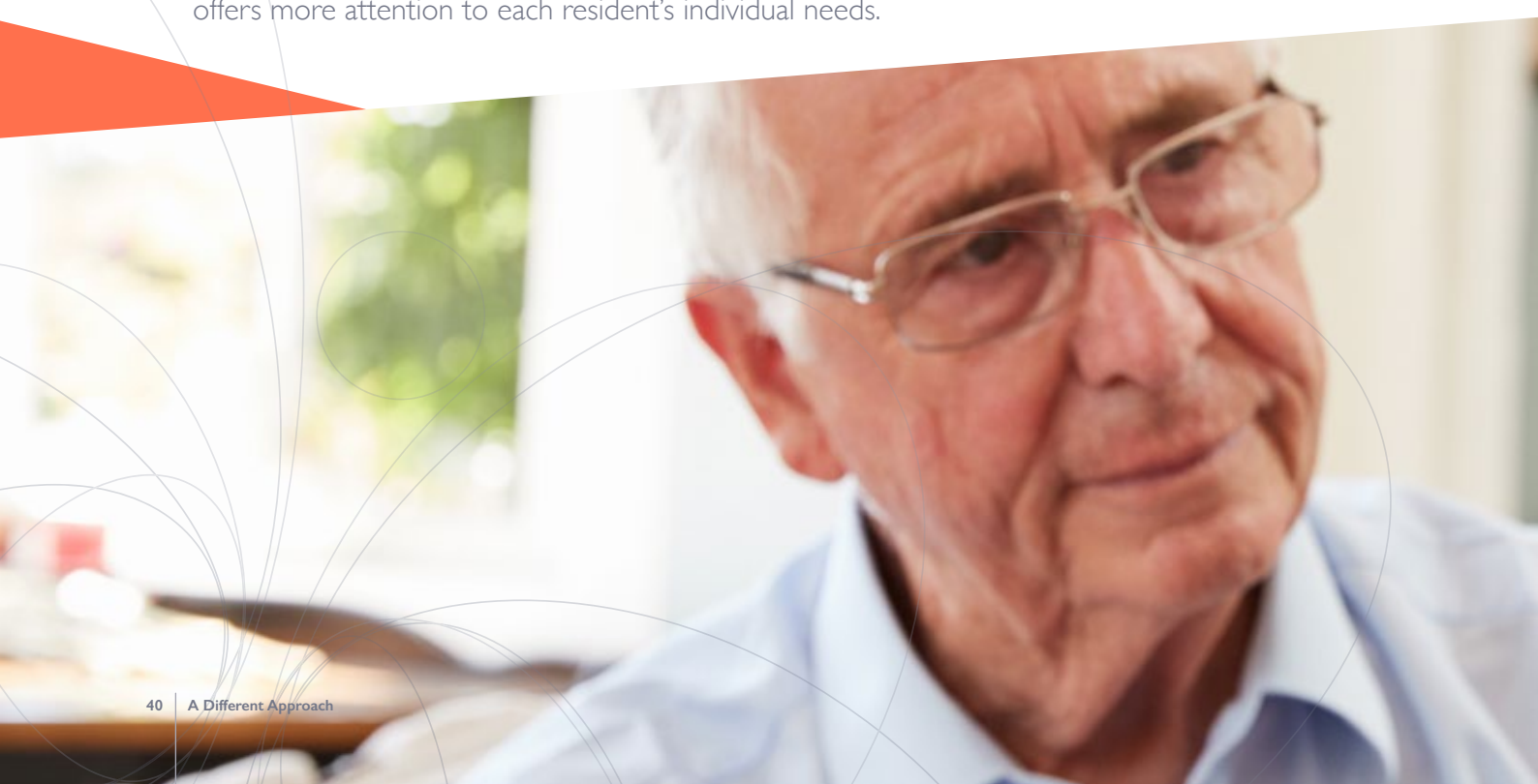
Supporting Rural Lives, Where They Are

A Rural Community-Based Care Model

What is iReach? iReach is a compassionate care model designed to support individuals with nursing, dementia, and other medical needs, particularly in rural communities. The focus is on providing care within familiar, community-based homes, allowing residents to stay close to family, friends, and their local environment.

Benefits of iReach

1. **Personalised, Community-Centered Care:** iReach allows people to receive care in their own community, reducing isolation and helping them feel valued and connected. Local community members actively participate in the care process, creating a strong, supportive environment for residents.
2. **Local Community Involvement:** The model encourages local residents to be part of the care system, fostering a close-knit, caring environment where everyone has a role. This strengthens community bonds and ensures residents feel like active members of their community.
3. **Reduces Isolation and Promotes Well-Being:** Care is provided in familiar settings, which helps combat loneliness and promotes better emotional health. Residents can stay close to loved ones and remain part of their community as they age.
4. **Flexible, Tiered Care:** iReach offers care that adapts to the needs of residents. Whether someone needs minimal support or more intensive care, they can receive the right level of assistance, ensuring continuity and a higher quality of life.
5. **Supports Rural Economies:** By integrating care into the local community, iReach helps keep businesses and services in rural areas. It creates jobs and ensures that people can remain in their communities as they age, contributing to long-term social and economic sustainability.
6. **Less Strain on Larger Facilities:** Unlike larger institutional care homes, iReach provides personalised care in smaller, community settings. This reduces the pressure on overcrowded care facilities and offers more attention to each resident's individual needs.



7. Environmental and Social Benefits: The iReach model reduces the environmental impact of larger, centralised care facilities. It builds strong local networks that help care recipients and the broader community thrive together.
8. Dignity and Respect: The model emphasises treating residents with dignity, ensuring they feel respected and independent, and can live out their later years with a sense of purpose and community.

Challenges of iReach

1. Resource Availability in Rural Areas: While rural areas may have fewer resources, iReach offers an opportunity to strengthen local healthcare services, making care more accessible and encouraging local partnerships.
2. Local Engagement: Introducing this model may require some adjustment, but it's a chance to empower communities to take ownership of care, creating lasting local engagement and support.
3. Financial Sustainability: The iReach model is designed to be cost-effective by using local resources and minimising overhead. While there may be upfront investment, it creates long-term, sustainable care solutions that save money over time.
4. Recruitment of Caregivers: Recruiting skilled workers in rural areas may be challenging, but iReach presents an opportunity to train and develop local caregivers, creating a dedicated and loyal workforce deeply connected to the community.
5. Scalability and Flexibility: The model can be adapted to suit the unique needs of different rural communities, ensuring it remains effective in a variety of settings.

Conclusion

iReach offers a compassionate, flexible, and community-based approach to care for individuals with medical needs, particularly in rural areas. By keeping care within familiar, local environments, it improves residents' well-being and strengthens the community. While there are challenges, they provide opportunities for innovation, local engagement, and sustainable care solutions. iReach is a long-term, adaptable model that promotes dignity, connection, and resilience in rural communities.





AffordableRent

Traditional Affordable Housing

Traditional Solutions

What Is Traditional Affordable Housing? In the UK, traditional affordable housing includes social rent, affordable rent, and shared ownership. These schemes are designed to provide subsidised housing for low-income households. Social rent is the most affordable, with rents set at around 50-60% of local market rates. Affordable rent allows providers to charge up to 80% of the market rent, while shared ownership allows people to buy a portion of a home and rent the rest.

The Housing Crisis in Rural Areas

While these affordable housing models have historically helped urban areas, they are struggling to meet the needs of rural communities. The main challenges include:

- **High Property Prices:** In rural areas, property prices are often inflated by second homes and holiday lets, making it hard for locals to afford housing - even with affordable rent or shared ownership options.
- **Shortage of Social Rent Homes:** Due to funding cuts, the number of social rent homes being built has significantly declined. This is especially problematic in rural areas where there was already limited affordable housing.
- **Affordable Rent is Still Too Expensive:** Even though affordable rent caps rents at 80% of the local market rate, this is still unaffordable in many rural areas, where market rents are high due to tourism and demand from wealthy buyers.
- **Shared Ownership Doesn't Meet Rural Needs:** Shared ownership can be a good option for those who can't afford to buy a home outright, but in rural areas, even buying a share of a home is often too expensive. Additionally, restrictions on how much of the property can be owned (usually no more than 80%) can make these schemes less attractive.

Why Traditional Models Fall Short in Rural Areas

Traditional affordable housing models often don't meet the specific needs of rural communities:

- **Lack of Flexibility:** Rural areas often need smaller homes or homes that are flexible for older residents or seasonal workers, but traditional models like social rent and shared ownership don't always offer the variety needed.
- **High Development Costs:** Building affordable homes in rural areas is expensive due to high land and construction costs, which makes it harder to provide enough affordable homes.
- **Mismatch Between Policy and Local Needs:** Central government policies often don't align with the unique needs of rural communities, leaving local areas with fewer housing options.
- **Limited Innovation:** Traditional housing models can be rigid and one-size-fits-all, not accounting for the special challenges of rural living.

The Need for a New Approach

To address the housing crisis in rural areas, we need a more flexible, locally-driven approach. This could include:

- Tailored Housing Solutions: We need housing that's more adaptable, such as homes for older people looking to downsize or homes that can cater to seasonal workers.
- More Local Control: Local communities should have more power to decide what types of homes are needed in their area, rather than relying on national policies that may not fit.
- Innovative Housing Models: Approaches like affordable custom build schemes, community land trusts, or mixed-tenure developments (where people of all ages and incomes can live together) can help routes to home ownership, and create more sustainable, affordable housing options for rural residents.

Conclusion

While traditional affordable housing is still important, it doesn't fully address the unique challenges of rural housing markets. The rise in second homes, high property prices, and the lack of affordable options in rural areas requires a more flexible and locally-focussed approach. By adopting innovative housing strategies, we can better meet the needs of rural communities, ensuring that they remain vibrant, sustainable, and affordable for future generations.





Unity

Your Pathway to a Brighter future

Temporary Serviced Accommodation

What is Temporary Serviced Accommodation? Temporary serviced accommodation provides immediate, safe, and dignified housing for people facing homelessness or displacement. It offers a range of flexible housing options, like self-contained units or shared apartments, that cater to different household needs, such as single individuals, families, or those with disabilities. Local Authorities partner with accommodation providers to ensure that residents have secure, well-maintained spaces to live while they work towards more permanent housing.

Benefits of Unity

1. **Quick Housing Solutions:** Temporary accommodation offers fast access to safe, stable housing for people in crisis, giving them a place to stay while they transition to more permanent housing.
2. **Dignified Living:** High-quality standards for safety, cleanliness, and maintenance ensure residents are treated with dignity. Essential services like heating, hot water, and internet access help create a comfortable environment during their stay.
3. **Support Services:** On-site social workers, counsellors, and life skills programs (like budgeting and job search help) provide tailored support to help residents rebuild their lives and move into permanent housing.
4. **Flexibility for Different Needs:** Whether it's a single person or a family, the variety of accommodation options ensures that residents get the right space and support for their unique situation.
5. **Community Focus:** Temporary accommodation fosters social inclusion by offering communal spaces and activities that help reduce isolation. Residents can build connections and feel part of a supportive community.
6. **Smart Technology:** Features like keyless entry, energy-efficient appliances, and digital platforms for job and housing resources improve comfort, security, and efficiency.
7. **Cost-Effective for Local Authorities:** Service-level agreements with accommodation providers ensure high standards while keeping costs manageable for both residents and local governments.



8. Prevents Further Displacement: Temporary accommodation helps people stay connected to their local community, keeping kids in their schools and minimising disruptions to their lives as they work toward more permanent housing.
9. Tailored Solution: Allows for a high quality standard of serviced temporary housing at an affordable level for Local Authorities with all inclusive rents in highly energy efficient homes.

Challenges of Unity

1. Temporary Nature: While temporary housing is not a long-term solution, it focusses on getting people into permanent housing as quickly as possible, ensuring they don't stay in temporary accommodations longer than necessary.
2. Stigma of Temporary Housing: Though some may feel a stigma about living in temporary accommodation, providing high-quality housing and supportive services helps reduce this, making the experience more dignified and empowering.
3. High Demand: The demand for temporary housing can sometimes exceed availability. This challenge presents an opportunity to invest in more housing solutions to meet the growing need.
4. Limited Long-Term Stability: While temporary accommodation is a short-term fix, combining it with services like job training and housing advice helps people transition to permanent housing and long-term stability.
5. Diverse Needs: Temporary accommodation must meet the needs of various individuals, including those with health challenges or cultural differences. This presents an opportunity to enhance housing options and services to support everyone effectively.

Conclusion

Temporary serviced accommodation is a crucial solution for people facing housing crises, providing safe, dignified housing while they work toward permanent solutions. With high-quality living spaces, affordable to Local Government, tailored support services, and a focus on community, it helps residents regain stability and independence. Although challenges exist, they provide opportunities to improve and expand the housing system, ensuring that temporary housing can become a stepping stone to long-term success and resilience.



Private Sale Homes Tailored to the Local Community

What Are These Homes? These high-quality homes are designed to meet the needs of local people, offering a range of options from 1 to 4-bedroom homes. Whether you're a first-time buyer, a growing family, or looking to downsize, these homes are perfect for those looking to live in a sustainable, well-connected community. They blend modern and traditional designs, using eco-friendly materials and energy-efficient technologies.

Key Features

- **For Local People First:** Local residents have a three-month priority window to reserve homes, ensuring that the community remains vibrant and connected. Primary Residence Restrictions prevent these homes from being used as second homes or investment properties, protecting long-term community stability.
- **Sustainable and Energy Efficient:** The homes are built with eco-friendly features like solar panels, air source heat pumps, electric vehicle charging points, and energy-efficient materials. These help lower energy costs, reduce the environmental impact, and promote greener living.
- **Green Spaces and Wildlife:** The development includes large green areas, wildlife-friendly planting, and features like bat boxes and wildlife corridors. These initiatives improve both the local environment and the residents' well-being.
- **Improved Connectivity:** New pedestrian and cycle paths, better public transport links, and safe school drop-off zones make the area more accessible, encouraging active transport and reducing reliance on cars.
- **Community-Focussed Design:** The homes are built with the community in mind, offering a range of housing options and prioritising local engagement. This helps keep the area socially connected and ensures long-term community integration.



Benefits of Tailored Private Sale Homes

1. Local Ownership: Prioritising local residents helps maintain community spirit and prevents housing from being taken over by outsiders or investors.
2. Variety of Homes: With different sizes and flexible layouts, the homes suit a range of people, from individuals to families.
3. Energy Savings: Sustainable features lower energy costs, which benefits homeowners long-term.
4. Green and Sustainable Living: Green spaces and eco-friendly designs improve the environment and residents' quality of life.
5. Good Connectivity: Improved transport and pedestrian links make getting around easier and more convenient.

Challenges of Private Sale

1. Higher Initial Cost: Sustainable features can lead to higher construction costs, which might make these homes more expensive.
2. Potential for Gentrification: Despite the priority window for locals, wealthier buyers might eventually move in, pushing up property prices and potentially displacing long-time residents.
3. Limited for Non-Locals: The priority window could limit opportunities for people outside the area who may also want to move in.
4. Ongoing Maintenance: Green spaces and biodiversity features require continuous upkeep to remain effective and appealing.
5. Infrastructure Needs: The success of the development relies on local infrastructure, like public transport, which must be fully developed for the project to reach its full potential.
6. Balancing Cost and Quality: Ensuring the homes are affordable while maintaining high sustainability standards can be challenging.

Conclusion

These private sale homes offer a great opportunity for local residents to own high-quality, sustainable homes in a connected, green community. By prioritising local buyers and incorporating eco-friendly features, the development helps preserve the community's long-term stability while promoting a greener lifestyle. However, challenges like affordability, infrastructure, and maintenance will need to be carefully addressed to ensure the homes remain accessible and sustainable for future generations.



Case Study: Collaton Park

Delivering the Homes Communities Need

Project Overview

The Collaton Park Development, led by Pillar Land Securities (Collaton Park) Limited (a joint development with Pillar Land Securities, Coln Signature Homes, and the Neton and Noss Community Land Trust), is a pioneering example of how a community-focussed, ecological approach can address urgent housing needs. Located within the South Devon Area of Outstanding Natural Beauty (AONB), this development transforms a brownfield site previously contaminated by Ministry of Defence (MoD) uses into a sustainable, low-carbon residential community. The project has been recognised with several prestigious awards:

- National Planning Awards for Best Housing Scheme Under 500 Homes
- Inside Housing Awards for Best Housing Scheme (100-500 Homes)
- National Community Land Trust Awards for All About Community
- The Michelmores Award for Planning for the Future

Key Features

- **125 new homes**, including 57 affordable homes (46%), featuring a mix of 1-4 bedroom properties designed to blend into the local landscape.
- **18 Community Land Trust homes** for social rent, dedicated to local people.
- **Sustainable design** with Air Source Heat Pumps, Solar Panels, no natural gas on-site, and electric vehicle (EV) charging points.
- **Biodiversity gains** with a 12.6% improvement in habitats and 108.5% improvement in hedgerows, far exceeding policy requirements.
- **Community assets:** Green spaces, play areas, a village shop, café, office work hub, and public amenities such as toilets and changing rooms.



Addressing Housing Needs

The South Hams is one of the least affordable regions in the South West, with many locals priced out by second-home ownership. The Collaton Park development addresses this challenge by offering:

- **57 affordable homes** across various tenures, including 18 homes in social rent.
- **68 private sale homes**, with a Primary Residence Restriction to prioritise local buyers and support community cohesion.
- **A mix of home sizes**, tailored to meet the needs of first-time buyers, families, and downsizers, ensuring homes are within reach of local people.

Ecological and Environmental Sustainability

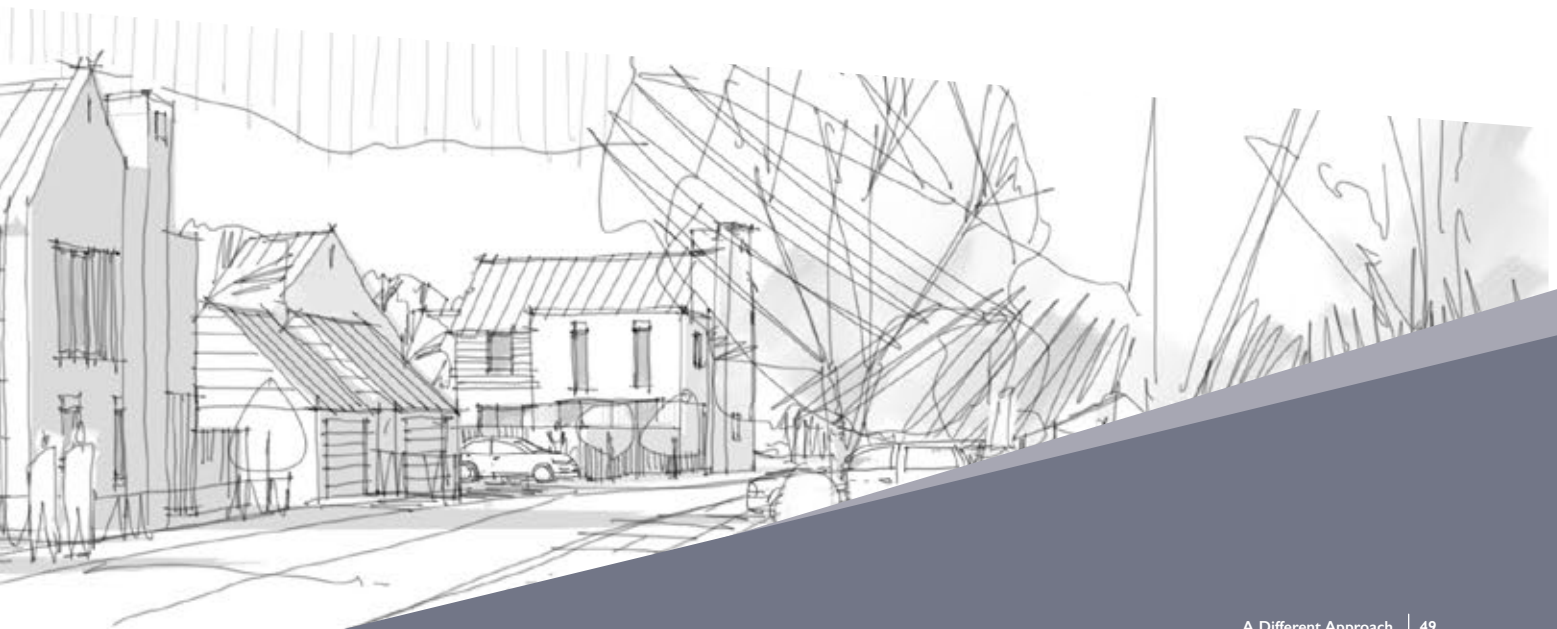
Collaton Park reflects the principles of A Different Approach, with a strong focus on environmental sustainability and biodiversity:

- **Landscape-led design** that enhances local ecology, including bat corridors, wildlife towers, and insect-friendly planting.
- **Sustainable drainage systems (SuDS)** to manage stormwater and create habitats.
- Every home includes solar panels, air-source heat pumps, and promotes a sustainable car club, reducing the development's carbon footprint.

Community Infrastructure

In addition to housing, Collaton Park supports local infrastructure and connectivity:

- Pedestrian and cycle links to Newton Ferrers, improving local mobility and reducing car dependence.
- A new bus stop, bus turning area, and £200,000 investment to improve local bus services.
- Community amenities such as a village shop, café, and office work hub to foster local employment and social interaction.
- A new school bus stop for safe, convenient access to education.



A Model for Sustainable Development

Collaton Park sets a new standard for sustainable, community-driven development, addressing the region's housing crisis while maintaining a commitment to environmental stewardship. The development is an exemplary model of how to balance affordable housing, low-carbon living, and ecological restoration within an AONB.

Endorsements

Newton and Noss Parish Council:

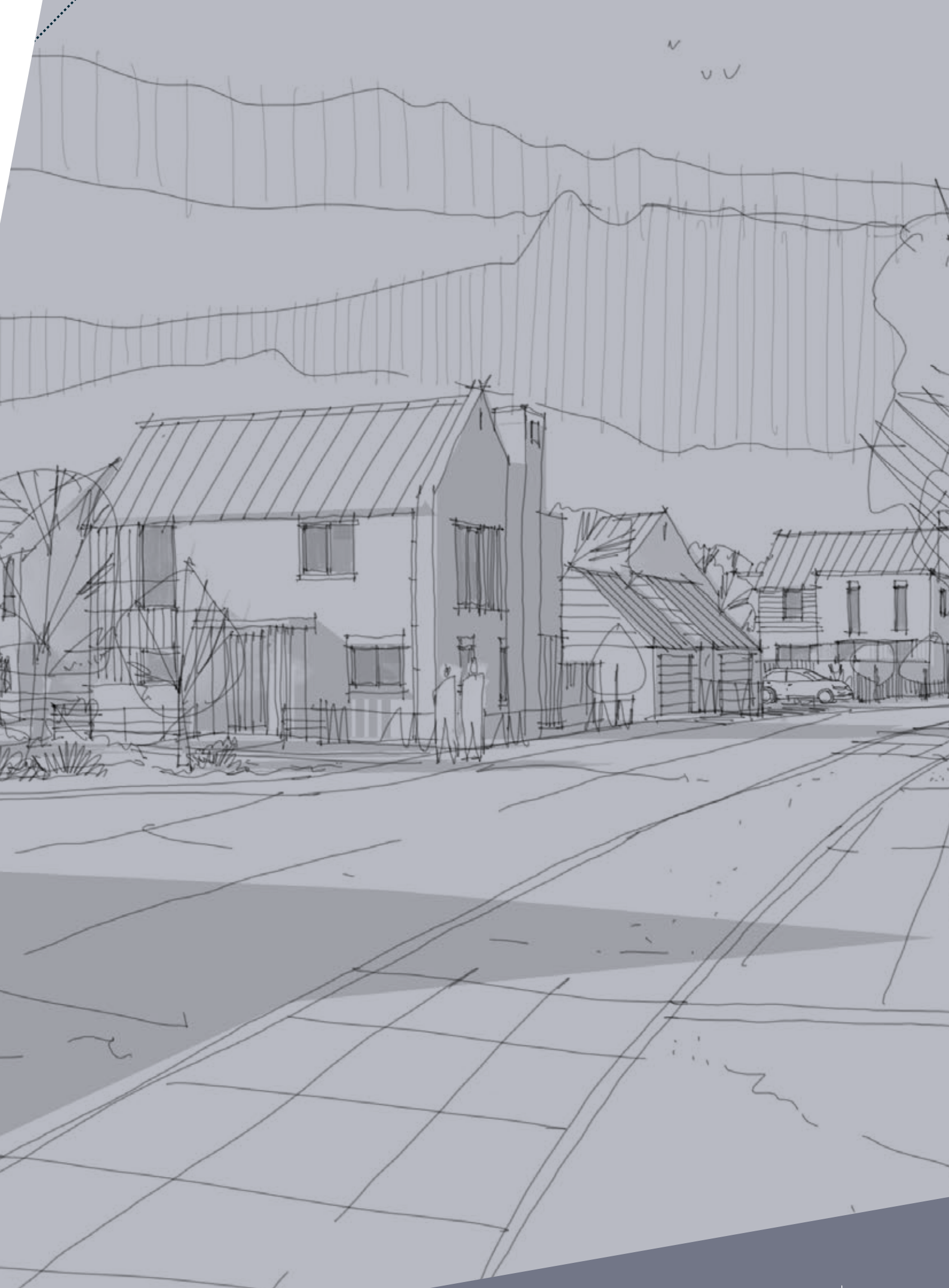
'This application balances the protection of the AONB with the need for sustainable communities. A dying community is not a good prospect for the future health of the AONB.'

South Hams District Council:

'This is a fantastic example of how development can meet local housing needs while enhancing the environment.'

Conclusion

Collaton Park represents a visionary approach to addressing housing needs without compromising environmental or community values. By blending affordable housing with sustainability and biodiversity, it provides a more equitable, sustainable future for the South Hams.



A Different Approach to Sustainability

The future of housing isn't just about meeting carbon targets, it's about creating homes that are durable, comfortable, and environmentally responsible. Sustainable housing should improve quality of life, embrace new technologies, and be designed to last, all while reducing our impact on the planet.

High-Quality Design: Homes Built to Last

Future homes should be designed for longevity, using durable materials like timber, stone, and reclaimed materials. This reduces waste and the need for frequent repairs. The goal is to create homes that adapt to changing needs, such as ageing residents or growing families, so they don't need to be rebuilt or heavily renovated every few decades.

Energy Efficiency: Smart & Practical Solutions

Instead of focusing solely on 'zero-carbon' homes, future housing should be energy-efficient and use smart technology. Automation systems can control heating, cooling, and lighting to minimise energy use. Passive design, such as natural ventilation and good insulation, will help keep homes comfortable without wasting energy. Solar panels or small wind turbines can provide renewable energy, making homes more self-sufficient.

Combining Tradition & Innovation

Future homes will blend traditional craftsmanship, like timber framing and brickwork, with modern technologies. Biophilic design, which connects people with nature through light, plants, and open spaces,



will also be key. These homes will be designed to promote well-being, using natural materials and creating environments that feel healthy and nurturing.

Community & Regenerative Design

Sustainability will expand beyond individual homes to entire communities. Neighbourhoods will feature shared renewable energy, community gardens, and rainwater harvesting. This creates low-impact living spaces and fosters collaboration among residents. Sustainable living will become a collective effort, with communities working together to reduce their environmental footprint.

Waste Reduction: Closing the Loop

The homes of the future will focus on waste reduction by using recyclable or reusable materials. Modular designs will allow parts of buildings to be reused or recycled. Waste systems will include composting, water recycling, and reducing landfill waste, creating homes that minimise their environmental impact.

Beautiful & Comfortable Homes

Sustainable homes don't have to be stark or uncomfortable. They will be beautiful, functional, and filled with character. Good design will create spaces that are both environmentally friendly and enjoyable to live in—places where people can thrive while reducing their ecological footprint.

Conclusion: A Balanced Vision for the Future

The future of housing isn't just about hitting zero-carbon targets; it's about creating homes that are well-designed, energy-efficient, and connected to their environment. By combining high-quality materials, smart technologies, and traditional building methods, we can create homes that balance comfort, efficiency, and sustainability. The goal is to build homes that people love to live in, while also reducing their impact on the planet and supporting community resilience.



Legacy

Building a Lasting Legacy through Housing & Community

At A Different Approach (ADA), our goal is to create housing that not only meets immediate needs but also leaves a positive, lasting impact on communities. We focus on building homes and neighbourhoods that empower residents, support local economies, and foster strong social connections for future generations.

Creating Homes that Meet Real Needs

We design homes with the specific needs of communities in mind - whether for young families, older adults, or people with disabilities. Our homes are affordable, practical, and accessible, ensuring that everyone has a place where they can thrive. By working closely with local communities, we ensure our homes are built for long-term sustainability and support residents' quality of life.

Supporting Independence & Empowerment

Our homes are designed to help people, especially the elderly and those with disabilities, live independently. With features like wider doorways, wheelchair ramps, and smart technologies, we create spaces that allow residents to maintain autonomy and dignity. We also focus on building homes in locations close to essential services, so residents can stay connected to their community.

Building Skills & Supporting Local Economies

By partnering with local contractors and businesses, we create jobs and support skill-building in the communities where we build. Our projects help strengthen local economies by investing in people and resources, ensuring that the benefits of new housing stay within the community.

Tackling Loneliness & Social Isolation

We aim to create vibrant, interconnected communities where people of all ages can connect. Through thoughtful design, such as communal spaces and intergenerational neighborhoods, we reduce social isolation and foster mutual support. Our goal is to build homes that not only provide shelter but also a sense of belonging.

A Collective Effort for a Greater Purpose

We believe that building communities is a team effort. From developers and local councils to residents and businesses, everyone has a role to play. Our commitment to sustainability, community engagement, and economic resilience ensures that we create homes that can grow with the needs of future generations.

A close-up photograph of several footprints in light-colored sand. The footprints are arranged in a path that leads from the top right towards the bottom left. The sand has a fine, granular texture. The lighting creates soft shadows within the footprints, emphasizing their depth. The overall composition is simple and evocative, symbolizing a path or journey.

“

At the heart of sustainable housing and community development is the concept of legacy - the idea that the work we do today should have a positive, long-lasting impact on the people and communities we serve.

A Different Approach team

Impact & Outcomes

Measuring Success

At ADA, we track our impact in three key areas:

1. Social Impact

- Affordable homes for all income levels.
- Reducing housing insecurity and homelessness.
- Fostering social interaction through shared spaces.
- Supporting multigenerational communities and combatting isolation.

2. Environmental Impact

- Reducing energy use and carbon footprints with energy-efficient designs.
- Incorporating renewable energy sources like solar panels and heat pumps.
- Enhancing local biodiversity with green spaces and wildlife habitats.

3. Community Engagement

- Involving local residents in the design and decision-making process.
- Supporting local businesses and creating job opportunities.
- Ensuring developments meet the unique needs of each community.

Next Steps

We invite developers, local governments, landowners, parish councils, and residents to join us in creating a sustainable future. Whether you want to partner with us, invest in housing projects, or find a home, there's a place for you in our mission to build better communities.

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At ADA, we believe in the power of collaboration to create lasting change. Whether you're a developer, a government official, a landowner, a parish council, a neighbourhood plan group, CLT, or a potential resident, there's a role for you in making this vision a reality.





A Different Approach

Together, We Can Make a Difference

A Different Approach is more than just a housing initiative; it's a movement towards sustainable, inclusive, and thriving communities. Whether you're looking to invest, collaborate, or find your next home, we're here to make your vision a reality. Join us on this exciting journey and help shape the future of rural housing today

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Let's build the future of housing, together.

