

Housing Delivery Summit -- The Developer Experience in Dorset

11th February 2014

1. Dorset background

- ✚ PHL has developed in Dorset for many years & has **consistently found excellent & imaginative support** from all LAs/Stakeholders generally across County.
- ✚ Shaftesbury
- ✚ Blandford
- ✚ Wimborne
- ✚ Bournemouth
- ✚ Sturminster Newton
- ✚ Always a steady and sensible market – but sales rate critical
- ✚ **LEP dashboard** tells us house prices back to about where they were at end 2010
- ✚ Affordability is improving (HTB may distort, but confidence is growing as well which will compensate to some extent)
- ✚ Unemployment rate down by 1/3 since 2009
- ✚ Nationally, confidence is returning

2. Experience of Dorset Partnerships

- ✚ Developer need to get its cash out of expensive sites for reinvestment elsewhere at restored rate of return
- ✚ **Similar theory applies** to unlocking frozen opportunities (through high infrastructure) now being considered for **LEP support funding**
- ✚ **Very positive support from HCA** - special initiative/partnership over 4 sites in Wiltshire/Dorset/Hants - (Shaftesbury, Blandford, Salisbury and Andover) – **together with:-**
- ✚ **Very positive support from several HAs** - strong partnership approach secured

3. Specifics - Sites subject to potential LEP funding – Lessons learned from above successes - Essential Ingredients

- ✚ **Imaginative and enthusiastic** mutual support from partners – HA/HCA/LEP/Developer
- ✚ Cross-team **consensus** & collective commitment

- ✚ Imaginative, focused approach & “**flexible/can-do**” determination
- ✚ Strong **Team spirit & sense of urgency**
- ✚ **Significant help** from Planners and Highways
- ✚ **Equitable** but imaginative approach to **base site valuation** based upon true open book viability – traditional DV approach unlikely to be appropriate
- ✚ **Staged** financial land purchase structuring (ROCE or IRR)
- ✚ An appointed experienced **Project Champion**

4. **Involvement of planners/County Council**

- ✚ Early clear commitment needed from LA **including Members**
- ✚ Flexibility surrounding **S106 &/or CIL** arrangements
- ✚ **Imaginative application of planning policy** framework/highway matters

6. **Fundamentals**

- ✚ **Complete team ‘buy-in’** + acknowledgement and acceptance of time consuming nature of proposal essential. **RISK** = pressures from other priorities = dilution of commitment = **failure of project**
- ✚ **Absolute Landowner support** & understanding of principles from outset, flexibility over structure
- ✚ **Open Book approach** to land value = the best chance of **gaining acceptance of last item!**

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