

## DON'T BE MISLED

### Future generations in Modbury are depending on you

Dear Modbury resident

Misleading information has been distributed to homes in Modbury about an aspect of the Neighbourhood Plan. The publishers, funders and distributors of this misinformation have not declared who they are. You are entitled to ask why?

The stated aim of the Stop the Swap campaign is to avoid **genuinely affordable housing** being created for Modbury, in perpetuity, on a site east of Ayleston Park.

#### **Why this matters to you and to Modbury.**

The Neighbourhood Plan has been over five years in the making. It will determine the future of our town for the next fifteen years.

You, the people of Modbury, told us what you wanted for Modbury's future through a series of public consultations. Additionally, a survey back in 2016 was completed by 745 residents. Our job was to find a way to deliver what you asked for through the Neighbourhood Plan.

#### **You made your wishes on future housing policy very clear:**

- 28% wanted owner-occupied homes
- 29% wanted affordable/shared ownership
- 25% wanted social housing

#### **If you want genuinely affordable homes for Modbury, the Neighbourhood Plan will deliver it. Here's how.**

Affordable housing is a term used by the government and by developers. What it actually means is buyers are given a discount (typically 20%) on the local market price. But in Modbury we have two problems. House prices are higher than average and incomes for locally employed people are lower than average. So the 20% discount still doesn't make homes affordable.

Younger generations starting out, older people who would like to move closer to town and hard-working local families on local salaries find there are no affordable homes for them. Many are forced to move elsewhere. **There are some in the community who appear not care what happens to these Modbury people. If you do, you need to say so.**

## **How do we make homes genuinely affordable, for the Modbury people who need them?**

It's simple but not easy. The simple part is to design and build homes to an affordable price, not build to a market price and discount it, where it is still beyond reach.

The hard part is to find an owner of suitable land who will sell at a price that makes affordability possible. Then find someone with the experience and ability to design and build **genuinely affordable homes** that the people who need them would want to live in: well designed, sustainably built, efficient and affordable to run, set in a pleasant environment, with easy access to the towns services, preferably by foot than by car. . . all criteria in the Neighbourhood Plan.

### **Where to build? You told us what you wanted and what you didn't want.**

The number of new homes for Modbury was determined by the Joint Local Plan (JLP) and imposed on us. Our choice was what type of homes and where.

### **Over half of respondents to our 2016 survey wanted affordable or shared ownership housing.**

You wanted one and two bedroom homes not large houses.

Unsurprisingly, people favoured new developments being further away from where they lived. Those that favoured development to the north and west of Modbury have had their wishes met by 133 new homes at Palm Cross.

### **An overwhelming 89% of you said you did not want all the housing Modbury was required to build, to be in one area of town.**

The Joint Local Plan earmarked a site at Pennpark for 40 homes. This part bownfield, part greenfield site is adjacent to the new Palm Cross estate and, **if developed, would create the very thing 89% of you said you absolutely did not want: 173 homes all in one part of Modbury.** Pennpark also has no pedestrian access to town.

### **How the Neighbourhood Plan gave Modbury what it asked for**

A site east of Ayleston Park was proposed back in February 2018 when we circulated to residents an overview of the Neighbourhood Plan in the form of an eight page brochure. It contained diagrammatic maps showing the proposed site but with less homes than Pennpark. An updated version is enclosed with this letter.

After consideration, SHDC agreed to permit the site East of Ayleston Park to be substituted for Pennpark providing it would deliver the same number of homes and meet highway, drainage & flooding, landscape and environmental requirements. This substitution was the subject of a public re-consultation in August 2019 which did not have a high response but gave a clear approval by a margin of 59% to 41% **The Stop the Swap group refuses to accept the result.**

SHDC also agreed to help Modbury by becoming both the purchaser of the land and developer of **genuinely affordable homes**. Those homes would then remain affordable in perpetuity. There would be both rented and to-buy homes. By partnering with SHDC in this way, Modbury would also have a say in the design, build quality, sustainability and landscaping of the entire site not just the affordable element.

Developers are required by government to provide a minimum 30% affordable (discounted) homes on developments of more than 11 properties. They have no incentive to exceed the minimum.

**East of Ayleston Park will have 50% genuinely affordable homes not the minimum 30%**

So now we had an affordable site and a developer of genuinely affordable homes. To accommodate the extra homes, and to meet the community's request for more one and two bedroom homes, the site would have some two storey flats which have proved popular in nearby Tuckers Brook, The Orchard and elsewhere in Modbury.

### **So why all the fuss?**

You have to return to asking the question: "Why is the Stop the Swap campaign group determined to remain anonymous?"

For the last year the Parish Council has had to respond to repeated emails from a small group of residents, objecting to the site East of Ayleston Park. These have included requests for information freely available on the Parish Council's website.

A frequent tactic was to make a false assertion and then ask the Council to address it. These included the farcical suggestion that people would be living in containers. Despite knowing this to be totally false, it re-appears in the Stop the Swap campaign literature.

Wrapped up as environmental concerns, objectors fail to recognise that the private field now seen as so treasured is the same kind of low-grade agricultural grazing land that the houses in Ayleston Park were built on. It is not a Public Open Space but the public footpath, which actually runs along the perimeter, is to be retained. The biodiversity of the site east of Ayleston Park lies not in the field but in the hedgerows which will be retained and protected in line with the Neighbourhood Plan's policies.

There are many false claims in the Stop the Swap campaign's literature and website, too many to list here, but you will find a selection on the enclosed Fact Checker sheet. More detailed information can be found at [www.modburypc.co.uk](http://www.modburypc.co.uk) or [www.modburynpg.co.uk](http://www.modburynpg.co.uk)

**The anonymous group seeks your support, but in giving it, you would . . .**

- **Deny the community the genuinely affordable housing it asked for**
- **Deny generations of future Modbury families a home they can afford**
- **Deny the democratically expressed wishes of the people of Modbury**

**The housing need of future generations of Modbury families is in your hands.**

**If you care, you need to act.**

If you do nothing, you risk Modbury people be priced out of their own town or you surrender their future hopes and dreams to profit-led developers who inevitably build the minimum number of 'so-called' affordable homes. That means Modbury people get what they're given, not what they need.

You can write to SHDC to express your views to them during the consultation period **which ends on 14th September**

**IMPORTANT: This is not the vote, that will come in a referendum later in the year, Covid-19 permitting. This is an opportunity to comment.**

SEND YOUR COMMENTS TO SHDC, it is their consultation. DO NOT SEND YOUR COMMENTS TO MODBURY PARISH COUNCIL.

You can email your comments to the address below or use the form below. Simply tick the box, sign the form, write any comments in the box *then just snap it on your phone and email the image to: **neighbourhood.planning@swdevon.gov.uk*** or write to: Neighbourhood Planning, South Hams District Council, Follaton House, Plymouth Road, Totnes, TQ9 5NE

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I support **genuinely affordable homes** for Modbury people now and for future generations.

Tick box if you agree

Signed.....

Name.....

Other comments I would like to make on the Neighbourhood Plan are below:

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**If you feel you have been misled into supporting the anonymous Stop the Swap campaign you can write to SHDC at the above address or use the above form to advise them.**

I urge you to read the Neighbourhood Plan. It can be viewed and downloaded at [www.modburypc.co.uk](http://www.modburypc.co.uk) or [www.modburynpg.co.uk](http://www.modburynpg.co.uk)

If you do not have access to the internet or have a sight problem and need a printed copy or an enlarged copy, just contact the Parish Clerk at Modbury Parish Council, 2 Galpin Street, Modbury, PL21 0QA [parishclerk@modburypc.co.uk](mailto:parishclerk@modburypc.co.uk) or drop a note through the door explaining what you need or call **01548 830 222** If you are shielding, a volunteer will deliver one for you.

PETER WATTS, Chairman  
on behalf of  
Modbury Parish Council