

SE9

Bringing affordable homes to New Eltham

Pocket Living community consultation
April 2022



Introduction

We are proposing to transform part of the land at the New Eltham Co-op car park into much-needed affordable homes for local people.

Red line plan of the New Eltham Co-op car park land
(the proposed scheme will occupy part of the site)



Thank you for engaging with this community consultation.

Pocket Living is an affordable housing led developer building discounted homes for local first-time buyers. We are proposing to transform land at the New Eltham Co-op car park into much-needed affordable homes for local people. Pocket homes help first-time buyers who live or work in an area to take their first step onto the housing ladder.

Since our consultation last summer, we have been developing our plans for new homes on this brownfield site, based on feedback from local residents and stakeholders. We would now like to hear your views on our proposals.

Getting involved is easy: please just review the plans set out here and have your say by using the online feedback form or emailing or calling the project team directly.

Complete our survey
www.newelthamse9.com

Email us
neweltham@pocketliving.com

Call us
020 3621 0355

A member of our team will answer your call (or if you need to leave a message they will call you back).

The Pocket team will review and take on board all feedback shared through this process and use it to finalise our plans for the site. We then expect to submit our planning application to the Royal Borough of Greenwich in the coming months.

Message from the Co-op New Eltham



Residents at a Pocket Living development



The Co-op in New Eltham

The Co-op has a long history in New Eltham and we are proud to be part of this community

We own the car park next to our New Eltham store and are very aware that it is underused. We believe that this land could be put to a much better use providing new homes we know New Eltham needs. We, therefore, sought to find a partner who could deliver on this ambition and chose Pocket Living because they have a track record of building quality, attractive and, importantly, affordable homes for local people. The chance to own a home is something most people aspire to, but it is increasingly out of reach for young people and key workers.

We want to do something about this and so we hope that by working with Pocket Living, we can build homes that will help local people stay in the community they love.

We chose Pocket Living because they have a track record of building quality, attractive and, most importantly, affordable homes for local people.

About Pocket Living

We sell our Pocket homes at a 20% discount, to people who live or work in the area of the development and earn under a certain amount.

Established in 2005, Pocket Living builds affordable homes for first-time buyers on moderate incomes who cannot afford to buy a home on the open market but earn too much to qualify for social housing.

Many Pocket buyers are key workers: teachers, nurses and police officers. We give these buyers an affordable option to stay in their community and make their dream of owning a home a reality.

Our approach to delivering new housing has been supported by successive Mayors of London from both main political parties.

We sell our Pocket homes at a 20% discount, to people who live or work in the area of the development and earn under the Mayors intermediate housing income cap. This means Pocket homes stay affordable forever.

We know that there is significant demand for affordable home ownership options in the area. 430 local people have already registered their interest in Pocket homes in the Borough and over 2,800 Greenwich residents have registered with the shared ownership website, Share to Buy.

We believe that more affordable homes are needed to help more people in New Eltham into a home of their own. Our proposal for the Co-op car park site would deliver 58 new homes, the majority of which would be affordable.

The demand for homes in New Eltham

430

The number of local people who have registered their interest in a Pocket home in New Eltham.

58 homes

Our proposal for the Co-op car park site would deliver 58 new homes, the majority of which would be affordable with a 20% discount.

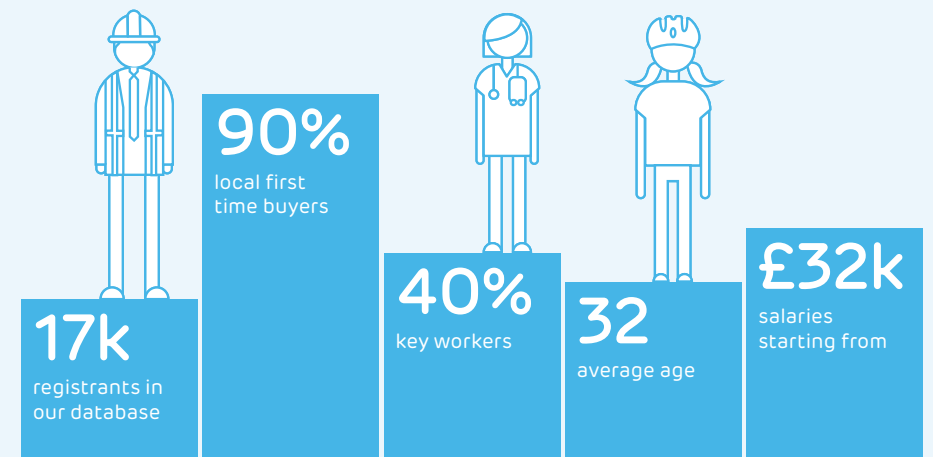
2,800

The number of Greenwich residents that have registered with the shared ownership website, Share to Buy.

20% discount

People who live or work in the area of the development and earn under the Mayors intermediate housing income cap can get a 20% discount on a Pocket home.

Who buys Pocket homes?



Pocket Buyers



Anne, Account Manager and resident at Varcoe Road SE16

"Without Pocket I would have had to move back to the Midlands to save or find a long term partner to buy a flat outside of London as the property market does not favour people who want to live alone."

Anne

"One of the most important factors is that I can walk to work in 10 minutes. So many other key workers have to live much further away from where they work."

Kezia



Kezia, NHS Clinical Psychologist and resident at West Green Place N17



Bolu, finance worker and resident at Harbard Close IG11

"When I came across Pocket Living, I was honestly shocked. I just didn't think you could find anything at that price in London. I also fell in love with the concept and how Pocket prioritises key workers and people from certain industries"

Bolu

Why does New Eltham need more affordable homes?



The area is dominated by large family homes and has an undersupply of one-bedroom housing.

Local housing market

New Eltham is a great place to live but it is becoming increasingly unaffordable for local people. The area is dominated by large family homes and has an undersupply of one-bedroom housing. Young people often have to move away from their families if they want their own space.

New Eltham has also only seen very limited new housing development in recent years, with just the Holland Gardens development on Avery Hill Road delivering significant affordable housing. Without more affordable options on the market, local people will continue to be squeezed out of the area.

Helping key workers stay in their communities

Far too often key workers, who contribute so much to our communities, are unable to put down roots where they live and work. The result is that these key workers have to move further out to be able to afford to buy.

In 2018, a report showed that over half of Greenwich's police officers lived outside of Greater London and, at the time, none lived in Greenwich. With the rising cost of living, we know that for many key workers, things are getting harder and not easier.



A transport 'hot spot'

New Eltham has great public transport connectivity, which is part of the reason it is such a popular place to live. As you'll be aware, trains into London Bridge can take you into the heart of the capital in just 14 minutes and eight trains an hour stop at the train station. It is also a hub for buses, with six bus routes connecting the area.

As we look to be more sustainable, making the most of opportunities to live by public transport hubs is increasingly important to people of all ages and housing needs.

Car parking in New Eltham

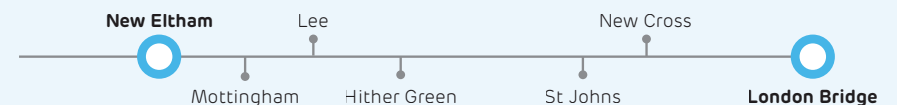
New Eltham has a limited Controlled Parking Zone designed to deter commuter parking whilst at the same time encouraging local people to use the wide range of businesses trading along Footscray Road. Lots of people enjoy the busy high street by walking, cycling or using public transport to get to these shops, but they can also park on the range of local side streets, as well the Co-op car park.

Recent monitoring has shown that most people stay in the car park less than 45 minutes and that for the vast majority of each day, less than a third of its 64 spaces are occupied.

The car park is a highly sustainable and accessible brownfield site but it is significantly underutilised. In an area where local young people are forced to move away when they want to raise a family of their own, and where key workers have to commute in rather than living in the areas they work in and love, we think something needs to change.

...trains into London Bridge can take you into the heart of the capital in just 14 minutes...

Southeastern trains to London Bridge



Our plans for New Eltham



New site entrance



Green walk through to the station

We are also proposing a new and safer access between New Eltham station and Blanmerle Road and retaining half of the existing parking spaces.

Pocket is proposing to build 58 homes on the site of the New Eltham Co-op car park, the majority of which will be one-bedroom homes sold at a 20% discount only to local first-time buyers.

The development will provide secure cycle storage in an attractive landscaped garden. Pocket developments are car free and we actively promote sustainable travel options. The building height will range from three to five storeys. The development will include attractive landscaping, with a communal garden and allotment space.

The car-free development will provide one blue badge space and residents will be restricted from obtaining car parking permits in existing or future CPZ's.

We are also proposing a new and safer access between New Eltham station and Blanmerle Road and retaining half of the existing parking spaces.

Ground plan

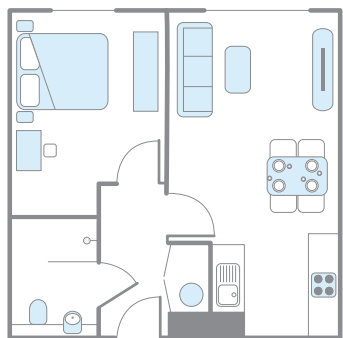


Pocket design



Gardner Close E11, Redbridge (4 storeys)

38sqm Pocket home
one-bedroom layout



West Green Place N17, Haringey (3 – 5 storeys)

Pocket prides itself on the quality of design in our developments. Our team are experts in delivering attractive, efficient and sustainable homes that people love. The Pocket one-bedroom home is space standard compliant and provides all the necessary design features for a first-time buyer to comfortably live and work.

We have won many awards for our high-quality design and the communities we create.

Benefits of this development



View from the junction at Footscray Road and Blanmerle Road



Providing new affordable homes for local people and key workers in New Eltham



A landscaped public route through to the station, which will result in biodiversity gains, replacing the poor existing route



Generating employment through construction



Majority of homes sold at a 20% discount, exclusively to local first-time buyers



Reproviding half of the existing parking spaces



Promoting sustainable travel by providing a car free residential scheme

Conclusion and next steps

Thank you for taking the time to engage with this community consultation. Please share your feedback on our proposals:

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pocketliving.com