



**Good Practice  
(case study illustration)**

**Objective**

<b>Landowner incentivisation</b>	To help bring forward a scheme in a specific area where suitable land is scarce
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**Detail**

Singleton was identified as having a high affordable housing need with very few opportunities to meet that need. A local landed estate (the Goodwood Estate) offered an area of their land for development, on the basis that it would be affordable housing for local people in perpetuity. This is effectively the requirement of our exception site policy.

A deal was struck whereby the land was given to Martlet Homes (now [HydeMartlet](#)) for development for free, on the basis that the Goodwood Estate was able to nominate a household for one of the properties and this was reflected in the [s106](#) agreement. HydeMartlet own the land on a leasehold basis and manage all thirteen properties. Hyde Martlet requests nominations for 12 units from Chichester District Council, whilst the Goodwood Estate is able to nominate local household (this could be a member of their staff) to occupy one of the properties. This is dealt with in separate clauses of the s106, but all households must have a local connection to Singleton.

If the estate does not want to nominate, nomination rights go to the Council and the Goodwood Estate will be given the

## Outcomes

Scheme of affordable housing brought forward in an area with need but a scarcity of available land.

Chichester District Council stated that: *“This is a useful tool for LAs and RSLs to use where necessary, but we think it unlikely that it will be of widespread use to enable large-scale rural affordable housing”*.

**Update - 2012** The basis on which allocations are made been changed and updated above

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Rural Affordable Housing  
Project

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