



Good Practice

Objective

Publicity campaign for rural exception sites

To develop a local understanding about exception site affordable housing and to facilitate debates based on facts rather than myths.

[Understanding the allocations process on exceptions sites](#)

Detail

Broadland District Council has developed a series of information leaflets that explain the mechanism for providing affordable homes for local people. Housing Enabling Officers attend meetings with the Parish Council and public meetings to provide information and answer questions from local residents. Leaflets are distributed to Town and Parish Councils through mailings to Clerks.

The initial work in a community provides reassurance for local residents about the size, design quality and allocation priorities for the new homes. The process, led by the district enabling officer, is resource intensive but this is justified by the success in providing affordable homes for local people. For example, the last exception site scheme in the district resulted in 21 local people gaining an affordable home in the village they are connected to and the parish council are delighted with the outcome.

Broadland District Council works in partnership with the Parish Council and other stakeholders – e.g. [Norfolk Rural Community Council](#) - to deliver this work.

Outcomes

Broadland District Council's Housing Enabling Officers have found that the leaflets help in generating support from rural communities. This was particularly evident in a parish where misinformation fuelled concerns that the new homes being built had already been allocated. Assurances to the Clerk and a supply of the leaflet explaining the allocations process ensured local people were ready to bid when the homes were advertised.

Parish Councillors have also provided feedback that the leaflets are useful to them because they avoid the use of inaccessible terminology and acronyms which helps them to understand the processes, as well as explaining to their parishioners how the housing development will meet local needs.

Update – 2012 The Publicity campaign for rural exception sites continues to work well with 18 new homes been delivered in the current financial year providing 16 homes for people currently living in, or used to live in the community and 2 homes to households from neighbouring villages.

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