



**Good Practice**

**Objective**

<p><b>Landowner and developer information leaflet</b></p>	<p>To provide clear information to landowners as to how they can make their land available for affordable housing – who to contact and how the Council’s Affordable Housing Officer can help them.</p>
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**Detail**

The need for a series of leaflets was identified in the Affordable Housing Marketing and Communications Action Plan agreed by the Affordable Housing Panel.

The action plan identifies the need to produce leaflets for landowners, parish councils and the general public.

Further objectives of the leaflets include:

- promoting interest in affordable housing amongst landowners.
- helping land agents promote interest in affordable housing amongst landowners.
- signposting landowners to other sources of information
- addressing negative perceptions of affordable housing

## Outcomes

The leaflet has increased landowner awareness and interest.

**Update 2012 – The leaflet has been updated and can be found by following the link below**

<http://www.daventrydc.gov.uk/EasysiteWeb/getresource.axd?AssetID=25520&type=full&servicetype=Attachment>

Author: Daventry District Council

Contact: Elaine Ferguson (Affordable Housing Officer)

[eferguson@daventrydc.gov.uk](mailto:eferguson@daventrydc.gov.uk)



Rural Affordable Housing  
Project

[ruralhousing@hca.gsx.gov.uk](mailto:ruralhousing@hca.gsx.gov.uk)

[www.ruralaffordablehousing.org.uk](http://www.ruralaffordablehousing.org.uk)

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