

RYEDALE: Swanland Park, Helmsley (North York Moors National Park Authority)

Helmsley is a traditional North Yorkshire market town within the District of Ryedale, 14 miles east of Thirsk. The town is an established tourist destination and, with a population of just under 3,000 people, it is the largest settlement in the North York Moors National Park. The site itself is in the National Park and is located on the eastern side of Helmsley, just beyond Carlton Road, and on the northern side of the A170.

In 2016, permission was granted to Wharfedale Homes for 60 dwellings on the site of which 24 units were to be affordable. The 24 affordable homes comprise of 13 one-bed flats/maisonettes and 11 two bed houses. These homes are for social rent (13 flats, and five two bed houses), and Discount for Sale (six two bed houses) sold directly to purchasers by the developer with allocations managed by Ryedale District Council.

The scheme substantially accords with the principles set out in the Development Brief for site NYMH1 from the Helmsley Plan, including the key points of the provision of 40% affordable housing, a high quality design, retention of the remnant orchard and a suitable mix of housing including single storey dwellings.

As the land was owned by the Duncombe Park Estate, it was agreed as part of the permission, that the affordable units would be offered first to the Estate. Unlike on another site nearby which had had the same agreement, the Estate declined to take the units and hence Broadacres Housing Association secured all 18 social rented homes.

Ryedale District Council, as Housing Authority, worked closely with Broadacres to hold two open events in Helmsley so that local people could register their interest in the properties, both rented and discount for sale. These events were organised by Colin Huby as Ryedale RHE - this included delivering flyers to every household in the parish to ensure that local people were fully aware of the opportunity.

The lettings criteria was based primarily on the applicant's local connection and housing need with the properties being allocated initially on bedroom need. The choice of tenants and rent levels was determined by the district council in consultation with Broadacres. The homes were completed in March 2020.



Rural Housing
Enablers

