

BUILD-TO-RENT THE LIFESTYLE

PROPOSED REDEVELOPMENT AT:
WELLINGTON WAY, WATERLOOVILLE



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1.0 WHY BUILD-TO-RENT & WHAT IS IT?

Build-to-Rent developments are high quality, purpose-built accommodation for the private rented sector.

The Build-to-Rent development model is supported by Central Government in the Housing White Paper 2017, Draft National Planning Policy Framework and Draft Planning Practice Guidance.

The document highlights how Build-to-Rent will work at Wellington Way.



2.0 WELLINGTON WAY: CO-LIVING

At Wellington Way we will create a way of living that is focused on community. Whilst the residents will rent their own private studio apartment they will benefit from a plethora of communal space and facilities. They will be able to come together to create a unique environment in which they can live and socialise, fostering values of openness, collaboration and real social networking.

The well-designed communal spaces will allow the residents to celebrate a birthday party on the roof top, to immerse themselves into the world of fiction in the private cinema or to host a dinner party in the entertaining kitchen and dining space.

This co-living approach provides an innovative way to create homes, which are affordable by nature of their size, and also promote a strong sense of community.





2. 5 The Rooftop Terrace

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2.4 The Cinema

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2.3 The Shared Courtyard Garden

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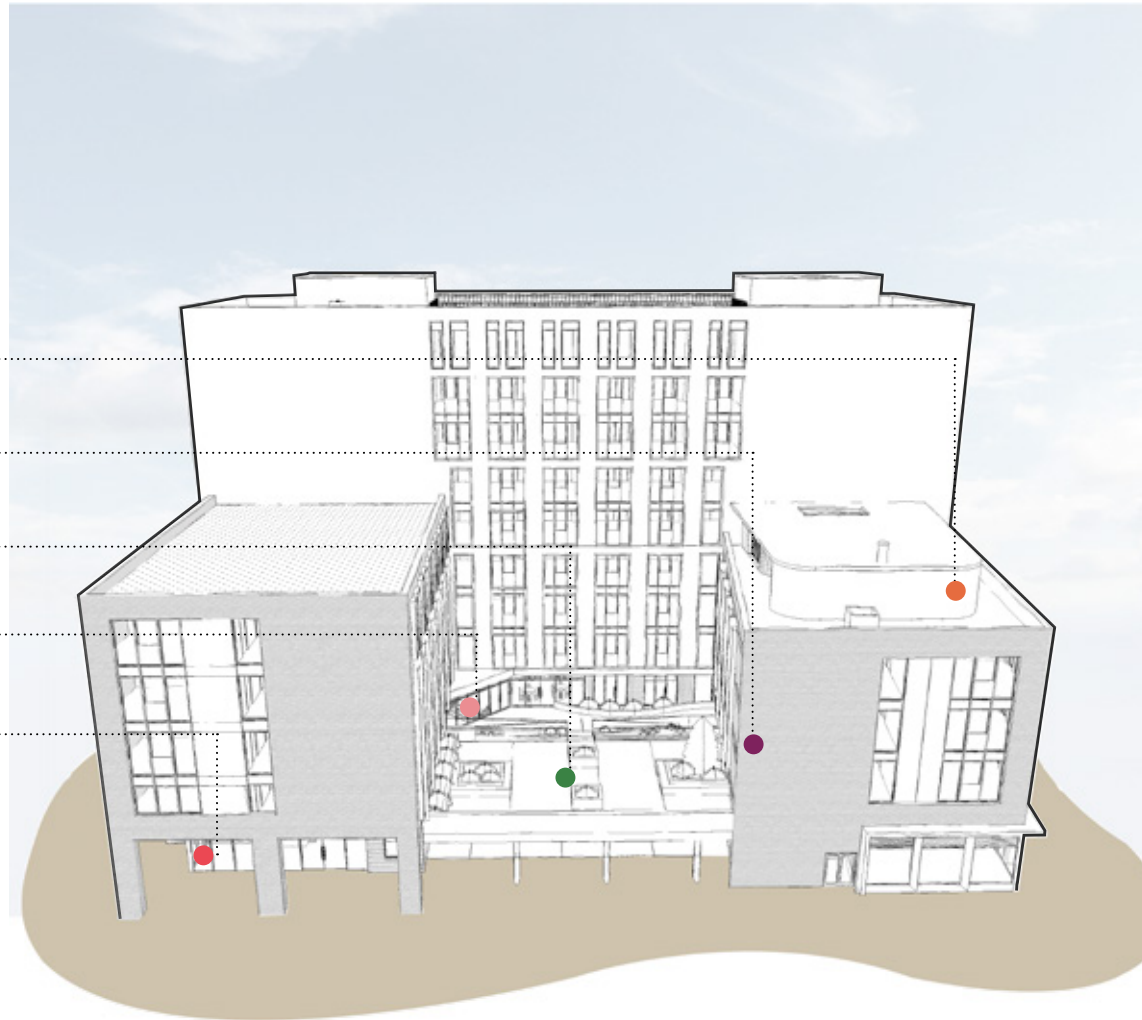
2.2 The Community Lounge

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2.1 The Communal Lobby

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2.1 THE COMMUNAL LOBBY



A 24/7 concierge provides the building with a secure as well as welcoming, entrance into the building.

It creates a meeting point where residents can greet guests or wait for a friend prior to leaving.

The location of the lobby also helps to provide visual surveillance onto the pedestrian route from Wellington Way Car Park to Hambledon Road and the High Street.



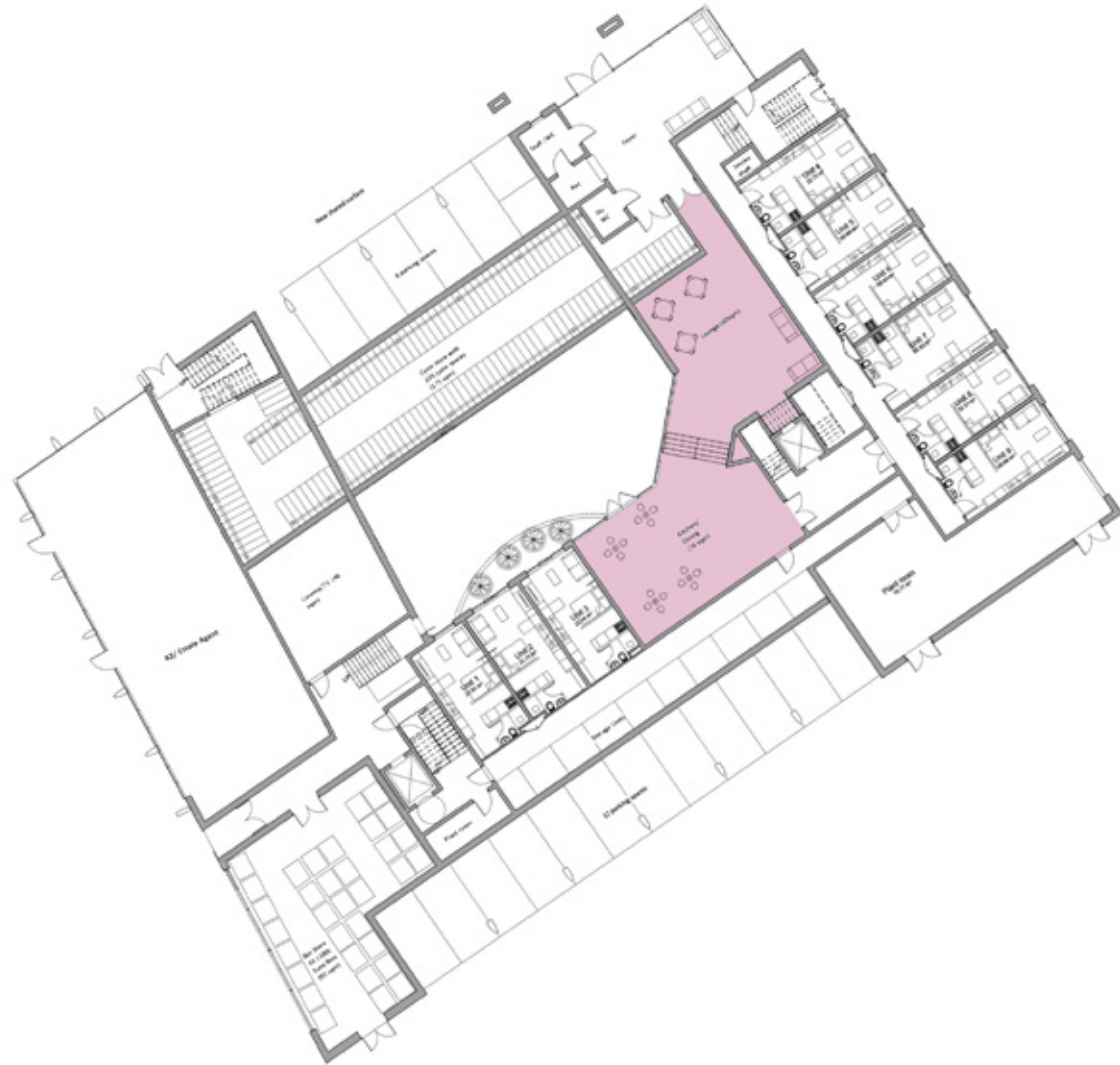


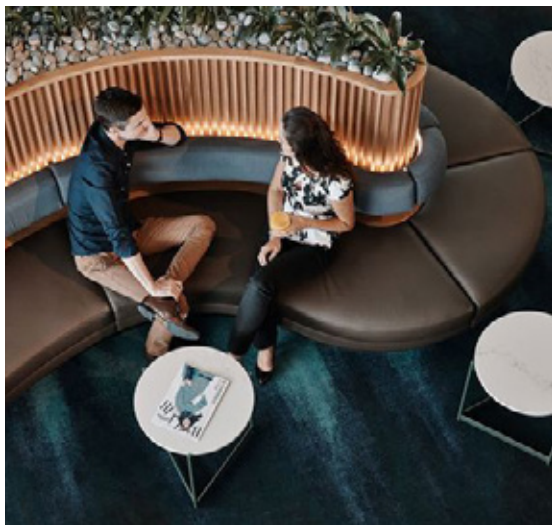
2.2 THE COMMUNITY LOUNGE

The ground floor lounge is a central meeting point for the whole building. It is a flexible area that encourages both social interaction as well as individual working or relaxation. Group fitness sessions, book clubs, healthy eating classes etc. are a few examples of the activities that can take place within the lounge with the flexible space and future arrangements.

The nature of work is changing and this communal lounge provides residents with a social environment to work close to home.

The lounge is situated adjacent to the courtyard, providing a natural green outlook and allowing the uses to spill outside in the summer months.





2.3 THE SHARED COURTYARD GARDEN

A tiered garden is central to the building design, providing recreational amenity space for residents and pleasant outlook for the apartments. The garden is split over two levels with a mixture of grass lawns and flag paving. Large raised planting beds clad in timber will incorporate seating for the residents.

The garden creates an external place where residents can network and socialise in good weather. It also allows residents the opportunity to work remotely in an external green setting, promoting well-being. The garden is raised above the adjacent street level, providing some privacy but still contributing positively to the townscape of Waterlooville.





The cinema will help to encourage interaction between residents with regular 'movie nights' and will also be available for private hire.





2.5 THE ROOFTOP TERRACE



The rooftop terrace with kitchen-dining room and lounge offers communal space for the residents with views over the townscape.

The lounge, which benefits from abundant natural daylight, can be used for both group activities or private relaxation. The kitchen dining room and lounge open up onto a communal terrace, providing a natural transition and link to the outside.

The spaces can also be reserved at no extra cost for private functions such as dinner parties with friends or business presentations.





3.0 THE CAR CLUB

The car club is central to our proposals for Build-to-Rent at Wellington Way.

Car clubs have evolved from local ad hoc arrangements to highly professional, globally- operated businesses which are transforming the way young professionals are using car transport.

3.1 WHAT IS A CAR CLUB?

Car clubs are an efficient way for people to share cars. Car clubs provide access to pay-as-you-drive vehicles for members.

Vehicles are parked in dedicated parking spaces close to the homes and workplaces of car club members and are available on an hourly or daily basis, 24 hours a day, 7 days a week.

Members have a choice of how to book cars in various locations using websites, mobile Apps., or over the phone.

They use this flexibility to enable more efficient travel, by making best use of cars alongside trains, buses, and cycling and walking.

The car club handles the insuring, booking systems, maintaining, cleaning and buying the vehicles.

All of these approaches enable opportunities for better access with lower levels of car ownership, enabling cost savings, social inclusion and better resource use, and using cleaner vehicles.

Policies	Car Club Provides	Benefit
Economic		
Better use of resources	Access to opportunities that would not otherwise be accessible.	More efficient distribution of economic activity and location benefits by enabling more people to travel to previously inaccessible locations taking part in new activities.
Greater disposable income amongst residents	Car club members spend less buying and maintaining cars and have more disposable income to spend within local communities.	Each car club vehicle generates at least £7k in additional disposable income amongst residents plus savings made from driving less. People who drive 6-8000 miles per year save an average of £3,500/yr by selling their car and using a car club instead.
Viable public transport	Opportunities to increase the use of public transport use through the greater flexibility enabled by making a car available as an option rather than a first choice.	More people using public transport helps to ensure that viable public transport services can continue to be provided and some car clubs result in more public transport use.
Environmental		
Lower emission	Car club help to reduce car use amongst their members. Many people cannot depend on electric vehicles as private cars but they can use them most of the time if available through a car club.	Almost 1000 miles per year reduced by each new car club member. Growth in EV usage as a proportion of total car miles.
Energy efficiency	Car clubs have lower emissions compared to the average private vehicle. Car club trips are better planned leading to higher vehicle occupancies.	Average tailpipe carbon emissions for each km in car club car are 49% lower than in average private cars. The average car occupancy of 2.3 people per trip compared to 1.5 people for private cars leads to lower emissions per person per km.
Social		
Access	Access to a car club car enables access to opportunities that would not otherwise have been possible	Typically about a third of car club members join to get easier access to a car to gain additional personal freedom
Safety	Car clubs increase the safety of car travel with higher safety ratings on average amongst car club vehicles.	89% of Scottish car club cars have the highest rating for occupant and pedestrian safety.
Equity	Affordable access to a car without purchase costs	About a third of car club users do not otherwise have access to a household car.

3.2 THE BENEFITS OF CAR CLUBS

Car clubs can bring economic, environmental and social benefits helping to manage progress with goals for sustainable and community development.

Car clubs help Local Authorities to deliver their policy aims and corporate goals. By helping to manage the efficiency and effectiveness of service delivery, developing a car club is a practical step towards better value, cleaner, more accountable and well-integrated travel.

3.3 THE WELLINGTON WAY CAR CLUB

Awareness: As part of their rent, all residents at Wellington Way will receive free membership of the car club. During the welcome and induction by the on-site management team, the benefits and operation of the car club will be fully demonstrated.

Ride-Sharing: Our car booking App. will automatically recommend ride-shares. By tracking the journeys of individual users, the algorithm within the App. automatically matches drivers who regularly make the same or very similar journeys. Before booking, the driver will be asked "Would you like to share the cost of this trip?" and so the guesswork is taken out of sharing the use of cars. The 18 car club vehicles become able to transport up to 90 residents and the cost of trips falls to less than the same journey by public transport.



4.0 CYCLE SHARE SCHEME

In addition to the car club, the Wellington Way development will have a bike club for residents, with a mixture of traditional and electrically assisted bicycles. In the same way as the cars, these bicycles will be managed and maintained on behalf of residents, with membership of the scheme included with residents' rent.

Like the car club, this cycle share scheme provides a number of benefits both to the residents and the local environment. By sharing with others, individuals can use bicycles on an 'as-needed' basis, without the costs and responsibilities associated with ownership. In doing so, the scheme allows people who may not otherwise use bicycles, to enjoy the benefits of cycling. Other benefits include transport flexibility, reductions to vehicle emissions, health benefits, reduced congestion and fuel consumption and financial savings for individuals.



5.0 HOW WILL THE BUILDING BE MANAGED?

Lettings

In the absence of agents and letting fees, letting a home within the development will be easier and cheaper for residents than with traditional rental properties.

The homes will be advertised through Internet listing portals and viewings will be taken by the on-site management team. An online portal will be available for residents to enable online referencing and execution of tenancy documentation.

Tenants will pay one monthly payment with all bills included, taking the hassle out of renting.

On-Site Management

The development will benefit from an on-site management team who will be responsible for looking after the residents, the building and the outdoor amenity spaces.

The management team will ensure that both the building and the outdoor amenity spaces are maintained to a high standard. This includes ensuring the development is kept clean and tidy and any repairs are undertaken promptly.

The management team will organise events and activities in the communal areas and facilitate the booking of these spaces for private use. An on-line booking system will be available for residents.

