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Boost for Fenland as new affordable homes are completed

A new housing development in Wisbech, Cambridgeshire has been celebrated at a special event marking the first time Fenland District Council has worked with one of the Midland's largest housing associations.

Platform Housing Group, which manages almost 50,000 homes, has worked with the local authority and builders R G Carter, to produce Skylark, a 137 home site offering much needed housing for the area via 30 shared ownership properties and 97 affordable rented homes.

Elizabeth Froude, Group Chief Executive at Platform Housing Group said: "This is the first time we have worked with Fenland District Council and we are absolutely delighted to see this development come to fruition, providing local people with a place to call home. We are committed to providing more such homes in the area and look forward to strengthening our partnerships in the region."

Neal Wheatley, Director and General Manager of R G Carter Lincoln said: "We have been delighted to have worked in partnership with Platform Housing Group to deliver the new Skylark development in the town of Wisbech. It is great to see these much needed houses now complete, ready for residents to enjoy within the community."

Councillor Samantha Hoy, Fenland District Council's Portfolio Holder for Housing and town, district and county councillor for Wisbech, added: "We have worked closely with Platform Housing Group throughout this exciting project, so I was delighted to join representatives at Skylark recently to see how our shared vision for the site has become a reality.

"We look forward to working with the association again in future to help meet the housing needs of local people for years to come."

Cambridgeshire County Council's Smart Journeys team have also been key to the development, working to bring residents' sustainable travel solutions for moving around the area.

Sharon Forbes, Sustainable Travel Planning Manager from Smart Journeys at Cambridgeshire County Council said: "Smart Journeys aim to encourage and support Skylark residents with their daily sustainable travel needs, where possible, whether it be to commute to work, school, college, going to the shops or



heading out for a day trip with friends or family. Sustainable and active travel, for example, like bike riding or walking not only helps promote good physical health and mental wellbeing but also connects people, bringing communities together. We understand that there can be barriers travelling more sustainably due to challenges with transport infrastructure; however, we endeavour to look at ways of making sustainable travel as accessible and seamless as possible.”

Smart Journeys and Platform have been working in partnership to provide new residents with a travel pack, helping customers make sustainable transport choices from the outset; it can be accessed at [Elm High Travel | Platform Home Ownership](#)

At an event at the end of September, representatives from all of those involved met at the site to look around the development and one of the new homes, meet residents and chat through the work completed. At the same time, the Smart Journey’s team ran a free drop in session for free bike maintenance and hand outs of useful information.

The development represents a complete transformation of the land which was formally owned by the College of West Anglia.

ENDS

Links

Photo caption : l to r, Councillor Samantha Hoy, Fenland District Council’s Portfolio Holder for Housing and town, district and county councillor for Wisbech; Sharon Forbes, Sustainable Travel Planning Manager from Smart Journeys at Cambridgeshire County Council; the Mayor of Wisbech, Councillor Sidney Imafidon; Elizabeth Froude, Chief Executive Officer at Platform Housing Group and Gerraint Oakley, Executive Director, Growth and Development at Platform Housing Group.

Editors Notes

- Platform Housing Group owns and manages more than 49,000 homes across the Midlands, with a portfolio that includes social and affordable rent and shared ownership houses. The group has G1 governance and V1 financial viability ratings from the Regulator of Social Housing and A+/A+ credit ratings from Standard and Poor’s and Fitch.

