



Human Nature

Human Nature Simple Statement of Delivery The Hethel Project

Human Nature is a sustainable development company led by senior executives from capital markets, asset management, global, purpose-driven retailing, real estate, strategic land, planning, design, community action and environmental campaigning. The team is drawn together from people with backgrounds in senior Director roles in Aviva Investors, RGCarter/Morgan Sindall, IKEA, Aecom, Beyond Green, and Genesis Consulting Group. We have worked on some of the UK's biggest, most prestigious and successful developments including the Olympic Legacy, Fitzroy Place, major regen schemes in several English cities; we pioneered much of the planning and design thinking now informing the Garden Community movement. We also have strong links in and affection for Norfolk. Our MD for the Hethel project is a well-known, respected and trusted local figure.

A portfolio of remarkable places

We are growing a portfolio of beautiful, remarkable places that deliver fair returns for investors while achieving breakthrough social and environmental impacts, regenerating communities and nature, creating jobs and building the future Circular economy.

We focus on *where we live* - making whole places and associated infrastructures so that all can have a better everyday life within the planet's means.

The old models are broken. In strategic land, schemes are often overblown and undeliverable, poorly located, dependent upon expensive road infrastructure, car travel and separate homes from employment. Land promoters plan and design solely to flip, trading land for excessive prices to volume housebuilders who then build cheaply while still often missing the price points that ordinary households can reach. Housing monocultures are desultory - remote, lifeless, car-dependent. The granting of planning consent triggers a growing sense of dread as we carpet the countryside with inherently unsustainable development.

But communities, planners, politicians and indeed many *investors* now demand more. There is a sea change. The experience of COVID, the neglect of public health and growing recognition of climate and natural world emergencies, coupled with the UK's hosting of COP26 this year in Glasgow (to refresh the

world's commitment to addressing climate change), is rapidly switching the agenda for development.

We need new models of public/private partnerships, stewardship, and investment. But even these are not enough. We also need new types of plans and designs; innovative methods of construction with designs to suit; faster delivery; more affordability; stronger cashflows, and developers who will develop and not just sell parcels to the highest (but low denominator) bidders.

The Hethel Project is a jewel in Human Nature's crown. A new 'Garden Community', it has the scale and the location to enthuse and engage our investors, best planners and designers and capture the imagination not just of Norfolk families but also national and international governments and developers.

Innovation for the accelerated delivery of affordable homes

Working from the rock-solid foundation of a secure call option on the land and a guaranteed price, we will innovate in the following principal ways:

- grow a patchwork of gentle mixed-use villages or hamlets that gradually stitch together to make the whole. This gives the ability to create finished communities from day 1 which in turn supports faster absorption.
- deploy 5 simple bespoke, largely timber, housing typologies (the Hethel suite) for 80% of the homes with 20% specials. There are no compromises in the design however - our in-house architects and researchers are working with 6 leading specialist UK architects and expert structural (Expedition and AKGT11) and world-leading environmental engineers (AtelierTen) to develop our own cost-effective, beautiful 'raw+craft' timber homes created via our 'build&design' methodology
- The rigour and discipline this brings to supply chain management, economy of scale, local manufacture and assembly, sets in train a virtuous cycle that does three principal and hugely valuable things, it a) ensures radical affordability (we can build at a cost equivalent to volume housebuilders but with arguably far better product) which in turn speeds absorption, builds confidence, economies of scale and efficiency in the supply chain, b) it significantly reduces investment risk and accelerates overall delivery and c) houses ordinary families well and incredibly quickly, meeting regional housing targets at an unprecedented clip with carbon positive development
- The raw+craft timber homes are low embodied carbon, resilient, fabric-first units of simple construction, natural materials, generous proportions, loose-fit and minimal finishes and fitout. This increases affordability, speed of construction, deliverability and critically also, adaptability. The homes learn and grow as families evolve and change. Some of the typologies lend themselves to comparatively easy self-commissioning and some of the

specials can be self-build. We propose that self-commissioned homes will be a significant component in our delivery. And each home gets its own 'Haynes' type manual for maintenance, repair and enhancement

- We will sell parcels of land to partners who can follow our design code and there is plenty of room for smaller builder-developers to participate. We like the richness this will bring to the grain of the scheme. But mostly, we will build our own homes - making our honest return from direct development and partnering not from land sales. In this way we fulfil much of the stewardship model of development where, as sole landowner, we are also developer - and asset owner - squaring the circle of effective development economics and giving more certainty in delivery.
- We offer multiple different tenures and price-points within the mostly affordable range from co-housing, shared-ownership to BTR, utilising the 12 different market segments being established in our £350m Lewes sustainable urban neighbourhood project
- The majority of homes will be assembled and finished on site by a bespoke, trained workforce creating hundreds of jobs and building the skills base in the Norfolk (Circular) economy
- As WSP has demonstrated in their study for Human Nature, c3,000 homes can be built - half of the scheme - without significant investment in new road infrastructure. They tell us that our proposals represent a pioneering approach to sustainable movement of national/international significance
- Utilities will be distributed, environmentally advanced and connected by a local grid, established with our energy and water partners
- The green spaces designed by outstanding landscape architects and ecologists - led by Andrew Grant (Grant Associates, architects of the famous Gardens of the Bay in Singapore), Periscope and Ecology Solutions (from our £450m Chiltern Valley scheme), will be highly productive in terms of local food, invertebrates, bird life and other wildlife. We intend creating a new kind of ecology park as a centrepiece of the scheme which will become a regional attraction. This will be woven into a network of green and blue infrastructure extending across the wider area, connecting with and enhancing existing habitats of significance
- The whole project will be modelled around and evaluated against a unique new total footprint sustainability tool developed by our partners, True Footprint. This software-based tool enables far more precise accounting of all forms of social and environmental impacts
- The urbanism we propose is loose-fit and diverse for each village with plentiful high-quality and highly productive green space and infrastructure.

As the patchwork of villages assembles, the centre will evolve growing in tandem as critical mass arrives. A centrepiece will be a new secondary school developed with our international education partners, LearnLife. We will find a partner too for an intergenerational community with all forms of assisted living to meet different stages of dependency and with integrated social care.

- We envisage that a settlement with this degree of innovation and game-changing sustainability will attract major brands to participate commercially and as a location for offshoot offices and enterprises. We have the great benefit of the proximity of the County Innovation centres and the world-renowned Lotus business. The clustering of this business and engineering excellence provides a strong platform to grow employment from while also providing an at-hand market for our homes
- We propose to hold substantial assets at Hethel - social and open market rental homes, commercial spaces, leisure attractions of various kinds and educational businesses such as nurseries and LearnLife (a joint venture).

Public/Private Partnership

We shall be delighted to explore and enter into an appropriate form of public private partnership with GNDP and individual LA's within the GNDP provided this does not dilute the driving concepts at the heart of the innovative delivery. We see no reason why it should since this is the golden key that unlocks the accelerated delivery of high-quality affordable and sustainable homes. The GNDP can buy into the scheme, be a joint landowner, secure land to build directly through public interest entities and own assets of various kinds. It could also have preemption rights in the unlikely event that Human Nature fell away. We would have a joint Board with perhaps SPVs for subsets addressing particular development parcels, house types, villages and commercial assets in the scheme.

IMPACT investment

Human Nature has a team of three experienced investment and asset managers. We are in conversations with a wide range of investors with private equity, debt, direct funders of individual market/housing segments, all of whom are actively looking for schemes that deliver the IMPACT returns we can offer as well as the excellent economic returns that accelerated delivery here at Hethel can provide.

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