

East London affordable housing scheme from Pocket Living submits planning application



Pocket Living submits planning application for an East London 100% affordable housing scheme for first-time buyers near Snaresbrook station

Pocket Living has submitted a planning application for an East London **affordable housing development on land adjacent** to Snaresbrook station.

The submission also includes plans for a new pathway for the local community.

The scheme is car-free for residents, with the exception of blue badge parking, and utilises land that is currently used as a car park to deliver the East London 100% affordable housing scheme.

The East London affordable housing scheme has over 900 applicants already

The proposed scheme will deliver a total of 74 affordable homes comprising 73 one-bedroom apartments and one two-bedroom apartment.

The proposal will represent 15% of the Council's annual target for affordable homes.

All of the homes will be available at a 20% discount to market value to local first-time buyers who live or work in the London Borough of Redbridge; 900 of which have already registered their interest in buying a Pocket home.

Pocket's discount scheme for first-time buyers has proved incredibly popular

This application follows Pocket Living's Gardner Close development in Wanstead, which completed in 2021, and delivered 20 discounted one-bedroom homes for local first-time buyers. Pocket received **over 400 enquiries from local residents** interested in buying an apartment at Gardner Close.

Esther, a local primary school teacher, who bought a home at Gardner Close said: "When I saw an ad in the local paper for affordable Pocket homes, I couldn't believe it – it suddenly seemed possible to buy a home in the area I live and work".

The scheme recently won 'Best Use of Brownfield Land in Placemaking' at the Planning Awards 2022.

Developing brownfield land to deliver affordable housing in East London

The proposal at Snaresbrook demonstrates Pocket Living and TfL's continued collaboration to deliver affordable homes on **underutilised brownfield sites** across London.

In 2020, Pocket Living received planning permission to deliver a 100% affordable scheme of 86 homes on former TfL land next to Woodside Park station in Barnet, due to complete in summer 2023.

Thomasin Renshaw, Pocket Living's development director, said: "The Government's **'brownfield first'** policy has further emphasised the importance of delivering future homes in well-connected locations such as Snaresbrook. We are delighted to be continuing to proactively work with TfL on schemes that will ensure homeownership opportunities for the next generation of Londoners."

Ben Tate, head of property development at Transport for London, said: "Working with Pocket Living, we are pleased the planning application to deliver a new affordable housing scheme in Snaresbrook has now been submitted.

"We strongly believe in using our land to help tackle the housing crisis and deliver the new homes that the capital urgently needs, while also generating vital revenue to invest into London's transport network."