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PRESS RELEASE

Chief Executive of National Housing Federation shows support for Severnside's new initiative

Severnside Housing and Severn Homes were delighted to welcome David Orr as the official guest for the recent ribbon cutting ceremony at Rowland Court, Abbey Foregate, Shrewsbury.

Rowland Court is the flagship development for Severn Homes, which operates as a division of Severnside Housing, managing private sales, private rentals and shared ownership properties.

Formerly known as Heaths Houses, the site housed 88 one bedroom flats and bedsits which, due to the age of the building, were no longer fit for purpose and hard to let. A feasibility study concluded the redevelopment for open market sales and rent was the preferred choice, with the proceeds being used to subsidise the provision of affordable housing.

The resulting Rowland Court is a successful mixed tenure site that Severnside and Severn Homes are extremely proud of. Working in partnership with local estate agent, Monks, it is Severn Homes' first venture into the outright sales market and has been a positive boost in their growing portfolio of market rent and shared ownership properties.

The Government's policies and further cuts to welfare and public spending make it increasingly difficult for Housing Associations to continue working as they have done. There is a strong need to diversify activities with the intention of protecting tenants and communities.

David Orr, Chief Executive at National Housing Federation said, "Rowland Court is a great new development which has really improved the look of the area and provided high quality new homes for sale and rent. Severn Homes and Severnside Housing should be really proud of what they have done and for being bold and imaginative in making the very best possible use of this site."

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Peter Donovan, Resources Director at Severn Homes said “Severn Homes is delighted with the successful mix of tenures, providing a balance of high quality homes for sale, rent and shared ownership close to the centre of Shrewsbury.



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