



North Whins Sales Criteria

General Information

Duneland is inviting formal offers and proposals for identified plots within the proposed North Whins development.

The Invitation Period is open from 11th March 2019 – 11th May 2019.

No offer will be formally accepted, or sale concluded, until the Invitation Period has closed.

In the event that Planning Permission in Principle from Moray Council has not been granted by the closing of the Invitation Period, any offers that are accepted and/or missives exchanged thereafter will so proceed on a 'subject to Planning Permission in Principle' basis.

The Plot Price List is attached to this proposal. All plots will be sold for the listed price based upon the criteria laid out in this document.

The Plot Price List may be changed by the Board if circumstances change or the offers/proposals or other feedback received through the invitation process evidence a need to do so.

All offers and proposals received during the Invitation Period will be considered together in the context of the whole.

It is important to note that Duneland Shareholders have a first right of refusal to purchase plots from the Company. The Shareholders were asked toward the end of 2018 whether they wished to exercise this right. Several Shareholders have since expressed an interest. None have stated an intention to consolidate that interest into a formal offer at this time.

It is the goal of the Company that North Whins emerge in a way that truly respects, advances and serves to fulfill all that this wonderful and diverse community is about. We sincerely hope that all offers & proposals will genuinely align with the Community's Common Ground and encourage all who participate to reflect upon their offer or proposal to ensure that it does. This is not a specific criteria – it is the foundation of all the criteria.

How This Policy Has been Developed

Duneland seeks to support the Park Eco-Village Community's aspirations in respect of housing and physical development. It has therefore considered the following in the preparation of these guidelines:

1. Part 1 of the North Whins Vision Brief, which was informed by the results of the first Duneland consultation undertaken in July 2017.
2. General feedback across all mediums received throughout the recent 2018 consultation process.



3. Enquiry Circle Draft Housing Statement, in particular:

That housing design should:

*“support a diverse, multi-generational community
support the community’s values and principles
enhance social interaction and connection”*

That any new housing development in the Park should aim to provide homes for:

- *Young adults (18-35)*
- *families*
- *community key-workers*
- *community elders retiring from service*

Further that:

“We also seek environmentally sensitive and efficient buildings.”

and

“We aim to demonstrate that we are a living practical experiment, creating places of beauty and harmony with nature, through co-creation with the intelligence of nature and demonstrating respect for all living beings.”

4. The results of the collaborative process facilitated by the NFA where the community was openly invited to contribute ideas to the development of this document and a community-nominated group formed to represent the community voice in an exercise to agree the appropriate treatment of each idea.

Sales Procedure – Criteria for Assessment of Offers & Proposals

Plots will not be sold on a first come first served basis, and will not necessarily be sold to the highest bidder.

Where more than one offer/proposal is received for a given plot, the project which is selected will be the one which most fulfills all of Duneland’s aspirations for North Whins without undermining the financial viability of the project.

Therefore offers/proposals will be considered with regard to the following criteria:

In addition to the financial strength of offer/proposal, the following criteria will be used to assess which offer/proposal will most fulfill the community’s aspirations for the project:

1. How well the proposal meets the aforementioned aspirations of the Enquiry Circle Housing Statement.
2. The extent to which the proposal enhances or supports the community’s core purposes.
3. How well the proposal is grounded in the co-creation with nature principle, and what specific steps the proposal stipulates to evidence its respect for this principle.



4. Who will control/own the homes that would be built as part of this proposal.
5. The extent to which the sale captures increases in value for general community benefit.
6. The extent to which the proposal supports the advancement of the community's affordable housing objectives.
7. Priority to offers which seek to capture future value
8. Priority to offers which create community owned rental property
9. Priority to those aligned with community involvement
10. Priority to purchasers who want to reside here rather than invest in property except those who are specifically fulfilling affordable housing objectives

Where there is an offer for a plot from a purchaser willing to complete with immediate effect, this will not necessarily preclude a community group or individual who submits a proposal which has a specific community-benefit orientation from participation if they are not able to complete the purchase of the plot within the same time frame.

Proposals may be considered that require a deferment of either sale completion or payment where the proposal is adequately grounded and realistic.

Even where a proposal is not fully formulated, extra time may be given to do so if the proposer(s) are able to evidence sufficient capacity, focus & intention to follow through on their outline proposal.

Where an offer or proposal does not fulfill financial criteria as comprehensively as another offer or proposal, it does not mean that the offer or proposal will be rejected. If enough of the aforementioned community-benefit-oriented criteria are met over and above the financially preferable offer/proposal, then the offer/proposal in question may still be selected if the North Whins overall project cash flow is in a position to support it. Such matters will be assessed by the Duneland Board on a case by case basis in the context of other offers/proposals for other plots and the financial health of the project as a whole.

Additional criteria for selection of developers of multiple residential units

This applies to any individual or organisation interested in buying more than one plot on North Whins, with the specific intention of building, and then immediately selling on, multiple residential units.

The criteria are:

1. Demonstration of past experience/track record of developing a multiple property project
2. Overview on what they would plan to build, including (if possible) rough sketches and number of bedrooms, and intended target purchasers
3. Production of a business plan for their development, including projected sale prices and overall profitability. Our intention is that developer profit is reasonable and not excessive.
4. How a developer would seek in practical terms to provide benefit to the community with their involvement.