Something hardwired into British people's psyches makes them want to own a home. That's fine – but if you can't afford to buy a house, you shouldn't be ashamed of renting one. My view is that there's nothing wrong with renting. The fact that repossessions are rising adds to the demand for more houses at affordable rents.

There is a pronounced lack of affordable housing in parts of the West Country. So, in the early 1990s, I donated six acres of farmland for a scheme to build housing in my village of Pilton, Somerset. I made one condition in gifting the land: that the properties built on the site would be for rent only, so there would be no profiteering.

The council initially wanted the houses to be part of a shared ownership scheme, but I was adamant that they should only be for rent. One of the problems in Pilton was that all the council houses had been sold under right to buy.

There are now 18 affordable homes for rent on the site, run by Hastoe housing association, and we've just received funding for another four. The houses are for local people with a strong connection to the village – for families with young children and people wanting to start a family. The aim is to provide homes for local youngsters so they don't get drummed out of the village by high property prices.

Rents are between £60 and £70 a week – roughly half the cost of private sector rents.

The houses are affordable for families with young kids, and the rate is low enough to allow one of the parents to give up work to look after a baby.

The properties would be worth about £350,000 on the open market, so local people couldn't afford to buy them.

We wanted houses that were acceptable to other village residents, so we built them with stone taken from the farm quarry.

It's a very attractive site and in the 16 years I've been running this, no one has moved out. People love these houses and families are queuing up to take the next four.

We have a great community in Pilton, with plenty of people involved in the local working men's club, football team and village school. It helps to maintain the fabric and values of village life.

But you've got to help people who belong to the community to stay once they move out of their parents' home. Without affordable rented homes for young people, the character of the village would change. It would become a dormitory village for Bath, Bristol or Yeovil.

My ambition is to keep the village flourishing in the traditional way. We've got people with skills such as joinery, roofing and plumbing who make a big contribution. Pilton is a colourful village because of this. The pubs are busy, there's a quality of rural life that seems to be disappearing elsewhere.

Other villages have been sanitised. We're not against roses around the porch and glistening white walls. But you need the buzz of children playing, tearing around on their tricycles in the evening, playing conkers and all that. Funnily enough, it makes the village more valuable because people think it's a hell of a good place to be.

There will be 22 affordable homes for rent in the village, which has a population of 900. I want to know how we can take what we have done and transmit it to other villages around the country.

Planning isn't the problem – the parish council kicked the scheme about a bit, but it went through nicely. It's getting people involved who are enthusiastic enough and who own land in the right place. It needs someone to drive it through and get the local council to act.

It took me a long time to get this going initially. We need a proper mechanism for the procurement of land and for more landowners around the country to come on board.

Michael Eavis is a farmer and organiser of the Glastonbury festival.