

2017 - 2021

TELFORD HOMES SOCIAL IMPACT REVIEW



INTRODUCTION



In 2016, Telford Homes established its Building a Living Legacy Sustainability Strategy which set out a commitment to economically, socially and environmentally responsible development, and creating places that stand the test of time and which make a positive long-term contribution to London's built environment.

In the period since, Telford Homes has rapidly developed a reputation as being at the forefront of built environment sustainability; placement at the top of the Next Generation Housebuilder sustainability rankings for the past two years is partly testament to this.

This report explores the social and community footprint of Telford Homes across London over the past five years, examining the local impacts achieved at the schemes completed across London over that period.

It draws on existing information from within the business on the performance and impact of each development, alongside a programme of engagement within external partners to gather additional insights, experiences and reflections.

RESEARCH THEMES

1. FUTURE LIVING

Our lives are shaped by how and where we live; the past 5 years have seen fundamental shifts in living demands, habits and standards.

Telford Homes' developments have needed to adapt accordingly: The Forge, one of a number of new Build to Rent projects, contrasts with Gloucester and Durham, part of an estate regeneration in Brent proving 100% affordable homes.

2. BUILDING COMMUNITIES

The need to respond to the Mayor of London's vision for 'good growth', alongside a growing focus on inclusive economy and community wealth building approaches across London Borough's.

Bow Garden Square provides a school, mosque, community space and new homes directly supporting the capitals ambitions for sustainable and integrated communities, whilst Bermondsey Works also successfully brings residential and educational uses together.

3. VIBRANT PLACES

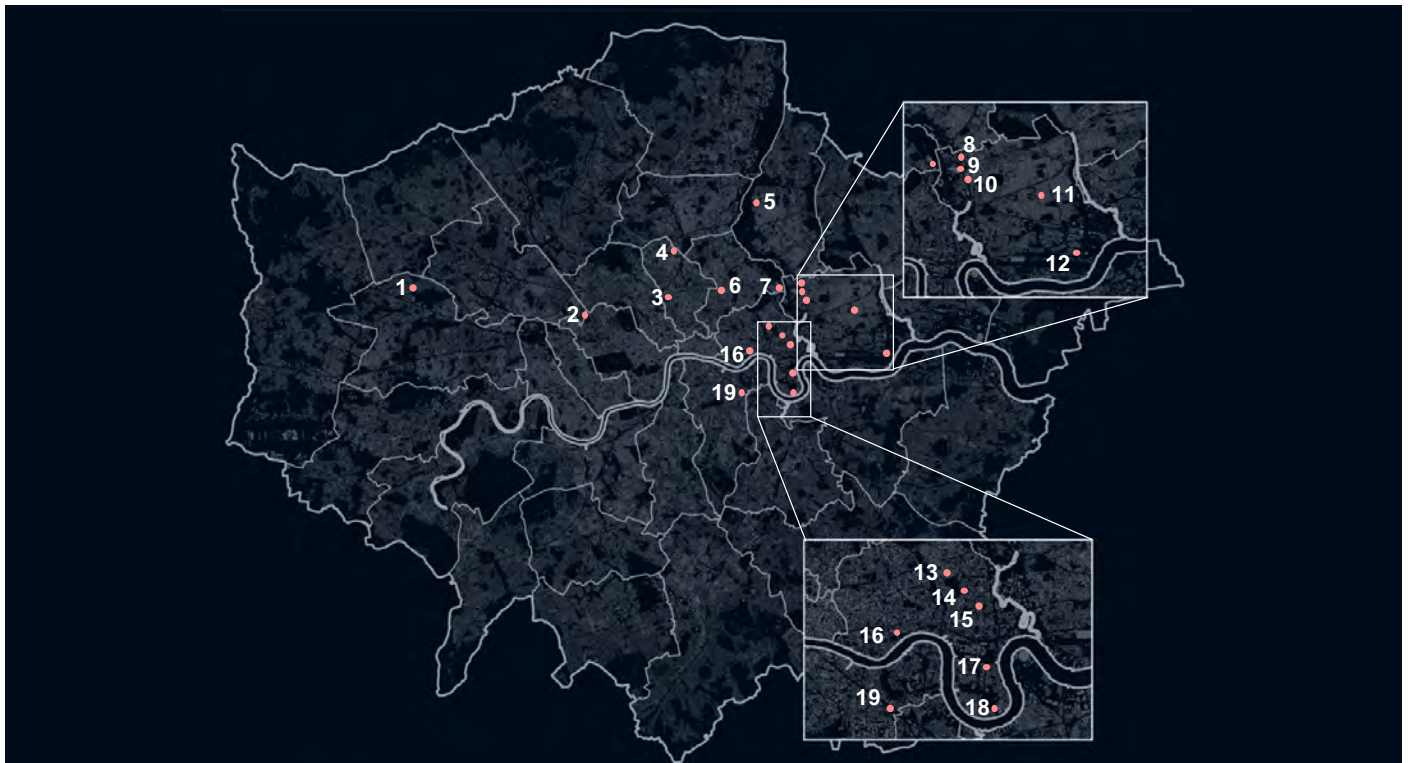
The role that new homes can play underpinning localised and inclusive placemaking, to improve town centre vitality and support local economic resilience.

City North provides a significant and complementary high street focus to its surroundings, whilst Stone Studios affordable creative workspace brings new opportunities to an industrial hinterland.

4. GREEN DEVELOPMENT

Responding proactively and positively to the climate emergency, the importance of wellbeing and the complimentary benefits of lower running costs and improved environmental sustainability standards. The Pavilions at Caledonian Road sits above HS1 but enhances the local Site of Importance for Nature Conservation (SINC). New Garden Quarter illustrates how Net Zero Housing can be developed around a new 2-acre public park.

TELFORD HOMES' LOCAL FOOTPRINT



Over the past 5 years, Telford Homes has completed work on 19 schemes across London.

While these schemes are spread across 9 different Boroughs across the city, delivery has been concentrated within east London – and in particular the London Boroughs of Newham and Tower Hamlets.

Notably, nearly two thirds of schemes are set within either Mayoral Opportunity Areas or Enterprise Zones, demonstrating an important contribution towards strategic city growth objectives.

	HOMES				
	TOTAL	Affordable	Build to Rent	Commercial Space	Community Space
1. Greenford Quay, Ealing, UB6	278	84		●	
2. Gloucester & Durham, S. Kilburn, NW6	234	234			●
3. The Pavilions, Caledonian Road, N1	156	59		●	
4. City North, Finsbury Park, N4	355	47		●	
5. Equipment Works, Walthamstow, E17	337	80	●	●	
6. Vibe, Dalston, E8	101	0			●
7. Stone Studios, Hackney Wick, E9	120	10		●	
8. New Garden Quarter, Stratford, E15	471	174	●	●	●
9. Legacy Building, Stratford, E15	181	24			
10. Stratosphere, Stratford, E15	342	62		●	
11. The Forge, East Ham, E6	192	67	●		
12. Gallions Point, Beckton, E16	292	165		●	
13. Bow Garden Square, Bow, E3	109	34			●
14. Carmen Street, Poplar, E14	206	56	●		●
15. Manhattan Plaza, Poplar, E14	170	50		●	
16. Ginger Line Building, Shadwell, E1	37	11			
17. Liberty Building, Limeharbour, E14	155	50		●	
18. Calders Wharf, Canary Wharf, E14	25	4			●
19. Bermondsey Works, Bermondsey, SE16	158	10			●

1. BETTER LIVING

Over the past 5 years, Telford Homes has maintained its position as one of London's leading housebuilders, delivering homes across a growing range of tenures, while maintaining a reputation for quality.



NEW TENURES AND DELIVERY MODELS...

There has been a marked shift in recent years toward private renting in London's residential market, driven by declining social housing stock and increasing house prices. In 2016, around 28% of households lived in the private rented sector "PRS", a figure projected to rise to 40% by 2040.

Telford have responded proactively by transitioning to a "Build to Rent" (BTR) model, with four BTR schemes now completed, including New Garden Quarter with Folio Living, yielding 644 homes.

There has been a large amount of thinking and investment to develop and evolve the model: delivering new types of spaces and amenities to meet the needs of residents, with a primary focus on supporting enhanced quality of life and wellbeing.



RE-DEFINING QUALITY...

COVID-19 issued a stark reality check to renters and home owners across the nation, particularly for those in densely populated cities such as London. Government lockdowns and pre-existing limitations on access to green space has driven significant changes in demand relating to the standard of amenities expected in new build development.

Telford Homes have established a strong reputation for delivering high quality homes – with high levels of home owner satisfaction recorded via HomeViews testament to this. This reflects work across the project lifecycle to understand and meet ever changing demand, and proactively engaging a broad range of stakeholders to continually improve their product moving forward.

Telford's schemes demonstrate a recognition of the shifting perceptions of 'quality'; the evolving expectations of residents, and the growing importance of health and wellbeing. The Forge provides communal work and social spaces, green areas and resident gym space as standard, whilst Equipment Works integrates a gym, extensive communal areas and shared workspace.

The fact that average resident satisfaction (4.23/5) stands above national benchmarks illustrates the success of the approach.

PRIORITISING AFFORDABILITY...

The affordability of homes remains a focus of public policy and delivery. As of May 2021 the average house price in London was over double that of England. In addition, private rental prices paid by tenants in the UK increased by 2.3 per cent in the 12 months to February 2022 – the largest annual growth rate since December 2016.

Telford developments currently include a wide variety of tenures, with 90% of developments containing affordable housing in some form – over 1,000 affordable units have been delivered in total, around a quarter of all homes.

Having worked with LB Brent to adapt a development for affordable use options including affordable workspace, they can now take this learning forwards into new options.

Telford have shown their ability to adapt to the process of affordable housing delivery throughout the construction process (LB Brent), creating spaces which are suitable for the project and area, without compromising on quality.



KEY ACHIEVEMENTS

- Over 4,000 new homes including 644 in built to rent tenures and over 1,000 in affordable tenures.
- Average residential satisfaction score of 4.23 / 5 on schemes since 2017, exceeding UK benchmarks.

FUTURE PRIORITIES

- Local integration of BTR schemes, ensuring schemes are outward facing and ingrained in place.
- Proactive and cohesive engagement strategies to inform scheme design and delivery from the earliest stages.
- Smart and systematic use of post-occupancy insights to inform future delivery.

67%

HomeViews Feedback -

**HAVE EXPERIENCED
A POSITIVE CHANGE
(SENSE OF HAPPINESS)
SINCE MOVING IN.**



THE FORGE, UPTON PARK

Exemplifies Telford's commitment to high quality Build to Rent homes and place making which fosters social integration.



AT A GLANCE:

- 192 units comprising 125 BTR and 67 affordable units, including 28 shared ownership and 39 rented.
- Substantial public realm enhancement including new pedestrian and cycle links.
- Shared resident amenities including a gym, communal areas and 4 external courtyards.

Designed by RMA Architects, this high density, mixed tenure scheme highlights Telford Homes' market leading expertise in delivering build to rent homes. It comprises 35% affordable homes and a shared ownership offering, integrating access to public courtyards, communal spaces, a gym, residents lounge and concierge service, whilst providing a variety of amenities as standard. It has also delivered significant enhancements to the public realm, connecting new and existing residents to Upton Park Station.

The quality of the scheme has been recognised by residents and professional bodies alike, receiving a Housing Design Award in 2020 (Best Design category), and is rated 4.44 / 5 on HomeViews in terms of facilities and design.

The Forge illustrates Telford's recognition of their responsibility to delivering spaces which naturally support social interaction between residents and the wider community. With widespread societal challenges around urban loneliness, the development is a material commitment to strengthening communities both within and beyond the red line boundary.

UNITY PLACE, SOUTH KILBURN

Unity Place delivers outstanding new high-quality homes of mixed sizes, comprising a striking mark of 100% Brent social rent.



AT A GLANCE:

- 235 homes across two sites with 100% social rent.
- Approximately 1,800ft² of community space including the Brent Hub.
- New enhanced public open space, children's play area, courtyard, landscaping and 92 basement car parking spaces.

Unity Place has been developed in partnership with NHG, LB Brent and South Kilburn Regeneration Scheme and is the second phase of residential scheme, 2,400 home masterplan for South Kilburn regeneration across a 3.2acre site, 100m from Kilburn Park Station. The scheme been very well received, rated 4.6 / 5 by residents on HomeViews, as well as being shortlisted for a Housing Design Award in 2017.

What was initially to be a private rented scheme was subsequently purchased by LB Brent as an affordable homes block which the council now manage. LB Brent worked closely with Telford to ensure the best quality and value for its new residents through amendments to construction.

In addition to the 100% social rent, Unity Place also contains the future Energy Centre. a communal system that will supply heating and hot water to existing and new buildings in South Kilburn more efficiently and sustainably, reducing carbon emission and improving energy ratings for up to 1,500 homes.

2. INCLUSIVE COMMUNITIES

Telford Homes is focused on 'just transition', proactively supporting community integration and resilience through the delivery of new community assets, helping to develop future talent and building community capacity.



PROVIDING NEW COMMUNITY SPACES...

Designing places which enhance community resilience and stand the test of time has become established as a core area of focus across the built environment industry.

Telford's Building a Living Legacy strategy highlights the need to "design places for living" based on community needs and aspirations.

This commitment is partly exemplified by a strong track record over the past 5 years delivering new community facilities which promote integration and inclusion. Examples include the new schools at Vibe and Bermondsey Works, and the new mosque at Bow Square Gardens.

Whilst these have been challenging to deliver, a committed approach to working with community partners has resulted in genuinely ground-breaking facilities.

CREATING OPPORTUNITY FOR NEW TALENT...

In the context of embedded deprivation across London, and growing cost of living and economic participation challenges, enhancing pathways to secure, fair and rewarding training and employment opportunities are a key area of focus for partners across London.

Creating opportunity for new talent is an important part of the Telford approach. Over the past 5 years over 30 apprenticeships have been supported across Telford sites – including 9 at Gloucester and Durham in South Kilburn. Over the same period, apprentices have typically accounted for around 8-10% of the central workforce at Telford.

To enhance delivery going forward, Telford is developing a Section 106 social value dashboard to roll out across developments, aiming to provide a better understanding to the site team of the requirements they are obligated to achieve and enable a wider tracking of where these requirements are being met. This provides Telford a unique opportunity to recognise limitations, adapt to them, or set more attainable goals.

RESPONDING TO LOCAL NEED...

London's places and spaces are increasingly contested; 'just transition' and the need to respond to local need and aspiration has become a fundamental challenge for the development industry.

Community engagement is central to the Telford approach, with a community engagement strategy implemented at the outset of every project. Throughout delivery, Telford focus heavily on building relationships and limiting construction impact. To do this they work closely with local stakeholders to ensure their needs are met, something which will be expanded on moving forwards to ensure the same standards are upheld throughout the entire process. At City North, Telford worked proactively with local traders groups and community organisations to help embed positive impacts from investment and development.

Looking ahead, Telford has identified the need for a more consistent approach to engagement at the earliest design stages, providing a more robust foundation from which delivery can proceed.



73%

HomeViews Feedback -

**OF RESIDENTS RATED
THE COMMUNITY AS
GOOD OR VERY GOOD**

KEY ACHIEVEMENTS

- 12 community assets including 4 schools, 2 religious meeting places and 8 community spaces
- Over 30 apprentices supported on site and apprentices comprise 8-10% of the workforce centrally.

FUTURE PRIORITIES

- More consistent approach to community engagement from the earliest stages in the project lifecycle focused on embedding 'just transition' into delivery.
- Exploring new ways Telford can add value to local communities based on local need.
- More consistent collection of evidence on skills and employment outcomes.



BOW GARDEN SQUARE, BOW

An innovative mix of education, faith, housing
and community spaces on a 2.4 acre site.



AT A GLANCE:

- 109 new mixed-tenure homes, including 34 affordable
- Delivery of a new primary school and nursery increasing capacity by 420 places per annum
- Over 40,000ft² of community floorspace including a school, nursery and mosque.

In 2015 Telford began working in partnership with Poplar HARCA and the London Borough of Tower Hamlets to regenerate part of the Burdett Estate. The vision was to provide homes and a broad range of facilities that the community really needed. It has been very well received by residents to date, with an average score of 4.4 / 5 on HomeViews, with Design (4.53) and Location (4.53) both scoring exceptionally well.

Due to the complex nature of the site, Telford had to be very particular about construction patterns, particularly around the school operating hours and delivery of the mosque. The extensive engagement completed by Telford enabled the completion of this site to happen seamlessly and with community needs at the heart of every decision, inviting residents to be included in the process.

The diversity and complexity of the site also meant it won numerous awards, some of which include the 'Regeneration Scheme of the Year' and 'Homebuilder of the Year' at the Sunday Times British Homes Awards 2019 and the 'Development of the Year' at the RESI Awards 2019.

BERMONDSEY WORKS, SOUTHWARK

A complex development combining education and
housing alongside a communal thoroughfare.



AT A GLANCE:

- 158 new homes
- A new Primary School and Sixth Form Academy offering over 500 new school places per annum.
- Strong partnership working with Southwark Council informed realistic and attainable S106 requirements.

Bermondsey Works is located south of Borough Market, west of Surrey Quays, and is adjacent to the £1 billion 'New Bermondsey' regeneration area. The site encompasses a variety of local amenities for residents, including 24-hour concierge service, private gymnasium, underground parking, bicycle storage and two roof gardens for residents to enjoy. It has been very well received by residents to date, with an average score of 4.36 / 5 on HomeViews.

Throughout this development Telford developed strong relationships with Southwark Council which enabled this development to encompass Section 106 obligations which were truly beneficial to the local community. In order to meet Section 106 requirements, Telford nominated a workplace coordinator, as part of the role they attended numerous seminars with Southwark and worked collaboratively to build strong community relationships and support the local area through the construction process where possible.

EQUIPMENT WORKS, BLACKHORSE ROAD

Encapsulates Telford Home's build to rent approach, with high quality homes underpinned by diverse amenities and spaces.



AT A GLANCE:

- 337 units comprising of 257 BTR, 48 Shared Ownership, 32 private rented and 80 affordable units.
- 18,830ft² of flexible commercial space.
- Shared resident amenities including a gym, communal areas and workspace.

A joint venture scheme with Greystar completed in 2021, Equipment Works is a landmark development within the London Mayor's Upper Lea Valley Opportunity Area which will see up to 2,500 new homes delivered by 2025. In addition to communal spaces and facilities for residents, the scheme integrates a high quality public square at its heart, and provides improved public access throughout the area.

Equipment Works strongly reflects its industrial heritage throughout its architectural form and the wider public realm. It also builds on this through the delivery of much needed space for local enterprise, prioritising start-ups and small businesses.

Demand for private rented accommodation which offers high quality yet accessible facilities and amenities is stronger than ever post-pandemic. This scheme directly responds to this demand. It presents a refreshed model of built to rent housing, adapting to an evolving generation of renters who place a higher value on access to amenities and green spaces. This emphasis on placemaking illustrates a commitment to fostering community cohesion.



3. VIBRANT ECONOMIES

Innovative mixed use developments across London have supported town centre vitality and local enterprise, contributing towards more resilient, entrepreneurial and inclusive local economies.



HIGH STREET VITALITY...

Over the past 5 years, high streets across London have faced a succession of challenges – relating to changing consumer habits and ways of consuming. Supporting high street vitality has therefore become a key area of policy focus – particularly post Covid with a focus on 15 minute neighbourhoods.

Telford Homes have played a key role supporting local high streets in a number of locations over the past 5 years – perhaps most notably at City North, through integration of workspace, leisure and F&B ground floor uses alongside traditional retail.

As well as responding to market dynamics, this supports wider aspirations around placemaking and place-keeping. By integrating a mixture of uses, people are encouraged to spend time around their developments, generating vibrancy and positively contributes to buildings' integrating more successfully into existing communities.

Through contributing to local vibrancy, Telford are helping to tackle a variety of social challenges. These spaces provide a place for people to come together, supporting community integration and tackling urban loneliness. Furthermore, active frontages help to facilitate passive surveillance, mitigating crime and anti-social behaviour by design.

SUPPORTING ENTERPRISE...

Enterprise is a key driver of the UK economy – and the need to support local enterprise (be it through the supply of appropriate space or via responsible procurement) is a key area of focus for many local authorities.

Telford's schemes have responded proactively to the growing demand for flexible, lower threshold enterprise space. Collaboration with the Creative Land Trust at Stone Studios is a landmark achievement, providing over 30,000 sq ft of affordable workspace in perpetuity, providing accommodation for 180 artist studios.

Telford has also delivered upon its commitment to supporting enterprise with around three quarters of supply chain spend with SMEs.

SUPPORTING LOCAL ECONOMIC PRIORITIES...

In the context of increasing pressure on employment land, local authorities across London there is increasing interest from local authorities on how the supply of space can be protected and tailored to meet local need.

Over the past 5 years, Telford has demonstrated a strong track record in delivering a mix of spaces to respond to local need.

By integrating workspace for creative industries, office space for professional services, F&B and leisure uses, and industrial spaces, Telford Homes are enabling a wider range of businesses to establish themselves and evolve in and around sites.

Equipment Works exemplifies this approach, responding to the industrial heritage of the area, and LB Waltham Forest's drive to re-provide space for creative enterprise in the local area. The workspace has been designed to suit the needs of start-ups and small businesses, with smaller flexible units and co-working space for growing businesses.



KEY ACHIEVEMENTS

- Over 40,000ft² of SME workspace, including 33,000ft² of affordable space for creative industries
- 42 occupied commercial units across office, retail, F&B and leisure, generating activity for the daytime and evening economy.

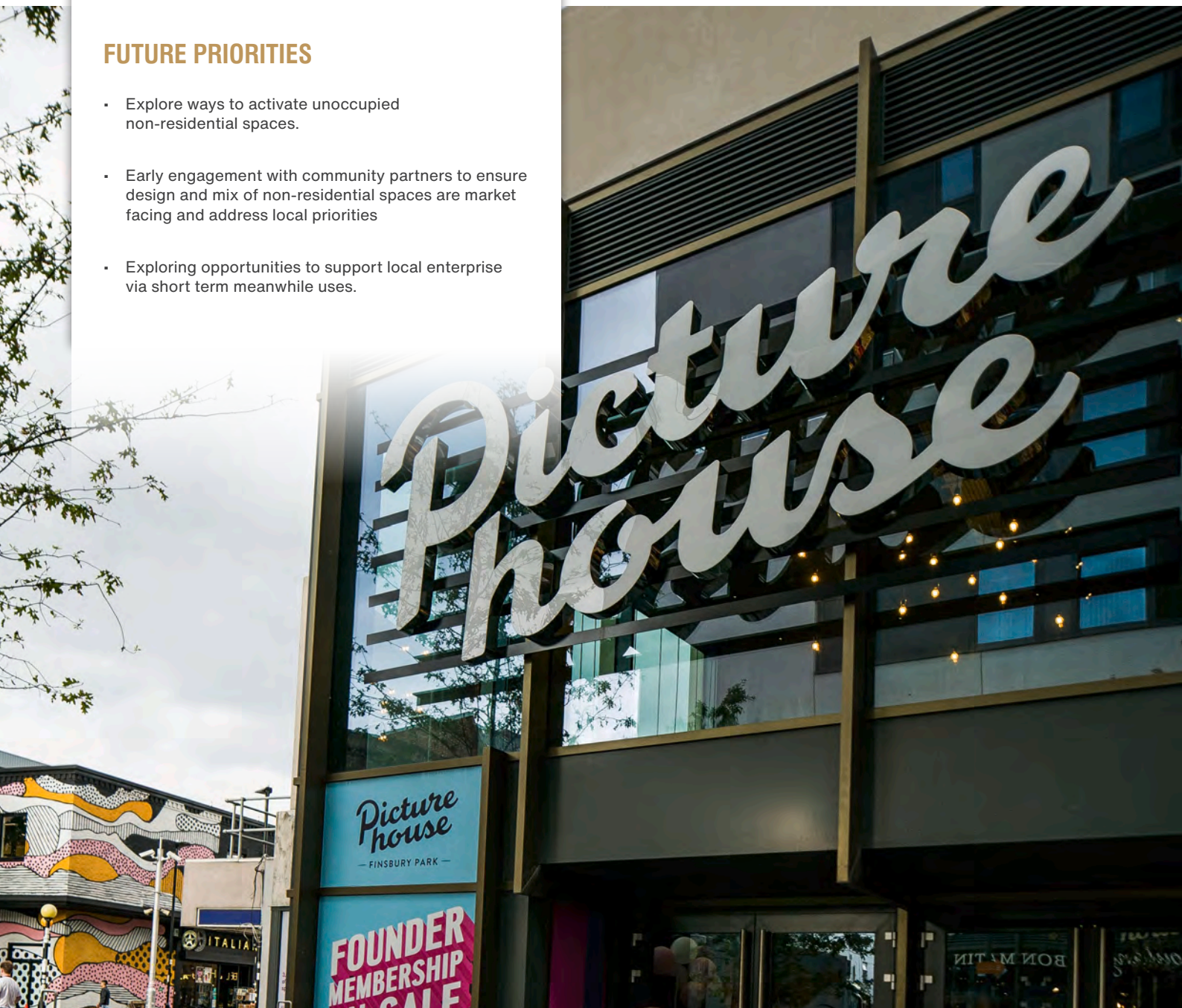
FUTURE PRIORITIES

- Explore ways to activate unoccupied non-residential spaces.
- Early engagement with community partners to ensure design and mix of non-residential spaces are market facing and address local priorities
- Exploring opportunities to support local enterprise via short term meanwhile uses.

53%

HomeViews Feedback -

**USE THE LOCAL
AMENITIES AND
SHOPS EVERY DAY**



CITY NORTH, FINSBURY PARK

A transformational mixed-use development committed to maximising local economic and community benefits.



AT A GLANCE:

- 355 homes and 550 new residents, with household spend of c.£15m per year
- 127,000ft² of commercial and leisure space, generating £630,000 in council tax revenue for public sector investment
- 400 gross jobs, generating over £12m in salaries per annum

A joint venture with Business Design Centre Group, City North delivers the most significant new residential development in Finsbury Park for a generation, integrating a new station entrance, commercial space and placemaking.

The scheme has successfully let commercial space to 14 different occupiers, providing leisure, retail, F&B, office and flexible co-working space, including local café Boulangerie Bon Matin. Proactive steps have been taken to engage with the local community beyond the site boundaries, including active liaison with Fonthill Road Traders Association and investment in local initiatives and arts organisations.

These commitments illustrate a recognition that such large scale development has a material impact on the place and economy. Working collaboratively with local stakeholders will help to ensure the vibrancy, economic and employment benefits created are inclusive of existing communities.

STONE STUDIOS, HACKNEY WICK

A unique mixed-use development integrating affordable workspace for creative industries.



AT A GLANCE:

- 120 mixed-tenure homes
- 33,000ft² of affordable creative workspace taken on by the Creative Land Trust - tenants include local workspace providers Cell Studios & Projects and Mainyard Studios.

Stone Studios is the first space acquired by London's Mayor backed Creative Land Trust, a highly innovative initiative which will protect affordable space for artists and creatives in perpetuity, aiming to secure 1,000 affordable workspaces for the industry. The space has now been let to a number of locally based tenants with a track record of supporting makers and creatives in the Hackney Wick area.

Despite the creative economy representing a critical sector for the capital, generating over £52bn in value each year, supply of workspace continues to face pressures driven by rising property values and permitted development rights. By successfully delivering affordable space for creative enterprise, Stone Studios will play a pivotal role in enabling the sector's long-term sustainability, whilst facilitating diversity, resilience and innovation across London's economy.

Delivering workspace as ground floor commercial uses also plays an important function in generating footfall and vibrancy in Hackney Wick during the day, complimenting its established evening economy.

Resident satisfaction is very strong, with the scheme scoring an average of 4.56/5 on HomeViews.

4. SUSTAINABLE PLACES

The UK's most sustainable housebuilder since 2020, Telford have led by example as the sector adapts and responds to city-wide and national ambitions to reaching Net Zero carbon.



BUILDING WITH NATURE...

Greening of the urban environment has become a key area of focus for development in recent years – driven both by sustainability and wider health and wellbeing considerations.

Many of the inner London locations in which Telford has been active face a shortage of accessible green space. COVID-19 lockdowns in particular shone a light on the importance of access to green space, supporting well-being and quality of life.

Telford has proactively responded to this, exemplified by schemes such as The Pavilions which has involved extensive tree planting, and provision of publicly accessible parks and landscaping at New Garden Quarter and Bow Garden Square.

A commitment to being a biodiversity net positive developer with nature at heart means Telford is making a meaningful contribution to enhancing equitable access to nature for Londoners, reducing air pollution, mitigating urban heat island effects and enhancing mental and physical health.

TRANSIT-ORIENTED DEVELOPMENT...

Sustainable travel has a key role to play in responding to the climate emergency. London's Environment Strategy targets public transport an active travel to account for 80% of all trips made by 2041.

Since 2017, Telford have developed on several sites close to and above stations (New Garden Quarter, Vibe, Stratosphere, City North), in addition to car free developments such as Bow Garden Square. Over two thirds of schemes over this period are rated four or higher in terms of PTAL, exceptionally well connected locations promoting use of public transport, walking and cycling.

By developing around transport nodes, Telford are de-incentivising car dependency, facilitating their broader commitments to designing healthy neighbourhoods to support resident wellbeing.

SUSTAINABLE DEVELOPMENT...

The climate emergency has become one of the most fundamental drivers influencing the built environment sector over the past five years – and will play a defining role shaping development going forward.

Telford has responding proactively, making strong progress reducing the environmental impacts of development in terms of both regulated and non-regulated carbon. This has included working with Fairheat to integrate an energy strategy and monitoring systems to easily track and manage data across all its schemes.

By adopting a proactive approach to energy usage, Telford are well placed to respond to new legislation around heat network regulations, minimum energy efficiency standards and the Future Home Standards. Crucially, this illustrates a recognition of the critical challenges presented by the climate emergency, with all schemes integrating climate change adaptations and mitigations into their architectural form, energy performance as well as surrounding landscaping.



KEY ACHIEVEMENTS

- All homes achieved an average EPC B rating and an average SAP of 85 in preparation for BRE Home Quality Mark and emerging Future Homes Standard
- 8 schemes aiming to achieve BREEAM Very Good or Excellent
- 68% schemes rated 4 or higher in terms of PTAL, with over a third at 6a or 6b (Excellent).

FUTURE PRIORITIES

- Continue pro-active response to changing residential and commercial energy efficiency standards
- Working collaboratively with partners to maximise urban greening and biodiversity gains at the earliest opportunity.

HomeViews Feedback -

**TOP 5 SUSTAINABILITY FEATURES ARE:
ACCESS TO GREEN SPACE, BIKE STORAGE,
ENERGY SAVINGS, RENEWABLE ENERGY
SOURCE AND RECYCLING SERVICES**

NEW GARDEN QUARTER, STRATFORD

An exemplar net zero housing development
in a regeneration area.



AT A GLANCE:

- 471 homes, with 174 affordable tenure
- Over 11,000ft² of commercial space and a 2 acre public park, pond and play area
- Sustainable Urban Drainage Systems, green & blue roofs and ecological enhancements part of a 'lean', 'clean', 'green' energy strategy to meet a 35% carbon reduction target.

A joint venture with Notting Hill Genesis, Telford worked closely with Pollard Thomas Edwards on an award winning scheme which sets the standard for low carbon housing development, delivering affordable homes and improved quality of life for the community.

At present, energy usage within the UK's housing stock accounts for 48% of all built environment emissions. Given aspirations in the London Plan to achieving net zero by 2030, and tightening national legislation around energy efficiency in residential buildings, the built environment sector is being pushed to respond. New Garden Quarter demonstrates Telford Homes have recognised this responsibility, working to minimise both embodied carbon and operational efficiency.

Within 500m of Stratford Station, the scheme also supports greater use of public transport and active travel, disincentivising dependence on private vehicles and reducing localised air pollution. In tandem with the delivery of a publicly accessible play area and green space, the development contributes significantly to overall improvement to quality of life and social integration not only for residents but a wider local community. Satisfaction is high, with the scheme scoring an average of 4.29/5 on HomeViews.

THE PAVILIONS, CALEDONIAN ROAD

An award winning sustainable housing
development in a conservation area.



AT A GLANCE:

- 156 homes, with 59 affordable tenure
- In a designated Site of Importance for Nature Conservation (SINC), including cycle routes and play spaces
- Increased on-site biodiversity by 40%, delivering 2,400 new trees and shrubs, 1,610m² of green roofs and an additional 1,944m² in SINC habitat.

Working closely with architects, arboriculture consultants and Islington Council, The Pavilions is an award winning residential scheme which protects and enhances local biodiversity.

Biodiversity preservation will be fundamental in responding to the climate crisis, helping to minimise carbon emissions, combat rising urban temperatures, improve air quality and sustain ecosystems under threat.

In the context of the London's wider aspirations to delivering a 'cleaner, greener' city, Islington is uniquely challenged. Across all local authorities in England and Wales, it is ranked as having the smallest amount of green space per head of population, and is home to the second lowest proportion of green space overall (13%). As such, it was critical that Telford Homes could respond with a sensitively designed scheme, maximising green and natural infrastructure. The Pavilions exemplifies Telford Homes' commitment to green development. Despite pre-existing constraints, the scheme makes a significant contribution to biodiversity, and highlights a clear understanding of the sensitivities associated with working in the borough.

LOOKING AHEAD



The need for development to deliver clearer and stronger social impact is more pressing by the year.

In the context of persistent deprivation and growing inequality across London, there is growing strategic focus on inclusive economy and community wealth building approaches which deliver more direct and tangible benefits for communities. These trends have been accelerated by the pandemic which has exacerbated social challenges while also changing the norms of how we live and work.

More broadly, social value is now an established requirement within public sector procurement and there is growing emphasis on the social dimension in ESG from corporate and institutional investors. Increased focus on 'just transition' within future NextGeneration housebuilding sustainability rankings is partly reflective of this.

In this context, it is imperative that Telford Homes continues to prioritise efforts to enhance the social and community footprint of its activities. Five key areas for focus identified via the research are summarised to the right.

AREAS FOR FOCUS...

1. INSTILLING A COMPANY WIDE ETHOS

Over the past 5 years, Telford Homes' strong sustainability performance has been underpinned by a clear corporate strategy and agreed targets.

Taking a similar approach in respect of social impact would help establish a clearer company wide ethos and approach, providing a common framework to guide delivery at all stages within the project lifecycle.

2. PROACTIVE LOCAL STRATEGIES

Linked to the above, there is potential to take a more consistent and proactive approach to how social value is integrated at the project level.

Development of bespoke social value strategies within the project design stage would support this process, underpinned by robust evidence on local community need and stakeholder aspiration. This should inform wider planning processes but be strategic in nature, focusing on levers and opportunities to deliver genuine added value locally outside of the red line boundary of projects.

3. ACTIVATING SPACE

Telford Homes' non-residential spaces are a crucial opportunity to deliver wider social and economic wellbeing benefits for local communities.

While the past 5 years have seen numerous success in terms of end occupancy, there have also been localised challenges in securing demand. These challenges are likely to increase going forward, as local economic restructuring gathers pace.

A more bottom up approach to identifying uses (and ensuring spaces delivered are suitable) will be required, working with local partners to curate and activate space and thinking proactively about long term asset management.

Building on Telford's existing Social and Economic Impact Framework, there is a need to strengthen information collection on social impact, both at the scheme and corporate level – collecting and collating information at all stages of the project lifecycle (including post occupancy).



4. EMPOWERING COMMUNITY PARTNERS

In many instances, Telford Homes' will not be best placed to maximise social impact on its own and proactive collaboration with community partners in hold the key to successful delivery.

Whilst local flexibility and relevance is essential, establishing a panel of well reputed community focused organisations could help to inform the development of more community focused approaches going forward.

5: BETTER EVIDENCE

Evidence should be seen as a critical part of delivering against the above: informing local decision making and supporting the case for future delivery.

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