



Building Communities

Making Place a Home



A REPORT BY THE HOME BUILDERS FEDERATION
AUTUMN 2020



Foreword

STEWART BASELEY, EXECUTIVE CHAIRMAN, HBF



STEWART BASELEY, EXECUTIVE CHAIRMAN, HBF ▲

Home builders are firm believers that community should be at the heart of any development.

That is why our members work closely with Local Authorities through the planning process, not just on the bricks and mortar of housing developments, but on a whole range of benefits that help to create and enhance communities.

From building schools and hospitals to creating parks, green spaces and leisure facilities, our members are integral to the growth and investment of communities up and down the country.

In 2018/19, the industry contributed over £7 billion towards affordable housing provision, infrastructure and amenity enhancements..

The devastating impact of Covid-19 has shown us all the true value of community, as the country has come together to help support each other through this difficult time.

We are proud that home builders continue to be one of the key drivers of community investment in the UK, and of the vital role that our members are playing in keeping local economies moving, by finding safe methods of continuing to build in this challenging environment.

Industry investment in tackling Covid-19 has also included members contributing directly to the nation's efforts on the front line, such as by donating PPE to hospitals and health and social care providers.

This is an important moment for the house building industry and while we reflect on the Covid-19 pandemic so far and the damage it has done to our communities, we must also look forward. The Government has recently announced proposals for major reforms to the planning system and indeed, to the developer contributions system. We support the Government's bold ambitions to speed up the planning system and are keen to ensure, both in the interim period, and following the reforms, that community remains at the core of what we do.

In our report, Building Communities: Making Place a Home, we are proud to showcase some of the best examples of developers contributing to local communities. With this publication, we hope to shine a light on some of the great work being done by the industry and to detail what exemplary community building looks like.

I am proud of our members' continuing efforts to support the local areas in which they build. The industry is as energised as ever to invest in our communities and help our country thrive, which is crucial as we seek to rebuild following the devastating impacts of Covid-19.

Executive summary

The need to build more homes is not the only challenge facing the home building industry. As well as increasing housing supply, developers play an essential role in supporting the local communities where they build. It is important that we raise awareness of the community benefits that arise from development, so that we can increase public support for building the homes we vitally need.

In this report, we demonstrate that our members are more than just home builders, they are community builders too.

To illustrate this, the report focuses on six areas, supported by a range of case studies where developers have played an important role in delivering real-world community benefits:

AFFORDABLE HOUSING PROVISION

In 2018/19, home builders provided over £7 billion to local authorities in contributions for affordable housing and built 57,485 new affordable homes.

BOOSTING EDUCATION SERVICES

Home builders contributed over £200 million to educational facilities. This is enough to fund the recruitment of 8,500 new teachers, or to supply textbooks for over 25,000 schools.

SUPPORTING LOCAL HEALTH PROVISION

Through tax revenue alone, £559 million was spent on improving health facilities last year. This is enough to fund over 6,300 new GPs, 18.6 million GP appointments, or 151,000 hip replacement operations.

DRIVING LOCAL ECONOMIES

Last year, private sector home building supported and sustained approximately 772,000 jobs and 8,400 graduate and apprenticeship positions. It also contributed £3 billion in tax revenues which is enough to fund over 25,000 miles of new road.

IMPROVING COMMUNITY FACILITIES

Home builders contribute £45 million a year in local community spaces. That is enough to build approximately 400 football or rugby pitches, or 50 new sports halls.

ENHANCING GREEN SPACES

Home builders invested over £74 million in creating green spaces last year. This is enough to plant 8.65 million trees.

The home building industry is both large and complex and as such, there is no single source of data that provides comprehensive information about the industry's day-to-day investments in community assets and social infrastructure. This report incorporates Ministry of Housing, Communities and Local Government (MHCLG) statistics with sector specific multipliers to translate amounts of funding into relevant outputs for different areas, which gives a real-world picture of what the monetary contributions of home builders can deliver.

In producing this report, our research also revealed there is a high level of misunderstanding amongst stakeholders about the developer contributions system.

With this in mind, we commissioned YouGov to undertake a quantitative assessment on public awareness and perceptions regarding developer contributions. The polling found that many are unaware of the contributions developers make to communities. Only 37% associate a financial contribution to the community with housing developments, while 73% associate developments with increased pressure on facilities. It also found that the public overwhelmingly support changing the way unspent developer contributions are used, with almost three quarters supporting unspent contributions being given to the local area, and only 2% supporting the status quo of returning unspent contributions to developers.

In light of this report and the polling evidence, we suggest the following three policy recommendations, which aim to ensure the contributions made by developers are used effectively and transparently for the benefit of communities across the UK. These recommendations are outlined in more detail in the conclusion of this report. However, a summary is as follows:

RECOMMENDATIONS

01.

When financial contributions are made by a developer but not used by the relevant Local Authority in the agreed timeframe, the funding should be given directly to local communities rather than returned to the developer.

02.

Local authorities should be required to publish an easily digestible summary of their annual reports.

03.

Private developers and local authorities should adopt a public badging scheme to raise awareness around community investments.

Throughout the remainder of this report, we seek to show the excellent work of community builders and demonstrate the need for the recommended changes listed above.

Building communities: The challenge

JUST SOME OF THE TALENTED HOME BUILDING WORKFORCE HELPING TO BUILD LOCAL COMMUNITIES ▲



The need for this country to build more homes is clear. Despite the huge increase in housing supply achieved over the past six years, it will take many more years of significant delivery to address a housing crisis caused by decades of undersupply.

The devastating economic impacts of Covid-19 is compounding these challenges, and it is now clearer than ever that continued and accelerated home building will need to be central to the country's recovery.

Despite these challenges, we enter this difficult period with optimism about what the industry can deliver. Significant progress has been made year on year since 2012/13, when the number of new homes completed dropped to the lowest level since the Second World War. In fact, housing supply has increased by an unprecedented 93% in six years, the highest level in more than a generation.

The most recent figures show that 241,340 net additions to the country's housing stock were made in 2018/19, meaning the industry has now achieved the Government's target of delivering one million new homes between 2015-2020. We are now building more homes than before the financial crash of 2008, and more than the average achieved during the 1950s and 1960s.

However, increasing housing supply is not the only challenge facing the industry. While responding to the immense pressure to build more high quality, environmentally friendly homes, developers also need to be focussed on placemaking, creating thriving communities and establishing green and clean spaces. Communities are hurting as a result of Covid-19, and it is more important than

ever that the industry focuses on delivering some of the wider benefits that can come from development.

The central challenge for our members therefore is maintaining a dual focus, on quantity and quality, on homes and communities. The home building industry's ability to rise to this challenge has meant that not only is housing supply going up considerably year on year, but community investment is too.

However, we strive to go further. We recently published our 2020s vision for the home building industry, a strategy for the next decade and beyond, which sets out how the industry can continue to grow, while promoting environmental and social responsibility, and developing communities.

But as well as looking to the future, it is important that we raise awareness of the excellent work our members have already done in rising to the challenge of increasing housing supply, while also delivering for the communities they serve.

Helping to deliver affordable homes

IN 2018-19, HOME BUILDERS BUILT 57,485 NEW AFFORDABLE HOMES. NEARLY HALF (49%) OF ALL AFFORDABLE HOMES DELIVERED WERE FUNDED THROUGH SECTION 106 AGREEMENTS. HOME BUILDERS HAVE PROVIDED OVER £7 BILLION TO LOCAL AUTHORITIES IN CONTRIBUTIONS FOR AFFORDABLE HOUSING.

57,485

New affordable homes

49%

Funded through
Section 106 agreements

Home builders have provided over
£7 billion
to local authorities in contributions
for affordable housing

Whilst the UK is facing a housing supply crisis, there is also a clear affordability issue. Affordable housing is essential to help everyone access a quality home that meets their needs and circumstances.

In addition, affordable housing not only promotes integration within communities, it also has a significant impact on productivity and economic growth.

Home builders are not only building new affordable homes each year, they also contribute financially to provide affordable housing schemes across the country.

Home builders ensure that the housing is carefully developed and agreed with local authorities, so the provision meets local needs.

Homes are also deliberately designed to ensure they are well integrated with the neighbouring market housing and indistinguishable in design terms.

The following examples demonstrate how home builders are helping to provide the affordable housing that the UK needs.

AFFORDABLE HOUSING IN THE SOUTH WEST

In 2015, Persimmon Homes secured outline planning permission for a mixed-use development in Salisbury, including 1,250 new homes, 40% of which will be affordable. This equates to 500 new affordable homes being delivered overall.

These homes will have a significant impact in terms of addressing affordable housing needs in the local area. The mix of affordable housing was carefully developed and agreed with the local authority housing officer to ensure the provision met local need.



AFFORDABLE HOUSING, SALISBURY ▼



Further contributions to affordable housing are also being made in Bishops Cleeve, Gloucestershire. Persimmon Homes purchased the Cleevelands site in 2014, and includes the development of up to 550 homes. The site covers approximately 55 hectares and is located on the North Western fringe of Bishops Cleeve, around 800m from the village centre.

The Cleevelands development provides 40% affordable housing, which equates to 208 new affordable homes on site. These homes are being delivered in partnership with a local registered provider and the tenure split between 50% social rent and 50% shared ownership.

Delivery on both of these schemes is well underway. 155 affordable homes are now built in Salisbury, and 70% of the affordable homes in Cleevelands have been completed as well.

CORNWALL LAND INITIATIVE

As a popular holiday destination, where there are a large number of second homes purchased by people from outside the area, house prices in Cornwall remain high relative to local incomes. The average house price (£225,000) is nine times higher than the average salary of less than £25,000, pricing many local people out of the market.

In May 2015, Cornwall Council launched the Cornwall Land Initiative, an innovative housing

programme for Cornwall through a partnership with the Cornwall County Council, housing association LiveWest, and Vistry Partnerships. Eight sites were identified as development priorities by the Council, with the aim of addressing the undersupply of affordable housing and realising the value of public land by building homes for open market sale in higher value locations.

Responding directly to these variations in local needs, Cornwall Land Initiative planned to deliver 55% affordable housing across the eight identified sites, providing an additional 92 affordable homes beyond policy requirements. The local housing needs assessment also identified greater demand for social and affordable rented tenures, so the partnership will deliver 65% affordable and social rented homes across the eight sites with the remaining 45% delivered as shared ownership, all managed by LiveWest.

“Our innovative 50/50 partnership with LiveWest has allowed us to provide a significant number of affordable homes in many communities throughout Cornwall.

By working with Cornwall County Council and understanding its housing objectives, we have been able to provide 55% affordable homes across the eight sites we are working on – 92

additional affordable homes beyond policy requirements. This is a major achievement for an area which suffers from significant income deprivation.

But the benefits of our partnership extend beyond new homes – our onsite Skills Academies have created opportunities for local people to gain work experience and vocational qualifications that have helped many people into employment.

STEPHEN TEAGLE

Chief Executive, Vistry Partnerships

“As a family-run business, it is really important to us that our developments help to sustain and enrich the communities in which we are building. We are delighted that The Westwoods has directly supported not only Northleach Primary School and the development of local facilities for families, but also offered crucial affordable housing to help the community grow and thrive.

LUKE FREEMAN

Joint Chief Executive, MF Freeman

AFFORDABLE HOUSING IN WESTWOODS AND WESTCOMBE PLACE

At Westwoods and Westcombe Place, a development located on the fringe of the ancient market town of Northleach, Gloucestershire, Freeman Homes have developed 40 homes, 50% of which are affordable.

The Westwoods is made up of 35 three and four bedroom homes, which are accessible from a central road to the development, while Westcombe Place comprises five larger dwellings located to the rear of the site, with access from a private drive, and with far-reaching views of the Cotswold countryside.

Freeman Homes have worked to integrate the development into the community and through supporting the facilities available in the town, they have helped Northleach to continue to be a sustainable place to live.

They have also taken a keen interest in the Northleach community, sponsoring the local fair and music festival, which are major drivers of the local economy. Financial contributions into the area include remodelling and upgrading the Northleach Church of England Primary School, increasing its overall capacity as a result.

A total community contribution of £47,058 was made into Northleach overall through this development.

BEAM PARK, EAST LONDON

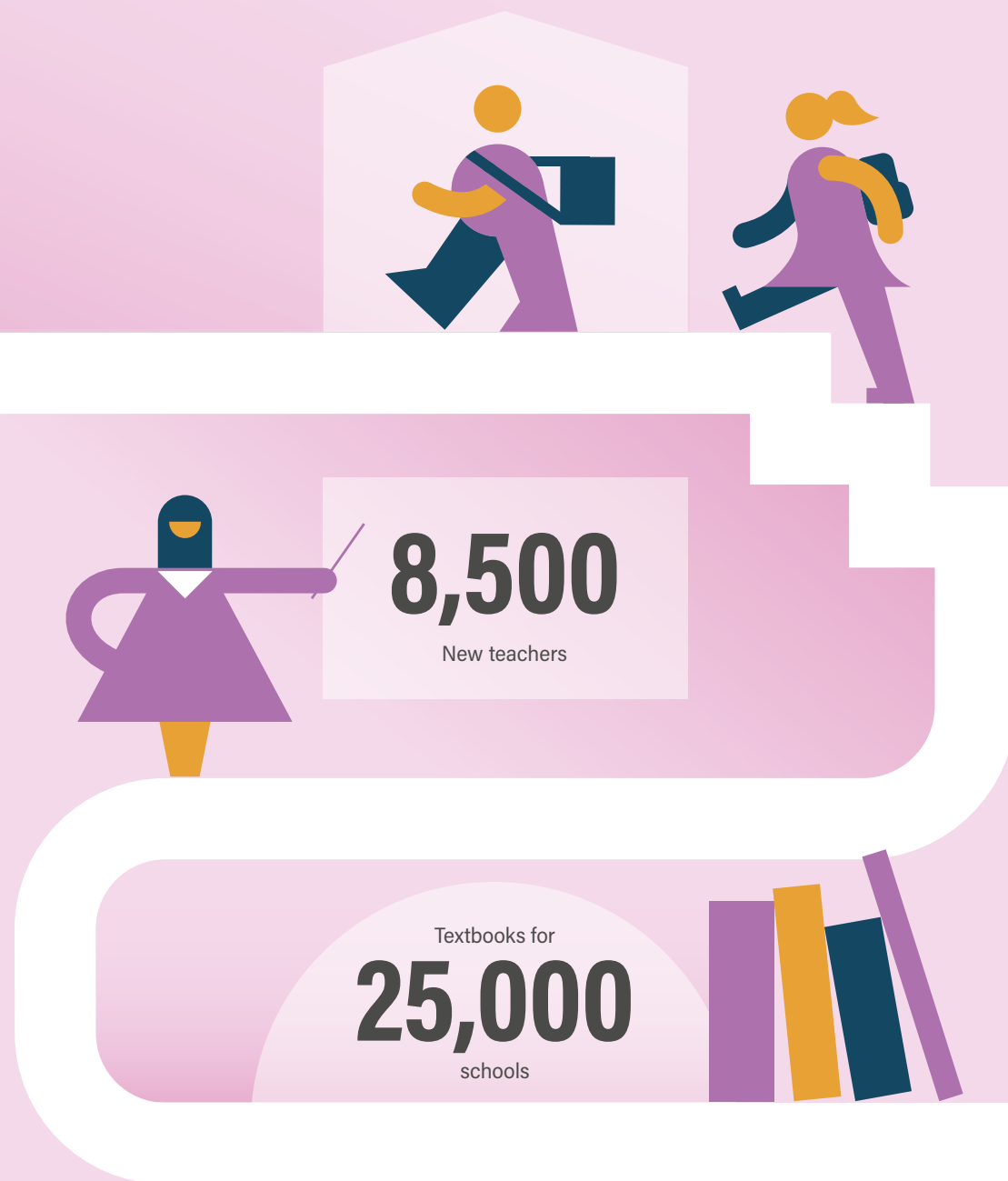
London has been significantly impacted by issues of housing affordability, and in order to continue to grow and thrive as a city, it is essential that sufficient affordable homes keep being built in the capital. Home builders take the challenge of delivering for London very seriously and are proud of recent schemes that champion affordable housing.

Countryside and L&Q, one of the UK's leading housing associations, is delivering the 3,000 home Beam Park regeneration site in East London. 1,513 (50%) of these homes will be affordable. The first phase of the development, delivering 640 of these new homes, will be complete in 2022, with the rest of the development set to be built in stages until 2030.

These high levels of affordable housing are being delivered in addition to, not instead of, significant community investment, which includes delivering the Beam Park Railway Station, medical centre, and primary school. 44% of the development has been allocated for publicly accessible green space, which includes a three-hectare park in the centre of the scheme.

Boosting local education services

IN 2018/19, HOME BUILDERS CONTRIBUTED OVER £200 MILLION TO EDUCATIONAL FACILITIES. THIS IS ENOUGH TO FUND:



Housing and educational facilities are essential bedrocks of every community. The relationship between them is also intrinsically linked, with additional school places required in areas of significant housing growth. Consequently, when it comes to giving back to the local areas they serve, investing in and supporting education provision is an obvious route for many developers.

While this support may take the form of a brand new school, this is not the only way home builders are making a difference. Developers are also improving and expanding existing facilities and enabling the implementation of new and innovative initiatives.

This section highlights just some examples of home builders giving significant support to educational facilities as part of the communities they build, ranging from pioneering schemes delivered by small builders, to significant financial contributions from larger developers.



GROVE PRIMARY SCHOOL'S 'LIBRARY BUS'

Grove Primary School's 'Library Bus' in Consett, County Durham, is one example of a home builder helping to improve an existing school by focusing on one area to make a difference. In this case, that area was literacy.

Story Homes provided funding to convert a double-decker bus into a library and reading space. The 'Library Bus' was inspired by another school that had successfully been running a library bus project for three years, in order to provide a creative and exciting new place for children to read.

This is part of Story Homes' Future Story scheme, which helps charities and community organisations that surround the developments they work on. The Woodlands scheme at Shotley Bridge, County Durham features 240 homes.

“ We are always looking into new and exciting ways of engaging children in their academic subjects. We visited a school with an existing library bus project, and the difference it has had on reading throughout the school is phenomenal. This is why we want the same for our pupils at The Grove.

We are so thankful to Story Homes for their donation towards our own library bus. Without such generosity, our project would not have been able to go ahead. This money will help us change the lives of our children through reading.

WILLIAM GRAY

Year 1 teacher at The Grove Primary School and coordinator of the project



BOORLEY PARK PRIMARY SCHOOL

The delivery of a brand-new primary school has been the jewel in the crown of community investment by home builders in Boorley Green, Hampshire. Boorley Park Primary School opened in September 2019 and students have settled in well to their new environment.

Boorley Green is the home of the Boorley Park Development, which is being brought forward by a consortium of developers consisting of Linden Homes, Bovis Homes - part of the newly-formed Vistry Group and Bloor Homes. 1,400 new homes are being built in total, including 420 new affordable homes for the area. £7 million of investment has been made in educational facilities alone around the site and all of the developers have a strong ongoing relationship with the new school.

More broadly, Section 106 agreements have totalled £11 million for the development, and include contributions to highways and healthcare provision. The development will also create a range of retail units including a multipurpose community building, leisure facilities and additional green and open spaces.

£1 million has been allocated separately towards ecological mitigation from the development, including investments in the nearby Manor Farm Country Park.

A £5 MILLION INVESTMENT IN EDUCATIONAL FACILITIES

As important as it is for home builders to assist in specific projects, such as a library bus or local school, in some cases the most effective way to help a community is through the provision of funding to local authorities which can be used in a variety of ways.

£5 million worth of investment in educational amenities has been made at three sites by housing developer David Wilson (part of Barratt Developments), including over £3 million in the area surrounding the new development at Newbury racecourse. Other examples from David Wilson include the Grange View Development in Hugglescote, Leicestershire, where £1,045,354 is being spent, and the smaller development in Olney Road, Buckinghamshire where £831,400 is being spent.

Recently, David Wilson has worked with the onsite Rocking Horse Nursery for World Book Day and with nearby school, St Gabriel's, for its bespoke Building Buddies scheme. Building Buddies was established to teach and excite children about the construction industry. Tasks are set for school children to help them learn about building sites and safety, and participants are given the added bonus of a site visit and awards for exceptional entrants.

“Investing in the areas in which we build is one of our most prominent responsibilities and we're thrilled to offer our support wherever we can.

Showing a financial commitment to local communities is a significant part of the planning of a new homes development, through contributions to education and health amenities being amongst the priorities.

CHRIS SOUTHGATE

Managing Director at Barratt Homes North Midlands

CONSTRUCTION SKILLS FUND

A number of home builders have combined to take part in the Government's Construction Skills Fund project, including Bovis Homes. The Construction Skills Fund supports the development of on-site training hubs, which are used to help train individuals who are long-term unemployed and people who are looking to make a career change into the construction industry.

Bovis' Whiteley Meadows site in Hampshire has been selected to be the base for one of these hubs. Apprentices will receive onsite training with courses ranging from one to four weeks, with 619 jobs set to be created during construction.

Bovis Homes will internally appoint Construction Ambassadors to attract entrants through a series of employment-opportunity events backed up by a local radio campaign.

“It is vital that we play our part in helping tackle the skills shortage in the housebuilding industry, which is why we're delighted to host a hub at our live construction site at Whiteley Meadows.

Our trainees will learn in a real-world construction environment and gain the practical skills they need to secure a rewarding career in construction.

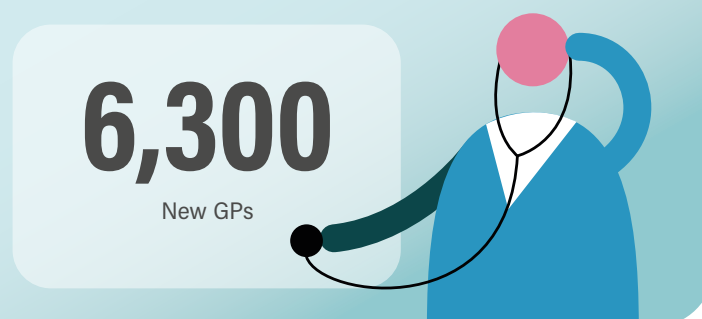
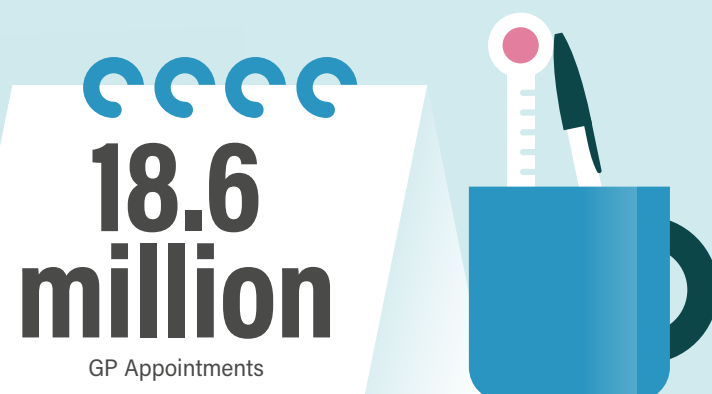
DAVID EVANS

Project Director for Bovis Homes' Southern Counties region



Supporting local health provision

THERE IS NO CENTRAL DATA RECORDED BY MHCLG WHICH SETS OUT THE CONTRIBUTION HOME BUILDERS MAKE IN SUPPORTING LOCAL HEALTH PROVISION. HOWEVER, PURELY THROUGH TAX REVENUE RAISED BY HOME BUILDERS, £559 MILLION HAS GONE IN TO SUPPORTING HEALTH IN 2019. THIS IS ENOUGH TO FUND:



Critical to ensuring a thriving and prosperous community is the health and wellbeing of its residents. However, health outcomes are, in part, dependent on the health provision available to local people.

Home builders play an important role in helping to bolster health facilities, often in areas where they are most needed, or where existing facilities require improvement, helping to prevent health inequalities across communities.

They have also shown themselves to be highly adaptable and quick to respond for their communities in a crisis. Throughout the Covid-19 pandemic, home builders big and small have been contributing to the front line by supplying PPE, donating funds and creating new spaces where people can be treated safely.

HASTINGS HOUSE MEDICAL PRACTICE

Hastings House Medical Practice, on the edge of Wellesbourne in Warwickshire was, until recently, in a very dire state. The building was beyond repair and a highly constrained site reduced its capacity to function well for the community.

However, support from the home building industry helped to rectify the situation, with Persimmon Homes financing a planning application for a new and improved surgery. The developer also supported the surgery's funding application to the NHS.

The practice opened in 2019 and has ten GPs, six nurses, 16 clinical consulting rooms, and a minor operation and treatment suite, together with additional services such as a pharmacy, physiotherapist, podiatrist, health visitors and other complementary therapies that will be delivered in addition to the standard GP services.



HASTINGS HOUSE MEDICAL PRACTICE ▼

Persimmon entered into an agreement with landowners and Hastings House Medical Practice to deliver a package of benefits to the community in conjunction with a planning application for 350 houses on the edge of this Warwickshire village. A contribution of £5,000 per house was made towards financing the construction of the new surgery, which came to £1.75 million in total.

This is an example of different sectors working closely together in order to deliver for the local community. Persimmon worked with both the medical practice and the Parish Council to help generate community support for the project and the resulting surgery serves patients in Wellesbourne and beyond, stretching to a number of surrounding villages.

This investment was delivered on top of a Community Infrastructure Levy package of benefits secured as part of the planning consent for the project.

“ This is a project we had been talking to the NHS and the estate about for some time. However, it was bringing Persimmon into the project to provide their expertise and much needed funding support which brought it to life. This collaboration enabled us to achieve our dream for the whole community of a brand-new state of the art medical facility in the centre of the village.

DR MARTIN READ-JONES

Lead Partner on the project,
Hastings House Medical Practice

DERIAN HOUSE HOSPICE

Derian House in Chorley, Lancashire, specialises in children's palliative and respite care, and provides support for their families. The hospice has been providing its vital services for 25 years. However, Derian House has, until recently, had to rely almost exclusively on their own efforts to raise sufficient funding and attract donors.

Small developer Story Homes contributed to the children's hospice through their Future Story funding. They supplied bedding and equipment following the refurbishment of 14 rooms across Derian House and Derian Lodge.

“ The care and support offered by Derian House to patients and their families is truly priceless and we are delighted to be able to offer our support by making the donation through our Future Story funding to provide much needed bedding in their refurbished bedrooms.

We are committed to supporting the communities in which we work and build our new homes, and I really encourage any charities and groups looking for funding to apply to the Future Story fund for their chance to receive sponsorship for their own cause.

DAVID O'REILLY

Land and Planning Director,
North West, Story Homes

THE HOME BUILDING INDUSTRY SUPPORTS THE FIGHT BACK AGAINST COVID-19

Communities up and down the country have been deeply impacted by Covid-19. As well as the devastating loss of life, the pandemic has damaged local economies, forced businesses to close, and rendered many community facilities unusable.

Home builders have stood steadfast behind the communities they serve during this time of crisis, and in particular, have joined forces to support what is perhaps the country's most valuable asset: the NHS.

In the early stages of the pandemic, Barratt Homes donated thousands of high specification face masks (ordinarily used to protect builders) to doctors and nurses on the front line. Similarly, Taylor Wimpey have donated to the East Anglian Air Ambulance in order to ensure they are able to source PPE for their doctors and critical care paramedics. This is in addition to offering discounts to NHS workers buying new homes, as a signal of support and gratitude for those on the front line.

HBF has helped to co-ordinate a number of our members in delivering equipment to specific hospitals, through the new campaign PPE4NHS. Members big and small came forward to offer their support. Bellway, Westerman Homes, Orion Homes, Miller Homes, Persimmon and Cala Homes are just a few of the home builders who used the scheme to deliver direct support to local hospitals.

As well as these efforts, the construction industry has also played an important role in providing new health infrastructure at very

short notice. One example of this is Russell Armer Homes, who built a 62-bay coronavirus recovery centre in Kendal Leisure Centre in just three days, following an urgent call for help from the local South Lakeland District Council and the NHS.

While these examples are noteworthy, they barely scratch the surface in terms of the true scale of work home builders have dedicated to the fightback against Covid-19. Supporting communities must be at the heart of the UK's pandemic response, and the whole industry is proud to have been able to contribute to this effort.

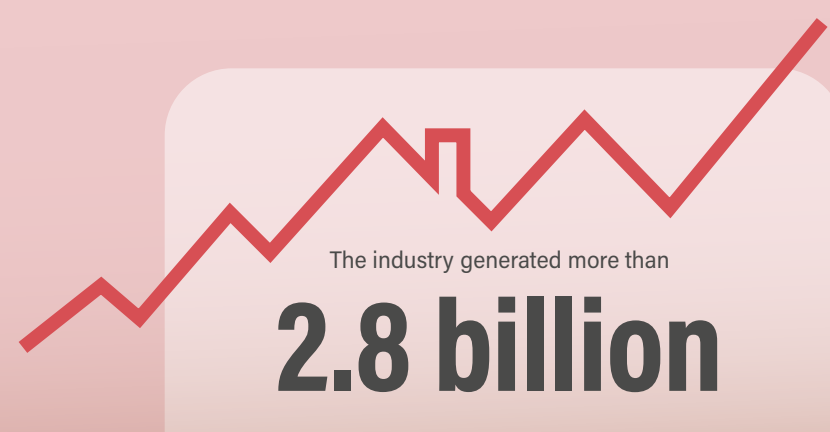
“ In these unprecedented and difficult times it is fantastic to see our industry stepping forward in this way. I would urge all housebuilders to do all they can to help the people who are working so hard in our health service to save lives.

STEWART BASELEY

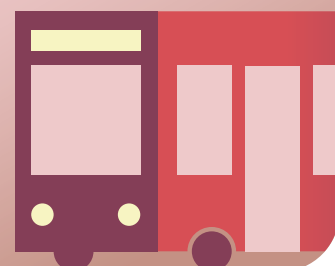
Executive Chairman,
Home Builders Federation

Supporting the local economy

THE INDUSTRY GENERATED MORE THAN £2.8 BILLION FOR LOCAL AUTHORITIES THROUGH COUNCIL TAX REVENUES IN 2018/19 – ENOUGH TO FUND 800,000 NEW BUS STOPS OR FILL MORE THAN 53 MILLION POTHOLES THROUGHOUT THE COUNTRY.



Enough to fund
800,000
new bus stops



Or fill more than
53 million
potholes throughout the country

The significant contribution that home builders make to the UK economy is well-documented. In 2018/2019, home building by the private sector has supported and sustained approximately 772,000 jobs and 8,400 graduate and apprenticeship positions. It has also contributed over £3 billion to public finances through tax revenues – enough to fund over 25,000 miles of new road.

However, it is important to recognise that the industry has a significant impact on economic performance at a local level too.

The sector creates economic value through new residents as they spend money on goods and services in the local economy. This helps to enhance 'place competitiveness' and local economic development by improving the perceived competitiveness of specific locations and reducing the costs of mitigating social and environmental problems associated with poor or insufficient housing. Continuing to build and invest in communities will be crucial in helping local economies revive as the country emerges from lockdown and people begin spending again on their local highstreets.

The industry generated more than £2.8 billion for local authorities through council tax revenues in 2018/19 – enough to fund 800,000 new bus stops or fill more than 53 million potholes throughout the country.

CHARTERS GATE, CASTLE DONINGTON

Beyond their wealth-generating activity, home builders make important investments in vital infrastructure that helps to improve the resilience and productivity of local economies.

As part of the Charters Gate development in Castle Donington, Leicestershire, Miller Homes invested more than £3 million in 2018 into the local community to facilitate the construction of a new relief road that will drastically reduce traffic through the village.

Delivered by a consortium, which includes Miller Homes, Clowes Developments, and Redrow Homes, the road will connect key local communities and provide access to new residential and employment areas.

The Charters Gate development comprises of around 900 dwellings and is expected to help meet the needs of future employees of the East Midlands Gateway, a huge 'inland port' that is being built close to East Midlands Airport, which will cover 700 acres and employ more than 7,000 workers.



CHARTERS GATE, MILLER HOMES BUILDERS ▼



HAYFIELD VIEWS, OXFORDSHIRE

Hayfield Views is a development comprising 43 family homes constructed by Hayfield Housing.

As part of the development, Hayfield built a new Community Hall, with a spectacular high vaulted ceiling, purpose-built bar, an expansive fully equipped catering kitchen, toilet facilities and a meeting room. The new hall benefits from a landscaped garden area and has its own car park which is accessed via a dedicated driveway.

Hayfield Housing spent £400,000 to construct The Bourtons Community Hall, which is in excess of the estimated Section 106 contribution. It was handed over in 2019 and is currently being used alongside the Parish Council's original building, which was previously a Methodist chapel, dating back to 1932. Hayfield is also paying the Parish Council a total of £10,000 towards the initial set-up and running costs of the Hall.

“The completion of The Bourtons Community Hall is a huge milestone for the Parish Council and the villages of Great Bourton and Little Bourton. It is wonderful to see the landowners Graham and Jennifer Townsend's original vision of a 21st Century community hall come to fruition, and we thank them for their generosity.

Our community is very active and in much need of a purpose-built facility that can be used for a whole host of meetings, family play activities, exercise, craft and hobby sessions, as well as public and private hire events. We are very pleased with the end result and would like to thank the team at Hayfield for working alongside us to deliver this project.

SALLY LESZCZYNSKI
Chairman, The Bourtons
Parish Council

Contributing to better community facilities

HOME BUILDERS CONTRIBUTE £45 MILLION A YEAR IN LOCAL COMMUNITY SPACES. THAT IS ENOUGH TO BUILD APPROXIMATELY 400 FOOTBALL OR RUGBY PITCHES, OR 50 NEW SPORTS HALLS.



Community facilities sit at the heart of local areas and can enhance the lives of residents in numerous ways. Sports clubs encourage health, fitness and the development of new skills, while libraries, community centres and places of worship open doors to the expansion of knowledge, ideas and culture.

A strong sense of community can also help to prevent crime and anti-social behaviour and combat loneliness in older generations.

BOW GARDEN SQUARE

In 2015, work began on regenerating part of the Burdett Estate to develop the new Bow Garden Square in East London.

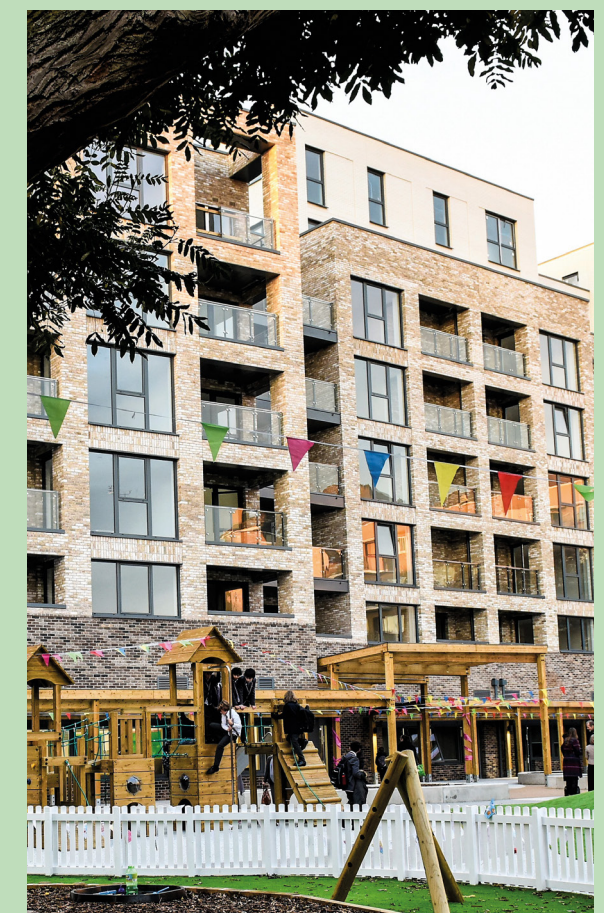
This is being delivered in partnership by two organisations: Housing Association Poplar HARCA and developer Telford Homes, both of whom have a strong community focus.

The regeneration includes the creation of a number of community assets, such as a new local school, St Paul's Way Foundation, a multi-use games area, a new community centre and a mosque.

The new mosque was designed in close consultation with the local Muslim community, and now has a congregation of around 600 that welcomes visitors from around the world.

“ It has been a vision of our community to have a purpose built Mosque since the establishment of the Burdett Bangladeshi Cultural Association (BBCA) in 1982. The Mosque is not just a place of worship but a beacon for the entire community irrespective of faith and background.

MOHUB ALI,
Secretary, BBKA & Mosque



ST PAUL'S WAY FOUNDATION SCHOOL ▼



BROUGHTON ASTLEY

A housing developer provided for this large Leicestershire village by ensuring it had access to community facilities that could adequately support the area's substantial housing delivery. Broughton Astley has a population of around 9,000 but its community and retail facilities have not kept pace with the extensive housing development which occurred during the 1980s and 1990s. Jelson Homes sought to tackle this issue by ensuring that its new development of 320 homes was accompanied by community investment and a substantial offering for local people.

The community offering includes a new Aldi supermarket, a site for a medical centre, and a sports centre, which will feature a four-court main hall, gym, community meeting spaces, and two full size floodlit football pitches.

This has been a great success and has led to an improvement in local infrastructure. The quality of this development is demonstrated by the fact that 89% of the local community voted in favour of it proceeding in a local ballot.

This was achieved by early engagement to understand the community's needs and aspirations, demonstrating the value of open dialogue between developers and the communities in which they operate.

A NEW PASTURE FOR RESCUED RACEHORSES

Home builders often work in partnership with local charities in order to deliver benefits for local communities. Story Homes and sister company Story Contracting have together helped Carlisle's Racehorse Rescue Centre to create a new pasture for its animals.

The companies supplied and delivered 140 tonnes of top soil before levelling off the area which had been previously ruined by flooding. The soil had been brought to the site from Aspen Grange, a housing development being built by Story Homes in Carlisle, with Story Contracting undertaking the groundworks.

The pasture is used as a 'chill-out zone' for the eight horses at the centre, so they can socialise, recover from injuries, graze and learn to become equine therapy horses, which are effective at providing companionship and treatment for a range of mental and physical conditions.

But as well as being a good space for the horses to recover, the centre also runs free programmes for veterans, the disabled and troubled young adults to help build confidence and educate them in animal welfare.

“ We could never have transformed this area ourselves and couldn't have afforded to pay for it due to our charity status, so the help of Story Homes and Story Contracting has been hugely beneficial to us. We can't thank them enough.

SARAH DAVIES,
Charity Guardian, Carlisle
Racehorse Rescue Centre

BENTHAM GREEN

A redundant factory site in Gloucestershire has recently been transformed into a new development, which completed in the summer of 2019 and is already fully occupied.

The Bentham Green development consists of 20 affordable homes (over 40% affordable housing). The developer, Lioncourt Homes, has also invested considerably in community benefits, such as giving £120,000 towards the refurbishment and extension of the Bentham and Witcombe Village Hall and play area, and £245,000 towards improving the nearby Church and High School.

On top of this, £80,000 has been spent on a new bus which will operate on the nearest local bus route, stopping in Bentham Green in the morning and afternoon peak hours. This is a crucial investment to ensure that the community has good links to the surrounding area and will help fuel the local economy.



GREAT WESTERN PARK, DIDCOT

Great Western Park is a new town on the eastern edge of Didcot. While it did not exist 10 years ago it is now well established and thriving. 3,300 homes are being built in total, with the vast majority of these (2,229) being brought forward by home builder Taylor Wimpey. As part of the development, Taylor Wimpey has invested over £55million in transport, schools, and other community facilities.

After the first residents moved in at the end of 2011, there has been a steady flow of grand openings in the area. This started with the opening of the development's first play area in the summer of 2012, and now includes a school, community centre, convenience shop, night bus service and pub, among many other community assets.

The bricks, mortar, and considerable community investment helped to get Great Western Park up

and running, but after this initial injection of life, residents have taken the lead, and have made the area what it is today.

All of this together has allowed Great Western Park to transform from an unusable area to a thriving community.

“People really fight for the community. People really want to make sure that it's a safe place to live, and they take ownership of where they are. They are tackling things together: the schools, the Residents' Association, local councillors and ourselves alongside them - we remain part of this community.

REBECCA BOWKER,
Project Manager, Taylor Wimpey
Oxfordshire

MARLEIGH: A NEW NEIGHBOURHOOD IN CAMBRIDGE

Marleigh is a brand-new neighbourhood being created on Newmarket road in Cambridge, which will consist of 1,300 homes of a range of sizes, including one, two, three, four, and five-bedroom houses.

A host of community benefits will be delivered as part of the neighbourhood, including a primary school, sports pitches, community centre, market square, green open spaces and public parks.

To celebrate the recent launch of the first phase of the new development, a fortnight of pop-up events and workshops were organised for the local community, providing entertainment as well as promotion for local businesses. These ran from 20 February 2020 until 5 March 2020 and included:

The opportunity to meet players from Cambridge United Football Club, (and to challenge them to a game of table football!)

Art sessions for children including a session run by a sculptor and artist, helping children depict their ideas for the community

Exercise sessions including yoga and pilates

A workshop with a local florist where participants were able to make their own bouquets

Wine tasting for the adults, courtesy of Cambridge Wine School

The development is being built by Hill Marshall, which is a joint venture between private developer The Hill Group, and aviation and engineering company Marshall. The first phase includes 150 homes and is just the beginning for what promises to be an exciting new community.



Enhancing green spaces

HOME BUILDERS INVESTED OVER £74 MILLION IN CREATING GREEN SPACES LAST YEAR. THIS IS ENOUGH TO PLANT 8.6 MILLION TREES.



Home builders have invested over

£74 million



Enough to plant

8.6 million

trees

Green spaces play an important role in building great communities. Within housing developments, green spaces generate opportunities for local residents to undertake recreational activities, contributing to improved physical health, fitness, mental health and wellbeing.

But they are more than assets with public health benefits. Green public spaces are symbols of a community's vitality and character. They are

places where people can come together and areas that are central to residents' conception of the liveability of their towns and cities.

GREEN SPACES AT CHEVIN PARK, YORKSHIRE

Chevin Park Clock Tower is located on the edge of Rombalds Moor, Yorkshire, an outstanding example of Vickers Edwards architecture. The development of this former hospital, which began in 2006, is part of a multi-year regeneration project. Surrounded by over 200 acres of parkland, the green spaces include landscaped lawns, communal gardens, and rolling fields, interwoven with bridleways and cycle paths.

As well as the restoration of the Clock Tower, Avant Homes has planted over 10,000 trees across the 200 acres of landscaped park and established woodland.



CHEVIN PARK CLOCK TOWER ▼



In addition to the new green spaces, Avant Homes has also undertaken the creation of new sporting and leisure opportunities for the local community, including building two full-size football pitches, the restoration of two derelict tennis courts, children's play equipment, and the retention of an existing cricket pitch.

Finally, as part of its Section 106 contributions, the developer has provided £500,000 for the creation of a new sports and social club facility for the High Royd Sports Association. Contributions were also made to local transport infrastructure, including improved local junctions within the vicinity.

BROADOAKS PARK

Broadoaks Park in West Byfleet, Surrey, is a development which is providing a substantial offering to the community on top of its 125 properties, assisted living scheme of 75 apartments, 26 affordable houses, 18 shared ownership houses and a new 80-bed care home.

Of particular note, the level of open green space offered by the site is exemplary and will deliver benefits for residents, the wider community, and the environment. The overall private residential land includes 6.62 acres of open space, which accounts for 25% of the

total site – not including private gardens. The site contains beautiful listed buildings but, as it was previously owned by the Ministry of Defence, there was no public access to view these before. However, this development will put these in plain view for the public to enjoy. Octagon Developments, who are bringing forward the scheme, are also looking at ways of retaining as many of the existing trees on site as possible, and supplementing this with additional planting.

They have delivered a Community Infrastructure Levy payment of £4.7million to Woking Borough Council alongside a separate Strategic Access Management and Monitoring payment of £152,671.

“ We are absolutely delighted to have received approval from Woking Borough Council for our revised plans on Broadoaks Park. The local community will be able to walk freely into Broadoaks Park and enjoy views of the restored listed buildings and general open spaces we are creating in our master plan.

TIM BANKS
Chief Executive Officer, Octagon

Polling evidence

AS PART OF THIS REPORT, WE COMMISSIONED YOUNGOV TO CONDUCT POLLING IN ORDER TO REVEAL PUBLIC AWARENESS OF DEVELOPER CONTRIBUTIONS TO LOCAL COMMUNITIES, AND TO TEST PUBLIC OPINION ON HOW THESE CONTRIBUTIONS SHOULD BE USED AND COMMUNICATED.

Throughout this report we have detailed the crucial placemaking role that home builders play, and demonstrated the real-world benefits these bring to communities across the country. It is important that there is significant public awareness of the contributions home builders make to local areas, in order to strengthen support for development at a time when we need to increase housing supply further.

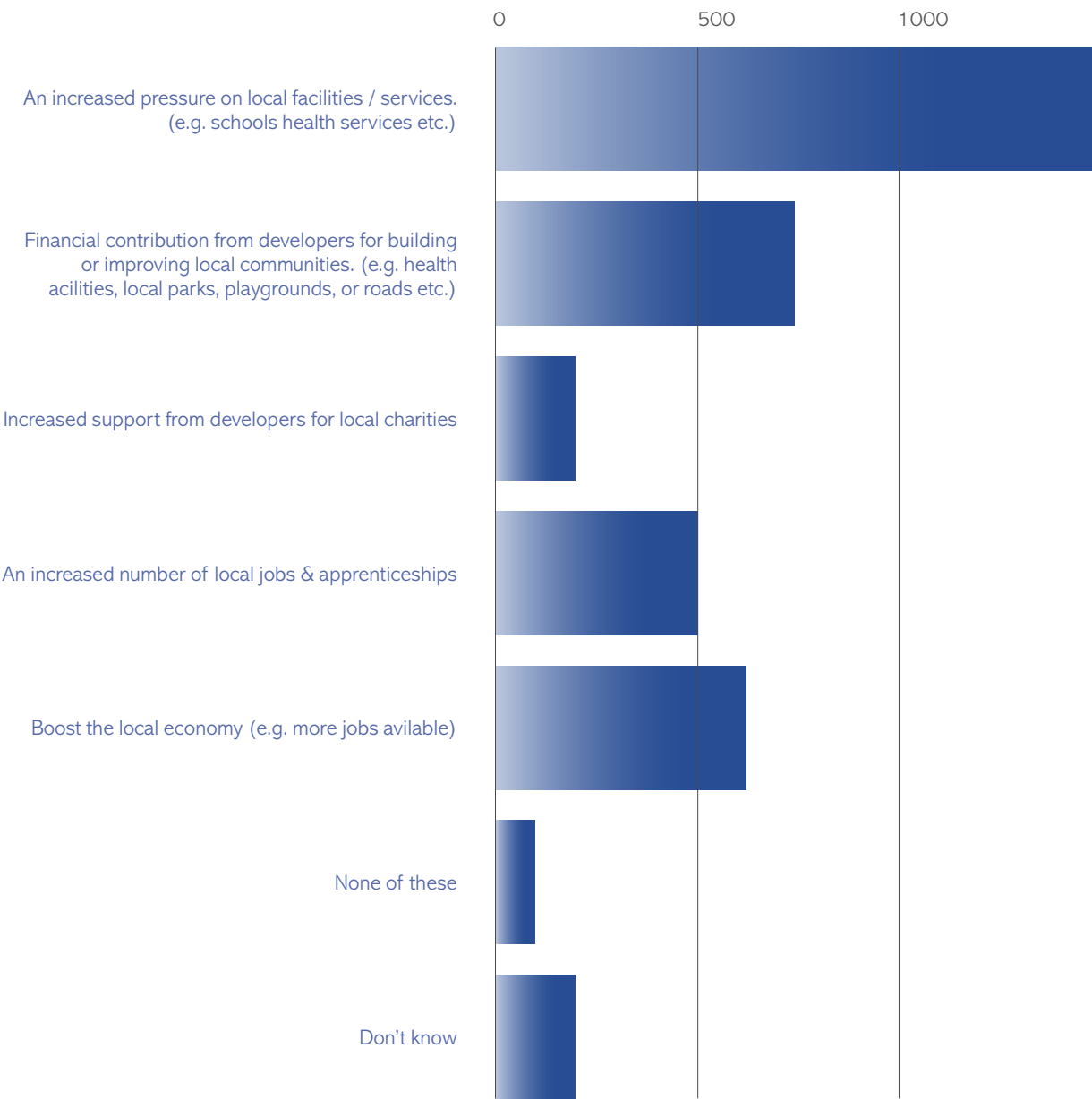
HBF commissioned YouGov to conduct a nationally representative poll of the general public in order to gauge public awareness of developer contributions to local communities in England and Wales, and to understand the role these benefits play in achieving acceptance for local developments.

The results from the polling reveal:

People in England and Wales are almost twice as likely (73%) to think 'increased pressure on local facilities/ services' (e.g. schools, health services etc.) can be a result of housing developments, than 'financial contributions from developers for building or improving local communities' (e.g. health facilities, local parks, playground or roads etc) (37%).

Learning that developers make community investments improves people's perceptions of housing developments in their local areas. Almost a quarter of respondents in England and Wales (22%) say this makes their opinion of housing developments more positive, with 55% stating that their opinion remains unchanged.

RESULTS OF HOUSING DEVELOPMENT



Polling evidence

We also wanted to test public opinion on how these contributions should be used and communicated.

The combined England and Wales public would welcome efforts to increase levels of transparency in the system. Over half (52%) of the public are interested in knowing more about developer contributions in their area.

Almost three quarters of the public (73%) think that unspent developer contributions should be spent in their local area, compared to 7% who think they should be put to use for wider national infrastructure improvements, or retained by the council (7%).

Only 2% believed that unspent developer contributions should be returned to developers, which is the status quo.

In response to this research, HBF has devised a set of practical policy recommendations that we believe will increase levels of public understanding and trust towards the developer contributions system.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2023 adults, of which 1,841 were in England and Wales. Fieldwork was undertaken between 4th - 5th March 2020. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

UNSPENT COMMUNITY MONEY

73% It should be spent in the local area

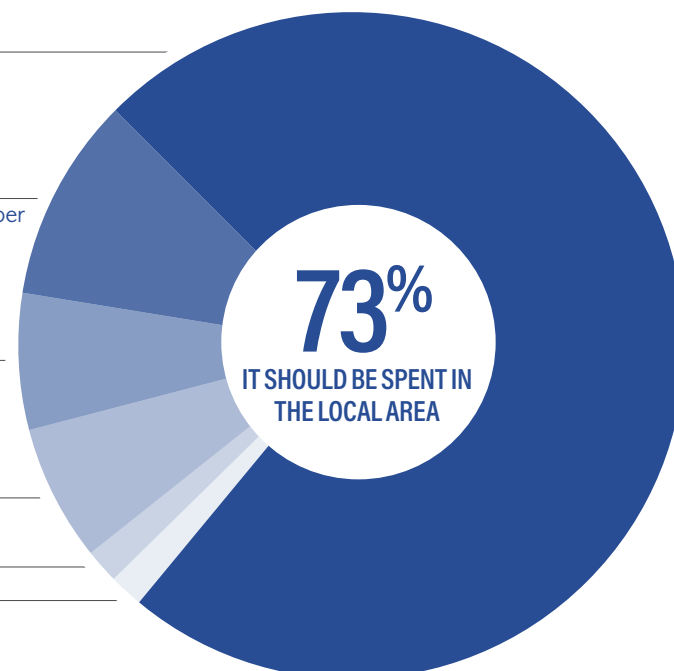
9% It should be returned to the housing developer

7% It should be spent on wider national infrastructure (e.g transport, energy etc)

7% It should be kept by local authorities

2% None of these

2% Don't know



Conclusion and recommendations

Developers are not purely home builders, they are community builders as well. The evidence, both from statistical findings and from the on the ground work of our members, demonstrates that developers are contributing significantly, not just to bricks and mortar, but to the communities they serve.

It is crucial that a strong framework is in place to ensure that these contributions are used effectively and transparently, for the benefit of communities across the UK.

It is also important that there is a mutual understanding between developers and local authorities about how these contributions should be used, with a clear set of shared principles.

RECOMMENDATIONS

As such, we have three core recommendations for how the process of local authorities receiving developer funding should be improved.

Industry continues to engage with the Government's 'Planning for the Future' consultation which outlines proposals to significantly change the planning system in England.

The below recommendations apply both to the interim period before any new legislation is implemented, but also as guiding principles which should be enshrined in future reforms.

01.

Developers financial contributions should be spent according to their negotiated purpose and within their agreed time limit.

However, if financial contributions cannot be used for their original stated purpose within the agreed timeframe, then they should be given directly to people in the local community, not returned to developers. The core principle underlying this is that these financial contributions should always benefit the communities they were intended for, even in circumstances when the specific agreed use for the money is not met. Options for distribution could include direct payments to local households, or council tax rebates.

Conclusion and recommendations

02.

Local authorities should be compelled to publish an easily digestible summary of their annual reports on their website, which includes details of how money from developers is being spent, to improve public transparency of this process.

03.

Private developers and local authorities should adopt a public badging scheme to increase awareness of how developer contributions are spent.

This means that when a community asset, such as a park, school, or hospital, has been funded by a developer, this should be made clear, such as through the use of a plaque or sign. This will help boost public understanding of the community benefits

that come from new developments, which is needed in order to enhance public support for building the homes we need to tackle our housing crisis.

These recommendations are supported by the YouGov polling which demonstrates that the public want to become more aware of home builder contributions, and are in support of financial contributions going directly to communities if they cannot be used for their original stated purpose.

Building communities is the passion that drives developers in our housing industry. Houses are nothing without the places they inhabit, and as a society, we should always put community first.

HOME BUILDERS FEDERATION
HBF HOUSE
27 BROADWALL
LONDON SE1 9PL

T: 020 7960 1600
E: INFO@HBF.CO.UK