

An Introduction to Housing Associations and Developers

22nd February 2016
Cockpit Arts, London

Welcome

Jill Richens
A New Direction
@jillrichens

Dana Segal
Cockpit Arts
@dananabum

A partnership project with



Agenda

- 1.00: Welcome and Introductions
- 1.10: Benchmarking Exercise
- 1.30: Introduction to Housing Associations
 - Sarah Hoyle, Together We Create
- 2.30: Break and tour of Cockpit Arts
- 3.00: Opportunity Planning
- 3.20: Benchmarking Exercise
- 3.30: Introduction to Housing Developers
- 4.30: End and networking

Benchmarking Exercise

1. I understand what housing associations are and their purpose
2. I understand what housing associations may want from partnerships
3. I feel confident approaching housing associations (who to talk to)
4. I have seen good examples of housing associations working with arts organisations

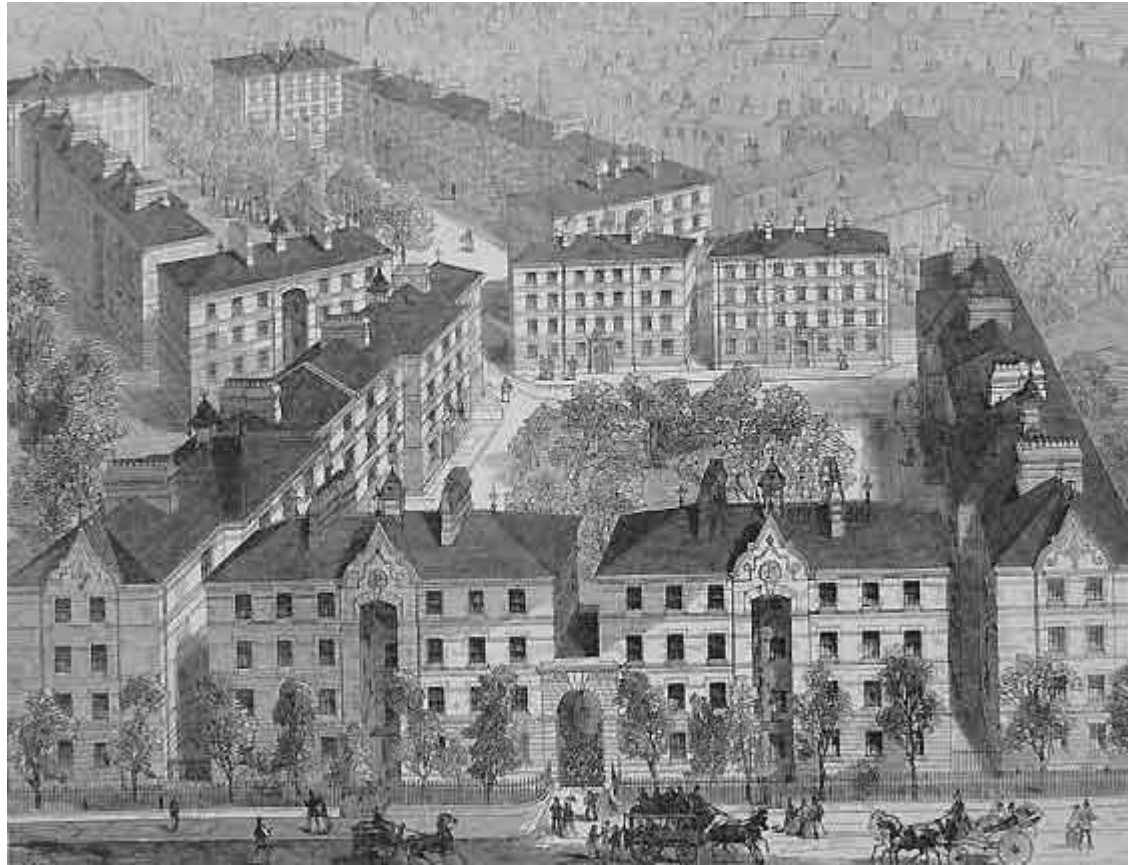
Introduction to Housing Associations

Housing associations exist to provide social housing for people in need of a home.

- Private (but they are regulated by the state + commonly receive public funding)
- Not-for-profit (surplus is used to build new homes and maintain existing housing)

They may specialise in supporting different groups e.g. families, elderly people, people previously experiencing homelessness, people with mental health issues, ex-offenders.

A nice bit of history



How many are there?

The government has a handy list of all the registered providers of social housing. It lists 1700+ organisations across England.

<https://www.gov.uk/government/publications/current-registered-providers-of-social-housing>

Many also operate over multiple local authorities/nationally.

Vary in size and serve different audiences.

https://jillrichens.cartodb.com/viz/9cfd6ad0-cf19-11e5-8622-0ecd1babdde5/public_map

So what is the opportunity?

- Your offer rooted in your local communities
- New audiences for your work
- Long term partnerships
- Arts offers are in demand!
- HA's are looking for opportunities. They don't necessarily know what they need and are open to offers, so build a relationship with them and pitch your ideas!

Sounds great...so what next?

1. Read the Community Investment Strategy
2. Make contact!
 - Arts Development Officer (if possible)
 - Community Development/Regeneration
 - Community Partnerships/Investment
 - Participation
 - Employment and Training Officer
 - Young People

Also worth thinking about if there is a specific leader *within* the community – someone who has influence within the community.

Also think about local authority arts development officers.

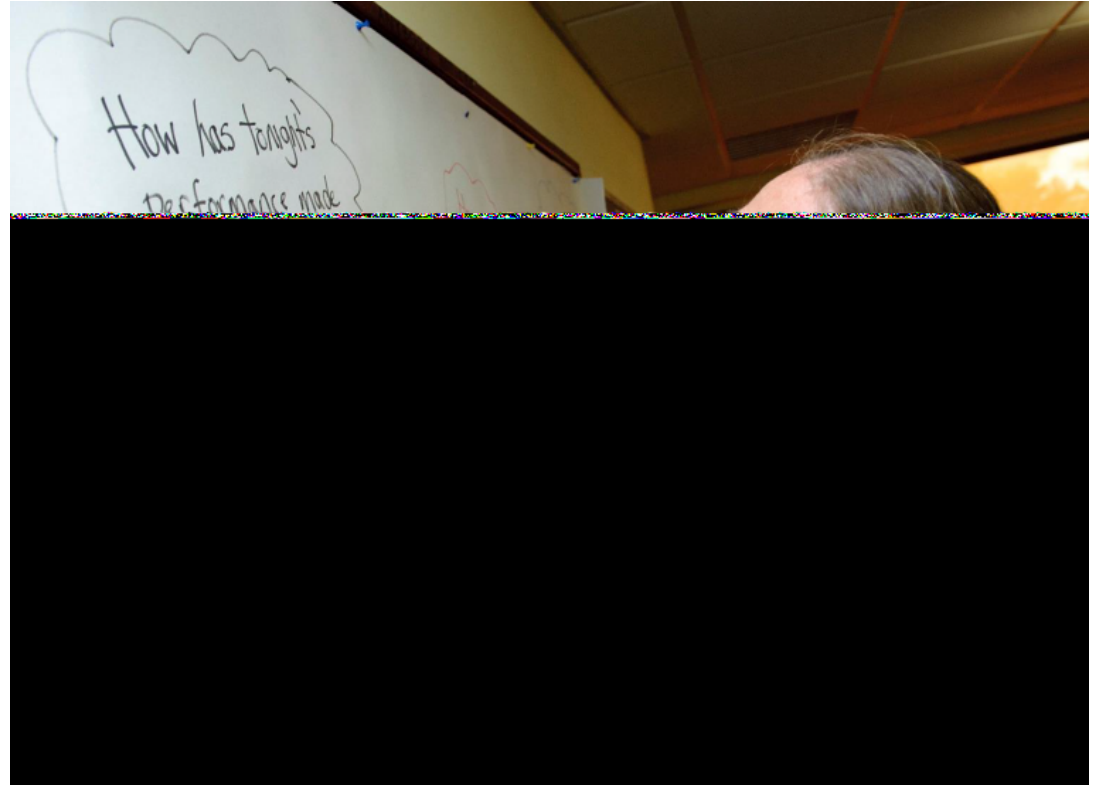


Sarah Hoyle, Together We Create

Example: Royal Exchange Theatre and New Charter Homes Limited

'Raise aspirations by giving people opportunities'

'Break down barriers between the concepts of 'school' and 'community'.'



Learning

- Long term relationships (and can lead to future funding)
- Open up new funding streams for you (e.g. BLF Reaching Communities)
- Community ownership, co-designed
- £60,000 – how much is this for you?
- ‘seeds of change’ – be realistic about what your project can achieve
- Long term project – how does this affect your staffing/capacity?

<http://www.royalexchange.co.uk/515-growing-from-seed-final-report-new-charter-group-new-charter-academy-and-royal-exchange-theatre-partnership>

Example: Ovalhouse + Hyde Housing, Metropolitan Housing, London and Quadrant

“How can housing associations, local cultural partners and young people work together to address barriers to cultural engagement and broaden young people’s horizons?”



Exercise: How does this work for you?

1. Think about your offer and what opportunities you have seen
2. What challenges have you seen?

Pitch your ideas to each other – say out loud, someone to sense check it

Break

Break and a tour of Cockpit Arts

- Maker 1
- Maker 2

Revisit the benchmarking exercise

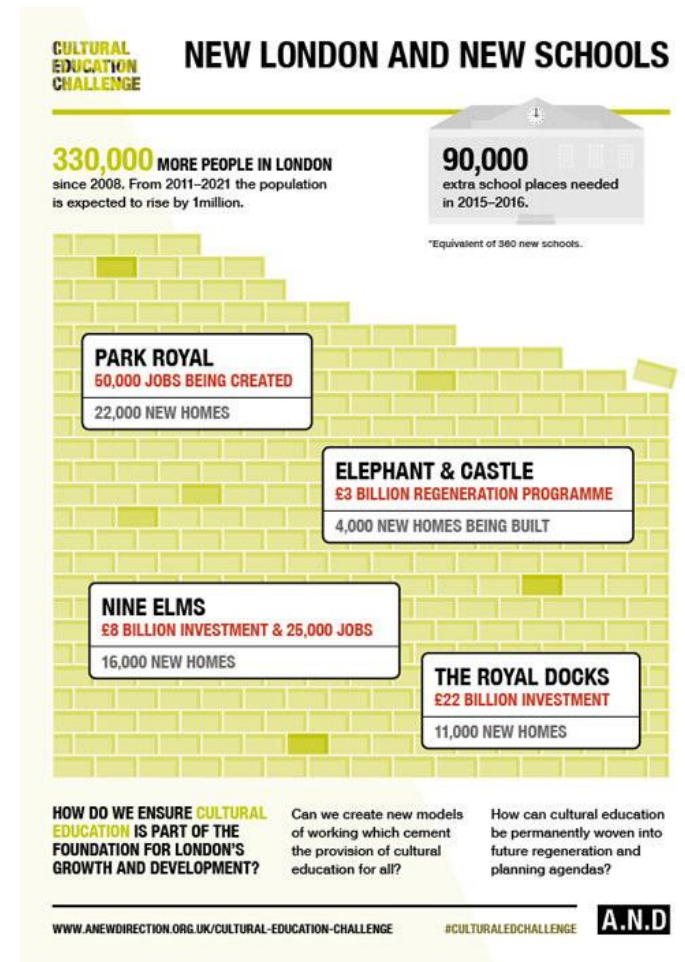
Benchmarking Exercise

1. I understand what housing developers are and their purpose
2. I understand what housing developers may want from partnerships
3. I feel confident approaching housing developers (who to talk to)
4. I have seen good examples of housing developers working with arts organisations

Introduction to Housing Developers

CULTURAL EDUCATION CHALLENGE

<http://www.culturaleducation.london/>



#arts_housing

Maps....

<http://newlondondevelopment.com/>



(search by sector: commercial, education, health, cultural)

<http://www.london.gov.uk/webmaps/ldd/>

(map view)

What can Housing Developers offer?

Some housing developers will have a corporate social responsibility programmes.

	Total UK contributions 	Total UK cash donations 
Berkeley Group plc	£9,000,000	£9,000,000
Broadland Properties Ltd	£60,000	£60,000
Bruntwood Group Limited	£1,609,000	£1,609,000
Cadoqan Group Ltd	£1,434,000	£1,434,000
Caledonia Investments	£85,000	£85,000
Canary Wharf Group plc	£2,100,000	£626,000
Carillion plc	£1,580,000	£200,000

Their offer (cont.)

Section 106

A Section 106 agreement is required when it is considered that a development will have significant impacts on the local area.

This could include putting pressure on the social and physical infrastructure – e.g. bringing more traffic, and so road improvement will need to be covered.

Community Infrastructure Levy (CIL)

Section 106 focuses on elements specific to the new build, whereas CIL looks at the area more broadly. Developers may contribute to both.

New builds will be required to pay this levy, which goes into a central pot managed by the local authority. The local authority then distributes this money based on local need. There are very broad definitions which CIL can be spent on – which includes cultural activities.

Sounds great...so what next?

Each borough will produce a **local plan** – this identifies the development needs for the area, and the opportunities in relation to housing, the local economy, community facilities and infrastructure.

There are also **neighbourhood plans** – which were introduced following the Localism Act of 2011. Now, communities can access the CIL, and influence and grant planning permission (in line with the local plan).

Redevelopment of Margate

- Is culture prioritised in S106 agreements and given equal status across the sub-region?
- Are housing developers championing cultural infrastructure as necessary to improve the desirability of housing and increase the return on their investment?

Example: Shell Centre (Canary Wharf Group)



Example: Bentley Priory (VSM Estates)



Example: Wandsworth Arts (Nine Elms)

A three year creative placemaking programme for young people aged 7 – 19 in Wandsworth and Lambeth schools.

“What makes a place, and how can children and young people contribute to building it?”



Example: Cockpit Arts (Bellway Thames Gateway)

“New homes, new jobs and new purpose built facility for Cockpit Arts”



Learning

- Range of opportunities – from public art to place-making
- Engagement with local plans
- Engagement with community consultation services
- Relationship with the local authority arts officers (around CIL)
- Creating a consortium of local cultural interests
- Engagement as early as possible

Recommendations

- Someone from a housing developer on your board/development board
- Contact your local authority to understand local developments
- Think about the resource required to achieve this – will this fall to the fundraising team, or do you have a partnerships team?
- Do the arts need a manifesto of their value to housing developers? Or a campaign targeted at developers?
- Aligning your offer to local and neighbourhood plans

Thank you!



- Jill Richens, A New Direction, jill.richens@anewdirection.org.uk
- Dana Segal, Cockpit Arts, dana@cockpitarts.com