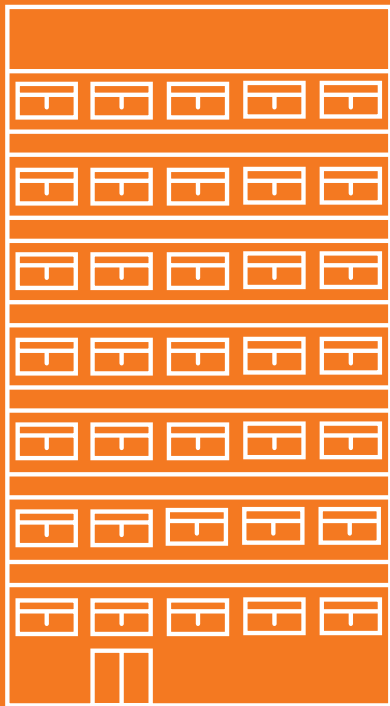




Regen



A new way to regenerate London's housing estates

London has an urgent housing requirement and its estates offer great potential for additional homes.

Pocket Regen is a new way of managing estate regeneration, keeping people in their homes, and providing new homes that are 100% affordable.

Pocket Regen is a completely new way of managing estate regeneration. At its heart, it will deliver back middle market and starter homes to estates which have become polarised over the last 30 years through underinvestment on the one hand and right-to-buy on the other.

Our exemplary approach to design, combined with a unique approach to affordable housing that truly sits between the public and private, allows us to bring fresh and innovative thinking to existing estate regeneration models.

Unlocking the potential of London's housing estates by offering tangible gains to existing residents will deliver the homes that Londoners truly need.

Crucially, we need to overcome the feeling that estate regeneration is "too hard" by engaging openly with estate communities and offering them real reasons to welcome regeneration, in the form of investment in their estates, new build affordable housing for their sons and daughters, and an annual revenue stream for the community.

We need to provide the intermediate homes that the average Londoner can actually afford and deliver integrated, mixed communities on these estates. That way, London can remain home to the very people that make this city great.

Pocket Regen is a tripartite Joint Venture bringing together:

- the estate community
- the Local Authority
- Pocket

to deliver the maximum number of new and affordable homes.

Pocket Regen is founded on 3 key principles:

1. Reengage
2. Repair
3. Rebalance





# Reengage

There is very significant social capital in London's estates. Yet so often the needs of the residents are not properly considered within a regeneration plan, so they regularly oppose it.

Pocket Regen can harness the support of all residents by offering them a fair deal, collaborating with the overall community as well as the Tenants Residents Association.

Pocket Regen will use the existing community as a positive catalyst for regeneration. We will achieve this by being open, and giving existing residents the opportunity to influence the scale of the scheme and share in the upside. Our approach will, therefore, involve residents in deciding:

- Scale:  
Number and size of new units
- Where they live:  
Opportunity for local people and families of those on the estate to access new affordable and social rented homes
- Return:  
Residents benefit from a charitable trust, based on the scale of the project they support, and help decide what it should be used for

Based on an estate of 240 existing homes, the scale of the schemes will range from between approximately 150 new affordable homes with a £20,000 annual revenue stream, and 250 new homes with a £65,000 annual revenue stream.



**"It's very easy to get people in opposition to you very early on unless you're really sincere and open with them."**

June Barnes  
Housing Expert



An aerial photograph of a city model, likely made of white foam or plastic. The model shows a dense urban layout with various building heights, including several tall skyscrapers. There are numerous trees scattered throughout the city blocks. A white rectangular text box is positioned in the upper left corner of the image.

## Existing community

240 homes

Low density, under utilised land

Density 60Dw/Ha

High social capital

# Existing

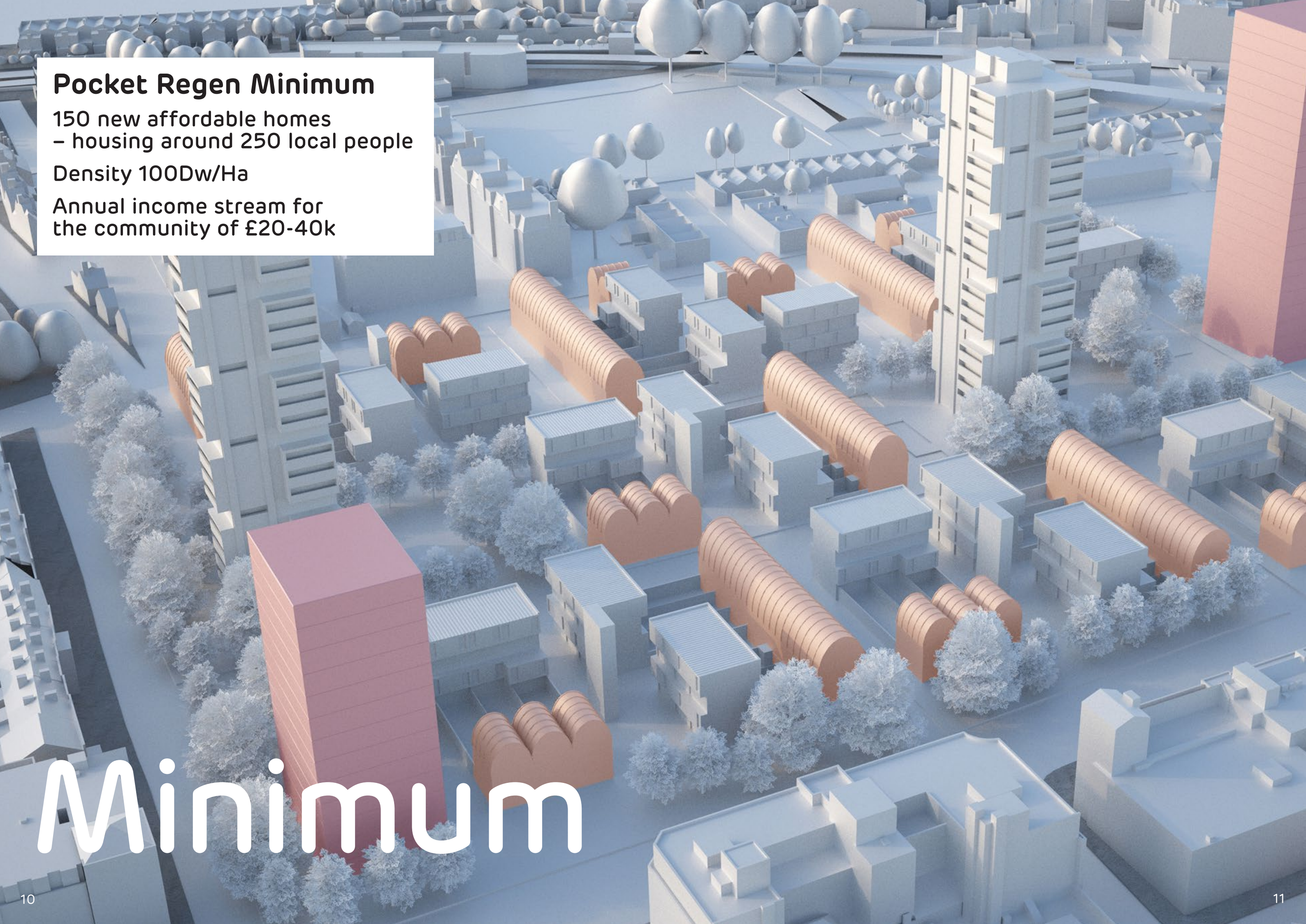


## Pocket Regen Minimum

150 new affordable homes  
– housing around 250 local people

Density 100Dw/Ha

Annual income stream for  
the community of £20-40k



# Minimum



## Pocket Regen Medium

Around 25 additional  
social rent homes

Density 115Dw/Ha

200 new affordable homes  
– housing around 325 local people

Annual income stream for  
the community of £45-50k

# Medium



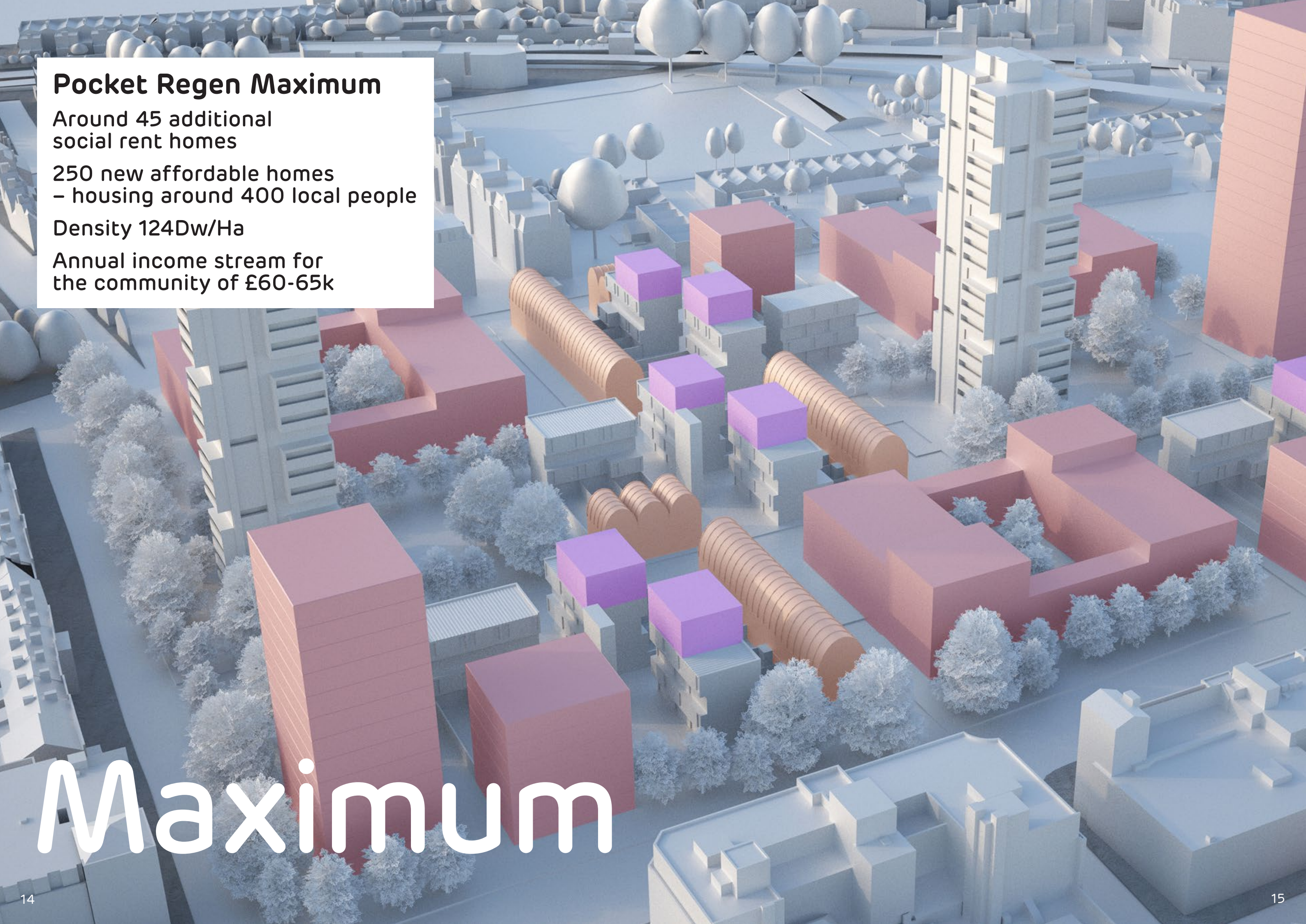
## Pocket Regen Maximum

Around 45 additional  
social rent homes

250 new affordable homes  
– housing around 400 local people

Density 124Dw/Ha

Annual income stream for  
the community of £60-65k



# Maximum



# Repair

Even after decades of neglect, most estates can be made to look great internally and externally with the appropriate level of investment.

Moreover, it almost never makes sense to displace existing communities, change their mix and fail to give them back the homes they aspire to.

Pocket Regen's starting point is an assessment of what can be kept and enhanced. Then we leverage Pocket's skills in identifying infill opportunities and maximise the available space to deliver enhanced homes and community spaces through award winning design. Pocket Regen's process will deliver the following benefits for existing residents:

- Buildings will be refurbished and upgraded
- Leaseholders will continue to own 100% of their new home, which will benefit from the improvements
- Tenants will be helped with long term solutions and a possible first step onto the housing ladder
- Social housing tenants will remain on the estate in a refurbished home
- The elderly will be offered a home built specifically with their needs in mind
- Public realm, while reduced in size, will have significant investment and become a high quality shared estate amenity for community events, supported by the ongoing revenue stream.



# Rebalance

We believe that we should be adding to the community, rather than just adding numbers.

Recent activist movements demonstrate the depth of cohesion that exists in communities - and the antagonism that can quickly emerge when an outside developer focuses merely on financial gain.



Pocket Regen's extra homes will be 100% affordable and prioritised for the family members of existing residents, thus visibly increasing the investment in the estate's social capital.

Pocket has become synonymous with the delivery of high quality starter homes for London's middle income workers – a workforce that contributes to making London a successful city but can't afford to buy their first home here.

Pocket compact homes are at least 20% cheaper than the market rate (for rent or purchase), and are maintained as affordable in perpetuity through a restrictive covenant that is policed by Pocket and the Local Authority.

Pocket homes are only sold or rented to local people, with the rented homes offered on longer tenancies (3 years), so all new residents will become net contributors to the community. In this way, we will bring back those for whom many of these estates were intended, broaden community engagement and derive real local pride.

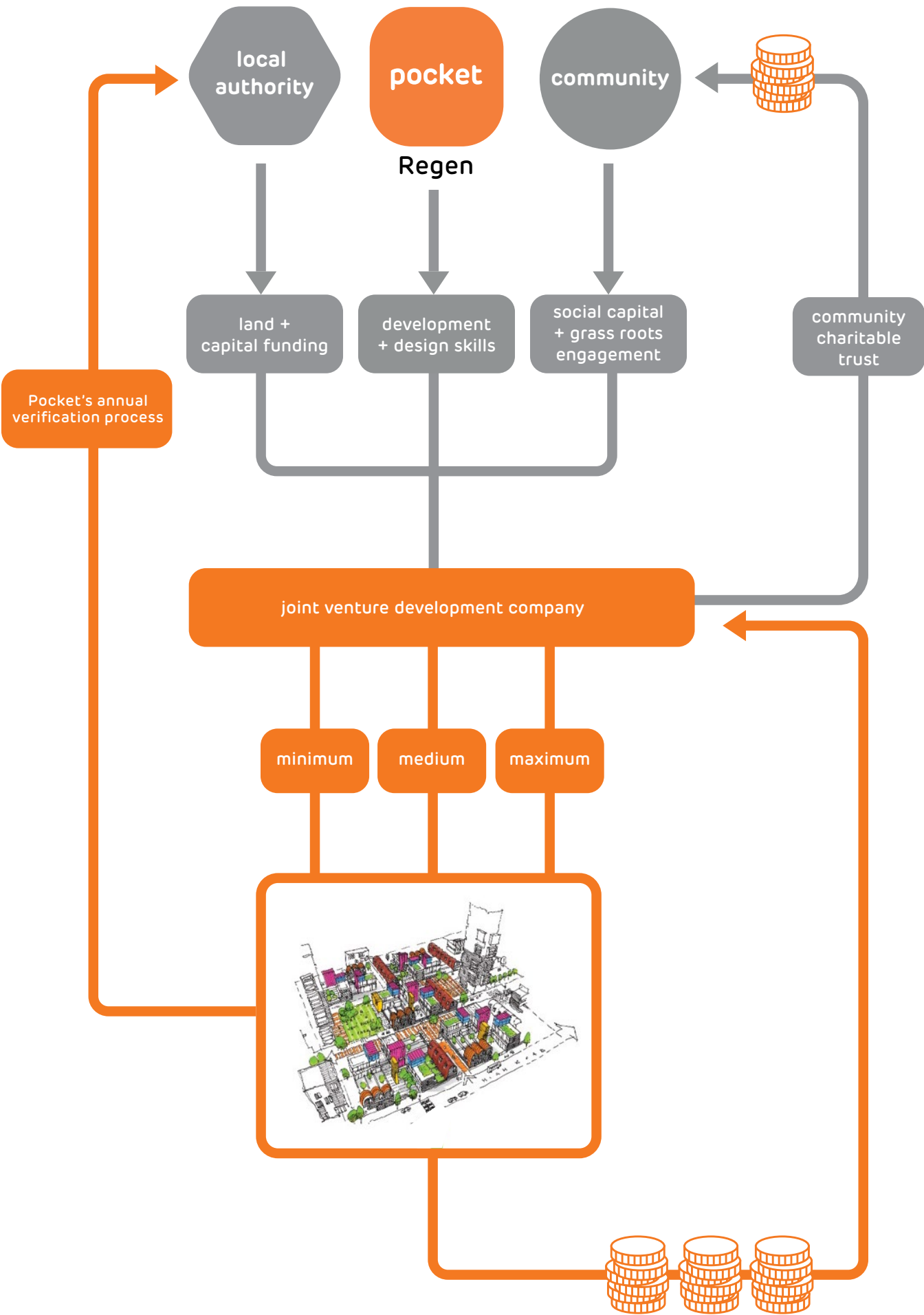


"These people know each other, they've lived together as neighbours for many years. You have people looking out for their neighbours. If you were to clear this estate, demolish it, and redevelop it, all that social capital would be lost."

Dickon Robinson  
Housing Expert



It is clear that a new approach to estate regeneration is desperately needed. Even if only 25% of the underdeveloped small and medium sized local authority estates (c.1,218) in central London were regenerated, we could deliver 50,000 new homes, with the first of them seen within 3 years. With the level of engagement and collaboration envisaged, we are confident that programme durations can be cut by 20% with resultant savings in costs.





We have failed to deliver homes for the next generation. We have failed London's estates through a series of broken promises over the course of the last generation. We must engage both and deliver homes quickly before the city's global success becomes illusory.







New Ideas for Housing  
London - August 2015



Metropolitan Workshop

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