

# Catalyst *Update*



## *Catalyst wins!*

*Catalyst crowned 'Affordable Home Ownership Provider of the Year'*

## *Masterplans exhibited*

*Residents view masterplans for Dee Park and Worrington Green*

## *Marking a high point*

*Regeneration of South Acton reaches highest point in construction*



# Welcome



Welcome to the September 2009 issue of *Catalyst Update*. During Christmas 2008, through consultation with our staff and board members, Catalyst Housing Group devised a new vision – Catalyst 2012. This vision sets out who we are, who we want to be and what we need to do to reach our goals.

The group's goals for Catalyst 2012 are:

- To be the recognised industry leader in customer services
- To increase the profitability of our business by 50%
- To double the size of our business

Whilst trying to reach our goals for 2012, we will not lose the values that we have built in the past. These values have helped Catalyst become a successful organisation and we are continually investing in the communities we work with. We are helping people to buy homes they couldn't afford on the open market, investing in training and employment programmes and working in partnership with our residents.

Catalyst will achieve these goals by continuing to work on new developments and regeneration projects. Currently the regeneration projects Catalyst is working on includes Dee Park in Reading (see page 4), Wornington Green in Ladbroke Grove (see page 4), Mill Farm Close in Harrow (see page 5) and the South Acton estate (see page 6).

I am also delighted to let you know that Catalyst has been named 'Affordable Housing Provider of the Year' at the National Affordable Home Ownership Awards 2009. We also won the 'Best Regeneration Project' category at the awards ceremony for the redevelopment of Page Road estate in Bedfont – see opposite for more information.

A handwritten signature in black ink that reads "Rod Cahill".

**Rod Cahill**  
Group Chief Executive

To find out more about what we've been up to, please visit [www.chg.org.uk](http://www.chg.org.uk) or write to me at Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU.



## On the cover

Sarah Beenie celebrates Catalyst's double win. Read the full story on page 3.

# Catalyst wins two National Affordable Home Ownership Awards 2009



*Murray Crawford, Catalyst's regeneration manager, gets his hands on 'Best Regeneration Project' award*

Catalyst Housing Group won two prestigious awards at the National Affordable Home Ownership Awards 2009. Winner of the 'Affordable Home Ownership Provider of the Year' award 2009 and the 'Best Regeneration Project' award 2009, the group was recognised for the outstanding contribution it made to affordable housing through the regeneration of the Page Road estate in Bedfont.

The regeneration of Page Road has transformed the formerly run-down, neglected and crime-ridden estate into a thriving community and desirable place to live. Due to complete in late 2010, the new Page Road will see the development of 320 brand new homes – 137 for rent, 79 for sale, 104 for shared ownership – as well as better designed shared green spaces, and private gardens or balconies for all residents on the estate.

Rod Cahill, Group Chief Executive, said: 'I am proud of what we have all achieved. Catalyst is a big organisation, but for too long we have been shy about our successes. It is wonderful to be recognised by the industry for all we have done in the past 12 months. This is the start of a new and progressive era at Catalyst.'

The winners were revealed at a glittering awards ceremony at the Victoria Park Plaza Hotel on 3 September 2009 hosted by Channel 4's 'Property Ladder' presenter, Sarah Beeny. The awards recognise outstanding housing professionals within the affordable housing sector over the past year.





## **Regeneration schemes have masterplans exhibited**

### **The Dee Park estate**

The updated masterplan for the regeneration of the Dee Park estate was presented to local Reading residents in June and residents were able to give their feedback on the £150m revamp of the 1960s built Tilehurst estate. The revised masterplan had been put together by the Dee Park Partnership, a partnership made up of Catalyst, Inspace Homes and HTA Architects who work closely with Reading Borough Council.

The public exhibition is part of the ongoing consultation with residents and the wider public on plans for the regeneration project, which aims to improve the quality of life of people living on the Dee Park estate. This means making the estate a more attractive place to live by improving housing, roads, parks and shops as well as building a new community centre and school. The Dee Park regeneration project will eventually produce 482 homes for sale and 281 affordable homes.

### **The Wornington Green estate**

After four years of consultation with the local community, Kensington Housing Trust (KHT) presented the draft masterplan for the regeneration of the Wornington Green estate at a two-day public consultation event held in July. This was the first opportunity to show residents, politicians and other local groups our draft masterplan. At this stage the plans include an overview of the proposals – the layout, size and shape of buildings and public areas – rather than the details of individual building designs.

Over 70 people attended the event over the two-day period. The majority were pleased with the proposals and are now looking forward to the plans becoming a reality. KHT will continue consulting with the local community over the next four months whilst the masterplan is being finalised. Once the final masterplan is ready, KHT will present it to the community at another public event before submitting a planning application to the Royal Borough of Kensington and Chelsea in October.

# Considerate Constructor Award for Harrow Road



*Lucy Ivimy (second from left) and Martin Cheeseman (third from left) get ready to lay commemorative stone at Harrow Road*

Back in March, with our construction partners Inspace Partnerships, the Catalyst received a bronze award under the Considerate Constructors Award scheme for our work on the Harrow Road development. These awards celebrate high standards in construction as part of a national scheme created by the sector itself to improve the image of the construction industry.

The Harrow Road development was commended for demonstrating high standards of consideration, cleanliness, respect, safety, responsibility and accountability. The scheme was also praised for its consideration and respect to neighbours and the environment.

KHT also held a ‘topping out’ ceremony for Harrow Road in May. The event marked the milestone of completing the highest point in the development and celebrated the imminent launch of the first phase of flats available to buy. The ceremony was attended by members of both Hammersmith & Fulham Council (LBHF) and Brent Council (LBB) – as the site lies on the boundaries between the two boroughs – and culminated in the laying of a commemorative stone by Councillor Lucy Ivimy, (LBHF) Cabinet Member for Housing and Martin Cheeseman, Director of Housing and Community Care Services, (LBB).

The Harrow Road project will ultimately deliver a total of 125 affordable new homes – a mixture of one, two and three bedroom flats. The development also features a number of studios available for local artists to rent at affordable levels as workspaces. The planned completion date for the scheme is February 2010.



## Transforming Mill Farm Close

Plans for the £30million regeneration of Mill Farm Close in Harrow are now underway, after Harrow Council and local residents selected developers Catalyst and PTEa architects to begin the process of transforming their community. Catalyst fought off competition from three other housing associations, shortlisted from an original 11 organisations, during the two-stage bidding process.

Over the past few months, Harrow Council and Catalyst has been working with local residents and holding numerous consultation meetings to get residents’ views on how the estate should be transformed and what they feel is important to them. This is to ensure that we deliver new homes and services on the new Mill Farm Close estate in the way that meet residents’ needs.

Our plans include 193 high quality, brand new homes, either with a private garden or generous sized balconies. The scheme will also include a large green communal space with a built-in children’s play area for young people. New footpaths and cycle routes will connect the estate with the wider community.

# Marking a high point in the South Acton regeneration

Catalyst, with partners Inspace and Ealing Council, celebrated reaching the highest point of construction so far in the regeneration of the South Acton estate with a 'topping out' ceremony in July. The celebration included the unveiling of a commemorative plaque and the placing of the final piece of concrete in the frame at the top Reade Court – a new ten storey building – Mayor of Ealing, Cllr Barbara Yerolemou.

We have been working on exciting and ambitious proposals for the regeneration of the estate that involve building high quality homes, providing more attractive and accessible green spaces, and supporting projects that meet the needs of local residents.

The regeneration is taking place through a phased programme of demolition, where the old homes will be replaced by new and better housing. The first phase of the works



Mayor of Ealing, Cllr Barbara Yerolemou, unveils commemorative plaque to mark reaching the highest point of construction

was completed in 2004. It provided 86 homes for rent and shared ownership, and offered local people training and employment opportunities. The next phase (2.1) is currently on site with the first of the 129 new homes due for completion in September. Most of the new rented homes will be let to households already living on the estate, who have been able to choose the colour schemes for their new homes. Catalyst has also received detailed planning permission for a further phase of the works (phase 2.2) which will provide a further 125 new homes, with work starting in December.

## Funding South Acton's community groups

Everyone knows that regeneration is not just about building new homes – it's also about working with residents to create a neighbourhood they will enjoy living in. That's why the Catalyst Communities HA (CCHA) has provided funding to a number of community projects in Acton.

### **The Bridge Project and 'Get Outta Bed Club'**

This project was awarded £13,500 for a range of out-of-school activities for young people living in the Acton area, including sports, performing arts, cooking as well as arts and crafts.

### **Bollo United Football Club**

We provided the club with a two year £5,000 sponsorship deal, which will help with the running costs of the club and has also been used to provide the team with brand new football kits.

### **West London Somali Society**

CCHA funded this group with a grant of £5,000 which helped the project supply meals, transport and day centre activities to older members of the local Somali community.

### **Theatre Studio West Youth Group**

This initiative was donated £5,000 to support a project that will teach young people how to design and make theatre sets and costumes, and offers them a chance to perform at the Watermans Theatre.

### **South Acton Community Fitness Centre**

With our funding, the local fitness centre in South Acton has been able to increase its opening hours and give residents a chance to try out Salsa dancing, Tai Chi, Yoga and fitness training.

# Local Councillor opens Sunbeam Gardens

Councillor Paget Brown  
– Cabinet Member for  
Regeneration, Environmental  
Management and Leisure  
– opened a special event that  
celebrated the launch of a new  
developed park at Sunbeam  
Gardens in Kensington in April.  
The green space, that had  
previously suffered from anti-  
social behaviour and lack of  
appropriate facilities, has been  
transformed to a place which  
residents will now want to use.



*Councillor Paget Brown opens new park at Sunbeam Gardens*

Over 100 residents attended the event and came to see the new, improved park that includes a new play area, extensive landscaping and a youth area with some outdoor gym equipment. Residents also took part in a range of activities including mask making, jujitsu and had the opportunity to see a number of birds of prey close up!

This initiative involved KHT working together with the Royal Borough of Kensington and Chelsea, Notting Hill, the William Sutton Trust, Rootes Residents and residents from Dalgarno estate to improve Sunbeam Gardens.

## Catalyst appointed HomeBuy Agent for Surrey

In April, the Homes and Communities Agency (HCA) reappointed Catalyst as one of 15 Local HomeBuy Agents for 2009-11. Under the plans, we will expand our current area of operation to provide the HomeBuy Agency service in Surrey, whilst continuing our successful role as HomeBuy Agent in Berkshire, Buckinghamshire and Oxfordshire.

We have also been appointed service provider for Homeownership Westminster which offers a single gateway to Intermediate Housing opportunities both within, and around the Westminster area. Work in these new areas will help build our position as a leading and influential player in the Intermediate Housing Market.

## Opening of new Extra Care Scheme for Barnet

Wood Court, a new extra care scheme, was officially opened in June by the Mayor of London Borough of Barnet, Councillor Brian Coleman. The accommodation and services provided at Wood Court have been extremely popular since it began operation in October 2008, and the official opening marked a celebration of the benefits that the scheme has brought to all residents.

Developed by Catalyst in partnership with Barnet Council and built by Inspace Partnerships, Wood Court contains a total of 39 rented flats specially designed for older people or people with disabilities who need assistance with daily living tasks and personal care, including those living with dementia.

Round the clock care services for residents are provided by Metropolitan Supporting Trust that which offers support and reassurance to all residents.

# News in brief

- **Bronze award for sustainability**

Sustainable Housing Index for Tomorrow (SHIFT) awarded Catalyst a bronze award for sustainability in January. The SHIFT award is an independent benchmark of environmental sustainability, endorsed by the Mayor of London, Boris Johnson in his London Housing Strategy. The 16 award winners were assessed on the environmental excellence of their offices, internal strategy, refurbishment and new build programmes. The award recognised Catalyst's efforts to encourage sustainability and become a greener, more environmentally friendly organisation.

- **Topping national HCA Allocations list**

Catalyst was on the front page of a May edition of Inside Housing for being the biggest winner in the recent spending frenzy by the HCA – netting £154.5M of funding. The HCA dished out a total of £2.8 billion of grant in its first four months, in a bid to revive social home building. The £2.8 billion was allocated between the HCA's launch on 1 December 2008 and 31 March this year. The money is expected to fund 28,736 social homes and 12,210 low-cost ownership homes.

- **Catalyst ranked 15th in top developers list**

Catalyst graced the pages of Inside Housing magazine in June for being amongst the top 50 developing housing associations. We were ranked joint 15th, with Guinness Partnership, with a total of 3,000 units due to be developed in 2009. This is an impressive leap of 13 places from our 2008 ranking of 28th.

## Who's who at Catalyst?

Rod Cahill  
*Group Chief Executive*

Tim Hodson  
*Group Finance Director*

Steve Brown  
*Group Director of Corporate Services*

David Ellis  
*Group Director of Business Development and Marketing*

Julia Moulder  
*Group Director of Development*

John Foxall  
*Managing Director of Catalyst Communities HA*

Manpreet Dillon  
*Managing Director of Kensington Housing Trust*

Joe Chambers  
*Managing Director of Fortunegate Community Housing*



**Catalyst**  
Housing Group

**Catalyst Update** is published by Catalyst Housing Group,  
Ealing Gateway, 26-30 Uxbridge Road, London, W5 2AU

Catalyst Housing Group Ltd is a charitable housing association