



When it comes to regeneration Catalyst delivers



Catalyst
Housing Group



“Catalyst is, above all, about homes not units, places not buildings, and communities not just tenancies”
- Dame Mavis McDonald, OBE.
Chair of Catalyst Housing Group.

About Catalyst

Catalyst Housing Group provides more than 17,000 affordable homes in London and the South East. Group members include Catalyst Communities Housing Association, Kensington Housing Trust and Fortunegate Community Housing. The Group employs more than 500 staff and works with local authorities, our residents, and our local communities.

As a group we work with communities to provide a comprehensive range of services, including general needs housing, large scale regeneration schemes, sheltered and special needs housing, residential care homes, low cost home ownership, and key worker accommodation. We play an important role in providing affordable accommodation for those who would otherwise be excluded from the housing market, while our homes for key workers assist those providing essential public services to live close to their place of work.

Geography

Catalyst Housing Group operates in an area of considerable housing demand from Central London out to Oxford, Reading and Luton. With offices in West London and Oxford, the Group has a strong relationship with both central and west London Boroughs and more rural locations in Oxford and Reading. The group is constantly growing and looking for new opportunities and has now extended its area of operation out to Luton and the South Midlands Milton Keynes growth area.





Caulfield Park
SHOW APARTMENT NOW OPEN

When it comes to regeneration, Catalyst delivers. We work in partnership with residents, local authorities, developers and other agencies across London and the South East to regenerate neighbourhoods and promote social inclusion.

Why choose Catalyst

Our Regeneration Goals:

- Build places that new and existing residents will love to live in
- Be a partner you trust and want to work with again
- Deliver projects when we commit to them even when the going gets tough
- Design and build for long term living not short term profit
- Look for innovative solutions – financial and physical - to make projects work
- Deliver economic and community change as well as physical improvement

Good Track Record in Housing Management and Regeneration

Catalyst has a proven track record of excellent housing management and regeneration and has developed strong and lasting relationships with several local authorities and developers. We have established good links with the Tenant Services Authority (TSA) and the Homes and Communities Agency (HCA), and are playing a key role in enabling the HCA to meet its housing targets. We were named 'Affordable Housing Provider of the Year' at the National Affordable Home Ownership Awards 2009 and also won 'Best Regeneration Project' for the redevelopment of the Page Road estate in Hounslow.



It is through our work with other agencies that we are better able to deliver holistic services for our residents.

Financial Strength

Catalyst is a financially strong organisation and currently has circa £200m in undrawn cash facilities and has recently received a 3* rating in the TSA Annual Viability Review.

Within the Group exists a new special purpose vehicle called Catalyst by Design to facilitate and lead on the provision of housing for sale to provide cross subsidy to the groups charitable activities. Profit will be created through development of standalone opportunities or through developing private sale elements of Catalysts affordable housing and regeneration schemes. This will generate profit from property development in the private market place in order to fund the development of affordable housing by the Catalyst Housing Group.

Working in Partnership

Many of our achievements would not have been possible without the help and support of our partners. We work extensively with Local Authorities in the transfer of housing stock and delivery of care facilities and work with developers to deliver on regeneration schemes. We work closely with the police to target anti social behaviour and prevent crime at the design, layout and constructions stages of our projects. We also work with Groundwork Trust to deliver usable and enjoyable open spaces, engaging with the community and helping people to gain new skills and employment. We treasure the strong relationships that we have developed and hope to build on these, as well as form new partnerships, in the future.



When it comes to finding ways to improve life within a local area, it's often our residents who know best. We work closely with them using their views and experiences to shape our services. This, we believe, is how we get things right.

Innovation and Risk

Due to the nature and scale of regeneration projects the Group is experienced in and open to developing joint venture partnerships with development partners to share both financial risk and expertise. A recent example is the LLP joint venture between Catalyst Housing Group and Willmott Dixon Homes which will see the regeneration of Dee Park in Reading, providing over 700 new homes and additional community facilities.

We have also been selected as the preferred RSL partner in an innovative new scheme to deliver new homes on a number of currently under-utilised and in some case undesirable sites. A Local Education Partnership (LEP) has been established which is a Joint Venture between Luton Borough Council, Wates Construction and Building Schools for Future investments. It is through this LEP we have been selected to deliver 450 new affordable homes. This innovative partnership model shows how public private partnerships can be developed to provide excellent value for local authorities, developing previously unviable sites as part of a wider programme of housing schemes in Luton.

Building Strong Communities

At Catalyst we believe that building safe, sustainable and vibrant neighbourhoods requires a long-term commitment to local communities, together with investment in projects that bring environmental, social and economic benefits. For many years our community development initiatives have helped residents to make the most of where they live, and to take advantage of the opportunities available to them. We work with everyone, not just Catalyst residents, building links with local community groups, voluntary agencies, local authorities, businesses and training providers.

Our community regeneration work is delivered by Catalyst Gateway which aims to improve the physical, social and economic conditions of neighbourhoods in order to make them more enjoyable and prosperous places to live, and develop opportunities that respond to local needs. Our work is locally focussed and is shaped around the priorities that are set by local people. We have dedicated Community Regeneration staff based in each of our regional offices, who meet regularly to share information and ensure that our work is 'joined up' across the Group as a whole.



“The Regeneration of South Acton has helped me a lot, if it wasn’t for this then I would be unemployed and probably still signing on!”

- Aaron Esprit, South Acton resident and Willmott Dixon Apprentice.

“Regeneration is an integral part of Catalyst Housing Group, however we are not just here to build homes – we are committed to regenerating areas, and creating better homes and neighbourhoods that are a pleasure to live in”.

Care and Support

Catalyst provides sheltered and care accommodation for the elderly, providing vulnerable members of the community with care and support. We currently run a number of care homes including the Acton Care Centre which opened in 2003 and five residential care homes in the London Borough of Barnet. The regeneration of Dee Park will also provide 60 new one and two bedroom apartments for elderly local residents as part of the mixed use masterplan. These Extra Care flats were designed following extensive consultation with existing residents and are now located at the new heart of Dee Park, close to shops, the community centre and a cafe overlooking the active central square and bus stop.

Employment and Training

Having a job can make a huge difference to how our residents feel about themselves and their community. As well as bringing in a wage, gainful employment also helps people develop their skills, live independently, and make a positive contribution to society. We work with a wide range of residents including the long term unemployed, lone parent, and ex-offenders – to help them find rewarding careers.

Catalyst has a range of training and employment programmes aimed at developing the confidence and skills of our residents both personally and professionally. This includes 1:1 employment support; a ‘Get Learning’ programme of courses and work experience; and construction training opportunities on all our regeneration schemes. Catalyst has supported 240 people into work from 2005 to 2009 and 150 people through the get learning programme since May 2008.

Case study

South Acton resident, Aaron Esprit is really getting his hands dirty in the regeneration of the estate thanks to an apprenticeship placement organised by Catalyst and Willmott Dixon. An aspiring plumber, Aaron has been studying one day a week at a local college. To build on what he was learning, he knew he needed to get some work experience and applied to Willmott Dixon to work on the South Acton development.



Page Road: Hounslow

Catalyst Communities Housing Association

The Page Road estate is in the London Borough of Hounslow. CCHA was selected as the Preferred Developer Partner in 2001 with works beginning on site in 2003.

The regeneration has transformed the estate into a thriving community and desirable place to live. Due to complete in late 2010, the new Page Road will consist 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. Delivered in three phases with a rolling programme of decant and demolition, the total construction costs are estimated to be 32.5 million.

Community benefits of the scheme included the employment of a Resident's Liaison Officer for a five year period and a five year programme of youth engagement work and a comprehensive employment and training programme.

Key to making this complex regeneration project a success has been the strong partnership between the London Borough of Hounslow, Hounslow Homes, Catalyst Housing Group and Willmott Dixon Housing.

Winner of 'Best
Regeneration
Project' - Affordable
Homeownership
Awards – 2009



Church End and Roundwood: Brent

Fortunegate Community Housing

Fortunegate Community Housing was formed in 1998, when it took over 1500 homes from Brent Council following a ballot of residents. Today, as part of Catalyst Housing Group, Fortunegate is continuing to regenerate the area through building new homes, refurbishing substandard homes, and delivering employment, training and community development projects.

As well as building and refurbishing homes, we have worked to strengthen the community, providing a flagship community centre and ongoing resident investment.

The 10 year programme of works totalling £110 million was completed in March 2008 and included the refurbishment of 800 homes on Roundwood and Church End 'Traditional' estates and the demolition of 749 homes on the Church End 'Resiform' estate. 665 new homes were built with a four phase programme of demolition and decant. There was extensive resident liaison and involvement in design and management throughout the project. The Unity Centre was also constructed to provide community facilities for the wider area supported by funding from Sport England, the BIG lottery and Willmott Dixon.



Blackbird Leys: Oxford

Catalyst Communities Housing Association

From 1992 to 1998 a two phase 'green field' development took place next to the existing Blackbird Leys estate near Cowley. During the development period, Blackbird Leys was the country's largest affordable housing project. There are now 1,200 housing association homes (approximately 900 rented and 300 shared ownership) plus 550 starter homes for sale.

A range of community facilities are managed by CCHA, with Oxford Citizens Housing Association as joint owners and Cherwell Housing Trust contributing to the operating costs. CCHA's regional office, The Farmhouse, is also located on the estate. There is a good personal knowledge of customers, and a high record of satisfaction with customer service and repairs. Community development has been one of the keys to building a sustainable community at Blackbird Leys and schemes include a youth group, lunch club community newspaper, parents committee and a Community Development Initiative that in Spring 2010 received Big Lottery funding to continue and build on its work.

Catalyst manage a range of community facilities on Blackbird Leys including; The Barn community centre, The Clockhouse centre for older people, The Dovecote centre for early years children and Kingfisher Green a base for community organisations.



South Acton: Ealing

Catalyst Communities Housing Association

South Acton is the largest housing estate in West London and was originally owned by the London Borough of Ealing.

We are responsible for the first two phases of the regeneration. In phase 1 demolition of a tower block and use of derelict land provided sites for 86 new homes. Work was finished in 2004.

Phase 2 is on site and provides 254 new homes. This phase consists of high density flatted accommodation and all homes have large balconies. There is a communal heating system with a combined heat and power plant. Phase 2.1 is now complete and 2.2 is due to be finished by December 2011.

Catalyst and Ealing Council are working hard to facilitate community regeneration through a variety of initiatives including access to employment, training and personal development support as well as the sponsorship of a local youth football team.

South Acton is being completely regenerated to create a vibrant and sustainable community, which is completely integrated with the surrounding neighborhood.



Dee Park: Reading

Catalyst Communities Housing Association

The Dee Park Partnership is a joint venture between Catalyst Housing Group and Willmott Dixon, working closely with Reading Borough Council and local residents to regenerate Dee Park Estate in Reading. This major scheme will see the replacement of existing 1960s buildings, many of which do not meet modern standards, with high-quality family homes.

Plans for the scheme include 763 new homes of which 281 will be affordable and 482 for sale and 60 new extra care units. When complete, there will be a new community hub, an exemplar 2 form entry Primary School and retail facilities as well as an improved estate layout, making it more user friendly for pedestrians and cyclists.

We have worked closely with the community in every stage of this development and will continue to do so beyond the life of the 9 year project. The first of three phases, which includes the construction of 126 affordable units, started on site in Spring 2010 and is due to complete in Spring 2012.

The joint venture between Catalyst Housing Group and Willmott Dixon Homes will provide over 700 new homes and additional community facilities in Dee Park, Reading.



Wornington Green:

RBK&C

Kensington Housing Trust

Built between 1964 and 1985 Wornington Green estate consists of 538 homes made up of mainly flats in six-storey connected blocks. An options appraisal carried out between 2001 and 2005 found that regeneration was the best way to address problems on the estate including high levels of both overcrowding and under-occupancy.

The regeneration plans include building 538 quality affordable homes of mixed sizes and 20 new retail units for Portobello Road - generating up to 200 new jobs. A connecting road will be constructed to better integrate the currently isolated estate into the surrounding community and a new community centre will be built. Once work has finished a park will be returned to residents that is the same size as the existing Athlone Gardens.

The scheme was granted planning approval for phase 1 of the 5 phase scheme by the Royal Borough of Kensington and Chelsea Council in March 2010. Phase 1 includes the building of 324 new homes, a mix of 174 for affordable rent and 150 homes for private sale.

Situated at the top end of Portobello Road, West London, the regeneration of Wornington Green will help turn the local area into a thriving community where people want to live, work and visit.



Mill Farm Close: Harrow

Mill Farm Close is situated in Pinner, Harrow and currently comprises of 7 system built blocks that would not have been cost viable for the council to refurbish to meet decent homes standards. Harrow Council and local residents selected Catalyst to begin the process of transforming their community in September 2008.

Subsequently the Catalyst Regeneration team has worked very closely with the Council and residents to develop their initial design to meet their needs and aspirations. A ballot for the stock transfer was very successful and planning approval to regenerate the estate was granted in March 2010.

The proposals involve building 158 brand new homes for rent, shared ownership and outright sale. Through regeneration we will be able to offer residents high quality accommodation and improved green spaces, as well as providing a range of community development initiatives.

The estate was transferred from Harrow Council to CCHA in April 2010 with works scheduled to commence in September 2010 delivering the project in 3 phases over 5 years.

Support from residents has been key to the regeneration of Mill Farm and in October 2009 a ballot for stock transfer received an 82% turnout and an 88% Yes vote for Catalyst.

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