

Catalyst Housing factsheet

2013/2014

Catalyst is one of the leading housing associations in London and the South East, working across 40 local authority areas. We provide more than 21,000 homes through a wide range of rental and homeownership opportunities.

We aim to be a catalyst for change and improvement wherever we work, pursuing better homes, better service and a better future for our customers. Visit our website (www.chg.org.uk) for more information.

Better homes

Award-winning quality

Our flagship sustainable development, The Greenway in Hounslow, was in the first generation of buildings to meet the highest standards for sustainable homes (zero carbon). Awarded 'best sustainable scheme' at the 2013 National Housing Awards and 'best sustainable smaller new housing project' at the Sustainable Housing Awards, The Greenway was also highly commended in three separate categories at the Sustainable City Awards and won silver at the Green Apple Awards.

Building high quality homes

Catalyst is a leading developer of new homes. We expect to build more than 7,000 new homes by 2020, housing 21,000 more people across London and the south east. We believe in mixed income, mixed tenure neighbourhoods.

Private sale developer

Catalyst by Design is our non-charitable subsidiary company which develops homes for private sale. We use the profits to cross-subsidise our charitable work. Catalyst by Design is currently active on sites in Luton, Wycombe, Harrow, and the Royal Borough of Kensington and Chelsea.

Within five years, we expect Catalyst by Design to deliver around 300 private sale homes each year, reflecting our commitment to developing mixed income, mixed tenure schemes.

Sustainability

Catalyst is one of only two housing providers in the country to achieve gold in the highly challenging SHIFT sustainability benchmarking scheme.

We joined SHIFT in 2008, entering at bronze standard and have achieved gold in just four years.

Our landmark sustainable development, The Greenway in Hounslow, was praised by the mayor of London, Boris Johnson as a 'fantastic project which combines the highest environmental standards with truly innovative design'. This zero carbon development was the first in London to simultaneously meet the highest standards in three key sustainability measures: The mayor of London's Housing Design Guidelines, the new 'code 6' level of the Code for Sustainable Homes standard and the recently updated Lifetime Homes standard.



**Catalyst
Housing**

A charitable housing association

**Better Homes.
Better Service.
Better Future.**

Better service

Customer service

We have invested significant resources in improving services for residents and are always striving to improve. In 2011, we gained landlord accreditation from the Tenant Participation Advisory Service (TPAS). This award recognises best practice in tenant participation.

A key part of our work involves keeping our neighbourhoods in good order. Each of our neighbourhood managers is responsible for a local 'patch' of around 500 homes. They are the face of Catalyst in that area.

Low cost homeownership

We've enabled thousands of first-time buyers to get onto the property ladder. As well as marketing and selling our own homes for shared ownership and outright sale, we are also a major provider of low cost homeownership services for local authority partners.

For example, our award-winning Homeownership Westminster service, which we deliver on behalf of Westminster City Council, provides focused support for high priority households, including current social housing tenants.

New product development

We are market leaders in developing housing finance products which make homeownership affordable.

We're also developing a portfolio of market rent properties, using our knowledge and expertise to deliver a new service for our customers.

Improvement and investment

2012/13 was the first full year of our unified company structure. This has enabled us to make faster progress in improving our customer service and strengthening our asset management procedures.

We've also invested an extra £6m in our stock investment programme and plan at least the same in each of the next four years.

Better future

Experts in regeneration

We work to transform the prospects of local residents and the areas where they live. Having delivered 3,500 new homes over the last five years, we have significant expertise in:

- large-scale redevelopment of high density, mixed tenure schemes
- delivering projects through joint venture partnerships
- securing the support of residents
- delivering regeneration in a low grant or no grant environment
- commissioning and managing high quality architects

Community development

Our community development charity, Catalyst Gateway, delivers a range of projects focusing on three areas:

- Employment and skills
- Young people and family
- Community enterprise

Catalyst Gateway supported 107 projects in 2012/13 and won a three-year contract worth £582,000 to offer money management skills support to over 3,000 residents in the London Borough of Ealing.

Along with exceeding stakeholder expectations on existing contracts, Catalyst Gateway was awarded a total of £1.3m worth of contracts to change the lives of 1,500 residents in west London through up-skilling, employment support and regeneration activities.