CLARION
SUSTAINABLE COMMUNITY CONSIDERATIONS PROCESS

LATIMER
by Clarion Housing Group

NOTE:

This document is intended to be read by the Design team, setting out Clarions approach to high quality design, placemaking and community engagement. This outlines our approach and processes to achieve good placemaking and should be read in conjunction with the other Core Clarion Briefing documents issued at the project inception.

INTRODUCTION

Underpinned by the values of Clarion Housing Group, Latimer Developments are long-term stewards in the places we create; our first homes were built over 125 years ago.

More than creating homes, we develop communities, and our vision goes beyond physical buildings. We believe that good design gives a development a sense of place, helps residents to feel part of a neighbourhood, and makes properties feel like home. As a Housing Association, we are invested in the long-term wellbeing of our residents and neighbourhoods. We are committed to delivering quality homes for our residents, working with local communities and stakeholders to ensure we create successful places. Clarion schemes should be places that last, which means that they are resilient, designed for our changing world, built to be socially, economically and environmentally sustainable. They should be places where people are proud to live and work.

We welcomed the Government's National Design guide for setting clear parameters of good design which can be used by developers, local communities and planning authorities to assess the performance of schemes. Good design is more than architecture, and the National Design Guide sets out many of the other considerations which are critical to a scheme's success. Prior to the National Design Guide, Clarion's strategic development documents had been aligned with the Building for Life 12 principles, which share many common themes.

One of the fundamental characteristics of a well-designed and successful place is responding to context. Some of this is architectural, but of more significance is responding to the local community. Ensuring we have processes in place to listen and respond to community engagement is fundamental to us creating successful and long lasting places. Our approach and the process we undertake to achieve this is outlined below.

DEVELOPMENT BRIEFS

The Clarion Development Brief is used across all our land-led projects and sets out the vision and key objectives of the project. This document is tailored on a site-by-site basis following the initial contextual analysis and local needs assessment. It is supported through early engagement with local communities and key stakeholders. It acts at the local level, setting the strategic direction for our development projects based on the local context. It references other Clarion strategic development documents such as our Employers Requirements and minimum sustainability standards to ensure we deliver successful places. Undertaking a local needs assessment is key to refining the development brief and project sustainability and social impact strategy.

The Clarion Development Brief instructs the Project Team to assess the development proposals against the 10 characteristics identified in the National Design Guide throughout the RIBA concept design stages. This ensures we will meet the government's priorities for good design. The development brief will be updated and respond to local community engagement as well as the local needs assessments undertaken through the design process.

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COMMUNITY ENGAGEMENT

We strongly believe that engagement with local communities and stakeholders is a fundamental part of good design. Understanding and then successfully responding to local need is a critical component in shaping successful places.

Building successful communities is key to creating great places, where people want to live and enjoy. For each project we actively consult early, research and engage to identify and deliver locality specific objectives covering social, economic and environmental matters. We identify opportunities which encourage local collaboration and a strategic joined-up approach to complement and enhance existing local provision. This is an intrinsic part of the ethos. Our key themes are training and employment, health and wellbeing, social inclusion, youth engagement and education, homelessness, environmental enhancement, local and social procurement and third sector support.

We utilise local community voice and listen to understand ideas, needs and concerns of stakeholders as part of public consultation and throughout the design and build process to inform our developments. The knowledge and feedback acquired during this ongoing two-way process support our aspirations for our schemes to be accessible, safe, social and inclusive. We deliver idea hacks in partnership with Liminal Labs and community groups to specifically explore design concepts.

To complement traditional consultation and to continue to engage during COVID-19 pandemic, we have devised a variety of ways to raise awareness of our proposed developments and allow people to have their say via our bespoke Clarion Consults website. This includes virtual consultations and webinars, local press and radio advertisements, surveys and questionnaires and individual, interactive project websites.

Throughout the course of the design and planning process, and following the initial local needs assessment all of the Clarion land led development projects will a formal public consultation process. Across all our land led project we aim to deliver at least two rounds of formal public consultation prior to submitting a planning application. We are also committed to maintain the consultation and dialogue with the local community post planning submission, through the construction phase of the projects and then longer term into the operation of many of our developments. As a long term investor in the places we create we have an ongoing presence in the communities we build. We retain the affordable housing we deliver and are established in the community, maintaining relationships with our residents and wider stakeholders post development. For that reason it's imperative that we build strong community relationships from the outset of our projects, and nurture these through the design and planning process into the long term stewardship of the places we create.