

10 things property developers can do to create social value

samtalär

01

BUILD HOMES NOT HOUSES

Developers should be looking beyond the bricks and mortar and showing genuine interest in asking where children will go to school, how safe are the streets, how clean is the air, how much will resident's energy bills be and are the homes sustainably built for the future?

Making money and doing the right thing aren't mutually exclusive and there's no commercial reason why 'affordable' housing should be something to be avoided. Design a house that could be sold for less but still makes you a profit. Get innovative and imaginative with #construction methods to keep costs down. Make it spacious, light, beautiful, high quality, sustainable and energy efficient.

02

BUILD HOUSES THAT PEOPLE CAN AFFORD TO BUY

03

MAKE NEEDS-BASED DECISIONS ABOUT WHERE TO BUILD

Don't just build where land is available. Talk to local anchor institutions and key stakeholders and use PropTech, and socio-economic studies to make evidence-based decisions on what kind of homes to build, and where they are most needed.

View the planning application process as early market engagement and get your sales and marketing team involved. Be bold, positive and ambitious. Aim for your developments to create a 'net gain' for the places they are built in.

04

INVOLVE YOUR COMPANY'S MARKETING TEAM IN THE PLANNING DESIGN AND LAYOUT PROCES

05

GIVE LOCAL PEOPLE A MEANINGFUL SAY IN THE DESIGN PROCESS

Collaborate with your community and allow them to influence the process. Don't view public consultation as a box you have to tick. Think of it as customer research.

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06

MAKE DATA AND INFORMATION ABOUT YOUR PROPOSAL PUBLIC AND MORE ACCESSIBLE.

Harness digital technology and tools to make your plans more accessible and help people understand them. Write them in plain English, avoid jargon and produce accessible summary documents alongside the technical studies. Even simple things like labelling your planning documents properly on the planning portal makes a huge difference.

Consider incorporating coworking spaces into the design of your housing developments and make them free to residents to use.

07

SUPPORT FLEXIBLE WORKING AND REDUCE TRANSPORT REQUIREMENTS

08

DON'T JUST PROTECT THE ENVIRONMENT, ENHANCE IT

Prioritise construction on brownfield sites. Make green spaces a vital component. Plant lots of trees and make efforts to improve #biodiversity.

Don't build massive housing estates. We need more homes at gentle densities in and around town centres and high streets, on brownfield land and near existing infrastructure.

09

FOCUS ON 'GOOD GROWTH'

10

EMPLOY LOCAL PEOPLE AND USE LOCAL SUPPLIERS

Set up a website where your suppliers can upload job opportunities and help promote them. Work with DWP and local economic development agencies, schools and colleges.