

Great Places Commission

Ten recommendations for
creating great places to live



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**“If you want a great place to
live, come to a housing
association”**

- *Ambition to Deliver*



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About Great Places

A programme exploring what makes a place great – and the role for housing associations in creating thriving, successful communities.

- Responds to the specific housing challenges affecting some urban areas in the North and the Midlands – quality, infrastructure, connectivity, and opportunities.
- Led by the Great Places Commission, launched in March 2018.



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Milestones

- **March – December 2018:** Five regional Great Places Commission visits.
- **June – July 2018:** ‘Great Places – great debates’ member workshops.
- **November 2018:** Great Places interim report and consultation
- **February 2019:** Member workshops – shaping the final recommendations.
- **August 2019:** Final report published and shared with housing associations, stakeholders and partners.

Programme objectives

- **Understand and inform successful places:** Explore the factors that contribute to a great place, and make recommendations for how housing associations can deliver.
- **Identify partners and approaches:** Look at successful collaboration models, and position housing associations as ‘anchor institutions’ and key local economic players.
- **Engage stakeholders across the spectrum:** From politicians to local businesses, develop a shared understanding of what makes a great place and the crucial role housing associations have in delivering them.



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Great Places Commission final report

Ten recommendations for
creating great places to live



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- 1** ■ **The Government should develop an ambitious new national regeneration strategy backed by £10bn of additional investment over a decade. It should explicitly prioritise places and people in greatest need, and should support housing investment alongside related economic, social and physical activity.**

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2.

The Government must provide local authorities with a sustainable future funding settlement so they can rebuild their capacity and skills, enabling them to lead and coordinate placemaking across every community



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3.

The Government should introduce mandatory good design standards for all new development, including homes and wider placemaking.



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4.

The Government should enable improved local management of the private rented sector through a mandatory national landlord register and greater flexibility for councils to establish local licensing schemes.



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5.

The Government should require Local Industrial Strategies to include the role of housing, including affordable housing.



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6.

Housing associations should commit to cross-sector partnership in each local area. This can provide vital leadership and amplify the sector's impact in each community.



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7.

Anchor organisations, including housing associations, should commit to asset-based community development to identify and mobilise a community's strengths and targets resources accordingly.

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8.

Housing association boards should review their approach to property sales and transfers to ensure the best outcomes for communities. Boards should always assure an ethical approach to any disposal.

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9.

Housing associations should embed wider community benefit requirements in their procurement strategies. They should investigate wealth-building strategies, which seek to capture and recirculate greater levels of local investment for social purposes.

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10. Housing associations should proactively engage with local authorities and Local Enterprise Partnerships to ensure affordable housing and inclusive growth are central to Local Industrial strategies.



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What next for great places?

Housing associations can:

- adopt the recommendations and share your progress and case studies
- reach out to local decision-makers to showcase your impact in communities and our commitment to social purpose
- secure the support of local partners and MPs for the regeneration fund
- engage with your Local Enterprise Partnership on housing in the Local Industrial Strategies
- share the recommendations with your board, senior team and specialist staff
- explore the learning and best practice around community wealth-building, approaches to disposals and community development
- identify ways to collaborate with other housing associations in your local community – what can you achieve better together?



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What next for Great Places?

The National Housing Federation will:

- make the case for the Great Places recommendations to the Government, including calling for the Great Places £10bn regeneration fund
- raise stakeholder awareness of housing associations' role in creating great places and our contribution to local communities as anchor institutions
- promote support for the recommendations across housing associations, through our member engagement events, webinars and conferences, including the National Housing Summit
- develop best practice, toolkits and support to help housing associations adopt the recommendations, including a new community wealth-building toolkit for the sector.



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Resources to help you create great places

- Great Places Commission's final report
- interim report – lots of detail and insight into initial findings
- library of case studies showcasing innovative approaches
- briefings from each Commission visit, including films and artwork documenting the community workshops
- Great Places Report stakeholder briefing and the National Housing Federation's local influencing toolkit
- Great Places research and evidence toolkit
- template presentations



Stay in touch

- read the latest on www.housing.org.uk/greatplaces
- follow us on Twitter via #GreatPlacesCommission
- get in touch at greatplaces@housing.org.uk



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