



People Housing And Social Enterprise Scheme

# Other Organisations



**Your Guide to Working with PHASES**

# Other Organisations:

## Construction for the community

PHASES is a charity and social enterprise focused on construction. We run projects that maximize social and community value from the construction process. We build affordable new homes, we renovate empty properties and we train local unemployed people.

Here we'll look specifically at how land or building owners can collaborate with us to create desperately-needed affordable housing. It presents a Joint Venture approach which shares out the benefits of social enterprise property development.



## The power of social enterprise

As a social enterprise, we apply business principles to social problems. But since there are no shareholders in a non-profit organisation, any profits we generate are ploughed back into the work we do.

Through our construction projects and training programmes, we're adding social value at every stage of our process. And our commitment to sustainability extends across our supply chains and throughout our enterprise. We want to see local communities flourish.

# how we do business

## What makes PHASES different?

- ✓ We're a totally trustworthy non-profit-making charity
- ✓ We'll share the surplus from any development with you
- ✓ We have ten years' experience of housing development
- ✓ We take all the risk up to planning stage – no cost to you
- ✓ We have a team of professionals to provide low-cost advice
- ✓ We take all the responsibility for raising finance
- ✓ We manage the project from start to finish
- ✓ We provide construction training for local people
- ✓ We work with local tradespeople to boost the local economy



## Your land and buildings

You could help generate new affordable housing, by using surplus land or converting underused buildings into residential units. A development scheme could also incorporate improvements to your own facilities, by creating new office, meeting or training spaces for your organisation.



*“ At PHASES, we're busy building solid partnerships to help solve the London housing crisis. By developing surplus land or converting existing buildings, we can help your organisation make the most of its assets, while keeping social value at the heart of the process.”*

*The PHASES Team*

# The UK housing crisis:

## Why it matters

The shortage of decent, affordable homes is affecting people right across the country, but this problem is particularly acute in London. In June 2016, there were over 73,000 households in temporary accommodation, with over 58,000 of these having dependent children.

As household budgets are squeezed, more and more families are struggling to pay their rent and bills. As evictions and homelessness rise, we need to find imaginative ways to help prevent this crisis from escalating. By developing your underused land or converting your existing buildings, you could play a vital role in generating the decent, affordable homes people deserve.



## Fulfilling potential

We'd like to see every organisation maximize the potential of its site and build affordable homes. But it's a big ask to expect people to become property developers overnight. After all, you're busy enough doing all the great things you do. That's where we come in.

We'll help you unlock the potential of your land and buildings, bringing tangible benefits to your organisation. A PHASES scheme could deliver inspiring spaces to enhance energy and creativity. And the revenue from affordable homes could give your organisation's finances a boost.

# you can be part of the solution

## Partnering for success

Many organisations have land and buildings that are under-used. Sometimes, these buildings are in a poor state of repair and there's no slack in the system for costly renovations. Often, as an organisation evolves, the existing buildings are just no longer fit for purpose. That's when a bold approach can reap dividends, not just for the organisation, but for the wider community. What if you could upgrade your own facilities, while helping to provide much-needed affordable housing?

That's where PHASES can help. We'll offer our professional evaluation of your land or buildings and we'll discuss the development possibilities with you. So, if you'd like to know how you could improve your organisation's facilities and help solve the housing crisis, then call PHASES for an informal chat.

## Positive benefits

At PHASES, we believe that with imaginative design, a dedication to sustainability and a real commitment to community, development can be a powerful force for good. That's the kind of positive change we want all our stakeholders to be part of, in every PHASES project.



*"Back in the 90s, our charity was bequeathed an old glass factory...and we've been there ever since. But it's a tough building for our clients to navigate. With PHASES help, we're re-imagining the whole place, to create a beautiful disabled-friendly space. The income from the flats will really help our mission, too, as funding get harder to find."*

*Catherine Reid*

# The PHASES approach:

## A joint venture

Without expertise or experience, many organisations struggle to make the most of their assets. It can be a daunting prospect trying to get things moving on your own. The initial feasibility, planning, financial and legal aspects of a development can be complicated and costly.

Our team of trusted professionals will look at your site, listen to your goals and help devise a scheme to maximise its true potential. Our joint venture model will help reduce your risk and share the benefits of development with you.



## Helping local communities

Our commitment to communities means that we create training and employment opportunities for local people on each development before any project starts. Whilst our trainees have traditionally had experience of homelessness, schemes for involving other members of the local community can also be devised.

Depending on the scale of a project, we also work with smaller local firms of builders. We're keen to stem the recent rapid decline in the sector, to ensure these skills are transferred and that the local economy prospers.

On bigger projects, we'll partner with larger contractors. But they'll still be working with our trainees and coordinators to deliver our promises on social and community value..

# how it could work for you

## Joint venture partners

We work as joint venture partners with the owners of the land or buildings. For a new build project, this might involve PHASES taking a 99 or 125 year lease, whilst the owner retains the freehold.

Within the joint venture framework, a further agreement is devised to share the capital and income benefits over time. During the initial consultations, we'll work with you to evaluate the overall financial viability of any project.

## No-cost feasibility & planning

As a charity, we draw on a valuable bank of professionals to provide free or very low cost services. This unique resource includes architects, surveyors, structural engineers and lawyers who'll help us assess the viability of a project.

Our general approach is to take all the risk at the early feasibility & planning stages. This usually includes making an initial planning application, as well as any legal costs associated with joint venture business agreements. This removes a large part of the risk in case the project doesn't proceed.

## Project finance

We usually take full responsibility for the loan finance. Over the years we've built excellent credit records with social lenders. We have access to substantial social finance, having previously borrowed around £1M to progress our building projects.

Possible providers include The Big Issue Invest, an offshoot of The Big Issue magazine, which administers a £10M 'London Housing Fund', as well as our own bankers Unity Trust. Both are likely to lend on favourable terms due to our excellent track record.

## Affordable housing

Our key aim is to create sustainable, affordable housing for local people. As we're not a housing association, recent legislation extending the 'right to buy' to housing association tenants doesn't apply. That's why we're able to guarantee that the homes we build will remain available at affordable rents.

On larger developments, we may partner with another local community housing organisation for the future management of the properties. Any management partner would be carefully selected with you, as part of the Joint Venture agreement.

# Want to know more?

## Read our case studies

You can learn more about how PHASES projects make a difference by visiting our Case Studies page online. Here, you'll see our values in action and learn how social enterprise can transform people's futures.

Click the link to find out more:

[www.phases.org.uk/case-studies](http://www.phases.org.uk/case-studies)



## Check out our video

Our video shows how a joint venture with the owner of an empty property in South London brought benefits to all our stakeholders. It shows how social enterprise adds value at every stage of a project.

Click the link to explore:

[www.phases.org.uk/video](http://www.phases.org.uk/video)

## Find us online

[www.phases.org.uk](http://www.phases.org.uk)

# get in touch with us

## We're waiting to hear from you

Our team is ready to assist you with your development. So if you'd like to help solve the housing crisis through a joint venture with PHASES, we'd be delighted to hear from you.



## In total confidence

Any discussions we have with you will be conducted in the strictest confidence, so if you'd like an informal chat about a project idea, then please get in touch.



## Contact us

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