



CLARION
HOUSING GROUP

The 5 New Giants of Opportunity

Our journey from foresight to a new social contract for housing



The Journey





The 125 Foresight Group



Professor Lorraine Farrelly
University of York



Joe Farrington-Douglas
The Health Foundation



Indy Johar
Dark Matter Labs



Dr Angela Donkin
The Institute of HealthEquity



Rachel Coldicutt
Careful Industries



Michael Pawlyn
Exploration Architecture



Andrew Greenwood
Leeds Building Society



Julie Hirigoyen
Systemiq

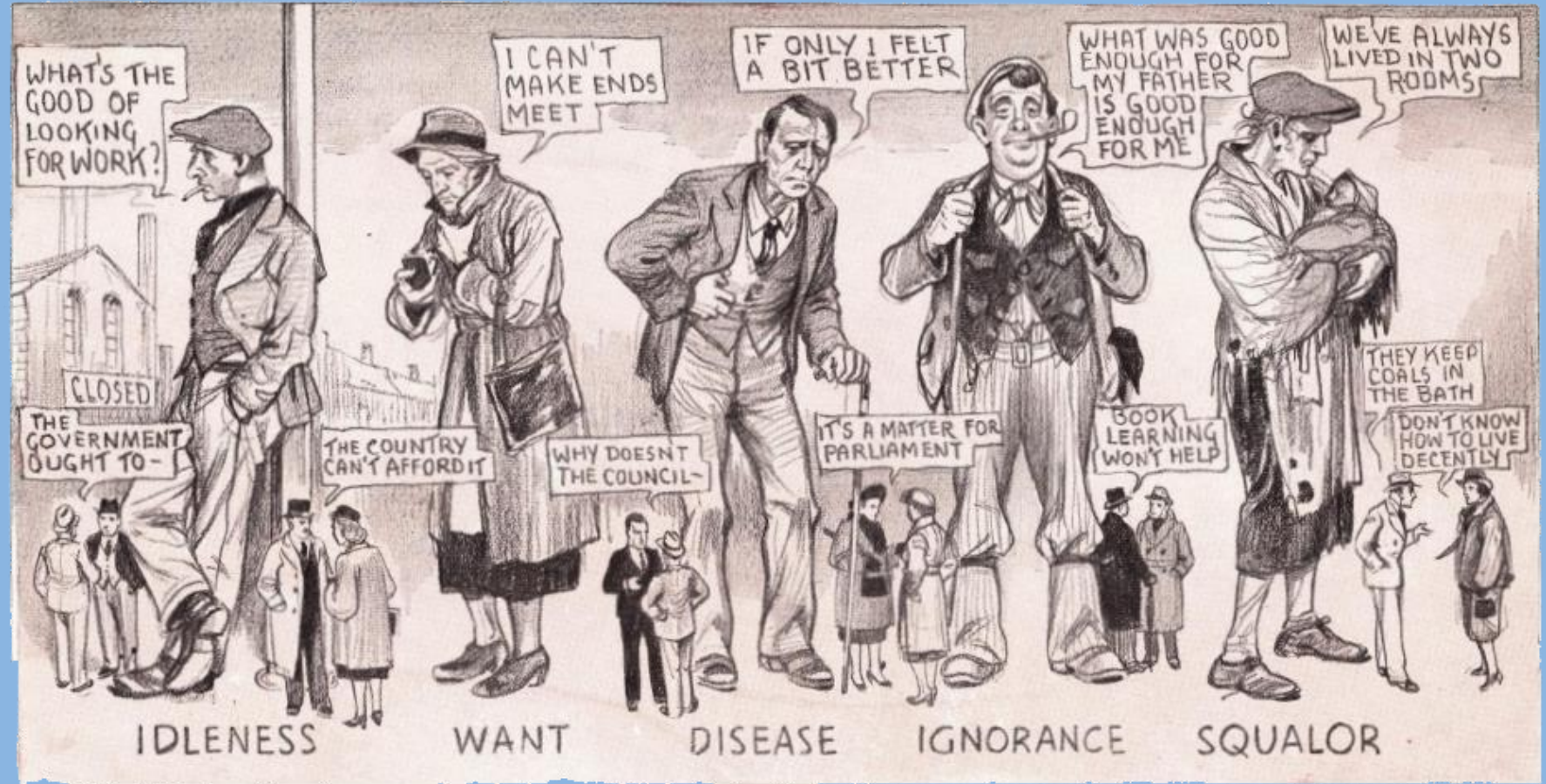


Niomi Gibson
Clarion resident, Clarion Futures Board






David Orr
Foresight Group Chair






The Five Giants



 Kickstart Economic Growth	 Get Britain Building	 Make Work Pay	 Hand Back Power to Communities	 Provide Better Transport
 Strengthen our Borders	 Make Britain a Clean Energy Superpower	 Take Back our Streets	 Break down barriers to opportunity	 Improve our NHS

WHAT MIGHT OUR WORLD LOOK LIKE?


 The different +1.5 °C	 futures that +2 °C	 lie ahead. +3 °C
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 Climate change	 Technological disruption
 Social instability	
 Fracturing world	 Demographic shifts



Resident of the Future
October 2024

Who will we be housing in ten years' time?
What can data trends tell us about residents in the future and the world they will live in?

 Owner-occupiers remain largest tenure at 65% down from 71% in 2003	 Social sector size steady with HAs taking a growing proportion	 Investment in England behind Scotland and Northern Ireland in affordable output
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 9.1 times salary to buy a home in 2021 – up from 3.5 times in 1997	 12% rent increase year-on-year on average in London	10% rent increase outside of London
2x Private rental sector doubled in size since early 2000s:		

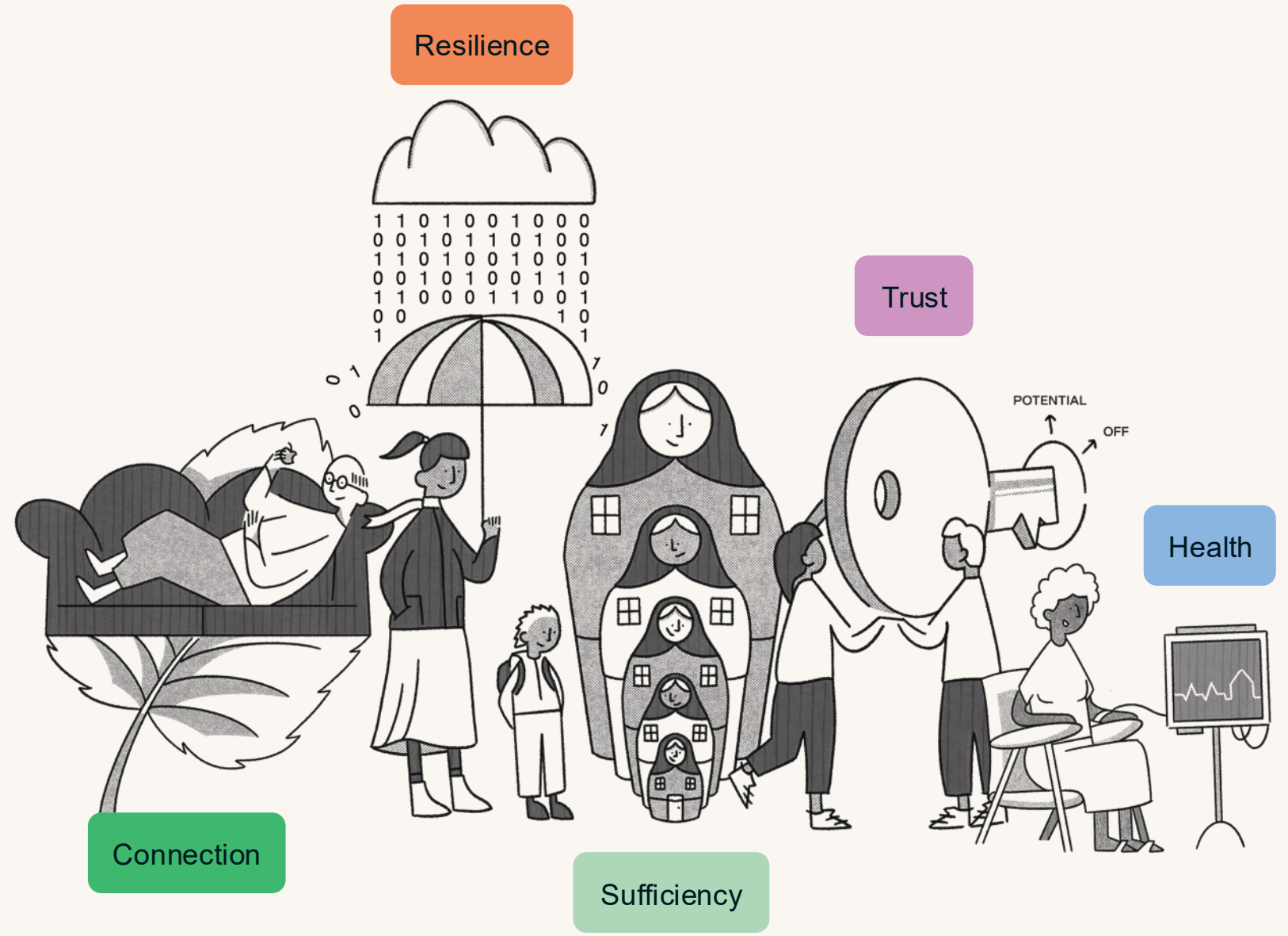


The Index 2024
Findings from Clarion's annual resident insight survey

Challenges to Opportunities



The 5 New Giants of Opportunity



Conversations

Residents

Spark



Our Strategy



Connection



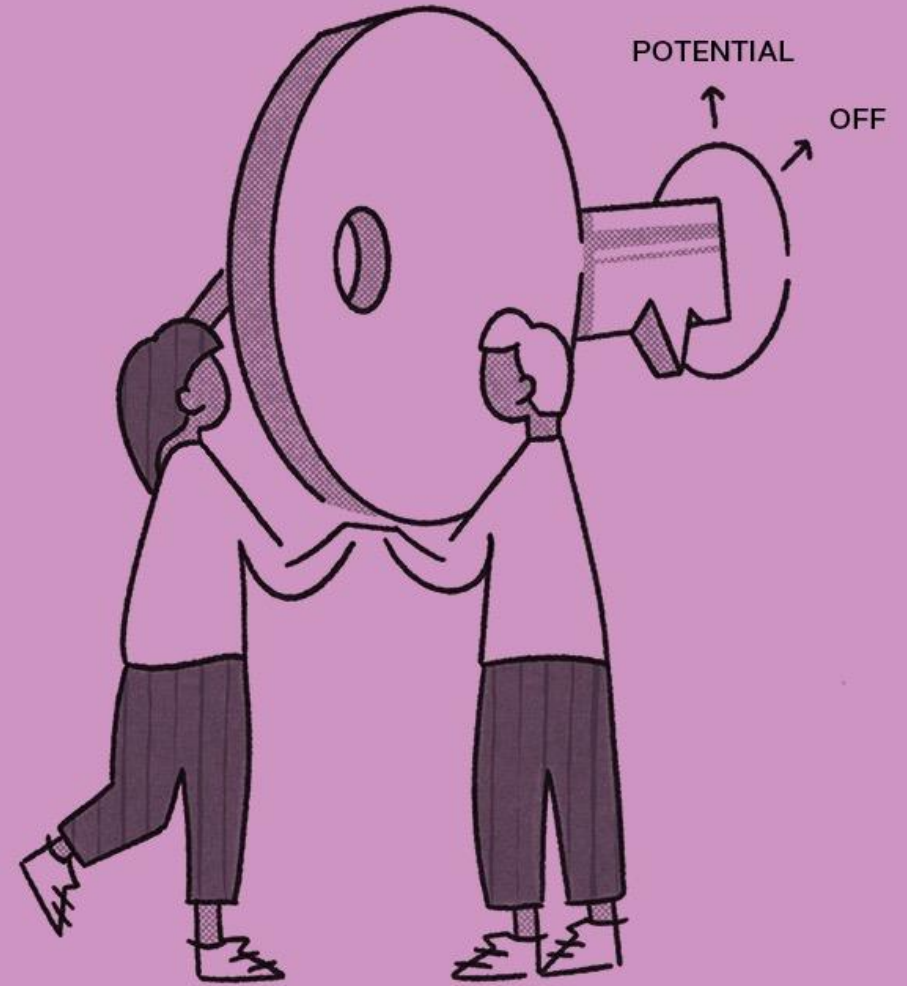
Resilience



Sufficiency



Trust



Health



Resilience



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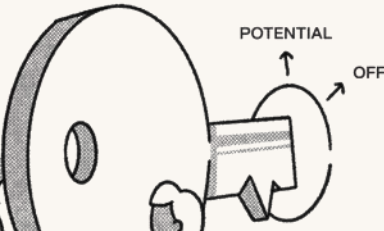


Connection



Sufficiency

Trust



Health

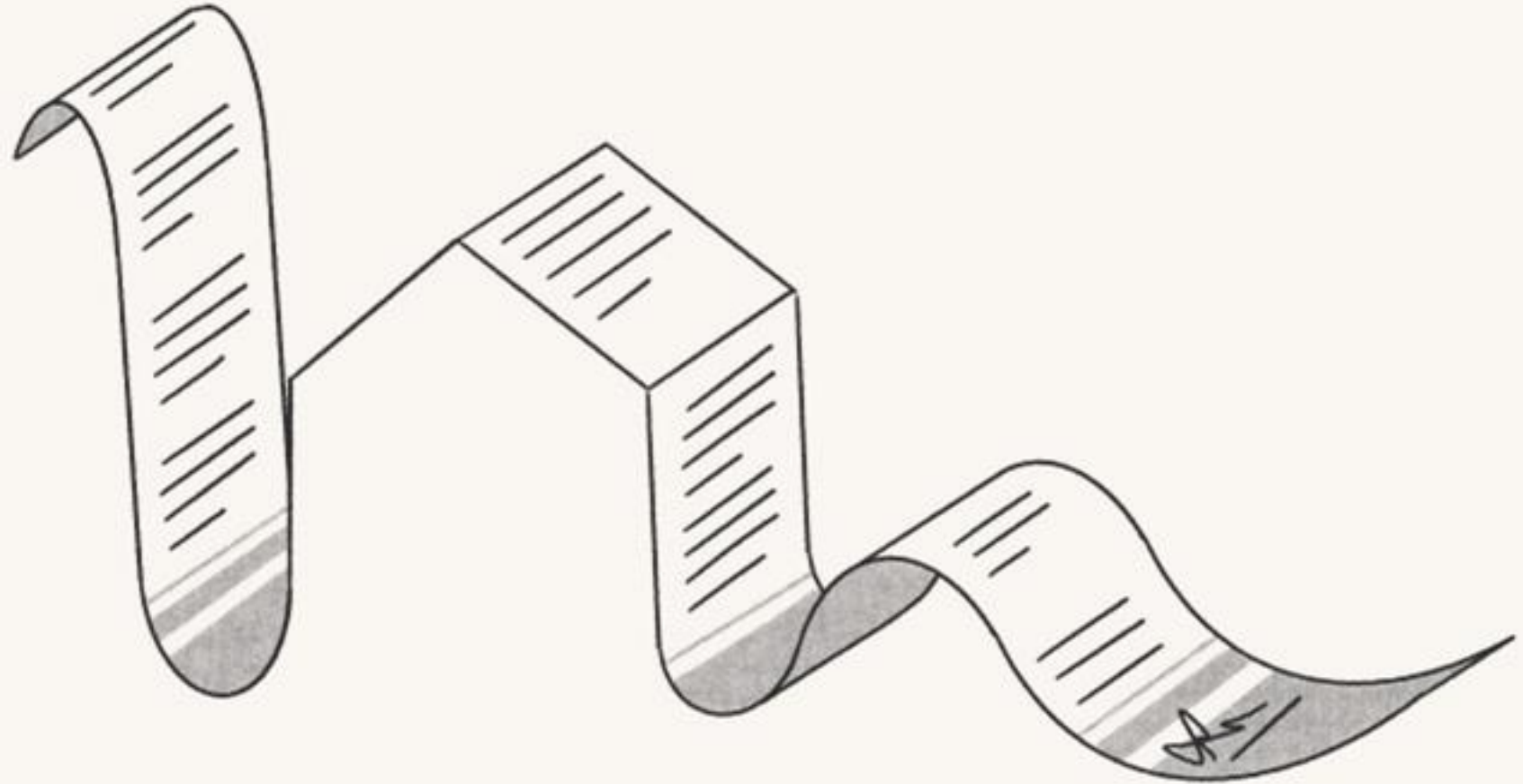


What next?

- Purpose, strategy and mission
- Resident voice
- Nature and systems thinking
- Health
- Thinking long term



A new social contract for housing?



Case Study

Tendring and Colchester Borders Garden Community



Case Study

Tendring and Colchester Borders Garden Community

The Garden Community is being planned by Clarion's development arm, Latimer. It is a visionary project, exploring how we can create and nurture a new type of community for our changing climate. It will provide around 7,750 new homes, including much-needed affordable homes, to the east of Colchester in a regenerative new community. It will also include schools, a country park, new healthcare and retail, leisure and job opportunities, alongside the infrastructure and new facilities needed to serve new residents, as well as benefitting existing communities.



The Garden Community is intended to relieve pressure on places across North Essex by delivering housing growth sustainably in one place, alongside all of the amenities required to ensure long-term sustainability.



The principle of development was established in 2021 by the Strategic Local Plan shared by the North Essex local authorities. The planning application, to be submitted soon, is the result of more than four years of close working with multiple partners, including three local authorities. It is a joint effort, showing what the right organisations can achieve if they work together towards shared objectives.



50% open space.
Accessible to central Colchester

The development will be based on a series of principles intended to shape the future of new settlements. It will aim to provide public luxury and private sufficiency. Homes and neighbourhoods will be built using regenerative design principles. The community will be 50 per cent open space. It will be inclusive and accessible, with a rapid transport link to central Colchester.



The community has been designed to reduce the reliance on private vehicles, with lower parking provision than standard thresholds. It will also promote active travel, with an ecologically mature active travel network. It will be based on 20-minute neighbourhood principle: everything within a mile. It will produce enough renewable energy to cover the energy demand of all homes.



30%

A minimum of 30 percent of homes will be affordable. It will be climate-resilient. The community will be more than somewhere to live: it will also generate a thriving local economy. And it will be shaped by principles of local stewardship and long-term management. This new approach is possible as, in contrast to usual practice, Clarion – a housing association and not a plc – is acting as Master Developer for the project.



We will create the conditions for existing residents and new arrivals to make this place their own. The Garden Community is an example of what Clarion can achieve by taking a whole-place approach and working with others. By doing more than building housing, we can pioneer places that show what a more positive future could look like.

Thank you

