



## Supporting Community Led Housing Accredited Advisor Training

# A1 Getting Started



# What is the community trying to achieve?

Initial workshops should seek to:

- identify the purposes of proposed developments – are they residential only or mixed use?
- understand what are the residential price and tenure aspirations?
- define the membership model
- build an outcome focus
- shape community led approaches to intended outcomes
- discuss the importance of agreeing and ways to develop vision, values and mission



# Why take a community led approach?

## In your group

discuss why people and groups take community led approaches to addressing housing needs



# What might the intended outcomes be?

- a) bringing a local community together to tackle anti-social behaviour problems
- b) ensuring a long-term supply of homes that local people can afford
- c) making use of grants
- d) making the community stronger through controlling how the local gardens are maintained
- e) setting up a community land trust
- f) owning land and locking its use
- g) being a landlord
- h) creating an income stream for other community activities



# Why is this important?

- the difference between outcomes, outputs and processes
- people and communities need to base what they do on what outcomes they want to achieve
- people need to be guided first to work out what they want to achieve
- then the advisor needs to help people identify the right approach – which might be an existing model or might need to be something new
- different intended outcomes will call for different outputs and processes to achieve them



# Outcomes related to different approaches

What specific outcomes would each approach deliver?

- a) community land trust
- b) housing co-operative
- c) tenant management organisation
- d) cohousing scheme
- e) mutual home ownership society
- f) self help housing organisation
- g) community anchor organisation
- h) developer led approach



# The unique selling point?

On a scale of 1 to 5 – how much could the outcomes identified on the next slide only be achieved through community led approaches?



# Outcomes previously suggested

- long term supply of homes people can afford
- better matching homes to people who need them
- better and more responsive local governance
- local focus and better management of some or all services
- building homes that otherwise would not be built
- better design supported by local communities
- potential emphasis on environmental standards
- possibly greater density of homes
- building community assets, capital and capacity
- building skills and individual capital
- tackling loneliness and social isolation
- building trust and wider social values





# Vision, values, mission statement, objectives, strategies and action plans

- **Vision** – the dream
- **Values** – central principles behind the vision
- **Mission statement** – the what and why
- **Objectives** – how much of what will be achieved by when
- **Strategies** – the how
- **Action plan** – who will do what by when to make things happen

How can these things help groups?



# Vision, values, mission statement, objectives, strategies and action plans

## **Plans and presentations must enable the group to:**

- get it across to the constituency
- get it across to potential partners
- have clarity about what they are doing
- identify redlines
- assist in reviewing progress
- working out how things can be achieved
- identify the people taking responsibility



# Exercise – create example vision, values and mission statements

For a community land trust that:

- wants to develop 50 rented homes;
- will create a tenant management organisation;
- to manage the homes through a management agreement.



# Exercise - example

- **Vision** – better homes; better community
- **Values** – democracy; community membership, equality and diversity; sustainability
- **Mission Statement** – effective local tenant management through a mutually supportive community



# Fantastic news – your lobbying has paid off!!!

The local authority wants long term community stewardship and management of two turnkey developments. Both are about to get planning permission. They are:

- a 15-home low-income rental development; the local authority want it to house people from their waiting list
- an 80-home shared ownership development; the local authority wants these homes to be allocated to key workers

The problem is that there are no existing local community groups that could take up these opportunities. But these are high prestige sites that could be a game changer for community led housing in the region if successful. What do you say and do?



# Urban and rural differences

- defining the community
- inter-relationships between multiple urban boroughs
- relationships between market towns and rural areas
- allocations
- development opportunities
- planning requirements
- competition from other housing providers
- availability of professional support
- availability of contractors
- scale





## Accredited Advisor information

The Community Led Housing section on the CCH website contains the following useful training resources:

- Course Notes
- Course Presentations
- Case Studies
- Videos

