How do we grow CLT activism?

Chair: Liz Maunder, Norton Sub Hamdon CLT
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Established in 2010
- Action Research
- 18 CLTs established in Somerset, Dorset and Devon, all freehold landowners
- New programme of CLTs now coming forward
- Over one hundred of local volunteers have been involved so far
CLT new projects and aspirations for the future

- Homes
- Land
- Pub
- Shop
- Car park
- WCs
- Post office
- Allotments
- Orchard
- Office space
- Workshops
- Solar/hydro power
Dr. Tom Moore – Urban Institute
University of Sheffield
The motivations and success factors of community land trusts in Devon, Dorset and Somerset

Dr Tom Moore, University of Sheffield
Background to the study

- Context of the rural housing crisis and the insufficient supply of new homes to meet local demand.

- CLTs led by individuals often of long residency or actively involved in the local community, and formed to tackle local effects of rural housing crisis and to maintain and enhance important aspects of their communities.

- Wessex CLT Project wished to learn more about:
  - The factors fundamental to CLT success.
  - The motivations, reflections and aspirations of volunteers involved in CLT projects.
  - To explore the reflections, attitudes and perceptions of external supporters and stakeholders of CLT development.
## Participating CLTs

<table>
<thead>
<tr>
<th>CLT</th>
<th>Assets acquired, completed or under construction</th>
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<tbody>
<tr>
<td>Christow CLT</td>
<td>18 affordable homes built to Passivahus standards</td>
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<tr>
<td>Corry Valley CLT</td>
<td>6 affordable homes completed and occupied in June 2015. Village also has a community-owned shop.</td>
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<tr>
<td>Upper Culm CLT</td>
<td>12 affordable homes completed and occupied in March 2013.</td>
</tr>
<tr>
<td>Norton-sub-Hamdon CLT</td>
<td>10 affordable homes completed in Sept 2014. CLT also leases and runs the village shop.</td>
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<tr>
<td>Toller Porcorum CLT</td>
<td>6 affordable homes under construction, along with a new village post office</td>
</tr>
<tr>
<td>Powerstock &amp; District CLT</td>
<td>A planning application for 8 affordable rental homes was submitted in March 2015.</td>
</tr>
</tbody>
</table>
CLTs attachment to place

• CLTs mobilise deep-seated emotional bonds to place and concern for local environs.

• These bonds manifest into leadership & advocacy for development, rather than resistance or opposition.

• It is often the neighbours of selected sites who are the most enthusiastic.

• Not ‘NIMBY’ – but wanting control and influence over local environment.
The brokerage role of CLTs

- In some communities, affordable housing is often opposed in rural areas by local residents.

- CLTs build local acceptance of housing through formal and informal consultation.

- They address specific aesthetic and environmental implications of housing.

- CLT schemes proceed with fewer objections than conventional proposals may have faced.
CLTs are trusted vehicles for land disposal

- CLT concerns for local housing issues were often shared by landowners.

- Community-led nature and local focus of CLTs meant that sites were acquired that may have otherwise been unavailable for development.

- Importance of ‘local benefit in perpetuity’

“He is very keen that his workers should live locally, he is very keen that they should have homes, that the community should be self-generating, that it shouldn’t be sold to incomers and all that. And he made the plot of land available for a pound.”
Dedication & motivation of volunteers

- Volunteers contributed a huge amount of time, energy and expertise to projects.

- Motivated for a variety of reasons, including issues of equity and exclusion from the housing market.

- Volunteering itself brings benefits for the local community, contributing to community-building and maintaining the ‘sociability’ of the community.

“From a social equality point of view, I just like things to be fair, I don’t like the fact that people are disadvantaged and I don’t want to see the fact that money speaks for everything. So an opportunity to perhaps provide something or help to provide something in perpetuity that can help, sort of, to balance out some of those inequalities, was the main driving force.”
Importance of technical support

• Technical support was integral to the success of all schemes, including provision of guidance and advice from the Wessex CLT Project.

• The involvement of housing associations helped to absorb and defray risks to which CLTs may have otherwise been exposed.

• Partnerships were of mutual benefit – CLTs provided deep-rooted community leadership that helped to ensure success.

“The sense of really delivering something that is wanted and needed by a community, rather than any sense of imposing something or delivering something which divides opinion. There is always local opposition to any development but CLT involvement does reduce this by a significant margin.”
Concluding remarks

• CLTs play an important role in facilitating the development of rural affordable housing, achieved through:

  • Dedication and energy of volunteers
  • Provision of technical support from Wessex CLT and partnering housing associations
  • Brokerage of community support for new development by addressing local concerns and priorities

• They are local institutions with potential longevity, and have interests that extend beyond housing (acquisition and development of other amenities/assets, distribution of ground rent funds)
Acknowledgements

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Helena Trippe – Service Design
Royal College of Art
National Community Land Trust Network

Service Design Review
Helena Polati Trippe
THE BRIEF

How can the National CLT Network provide effective resources to support an increase in access to CLT projects and provide the resources that effectively ensure the success of groups in developing CLTs.
PROCESS APPROACH & METHODOLOGY
PROCESS

DISCOVER

RESEARCH, EXPLORATION, DISCOVERY, DEFINING A DESIGN BRIEF & IDEA CONCEPTS

DEFINE

INSPIRATION, IDEATION, CREATION, DESIGN & PROTOTYPING Viable SERVICES

DESIGN

DELIVER

UK DESIGN COUNCIL
USER CENTRED APPROACH

DISCOVER
DEFIN
DESIGN
DELIVE

USER

NCLT

DEVELOPER
HAS

HC
S

FINANC

DCL
G
A
Actors & Networks

T
Touchpoints & Blueprint

O
Offering & added value

N
Needs & Expectations

E
Users' Experience

Co-Design Session Interventions

Co-Design Service Experience

Co-creation

User Research
Ethnography
Community groups

Co-Design Service Blueprint

Prototype C & Test

Prototype A & Test

Final Report Journey Blueprint

Expectation Map

Map Touchpoints
Design User Journey

Map Resources Journey

Map User Journeys

Deskto p Review

Stakeholder Interviews

Stakeholder Map

Design Resources Journey

Design Service Blueprint

Prototyping

Co-creation

Interviews

Advisors
<table>
<thead>
<tr>
<th>RME process (PC)</th>
<th>Direct approach to MNS</th>
<th>WEBSITE</th>
<th>OTHER COMM'S</th>
<th>Public meeting</th>
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| OWNERSHIP ALLOCATIONS | |
|------------------------| |
| Income Generation | |

| ATTACK PC | SINGLE OPTION | MIN | |
|-----------|--------------|-----| |

TECHNICAL ADVISOR SESSION
USER JOURNEY MAPPING
VALUE NETWORK ANALYSIS
ANALYSIS
DEFINE
MEANS

COMMUNITY & PRIVATE
OR
PUBLIC INTEREST BODY
GOVERNMENT

COMMUNITY ACTIVISM
OR

INNOVATION IN AFFORDABLE HOUSING

GROUP & CIVIC ACTION
OR

INDIVIDUAL CONSUMERS

SELF SUFFICIENCY IN HOUSING
OR

ALTERNATIVE MODEL FOR PROCURING HOUSING

QUEST

COMMUNITY & PRIVATE
OR
PUBLIC INTEREST BODY
GOVERNMENT

GOAL

OBJECTIVES
THE ISSUE OF DEMAND
WHO ARE WE DESIGNING FOR?
WHO IS THE USER...
INSIGHTS & RESULTS
1. The Void: What can CLTs and the NCLTN do for me?

What is the offer for me. What are my options, my mortgage, then how do I become involved, is there a group I can join?

Membership interest is project based rather than NCLTN vision.
2. Where do I sign up? I am in but how?

Model geared to support existing groups to become housing providers.

Interest based not place based.

Most of the passion with those in need not those involved.

Where is the link between interested individuals, activists and community organisations?

How to turn latent demand into critical mass?
3. You are asking me to have another full time job!

I am willing to be involved but I do not want to do everything.
4. I am on course to become a... housing professional!

Model replicates existing institutional arrangements

High degree of institutional dependence in planning, funding, investment

NCLTN support and model rigid in terms of routes into the process

GROUP/PROBLEM > SITE > NEW BUILD
5. Poisoned chalice... The affordable housing route

- Restricts need: S106 arrangements
- Lending / mortgage / LTV
- Limits market for individual users
- Local connection and deposit for LTV
- Nomination rights
- NIMBY response
6. A tiny drop in the ocean... CLTs a viable option?

Limited market

Supply of viable projects / groups problematic

Impact of small market share on finance 
Lenders: Increases risk
Consumers:
Increases deposit decreases rate competitiveness
OPPORTUNITIES
sharing economy, peer to peer (P2P), social networking, DIY culture
pink and grey pound, inter-generational services, relational welfare
Social good, humanising the city, public spaces, social innovation...
more routes than groups, ease of business finance, open data push, opening up of government
VISION

How can the NCLTN be a leader in creating markets for CLTs and community based housing and better connect users to opportunities for housing innovation.
NCLTN
REDEFINING

LEGITIMACY

pro development
interest based
market
critical mass

direct connection with users
new definition & evidence

procurement
development
ownership
governance

NEED

MODEL
Marc is involved locally with residents meetings and with the village’s Neighbourhood Plan. He worries about whether his daughters will ever be able to afford to live in or near the village.

Marc is also frustrated, because as a postman he knows there are many empty properties around the area but just does not understand why people like his daughter cannot live there.

He accesses this new service, run in partnership with the ONS, where he can browse empty sites and buildings around his area and also input sites which appear empty to be verified.

Through the site he can also meet like-minded people who might be interested in setting up a CLT in the local area. He can also help existing groups find sites for development as a result of his local knowledge.
Theses are Kate and Will

They are looking for somewhere to live - either to rent or buy - but somewhere where they can stay for a while.

They would love to live somewhere where they could be more involved in deciding how it looks, how it is run - especially if they could save some money.

Will is involved with a pop up shop in his local pub to help raise funds to refurbish it.

They find a new service where they can find out about groups involved in CLTs, offer their help and find out about what it takes to get a CLT going.

They could even meet like-minded people who might be interested in living in a CLT like them and all the support and services they could access to help them along the way.
She lives on her own and is worried about getting older and what living arrangements for old age she might need to make as she has no children. She has many friends in this situation.

Jo got fed up of worrying and with her friends she has decided to do something about it. They want to create some sort of shared accommodation project with people in their situation.

They have some money to invest, have got some skills between them to make it happen but have absolutely no clue where to start.

She finds out about a new 12 week accelerator programme run by the NCLTN and partners, aimed specifically at LGBT housing.

The programme offers intensive support at key stages and will help Jo and her friends to plan, develop and move through key project milestones. And she does not even have to worry about finding a site!
THANK YOU
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