



# People Make Places

Paul Quinn, Clarion Housing



*“First life, then spaces,  
then buildings – the  
other way around  
never works”*

Jan Gehl

# Who are Clarion?

- Non profit making charity
- 125,000 homes
- £1 billion annual turnover
- Build circa 2,500 new homes p.a.
- 4,000 staff
- UK's largest Housing Association



**CLARION  
HOUSING  
GROUP**

# What makes a successful community?

- People make the place
- Sharing spaces, living sustainably
- Getting the scale right
- Integrating mixed tenures
- Control and sense of ownership



This isn't new....





People make the place

# Sharing spaces, living sustainably



# Integrating mixed tenures



# Control and ownership





Meanwhile.....

# ISO 25553: Smart Multigenerational Neighbourhoods - Why are we Interested?

Clarion can do better:

- Better homes and communities
- Better services
- Better standards
- Better outcomes for our residents

**Britain is one of world's most age-segregated countries, study finds**

**Calls for urgent action to end age 'apartheid' to build trust between generations**



# Why are we Interested?

To push our sector to do better

- Help break the one size fits all business model
- Disrupt the cloning of design
- Help close the policy gap
- Pay attention to change around us

**Older people widely demonised in UK, ageism report finds**

**Older members of society mostly seen as incompetent, hostile or a burden, says report**



# Must do better

## Our age-friendly commitments

OUR OVERARCHING MISSION IS:  
**Enabling people to live well in our communities.**

Over the last 12 months, we have been collaborating as a cross-business working group to create a set of commitments focused on how we will ensure our communities are places where residents can age positively.



The diagram features a central photograph of an elderly woman smiling while talking to a younger woman. Overlaid on the photo are four hexagonal icons: a blue one with a house and 'Design and build', a pink one with a house and 'Right home at the right time', a yellow one with a key and 'Empowering people', and a yellow one with a key and 'Clarion Futures'. The text 'Age-friendly strategy' is written across the photo.

### Development

**Design and build schemes that enable our residents to live longer, healthier, happier lives.**

- To consider and establish our position on specialist housing; looking at different models, levels of subsidy and specific markets.
- Ensure our developments are exemplars of age-friendly homes and communities.
- Cultivate clear design standards and specifications for age-friendly housing.

### Housing

**Ensure residents have the right home at the right time.**

- Understand how life events could trigger changes in resident needs and explore ways we can prevent a negative impact.
- Make sure residents know their housing options and help them anticipate changes as they age.
- Better assist residents to move from one life stage to the next.
- Understand how we could flex our existing assets to make them more age-friendly.

### Clarion Futures

**Empower residents to shape their lives and communities, no matter what age.**

- Deliver interventions across resident lifecycles and understand how these contribute to resident wellbeing.
- Recognise how housing could contribute to improved health outcomes for residents.
- Specially target a reduction in loneliness and social isolation.

### Empowering people



**CLARION**  
HOUSING GROUP

# Must do better

## Play Strategy

**Mission** To promote the value of play for Clarion, our residents and our diverse communities

**Outputs**

- A toolkit for Housing teams
- Possible replacements for 'No Ball Games' signs
- Wording for design briefs
- Community consultation documents for Development and Regen
- Indicators for The Neighbourhood Standard and Local Offers

**Objectives**



CLARION  
FUTURES

### Clarion Futures

Invest in partners and projects that encourage multi-generational play in our communities.

1. Support and promote play streets and summer of play with a minimum of 15 streets participating, aiming for 20% growth each year.
2. Remove no ball games signs
3. Commission partners to deliver play provision in communities (Play UK, Play Streets)
4. Invest in play areas and adventure playgrounds
5. Deliver green spaces programme to encourage play in green spaces and nature- including integration with Green Consortium programme and Backyard Nature mission in September 2021
6. Act as a leader in the sector and champion play within HA networks
7. Feed into research and support collaboration on play across sectors



### Housing

To employ person-centered approaches to ensure children have the right to play in our communities and that families feel children can play safely.

1. Communicate the difference between ASB and play (asset-based thinking) – work with the Police to agree a mutual understanding
2. Support families to feel children can play safely in communities
3. Communicate an intergenerational approach to play and champion opportunities to engage in play; sharing best practice
4. Work with Clarion Futures to remove 'No Ball Games' signs
5. Explore where the strategy might inform wider policies and approaches including The Good Neighbour Code and Local Offers
6. Work with families to ensure the noise of play is managed and does not impact on neighbours
7. Lead on the consultation and engagement of residents to ensure communities are involved in play decisions
8. Identify where play isn't working and challenges to play, communicate to the wider business
9. Ensure that play strategy is brought to life and considered in relevant resident communications
10. Provide best practice case study of a community to share by end of August

### Development/Regeneration

To ensure play is considered in the design and planning of new and existing developments.

1. Embed play spaces in design principle
2. Work with innovative play architects
3. To consult with children and their families about play spaces and where possible co-design play solutions
4. Provide best practice case study of planned community to share by end of August
5. Lead on consultation with departments to agree terminology that can be embedded in the design guides by end of August
6. How to integrate play into existing space and streetscapes, especially focused on natural play and multifunctional and accessible play spaces
7. A successful strategy is a multi-generation and inclusive strategy open to participants of all physical capabilities, genders and ages
8. The strategy combats social isolation and loneliness





DESIGNING  
MULTI-GENERATIONAL  
+ CO-LIVING HOUSING  
FOR ALL

# RADICAL HOUSING

RIBA 

CAROLINE DOVE



*“It is a fact of life  
that the greatest  
interest of people is  
other people.”*

Jan Gehl