

Gwynfaen, Loughor



# Placemaking with People Conference 30.03.2023

- Pobl's placemaking journey
- What placemaking means to us



Loftus Garden Village, Newport



Summerland Lane, Caswell



Beacon Hill, Swansea

# Pobl's Place Makers Journey



Alexandra Rd, Cwmfelinfach (Street properties)



Barrackswood, Newport 208 SR homes



Barrackswood, Newport



Fairview, Blackwood 117 SR homes

- Late 1970s – main focus was street properties
- Early 80s – introduced some newbuild, mainly older persons to supplement the continued focus on street properties
- Late 1980s  
Barrackswood, Newport heralded a change in funding & scale
- Early 1990s Fairview 117 homes

# Pobl's Place Makers Journey



Highfields, Blackwood Ph1 (36 SR homes)



Somerton Park, Newport (77 SR homes)



Highfields Ph2a (23 SR homes)



Highfields Ph2a,b,c-LD bungalow, 42 extra care apartments, 6 OSM SR apartments

- Mid 90s – emphasis shifted almost entirely to newbuild
- Attempts to create a better fit with neighbouring private developments through the design of the homes
- Our estates were 100% SR and policy dictated maximising occupancy levels
- Early 2000s – Highfields 2 emphasised the benefits of land ownership and integration of supported housing

# Pobl's Place Makers Journey



- Mid 00s – only really able to help those with the greatest levels of housing need
- Having to turn away lots of people that couldn't access social rented homes or afford a house on the open market
- Pobl introduced a programme of self funded homebuy
- 2007 – global financial crisis (credit crunch)
- Pobl launched a 'new' shared ownership product
- Game changer in terms of being able to deliver integrated, mixed tenure estates at scale
- September 2010 Pobl proposal to WG to develop the stalled former Pirelli Cables site (Loftus)

A photograph of a modern residential street. The buildings are constructed of red brick with white window frames and doors. The street is paved with reddish-brown bricks. In the foreground, there is a concrete curb and a black trash bin. The sky is blue with some white clouds. The overall scene is clean and well-maintained.

*“It is difficult to design a space that will not attract people. What is remarkable how often this has been accomplished.”*

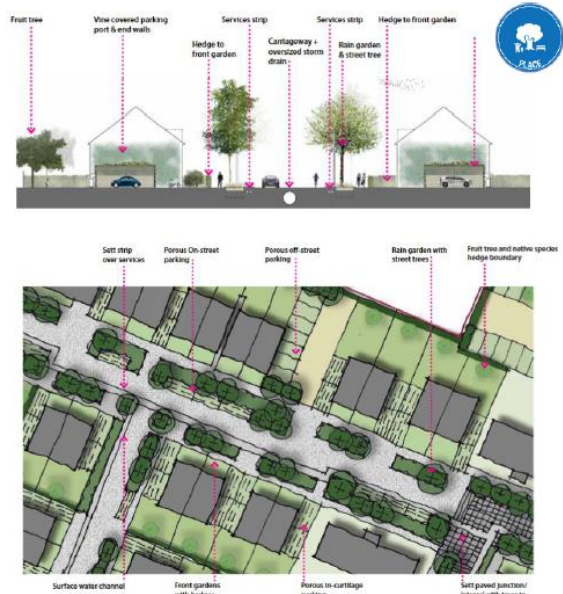
The Social Life of Public Spaces, William H. Whyte (1980)

# Place Making

## Vision

### Green Streets

- Tree-lined streets and front gardens with hedges,
- Footpaths with natural flagstones.
- Permeable block paved on-street parking.



# Arts & Craft Typology



## Street Scene



# Loftus Garden Village – turning a vision of placemaking into reality



- 2013 – site acquired by Pobl
- 2012 – 2013 intensive consultation period with local community
- 2014 – 2018 build period
- 250 new homes
- 60% affordable
- 28 social rent without any SHG
- 19 cooperative homes
- 66 shared ownership
- 90 outright sales
- 47 Intermediate rent
- Fully integrated mixed tenure community
- £30M investment by Pobl







Welcome to  
**Loftus Garden Village**



Hen Eglwys, Newport



## Pobl's first 5 years

- 3,157 new homes completed or under contract
- By end of 20-21, 2,106 homes were occupied



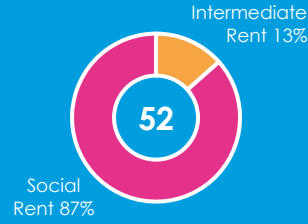
Ty Orsaf, Port Talbot



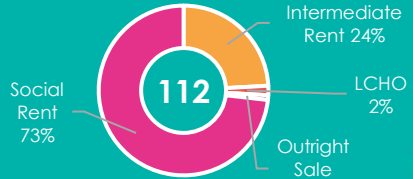
Bryngaer, Newport

■	Social Rent
■	LCHO
■	Outright Sale
■	Intermediate Rent
■	Market Rent – R20
■	Misc.

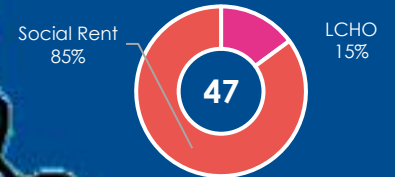
### Powys



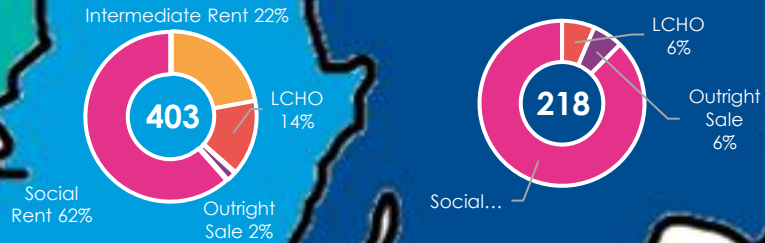
### Carmarthenshire



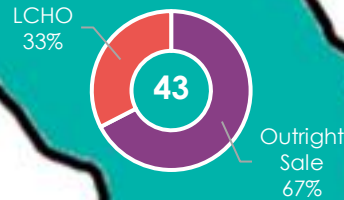
### Monmouthshire



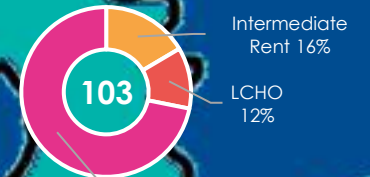
### Neath Port Talbot



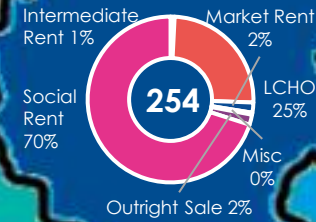
### Rhondda Cynon Taf



### Torfaen

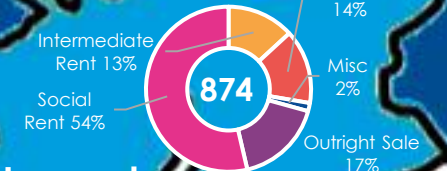


### Caerphilly



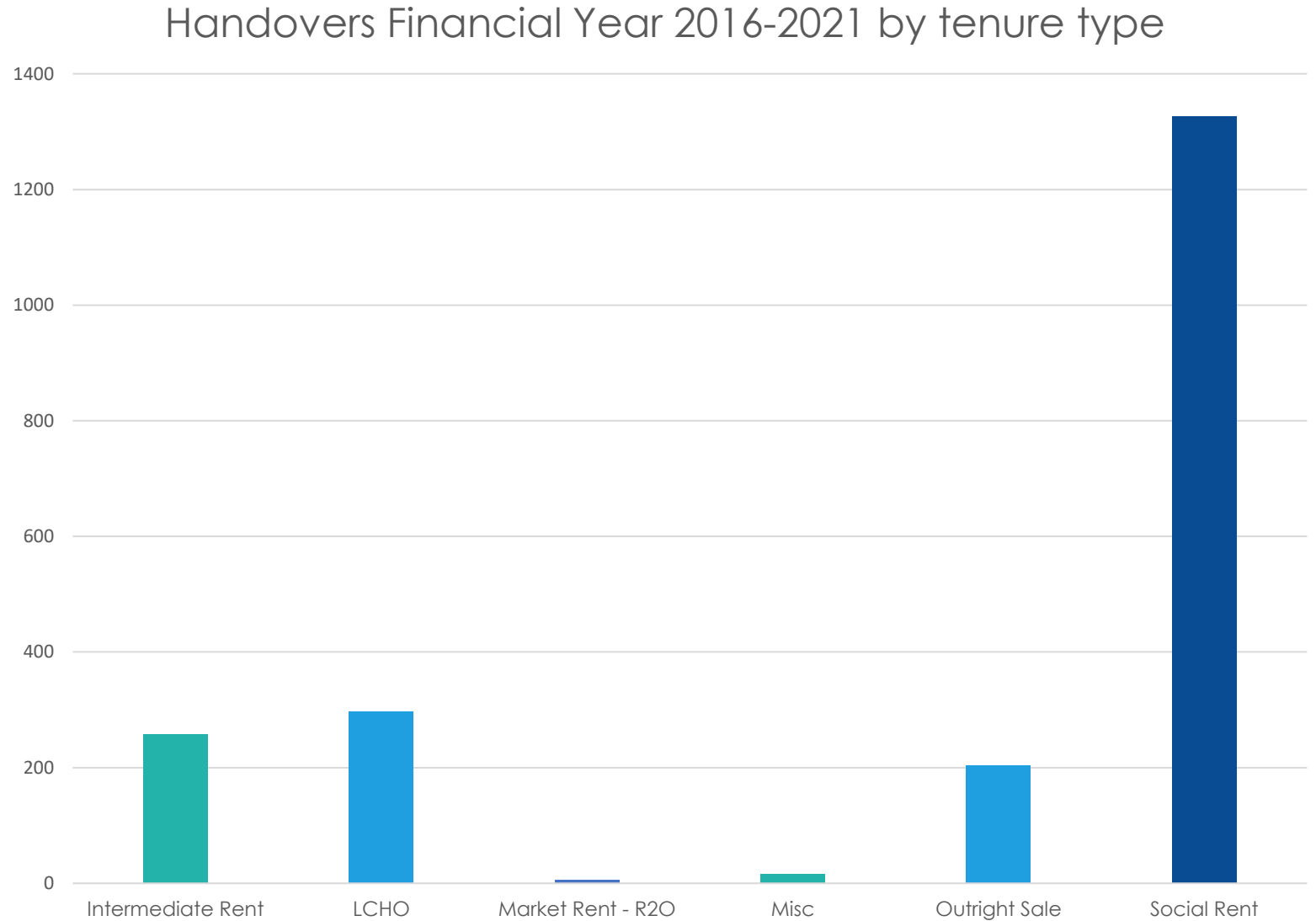
### Swansea

### Newport

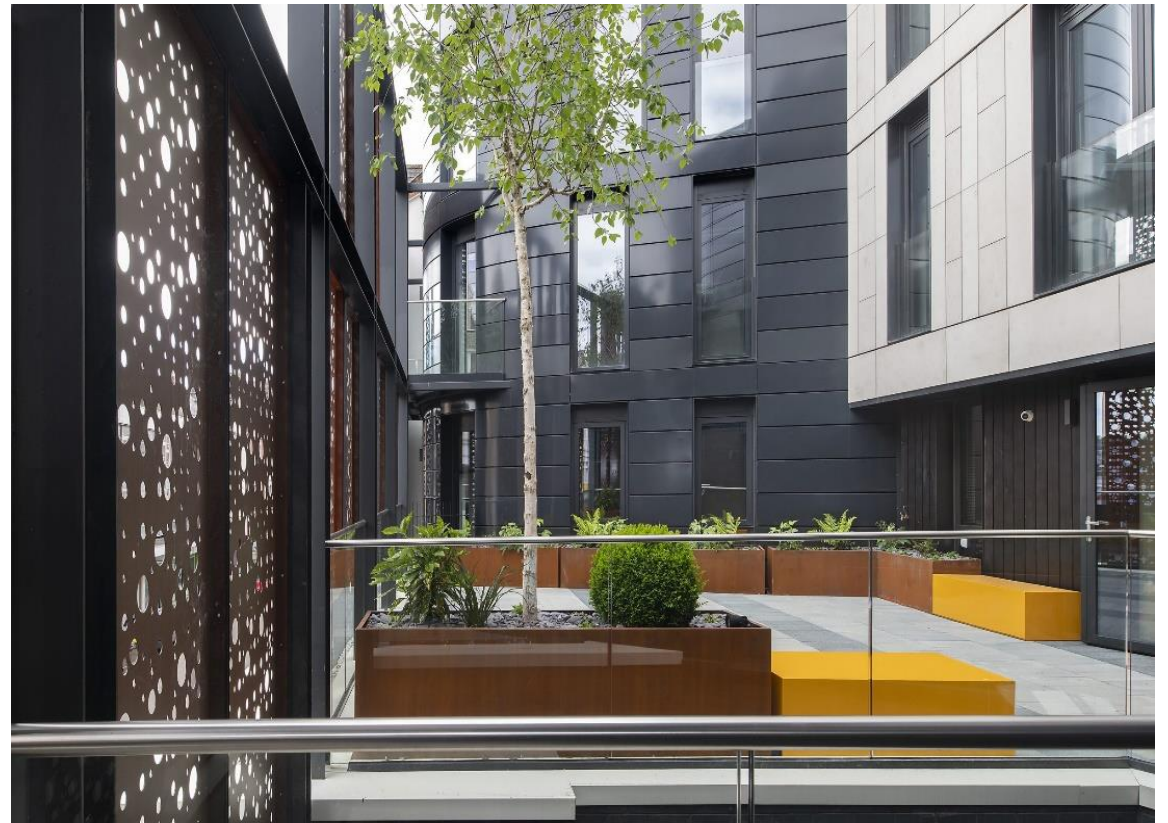


**2016-2021**  
**Handovers by Local Authority / tenure type**

<b><u>Total Handovers 2016-21</u></b>	
<b>Tenure Type</b>	<b>Total</b>
Intermediate Rent	<b>257</b>
LCHO	<b>297</b>
Market Rent - R2O	<b>5</b>
Misc	<b>16</b>
Outright Sale	<b>204</b>
Social Rent	<b>1327</b>
<b><u>Grand Total</u></b>	<b><u>2106</u></b>









Orchard House ,  
Kingsway, Swansea





Orchard House ,  
Kingsway, Swansea

# City Centre Schemes Copr Bay and Biophilic Living Swansea







# Penderi

## Energy project

- Penderi Energy Project largest retrofit ambition in the UK
- 644 Homes to receive PV and batteries
- Aggregated/socialised energy – removes inequality that might result through housing allocation
- Bespoke community benefit clause – 10 jobs created, 50 work placements
- Optimised retrofit lead applicant for project with near 200 homes included



# Penderi

## An orchestrated approach

Integrated blue and green infrastructure

Connected and accessible neighborhood

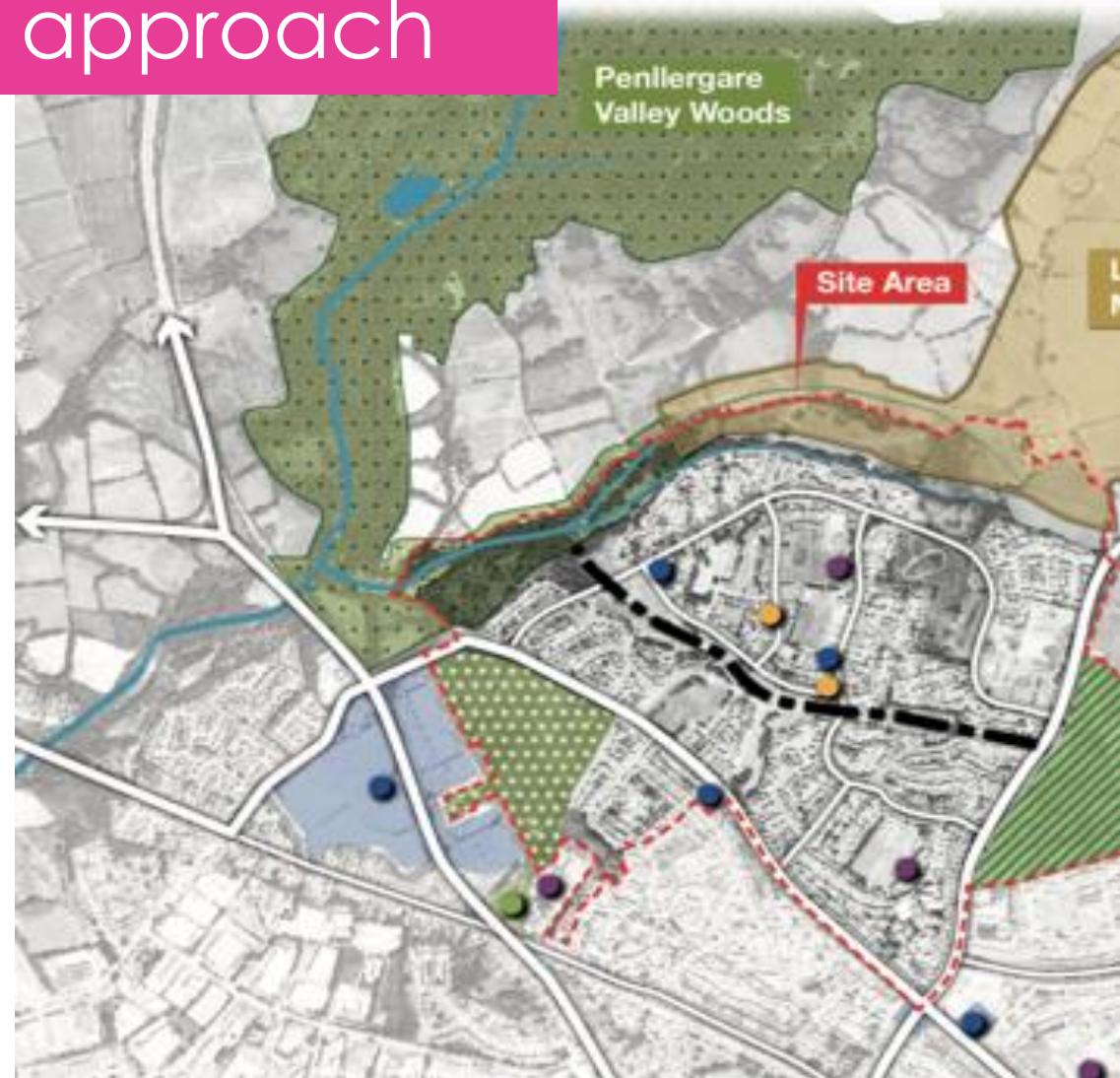
High quality new and existing homes

Community facilities and provisions

Active and involved community

Energy efficient

Economically resilient neighborhood





# GWYNFAEN

A PLACE CLOSE TO NATURE





Loughor Estuary



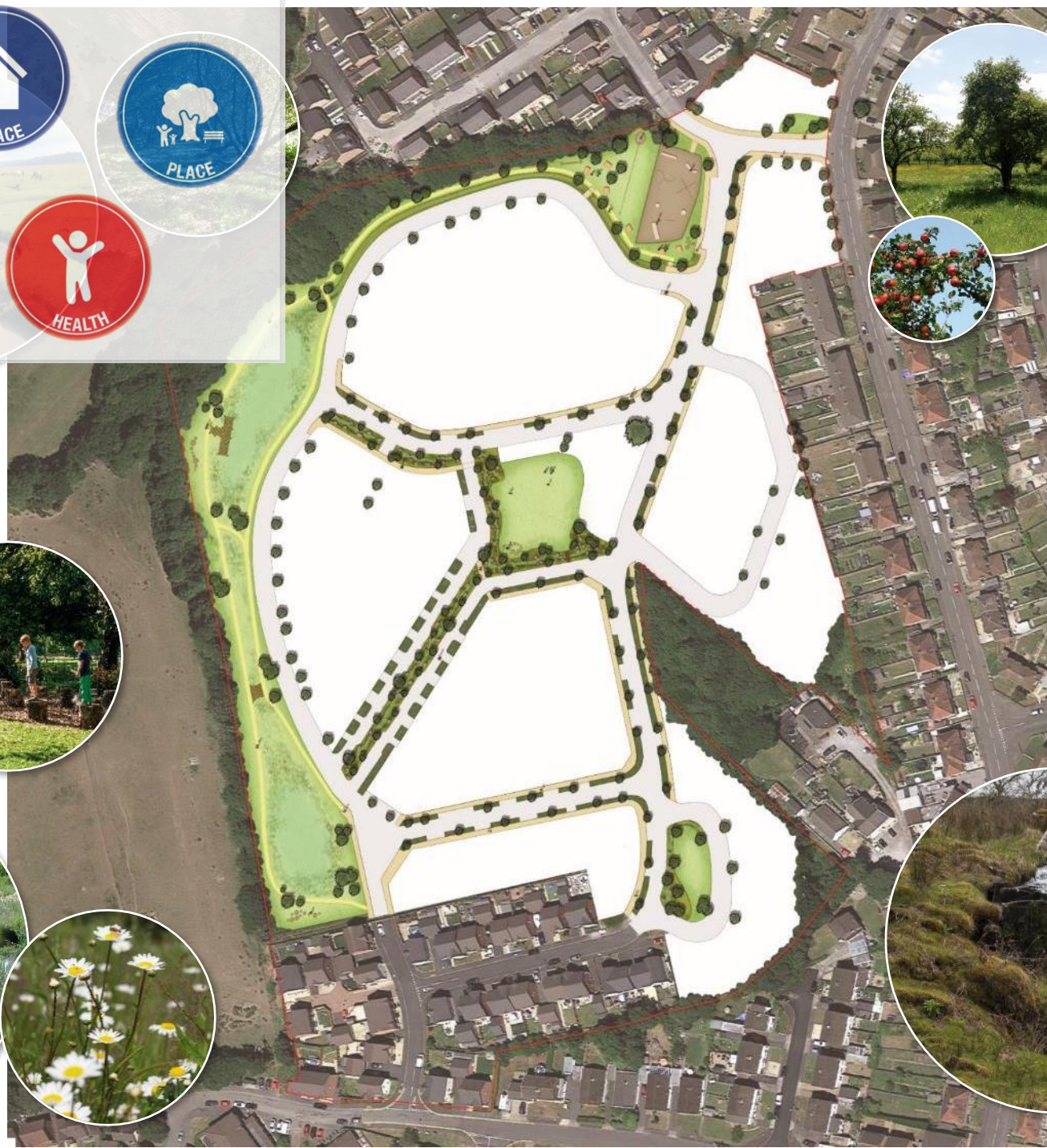
Gwynfaen Site



PENYRHEOL







**Green Infrastructure**



## Low Carbon Materials and 80% of materials Locally Sourced Materials



Structural timber to be sourced from FSC managed Welsh woodlands.



Local sourced natural stone slips



Reconstituted Slate made in Wales from over 60% recycled



Local sourced lime render



Home-grown timber cladding



Design to reduce the use of concrete by replacing the slab with Recycled Foamed Glass and Natural Hydraulic Lime Screed. Concrete is minimised to a perimeter ring beam.



No PUR/PIR foams



Air tightness tapes

## Non Oil-based Polymers Insulation



Carbon negative wood fibre insulation



Cellulose fibre (recycled newspaper) insulation



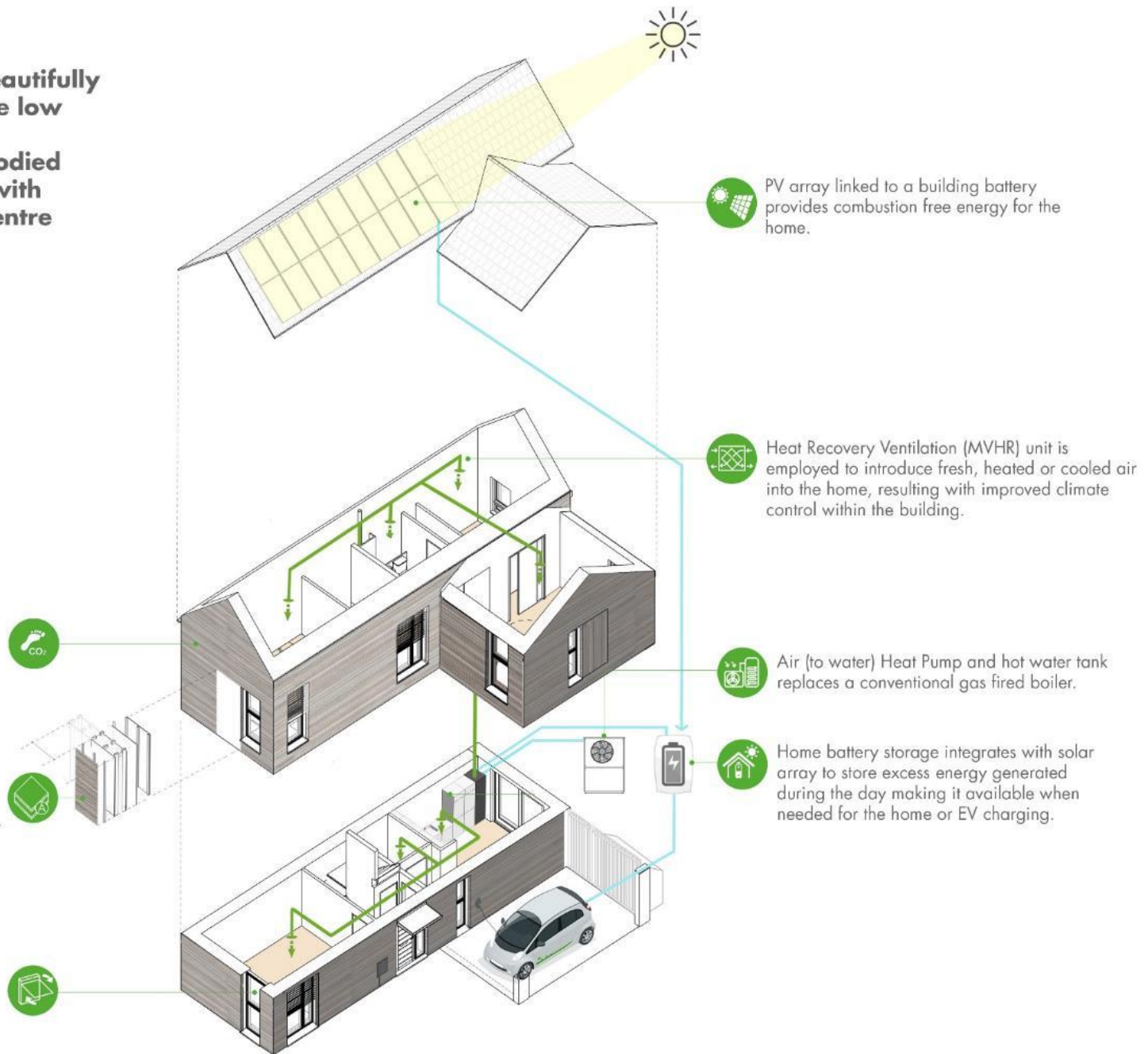
Air tight OSB

**Our vision is to create beautifully designed combustion free low carbon housing using a complimentary low embodied carbon building system with energy efficiency at its centre**

Embodied Carbon of construction materials reviewed using carbon life cycle assessment.

Panelised off-site construction with a U-Value of less than 0.15 W/m<sup>2</sup>K and airtightness of 1 or less air changes per hour at 50 Pascals pressure.

High performance double or triple glazed timber/aluminium clad windows and doors.



PV array linked to a building battery provides combustion free energy for the home.

Heat Recovery Ventilation (MVHR) unit is employed to introduce fresh, heated or cooled air into the home, resulting with improved climate control within the building.

Air (to water) Heat Pump and hot water tank replaces a conventional gas fired boiler.

Home battery storage integrates with solar array to store excess energy generated during the day making it available when needed for the home or EV charging.







# Key features of Pobl's approach to placemaking

Chartist Garden Village, Pontllanfraith



- Context
- WG policy alignment
- LA priorities
- Pace & scale
- Blended mixed tenure communities
- High quality homes
- Green & blue infrastructure
- Local supply chains
- Journey to net zero carbon



