

Appendix 1

Four example Community Green Deal areas

Here we describe how the Community Green Deal could work for four example areas. Each example has been developed in conjunction with SHAP partners in the four selected areas:

- *Birchills, Walsall*
- *Northfield, Birmingham*
- *Middleport and Longport, Stoke-on-Trent*
- *Whitchurch-Prees rural villages, Shropshire*

Each example is indicative of how a programme could work at scale across an area of around 3,000 homes of mixed tenure. For each example we also illustrate potential linkages with economic development and supply chain opportunities.

These four example areas are not intended to represent a programme of investment agreed by partners in each area.

Example area 1

Birchills, Walsall

Birchills is a CESP eligible area of mixed housing tenure in Walsall. It is the focus for a Regeneration Framework that, with input from the community and existing social landlords, has sought to identify opportunities to improve the area.

Start-up

Small-scale phase

A Community Green Deal 'Delivery Body' would be established for the Black Country, initiated by the M6 group of Housing Associations and the four Councils. The body would enable partner social landlords, including Walsall Housing Group (WHG), to cost effectively finance and deliver a programme.

The Burrowes Street TMO and key representatives from the local community would join together with Walsall Housing Group, Accord Housing Association, Caldmore Area Housing Association to bid to become a pilot Community Green Deal area for the Black Country.

Each stock holding partner in the bid would make an early commitment to each invest in a number of whole home improvement pilots amongst their stock – either for whole blocks or streets.

Working with the Community Green Deal Delivery Body and Walsall Council they would also run a competition to provide a number of subsidised whole house improvements to right to buy home owners and owner occupiers.

The Delivery Body would work with to develop a specific Sharia compliant loan

product tailored to the needs of the local community. Discussions would also be initiated with the West Bromwich Building Society and other finance providers used by local stockholders to support the Delivery Body's investment fund.

Step 1

Preparing the ground

A Birchills Community Green Deal Association would be formed with initial representation from the community bid partners. Local office space would be provided by one of the social landlord partners and a small support team formed from community representatives and seconded officers.

The Community Green Deal Association would present the idea of a community-wide programme to the wider community at a series of events. The areas three social landlords would also support the events.

Broader community engagement would be initiated, working through the existing groups engaged in developing the Regeneration Framework, to include the Mosque, the Pakistan & Muslim Welfare Association, Green Lane Baptist Church, schools and local radio.

Map 1.1
Birchills housing archetypes



Step 2

Developing the business plan

The business plan, programme and customer charter would be developed by the Black Country Community Green Deal Delivery Body, of which Accord and Walsall Housing Group are members, working in conjunction with the Birchills Community Green Deal Association.

The business plan will be predicated on comprehensive improvement works being carried early in the process on blocks of flats owned/managed by Walsall Housing Group and Burrowes Street TMO.

Accord would play a role in catalysing investment and working with private landlords and owner occupiers in the wider area where it has stock. A programme to encourage and require improvements by private landlords – including giving tenants more powers – could be piloted and introduced at an early stage, potentially using CESP and/or ECO money to lever in additional finance.

Step 3

Getting the commitment

The business plan would be presented to the Community Green Deal Association members, the social landlord partners and Walsall Council for approval and political support.

The Burrowes Street TMO would engage it's tenants to refine its improvement plan to meet the Beyond Decent Homes standard. This could include investment in biomass district heating schemes and would investigate the possibility of

communal biomass and solar installations on each block.

Wider consultation would be initiated with Council, TMO and Housing Association tenants on proposals to recover the cost of improvements through new service charges. This would be accompanied by an initial offer to right to buy owners in blocks to help them pay for their share of communal improvements.

Step 4

Selecting the lead contractor

The Black Country Community Green Deal Delivery Body would draw upon it's existing framework of lead contractors, consulting with the Community Green Deal Association and the local social housing partners to select contractor(s) from the framework for Birchills. A utility partner would also be selected through the Delivery Body's existing framework agreement.

Local economic development partners, led by Think Walsall and working with the Community Green Deal Delivery Body, the Black Country LEP and the selected lead contractor, would be engaged to identify and take forward supply chain opportunities that may arise from the programme (see Table 1.1).

Step 5

Building momentum

Walsall Housing Group, Burrowes Street TMO and Accord would initiate a 15 year planned programme of investment across its Birchills housing stock, starting with high and medium rise blocks.

Right to buy residents would be offered financial products to repay improvement works – particularly in housing blocks where common improvement works will take place.

Work would be initiated through the Birchills Community Green Deal Association members in the Asian community to work with owner occupiers and private landlords in the terraced properties, making use of CESP and ECO subsidy to provide an incentive and to lever in finance. A pilot of selected packages of improvements by private landlords would be initiated to build confidence in the potential benefits.

Step 6

Achieving a critical mass

Working with Walsall Council the Birchills Community Green Deal Association would seek to raise the profile of the programme amongst other owner occupiers, who form a distinct separate community within Birchills.

Full use would be made of pilot show homes paid for earlier in the process and residents feedback on the benefits. This feedback would also be used to refine the marketing approach.

The local press and estate agents would be engaged in order to market the potential benefits and to further develop the financial products

Map 1.2

Birchills social housing stock

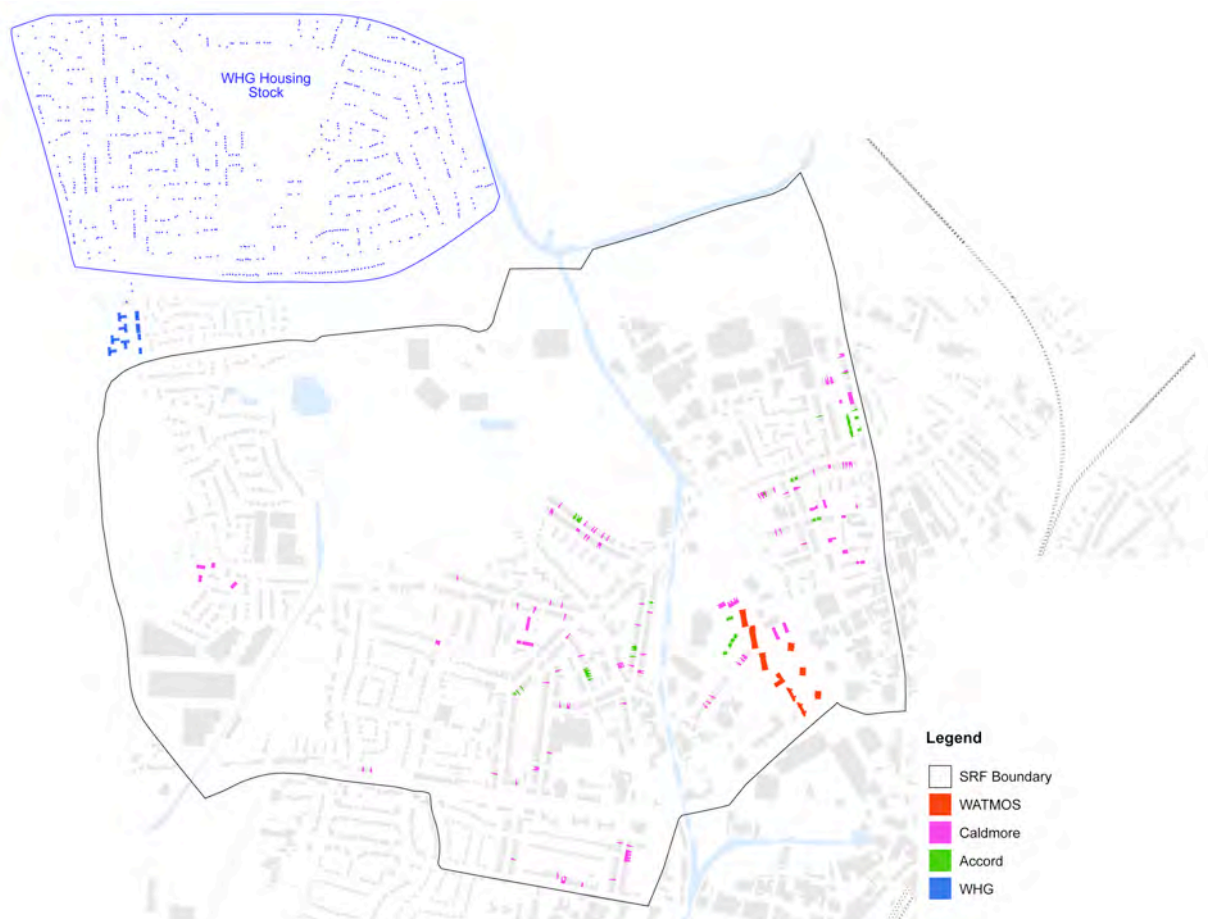


Table 1.1

Potential framework for supply chain development

Local Enterprise Partnerships	(Proposed) Black Country LEP
Local Authority initiatives	<ul style="list-style-type: none"> • Find it in Sandwell • Think Walsall
Universities and Colleges	<ul style="list-style-type: none"> • University of Wolverhampton • Construction Skills College
Contractors and Merchants	<ul style="list-style-type: none"> • Bullocks • Thomas Vale Construction • Frank Haslam Milan • Wates Living Space
Existing manufacturing	<ul style="list-style-type: none"> • Metals and fabrication • Diversified automobile supply chain • Innovative solar thermal manufacturing • Thermal storage tanks • Recyclate industries

Example area 2

Northfield, Birmingham

Northfield is a suburb in the south of Birmingham. The area of Northfield chosen predominantly consists of Council housing stock and the distinctive Austin Village. Although a relatively stable community it is still recovering economically from the loss of the nearby Longbridge car plant.

Start-up

Small-scale phase

Birmingham City Council would act as a Community Green Deal 'Delivery Body' bringing together other Housing Associations and private landlords that own and manage stock within the city. The body would enable the City and other partner landlords, to cost effectively finance and deliver Community Green Deal programmes.

The City Council would join together with Midland Heart, the Austin Village Preservation Society and representatives

from the local community including the Northfield Eco Centre and the Hampstead House community centre to bring forward a pilot Community Green Deal area – with a focus on three specific super output areas.

Each partner in the bid makes an early commitment to arrange pilot whole home improvements. Working with the Community Green Deal Delivery Body the City Council would also run a competition amongst the right to buy owner occupiers to provide a number of subsidised whole home improvements.

Map 2.1

Community infrastructure



Map 2.2

Solar photovoltaic potential of Council stock



Distinctive solutions would be needed for each of the pilots, particularly the Austin Village bungalows. Pilot homes would be identified to design and test out these solutions with residents.

Birmingham City Council would begin a wider programme to invest in and install solar photovoltaics on its own stock and community buildings across the area, offering this service out to Austin Village residents as well.

Step 1

Preparing the ground

A Northfields Community Green Deal Association would be formed with initial representation from the bid partners. An office would be setup in the Hampstead Housing Community Centre and a small support team formed from community

representatives and seconded City Council officers.

The idea of a community-wide programme would be presented to the wider community at a series of public events at the Hampstead House community centre. These would be organised in conjunction with the existing Housing Liaison Board and the Austin Village Preservation Society.

Community engagement would be initiated, working through the existing liaison boards and residents groups and broadening out the promotional activities with the involvement of the Northfield Eco Centre, Hampstead House community centre, schools and local radio.

Local estate agents would be engaged in order to enlist their support in promoting the availability of loans and mortgage products to households buying property

Northfield housing archetypes



Legend

□ CESP Boundary

TRADITIONAL CONSTRUCTION (CTN)

Pre-1945 small terrace houses (small < 70m²)

Pre-1945 semi-detached house

All other pre - 1945 houses

1945-64 small terrace houses (small < 70m²)

1945-64 large terrace/semi-detached/detached

houses (large > 70m²)

1965-74 houses

Post-1974 houses

NON-TRADITIONAL CTN

□ All houses

TRADITIONAL & NON-TRADITIONAL CTN

Pre - 1945 low rise (1-2 storey) flats

Post - 1945 low rise (1-2 storey) flats

Medium rise (3-5 storey) flats

High rise (6 or more storeys) flats

Bungalows

Post 1995 All houses/flats



Step 2

Developing the business plan

The business plan, programme and customer charter would be developed and managed by the Northfield Community Green Deal Association and Birmingham City Council, who retain a significant stock holding in the area. The programme area would be broader than initially envisaged in order to encompass the neighbouring CESP and ECO eligible Super Output area (See Map 2.3).

An initial survey of the full range of archetypes would be carried out, drawing on existing stock information to determine how much additional work is needed to bring properties up to the Beyond Decent Homes standard, and also encompassing the Austin Village.

The plan could include the aim of breaking up and personalising the estate using different external wall insulation finishes and to bring the appearance of the right to buy properties up to the standard of the Council stock. It could also aim to transform the image of the shopping street in order to make it feel safer and more attractive.

The business plan will be predicated on the early deployment of solar photovoltaics and solar thermal collectors on Council homes and, subject to an options appraisal, the development of a biomass-fuelled district heating network linking together the schools, the leisure centre and apartment blocks.

Map 2.4

Biomass heating network concept



Step 3

Getting the commitment

The business plan would be presented to the Community Green Deal Association members, the Austin Village Preservation Society and the City Council for approval and political support.

Consultation would be initiated with Council housing tenants on proposals to recover the cost of improvements through new service charges.

An initial offer would be made to right to buy owners to take up improvements that will be carried out on neighbouring Council properties. The package of measures offered would draw upon the experience from the initial batch of pilots.

The Austin Village Residents Association would be engaged to develop its own low carbon vision for the future. This will include out a plan and programme for investment in the Village. This would draw upon the experience from the initial batches of pilots.

Step 4

Selecting the lead contractor

The City Council would draw upon its existing framework of lead contractors, many of whom have experience in this sector. The Private Sector Housing team would be engaged to assist with the procurement of a utility partner.

Local economic development partners, led by Birmingham City Council's Energy Savers team and working with the Community Green Deal Delivery Body, the Greater Birmingham LEP, the Birmingham Construction Partnership, Bourneville College and the selected contractor, would be engaged to identify and take forward supply chain opportunities that may arise from the programme (see Table 2.1).

Step 5

Building momentum

The City Council would initiate a 15 year planned programme of investment across its Northfield housing stock, starting with an initial package of measures for low-rise property to include external wall insulation, solar photovoltaics and solar thermal collectors.

Right to buy occupiers would be offered the same package of works – particularly where properties adjoin. High-rise properties together with the schools and leisure centre would be connected to the proposed biomass district heating network.

Step 6

Achieving a critical mass

Further pilot whole house improvements would be carried out on properties across the Austin Village. Households involved would feedback their experience to members of the Northfield Community Green Deal Association with a view to encouraging an increase in take-up.

Table 2.1

Potential framework for supply chain development

Local Enterprise Partnerships	Greater Birmingham LEP
Local Authority initiatives	<ul style="list-style-type: none"> • Birmingham Energy Savers • Local heat network development • Longbridge AAP (high technology industry)
Universities and Colleges	<ul style="list-style-type: none"> • University of Birmingham • Aston University • Bourneville College
Contractors and Merchants	<ul style="list-style-type: none"> • Thomas Vale Construction • Wates Group • G.F.Tomlinson •
Existing manufacturing	<ul style="list-style-type: none"> • Construction • Electrical engineering and electronics assembly • Diversified automobile supply chain • Recyclate industries

Example area 3

Middleport and Longport, Stoke-on-Trent

Middleport and Longport is located on the edge of Burslem town centre. It was an intervention area for the local Housing Market Renewal Pathfinder. It contains a CESP eligible area with a distinct mix of industrial era terraces and Council property, and a significant proportion of private landlords.

Start-up

Small-scale phase

A Community Green Deal 'Delivery Body' would be established for North Staffordshire. The body would enable partner social landlords, including Stoke-on-Trent City Council to cost effectively finance and deliver Community Green Deal programmes.

The City Council would then join together with Midland Heart and other local social landlords to bring forward a pilot Community Green Deal area. Each of the partners in the bid would make an early commitment to invest in a number of pilot whole home improvements in their stock.

Working with the Community Green Deal Delivery Body the City Council would also run a competition amongst accredited local landlords to provide a number of subsidised whole home improvements. The aim of this would be to build confidence and demonstrate the potential benefits.

The City Council would begin a wider programme to invest in and install solar photovoltaics on its own stock and community buildings across the area, as

well as offering this service to new-build owner occupiers in the area. The Community Green Deal delivery body would finance this programme, with Feed-in-Tariff revenues used to repay the capital cost and cross-subsidise whole home improvements.

Discussions would also be initiated with the Staffordshire Railway Building Society and social housing partners' finance providers to support the Delivery Body's investment fund.

Step 1

Preparing the ground

A Middleport and Longport Community Green Deal Association would be formed with initial representation from the existing Local Forum and members of the community involved in the initial pilots. A small support team would be formed from community representatives and seconded officers. A project office would be set up in Burslem town centre so that it had a visible presence.

The idea of a community-wide programme would be developed and presented by the Community Green Deal Association to the wider community. A series of public events would be run to ensure engagement with members of the four distinct communities within the area – Longport, Dale Hall, Shrubshire Cross and Middleport - as well as private landlords, across the area.

The events would provide more information on the pilot projects and how they have benefited tenants, residents and landlords. A specific aim would be to raise awareness amongst private tenants of the potential for improvements, building on from feedback from the wider private landlord survey undertaken by Sheffield Hallam University across North Staffordshire and proposed new powers from Government for tenants to request improvements works by landlords.

Broader community engagement would be initiated by way of follow-up to the events, working across the four distinct communities, through the landlord accreditation scheme as well as engaging schools, local radio and the local press.

Step 2

Developing the business plan

The business plan, programme and customer charter would be developed by the Community Green Deal Delivery Body, with Stoke City Council and Midland Heart as members, working in conjunction with the Community Green Deal Association.

The business plan would be focus on:

- Early investment by the City Council in solar photovoltaics on its stock,
- The promotion of solar photovoltaics to new-build owner occupiers,
- A 15 year asset management programme for City Council stock,
- The targeting of whole terraced streets for improvement.

The Council would take the lead in working with private landlords, extending its accreditation scheme to require the selection of packages of measures from a shortlist based on a survey of the property types. First CESP and then ECO would be used to help finance investments. Selective licensing of private landlords could be introduced if take-up is too slow.

Map 3.1

Middleport and Longport housing archetypes



Step 3

Getting the commitment

The business plan would be presented to the Community Green Deal Association members, the City Council and Midland Heart for approval and political support.

The Council would engage tenants and residents of the remaining terraced streets to update its improvement plans in line with current Government thinking on Housing Market Renewal. This could include a design competition to elicit ideas from architects bringing together heritage treatments with whole home improvements.

Wider consultation would be initiated with Council and Housing Association tenants on proposals to recover the cost of improvements through new service charges. This would be accompanied by an initial offer to right to buy owners in communal blocks (towers and low rise accommodation) and adjoining properties in rows and terraces to help them pay for their share of communal improvements (where applicable).

Step 4

Selecting the lead contractor

The Community Green Deal Delivery Body would draw upon its existing framework of lead contractors, consulting with the Community Green Deal Association, the City Council and Midland Heart of England to select contractor(s) from the framework. A utility partner would also be selected through the Delivery Body's existing framework agreement.

Local economic development partners, potentially led by Build-up Staffordshire and working with the Community Green Deal Delivery Body, the Stoke-on-Trent and Staffordshire LEP and the selected lead contractor, would be engaged to identify and take forward supply chain opportunities that may arise from the programme (see Table 3.1)

Step 5

Building momentum

The City Council and Midland Heart of England would initiate a 15 year planned programme of investment across its local housing stock, starting with high and medium rise blocks. Right to buy residents would be offered financial products to repay improvement works – particularly in housing blocks and adjoining properties where common improvement works will take place.

Further work would be undertaken with private landlords, making use of CESP money to provide an incentive and to lever in finance. A second round of part-subsidised pilots of selected packages of improvements would be initiated.

Step 6

Achieving a critical mass

The Community Green Deal Association would work with the City Council to raise the profile of the programme amongst owner occupiers, who appear to form distinct and separate communities within the area.

Full use would be made of pilot show homes and solar photovoltaic installations paid for earlier in the process and residents feedback on the benefits. This feedback would also be used to refine the marketing approach.

This could include a competition to provide part subsidised whole house improvements to owner occupiers. The local press and estate agents would be engaged in order to market the potential benefits and to further develop the financial products.

Table 3.1

Possible framework for supply chain development

Local Enterprise Partnerships	Stoke-on-Trent and Staffordshire LEP
Local Authority initiatives	<ul style="list-style-type: none"> • CESP programmes • Chatterley Valley investment sites • Centre for Refurbishment Excellence
Universities and Colleges	<ul style="list-style-type: none"> • University of Staffordshire • Keele University • Construction Skills College • Newcastle College
Contractors and Merchants	<ul style="list-style-type: none"> • Frank Haslam Milan • Kier Stoke • Lovell Construction
Existing manufacturing	<ul style="list-style-type: none"> • Urban Network of Innovation in Ceramics • Construction industry • Refractory products

Example area 4

North Shropshire rural villages

The selected area encompasses six villages and neighbouring housing estates located to the south of Whitchurch. The social housing consists of Council stock transferred to a new Housing Association. All the property in the area is located off the gas grid.

Start-up

Small-scale phase

A Community Green Deal 'Delivery Body' would be established for Herefordshire, Shropshire and Telford. The body would enable partner social landlords, including Shropshire Housing Group, to cost effectively finance and deliver Community Green Deal programmes.

Meres and Mosses Housing Association, the stock transfer body for the area and a part of the Shropshire Housing Group, would join together with Shropshire Council, the other local social landlords in the area and local representatives from each of the local villages to bring forward a pilot rural Community Green Deal area.

Each of the partners in the bid would make an early commitment to invest in a number of pilot whole home improvements in their local stock. Pilot homes and/or small estates would be identified to design and test out solutions with the engagement of residents – with a specific focus on replacements for electric, oil or coal heating systems and on estates such as Manor Place where the greatest benefits would accrue to tenants. Pilots would also be carried out for common archetypes in Whitchurch.

The Delivery body would begin a wider programme to invest in and install solar photovoltaics on stock and community buildings in Whitchurch, where there are a greater number of standard archetypes, offering this service out to owner occupiers as well.

Discussions would also be initiated with Leek United Building Society to support the Delivery Body's investment fund.

Step 1

Preparing the ground

A North Shropshire Community Green Deal Association would be formed with initial representation from the bid partners. Recruiting community champions in each of the villages would develop community engagement.

An office could be setup in Prees, potentially using a vacant shop unit to give the programme a visible presence in the community. A small support team would be formed from community representatives and Council officers.

The idea of a community-wide programme would be presented to the wider community at a series of public events in community venues across the area. These would be organised in

conjunction with the Council's Whitchurch and Prees 'Local Joint Committee' and the Parish Councils. Each village would be invited to participate in developing a low carbon plan for its housing. Residents involved in the pilot improvements would provide feedback.

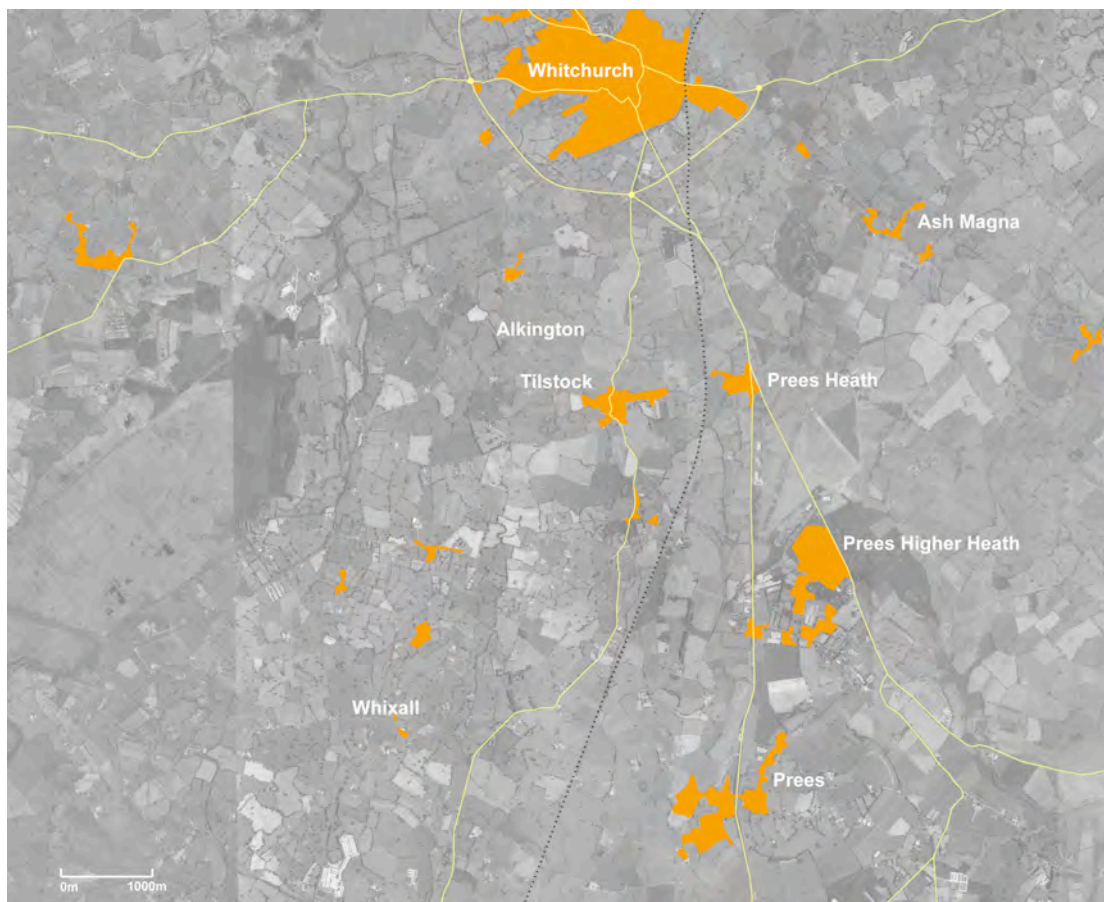
The Community Green Deal Delivery Body would work with the Council to set up a framework for architects, surveyors and specialist contractors that could support owner occupiers wishing to carry out whole home improvements.

A competition would be run to offer part subsidised whole home improvements to a number of owner occupiers households across the villages. This would be used to trial and showcase contractors on the framework.

Local estate agents would be engaged in order to enlist their support in promoting the availability of loans and mortgage products to households buying property. The local press would also be engaged to promote the programme.

Map 4.1

The main settlements in the Whitchurch-Prees area



Colour plate

House types in the Whitchurch-Prees area



Step 2

Developing the business plan

The business plan, programme and customer charter would be developed and managed by the North Shropshire Community Green Deal Association with support from the Delivery Body.

An initial survey of the social housing archetypes would be carried out, drawing on existing stock information to determine how much additional work is needed to bring properties up to the Beyond Decent Homes standard.

A register of archetypes would be setup by Shropshire Council in order to record information on the diverse owner occupier stock as properties are brought forward by owner occupiers.

The business plan will be predicated on the replacement of electric, oil or coal heating systems with renewable heating systems. Subject to the findings from the pilots, a set of technologies would be agreed for deployment across the area, with a focus on the potential for early deployment to generate FIT and RHI revenue.

Local industrialists would be invited to make an investment in the Community Green Deal investment fund for Herefordshire, Shropshire and Telford.

Step 3

Getting the commitment

The business plan would be presented to the Community Green Deal Association members, local Parish Councils and Shropshire Council for approval and

political support. Consultation would be initiated with social housing tenants on proposals to recover the cost of improvements through new service charges.

An initial offer would be made to right to buy owners Whitchurch to take up improvements that will be carried out on neighbouring transfer properties (see Step 5). The package of measures offered would draw upon the experience from the initial batch of pilots.

The more enthusiastic villages would be engaged to develop their own low carbon plan for the future. This will include a plan and programme for investment in their Village. This would specifically seek to engage owner occupiers and private landlords. Feedback from the competition pilots carried out during Step 1 would be provided in order to inform the approach.

Step 4 **Selecting the lead contractor**

The Community Green Deal Delivery Body would draw upon its existing framework of lead contractors, consulting with the Community Green Deal Association, Shropshire Council and the social landlord partners to select contractor(s) from the framework. A utility partner would also be selected through the Delivery Body's existing framework agreement – although the area is not currently eligible for CESP only CERT.

Local economic development partners, potentially led by the Herefordshire, Shropshire and Telford LEP working with the Community Green Deal Delivery

Body, Shropshire Council and the selected lead contractor, would be engaged to identify and take forward supply chain opportunities that may arise from the programme. This could include partnering with local manufacturers and distributors of renewable energy generation technologies and specialist sub-contractors.

Step 5 **Building momentum**

Meres and Mosses Housing Association would initiate a 15 year planned programme of investment across its local housing stock, starting with an initial package of measures installed on its property in Whitchurch, enabling economies of scale to quickly be reached.

The investment programme would be rolled out to properties in the surrounding villages as part of this programme. Whole house improvements may be considered instead of a 15-year programme because of the higher costs of works on smaller numbers of properties. Right to buy occupiers would be offered the same package of works – particularly where properties adjoin.

Step 6 **Achieving a critical mass**

Investment programmes would be initiated for the villages with low carbon plans, with owner occupiers and private landlords being given the choice of using either the Delivery Body – if there are enough sign-ups – or the Shropshire whole house improvement framework.

Table 4.1

Possible framework for supply chain development

Local Enterprise Partnerships	Herefordshire, Shropshire and Telford LEP
Local Authority initiatives	<ul style="list-style-type: none">• (Former) Rural Regeneration Zone• Shrewsbury Environmental Technology Centre
Universities and Colleges	<ul style="list-style-type: none">• Walford & North Shropshire College• University of Wolverhampton (Telford)
Existing manufacturing	<ul style="list-style-type: none">• Biomass boilers and stoves• Electrical engineering and process controls• Polymers (including the Rapra testing institute)