



**CLARION**  
HOUSING GROUP

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## **Housing – local citizens versus tourists? Markets and affordability**

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# Clarion Housing Group

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- Largest Housing Association in the UK
- **c.125,000** homes across **c.170** local authorities
- **£829m** turnover
- **£96m** social value of community investment activity
- of **1,263** new homes built, **1,038** were Affordable Homes

# Clarion regeneration

## Merton Regeneration Project



**£1bn**  
investment

**2,800**  
homes

**£650m**  
construction

No loss of  
affordable  
housing

**£30m**  
community  
infrastructure  
**Extra**  
**£2m**  
Council Tax  
a year

**1,500** | **100%**  
more houses and flats | Lifetime Homes

**500+**  
construction jobs

**Energy efficient**  
homes

**150** | Space for  
retail jobs | new start ups **50**

**2** low carbon  
energy centres

**Hundreds**  
of apprenticeships

**2** new  
parks | **Hundreds**  
of new trees

## Regenerating Barne Barton



**£22m**  
investment



**£450k**  
government funding



Demolishing **226** flats to create **204** new homes

Homes for  
**over 55s**

**Right to return**  
for all tenants

**One & two**  
bedroom flats

**100%**  
affordable homes

**Two & three**  
bedroom houses with private front gardens

**Low cost**  
home ownership options

**Car free, pedestrianised green street**  
running through the  
heart of Barne Barton

**Building with Nature**  
accreditation

**3** dedicated  
play spaces

Places for walking, playing and socialising

New community space

River views

Communal  
cycle parking



# UK Context

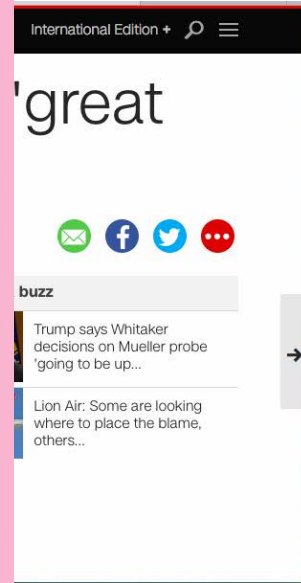


**GENTRIFICATION**  
**TOP TRUMPS**

360 London, SE1 forthcoming

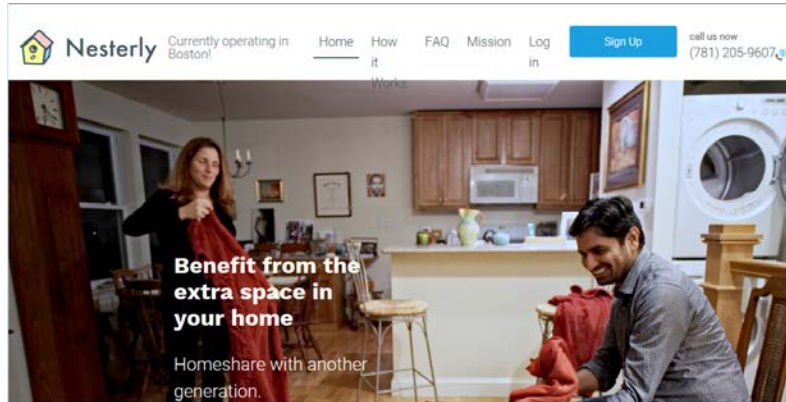
**Private: 68%**  
**Intermediate: 25%**  
**Social Rented: 7%**  
**Top Price: £2 Million (Est)**  
**Gentrification %: 90%**

southwarknotes.wordpress.com

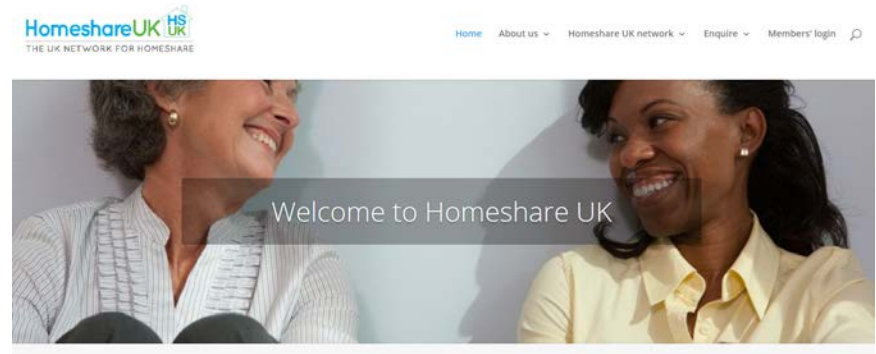


# Social housing and Airbnb

- General issue of affordability in cities and lack of supply
- Not just about access to the market
- Innovators entering the market



The screenshot shows the Nesterly website homepage. At the top left is the Nesterly logo, a house icon with a plus sign. To its right, it says "Currently operating in Boston!". The navigation menu includes "Home", "How it", "FAQ", "Mission", "Log in", and a blue "Sign Up" button. A phone number "(781) 205-9607" is also visible. The main content area features a photograph of a woman in a red dress and a man in a grey shirt in a kitchen. Overlaid on the photo is the text: "Benefit from the extra space in your home" and "Homeshare with another generation."



The screenshot shows the HomeshareUK website homepage. At the top left is the HomeshareUK logo, which includes a house icon with a plus sign and the text "THE UK NETWORK FOR HOMESHARE". The navigation menu includes "Home", "About us", "Homeshare UK network", "Enquire", and "Members' login". The main content area features a photograph of two women smiling. Overlaid on the photo is the text: "Welcome to Homeshare UK".

# A solution?

- Bristol-based community-led housing
- Airbnb as a funding and test-home model
- <https://kwmc.org.uk/projects/wecanmake/>



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**THANK  
YOU**

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