



**Co-ordinated thinking**  
creative delivery





Arundel Square, Islington

## United House Group

United House is a leading housing specialist, constantly delivering innovative projects across London and the south. What really sets us apart is our ability to provide unique products and services as a contractor, developer and investor.

Through these three core capabilities we have developed a reputation for providing bespoke and creative solutions for social housing, new build and refurbishment, urban regeneration, Public Private Partnerships and private residential development, bringing to fruition some of the most exciting and highly successful developments in the country.

Our strategy is to grow the business and further strengthen our relationships with clients and key partners by adding a wider range of services that address the greater challenges they face in creating high quality, innovative and sustainable communities.

With a commitment to sustainability and community regeneration, and by pioneering low carbon eco-refurbishment, we are able to leave a lasting legacy now and for future generations.



“Our expertise ensures we are able to maximise revenue potential from mixed tenure developments.”



Hale Village, Tottenham

## New Build

Desirable homes for all

The United House new build programme includes the delivery of more than 500 well designed and high quality homes in the past year. This includes houses and apartments for social rent and shared ownership, key worker and student accommodation, extra care homes for older and disabled people, and high-end private residential apartments.

Our expertise as a developer ensures we are able to maximise revenue potential from mixed tenure developments. We are also able to offer expert consultancy, planning, design and construction services.

We recognise that successful new build needs innovation in design, build and process, and also has to address the demands of fuel poverty and carbon reduction with sustainable construction solutions. We are driving innovation through modern methods of construction and offsite solutions, such as structural insulated panels (SIPs) and modular design. Our design and construction teams understand the requirements of the Code for Sustainable Homes and the need to achieve high BREEAM standards.

Recent projects have seen us construct the country's first seven storey timber frame residential building, build an over-mantle across a railway line and provide living spaces on the most challenging sites.



Kent PFI



Enterprise Place, Woking

“Our approach is to improve the building envelope, focusing on getting the basics of insulation, air tightness and window performance right.”



Four Courts, Hastings

## Refurbishment

### Putting residents first

United House has been involved in refurbishment since the 1970s when we began working with the Greater London Council to improve social housing. Since then, we have improved over 250,000 homes and are now industry leaders in housing refurbishment. Much of the recent focus has been on Decent Homes, through which we have upgraded more than 80,000 properties.

Refurbishment frequently involves employing our expertise in different property types including tower blocks and older properties. Typical works include replacement kitchens and bathrooms, new central heating, wall insulation, rewiring, new roofs, cladding, doors and windows, as well as general repairs.

Properties are often spread across a wide area and it is vital to manage and control the logistics of refurbishment projects, particularly when, as is usually the case, residents are in occupation. Customer satisfaction is very important, and this is achieved through the efforts of our team of Resident Liaison Officers, dedicated to supporting residents through what can be a stressful time.

To plan, monitor and track appointments a hugely complex operation, often involving 500 individual transactions each day, we have developed the FLAG process management system, offering our

teams, clients and partners real time information on our progress. Having our own 100,000 sq ft warehouse allows us to package heating, kitchen and bathroom supplies down to the last washer, direct to each property on the day work is scheduled to start. This saves time and money, minimises waste and environmental impact and dramatically cuts disruption for residents.

United House is pioneering low cost eco refurbishment to meet the dual challenges of fuel poverty and carbon reduction. The Government's drive towards retrofit will undoubtedly lead to a boost in this type of work and United House is well placed to meet clients' requirements in this area.

Our approach is to improve the building envelope, focusing on getting the basics of insulation, air tightness and window performance right before thinking about upgrading mechanical systems. The 'Value Carbon' technology used to achieve these enhancements has reduced CO<sub>2</sub> emissions and running costs significantly on our refurbishment projects.



## Regeneration

### People as well as places

Successful regeneration involves distinct skills and the ability to work collaboratively with a number of partners, including other developers, local authorities and RSLs, government agencies, educational bodies, community groups and the voluntary sector. United House is involved in a number of complex regeneration programmes, evidence of our multi-disciplinary expertise as a developer, contractor, and investor.

Many regeneration schemes are part-funded through cross-subsidy from the sale of private homes. Our expertise in the private market from design right through to marketing and sales, ensures we deliver the full financial potential of cross-subsidy development.

But regeneration is first and foremost about people, and about leaving a thriving community and lasting legacy long after our projects have been delivered. Regeneration schemes often have residents-in-occupation and, therefore, present



Queensbridge Quarter, Hackney



Beavers Lane, Hounslow

a practical challenge to manage and maintain their day-to-day living while major construction work takes place. Reassuring residents and keeping them informed, involved and on-side requires diplomacy and understanding as well as dedicated logistical support. In this, the skills of our Resident Liaison Officers and the efficiency of our logistics systems come to the fore.

neighbourhoods and lives by creating bespoke packages of initiatives that link directly to the objectives of our partners' social agendas. This might involve working in schools, with community groups, or the voluntary sector, and we have a community development team with an active programme to support this.

We always aim to make a positive difference to the communities in which we work, to support and encourage sustainable community regeneration. We work closely with our clients to improve

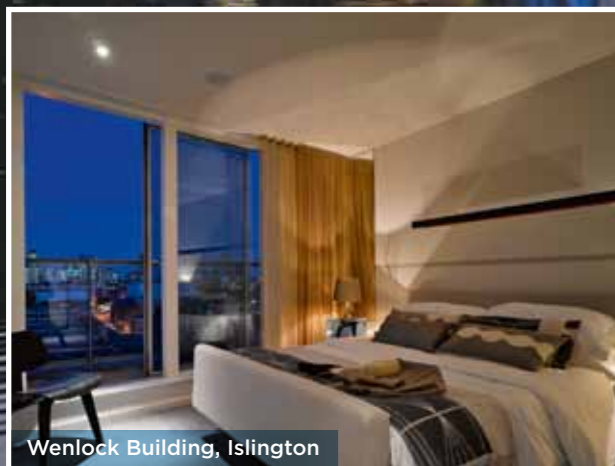


Clapham One, Clapham



Queensbridge Quarter, Hackney

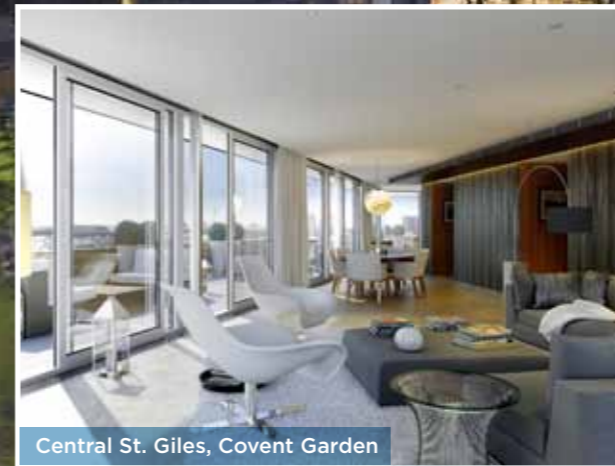
Wenlock Building, Islington



Wenlock Building, Islington



Arundel Square, Islington



Central St. Giles, Covent Garden

## Development

### Private residential development: design, detail, dedication

United House Developments is the specialist private residential development arm of United House. Operating predominantly within central London, we have established a reputation as one of the leading niche developers in the Capital. With a bespoke approach to external design and interior specification, our developments rank among the most exciting and innovative in the market place.

From conception to completion, our developments are characterised by fantastic architecture, superb specifications, meticulous attention to detail and a real environmental agenda.

Backed by the construction, investment and financial strength of United House, we specialise in developments that embrace both private and public sectors, including mixed use and mixed tenure. We are turning brownfield sites and conversion projects into sustainable new communities, often working in partnership with other developers, land owners, housing associations and local authorities.

Our developments have achieved many prestigious awards in the past year, including the British Homes Awards, UK Property Awards and What House? Awards.

To find out more about what we do and see our current portfolio of homes for sale, please visit the United House Developments website:

[www.unitedhousedevolutions.net](http://www.unitedhousedevolutions.net)



Frobisher Crescent, Barbican



Islington PFI

“We are an industry leader in UK Housing PFI with over 7,000 homes under management across a £1 billion portfolio of projects.”

## Public Private Partnership

Expertise and experience makes us the partner of choice

A Public Private Partnership can take many forms, but common to all is a long-term collaborative contract between a public sector body and a private sector partner, whereby private sector organisations take responsibility for the provision of public works or services along with elements of associated risk such as construction delivery, funding, and the realisation of land values and property assets.

Never afraid to innovate and lead into new initiatives, United House led the Partners consortium to a national first with the very first operational HRA Housing PFI project in the London Borough of Islington in 2003. We remain an industry leader in this market with a portfolio of operational projects worth over £1 billion and now have over 7,000 homes under the management of our Partners brand.

We have now turned our attention to the challenge of estate regeneration and the creation of new homes across a variety of tenures using public land. Working in partnership with registered providers as well as directly with local authorities, we are at the beginning of a new era in housing. Public subsidy is being replaced by market dynamics that will bring mixed tenure solutions to the fore. Liberalisation of local authorities to self-finance their existing and new housing stock, together with their increased capacity to participate in innovative structures, is a landscape that an experienced private sector partner can deliver real results from.

Our strength in these markets comes from the internal integration of the diverse skill sets within United House. Under one roof, we can deliver:

- Pre-construction project management including design
- Financial structuring and funding
- Construction pricing and delivery
- Development sales and marketing
- A centre of excellence for sustainability
- Whole life project management

Our skills are augmented by a loyal and committed supply chain of advisors and funding and business partners.

Our history of partnership working with local authorities sets the foundations for strong collaboration with all our clients and partners to jointly develop and evolve solutions that are deliverable, sustainable and competitive in an ever-changing market place.

Whatever the latest set of initials are to grace a new Public Private Partnership (PFI, LABV, LHC, TIF, etc), one thing is constant – those that succeed, do so with an experienced partner like United House that can innovate and attract investment by bringing trust and confidence of delivery to the partnership.



“It is through our sustainable approach to the activities we undertake that we believe we have the resilience to innovate and progress.”

Sterndale Road, Hammersmith

### Sustainability

Environmental initiatives to help care for communities

Sustainability is the ethos at the heart of United House. It is through our sustainable approach to the activities we undertake that we believe we have the resilience to innovate and progress.

We believe that our ability to adapt and innovate, through our understanding of our product and our service, helps us fully appreciate the life cycle of our business. Key to our approach is our Sustainability Policy which currently sets out our ongoing strategy for the next two years.

Our long term sustainability objectives are to:

- Reduce the environmental impact of the products that we provide
- Reduce the impact of our projects on the communities in which we work
- Halve our waste to landfill by 2012 (based on 2008 baseline)
- Reduce our carbon emissions by 30% by 2012 (based on 2007 baseline)
- Improve the competence of our staff, with 75% of site staff achieving NVQ level 2 or equivalent by 2012
- Support industry development initiatives such as Construction Ambassadors



Our commitments and involvement in the sustainable agenda are supported through our membership of the following organisations:

- UKGBC (UK Green Building Council)
- Housing Forum
- Considerate Constructors Scheme
- Waste Resources Action Programme (WRAP)
- London Green500

With the introduction of the Climate Change Act (2008) and the supporting regulatory processes such as Carbon Reduction Commitment (CRC) and Feed in Tariffs (FITs), carbon remains a key focus for both United House and society in general.

Sustainable development means reducing the environmental impact of our construction and refurbishment operations and taking real steps to reduce carbon emissions from our offices, warehouses, transportation and on our sites.

Building and working in sustainable ways is vitally important, but sustainability also extends to the communities in which we work, helping to improve the quality of life by providing well designed homes in vibrant mixed neighbourhoods, with better opportunities for employment, education, healthcare and leisure.

United House is pioneering low-carbon retrofitting. We have developed a range of innovative products and processes including our unique Value Carbon evaluation tool and our WHISCERS™ wall insulation technique.



Queensbridge Quarter, Hackney



Churchmead Close, Barnet



Bertram Street, Camden



Sterndale Road, Hammersmith



Rooftop allotments at Hale Village, Tottenham



Queensbridge Quarter, Hackney



“Corporate Social Responsibility is our commitment to behave ethically and contribute to economic development.”

## Corporate Social Responsibility

How we engage with the world

For United House, Corporate Social Responsibility is our commitment to behave ethically and contribute to economic development, while improving the quality of life of our employees and the communities in which we work. We recognise it is a measure by which we are judged by our staff, clients, business partners and other stakeholders and is, therefore, a critical factor in our business strategy and long term success.

As the construction industry shifts towards long term strategic relationships, we have committed more resources to CSR. The increased security of our projects means we can instigate and invest in training programmes, apprenticeships and other community schemes that are of lasting benefit to our communities.

It is, therefore, important we manage our CSR programme and measure our performance in

meeting our Key Performance Indicators (KPIs) rigorously, and do not become complacent even when targets are met.

We have a well-established CSR Committee, chaired by Jeffrey Adams, Group Chief Executive, that includes employees from across the business. The Committee establishes priorities and sets and monitors KPIs. It meets quarterly and reports to the Group Board. A CSR Report is produced quarterly and communicated across the Company and to external stakeholders.

The United House CSR strategy is applied to four business areas - Workplace, Health and Safety, Environment and Community (including our charity donations).



## Example Projects



Example Projects (continued)



Arundel Square, Islington



Frobisher Crescent, Barbican



Kent PFI



The Fold, Sidcup



Stonegrove, Edgware



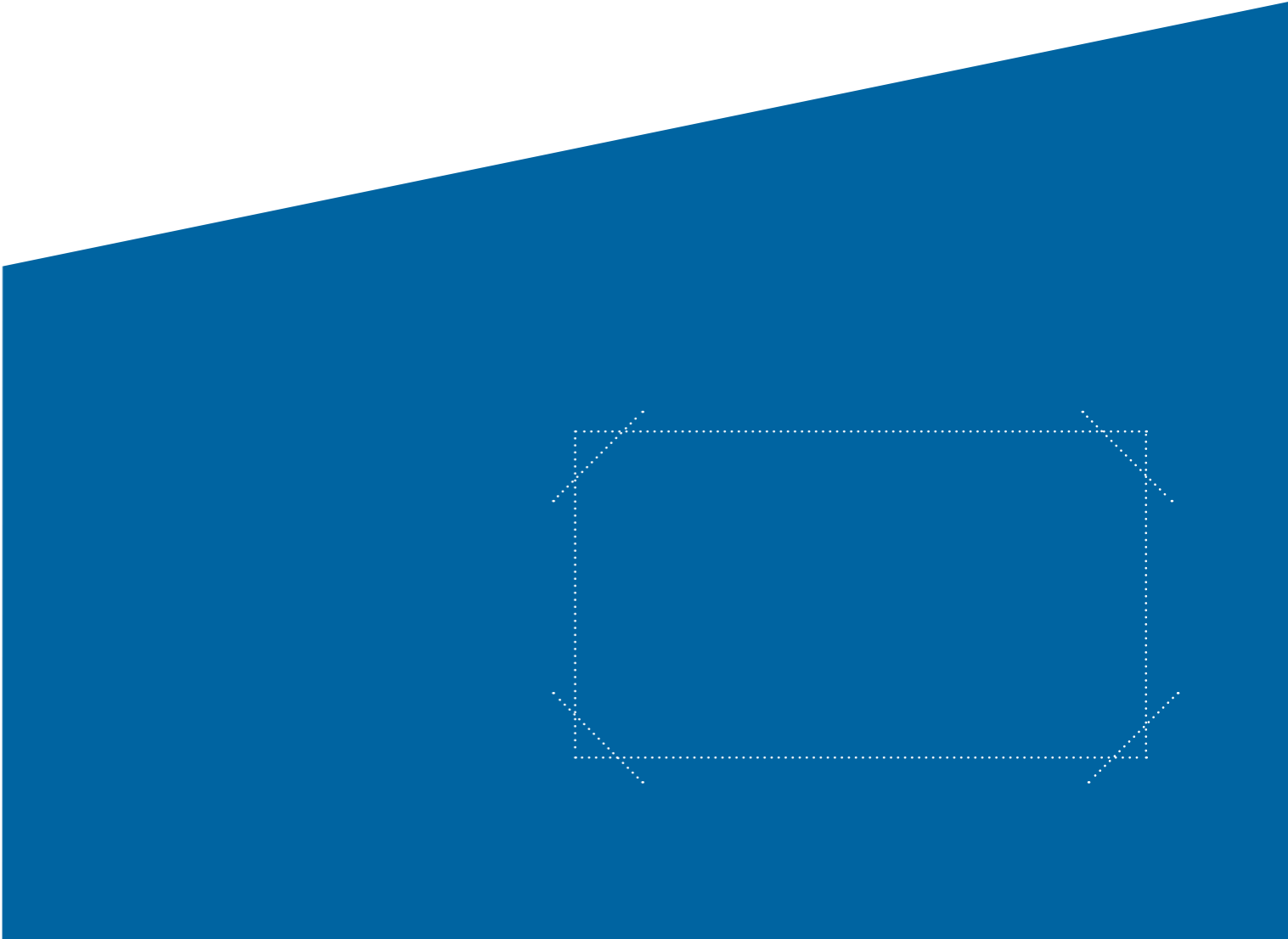
Hale Village, Tottenham



Tottenham Town Hall, Tottenham



Wenlock Building, Islington





**United House Group Ltd**  
United House, Goldsel Road  
Swanley, Kent BR8 8EX  
Switchboard 01322 665522

**[www.unitedhouse.net](http://www.unitedhouse.net)**



100% RECYCLED