

Creating Thriving Communities





East Wick and Sweetwater, Queen Elizabeth Olympic Park, London

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→ We are Places for People

We change lives by creating, managing, and supporting thriving Communities.

As the UK's leading Social Enterprises, we operate through a Group of over 20 specialist companies to deliver homes, services, and opportunities that enable Customers and Communities to flourish.

We own or manage more than 245,000 properties, support over half a million Customers, and operate over 100 leisure centres that promote health and wellbeing.

Our strength lies in our scale, our People and our purpose. With over 13,000 Colleagues and a deep commitment to social impact, we are uniquely placed to act as a catalyst for positive change.

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1 Attractive green spaces at Brooklands, Milton Keynes.

2 Chapelton, Aberdeenshire, Community charity Bike Ride.

3 Popular on-site Hillhead Cafe at Tornagrain, Inverness.



→ We are Community

Our People Promises

This is what we stand for and this is how we roll. When you're in our Community, this is what you sign up to.



**Do The Right Thing.
Always.**



**Fired Up,
Ready To Grow.**



**One
Community.**



**Be Respectful,
Earn Respect.**



**Enjoy
Work.**



→ Introducing our developments

Our end-to-end development business unlocks land, shapes Communities, and delivers sustainable housing at scale.

We work across both the public and private sectors, delivering strategic land promotion, large-scale regeneration, consented developments, joint ventures, and bespoke schemes. Our unique model ensures every project is designed for long-term value, with Community at its core.

We build a wide range of homes — in varying sizes and tenures — to meet the needs of diverse local populations. These homes are set within high-quality, well-designed Communities, supported by the social and physical infrastructure needed to foster healthy, inclusive, and thriving places.

We're not just building homes — we're creating places where People can live, work, and flourish.

With legacy partnerships and flexible delivery models, we bring the experience, agility, and capability that make us the partner of choice.



Port Loop, Birmingham



→ Our regional reach

Our reach spans the UK — from city centres to rural villages, new towns to regeneration projects. We work in close partnership with landowners, local authorities and developers to unlock opportunities that others can't.

Our approach is scalable and responsive. Operating across five regions, and supported by a national strategic land division, our teams bring national capability and local insight, allowing us to deliver developments that are innovative, inclusive and commercially sound.

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1

Transforming an architectural icon into a thriving, modern Community — Park Hill, Sheffield.



2

Poundbury, a pioneering urban extension of Dorchester.



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Sustainability isn't a bolt-on – it's built in.



Beaufort Park, Colindale, London



Building a greener future

- We're on the path to net zero by 2050.
- 90%+ of our homes achieve EPC B or better.
- 20%+ use Modern Methods of Construction (MMC).
- Whole-life carbon assessments to be carried out on all new homes by 2026.
- All new homes to run on renewable energy tariffs by 2027.



Efficiency in every detail

- Homes designed for water use of just 105L per person / day.
- 95% of site waste diverted from landfill by 2030.
- Sustainable choices made standard.



Nature at the heart

- Delivering Biodiversity Net Gain in our new Communities.
- Creating spaces that support both People and wildlife.



Social value, built in

- Homes designed for life, inclusion and wellbeing.
- Places designed to support thriving Communities.
- Supporting social mobility creating training, jobs, and apprenticeships on site and through our supply chain.
- Collaboration with local charities, businesses and residents to deliver lasting impact.



Our sustainable, mixed tenure model

- A balance of tenures including affordable rent, private rent, market and shared ownership.
- 100% of profits reinvested back into social value.
- It's a model that builds more than homes — it builds futures.

→ We don't
just develop
places — we
shape thriving
Communities.

→ Our successes in 2024/25



1,922

new family homes delivered

1,764

affordable homes ha



4

ended over

94.5%

Customer recommend score

→ Creating thriving Communities — from concept to Community

Across the UK, Places for People is delivering outstanding, place-led developments that reflect local context, sustainability ambitions and long-term value.

Here are just a few examples of how we're building thriving Communities through meaningful partnerships and innovation.





Port Loop, Birmingham

Creating Thriving Communities

Gilston, Hertfordshire

Greater London

Located in the Harlow and Gilston Garden Town, this development is a bold, long-term vision for sustainable growth. With outline permission for up to 8,500 homes, this Garden Village is designed around six walkable neighbourhoods. It will deliver new schools, health services, and over 600 hectares of green space and parkland — creating a truly connected and future-ready Community.

This is about more than just homes — it's about lasting infrastructure, nature, and identity.



Tornagrain, Inverness

Scotland

Developed in partnership with the Earl of Moray, Tornagrain is Scotland's newest town. Set in the Highlands, the masterplan includes 5,000 homes with retail, schools, green space, and jobs within walking distance. The town is inspired by traditional urban design and builds on a vision of sustainable, Community-first living.

This is a model for placemaking in rural growth — attractive, inclusive and resilient.



Brooklands, Milton Keynes

South East

Brooklands is a highly successful, mixed-tenure Community that exemplifies our partnership approach. The development includes homes of all sizes and tenures, surrounded by green boulevards, parks, schools, and sustainable travel options. Residents enjoy an inclusive and well-managed neighbourhood.

Designed with People in mind, Brooklands is proof that thoughtful infrastructure and design leads to better everyday living.

Park Hill, Sheffield

Central and North

An iconic example of Brutalist architecture, Park Hill is being reimagined through a multi-phase regeneration led by Places for People and Urban Splash. Phase 4 will deliver 125 new homes, 20% affordable, and new commercial space, all designed by Stirling Prize-winning architects Mikhail Riches. The scheme blends heritage with sustainable living, including EV charging, bike storage and green public spaces.

Transforming an icon into a thriving, modern Community.





Watchhouse, Doncaster

Central and North

A growing collection of 91 affordable homes including Shared Ownership opportunities, Watchhouse is helping more People in South Yorkshire access quality, secure housing. Offering a balanced tenure mix designed to meet local demand, supporting both first-time buyers and families seeking long-term stability. This Community-focused development is tailored to local need, creating new options and improving supply.

Local demand meets long-term housing stability.



Redheughs, Edinburgh

Scotland

Located in West Edinburgh, Redheughs is set to deliver over 1,300 homes through a placemaking vision that balances accessibility, affordability, and sustainable design. This mixed-tenure development brings new homes, green infrastructure, and Community space into a growing area, with strong transport links and integrated services supporting a connected urban lifestyle.

This is about transforming opportunity into a lasting, sustainable Community.

Camden Film Quarter, London

Greater London

In partnership with Yoo Capital, this bold regeneration aims to be an innovative and sustainable mixed-use campus. Combining homes, cultural space, creative studios and retail and infrastructure to support the Community, the project will bring a first of its kind creative neighbourhood to life and deliver 50% affordable homes, creativity, and inclusive growth in one of London's most iconic districts.

A new chapter for Camden: Creative. Connected. Inclusive.



East Wick and Sweetwater, Queen Elizabeth Olympic Park

Greater London

Part of the Olympic legacy, East Wick and Sweetwater is delivering over 1,800 mixed tenure new homes in East London. The development blends modern architecture with green spaces and canal-side living, creating a walkable, family-friendly neighbourhood with shops, schools, and creative workspaces at its heart.

Creating a resilient and vibrant new chapter for East London.



Port Loop, Birmingham

Central and North

Set on an island in Birmingham's canal network, Port Loop is rethinking urban living. This award-winning regeneration mixes contemporary homes with communal gardens, bike lanes, and a waterside park. It's a case study in People-first placemaking — social, sustainable and brilliantly connected.

City living made greener, healthier, and more connected.



Poundbury, Dorset

South West

A pioneering urban extension of Dorchester, Poundbury showcases principles of walkability, mixed-use living and timeless design. With over 2,500 homes, local shops, schools, and green spaces, it's a living example of how visionary masterplanning can create truly self-sufficient Communities.

Timeless placemaking grounded in People and purpose.



Lower Herne, Kent

Greater London

In partnership with Countryside (part of Vistry Group), we are delivering the full vision for Lower Herne Village — a bold, place-led regeneration project that will bring 800 high-quality, mixed-tenure homes to Kent. Set within a well-connected, semi-rural landscape near Herne Bay, the development includes vital infrastructure such as a new relief road, generous green spaces, and access to local amenities and transport links.

Designed with affordability, sustainability and Community at its core, this new village supports first-time buyers, growing families, and long-term regeneration.

Delivering rural regeneration through homes, infrastructure, and a strong sense of place.



Creswick, Ascot's Green

South East

Ascot's Green is a thoughtfully planned urban extension to the south of Welwyn Garden City, located on land owned by the historic Hatfield Park Estate.

Delivered in partnership with the Estate, this development will provide 340 much-needed new homes, blending traditionally inspired architecture with modern design standards to suit today's lifestyles.

Set within green open spaces and directly connected to the surrounding countryside, Ascot's Green champions biodiversity, sustainability and Community wellbeing — creating a nature-rich, family-friendly neighbourhood rooted in the heritage of the garden city movement.

Honouring heritage. Growing a modern garden city.

Engine Yard, Edinburgh

Scotland

Located on a historic tram depot site, Engine Yard combines industrial heritage with modern city living. This vibrant, urban Community includes homes, commercial space and public realm upgrades — creating a bold and characterful place with strong local identity and lasting value.

Character, creativity, and industrial heritage in every brick.



Shottendane Road, Margate

South East

With 450 new homes planned, Shottendane Road brings much-needed housing to the Kent coast. The mix of apartments and family homes will support a thriving, inclusive local Community — designed with sustainability, green space and modern lifestyles in mind.

This is about housing that builds stability and opportunity.



→ Chloe and Louis's journey to homeownership

Chloe and Louis Rice, a young couple from Milton Keynes, embarked on their homeownership journey with Places for People's Shared Ownership scheme at Laconia Place. Expecting their first child, they sought a spacious, modern home close to family. Their new two-bedroom house, complete with a garden and ample storage, provided the perfect setting for their growing family.

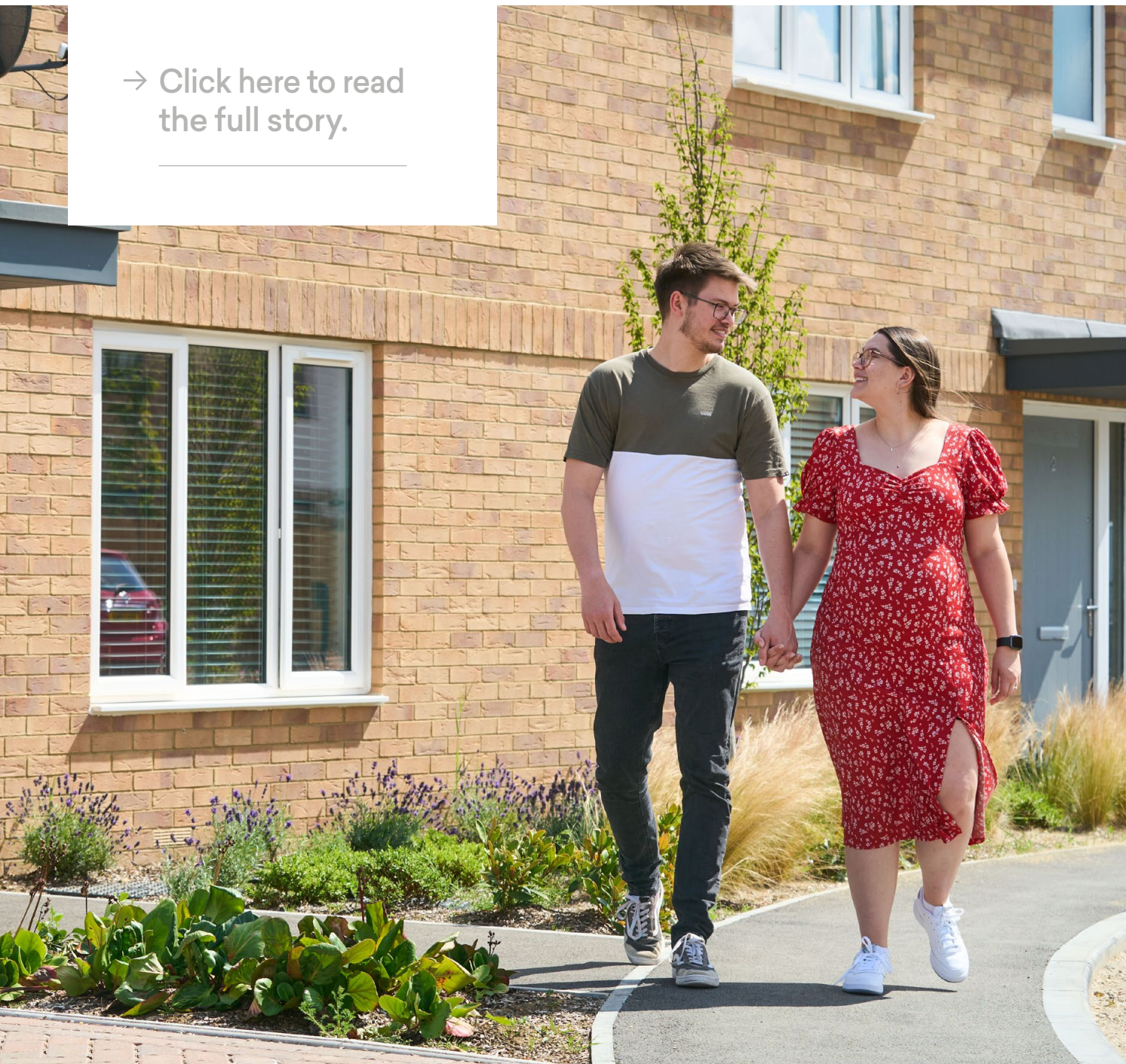
The ability to personalise their kitchen, bathroom, and flooring made the experience even more special. Chloe noted the process was straightforward, allowing them to secure their ideal home without compromise. With Chloe's brother also residing nearby, Laconia Place has become a true family affair.

“It already felt like home before we received the keys!”

→ Winner of the Gold Award for Customer Satisfaction — three years in a row.



→ Click here to read
the full story.



→ A first home and first step to independence

At just 19, Cian was ready to take the next step in life — not through renting or staying with family, but by buying his own home. With support from Places for People, he made that goal a reality through the Shared Equity scheme at Chapelton.

After a chance conversation led him to Chapelton, Cian connected with Sales Executive Karen, who helped guide him through the process. With personalised support and access to an independent financial advisor, he quickly realised he could afford his dream home. Now settled into his new Community, Cian feels proud, independent and secure.

“I absolutely love it — the neighbours, the Community, and everything’s on my doorstep. The houses are stunning and I knew instantly this was the place for me.”





→ Click here to read
the full story.





Let's create thriving Communities together.

placesforpeople.co.uk/ctc