



THE FAIRLIVING FOUNDATION

The Fairliving Foundation is a new community service organisation, delivering purposed new homes to single people of all ages, especially to single older people. It will respond to the unfairness that exists for those people that provide our social care, deliver the services of the NHS and the workers of the emergency services that save lives. It will focus on delivering homes for people of all ages living alone. 30.3% of all households are occupied by a single person: nearly 20 million households.

Of those aged 50 to 69, over 60% were previously married. There are nearly 4 million people over 70 years of age living alone. Saying thank you to those saving lives in the NHS is important but it's not sufficient. It should not have taken a pandemic to expose how poorly paid, insecure and badly treated so many workers that society cannot function without, truly are. With hundreds of thousands of key workers on the payroll it's impossible to increase their wages to a fair and substantive level. But we can give them what they need most: a good place to live, enjoy, and one that plays a central role in the community they serve. We can bring fairness by creating great places to live for these people who are the infrastructure of our society.

We can create good quality spacious homes that reward their dedication and contribution to society: with imagination we can treat them fairly. This cannot be achieved by a form of taxation on housebuilders alone; an obligation to deliver affordable housing will be off-loaded by the house builder and mitigated wherever possible. Instead, it has to be the starting point in the rationale to deliver a mixed blend of homes that meets the needs of each community. The Fairliving Foundation is dedicated to enabling those best placed to deliver value for money homes, the volume housebuilders. It will provide land opportunities and the master planning expertise to create a mixed community ensuring that the mainstream products of the housebuilder are complemented by the integration of homes for single people of all ages. A combination of homes that bring a community together; a combination of homes sold at market value including a fair proportion of homes for those key workers that are the infrastructure of our country.

The Fairliving Foundation will take on all those responsibilities that are distractions to the housebuilder. It will deliver a complete design service including the offsite manufacture of standardised modules. It will engage with the local stakeholders to inform the immediate community of the development's bandwidth of homes services and jobs. It will ensure the rate of sales is achieved by the incorporation of innovative sales programmes terms and conditions. It will commission and manage the central facilities and enable specialist providers to deliver their care in purposed facilities.

The Foundation's mission is to deliver homes at market value for single people of all ages, in particular for single, older people. To deliver homes at 50% of market value to key workers, to reward them for what they do and to be fair to them. To provide specialist homes mixed with family homes that will encourage older people to release some of the 3.2m family homes they live in. To incorporate indoor and outdoor activity venues complemented by a simple F&B operation for everyone to use. To create a strong sense of community that is brought together by social events including music and the performing arts.

We can do this by the vertical integration of all the components: the land, the standardisation of the product, offsite manufacture, and by bringing innovation and value for money throughout the development phase and the ongoing management of the village. The business model is flexible, standardised and simple. The Foundation will deliver consented sites through its own resources. It has an experienced multidisciplinary team that includes the specialist health care and demographic expertise that can present, promote and persuade landowners, local authorities and central government of the merits of including this concept in all future housing. The Foundation will work with the larger housebuilders to access 30% of the housing market and integrate the model with their own brand of family homes. Nearly 60,000 homes a year are built by less than six companies.

The Foundation will work with these organisations to deliver an additional 10% of single person homes. The Fairliving Foundation will promote the lifestyle benefits to key workers and those single people of all ages that have capital and or incomes to purchase the product at full market value. Where the need is high and there are significant numbers of family homes being promoted, the housebuilder will incorporate the base model of 120 units. Where the scale of family homes is less, the model can be reduced to 70 units. In many circumstances it may be appropriate to build just one building of 16 units to complement a small development of family homes. Subject to demand and local supply, the model includes the development of a new generation of care homes. This would be subject to presale to an operator in partnership with the Foundation. The Foundation will provide detailed plans and specification of the unit types to the housebuilder.

These may be constructed entirely using the builder's own systems and resources. Alternatively, the housebuilder could provide the on-site infrastructure and incorporate internally finished offsite manufactured modules. This being the case, the specific brand-related design features of the house builder would be incorporated into the base module. Individual housebuilders may not find it economic to employ modular construction due to the scale. With a plan to lead the housebuilders into this sector of the market, an increase of only 5% of their current volume using imported modules could generate 10,000 modules a year. Whatever route the housebuilder uses, standardisation and simplification is key to reducing the build costs. There are only five unit types using two standardised room or module designs.

The sizes in sqm are 581, 783 ,829, 858 and 1073. Unlike the family home market, choice of kitchens and bathrooms is not essential. Consequently, there are only two kitchen and bathroom designs. By internal design standardisation across all house builders, marketing is simplified. The Foundation will be resourced with the expertise of an outstanding organisation with thirty years of experience in marketing specialist homes. Using digital technology and local events to access the market, the Foundation will advise and support the housebuilders' own sales resource.

The 'new normal' is now a term relevant to society. A new attitude is emerging that recognises the need to level up the north and south of the country. There is a new understanding that fairness is paramount in shaping this new normal. Now the priority is to meet this new normal with the housing we build.