

## INTRODUCTION TO HILL

- Hill was founded in 1999 and has grown to build over 2,000 new homes per year becoming a Top 20 UK housebuilder and the third largest in private ownership.
- We are ethical, consistent and take a fair approach to all. Our values are Extraordinary, Proud, Innovative and Collaborative. They reflect our ambition, support our vision and confirm the behaviours that are important to us:
- Very much a listening organisation, we do not take a uniform approach to every single project, and create bespoke solutions, especially on estate regenerations.
- We have gradually built a strong and loyal team with considerable estate regeneration experience.
- Communities are at the forefront of our approach, working to build new neighbourhoods.
- Quality comes first with care and attention to customers - this is the basis on which we have built our brand - if you get these right, everything else follows. We are committed to customer satisfaction have retained our 5\* Homebuilder status over the last three years. We have previously been awarded the accolade of Housebuilder of the Year at the WhatHouse awards.



### Extraordinary

Our exceptional success to date inspires us to achieve our vision by embracing and creating opportunities; respecting our customers, communities and our partners; listening and engaging as well as caring for our environments.



### Proud

We are proud of our family business ethos and are honest, open, ethical and fair; focused on quality; passionate and committed as well as accountable and responsible.



### Innovative

We are forward thinking and create distinctive, quality homes. We inspire and encourage ideas; embrace change; promote potential as well as offer flexible solutions.



### Collaborative

We are one team - Team Hill. We enjoy what we do; champion enthusiasm and positivity; value our relationships as well as achieve shared ambitions.

## ENGAGING WITH CUSTOMER AND STAKEHOLDERS

- Design is at the heart through communicating and collaborating with stakeholders - that includes the new homes as well as the space in between the buildings.
- Specialist Resident Liaison team who use the channels most suited to residents, whether that is public forums, or through one-to-one visits. Allows residents to ask any questions so they are fully informed and can have a genuine involvement in the proposals.
- Resident concerns are filtered back to the builders - if the communication is right, most issues never arise. People are able to talk to specialist resident liaison staff - not put through to a call centre.
- We attend resident meetings to explain the programme and address any concerns. We use phasing videos to show how we will minimise disruption.
- Experienced at ensuring resident choices are delivered so residents can customise their new homes.
- Our aim is for residents to trust the Hill team to deliver and have open and honest conversations. Consistency of personnel is key to our success. The Resident Liaison Officer is a face residents see every day providing trust and the chance to interact.
- Residents have the option to get assistance from our liaison team in packing & moving.

## OUR SOCIAL VALUE PROJECTS

- We ensure the existing community is part of the journey. We make sure we provide grassroots collaboration in items such as design, sustainability, and social value initiatives.
- Social Value Forums have been established to agree how initiatives are supported financially for the long term.
- Communities are at the heart and need bespoke solutions for social value - we work hard to establish what is needed.
- School initiatives are important at all levels. At primary schools, these include Health and Safety events and initiatives to increase local school attendance. With older children we have engaged to promote construction as a potential career path through engagement with local schools and colleges.
- We are committed to growing our own talent. The Hill Management Trainee Initiative was set up in 2003 and runs to this day, with over 200 trainees graduating through the programme.
- The programme provides young people with diversified opportunities for the future in the construction and housebuilding industry.
- We are driven to address the gender imbalance in the industry. Hill is a Platinum member of Women in Construction. We engage with them to increase the number of women in our workforce.
- Local labour engagement is a strength. We work with new local suppliers and trades operating in the area to maximise the amount of local labour - on projects we have employed up to 50% of workforce from the local area working with our loyal supply chain.



**New Union Wharf estate, Isle of Dogs:** With residents living on the estate, our community engagement programme has been key to ensuring effective resident involvement and minimising disruption. Our site team have been described as *“very much members of the community”*.

## BUILDING THRIVING MIXED COMMUNITIES

- Quality is key to Hill as are tailor-made bespoke designs. We consider both the external environment in which people live as well as the layout of the homes.
- All of our projects are tenure blind.
- We create smaller communities within larger ones so residents feel a sense of belonging to their environment as well as to the new development and wider community.
- The long term success of a development which will offer a thriving mixed community for years to come is our objective.
- Being a Family business makes us unique - it provides consistency of decision making and outcomes. We stand behind the promises and our reputation. It’s our name above the door.

## REGENERATION EXPERIENCE

We have extensive experience delivering estate regeneration projects across London and the South East and have received excellent feedback from those we have worked alongside.

- **Agar Grove estate, Camden:** Largest Passivhaus regeneration project in the UK with focus on low heating bills for residents (493 new homes). “A great example of how estate regeneration should be done.” Deputy Mayor for Regeneration.
- **New Union Wharf estate, Poplar:** Residents instrumental in selection of Hill (399 new homes). The Resident Steering Group also elected to name one of the blocks Tudor House after a Hill project manager who passed away to recognise his contribution to the project.

“If it wasn’t for Hill delivering this estate regeneration, it would not have been the success it is. They consistently go above and beyond.”

Chair of Resident Steering Group.

- **Douglas Bader Park estate, Barnet:** (750 new homes). Successful ballot with 90% turnout and over three quarters in favour. "Hill's early involvement ensured we could test that commitments made to residents were truly deliverable." Regeneration Director of Home.
- **Fish Island Village, Hackney:** (580 new homes and affordable commercial space). Joint venture development with housing association. Grand Prix winner at 2020 Evening Standard New Homes awards. "Hill shares our commitment to quality and placemaking." Chief Executive of Peabody
- **High Path estate, Merton:** Multi phased estate regeneration, which includes a camera which runs 24/7 to show construction progress on site. Guaranteed single move for existing residents.
- **Stonebridge estate, Harlesden:** (289 new homes) Joint redevelopment with Housing association partner.
- **Aylesbury estate, Southwark:** over 3,500 new home estate regeneration project with housing association and the Council.
- **Mansfield estate, Stepney:** Joint venture development partner. "They are far out the best partner." Chief Executive of THCH
- **Rectory Park estate, Ealing:** 399 new homes with new Community Centre. "Hill have proven to be good communicators, listening to resident feedback and applying the learning in subsequent phases." Chair of Residents Association.

"It's great even this early in the development a number of residents have already been employed by Hill on site through apprenticeship schemes."

Chair of Rectory Park Residents Association



### CASE STUDY - RECTORY PARK ESTATE

#### Community Engagement

A multi phased mixed tenure estate regeneration project in Ealing for 449 new homes which has many similarities to Ham Close and can be used as a case study of how we engaged with the community and addressed social value.

- We consulted with Tenant and Leaseholder groups individually and collectively who were also involved in the selection of Hill. Delivering on our promises was key and building trust with the community was essential from the outset.
- A key objective was to ascertain stakeholder priorities which included retention of existing mature trees and incorporating new landscaped areas, the retention of existing community facilities during the works prior to providing a new community centre (ensuring vital services such as the local nursery were not disrupted), and the provision of family housing. We held a number of design and planning workshops in several formats to suit residents.
- Celebrating success is key on projects – we contributed to regular events such as fun days, sports matches and progress celebrations.
- We organised visits to other comparable projects with residents so people could see similar solutions, provide feedback on likes and dislikes and get ideas for their neighbourhood. We always welcome the opportunity for residents to meet other communities where we have worked.



- We provided Resident Choices here – every resident chose from a palette of colours and finishes for the kitchen and bathroom in their new home working with our team and Resident Liaison Officers to produce a bespoke finish. We made home visits for those not able to visit the estate office.
- The final handovers at were carried out during 2020 and Covid restrictions – we received specific praise on how effective our revised handover process was for residents from Network Homes.

### MINIMISING DISRUPTION

- We appreciate that during a regeneration project there is scope for construction related disruption and we work in several ways to minimise this. This can be via the use of plans, videos and meetings to best illustrate the details to residents and stakeholders.
- We collaborate with consultants and specialists within our team to develop an approach to maintain service connections, keeping existing buildings connected while we build the new ones. Every Hill project has dedicated technical personnel for this.



- We found out the specific traffic issues within the local neighbourhood and produce bespoke traffic management plans to avoid certain busy routes, junctions, and times (school drop-off/pick up).
- We addressed dust and mud mitigation by e.g. employing wheel washing for vehicles leaving site.
- Programme and milestone updates were provided to the Resident Steering Group so they knew what to expect throughout various stages of the project. We provide “Muddy Boots” events where residents can take part in accompanied visits around the site during construction.
- All of our construction process have been revised throughout 2020 to take into account Covid-safe working practices, ranging from staggered start times for operatives arriving at the site set up, to new handover processes which are socially distanced.

### SOCIAL VALUE

- We directly employed residents from the estate and have several people who have continued to work for Hill and our supply chain including a site manager who now heads another estate regeneration project in Ealing for Hill. We provided apprenticeships for all ages and one now works for our supply chain and has since worked on high profile projects such as Battersea Power Station and the Tottenham Stadium.
- We provided wider contributions such as sponsorship and organisation of sports events.
- In addition, Hill has pledged £12 million over the next 5 years to support homeless people through the provision of new modular homes.
- We monitor our Social Value output regularly reporting to residents and foster a culture of continuous improvement year on year.

### SUSTAINABILITY

Hill is committed to addressing climate change and the impact we have through our developments and employs a Group Head of Sustainability to spearhead our approach.

- We have learned from specialists such as our joint venture partner Bioregional Homes. We have adopted the One Planet Living approach to sustainability which is ideal to agree a sustainability strategy for a project with the local community.
- Our approach to producing sustainable homes is very much fabric first not just the buildings themselves and also wider initiatives such as a strategy of creating net zero carbon emission from our homes, taking care of our resources with waste minimisation and lower embodied carbon materials as well as reducing carbon emissions from transport and working with our supply chain to reduce their carbon footprint.
- Our approach also reduces fuel bills and aims to increase the quality of life for residents.