

# ANFIELD: REDEVELOPING AN ECONOMY FOR THE LONG TERM

## Keepmoat Homes case study



Before



After

Anfield in Liverpool – despite hosting one of the UK’s most famous football stadiums - is one of the most deprived areas in the UK according to the Indices of Multiple Deprivation.

Keepmoat’s The Parks development is part of a £260m regeneration scheme in the area aiming to replace abandoned homes and rejuvenate the local economy.

## Local access to housing and tenure mix

The 433 homes for private sale and affordable rent were delivered in partnership with Your Housing Group to replace 200 old houses, many of which were empty, derelict and boarded-up.

While phase 1 of the development consisted of only 40% of homes for private sale due to low anticipated sales demand, by phase 5 all the homes were for private sale reflecting the increased desirability of the area and the balanced tenure mix, historically being overly focussed towards social rent, with detrimental impacts on the local economy.

Local people have been put at the heart of the regeneration and were offered a two-week exclusivity period for first choice of the new homes.

## Creating opportunities for SMEs

Five new shopping units are currently being built next to the football stadium by Keepmoat’s commercial development partners Priority Space as part of a cohesive economic strategy to attract revenue from football stadium visitors and retain it in the local area.

A community organisation is also playing a crucial role in making the economy work for the local people, injecting creativity and energy into the regeneration. The Homebaked Land Community Trust aims to regenerate Anfield's high street "brick by brick and loaf by loaf." Based in a historic 1903 pie shop, Homebaked resides in a community run bakery which has attracted grant funding and many volunteers to refurbish both residential and commercial premises on its Edwardian terrace for the benefit of the community. It has also created new spaces for people to meet, and its efforts have even resulted in a beer brewing collective being formed at the other end of its historic terrace.

Keepmoat contributed to the project through supporting construction trainees working on the renovations. It provided training to obtain certificates in construction operations and health and safety.

## Integrating links to local economic activity

The development has helped to create and safeguard a significant number of jobs in the area, Keepmoat and its subcontractors saw 22 apprentices employed throughout phase 4 and 5.

Twelve were on site and ten were based in the Keepmoat regional office in varied roles such as land, surveying, engineering, finance, sales and customer care.

Sub-contractors collectively employed over 60 site operatives to work directly on the developments, many of them local residents. As one example, Matt, originally recruited as the site apprentice business administrator, expressed an interest in learning about site management. Keepmoat promoted Matt to a trainee site manager – a great first step in his career.

## Supporting economic growth through education

Pupils from the local Four Oaks Primary School – a new state of the art school building created as part of the regeneration scheme - took part in a tree/bulb planting activity with Keepmoat Homes colleagues and other stakeholders which included an opportunity to plant their own bulbs, learn about planting and the importance of trees to the environment.

Resident input played an important role in developing the public space at the development. To facilitate this Keepmoat setup a design working group comprising representatives from the local community and key stakeholders. Three workshops were held to ensure the design of the park was shaped by the aspirations of local people.