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are pleased to be the
main contractors for
**The Elm Village
Development, Camden**



EASTBOURNE BRIGHTON HASTINGS
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Meeting the challenge

THE FUNDAMENTAL objective of Camden's housing policy is the elimination of housing need and poor housing conditions.

It is for these reasons that Camden Council is opposed to the sale of land that Camden needs for housing, and to the sale of Council houses that leads to a decline in the stock available for letting.

The decision to sell the Elm Village site to UKHT was a controversial one when the decision was made by the last Labour Group. To many, the only consolation was that the site was not sold for a hyper-market.

UKHT have now responded to this challenge, and within ten months of moving on site have provided the first of the 166 homes.

No where else is a tenant likely to be able to buy a two bedroom house for £35,000 in Camden. The houses are being sold at the cost price rather than the market price of £46,000.

By Bob Latham, chairman of Camden's private housing committee.



This surplus is retained as a share of the ownership by UKHT. If the new owners wish to sell, UKHT will acquire at the appropriate valuation, and the new owner will be found by UKHT from those in housing need. UKHT thus overcome one of the main objections to sales of public housing, namely the decline of the supply of accommodation allocated

according to need rather than ability to pay.

Owners under the shared ownership scheme will be able to acquire a share ranging from 25 to 75%. They rent the part that they do not buy. The remaining 31 homes will be rented at fair rents to single people with special needs.

UKHT negotiated the scheme at a time when housing finance was being axed by the government, by arranging finance that would not normally be available for public housing.

The reason for the speed of the development and the low cost has been the timber framed designs. UKHT are confident that their designs have overcome the problems recently highlighted in such constructions. The success of the project can only be judged by the test of time.

At present it is clear that UKHT have responded to a challenge, and have caught the imagination of many tenants in Camden.

There have been the critics. Timber-frame building methods have come under a cloud, generated by a recent TV documentary, which linked them to the concrete systems failures of the 1960s.

But these have been strenuously denied and resisted by the Timber Research and Development Association and the industry.

Meanwhile, the project has been carefully screened by both the council and the GLC and given a clean sheet.

Designed by architects, Peter Mishcon and Associates, Elm Village is an appealing mixture of mews, squares and a crescent with one part overlooking Regent's Park Canal.

Though UKHT clearly needed to take an economical approach towards the project, they eschewed the idea of high rise development of any sort, and plumped for low-lying traditional development.

Over half of the homes are two-storeys high while the flats never rise higher than three storeys, with no

one having to walk more than a few steps up from the street to reach their own front door.

And there are no communal staircases — something many council tenants would envy.

To Mr. Gull, they are excellent "starter" homes for young families. To UKHT the project is "exciting and innovative". While many council officials are envious at the speed with which the project has rolled ahead.

Has UKHT unfolded a form of housing development that will catch on elsewhere?

When the 'hammer hands' put life into the Elm Village

New Journal reporter

THE SOUND of the 'hammer-hands' can be heard reverberating around the muddy building site at the rear of the Constitution public house in St. Pancras.

It is the sound that symbolises today's construction industry.

The 'hammer-hands' are the strong-armed men who can put together the skeleton of a house within a few hours by hammering in the ready-made timber frames of windows, floors and doors that pour onto the site from the factory conveyor-belts.

"Carpenters have almost been made obsolete by these men," said Richard Gull, clerk of the works of the site known as

the Elm Village Development.

As he talked, two 'hammer-hands' were finishing-off with resounding blows, the top floor of a house.

There was a welcome ring about the noise at a time when government restrictions have frozen house-building in Camden into a new Ice Age.

Certainly Mr. Gull, whose love of the building

craft spans decades of experience, relished talking about the new homes going up on the site.

And tomorrow UKHT — United Kingdom Housing Trust, a charitable body — will, with equal pride, show-off the first completed house of a scheme that has used modern timber frame building methods to blaze a trail of a new partnership between public and private funding

sources set up to tackle inner-city housing problems.

The project of 166 homes is going up on land bought from Camden council under a scheme jointly financed by the Housing Corporation and the Halifax and Nationwide Building Societies.

It is an exciting scheme because it has resulted in

the sale of some houses at cost price and a 'shared partnership' deal for other homes.

Altogether, 50 two-bedroomed houses were put on the market for £34,950 — their real value is £46,000. Eighty-five houses and flats were built for 'shared-ownership' while thirty flats will be rented at a 'fair rent'.

It is not surprising that when UKHT began publicising their project last November they were very soon overwhelmed by nearly 700 applicants!

At the moment, in the words of UKHT's publicity hand-out, "all elements of the scheme have been heavily over-subscribed".

Nor was anyone simply allowed to join the queue of applicants. Half of the new tenants and home-buyers were expected to come from the council's 12,000 long waiting list while the rest had to establish special

● Aerial view of 'the village'.

The site is part of a 25-acre piece of land with a chequered past.

Bought by Camden from British Rail in 1976, the council planned to develop half of it for industrial uses, and the other half for housing.

But in 1978 the government refused to subsidise the housing scheme, so the council was forced to consider for other uses.

ASDA, the hypermarket firm, applied to build an outlet on the site, but the council chose UKHT and the building firm, Fairview, to put up homes instead.

housing need to qualify for a place.

Though the council seem to be keeping a low profile over the project — partly, perhaps, because the Labour majority have a slight distaste towards the idea of their funding a 'houses-for-sale' scheme — UKHT are understandably elated.

For the Elm Village Pro-

ject is the large 'cost-scale' development as well as the largest timber frame scheme in London.

It must also rank as one of the quickest moving building sites.

For although work began only last November, sixteen of the homes are now ready for families to move into while the rest are nearing completion.

Nor has it been an easy site for building on. For because the land is made up of shifting 'London clay', the houses had to be built on top of a concrete bed, which in turn rests on thirty-feet deep concrete piles — all a bit like an oil rig, as Mr. Gull put it.

Whatever the difficulties, UKHT feel it has proved that it is possible to mastermind a successful housing development based on social need, not private profit.

See P. 10

UKHT

United Kingdom Housing Trust Limited

Head Office and House, 167 Oxford Street, London W1R 1TA.
Telephone 01-434 2211

Are proud to have pioneered the first

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● The first completed homes at Elm Village.

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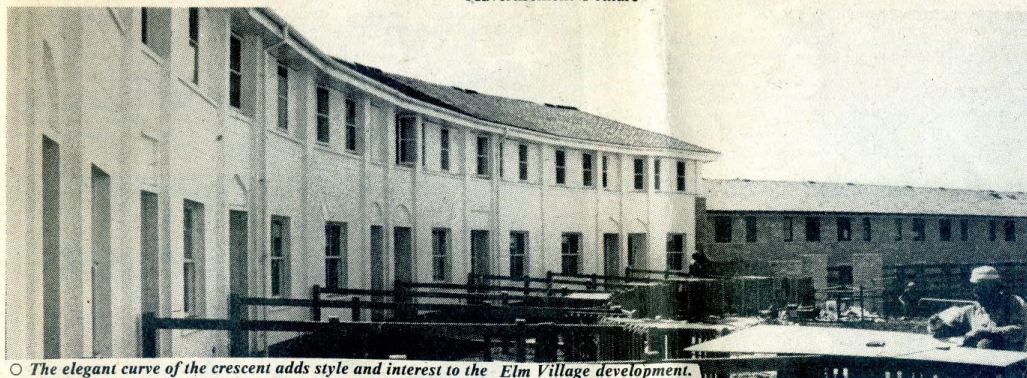
ELM VILLAGE PROJECT

"The Halifax believes that the housing problems of the inner cities cannot be solved by any one organisation, but requires co-ordination of effort and resources of the public and the private sectors in the partnership process.

"The Halifax has a strong commitment to the process and is extremely pleased to have been involved in funding this project, which is part of a special budget allocation provided to support joint venture initiatives particularly with local authorities and housing associations.

"The society's commitment this year to such special schemes is over £200 million, which will make a significant contribution to resolving the housing need of a broader community and to improve the quality of the inner urban environment."

T. W. Taylor
Assistant General Manager



○ The elegant curve of the crescent adds style and interest to the Elm Village development.

HUBBARD BROTHERS (DECORATIVE IRONWORK) LIMITED



We are proud to have been entrusted with the contract to supply and fix metal work items at the new Elm Village housing site, Camden and congratulate U.K. H.T. and the Borough of Camden on their unique project

THE HALIFAX BUILDING SOCIETY — founded in Halifax in 1852 — is the biggest building society in the world with assets worth more than £14 billion.

Because the founder of the Society recognised the potential for their organisation outside Halifax the Society expanded throughout the UK until today there are 580 main branch offices and 1,800 agencies.

To ensure the service to their members keeps pace with this increasing growth the Halifax this year installed over 3,000 counter top terminals at their branches which has speeded up the transaction routine and with visual display units gives an up to date record of accounts.

An investment account can be opened with as little as 5p and a maximum of £30,000.

So if you want to save for a holiday, a new car, or a nest egg, walk into the Halifax Building Society at 96a Camden High St., NW1.

FOR SALE: Two-bedroomed family houses, spectacular new development, architect designed, garden, visually exciting, fully-equipped kitchen, spacious family/dining room, gas central heating. Central London. Price: £34,960.

Unbelievable?

No, that was the actual price of 50 two-bedroomed houses on the new Elm Village estate in St. Pancras when they were put on the market last autumn.

They were snapped up after hundreds of home-hunters in Camden jammed the phones

at the Oxford Street offices of the housing association, United Kingdom Housing Trust, who had master-minded the project.

A taste of this dream estate was available on Friday when UKHT threw open one of the first 16 completed "give-away" homes as a show house at the official launch of the Elm Village project.

Altogether, 166 homes are being built for sale or rent — and all of them low priced. The two-bedroomed houses went at cost price — their real value, £46,000. Eighty-five other houses and flats were sold on a "shared partnership" basis while 30 flats will be rented at a "fair rent".

All this was made possible by a new-style partnership between public and private

TRIDENT BRICKWORK provide the building world with well-supervised teams of bricklayers who will construct brickwork and blockwork to the standards required, at competitive prices.

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will assist even more people to become home owners.

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are pleased to provide their competent teams of bricklayers to help in the construction of the

ELM VILLAGE PROJECT

Our best wishes goes out to all other participants in this unique project.

— ● —
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ful dream — and the people who helped it come true

funding, put together in a package to help alleviate inner-city housing problems.

At the official "launch", praise for the project came from the partners — UKHT, the Housing Corporation, and the Halifax and Nationwide Building Societies.

Chairman of UKHT Serge Lourie, said that the idea had gone through many vicissitudes before bearing fruit. In particular, he thanked Camden Council — who had sold the land to UKHT — Alan Greenhalgh of the Halifax, architect Peter Mishcon, the main contractors Walter Llewellyn and Sons, for the speed at which they had worked, and members of

UKHT staff including Richard Politylo, Debbie Vye and Geraldine Wooley.

"The Elm Village project is a marvellous scheme," he said "and we all take tremendous pride in it."

Jim Birrell of the London office of the Halifax Building Society said he was delighted to attend the opening of such a show house because the work of a building society led to that point.

He was pleased the Halifax had been involved in such an imaginative scheme and thanked UKHT for the work they had put into it.

He stressed that Halifax supported all attempts at "inner-city renewal" and the

different partnerships needed to bring it about.

Gordon Bentley of Nationwide was pleased that so many homes had been built in Central London — homes that people could not normally afford to buy.

Among those at the ceremony was Geoffrey Hoar, Camden Council's director of planning, and several officials from the town hall.

● There were more than 700 applicants for the elm scheme and practically all 166 homes are under offer. Applicants came from either the council's 12,000-long waiting list or had proved to be special hardship cases.

PLASTERERS with style! That's the watchword of T. J. Lott and Sons Ltd, a north London firm who have built up a reputation over the past 30 years which has been good enough to keep on attracting a fine array of clients. Among them are Coutts Bank in Charing Cross and Camden Council who employed them for the recently-completed Tolmers Square scheme.

One of the working directors is Mr. T. J. Lott Jnr, a fourth generation Lott who served his apprenticeship with the firm.

TRIM FLOORING have been established as a decorative flooring contractor in the London area for more than 25 years.

But their activities extend far beyond the capital itself with work ranging from regular domestic installations to major housing and public building schemes. These include Heathrow Airport, museums and large scale rehabilitation contracts.

Trim Flooring also supply Vinyl sheet and tiles, cork, carpet, wood blocks, rubber and acoustic insulation.

Their clients include most of the big building contractors and local councils.

ROBINSON KING & CO. (Chelmsford) Ltd. carried out the glazing to the new development.

The company is part of Doulton Glass Industries Ltd., major U.K. glass merchants and glazing contractors, who have been responsible for many innovative glass installations in this country. There have been many new developments in ensuring that the correct glass is used wherever a possible hazard exists in the home, particularly where children are at play.

It was by careful discussion that Robinson King were able to advise on the implications of the new British Standard BS6262 governing the use of glass in the home

EXPERTS in decorative work, Hubbard Brothers (D.I.) Ltd, have built up a wealth of experience over the past 30 years and their unique mix of talent enables them to work with any metal and on any location.

The list of their clients — including Nicholas Grimshor Michael Hopkins and Michael Aukett — reads like the Who's Who of the architectural world. It is not surprising they have just expanded. Their work can be judged for itself at the prestigious development of Map House in St James Street. There the stainless steel staircase and aluminium cladding tells it all.



○ Cutting the "dream" ticket — from the left: Gordon Bentley of Nationwide; Stephen Thake, UKHT director; Serge Lourie, UKHT chairman and Jim Birrell of the Halifax.



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and wish all other
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success.

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Robinson King & Company (Chelmsford) Limited

are proud to have been
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and congratulate

U.K.H.T. and

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on such a unique project.

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Nationwide Building Society
is proud to support
Elm Village
and would like to wish
every happiness
to future occupants.



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