

Building Hope

How companies in the construction industry are helping charity CRASH offer disadvantaged people a path out of homelessness

CRASH GIVES ALMSHOUSES
A NEW LEASE OF LIFE

BRITISH GYPSUM RAISES
£100,000 IN 100 DAYS

EC HARRIS USES EXPERTISE TO
MAKE A REAL DIFFERENCE

BAM'S CYCLE CHALLENGE HELPS
FUND A MAJOR REFURBISHMENT

ALTRO PROVIDES HIGH-END
MATERIALS TO HOMELESSNESS
PROJECTS

BALFOUR BEATTY STAFF
GO THE EXTRA MILE

IMTECH'S SUPPORT HELPS
A CHARITY TO THRIVE

ARGENT KEEPS COMMUNITY
BENEFITS AT THE HEART
OF KING'S CROSS

WHAT IT MEANS TO
BE A CRASH PATRON

IN ASSOCIATION WITH



CONSTRUCTING
A FUTURE FOR
HOMELESS PEOPLE



Come on board

For a man who has just flown in from Dallas and had little sleep, Ian Tyler appears remarkably refreshed. The chairman of CRASH and former chief executive of Balfour Beatty is taking some time out from his punishing schedule to talk about CRASH, the construction industry’s charity for the homeless, with its chief executive Francesca Roberts.

Tyler has held the role for seven years. It is one that he clearly enjoys and takes seriously. “The charity is and always has been an integral part of the construction industry,” says Tyler. “To be able to help drive CRASH forward, harnessing the capabilities, resources and goodwill of the construction and property sector, is wonderful – CRASH makes a difference to a lot of people’s lives and being a part of that is very rewarding. My role and that of the board [the trustees of CRASH] is to help Francesca do a very demanding job.”

Roberts adds: “I consider myself to be the most fortunate charity chief executive in the UK because of the quality of the chairman and the trustees. The contacts, the knowledge and the guidance that Ian and the trustees have brought to CRASH has

helped the charity go forward in leaps and bounds. Ian has always grasped that it’s about the added value that CRASH can provide which makes the charity unique. He also understands that you can’t run a successful charity on compassion alone.”

Tyler outlines what makes CRASH stand out: “CRASH is owned by the construction sector. It employs only four people and yet is harnessing the capability of an industry that represents upwards of 10% of the UK’s GDP. I can’t think of any other charity that has that degree of leverage”.

Both Tyler and Roberts urge companies to come on board as patrons of the charity, but are keen to stress that being involved is not just about giving money and stepping away. It is about sharing and offering professional expertise and materials.

Tyler explains: “What I am most proud of with CRASH is the extent to which it has the capacity to bring the expertise of the industry to help frontline homelessness charities”.

Ian Tyler chairman of CRASH and former chief executive of Balfour Beatty

Francesca Roberts chief executive of CRASH

CRASH would like to thank these patrons and supporters without whom this supplement would not have been printed. To find out more about becoming a patron please contact Francesca Roberts on 0208 742 0717 or visit www.crash.org.uk. Alternatively, if you would simply like to make a donation please visit www.crash.org.uk/donation. All help and support is invaluable to our continuing progress in helping homeless people. Thank you.



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New lease of life

With support from CRASH, its patrons and supporters, derelict almshouses have been transformed into comfortable homes that provide a sanctuary for those that have experienced real hardship

Broken windows, collapsed ceilings, and cold, uninhabitable rooms. Over a year ago, this was the condition of the former almshouses situated in the grounds of St Paul's Church in Salisbury city centre. They had lain empty for the past 10 years and were a waste of potentially good residential accommodation in the city.

But with the help of CRASH, the buildings have been saved from dereliction and put back into use, providing comfortable one person flats for previously homeless people from the area.

Built in 1863, the almshouses were originally meant for single, middle aged ladies on limited incomes. But by the mid 20th century, changing social conditions meant it was increasingly difficult to find suitable candidates to live in the houses. In 1961 the buildings were converted into 12 flats and in 1972 were given a grade-II listing. Over time the buildings needed repairs but with no funding available they deteriorated further and were judged unsuitable for inhabitation.

"We wanted to restore these flats at St Paul's and create a community where conditions enable



THANKS TO A £700,000 MAKEOVER, THE ALMSHOUSES ARE WARM, SECURE AND NEWLY FITTED OUT INSIDE

A RESIDENT'S STORY

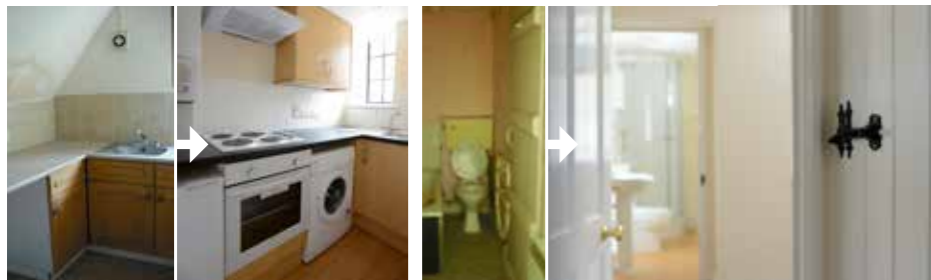
Fleur Kemsley is one of the first residents to move into St Paul's Homes. Her story shows how homelessness can happen to anyone, at any time. "I was an art teacher at Bishop Wordsworth's School and had a home where I lived with my family. Then my daughter was diagnosed with lymphoma and I found that I couldn't cope. I became depressed and ill myself although, thank goodness, my daughter made a full recovery. I was admitted to a mental health unit but while I was there my marriage broke down. I found myself with no income, no home and no hope. I was homeless for about 18 months – just like that everything fell apart. I stayed in a hostel but wanted a place of my own. My new flat is fantastic, it feels like a new start. Being homeless you get no privacy, although it's also very isolating. I'd like to get back into work but in the meantime do some volunteering with people with mental illness. Also, I can now be a mother to my children rather than them looking after me."



PICTURE: ROGER ELLIOTT



BEFORE AND AFTER: THE BUILDINGS ARE BARELY RECOGNISABLE FROM THE CRUMBLING, EMPTY SHELLS THEY HAD BECOME. INSIDE, KITCHENS AND BATHROOMS HAVE BEEN REVAMPED WITH NEW FLOORING AND FITTINGS



people to develop their skills, regain their self-esteem and take a more meaningful place in society," says Brian Swann, director of operations and partnerships at Bournemouth Churches Housing Association (BCHA), who approached CRASH for help with the £700,000 project.

CRASH responded by involving patron firms EC Harris and Galliford Try who gave professional expertise and British Gypsum and Siniat who donated materials. The charity also enlisted the

Well designed and expertly built environments have a positive effect on how we feel and behave

help of supporters Altro, Lecaflor and MK Electrical and awarded the project a cash grant, including a donation from The Story of Christmas Appeal.

The total value of the support that came from CRASH was £76,240, which enabled the flats to be properly insulated for the first time. New carpets were fitted in the bedrooms and living-rooms and vinyl flooring in the bathrooms and kitchens. Kitchens were supplied with new fittings and bathrooms with new sanitaryware.

Double-glazed aluminium windows were installed throughout together with more energy-efficient combination boilers and gas central

heating. The heating costs will be significantly reduced – by as much as 50%. Cheaper fuel bills will make a significant difference to the living costs for the residents living on low incomes.

With support from CRASH, its patrons and supporters, the BCHA and Salisbury Trust for the Homeless, the buildings have been transformed into comfortable homes that will provide a welcome sanctuary for those that have previously experienced real hardship.

"Well designed and expertly built environments have a positive effect on how we feel and behave. It is no different for people who are homeless," says CRASH chief executive Francesca Roberts. "Accommodation that is safe, clean and built with quality materials gives people shelter as well as confidence and hope for the future. Thanks to all the firms involved in this project, previously homeless people have had a chance to get a roof over their heads and rebuild their lives."



THE OPENING OF THE FLATS AT ST PAUL'S GIVES PREVIOUSLY HOMELESS PEOPLE A NEW START

Personal best

British Gypsum took its support of CRASH to the next level last year by smashing an ambitious target of raising £100,000 in 100 days

British Gypsum's managing director Mike Chaldecott has a strong personal interest in CRASH. His father, Nigel Chaldecott, was a founding trustee of the construction industry's charity for the homeless and Mike has followed in his footsteps. As a student, Mike also helped out at St George's Crypt, a refuge in Leeds, one of the many homelessness centres that CRASH supports.

"I returned to St George's Crypt two years ago and it had been totally renovated with support from CRASH, which was great to see," says Mike.

British Gypsum's commitment to the charity is formidable. The leading plasterboard and drylining manufacturer has been a patron of CRASH since 1994. The company has also won the award for 'Patron Donating the Largest Supply of Materials to CRASH' for the last four years, which involved donating building materials to CRASH projects

throughout the country. But British Gypsum doesn't rest on its laurels. Last year it set itself an exacting challenge to contribute even more to the charity.

On 29 July 2012, it launched a charity challenge to raise a staggering £100,000 in just 100 days. The '100k in 100 day' campaign was devised by Mike after an anonymous sponsor challenged him to raise £80,000 and promised to donate £20,000 to top up the total if the target was reached.

Over 1,000 staff took part in the challenge and over the 100-day period, the fundraising tasks included the 'Tour de Gypsum', a 420 mile two-day cycle relay that travelled between the British

“ The gruelling Yorkshire Three Peaks challenge saw staff walking in treacherous weather conditions ”



BRITISH GYPSUM BOSS MIKE CHALDECOTT RAN THE WINDSOR HALF MARATHON AND A 20KM RACE IN PARIS

Gypsum sites all over the country and raised more than £5,000, and a gruelling Yorkshire Three Peaks challenge, which involved Mike and members of the executive board walking the mountains in treacherous weather conditions in under 12 hours, which clocked up a further £1,000.

Other fundraising highlights included Mike and other staff running the Windsor Half Marathon, followed one week later by a 20km race in Paris, and a variety of other activities such as cake sales, auctions, raffles and a Dragon Boat race. One of the more original challenges involved a professional and former England netball coach securing sponsorship for the number of balls she got through the net.

Mike says that the way the staff mobilised together was impressive and went, "way beyond my dreams. The experience was so good for the team spirit of the firm and our sister companies. I saw lots of skills, hidden talent, energy and support from staff and customers, which was fantastic."

British Gypsum not only met its challenge, it exceeded it. With the £20,000 donated from the sponsor, an impressive £106,789 was raised. The money will be split evenly between CRASH and Macmillan Cancer Support.

"CRASH is a brilliant charity," says Mike. "It's a great way for the industry to give something back and it does this by using our products and skills. It's alarming to see that there has been a 43% increase on the previous year in the number of people sleeping rough in London – that's our problem, not somebody else's. There is a real challenge for us to help people who are less fortunate than ourselves."



PICS: WWW.GEORGINEX.CO.UK



REFUGE AND WORKING FARM PILSDON WILL BENEFIT FROM NEW ACCOMMODATION BUILT WITH EC HARRIS' SKILLS AND EXPERIENCE

Lasting legacy

Together with funds raised from a global event, EC Harris used its consultancy expertise to make a real difference to a CRASH project

CRASH is like another member of our family, it's not just about giving money, our staff want to get involved. CRASH allows us to give something back".

Philip Youell, chief executive of international built asset consultancy EC Harris, is talking passionately about what it means to him and his staff to be involved with CRASH.

The firm has been a patron of CRASH since 2007 and Philip is also a trustee of the charity. EC Harris has raised additional funds to the amount required by patrons each year, and the consultancy has made an even bigger impact on homelessness projects by seconding an employee to CRASH one day per week since 2009 and donating professional expertise. This crucial support has allowed the charity to develop and improve the service it offers.

In 2011, EC Harris celebrated its 100th anniversary. To mark the occasion, the firm held an 'Around the EC Harris World Challenge' fundraising event. As well as raising money, the idea was to help connect the business, which is spread across 35 countries – EC Harris calculated that it would take 56,000 miles to link up its staff.

People chose a challenge, such as running, swimming or cycling, and then decided on the number of miles they were going to do. The firm contributed money for each mile covered. An impressive £50,000 was raised and 230,000 miles clocked up. The amount was then divided between several charities, with a generous £15,000 allocated to CRASH to fund a Legacy Project.

"We asked CRASH for a specific project that we could put money into, but to also allow us to donate pro-bono professional expertise, as it gives us the opportunity to involve some of our people such as Chris Ruffle [see box]," says Philip.

The Pilsdon Community Trust in Dorset, a refuge and working farm, was chosen. CRASH had been involved with the Trust helping to refurbish a barn providing accommodation for people who sought shelter at a difficult time in their lives.

EC Harris' Legacy Project will see Pilsdon's derelict loose boxes demolished and a new accommodation block built in their place. In addition to its financial donation, this project will enable EC Harris to showcase its professional skills by providing quantity surveying, cost consultancy, project management and contract administration.

A NEW DIRECTION

Project manager Chris Ruffle joined EC Harris in 2008. When the opportunity arose in May 2011 for Chris to be seconded to CRASH he was working on a super prime residential project in Chelsea and a large mixed-use development in Sharm el Sheikh, Egypt.

"When I heard about the role with CRASH I jumped at the chance," he says. "It's great to see my advice have such a direct impact on the lives of people who have been less fortunate than myself. Being able to provide a charity with professional expertise at an early stage in their project makes such a difference to the value that can be generated."

Philip says that getting involved with CRASH is an inspiring and humbling experience but adds that more patrons are needed: "We have some great fellow patrons of CRASH, but there are some gaps. With more firms, we could make a bigger difference because the need is there."



STAFF RAISED MONEY BY TREKKING THE YORKSHIRE PEAKS, ONE OF MANY ACTIVITIES THAT HELPED HIT THE £100K TARGET

Sprint to the finish

With the help of BAM, Network Rail and some energetic commuters, money was raised during a cycle challenge to help fund the refurbishment of a homelessness centre in Waterloo

BAM has been a committed and enthusiastic patron of CRASH since 2002. Over the past year the construction giant has been involved with a number of fundraising events for the charity, including racing in the annual Dragon Boat challenge, participating in the Windsor Half Marathon and taking part in the 2012 No Christmas Card Appeal which raised a staggering £58,000. Barbara Cahalane, director of corporate

A RESIDENT'S STORY



Simon Smith is a guest living with the Pilsdon Community in Dorset. Here is his story so far: "I was invited to join Pilsdon in August last year. It is a life changing event and not suited to everyone; you have to learn the balance of living and working with the same people for a reasonable part of your time in the community, and learning to adapt to each other's needs. My stay at Pilsdon has been eventful so far – as well as making many friends and acquaintances I've learned new tasks such as milking the cows, working in the dairy and lighting the heating boiler. I've also learned to converse with people instead of grunting at them. My main aim now at Pilsdon is to move towards a better future and leave the dark parts of the past behind me."



THE CHALLENGE SAW PEOPLE COMPETE TO SEE WHO COULD PEDAL THE FASTEST MILE ON STATIC BIKES SITUATED ON WATERLOO STATION CONCOURSE

communications at BAM, explains why the company chose to be a patron of CRASH: "The charity is lean and well run so we know that our patron subscription, fundraising and support is used to maximum effect. We regard being involved in the industry's charity as one of the hallmarks of being a leading player in the industry".

Barbara is a valued member of the CRASH Communications Hub, a group made up of representatives from CRASH patron companies who meet quarterly to support the charity in raising its profile. "It's right that the construction and property services industry should direct its flagship charitable activities towards supporting homeless people, since we are all in the business of providing the facilities in which people work, live, play, learn, and receive services," she adds. "The need is great, especially when all charities these days are working harder to secure funds. More homelessness organisations are approaching CRASH for help because the numbers of people who are homeless

are rising. It's great to see some major clients of the industry and developers becoming involved too."

Along with fellow CRASH patron Network Rail, BAM hosted a cycle challenge, the Waterloo 500. This two-day event was held on the concourse of London's Waterloo Station and involved commuters and over 40 BAM and Network Rail staff who took turns on two static bikes to see who could pedal the fastest mile to raise money for CRASH. Commuter Andy Hudson won the challenge with an amazing time of one minute and 54 seconds – a mere 12 seconds off the world record.

BAM's Eleanor Radville, who helped organise Waterloo 500, said: "It was hugely generous of Network Rail to agree to this mad but fun challenge on their busy concourse, and to join in with the efforts. Passersby loved the idea and were surprised but delighted by it. They put a lot of money in the buckets – we filled up nine – and both BAM and Network Rail are very grateful for the public's generosity".

WEBBER STREET PROVIDES 18,000 BREAKFASTS AND OVER 2,000 SHOWERS AND SETS OF CLEAN CLOTHES EVERY YEAR. IT'S A PLACE PEOPLE CAN GO AND, FOR A FEW HOURS A DAY, LEAVE LIFE ON THE STREETS BEHIND THEM



The money raised from the challenge, together with a cash grant from CRASH and donated materials and pro-bono expertise from CRASH patrons and supporters, will be used for a major refurbishment of Webber Street, London City Mission's homelessness day centre nearby in Waterloo. This will mark 50 years since the centre opened its doors to the homeless.

It costs around £1,000 per day to staff and run Webber Street, which serves around 18,000 breakfasts and provides over 2,000 showers and clean sets of clothes annually. The refurbishment will improve hospitality for guests, provide a safer, warmer and more hygienic environment and ensure the charity's long-term future. The simple, everyday

things that the day centre provides are transformative for the guests at Webber Street, restoring some of the dignity that life on the streets has taken from them. As one of the guests said: "Normally people look down on you. But here, for three hours a day, I can forget I'm homeless".

In addition to these fundraising events BAM, together with other CRASH patrons, is involved in a substantial building programme planned for the Pilsdon Community in Dorset (see page 7). Pilsdon

“ The simple things the centre provides are transformative for guests at Webber Street ”

is a working farm and a refuge for people to go at the most difficult times in their lives. The community is soon to embark on Phase II, otherwise called 'The Loose Boxes', which will involve converting an existing stable block into short-term accommodation for wayfarers and providing cattle sheds and other essential facilities. The project is due to be completed later this year.

BAM senior building services manager David Walker, who is working on the Pilsdon project, says, "It's been fantastic to be involved and it's given me a chance to use my industry skills to assist CRASH and Pilsdon. When the project is finished we will provide them with exactly what they require and I think they are going to love what they get".

Catering for all

As well as high-end schemes, homelessness projects around the UK are being fitted with visually appealing, quality flooring donated by CRASH supporter Altro

Altro's safety flooring is usually found in high-end environments, like Arsenal's Emirates Stadium or Trinity College at the University of Cambridge. However, a string of homelessness projects have also been clad by the world-leading specialist manufacturer and supplier of safety flooring and wall cladding, thanks to the firm's involvement in CRASH.

The UK family-owned business has donated safety flooring and specialist technical advice to CRASH since 2007, enabling various homelessness centres to benefit from its robust, durable and attractive floor covering. Within the last two years, Altro has provided flooring for the kitchens, bathrooms and circulation areas of 13 different projects that CRASH has supported, including St Paul's Homes in Salisbury, the Sheffield Jesus Centre and Winchester Churches Night Shelter.

Richard Kahn, chief executive of Altro, explains why the firm supports CRASH projects. "I feel that it's important that we give something back to the industry that we work in. CRASH supports homeless people and helps them rebuild their lives, a positive thing that we are proud to support".

The Sheffield Jesus Centre moved into the former Methodist Hanover Centre in Broomhall in 2011 and as part of the preparations for the building's new use, Altro supplied its Altro



A NEW KITCHEN FLOOR AT WINCHESTER CHURCHES NIGHT SHELTER HAS MADE THE FACILITY EASIER TO WORK IN AND CLEAN

Timbersafe II safety flooring to clad the main lounge area. The material has an attractive wood finish effect and is ideal for heavily trafficked areas where spills may create a slip hazard. The range includes nine different finishes and can be used to satisfy both safety and aesthetic requirements.

The CRASH supporter also supplied its Altro Timbersafe II for the bathrooms and kitchens of the newly refurbished one-bedroom flats at St Paul's Homes in Salisbury (see pages 4-5). The timber effect safety flooring complements the historic interiors of the grade-II listed buildings.

At Winchester Churches Night Shelter, Altro supplied 135m² of safety flooring to cover its kitchen, dining area and bathrooms.

"Altro has been fantastic and very generous," says Michele Price, manager at the Winchester Churches Night Shelter. "This was their second large donation of flooring to us and we are very fortunate as we could never have afforded such a quality product ourselves".

Ali McKay, catering co-ordinator at Winchester Churches Night Shelter, agrees and is equally pleased. She uses the kitchen and dining area on a regular basis and says the new flooring has made a huge difference to her working life. "Thanks to the generosity of Altro, our kitchen and dining room are vastly improved, hygienic and easier to clean."

PH: © xranatoc photographic

A RESIDENT'S STORY



Pat became homeless after being hospitalised for a period of time. "When I came out I couldn't work as I was on medication and classified as

disabled. I found a shelter where one of the staff knew about Emmaus [see pages 12-13], and moved in at once." That was six years ago. "When I first came I hadn't worked for so long. I started washing up in the café and am now front of house. You are provided for here as long as you pull your weight. Everyone has to work forty hours a week and gets the same allowance. I want to be doing something for my money, not just spending my life on sickness benefit. I like helping people, seeing them when they arrive and watching them grow and be able to move on – you can do that here."

Putting our hearts into it

Mansell investment and development director, Tim Spencer, reflects on how CRASH inspires employees to go the extra mile

Mansell is part of Balfour Beatty and together we're striving to bring a fundamentally better way to deliver society's infrastructure. We're working on some exciting

projects around the world that will provide the assets these countries need to function, develop and thrive – like new road and drainage systems in Qatar, rail infrastructure in China, a science park in Hong Kong, university buildings and housing in the USA and off-shore power contracts in the north of England. Closer to home, Mansell is working on some exciting housing projects including new student accommodation facilities in London.

For me, the impact of CRASH projects on people's lives is particularly inspiring. I am always proud and amazed by the way that Balfour Beatty staff throw themselves wholeheartedly into every project, including charitable fundraising.

We've built a six year relationship with CRASH during which time the Balfour Beatty team has donated in excess of £60,000 to help CRASH

BUILDING BETTER FUTURES

Building Better Futures, Balfour Beatty's charitable trust, has donated over £1.6m to help many charities including CRASH. It has supported over 15,000 disadvantaged young people across the UK, since its inception in 2009. The trust is focused on three themes: young people's employment; helping the most disadvantaged people in society; and health, sport and wellbeing. Building Better Futures is made possible by the energy and commitment of Balfour Beatty employees in their fundraising efforts. For every £1 they raise, Balfour Beatty contributes another.

improve buildings that offer help and shelter to homeless people across the UK.

As well as providing technical and professional expertise for CRASH, we have also given funds for materials and our team members have volunteered their personal time. For example, the team recently helped to redecorate eight flats at Centrepoin's London hostel Bruce House, which made a huge difference to the lives of the the young people there. "I really like all the new decoration," said one young resident. "It's nice to have somewhere clean to sleep."

There are many other ways we can help and fundraise. The team have been active in running golf days, a cake sale and taking part in the construction industry's Dragon Boat Challenge to raise funds for CRASH during the year.

“The team helped redecorate eight flats at a hostel which made a huge difference to the lives of the people there

Homelessness is not just an inner-city issue. This year we supported the renovation of a night shelter in Winchester, which offers two types of accommodation – 'crash beds' where homeless people can stay for up to 14 days and 'full support beds' offering longer term shelter. We gave professional expertise free of charge as well as making a donation. Winchester Churches, which now runs the shelter, offers an essential lifeline where basic needs of shelter, food and hygiene can be met, but it also offers other vital help in easing loneliness, providing a secure support network to address problems and a stepping stone to being included in society.



FORMER BALFOUR BEATTY BOSS IAN TYLER GETS INVOLVED WITH THE FIRM'S TIRELESS FUNDRAISING EFFORTS



CENTREPOINT'S LONDON HOSTEL IS LOOKING MORE WELCOMING THANKS TO THE TEAM'S REDECORATING

Cause and effect

Funds raised by Imtech have directly helped projects such as Emmaus, which offers previously homeless people a community in which to live and work

When Paul Kavanagh took over as the new chief executive of Imtech in January 2013 he was adamant that the firm's support of CRASH would continue.

"Imtech's involvement with CRASH has been an important part of our company and this is something that I want to continue and promote as the new CEO. Imtech is a well recognised business in the UK and I hope that by showing our support, other firms will recognise the value of becoming a patron of this very worthwhile charity," says Paul.

A patron since August 2002, Imtech has been a staunch supporter of CRASH by providing free consultancy advice for various homelessness projects as well as taking part in annual fundraising activities. Over the past decade, Imtech has donated in excess of £88,000 to CRASH.

"By taking part in and organising fundraising events along with offering professional advice, we feel part of the homeless solution, which is good," says Imtech's business development manager Ian Bolster. "Working in partnership with CRASH gives

us the assurance that our donations whether financial or otherwise are used in the most effective, professional and practical manner."

This year, Imtech is partnering with CRASH to host runners competing in aid of the charity at the Windsor Half Marathon. Their support means that all funds raised at this event will go directly towards helping homelessness projects across the country, such as Emmaus Brighton & Hove, a charity that CRASH has been working with for a number of years.

Previously homeless people, known as companions at Emmaus, work full time collecting, renovating and reselling donated furniture. This work supports the community financially and enables residents to develop skills, rebuild their self-respect and help others in greater need. In return companions receive accommodation, food, clothing and a small weekly allowance, but for many, the greatest benefit is a fresh start. To join an Emmaus community, companions must sign off unemployment benefits, agree to participate fully in the life and work of the community and abide by



A RESIDENT'S STORY

Chris is a qualified industrial paint sprayer. He was made redundant, exhausted his savings paying rent and was then evicted by his landlord who refused to accept housing benefit. "I made a mistake and ended up in prison," says Chris, who came to Emmaus on his release determined to turn his life around. "This place gives you stability and opportunities. They don't impose any length of time on your stay." Chris trained in prison as a mentor and uses his skills to fulfil his role as a community assistant at Emmaus. "I wanted to do something different. I love it. Moving from sleeping on the streets into a community of over 40 people is a shock, not everyone takes to it. I help people settle, adjust." All companions must attend morning meetings where issues are discussed as a group. Companions are also consulted on decisions affecting their community. Chris spends his days in the workshop transforming second hand furniture into sought-after saleable items. He is restoring a mahogany table which, he has learnt from books donated to Emmaus, dates from the 1750s. When finished he thinks it could make £150 in the Emporium. "I'm going to do mosaics next," he says.



PREVIOUSLY HOMELESS PEOPLE CAN MAKE A NEW START AT EMMAUS, SIGNING OFF BENEFITS AND WORKING IN THE COMMUNITY

EMMAUS PROVIDES COMPANIONS WITH A WELL-STOCKED SHOP TO BUY EVERYTHING FROM BEDS TO CLOTHES



THE CAFE EXEMPLIFIES THE FRIENDLY ATMOSPHERE AT EMMAUS AND PROVIDES WORK FOR COMPANIONS

the rules which include no alcohol.

Emmaus Brighton & Hove is a thriving community with a popular café and shop offering everything from beds and lamps to fridges. There is also an Emporium which showcases the vintage goods collected and refurbished by the community.

Continuing with their ethos of making the best of what they've been given, Emmaus Brighton & Hove are focusing their efforts on greener things and have called on CRASH again for help. Their new project 'Greenhouse@Emmaus' will involve the

construction of a garden centre in which they will grow and sell a range of plants, herbs and second hand garden tools.

"As a company, Imtech are really proud to be a patron of our industry's charity that helps so many vulnerable men and women," says Ian. "It's a sobering thought when you realise that becoming homeless could happen so quickly. Helping projects like Emmaus has opened my eyes to what the reality is and doesn't allow me or my colleagues to become too complacent."



A RESIDENT'S STORY

Mary is about to celebrate her 40th birthday with her fellow companions at Emmaus Brighton & Hove. She was homeless for three years, sleeping in a tent and on people's floors before being referred to Emmaus. "I was nervous when I first came here, but the people are really nice," she says. Mary works at the counter of the café. "I get to speak to lots of people. It's given me confidence being able to chat to customers." This new found confidence has enabled Mary to complete a course in food safety and gain a qualification, evidence of which is displayed on the café wall. "I feel safe here living in the community with other people," says Mary. "There's always more to do and I can learn new skills. I like working here and making it a good place for everyone. The real benefit is earning your own money."



THE COMMUNITY'S EMPORIUM HOUSES SOUGHT-AFTER VINTAGE GOODS RENOVATED BY COMPANIONS





ARGENT IS WORKING TO MOVE THE AREA FROM BEING A BUILDING SITE TO A THRIVING PART OF THE CITY

Open to the public

King's Cross is being transformed, with developer Argent keeping benefits to the community at the core of the project

By the turn of the 21st century, the railway lands of King's Cross – in Victorian times a hub of industry – had become a motley collection of disused buildings, warehouses and contaminated land. King's Cross was not a place to linger, notorious for prostitution, drugs and crime. However there has always been a bedrock of a community in King's Cross fighting for change. This has informed the profound transformation of the area that has taken place over the last six years.

The redevelopment of the 67 acre site is the largest mixed-use regeneration project in Western Europe. When complete, estimated to be around 2022, it will include over 1,900 new homes, approximately 40% of which will be affordable, with supported housing for those with mental health issues and the elderly, 3.4 million ft² of workspace, 500,000ft² of retail space and 26 acres of public space. The site is already flourishing. Granary Square is open, restaurants are trading and residents are living in the first completed homes.

Behind this complex project is the King's Cross Central Ltd Partnership, which brings together Argent King's Cross Ltd Partnership, London and Continental Railways Ltd and DHL Supply Chain.

Argent is one of London's best known developers and has been a supporter of CRASH for the last ten years. "Taking responsibility for helping people where we can is important," says Argent's executive director Tony Giddings, explaining why the firm is committed to working in partnership with CRASH.

Anna Strongman, a senior project director at Argent, has worked on the King's Cross scheme since she joined the firm in 2008. Reflecting on her experience, Anna says: "At times the project can feel challenging to deliver the vision, which is to move it from a construction site into a successful place that's part of the city. But I feel proud of being involved and we are always striving to do better".

Anna says that since the earliest stages of the

project – around 2000 when Argent was appointed developer – they have worked closely with the local community to ensure the developers understood people's concerns about the proposals and to take on board their suggestions.

"The community wanted a safe and clean environment. But they didn't want the area to feel completely manicured, so it was important that we struck the right balance," says Anna.

To address these concerns, Argent and the design team are creating ten, "fantastic new squares and parks which will be open to the public" says Anna. These spaces will be managed 24 hours a day by a specialist on-site team – King's Cross Estate Services. This team will keep the area clean, well lit and secure and the service will continue once the project is complete. Thirty per cent of the team have been recruited locally, and have undergone training provided by Argent.

The Partnership also runs regeneration projects on the site to ensure the development has a positive local impact. These include running a construction skills and recruitment centre. This gives local people the opportunity to be trained and, providing they qualify, employed on the King's Cross site.

"Continuity matters to the existing community and also to the new residents who have moved into the area," says Anna. "Providing employment opportunities locally is an important part of the exercise".



THE NEW KING'S CROSS WILL INCLUDE 26 ACRES OF PUBLIC SPACE, DESIGNED WITH THE LOCAL COMMUNITY FIRMLY IN MIND

Everyone gains

Some of construction's most high-profile figures explain why supporting CRASH is the industry's chance to get involved, give something back and really make a difference

Working in partnership with a professional industry charity, you can make a real practical difference to homeless men and women by using the skills and materials you are already experts at delivering.

As a patron partner of CRASH, the value of all your contributions be they financial donations, professional expertise or materials will be monitored, recorded and reported to



"CRASH is like another member of our family, it's not just about giving money, our staff really want to get involved. CRASH provides a platform which allows us to do that and give something back".
Philip Youell, chief executive, EC Harris.



"CRASH does so much more than provide money and materials to organisations on the frontline of the fight against homelessness. It is the conduit through which the capabilities, resources and products of the construction and property industry can be channelled to help some of the most vulnerable and disadvantaged in our society."
Ian Tyler, chairman of CRASH and former chief executive of Balfour Beatty

you at the end of your financial year. CRASH encourages its patron companies to get directly involved, matching their expertise to the needs of a particular homelessness project. This means that vital renovations and



"CRASH is a great way for the construction industry to give something back by using our products and skills. It's alarming to see a 43% increase in the number of people sleeping rough – that's our problem, not somebody else's. There is still a real challenge for us to help people who are much less fortunate than ourselves."
Mike Chaldecott, managing director, British Gypsum.

developments of night shelters, day centres and hostels can be carried out to a high standard. As a result safe, sustainable and welcoming places are created where vulnerable people can seek help. CRASH patron companies commit to making an annual donation which covers the core running costs of the charity and provides grants to homelessness projects.

CRASH helps an average of 85 charities a year resulting in hundreds of people not having to sleep rough on streets throughout the UK. **CRASH is your industry's charity for homeless people, be part of it. To become a patron call CRASH chief executive Francesca Roberts on 020 8742 0717 or email froberts@crash.org.uk**



"Taking responsibility for helping people where we can is important," says Argent's executive director Tony Giddings, explaining why the developer is committed to working with CRASH to help the most vulnerable people in the communities in which it operates.

These are the CRASH patrons who put their time and expertise into supporting this charity and without whom none of CRASH's work would be possible.





Face up to homelessness with CRASH at Ecobuild

Get snapped in the CRASH photobooth at Ecobuild this March to show support for the event's chosen charity and you could be in with a chance of winning a prize! CRASH focuses on improving buildings that offer support and shelter to homeless people by providing professional expertise, materials and cash grants. **CRASH is your industry's charity for homeless people, be part of it.**



CONSTRUCTING
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