



MEZE

MICRO ENTERPRISE ZONES FOR ENTREPRENEURS DEVELOPMENT BY, WITH & FOR THE OCCUPIER

Create a hub of innovation as the heart of your development. This new approach will add value and generate interest with entrepreneurs and people wanting to be involved in the provision of their individual work or live/ work space or home

In Europe there is a successful and well established way of enabling people to be involved in the commissioning and creation of their homes and work places from the beginning of the development process. This makes up a substantial part of new development in Europe, whilst until now it has been very much a minority of what we build in the UK. JTP Cities has developed a version of this that is specific to British circumstances, and which we believe will be popular with people seeking “a new way” of procuring either their homes or workspaces or a combination of both.

What happens?

The concept is that as part of a larger development, plots of land are sold for self-organised housing and/ or work places. This is not normally self build. People can be involved on their own or by joining a group of like minded people. Suitable sites include small inner city infill, part of an urban extension, or rural exception site.

There is a range of options. People can join a construction co-operative to build the homes and workspaces, and involvement from the outset with a group of like minded people helps to create a sustainable community. Alternative models can involve a lower level of involvement and therefore less input into the design process, or sale of individual plots for people to organize their own home on a serviced site, or models such as co-housing for the elderly.



THE OPPORTUNITY



This innovative concept offers opportunities for local people to be involved in new ways in parts of new developments, as well as being attractive to people whose energy and commitment will add to the new community. This approach can win support from the local community and the local authority. Normally it would apply to employment zones and to plots for about 30 homes, and be a part of a larger scheme. For the developer, this creates local interest from the earliest stages of consultation and the planning process. Pre sale helps to de-risk sites.

This concept recreates the ways that places have been created traditionally, by involving people directly in what they want. Market towns were created in this way, and in the USA it is common for people to select their new home on a plot of land by selecting the style they want from a "pattern book".

This will be the ideal opportunity for individuals who have an entrepreneurial spirit and are inspired by the opportunity of this new approach, who can afford to buy work premises or a home and will be able to arrange the finance, and have the time to be involved in the creation of their home or work place. We will help people assess the total time commitment and estimate of costs and compare that to other alternatives that might be available, and guide them through the process.

There will be a range of options – some may want an individual plot for a home, or workspace, whilst others will relish the idea of joining a group of like minded people to create a new community.

FROM THE HOME TO THE NEIGHBOURHOOD



INDIVIDUAL HOMES



GROUP OF HOUSES



BLOCK OF FLATS



HOUSES OVER MIXED USE

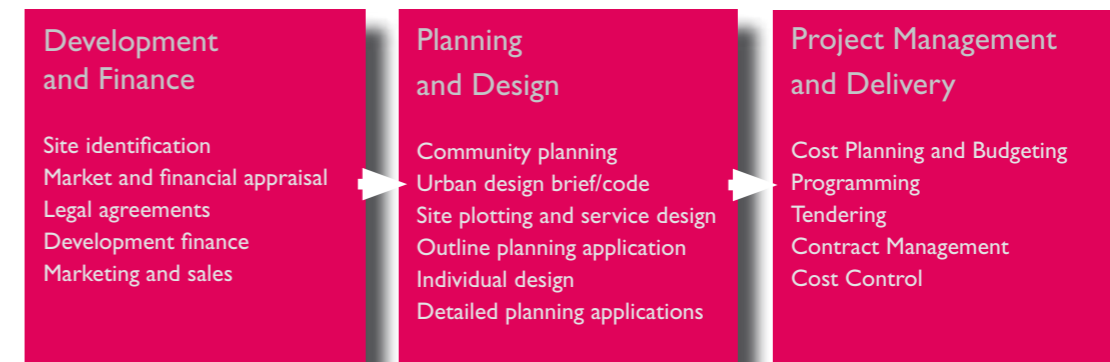
DELIVERY PROCESS

MEZE has been created to provide the following services to both landowners and individual entrepreneurs and home seekers.

We can either work on a traditional basis or form a joint venture company with the landowner (be they public or private) or developer. We can help assess viability on individual plots of land and we can bring these initiatives to form new hearts to larger developments, be they urban extensions or inner city regeneration.

Market testing will identify the appropriate site specific approach, and marketing will bring in the individuals keen to grasp this unique opportunity. Project management will be key.

The 3 stages are outlined below:

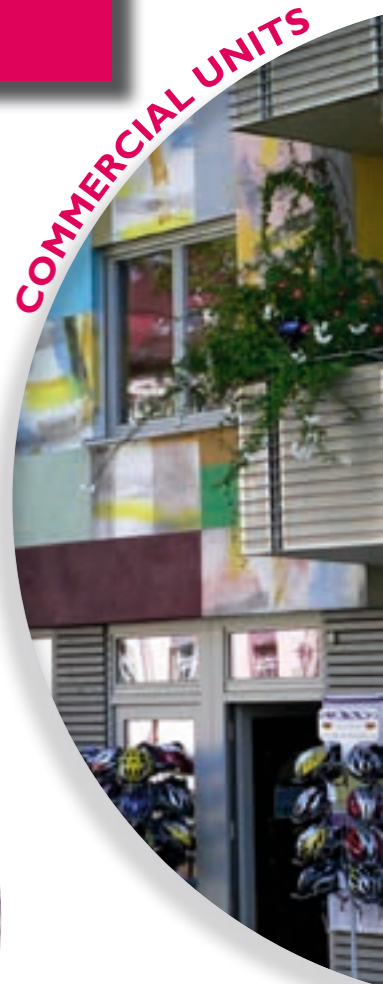


THE OFFER

Provision of serviced development sites with planning for individuals or groups.



FLATS OVER MIXED USE



COMMERCIAL UNITS

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THE MEZE ADVANTAGES



The advantages of including a MEZE in your new development are:

- It will create an entrepreneurial heart to your scheme and attract people who will live and work there and help to build a **sustainable community**
- It will help **create a Place**, and thus should meet Local Authority objectives for Placemaking and support their spatial strategy.
- Entrepreneurs can establish a wide range of compatible mixed use schemes which will support local employment targets
- Self organized housing can potentially count as a component of the range of **affordable housing**
- Priority may be given to local people, who may support proposals that offer new opportunities.

For Landowners the benefits include securing local community support for the necessary planning consents and an alternative to speculative house building for a part of a larger site or all of a smaller one.

FURTHER INFORMATION

Please contact us so that we can discuss with you how this concept could help you deliver your proposed development. The circumstances of each scheme will be unique, and the proportion of housing and/or mixed use that will be suitable for this approach will vary. We can assess options through a feasibility appraisal, and also discuss with you how support can be sought for the planning process through this approach.

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