

Quality of Life Foundation

Progress Report 2019 - 2022



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“The Quality of Life Foundation has come a long way since its inception in early 2019. The organisation started life as a series of conversations with the late Tony Pidgley, CBE. We both wanted to create a space to better understand how the built environment affects people’s daily lives, and to find ways for residents, communities, industry and government to work together to improve people’s homes and neighbourhoods.

Since those early days, we have carried out research into what people think and feel about where they live across the UK, which has led to a practical, evidence-based Quality of Life Framework. Our ongoing work takes in every stage of the development cycle, from helping local authorities create policy, to community engagement and post-occupancy evaluation. All of these aim at creating a housing system that prioritises people’s health and wellbeing over the long term.

In 2022 we gained charitable status to carry out research and promote best practice, and have developed a trading subsidiary that delivers a variety of services to help practitioners on the ground ensure our homes and communities are designed and built to improve people’s quality of life.

As well as our service partners, we have created a ‘coalition of the willing’ with our core partners, who include the Berkeley Group, the Crown Estate, Landsec, Earls Court Development Company, and Lovell. Additional funding has come from The National Lottery, UKRI Arts and Humanities Research Council, the Department for Levelling Up, Homes and Communities, and Built by Nature.

I’m immensely proud of all that we have achieved to date. I am grateful to our board, implementation team, funders, partners and associates for believing in our mission and helping us to grow so that we can work towards our vision for a housing system that improves people’s quality of life in their homes and neighbourhoods over the long term.”



Professor Sadie Morgan, OBE
Founder

“I’m thrilled to have been elected Chair of the Quality of Life Foundation in July 2022. With the Foundation’s recent registration as a charity, this is an exciting time for our work. We are now engaged in delivering projects that undertake and share research to build the evidence base and support the implementation of best practice approaches.

In what are increasingly difficult socio-economic conditions, we must work to understand and improve the effects that our homes and neighbourhoods have on people and the planet.

Going forward, we will focus on finding mechanisms that affect change through engaging communities, promoting better

models of development, and increasing accountability. Leading by example, our long-term goal is to change behaviour and steer policy, enabling the systemic change we need to see in the UK housing system.

It’s an honour to chair an organisation with such important ambitions. And this progress report makes clear that the Quality of Life Foundation is making real strides towards achieving them.”



Jonny Anstead
Chair

Where we’ve worked



2019

2018-2019

Conversations between Sadie Morgan and Tony Pidgley, CBE

February

Creation of steering group with Sadie Morgan, Matthew Morgan, Chris Brown, Daisy Froud, Nick McKeogh

June

Quality of Life Foundation registered on Company House as a company limited by guarantee

November

Berkeley Group becomes founding partner

September-December

Market research and Literature Review with Publica



2020

January

Creation of Board

January-June

Qualitative research with Social Life and Kaizen Partnership into what makes a good place to live

April

Grosvenor joins as core partner

June

First panel discussion (on sense of control)

July

U+I joins as core partner

September-December

Resident Review pilots at Barton Park and Alma Road



2021

February

Launch of Quality of Life Framework with URBED

March

Resident Review pilot at West Gorton

Lovell joins as core partner

May

First Associates workshop

June

Launch of Community Consultation for Quality of Life (CCQOL) with Universities of Reading, Cardiff, Edinburgh and Ulster, Commonplace and Urban Symbiotics

July

The Crown Estate joins as a core partner

August

Resident Review pilot at Beaulieu

September

Earls Court Development Company joins as a core partner



2022

February

National Lottery Funding secured

March

Launch of Reading Urban Room (CCQOL)

May

Launch of Cardiff Urban Room (CCQOL)

June

Launch of Edinburgh Urban Room (CCQOL)

Publication of Evidence Review

Launch of Measuring Mass Timber with Built by Nature, dRMM and Edinburgh Napier

Winners of Davidson Prize

Measuring Success roundtable - a discussion about measuring social value

July

Launch of Mapping Quality of Life for Harlow & Gilston Garden Town with Stantec, Commonplace and Rainbow Services

Start of Clarion's Neighbourhood Standard project, based on our Framework

September

Launch of Belfast Urban Room (CCQOL)

Landsec joins as core partner

Report: Measuring Success

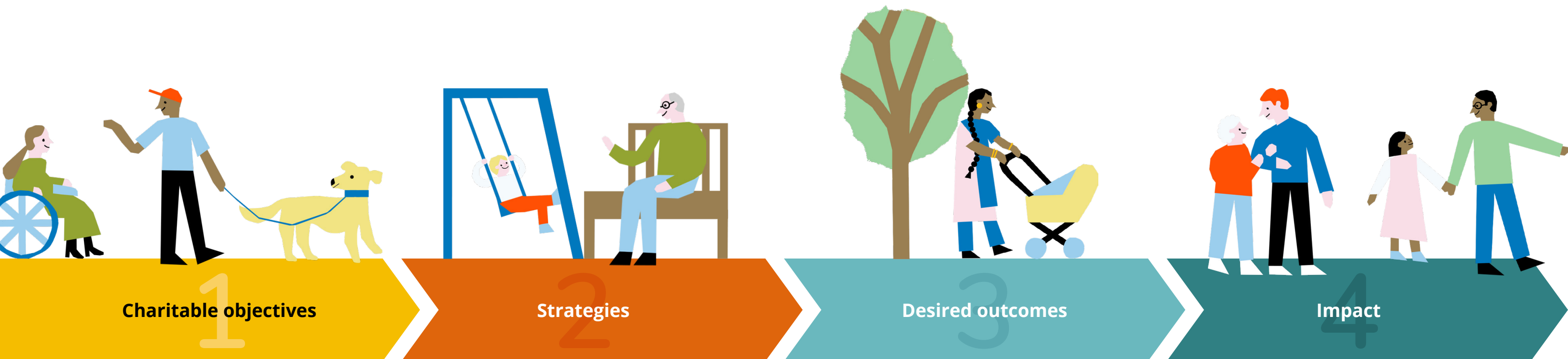


Mission

To make health and wellbeing central to the way we create and care for our homes and neighbourhoods

Vision

A housing system that improves people's quality of life in their homes and neighbourhoods over the long term



Undertake and share research to build the evidence base

Support the implementation of best practice approaches

Charitable projects

Evidence-led Framework
Research
Case studies

Commercial projects

Mapping
Training
Strategy Review
Resident Review
Consultancy

Communications/ Influencing

Societal change with more empowered residents

Change in industry understanding, capacity, practice and decision making

Change in local government capacity, policy, practice and decision making

Change in national government, political will, policy, standards and investment

Residents and communities have a greater sense of control over what they value and need in their local area

Government and industry change the way they approach housing, leading to more socially, environmentally and economically sustainable neighbourhoods

Our highlights

We're a young organisation but we're also an ambitious one. We have achieved a great deal in the last three years.

The Quality of Life Framework

It all began with our research, carried out with Publica, Social Life and Kaizen Partnership, to find out what affects people's quality of life. We used this evidence to build the [Quality of Life Framework](#) with URBED to demonstrate how improvements to our homes and

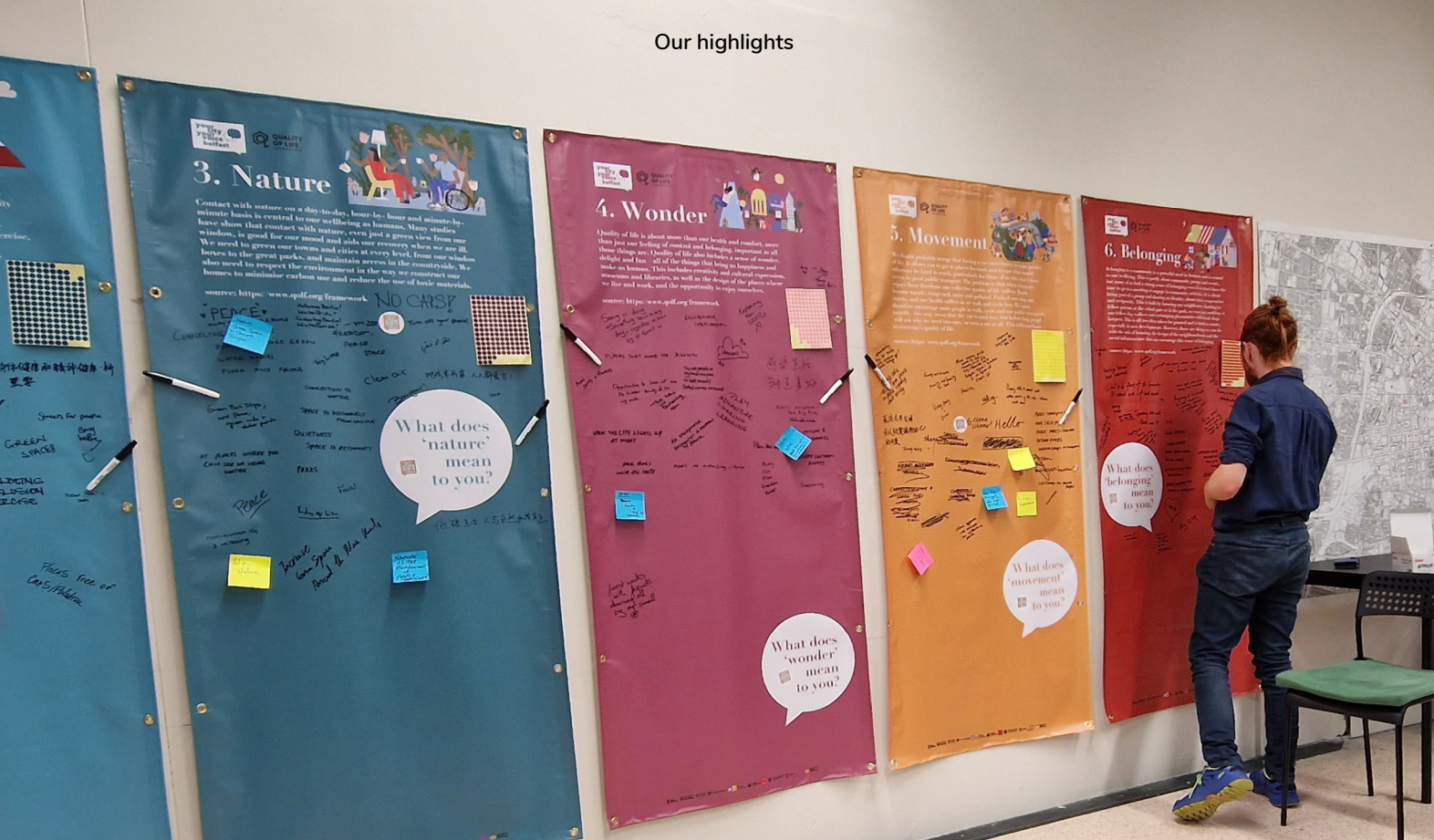
communities can improve our health and wellbeing. The framework comprises six easy-to-understand themes that we've used to engage with the public, industry and government to build support. The Framework is not static and will be revised as we gather more evidence through time.



Building the evidence base

We've consistently added to the evidence base on the impact of people's homes and neighbourhoods on their health and wellbeing. We've done this through qualitative research with communities and through a quantitative [Evidence Review](#), which we worked on with Hassell

and Breaking Barriers Innovations. We published this in June 2022, highlighting the evidence that shows why a focus on long-term health and wellbeing is essential when planning and developing the places where people live. We've published 9 reports to date.



A code of conduct for community engagement

Community Consultation for Quality of Life (CCQOL) is a major, UKRI-funded research project to improve community engagement, which we're working on with the Universities of Reading, Cardiff, Edinburgh and Ulster. Through live projects and evidence reviews we will develop a code of conduct for community engagement that will give people a sense of influence and control over their environment.

For the live projects, we're using map-based, digital and face-to-face engagement techniques in four locations, testing them and learning about what does and doesn't work. We've also convened an advisory group drawn from organisations that include the Department for Levelling Up, Homes and Communities, The British Property Federation, UKGBC, The Urban Rooms Network and Public Practice.

'Whole-life' Services

To achieve financial self-sufficiency for the charity, and to use the evidence we are gathering to improve communities across the UK, we have started a trading subsidiary to offer **services** to local authorities, developers and housing associations.

These offer a 'whole-life' approach to the development process, from working

with local authorities on policy and plans (Mapping Quality of Life) and fostering their understanding of a health-and-wellbeing approach (Quality of Life Training), to working with developers and communities from pre-planning (Quality of Life Strategy) to post-occupancy evaluation (Resident Review).

Mapping Quality of Life

Our Mapping Quality of Life project with Harlow and Gilston Garden Town works with five local authorities to create a baseline of the local population's quality of life to measure change and inform growth in a major regeneration project.

Funded by the Department for Levelling Up, Homes and Communities, in a

collaboration with Stantec, Commonplace and Rainbow Services, we're exploring best practice in digital engagement. We're talking to people from different communities and backgrounds to develop a full picture of people's experiences of the place where they live and to make recommendations for future development that prioritises health and wellbeing.

Resident Review

In 2022, we took everything we've learned so far about how the built environment impacts on people's quality of life and launched our Resident Review service to house builders. This is a crucial component in our ambition to give residents and communities a greater sense of control in their local area and to create accountability for developers.

For organisations who want to understand the impact of the built environment on people's quality of life, the service provides

resident-led feedback that explores people's lived experience – what they think and feel about where they live. Reporting to house builders and residents on this feedback enables continual improvement within the industry.

We've already carried out eight **Resident Reviews**, with developers, local authorities and housing associations using a platform developed in collaboration with Commonplace, to help them learn and improve their practices.



Clarion Neighbourhood Standard

We've partnered with Clarion Housing Group to help test and develop their Neighbourhood Standard, which draws from our own Quality of Life Framework. The Neighbourhood Standard is a way of determining how well a home or

neighbourhood addresses the elements that affect people's quality of life and health and wellbeing. This will help to shape their neighbourhoods, setting priorities for their planned and community investments.

Measuring Mass Timber

Funded by Built by Nature, this project with dRMM and Edinburgh Napier University will test both the building performance and health and wellbeing effects of five mass timber buildings. We

hope that the project will demonstrate the close inter-relationship between social and environmental sustainability. The project will run until Autumn 2023.

Davidson Prize Winners

We are proud to have collaborated on the 2022 Davidson Prize-winning proposal. The annual £10,000 prize rewards thought-provoking ideas around the design of the home and this year our proposal came out on top. Co-Living in the Countryside suggested new models for rural housing

provision. The judges praised the fact that we were tackling the real-world problem of rural housing sites and acknowledged the flexibility of the proposal, which we developed with Charles Holland Architects, Verity-Jane Keefe and Joseph Henry.

Influencing and raising ambition

We are determined to ensure our work is understood and used within industry and government, to enable the positive change we need to see.

To deepen the impact of our work we have joined a range of coalitions and steering groups, amplifying our voice within industry and government. These include:

- The Better Planning Coalition
- RIBA Plan of Work for Community Engagement
- London Community Land Trust Advisory Panel
- Cambridge Quality of Life Group
- The UKGBC Social Value Task force

We've set up an Associates Programme, with regular events for practitioners in the built environment industry, and hold regular workshops that generate discussion and ideas for current and future thinking.

In 2022, National Lottery funding enabled us to employ a Communications and Policy Manager to lead our work in this area and to ensure that our research findings reach the right audiences to have maximum impact.

Over 2200
people have
responded to
our surveys
to let us know
what they think
and feel about
where they live

We've carried out
8
Resident Reviews

We've been involved in over
90
industry events



The Board and Founders

The Board



Deborah Cadman OBE
Chief Executive, West Midlands Combined Authority (WMCA)



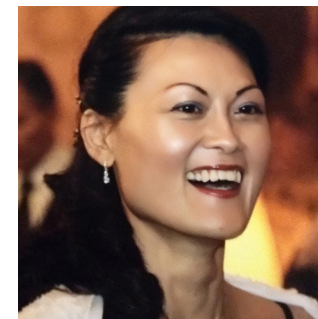
Prof. Flora Samuel
Professor of Architecture In The Built Environment, University Of Reading



John Alker
Head of Sustainability, Legal & General



Jonny Anstead
Chair, Founding Partner, TOWN



Li Li Long
Non-Executive Director, Board Committee Chair, Angel Investor and Start-Up Advisor

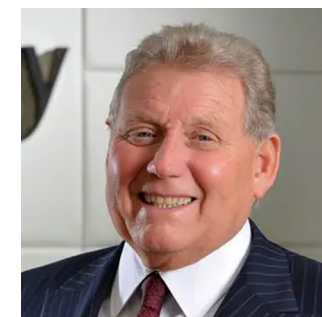


Michael Chang
Programme Manager, Office for Health Improvement and Disparities

The Founders



Prof. Sadie Morgan OBE
Co-Founder



Tony Pidgley CBE
Founding Partner 1947-2020



Matthew Morgan
Co-Founder

The Implementation Team



Angela Bryant
Business Manager



Annick Matthews
Team Administrator



Dominique Staindl
Consultant



Ed Gritten
Engagement Officer



Emma Cooke
Communications and
Policy Manager



Hani Salih
Researcher



Matthew Morgan
Director



Melissa Lacide
Senior Engagement
Officer



Sarah Broadstock
Bookkeeper



Vicky Payne
Strategy, Research and
Engagement Lead



Warren Lever
Urban Designer

How to join us



Changing the UK housing system will not be easy, and it will take time. But we are excited by the challenge and look forward to working with more like-minded individuals and organisations in the years ahead. It does feel that the time has come to sort out the mess we're in, with the determination that the system will change with the right will and cooperation.

You can join us in four ways:

Become a core partner: As we grow the Foundation we are looking for the support of a group of organisations to fund the Foundation's core activities. We already have support from Berkeley Group, Landsec, The Crown Estate, Lovell and The Earls Court Development Company, and are now looking for other organisations to add to this group.

Become a service partner: We have a range of services to offer community groups, local authorities, developers and housing associations. These include health and wellbeing training, mapping quality of life for neighbourhood plans and local development plans, acting as a community engagement partner or critical friend through pre-planning, and carrying out post-occupancy evaluations.

Become a research partner: We are always seeking research projects to build the evidence base, and for other organisations to collaborate with on these. We are also keen to work on privately funded research, whether quantitative, qualitative, or convening through roundtables. If there's something you'd like to find out, let us know. We might be able to help.

Become an associate: Associates are ambassadors for the Foundation who can share lessons learned and encourage best practice in the industry and government. We meet every few months to discuss topics pertinent to people's quality of life and recruit from communities, industry and government.

Get in touch to see how we can work together. You can email me on matthew@qolf.org



Matthew Morgan
Director

Our partners and supporters

We are grateful to all our partners, funders and supporters for believing in our vision and committing to raising people's quality of life.

Core partners



Service partners



Funders



Collaborators



Supporters



To discuss joining us as a partner, collaborator or supporter contact matthew@golf.org

