

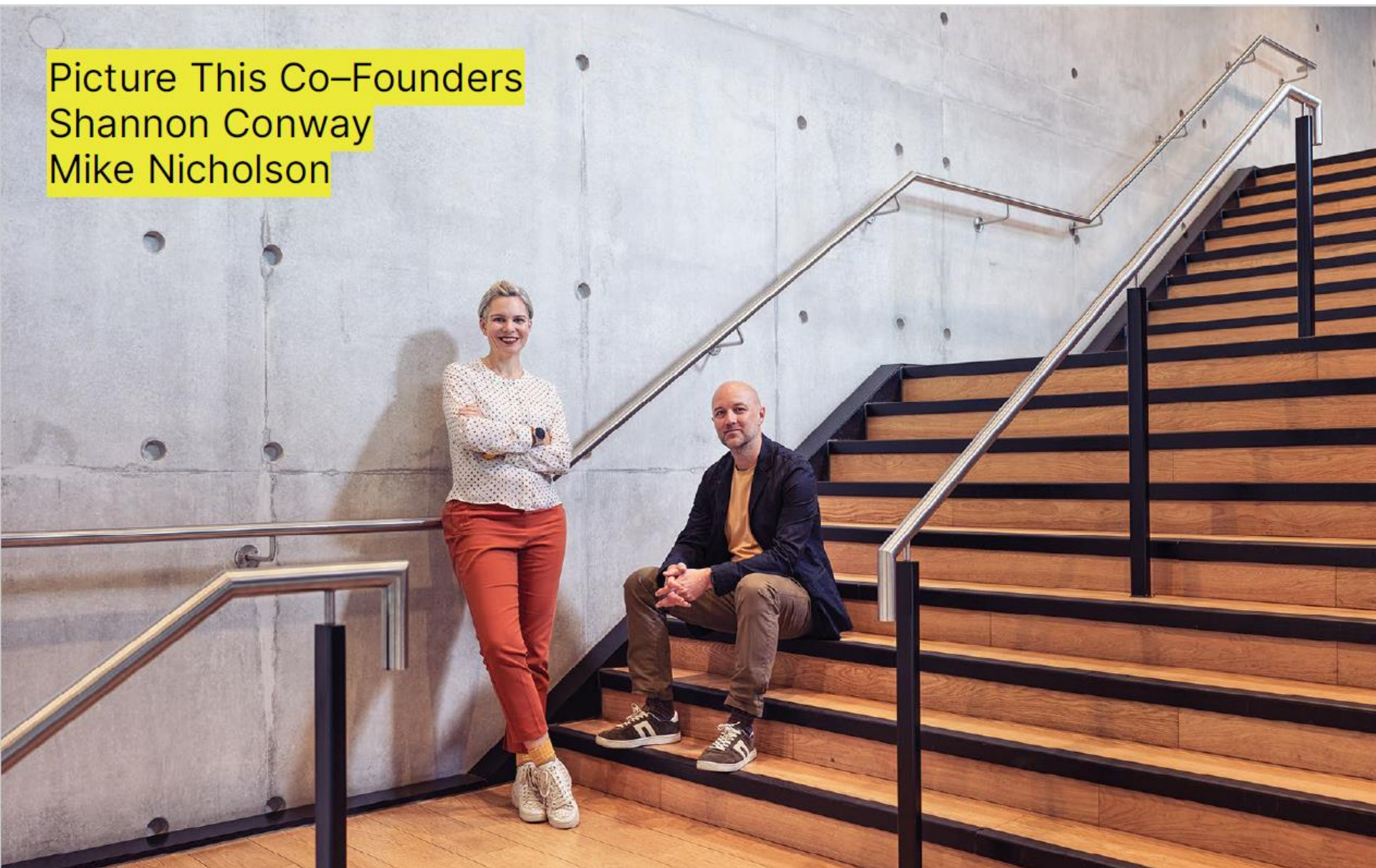
**PICTURE  
THIS**



**Stockport**



Picture This Co-Founders  
Shannon Conway  
Mike Nicholson



Our mission



# Good values, good living, for good.



We're fully committed to always doing the right thing. Building for viable and inclusive communities, working with the local economy with sustainability high on our agenda. We'll remain custodians of all our projects, to be sure our values continue to make a difference for the common good.

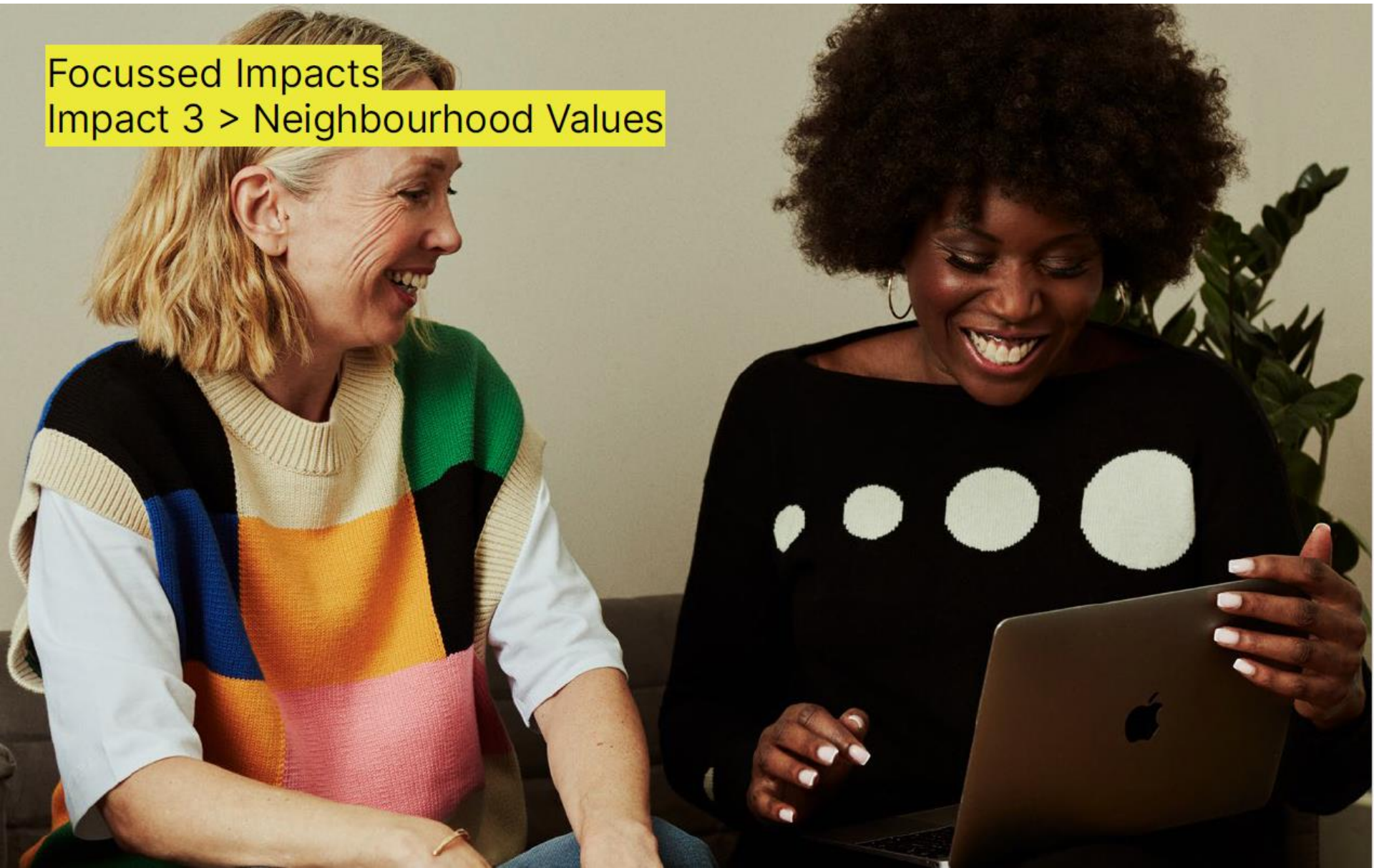
Focussed Impacts  
Impact 1 > Inclusive Communities



Focussed Impacts  
Impact 2 > Carbon Conscious



Focussed Impacts  
Impact 3 > Neighbourhood Values



# Impact 1

## > Inclusive Communities

### Why?

"Communities are becoming increasingly segregated by age.

This is not just the migration of young people into large city-regions from surrounding towns and villages, but segregation within towns and cities as new residents converge on the urban core.

As a result, the level of segregation between those aged 18-34 and over 65's in major UK cities has doubled in the last 25 years.

Without intervention there is no reason to believe this trend will reverse, reflecting a view that certain built environments are not hospitable to older people."

We have an ageing population and constant calls for more age-restrictive homes to be built, however movement into these homes tend to occur much later on in life (typically 75 years+), after the loss of a loved one or fear over health and/or security. Mostly, it is not a willing choice.

The importance in considering an age-friendly approach is fully aligned with most Local Authorities' strategies, however as Affordable Housing and Low Carbon targets understandably get increased attention, Age-Friendly Objectives are being largely ignored in new development.

We urgently need to start thinking about alternative, attractive residential options for all ages.

Picture This → Stockport







Inspiration → ØsterGro / Copenhagen



Picture This → Stockport (View along Fletcher Street)



→ View along Piccadilly

# Picture This → Stockport

Picture This Stockport is part of an evolving rental sector that intends to provide a more inclusive, mixed age urban community

Rather than emphasising resident-only private amenity, we are outward looking and seek continuous engagement with the local businesses and community groups. We will have rooftop growing space, and ground floor space for residents and non-residents to enjoy.

Residents will have some private space too. There will be a laundrette with its own lounge and private roof terrace with washing lines provided for line drying. This gives residents space to chat while their clothes are being laundered in a more sustainable way.

We want the building to encourage movement, so stairwells will have windows and feel bright and welcoming. We will also design space that can be used to exercise.



→ Inspiration → ØsterGro / Copenhagen  
→ Picture This → Stockport



In total there will be circa 244 homes, all of which meet Lifetime Homes standard, with an additional being 10% being wheelchair adaptable.

We are providing a varied mix of apartment types, offering one, two and three bedroom apartments and townhouses. This means that residents can stay with us, as their family structure and need changes.

9 car parking spaces will be provided to support those with accessibility requirements, and there will be an car club for residents to rent a car by the hour or day.

We will provide 244 cycle spaces and a charging room for mobility scooters.

## Picture This → Stockport



When it comes to amenity, we are thinking about things differently, to create a more organic and natural approach to building an established community of neighbours.

Care and attention has gone into the design of the building's shared spaces to increase the chances of social interaction (bumping moments) and opportunities to interact naturally.

- Rooftop growing space and greenhouse, washing lines, and space to sit quietly, or chat to neighbours.
- A further secret garden is located next to the laundrette.
- Community laundrette with energy efficient machines and space to relax and meet neighbours.
- Mail room with residents' parcel packing area.
- Shed/store for organic food boxes to be delivered.
- Ground floor space for the wider community to meet. Current thoughts focussed on a flexible space for groups to meet throughout the day, including a night school where people can meet to learn new hobbies or skills.
- For those wanting to work close to home, we will have partnerships with local businesses offering co-working in nearby buildings.
- Looking to volunteer? We are identifying opportunities for our residents to support local charities and initiatives.

- 1 → Inspiration → ØsterGro / Copenhagen
- 2 → Inspiration → Laundry Lounge / Cas Cor Rico
- 3 → Inspiration → Washbar / Ghent

# Picture This Future

## **1 —→ Strategic Expansion**

We have planned a dynamic growth trajectory, reaching under-served markets and connecting with diverse audiences. Our ambition is to deliver ten Picture This communities over the next decade, equating to 2,500-4,000 homes.

## **2 —→ Building a Values-Driven Identity**

Our identity goes beyond products or services – it is one that stands out for its unwavering commitment to values. We can do this because we remain long term custodians of our developments. We will create a positive impact that resonates with customers who share our ethos. So whether you know us as Picture This Sheffield, Picture This Stockport or Picture This Stockholm, you know we stand for Good Values, Good Living, For Good.

## **3 —→ Pioneering Purpose-Driven Development**

Joining a new wave of purpose-driven developers, our aim is not just to grow but to inspire the next generation who want to prioritise purpose and positive impact in the housebuilding industry.

