



MIPIM 2016: Rio Ferdinand tackles housing with new development firm

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Former England Captain Rio Ferdinand, supported by well-known footballers Mark Noble and Bobby Zamora, announced at MIPIM today that a new development firm was being launched to tackle social housing through a new innovative approach.

The Legacy Foundation, alongside development partner McLaren, aims to deliver an integrated, long term approach to the building of social and key worker housing, alongside the creation of new communities.



Rio Ferdinand, capped 81 times by England, believes the firm can improve children's lives, he said: "We have spent years trying to figure out how we can make a difference to our communities. We haven't spoken about our plans before but we now feel that we have the right team in place and the financial backing to make the dream a reality."

The Legacy Foundation is a charity set up by Rio Ferdinand, Mark Noble, captain of West Ham United and ex England International footballer Bobby Zamora.

Legacy recognises that during times of austerity Local Authorities are looking for innovative ways of delivering social and affordable housing for their tenants as well as building schools, surgeries and sporting facilities to support the local community.

It aims to provide onsite community, sporting and youth facilities, while allowing Local Authorities to retain their land holdings and take an annual income which will benefit other initiatives in the wider community.

Ferdinand continued: "We aim to deliver schemes with Local Authorities that not only reduce the pressure on affordable housing, but will empower their tenants through an on-site sporting academy as well as providing high quality accommodation for all. We will work with major private sector investors to devise a scheme that is both affordable and, indeed, accessible for all. The model can deliver schemes without the Local Authority needing to finance the cost of the build programme whilst giving full occupancy and control when completed. We want to work closely with Local Authorities and Central Government to understand precisely what is required in their area and look to deliver a scheme that will empower communities for generations."

John Gatley, managing director, McLaren Property said: "We are very pleased to have been asked to join the Legacy team and to help deliver The Foundation's initiative of maximising the social and affordable element of its major residential led developments.

We look forward to really making a difference in the future provision of homes in and for the community."

Colliers International is advising Legacy Foundation.

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