Kent Housing Group
The Voice of Housing in Kent

Prisoners Building Homes Session

28 July 2026

Welcome, we'll be starting soon.

Welcome and Housekeeping

- This session is being recorded, so please mute your microphone, unless you are speaking.

- Switch your camera off, unless you wish to appear on the screen.
☺
- Feel free to use your react button throughout the session, type questions into the chat, and give a thumbs up to questions or comments that you like in the chat.

- The slides and the link to a feedback survey will be shared after the event.

Kent Housing Group

Prisoners Building Homes

Building homes, changing lives…

12pm-1pm, Tuesday 27 July 2026

Civil Service AWARDS 2025 — 20th ANNIVERSARY

WINNER
Programme of the Year

PBH

LOCAL PARTNERSHIPS

Ministry of Housing, Communities & Local Government

Ministry of Justice

LANDCLAN

Prisoners Building Homes

Building homes, changing lives…

Tuesday 27 July, 12pm-1pm

1. **About Prisoners Building Homes**
   Sophie Baker, PBH Director, Local Partnerships

2. **Speeding up development with AI**
   Belinda Purcell, PBH Consultant, LANDCLAN

3. **Unlocking brownfield sites in Thanet with PBH**
   Reece Lemon, Programme Delivery Officer, Thanet District Council

4. **Opportunities for PBH to support housing**
   Group discussion

About PBH

Award-winning programme which sees serving and post-release prisoners working with housebuilders to build low carbon affordable homes for local communities.

- Delivers Homes
- Reduces Reoffending
- Supports Net Zero
- Supports Traditional & Modular Builders
- Addresses Construction Skills Gap
- Changes Lives

PBH

Our partners

Sponsored by:

- Ministry of Housing, Communities and Local Government
- Ministry of Justice
- Police and Crime Commissioners

Supported by:

- Cabinet Office / Local Government Association-run One Public Estate Programme
- His Majesty's Prison and Probation Service
- Homes England

Hosted by:

- Local Partnerships (owned by the Treasury, Local Government Association and Welsh Government)

Solving the big problems…

	The Problem	Our Solution
	Affordable housing • Capacity, viability & delivery challenges • **132,000+ households** in temporary accommodation • **49p of every £1** spent on TA	• AI-enabled RP delivery support • Improve scheme viability • Unlock stalled & underused public land • Strategic housing support
	Reoffending • **£23.6bn** annual cost • **200,000** children/year affected by parental imprisonment • **£53,801** annual cost of a prison place	• Accredited training & employment • Local contractor network • Through-the-gate support • Logistics & due diligence managed by PBH

PBH

Current position

184+ prisoners upskilled

8 prisons accredited

89% of prisoners secure employment upon release compared to 20% nationally*

32 councils engaged in PBH

1,200+ homes on **184+** sites in pipeline

10 housebuilders partnered

Less than 5% reoffending rate compared to 40% nationally for this cohort

UK's first NVQ2 in modular construction

* At 6 weeks post release

PBH

PBH Site Support Offer

1

Early Engagement & Portfolio Review
RIBA STAGE 0

2

Identify, Appraise & Grade Sites
RIBA STAGE 0

3

Feasibility, Viability & Pre-App
RIBA STAGE 1/2

4

Full Planning
RIBA STAGE 3

5

Procurement
RIBA STAGE 3/4

6

Support through Construction
RIBA STAGE 5/6

7

Workforce Integration
RIBA STAGE 3/4

Example housing sites

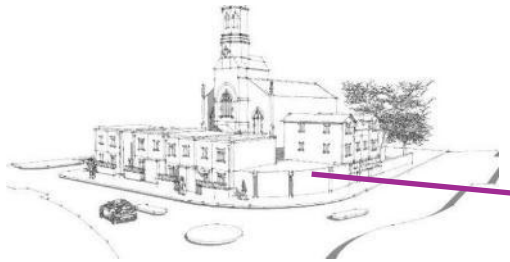
Example sites from some of our PBH housing providers:

FORMER GARAGE/PARKING SITE DEVON

ZEDPODS / MID DEVON DISTRICT COUNCIL

MICRO-SITE HOUSING ESTATE INFILL PROGRAMME BRISTOL

MMC HOMEBUILDING / BRISTOL CITY COUNCIL



CHURCH SITE BRISTOL

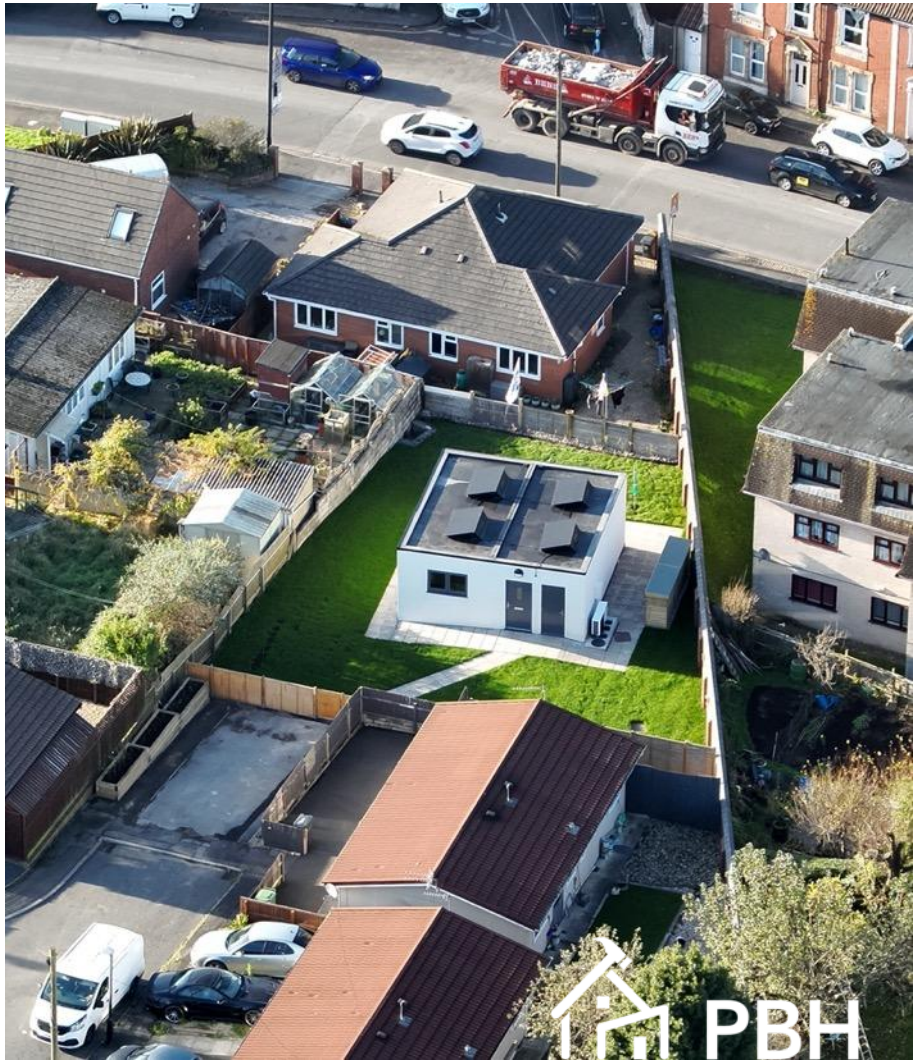
CHURCH OF ENGLAND

PBH

Hope Rise
ZedPods / DragonHeart Homes

Marshall Walk
ZedPods / DragonHeart Homes

Housing Estate Infill Programme
MMC Homebuilding



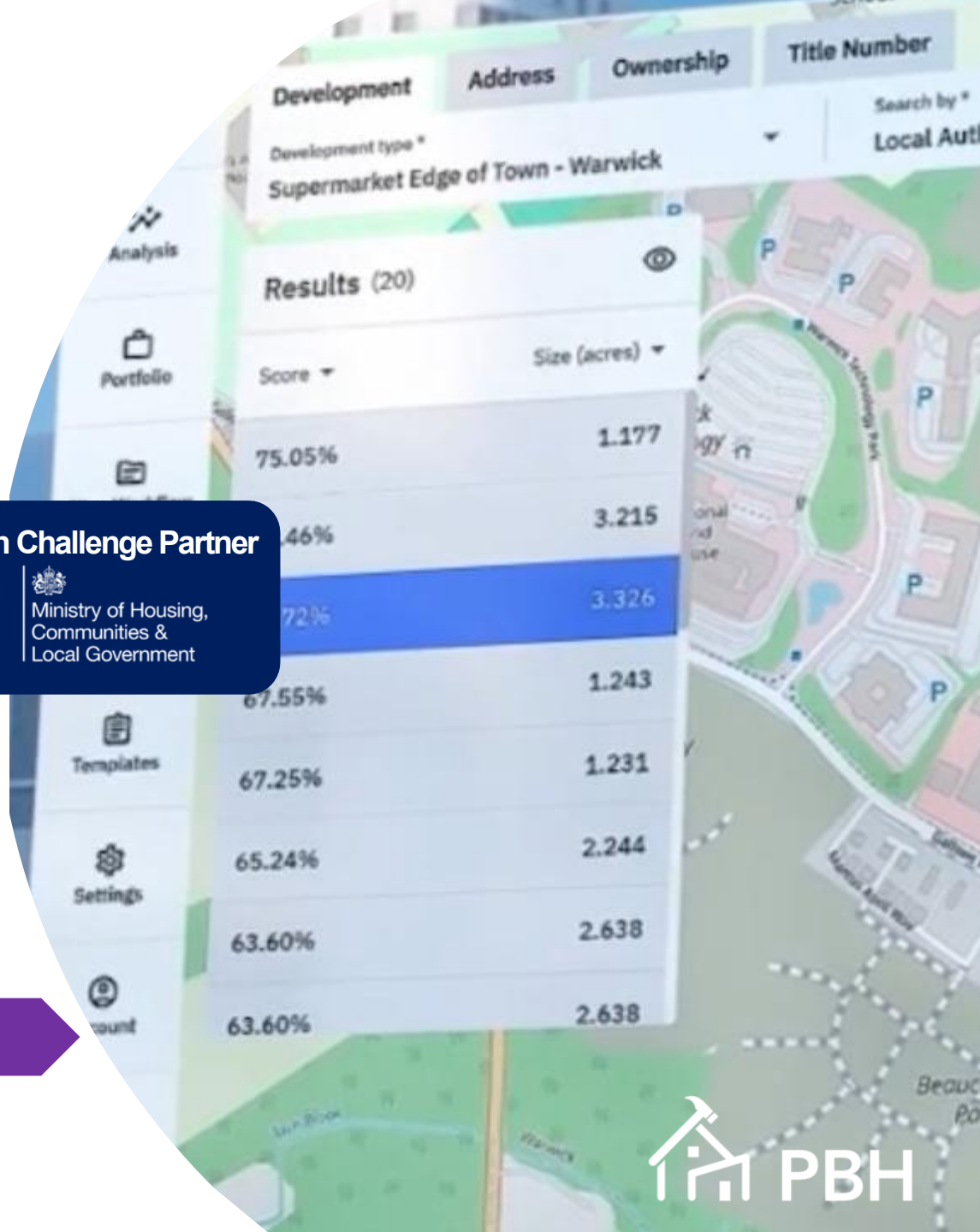
Speeding up development with AI

- Site Identification
- Site Appraisals
- Feasibility
- Conceptual Site Designs
- Planning Applications
- Procurement

PropTech Innovation Challenge Partner

GEOVATION from Ordnance Survey

Ministry of Housing, Communities & Local Government



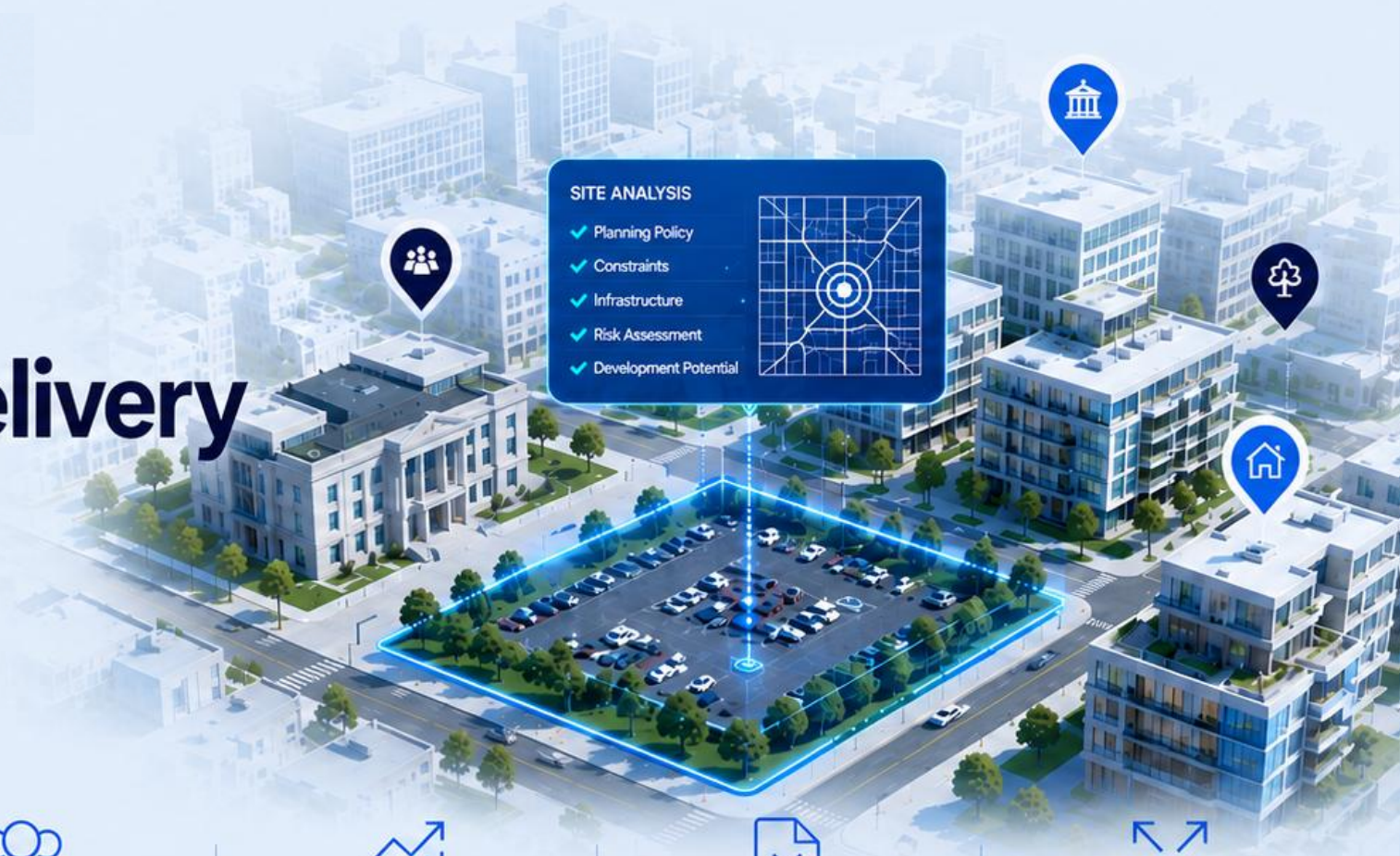
50% reduction in planning costs, faster planning

PBH

LANDCLAN

Unlocking Public Land for Housing Delivery

AI-enabled property intelligence and expert development management support for local authorities.



Faster Development

Accelerate site identification, planning and delivery to bring forward new homes faster.

Smarter, More Cost-Effective Delivery

Combine property intelligence, AI and an experienced Development Team.

End-to-End Pre-Development Support

Support every stage from site identification and appraisal through planning, procurement and mobilisation.

Better Decisions, Earlier

Use data, planning insight and development expertise to make informed decisions before major investment.

Reduced Abortive Work

Identify opportunities and constraints early, reducing unnecessary surveys, redesign and costs.

Scalable Support

Access specialist expertise for a single site or an entire property portfolio as your programme grows.

PBH Supporting Prisoners Building Homes

landclan.com

Thanet District Council

Unlocking complex brownfield development with the Prisoners Building Homes programme

Reece Lemon MRTPI AssocRICS
Programme Delivery Officer
Strategic Housing Projects
Thanet District Council

What catalysed our working relationship with PBH?

Primary drivers:

Reasons of ***viability***, ***early enabling works***, & ***shared expertise*** each helping to lighten the resource-intensity of complex housing projects.

Secondary drivers:

- The structure of the PBH programme necessitates key milestones and target deliverables, giving greater emphasis on programme and progress.

  = *Heightened accountability* and ***continued prioritisation.***

How do we assess site suitability?

For identified sites, we understand early on which sites in the portfolio may be tricky and where we may need external support (whether skillset, funding, resource, etc).

- ***Corporate objectives*** identify key priorities for delivery.
- ***Financial analysis*** outlines viability gaps early.
- ***Stage 1 cost plans*** highlight critical path items.
- ***Site surveys*** highlight built environment risks.

Within our team, backgrounds include construction project management, surveying, and planning consultancy.

We draw on combined technical experience in-house to appraise opportunities early on.

How did mobilise our work with PBH?

In short, programme delivery officers take the lead.

- **First stage:** Critical review of portfolio sites, specifically brownfield land (do any projects jump out, relative to funding requirements and limitations?)

- **Second stage**: Discussion with PBH representatives with queries and worked examples [decision gateway: internal director-level sign off, or CMT, as required]

- **Third stage:** Our internal programme delivery officers (PDOs) - project managers who oversee the build - prepare and submit site proformas to PBH, ensuring consistency with corporate aims and general build requirements.

The opportunities of the PBH programme

Key opportunities

Shared knowledge and delivery experience

Critical review of complex sites, drawing on multiple sources of expertise and experience.

Site mobilisation and survey works

Use of Pre Development Toolkit to steer early feasibility studies, and identification of opps and constraints.

Confidence in delivery mechanisms

A tried and tested approach rolled out elsewhere.

Social value

A high level social value embedded into the programme and delivery teams.

…& the challenges

Challenges

- ***Engagement across-teams -*** Procurement, Finance, Legals, as required.
- ***Internal governance*** - do you need to update any approvals, or reporting? What are the lead-ins?
- ***Programming*** - what is the sequencing of events on the ground, and how does this map out with project milestones?

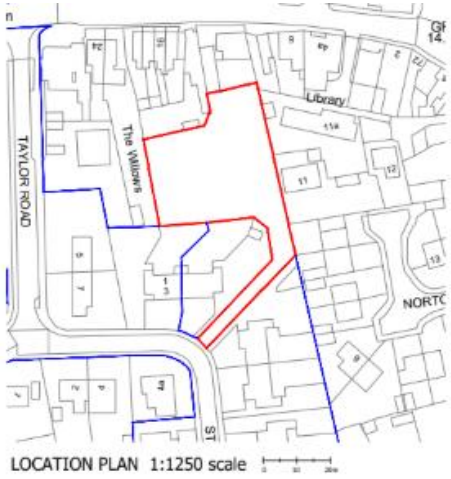
  Is the work funded, and if so what obligations are placed on the Council?
- ***Quotes, ITQ, ITT*** - have you got enough time to deliver compliant procurement? Is the Procurement team on-board with the framework?

Collaboration in practice:
Highfield Road, Ramsgate

POTENTIAL COLOUR PALETTE

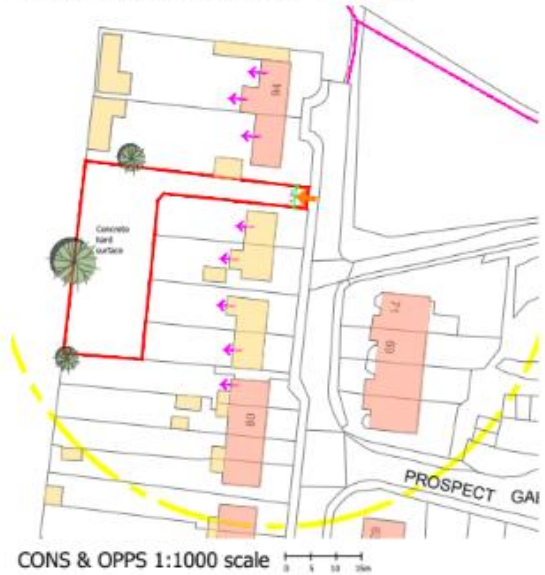
EXISTING PLANTING ON & AROUND THE SITE

Collaboration in practice:
St Mary's Road, Minster



Collaboration in practice:
Prospect Road, Minster

LOCATION PLAN 1:1250 scale



CONS & OPPS 1:1000 scale

SKETCH LAYOUT 1:500 scale

Craig’s story

”For the last 20 to 25 years, this is the longest I’ve been out of prison. I was released in October last year (2024). It took a while to get back on my feet, sorting out housing and probation, but we got there. I’m now living in my own flat, paying bills—and I can’t tell you how good that feels. Even getting a water bill feels like a novelty. It makes me feel normal again.

While I was still inside, I worried about how people would treat me on the outside—especially with my conviction. But when I started working at DragonHeart, it was like being with mates again. The atmosphere, the banter— it felt familiar, but in the best way. I work on the steels with Casper—he knows everything, and I learn something new every day. Emma in the office has been brilliant. Without her help, I wouldn’t have my flat.

One of the most meaningful things for me was getting paid properly. I remember getting my first real wage, and being able to take my kids to the cinema—to buy popcorn with money I earned myself. That moment meant the world to me. This programme gave me a second chance. I have a job, a home, a routine—and hope. And that’s what matters.”

Craig, former prisoner now a construction worker for DragonHeart Homes in Peterborough (who have employed and upskilled 31 serving prisoners through PBH).

PBH

To discuss

1. What are the biggest barriers to housing delivery in Kent?
2. How can PBH best support your organisation? Site identification and appraisal? Design and planning? Procurement? Employment pathways? Social Value?
3. How do Kent local authorities support housing delivery? Through direct delivery? As a partnership approach?
4. Do local authorities in Kent own small or medium sites which might be suitable for PBH?
5. Are you aware of local housebuilders or Registered Providers who might be interested in PBH?

PBH

SOPHIE BAKER, PRISONERS BUILDING HOMES DIRECTOR

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Prisoners Building Homes

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Thank you for joining us.

We will send you the slides.

Please take a moment to fill in the feedback form using this QR code.

We will also send you the link to the feedback form.

Prisoners Building Homes KHG Session