

Igloo Regeneration

designing for regeneration

Igloo Regeneration was the UK's first B-corporation in the real estate sector. It works on developments that bring investment into areas with social and economic needs where investment can bring about positive change. The team engages with investors, communities, local authorities and landowners to support community-led area regeneration. Its roadmap for purpose driven development, Footprint, is designed to ensure projects have a positive impact on the local area.

The design process begins with a design co-creation workshop with as many stakeholder groups as the team can engage, like the local authority, the planning authority, even sales agents and clients. From this process comes creative and viable designs for local development.

The Malings, Newcastle

The Malings is a residential-led riverside development close to Newcastle City Centre. The local area suffered from dereliction and a very low residential population. Igloo began by hosting workshops with the local community to get a sense of place. It also formed a partnership with a local arts programme to develop and coordinate participatory arts. This was a pathway to engaging locals and capturing their ideals for the area.

Through this work, the team built a picture of the core needs of the area and the design features already present – such as the river and local architectural context – that would define how new developments would fit.

The development has attracted a diverse range of people to the local area. The spending power and mix of interests among residents have helped to build a flourishing local leisure and arts sector.



“Design is more than just the finished article;
it is actually the process itself.”

Oakfield, Swindon

Nationwide Building Society is funding and delivering 239 homes in Swindon. Igloo is managing the development process. Igloo hired a community organiser from the area who knocked on over 600 doors in the neighbourhood to gauge local reception of the development. The team gathered information on what was important to locals and what change they did and did not want to see in the area. Most complaints were modest – cars going too fast, low-quality green spaces, children not having outdoor spaces to play – and could easily be addressed.

Taking these factors into account, the team was able to move forward and as a result, did not receive a single objection to the development. The work allowed the planning process to go ahead swiftly and easily.

“I’m really encouraged by the emerging architecture; it will heavily contribute towards creating a strong sense of place and a distinctive identity for the future community that will live here. This would set an exemplary design standard for the rest of our major housing development across the borough.”

Peter Garitsis BAS, MCPUD - Urban Designer & Masterplanner, Swindon Borough Council

Thanks to careful design, Igloo’s development is progressing with little risk and maximum impact on the local area.

“I’d go further than saying the process is just as viable as a traditional approach. In the type of areas where we do development, our work brings greater value than a normal approach would.”



“Footprint - the process whereby we ensure that our developments are impactful - covers everything from environmental performance to community and wellbeing. It started life as a social responsibility policy about 20 years ago, but now it’s more of a methodology.”



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