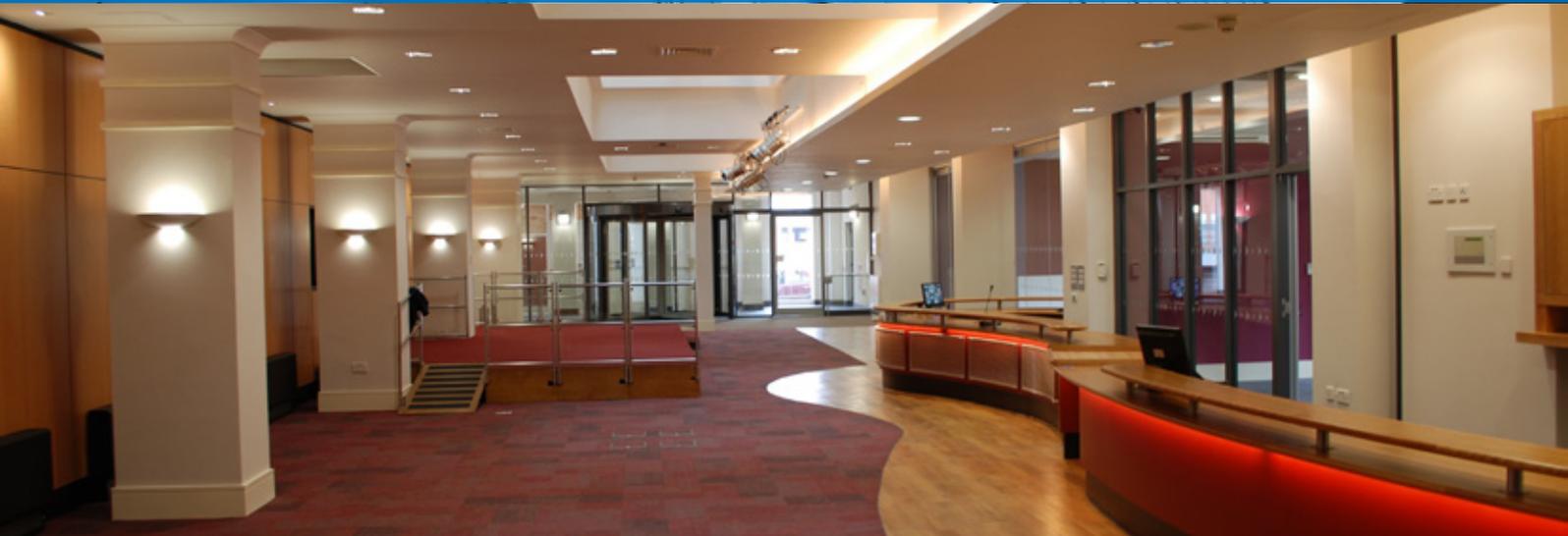


CASE STUDY

KEEPMOAT



Library of Birmingham

Project Brief

In 2006, Midland Heart took over the management of The Snow Hill from the Birmingham YMCA. The Snow Hill previously helped up to 157 homeless men aged 25 and over get off the streets through immediate direct access housing and support.

Following the announcement of the Government's 'Places of Change' programme, (a financial plan to tackle homelessness), Midland Heart devised its own strategy to transform the existing male-only homeless facilities in partnership with the Homes and Communities Agency and Birmingham City Council.

The Snow Hill scheme required the refurbishment, design and construction of a new 'Places of Change' facility to serve the Birmingham area. The development which was fully refurbished and features a much needed new-build extension, comprises of 92 units in total, 72 are within the existing building and 20 within the extension.

CASE STUDY



Project Type/Application

Our strategy to regenerate The Snow Hill building into a vibrant community facility was outlined in Midland Heart's original construction brief which included provisions for offices, reception, interview rooms, a music stage, music practice area, laundry, stores, bakery and plant rooms.

All existing rooms at The Snow Hill received an extensive refurbishment which included a complete overhaul of the decoration, provision for en-suite bathrooms, suitable living space and electrical rewires. All units in the new build quarter were of the same excellent high standard. We worked with Midland Heart and their residents to specify the preferred decoration of the new rooms and the services they required to live in comfort and re-build their lives.

Keepmoat constructed the new steel and fabric canopy roof using a new environmental fabric called solar glass weave which is entirely recyclable and has a longer life span than other materials.

Project Outcome

The Snow Hill was refurbished with the aim of helping people re-establish their independence and to help reverse the negative stigma associated with homelessness by integrating people within the existing community.

- Keepmoat won an Acivico Built in Quality Award 2013 for work at The Snow Hill.
- The bakery area of The Snow Hill has been occupied by a Social Enterprise, Frost and Snow
- Facilities installed in the bakery enabled them to expand their business
- The partnership took on 6 apprenticeships, in roles ranging from carpentry to plastering and tiling, being trained to NVQ Level 2/3
- Increase in positive move-ons from The Snow Hill into independent living within the community
- Increase in residents entering further education
- Increase in pre-employment training
- Increase in resident employment
- Reduction in abandonment of properties
- Increased access to health services

Having completed the works and met with the client and residents post-completion we have had an overwhelming response to the quality of the facility.



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