



HOUSING THAT BUILDS COMMUNITY

*We don't just build homes,
we build futures – together.*

A LASTING LEGACY

For over 135 years, The Florence Institute Trust, 'The Florrie', has been the community anchor of Dingle, Liverpool. Established in 1889 by philanthropist Bernard Hall in memory of his daughter Florence, the Grade II listed building was one of the UK's earliest purpose-built boys' clubs.

The Florrie's original mission was to provide "an acceptable place of recreation and instruction for the poor and working boys." It became a vital hub, nurturing Liverpool's sporting heritage— producing boxing greats like Dick Tiger and Alan Rudkin MBE—and its musical culture, hosting a young Gerry Marsden who formed his first skiffle band and performed in front of his very first audience before he achieved global fame with Gerry and the Pacemakers.

Following a period of disrepair in the 1980s, a dedicated community campaign, supported by figures including The Prince of Wales, led to a multi-million-pound restoration, officially re-opening in 2012. Today, The Florrie is a thriving multi-use community hub, offering a wide range of free classes and activities to all ages, to combat social isolation and improve community wellbeing.

The Florrie Community Land Trust (CLT) is the continuation of a resident-led movement, providing a sustainable solution for affordable and quality housing locally.



DESTINATION DINGLE: A FLAGSHIP VISION

The CLT's Destination Dingle is the catalyst for a £20m regeneration scheme, spanning nearly one hectare of vacant brownfield land surrounding The Florrie.

THE VISION:

Delivery of 64 apartments and 32 houses through affordable tenures.

Supporting members of the community to access new affordable housing.

700m² of managed workspace and purpose-built commercial space for local start-ups and community enterprises.

Dedicated public courtyards, green open spaces, and enhanced local connectivity with new cycle routes.

THE IMPACT AND CHANGE:

Removing the vacant land surrounding the Florrie from the speculative market, ensuring homes are affordable for local people.

A mechanism to reduce the racial wealth gap by providing lower-income, often minority, communities with stable access to homeownership and quality housing.

Fostering local economic development and community self-reliance.

Creating a cohesive community, increasing green spaces, and improving the overall local environment.



A PARTNERSHIP FOR CHANGE

The CLT's and Destination Dingle initiative offers stability, longevity, and a significant social investment.

The vision of Destination Dingle is supported by The Sovini Group and Liverpool City Council.

Unlike traditional housing models, the CLT retains ownership of the land, meaning:

- Homes built will be of long-term benefit to the local community, protected against rising market prices
- Destination Dingle residents are CLT members and have a real voice in design, management, and development decisions. The CLT is a democratically run organisation, empowering residents to shape their neighbourhoods and take ownership of local regeneration.

PARTNERING WITH A SOCIALLY RESPONSIBLE LEADER

A community-led approach guarantees an exceptional return on investment. The Florence Institute already generates £14.50 in social value for every £1 spent. The CLT is set to increase this already impressive figure by:

INVESTMENT IN PEOPLE

Integrating local training and employment into the construction process, turning housing need into meaningful employment opportunities.

Building skills and confidence among residents, creating future community leaders and robust, engaged governance.

INVESTMENT IN PLACE

Unlocking further private and public investment by demonstrating a successful, scalable, resident-led model.

Delivering high-quality, sustainable assets that reduce long-term maintenance costs and future-proof residents against the economic climate and cost of living.



DOING GOOD IS GOOD BUSINESS

The CLTs collaboration with The Sovini Group is founded on a shared mission of creating opportunities and changing lives. The Sovini Group provides businesses, trusts and like-minded organisations with a sound social solution through its end-to-end supply chain.

The Sovini Group, who build, manage and maintain homes, are a purpose-driven organisation, focused on providing housing and related services while maximising social impact.

This structure allows the Group to effectively deliver a wide range of housing services, drive substantial social value through community investment and meaningful employment opportunities, whilst serving as a financially secure partner, committed to ethical business practices and the long-term wellbeing of its communities.

This partnership ensures that the Destination Dingle vision will be delivered with maximum social impact.



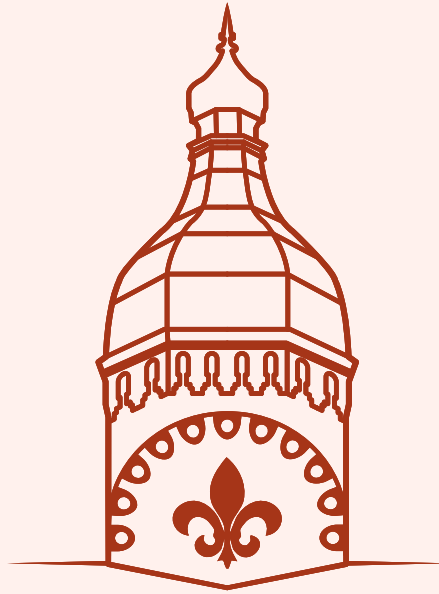
PARTNER WITH US

The CLT is a proven catalyst for delivering transformational change that empowers people and enriches local communities – with a robust Business Plan, a clear need and ready community.

Potential funders and investors who wish to explore investment into social enterprise that generates permanent community wealth are encouraged to find out more.


For investment opportunities and to become a foundational partner in the Destination Dingle vision, call 0151 728 2323 or email us at info@theflorrie.org.





THE FLORRIE

COMMUNITY LAND TRUST

 0151 728 2323

 info@theflorrie.org

 theflorrie.org/clt

