

URBAN UNION

KIRSTY PARRY

SALES & BUSINESS DEVELOPMENT DIRECTOR

COMPANY OVERVIEW

- Urban Union is a regeneration housing developer, established in 2011.
- Our focus is simple but powerful - **creating thriving communities**.
- We do this by delivering both affordable and private homes, with regeneration at the heart of every project.
- We're not just building houses - we're transforming areas into sustainable, vibrant neighbourhoods.

MISSION AND VALUES

- Our mission is about more than bricks and mortar.
- It's about placemaking - ensuring residents feel part of a safe, welcoming community.
- We're driven by values of **quality, affordability, partnership, and sustainability.**
- These principles guide every project, from design through to handover.

THE GORBALS PRE-REGENERATION



"Slum housing"

"Overcrowded tenements" – families packed into single rooms

"One of the worst slums in Europe" – a phrase often repeated in media.

"Notorious area" – linked to poverty, crime, and poor living conditions

"No-go area"

THE GORBALS 2026



"Home"
"Safe"
"Community"
"Regeneration"
"Up-and-Coming"
"Cultural Evolution"
"Urban City Living"

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MASTERPLAN



- Mix Tenure
- Tenure Blind
 - Change
- Placemaking
- Community

LAURIESTON LIVING



Laurieston Living is the regeneration project of the Gorbals area which has already benefited from over 1000 new homes, forming part of the wider Laurieston Transformational Regeneration Area (TRA), a £140 million revitalisation as part of the transforming communities. On Completion 2,537 homes.

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STORY OF DANIEL & CRAIG



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- Reserved their first property in Phase 1, a 1-bed apartment for £85,000, 8 years ago.
- Enquired for Phase 2 and reserved one of our 2-bed balcony apartments for £200,000, 4 years ago.
- In 2024, we released our new 3-bedroom townhouses at Laurieston Phase 3, and they soon reserved and moved into their brand new 3-bedroom townhouse for £325,000.
- Despite having moved 3 times, they enjoyed living on the Laurieston Living development so much that anytime they required to move, they decided to stay within the development and community.



PARTNERSHIP

- Partnership is at the core of our success.
- We work closely with local authorities, housing associations, contractors, and communities to make regeneration happen.
- Collaboration is how we achieve scale and long-term impact.



COMMUNITY ENGAGEMENT

- Community Space
- Food Bank
- Partnership with Colleges
- Local Schools
- Antisocial Behaviour
- Pride & Place



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THANK YOU ...

**WE LOOK FORWARD
TO YOUR QUESTIONS**



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