

CASE STUDY

Transforming the Treneere Estate: Social Value and Retrofit in the South West

Constructing the Gold Standard Case Study

August 2025



Project Summary

The Treneere Estate project in Penzance delivered refurbishment works and improvements to 300+ homes through South West Procurement Alliance's Whole House Refurbishment & Associated Works (WH2) Framework. Partnering with LiveWest and Westcountry Maintenance Services (WMS), the project focused on improving energy efficiency, community engagement, improving the safety, functionality, comfort and aesthetics of the housing, with embedded social value throughout the entirety of the project. Guided by Gold Standard principles, the project aligned strategic procurement with long-term impact - achieving improved housing, community spaces, and sustainable outcomes while working collaboratively with local residents and SMEs. This is a clear example of the Gold Standard in action.



Participants

- **Framework Provider:** South West Procurement Alliance (SWPA), part of LHC Procurement Group
- **Client:** LiveWest
- **Contractor/SME:** Westcountry Maintenance Services (WMS)
- **Community Partners:** Treneere Residents, Treneere Team Spirit Residents Association (TTS), Whole Again Communities (WAC), Trelya, WMS & LiveWest
- **Supply Chain:** Regional South West suppliers and tradespeople

Challenges

- Treneere Estate is a mixed tenure estate with over 400 homes, which were run down, outdated and not fully serving the community anymore. Built in the 1930s, the estate had faced many challenges throughout previous years and is home to communities facing economic barriers.
- The housing within the estate needed new roofing, doors, windows, to not only improve and update the look and feel of the estate, but also increase safety, security and energy efficiency.
- The housing also needed external works and decoration, to revive the community, maintain the housing to a high standard and improve the surrounding environment.
- The Treneere Estate communities and groups lacked funding and support to help residents who greatly needed social and economic support and also needed to build contractor confidence.
- The refurbishment and maintenance works on the estate needed to commence as a matter of urgency, in order to provide the community with the fit-for-purpose accommodation and functional housing they needed.

Solutions

- LiveWest were able to procure the refurbishment works and maintenance for the Treneere Estate by utilising SWPA's Whole House Refurbishment & Associated Works (WH2) Framework which provides an efficient, value for money procurement route to deliver important refurbishment, improvement and modernisation projects that ensure buildings are well maintained and improves the lives of tenants and occupants within them. This particular framework allows for a flexible and efficient approach allowing additional works to be procured through multi-disciplinary lots, enabling WMS and LiveWest to tailor individual works to the differing needs of the housing on the estate.
- WMS, utilising LiveWest's Social Value goals, drastically improved the sense of community and resident engagement within Treneere. This was achieved by reinvigorating the look and feel of the estate, as well as through resident engagement. Before the project had officially kicked off WMS held "meet the team" days where they invited all of the residents to attend, fostering a transparent and supportive approach.
- WMS removed and installed 701 windows, removed and installed 68 doors, completed external works and decorations on 250 properties, and improved and replaced roofing, as well as installing and replacing rainwater goods. The huge scale of these refurbishment works ensured that the residents living within the estate had increased security, energy efficiency, safety and comfort.
- To revive and improve the surroundings and environment within Treneere, WMS held two community clean up days, and invited residents to put their refuse kerbside, that they'd otherwise not been able to dispose of. WMS sectioned the items out, recycling where possible, and disposing of the items to provide a cleaner and better environment on the estate. WMS also worked with Treneere's Whole Again Community Group to improve the communal outdoor and green spaces, building raised planters so the residents could plant their vegetables and fruit, improving sustainability and community spirit.
- In partnership with LiveWest, WMS along with volunteers from the estate, fixed the leaks at the Penzance Foodbank, and installed a new garage door on the food storage facility. WMS also made donations to the Treneere Team Spirit's Children's Christmas Party, ensuring every child on the estate received a Christmas present.
- To improve the economic infrastructure and education opportunities within Treneere, WMS held team interviews on the estate with the hope of recruiting people from the local community. A great example of this is WMS' employment of a local individual who not only joined WMS to work on the refurbishment works at Treneere, but was also enrolled at Cornwall College for an apprenticeship, enabling him to qualify with an NVQ.
- Along with completing the refurbishment, maintenance and modernisation works successfully and to a high quality, WMS and LiveWest also took great time in listening to and engaging with the residents, which improved the community. An example of this, was WMS restoring the community's Memorial Garden, put in place to honour a much-loved resident.



Key Learning Points

- Collaborative planning with local SMEs and residents delivers better outcomes.
- Embedding social value at every stage maximises community engagement.
- Regional framework support is essential for effective risk and delivery management.
- Gold Standard principles foster trust, transparency, and tangible results.
- Fast, compliant procurement enables timely response to social and environmental needs.

Implementing the Gold Standard

Recommendation	How was it applied?	Impact
R.3: Require that all public sector construction frameworks prioritise safety, net zero carbon and the Compact with Industry.	The project improved energy efficiency and reduced resident energy costs, supporting net zero goals. The framework allowed for LiveWest to procure works with SWPA's Appointed Company WMS, who are a family-owned contractor, employing local labour who have a passion for the South West communities, and a thorough understanding of the region's needs.	Safer, homes with reduced energy costs. 701 new windows and 68 new doors, improved the safety of the properties, and their energy efficiency. Ensuring the properties were modernised and improved to a high standard.
R.5: Create contractually binding Gold Standard action plans to convert framework objectives into actions and timetables that deliver improved economic, social and environmental outcomes	Social value action plans included landscaping, community garden builds, and youth engagement. The Framework ensures that the Appointed Companies, such as WMS, implement social value throughout their works, as a standard requirement. SWPA's frameworks ensure that their suppliers reflect their ethos and place great importance on improving economic, social and environmental within local communities.	Tangible social value impact including community clean-ups, planting areas, and local events. This is evidenced in WMS working within the Treneere Estate communities, and specifically with six individual groups and initiatives: Trelya Charity, Cornwall College, Whole Again Community Centre, The Penzance Foodbank and the Treneere Team Spirit & Residents Association.
R.6: Invest in framework management that demonstrates value for money for clients and suppliers	Framework management included active regional oversight from SWPA and client collaboration throughout. The framework was designed to provide public sector organisations with the ability to tailor the scope of work and delivery of projects, through either individual specialisms or the multi-disciplinary lots.	Strong collaboration led to smooth delivery and high satisfaction from all parties. This is demonstrated through the incredible amount of community engagement and positive resident feedback. Additionally, the ability to tailor the scope of work allowed for a wide range of refurbishment works to be carried out successfully and efficiently.
R.7: Capture improved value by identifying SME strengths and use Supply Chain Collaboration systems to maximise social value	WMS was engaged early to co-develop solutions, allowing for flexible delivery across a variety of homes. WMS is one of SWPA's trusted and reliable Appointed Companies, who SWPA have enjoyed a longstanding relationship with. WMS is based in the South West, with a sustainable approach to growth, employing local labour through an established approved and supply chain.	Positive local supplier relationships fostered longer-term collaboration. SWPA's relationship with WMS reflects a shared ethos of investing in the local economy, improving supply chains and skills in the South West. Alike to SWPA, WMS has built a strong reputation in the South West and is passionate about engaging with Clients and the community, to provide a positive outcome for all.

Implementing the Gold Standard

Recommendation	How was it applied?	Impact
R.16: Assess and control the costs of framework deliverables through the use of evidence-based benchmarks and whole life Cost Models	Framework ensured transparent pricing and performance tracking, with outcomes measured against agreed benchmarks. The project value bands have been separated to provide an equal opportunity for suppliers of all sizes to perform works and services that match their suitability.	Transparent procurement improved trust and delivery performance. This approach has created opportunities for SMEs to participate in this framework and secure suitable projects while ensuring fair and transparent competition.
R.17: Integrate the mutual commitments of framework providers, clients, managers and suppliers through the terms of a Gold Standard framework alliance contract	Joint planning and risk management allowed works to be customised and delivered without delays. SWPA’s Added Value Services offering brings together the Clients and Suppliers, who can both benefit from SWPA’s resources.	Transparent procurement, improved trust and delivery performance. As part of SWPA’s Added Value Services package is SWPA’s Technical Support, available throughout the entirety of the project, providing support for both the Client and Supplier, providing guidance on project scope, objectives, and strategies, advice on pricing and procurement, and assesses frameworks and appointed companies for suitability, to ensure the best possible partnership to deliver successful and high-quality project outcomes.
R.21: Recommendation 21: Evaluate proposals for frameworks and call-offs proportionately and consistently using balanced criteria that include quality, social value and net zero GHG emissions	Embedded social value initiatives directly benefited the local community, aligning with LHCPG’s Social Value Strategy. Through the strategy we have identified social value priorities which need to be achieved throughout the lifetime of the projects, which will leave a long-lasting impact. These priorities include social mobility, individual wellbeing and the planet & environment. Through this approach SWPA identifies key aspects which need support and improvement in the South West communities.	The outcome of the application of LHCPG’s Social Value Strategy is evident in WMS’ hugely positive outcomes within the Treneere community. Procurement through SWPA’s framework ensure social value initiatives are delivered through community projects, and SWPA places a strong emphasis on this being implemented as standard throughout the South West.

About the Gold Standard

‘Constructing the Gold Standard’ describes an integrated and collaborative approach to the procurement, contracting and management of frameworks and framework alliances. The government have undertaken to implement all its recommendations.

The Constructing Excellence verification scheme is an objective system for recognising and supporting those public sector framework providers and clients who adopt Gold Standard frameworks, framework contracts and action plans.

References

<https://constructingexcellence.org.uk/constructing-the-gold-standard-verification-scheme/>

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1041002/Constructing_The_Gold_Standard_Final.pdf

<https://www.swpa.org.uk/news/case-studies/aspire-treneere-and-social-value/>

