

Rethinking an Old Problem: Innovation in Housing Supply and Demand

18 September 2017, 10.00 – 16.00

Granta Centre, Granta Park, Great Abington, Cambridge CB21 6AL

SPEAKER BRIEFING

Thank you for agreeing to participate as a speaker at our 'Rethinking an Old Problem: Innovation in Housing Supply and Demand' conference taking place on Monday 18 September 2017. Please see below your briefing for the event.

If you need any further information, please contact either Hannah Shah or Jayne Cole - contact details below:

Name: Hannah Shah

Senior Manager, East of England LGA

Number 01284 758316 / 07920 257916

Email hannah.shah@eelga.gov.uk

Name: Jayne Cole

Event Coordinator, East of England LGA

Number 01284 758304 / 07500 769751

Email jayne.cole@eelga.gov.uk

1. Background to the event

Everybody agrees that there is a worrying gap between housing supply and demand across the UK as a whole. This has been exacerbated by a reduction in house building over the past 40 years and has far reaching consequences over housing affordability; a 'generation rent'; and rising homelessness.

This situational predicament now needs radical rethinking and councils must be at the heart of these strategies. There is a need for greater innovation to bring forward sites for development, advance quantity, affordability and quality of developments, improve local authority planning services, as well as a need to get ahead of the curve by gaining a better understanding of future demand, such as growth and commuting patterns.

This event aims to support councils in the East of England in rethinking the old problem of housing supply and demand. The event will bring together leading thinkers and expert advisors to discuss what works, identify future trends, stimulate debate and thinking about how to tackle the challenges and identify opportunities for improvement.

Delegates attending this event will have an opportunity find out more about the innovations available to councils, how these are already being used by councils to improve their planning functions, as well as how working more collaboratively with developers and wider partners can deliver on local plans and increase the housing supply vital for successful local communities.

Objectives:

- Increase understanding around key housing supply and demand challenges
- Share good practice around innovative approaches and partnership work that are effective in delivering housing ambitions.
- Identify where there are opportunities for further innovation and greater collaboration locally and regionally

Delegate profile:

The intended audience is senior officers with a responsibility for Housing, Planning and economic growth / Elected members with responsibility for Planning, Economic Growth and Housing.

A current delegate list is included as Appendix A. We are expecting an audience of around 60 delegates.

Programme with speaker notes:

Time	Item
09.30	Registration and Refreshments
10.00	<p>Introduction and Welcome Cllr Peter Topping, Leader, South Cambridgeshire District Council</p> <p><i>Speaker notes: Detailed chairman notes will be sent closer to the event date</i></p>
10.15	<p>Getting Business Ready Natalie Elphicke OBE, Chief Executive, The Housing & Finance Institute</p> <p><i>Speaker notes: 25 minutes with a dedicated question and answer session at 11.40. The session will cover the Housing Finance Institute's Housing Business Ready programme and how councils can address their housing challenges.</i></p>
10.40	<p>Activating Partnerships Stephen Hills, Director of Housing, Cambridgeshire and Peterborough Combined Authority</p> <p><i>Speaker notes: 20 minutes with a dedicated question and answer session at 11.40. The session will cover the role of partnerships in unlocking housing delivery, particular focussing on examples of where partnerships lies at the heart of delivery and the role of new combined authority.</i></p>
11.00	<p>The Role of Developers in Unlocking Delivery James Stevens, Director for Cities, Home Builders Federation</p> <p><i>Speaker notes: 20 minutes with a dedicated question and answer session at 11.40. This session will look at what the role of developers is in addressing the barriers to housing delivery, particularly focusing on challenges and solutions.</i></p>
11.20	<p>Addressing the Skills Gap Joanne Lancaster, Managing Director, Huntingdonshire District Council</p> <p><i>Speaker notes: 20 minutes with a dedicated question and answer session at 11.40. This session will address what the barriers and solutions are to addressing the skills gap to meet housing ambitions, particularly focusing on challenges and solutions.</i></p>
11.40	Question and answer session (for all morning speakers)
12.00	Lunch
12.50	<p>A Digital Age for Housing Dr Sebastien Weise, Lecturer in Digital Civics, School for Architecture, Planning, and Landscape at Newcastle University & Director at PlaceChangers Ltd</p> <p><i>Speaker notes: 20 minutes with a dedicated question and answer session at 14.10. The session will focus on the future role of digital technology in tackling the challenges of housing delivery.</i></p>

13.10	<p>Creating and Nurturing Innovation in the Sector</p> <ul style="list-style-type: none"> • North Essex Garden Communities Chris Outtersides, Head of Programme – North Essex Garden Communities, Colchester Borough Council • Cubicco Dutch Modular Housing Raoul Voeten, Chief Operations Officer, Cubicco • Advanced Housing Methods Dennis Seal, Housing, Development, Off-Site Construction Consultant, DLS Strategic Ltd <p>Case study facilitators: Each speaker has been allocated 20 minutes (there will be a dedicated question and answer session to follow).</p>
14.10	Question and Answer Session
14.30	Refreshment Break
14.50	<p>Building with Popular Consent Nicholas Boys Smith, Director, Create Streets</p> <p>Speaker notes: 20 minutes with a dedicated question and answer session at 15.45. The session will cover some recent research on why people oppose new housing and how to build with popular consent.</p>
15.10	<p>East of England Migration Review: Understanding the Relationships Between Migration, House Prices and Commuting Professor Christine Whitehead OBE, Emeritus Professor of Housing Economics, LSE</p> <p>Speaker notes: 20 minutes with a dedicated question and answer session at 15.45. The session will present the East of England Migration Review research carried out for the Wider South East (WSE) programme.</p>
15.30	<p>Getting Ahead of the Curve: Preparing for the Challenges of the Future (WSE Programme) Cllr David Finch, Leader, Essex County Council</p> <p>Speaker notes: 15 minutes with a dedicated question and answer session at 15.45. The session will address delegates on the lobbying effort of the WSE Collaboration Programme with particular reference to the work being done to engage the central government on infrastructure and housing challenges.</p>
15.45	Question and Answer Session
15.55	<p>Closing Address Cllr Peter Topping, Leader, South Cambridgeshire District Council</p>
16.00	Close

Event collateral:

A delegate pack will be given out at the event. It will contain:

- agenda with timings
- speaker biographies
- Attendance List
- Feedback form

If you would like any other information included in the pack please let Jayne Cole know as soon as possible.

2. Requirements of speaker

PowerPoint is available if you wish to use it and Jayne Cole can provide any assistance you may need with this. Please let her know if you do plan to use PowerPoint.

The following information is required:

Information Required	Deadline date
Speaker Biography (150 words max)	6 September
Copy of speaker PowerPoint by email	11 September

Please note: After the event presentations will be added to the East of England LGA website and circulated round electronically. If you have a problem with this please let Jayne Cole know as soon as possible

3. Venue Information

Venue Address: Granta Centre, Granta Park, Great Abington, Cambridge CB21 6AL

Room name: Lecture 1 (set out in cabaret)

Website: <http://www.grantacentre.co.uk>

Map and Directions: <http://www.grantacentre.co.uk/find-us/>

Travel: Own arrangements

Appendix A:

Attendance List (as of 06.09.17)

First Name	Last Name	Job Title	Company
Cinar	Altun	Policy and Secretariat Manager	East of England LGA
Catherine	Bicknell	Head of Planning	Tendring District Council
Sally	Bonnett	Infrastructure & Strategy Manager	East Cambridgeshire District Council
Cllr Lynette	Bowers-Flint	Cabinet Member for Planning and Housing	Braintree District Council
Nicholas	Boys Smith	Director	Create Streets
Amy	Broadhead	Project Manager	Greater Norwich Growth Board
Ben	Burgess		Broadland District Council
Simone	Chinman-Russell	Executive Director (Housing & Communities)	Welwyn Hatfield Borough Council
Bev	Covington	Associate	East of England LGA Talent Bank
Cllr Steven	Dixon	Executive Member, Education & Skills	Central Bedfordshire Council
Phil	Drane	Planning Policy & Economic Development Team Leader	Brentwood Borough Council
Cllr Mark	Durham	Leader	Maldon District Council
Debbie	Ealand	Housing Supply Officer	North Hertfordshire District Council
Natalie	Elphicke OBE	Chief Executive	The Housing & Finance Institute
Sean	Evans	Housing Needs Manager	Peterborough City Council
Cllr David	Finch	Leader	Essex County Council
Emma	Foy	Director of Resources	Maldon District Council
Tom	Gardiner	Head of Regeneration	Tendring District Council
Paul	Gayler	Strategic Housing Manager	Maldon District Council

Ellen	Goodwin	Project Manager	Greater Norwich Growth Board
Emma	Grima	Director (Commercial and Corporate Services)	East Cambridgeshire District Council
Duncan	Hall	Housing Services Manager	BC King's Lynn and West Norfolk
Mike	Hammond	Associate	East of England LGA Talent Bank
Cllr Phil	Hardy		South Norfolk Council
Cllr Lynda	Harford	Housing Portfolio Holder	South Cambridgeshire District Council
Louise	Harris	Housing Development and Strategy Manager	East Hertfordshire Council
Jon	Hayden	Corporate Director	Braintree District Council
Cllr Linda	Haysey	Leader of the Council	East Hertfordshire Council
Natalie	Hayward	Planning Policy & Economic Development Team Leader	Rochford District Council
Suzanne	Hemingway	Strategic Director	Cambridge City Council
Stephen	Hills	Director of Housing	Cambridgeshire and Peterborough Combined Authority
Matthew	Hogan	Shared Strategic Housing Manager	South Holland and Breckland Councils
Ingrid	Hooley	Programme Enabling Manager	Central Bedfordshire Council
Cllr Chris	Hossack	Chairman Community & Housing	Brentwood Borough Council
Paul	Hutchinson	Cabinet Member for Strategic Housing	Chelmsford City Council
Tony	Keaveney	Assistant Director Housing Services	Central Bedfordshire Council
Jake	Kelley	Senior Planning Officer	Luton Council
Anne	Keogh	Housing & Strategic Planning Manager	Peterborough City Council
Joanne	Lancaster	Managing Director	Huntingdonshire District Council
Cllr Sara	Mildmay-White	Portfolio Holder for Housing	Forest Heath & St Edmundsbury Borough Council
Rozanna	Millership	Assistant Director Housing Health and Communities	Uttlesford District Council

David	Moorcroft	Director of Regeneration and Development	Norwich City Council
Phil	Morris	Principal Planner	Norfolk County Council
Jeremy	Morton	Principal Development Manager	Welwyn Hatfield Council
Adam	Nicholls	Planning Policy Manager	South Norfolk Council
Chris	Outtersides	Head of Programme – North Essex Garden Communities	Colchester Borough Council
Ostap	Paparega	Regeneration, Heritage and Economic Development Manager	Borough Council of King's Lynn and West Norfolk
Simon	Phelan	Service Manager (Strategic Housing)	Forest Heath & St Edmundsbury Borough Council
Nick	Porter	Senior Adviser - Housing	Local Government Association
Jeremy	Potter	Planning and Housing Policy Manager	Chelmsford City Council
Trish	Reed	Director	Partnership Solutions Ltd.
Philip	Ruck	Chief Executive	Brentwood Borough Council
David	Scholes	Chief Executive	North Hertfordshire District Council
Dennis	Seal	Housing, Development, Off-Site Construction Consultant	DLS Strategic Ltd
Ben	Smith	Advisor – East of England	Local Government Association
Alison	Spalding	Project Manager - Integrated Care	Hertfordshire County Council
James	Stevens	Director for Cities	Home Builders Federation
Cllr Peter	Topping	Leader	South Cambridgeshire District Council
Cecilia	Tredget	Managing Director	East of England LGA
Julia	Vernon	Housing Business & Partnership Manager	West Suffolk Councils
Raoul	Voeten	Chief Operating Officer	Cubicco
Cllr Ian	Ward	Portfolio Holder for Planning	Rochford District Council

Phil	Warren	Community Housing Manager	Southend Borough Council
Dr Sebastian	Weise	Lecturer in Digital Civics	Newcastle University
Dave	Wells	Housing Developments Officer	Stevenage Borough Council
Professor Christine	Whitehead OBE	Emeritus Professor of Housing Economics	LSE
Cllr Nigel	Young	Executive Member, Regeneration	Central Bedfordshire Council
Sev	Zacharia	Business Manager	Watford Borough Council