



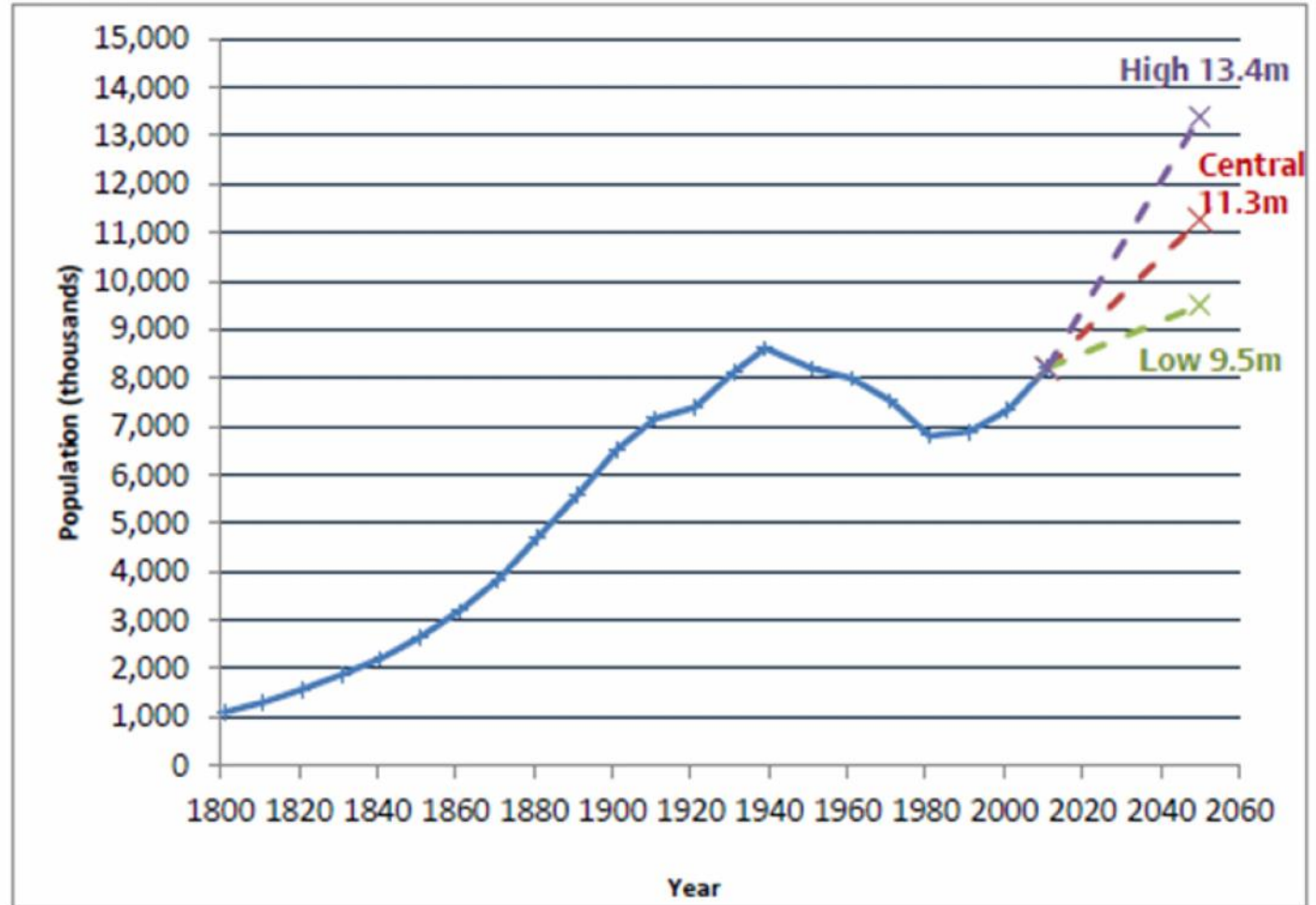
The 50,000 Homes Campaign
Steve Cole, Housing Programme Director,
London First

**LONDON
FIRST**





Figure 1: London's population (actual and projected)





House building in London since 1961

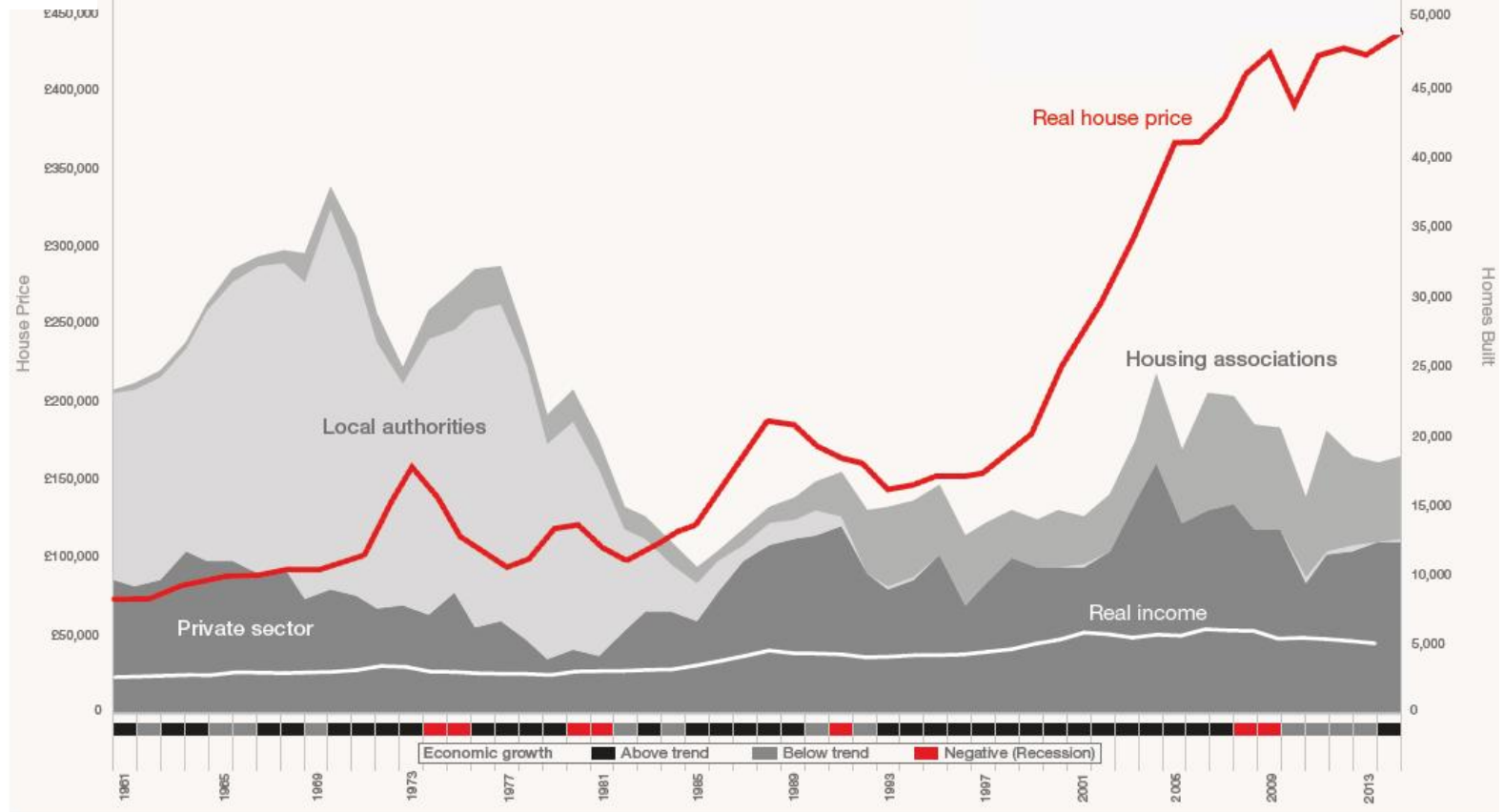




FIGURE 1

Annual housing delivery shortfall

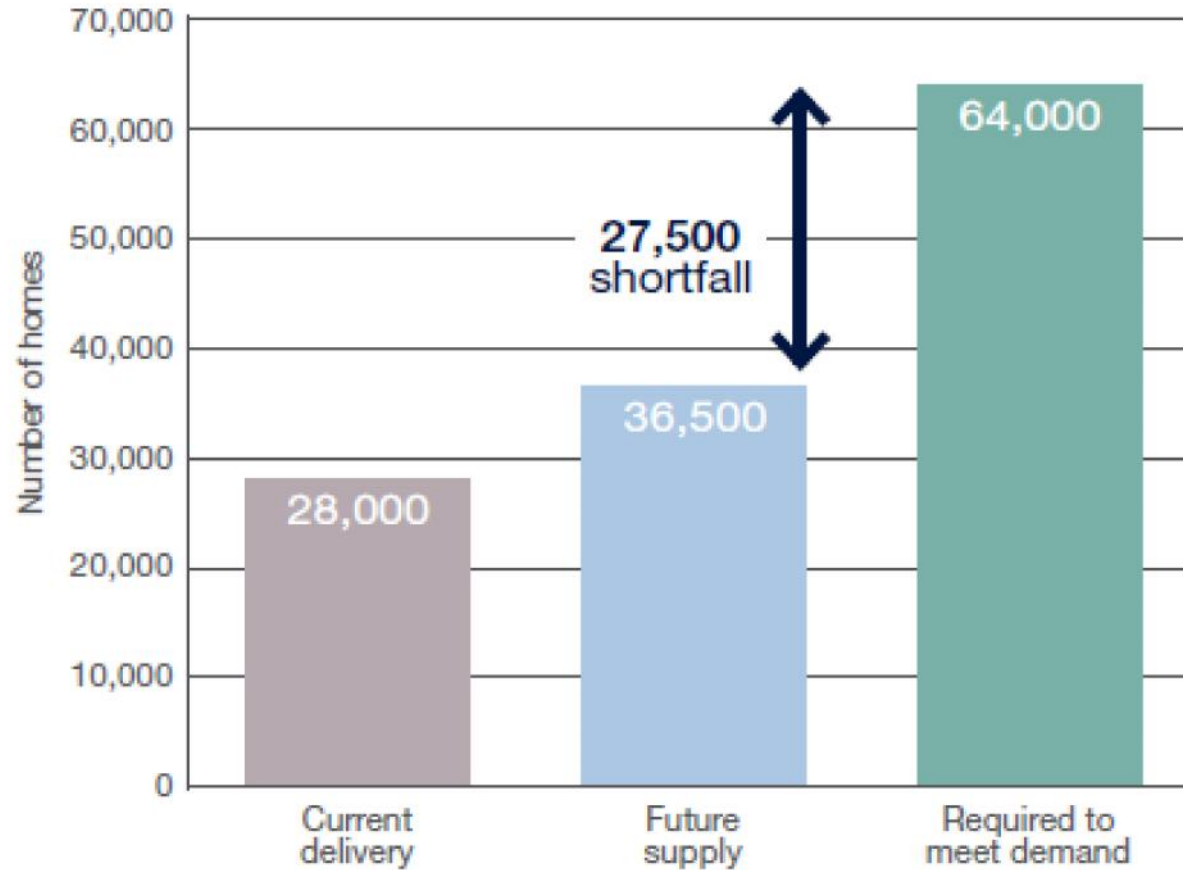
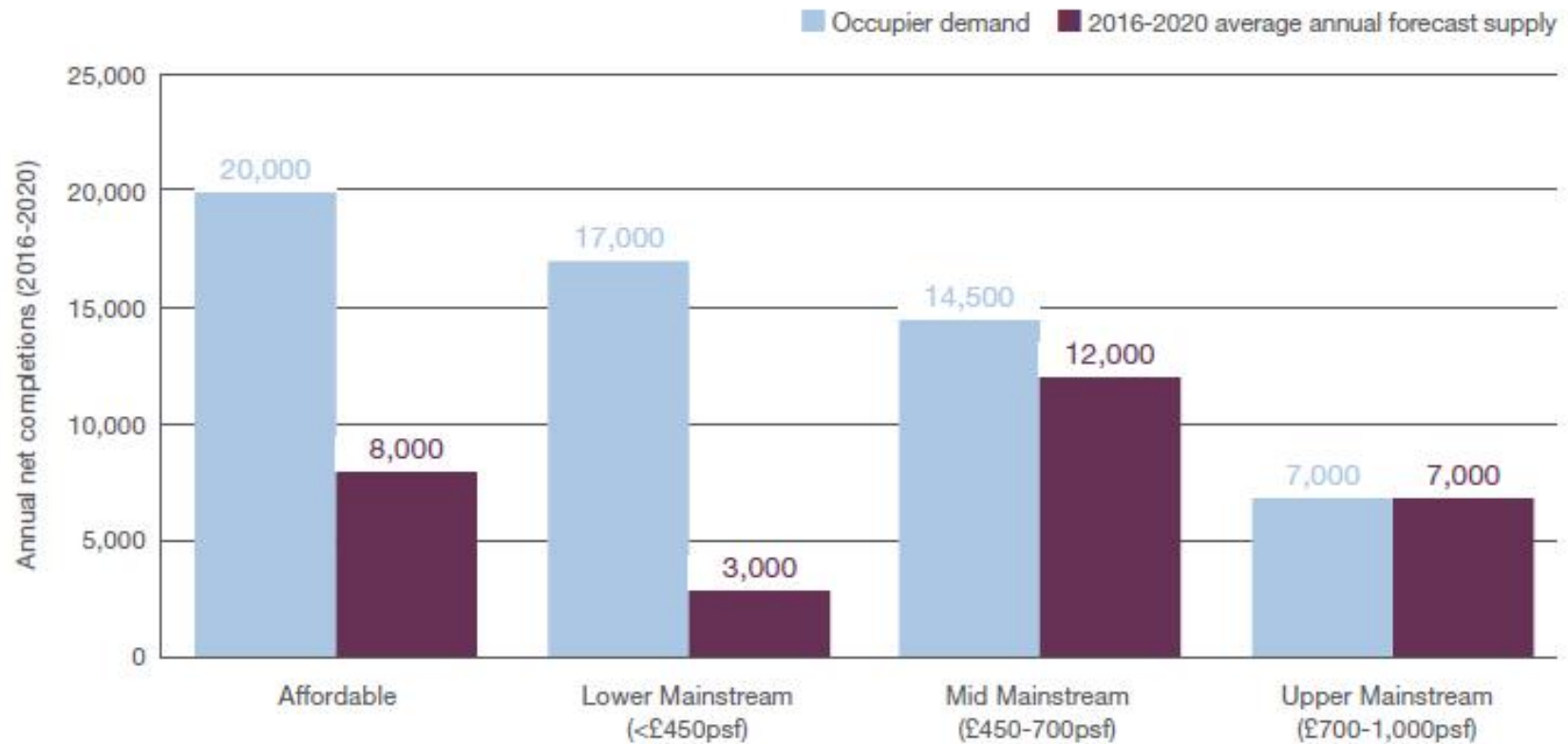


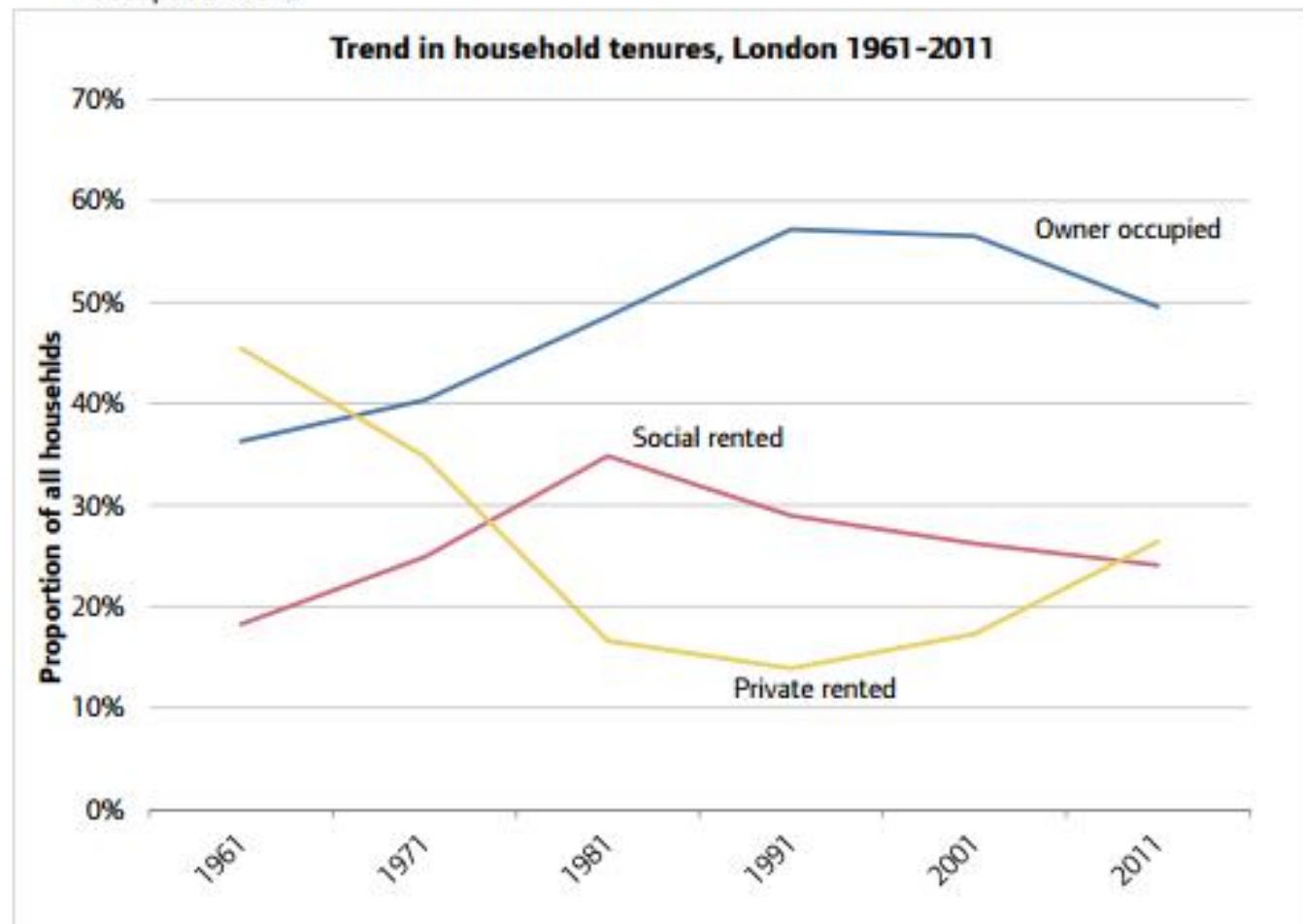
FIGURE 2

London supply and demand by price band



Source: Savills Research

1.3. Private renting, once the largest tenure in London, is rising rapidly again while owner occupation falls



Solutions





1 Release more land

- From regenerating existing estates and making use of empty and unloved spaces to identifying public land for new housing;
- the Mayor is fast-tracking 75 sites across 300 acres of TfL land that could deliver up to 10,000 new homes;
- the NHS, the Ministry of Defence and Network Rail should also examine their address books and propose where new homes could be built;
- and the government should empower the Mayor of London to take the lead and make this happen for London.


2 Set housing targets

- Give London's boroughs housing targets they must (and can) hit;
- too many London boroughs are falling short of their house building targets;
- we need 50,000 new homes each year, but are only building half;
- the Mayor should provide stronger financial incentives for boroughs to meet London's housing targets – keeping the taxes generated for example;
- and government should support boroughs by abolishing restrictions on borrowing against the value of future housing stock;
- but, for boroughs that consistently fail to hit targets, planning powers should be handed to the GLA.

3 Build smarter!

- A focus on large-scale build-to-rent development will encourage long-term institutional investors and, in turn, deliver more long-term, high-quality homes for tenants;
- London needs an increase in supply across the market - homes for sale, for rent and affordable homes;
- land in London is limited so we should make better use of it;
- compared to Milan, Paris and Barcelona, London has room for a higher density of good quality housing;
- the government should also encourage long-term investment in modern methods of construction;
- the new breed of affordable and eco-friendly modular homes could be part of the solution to our housing crisis.

4 Invest in transport links

- Continue to invest in the transport links that can unlock new housing areas;
 - new connections, like the Northern line and Bakerloo line extensions, will help unlock new areas for people to live and deliver tens of thousands of new homes;
 - Crossrail 2 promises to transform the areas along its route, bringing better connections, more jobs and around 200,000 new homes;
 - London's government needs more control of the taxes raised in the capital, so it can plan, fund and finance the investments this growing city needs.
- 



GREATER LONDON AUTHORITY

Grant Thornton

Optimity

METROPOLITAN POLICE

Transport for London

MAYOR OF LONDON
OFFICE FOR POLICING AND CRIME

LEGACY DEVELOPMENT CORPORATION

OPDC
OLD OAK AND PARK ROYAL DEVELOPMENT CORPORATION

LFB
LONDON FIRE BRIGADE

LONDON FIRST

mace

UK Power Networks

ARUP

Essential Living

GOLIN

THE PORTMAN ESTATE

tim

Pinsent Masons

Westfield EUROPE LTD

WEST LONDON BUSINESS

ANTHOLOGY

LONDON COMMUNICATIONS AGENCY

LONDON & PARTNERS

Dolphin Living

Heathrow

Deloitte.

QUINTAIN

LICHFIELDS

zsaH
Managed Cloud Services

iceni

Hexagon

Shaftesbury

JLL

'...my single biggest priority will be to build thousands more homes every year'

- 35-50% affordable
- Build for Rent
- 50,000 per year target
- Homes for Londoners board
- Viability team
- Design Advocate panel
- Increased density
- Crossrail 2
- Record housing grant



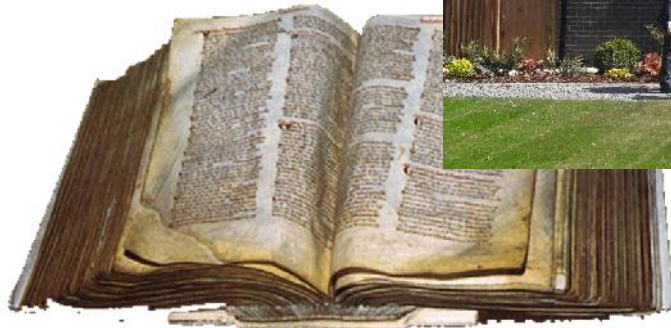


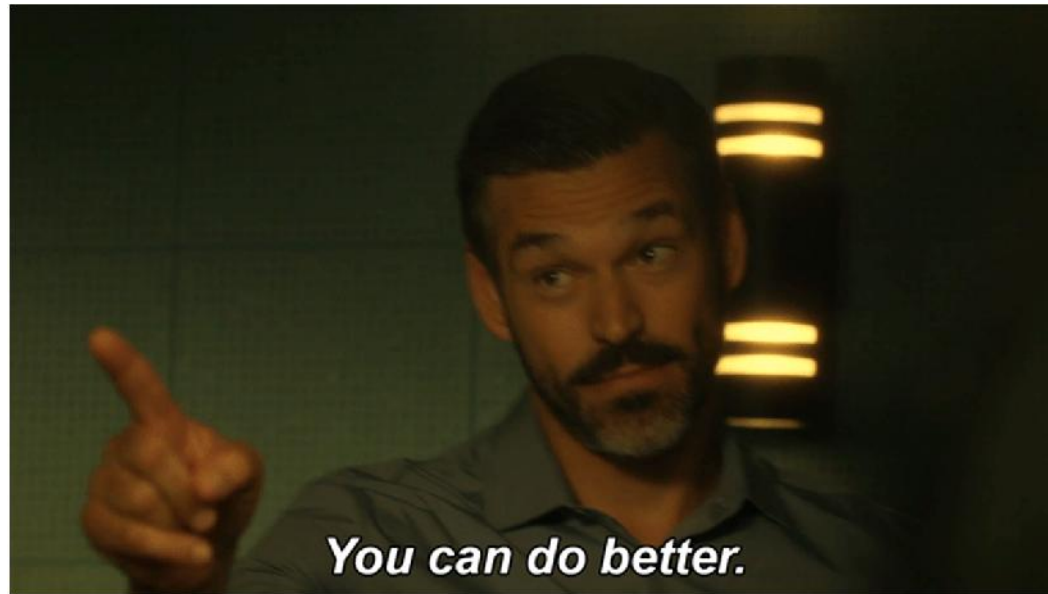


Compulsory purchase



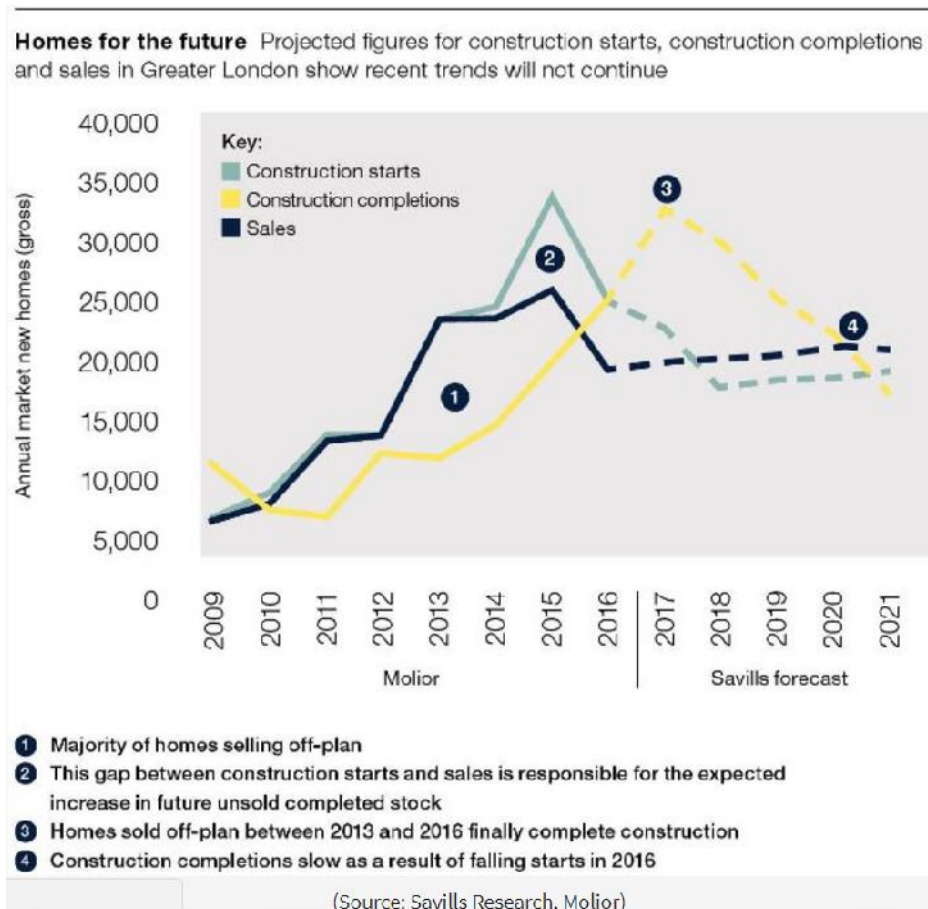
Compulsory Purchase and Compensation
Compulsory Purchase Procedure



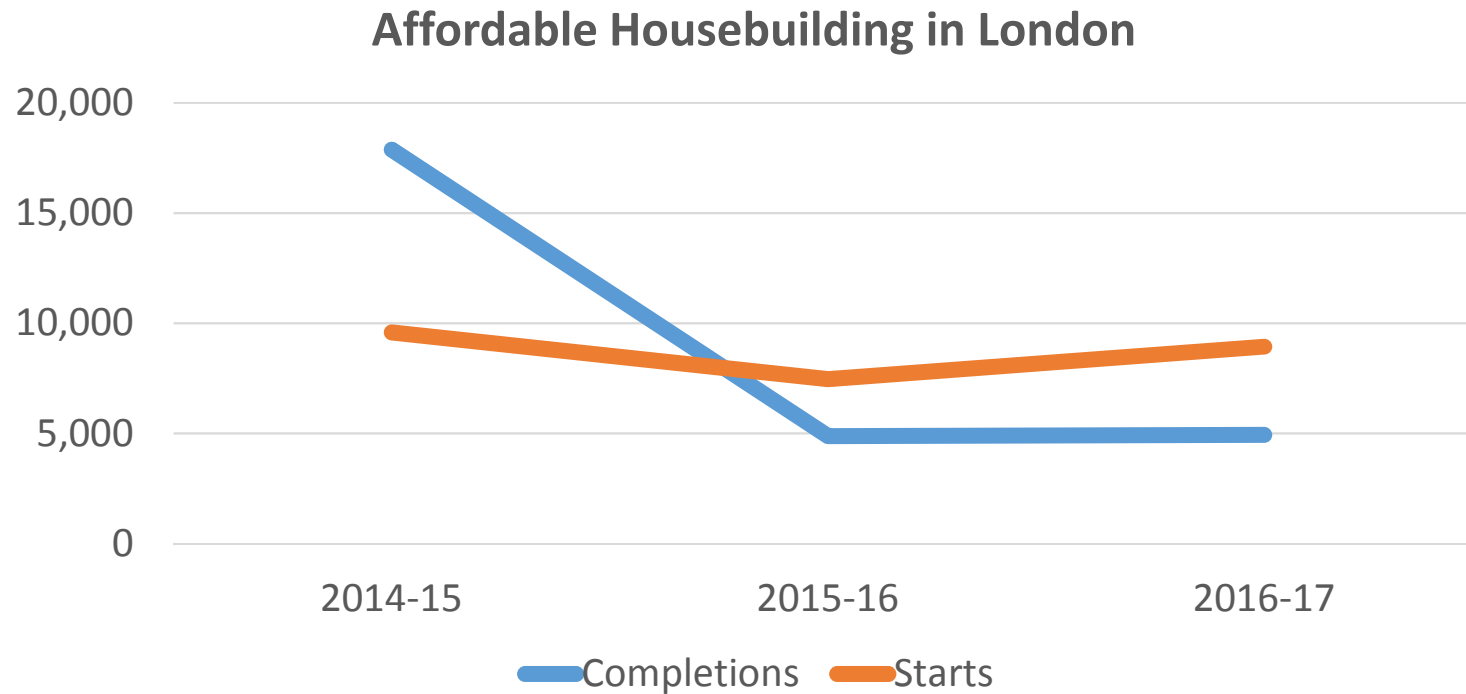


You can do better.

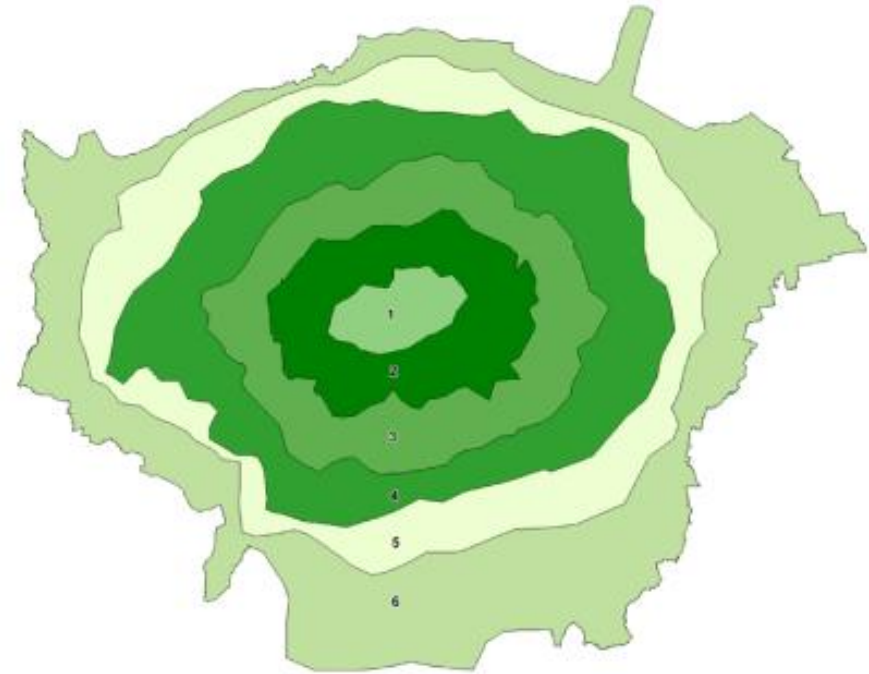
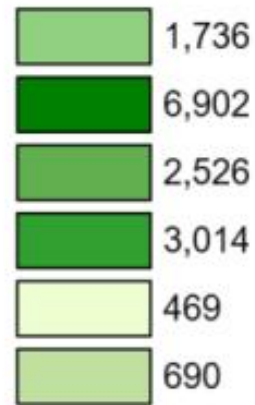
Is this stimulating development?



Affordable Housing



Zones 5-6 are on track to building just 42% of their London Plan target in 2017



#HomeGoals



...with Zones 1-4 projected to substantially exceed theirs

1/3

Homes get lost between
permission and completion
They simply don't get built

#HomeGoals





In Summary

- Welcome the Mayor's focus on housing
- Many good things but more needs to be done
- Multifactorial problem: emphasise need for all parts of the market to deliver the numbers needed
- Need for outer London to do more