Landscape Value: The impact of planning
Delivering Quality at Pace

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Background

- We were first referenced in Government’s Housing White Paper in February 2017
- Chancellor Phillip Hammond included us as part of the November 2017 budget
- We launched in January 2018 at Alconbury, Cambridgeshire
We have a big role to play

Our investment in supply and interventions in the market will help deliver 300,000 homes a year by the middle of the next decade.
We have three initial priorities

1. Build a new organisation capable of responding to the long-term housing challenges facing this country
2. Continue delivery of our existing programmes
3. Accelerate housing delivery over the next few years
What’s different?

**Speed**
We will act differently from our predecessor to accelerate the supply of new homes and address affordability issues.

**Resources**
We will use our land, finance and expertise to expand the delivery of affordable new homes and connect ambitious partners to remove barriers to house building.

**Quality**
We will take the lead in delivering better quality homes and great places that set the bar high for others.
What’s different?

Bespoke approach
We will offer a bespoke mix of direct capital grant and financial transactions to move supply.

Commercial
We will develop a new commercial approach to acquiring and developing land in areas of high demand.

Powers
If needed, we can also use our planning and compulsory purchase powers to help willing partners build more homes more quickly.
Two propositions

Championing Design Quality and Landscape VALUE should not be an ‘exception’ but a ‘norm’...

The ‘cost of quality’ is the expense of doing things wrong.
5 components for success

- Shared Vision
- Collaboration
- Governance
- Value Creation
- Long Term Stewardship
4 actions to make it happen

Lead from the front

Clarity and Consistency

Balancing Cost Vs. Value

Embedding Pace + Agility
3 key differentials

Wider Stakeholder Engagement

Changing ‘Hearts and Minds’

Joining the DOTS
Two takeaways

Focus on the ‘value proposition’ linked to quality of life

Delivery with ‘pace and quality’ will need an holistic multi/ interdisciplinary approach of all built environment disciplines urban design, landscape, planning, surveying, funding... and many more
Thanks

Any questions?
Get in touch if you’d like to talk in more detail.

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