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Tuesday 18th September 2007
Holiday Inn, Birmingham B5 4EW

DELIVERING PPS3 & AFFORDABLE HOUSING

Action planning to deliver a sustainable future supply and quality homes



Expert speakers include:

Michael Clegg, Head of Policy Analysis & Planning, **Housing Corporation**

Peter Ruback, Divisional Manager – Affordable Housing Division, **CLG**

Ed Watson, Programme Manager, **Planning Advisory Service**

Shelagh Grant, Chief Executive, **The Housing Forum**

Representative from the Callcutt Review Team

Janet Dean, Strategic Housing Adviser, **IDeA**

To register - www.lgc-affordablehousing.co.uk

Tel: 0845 056 8341 **Fax:** 020 7505 6001 **Email:** lgconferences@emap.com





DELIVERING PPS3 & AFFORDABLE HOUSING

Action planning to deliver a sustainable future supply and quality homes

Ensuring affordable housing is one of the most fundamental ways to serve your community. It requires informed planning and skilful delivery. The stakes are high but the opportunities for local development are even greater. Learn how best to manage the mammoth task ahead and ensure you are on track to deliver all the aspects of this ambitious, essential project.

Building homes and strong communities

Local Government Chronicle's national conference has been designed for professionals in housing and planning to showcase the latest projects and share insights into affordable housing delivery.

Gain definitive practical guidance on the full range of affordable housing work – from successful PPS3 implementation and beyond. With tough targets and rising demand there is immense pressure on you to deliver. Learn how to achieve strong planning, partnerships and project management.

Shared goals for sustainable local development

Get the detail you need from our expert speakers focusing on specific policies, priority areas and what they mean for you. Learn from your peer authorities piloting a range of innovative projects across housing and planning. Benefit from the opportunity to choose specialised surgery sessions, tailored to the context and needs of your local area.

Topics covered include:

- Next steps for PPS3 in the context of wider housing initiatives and local plans
- Achieving effective and thorough assessments to identify demand and needs
- Planning for housing - developing a robust and realistic implementation strategy
- Managing delivery and ensuring supply of affordable housing
- Cementing partnerships in housing and planning
- Monitoring and managing performance to meet quotas and targets – locally and nationally
- Finance, funding and capacity for affordable housing programmes

Attend this conference to engage with the key issues and stakeholders involved in all areas of affordable housing work. Our varied and interactive format will help you make the contacts and get the answers you need. Specialised surgery sessions, expert presentations, round table discussion and in-depth question sessions offer the opportunity to share solutions.

It is a national priority and your local responsibility to respond to your community's housing needs. Don't fail to deliver and plan for the future.

Who should attend?

Local government planning and housing professionals including:

- Directors, Managers and Officers in:
 - Planning Policy
 - Planning Services
 - Development Planning
 - Spatial Planning
 - Building & Development Control
 - Regeneration
 - Strategy & Policy
 - Housing Planning
 - Housing Strategy & Development
 - Affordable Housing
- Consultants in Planning, Development & Housing
- Architects & Developers

Sponsorship and exhibition opportunities

For information on sponsorship and exhibition opportunities please contact:

Rebecca Burgess
Sponsorship Sales Executive
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Email: rebecca.burgess@emap.com

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- 08.30 Registration and refreshments
- 09.30 **Chair's opening remarks**
Peter Lee, Director
Centre for Urban and Regional Studies
- 09.40 **Achieving an effective and thorough assessment: Drawing together housing demand, need and land availability**
- Building a detailed picture of information to provide a strong evidence base for future priority areas
 - Strategic Housing Market Assessments: Developing a consistent approach and methodology in line with national guidelines whilst collating specialist local information
 - Designing an assessment action plan: Utilising existing secondary data and identifying where updates or new surveys are required in targeted areas
 - Looking beyond borough boundaries: Exploring opportunities for assessment collaboration and using external expertise for wider and more efficient research
 - Assessing concrete data with flexible market trends and predictions
- Stephen Catchpole**, Chief Executive
Cambridgeshire Horizons
- 10.00 **Planning for housing: Developing a robust and realistic implementation strategy**
- Ensuring consistency and compliance across local and regional planning and housing strategies: Making PPS3 compatible with your LDF, Core Strategy and RSS
 - Identifying and linking priority areas: Distinguishing between acute need and aspirational housing demand
 - Balancing strategic priorities with practical considerations: Aligning the economics of what is possible and affordable with local thresholds, risk assessments, etc.
 - Developing a robust and flexible framework against which investment decisions can be made
 - Responding to market forces: Integrating flexibility into planning to deliver strategic affordable outcomes
 - Allocating resources across multiple projects to deliver VfM
- John Ironside**, Development Manager
North Hertfordshire District Council
- 10.20 Questions and answer session
- 10.30 Morning refreshments
- 11.00 **Managing the delivery of affordable housing**
- Evaluating how local planning systems can work most effectively to deliver new homes
 - Evidencing a sufficient range of type and tenure of housing for community needs
 - Delivering a sufficient future supply of land on specifically identifiable sites whilst minimising risk to greenbelt land and excluding windfall sites
 - Negotiating with developers to secure cost-effective supplies and reducing the burden of bureaucracy and regulation in planning
 - Effectiveness over cost: Achieving greater results and real value for money in contracts
 - Achieving greater clarity and consistency in partnership to work better and negotiate with developers
- Matthew Gough**, Housing Strategy & Development Manager
Medway Council
- 11.20 **KEYNOTE SPEECH**
- Next steps for PPS3 in the context of wider affordable housing initiatives and local development plans**
- Affordable housing: The national policy position and government vision
 - PPS3's framework for delivery: Confirming the status, timing and direction of specific areas
 - Regional interaction: Reconciling multiple national targets with specific local priorities and contexts
 - Achieving greater capacity for supply and demand of deliverable sites in line with market forces
- Peter Ruback**, Divisional Manager – Affordable Housing Division
Communities and Local Government
- 11.40 Questions and answer session

- 11.50 **SURGERY SESSIONS** (delegates to choose one session)
- These workshops offer the opportunity to specialise and explore approaches to development projects in a specific local area. Identify key solutions, share insight, advice and best practice through discussion tailored to your local context and needs.
- A RURAL HOUSING PROGRAMMES**
- Catherine Hinton**, Housing Strategy & Research Officer
Shropshire & Hereford Housing Officers Group
- B HIGH GROWTH DEVELOPMENT AREAS**
- Adrian Knight**, Project Manager - Strategic Developments
Stevenage Borough Council
- 12.30 Lunch
- 13.30 **INTERACTIVE ROUNDTABLE DISCUSSION & FEEDBACK**
- From consultation to collaboration: Cementing partnerships in housing and planning**
- Session objectives:**
1. Map the key partnerships in housing and planning. Explore the findings of the Strategic Housing Programme Skills Audit focusing on partner and stakeholder relations
 2. Identify the primary barriers to effective collaboration
 3. Generate ideas and practical solutions for overcoming these barriers: Implementing better working practices between agencies, developers and partners
 4. Share examples of good practice and gain an understanding of what makes partnerships work well. Analyse several case studies identified in the IDeA's Strategic Housing practice guides
- Lead Facilitators:**
Janet Dean, Strategic Housing Adviser, **IDeA**
Ed Watson, Programme Manager, **Planning Advisory Service**
- 14.15 **The future regulation of housing: Monitoring and managing performance to meet local and national quotas and targets**
- Understanding housing markets
 - The role of housing in place shaping
 - The local delivery chain: Making it work
 - Comprehensive Area Assessment: The housing dimension
- Roy Irwin**, Chief Inspector of Housing
Audit Commission
- 14.35 Question and answer session
- 14.45 Afternoon refreshments
- 15.15 **Investment in affordable housing in new organisational structures**
- Priorities for the National Affordable Housing Programme 2008-11
 - Housing Corporation responses to PPS3: Ensuring alignment of grant and planning obligation contributions; securing the land pipeline for affordable housing in the medium term
 - Investment in affordable housing in the Communities England context
- Michael Clegg**, Head of Policy Analysis & Planning
Housing Corporation
- 15.35 **The Developer approach: Key levers and barriers affecting affordable and innovative housing delivery**
- How market forces affect and constrain developers and determine their priorities
 - Developing greater flexibility to solidify partnerships and a greater joint approach to deliver more affordable housing
 - Devising local area strategies to maximise the wider economic benefits of local housing development
 - How local authorities can work with business to develop local housing strategies
- Shelagh Grant**, Chief Executive
The Housing Forum
- 15.55 **CLOSING KEYNOTE SPEECH**
- An update on the Callcutt Review of housebuilding delivery**
Representative from the Callcutt Review Team
- 16.15 Question and answer session
- 16.25 **Chair's closing comments and conference ends**

