



Homes &
Communities
Agency

Thriving communities,
affordable homes



INVESTING NATIONALLY

Delivering
Locally



A Brave New World
Terry Fuller

18 March 2011

Content

- Objectives
- Structure
- Leadership
- Customers
- Delivery



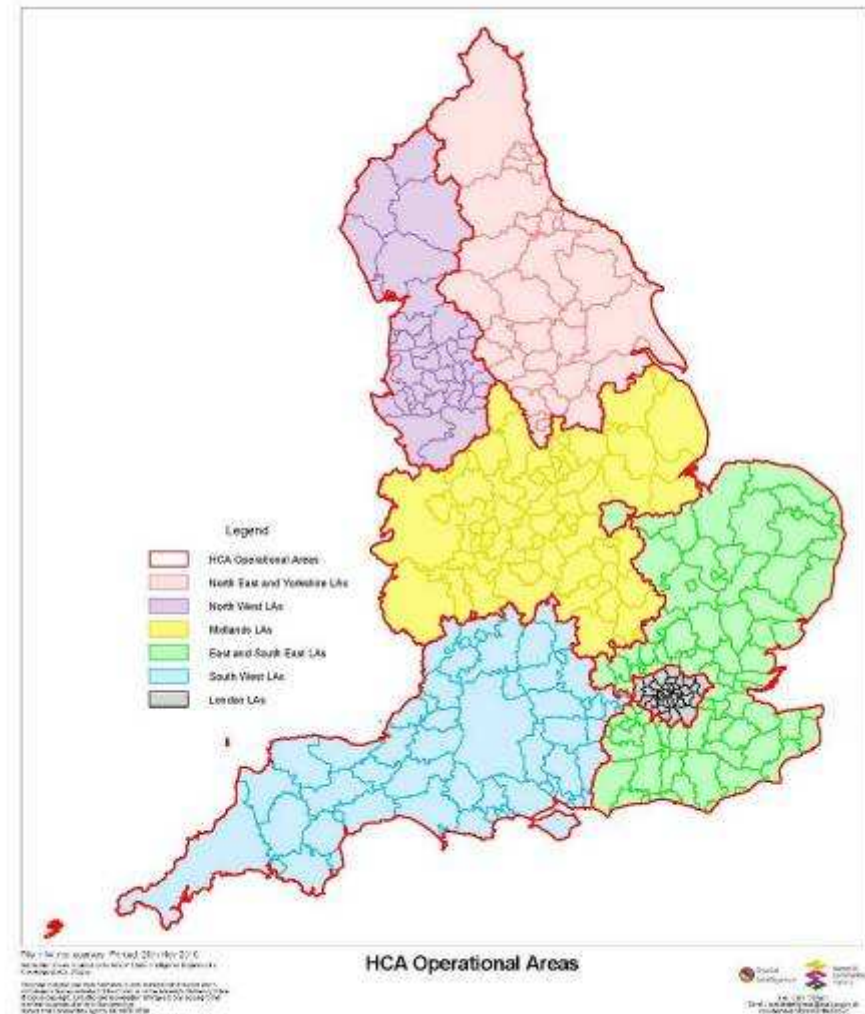
Objectives



- Increase housing supply
- Increase affordable housing
- Regeneration
- Existing stock

Structure & Role

- Smaller HCA
- 6 local areas
- Transparency
- Enabling
- Investing
- Supporting
- Regulation
- Localism



Leadership – the key to change

- Whole industry change
- Public Sector changing
- Empowered by Government

- 3 key features
 - Forward Looking
 - Honest
 - Inspiring





Leaders lead to the extent that they are role models for the change they aim to make and the values they aim to instil.
Tom Peters



Partnership Spectrum

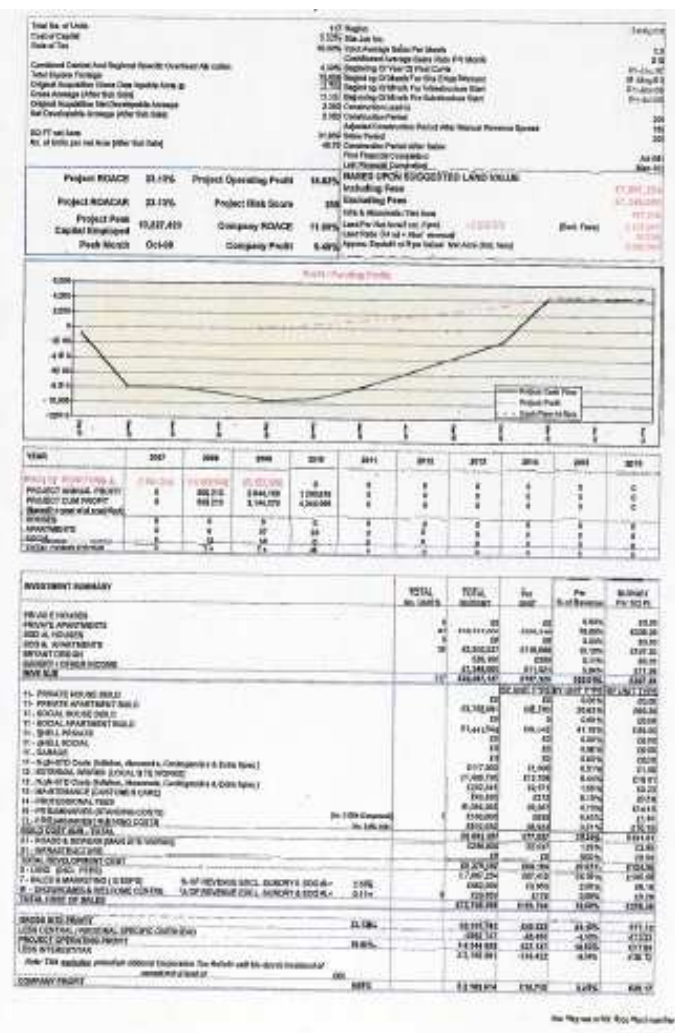


- **1 - 2: Transactional Service Provider**
“We provide efficient responses to requests for products or services.”
- **3 - 4: Excellent, Preferred Service Provider**
“We provide distinctive and different responses to requests for products or services.”
- **5 - 6: Professional Expert**
“We take the initiative to provide relevant and focused educational inputs that add value to the customer, and demonstrate our understanding of their issues.”
- **7 - 8: Trusted Advisor**
“We provide the customers with advice and pertinent recommendations which they value. When this role is well established, we are able to encourage the client to stretch their ambitions.”
- **9 - 10: Partner**
“We participate in business planning activities, becoming partners in what may be radical new departures for us and for the customer.”

More for Less *and* Different 1.



- Better Value from NAHP
- Viability assessments
- Master planning
- Public Sector land
- Supporting s106 negotiations
- Brokering
- Business Planning
- Procurement
- Mortgage lenders
- Training and Capacity building



See Notes on Page 10 of this report

More for Less and Different 2.

- Policy Guidance
- Legal Expertise
- Project Management
- Design and Sustainability
- Gypsy and Traveller
- Signposting/Sharing good practice
- Financial Options
- New Investment Models
- Existing stock
- Reinvest locally

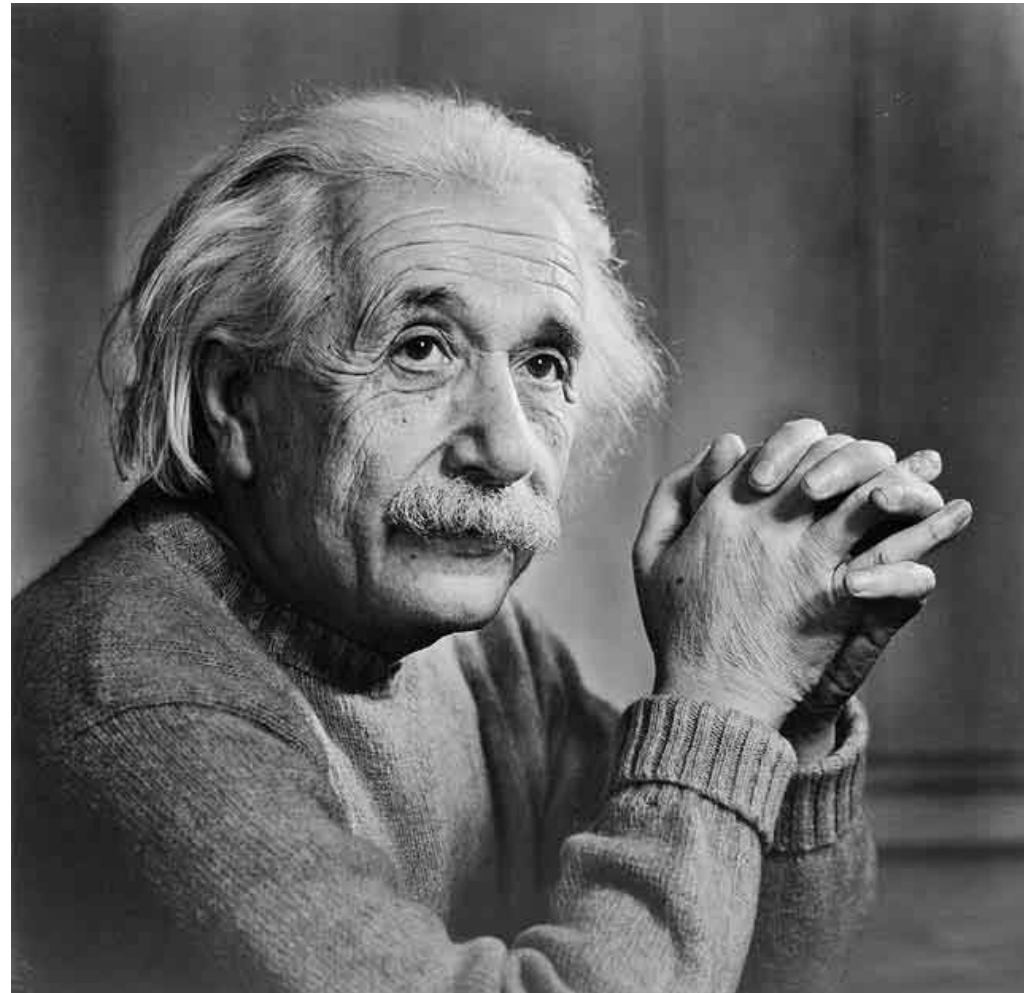


More for Less *and* Different 3

- Public and Private Sector Land
- No increase in Public Capital Costs
- Increased land value
- Limited or zero NAHP invested
- Increase affordable housing output
- Provide a capital value to LA
- Revenue income in perpetuity
- Range of tenures providing choices
- First Time Buyers purchasing at less than Target Rent levels
- 100% Nominations to local authority
- Quality design and sustainability
- Improved returns for house builders
- Innovative approach

Quote

No problem can be solved by the same consciousness that created it; we need to see the world anew.
Albert Einstein



Re imagine the way we delivered



1966 and all that...

