

# Programme

## Building strategies – understanding regional housing markets – London and the South East

Thursday 19 April 2018 – London

HQN is teaming up with property intelligence specialists Hometrack for a series of events to help housing associations and local authorities build successful development strategies. The Hometrack team will provide the lowdown on where the UK housing market is headed over the next 12 months and beyond – nationally, regionally and locally. Every event will be tailored specifically to the region in which it is taking place with Hometrack tapping into its extensive data bank to provide expert insight and guidance.

**09:30 Registration and refreshments**

**10:00** Chair's welcome and introduction  
**Lydia Dlaboha, HQN**

**10:10** The London and the South East residential market outlook – what the data tell us  
**Ross Allan, Hometrack**

**10:50** Hometrack Q&A  
**Ross Allan, Hometrack**

**11:15 Refreshments and networking**

**11:30** The Notting Hill Genesis approach to developing homes in London  
**Katie Bond, Notting Hill Genesis**

**12:10** Digital insights into sales and marketing  
**Hannah Parker, Hometrack/Zoopla**

**12:30** The local authority role in affordable housing development  
**Kath Scanlon, London School of Economics**

**13:00 Lunch**

**14:00** Delivering the London Housing Strategy  
**James Gleeson, Greater London Authority**

**14:40** Development and planning update  
**Andy Barnard, Trowers & Hamlins**

**15:20** Closing remarks  
**Lydia Dlaboha, HQN**

**15:30 Close**