

THE HOUSING MARKET? WHAT DOES THE FUTURE HOLD?

DEPARTMENT
OF LAND
ECONOMY

Environment,
Law, and
Economics

{WHERE} Mill Lane Lecture Room 1

{WHEN} Wednesday 1 February, 4-5pm

{SPEAKER}

David Cowans, Group
Chief Executive,
Places for People

The UK housing market is broken. We're barely building half the houses we need. Politicians and market forces have failed to deliver the housing we need. So what needs to change? David will reflect on his experience as CEO of the UK's largest property management development regeneration and leisure business and draw on research he is taking forward in his role as a visiting fellow in the Department of Land Economy to explore what needs to change to mend our broken market. David will consider the value of clearer strategic management of the housing system at national and local level; new fiscal incentives to attract new market entrants; planning policy; the role of employers; and the opportunities offered by new methods of construction and new forms of tenure.

{ABOUT THE SPEAKER}

David has over 30 years' experience of housing, urban regeneration, mixed tenure and mixed use development, property and financial management, having led strategic change in both large and small organisations. He has an MBA from Birmingham University and is a Fellow of the Institute of Directors, a Fellow of the Royal Institution of Chartered Surveyors, a Chartered Member of the Institute of Housing, a Member of The Institute of Residential Property Management, a Fellow of the Royal Society of Arts and is Visiting Fellow of Cambridge University.

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