

Quality  
of Place



# Private Sector Housing Conference

New opportunities, new choices

Thursday, 23<sup>rd</sup> February 2012, York Racecourse

Supported by:



Housing need and demand far outstrips the market's ability to supply. The Government expects local authorities and registered providers to do more to deliver more homes, and support the social mobility and aspirations of tenants and communities. Registered providers, local authorities and private landlords all have contributions to make – but the key will be maximising opportunities in private sector housing through:

- Identifying options for investing in renewal activity
- Tackling empty homes
- Exploring options for institutional investment funding
- New routes into home ownership
- Partnerships with private landlords including local lettings agencies
- Market rent and mixed tenure developments through registered providers

This timely conference looks at practical and operational examples of how to deliver private sector priorities in the current environment, and how to improve housing opportunities and choice through both rented and owned private sector homes. It brings together experts involved in private sector housing who will demonstrate ways to deliver a more mixed economy, to increase the supply of homes and provide alternative housing options to customers.

## Who should attend?

This popular annual event should be attended by those responsible for developing and delivering private sector housing; particularly local authority managers that are responsible for securing homes for people in need, reducing empty homes and growing the supply of housing, and registered providers who are interested in the business opportunities of mixed tenures and making best use of social rented stock. The conference will also be of interest to private sector landlords.

## Continuing Professional Development (CPD)

Delegates will be able to record 4 Continuing Professional Development hours for attending this conference.

### 10.15 **Chair's introduction and welcome**

**Liz Cook**, Chief Officer Statutory Housing, Leeds City Council

### 10.25 **The Government's work on improving opportunities and choices for private renting**

**Mary Stallebrass**, Head of Private Rented Sector, Department for Communities and Local Government (DCLG)

Mary will talk about DCLG's recently launched Housing Strategy and its planned work to increase opportunities in private renting to improve people's housing choices.

### 10.55 **Effective action for improving standards in private sector housing**

**David Kidney**, Head of Policy, Chartered Institute of Environmental Health (CIEH)

Considering recent developments in private sector housing, in this session David will discuss:

- CIEH's policy priorities for the year ahead
- the latest developments
- how working with others can develop success in improving homes and the experience of occupiers

### 11.30 **The National Landlord Association's response to the Government's policy on private renting**

**Richard Lambert**, Chief Executive, National Landlord Association (NLA)

The Government intends private renting to be a solution to meet housing need. In this session Richard will explore:

- what needs to happen at national and local levels in order for the government's vision to become a reality
- how delegates can improve private renting options in their areas

### 12.00 **Refreshments**

### 12.20 **Professional practice sessions**

#### **A. Local lettings agencies**

**Sarah Mitchell**, Private Renting Team, Crisis

**Spencer Philips**, Lettings Agency Manager, Derventio Housing

Local lettings agencies are taking off with the help of Crisis' new toolkit supporting their development. This session will:

- explain how these work

- using a practical example, explore the process of setting up and making a success of a local lettings agency that makes private renting more accessible to people in housing need.

## **B. Getting empty homes back into use**

**Tony Briggs**, Empty homes Manager, Derby City Council

Derby's Empty Homes Service has worked with hundreds of landlords to return properties to use, but has used enforcement measures where necessary. In this session, Tony will explain how:

- how the City Council has achieved its success
- challenges have been overcome maintaining Derby's position at the forefront of the empty homes debate

## **C. Investing in private sector homes**

**Colin Blackburn**, Leeds City Region

**Maggie Gjessing**, Housing Investment Manager, Regeneration Programmes, Leeds City Council

The Government wants to attract institutional investment into housing for rent. Leeds City Council, with Leeds City Region's support, has been exploring how this could work in areas of Leeds and has modelled packages to promote to the market. In this session Colin and Maggie will:

- describe their journey from concept to application
- explore the challenges, opportunities and learning they have found en-route

### **1.15 Lunch**

### **2.00 New ways to help people into home ownership**

**Steve Hicks**, Chief Operating Officer, Gentoo Genie

The Genie Home Purchase Plan is a new and innovative 25-year structured payment plan that enables people who haven't been able to save enough for a deposit on a market mortgage, to move into a new home and watch their interest grow over time. In this session Steve will explain:

- the rationale for this scheme
- how it works in practice
- how it could work elsewhere to help people to access home ownership

### **2.35 Building partnerships to improve private sector housing**

**Gary Wells**, Assistant Director of Housing, Doncaster City Council

At a time when capital investment in private sector homes has been drastically reduced, improving private sector housing has never been a greater challenge.

Doncaster is an area with some serious property condition issues and they are employing a range of different approaches to achieve improvements. In this session Gary will explain:

- what's happening locally
- how results are being achieved

### **3.10 Delivering the Government's Housing Strategy for England – the Homes and Communities Agency's response to the challenges in private sector housing**

**Karl Tupling**, Head of Strategy Programme & Performance, Homes and Communities Agency (HCA)

Karl will describe how the HCA is working with registered providers and local authorities to:

- improve performance on empty homes
- increase opportunities for private renting and
- help aspiring homeowners

### **3.45 Chair's closing remarks**

### **3.50 Close of conference**

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### Delegate fees

**Early booking discount:**  
book before 26<sup>th</sup> January 2012

Northern Housing Consortium Member £199

£179

Non Member £249

£229

All delegate fees are shown excluding VAT.

**Book a place on the Private Sector Housing conference and receive a £50 discount off ONE full delegate fee\* at the Housing Strategy Conference on 9<sup>th</sup> February 2012**  
**Please quote ref: STRAT 50**

\* (one discount per organisation – not to be used in conjunction with any other offer)

### How to book



#### Online

To book your delegate place at this event and to view our full terms & conditions and cancellation policy, please click below.

[Book Online](#)



#### Telephone

To make a provisional booking please telephone our events team;

**0191 566 1000**

Please note any telephone reservations are made on a provisional basis and must be confirmed in writing within 2 working days.

### Contact us

For further information or if you have a query please contact a member of the events team:

Telephone: 0191 566 1000

Email: [events@northern-consortium.org.uk](mailto:events@northern-consortium.org.uk)