

*The***Guardian**

**SocietyGuardian**

**CONFERENCE**

# **Key worker housing**

Building on foundations to crack the crisis

**A one day conference organised by the Guardian**

Tuesday May 25 2004

IEE, One Savoy Place, London



# Introduction

Building on the success of the Guardian's first key worker housing conference in 2002, this event will look at some of the solutions that have been developed to provide homes that key workers can afford. But it will also tackle the barriers that still stand in their way.

The government's Starter Home Initiative, which made available an initial £250m to help mainly health workers, teachers and police officers, is being extended. The new Key Worker Living programme will commit £690m over two years to help a wider range of public service workers including prison and probation staff, social workers and planners. With 9,000 key workers already helped to buy their first homes, the new scheme will offer equity loans of up to £50,000 - or even £100,000 for some teachers - plus shared-ownership deals and subsidised "intermediate renting".

But as house prices continue to rise beyond the reach of first-time buyers, these initiatives are having only limited success across London, the south-east and further afield where labour market pressures are high. And even the newly-extended definition of "key worker" leaves out many staff in desperately short supply.

What more can be done? Sessions will examine the role and views of private sector developers, planners and RSLs, and explore what trade unions are doing to alleviate problems. Delegates will get the chance to raise their concerns direct with policy-makers and to put forward their own suggestions.

# Programme

09.20

## Conference chair's welcome

09.30

## Keynote speaker

**The Rt Hon Keith Hill MP**, Minister of State for Housing & Planning, Office of the Deputy Prime Minister.

10.15

## Film – key workers interviewed

A short film featuring interviews with key workers will demonstrate the different problems they face getting their foot on the property ladder.

10.20

## Definition of key worker: whom does it help and hinder?

The government definition of who qualifies as a key worker is still very narrow. Can the definition be widened? Just who is a key worker, why are some people excluded and is this correct?

Speakers:

**John Traynor**, operations director, Go-Ahead

**Bernadette O'Shea**, head of housing strategy and services, London Borough of Hounslow

**Karen Jennings**, head of health, UNISON (invited)

11.05

## Tea and Coffee

11.20

## Keynote Speaker

**Ken Livingstone**, Mayor of London

12.00

## More Than Half Way There

A new company has been set up by employers and unions to provide cheap homes for key workers in London. Chaired by the London Mayor housing adviser, it calculates that it will be able to make one-bedroom flats accessible to people in the capital earning £21,000 – and that is without subsidy. From the day they take possession the key worker already owns more than half

their home and each day they own a little more. So how can unions and employers access the financial markets so successfully? Is this a challenge to the traditional players?

Speakers

**Edward Dugdale**, founder, More Than Half Way There  
**Roger Poole**, former assistant general secretary, UNISON

## 12.45 Lunch

## 13.45 Keynote speaker

**Peter Dixon**, chair, the Housing Corporation

Peter Dixon has only been in the chair at the Housing Corporation since October 2003 and with a new chief executive just announced, is breathing fresh life into the organisation. Having chaired the UCLH NHS Trust board, he also has first-hand experience of housing key workers. With all the new Starter Homes Initiative money allocated through the Corporation and new developments to be announced by the time of the conference, Dixon will be explaining what more he thinks can be done by the RSL sector to solve the key worker housing crisis.

## 14.30 Tea and Coffee

## 14.45 The private sector perspective

Quintain Estates & Development is the outspoken developer at the heart of two of Britain's most famous regeneration projects – Wembley stadium and the area surrounding the Millennium Dome. The company will have to build hundreds of affordable homes on the sites under the London Mayor's planning rules, but it takes a very different view to other private developers on the best way of providing key worker housing.

Speaker:

**Mike Youkee**, head of housing, Quintain Estates and Development plc

15.00

## The RSL perspective

Genesis is a key player in key worker accommodation with 2,000 units, many of them UCLH NHS Trust's accommodation for health services workers. It is working with many other employers on current and potential sites in Willesden, Ealing and Northampton. What is its experience and what would make life easier for a dedicated RSL? How can they work better with private developers and planners?

Speaker:

**Steve Coleman**, group development director, Genesis Housing Group

15.15

## The planners perspective

How far is the planning system to blame for the lack of affordable homes for key workers? What can be done to simplify and speed up the system to get more suitable homes built? How can planners work better with private developers and RSLs?

Speaker:

**Mike Hayes**, president, Royal Town and Planning Institute

15.30

## Panel discussion

**Judith Salomon**, director of property and planning, London First

**Mohni S Gujral**, chief executive, Presentation Housing Association

**Pierre Williams**, head of communications, The Housebuilders' Federation

**Mike Youkee**, head of housing, Quintain Estates and Development plc

**Steve Coleman**, group development director, Genesis Housing Group

**Mike Hayes**, president, Royal Town and Planning Institute

17.00

## Conference chair's closing remarks.

17.15

## Drinks reception

# Booking Form – Key worker housing

Complete the form below and **either** send it together with payment **or** fax it to:  
**Guardian Conference Team, 65 Knowl Piece, Wilbury Way, Hitchin, Hertfordshire, SG4 0TY** Tel: 0870 765 7488 Fax: 0870 765 7498  
**Email: keyworker@choice-travel.net**

**Book online now at**  
**SocietyGuardian.co.uk/**  
**conferences/keyworker**

Please complete the following in block capitals (Please photocopy this form for additional delegates)

Title ..... Name .....

Position ..... Organisation/company .....

Address .....

Postcode .....

Tel no ..... Fax no ..... Email .....

Important for confirmation

Special requirements (ie diet, wheelchair access, etc) .....

I have read and agree to the terms and conditions below: .....

How did you hear about the conference? Direct mail Email Website Advertisement Colleague Word of mouth

Signature ..... Date .....

## How to pay

**Full rate:** corporate and finance sector

**£495** plus VAT (£581.63 inc)

Please tick

**Reduced rate:** public services organisations

**£295** plus VAT (£346.63 inc)

**Housing association rate:**

**£235** plus VAT (£276.13 inc)

**Supported rate:** charity, academic institutions and NGOs

**£175** plus VAT (£205.63 inc)

**Exhibition space**

**£950** plus VAT (£1116.25 inc)

**Insert** into delegate pack

**£450** plus VAT (£528.75 inc)

**Invoice** (please state address if different from above)

Please send an invoice to .....

### Cheque

I enclose a cheque for £ ..... payable to the Guardian Media Group

### Credit card

Please debit £ ..... from my Visa/ Mastercard

Card no

Expiry Date /

**Cardholder's name and address** .....

**Signature** .....

**Data protection:** The Guardian takes your privacy seriously and will not sell or disclose your details to third parties except to business partners associated with this conference. Please tick here if you do NOT want to receive further information from the Guardian and supporting partners.

**Terms and conditions:** The Guardian reserves the right to refuse to accept booking applications. Cancellations confirmed in writing by April 23 2004 will be refunded, minus an administration charge of £50.00 plus VAT. We regret that no refund can be made after that date for whatever reason, although substitutions will be accepted if notified in writing before the event. Bookings made after April 23 2004 are non-refundable. Conference details will be issued subject to receipt of payment. If you have not received details within 7 days of the conference, please contact the conference office. We cannot be held responsible for the non-arrival of information. The speakers, venue and programme are subject to change.

# Guardian Newspapers Ltd

GNL conferences support the Guardian, The Observer and Guardian Unlimited and provide a platform for high-level, lively debate, bringing together delegates from the private sector, public services and the voluntary sector. The conferences attract high quality speakers from across the political spectrum who set the agenda across a wide range of issues.

The Guardian's vision is to offer independent, agenda-setting content as a progressive and exciting challenger to the status-quo. The paper is consistently innovative, actively encouraging debate and exerting influence.

SocietyGuardian.co.uk, as part of the Guardian Unlimited network of sites, is the Guardian's principle online news, information and jobs destination for public services. The site now attracts over 1.3m page impressions per month from over 150,000 unique users.

The Observer is the fastest growing quality Sunday newspaper in the marketplace. It was acquired by the Guardian Media Group in 1993 and although it is the sister paper of the Guardian, editorially it is quite separate. Readers value The Observer for its extensive, in-depth coverage as well as for being intelligent, articulate, unbiased and authoritative.

Owned by the Scott Trust which stands as a unique press proprietor that regularly monitors the progress of its holdings but rarely intervenes, the Guardian, The Observer and Guardian Unlimited are free to present the truth as they see it.

For more information, please visit [guardian.co.uk](http://guardian.co.uk), [observer.co.uk](http://observer.co.uk), [SocietyGuardian.co.uk](http://SocietyGuardian.co.uk)

Source: \*Nielsen Media Research Jan 03 – Dec 03

