The Challenge of Housing London’s Growing Population

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About Peabody

• Founded in 1862 by the American banker, George Peabody, to ‘ameliorate the condition of the poor and needy of this great metropolis and to promote their comfort and happiness’

• **27,000 homes** in the capital housing **80,000 Londoners**

• Homes are more than bricks and mortar – we aim to build **thriving communities**
The scale of the challenge: population growth
Population growth in London 1971-2036
The scale of the challenge: rapid house price inflation

Estimated London house price indices

Source: GLA analysis of data produced by Land Registry in 2013
Development

• Development pipeline of 5,000 homes

• Aiming to deliver 1,000 homes a year
East Thames Region
Airport as a catalyst for development?
East Thames Region
Getting real investment in the area

The Thames Gateway is a great place to invest, work and live. It has a proud past, a vibrant economic future and offers improved quality of life.

The Delivery Plan
What more could be done to meet the challenge of housing London?

1. Long term planning
2. Transport infrastructure
3. Strategic use of brownfield land in East London
4. Dense high-quality development
Thank you for listening