



PEABODY

The Challenge of Housing London's Growing Population

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Chief Executive

About Peabody

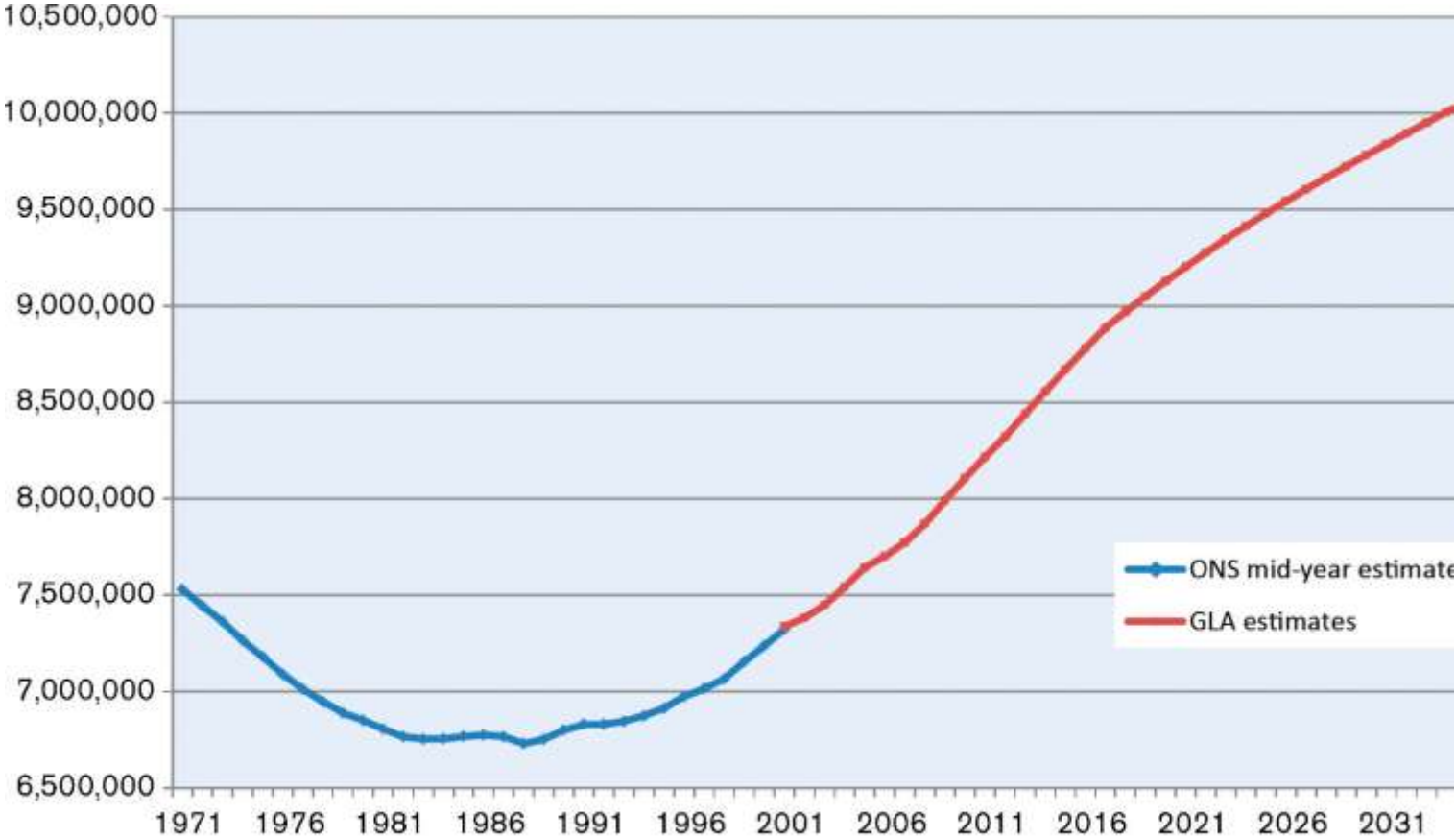
- Founded in 1862 by the American banker, George Peabody, to *'ameliorate the condition of the poor and needy of this great metropolis and to promote their comfort and happiness'*
- **27,000 homes** in the capital housing **80,000 Londoners**
- Homes are more than bricks and mortar – we aim to build **thriving communities**



The scale of the challenge: population growth

Population growth in London 1971-2036

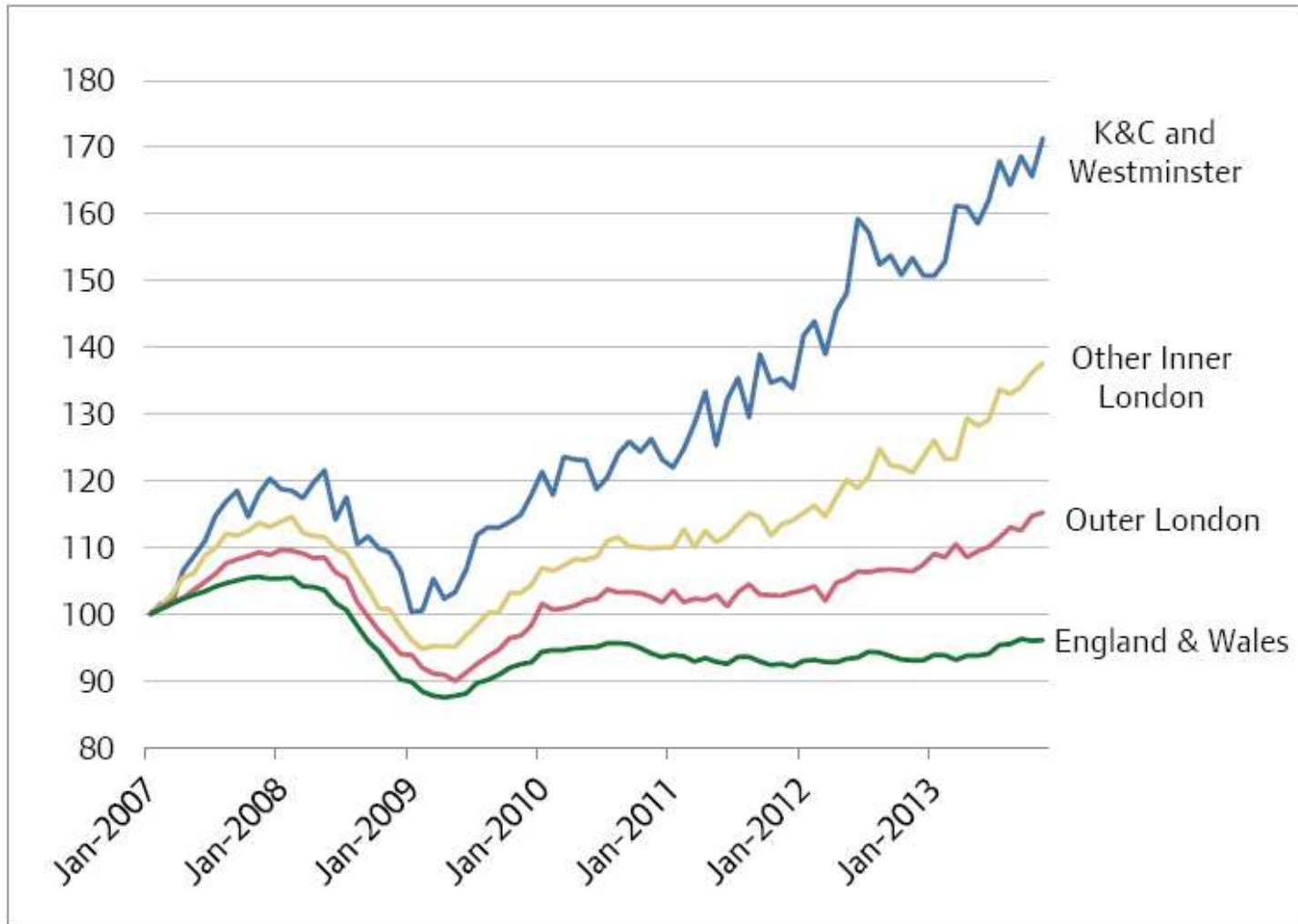
Source: Office for National Statistics mid-year estimates to 2001, GLA estimates 2002 to 2006



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

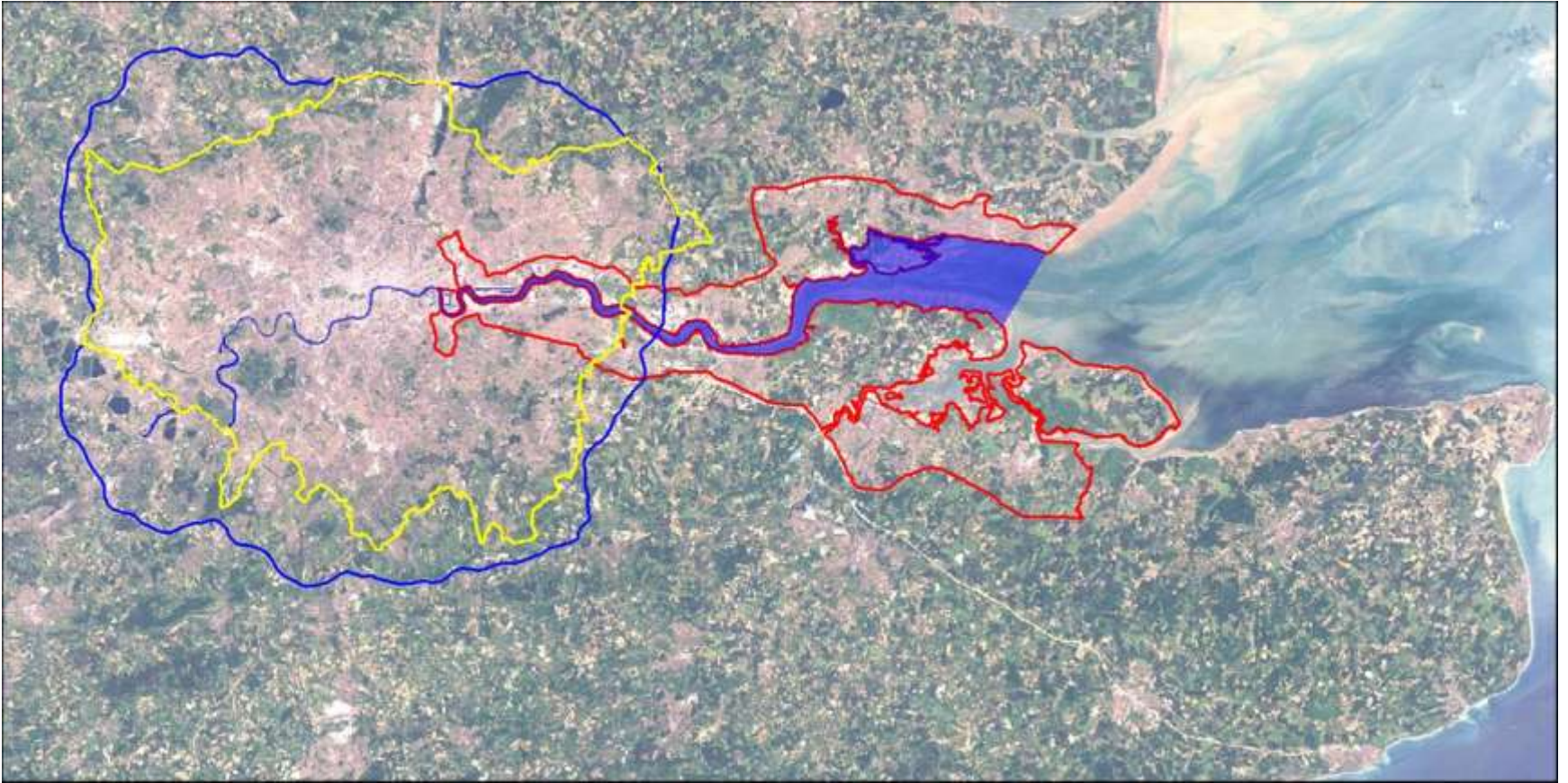


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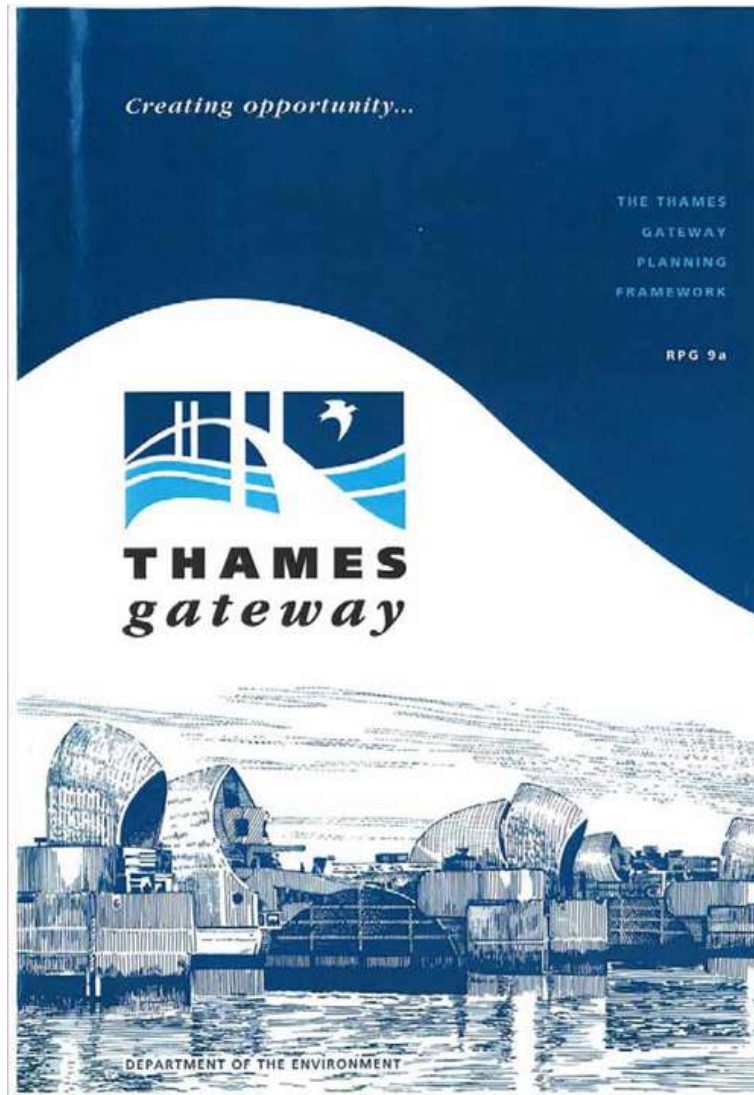
East Thames Region

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





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Thank you for listening