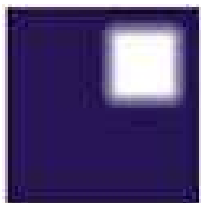


John Betty *CIOB, FFB, APM*

GARDEN TOWN

“MORE THAN JUST AN IDEA”



**CONSTRUCTING
EXCELLENCE**
South West

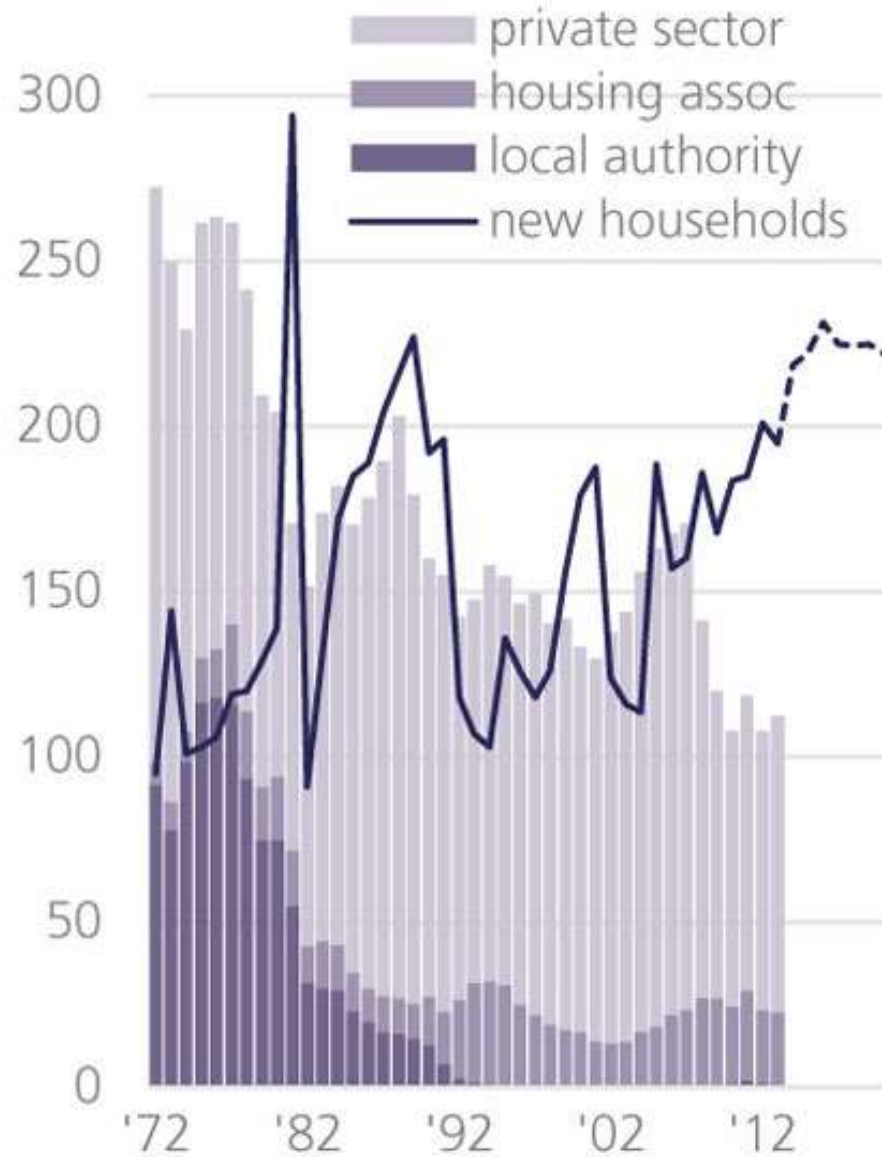
Hammonds
Project Management Services Ltd

Places for Everyone



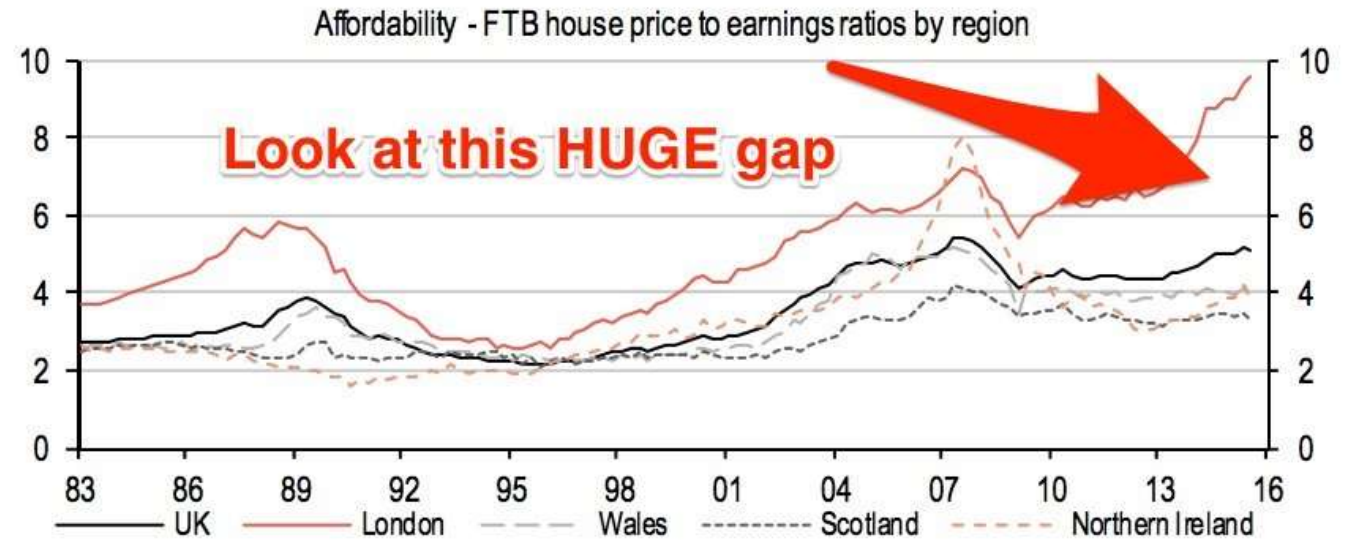
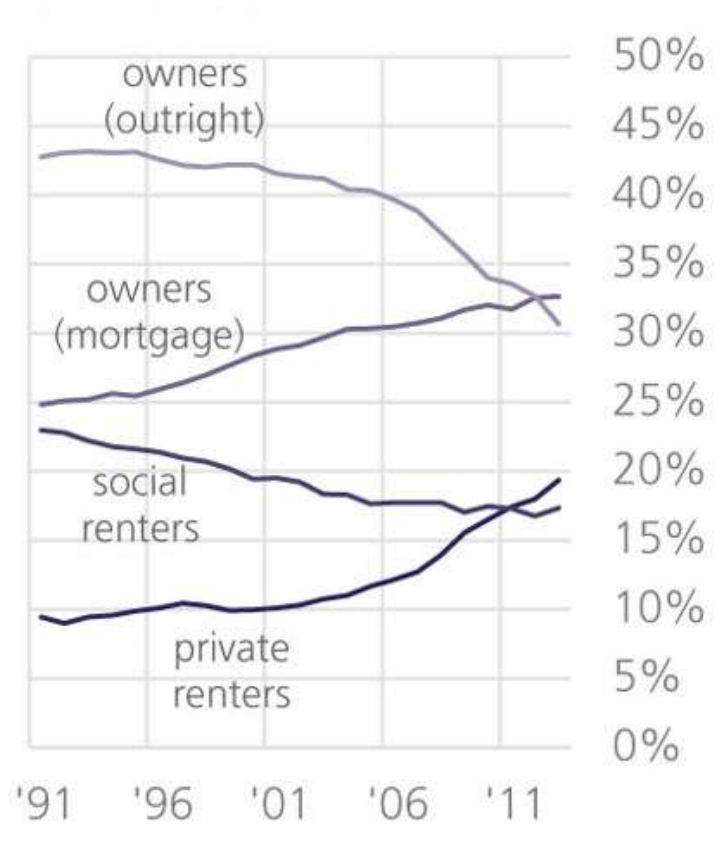
The Challenge

Public/Private
..... **The Changing Balance**



The Challenge

Compounding the Challenge



Source: CML

The Challenge

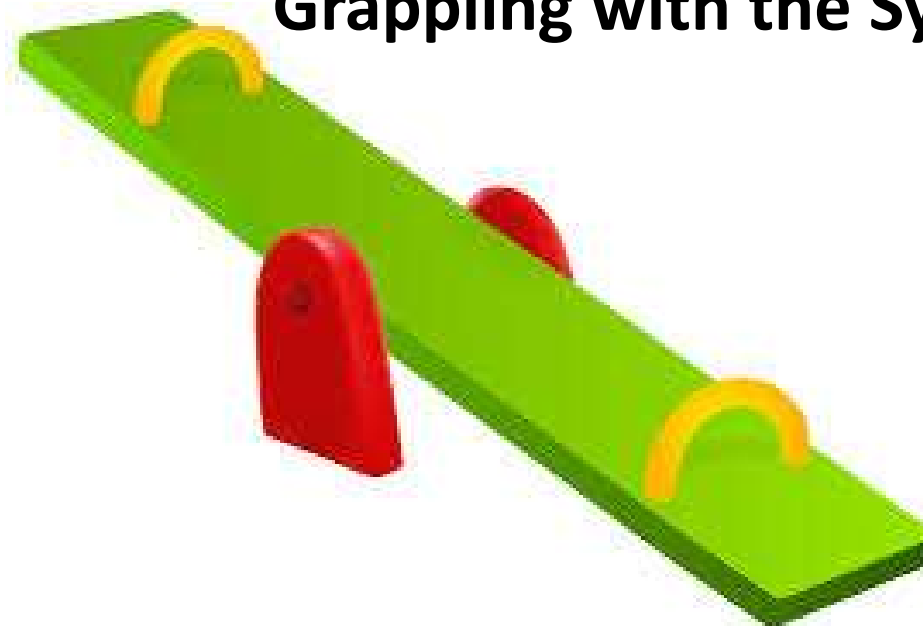
The System Doesn't Really Satisfy Anybody



Differing Objectives



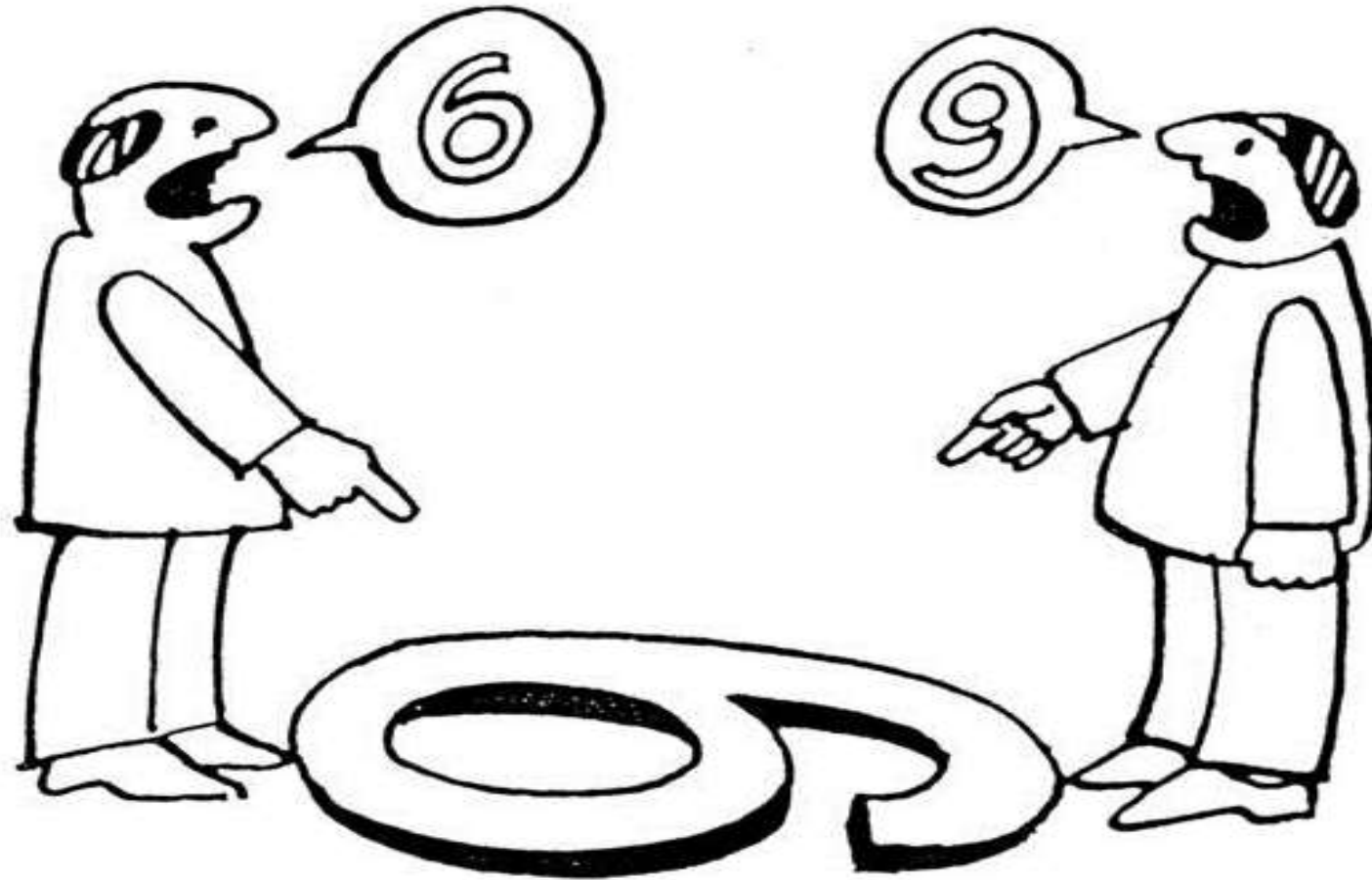
The Opportunity Grappling with the Symptoms



Balancing volume with sustainability and quality



Changing the Perception



The Opportunity

A Different Approach



Short



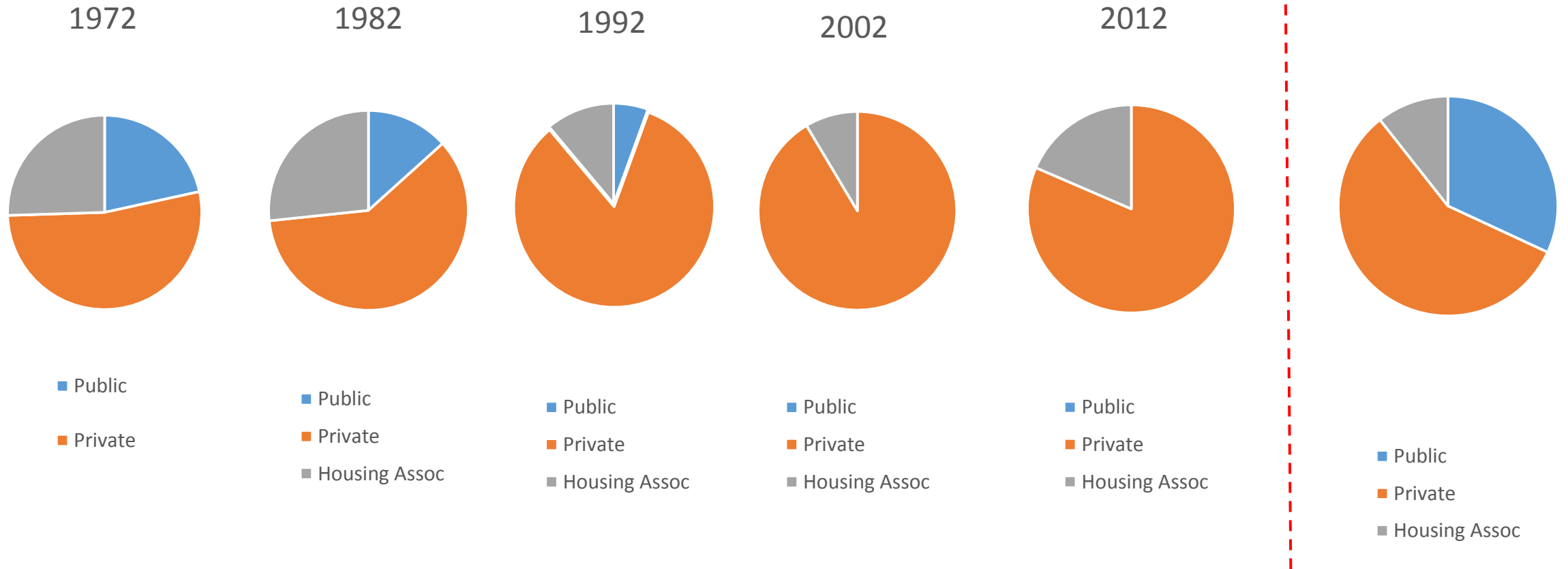
Medium



Long



Public/Private – The Changing Balance



The Opportunity

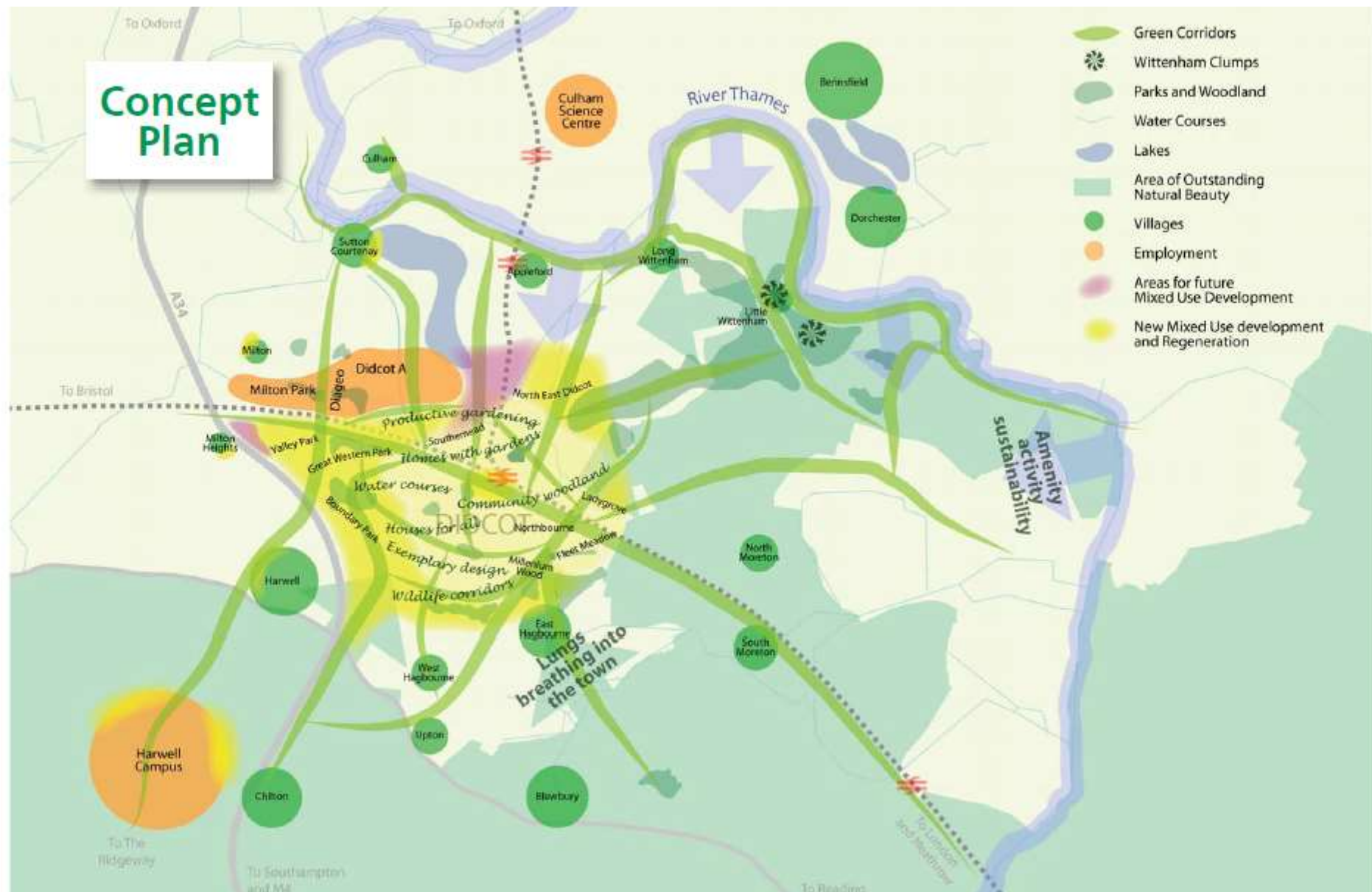
Garden City Principles – New Paradigm

- Strong vision, leadership and community engagement
- Land value capture for the benefit of the community
- Community ownership of land and long-term stewardship of assets
- Mixed-tenure homes and housing types that are affordable for ordinary people
- Beautifully and imaginatively designed homes with gardens in healthy communities
- A strong local jobs offer in the Garden City itself and within easy commuting distance of homes
- Opportunities for residents to grow their own food, including allotments
- Generous green space, including: a surrounding belt of countryside to prevent sprawl; well connected and biodiversity-rich public parks; high-quality gardens; tree-lined streets; and open spaces
- Strong local cultural, recreational and shopping facilities in walkable neighbourhoods
- Integrated and accessible transport systems

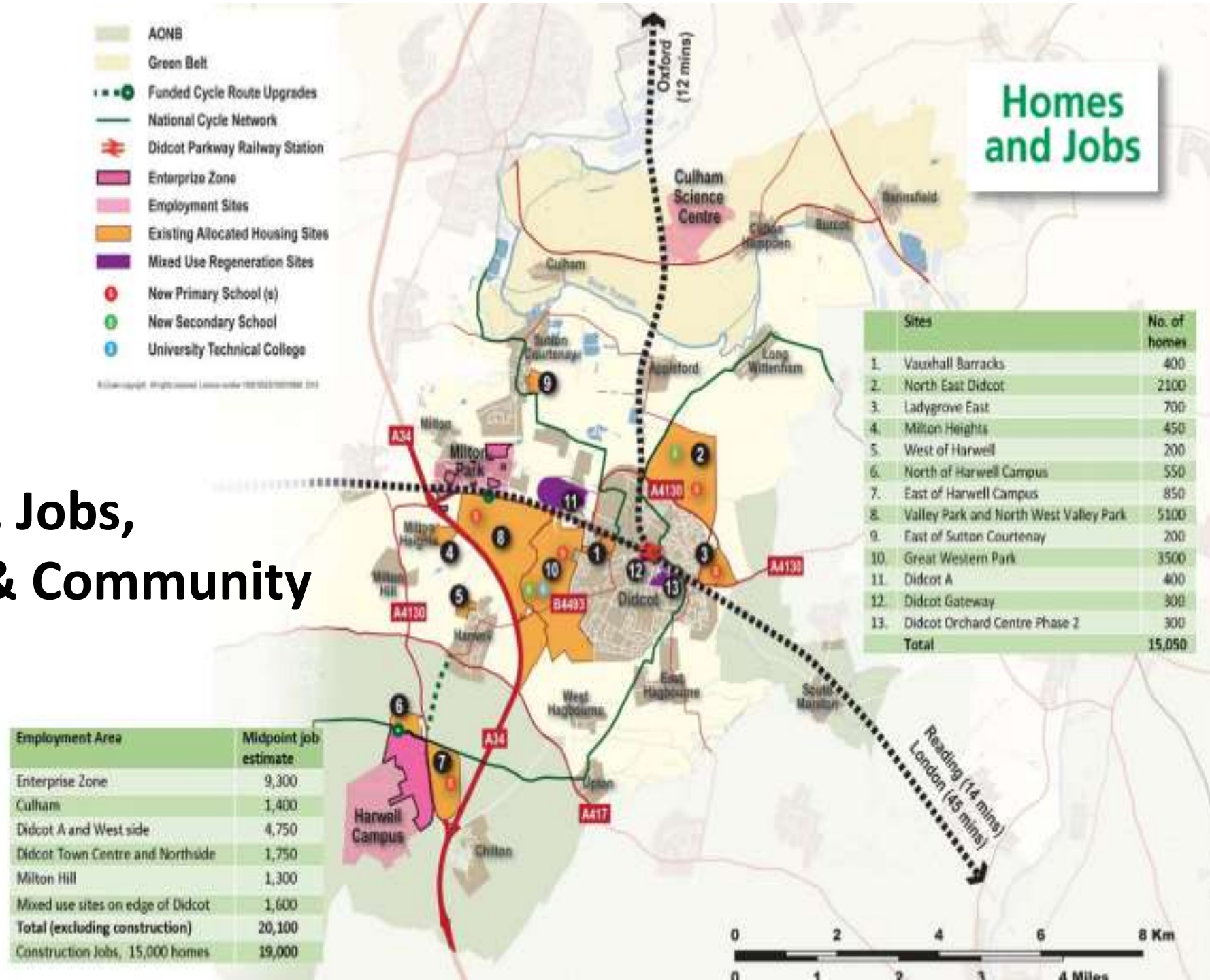
Greater Didcot Garden Town

"A place renowned for world class innovation, enterprise, and vibrant communities, in harmony with an exceptional natural environment"





Housing, Jobs, Leisure & Community



The Proposition

Public/Private Sector - Changing Roles

Public Sector

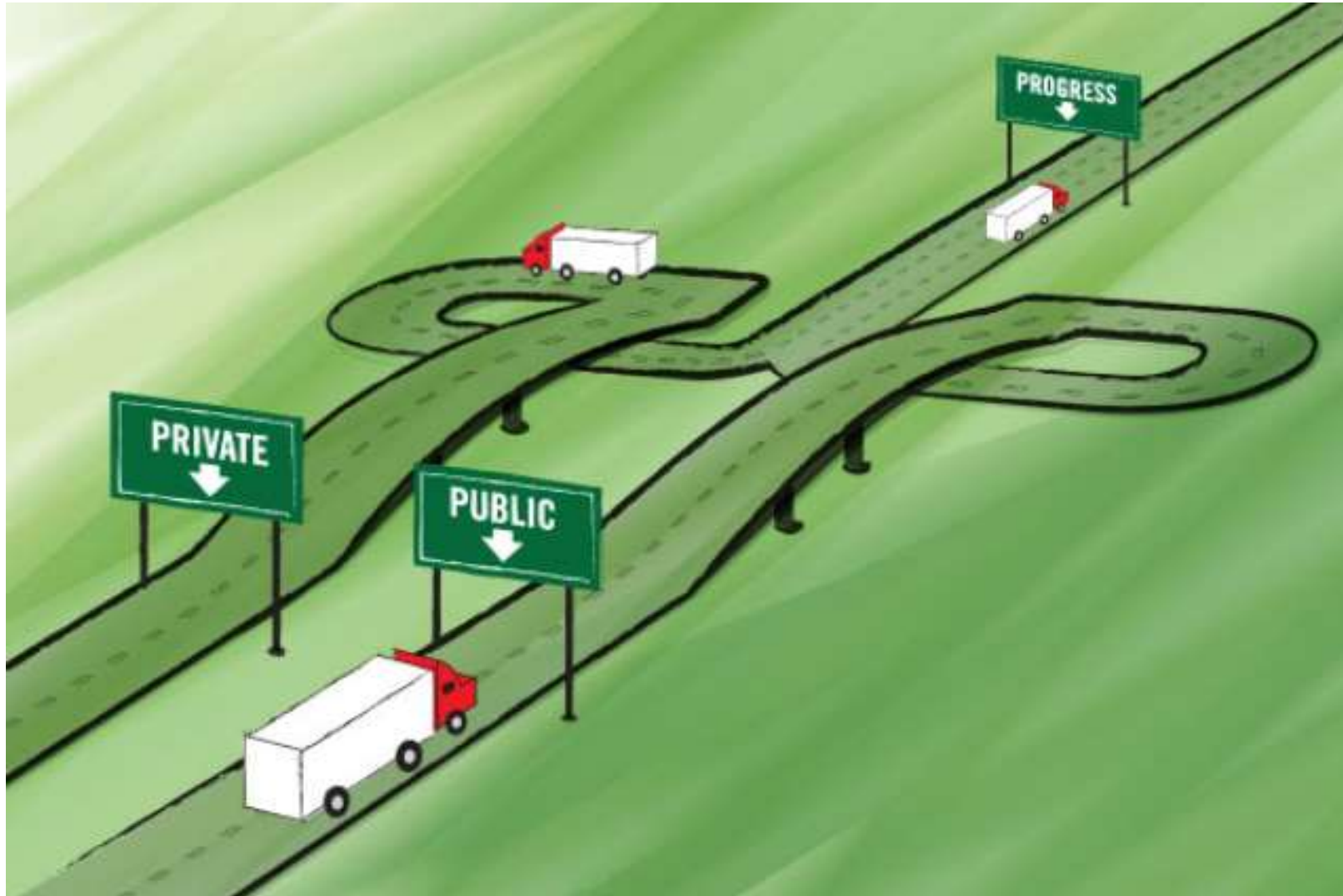
- Direct Strategic investment in land
- Community benefits from land uplift
- PWLB borrowings at circa 1-1.5%
- JV investment – income streams
- Long term retained investment ownership – passive capital
- Investment in infrastructure - revenues
- Leverage investment – Roads, Heat Networks
- Institutional Investors

Private Sector

- Investment in Land
- Development
- Sales and Marketing
- Supply Chain Delivery
- Short Term Finance
- Planning Expertise
- Land

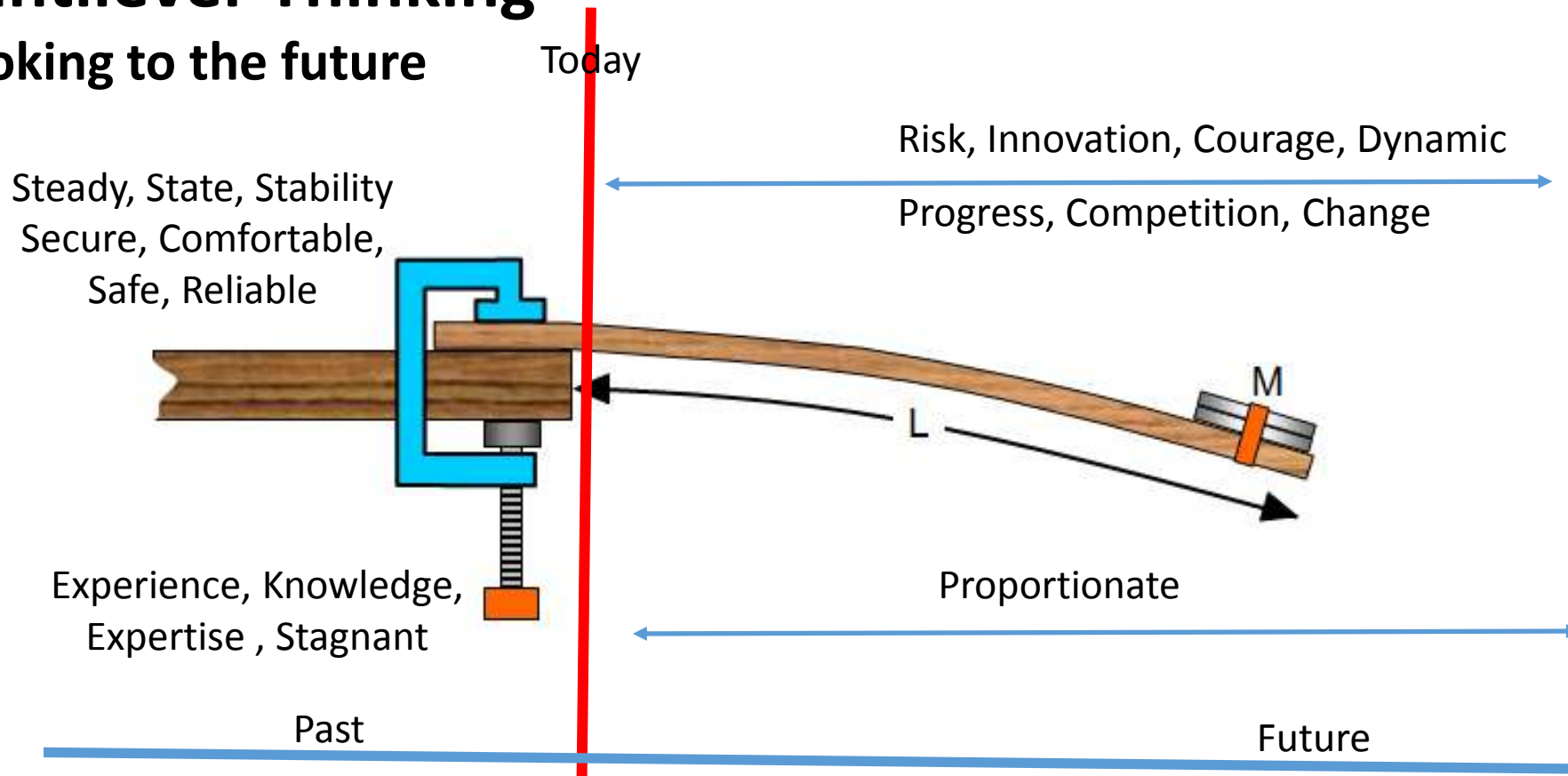


Single Objective



Cantilever Thinking

Looking to the future

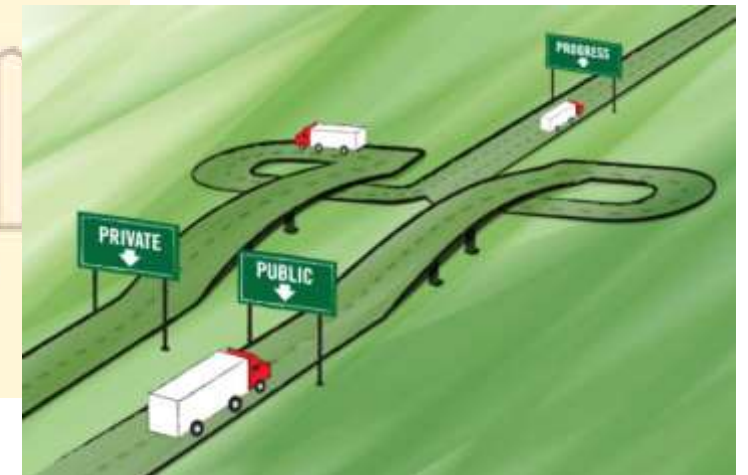


The Opportunity

The System that Encompasses Everyone



Garden City Principles



Full Commitment

