



# London Real Estate Forum Report

**State of the market**

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**Moderator:**  
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Planning and Investment Director, PIP Capital

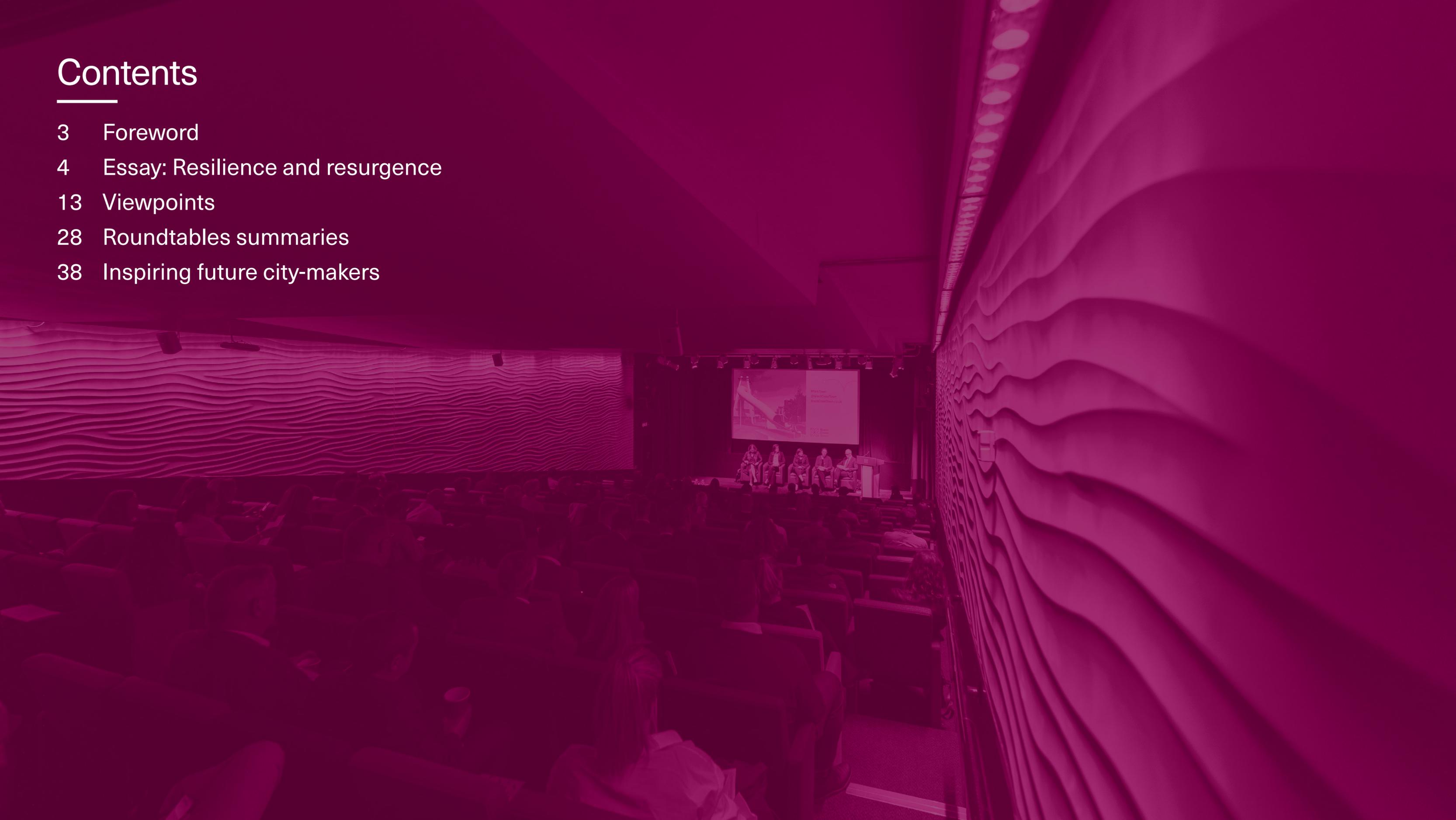
**Speakers:**  
Ian Stewart  
Partner, 'Over Economic', Deloitte  
Catherine McGuinne  
Chair of the Policy and Research Committee, City of London  
Allen Simpson  
Managing Director, London & Partners  
David Partridge  
Agent Related

**Sponsors:**  
Deloitte, ILL, and others.

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# Foreword

Amy Till, Programme Director, NLA



This year's London Real Estate Forum brought together over 1,400 leaders from across the industry at the Barbican Centre in London. Over three stages, 34 speaker sessions explored our theme of Resilient Cities and strove to unpick what it really means to be socially, environmentally and economically sustainable.

As city leaders, investors and developers look to drive sustainable growth and recovery post-pandemic, we've seen a renewed energy to tackle key global issues, head on. Our 16 solution-focused roundtables brought together several existing task force groups and connected public and private sector change-makers from across our UK cities.

The Barbican foyers were brought to life throughout both days with the buzz of long-awaited catch-ups, with the backdrop of an exhibition showcasing key projects and regeneration schemes from across London and the UK. Activating spaces all over the building and into the city beyond; our schools programme connected 45 students with volunteers from different sectors and concluded with a tour of 22 Bishopsgate.

This report captures the key themes, provocations, priorities and ideas emerging from the forum. We are very grateful to all our partners and supporters for their ongoing support throughout a challenging year, enabling us to shape such a broad programme. Thank you to everyone who joined us in person, and virtually, to share your energy, insight, and ideas for the year ahead.

**1,400+**  
delegates across the two days

**34**  
stage sessions

**150+**  
speakers

**16**  
roundtables with

**170+**  
participants

**5**  
receptions

**9**  
fringe events

**45**  
students at our career day

# Resilience and resurgence

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by David Taylor, editor, NLQ

## Resilience and resurgence

Resilience. Just what does it mean in the London context? And how can the city—and others in the UK—do it better?

These questions bubbled under the surface for most of this year's London Real Estate Forum at the Barbican Centre, an event drawing some 1400 delegates and spread across three stages within the Square Mile's brutalist tour de force.

But there were many other sub-topics feeding into that main thrust, and towards achieving environmental, social and economic sustainability for urban areas as they emerge from the sometimes-paralysing, sometimes-catalysing effects of COVID.

Things like the need for regulation in a post Grenfell-landscape, the importance of the community as a voice in development and the centre versus the periphery. Or logistics, 'levelling up', working from home versus the lure of the office, active travel and transport, housing, flexibility and climate. But most of all, perhaps, there was the simple issue of people and place, the importance of which was underscored by this first large-scale networking event for the built environment since lockdown affected face-to-face inspiration.

The tone was set at the first session on 'seizing the post-pandemic opportunity', with a UK spread of views including those of Susan Aitken from Glasgow and Andy Street from the West Midlands accompanying Westminster's Rachael Robathan. We can't take cities for granted, we were told. And chair Greg Clark's observation that CBDs should become CEDs—Central Experience Districts—would become a theme



later as cities seek to differentiate themselves and attract people back into their centres. Just 12 months ago, we were all talking about the death of the office, said Street, but that had not proved to be the case. Things were buzzing again in Birmingham and beyond. And yet there were clear differences in terms of inner-city areas and outer, Robathan suggested, with footfall still at 50 per cent of where it was pre-pandemic in her own borough. That word 'resilience', though, could be secured for the long term if more people were in the city centre for all sorts of reasons, living and working, and ideally permanently, said Aitken.

At least Glasgow has the chance to show off its credentials on the world stage in the forthcoming COP26 event, over which the city leader is excited, but losing sleep. It will surely be an exploration of the urban, however. 'I think COP26 will be the COP of cities', Aitken said.

***'We're not expecting things to return exactly as they were...but it's too early to say what the new normal will be'***

**Catherine McGuinness, City of London**

For her patch, one of Robathan's chief desires was a sales tax to level the playing field for off and online retail sales in a pitch to save some of London's ailing high streets. And money, of course, makes the world go around, especially for a sector which needs to negotiate the up and down cycles effectively. The State of the Market session had the City of London's Catherine McGuinness suggesting that, yes, the office was far from dead and that major companies still want to be in the centre. 'We're not expecting things to return exactly as they were...but it's too early to say what the new normal will be', she said. Competitiveness, though, was key, and the City's Cultural draws will prove a useful differentiator.

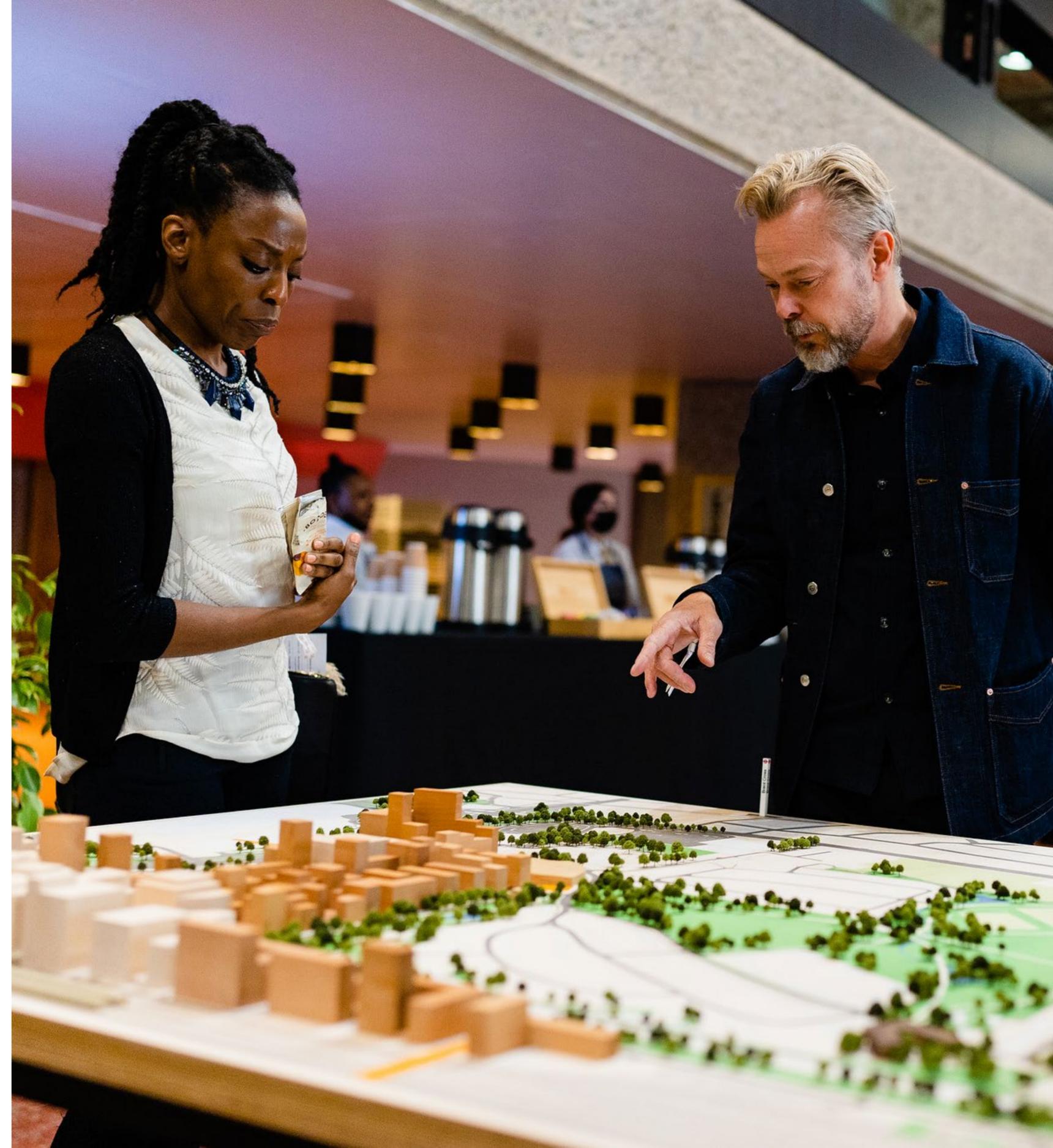


Cities and technology more generally are highly complementary, added Ian Stewart of Deloitte, and there is ‘tremendous optimism about this time being a chance to change businesses, even if the economy had hit some ‘headwinds’. But so will working from home be complementary to cities; raising both productivity and welfare were the ultimate twin goals.

And yet. Argent’s David Partridge was clear that people do not want to commute in ‘every single day’, with a consequent move to make more localised centres. Furthermore, the climate issue represented ‘massive change’ around expectations and what we build, how we get to net zero, driven by customers. But the critical thing is when it comes to the effects on banks, investors, and, ultimately, insurance companies. Those companies will determine much of the way buildings are created, and the materials they use, with many buildings becoming obsolescent environmentally, a theme picked up elsewhere in talk of the wider use of timber, if only materials were widely available, and risk was reassessed. ‘That sea-change hasn’t hit us yet’, said Partridge.

Capital is very focused on this area, and of ESG in general, said Guy Grainger of JLL, primarily due to that word again: resilience. ‘Because they can see, coming down the road, loads and loads and loads of regulation’, he said. ‘That will impact the built environment in a way we have never seen before.’

Some 70 per cent of the buildings that currently exist will still be here in 2050. ‘If we play that out over the next 20 years’, Grainger went on, ‘we have to repurpose 5 per cent of buildings, every single year’. A tall order, but one which puts the industry into perspective. To get there, we need to be brave and learn from mistakes, using open-sourced real examples — and become an industry that is not just good at



networking, but sharing information on issues like ESG too, Grainger added. The UK's attitude to timber, though, is 'uneducated, ill-informed' and will be a problem going forward as the rest of the world makes 'great advances'.

Covid has naturally brought forth a slew of thought leadership pieces on the future of the office, and for psychologist Dr. Craig Knight there are only so many slides, sandpits or free beers that people can take. The best workplaces aren't necessarily the ones that look the best. They are the ones that work the best, and this period is a good time to start treating employees more like adults, he added, asking them what they really want and need. In one sense, said Landsec's Matthew Flood, what used to be called a flight to quality will be replaced by a flight from carbon.

***'Inclusion and equity are no longer optional tick-boxes, they are fundamental'***

**Binki Taylor, The Brixton Project**

But that kind of repurposing of real estate too has been brought further up the agenda by the accelerated awareness of the climate crisis, in part caused by Covid and lockdown. As Rogers Stirk Harbour's John McElgunn put it so succinctly in a session on the issue, 'there's no vaccine for the environment'. McElgunn drew inspiration from the work the practice has done in Hammersmith, where the local community actually made a significant difference to the shape of the project, rather than the sham consultation exercises undertaken by many. And Binki Taylor of The Brixton Project pointed to Squire and Partners' similarly sensitive incorporation of the needs of the locals in its reworking of the practice's Department Store headquarters in Brixton. 'Inclusion



and equity are no longer optional tick-boxes', she said. 'They are fundamental'. Now represents a chance to get over the 'bad smell' that regeneration has got for itself over the years, she added.

The community was also explored by Grosvenor's Matt Bell and a panel including Urban Splash's Tom Bloxham. Are we really serious about involving them and building social value? 'We build buildings, but more importantly, places', Bloxham said. 'What we try to be is open and receptive to great ideas'. The long-term is an important facet of the 'curation' of successful places, along with openness and hard-work, but it helps to differentiate what the developer does, too. Repurposing and future-proofing through retrofit, meanwhile, is another long-running key concern, said Waterman's Terri Wills, with a need for 'recognition and motivators from leaders at the top' to avoid the UK getting a 'fail on retrofit progress' from the Climate Change Committee. Engineers need to be 'bold and vocal' on this issue, said Waterman Structures' Richard Whitehead in the same session, including on what is unviable, but advising on potential and risk rather than 'just the numbers'. One delegate even asked: 'Is new build dead?'

Harnessing data and technology is certainly a live issue in property. Bola Abisogun OBE of Diverse City Surveyors chaired a session on the topic discussing the need for structured data, not least on digital twins. The Vision 2050 report foresees, he said, data-driven benefits and direct cost savings of between £6.90 and £7.40 for every £1 invested in information modelling. 'So, there is an incentive to use data and technology in a structured fashion', Abisogun said. 'We have to stay ahead of the curve on this'.

The needs of communities were also to the fore in a session on the co-location of London's four main wholesale markets to Dagenham,



the City's Anna Dunne describing the project as one of the most complicated of her career, but which will bring considerable economic advantages to the east while allowing places like Smithfield market to become 'the diadem jewel of the Square Mile'. Or there were the talks on similarly far-reaching developments including the Ox-Cam Arc and its five 'ceremonial counties' as it seeks to 'optimise its assets' build more housing and infrastructure and help 'levelling up', and the SC1 Innovation District 'life sciences cluster' in Southwark (capitalising on 'a decade of unprecedented opportunity in bio-medicine and health' to come).

***'Meanwhile is integral, not incidental to our placemaking strategy'***

**Peter George, Meridian Water**

Then there was Euston, or Brent Cross Town, which Argent Related got involved with for its connectivity and scale, said Nick Searl, presenting an 'extraordinary opportunity' to bring the town and countryside together; the Royal Docks; the 53-acre Canada Water 'new urban centre' plus its crucial public realm, and Enfield's ongoing mission to keep 'diversifying regeneration' at Meridian Water, according to project director Peter George. 'Meanwhile is integral, not incidental to our placemaking strategy', he said of what Periscope's Daniel Rea described as the 'last grey gap in the Lea Valley'. Not to mention further afield in Scotland, where the lens focused on its innovation districts, including mixed-use health and life sciences BioQuarter district in Edinburgh, as well as hydrogen technologies in Aberdeen.

So, what of the big societal changes affecting all of this?



For economics professor Andrew Scott of the London Business School, 'longevity' will be the key issue; living longer, healthier and better lives, not just talking about an ageing society. Around a half of children born today will live well into their 90s, after all, so preventative health will be the big shift, rather than intervention. Quality of life has become so much more important, agreed JLL's Stephanie Hyde, and maybe that will come from smaller places offering the 15-minute city, where active travel is emphasised, and amenities are closer by. Sustainability will of course be key, not least because rigorous standards will have to be met, forcing a turnover of stock, again leading to the opportunity for regeneration, Hyde added. But if there was one thing that she could consign to the dustbin of time it would be presenteeism.

Firms like Lendlease have set aggressive and ambitious targets on becoming net zero by 2025, absolute zero by 2040, said the firm's Kat Hanna. But in its work at Euston, again, the importance of partnership and pulling other stakeholders with it on its plans was considered highly important. Greenwash will no longer cut it, and simple measurement of 'amounts of green' without real meaning won't either, said Sarah Parsons of Waltham Forest Council. But as both Mark Underwood of Deloitte and Robert Evans of Argent noted, perhaps now is not the best time to consider wholesale changes to the planning system.

Transport was also in the cross-hairs. Graeme Craig of Transport for London (TfL) described the last 18 months as 'frustrating', not least in the way it has put the brakes on its housing pipeline (which he revealed will mostly be done through MMC) as a result of losing 90 per cent of its ridership, and thus 90 per cent of its income. It has been 'the most grievous, most existential financial crisis in its history', even if TfL's Andy Byford suggested that Crossrail will be truly transformative and 'the pride of the UK and the envy of the world' when it opens in 2022.



Whichever way you look at it, though, the way TfL has been treated has been a 'scandal', said David Ainsworth of CO-RE, drip feeding it for months. 'It's pathetic, and Boris should know better', he said.

***'Crossrail will be truly transformative and the pride of the UK and the envy of the world'***

Andy Byford, Transport for London

Perhaps the government should also have been more assertive about encouraging a return to work in offices, rather than allowing it to fall into a 'wait-and-see approach', suggested Alexander Jan of the Central District Alliance. And perhaps it should look to business rates reform to give people like Jace Tyrrell a better chance of revitalising places like Oxford Street. The challenge to most, though, is to improve the offer, said Robert Evans of Argent. He was talking about offices, and luring people back to workplaces for the benefit of their productivity, development, relationships and careers, as well as local economies. But it could equally apply to the myriad sectors discussed at the forum, forced to look again at what they are, from first principles.

In the end, it's about resilience. And from that might come a resurgence.



# Viewpoints

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# London's resilience

Jules Pipe, deputy mayor for Planning, Regeneration and Skills



I was delighted to join key decision-makers from the built environment, investment and business communities at the London Real Estate Forum to discuss how we can shape our cities for the future.

This year's theme, 'resilient cities', is more important than ever. Londoners have endured one of the toughest years in memory. The impacts of the coronavirus pandemic have been far-reaching. But amid the hardship, Londoners have remained resourceful and resilient.

Resilience is central not only to our identity as Londoners but to how we think about our city. As the social and economic recovery gains pace, there is a real opportunity to harness this moment to reimagine our city as one which is fairer, greener, healthier and more resilient than before.

This is the ambition of the London Recovery Programme, overseen by the London Recovery Board, which identified a challenge to restore confidence in the city, minimise the impact of the pandemic on communities and build back better the city's economy and society. This includes tackling the inequalities worsened by—and resulting from—Covid-19.

The recently adopted London Plan addresses many of the issues that arose during the pandemic, from the need for decent living space and access to green space, to support for high streets, cultural venues and

the strategically important uses in the Central Activities Zone. Our focus now is on implementing the Plan to help realise the Mayor's vision for Good Growth—growth that is socially and economically inclusive and environmentally sustainable.

Through the Mayor's Good Growth by Design programme, with the support of the Mayor's Design Advocates, we will continue to call on the built environment sector to support our ambitions for a fair and inclusive recovery.

The Mayor and I believe that those who shape and design London should represent the diversity of London's communities. Unfortunately, this is not currently the case. So the introduction this year of the London Real Estate Forum Education Engagement Programme was welcome, introducing young people from different backgrounds to the opportunities the built environment sector has to offer.

As we emerge from the pandemic, now is the moment to define our priorities for the future.

## Key takeaways

- Increase diversity in the sector
- Respond to the needs of our communities
- Maintain London's global standing, by building a cleaner, greener, healthier and more sustainable city

# Housing delivery

Simon Burnett, Partner, Real Assets Advisory, Deloitte



The London Real Estate Forum gave us the long overdue opportunity to reconnect and discuss the trends and opportunities associated with housing delivery in a post-pandemic world.

A lot has changed in the past 18 months, but the need to deliver more housing has not, with nearly two million people still waiting to be housed across the UK. Despite significant effort and investment, the market is still failing to meet government housing targets and therefore there is a need to do things differently.

The panel, consisting of leaders from Transport for London, Homes England, Metropolitan Thames Valley Housing Association and Greystar, shared some of their new models of delivery aimed at addressing the challenge. These included a focus on working in partnership, using infrastructure and transport to unlock housing, improving the efficiency and the sustainability of construction through MMC, supporting SMEs to increase their role in constructing homes and utilising innovative funding streams.

Affordability has worsened throughout the UK during the pandemic, so there is also a need to deliver homes which are genuinely affordable. This is a complex issue and the panel discussed different models of helping those struggling to buy, with shared ownership and help-to-buy still seen as relevant in the current market.

Building homes where people want to live is key and it was widely acknowledged that the fundamentals of demand for housing within cities remain and that housing will be an important part of the recovery and future resilience of our cities.

## Key takeaways

- Continue working in partnership across the public and private sector to unlock opportunities
- Seek out alternative funding and investment sources where the economics of delivery are challenging
- Continue the focus on innovation to improve the efficiency of delivery and sustainability of our housing stock

# Sustainable growth

Mark Underwood, Partner, Head of Planning, Deloitte



As we emerge from 18 months of uncertainty during the pandemic, the next few years will be pivotal to whether the UK can plan in a way that promotes sustainable growth. Sustainable growth only comes about when all interests in land, public and private sector work together, hand in hand, to bring forward policies that reflect principles of sustainable development and the economic reality of delivery.

We have some great examples across London and the UK as to how we can be successful in regenerating large parts of our cities, creating affordable homes, jobs and creating sustainable communities. Examples of many of these projects were showcased at the London Real Estate Forum such as Canada Water, Meridian Water and the Market Co-Location Programme from the City of London.

## Key takeaways

- We must ensure that policies and plans are flexible enough to move with the times
- Local authorities and other key decision makers need to work closely together with landowners, investors and developers on delivery of plans and policies, masterplans and other placemaking documents
- We need to ensure that all of aspects of sustainable development are considered to have weight in the decision-making process. These include energy use, accessibility, training and skills, provision of key community infrastructure and facilities, ecology and nature, all aspects of wellbeing, reuse of existing builds and the conservation and promotion of heritage assets
- It should be recognised that viability can be genuinely challenging for larger regeneration sites in terms of infrastructure provision, phasing etc and that all parties need to work together to leverage funding to enable schemes to come forward in a genuinely sustainable way



# NextGen Sounding Board

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Nancy Elgarf, Director, Gardiner & Theobald and NLA NextGen Sounding Board Representative



I hosted a NextGen roundtable on the first day of the London Real Estate Forum 2021. Alongside representatives from New London Architecture's (NLA) NextGen Sounding Board, we brought together the ideas and discussed the challenges identified over the last 18 months of virtual meetings, setting out our key priorities for the industry over the next 12 months. G&T

has supported the NextGen activity at London Real Estate Forum for the past seven years and it was great to be part of the conference and see how these platforms allow NextGen voices to be heard.

At the roundtable, the Sounding Board priorities included tackling the sensitivity of talking about money when it comes to sustainability goals and investing in the right education to ensure professionals across the industry have the skills and knowledge of the newest innovations to tackle these issues. We also raised the need for greater incentives, more standardised and reliable data collection and the barriers created by the built environment's fragmented approach to tackling big issues such as climate change.

The Sounding Board concluded with our statement of intent — we have a collective responsibility to work collaboratively and find solutions to tackling major challenges such as the skills shortage and the climate crisis. Our industry needs to find new ways of working through these problems, and by sharing our collective experiences and our knowledge we can help create a better built environment for the future.

It was great to take part in the first live event of 2021, with people who I've known but not been able to meet in person since we first came together at the beginning of 2020. These discussions will be vital to helping us through the challenges of the next 12 months and beyond, and I look forward to developing these ideas further.

# Our future urban life

Stephanie Hyde, Chief Executive, JLL UK



*Our future urban life* touched upon everything from our ageing population and mixed-use developments to transport infrastructure and last-mile logistics. For me, this breadth demonstrates not only the complexity of the topic, but also the huge potential our cities provide and the pivotal role real estate plays in their future.

Three key points to consider:

- Flexibility empowers efficiency. Aside from sustainability, the thing most clients want to talk about right now is the ‘return to the office’. In my opinion, it’s less about where you work and more about *how* you work. When we ask colleagues, ‘Where are you most effective?’, they need to have the flexibility which enables that choice. For me, some of the week I’m most effective in the office because that’s where I can bring colleagues and clients together, collaborate and come up with new ideas, and sometimes it’s when I’m at home. And that’s okay.
- Same storm, different boats. Damien Barr’s poem for the NHS struck a chord with me when considering the inequalities of the pandemic. From a real estate perspective, we should be viewing city projects beyond economic returns to address the social and environmental value too. The interconnectivity between these is paramount and it is incumbent on us to lead the discussion. With all eyes on the UK

for climate leadership at COP26, cities have the potential to embed a ‘just transition’ focusing on the sustainable benefits of climate change commitments.

- A blueprint for the future? Repeated lockdowns and prolonged home working challenged many of us to reconsider what’s on our doorstep. We discovered we could get what we needed within a smaller radius from home and what we couldn’t get could be delivered the very same day! The 15-minute city concept is based on having the six social functions of living, working, supplying, caring, learning and enjoying within a 15-minute walk or bike ride. It’s reinvigorated the sense of community, changed the way people move around cities, and has led people to interact with cities differently.

# Health, later living and care

Simon Hodson, Head of UK Health, Later Living and Care, JLL



With the Baby Boomer Generation now beginning to turn 75, it is likely that demand for age-specific housing with care will significantly increase over the next five years.

So how should we be preparing for the growing and complex needs of this generation?

An increased shift from ownership to rented property is expected, with the freeing-up of equity being a significant driver behind the move to hospitality-led, build-to-rent communities. This cohort will not accept the quality of offer that is being provided at current scale, and therefore we can expect to see new models that make private healthcare more accessible, more inclusive, or even more intergenerational.

Social value will also be a key driver, with build-to-rent investors increasingly expected to provide compelling cases for high-end rental accommodation that align with ESG objectives — as well as citizen action. The pressure for increased levels of care in the community, as well as home care, will undoubtedly influence the delivery of new forms of housing where more complex care needs will be provided.

The provision of care in the home could also become a significant economic and logistic challenge, as more people live longer, albeit healthier, lives than previous generations. Later life brings with it more complex health needs — and it is these new norms that will need

a different approach if care is to be provided efficiently, delivered through inclusion in local plans and incorporation of ‘health on the High Street’ into remodelled town centres.

In part fuelled by a NHS system that will likely continue to struggle with increased demand, as well as challenged efficiencies in a post-Covid world, the delivery of more housing with care is not only a necessity but will also enable more choice for the many people who call it home.

## Key takeaways

- The provision of Health, Later Living and Care at scale is essential to respond to demand from a growing and ageing demographic
- An increased shift from ownership to rented property is anticipated, in response to the increasing numbers of people in later life being asset rich, cash poor
- A structural reset is needed to deliver this housing, with inclusion in policy and local plans
- A significant amount of real estate in the health, living and residential sector is itself ageing — all stakeholders will need to work hard to achieve more sustainable/efficient homes in the future, and as evidenced by the recent public demonstration, find a solution to retrofit existing housing at a monumental scale
- Meaningful engagement with different capital can shift the dial on the delivery of housing with environmental and social value



Smart solutions  
Implementation and impact

100+ cities  
100+ projects  
100+ partners

"The 'Enjoy Waltham Forest' programme has seen 41 kilometres of segregated cycle lanes and cycle usage increase by 100%."

Information  
Registration  
Registration  
Registration  
Speaker Deck

587  
The number of cities in the world that have adopted a resilience strategy.

200 million  
The number of people living in cities that are not resilient.

# Resilient Cities

As city leaders, and developers, and sustainable cities, there is no one-size-fits-all key global challenge. This is the time to lead and key to the future. The challenges are...

# Tomorrow's West End

Jace Tyrrell, Chief Executive, New West End Company



I was really pleased to join our West End members and partners at this year's London Real Estate Forum. For the closing panel, *Tomorrow's West End*, it was strikingly clear that the future is indeed bright for this core part of central London. We announced £5 billion capital investment over the next five years, with 22 major schemes in the West End International Centre. Plus, the £18 billion Elizabeth Line launching next year will be transformative, with state-of-the-art stations built for the capacity of the future and delivering huge economic benefits not only to London, but also to the entire country. London's West End has long held a place as one of the globe's leading commercial hubs, but this unprecedented level of capital investment will cement our spot as the most iconic and diverse consumer district in the world.

London's West End is repurposing its retail sector, and with an encouraging planning policy put in place by Westminster City Council, it is no surprise to see that 76 per cent of upcoming developments are mixed use, highlighting the agility of our district through more experiential and cultural offerings. Outernet London is a prime example of an exciting and immersive entertainment district, delivering cutting-edge technology as hybrid experiences are coming to the forefront. The pandemic has accelerated the use of technology in experiential retail and culture, and it is great to see innovative businesses harnessing this to ensure that the West End remains unique and relevant to changing consumer demands. As COVID restrictions

ease, we are now looking ahead to a high street and global retail and leisure destination that aligns to our 21st century customer.

Westminster's Debbie Jackson's strapline for London's West End is 'Survive, Revive and Thrive' — an accurate portrayal of the resilience of our district. From the pandemic, we have learnt valuable lessons and in partnership, we will take these learnings forward in a West End-wide effort to ensure London's West End remains resilient and bounces back stronger than before. Now is the time to seize the moment.

## Key takeaways

- Continue to take risks to innovate
- Become more socially conscious and inclusive using technology as an enabler
- Engage with zero emissions public transport
- Deliver a quality experience where visitors, residents and workers are proud to be in the West End

# Industrial and logistics

Bridget Outtrim, Director, Industrial and Logistics, Savills



It was great to see the London Real Estate Forum recognising the importance of the industrial and logistics sector, particularly regarding occupiers. The sector supports our modern way of life and is, ultimately, what keeps London moving. Prologis's Robin Woodbridge eloquently described how it supports residents and businesses by providing essential services.

Given the supply constraints we are seeing in the capital, Woodbridge advocated for the development of multi-storey industrial space, as seen in places like Japan, provided they are developed in the right locations and on large enough sites. This is a different solution to mixing residential with industrial uses.

As we know, every new home in London is a new delivery address. The GLA's Sarah Birt reminded us that each new home generates demand for 69 sq ft of industrial space; with this in mind she confirmed the GLA's commitment to providing good quality space for the sector.

From my perspective, local authority planners need to ensure that they grant consent for fit-for-purpose industrial space, which can only reasonably be provided in large-scale developments where the industrial occupiers have their own separate space. Regeneration and mixed-use need to provide both residential and industrial occupiers

with good quality accommodation that can function 24 hours a day in a secure and safe environment.

In small development schemes, this means locating industrial uses off site, which creates more complexities for planners, but ultimately provides Londoners with a better place to live.

## Key takeaways

- Industrial space is essential to support modern life and needs to be part of the conversation about London
- Intensified industrial developments are the future, particularly in areas of real constraint, but they must be built by specialist industrial developers who understand the needs of occupiers, not bolted on to residential schemes
- B8 space provides essential infrastructure and should be a key consideration when planning large scale developments
- Use class E is not an adequate substitute for use classes B2/B8 — they are very different!

# Building sustainably

Graeme Craig, Director of Commercial Development, Transport for London



It was great to see so many friendly faces at the London Real Estate Forum and catch up again with people after so long.

I heard some very inspiring speakers and what really rang through for me was the ever-increasing importance of ESG. And this wasn't just in the

ESG-themed sessions — it was a fundamental part of all the discussions. We paid particular focus at TfL with Siobhan Jared speaking passionately about how social value is vital to our success as a commercial business — whether that's through affordable workspaces for our tenants, working with people from disadvantaged backgrounds to get them into employment or putting local communities at the heart of our development plans. Patricia Cazes-Potgieter spoke as part of a panel about how our thoughtfully designed development schemes encourage sustainable travel as well as deliver the homes Londoners urgently need. Derek Wilson talked through our planned development above Southwark station as part of a Net Zero showcase. Southwark will be one of the most sustainable commercial office buildings ever built in the country and has been designed to directly extract waste heat from the Tube station to help minimise the building's energy consumption. We need more like that.

Before the pandemic we had an ambitious housing programme, but the dramatic fall in fares revenue meant TfL could no longer fund any new property development activity. It's been a frustrating period, but we've

taken the opportunity to fundamentally reshape our plans. We now have agreement from the Government and the GLA that we have a dedicated commercial property vehicle in TfL that can access commercial debt to expand and accelerate our plans. We will be investing heavily in our existing assets as well as major residential and commercial office schemes. Out of the pandemic, we have an even greater determination to play our part in solving the housing crisis and providing growing sustainable revenue to reinvest into public transport. I am confident we will come back stronger and more resilient.

## Key takeaways

- We know how to build sustainable buildings and communities, so let's hold ourselves accountable and deliver for London
- London is recovering, and we all have a huge role to play in ensuring it comes back better than before
- Property is fundamentally a people business — and we all need to do more to ensure the people in the industry better reflect the diversity of London



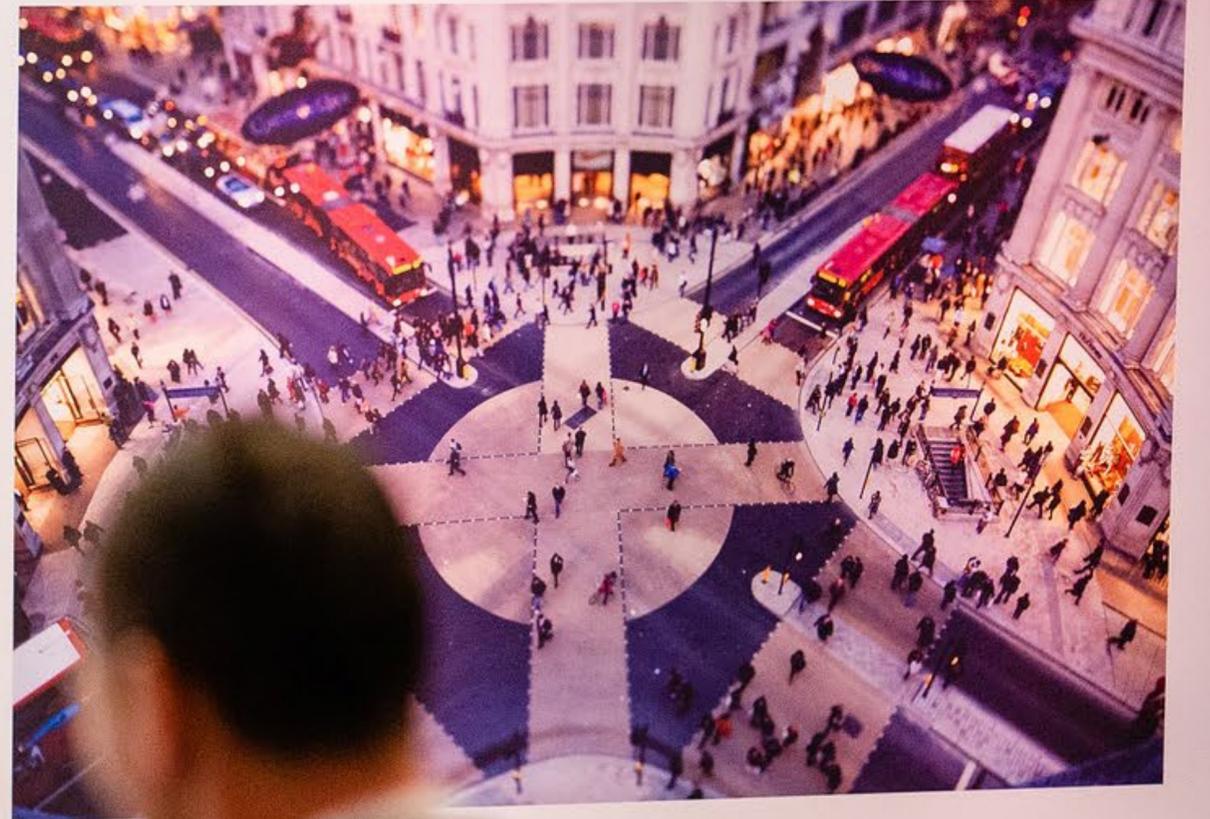
*"There's a major focus for new developments to provide outdoor space and community facilities, with a growing trend towards small-scale retail and leisure offerings as part of wider mixed-use developments."*

Simon Bedford, Partner, Savills Real Estate



# 200 million

*visitors per year to the West End International Centre*



This image from New West End International Centre, a development which can attract over 200 million visitors annually, can generate upwards of £10 billion annually.

The West End  
£4.5 billion of  
© G. Farnes Photographs

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Debbie J  
Planning

# The importance of social value

Sara Bailey, Senior Partner, Trowers and Hamlins



The past 18 months have exposed many challenges that society is facing. For me, the discussions at this year's London Real Estate Forum reflected how we are all looking at doing things differently and importantly highlighted how much we can achieve as a sector when we work together. People are at the heart and centre of many of the discussions, but with the urgent focus on the E of ESG, how do we make sure that focus is not lost along the way? With legislation around improving buildings' environmental credentials and net-zero targets driving change, what is going to protect social value?

Towns, cities and the buildings within them can be great levellers in creating an equitable environment, but divisive if we get it wrong. For us to succeed in creating a built environment fit for the future, people and their needs must be at the heart of decision-making. All those who are involved in the built environment have a role to play. And for me that's the exciting bit. By working together, we can ensure that the 'S' in ESG is protected, and embedded in the decision-making process. Easy to say, but perhaps not so easy to do.

There are now countless measurement toolkits and metrics that allow us to assess the social value in the places we create and curate. Not all measurement tools will be suitable for different places, and it's great that there are so many ways to measure and so many ways of looking at things. But perhaps more important is the fact that we are measuring at all, as this demonstrates that we want to monitor and improve the quality of places. Designing better buildings and curating better spaces offers great social value,

and most importantly it builds resilience which, as we have seen over the last 18 months, is vital for the future of our towns and cities.

Pen Hadow's talk at the Next Gen reception was a stark reminder of the urgency of the climate crisis, and he called for the younger generation in our industry to stand up and define what our cities are going to be for and about, how we are going to live our lives and how we do it in a way that we can be optimistic about the future. Across the sea of familiar faces, it certainly felt that there was a good mix at the conference and I think that's going to be crucial. The younger generations in our sector are going to be the ones living with the consequences of our actions, so they need to be part of it and we need to find new and better ways to bring talent from the breadth of our societies into our industry to achieve that. It's a great passion for me but beyond that, the industry needs it.

Trowers & Hamlins has been running a series looking at protecting social value. To read more, visit: [trowers.com/InvestingInSocialGood](https://trowers.com/InvestingInSocialGood)

## Key takeaways

- Collaboration and working together as a sector are vital to improving the quality of spaces and therefore improving the lives of many in society
- Designing buildings and spaces with resilience in mind is key to future-proofing our towns and cities
- The urgency of the climate crisis should be at the forefront of our minds, and we need to find new and better solutions from across the industry

# Polycentrism

Julien Allen, Partner, Trowers and Hamlins



If we get polycentrism right, we will get a more balanced city and more levelled up city. This was the consensus of the *Polycentric Cities* panel at the London Real Estate Forum on 29 September.

The lack of affordability in central London and the improvements to the transport networks across London have pushed people to live in very different locations to those that they work or socialise in. Yet, in the last 18 months, we have become accustomed to, and familiar with, our local area. With so many working from home, people have had time to discover what's on their doorsteps. Cafés and restaurants were busy with lunchtime trade and local shops found new customers. The evidence and appeal of a 15-minute city for our immediate needs, has become clear.

But as lockdown ended, it is the arts, culture, hospitality and leisure that draw us back to city centres and different areas across our cities. So if we are no longer travelling across cities to work five days a week, what is it that will draw people to different centres across their city?

The idea of a polycentric city where key hubs can coexist and offer something slightly different for the urban inhabitant, is evident in London: the West End is world-famous for its theatres and entertainment venues, the City of London Corporation is developing the Cultural Mile as a major destination for culture and creativity aimed at attracting people into a traditional working area at the weekend. And

there are a growing number of start-ups and small or medium-sized enterprises supporting the film industry (and studio) in Ealing. But the challenges to a polycentric London are legion: infrastructure, connections between centres; inequality; sustainability and crucially, a vision to decide which centre fulfils which purpose. We can't just have all centres trying to be the same as each other, as this defeats the polycentric model.

In addition, levelling up the city is not about eroding the attraction of the traditional centre (West End and City) which both need their offering to be sharpened and clarified, but it includes increasing the distinctiveness and character of different areas across the city will provide a more balanced distribution of resources and make cities more resilient.

## Key takeaways

- Polycentrism will create more balanced and levelled up cities
- We need to find solutions to overcome the challenges to a polycentric London which are: transport and connections between centres, inequality and sustainability
- A broad vision is needed to prevent competition between centres across the same city, different centres should have different offerings

# Roundtables summaries

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by Ellie Pile, Programme Manager, NLA; Grace Simmonds, Programme Manager, NLA;  
Morgan Lewis, Programme Coordinator, NLA; Sowmini Suresh, Events and Programme Coordinator, NLA

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# Encouraging urban biodiversity

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This roundtable focused on biodiversity in urban cities. Its core themes highlighted that to create resilient cities, a drastic shift to the relationship between our urban and natural space is needed. As we have throughout history paved over nature, concealed rivers, and tried to curate and construct our natural green spaces, the recent drastic weather changes, costly land maintenance and excessive flooding has shown that nature works to its own plan. The key experts brought together at the roundtable highlighted how cities need to be adaptable to the needs of nature and its ability not to recognise borders, and its unruly growth and character to shift beyond the masterplan. They felt that we need to move past the horizontal planes we have been working with and explore nature in its three-dimensional form, with the prevalence of quality nature-based interventions being implemented, starting with the soil. We need to understand and equip environments for biodiversity to thrive in ways that may not be widely recognised in our cities' systematised green spaces today. Therefore, a more interrogated and collaborative approach across city planning and design is required with long-term inclusive growth being prioritised across a city space, over individual short term quick fixes. The call for an expert and holistic approach to our environment is welcomed by the panel if we are to create urban green spaces of worth, over 'tokenistic ideas' with limited biodiversity. Landowners can play a vital role in this and coordinating and facilitating collaboration between different stake holders is a starting point the panel were keen to explore further.

## Key takeaways

- Nature-based planning in London needs to be more collaborative across land and project borders
- The character of nature needs to be better understood and more holistically reflected in greening plans
- Schemes need to be measurable for the biodiversity impacts to reduce 'tokenisation' and surface level schemes

# Beyond the office

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'Beyond the office' was chaired by Oliver Bayliss, director at Buckley Gray Yeoman to consider what returning to the office will look like as we emerge from COVID-19.

It was agreed that 'access to culture' was the biggest draw to getting people back to the office, by offering something worth travelling in for. Creating that important mix of culture in Brent Cross Town is essential to attracting occupants, says Piers Nickalls, Office Leasing Lead at Argent, and partnering with London Borough of Barnet has been fundamental in achieving this. Inner London sees City development and occupation booming; pre-pandemic office spaces weren't thinking innovatively enough, and that's changed. Pippa Gueterbock, Head of Area Regeneration, Wood Green at London Borough of Haringey argued that local centres are playing an important role too, as workers don't want to be isolated, but also don't want to travel into central London each day. Early engagement between tenant and landlord is needed, with more flexible leases and spaces, as many occupants are still in a state of flux about what they require. The office of the future can no longer be 'a fortress', but should instead be formed of permeable spaces with active ground floor frontages and communal outdoor terraces. According to a study by CO-RE director Bradley Baker cited location as the number one driver for bigger companies with accessibility to the office from major stations a top priority, followed by cost, design and sustainability as other important factors.

Ultimately, though, it is about creating happy and healthy places to work in, and is far more contextual than singular buildings.

# Delivering for future needs in healthcare

*In association with JLL*

With the boomer generation about to have their 75th birthday and there now being more 65-year-olds than six-year-olds within our society, the agenda of the ageing population has never been more prevalent. However, this agenda is not one seemingly shared by wider society. The panel discussed how the stigma of ageing is still affecting the drastic reforms this sector is needing. The panel stated that currently, there is a disproportionate prioritisation to developments that offer higher returns over the needs of the future. But what changes need to be made to assist the inevitable next ageing cohort?

The panel established a drastic need for more options, whether this be mixed tenure or mixed types of spaces. The ageing population is equally as diverse as the younger demographic and inclusive design is paramount amongst the elderly. What the experts around the table called for is a user-led voice when designing and building these spaces and elevating these voices through the whole planning and designing process and embedding them within schemes. The panel highlighted that the issues surrounding elderly homes are intertwined to wider social issues of insufficient housing provision and poor health. They suggested that to tackle the quality, quantity, and opportunities that elderly homes bring to the forefront can in turn bring a whole host of wider benefits making them more advantageous than society currently deems. The panel discussed that by looking towards the wellbeing of elderly residents first, this can begin to highlight and address areas within society that foster inclusion, promote health and encourage wellness in ages prior to that of retirement.

## Key takeaways

- There is still a stigma around ageing within the UK
- Later living schemes need to be driven by the elderly with their voices being heard throughout planning and delivery
- Later living necessity needs to be recognised in the procurement process
- There needs to be a wider variety of mixed tenure and mixed space schemes
- Inclusive design is paramount and recognising the different cultural and demographic needs of the elderly is critical in producing good design

# Sustaining infrastructure investment

*In association with South Westminster Business BID*

Sustaining infrastructure investment, a roundtable chaired by Peter Murray OBE, Curator-in-Chief of New London Architecture exemplified that a focus on the 'micro instead of the macro' is needed. Small improvements and investments into streets across London would make a big difference overall, claimed Professor Tony Travers, Director LSE London and Professor in Practice, Department of Government. The Mayor's Infrastructure Coordination Service is taking an active role to best facilitate the planning and delivery of improvements, said Molly Strauss, Head of Infrastructure at GLA, such as working with utilities, local authorities, and transport providers to coordinate works that improve the public realm and help minimise disruption and costs. However, there is still a long way to go, and perhaps more regulation of utility works is needed, along with incentivised collaboration. The 'levelling up' agenda was discussed, with concerns that this means less spending in London and relying on private investments. More innovative thinking is needed to drive growth in investment and BIDS have a key role to play in forming partnerships between the public and private sector in shaping key areas of London, such as the transformation of busy roads at Strand Aldwych into new public space. A system change is needed to better utilise technology and infrastructure mapping, along with greater care, collaboration and accountability.

# Accelerating investment into net zero

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*In association with City of London, Green Finance Institute and Connected Places Catapult*

The agenda of this roundtable reflected the boarder conference theme of Resilient Cities, but focused on the question: 'How we can accelerate investment into the decarbonisation of cities?' Setting the scene for the conversation, Catherine McGuinness, Chair of the Policy and Resources Committee, City of London Corporation and Ingrid Holmes, Executive Director, UK Green Finance Institute highlighted the recent work they have been doing to unlock green investment and specifically spoke about the potential of place-based investment strategies to deliver financial as well as social, environmental and economic returns.

## **Key takeaways**

- For a just transition there needs to be a place-based approach which addresses those who will be disadvantaged or disrupted by the changes, and highlights the benefits for those who invest
- We can't only rely on government and policy, we need to work on citizen engagement that brings communities along on the journey
- Public funding should act as cornerstone investor to leverage in private sector investment as public funds will not be able to provide the capital needed on their own
- To be able to unlock investment we need to create bankable projects which are relatively risk-free propositions
- Yet we also need a route to the end goal; it can't be enough to just be investable, it must also be deliverable
- The planning system must prioritise net zero in order to be able to remove some of the risk



# What does the West End need to succeed through recovery?

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What does the West End need to succeed through recovery? How can we attract workers and visitors back to Westminster post-pandemic?

This roundtable panel consisted of passionate thinkers across different organisations, all aiming for the viable return of the West End. The talk began on a positive note, discussing promising figures about the return of working professionals to west London. JLL reported an optimistic 75 per cent return of pre pandemic numbers.

## Key takeaways

- Broadening the catchment of London will help bring in more people to central London. People want to work in neighbourhoods where there are things to, the West End is a perfect example. Sticking to a 2-day office and 3-day remote work model will help bring workers back in
- Employers are now thinking about what their employees want. Many want to create a space that employees will want to leave the comfort of their homes and commute for. This makes both the office space and its surrounding neighbourhood equally important in bringing back the workforce
- Retail is an indispensable part of the West End — the panel agreed on the importance of tourism for the survival of retail on Oxford Street and the positive impact retail would have on other industries like hospitality in the area. This was a perfect segue into the topic of al fresco dining. Keeping in mind the point of view of local Soho residents who feel that al fresco dining has encouraged unruly behaviour in their neighbourhood, the panel agreed that there should be a better plan in place for next summer's al fresco dining opportunity

# Cities and businesses working together to level up

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*In association with Core Cities*

The focus of the discussion at the core cities roundtable centred on the question: how can businesses, cities and government work together to create levelling up and recovery from the pandemic? With representatives from Newcastle, Liverpool, Leeds and Belfast City Councils, the key take-away from the conversation was the ambition to put together a collective position highlighting the need for a national programme around delivering 'levelling up'.

## Key takeaways

- There are several challenges facing cities, which require investment to resolve, including: retail decline, housing, future skills and job opportunities, innovation linked to growth and resilience building, and health inequalities
- It was widely acknowledged that future economic development opportunities will need to leverage significant private sector
- Private sector investors recognise that health inequalities are one of the key indicators of levelling up
- Local authorities are central to much of what is needed to achieve levelling up
- The pandemic has highlighted the importance for councils to have an economic focus as part of their core mission
- The pandemic has also forced more collaborative leadership in places around this economic role
- Many of the issues facing cities are interrelated and require an integrated response
- Existing cross-place collaborations and networks could drive joint levelling up projects in cities, regions and towns
- Whitehall's alignment around levelling up as a priority is positive, a similar alignment between national government and places is now needed

# Higher education within the city

*In association with Savills*

This roundtable highlighted how universities and higher education institutions have a key role to play in the development of space. Whereby previously they have been seen as a separate entity to the wider urban fabric, the pandemic has pushed to the forefront the value and necessity that students bring to the economic and cultural offers of cities. The panel called for universities to look at themselves as developers of place, simultaneously with being an educating institution and to think more coherently about how they have been and will build communities. However, with this wider lens universities now have, a more disciplined strategy needs to be adopted to balance a wider group of needs — and this can often be a challenge. UK institutions often have an historical building portfolio, and this, combined with increasing pressure for new facilities from students and teachers, means universities need clear financial and academic strategies to reach their goals. The panel advocated for further discipline and more innovation to the current building portfolios universities have. This required an adoption of the ethos by all stakeholders and specifically towards collaborative working space. However, hot-desking is usually very slow to take up within academia. They looked towards areas such as Silicon Valley as an exemplar and discussed what made these spaces so successful. They concluded that ease of movement of staff between areas and more places that foster collaboration and ideas exchange such as hot-desking is the driving factor behind the efficiency of these spaces. For this sector to thrive, these ideas need to be adopted in future strategy planning.

## Key takeaways

- Universities need to move away from a highly polycentric approach to maintain flexibility and efficiency
- Student satisfaction needs have increased alongside the wealthier demographics of student in metropolitan cities, thus creating more pressure on institutions
- Universities need to see themselves as developers that build neighbourhoods
- Strategies need to encompass due diligence in their creation but also seeing this through to delivery
- University assets need to be utilised to drive the main mission of providing world-class education

# Creating jobs, opportunities and developing local skills

How can we better support local decision making within London so communities have services and facilities they need?

This roundtable discussion emphasised the importance of collaboration between education, private and public organisations. Unity was another focal point, and the need for all parties to stand for the same cause was voiced. 'We should have one coherent ask and one coherent voice', said Arinola Edeh, Principal and Head of Service, Westminster Adult Education Service.

## Key takeaways

- Acknowledging the damage caused by the pandemic, chair Jenna Goldberg, board director, London Communications Agency said: 'the pandemic has revealed the fragility of London's economy'. By July 2021, London had the highest regional unemployment rate and more younger people were claiming benefits, which hints at the lack of higher education. Collaboration between educational institutions and organisations (public and private) will help bridge this gap
- A suggestion to look for opportunity within change was suggested. During the pandemic, many hotels resorted to training their employees in technical skills while they were furloughed. This resulted in more efficient systems being used within the hotels today
- Most people don't live and work in the same neighbourhood. The pandemic allowed everyone to work remotely, which enabled people to move outwards and save rent. This makes local decision-making more complex, because a local community now consists of a set of people who live there, and another who work there

# Future industries in the Upper Lea Valley

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The future industries roundtable brought together industry experts and senior officials from the three councils of the Upper Lea Valley (Enfield, Waltham Forrest and Haringey), with business representatives from the innovative and rapidly expanding industries that have recently relocated to the area. The discussion focused on both people and place, highlighting the immediate challenges of these industries and questioning how they can be supported long-term.

## Key takeaways

- Growth of these new industries has had a ripple effect for economic activity in the surrounding area, supporting jobs and businesses across the supply chain
- Challenges remain around attracting and maintaining industry-leading talent to work in the area due to lack of local amenities and concerns around safety — if industrial place-making is done right it could help overcome these challenges as well as adding value to the area
- Good transport links, affordability and fit-for-purpose, accessible buildings have attracted the new industries to the area, yet with limited space could create competition and issues in the future if not addressed
- Concerns were raised regarding the ‘beds and sheds’ agenda, and questions posed about whether residential developers can deliver fit for purpose industrial space
- Industrial space needs to be relocated, not repurposed
- Strategic planning that co-locates industries with complimentary utilities could provide mutual benefit, this could work particularly with regards to energy
- Acknowledgement that there needs to be more flexibility and speed within planning, policy must adapt to new needs of industries and remove tick boxing exercises that are no longer relevant

# Delivering a fair recovery

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*In association with G15 Housing Associations*

How can the housing and development sector ensure ‘build back better’ and ‘levelling-up’ are delivered in a way that supports a fair recovery for London’s communities?

The discussion revolved around defining what community means today and what needs to be done to deliver fair and equal recovery to all the communities of London. ‘If London thrives, Britain thrives’, said session chair Geeta Nanda OBE, chair & CEO, MTVH, emphasising the importance of the wellbeing of London’s communities.

## Key takeaways

- A community is no longer defined geographically. London celebrates diversity; but we need to investigate what its different layers are. For instance, people may relate more to the LGBT community than where they live. Recognising the several communities which exist in London will enable us to put communities to the front of development plans
- Buildings should be repurposed and not demolished; we need to think more about developments from an ESG perspective
- Flexibility is needed in planning; we have moved from some planning reforms over the years like zoning. Rigid affordable housing requirements are making it difficult to deliver housing schemes
- There is a London issue; we don’t have the opportunity to use Londoners’ money to help the issues London’s communities are facing. Waiting for the Treasury to grant money is just losing us more time

# Taking action to change the industry

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The past year has seen a much-needed reflection in the industry surrounding its diversity and inclusion. Since the horrific death of George Floyd, it opened the eyes of society and projected marginalised needs to the forefront. This panel brought together a range of voices from the industry who have been working on shaping a more dynamic, inclusive and representative building sector. The panel highlighted that to have a diverse workforce can add substance and understanding to how and what we are building for our cities and futures. However, the task is a large one and the voices not being heard, pointing towards a gaping hole in the system. The panel aimed at tackling this gap through reflections of the past year and learnings that can shape the future. However, what does it mean when we say looking at the whole sector? And how can the findings from observing the problems be transferred into action? The panel highlighted that there has been a lot of 'tokenism' and we need to be honest about how we are elevating our diverse voices and the benefits this has to them. It also suggested that change can't just stop with recruitment, but how we retrain and grow talent within our industries. We need to understand as an industry that the process is slow and challenging and we should be ready for frank discussions and be open to making mistakes. We need to be creating an infrastructure within the building sector that is ready to grow diversity and mentorship and reaching younger voices early needs to be done simultaneously with this. More needs to happen to reach an inclusive sector and we all must be accountable for the work that is required. The disappointment felt by the panel that recurring problems of the 1990's are still left unaddressed in 2021, made them call for a drastic shift in thinking and approach from the industry to make real, sustainable and valuable change.

## Key takeaways

- Companies need to tackle not only how they recruit a diverse workforce but also how they retain and grow talent within the sector
- We need measurability and accountability for change in the industry
- Reaching younger people early on is important, as is having the infrastructure in place within the built environment to help them grow
- 'Allyship' and reaching many voices is important for fostering inclusivity and the building sector needs to be ready for frank and challenging conversations

# Enabling better partnerships to unlock investment

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*In association with British Property Federation and IPSX*

The roundtable instigated a lively debate among contributors with representatives from across the industry and across the country. The discussion focused the need for more collaborative working, alongside longer term thinking and strategic planning.

## Key takeaways

- There is a paradigm shift underway; however we need clarity of vision and a long-term view
- It's important that thinking is grounded, and change is people-focused — ultimately the goal is to make people's lives better through the built environment created
- Innovation is needed across the sector — there is plenty of private sector capital available, but it is not being accessed effectively
- We shouldn't think in terms of 'sides', but all parties need to re-evaluate how they frame objectives, business cases and project evaluations, working to build these together and align incentives
- There is a need for a shared framework for delivery, measuring progress and evaluation
- A joined-up interface between public and private sector could be highly beneficial given the plethora of interests
- There's a skills gap to lead and deliver this new paradigm
- However, ultimately this was a conversation being had amongst those who are already committed to the journey — bringing the mainstream along may require 'more stick, less carrot'

# Healthy homes: designing for wellbeing

*In association with Miele*

What challenges and opportunities do we face in trying to incorporate wellbeing into the design of our homes at every stage?

A key topic of discussion in this roundtable was the role technology in improving wellbeing. Miele, being a household brand for high-end appliances, emphasised on the importance of technology and how it positively impacts the environment of a home.

## **Key takeaways**

- People usually pick what they are familiar and comfortable with. But they should expand their views and try new technology, investing in products that are designed around the user because technology can make your life easier and stress free, said Rosie Clarke, product training manager, Miele.
- A major misconception is that all appliances perform the same task. Customers should understand that brands differ in their approach to accuracy of performance. By spending more, the customer will get a product which will perform more accurately, last longer and add value to their life, it was claimed
- People look for longevity with home appliances. The concept of long life, loose fit plays an important role in homes
- The impact of technology can be seen in the evolution of a typical house plan. We now design homes with open floor plans and open kitchens. Technology is allowing us to have dishwashers and washing machines in open plans without the need for doors and walls because they are no longer noisy
- The definition of a healthy home: no risk of fire, low carbon footprint, low noise pollution and good acoustics, good air quality, and good ventilation

# Inspiring future city-makers

by Grace Simmonds, Programme Manager, NLA

## Inspiring future city-makers

With the ambition to inspire a new generation of city-makers and to promote diversity and accessibility to the industry, we invited schools from across London to participate in a careers learning day at the London Real Estate Forum. Bringing future career opportunities to life through presentations, Deputy Mayor Jules Pipe, Dipa Joshi of Fletcher Priest Architects, Catherine Loeber of 22 Bishopsgate and Emma Scott-Miller, Blair Hercules and Grace Allen from Gardiner & Theobald each gave inspiring talks about their industries and shared experience of how they got there. Speed networking sessions with professionals from across the public and private sector gave students the opportunity to get into detail and ask important questions about their future study and career decisions. 'I enjoyed learning about architecture', said one such student. 'I loved the advice that people were giving. This really helped me pick out my A-level options.'

A behind-the-scenes tour of 22 Bishopsgate provided the 'wow' factor and saw the students exploring the 58th floor, with spectacular views over London, as well as a look at the new amenities such as London's largest bicycle park. 'I enjoyed when we went on the tour to 22 Bishopsgate', said another student. 'The view was unreal and heavenly; you could see for miles.'

The students came away with a new-found understanding of the industry, the exciting career prospects, and what it takes to shape a resilient and global city. As one of the participants neatly summarised: 'We need to stay together. Be ready to accept changes and adapt to it'.





The London Real Estate Forum is created by New London Architecture (NLA).

NLA is an independent membership organisation for everyone with an interest in London's built environment, with a clear purpose to improve the quality of people's lives by making London a better place to live, work and visit.

NLA engages the broadest possible audience across government, business and the public to educate, challenge, connect and drive positive change. Find out more at [nla.london](https://nla.london)

The NLA team would like to extend our gratitude to all of our Partners and Supporters — in particular for their unwavering support over the past two years since we were last able to host London Real Estate Forum as an in-person event.

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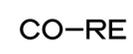
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