*An essential event for construction and M&E product suppliers* ONLY *- the 2007 re-run of:*

# Selling to the Social Housing Market

*. . . new rules for winning business*

Anne Kirkham
Head of Decent Homes Division
Department of Communities & Local Government

Karl Tupling
Director of Housing Strategy
Sheffield City Council

Charles Amies
Head of Investment, East Midlands Region
The Housing Corporation

Alan Shingler
Project Architect
Sheppard Robson / SIXTYK Consortium

John Hughes
Deputy Director for Project Management
Genesis Housing Group

Steve Hales
Regional Manager East Midlands
Lovell Partnerships

David Oates
Supply Chain Manager Affordable Housing
Wates Group

## Thursday 29 March 2007

## EAST MIDLANDS

Tel: 01858 540248
Fax: 01858 540249
mail@howittconsulting.co.uk
www.howittconsulting.co.uk/events

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# Selling to the Social Housing Market

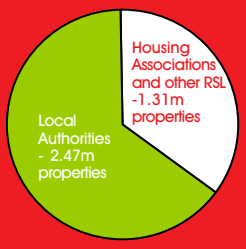
## The issues

Faced with a fluctuating private housebuilding market, many product suppliers are looking to find ways into the fast growing public sector market.

This is spearheaded by the 'Sustainable Communities' programme scheduled to invest over £42bn by 2010 - that's approximately £17bn on products.

Key issues for the products industry include:

- Understanding how this increasingly complex market works
- Identifying the product decision-makers and processes
- Offering products that provide solutions to their needs



## The benefits of attending this seminar

'Decent homes for all', 'affordable housing', sustainable communities', 'ALMOs', 'LSVTs', 'renewal pathfinders', etc - what does all the jargon mean? And how does understanding this help promote business for product suppliers?

This seminar features hands-on practitioners from all sides of the industry, who will equip sales teams to:

- Understand where the money is being spent
- Identify the business opportunities and decision-makers
- Develop sales propositions that meet the customer's needs and avoid those that turn them off

## Who should attend?

Sales teams from manufacturers and suppliers of construction, H+V and M+E products, materials and systems:

- External and Internal Sales Teams
- Marketing Departments
- Sales and Marketing Managers or Directors
- Key Account Managers
- Business Development Managers

# Programme

## 0945 - 1600

### Welcome and Introduction
- Setting the scene for the day's programme

*Richard Blakesley and Brian Boley, Howitt Consulting*

### Sustainable Communities - The Government's Masterplan for Housing
- Providing decent homes in decent places - a summary of the plan
- Budgets - how much money is involved and where it is allocated

*Anne Kirkham, Head of Decent Homes Division, Department of Communities & Local Government*

### Decent Homes for All - The Future of Local Authority Housing Explained
Local Authorities can spend up to £20,000 per property to meet the Government's 'Decent Homes Standard' by 2010. The principal options will be explained:
- Large Scale Voluntary Transfers (LSVTs)
- PFI in LSVTs and Local Authority Programmes
- Arms Length Management Organisations (ALMOs)
- Housing Market Renewal - Pathfinders

*Karl Tupling, Director of Housing Strategy, Sheffield City Council*

### The Role of the Housing Corporation
The Housing Corporation is responsible for investing in over 2000 Housing Associations to provide more affordable housing. This session covers:
- The National Affordable Housing Programme
- The roles of Housing Associations and other Registered (and unregistered) Social Landlords
- How Housing Associations and other RSLs source funding - including the issues of Charter Status and Government Efficiency Targets
- Working with private developers and housebuilders

*Charles Amies, Head of Investment East Midlands Region, The Housing Corporation*

### The Design for Manufacture Competition - The £60,000 House
- Overview of the competition
- How the winners to date approached the competiton
- The role of the product manufacturer and the opportunities on offer

***Alan Shingler - Project Architect, Sheppard Robson / SIXTYK Consortium***

### Housing Associations - Operations and Procurement
As leading Registered Social Landlords, Housing Associations are key players in procuring newbuild and refurbishment of Social Housing. Subjects include:
- The roles and responsibilities of Housing Associations
- How procurement processes work
- How products are specified for projects

*John Hughes, Deputy Director for Project Management, Genesis Housing Group*

### The Importance of the Supply Chain
As more major housebuilders grow their social housing business, supply chains form an essential part of their strategy. This session covers:
- How social housebuilding has changed
- The demands on product suppliers
- Getting involved in the supply chain
- The need for innovation

*Steve Hales, Regional Manager East Midlands, Lovell Partnerships*

### LSVTs, PFI and ALMOs - A Contractor's Perspective
- How client / contractor relationships work
- How decisions on products are made
- Value for money and cost versus price - key sales issues for suppliers

*David Oates, Supply Chain Manager Affordable Housing, Wates Group*

### Planning for Success in Social Housing Markets
- Summary of the key issues for product suppliers
- Putting an action plan for success in place

*Richard Blakesley and Brian Boley, Howitt Consulting*

For more information, please call Howitt Consulting on 01858 540248

# Seminar Information

| | | |
|---|---|---|
| **Date:** | Thursday 29 March 2007 | |
| **Timings:** | 0945 - 1600 | |
| **Location:** | East Midlands | |
| **Costs per person (+VAT):** | 1 reservation | £365.00 |
| | 2-3 reservations | £325.00 |
| | 4+ reservations | £260.00 |

# Reservations

*Please enrol the following delegates for this event:*

Name

1 . . . . . 5 . . . . . .

2 . . . . . 6 . . . . . .

3 . . . . . 7 . . . . . .

4 . . . . . 8 . . . . . .

Authorising Executive: . . . . . .

Title: . . . . . .

Company: . . . . . .

Address: . . . . . .

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Tel: . . . . . Fax: . . . . . .

Email: . . . . . .

Invoice to be sent to (*please provide email address*): . . . . . .

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Please post, fax or email to:

Howitt Consulting, 1 The Chambers, Bowden Business Village, Market Harborough LE16 7SA

Tel: 01858 540248 Fax: 01858 540249 Email: mail@howittconsulting.co.uk

TERMS AND CONDITIONS

Invoices are raised on confirmation of reservations and are payable within 10 days. Full fees are payable for cancellation within 28 days of the event. Substitutes can be made at any time without cost. The organisers reserve the right to change the programme or contributors, if necessary.