



Homes &
Communities
Agency

Why is 'place' important to people and business?



- HCA is the national housing *and* regeneration Agency;
- Our investment is now focussed principally on 'place';
- Investment, rather than grant; where this will support economic growth/stability; for (affordable) housing investment, housing need alone is not now enough;
- 'Place' level investment helps us to concentrate our investment streams to best effect;
- Successful places are important for LEPs; not just as a reservoir of skills and people, but to generate and sustain interaction and exchange; including those chance exchanges between people which act as a spark for innovation and enterprise;

When is a place not a place, and does it matter?



- This doesn't really happen in the sort of 'non-places' we have built in the last 60 years – zoned and segregated (often mono-tenure) housing estates and business parks;
- But this is happening again in the mixed and unpredictable 'broth' of peoples, communities of interest and activities beginning to take root in cities and towns, and those places where we are beginning to mix at the edges;
- HCA will now increasingly be driven by the investment decisions of our housing investment partners, who recognise mono-tenure, mono-use places we have created in recent decades are not a good bet for long-term investment;
- So creating the right sort of places is key to attracting and sustaining a wide pool of skills, and therefore attracting business; but mixing up uses in a place creates the optimum opportunity for interaction and exchange; this creates the conditions necessary for trickle down of LEP-driven, in the form of new, entrepreneurial business formation in the wider population.



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