

## Housing Market Intelligence Conference

Tuesday 13 October 2009

Savoy Place, London

|                  |   |   |
|------------------|---|---|
| 9.30             | REGISTRATION  |   |
| <b>Session 1</b> |   |   |
| 10.00            | <b>Chairman: Imtiaz Farookhi</b><br><b>Chief Executive, NHBC</b>  | Chairman's welcome  |
| 10.05            | Grant Shapps MP<br>Shadow Housing Minister  | The Conservatives view of housing   |
| 10.35            | Sir Bob Kerslake<br>Chief Executive<br>Homes & Communities Agency   | Housebuilding delivery  |
| 11.05            | Stewart Baseley<br>Executive Chairman<br>HBF  | House building in a new political<br>and economic world                           |
| 11.30            | COFFEE  |   |
| <b>Session 2</b> |   |   |
| 11.55            | John Stewart<br>Director of Economic Affairs<br>HBF   | Preparing for Recovery  |
| 12.25            | Richard Donnell<br>Director of Research<br>Hometrack  | Matching product mix to local buyer demand to<br>maximise sales and profitability |
| 12.50            | Q & A   |   |
| 13.00            | LUNCH   |   |
| <b>Session 3</b> |   |   |
| 13.50            | John Healey MP<br>Housing Minister  | Keynote address   |
| 14.20            | Chris Tinker<br>Group Board Director<br>Crest Nicholson<br>&<br>John Stewart<br>Director of Economic Affairs<br>HBF | The Cumulative Impact of Policy and Regulation                                    |
| 14.50            | COFFEE  |   |
| <b>Session 4</b> |   |   |
| 15.05            | Michael Coogan<br>Director General<br>Council of Mortgage Lenders   | Working together in a rationed funding environment                                |
| 15.30            | Richard Jones<br>Head of Residential, Regeneration and Growth<br>EC Harris  | The key element to structuring deals to unlock<br>residential projects            |
| 15.55            | Yolande Barnes<br>Director of Residential Research<br>Savills   | The future for land development – the challenges, the<br>changes                  |
| 16.20            | Q & A   |   |
| 16.30            | <b>Chairman: Imtiaz Farookhi</b><br><b>Chief Executive, NHBC</b>  | Chairman's Closing Remarks  |