

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 16 April 2018 18:17  
**To:** [REDACTED]; Nick Bowes; James Murray; [REDACTED]; Emma Strain  
**Cc:** economicdesk  
**Subject:** RE: Lines and info on housing stats

Thanks [REDACTED] – minor additions below

This is v helpful, thank you

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**From:** [REDACTED]  
**Sent:** 16 April 2018 17:34  
**To:** Nick Bowes <[REDACTED]>; James Murray <[REDACTED]>;  
[REDACTED]; Emma Strain <[REDACTED]>  
**Cc:** economicdesk <[REDACTED]>  
**Subject:** RE: Lines and info on housing stats

[REDACTED] are you okay with this?

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**From:** Nick Bowes  
**Sent:** 16 April 2018 16:27  
**To:** James Murray <[REDACTED]>; [REDACTED];  
[REDACTED]; Emma Strain <[REDACTED]>  
**Cc:** economicdesk <[REDACTED]>  
**Subject:** RE: Lines and info on housing stats

I'm happy thanks

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**From:** James Murray  
**Sent:** 16 April 2018 16:00  
**To:** [REDACTED] Emma Strain  
<[REDACTED]>  
**Cc:** economicdesk <[REDACTED]>  
**Subject:** RE: Lines and info on housing stats

Thanks [REDACTED] – sorry to come back again but I've just suggested below adding in the social rent level numbers in the fourth bullet too

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**From:** [REDACTED]  
**Sent:** 16 April 2018 14:08  
**To:** James Murray <[REDACTED]>; [REDACTED]; Emma Strain  
<[REDACTED]>  
**Cc:** economicdesk <[REDACTED]>  
**Subject:** RE: Lines and info on housing stats

Great, thanks James. I've tidied this into the below for further comment/approval, and we'll add the tenure split when we know it.

**Draft reactive line:**

A spokesperson for the Mayor of London said: “The Mayor welcomes (insert figure) new affordable starts over the last 12 months, **including thousands of homes at social rent levels** – achieving his target for the year and recording the highest number of affordable homes started since City Hall took over funding. “Sadiq is clear that while this is a positive start on the first set of homes he has funded, there is more work to be done to tackle the housing crisis in London. He remains determined to do everything in his power to build more homes for Londoners and is on track to deliver his ambition of starting 116,000 genuinely affordable homes by 2022.”

#### **Additional information:**

- There were xx,xxx starts of affordable homes in 2017/18.
  - This is the highest level of affordable starts since responsibilities for funding affordable housing were delegated to the Mayor of London.
  - This is a xx per cent increase on 2015/16 (the previous Mayor’s final year in office, during which starts hit a low of 7,467).
  - There were starts logged in all boroughs except Havering.
  - Included within this number were x,xxx homes with rents based on social rent levels, after there being zero homes at such levels in the pipeline we inherited from the previous Mayor (2016/17).

- The breakdown by tenure for the xx,xxx is broadly half for rent, half for low-cost homeownership, comprising:

X,xxx based on social rent levels  
X,xxx other Affordable Rent  
X,xxx London Living Rent/shared ownership  
X,xxx other intermediate

All the homes based on social rent levels have been agreed by the current Mayor. The other Affordable Rent homes will include those agreed in contracts we inherited - i.e. signed under the previous Mayor.

- These starts mean that delivery exceeded the target set by the Mayor in 2017/18 and the Mayor is on track to deliver his ambition of starting 116,000 genuinely affordable homes by March 2022.
- Housing delivery – affordable starts:  
2012/13 – 10,128 (1,687 social rent level)  
2013/14 – 8,800 (1,323 social rent level)  
2014/15 – 9,586 (1,076 social rent level)  
2015/16 – 7,467 (336 social rent level)  
2016/17 – 8,935 (0 social rent level)  
2017/18 – Xx,xxx (X,xxx social rent level)
- In 2017/18 the GLA spent £563m on affordable housing, 19 per cent higher than the previous most spent by the GLA (£473m in 2012/13) on affordable housing.
- This builds on the work of the Mayor in July 2017 in allocating £1.7bn of funding to deliver almost 50,000 genuinely affordable homes, almost treble the last allocations by the previous Mayor.

- In the Spring Statement 2018, London was allocated an additional £1.67bn of funding for genuinely affordable homes. Opportunities to bid for this funding are expected to open later this summer, after the London borough elections.

## **Q&A**

### **How is it possible to have achieved this figure if there were x,xxx starts in March?**

I am delighted that our housing partners have delivered on their ambitions and ensured that more affordable homes have been started this year than in any year since affordable housing funding was devolved to City Hall. The increase in starts recorded in March was largely an administrative matter, partners were only able to log starts, some of which were achieved at an earlier time, once contracts were signed.

### **When did City Hall start taking responsibility for affordable housing funding?**

The Mayor took responsibility for affordable housing funding in April 2012 following the passage of Localism Act 2011.

### **There are only three years left on your pledge to build 90,000 homes by 2021 and you are only xx of the way. Have you failed?**

No. This record-breaking year shows that I am firmly on track to achieve the target agreed with government to start 116,000 affordable homes by 2022. Whilst record numbers of genuinely affordable homes have started, it is important that we continue to ramp up delivery as quickly as possible.

### **Affordable housing is a meaningless term, how will these be genuinely affordable to ordinary Londoners?**

I know that many Londoners suffering the consequences of the housing crisis have lost faith in the term “affordable” when the government has used it to mean homes for sale for £450,000 and for homes to rent at 80 per cent of market rates. My new programme is focused on homes which are genuinely affordable to Londoners on a range of incomes. That’s why the figures for this year include homes based on social rent levels - for Londoners on the lowest incomes- after last year’s pipeline that we inherited from the previous Mayor, which did not include a single home for social rent. The figures also include homes for my new London Living Rent, which is based on a third of average incomes and allows middle-earning Londoners to save up for a home of their own, and shared ownership which allows Londoners on average incomes to buy a share in a home and pay a low rent on the remainder.

### **Why are you still banging on about the previous Mayor, you are now halfway through your term. Isn’t it time you started to deliver?**

The figures today clearly show my administration is delivering new affordable homes for London.

I have been honest with Londoners from day one that tackling the housing crisis will take time, but I am using all of my powers and funding to their fullest extent. To go further and faster I need government to at least return investment levels in affordable housing to the

level they inherited, remove arbitrary borrowing caps restricting local councils and to devolve more power around public land, land assembly and planning to the Mayor.

We know London needs 66,000 homes a year, with a substantial number of those being affordable. I am doing everything in my power, but if we are to build the number of homes Londoners need, the government has got to match my ambition and go further and increase the pace of delivery.

### **When are you going to stop whinging about government and get on and deliver?**

The figures today clearly show my administration is delivering new affordable homes for London.

I am already using all of my powers and funding to their fullest extent, as demonstrated by these record-breaking starts of genuinely affordable homes which have been published today. But I can't be expected to tackle London's housing crisis with one hand tied behind my back. To go further and faster I need government to at least return investment levels in affordable housing to the level they inherited, remove arbitrary borrowing caps restricting local councils and to devolve more power around public land, land assembly and planning to the Mayor.

### **Why were no homes started in Havering?**

I suggest you direct that question to Havering Council but I am pleased that these numbers today show that there were starts and completions in every one of the other 31 London Boroughs and the City of London. My team have been engaging with Havering about the need to build more new homes, and it is important that the political leadership in that borough steps up to the challenge we face in London.

### **How many of these homes will be for London Living Rent?**

I'm pleased that hundreds of families have already moved into London Living Rent homes. It was an honour to hand over the first keys to families being helped by Hyde Housing Association last year, and my Deputy Mayor for Housing and Residential Development visited the largest scheme to date earlier this year, where almost 250 families will be helped by London Living Rent homes built by L&Q. In total last year there were x,xxx starts of homes for London Living Rent or shared ownership. There is flexibility between these two tenures up until the point of occupation – a flexibility which helps housing associations to deliver more homes overall – so we won't know the final split between the two at this stage.

### **Why are you not funding real social rented homes?**

I am delighted that I have been able to fund x,xxx homes at rents based on social rent levels after last year's pipeline that we inherited from the previous Mayor, which did not include a single home for social rent. The rents for these homes are based on social rent levels – around £150/week for a two-bed flat – which we have applied consistently across all of London. This approach allows national funding which is only available for 'Affordable Rent' to be used by our programme in London to deliver homes based on social rent levels.

### **Are all of the rented homes at social rent levels, or are some of them for higher so-called 'Affordable Rents'?**

The breakdown of starts this year show the difference we are making, as the total includes x,xxx homes based on social rent levels. This follows last year's pipeline that we inherited from the previous Mayor, which did not include a single home for social rent. It takes time to turn things round, so some of the homes in this year's total will have been agreed under the previous Mayor for Affordable Rent. Over the coming years we will see more and more homes based at social rent levels, as they are at the heart of my programme to make sure new homes we build are genuinely affordable.

### **What is your target for next year, and are you confident of achieving it?**

The housing crisis in London means we must increase the number of homes being built in our city every year. I am pleased we have made a good start by reaching the target of 12,500 homes in my first full year of funding, but we have to be clear that this is just the start. I am ambitious and I'm determined to get 116,000 homes started by 2022 and that means starting more affordable homes this year than the previous 12 months. I am committed to starting 14,000 affordable homes in this next year and I'm looking forward to working with the housing industry and partners to reach that target.

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**From:** James Murray

**Sent:** 16 April 2018 14:05

**To:** [REDACTED] Emma Strain

<[REDACTED]>

**Cc:** economicdesk [REDACTED]

**Subject:** RE: Lines and info on housing stats

Thanks [REDACTED] – I've added in some amendments from me below. For the second bullet I've added we'll need the final figures on breakdown of tenures

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**From:** [REDACTED]

**Sent:** 16 April 2018 11:51

**To:** James Murray <[REDACTED]>; [REDACTED]; Emma Strain

<[REDACTED]>

**Cc:** economicdesk [REDACTED]

**Subject:** Lines and info on housing stats

Hi James and all,

Please find below a draft reactive line, one-pager info and Q&A for the Mayor on the housing stats due to be published on Thursday. We will get the final figure on Wednesday, which I will insert, but the target has been achieved.

James – we may need an additional line in the Q&A about Havering.

Thanks,

[REDACTED]

### **Draft reactive line:**

A spokesperson for the Mayor of London said: "The Mayor welcomes (insert figure) new affordable starts over the last 12 months – achieving his target for the year and recording the highest number of affordable homes started since City Hall took over funding.

"Sadiq is clear that while this is a positive start on the first set of homes he has funded, there is more work to be done to tackle the housing crisis in London. He remains determined to do everything in his power to

build more homes for Londoners and is on track to deliver his ambition of starting 116,000 genuinely affordable homes by 2022.”

#### Additional information:

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#### Q&A

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**Affordable housing is a meaningless term, how will these be genuinely affordable to ordinary Londoners?**

I know that many Londoners suffering the consequences of the housing crisis have lost faith in the term “affordable” when the government has used it to mean homes for sale for £450,000 and for homes to rent at 80 per cent of market rates. My [new programme is focused](#) on homes which are genuinely affordable to Londoners on a range of incomes. [That’s why the figures for this year](#) include homes based on social rent levels - for Londoners on the lowest incomes- [after last year’s pipeline that we inherited from the previous Mayor, which did not include a single home for social rent. The figures also include](#) homes for my new London Living Rent, which is based on a third of average incomes and allows middle-earning Londoners to save up for a home of their own, and shared ownership which allows Londoners on average incomes to buy a share in a home and pay a low rent on the remainder.

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**When are you going to stop whinging about government and get on and deliver?**



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I am delighted that I have been able to fund x,xxx homes at rents based on social rent levels after [last year's pipeline that we inherited from the previous Mayor, which did not include a single home for social rent](#). The rents for these homes are based on social rent levels – around £150/week for a two-bed flat – [which we have applied consistently across all of London](#). [This approach allows national funding which is only available for 'Affordable Rent' to be used by our programme in London to deliver homes based on social rent levels.](#)

### **[Are all of the rented homes at social rent levels, or are some of them for higher so-called 'Affordable Rents'?](#)**

[The breakdown of starts this year show the difference we are making, as the total includes x,xxx homes based on social rent levels. This follows last year's pipeline that we inherited from the previous Mayor, which did not include a single home for social rent. It takes time to turn things round, so some of the homes in this year's total will have been agreed under the previous Mayor for Affordable Rent. Over the coming years we will see more and more homes based at social rent levels, as they are at the heart of my programme to make sure new homes we build are genuinely affordable.](#)

### **What is your target for next year, and are you confident of achieving it?**

The housing crisis in London means we must increase the number of homes being built in our city every year. I am pleased we have made a good start by reaching the target of 12,500 homes in my first full year of funding, but we have to be clear that this is just the start. I am ambitious and I'm determined to get 116,000 homes started by 2022 and that means starting more affordable homes this year than the previous 12 months.



I am committed to starting 14,000 affordable homes in this next year and I'm looking forward to working with the housing industry and partners to reach that target.

  
Mayor of London's Press Office

  
[@LDN\\_PressOffice](#)

Out of hours: 020 7983 4000

[www.london.gov.uk](http://www.london.gov.uk)

[GREATERLONDONAUTHORITY](#)

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 18 April 2018 11:39  
**To:** [REDACTED]  
**Cc:** [REDACTED]; Heather Juman  
**Subject:** RE: GLA Affordable Housing Statistics - March 2018 - For publication tomorrow  
**Attachments:** Affordable Housing Starts and Completions - end of March 2018.pdf; Affordable Housing Starts and Completions - end of March 2018.xls

Hi [REDACTED]

There has been a late revision so could you make sure that the attached version goes on the web.

Many thanks.

[REDACTED]  
Analyst Programmer | Programme Team  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** 18 April 2018 10:53  
**To:** [REDACTED]  
**Cc:** [REDACTED] Heather Juman <[REDACTED]>  
**Subject:** GLA Affordable Housing Statistics - March 2018 - For publication tomorrow

Hi [REDACTED] - [for publication on Thursday 19<sup>th</sup> April at 9:30am.](#) c.c.: [REDACTED], Heather

As discussed, could you arrange for the attached GLA affordable Housing Statistics to be published tomorrow (Thursday 19<sup>th</sup> April) at 9:30am. Note, it is important that they are not issued before this date.

Please let me know when this is done as I need to inform Jamie Ratcliff and Heather that the figures are available.

For ease, below are links to the relevant web pages.

GLA Web page: <https://www.london.gov.uk/what-we-do/housing-and-land/increasing-housing-supply/affordable-housing-statistics>

[REDACTED]  
Analyst Programmer | Programme Team  
[REDACTED]

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 19 April 2018 09:33  
**To:** James Murray; [REDACTED]  
**Cc:** Jamie Ratcliff; Heather Juman; David Lunts; [REDACTED]  
**Subject:** GLA Affordable Housing Statistics - March 2018

A quick email to let you know that the statistics are now available on the GLA webpage. For ease, please see below link:

<https://www.london.gov.uk/what-we-do/housing-and-land/increasing-housing-supply/affordable-housing-statistics>

[REDACTED]  
Analyst Programmer | Programme Team  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** 19 April 2018 08:12  
**To:** James Murray <[REDACTED]>; [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** FGLA Affordable Housing Statistics - March 2018

Thanks for spotting this James. Attached are the final statistics that that will be published to our webpage today at 9:30am.

Regards

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**From:** James Murray  
**Sent:** 18 April 2018 17:27  
**To:** [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** RE: GLA Affordable Housing Statistics - March 2018

I've just looked through this and I think there's a small error in column H for 2017/18 on Table 2 – total starts sum to 12,524 rather than 12,526. I think H7 should =sum(D7:G7), with the formula repeated down to H39.

James

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**From:** James Murray  
**Sent:** 18 April 2018 16:59  
**To:** [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** RE: GLA Affordable Housing Statistics - March 2018

Ah yes! Thanks

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**From:** [REDACTED]  
**Sent:** 18 April 2018 16:53  
**To:** James Murray <[REDACTED]>; [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** RE: GLA Affordable Housing Statistics - March 2018

Hi James

The borough breakdowns are on the 3<sup>rd</sup> tab of the excel document. Is this what you mean or do you mean starts post March 2018? If the latter we can get this to you tomorrow.

Thanks

[REDACTED]

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**From:** James Murray  
**Sent:** 18 April 2018 16:11  
**To:** [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** RE: GLA Affordable Housing Statistics - March 2018

Thanks [REDACTED] [Do you know if we have the final stats broken down by borough for this year too?](#)

James

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**From:** [REDACTED]  
**Sent:** 18 April 2018 15:17  
**To:** James Murray <[REDACTED]>; [REDACTED]  
**Cc:** Jamie Ratcliff <[REDACTED]>; Heather Juman <[REDACTED]>; David Lunts <[REDACTED]>  
**Subject:** FW: GLA Affordable Housing Statistics - March 2018

James [REDACTED]

Jamie asked me to send the AH stats to you. Please note they should not be shared until 9.30am tomorrow.

Many thanks

[REDACTED]  
PA to Jamie Ratcliff and Simon Powell  
**Housing & Land**  
GREATER LONDON AUTHORITY, 169 Union Street, London, SE1 0LL  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** 18 April 2018 15:02  
**To:** [REDACTED]  
**Cc:** Heather Juman <[REDACTED]>  
**Subject:** GLA Affordable Housing Statistics - March 2018

Hi [REDACTED]

As requested, attached are the final statistics that are scheduled to be published tomorrow (Thursday 19<sup>th</sup> April) at 9:30am.

Thanks.

[REDACTED]

Analyst Programmer | Programme Team

[REDACTED]