
Response from Peabody

1. We welcome the Mayor's vision for London as outlined in *A City for all Londoners*. Peabody has over 154 years' experience of providing services for Londoners and we recognise the scale of the challenges facing the city as it continues to grow over the coming decades.
2. It will be essential for the Mayor to maintain the holistic and integrated approach towards growth outlined in this vision. This is of particular importance as planning and investment in one area, such as transport, can enable an increase in the delivery of another public good, such as housing. We also welcome the emphasis on celebrating diversity and encouraging social integration contained within this document – these are both values that we actively promote.
3. Peabody can be a key partner to the Mayor in delivering this vision. We are one of London's oldest and largest housing associations, founded in 1862 by the American philanthropist George Peabody. Our mission is to make London a city of opportunity for all by ensuring as many people as possible have a good home, a real sense of purpose and a strong feeling of belonging.
4. We work solely in London, with a presence in the majority of London boroughs. We own and manage around 29,000 homes, providing services to over 80,000 Londoners. This is set to grow with 8,000 new homes planned across the capital. Last year we built 1,080 badly needed new homes for Londoners, of which 812 were affordable, and we started more affordable homes than any other UK developer.
5. We will also be building many new homes in Thamesmead, which has space for 20,000 new homes. Our partnerships, long-term investment, and comprehensive approach to regeneration means that Thamesmead can finally realise its potential. We are already committed to delivering a minimum of 2,665 new homes over the next 10 years through the two Housing Zones in partnership with the GLA, the London Borough of Bexley, and Royal Borough of Greenwich. We also welcome the Mayor's support for the DLR crossing from Gallion's Reach to Thamesmead, and will continue to make the case for an Overground extension from Barking Riverside to Abbey Wood. An improvement to transport links in this area will enable a substantial increase in housing supply and link North Thamesmead with other major growth areas across the river.
6. As well as bricks and mortar, Peabody provides community programmes for the benefit of its residents and for people living in the surrounding neighbourhoods, including employment and training support; health and wellbeing projects; family support programmes; welfare benefits advice; and activities for younger and older people. Last year we supported 1,084 people into employment or apprenticeships and supported 1,149 active volunteers. We invested £5m in our community services last year, with a return on investment of £9 for every £1 spent.
7. We also welcome the Mayor's vision for the economy, extending opportunity to all and promoting fairness. It is important to recognise the contribution of Londoners' living in social housing to the economy. We recently published a report in partnership with the CBI which revealed that Londoners'

living in social housing contributed at least £15bn to the capital's economy in 2015 alone.¹ This also showed that over a third of social housing residents work in the emergency services while over 30% work in lower paid jobs which are essential to the effective running of the capital - these include carers, security staff, cleaners, postal workers, kitchen assistants, and bar staff and waiters/waitresses.

8. We look forward to working with the Mayor to deliver this vision of A City for all Londoners and will continue to engage on forthcoming strategies and policy changes, such as the Draft Supplementary Planning Guidance. In addition, we would also be supportive of further efforts by City Hall to request the devolution of powers, particularly where this could help to address the city's challenges.

For further information about our response, please contact:

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¹ Peabody/CBI/CEBR, [The Business Case for Affordable Housing](#) (July 2016)