



DESIGN  
FOR |  
HOMES



“ask a competent graduate of a business school to design a business plan for a national cartel to raise house prices to a maximum”

The Times, 16 April 2007

# Step one

“License housebuilding so that no-one could build a new house without licence, or even rebuild an old house...”

## Step two

“Encourage developers to maintain large land banks in order to benefit from rising prices...”

# Step three

“Leak out new permissions only after long periods of delay...”

# Step four

“Combine steps 1-3 with an unlimited flow of mortgage credit and relatively low rates of interest...”

Is there now a market for anything?



HOUSING FORUM 18 APRIL 2007

**DESIGN  
FOR  
HOMES**

325 sq ft

