

The challenge of scaling up

Dr. Richard Simmons

Associate, URBED Trust

Visiting Professor, Bartlett School of Planning, UCL









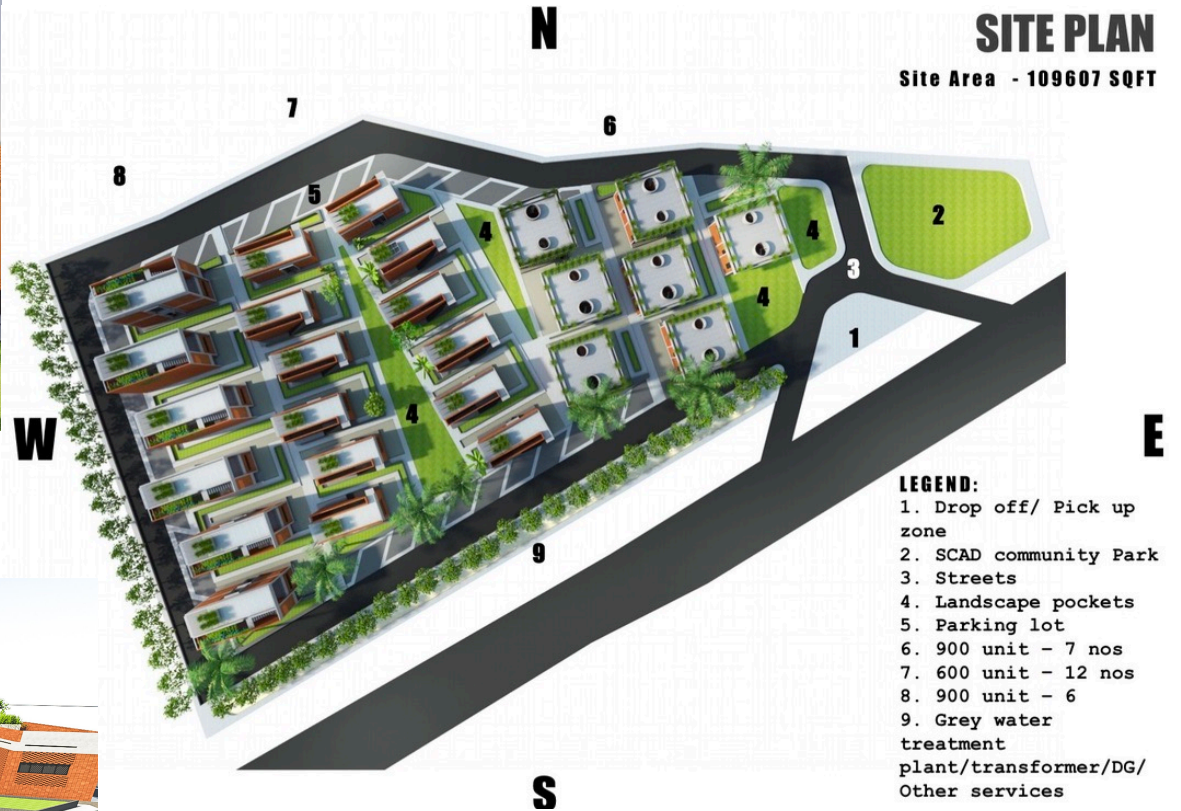






Our ambition...





Three big questions from the pilot

- Three things stand out. We think they are common issues for all of us:
 - Building the market
 - The consumer – “My Mum and Dad won’t like it & there’s no air conditioning”
 - The engineer and consumer “It’s not made of things we trust”
 - The developer – “It’s not aspirational & it won’t sell’
 - The landowner – “I can sell for more without the cost of all this green stuff”
 - Finding the finance
 - If the engineer won’t certify it & the developer won’t build it & the consumer won’t demand it & the landowner won’t supply the site, who will finance it?
 - Developing the skills
 - The workforce has to have the skills to build and maintain it