



**Leeds Building Society**



# Inclusive Planning

## Engaging Communities for Better Housing Outcomes

**FABIAN MEMBER POLICY GROUP REPORT**  
**LOCAL GOVERNMENT AND HOUSING**  
**MEMBER POLICY GROUP**

Edited and compiled by Christopher Worrall and Adam Allnutt, with contributions from Dr Tim Leunig, Gemma Gallant, Harry Quartermain, Lia Butler, Stu Donovan and Oscar Sims.

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**Inclusive Planning**

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**About the Local Government and Housing Member  
Policy Group**

We are a Fabian Society Members Policy Group on the future of Local Government, Housing, and Land Use Regulation. We have come together to produce this member led report into the problems that have caused the housing crisis and some of the solutions we believe can bring it to an end.

The Local Government and Housing Member Policy Group is a network of Fabian Society members focused on local governance and housing. It works independently from the rest of the Fabian Society. This publication represents the views of the named author(s) not the collective views of the policy group or the Fabian Society as a whole.

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# Foreword



Chris Curtis, MP for Milton Keynes North

**B**EFORE ENTERING PARLIAMENT, I spent nearly a decade in the polling industry. Today, the industry is all about “representative samples,” a concept that has its roots in the 1936 U.S. presidential election. For decades before that, the Literary Digest magazine was considered the gold standard for predicting election results. They mailed surveys to millions of their subscribers, believing that sheer size would guarantee accuracy.

But in the 1936 election, this method failed spectacularly. The magazine predicted that Republican candidate Alfred Landon would defeat President Franklin D. Roosevelt in a landslide.

In reality, Roosevelt won his own historic landslide, losing only Maine and Vermont. The Literary Digest poll was off by 39 percentage points, with errors in 20 states.

What went wrong?

The magazine suffered from response bias. Those who returned the surveys tended to be wealthier, suburban homeowners, not representative of the broader electorate.

Meanwhile, George Gallup tried a different approach. Instead of aiming for a massive sample, he focused on a smaller, more scientifically chosen group of 50,000 people that accurately reflected the population’s diversity in terms of age, gender, and income. Gallup’s prediction was off by just 1.4%, and the modern polling industry was born. From my years in polling, the most important lesson I learned is the value of listening to everyone, not just the loudest voices. Unfortunately, this principle isn’t always applied in political decision-making, especially in planning consultations.

Polling consistently shows that those opposed to new developments are more likely to participate in these consultations than supporters. A recent study in San Francisco, analysing over 40,000 responses, revealed significant biases in terms of race, gender, age, and homeownership. This skews the data and creates an illusion that voters are overwhelmingly against new developments in their areas. And it’s not just the consultations; our mailboxes and inboxes are also full of anti-development voices.

But representative polling paints a different picture. The last three YouGov polls show that 49% of voters support new building in their local area, compared to 42% who oppose it. Among Labour voters, a whopping 64% support local building projects.

The people of Milton Keynes North agree that there is a need for more housing. Give My View’s findings in this report show 49% of respondents support the fact “we need more homes”. When it comes to listening to renters in Milton Keynes North, this figure rises to 75%.

This isn’t to say that people don’t have concerns about new developments. Polling from Labour Together shows that people are most concerned about the impact on local services, like GP availability, and whether new homes are genuinely affordable. People want new developments to contribute positively to their communities by providing infrastructure, affordable housing, and green spaces.

Instead of addressing these concerns and finding solutions, politicians too often listen to a vocal minority that opposes all new development. This approach has serious consequences. It damages democracy by amplifying the voices of a small, unrepresentative group, while ignoring others.

It has also led to poor policymaking. The supply of new housing in the UK has failed to keep up with demand, with the average house price for a first-time buyer now eight times the average income, compared to five times in 2004.

In my constituency of Milton Keynes, over 1,000 families are living in temporary accommodation. Many people are reaching their late 30s before they can afford to buy their own home.

To solve this problem, we need more representative methods to gauge public opinion accurately. New techniques and organizations, such as Public First, Icen Projects, and Give My View are emerging to help achieve that.

The immersive research, combined with polling undertaken by Public First supported by Leeds Building Society, found almost two-thirds of respondents think residents need to be supportive of development before they can go ahead.

But eight-in-ten respondents felt local councils and developers should be required to seek the views of the wider community. As opposed to local authorities only considering views from those motivated enough to directly comment on planning proposals. The report found just one-in-ten was opposed to a more representative approach.

It is time we embrace more representative methods to understand public sentiment. It’s time to ensure we hear from everyone, not just the most vocal. By doing so, we can make better decisions that truly serve the needs and desires of our communities. **F**

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# The Case for Inclusive Planning



The problem with our planning system is not that everyone can have their say, writes  
Dr Tim Leunig – Director, Public First and Former Government Advisor

**T**HE CASE FOR more houses nationally has been made and won. In recent years the proportion of young adults able to own their own home has fallen by a fifth while the proportion living with their parents until their mid-30s has risen by a fifth. This is not a good society, and Labour are right to back the builders, not the blockers.

Every new house will, by definition, be in someone's backyard. It is one thing to make the case for more houses in the abstract, quite another to find locations for 370,000 houses a year. Any MP will tell you of community campaigns against new housing.

Those campaigns are never representative. They are coalitions of the willing - or to be more accurate, coalitions of the unwilling. Research by Einstein, Glick, and Maxwell show participants in neighbourhood level institutions concerning planning are typically older, richer, and much more likely to be well-housed. They do not speak for the whole of the community.

This is both the problem and the solution. The problem with our planning system is not that everyone can have their say, but that those who have their say are held up as representing the wider community. We need to change the planning system so that local councils and developers are obliged to listen to a representative cross section of local people.

This is what happens in other countries. New Zealand used to be like us - restrictive planning leading to unaffordable housing. Then came the Christchurch earthquake, and the need to build quickly. Other places in New Zealand learned from Christchurch - and went out and consulted their communities on building more.

They consulted on things that were innovative for them - such as terraced housing, and flats above shops. Having received support from the community for these ideas, they then allowed builders to build those things. Housing became more affordable in places where these changes happened. Proper consultation leads to more houses, supported by the community.

## **“Proper consultation builds consensus, and, quite simply, works”**

At Public First, we ran our own consultation supported by Leeds Building Society. We went to Earley and Woodley, on the southeastern edge of Reading – typical of areas with high housing costs. We did a representative online survey, and we walked up and down local high streets, sat in cafes and went into shops talking to local people, face to face.

Not one person we spoke to had ever responded to a planning issue. None of them had ever had their voices heard. Our planning system privileges the voices of people who are time-

rich, well-educated and confident. We found consensus on the problem: four in five people agreed that it was hard for young people to afford a place of their own. As one woman, in her sixties, remarked:

**“There’s not enough housing is there? Young ones can’t get on the ladder, people are thrown out of their flats with families. The big problem in Britain is housing”**

We found consensus that the current system does not work: “People have got so fed up with successive governments just not listening. They don’t take any notice of what we say, so why bother?”. As well as being clear on the problem, people are clear on the solution. Three in four want more houses in their area. They do want consultation - councils should consider the views of the whole community, which can only happen if they “make it easy” to be involved: “I’m happy to fight for stuff if you tell me how to fight and make it easy, but I don’t want to drive it”. Again, four out of five want councils and developers to be obliged to consult the community fairly and equally. Two thirds believe that development is not legitimate if local people are not properly consulted. That isn’t to say that they want direct democracy, and they understand that sometimes tough choices will be needed: “Local people should always have a say, but you shouldn’t expect it to happen the way they think all the time.”

This, then, is the way forward. Councils should consult properly on their local plan. They should draw together a representative sample of people in the areas affected. Those people should be listened to properly, their hopes and fears taken seriously. Our evidence - and international experience - shows that people understand the need for more housing when housing is unaffordable.

They have good ideas about what is needed to ensure those new homes become part of the community. That is not to say everyone will agree – sometimes tough choices will have to be made. But by consulting widely, politicians can be confident that those tough choices are seen as necessary, and are supported by the majority of local people. The system must therefore be made more representative. More inclusive. After all, eight-in-ten respondents felt local councils and developers should be required to seek the views of the wider community. Rather than simply consider views from an over represented minority. **F**

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# Engaging Beyond the Usual Suspects



Now is the time for a representative consultation revolution writes Gemma Gallant,  
Director of Engagement & Place, Icen Projects

**T**RADITIONAL CONSULTATIONS ARE held in village halls and community centres, with attendees made up primarily of the usual suspects – middle aged or older, white and majority male. As observed by Einstein, Glick, and Palmer in the US, as well as by many of a community engagement expert in the UK. The decisions which these consultations inform are then made in council chambers where the same usual suspects reconvene to voice their concerns to councillors, who usually know them on a first name basis. Sound familiar?

On the digital side, local authorities' planning portals need the user to set up an account to participate in consultations. The service, which was arguably originally set up to make things easier, makes the process harder for anyone not used to using a computer or navigating such systems. Indeed, only those with especially strong feelings on a plan are likely to take part – and stronger feelings usually equate to objections.

This long-used approach misses out huge swathes of our communities, risking a small minority disproportionately influencing the decisions which affect a majority.

Inclusive consultation takes more time and effort. The big issue with wider inclusion in the consultation process is that the broader community experience challenges in their day to day lives which prevent them from seeking out and participating in such consultations.

These reasons vary from time-poor parents juggling work and childcare to multicultural communities where English is not their first language, younger people who don't think the consultation affects them, to those who aren't used to using computers or are uncomfortable about attending formal meetings, and indeed many more.

We need to work harder to get inclusive consultation results which genuinely reflect the views of our communities rather than those of a select few. Our residents deserve better.

## Consultation Reform

With the new Labour Government pledging a raft of planning reform measures which include modernising the planning system, we have a golden opportunity to mandate for better consultation.

We need to make it as easy as possible for people to get involved, which means taking consultation out to the community – both in-person and online - and opening the process right up to truly maximise involvement.

## Going back to basics

Engaging with communities where they already are, on their terms, is vital to start shifting the order of priority. This means

hosting informal engagement events on the high street, at fairs and fetes, with schools and youth groups, at sports events and with faith groups.

It means really understanding the people who make up our communities and going out to them. With our society moving at a faster pace than ever before, in-person activity must be paired with digital engagement, again taken to the spaces people already use.

Give My View is a particularly successful platform which produces engaging digital surveys and markets them through Facebook and Instagram to reach specific areas and demographics, successfully engaging thousands of people who have never engaged before.

Most residents do not know much about the planning process unless they have had previous direct involvement with it, so we should not take any prior knowledge for granted.

All consultation content has to be in plain English, using simple, conversational language which everyone can understand; including images, avoiding jargon and spelling out what things really mean. The same principle in simplicity of language applies to translation.

Most residents neither know what a Local Plan is, nor understand the importance of getting involved in the consultation process. There is a clear distinction in understanding and knowledge.

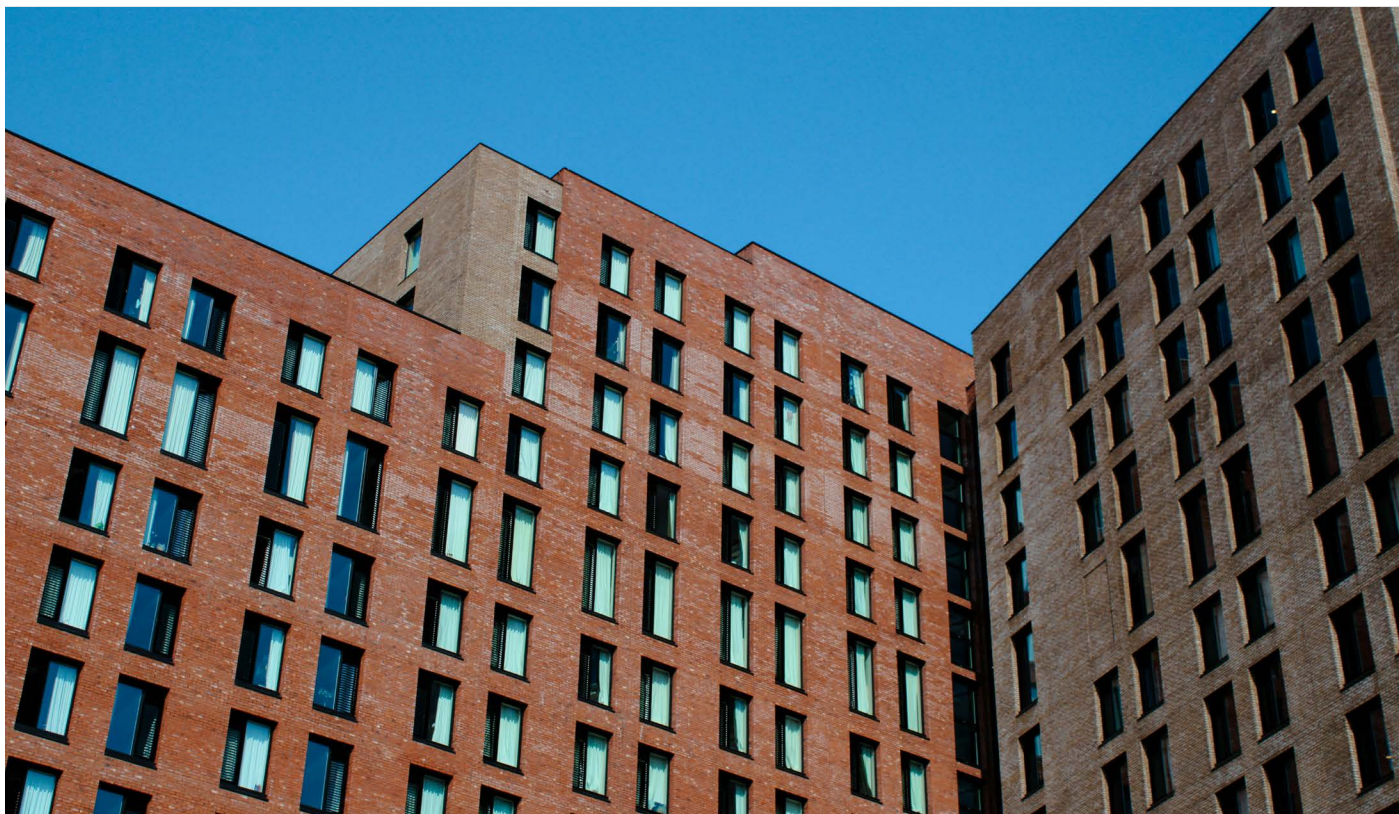
A very small minority of residents who are 'in the know' are well-informed and understand what site allocations mean in practice, quizzing planners on all manner of planning-related issues. However, many of the residents we meet at the more inclusive consultation events have not engaged with Local Plans before, nor do they understand how they work in practice.

Young people and those set to most benefit from new housing is particularly disenfranchised, which makes them some of those least likely to take part in consultations as they currently stand. Greater use of digital approaches which tap into social media along with engaging with young people face-to-face at schools, colleges and universities, on high streets and at events will dramatically increase their participation.

Councils already have the contact details for everyone on their housing lists - those living at the sharp end of the housing crisis - so engaging these people in the consultation process, in the way that best suits them, would be a brilliant and logical step forward.

## Creating community ownership

If a wider section of the community is involved in Local Plan consultations, the scene will be better set for allocated sites to come forward in the future.



The community will not be taken aback about plans for new communities, and rather will understand the 'what and why' behind them, easing the friction between local authorities, developers and councils.

Further, the greater involvement a resident has through the decision-making process, the higher their level of ownership at its conclusion.

When new places are created, residents who have helped to inform the creation of that place feel that they have a stake in it. In turn, they are more welcoming of new neighbours and the new homes our country so desperately needs. **F**

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# Breaking the Echo Chamber



Wider communities often understand the need for change, writes Harry Quartermain and Lia Butler – Give My View

**G**IVE MY VIEW understands the limitations of the current most widely used consultation methods, and how they lend themselves better to specific groups within the community.

The silent - often agnostic - majority goes unaware or unheard when it comes to developments in their area, and their voices are often drowned out by a vocal and motivated minority.

Wider communities often understand the need for change, as well as the need for housing. Speaking to them in a method that is modern, flexible, and in the palm of their hands allows us to hear more of that perspective more frequently.

To reach these communities en-masse and in a cost-efficient way, we harness social media platforms to reach people where they are: getting on with their lives rather than in a village hall. This allows us to cast the net much wider than traditional forms of consultation ever could.

We optimise our campaigns to maximise engagement allowing us to inform and educate communities about development and its context.

LGH Fabians used Give My View to get an understanding about the public's attitude towards development and the extent and type of public consultation that accompanies it. Give My View targeted people located in the areas of Alperton, Milton Keynes North, and Chipping Barnet for this research.

Overall, the Give My View survey received 9,165 votes from 1,369 people over seven days. In addition to voting, these visitors provided 140 pieces of written feedback which provides more detailed opinions, in their own words, about these issues.

Alperton is within the London Borough of Brent. It forms the southern part of the town of Wembley, on the border with the London Borough of Ealing. Alperton is in the Brent West constituency, which in 2024 returned Barry Gardiner for Labour on a 3,793-vote majority and a 41.7% vote share (11.6% swing against Labour vs the notional 2019 results).

Milton Keynes North includes Central Milton Keynes and areas to the north including Wolverton, Newport Pagnell and Olney. The constituency has been held by Labour since 2019 and returned Chris Curtis for Labour on a majority of 5,430 and a 42% vote share (3.5% swing to Labour). Reform UK came in third place, taking 6,164 votes and 13.4% of the vote share.

Chipping Barnet forms part of the London Borough of Barnet. The Chipping Barnet constituency has been held by a Conservative since its creation for the February 1974 general election. In 2024 the constituency changed hands for the first time as it returned Dan Tomlinson for Labour with a majority of 2,914 and a 42.1% vote share. A 10.8% swing against the Conservatives resulted in

only a 2.1% swing to Labour, with Reform UK and the Green Party picking up 3,986 (7.8%) and 3,442 (6.8%) votes respectively

## Milton Keynes North

The people of Milton Keynes North agree that there is a need for more housing, with 49% of respondents selecting 'We need more houses', of which this was pertinent to renters. Of whom 75% held this attitude. To build on this, we can see that Social Housing is a key priority for this community, followed by Homes to Buy.

We asked the respondents to distribute their ideal proportion split for each housing type, the responses indicated: Social housing 55%; Homes to buy 33% & Homes for private rent 12%. A high percentage of homeowners responded to the survey in Milton Keynes North and only 25% of them believe there should be fewer houses in their area. The people in Milton Keynes North who rent or live in a property that is council owned are the biggest advocates for more housing in the area, and within both groups 'we need more houses' received over ¾ of the votes.

When looking at the types of homes that this community would like to see, the data collected indicates that there is a need for family homes.

## Chipping Barnet

In Chipping Barnet most respondents agreed there is a need for more homes. Within this overarching need, we can see that this area believes there is mostly a need for homes to buy with an average of 44% of the votes distributed to this housing type, followed by social housing with 36% and finally homes for private rent with 20%. Across the board, homes for private rent have been deprioritised and homes to buy gained the highest distribution of votes.

Renters in Chipping Barnet are the keenest to see more houses in the area. At the same time, it is the people who have lived in the area between 1 - 10 years who are most keen to see more houses in the area. Like Milton Keynes North, we can see that there is a need for family homes, with 69% of the respondents who said they wanted more houses stating that they have children.

## Alperton

The survey results in Alperton suggested that many of the respondents in this area wanted 'fewer houses' locally. According to the GLA's London Planning Data Store, since 2020, the London Borough of Brent has approved 15,096 new homes. 13,368 of these have been flats or maisonettes, with just 23 new terraced or semi-detached homes approved in the period.

According to the ONS, between the last two censuses (held in 2011 and 2021), the population of Brent increased by 9.2%, from around 311,200 in 2011 to around 339,800 in 2021. The population



here increased by a greater percentage than the overall population of London (7.7%), and by a greater percentage than the overall population of England (up 6.6% since the 2011 Census). This significant change, not only to the number of people but also the type of housing in the area, is reflected in the results that we received from this area.

The survey of Alperton received responses from a range of age groups. When compared to the ONS population data, the youngest and oldest age groups are slightly under-represented and the bulk of the audience in the 35-64 age range is over-represented in our results. This demonstrates that on-line surveys are not exclusively a tool for engaging with a more youthful audience.

The survey of Alperton indicates a certain level of development fatigue, which in the face of the recent changes in the area may be understandable. However, interrogating the results further indicates some prominent groups within the cohort which skew the results. There is a large group of the community who own the property they live in, have lived in Alperton for over 20 years, and believe fewer houses are needed in this area. Interestingly, looking within the category of those who have stated that more houses are needed, a significant proportion of these respondents rent their property and have lived in Alperton for less time.

### Open to Change?

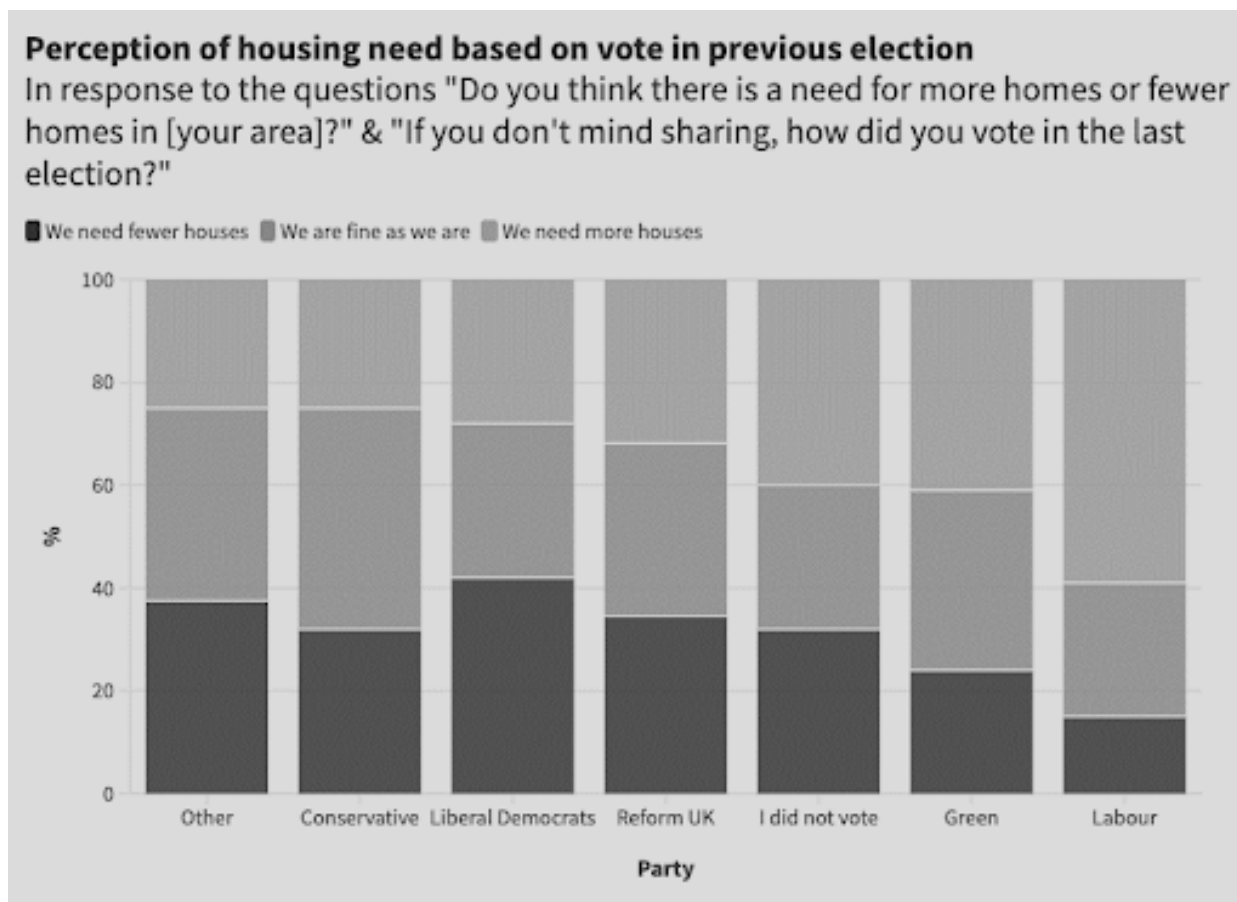
It is clear from our research that communities are, overall, open to change. They see the need for new housing and the various benefits that new housing can deliver. However, the picture is not uniform; areas that have witnessed recent and rapid changes in population and housing type are clearly exhibiting some level of development fatigue.

Even in these areas, examining responses from segments of the population that either don't already own a property, or have only recently moved to the area, shows strong support for new developments. Further, when you look at people's voting preference, based on how they reported to have voted in 2024, you can see that a majority of Labour voters support the need for more housing.

Using a range of consultation methods, including geographically and demographically targeted online consultation solutions like Give My View, allow a wider and typically under-represented section of the community to have a say about policy and developments, allowing a more complete picture of local opinion to be painted.

### Perception of housing need based on vote in previous election

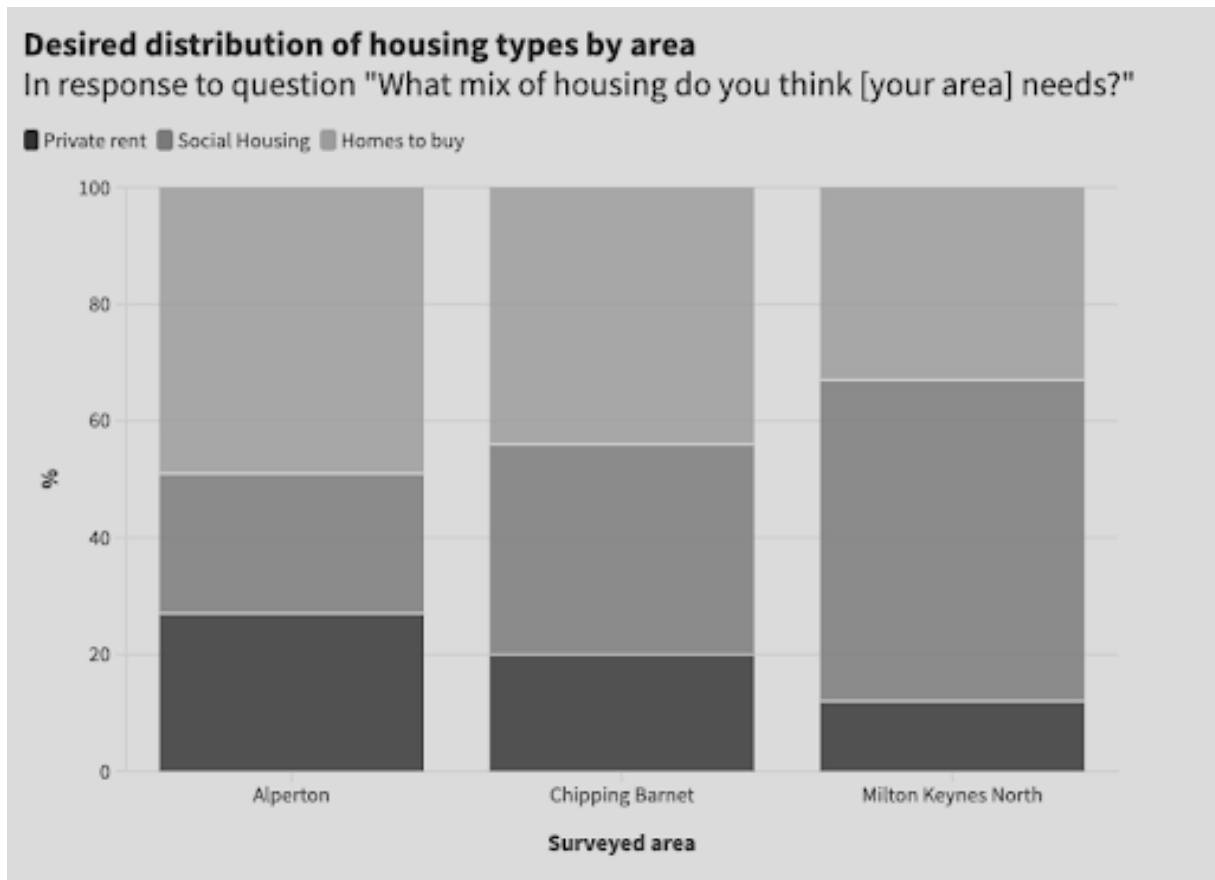
*In response to the questions "Do you think there is a need for more homes or fewer homes in [your area]?" & "If you don't mind sharing, how did you vote in the last election?"*



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## Desired distribution of housing types by area

*In response to the question "What mix of housing do you think [your area] needs?"*



***"It's rarely as simple as a binary yes or no. It's time to stop assuming that public opinion is monochrome and start seeing the full picture in high definition"***

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# Beating the Bias



How New Zealand overcame consultation bias through representative surveys, built more homes, and achieved better outcomes writes Stu Donovan and Oscar Sims

**O**VER THE LAST decade, New Zealand has adopted housing policy reforms that seek to streamline approval processes and enable more supply. Evidence finds these reforms have both boosted supply and improved affordability.

The following sections of this article, first, provide a background to these reforms; second, summarise evidence of their effects; and third, consider their implications.

Ultimately, this article hopes to motivate citizens, policy makers, and elected representatives – both in New Zealand and internationally – to enact further, more ambitious housing policy reforms.

## **Background: When political pressure intersects with policy opportunity**

From 2010 to 2015, the political zeitgeist around housing policy in New Zealand suddenly shifted. For those of us working in urban policy at the time, you could almost see it happening.

The Overton window for housing – that is, the policies that were deemed acceptable – moved before our eyes.

The first signal of this came from the political arena. In 2015 John Key, who the year before had been re-elected as Prime Minister for a third term, was widely criticised for suggesting that New Zealand did not have a housing crisis.

The strong public reaction to this statement seems to have surprised Key's government. In response, Key defended his government's record by pointing to housing policy reforms, such as streamlined approval processes, which they had progressed since circa 2012.

For people working in housing policy, public dissatisfaction with housing outcomes in New Zealand was not a complete surprise and something that we had seen coming. Data from the OECD, for example, consistently ranked New Zealand close to bottom in terms of housing affordability.

What was more surprising was how quickly the vibes shifted. For whatever reason, more than a decade of research, advocacy, and media seemed to suddenly cut through with the wider public. Vocal popular dissatisfaction with housing outcomes in New Zealand then intersected with a unique policy opportunity.

In 2010, seven councils in Auckland were amalgamated into one to rule them all, with a population of approximately 1.5 million covering an area of just under 5,000 square kilometres.

The new Auckland Council had subsequently set to work developing a standardised set of rules for development, which became known as the Auckland Unitary Plan ("AUP").

Sadly, Council's initially ambitious spatial plans for Auckland were gradually worn down by anti-housing voices. Perhaps stung by the perception they weren't doing enough, Key's

government – led by the deputy Prime Minister, Bill English – seemed to recognise the opportunity the AUP presented to expedite housing policy reforms.

A combination of political pressure from central government, consistent advocacy from grassroots organisations, and an independent hearings panel ("IHP") managed to overcome the anti-housing forces within Auckland Council.

The final version of the AUP enabled significantly more housing across three-quarters of the city.

In this slightly tumultuous fashion, Auckland adopted the AUP in 2016 and – with the stroke of a pen – enabled more housing. While this milestone was celebrated by many people at the time, few – us included – understood just how important the Auckland Unitary Plan would turn out to be.

## **Big and fast: The direct and indirect effects of upzoning in Auckland**

In the local Māori language, Auckland is known as "Tāmaki Makaurau", which translates loosely to "Auckland, desired by many", in reference to the appeal of the city's location and resources.

From 2016 onwards, the city that is desired by many managed to build many new homes. Indeed, building approvals in Auckland quickly surged to levels that were 40% higher than any other point in recent decades – at the same time as approvals in other New Zealand cities remained flat. Many of these approvals, moreover, were associated with medium-density developments in upzoned areas. Approvals for townhouses, for example, increased twelve-fold. Two studies have analysed the effects of the AUP and found that it led to significantly higher building approvals that were equivalent to a 4-9% increase in dwelling stock in just 5-6 years.

A related study analysed the impacts of the AUP on housing costs and found it caused rents to fall by 28%. The impacts of the AUP were big and fast.

At the same time, and in stark contrast to traditional public consultation methods, representative surveys were starting to confirm strong support for pro-housing policies. The growing nexus between emerging evidence on the AUP and shifting opinion saw housing – a sleeper issue for so long – come to the political fore.

In this context, Jacinda Ardern unexpectedly led the Labour Party to victory in the 2017 general election, in which housing policies featured prominently. Initially, Labour's policies focused on public subsidies for new housing, Kiwibuild, which promised to build 100,000 homes by 2028 and provide a pathway to homeownership for working- and middle-class first-home buyers.

Direct reform of the planning system did not feature prominently in Labour’s 2017 manifesto. Sadly, Kiwibuild continued to miss its targets, which were eventually dropped. In the wake of the AUP’s ongoing success and Kiwibuild’s persistent failures, a re-elected Labour Government opted to change tack. From 2020 onwards, Labour progressed initiatives to explicitly reform New Zealand’s planning system.

The apex of this new approach was the development of national policy that directed local councils to enable more development. This direction was both broad, in that it encouraged upzoning in high demand areas, and specific, in the sense that it required upzoning in centres and around transit where there was national policy interest.

The supply-side housing policy reforms enacted by the Labour Government are discussed in detail in this article, although the main point for our purposes is that some of these reforms stuck (e.g. the National Policy Statement on Urban Development, or “NPS-UD”) whereas others didn’t (e.g. the Medium Density Residential Standards, or “MDRS”). Although the success of the AUP helped forge broad-based political support for supply-side policy, the exact shape of that policy remains contested.

More promisingly, New Zealand’s new National-led Government has begun to progress its own supply-side housing policy reforms, namely the Going for Housing Growth programme.

In this way, perhaps the largest indirect effect, or legacy, of Auckland’s experience with the admittedly imperfect AUP is that it helped to consolidate political and popular support for housing policy reforms.

### Stepping back: Wider lessons for housing policy

Despite some missteps, widespread political and public support appears to exist in New Zealand for ongoing supply-side housing reforms. In this context, what are the main lessons for elsewhere?

First, we suggest the government needs to be willing to intervene in council decisions. Auckland’s upzoning turned out to be a stunning success, but it was opposed by Council at the time and very nearly did not proceed. More generally, there seems to be a political economy problem whereby housing has dispersed (regional if not national) benefits but concentrated (local) costs.

Councils thus face much weaker incentives to supply housing than is optimal.

In New Zealand, this realisation has motivated broad support for stronger national direction. The NPS-UD, for example, is currently being strengthened by New Zealand’s new government even as the MDRS is being weakened.

Second, government intervention in local decisions needs to be carefully motivated and targeted. The unravelling of the bipartisan political consensus on the more prescriptive MDRS, for example, serves as a warning.

This suggests that government intervention in council decisions needs to be clearly motivated (e.g. by problems that confront the government) and targeted (e.g. to specific areas that alleviate said problems). In New Zealand’s case, there seems to be broad support for the direction in the NPS-UD for councils to enable more housing and upzone around centres and transit. In contrast, the direction in the MDRS to upzone more widely did not enjoy enduring support.

Third, evidence matters. Both evidence on the effects of planning policies as well as evidence of public support for housing. Evidence on the success of Auckland’s upzoning, for example, provided a strong evidence base for policy.

Similarly, representative surveys showing broad support for housing appear to have swayed some decision-makers. This was also the case in Vancouver, Canada.

Where, as shown in Table 1 below, representative surveys used for the Jericho Lands projects in Vancouver found stark contrasts in differences in support between “self-selected” voluntary consultation polls versus those that are more inclusive.

For this reason, governments and civil society groups that are keen to progress housing policy reforms would be well-advised to invest in gathering evidence, for example, by way of funding research and representative surveys.

Hopefully, Auckland and New Zealand’s experiences helps to inspire and motivate citizens, policy makers, and elected representatives – both in New Zealand and internationally – to enact further housing policy reforms. The widespread benefits of more housing compel us to act. **F**

**Table 1: Representative Public Opinion Research versus Self-Selected Survey**

Topic	Self-Selected Survey Shape Your City	Representative Survey Citywide Market Research	+/-
Overall Response to Jericho Lands Site Plan	38% “like” or “really like” 48% “dislike” or “really dislike”	65% “like” or “really like” 9% “dislike” or “really dislike”	+27% -39%
Parks and Open Spaces	53% “like” or “really like” 26% “dislike” or “really dislike”	78% “like” or “really like” 5% “dislike” or “really dislike”	+25% -21%
Transportation and Connections	54% “like” or “really like” 25% “dislike” or “really dislike”	73% “like” or “really like” 6% “dislike” or “really dislike”	+19% -19%
Land Use	49% “like” or “really like” 40% “dislike” or “really dislike”	68% “like” or “really like” 12% “dislike” or “really dislike”	+19% -28%
Density	34% “like” or “really like” 53% “dislike” or “really dislike”	52% “like” or “really like” 14% “dislike” or “really dislike”	+18% -39%
Building types and heights	30% “like” or “really like” 58% “dislike” or “really dislike”	49% “like” or “really like” 19% “dislike” or “really dislike”	+19% -39%
Public amenities	49% “like” or “really like” 36% “dislike” or “really dislike”	63% “like” or “really like” 15% “dislike” or “really dislike”	+14% -21%

Source: Vancouver Sun, 2024 Massive Jericho project inches ahead as polls show vastly different views

# Biographies



**Chris Curtis** is a British Labour Party politician serving as the Member of Parliament (MP) for Milton Keynes North. Prior to parliament Chris worked as a Political Research Manager for YouGov and was formerly the Head of Political Polling at Opinium Research.



**Professor Tim Leunig** is a Director at Public First and is a multiple-international prize-winning economist. He has taught at the LSE for 25 years, and at Oxford, and held faculty positions in the US and Europe. He has worked for the UK government for over 10 years, including serving as economic adviser to two chancellors, three housing secretaries, and as chief analyst and chief scientific advisor at the Department for Education.



**Gemma Gallant** is the Director of Engagement & Place team for Iceni Projects and has experience of leading an agency team specialising in community engagement for six years, developed after a ten-year career in community engagement and community development at Kingston Council.



**Harry Quartermain** is the Head of Research & Insights for LandTech with 12 years of experience in the planning sector (and in multiple places across the globe). Harry is LandTech's Chartered Town Planner and has responsibility for running Give My View, LandTech's public consultation platform.



**Lia Butler** is the Strategic Client Services Manager for LandTech. Lia previously worked for Built-ID, one of the PropTech companies changing real estate forever, originally behind the market-leading community engagement platform Give My View.



**Stuart Donovan** is the Senior Fellow for Motu Economic and Public policy Research. He has two decades of experience working in Australia and New Zealand in spatial, urban, and transport economics; multi-modal transport planning; and land use policy. Stuart holds a PhD in Economics from the University of Amsterdam.



**Oscar Sims** was the New Zealand Labour Party parliamentary candidate for Auckland Central. Oscar has been a hard-working local community advocate, including as a member of the committee of the City Centre Residents' Group and as the spokesperson for a YIMBY housing advocacy organisation in Auckland called The Coalition for More Homes NZ.







**Leeds Building Society**

*Inclusive Planning: Engaging Communities for Better Housing Outcomes*

**FABIAN** MEMBER POLICY GROUP REPORT

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