House London

HOUSE LONDON! HACKS

Diagnosing London's housing crisis, one Saturday at a time

Jam · data scientist at coefficient.ai

HOUSE-LONDON.UK · DOWNLOAD PDF

> “Housing debates are … bedevilled by rival simplifications.”

MICHAEL EDWARDS, FORESIGHT FUTURE OF CITIES, GOVERNMENT OFFICE FOR SCIENCE, 2015

MANY LENSES

GETTING PERMISSION

Do boroughs really decide differently?

BOROUGH APPROVAL RATES · #0

Does your planning agent matter?

AGENT CHECK · #3

Borough or decision-maker?

PLANOSCOPE · #1

Small sites, uneven decisions?

THE BOUNDARY LINE · #1

AFTER PERMISSION

How much permitted land sits unbuilt?

LONDON LAND LEDGER · #0

Are housing starts really falling?

HOUSING PIPELINE · #0

Stuck in the conditions queue?

CONDITIONS QUEUE · #3

Is building aimed at need?

HOMES VS HOTELS · #0

LAND AND MONEY

Where does demand outstrip supply?

WHERE SHOULD LONDON BUILD · #0

Incomes, not supply?

NOT A GROWTH PROBLEM · #1

Do rents outrun earnings?

PRESSURE SIGNAL · #2

Energy bills and rooftop solar

ROOFLINE · #2

PEOPLE AND HOMES

Overcrowding vs spare rooms?

MISMATCH · #1

When temporary isn't temporary

TEMP. HOUSING AGAIN · #3

How are existing homes used?

TRON · #3

Where should students live?

MOVE THE ROOM · #1

A KNOWLEDGE INSTITUTION

Good policy needs good knowledge

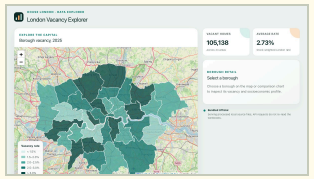
One Saturday a month · real London data · 50 projects, all published

WHERE PEOPLE COME AND…



VISUALISE

Build in London (#3): foreign investment in 3D



FIND CORRELATIONS

Vacancy Explorer (#3): empty homes vs deprivation



MODEL

Will It Build? (#2): approval odds by borough



MAKE GAMES

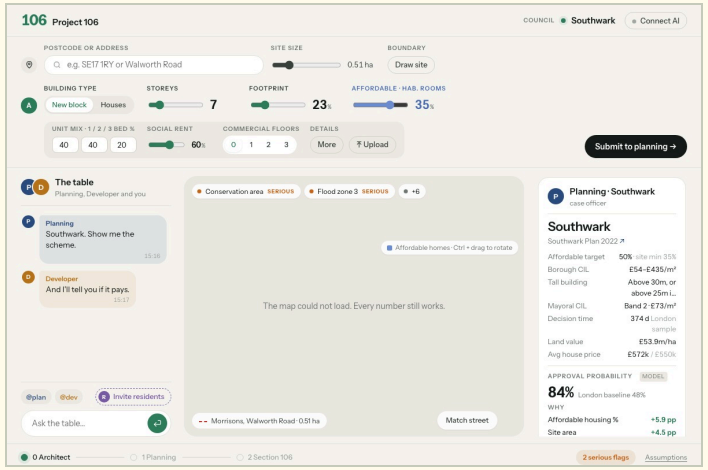
BrickLife (#1) and PacLondon (#3)



BUILD AR APPS

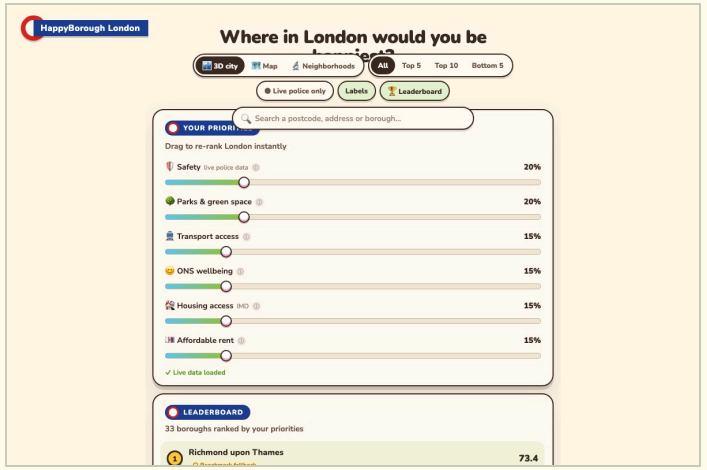
MyNextHouse AR: planning data on the street

…BUILD SIMULATORS AND 3D CITIES, AND WRITE POLICY BRIEFS



SIMULATORS

Project 106 (#2) · ARTMF (#2)



3D CITIES

HappyBorough (#2) · OurBlock (#1)



POLICY BRIEFS

London Rebalanced (#1) · SMK (#2)

RESEARCH DATA

Licensing academic datasets

MARKET DATA

Asking prices, rents, time on market

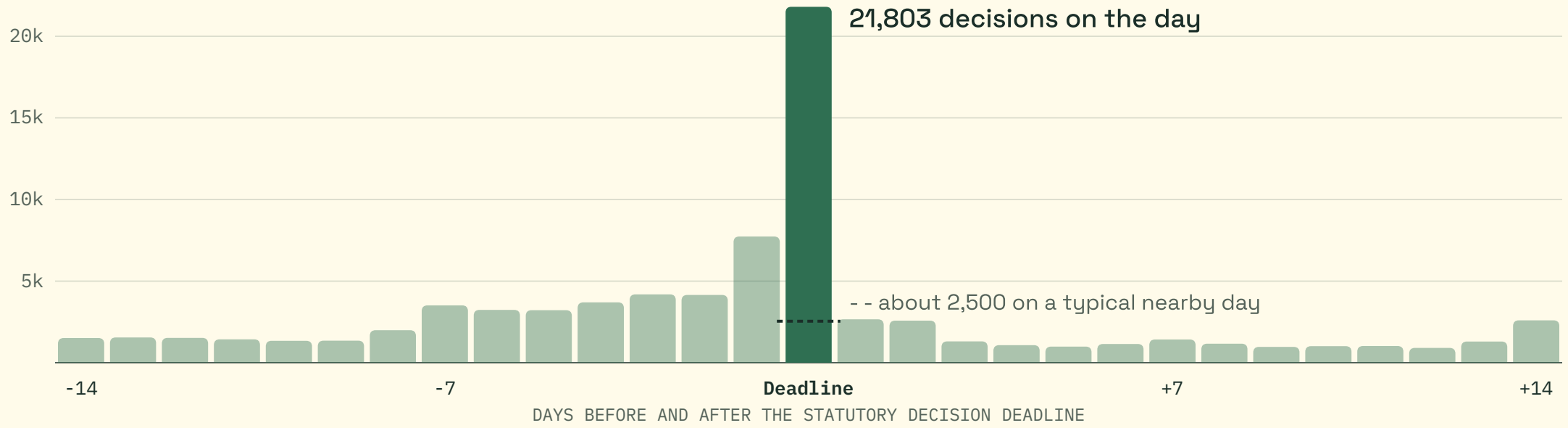
I GET MY HANDS DIRTY: DATA ENGINEERING

244k

London housing applications in one table: Foundations

Open API and download · foreman.house-london.uk

9× more decisions on the last legal day



Those decisions approve less often: 72% vs 81%

Re-run on Foundations · 20 boroughs · 2021–25

KNOWLEDGE BUILDS ON KNOWLEDGE

What you propose predicts approval better than where you propose it.

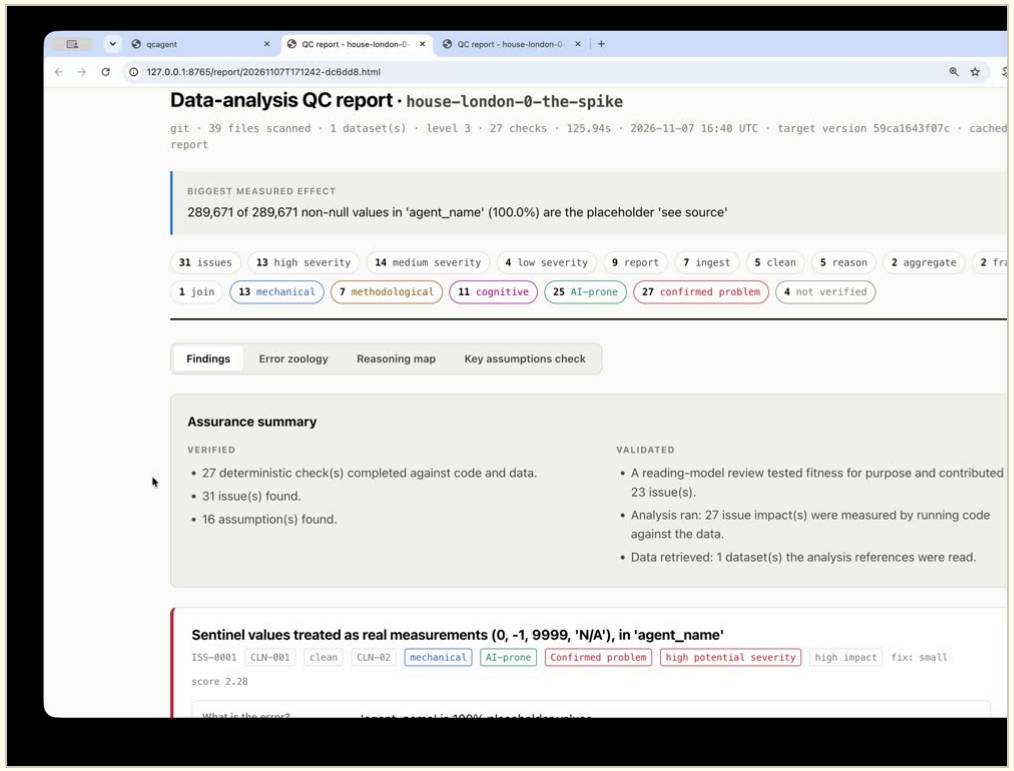
#0 · THE SPIKE

→

So we check your scheme against the cases most like it.

#2 · SITEWISE

KNOWLEDGE CRITIQUES KNOWLEDGE · #3 QA-AGENT REVIEWS THE SPIKE



Agents review the findings, like peer reviewers.

> *Is the drop in approvals caused by the deadline rush, or by which cases tend to reach it?*
>
> QA-AGENT'S REVIEW OF THE SPIKE

Next: appeal outcomes should settle it.

HOW A FINDING MATURES

Right eventually. Ready in time.



NEEDED BY

WINTER 2026
The Prime Minister's ten-year plan

2027
The London Plan examination

MAY 2028
The mayoral election

Not every finding is right. Every finding is open.

SO WHAT HAVE WE FOUND? · #0 TA WATCH

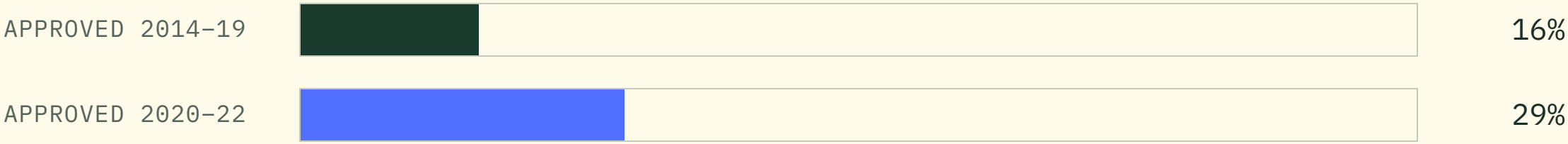
£5,200

a year councils pay beyond the subsidy, per household in temporary accommodation

Subsidy frozen at 2011 rates · using their own homes halves the cost

TEAM-REPORTED

WHY DON'T APPROVED HOMES GET BUILT?



Share of approved London schemes (10+ homes) that lapsed unbuilt · ARTMF, #2

#2 · SMK · WHO DOES BUILDING ANSWER TO?

MARKET DEMAND

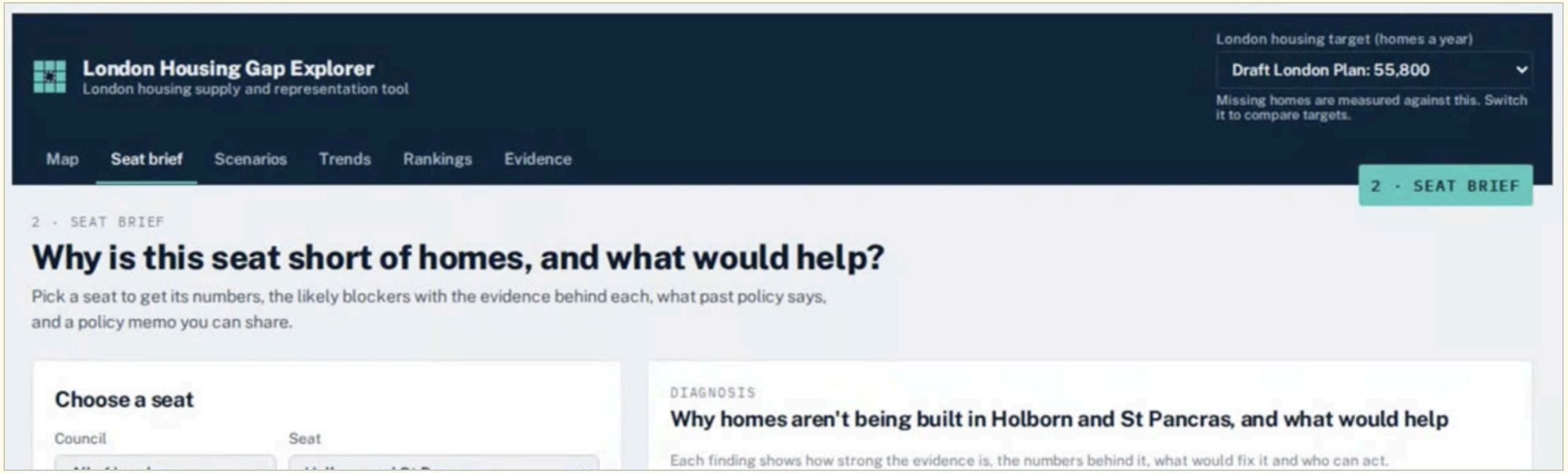
Who wants to live there

VOTER DEMAND

Whether residents want more homes

The people who need homes can’t vote where they want to live.

#2 · SMK · LONDON'S 75 CONSTITUENCIES



33 of 75 seats: stalled schemes, not refusals, are the main blocker

THE PIECES SO FAR

GETTING PERMISSION

Yes: the borough itself, not its caseload mix

BOROUGH APPROVAL RATES · #0

Good planning agents stay good over time

AGENT CHECK · #3

Similar applications fare differently by borough

PLANOSCOPE · #1

Consistent decisions: ~400 more homes

THE BOUNDARY LINE · #1

AFTER PERMISSION

Permitted land for ~171,800 homes unstarted

LONDON LAND LEDGER · #0

Yes: residential starts are genuinely down

HOUSING PIPELINE · #0

54% of condition sign-offs miss the deadline

CONDITIONS QUEUE · #3

Stalled homes aren't where temporary housing need is

HOMES VS HOTELS · #0

LAND AND MONEY

Demand outstrips supply 3.4 times across London

WHERE SHOULD LONDON BUILD · #0

A richer London could mean a higher rent burden

NOT A GROWTH PROBLEM · #1

Rents up 61%, earnings up 35% (Barking and Dagenham)

PRESSURE SIGNAL · #2

Electric-heated homes pay 42% more per square metre

ROOFLINE · #2

PEOPLE AND HOMES

19% overcrowded, 25% with a spare room (social homes)

MISMATCH · #1

Newham: 41,223 waiting, 711 new social lets a year

TEMP. HOUSING AGAIN · #3

London: 49 empty homes per 100 in temporary housing

TRON · #3

Student pressure peaks in Westminster and Camden

MOVE THE ROOM · #1

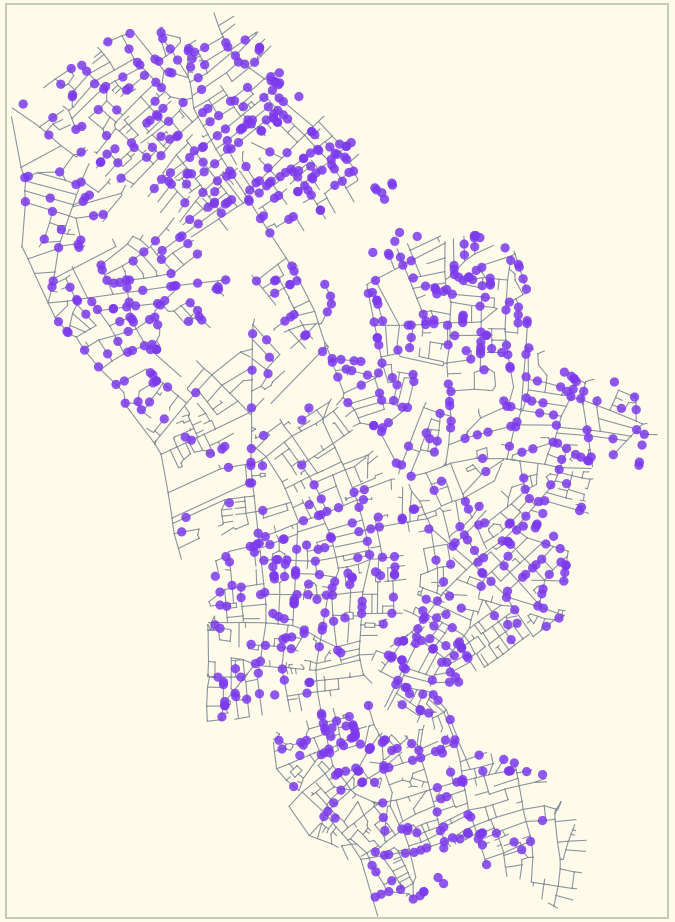
TEAM-REPORTED BUILT ON CHECKED RE-RUN POLICY-READY

TEAM-REPORTED



BrickLife (#1): five years of real rents on London pay

PacLondon (#3): report the empty homes before the ghosts catch you



973 empty homes: about one per street Positions illustrative

NEXT STEPS

BRING US YOUR QUESTIONS

Government research questions become our briefs

USE OUR DATA

foreman.house-london.uk

USE OUR ANALYSES

house-london.uk

CHECK THEM

We publish corrections

COME BUILD WITH US

House London! #4: Saturday 16 January 2027

Newspeak House · house-london.uk · Download these slides

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