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DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT
SEMINAR

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**The Emergence of a Build to Rent Model:
The Role of Narratives**

ABSTRACT

This paper analyses ‘Build to Rent’ (BTR), a new form of tenure in London’s housing market. We examine the ways in which private and public sector actors have shaped the context of its emergence, and developed a model for delivery in London. We argue this relies on the construction of narratives of negativity about the private rental sector which BTR actors juxtapose with their product, to position BTR as a solution to part of London’s housing crisis. Building on this, and leveraging an emerging but supportive institutional context, real estate professionals have adapted a US model to the UK. We argue that both the narrative generating activities and the model development reveal tensions, best analysed through a focus on the temporalities of investor preferences.

LANGUAGE

English

DATE

29 Oct 2020 (Thu)

TIME

4:30 – 6:00 pm (GMT+8)

ZOOM MEETING

ID: 973 6037 5790

[https://cuhk.zoom.us/j/
97360375790](https://cuhk.zoom.us/j/97360375790)

(no password required)

ABOUT THE SPEAKER

Frances is an urban-economic geographer based at Girton College, Cambridge. Her current research looks at the intersection of the climate and housing crises in London and Johannesburg. She completed her PhD in 2018 at UCL Geography (London, UK) looking at real estate developers’ role in the governance of large-scale projects, also in London and Johannesburg. Since then she has worked the Bartlett School of Planning where she was the research fellow for ‘What is Governed in Cities’, a comparative analysis of the governance of investment into residential markets across London, Paris and Amsterdam led by Mike Raco, Patrick Les Galés and Tuna Tasan-Kok.

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