



Making Rural Places Work – Planning and Affordable Housing Speaker Biographies

Jackie Cottingham

Jackie is the 'Faith in Affordable Housing' Co-ordinator for England. She joined the project in 2015, having worked as Housing Policy and Project Manager for Broxbourne Borough Council in Hertfordshire. There she was responsible for working with housing associations and developers to enable social housing to be built. She was also involved with formulating housing policies including the Council's housing strategies and tenancy strategy. Jackie mainly works from home near Cambridge but visits other parts of the country to advise on projects. She is part of a group considering ways to increase the delivery of affordable housing in rural areas in partnership with housing associations and landowners.
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Sarah Hall

Sarah is the Housing Strategy Manager for York, North Yorkshire and East Riding, working for the Strategic Housing Partnership. She is also partly funded by the Local Enterprise Partnership for the area to lead on housing issues. Sarah also has responsibility for the North & East Yorkshire Rural Housing Enabler Network – an innovative model which employs a Housing Enabler in each rural authority, funded by a combination of Housing Association and Local Authority Contributions. The Network has been operating since 2011 and has delivered around 100 new rural affordable homes per year on average in settlements of under 3,000 population through a combination of Rural Exception, 100% Affordable and Mixed Market sites. The Network and the Rural Housing Enabler Team have recently expanded to cover the East Riding of Yorkshire and are currently looking at the potential for Community Land Trusts and at how best to engage in the Starter Homes Initiative.
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John Heselwood

John joined Cheshire Community Action in 2006 to manage a Government programme to help Cheshire communities develop self-help projects. He completed a BTEC in voluntary sector management and then became a senior manager within a year of working here. John has a strong interest in helping people and the environment which stems from his previous consultancy experience working in social housing, his environmental academic background and his role at an environmental laboratory. He is now responsible for managing the Community Led Planning Service, setting up the Community Land Trust Project and acting as Company Secretary. As a volunteer, John has also helped set up The Sandstone Ridge Trust (a local conservation and heritage charity) which he also chairs.
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Steve Kemp

Steve Kemp is a spatial planner with over 30 years professional experience who specializes in strategic, integrated and creative planning. He has worked in the public and private sector which has enabled him to refine his approach, believing that, at its core, planning is about managing change to achieve the best for people now and in the future. He is the Executive Director at Open Plan, placemaking and plan-making studio, he works on projects in the UK, North America, Central and Eastern Europe and the Caribbean. Steve is a member of the Royal Town Planning Institute; Fellow of the Royal Society of Arts and member of the Historic Towns Forum.
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John Welbank

John is one of the UK's leading rural regeneration specialists. Trained as a chartered surveyor and after gaining experience in the private sector, John headed the national rural regeneration pilot "the Bowland Initiative". Based on the success of this pilot, John developed "Lancashire Rural Futures (LRF)", the UK's largest specialist rural facilitation service. LRF provided business and environmental support to all of Lancashire's rural business community and was accepted as an exemplar service at national and European level. In 2008 John, with his fellow directors, created Rural Futures (North West) Ltd., a specialist rural regeneration service targeting both the public and private sector.
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