

Homes England appoints new Executive Director of Markets, Partners and Places

- As Executive Director, Harry will be responsible for leading Homes England's newly formed Markets Partners and Places (MPP) function.
- MPP will drive Homes England's delivery pipeline. By combining our analytical functions with delivery specialists and local expertise MPP will develop tailored strategies for individual market areas.

Harry Swales will take on his new role after nearly five years at Homes England, most recently as Director of Products, Equity and Partnerships. Prior to Homes England he has held a number of senior management positions in the private sector across real estate investment, corporate banking and development consultancy.

Confirming Harry as Executive Director of MPP in post is a significant step forward as Homes England continues to build an organisation with the capability and capacity to achieve its mission and objectives.

Harry's team has led on several high-profile investments while at Homes England including Homes England's JV with Sekisui House and Urban Splash and the Housing Growth Partnership with Lloyds Banking Group.

His ability to identify and deliver innovative solutions to disrupt the status quo make him an ideal candidate to lead Homes England's new Directorate.

MPP brings together Homes England's strategy, economics and engagement functions together with delivery specialists and local expertise.

As Executive Director, Harry will be responsible for leading MPP to drive the market changing activity needed to deliver our mission by providing new analysis and insight to support the agency's decision making, and by working closely with local partners to identify and develop tailored strategies for individual housing market areas.

Homes England Chief Executive Nick Walkley said:

"Appointing Harry to lead MPP and join Homes England's executive team is a great step forward for us as an organisation."

"Our new MPP Directorate is vital to our work with local partners and how we drive new business development opportunities. I'm delighted to have been able to appoint such a qualified candidate."

Harry Swales commented:

“I’m delighted to take on this role with responsibility for building a new part of the Homes England business. Our work with local partners is crucial to us achieving our mission and creating the capacity for a more resilient housing sector in this country.

“By combining strategic insight with our significant funding and development capability we will be able to develop greater understanding of the specific needs of different housing markets and work with our partners to focus resources and expertise to meet local housing ambitions across the country.”

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