

Steven Bee
Chairman
The Academy of Urbanism
70 Cowcross Street
London EC1M 6EJ

12 December 2013

Dear Steven

INVITATION TO ENTER THE £250,000 WOLFSON ECONOMICS PRIZE

I am writing to invite members of the Academy of Urbanism to enter the 2014 Wolfson Economics Prize. The prize will be awarded in September 2014 to the entrant who provides the best answer to the question:

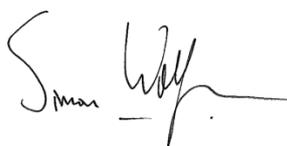
How would you deliver a garden city that is visionary, economically viable, and popular?

This country is suffering from a chronic housing shortage and that more needs to be done to tackle socially divisive and economically unproductive house price inflation. There is a growing consensus that garden cities will be an important part of the answer. But a garden city will not be easy to build. So the prize question above is designed to elicit responses which address the main delivery challenges that I see: the challenge of envisioning beautiful and inspiring places where people want to live; the challenge of creating such places at a surplus and at no cost to the taxpayer; and the challenge of persuading local residents that new development in their area can bring opportunities and benefits which significantly outweigh the perceived costs.

Your members know a great deal about these challenges. So I would like to invite your membership to contribute their ideas by entering the competition. The winning and shortlisted entries are likely to achieve a substantial public profile which will showcase the talent and innovation of entrants.

The deadline for entries is 3 March 2014. More information about the Prize may be found in the enclosed 'Information For Applicants' booklet.

Yours sincerely



Simon Wolfson
Lord Wolfson of Aspley Guise