



**IAB**

International  
Advisory  
Board

## MR. ROB PEARSON

MEMBER OF THE INTERNATIONAL ADVISORY BOARD ROTTERDAM



### PERSONAL HISTORY

Previously Head of National Programmes and then Area Director Yorkshire at English Partnerships, the governments' national regeneration agency, Rob is now Head of Area for South Yorkshire and Humber within the new Homes and Communities Agency (HCA), the national housing and regeneration agency. This has brought together English Partnerships and the Housing Corporation previously responsible for the delivery of affordable homes. With an annual investment budget of more than £5bn, over 1000 employees and 9 regional offices, the HCA is the biggest regeneration and development agency in Europe.

Rob is a town and county planner by profession with a background in focused regeneration delivery agencies. He is a Board Member of Hull Forward, Gateway Hull, Creative Sheffield, Leeds Renaissance Partnership, and Transform South Yorkshire. He also has a track record in steering major regeneration projects such as Park Hill and Sevenstone in Sheffield and the Fruit Market in Hull through the economic downturn.

Hull Forward (formerly Hull CityBuild) is the economic development company for Hull and the Humber. Their remit is to accelerate Hull's economic development by driving forward three key growth sectors - Ports & Value Added Logistics, Healthcare Technologies and Renewable Energy, and to transform Hull city centre into a thriving destination with world class business, visitor and leisure facilities, quality homes and public amenities, as well as create a hub for international trade and investment. They are funded by Hull City Council, Yorkshire Forward and the Homes and Communities Agency.