



HOMES FOR THE  
SOUTH WEST

# BUILDING THE HOMES THE SOUTH WEST NEEDS

Our members are:

Alliance Homes | Bromford  
Curo | LiveWest  
GreenSquare | Magna Housing  
Plymouth Community Homes  
Sovereign | Stonewater  
Westward | Yarlington

Homes for the South West is a coalition of the largest housing associations in South West England. We are long-term community anchors and are committed to solving the regional housing crisis.

As we emerge from the COVID-19 pandemic, this commitment will support the region to rebuild its economy, and to house our key workers and those who are homeless.

Together our purpose is to build the affordable homes the South West needs.



**245,000**  
homes

Together we own more than 245,000 homes, **230,000 of which are affordable**



**half a million**  
residents

Between all our organisations we house around half a million residents



**over £1.5bn**  
turnover

Our organisations have a combined turnover of over £1.5bn



**£1bn** annual contribution  
to local economy

Every year, we contribute more than £1bn to the region's economy, and we employ more than **6,500 people**



**22,000 homes**  
in the pipeline

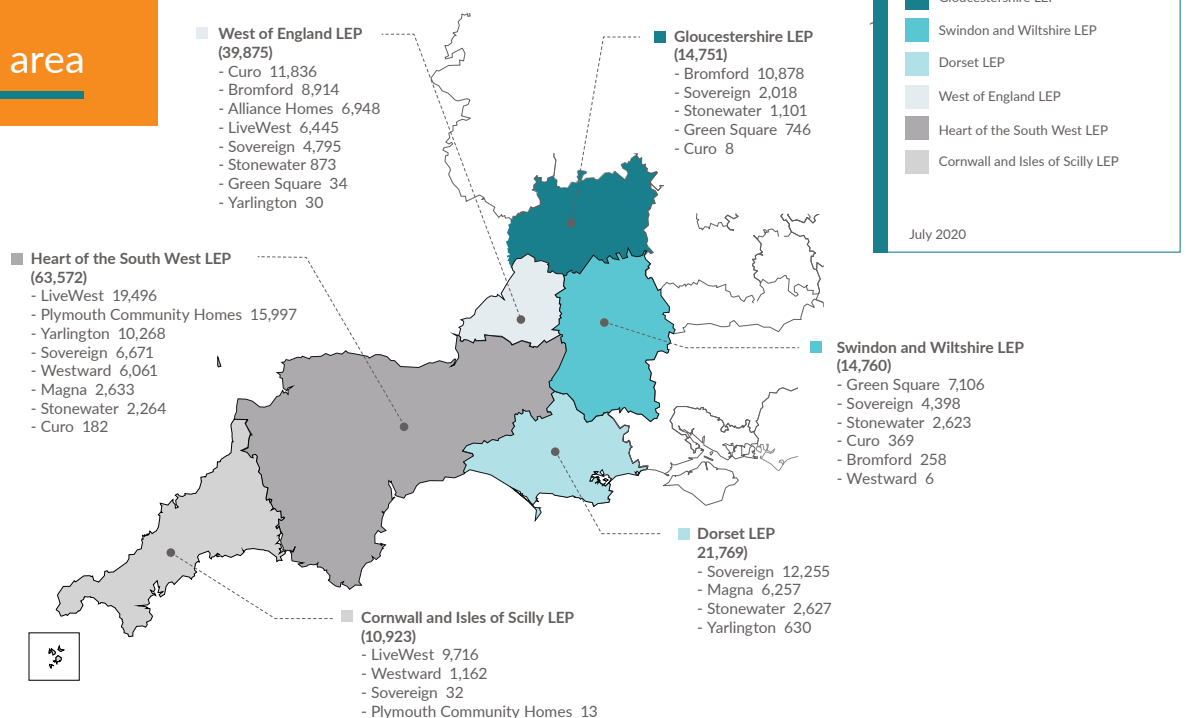
Our development pipeline to 2025 will deliver 22,000 homes, of which nearly **90% will be affordable housing** with 2,500 for market rent and sale



**£2bn**  
investment

We are ready and able to invest £2bn to deliver these new homes over the next five years

## Our operating area





### Our ambition is to deliver more affordable homes, more quickly



Figures from the National Housing Federation indicate that the South West needs 15,000 affordable/intermediate need homes each year, of which 8,000 should be for social rent.



On current projections, we can meet 15% of this need for social rent, 57% for affordable/intermediate, and 35% for shared ownership.



We are proud of this ambition and hope to grow it over the coming years. With the right support we could deliver more homes, faster, to rise to the scale of the challenge.



That's why we're working with local partners, national government, and other campaigning organisations to tackle obstacles and deliver the homes our communities need.

### We are committed to building beautiful, safe, and sustainable homes



While it is vital that we deliver more affordable homes more quickly, it is also important that the housing sector does not lose sight of the importance of delivering homes that stand up to modern scrutiny.



Homes for the South West members are committed to being advocates for and delivering homes that are safe and environmentally friendly, as well as being of good quality and design.



All our new homes will be carbon neutral by 2030.

In order to deliver on these ambitions, we want to unlock additional capacity by removing barriers to development, both in the South West and in the UK. That's why we're working with local partners, national government, and other campaigning organisations to tackle obstacles and deliver the homes our communities need. Together, we're campaigning for action in the following areas...



## Funding

Long-term sustainable funding is essential for us to make the necessary investment decisions to continue to build, particularly through periods of market uncertainty. It allows the sector to remain agile and make long-term decisions, providing stability in the supply pipeline. The National Housing Federation have stated that £12.8bn will support the levels of investment required to address the housing crisis. Alternatively, an increase of grant to £50,000 per unit will enable a switch from affordable to social rent tenure, saving £4.5m/year in benefit. We also need support to ensure the sector's continued ability to borrow and invest in new supply.

### Our asks on funding are:

- A long-term commitment to public investment from government, offering certainty.
- Make grant funding accessible and flexible for all housing associations.
- Increase funding levels to match supply and affordability needs.
- Offer housing associations certainty about future rent levels.
- Long-term financial commitments to ensure the viability of new homes for the vulnerable and homeless needing support.

## Land

Land is vital to the delivery of housing; however, the current model is geared towards those that can acquire land as the highest bidder, which favours large developers able to 'land bank'. We also need to increase the supply of land, which especially in the South West, is a major constraint on development. This could be done through selective release of land from the greenbelt or extending land supply targets.

### Our asks on land are:

- Government should incentivise local authorities to offer public land to developers of affordable housing.
- Government should prioritise the sale of public sector land for affordable housing.
- Local authorities should extend land supply targets.
- Undertake a review of the definition, purpose, and objective of greenbelt land.

## Planning

The planning system is a serious barrier to quickly delivering affordable housing. With simple changes, the government could effectively increase the supply of affordable homes, while providing greater transparency and clarity, as well as delivering more homes, more quickly.

### Our asks on planning are:

- New developments in the South West should have a minimum 25% of affordable homes.
- Undertake reform of viability assessments to make them more transparent and public.
- Minimum housing densities should be required in areas of acute land shortage.
- Offer a route for the fast tracking of schemes that consist of 100% affordable housing.

## Infrastructure

Infrastructure is crucial to support both housebuilding and wider economic development. It unlocks the potential for new settlements and major redevelopment.

### Our asks on infrastructure are:

- Provide realistic local-level funding to support infrastructure projects region-wide.
- Prioritise improvements to key arterial road and rail links.
- Build momentum for the high-speed broadband provision programme in the region.

## Skills

To ensure we can build the homes we need, we must re-define construction as a relevant, modern career option for the next generation of workers. We also need to broaden the range of options available for development to significantly increase construction in the region.

### Our asks on skills are:

- Investment in construction skills through apprenticeships and academies. Proactively market construction courses, qualifications and careers.
- Investment in Off-Site Manufacture (OSM) & MMC (Modern Methods of Construction).
- Consider construction as a special case in terms of EU workers' rights in the post-Brexit immigration system.

## Beautiful

"Urban planning should be more than just a technical matter; it should be a matter of imagination." (Gio Ponti)

Housing development should be about making places, not building units - with beautiful, flexible, adaptable homes.

### Our asks on quality design are:

- Government to implement the recommendations outlined by the "Living with beauty" independent report, putting beauty at the heart of the planning system, and creating a level playing field for developers of all types and sizes.
- A redesigned planning system that is more pro-active and community-led, less adversarial and litigious, and promotes a greater range of options and providers.
- Empower local authorities, councillors and planners to lead on design, becoming centres of excellence.
- Government to shift the focus of the planning system from development control to strategic planning and place-making.
- Homes England interventions and outcomes to be measured by quality as well as quantity.

## Safe

Better regulation of safety will provide clarity, accountability and transparency for builders and building owners, whilst also providing reassurance for residents.

### Our asks on safety are:

- Comprehensive reform of building regulation.
- Ambitious minimum standards for space, amenity, comfort and safety.
- Review and provide clarity and certainty on who (owners, residents, public funding) pays the costs of safety provision for both retrofitting and for new development.
- Government to place greater responsibility on occupiers to enable safety standards to be met

## Sustainable

We won't overcome the climate crisis or achieve our carbon commitments without more sustainable housing. Both new development and retrofitting will contribute to this, and should do so at no net cost to customers. Urban development should be seen as part of a wider ecology.

### Our asks on sustainability are:

- Greater flexibility in rent setting to allow a premium for energy efficiency.
- Align VAT between new build and regeneration, promote retrofitting as a greener alternative.
- Update the NPPF to require and support the re-greening of our cities.
- Create a level playing field for all, with new home standards covering both the construction process and the end product.
- Replicate zero carbon stamp duty incentives to work for homes below the duty threshold and rented homes.
- Promote the principle of long-term stewardship through the planning process; identifying a key stakeholder, responsible for the project in the long-term, beyond the end of the development process.





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