



Homes
England

Homes England
Making homes happen



A new agency

#MakingHomesHappen

Who we are

We're the government's housing accelerator. We have the appetite, influence, expertise and resources to drive positive market change. By releasing more land to developers who want to make a difference, we're making possible the new homes England needs, helping to improve neighbourhoods and grow communities. So we welcome partners who share our ambition to challenge traditional norms and build better homes faster. Join us in breaking new ground to make this happen.

Our mission and objectives

Our mission is to intervene in the market to ensure more homes are built in areas of greatest need, to improve affordability.

We will make this sustainable by creating a more resilient and diverse housing market.

Our objectives



We'll unlock public and private land where the market will not, to get more homes built where they are needed.



We'll ensure a range of investment products are available to support housebuilding and infrastructure, including more affordable housing and homes for rent, where the market is not acting.



We'll improve construction productivity.



We'll create a more resilient and competitive market by supporting smaller builders and new entrants, and promoting better design and higher quality homes.



We'll offer expert support for priority locations, helping to create and deliver more ambitious plans to get more homes built.



We'll effectively deliver home ownership products, providing an industry standard service to consumers.

Unlocking land

We'll unlock public and private land where the market will not, in order to get more homes built where they are needed.

- We'll provide experience and expertise as a master developer on large strategic sites
- Our £1.3bn Land Assembly Fund will bring forward sites that the private sector cannot
- We'll work with other government departments to speed up the disposal of surplus public sector land
- Our Local Authority Accelerated Construction Programme will help to increase the pace of construction
- We'll help fund infrastructure and remediation costs through our small sites fund



Unlocking investment

We will ensure a range of investment products are available to support housebuilding and infrastructure, including more affordable housing and homes for rent, where the market is not acting.

We'll target our interventions on priority areas, including:

- Smaller businesses and other parts of the sector considered higher risk or less commercially viable
- Housing associations, which need funding stability to deliver more affordable homes and leverage private finance
- Infrastructure delivery, which can be held back by a lack of commercial coordination and appetite
- Modern methods of construction, which requires stimulus to increase uptake
- Partnerships and joint ventures, in order to increase the pace of delivery and generate value for public money



Improving productivity

We'll improve construction productivity.

- MMC has the potential to significantly increase the pace of delivery, improve the quality of construction, address labour and materials shortages and deliver a number of additional benefits such as improved energy efficiency.
- We're supporting its uptake through a range of interventions in our land and investment programmes, including pilot projects and our building leases
- We're also engaging with the government to develop modern construction skills by increasing the number of skilled apprenticeships



Driving market resilience

We'll create a more resilient and competitive market by supporting smaller builders and new entrants, and promoting better design and higher quality homes.

- Volume builders are important but cannot deliver the homes England needs alone
- Greater diversity of supply will improve consumer choice and design
- We're providing development finance for smaller builders through the Home Building Fund, and partnerships with Barclays and Lloyds
- Our Small Sites Fund also supports smaller builders to access land by providing upfront financial support
- We're also encouraging good design across the sector by utilising and promoting design quality assessment tools



Supporting local areas

We'll offer expert support for priority locations, helping to create and deliver more ambitious plans to get more homes built.

- Housing affordability is a problem throughout England but particularly acute in certain areas such as the South East, where the ratio of average house price to average income has reached 10.3
- Opportunities for significant growth exist in other parts of England, such as the development of High Speed 2 and new settlements
- We'll support local places through a tailored mix of land, money, people and powers



Delivering home ownership products

We'll effectively deliver home ownership products, providing an industry standard service to consumers.

- Millions of households are priced out of the housing market, with an average home now costing almost eight times more than average earnings
- We'll continue to increase the delivery of low-cost home ownership options such as shared ownership
- Our Help to Buy equity loan will support up to 135,00 more new-build purchases to March 2021 and continue to support first-time buyers to March 2023





Kent Activity

Northfleet Embankment

43 acre former industrial site. Approx. £30m investment in acquisition, demolition and flood mitigation in order to deliver mixed-use development. Conditional development agreement signed with Keepmoat for 600 homes and new primary school. SOS this year.

Queenborough & Rushenden

Major regeneration for Swale BC, the brownfield site totals 150 acres. Previous public sector investment in major land acquisition, site prep, road and services infrastructure has unlocked employment land at Neats Court and residential development for up to 1,200 homes. Phase 1 underway with Keepmoat .

Rochester Riverside

50 acre brownfield site jointly owned by Medway Council and Homes England. Substantial investment in site acquisition, remediation and flood defence. Joint disposal undertaken resulting in a development agreement with Countryside to deliver up to 1,400 homes (25% affordable), new primary school, hotel, restaurant , commercial and leisure. First completions due early 2020.

Affordable Housing

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Affordable Housing Investment and Opportunities

SOAHP 16-21

Open for bids via CME for a mix of tenures for schemes to achieve PC by 31 March 2021.

Move on Fund

£44m (capital) to provide up to 879 bed spaces for rough sleepers and those living in hostels or refuges by 2021.

Social Rent

Launched in June 2018 to deliver at least 12,500 homes in areas where homes are least affordable.

Community Housing Fund

To increase the number of homes delivered by the community-led housing sector.

CaSSH 2

£125m to develop new affordable homes by 2020/21 which meet the needs of older people and disabled adults

Strategic Partnerships

We will consider proposals with HAs looking at greater flexibilities over how and when grant funding can be drawn down through SOAHP 16-21.

Attracting Affordable Housing Grant – Key Considerations

- Additional to expected S106 delivery?
- Will it be taken forward by RP or local authority?
- Deliverability – timescales, risks.
- Viability – understanding costs and scheme revenues / income.
- Social Rent?
- Early discussion - let's see where Homes England can help.





Kent Activity

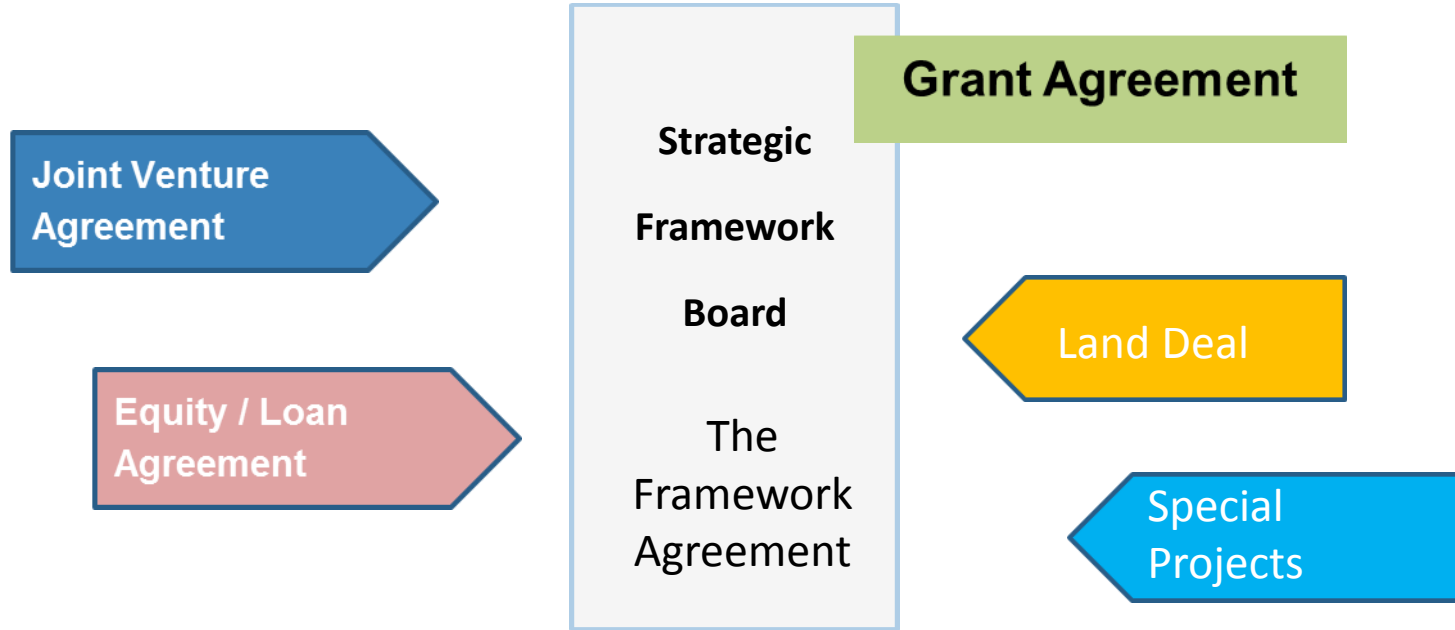
15 different providers have successfully bid via SOAHP 16-21

We are currently expecting around 4,300 units to be delivered (grant & nil grant)

Approx. £43m in grant has been allocated

These figures reflect a 'live' programme and are subject to change (bidding via Continuous Market Engagement). For accurate figures refer to national statistics - available on gov.uk

Strategic Partnership Model



Thames Estuary

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Thames Estuary 2050 Growth Commission – Government Response

- “Housing delivery is central to supporting growth in the Thames Estuary”
- “Housing cannot be delivered in isolation of economic development and infrastructure - joining up housing and infrastructure delivery in the Thames Estuary is a challenge for Homes England, local partners and the government. “
- “Exploring ambitious housing and infrastructure deals with authorities in the Estuary, and committing to exploring the potential for at least two new locally-led development corporations. We will work collaboratively with places to create thriving communities where people want to live and work, to deliver high quality, popular and well-designed places to live. “

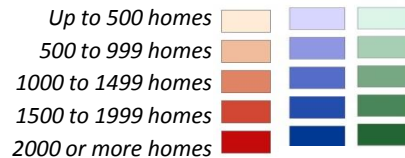
Current Context

- Current housing delivery in the Thames Gateway is significantly below the level needed to prevent affordability worsening due to undersupply – most acutely in London.
- The level of ambition in plans is generally close to the level needed – and a similar number of units are granted planning permission.
- **However, the largest gap is between permission and delivery** – units that are permissioned are not being built out.

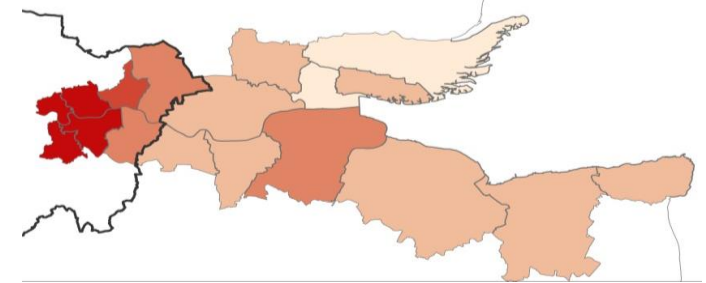
	Average Annual Household Growth, 2016 to 2026	Local Plan Annual Target	Units Permissioned, 2013 to 2015 average	Average Annual Net Additions, 2012/13 to 2014/15
Essex Thames Gateway areas	3,000	2,500	2,300	1,300
London Thames Gateway areas	14,900	12,800	14,000	6,000
Kent Thames Gateway areas	4,900	4,100	2,600	2,500
Thames Gateway	22,700	19,500	18,900	9,900

Most housing need and under delivery in the Thames Gateway is focused in London – housing delivery in other areas should seek to relieve pressure on London.

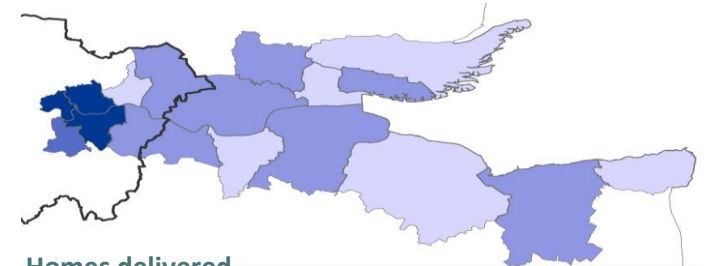
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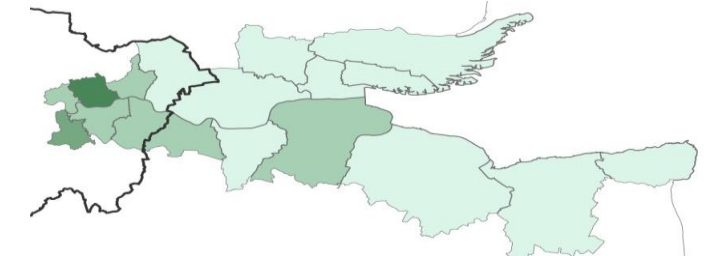
Household Growth



Homes granted planning permission

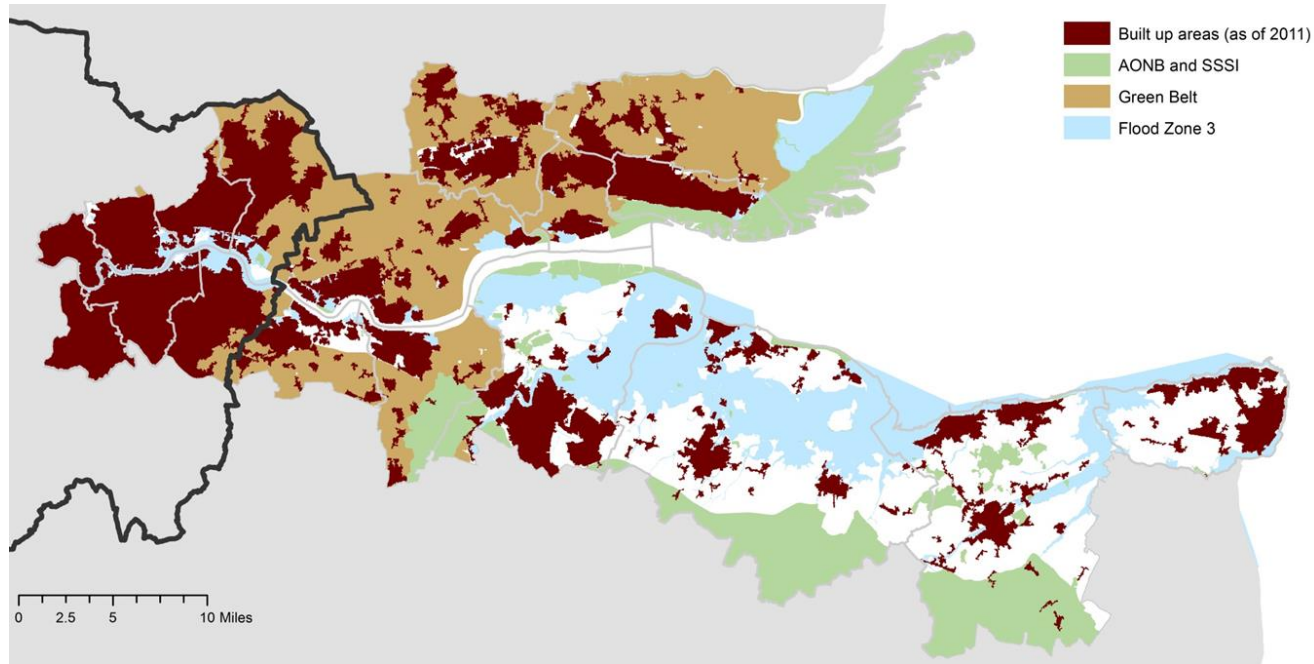


Homes delivered



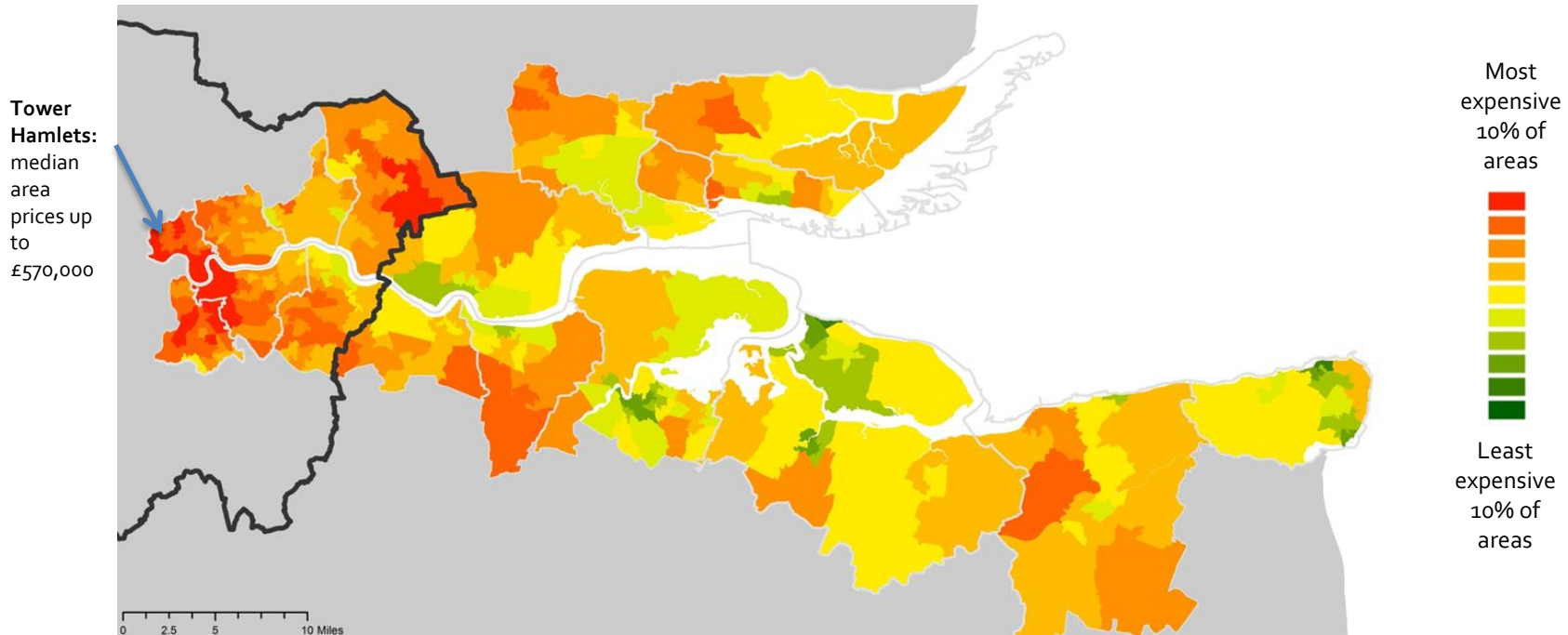
Barriers to delivery: Land

The map below shows physical and policy land constraints in the Thames Estuary area. It highlights that there is very little land available for development, especially in London and Essex, within the scope of current planning policy.



Barriers to Delivery: Markets

House prices vary widely across the Thames Estuary – with some areas being among the cheapest in the country. Viability and low demand will be a barrier to housing delivery in several areas and is likely a partial explanation for low build out.



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Objective: supporting local areas

We'll offer expert support for priority locations, helping to create and deliver more ambitious plans to get more homes built.

Problem solving
and working
collaboratively.

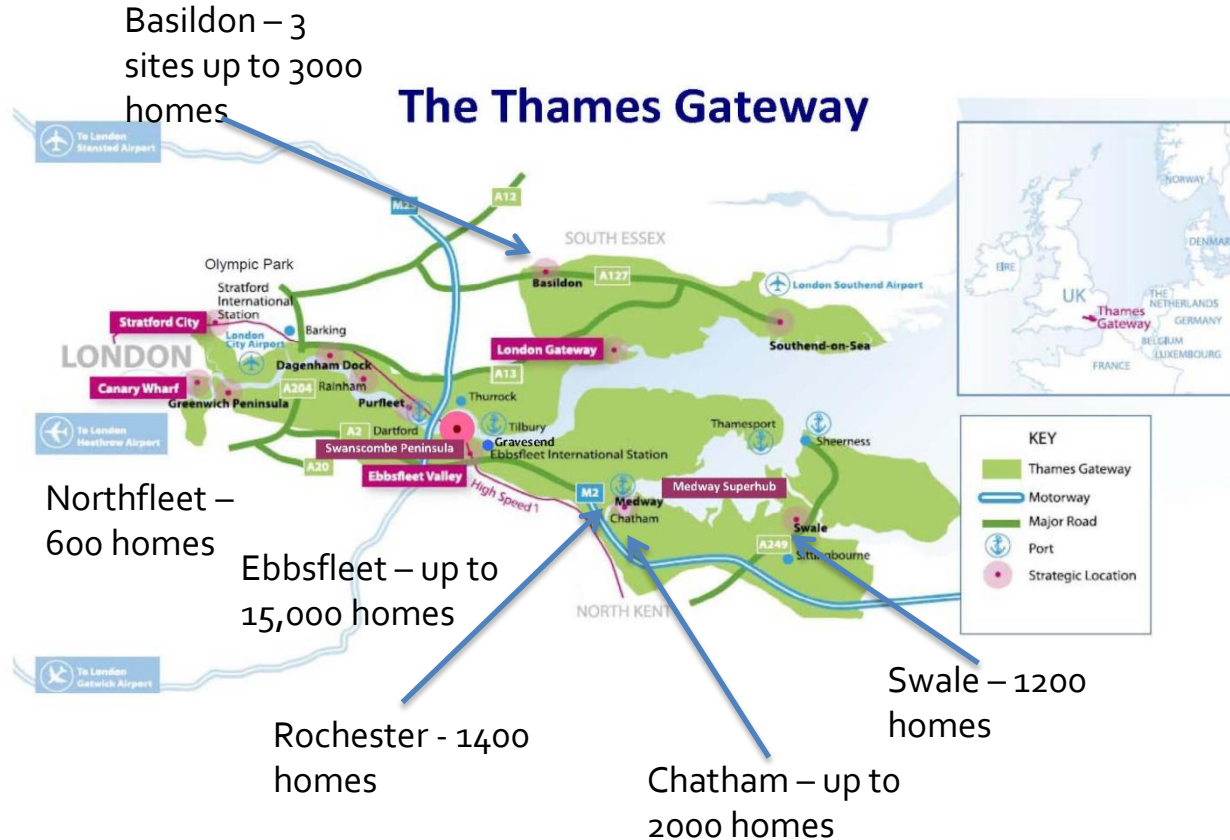
Shaping national and
local infrastructure
decision-making.



Creating, discovering
and delivering
opportunities that
wouldn't otherwise
happen.

Coordinating
and combining
our funding, land
and expertise.

Current Planned Development



Discussion Questions

- How can Homes England add value, beyond work already taking place at Ebbsfleet, Chatham and other sites in north Kent – what does intervening in the market look like in Kent?
- What does our mission and objectives mean in practice for Thames Estuary?
- Kent Housing Deal –supporting accelerated housing – what does this look like and how does it support accelerating housing beyond business as usual?
- Appetite for a development corporation?
- Where?
- How would it help to achieve a step change for housing delivery in Kent/Thames Estuary?
- Other opportunities - who are the partners?
- Next steps

Please get in touch if you'd like to talk in more detail

Carol Cairns

Head of Home Ownership and Supply, South East

carol.cairns@homesengland.gov.uk

01234 242517

Shona Johnstone

Strategy Manager, South East

shona.johnstone@homesengland.gov.uk

01223 374007

Read our Strategic Plan at:

<https://www.gov.uk/government/publications/homes-england-strategic-plan-201819-to-202223>