HOUSING 2025
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PIC

Realising the 1.5 million:

Reliably delivering homes, infrastructure and communities

INSIDE HOUSING | SOCIAL HOUSING

JUNE 2025

Housing 2025
RESEARCH REPORT

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Get England building again

Hayley Rees, managing director, PIC Capital, Pension Insurance Corporation plc

The Pension Insurance Corporation (PIC) has been delighted to support this Housing 2025 research report, in association with *Inside Housing* and *Social Housing*, to help understand why not enough housing projects are being brought forward across the country to meet local need or investor demand.

PIC aims to invest in assets that will deliver long-term, sustainable cashflows to match the multi-decade payments we make to our current and future policyholders. To date we have invested more than £14 billion in UK housing and infrastructure, as this market helps fulfil this aim. We want to continue to support this market and invest much more now and into the future.

Respondents to the survey which informed this report included funders, registered providers, developers and housebuilders, contractors and regulatory bodies. They all shared valuable insight into the barriers they face in bringing forward infrastructure and housing projects, and the steps they believe could boost the delivery of more homes.

Housing supply targets can be useful in spurring action. The government's target to build 1.5 million new homes in England over the next five years has led over a quarter of respondents to say their organisation's focus on supporting new homes has increased. While 72% already had this as a focus, many have been hampered in delivery, highlighting that the deeper problems are structural – funding, regulation, and skills.

In the Spending Review, many respondents sought clarity on social rents. Support for a 10-year rent settlement and subsidies to make the delivery of new affordable homes more viable were popular among respondents. Exploring different funding models to allow for the delivery of new homes is also considered prudent, however, and indeed one third of respondents are already doing so.

There is support for cutting unnecessary regulation, although agreement on the specific regulations to be cut is no easy task. We were interested to see that a third of respondents want a specific review of greenbelt sites, but we feel an easier win should be unlocking urban regeneration on brownfield sites.

On skills, respondents support the government's ideas. Putting more apprenticeships in place and boosting vocational courses, including through the creation of technical excellence colleges, could accelerate the ability to deliver new homes. In the developments that we have brought forward, that has been a big focus. Most recently, in our £200 million build-to-rent development in Birmingham, students at the university were given on-site experience and mentoring, and the development had a central role in the curriculum.

We have long been advocates of prioritising the social value created within developments and we will be publishing a report on social value this summer. Local consent for development is essential and that means showing that new developments deliver for the existing community too. This is a perspective that came through strongly within the survey, with 41% of respondents saying social value is always a focus for them when thinking about affordable housing development.

Working in partnership is key to successful delivery. To this end, PIC would be delighted to join forces with forward thinking and like-minded partners with an interest in driving up the number of new mixed-tenure housing projects. In Manchester, the Wirral, and Birmingham we have delivered best-in-class developments that deliver significant social value.

As an industry we need to develop many more, similar, projects across the UK to meet societal needs as well as investor demand. PIC and the pension risk transfer sector of which we are a part expect to invest up to £200 billion in UK housing and infrastructure over the next decade – so there is a lot of capital available to invest. However, it is imperative that we collaborate to make sure that the projects which will revitalise our cities and provide affordable, quality housing are developed in greater numbers.

What we need is to get England building again, and we hope this research report adds to the debate about how to do that.

Executive summary

Housing 2025 has conducted sector-wide research, in association with Pension Insurance Corporation (PIC), *Inside Housing* and *Social Housing*, on accelerating homebuilding in England. Among the key findings from the survey that informs this research report:

- Accelerating the development of affordable homes is seen as a key priority across the sector. 71% of respondents feel that social rent should be the priority as the sector works towards the target of 1.5 million new homes by 2029.
- There are already mechanisms being used to support accelerated development. 42% of those surveyed for this report said their organisation is in partnership with one or more local authorities to support affordable housing development; a similar proportion of partnerships with housing association; and 39% of formal joint venture arrangements.
- Almost half of respondents (47%) said that cutting back on unnecessary regulation will help accelerate progress on affordable homes.
- Of potential planning reforms, greater strategic planning across wider geographic areas and updated guidance on which types of planning application can be determined by council officers were felt to offer the greatest potential.
- There is optimism that plans for technical excellence colleges will help address the skills gap.

With the election of a new government on Thursday 4 July 2024, the established need to build more homes in England gained expression in a formal target. The creation of 1.5 million new homes over the next five years was a central plank of the **Labour party manifesto**.

Realising the 1.5 million target by the stated deadline of August 2029 will require a dramatic acceleration in housebuilding. In total, around 234,400 new homes were supplied in 2022/23. The intention now is that 370,000 homes will be built each year, with a large proportion of those to be affordable properties.

Funding promises by the Treasury have been earmarked to "**kickstart the biggest increase in social and affordable housebuilding in a generation**". Among the reforms intended to support this acceleration are changes to the planning system, work to address the skills gap, deregulation, updates to the process used to make infrastructure decisions and the reintroduction of mandatory housing targets for local authorities.

In April and May 2025, Housing 2025 conducted sector-wide research in association with Pension Insurance Corporation (PIC), *Inside Housing* and *Social Housing* on accelerating homebuilding in England and, specifically, on the proposed enablers of acceleration.

Representatives from a range of organisations – including funders, registered providers, developers and housebuilders, contractors and regulatory bodies – shared their views on what meeting the 1.5 million target will require.

Analysis of the results reveals a deep-rooted keenness to accelerate homebuilding, and to provide good affordable homes through which individuals and communities can flourish.

Responses also reveal a strong desire for mechanisms to further support the realisation of that ambition generally, and of the 1.5 million target specifically. Partnerships – including public/private arrangements – and different funding models are being used with a view to supporting more rapid development. The appeal from the sector is for fiscal incentives and, importantly, planning and regulatory reform to allow true acceleration of homebuilding. Certainty around grant funding and the establishment of long-term rent settlements, preferably over 10 years, are seen as key means of supporting homebuilding. Government proposals on planning reform and deregulation gain consistent support from respondents.

There is also a strong belief in the need to address the skills gap. The greatest potential is seen in the bolstering of vocational courses – including through the promised creation of technical excellence colleges.

Job creation is viewed as an important means of delivering additional benefit from the delivery of affordable housing. Social value is understood as a strong argument for the delivery of such provision, albeit one currently used in an inconsistent fashion throughout the sector. There is, however, optimism that government plans to deliver better infrastructure, more efficiently, will support swifter delivery of good affordable homes that offer social value.

Ultimately the call from the sector is for certainty of central support, allowing plans for development to confidently cover a longer time period.

Note: rounding is such that not all charts in this report will add up to 100%.

Prioritising swifter development of social housing

Delivery of new affordable homes is seen as a priority, with mechanisms through which to deliver at speed and scale being actively explored – and potential new enablers welcomed

The government's pledge to build 1.5 million new homes in England by 2029 may have solidified the political direction on homebuilding, but the research underscores that realising this target is a matter of reconciling ambition and ability.

There is no lack of belief in the need for an expansion of homebuilding, nor in the value of rapid development of large numbers of affordable homes. Expanding the availability of social rent properties, and reducing dependence on temporary accommodation, is viewed as especially important.

The challenge lies in finding the most effective and reliable means through which to make such acceleration possible. While the sector is seeking to use the tools at its disposal to accelerate development and create homes for those in need of them, there is a call for additional support and certainty to ensure the feasibility of building homes quickly and at scale.

While 28% of those sharing their views for this research report said the 1.5 million new homes target has served to increase their organisation's focus on supporting the development of new homes, 72% said it had not changed what was already a focus.

Three-quarters of respondents work for organisations which are actively involved in the funding, development or construction of new homes and, for many, creating affordable homes is a central part of that work. Around half (48%) describe such properties as the sole or main priority for their organisation, with the other half (46%) at organisations where affordable homes are a focus, albeit not a central one.

There is a particular desire to provide social rent homes. 71% felt such tenures – in which rent is set at around half the rate of local market rents – should be the highest priority for the sector as it works towards 1.5 million homes.

Affordable rents (defined as those at around 80% of local market rents) are the most commonly cited secondary priority. Widely perceived as the lowest priority is temporary accommodation, perhaps reflecting the depth of the desire to move away from costly stopgap solutions and towards permanent homes.

There is serious doubt about whether individual organisations have the mechanisms needed to develop affordable homes at speed and scale, however. A majority of those who are chief executives or in other c-suite roles said their organisations do not have sufficient viable mechanisms to support such development.

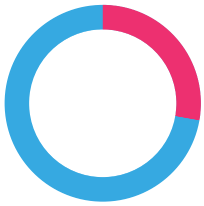
Doubts are more pronounced still when considering the sector as a whole, with 85% of all respondents saying there is an insufficient array of methods to support swift, large-scale development. This also holds true when looking solely at respondents who are chief executives or in another c-suite role.

The sector's priorities

Has the government's pledge to build 1.5 million new homes in England changed the extent to which your organisation is prioritising the development of new homes?

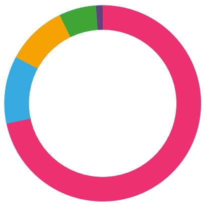
Yes; it has increased our focus on supporting development **28%**

No; it has not changed our previous focus **72%**

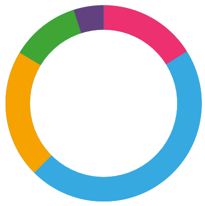


Thinking about the affordable housing sector as a whole, in your opinion which of the following types of tenure should the sector prioritise delivering as it works towards 1.5 million homes? Rank from 1 to 5, with 1 being "this should be the highest priority" and 5 being "this should be lowest priority".

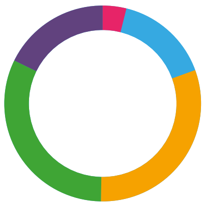
Social rent
(ie. rents set at around half the rate of local market rents)
1: 71.02%
2: 11.66%
3: 10.60%
4: 6.01%
5: 0.71%



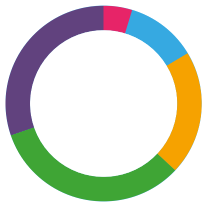
Affordable rent
(those at around 80% of local market rents)
1: 16.25%
2: 46.29%
3: 21.20%
4: 11.31%
5: 4.95%



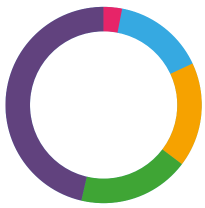
Intermediate rent
(in which rent sits somewhere between social and local market rents – examples are Rent to Buy/ Rent to Own, in which someone pays a reduced rent for a set period of time to help them save for their first home purchase)
1: 4.59%
2: 15.55%
3: 30.39%
4: 31.80%
5: 17.67%



Shared ownership
1: 4.95%
2: 11.66%
3: 20.49%
4: 32.86%
5: 30.04%

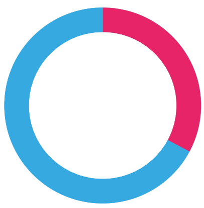


Temporary accommodation
1: 3.18%
2: 14.84%
3: 17.31%
4: 18.02%
5: 46.64%

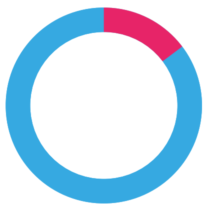


Do you feel that a) your organisation and b) the sector currently has sufficient viable mechanisms enabling it to support the development of affordable homes at speed and at scale?

Your organisation
Yes: 32.94%
No: 67.06%



The sector
Yes: 14.90%
No: 85.10%



Mechanisms currently in use

The sector is making the most of current mechanisms with a view to supporting rapid development

Many of the mechanisms perceived to offer the biggest potential for acceleration of homebuilding are in the gift of government. With that said, the sector is using the levers at its own disposal to increase its ability to create high-quality homes wherever possible.

Forty-two per cent of those surveyed for this report said their organisation is in partnership with one or more local authorities to support affordable housing development. Similar numbers spoke of partnerships with one or more housing associations, and of public/private partnerships. In all these models, organisations are seeking to pool expertise and resources in a mutually beneficial fashion. This often makes it easier to work at scale. Thirty-nine per cent of respondents spoke of official joint venture arrangements, in which risks and resources are formally shared.

With funding frequently cited as a limit to the ability to rapidly develop new homes, it is unsurprising that around a third say their organisation is exploring different funding models.

Views on which of these approaches is the most promising are mixed. Partnerships with housing associations, local authorities, or of a public/private nature were each cited by between 18% and 20% of respondents. Different funding models were seen as the most promising option by 17% of respondents, and formal joint ventures by 12%.

While one in 10 respondents works at an organisation that has created its own construction company with a view to boosting development, few regard the route as the most viable at their own organisations. Only 3% name the creation of such a company as the most promising means of increasing delivery of homes.

> **"It's simply unviable to build affordable housing currently, and there is not enough subsidy funding to fill the gap. Public/private solutions that lower costs and derisk/speed up projects (thereby helping required returns) is the only way."**
>
> Chief executive, developer or housebuilder operating in London

Modern methods of construction (MMC) are felt to be a possible means of accelerating development, though not perhaps to the extent that might once have been hoped. When a **strategy for the construction sector was published in 2013**, it suggested that MMC would be important to the sector operating in a faster, more effective and more cost efficient way by 2025.

Current views are nuanced, however. While 18% feel that methods such as offsite and modular construction are crucial to accelerating housebuilding, around the same percentage (15%) view the contribution MMC can make as very limited. The most common view is that MMC could help to some extent in accelerating housebuilding (38%) or that it could make a small difference (29%).

Among respondents who said they worked for a developer or housebuilder, a greater proportion said MMC could make a large contribution to the acceleration of housebuilding. The same proportion of this group felt the likely impact is limited or very limited, however.

Working at scale by sharing risk and resources

Which of the following is your organisation currently using to support affordable housing development? Select as many as apply.

Partnership with one or more local authorities
42.40%

Partnership with one or more housing associations
41.70%

Public/private partnerships
40.99%

Joint ventures
38.52%

Different funding models
34.63%

Its own construction company (social landlords only)
10.95%

Which of the following do you think is the one most promising means of your organisation supporting the development of new affordable homes?

Partnership with one or more housing associations
19.79%

Partnership with one or more local authorities
19.08%

Public/private partnerships
18.37%

Different funding models
16.96%

Joint ventures
11.66%

Its own construction company (social landlords only)
3.18%

Other
10.95%

Fiscal incentives

Certainty over long-term funding settlements and the cutting of red tape, particularly around planning, are felt to offer the best chance of accelerating housebuilding

This research was conducted against the backdrop of a continuing Spending Review, expected to bring a longer-term investment plan for social and affordable housing. Results reveal a strong belief in the need for fiscal incentives to support the development of affordable housing.

Subsidies for affordable housing projects emerge as the fiscal incentive with the most perceived value in supporting housebuilding. Just under two-thirds named it as the financial mechanism which would make the biggest difference to their organisation's ability to accelerate affordable homes.

The next most commonly valued was a 10-year rent settlement. The Autumn Budget 2024 brought with it a proposed new social rent policy, by which social landlords would be able to increase rents at a set rate (inflation as measured by the consumer price index plus 1%) per year for five years. This has been broadly welcomed, but it has been argued that a 10-year settlement would allow even greater ability for landlords to plan long-term, avoiding any potential disruption by changes of government, and making it easier to attract sustainable investment in the sector. This was widely called for in responses to a government consultation on social rents and the research echoes this request.

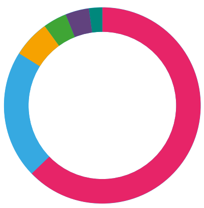
> "Whether or not the target is hit the ambition remans critically important."
>
> Executive director, registered provider

Subsidies for affordable housing and a 10-year rent settlement remained the top two most popular incentives when respondents were asked to consider what would make the biggest difference to the sector as a whole. However, the gap between the two was smaller from this sector-wide perspective than at the organisational level. Forty-three per cent said subsidies would make the biggest difference, and 37% believed the settlement was the most valuable potential fiscal incentive to help the sector as a whole meet the 1.5 million target.

It is felt the biggest impact will come from combining multiple fiscal incentives. One registered provider chief executive summed up this prevailing view in a comment provided as part of the survey. The individual said the biggest change the government could make to support 1.5 million homes by 2029 was to "significantly increase grant [funding] or make below market cost debt funding available, provide certainty on rent policy, and on costs/timelines for the implementation of [a revised] Decent Homes Standard".

Thinking about possible fiscal incentives, which one of the following do you think would make the biggest difference to a) your organisation's and b) the sector's ability to support the goal of 1.5 million homes by 2029 and, specifically, the acceleration of affordable homes?

Organisation



Subsidies for affordable housing projects: 63%

A 10-year rent settlement: 21%

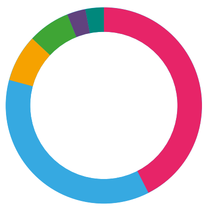
Tax breaks for developers and builders: 6%

Tax credits for renovating vacant properties: 4%

Access to the Affordable Homes Guarantee Scheme: 4%

Stamp duty land tax reform: 2%

Sector



Subsidies for affordable housing projects: 43%

A 10-year rent settlement: 37%

Access to the Affordable Homes Guarantee Scheme: 8%

Tax breaks for developers and builders: 7%

Tax credits for renovating vacant properties: 3%

Stamp duty land tax reform: 3%

Planning reform and deregulation

Survey responses were received in the period immediately following the introduction of the Planning and Infrastructure Bill to parliament, the provisions of which are designed to overhaul the planning system. There is optimism across the sector that reform to this system will increase the ability to rapidly develop more affordable homes.

The precise nature of the reform will be dependent on the bill's passage through parliament. Those completing the survey considered measures that have been proposed to date by the government, and indicated those felt to offer the biggest potential benefit.

The four proposals most commonly cited as impactful were greater strategic planning across wider geographic areas (named by 51% of respondents), updated guidance on which planning applications can be determined by council officers and which should be considered by committee (50%), an increase in the minimum proportion of affordable housing required within new developments (47%), and revised housing targets for areas based on current community needs (47%).

In contrast, few were optimistic that efforts to increase local communities' say over planning decisions would yield quicker development of affordable homes. This possibly reflects broader concerns over the prevalence of "NIMBYism", with existing residents reluctant to support development in their own communities.

"Land banking", by which land earmarked for development is bought up but then not immediately developed, has also sometimes been cited as a concern. Late last year *The Times* reported that the government was considering action here with financial disincentives for such behaviour, though ones "only likely to be introduced if existing measures fail to increase building significantly".

That this should be considered as a secondary rather than primary plan was endorsed by the research, which indicates land banking is broadly not a concern for organisations seeking to accelerate homebuilding. 61% of respondents said any action to prohibit the practice would make only a limited difference to their ability to support 1.5 million homes by 2029, and it is worth noting that only 8% of the sample group hailed from developers, who might be most expected to not see it as an issue. This held true even among those from local or combined authorities, commonly viewed as being most affected by the issue. Of these respondents, only 5% felt action against land banking would make a "large" difference to their organisation's ability to support rapid development, with 63% envisaging only a "limited" impact.

Despite this, a quarter of all respondents felt prohibiting land banking would make a large difference to the ability of the sector as a whole to meet the target. That figure rose to 30% when looking solely at responses from local or combined authorities.

This may support arguments that land banking is a perceived challenge in the sector rather than an actual issue for individual organisations. A 2024 report from the Competition and Markets Authority concluded that land banking was "more a symptom of the issues identified with the complex planning system", a reflection which would seem to be borne out by this research.

The government's broader deregulation agenda is greeted with fairly consistent enthusiasm. Almost half of respondents (47%) said that cutting back on unnecessary regulation will help accelerate progress on affordable homes, arguing that current regulation is often challenging and consists of processes that add time rather than value.

Almost the same proportion (44%) felt the deregulation agenda espoused by government will make a difference "to some extent". Fewer than one in 10 expect a limited impact from deregulation. Around a third of this final group were from local or combined authorities, a third from registered providers, and the remaining third from other organisations including consultancies.

Planning and deregulation as key enablers

Which three of the following proposed changes to planning regulations are you most optimistic will make the biggest difference to the sector's ability to rapidly develop more affordable homes?

Greater strategic planning across wider geographic areas: 51%

Updated guidance on which types of planning applications can be determined by council officers and which should be considered by committee: 50%

An increase in the minimum proportion of affordable housing required within new developments: 47%

Revised housing targets for areas, based on current community needs: 47%

Review of regulation over greenbelt sites: 31%

Reform of compulsory purchase procedures: 20%

Stricter requirements on local councils' housing plans: 22%

Allowing councils to set their own planning fees, to enable for better covering of costs: 11%

Efforts to increase local communities' say over planning decisions: 10%

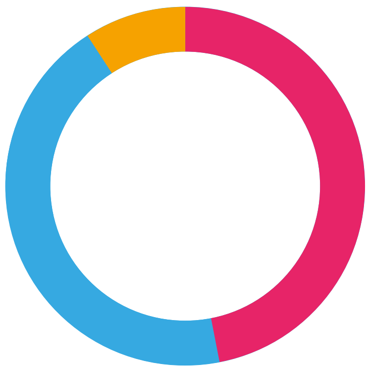
Note: Participants could select up to three responses. Percentages reflect the proportion of respondents who selected each option.

To what extent do you believe that cutting back on unnecessary regulation will help accelerate progress on building affordable homes?

To a large extent - current regulation is often challenging, with processes that add time rather than value: 47%

To some extent - regulation can sometimes slow progress: 44%

To a limited extent – regulation rarely slows progress: 9%



Skills and education

The need to address the skills gap is emphasised, with multi sector, partnership-led solutions seen as having the greatest potential to drive change

The lack of skilled tradespeople, as well as planning professionals and project managers in local government settings, is seen as a significant obstacle to accelerating homebuilding. One senior representative at a registered provider characterised the shortage of skilled workers as "a critical issue" in seeking to develop new homes.

A government-commissioned review of the training boards for the construction and engineering construction industries, published earlier this year, reported that the size of both industries has been on a downward trajectory.

The Labour party manifesto pledged to address the skills gap across the UK. Plans to reform the apprenticeship levy and to create a new national skills body, Skills England, featured in the government's policy and legislative agenda for its first parliamentary session.

When asked which measure would make the biggest difference to their organisation's ability to support rapid homes development, the most commonly cited was bolstering vocational courses, including through the creation of technical excellence colleges. It was named by 30% of respondents. The government has announced plans to establish 10 such colleges.

22% of respondents said ensuring that entry-level jobs in the sector offer a genuine living wage would make the biggest difference to their organisation. 17% felt that creating a plan to upskill existing workers was the most valuable potential action, and the same proportion cited reform of apprenticeships. The creation of a national skills body uniting business, trainers, unions and government – already being planned – was named as the most important measure by 14% of respondents.

When asked to consider the sector as a whole, however, the perceived importance of Skills England jumped significantly. A quarter of those completing the survey felt it to be the most important measure.

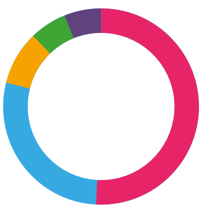
There was a widespread sense that partnership-led solutions, driven by multiple sectors, offer the greatest potential to address the skills gap. 44% named such solutions as being the most promising, with the next most frequently named – industry-led solutions – a long way behind on 24%.

There is a strong view that the greatest level of responsibility for addressing the affordable housing skills gap should lie nationally. Over half named central government as the place where responsibility should primarily lie.

With that said, organisations in the housing sector are taking their own action with a view to addressing the skills gap. 44% of respondents said their organisation was forging stronger connections with local educational institutions to encourage young people into the industry; 40% are reviewing apprenticeships to ensure they appeal to the maximum number of young people possible; and a quarter are offering or promoting short training programmes to enable young people to more quickly gain the skills needed by the sector.

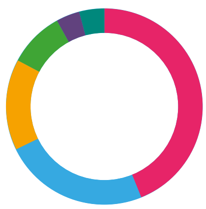
Which do you think should take the greatest level of responsibility for addressing the skills gap in affordable housing?

Central government: 51%
Industry: 28%
Education: 9%
Social landlords: 6%
Local government: 6%



Which do you think offers the greatest potential to address the skills gap?

Partnership-led solutions, driven by multiple sectors: 44%
Industry-led solutions: 24%
Central government-led solutions: 15%
Education-led solutions: 9%
Social landlord-led solutions: 4%
Local government-led solutions: 4%



Delivering social value

Social value is widely understood as an important argument for expanding provision of affordable housing, and one with the potential to be used more

The development of new homes is envisaged as potentially leading to the creation of greater social value, which can in turn provide a further argument for the creation of such properties. For the purposes of this research, social value is defined as beneficial outcomes of the core business models of all the parties involved in development – including positive impact on society, the environment and the economy that goes beyond the bottom line.

Job creation is considered the most important related benefit of affordable housing development, named by 32% of respondents. Notable minorities feel that opportunities to create community spaces as part of new housing estates (14%); related infrastructure development (13%); and mitigation of climate change and support for net zero (10%) are the biggest potential social value benefits of affordable housing development.

Organisations are using social value arguments to help build support for planned developments and combat any concern among existing residents. 41% of respondents said social value is mentioned in any discussion of affordable housing development by their organisation, with almost the same proportion (42%) saying it is sometimes mentioned. Only 17% say it is rarely mentioned in their organisation's discussion of affordable housing development.

Similarly, there is generally confidence that decision-makers within organisations are using social value as a reason to prioritise the development of affordable homes. 81% said social value was used as an argument to support rapid development of affordable homes to either a large or to some extent.

Despite this, there is limited measurement of social value impact from affordable housing developments. 45% said their organisation did not formally measure health outcomes; 36% that there was no measurement of employment outcomes; 48% that education outcomes are not measured.

The most frequently monitored are environmental outcomes. A quarter said their organisation formally and regularly measures these, though slightly more (28%) said that there is no monitoring at all of these outcomes.

Notably, many respondents simply do not know whether the long-term impact of affordable housing development is being measured by their organisation. This includes those at social landlords, and sometimes in very senior roles.

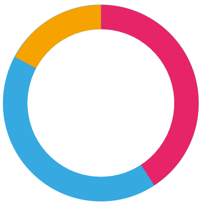
It is felt there is further scope to use social value arguments to promote affordable housing development. A quarter of respondents judge that such arguments are only used to a limited extent by the sector when discussing such homebuilding. Over half (56%) feel the social value case is only sometimes mentioned when the sector is exploring such development. Similarly, only 16% of respondents felt that decision-makers across the sector are regularly using social value as an argument to support rapid development.

Infrastructure projects have been cited by the government as important to its approach to housebuilding, by virtue of supporting the delivery of strong communities and so the creation of social value. It has for instance announced plans to reform the National Significant Infrastructure Projects (NSIP) regime, with a view to increasing the speed with which projects such as wind farms, road and railway lines can progress. This is generally felt to have the potential to contribute to housing organisations' ability to swiftly deliver new affordable housing which provides social value. 19% said the reform would support this "to a large extent" and 51% to some extent.

There is a sense that lack of infrastructure currently prevents the delivery of affordable homes and social value. 27% of respondents felt lack of infrastructure prevented their organisation from delivering affordable homes and social value "to a large extent", with the figure increasing to 29% when respondents were asked to consider the sector as a whole. More than half felt the sector's ability to deliver good homes was to some extent impeded by a lack of infrastructure, and 43% felt their own organisation's ability to do so was limited to some extent by the same.

To what extent do you think a) your organisation and b) the sector uses social value arguments to help combat any public concern and create support for planned developments?

Organisation

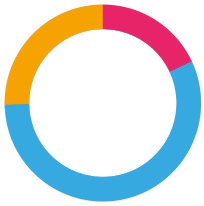


To a large extent – social value is mentioned in any discussion of affordable housing development: 41%

To some extent – social value is sometimes mentioned in discussion of affordable housing development: 42%

To a limited extent – social value rarely mentioned in discussion of affordable housing development: 17%

Sector



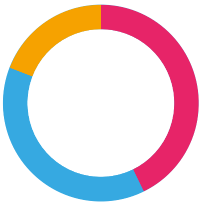
To a large extent – social value is mentioned in any discussion of affordable housing development: 18%

To some extent – social value is sometimes mentioned in discussion of affordable housing development: 56%

To a limited extent – social value rarely mentioned in discussion of affordable housing development: 25%

To what extent do you think decision makers within a) your organisation and b) the sector see social value as an important reason to prioritise the development of affordable homes?

Organisation

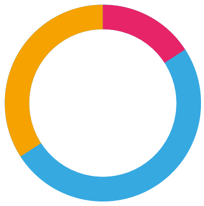


To a large extent – social value is used as an argument to support rapid development: 43%

To some extent – social value is sometimes used as an argument to support rapid development: 38%

To a limited extent – social value is rarely used as an argument to support rapid development: 19%

Sector

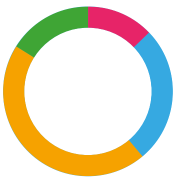


To a large extent – social value is used as an argument to support rapid development: 16%

To some extent – social value is sometimes used as an argument to support rapid development: 50%

To a limited extent – social value is rarely used as an argument to support rapid development: 34%

Does your organisation currently measure the long-term impact of its affordable housing developments in any of the following areas?



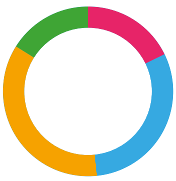
Health outcomes

Yes, formally and regularly: 13%

Yes, but in an ad hoc way: 26%

No: 45%

Don’t know: 16%



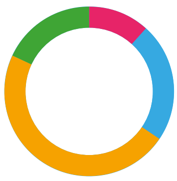
Employment outcomes

Yes, formally and regularly: 18%

Yes, but in an ad hoc way: 31%

No: 36%

Don’t know: 16%



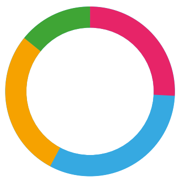
Education outcomes

Yes, formally and regularly: 12%

Yes, but in an ad hoc way: 22%

No: 48%

Don’t know: 18%



Environmental outcomes

Yes, formally and regularly: 26%

Yes, but in an ad hoc way: 32%

No: 28%

Don’t know: 14%

Methodology and respondents

More than 400 people from across England shared their views on how to accelerate homebuilding, with most drawn from registered providers and from senior roles

Those across the housing sector were invited to share their reflections on how best to accelerate housebuilding across England via a Housing 2025 survey in association with Pension Insurance Corporation (PIC), *Inside Housing* and *Social Housing*. The survey ran from Friday 4 April to Tuesday 6 May 2025.

Views were invited against the backdrop of the government's stated goal of 1.5 million new homes by 2029, its planned reforms to support the achievement of that target, and the then-pending announcement of the outcomes of the 2025 Spending Review.

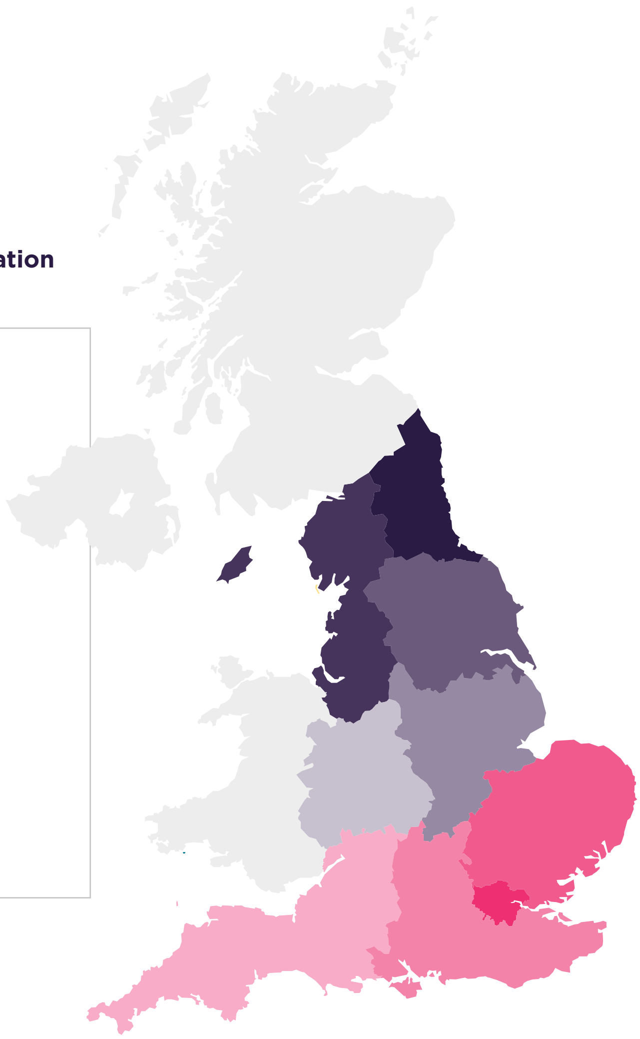
The survey attracted responses from a total of 410 individuals, who together represented the full geographic spread of England. There was a more or less equal spread from all regions, though half of respondents worked at organisations which had some operation in London – albeit alongside work in other parts of England.

240 respondents shared details of the organisation type for which they work, the nature of their job function, and their level of seniority. Analysis of this data shows that the majority – 42% – work for registered providers. A further 18% work for a local or combined authority, and 8% for a developer or housebuilder. An "other" category covered 15% of respondents, drawn from the likes of local authority-owned development and construction firms, consultancies, and organisations specialising in modern methods of construction. Around a third of all respondents work in development, land, planning or regeneration.

Those who completed all core questions were overwhelmingly from senior roles. 60% of respondents described their role as board member, chief executive, chair, other c-suite, director/partner, executive director, founder/owner, or group director.

In which geographical areas does your organisation operate? (Tick as many as apply)

London	50.73%	208
South East England	42.68%	175
North West England	39.27%	161
South West England	36.34%	149
East of England	36.10%	148
West Midlands	33.90%	139
Yorkshire and Humber	31.95%	131
East Midlands	31.46%	129
North East England	30.24%	124
None of the above (as the 1.5 million target applies exclusively to England, these respondents were disqualified from the survey)	3.9%	16

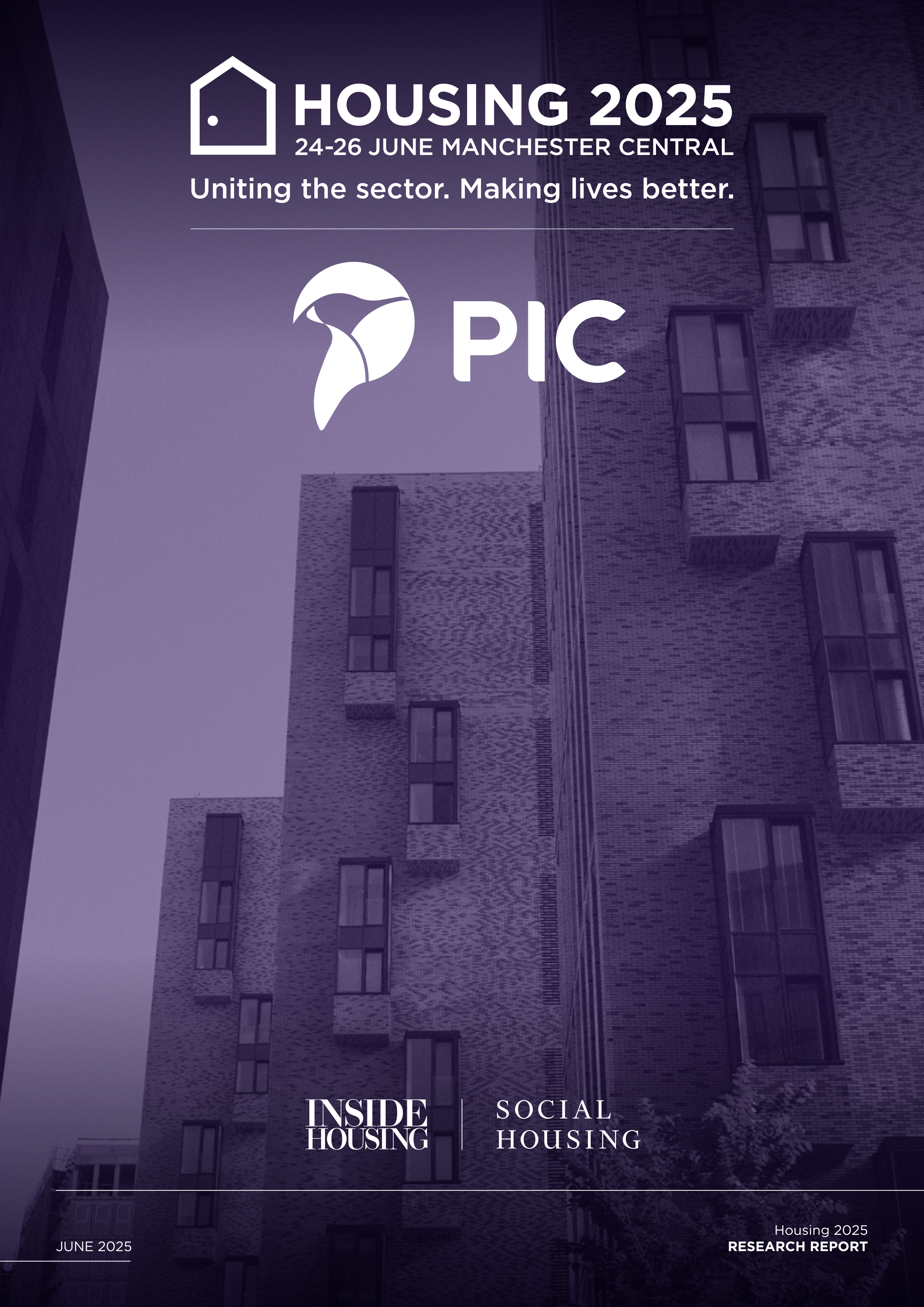


What type of organisation do you work for?

Registered provider	41.67%
Local or combined authority	17.50%
Developer or housebuilder	8.33%
Other	15.42%
Funder or investor	6.25%
Charity/third sector	5.00%
Membership/trade/professional body	3.33%
Government	0.83%
Contractor	0.83%
For profit registered provider	0.83%

Which of the below best describes your job seniority?

Director/partner	17.50%
Manager	13.75%
Head of	13.33%
CEO	11.67%
Executive director	9.17%
Board member	7.50%
C-level (COO, CTO, CMO etc)	7.50%
Officer	5.83%
Founder/owner	2.92%
Group director	2.50%
Tenant representative	2.08%
Managing director	1.67%
Advisor/coordinator	1.25%
Supervisor	0.83%
Assistant	0.42%
Chair	1.25%
Councillor	0.42%
Student/apprentice	0.42%



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