

Year in Review

2024 has been a pivotal year for housing, with Labour prioritising the housing crisis through ambitious plans to build 1.5 million homes and reform planning systems, focusing on affordable and social housing to address rising demand.

While these measures offer hope, challenges like construction labour shortages and complex regulations require sustained effort to ensure meaningful progress in 2025.

Reforms to the planning system, such as empowering mayors to fast-track developments, aim to accelerate progress.

The Renters' Rights Bill promises fairer treatment for tenants, including protections against 'no-fault' evictions and rental bidding wars.

While these initiatives offer hope, challenges remain. However, with sustained effort and collaboration, 2025 could see significant strides in mitigating the crisis and improving housing conditions nationwide.

Living
made
better

The Numbers

The housing crisis deepened in 2024, with 1.33 million households now on waiting lists - a ten-year high and a 3% increase from 2023.

Families are bearing the brunt, 18,380 London households were placed in bed-and-breakfast accommodation this year representing a 31% increase year on year. Most alarmingly, a record 159,380 children are now living in temporary accommodation, often in unsuitable and unstable conditions.

The cost of this impractical housing is unsustainable and many councils have signalled the very real threat of insolvency, a position that cannot continue.

These numbers represent more than just statistics; they are the stories of individuals and families facing daily uncertainty, uprooted from their communities and struggling to build secure futures. The emotional toll, especially on children, is profound, affecting their education, mental health, and overall wellbeing.

The urgency to act has never been greater. Addressing this crisis requires immediate, innovative solutions that prioritise people and deliver stability for those most affected.

As we reflect on these trends, it's clear that the need for collaboration and decisive action has reached a critical point.

Supply

The delivery of new homes is not immediate and house builders face mounting challenges, as a result London saw a steep decline in affordable housing starts, dropping from 26,386 in 2022-23 to just 3,156 in 2023-24.

Rising costs are pushing many housing associations to consolidate, often at the expense of local service delivery.

Addressing funding gaps demands innovative solutions, such as partnerships with pension funds, which Rachel Reeves highlights as vital to sustaining affordable housing development. These long-term investments can support the delivery of affordable housing while addressing financial challenges.



Our Approach

Madison Brook partners with Local Authorities and private sector stakeholders to deliver sustainable, affordable housing solutions.

Empowering councils to access high-quality homes more efficiently and cost-effectively, while shaping impactful discussions at central government level. Our focus on collaboration and innovation ensures long-term stability and success.

By raising the profile of this critical issue, we are encouraged to propose actionable solutions that prioritise both sustainability and community needs.

Through strong partnerships, we have delivered programmes that not only meet immediate demand but also ensure long-term stability for residents and councils alike.

Looking ahead, Madison Brook remains committed to collaboration and innovation as we work to support communities across the UK.

2024 has been a year of significant progress for Madison Brook as we have continued to deliver meaningful solutions amidst a challenging housing landscape. Here are some of the highlights:

- » **Strengthening Partnerships:** Forming impactful collaborations with Local Authorities and private investment, enabling the delivery of sustainable and affordable housing solutions.
- » **Delivering Results:** We are proud to have contributed to providing households with high-quality, stable homes at scale through our innovative models.
- » **Driving Innovation:** Our focus on sustainability has resulted in homes that not only meet current needs but also contribute to reducing carbon footprints, supporting the UK's environmental goals.

One of our partners reflected on our shared success:



Madison Brook's expertise and commitment have been invaluable. Their innovative approach has transformed the way local authorities tackle housing challenges, delivering results that benefit both residents and our communities.

Jeremy Stibbe - Local Authority Housing Executive

Achieved to date



£350 million+

of property purchased into the Affordable Homes sector.



2,500+

families housed to date.



0.72 tonnes CO²

Approx saving per home after refurbishment.



Efficient homes

with EPC ratings improved to a D rating minimum.

What next?

As we look ahead to 2025, Madison Brook is committed to building on the foundations laid in 2024. The challenges facing the housing sector are significant, but so too are the opportunities for meaningful change.

In the coming year, we will continue to prioritise collaboration, working with partners, and community stakeholders to expand access to high-quality, affordable housing.

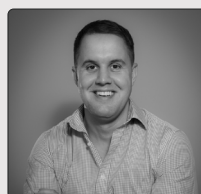
Our vision is clear: to amplify the momentum of this year's successes and remain at the forefront of tackling the housing crisis. Whether it is reducing carbon footprints through sustainable construction methods or streamlining processes to meet urgent demand, our focus remains on delivering solutions that make a real difference for communities across the country.

Together, we can turn ambition into action, ensuring housing is not just a priority but a promise fulfilled.

Whether you're a Local Authority seeking innovative housing solutions, a private sector partner looking to make an impact, or a community leader eager to collaborate, we want to hear from you. Let's work together to create sustainable, high-quality homes that transform lives and communities.

To discuss opportunities, explore partnerships, or learn more about our work, contact Laurie Emsworth at livingmarkets@madisonbrook.com or visit our website at www.madisonbrook.com.

Join us in shaping a brighter future for housing - 2025 is the year to turn ideas into action.



Laurie Emsworth
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