

Madison Brook

November 2025

Q3 Newsletter

In our latest newsletter of 2025 we reflect on how policies and funding strategies are shaping affordable housing delivery.

As we approach the Autumn budget, housing remains top of the Government's agenda with house building targets and strained finances facing increasing scrutiny.



Living
made
better

The Outlook

In a recently commissioned report, the Housing, Communities and Local Government Committee found the government's 1.5 million homes target by 2029 still achievable but currently off track. The report urges practical reform over new legislation, streamlining Section 106, improving planning capacity, and strengthening land value capture to better fund infrastructure and affordable housing.

The Committee calls for an immediate long-term housing strategy, faster local plan production, and acceleration of the new towns programme with clear commitments to social rent.

Success, it concludes, hinges on execution, better data, transparency, and alignment between national ambition and local delivery.

Affordable Housing Delivery

The Government has pledged a £39 billion Social & Affordable Homes Programme - its biggest investment in decades - to expand social and affordable rent supply, backed by a five-point plan for renewal and planning reforms to speed up delivery.

New funding through Homes England and revived New Towns aims to unlock large sites, while councils and housing associations are being encouraged to boost direct build.

However, demand continues to outstrip supply, meaning multiple supply chains and delivery options are required to reduce any over reliance on any one source.



Existing homes

As housing delivery targets become more ambitious – and funding constraints continue – there's growing interest in how existing homes can play a bigger role. Getting homes into use faster and often at a better cost than new build, and;

- » Providing better value for money, both in cost to acquire and timescale to delivery.
- » Improving neighbourhoods, reducing empty properties and supporting regeneration.
- » Supporting decarbonisation goals, with refurbishments improving energy efficiency and reducing fuel poverty.
- » Addressing urgent housing needs, helping councils meet homelessness duties and alleviating waiting list pressures more effectively.

How can this be done?

Some of the main approaches include:

Purchase and Repair

Buying homes on the open market, refurbishing them to decent standards, and letting them at affordable or social rents. Applicable Council Housing Acquisition Programme (CHAPs) grant funding has significantly boosted these acquisitions.

Leasing Schemes

Institutional investors are entering the market able to deliver homes long-term at sustainable costs. Offering local authorities stability and scale required.

Converting Non-Residential Buildings

Turning commercial or community buildings into affordable housing, subject to viability and planning considerations.

Delivering these outcomes requires experienced and skilled delivery partners with a strong track record and integration with broader housing strategies to ensure these homes form part of a sustainable, balanced portfolio.

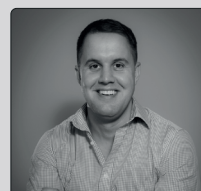
Existing homes diversify delivery routes, enhances resilience, and offers a cost-effective way to meet targets. It's not a silver bullet – but combined with new build programmes, it can make a substantial impact in 2025 and beyond.

Looking ahead

Following the successful launch of our partnership with the London Borough of Hillingdon to acquire and enhance a portfolio of high-quality affordable homes, the programme has successfully secured GLA grant funding that will significantly subsidise the total purchase and refurbishment cost - by up to 50% in cases.

Grant funding further strengthens the value add and cost benefits that this purchase and repair programme delivers for the Council and the local community. We look forward to building on this success and continuing to work with Hillingdon to boost much needed housing in the borough.

If you represent a local authority in the South-East and are interested in hearing more about how sustainable housing solutions can benefit your local area, please contact Laurie Emsworth laurie.emsworth@madisonbrook.com



Laurie Emsworth
Head of Living Markets
Madison Brook