

L&G Affordable Homes

Working with us



Get to know us

Our Vision and Mission

At L&G Affordable Homes, our vision is for everyone to have a great quality, environmentally sustainable and affordable home from which they can build better futures.

Our mission is to become the leading developer and operator of affordable homes in the UK by investing long-term capital at scale and significantly increasing the supply, design quality and choice of affordable homes.

Our goal is to become the partner of choice in the delivery of affordable housing. We aim to lead the evolution of the sector for the benefit of the customer and society.



Trent Park, Enfield



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Delivering sustainable growth



Since our inception in 2019, we have **invested over £1bn** in affordable homes.



We currently have over **6,500 homes under management**, and anticipate to have **over 16,000 by 2030**.



We have a **G1/V1/C1 rating** from the Regulator of Social Housing, the highest possible award for governance and financial viability and consumer standards.



Our aim is for all new homes delivered by us to be enabled to operate at **Net Zero Carbon from 2030**.



We are a **Strategic Partner** to Homes England and an Investment Partner with the GLA

L&G entered affordable housing with fresh energy, institutional backing and a determination to do things differently – in ways that matter to customers, communities and the housing system. Today, we lead the sector in scale, ambition and approach: combining institutional rigour with the enduring commitment to put people first. Our dependability shows in excellence on the ground, sustainable funding, and our role as an ambassador and trusted champion of the sector.



As a sustainable and responsible investor, we have made a commitment to enable all our new homes to operate at Net Zero Carbon emissions from 2030.

L&G challenges assumptions: making scale possible without losing sight of individuals, ensuring innovation without sacrificing stability. Every decision reflects one principle – affordable housing is about people and communities.



Routes to market

We are actively searching for partners who share our ambitions to bring forward more affordable housing, combining resources to accelerate delivery.

We maintain strong relationships with over 100 local authorities, regional bodies and central government, positioning us well to deliver affordable housing at scale. We have raised over £635m as part of the Affordable Housing Fund and our partnership with the Greater Manchester Pension Fund has secured £100m to deliver affordable homes within the Greater Manchester area.

Similarly, The ACCESS Fund has committed £125m from its Local Government Pension Scheme to support affordable housing in the East and South-East.

Last year, we committed over £160m to delivering affordable housing in London, including £77m of GLA grant funding. As one of the best-performing strategic partners in Homes England's Affordable Homes Programme 2021-26, we continue to be well positioned to play a key role in delivering



We can consider a range of approaches:

- S.106
- Package Deals
- Land-led
- Partnerships
- Stock Acquisitions

We also welcome bespoke, creative partnerships and innovative funding initiatives.



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We seek partners that deliver quality homes and share our ethos of not only delivering stable returns for investors but also making a positive social impact.

We're always looking for new ways to solve the problems that the affordable housing sector faces. We have been incredibly successful growing our business on this basis and want to continue this growth with new affordable homes across the country.

”

Message from Head of Affordable Homes, Shaun Holdcroft



We've created a network of experienced Management Providers

This nationwide panel brings local expertise and established infrastructure needed to support the delivery of exceptional services to our customers.

These include:

Coastline

Delta

Flagship Group

Great Places Housing Group

Karbon Homes

Pinnacle

The Regenda Group



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- 2 Rondo, Stratford
- 3 Hart Road, Thundersley
- 4 Cavalier Court, Chatham
- 5 Lucas Place, Birmingham
- 6 Perry Barr, Birmingham
- 7 Little Cotton Farm, Dartmouth



1 The Junction, Oldbury

HOMES
114

LOCAL AUTHORITY
Sandwell

DEAL TYPE
Land-led

PARTNER
Lovell

TENURE
Shared Ownership/Affordable Rent

L&G and Lovell formed a partnership to deliver multi-tenure communities across the country, with the aim of new homes delivered through this partnership being enabled to be NZC in operation from 2030 and 50% of homes to be affordable.

The Junction, a brownfield site which has lain empty for over 20 years, has been bought back to into use by L&G and Lovell, representing the first site in this partnership. The project is also supported by funding from the West Midlands Combined Authority Brownfield Land Fund and Homes England.



The Junction, Oldbury



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2 Rondo, Stratford

HOMES 79
LOCAL AUTHORITY Newham
DEAL TYPE S.106
PARTNER L&G BTR/Telford
TENURE London Affordable Rent

Utilising the strengths of L&G’s multi-tenure residential platform, L&G Build-to-Rent (BTR) have partnered with Telford Homes to deliver 247 BTR homes, 54 discounted market rent homes and high-quality retail and commercial space.

L&G have acquired and will manage 79 London Affordable Rent homes on site, to create an inclusive, multi-tenure offering.



3 Hart Road, Thundersley

HOMES 44
LOCAL AUTHORITY Castle Point
DEAL TYPE Land-led
PARTNER Rose Builders
TENURE Shared Ownership/ Affordable Rent

The 100% affordable scheme is being delivered by L&G in partnership with Rose builders, helping to tackle the acute shortage of affordable housing locally.

All homes will be EPC A, designed to meet Future Home Standard and will achieve Net Zero regulated carbon. All homes will feature air source heat pumps, solar panels and EV charging.



4 Cavalier Court, Chatham

HOMES 237
LOCAL AUTHORITY Medway
DEAL TYPE S.106
PARTNER Peel Waters
TENURE Shared Ownership/ Affordable Rent

In collaboration with Peel Waters, L&G has invested significantly in the regeneration of Chatham Dockyards, delivering 139 homes for Shared Ownership and 98 for Affordable Rent to create a vibrant new waterfront community.





5 Lucas Place, Birmingham

HOMES
121

LOCAL AUTHORITY
Birmingham City Council

DEAL TYPE
S.106 + additionality

PARTNER
Barratt David Wilson

TENURE
Shared Ownership/
Affordable Rent

Located within easy reach of Birmingham city centre, this project with Barratt David Wilson utilises timber frame construction to deliver much needed housing on a Homes England owned site.



6 Perry Barr, Birmingham

HOMES
487

LOCAL AUTHORITY
Birmingham City Council

DEAL TYPE
Completed Acquisition

PARTNER
Birmingham City Council

TENURE
Social Rent / Affordable
Rent / Shared
Ownership

Perry Barr is supporting the city's regeneration and offering much-needed, sustainable housing for local people, all within a vibrant new neighbourhood that's set to become a lasting legacy for the community.



7 Little Cotton Farm, Dartmouth

HOMES
65

LOCAL AUTHORITY
Wigan

DEAL TYPE
S.106 +
Additionality

PARTNER
Barker Estates

TENURE
Shared Ownership/
Affordable Rent

Located on the southwest coast of Devon, the project has helped address the significant need for affordable housing in the local area, delivering 65 homes across a range of unit sizes.

Smart Own (Nationwide)

In partnership with Crest Nicholson, Smart Own provided a new option to customers on Crest sites. We sold 99 Shared Ownership homes to those unable to get onto the property ladder

DEAL TYPE
Shared Ownership Funding Initiative

PARTNER
Crest Nicholson

TENURE
Shared Ownership

Kick Start (Nationwide)

Launched in 2024, the initiative with Barratt sold 205 additional affordable houses on Barratt sites across the country, pairing the resources and capabilities of both organisations.

DEAL TYPE
Shared Ownership Funding Initiative

PARTNER
Barratt David Wilson

TENURE
Shared Ownership

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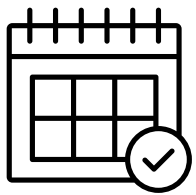
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Pace of delivery

We are currently prioritising schemes completing within 2-3 years and are aiming to commit £500 million for delivery of affordable housing annually.

We have raised £510m to form the Affordable Housing Fund. We've also secured an additional £100m from the Greater Manchester Pension Fund aiming to deliver affordable homes across North-West England, and £125m from the ACCESS Fund to support affordable housing in the East and South-East.



Location, affordability and tenure

We consider opportunities in urban, suburban, and rural locations, including both flatted and low-rise housing for shared ownership or rent. Our focus is on delivering the most affordable tenures to provide homes for those who need them most. We also seek grant-funded opportunities aligned with the latest Homes England and GLA funding criteria.



Environmental, Social and Governance (ESG)

We prioritise opportunities with strong ESG credentials:

Environmental

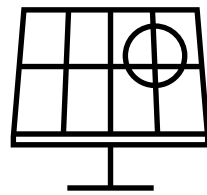
Delivering sustainable homes that minimise carbon impact.

Social

Providing affordable homes that people genuinely need.

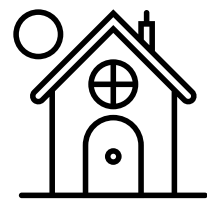
Governance

We follow clear governance practices and carry out appropriate due diligence, working with trusted and dependable partners.



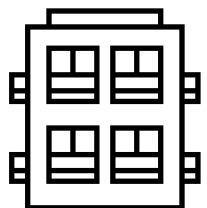
Sustainability

We are committed to reducing carbon emissions by requiring zero-carbon heating strategies, no gas boilers, and a minimum EPC rating of B. We encourage sites which use renewable materials and following sustainable design and building processes.



Quality homes

Well-designed homes in attractive locations close to amenities. We track Net Promoter Score (NPS) as a key internal metric, achieving +57 and +67 in 2023 for shared owners and renters at move in.



No maximum number of homes

We have the capacity to deliver medium-to large-scale projects, with a preference for a minimum of 50+ units, and are also interested in portfolios of sites.

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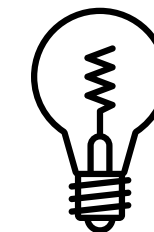
Why partner with us



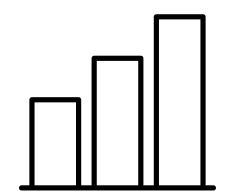
Strong financial strength and **governance**



Part of **L&G**, a major global investor with £1 trillion in assets under management and a multi-tenure residential platform



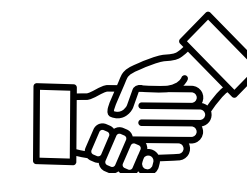
Open to **innovative partnership opportunities**, combining strengths and resources



Proven track record of deploying capital at scale



Commitment to **quality** and **sustainability**



A strong appetite to **grow in collaboration** with ambitious, like-minded partners



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Head of Affordable Homes



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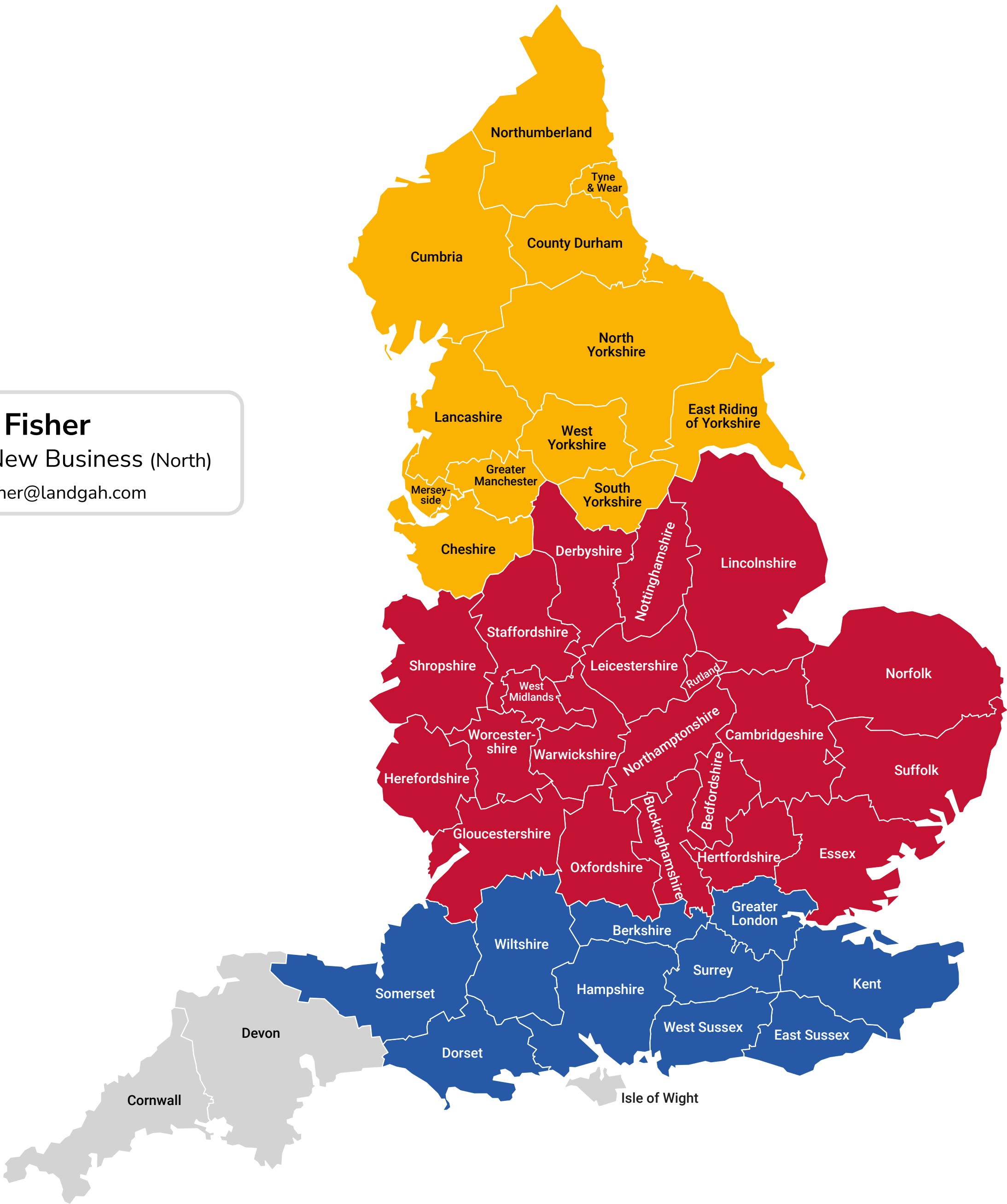
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