



DEVELOPMENT

Strategic Plan

2025 - 2029

WELCOME TO OUR 2025-2029 Development Strategic Plan

Our Development Strategic Plan outlines how we'll deliver new homes in line with the Growth and Sustainability goals of our 2024 - 2029 Corporate Plan.

Our plan states that by 2029 we will add at least 1,200 new homes to our housing stock and all new homes will be designed to be future-proofed to be net-zero ready, which means that the building fabric is built to the future homes standard and space is built in to the floor plans to allow for future use of renewable/low carbon technologies.

At its core, it reflects our commitment to delivering high-quality services, creating homes and communities we can be proud of, and supporting our tenants and customers to thrive. To do this, we know we must continue investing in both our existing homes and new developments to ensure our communities remain vibrant and sustainable places to live and work.



Be a great landlord



Customer focus



Growth and
sustainability

Context and external environment

Our growth and subsequent development plans are significantly influenced by the wider external environment. In shaping our strategic direction, we must consider changing Government policy around:

Homes England Affordable Housing Programme 2021-26 and beyond

In addition to three top ups of funding to the current programme, in June 2025 the Government announced a further £39bn investment in social and affordable housing through a 10-year Social & Affordable Housing Programme (SAHP). This funding position provides a bridge between the current and future affordable homes programmes, ensuring that partners can bring forward existing pipeline schemes and start to make further commitments in preparation for delivery of more new affordable homes. This together with the announcement on a ten-year rent settlement of Consumer Price Index (CPI) plus 1% a year and rent convergence gives us the framework required to invest in delivering our development programme.

Building Regulations

Many parts of the Building Regulations have seen significant changes in recent years to drive the carbon reduction agenda and improve the energy efficiency of new build dwellings. This has affected our new build specification and has driven up costs of build, and will continue to do so as the Future Homes Standard is implemented.

Planning Regulations

These have also shifted, with updates to the National Planning Policy Framework aimed at speeding up approvals. While the full impact remains unclear, most local authorities now face higher housing delivery targets to support the Government's 1.5 million homes goal.

Other housing design & quality standards

Beyond regulations, new design and quality standards are affecting how we deliver homes. These include:

- Nationally Described Space Standards (NDSS)
- Increased levels of accessible housing
- Biodiversity Net Gain (BNG) requirements
- Wider adoption of Sustainable Urban Drainage Systems (SuDS)

Working with Developers

We've increased new home delivery by partnering with developers through Section 106 (s106) agreements and land-and-build packages. This has proven valuable—particularly post-COVID and Brexit—but comes with higher costs and less control. Now, with experience of multiple partners, it's clear some developers excel more than others in customer care—a core focus of our Corporate Plan. As a result, we're likely to work with a smaller number of high-performing developers who consistently deliver quality homes and strong service for our tenants and customers.



OUR DEVELOPMENT

Objectives

Since 2012, we've added an additional 2,300 homes through new development and stock acquisition. This ambitious Development Strategic Plan is shaped by what we've achieved over this time and what we've learned; helping to contribute to the government's ambitions around housebuilding whilst meeting the challenges set out in doing so:

Sustainable Growth • Customer First • Homes Fit for the Future • Social Focus

Our development objectives provide the basis of a continuing commitment to bring new, affordable homes to our regions. They are linked to our overarching Corporate Plan Objectives. For the first time however, this plan recognises the contribution new homes can bring to the efficiency and effectiveness of our existing services by adding new homes in areas where we have existing stock allowing for the creation of communities and strengthening our objective of being a great landlord.

These objectives are in place so that by 2029 we will add at least 1,200 new homes to our housing stock. And all new homes will be designed to be future-proofed to be net-zero ready.



Sustainable Growth

While over 90% of our homes remain in North Lincolnshire, we've recently expanded to areas including Grimsby, Lincoln, and Doncaster. As our reach grows, we're focused on delivering efficient, sustainable services across these regions to ensure we offer a great service and be a great landlord. A key part of our plan is ensuring a significant share of new homes supports this wider operating area, and by working collaboratively with local authority strategic housing & planning teams we can ensure the most acute housing needs are addressed.

By 2029 we will:

- Develop a significant number of new homes in North East Lincolnshire to add to the recently acquired stock in and around Grimsby - (up to 45%).
- Continue our focussed growth in North Lincolnshire and West Lindsey particularly in Scunthorpe and Gainsborough - (up to 40%).
- Add new stock in Doncaster predominantly via s106 opportunities with trusted developers (s106 agreements used to deliver affordable homes on larger private house-builders sites as an obligation of planning permission) - (around 10%).
- Cater for the Lincoln demand with growth around the fringe settlements such as Nettleham, Greetwell, North Hykeham and Skellingthorpe - (approximately 5%).



Customer First

Being Customer Focused is one of our main corporate objectives and our approach to delivering new homes is no different. When we're looking at new schemes, whether in new areas or existing, we'll take a data led approach to ensure that our plans meet the needs of the local community, engaging with stakeholders and using our experience of delivering development schemes that delight incoming residents. This together with a learning approach to customer feedback, complaints and review will allow us to improve future designs and specifications, and ultimately monitor and manage the success of our new homes by being informed by our customers.

By 2029 we will:

- Deliver a significant proportion (up to 15%) of the development programme as smaller accommodation, particularly 1 bedroom homes.
- Develop a minimum of 10% of our new homes to be single storey dwellings. With 25% of these being built to full wheelchair user dwellings built to the Building Regulations Category M4(3) M4(iii) wheelchair standard.
- Provide a varied mix and range of properties of 1 to 4 bedroom types for general needs to suit single people, couples and families.
- Deliver an overall customer satisfaction rate of 95%.



Homes Fit for the Future

We're really proud that our existing homes are typically highly energy efficient and we're working towards ensuring that each of them meets EPC Band C by 2030. Our new homes are often the most energy efficient with many achieving EPC Band A. They're also typically our best performing in terms of carbon emissions and we'll continue to explore new and emerging technologies over the life of this plan. There are standards that we'll need to adhere to, such as the forthcoming Future Homes Standard, but whether through energy efficiency, space or accessibility, we recognise that our new homes need to stand the test of time. We will also ensure that new homes are delivered in line with the requirements of the emerging Strategic Asset Management Plan to ensure consistency & quality across our stock.

By 2029 we will:

- Develop all new homes to the Nationally Described Space Standard.
- Develop all new homes to EPC A rating or high B rating.
- Deliver all new homes to the Building Regulations Standard until the Future Homes Standard becomes mandatory.



Social Focus

We offer a diverse range of products as part of our new build programme, including home ownership products such as homes for sale, shared ownership or rent to buy alongside typical rental products such as social or affordable rent. With the government's focus on social rent tenures, and this making up most our existing stock and local demand, you will see this reflected within our development programme over the life of this plan. We'll continue to offer diverse products, but our primary focus will be on social homes before anything else.

By 2029 we will:

- Deliver the new homes in our development programme with a social focus.
- Deliver modest numbers of Rent to Buy & Shared Ownership homes where these are needed and supplement the range of affordable homes on offer where financially and economically viable.
- Focus on a small number of open market sale developments in the programme where these generate profits to be used to support our corporate objectives.





Would you like to know more about
our development plans?

Or get in touch with us to chat about
opportunities to work together?



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