



thensg.

Housing Lab

London

Adecco



Welcome.

- 1 Step into a den of knowledge
- 2 A place to learn new tricks
- 3 Gain more influence in your field
- 4 Elevate your performance

Fire alarms

No fire alarm tests are planned.
Follow instructions if you hear an alarm.





mcdowalls



shared direction
CONVEYANCING

cast[©]



PENNINGTONS
MANCHES
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the
nsg.



theknowledge.
theeducation.
theinsight.
theperformance.



made by cast



Holmes & Hills
SOLICITORS

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elyse.hodgess@adecco.co.uk

Use #housinglab25

Join the conversation.

We're on LinkedIn, Instagram and X. Give us a follow and share your experience, thoughts & inspiration.

Use #HousingLab25 and tag us in your content to help spotlight the amazing work happening in affordable housing and shared ownership.

Let's share and celebrate the impact we're making together.



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#housinglab25

What's to come



TIME	SESSION	SPEAKER
09:45 – 10:00	Welcome	Andy Watts, The NSG & Cast Can
10:00 – 10:15	Shared Ownership's Price is Right	Jo Short, Keaze
10:15 – 10:45	Scene Setting Panel: Where Is Shared Ownership At?	Stuart Hensby, Abri Homes Tim Seward, Guinness Homes Anthony Hall, Censeo Financial Jo Short, Keaze Sarah-Louise Green, Holmes & Hills
10:45 – 11:15	From Application To Ownership: Mortgages & Legal Insight	Fay Wragg, Metro Finance Bevin Woby, SDC

What's to come



TIME	SESSION	SPEAKER
11:15 – 11:30	Let's Take A Break & Network	Refreshments
11:30 – 12:30	Commonhold / Leasehold Reform	Linda Storey, Penningtons Adam Crawford, Penningtons
12:30 – 13:15	Let's Have Some Lunch & Network	Lunch
13:15 – 14:00	Effective Marketing On A Shoestring Budget	James Hamer, Cast Can

What's to come



TIME	SESSION	SPEAKER
14:00 – 14:45	The Shared Ownership Council: Code Pilot	Mel Toomey (Heylo Housing)
14:45 – 15:00	Let's Take A Break & Network	Refreshments
15:00 – 15:30	How Do Your Policies & Explanations Compare	Felicity Gentle, The NSG
15:30 – 16:00	Pulling The Lever On Staircasing & Resales	Floris Ten Nijenhuis, Stairpay Tim Otto, Stairpay Mark Porter, SO Resi

What's to come



TIME	SESSION	SPEAKER
16:00 – 16:15	Your Chance To Ask Questions	All
16:15 – 16:30	And Let's Wrap Things Up	Felicity Gentle, The NSG

Jo Short Keaze

Shared Ownership's Price is Right: What do
homeseekers really know about Shared Ownership?

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Shared Ownership's Price is Right

What do homeseekers really know about Shared Ownership?

Jo Short
Partnerships & Marketing Director

Buy a share.
Rent the rest.
Make the move.



Get that Shared Ownership feeling

KEAZE

**Change the way you Shared
Ownership.**

keaze.com

Delivering a digital, user-first experience for shared owners and their housing providers alike, our mission is to make selling Shared Ownership homes stress-free by providing a dedicated support and delivery service via our powerful tech solutions.

National Shared Ownership Campaign

sharedownership.net



KPro

kprosoftware.co.uk

A simpler and smoother experience for customers and providers of affordable home ownership.

KPro is the digital toolkit transforming the property sales and marketing process.

Primary Objectives

1 To better educate prospective shared owners, even before they start to look at homes available.

2 Empower homeseekers to feel they have the knowledge and tools to move forward with enquiring to buy.

3 Create Shared Ownership advocates at every stage of the buying process.



Buy a share.
Rent the rest.
Make the move.

Get that Shared Ownership feeling

But what do homeseekers at the beginning of their Shared Ownership journey really understand about the tenure?

Buy a share.

Rent the rest.

Make the move.

**45.9% of survey respondents are
privately renting, but**

**How many have heard of Shared
Ownership?**

Higher!

89.6% of respondents had heard of
Shared Ownership

Buy a share.

Rent the rest.

Make the move.

**How many people knew the deposit
required is based on the value of the
share?**

Buy a share.

Rent the rest.

Make the move.

Lower!

**54.7% correctly knew the mortgage
deposit is based on the share you
buy**

Buy a share.

Rent the rest.

Make the move.

**But how many people knew they
could have a household income up
to £80k or £90k in London and still
potentially be eligible for Shared
Ownership?**

Buy a share.

Rent the rest.

Make the move.

Lower!

**Only 31.6% knew about the London
income cap, and just 26.9% knew it
was up to £80k elsewhere in the
country**

Buy a share.

Rent the rest.

Make the move.

**What percentage of people think
Shared Ownership is for first time
buyers only?**

Buy a share.

Rent the rest.

Make the move.

Higher!

**35.7% of people think it's just for first
time buyers**

Buy a share.

Rent the rest.

Make the move.

**Of our respondents, how many
would consider buying a home with
Shared Ownership?**

Buy a share.

Rent the rest.

Make the move.

Higher!

36.3% said yes!

Buy a share.
Rent the rest.
Make the move.

**But the majority of our respondents
said they face barriers or challenges
when looking to buy.**

**How many said they were waiting for
mortgage interest rates to drop
before buying?**

Buy a share.

Rent the rest.

Make the move.

Lower!

15.5% said they're waiting for interest rates to drop as they think they'll get a better deal

Buy a share.

Rent the rest.

Make the move.

**How many people think Shared
Ownership offers good value for
money?**

Buy a share.

Rent the rest.

Make the move.

Lower!

**Just 14.3% said 'yes' to the tenure
offering good bang for their buck
overall**

Buy a share.

Rent the rest.

Make the move.

**But what percentage of people
thought**

**It's called Shared Ownership
because you have to buy
with someone else?**

Buy a share.
Rent the rest.
Make the move.

8.7%

Buy a share.
Rent the rest.
Make the move.

Our plans for this campaign year

- **Working collaboratively** with more organisations to bring further credibility to the campaign, including the Shared Ownership Council, National Housing Federation and Share to Buy
- It isn't just about lead generation, but **a single approach** for promotion of our sector & lead tenure in Shared Ownership
- Working with **commercial partners** for brand affiliation for great reach and trust
- New targeting to reach the **Young Dreamers** – typically in their 20s, whilst also ensuring content is suitable for 25-44 as the 'typical' Shared Ownership buyer
- **New channels & content strategy** to reach these new audiences, with KPIs and metrics set accordingly

Buy a share.
Rent the rest.
Make the move.

Opportunities for **you & your organisation**

- 12 month campaign
- Partner, Champion, Member & Supporter levels, starting from just £1,000 per quarter
- Flexible options to suit budget and time availability
- Marketing package benefits for every Campaign contributor

How is your organisation tackling the challenge of raising awareness of Shared Ownership so the tenure continues as a real option for many homeseekers?

To find out more, **jo@keaze.com**
head to our **National Shared Ownership Campaign** LinkedIn page



Meet The Panel

Where is Shared Ownership at? Where is it headed and what are the challenges and opportunities?

Stuart Hensby, Abri Homes

Tim Seward, Guinness Homes

Anthony Hall, Censeo Financial

Jo Short, Keaze

Sarah-Louise Green, Holmes & Hills

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Fay Wragg
Metro

Bevin Woby
SDC

From application to ownership: mortgages & legal insights.



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Useful Information From The Start

- Lease Term
- Lease type – CPI/RPI
- Warranty provider
- Energy rating
- Any S106 Restrictions
- Build type – standard or MMC
- Flats – how many floors

**With 31 lenders now in the shared ownership space,
there is a variety of criteria around**



The Sales Process:

When to Instruct a Solicitor



As soon as the reservation is confirmed.



Shared Direction Conveyancing actively chases the customer to instruct



Do not wait until the mortgage offer as this slows down the process and risks the exchange deadlines not being met



Metro Finance always advises whilst submitting the mortgage application

Basic Approval of a Mortgage Offer



Full name
as per ID



Full property address
as per the lease



Purchase
Price



Share
Amount



States
Shared Ownership



States
Rental Price



States leasehold not
freehold (if shown)



Correct lease term
if shown

**** If a panel broker – you can utilise them to support**

Common Solicitor Conditions to Satisfy

- Copies of CMLS, gift letters, signed occupier forms, undertakings (often lender's own) is fairly standard
- Some want further documents such as insurances and further confirmations on matters like service charge or ground rent.

Legal Issues



- More lenders offering shared ownership mortgage products require an official local area search, as opposed to a personal one. These are markedly more expensive and the timescale for return depends on the individual borough council.
- Much less so now, but EWS1 forms can be requested alongside confirmation of building specs
- Japanese Knotweed/Himalayan Balsam (invasive species), generally we need to provide a plan or map of the affected area and most importantly, an insurance-backed guarantee to meet lender requirements.

Incentives

- **We need to know as early as possible** – it affects mortgage applications
- **Must be filled out correctly on CML form-** non-financial if white goods
- If incentives change, **an updated CML must be done**
- **If not done, risk delaying completion**

INCENTIVES
list the details of any incentives to be received by the purchaser either before or after completing the transaction
(continue on a separate sheet if necessary)

list full details of the value of all financial incentives to be received by the buyer(s):

deposit paid by seller £

guaranteed rental income £ Total (£ per month for months)

mortgage subsidies £ Total (£ per month for months)
(including payment of mortgage interest, subsidies of interest rate and mortgage payment subsidies)

stamp duty Land tax / LBTT payment £ Cashbacks £

valuer fees £ Legal fees £
Other financial incentives not listed* (give details below) £

Please provide full details of other financial incentives

Provide a list of all non-financial in-kind incentives to be received by the buyer(s)
(e.g. white goods/kitchen appliances, furniture/furnishings, electrical equipment, garden furniture/landscaping, holidays, vehicles, buy-back schemes, car parking spaces etc). This is NOT an exhaustive list.
Do not include any items provided as part of the standard specification of the property.

Protected Area Lease

- Normally restricted staircasing or restrictions on selling to local people
 - Restricted staircasing is always problematic – extremely limited mortgage options
-
- Ideal 'Protected Area Shared Ownership Lease' is where the lease allows staircasing above 80% but contains a mandatory buyback provision whereby the leaseholder is under an obligation to sell back to the Landlord or a nominated housing association in a set timeframe, as given in the lease then restrictions lift.
 - Restrictions to local people – best if they can fall away after 8-12 weeks. If they never fall away can also be problematic.
 - Always advise the broker of any restrictions – otherwise it won't be highlighted until just before completion.

Panel Broker / Panel Solicitor – the benefits



We work together to resolve any issues quickly – getting lender approval, funds released or declines



Metro's biggest issues arise when the customer has not used a panel solicitor. Can result in a much higher cost if something goes wrong



Can take advantage of any “special relationships”



We get an opinion prior to the case going into the mortgage lender if any concerns



Leads to quicker exchanges and completions



Thank You for Listening!



**Shared Ownership
Specialist Mortgage
Providers**



shared direction
CONVEYANCING

**Shared Ownership
Specialist Solicitors**





It's time for a break

**Grab a drink, have a chat and make the most of the opportunity to network
with fellow NSG members & our key partners.**

Linda Storey
Penningtons

Adam Crawford
Penningtons



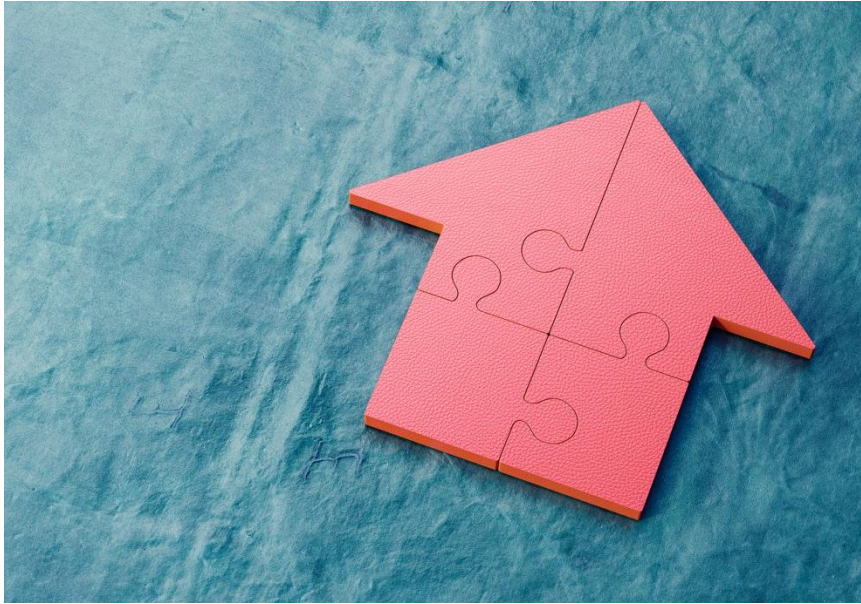
PENNINGTONS
MANCHES
COOPER



Commonhold, leasehold reform.
What would Commonhold really look like for HAs?

thensg.

What we will cover



- Commonhold – what is it/how will it work
- Shared ownership – how does this fit with Commonhold
- Existing Leasehold Reform – where are we

COMMONHOLD



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COOPER



Commonhold background



- Commonhold was originally established in the Commonhold and Leasehold Reform Act 2002 but failed to take off with fewer than 20 developments being built.
- One of the main reasons for absence of uptake was that flaws in the law made commonhold less flexible compared to leasehold particularly for mixed use and large sites.
- Commonhold as an alternative to leasehold is a tenure widely used around the world.

Commonhold background *(cont'd...)*

- The current Labour government want to ensure commonhold becomes the default tenure, has made abolishing leasehold a key manifesto pledge.
- A white paper on commonhold published in March 2025 which aims to ensure that commonhold becomes the default tenure, in place of leasehold, starting with new build flats. The reform is based in a large part on the 2020 Law Commission Report.

What is Commonhold?

- Commonhold is a form of freehold ownership where individual property owners (commonholders) each own their unit outright. Like leasehold these could be flats a shop or an office unit. Together the commonholders share ownership of the communal areas through a commonhold association which is a limited company that they are all members of and jointly control.
- No limit on how long the property is owned for i.e. it is owned as freehold indefinitely and not for a fixed term as is the case with leasehold.
- The building/estate which forms the commonhold is owned and managed jointly by the dwelling (flat) owners through a commonhold association.

What is Commonhold? *(cont'd...)*

- The rights responsibilities and rules for all property owners are set out in the Commonhold Community Statement (CCS).
- All unit owners are entitled to become a member of the commonhold association which owns and manages the common parts of the building or estate. This will include the structure and external elements of a building as well as shared areas (e.g. external wall, roof, stairs, lifts etc.)

What is the Commonhold Association?

- The commonhold association will have at least two directors - these can be unit owners, or external professionals can be employed.
- Through the commonhold association commonholders have a vote on the annual budget for the upkeep and maintenance of the building and on the charges that they must pay.
- The commonhold association oversees both the governance and management of the building unless it decides to bring in a managing agent (who is accountable to the commonholders).
- Commonholders have the opportunity to participate in the commonhold association and to vote on decisions like who to appoint as a director and whether to make building improvements, such as vehicle charging points, for example.

What is the Commonhold Community Statement (CCS)?

- Like other companies, the commonhold association must have “articles of association” which govern how it operates.
- The Commonhold Community Statement, or CCS is the 'rulebook' which establishes how the shared areas and facilities are to be managed and the rights and obligations of the commonholders. The main rights and obligations are standardised and will be the same in every commonhold.
- The CCS can also be tailored by the commonhold association to include bespoke ‘local rules’. There is some flexibility to change these rules and update them over time to respond to changing needs, standards or advances in technology.

How are disputes resolved?

- There are no leases, no expiring term, no forfeiture, no lease extensions no service charge no ground rents.
- When disputes arise between unit owners, or between a unit owner and the commonhold association, or vice versa, parties must follow the commonhold dispute resolution procedure for commonhold (set out in the CCS) before taking legal action.
- The procedure is designed to encourage affected parties to resolve disputes through early communication and without the need to go to court.

How are disputes resolved? (*cont'd...*)



- But there are some circumstances, for example in an emergency, or where a unit owner has failed to make a due payment, where the dispute resolution procedure does not need to be used.

Can existing leasehold properties be converted to commonhold?

- Conversion currently requires the unanimous consent of the freeholder, all other leaseholders in the building and their lenders. The government are considering options to make the process of converting simpler and easier for leaseholders.

Can existing leasehold properties be converted to commonhold? *(cont'd...)*

- The current model requires full consent from every party involved – freeholder, leaseholder and every lender. The government wants to get to a position where the consent threshold for conversion to commonhold mirrors that for enfranchisement, which is 50%. However, this has implications for those leaseholders within a block who do not wish to or cannot afford to take part in the conversion (known as non-consenting leaseholders) and raises issues around how a block comprised of unit owners, and non-consenting leaseholders can operate effectively.

Can existing leasehold properties be converted to commonhold? *(cont'd...)*

- The government proposes to adopt what is called the 'mandatory leaseback' approach, as suggested by the Law Commission.
 - Under this approach, those leaseholders who choose not to participate in conversion are allowed to continue living as leaseholders. The commonhold association would own the freehold of the building. The previous freeholder would be required to take a leaseback and become the head-lessee for these non-consenting properties. They would be granted a 999-year lease and no further lease extensions would be allowed for non-consenting leaseholders and any ground rent due would continue to be paid to the original freeholder (now an intermediate landlord sitting between the leaseholder and the commonhold association). The former freeholder would also receive an appropriate payment when the lease is purchased as part of the conversion of that flat to commonhold.

What is the timetable for reform?

- The government wants commonhold to become the standard tenure by the end of this Parliament (ie likely 2029). It will not ban the sale of leasehold flats until it is confident that reformed commonhold is viable.
- It will publish a draft bill – the Leasehold and Commonhold Reform Bill – in the second half of 2025 for pre-legislative scrutiny. Alongside the reforms for commonhold the bill will contain detail on the government's proposals for conversions of existing leaseholds to commonhold.
- It will consult later in 2025 on the outright ban of new leasehold flats and will seek input from industry and consumers on fundamental points such as potential exemptions for legitimate use and how to minimise disruption to housing supply.

The challenges for reform

- When it does happen, the first target will be new build blocks of flats, but the government says it will only mandate commonhold for new build flats once it is satisfied that the reformed commonhold system is viable and clearly there will need to be a lengthy transition period for developers.
- The limitations and flaws in the existing system make this a massive project. The question remains whether the government can reform the system to the satisfaction of occupiers, lenders and developers. The system will only be viable if it can resolve all these conflicting interests.

The challenges for reform (*cont'd...*)



- What does this mean in terms of a timetable? Could we see new commonhold blocks of flat by 2029? The government would like to think so, but there is a fundamental lack of clarity around the timetable because of the scale and the challenges of the project. Expect a lengthy transitional period!

DELIVERY OF SHARED OWNERSHIP IN A COMMONHOLD SCHEME

Commonhold and shared ownership

- Current commonhold legislation prohibits long residential leases which would mean shared ownership, as we know it, cannot be offered in commonhold.
- The Law Commission's white paper has recommended changes to allow certain permitted leases including shared ownership.
- Assuming the recommendations in the white paper are adopted (and there has been no suggestion of seeking an all together different approach) then shared ownership leases will be permitted and shared owners will continue to be leaseholders.
- Clearly to accommodate these changes once in force a new form shared ownership lease will be required (yes, another one!).

Commonhold and shared ownership

- The Registered Provider (RP) would be the freeholder of the commonhold unit (not just the commonhold unit not the building/estate).
- Shared owners will benefit from a wide range of commonhold rights not available to them in leasehold blocks.
- Shared owners will take part in decisions on the management and costs of running their building and benefit from the rights and protections of the commonhold system (which will for example, supersede their right to challenge costs under leasehold law).

Commonhold and shared ownership

- In most cases, the rights of shared ownership leaseholders, will be exclusive, that is to say that the RP will not have a say in how they are able to vote on a particular budget, leadership election, or other issue. The RP would only have a say in key decisions that may affect their security.
- During the initial 10-year repair period only, where the RP is liable for certain repairs, then RPs would have a say on decisions relating to repairs or could delegate this to the homeowner.

Commonhold and shared ownership

- On final staircasing to 100% ownership the homeowner will take a transfer of the freehold title of the commonhold unit and the RPs interest would fall away leaving the homeowner as the sole freeholder, commonhold unit owner and member of the commonhold association.
- In addition to shared ownership similar exemptions are likely to apply to shared equity products or equity release products which allows the government and RPs and developers the flexibility to offer such products.
- The government have confirmed they are still considering how shared ownership will operate in existing buildings which have been converted into a commonhold.

What should RPs be doing now to prepare?

- Keep a watching brief and ensure you are aware of updates from the government, the draft bill once issued and any consultations (so you can contribute and feedback).
- If and when commonhold comes in it will be one of the most significant changes to legislation, practices and procedures RPs have faced as well as higher costs.
- Sign up to our mailing list for updates where we will post further guidance as and when appropriate:

<https://www.penningtonslaw.com/expertise/sectors/housing>

– and look for the following link



Receive e-updates

Enter your details to receive copies of our regular e-bulletins.

> [Click here to sign up](#)

THE HERE AND NOW – CURRENT LEASEHOLD REFORM UPDATES

Leasehold Reform (Ground Rent Act) 2022

- Ground Rent for most new long residential leases can no longer be more than a peppercorn rent (ie no ground rent)
- Came into force on 30 June 2022 (1 April 2023 for retirement housing)
- Does not affect ground rents in leases granted prior to the above dates
- Does not affect shared ownership rent
- For voluntary non-statutory lease extensions existing ground rent can still be charged for the remainder of the existing lease term but a peppercorn for the new term
- Rent in existing headlease (granted prior to 30 June 2022) can still be passed on to the shared owner

Leasehold and Freehold Reform Act 2024

- Cheaper and easier to extend lease or buy freehold
- Standard lease extension term of 990 years (rather than current 90 years)
- Removing the 2-year ownership rule for lease extensions
- Standardised service charge bills (easier to scrutinise/challenge)

Leasehold and Freehold Reform Act 2024 *(cont'd...)*

- Improve the selling and buying process by setting maximum times for landlords/managers to provide home buying and selling information (e.g. LPE1).
- Scrapping the presumption that leaseholders pay the freeholders legal costs to challenge poor practice.
- Banning the sale of new leasehold houses so that, other than in exceptional circumstances, every new house in England and Wales will be freehold from the outset.

Leasehold and Freehold Reform Act 2024

- Banning opaque and excessive buildings insurance commissions for freeholders and managing agents, replacing these with transparent and fair handling fees.
- Extending access to redress schemes for leaseholders to challenge poor practice. The government will require freeholders, who manage their building directly, to belong to a redress scheme so leaseholders can challenge them if needed (managing agents are already required to belong to a scheme).

Leasehold and Freehold Reform Act 2024 *(cont'd...)*

- Granting homeowners on private and mixed tenure estates comprehensive rights of redress, so they receive more information about what charges they pay, and the ability to challenge how reasonable they are.
- Making it cheaper for leaseholders to exercise their enfranchisement rights as they will no longer have to pay their freeholder's costs when making a claim.

Leasehold and Freehold Reform Act 2024 – what is in force?

- Whilst the Act received Royal Assent on 24 May 2024 and some provisions came into effect as early as 31 January 2025 the rest of the Act requires consultations and secondary legislation and has not yet been fully implemented. The following provisions have already come into effect:
 - Removal of the 2-year ownership rule for leaseholders to extend their lease or purchase the freehold
 - Right to Manage – non-residential threshold increased from 25% to 50% and leaseholders no longer required to cover legal fees of the freeholder
 - S121 of the Law of Property Act 1925 allows a rent charge owner to grant themselves a lease to effectively take possession of a property for non-payment. The Act has removed this remedy for historical rent charges (regulated rent charges) and this part of the Act came into force on 24 July 2024

Leasehold and Freehold Reform Act 2024

- However, crucially, it does not apply to rent charges created as a mechanism to recover estate rent charges which is used extensively on new build estates. RPs will need to continue to exclude s121 remedies to ensure properties are mortgageable (and may need to enter into Deeds of Variation where possible for previous rent charges which were created without s121 remedies excluded). It seems the government have missed an opportunity to tidy up this legislation.
 - The remaining elements of the Act are yet to be implemented and requires consultation and secondary legislation. We will also watch with interest the Judicial Review which has been approved for assorted freeholders who are challenging the threat the Act will cause to their income streams (e.g. from ground rent caps, marriage value and payment of their costs for lease extensions/enfranchisement).
 - A hearing is due to take place before the end of July 2025.

The Renters Rights Bill



- The Renters Rights Bill is intended to deliver on the Labour governments manifesto commitment to transform the experience of private renting including ending Section 21 no fault evictions.
- Whilst we are not covering this in detail today, we do want to touch on a couple of points which will affect sales/home ownership teams.

The Renters Rights Bill *(cont'd...)*

- Shared ownership leases will no longer be considered assured tenancies as they currently are. This means that RPs will no longer be able to rely on the Grounds in Schedule 2 of the Housing Act 1988 for a breach of the lease or non-payment i.e. possession proceedings will now need to follow the Law of Property Act 1925 forfeiture proceedings.
- Ground Rent levels – currently where Ground Rent exceeds £250 out of London or £1000 in London it is an assured tenancy. This causes issues with mortgage lenders who are not happy with assured tenancies for the same reasons as above. Hopefully this will see this issue disappear (although lenders may still take issue with high historical Ground Rents or rent review mechanisms).

The Renters Rights Bill *(cont'd...)*

- Rent to Homebuy – how will the abolition of no-fault evictions affect Rent to Homebuy? The government have considered this point, as clearly Rent to Homebuy does not work if the tenant can remain indefinitely, and accordingly a new ground for possession has been proposed that will provide the RP with a mechanism to gain possession to either sell the property or re-let to a different tenant (whether on rent to buy terms or not) at the end of the scheme.
- The Renters Rights Bill is expected to receive Royal Assent in autumn 2025 and be implemented in one phase without any transitional period. In short it is happening, and it is happening soon!

Questions





LONDON
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CAMBRIDGE
GUILDFORD
OXFORD
READING

MADRID
PARIS
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Let's grab a bite to eat

Enjoy your break. Grab some lunch, have a chat and make the most of the opportunity to network with fellow NSG members & our key partners.

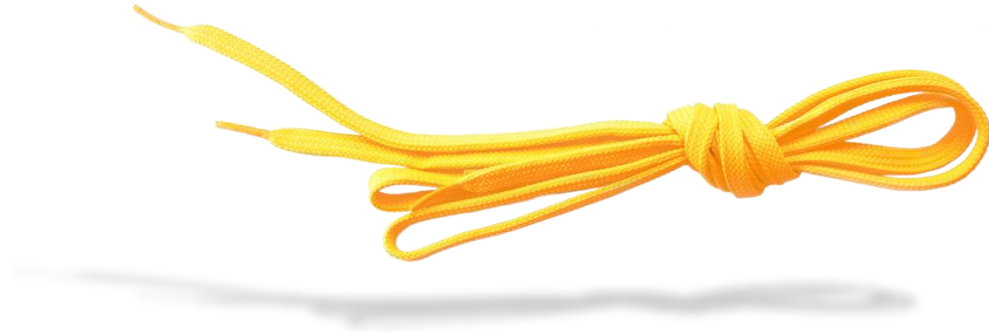
James Hamer Cast Can

Effective marketing on a shoestring budget. How to get the best out of your development marketing spend.

thensg.



Effective marketing on **a shoestring budget.**



if you didn't already know the **nsg** is powered by **cast.**

Cast is the marketing agency behind the nsg. We brought you the organisation, the brand and its marketing.



by cast™



when it comes
to development
marketing
**we've been
there, done
that...**





Now it's your turn.

You're marketing a development of 100
1, 2 & 3 bed apartments in Southall, UB1.

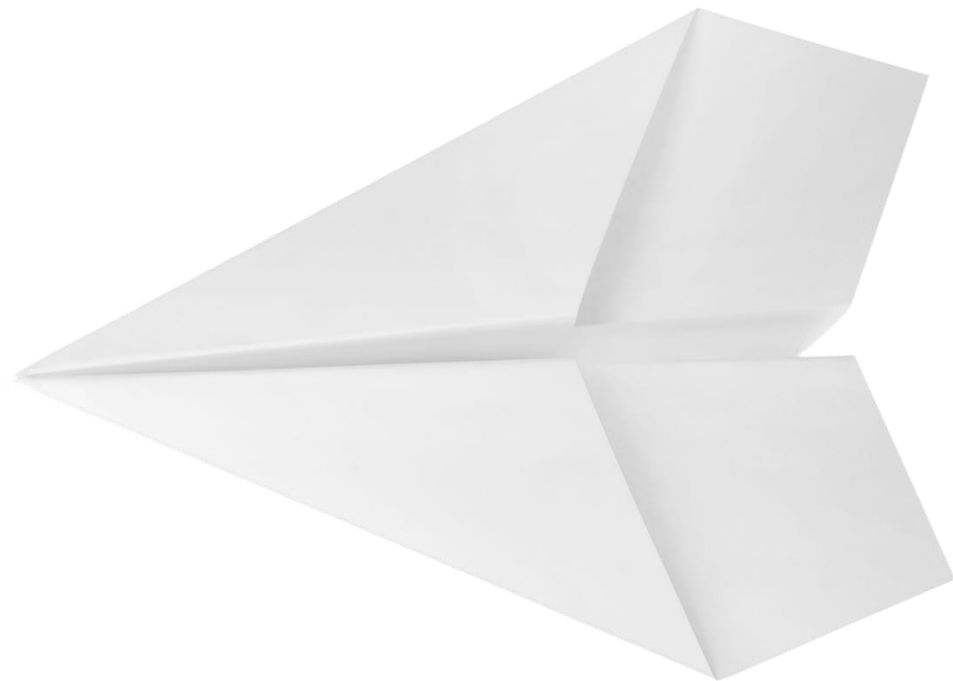
Develop a plan that gets the most out of
your budget.

Think creatively and cost effectively.

But smart doesn't always mean big budgets,
right?

What smart marketing hacks will you use &
how might they assist in any wider
campaign?

Your budget is just £45,000 to sell them off-
plan.



The Challenge



Split into small teams.

You've got 2 mins to get into teams
(we need 5 teams in total).

You've got 15 minutes to tell us how best
to spend your marketing budget.

And at least 2 colleagues from each team
will present your vision and creativity to
the nsg.

The winners?

We'll send you a goodie bag after the lab.





Tell stories that travel.

Marketing doesn't always need to follow the rulebook. Don't view each development in isolation, think strategically.

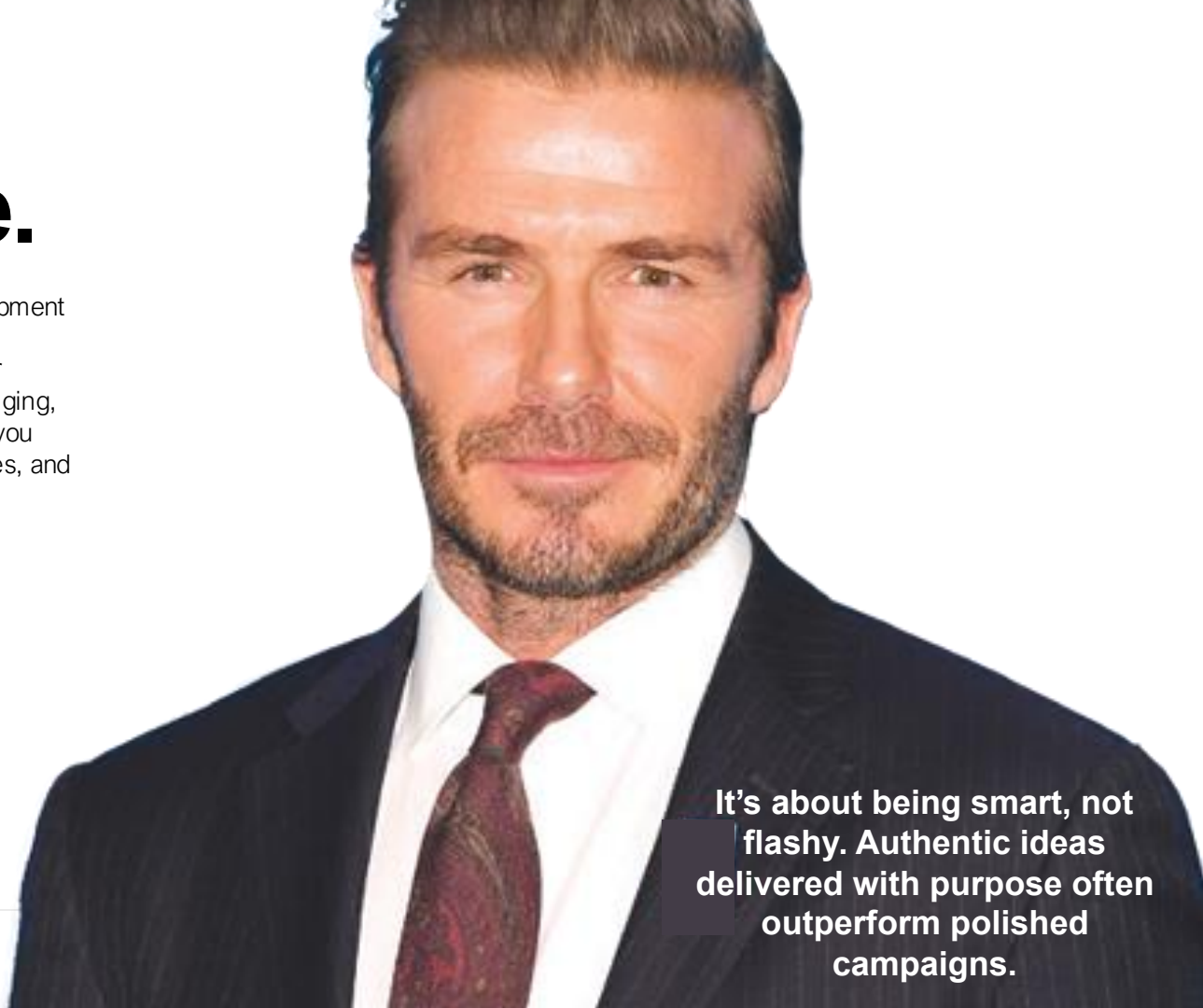
Repurpose content, share assets across multiple sites, and maximise every opportunity to extend your reach creatively and cost-effectively.





You don't need these.

You don't need influencers or high-end equipment to create compelling content that captures attention. With a clear understanding of your audience, thoughtful planning, strong messaging, and a focus on community-first storytelling, you can produce content that resonates, engages, and builds lasting connections.

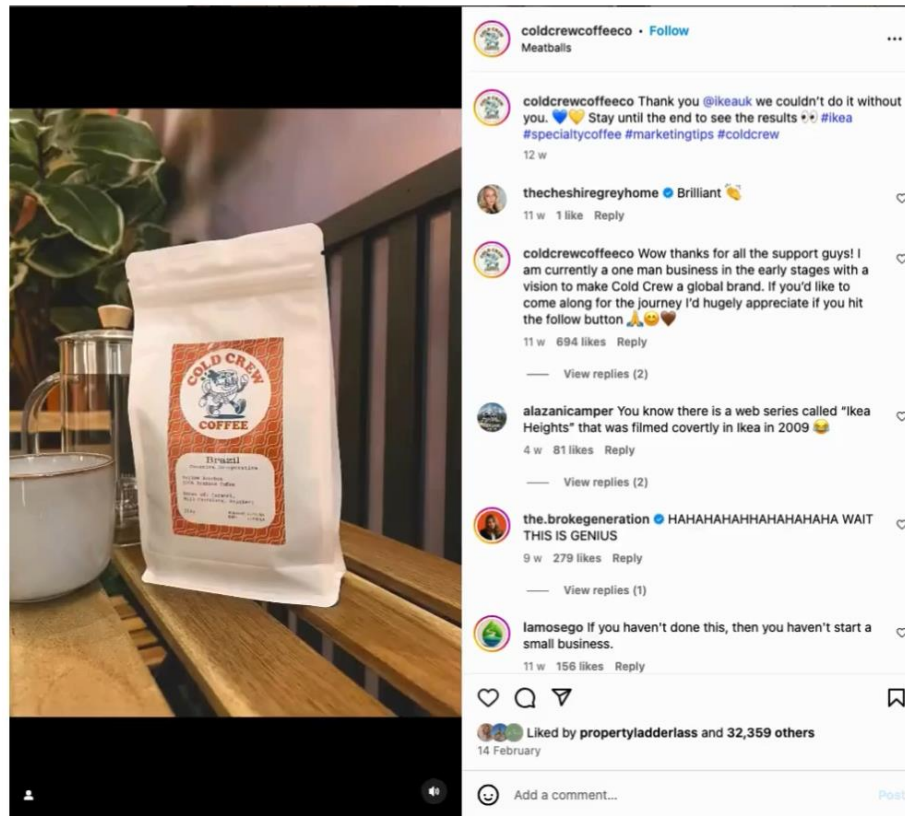


It's about being smart, not flashy. Authentic ideas delivered with purpose often outperform polished campaigns.

Tell stories to get noticed.

A great example of resourceful marketing.

A coffee brand once launched its product inside IKEA purely due to budget constraints, an unexpected move that turned into a stroke of genius.



Word of mouth.

Imagine partnering with several major hair salons across your marketing area. What if your collaboration meant introducing you into everyday conversations they had with their clients?

“Where are you going on holiday this year, and what do you think to the latest new housing development?”





JOIN US

YOUR *yum!* MATTERS!
URMSTON

FOOD AND DRINK FESTIVAL

IT'S BACK! Coming to Urmston in June!

Are you a **M41 food & drink business, entertainer or community member** and interested in *getting involved*?

Register your interest via
urmstonpartnershipteam@gmail.com

BROUGHT TO YOU BY
LOVE URMSTON
POWERED BY URMSTON PARTNERSHIP

CHORLTON 16-25 MAY **ARTS** FESTIVAL 2025





**Craft stories that connect and carry.
Approach your content creation with focus, purpose and usage.
Consider how content can be repurposed.
Create campaigns that foster lasting local pride.
Plan, plan, plan.**

Effective development marketing doesn't require a large budget, it requires clarity, creativity and a commitment to community at its heart.

Don't be afraid to push your marketing to the next level and be influential in creating communities people call home.





**And on a personal note. I'm 143 days sober today.
Change is good. And doing better than yesterday is even better. Keep pushing forward.**

Mel Toomey

Heylo

The Shared Ownership Code and the pilot. How has it gone and what are the next steps?

thensg.





Shared Ownership Council

The Shared Ownership Code: Unlocking a stronger and fairer shared ownership market



Alongside industry participants the Shared Ownership Council developed a draft Shared Ownership Code

Areas the Code covers

Exploring shared ownership

Living as a shared owner

Moving as a shared owner

Making complaints

Monitoring and approval

Underpinning goals

1. Raising standards to protect owners and address consumer detriment
2. Proactively including all organisations involved in shared ownership
3. Ensuring that the consumer experience is heard, understood and acted upon
4. Building on existing tools and foundations, avoiding duplication of regulations
5. Providing industry participants with resources to support high standards

The Shared Ownership Code was piloted with 8 housing providers

The SO Code was piloted to ensure that when it is launched in Summer 2025, it is clear and practical for housing providers to implement.

The pilot has enabled SOC to:

- Test the adoptability of the Code
- Add further specificity to the Code
- Develop priority guidance and templates for providers
- Develop fit-for-purpose processes around adoption

Piloting providers:

- Undertook a gap analysis
- Developed action plans to address areas where they did not meet the Code criteria
- Participated in peer forums



CLARION
HOUSING GROUP



Housing 21

LiveWest



STONEWATER

Onward

Peer forums brought the piloting providers together for focused discussions on key topics



Shared Ownership Fees

A common list of Shared Ownership fees was created and circulated with piloting providers. Providers gave feedback on which fees they charge and the indicative fee pricing.



Shared Ownership Training

Providers shared their approaches to SO training, highlighting what they do well and where they wanted to learn from other providers.



Pathway to Accreditation

SOC tested assumptions around how the Code will work with piloting providers, seeking input around how:

- The Code evolves over time
- Providers become accredited
- Maintaining integrity of the Code member status



Service charges

Work from a service charge working group was fed back to providers, who gave feedback on outputs including:

- Template service charge information document
- Best practice guidance
- Service charge descriptors

During the pilot, SOC engaged with the wider sector to develop guidance

Develop guidance and templates, and identify areas for coordination effort:

1. **SCID Working Group** developed a coordinated approach to addressing service charge issues. They created:
 - Template service charge information document
 - Additional guidance on best practice for service charge demand
 - List of definitions for common service charge components
2. **Valuations Working Group** to identify how best to meet valuation requirements.

Other stakeholders involved in shaping and operating the Code:



Legal guidance on the Code



Engagement with other Code operators



Develop Code adopter badge with The NSG and Cast

Several outputs from the pilot will be available to the sector

1

Pilot impact summary and case studies

2

Code for Housing Providers, updated for pilot learnings

3

Templates and guidance to help meet Code requirements

4

RP pathway to accreditation and annual renewal

5

Adopter badge

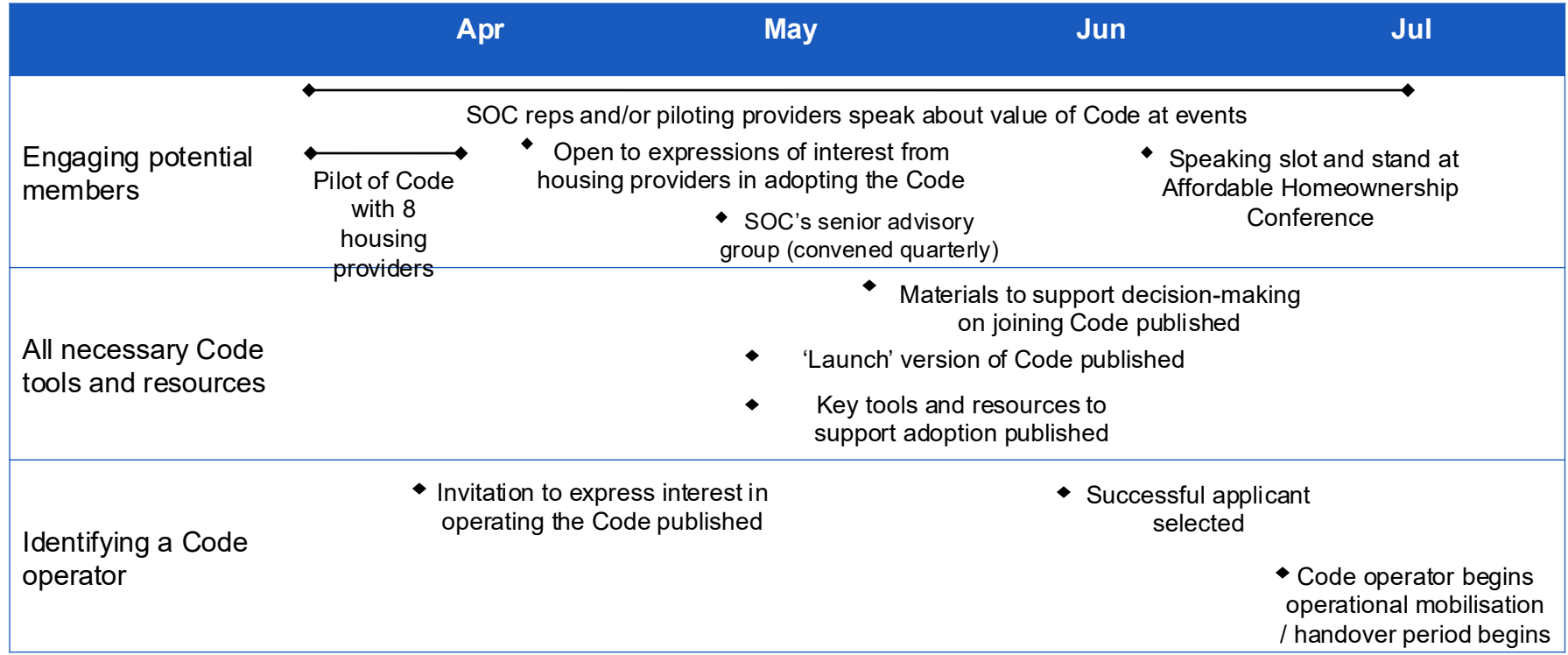
6

Code requirements gap analysis checklist for Housing Providers

We are accepting **expressions of interest** from housing providers who are interested in adopting the Code and would like to receive information about these outputs as they are publicly available.

Please contact the [Shared Ownership Council](#) to express your interest.

Timeline for Code launch





It's time for a break

**Grab a drink, have a chat and make the most of the opportunity to network
with fellow NSG members & our key partners.**

Felicity Gentle The NSG

How do your policies and explanations compare to others? Let's take a look.

thensg.



Key policies needed.

What are the key Shared Ownership
policies needed for transparency?





Mandatory.

1 First come, first served

2 Surplus income



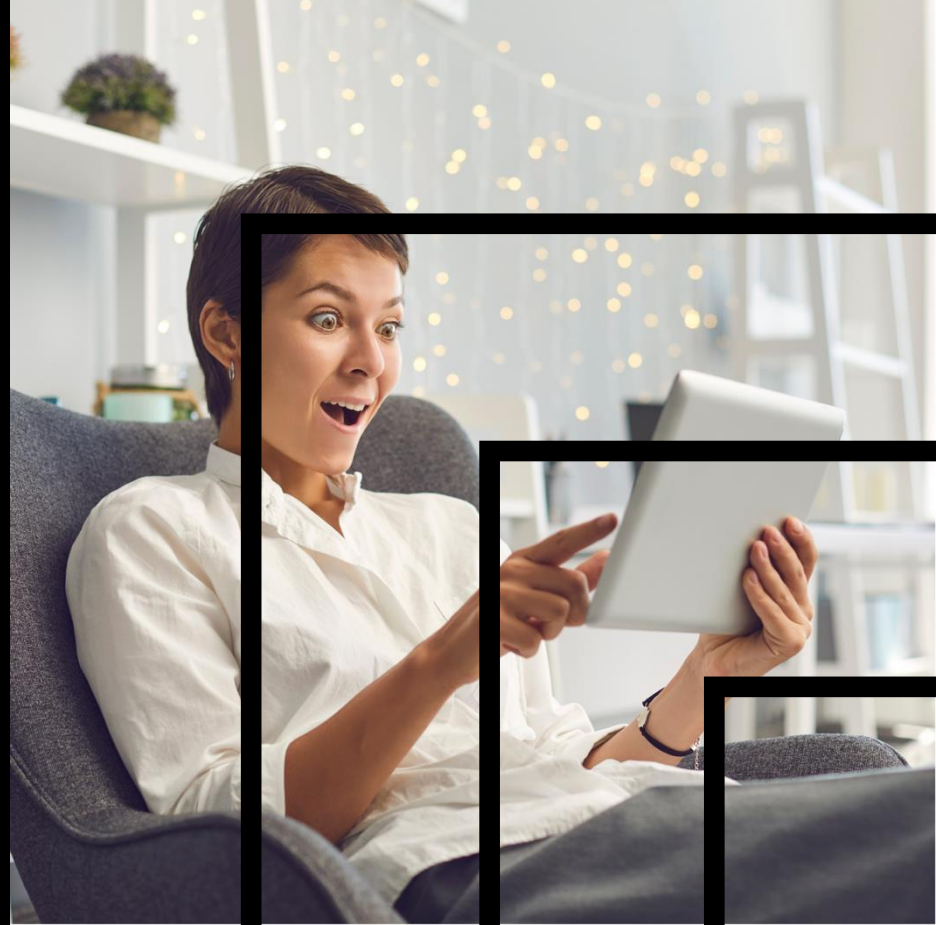
Recommended.

- 1 Subletting
- 2 Adverse Credit
- 3 Cash Purchase
- 4 Minimum Deposit
- 5 Downward Staircasing

Make it easy to find.

Points can exist within larger policy documents but must be 'suitably indexed' and easy for customers to find.

then.sg.





First come first served.

How are we all defining this?

thensg.

Provider 1 – A 2 Stage Approach.

Stage 1

The applicant must complete the initial assessment by a suitably qualified or regulated specialised shared ownership mortgage advisor who have been appointed to our panel.

This initial assessment stage is a high-level check that an applicant is:

- likely to be able to purchase the minimum share for new Shared Ownership homes, and;**
- meets the relevant provider's policies in relation to the selling of Shared Ownership homes**

It will be for the panel mortgage advisors to determine the information required and the method/tool used to undertake this initial assessment.

At this stage, we will also require a valid mortgage offer in principle before an applicant can proceed.

Once the stage 1 assessment and the mortgage offer in principle are accepted by us, the applicant will be informed, and they can move onto the stage 2 assessment.

Provider 1 – A 2 Stage Approach.

Stage 2

Stage 2 is a more detailed assessment of income and expenditure by a mortgage advisor. This more detailed assessment will involve a budget planner and lender checks where applicable.

Once the stage 2 sign off sheet is completed with the applicant this will need to be approved and signed by us.

The applicant will then be informed that they can reserve an available plot, and the plot will not be offered to anyone else. This is a ‘draft reservation’.

Please note an applicant cannot reserve a plot without a completed stage 1 initial assessment, a valid mortgage offer in principle and a stage 2 sign off sheet approved by the mortgage advisor and us.

Provider 2

“We'll operate a first-come, first-served process that prioritises those buyers who have undertaken a detailed affordability assessment, carried out by our qualified and regulated panel mortgage advisor, who has determined the appropriate affordable share that the applicant(s) can purchase.

This will ensure that decisions made about eligibility and affordability are made in a fair and consistent manner and that all applicants meet the criteria set out in the Capital Funding Guide. The detailed affordability assessment will involve the applicant(s) providing all the required documents, including a valid Agreement in Principle from their chosen mortgage lender.

The allocation process will be done in order of the applicant(s) completing this assessment, referred to as the sign off process.

The panel mortgage advisor will be transparent and open in providing a detailed and reasoned explanation as to what documents need to be provided and how to do this at the point of initial enquiry.”

Provider 3

“In line with regulative guidance we have to be open in offering our shared ownership homes on a first come first served basis. Our first come first serve policy is based upon whoever is first to pass both their initial affordability assessment and complete their settle application form through my Keaze.”

Provider 4

“First come first served is determined by the date that we received your completed application form on our website.”

Provider 5

“First come, first served is determined by the date and the time we receive confirmation from you of the plot/property you wish to buy, with your completed application form and completed initial financial assessment.”



Surplus income.

How are we all defining this?

thensg.

Provider 1

“We will work to the policy that the applicant must have a minimum of 10% of their net mortgageable income remaining after all deductions and the five-year stress-tested rent level has been applied as part of the assessment process.”

Provider 2

“For customers, buying with a mortgage, a surplus income of 10% minimum of net income after mortgage costs, stress tested rent, service charges and other household and lifestyle income, based on the proposed purchase will be required and evidenced via a budget planner.

For customers who are wishing to buy sub-25% shares, there will be a surplus income of 20% minimum of net income after stress tested rent, service charges and other household and lifestyle income, based on the proposed purchase.

This approach, especially for cash buyers on lower incomes, will guard the customer against economic factors that could impact their ability to afford the property in the event of any change to their income.

Each application will be considered individually.”

Provider 3

“After all other essential expenditure, applicants must have a surplus of 10% of net monthly income.”

Provider 4

“For purchases outside of London we require you to have 10% of your net income available. This is derived from the below calculation - Gross income, less gross deductions (tax, National Insurance, student loan, etc.), less known commitments (loans, credit cards, childcare, etc) less Shared Ownership rent and service charges (stress tested).

Provider 5

“You will require a minimum 10% disposable income of your net income overall based on the share you are proposing to buy.

Our methodology to calculating disposable income is based on the guidance as published in the respective HE or GLA CFG and your income available after the following deductions. These deductions are as a guide and not exhaustive. Your personal circumstances may take further deductions into account:

- Gross deductions such as tax, National Insurance, student loans etc.)**
- Commitments such as loans, credit cards, childcare etc.**
- Housing costs such as rent (stress tested) and service charges.**

You will also be required to complete a budget planner to inform us of your typical expenditure which will also affect your surplus income.”



A bit of the rest.

To give us some more insight.

thensg.

“We will accept 100% mortgages from applicants who are currently in rented accommodation and unable to save towards a deposit. You will need to demonstrate you have paid your rent without default over the last six months.

In additional we will also accept 100% mortgage from applicants who have savings that are not accessible within the following six months e.g. Fixed ISA, fixed savings account or trust fund.”

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Vs

We expect applicants who are obtaining a mortgage to have a minimum of 5% deposit from their own sources and may refuse applicants who do not.

AND

A minimum 5% lender deposit will be required on the share of the home you buy. We do not accept 100% mortgages or interest only mortgages.

AND

We will accept a maximum of 95% loan to value (LTV) mortgage.

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Adverse credit guidance

To give us some more insight.

thensg.

Example 1

All customers:

- No County Court Judgements (CCJ's) or Defaults that remain unsatisfied, of any age.
- No CCJ's or defaults within last 2 years over £300 in total.
- Individual voluntary arrangements (IVA's) or a bankruptcy discharged 3 or more years ago, or registered over 6 years ago and satisfied, with no further issues.
- Debt management plans paid off over 12 months ago will be considered.
- No mortgage arrears in last 12 months.
- Previous repossession over 3 years ago is acceptable, provided no outstanding debt to lender and no other credit issue in the last 3 years.

Employed customers:

- Last 3 months' payslips and corresponding bank statements.
- Last 13 weeks' payslips (weekly) and corresponding bank statements.
- For those employed less than 3 months, latest payslip along with corresponding bank statement and contract of employment, subject to individual lender discretion.

Example 1

Self-employed (sole traders) customers and directors:

- **Last 3 years self-assessments from HMRC and corresponding tax overviews (Previously known as SA302).**
- **For self-employed sole traders less than 3 years, minimum 12 months of above.**
- **Zero-hour workers:**
- **12-month payslips to current date and last 3 months bank statements**

Example 2

We will accept applications relating to adverse credit where there are:

- **No new CCJs or defaults in the last two years.**
- **No payday loans in the last 12 months.**
- **A maximum of two late payments within the last six months.**

If you have previously been bankrupt or had an IVA, and have no residual debt remaining, you must have been discharged for three years or more to be considered.

Historical repossessions may be considered if they occurred more than six years ago.

Any applications with adverse credit histories are considered at our discretion and subject to a clear and detailed rationale.



A few things referenced...

in some policies, but not others...

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Plot to applicant ratio.

in some policies, but not others...

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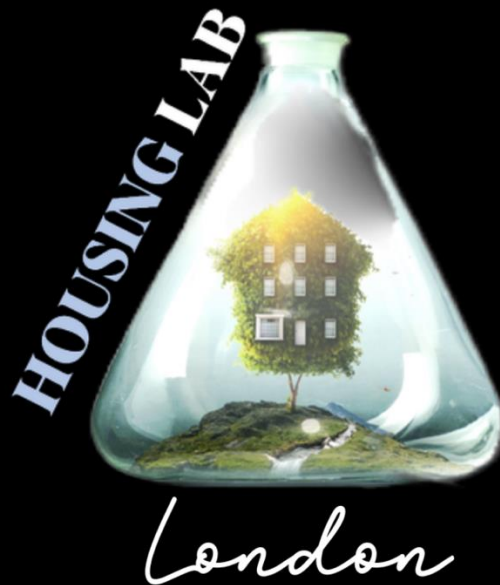


ESIS??
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Maximum interest rate.

“Unable to sell to applicant who clearly doesn’t need shared ownership in order to access the local housing market, due to level of income, savings levels, ownership of stocks, shares, land and other assets.”

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Floris Ten Nijenhuis
Stairpay

Ben Whiting
SO Resi Partnerships

Pulling the lever on staircasing & resales.



thensg.

Staircasing & resales = *capital*



Borrowing limits



Increased stock disposals



Slowdown in development



Asset management

Staircasing to 100% generates a higher ROI than asset disposal

Customer service

Getting residents to 100% is the central goal of Shared Ownership

Build more homes

More cash means more development

Why do so few people staircase today?

Education



Process



Cost



Benefits

Communication



Point of sale



Remortgage



One-size-fits-all

Finances



Deposit



Fees



Salary

Staircasing is more affordable in the North and very challenging in London



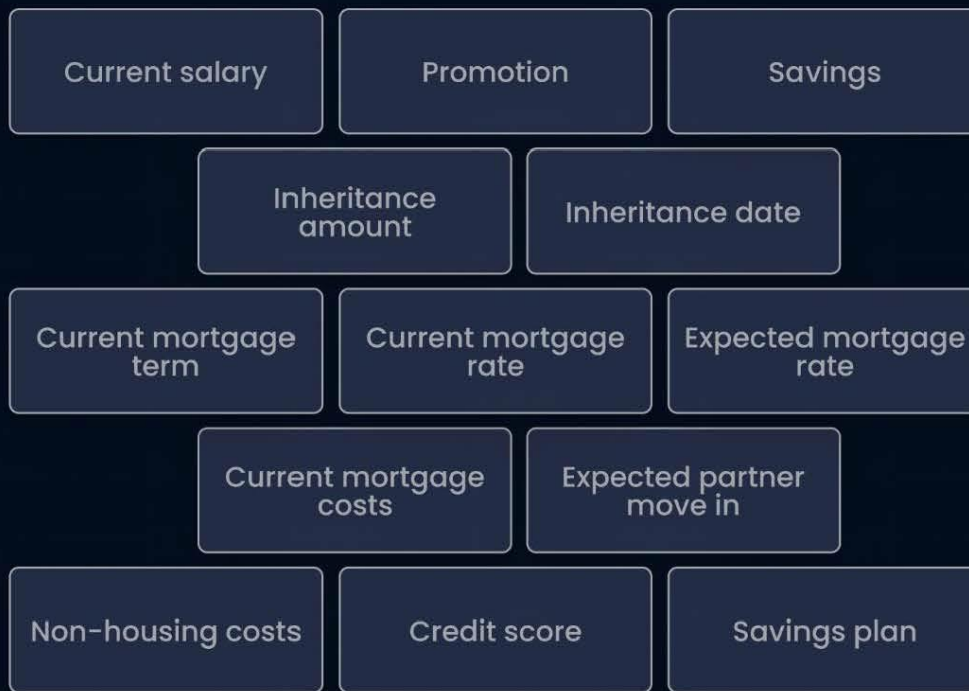
£ 85%

of residents who could otherwise afford it,
lack the cash savings
to complete a staircasing transaction

Some of our existing partners and clients



Key data for staircasing & resales



Staircasing

Resales

Data collection



Salary



Savings



Mortgage



Lease



Mortgage



Eligibility

Marketing



Preferences



Timing



Incentives



Advertising



Targeting



Viewings

Instruction



RICS



Broker



AML



RICS



Estate agent



AML

Transaction completion



KYC



Lease



Legals



Deed of transfer







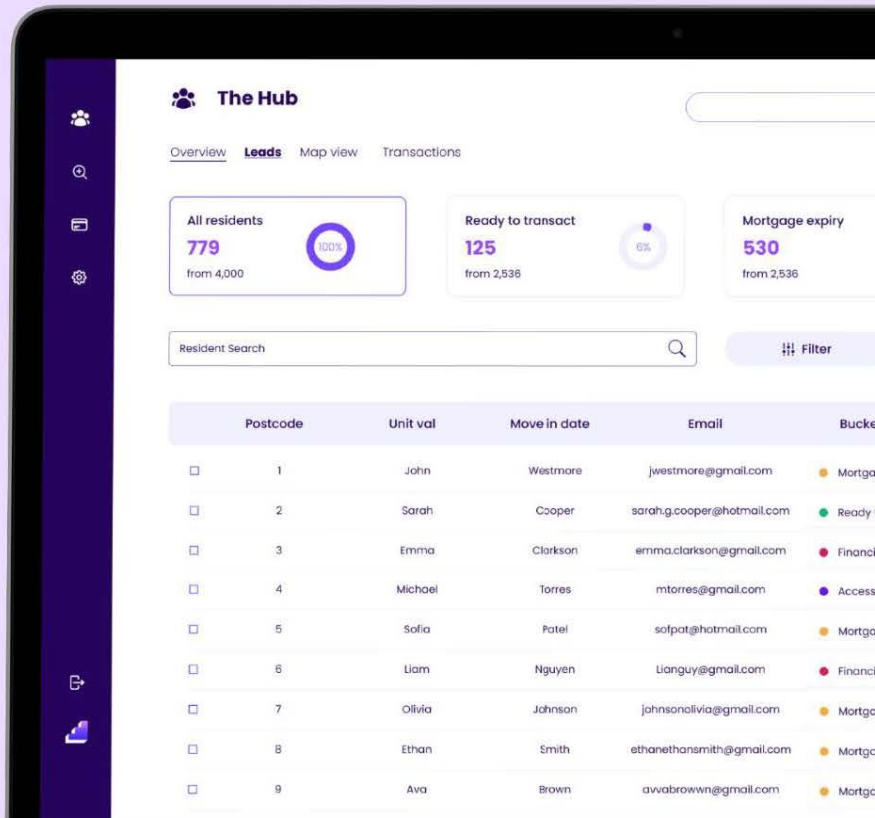
Completion funds

DATA COLLECTION

Better data, better decisions *with real-time insights*

Cohort residents into pre-defined buckets to enable dynamic resident engagement, deepen resident understanding, and optimise decision-making.

-  Enhance decision-making by analysing resident data to identify trends
-  Increase staircasing transactions with data-powered, targeted campaigns
-  Improve services and satisfaction with real-time feedback from residents
-  Drive smarter, faster operations by combining data insights with automation



Stairpay x SO Resi:

End-to-end post-sales management



Modern
technology



Deep data
insights



Tailored
comms



Dedicated
team



Rapid
timelines



Consistent
processes

Staircasing



Resales



Salary



Savings



Mortgage

Data collection



Lease



Mortgage



Eligibility



Preferences



Timing



Incentives

Marketing



Advertising



Targeting



Viewings



RICS



Broker



AML

Instruction



RICS



Estate agent



AML



KYC



Lease



Legals

Transaction completion



Dead of transfer



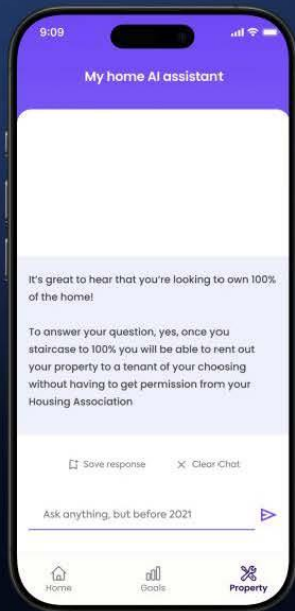
Completion funds

Solutions designed to fix pain points for providers and residents

We are working with industry partners to build solutions to streamline shared ownership, improve efficiency, and deliver a better experience for residents.

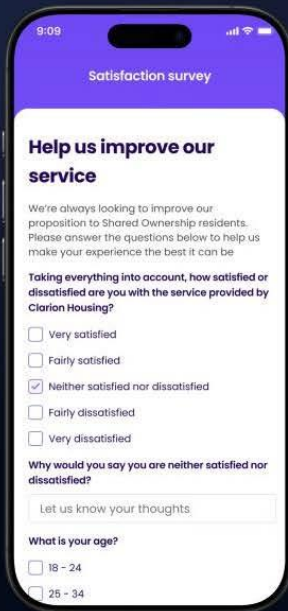
MyHome AI Assistant

Faster answers, fewer questions



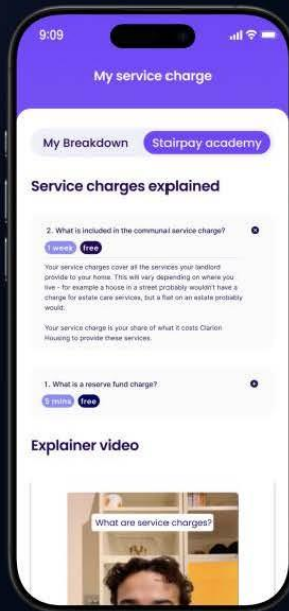
TSM Surveys

Simplifying the collection of TSM data



Service Charges

Bringing transparency to service charges.



Question for the audience:

*Do you proactively promote
staircasing?*



Floris ten Nijenhuis

CEO floris@stairpay.com

Your chance to ask questions





Manchester



Exeter

NATIONAL
09.10.25
the nsg.
LONDON
CONFERENCE



As a thanks.

- 1 Scan the QR code or our website
- 2 Use [housinglab25](#) at checkout
- 3 Book by the end of June 25
- 4 £10 off your ticket price



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Housing Lab

London

Adecco