

Not just words...  
actions!

# Agenda

10:30	Welcome and Introductions	BG
10:35	Housekeeping and apologies	BG
10:40	Review of 2023	BG
10:50	Not just words... actions	BG
11:10	Rebrand and Stakeholder Engagement	BG
11:30	Looking forward to 2024	BG
11:35	AOB	All
12:00	End	

# Welcome

Brendan Geraghty  
Chief Executive Officer  
UKAA

# Success & Updates

# Whole Life Costing Hub



**TrustedStays**  
IN PARTNERSHIP WITH STAA & UKAA

**Equality  
Diversity  
Inclusion**

**R R I S S K K**

**Building Safety Act  
2022**  
CHAPTER 30

**Housebuilders**

## Selective Licensing

**Data sharing / benchmarking**

# Review of 2023

The UKAA Engine Room

The UKAA Team

Membership

Voice of BTR

Study Tours

UKAA Hubs

Webinars Success

Social Media

Email Marketing

Media Engagement

Best Practice Guide

Website

Finance

# UKAA ENGINE ROOM

## 1. STRATEGIC

BOARD

LOCAL HUBS

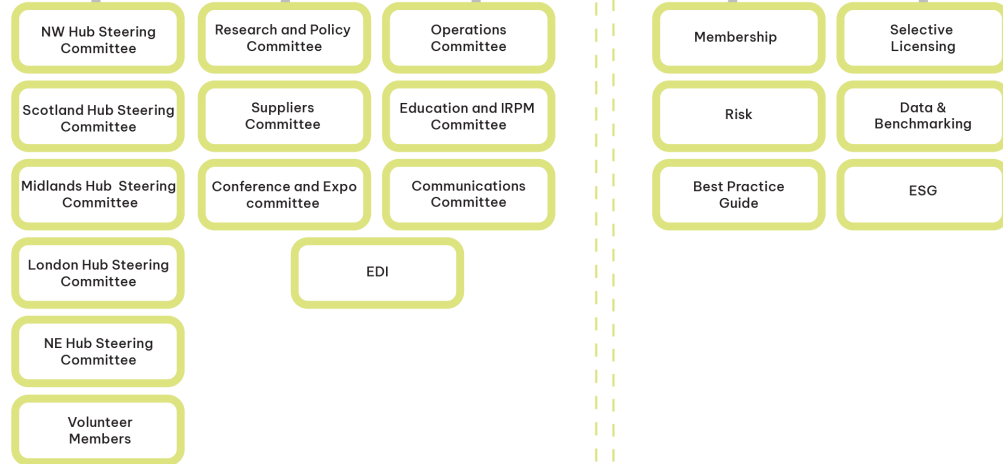
COMMITTEES

STRATEGIC ADVISORY GROUP

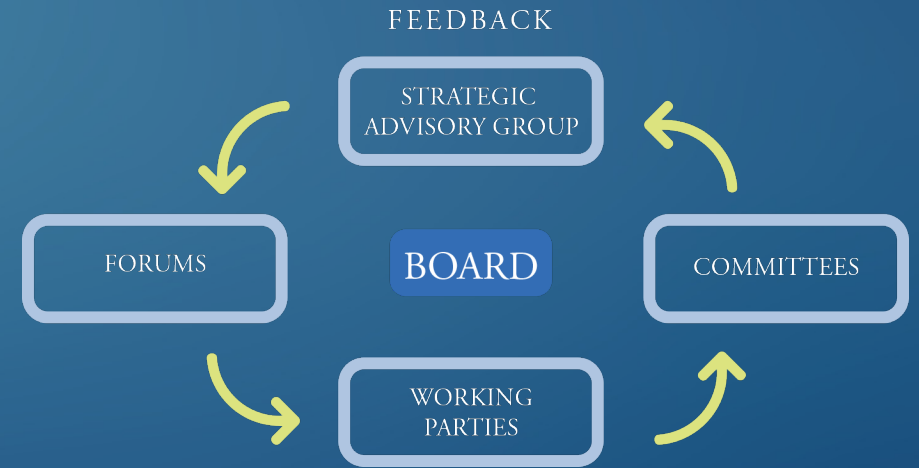
CORPORATE SPONSORS

## 2. OPERATIONAL

## 3. SPECIALISED WORKING GROUPS



## 4. GENERAL



What does the UKAA do for me?

# The UKAA Team

Brand,  
public events  
& strategy

Brendan



Director,  
operations,  
marketing  
& comms

Graham



UKAA  
events & events  
partners

Emma



Governance  
& Communities

Amanda



New Role  
Sales of  
Membership &  
Sponsorship

Admin  
& members

Jude



PR  
Charlotte



Graphic &  
marketing

Andy



Website &  
SM

Farah



New Role  
Admin  
Support



# Membership

330+

organisations  
and counting

4,500

professionals operating in BTR  
and beyond

# Voice of BTR

Selective  
Licensing

Rental  
Reform

Building Safety  
Levy

5 submissions  
to government  
consultations

Second  
staircases

CMA review  
of PRS

# Study Tours

Of the 3 study tours in 2023,  
Leeds sold out the fastest: within one month.

Glasgow

Edinburgh

Leeds

Birmingham  
23/24 Jan 2024

What  
does the  
UKAA do  
for me?

# UKAA Hubs

Where can  
you find us?

What  
does the  
UKAA do  
for me?



# High quality webinars and seminars:

Most popular UKAA Webinar:

Single family BTR in operation

Host: Sigma

Attendees: 210

17 webinars  
4 in-person  
seminars

Average  
webinar  
attendees:

77

Total  
webinar  
attendees:

843

# Share the messages of the day!



5,482 followers



410 followers  
102 posts



574 followers

# Email Marketing

## 2023

4,190  
active  
subscribers

554 new  
subscribers  
in 2023  
(1.7 daily)

27%  
average open  
rate (increase  
of 3.3% vs  
2022 average)

44%  
Newsbuzz open  
rate (compared  
to 22%  
2022 average)

# UKAA Media Engagement 2023

73 pieces of  
media coverage  
secured

1.43 million  
audience

160,000  
estimated views



# UKAA Best Practice Guide

2023 saw  
an increase  
in users by  
159.83%

2023 saw a  
94.31% increase  
in user actions

There are  
now 145 videos  
available

What  
does the  
UKAA do  
for me?

# UKAA Website

2023 saw  
a total of  
58.9%  
new visitors

2023 saw  
a 166.2%  
increase in  
users

October saw  
the highest  
traffic

# 2023 Conference Highlights

Annual  
Build to Rent  
Conference  
& Awards  
2023

# Not just words... action

Every session at the UKAA Annual BTR Conference on 2 November 2023 set out at least three actions that the UKAA or the sector needed to take forward.

*What  
does the  
UKAA do  
for me?*

Annual  
Build to Rent  
Conference  
& Awards  
2023

# Not just words... action

- Communicating on behalf of the BTR sector – be the voice of BTR
- Set and communicate clear BTR sector standards
- Provide data and evidence to support all calls
- Share lessons learned and best practice
- Invest in developing people in BTR
- Future-proof assets
- Focus on building partnerships
- Educate consumers

Annual  
Build to Rent  
Conference  
& Awards  
2023

Looking forward  
to 2024...

# UKAA BTR Code of Practice

What conduct can be expected of our sector?

What  
does the  
UKAA do  
for me?

# UKAA BTR Code of Practice

What conduct can be expected of our sector?

THE  
GOOD  
ECONOMY



Authors:  
UKAA Members



Society



# Sponsorship



Corporate

Research

Events

Awards

Reverse Trade Shows

Study Tours

Newsbuzz

Build to Rent (BTR) has firmly established itself within the UK, growing more rapidly than any other housing sector and consistently raising the standards of residential real estate.

With over 88,000 BTR homes operational to date, and a further 168,400 in the planning and delivery pipeline, the scale of investment coming to deliver high quality rental homes to help meet housing need, build new communities and provide outstanding resident experience is huge.

The UKAA is recognised as the representative body for the sector – covering all purpose-built, professionally managed rental homes – with a growing membership of over 320 companies covering investors, developers, operators, advisors, agents and suppliers.

We are at the forefront of thought leadership, acting to raise the profile and perception of BTR with Government, local authorities and key stakeholders

who influence the environment for delivery of BTR homes.

We want to work with organisations that are bought into the ethos of BTR and offer a range of ways for you to support our work and raise your profile with the sector.

## How can you support UKAA?

There are a host of ways to promote your brand to the BTR sector.

### Corporate sponsorship

From £6,500 to £25,000 pa.

Making a longer-term commitment to partnering with the UKAA.

- Corporate sponsorship is annual and agreements can be entered into for 1-3 years.
- Gold £25,000 pa; Silver £15,000pa; Bronze £6,500pa.
- All options can be tailored and adapted to meet the needs of your organisation.

### Research partners

From £1,000 to £10,000.

For partners wishing to influence and engage in setting and delivering the UKAA's strategic research agenda to invest in the emerging issues that will influence the future of the BTR sector. This supports the UKAA in delivering its core projects.

Current programmes:

- BTR Code of Practice,
- Measuring Social Value in BTR,
- Data Benchmarking

### UKAA Reverse Trade Shows

Suppliers sign up for £750.

The UKAA Reverse Trade Show is unique to the BTR sector – enable participants to secure quality appointments with high closing rates through scheduled meetings with key operators. We offer virtual and in-person sessions. Major purchasers/operators meet suppliers for pre-booked 1:1 “speed dates”. UKAA aims to have a minimum of ten operators per session.

### Event sponsorship

The UKAA runs two essential large-scale events for the BTR sector in the year – the Spring Expo and the Autumn BTR Conference.

Expo: 29 February 2024,  
Business Design Centre, Islington

Exhibit from £2,995. Sponsor from £1,495.

The leading trade show for the BTR sector, giving suppliers and investors/operators the opportunity to meet and do business. This is unique to the sector and a great way for suppliers to be front of mind.

Annual BTR Conference: 3 October 2024,  
etc. Venues, Houndsditch

Exhibit from £3,495.

Sponsor from £1,995 to Headline at £8,495.

The pre-eminent conference for the BTR sector – designed to look at how to drive BTR forward, tackling the real issues and providing action for the sector. Being visible at this conference puts brands in front of the key influencers across BTR and beyond – and associates you with the conference that is there to truly support the sector.

### Awards sponsorship

From £1,750.

Be a part of UKAA's prestigious People Awards which are presented at a celebration event following the annual conference – recognising great contributions to the growth and development of the BTR sector. Talk to us about opportunities to be the sponsor of the entire Awards event, or of a specific award:

- Lifetime Achievement
- Rising Star
- Sector Shaper

Further categories can be added.

# UKAA Rebrand

- All inclusive BTR professional end of the PRS economy



Urban BTR



Suburban BTR



Co-Living



Later Living



DMR + Affordable

# UKAA stakeholder engagement

A series of stakeholder interviews conducted to gain insights into the current state of the UKAA and to explore potential directions for its future.

Interviews were conducted with various industry professionals, including developers, investors, and policymakers, to gather diverse perspectives on the role, strengths, and challenges of the UKAA in the context of the evolving BTR sector.

# Key Themes

1/8

## Clarity of Purpose and Identity

The name the UKAA (UK Apartment Association) was frequently criticised for being limiting and not representative of the diverse BTR sector, which now includes, amongst others, Single Family Homes (SFH) and Co-Living.

There's universal agreement over a clear need for a brand that reflects the dynamic and evolving nature of the BTR industry.

2/8

## Brand Perception

The UKAA's brand needs a revamp to better reflect its current role and influence.

Stakeholders recommend a dynamic and inclusive brand that is informal, fun, and resonates with a younger audience, infusing the organisation with a sense of youthful energy. A universal approach is essential, ensuring the brand speaks to everyone impacted by the sector.

# Key Themes

3/8

## Lobbying and Government Relations

While recognised as a voice in the BTR sector, there were suggestions for more focused efforts in policy making and lobbying. This led on to discussions of collaborating with, or creating a point of difference from, larger organisations like the British Property Federation (BPF).

Enhanced efforts in influencing policy and regulatory decisions were advised.

4/8

## Member Engagement and Representation

The UKAA was urged to adopt a more inclusive approach, involving a broader range of stakeholders within the BTR sector. Open and transparent communications are needed.

Member satisfaction and involvement were highlighted as crucial for the organisation's effectiveness.

# Key Themes

5/8

## Innovation and Adaptability

The UKAA is already seen as innovative yet, further innovation and adaptability is needed to keep pace with the rapid evolution of the BTR sector.

Updates to events, seminars, and the overall approach were suggested to stay relevant. Members are looking for relevant and inspiring content.

6/8

## Communication and Education

Clear communication and effective education were emphasised, especially in light of changes in legislation and regulations affecting the BTR sector.

The UKAA is a people-orientated organisation and keeping members informed about the latest developments was deemed essential.

# Key Themes

7/8

## Collaboration with other Organisations

Strengthening collaboration with organisations like the British Property Federation (BPF) and the Urban Land Institute (ULI) was seen as beneficial for comprehensive representation.

8/8

## Stakeholder Engagement

Continued and purposeful engagement with a wide range of stakeholders, including investors, operators, suppliers, and residents, was recommended to maintain the UKAA's central role in the BTR community.



# UKAA stakeholder engagement

These stakeholder interviews provide valuable insights that can guide the UKAA in shaping its future.

The recommendations derived from these insights offer a strategic pathway for the UKAA to navigate the challenges and capitalise on the opportunities presented by the evolving BTR sector.

The organisation has a need to redefine its identity, strengthen its purpose, and emerge as a leader in the dynamic and diverse landscape of the BTR sector.

Certified



Corporation™

# HARRISON BRANDS

Branding | strategy | marketing | campaigns

# The 4C's growth strategy

## Content

increase & enrich  
sector knowledge, expand  
intellectual and practical  
resources for members

## Collaboration

work closely with  
the allied bodies  
especially  
the BPF

## Cultivate

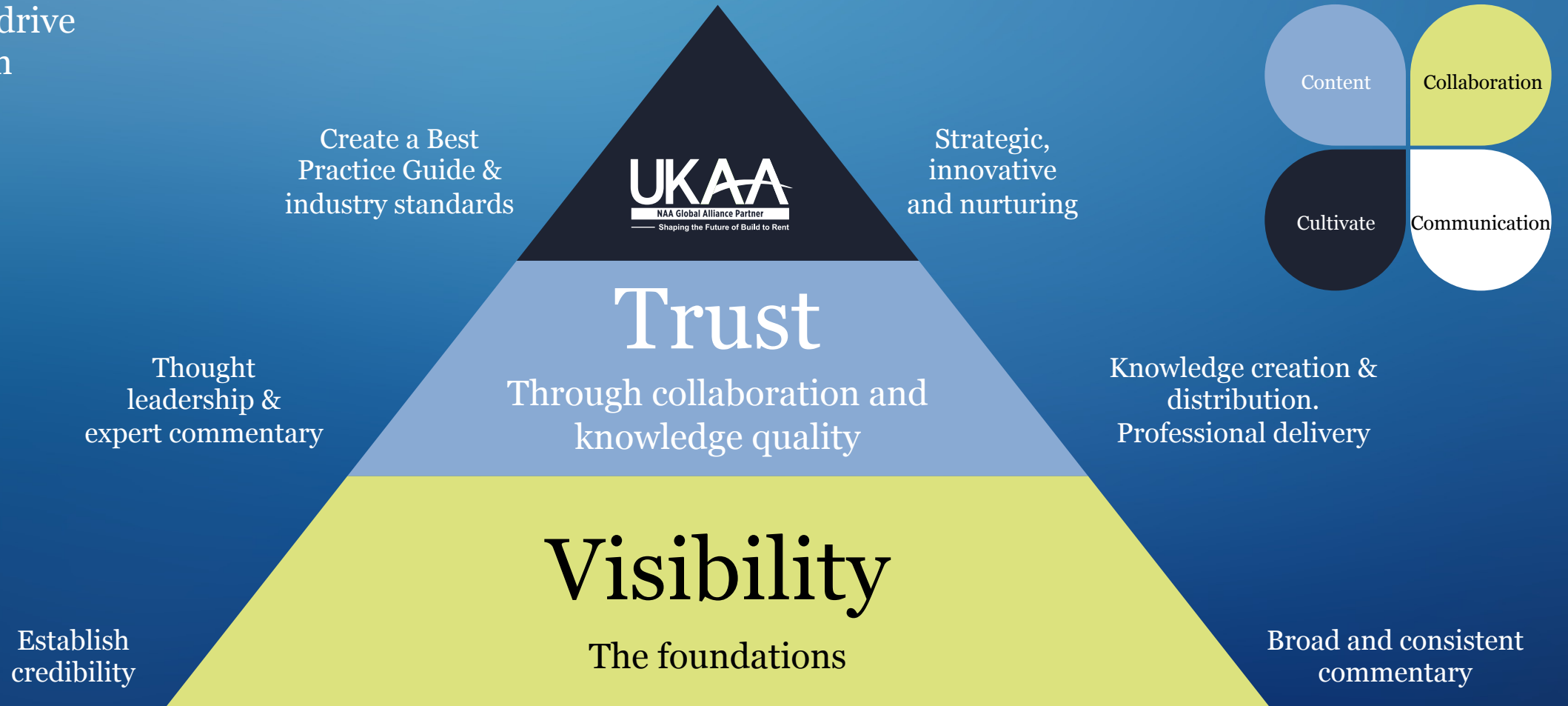
best practice,  
purposefulness,  
business opportunities  
for members

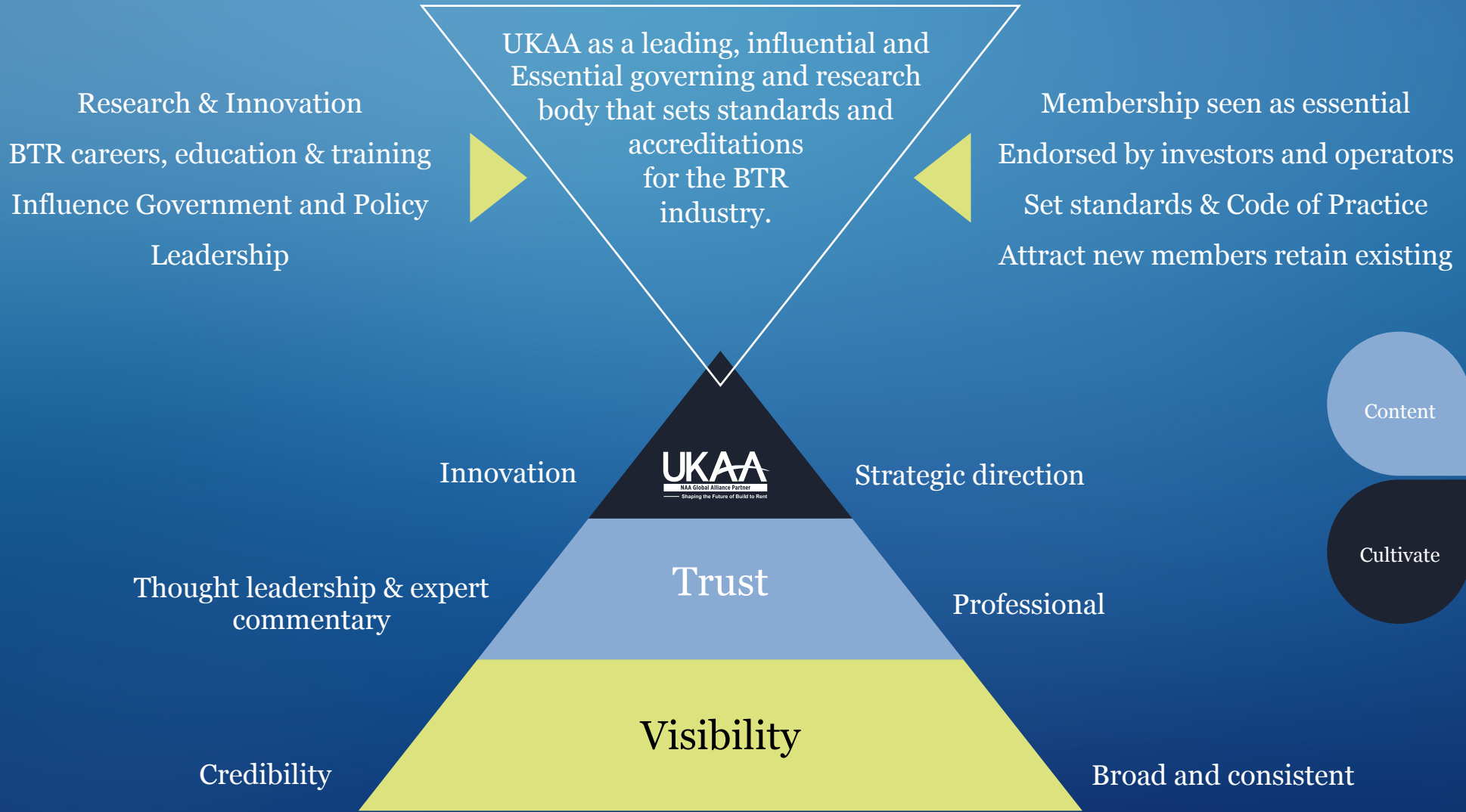
## Communication

increase external and  
internal comms and  
reach new markets

High value knowledge and content will drive our evolution

# Authority | Influential | Essential





# AOB & Questions