

The logo for the Association for Rental Living (ARL) features the letters 'ARL' in a bold, blue, sans-serif font. A small green double-headed arrow is positioned between the 'A' and 'R'.

**Elevating Rental Living**

# **The Association for Rental Living Manifesto 2025-26**

Our manifesto defines our path — aligning our vision, values, and objectives to ensure we lead the charge for a stronger, more resilient, and thriving Rental Living Sector.

# Association for Rental Living Manifesto 2025-26

As government policy shifts toward pro-growth and pro-housing strategies, we have a powerful opportunity — and responsibility — to demonstrate the Rental Living Sector's present and future value to society, government, and business.

Build to Rent (BTR) is a transformative housing solution, with the potential to deliver up to 2 million additional, quality homes and unlock an extraordinary £300 billion in long-term investment for the UK economy. As the sole industry body dedicated to BTR, The Association for Rental Living (The ARL) is well-positioned to play an integral role in supporting the government's ambition to deliver 1.5 million homes over the next five years. We believe that now is the time for government to **'pull the BTR lever.'**

The Association for Rental Living is committed to uniting the sector under a shared vision — embodied in our Build to Rent Code of Practice and Customer Charter. These frameworks will define excellence, set clear expectations, and amplify our collective voice to influence policy, showcasing the breadth and depth of the BTR opportunity.

We welcome the growing momentum across the sector, as we continue to align our efforts to drive innovation and promote best practice.

At the heart of our progress are the sector's brightest minds — our Committees, Hubs, Working Groups, and Special Advisors. Led by industry leaders, these groups tackle daily challenges whilst shaping the strategic future of Rental Living.

To empower our members as the Rental Living Sector continues to grow, the Association of Rental Living is evolving. This manifesto defines our path — aligning our vision, values, and objectives to ensure we lead the charge for a stronger, more resilient, and thriving Rental Living Sector. Together, we shape the future of rental living.



## Our Vision

To establish the Rental Living Sector as the UK's trusted provider of high-quality, professionally managed rental homes.

## Our Mission

We champion a dynamic, innovative, and inclusive Rental Living Sector — driving standards, fostering community, and creating homes where people thrive.

## Our Core Values

**Set the Standard:** Define and uphold the highest expectations for investment, delivery, and operations.

**Be the Voice:** Advocate for the sector's unique value to government, investment, and consumers.

**Provide Insight:** Share knowledge, drive research, innovation, and collaboration — promoting best practice and sector understanding.

**Unlock Opportunities:** Create an ecosystem where business thrives — connecting people, ideas, and investment.





## Our Strategic Goals:

We have identified five strategic goals, long term in nature and which deliver upon our core values and define our direction and priorities over the next five years.

①

**Strong Influence:** Build trust and promote the sector's value to public and private stakeholders.

②

**Set the Bar:** Drive standards with the Build to Rent Code of Practice and Customer Charter.

③

**Empower Growth:** Build a thriving Rental Living ecosystem — networking, sharing, and innovating.

④

**Deliver Quality:** Support sector growth to create high-quality homes and attract investment.

⑤

**Be the Trusted Voice:** Strengthen our brand and governance to become the recognised authority for Rental Living

⑥

**Be a resilient, sustainable organisation that re-invests in the sector on behalf of its members.**  
authority for Rental Living

# Key Objectives for 2025-26:

As leaders in Rental Living, we call on our Committees, Hubs, Working Groups, and Special Advisors to champion these objectives — driving progress, shaping policy, and amplifying our sector's voice. Our strength lies in unity, working together as one for collective success.

**1. Expand and Strengthen Membership:** Our strength lies in our diverse, engaged membership. We will grow our network, underpinning our influence and establishing a sustainable foundation to achieve collective goals.

**2. Set the Standard with the Code of Practice:** Launch and embed the Build to Rent Code of Practice and compliance framework, backed by a Customer Charter that showcases the sector's high standards and commitment to our teams, clients, communities, and renters.

**3. Lead Building Safety Transformation:** The Building Safety Act demands a cultural shift — and we will lead that change within the Rental Living Sector, championing safety and accountability..

**4. Drive Performance through Benchmarking:** Deliver sector-wide operational data benchmarking, providing aggregated insights to enhance performance, efficiency, and transparency.

**5. Amplify Sector Advocacy:** Intensify our efforts to position BTR as a professional, customer-focused solution for quality rental homes — shaping policy and public perception alike.

**6. Forge Strategic Partnerships:** Cultivate strategic alliances with complementary organisations to strengthen our offering and accelerate sector growth.

**7. Shape the BTR Narrative:** We will lead a unified, consistent, and compelling BTR message — aligning voices across the sector to build trust, recognition and influence public, government, and stakeholder perception.

**8. Empower Regional Hubs and Committees:** We will leverage and support our regional hubs, committees, and network of special advisors to harness the full breadth of our members' expertise.

**9. Elevate Communication and Engagement:** We will deliver effective, and sustained communications to keep members and stakeholders informed, engaged, and inspired.

**10. Deliver Exceptional Member Value:** We will ensure members receive tangible, meaningful benefits — fostering growth and encouraging deeper involvement.

**11. Streamline Operations for Maximum Impact:** We will optimise operations to ensure all stakeholders receive a timely, high-quality service, supporting our mission with agility and precision.





**Together, we're shaping the  
future of Rental Living – stronger,  
smarter, and better for all.**

**[theARL.org.uk](https://www.theARL.org.uk)**