

[ DRAFT FOR DISCUSSION ]

## BTRA Code Branding

We need to give the BTR Code its own clear identity, something that Build to Rent (BTR) properties can proudly display on their websites, and that the kitemark can be built around. The ANUK Code doesn't achieve this effectively; while they use the National Code Thumbs Up logo, most people simply refer to it as the ANUK Code. We want the BTR Code to stand out as a recognisable mark of quality and compliance in its own right.



Beyond the brand, we should introduce a marketable certification mark to recognise achievement levels within the Code: Bronze for meeting the standard, Silver for exceeding it, and Gold for leading performance.

## BTRA Code Signatories

The Code would operate on a voluntary enrolment basis for organisations willing to adhere to the Charter of Commitments and pay the associated fees.

The core version of the Code will be designed for Build to Rent (BTR) and Co-Living developments, with supplementary modules enabling consistent application across Single Family Housing, Later Living, and potentially Purpose-Built Student Accommodation (PBSA) sectors.

The verification process is estimated at 1.5 consultant days, charged at £665 + VAT per day (£997.50 + VAT total), plus travel and subsistence costs. This covers one day for the on-site verification visit and half a day for report compilation. Verification would be renewed every two years, unless additional schemes require assessment, though this is not considered necessary for the initial rollout.=

It may be appropriate to structure costs so that an application fee covers the verification process, while annual Code membership fees fund ongoing participation and renewals. Further fee modelling will be required beyond this point. For reference, the ANUK Code applies the following fee structure:

- £2000 new applicant Fee
- £1145 annual membership fee if less than 753 beds
- Or
- £1.52 per bed (whichever is larger)

A long-term agreement could be formed between RHC & BTRA to cover all consultants to save the need to have multiple suppliers.

## BTRA Code Audit Panel

BTR Code verification visit reports, and any associated actions will be reviewed by a quarterly audit panel to determine passing grades or conditional passes. The panel will comprise the verifiers and a chair appointed from ARL (e.g., Brendan, Amanda, or Graham). An audit panel report will be produced, and formal minutes will be recorded. The panel will also be responsible for managing Code breaches and resolving disputes.

Attendance at audit panels (conducted virtually) will be compensated at an hourly consultant rate of £95 per hour, and this cost will need to be incorporated into the overall fee structure.

## The BTRA Code Verification Framework

Below is the customer Journey for verification. His features as part of the code itself.



## Business SAQ (BSAQ) & Site SAQ (SSAQ)

The Code is structured around two self-assessment questionnaires (SAQs):

- Business SAQ (BSAQ): Covers elements that demonstrate overall business compliance and practices that should be true across the larger organisation.
- Site SAQ (SSAQ): Covers elements that can be observed or evidenced on site, with verification focusing primarily on the SSAQ.

Both questionnaires will initially be submitted online via Microsoft Forms until a bespoke portal is developed.

The BSAQ and SSAQ are currently under development and will be ready for launch in due course.

Each line item in the questionnaires will provide defined response options for members to select in relation to the Code requirement.

- **Met**
- **Partially Met**
- **Not Met**
- **Not Applicable**

There would also be a mandatory text for the member to explain how they meet this aspect of the code.

*The BSAQ & SSAQ templates are still under development and will follow in consultation.*

## What would we need?

In order to start this process, we would need the following.

- @BTRAcodes.com email addresses.
- A contract between BTRA & RHC for verifier services.
- An office 365 account with access to **Microsoft Forms**
- BTRA member data to be able to arrange verification visits.