



A Guide To

Build to Rent



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Formatting and placement

- *Slide footer. Set in 8pt or 9pt, single line of running text. Where space is tight, the first sentence and the © line are the irreducible minimum.*
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The UK Housing Crisis

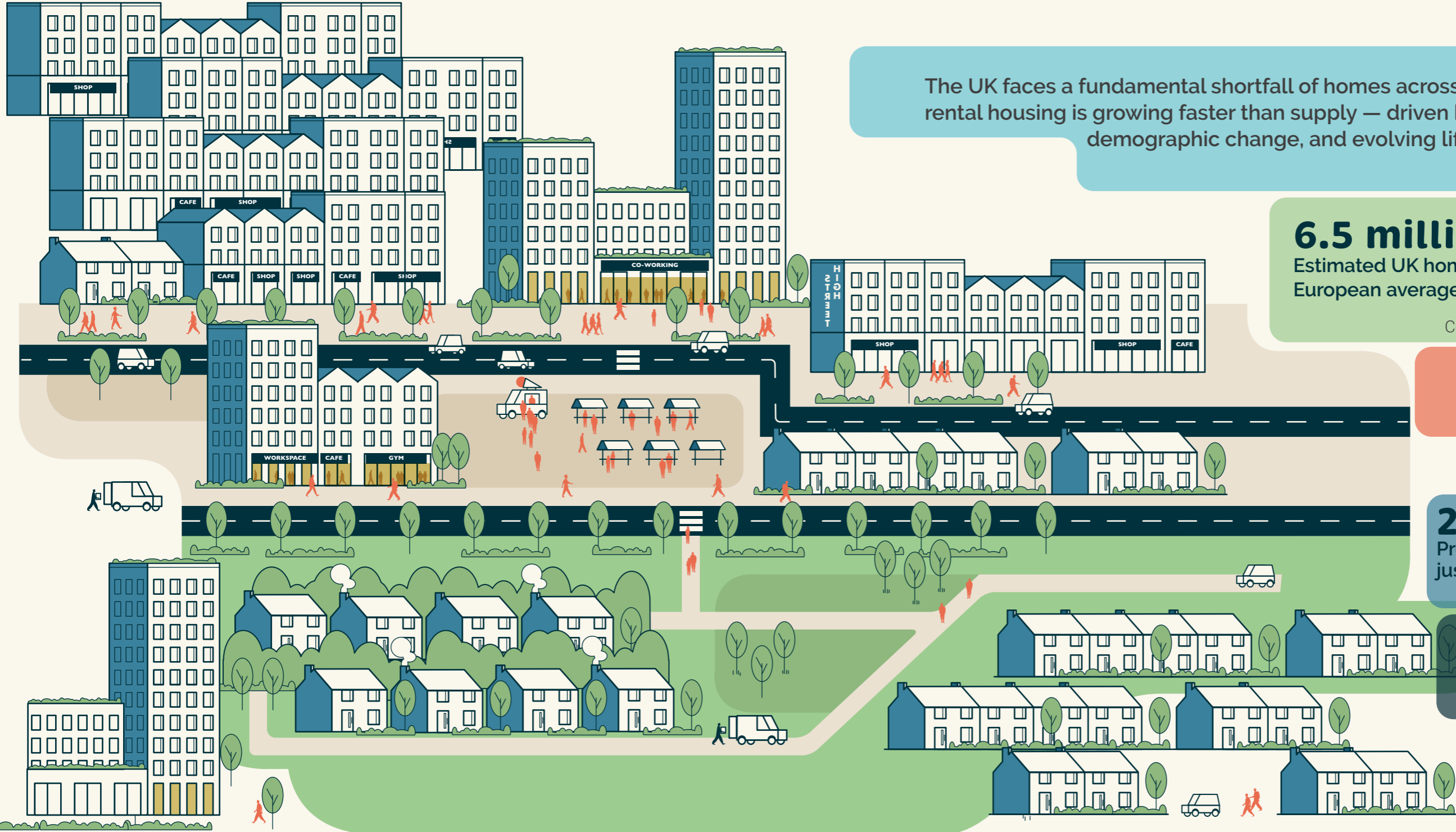
The UK faces a fundamental shortfall of homes across all tenures. Demand for rental housing is growing faster than supply — driven by affordability constraints, demographic change, and evolving lifestyle preferences.

6.5 million
 Estimated UK homes shortfall vs
 European average housing stock norms
Centre for Policy Studies 2025

300,000
 Homes per year needed to
 meet the Government's 1.5
 million target by 2030
MHCLG / OBR, 2025

204,000
 Projected 2025/26 completions —
 just 68% of the annual target
BCIS / MHCLG estimate, Nov 2025

1,000,000
 Homes likely to be delivered
 this Parliament vs 1.5M
 target on current
 trajectory
BCIS Chief Economist, Nov 2025



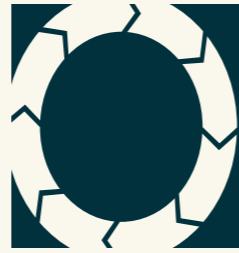
Source: Savills Q1-Q4 2025

Knight Frank (2026) UK Multifamily Report

BPF BTR Data

What is Build to Rent?

Build to Rent provides high quality homes, designed and built purposely for rent, and institutionally owned.



Institutionally owned and permanently rented



Residents are valued customers, with service standards designed around their needs



Professional management and customer service



Long-term maintenance ensures positive contribution to local environment



High quality homes which prioritise safety, community & well-being



80+ homes needed to achieve operation efficiency and scale



BTR adds to housing supply — it does not replace homes for sale



Supporting the delivery of additional new homes

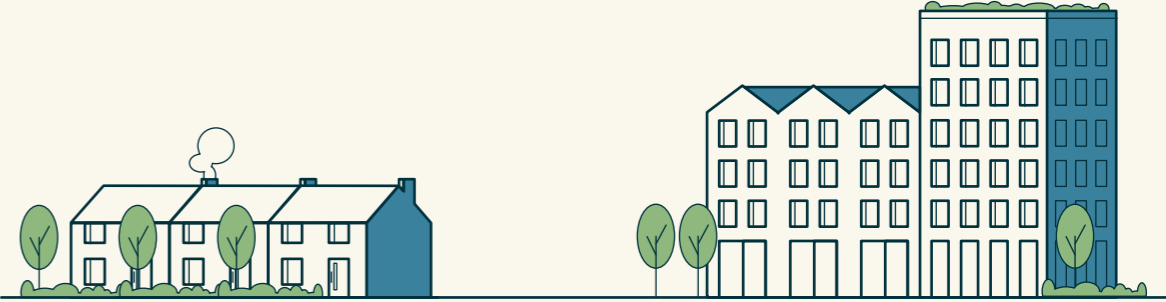
The acute housing crisis in the UK means the supply of homes to meet all needs must significantly increase.

The Build to Rent sector presents an opportunity to increase housing supply, not to replace home ownership but providing more choice and high-quality homes to renters.



£550 billion
Potential value of BTR sector

*2019 estimate. Updated analysis in progress. (Savills)

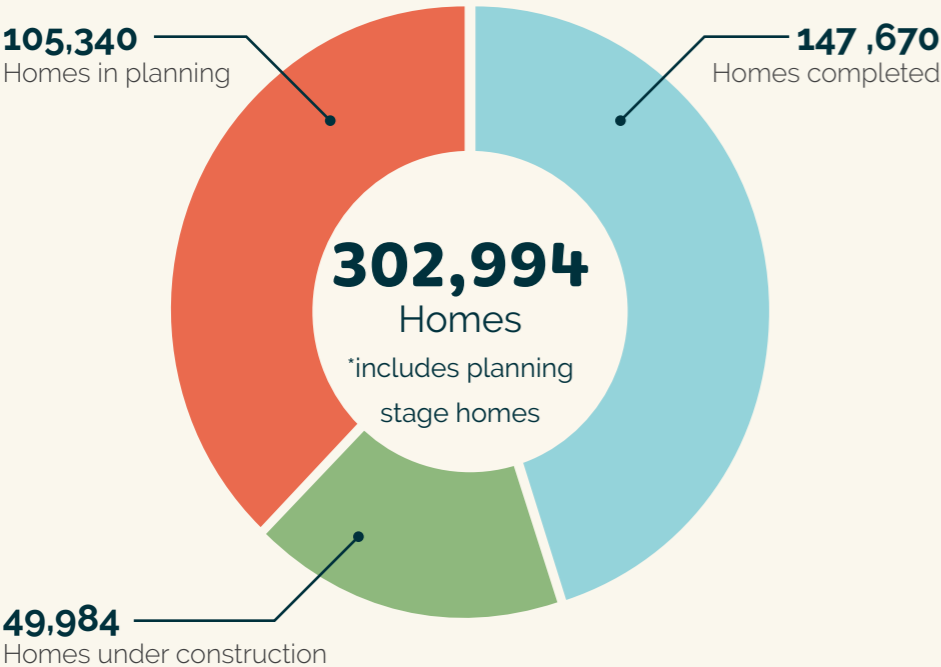


Potential for Growth



Only 2% of rental homes in the UK are owned by institutional investors

Build to Rent Delivery:



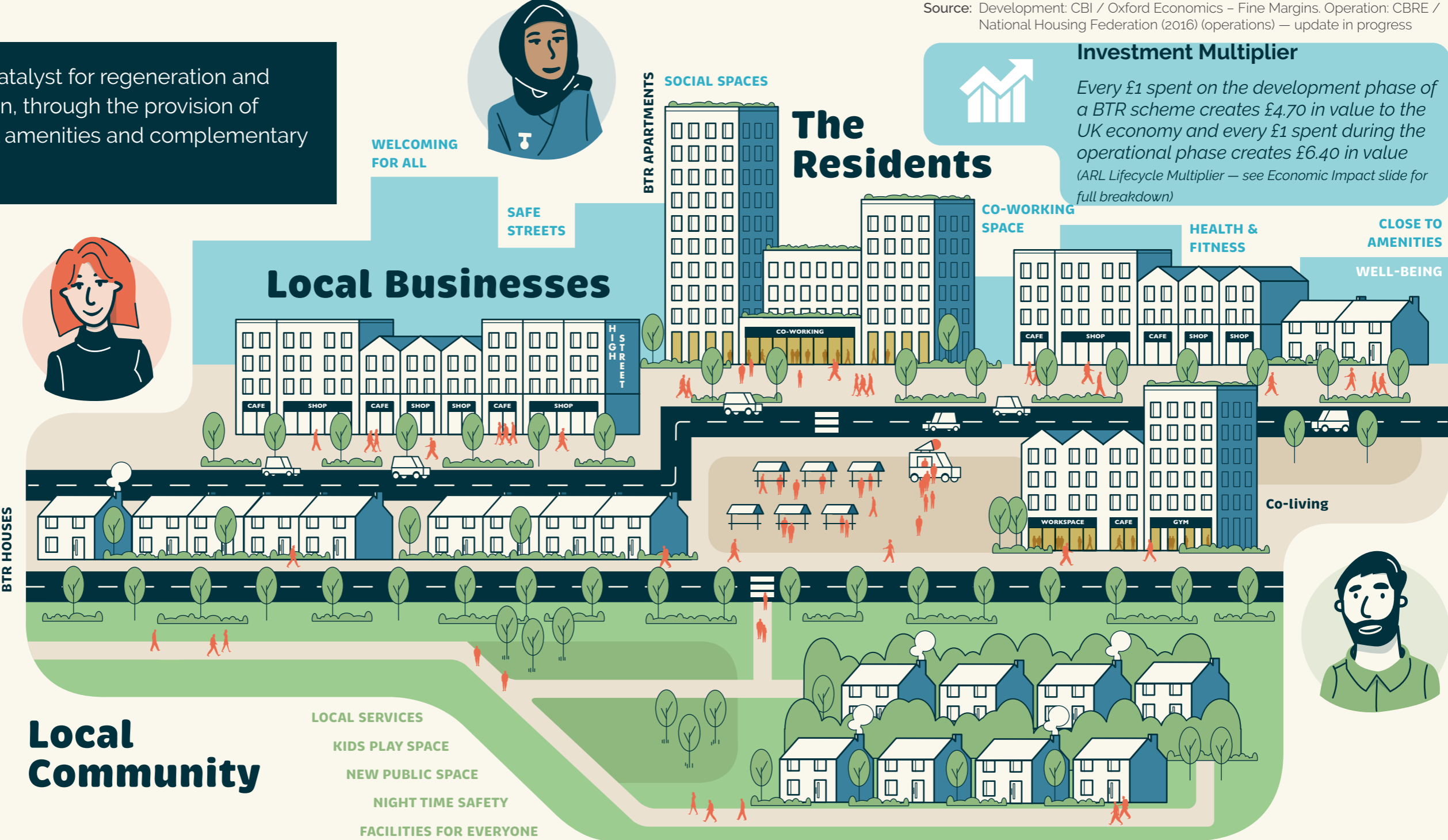
1.9 million

Additional homes across various rental tenures

A catalyst for change

Build to Rent is a catalyst for regeneration and community creation, through the provision of homes, communal amenities and complementary commercial space.

Source: Development: CBI / Oxford Economics – Fine Margins. Operation: CBRE / National Housing Federation (2016) (operations) – update in progress



Rental living typologies



BTR Houses (including Single Family Homes)



BTR Apartments



Co-Living



Retirement Rental

What is it:

Traditional low-density homes for individual families

Multiple apartments within a single building with communal internal and external amenity spaces.

Multiple studio apartments within a single building, with communal internal and external amenity spaces.

Multiple apartments within a single building and / or traditional bungalows/ cottages with communal internal and external amenity spaces including care facilities.

Core Location:

Suburban

Urban

Urban/City Centre

Urban/Suburban

Type of Dwelling:

2,3,4 & 5 bed houses & low rise apartments

Majority 1, 2 & 3 bed apartments

Studios

Majority 1 & 2 bed apartments, 2 bed bungalows/cottages

Resident Amenity:

Limited on-site amenity, high service provision & community building initiatives including resident events

Amenity provision dependant on location and price point, but can include coworking space, gyms, lounge areas & landscaped roof terraces.

High service provision with on site management & community building initiatives including resident events

High amenity provision with shared cooking & dining spaces, co-working areas, gyms & fitness studios & social spaces.

High service provision with on site management & community building initiatives including resident events

Amenity provision dependent on location and price point, but can include restaurant, bar, lounge areas, multi-function activity rooms, health & wellness facilities, and on-site care delivered in the home. High service provision with 24-hour on-site management, community building initiatives and resident events. Care delivered either by the operator or a third-party partner.

Distribution of Space:



KEY: HOME PRIVATE AMENITY (INTERNAL / EXTERNAL) SHARED AMENITY SHARED EXTERNAL AMENITY

Who is it for?

Read about residents' stories in the ARL supported BPF report: **Source: Who Lives in Build-to-Rent? 2025, ARL& BPF research shows BTR is not simply "luxury housing": 65% of SFR renters and 25% of apartment renters earn below £32k. Source: Who Lives in Build-to-Rent? 2025, BPF.**

The Build to Rent sector provides homes for a wide range of people.

Across the 4 typologies there is a suitable home for almost everyone.

62%

Of residents in Build to Rent are aged 25 to 44

17%

Of residents work in public sector

43%

Have an income between £26k-£50k

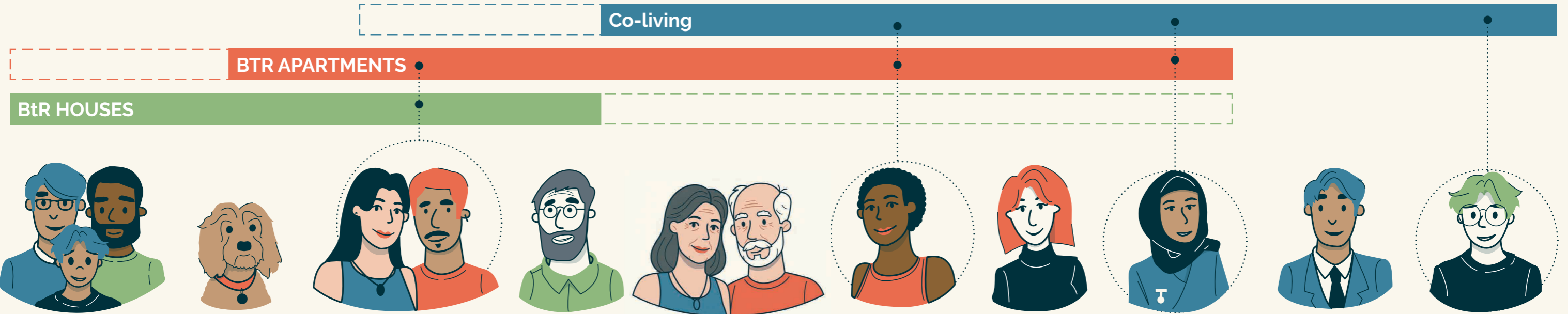
25%

of BTR apartment renters earn below £32,000

65%

Of Single-Family renters earn below £32,000

Source: Who Lives in Built-to-Rent? Report 2025 produced by the British Property Federation



Family

'We moved here because it offered us the space we need in a safe and secure place to raise our family'

The Pet

'Woof!'

Couple

'When we moved in together we chose to live in a Build to Rent scheme because of the great location and mixture of on-site amenities'

Downsizer

'I wanted somewhere smaller and more central to stay, where I can be part of a community and close to amenities in the wider area'

Retired Couple

'When we retired, we wanted to free up the capital in our home, live somewhere with easy access to local facilities, and have the security of knowing that if our needs change our home is easily adaptable and care staff are on hand to help.'

Entrepreneur

'I founded a sports clothing brand. The co-working space allows me to be surrounded by other like minded people and the gym is the best in the area'

Young Professional

'I was looking on SpareRoom for months but they were nothing compared to the quality of accommodation available here, I love the mix of private and shared spaces'

Key Worker

'Build to Rent is fantastic for shift workers on anti-social hours as when ever I return there are always people around'

Short Stay Professional

'My company placed me in this accommodation whilst I work here on secondment. Its far better than any serviced apartment due to the community in the building'

International Student

'I came over to study and didn't want to live in traditional student accommodation. I have met so many people in the building and I love attending the curated events'

BTR Houses: What Is It?

What Is It?

Traditional low-density homes for individual families typically in the form of terraced, semi-detached or detached houses, or low rise apartments.

Who Lives There?

BTR Houses are aimed at families, who are generally aged 30 years and over

Key benefits:



Supports delivery of family housing and the sustainable growth of communities

Better homes: Professionally managed, higher quality rental housing



More choice: A wider range of homes to meet different needs

Stronger communities: Long-term investment in placemaking, public spaces, and engagement

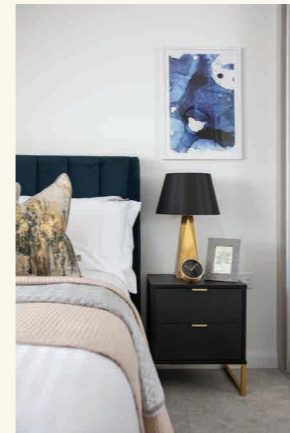


Additional residents boost local spending and demand for local shops and services

Council revenue opportunities through council tax and S106/CIL contributions



Enhanced sustainability features driven by institutional investors result in lower energy bills for residents



BTR Apartments: What Is It?

What Is It?

Multiple 1, 2 & 3 bed apartments within a single building with a variety of communal internal and external amenity spaces. Residents rent the whole building, not just their apartment.

Who Lives There?

BTR Apartments are aimed at a wide variety of people of all ages from single occupiers to couples and sharers

Key benefits:



Accelerated housing delivery



Opportunity for on-site discounted market rent supporting delivery of affordable homes

Better homes: Professionally managed, higher quality rental housing



More choice: A wider range of homes to meet different needs

Stronger communities: Long-term investment in placemaking, public spaces, and engagement

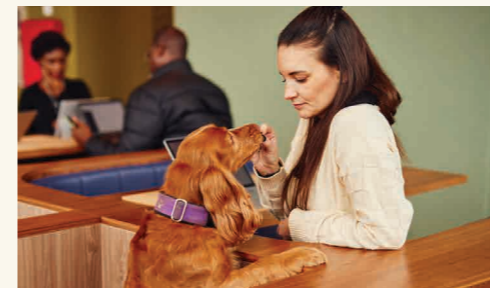
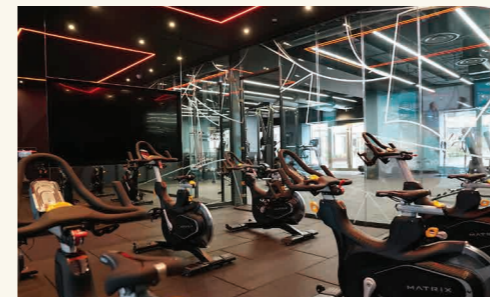


Enhanced urban vitality of town and city centres with more footfall and activity



Regeneration of brownfield sites as a catalyst with new residents boosting local spending and demand for local shops and services

Council revenue opportunities through council tax and S106/CIL contributions



Co-living: What Is It?



What Is It?

Multiple studio apartments within a single building with communal internal and external amenity spaces.

Who Lives There?

Co-living is aimed at a wide variety of single occupiers with ages between 18-65.

Key benefits:

-  Flexible tenancy lengths
-  Opportunity for on-site discounted market rent supporting delivery of affordable homes
- Better homes: Professionally managed, higher quality rental housing 
-  More choice: A wider range of homes to meet different needs
- Stronger communities: Long-term investment in placemaking, public spaces, and engagement 
-  Enhanced urban vitality of town and city centres with more footfall and activity
-  Regeneration of brownfield sites as a catalyst with new residents boosting local spending and demand for local shops and services
- Council revenue opportunities through council tax and S106/CIL contributions 



Source images: Sunday Mills, London (Halcyon/Assael)

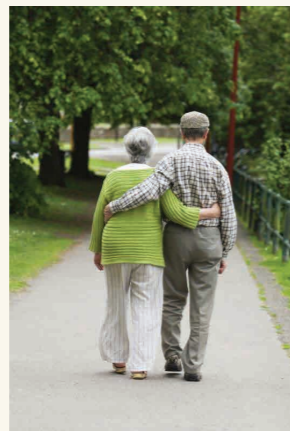
Retirement Rental: What Is It?

What Is It?

Urban: Multiple 1 & 2 bed apartments within a single building with a variety of amenity spaces focused on hospitality and wellbeing. Suburban: A mix of low-rise apartment buildings and bungalows / cottages in a 'village' setting with a central amenity building.

Who Lives There?

Retirement rental homes are aimed at downsizers and retirees seeking community and the security of being able to age in place rather than move as their care needs increase.



Key benefits:



Creates active and engaged communities, keeping people healthier for longer

Offers a choice of home types to serve different lifestyle preferences



Frees up under-utilised family housing, which percolates down the property chain



Age-adaptable homes minimise the need to relocate in later life

Reduces the burden on local NHS services through the provision of on-site care and support



Enhances the local daytime economy as retired occupants are active whilst others are at work

Council revenue opportunities through council tax and S106/CIL contributions



Regeneration of brownfield sites as a catalyst with new residents boosting local spending and demand for local shops and services

BTR Apartments: How It Works

How It Works:

Multi-Family developments are divided into 4 key zones:



Zone 1: Front Of House Spaces

Generous lobby space which is visible from the public realm.

Where possible, a single entrance lobby which all residents pass through to create a sense of community.

Entrance lobby centrally located providing access to all residential cores.

On site management providing residents with 24/7 support.

Zone 3: Private Apartments

Open plan apartment layouts with maximised glazing to create bright and airy homes.

All bedrooms generally equal in size and have their own bathroom.

Adequate storage provided with built in wardrobes and utility cupboards.

Zone 2: Shared Amenity Spaces

Shared amenity spaces accessible to all residents.

Level of on-site amenity ranges from each development but could include: co-working space, gym & fitness studios, lounge areas, games rooms, kitchen/dining facilities and landscaped roof terrace.

Organised events and social activities for residents.

Zone 4: Back Of House Spaces

Concealed servicing, away from public realm.

Secure cycle storage for all residents.

Refuse and recycling stores that are easily accessible from all cores.

Drop off bay for parcels and deliveries.

BTR Houses: How It Works

How It Works:

BTR Houses developments are divided into 4 key zones:



Zone 1: Neighbourhood Management

Dedicated on-site or locally-based estate manager

Single point of contact for all residents — maintenance, queries, tenancy

Digital resident portal providing 24/7 access to management team

Welcome programme for new residents — community induction, local area guide

Resident events programme — seasonal, community-building, family-focused

Visible, responsive neighbourhood management drives satisfaction and long tenancy lengths

Zone 2: Shared Amenity Spaces

Children's play areas — designed for safety and multi-age use

Community garden or allotment space where site allows

Resident meeting rooms or community hub facility

Managed green spaces and public realm — maintained long-term by institutional owner

Secure parcel storage and drop-off facilities

Pet-friendly outdoor spaces with defined areas

EV charging infrastructure across parking provision

Zone 3: Private Homes

High-specification interiors — professional-grade kitchen and bathroom fittings

EPC B+ standard — institutional owner has direct incentive to maintain energy performance

Smart home features — smart metering, connected heating, secure entry

Flexible internal layouts accommodating family growth and changing needs

Outdoor private space — garden, terrace, or allocated amenity area

Planned maintenance programme — no deferred repairs, no reactive-only approach

Pet-friendly tenancy terms as standard across participating operators.

Zone 4: Back Of House & Estate Operations

Estate maintenance team — landscaping, external repairs, waste management

Secure parking with resident allocation — visitor provision separate

Refuse and recycling infrastructure — communal collection points, managed servicing

Secure cycle storage across the neighbourhood

Utility and building fabric management — proactive not reactive

Contractor management for planned and responsive maintenance.

Co-living: How It Works

How It Works:

Co-living developments are divided into 4 key zones:



Zone 1: Front Of House Spaces

Generous lobby space which is visible from the public realm

Single entrance lobby which all residents pass through to create a sense of community.

On site management providing residents with 24/7 support

Zone 3: Private Rooms

Open plan studios which are typically fully furnished.

Facilities include a small kitchenette, en-suite bathroom and bed.

Clever storage solutions provided, including built in wardrobes.

Residents rent the whole building.

Zone 2: Shared Amenity Spaces

Level of on-site amenity ranges from each development but should include:

Master chef style kitchen with space to cook, prepare and eat meals.

Co-working space.

Laundry facilities.

Social spaces, which could include gym & fitness studios, lounges areas, games rooms and landscaped roof terrace.

Organised events and social activities for residents.

Zone 4: Back Of House Spaces

Concealed servicing, away from public realm.

Secure cycle storage for all residents.

Refuse and recycling stores that are easily accessible from all cores.

Drop off bay for parcels and deliveries.

Retirement Rental: How It Works

How It Works:

Retirement rental developments are divided into 4 key zones:



Zone 1: Front Of House Spaces

Generous lobby space which is visible from the public realm.

Where possible, a single entrance lobby which all residents pass through to create a sense of community.

Entrance lobby centrally located providing access to all residential cores.

On site management providing residents with 24/7 support.

Welcoming hotel-quality arrival experience

Zone 3: Private Apartments/Houses

A mix of open-plan and hallway access layouts with generous circulation spaces in case of future wheelchair use

Age-adaptable features in kitchens and bathrooms

Master suite with second bedroom for hobbies, guests, or where couples sleep separately

Zone 2: Shared Amenity Spaces

Shared amenity spaces accessible to all residents, with hospitality and wellness functions often open to the public

Level of on-site amenity ranges between each development but could include: restaurant, licensed bar, hydrotherapy pool, hair salon and nail parlour, lounge areas, art & games rooms, multi-function rooms, gyms with specialised equipment for seniors, guest suite for visiting family members, accessible external walking routes for gentle exercise

Organised events and social activities for residents

Zone 4: Back Of House Spaces

Concealed servicing, away from public realm

Mobility scooter storage and charging

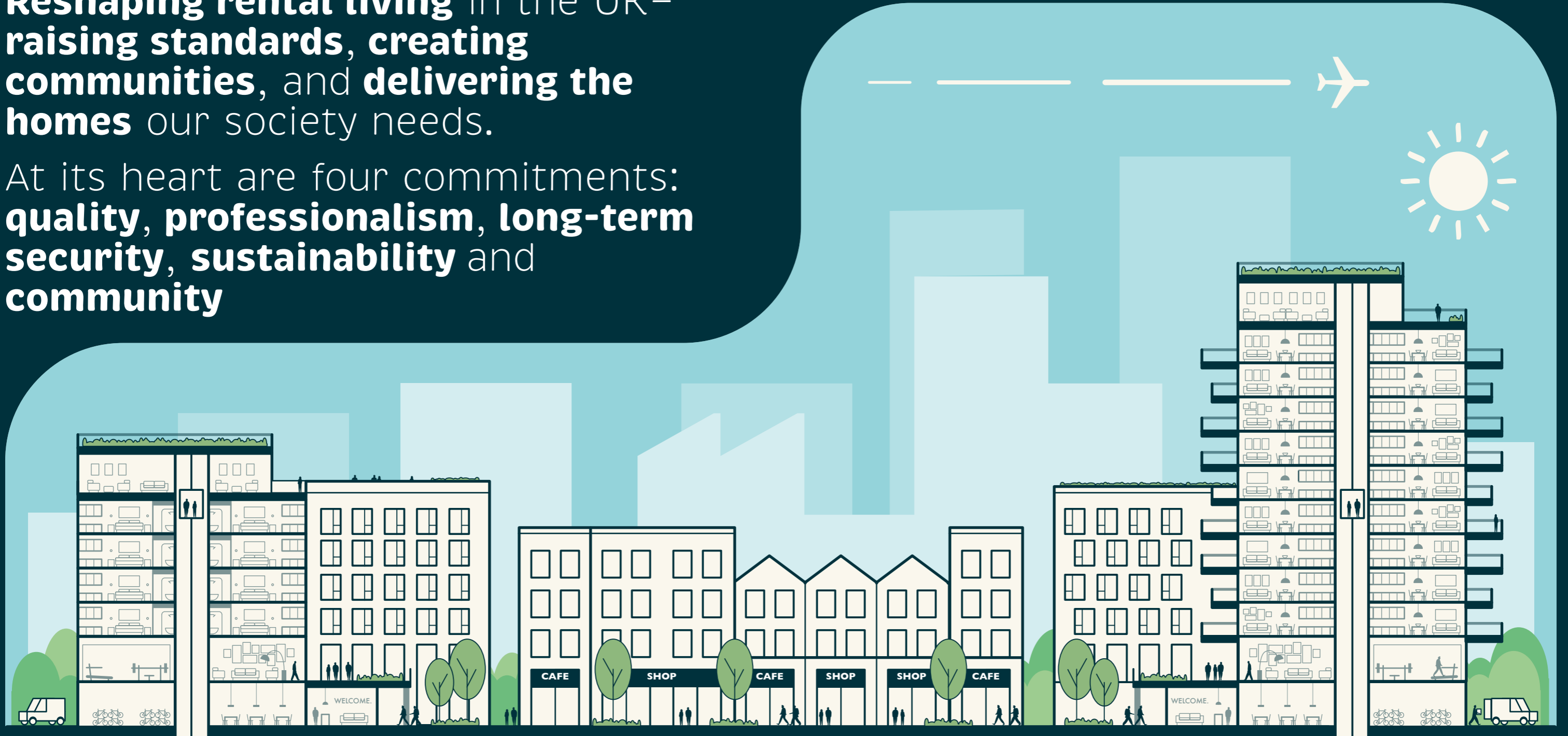
Refuse and recycling stores usually accessed by operational staff only

Facilities for management and care staff

Build To Rent is focused on:

Reshaping rental living in the UK—**raising standards, creating communities,** and **delivering the homes** our society needs.

At its heart are four commitments: **quality, professionalism, long-term security, sustainability** and **community**



Build to Rent Alliance Code of Practice

The Code of Practice was launched at UKREiiF in May 2026 following extensive consultation with key industry participants, and relevant stakeholders in conjunction with the BTR Alliance. The code endeavours to set a clear code of practice for all BTR operators in:

Transparency: Clear, accessible information for residents on all terms, costs, service levels and complaints processes

Consistency: Common standards across all member schemes — regardless of operator size or scheme type.

Professional Management: Qualifications, training, and conduct standards for all on-site management staff.

Accountability: Named responsible persons, defined escalation routes, and measurable service level commitments.

Resident Focus: Standards designed around the needs and rights of residents, with regular independent review.

Continuous Improvement: Annual review cycle, resident feedback mechanisms, and public performance reporting.

Independent oversight: The Code operates under independent governance, with performance reporting published annually and open to scrutiny by government and residents alike.









THE BTR ALLIANCE (BTRA) **CODE OF PRACTICE** **FOR** **BUILD TO RENT**

Defining the Standards in Build to Rent



BTR vs Traditional Private Renting

Build to Rent

	Ownership	Institutional Investor - permanent and long term
	Management	Professional On Site Team, 24/7 Support
	Security of Tenure	Whole Building Owned Long-Term
	Service Standards	Professional Standards with Complaints Process
	Maintenance	Planned Long-Term Maintenance Programme
	Community	Events, Shared Facilities, On-Site Management
	Energy Efficiency	New-Build - Typically EPC B or Higher
	Affordable Homes	Discounted Market Rate via S106 Planning

Traditional PRS

Individual Landlord	Ownership	
DIY or Letting Agent - variable	Management	
Landlord might sell at any time	Security of Tenure	
No Sector Standard - highly variable	Service Standards	
Reactive - No Long term Programme	Maintenance	
No Community Management	Community	
Variable - Often EPC D or Lower	Energy Efficiency	
Not Applicable	Affordable Homes	

Economic Impact of BTR



Build to Rent investment generates substantial economic activity across construction, operations and local communities.

£53.3 bn

Annual economic output of UK house building

£393.9 bn

Gross Value Added by housing development

*Gross Value added for All UK House building

834,000

Jobs supported across construction & supply chains

£4.7 bn

Invested in BTR in 2025 alone

£4.70

Generated per £1 spent in development phase

ARL Lifecycle Multiplier CBI / Oxford Economics

£6.40

Generated per £1 spent in operational phase

ARL Lifecycle Multiplier. CBRE / NHF 2016 (operations) — update in progress

Investment Multiplier Effect

Every £1 of BTR investment flows outward - creating jobs, supporting supply chains, generating tax revenues and boosting local high streets

Investment

£4.7 bn (2025)

Construction

834k jobs

Operations

24/7 management

Local Economy

High street & services

Sustainability & ESG

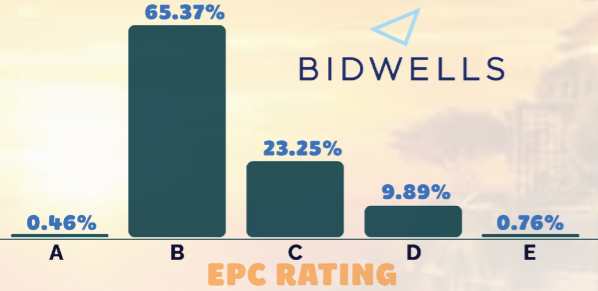
Aligned with UK Net Zero Targets and Future Homes Standard

EPC B+ is STANDARD

New BTR developments typically achieve EPC B or higher — far exceeding the average of existing PRS stock, which is often EPC D or below. Lower energy bills benefit residents directly.

89% of BTR homes have an EPC C or above

Chart showing EPC ratings of BTR homes across the UK



MODERN METHODS of CONSTRUCTION

Factory-built components and precision construction reduce material waste, site-based carbon emissions and programme risk — embedding sustainability from the foundations up.

HEAT NETWORKS & SMART TECH

Centralised heating systems, smart building management and shared appliance infrastructure reduce per-resident carbon footprints versus individual gas boilers in conventional lets.

LONG-TERM STEWARDSHIP

Institutional owners cannot sell individual units. They hold and manage for decades — creating a direct financial incentive to invest in building fabric, upgrade cycles and energy performance.

Long-term institutional ownership creates a permanent incentive to maintain and improve building performance, unlike buy-to-let landlords who may sell before ever benefiting from upgrades

Build to Rent: designed, built and maintained to higher environmental standards than the wider private rented sector.

Discounted Market Rent and Affordable Housing

What is DMR?

Homes rented at a legally binding discount to market rate — typically 80–90% of local market rents — and secured through Section 106 planning agreements. Permanently ring-fenced for eligible households for the life of the planning consent.

Tenure-blind design

DMR residents share the same entrance, amenities and management as full-market residents. No visible difference in quality or access.

Secured through planning

Discounted Market Rent homes are agreed as part of the Section 106 planning process and legally ring-fenced for eligible households in housing need, as defined in the planning agreement.

Who qualifies?

Households in housing need who cannot afford full market rent, as defined in the local planning agreement — including key workers and families, and others as defined in the local planning agreement.

Note on DMR vs Social Rent: DMR at 80–90% of market rent is distinct from Social Rent at around 50–60%. BTR usually cannot viably provide Social Rent without grant or land subsidy, but Affordable BTR partnerships with local authorities could help close this gap.

Discounted Market Rent (DMR): how BTR delivers affordable homes within professionally managed communities.



Addressing Common Misconceptions

MYTH

BTR reduces homes for sale

BTR is luxury housing only

Investors raise rents aggressively

BTR creates transient communities

BTR doesn't deliver affordable homes

BTR only works in city centres

BTR buildings are unsafe / high-rise fire risks

REALITY

It adds supply - forward-funded on sites that market-sale schemes cannot viabilise

65% of SFR renters earn below £32k. 43% earn £26k-£50k. DMR homes secured in planning. (BPF 2025)

Long-term income depends on stable occupancy. The financial incentive is aligned with residents.

On-site management, resident events and shared amenities actively build long-term community

Discounted Market Rent homes are secured via Section 106 — tenure-blind within the same building

SFR/BTR Houses are growing in suburban and market town locations. The pipeline includes significant suburban and regional schemes.

All BTR operators are subject to the Building Safety Act 2022 only.

Capital, Viability and Delivery Constraints

CAPITAL EXISTS

Investment capital for BTR is available globally. Delivery is constrained by viability - not intent.

£4.7 bn

Invested in BTR 2025

£7 bn +

overseas capital committed to UK living

WHY DOES DELIVERY LAG?

HIGHER FINANCING COSTS

Rising interest rates increase development finance costs, compress returns and reduce viable schemes.

CONSTRUCTION COST INFLATION

Higher material and labour costs have increased delivery costs, requiring higher rents or values to maintain viability.

PLANNING UNCERTAINTY

Slow and unpredictable planning delays starts, increases holding costs and deters forward funding.

REGULATORY COMPLEXITY

Building safety, nutrient neutrality, biodiversity net gain and sustainability rules add cost, time and risk.

WHAT NEEDS TO HAPPEN?

\$ — FASTER PLANNING DECISIONS

\$ — REDUCED FINANCING COSTS

\$ — STABLE REGULATORY ENVIRONMENT

\$ — VIABILITY SUPPORT ON MARGINAL SITES

Supporting Local Authorities

ARL members support transparent viability appraisals in partnership with Local Authorities, in line with MHCLG guidance

Housing Delivery

BTR unlocks stalled brownfield sites that market-sale schemes cannot viabilise. Forward-funding accelerates delivery where it is needed most — addressing waiting lists and housing need targets from day one.

Council Tax Revenue

Every BTR home generates council tax from the first day of occupation. No deferral. Immediate, ongoing fiscal return — at scale.

S106 & CIL Contributions

Planning agreements secure affordable homes and infrastructure contributions within the same development — delivered tenure-blind alongside full-market homes.

Regeneration Catalyst

BTR regularly transforms brownfield, town-centre and mixed-use sites — unlocking regeneration where the market alone would not

Local Employment

Construction and long-term operations support local jobs across trades, management, maintenance and supply chains.

Community Infrastructure

Managed public realm, shared amenities and resident programming improve liveability and social cohesion for the whole community — not just residents.



Council Tax from day one
Day 1 income per home

Affordable homes secured
Tenure-blind in planning

Brownfield
Forward-funded by institutions

Infrastructure guaranteed
S106/CIL secured at planning

How Local Authorities Can Use BTR to Deliver Additional Homes

Local Authorities do not need to own, fund, or manage BTR to benefit from it. Five tools. Five outcomes.

	Council Objective	Best-fit BTR Model	LA Role	Outcome
1	Unlock stalled brownfield sites	BTR Apartments / BTR Houses	Allocate in Local Plan; apply BTR-specific policy in planning agreement	New homes on land market-sale cannot viabilise. Council tax from Day 1.
2	Deliver affordable homes	DMR (Discounted Market Rent) via S106	Specify DMR requirement in planning conditions. Tenure-blind design required.	80–90% of market rent, legally ring-fenced, no grant required
3	Use council land strategically	All BTR typologies	Long lease, joint venture, or development agreement with institutional operator	Land value realised long-term. Council retains interest.s
4	Deliver key worker / sub-market rental	Affordable BTR (partnership model)	LA provides land or Homes England grant. BTRA facilitates operator introduction.	Purpose-built sub-market rental, permanently affordable
5	Widen housing choice	BTR Houses (SFR), Co-living, Retirement Rental	Recognise typology in Local Plan. Apply NPPF 63–64.	Homes across life stages. Retirement rental frees family housing.

Barriers and Solutions for Local Authority (LA)-BTR Partnerships

Every barrier has a practical solution — and Build to Rent Alliance can help deliver it.

Barrier	Practical Solution	Who Leads
BTR perceived as luxury housing only	Use BPF 2025 income data: 65% of SFR residents earn below £32k. Specify DMR in planning conditions.	LA policy team + BTRA evidence briefing
Scheme viability gap	Early viability review under NPPF 63–64. Explore Homes England brownfield bridging support on marginal sites.	LA + institutional investor + Homes England
Unclear affordable housing expectations	BTRA provides model S106 DMR wording. DMR at 80–90% market rate, tenure-blind, legally ring-fenced.	LA planning team + BTRA guidance note
Planning uncertainty and delay	Pre-application pathway. 13-week BTR determination target. Dedicated BTR case officer where possible.	LA planning + BTRA policy advocacy
Concern about long-term management quality	Require BTRA Rental Living Code of Practice membership as a planning condition.	LA + BTRA Code of Practice
Limited LA capacity	BTRA officer briefings and planning toolkit. ARL member introductions to experienced operators.	LA leadership + BTRA direct support

How the BTRA Can Support Local Authorities

The BTRA supports Local Authorities at no cost — from understanding the sector to connecting with credible operators.

UNDERSTAND

Plain-English briefings on BTR typologies, DMR, planning treatment, and resident demographics — covering what the sector is and what councils can reasonably require.

Available as: officer briefing sessions, written guidance notes, and BTRA published data resources

CONNECT

For LAs with stalled sites or brownfield regeneration opportunities, BTRA facilitates introductions to credible ARL operator and investor members with active UK acquisition pipelines.

Available as: operator introductions, case studies, and pipeline data by region.

GUIDE

Practical tools for LA teams: model DMR S106 conditions, Local Plan policy wording for BTR, and guidance on applying the Rental Living Code of Practice as a planning condition.

Available as: policy interpretation notes, model conditions, and BTRA planning toolkit.

ASSURE

The BTR Alliance Code of Practice sets binding standards on management, maintenance, transparency, and resident rights. LAs can require Code membership as a planning condition.

Available as: Code of Practice documentation, signatory list, and performance reporting framework.

The Renters' Rights Act 2025

* In force from 2026 – applicable to all private rented tenancies in England.

The Renters' Rights Act sets the minimum standard the rest of the private rented sector must now reach. Build to Rent already delivers what the Act requires – and more. Where millions of PRS tenants face legal uncertainty and reactive management, BTR residents have institutional accountability, professional service, and the security of knowing their landlord will still own their home in twenty years. BTR is not a response to the Act – it is the model the Act is trying to create.

WHAT THE ACT CHANGES FOR RENTERS

Section 21 abolished. No-fault evictions gone. Defined grounds for possession required.

Fixed-term tenancies ended. All tenancies become periodic – greater security for all renters.

Stronger possession grounds. Landlords must prove cause. Repeated arrears handled more robustly.

Rent challenge rights. Above-market increases can be referred to tribunal. Annual cap on in-tenancy rises.

New Decent Homes Standard Minimum physical standards enforced across all PRS homes for the first time

Awaab's Law extended to PRS. Damp and mould must be addressed within defined timeframes.

New PRS Ombudsman. Mandatory independent redress for all private renters.

Private Rented Sector Database. National landlord registration – improving transparency and compliance.

HOW BTR IS ALREADY COMPLIANT BY DESIGN

Never used no-fault eviction. Residents are long-term customers – not disposable tenants

Rarely used no-fault eviction since BTR began over ten years ago.

Professional management already the norm. 24/7 support, named responsible persons, defined complaints processes. The Act asks the rest of the market to catch up.

BTR has operated annual rent review disciplines commercially for over a decade – now a statutory requirement for the wider sector.

EPC B+ as standard. 89% of BTR homes are EPC C or above. Already exceeds the minimum. (Bidwells, 2024)

Planned maintenance and professional management address hazards proactively – not reactively.

Formalised complaints handling already embedded in the BTR Alliance Code of Practice.

ARL membership already creates a visible, verifiable register of professional BTR operators

The ARL and BTRA engaged with MHCLG throughout the Bill's passage.

The **Rental Living Code of Practice** directly anticipates the Act's requirements for transparency, accountability, and resident-focused service delivery – ahead of the Act's implementation.

BTR HAS BEEN DOING THIS FOR OVER 10 YEARS

What Government Can Do: Six Actions to Unlock BTR Delivery

Commit to Faster Planning Decisions

Introduce a 13-week determination target for BTR applications nationally. Slow, unpredictable planning decisions increase costs and deter the forward-funding model BTR depends on. Faster decisions cost nothing — and unlock billions in committed investment.

Homes England Viability Support for Marginal Brownfield Sites

Modest viability gap funding for BTR on brownfield land where market-sale schemes are not viable. This directly supports the government's brownfield-first agenda — unlocking supply where housing need is greatest.

Issue a National BTR Planning Policy Note

Clarify planning expectations for BTR applications — including NPPF paragraphs 63–64, DMR affordable housing treatment, and recognition of BTR as a distinct use class. Inconsistent LPA interpretation is a significant pipeline constraint.

Launch an Affordable BTR Pilot Programme

Ring-fence Homes England grant funding for purpose-built sub-market rental schemes developed with Local Authorities — targeting key workers and families the open market does not serve. A new model that bridges the gap between market BTR and social rent.

Issue a Formal International Investment Signal

A co-ordinated UK Government statement of support for BTR as a long-term institutional asset class — through MHCLG, DBT and British Business Bank channels — would unlock £7bn+ in overseas capital already committed to UK living. The signal costs nothing. The return is measured in homes.

Review SDLT Treatment of BTR

Review the multiple dwellings relief framework to ensure BTR forward-funding transactions are not disproportionately disadvantaged relative to market-sale schemes.

The Future of Rental Living

1. DEMOGRAPHIC DRIVERS

Ageing population, later household formation and homeownership constraints are structural, permanent forces.

Not cyclical - they will grow for decades

**US/German markets
1970s-90s**

2. LATER LIVING RENTAL

Retirement rental is among the fastest-growing sub-sectors.

Older households seek professionally managed, community-focused homes that adapt as needs change.

**Institutional
professionalisation
2000s**

3. AFFORDABLE BTR

A new generation of purpose-built sub-market rental, working with local authorities to deliver homes for households the open market does not currently serve.

**UK BTR emerges
2012-2020**

4. SINGLE FAMILY RENTAL

SFR is maturing as a distinct institutional asset class delivering professionally managed family homes at scale
- with £2.6bn invested in the sub-sector in 2025.

**UK BTR scales
2020-2025**

5. INTERNATIONAL CONTEXT

UK BTR mirrors the proven trajectory of the US and German institutional rental markets - both now multi-trillion dollar sectors that once started at the same modest scale.

**Future UK at full scale
2025 -**

APPENDIX

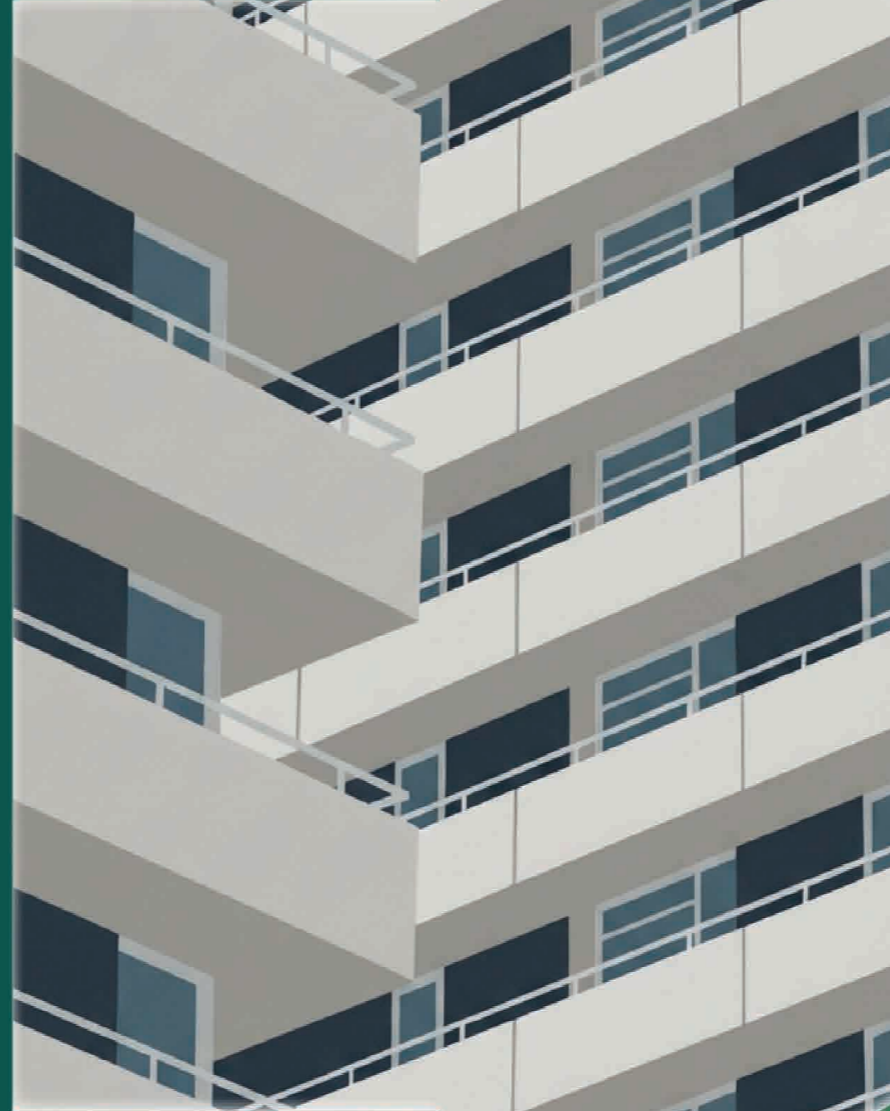


Historic Timeline of UK Rental Sector

Historic Rental Economy pre - 1945



Post War Home Ownership Expansion 1945 - 2000



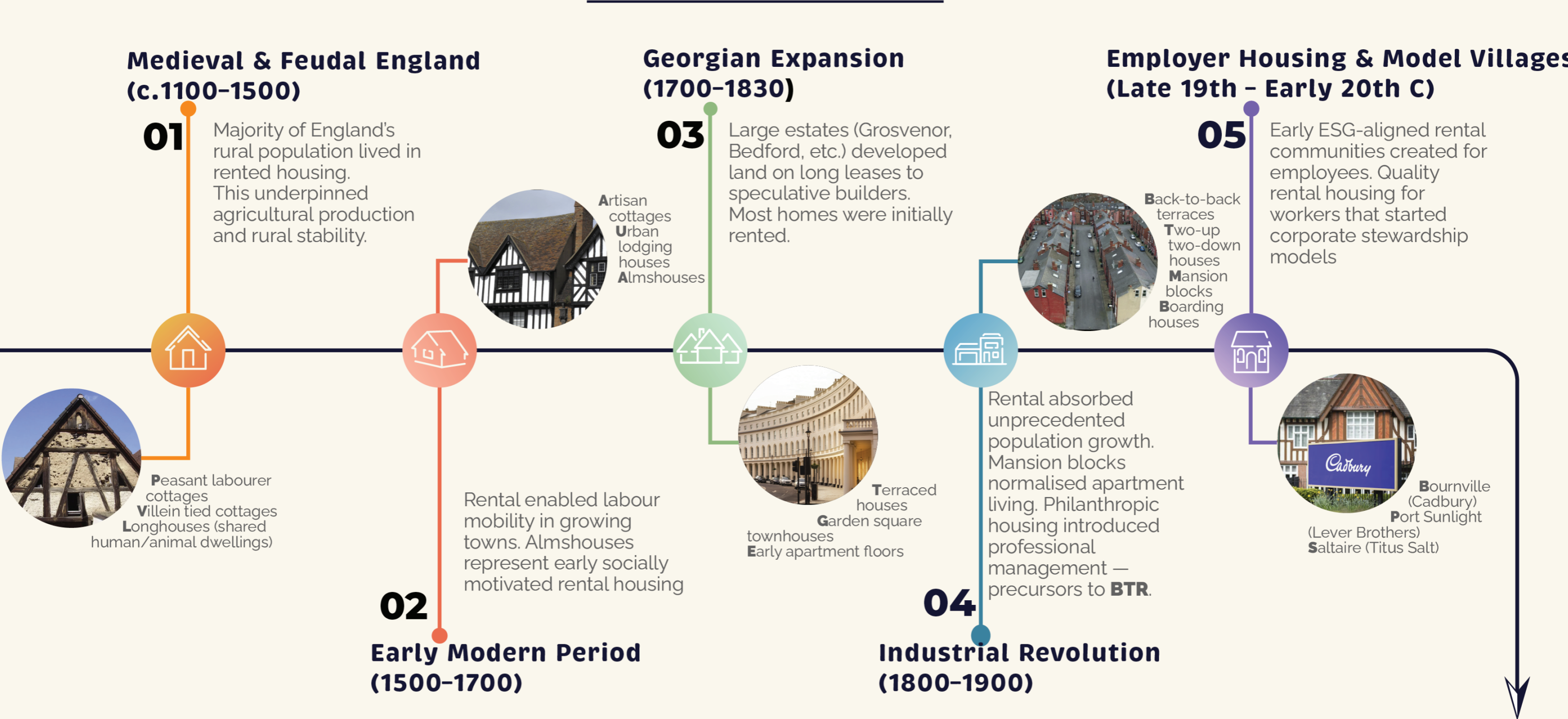
Revival of Professional Rental 2010 - present



- The UK's rental sector (historically the Private Rented Sector or PRS) has been the principal incubator of new housing typologies for over three centuries.
- Nearly every mainstream residential form originated in rental tenure before transitioning to owner-occupation.

Historic Timeline of UK Rental Sector

- The UK's rental sector (historically the Private Rented Sector or PRS) has been the principal incubator of new housing typologies for over three centuries.
- Nearly every mainstream residential form originated in rental tenure before transitioning to owner-occupation.
- Below is a historic timeline of the UK Rental Sector through the ages



21st Century Specialisation (2010...)

10

Home ownership constraints, demographic ageing and lifestyle changes affects the rental market. BTR has been growing as a viable rental option for several demographics.



Build to Rent (mid-rise & high-rise)
Single Family Rental (SFR)
Co-living
Later Living rental
Mixed-use rental neighbourhoods

Post-War Era (1945-1980)

08

Apartment living became embedded in British housing culture. This addressed the post-war housing crisis, lead to slum-clearance and urban reconstruction



HMOs
City-centre regeneration apartments
Subdivided Victorian houses
Investor-led rental blocks



High-rise towers
Slab blocks
Large estates
Bedsits
Maisonettes

Late 20th Century (1980-2010)

09

Rental again absorbed structural economic change, which was brought on by 1988 Housing Act.



Interwar & Suburban Rental (1918-1939)

07

Rental continued to serve emerging commuter classes before owner-occupation dominance accelerated post-war.



Suburban semi-detached rental homes

Mansion flat expansions
Early purpose-built flat blocks

Student Housing (Medieval to Modern)

06

Starting from medieval universities, Purpose Built Student Accomodation (PBSA) is one of the clearest institutional predecessors of **BTR** in operational structure.



Collegiate residential courts (Oxford/-Cambridge)
University halls of residence
Purpose-Built Student Accommodation (PBSA)

BTR is not a novelty...

- The re-professionalisation of a historic norm
- The modern institutional successor to estate housing, model villages, mansion blocks and university halls
- The next adaptive phase of a sector that has consistently responded to national need

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