

Build to Rent

special

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38. Love to Rent

Founder Anne-Marie Brown on taking BTR to a wider audience and bringing providers and renters together

42. Feature

Keith Osborne discovers how creating the right partnerships and products now will provide an edge in a reviving BTR market

46. Comment: George Sell

The editor of Urban Living News assesses the current state of the UK BTR sector

49. Comment: Katie O'Shea

How Beko Appliance Partners is helping to deliver high-spec, space-saving, long-lasting products to the BTR market

53. Comment: Bruce Evans

The chief commercial officer at RentGuarantor examines the operational challenges of build to rent and purpose-built student accommodation

56. News





A love match

ANNE-MARIE BROWN,
founder of Love to
Rent, on taking BTR
to a wider audience and
bringing providers and
renters together



As the UK housing market grapples with supply shortages and rising affordability pressures, build to rent has emerged as one of the most dynamic and resilient solutions. Playing a vital role in this evolution, Love to Rent is the UK's first and leading platform dedicated exclusively to showcasing BTR neighbourhoods. It connects renters with quality homes, raises awareness of these communities, and shares real stories that build confidence and educate.

In 2025, Love to Rent's mission has never been more relevant: connecting modern renters with high-quality, professionally managed homes while giving operators a focused stage to market entire communities, not just individual homes.

Renting has shifted from being a temporary stepping stone to a long-term lifestyle choice. Renters now expect security of tenure,

professional service, sustainability and amenities designed around community living. Crucially, demand is cutting across all demographics, from young professionals and families to later-living renters, all of whom are seeking flexibility, community and wellbeing-focused environments without the obligations of homeownership. This is helping transform perceptions of renting, demonstrating that BTR is not simply an option for the young but a lifestyle solution for every life stage.

Love to Rent gives renters confidence that every listing meets professional management standards, while also helping operators showcase their neighbourhoods as full-service communities.

The BTR sector has grown rapidly over the past decade. According to Knight Frank, suburban single-family housing (SFH) is one of the



fastest-expanding areas, reflecting demand for larger homes with flexible layouts. Nearly half of all UK renting households are now in suburban areas, signalling huge potential. At maturity, BTR could represent up to one-third of all privately rented homes, underlining just how central the model has become to long-term housing strategy. And with the Labour government pledging 1.5m new homes, BTR is now recognised as a key contributor to national housing delivery; however, the challenges are stark.






“Homeownership is increasingly out of reach for many, with the ratio of annual income to house prices in England more than doubling since 1997. More people are renting for longer, yet the private rented sector (PRS) is shrinking. Research from the BPF, Savills, and L&G shows that 290,000 homes have been lost from the sector since 2021, on top of the 60,000 homes needed under the government’s housing target. There is a clear need for more,

and more diverse, rental options,” says Kate Butler, assistant director (real estate) of the British Property Federation.

“Build to rent has emerged as a key part of the solution, contributing 132,000 homes since 2012. With the ability to deliver new homes 30-60% faster than traditional housebuilding, BTR offers high-quality, professionally managed homes at scale. Platforms like Love to Rent support this growth by providing transparency, helping renters make informed choices and celebrating excellence through initiatives like the Love to Rent Awards. At the BPF, we are committed to creating the right environment for institutional investment so renters can access high-quality homes and standards continue to rise across the sector.”

When I founded Love to Rent, the ambition was simple: to create a trusted space dedicated entirely to BTR where renters could find homes that fit their lifestyle and operators could showcase the full

A renters’ wish list:

-  ☒ Modern, quality home
-  ☒ Be able to decorate my home
-  ☒ Stay as long as I want
-  ☒ Bring my pet
-  ☒ Be in control

All covered on the
Love to Rent portal



value of their communities. Today, that vision feels more important than ever. Renters want choice, quality, and transparency and our role is to give them confidence while helping operators tell their story in a way that resonates. The sector has grown enormously, but there is still so much potential ahead and we’re proud to be part of that journey.

“For the first time, build to rent is being counted alongside traditional for-sale housing in government targets. This recognition marks a turning point in how the sector is perceived. Lifestyle choices and market conditions have made renting far more acceptable across different demographics, not just younger or older renters, but families and professionals too,” says Peter Sloane, chair of Love to Rent.

“With the right support, we have the potential to double annual delivery from 15,000 homes a year ▶

to 30,000. Love to Rent's role in raising awareness and highlighting the quality of BTR living makes achieving those numbers far more realistic."

BTR is transforming the rental market, offering high-quality homes with amenities and tenures to suit different lifestyles. As the sector grows, ensuring quality and consistency has never been more important.

"At NHBC, we're dedicated to helping our partners build it right first time, bringing unrivalled technical expertise and supporting the delivery of high-quality homes," says Niki Kyriacou, sector lead for build to rent at the NHBC. "With changing legislation and increasing Environmental, Social and Governance (ESG) regulations, it's important we build homes to stand the test of time and futureproof where we can with

quality at the forefront. As a non-profit distributing organisation, we invest back into the industry through training, skills, research and development, championing construction excellence from day one.

"We believe strongly in the power of partnership and collaboration, which is why we're proud to have supported the Love to Rent Awards from the very beginning. Recognising and celebrating excellence in BTR helps drive quality and raise standards across the entire rental sector."

Beyond listings, Love to Rent has become a cornerstone for branding and reputation-building in BTR. Its marketing services, from social media to PR campaigns, help operators connect with residents on an emotional level and communicate their community-first values. Importantly, the platform



Peter Sloane



Niki Kyriacou



Love to Rent Week

29 Sept-3 Oct

Get involved in #LoveToRentWeek to raise customer awareness about the unique benefits Build to Rent homes provide.

Renting... but not as you know it.

Get in touch

love to rent  **co.uk**

has also expanded into quality assurance initiatives. Its collaboration with hereSAY, the customer experience specialists, uses mystery shopping to monitor the full lead-to-lease journey. This feedback loop gives operators invaluable insights into how well prospective renters are being supported, from the first enquiry right through to signing a lease and ensures that service standards keep pace with the quality of the homes themselves.

Esme Webb, director of hereSAY and Research, says: "We're delighted to partner with Love to Rent to share our Lead to Lease feedback more widely. Having conducted thousands of mystery shopper viewings across the UK, we bring valuable insights that improve transparency for renters while supporting operators, developers and investors to deliver exceptional service. Together, we're helping to raise standards across the rental sector."

Annual showcases like Love to Rent Week and the Build to Rent Awards further strengthen awareness, celebrating innovation in areas such as ESG commitments, technology and customer service, alongside recognising the many different organisations that support the BTR sector to deliver exceptional homes and services for renters.

With demand rising across age groups, government recognition growing and supply pipelines maturing, 2025 is a defining year for BTR, no longer niche, but central to the UK's housing future. And at the heart of this transformation, Love to Rent continues to be the bridge between renters, developers and policymakers, setting new standards for how rental living is delivered, marketed and experienced.

"Love to Rent gives developers and operators a dedicated digital platform exclusively focused on build to rent that showcases not just homes, but the communities and lifestyles they create. We collaborate closely with you to ensure your communities are seen, trusted and celebrated to drive higher levels interest and enquiries," says Rebecca Mulkerrin, head of operations at Love to Rent.

By showcasing developments on Love to Rent, you can reach engaged renters actively seeking quality, professionally managed homes; demonstrate the full value of your communities beyond individual homes and align with a platform setting industry-leading standards for marketing, service and transparency. Love to Rent is not just a listing platform; it is a partner in building the UK's rental future. 

Unite and conquer



Creating the right partnerships and product ranges now will provide the edge in a reviving build to rent market, discovers **KEITH OSBORNE**

While 2024 saw a record investment of more than £5bn in the build to rent sector, things have slowed in 2025, with an estimated £2.2bn committed in the six months to June this year.

The number of completed BTR homes has passed 132,000, but the number of units under construction is down by 11% in the first six months of the year, says Savills. Knight Frank reports that the 8,763 BTR units completed in that period represents only 30% of the full-year total for 2024, indicating that annual delivery is on course to drop significantly by the end of the year. On a positive note, the number of BTR homes in planning was 5% high at the end of Q2 2025 than 12 months previously.

This mixed picture is creating challenges for developers and the supply chain alike.

"The BTR market is in a period of transition," says Robin Hutton, managing director of Kibre. "We have seen a slowdown in the pipeline of high-rise developments that shaped the early years of the sector, with many investors now focusing on single-family housing, PBSA and co-living.

"Each brings opportunity but also distinct operational and lifestyle demands. From a design and FF&E [furniture, fixtures and equipment] perspective, success lies in adapting

intelligently to these nuances so that interiors support both functionality and community."

Sarah Cole, head of research & content at Global Apartment Advisors, says that "BTR delivery needs to increase by almost tenfold from its current pace just to recover lost ground," but adds that this "presents an opportunity for housebuilders and contractors who can work with investors to deliver at scale and with speed".

David Heafey, managing director of Saint Flooring, adds: "Almost every volume housebuilder has adopted a partnership model to keep plot numbers buoyant during this relatively fallow period of private sales. For a contractor, this brings in itself a number of challenges, the fast pace, the sometimes-chaotic nature of BTR as a consequence of that pace, late call offs, the immovable deadlines and ring-fencing product to complete the project."

Mark Seaman, head of Samsung B2B integrated offering team, comments: "The sector offers stability to some investors but with it comes certain challenges for constructors. Consumer expectations are broadening and affecting how they choose their home to now include energy efficiency, sustainability and integrated smart home capabilities."



Kibre

Image: Tom Bird

Seaman believes taking on these challenges has benefits for all: "Providing these elements are key to retaining and attracting residents. There are plenty of opportunities to utilise new technologies and to set new standards for homes, ultimately ensuring successful communities are built across the UK.

"Those developers that are incorporating smart technology capabilities into their projects are already a step ahead – as it is not only attracting more potential users but also adding value to both the property and what a consumer is willing to pay to rent it, as we found in our Smart Homes Buyers index 2024."

Billy Kontoulis, sales director – UK & Ireland for ASK4 agrees that meeting renters' more exacting demands is crucial: "In our recent research report, Building A True Home, we found that 93% of renters expect WiFi available within days of moving in, 74% want WiFi access throughout the entire building, and 84% said that they would reconsider renewing their lease if the internet was poor. This highlights just how



Robin Hutton



Sarah Cole



Mark Seaman



Billy Kontoulis



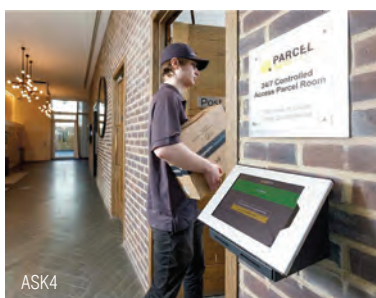
Katie O'Shea



Beko



Beko



ASK4



Beko



Kibre

core internet provision is to the BTR proposition."

Standing out in the BTR sector is "the shift towards digital-first living, as residents expect their connectivity and devices to 'just work'," says Kontoulis: "Reliable, high-speed internet has gone from a nice extra to essential infrastructure, and operators are looking for solutions that will keep pace with what's coming next."

Kontoulis is seeing first-hand that "an increasing number of investors and operators are understanding the ways in which a managed internet service can enhance the living experience in their buildings and provide a competitive edge against neighbouring schemes."

He adds: "There's a huge opportunity for operators to futureproof their buildings with high-capacity, managed internet. Strong, building-wide connectivity doesn't just meet residents' needs today, it sets the stage for things like smart home tech, enhanced resident services and next-generation wireless standards that are just around the corner."

Katie O'Shea, national specification manager at Beko Appliance Partners, says the company also looks closely at renter needs and demands: "Our aim is to help create homes where every square metre counts. For developers, that means kitchens that feel spacious without compromising on functionality, and for tenants, it's about enjoying a practical, uncluttered space. Stackable laundry solutions, integrated microwaves, and built-in ovens featuring AirFry technology help free up valuable living space."

Heafey has experienced the benefit of analysing the market and identifying the focus for innovation: "To meet the changing requirements of the market, we began to manufacture roller blinds, which lends itself [sic] to the BTR market as a cost-effective window finish, providing a one-stop solution for all your BTR projects."

For all projects, O'Shea has found offering the appropriate range of products the key to landing deals across an entire scheme, with benefits for both developers and their customers: "One of the advantages of our portfolio is its breadth. Developers can standardise on a single brand for an entire scheme, which streamlines procurement, simplifies maintenance, and guarantees tenants get a consistent experience no matter which apartment they move into."

O'Shea underlines the importance of collaboration to effectively recognise and fulfil the direction of demand: "We're seeing a shift towards homes that are not just functional but adaptable, sustainable, and appealing. Developers need partners who understand the broader trends, from energy efficiency and space optimisation to tenant expectations. Beko Appliance Partners is helping developers meet tenant expectations today while supporting the growth and sustainability of the BTR market for the future."

Mark Seaman explains Samsung's approach: "We are supporting various developers to reduce running costs and futureproof both homes and communities, so they can stay ahead in this competitive market."

We're also able to support the landlords to manage their estates through our simple, intuitive SmartThings Pro platform that helps you monitor and control appliances, devices and even energy in real-time, ensuring efficient building management."

ASK4 has taken a major step to broaden its offering, says Kontoulis: "We're seeing operators place more emphasis on connected resident services that add real value, from building-wide internet to digital amenities that not only make day-to-day living easier, but enhance the BTR proposition. That's one of the reasons ASK4 has acquired Parcel SafePlace."

"As a resident-facing digital concierge, it's both a luxury amenity and a tool that drives operational efficiency for clients. To outline the impact Parcel SafePlace can have operationally, a typical 400-unit property now processes over 42,000 parcel interactions annually, with one client saving 115,200 operational hours across 30 sites."

While the headlines for the BTR sector scrutinise current and future

developments, the supply chain should not be focusing entirely on the brand new, says Hutton.

"Many first-generation schemes now require refurbishment strategies to remain competitive. This creates an exciting opportunity to reimagine and reposition existing assets. The challenge is to deliver high-quality, well-considered upgrades while working within operational, fully let buildings. Through intelligent design and FF&E solutions, these properties can be given renewed life and identity, appealing to a new generation of residents without disrupting existing communities."

David Heafey is optimistic about the direction of the BTR market. "2025 has seen green shoots of recovery emerging in the housing markets as the headwinds of the past few years change in our favour and we are experiencing our own evolutionary burst of growth as a group."

The market is on a challenging course right now, but forward-thinking alliances between developers and the supply chain can successfully navigate it now and build a lead for the future. [sh](#)

Room for rent

GEORGE SELL, editor of Urban Living News, looks at the current state of the UK BTR sector

To sum up the state of the BTR industry in the UK without opining on government housing policy is, frankly, impossible. BTR – and indeed housebuilding – is inextricably linked with regulation, and at the moment it feels very much like a case of the government giving with one hand and taking away with the other.

Let's start with the negatives. Firstly, the Renters Rights Bill, which returns to the House of Commons as Show House goes to press following lengthy debate in the Lords during the spring and early summer. The Bill may face further amendments before final approval, which must be agreed to by both houses, so a date for it to be enshrined in law is unknown, but it is very unlikely that some of the key elements of the bill will be radically altered.

A new tenancy system will be implemented in a single stage, with the

move to periodic tenancies, the abolition of Section 21, and the reformed grounds for possession, putting all tenancies on the same footing immediately. These are likely to be the first changes enacted by the government.

The bill restricts advance rent payments to one month, despite arguments for exceptions for tenants who lack income, credit history, or guarantors. Landlords and agents will be required to publish an asking rent for their property, and it will be illegal to accept offers made above this rate.

Rent increases will be limited to once a year, and will need to be communicated to tenants using a standard template form, which the government will provide once the bill has passed. Tenants can appeal against rent increases and an independent tribunal will make a judgment on this. It is to be hoped the tribunal is well resourced as it hard to see

tenants not appealing rent increases – they have nothing to lose by doing so, and in a BTR community of, for example, 300 units, this could cause a real headache if it is done en masse.

The other major obstacle facing the sector is the Building Safety Act. Q1 research from the British Property Federation and Savills showed a significant fall in new BTR homes under construction. The number of new starts fell for the fifth quarter in a row, and completions are outstripping starts onsite. This led to a 14% contraction in the number of BTR homes under construction nationally. London has seen the steepest fall, down 18% year-on-year to just 15,000 homes under construction, while the regions dropped by 12% to 34,870. Detailed planning applications were down 16% since the previous quarter, raising concerns over longer-term supply.

The slowdown in construction is at least partly caused by significant delays at the Building Safety Regulator, with a backlog at the Gateway 2 approval stage. Concerns over development viability, driven by build cost inflation and the economic climate, are also

contributing to a cautious market. Taken together, these factors are slowing down delivery, as projects aren't proceeding from outline planning through to detailed planning and ultimately into construction and delivery.

However, in June this year, the government came up with not one, not two, but three initiatives that have put a bit of pep back in the BTR step.

Firstly it announced a new package of reforms to the Building Safety Regulator (BSR) aimed at speeding up delays in the delivery of tall residential buildings. The reforms include a new fast-track process, changes to leadership and fresh investment in staffing. They also include the first steps to establishing a single construction regulator – a key recommendation from the Grenfell Tower Inquiry. The new fast-track process will bring building inspector and engineer capacity directly into the BSR to “enhance the processing and review of existing new-build cases and remediation decisions”. This is designed to respond to concerns in the sector around delays while keeping building and residents' safety at the core of the process.

In the same month prime minister Keir Starmer announced the launch of Extract, a new AI tool designed to speed up the processing of planning applications. Extract is described as an AI assistant for planning officers and local councils, developed by government with support from Google. The technology will help councils convert handwritten planning documents and maps into data in minutes – and will power new types of planning software to slash the 250,000 estimated hours spent by planning officers each year manually checking these documents.

In test trials across Hillingdon, Nuneaton & Bedworth, and Exeter councils, Extract digitised planning records, including maps, in just three minutes each – compared to the one to two hours it typically takes manually. This means Extract could process around 100 planning records a day – significantly speeding up the process. It is expected to be made available to all councils by spring 2026.

Lastly, the government has announced the creation of a new National Housing Bank, a publicly owned financial institution that will help deliver more than 500,000 new homes across the country. Backed by £16bn in new public investment, the bank is expected to unlock a further £53bn from the private sector to accelerate housebuilding and support economic regeneration. The National Housing Bank will offer a mix of debt, equity and guarantees to help bring forward large, complex housing



schemes that typically struggle to secure early-stage finance.

It remains to be seen to what extent BTR developers will make use of the bank, but with BTR's potential to deliver large schemes that can make a dent in the government's 1.5m-home target, it would make a lot of sense for it to be lending to the sector.

The National Housing Bank is a subsidiary of Homes England, which is already ramping up its exposure to BTR. In November last year, it formed a joint venture with developer Muse and the Pension Insurance Corporation (PIC) to deliver 3,000 BTR homes. The homes will be built across England in areas of high demand, with rents set at 20% below market rates. Called Habiko, the project will have a 12-year lifespan, with the aim of becoming self-funding during this time by unlocking institutional investment.

In terms of product type and location, BTR is growing the scope of its activity, its ambition and its geographic reach. In Cardiff, Reap 3, a subsidiary of BTR developer BlueCastle Capital, is preparing a planning application for the tallest residential building in Wales, a 528-unit BTR tower. The tower is proposed for a site close to the Principality Stadium and Cardiff Central Station, as part of the wider Central Square regeneration area. It will feature 528 one- and two-bedroom apartments, alongside a two-storey pavilion providing commercial space. The scheme will also accommodate a range of residential amenities, a bike hub and flexible non-residential uses. The scheme's architect, 5plus, says it has taken inspiration from projects such as The Equitable Building in New York for the tower, which will feature a tripartite formation with a clearly defined base, middle and top.

MCR Property Group has acquired The Moneycentre in Plymouth city centre, and will convert it to 119 rental apartments. Office-to-resi conversions are a growing trend, particularly in local authority areas where planners are strongly in favour of adaptive reuse rather than demolition and new-build. This project is typical of a new wave of cutting-edge and bold schemes coming to provincial cities across the UK.

Michael Fenlon, residential director at MCR Property Group, said: "Plymouth is a dynamic city with big ambitions, and we're thrilled to be part of its future. There's a real need for high-quality rental homes in the city centre, and this scheme will help address that, while bringing a landmark building back into use. It's about more than just delivering apartments; it's about creating a place that feels connected to Plymouth's identity and energy."

Meanwhile, the single-family rental (SFR) sector continues to go from strength to strength, attracting large volumes of institutional investment and



presenting housebuilders with a useful cash-generating option on larger sites. According to Knight Frank, investment into SFR reached £1.8bn last year, taking the total to more than £4.4bn invested since 2020. Due to this significant influx of capital, SFR is now being developed in 132 local authorities across the UK.

Jack Hutchinson, a partner in the residential investments team at Knight Frank, said: "The size of the opportunity within single family housing is immense. With 3.1m renters already living in suburban households across the UK, and just 0.2% of current privately rented homes operated by institutional investors, we're only scratching the surface. Our projections suggest the market could absorb more than one million SFR homes at full maturity. Given the size of the demand pool, we expect SFR delivery to eventually overtake multi-family as the market continues to evolve."

In 2024, 48% of SFR transactions were forward commitments, up from 24% in 2023 and equal to the number of forward funds agreed over the year. Just 3% of deals were for stabilised portfolios. Last year 71% of total spend was targeted at the south-east and east of England. According to Knight Frank's survey of 50 volume and SME housebuilders, 60% said they had already sold units to multi-family or SFR investors.

The next year could be a pivotal one for BTR. If the government's planning and BSR reforms have the intended effect of speeding up delivery and the SFR boom continues, the sector should edge closer to the mainstream in the public's consciousness, a place it has undoubtedly claimed in the minds of investors and developers. ^{sh}

Brendan Geraghty, CEO of the Association for Rental Living

What are the biggest challenges facing the sector?

"Rising construction, regulatory, finance, and operational costs are making it harder to deliver high-quality, affordable rental homes at scale; however, the BTR sector will persevere as we believe in the

inherent value of the housing offer. BTR is still misunderstood in some policy circles, which risks holding back a sector that can make a significant contribution to the housing crisis by delivering long-term, professionally managed rental homes."

What do you think of recent government initiatives affecting the sector?

"Government recognition of BTR, as demonstrated in the revised NPPF, is welcome, but we must avoid one-size-fits-all policies that penalise institutional rental housing models. While recognising the necessary evolution of the sector, both Selective Licensing and the Renters' Rights Bill will result in fewer rented and affordable homes being delivered to the nation. Planning reform is promising, but inconsistent local authority processes are still slowing delivery of much-needed homes. Planners provide an important, complex, and often challenging service to society however it must become a positive, productive and predictable experience."

What are your predictions for the industry over the next few years?

"We'll see a broader mix of BTR, from suburban single-family housing to mixed-tenure city schemes. BTR will bring a greater choice of quality homes to our customers supporting lifestyle evolution for all demographics. It will provide an attractive and practical solution to the many thousands of people who may never be able to own their own home. Affordability will be the defining challenge, driving innovation in rent models, cost-sharing, and partnerships. In so doing, we will democratise renting, make it culturally legitimate and give renters political agency."



Life partners



KATIE O'SHEA, national specification manager at Beko Appliance Partners, explains how the company is helping to deliver high-spec, space-saving, long-lasting products to the BTR market

The UK build to rent sector is booming, with Savills reporting that the market is set to grow by 40% over the next five years. This rapid expansion brings new pressures for developers: homes must be durable, sustainable, and appealing to tenants, all while meeting the practical challenges of modern living.

Appliances are increasingly recognised as a key factor in achieving this balance. Tenants now expect more than just four walls; they want homes that work for their lifestyle, and smart, energy-efficient appliances are part of that experience.

Space efficiency is one of the biggest challenges in BTR, particularly in open-plan layouts and compact kitchens. Stackable laundry solutions, integrated microwaves, and built-in ovens featuring AirFry technology help free up valuable living space. Our aim at Beko Appliance Partners is to help create homes where every square metre counts. For developers, that means kitchens that feel spacious without compromising on functionality; and for tenants, it's about enjoying a practical, uncluttered space.

Noise reduction is another critical consideration. Open-plan apartments can amplify sounds from dishwashers, washing machines, and dryers, affecting

tenant comfort. Our appliances are designed with advanced noise-reduction technology, helping ensure quieter homes for a more relaxed living experience.

Sustainability is also increasingly at the top of both investor and tenant agendas. Research from the British Property Federation indicates that nearly 70% of renters consider energy efficiency an important factor when choosing a home. The recognition of Beko in TIME magazine's Top 20 Most Sustainable Companies reflects the company's long-term investment in energy- and water-efficient innovations, as well as adherence to circular economy principles. Our EnergySpin technology, for instance, reduces energy usage by up to 35% across everyday wash programmes – that's a real benefit for tenants and a way for landlords to futureproof their properties against rising energy costs.

Durability is also crucial in rental properties, where appliances face heavy use, potentially from multiple occupants. Our 10-year parts warranty, coupled with a tailored service model where cover only begins once a property is occupied, gives developers confidence that they can avoid costly, premature replacements, while tenants can rest assured that the appliances they rely on are built to last.

Beko Appliance Partners brings decades of experience in the UK new homes market to the BTR sector. With an efficient global manufacturing footprint and a UK-wide service network of over 1,000 engineers, we ensure developers can scale projects efficiently while maintaining consistent quality across multiple units. One of the advantages of our portfolio is its breadth: developers can standardise on a single brand for an entire scheme, which streamlines procurement, simplifies maintenance, and guarantees tenants get a consistent experience no matter which apartment they move into.

Looking ahead, we believe the BTR sector will continue to evolve rapidly. We're seeing a shift towards homes that are not just functional but adaptable, sustainable, and appealing. Developers need partners who understand the broader trends, from energy efficiency and space optimisation to tenant expectations. That's where Beko Appliance Partners comes in.

With appliances that save space, reduce energy consumption, and deliver long-term value, Beko Appliance Partners is helping developers meet tenant expectations today while supporting the growth and sustainability of the BTR market for the future. [sh](#)



Adaptable Partnership the Winning Formula

With its complete land to delivery skillset, Weston Partnerships can shape its service around the needs of every client – and the approach is proving to be popular.

Peter Gore, CEO of Weston Group plc, and Steven Hatton, Development Director, share why investors and developers across the living sector are finding Weston Partnerships' offer so appealing.



Peter Gore
Chief Executive Officer



Steve Hatton
Development Director

Peter Gore

It's been a fantastic 18 months for Weston Partnerships, with contracts underway in all parts of the living sector from student accommodation to later living, social housing to BTR. Through your involvement in these projects what do you hear clients like about our partnership offer?

Steve Hatton

Choosing Weston Partnerships as a delivery partner is a clear cut choice. We're supporting everyone from institutional investors to SME developers and they're all saying the same thing, that our end-to-end skillset means we can adapt our service around their individual needs and have insights to offer at every stage. We bring a valuable developer's mindset to delivery.

Peter Gore

That knowledge and ability to adapt stems from our 30+ years' experience, designing and delivering schemes of all varieties. We've learned how to add value to every part of the process, from land acquisition to planning, design and architecture through to selling. We really can make a contribution to every aspect.

There's also the added benefit of being able to offer an MMC solution – UNisystem, which is manufactured by British Offsite, one of our group companies. We can guide on how best to use this 2D panelised steel framing system for significant programme savings, as well as major sustainability benefits.

Steve Hatton

We can make our clients' lives easier on so many different levels.

Whether it's helping them to make their project viable, delivering developments up to 30% faster using UNisystem, creating highly insulated and energy efficient homes, even exceeding the anticipated Future Homes Standard. And on top of all that, caring passionately about creating the best quality places for everyone.

Peter Gore

With every partner, we operate with an open mind and collaborate closely, equally gaining from the industry knowledge and expertise they bring.

Working together, we can deliver high quality homes in every segment of the living sector more quickly. Weston Partnerships is excited to be at the centre of that.



**Ready to collaborate.
Ready to deliver.**
weston-homes.com

Weston
Partnerships

Shaped Around You

Because one partnership
model doesn't fit all.

Weston Partnerships is a clear cut choice for
investors and developers working across the
living sector who seek added-value expertise.

We bring insights to every part of the process,
from land to planning, construction to selling
– building on 30+ years' experience designing
and delivering schemes.

Ours is an adaptable partnership approach,
shaped entirely around your needs.
We deliver more, because project viability
and profitability is our business.



Ready to collaborate.
Ready to deliver.
weston-homes.com


Weston
Partnerships

The reality gap



BRUCE EVANS, chief commercial officer at RentGuarantor, looks inside the operational challenges of BTR and purpose-built student accommodation

Purpose-built student accommodation (PBSA) and build to rent (BTR) are continuing to grow, delivering more purpose-built homes, better-managed properties, and long-term institutional confidence. But, on the ground, operators face a more nuanced challenge converting high demand into real, reliable tenancies.

That's where the experience diverges from the press releases. We see schemes where the marketing pipeline looks strong – international students, postgraduates, professionals relocating to cities. But when the referencing process kicks in, that's where momentum can slow. Many of these tenants simply don't meet the standard eligibility requirements, even though they're perfectly reliable renters.

RentGuarantor works with some of the UK's leading BTR and PBSA operators to help overcome this gap. The service acts as a professional guarantor, underwritten by insurance, giving landlords the financial security they need to onboard renters who don't have a UK-based guarantor or conventional income history. Trusted by major asset managers, letting agents and landlords, RentGuarantor enables faster lettings, stronger occupancy, and a better experience for renters often left out of the system.

This includes international students, people new to the UK job market, or renters without family support. These are often the people drawn to BTR and PBSA

The issue isn't a lack of demand but a structural rigidity in how tenants are approved. Operators risk leaving income on the table, not because rooms are hard to let, but because qualified applicants are falling through the cracks of legacy processes.

schemes because of their flexibility and quality, but without a guarantor solution in place, many would be excluded.

From RentGuarantor's perspective, the issue isn't a lack of demand but a structural rigidity in how tenants are approved. Operators risk leaving income on the table, not because rooms are hard to let, but because well-qualified applicants are falling through the cracks of legacy processes.

That's where forward-thinking asset managers are evolving. Rather than viewing referencing as a one-size-fits-all gate, they're introducing more flexible, tech-enabled solutions that maintain compliance while broadening access. Operators want control, security, and speed. Tenants want ease and fairness. We sit between the two – removing friction while protecting the bottom line.

As the sector matures, this kind of infrastructure is becoming essential. It's not just about letting space; it's about removing hidden barriers that can slow down leasing cycles, increase voids, or damage tenant experience. Ultimately, we're helping clients avoid last-minute fall-throughs, protect revenue, and keep occupancy high. That's what matters right now.

PBSA and BTR may be growing, but for many landlords, the real performance test is at the point of let. That's where good systems, fast decisions, and the right support make all the difference. [sh](#)



First BTR phase at £8bn regen project completed

Construction group Galliford Try has completed the first phase of BTR homes at Brent Cross Town in London, part of an £8bn regeneration project led by developer Related Argent and Barnet Council.

Known as The Maple, Plot 13 delivers 249 BTR apartments across four blocks ranging from eight to 16 storeys. The scheme includes studio to four-bedroom homes, with ground-floor retail and leisure units, a community space, and a shared basement car park. The units form part of a mixed-use neighbourhood spanning 180 acres.

Construction is already underway on the second phase, Plot 14, which will add 286 more homes when completed later this year. Residents of both phases will have access to a gym, swimming pool, spa facilities, pet wash station, and landscaped podium gardens.

In line with Brent Cross Town's ambition to achieve net zero carbon status, The Maple has been built using sustainable methods, including modular bathroom pods. A carbon lifecycle assessment has been carried out to cut embodied carbon and support circular economy goals. Matthew Pool, managing director of Galliford Try Building London and South East Commercial, said: "We are pleased to have successfully completed

Plot 13 at Brent Cross Town, a high-quality residential development that reflects our capability in delivering complex, large-scale urban projects. This scheme represents another positive milestone in our longstanding partnership with Related Argent, and we are proud to contribute to the continued progression of this significant regeneration project."

When completed, Brent Cross Town will be one of Europe's largest regeneration schemes, delivering 6,700 homes, three million square feet of offices and workspace, a new high street, three redeveloped schools, and more than 50 acres of public parks and playing fields.



Council sets 40% affordable target for fast-track BTR approvals

Ealing Council in west London has set a target of over 40% "genuinely affordable" housing in BTR developments to qualify for fast-track planning approval. This target surpasses the 35% threshold set by the mayor's London Plan.

The west London borough said it would back "good-quality, well-managed" BTR projects in suitable areas, while restricting large-scale co-living schemes, citing a lack of local housing need for such developments. Under the policy, affordable housing in BTR schemes should be made up of 70% social rent and 30% at or below the Greater London Authority's London Living Rent.

The fast-track route, introduced in 2017 by London mayor Sadiq Khan, allows qualifying schemes to bypass detailed viability assessments and late-stage viability reviews. Ealing has the third highest number of BTR homes in the capital, with more than 5,000 units.

Ascend to manage Lloyds Living properties

Lloyds Living, the BTR arm of Lloyds Banking Group, has appointed single-family rental (SFR) operator Ascend to manage 98 new homes in its portfolio. The properties, which include two-, three- and four-bedroom houses, are spread across two sites in Bolton and one in Ellesmere Port. The homes will be operated under its resident-facing brand, Ascend Living, launched in February 2025.

Ascend, which operates over 9,500 SFR homes nationwide, manages more than 12,000 properties across sectors. Lee Hill, commercial director at Ascend, said: "The expansion of our mandate, and deepening of the successful relationship between Ascend and Lloyds Living, reflects the strong ongoing performance of the portfolio and the benefits of operating under the Ascend Living brand. Our market-leading expertise, unrivalled technology platform and territory manager model all combine to drive real value for investors and a better experience for residents. We look forward to managing these homes and working with Lloyds Living on future projects."

Matt Burgess, chief information officer for Lloyds Living, said: "We want our customers to be happy, comfortable and secure in their homes, and delivering that is reliant on excellent property management. Ascend Living will help us deliver the service and experience people rightly expect from Lloyds Living."

Glasgow BTR site brought to market

A fully consented BTR site in Glasgow's West End has been launched to market by Savills and Scarlett Developments.

The companies are acting on behalf of the Mac Mic Group. The site at Herschell Street in Anniesland has full planning consent for 113 one- and two-bedroom apartments. While benefiting from a BTR consent, the principle of private for-sale residential development has also been established through a historic planning permission.

The proposed scheme comprises 113 apartments (67 one-bedroom and 46 two-bedroom units) arranged across two blocks, each rising to six storeys. The design includes six roof gardens, communal amenity space, and commercial units at ground level.

Nicola Lunn, development director at Savills, said: "Glasgow's West End has long been one of the city's

most desirable locations. This site offers a ready-made opportunity to deliver high-quality rental housing in a market urgently seeking professionally managed BTR stock. With planning consent already secured, excellent connectivity and rich local amenities, Herschell Street stands out as an exceptional prospect. "The strong demand for homes in the area also positions this site as an attractive option for private residential developers. With Glasgow ranked first in the UK for rental yields and house price growth, and a marked undersupply of operational BTR schemes, the Herschell Street site comes to market at a pivotal moment for residential development. Compared to Manchester – a city of similar size – Glasgow's BTR pipeline remains significantly smaller, making this project a rare opportunity to meet growing demand with ready-to-build inventory."



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