

LDS *BOOST*

Providing SMEs with the knowledge and resources of PLCs

Land of Opportunity

LDS identifies more than 300,000 untapped development sites

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With the £103bn Help to Buy closed, we take a look at an emerging alternative

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The 150-strong housebuilders' forum challenging the government to do more



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Foreword



Mark Hawthorn, CEO, Landmark Group

Hello and welcome to our first edition of *LDS Boost*

We decided to create this magazine based on nearly 25 years' dealing with SME housebuilders and their lenders and finance brokers.

Whereas the scale of larger housebuilders allows them to become 'well rounded', not necessarily excelling in any particular area, but equally not having any obvious shortfalls, SMEs differ. We tend to find that while a developer has real strengths in one area, be it planning, land sourcing, finance, design, construction, sales or marketing, they will have polarised weaknesses in others.

to support SME housebuilders in bringing forward much needed new housing. Our Sales Guarantee and bespoke lender products are a major part of that, but there is a lot more we can and will be doing.

We've all heard that "knowledge is power" and there is a strong correlation between the size and quality of our networks and our successes. *Boost* aims to bring relevant knowledge, resources and contacts to the attention of SMEs. We believe that the better informed and resourced a developer is, the more confidence and ability they will hold to bring forward increased supply.

Boost is fully funded by LDS and it's our intention to carry no advertising, merely to bring you topical contributions from across the industry.

We will adapt each edition to market conditions and feedback, so please let us know what you think and would like to read about in future. And if you have content that the market needs to hear, then we would love to hear from you.

“ *Boost* aims to bring relevant knowledge, resources and contacts to the attention of SMEs ”

Hopefully, through this magazine, we can help fill those gaps in expertise, trigger ideas and start to form connections that will help your businesses progress.

As LDS is part of the Landmark Group, established back in 2000, we enjoy an enviable network built up over this time across our diverse areas of operation. It is our sole focus at LDS

Land of Opportunity



LDS research shows that unused council-owned sites could deliver millions of homes



What if there were so many unused, council-owned sites that you could build nearly 1.6 million homes?

It's not a hypothetical question; research by LDS Sales Guarantee and Nimbus Maps, using Land Registry data, has unearthed 318,183 unused "small sites" owned by local authorities in England and Wales.

The sites identified are all of three acres or less, but, when combined, they cover a total of nearly 100,000 acres, or 400 square kilometres-an area roughly the size of Birmingham and Manchester put together.

All are listed as having no current use and no existing buildings.

Using hyperlocal data, the researchers were able to work out the average residential density on the streets where each of these small sites stand.



This was then used to calculate how many homes could be built on each site without significantly changing the average density of the local area.

If these sites were developed, they would provide housing for 3.8 million people at the national average occupancy rate of 2.4 people per property.

The obvious conclusion to draw is that this is where SME housebuilders need to be front and centre. Where volume housebuilders focus on larger multi-phase sites, SME builders thrive on the availability of small plots of land.

In the most recent Federation of Master Builders annual survey, 63% cited 'lack of available and viable land' as the biggest reason they weren't able to deliver more homes-and some 71% said that the number of small site opportunities was decreasing. Highlighting the number of unused, council-owned small plots should

help initiate discussions with councils, the government and Homes England about unlocking growth opportunities for SME housebuilders, who are well positioned to develop sites and play a yet more significant role in increasing housing completions.

The research, which covered all 355 councils in England and Wales, found that it isn't just the big county councils that own lots of unused small sites, showing this isn't a case of the sites being unused because they're in harder to reach, less urban locations.

The eight English members of the Core Cities group—an organisation that

represents the biggest UK cities outside London—collectively own 20,477 unused small sites with the potential to build nearly 100,000 new homes (see table 1).

TABLE 1

Core cities: Number of homes that could be built on small, unused sites

Leeds	37,033
Bristol	13,992
Liverpool	9,029
Manchester	8,900
Newcastle	8,666
Birmingham	7,990
Sheffield	7,821
Nottingham	4,076

Source: LDS Sales Guarantee and Nimbus

Overall, Kent County Council owns the biggest number of unused small sites: 10,332. The data showed these could accommodate 37,266 new homes at average local density rates.

North Yorkshire has the second most sites—5,854—with space for 13,863 new properties. (See table

2 for the top 10 councils with the largest number of unused small sites.)

These councils may have the most sites, but when local residential density rates are taken into account, a different picture emerges.

This is likely because the unused small sites owned by rural councils tend to have lower existing housing density. Councils with a more urban character could likely build more units per acre on these sites while maintaining the same housing density as neighbouring areas.

So when it comes to looking at where the most homes could be built, the study found that Durham has the potential to accommodate the most new properties (51,186 in all), with Kent (37,266) dropping to second.

The need for new homes is critical. The previously set target to build 300,000 new homes a year has not been met. In December 2022, the Public Accounts Committee said the government would

miss its targets for number, area and type of new homes.

This follows official data showing 174,940 housing completions in 2021, a 19% increase on the Covid-hit year of 2020.

While this number had been increasing up to 2020, new starts remain below where they were in 2007, when there were 176,650 completions.

In 2017, the government's *Fixing Our Broken Housing Market* White Paper observed that in 2007 the number of homes registered by small builders was 44,000.

However, in 2015 SMEs only registered 18,000 new homes. The report interpreted this statistic as "demonstrating the potential for growth". If SME

housebuilders once built 44,000 homes, why couldn't they do so again, given the right conditions?

The right conditions would be nice to have right now. But rising inflation and interest rates have made many industry insiders pessimistic. At the same time, the need for more housing continues to grow; early

data from the 2021 Census showed the

Kent	10,332
North Yorkshire	5,854
Durham	5,590
Birmingham	4,933
Devon	4,867
Surrey	4,808
Lancashire	4,462
Sandwell in the West Midlands	4,175
Leeds	3,745
Cornwall	3,743

Source: LDS Sales Guarantee and Nimbus

Key figures join call for greater small site focus

This research by LDS and Nimbus Maps, highlighting the potential of small publicly-owned sites, has been welcomed by both industry and the government.

Chris Carr, managing director of Carr & Carr Builders, and National Vice President of the Federation of Master Builders, said: "I warmly welcome the findings of this data and policy paper from LDS Sales Guarantees for outlining the size of the prize for both councils and SMEs and also, importantly, for shining a light on how we can work together to unlock this opportunity.

"SME housebuilders need small plots of land; this data shows councils have large swathes of unused small plots.

"While some parcels of this land will be more suitable for development than others, what we need to do is to create a mechanism to unlock these unused small plots of council land for SMEs. The model proposed by LDS Sales Guarantees outlines an interesting template which could be modified and rolled out to combined authorities and local councils across England.

"I would urge council place departments to read this report to see if there is a policy we can build on to unlock thousands of small sites for SME housebuilders."

Andrew Lewer MP, Chair of the All-Party Parliamentary Group for SME House Builders, said: "I welcome the findings of this study from LDS Sales Guarantees

for highlighting that local authorities own significant portfolios of small sites and for putting forward recommendations to unlock them.

"These sites often go unnoticed and unutilised. That is why I put forward a pro small site development amendment into the Levelling Up Bill and fought to get government support for them.

"Unlocking this problem could mean more than just much-needed extra housing. It could also bring a much-needed *boost* to local economies across England and Wales by creating new jobs in the construction sector and *boosting* the wider supply chain, with particular benefit for small and medium sized housebuilders."

population of England and Wales had risen by 3.5 million in a decade. This rise of 6.3% in the total population was the highest ever recorded in a Census.

So how can we open the doors and start the conversations that will allow SME housebuilders to deliver on council - owned sites?

SMEs should be perfectly suited to developing unused small sites, but have faced difficulties in recent decades, particularly in securing finance. This has reduced their role: data from the Home Builders Federation showed the proportion of new homes built by SME firms has fallen from 39% to 10% since 1988.

Some political leaders are acting to unlock the latent potential of SMEs to develop small unused sites, generating not just new homes but jobs and economic growth.

The Mayor of London, Sadiq Khan, launched a 'small sites' scheme to provide a pipeline of suitable land to SME builders. And hard-pressed as councils undoubtedly are, they must take a lead here—they have the assets. What we can do is bring ideas and the ability to unlock sites, delivering a genuine plan for growth for SME housebuilders.

The London scheme is but a small first step on the road. SME revival is essential to reversing the decline in housing output. Growing support to SMEs in accessing finance and helping remove the structural issues they face is something that needs to happen, and it's something LDS is having some success with.

The opportunity is there. The sites are there, as are the SME housebuilders who have historically delivered. Bringing the two together will make a major difference to the UK.

“ If SME housebuilders once built 44,000 homes, why couldn't they do so again, given the right conditions? ”

318,183

the number of unused council-owned small sites across England and Wales



Steve McElroy, a consultant sales and marketing director, has a wealth of experience in housing. Here, he offers some key pointers on giving yourself the best chance to excel in tricky times

How to survive a market slowdown

Whilst it's taken a while for some people to want to admit it, for many, the market seems to be a tougher place right now.

Higher interest rates, a rising cost of living, the end of 'Help to Buy' and general economic uncertainty have created a perfect storm. So, what can we do to get our slice of a smaller cake and what should we be doing in a downturn?

Having worked as a sales and marketing director in the new build sector for over 30 years, I have seen most markets and worked with many of the major housebuilders of all sizes. Here are a few thoughts:

The must haves

- *The highest levels of on-site presentation.* Stand back and take a really good look at everything that you're presenting to potential purchasers, as they will mercilessly judge you on every aspect. Get someone else to take a critical look and see it through fresh eyes, as new purchasers will. This includes your entrance, showhomes, stock units, and any build areas you intend to take people through. If anything is messy, shabby or unorganised, that's the impression you will leave with your potential buyers regarding how you will build their new home - although they probably won't tell you that, you just won't hear from them again.
- *Lead management confidence.* Whoever in your team is looking after the sales leads has to do a good job with contacting every single one ASAP, which means the same day. The longer you leave it, the more your purchasers will judge you. This is particularly acute in a buyer's market where they will be getting VIP treatment from your competitors.
- *The little details matter.* Make sure your web page is correct and up to date, something that also goes for any signage, telephone lists, price lists, literature and anything else. Information that is incorrect or out of date will affect how you are viewed and perceived. You will be critiqued on what potential buyers see as well as everything they hear or read.

- *Competitor awareness.* Keep an eye on what your closest competitors are up to. Have they dropped prices? Increased incentives? What's their sales rate? Are you losing buyers to them, and, if so, why?
- *Mystery shop.* Not just your competitors but also your own teams and representatives. It's also good to inform them you will be doing this so they 'roll out the red carpet' for every single potential buyer.
- *Keep pushing your best points.* Whatever the advantage your product offers, promote it, whether it's school catchment, transport links, a great social scene, or parks and leisure facilities. Don't forget the plus points about your product, such as the high specification, large garden or garage.

Don't sell, get bought

Achieving a connection with your purchasers has always been best practice but when there is the potential of a slowdown and less visitors around, it's even more critical. The person(s) responsible for front line sales will need to show high levels of emotional intelligence to create the critical relationships needed to succeed. We all know the phrase "people want to buy from people they like" so if they don't like you, and they can go elsewhere, they probably will.

According to top psychologists and business leaders, here are the things people desire in order to feel comfortable:

- Empathy
- Patience
- Showing you are truly interested – feel free to call potential buyers yourself to evidence this
- Listening to their wants and needs

- Clear communication, going the extra mile
- Making them feel special and engaging on a personal level
- Being thoughtful and kind.

My experience with some of the best salespeople in the industry is that they truly want to help their customer. Once helping is the mindset, the selling becomes so much easier. Make potential purchasers feel more like a visitor to your home—it really is about how you make them feel. If you do it right, they won't want to go anywhere else.

“ People may forget what you said, they may forget what you did. But they won't forget how you made them feel ”

One of my favourite quotes that captures the essence of this is: "People may forget what you said, they may forget what you did. But they won't forget how you made them *feel*."

Do I need to reduce my price?

It's a big question—and the answer will depend on a number of factors—but, mainly, the key issues are what you are offering versus the rest of the market, supply of equivalent product, and the level of demand in the area. If you're not experiencing down-valuations, I would say don't lower the price. Once the price is dropped, the benefit disappears instantly as you have just set the property's "real value".

Rather than reducing the price, instead introduce some incentives, such as a mortgage subsidy of say £250 per month for the first year, free flooring, or help

with legal fees. Don't forget to push the things of value that already exist, like your specification, or, particularly in the current climate, the energy efficiency of your new home, which will save money on heating bills.

As counter-intuitive as this may sound, it may even be better to increase your price by say £2,500 and offer £5,000 of incentives, so that the cost to you is partially covered.

Don't forget to talk about incentives and their worth to the buyer. Although you may be getting flooring at a trade price of £4,000, it may be £6,000 at retail rates—so the latter figure is what the offer is actually worth. Additional specification like fitted wardrobes, upgraded tiling or fitted appliances are universally loved by all purchasers and the retail value is more than you're paying, so this is a great way of giving a really desirable incentive, but one that's not costing you the full value.

Final word

There will always be buyers in any market, but you might have to work smarter and harder to capture your share. Be aware of how you are promoting yourself with everything you do or say. List all the reasons to buy, and make sure people understand all your plus points. Treat potential customers like friends, help them and get close to them. You can survive a slower market, and even prosper, if you understand what people want and how you can help them get it.



Sales
Guarantees

Unlocking development finance, increasing housing supply

LDS Sales Guarantees unlock access to development finance by guaranteeing to acquire any unsold homes on an SME housebuilder site and releasing 10% deposit on exchange into development cashflow.

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Guarantee

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☎ 0333 006 7799

Brokers

Increase conversion, increase fee income

- ✓ Increase conversion by offering increased leverage and a quick completion process
- ✓ Earn additional fees from LDS
- ✓ Simpler, interest free alternative to mezzanine with no security required

Housebuilders

Reduce cash input, increase output and returns

- ✓ 10% interest free LDS deposit reduces project cash input by up to 67%
- ✓ Build up to 3x more new homes
- ✓ Increase returns by over 3x

Lenders

Reduce deal risk, increase deals done

- ✓ LDS guaranteed purchase removes sales risk in all market conditions
- ✓ Increase lending to new and existing borrowers
- ✓ Maximise the opportunity by creating a joint product

Stronger together

A forum designed for regional and bespoke housebuilders that has the ear of policy-makers and more? Sounds good to us. What is the story behind the 'R&B' Builders Forum?

Necessity, they say, is the mother of invention. So it was that the Covid lockdown of 2020 brought about some smart new ideas in how we work and communicate.

Not least of these was the creation of the Regional & Bespoke Builders Forum that was established by Edwin de Silva, business development director for Travis Perkins plc.

How did the forum originate?

In March 2020, when the first lockdown kicked in, my role went from one where I was spending a lot of time face-to-face with housebuilders to being stuck at home, like everyone else, and like everyone else, I had no idea what was going to happen. I then discovered that there was a different Zoom from the ice lolly I remembered as a kid. Several of the builders I was speaking to were concerned about how their businesses were going to survive, so I thought I would get a group together on a video call.



Edwin de Silva, Business Development Director for Travis Perkins plc

It kicked off with 16 of us talking for over two hours and proved to be quite a cathartic experience, with everyone suggesting that we have another call the following week. And so it continued week after week with a few more builders joining. This led to me touching base with Stewart Baseley, executive chairman of the Home Builders Federation, to see if he could afford the time (in between his meetings at numbers 10 and 11 Downing Street) to talk about what had now grown to a group of over 35. By providing them access to people like Stuart, who were able to supply vital information to make better informed business decisions, it really established the value of this collective of small builders.

On the back of this, we started to invite other guest speakers each week to cover subjects that were relevant and of interest to this ever expanding group. We continued doing weekly calls through to July 2020, then bi-weekly as site access opened up, and then monthly from 2021. We now have over 150 people that are part of this forum; it's been quite a journey, over what will be three years in March.

Who were some of the key guest speakers?

A major early win for us was when Lee Bishop, group strategic land managing director at Taylor Wimpey, kindly agreed to talk to us at a time when everybody needed to know how to open up safely for their people on site. He kindly shared the processes that Taylor Wimpey had

put in place to satisfy the government's requirements for construction sites at that time. The PLCs can sometime get unfair criticism, but this showed how big can help small during a crisis, and it was great to have Lee give up his time to explain how SMEs could re-open according to guidelines.

Getting the involvement of the Builders Merchants Federation chief executive John Newcomb was important, too, as he was able to provide a great insight into the work they were doing with all builders merchants, suppliers and government, as well as managing the challenges with lead times on certain products/materials that were causing a major issue.

Stewart Baseley and the HBF team deserve a lot of credit, as they have been extremely supportive and spoken many times on subjects of great value and interest, answering pressing questions that people had and following up afterwards with SMEs directly where required.

Hopefully, the Covid peak is now well behind us, but challenges remain. What is the forum helping SMEs with and how?

What we've been able to do is build a close network of SMEs that are sharing

“ What we've been able to do is build a close network of SMEs that are sharing information with each other and having access to various organisations and senior leaders operating within the industry ”

information with each other and having access to various organisations and senior leaders operating within the industry, that they would struggle to get to as individual businesses. It has certainly helped to raise the profile of SME builders and given them a much louder voice to be heard.

In January 2023, the forum was addressed by Andrew Lewer MP,

who chairs the all-party parliamentary group specifically charged with SME housebuilding, a group he set up. There was an audience of 70 people listening to what he had to say, and as a result he has agreed to have a face-to-face meeting with 12 housebuilders to discuss further the issues raised on the call.

Why are SME housebuilders so vital to the UK economy?

Because no other part of the housebuilding industry has the potential to scale up in quite the same way. SMEs currently build circa 35,000 homes a year, nearly twice the number of homes as the largest national housebuilder. If given the right level of support, there is no reason SME builders can't be a major contributor in delivering the number of homes needed to satisfy the housing requirement.

On a personal level, I joined Travis Perkins plc eight and a half years ago with a remit to 'live and breathe' this sector, which has reduced from 11,000 SMEs (due to the financial crisis in 2008) to an estimated 2,500 today.

What sort of things are you planning for 2023?

All the guest speakers and topics are driven by what members would like to be covered, with my role to facilitate and coordinate the forums, utilising my connections to get the appropriate guest speakers (potentially Michael Gove!) to participate.

We'll continue to provide a voice and connections for the small companies who struggle to have their say and give them access to people and sources of information that they're not normally privy to. Much like LDS are doing with *Boost*, it's about helping SME housebuilders punch above their weight.

So, how do people join?

It has mostly grown by word of mouth, with builders talking to other builders and then asking if they can be included. Any SMEs that would like to be part of these forums just need to drop me an email at edwin.desilva@travisperkins.co.uk, as I am keen to ensure they don't just survive but collectively work together to thrive!

Deposit Unlock: can it match Help to Buy's

The government's Help to Buy scheme enjoyed huge take-up, but is no more—however, alternatives are emerging

It's no exaggeration to say that Help to Buy has been a massive boon to the housing industry and homebuyers alike.

Across a ten-year span that saw the national economy and political arena faced with some tumultuous events and challenges, the scheme was rock-steady, helping some schemes that might not have happened bridge the gap and come to fruition.



Freddie Scarratt, Director at Gallagher Re

However, after just over a decade, the Help to Buy Scheme closed to new applications as of 31st October 2022. The most recent statistics show that 369,075 new homes were supported with a collective value in excess of £103bn.

The majority of these transactions (83%) were first time buyers, who without this may not have been able to enter the market.

So, what next?

We spoke to Freddie Scarratt, director at Gallagher Re, a company that was the architect of the forerunner of Help to Buy, and has since designed a potential successor in Deposit Unlock.

Freddie told us that Deposit Unlock is an insurance-led, low-deposit mortgage solution owned by the housebuilding industry, and managed by Gallagher Re.

The scheme enables first-timer buyers to purchase a new-build home with a small deposit. It provides mortgage insurance to lenders, allowing them to lend on new-build housing with a 95% loan-to-value, meaning reduced risk exposure.

Origin story

Seventeen members of the Home Builders Federation (HBF), saw the writing on the wall with Help to Buy, recognising that a private sector mortgage guarantee scheme would be required as an alternative.

On their behalf, the HBF (along with Homes Scotland) commissioned Gallagher Re to design, initiate and implement a solution to fill the void left in the high LTV lending space.

Why? Through all the turmoil at national government level, it's been clear for some time that alternative ways of supporting the sector are required. With the cost of living crisis further impacting families' finances and the ability to save a sizeable deposit, more ideas were needed.

Where it's at and where it's going

Since the product was first developed, more developers have recognised the potential, with the list of housebuilders participating in Deposit Unlock now approaching 50.

This includes the biggest players in national housing: the likes of Barratt Developments, Bellway Homes, Countryside and Crest Nicholson, but also a growing number of regional players working at different volumes.

success?

The lending side is growing too, with regional lenders alongside Nationwide, the country's largest building society, among those to have signed up.

The scope of Deposit Unlock is unlimited; the scheme has been designed so that, in theory, it could replicate the scale of Help to Buy.

At present, the Deposit Unlock scheme is only open to members of the HBF.

How does it compare with others?

There are other solutions, which, with the volume of new homes required in the UK, is a good thing. Shared ownership schemes through registered housing providers remain part of the picture within the lower-cost housing bracket.

Shared ownership grew each year for five years from 2015, according to government figures, however, by 2020-

21, it had decreased by 6% year-on-year, to 17,097 homes completed in the year.

In September 2022, the Green Finance Institute released research suggesting a growing appetite for financial products linked to energy-efficient homes, and it's true that the last few years have seen growth in "green mortgages" offered by both the main national lenders and local providers.

But this remains a relatively niche area. The issue so far is that none have been able to match the rates offered in the mainstream market; the green mortgage, particularly in tight times, is an "expensive option".

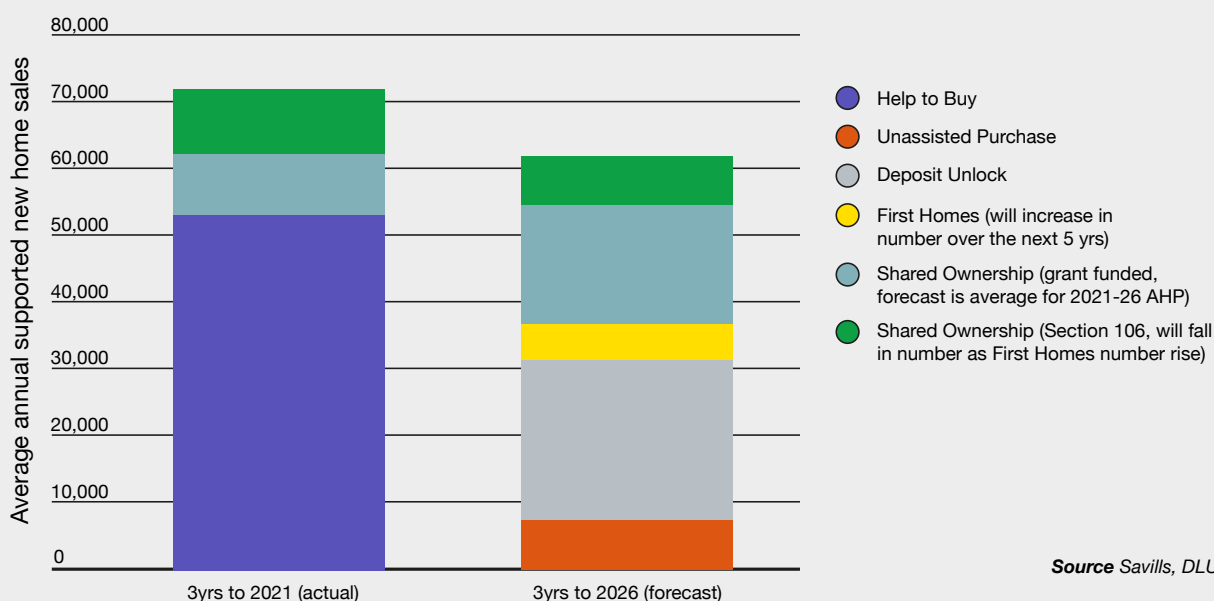
It's our belief that, in this economic climate, Deposit Unlock will be a powerful tool in opening up the housing market to those who'd previously struggled to crack the code. The track records of the partners already committed speak for

“ Deposit Unlock is an insurance-led, low-deposit mortgage solution owned by the housebuilding industry, and managed by Gallagher Re ”

themselves, and momentum's growing all the time.

Should you wish to know more about Deposit Unlock, LDS is only too happy to make introductions to the HBF.

Change in sales support after the end of Help to Buy



Looking for the exit?

Shahil Kotecha, CEO & principal at Pivot Finance tells us how collaboration breeds confidence and creates win-win opportunities

Launching a Pivot product with a guaranteed exit has definitely increased the flow and origination of enquiries for Pivot Finance.

As a lender, it's understandable in any market condition to want to remove risk and uncertainty. Pivot's collaboration with LDS started in April 2022 when we added the LDS Sales Guarantee as a bolt-on to our usual senior debt loans.

Our typical loan size is between £1m and £12m with a GDV up to £15m, which covers projects ranging from a couple of houses up to around 60 flats. As a lender, having an LDS Sales Guarantee to buy any homes unsold after the agreed sales run-off period means less of a headache for us should the market move adversely.

For the developer or builder, there are obvious benefits. Once the Sales Guarantee is contracted, LDS releases a 10% cash deposit to the developer.

This is equity they can use to reduce their cash contribution allowing them to focus on larger or multiple sites, as their capital can do more.

Developers have not only got the backstop of LDS buying any unsold properties, they also receive a cash

release which improves their returns. It's unsecured and interest-free, which means equity can be spread further.



In the current market, this means they can keep some cash in reserve, which could be called on if there are cost overruns or delays.

When it was first launched, our clients would use a Sales Guarantee primarily for the cash release. However, we have seen a recent shift as the market has softened, with developers realising that if things get really bad, it's a backstop and guaranteed exit for both the developer *and* lender.

From a lender's perspective, working with LDS is simple and straightforward. We have an upfront intercreditor agreement for all shared projects, allowing for swift completions. This means when any individual project proceeds, LDS can quickly complete due diligence and move to contract. It's a very streamlined process.

As we move forward this year, there are of course uncertainties in the market. But there are smart solutions available. Those who are willing to keep having conversations to enable collaboration and find a way to make things happen will be the ones thriving in 2023 and beyond.

“ Developers have not only got the backstop of LDS buying any unsold properties, they also receive a cash release which improves their returns ”

LDS News

LDS sets sights on MIPIM

LDS will be taking a team to MIPIM 2023 in Cannes, the tenth time that Landmark Group will be present at the world's biggest property conference, now fully restored to its pre-pandemic best.

MIPIM is a busy time for the firm as we look to make new connections, strengthen existing relationships and hear the latest from development finance lenders, brokers, housebuilders and other industry experts.

For 2023, CEO Mark Hawthorn will be joined by acquisitions director Ben Ogunby, regional director Ben Jenkinson, and relationship director Mark Roberts.

Taking place between 14 and 17 March, the event attracts around 30,000 delegates from across the world.

As part of the week, we'll be co-hosting a lunch with Urban Splash founder Tom Bloxham, for key clients and contacts.

We'll also be holding a boules event, bringing a suitably French flavour to the week's networking activities, not to mention a (slight) competitive edge.

Ben Jenkinson said: "MIPIM presents us with an unrivalled opportunity to bring together key people in relaxed surroundings.

"As an event, it's always been a big part of what we do in brokering quality conversations, and hopefully everyone who comes along gets a benefit from it."

Are you travelling to MIPIM? If you'd like to arrange a meeting with the LDS team, please let us know by emailing kayee@LDSyoursite.com

LDS News

We're backing Ben



LDS is delighted to announce we are now sponsoring Ben Watson MBE, who, as a member of the Great Britain cycling team, is a two-time gold medallist and double Paralympic champion from Tokyo 2020.

Ben is a road cycling specialist and won medals at three consecutive UCI Paracycling Road World Championships in 2017, 2018 and 2019, as well as gaining success on the track prior to selection for his debut Paralympics, where he took gold in the road race and the time trial. He was awarded an MBE in the 2021 New Year Honours List for 'services to cycling'.

There's a property story here, too. Before becoming an elite athlete, Ben was an industrial agent with JLL for six years, going through the firm's graduate programme and qualifying as a RICS Member in 2014.

And his cycling is not just about the four-year Olympic cycle: Ben is a regular contender for the podium at UCI Para-

cycling Road World Cup events, taking gold in the road race in Ostend, Belgium in 2019 and securing six time trial medals since 2017.

He also claimed an epic solo victory in front of huge crowds at the 2019 Yorkshire Para-Cycling International in Harrogate.

There is a clear objective for 2023: the UCI World Championships will be held in Glasgow this August. In a first for global cycling, races across various disciplines will all take place in this one location, with the Para sports included alongside other UCI disciplines including road, track and mountain bike. There will be live BBC coverage of the event.

Ben says: "It is a big goal of mine to become World Champion at a home World Championships and then to defend my titles at the Paralympic Games in Paris in 2024. The support provided by LDS will be a big help in achieving in these goals."

LDS accelerates into 2023

We are pleased to announce that we supported more SME housebuilders and more sites than ever in 2022. This progress was catalysed by our online engine which allows instant Sales Guarantee proposals to be generated by the input of basic project details.

2023 promises to be even better. In the context of uncertain housing and finance

markets, we are seeing significantly increased demand for Sales Guarantees. In addition, our panel of quality lending partners continues to expand, meaning we are able to support more SME housebuilders across England and Wales by combining LDS and senior debt packages which provide up to 95% project funding with sales risk removed.

We believe that as things stand, the SME housebuilder market can deliver around £12bn to £15bn a year of new homes-

and we all know there is huge potential for more.

If SMEs can get back to their historic levels of output, we would be looking at around £50bn, not to mention the positive knock-on effects of associated economic activity.

We've made a great start but we know there is a long way to go in supporting SMEs to bring forward more new homes.

Join the team

The Landmark Group has always challenged convention, and LDS was launched with a single, clear purpose: to empower SME housebuilders to build more homes.

To that end, we've put together a team focused on that singular aim. The senior leadership team includes CEO Mark Hawthorn, finance director Andrew Savage, who has a 20-year track record in housebuilding, and strategic advisor

Gordon More, a former CEO of Homes England.

Our non-executive directors, David Lathwood, Steve Nobes and Alex Veys, have a wealth of experience from senior roles, including serving as lead director of JLL, CFO of Webuyanycar, and CIO of Hiscox, respectively.

The management team is rounded off by Ben Jenkinson as regional director (London & the South), Darren Reynolds as portfolio and acquisitions director,

relationship directors Mark Roberts and Chris Fortune, and group legal counsel Gareth Milner.

As we are growing rapidly, we are always open to speaking with any ambitious individuals keen to join a high performing team that is making a real difference. If that sounds like you, we'd welcome a confidential chat.

Please email our CEO directly at MarkHawthorn@LandmarkGrp.co.uk

North West Homebuilder Awards – we'll see you there!



LDS is delighted to sponsor the second Cowgills North West Homebuilder Awards, which takes place on Thursday, 9 June at the Albert Hall, Manchester.

All categories available to enter are open exclusively for entry by SMEs with the awards focusing on the work being completed across the North West.

The awards are something we've had an involvement with since the beginning, and there is a real integrity to the process in that any surplus funds are donated to charity.

Last year's event saw some fantastic winners, and we're looking forward to seeing who joins them on the roll of honour this year.

northwesthomebuilderawards.co.uk

Win a share of **£2,500** for charity

In each issue of *Boost*, we'll be running competitions, as part of LDS's commitment to charitable causes.

For this first edition, we're offering ten readers the chance to each win a £250 donation to the charity of their choice.

To be in with a chance of securing one

of these donations for a cause that means something to you-personally or as a business-simply answer this question (the answer can be found in the pages of this magazine!):

At what stage in a project does LDS release a 10% interest-free cash deposit to SME housebuilders?

a) Never!

b) When the guarantee contract is exchanged

c) On completion of the last unit

Email your answer to charity@LDSyoursite.com by 14th April 2023. Good luck!

We want you to contribute to *Boost*

We hope you've enjoyed the first edition of *Boost*. The magazine exists to bring together thoughts and contributions from people across the home building industry, covering key issues of the day.

It's our belief that SME housebuilders, their lenders and partner businesses all have expertise they can share that

will be of interest and benefit to people across the market.

In order to make each issue topical and varied, we need your input.

Whether you're a planning consultant with an update on pending regulatory changes that people need to know more about, a lender with a new funding solution, or a housebuilder trying out

some innovative energy-efficiency technologies on a live scheme, we'd love to hear from you.

Please contact markhawthorn@LandmarkGrp.co.uk with your ideas on what you could bring to future issues.

Interested? We hope so. We've created the buttons below to take you straight to the right parts of our website

One Click Comparison



Just set the GDV and see the LDS difference with one click

Instant Sales Guarantee



See the specific benefits LDS can offer for any site you own or may be considering

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