



# Actions from the UKAA Annual BTR Conference 2 November 2023

The 2023 UKAA Annual BTR Conference has been hailed as having the strongest content of all conferences in the sector, truly representing and addressing the needs of the BTR sector with intellectual rigour and action-focus.

Following the theme of “Not just words... action”, every session at the UKAA Annual BTR Conference on 2 November 2023 set out at least three actions that the UKAA or the sector needed to take forward.

These will be incorporated into the UKAA overall manifesto and strategy for 2024, and the work of specific committees, hubs and working groups. Over fifty actions from keynotes, panels and breakout sessions are summarised under the following themes:

## Communicating on behalf of the BTR sector – be the voice of BTR

- Communicate a clear BTR narrative
- Have clear policy calls with the UKAA providing a consistent voice for BTR
- Housing to be a national strategy and one that does not ‘blow with the wind’ of politics
- Align with Government agenda for levelling up to “grow out” (vs tax out) to stimulate economic growth and transform places
- Get attention of Government and policy makers with a unified voice by differentiating BTR and articulating the benefits/transformational value of BTR
- Create and foster an environment of certainty and trust between politicians/policymakers and private sector
- Lobby and educate Government and policy makers to raise the profile and understanding of the benefits of BTR
- Keep things simple. Government needs to understand that it is making housing supply difficult
- Produce a “plain English” guide to rental legislation covering all countries and cities in the UK
- Engage and educate local authorities
- Encourage & require all local authorities to consider the appropriate quantum of BTR supply required as part of Housing Needs Assessments.

## Set and communicate clear BTR sector standards

- Deliver a BTR Code of Practice
- Sector should define clear standards and operate towards them – will drive the sector forward.

## Provide data and evidence to support all calls

- Share data, be transparent
- Have case studies that underpin all policy and calls – particularly around Social Value, and the benefits that BTR brings in regeneration as the anchor tenant
- If you’re an operator – become a contributor
- If you’re an investor – ask your operator to become a contributor
- If you’re a service provider – sponsor the project
- If you’re a data provider, standardise on the UKAA list of BTR schemes.

## Invest in developing people in BTR

- Don’t forget the importance of people in delivering great customer experience. Make sure operational systems are efficient, so teams can focus on face-to-face experience
- Invest in operational teams, giving them the opportunity to achieve IRPM qualifications. This is a challenge to the sector – to invest in our people and increase the number of professionally qualified teams across the sector.

## Share lessons learned and best practice

- Share lessons learned from BTR schemes across the UK to better the industry as a whole.

## Focus on building partnerships

- Long-term and diversified stakeholders required for regeneration - BTR is an important accelerator within that
- Engineer placemaking and partnerships (public and private) for successful regeneration
- Engagement between housebuilders and SFR investors. Understand each other’s drivers and need, and work for long-term relationships
- Transparency of risk, appropriate allocation and alignment of interests is key.

## Educate consumers

- Ensure residents understand the EPC ratings and how to use heating systems etc properly to get the real benefit.

## Future-proof assets

On Back Cover...

## Future-proof assets

- Engage the whole supply chain and operators from the start
  - The Golden Thread must be sound, covering the whole life cycle. Manage and record the whole process from land acquisition through design, construction and operation
  - Don't forget the operator. Understand what risks they have in operating the building. How will the building operate?
  - Engage everyone at the earliest opportunity – insurers need to understand everything about the development and operation of the scheme
  - Evolution of the development brief – clear specification and performance criteria will de-risk projects and reduce miscommunication.
- In relation to the Building Safety Act:
    - // If you haven't already, start now. If you have, keep going. Assure yourself that you have the systems in place to keep residents safe
    - // The duties on Designers, Contractors and Clients apply to all buildings, including mid-rise and low-rise – assure yourself that you're discharging the responsibilities of your roles
    - // The functional requirements of the building regulations haven't changed; assure yourself that your new buildings and refurbishments are meeting those functional requirements.

## Annual Conference 2024

3 October 2024  
Etc. Venues Houndsditch, London

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